



Boston

Physical activity
behaviour insight pack

April 2019

What the insight pack contains

Key demographics

Health and disease information

Physical activity measures

Physical activity behaviour (whole population 16+)

Physical activity behaviour (whole population 16+) by demographic group

Sports and activities

Overall summary

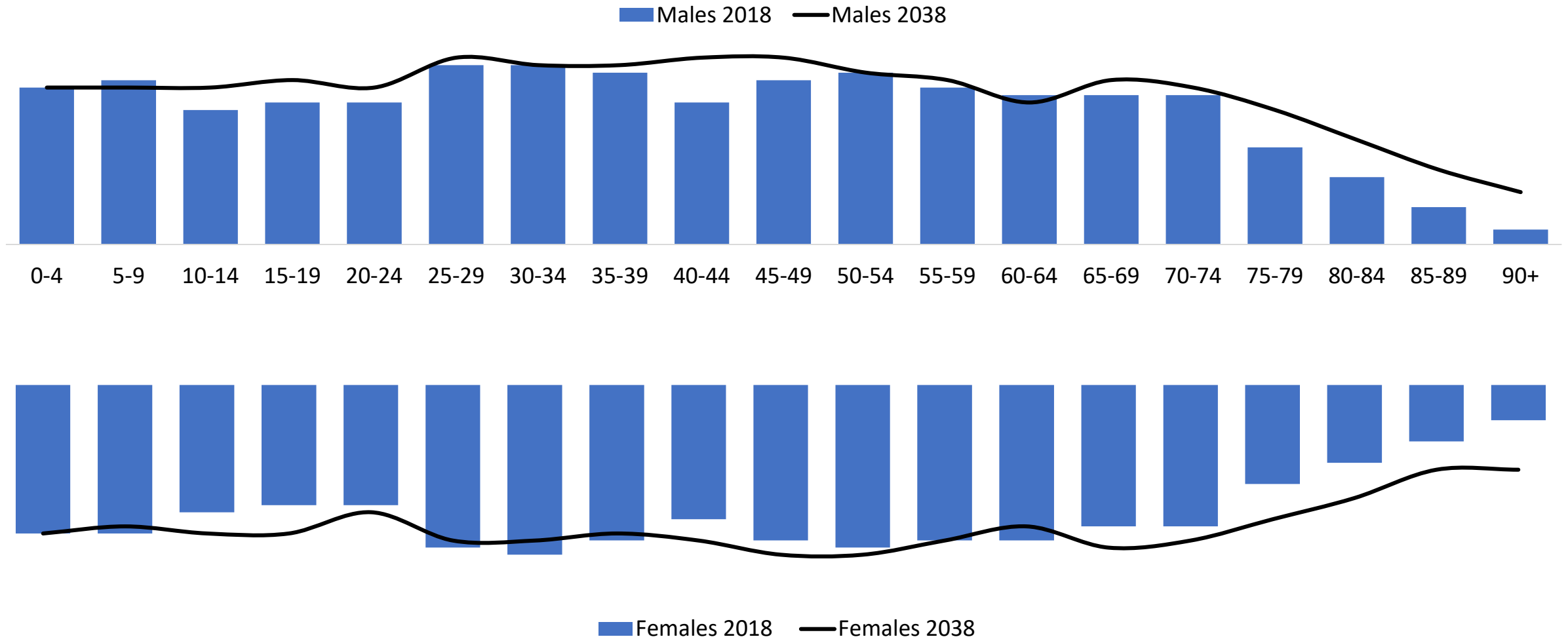
Other things to consider

Key demographics

Population Breakdown

POPULATION DEMOGRAPHICS	England	Lincolnshire	Boston
Male	49.2%	48.7%	48.8%
Female	50.8%	51.3%	51.2%
Not limited	82.4%	79.6%	79.8%
Limited a lot/a little	17.6%	20.4%	20.2%
0-15 years	18.9%	17.1%	17.6%
16-34 years	25.4%	21.3%	23.3%
35-54 years	27.8%	27.1%	26.3%
55-74 years	20.2%	25.0%	23.6%
75+ years	7.7%	9.5%	9.2%
NS SEC 1-2	31.3%	27.6%	20.5%
NS SEC 3-5	29.1%	31.2%	29.3%
NS SEC 6-8	30.6%	34.5%	45.1%
Unclassified	9.0%	6.7%	5.1%
White British	85.4%	97.6%	96.8%
BME	14.6%	2.4%	3.3%

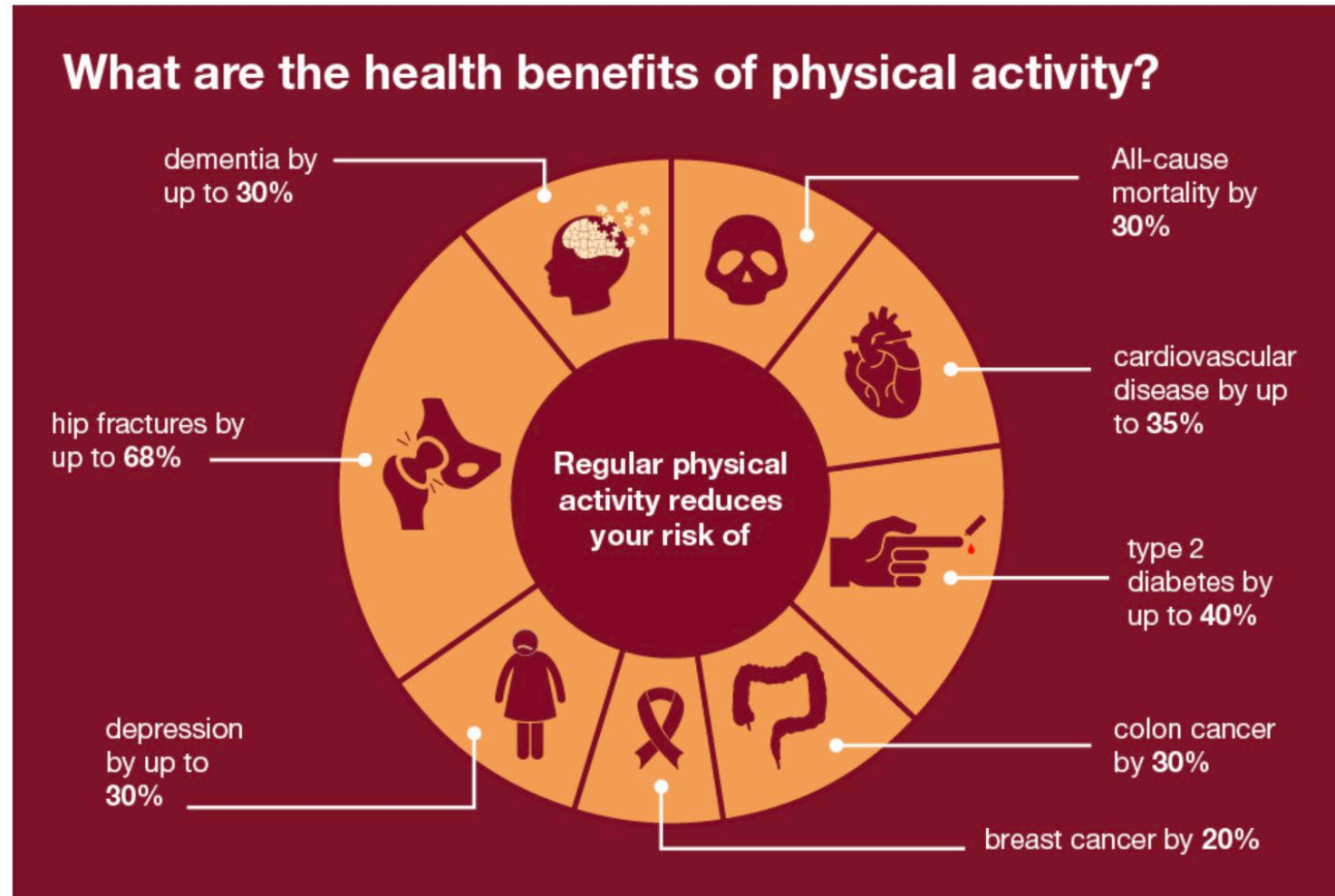
Estimated population growth



Source: ONS 2014, subnational projections

Health and disease information

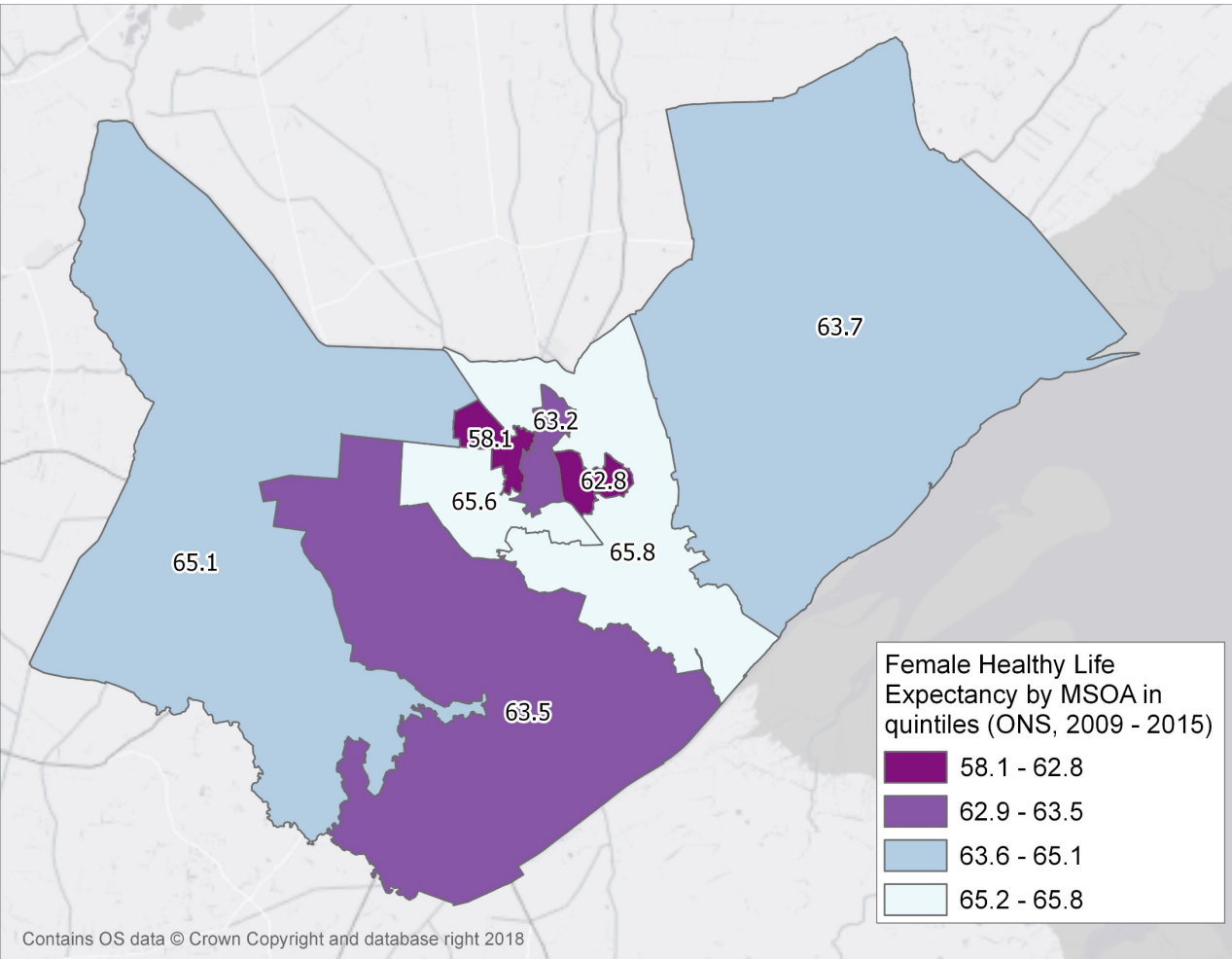
Health benefits of physical activity



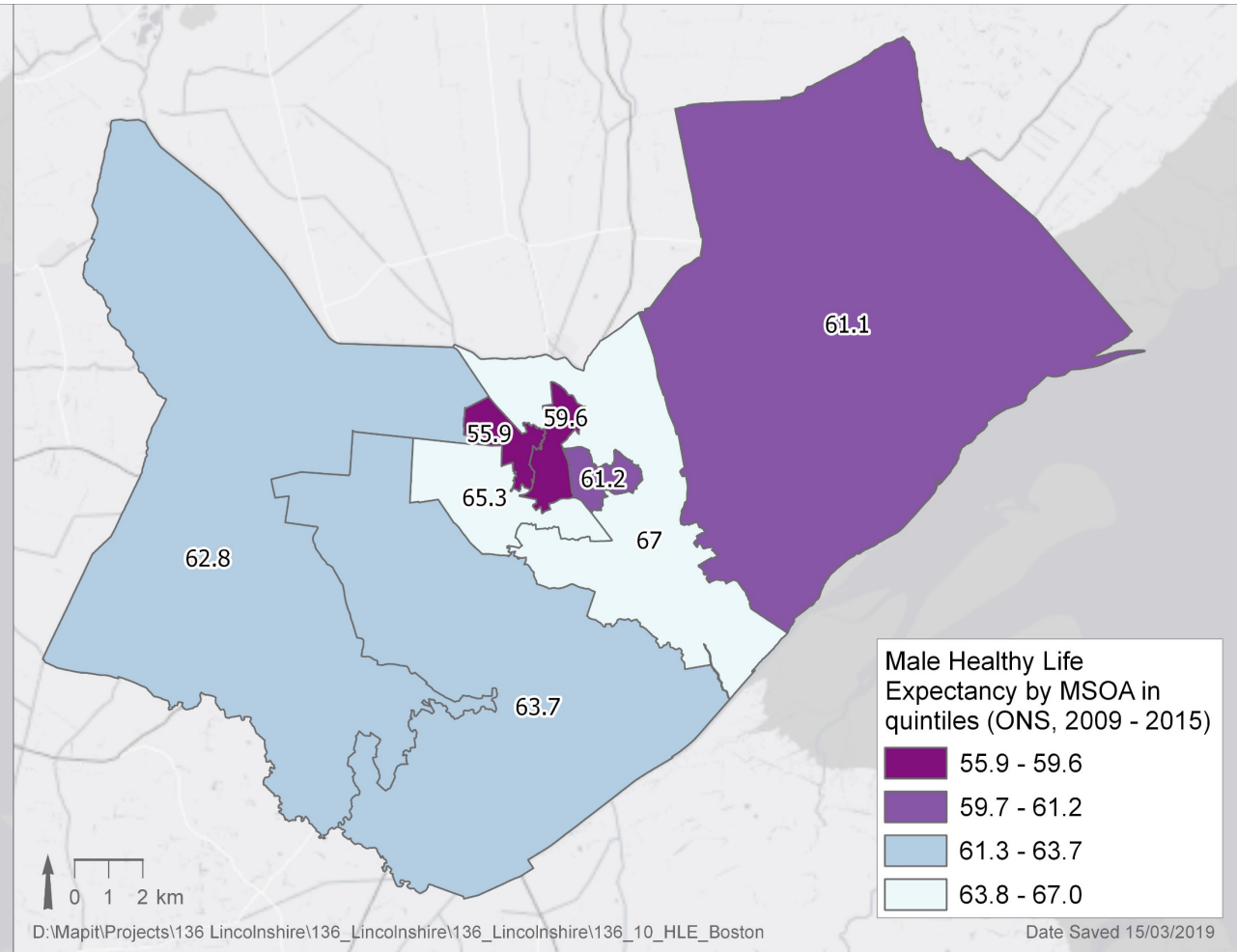
Source: PHE Health matters: Getting every adult active every day

Healthy life expectancy by MSOA

Female



Male



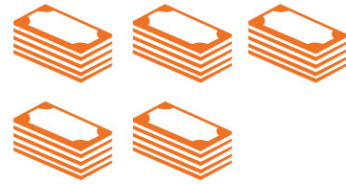
The financial impact of physical inactivity - Boston

HEALTH COSTS OF PHYSICAL INACTIVITY



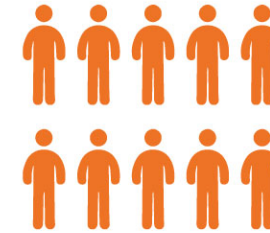
1 YEAR

£1,299,282



5 YEARS

£6,496,407



COST PER 100,000
POPULATION

£2,117,483

DISEASE CATEGORY BREAKDOWN COST PER YEAR

BREAST
CANCER

£86,520

CANCER
LOWER GI

e.g. bowel cancer

£154,410

CEREBROVASCULAR
DISEASE

e.g. stroke

£174,589

DIABETES

£192,548

CORONARY
HEART DISEASE

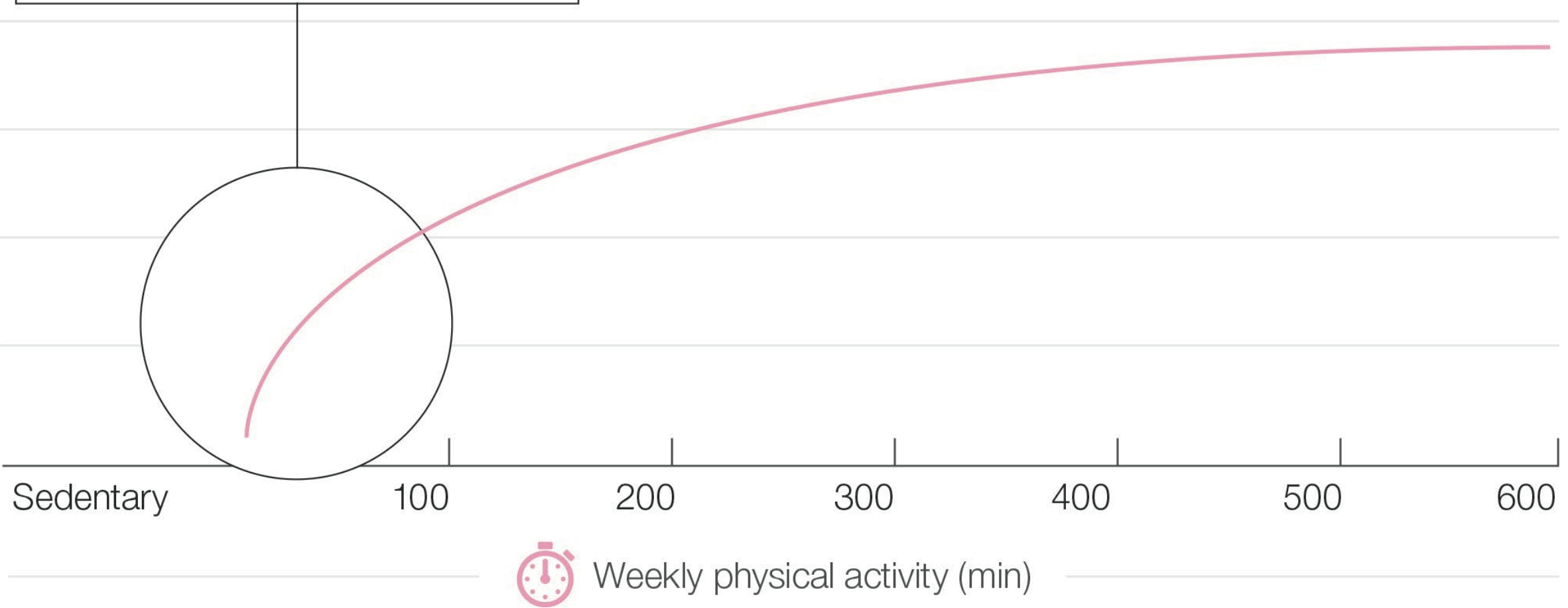
£691,215

Health benefits of physical activity

AREA OF HIGHEST IMPACT



Health benefits



Source: The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation

Physical activity behaviour

How physical activity is measured

Inactive

- % of people aged 16+ doing **less than 30 mins** of **physical activity** per week
- Duration of activity: Bouts of 10 mins of moderate intensity
- Vigorous activity counts for double the minutes
- Based on CMO adult (19+) recommendations
- **Lower is better**

Fairly Active

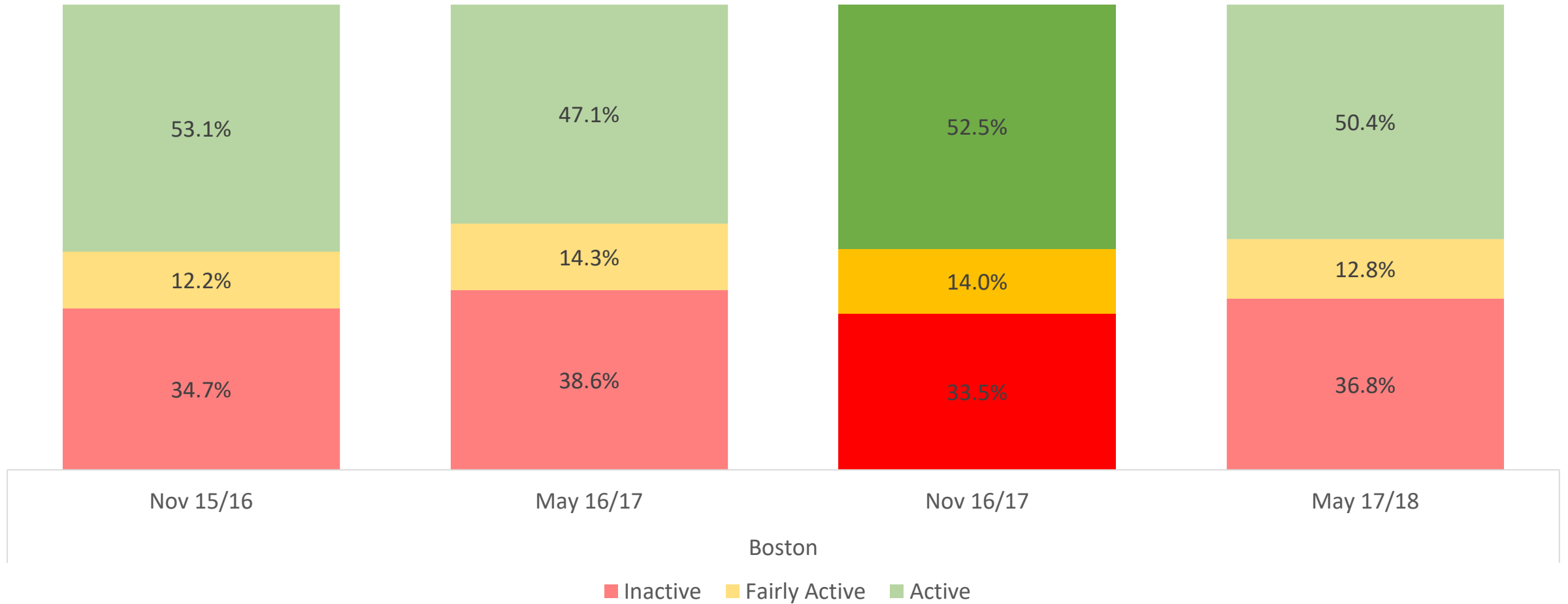
- % of people aged 16+ doing 30-149 minutes a week of physical activity per week

Active

- % of people aged 16+ doing **at least 150 mins** of **physical activity** per week
- Duration of activity: Bouts of 10 mins of moderate intensity
- Vigorous activity counts for double the minutes
- Based on CMO adult (19+) recommendations
- **Higher is better**

Physical activity behaviour over time

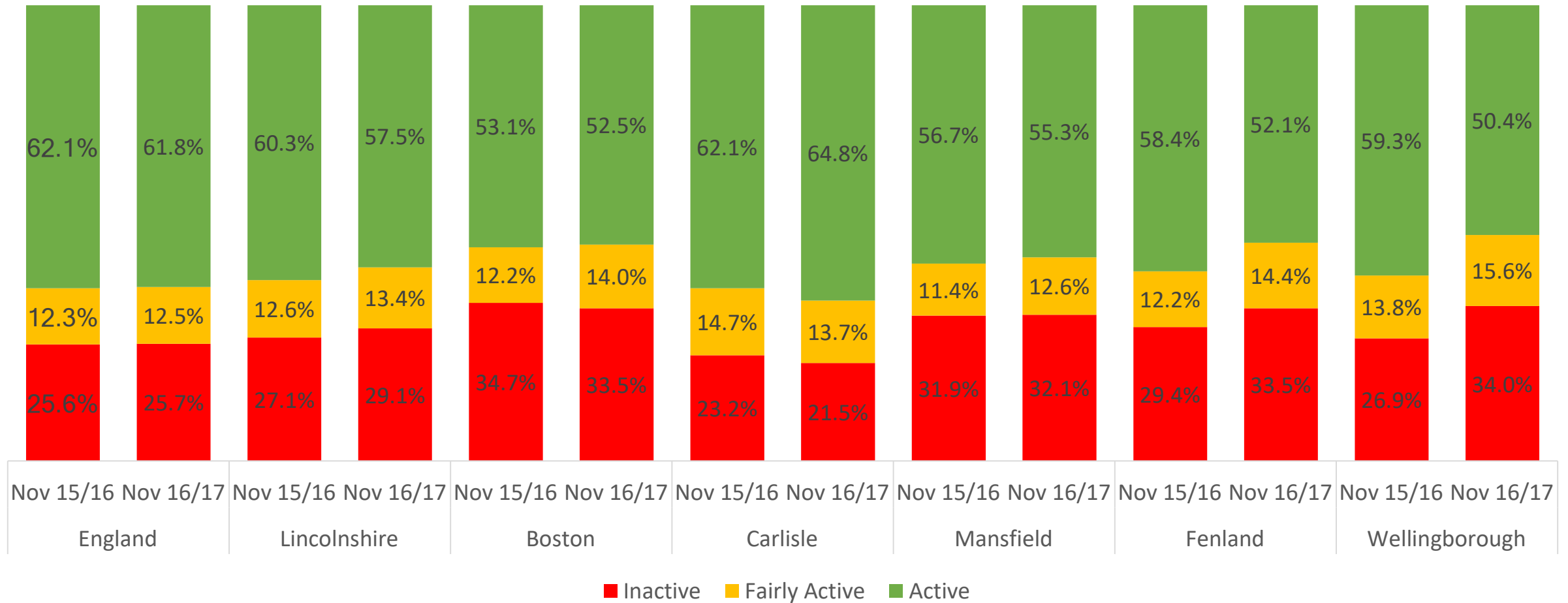
Whole population (16+)



Source: Sport England, Active Lives, Nov 15 to May 18, age 16+, excluding gardening

Physical activity behaviour compared to nearest neighbours

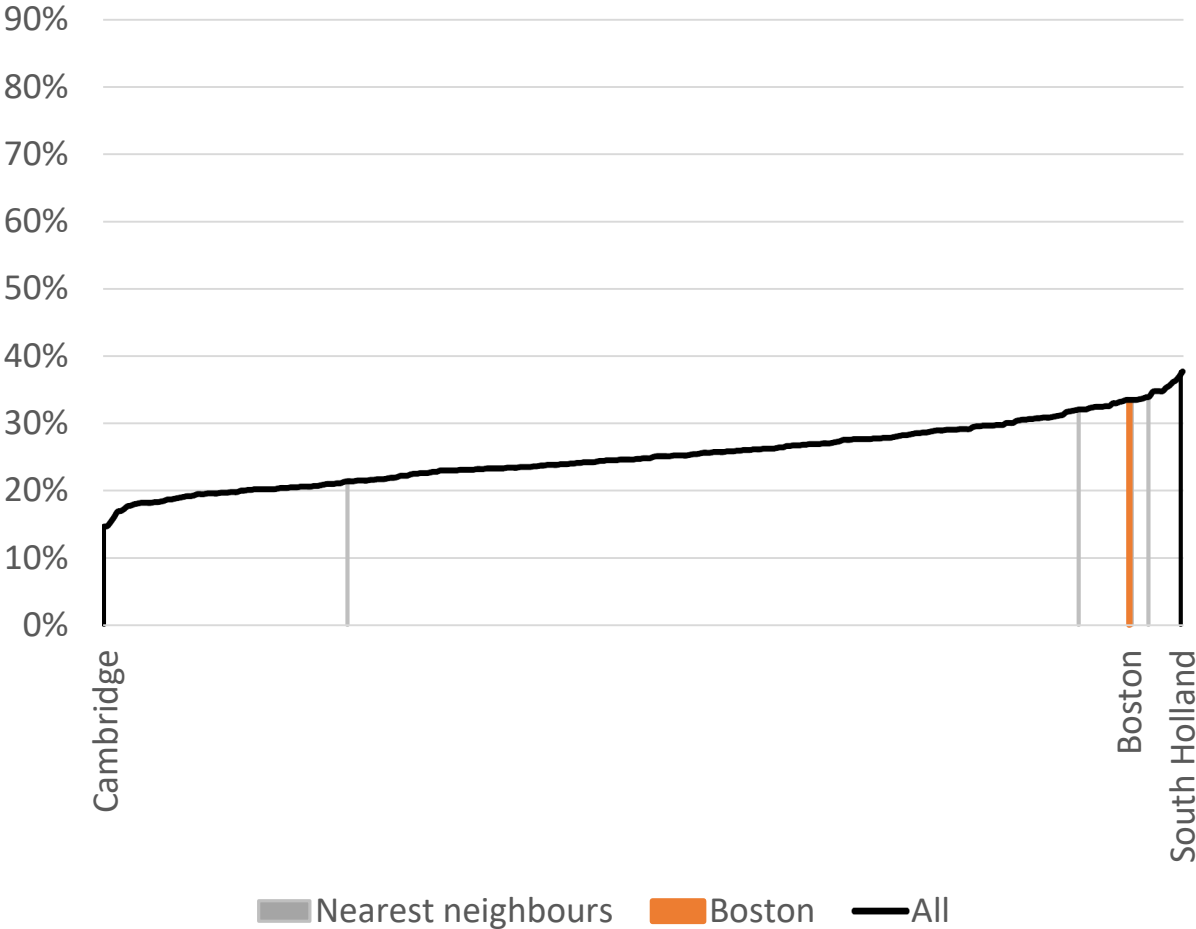
Whole population (16+)



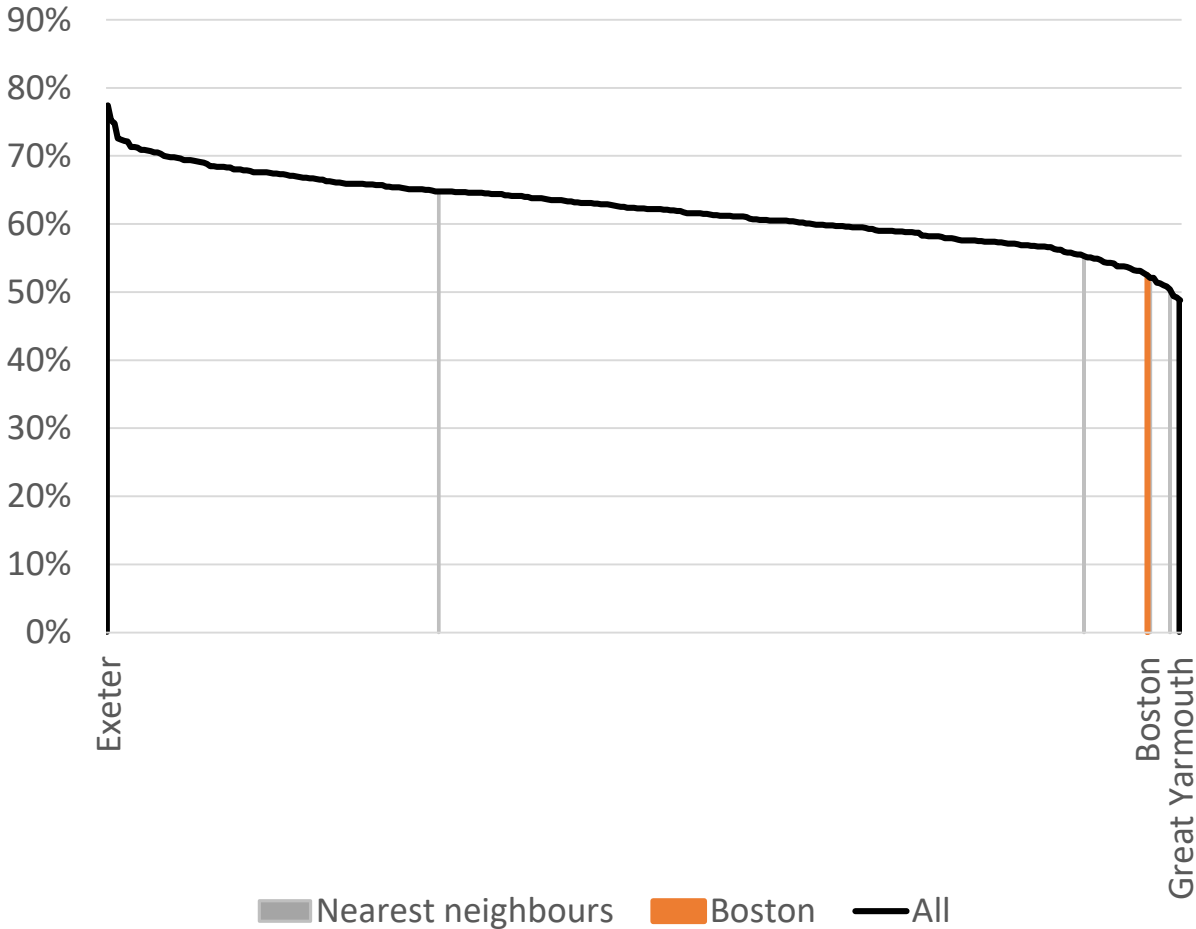
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Physical activity behaviour compared to peers

Inactive - Whole population



Active - Whole population

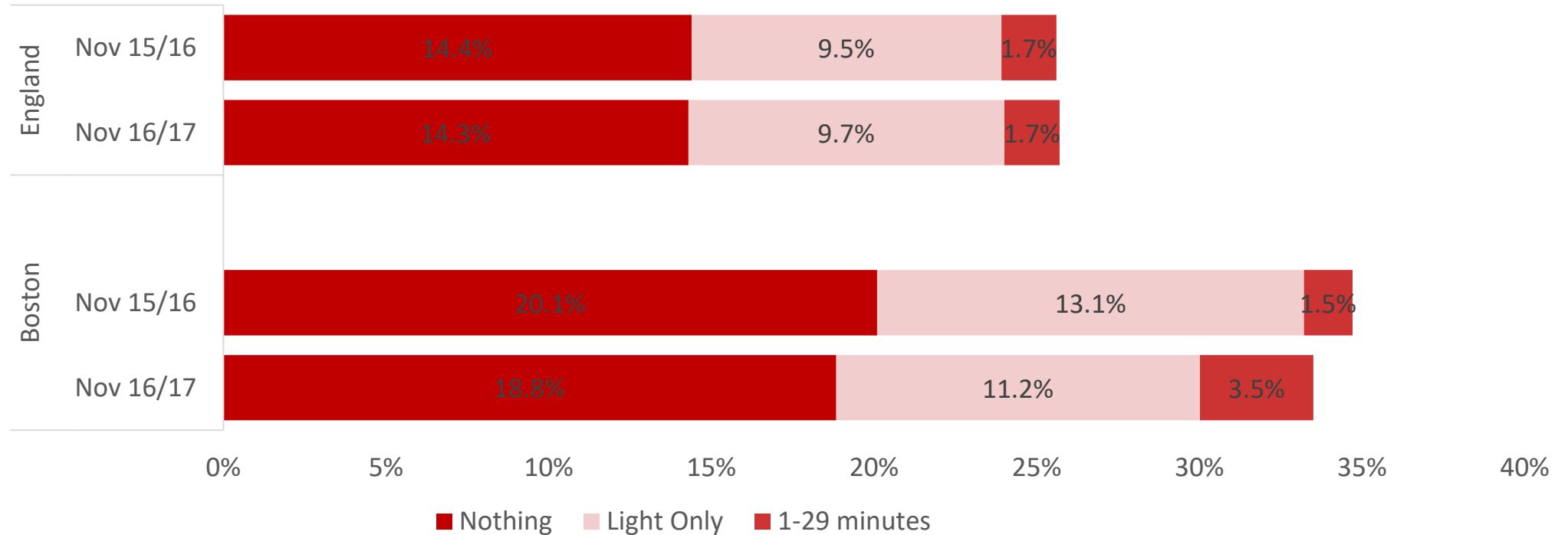


Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Breakdown of inactive behaviour

Inactive behaviour can be broken down further into three sub-categories:

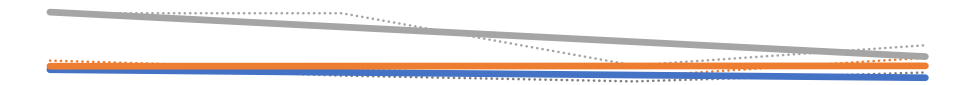
- Those that do NOTHING, i.e. no physical activity at all
- Those that do LIGHT INTENSITY ONLY, i.e. no moderate or vigorous intensity activity
- Those that ONLY ACHIEVE 1-29 MINUTES in a week



Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Historical trends

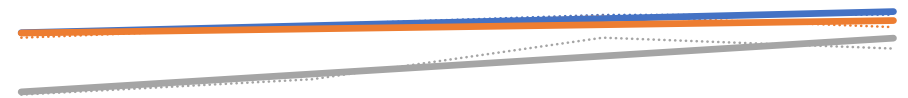
Inactive trend



2012 2013 2014 2015

..... England Lincolnshire
..... Boston — Linear (England)
— Linear (Lincolnshire) — Linear (Boston)

Active trend

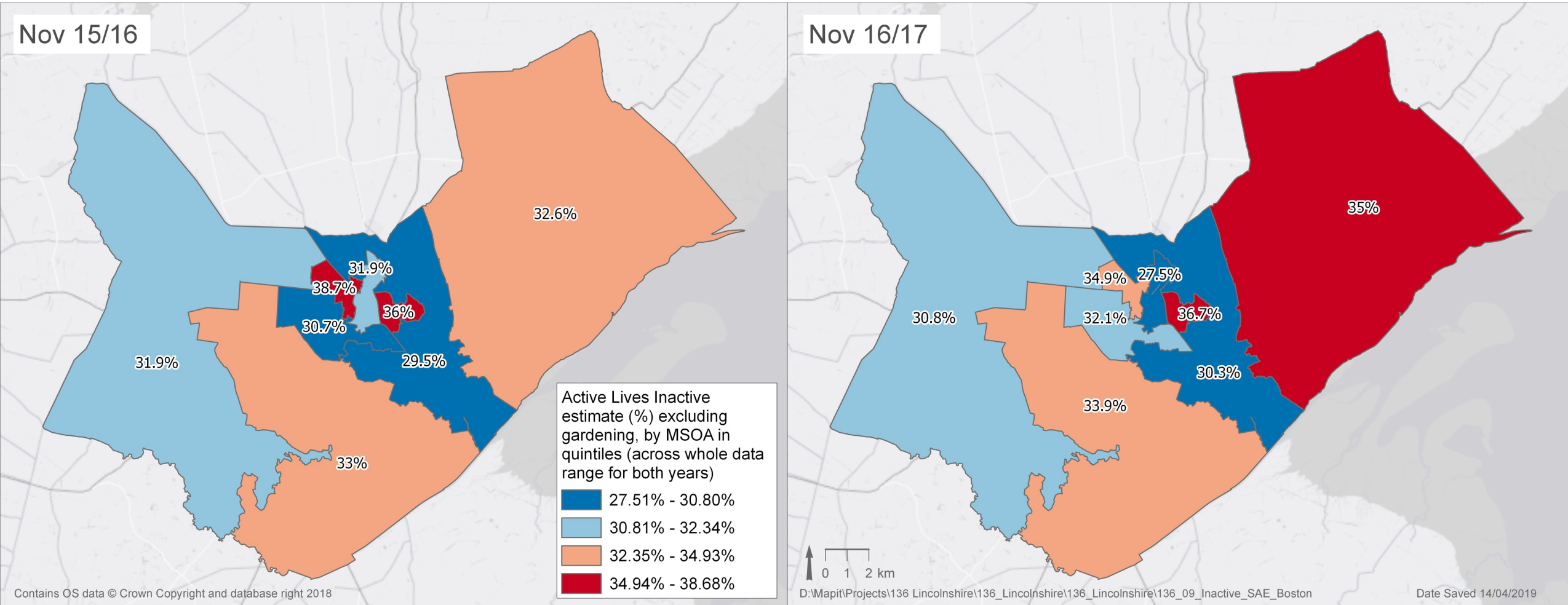


2012 2013 2014 2015

..... England Lincolnshire
..... Boston — Linear (England)
— Linear (Lincolnshire) — Linear (Boston)

Source: Sport England, APS Jan 12 – Jan 16, age 16+, excluding gardening

Inactivity small area estimates



Source: Sport England, Active Lives Survey (Small Area Estimates) Nov 15 – Nov 17, 16+ years

Whole population physical activity behaviour summary

Inactive

- Boston inactive proportion (33.5%) is higher (**worse**) than both England (25.7%) and Lincolnshire (29.1%)
- There are approx. 18,500 inactive people in Boston
- The inactive population has decreased (**improved**) from 34.7% (Nov 15/16) to 33.5%
- Boston has a much **larger** proportion of the population doing 'nothing' and '1-29 minutes' than England and a slightly larger proportion doing 'Light only'
- When compared to nearest neighbours Boston is ranked joint **3rd** of 5 for **inactive**
- Historical trends (APS data) suggest inactivity is decreasing (**improving**) slightly faster than England
- Based on Nov 15/16 data, gardening **reduces** levels of inactivity by 6.6pp, nearly double the England rate of (3.6pp)

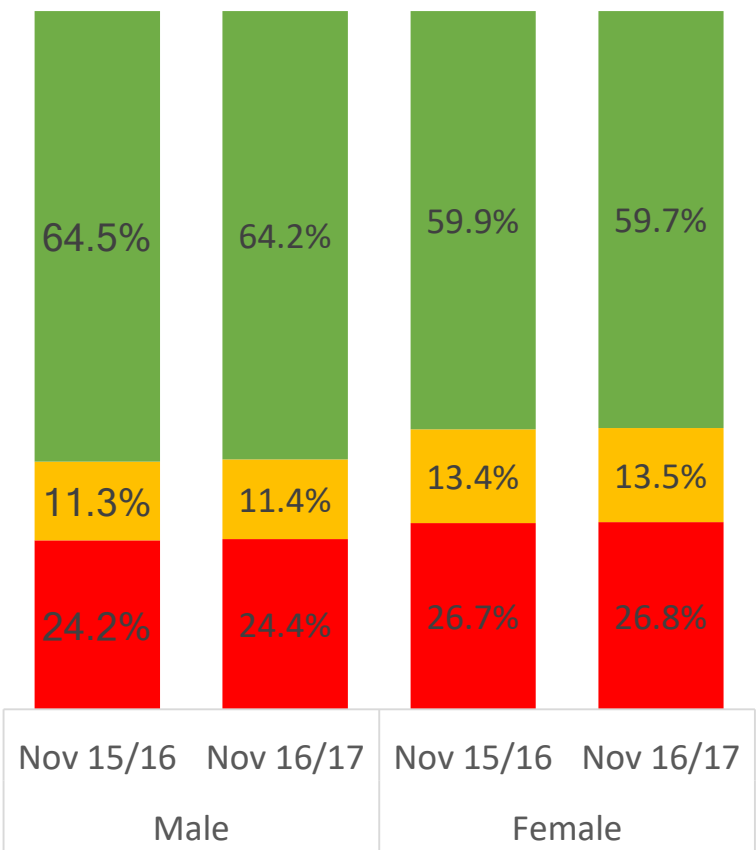
Active

- Boston active proportion (52.5%) is lower (**worse**) than both England (61.8%) and Lincolnshire (57.5%)
- The active population has decreased (**worsened**) from 53.1% (Nov 15/16) to 52.5%
- When compared to nearest neighbours Boston is ranked **3rd** of 5 for **active**
- Historical trends (APS data) suggest active levels are increasing (**improving**) at a faster rate than England

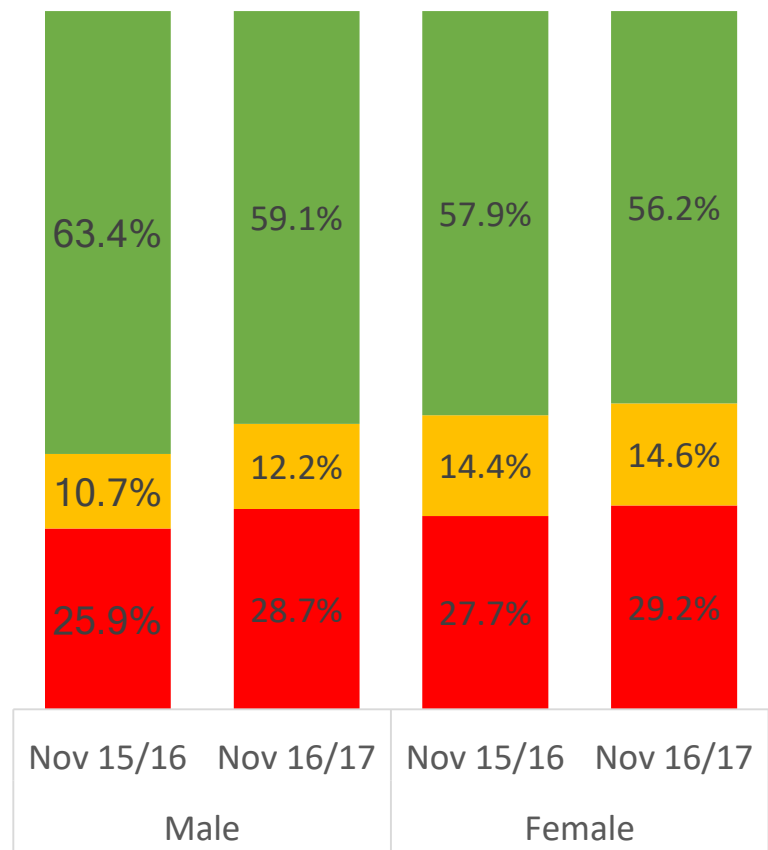
Physical activity behaviour by demographic group

Physical activity behaviour over time

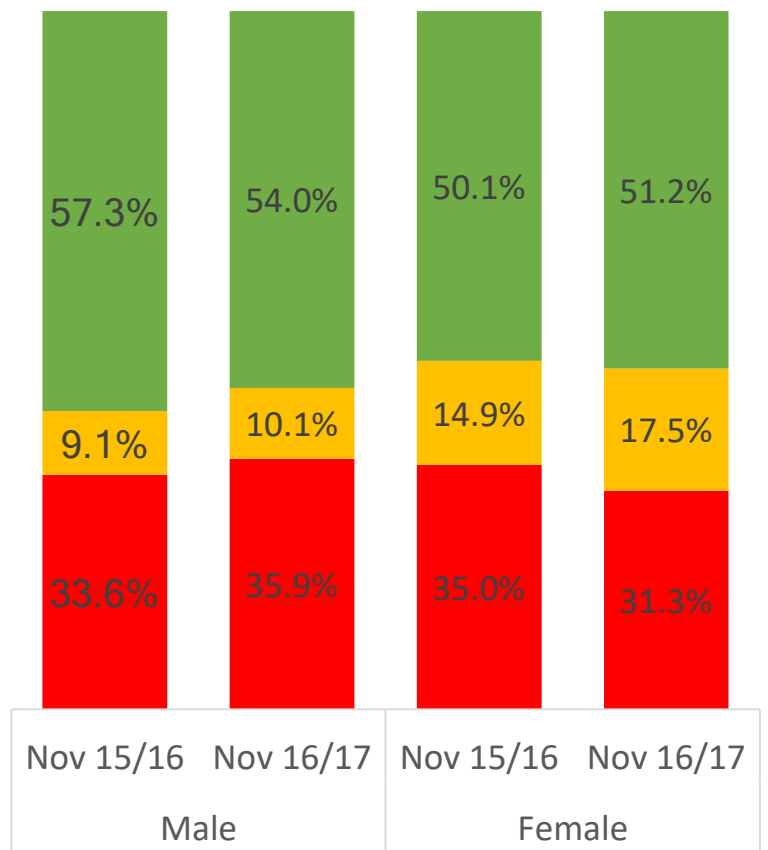
England



Lincolnshire



Boston



■ Inactive ■ Fairly Active ■ Active

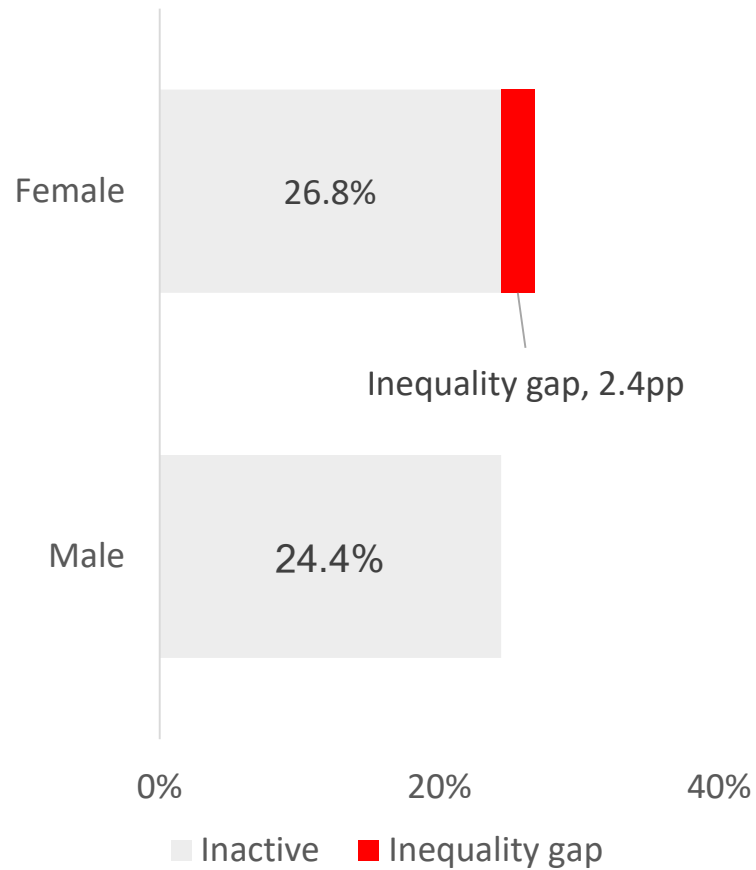
■ Inactive ■ Fairly Active ■ Active

■ Inactive ■ Fairly Active ■ Active

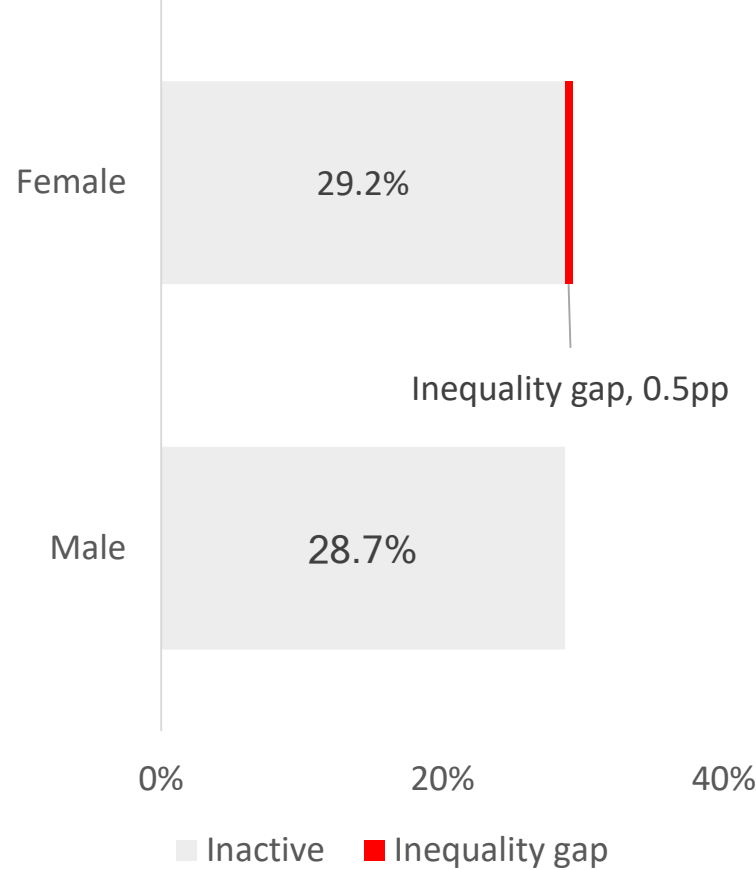
Source: Sport England, Active Lives, Nov 15 to Nov 17

Inequality gap in physical activity behaviour by gender

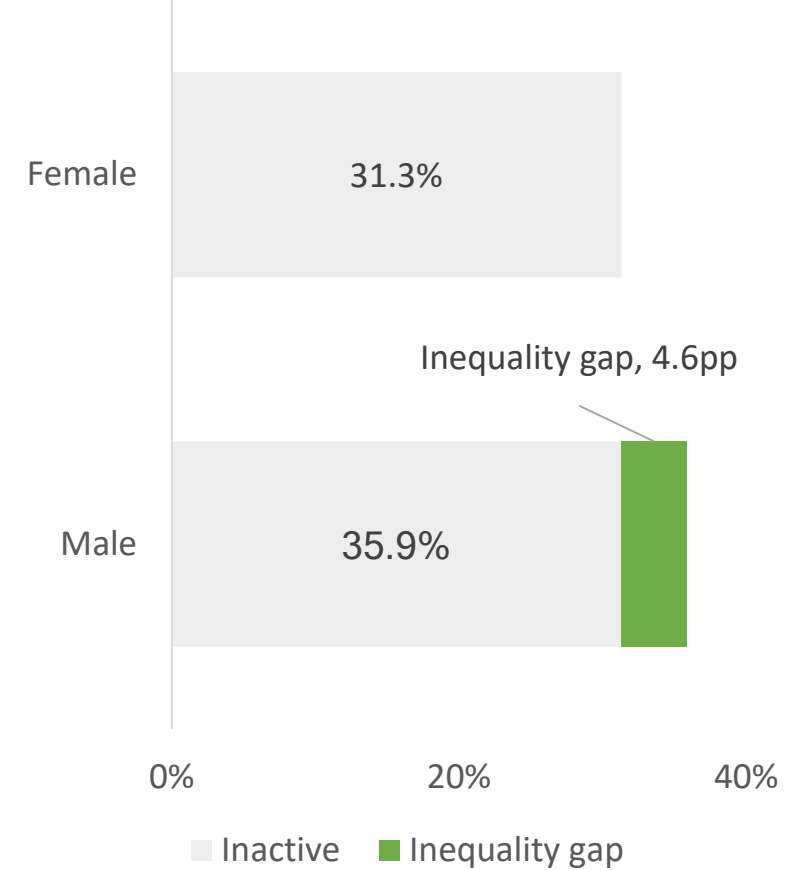
England



Lincolnshire



Boston



Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Male

- Boston **inactive** proportion (35.9%) is higher (**worse**) than both England (24.4%) and Lincolnshire (28.7%)
- The **active** proportion (54.0%) is lower (**worse**) than both England (64.2%) and Lincolnshire (59.1%)
- The **inactive** population has increased (**worsened**) from 33.6% (Nov 15/16) to 35.9% and is now one of the worst of all LA's
- When compared to nearest neighbours Boston is ranked **5th** of 5 for **inactive** and **3rd** of 5 for **active**

Female

- Boston **inactive** proportion (31.3%) is higher (**worse**) than both England (26.8%) and Lincolnshire (29.2%)
- The **active** proportion (51.2%) is lower (**worse**) than both England (59.7%) and Lincolnshire (56.2%)
- The **inactive** population has decreased (**improved**) from 35% (Nov 15/16) to 31.3%
- When compared to nearest neighbours Boston is ranked **2nd** of 5 for **inactive** and joint **4th** of 5 for **active**

Inequality

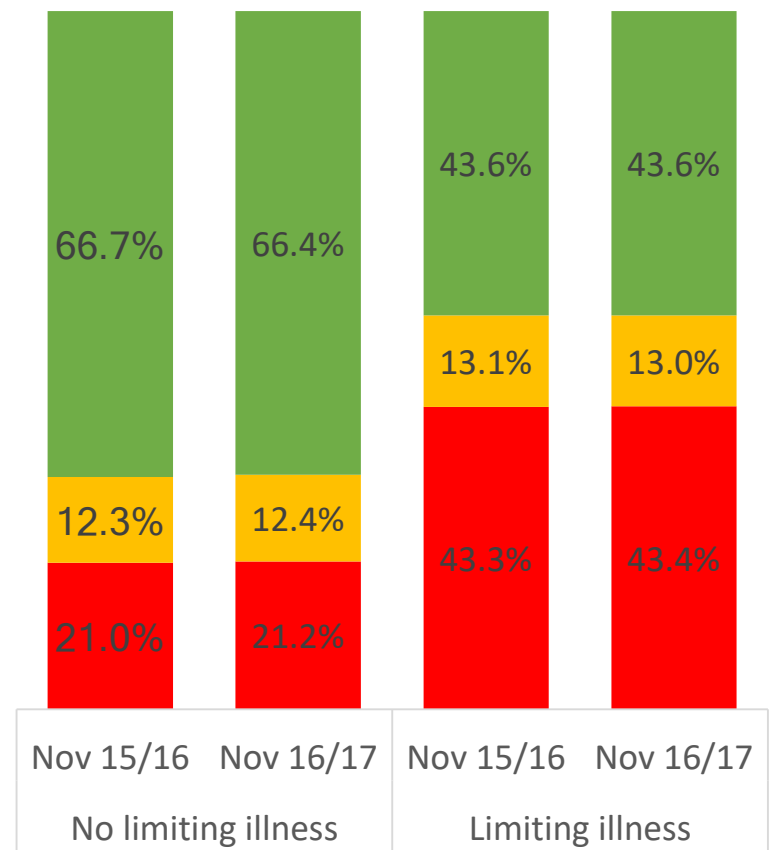
- Female inactive rate is 4.6pp better than males, for England (2.4pp) and Lincolnshire (0.5pp) the gap is in favour of males

Gardening (Nov 15/16 data)

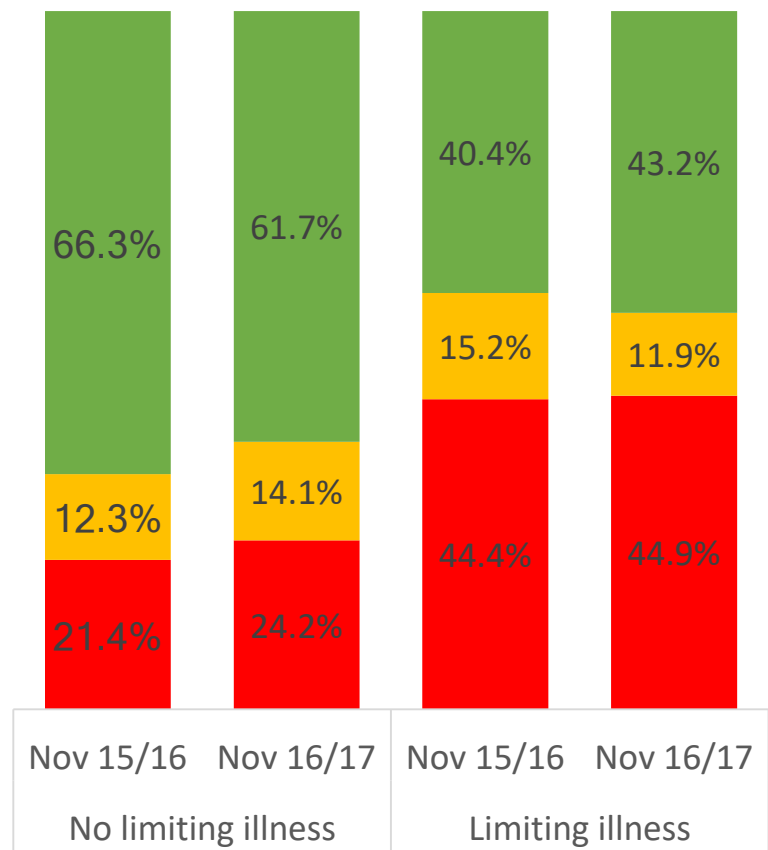
- Gardening reduces (**improves**) **inactivity** in males (6.7pp) and females (6.4pp), suggesting **more** of an impact than the England average (4.0 and 3.1pp respectively)

Physical activity behaviour over time

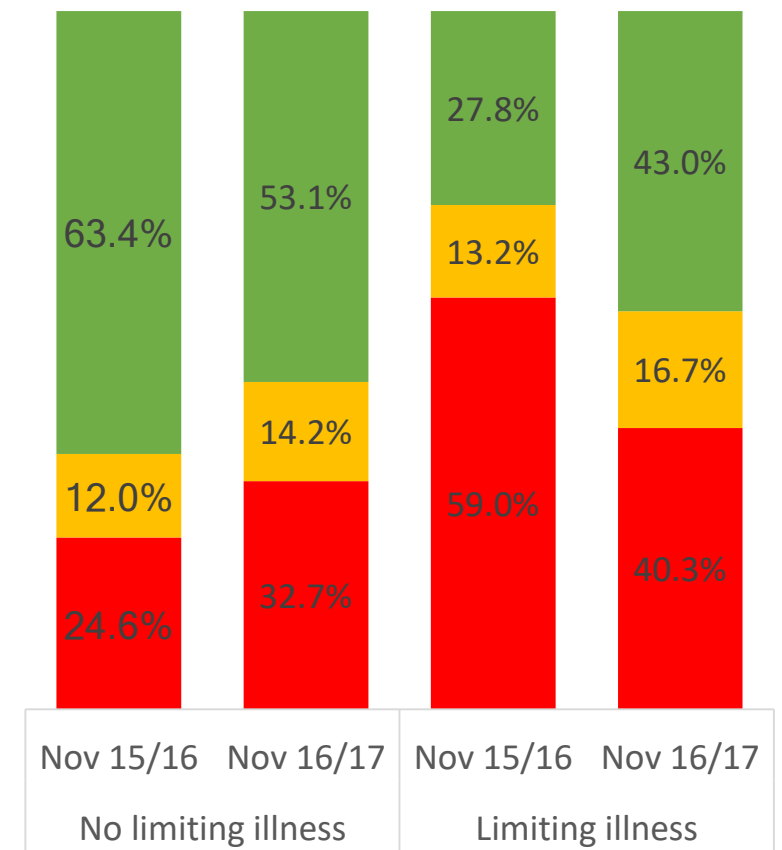
England



Lincolnshire



Boston

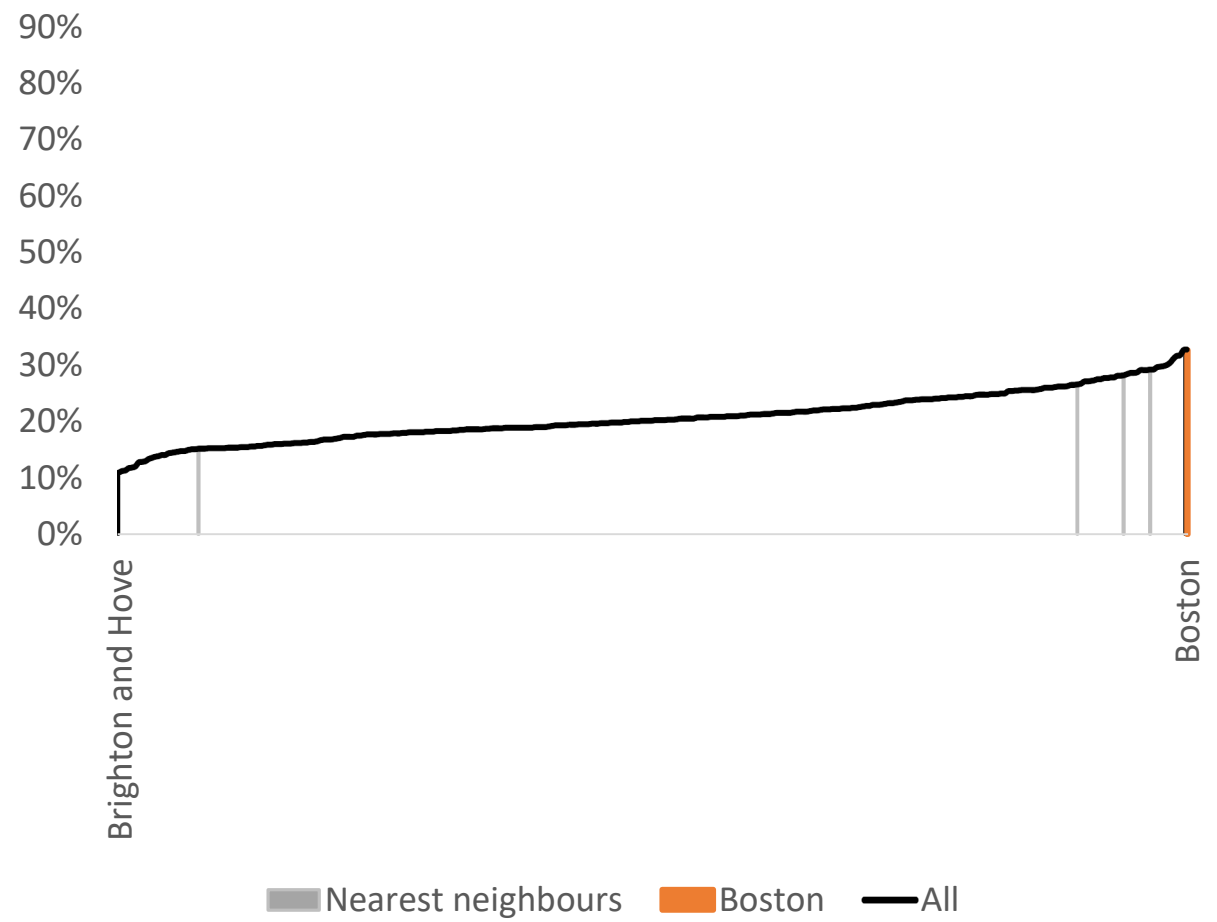


■ Inactive ■ Fairly Active ■ Active

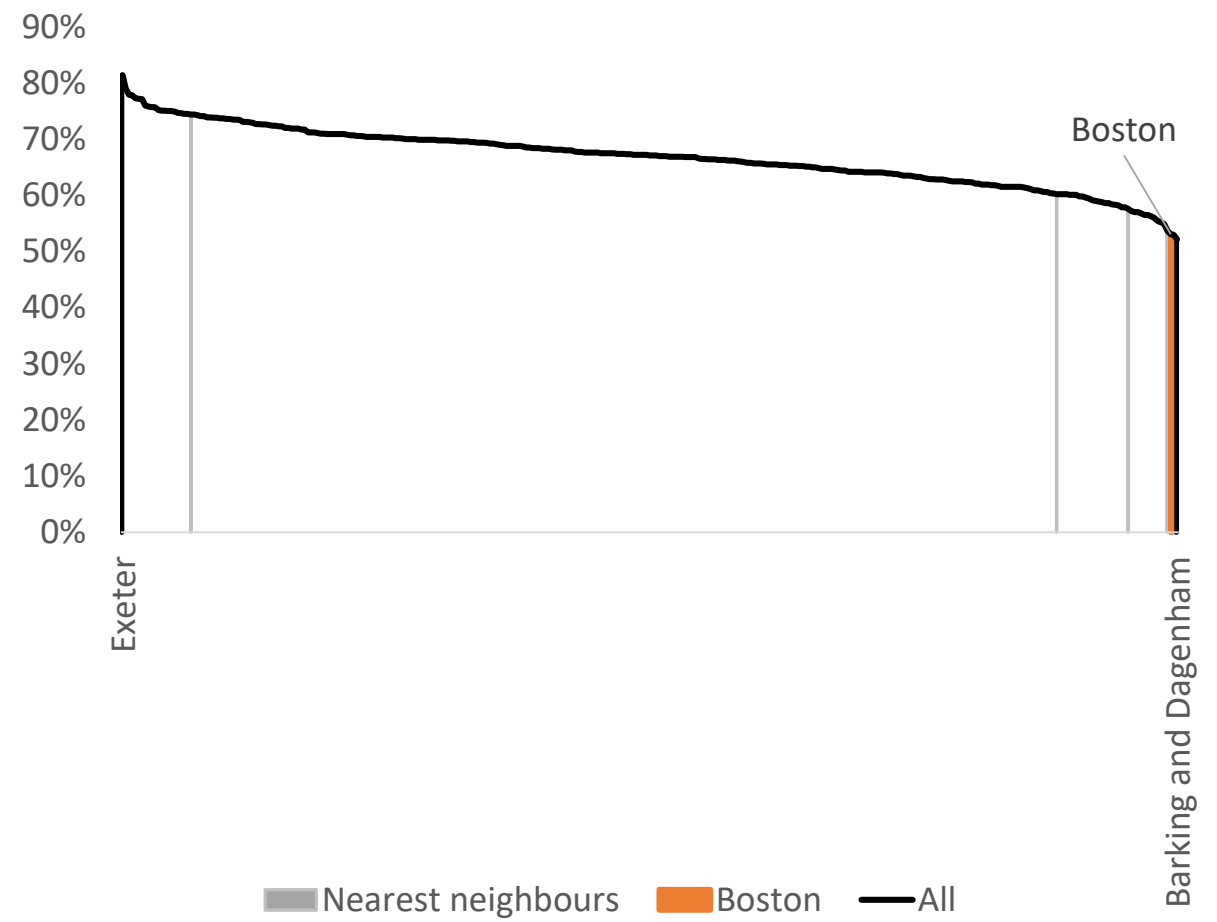
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Physical activity behaviour compared to peers

Inactive - No limiting illness



Active - No limiting illness



Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

LIMITING ILLNESS – Physical activity behaviour summary

No limiting illness

- Boston **inactive** proportion (32.7%) is higher (**worse**) than both England (21.2%) and Lincolnshire (24.2%)
- The **active** proportion (53.1%) is lower (**worse**) than both England (66.4%) and Lincolnshire (61.7%)
- The **inactive** population has increased (**worsened**) from 24.6% (Nov 15/16) to 32.7%
- When compared to nearest neighbours Boston is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**, in fact it appears that Boston is the worst of all LA's for inactive and very close to worst for active

Limiting illness

- Boston **inactive** proportion (40.3%) is lower (**better**) than both England (43.4%) and Lincolnshire (44.9%)
- The **active** proportion (43.0%) is lower (**worse**) than both England (43.6%) and (43.2%)
- The **inactive** population has decreased (**improved**) from 59.0% (Nov 15/16) to 40.3%
- When compared to nearest neighbours Boston is ranked **1st** of 5 for **inactive** and **2nd** of 4 for **active**

Inequality

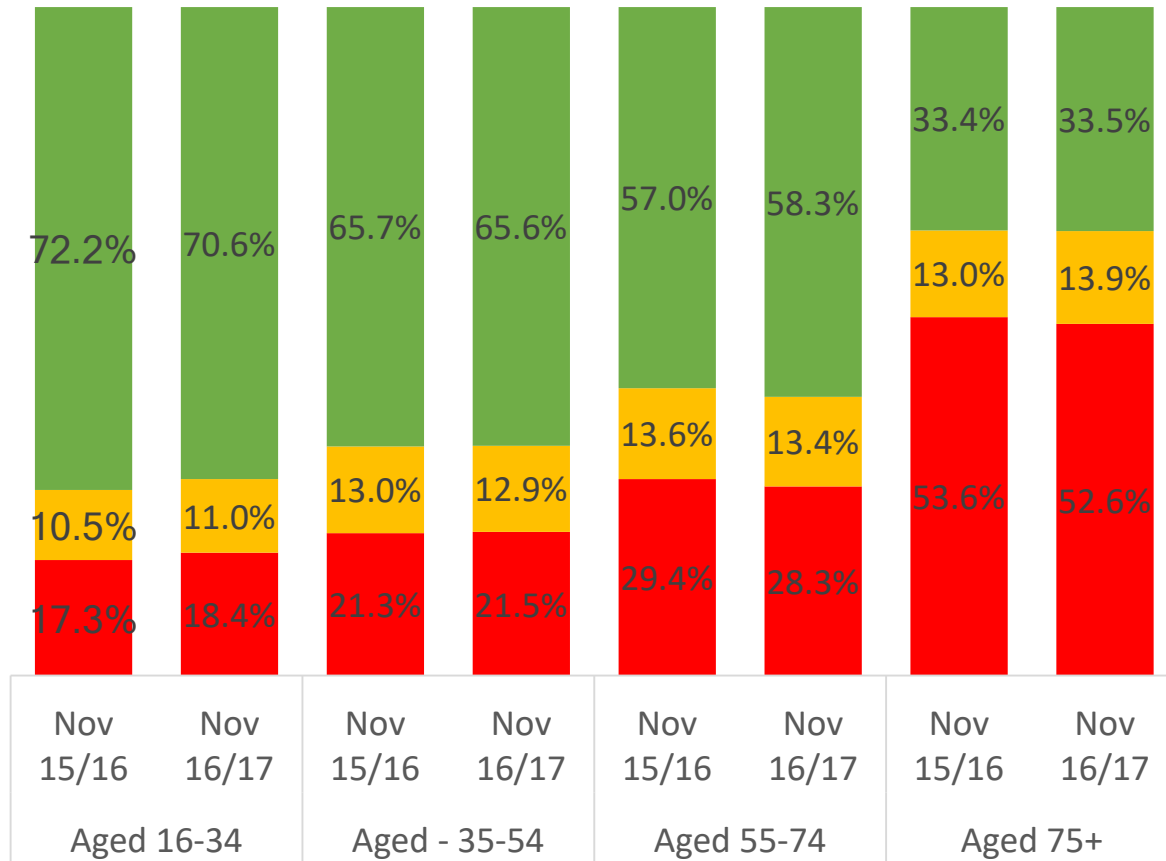
- The limiting illness inequality gap for **inactive** is 7.6pp compared to 22.2pp for England and 20.7pp for Lincolnshire

Gardening (Nov 15/16 data)

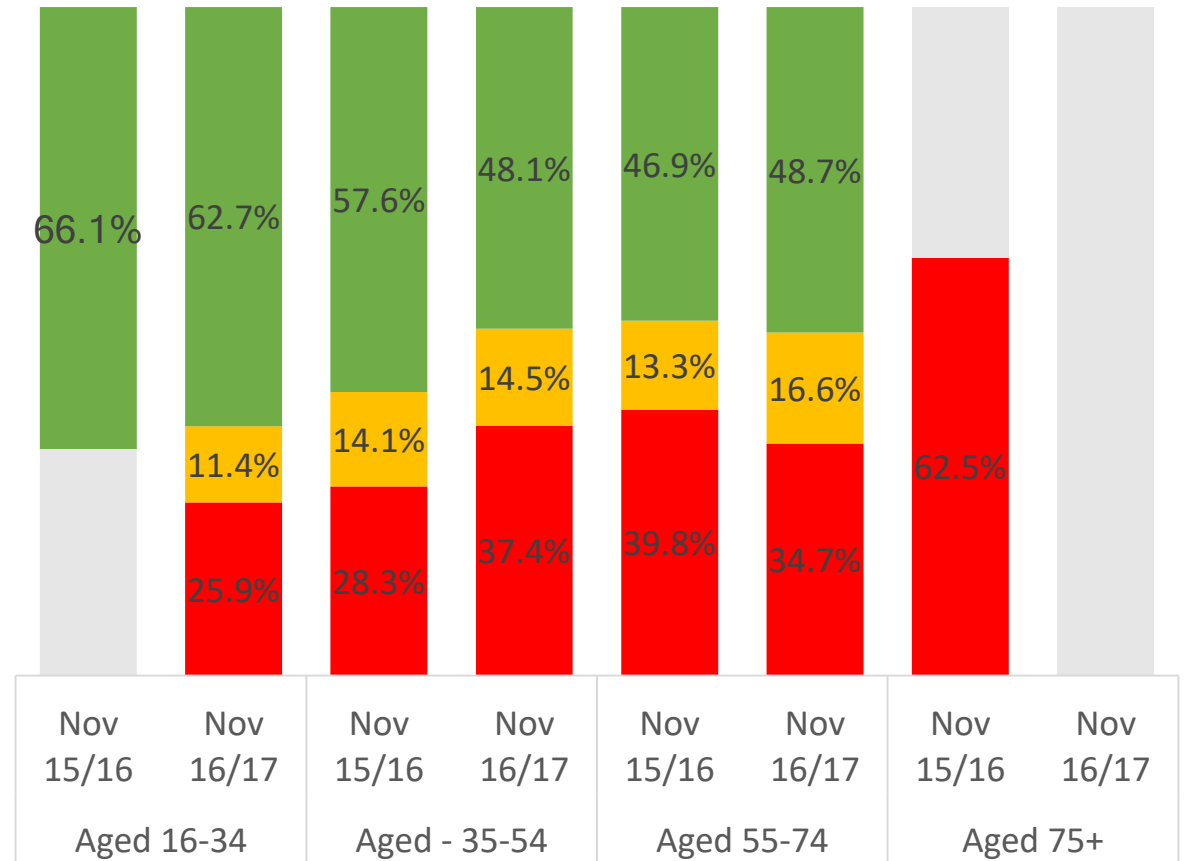
- Gardening reduces (**improves**) **inactivity** in those with a limiting illness by 10.8pp, suggesting **more** of an impact than the England average (7.5pp). It also reduces (**improves**) **inactivity** in those with no limiting illness by 5.1pp, again suggesting **more** of an impact than the England average (3.1pp)

Physical activity behaviour over time

England



Boston

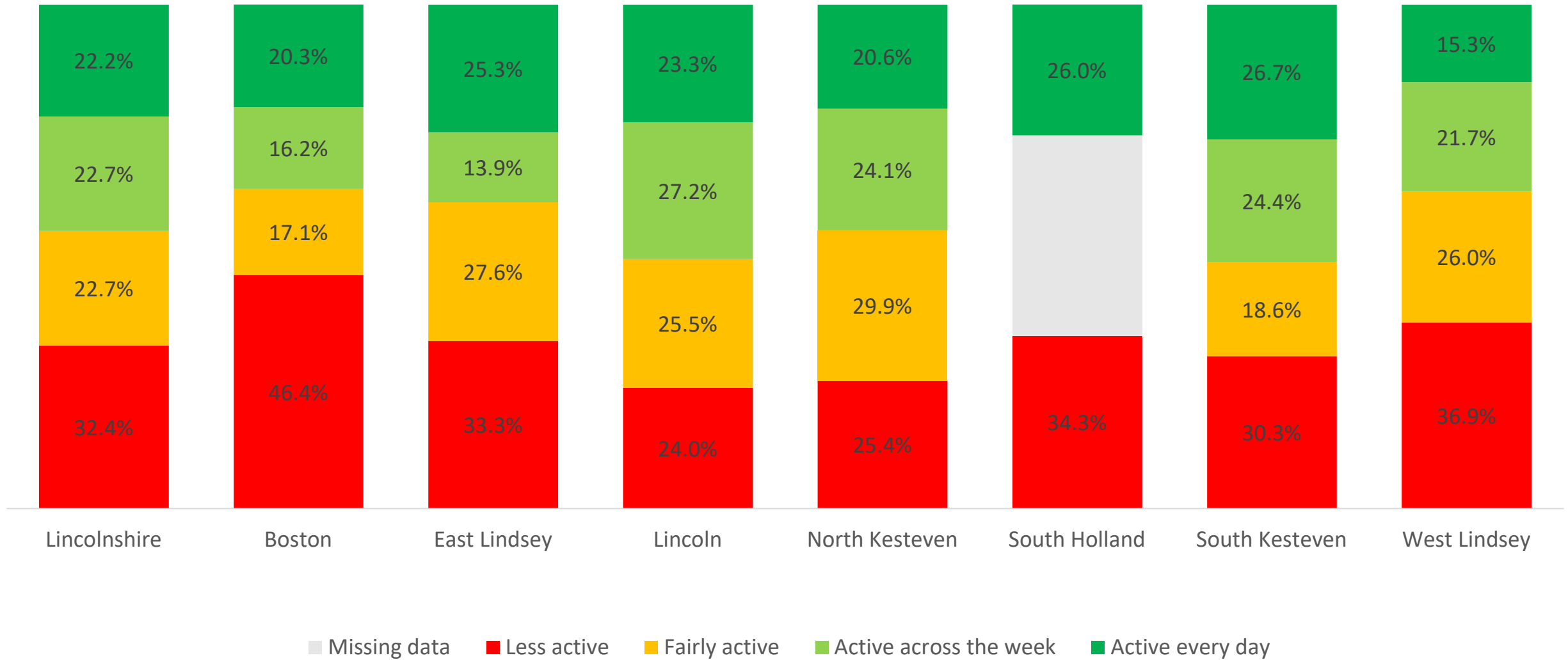


■ Inactive ■ Fairly Active ■ Active

■ Missing data ■ Inactive ■ Fairly Active ■ Active

Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

CYP - physical activity levels years 1-11 by district



Age 16-34

- Boston **inactive** proportion (25.9%) is higher (**worse**) than both England (18.4%) and Lincolnshire (18.8%)
- The **active** proportion (62.7%) is lower (**worse**) than both England (70.6%) and Lincolnshire (68.9%)
- When compared to nearest neighbours Boston is ranked **3rd** of 5 for **active**

Age 35-54

- Boston **inactive** proportion (37.4%) is much higher (**worse**) than England (21.5%) and Lincolnshire (24.1%)
- The **active** proportion (48.1%) is much lower (**worse**) than both England (65.6%) and Lincolnshire (62.5%)
- The **inactive** population has increased (**worsened**) from 28.3% (Nov 15/16) to 37.4%
- When compared to nearest neighbours Boston is ranked **3rd** of 4 for **inactive** and **5th** of 5 for **active**

Age 55-74

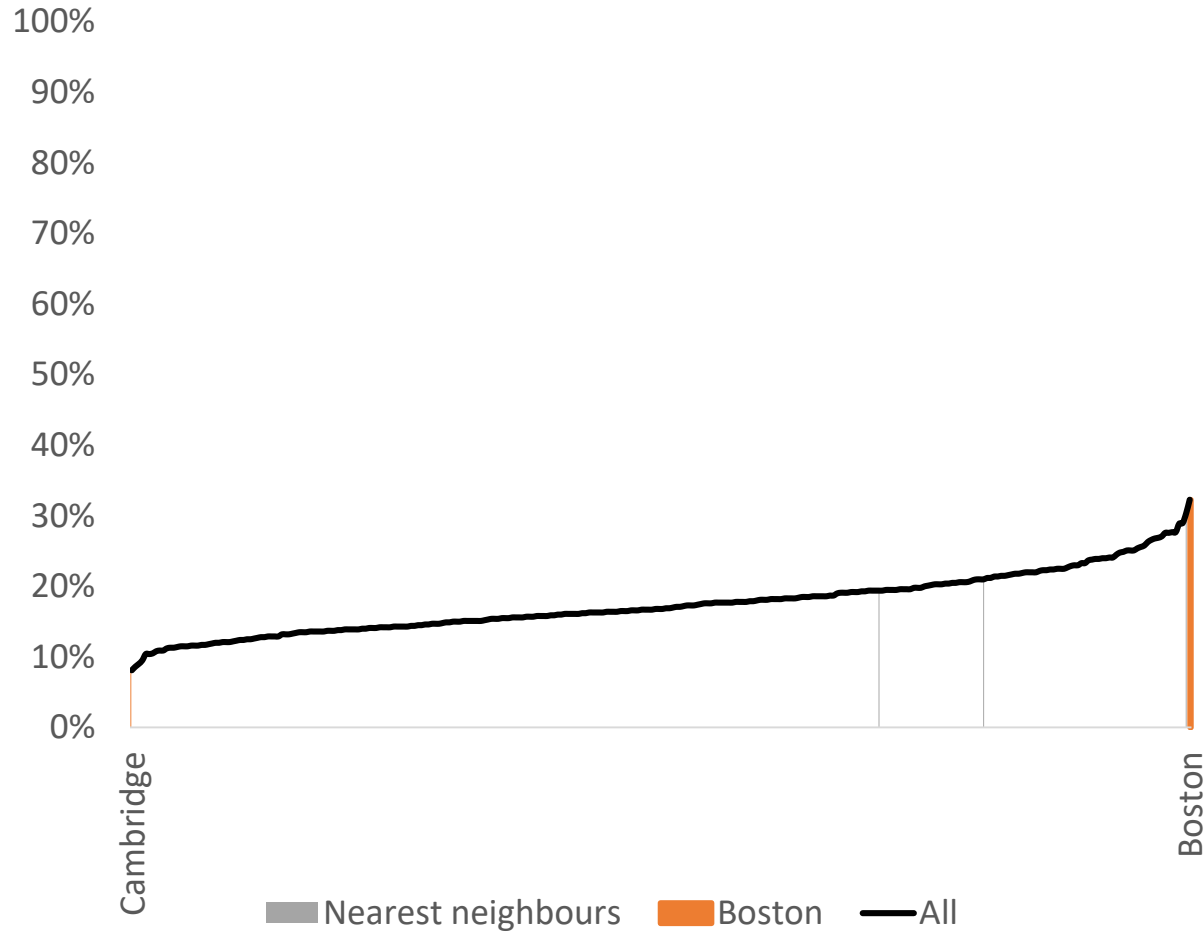
- Boston **inactive** proportion (34.7%) is higher (**worse**) than both England (28.3%) and Lincolnshire (30.7%)
- The **active** proportion (48.7%) is lower (**worse**) than both England (58.3%) and Lincolnshire (54.9%)
- The **inactive** population has decreased (**improved**) from 39.8% (Nov 15/16) to 34.7%
- When compared to nearest neighbours Boston is ranked **3rd** of 5 for **inactive** and **4th** of 5 for **active**

Gardening (Nov 15/16 data)

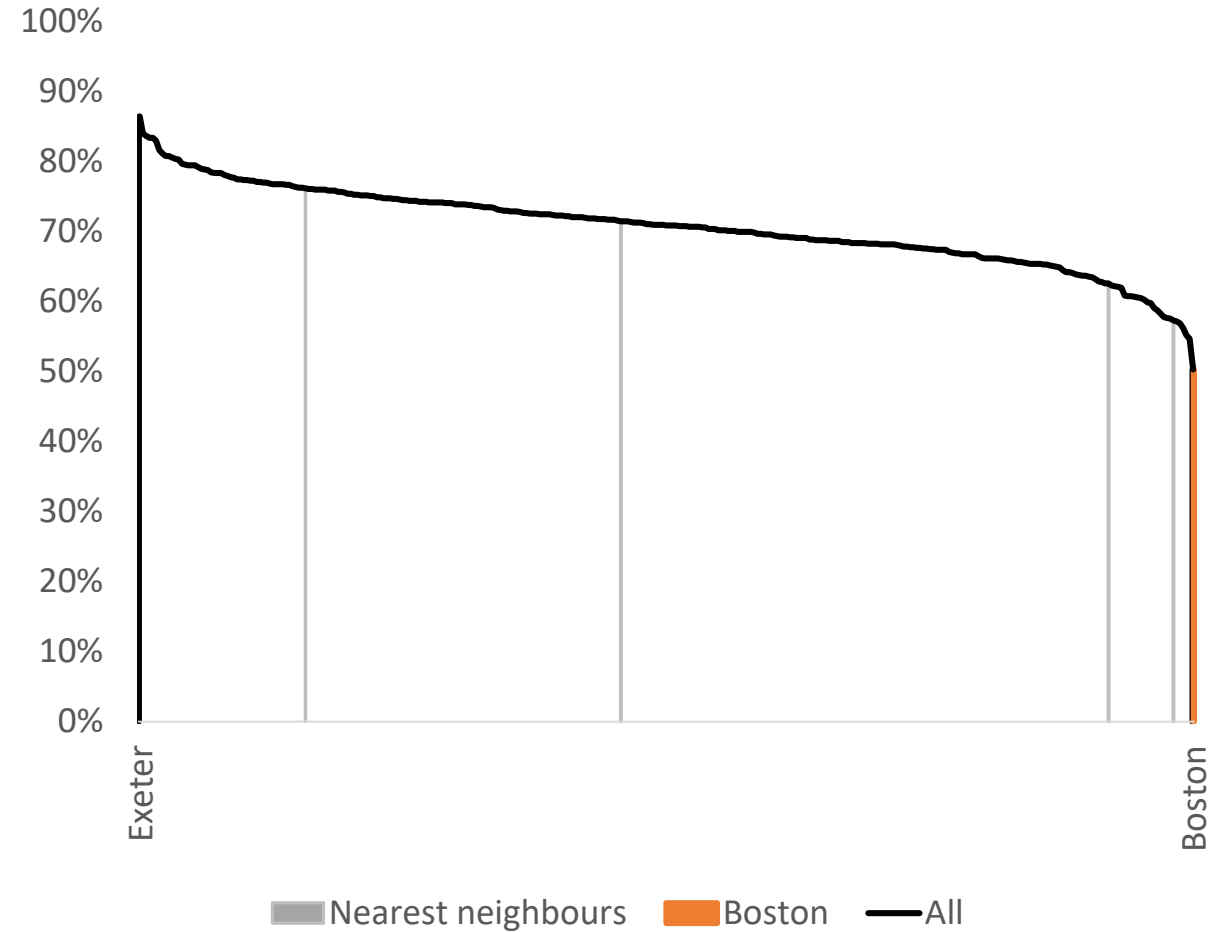
- Gardening reduces (**improves**) **inactivity** in those aged 35-54 by 4.5pp, suggesting **more** of an impact than the England average (2.8pp). No data for gardening available for other age groups

Physical activity behaviour compared to peers

Inactive - NS SeC 1-2



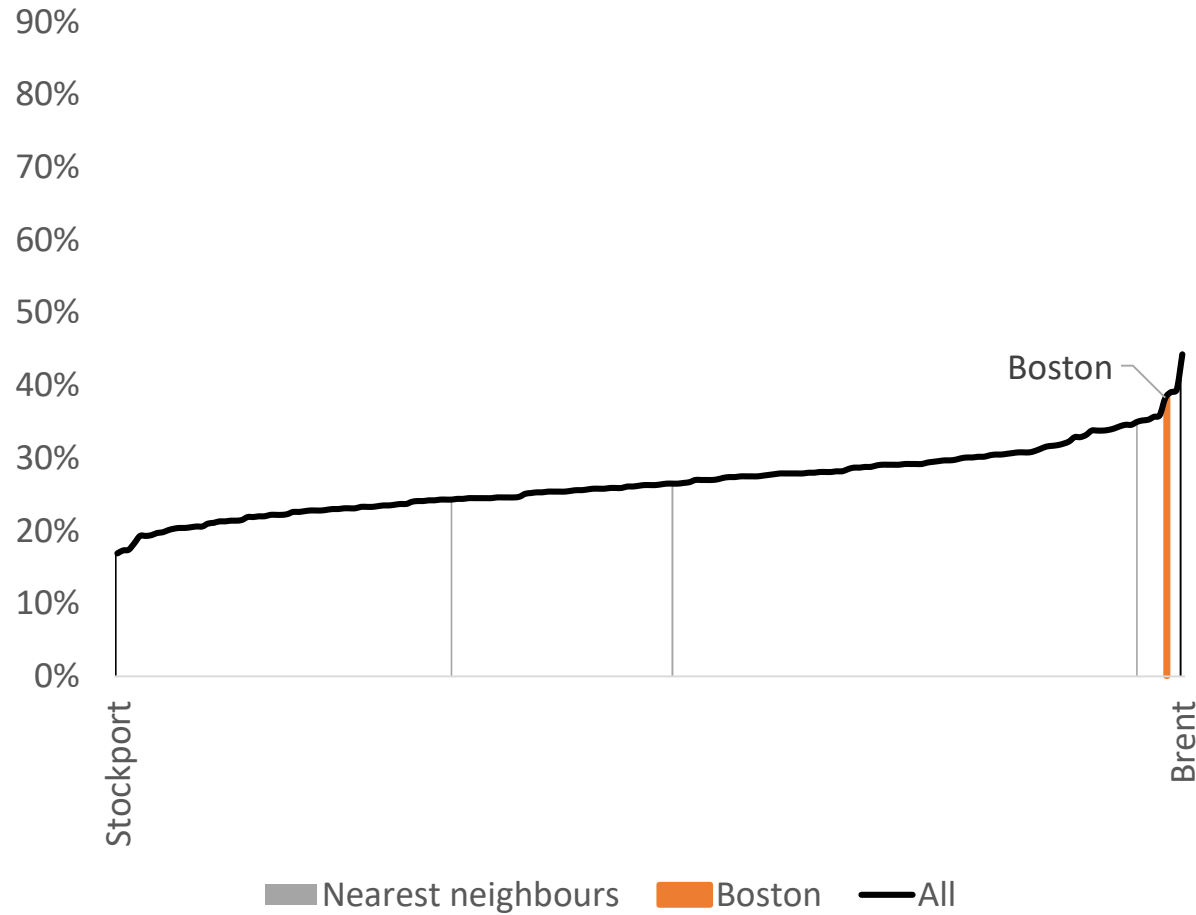
Active - NS SeC 1-2



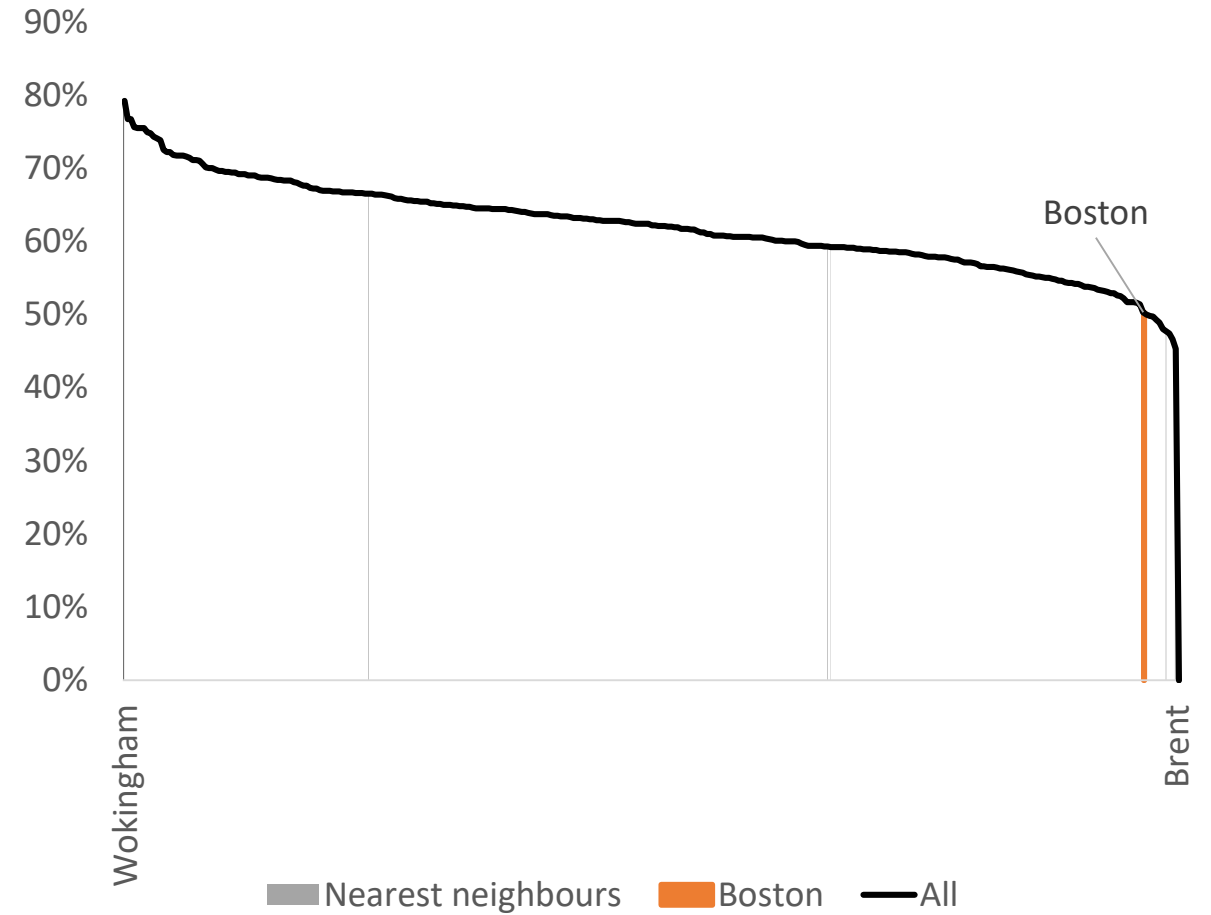
Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16-74, excluding gardening

Physical activity behaviour compared to peers

Inactive - NS SeC 3-5



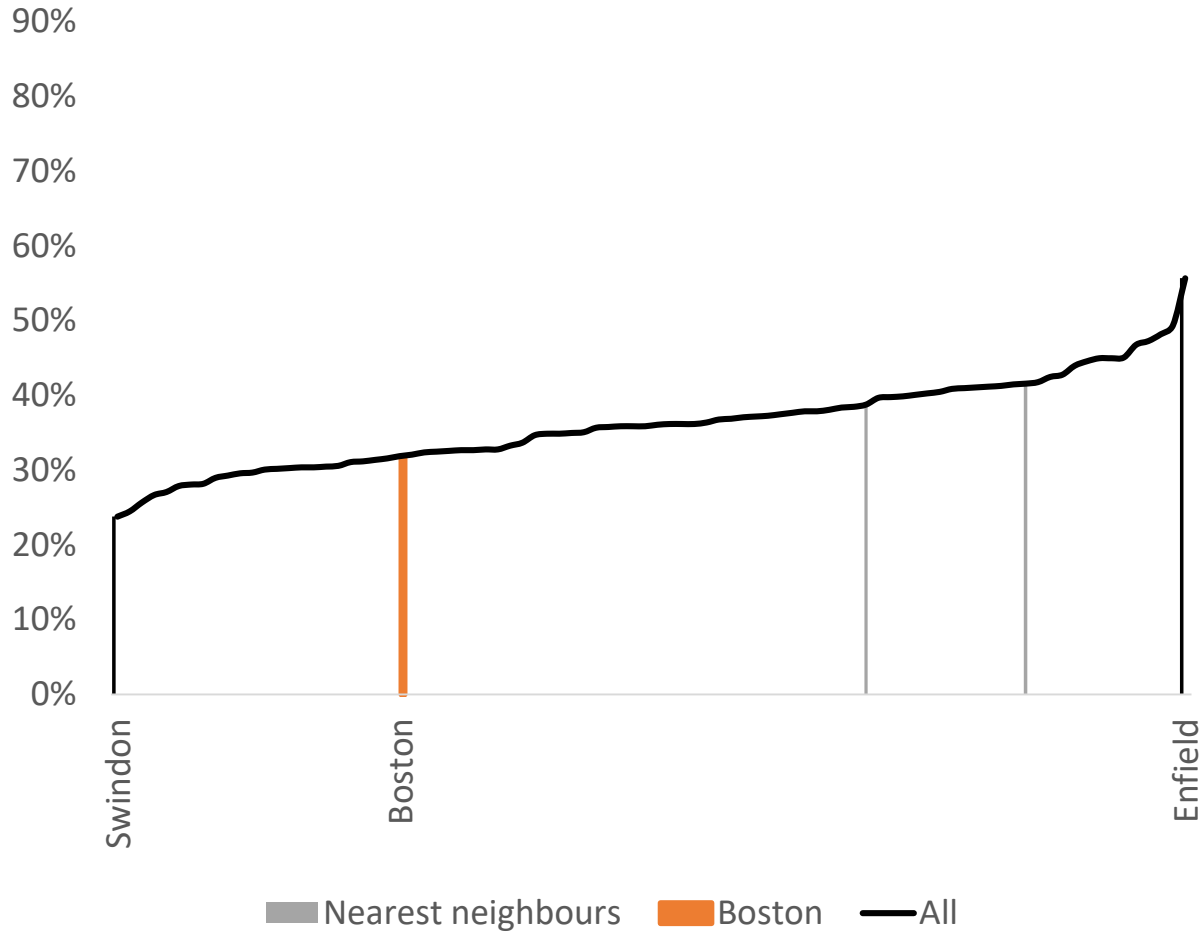
Active - NS SeC 3-5



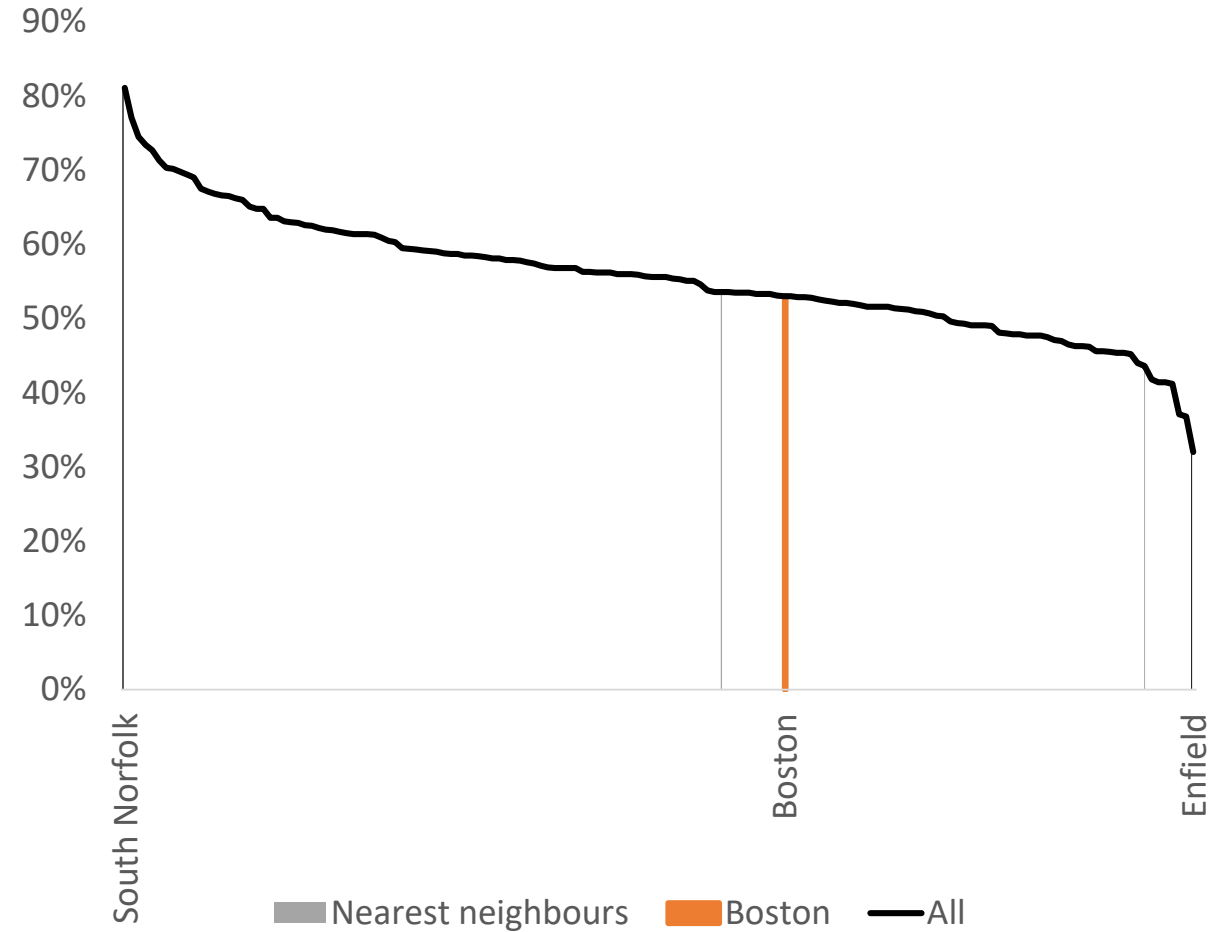
Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16-74, excluding gardening

Physical activity behaviour compared to peers

Inactive - NS SeC 6-8



Active - NS SeC 6-8



Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16-74, excluding gardening

Physical activity behaviour summary

NS SeC 1-2

- Boston **inactive** proportion (32.3%) is much higher (**worse**) than both England (16.8%) and Lincolnshire (21.2%)
- The **active** proportion (50.3%) is much lower (**worse**) than both England (71.0%) and Lincolnshire (65.4%)
- The **inactive** population has significantly increased (**worsened**) from 20.1% (Nov 15/16) to 32.3%
- When compared to all other districts across England Boston is the **worst** LA for both **inactive** and **active**

NS SeC 3-5

- Boston **inactive** proportion (38.3%) is much higher (**worse**) than both England (24.8%) and Lincolnshire (25.9%)
- The **active** proportion (50.3%) is much lower (**worse**) than both England (61.4%) and Lincolnshire (60.1%)
- The **inactive** population has increased (**worsened**) from 36.0% (Nov 15/16) to 38.3%
- When compared to nearest neighbours Boston is ranked **4th** of 4 for **inactive** and **4th** of 5 for **active**, almost the worst district in England

NS SeC 6-8

- Boston **inactive** proportion (31.9%) is lower (**better**) than both England (33.4%) and Lincolnshire (34.8%)
- The **active** proportion (53.0%) is lower (**worse**) than England (54.0%) and higher (**better**) than Lincolnshire (51.9%)
- The **inactive** population has decreased (**improved**) from 37.8% (Nov 15/16) to 31.9%
- When compared to nearest neighbours Boston is ranked **1st** of 3 for **inactive** and **2nd** of 3 for **active**

Inequality gap

- Boston Ns SeC 6-8 proportions for **inactive** and **active** are **better** than those for both NS SeC 1-2 and 3-5. For both England and Lincolnshire there is a considerable gap between NS Sec 1-2 and NS SeC 6-8 in favour of NS SeC 1-2

Gardening

- Gardening reduces (**improves**) **inactivity** in those in NS NeC 3-5 by 10.6pp, suggesting much **more** of an impact than the England average (3.8pp) and (**improves**) **inactivity** in those in NS NeC 6-8 by 6.5pp, again suggesting **more** of an impact than the England average (5.4pp)

Sport and activities

How we measure sport and physical activity

THE PAST... ANY SPORT

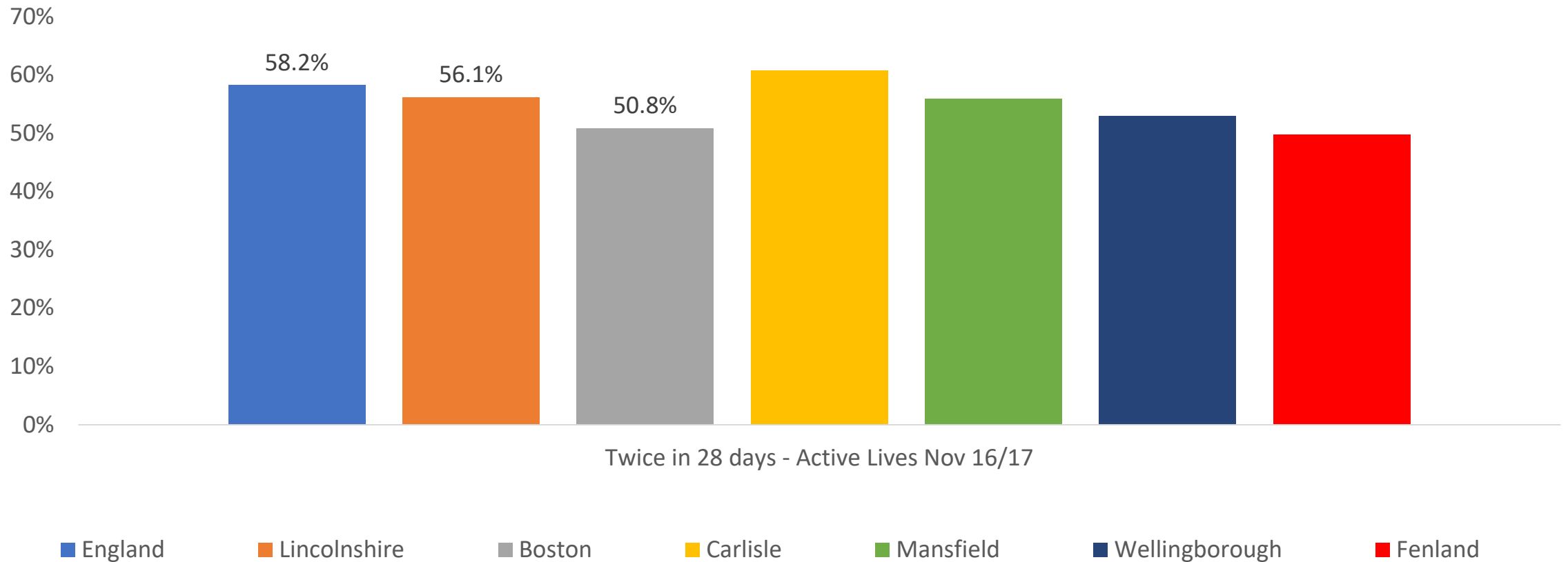
- % of people doing at least one session of sport , at any intensity (including light intensity sports) and for any duration in the last 28 days
- **Higher is better**
- 10 years of data

NOW... TWICE A MONTH

- % of people doing the equivalent of 30 mins of sport and physical activity at least twice in 28 days.
- Duration of activity: Bouts of at least 10 mins of at least moderate intensity adding to total of 60 mins
- **Higher is better**
- 2 years of data

Participation in walking

All walking - compared to nearest neighbours



Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Sports participation summary

- Cycling for leisure and sport participation (19.6%) is **higher** than both England and Lincolnshire and ranked **1st** of 5 nearest neighbours. Historical APS trends however suggest a decline in cycling and at a much faster rate than for England and Lincolnshire
- Swimming participation (7.4%) is **lower** than England and Lincolnshire and ranked **4th** of 5 nearest neighbours. Historical APS trends suggest a decline in swimming at a slower rate than England and Lincolnshire
- All walking participation (50.8%) is **lower** than England and Lincolnshire and ranked **4th** of 5 nearest neighbours
- Active travel (30.1%) is **lower** than both England and Lincolnshire and ranked **3rd** of 5 nearest neighbours

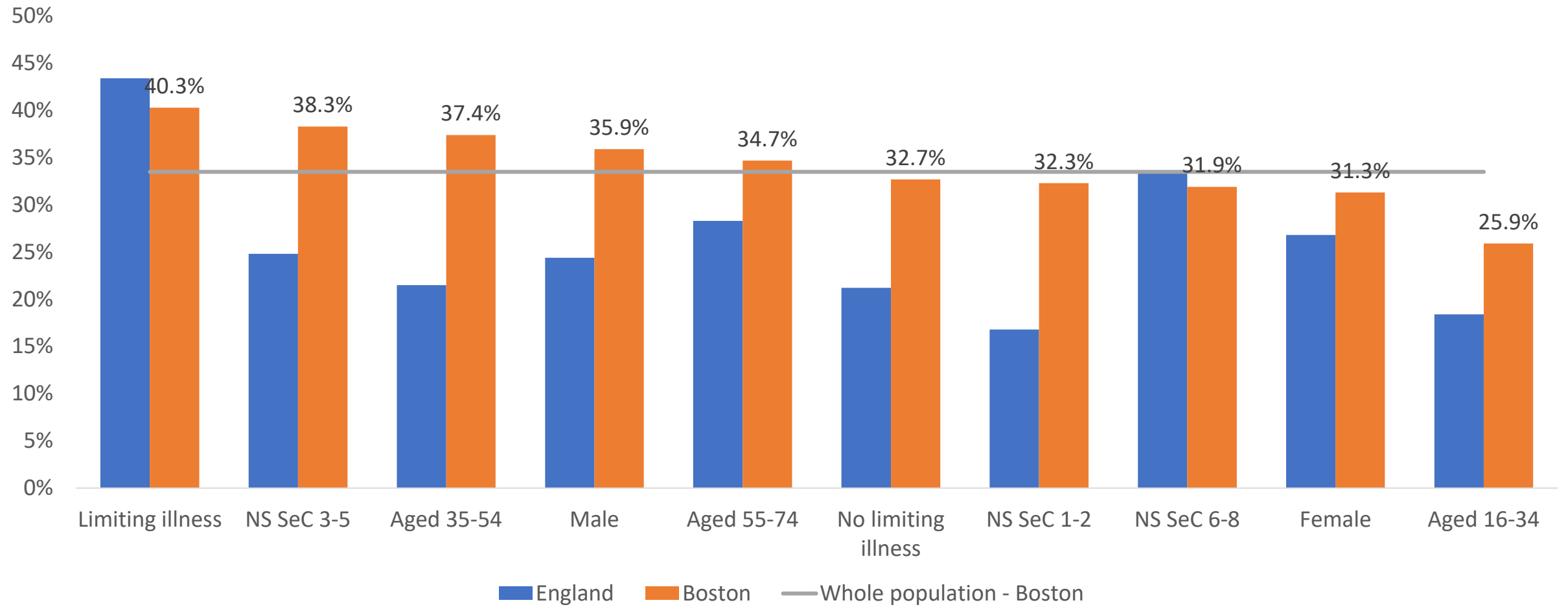
When compared to England and Lincolnshire, additional historical APS trend data suggests:

- Participation in individual and outdoor sports are **decreasing** at a **faster** rate
- Participation in indoor and sports hall/swimming pool based activities are **decreasing** at a **similar** rate
- A **decrease** in those participating in flexible location activities compared to an **increase**

Overall summary

Percentage of inactivity by demographic groups

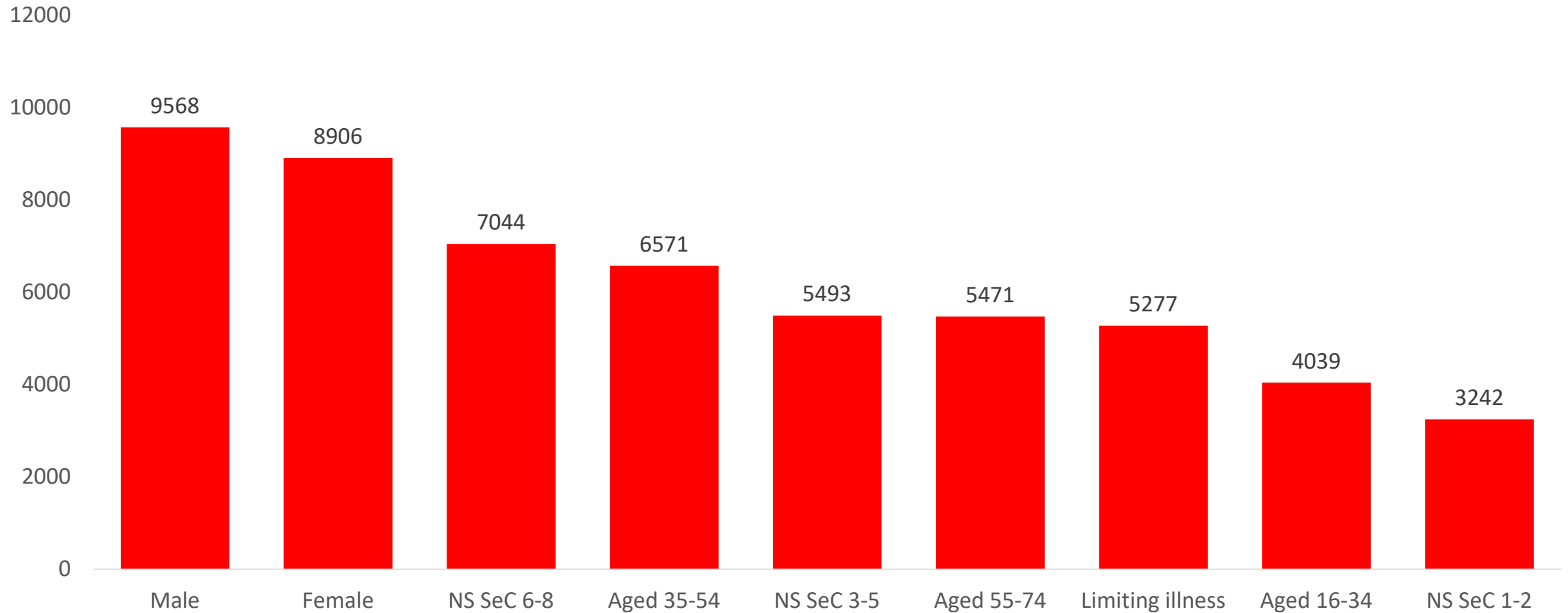
Proportion of people classed as inactive



Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Number of inactive people by demographic groups

Number of people classed as inactive by demographic group



Source: Sport England, Active Lives, Nov 16 to Nov 17, 16+, excluding gardening, ONS 2016 Population Projections, Census 2011

Groups in greatest need?

Ages 35-54 – third highest proportion inactive for Boston equating to an estimated 6571 inactive people in this age group. Inactive proportion considerably worse when compared to last year and one of the worst districts in England for inactive and active

NS SeC groups – whilst NS SeC 1-2 currently has the worst inactive and active proportions of any district in England and **NS SeC 3-5** is also very poor compared to other districts there are still more inactive people (estimated 7044) from **NS Sec groups 6-8** in Boston

Note – there have been large changes in inactive and active proportions between Nov 15/16 and Nov 16/17 across a number of demographic groups within Boston. Whilst we would expect fluctuations due to the smaller sample sizes it will be important to review Nov 17/Nov 18 data when this available to see what trend data is suggesting amongst the demographic groups

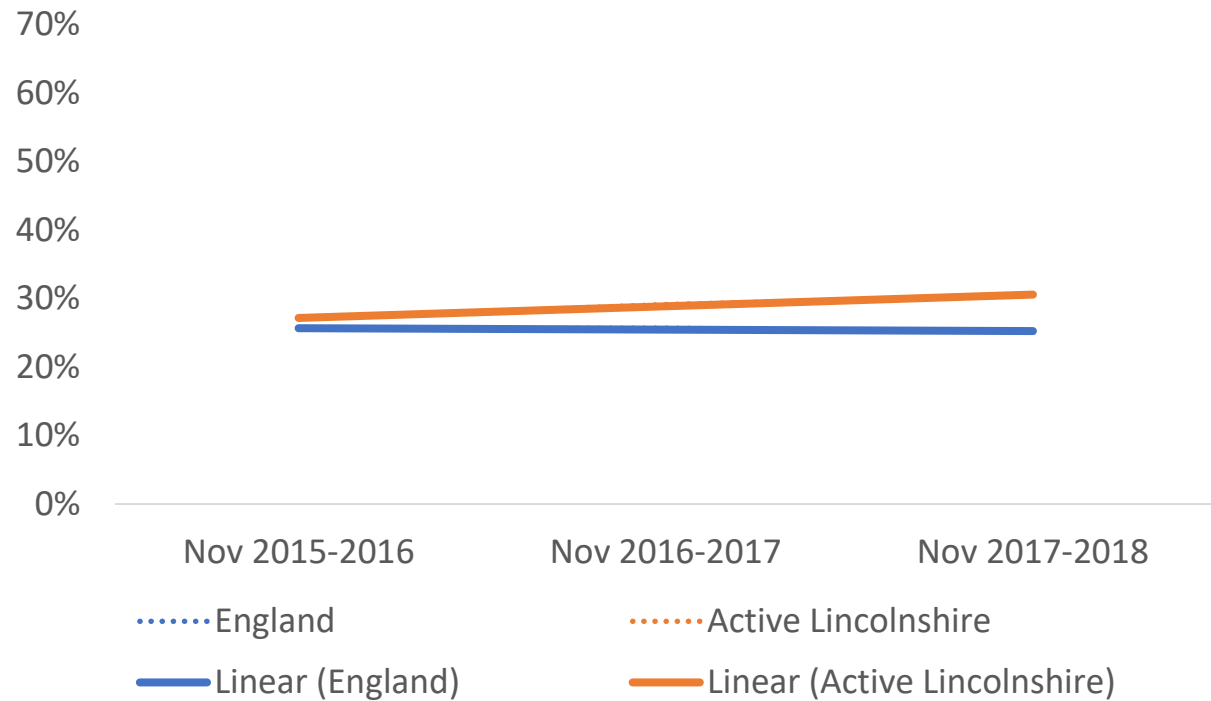
What to think about next?

- **Is there local data that can help understand the users of different types of activities better? Leisure centre usage data, programme data, club data etc?**
- **What implications does this evidence have for local action planning, programming and offer design and investment?**
- **Where can we find the groups that might be in greater need? How do we reach them?**
- What local organisations can help reach inactive people from the groups that are in greater need in the communities that are likely to have more inactive people?
- What do we know about these groups in the communities that they live? In terms of being able to understand and change their physical activity behaviour?
- Is there anything else we need to know about the local population breakdown (eg IMD, car ownership, lone parent households etc)?
- What do we know about the asset/supply base of some of the communities with more inactive people?

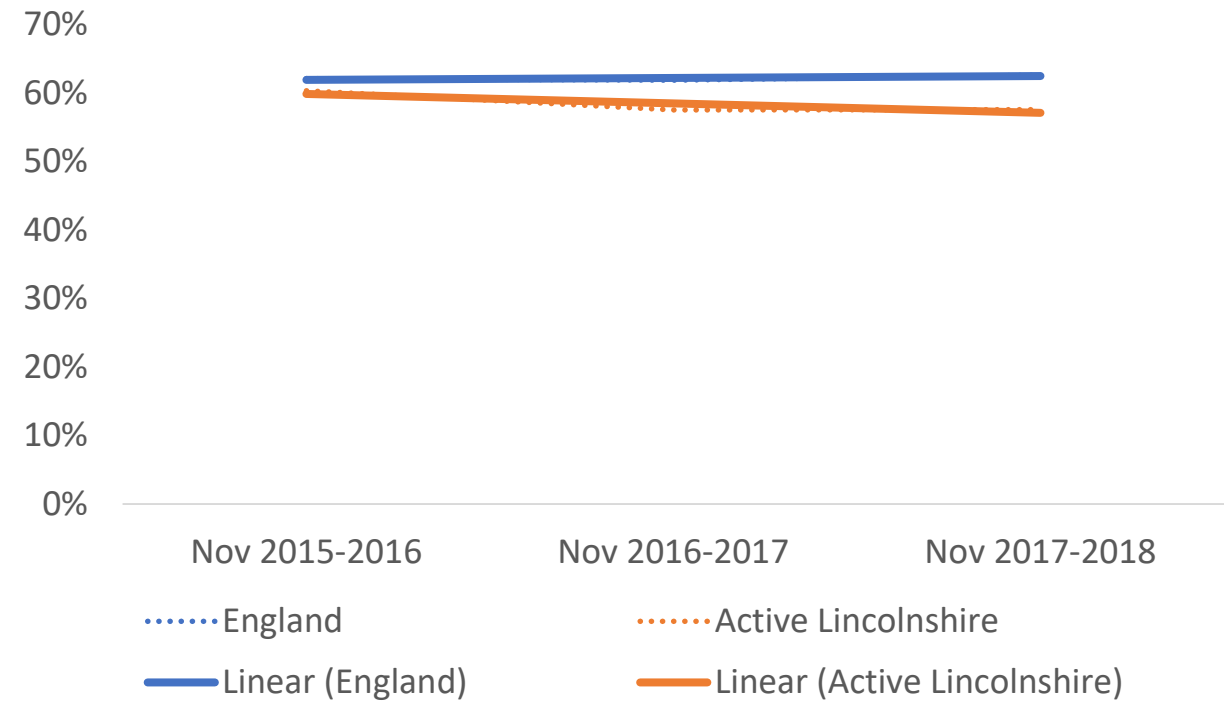
Physical activity behaviour trends

Nationally there has been a significant change in activity levels in the last 12 months, inactive figures have decreased by 0.6pp and active figures have increased by 0.8pp. Active Lincolnshire has seen an increase in inactivity of 1.3pp, no change in active levels and a reduction of 1.4pp in fairly active levels. These changes are not significant.

Inactive



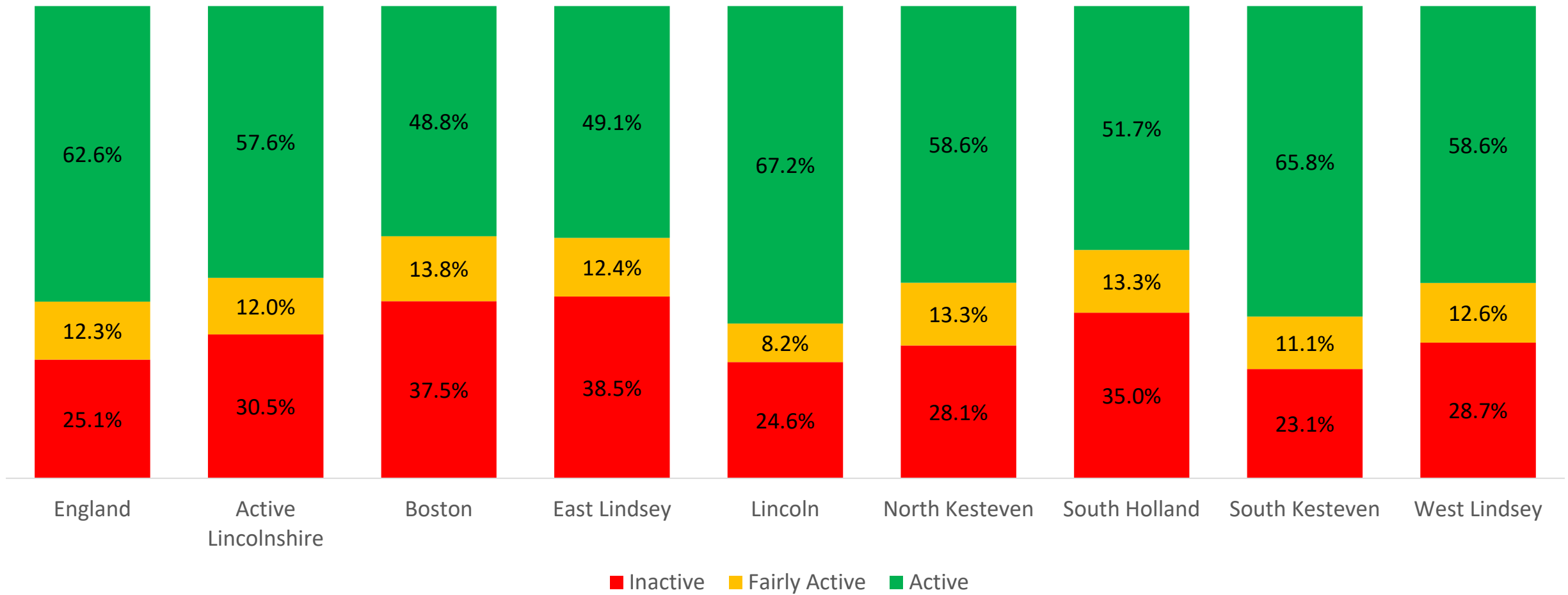
Active



Source: Sport England, Active Lives, Nov 15 to Nov 18, age 16+, excluding gardening

Sport and physical activity levels by local authority

Nov 2017-2018



Source: Sport England, Active Lives, Nov 17 to Nov 18, age 16+, excluding gardening