



SOUTH KESTEVEN DISTRICT COUNCIL

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

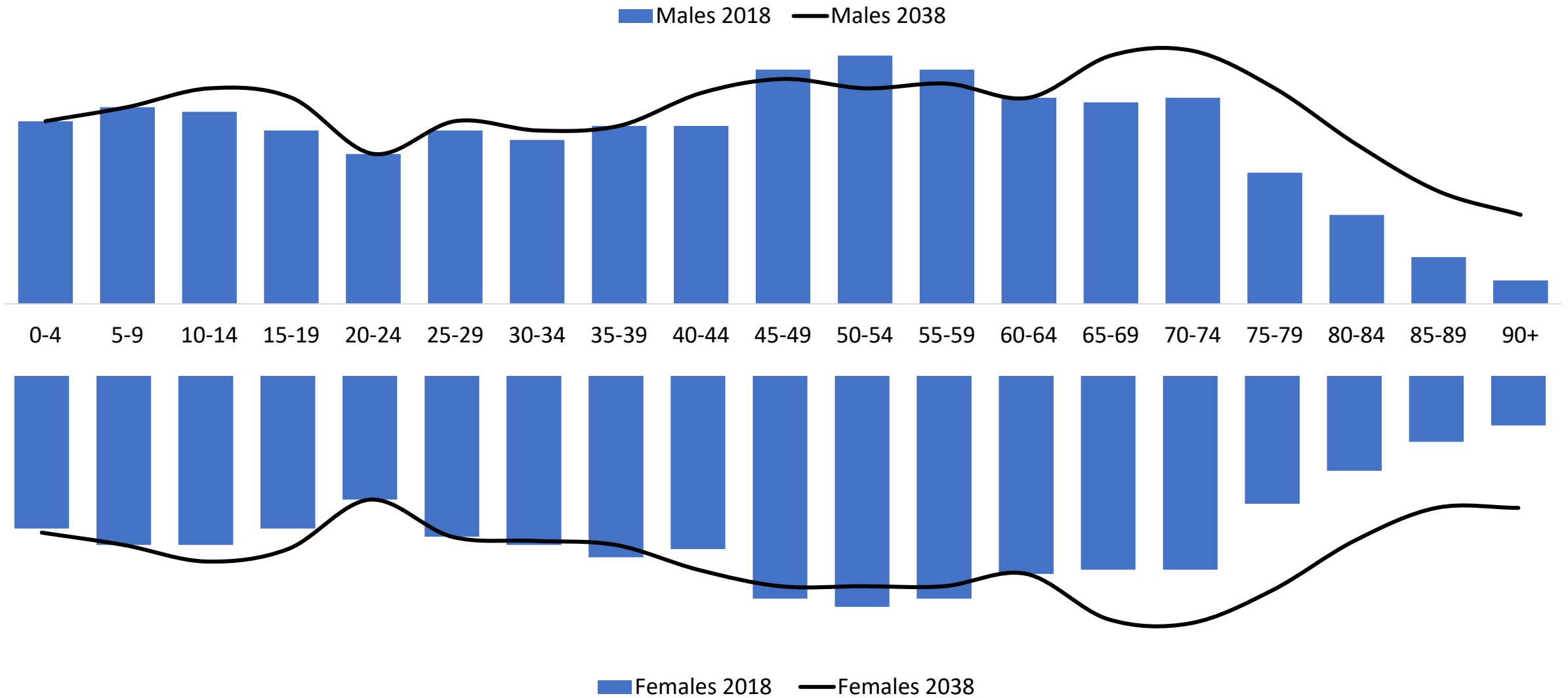
Other things to consider

Key demographics

Population Breakdown

POPULATION DEMOGRAPHICS	England	Lincolnshire	South Kesteven
Male	49.2%	48.7%	48.3%
Female	50.8%	51.3%	51.7%
Not limited	82.4%	79.6%	82.7%
Limited a lot/a little	17.6%	20.4%	17.3%
0-15 years	18.9%	17.1%	18.5%
16-34 years	25.4%	21.3%	19.7%
35-54 years	27.8%	27.1%	29.0%
55-74 years	20.2%	25.0%	24.0%
75+ years	7.7%	9.5%	8.8%
NS SEC 1-2	31.3%	27.6%	32.9%
NS SEC 3-5	29.1%	31.2%	31.2%
NS SEC 6-8	30.6%	34.5%	30.2%
Unclassified	9.0%	6.7%	5.7%
White British	85.4%	97.6%	97.5%
BME	14.6%	2.4%	2.5%

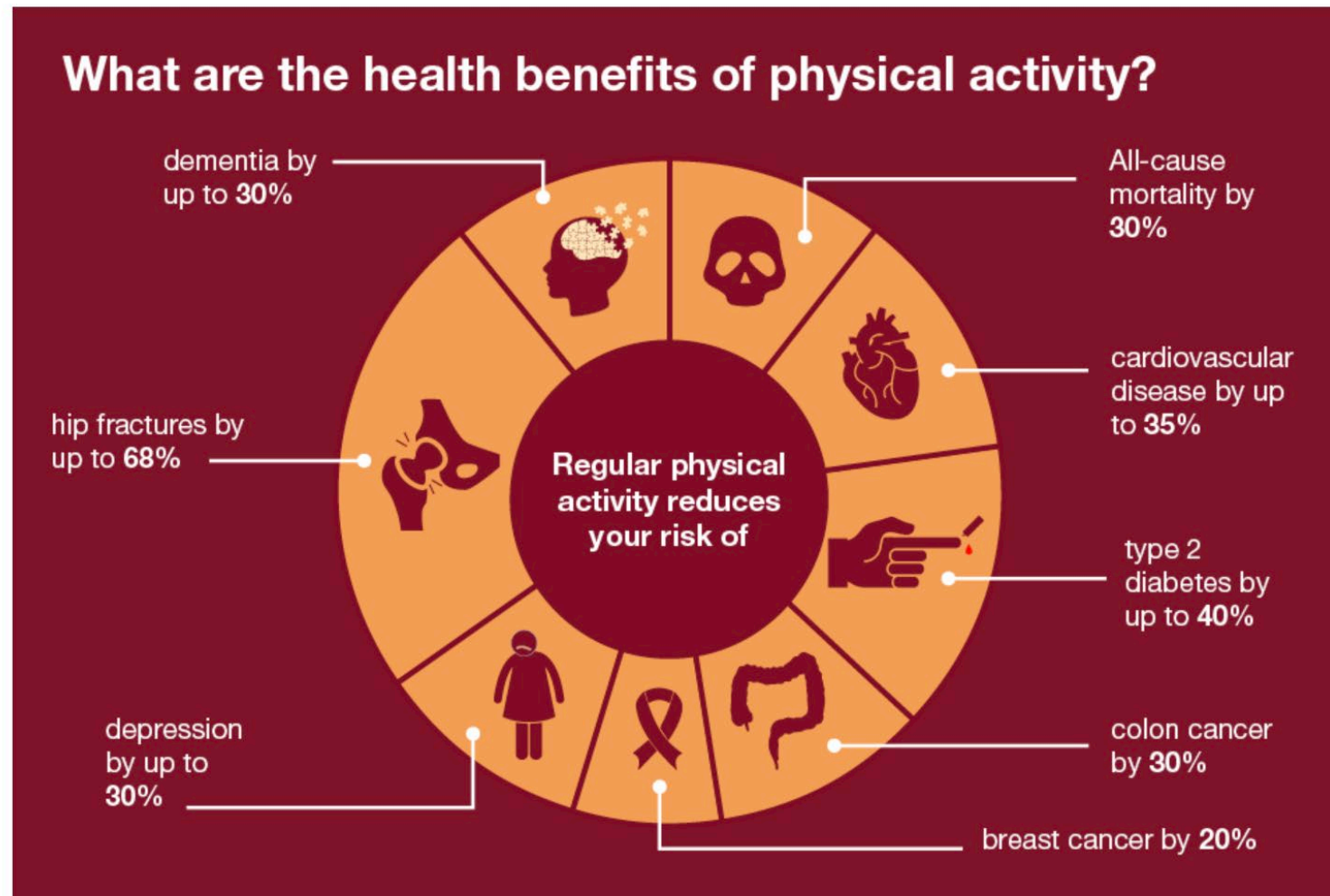
Estimated population growth



Source: ONS 2014, subnational projections

Health and disease information

Health benefits of physical activity

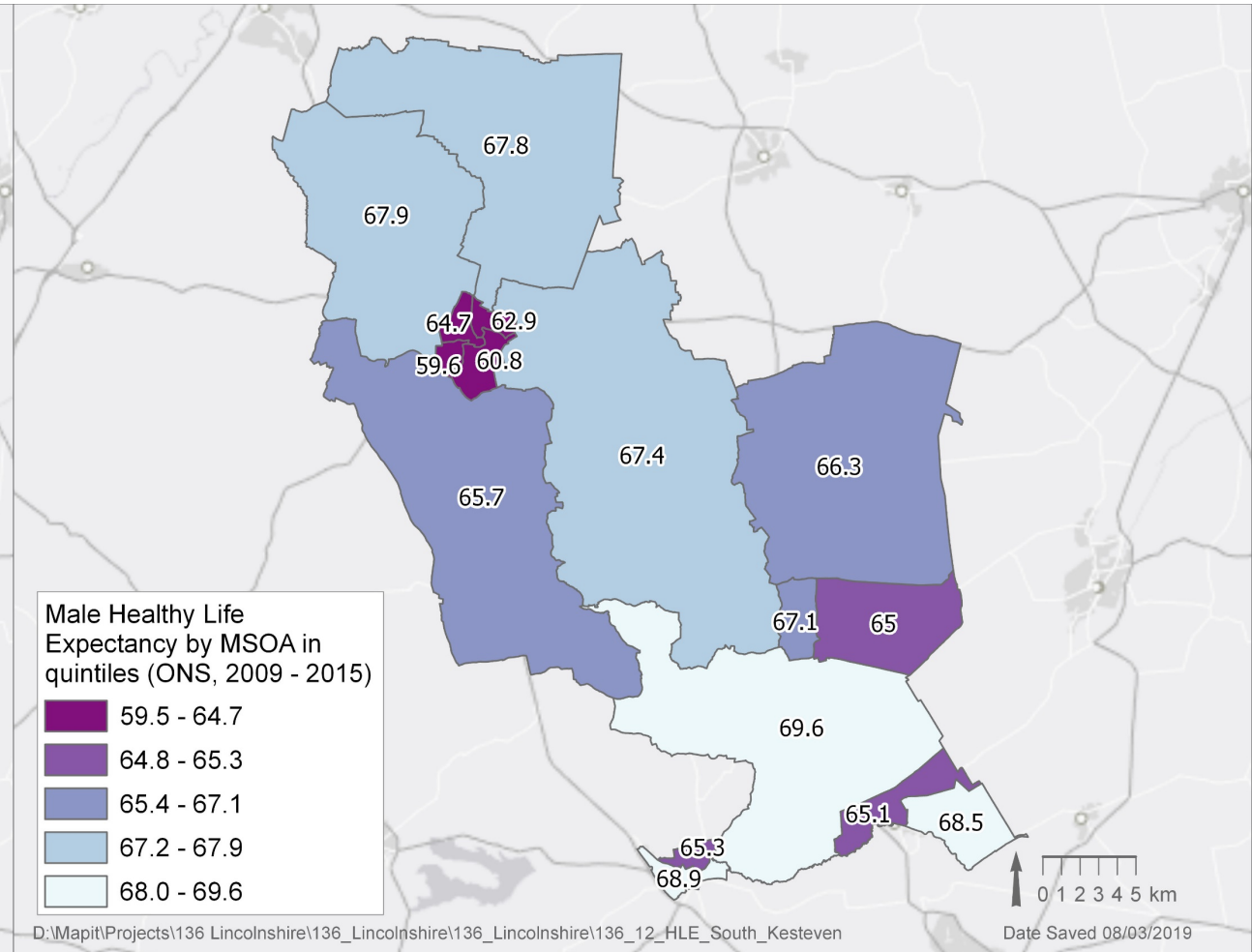
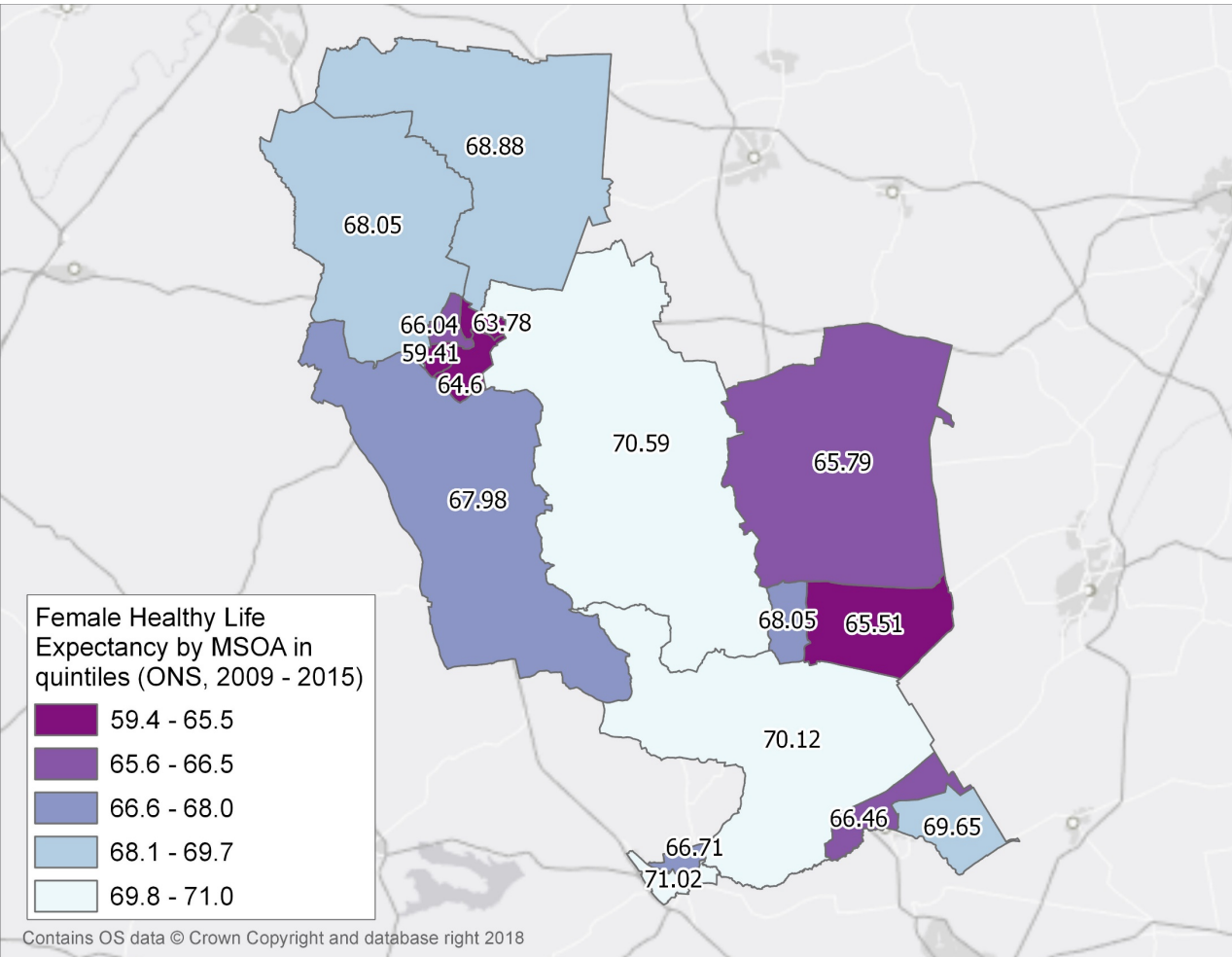


Source: PHE Health matters: Getting every adult active every day

Healthy life expectancy by MSOA

Female

Male



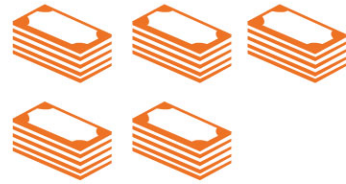
The financial impact of physical inactivity - South Kesteven

HEALTH COSTS OF PHYSICAL INACTIVITY



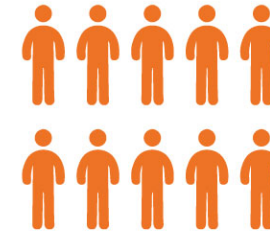
1 YEAR

£2,910,763



5 YEARS

£14,553,815



COST PER 100,000
POPULATION

£2,117,483

DISEASE CATEGORY BREAKDOWN COST PER YEAR

BREAST
CANCER

£193,829

CANCER
LOWER GI

e.g. bowel cancer

£345,922

CEREBROVASCULAR
DISEASE

e.g. stroke

£391,129

DIABETES

£431,362

CORONARY
HEART DISEASE

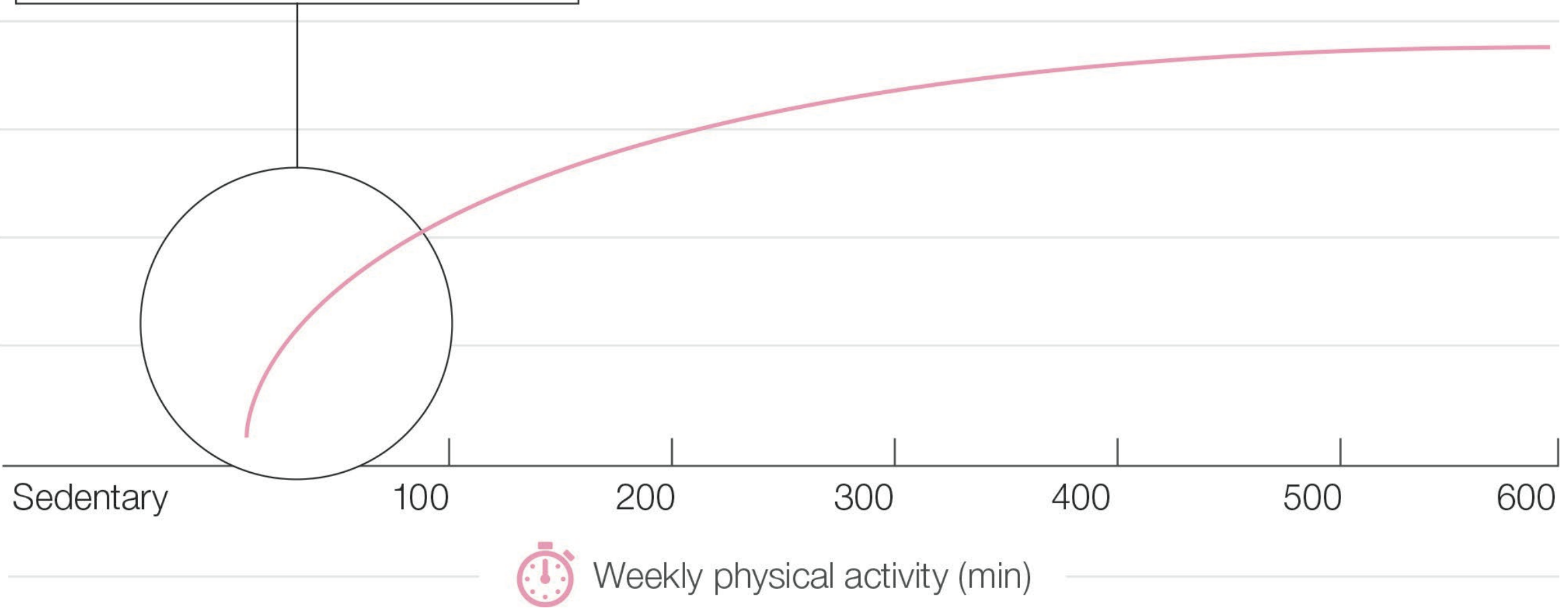
£1,548,521

Health benefits of physical activity

AREA OF HIGHEST IMPACT



Health benefits

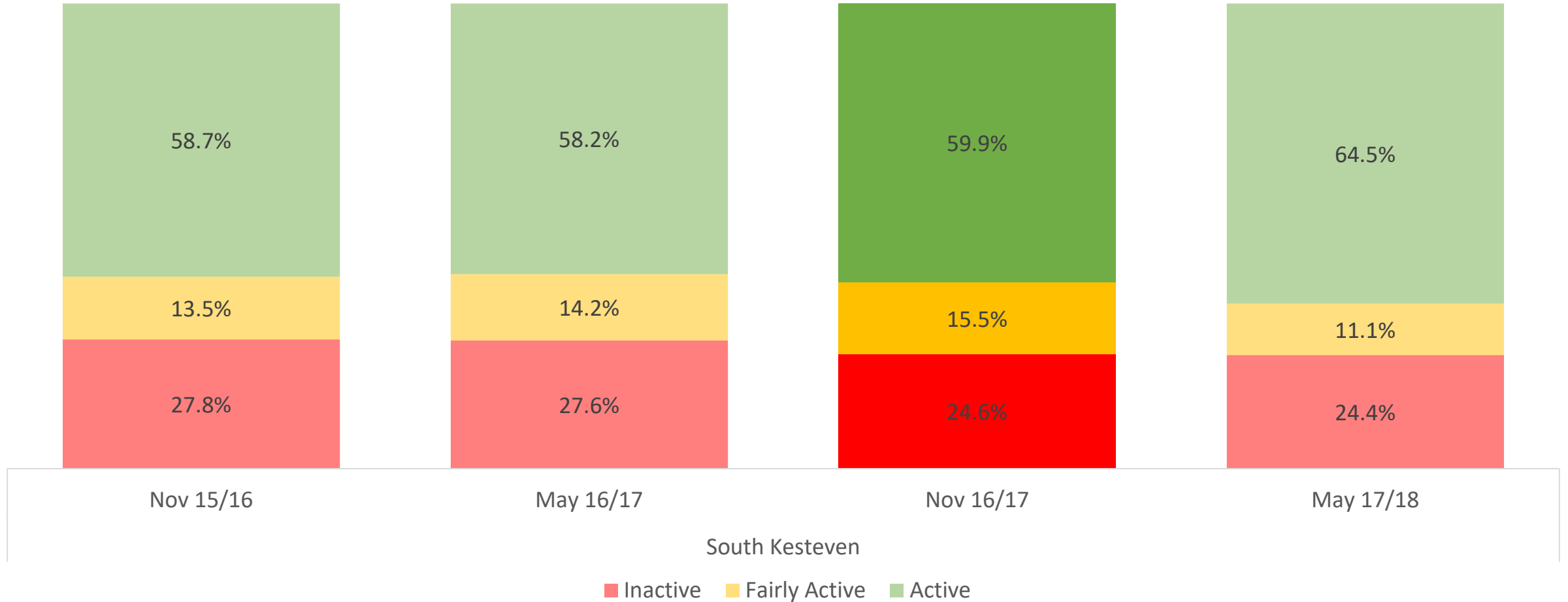


Source: The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation

Physical activity behaviour

Physical activity behaviour over time

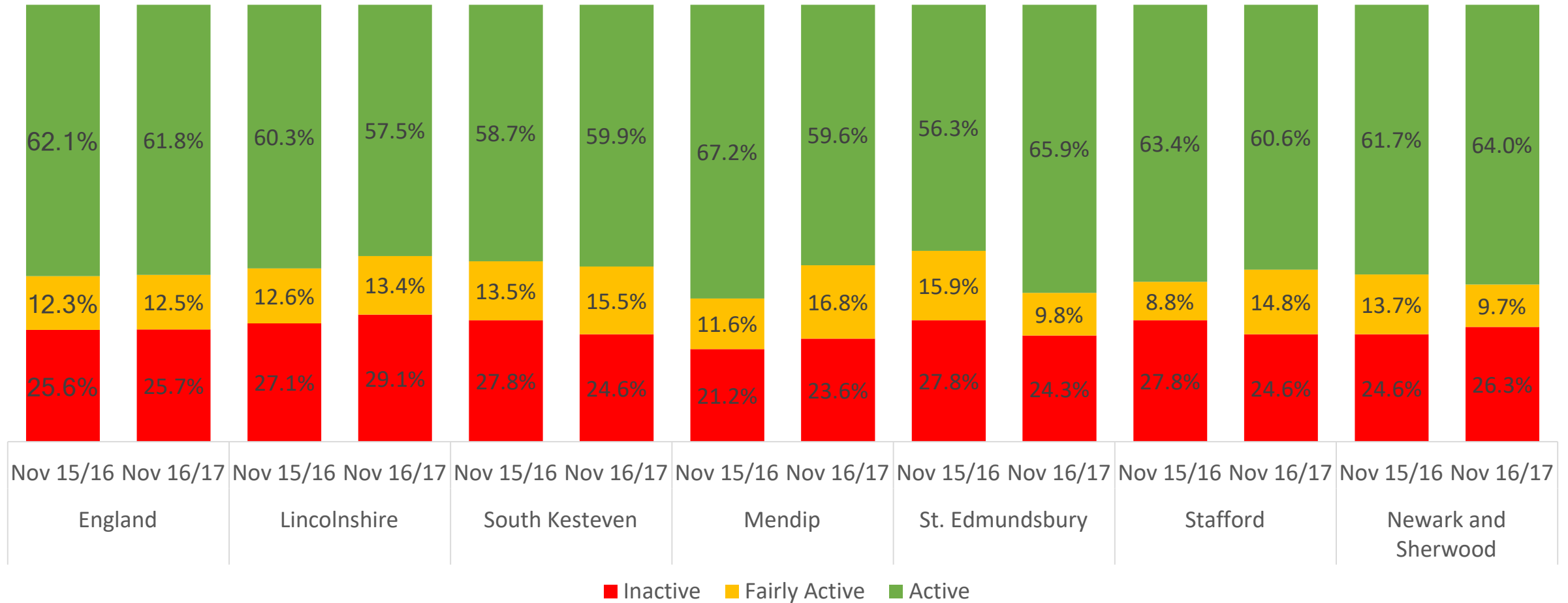
Whole population (16+)



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

Physical activity behaviour compared to nearest neighbours

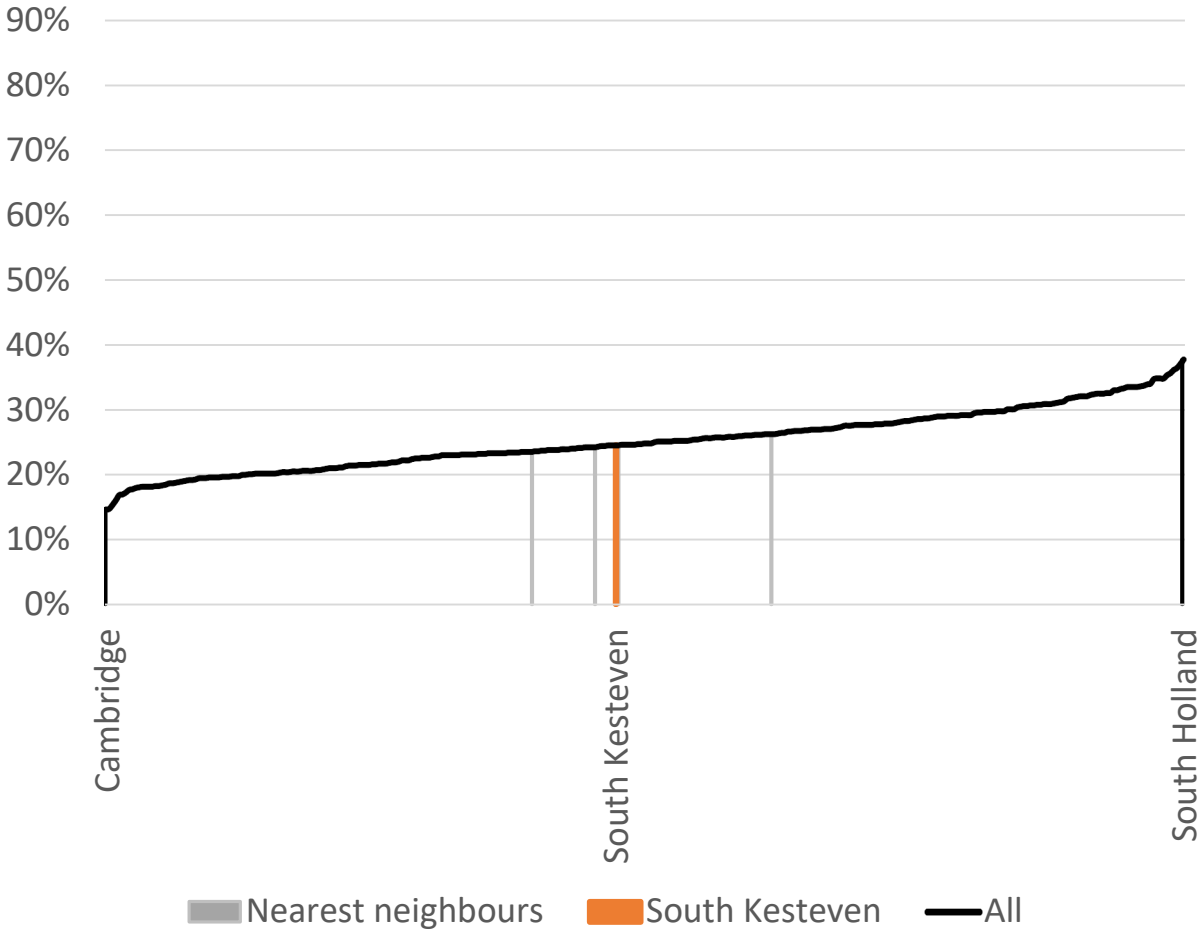
Whole population (16+)



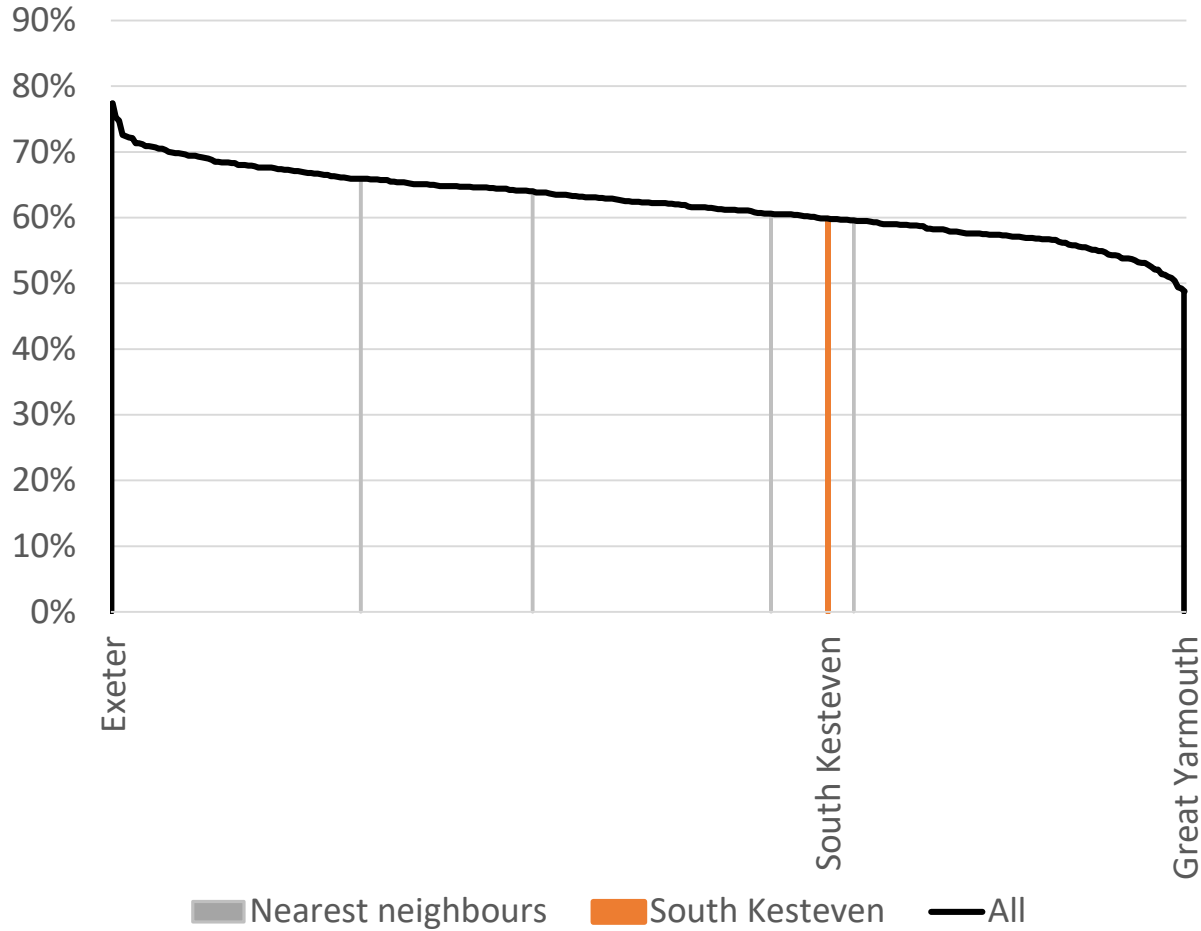
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Physical activity behaviour compared to peers

Inactive - Whole population



Active - Whole population

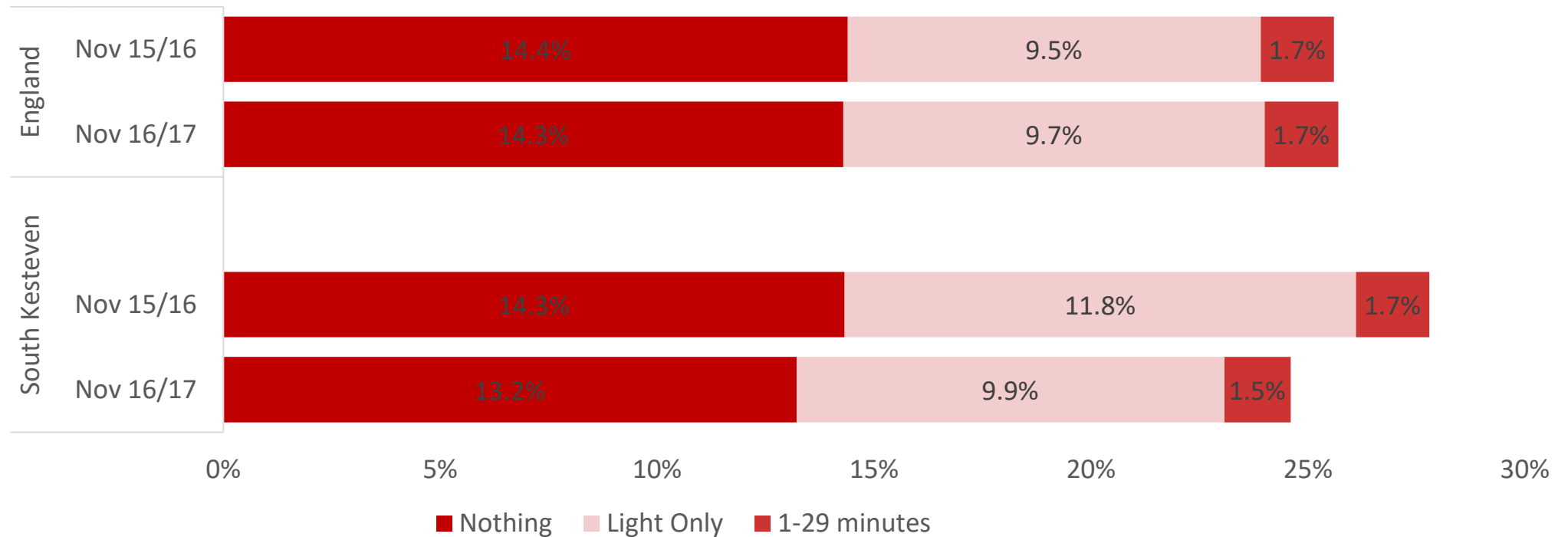


Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

Breakdown of inactive behaviour

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

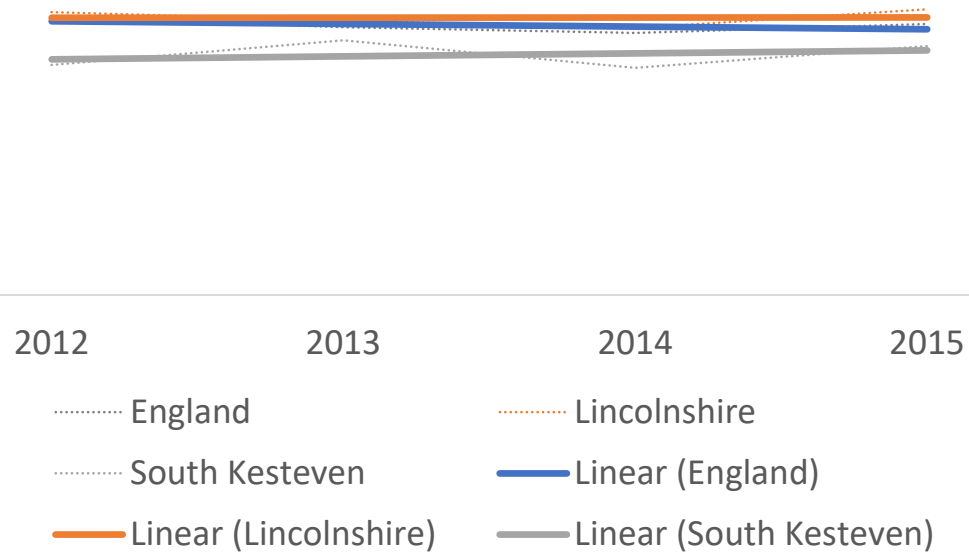
- Those that do NOTHING, i.e. no physical activity at all
- Those that do LIGHT INTENSITY ONLY, i.e. no moderate or vigorous intensity activity
- Those that ONLY ACHIEVE 1-29 MINUTES in a week



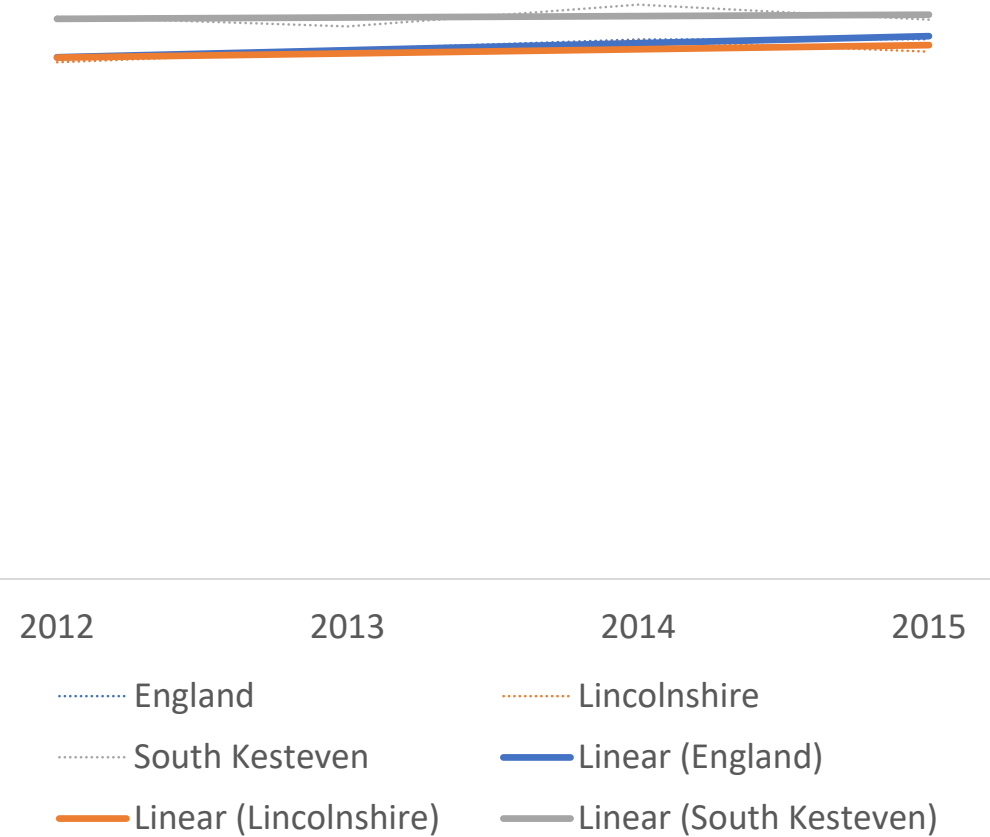
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

Historical trends

Inactive trend

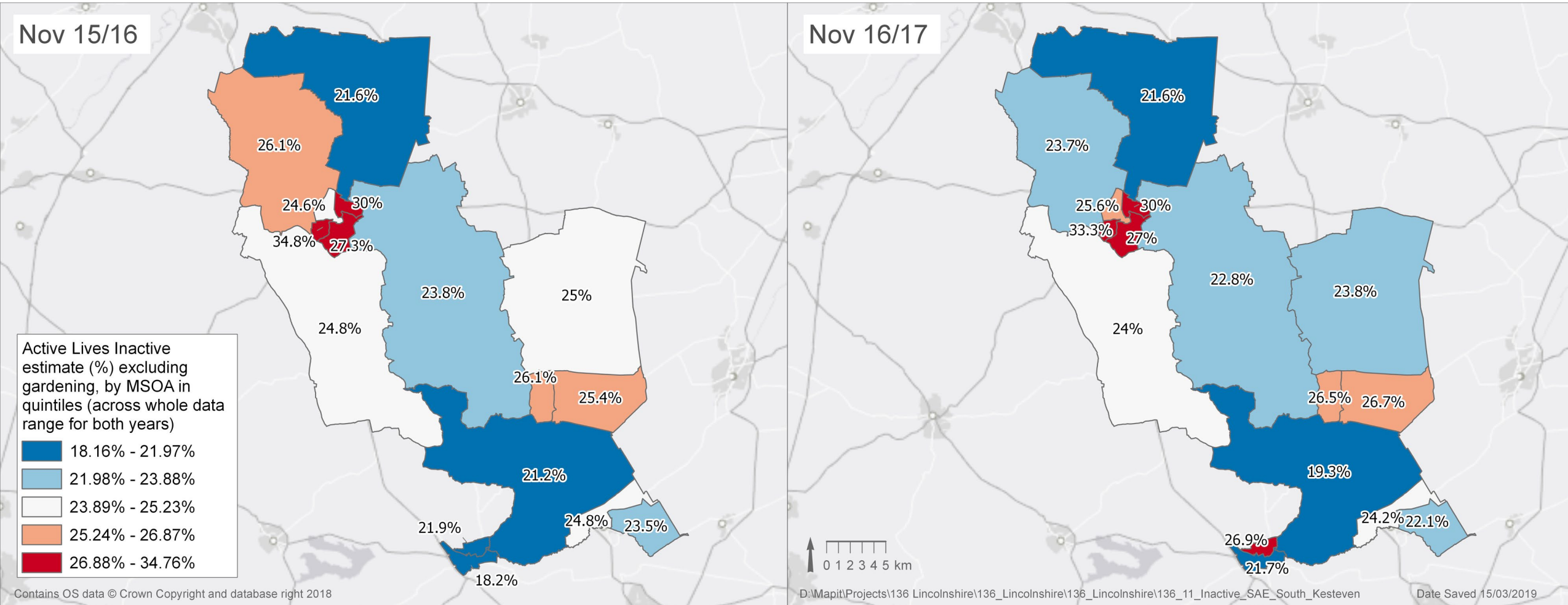


Active trend



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 Kesteven inactive proportion (24.6%) is lower (**better**) than both England (25.7%) and Lincolnshire (29.1%)
- It is estimated that there are over 28,000 inactive people in South Kesteven
- The inactive population has decreased (**improved**) from 27.8% (Nov 15/16) to 24.6%
- South Kesteven has a **smaller** proportion of the population doing 'nothing' or '1-29 minutes' and a **larger** proportion doing 'light only' than England
- When compared to nearest neighbours South Kesteven is ranked equal **3rd** of 5 for **inactive**
- Small area estimates suggest highest rates of inactivity likely to be clustered around Grantham
- 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 4.0pp, compared to 3.6pp for England

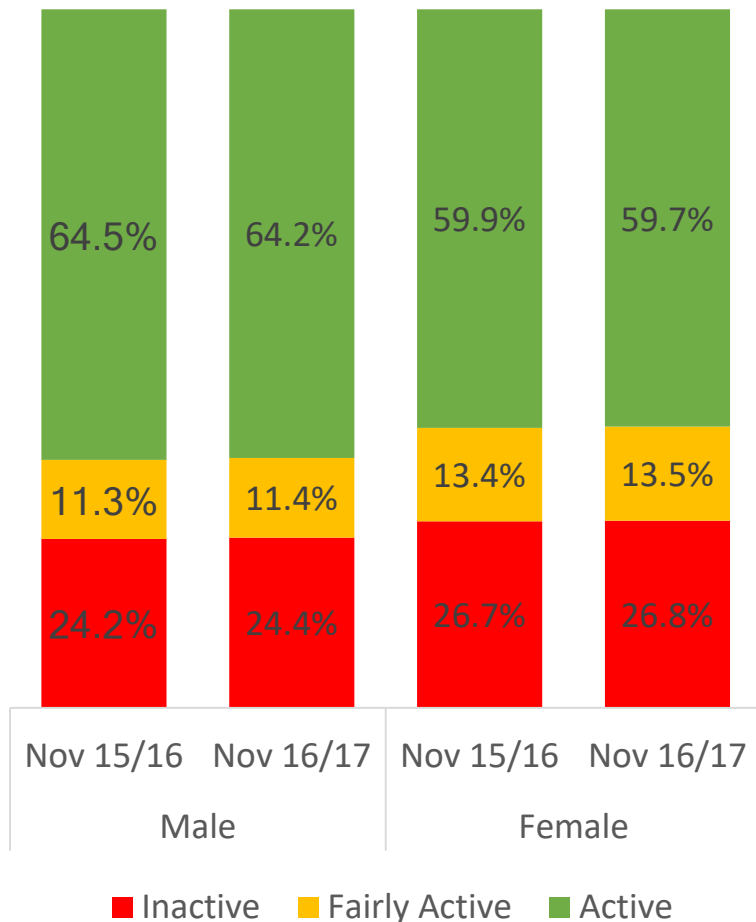
Active

- Active proportion (59.9%) is lower (**worse**) than England (61.8%) and higher (**better**) than Lincolnshire (57.5%)
- The active population has increased (**improved**) from 58.7% (Nov 15/16) to 59.9%
- When compared to nearest neighbours South Kesteven is ranked **4th** of 5 for **active**
- Historical trends (APS data) suggest active levels are increasing (**improving**) whilst England activity levels increasing (improving) slightly

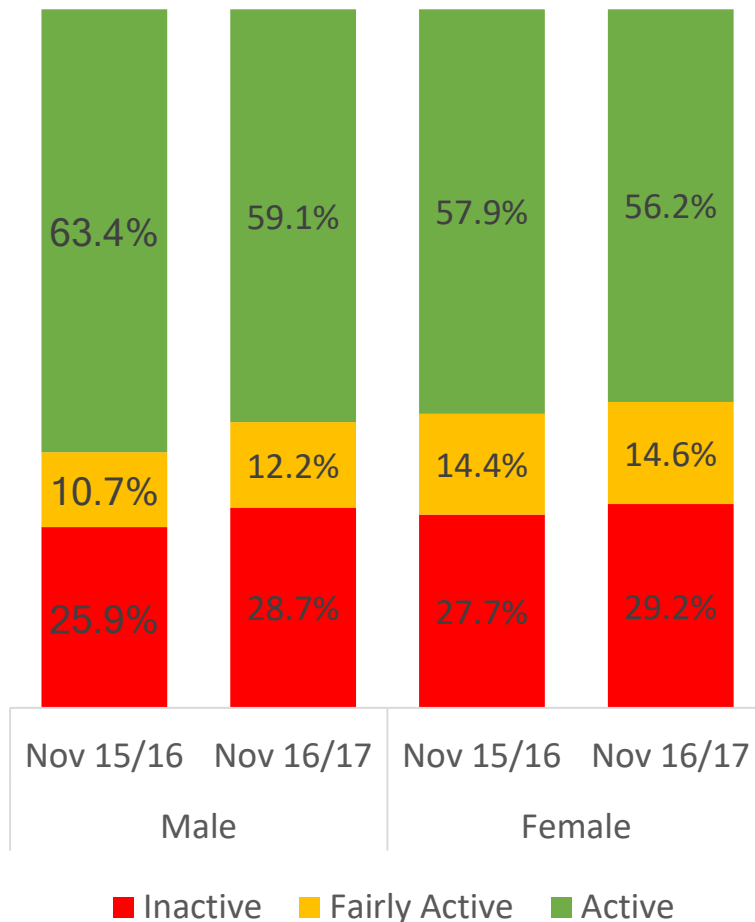
Physical activity behaviour by demographic group

Physical activity behaviour over time

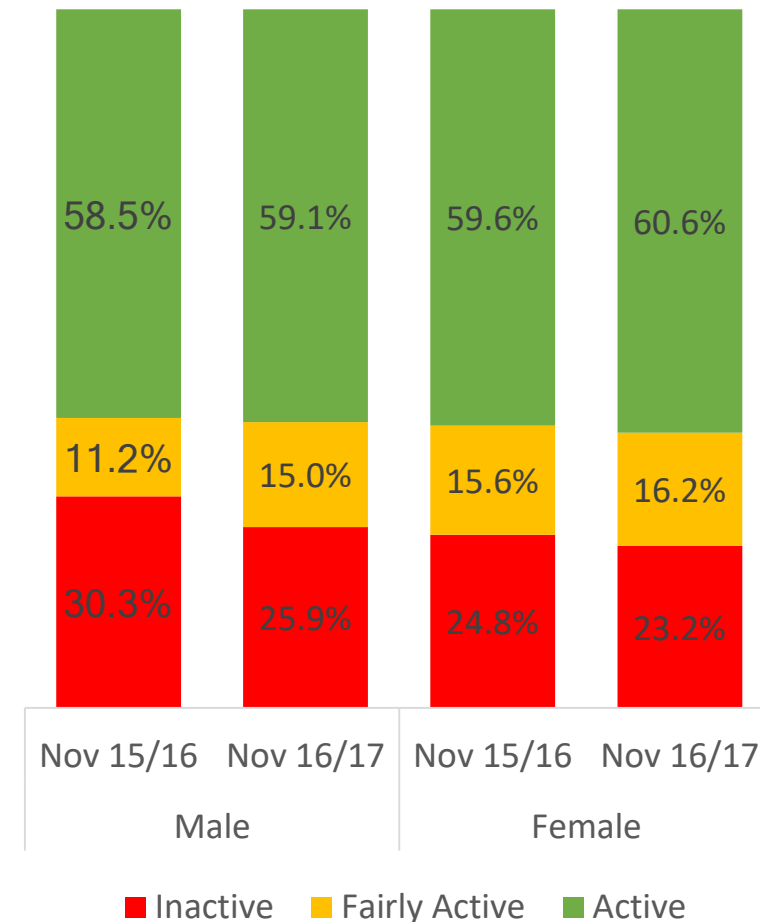
England



Lincolnshire



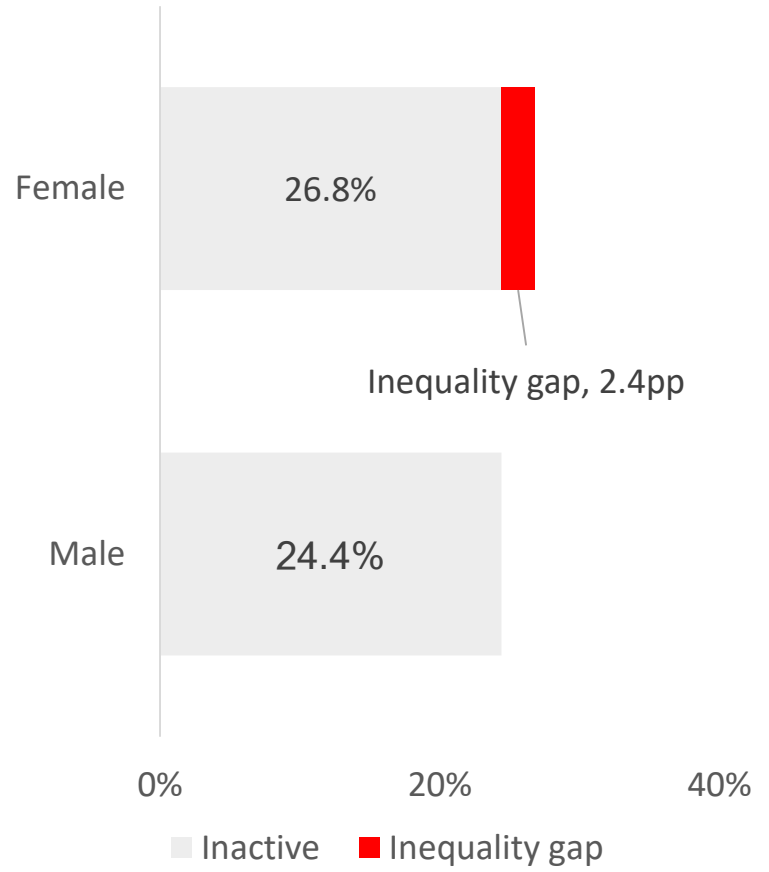
South Kesteven



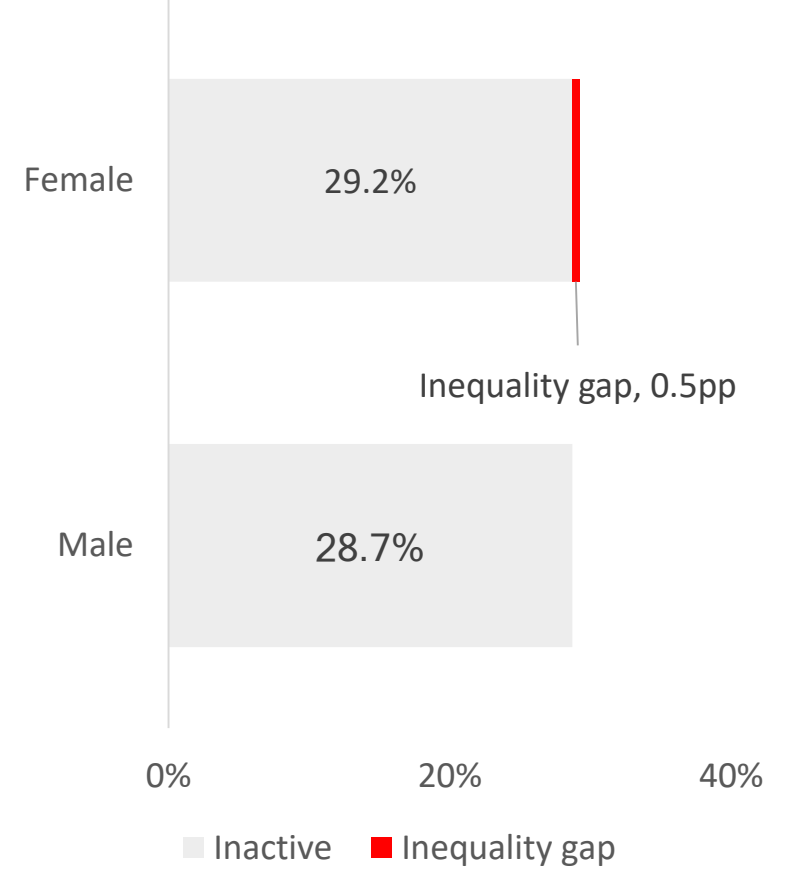
Source: Sport England, Active Lives, Nov 15 to Nov 17

Inequality gap in physical activity behaviour by gender

England



Lincolnshire



South Kesteven



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

Male

- The **inactive** proportion (25.9%) is higher (**worse**) than England (24.4%) and lower (**better**) than Lincolnshire (28.7%)
- The **active** proportion (59.1%) is lower (**worse**) than England (64.2%) and the same as Lincolnshire (59.1%)
- The **inactive** population has decreased (**improved**) from 30.3% (Nov 15/16) to 25.9%
- When compared to nearest neighbours South Kesteven is ranked **4th** of 5 for **inactive** and well behind in **5th** for **active**

Female

- South Kesteven **inactive** proportion (23.2%) is lower (**better**) than both England (26.8%) and Lincolnshire (29.2%)
- The **active** proportion (60.6%) is higher (**better**) than both England (59.7%) and Lincolnshire (56.2%)
- The **inactive** population has decreased (**improved**) from 24.8% (Nov 15/16) to 23.2%
- When compared to nearest neighbours South Kesteven is ranked **2nd** of 5 for **inactive** and **3rd** of 5 for **active**

Inequality

- Female **inactive** rate is 2.7pp **better** than males, for England (2.4pp) and Lincolnshire (0.5pp) the gap is in favour of males

Gardening (Nov 15/16 data)

- Reduces (**improves**) **inactivity** in males by 5.5pp, suggesting **more** of an impact than the England average (4.0pp)
- Reduces (**improves**) **inactivity** in females by 2.9pp, suggesting **less** of an impact than the England average (3.1pp)

No limiting illness

- South Kesteven **inactive** proportion (19.7%) is lower (**better**) than both England (21.2%) and Lincolnshire (24.2%)
- The **active** proportion (63.1%) is lower (**worse**) than England (66.4%) and higher (**better**) than Lincolnshire (61.7%)
- The **inactive** population has decreased (**improved**) from 21.9% (Nov 15/16) to 19.7%
- When compared to nearest neighbours South Kesteven is ranked **2nd** of 5 for **inactive** and **5th** of 5 for **active**

Limiting illness

- No **inactive** data available for South Kesteven, England is 43.4% and Lincolnshire 44.9%
- The **active** proportion (49.8%) is higher (**better**) than both England (43.6%) and Lincolnshire (43.2%)
- When compared to nearest neighbours South Kesteven is ranked **2nd** of 4 for **active**

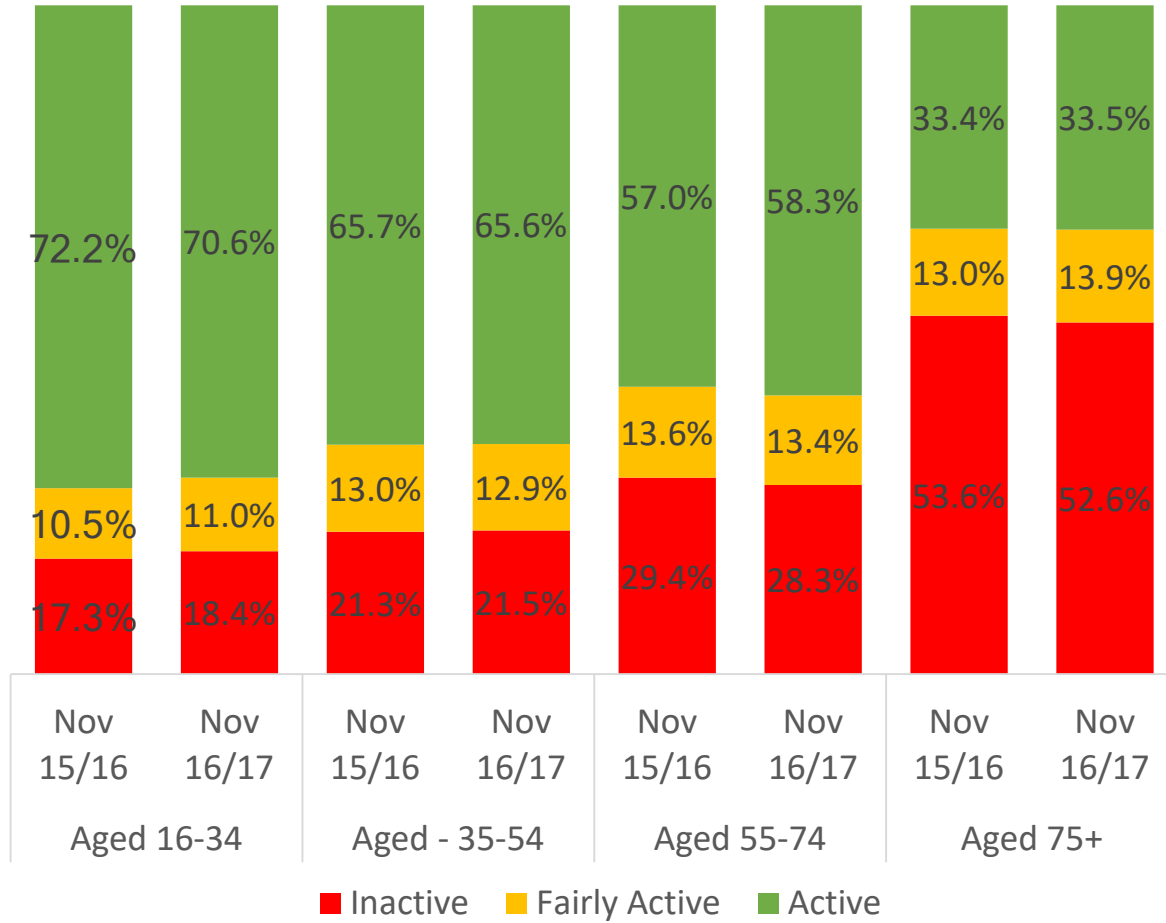
Inequality - Data not available

Gardening (Nov 15/16 data)

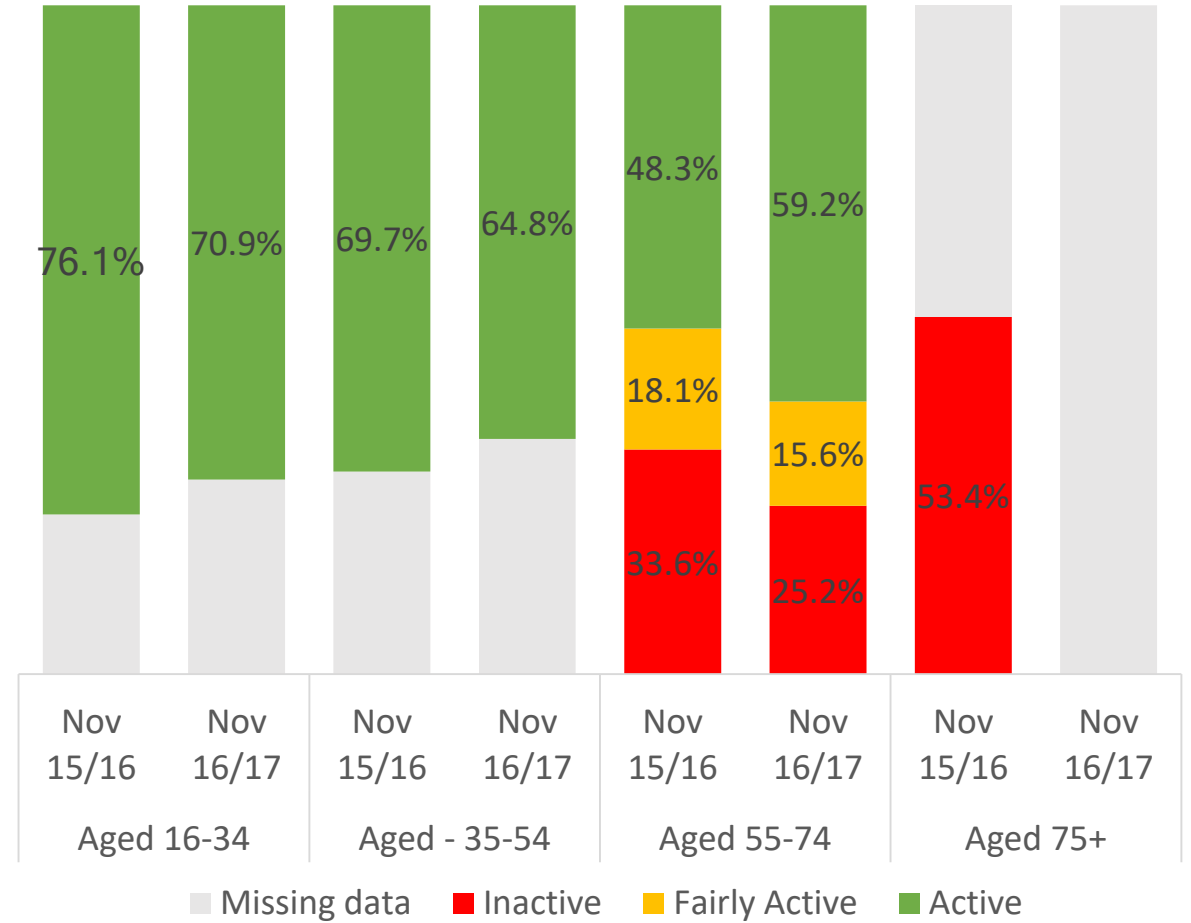
- Reduces (**improves**) **inactivity** in those with a limiting illness by 9.7pp, suggesting **more** of an impact than the England average (7.5pp)
- Reduces (**improves**) **inactivity** in those with no limiting illness by 2.4pp, suggesting **less** of an impact than the England average (3.1pp)

Physical activity behaviour over time

England

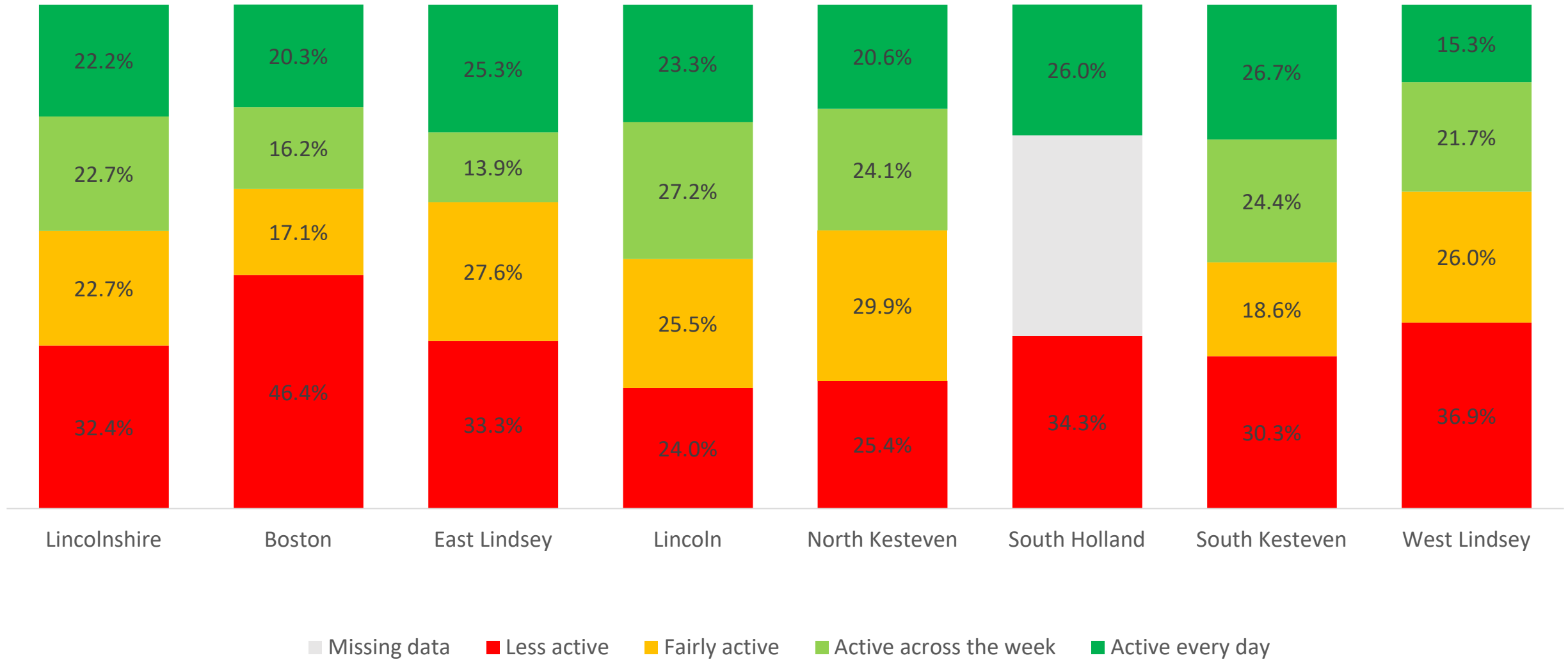


South Kesteven



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 South Kesteven, England is 18.4% and Lincolnshire 18.8%
- The **active** proportion (70.9%) is higher (**better**) than both England (70.6%) and Lincolnshire (68.9%)
- When compared to nearest neighbours South Kesteven is ranked **4th** of 5 for **active**

Age 35-54

- No **inactive** data available for South Kesteven, England is 21.5% and Lincolnshire 24.1%
- Proportion **active** (64.8%) is lower (**worse**) than England (65.6%) and higher (**better**) than Lincolnshire (62.5%)
- When compared to nearest neighbours South Kesteven is ranked **4th** of 5 for **active**

Age 55-74

- South Kesteven **inactive** proportion (25.2%) is lower (**better**) than England (28.3%) and Lincolnshire (30.7%)
- The **active** proportion (59.2%) is higher (**better**) than both England (58.3%) and Lincolnshire (54.9%)
- The **inactive** population has decreased (**improved**) from 33.6% (Nov 15/16) to 25.2%
- When compared to nearest neighbours South Kesteven is ranked **2nd** of 5 for **inactive** and **4th** of 5 for **active**

Age 75+

- No **inactive** or **active** data for South Kesteven

Physical activity behaviour summary

NS SeC 1-2

- The **inactive** proportion (19.8%) is higher (**worse**) than England (16.8%) and lower (**better**) than Lincolnshire (21.2%)
- The **active** proportion (65.3%) is lower (**worse**) than both England (71.0%) and Lincolnshire (65.4%)
- The **inactive** population has increased (**worsened**) from 15.6% (Nov 15/16) to 19.8%
- When compared to nearest neighbours South Kesteven is ranked **5th** of 5 for **inactive** and **5th** of 5 for **active**

NS SeC 3-5

- South Kesteven **inactive** proportion (19.4%) is much lower (**better**) than both England (24.8%) and Lincolnshire (25.9%)
- The **active** proportion (63.5%) is higher (**better**) than both England (61.4%) and Lincolnshire (60.1%)
- The **inactive** population has decreased (**improved**) from 27.8% (Nov 15/16) to 19.4%
- When compared to nearest neighbours South Kesteven is ranked **1st** of 4 for **inactive** and **2nd** of 5 for **active**

NS SeC 6-8

- No **inactive** or **active** data available for South Kesteven however the overall totals and NS SeC 1-2 and 3-5 data would suggest that both **inactive** and **active** rates for NS SeC 6-8 are likely to be poor compared to England and nearest neighbours

Sport and activities

How we measure sport and physical activity

THE PAST... ANY SPORT

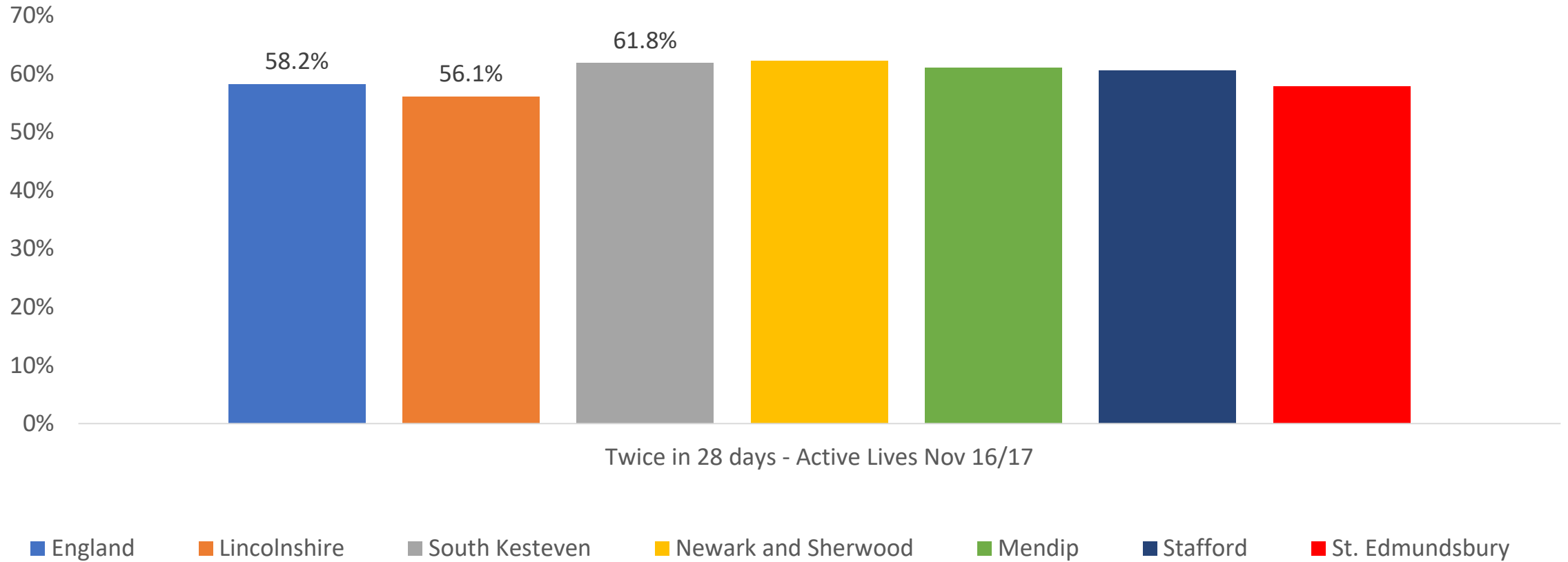
- % of people doing at least one session of sport , at any intensity (including light intensity sports) and for any duration in the last 28 days
- **Higher is better**
- 10 years of data

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/jogging participation (14%) is **higher** than England, Lincolnshire and ranked **2nd** of 5 nearest neighbours
- Cycling for leisure and sport participation (16.4%) is **higher** than England and Lincolnshire and ranked **3rd** of 5 nearest neighbours. Historical APS trends suggest that cycling is decreasing at a **similar** rate to England
- Swimming participation (8.7%) is **lower** than England and Lincolnshire and ranked **4th** of 5 nearest neighbours. Historical APS trends suggest a decline in swimming at a much faster rate than England and Lincolnshire
- All walking participation (61.8%) is **higher** than England, Lincolnshire and ranked **2nd** of 5 nearest neighbours
- Active travel (35.5%) is **lower** than England, higher than Lincolnshire and ranked **2nd** of 5 nearest neighbours

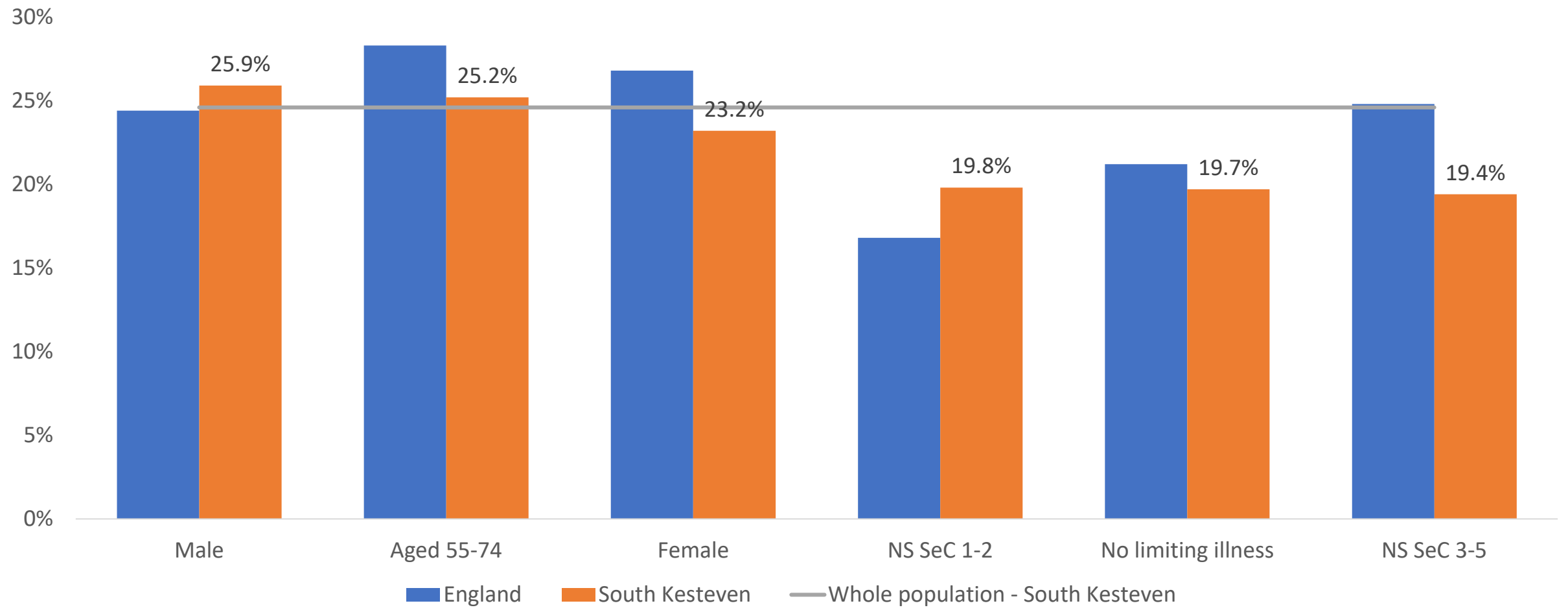
Additional historical APS trend data suggests:

- Participation in flexible location activities is **increasing** at a slightly **slower** rate than England and Lincolnshire
- A small **increase** in those participating in individual sports compared to a small **decrease** for England
- Participation in outdoor activities in South Kesteven is **decreasing** at a **similar** rate to England and Lincolnshire
- Indoor and sports hall/swimming pool based activities participation **decreasing** at a **faster** rate than England and Lincolnshire

Overall summary

Percentage of inactivity by demographic groups

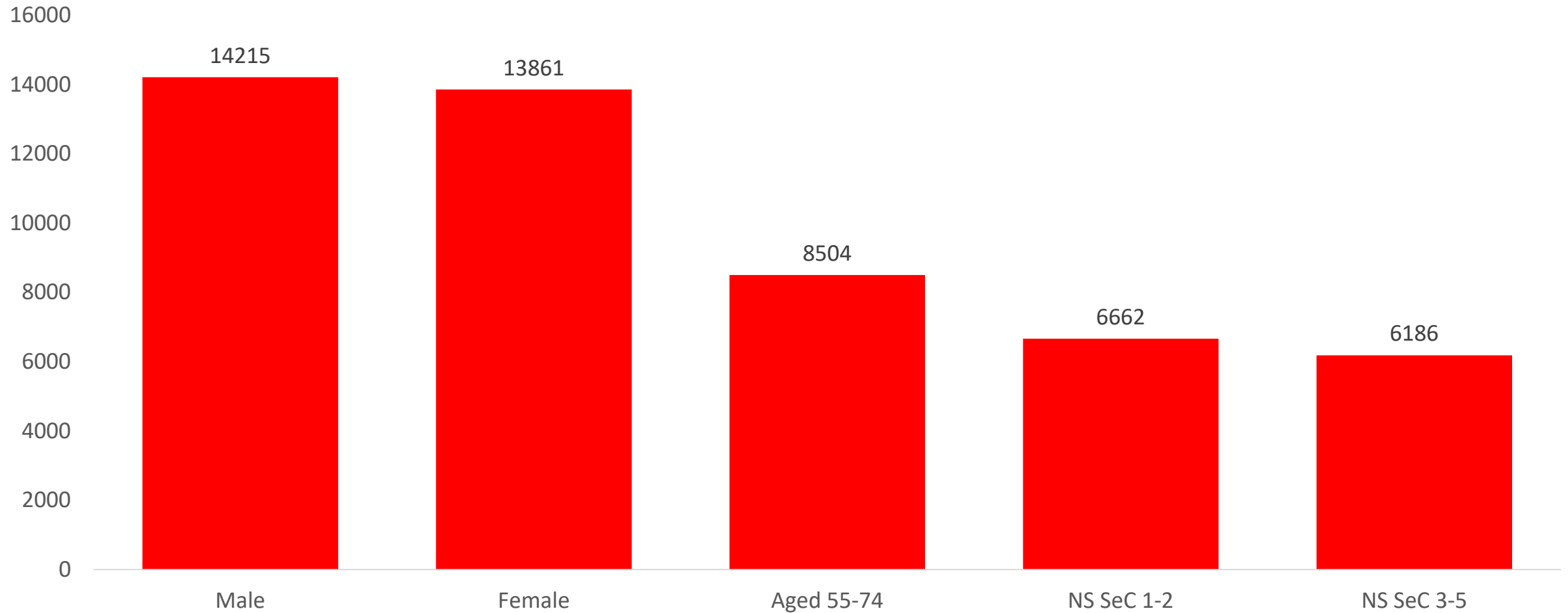
Proportion of people classed as inactive



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

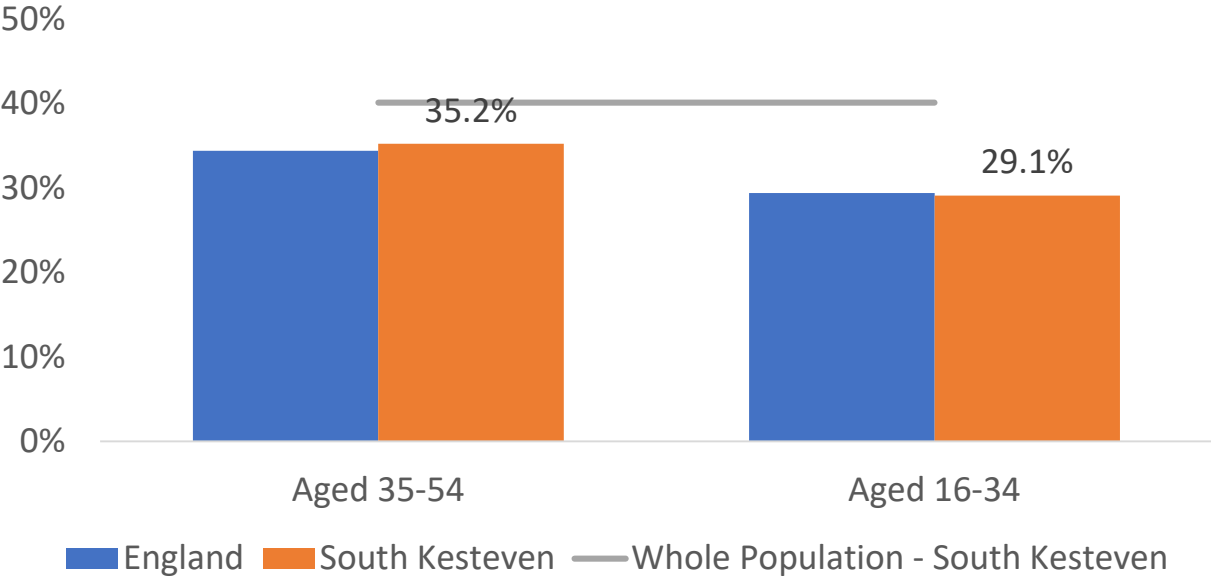


Source: Sport England, Active Lives, Nov 16 to Nov 17, 16+, excluding gardening, ONS 2016 Population Projections, Census 2011

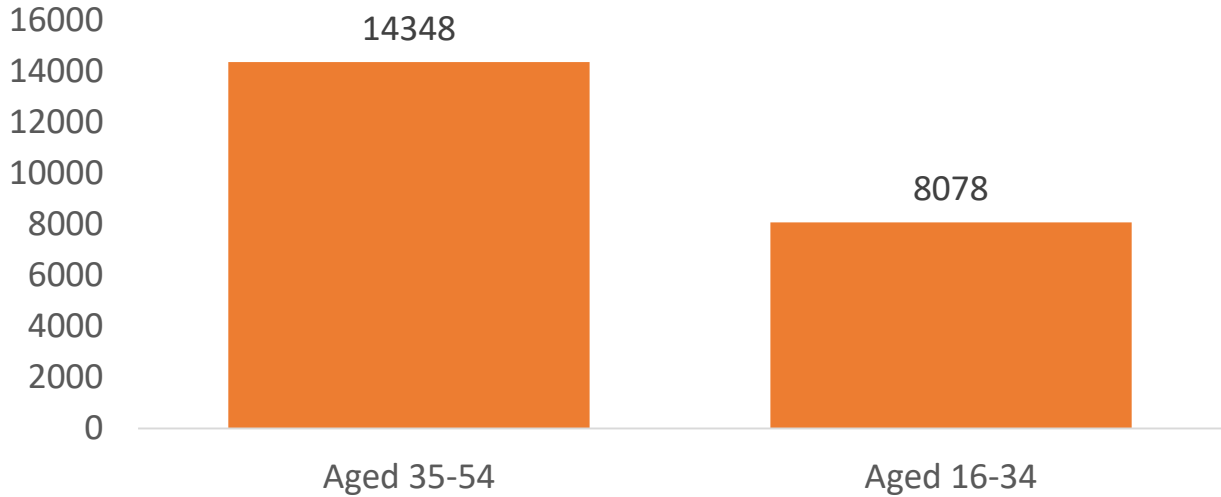
Inactive or fairly active people by demographic groups

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?

- **Active** - Generally appears to be more concern with active proportions than with inactive proportions across demographic groups
- **Those aged 55+** - Whilst this years proportions for those aged 55-74 have improved considerably compared to last year and compare well to England and Lincolnshire this group makes up a high proportion of the population and the rate of growth in those aged 65+ is expected to be even higher than for England (55% in next 20 years). Data is not available for the 75+ age group
 - Perhaps within this age group it would be worthwhile focusing some attention on **males** whose inactive and active rates have been worse than females across both years of Active Lives so far. It is estimated that 14,215 males in South Kesteven are currently inactive and they have one of the higher proportions of the population inactive

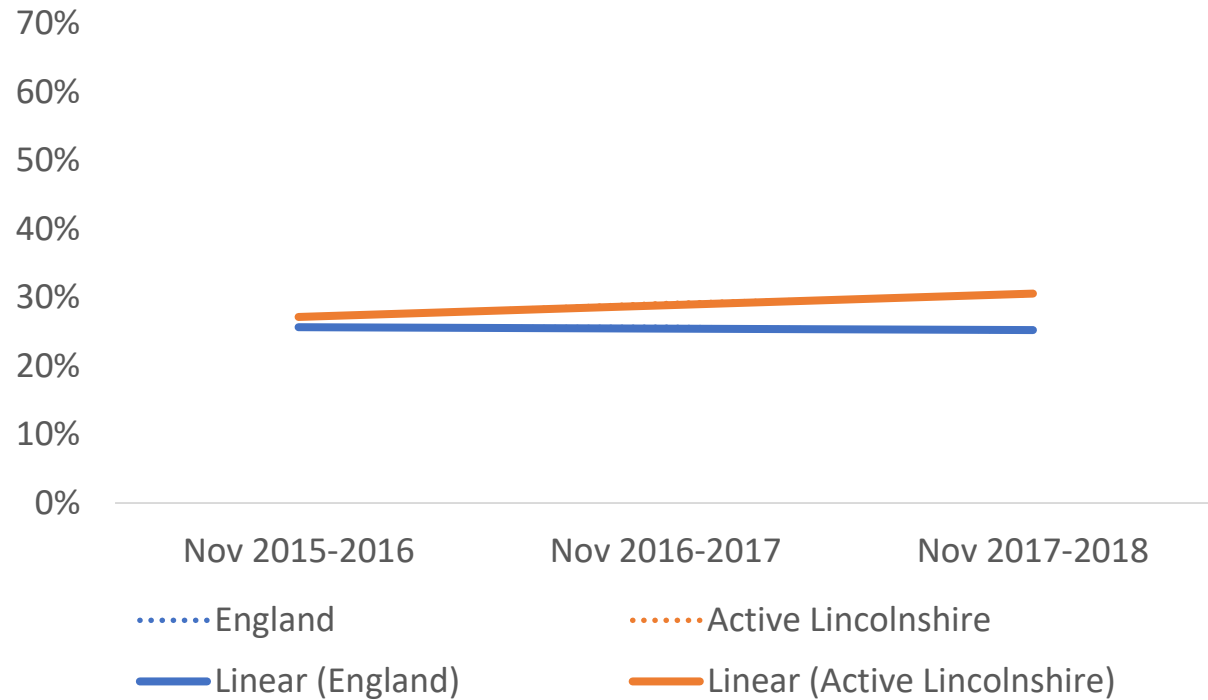
What to think about next?

- **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?

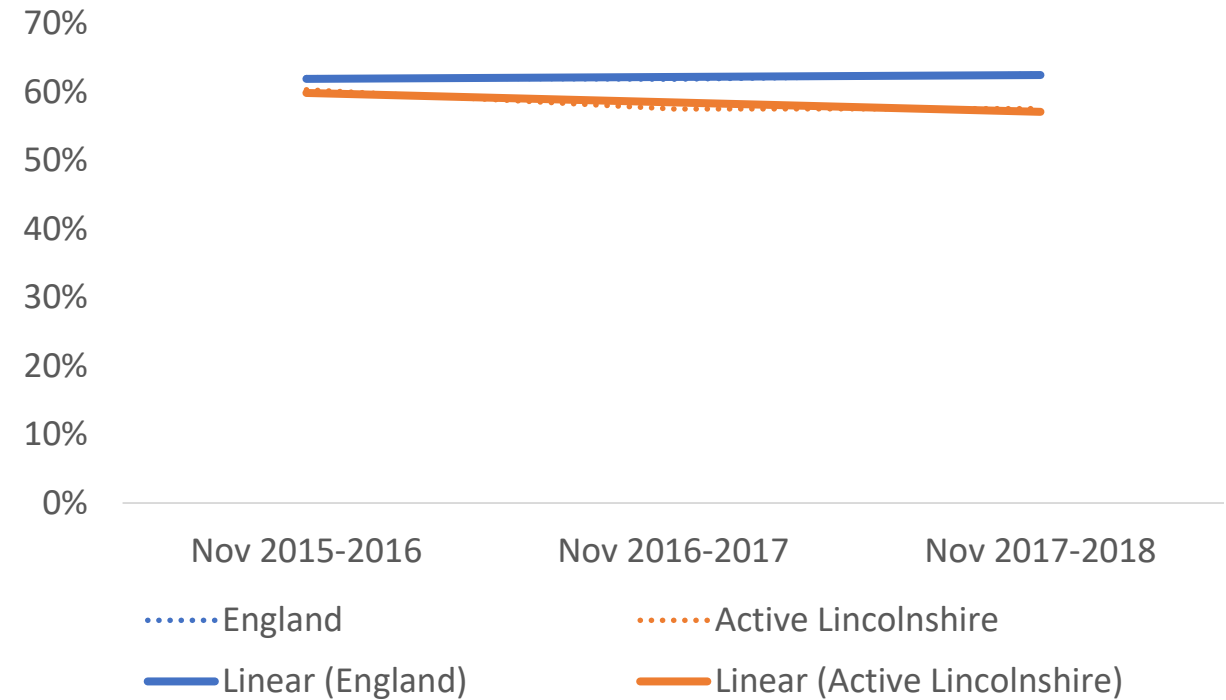
Physical activity behaviour trends

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



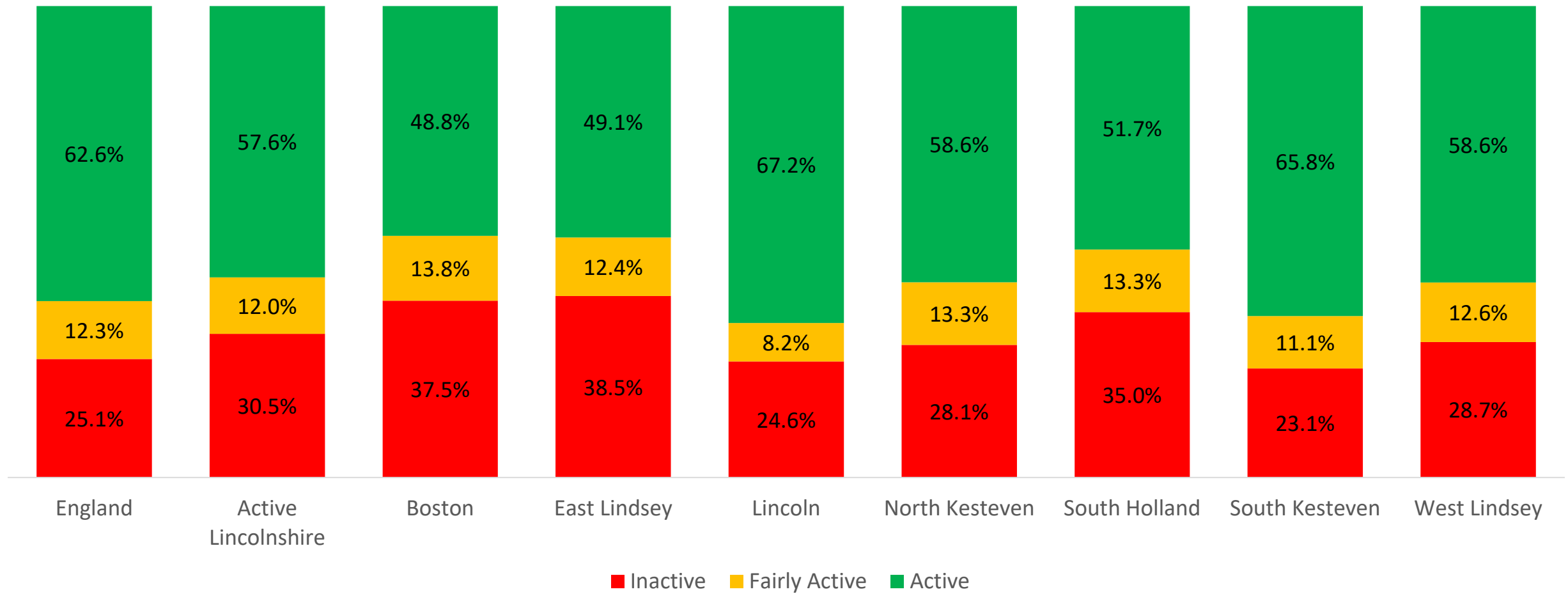
Active



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