

Sport England Active Lives Survey Interpretation for Herefordshire & Worcestershire

May 2017 – May 2018

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Active Lives Survey

Active Lives is Sport England's new way of measuring sport and activity across England, replacing the Active People Survey. IPSOS-MORI carry out the survey on behalf of Sport England.

It continues to measure the number of people aged 16 and over who take part in sport and physical activity by demographic group, where people live and activity type. In addition the survey now accounts for a much broader range of activity, including dance, walking and cycling for travel.

New measures include:

- Overall engagement with Sport and Physical Activity
- Levels of inactivity
- Spectating
- Volunteering in sport and physical activity

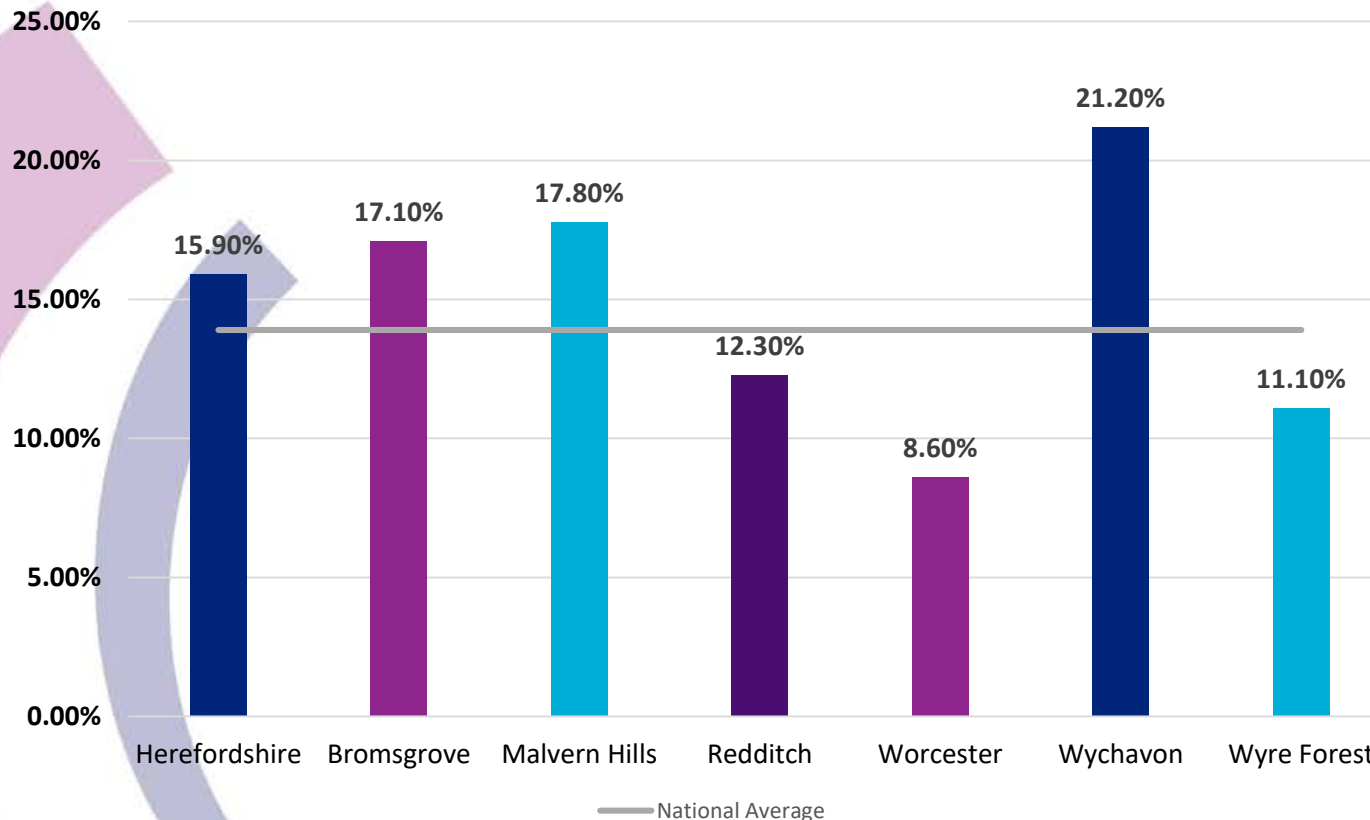
Important information about the data

- The estimates include the activities of walking, cycling, dance, fitness and sporting activities, but exclude gardening which is outside of Sport England's remit. Public Health England publish physical activity data for adults aged 19+ that includes gardening
- Depending on the number of minutes of moderate intensity equivalent (MIE) physical activity, people are described as being:
 - Inactive – Doing less than 30 minutes a week
 - Fairly Active - Doing 30-149 minutes a week
 - Active – Doing at least 150 minutes a week

Volunteering to support sport & physical activity

Volunteering rates

Data is based on volunteering twice a year.



With the exception of Redditch, Worcester and Wyre Forest, all other districts are above the national average (13.9%).

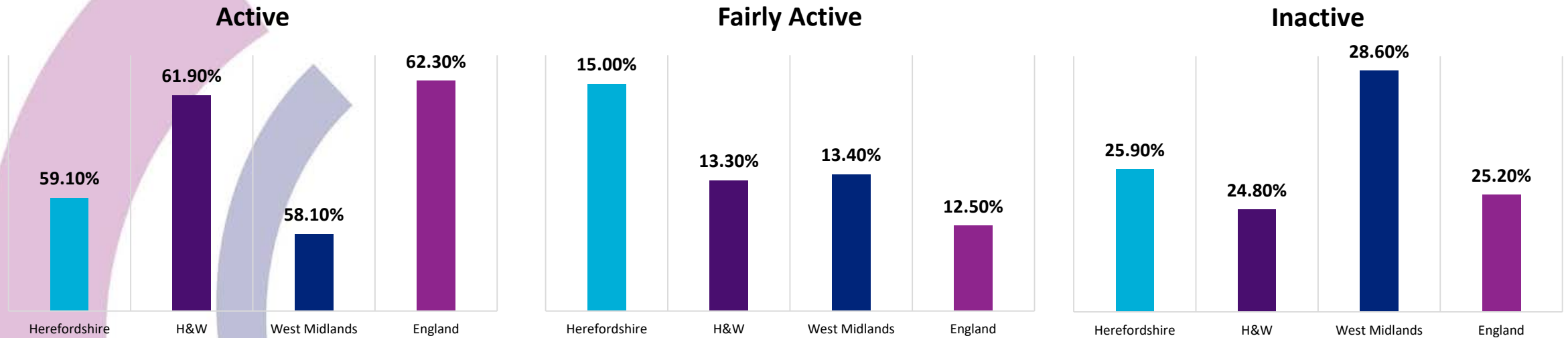
When comparing with last years Active Lives Survey, there have been significant drops in volunteering in the Wyre Forest (-11.5%) and Worcester (-9.2%).

CSP area data

	Active	Fairly Active	Inactive
England	62.3%	12.5%	25.2%
West Midlands	58.1%	13.4%	28.6%
Herefordshire & Worcestershire	61.9%	13.3%	24.8%

Within H&W 159,400 people are inactive, a 2.5% decrease from last year. The percentage sits below both the national and regional average. However, H&W sits below the national average for active populations.

Herefordshire



Creating a more active and healthier two counties



Bromsgrove

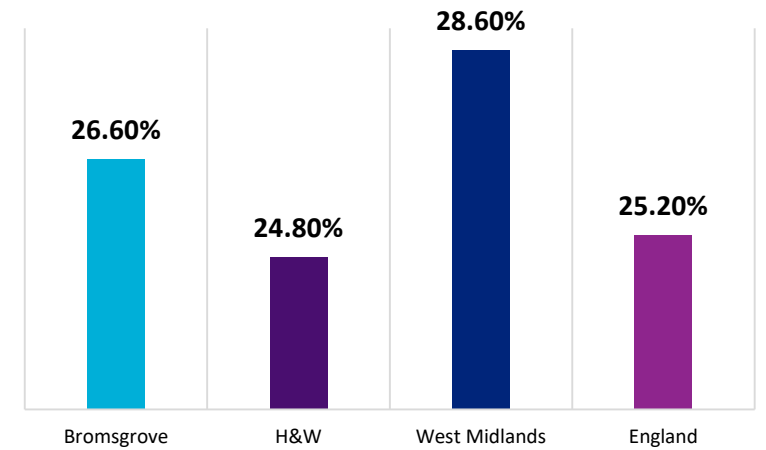
Active



Fairly Active

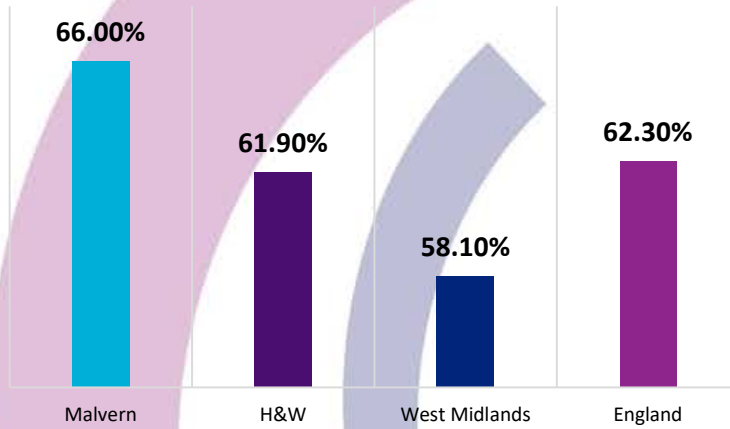


Inactive



Malvern Hills

Active



Fairly Active

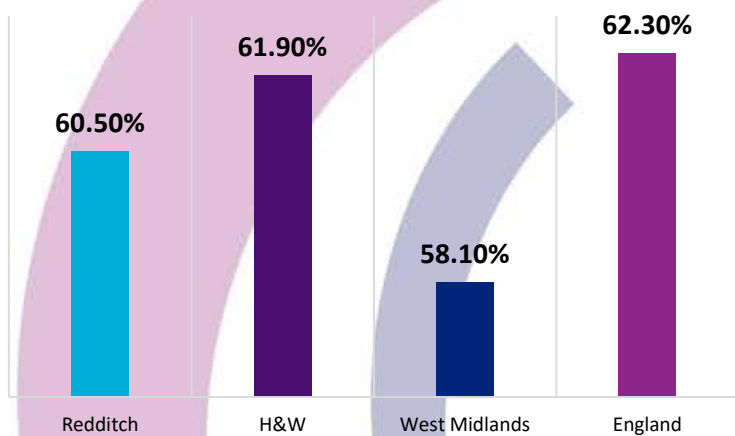


Inactive



Redditch

Active



Fairly Active

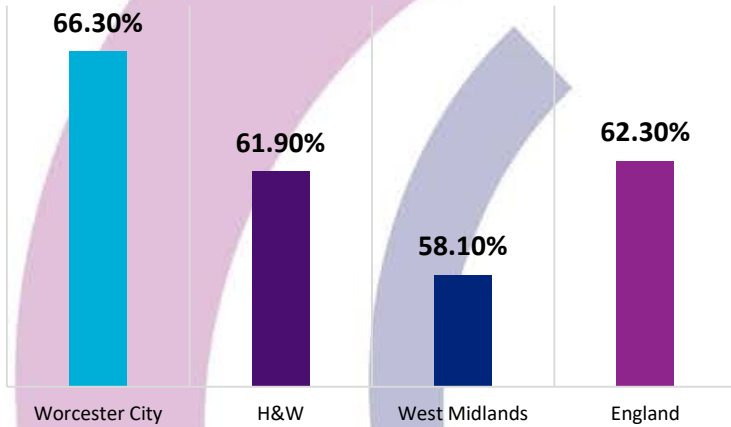


Inactive



Worcester City

Active



Fairly Active



Inactive

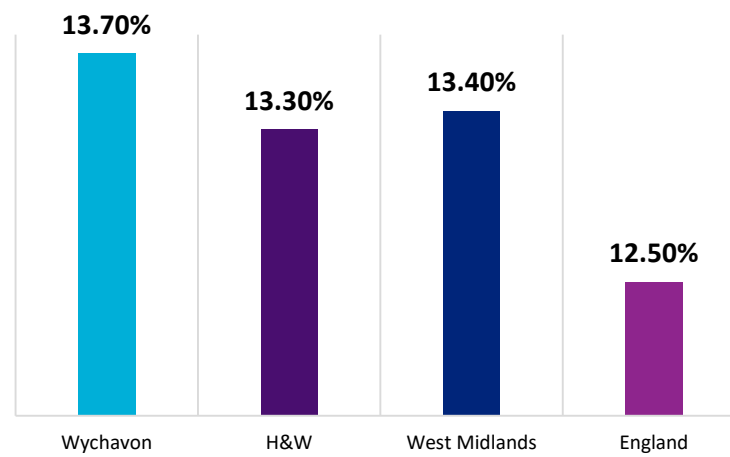


Wychavon

Active



Fairly Active

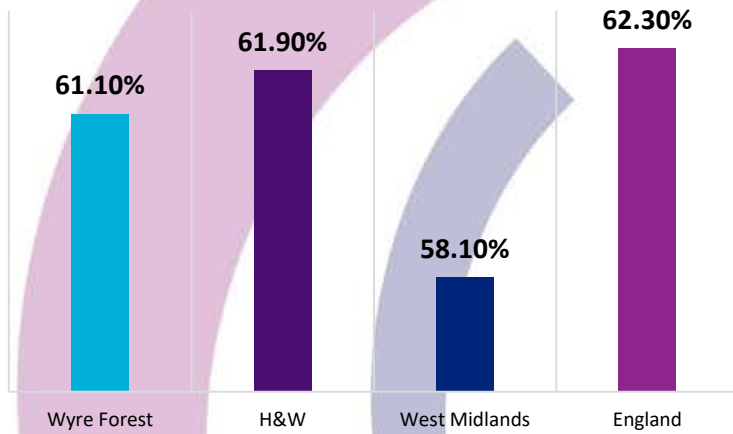


Inactive



Wyre Forest

Active



Fairly Active

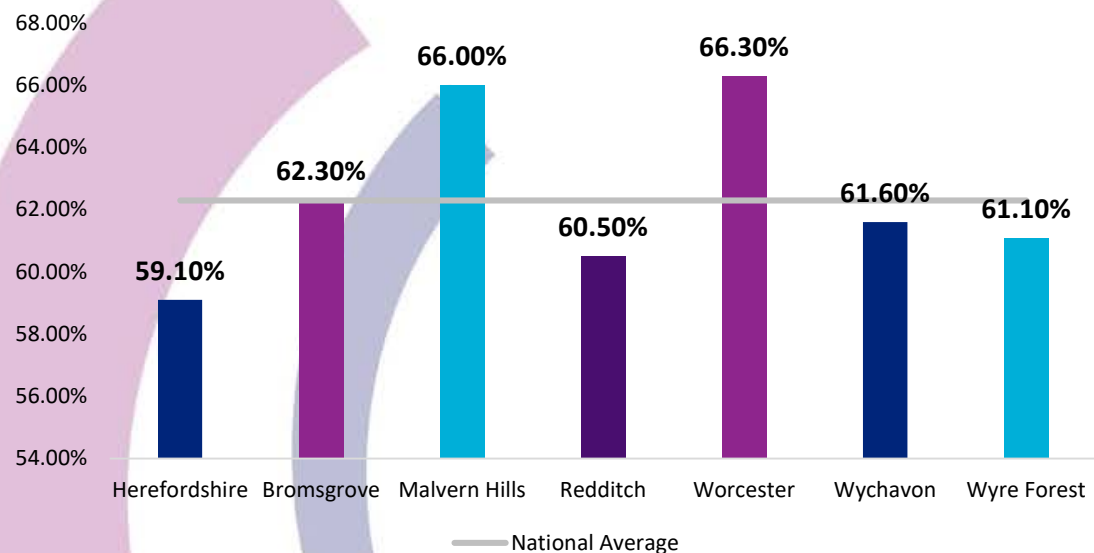


Inactive

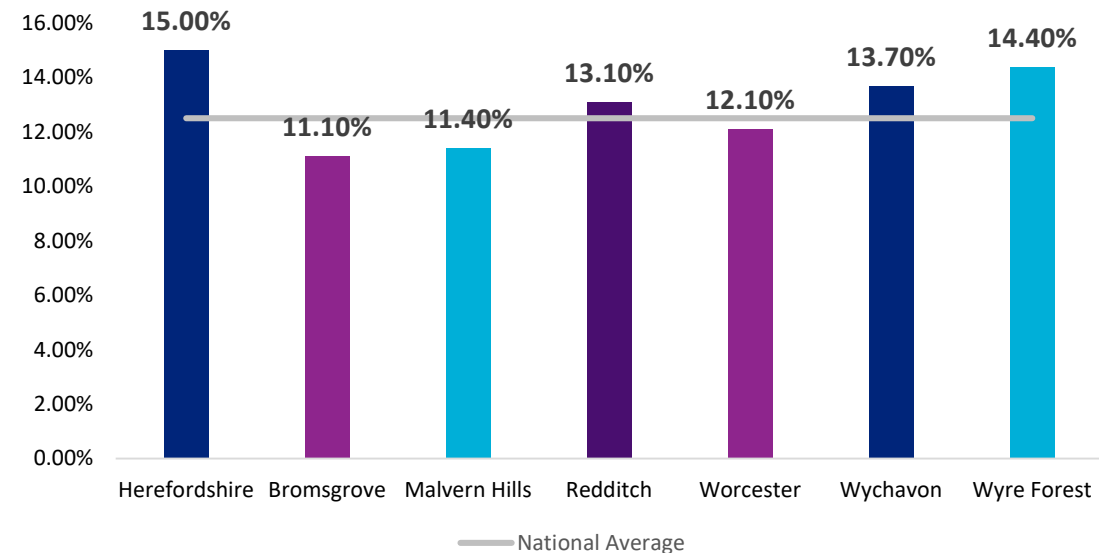


District comparisons

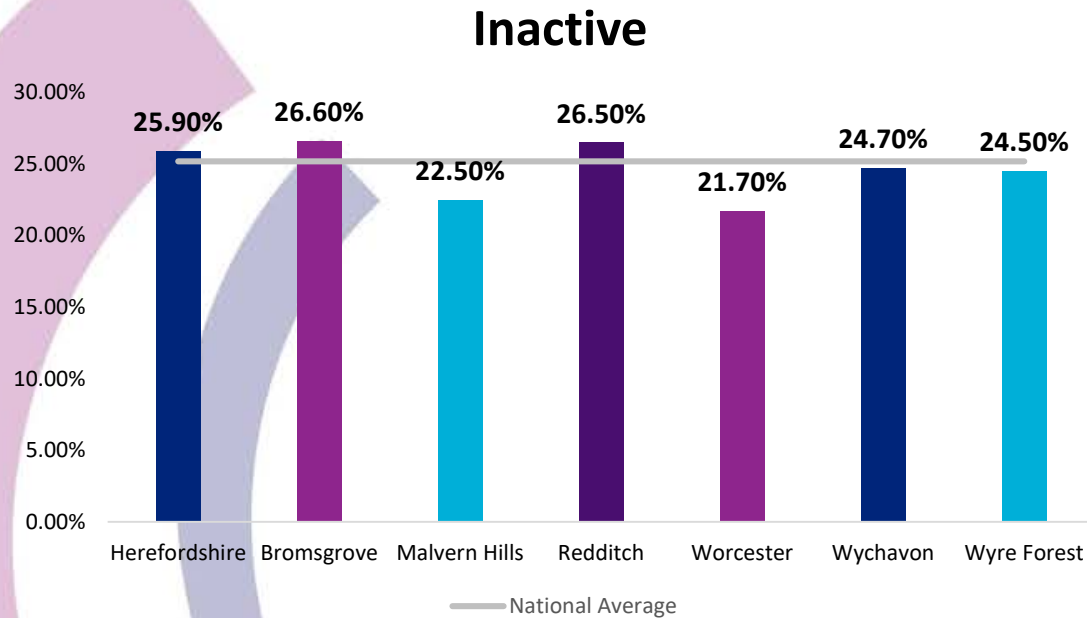
Active



Fairly Active



District comparisons



Malvern Hills and Worcester City have the highest 'active' activity levels and are both above the national average. Bromsgrove is equal to the national average, with the rest below.

Four districts are above the national levels of inactivity: Herefordshire, Bromsgrove and Redditch. However, Herefordshire and Redditch are above the national levels for 'fairly active'.

There have been significant drops in 'inactive levels' in Wychavon (-5.3%) and Malvern Hills (-1.9%) in comparison to last years data. However, there as been a significant increase in Bromsgrove's (+4%) 'inactive levels'.