



West Lindsey

Physical activity behaviour insight pack

March 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

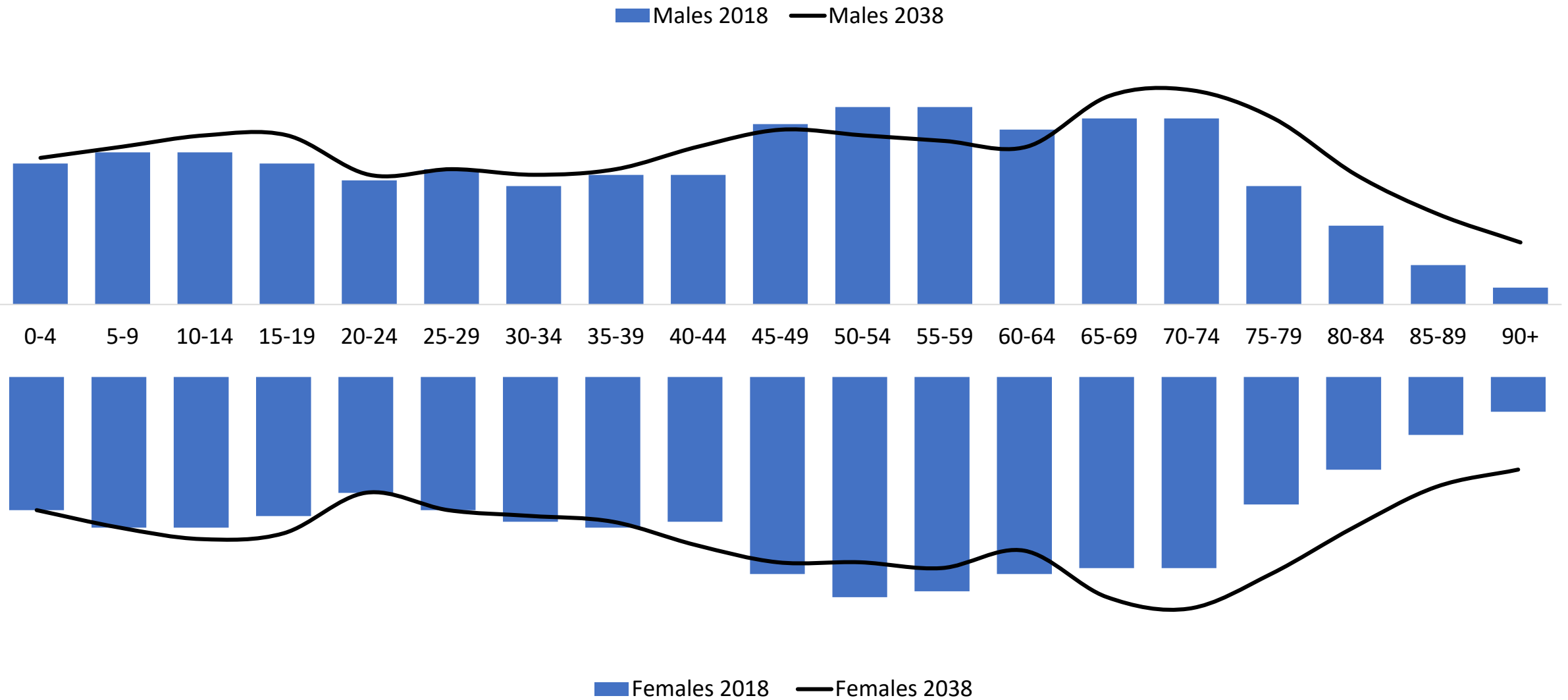
Other things to consider

# Key demographics

# Population Breakdown

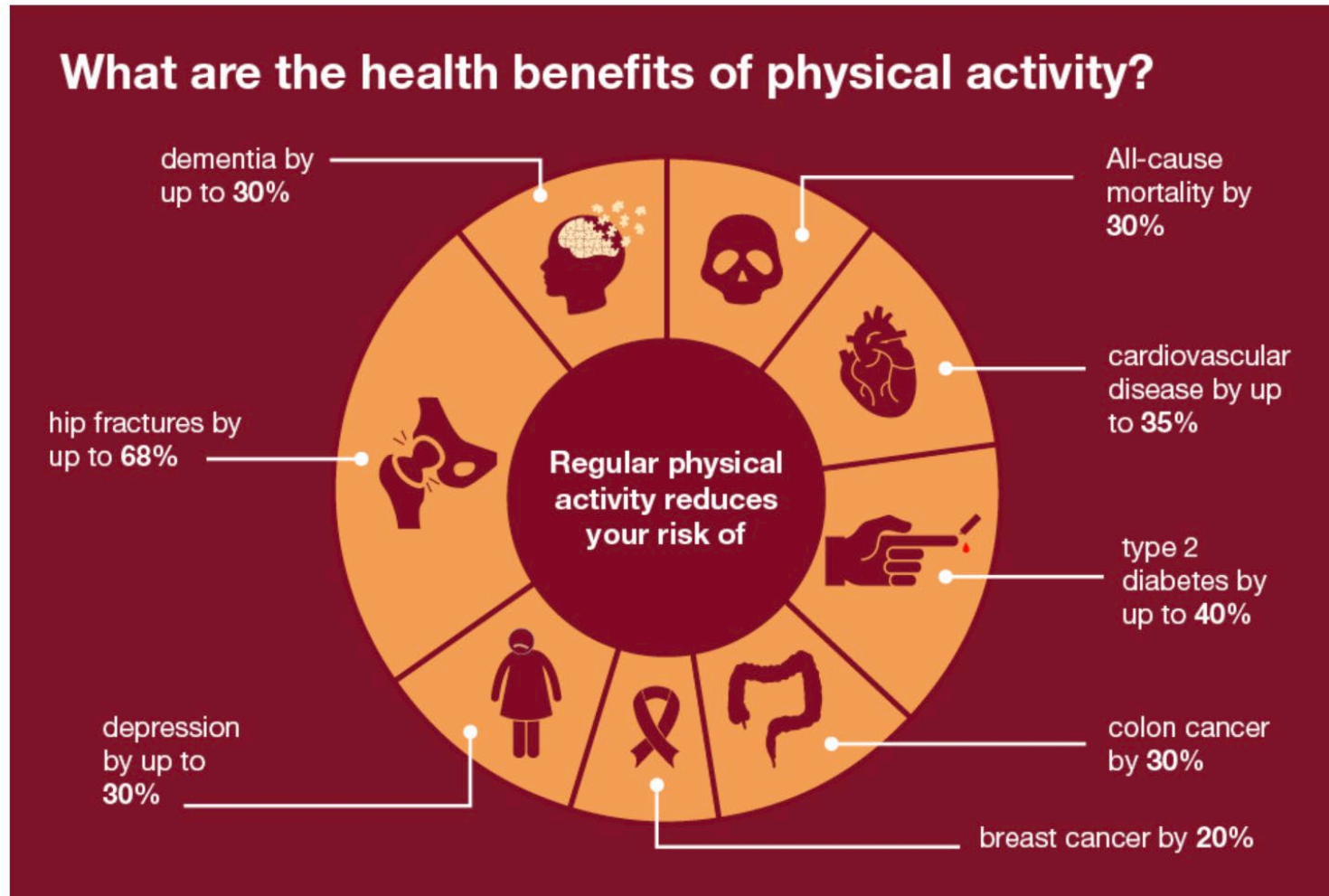
POPULATION DEMOGRAPHICS	England	Lincolnshire	West Lindsey
Male	49.2%	48.7%	48.7%
Female	50.8%	51.3%	51.3%
Not limited	82.4%	79.6%	80.1%
Limited a lot/a little	17.6%	20.4%	19.9%
0-15 years	18.9%	17.1%	17.4%
16-34 years	25.4%	21.3%	18.5%
35-54 years	27.8%	27.1%	28.4%
55-74 years	20.2%	25.0%	26.5%
75+ years	7.7%	9.5%	9.2%
NS SEC 1-2	31.3%	27.6%	31.3%
NS SEC 3-5	29.1%	31.2%	31.8%
NS SEC 6-8	30.6%	34.5%	31.0%
Unclassified	9.0%	6.7%	5.8%
White British	85.4%	97.6%	98.2%
BME	14.6%	2.4%	1.8%

# Estimated population growth



# Health and disease information

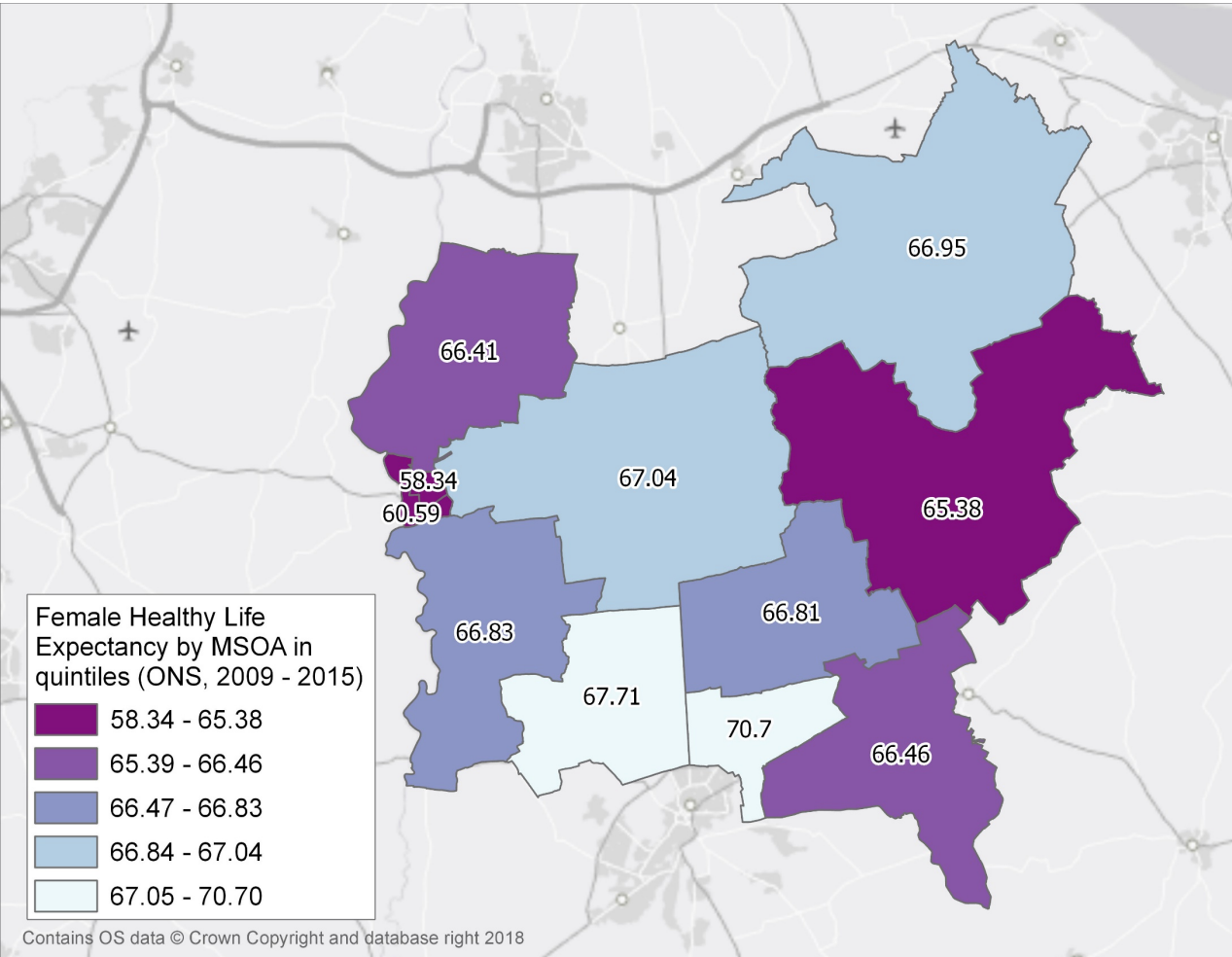
# Health benefits of physical activity



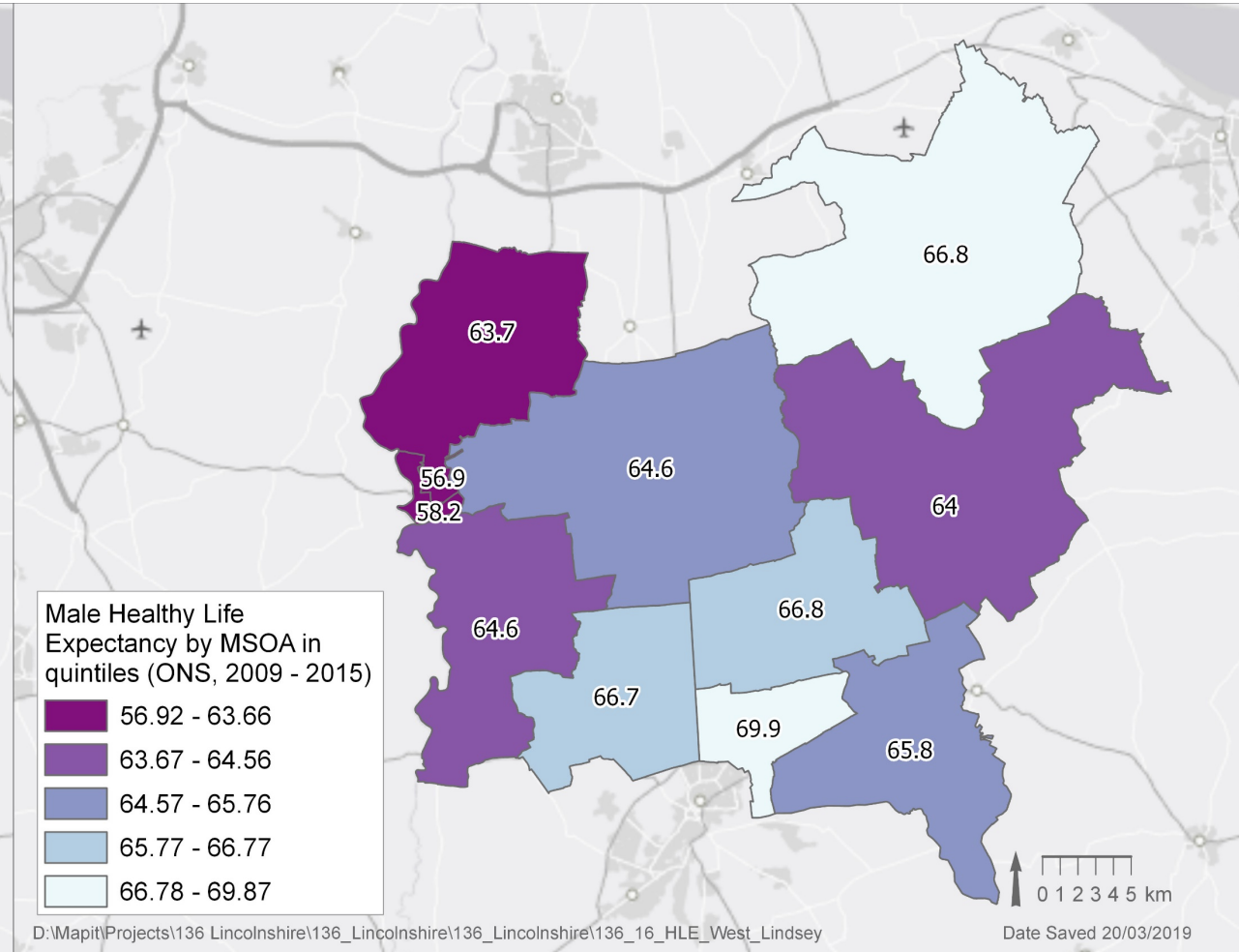
Source: PHE Health matters: Getting every adult active every day

# Healthy life expectancy by MSOA

## Female



## Male





# The financial impact of physical inactivity - West Lindsey

## HEALTH COSTS OF PHYSICAL INACTIVITY



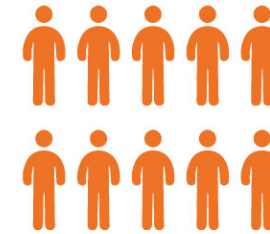
1 YEAR

£1,973,266



5 YEARS

£9,866,331



COST PER 100,000  
POPULATION

£2,126,752

## DISEASE CATEGORY BREAKDOWN COST PER YEAR

BREAST  
CANCER

£130,763

CANCER  
LOWER GI

e.g. bowel cancer

£232,537

CEREBROVASCULAR  
DISEASE

e.g. stroke

£264,703

DIABETES

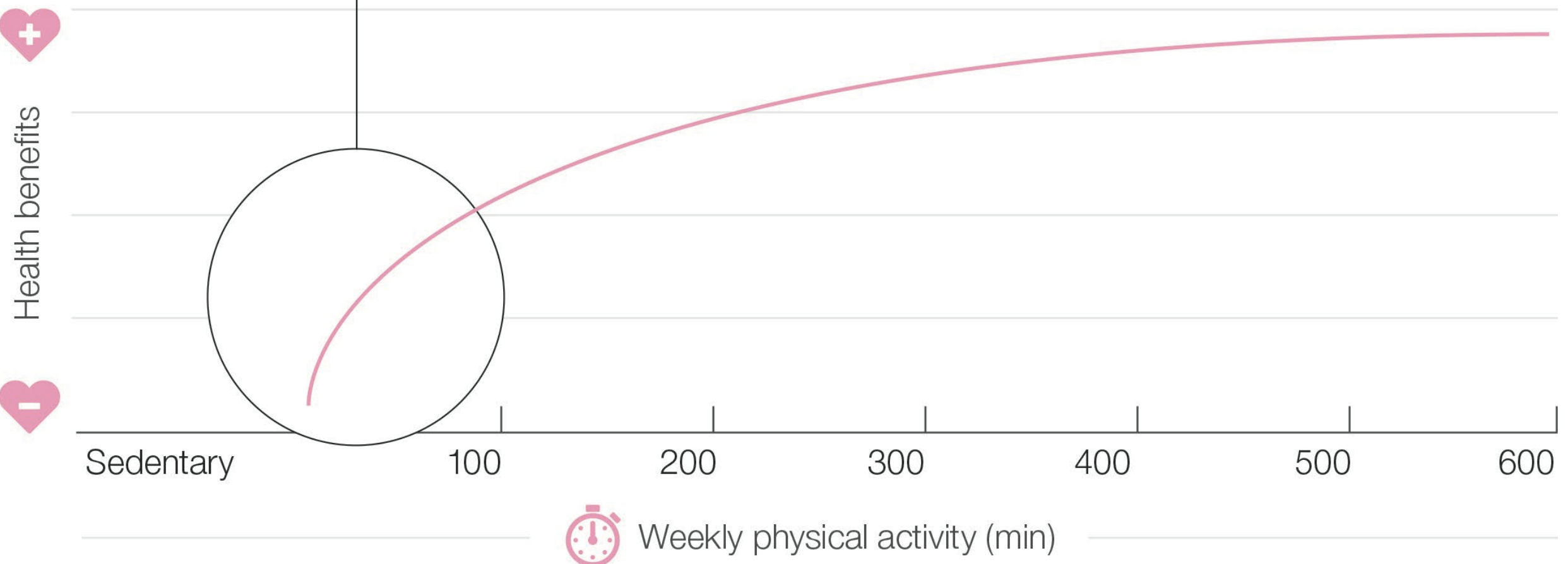
£292,163

CORONARY  
HEART DISEASE

£1,053,101

# Health benefits of physical activity

**AREA OF HIGHEST IMPACT**



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

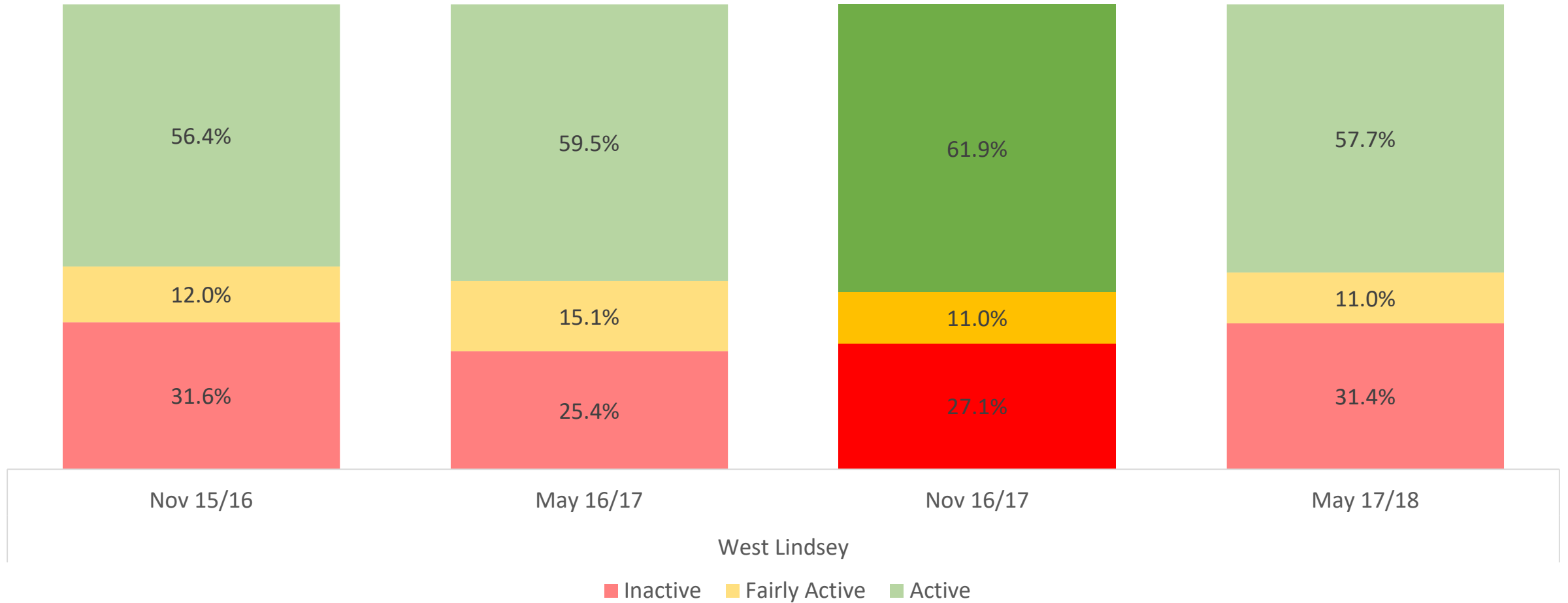
- % of people aged 16+ doing 30-149 minutes a week of physical activity per week

## 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

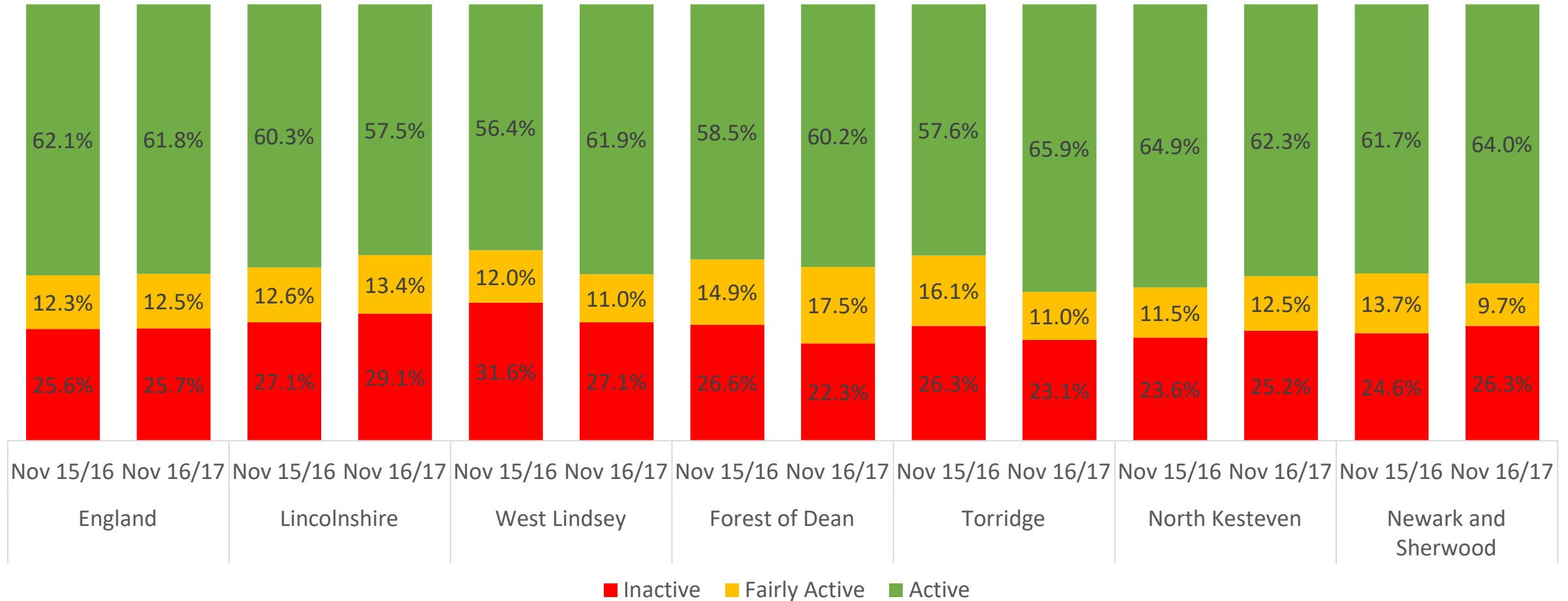
## Whole population (16+)



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

# Physical activity behaviour compared to nearest neighbours

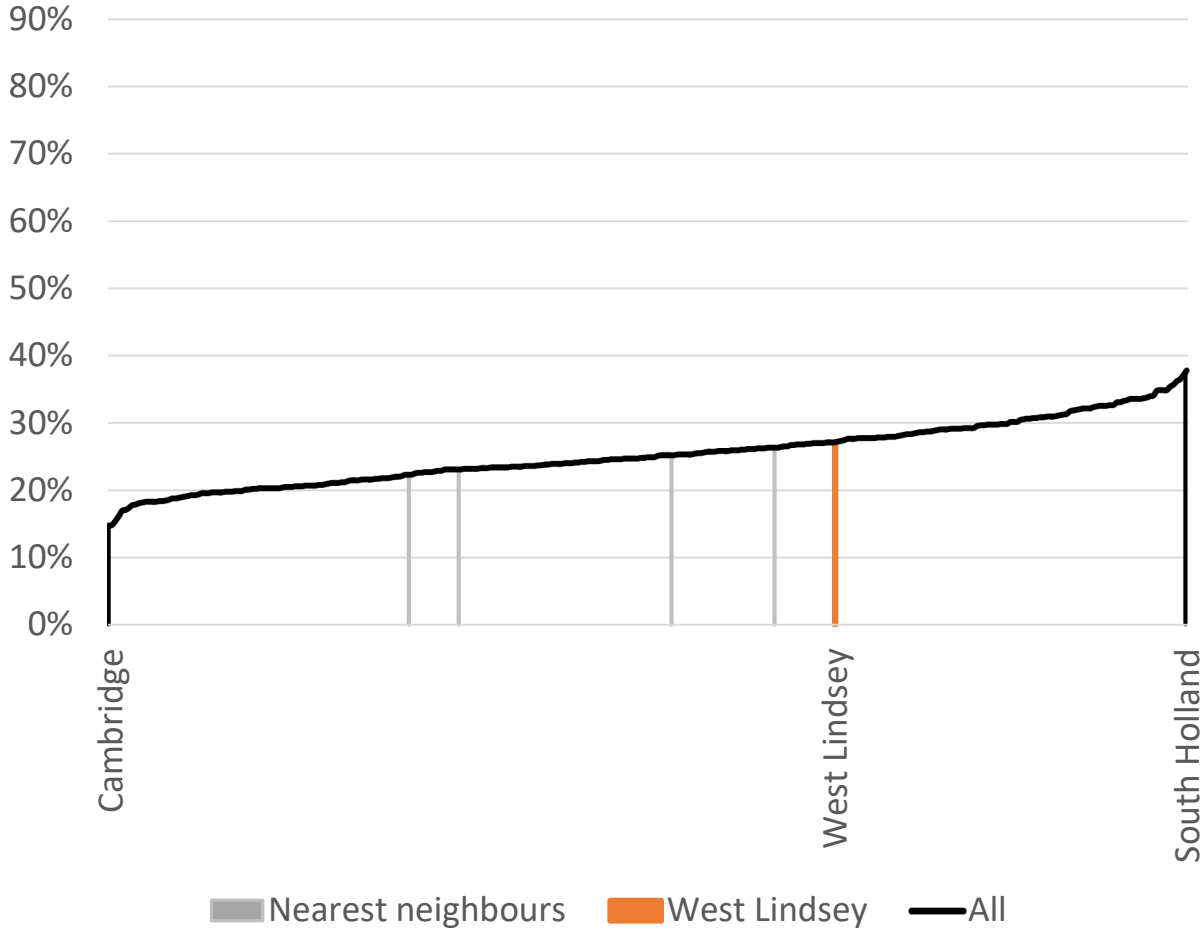
## Whole population (16+)



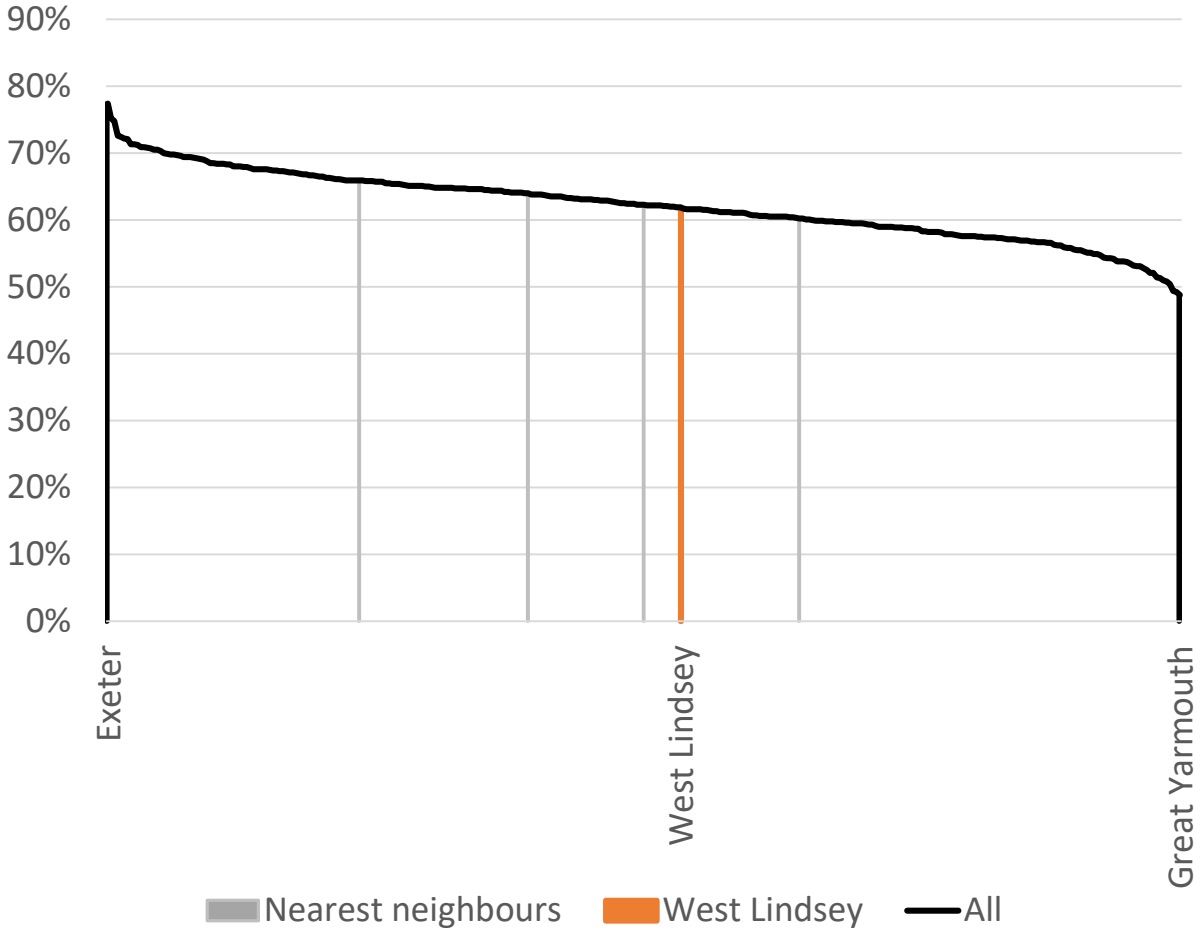
Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening

# Physical activity behaviour compared to peers

## Inactive - Whole population



## Active - Whole population

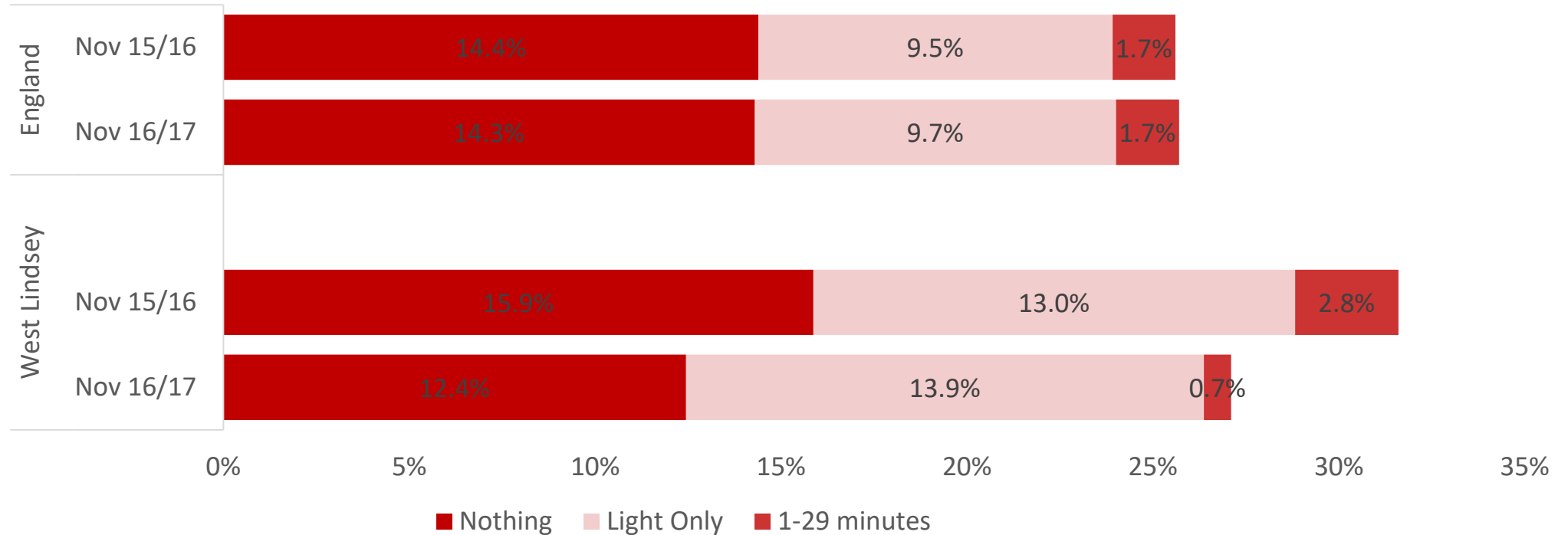


Source: Sport England, Active Lives, Nov 16 to Nov 17, age 16+, excluding gardening

# 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

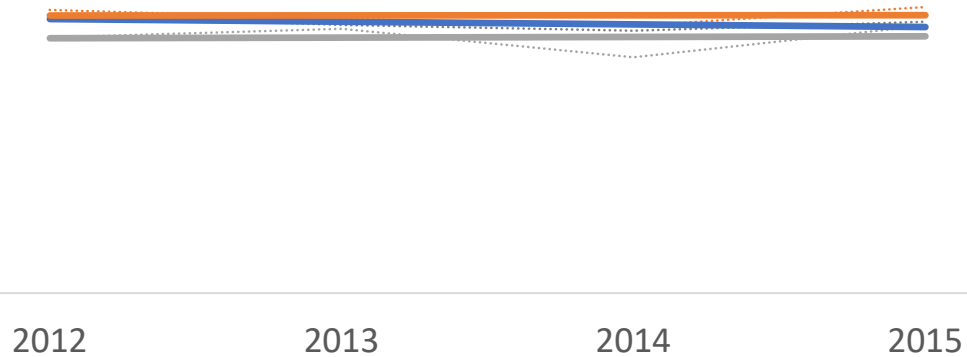


Source: Sport England, Active Lives, Nov 15 to Nov 17, age 16+, excluding gardening



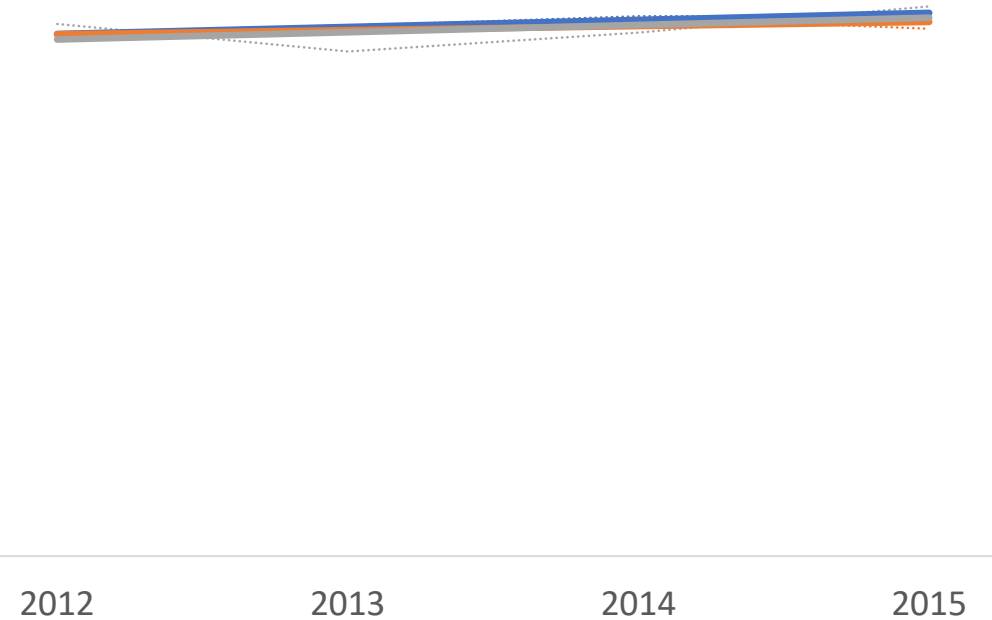
# Historical trends

## Inactive trend



..... England  
..... West Lindsey  
..... Lincolnshire  
..... Linear (England)  
..... Linear (West Lindsey)  
..... Linear (Lincolnshire)

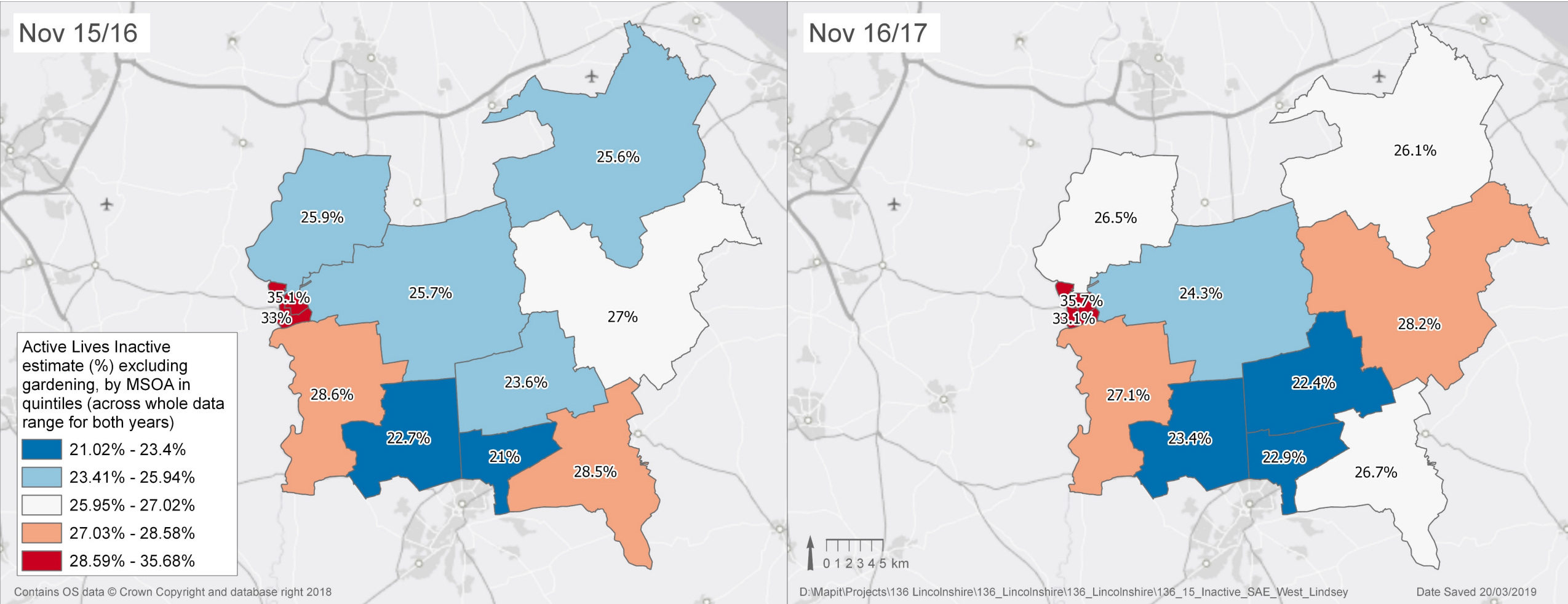
## Active trend



..... England  
..... West Lindsey  
..... Lincolnshire  
..... Linear (England)  
..... Linear (West Lindsey)  
..... Linear (Lincolnshire)

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

- West Lindsey inactive proportion (27.1%) is higher (**worse**) than England (25.7%) and lower (**better**) than Lincolnshire (29.1%)
- There are approx. 21000 inactive people in West Lindsey
- The inactive population has decreased (**improved**) from 31.6% (Nov 15/16) to 27.1%
- West Lindsey 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 West Lindsey is ranked **5th** of 5 for **inactive**
- Historical trends (APS data) suggest inactivity proportion is fairly flat. England is declining (improving) marginally
- Based on Nov 15/16 data, gardening **reduces** levels of inactivity by 5.9pp, compared to 3.6pp for England

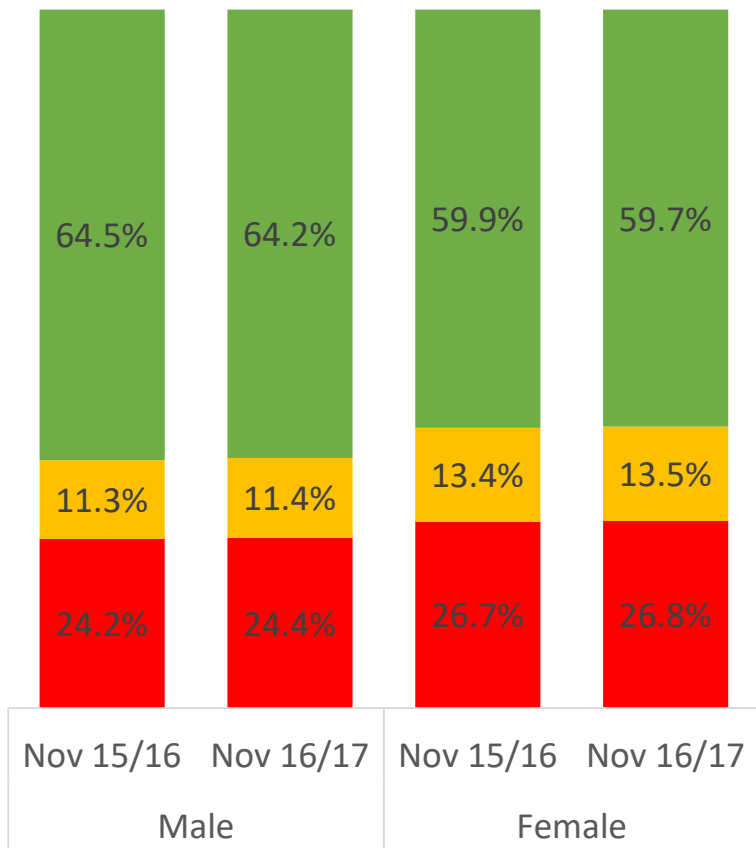
## Active

- West Lindsey active proportion (61.9%) is higher (**better**) than both England (61.8%) and Lincolnshire (57.5%)
- The active population has increased (**improved**) from 56.4% (Nov 15/16) to 61.9%
- When compared to nearest neighbours West Lindsey is ranked **4th** of 5 for **active**
- Historical trends (APS data) suggest active levels are increasing (**improving**) at a slightly quicker rate than for England

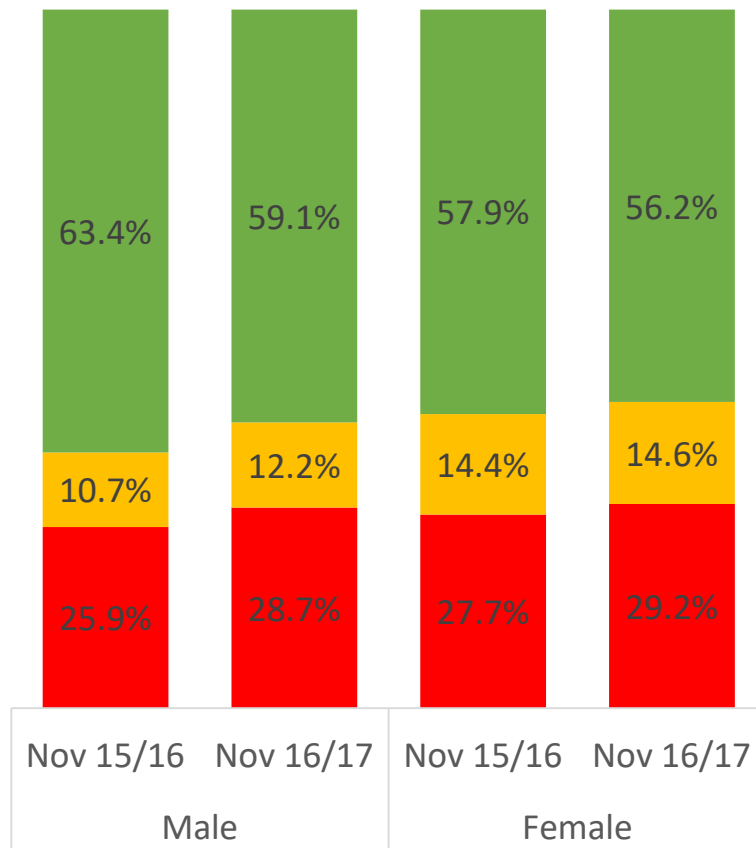
# Physical activity behaviour by demographic group

# Physical activity behaviour over time

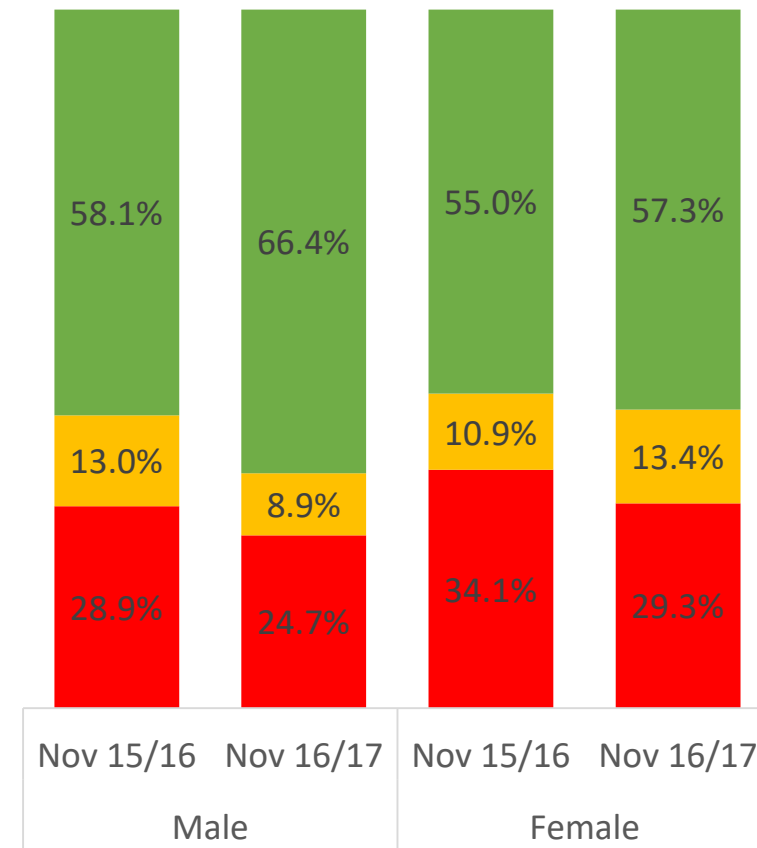
## England



## Lincolnshire



## West Lindsey



■ Inactive ■ Fairly Active ■ Active

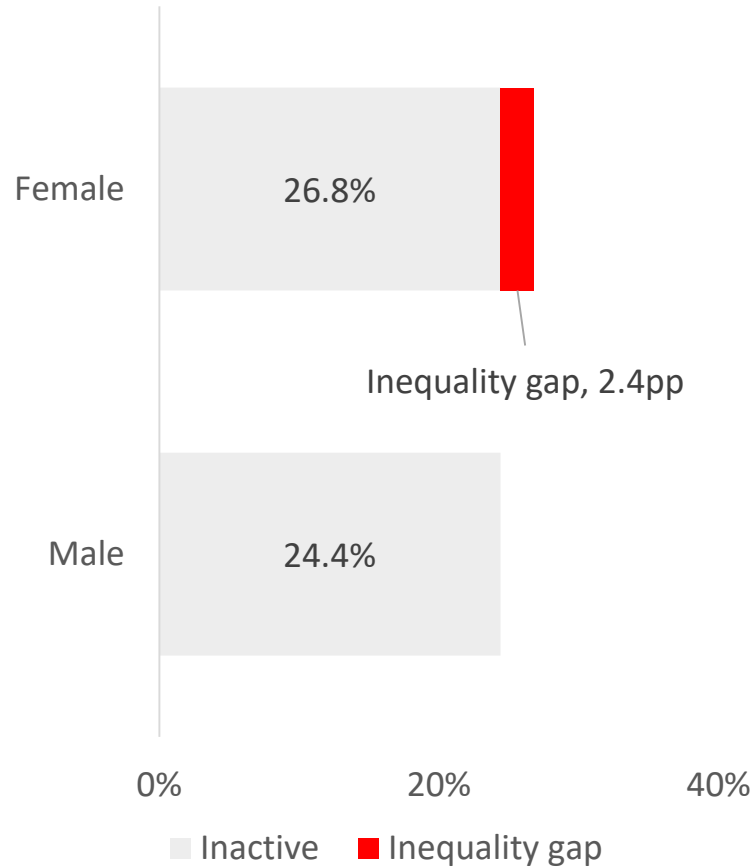
■ Inactive ■ Fairly Active ■ Active

■ Inactive ■ Fairly Active ■ Active

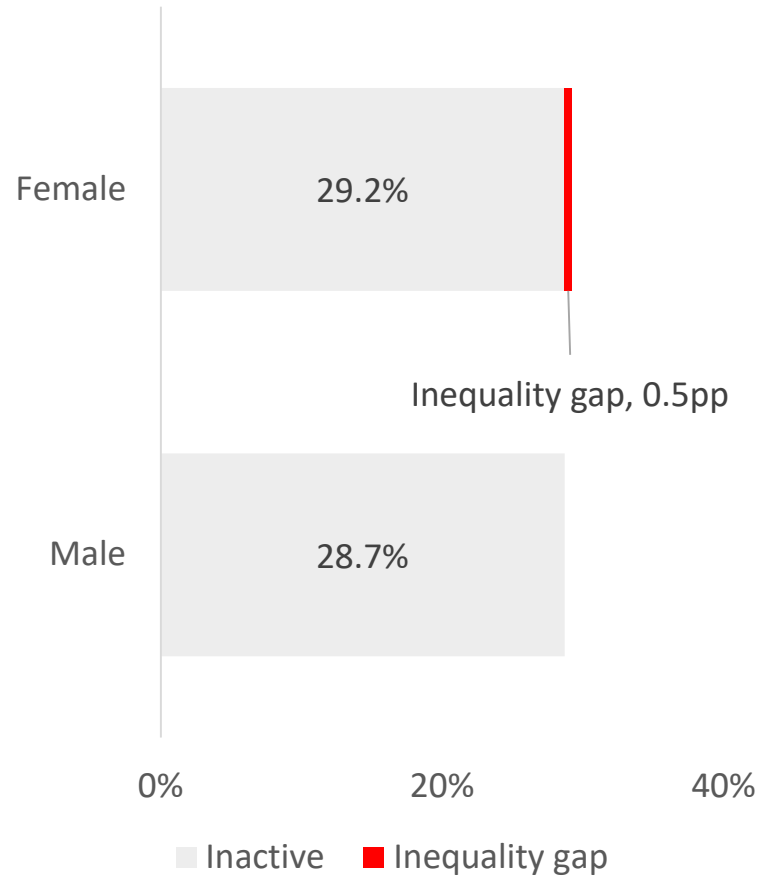
Source: Sport England, Active Lives, Nov 15 to Nov 17

# Inequality gap in physical activity behaviour by gender

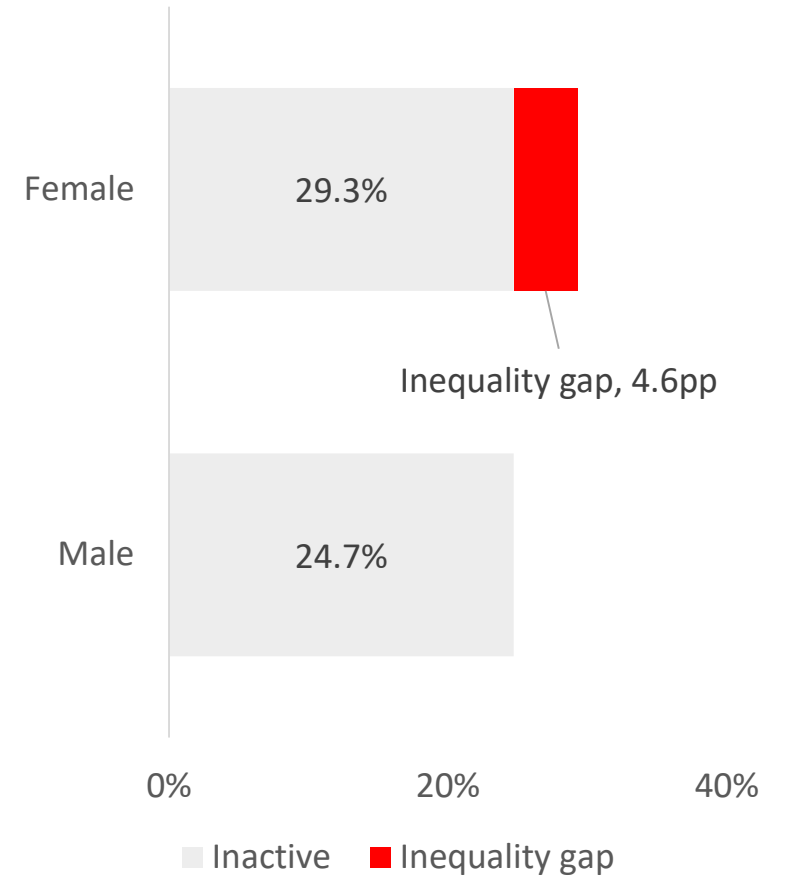
## England



## Lincolnshire



## West Lindsey



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

### Male

- West Lindsey **inactive** proportion (24.7%) is higher (**worse**) than England (24.4%) and lower (**better**) than Lincolnshire (28.7%)
- The **active** proportion (66.4%) is higher (**better**) than both England (64.2%) and Lincolnshire (59.1%)
- The **inactive** population has decreased (**improved**) from 28.9% (Nov 15/16) to 24.7%
- When compared to nearest neighbours West Lindsey is ranked **4th** of 5 for **inactive** and **3rd** of 5 for **active**

### Female

- West Lindsey **inactive** proportion (29.3%) is higher (**worse**) than both England (26.8%) and Lincolnshire (29.2%)
- The **active** proportion (57.3%) is lower (**worse**) than England (59.7%) and higher (**better**) than Lincolnshire (56.2%)
- The **inactive** population has decreased (**improved**) from 34.1% (Nov 15/16) to 29.3%
- When compared to nearest neighbours West Lindsey is ranked **4th** of 5 for **inactive** and **5th** of 5 for **active**

### Inequality

- The gender inequality gap for **inactive** is 4.6pp compared to 2.4pp for England and 0.5pp for Lincolnshire

### Gardening (Nov 15/16 data)

- Gardening reduces (**improves**) **inactivity** in males by 6.2pp and in females by 5.7pp, suggesting **more** of an impact than the England averages (4.0pp and 3.1pp)

## LIMITING ILLNESS – Physical activity behaviour summary

**No limiting illness**

- West Lindsey **inactive** proportion (24.8%) is higher (**worse**) than both England (21.2%) and Lincolnshire (24.2%)
- The **active** proportion (63.8%) is lower (**worse**) than England (66.4%) and higher (**better**) than Lincolnshire (61.7%)
- The **inactive** population has decreased (**improved**) from 25.9% (Nov 15/16) to 24.8%
- When compared to nearest neighbours West Lindsey is ranked **5th** of 5 for **inactive** and **4th** of 5 for **active**

**Limiting illness**

- West Lindsey **inactive** proportion (35.8%) is lower (**better**) than both England (43.4%) and Lincolnshire (44.9%)
- The **active** proportion (56.7%) is higher (**better**) than both England (43.6%) and Lincolnshire (43.2%)
- The **inactive** population has decreased considerably (**improved**) from 55.4% (Nov 15/16) to 35.8%
- When compared to nearest neighbours West Lindsey is ranked **3rd** of 5 for **inactive** and **1st** of 5 for **active**

**Inequality**

- The limiting illness inequality gap for **inactive** is 11.0pp compared to 22.2pp for England and 20.7pp for Lincolnshire

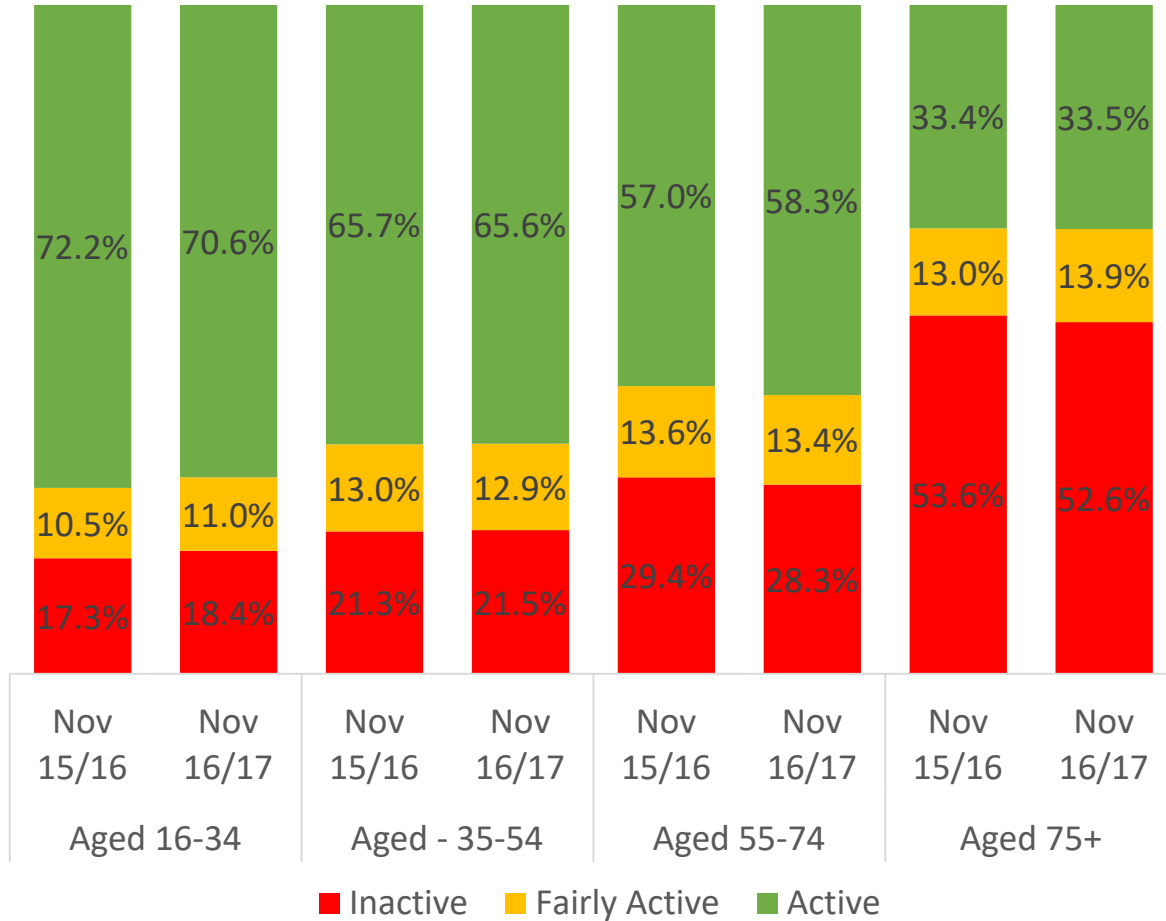
**Gardening (Nov 15/16 data)**

- Reduces (**improves**) **inactivity** in those with a limiting illness by 12.7pp, suggesting much **more** of an impact than the England average (7.5pp)
- For those with no limiting illness gardening reduces (**improves**) **inactivity** by 5.4pp (England average 3.1pp)

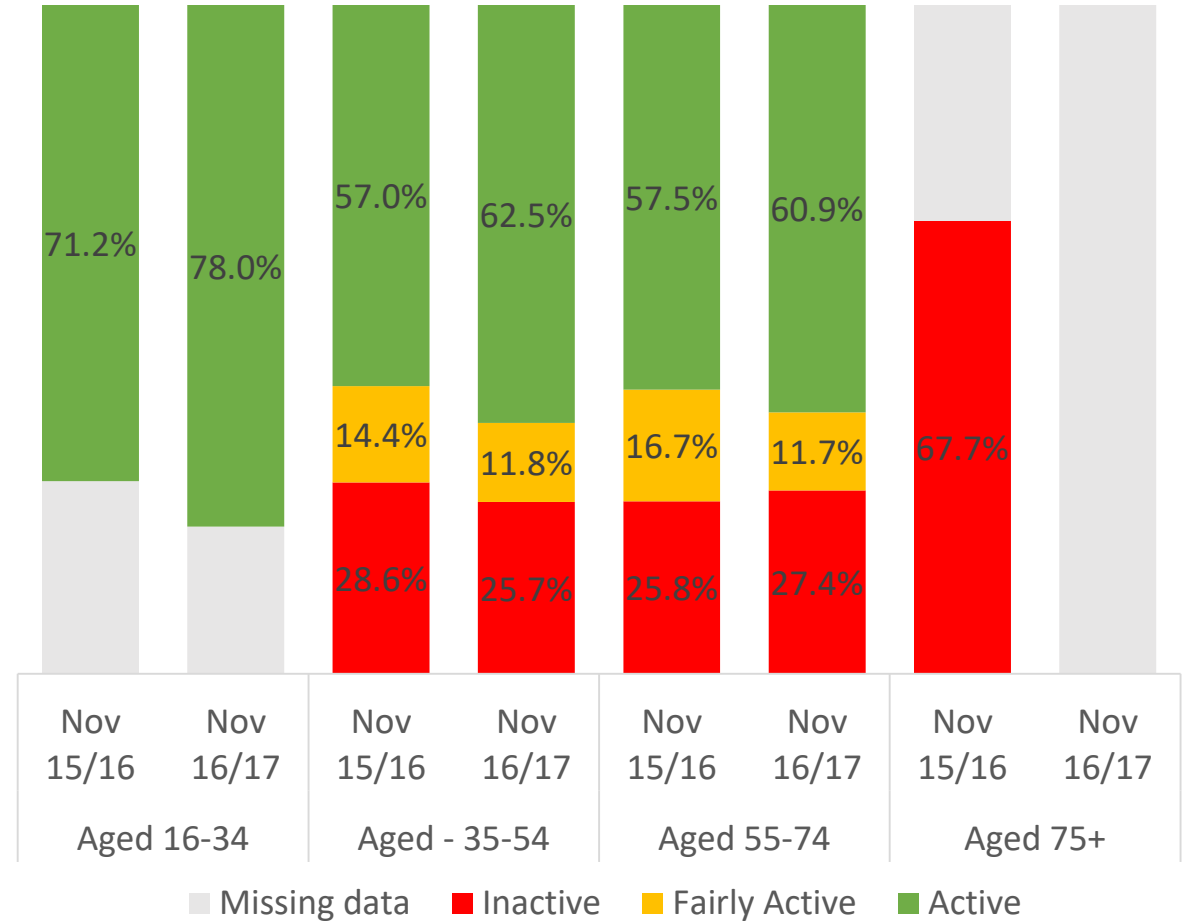


# Physical activity behaviour over time

## England

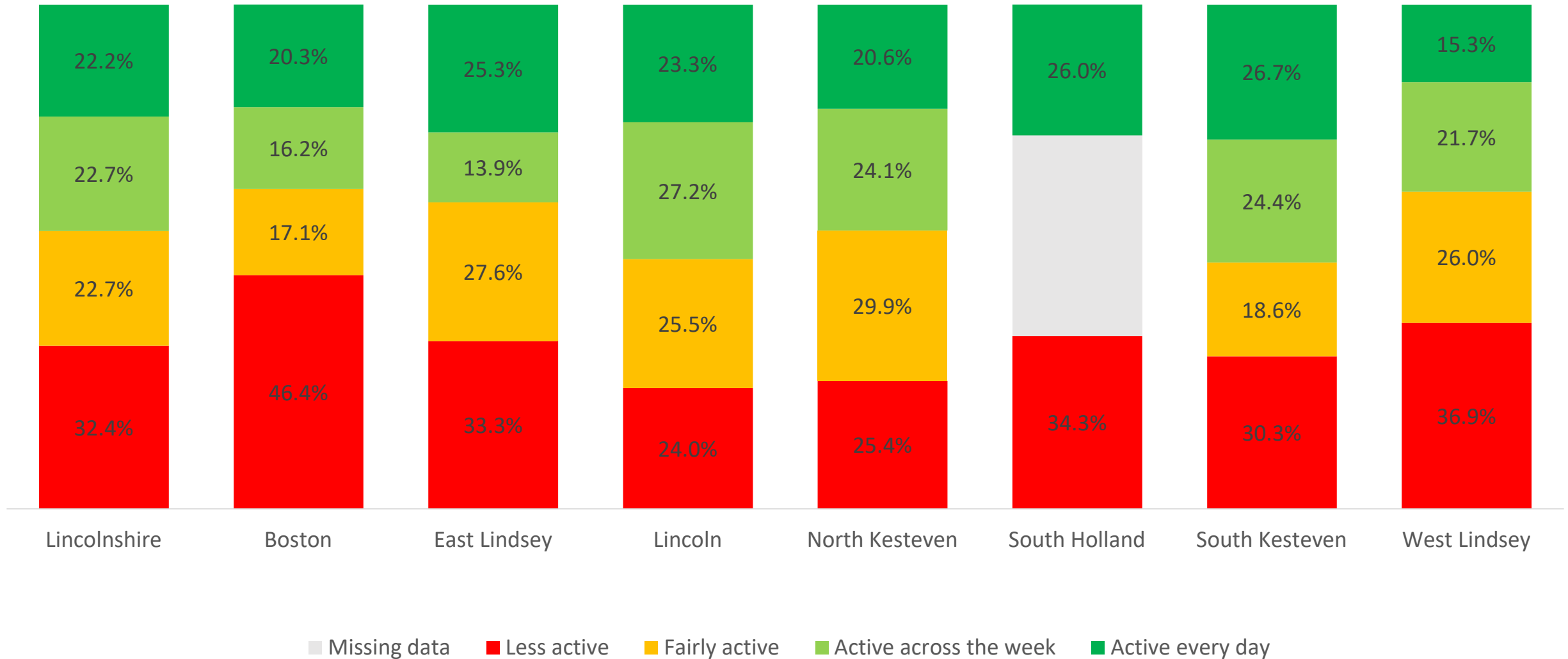


## West Lindsey



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 West Lindsey, England is 18.4% and Lincolnshire 18.8%
- The **active** proportion (78.0%) is higher (**better**) than both England (70.6%) and Lincolnshire (68.9%)
- When compared to nearest neighbours West Lindsey is ranked **1st** of 5 for **active**

**Age 35-54**

- West Lindsey **inactive** proportion (25.7%) is higher (**worse**) than both England (21.5%) and Lincolnshire (24.1%)
- The **active** proportion (62.5%) is lower (**worse**) than England (65.6%) and equal to Lincolnshire (62.5%)
- The **inactive** population has decreased (**improved**) from 28.6% (Nov 15/16) to 25.7%
- When compared to nearest neighbours West Lindsey is ranked **2nd** of 2 for **inactive** and **5th** of 5 for **active**

**Age 55-74**

- West Lindsey **inactive** proportion (27.4%) is lower (**better**) than both England (28.3%) and Lincolnshire (30.7%)
- The **active** proportion (60.9%) is higher (**better**) than both England (58.3%) and Lincolnshire (54.9%)
- The **inactive** population has increased (**worsened**) from 25.8% (Nov 15/16) to 27.4%
- When compared to nearest neighbours West Lindsey is ranked **4th** of 5 for **inactive** and **3rd** of 5 for **active**

**Gardening (Nov 15/16 data)**

- Reduces (**improves**) **inactivity** in those aged 35-54 by 8.4pp, much **more** of an impact than the England average (2.8pp)

Age 75+ - no data available for inactive or active for West Lindsey

# Physical activity behaviour summary

## NS SeC 1-2

- The **inactive** proportion (18.5%) is higher (**worse**) than England (16.8%) and lower (**better**) than Lincolnshire (21.2%)
- The **active** proportion (68.9%) is lower (**worse**) than England (71.0%) and higher (**better**) than Lincolnshire (65.4%)
- The **inactive** population has slightly decreased (**improved**) from 18.6% (Nov 15/16) to 18.5%
- When compared to nearest neighbours West Lindsey is ranked **4th** of 5 for **inactive** and **3rd** of 5 for **active**

## NS SeC 3-5

- No **inactive** data available for West Lindsey, England is 24.8% and Lincolnshire 25.9%
- The **active** proportion (64.6%) is higher (**better**) than both England (61.4%) and Lincolnshire (60.1%)
- When compared to nearest neighbours West Lindsey is ranked **3rd** of 5 for **active**

## NS SeC 6-8

- No **inactive** data available for West Lindsey, England is 33.4% and Lincolnshire 34.8%
- The **active** proportion (56.9%) is higher (**better**) than both England (54.0%) and Lincolnshire (51.9%)
- When compared to nearest neighbours West Lindsey is ranked **3rd** of 4 for **active**

## Gardening

- Gardening reduces (**improves**) **inactivity** in those in NS SeC 1-2 by 4.1pp, suggesting **more** of an impact than the England average (2.8pp)

# Sport and activities

# How we measure sport and physical activity

## THE PAST... ANY SPORT

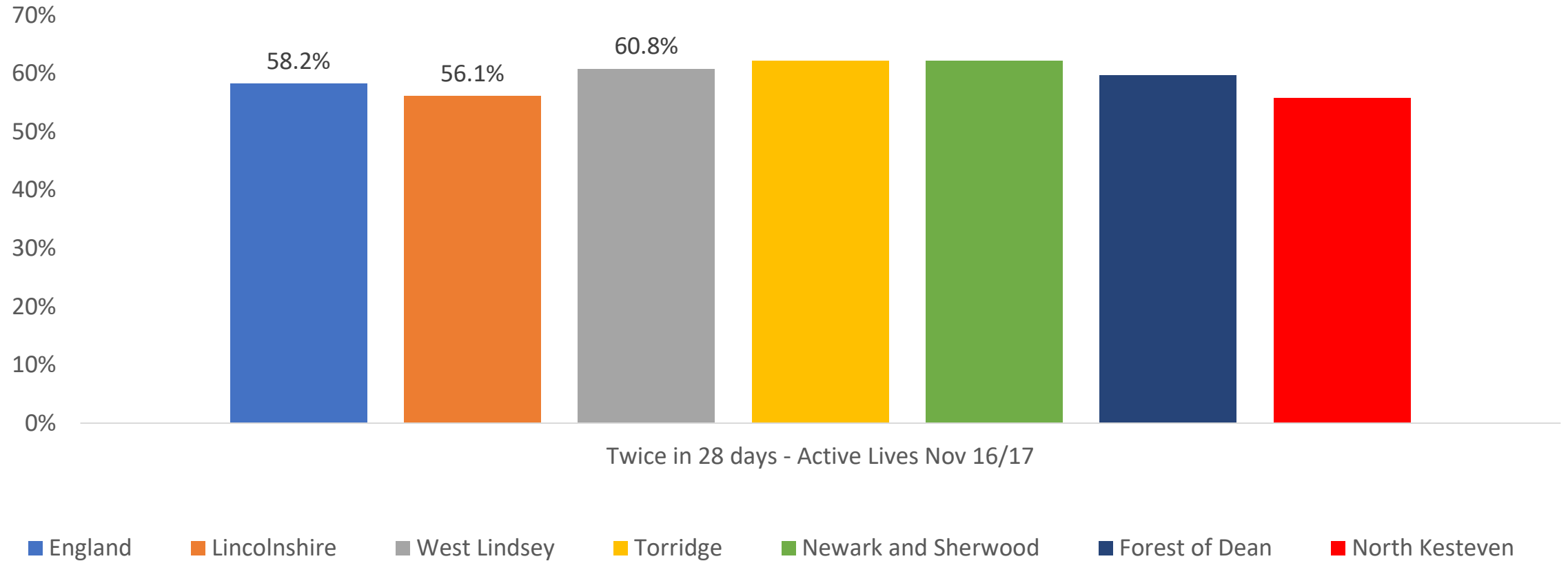
- % of people doing at least one session of sport , at any intensity (including light intensity sports) and for any duration in the last 28 days
- **Higher is better**
- 10 years of data

## 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 10mins 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 (11.8%) is **lower** than both England and Lincolnshire and ranked **3rd** of 5 nearest neighbours
- Cycling for leisure and sport participation (18.1%) is **higher** than both England and Lincolnshire and ranked **2nd** of 5 nearest neighbours. Historical APS trend data suggests a slight decline at a similar rate to England
- Swimming participation (9.2%) is **lower** than both England and Lincolnshire and ranked **5th** of 5 nearest neighbours. Historical APS trend data suggests a decline, but at a much slower rate than the national decline
- All walking participation (60.8%) is **higher** than England and Lincolnshire and ranked **3rd** of 5 nearest neighbours
- Active travel (30.8%) is **lower** than England, slightly **higher** than Lincolnshire and ranked **2nd** of 5 nearest neighbours

## **Additional historical (APS) trend data suggests:**

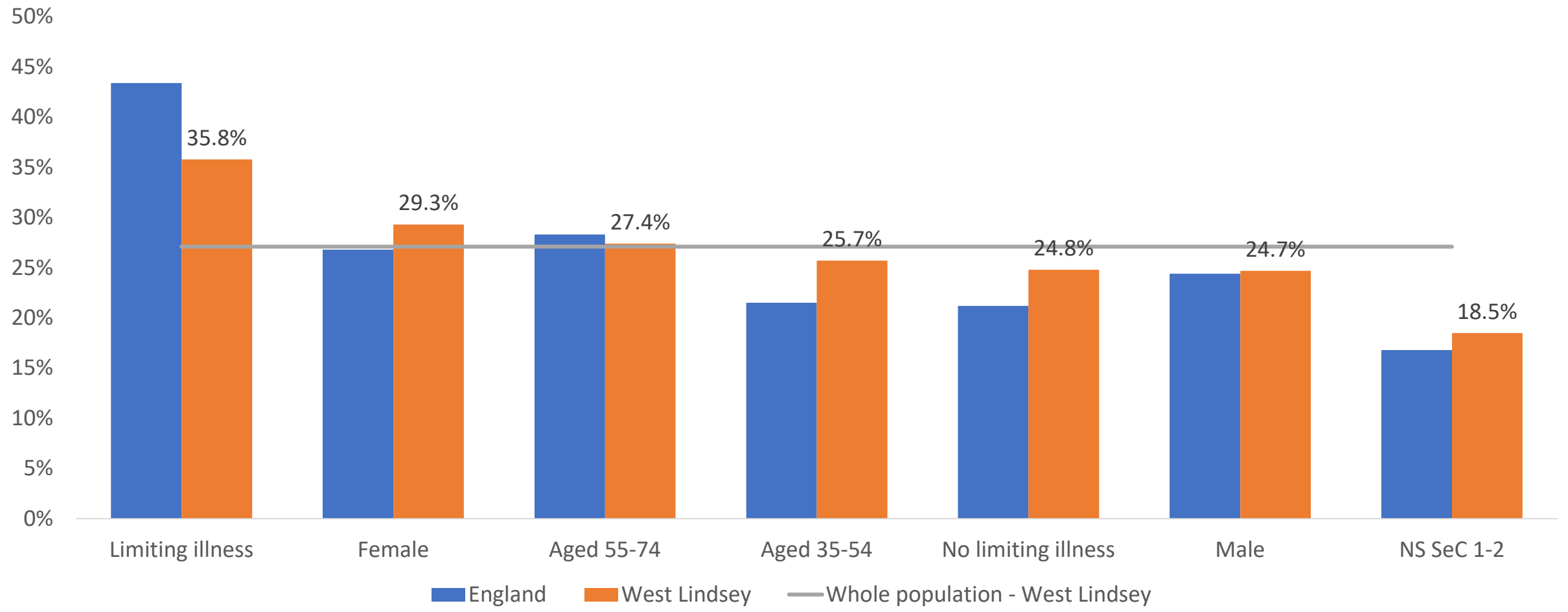
- An **increase** in those participating in flexible location activities at a **faster** rate than England and Lincolnshire
- An **increase** in those participating in outdoor and individual activities compared to a **decrease** for England and Lincolnshire
- Participation in indoor and sports hall/swimming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



# Overall summary

# Percentage of inactivity by demographic groups

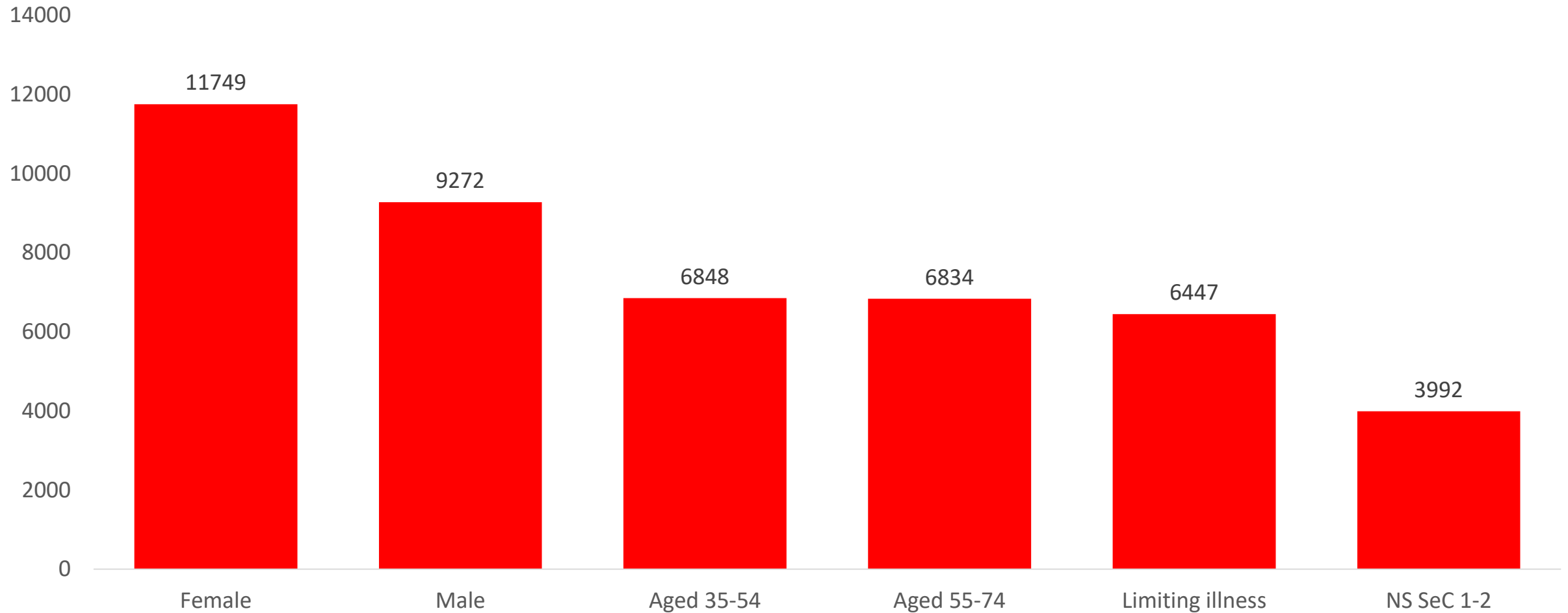
## Proportion of people classed as inactive



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

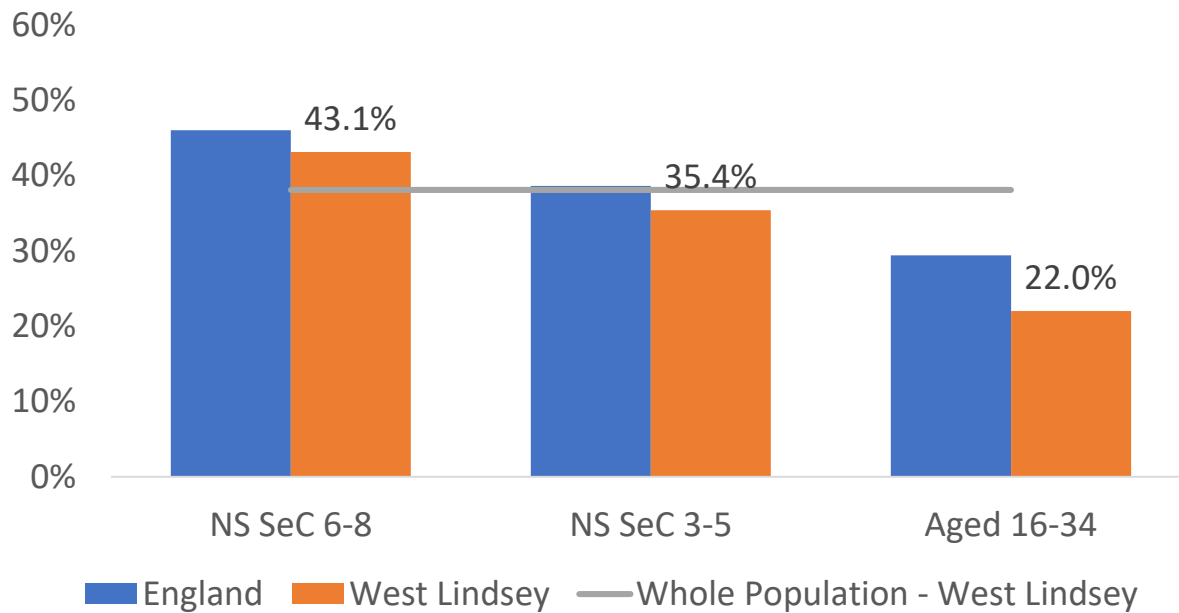


Source: Sport England, Active Lives, Nov 16 to Nov 17, 16+, excluding gardening, ONS 2016 Population Projections, Census 2011

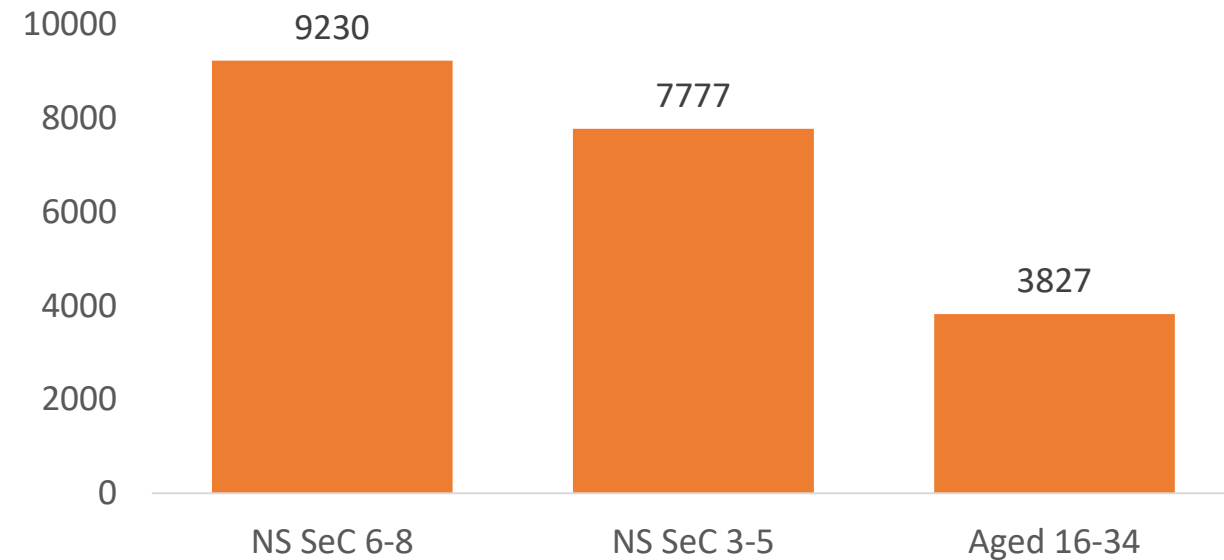
# Inactive or fairly active people by demographic groups

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?

**Focus on inactive** - Proportions of inactive have improved since last year but latest May data suggests this may not continue and West Lindsey still does not compare well to nearest neighbours and the England average

**Females** – again inactive proportions are better than last year but West Lindsey compares poorly to nearest neighbours, Lincolnshire and England and the inequality gap is almost double that of England. An estimated 11,749 females in West Lindsey are currently inactive

**Those age 35-54** – This group accounts for over a quarter of the West Lindsey population and whilst both inactive and active proportions have again improved compared to last year it still compares poorly to England, Lincolnshire and all nearest neighbours (where data is available). An estimated 6848 people in this age group are currently 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?