

We Can Be Active Insights

November 2024

Coordinated by



OUTDOORS

INDOORS



Moving on...

Headline insight to help you position your work in Hampshire and the Isle of Wight.

The National Context

Adult activity levels - Hampshire & IOW

Young people activity levels - Hampshire & IOW

A changing landscape

Measurement and learning

Resources



Three years on...

Imagine if we could all be happier, healthier and stronger. That's the inspiration behind We Can Be Active. Three years ago, the We Can Be Active Strategy was launched (2021) as a joint mission to inspire and support active lifestyles so we can all be active in a way that suits us.

The mission hasn't changed but the world has moved on since 2021. This insight pack has been updated to allow you to keep advocating for physical activity in your work, your communities, and your families.

The benefits of physical activity remain the same. Regularly raising our heart rate and moving in a way that makes us feel out of breath can:



Reduce our risk of mental ill health by 30%



Reduce our risk of major illnesses, such as heart disease and stroke, by up to 50%



Reduce our risk of early death by 30%



Helps them make friends



Supports their sleep



Boosts their confidence



The Guidelines...

For good health, The UK's Chief Medical Officer recommends being active for at least:

180
minutes
per day
for 1-5 year
olds

60
minutes
per day
for 5 -18 year
olds

150
minutes
moderate
intensity per
week for
adults

or

75
minutes
vigorous
intensity per
week for
adults

As part of their activity adults should also aim to do strengthening activities that work all the major muscle groups on at least 2 days a week.

For most people, the easiest way to get moving is to make **activity part of everyday life**, like walking for health or cycling instead of using the car to get around.

However, the more they do, the better, and being able to take part in **activities they enjoy** and can **easily access** will make them even happier and healthier.



**Shared ambition is to
reduce INACTIVITY!**

There's something preventing people being as physically active as they would like to be...

49.1%

of disabled people said that there was a lack of suitable options to take part in physical activity, near where they live. ([The power of sport, 2024](#))

1 in 5

women worry about safety whilst working out. ([This Girl Can, 2021](#))

Pain

is the biggest barrier for those with long-term health conditions to being active. ([We are Undefeatable, Bridging the Gap, 2024](#))

44%

Less than half (44%) of disabled people say it's easy for them to physically access outdoor spaces, where they prefer to be active. ([Activity Alliance, 2024](#))

“When I am able to exercise, I feel better, my head feels clearer. Then I am more confident to do things.”

Anonymous We Can Be Active Online Conversation

Participant

Inequality Metric

All is not equal, and inequalities still persist. There have been some shifts since the We Can Be Active strategy was launched in 2021, where we have seen inactivity rates increase in some communities.

In 2024 Sport England launched the Inequalities Metric, to tackle inequalities in sport and physical activity participation. This innovative approach recognises the intersectionality of individuals' characteristics and aims to create a comprehensive measure of inequalities. The goal is to ensure that everyone can benefit from physical activity.



Understanding which characteristics influence activity levels is crucial. The Inequalities Metric identifies which characteristics have the most impact on minutes of activity.

For adults these are:

- Disabled people and those with a long-term health condition.
- Age 65 or over.
- Lower socioeconomic groups (NSSEC6-8).
- Asian people.
- Pregnant women and parents of children under one year.

For children and young people these are:

- Girls
- Other gender for those secondary-aged
- Low affluence
- Disabled people and those with a long-term health condition
- Asian people
- Black people



Adult activity levels in Hampshire & IOW

Hampshire and Isle of Wight Activity Levels – Adults 16+

Active

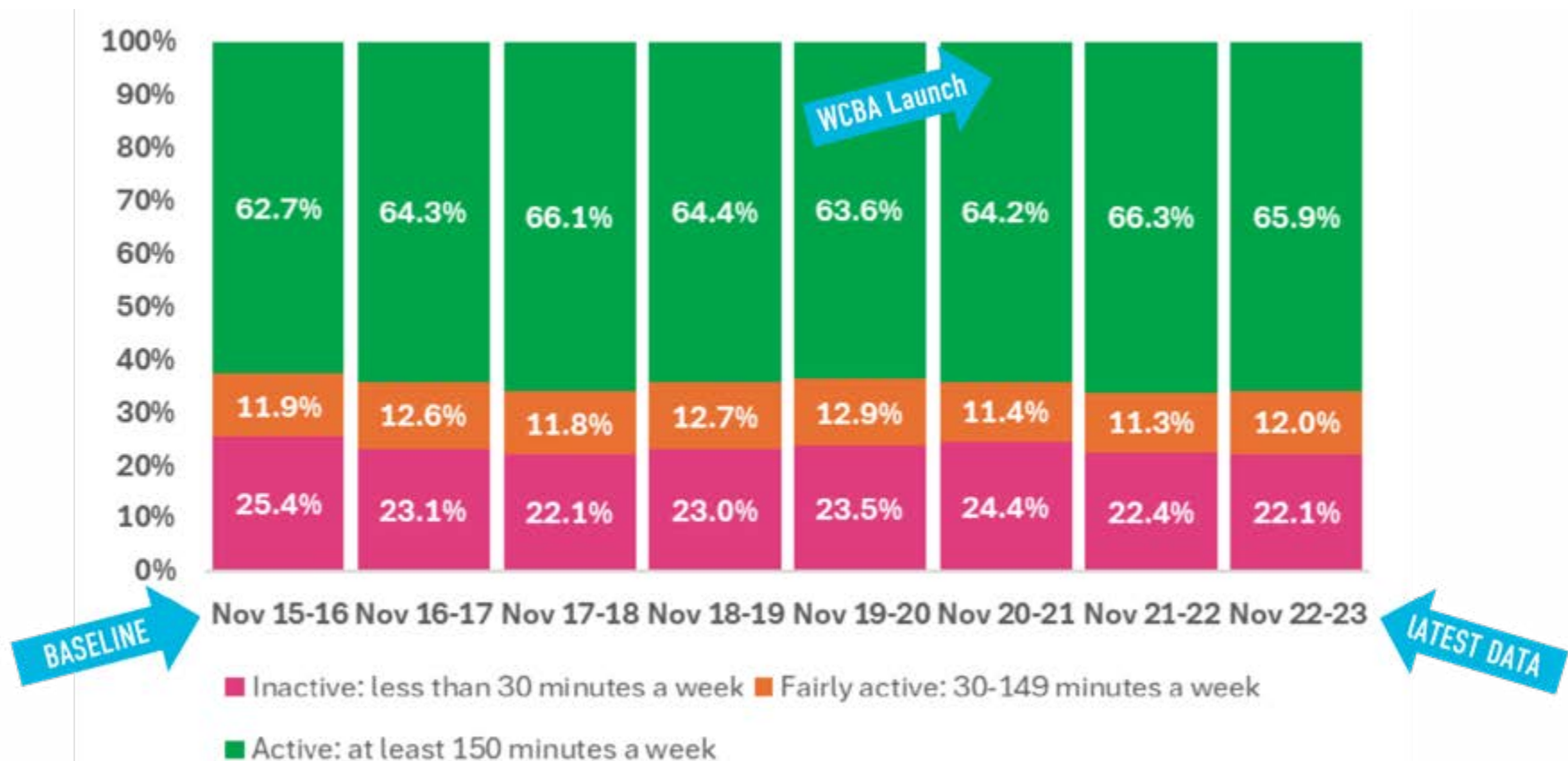
At least **150 minutes** of moderate intensity physical activity per week in bouts of 10 minutes or more

Fairly Active

An average of **30-149 minutes** a week of moderate intensity physical activity in bouts of 10 or more.

Inactive

Less than **30 minutes** a week of moderate intensity physical activity in bouts of 10 or more.



Source: Sport England Active Lives Survey 2022-23 (16+), Census 2021
Measure: Physical activity levels (excluding gardening)

Hampshire and Isle of Wight Activity Levels – Adults 16+

Since the launch of We Can be active in 2021 the number of inactive people has reduced from **24.4%** to **22.1%**. Inactivity is also at its lowest rate since the survey began in 2015/16.

However, that's still

367,300

(22.1%) inactive people living with a higher risk of major illness and depression because they lack the support or opportunity to be active in a way that suits them.

What does inactivity look like?

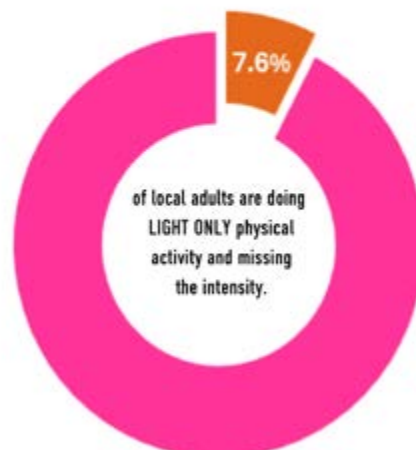
If we take a closer look, the adult active lives data can be broken down further to show how much physical activity people who are classed as inactive are doing. The majority are **doing no physical activity at all**.

Inactive: **Nothing**



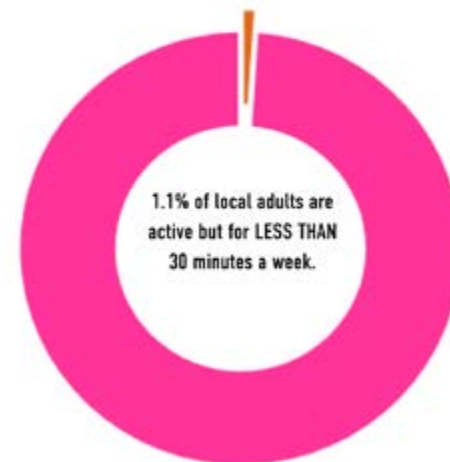
= **223,800** people

Inactive: **Light only**



= **125,700** people

Inactive: **1-29 mins**



= **17,800** people

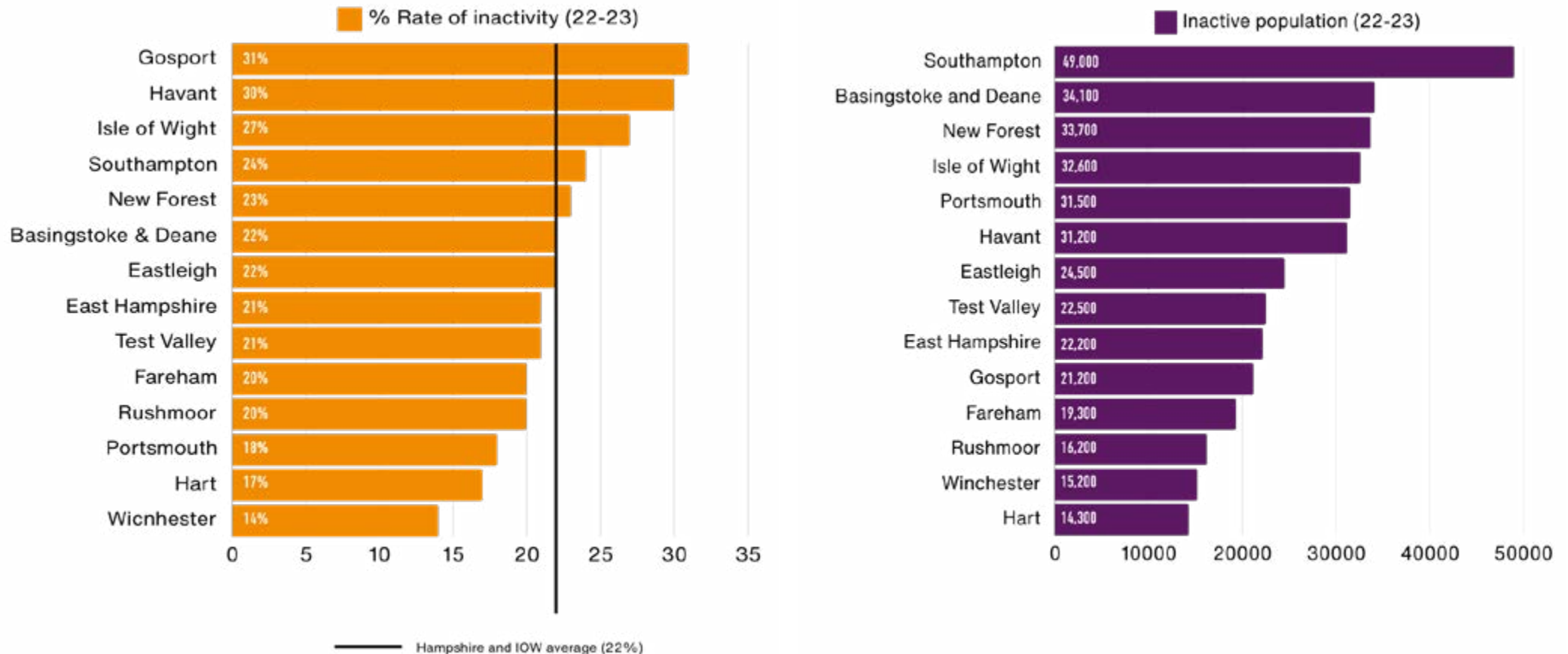
In 2020/21 when We Can Be Active was launched the overall figure for inactive was 24.4%, broken down as follows:

Nothing: 13.6% / 222,400

Light only: 9.7% / 158,000

1-29 minutes: 1.1% / 18,500

Some places experience higher rates of inactivity



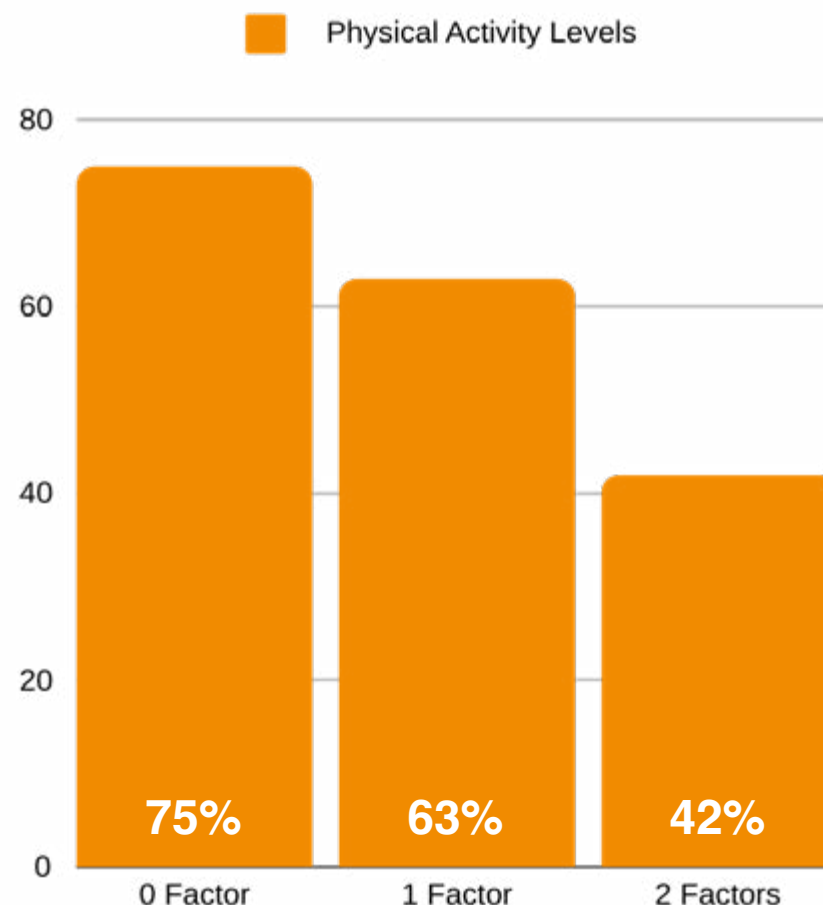
It is important to present the data as both percentage and population figures to tell a full story, e.g. Southampton's percentage of inactive is not the highest however their population figures shows the most number of inactive people.

It is important not to compare with geographical near neighbours as each locality will be demographically different.

All is not equal...

Activity levels reduce as we experience more factors from the inequality metric...

In Hampshire and the Isle of Wight, **75%** of adults with no inequality factors meet the activity guidelines. This is only **42%** for those with two or more inequality factors



All is not equal...



Social Status

Our **least affluent** households are more than twice as likely to be inactive. Inactivity = 32% (NS SeC 6-8)/ 15% (NS SeC 1-2).



Postcode Counts

Nearly **three in ten** (29%) adults living in the most deprived neighbourhoods* are inactive. Compared to two in ten in the least deprived.



Limiting Illness

The inequality gap is widening for adults with a **limiting illness or disability**, with **38% being inactive**. Trends show the pandemic is having a lasting impact. The inactivity rate for people with no limiting illness or disability 17%.



Gender

23% of women are inactive in comparison to 21% of men. The inequality gap has started to close once again, however, some of this is down to **rising rates of inactivity in the male** population at the last data point.

*Deprivation levels are based on the Indices of Multiple Deprivation (IMD). It is important to note that communities may not recognise the word 'deprived' and when working alongside them, an Asset Based Community Development (ABCD) approach is encouraged. ABCD is a sustainable, strengths based and community driven approach.

All is not equal...



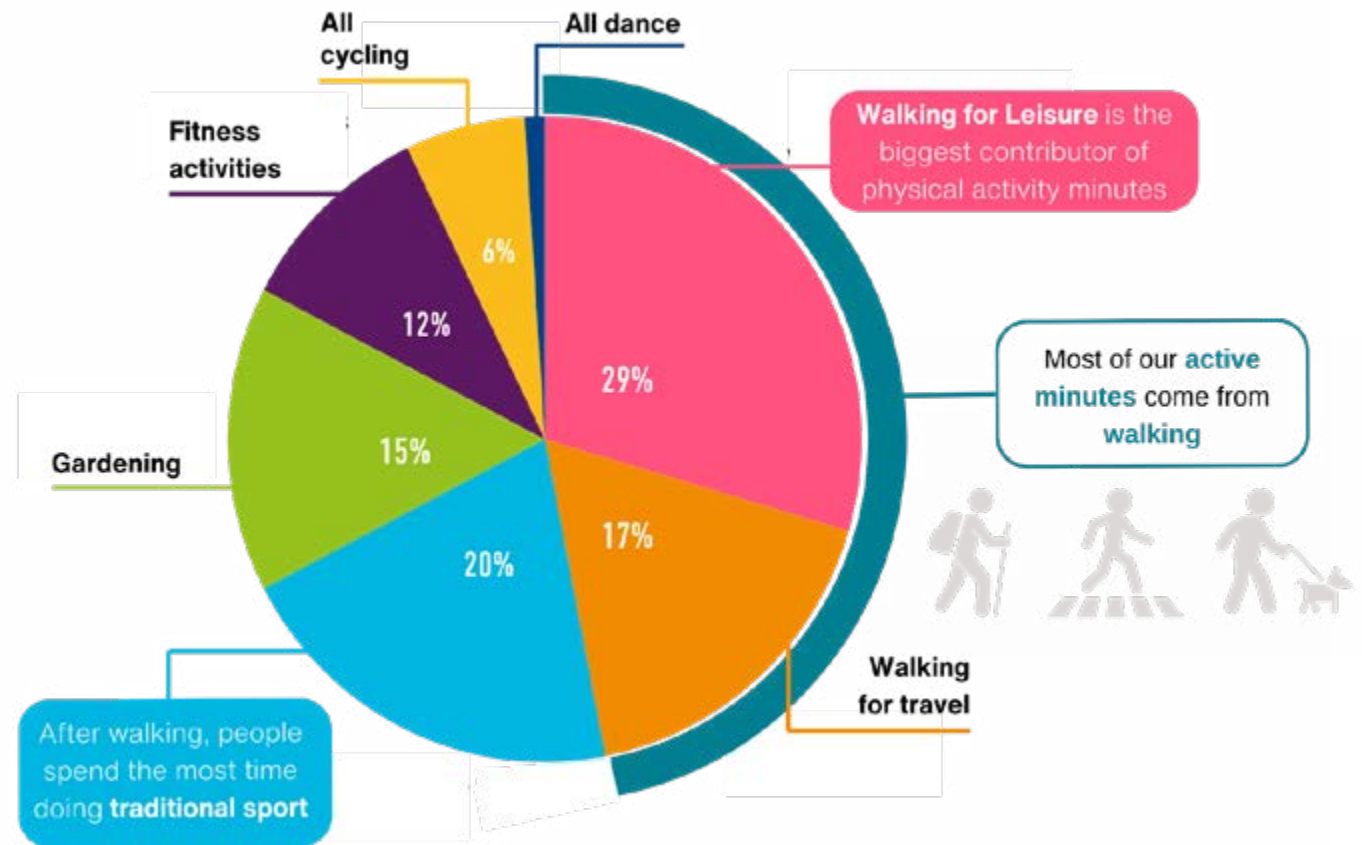
Ethnicity

Our **Black** and **Asian** communities experience higher levels of inactivity. 29% and 28% respectively. White British population is 21% inactive and Mixed 16%.

Population data from Census 2021, shows that our ethnic minority population group is growing. There are **240,000 residents**, an increase of **53%**.

What does activity look like in Hampshire and Isle of Wight?

Most of our **active minutes** come from **walking**.





Children and young people activity levels in Hampshire & 10W

How active should children and young people be? (5–15)

Children and young people should aim for an average of at least **60 minutes** of moderate or vigorous physical activity every day to keep healthy.

At school (weekdays and term time only) refers to activities done while at school, during normal school hours. Schools should aim to provide at least 30 minutes of physical activity per day.

Outside school can include anything done before getting to school and after leaving school (including travel to/from), as well as activity done at the weekend, on holiday days and at before and after school clubs, even if these take place at school.

In addition to the physical and mental well-being benefits of physical activity, children and young people also see benefits to their education, including:



Improved focus

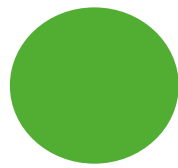


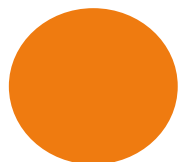
Improved attainment



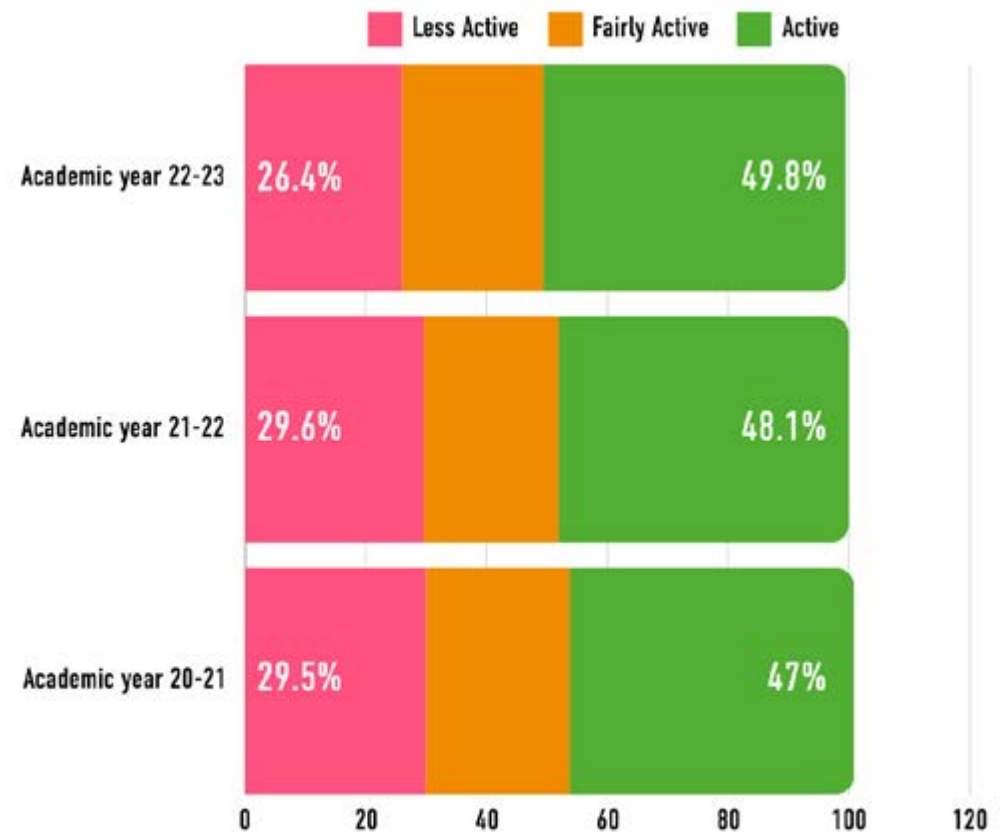
Improved attendance

Hampshire and Isle of Wight Activity Levels – Children and Young People (5–15)

 **Active:** An average of 60 minutes or more a day (at least 420 mins over a week).

 **Fairly active:** An average of 30-59 minutes a day

 **Less active:** Less than an average of 30 minutes a day



Note: Only activity of at least moderate intensity is included

Hampshire and Isle of Wight Activity Levels

– Children and Young People (5–15)

Sport England latest activity data for children and young people in Hampshire and Isle of Wight, during the academic year 22-23 reports that:

- 49.8% of children and young people are active
- 26.4% are fairly active
- 23.8% are less active

Since the We Can Be Active Strategy was launched the percentage of active children and young people has increased by 2.8%.

The percentage of less active children and young people in Hampshire and Isle of Wight is 3.8% lower than the national average (30.2%).

However, that means that...

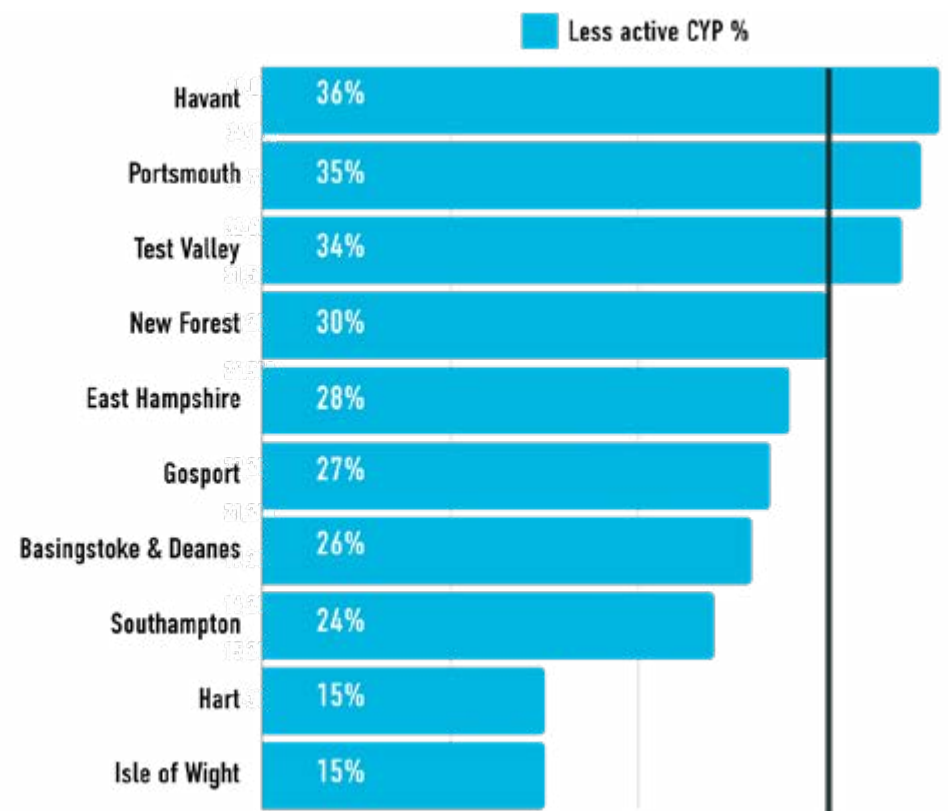
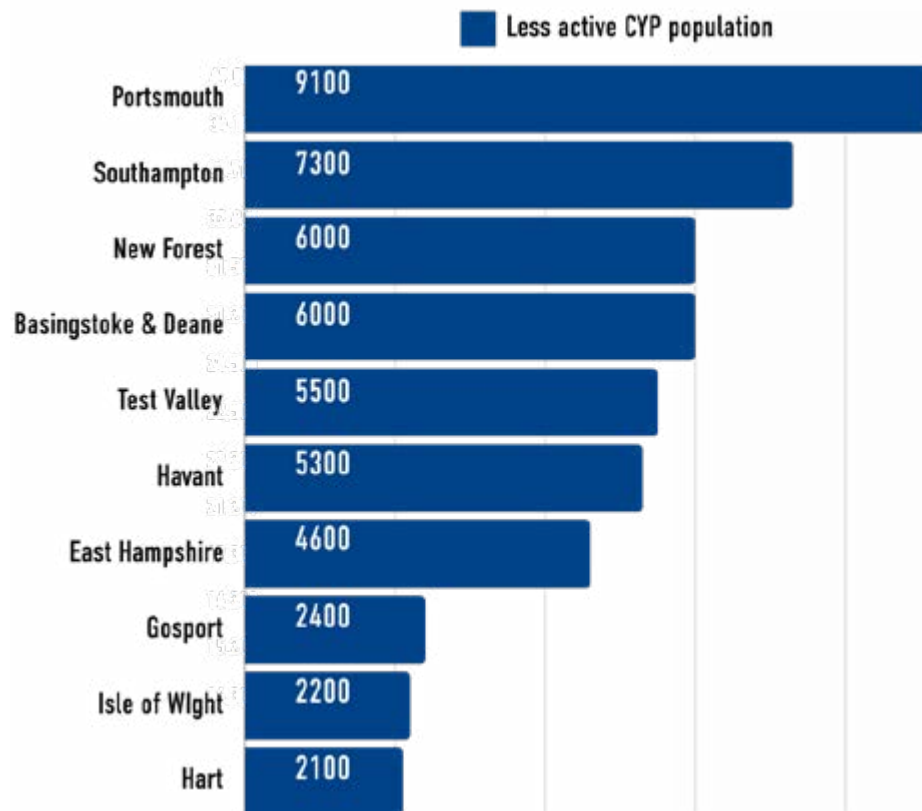
123,700

50.2%

of children and young people in Hampshire and Isle of Wight are still **not** reaching the recommended **60 minutes** of physical activity per day.

Some places are less active than others – Children and Young People (5–15)

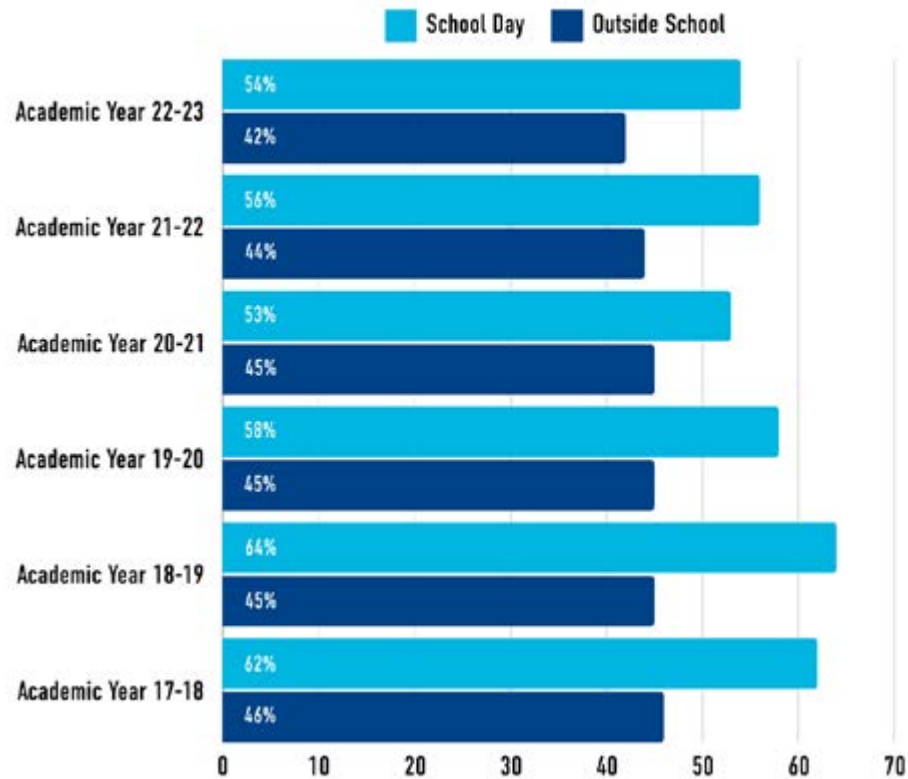
Data collection is reliant on school settings completing surveys when they are randomly selected and invited to do so. We do have some data gaps for local authorities in Hampshire.



— = Hampshire & IOW average

Inactivity levels inside and outside of school – Children and Young People (5–15)

Percentage of children and young people not reaching recommended levels of daily activity inside and outside of school.



Children and young people are less likely to reach 30 minutes of daily activity inside of school hours, than they are outside of school hours.



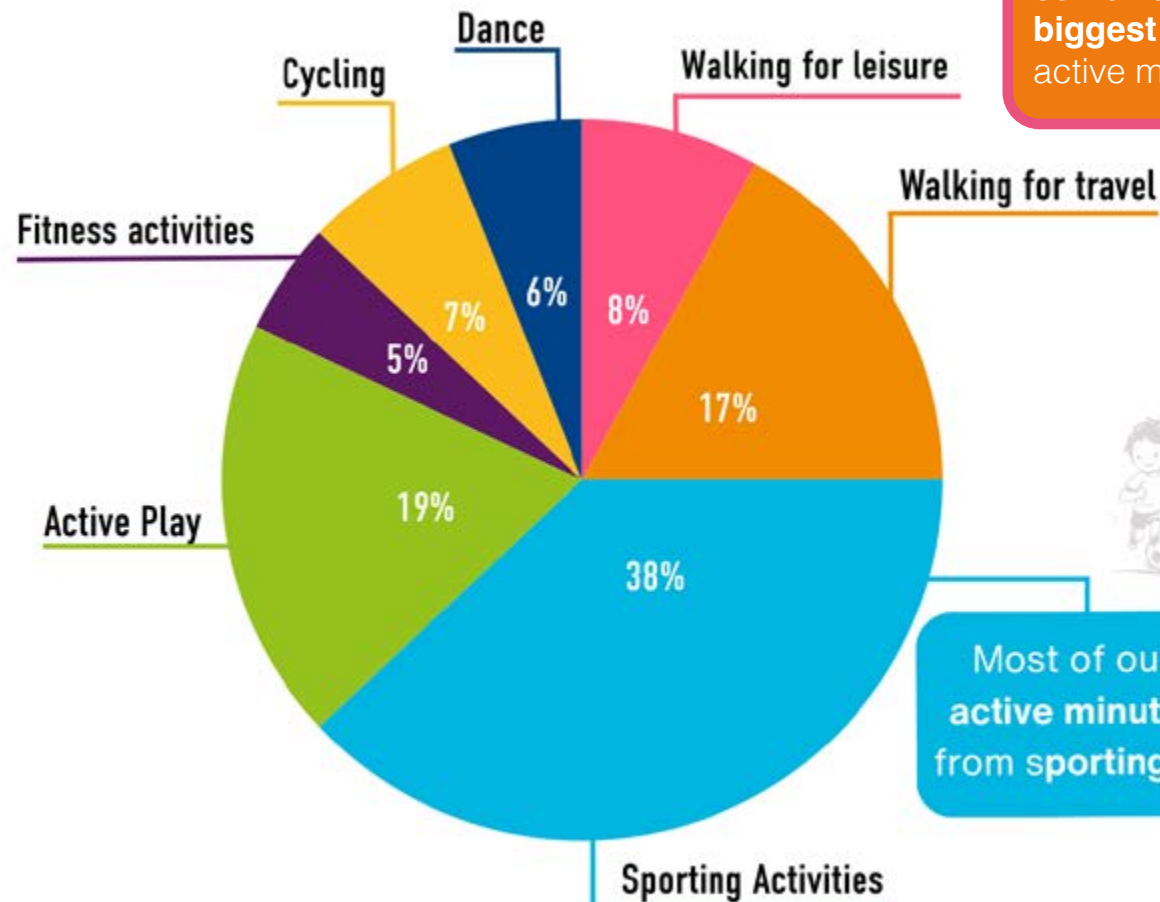
When it comes to gender

Boys and girls experience similar inactivity levels **in school hours**, 55% of boys and 54% of girls do not reach the recommended 30 minutes of daily activity.

Outside of school there is a wider gap in inactivity levels. **43% of Girls** are not active enough, in comparison to **39% of boys**.

Activity minutes – Children and Young People (5–15)

Most of our children and young people's **active minutes** come from **sporting activities**.



Walking for travel and **walking** for leisure combined are the **second biggest contributor** to active minutes.

Most of our CYP's **active minutes** come from **sporting activities**

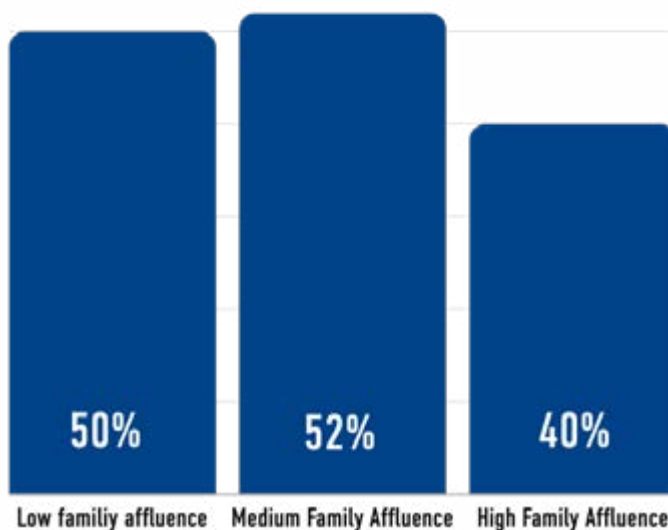
All is not Equal (CYP)...



Social Status

Children and young people in **low and medium affluent households** are considerably **less active** than those in high affluent households.

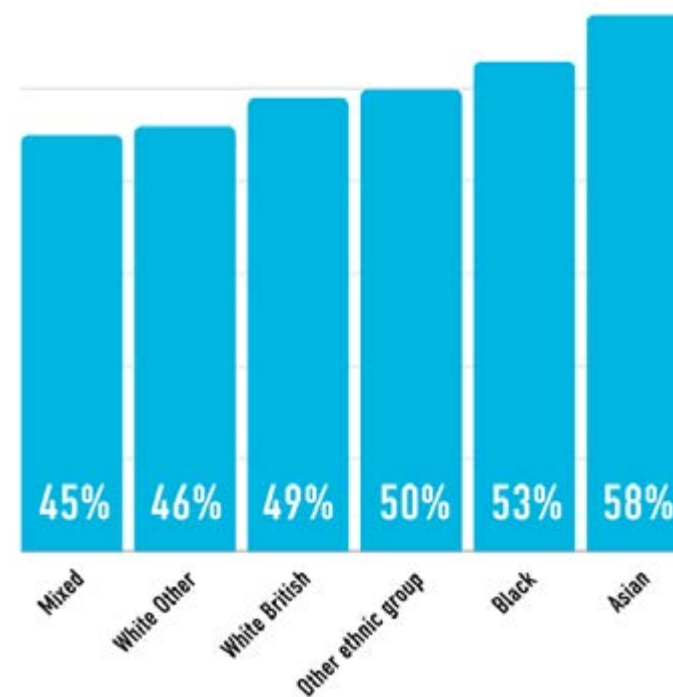
■ % of CYP not reaching 60 mins per day



Ethnicity

Our children and young people from **Asian, Black and other ethnic** communities experience considerably **lower levels** of activity

■ % of CYP not reaching 60 mins per day



Physical Literacy

– Children and Young People (5–15)

Physical Literacy: “Physical literacy is our relationship with movement and physical activity throughout life” - Sport England Physical Literacy consensus statement for England, published September 2023.

The statement helps us to recognise that everyone has a unique and complex relationship with sport, physical activity and movement, which can change throughout our lives.

Physical literacy in children and young people locally has mostly increased since 2021.

Statement	Physical Literacy element	Percentage of young people that strongly agree with the Statement (22–23)
‘I enjoy taking part in exercise and sports’ (Years 3–11)	Enjoyment	49%
‘I feel confident when I exercise and play sports’ (Years 3–11)	Confidence	35%
‘I find exercise and sports easy’ (Years 3–11)	Competence	23%
‘I understand why exercise and sports are good for me’ (Years 3–11)	Understanding	64%
‘I know how to get involved and improve my skills’ (Years 7–11)	Knowledge	35%



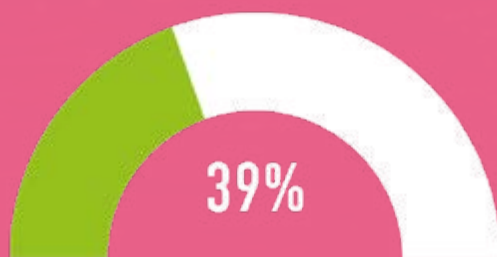
A changing landscape

Cost of Living

According to a Sport England survey, 39% of people agree that the cost-of-living increase has had a negative impact on their ability to be active. The survey also found that **36% of people reported they could not afford to be active.**

People from lower socioeconomic backgrounds and the 30% most deprived areas (based on IMD) are more likely to say that their levels of physical activity have been negatively affected.

Rising costs aren't just affecting individuals, clubs and facility providers are seeing increases in utility costs, with some responding by increasing prices and reducing session availability.



of people say the cost-of-living increase has negatively impacted their ability to be active.

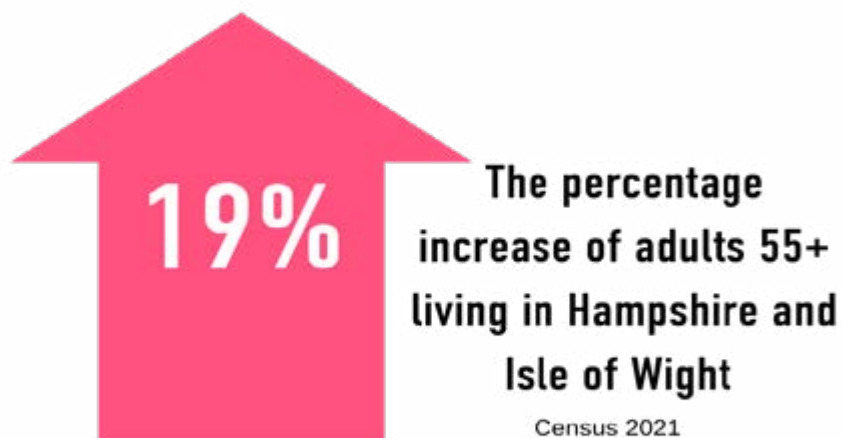


An Ageing Population

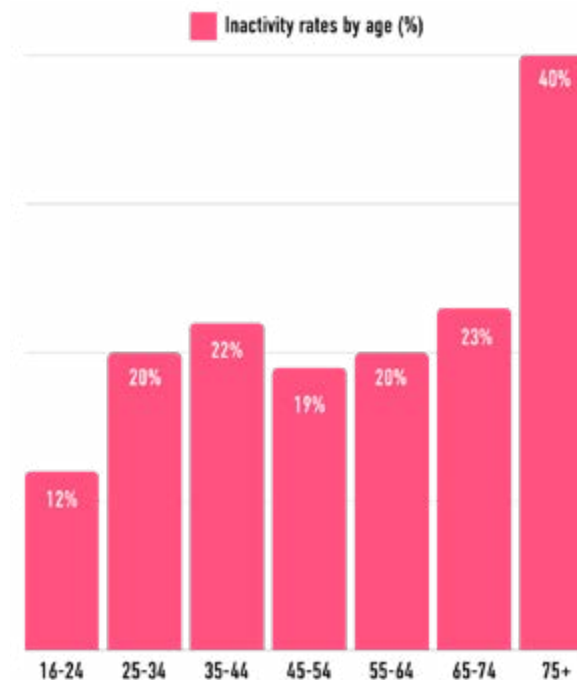
Across Hampshire and the Isle of Wight the population of people aged 55+ has increased by 19% between Census 2011 and 2021. That's an **increase of 108,700 people**.

As we age, we find it harder to be active. There is strong evidence to suggest that many major causes of older disability and dependency can be prevented or delayed. Staying well and being physically active are key things we can do to help us age healthily, living better and more independently for longer.

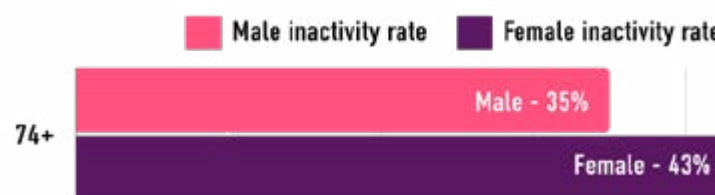
Live Longer Better has been brought to Hampshire by Energise Me and Hampshire County Council to help guide professionals and families in helping our ageing population stay active.



Inactivity levels remain relatively stable until age 74, after which they increase sharply.



And women over the age of 74 are more likely to be inactive than men.



Climate Change

The effects of climate change combined with inequalities faced in our communities creates a potential risk and challenge to people being active.

In Hampshire and the Isle of Wight we can expect to see more frequent winter storms and increased wind speed because of climate change. In addition, rainfall is expected to increase by 35% by 2080.

More regular occurrences of extreme weather, and increased rainfall is most likely to effect outdoor based activities. Activities such as walking and cycling are also likely to be the most accessible for those communities on low incomes.

Concerns are rising about future activity levels. The Sport England Activity Check-in on Extreme Weather (2024) reports that 3 in 10 adults and **a third of children and young people expect to reduce their activity levels over the next five years** if extreme weather patterns continue. This is higher among younger people, women, and parents.



**3 in 10 adults expect to
reduce activity levels
due to climate change**

How are we Learning?



Evaluation and Learning

How do we collectively create the change we want to see and how to we track and measure it?

If we get this right, it can be motivating and support momentum. We need a continued and consistent focus on the conditions that are required to support and encourage more physically active lifestyles by asking “**What works, for whom, in what circumstance, and why?**”

Building ‘Stories of Change’ underpinned by reflective questions present a great opportunity to bring evidence to life.

Presenting stories alongside numbers demonstrates greater impact than numbers alone and moves us beyond ‘so what’ to ‘what next’.

There is a growing emphasis on:

- Theories of Change
- Stories of Change

A STORY OF CHANGE STARTS WITH A THEORY OF CHANGE.

- Do you have a vision of the change you want to see?
- Can you describe your intentions/your hopes regarding what you want to happen?
- By choosing to develop a piece of work, what beliefs and assumptions are you trying to test?
- How do you plan to test these assumptions?
- What conditions lead to change?
- Can we start to observe any connections?

A Theory of Change is a process for thinking about and describing programmes, projects and organisations. It supports and encourages thinking that is clear, critical and concise and enables us to collectively interrogate and challenge our thinking.

Stories of Change

A template for collecting evidence to create your story of change.

What did you set out to do and why? What assumption/belief(s) are or were you testing?

What's changed/happened?

What difference has it made and to who?

How do you know? What evidence do you have?

What led to that change/enabled it to happen? (Leadership, connections, resources, relationships, patience... something else?)

What other success/things has this lead to? What are the ripples?

What would you do differently next time?

What is the key message to share with others?

Does your story end here? Have you considered 'what's next'? What do you need to maintain momentum? What does the next chapter look like?

Resources

➤ [Sport England Active Lives Survey](#)

➤ [Census 2021](#)

➤ [Joint Strategic Needs Assessment](#)

➤ [Office for National Statistics](#)

➤ [#BeeWell](#)

➤ [Activity Alliance](#)

➤ [We are Undefeatable](#)

➤ [This Girl Can](#)

➤ [Sport England Cost of Living Report \(Jan 24\)](#)

➤ [Live Longer Better](#)

➤ [Activity Check-in: Extreme Weather](#)

We Can Be Active

However we choose!

Coordinated by

