

We Can Be Active

The insight behind the Hampshire and Isle of Wight strategy

Coordinated by



INDOORS



OUTDOORS



Jump in!

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Why we developed We Can Be Active

Regularly raising our heart rate and moving in a way that makes us feel out of breath can:

- **Reduce our risk of major illnesses** - such as heart disease, stroke and respiratory conditions - by up to 50%
- **Reduce our risk of depression** by 30%
- **Lower our risk of early death** by up to 30%

Source: NHS Benefits of Exercise

In short, physical activity is essential for our health and wellbeing - not to mention all the other benefits it can bring.

But, not all of us feel like we *can* be active...



Many of us are not as physically active as we would like to be

81%

of disabled adults want to do more activity than they currently do.

(Activity Alliance)

75%

of women want to be more active.

(This Girl Can insight)

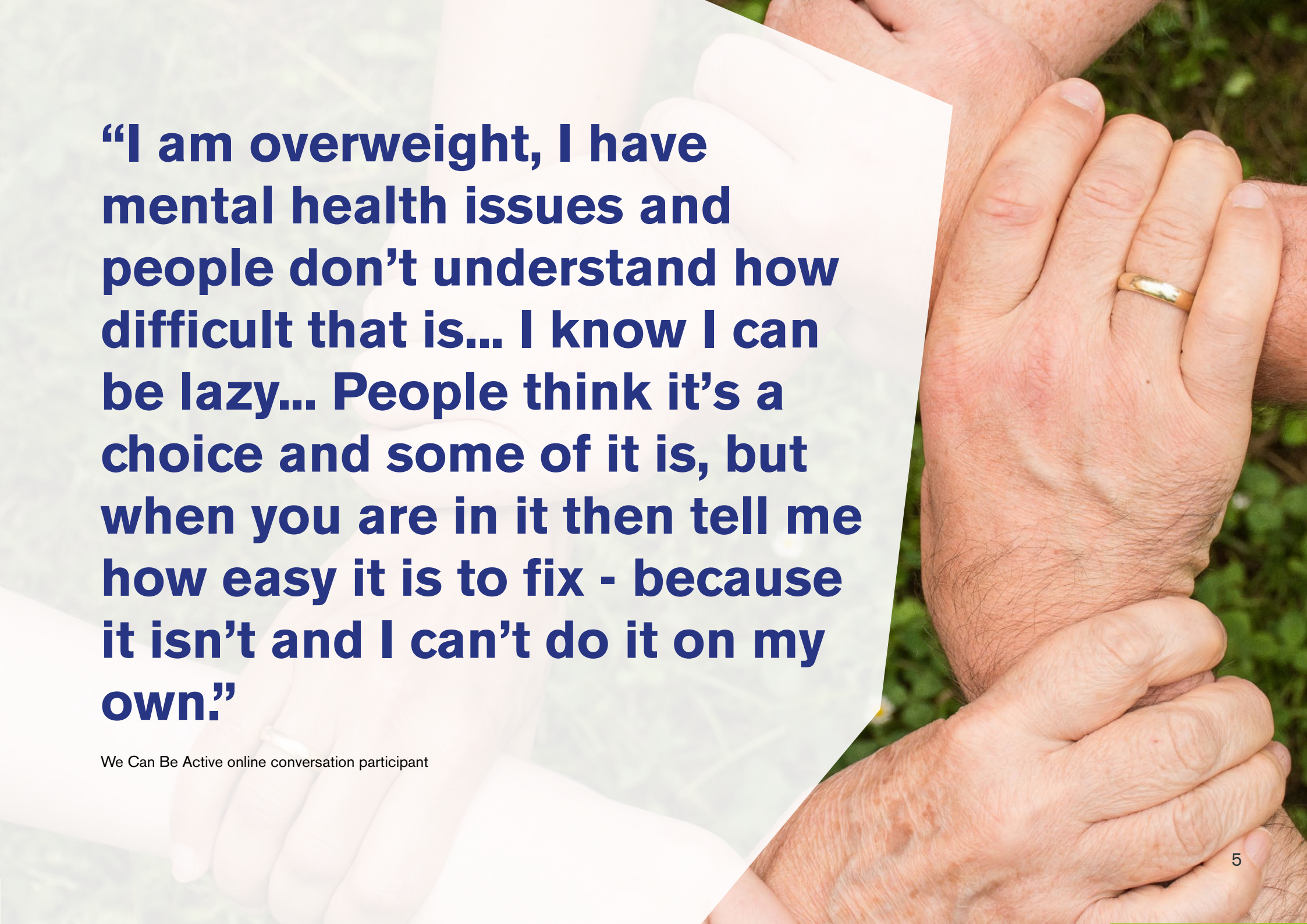
69%

of people with a long-term health condition would like to be more active.

(We Are Undefeatable insight)

Something is stopping us...





“I am overweight, I have mental health issues and people don’t understand how difficult that is... I know I can be lazy... People think it’s a choice and some of it is, but when you are in it then tell me how easy it is to fix - because it isn’t and I can’t do it on my own.”

We Can Be Active online conversation participant

National research says...

Fear of judgement

Fear of making health conditions worse

Fear of losing disability benefits

Lack of accessible and affordable opportunities

Negative past experiences

...are all preventing people from being active.

Local people say...

Low confidence, poor mental health, and fear of being judged

People not wanting them to hurt themselves

Not feeling safe

Lack of accessible and affordable opportunities

Memories of hating PE at school

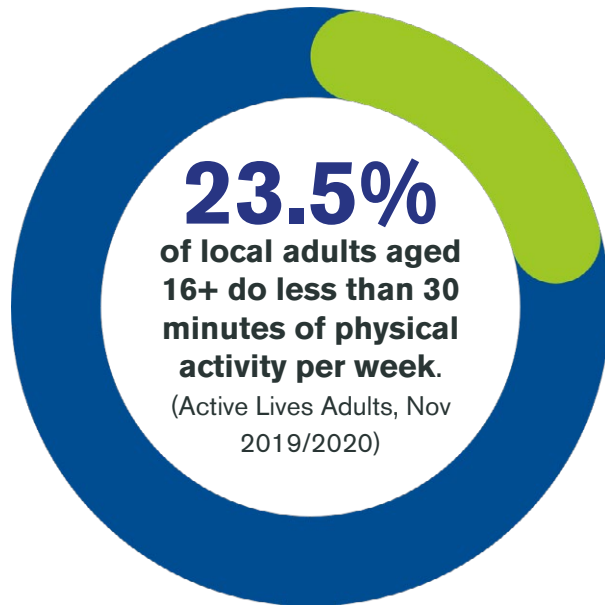
...are all preventing them from being as active as they want to be.

Activity levels in Hampshire and the Isle of Wight

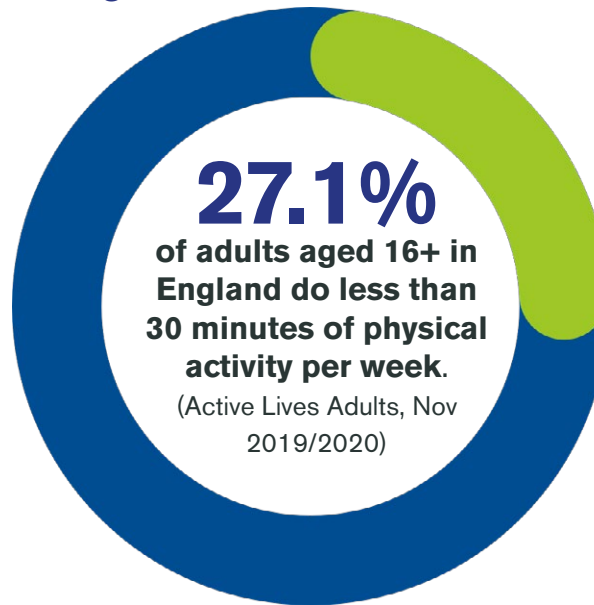


What's the impact on activity levels?

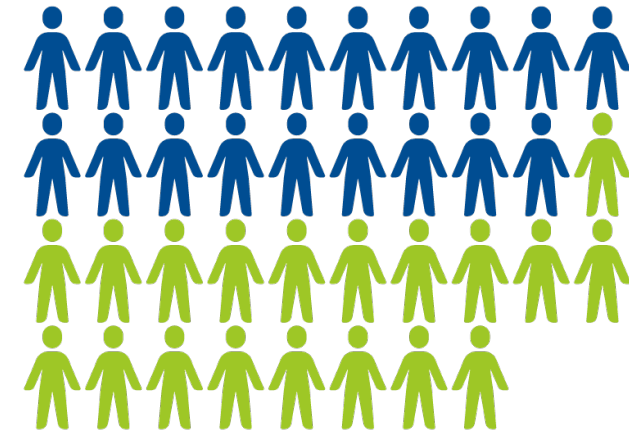
In Hampshire and the Isle of Wight:



Local figures compare favourably to England:



But, this doesn't mean we can relax. 23.5% is 382,600 of us living with a higher risk of major illness and depression because we lack the support or opportunity to be active in a way that suits us.



We need to understand why and make changes together.

For good health, The UK's Chief Medical Officers recommend 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 at a moderate intensity per week for adults

OR

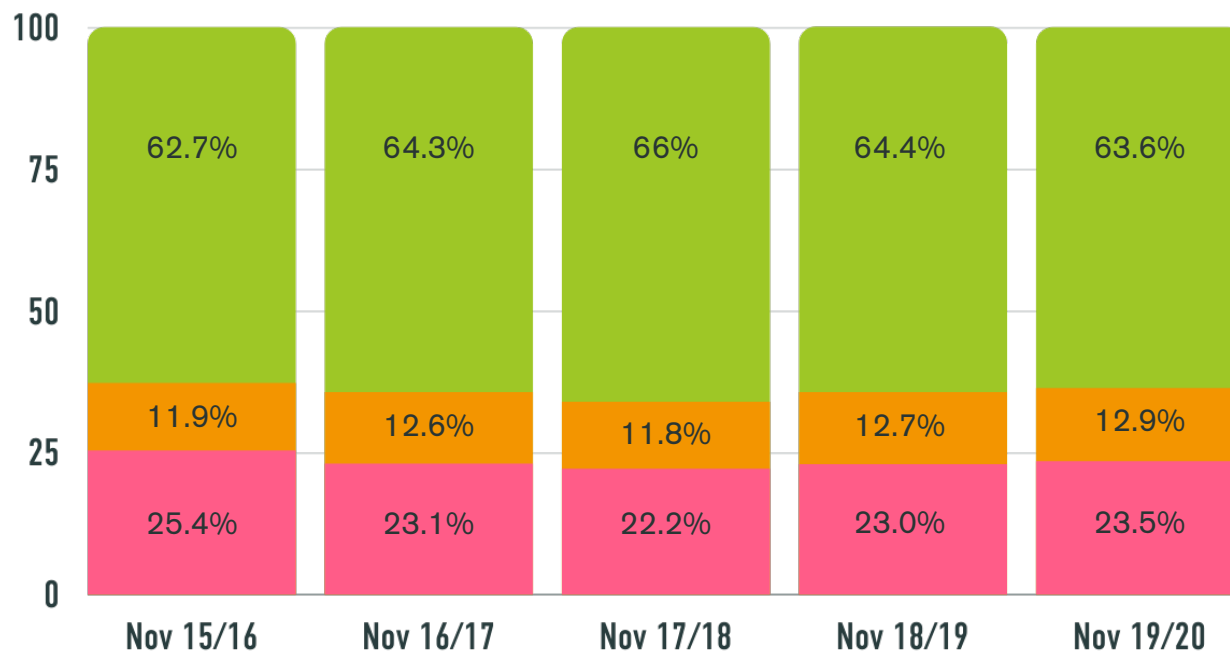
75 minutes at a vigorous intensity per week for adults

Moderate intensity physical activity, such as brisk walking, increases our breathing but we are still able to talk easily.

Vigorous intensity physical activity, such as running, gets us breathing fast and makes it more difficult to talk.

How does this vary over time?

<p>Active</p>	<p>% of people aged 16+ doing at least 150 minutes of physical activity per week in bouts of 10 minutes of moderate intensity.</p>	<p>Fairly Active</p>	<p>% of people aged 16+ doing 30-149 minutes per week of physical activity.</p>	<p>Inactive</p>	<p>% of people aged 16+ doing less than 30 minutes of physical activity per week. This includes people doing nothing, 1-29 minutes of moderate intensity exercise or light only exercise.</p>
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Data was holding up well ahead of the pandemic, with a statistically significant improvement since 2015/2016. But COVID-19 has disrupted physical activity and has taken us back to a point of no significant change from the 2015/2016 baseline.

If we take a closer look at inactivity

The Active Lives Adult 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.



All is not equal...

23.5%

of local Adults (aged 16+) were classed as inactive in 2019/2020.

31.6%

of local Adults (aged 16+) from Social Grades 6-8 were classed as inactive in 2019/2020.

32.3%

of local Children and Young People were classed as inactive in 2018/2019.

33.7%

of local adults (aged 16+) from the most deprived communities (IMD Decile 1) were classed as inactive in 2018/2019.

37.1%

of local adults (aged 16+) living with a long-term health condition or disability were classed as inactive in 2019/2020.

In addition, national data reveals that:



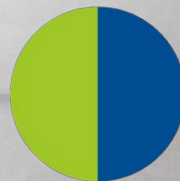
People from Black or South Asian ethnic groups are less likely to be active than those from White and Mixed race ethnic groups.



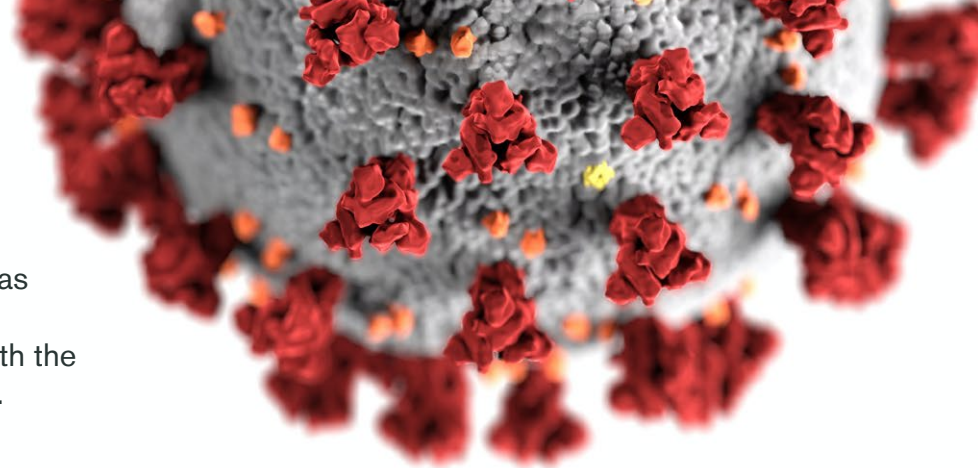
People who identify as LGBT+ are significantly less likely than heterosexual people to do enough exercise to maintain good health.



On average, women are less likely to be active than men.



Almost half of adults aged 75+ are inactive.



The impact of COVID-19

In the initial stages of national lockdown, almost 20% of each demographic group was doing 'a lot less' physical activity compared to an average week before COVID-19 restrictions. The pandemic has had a disproportionately negative impact on those with the lowest activity levels so the inequalities outlined on the previous page have widened.



Socio-economic

Compared to 12 months ago, activity levels have fallen amongst all groups, with those from lower socio-economic groups (routine/semi-routine jobs and those who are long-term unemployed or have never worked) seeing larger drops in activity levels than those from higher socio-economic groups (managerial, administrative and professional occupations).



Long-term health conditions and disability

Decreases in activity levels were strongest during the initial lockdown phase amongst both those with and without a disability or long-term health conditions. The scale of drops was slightly greater for disabled people or those with a long-term health condition, which may be attributed to the requirement for those with health conditions to shield.



Gender

Male activity levels fell more quickly with a larger drop during the initial lockdown (mid-March to mid-May). They then recovered more quickly, whereas female activity levels remained more consistently lower than 12 months earlier. This indicates that women who've seen activity levels fall may take longer and require more support to return.



Ethnicity

Black and Asian (excluding Chinese) adults, as well as those in the 'other ethnic group', have been disproportionately affected by the pandemic. Amongst those from Asian backgrounds, men's activity levels have dropped the most. Despite this, women of Black and Asian (excluding Chinese) ethnicities remain the least active.



Age

The 16-34 and 55-74 age groups saw large drops in physical activity at the start of lockdown but activity levels recovered into mid-September to November. The 35-54 age group saw a smaller but consistent drop throughout the period. The 75+ age group, however, saw consistently large drops throughout the period with no real signs of recovery. This indicates the older age group may need additional support to recover activity levels.

We need to work together

The stubborn inequalities and issues that local people and national research have highlighted aren't things one person or one organisation can solve on their own.


We Can Be Active is a call for individuals and organisations to work together to make sure nobody is prevented from living an active lifestyle.

To achieve this, we need to understand more about who is and isn't currently active in Hampshire and the Isle of Wight and why. The data and insight in this pack will help focus our joint efforts. It provides a starting point that we can build on by chatting to local people and working together to achieve positive impact.



Places and travel



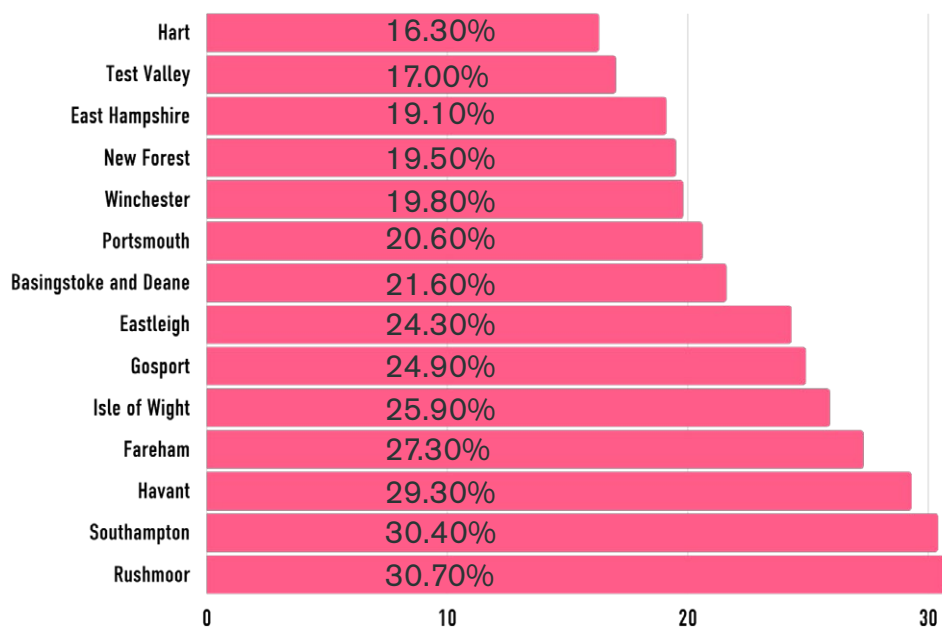


“Our bodies are designed to move, but we have been thrown into an environment that makes it all too easy to be stagnant. Creating easier opportunities to be active by changing our environment is important.”

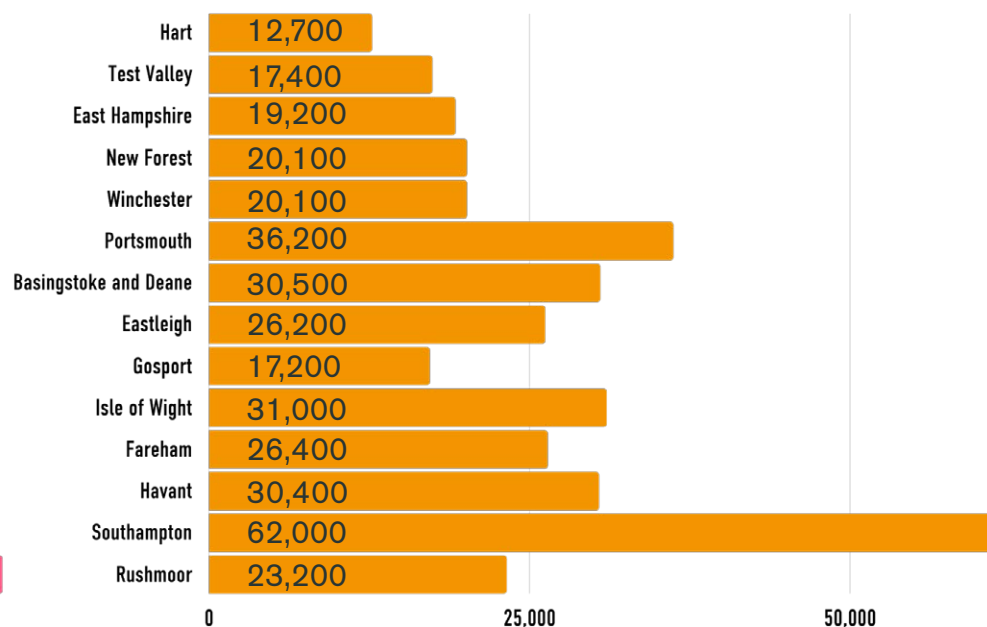
We Can Be Active online conversation participant

Some localities are less active than others...

Percentage of population classed as inactive (Nov 19/20)



Number of adults (aged 16+) classed as inactive (Nov 19/20)



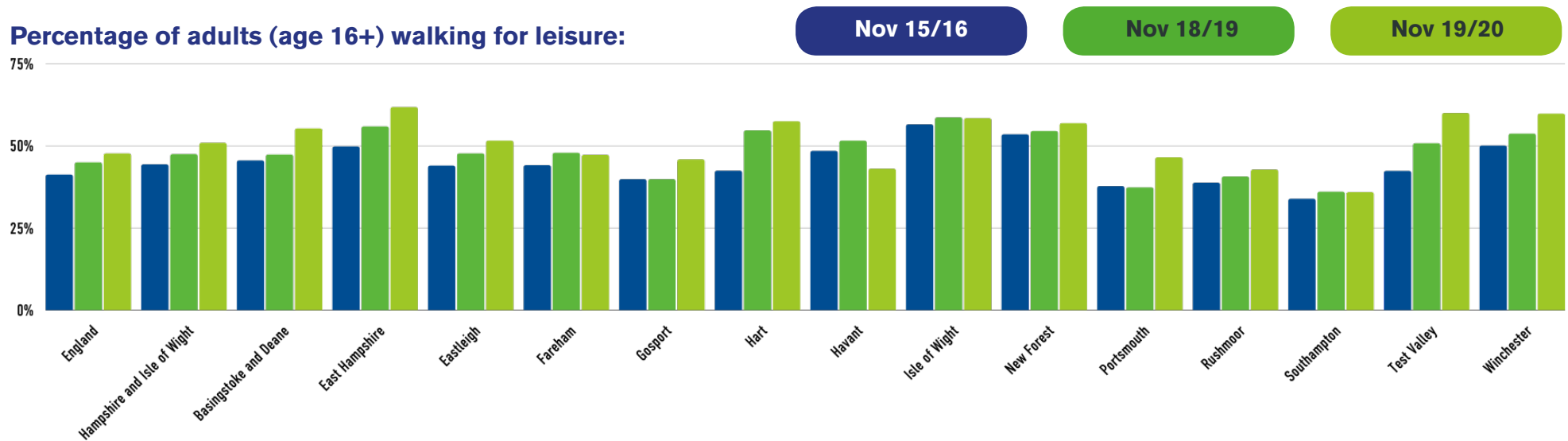
Fareham, Havant, Southampton and **Rushmoor** all have higher levels of inactivity than the national average of 27.1%.



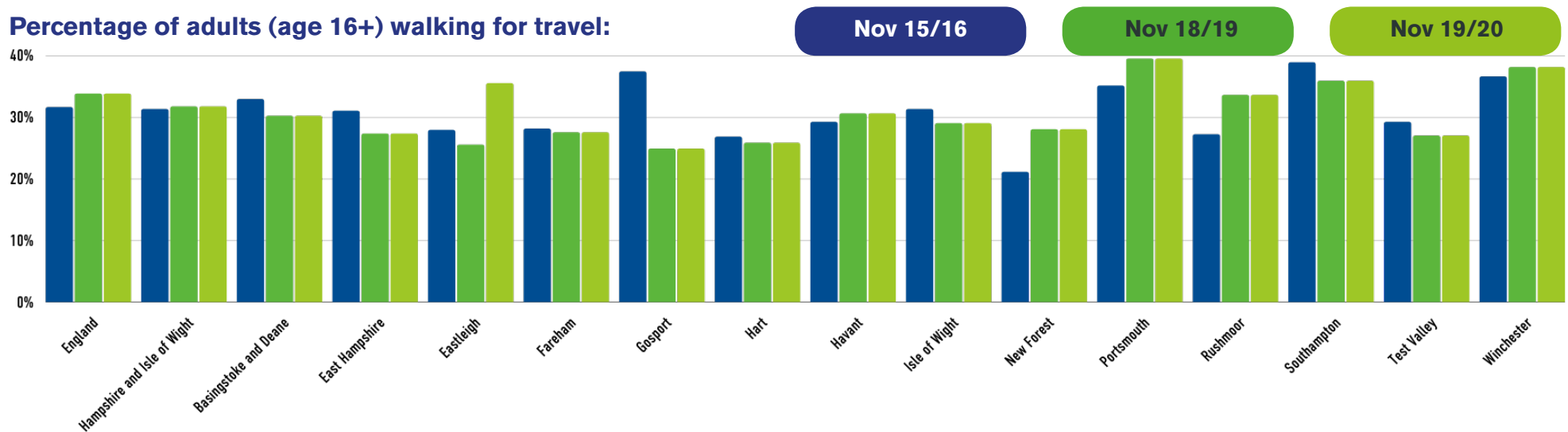
If we look at these percentages in relation to population size, **Southampton** has the highest number of adults classed as inactive (over 16% of the Hampshire and Isle of Wight total).

Spotlight on walking

Percentage of adults (age 16+) walking for leisure:



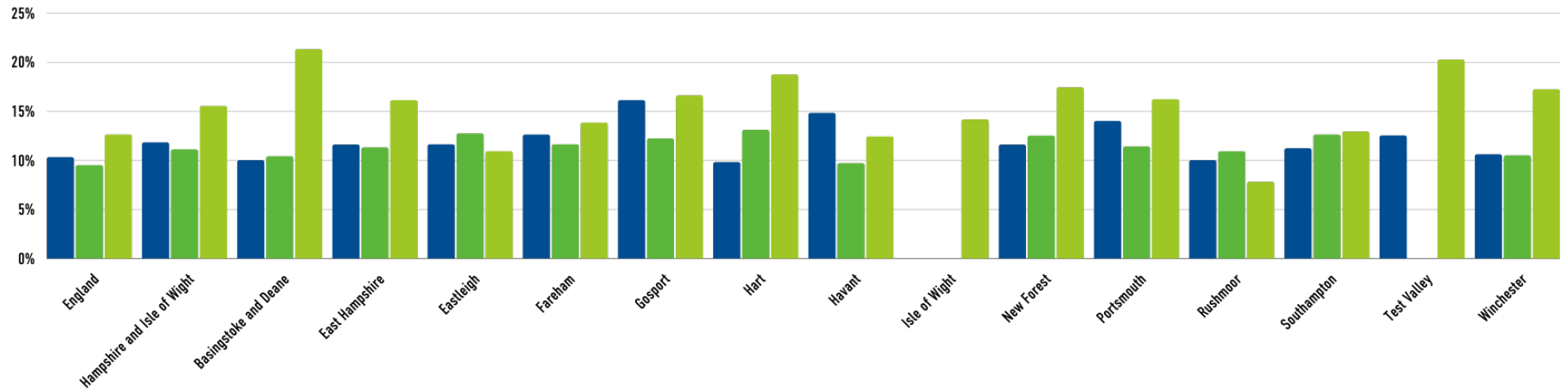
Percentage of adults (age 16+) walking for travel:



Spotlight on cycling

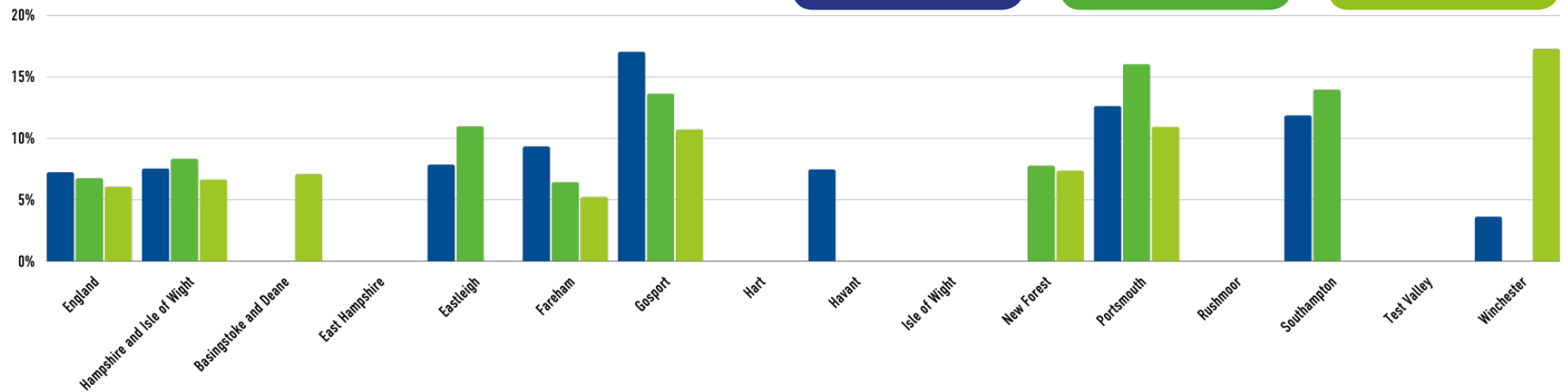
Percentage of adults (age 16+) cycling for leisure:

Nov 15/16 **Nov 18/19** Nov 19/20



Percentage of adults (age 16+) cycling for travel:

Nov 15/16 **Nov 18/19** Nov 19/20



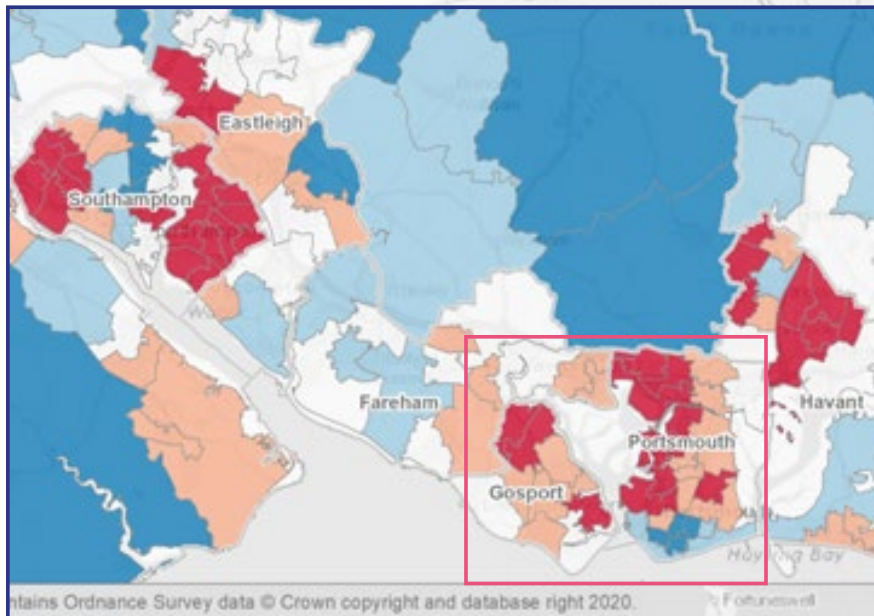
Source: Sport England Active Lives Adults. There is insufficient Active Lives Adults survey data available at a local authority level for some localities.

Pinpointing inactivity

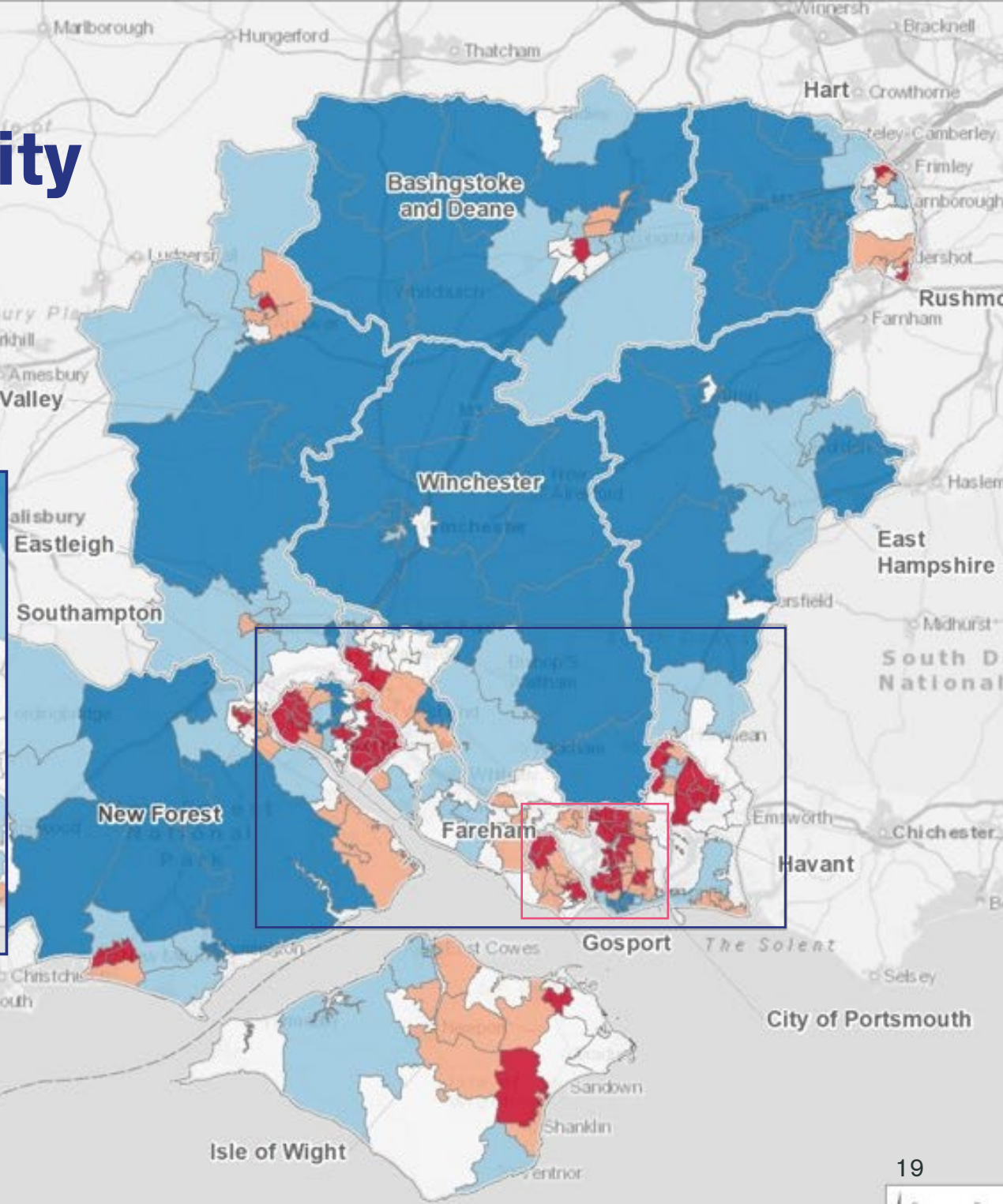
Active Lives Inactive estimate (%)
Nov 18-19 excluding gardening, by
MSOA in quintiles

13.7% - 18.1%
18.2% - 20.4%
20.5% - 22.4%
22.5% - 24.2%
24.3% - 32.7%

RED indicates higher rates of inactivity. The more we zoom in, the closer we get to pinpointing our most inactive communities.

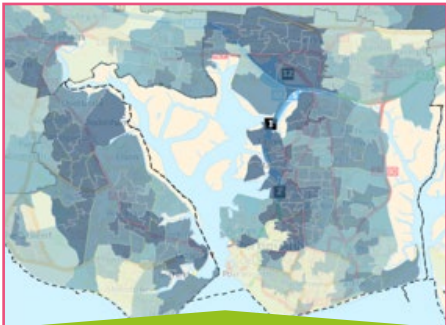


Contains Ordnance Survey data © Crown copyright and database right 2020.

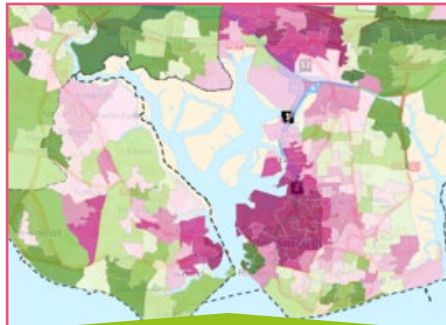


Income and Occupation

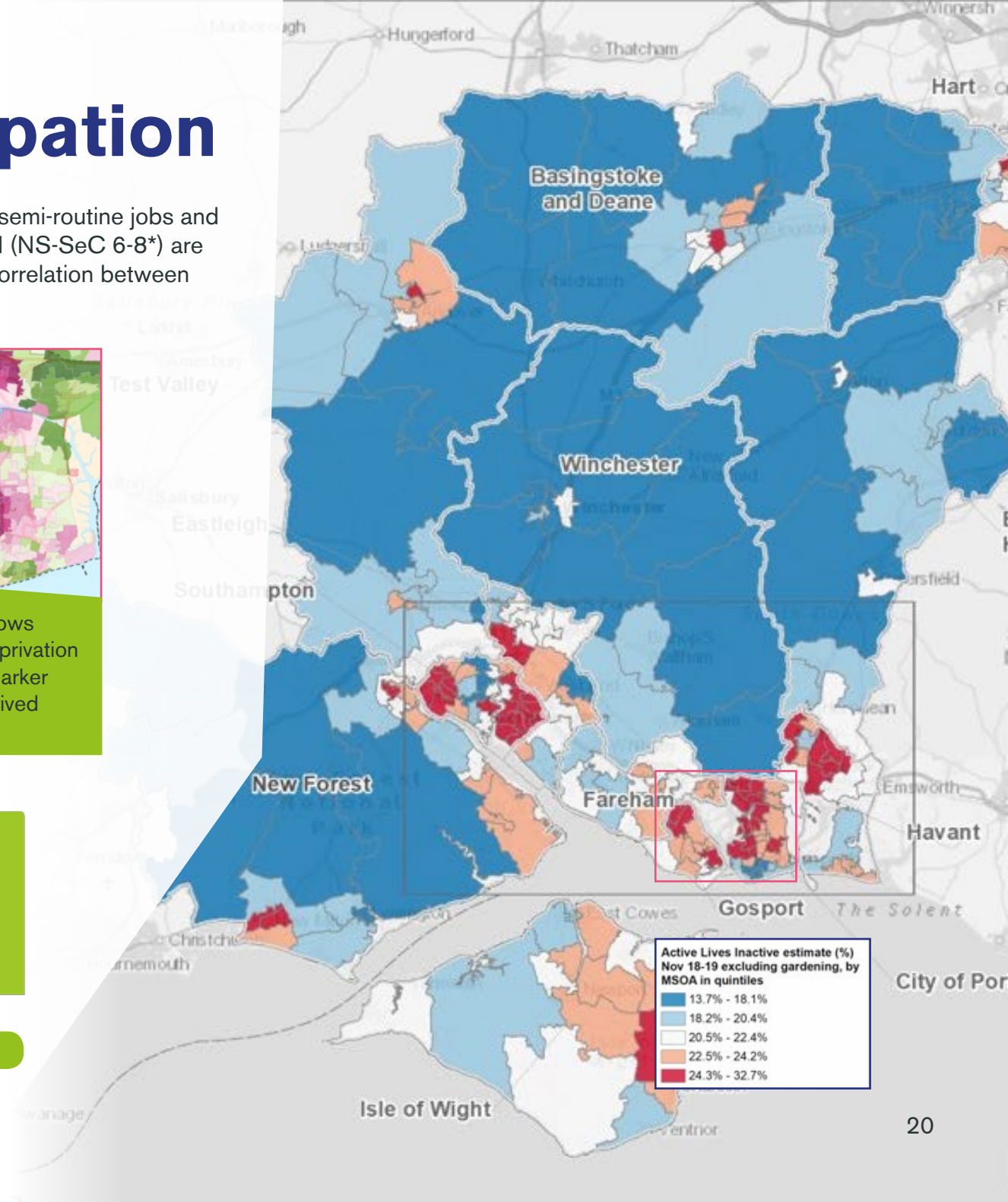
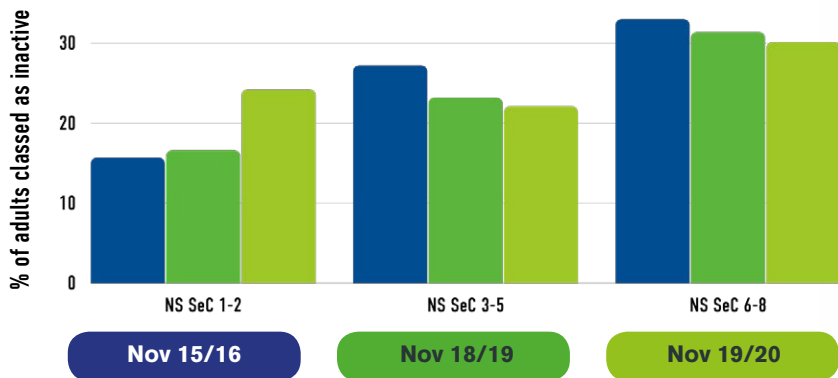
Across Hampshire and the Isle of Wight, people in routine/semi-routine jobs and those who are long-term unemployed or have never worked (NS-SeC 6-8*) are the least likely to be active. The maps below highlight the correlation between inactivity, socio-economic status, and income deprivation.



Darker shading shows a higher percentage of people in National Statistics Socio-economic Classification (NS-SeC) groups 6-8.



Darker pink shading shows areas where income deprivation affects children, while darker green shows least deprived areas.



Children and young people



“[I wish I had] more access to things I like and the confidence to go.”

Young person, Hampshire, Me & Activity Report

“My overriding memory of PE at school is people laughing at me.”

We Can Be Active online conversation participant



Children and Young People

Active

% of children aged 5-16 doing an average of 60 minutes or more of physical activity per day.

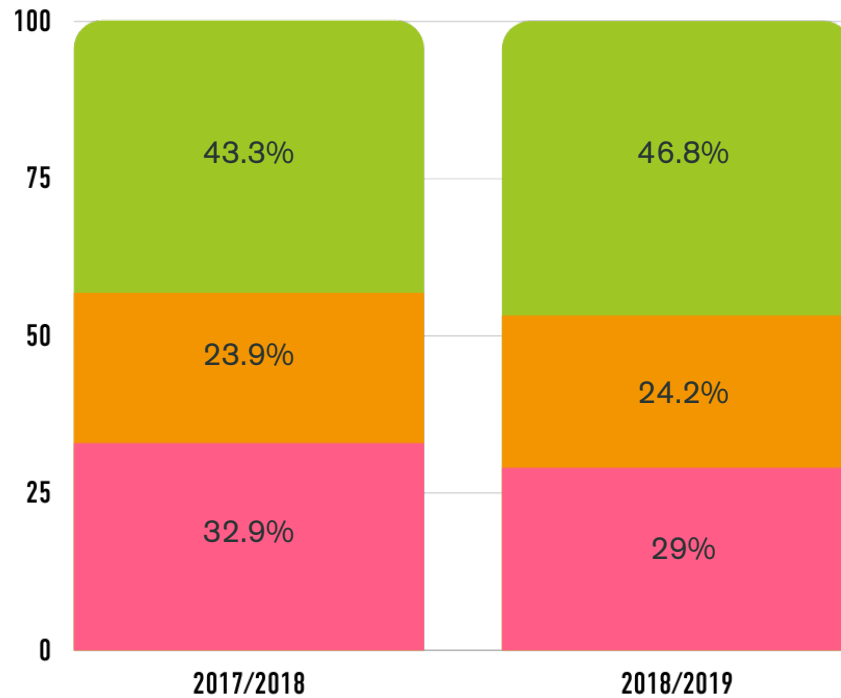
Fairly Active

% of children aged 5-16 doing an average of 30-59 minutes of physical activity per day.

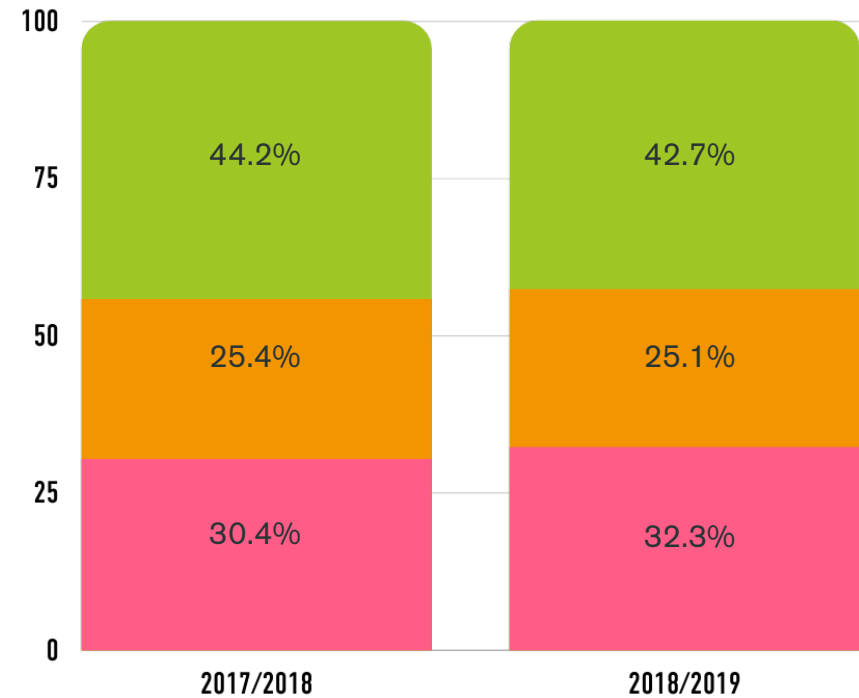
Inactive

% of children aged 5-16 doing less than an average of 30 minutes of physical activity per day.

England



Hampshire and Isle of Wight



Activity levels in and outside school

The Chief Medical Officers recommend:

30 + 30 = 60

minutes inside school

minutes outside school

minutes per day

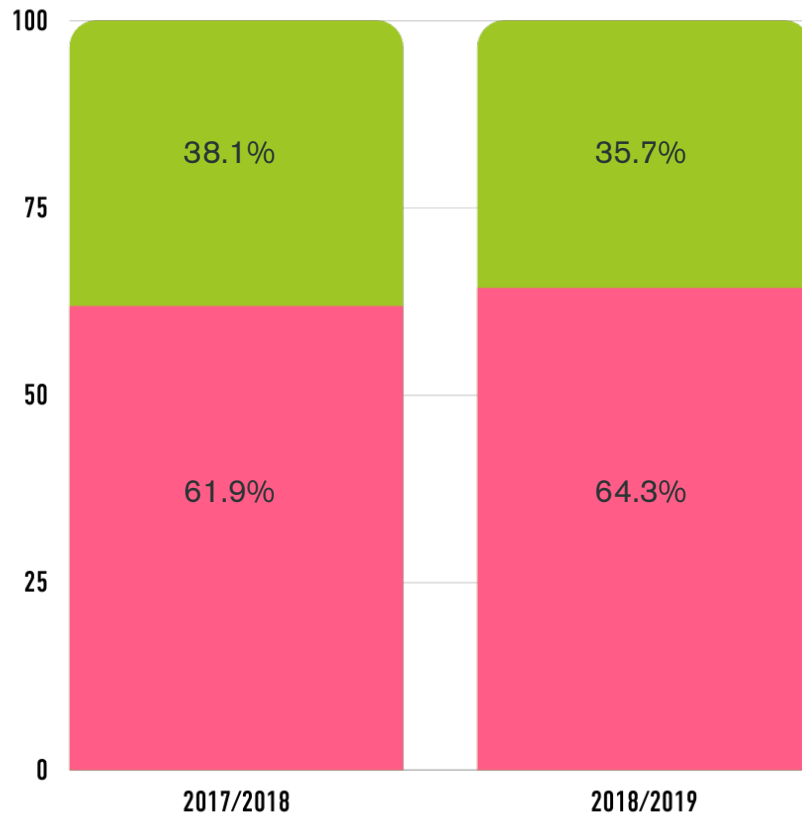
Active

% of children aged 5-16 doing an average of 30 minutes or more a day.

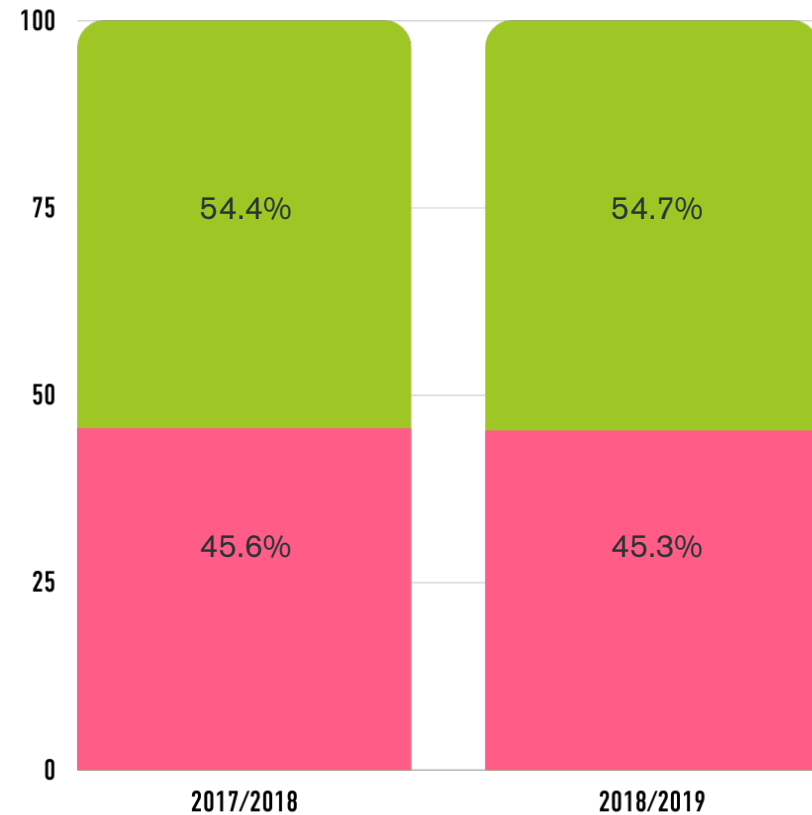
Less active

% of children aged 5-16 doing less than an average of 30 minutes of physical activity per day.

In School



Outside School



Activity levels by demographic group

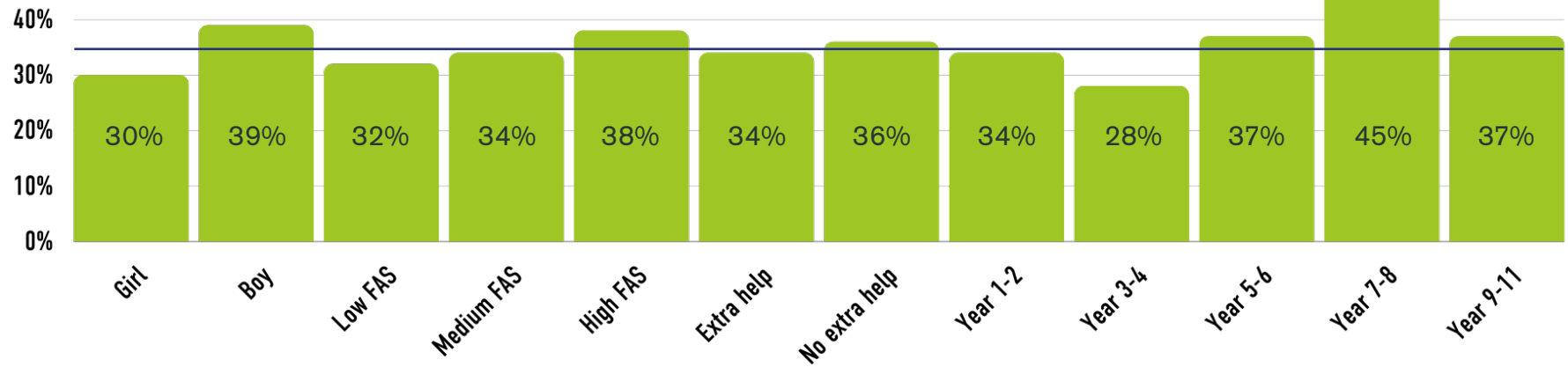
Active

% of children in Hampshire and Isle of Wight (by demographic group) achieving an average of 30 minutes or more per day.

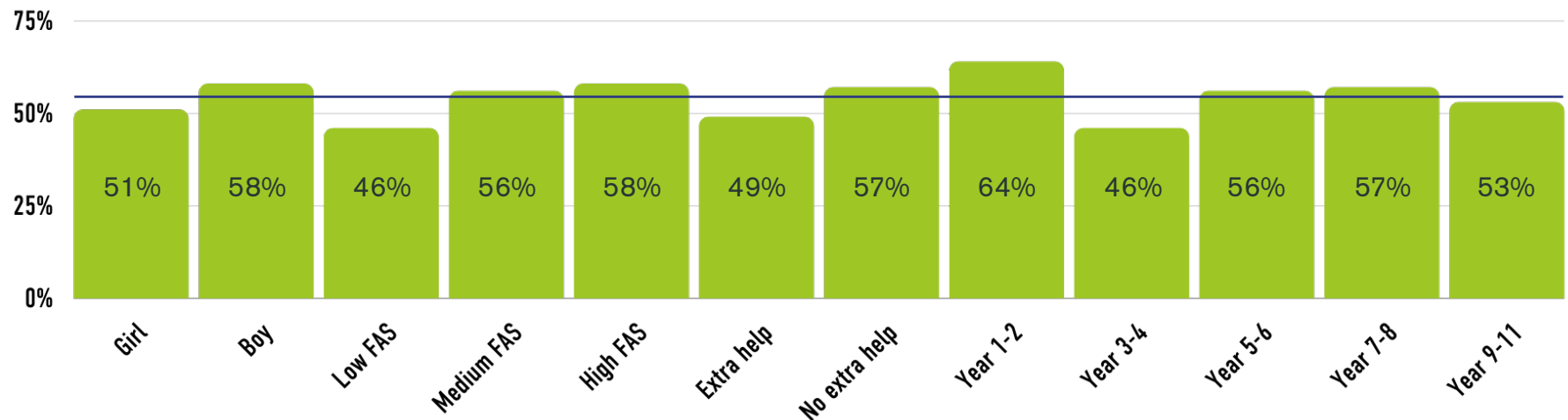
FAS stands for Family Affluence Scale: a measure of material family wealth.

_____ % of all children in Hampshire and Isle of Wight achieving an average of 30 minutes or more per day.

Active in school



Active outside school



Physical literacy

The international Physical Literacy Association's definition of physical literacy has five elements:

Motivation

Competence

Understanding

Confidence

Knowledge

The organisation says these help an individual **“value and take responsibility for engagement in physical activities for life.”**

Do young people in Hampshire and Isle of Wight agree with these statements?

‘I like playing sport’ and ‘I like being active’ Years 1-2
‘I enjoy taking part in exercise and sports’ Years 3-11

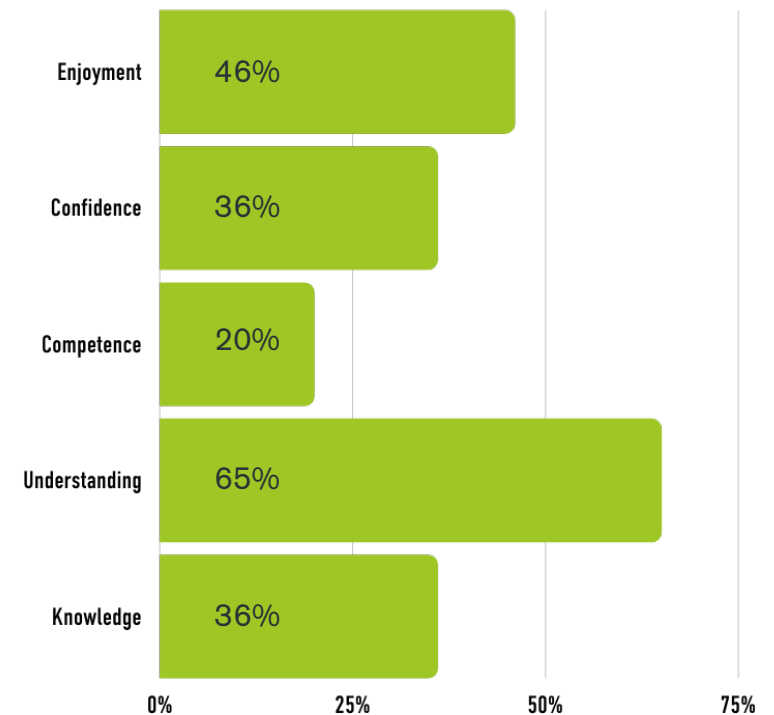
‘I feel confident when I exercise and play sports’ Years 3-11

‘I find sport easy’ Years 1-2
‘I find exercise and sport easy’ Years 3-11

‘I understand why exercise and sports are good for me’ Years 3-11

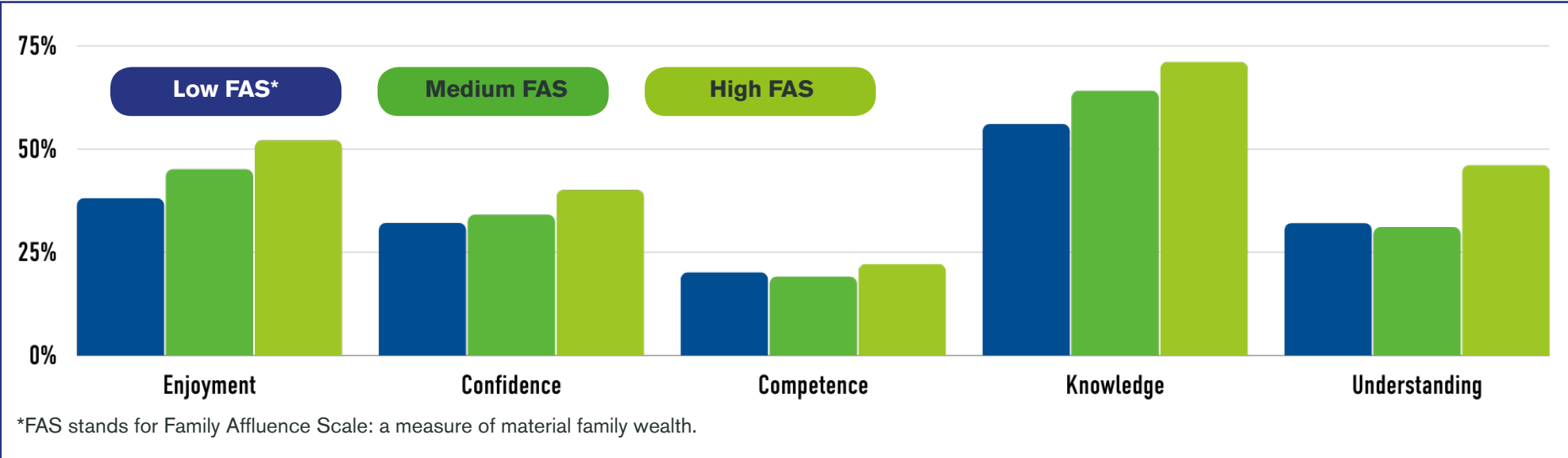
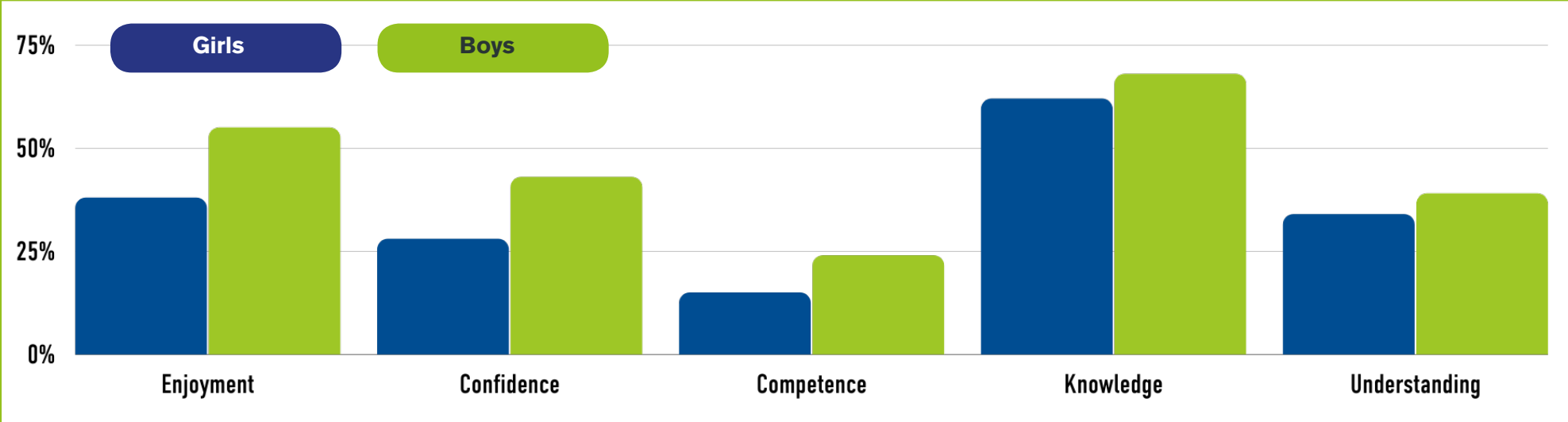
‘I know how to get involved and improve my skills in lots of different types of exercise and sports’ Years 7-11

% of young people who ‘strongly agree’:



If we take a closer look at physical literacy

There are significant differences in who 'strongly agrees':



*FAS stands for Family Affluence Scale: a measure of material family wealth.

Spotlight on inequalities



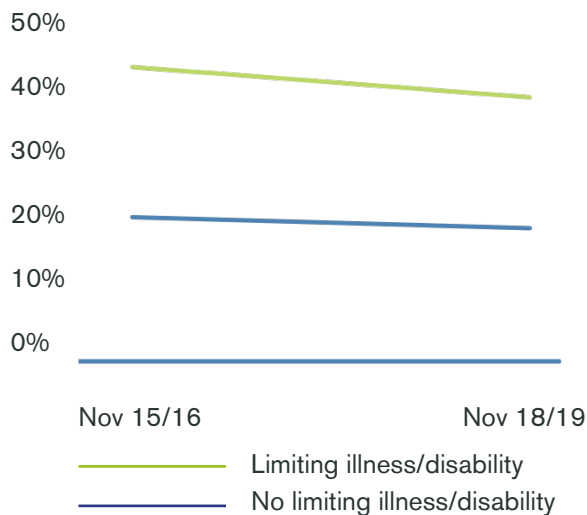
“I have a long-term health condition and people instantly don’t want me to hurt myself or make it worse. I worry about it when other people worry about it or I don’t think they can help me through it - I don’t have the confidence that they can support me.”

We Can Be Active online conversation participant



People living with long-term health conditions and/or disabilities

The trend for people with a long-term health condition and/or disability who were classed as inactive has reduced since 2015/2016. However, the 2019/2020 data has seen an increase in the inactive percentage from the previous year. Those with health conditions and disabilities are still nearly twice as likely to be inactive as those without. This has been compounded by the pandemic.

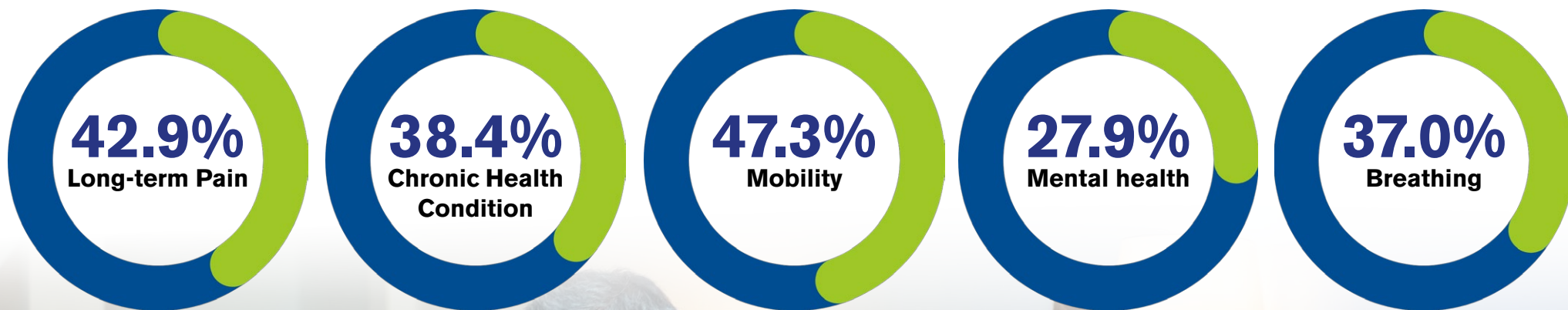


Source: Sport England Active Lives Adults



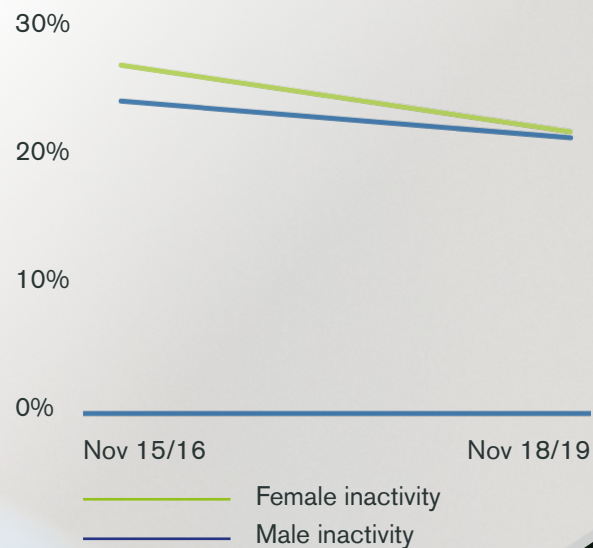
Types of health condition

Percentage of adults (age 16+) with health conditions doing less than 30 minutes of physical activity per week:



Women

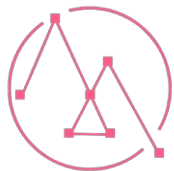
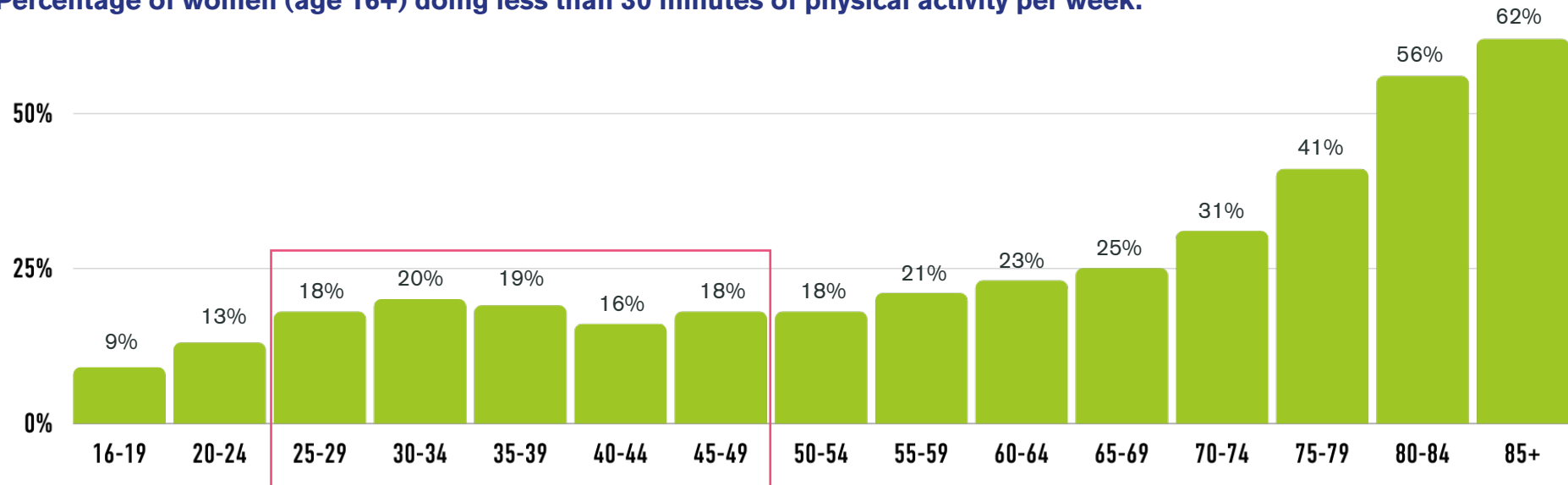
The trend for women doing less than 30 minutes of physical activity per week has reduced since 2015/2016. Female inactivity (green line) has reduced at a faster rate, so the stubborn gender gap in male and female activity levels was finally beginning to close. **However**, early indications suggest that the pandemic is having a longer-term impact on women's activity levels than it is on men's so it's likely this gap will widen again.



Source: Sport England Active Lives Adults

Women at different life stages

Percentage of women (age 16+) doing less than 30 minutes of physical activity per week:



Our activity levels change throughout our lives and are often impacted by major life events.

In Hampshire and the Isle of Wight, if we combine data from Nov 15/16 to Nov 18/19, the first peak in physical inactivity among women is within the 30-34-year-old age bracket. This age group registered the most births in 2019, according to the Office of National Statistics report. An increase in inactivity within this age group would be consistent with insight that suggests women struggle to prioritise time for themselves after childbirth.



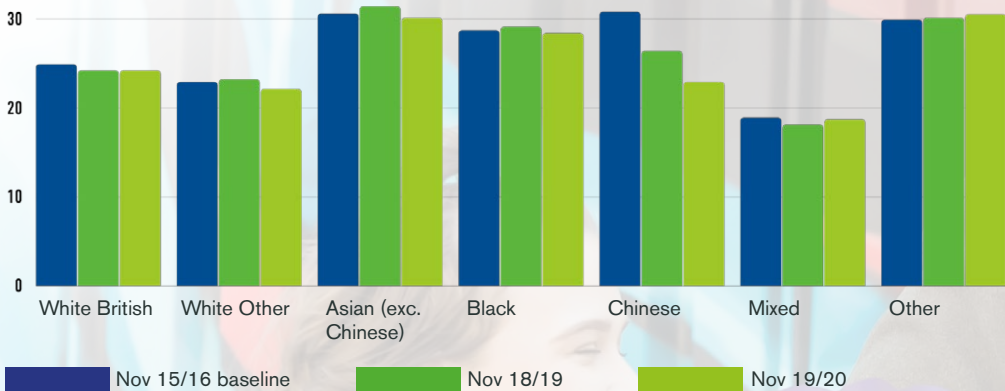
We become less active in later life. Research indicates that menopause can have a big impact.

In Hampshire and the Isle of Wight, if we combine data from Nov 15/16 to Nov 18/19, we can see a steady increase in inactivity among women from age 55 upwards. The average age for women to reach the menopause in the UK is 51 years, with natural menopause typically occurring between ages 45 and 55. [Research by Women in Sport](#) revealed that 30% of women reported being less active during menopause. Women also experience increased risk of osteoporosis and cardiovascular disease after menopause.

Black and South Asian

There is insufficient Active Lives Survey data available at a Hampshire and Isle of Wight level to explore physical activity levels by ethnicity. However, national data reveals that Black and South Asian adults and those within the 'Other' ethnic group are less likely to be active than those who are White or Mixed race.

Inactivity by ethnicity (England data Nov 15/16 to Nov 19/20):

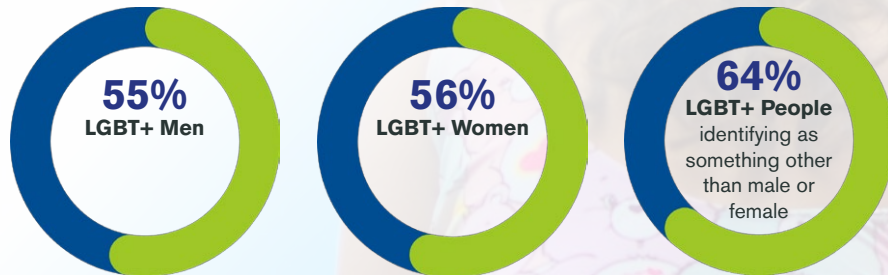


Source: Sport England Active Lives Adults

LGBT+

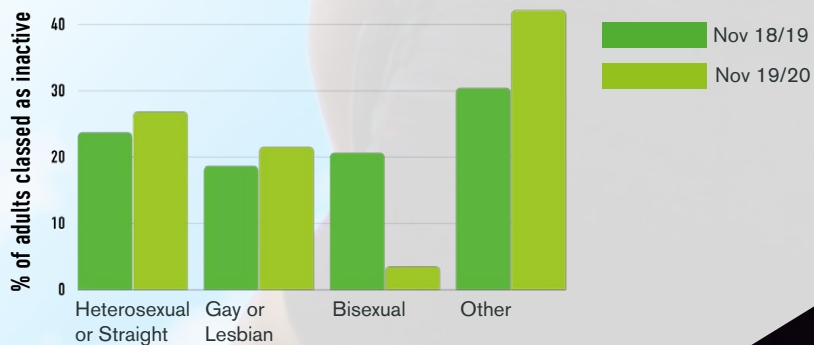
There is insufficient Active Lives Survey data to explore physical activity levels by sexuality at a Hampshire and Isle of Wight level. However, there is national evidence to suggest that LGBT+ People - particularly those who identify as something other than male or female - are less likely to be active enough to maintain good health compared to the general population.

Pride Sports 2016 research commissioned by Sport England shows:



were not active enough to maintain good health, compared to 33% of men and 45% of women in the general population.

Sexual Orientation was added to the Active Lives survey in 18/19:



Source: Sport England Active Lives Adults

Additional Resources

[Energise Me, Hampshire and Isle of Wight insight](#)

[Sport England, Know Your Audience - National data and insight](#)

[Women in Sport, Research, Advice, and Publications about women](#)

[Activity Alliance, National reseach on disabled people in sport and recreation](#)

If you would like to chat about the data and insight in this pack, please get in touch with Sophie Burton, Strategic Lead - Insight and Workforce, Energise Me: [**sophie.burton@energiseme.org**](mailto:sophie.burton@energiseme.org)

We Can Be Active

However we choose!

Coordinated by



UPSIDE DOWN

