



Physical activity  
behaviour insight  
pack  
April 2019

World Health Organisation

Global action plan on physical activity 2018–2030: more active people for a healthier world

## WHOLE OF GOVERNMENT SOLUTIONS FOR PHYSICAL INACTIVITY

This global action plan provides a "systems-based" roadmap for all countries to enable national and subnational action to increase physical activity and reduce sedentary behaviour.

*Increasing physical activity requires a systems-based approach – there is no single policy solution*

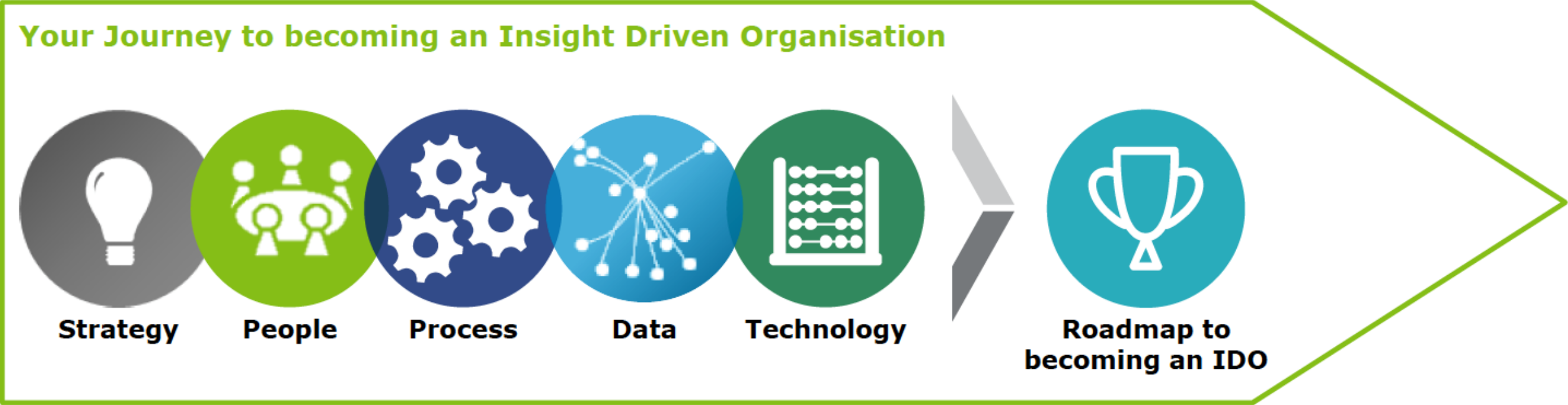
### WHAT IS A 'SYSTEMS-BASED' APPROACH?

A systems-based approach recognizes the interconnectedness and adaptive interaction of multiple influences on physical activity. It shows the numerous opportunities for policy action by different stakeholders to reverse current trends in inactivity and how they interact on multiple levels.

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.



# What is an Insight Driven Organisation (IDO)? Deloitte's view...



**Asking the right questions**

**Doing the right analysis**

**Taking the right actions**

*Source: Building an Insight Driven Organisation, Deloitte 2017*

# Understanding people and places to change physical activity behaviour

3. Using available evidence to help understand how to impact upon the physical activity behaviour of the groups

4. Building a deep understanding of the groups in their place

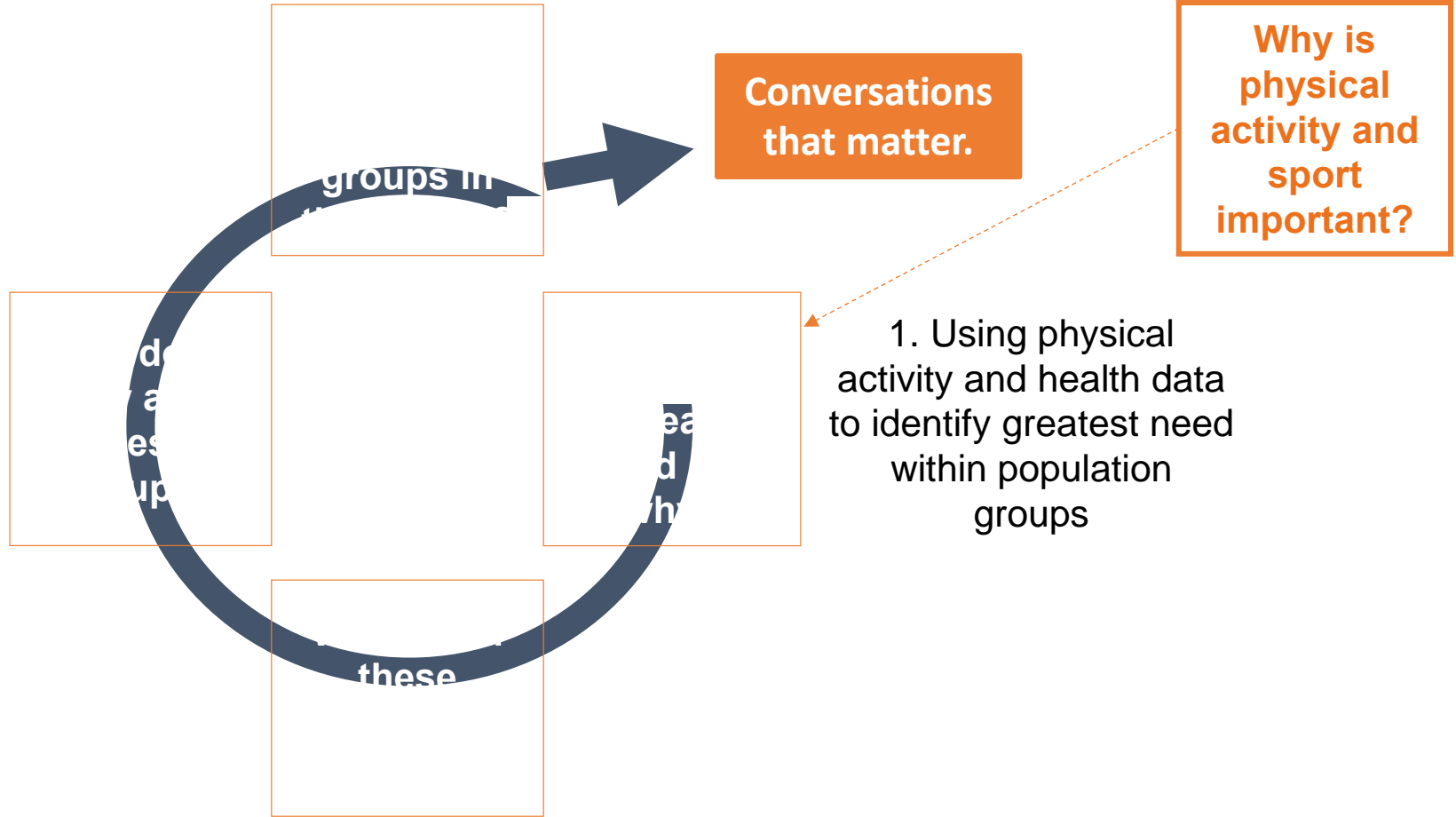
Conversations that matter.

Pre Question

Why is physical activity and sport important?

1. Using physical activity and health data to identify greatest need within population groups

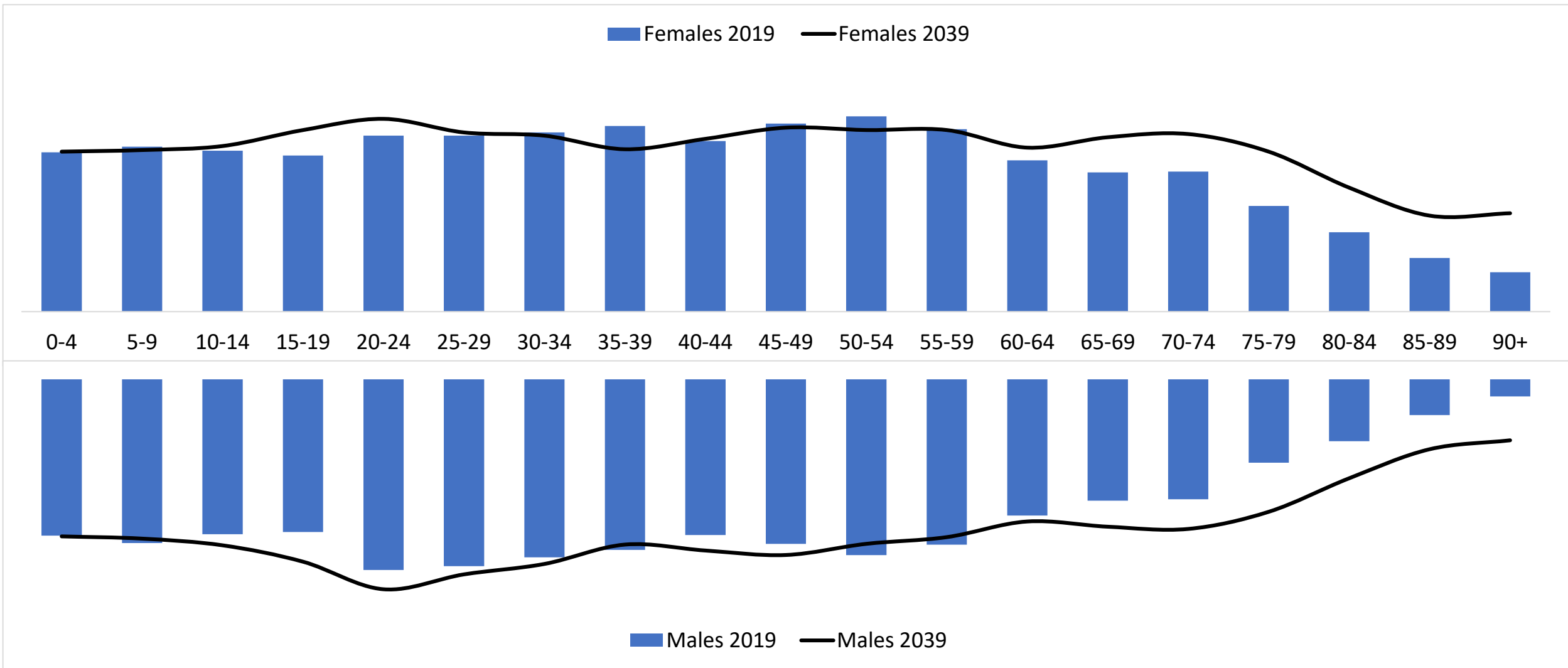
2. Identifying where these groups can be found in greater numbers



# Population Breakdown

POPULATION DEMOGRAPHICS	England	Active Oxfordshire
Male	49.2%	49.4%
Female	50.8%	50.6%
Not limited	82.4%	86.3%
Limited a lot/a little	17.6%	13.7%
0-15 years	18.9%	18.7%
16-34 years	25.4%	26.4%
35-54 years	27.8%	27.7%
55-74 years	20.2%	19.6%
75+ years	7.7%	7.5%
NS SEC 1-2	31.3%	38.1%
NS SEC 3-5	29.1%	27.1%
NS SEC 6-8	30.6%	23.6%
Unclassified	9.0%	11.2%
White British	85.4%	90.9%
BME	14.6%	9.1%

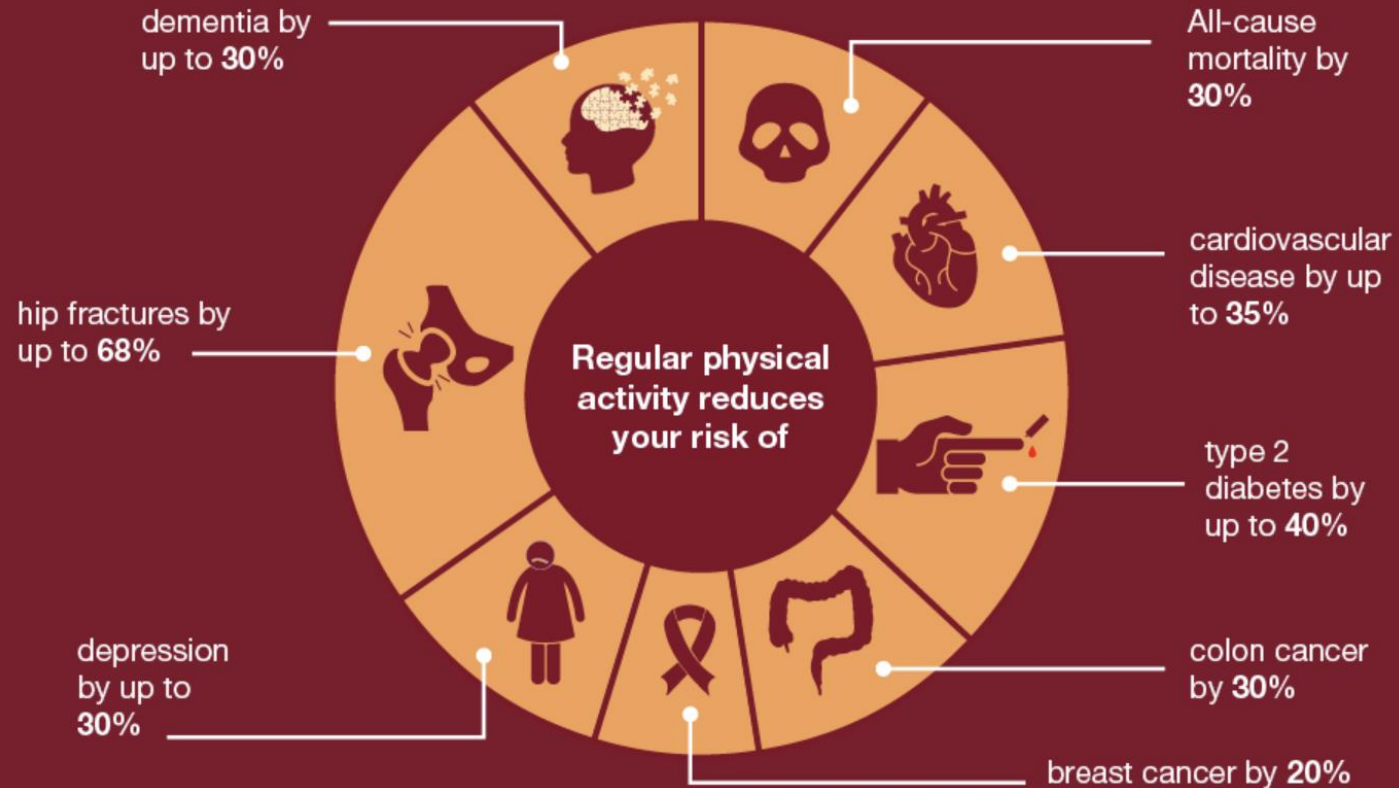
# Estimated population growth



Source: ONS 2014, subnational projections

# Health benefits of physical activity

## What are the health benefits of physical activity?

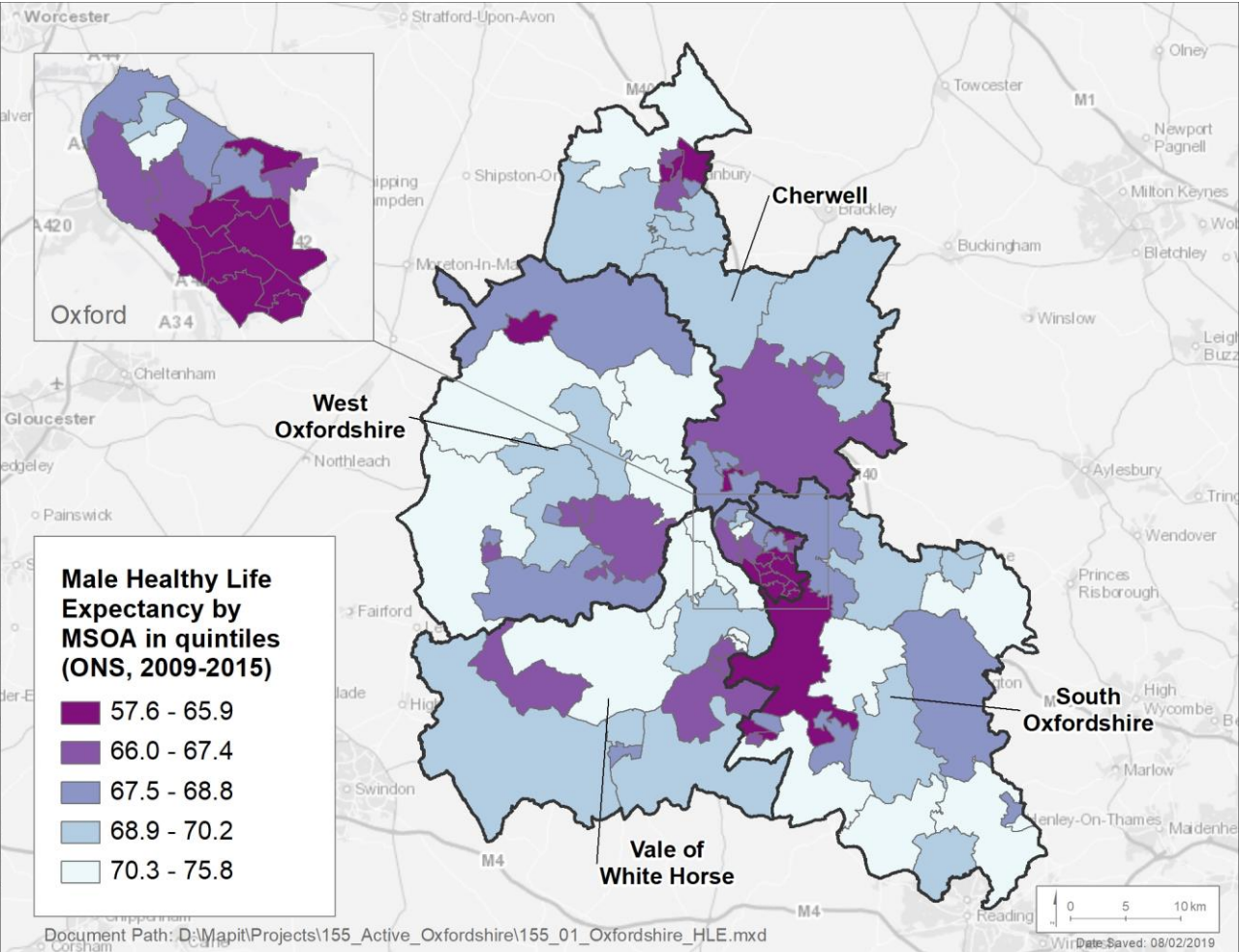
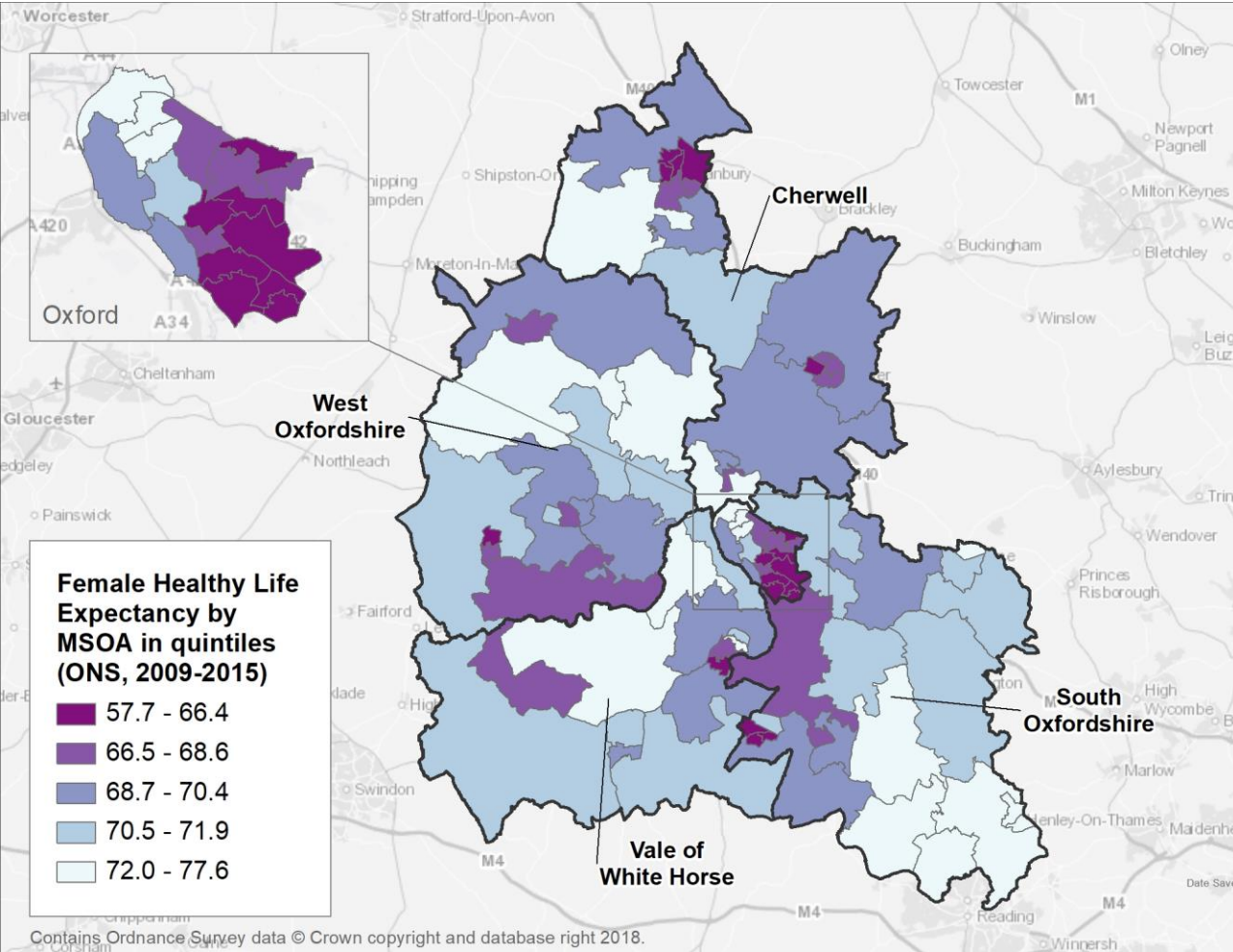




# Healthy life expectancy by MSOA

## Female

## Male



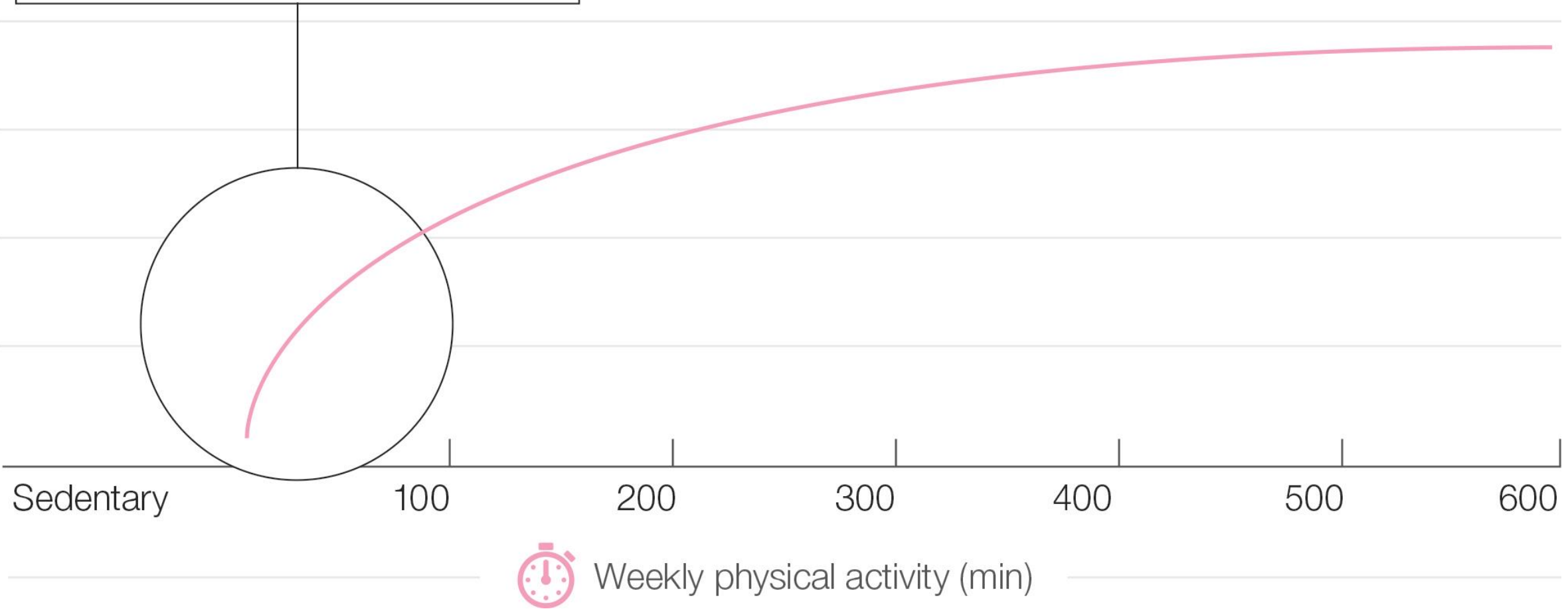


# Health benefits of physical activity

**AREA OF HIGHEST IMPACT**



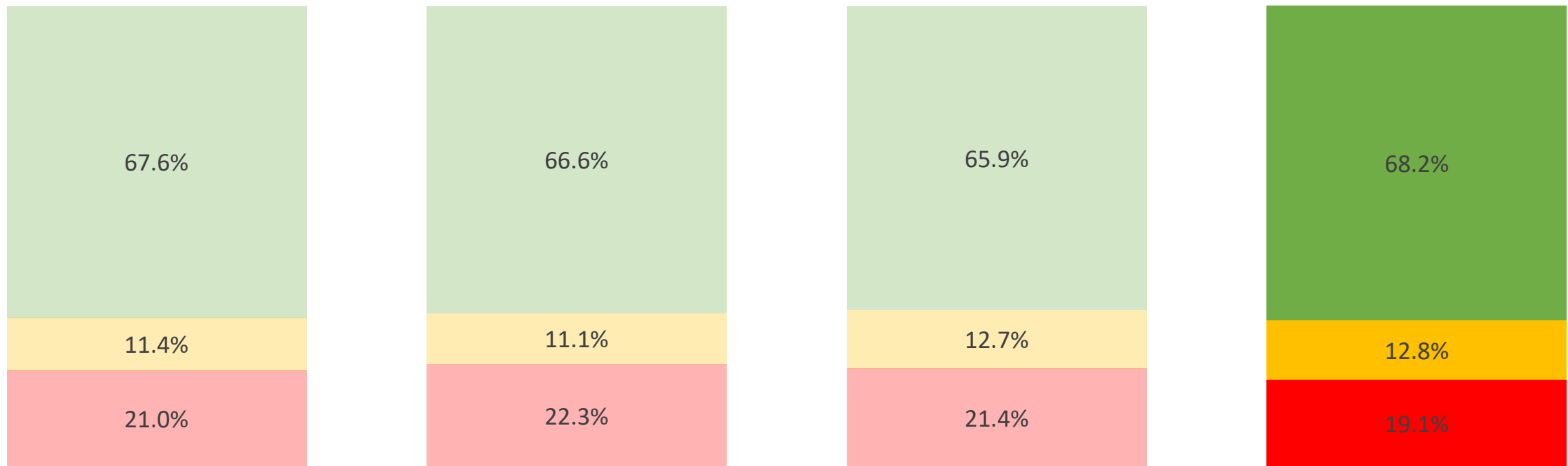
Health benefits



Source: *The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation*

# Physical activity behaviour over time

## Whole population (16+)



Nov 15/16

May 16/17

Nov 16/17

May 17/18

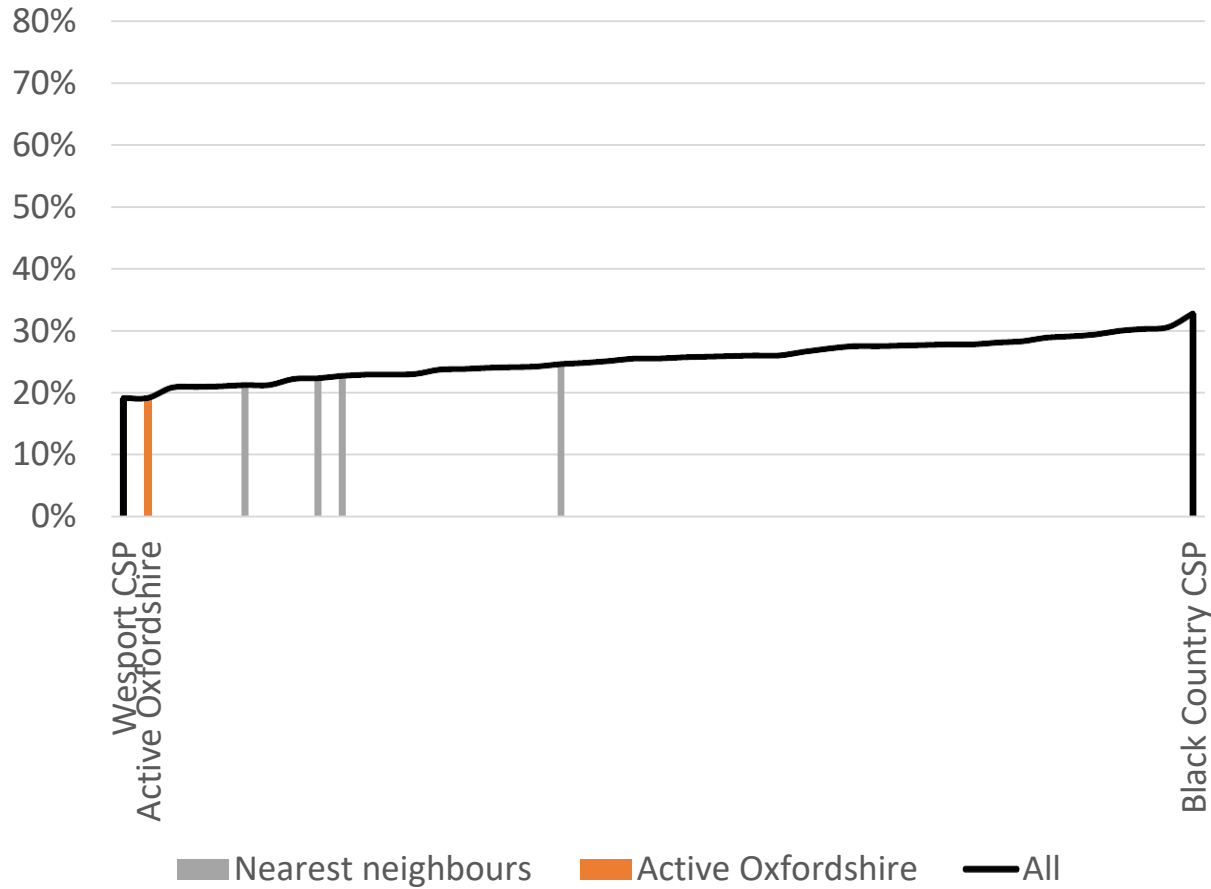
Active Oxfordshire

■ Inactive ■ Fairly Active ■ Active

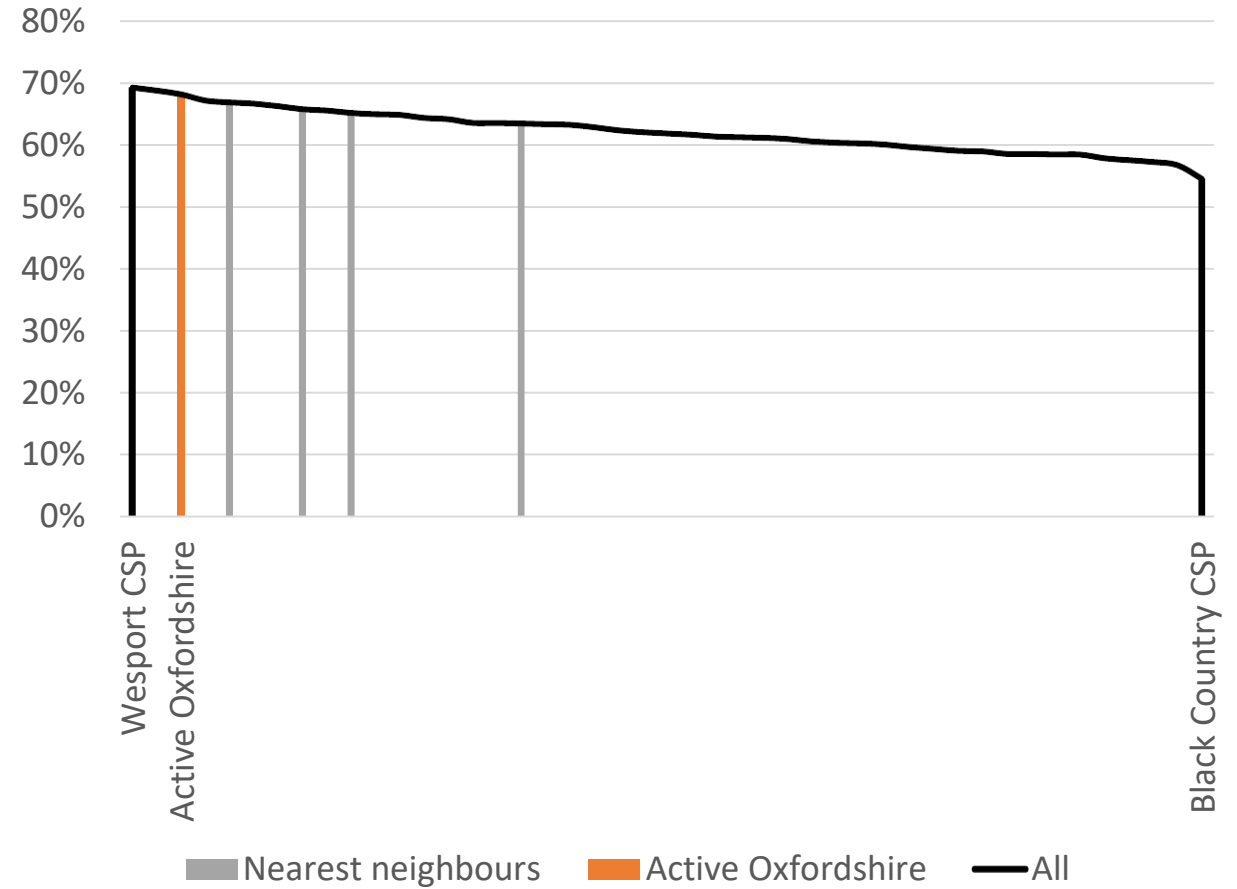
Source: Sport England, Active Lives, Nov 15 to May 18, age 16+, excluding gardening

# Physical activity behaviour compared to peers

## Inactive - Whole population



## Active - Whole population

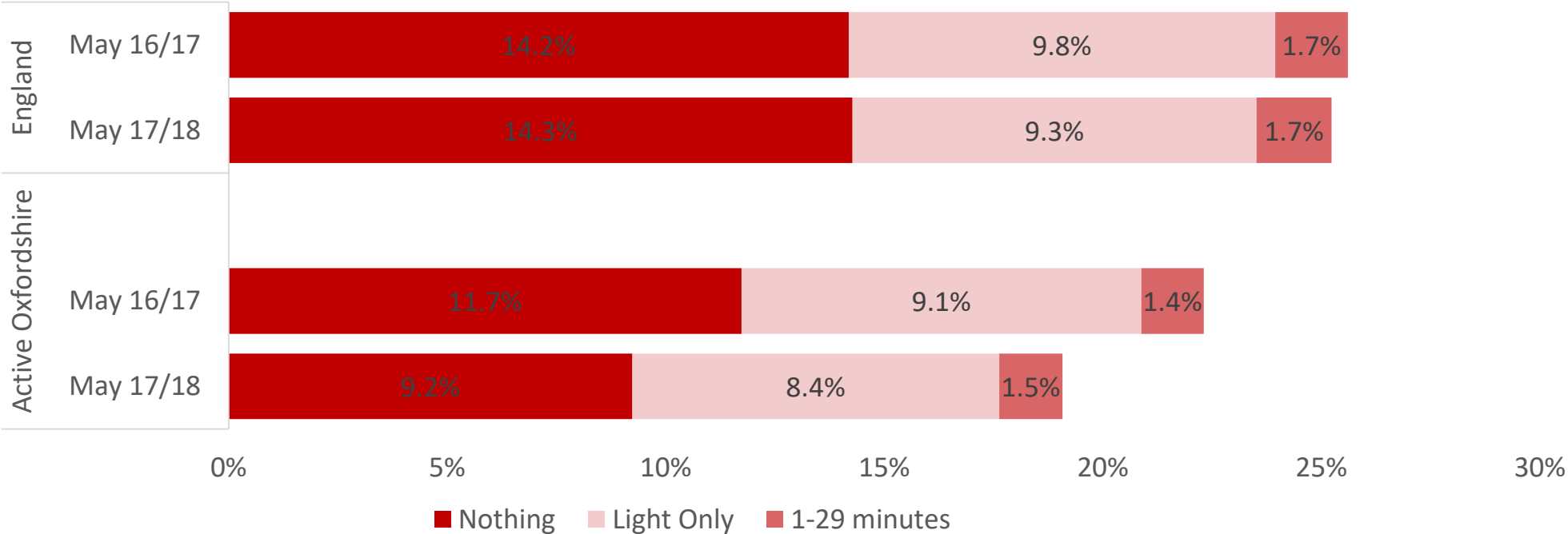


Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening

# 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, May 16 to May 18, age 16+, excluding gardening

# Whole population (16+) physical activity behaviour summary

## Inactive

- 19.1% (May 17/18) of the population are inactive which is lower (**better**) than England (25.2%)
- Decreased (**improved**) compared to May 16/17 proportion (22.3%)
- Ranked **1st** amongst 5 nearest neighbours
- Historical trend (APS data) slightly downwards (**improving**) at a **similar** rate to England
- A **smaller** percentage in the 'Nothing' and 'Light only' inactive groups and similar in the '1-29 minutes' group compared to England
- Based on Nov 15/16 data gardening reduces (**improves**) levels of inactivity by 4.8 percentage points (pp) compared to 3.6pp for England

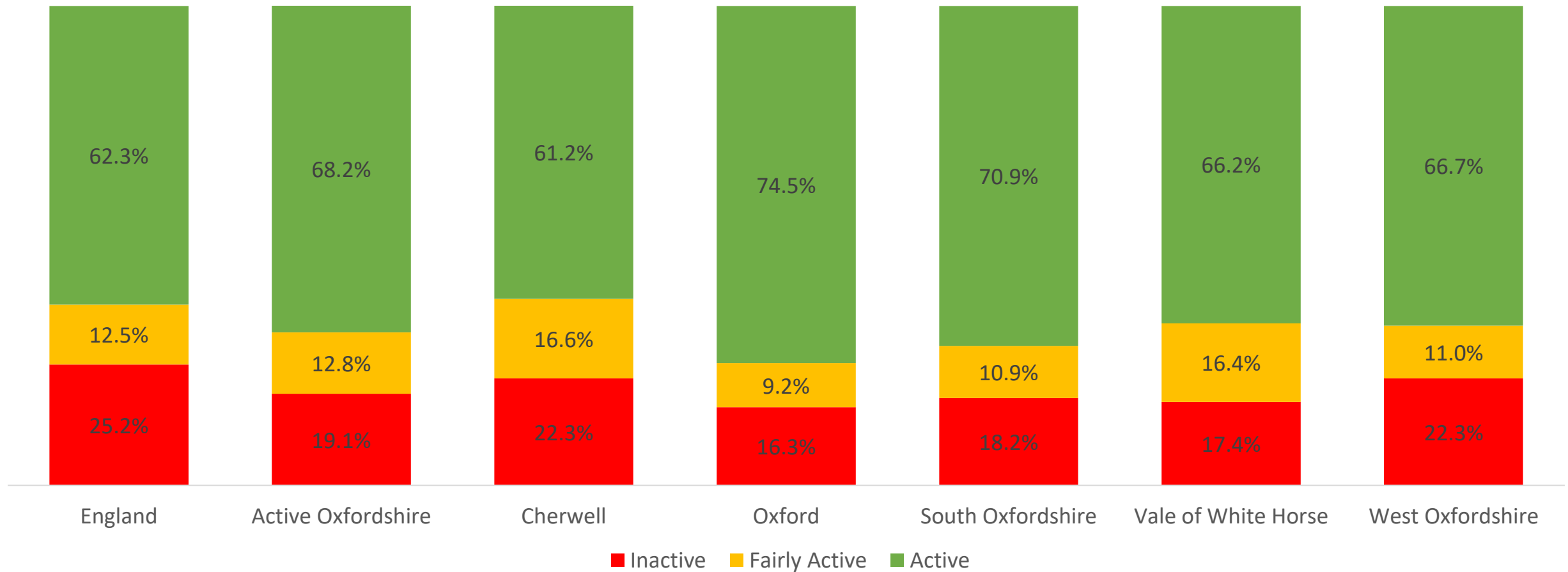
## Active

- 68.2% (May 17/18) of the population are active which is higher (**better**) than England (62.3%)
- Increased (**improved**) compared to May 16/17 proportion (66.6%)
- Ranked **1st** amongst 5 nearest neighbours
- Historical trend (APS data) slightly upwards (**improving**) and at a **similar** rate to England



# Physical activity behaviour by locality

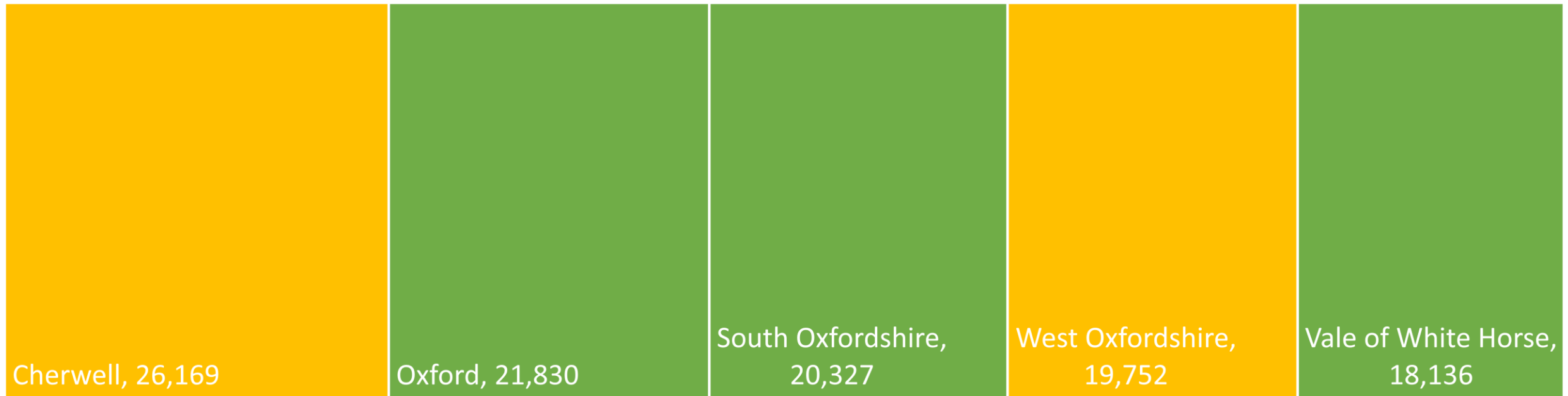
## Age 16+ excluding gardening



Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening

# Scale of inactivity challenge by locality

## Inactive Population



Better than CSP, Active Lives getting better

Worse than CSP, Active Lives getting better

Better than CSP, Active Lives getting worse

Worse than CSP, Active Lives getting worse

Source: Sport England, Active Lives, Nov May 16 to May 18, age 16+, excluding gardening, ONS 2016 Population Projections

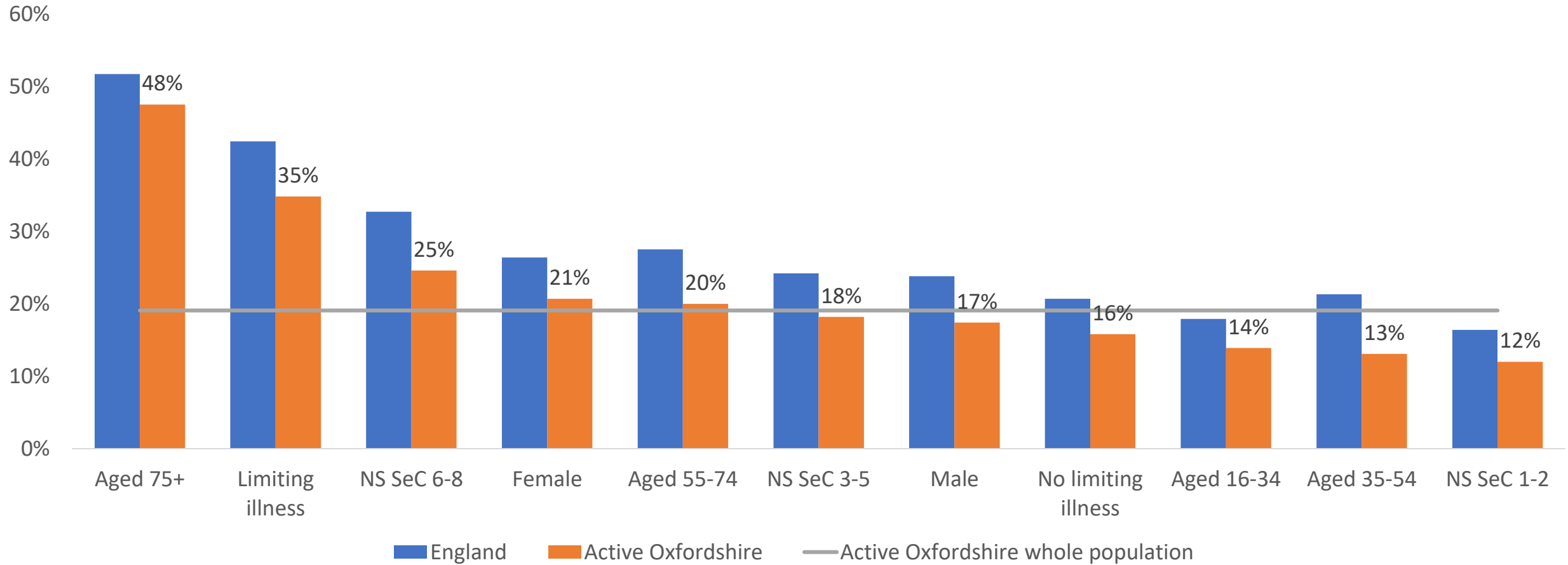
Note: Figures are estimates calculated using Active Lives inactive proportions and population projections

# Localities Summary

- Only Cherwell **active** proportion (61.2%) is lower (**worse**) than England (62.3%)
- All localities have a lower (**better**) proportion of **inactive** than England (25.2%) with Oxford the lowest (**best**) at 16.3% May 17/18
- Despite improving from May 16/17 to May 17/18, Cherwell has a higher impact on the CSP **inactivity** proportions due to **higher** population numbers and a **higher** rate of inactivity
- All localities have lower (**better**) **inactive** proportion than in May 16/17 which has resulted on the overall CSP improvement
- There are not significant clusters of MSOA's where inactivity rates are likely to be higher. Instead there are small pockets spread across the whole CSP area

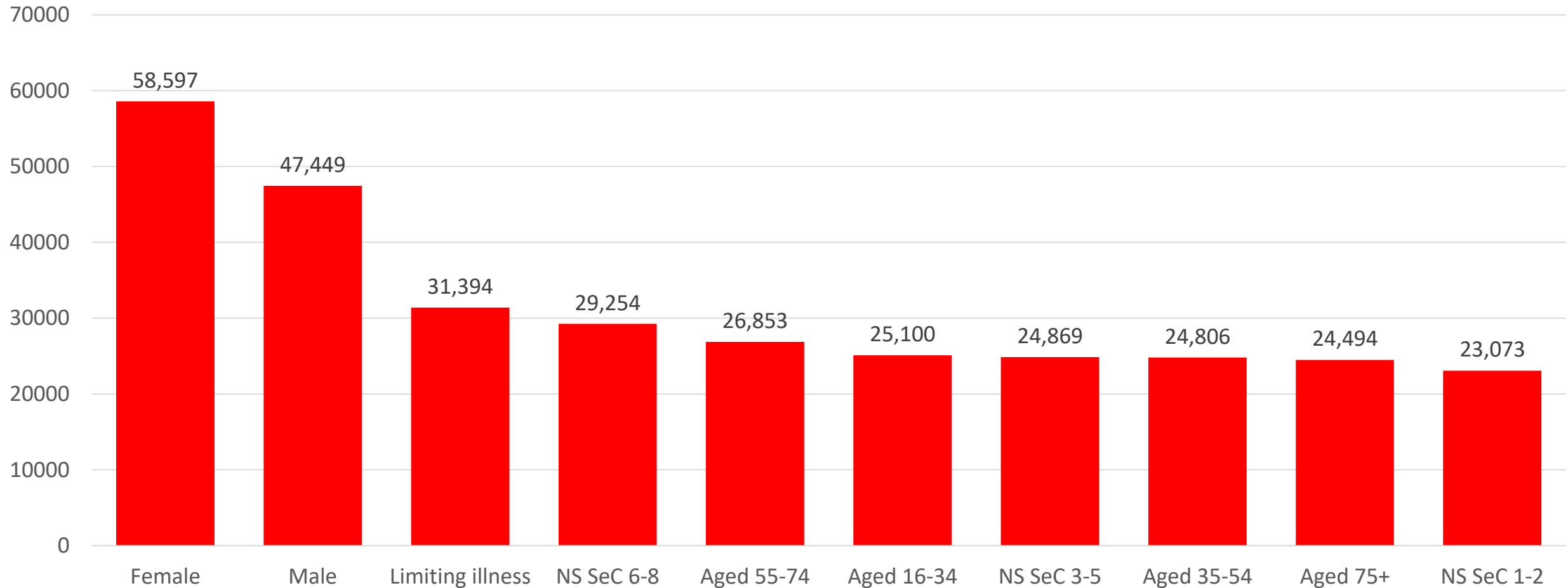
# Percentage of inactivity by demographic groups

## Proportion of people classed as inactive



Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening

# Number of inactive people by demographic groups

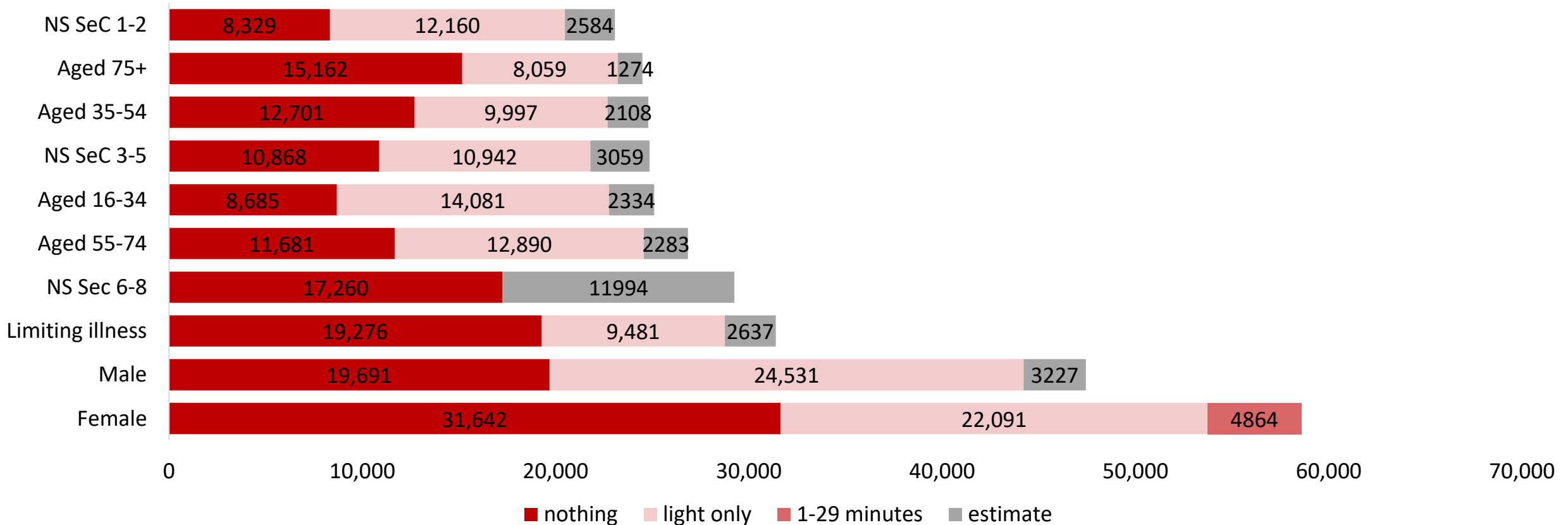


Source: Sport England, Active Lives, May 17 to May 18, 16+, excluding gardening, ONS 2016 Population Projections, Census 2011



# Breakdown of inactivity by demographic group - Numbers

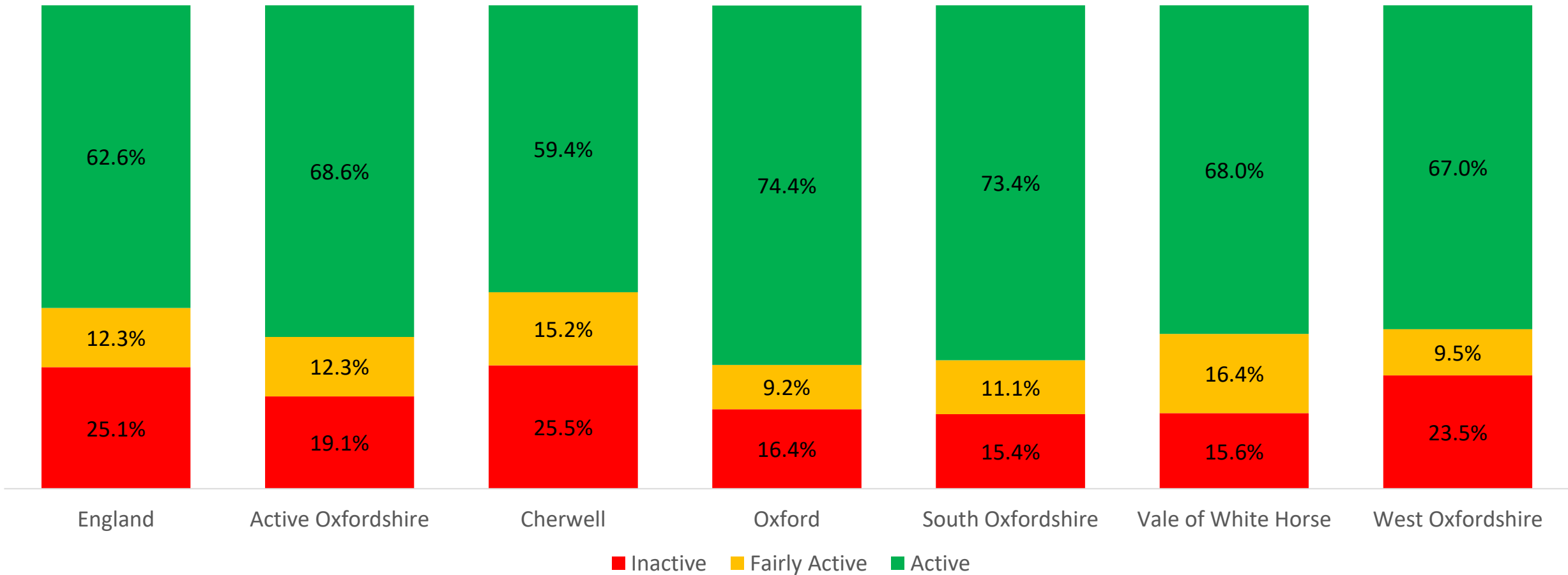
## Estimated inactive population



Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening, ONS 2016 Population Projections, Census 2011

# Sport and physical activity levels by local authority

Nov 2017-2018



Source: Sport England, Active Lives, Nov 17 to Nov 18, age 16+, excluding gardening

# Sport and physical activity levels both at and outside of school

## November 2017 - 2018

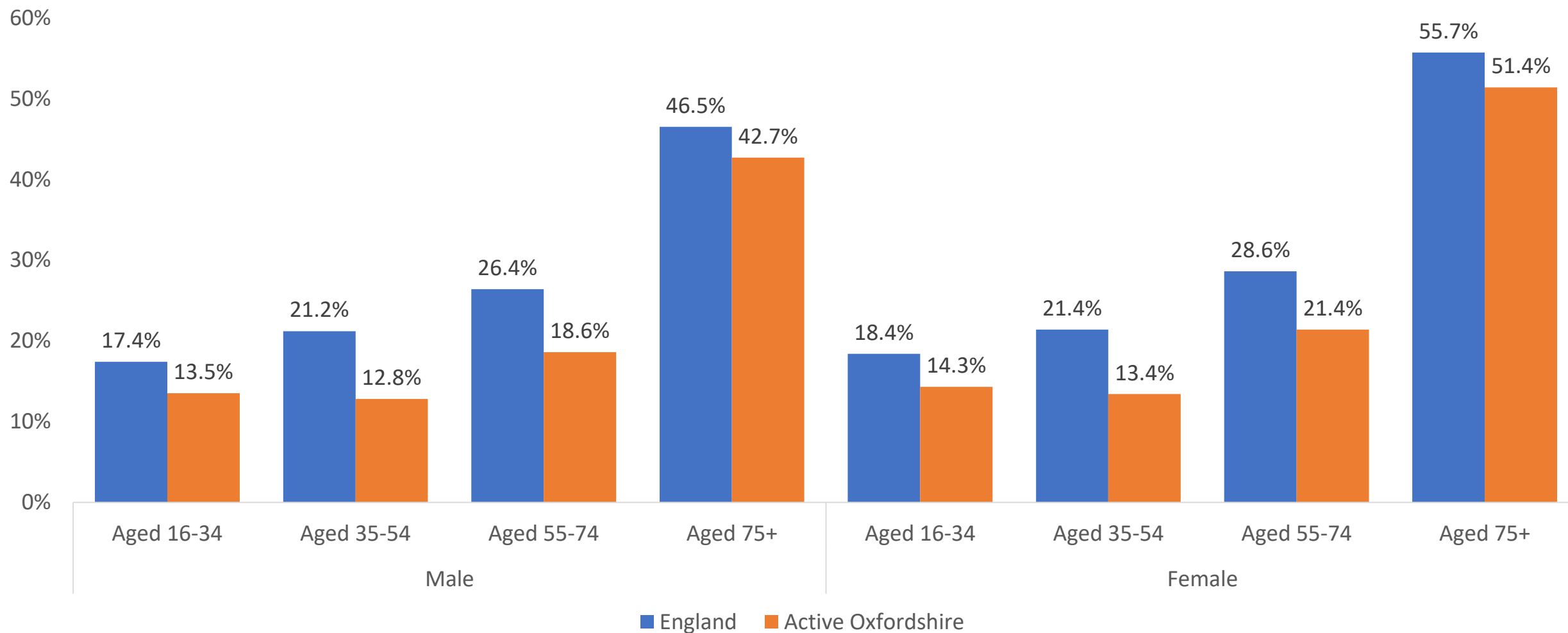
	Inactive	Fairly Active	Active
England	25.1%	12.3%	62.6%
Active Oxfordshire	19.1%	12.3%	68.6%
Cherwell	25.5%	15.2%	59.4%
Oxford	16.4%	9.2%	74.4%
South Oxfordshire	15.4%	11.1%	73.4%
Vale of White Horse	15.6%	16.4%	68.0%
West Oxfordshire	23.5%	9.5%	67.0%

## Change in the last 12 months

Inactive	Active
Significant decrease	Significant increase
No change	No change
No change	No change
No change	No change
Significant decrease	Significant increase
No change	No change
No change	No change

Source: Sport England, Active Lives, Nov 17 to Nov 18, age 16+, excluding gardening

# Inactive behaviour: age by gender



Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening

# Gender Inequality Gaps: **Inactive**

KEY

Has the gap widened or narrowed between 16/17 and 17/18?

◀ Widening ▶      ▶ Narrowing ◀

\*Data unavailable

	Male	INEQUALITY GAP	Female
ENGLAND	23.8%	◀ 2.6% ▶	26.4%
ACTIVE OXFORDSHIRE	17.4%	◀ 3.3% ▶	20.7%
CHERWELL	20.7%	◀ 2.9% ▶	23.6%
OXFORD	14.0%	◀ 4.8% ▶	18.8%
SOUTH OXFORDSHIRE	17.2%	◀ 2.2% ▶	19.4%
VALE OF WHITE HORSE	15.7%	▶ 3.1% ◀	18.8%
WEST OXFORDSHIRE	21.6%	◀ 1.4% ▶	23.0%

SOURCE: Sport England, Active Lives, May 16–18



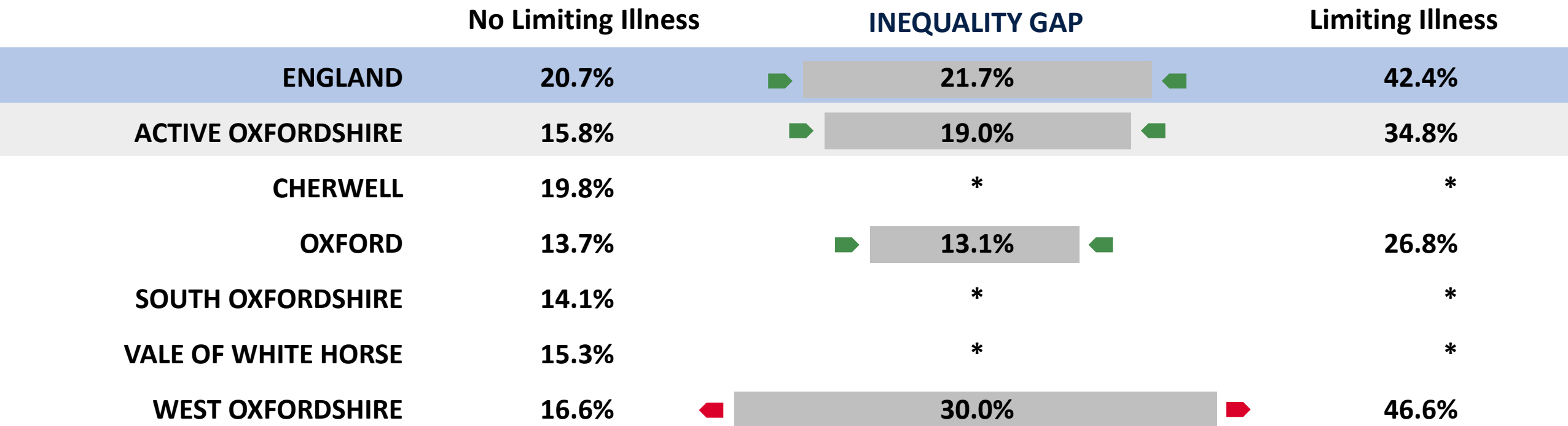
# Limiting Illness Inequality Gaps: Inactive

KEY

Has the gap widened or narrowed between 16/17 and 17/18?

◀ Widening ▶      ▶ Narrowing ◀

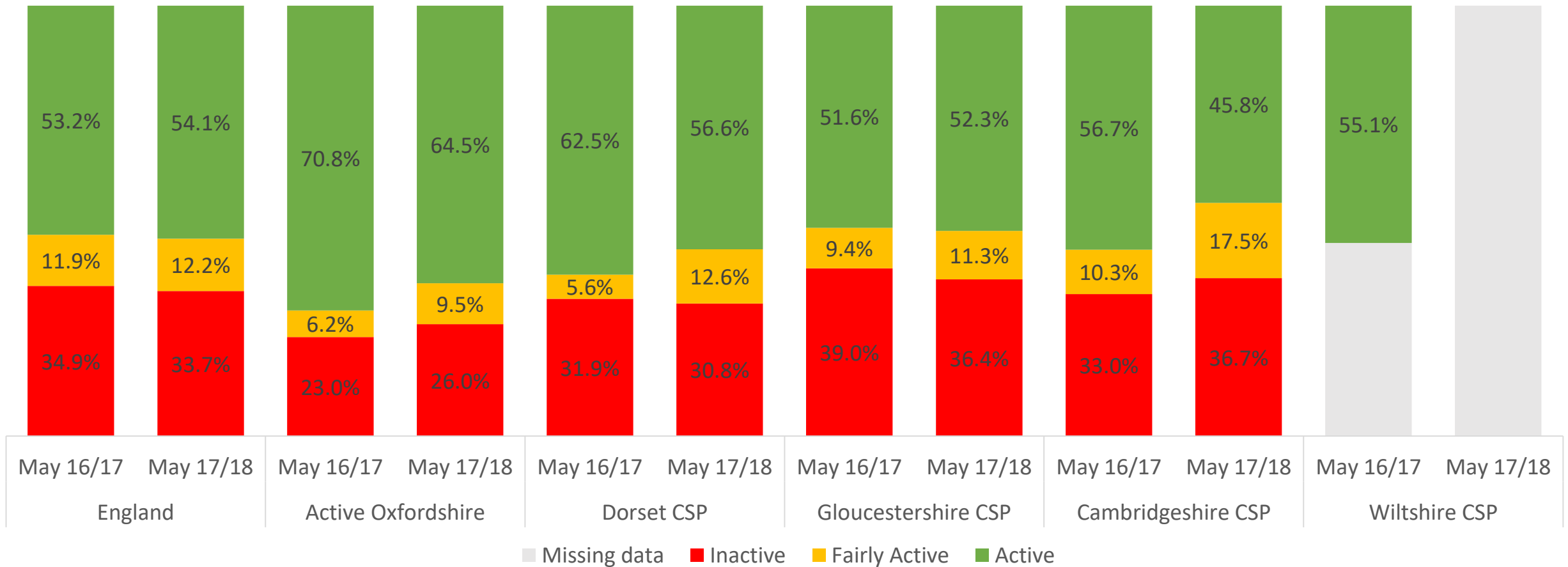
\*Data unavailable



SOURCE: Sport England, Active Lives, May 16–18

# Physical activity behaviour compared to nearest neighbours

## Mental Health



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

# Social Grade Inequality Gaps: Active

KEY

Has the gap widened or narrowed between 16/17 and 17/18?

◀ Widening ▶      ▶ Narrowing ◀

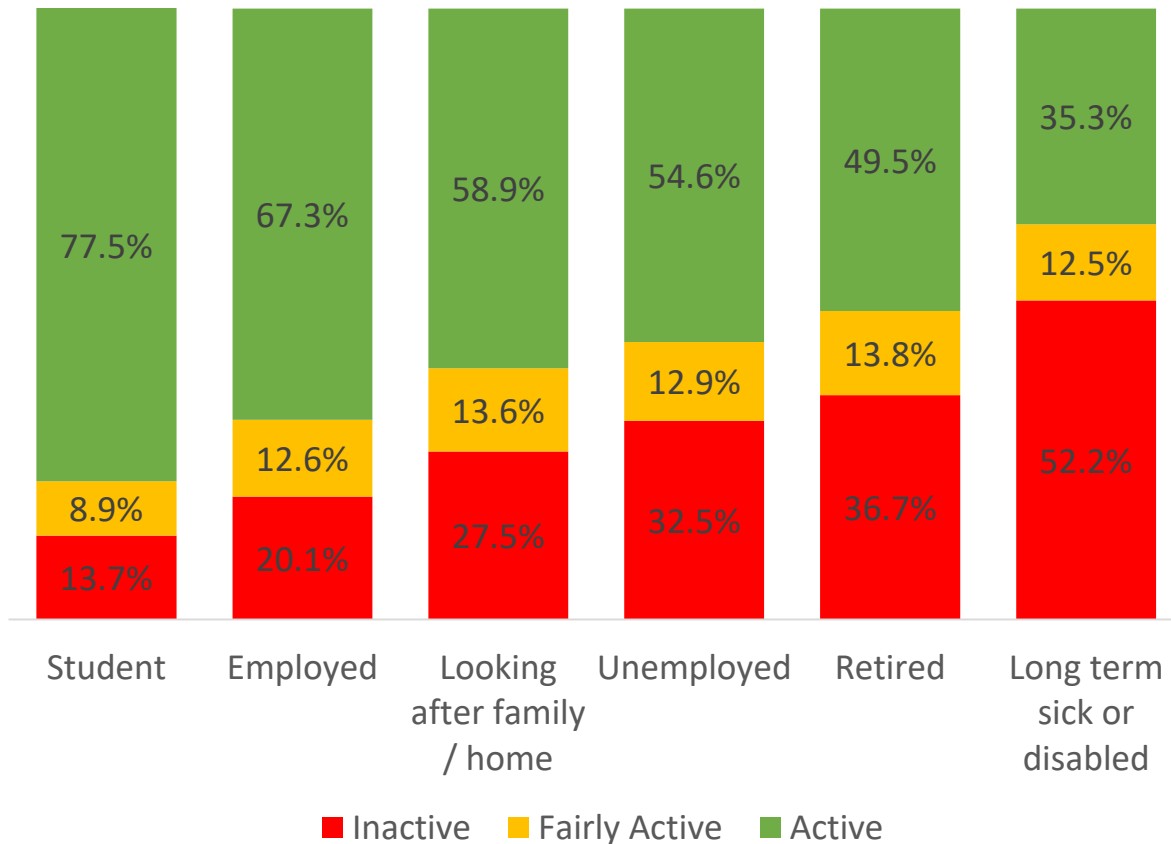
\*Data unavailable

	NS SeC 1–2	INEQUALITY GAP		NS SeC 6–8	
ENGLAND	71.4%	◀	17.2%	▶	54.2%
ACTIVE OXFORDSHIRE	74.7%	◀	11.1%	▶	63.6%
CHERWELL	70.2%		9.9%		60.3%
OXFORD	80.9%		*		*
SOUTH OXFORDSHIRE	73.4%		*		*
VALE OF WHITE HORSE	72.4%		*		*
WEST OXFORDSHIRE	75.8%		*		*

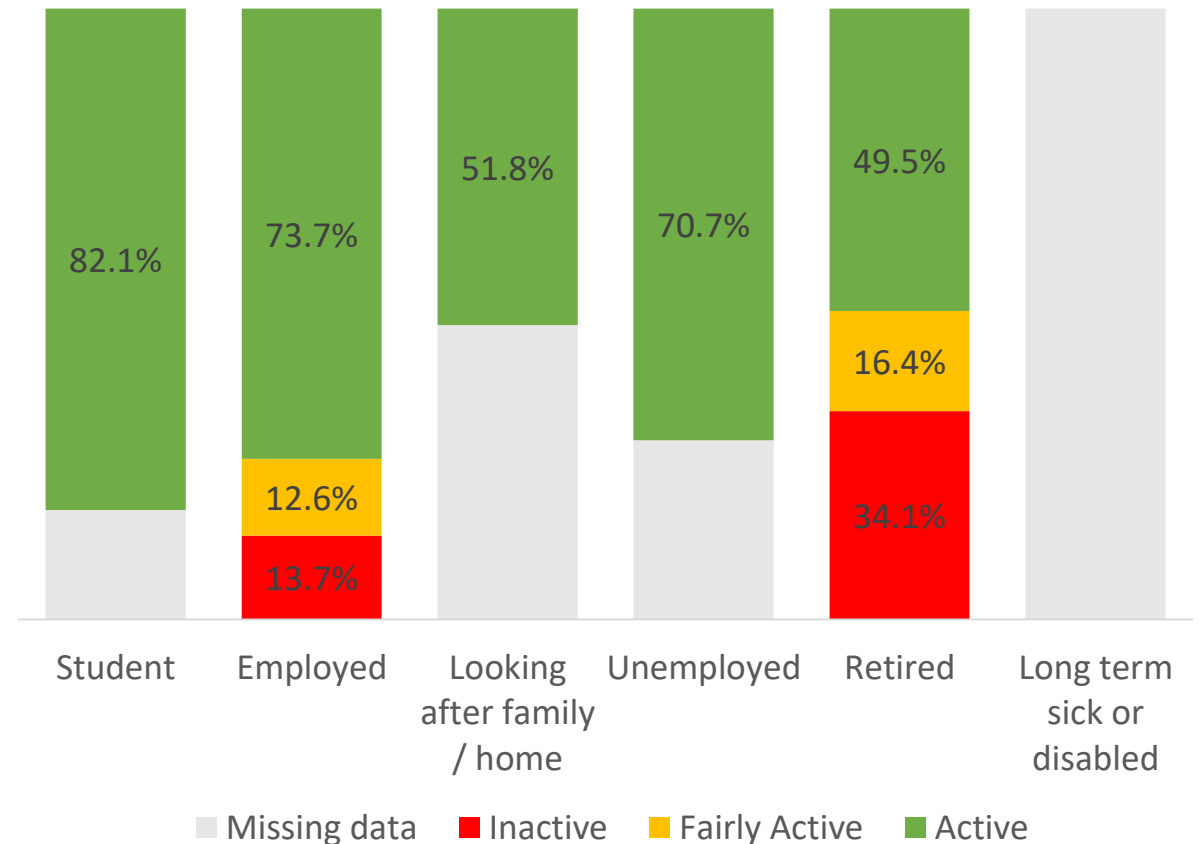
SOURCE: Sport England, Active Lives, May 16–18

# Physical activity behaviour by work status

## England

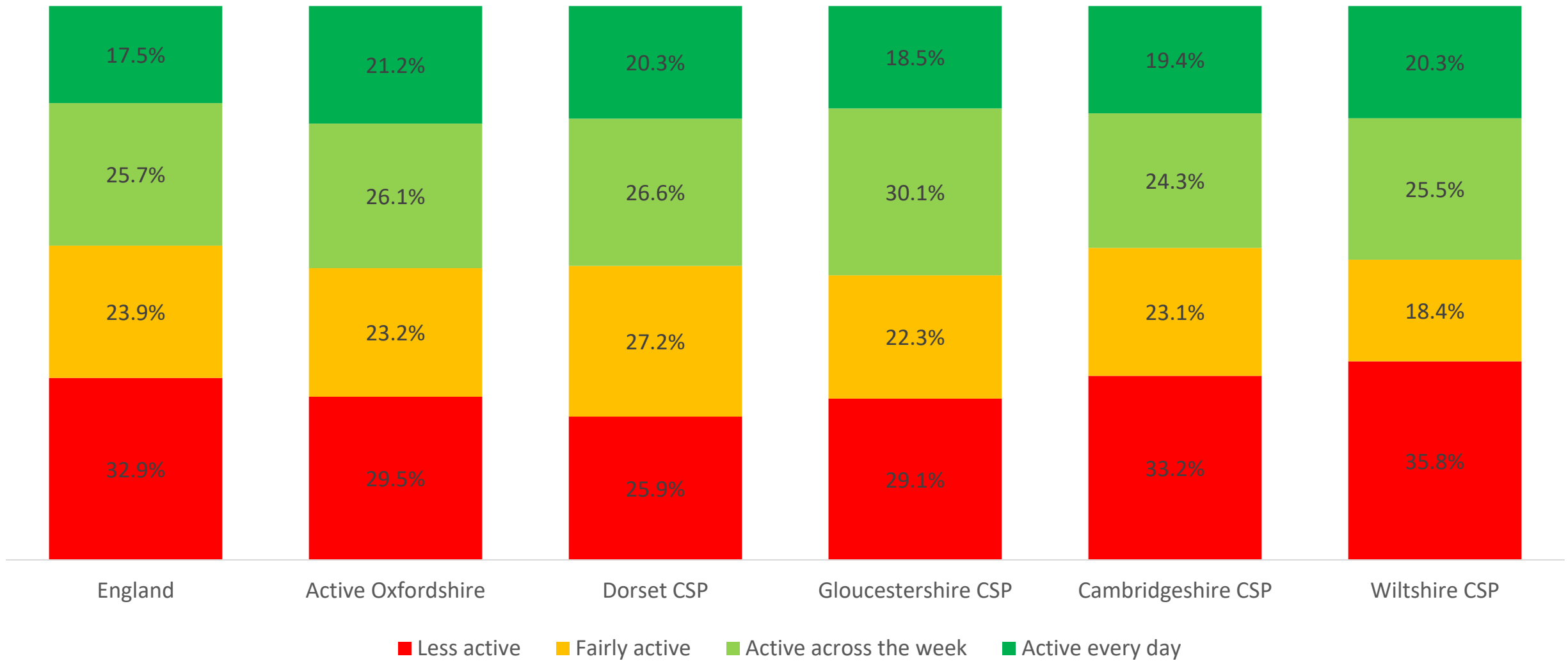


## Active Oxfordshire



Source: Sport England, Active Lives, May 17 to May 18, age 16+, excluding gardening

# Sport and physical activity years 1-11 compared to nearest neighbours



Source: Sport England Active Lives CYP Survey Sept 17-July 18

# Sports participation summary

## When compared to England and nearest neighbours, Active Oxfordshire:

- Running or jogging proportion (15.3%) is **higher** than England (12.1%) and **1st** amongst nearest neighbours. Historical APS data suggests an increasing trend at a faster rate than England
- Cycling for leisure or sport proportion (17.2%) is **higher** than England (13.7%) and **2nd** amongst nearest neighbours although APS trends suggest a steeper decline than England
- Swimming participation (10.3%) is slightly **higher** than England (10.0%) and **5th** amongst nearest neighbours. Historical APS trends though suggest a decline at a similar rate to England
- All walking proportion (63.5%) is **higher** than England (59.5%) and **2nd** of nearest neighbours
- Active travel proportion (44.0%) is **higher** than England (36.6%) and **1st** of nearest neighbours

## Additional historical trend data (APS) suggests:

- Participation in flexible location activities is **increasing** but at a slightly **slower** rate than England
- Participation in all other activities in Active Oxfordshire are **decreasing** at a **similar** (individual sports), slightly **faster** rate (indoor, outdoor and team sports) or **faster** rate (those participating in outdoor pitch based sports) than England

# Overall summary – possible groups in greater need...

- **Females** – whilst they compare well to England and nearest neighbours the inequality gap between males and females is larger than nationally and has increased compared to the previous year – **consider females in lower socio-economic groups and those with limiting illness or disability**
- **Those aged 16-34** - compare poorly to nearest neighbours for both inactive and active and have got worse compared to last year for both inactive and active proportions
- **CYP** – whilst Active Oxfordshire compares well to England and nearest neighbours the proportions achieving the recommended ‘Active Every Day’ are still very low
- **Cherwell** – has the largest population of any of the districts in Active Oxfordshire and therefore has greatest impact on the CSP, has a higher proportion of those in NS SeC groups 6-8 (who are often less active) and generally has higher inactivity rates across the demographic groups than the other districts