



ACTIVE  
HUMBER

An insight into adult physical activity  
in North and North East Lincolnshire  
**December 2025**

Active Lives Adults Survey 2023-24



PRESSRED

**The current landscape for  
physical activity in our area**



This data pack analyses physical activity over a one-year period (November 2023 to November 2024), but the findings must be interpreted within the broader context of societal changes during this timeframe.

**Keep these things in mind when looking at the key messages:**

- Demographic shifts are ongoing
- Economic pressures have intensified inequality gaps



## What do we mean by 'demographic shifts'?

Generally, our populations are growing, ageing and becoming more diverse.

This shift towards an ageing population in particular is moving **more people into age groups we know are more likely to be inactive.**

The **adult population** (16+) is estimated at

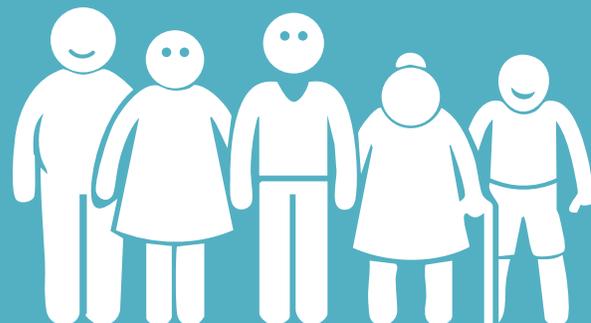
# 271,000

Continuing a steady upward trend 



**27%** are estimated to be **aged 65 or older** and showing sustained growth over time

## That's 74,000 people



# What 'economic pressures' are intensifying inequality gaps?

Income disparities continue to widen, with lower-income individuals and households experiencing disproportionate impacts from rising living costs, employment instability, and wages that haven't kept pace with inflation. This economic squeeze is pushing **more people into lower income brackets – who we know are more likely to be inactive.**

More than 41,000 people are now claiming **universal credit**



An increase of almost **5,000** this year that continues the rising trend

Economic inactivity among working age adults stands at almost 27%, with nearly

**11% classified as long-term sick** (around 22,000)



The number of children (aged under 16) living in **relative low income families** has increased this year as



part of a continuing trend, now exceeding **19,000** children.

**An estimated 5,000 people are unemployed**

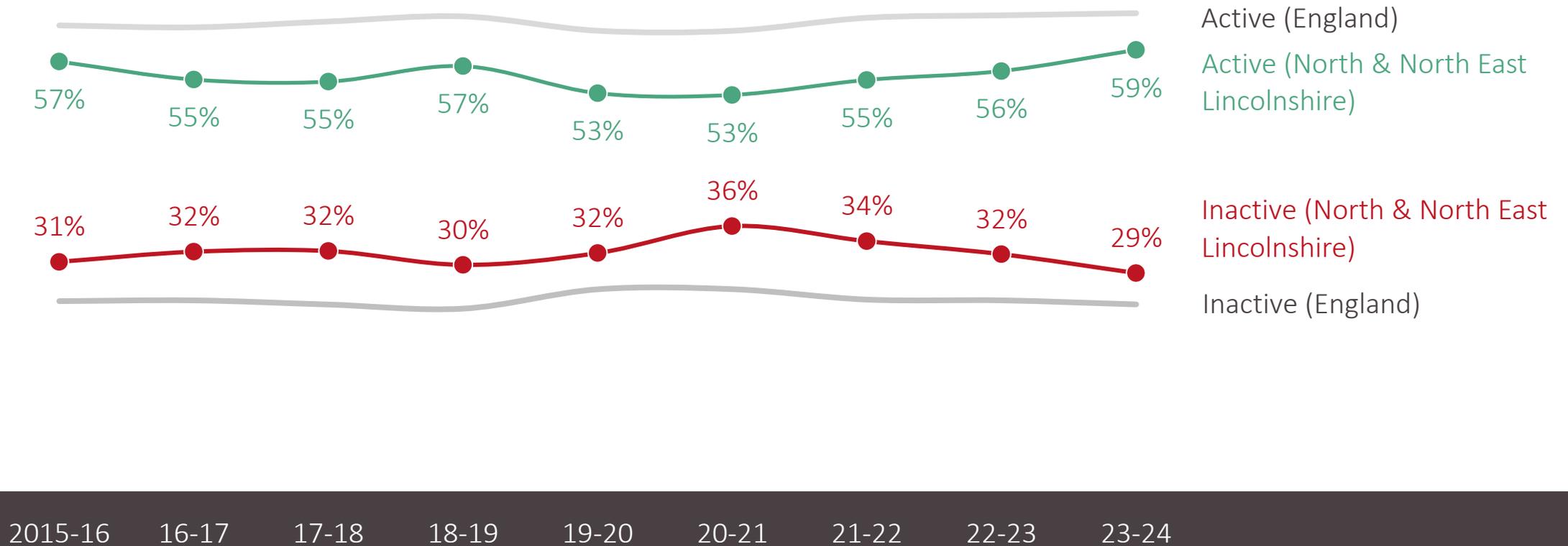
An in-year rise of more than 300 people



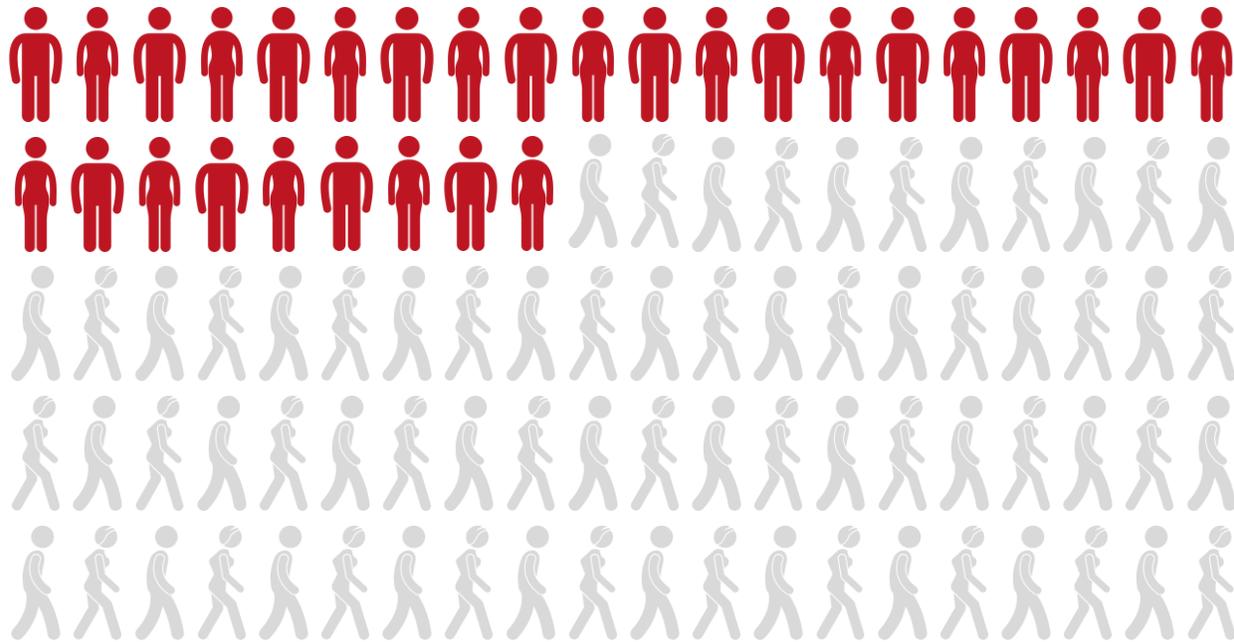
# Physical activity



# Physical inactivity in North and North East Lincolnshire is at an all time low



Currently, 29%  
of adults are inactive

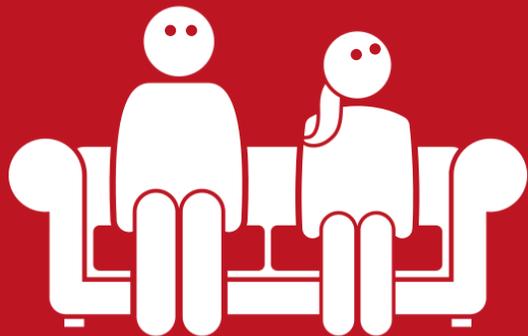


That's  
80,000  
people

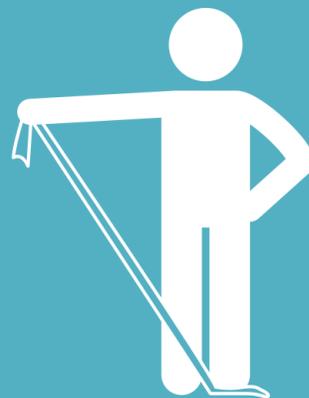


**50,000** adults  
do no activity at all  
(18%)

But not all inactive  
adults do nothing



There are **28,000**  
people missing the  
intensity  
(10%)



There are **2,000**  
people not active  
for long enough  
(1%)



# Some communities experience inactivity more than others



## Limiting illness

Latest data shows inactivity rates have fallen for adults with a limiting illness

## Gender

Inactivity fluctuates for both men and women over time



## Social status

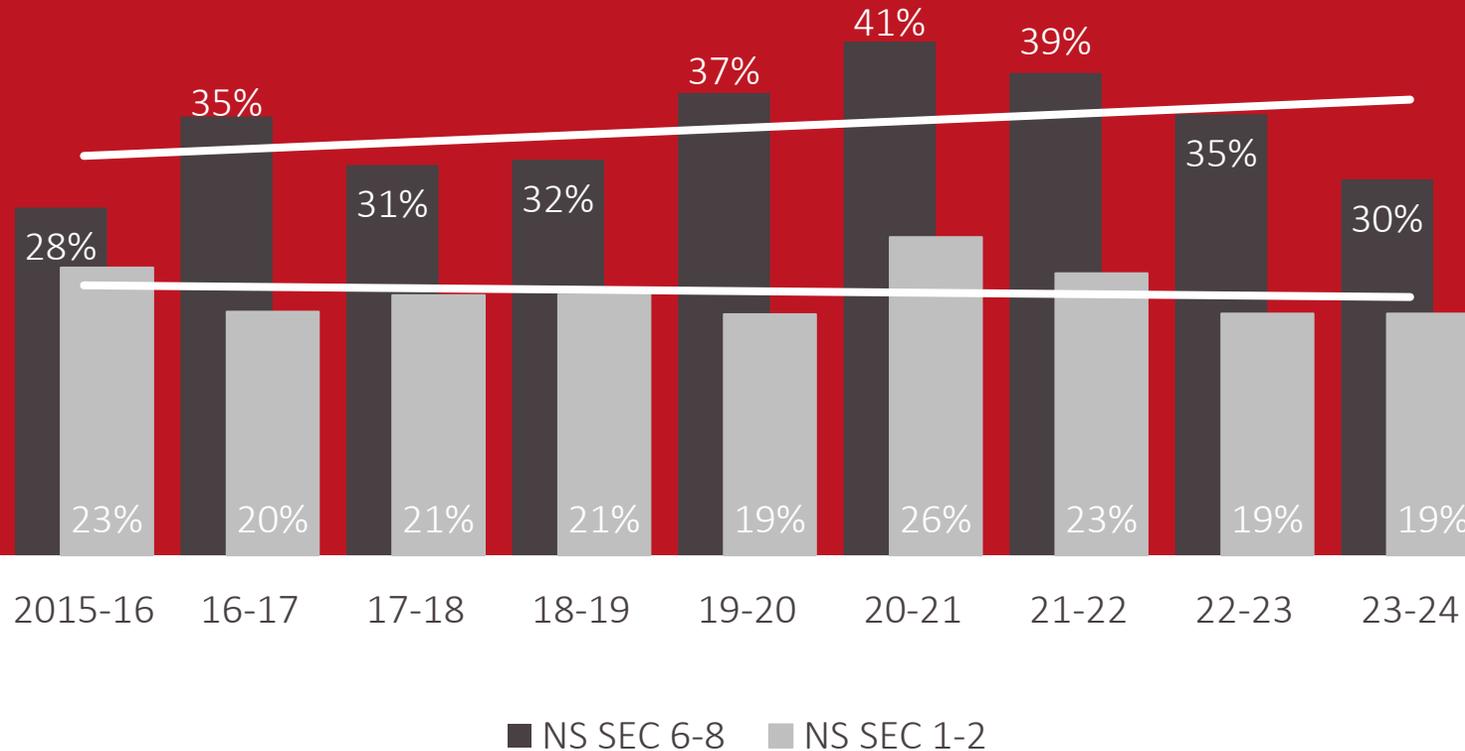
Inactivity in the least affluent households remains high (NS SeC 6-8)



# Our **least affluent** households are twice as likely to be inactive (NS SeC 6-8)

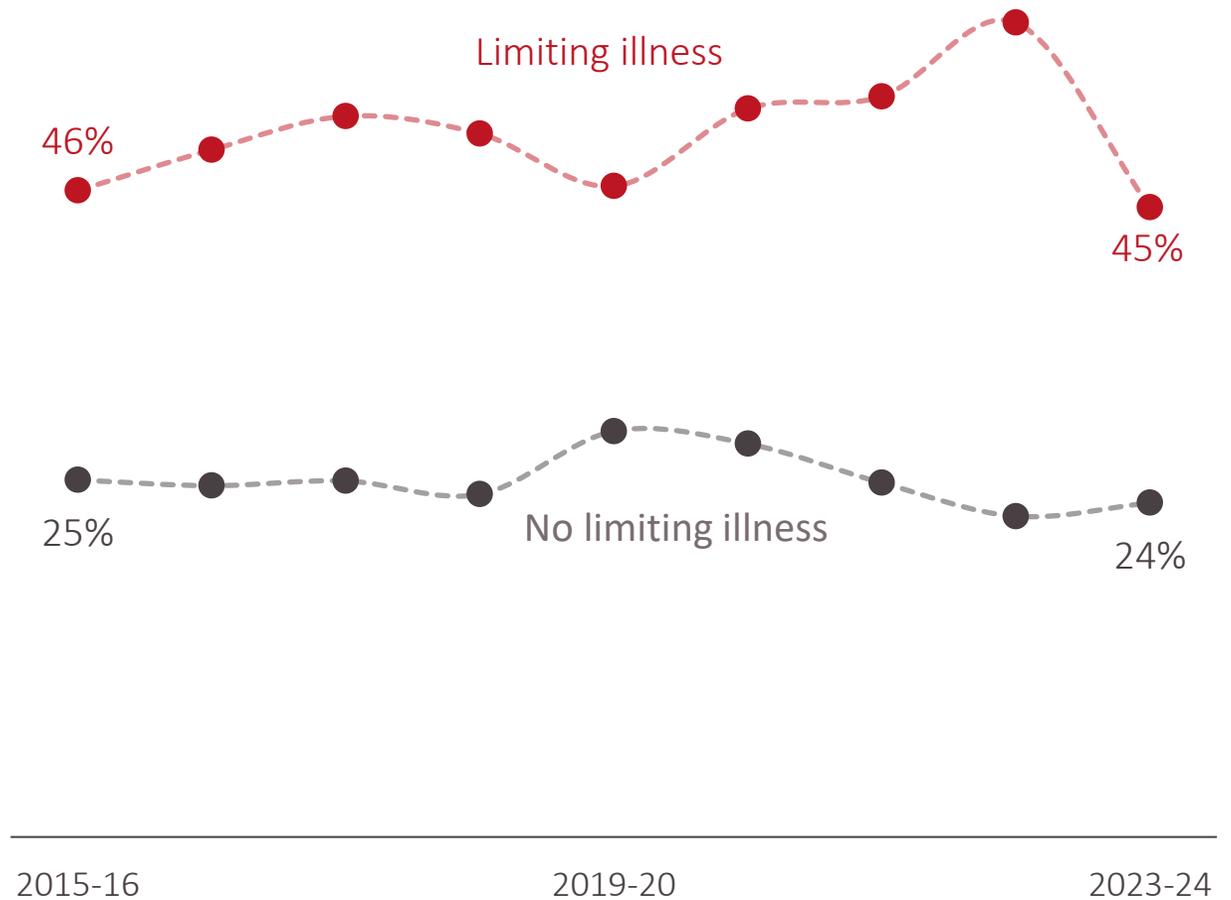


There is a clear **inequality gap** between our least and most affluent households

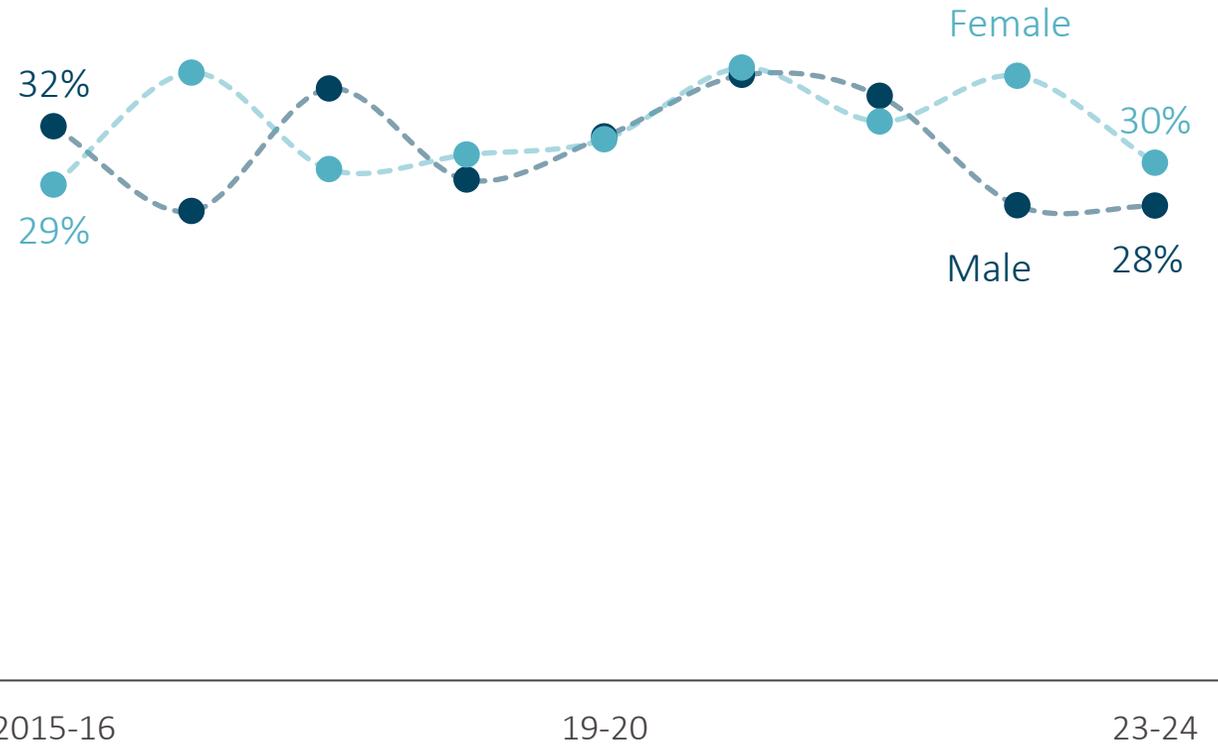


# Latest data shows inactivity rates have fallen for adults with a limiting illness

However, inactivity is similar to baseline and there is still a clear gap between adults with a limiting illness and those without



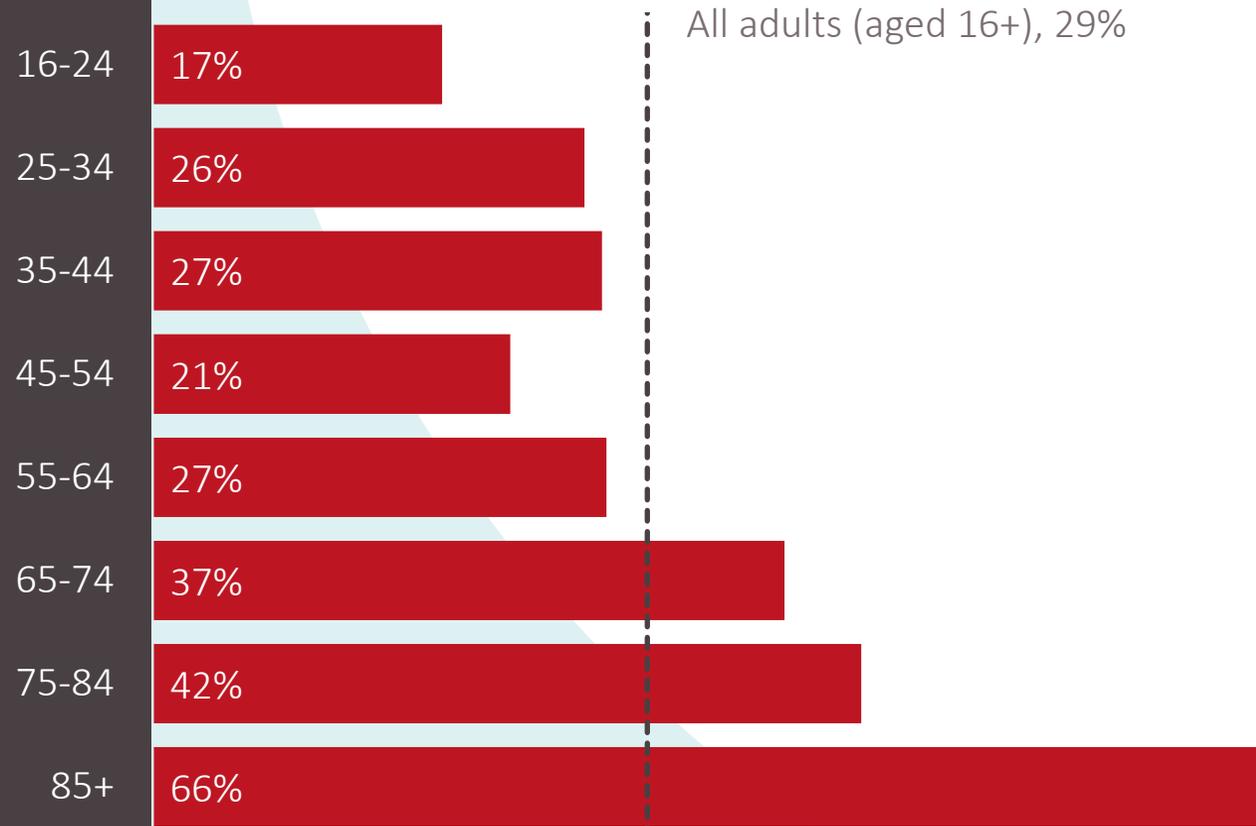
Inactivity fluctuates for both men and women over time



There is a peak in inactivity levels for adults aged 25-44

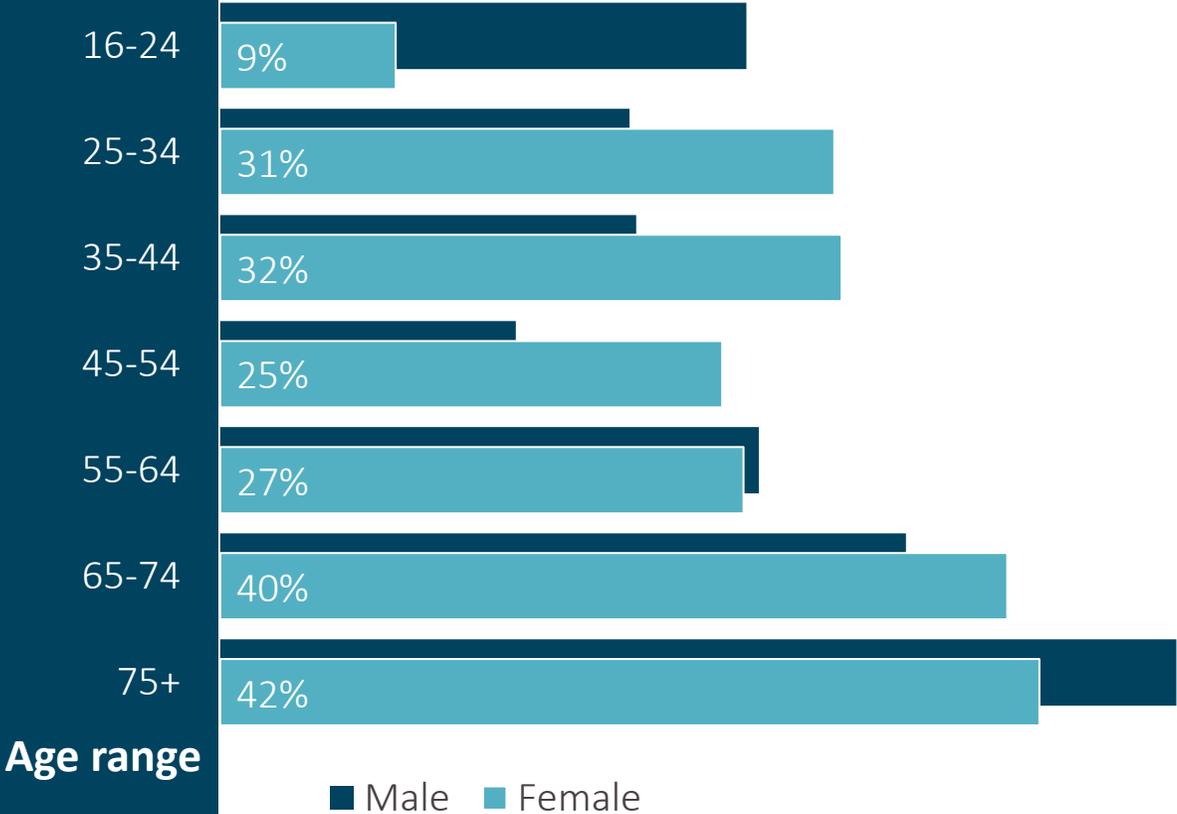


Age range



All adults (aged 16+), 29%

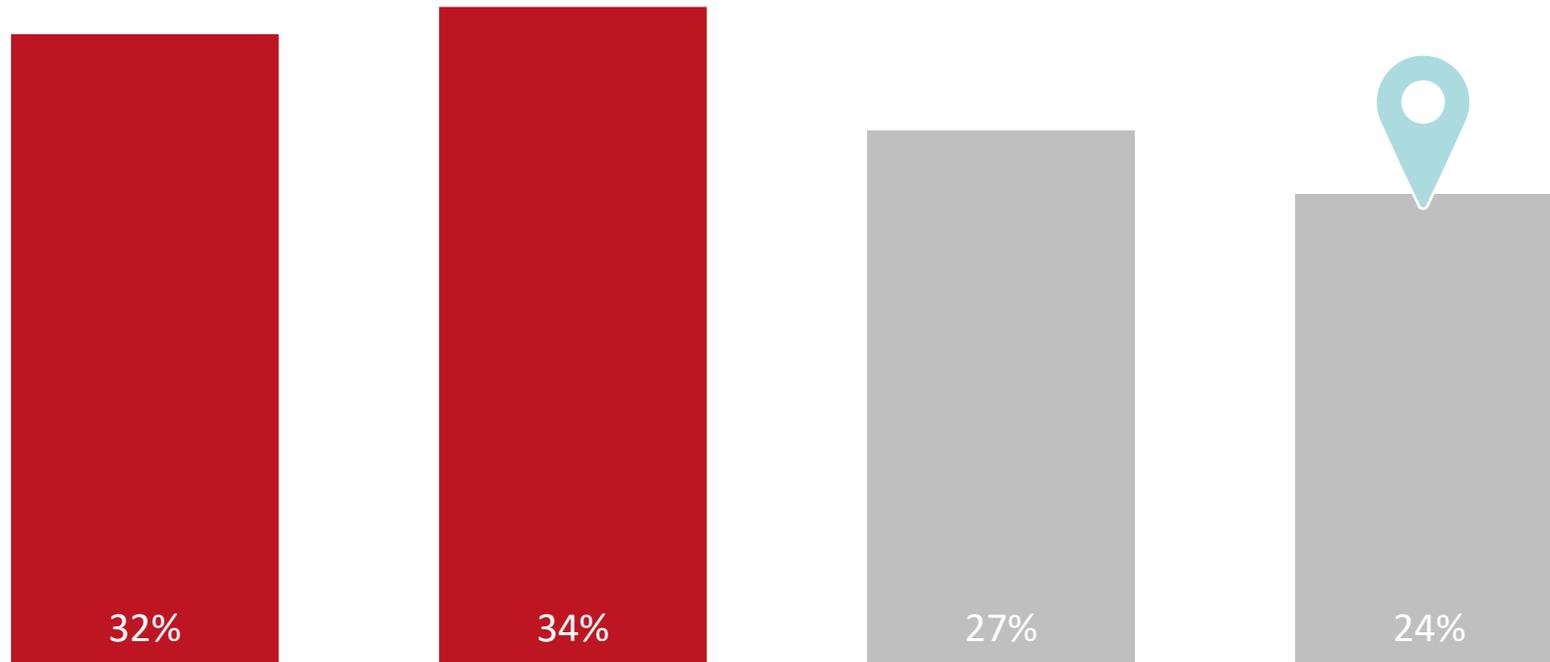
Women have notably higher inactivity levels than men between the age of 25 and 54



Source: Sport England Active Lives Survey 2023-24 (16+)  
Measure: Physical activity levels (excluding gardening)

# Where we live makes a difference

Inactivity is higher in our more deprived communities...



...compared to our least deprived communities

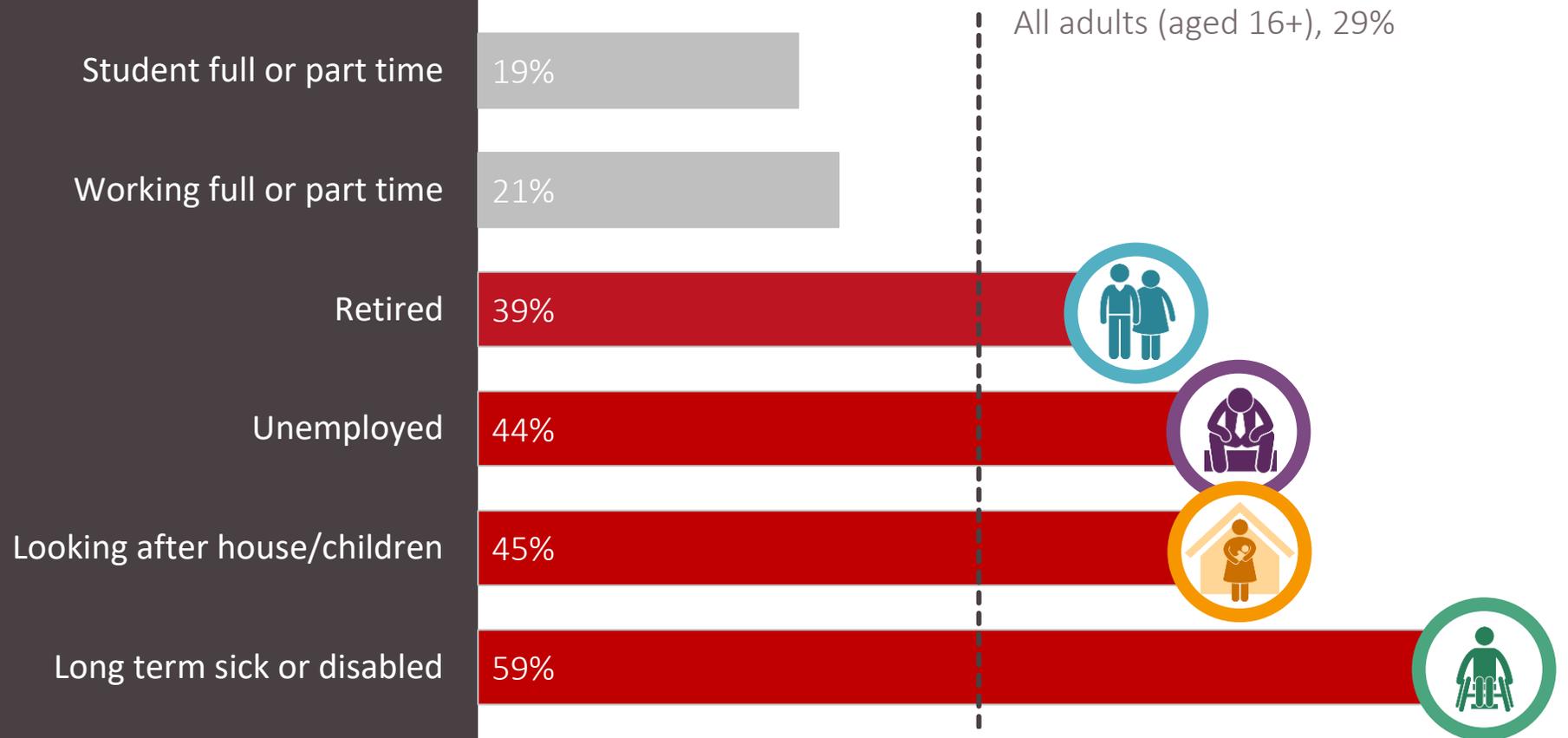
Most deprived quartile

Second most deprived quartile

Second least deprived quartile

Least deprived quartile

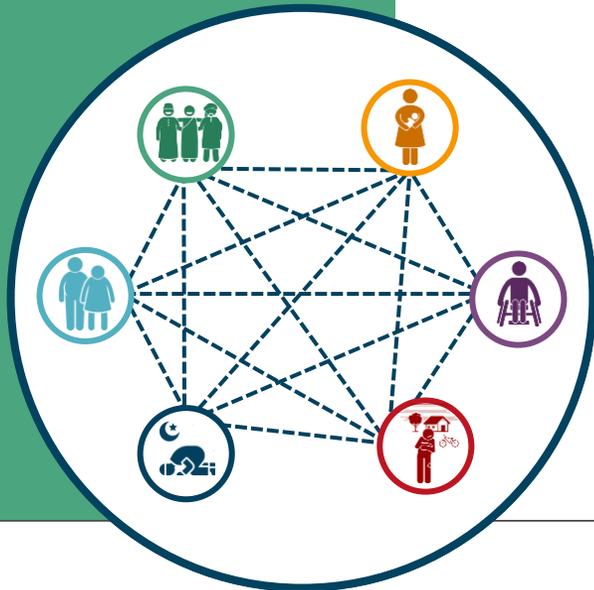
# Inactive rates are higher for those outside of the workforce (economically inactive)



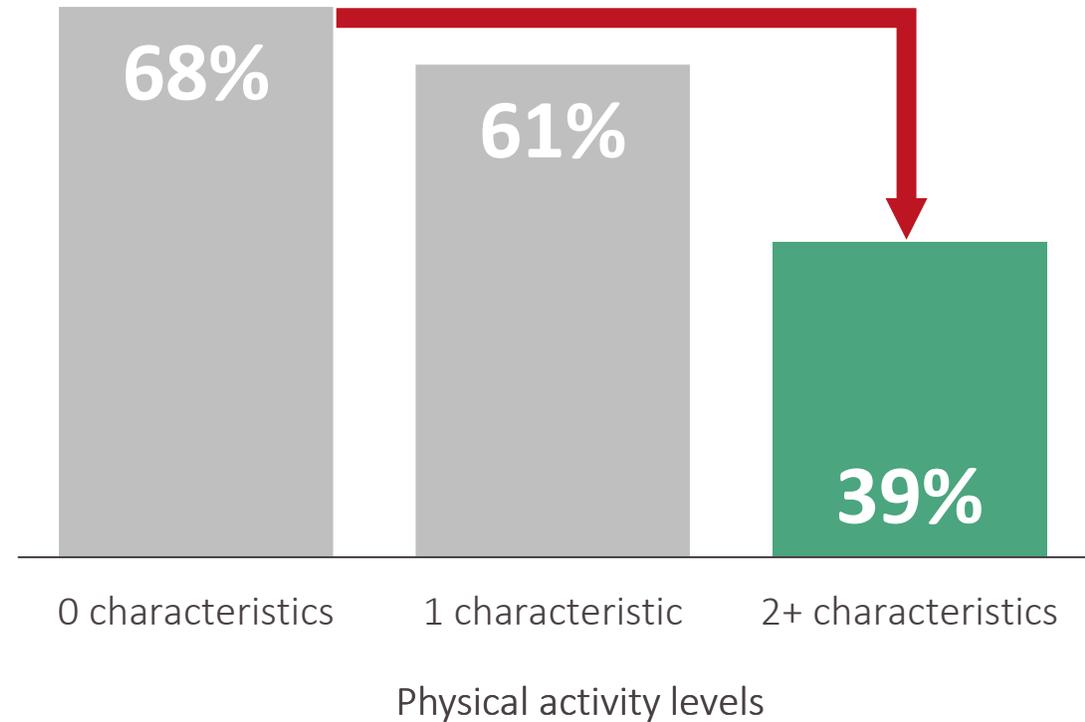
# Inequalities metric



When we look at **activity levels**, we can see how having 2 or more factors can dramatically reduce our ability to be active



Particularly when compared to those with no factors



# Active minutes



# How do we measure activity?

We report on the number of **moderate intensity minutes** completed in the last week, based on activity type



## Light

Light intensity minutes are excluded



## Moderate

Moderate intensity equivalent (MIE) minutes means each 'moderate' minute counts as one minute



## Vigorous

Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes

**Please note:** For some activities, intensity was assumed and not asked. Activities done by those aged 65 and over were assumed to be at least moderate



# What activities do we measure?\*



## Gardening

Gardening is included in this section



## Walking for travel

Includes walking as a way to get from one place to another, such as the shops work or visiting friends\*



## Traditional sport

Includes team, water, combat and winter sports, swimming, athletics, golf, horse riding and gymnastics



## Walking for leisure

Includes all other types of walking, dog walking, rambling and Nordic walking or just going for a stroll\*



## Fitness activities

Includes gym activities (fitness machines and classes), weights, boxing and interval sessions



## Cycling

Includes leisure and travel, track, road and mountain biking or racing, exercise bike or cycle class



## Dance

Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

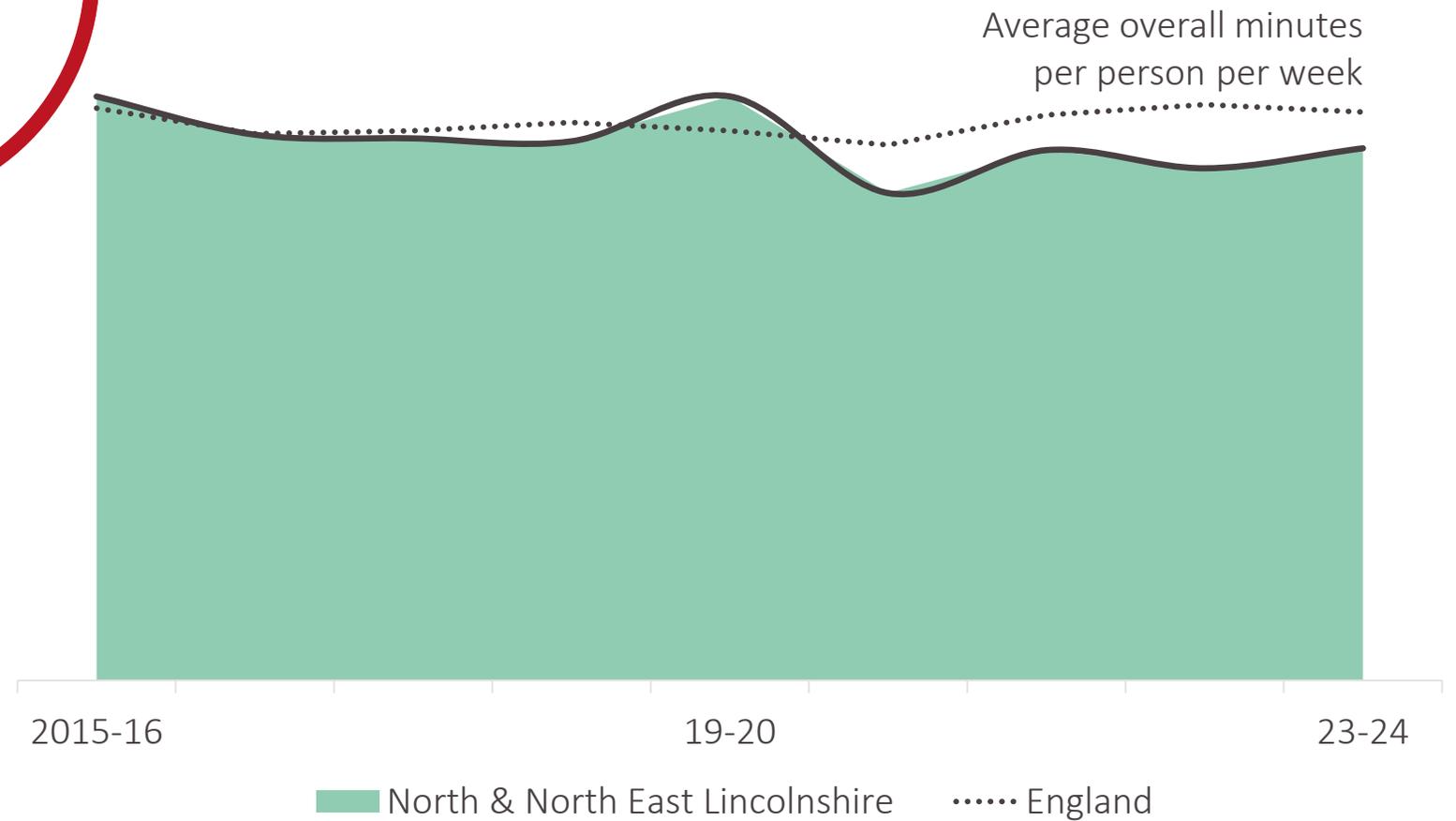
\*Only activity of at least 10 continuous minutes are counted

\*walking around shops is excluded



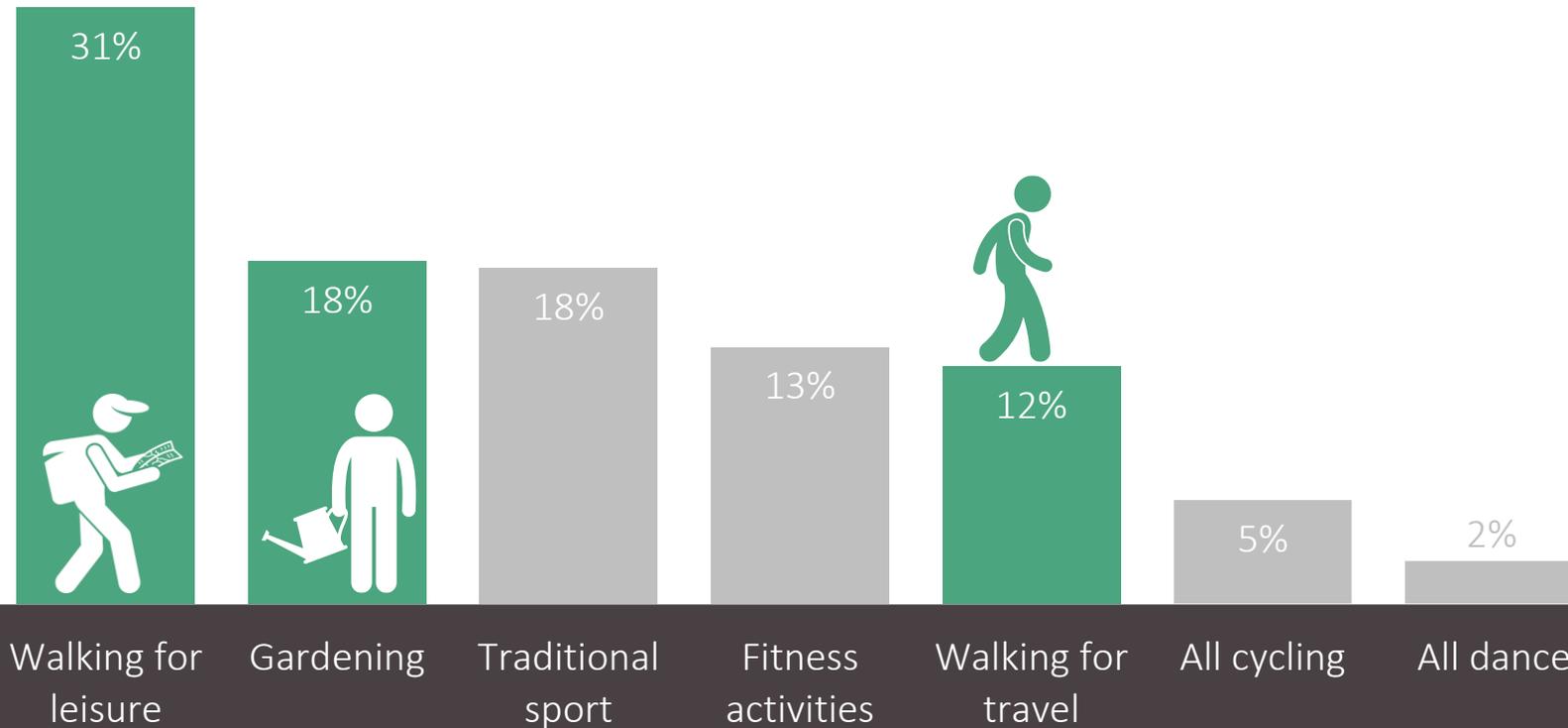


Time spent being active has fallen over time





We spend well over half our active time **walking** or **gardening**



**80%** of our active minutes are outside



Compared to **75%** in England



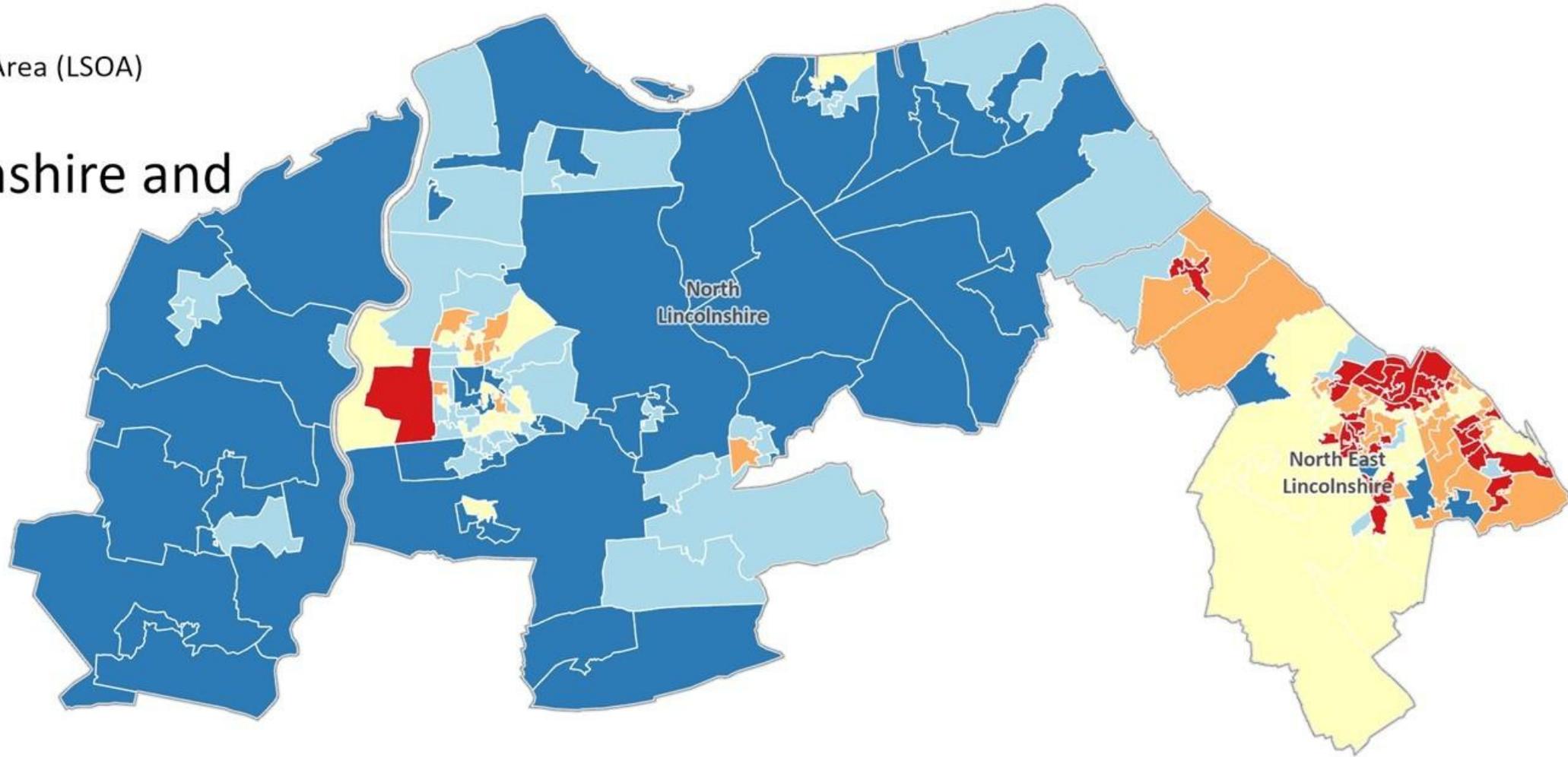
# Inactive Overall (Adults) Small Area Estimates

Nov 22/23

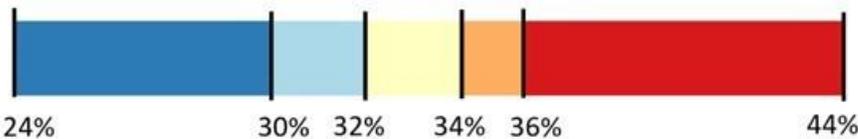
by Lower Super Output Area (LSOA)

Source: Sport England

## North Lincolnshire and North East Lincolnshire



Adult inactive overall



Contains OS data © Crown copyright and database right 2025

D:\MapIt\Projects\189 Press Red National Map\Press\_Red\_National\_Map2.aprx\\189\_L16d\_SAE\_22\_23\_Active\_Humber\_NELincs\_and\_NLincs

# Appendix

Physical activity over the years



# Adult population breakdown

Census provides an insight into the demographic makeup in our area compared to England

	North and North East Lincolnshire	England
No limiting illness	77%	80%
Limiting illness	23%	20%
16-34 years	26%	30%
35-54 years	30%	32%
55-74 years	32%	27%
75+ years	12%	11%
NS SeC 1-2	24%	33%
NS SeC 3-5	27%	27%
NS SeC 6-8	43%	32%
Asian	2%	9%
Black	0%	4%
Mixed	1%	2%
White British	91%	75%
White Other	5%	8%
Working full or part time	56%	61%
Unemployed	3%	3%
Not working	41%	36%



**For further information  
please contact us at:**

scott@pressred.co.uk or  
liz@pressred.co.uk

