

## We all want to improve the quality of life for our communities.

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

17%

of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country.

£7.4bn

is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.

£1,760 -  
£6,900

can be saved in healthcare costs per person by taking part in sport.

£20.3bn

was contributed to the English economy in 2010 through sport and sport-related activity.

29%

increase in numeracy levels can be achieved by underachieving young people who take part in sport.

£7.35

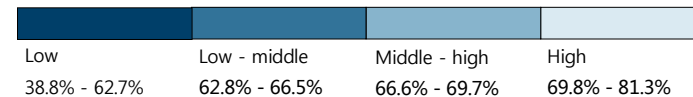
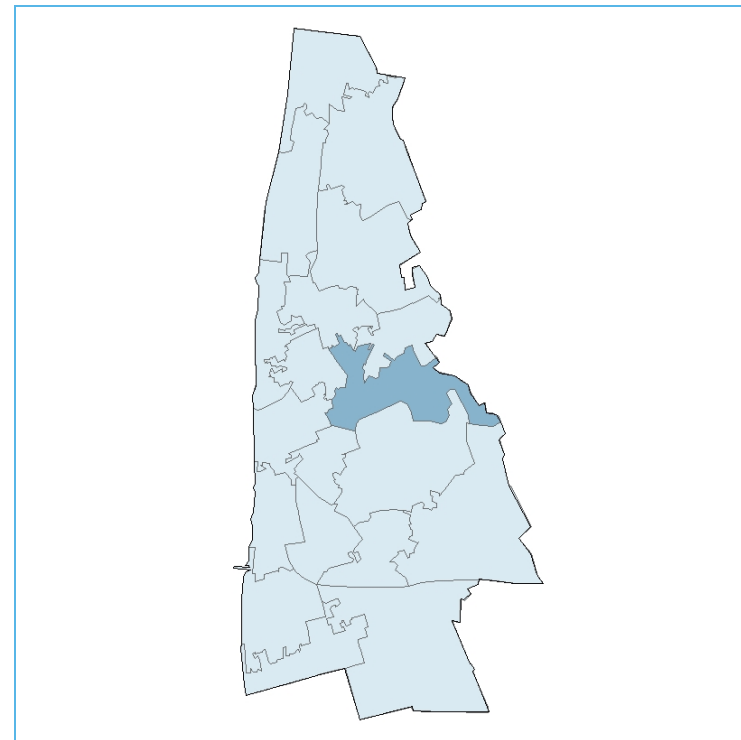
is the estimated return on investment for every £1 spent on sports for at-risk youth through, for example, reducing crime and anti social behaviour.

Source data can be found at <http://www.sportengland.org/our-work/local-work/partnering-local-government/local-sports-data>



## How healthy is your community?

### Excess weight in adults



Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

74.0 is the life expectancy of males, compared to the national average of 79.2.

80.0 is the life expectancy for females, compared to the national average of 83.

25.5% of the population have a long term health problem or disability.

114 deaths are estimated to be prevented per year if 75% of the population aged 40 – 79 were engaged in the recommended levels of physical activity.

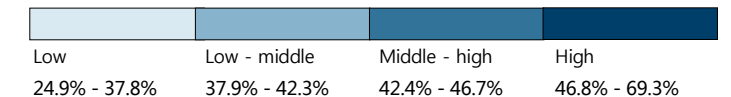
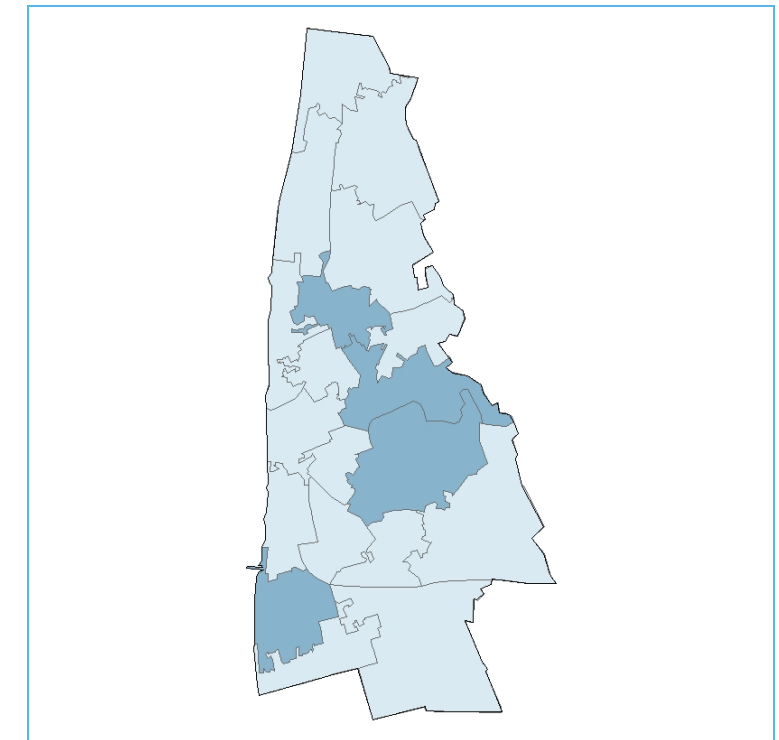
38.2% of adults (16+) are inactive in your community.

£3.5m is the estimated health costs of inactivity in your community.



## How active is your community?

### Adult participation in sport



Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

47.2% of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.

36.0% adults (14+) take part in sport at least once a week compared to the national average of 36.7%: that's 38.2% of men and 33.9% of women in your community.

19.2% adults (16+) take part in sport and active recreation three times a week compared to the national average of 26.0%: that's 25.5% of men and 14.2% of women in your community.

41.9% of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.

# Partnering Local Government in Blackpool



## How involved is your community?

9.3%

of adult residents are regular sports volunteers compared to the national average of 6.0%.

Your most popular sports for adults are:



Swimming Gym Football Fitness & Conditioning Cycling

31.4%

take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 33.6% nationally.

63.3%

are satisfied with sporting provision in the area compared to 60.3% nationally.



## What is the value of sport to your economy?

£46.4m

in Gross Value Added (wages and operating profits).

£29.8m

from people participating in sport.

£16.7m

from wider non-participation interests.

1,396

in jobs.

£11.5m

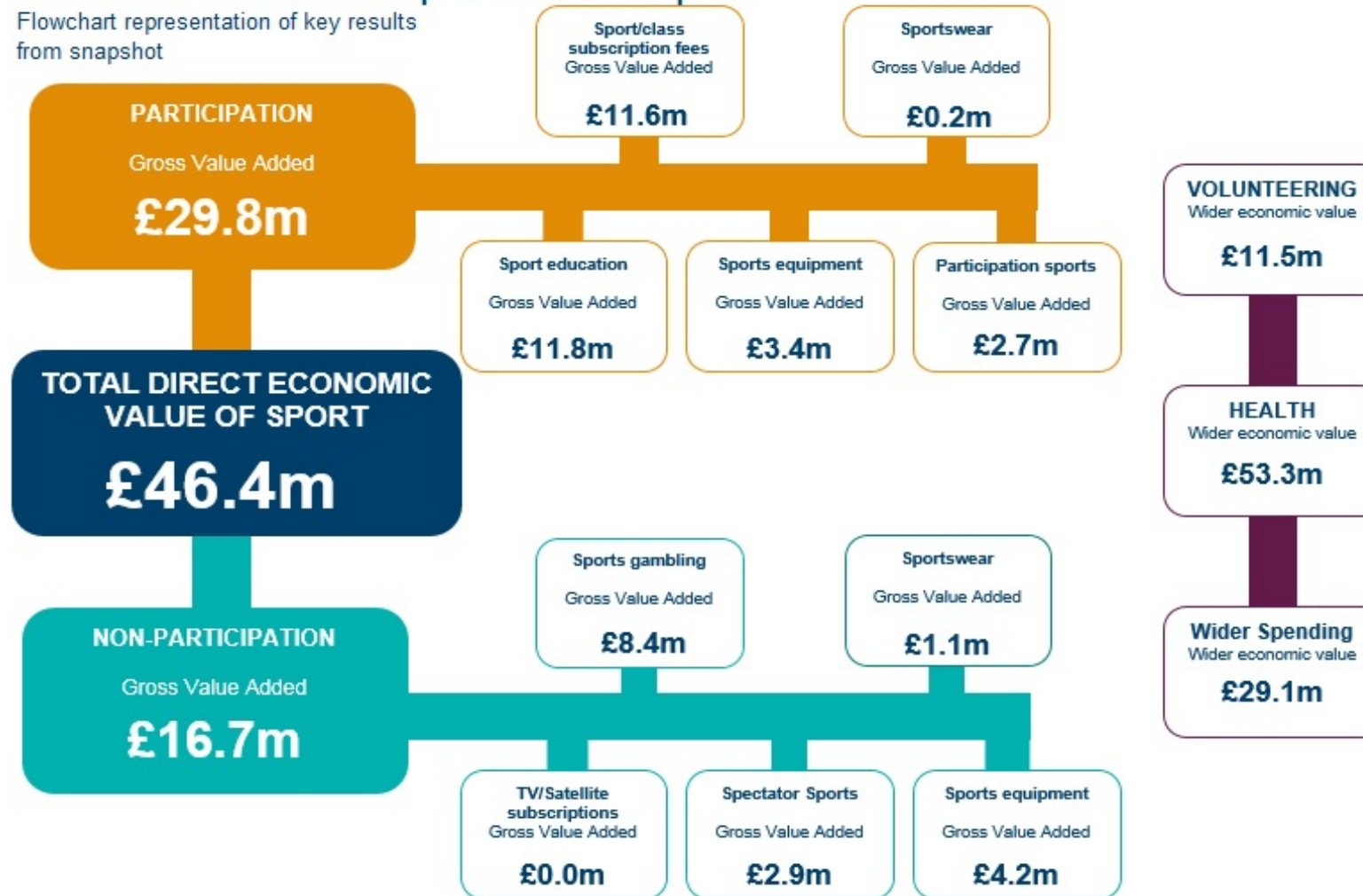
represents the value that volunteering brings to the local economy.

£53.3m

is the economic value of improved quality and length of life plus health care costs avoided.

## Economic Value of Sport for Blackpool

Flowchart representation of key results from snapshot



## Get in touch

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### Your CSP website:

[www.lancashiresport.org.uk](http://www.lancashiresport.org.uk)

### Sport England website:

<http://www.sportengland.org/partnering-local-government>



## Sport England's offer

Our team of local experts, tools, and investment are available to help you:

- Gain greater insight about people and sport in your area.
- Demonstrate what sport can do for your council's priorities.
- Maximise opportunities for sport to work with commissioners of health, social care, young peoples services, and community safety.
- Develop a strategic approach for sports facilities and opportunities based on need and evidence.
- Achieve efficiencies and improve the effectiveness of your service.
- Capitalise on opportunities to work with national governing bodies.
- Provide opportunities for your young people through Sportivate, School Games; and working with HE and FE sectors.

We also invest in county sport partnerships (CSP) to work across the local sporting landscape, supporting partners, including local authorities, to increase participation.