

Data Analysis

1. What the data is telling us

1.1 Health Profile

The [Pendle Health Profile](#), published by Public Health England, reveals that the health of people in the area is generally worse than the England average. Overall, Pendle has a much lower life expectancy than the national average and health outcomes are poor. A significantly higher proportion of the population suffer from [limiting or long term illnesses](#) (21%) compared to the national average of 17%. Insight data shows that particular areas of concern are:

1.2 Children & Young People

Childhood poverty is an increasing issue for Pendle. A recent study by Loughborough University places Pendle 9th out of the top 20 local authorities with highest levels of child poverty across the UK (after housing costs); with 44.7% (10,293) children in poverty in 2017/18. The 3 Wards with the highest levels of childhood poverty are Bradley, Whitefield and Walverden.

Pendle also experiences poor educational attainment. Pendle has the lowest attainment rate in Lancashire, with the lowest attainment rates experienced in Coates, Clover Hill, Brierfield, Earby and Waterside. Brierfield has the 2nd highest overall absence from school rate across Lancashire.

The prevalence of childhood obesity in Pendle is greater than the national average, with 22.2% of Year 6 children classified as obese. This is the second highest prevalence across Pennine Lancashire. Bradley has the highest year 6 childhood obesity rate with Brierfield, Walverden and Whitefield not far behind. Brierfield has a relatively low reception childhood obesity rate but the Year 6 obesity level is the 2nd highest.

1.3 Heart Disease

Pendle has high prevalence of heart disease, significantly higher than the national average (Standard Mortality Rate of 100). Walverden and Whitefield have rates more than double than that of the national average (287) with Southfield almost double at 195.5.

51 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. 35.2% of adults (16+) are inactive in Pendle, compared to the national average of 27.7%. ([Sport England](#))

1.4 Mental Health

49.2% of Pendle's ESA claimants (4000) were classified under the health condition of 'mental and behavioural disorders'. Although reflective of the national trend, Waterside far exceeds this with 55% of ESA claimants with mental health disorders.

The Practices with the highest depression recorded prevalence are: Reedyford Health Care Group (Nelson), Harambee Surgery (Trawden) and the Richmond Hill Practice (Colne)

2. What residents are telling us

2.1 Over the last 2 years, there have been a number of consultation exercises to determine barriers to becoming physically active in Pendle (Up & Active consultation, Pendle Sport & Leisure consultation 2018). The most frequently cited reason was lack of time, particularly for the 35-44

ages. Over a quarter of 44 + year olds cited their age/ physical health/ diet as an issue, which correlates with the higher number of people living with a long term condition. Cost is regarded more of a barrier for the 18- 34 age group.

2.2 Whilst satisfaction with existing leisure provision remains high (70%), there is support for better utilisation of our assets such as greenspace, parks and community centres to increase opportunities for physical activity in our neighbourhoods, particularly for children and young people.

3. Local priorities for Sport and Leisure

3.1 Achieving health and wellbeing outcomes

We will focus our resources on areas that will increase the health and wellbeing of our residents. Therefore those areas of activities that are most popular and have greatest impact on health will be prioritised.

We will do this by:

- Ensuring sport and leisure is embedded in the wider prevention agenda
- Ensuring Pendle's offer meets the needs of current and future population. The criteria for decisions on future sport and leisure provision will be based on the impact these services have on physical and mental health and wellbeing.
- Enabling and encouraging those who are currently inactive to participate in physical activity, building up their levels of participation.
- Addressing barriers to participation and improving access to all facilities and services, advice and information
- Ensuring facilities and services remain diverse and delivered by a range of providers across the public, private and voluntary sector.
- Encouraging a collaborative approach to service delivery across Pendle's key leisure providers
- Promoting the diverse range of sport and physical activity opportunities across Pendle.

3.2 Engagement to Increase Activity Levels

We will ensure that the facilities and services we operate and the wider leisure offer encourages people to use them, particularly among those who are inactive.

We will do this by:

- Ensuring the Pendle Leisure Trust facilities operate to target increasing activity in key groups, such as adults and children who are inactive, overweight and those with poor mental health.
- Supporting physical activity initiatives as a pathway to employment and to improve mental health and resilience

- Engaging with schools to maximise their physical activity offer to children and young people and the wider community
- Promoting sport and leisure as a diversionary activity for young people at risk of crime and anti-social behaviour
- Promoting active workplaces
- Developing and promoting more family focussed opportunities for physical activity
- Using our parks and green spaces for more sport and leisure opportunities
- Ensuring Pendle's infrastructure encourages healthy lifestyle choices such as cycling and walking

3.3 Working with Local Clubs, Groups and the Third Sector

We recognise the very significant contribution our local clubs and community groups make to Pendle's sport and leisure offer. Local clubs and groups can often engage with our residents in ways that public services cannot. We will work with our sport clubs and groups to encourage people to take up or continue physical activity opportunities.

We will do this by:

- Working with local groups, clubs and volunteers to see if more facilities and services can be provided by the voluntary sector
- Ensuring Pendle's network of high quality, sustainable and accessible sport clubs continues to grow and thrive
- Promoting our sport clubs through our leisure facilities and via NHS Primary Care
- Encouraging the uptake of accreditations amongst Pendle's sport clubs
- Celebrating the achievements of Pendle's sport clubs and their volunteers