



# Sport England Active Lives Survey

Whole Population: A picture of Staffordshire  
and Stoke-on-Trent

November 2017/2018

[www.sportacrossstaffordshire.co.uk](http://www.sportacrossstaffordshire.co.uk)



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# What is the Active Lives Survey?

Active Lives is a data-set collected by Sport England to measure the sport and physical activity levels and trends across the country. Leading research company, IPSOS-MORI collate the data on behalf of Sport England.

Since 2005, it has been the one-shop for physical activity data that looks at a combination of activities, locations and population information as well as volunteering rates, club memberships and spectatorship.

The Active Lives survey takes an abundance of factors into account to allow specific data to be captured, such as:

- ❖ Age
- ❖ Gender
- ❖ Socioeconomic status
- ❖ Ethnicity
- ❖ Rural/Urban Environments
- ❖ Education and Employment
- ❖ Faith
- ❖ Disability

# From Active People to Active Lives...

The Active People Survey began in 2005 as useful data sets measuring engagement in sport for a range of local authorities to utilise.

However, in 2017, Sport England announced their new strategy, [Towards an Active Nation](#) and thus, taking a new and bespoke direction towards encouraging to become more active.

Therefore, Sport England felt a shift was required in what data they capture, the methods to data gathering and the KPIs that they evaluate against. As a result, they changed the survey from Active People to Active Lives; looking at the following measures:

- ❖ Overall engagement with Sport and Physical Activity
- ❖ Inactivity levels
- ❖ Engagement in volunteering opportunities
- ❖ Spectatorship

# How Active Lives is calculated?

The Active Lives survey measure the activity levels of adults (16+) by randomly selecting a sample of households across the nation.

On average, this figure mounts up to 198,250 people each year with the local authority area sample size sitting at 500 responses for each district in England.

The data is analysed and published twice-yearly in May and November with reports detailing findings, themes and evaluations available by clicking [here](#).

Sport England has also undertaken extensive testing of various data capturing models and methods that includes; face to face, mobile phone usage, online and mobile apps.

Please click for more information on the [Method behind Active Lives Surveys](#)

# How Active Lives is calculated?

Sport England measure activity based on the minutes of moderate intensity exercise completed.

In measurement terms, 1 'moderate' minute of activity counts as 1 minute and each 'vigorous' minute counts as 2 'moderate' minutes.

**Moderate Activity:** Activity that raises your breathing rate  
**Vigorous Activity:** Activity that makes you run out of breath or sweating

Sport England use 3 main categories in order to quantify these measures when portraying the data. These are classed as:

**Inactive** – doing fewer than 30 minutes a week

**Fairly Active** – doing 30-149 minutes a week

**Active** – doing at least 150 minutes a week

# Jump to an area!

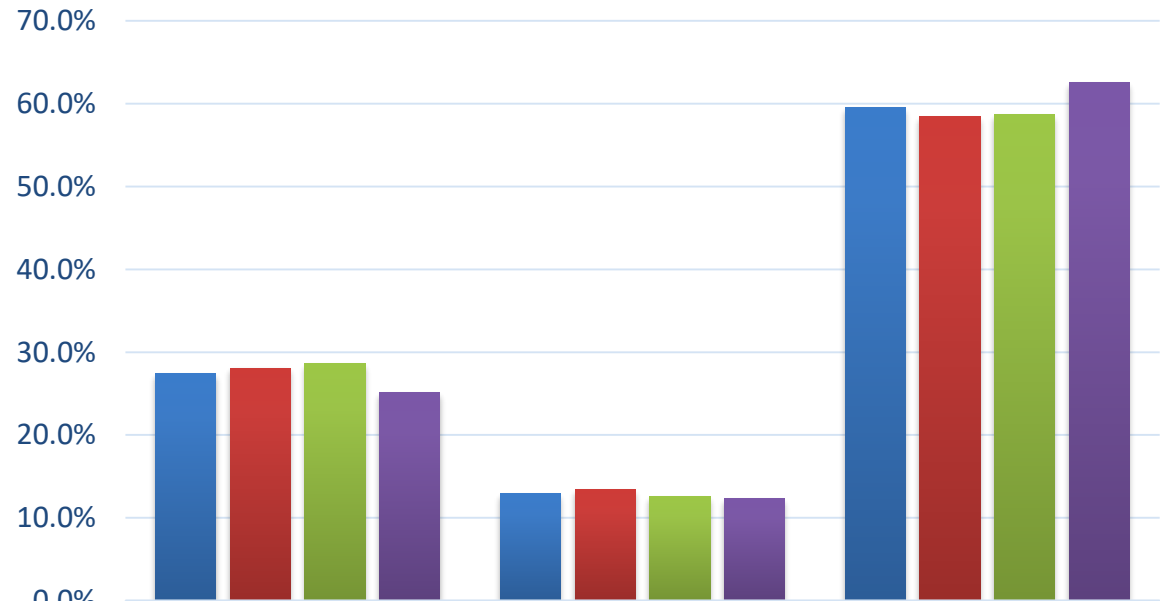
1. [Staffordshire](#)
2. [Stoke-on-Trent](#)
3. [Cannock Chase](#)
4. [East Staffordshire](#)
5. [Lichfield](#)
6. [Newcastle-under-Lyme](#)
7. [South Staffordshire](#)
8. [Stafford](#)
9. [Staffordshire Moorlands](#)
10. [Tamworth](#)

# Staffordshire

# Staffordshire: In Comparison

## Key Considerations

- In comparison to regional averages, Staffordshire slightly above average in the West Midlands (0.9% higher). However, Staffordshire still falls short of the national average by 3%
- Self harm admissions, employment gap and excess weight are all higher than the national average which can be considered contributing factors [2].



	Inactive	Fairly active	Active
■ Staffordshire 17/18	27.4%	12.9%	59.6%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

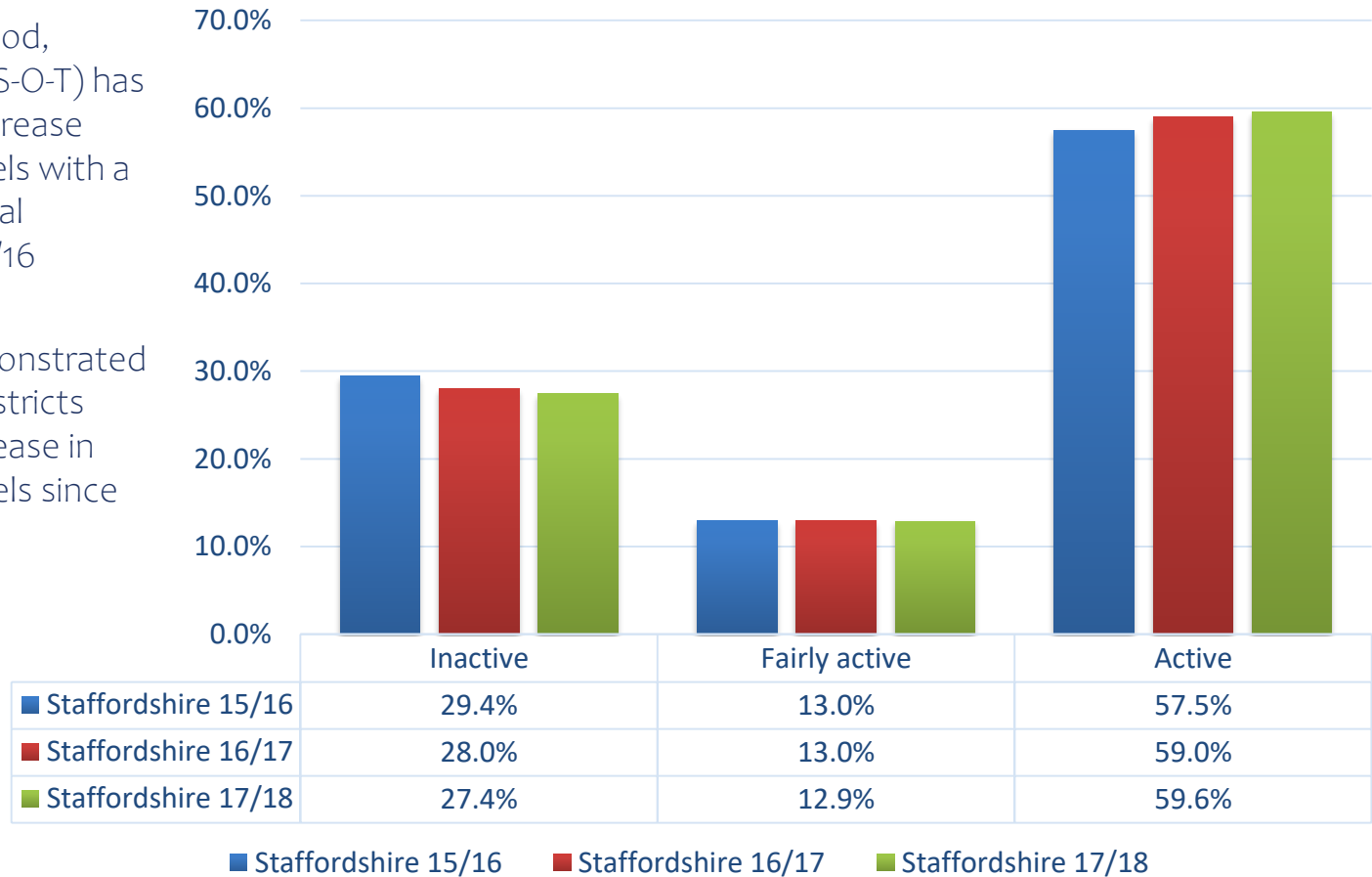
■ Staffordshire 17/18   ■ Staffordshire and Stoke-on-Trent 17/18   ■ West Midlands 17/18   ■ England 17/18



# Staffordshire: The Change

## Key Considerations

- Over the 3 year period, Staffordshire (exc. S-O-T) has demonstrated a increase trend in activity levels with a 1.05% average annual increase since 2015/16
- This statistic is demonstrated by 6 out of the 8 districts highlighting an increase in physical activity levels since 2015/16.

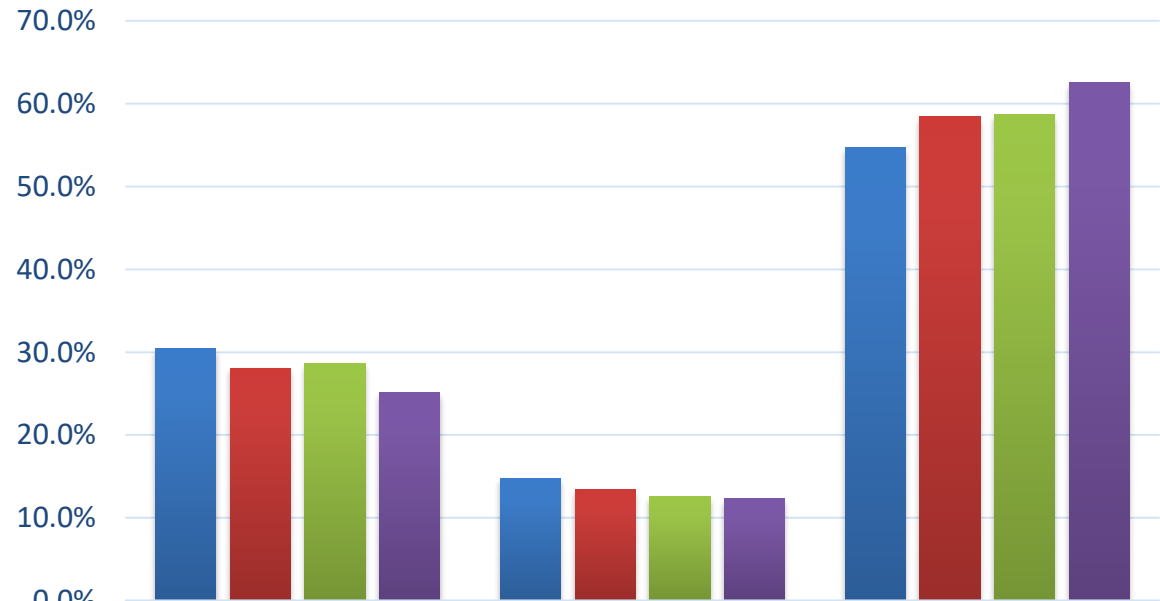


# Stoke-on-Trent

# Stoke-on-Trent: In Comparison

## Key Considerations

- Stoke-on-Trent as a unitary authority is currently demonstrating a higher level of inactivity levels in comparison to regional and national averages.
- Income deprivation & stress, excess weight and a high number of NEETs could be significant factors towards this comparison [2].



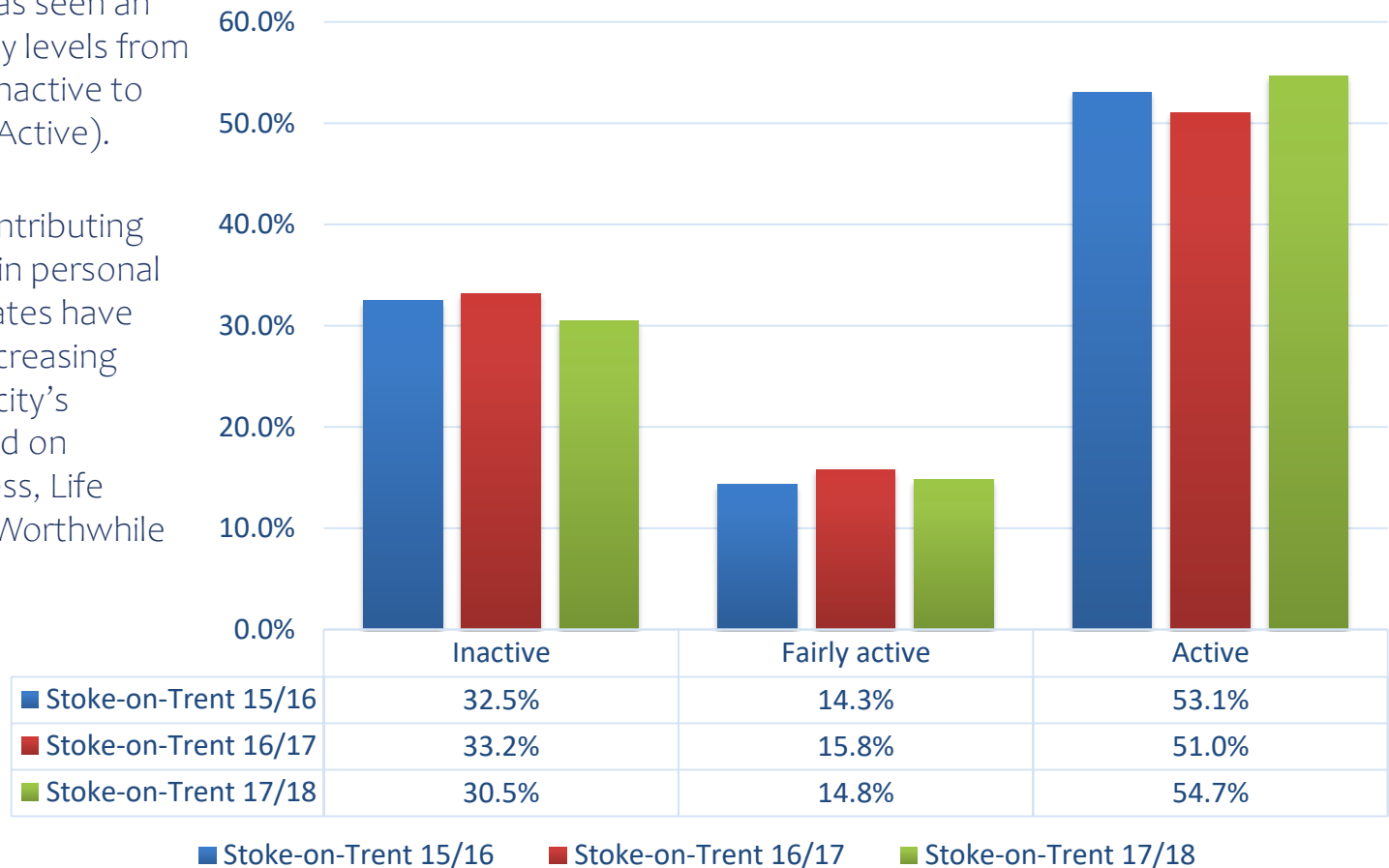
	Inactive	Fairly active	Active
■ Stoke-on-Trent 17/18	30.5%	14.8%	54.7%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Stoke-on-Trent 17/18 ■ Staffordshire and Stoke-on-Trent 17/18 ■ West Midlands 17/18 ■ England 17/18

# Stoke-on-Trent: The Change

## Key Considerations

- Stoke-on-Trent has seen an increase in activity levels from 2015/16 by 2.1% (Inactive to Fairly Active and Active).
- As a potential contributing factor, averages in personal well-being estimates have also shown an increasing trend within the city's population (based on Anxiety, Happiness, Life Satisfaction and Worthwhile measures) [4].

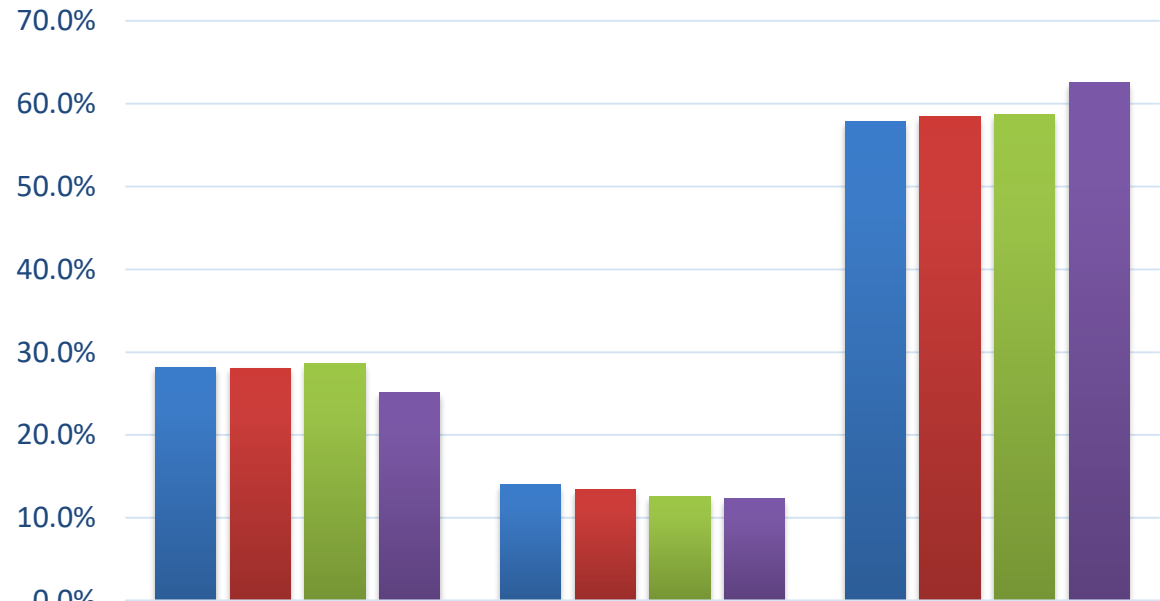


# Cannock Chase

# Cannock Chase: In Comparison

## Key Considerations

- In comparison to national and regional statistics, Cannock demonstrates lower levels of regular activity, despite an increase in those who are considered fairly active.
- Deprivation, financial stress and limiting long-term illnesses may be considered significant barriers to this [2].



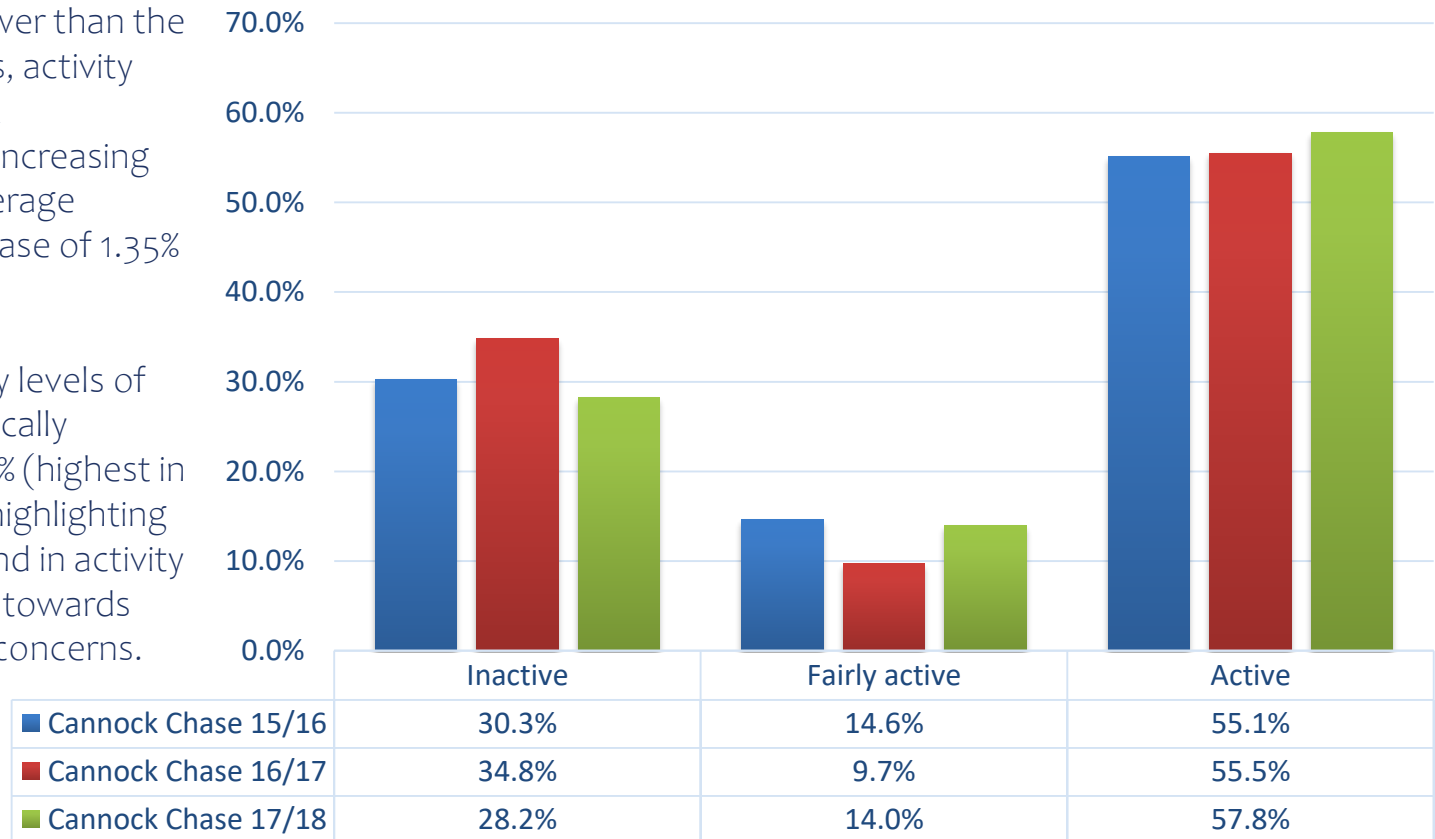
	Inactive	Fairly active	Active
■ Cannock Chase 17/18	28.2%	14.0%	57.8%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Cannock Chase 17/18 ■ Staffordshire and Stoke-on-Trent 17/18 ■ West Midlands 17/18 ■ England 17/18

# Cannock Chase: The Change

## Key Considerations

- Despite being lower than the national statistics, activity levels in Cannock demonstrate an increasing trend with an average percentage increase of 1.35% annually.
- However, obesity levels of adults are statistically recorded at 36.6% (highest in the county) [2], highlighting an increasing trend in activity levels as positive towards combating such concerns.



■ Cannock Chase 15/16    ■ Cannock Chase 16/17    ■ Cannock Chase 17/18

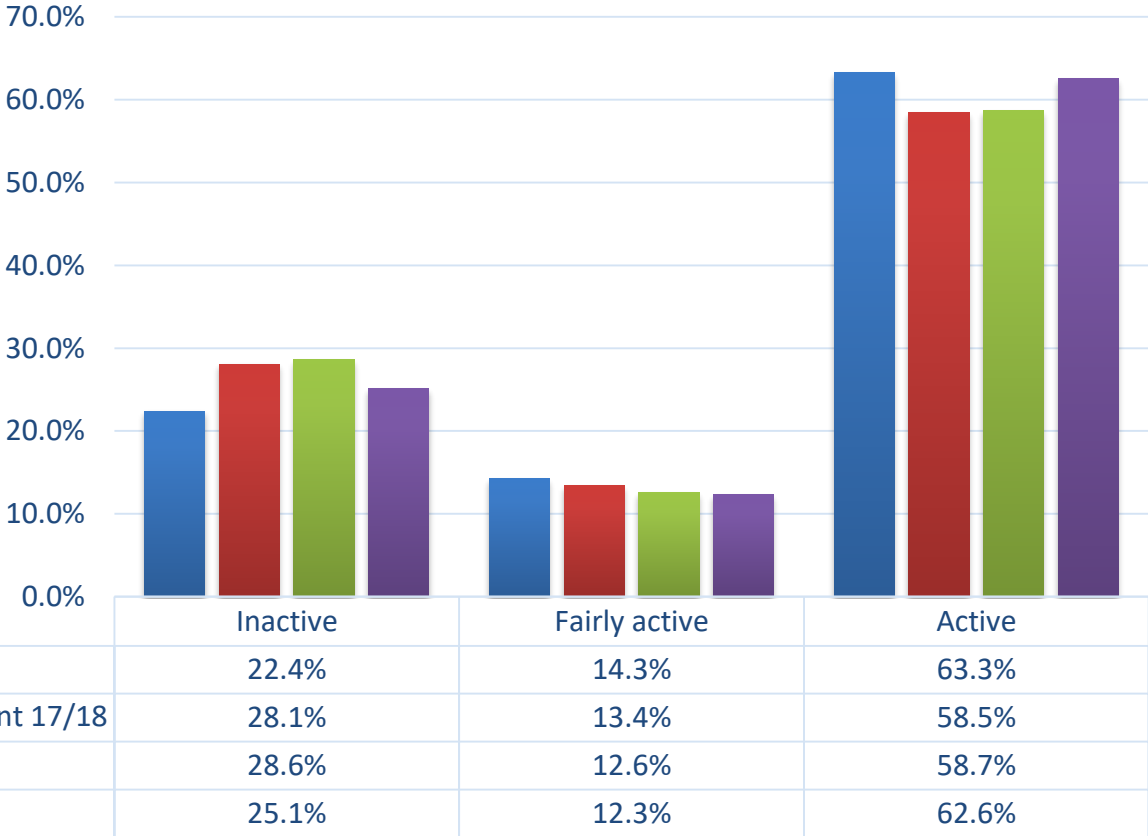
# East Staffordshire



# East Staffordshire: In Comparison

## Key Considerations

- In comparison to national and regional averages, East Staffordshire activity levels is considerably higher (4.6% higher than the West Midlands average of 58.7%.)
- As a potential benefactor, diabetes prevalence, number of long-term limiting illnesses are lower than average with healthy life expectancy at higher ages than the national averages [2].



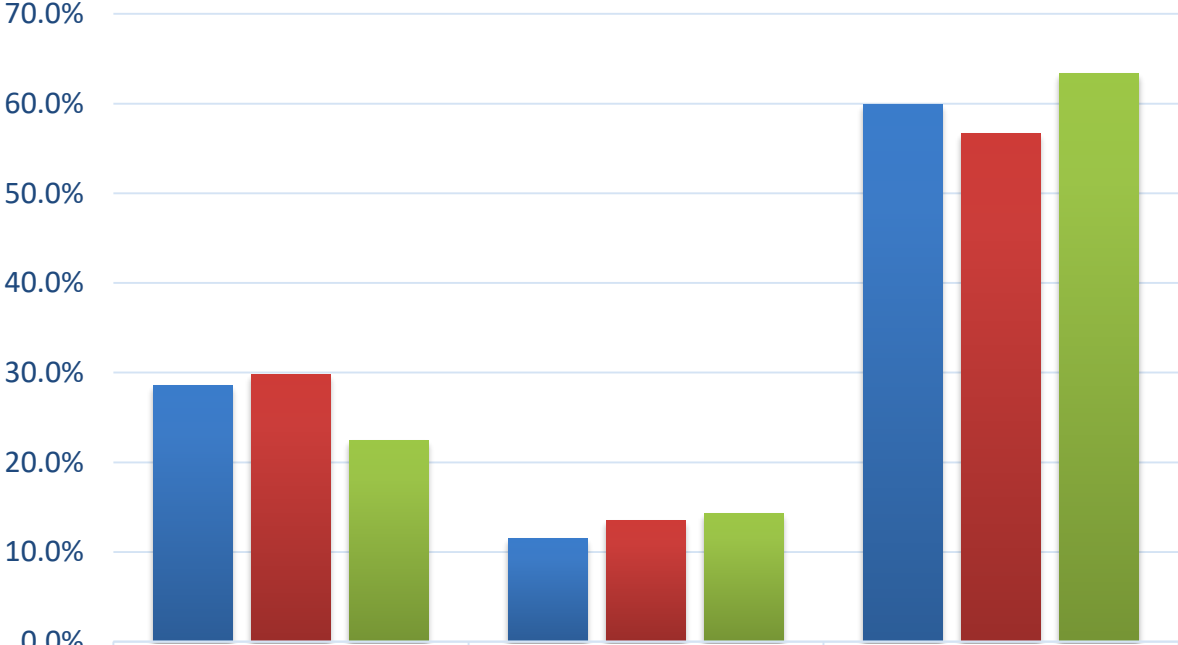
■ East Staffordshire 17/18	22.4%	14.3%	63.3%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ East Staffordshire 17/18 ■ Staffordshire and Stoke-on-Trent 17/18 ■ West Midlands 17/18 ■ England 17/18

# East Staffordshire: The Change

## Key Considerations

- Despite the evident increase in activity levels, trend data demonstrates that this has fluctuated over the last 3 years with a decline in 2016/17.
- However, more people have increasingly become fairly active with an continuous upward trend in this field; meaning less people are now considered inactive in this area.



	Inactive	Fairly active	Active
■ East Staffordshire 15/16	28.6%	11.5%	59.9%
■ East Staffordshire 16/17	29.8%	13.5%	56.7%
■ East Staffordshire 17/18	22.4%	14.3%	63.3%

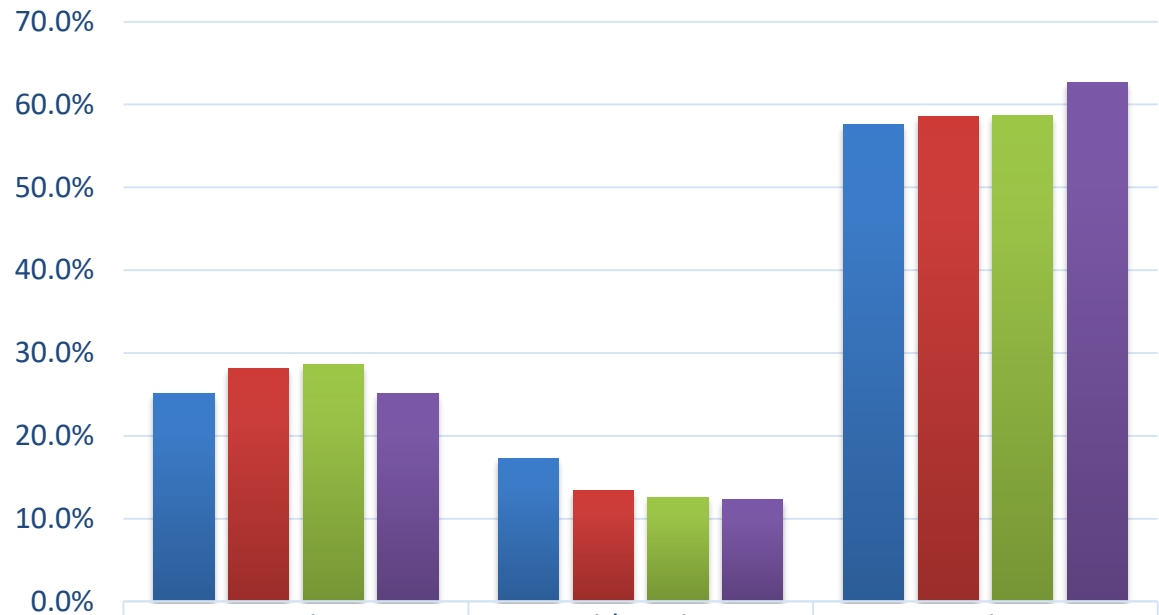
■ East Staffordshire 15/16    ■ East Staffordshire 16/17    ■ East Staffordshire 17/18

# Lichfield

# Lichfield: In Comparison

## Key Considerations

- Lichfield is statistically lower in term of continuous regular activity levels when compared to national and regional averages.
- However, inactive levels are also considerably lower than regional averages (3.5% lower) with more people becoming fairly active (4.7% higher).



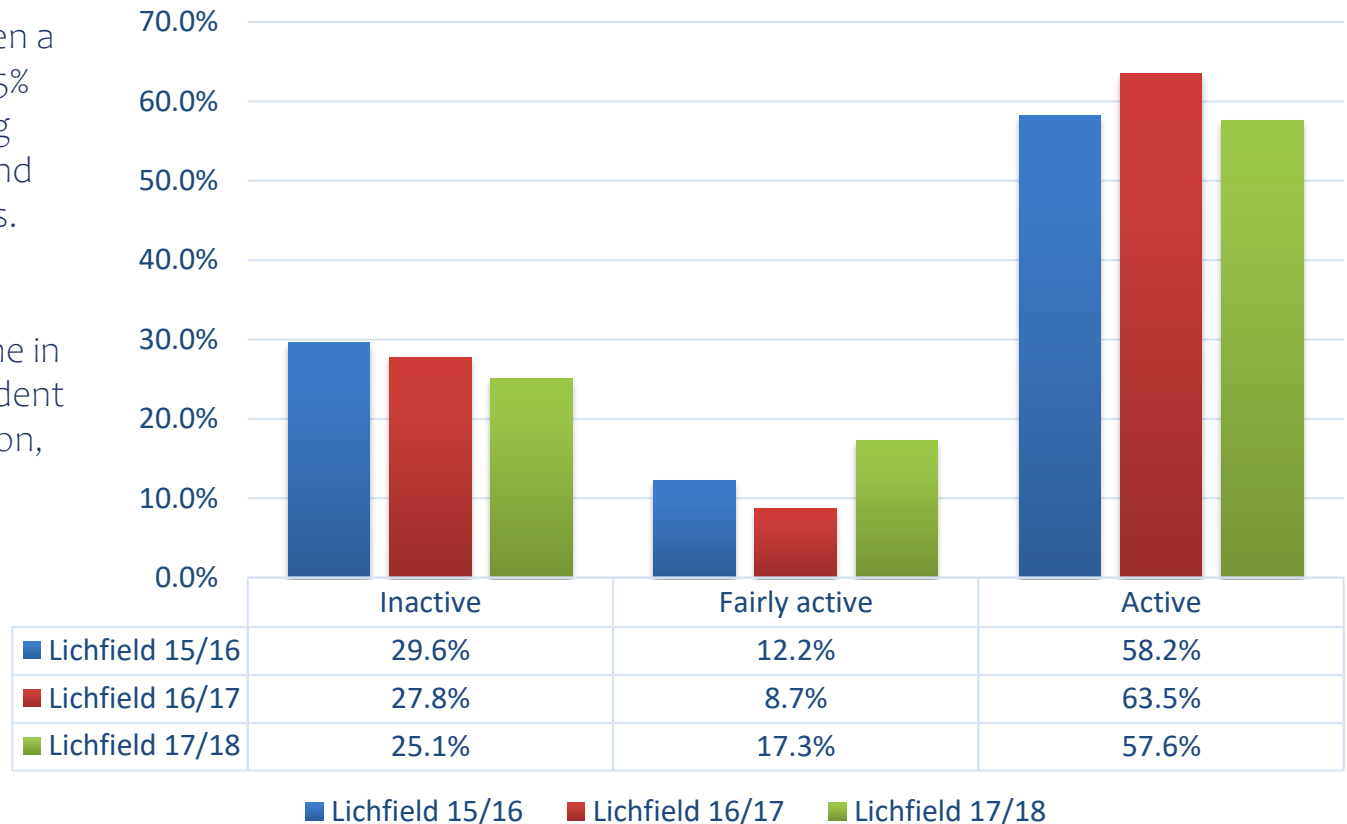
	Inactive	Fairly active	Active
■ Lichfield 17/18	25.1%	17.3%	57.6%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Lichfield 17/18   ■ Staffordshire and Stoke-on-Trent 17/18   ■ West Midlands 17/18   ■ England 17/18

# Lichfield: The Change

## Key Considerations

- Over the 3 year period, inactivity levels have seen a fall by an average of 2.25% annually with fluctuating trends for fairly active and regularly active statistics.
- A potentially significant benefactor to the decline in inactivity levels is an evident increase in life satisfaction, life worth and overall happiness [4].

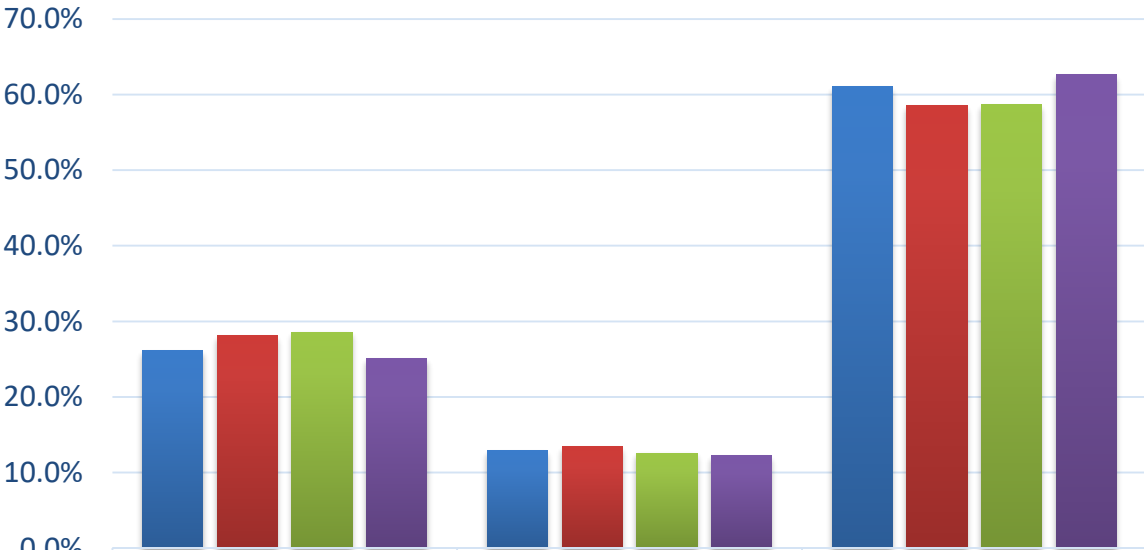


# Newcastle-under-Lyme

# Newcastle-under-Lyme: In Comparison

## Key Considerations

- Statistics from N-U-L demonstrates higher than average activity levels when compared to the county and regional statistics.
- Despite this, excess weight, obesity and healthy life expectancy are considerably worse than national averages [2].



	Inactive	Fairly active	Active
■ Newcastle-under-Lyme 17/18	26.1%	12.9%	61.0%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

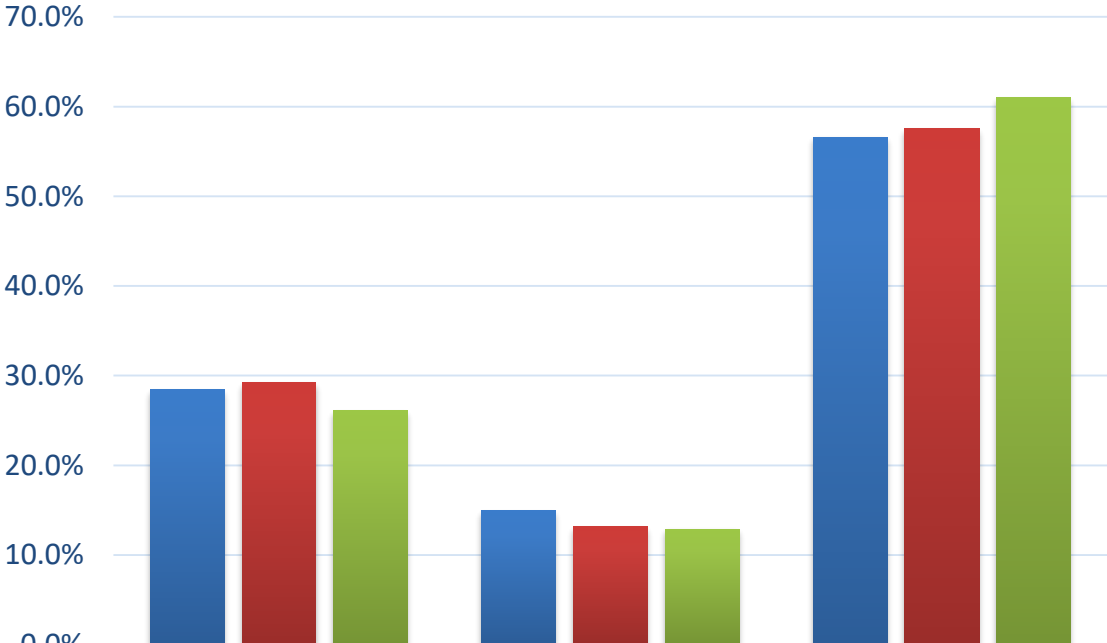
■ Newcastle-under-Lyme 17/18      ■ Staffordshire and Stoke-on-Trent 17/18  
■ West Midlands 17/18      ■ England 17/18



# Newcastle-under-Lyme: The Change

## Key Considerations

- Newcastle has seen a growing trend of increasing activity levels of the 3 year period with an average activity increase of 2.2% annually.
- The decreasing inactivity levels could be considered significant benefactors towards increased life satisfaction and anxiety control [4].



	Inactive	Fairly active	Active
■ Newcastle-under-Lyme 15/16	28.4%	15.0%	56.6%
■ Newcastle-under-Lyme 16/17	29.2%	13.2%	57.6%
■ Newcastle-under-Lyme 17/18	26.1%	12.9%	61.0%

■ Newcastle-under-Lyme 15/16   ■ Newcastle-under-Lyme 16/17   ■ Newcastle-under-Lyme 17/18

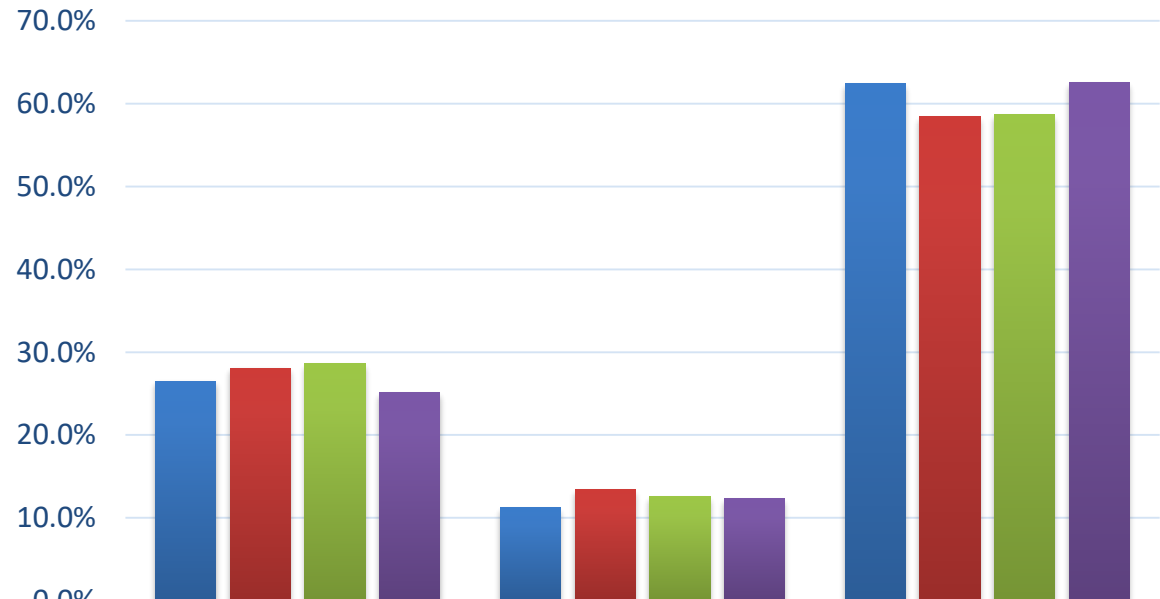


# South Staffordshire

# South Staffordshire: In Comparison

## Key Considerations

- In comparison to regional averages, South Staffordshire demonstrates higher levels of physical activity (3.7% higher than West Midlands averages).
- However, inactivity levels remain higher than the national averages; impacting on diabetes prevalence and number of people with a long-term illness and conditions [2].



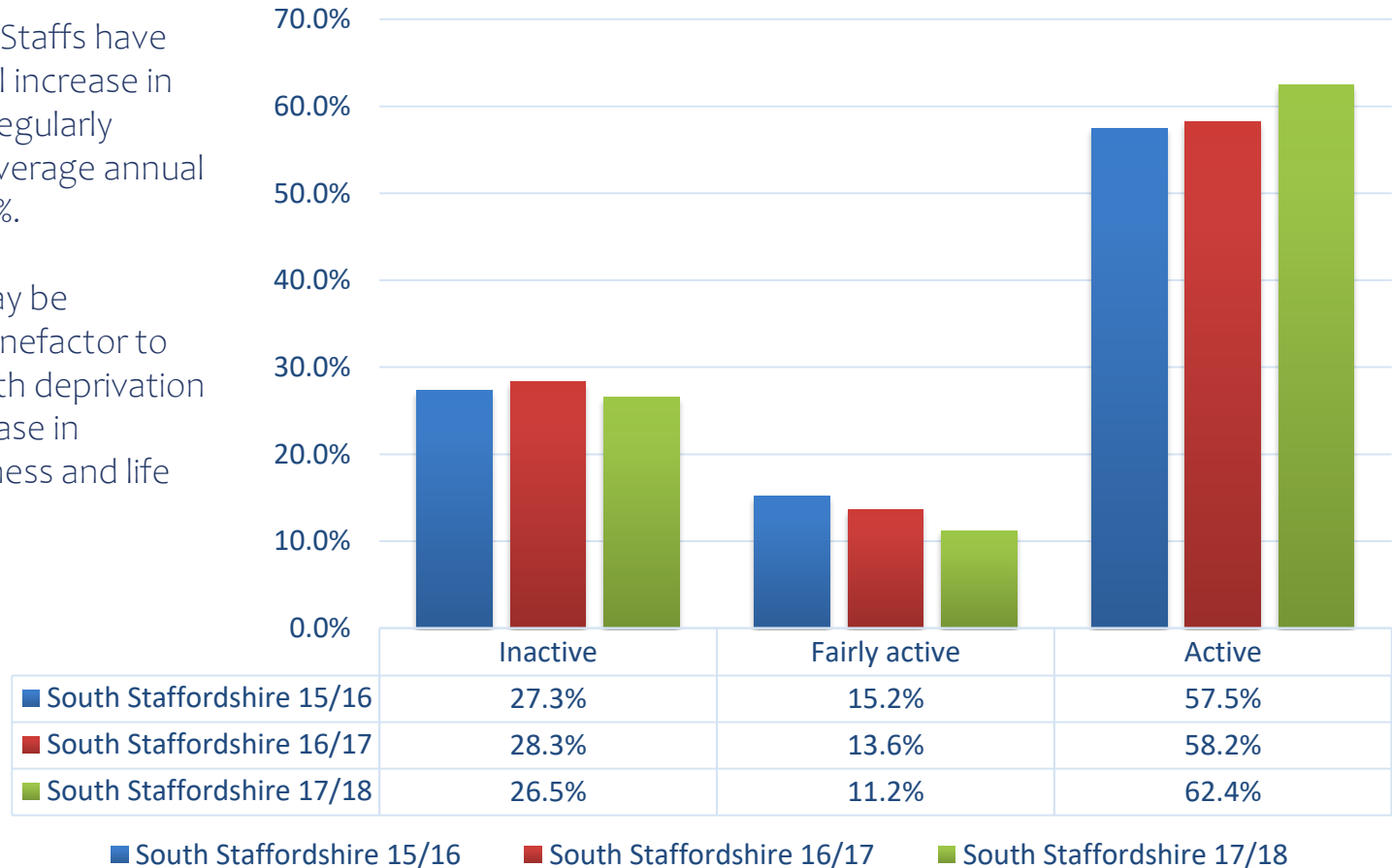
	Inactive	Fairly active	Active
■ South Staffordshire 17/18	26.5%	11.2%	62.4%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ South Staffordshire 17/18 ■ Staffordshire and Stoke-on-Trent 17/18 ■ West Midlands 17/18 ■ England 17/18

# South Staffordshire: The Change

## Key Considerations

- Trends in South Staffs have shown a gradual increase in those who are regularly active with an average annual increase of 2.45%.
- This increase may be considered a benefactor to decreasing health deprivation [3] and an increase in reported happiness and life satisfaction [4].

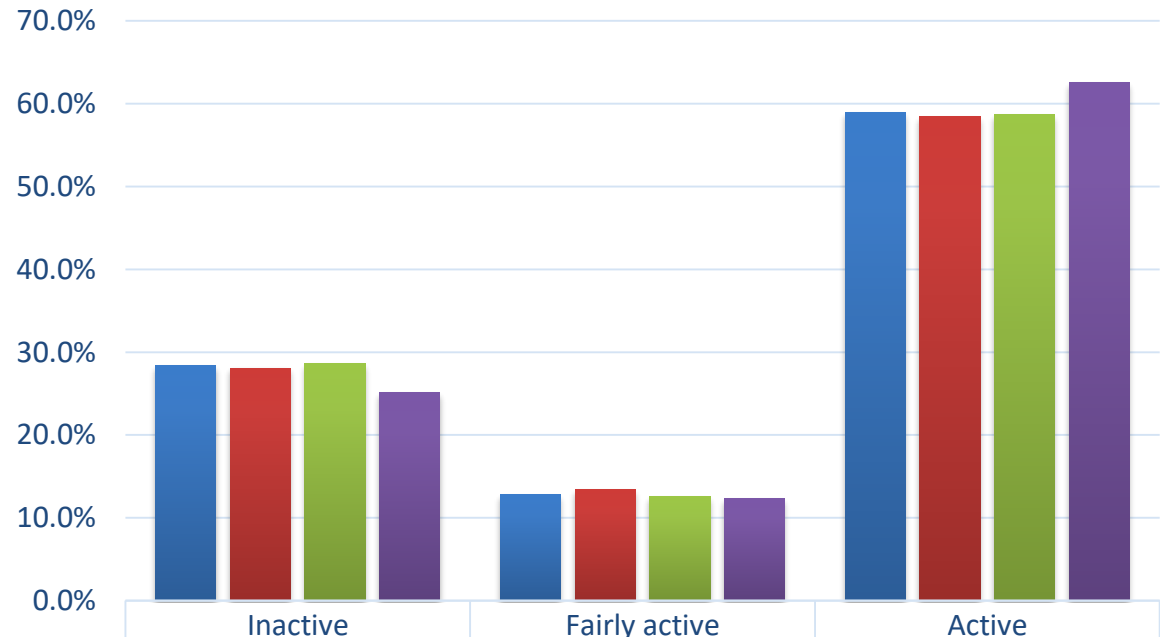


# Stafford

# Stafford: In Comparison

## Key Considerations

- As a district, Stafford is representative of regional and county averages, despite falling below the national statistics.
- High re-offending levels and long-term limiting illness are potential examples to provide reasoning to such levels of physical inactivity [2].



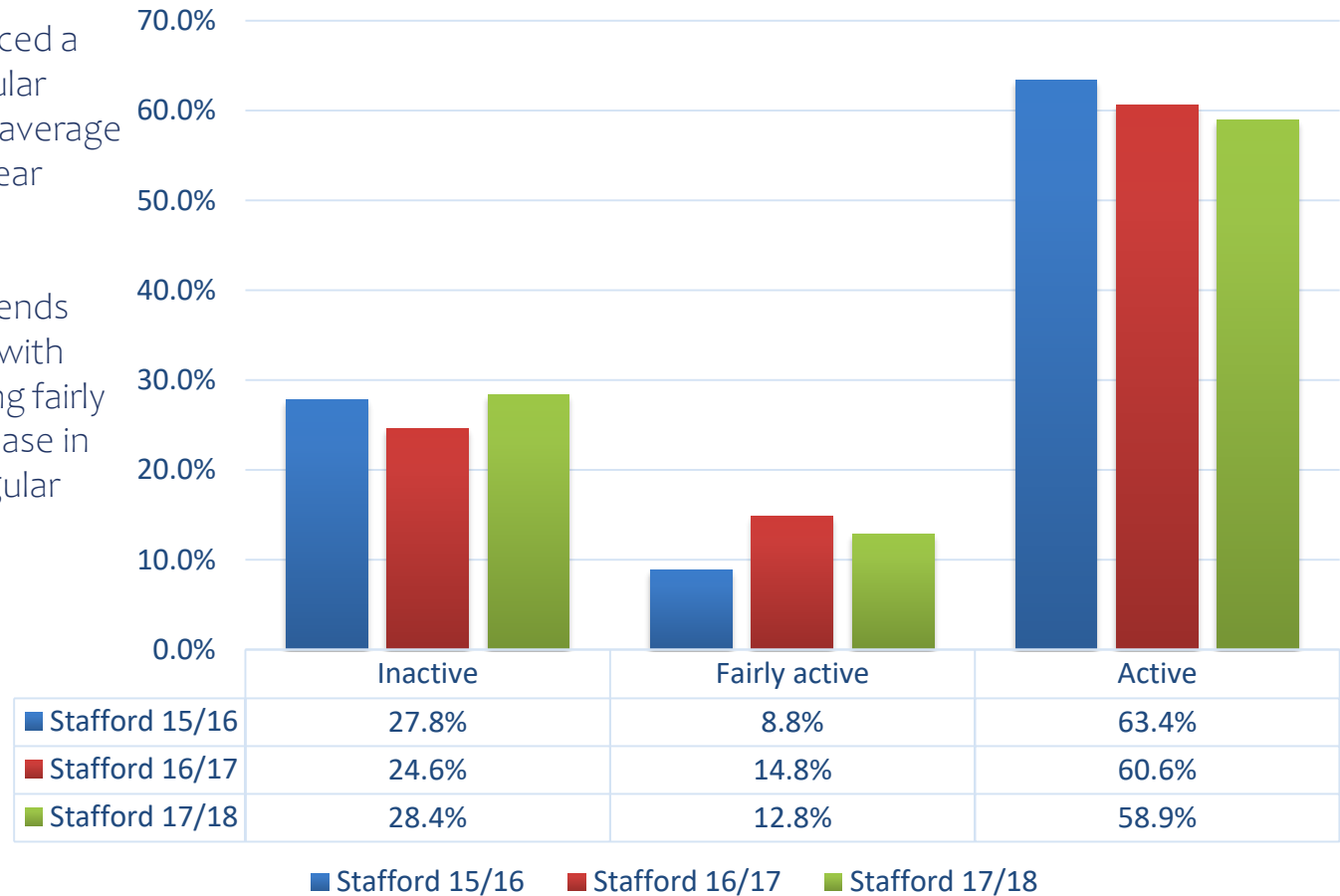
	Inactive	Fairly active	Active
■ Stafford 17/18	28.4%	12.8%	58.9%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Stafford 17/18   ■ Staffordshire and Stoke-on-Trent 17/18   ■ West Midlands 17/18   ■ England 17/18

# Stafford: The Change

## Key Considerations

- Stafford has experienced a trend in declining regular activity levels with an average reduction of 2.25% a year since 2015/2016.
- However, inactivity trends indicate a fluctuation with more people becoming fairly active despite a decrease in activity levels on a regular basis.

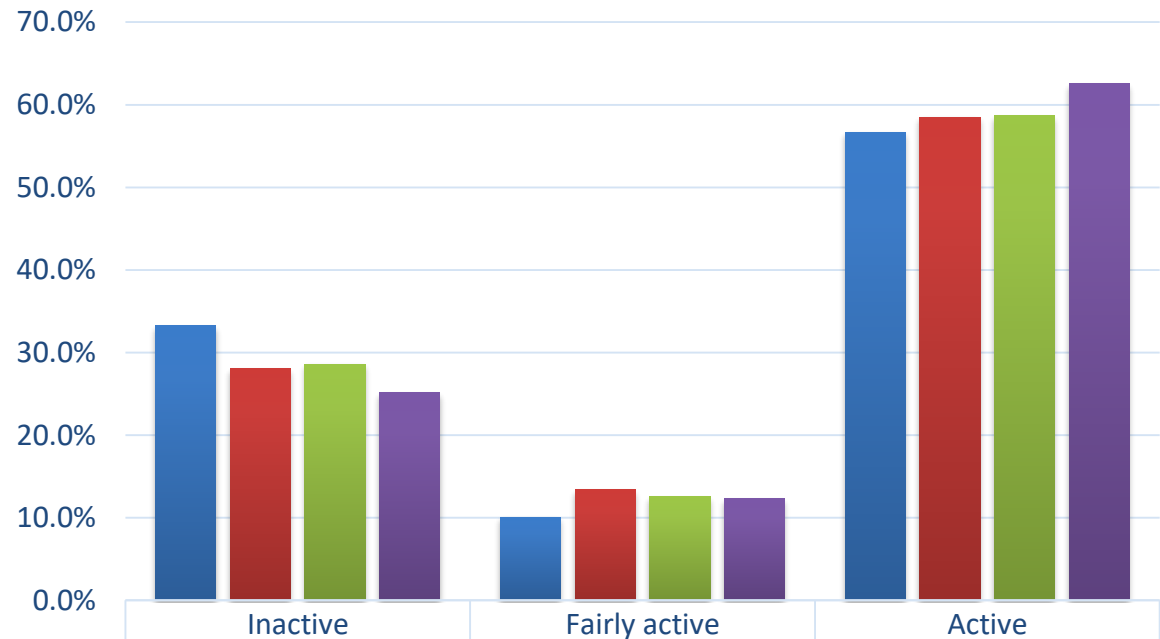


# Staffordshire Moorlands

# Staffordshire Moorlands: In Comparison

## Key Considerations

- Activity levels in the Moorlands are considerably lower in comparison to national averages with 8.2% more inactive people in the district when compared.
- Concerns towards increased prevalence of long-term illnesses in addition to higher than average diabetes and depression diagnoses [2] could be seen as impacted due to the sustained inactivity levels.



■ Staffordshire Moorlands 17/18	33.3%	10.1%	56.7%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Staffordshire Moorlands 17/18

■ Staffordshire and Stoke-on-Trent 17/18

■ West Midlands 17/18

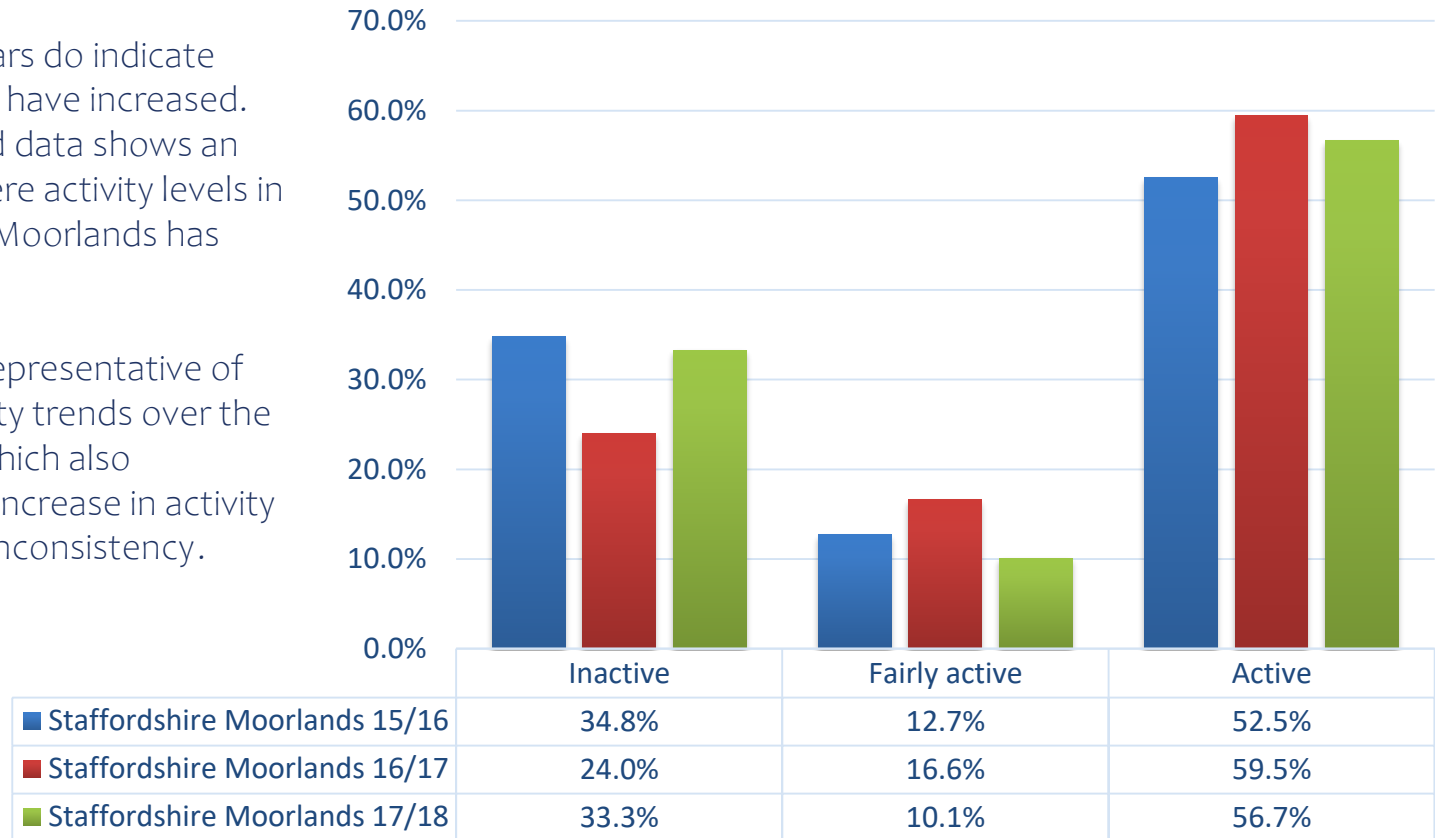
■ England 17/18



# Staffordshire Moorlands: The Change

## Key Considerations

- The previous 3 years do indicate that activity levels have increased. Despite this, trend data shows an inconsistency where activity levels in the Staffordshire Moorlands has fluctuated.
- However, this is representative of the national activity trends over the same period [1] which also demonstrates an increase in activity levels with trend inconsistency.



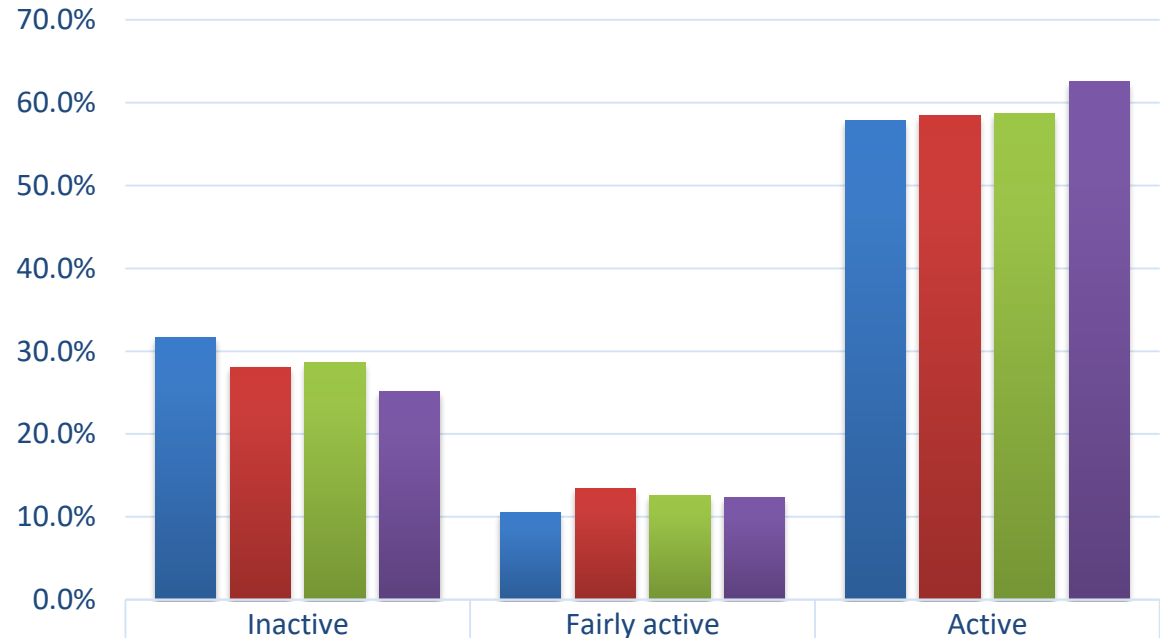
■ Staffordshire Moorlands 15/16 ■ Staffordshire Moorlands 16/17 ■ Staffordshire Moorlands 17/18

# Tamworth

# Tamworth: In Comparison

## Key Considerations

- Data from the Tamworth Borough indicates similarities to regional and national comparisons; despite higher than average inactivity levels.
- Significant levels of financial stress, unemployment benefit claimants and deprivation levels [2, 3] could be considered influential barriers to decreasing the levels of physical inactivity.



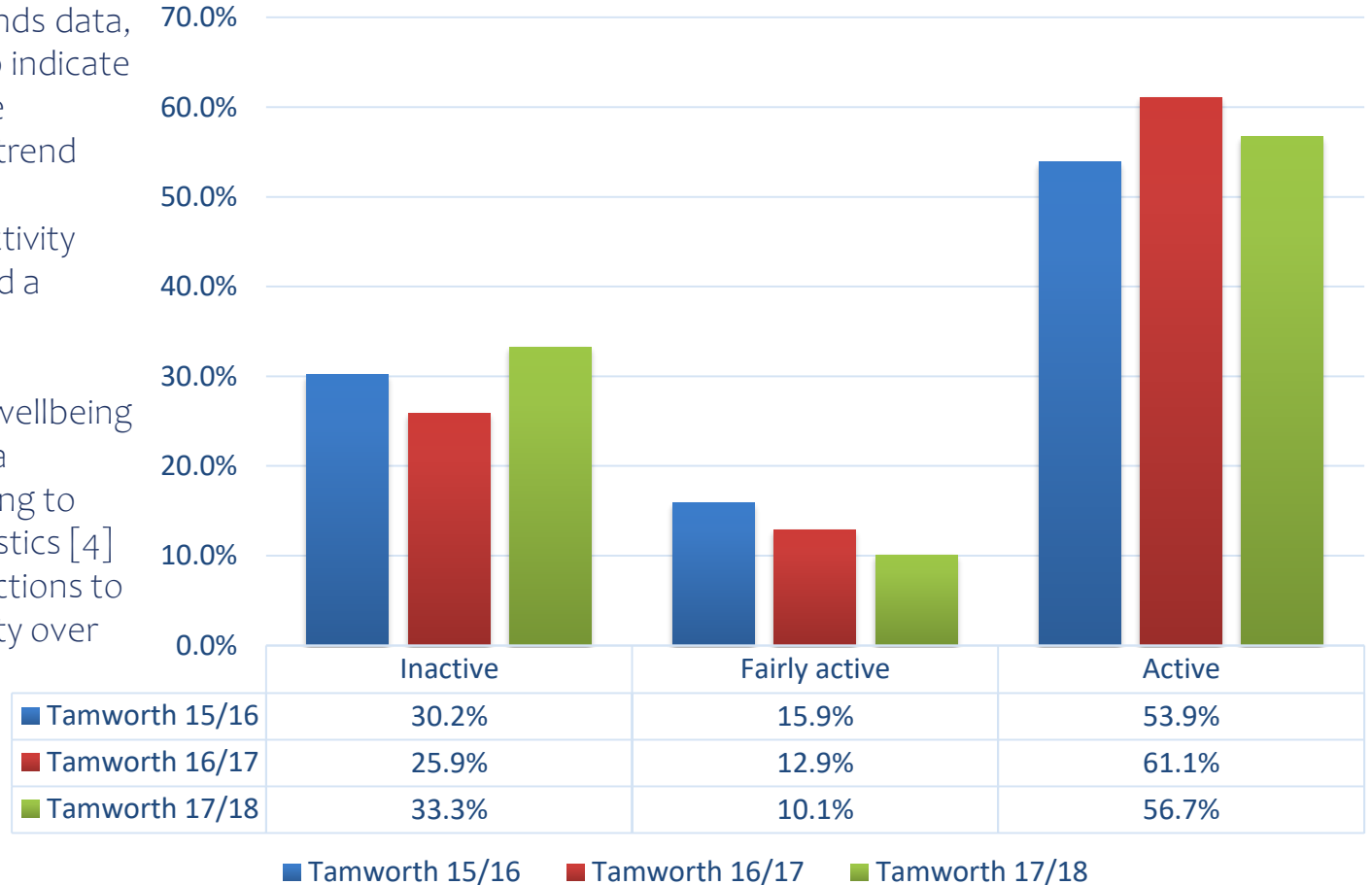
■ Tamworth 17/18	31.7%	10.5%	57.9%
■ Staffordshire and Stoke-on-Trent 17/18	28.1%	13.4%	58.5%
■ West Midlands 17/18	28.6%	12.6%	58.7%
■ England 17/18	25.1%	12.3%	62.6%

■ Tamworth 17/18   ■ Staffordshire and Stoke-on-Trent 17/18   ■ West Midlands 17/18   ■ England 17/18

# Tamworth: The Change

## Key Considerations

- Similarly to the Moorlands data, the previous 3 years do indicate that activity levels have increased. In addition, trend data demonstrates an inconsistency where activity levels have experienced a fluctuation in trend.
- Despite this, personal wellbeing statistics also indicate a declining trend according to Office of National Statistics [4] which may hold connections to higher levels of inactivity over the 3 year period.



# Further information

We would love to discuss how the Active Lives data can support your initiatives & strategies!

Please contact a member of the SASSOT team who will be able to answer all your questions:

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# References

1. Active Lives Adult (16+) Online (Sport England, 2018) Sourced from: <https://activelives.sportengland.org/>
2. Locality Data Packs (Staffordshire Observatory, 2018) Sourced from: <https://www.staffordshireobservatory.org.uk/publications/thestaffordshirestory/Locality-Data-Packs.aspx#.XVQIHW5Fx9D>
3. Local Insight Tool (Sport England, 2019) Sourced from: <https://sportengland.communityinsight.org/>
4. Personal Wellbeing Estimates by Local Authority (Office of National Statistics, 2018) Sourced from: <https://beta.ons.gov.uk/datasets/wellbeing-local-authority/editions/time-series/versions/1>