



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

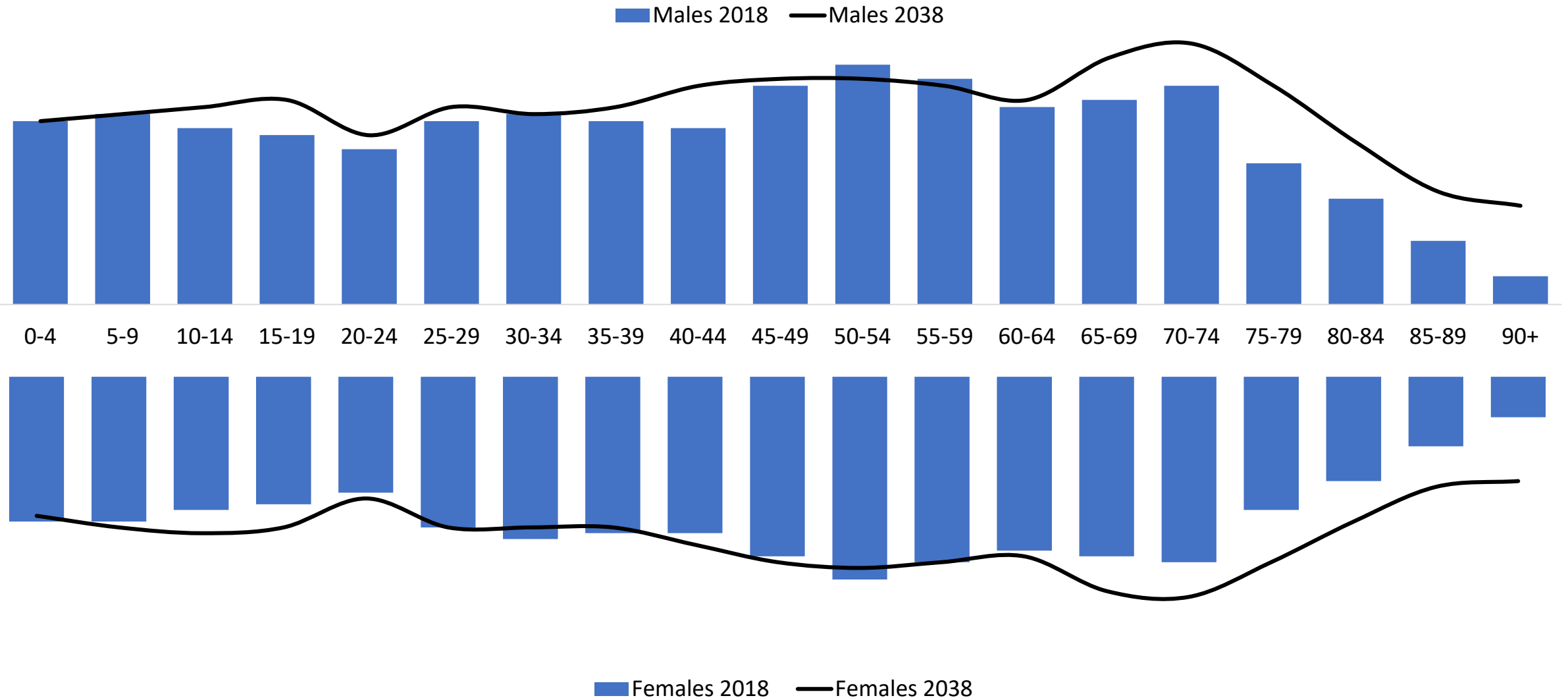
Other things to consider

Key demographics

Population Breakdown

POPULATION DEMOGRAPHICS	England	Lincolnshire	South Holland
Male	49.2%	48.7%	48.8%
Female	50.8%	51.3%	51.2%
Not limited	82.4%	79.6%	79.4%
Limited a lot/a little	17.6%	20.4%	20.6%
0-15 years	18.9%	17.1%	16.9%
16-34 years	25.4%	21.3%	20.0%
35-54 years	27.8%	27.1%	27.1%
55-74 years	20.2%	25.0%	25.3%
75+ years	7.7%	9.5%	10.7%
NS SEC 1-2	31.3%	27.6%	24.0%
NS SEC 3-5	29.1%	31.2%	32.3%
NS SEC 6-8	30.6%	34.5%	39.0%
Unclassified	9.0%	6.7%	4.7%
White British	85.4%	97.6%	97.8%
BME	14.6%	2.4%	2.2%

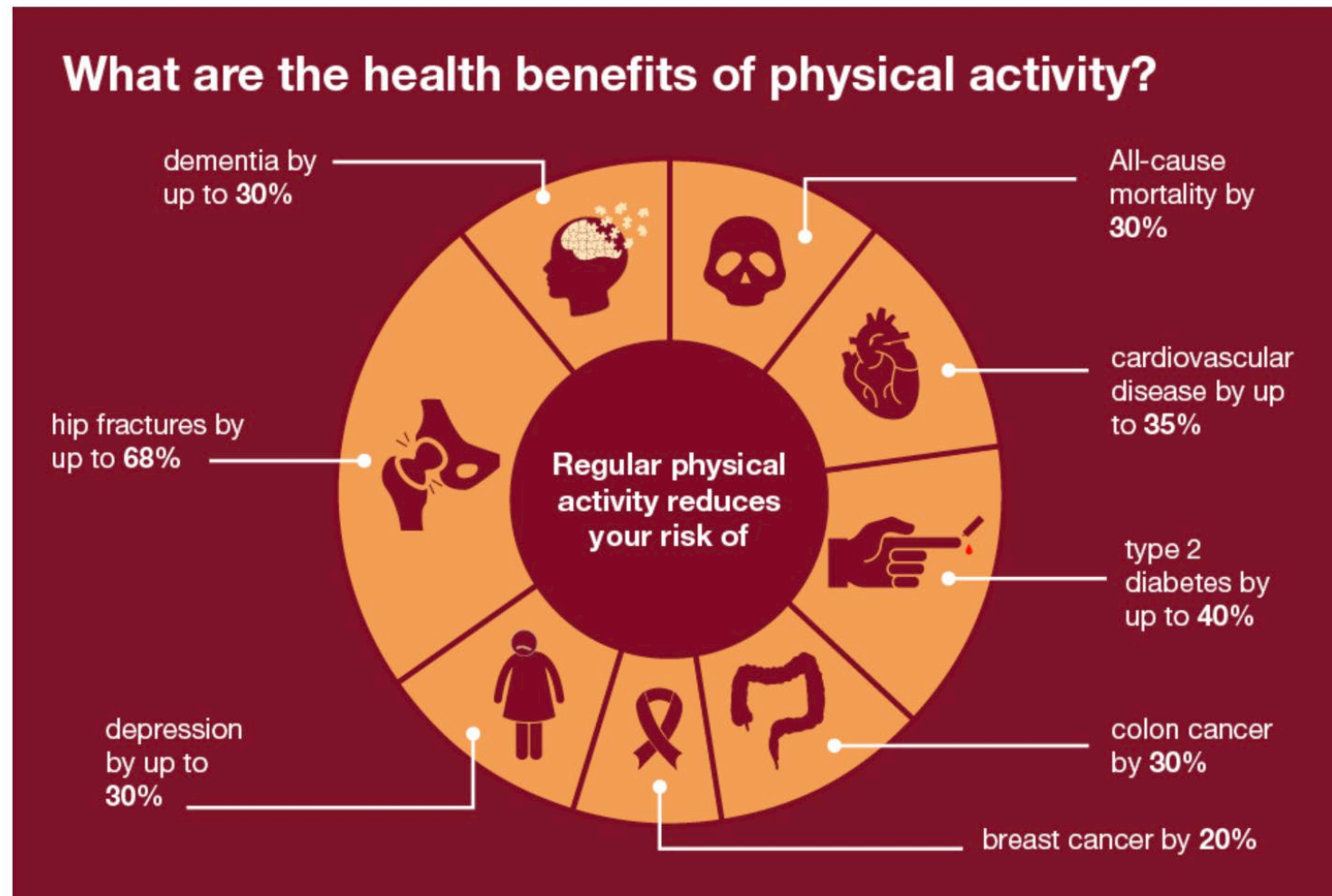
Estimated population growth



Source: ONS 2014, subnational projections

Health and disease information

Health benefits of physical activity



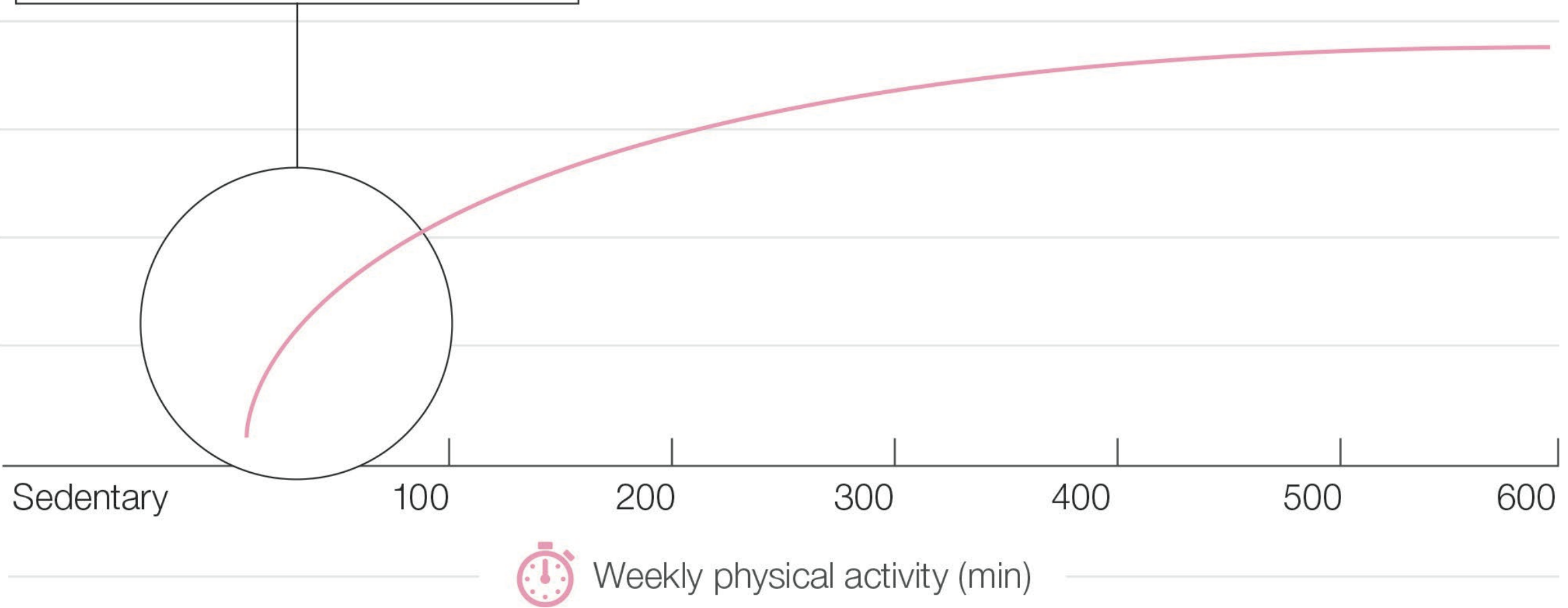
Source: PHE Health matters: Getting every adult active every day

Health benefits of physical activity

AREA OF HIGHEST IMPACT



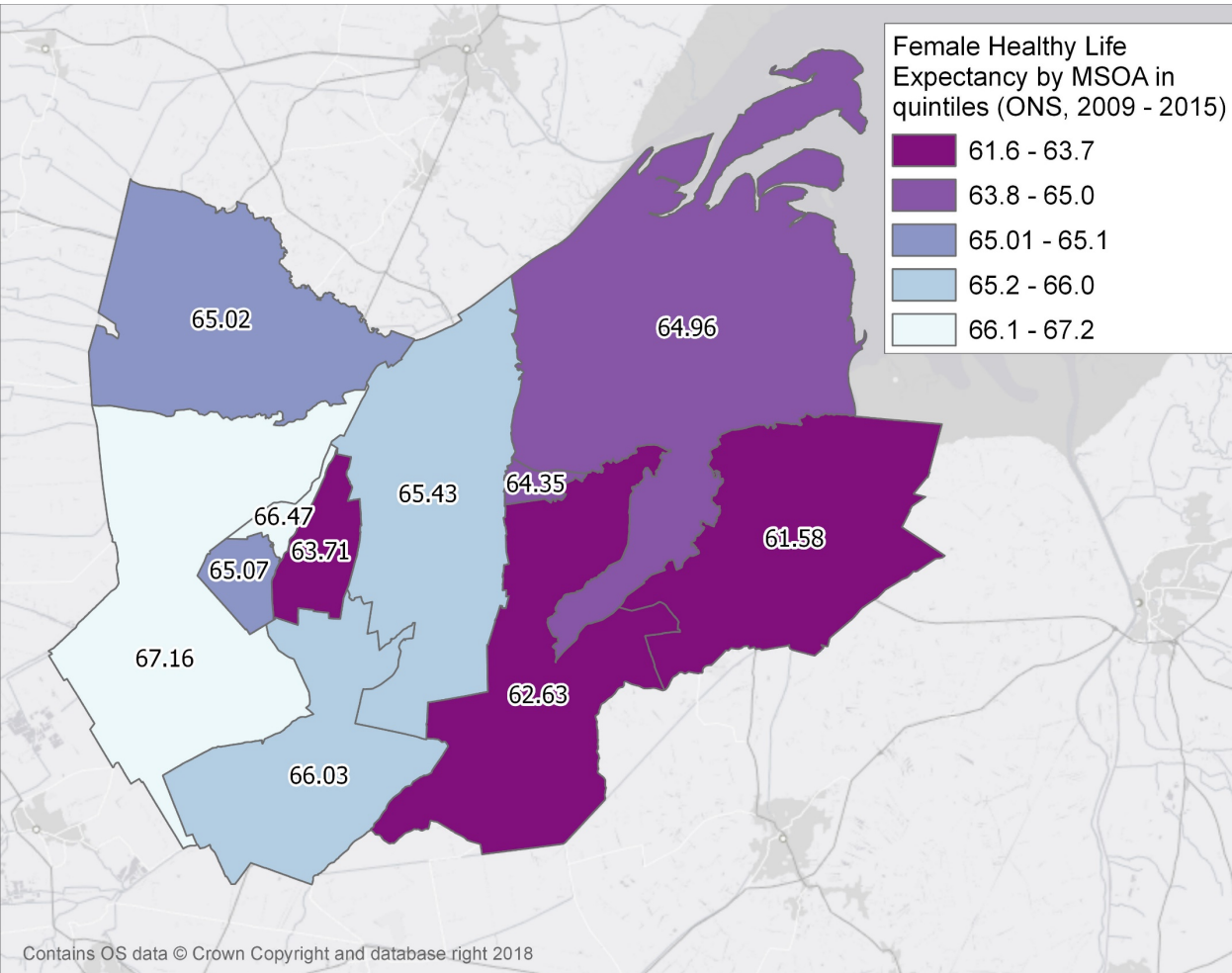
Health benefits



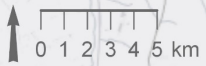
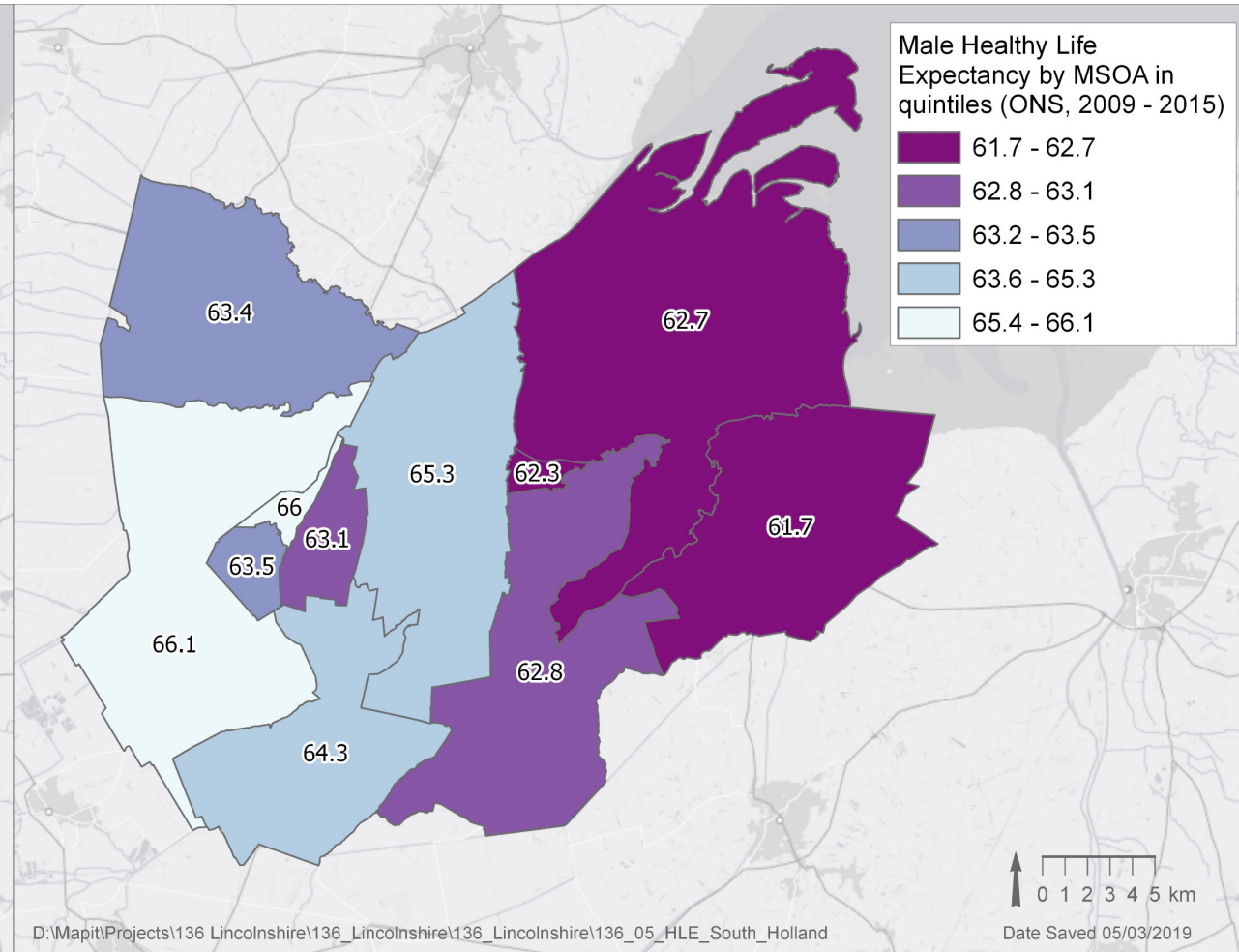
Source: The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation

Healthy life expectancy by MSOA

Female



Male



The financial impact of physical inactivity - South Holland

HEALTH COSTS OF PHYSICAL INACTIVITY



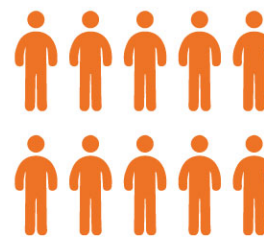
1 YEAR

£1,860,854



5 YEARS

£9,304,270



COST PER 100,000
POPULATION

£2,117,483

DISEASE CATEGORY BREAKDOWN COST PER YEAR

BREAST
CANCER

£123,915

CANCER
LOWER GI

e.g. bowel cancer

£221,148

CEREBROVASCULAR
DISEASE

e.g. stroke

£250,049

DIABETES

£275,770

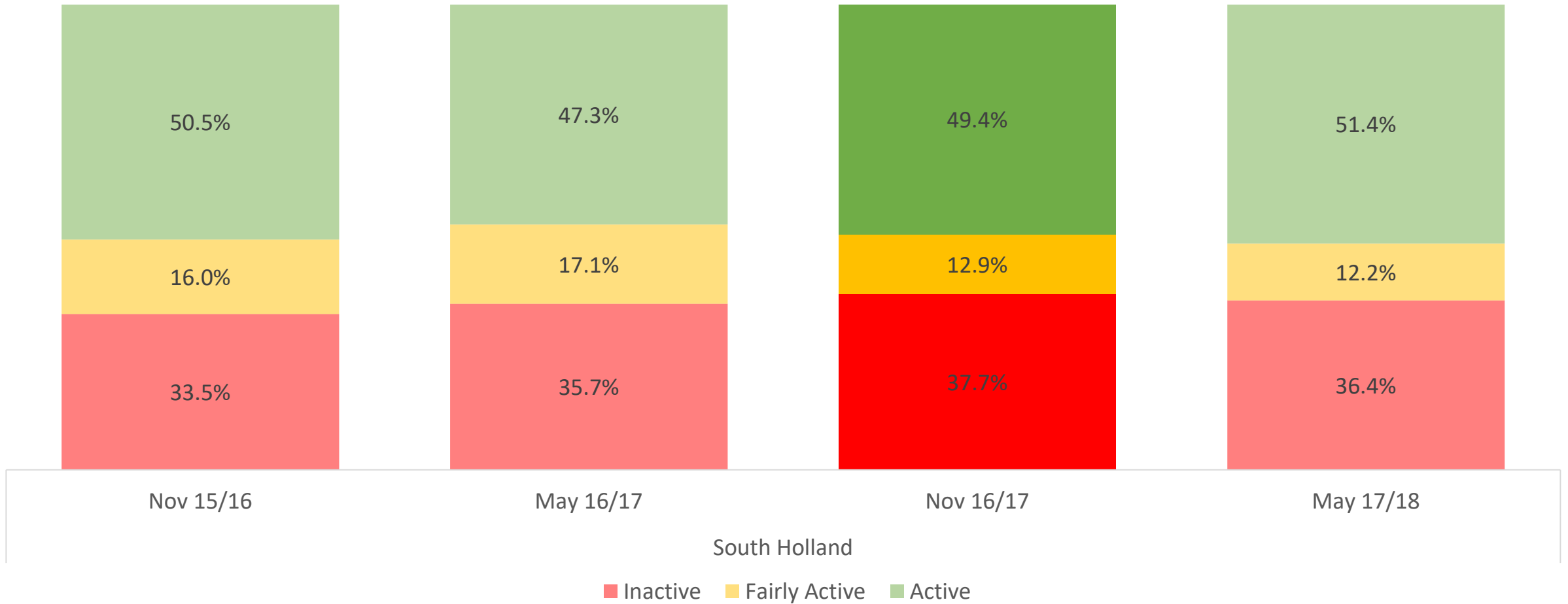
CORONARY
HEART DISEASE

£989,971

Physical activity behaviour

Physical activity behaviour over time

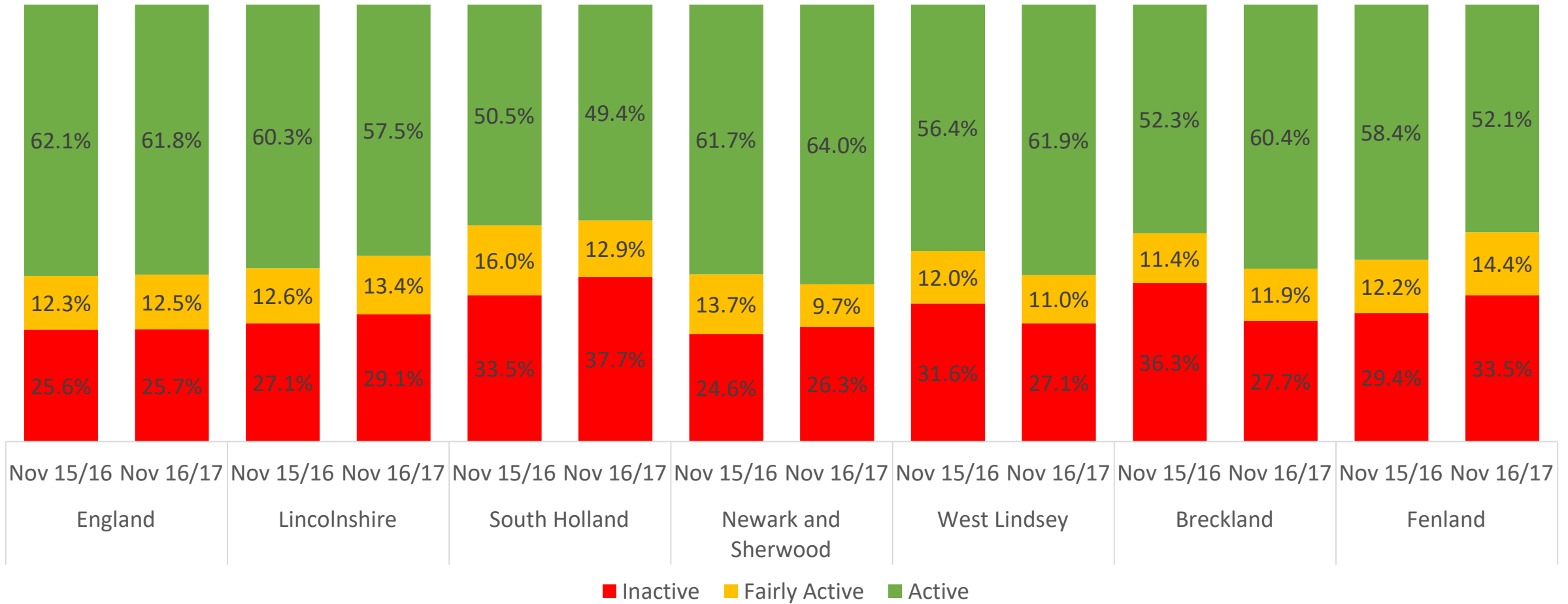
Whole population (16+)



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

Physical activity behaviour compared to nearest neighbours

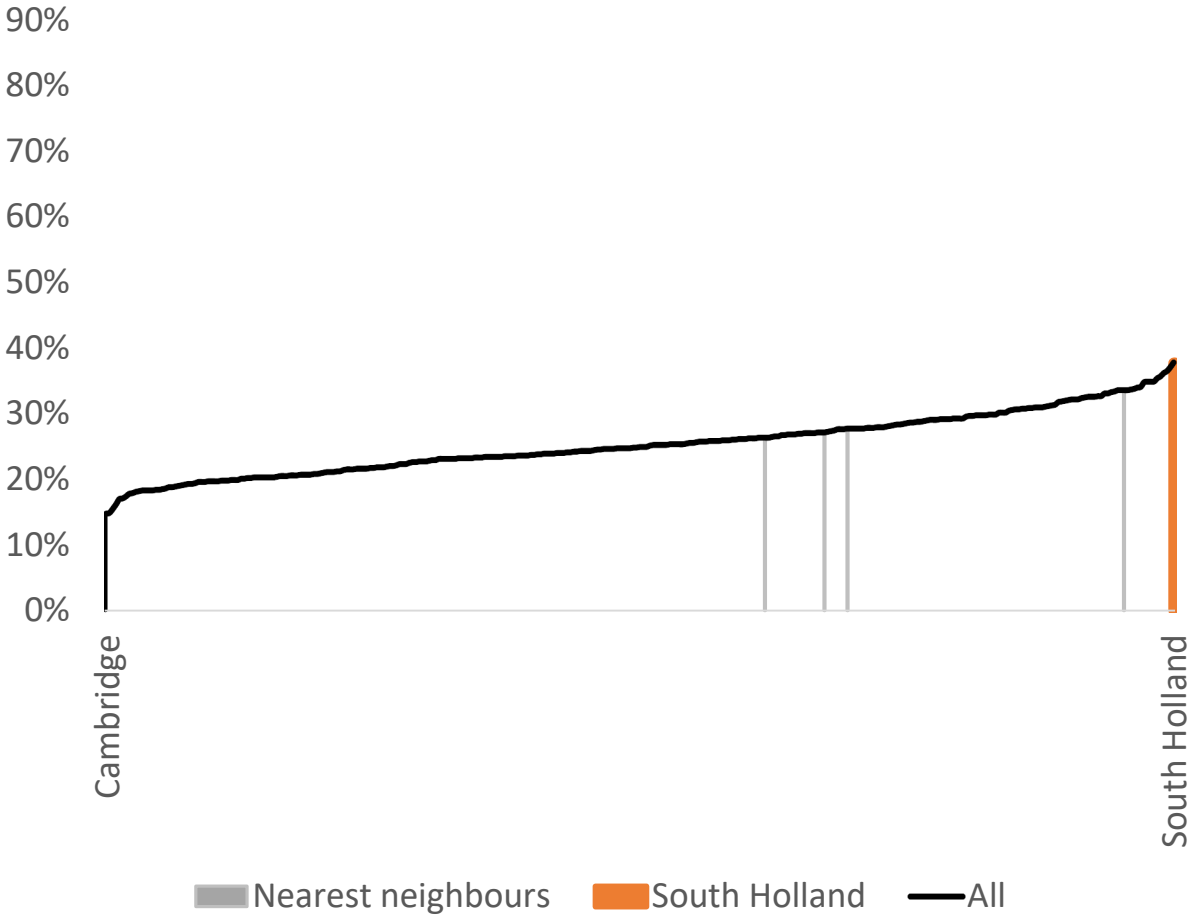
Whole population (16+)



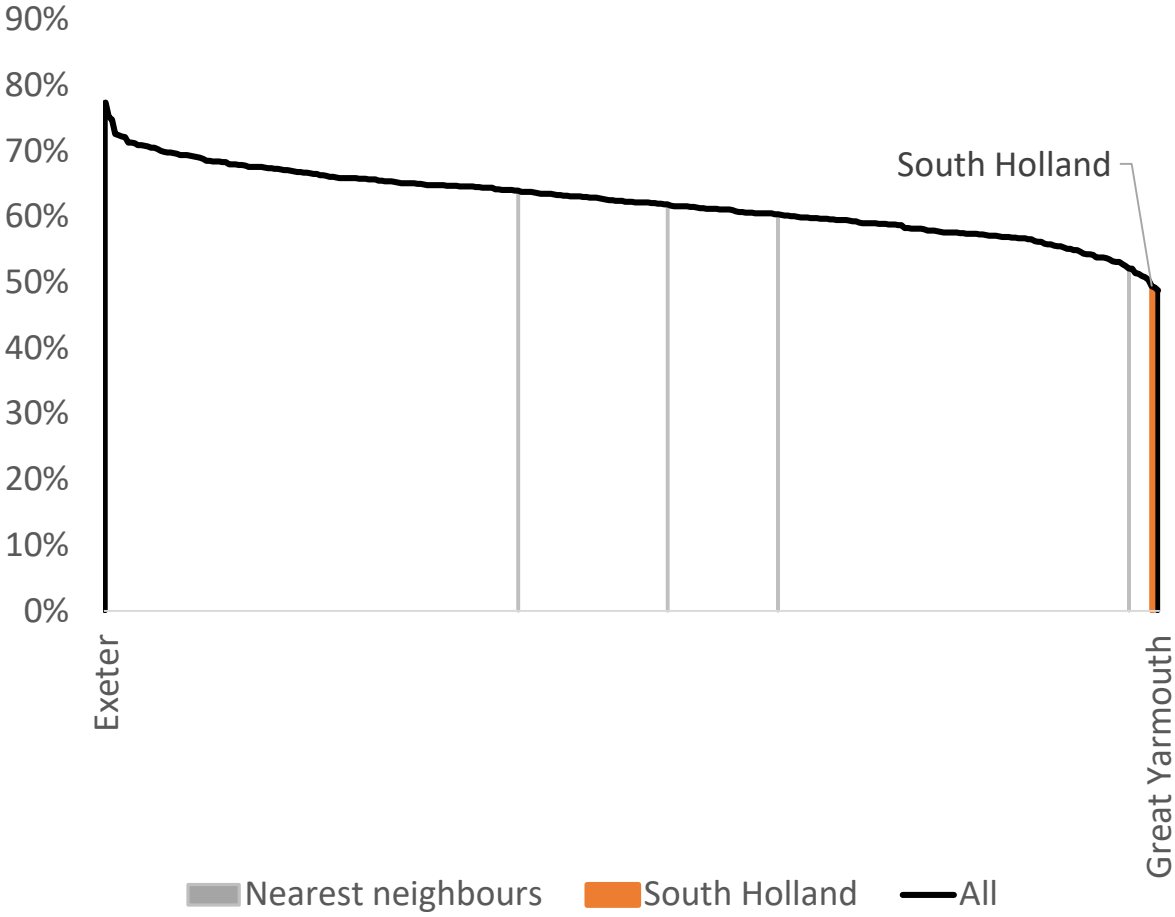
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Physical activity behaviour compared to peers

Inactive - Whole population



Active - Whole population

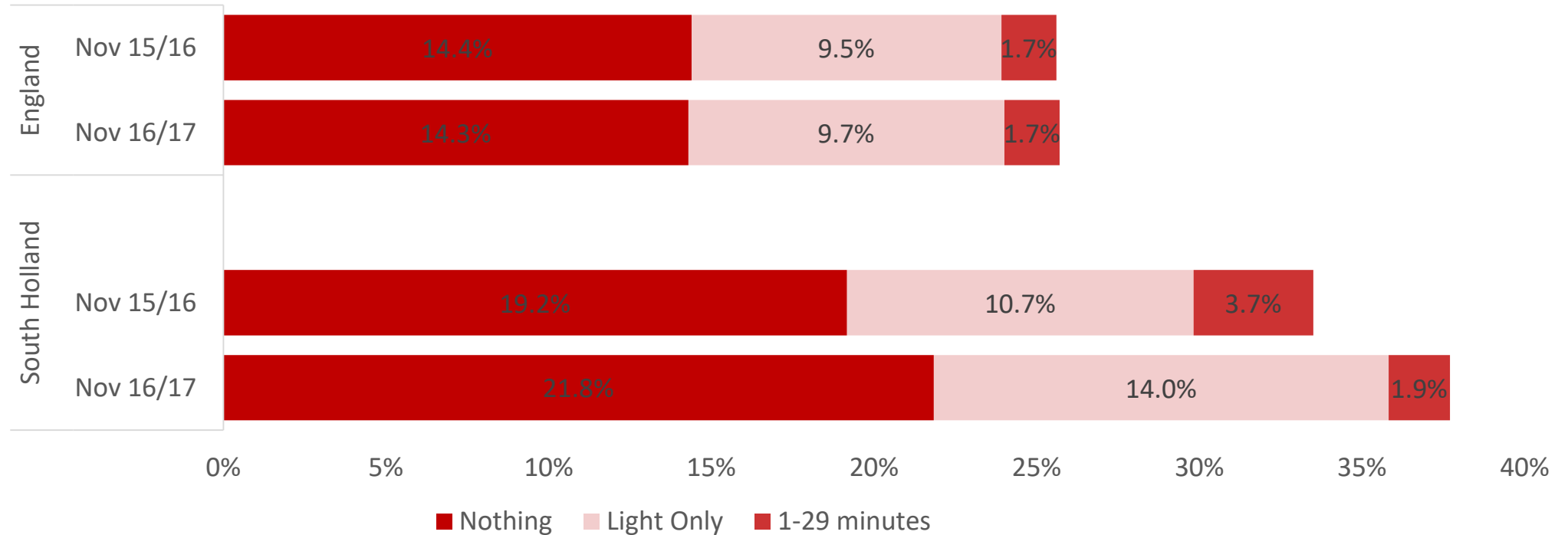


Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Breakdown of inactive behaviour

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

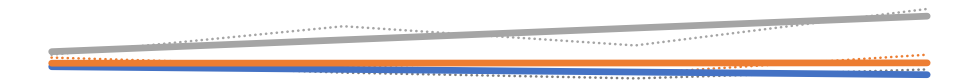
- Those that do NOTHING, i.e. no physical activity at all
- Those that do LIGHT INTENSITY ONLY, i.e. no moderate or vigorous intensity activity
- Those that ONLY ACHIEVE 1-29 MINUTES in a week



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

Historical trends

Inactive trend



2012 2013 2014 2015

..... England Lincolnshire
..... South Holland — Linear (England)
— Linear (Lincolnshire) — Linear (South Holland)

Active trend

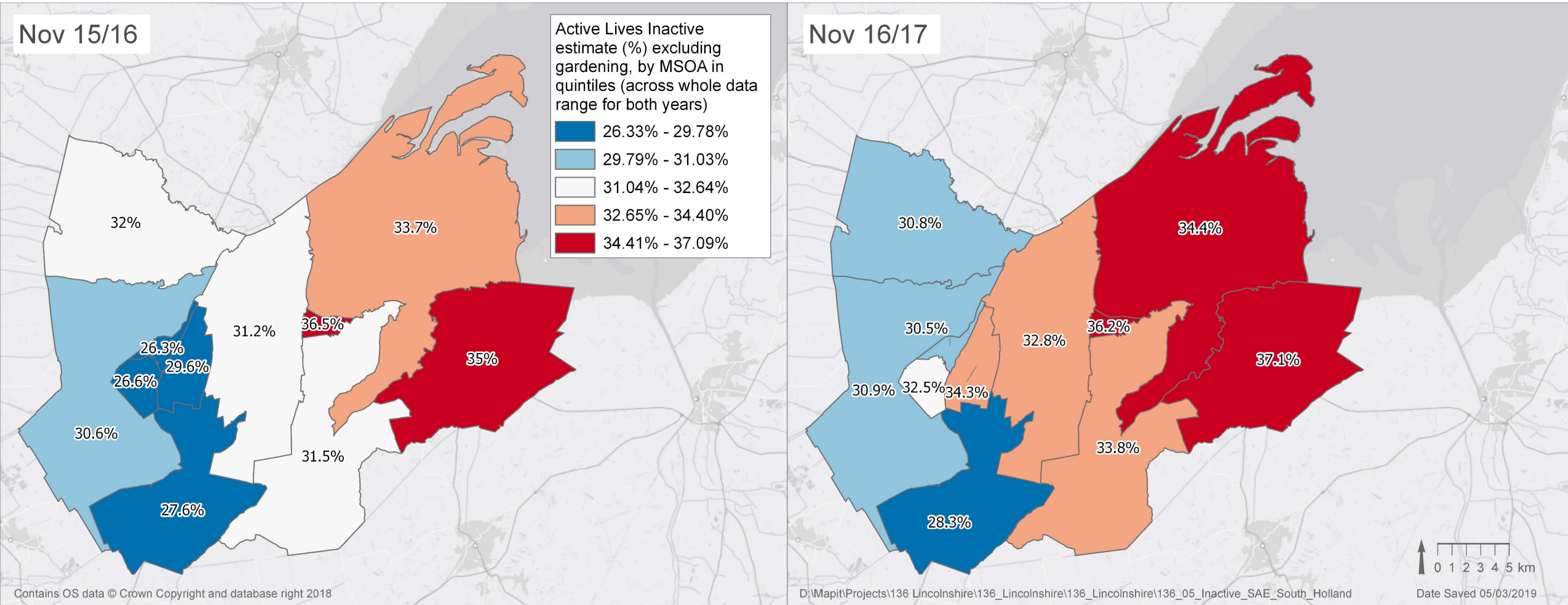


2012 2013 2014 2015

..... England Lincolnshire
..... South Holland — Linear (England)
— Linear (Lincolnshire) — Linear (South Holland)

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

- South Holland inactive proportion (37.7%) is higher (**worse**) than both England (25.7%) and Lincolnshire (29.1%)
- There are approx. 29,000 inactive people in South Holland
- The inactive population has increased (**worsened**) from 33.5% (Nov 15/16) to 37.7%
- South Holland has a **larger** proportion of the population doing 'nothing', 'light only', and '1-29 minutes' than England
- South Holland is the worst of all districts in England for **inactive**
- Historical trends (APS data) suggest inactive proportion is increasing (**worsening**) whilst England inactivity levels decreasing (improving) marginally
- Based on Nov 15/16 data, gardening **reduces** levels of inactivity by 9.0pp, compared to 3.6pp for England implying that gardening has a much more significant impact on inactivity than the England average

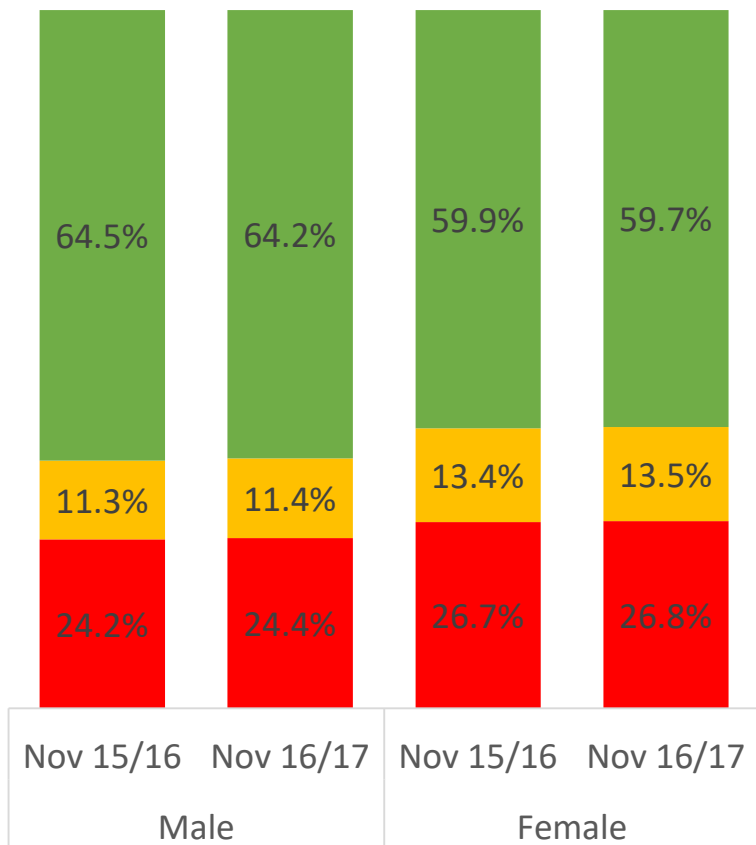
Active

- South Holland active proportion (49.4%) is lower (**worse**) than both England (61.8%) and Lincolnshire (57.5%)
- The active population has decreased (**worsened**) from 50.5% (Nov 15/16) to 49.4%
- When compared to nearest neighbours South Holland is ranked **5th** of 5 for **active**
- Historical trends (APS data) suggest active levels are decreasing (**worsening**) whilst England activity levels increasing (improving) slightly

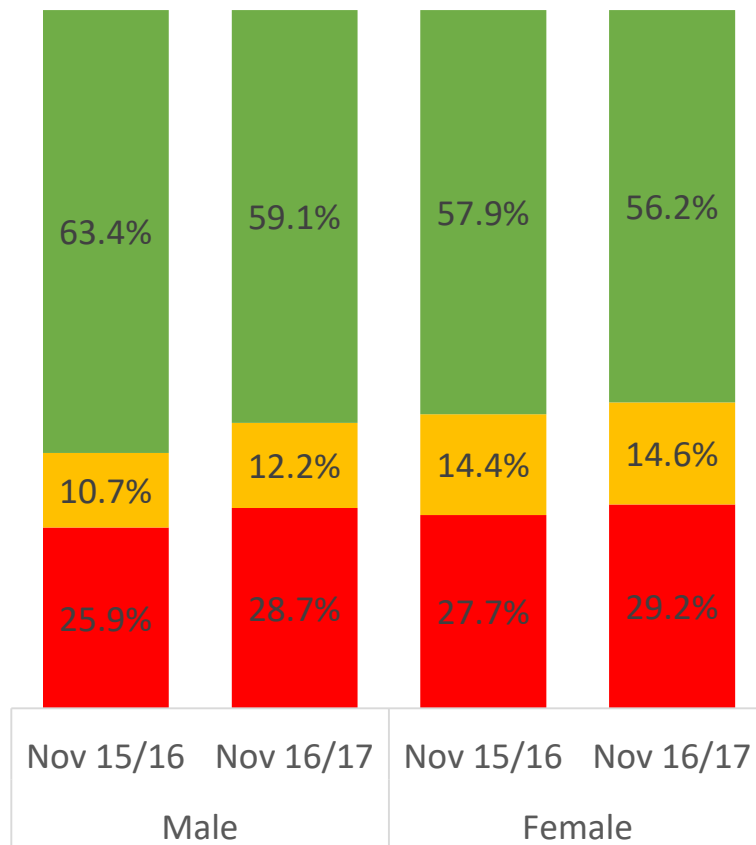
Physical activity behaviour by demographic group

Physical activity behaviour over time

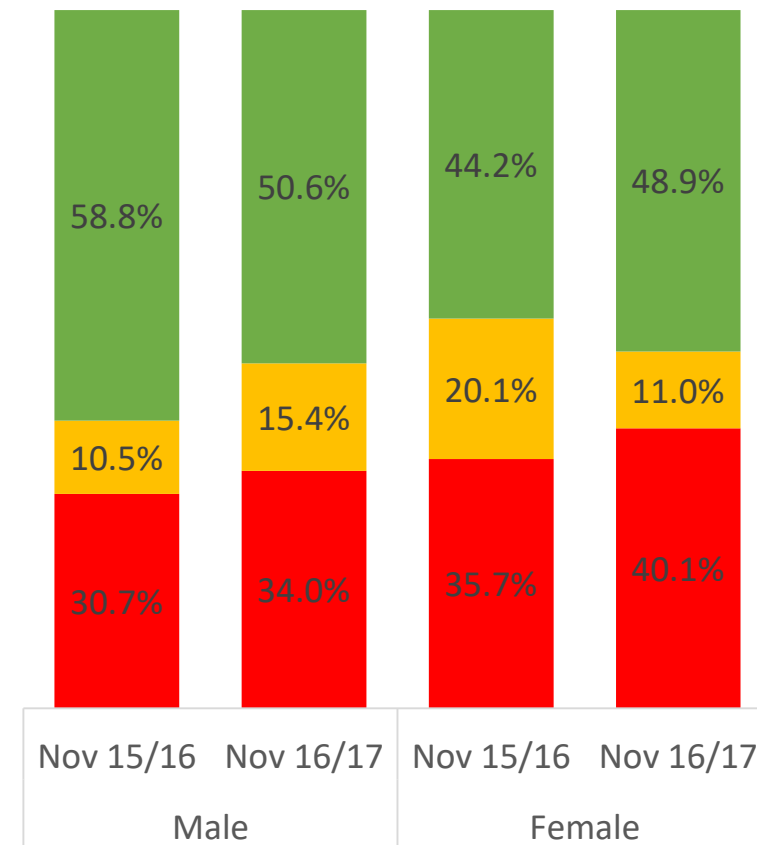
England



Lincolnshire



South Holland



■ Inactive ■ Fairly Active ■ Active

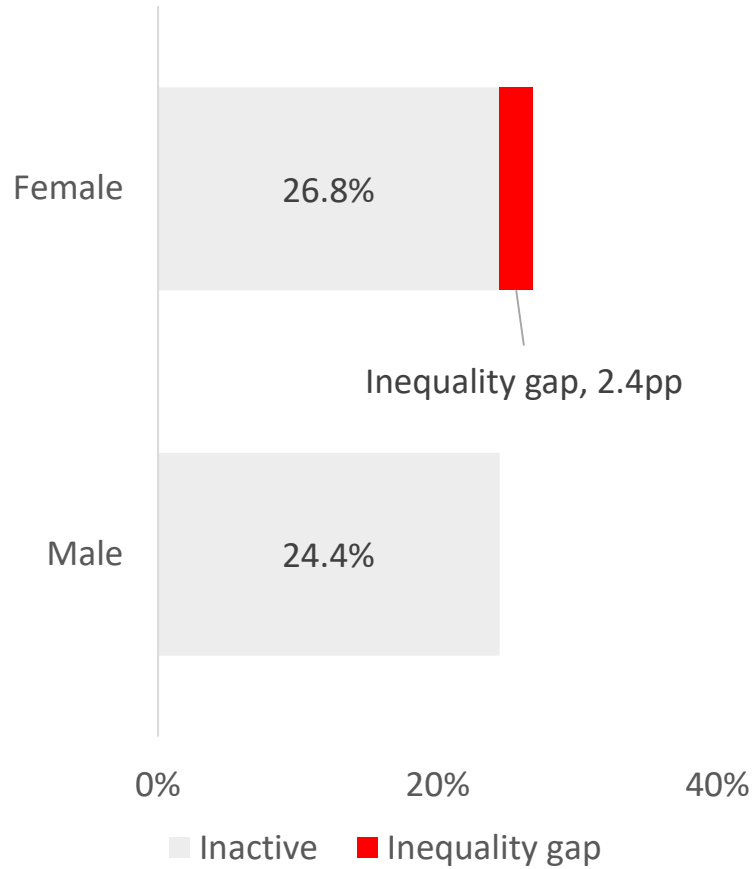
■ Inactive ■ Fairly Active ■ Active

■ Inactive ■ Fairly Active ■ Active

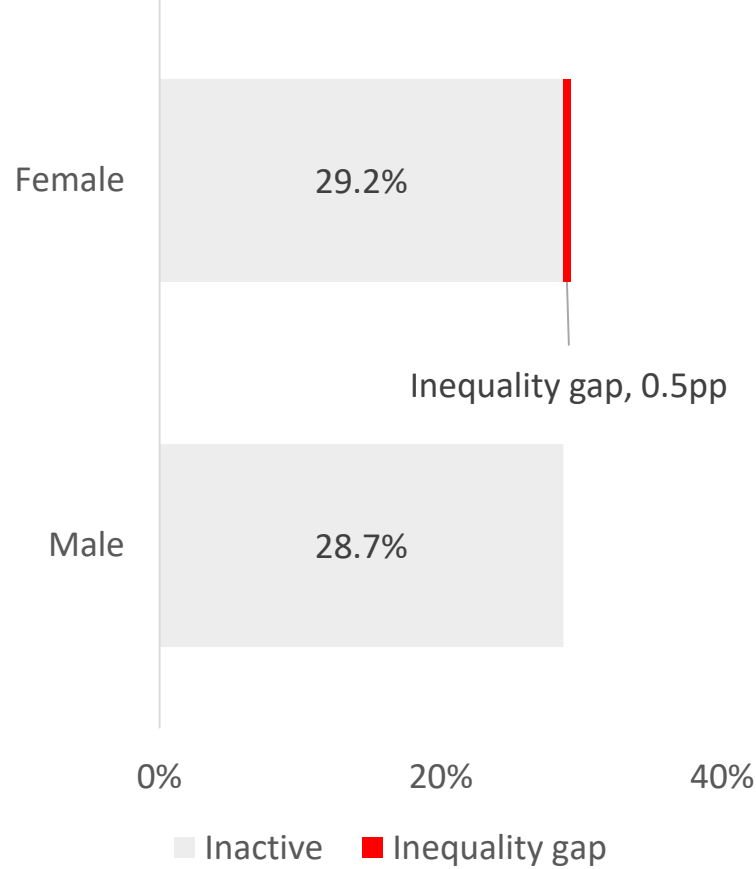
Source: Sport England, Active Lives, Nov 15 to Nov 17

Inequality gap in physical activity behaviour by gender

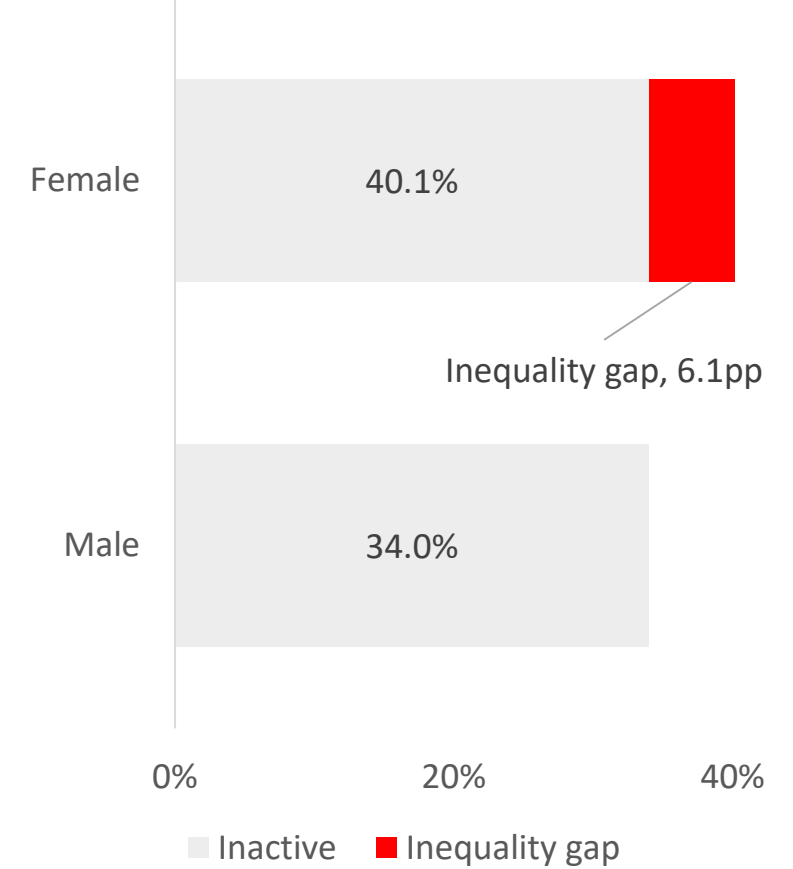
England



Lincolnshire



South Holland



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

Male

- South Holland **inactive** proportion (34.0%) is higher (**worse**) than both England (24.4%) and Lincolnshire (28.7%)
- The **active** proportion (50.6%) is lower (**worse**) than both England (64.2%) Lincolnshire (59.1%)
- The **inactive** population has increased (**worsened**) from 30.7% (Nov 15/16) to 34.0%
- When compared to nearest neighbours South Holland is ranked **5th** of 5 for **inactive** and **4th** of 5 for **active**

Female

- South Holland **inactive** proportion (40.1%) is much higher (**worse**) than both England (26.8%) and Lincolnshire (29.2%)
- The **active** proportion (48.9%) is much lower (**worse**) than both England (59.7%) and Lincolnshire (56.2%)
- The **inactive** population has increased (**worsened**) from 35.7% (Nov 15/16) to 40.1%
- When compared to nearest neighbours South Holland is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**

Inequality

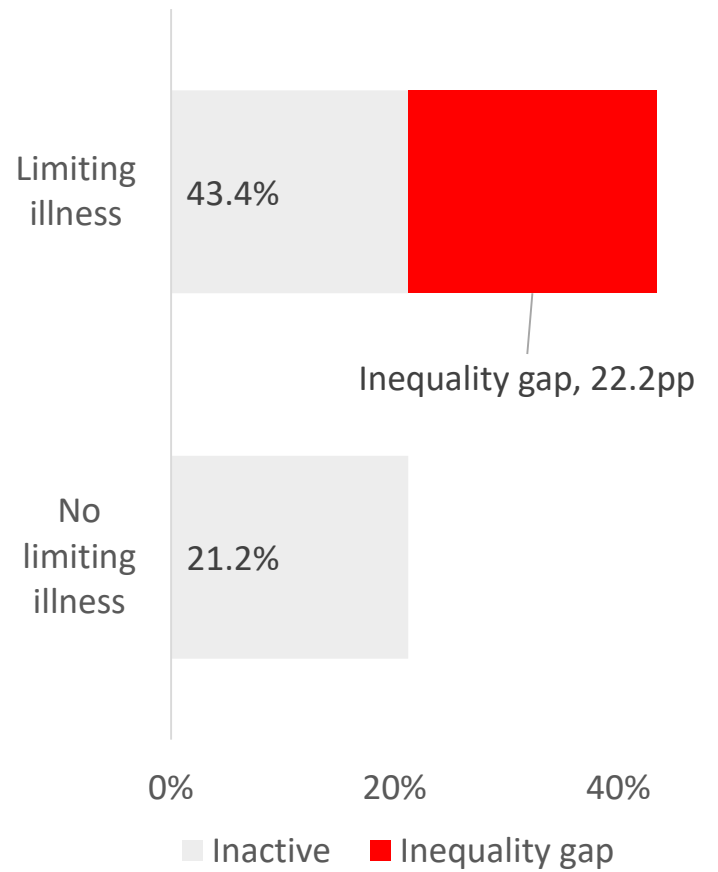
- The gender inequality gap for **inactive** is 6.1pp compared to 2.4pp for England and 0.5pp for Lincolnshire

Gardening (Nov 15/16 data)

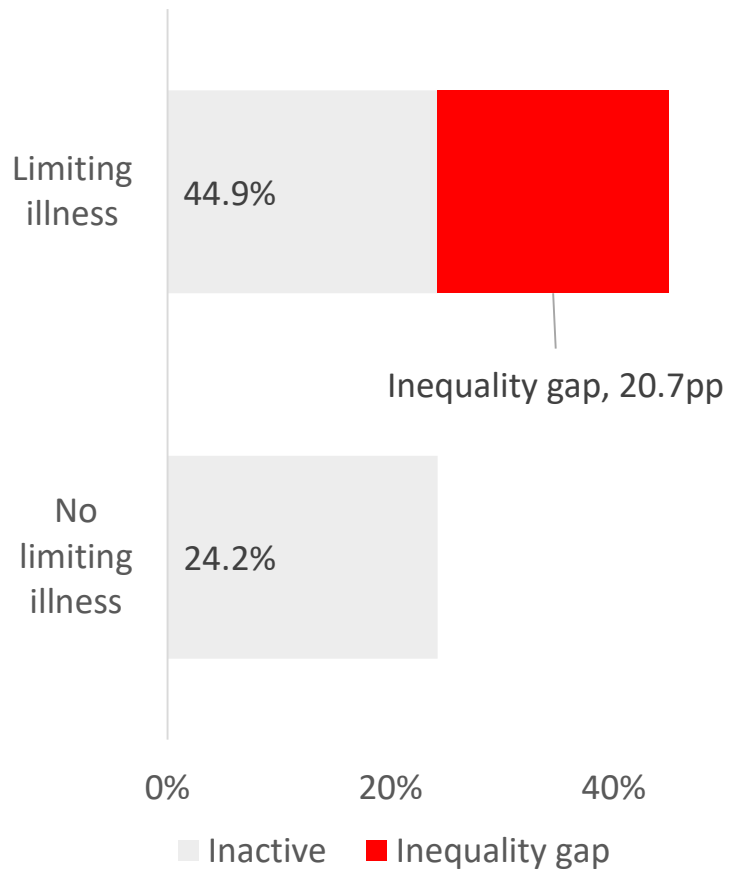
- Gardening reduces (**improves**) **inactivity** in males (10.0pp) and females (8.4pp), suggesting much **more** of an impact than the England average (males 4.0pp, females 3.1pp)

Inequality gap in physical activity behaviour by limiting illness

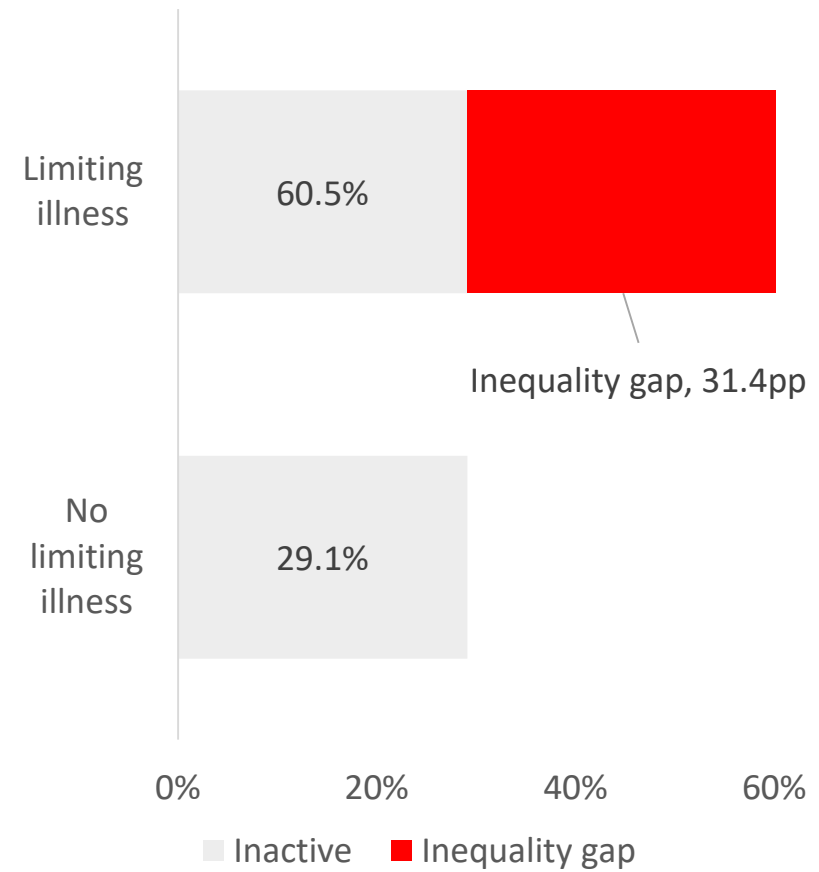
England



Lincolnshire



South Holland



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

No limiting illness

- South Holland **inactive** proportion (29.1%) is higher (**worse**) than both England (21.2%) and Lincolnshire (24.2%)
- The **active** proportion (56.5%) is lower (**worse**) than both England (66.4%) and Lincolnshire (61.7%)
- The **inactive** population has slightly decreased (**improved**) from 29.4% (Nov 15/16) to 29.1%
- When compared to nearest neighbours South Holland is ranked **4th** of 5 for **inactive** and **4th** of 5 for **active**

Limiting illness

- South Holland **inactive** proportion (60.5%) is much higher (**worse**) than both England (43.4%) and Lincolnshire (44.9%)
- The **active** proportion (31.1%) is much lower (**worse**) than both England (43.6%) and Lincolnshire (43.2%)
- The **inactive** population has significantly increased (**worsened**) from 44.2% (Nov 15/16) to 60.5%
- When compared to nearest neighbours South Holland is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**

Inequality

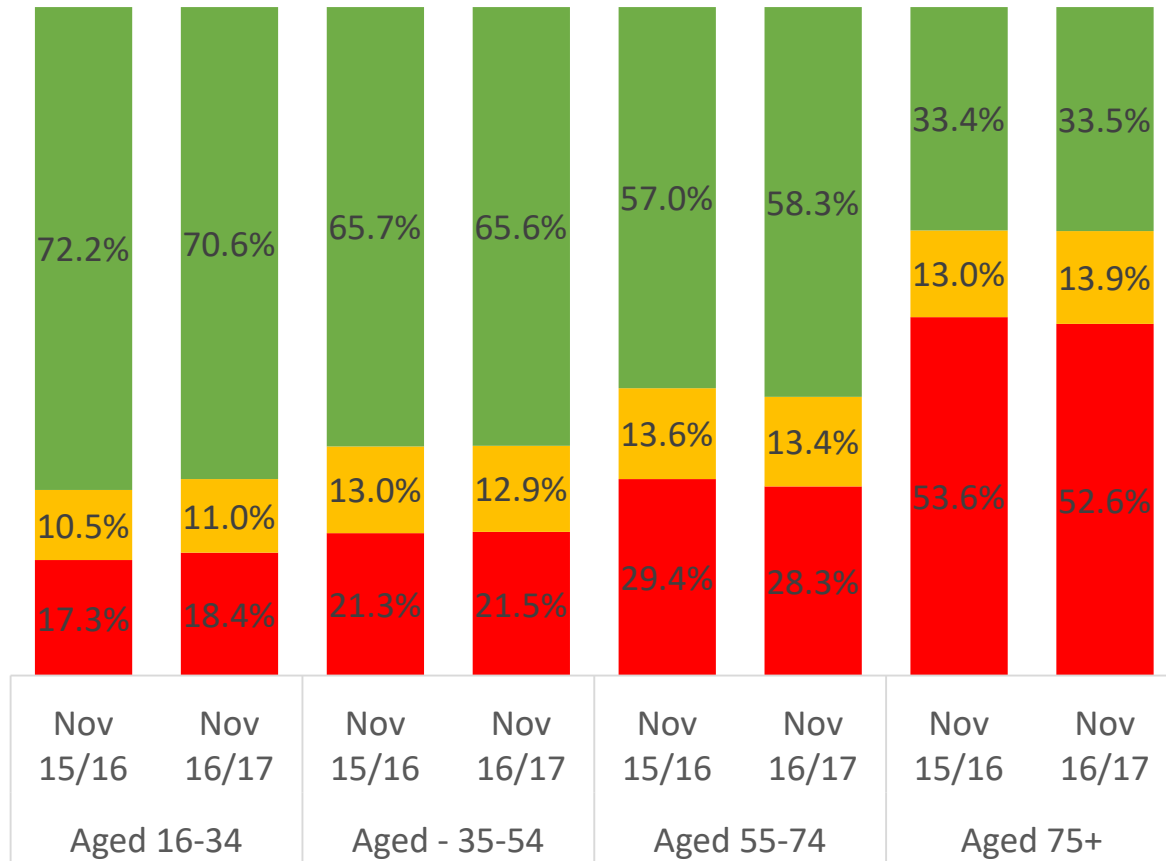
- The limiting illness inequality gap for **inactive** is 31.4pp compared to 22.2pp for England and 20.7pp for Lincolnshire

Gardening (Nov 15/16 data)

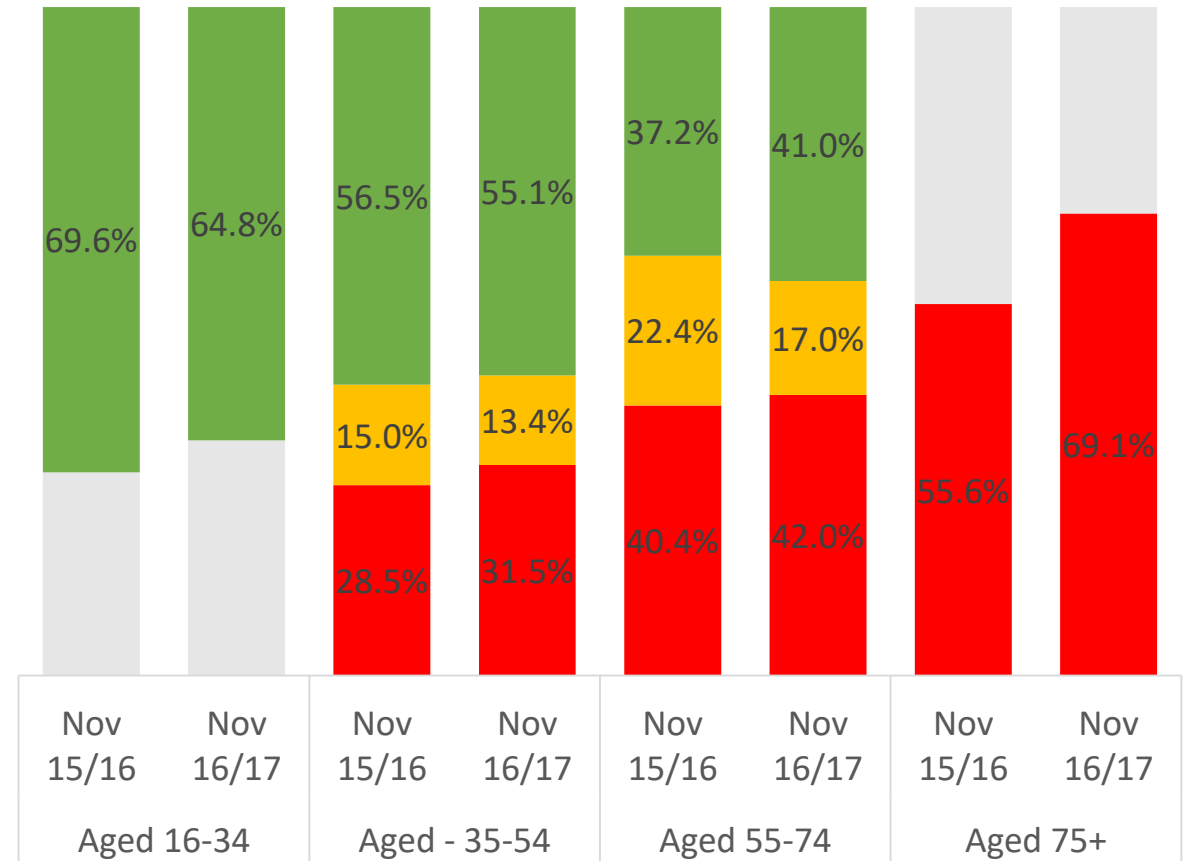
- Gardening reduces (**improves**) **inactivity** in those with a limiting illness by 13.6pp, suggesting **more** of an impact than the England average (7.5pp). It also reduces (**improves**) **inactivity** in those with no limiting illness by 8.2pp, suggesting **more** of an impact than the England average (3.1pp)

Physical activity behaviour over time

England



South Holland

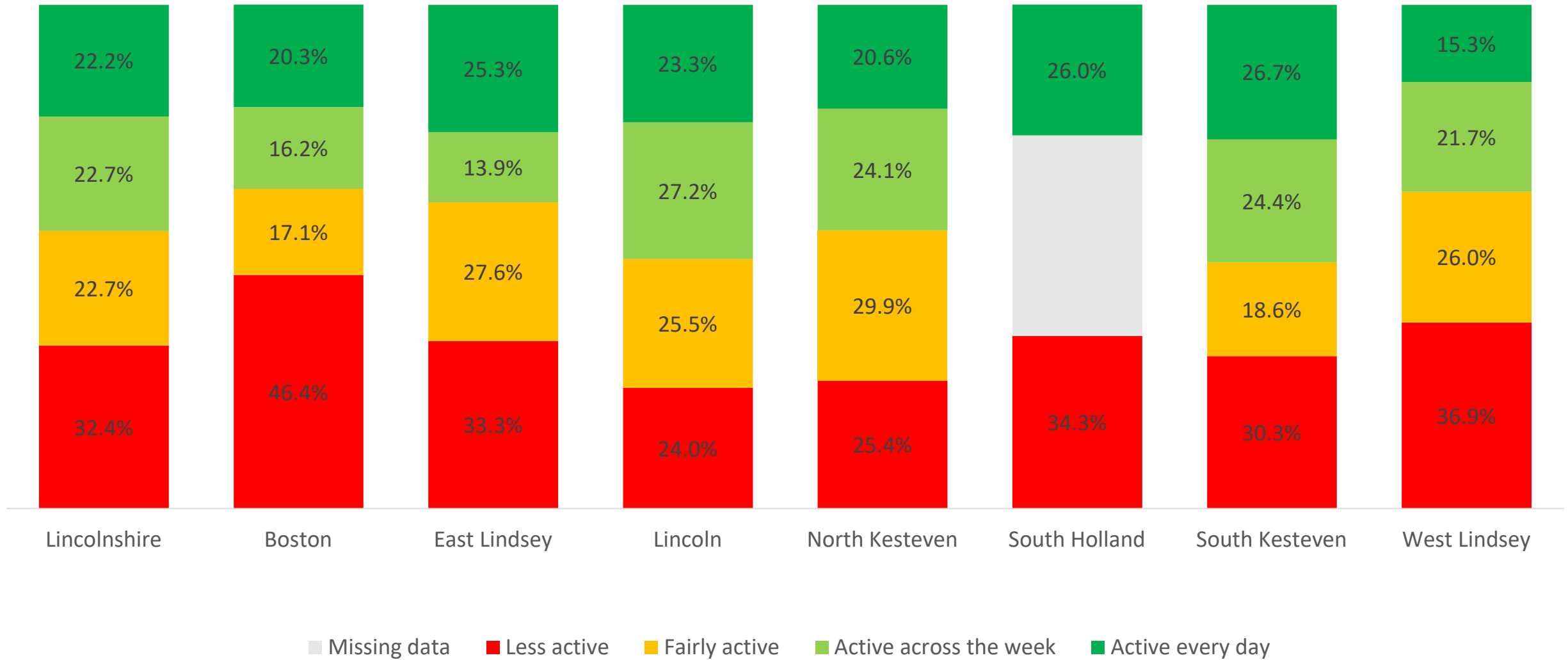


■ Inactive ■ Fairly Active ■ Active

■ 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



Source: Sport England Active Lives CYP Survey Sept 17-July 18

AGE – Physical activity behaviour summary

Age 16-34

- No **inactive** data available for South Holland, England is 18.4% and Lincolnshire 18.8%
- The **active** proportion (64.8%) is lower (**worse**) than both England (70.6%) and Lincolnshire (68.9%) and **5th** amongst 5 nearest neighbours

Age 35-54

- **Inactive** proportion (31.5%) is much higher (**worse**) than both England (21.5%) and Lincolnshire (24.1%)
- The **active** proportion (55.1%) is much lower (**worse**) than both England (65.6%) and Lincolnshire (62.5%)
- The **inactive** population has increased (**worsened**) from 28.5% (Nov 15/16) to 31.5%
- When compared to nearest neighbours South Holland is ranked **3rd** of 4 for **inactive** and **4th** of 5 for **active**

Age 55-74

- **Inactive** proportion (42.0%) is much higher (**worse**) than both England (28.3%) and Lincolnshire (30.7%)
- The **active** proportion (41.0%) is much lower (**worse**) than both England (58.3%) Lincolnshire (54.9%)
- The **inactive** population has increased (**worsened**) from 40.4% (Nov 15/16) to 42.0%
- When compared to nearest neighbours South Holland is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**

Aged 75+

- **Inactive** proportion (69.1%) is much higher (**worse**) than England (52.6%) and Lincolnshire (58.6%) and has increased (**worsened**) from 55.6% (Nov 15/16) to 69.1%. No data available for **active**
- When compared to nearest neighbours South Holland is ranked **4th** of 4 for **inactive**

Physical activity behaviour summary

NS SeC 1-2

- South Holland **inactive** proportion (22.5%) is higher (**worse**) than both England (16.8%) and Lincolnshire (21.2%)
- The **active** proportion (64.2%) is lower (**worse**) than both England (71.0%) Lincolnshire (65.4%)
- The **inactive** population has increased (**worsened**) from 21.3% (Nov 15/16) to 22.5%
- When compared to nearest neighbours South Holland is ranked **4th** of 5 for **inactive** and **4th** of 5 for **active**

NS SeC 3-5

- South Holland **inactive** proportion (30.5%) is higher (**worse**) than both England (24.8%) Lincolnshire (25.9%)
- The **active** proportion (56.0%) is lower (**worse**) than both England (61.4%) and Lincolnshire (60.1%)
- The **inactive** population has decreased (**improved**) from 36.8% (Nov 15/16) to 30.5%
- When compared to nearest neighbours South Holland is ranked **4th** of 4 for **inactive** and **4th** of 5 for **active**

NS SeC 6-8

- South Holland **inactive** proportion (49.4%) is much higher (**worse**) than both England (33.4%) and Lincolnshire (34.8%)
- The **active** proportion (36.8%) is much lower (**worse**) than both England (54.0%) and Lincolnshire (51.9%)
- South Holland is very close to the worst district in England for both **inactive** and **active**
- There is a 26.9pp gap between NS SeC groups 1-2 and NS SeC groups 6-8 for **inactive**

Gardening

- Gardening reduces (**improves**) **inactivity** in those in NS SeC 1-2 by 7.5pp, suggesting **more** of an impact than the England average (2.8pp). It also reduces (**improves**) **inactivity** in those in NS NeC 3-5 by 12.3pp, suggesting **more** of an impact than the England average (3.8pp). No data available for NS SeC groups 6-8

Sport and activities

How we measure sport and physical activity

THE PAST... ANY SPORT

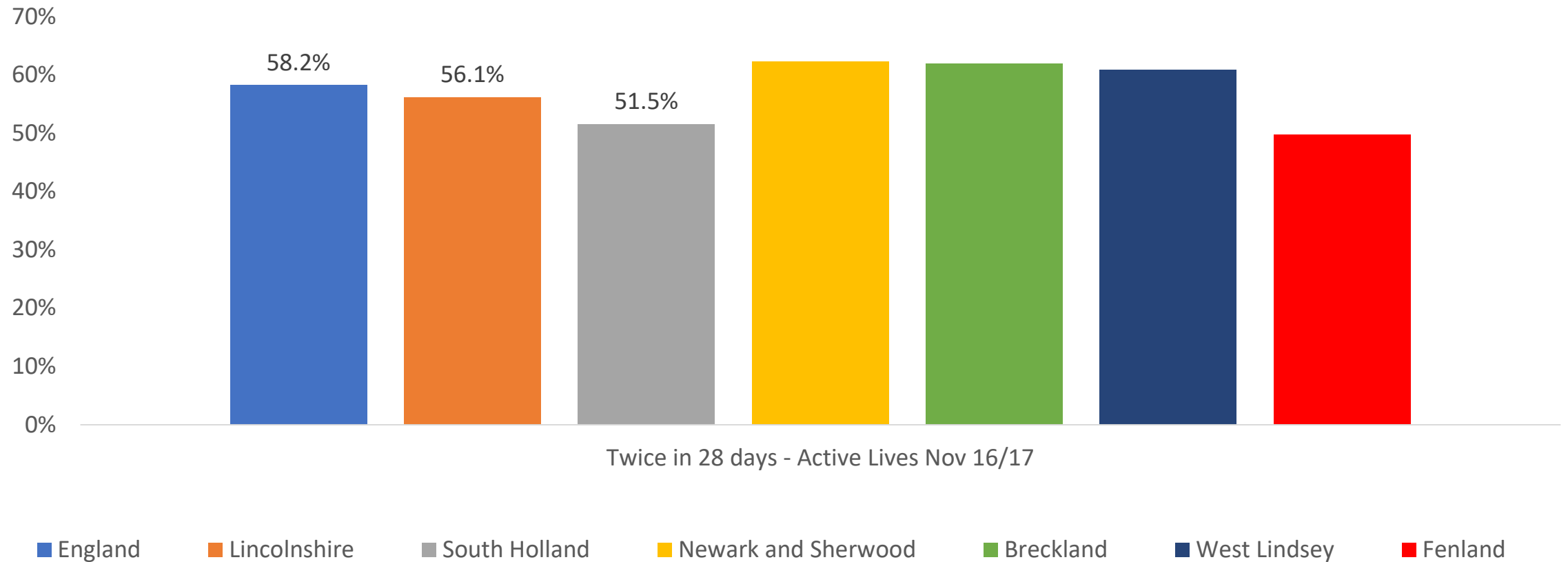
- % of people doing at least one session of sport , at any intensity (including light intensity sports) and for any duration in the last 28 days
- **Higher is better**
- 10 years of data

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



Twice in 28 days - Active Lives Nov 16/17

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

Sports participation summary

- Cycling for leisure and sport participation (11.0%) is **lower** both than England and Lincolnshire and ranked **5th** of 5 nearest neighbours. Historical APS trends suggest a decrease in cycling at a faster rate than England and Lincolnshire
- All walking participation (51.5%) is **lower** than both England and Lincolnshire and ranked **4th** of 5 nearest neighbours
- Active travel (26.5%) is **lower** than both England and Lincolnshire and ranked **4th** of 5 nearest neighbours
- There is no swimming or running and jogging data available for South Holland

Additional historical APS trend data suggests:

- Participation in outdoor and individual sports is **declining** at a **faster** rate than England and Lincolnshire
- Participation in indoor and sports hall/swimming pool based activities is **declining** at a **slower** rate than England and Lincolnshire
- A **decline** in those participating in flexible location activities compared to an **increase** for England and Lincolnshire

Overall summary

Percentage of inactivity by demographic groups

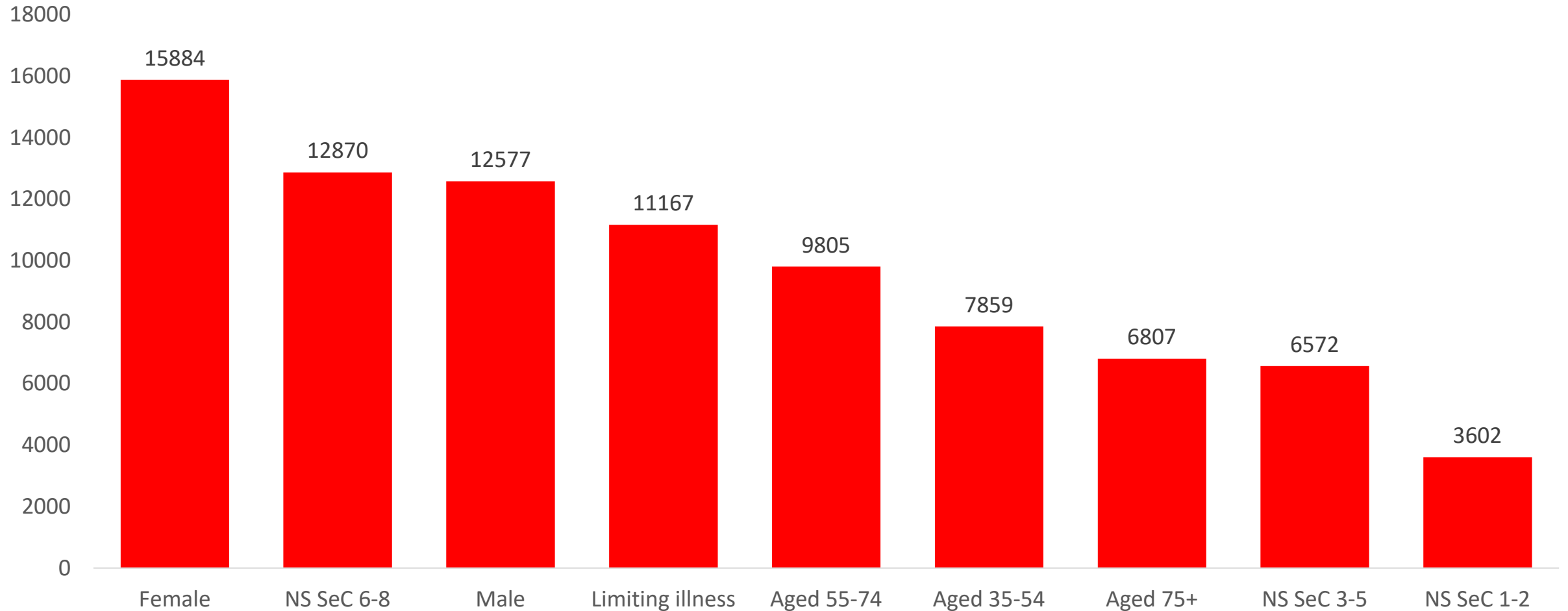
Proportion of people classed as inactive



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

Groups in greatest need?

Inactive – South Holland has the highest (worst) inactivity rate of any district in England Nov 16/17 and reducing inactivity rates has the greatest potential health benefit

Inequality gaps for under-represented groups (females, those with a limiting illness, older age groups and those from NS SeC groups 6-8) are very high and compounding this is the fact that South Holland has comparatively high proportions of people from these groups. Any of these could be identified as priorities, we would suggest working with one or two of these groups initially, perhaps:

- **Females** – one of the worst districts for both inactive and active proportions, an inequality gap over twice the England gap and the highest estimated number of inactive people by demographic group in South Holland at 15,884
- **NS SeC groups 6-8** – one of the worst districts for inactive and the worst for active, has an inequality gap of 26.9pp and accounts for the second largest estimated number of inactive people in South Holland at 12,870

Those **aged 55 and over** and those **with a limiting illness** are also of significant concern and will need close monitoring to ensure targeting of other groups doesn't impact these groups negatively

What to think about next?

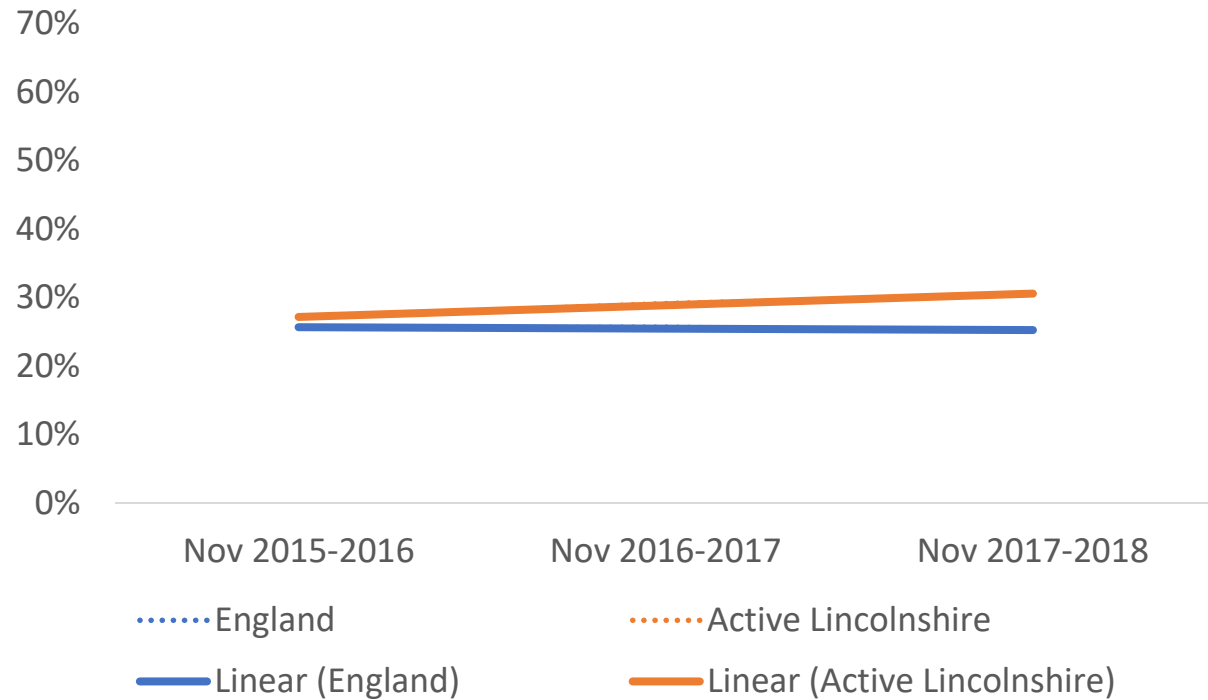
- Where can we find the groups that might be in greater need? How do we reach them?
- What implications does this evidence have for local action planning, programming and offer design and investment?
- What local organisations can help reach inactive people from the groups that are in greater need in 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)?
- 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 do we know about the asset/supply base of some of the communities with more inactive people?
- What can we learn from the Active Lives Children and Young People data at district level?
- Can we look more closely into gardening given the potential impact of this activity?

November 2017/18 data

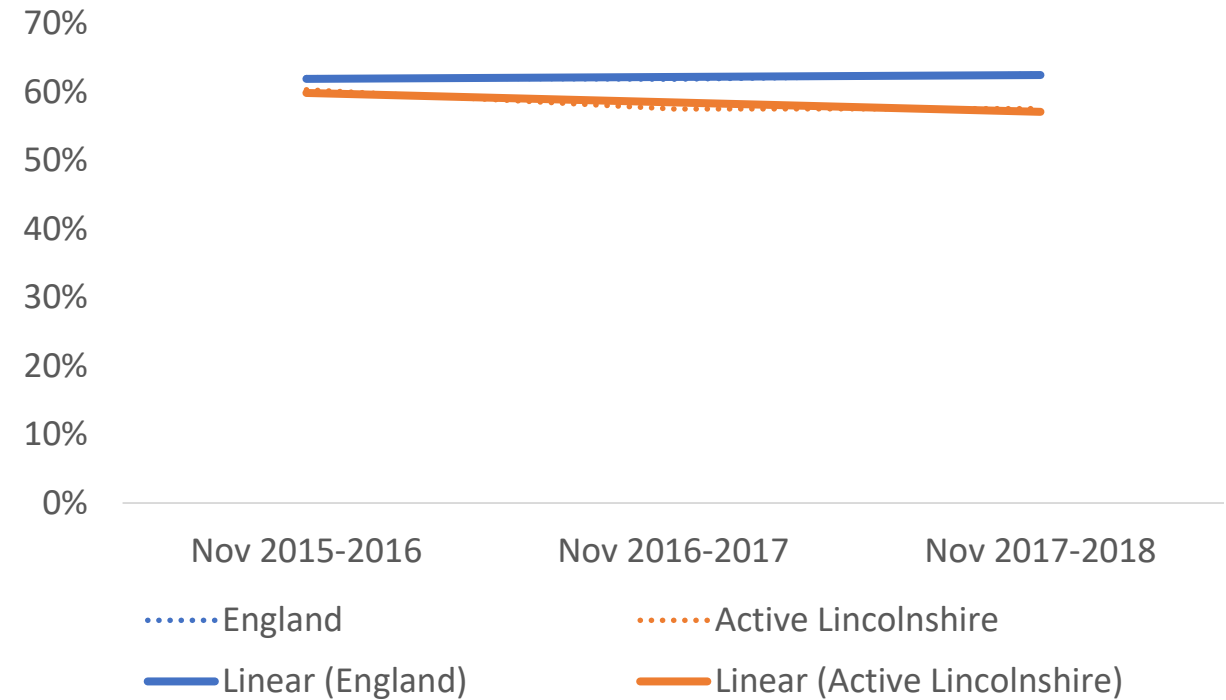
Physical activity behaviour trends

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



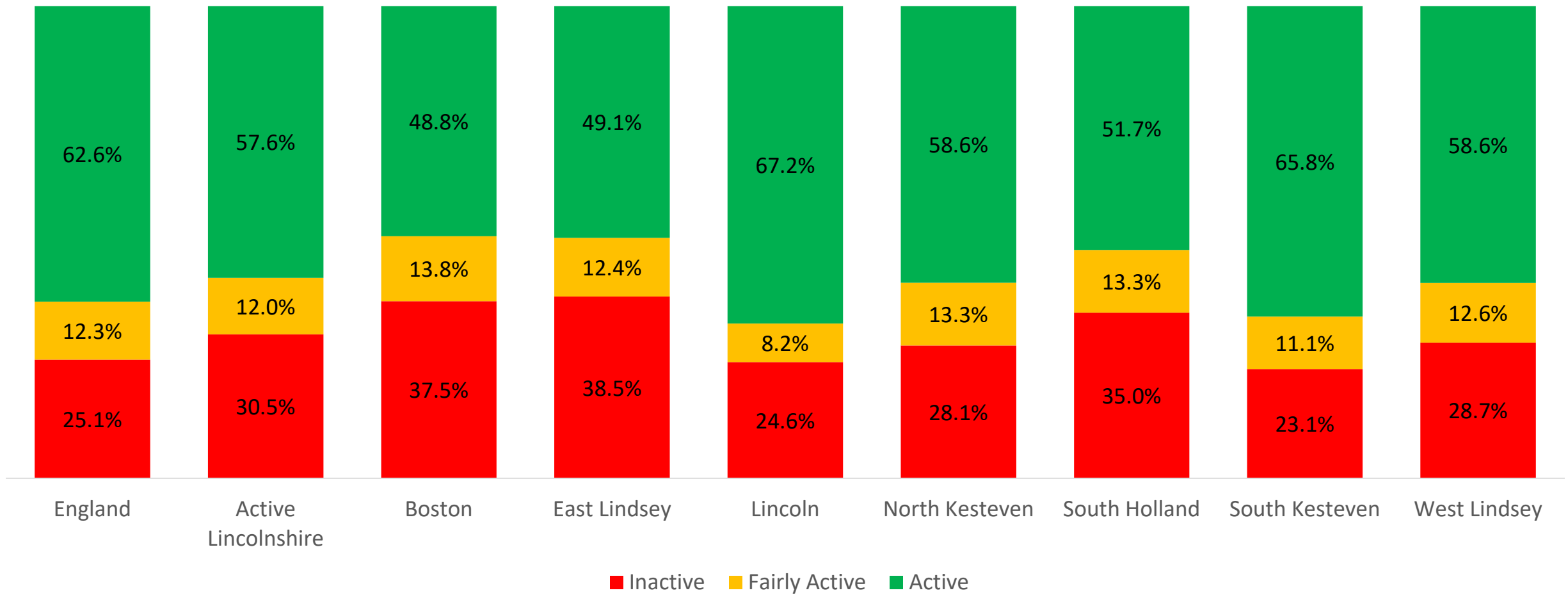
Active



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