

APPENDIX 5: POPULATION AND PHYSICAL ACTIVITY IN HARBOROUGH

Introduction

1.1 This section examines the local context of Harborough district and its influence on sports facilities provision. It covers:

- Background
- Population
- Deprivation
- Health
- Sport and physical activity

Background

1.2 Harborough district is in south Leicestershire and borders eleven other local authorities (Blaby, Charnwood, Corby, Daventry, Hinckley and Bosworth, Kettering, Leicester City, Melton, Oadby and Wigston, Rugby and Rutland). A number of large settlements close to the district's borders exert some influence on Harborough, in particular Leicester, Corby, Kettering and Rugby. A number of major road links run through the district, including the M1, A6 and A47.

Population

1.3 **Current population:** The Office of National Statistics (ONS) mid-2016 population estimates for Harborough District indicate 90,300 residents. This represents an increase of 4,918 people (5.8% growth) since the 2011 Census figure of 85,382. Most residents live in towns or large villages such as Market Harborough, Lutterworth, Broughton Astley, Great Glen, Kibworth or Fleckney, although a significant part (25%) of the population resides in small rural settlements. Over 80 villages in the District have a population of fewer than 500 people. Limited public transport means that those living in rural locations wishing to travel have few, if any, alternatives than the use of a private car and this is especially true for evening travel.

1.4 **Age profile:** Harborough's age profile compared with the rest of England is as follows:

- A much higher proportion of the population is aged 45 and over (particularly aged 45 to 64).
- A substantially lower than average percentage of the population is 20 to 34 years old.

- Residents aged 20 to 34 tend to reside in the larger settlements in the District such as Market Harborough or Lutterworth.
- Those aged 45 and over are more likely to live in rural settlements.

1.5 **Population growth:** The ONS mid-2016 sub-national population projections for Harborough in 2036 is 103,700 people. This represents a 14.8% increase from the 2016 population. From 2011 to 2036 there will be 11,700 new houses in the District. Approximately 6,000 have been committed to or are completed. Market Harborough, Lutterworth and Broughton Astley will be the locations for the vast majority of new housing developments.

Deprivation

1.6 Harborough is ranked 313th out of 326 local authorities on the Government's Index of Multiple Deprivation, which makes it one of the least deprived authorities in England. However, about 7% (1,000) of children live in low income families. Life expectancy for both men and women is higher than the England average. Life expectancy is not significantly different for people in the most deprived areas of Harborough than in the least deprived areas.

Health

- 1.7 The 2018 Local Authority Health Profile for Harborough identifies the following:
- The health of people in Harborough is generally better than the England average.
 - Life expectancy for men (81.4 years) and women (84.9 years) in Harborough is well above the respective national averages of 79.5 years and 83.1 years.
 - 11.5% of year 6 children in Harborough are obese, compared with a national average of 20.0%.
 - 56.1% of adults in the district are overweight or obese, compared with a national average of 61.3%.

Sport and physical activity

- 1.8 **'Active Lives':** In 2017, Sport England replaced the 'Active People' survey with the 'Active Lives' survey, which broadens the definition of engagement in sport and physical activity, with a greater focus on measuring inactivity. 'Sport and physical activity' is defined as 'bouts of at least 10-minutes of moderate or higher intensity sports activities, walking and cycling for leisure or travel, fitness activities and dance'.
- 1.9 **Physical activity:** The key data for adults (16+) for Harborough, with county, regional and national comparators from the 2017/18 survey is set out below:

- **Active:** The 'Active' population is defined as those doing at least 150 minutes of the above activities per week.
- **Fairly active:** The 'Fairly active' population is defined as those doing at between 30 and 149 minutes of the above activities per week.
- **Inactive:** The 'Inactive' population is defined as those doing at 30 minutes or less of the above activities per week.

Area	Active	Fairly active	Inactive
Harborough	63.4%	13.2%	22.7%
Leicestershire and Rutland	59.0%	13.9%	27.8%
East Midlands	59.0%	14.0%	27.0%
England	60.6%	13.8%	25.6%

1.10 **Physical inactivity:** More detailed analysis of the levels of physical inactivity for adults (16+) in Harborough, with county, regional and national comparators is set out below. The percentages relate to the respective proportions of the inactive population in each of the featured areas:

- **Not enough:** The 'Not enough' population is defined as those doing 1 - 29 minutes of sport and physical activity per week.
- **Light only:** The 'Light only' population is defined as those having done only light intensity activity in the past 28 days.
- **None at all:** The 'None at all' population is defined as those having done no activity in the past 28 days.

Area	Not enough	Light only	None at all
Harborough	5.1%	35.3%	59.6%
Leicestershire and Rutland	6.7%	32.1%	60.9%
East Midlands	6.6%	34.5%	58.8%
England	6.8%	36.7%	56.6%

1.11 **Volunteering:** The proportion of adults (16+) in Harborough, the county, the region and England as a whole who have volunteered in a sport and physical activity role in the past year is set out below.

Area	% Volunteering
Harborough	17.0%
Leicestershire and Rutland	14.3%
East Midlands	14.5%
England	13.9%

Survey of local sport and physical activity patterns

1.12 **Introduction:** In 2017, HDC undertook a detailed community consultation exercise on sport and physical activity needs and aspirations. The engagement process involved:

- An on-line residents survey
- A street survey
- A sports club forum
- Engagement with schools and under 18s
- A parish councils meeting
- Engagement with residents with learning and physical disabilities
- Engagement with current leisure centre users
- Drop-in sessions
- Luncheon Club and GP surgeries

A total of 2,321 people completed the survey and the key findings are detailed below.

1.13 **Activity levels:** Respondent were asked to identify, in a typical week, how much time they spent undertaking moderate physical activity. From the 2,321 people who answered this question, almost half, 46.32% spent 2hrs 30min or more undertaking physical activity, 38.82% undertook 31min to 2hrs 30mins, 10.34% respondents undertook up to 30mins of activities and 4.52% did not undertake any moderate physical activity. The types of activity reported were as follows:

Activity	At least once a week		At least once a month		Would like to do more		Total
Activities at home (e.g. gardening)	89.21%	1719	7.84%	151	4.36%	84	1927
Walking (moderate to high intensity)	83.22%	1527	10.41%	191	8.88%	163	1835
Jogging (on roads, in parks, or footpaths)	50.65%	429	19.72%	167	31.29%	265	847
Cycling	37.48%	389	22.35%	232	42.77%	444	1038
Swimming	32.88%	455	13.73%	190	56.72%	785	1384
Gym or exercise classes in a public facility	50.34%	593	6.37%	75	44.91%	529	1178
Gym or exercise classes in a private facility	47.97%	414	7.07%	61	46.70%	403	863
Indoor sport in a public facility	28.39%	251	8.71%	77	65.16%	576	884
Indoor sport in a private facility or school	37.36%	229	7.83%	48	56.12%	344	613
Classes in village and community halls	36.91%	306	6.63%	55	58.50%	485	829
Outdoor sport (e.g. football, cricket)	49.85%	322	10.84%	70	40.56%	262	646
Outdoor group classes (e.g. parkrun)	27.63%	176	15.70%	100	58.40%	372	637
Outdoor gym	12.55%	61	8.64%	42	79.42%	386	486

1.14 **Barriers to participation:** Respondents were asked what prevents them from being as active as they would like to be. Just over a third of respondents (33.9%) felt this was due to a lack of local facilities, such as availability of facilities within their village. The next highest contributing factors were time constraints (24.7%), health (9.8%) and work commitments (9.1%).

1.15 **Factors that would encourage participation:** 26.7% of respondents felt more local facilities would help them become more active. Some of the local services suggested included more provision in villages and access to a local swimming pool/leisure centre. 15.5% wanted a larger range of indoor facilities and 14.1% would like improved travel/access to facilities.

1.16 **Exported demand:** 28.5% of respondents use sports facilities outside Harborough district, with Corby and Enderby Leisure Centres being the most frequently cited. The most frequently stipulated reasons for this were the location of the facilities (42%), the cleanliness of the facilities (39%), the opening hours (34%), value for money (33%) and the availability of specialist facilities (30%).

1.17 **Use of Market Harborough Leisure Centre:** Respondents were asked about their use of Market Harborough Leisure Centre and the key responses were as follows:

- **Facilities used:** These were recorded as follows:

Facility	% Respondents
Classes and activities	32.31%
Gym	44.37%
General swimming	66.22%
Children's swimming lessons	19.17%
Children's activities and school holiday clubs	7.91%
Sports hall activities (e.g. badminton)	15.82%
Club activities (e.g. gymnastics)	9.65%

- **Frequency of use:** This was recorded as follows:

Frequency of use	% Respondents
4 or more times a week	17.31%
1 to 3 times a week	53.88%
1 to 3 times a month	14.21%
Less than once a month	14.60%

- **Mode of transport:** This was recorded as follows:

Mode of transport	% Respondents
Car	80.61%
Bike	5.87%
Walk	12.84%
Public transport	0.68%

- **Valued features of the Centre:** These were recorded as follows:

Feature	Very Important		Quite Important		Not Important		No Opinion	
	%	Count	%	Count	%	Count	%	Count
Swimming pool	80.51%	814	13.06%	132	3.17%	32	3.36%	34
Gym	60.77%	587	23.50%	227	10.66%	103	5.18%	50
Learner swimming pool	42.33%	389	22.42%	206	21.65%	199	14.04%	129
Beach/family swimming pool	42.72%	396	23.09%	214	23.09%	214	11.65%	108
Sports hall	45.24%	423	29.95%	280	12.94%	121	12.30%	115
Specialist equipment	37.95%	356	31.45%	295	19.51%	183	11.30%	106
Specialist rooms or facilities	18.96%	179	36.33%	343	29.45%	278	15.47%	146
Accessible facilities	48.24%	452	26.25%	246	13.55%	127	12.49%	117
Tennis/ netball courts	20.94%	191	33.22%	303	28.95%	264	17.00%	155
Indoor bowling	10.79%	101	15.38%	144	47.97%	449	26.07%	244
Website and booking systems	58.09%	567	30.84%	301	6.97%	68	4.51%	44
Changing facilities	75.40%	763	18.97%	192	3.75%	38	2.08%	21
Food and beverage facilities	27.21%	265	39.43%	384	28.44%	277	5.34%	52
Social facilities	27.61%	267	38.57%	373	26.47%	256	7.45%	72
Crèche	15.29%	137	20.42%	183	39.29%	352	25.45%	228
Car parking	72.53%	742	20.72%	212	4.40%	45	2.64%	27
Cleanliness, condition and maintenance of the facilities	92.28%	968	6.01%	63	0.86%	9	1.14%	12

- **Future desired provision:** This was recorded as follows:

Facility	% Respondents
Activities offered at other locations across the district e.g. local community halls	31.35%
Local sport and physical activities advertised in one place e.g. website or app	36.56%
Introduce a new sport or activity	22.68%
More available time or facilities for a particular activity	34.94%
More activities for young people	22.68%
More activities tailored to the 55+ age group	27.14%
Opening hours	27.26%

1.18 **Use of Lutterworth Leisure Centre:** Respondents were asked about their use of Market Harborough Leisure Centre and the key responses were as follows:

- **Facilities used:** These were recorded as follows:

Facility	% Respondents
Classes and activities	36.40%
Gym	44.14%
General swimming	62.52%
Children's swimming lessons	20.54%
Children's activities and school holiday clubs	6.13%
Sports hall activities (e.g. badminton)	16.58%
Club activities (e.g. gymnastics)	7.21%

- **Frequency of use:** This was recorded as follows:

Frequency of use	% Respondents
4 or more times a week	13.95%
1 to 3 times a week	50.81%
1 to 3 times a month	15.92%
Less than once a month	19.32%

- **Mode of transport:** This was recorded as follows:

Mode of transport	% Respondents
Car	85.84%
Bike	2.15%
Walk	9.50%
Public transport	2.51%

- **Valued features of the Centre:** These were recorded as follows:

Feature	Very Important		Quite Important		Not Important		No Opinion	
	%	Count	%	Count	%	Count	%	Count
Swimming pool	57.05%	591	12.07%	125	6.27%	65	24.81%	257
Gym	40.79%	412	18.51%	187	11.49%	116	29.60%	299
Sports hall	26.92%	263	23.34%	228	15.97%	156	34.19%	334
Specialist equipment	23.30%	229	22.89%	225	19.02%	187	35.61%	350
Specialist rooms or facilities	11.09%	108	23.82%	232	27.10%	264	38.40%	374
Accessible facilities	28.44%	281	20.95%	207	15.79%	156	35.12%	347
Tennis/ netball courts	12.06%	117	20.21%	196	28.14%	273	39.79%	386
Website and booking systems	34.86%	351	25.72%	259	10.33%	104	29.29%	295
Changing facilities	50.68%	518	17.32%	177	6.16%	63	26.32%	269
Food and beverage facilities	18.10%	183	27.30%	276	24.83%	251	30.17%	305
Social facilities	19.05%	189	28.63%	284	21.98%	218	30.54%	303
Crèche	10.59%	102	12.88%	124	33.54%	323	43.51%	419
Car parking	44.13%	455	22.70%	234	7.76%	80	25.70%	265
Cleanliness, condition and maintenance of the facilities	64.84%	673	7.61%	79	3.18%	33	24.47%	254

- **Future desired provision:** This was recorded as follows:

Facility	% Respondents
Activities offered at other locations across the district e.g. local community halls	42.86%
Local sport and physical activities advertised in one place e.g. website or app	25.99%
Introduce a new sport or activity	19.76%
More available time or facilities for a particular activity	29.94%
More activities for young people	21.73%
More activities tailored to the 55+ age group	25.53%
Opening hours	20.82%

The implications of the local context for facilities provision

1.19 The implications of the local context sports facilities provision in Harborough are:

- **Proximity to external provision:** The proximity of Leicester, Corby, Kettering and Rugby to the borders of Harborough means that the pull exerted on Harborough residents by external facilities is significant. The local community survey identified that 28% of respondents use sports facilities in neighbouring areas.
- **The significance of rural communities:** A significant part (25%) of the population resides in small rural settlements. Over 80 villages in the District have a population of fewer than 500 people. The local community survey identified the delivery of sport and physical activity in accessible locations such as village and community halls as the most frequently cited preference for future provision.
- **Age profile:** The district has a relatively elderly age profile and this trend is projected to continue. Making facilities provision and delivering related activity programmes that have appeal to older people will therefore be increasingly important.
- **Population growth:** The population of the district is projected to rise by 14.8% by 2036, which will have a significant bearing on levels of demand for facilities for sport and physical activity.
- **Deprivation:** Levels of deprivation are relatively low in Harborough and since affluence is strongly correlated with higher levels of participation in sport and physical activity, local demand levels are likely to be commensurately high.
- **Local health indices:** Harborough has a relatively healthy population, with life expectancy well above the respective national averages for men and women and levels of obesity being well below the national averages for both adults and young people.
- **Local participation rates:** As anticipated by the demographic factors examined above, the 'Active Lives' survey identifies that Harborough has a relatively active population, with participation rates well above the county, regional and national averages.
- **The role of the leisure centres:** The local community survey highlights the value placed on the leisure centres, with around two-thirds of respondents using the facilities at least once a week. The most strongly valued elements of both centres are the pools and fitness facilities.
- **The case for local scale facilities:** Notwithstanding the important role of the leisure centres, there is a strong lobby for more local scale facilities and activity

programmes, utilising village and community halls. A hierarchy of provision to address the full spectrum of needs should therefore be considered.

- ***The importance of car transport:*** More than 80% of leisure centre users access the facilities by car. In a geographically large district with limited public transport, it will be important to plan provision around driving time catchments.