

## How active is Rotherham?

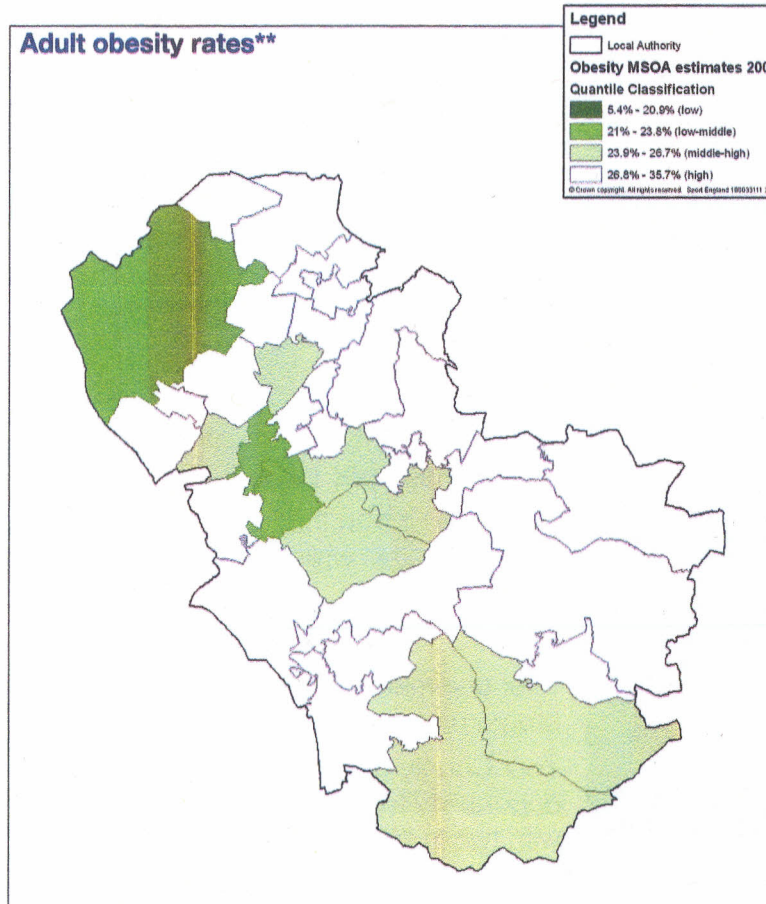
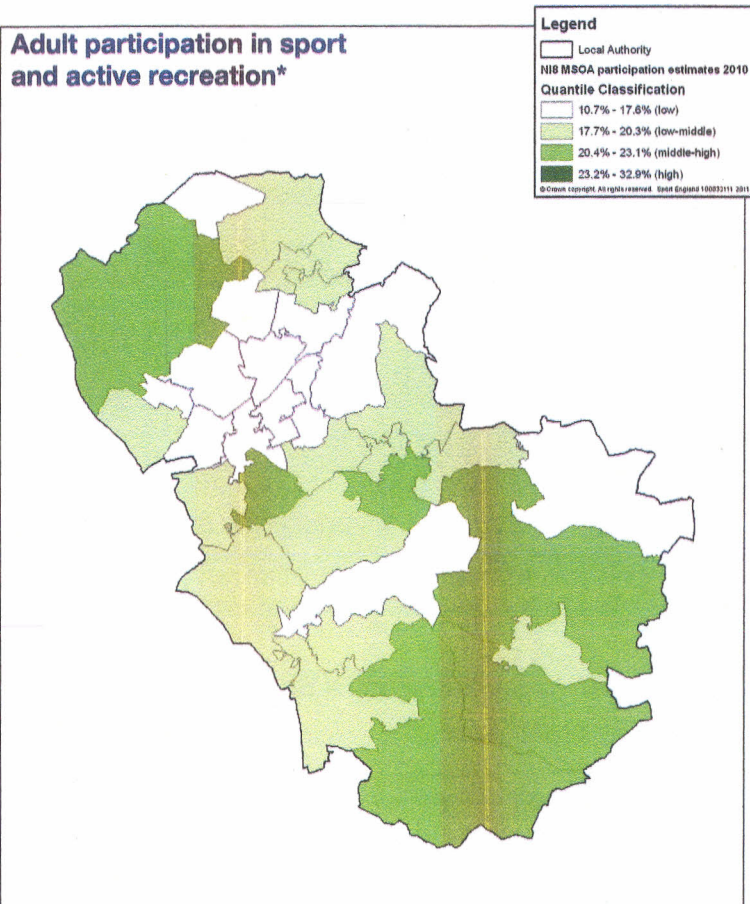
- 19.9% of adults in Rotherham take part in sport and active recreation compared to the national average of 22%<sup>1</sup>
- However, 53.6% of adults do no sport or active recreation at all<sup>2</sup>
- And, 52.5% of adult residents in Rotherham want to start playing sport or do a bit more.<sup>3</sup>

## What are Rotherham's sporting statistics?<sup>2</sup>

- 3.7% of your adult residents are regular sports volunteers, compared to the national average of 4.5%
- 21.1% are members of sports clubs, compared to 23.9% nationally
- 69.1% are satisfied with sporting provision in the area, compared to 69.0% nationally
- Your most popular sports for adults are Swimming, Gym, Cycling, Athletics and Football.

## What does inactivity cost?

- The health costs of inactivity in Rotherham is at least £4.4 million per year<sup>4</sup>
- Nationally the cost of responding to incidents of anti-social behaviour is £3.4 billion per year<sup>5</sup>



## The value of investing in sport

- Sport contributes economically to your community with 55 businesses trading in sporting goods or services in your area<sup>2</sup>
- The health gains of a 30-49 year-old who plays football are valued at £27,600 over their lifetime<sup>6</sup>
- Youngsters who are active have numeracy scores, on average, 8% higher than non-participants<sup>6</sup>
- Sport is the number one choice for volunteering: 52% of adults who volunteer do so in sport.<sup>7</sup>

**Sport England can help your council improve its sports offer, get more people taking part and save you money.**

**To find out how, turn over.**

\*Source: Sport England Active People Survey (APS)  
Dataset: APS3 and APS4 Model Based Estimates, 2008-2010

\*\*Source: The NHS Information Centre for health and social care (The NHS IC)  
Dataset: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005



## How can we help you?

Are you maximising what sport you can do for your council's resources?

Are you looking to deliver more of the same levels of sport while cutting budgets?

Do you know the sports your residents are interested in participating in?

Can we help you answer these questions? For more information please contact:

Head Local Relationships:  
0207 273 1664

Government Relationship  
0207 273 1633

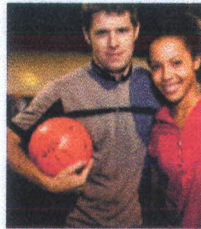
and website  
[sportengland.org/tools](http://sportengland.org/tools)

## Sport England's offer to local authorities

Our team of local experts; resources; tools; networks and investment are available to help you:

- Achieve efficiencies and improve the effectiveness of your service
- Evaluate and plan what sporting provision you need and where, to meet a wide variety of local needs
- Establish partnerships with local sporting organisations to make your investment go further
- Capitalise on opportunities to work with national governing bodies who are investing public money in communities
- Identify opportunities to bring the Olympics and Paralympics to life for your communities through our Places People Play mass participation legacy programme
- Provide opportunities for your young people to take part in the School Games and Sportivate.

## The benefits of working with us



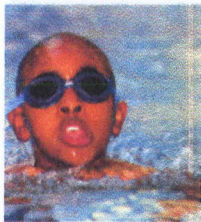
One authority saw a **return on investment of over 450%** by using our resources to target its sporting offer to a specific audience.

This approach brought in over 250 new pre-paid members to its leisure facilities generating over £40,000 from an initial investment of £7,000.



Another authority significantly increased the usage of all of its leisure centres to nearly **one million visits per year**.

We helped it plan the type of facilities local people really need, allowing it to reduce the overall number of sites while retaining the quality and quantity of sport on offer.



Over **one million young people** across the country took part in Sport England's Sport Unlimited programme – which offered youngsters a ten week sporting taster course.

Your County Sport Partnership, working with other local bodies, provided children with the opportunity to take part in a **sport of their choice**. Children in every local authority area took part with two in five now regularly taking part in sporting activity.