



## LET'S GET MOVING: MAKING THE CASE



**LET'S**  
**GET**  
**MOVING**

## POPULATION TRENDS



- Leicestershire, Leicester & Rutland has a combined population of 1,121,987 residents.<sup>1</sup>

### Sport England Physical Activity Data

In LLR Adult Participation rates are:

- 58.9% active [150 minutes or more each week]
- 12.3% fairly active [30-149 minutes a week]
- 28.8% inactive [less than 30 minutes]

In LLR Child Participation rates are:

- 49.7% active [average of 60+ minutes a day],
- 21.4% fairly active [average of 30-59 minutes a day]
- 28.9% less active [less than an average of 30 minutes a day].<sup>2</sup>

### Office for Health Improvement & Disparities Fingertips Physical Activity Data

Percentage of physically active adults in;

- Leicestershire- 66.8%
- Leicester- 57%
- Rutland- 70.2%

Percentage of physically inactive adults in;

- Leicestershire- 21.4%
- Leicester- 32.5%
- Rutland 20.8%

Percentage of physically active children and young people in;

- Leicestershire- 51.3%
- Leicester- 48.5%
- [no data available for Rutland]<sup>3</sup>

## INEQUALITIES AND PARTICIPATION

- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.<sup>4</sup>
- Women are less active than men, and this gender gap starts with girls being less active from a very young age.<sup>4</sup>
- People from Asian and Black backgrounds are far more likely to be physically inactive than people who are White.<sup>4</sup>
- Adults from the most deprived quartile of neighbourhoods are 45% more likely to be inactive compared to a person from the least deprived quartile of neighbourhoods.<sup>5</sup>
- Children and young people with low family affluence are 55% more likely to be less active compared to a child or young person with high family affluence.<sup>5</sup>



## HEALTH AND WELLBEING

- It's estimated that sport and physical activity generates savings of £5.6 billion in healthcare and £1.7 billion in social care.<sup>6</sup>
- Physical inactivity is associated with 1 in 6 deaths in the UK [same as smoking] and is estimated to cost the UK £7.4 billion annually [including £0.9 billion to the NHS alone].<sup>7</sup>
- Living an active life reduces your risk of getting many common diseases:<sup>8</sup>

 All causes of death	 Stroke- up to 30% reduction	 Cancer- up to 25% reduction
 Type 2 diabetes- up to 50% reduction	 Depression- up to 30% reduction	 Joint and back pain- up to 25% reduction
 Hypertension- up to 50% reduction	 Cardiovascular Disease- up to 25% reduction	 Falls and frailty- up to 21% reduction
 Coronary Heart Disease- up to 30% reduction		 Obesity- up to 10% reduction
- 1 in 4 people would be more active if advised by a Healthcare Professional. 57% of people with long term health conditions look to the NHS for advice on how to be active.<sup>9</sup>
- An inactive person spends 38% more days in hospital than an active person.<sup>10</sup>



## CLIMATE

- Increasing cycling and walking can help tackle some of the most challenging issues we face as a society – improving air quality and combatting climate change. Meeting the targets to double cycling and increase walking would lead to savings of £567 million annually from air quality alone and prevent 8,300 premature deaths each year and provide opportunities to improve green spaces and biodiversity.<sup>11</sup>
- A mode shift to active transport is one of the most cost-effective ways of reducing transport emissions. Walking or cycling can realistically substitute for 41% of short car trips, saving nearly 5% of CO2 emissions from car travel. This is on top of 5% of 'avoided' emissions from cars due to existing walking and cycling.<sup>12</sup>
- The UK Sport sector has a commitment to become carbon neutral by 2040.<sup>13</sup>
- Sedentary behaviours are carbon intensive behaviours.<sup>14</sup>
- Climate change is impacting on sport: Damage to playing surfaces, damage to buildings and other infrastructure, cancellation / rearrangement of events, increased injuries (heat exhaustion etc) and climate adaption measures being required in the design of new or refurbished sport venues.<sup>15</sup>



## ECONOMY

- There is a proven link between people taking part in physical activity and improved job opportunities, this applies to people from all backgrounds, including young people not in education, employment or training.<sup>4</sup>

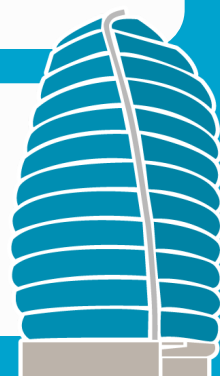


- Unemployed adults are more likely to be inactive compared to a person who is working full or part time.<sup>5</sup>

- For every £1 spent on community sport and physical activity in England, it generates almost £4 return across health and wellbeing, stronger communities and the economy.<sup>16</sup>

- Sport and physical activity contributes a total value of £85.5 billion to the economy in England, once the benefits to physical and mental health, wellbeing, volunteering, individual development and social and community benefit are taken into account.<sup>17</sup>

- If all employees met the recommended physical activity guidelines, it could deliver up to £6.6 billion in direct productivity gains to businesses each year.<sup>18</sup>



## PLANNING

- The built and natural environments are major determinants of health and wellbeing. A healthy community is a good place to grow up and grow old in. It is one which supports healthy behaviours and supports reductions in health inequalities.<sup>19</sup>
- Delivering sustainable growth, before and after 2031, needs new infrastructure, not only road and rail improvements but also schools, healthcare facilities, venues for sports and leisure, open space, community halls, etc.<sup>20</sup>
- Good design should contribute positively to making places better for people, to create environments that make the active choice the easy and attractive choice for people and communities.<sup>21</sup>
- Planners should consider active design principles; activity for all, walkable communities, connected walking & cycling routes, co-location of community facilities, network of open spaces, high quality streets & spaces, appropriate infrastructure, active buildings, management/maintenance/monitoring, activity promotion & local champions.<sup>21</sup>
- Streets and parks designed to be safer and more attractive were the most common changes people reported would encourage them to walk more.<sup>21</sup>



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