

# Adult Physical Activity Behaviour Insight Pack

Active Lives November 2020-21

Further information:

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NORTH  
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August 2022



ACTIVE  
HUMBER



PRESSRED

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- Population overview
- Whole population
- Demographic groups and geographic
- Activities
- Summary

# Changing population

## Within North East Lincolnshire

The age profile of North East Lincolnshire appears to be getting older (13.8% increase for 55+ age group in 2021) which may impact on physical activity levels

Other factors which differ from England and may have an impact include (Census 2011):

- More people from NS SeC 6-8 (43.2%).  
12pp higher than England
- Less people from ethnic minority groups compared to England

Age groups	Humber	North East Lincolnshire
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## 2011

0-14	154,375	28,235
15-34	224,454	39,482
35-54	254,003	43,755
55-74	207,316	34,590
75+	77,499	13,554

## 2021

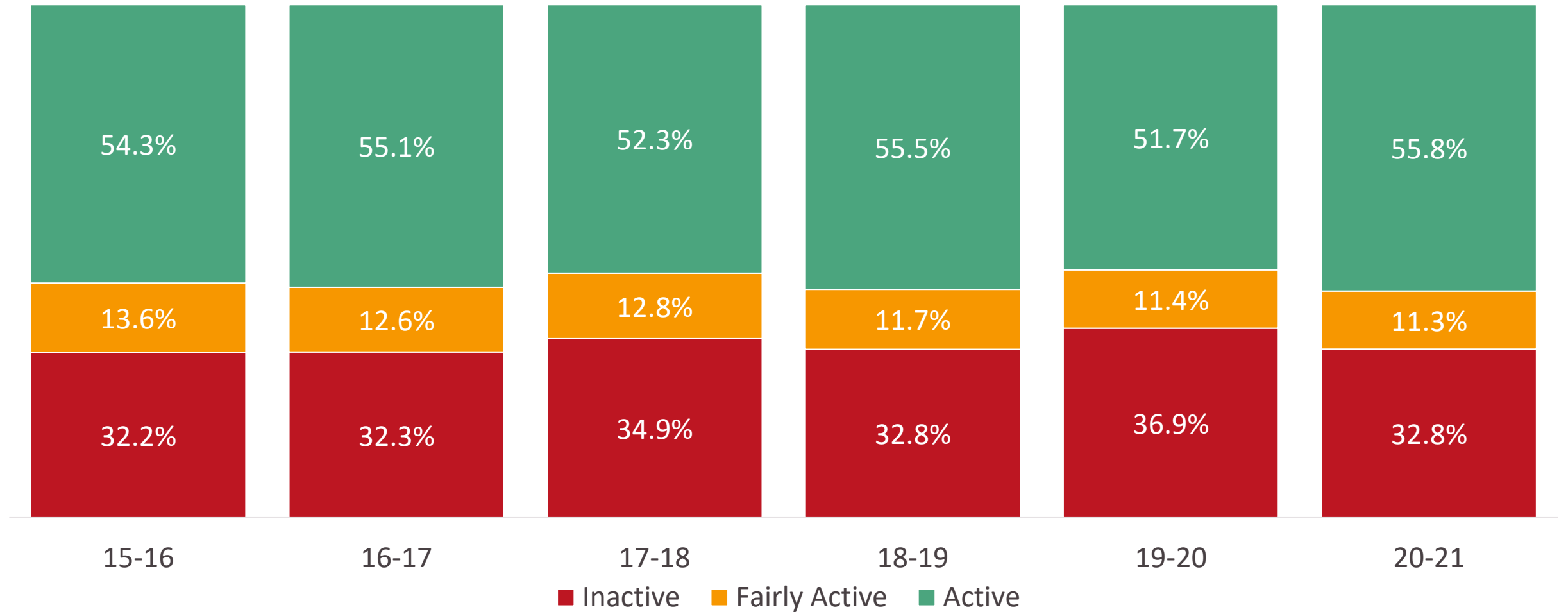
0-14	156,200	27,600
15-34	215,300	36,100
35-54	232,200	36,100
55-74	240,400	39,600
75+	91,400	15,200

Source: Census 2011 and 2021

**Whole  
population**

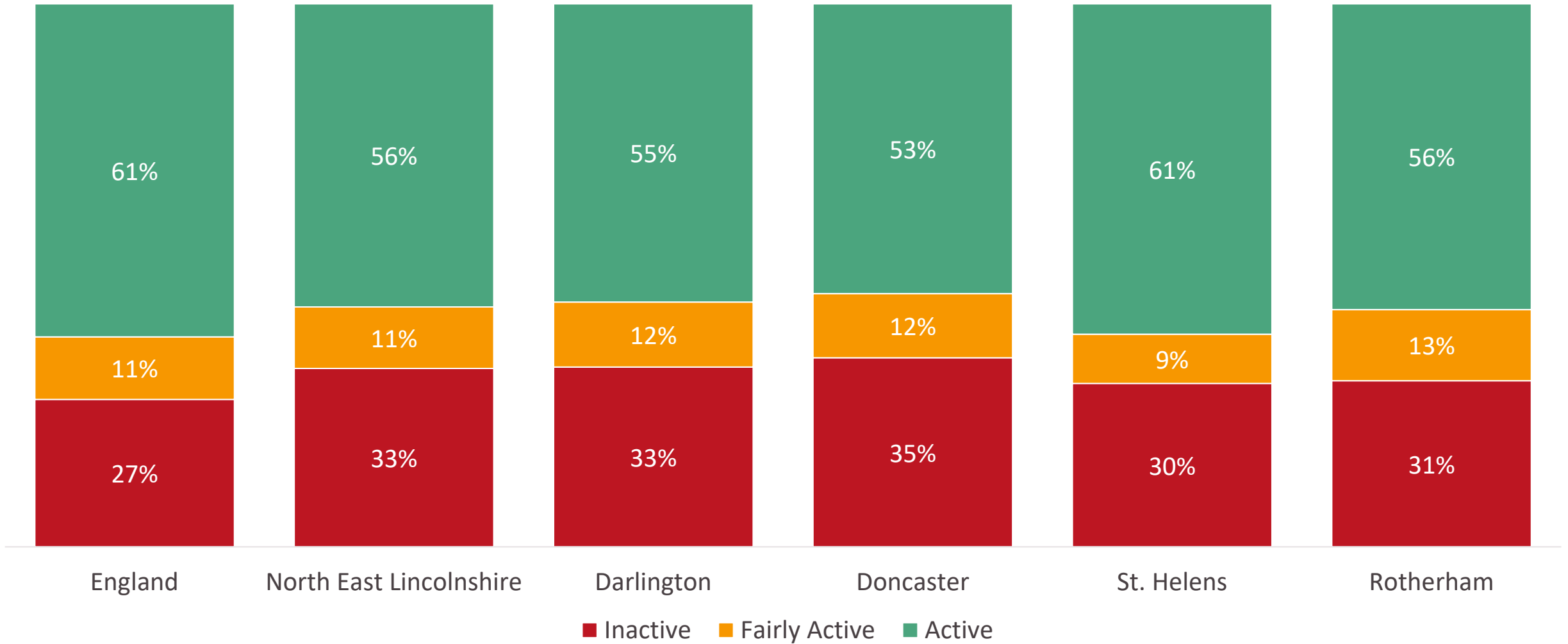


# Adult activity levels in North East Lincolnshire



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

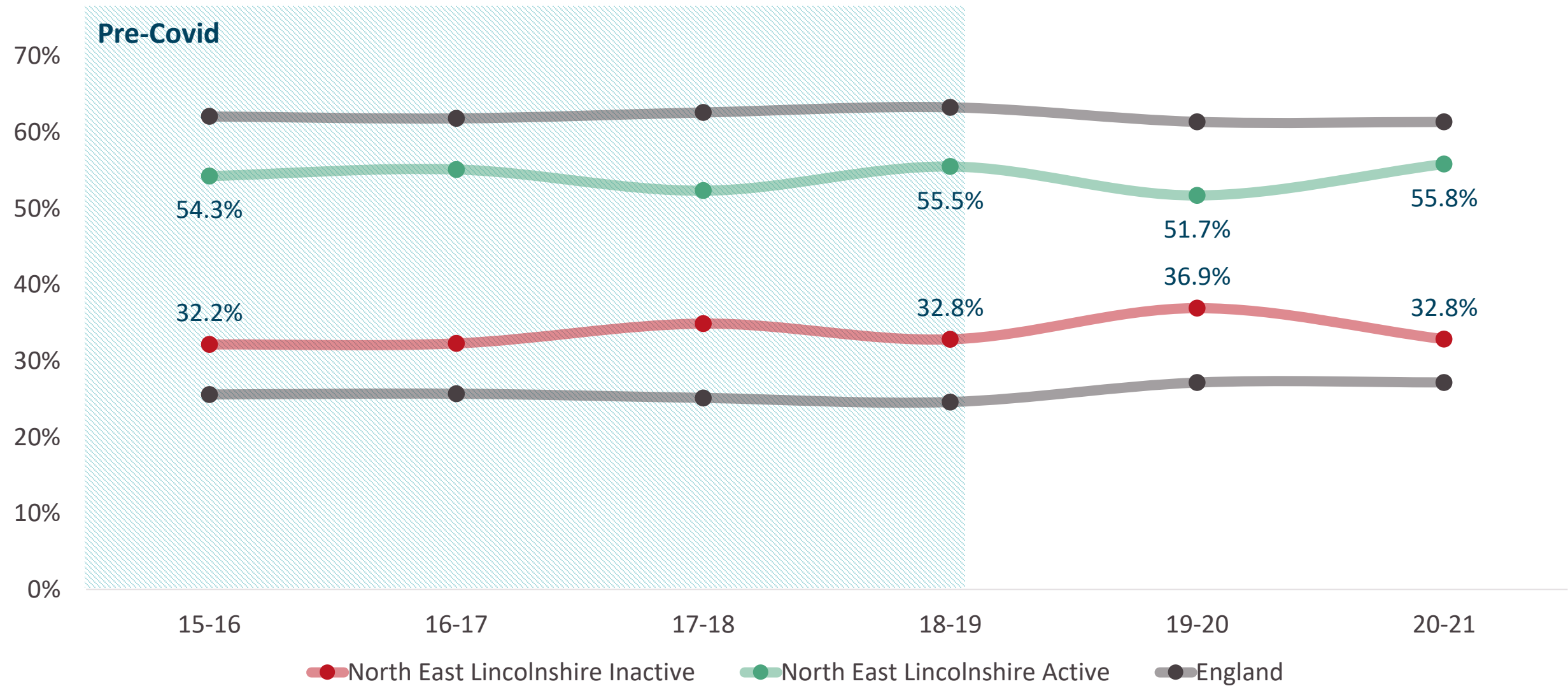
# How North East Lincolnshire compare to nearest neighbours



Source: Sport England, Active Lives Adults, Nov 20-21, **excluding gardening**



# Activity levels have bounced back from the negative impact of the early part of pandemic



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

# 1 in 5 people are doing no activity

**26,500  
people**

**Nothing**  
No physical  
activity at all

**14,000  
people**

**Light only**  
Missing the  
intensity

**2,000  
people**

**1-29 minutes**  
Active but not  
for 30 mins

England

**16.8%**

**9.1%**

**1.3%**

North East Lincolnshire

**20.4%**

**11.0%**

**1.4%**

Source: Sport England, Active Lives Adults, Nov 20-21, **excluding gardening**, Census 2021



# Overall trends – 3 key messages...

- Activity levels have bounced back from the negative impact of the early part of pandemic
- Within the inactive population, 1 in 5 people (approx. 26,500) are potentially sedentary. However, around 16,000 are either doing something but not enough or missing the intensity
- Different tactics are potentially required for those that are sedentary and those that might be doing something but not enough

# Demographic groups and geographic



## What to look out for

When we split data by demographic groups we start to see differences

To help understand these inequalities, we need to look at each demographic group to see how they differ

We are able to split the data by:

- Gender
- Prevalence of limiting illness
- Age groups
- Ethnicity
- Socio economic groups



# Over 55s and those with a limiting illness or disability are of increasing concern

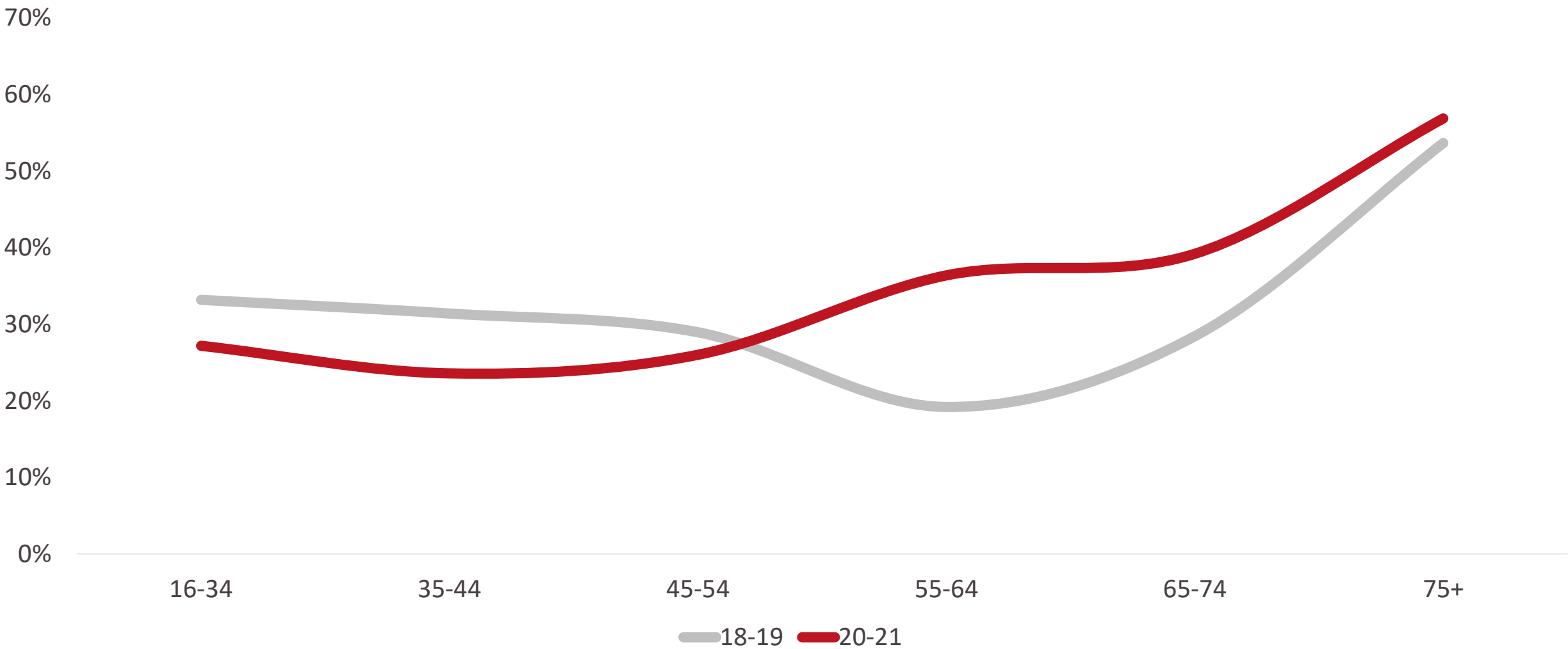
Baseline (15-16) to **latest year** (20-21)



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**



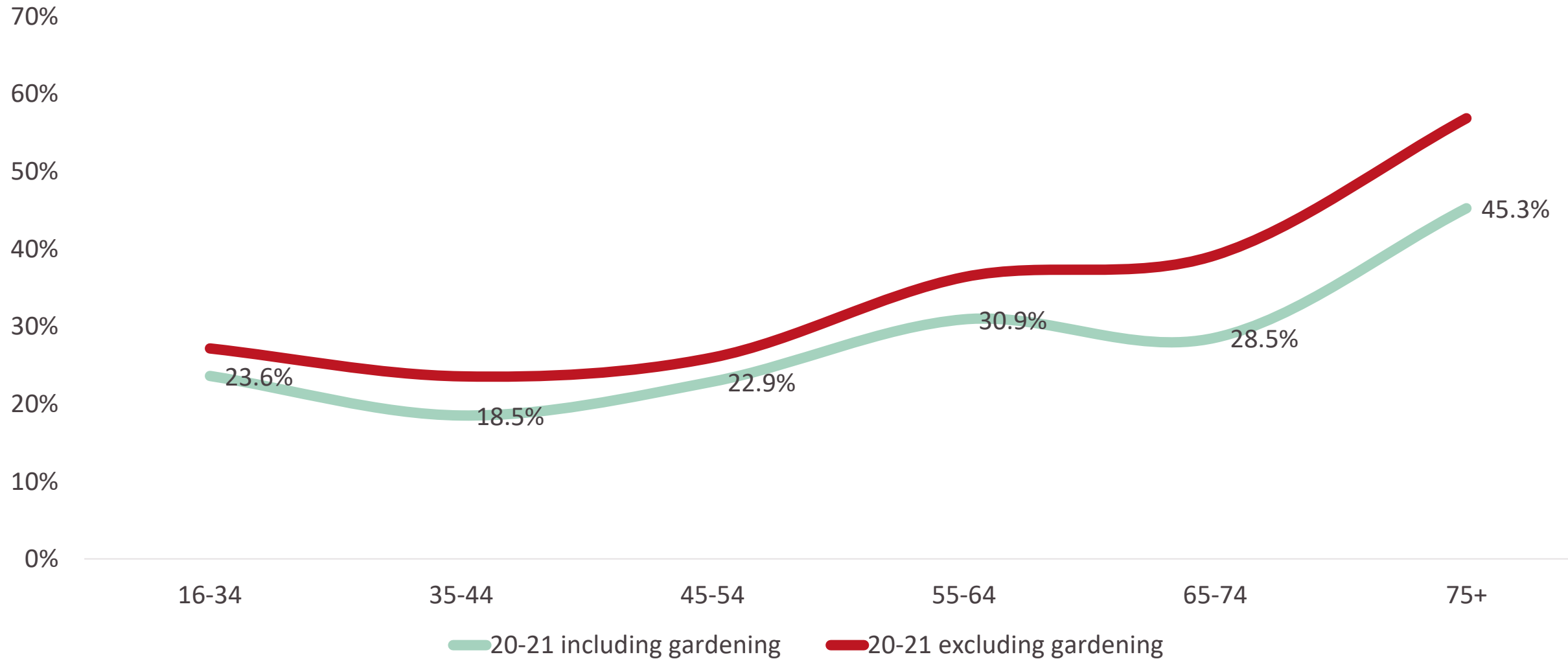
# The pandemic has certainly had a greater negative impact on inactivity for people over 55



Source: Sport England, Active Lives Adults, Nov 15-16 and Nov 20-21, **excluding gardening**

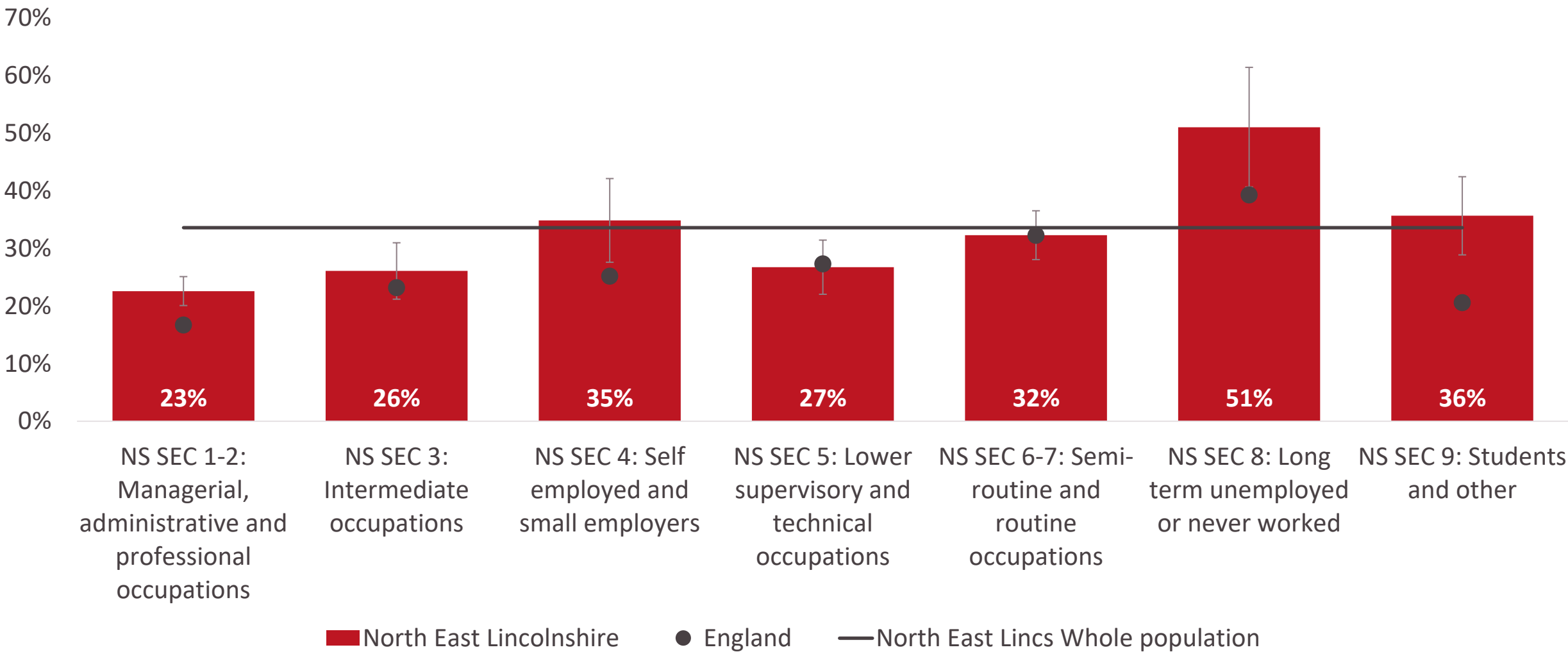


# ...and how this looks if we include gardening minutes



Source: Sport England, Active Lives Adults, Nov 20-21

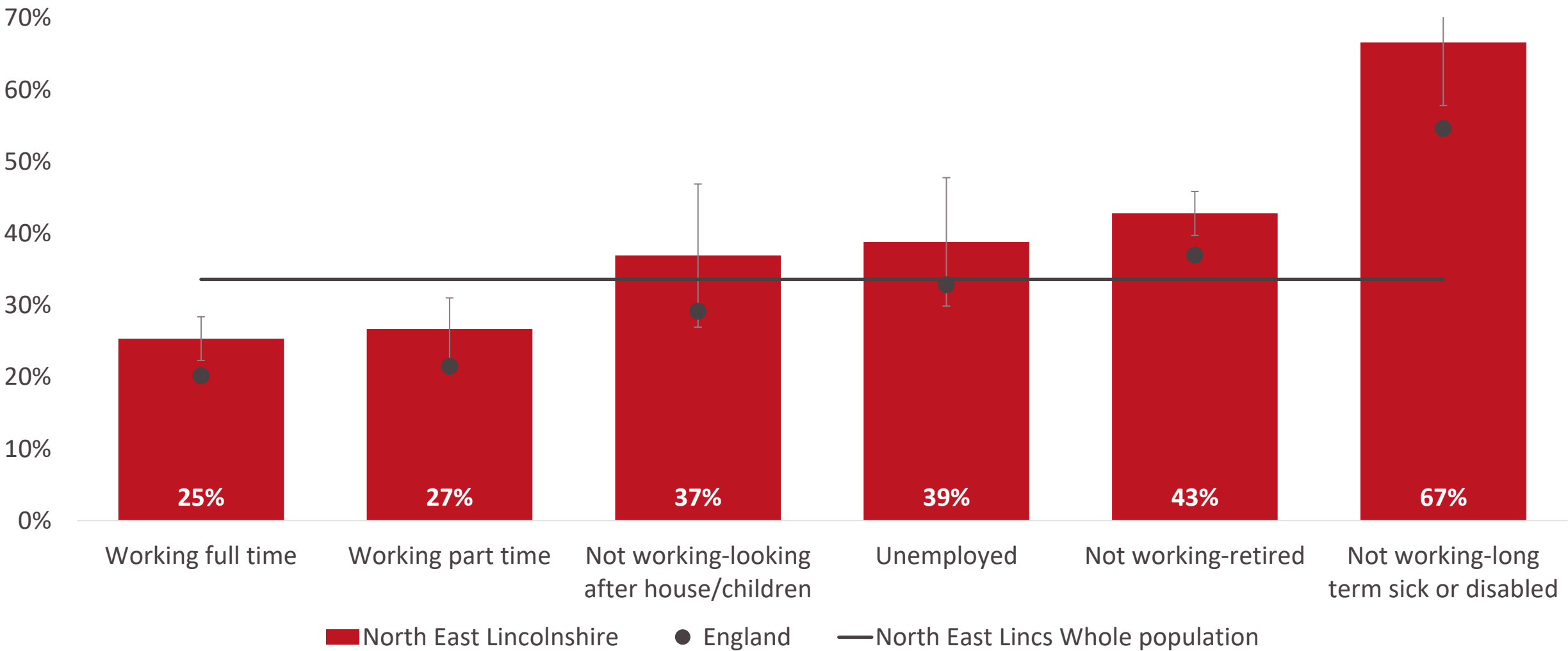
# Inactivity is not just higher among lower socio-economic groups



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, excluding gardening



# Those not in work experience higher levels of inactivity

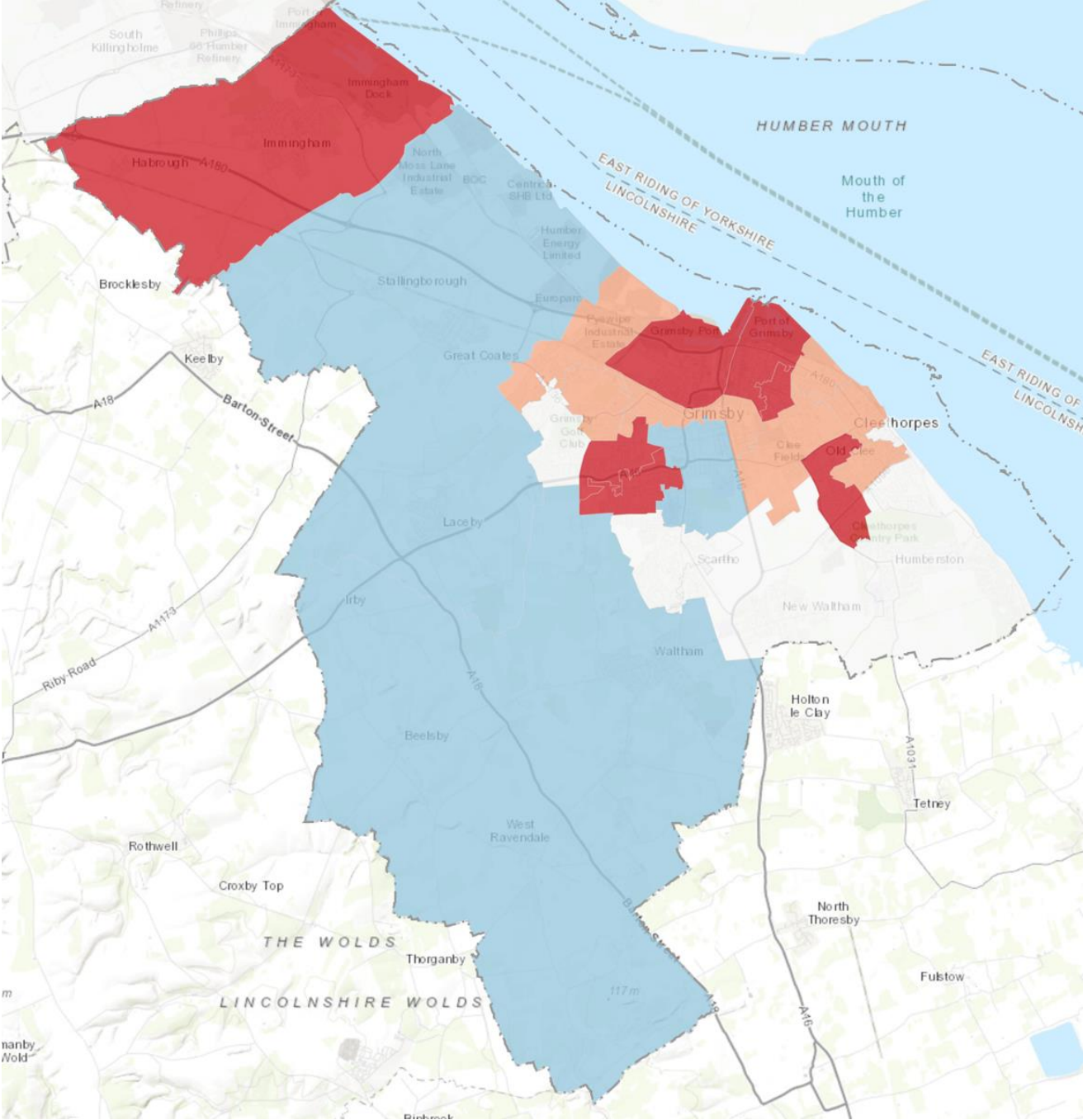
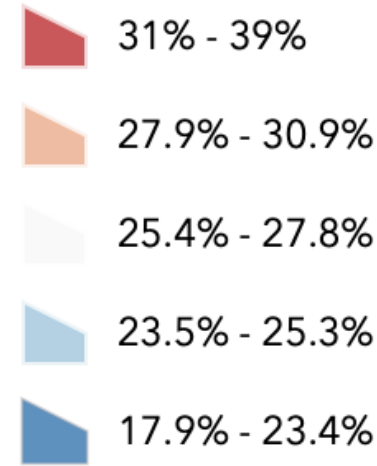


Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, **excluding gardening**



# Sport England Small area estimates (2018/19)

Inactive (%)



Source: Sport England Small area estimates Nov 18/19

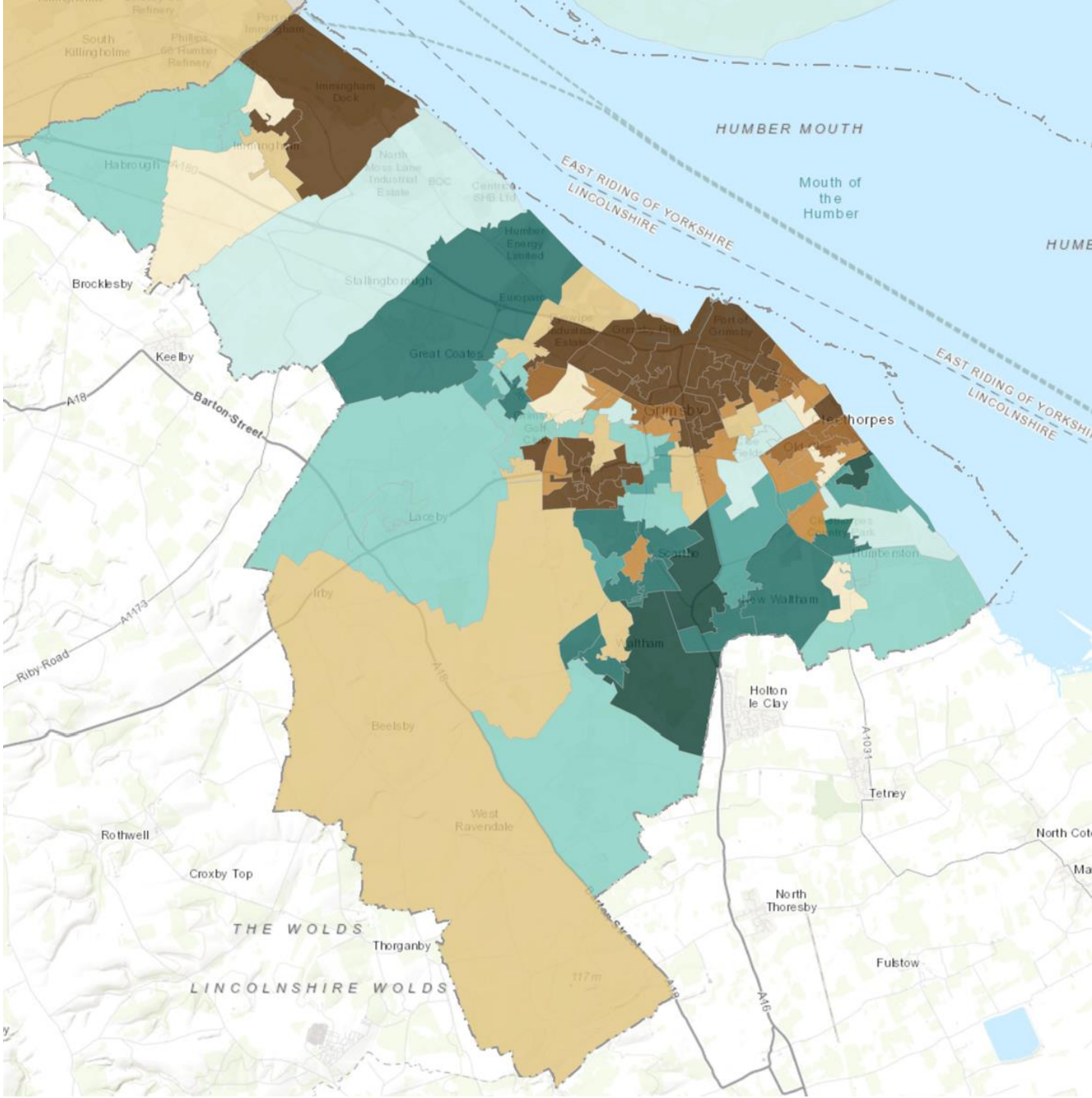




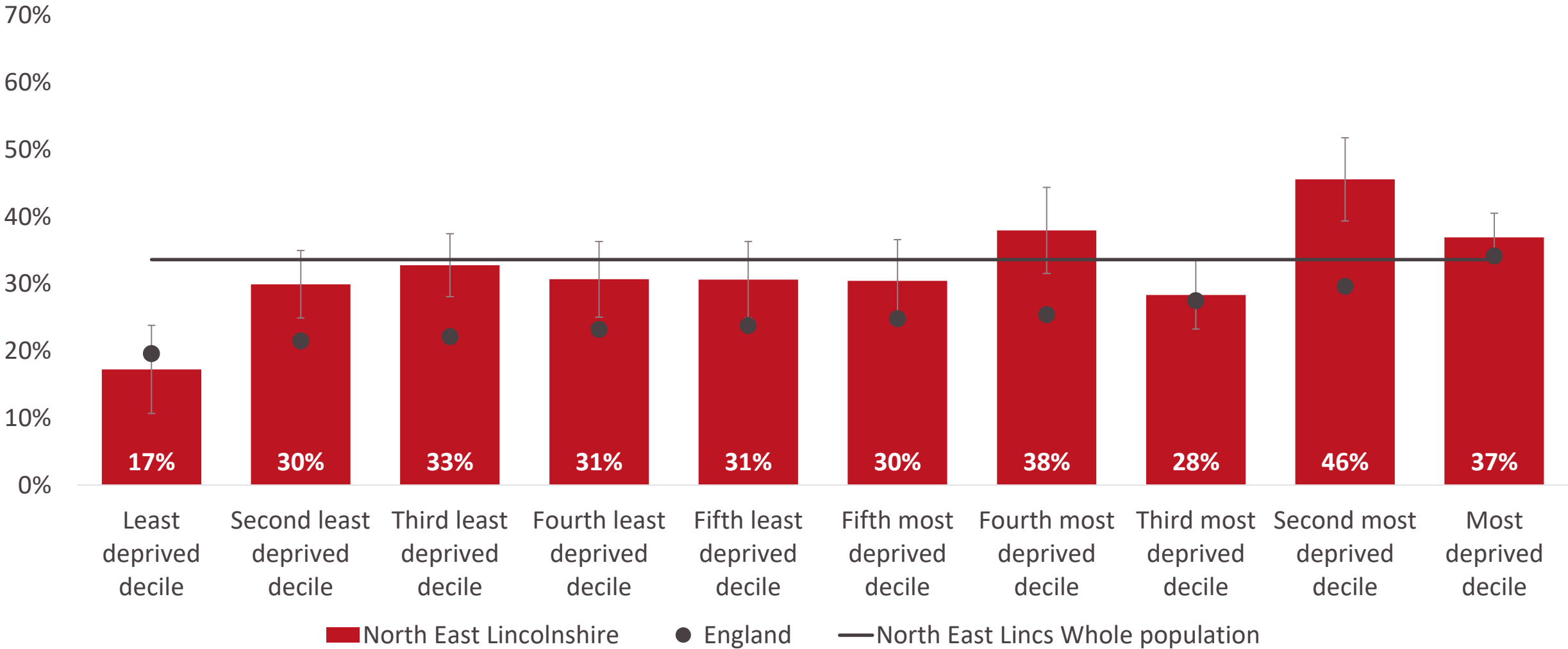
# Indices of Multiple Deprivation (2019)

Legend

Indices of Multiple Deprivation (IMD)  
2019



# Inactivity is not just higher in our more deprived communities



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, excluding gardening



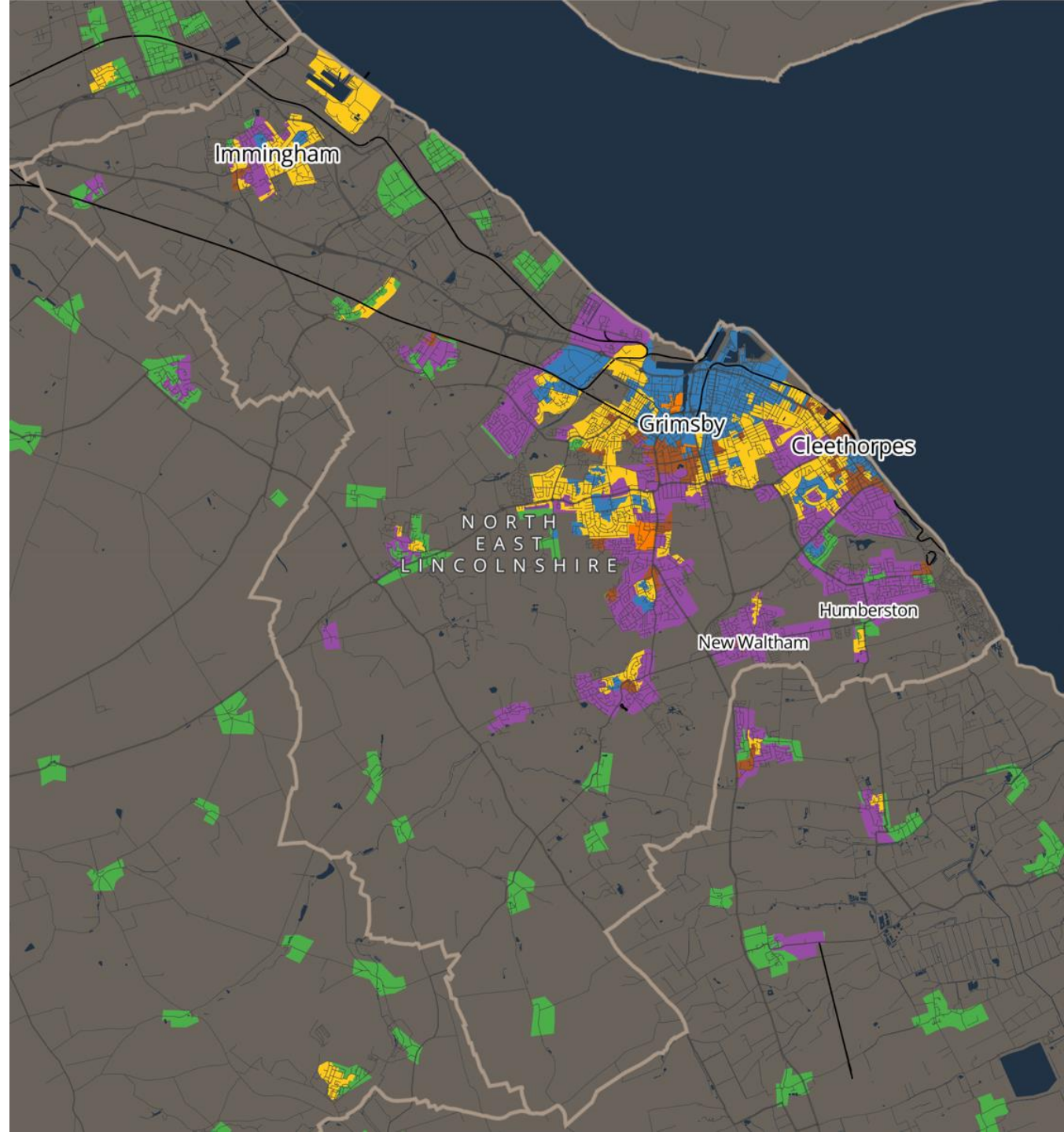
# ONS Super Groups

Supergroup

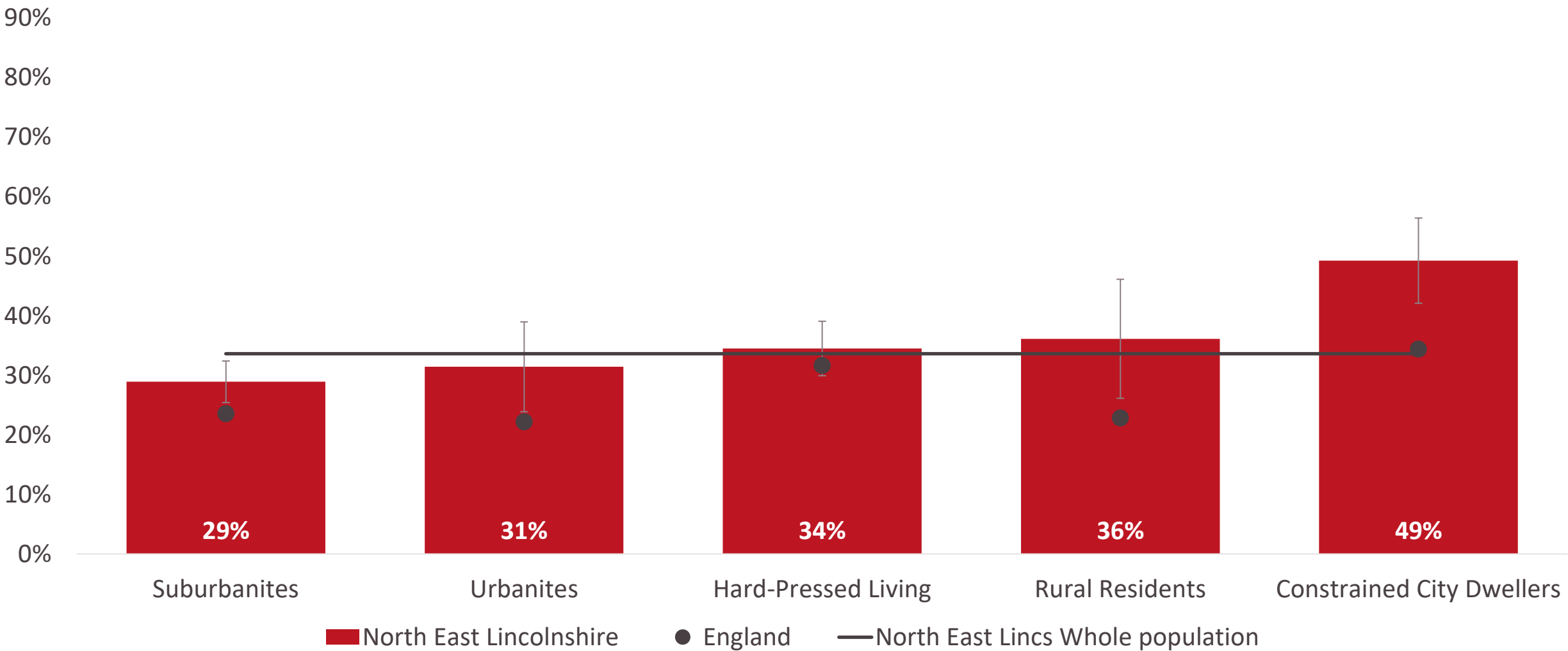
- Rural Residents
- Cosmopolitans
- Ethnicity Central
- Multicultural Metropolitans
- Urbanites
- Suburbanites
- Constrained City Dwellers
- Hard-Pressed Living

Source: 2011 OAC - The Area Classification of Output Areas (OAC) 2011

<https://mapmaker.cdrc.ac.uk/#/output-area-classification?h=0&lon=-0.1454&lat=53.546&zoom=11.01>



# Inactivity by ONS Super Groups

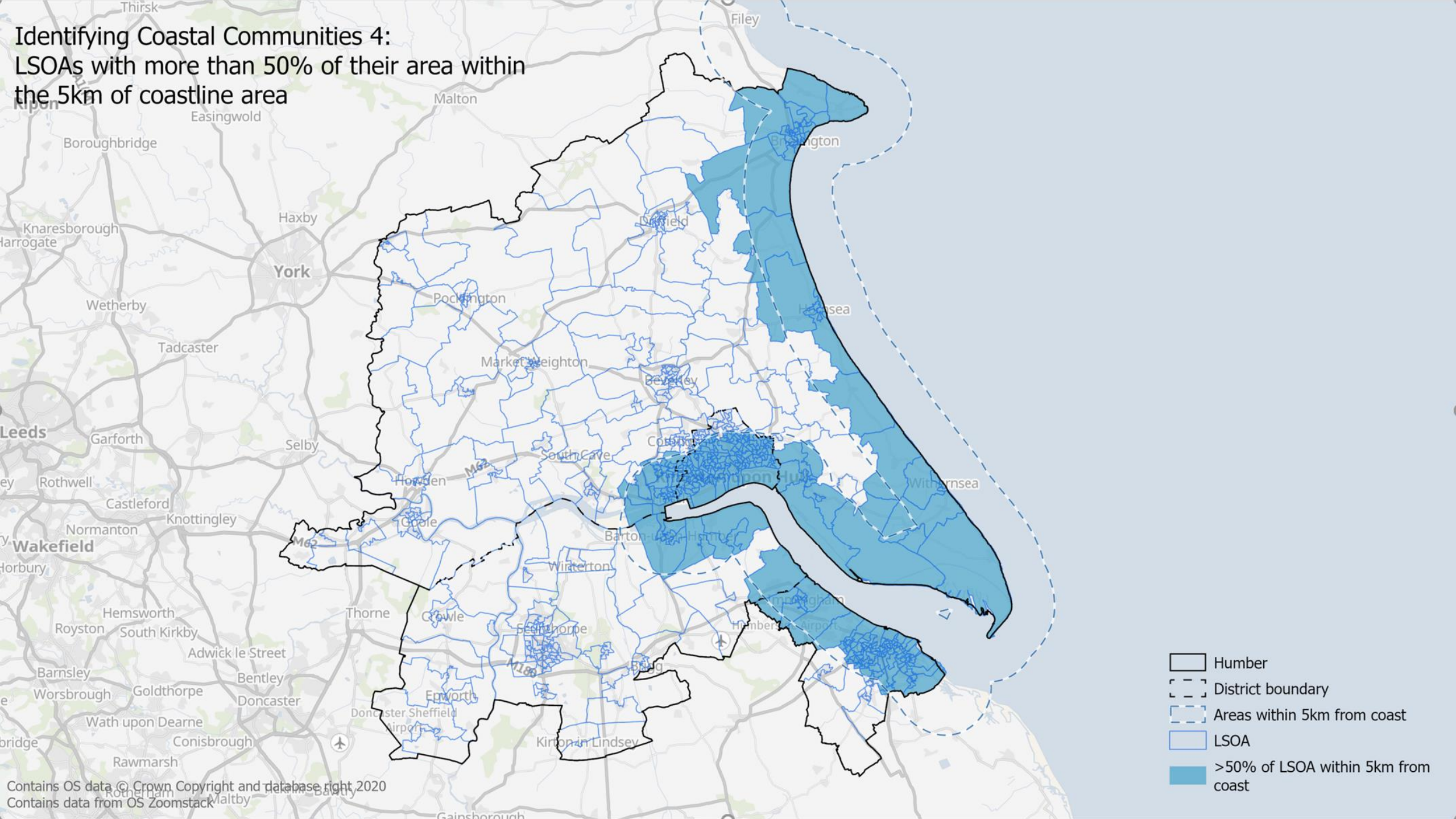


Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, **excluding gardening**

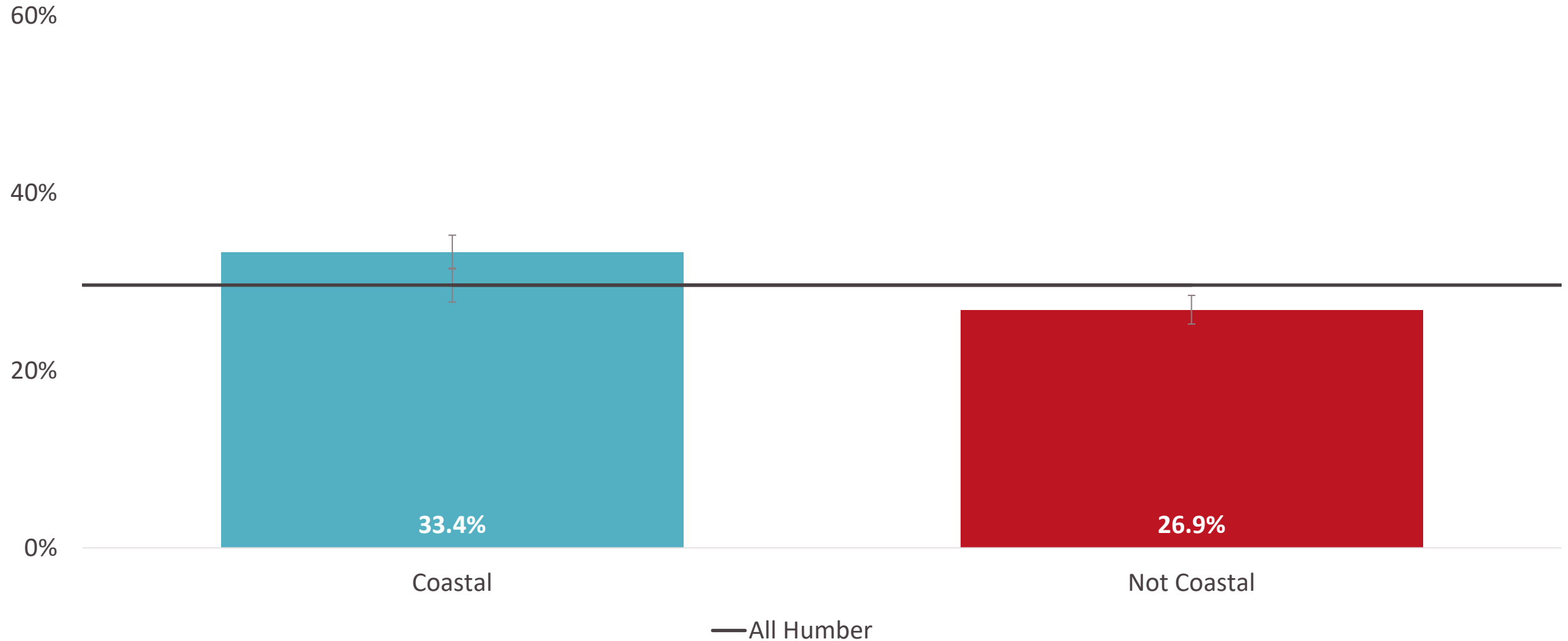




Identifying Coastal Communities 4:  
LSOAs with more than 50% of their area within  
the 5km of coastline area

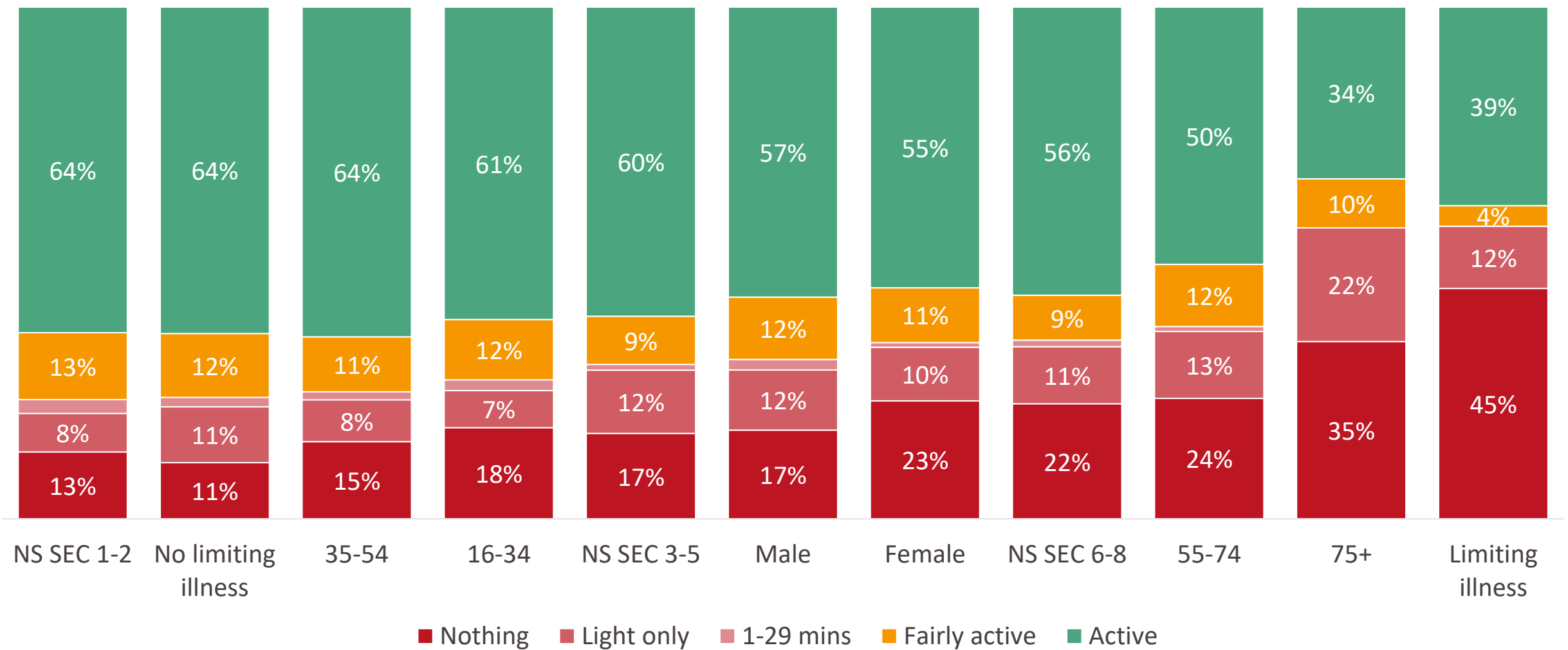


# Inactivity is higher in our coastal communities



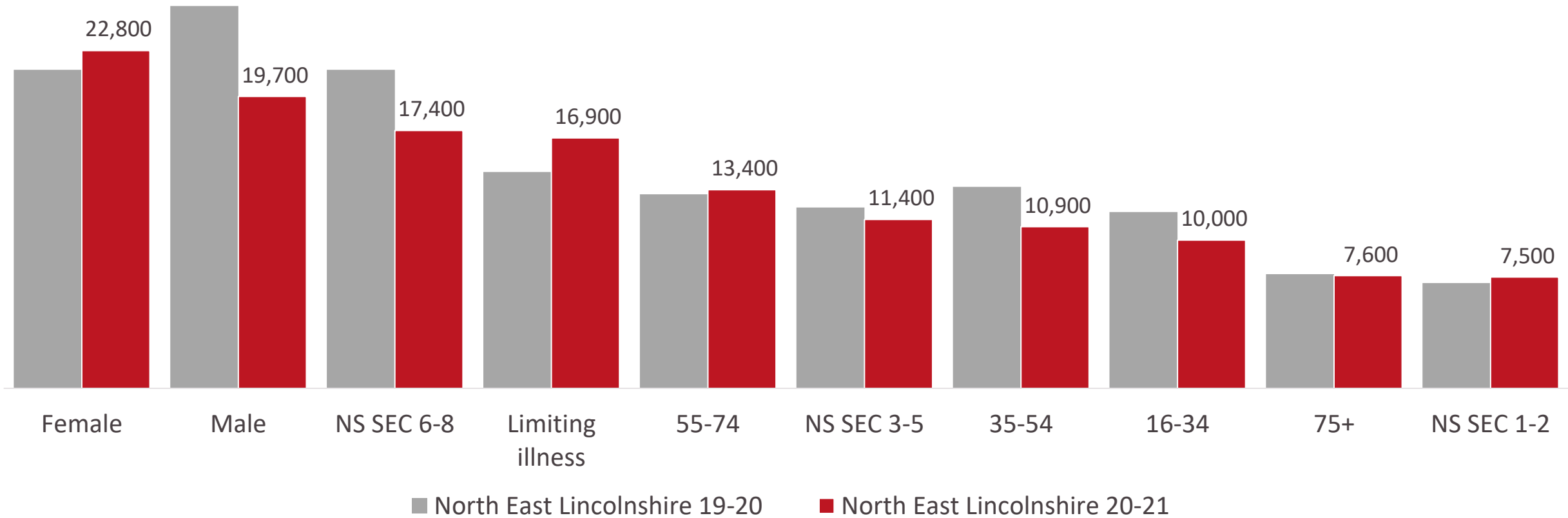
Source: Sport England Active Lives Nov 15/16, Nov 17/18, Nov 18/19, Nov 19/20, excluding gardening combined

# There are lot of people doing something but not enough across our population



# Inactive population by demographic group

Last year (19-20) to **latest year** (20-21)



Source: Sport England, Active Lives Adults, Nov 19-20 to Nov 20-21, **excluding gardening**, Census 2011, Census 2021





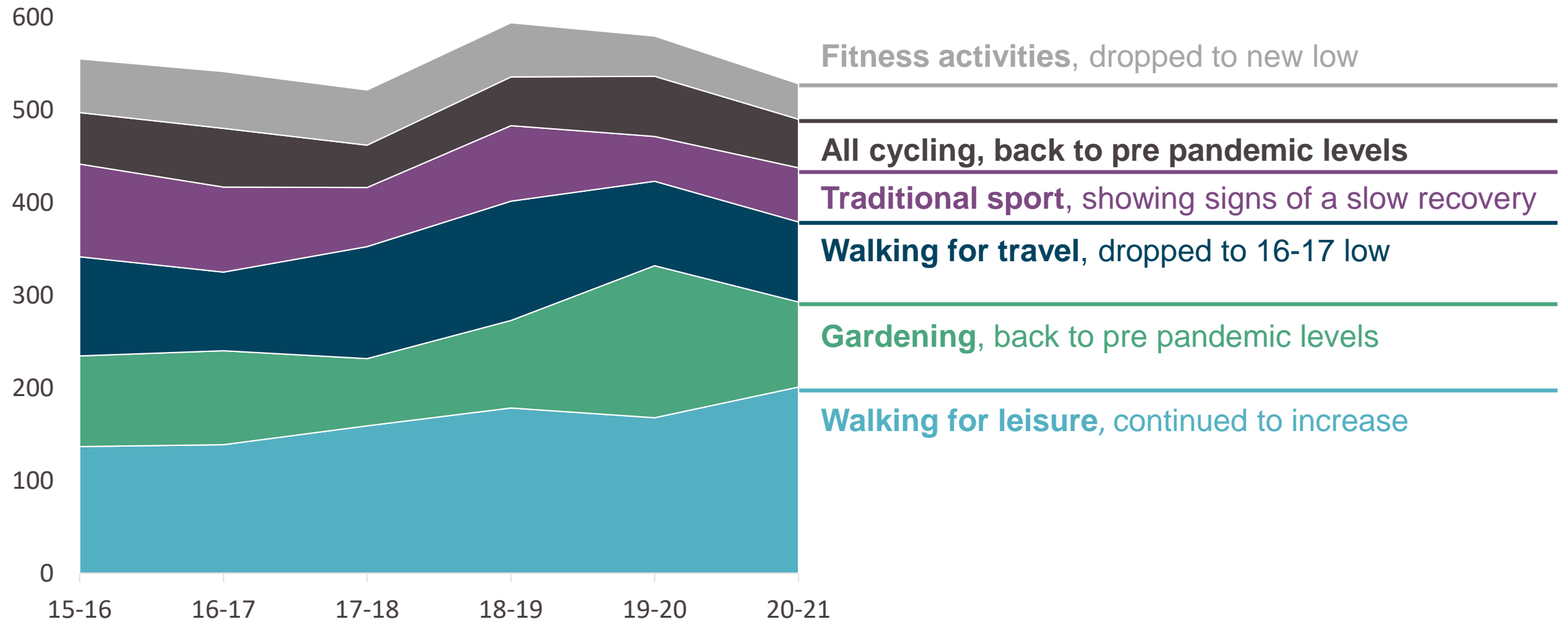
# Population group trends – 3 key messages

- The pandemic has increased inactivity for people over the age of 55 and for people with a limiting illness or disability and this is a growing part of our population
- People in lower-socio-economic communities experienced higher levels of inactivity in the early part of the pandemic but have now ‘bounced back’ to levels seen pre-pandemic. There’s also concern for people that are self employed/small business owners
- People not in work/workforce, including students, experience higher levels of inactivity

# Activities



# Where people get their active minutes from is changing



Measure: Duration, minutes per week

Source: Sport England, Active Lives Adults, Nov 18-19 to Nov 20-21

# Activity trends – 3 key messages

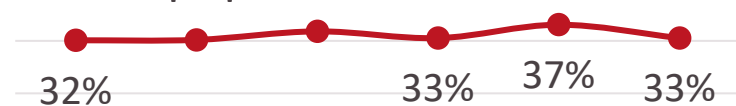
- Walking for leisure continues an upward trend from baseline, contributing over double the amount of minutes that walking for travel now does. Overall, total walking minutes has stayed roughly the same
- In the early part of the pandemic, we saw minutes from traditional sport drop to half of what they were at baseline. The latest data shows a small recovery. However, minutes from fitness activities continued to decline reaching a new low
- Cycling minutes have stayed relatively resilient and gardening minutes have returned to pre-pandemic levels following a large surge during the early part of the pandemic

# Appendices

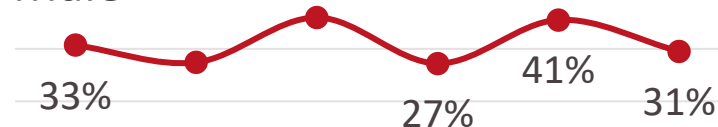


# Inactivity by demographic group

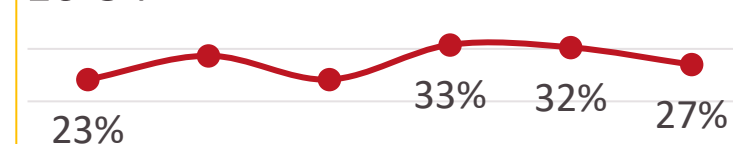
Whole population



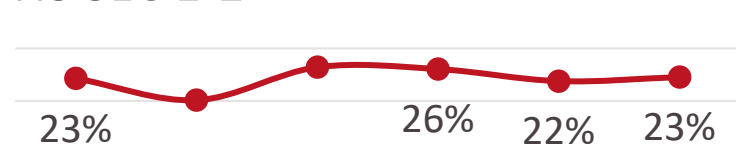
Male



16-34



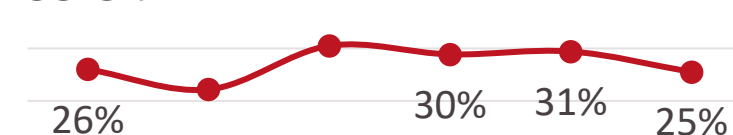
NS SEC 1-2



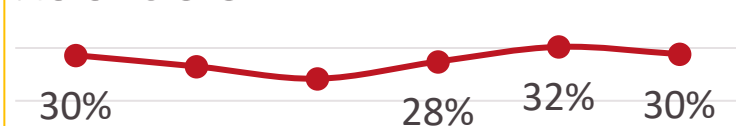
Female



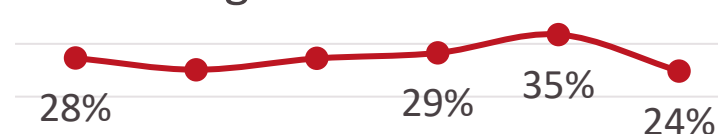
35-54



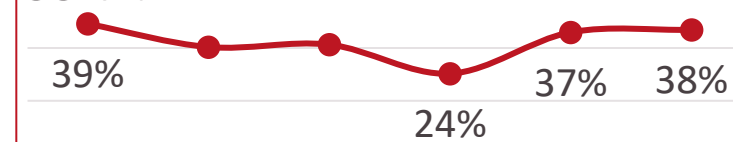
NS SEC 3-5



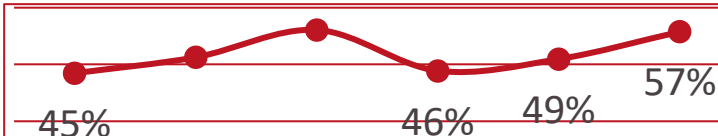
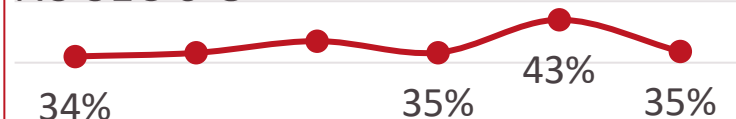
No limiting illness



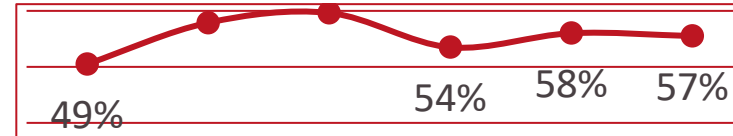
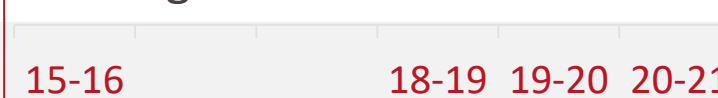
55-74



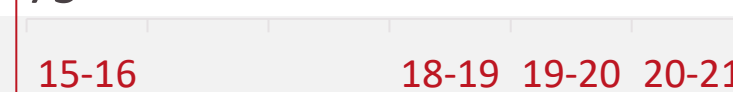
NS SEC 6-8



Limiting illness



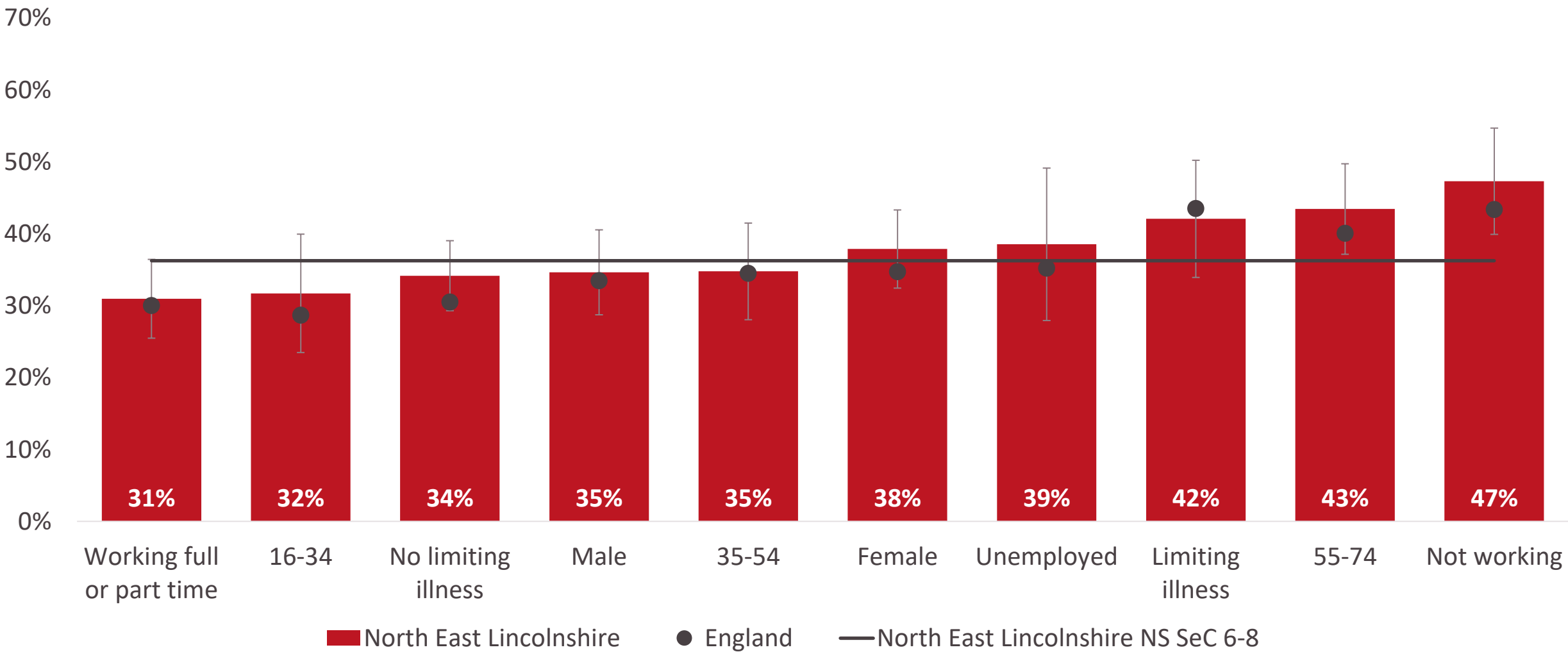
75+



—●— North East Lincolnshire

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

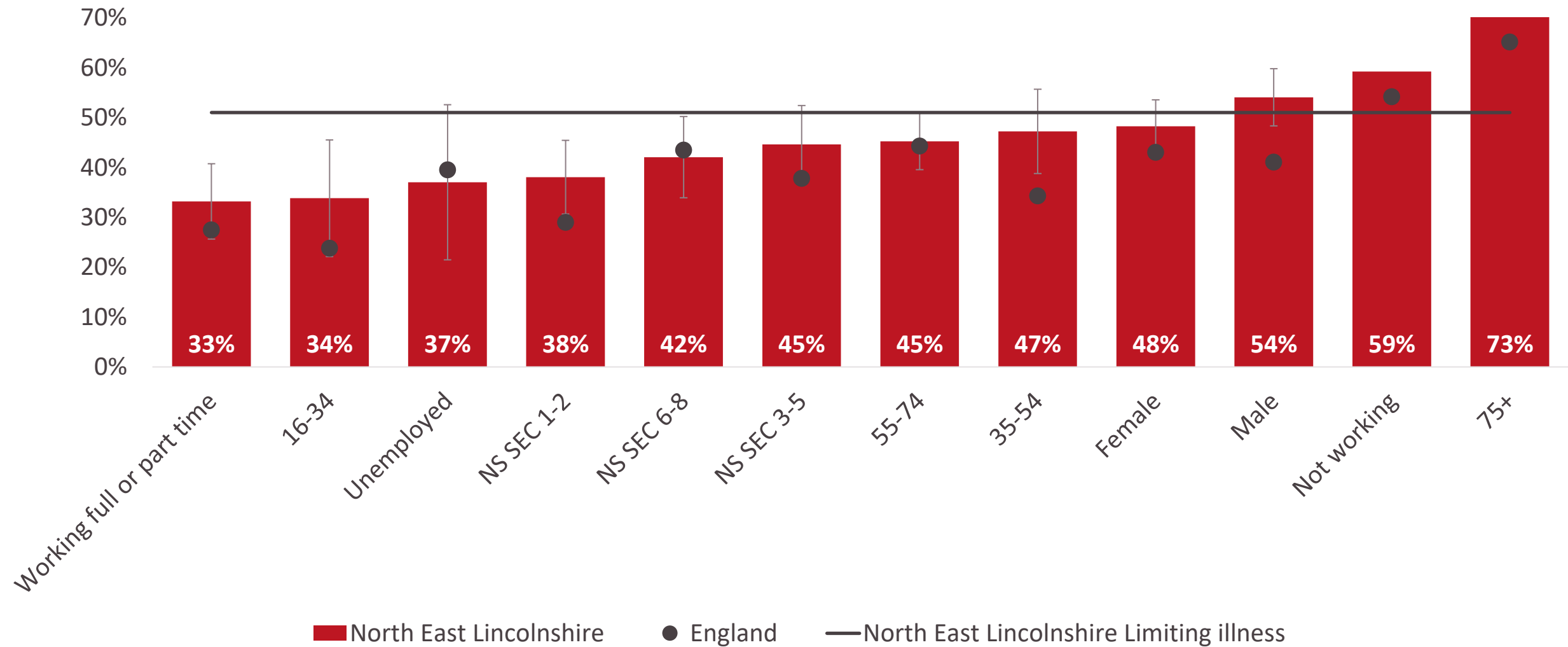
# Inactivity within NS SeC 6-8



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, **excluding gardening**



# Inactivity within limiting illness



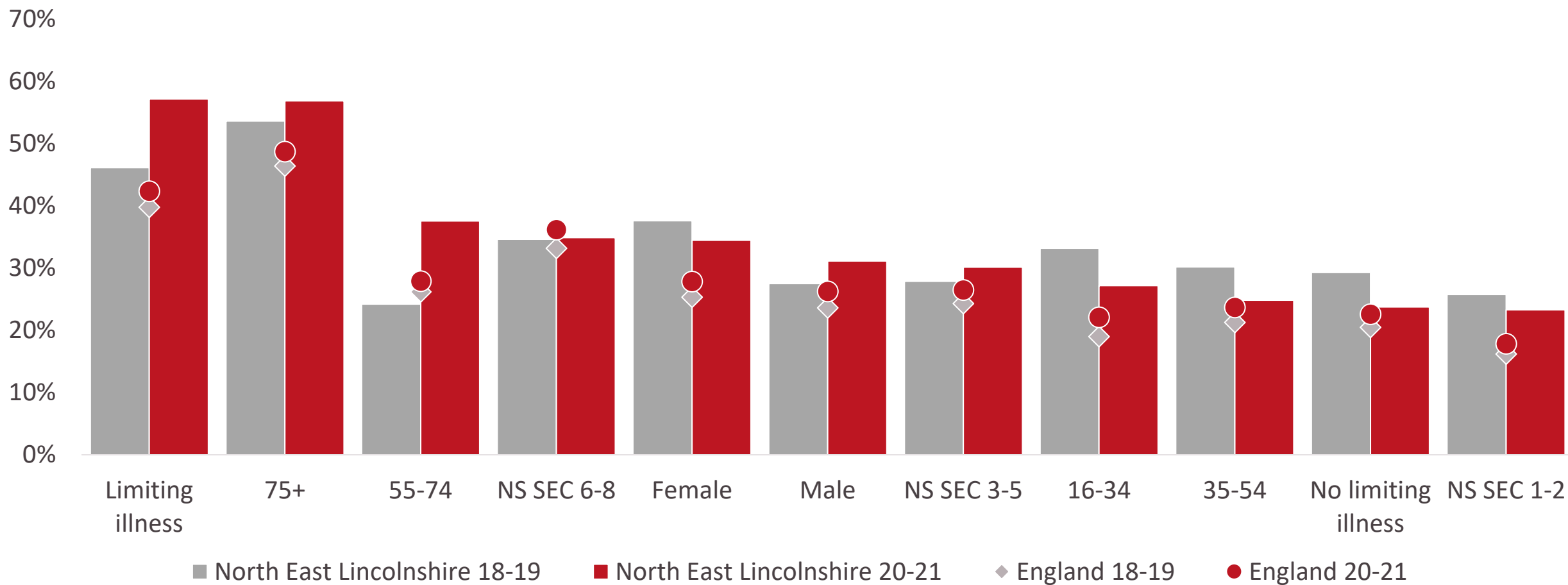
Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21 combined, **excluding gardening**





# Inactive proportion by demographic group (%)

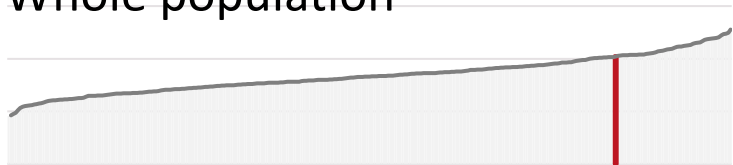
Pre Covid-19 (18-19) to **latest year** (20-21)



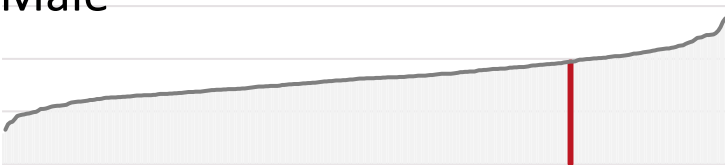
Source: Sport England, Active Lives Adults, Nov 19-20 to Nov 20-21, **excluding gardening**

# Inactivity rank compared to Local Authorities by demographic group

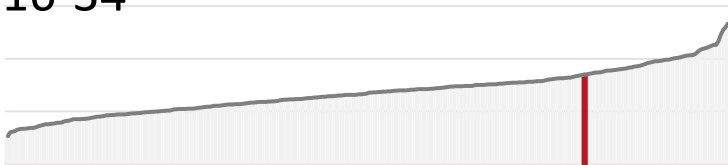
Whole population



Male



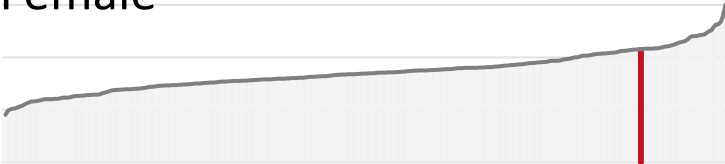
16-34



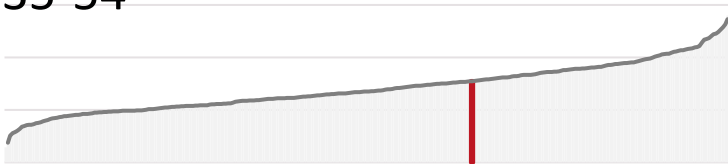
NS SEC 1-2



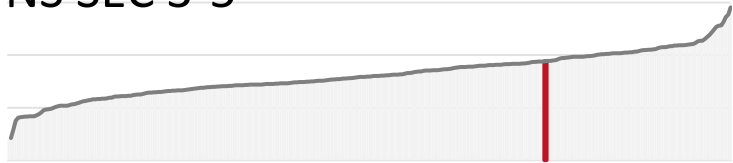
Female



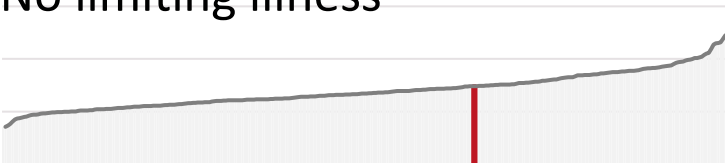
35-54



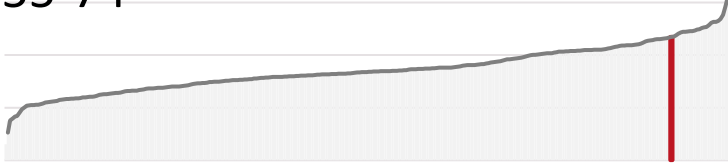
NS SEC 3-5



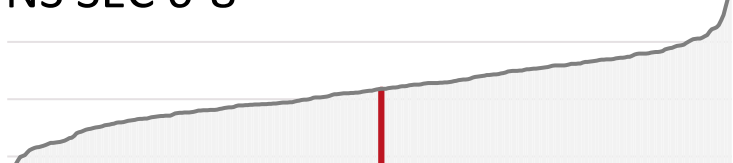
No limiting illness



55-74



NS SEC 6-8



Limiting illness



75+



Lowest inactivity ← → Highest inactivity

■ All LAs

■ North East Lincolnshire

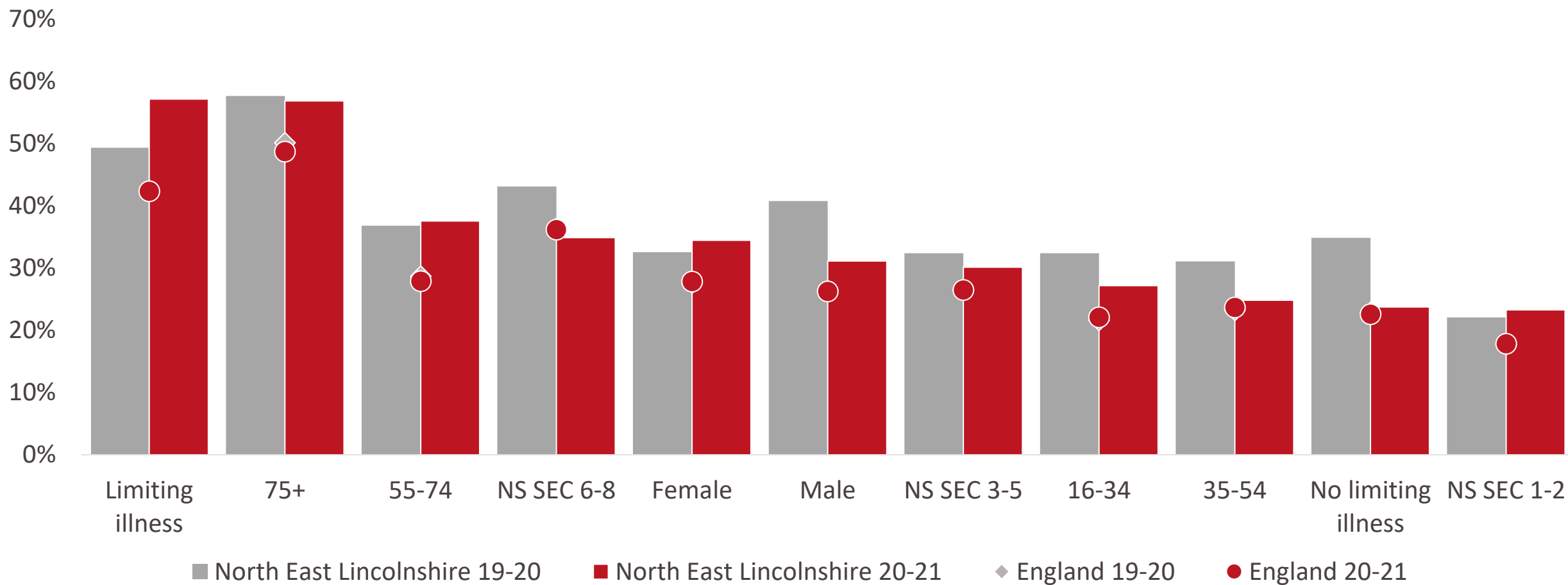
Lowest inactivity ← → Highest inactivity



Source: Sport England, Active Lives Adults, Nov 20-21, **excluding gardening**

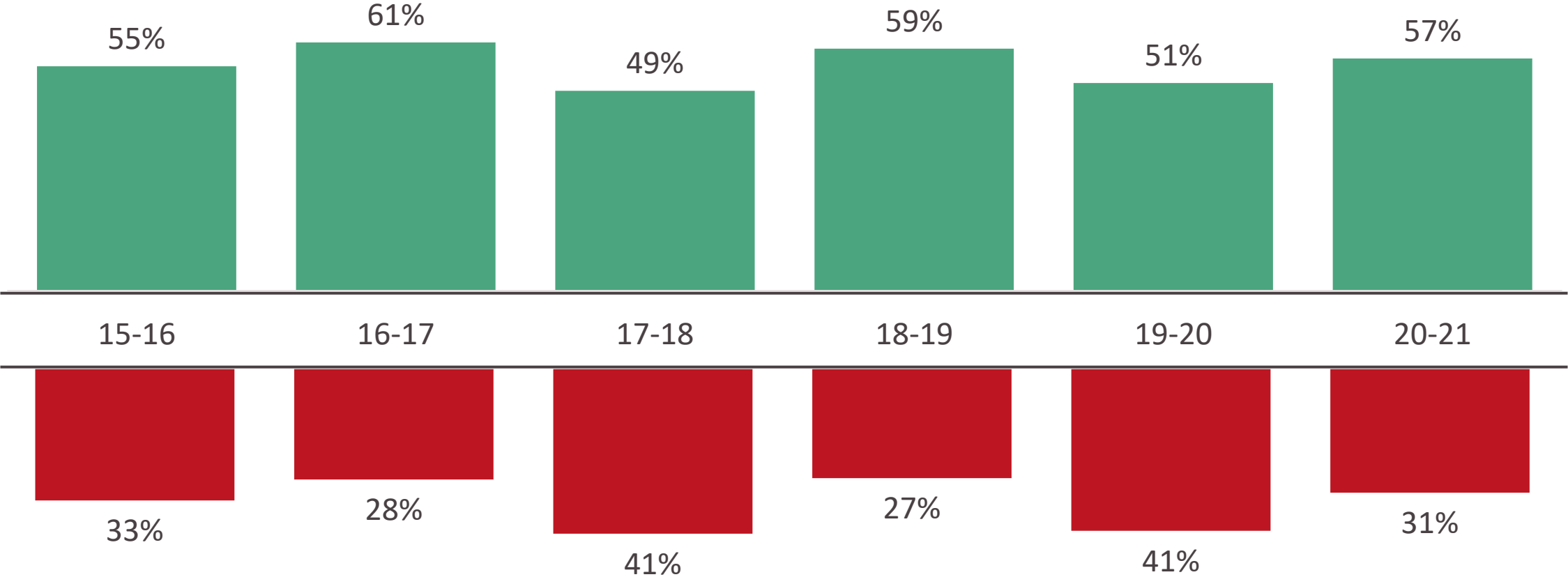
# Inactive proportion by demographic group (%)

Last year (19-20) to **latest year** (20-21)



Source: Sport England, Active Lives Adults, Nov 19-20 to Nov 20-21, **excluding gardening**

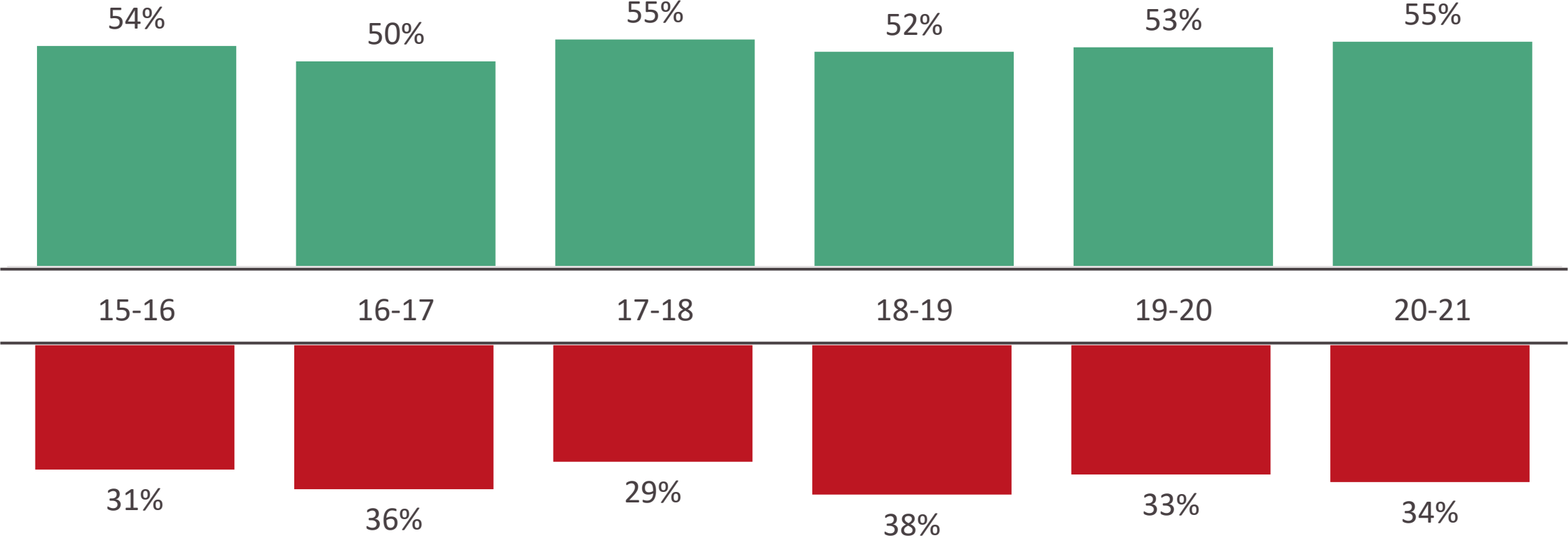
# Physical activity behaviour: Males



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

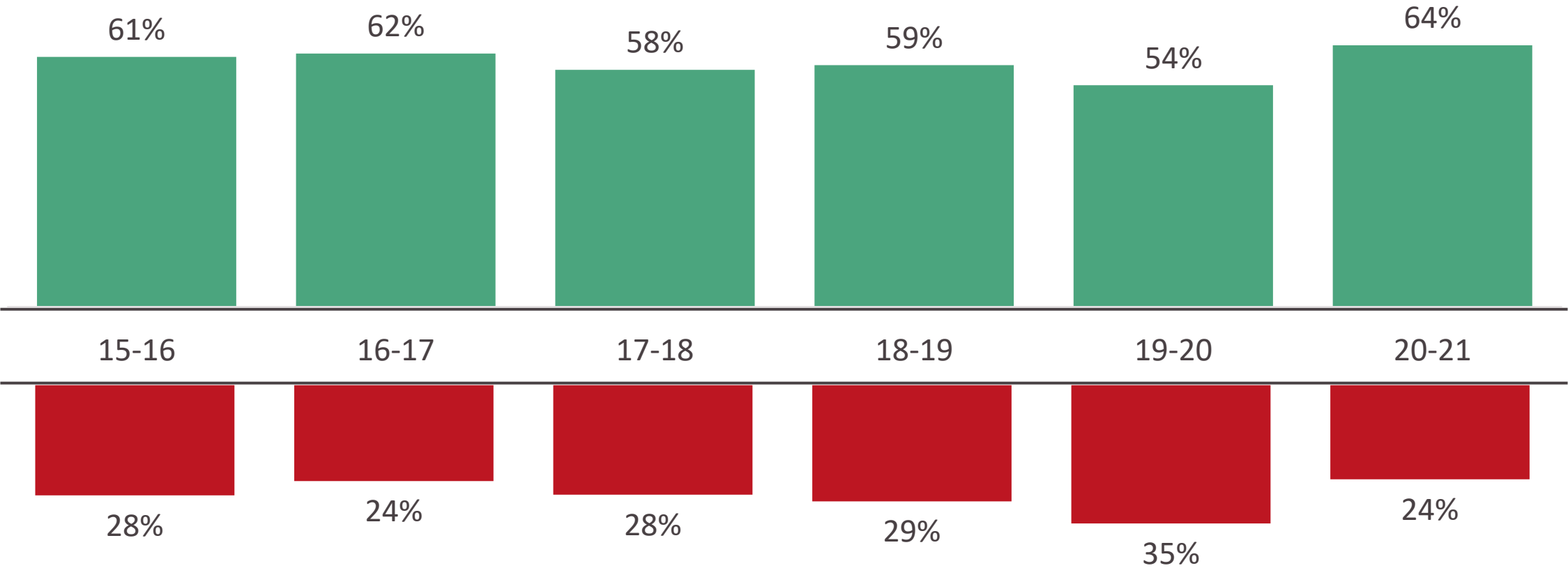
# Physical activity behaviour: Females



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

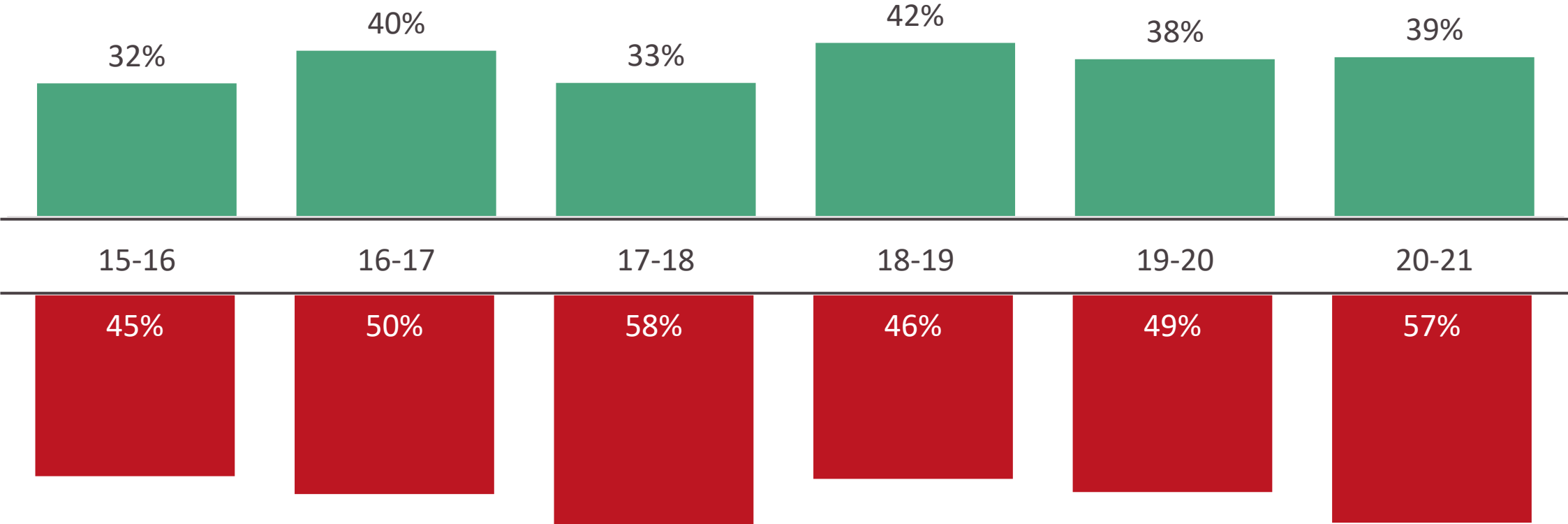
# Physical activity behaviour: No limiting illness



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

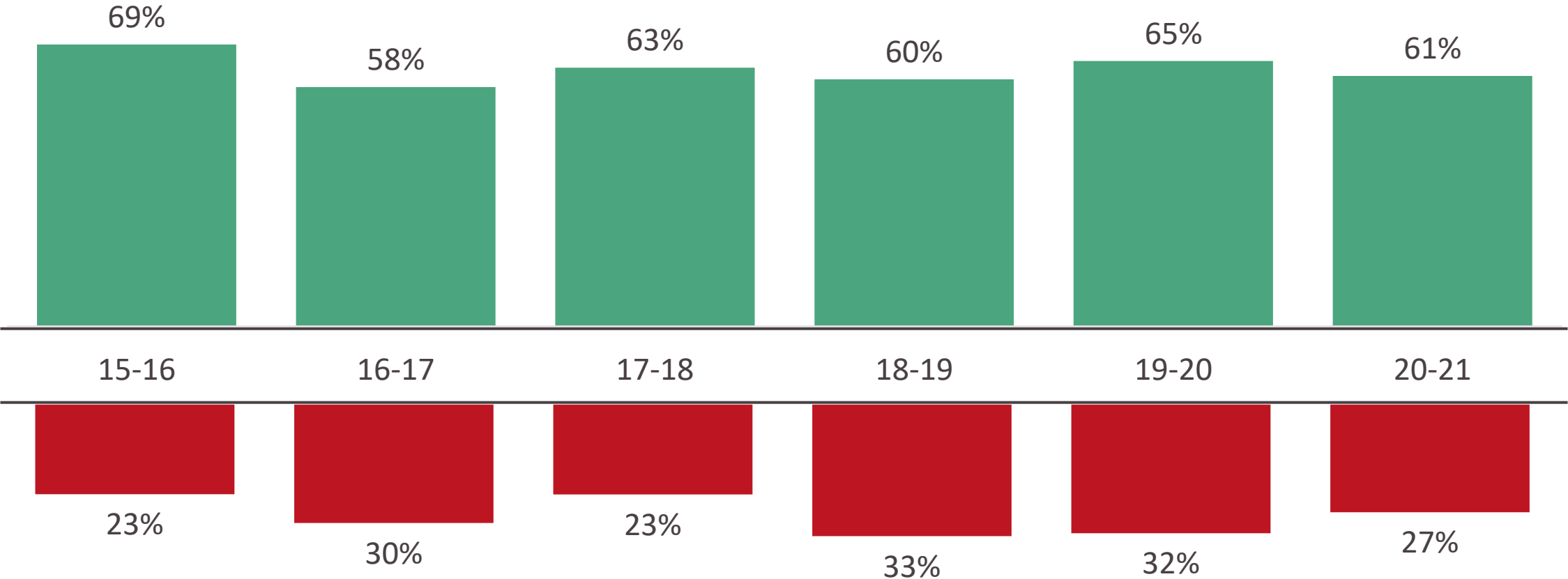
# Physical activity behaviour: Limiting illness



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

# Physical activity behaviour: Age 16-34

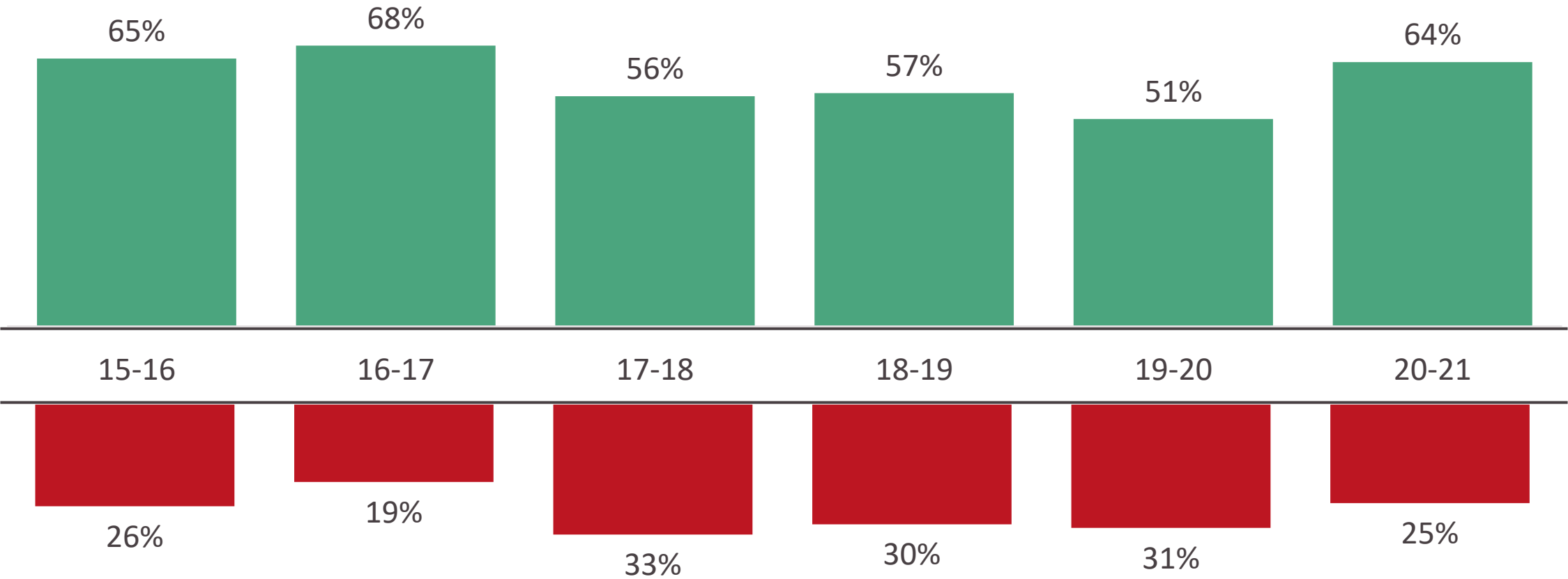


■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**



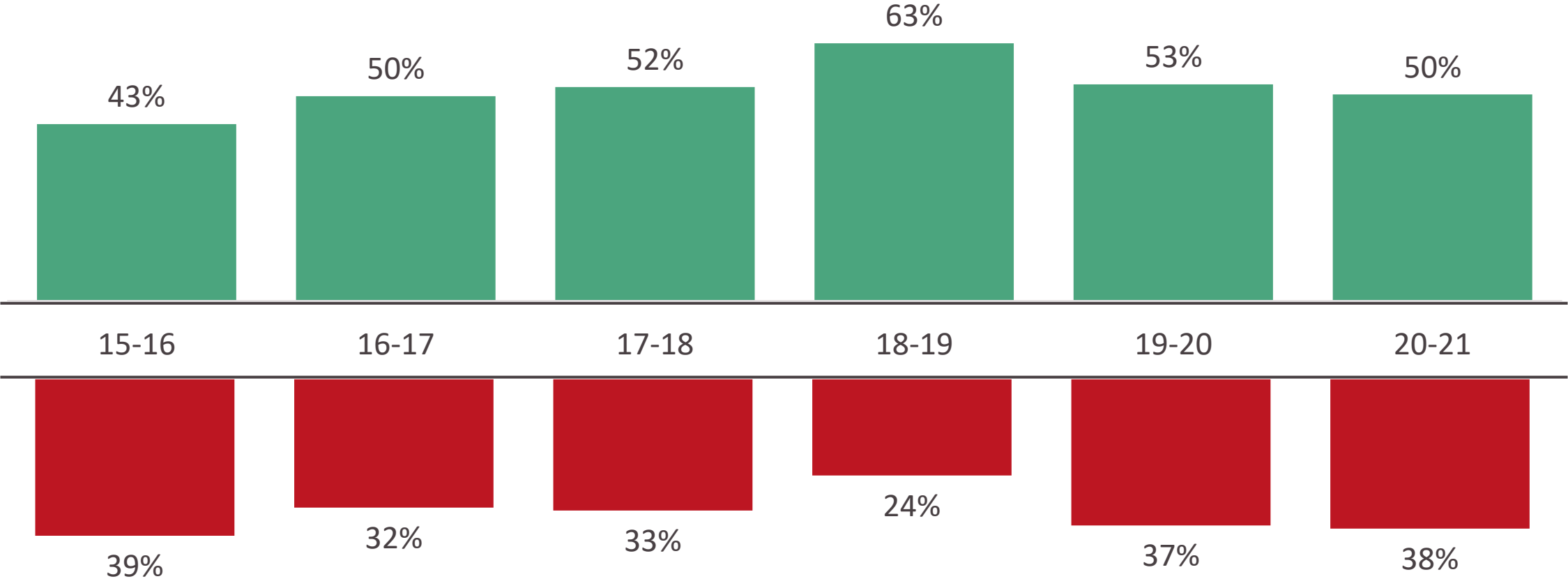
# Physical activity behaviour: Age 35-54



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

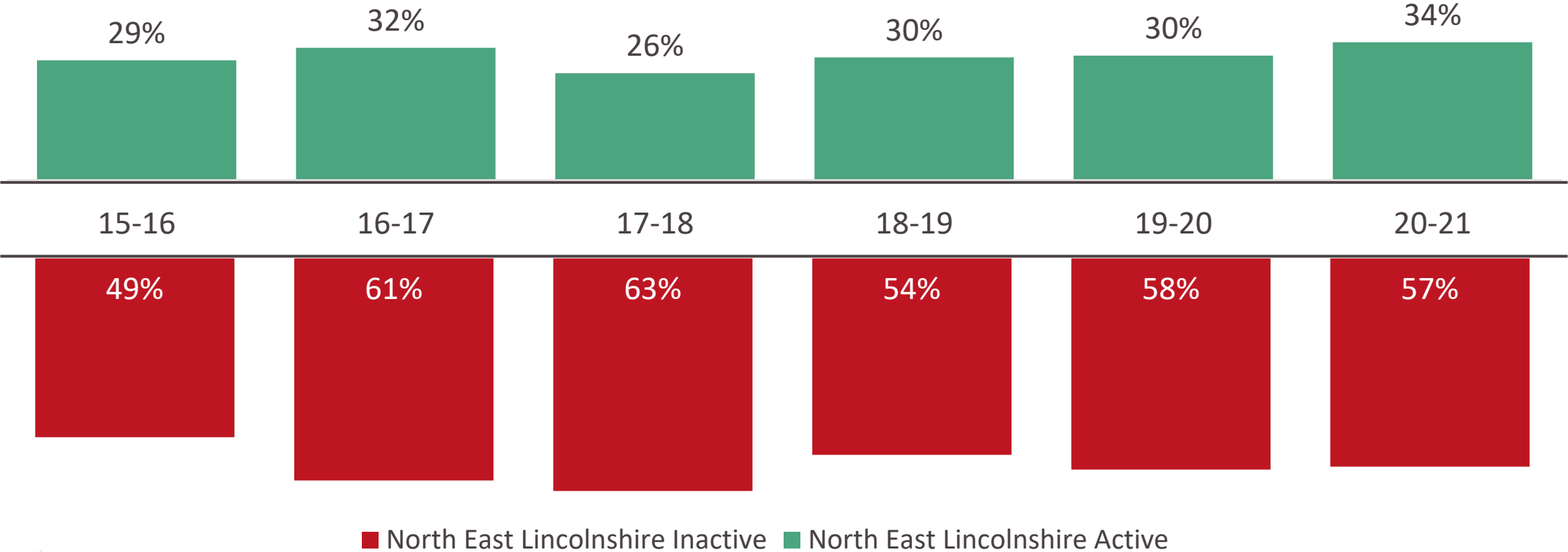
# Physical activity behaviour: Age 55-74



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

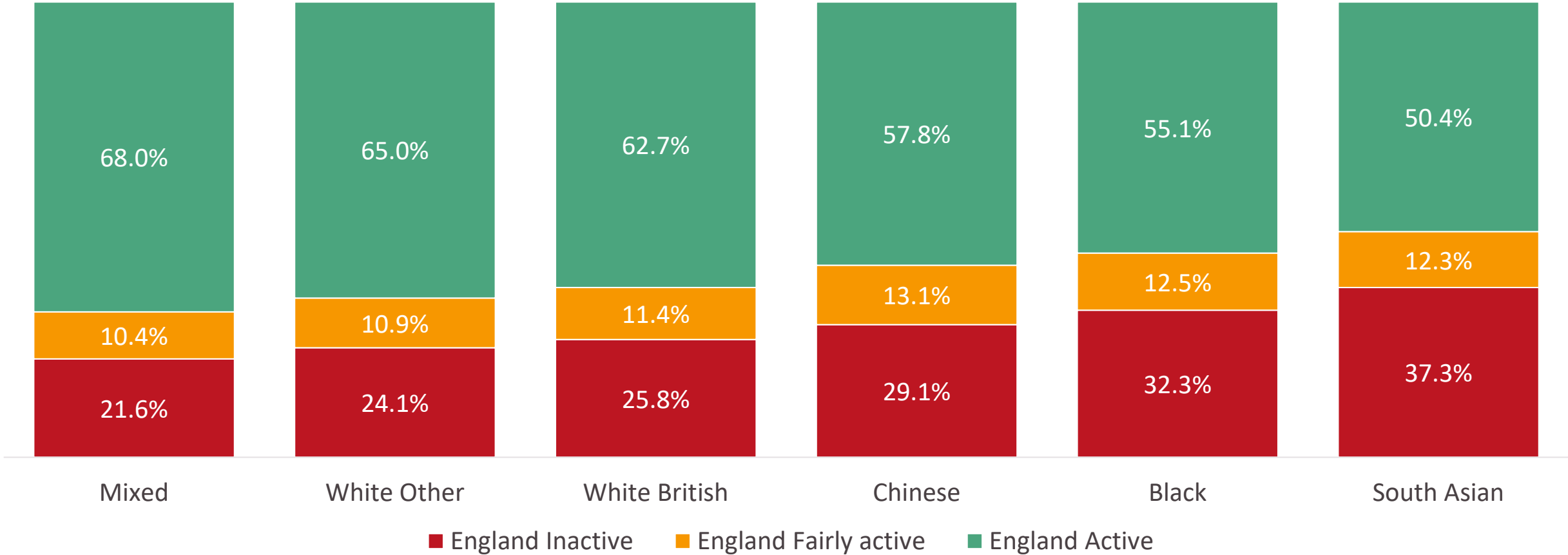
Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

# Physical activity behaviour: Age 75+



Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

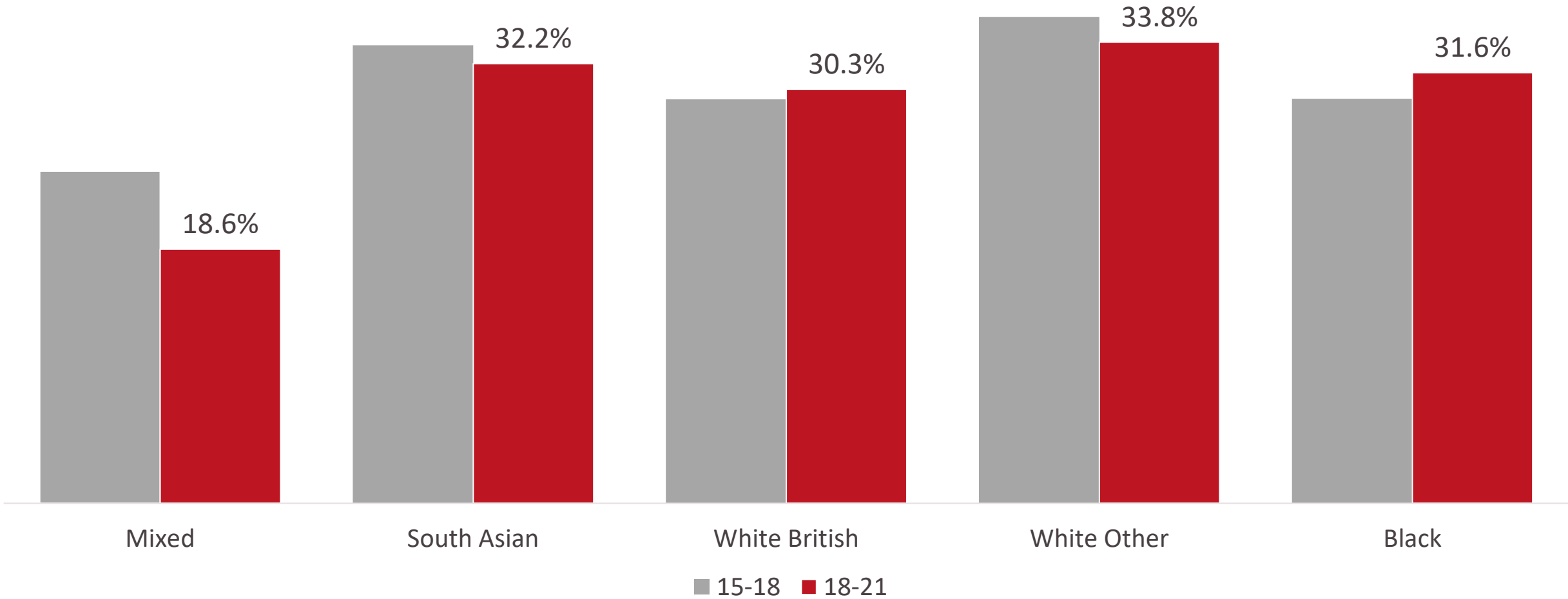
# National physical activity by ethnic group



Source: Sport England, Active Lives Adults, Nov 20-21, **excluding gardening**



# Inactivity by ethnicity in the **Humber**

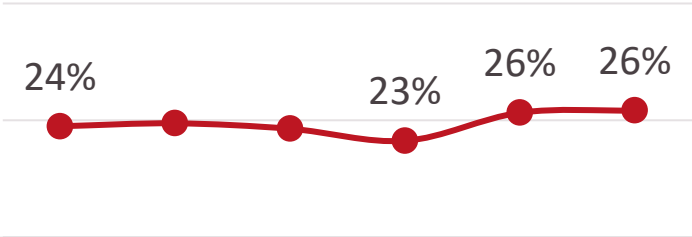


Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

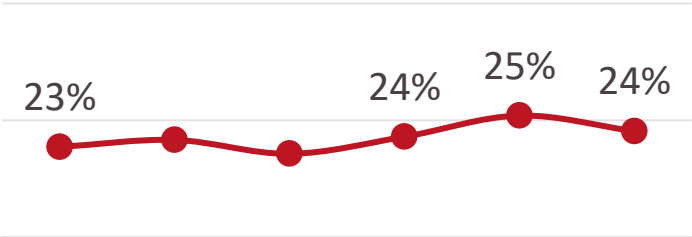


# National inactivity by ethnicity

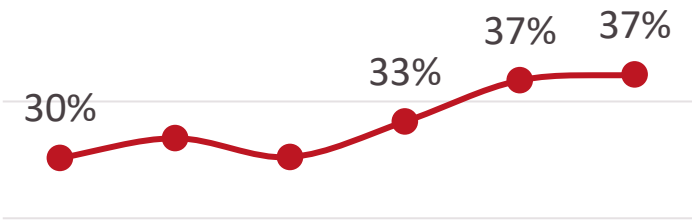
White British



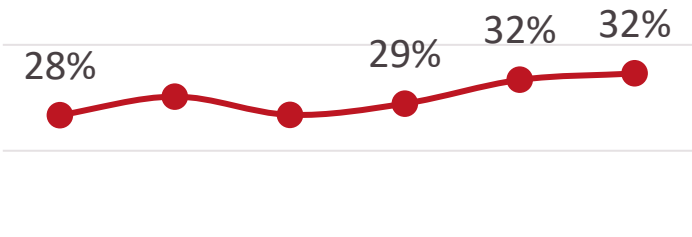
White Other



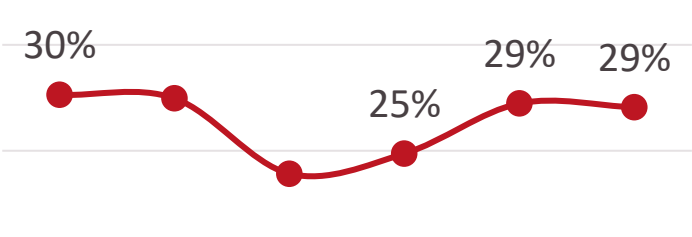
South Asian



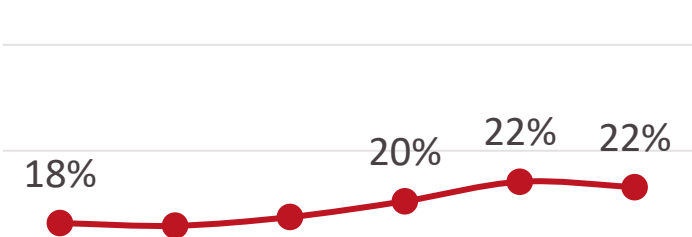
Black



Chinese



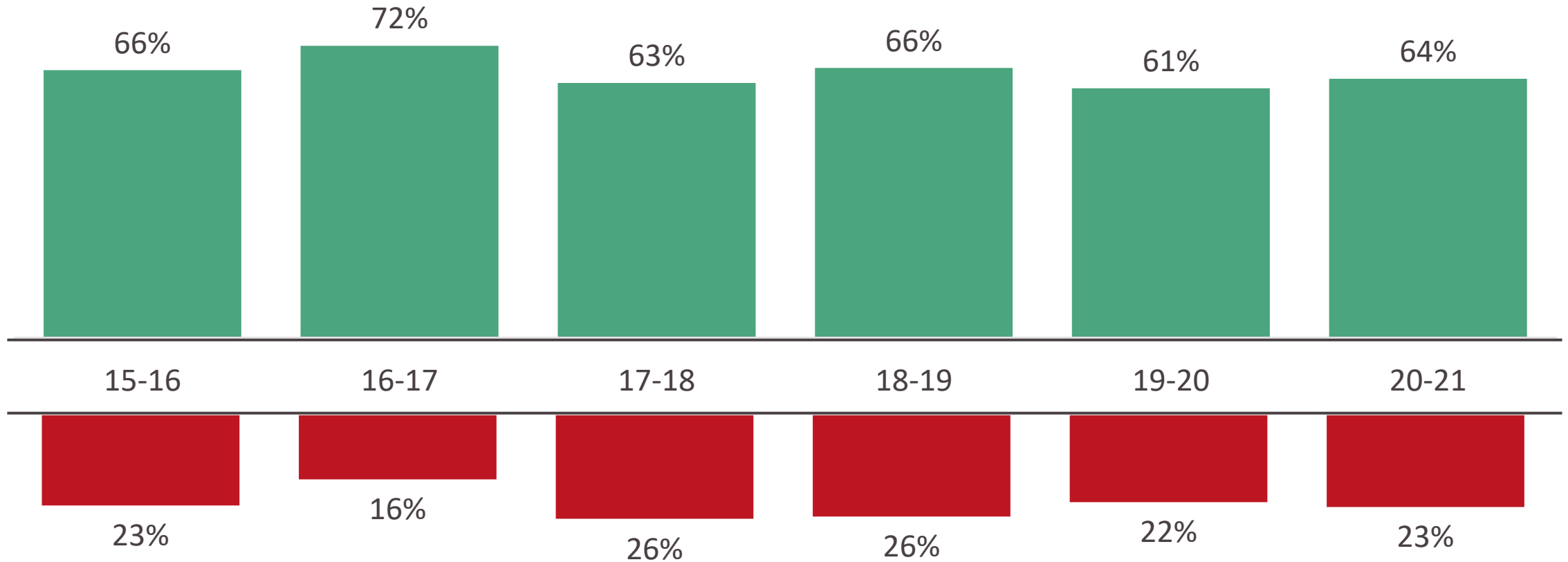
Mixed



15-16 18-19 19-20 20-21 15-16 18-19 19-20 20-21 15-16 18-19 19-20 20-21

● England

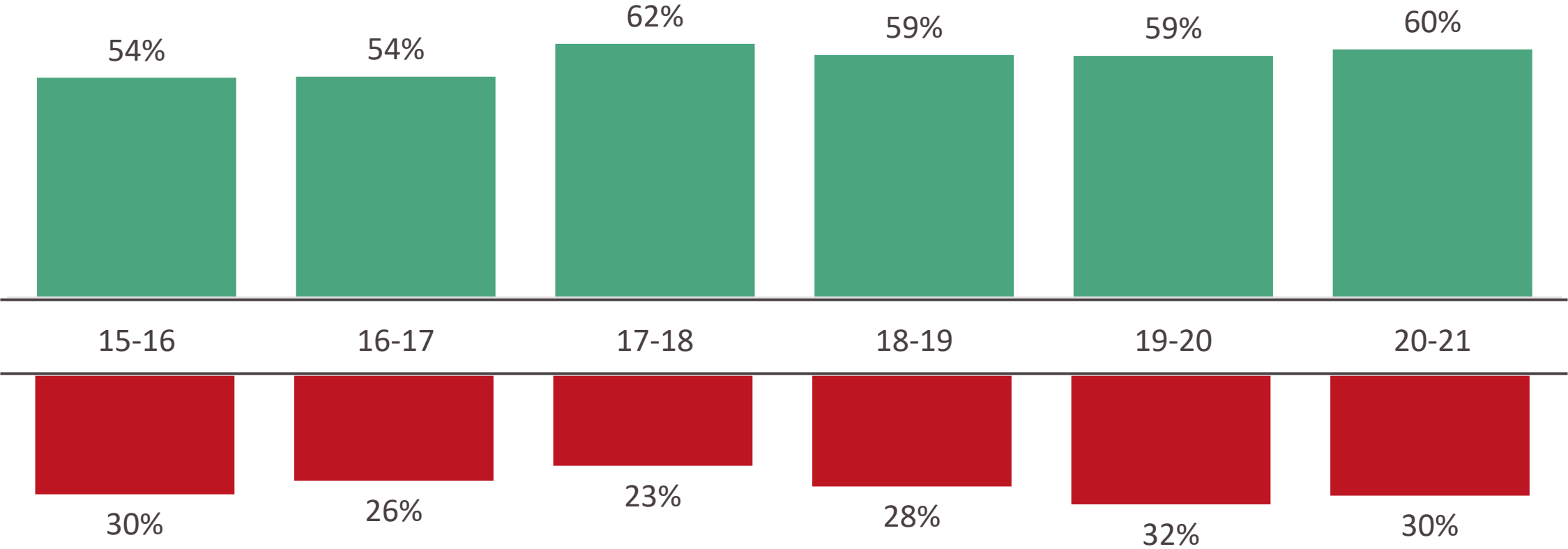
# Physical activity behaviour: NS SeC 1-2



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**

# Physical activity behaviour: NS SeC 3-5

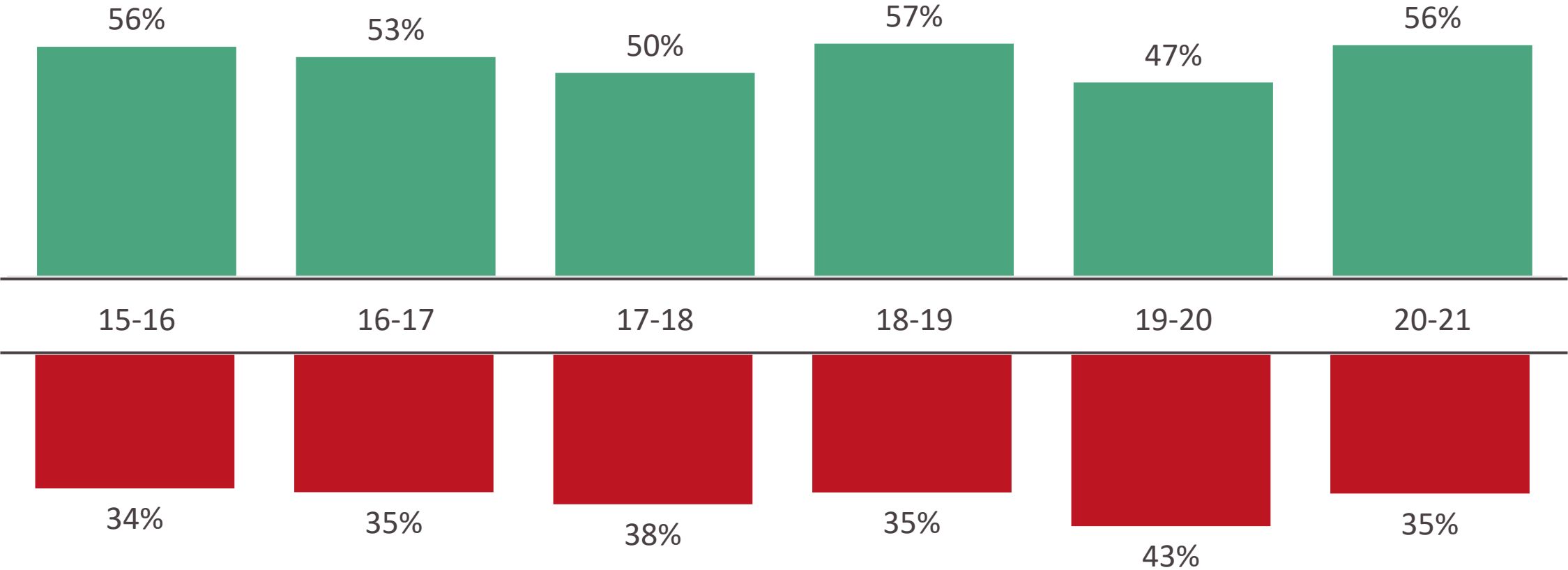


■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**



# Physical activity behaviour: NS SeC 6-8



■ North East Lincolnshire Inactive ■ North East Lincolnshire Active

Source: Sport England, Active Lives Adults, Nov 15-16 to Nov 20-21, **excluding gardening**