



DEPARTMENT OF ENVIRONMENT & LEISURE

OLYMPIC LEGACY BOARD QUESTION:

Data detailing which sports activities have seen any increase in participation as a result of the Olympics, in order to judge what sports are most popular.

March 2013

Background

In February 2011 the Olympic delivery board signed off a vision for capitalising on the London 2012 Olympic and Paralympic Games.

On completion of the Olympic Delivery Board work programme in September 2012 the Get Set Southwark 2012 evaluation report was published.

The Education, Children's Services and Leisure Scrutiny Sub-Committee met on Wednesday 12 September 2012 following the successful completion of the London 2012 Olympic and Paralympic Games and the Get Active Southwark Olympic Delivery Programme. The Sub-Committee members stated they would like further investigation into the impact of the London 2012 Games and the question stated in the title of this report was put forward for officers to investigate.

The committee requested a follow up Olympic and Paralympic legacy report with the data requested for March 2013

Considerations

Statistical information available in the public domain for increases in sports participation is available on a year-on-year comparison basis and this report will summarise those data sources available.

Information available on sports participation changes since or directly effected by the London 2012 Games has not been widely collected. This report does include however data from a report by LGA on sports participation increases based on perceived views of Local Government Sports Development Officers, however this is not necessarily quantitative and could therefore be unfounded.

The data presented in this report is collected through key industry partners both nationally or regionally or through data collected locally through specific partners whereby the information provided is proven both valid and legitimate.

The Olympics Games 2012 includes a wide range of traditionally popular sports; this is a core component of the Olympics Games that the challenges/disciplines it contests has a wide international base. There are popular sports in England, however, that are not contested at the Olympic Games because they are only popular in a handful of countries. Examples of these sports with relevance to Southwark are Cricket, Rugby, Squash, Golf and Netball (a full list is detailed in the appendix section). In the interests of being inclusive I will include available data for such excluded sports within this report.

The statistical, quantitative evidence presented in this report should be read and considered alongside the largely qualitative and subjective data collected through the Engaging Young People Olympic Delivery Group commissioned report produced by Jennie Platt in the Southwark Community Sport Development Team. Her research report investigates the impact of the London 2012 Olympics and Paralympics on community sport and physical activity for young people aged between 8 and 24 years in the London borough of Southwark.

National Statistics

The Sport England Active People Survey (APS)

The Sport England Active People Survey is the largest ever survey of sport and active recreation to be undertaken in Europe. Data is collected through market research of 500 people in every local authority area every 6 months and the data collection started in 2005.

The survey provides by far the largest sample size ever established for a sport and recreation survey and allows levels of detailed analysis previously unavailable. It identifies how participation varies from place to place and between different groups in the population.

Fieldwork for the sixth wave of the survey, Active People Survey 6 (2011/12) was completed on 14 October 2012 and results were published on Thursday 6 December 2012. Chart 1 below details the **1 x 30 min** weekly participation of the top 20 sports in England as indicated through the APS 6 (October 2011 – October 2012) survey.

It can be interpreted from this chart that the most popular sports in terms of general mass participation levels nationally are **swimming, football, athletics** and **cycling** respectively.

Chart 1

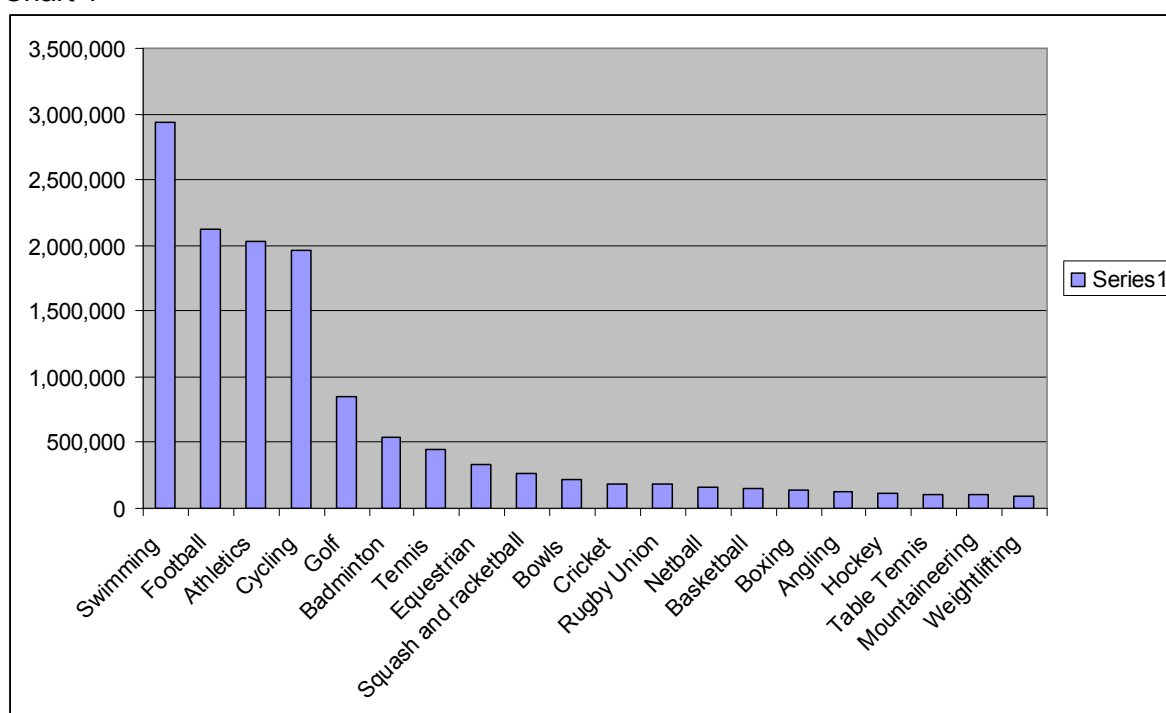
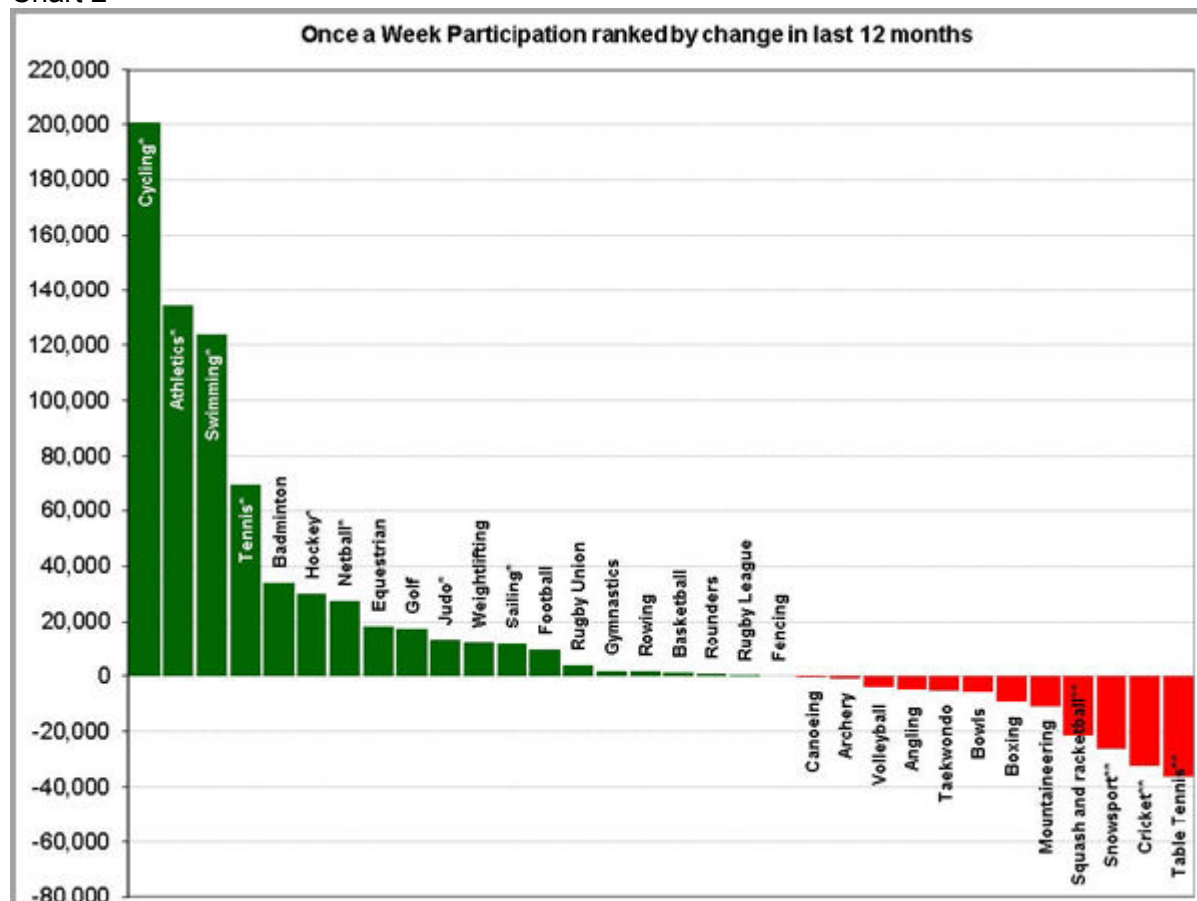


Chart 2 below details the **change in participation** between over the course of one year between APS6 (October 2011 – October 2012) and APS5 (October 2010 – October 2011).

Chart 2



From the evidence displayed in this chart it can be seen that **cycling, athletics and swimming** attracted the most new participants to their sport in this particular survey year:

- Participation in **cycling** increased by 200,800 to 1,962,000 participants
- Participation in **athletics** (including running) increased by 134,300 to 2,033,700 participants
- Participation in **swimming** increased by 123,800 to 2,933,100 participants

These sports above are extremely popular in general term of mass participation however consideration also must be applied to relatively less large sports as detailed below which created a proportionally considerate influx of new participants in one specific year, thus increasing their popularity:

- Participation in **tennis** increased by 18% (69,300) to 445,100 participants
- Participation in **hockey** increased by 37% (30,000) to 109,200 participants

- Participation in **netball** increased by 21% (27,600) to 159,300 participants
- Participation in **judo** increased by 113% (13,400) to 25,200 participants
- Participation in **sailing** increased by 23% (12,100) to 64,400 participants

Overall two thirds of the sports measured by the Active People Survey have shown a positive trend over the past year. This could arguably be attributed to the Olympic and Paralympic Games effect, but must also be considered alongside excellent complimentary delivery projects by National Governing Bodies of Sport, more awareness in society of leading a healthy lifestyle and national campaigns such as Change 4 Life.

Additionally non-Olympic sports such as **netball** and **hockey** have seen increases in participation, whereas cricket boards have additionally blamed their fall in participation on the recent wet summer.

The report written by Jennie Platt aims to explore the impact of the Olympic Games in participation attitudes and will explore these themes further.

Local Government Association

A survey by the Local Government Association (LGA) found three-quarters of councils have seen an increase in people accessing their sports facilities or activities, with one-third reporting a rise in **disabled** people getting involved. These latest figures are even higher than during the Olympics themselves, when a similar survey found 44 per cent of councils had an increase.

Key findings of the research, which compared participation levels during October to December 2012 with the same quarter in 2011, are:

- Facilities and activities related to Olympic sports which have seen the greatest increase were **cycling/BMX** (51%), **athletics** (50%), **beach volleyball** (50%), **handball** (50%), **swimming** (48%) and **gymnastics** (35%).
- Facilities and activities related to Paralympic sports which have seen the greatest increase were **equestrian** (33%), **goalball** (31%), **cycling** (25%), **boccia** (23%), **swimming** (20%) and **sitting volleyball** (20%).
- Non-Olympic/Paralympic sports or activities which have seen the greatest rise were **exercise classes** (62%), **gym/fitness suites** (55%), **squash/racketball** (25%) and **netball** (13%).

Regional (London)

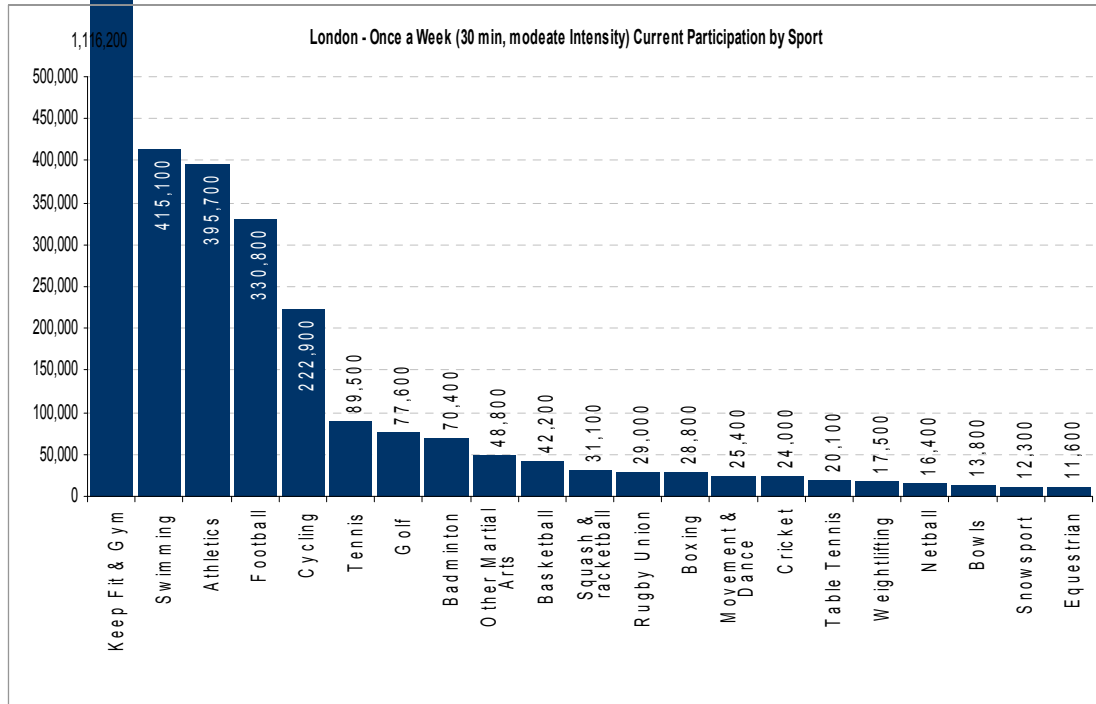
The Sport England Active People Survey (APS) for London

The results of the national APS6 when broken down regionally to represent Londoners, as shown in Chart 3, begins to show slightly different results. London's data collection included **Keep Fit & Gym** as an additional activity and as is apparent this is by far the largest participation exercise and conclusively supports the recent and future investment in the Southwark Leisure Centre stock.

Beyond this huge participation activity, **swimming** and **athletics** perform strongly with around 400,000 participants taking part at least once per week. **Football** also

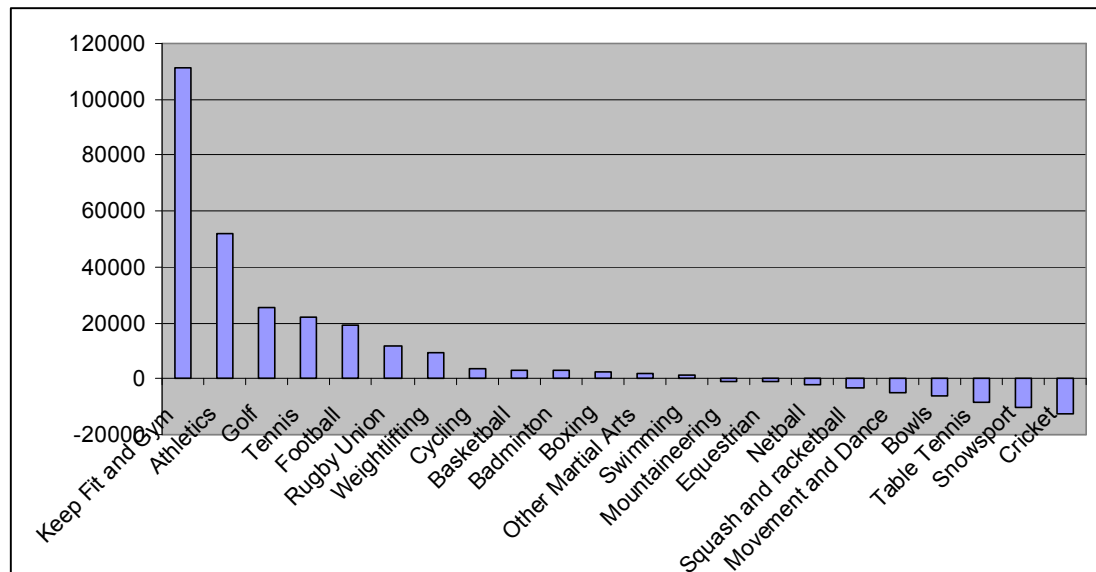
appears strongly within London possibly resulting from the burgeoning small-sided format (5-a-side etc) rolling out across London over the last 5 years. **Cycling** completes the big 5 once-a-week participation activities in London.

Chart 3



In Chart 4 below, it can be seen which sports have been successful within London in attracting new participants within the last year. **Golf** and **Tennis** are shown here as the third and fourth most successful activity in attracting a mass of new participants, it is important to remember golf is not a current Olympic sport. However both sports saw fantastic successes over the summer outside the London 2012 Olympics with British Champions at the top of the sport in both for the first time in generations with Rory McIlroy winning the PGA Championship (Golf) in August 2012 and Andy Murray winning his first grand slam at the US Open in September 2012 (Tennis).

Chart 4



When displaying the percentage participation changes in uptake in different sports in London over the course of 1 year the results tell a different story as can be seen in table 1 below. **Rugby Union** and **Weightlifting** are shown to be the most successful activities in increasing uptake as a percentage increase on the previous year.

Table 1

Sport	Participation change in 1 year %
Weightlifting	111
Rugby Union	67
Golf	49
Tennis	33
Athletics	15
Keep Fit and Gym	11
Boxing	9
Basketball	8
Football	6
Badminton	5
Other Martial Arts	4
Cycling	2
Swimming	0
Mountaineering	-8
Equestrian	-9
Squash and racketball	-9
Netball	-12
Movement and Dance	-16
Table Tennis	-29
Bowls	-32
Cricket	-35
Snowsport	-45

[Get Active London website](#)

www.GetActiveLondon.com is the **largest online activity finder** in London where you can find local clubs and activities by entering your postcode or a London Borough along with your chosen activity, the website includes over 10,000 activities, Over 270 different sport and physical activity types listed and has 5,000 visits on average every month.

The information provide in Table 2 below is collated by Paul Cudmore, Pro-Active London, Web Master.

Table 2 Top ten most popular searched activities:

Rank	Pre London 2012	Post London 2012
1	Volleyball	Volleyball
2	Football	Badminton
3	Swimming	Netball
4	Basketball	Archery
5	Aikido	Basketball
6	Badminton	Table Tennis
7	Athletics	Gymnastics
8	Archery	Tennis
9	Netball	Handball
10	Gymnastics	Football

Searches on www.getactivelondon.com relating to a specific Activity (disregarding generic leisure centres and other venues) between July 2012 and March 2013

Southwark - Leisure Centre usage figures 2011 & 2012

The data presented in Table 3 compares Southwark leisure centre visits in the 6 month post Olympic period (Sep '12 - Feb '13) with the same period the year before (Sep '11 - Feb '12). As can be seen Wet side and Dry side visits both shows a slight decrease. However it is important to off-set Dry side by the fact that the Elephant & Castle Leisure Centre (ECLC) was closed in June 2012 so the fact that dry side visits have not dipped noticeably is very encouraging as in it's last full year of operation ECLC accounted for 245,000 visits (all dry side).

Table 3

	Sep '11 - Feb '12	Sep '12 - Feb '13
Wet Side Visits	206,702	188,525
Dry Side Visits	429,428	420,371

Key Dates:

Closure of ECLC - June 5th 2012

CLC gym re-opened - Sep 2011

CLC Warwick and Jubilee Halls re-opened - Jan 7th 2013

DLC Refurbishment completed in June 2011

Conclusion.

By far the most popular physical activity based on once a week participation is:

Keep Fit / Gym

The three repeatedly shown sports that maintain high participation levels nationally and regionally, coupled with ability to increase participation easily and generate massive public interest are:

Athletics (Including Running)

Swimming

Cycling

Beyond that **Tennis** and **Football** are strong participation sports and **Netball** and **Golf**, both not 2012 Olympic sports, are considerable growth sports.

Deborah Collins
Strategic Director Environment & Leisure

Appendix

Olympic Sports:

Archery	Rowing
Badminton	Rugby 7s
Basketball	Sailing
Beach Volleyball	Shooting
Boxing	Soccer / Football
Canoe / Kayak	Swimming
Cycling	Synchronized Swimming
Diving	Table Tennis
Equestrian	Taekwondo
Fencing	Tennis
Field Hockey	Track And Field
Golf	Triathlon
Gymnastics	Volleyball
Handball	Water Polo
Judo	Weightlifting
Modern Pentathlon	Wrestling

Non-Olympic Sports

Acrobatics	Mountaineering and Climbing
Air sports	Netball
Auto racing	Orienteering
Bandy	Basque
Baseball	Polo
Cue sports e.g Billiards, Snooker	Powerboating
Boules	Racquetball
Bowling	Roller
Bridge	Rugby (sevens part of 2016)
Chess	Softball
Cricket	Sport climbing
Dance	Squash
Floorball	Sumo
Golf (part of the 2016 program)	Surfing
Karate	Tug of war
Korfball	Underwater sports
Lifesaving	Water skiing
Motorcycle	Wushu

LGA Sports participation research

Quantitative Data

Q1: Which of the following sports facilities or activities, if any, does your council

provide to local communities?

Olympic Sports	Percentage
Archery	35
Athletics	67
Badminton	88
Basketball	85
Beach volleyball	9
Boxing/Wrestling/Martial Arts	58
Canoeing	28
Cycling/BMX	57
Diving	28
Equestrian	7
Fencing	25
Football	89
Gymnastics	69
Handball	27
Hockey	59
Rowing	15
Sailing	20
Shooting	7
Swimming/Water polo	89
Table tennis	79
Tennis	77
Trampolining	76
Volleyball	53
Weightlifting	17
We provide no Olympic sports facilities or activities	1
Don't know	0

Paralympic Sports	Percentage
Archery	22
Athletics	46
Boccia	59
Cycling	31
Equestrian	4
Football	55
Goalball	16
Judo	11
Powerlifting	8
Rowing	10
Sailing	14
Shooting	2
Sitting Volleyball	13
Swimming	71

Table tennis	36
Wheelchair Basketball	39
Wheelchair Fencing	7
Wheelchair Rugby	7
Wheelchair Tennis	16
We provide no Paralympic sports facilities or activities	6
Don't know	3

Other Sports	Percentage
Bowls	78
Climbing/Abseiling	4
Cricket	71
Exercise classes (e.g. Aerobics, Zumba)	84
Golf	5
Gym/Fitness suite training	84
Netball	7
Rugby	56
Squash/Racketball	7
Other	15
We provide no other sports facilities or activities	2
Don't know	0

Note that respondents were able to select more than one option

Q2: Comparing the 3rd quarter of 2012/2013 (October to December) to the same period in the previous year have you noticed an increase or decrease in the number of users accessing your council's sports facilities or activities for a) all users and b) users with a disability?

Increase or decrease in number of users	All users	Users with a disability
A large increase in the number of users	19 %	5 %
A small increase in the number of users	53 %	28 %
Numbers of users have remained the same	11 %	40 %
A small decrease in the number of users	7 %	2 %
Large decrease in the number of users	1 %	0 %
Don't know	9 %	25 %
Base	90	88

Q3: For which of the following sports facilities or activities have you noticed an increase in the number of users for a) all users and b) users with a disability?

Olympic Sports	All users	Users with a disability	Base
Archery	22 %	7 %	27
Athletics	50 %	8 %	50
Badminton	30 %	3 %	64
Basketball	17 %	5 %	60
Beach volleyball	50 %	17 %	6
Boxing/Wrestling/Martial Arts	24 %	0 %	41
Canoeing	10 %	5 %	20
Cycling/BMX	51 %	8 %	39
Diving	30 %	0 %	20
Equestrian	20 %	40 %	5
Fencing	12 %	0 %	17
Football	21 %	6 %	63
Gymnastics	35 %	0 %	48
Handball	50 %	5 %	20
Hockey	18 %	3 %	40
Rowing	33 %	11 %	9
Sailing	17 %	0 %	12
Shooting	0 %	0 %	6
Swimming/Water polo	48 %	14 %	63
Table tennis	20 %	5 %	56
Tennis	14 %	4 %	56
Trampoline	20 %	7 %	56
Volleyball	18 %	2 %	44
Weightlifting	0 %	0 %	14

Paralympic Sports	All users	Users with a disability	Base
Archery	0 %	13 %	16
Athletics	15 %	15 %	34
Boccia	9 %	23 %	44
Cycling	8 %	25 %	24
Equestrian	0 %	33 %	3
Football	12 %	10 %	42
Goalball	23 %	31 %	13
Judo	0 %	0 %	7
Powerlifting	0 %	0 %	6
Rowing	0 %	14 %	7
Sailing	0 %	0 %	7
Shooting	0 %	0 %	1
Sitting Volleyball	10 %	20 %	10
Swimming	14 %	20 %	49
Table tennis	4 %	11 %	27
Wheelchair Basketball	11 %	18 %	28

Wheelchair Fencing	0 %	0 %	6
Wheelchair Rugby	0 %	17 %	6
Wheelchair Tennis	0 %	8 %	12

Other Sports	All users	Users with a disability	Base
Bowls	6 %	6 %	54
Climbing/Abseiling	0 %	0 %	4
Cricket	9 %	2 %	54
Exercise classes (e.g. Aerobics, Zumba)	62 %	7 %	60
Golf	0 %	0 %	6
Gym/Fitness suite training	55 %	7 %	60
Netball	13 %	0 %	8
Rugby	8 %	0 %	39
Squash/Racketball	25 %	0 %	8
Other	6 %	19 %	16

Note that respondents were able to select more than one option

Qualitative Data:

Sports participation survey – qualitative summary

Please provide any further details studies about:

a) the increase in the number of users that you have noticed for each activity

Most respondents were unable to quantify their increases but two reported increases of up to 15 per cent, a further two reported increases between 16 and 30 per cent and one reported an increase of almost 100% for some of its classes.

b) what actions, if any, your council has taken to respond to the increased number of users

Actions taken included:

- Increasing the number of coaches available
- Putting on additional sessions or increasing the capacity of existing sessions
- Investing in new facilities
- Supporting clubs
- Introducing waiting lists for oversubscribed activities
- Bidding for additional funding to cope with demand

Please provide further detail on any actions that your council is taking below to maintain council sport facilities with reduced funding

Actions to maintain council sports facilities included:

- Working in partnership with other councils, the private, other public sector organisations and the VCS to deliver services
- Shared services arrangements with other councils
- Joining up with other departments within their own local authority to deliver services
- Outsourcing leisure services
- Invest to save programmes
- Contract renegotiations with providers
- Reducing management costs and other running costs (e.g energy costs)
- Applying for external funding
- Drives to increase membership to generate greater income
- Asset transfer to local community groups and clubs
- Co-location of services within buildings to reduce costs
- Leasing facilities to increase income