



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

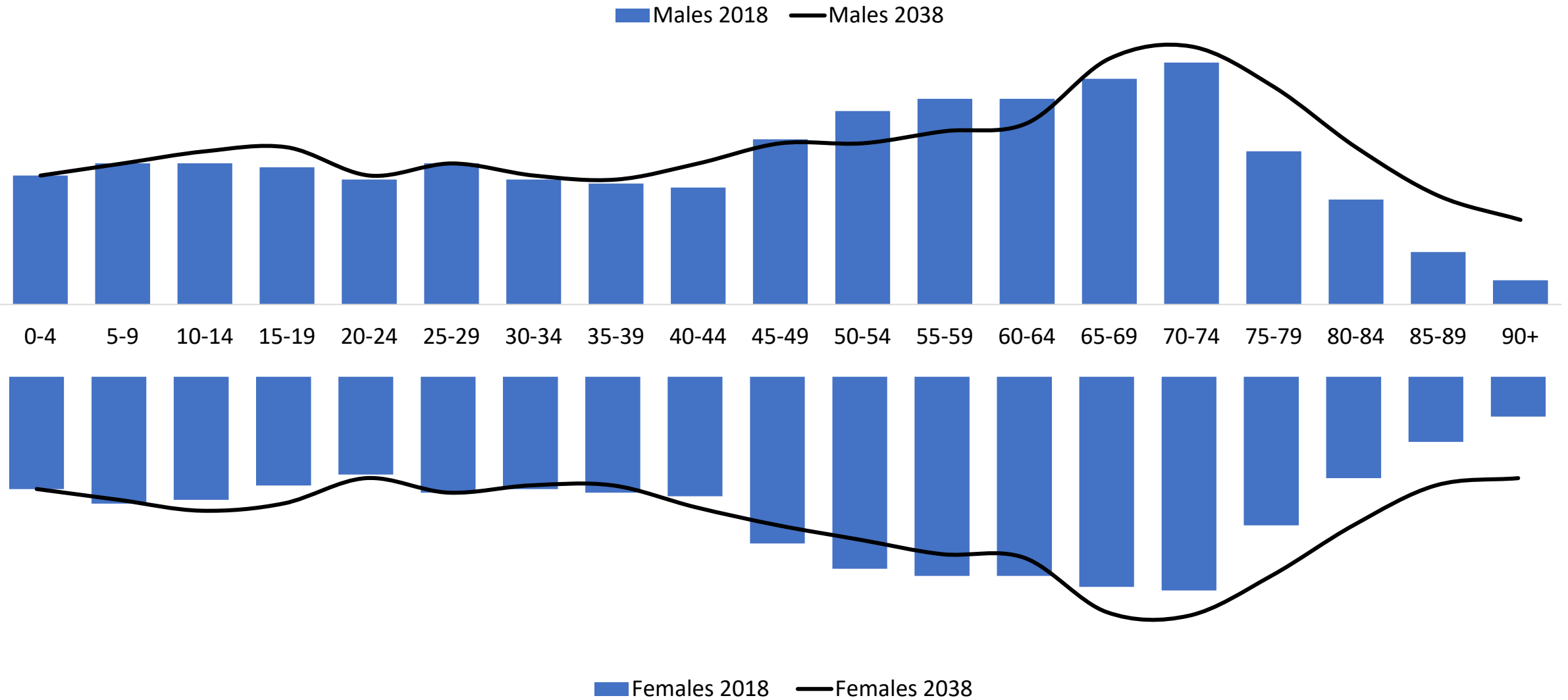
Other things to consider

Key demographics

Population Breakdown

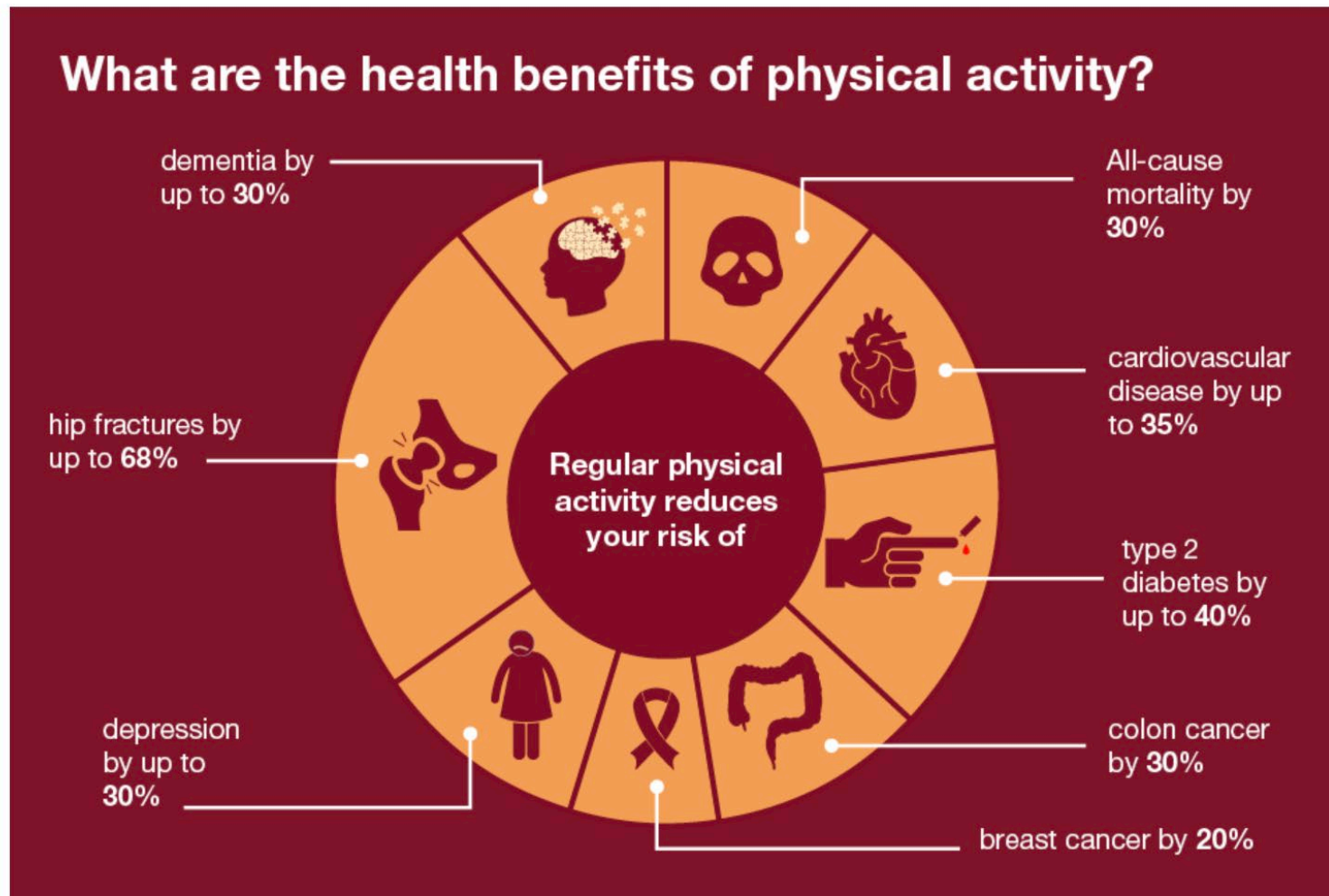
POPULATION DEMOGRAPHICS	England	Lincolnshire	East Lindsey
Male	49.2%	48.7%	48.7%
Female	50.8%	51.3%	51.3%
Not limited	82.4%	79.6%	74.0%
Limited a lot/a little	17.6%	20.4%	26.0%
0-15 years	18.9%	17.1%	15.4%
16-34 years	25.4%	21.3%	17.4%
35-54 years	27.8%	27.1%	25.2%
55-74 years	20.2%	25.0%	30.7%
75+ years	7.7%	9.5%	11.4%
NS SEC 1-2	31.3%	27.6%	24.4%
NS SEC 3-5	29.1%	31.2%	33.5%
NS SEC 6-8	30.6%	34.5%	37.2%
Unclassified	9.0%	6.7%	5.0%
White British	85.4%	97.6%	98.5%
BME	14.6%	2.4%	1.9%

Estimated population growth



Health and disease information

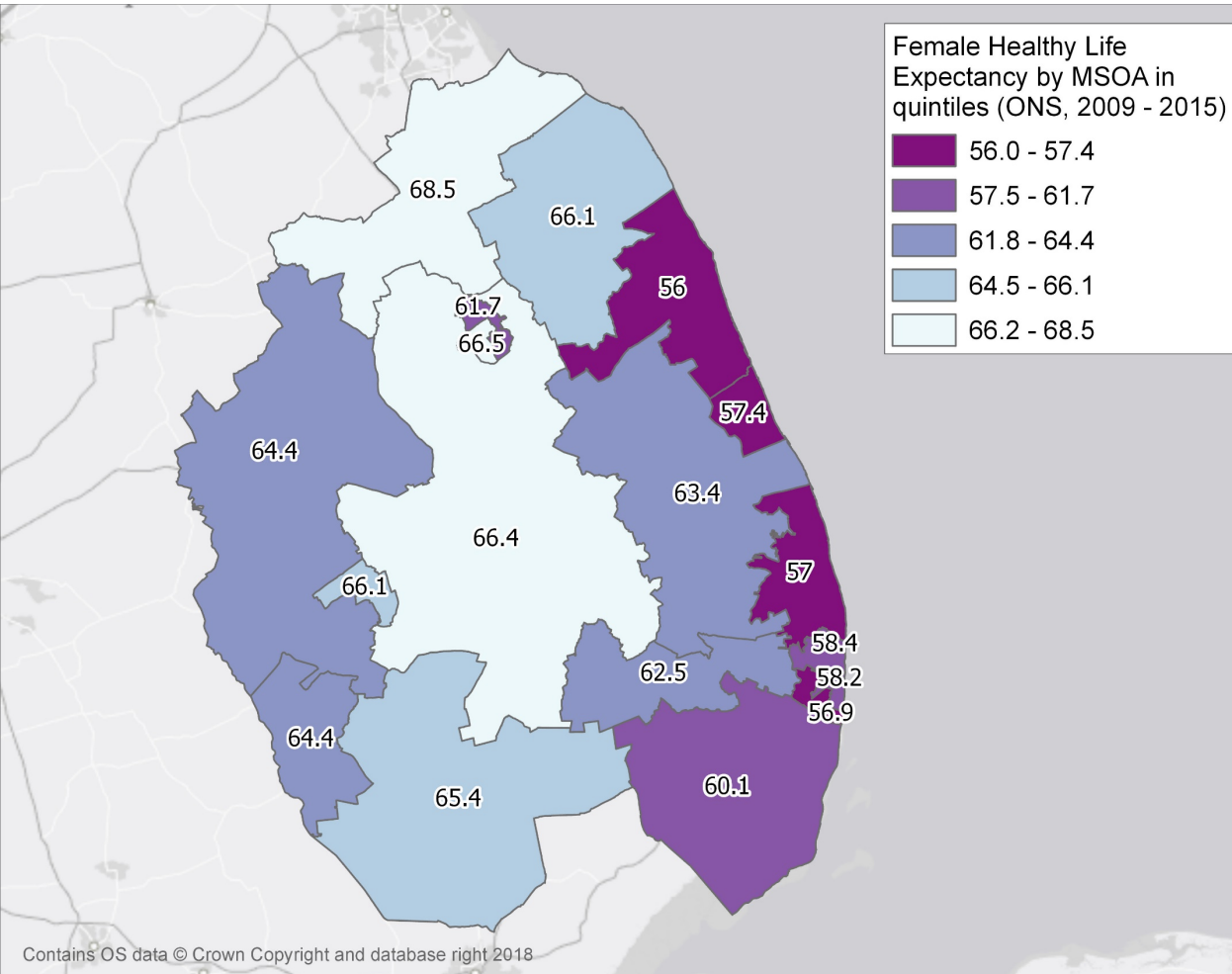
Health benefits of physical activity



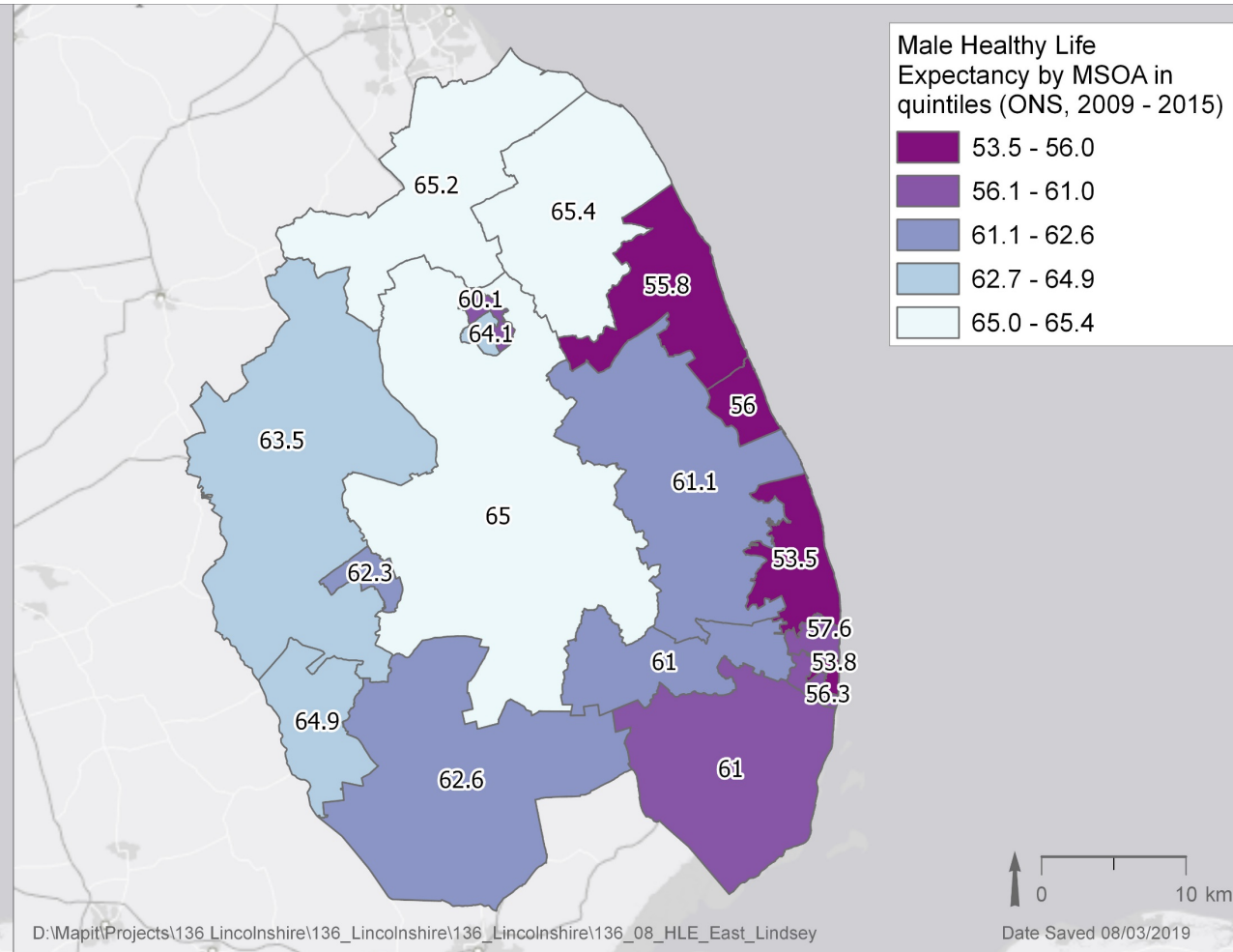
Source: PHE Health matters: Getting every adult active every day

Healthy life expectancy by MSOA

Female



Male



The financial impact of physical inactivity - East Lindsey

HEALTH COSTS OF PHYSICAL INACTIVITY



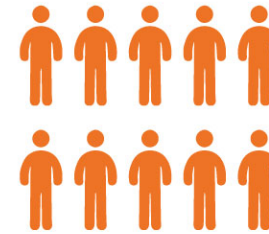
1 YEAR

£3,116,784



5 YEARS

£15,583,918



COST PER 100,000
POPULATION

£2,117,483

DISEASE CATEGORY BREAKDOWN COST PER YEAR

BREAST
CANCER

£207,548

CANCER
LOWER GI

e.g. bowel cancer

£370,406

CEREBROVASCULAR
DISEASE

e.g. stroke

£418,812

DIABETES

£461,894

CORONARY
HEART DISEASE

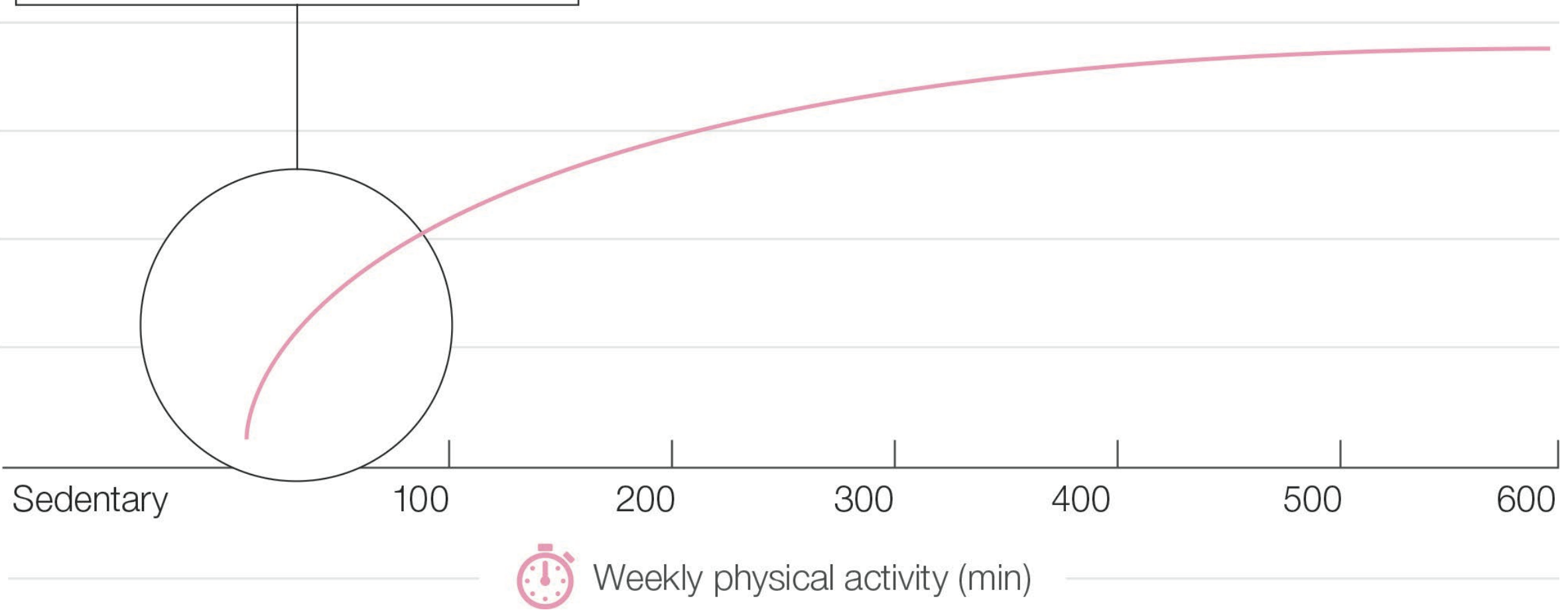
£1,658,123

Health benefits of physical activity

AREA OF HIGHEST IMPACT



Health benefits

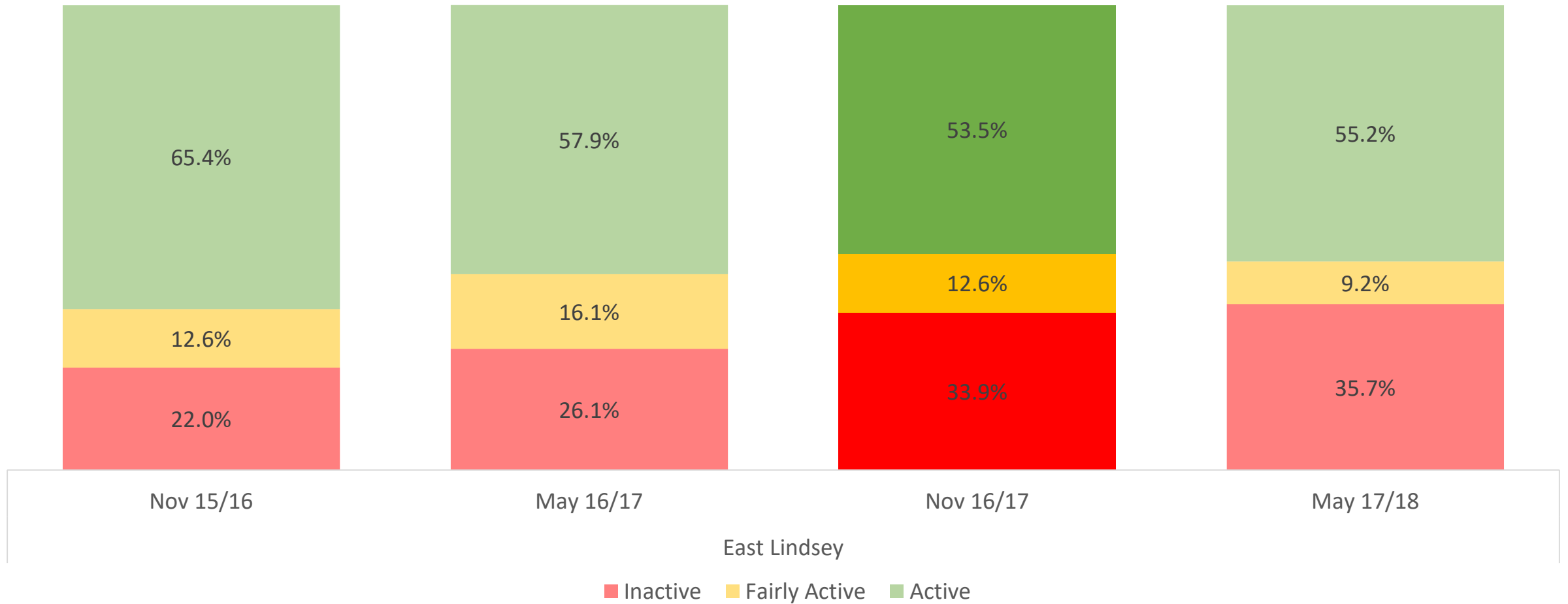


Source: The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation

Physical activity behaviour

Physical activity behaviour over time

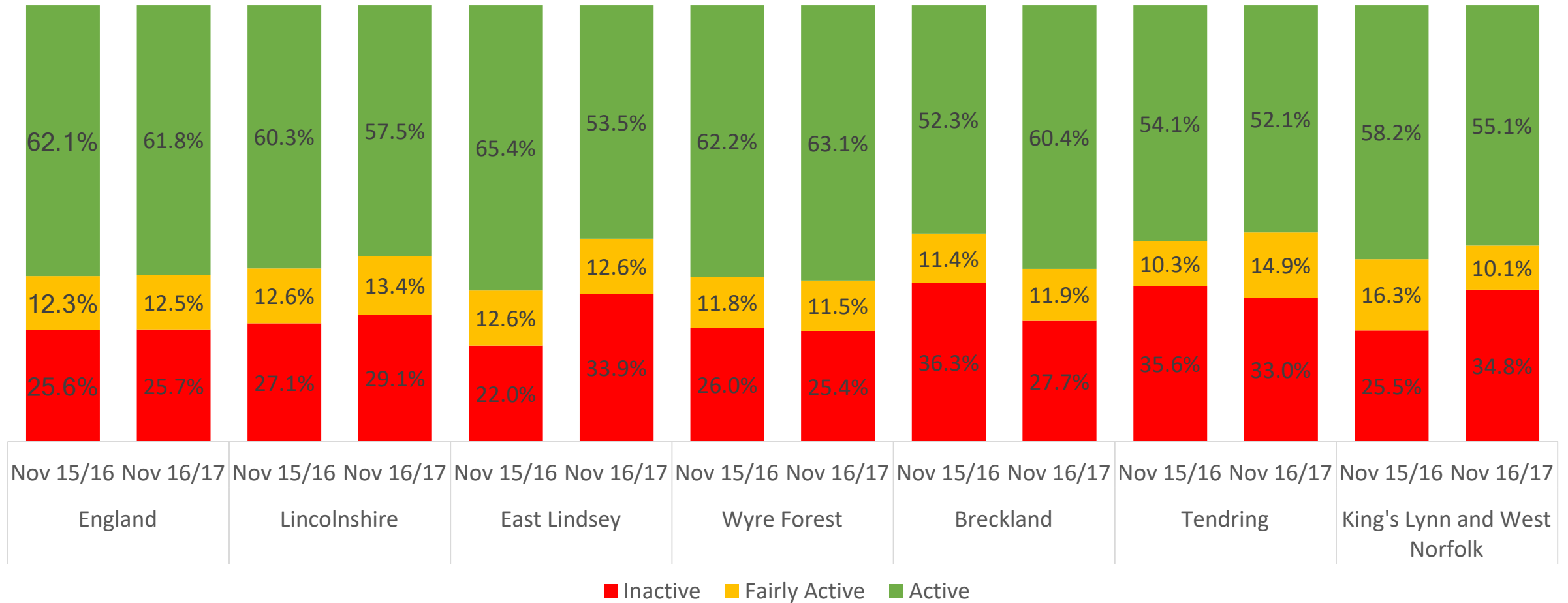
Whole population (16+)



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

Physical activity behaviour compared to nearest neighbours

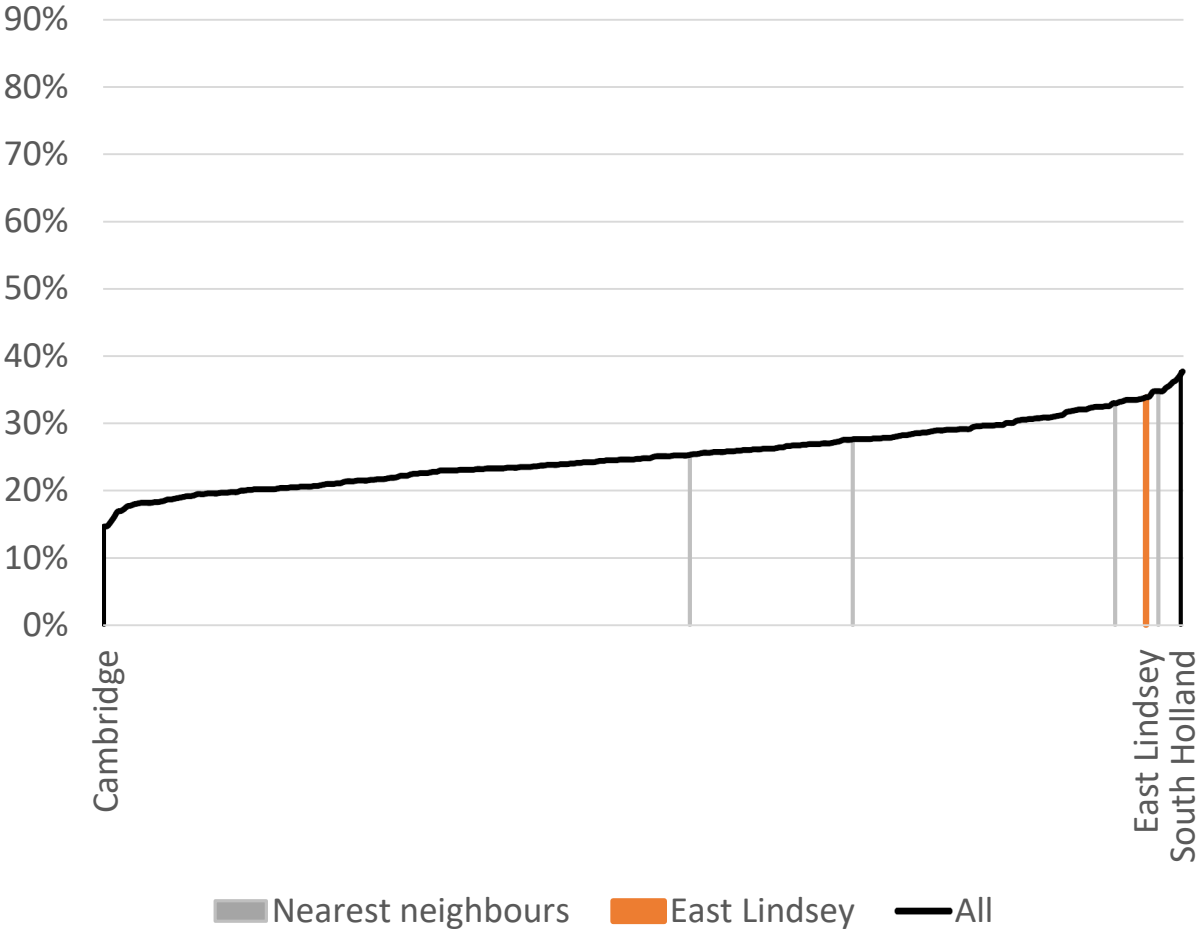
Whole population (16+)



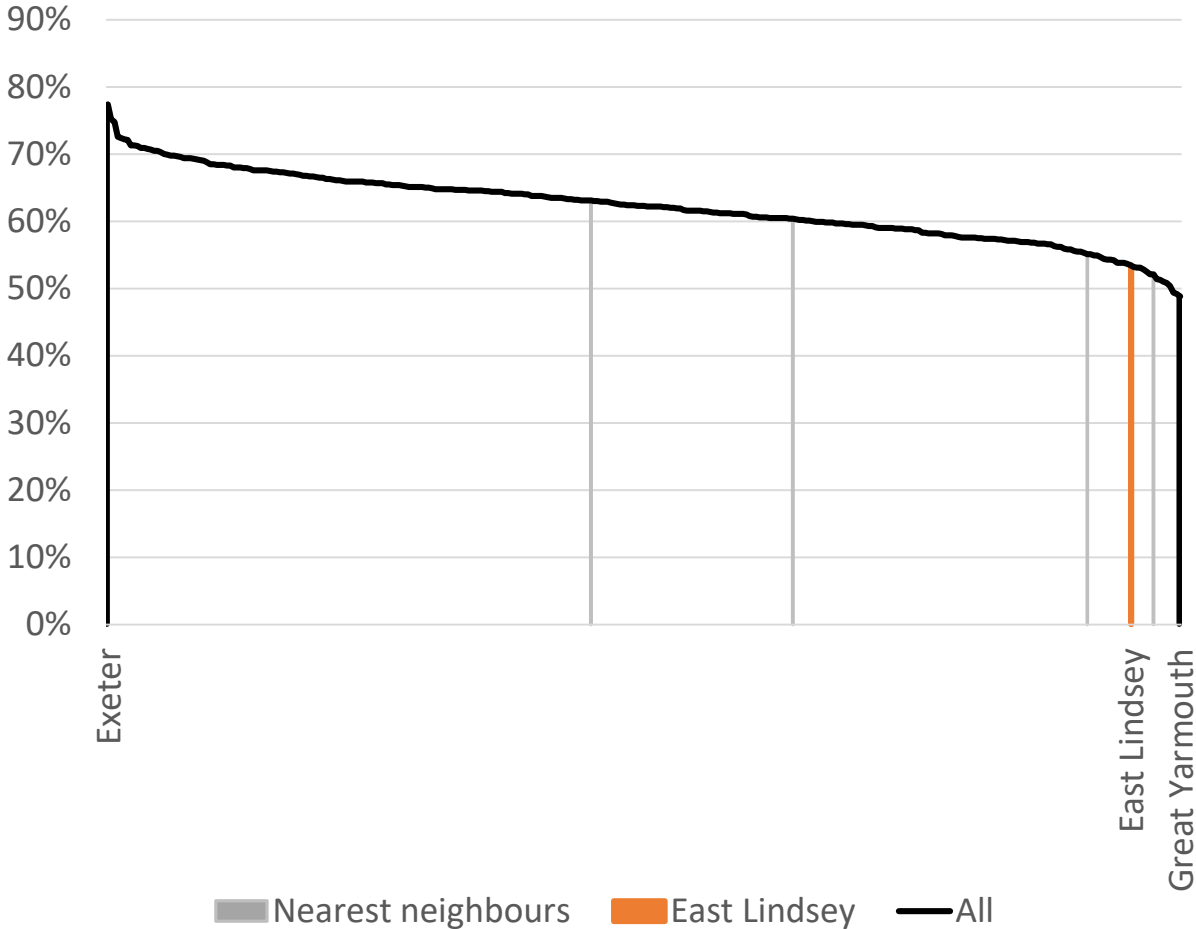
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Physical activity behaviour compared to peers

Inactive - Whole population



Active - Whole population

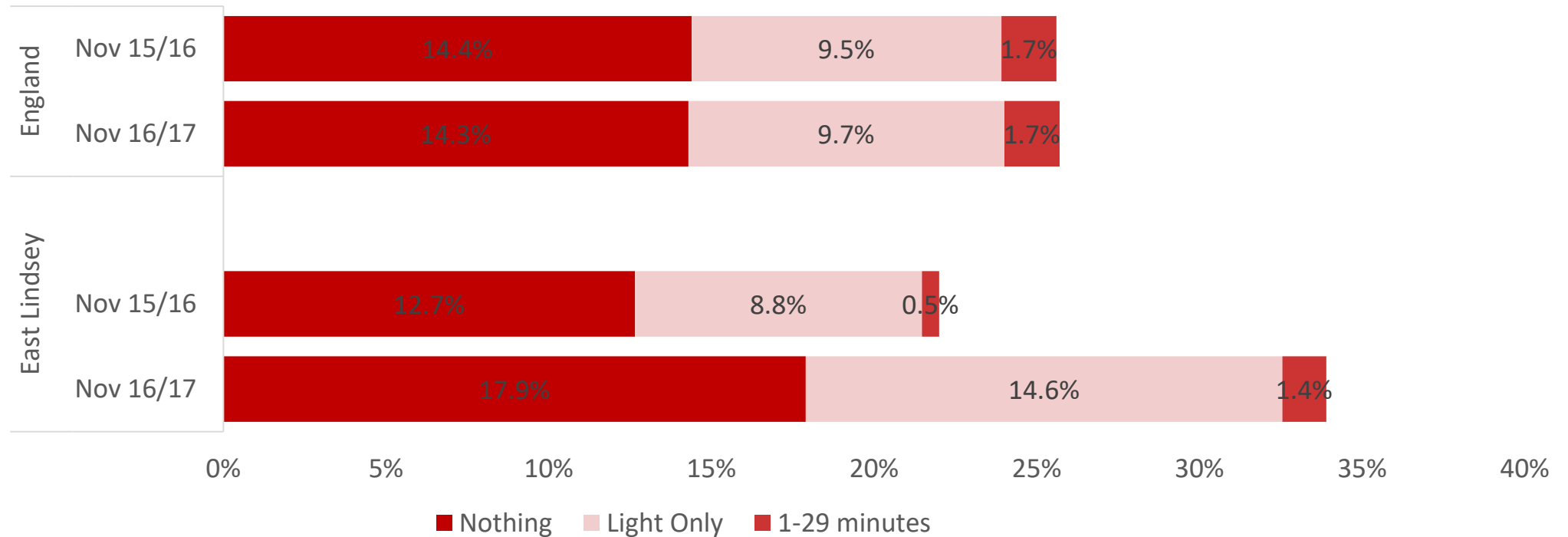


Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Breakdown of inactive behaviour

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

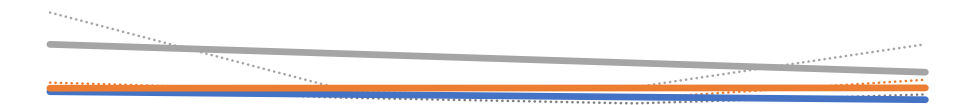
- Those that do NOTHING, i.e. no physical activity at all
- Those that do LIGHT INTENSITY ONLY, i.e. no moderate or vigorous intensity activity
- Those that ONLY ACHIEVE 1-29 MINUTES in a week



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

Historical trends

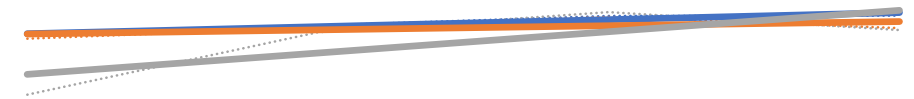
Inactive trend



2012 2013 2014 2015

..... England Lincolnshire
 East Lindsey ——— Linear (England)
 ——— Linear (Lincolnshire) ——— Linear (East Lindsey)

Active trend

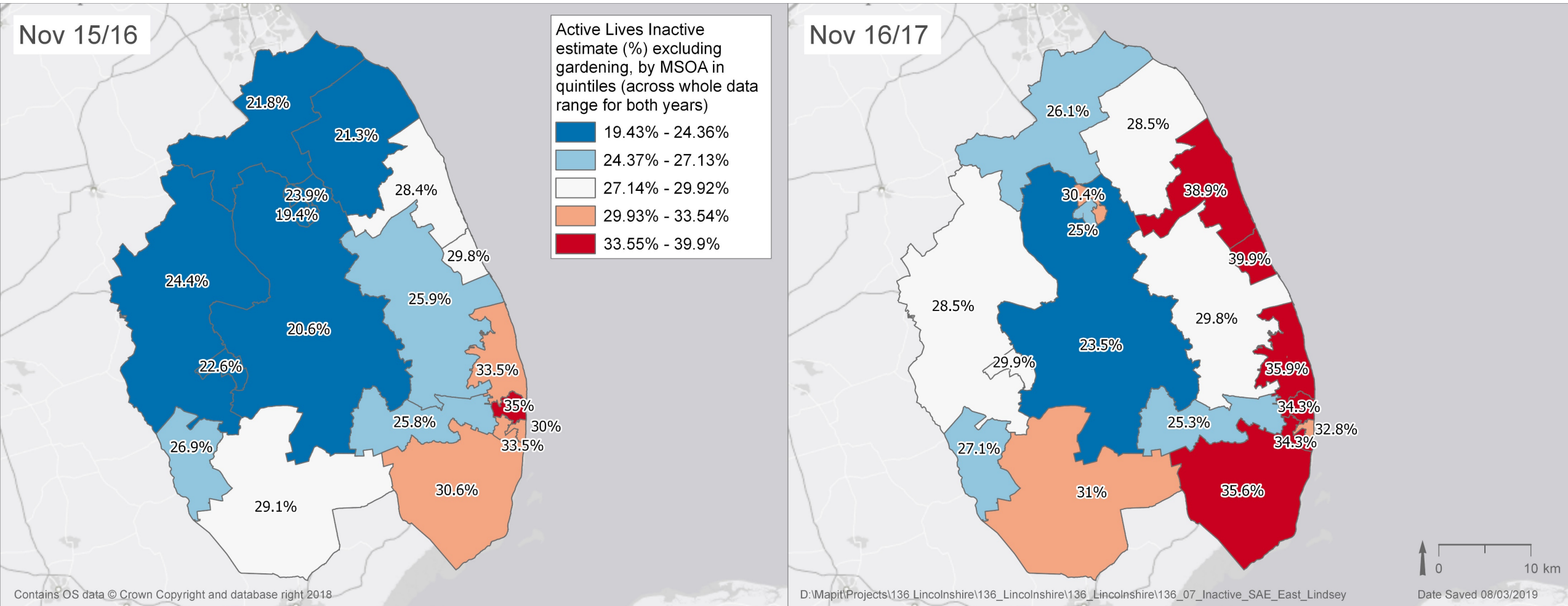


2012 2013 2014 2015

..... England Lincolnshire
 East Lindsey ——— Linear (England)
 ——— Linear (Lincolnshire) ——— Linear (East Lindsey)

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

- East Lindsey inactive proportion (33.9%) is higher (**worse**) than England (25.7%) and Lincolnshire (29.1%)
- It is estimated that there are nearly 40,000 inactive people in East Lindsey
- The inactive population has increased (**worsened**) from 22.0% (Nov 15/16) to 33.9%
- East Lindsey has a **larger** proportion of the population doing 'nothing' or 'light only', and a **smaller** proportion doing '1-29 minutes' than England
- When compared to nearest neighbours East Lindsey is ranked **4th** of 5 for **inactive** and is one of the worst performing districts in England
- Historical trends (APS data) suggest inactive proportion is decreasing (**improving**) quicker than England
- Based on Nov 15/16 data, gardening **reduces** levels of inactivity by 2.9pp, compared to 3.6pp for England

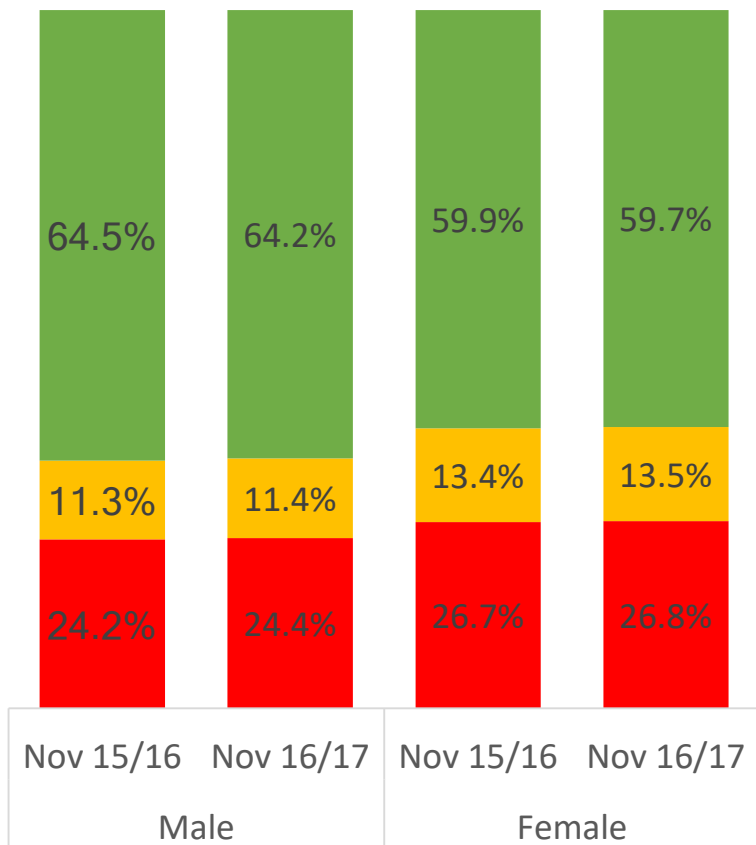
Active

- Active proportion (53.5%) is lower (**worse**) than both England (61.8%) and Lincolnshire (57.5%)
- The active population has decreased (**worsened**) from 65.4% (Nov 15/16) to 53.5%
- When compared to nearest neighbours East Lindsey is ranked **4th** of 5 for **active** and is one of the worst performing districts in England
- Historical trends (APS data) suggest active levels are increasing (**improving**) at a faster rate than England

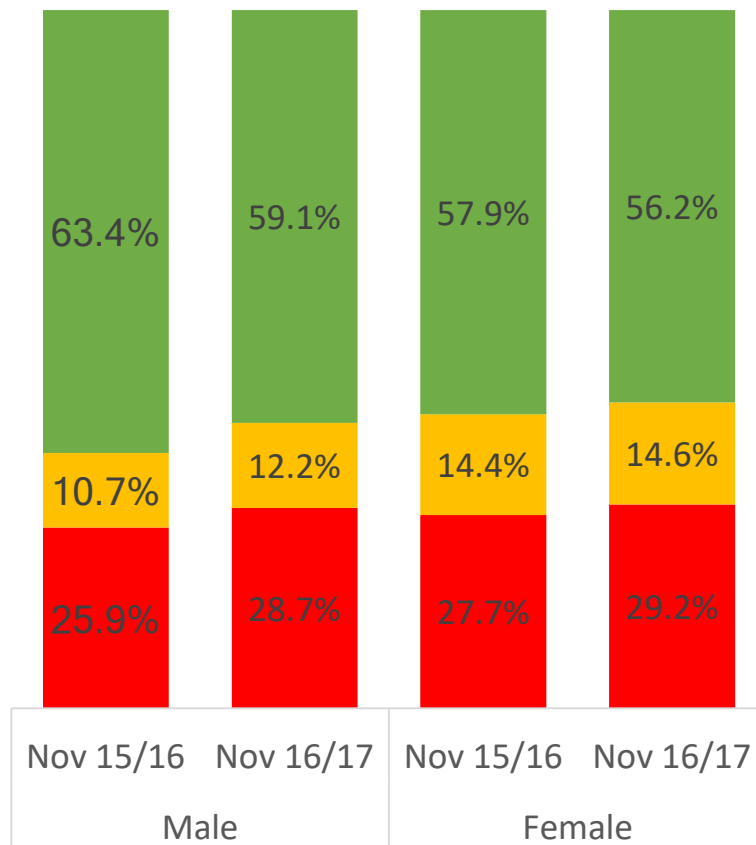
Physical activity behaviour by demographic group

Physical activity behaviour over time

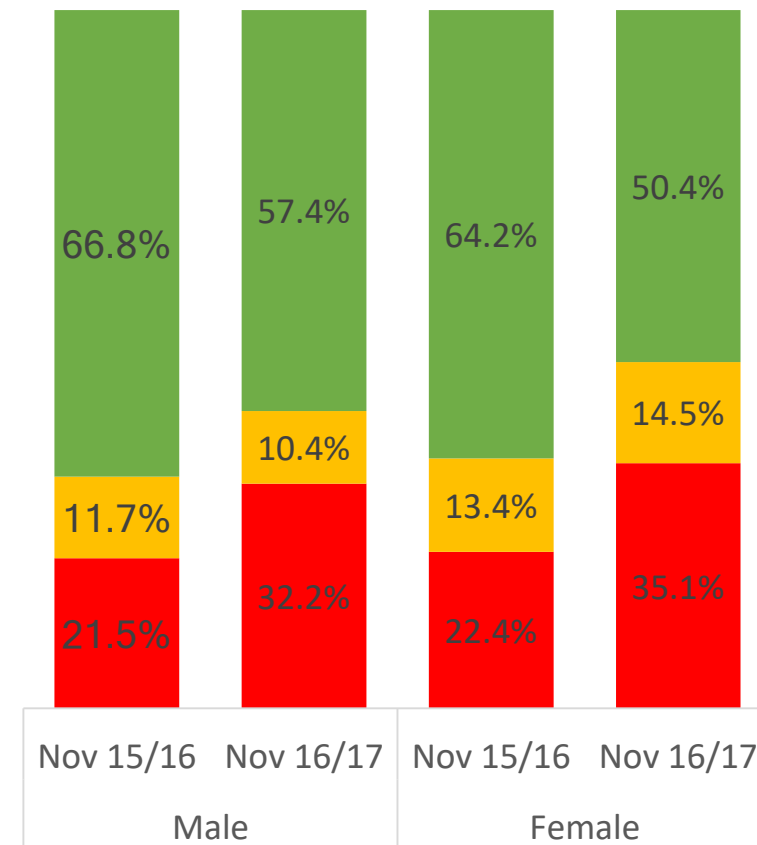
England



Lincolnshire



East Lindsey



■ Inactive ■ Fairly Active ■ Active

■ Inactive ■ Fairly Active ■ Active

■ Inactive ■ Fairly Active ■ Active

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

Male

- East Lindsey **inactive** proportion (32.2%) is higher (**worse**) than both England (24.4%) and Lincolnshire (28.7%)
- The **active** proportion (57.4%) is lower (**worse**) than both England (64.2%) and Lincolnshire (59.1%)
- The **inactive** population has increased considerably (**worsened**) from 21.5% (Nov 15/16) to 32.2%
- When compared to nearest neighbours East Lindsey is ranked **3rd** of 5 for **inactive** and **4th** of 5 for **active**

Female

- East Lindsey **inactive** proportion (35.1%) is higher (**worse**) than both England (26.8%) and Lincolnshire (29.2%)
- The **active** proportion (50.4%) is lower (**worse**) than both England (59.7%) and Lincolnshire (56.2%)
- The **inactive** population has increased considerably (**worsened**) from 22.4% (Nov 15/16) to 35.1%
- When compared to nearest neighbours East Lindsey is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**

Inequality

- The gender **inequality** gap for inactive is 2.9pp compared to 2.4pp for England and 0.5pp for Lincolnshire

Gardening (Nov 15/16 data)

- Gardening reduces (**improves**) **inactivity** in males (3.8pp) and females (2.1pp), suggesting **less** of an impact than the England average (males 4.0pp, females 3.1pp)

No limiting illness

- East Lindsey **inactive** proportion (27.1%) is higher (**worse**) than both England (21.2%) and Lincolnshire (24.2%)
- The **active** proportion (61.5%) is lower (**worse**) than both England (66.4%) and Lincolnshire (61.7%)
- The **inactive** population has increased (**worsened**) from 15.8% (Nov 15/16) to 27.1%
- When compared to nearest neighbours East Lindsey is ranked **4th** of 5 for **inactive** and **3rd** of 5 for **active**

Limiting illness

- East Lindsey **inactive** proportion (54.5%) is higher (**worse**) than both England (43.4%) and Lincolnshire (44.9%)
- The **active** proportion (28.8%) is lower (**worse**) than both England (43.6%) and Lincolnshire (43.2%)
- The **inactive** population has increased (**worsened**) from 44.7% (Nov 15/16) to 54.5%
- When compared to nearest neighbours East Lindsey is ranked **3rd** of 5 for **inactive** and **4th** of 5 for **active**

Inequality

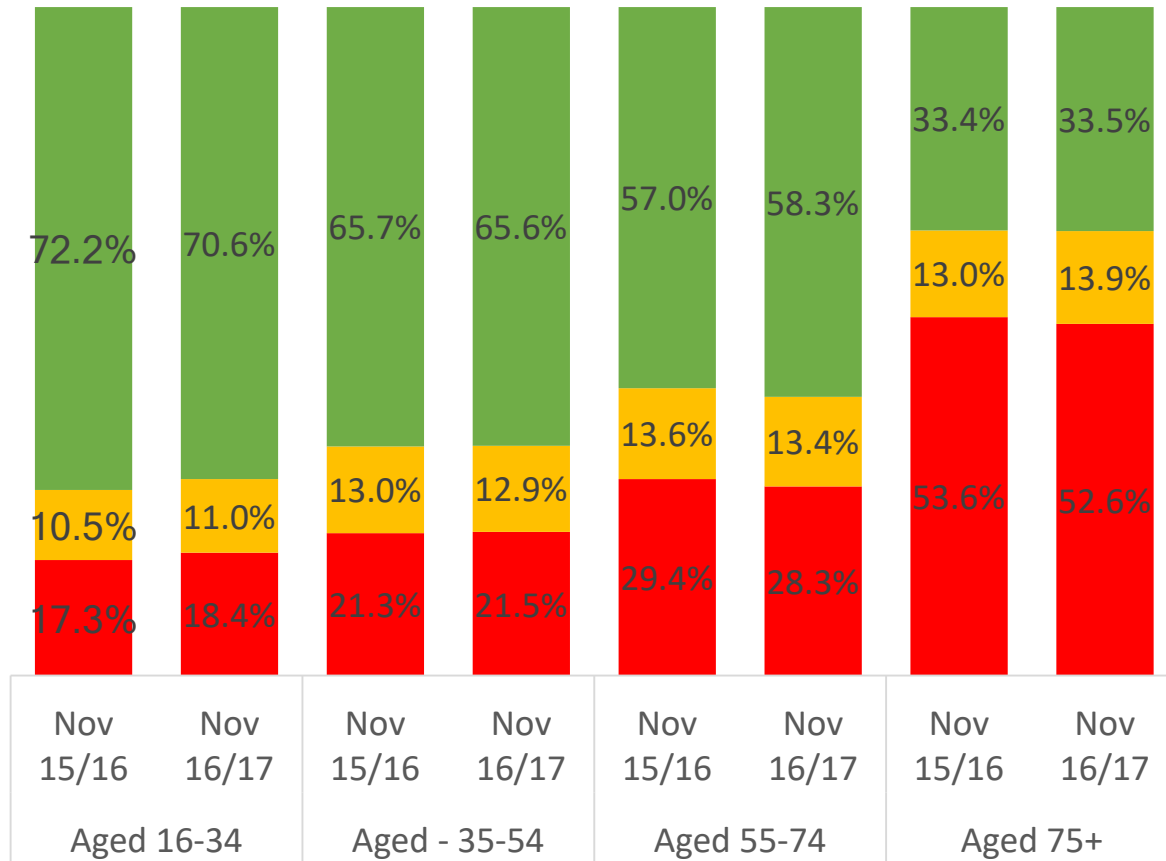
- The limiting illness inequality gap for **inactive** is 27.4pp compared to 22.2pp for England and 20.7pp for Lincolnshire

Gardening (Nov 15/16 data)

- Gardening reduces (**improves**) **inactivity** in those with a limiting illness by 1.6pp, suggesting much **less** of an impact than the England average (7.5pp). It also reduces (**improves**) **inactivity** in those with no limiting illness by 2.6pp, again suggesting **less** of an impact than the England average (3.1pp)

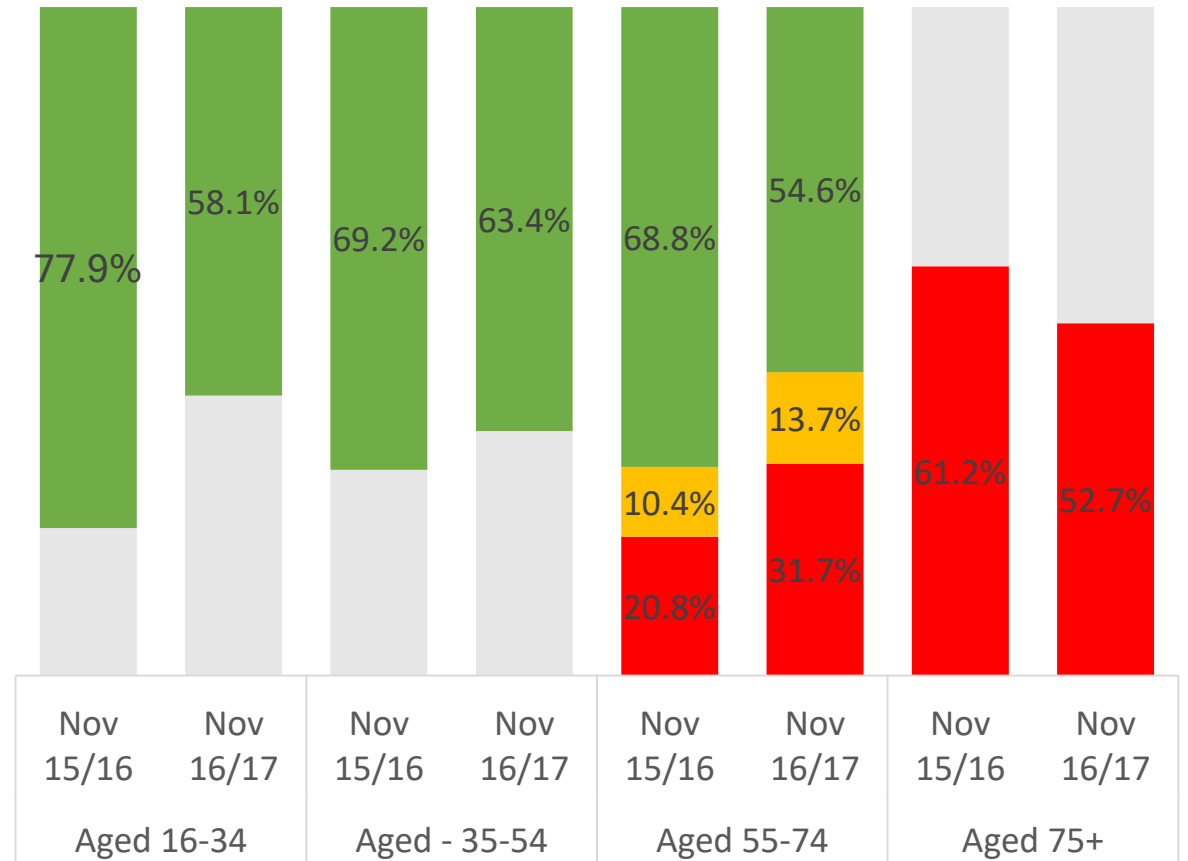
Physical activity behaviour over time

England



■ Inactive ■ Fairly Active ■ Active

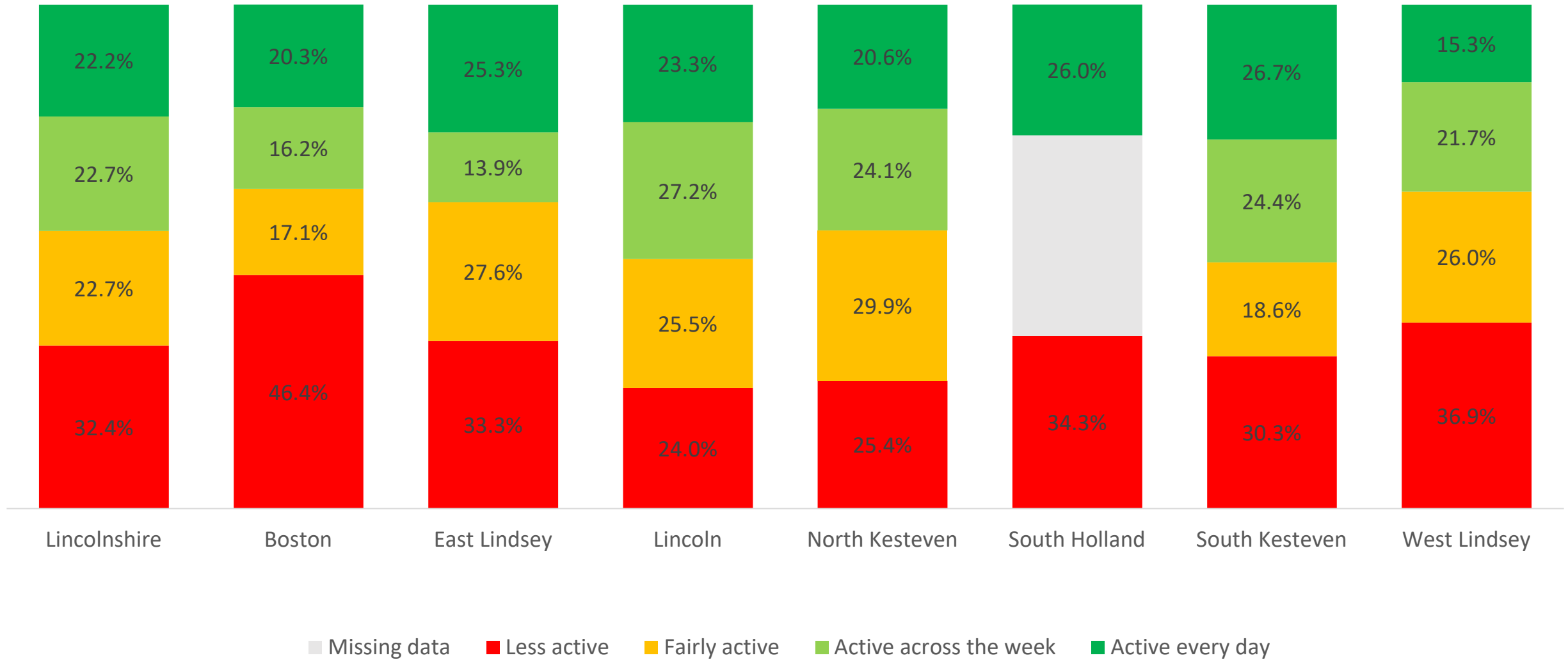
East Lindsey



■ 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

- No **inactive** data available for East Lindsey, England is 18.4% and Lincolnshire 18.8%
- The **active** proportion (58.1%) is considerably lower (**worse**) than both England (70.6%) and Lincolnshire (68.9%) and **4th** of 5 amongst nearest neighbours

Age 35-54

- No **inactive** data available for East Lindsey, England is 21.5% and Lincolnshire 24.1%
- The **active** proportion (63.4%) is lower (**worse**) than England (65.6%) and higher (**better**) than Lincolnshire (62.5%) and **4th** of 5 for amongst nearest neighbours

Age 55-74

- East Lindsey **inactive** proportion (31.7%) is higher (**worse**) than both England (28.3%) and Lincolnshire (30.7%)
- The **active** proportion (54.6%) is lower (**worse**) than both England (58.3%) and Lincolnshire (54.9%)
- The **inactive** population has increased considerably (**worsened**) from 20.8% (Nov 15/16) to 31.7%
- When compared to nearest neighbours East Lindsey is ranked **3rd** of 5 for **inactive** and **3rd** of 5 for **active**

Aged 75+

- East Lindsey **inactive** proportion (52.7%) is slightly higher (**worse**) than England (52.6%) and lower (**better**) than Lincolnshire (58.6%) and **1st** of 5 for amongst nearest neighbours
- No **active** data available for East Lindsey, England is 33.5% and Lincolnshire 28.0%
- The **inactive** population has decreased (**improved**) from 61.2% (Nov 15/16) to 52.7%

Physical activity behaviour summary

NS SeC 1-2

- **Inactive** proportion (20.7%) is higher (**worse**) than England (16.8%) and lower (**better**) than Lincolnshire (21.2%)
- The **active** proportion (66.2%) is lower (**worse**) than England (71.0%) and higher (**better**) than Lincolnshire (65.4%)
- When compared to nearest neighbours East Lindsey is ranked **2nd** of 4 for **inactive** and **3rd** of 5 for **active**

NS SeC 3-5

- East Lindsey **inactive** proportion (29.7%) is higher (**worse**) than both England (24.8%) and Lincolnshire (25.9%)
- The **active** proportion (59.3%) is lower (**worse**) than both England (61.4%) and Lincolnshire (60.1%)
- The **inactive** population has increased (**worsened**) from 20.8% (Nov 15/16) to 29.7%
- When compared to nearest neighbours East Lindsey is ranked **4th** of 5 for **inactive** and **3rd** of 5 for **active**

NS SeC 6-8

- East Lindsey **inactive** proportion (44.6%) is considerably higher (**worse**) than both England (33.4%) and Lincolnshire (34.8%) and **2nd** of 2 amongst nearest neighbours
- No **active** data available for East Lindsey, England is 54.0% and Lincolnshire 51.9%

Gardening

- Gardening reduces (**improves**) **inactivity** in those in NS NeC 3-5 by 2.7pp, suggesting **less** of an impact than the England average (3.8pp)

Sport and activities

How we measure sport and physical activity

THE PAST... ANY SPORT

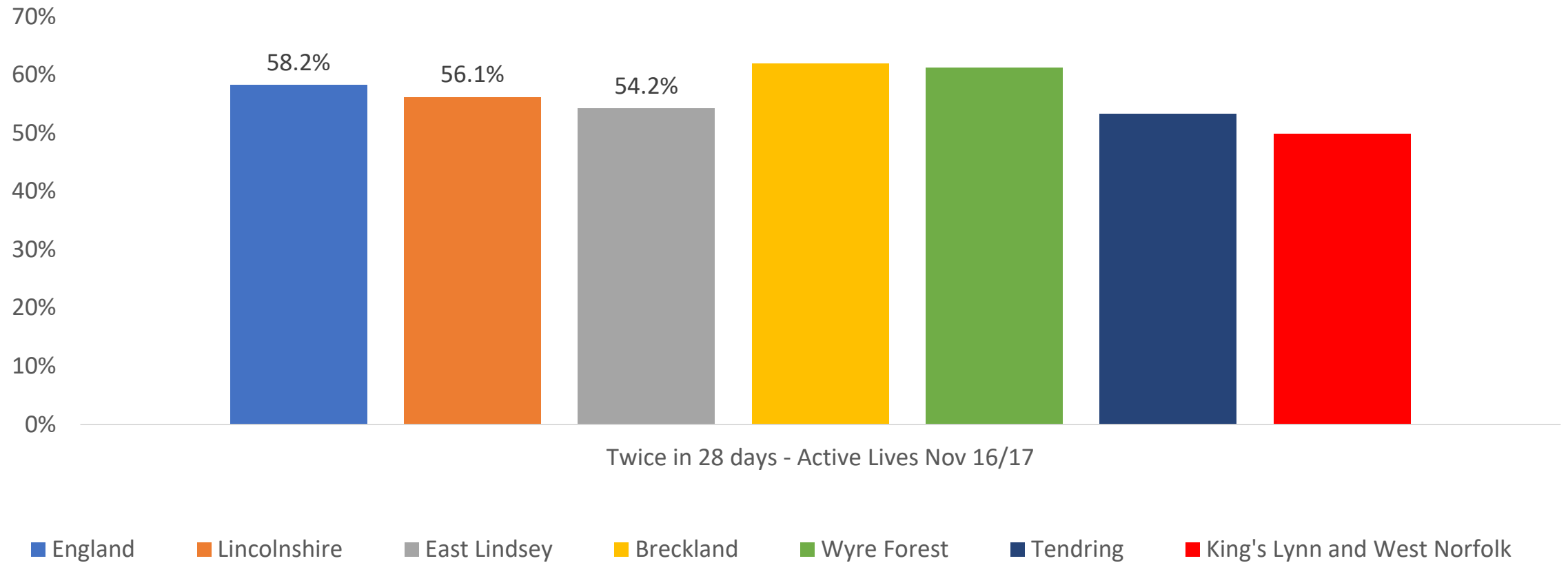
- % of people doing at least one session of sport , at any intensity (including light intensity sports) and for any duration in the last 28 days
- **Higher is better**
- 10 years of data

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

- Running or jogging participation (9.7%) is **lower** than both England and Lincolnshire and ranked **4th** of 5 nearest neighbours
- Cycling for leisure and sport participation (11.1%) is **lower** than both England and Lincolnshire and ranked **5th** of 5 nearest neighbours. Historical APS trends however suggest an increase in cycling and compared to a decline for England and Lincolnshire
- Swimming participation (10.7%) is **higher** than both England and Lincolnshire and ranked **3rd** of 5 nearest neighbours. Historical APS trends suggest a decline in swimming at a similar rate to England and Lincolnshire
- All walking participation (54.2%) is **lower** than England and Lincolnshire and ranked **3rd** of 5 nearest neighbours
- Active travel (22.5%) is **lower** than both England and Lincolnshire and ranked **5th** of 5 nearest neighbours

Additional historical APS trend data suggests:

- Participation in indoor based activities are **decreasing** at a **similar** rate to England and Lincolnshire
- An **increase** in those participating in outdoor and individual activities compared to a **decrease** for England and Lincolnshire
- Participation in sports hall/swimming pool based activities is **decreasing** at a slightly **slower** rate than England and Lincolnshire
- Those participating in flexible location activities is **increasing** at a **faster** rate than England and Lincolnshire

Overall summary

Percentage of inactivity by demographic groups

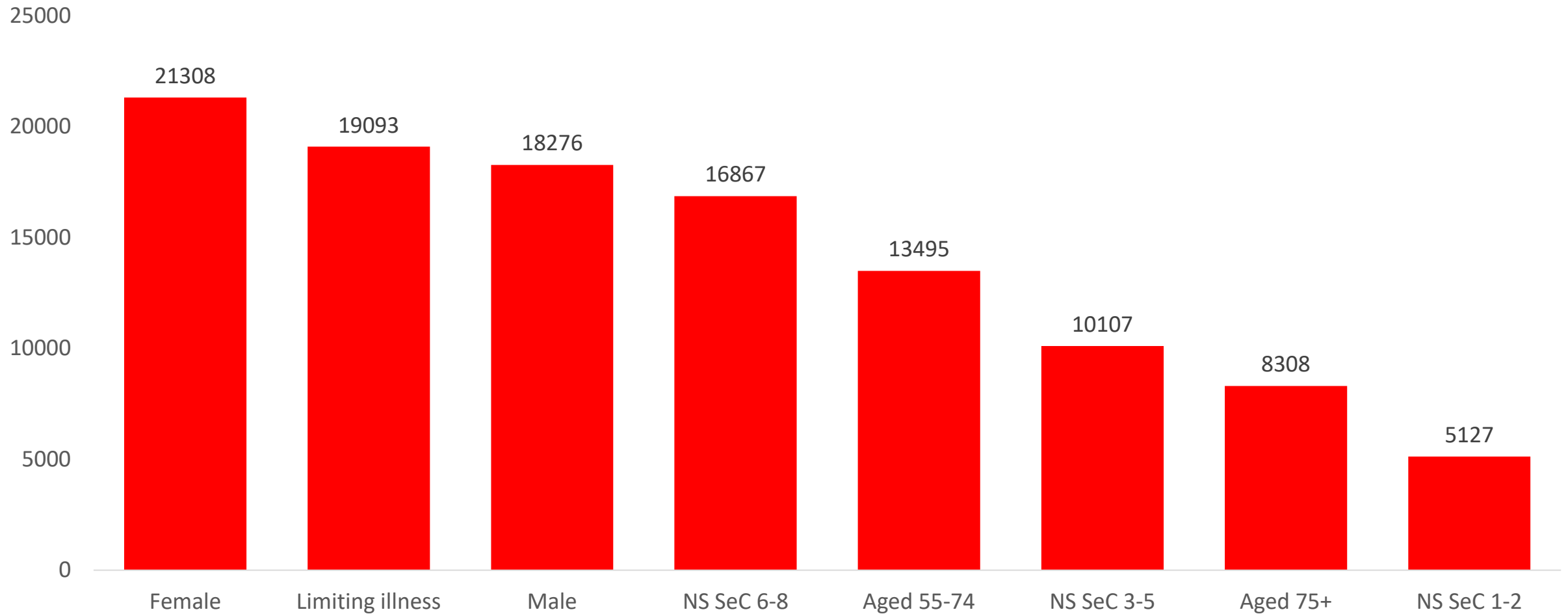
Proportion of people classed as inactive



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

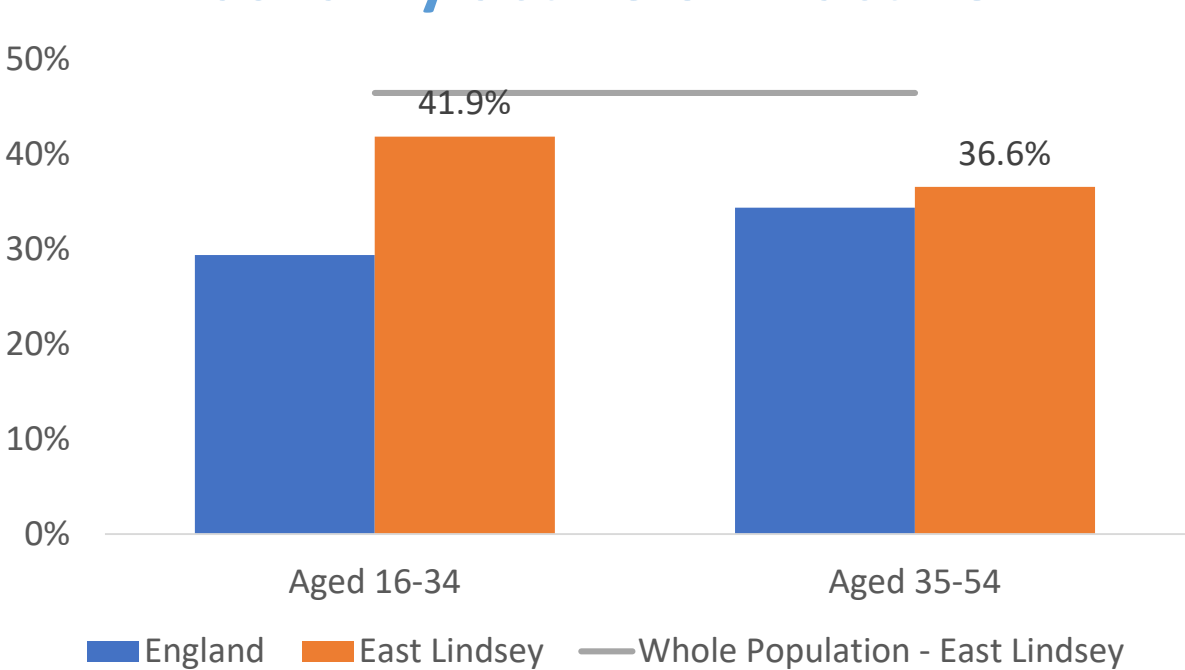


Source: Sport England, Active Lives, Nov 16 to Nov 17, 16+, excluding gardening, ONS 2016 Population Projections, Census 2011

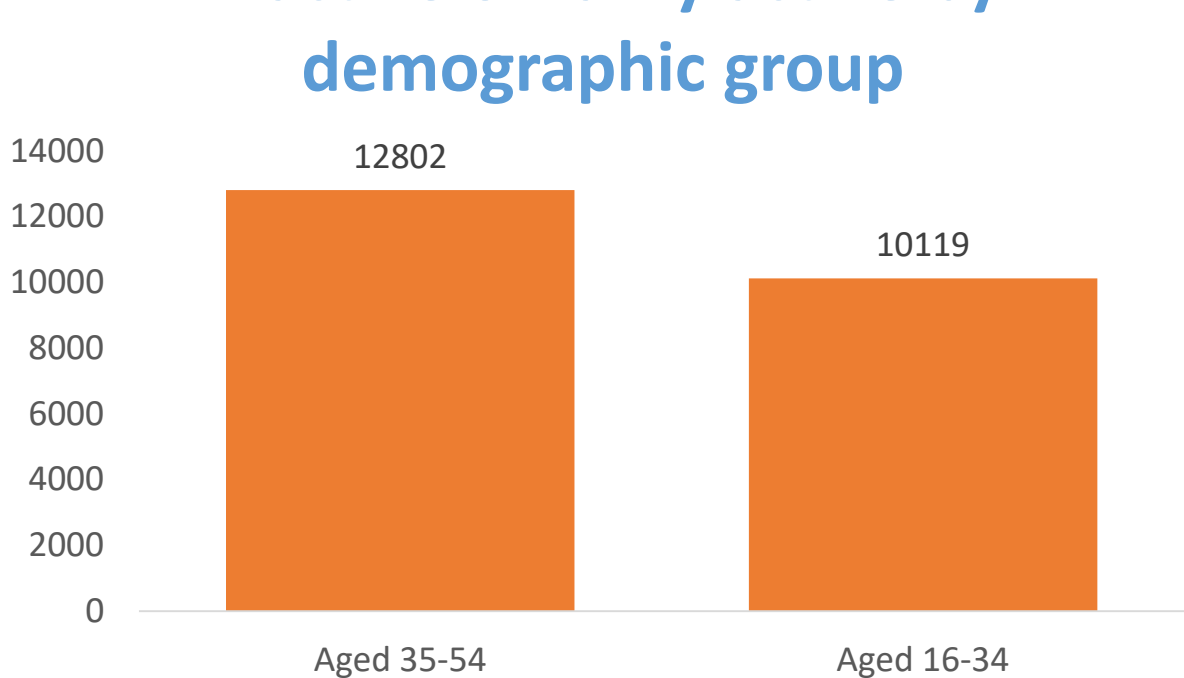
Inactive or fairly active people by demographic groups

The inactive percentage was unavailable for these demographics, as such these graphs are those who are 'not active' which includes inactive and fairly active

Proportion of people classed as fairly active or inactive



Number of people classed as inactive or fairly active 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?

Inactive – proportion inactive increased considerably when compared to last year, compares poorly to England Lincolnshire and nearest neighbours and reducing the number of people inactive has the greatest potential health benefit

Those with a limiting illness – accounts for a high proportion of the population compared to England average and has the highest proportion currently inactive. An estimated 19,093 people with a limiting illness are currently inactive in East Lindsey. The inequality gap is a large at 27.4pp

Females – inactive and active proportions are worse than England, have worsened considerably compared to Nov 15/16. An estimated 21,308 females in East Lindsey are currently inactive, more than for any other demographic group

NSSEC 6-8 – consider people in lower socio-economic groups from the above two groups

What to think about next?

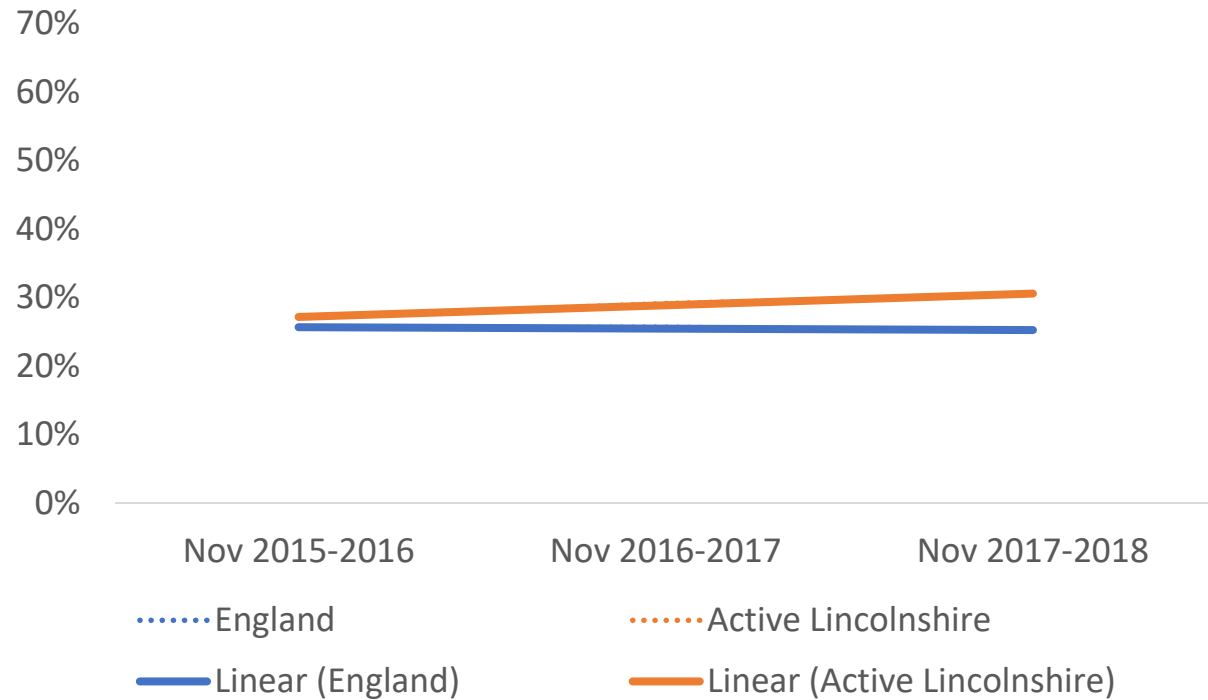
- **Is there local data that can help understand the users of different types of activities better? Leisure centre usage data, programme data, club data etc?**
- **What implications does this evidence have for local action planning, programming and offer design and investment?**
- **Where can we find 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?

November 2017/18 data

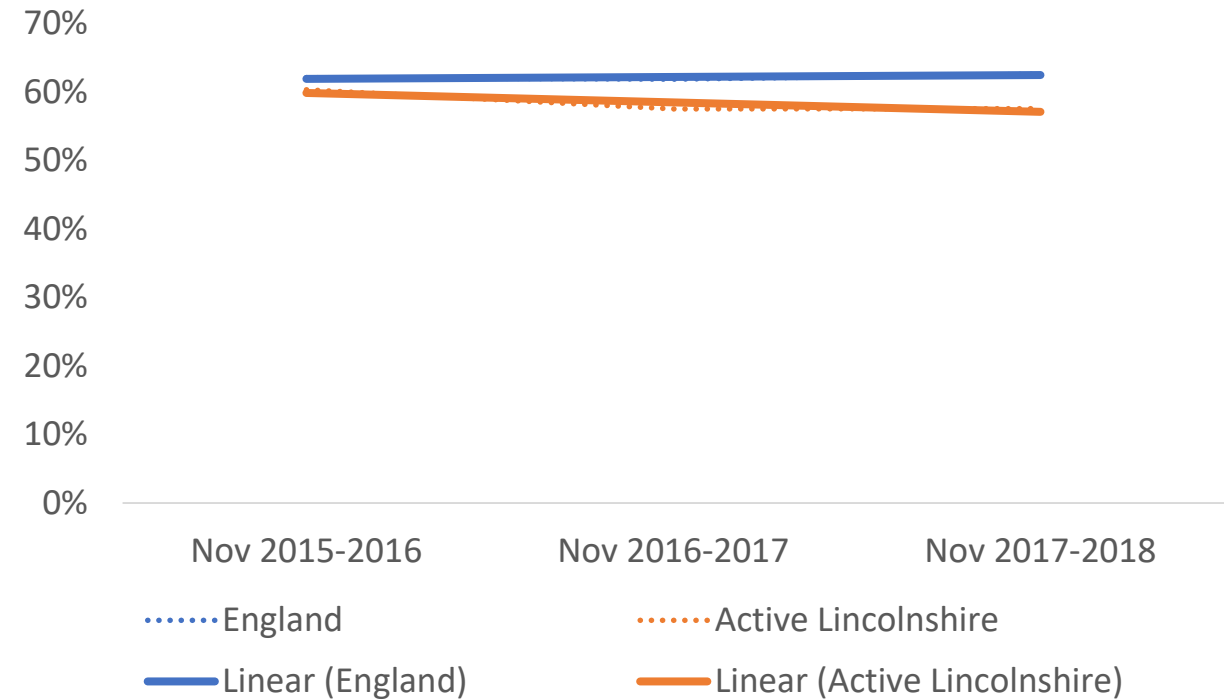
Physical activity behaviour trends

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



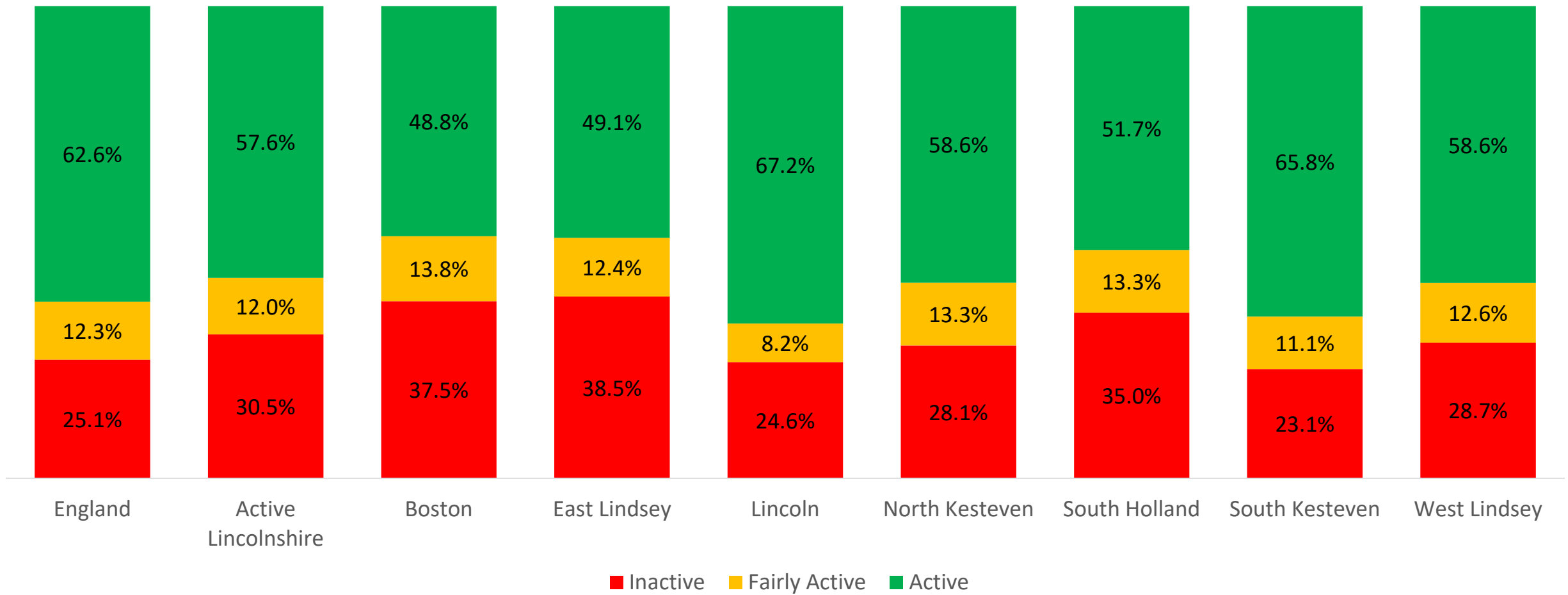
Active



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