



Delivering an Active Jersey *The Next Government Term*

Vision

Jersey will be a healthier, more productive, and fairer society by being one of the most physically active populations in the world.

Mission

Jersey will increase physical activity by 10%, by 2030.



This 'Inspiring an Active Jersey Strategy' lays the strategic foundations to deliver a 10% more active island by 2030. The Government must prioritise investment in supporting the structure and delivery of sport and physical activity across all areas of the sector whilst also ensuring that physical activity is a key component in the delivery of the reform of health and social care and education.

During the next term of Government, Jersey Sport advocates seven key priorities to be taken forward. These are focused on increasing the number of adults, children and young people participating in sport and other activities in order to support good physical and mental health.

Only 52% of adults¹ and 18% of children and young people² meet the World Health Organisation's weekly physical activity recommendations. These already poor levels of inactivity are magnified further in low socio-economic groups, females, those with a disability or life-limiting condition, and in the Portuguese/Madeiran and other European communities. While benefiting all islanders, the seven priorities address the inequality gaps that exist and seek to reduce barriers that make it hard for people to play sport and be active.

The benefits of physical activity are plentiful at both the societal and individual levels. Investing and prioritising the delivery of an active island is a strong enabler, supporting Government of Jersey in delivering the Common Strategic Policy. Having endured two sustained periods of lockdown where time out of the house for physical activity was one of the only perceived freedoms, islanders have a fresh 'lived' experience and respect for the benefits of being active and playing sport.

Now is the time for the Government of Jersey to prioritise health improvement and adopt a preventative approach to support the Island's growing and ageing population. Of equal importance is a commitment to addressing inequality of access to sport and physical activity. Sport and physical activity is a key solution to delivering an active, socially cohesive, and equitable island where islanders are valued equally.



Priorities - The Next Government Term

1. SUPPORT IN SPORT - SPORTS DEVELOPMENT

- Increase Sports Development funding to support and grow sport, making participation in sport more accessible to all islanders.
- Establish a performance sport programme for Jersey to support our talented performers to compete on the national and international stage.



2. SUPPORT IN SPORT - VOLUNTEER WORKFORCE

Provide increased training, development and governance support for the volunteer workforce, who run our sports and community physical activity clubs.



3. INSPIRING ACTIVE PLACES

Commit to capital funding to deliver new sport and wellbeing facilities at Le Rocquier opening 2025, FB Fields opening 2026 and St Helier Skatepark opening 2024.



4. ACTIVE TRAVEL AND OPEN SPACES

- Invest in active travel initiatives that support islanders to actively travel for work and leisure.
- Improve open spaces to promote their use as free active places for families and individuals.



5. MOVE MORE INCREASING PARTICIPATION

Prioritise and focus additional funding on programmes that increase physical activity by targeting those who are least active.



6. MOVE MORE HEALTH IMPROVEMENT

- Increase the range and capacity of intervention programmes that support islanders with, or at risk of, life limiting conditions to become more active.
- Increase investment in preventative health physical activity programmes to ensure islanders have opportunity to create positive lifestyle behaviours thus reducing the need and burden on health and social care.



7. MOVE MORE SCHOOLS AND CHILDREN

- Increase funding in primary schools to support more sport and physical activity during and straight after school and improved training and support for teachers delivering the PE curriculum.
- Develop an **Activeteen Fund** that can support sports clubs, fitness organisations, schools and Jersey Sport to provide sport and physical activity opportunities for secondary school age children both in and out of school.



Sport and Physical Activity Participation



48% of adults and 82% children are not active enough to support good mental and physical health



Children who rate themselves as financially 'not well off' are 30% less likely to play sport than children who self-rate as 'well off'



9% less women meet activity guidelines than men
6% fewer girls meet activity guidelines than boys
7% less women play sport than men
8% less girls play sport than boys



Children who perceive themselves as 'not well off' are 17% less likely to visit open spaces regularly

Islanders are significantly less likely to play sport or be active if they are:

OVER 65 YEARS OLD
HAVE LOW INCOME **DISABLED**
MINORITY HAVE A LIFE
ETHNIC GROUPS LIMITING ILLNESS



Adults living in Social Housing are more than 50% less likely to play sport and 19% less likely to be active than those who own their own home



35% drop in children playing sport in year 12 compared to year 8



Sport and Physical Activity – Prevent Not Cure

Sport and Physical Activity delivers
10% enhancement in social capital



£1 investment in Sport and Physical
Activity generates a **£4** return



Active Islanders enjoy better health outcomes:

42% reduction in type 2 diabetes
30% reduction in clinical depression
35% reduction in coronary heart disease
30% reduction in dementia
28% improvement in general health



Active Islanders have better
mental health and are:

LESS ANXIOUS
HAPPIER
MORE SATISFIED FEEL MORE
WORTHWHILE



9% of adults volunteer regularly
in Sport and Physical Activity.
Volunteering has annual value
to individuals of **£2,663**



Playing Sport and being active is
calculated as having an annual
worth to individuals of **£1,274**



Supporting Information



Physical Activity Rates In Jersey

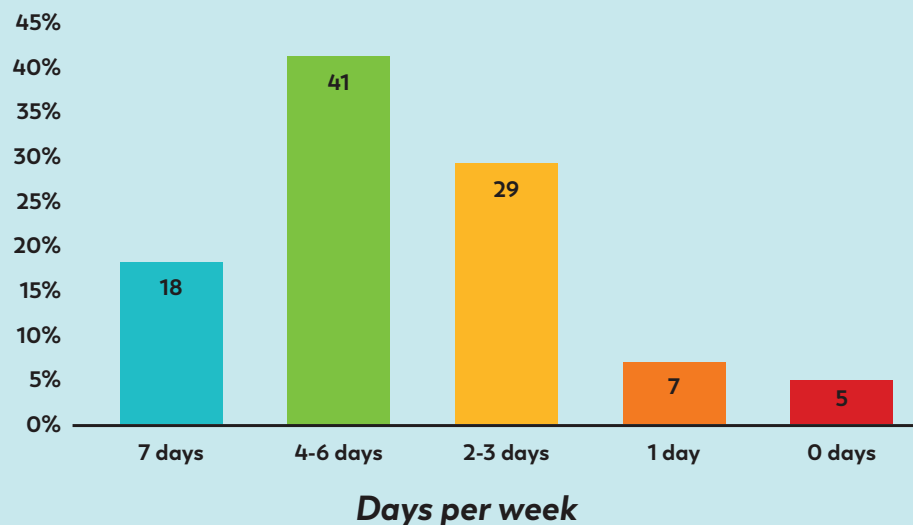


Figure 1: Percentage of children and young people doing 1 hour of physical activity per day, each day, over the last 7 days in Jersey, 2021.¹

At least
60 minutes
per day



Children and adolescents should do at least an average of 60 minutes per day of moderate to vigorous-intensity physical activity (mostly aerobic) across the week.

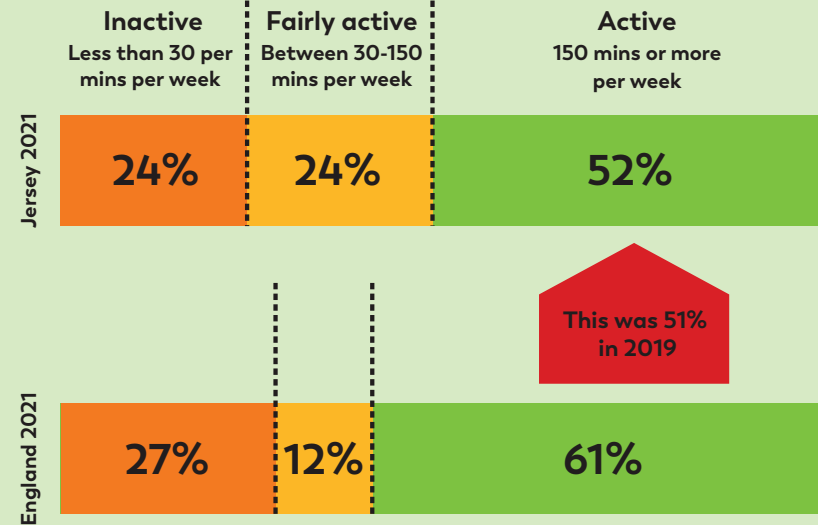


Figure 2: Physical activity levels of adults in Jersey and England, 2021.¹

At least **75 - 300 minutes** per week
(depending on intensity)



Adults should do at least 150–300 minutes of moderate-intensity aerobic physical activity; or at least 75–150 minutes of vigorous intensity aerobic physical activity; or an equivalent combination of moderate-and vigorous-intensity activity throughout the week, for substantial health benefits.

Inequality in Sport and Physical Activity

Adults

Physical activity levels differ across key demographic groups, highlighting several health and wellbeing inequalities. Participation is lower for females, older adults, people of European ethnicities such as Portuguese, Madeiran, Polish, Romanian, and for people with disabilities and long-term health conditions.¹

Figures 3 to 6: Percentage of adults who are active (150 minutes or more per week of physical activity), broken down by key demographic groups.¹

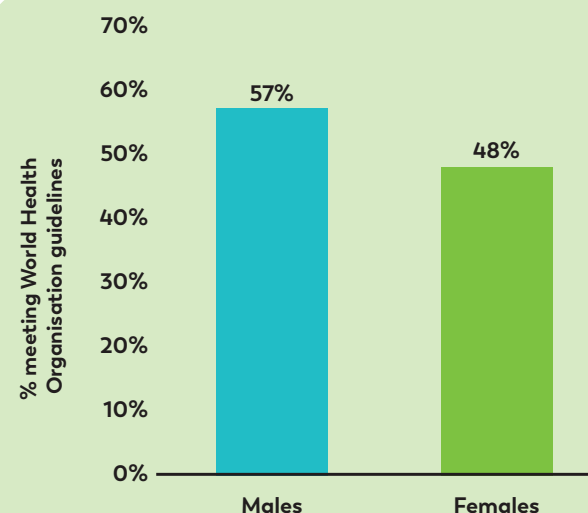


Figure 3: Gender

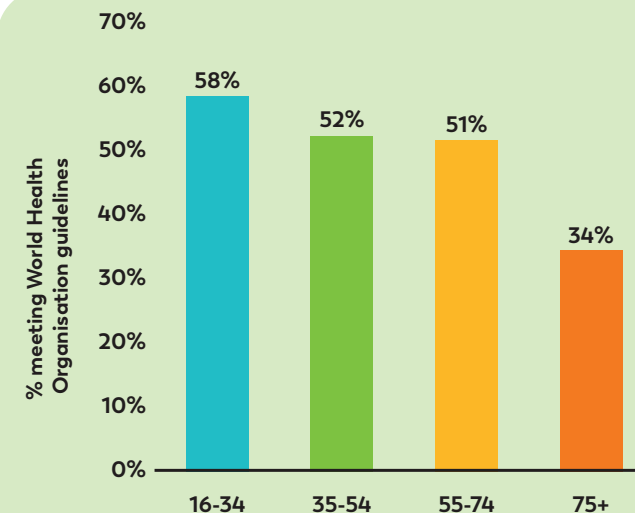


Figure 4: Age group

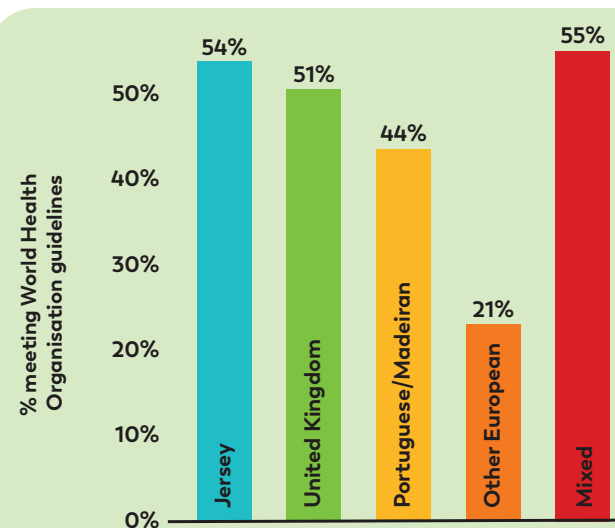


Figure 5: Ethnicity

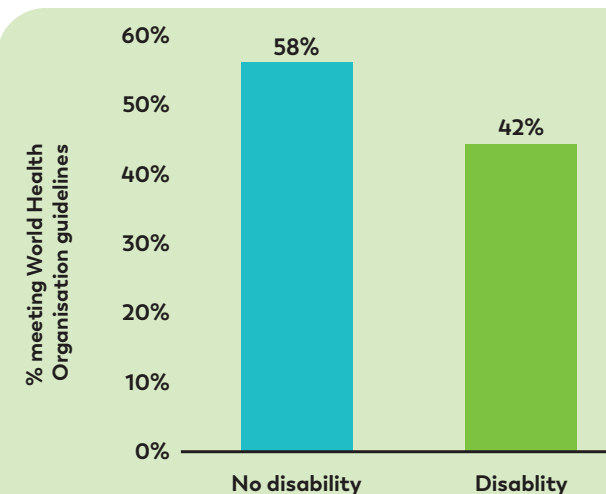


Figure 6: Disability and long-term health conditions

Inequality in Sport and Physical Activity

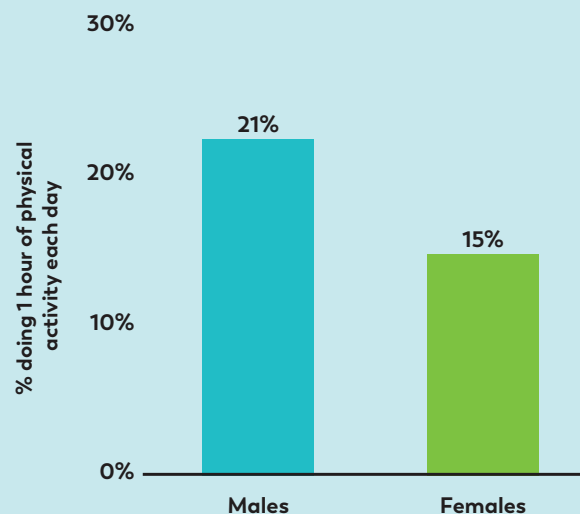


Figure 7: Gender

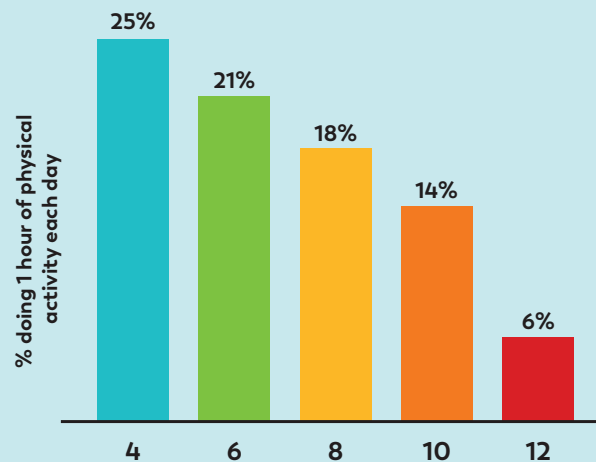


Figure 8: Year group

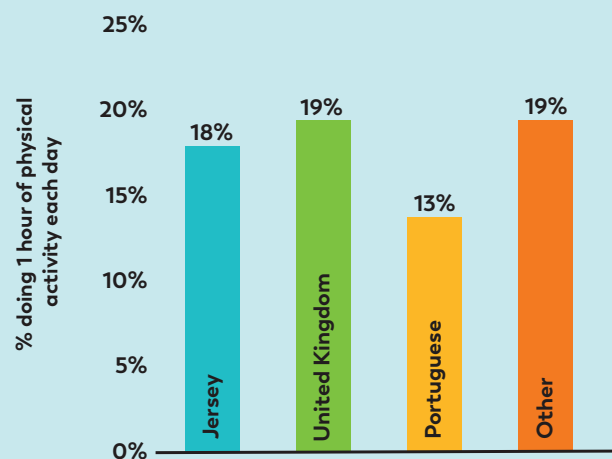


Figure 9: Ethnicity

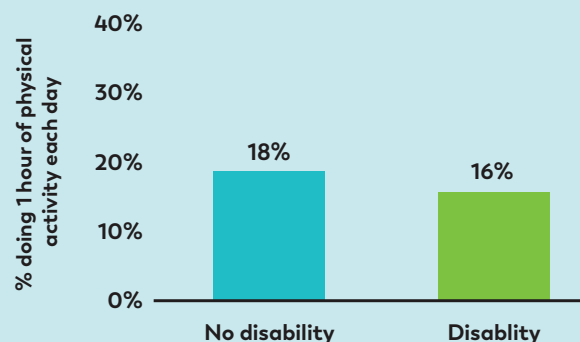


Figure 10: Disability and long-term health conditions

Young people

As with adults, the physical activity rates of young people are significantly impacted by demographic factors. Of most concern is the significant drop rate as children transition to secondary school. Supporting teenagers to be active must be a priority in the next term of Government.²

Figures 7 to 10: Percentage of children and young people who are active (1 hour each day), broken down by key demographic groups.²

Socio-economic Inequality

Activity levels are also affected by socio-economic status. Adults in Jersey are significantly more likely to be active if they live in owner-occupier or private rental properties, compared to social housing or non-qualified accommodation. Also, the percentage of active adults is lower for those who are unemployed, retired or working part-time.

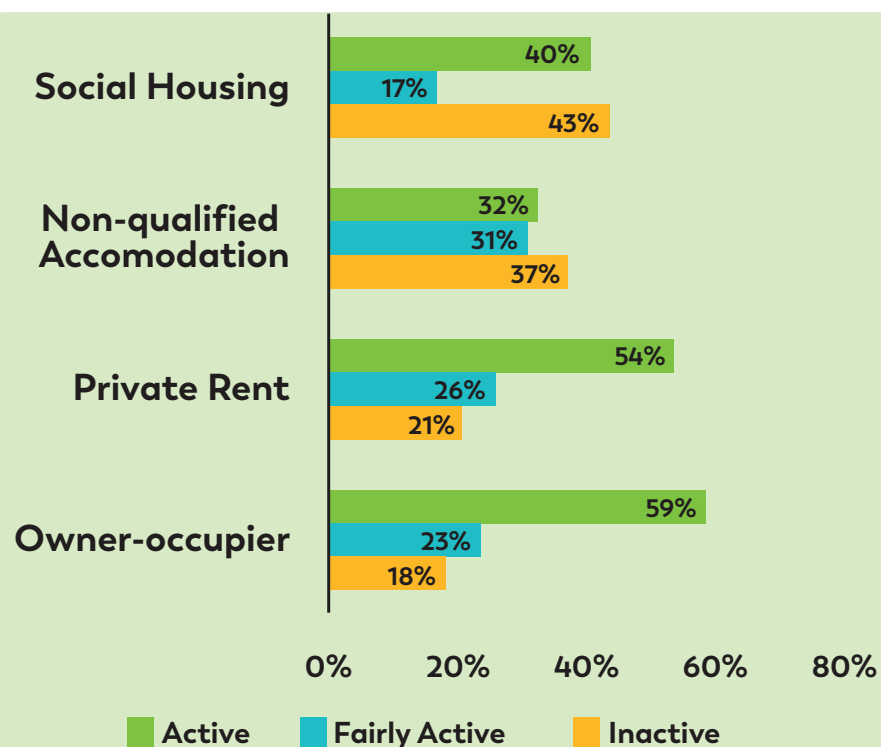


Figure 11: Adult activity levels broken down by indicators of socio-economic status.¹

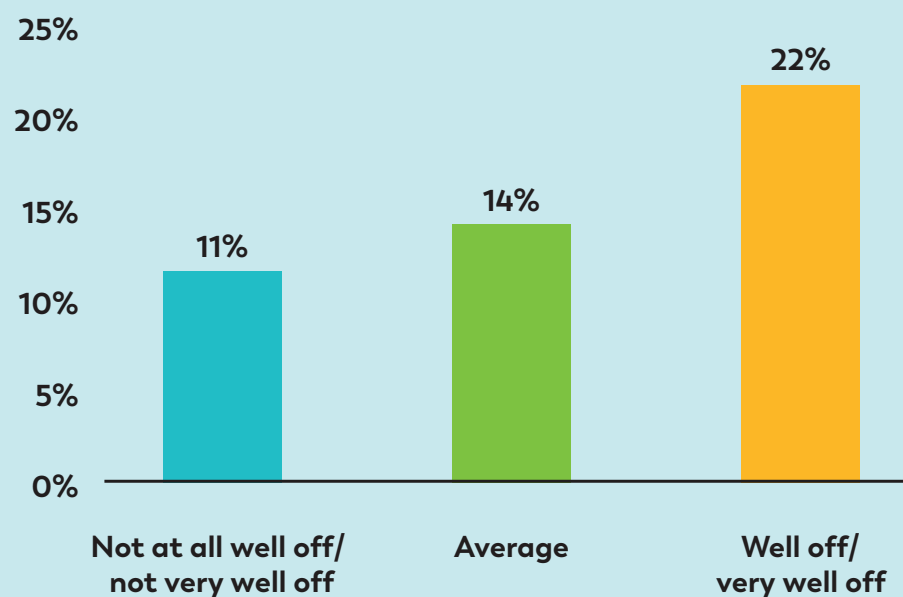


Figure 12: Percentage of children and young people who are active for 1 hour each day, broken down by a self-rating of socio-economic status.²

Organised Sport

Adults

In 2021, around a fifth (18%) of adults reported playing organised sports or doing physical activities with an affiliated sports club or organisation, at least once in the last 28 days.

A higher proportion of males (22%) participated than females (15%).

Similarly, adults were more than twice as likely to participate in organised sport if they lived in owner-occupier accommodation than social housing.¹

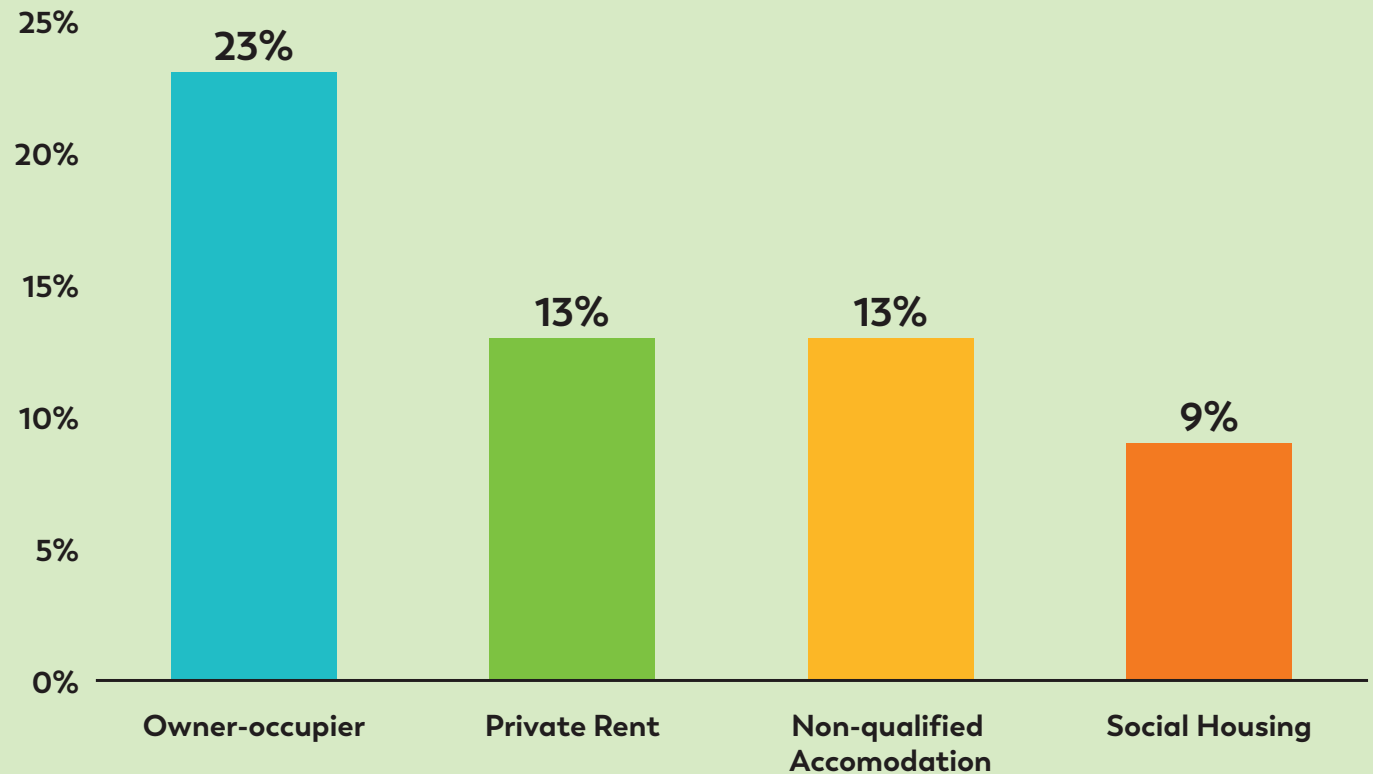


Figure 13: Percentage of adults who have participated in an organised sport or activity (with an affiliated sports club or organisation) at least once in the last 28 days, by tenure, 2021.¹

Organised Sport

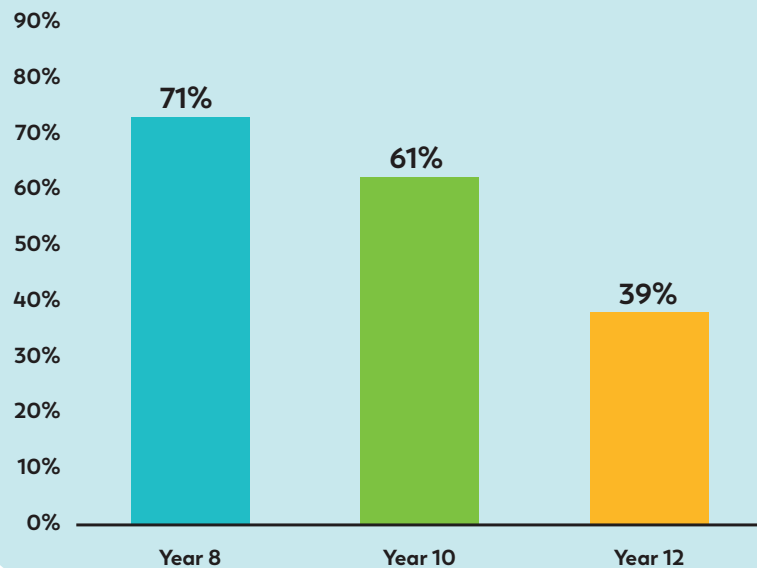


Figure 14: Percentage of young people who have participated in an organised sport or activity at least once in the last 4 weeks, by age group, 2021.²

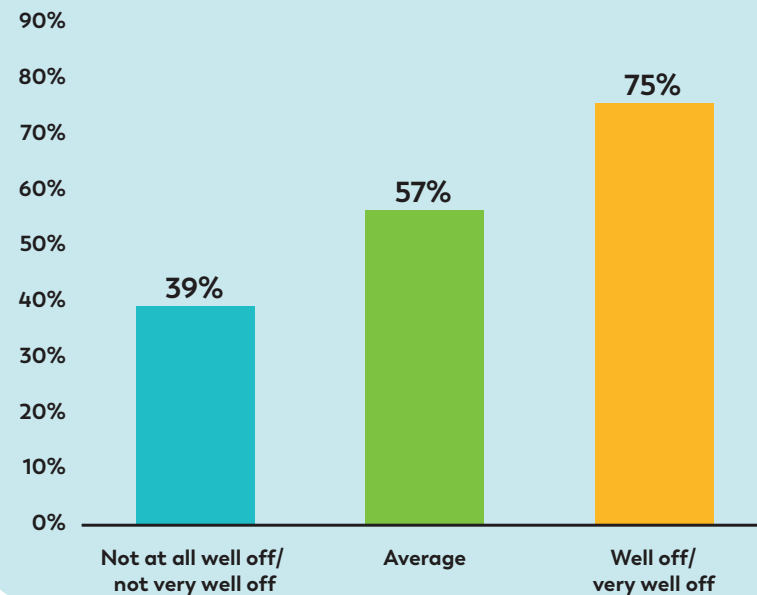


Figure 15: Percentage of young people who have participated in an organised sport or activity at least once in the last 4 weeks, by self-rated socio-economic status, 2021.²

Young people

For children and young people, participation in organised sport also differs by gender, age group and socio-economic status. Almost two-thirds (65%) of males have visited a sports club or participated in an organised sports session outside of school at least once in the last 4 weeks, compared just over half (55%) of females.

Figures 14 and 15 demonstrate a clear divide, with a staggering 36% participation drop by children who do not consider themselves well off and a 18% drop by children who feel their household income is average.²

Open Spaces

73% of children and young people visit a park, beach or other open space to be active at least once a week.

Two-thirds of children and young people (68%) living in urban parishes use open spaces to be active regularly compared to three-quarters (75%) of those living in suburban or rural parishes. It is vitally important that islanders have access to free open green space to be active outdoors.

Regular use of parks, beaches and other open spaces to be active is also found to differ by socio-economic status.²

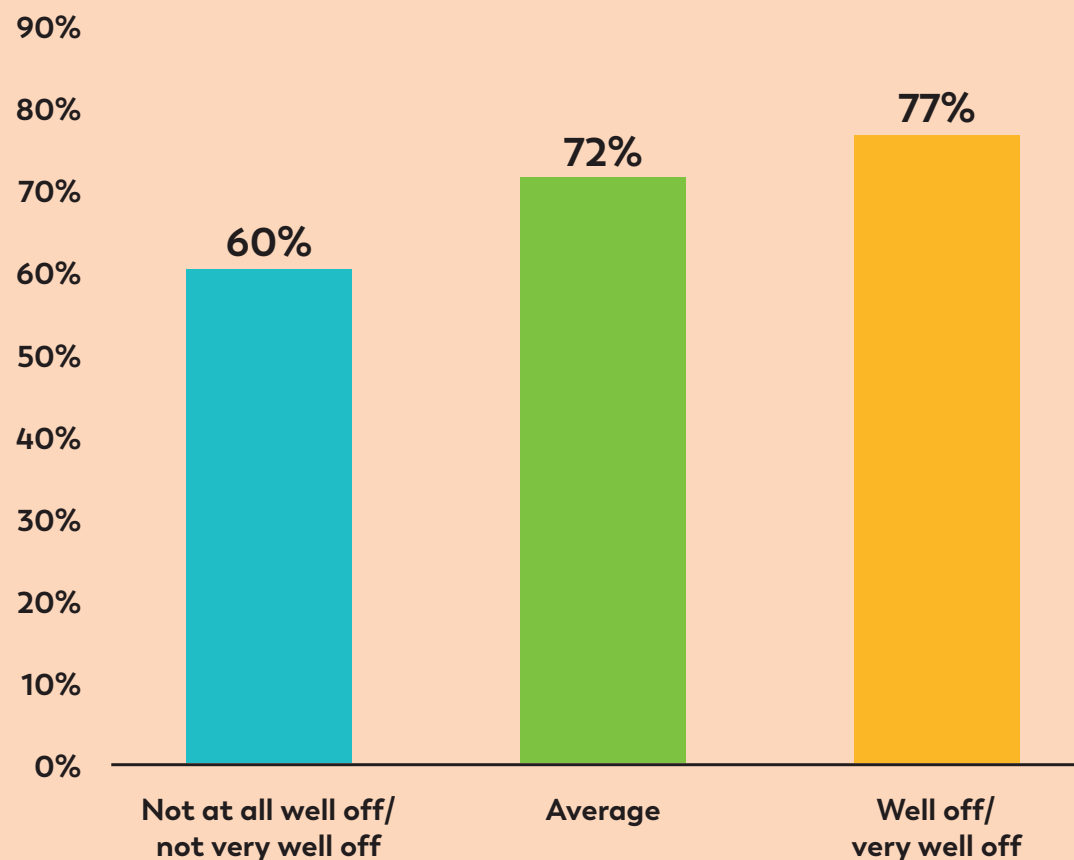


Figure 16: Percentage of children and young people who visit a park, beach or other open space to be active at least once a week, broken down by self-rated socio-economic status, 2021.²



Adult Barriers to Exercise

SOMEONE TO EXERCISE WITH
MORE INFORMATION

MORE VARIETY BETTER FACILITIES

MORE FREE TIME

GOOD ACTIVE TRAVEL NETWORK

MORE DISPOSABLE INCOME

ENCOURAGEMENT CONFIDENCE

Figure 18: What would encourage adults to do more sport and physical activity?

Two-thirds (67%) of adults say they would like to do more sport and physical activity than they do currently. Adults would be encouraged to do more sport and physical activity if they had more free time, more disposable income and someone to exercise with.¹

Child Barriers to Exercise

Similarly, two-thirds (67%) of young people (secondary school age) would like to exercise more. The most commonly cited form of encouragement for young people is 'someone to exercise with'.²

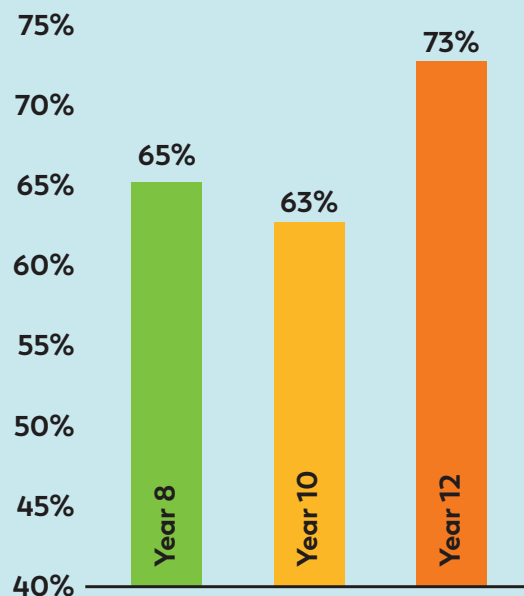


Figure 18: Percentage of young people (in year groups 8, 10 and 12) who would like to do more exercise than they do currently.²

ENCOURAGEMENT BETTER VARIETY
MORE INFORMATION **MORE FREE TIME**
SOMEONE TO EXERCISE WITH
MORE DISPOSIBLE INCOME
GOOD NETWORK BETTER FACILITIES
OF ROUTES **CONFIDENCE**

Figure 19: What would encourage young people to do more exercise?

It is an encouraging sign that children wish to be more active, however, they cite more free time as one of the main reasons they cannot be more active, yet 2/5 of year 10 and 12s spend more than 5 hours per day using screens. More needs to be done to help children convert one of those hours per day into sport and physical activity. In 2021, nearly half (46%) of pupils with low self-esteem had spent more than 5 hours in screen-based activity during the previous day.²



The Value of Sport and Physical Activity to Jersey



The Government of Jersey is currently working to understand the full contribution that community sport and physical activity makes to our lives in Jersey.

However, similar research has been conducted for England which quantifies the social and economic value of sport and physical activity to individuals and society.

In England, it has been estimated that for every £1 spent on community sport and physical activity, you can expect a return of almost £4 in terms of health and wellbeing, stronger communities, and the economy.^{3/4}

Figure 20: Contribution to overall value of sport and physical activity in England, 2017.³

Health

**Participating in physical activity
for 150+ mins per week³**

***Reduces the risk of having
type 2 diabetes by***

40%

***Reduces the risk of
coronary heart disease
and stroke in adults by***

35%

***Reduces the risk of
developing dementia by***

30%

***Reduces the risk of
clinical depression by***

30%

***Increases the likelihood
of reporting good
general health by***

28%



Health Benefits

It is estimated that in England, 11% of the overall value of sport and physical activity is generated through improvements to physical and mental health.

Being physically active helps to prevent a number of serious health conditions, resulting in substantial benefits for the health care system and for individuals. Being physically active also improves general health, resulting in fewer visits to the G.P. and fewer sick days from work.³

Wellbeing

Mental Wellbeing

Around half (49%) of the overall social and economic value of sport and physical activity in England is generated through improved mental wellbeing. Evidence shows that there are substantial wellbeing benefits for both individuals who participate in sport and physical activity and volunteers who give up their time. In England, it has been estimated that sport and physical activity is worth £1,274 to individuals who participate.³

In Jersey, it has been shown that people who are physically active are more likely to be happy and exhibit high levels of life satisfaction and self-esteem. Not only that, Islanders who exercise regularly, are more likely to experience low levels of anxiety.¹

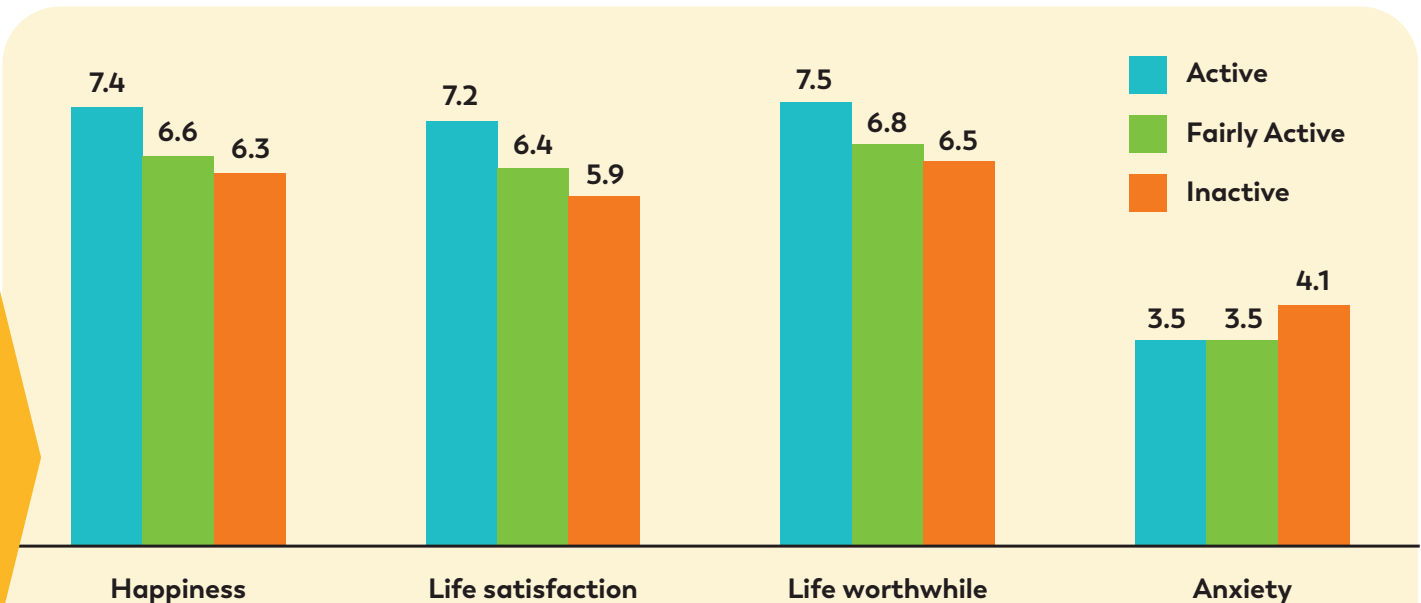


Figure 21: Average scores (out of 10) given by adults in Jersey on a range of wellbeing indicators, broken down by activity level, 2021.¹

*Note – A score of 10 represents the most positive response possible; on the anxiety measure, a higher score reflects higher levels of anxiety.

Volunteering

In 2021 it was estimated that 9% of adults in Jersey had given up their time to volunteer in sport, exercise or activities in the last 12 months (2021).¹

Of those adults who volunteer in sport and physical activity in Jersey, almost half (46%) give up their time at least weekly and a further quarter (26%) volunteer at least once a month.¹

Sports volunteering also has a non-market value for organisations utilising volunteers through the value of (in-kind) time contribution, which is not captured in economic importance studies. It is distinct from the individual subjective wellbeing of volunteers and the social capital benefits that are gained by society.³

In England, it has been estimated that sport and physical activity is worth £2,663 to sport volunteers.³



Social and Community Development

Research for England has estimated that around a quarter of the overall value of sport and physical activity is generated through social and community development.

Literature suggests that sport and physical activity results in a 10% enhancement in social capital.³

References

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- A group of football players in red jerseys are celebrating, with one player holding a white and red flag. The background is a clear blue sky.
- 1: The Health, Activity and Wellbeing Survey 2021
 - 2: The Jersey Children and Young People's Survey 2021
 - 3: Measuring the Social and Economic Impact. Report 1: Social Return on Investment of Sport and Physical Activity in England, Sheffield Hallam University/Sport Industry Research Centre (2017/2018)
 - 4: Measuring the Social and Economic Impact. Report 2: The Economic Importance of Sport and Physical Activity in England, Sheffield Hallam University/Sport Industry Research Centre (2017/2018)

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