



**LEICESTER-SHIRE
& RUTLAND SPORT**
www.lrsport.org



Physical Activity and Wellbeing During Covid-19

Headline Findings from the
LLR Resident Survey (July 2020)



Introduction

- **Aim:** To understand the effects the Covid-19 lockdown restrictions are having on residents' physical activity habits across Leicestershire, Leicester and Rutland (LLR) as well as their future intentions to being active.
- **Intended outcome:** Use this insight to support LRS and locality partners plan future service delivery over the coming months to best support residents' health and wellbeing.
- **Method:** Online survey targeting residents of LLR aged 18 or over, with additional questions for parents about their children's physical activity. Live for 13 days between May 19th – 31st 2020. Promoted by LRS and locality partners through newsletters, social media and website content.
- **Context:** The survey referred to the first government Covid-19 lockdown restrictions in place between March 23rd - May 12th, the second lockdown during May 13th – 31st and looked ahead to when further restrictions would be lifted.

Data Summary

- A data spreadsheet of anonymised responses was formatted into a series of pivot tables with demographic filters for detailed analysis of the data and shared with locality partners.
- Within this report, data is presented at an LLR level and includes national comparisons where questions align to those asked in [Sport England's National C19 Survey](#) – Wave 8 during May 22nd – 25th. Please note that there will be differences in the data collection methods used by Sport England.
- Comparisons are made with the latest Active Lives Survey data for Adults (Nov 2018/19) and Children and Young People (2018/19). Due to the different data collection methods and target age groups used by Sport England, this information should only be used as an indication rather than a direct comparison.
- No tests for significance have been carried out on the data.

Executive Summary

Physical Activity and Muscle Strengthening (Adults)

- There has been a shift in activity patterns during lockdown, with fewer adults meeting CMO guidelines, more adults being fairly active and fewer inactive adults. A small percentage had been more active during lockdown compared with pre Covid-19 levels (when accounting for those who were less active).
- Inequalities exist amongst key target audiences with females, those from a BAME (Black, Asian and Minority Ethnic) background and those with a disability or long-term health condition (LTHC) less likely to meet CMO guidelines and more likely to be inactive.
- Over two thirds of residents did muscle strengthening exercises on 2 or more days in the past week, meeting CMO recommended levels. However, over a quarter of adults did not do any muscle strengthening exercises throughout the week.

Executive Summary

Recent Physical Activity Habits (Adults)

- Walking has seen the biggest increase since lockdown began and is also the most popular activity undertaken by families. Home activity has seen the next highest increase followed by being active with adult family members.
- Having more time to do activity and feeling the need to do something were the most commonly cited factors that had helped residents be active during lockdown. Not being able to take part in their usual activities was the primary reason cited for being less active.
- Residents were mainly active outdoors in open spaces within their local area, compared with being active at home either indoors or outdoors.
- Just under a third of residents reported that the Covid-19 pandemic has led to them recognising and valuing the importance of being active and the enjoyment this brings. However, some residents identified that the pandemic has led to them feeling less focused and missing what they could previously do.

Executive Summary

- Over of a quarter of residents identified that they had taken up walking as a new activity during lockdown. This was followed by cycling, virtual classes and running.
- The majority of residents who were active with their family, attributed this to enjoying being active together and because there was more time available.

Physical Activity (Children)

- There has been a similar shift in children's (CYP) activity patterns, with fewer CYP meeting the CMO guidelines, more CYP being fairly active and fewer less active CYP. A small percentage had been more active compared with pre Covid-19 levels (when accounting for those who were less active).

Executive Summary

Future Intentions (Adults)

- With the lifting of restrictions during the second lockdown period (from 13th May), residents were either doing or intended to do more walking, exercise generally and activities on their own. They also intended to do more activity when they could go to open spaces away from their home and be able to meet one person outside their household.
- With the lifting of restrictions in the future (longer-term), the highest percentage of residents intended to do more activity when they could see more than one person outside their household.
- Over half or more residents reported that they were likely to take part in physical activity across all settings (indoor and outdoor) once restrictions were lifted, with residents more likely to want to take part in outdoor activity over indoor activity.
- The key words that residents felt would inspire them to be more active were those linked to 'healthy / health' and 'active / activity'.

Key Considerations

- There is an increased need to support adults and CYP achieve the CMO physical activity guidelines in response to the declining levels during the lockdown period and low activity levels amongst key target audiences.
- Learning should be taken from the activities participated in and the new habits formed to help continue the positive reduction of inactive and less active adults and CYP. Future delivery and messaging should encourage the continuation of walking, cycling and home based activities that have seen an increase during lockdown.
- Build on the social element of people being active together. The data has shown that seeing others has led to, or will lead to, increases in activity amongst adults.
- Continue to support residents be active outdoors within their local areas, by helping them to explore and find new opportunities. We know that those likely to return to activity are more likely to do so outdoors, which needs to be considered in future programme planning.

Key Considerations

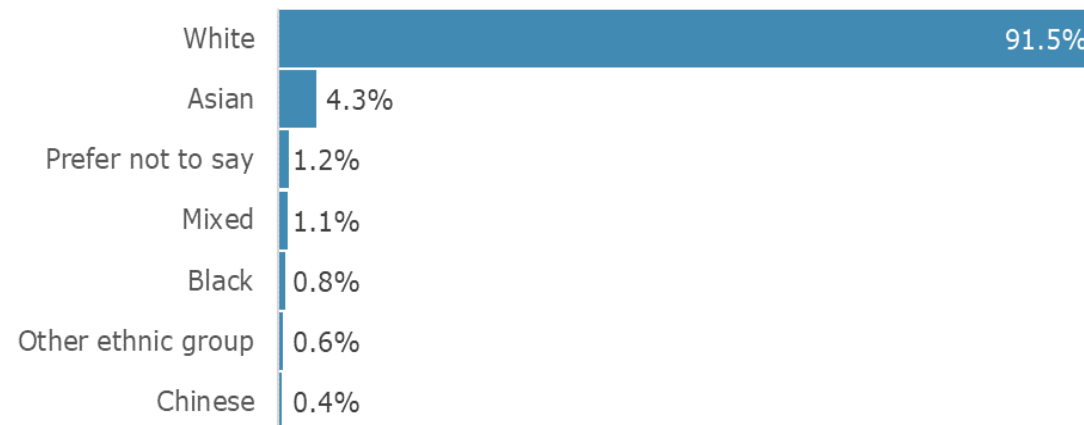
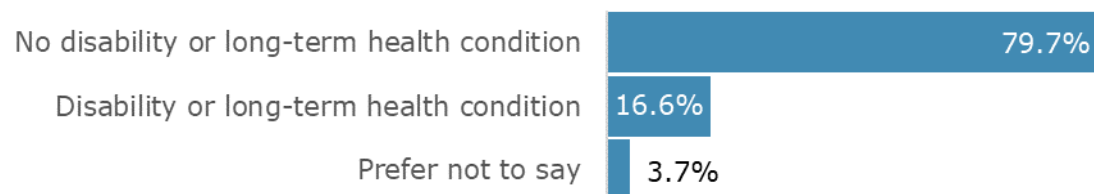
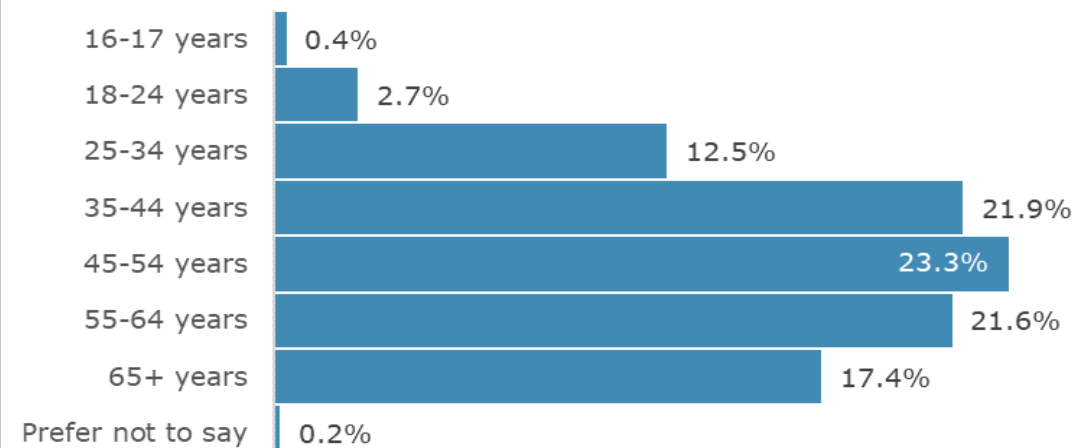
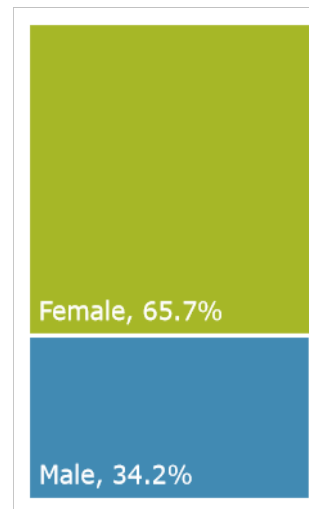
- The lockdown has presented an opportunity for families to spend more time being active together. Future programmes and initiatives should build on this momentum and consider refreshing or introducing a targeted family offer.
- Build on residents' current motivations with them now placing greater importance on being active whilst having the time to do so and feeling the need to do something. Consider key messaging around building physical activity into their daily lives and signpost to local opportunities, as restrictions start to ease.
- Support the local network to open up activities safely and in accordance with government guidelines to offer residents opportunities to take part in the activities they have not been able to during lockdown. Promote the safe return to activity (when appropriate to do so) to ensure residents feel safe and comfortable.
- Future messaging should link to the terms 'health / healthy' and 'active / activity' to inspire residents to be active.

Survey Respondents - Demographics

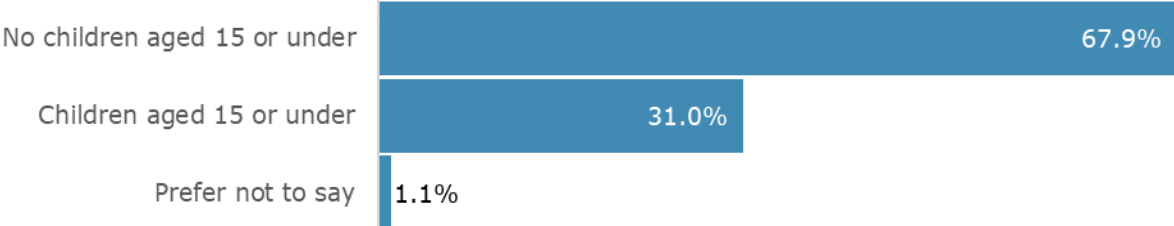
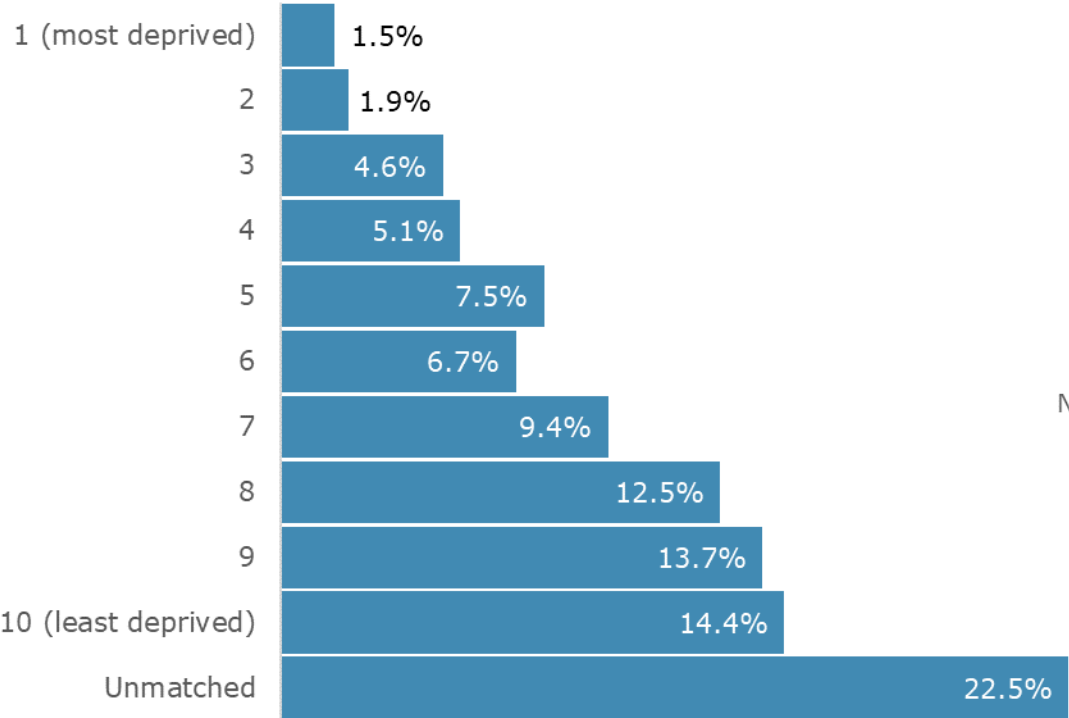
- **2,009 residents responded to the survey.** Of which:
 - There was representation across all nine local authority areas.
 - More females (65.7%) than males (34.2%) responded.
 - The majority of responses came from those aged between 34-64 (66.8%).
 - 16.6% has a disability or LTHC, and 79.7% do not.
 - 91.5% are from a white ethnic background and 7.2% are from a BAME background.
 - 3.4% are from the top 20% deprived areas, and 28.1% from the least 20% deprived areas.
 - 58.3% were working and 41.0% were not.
 - 31.0% have children aged 15 or under living with them.

Survey Respondents - Demographics

Responses by Local Authority	Count	%
Blaby	92	4.6%
Charnwood	301	15.0%
Harborough	72	3.6%
Hinckley and Bosworth	573	28.5%
Leicester	242	12.0%
Melton	49	2.4%
North West Leicestershire	167	8.3%
Oadby and Wigston	24	1.2%
Rutland	37	1.8%
Unmatched	452	22.5%
Total	2009	100.0%



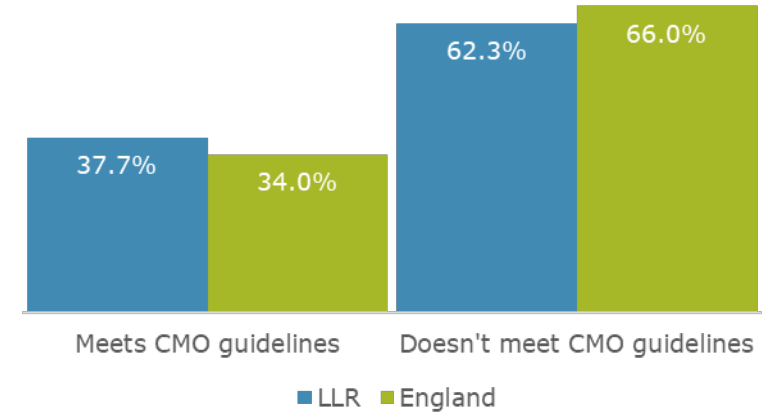
Survey Respondents - Demographics



Activity Levels During Lockdown

Active Adults

- Only 37.7% of LLR residents were 'active' and met the Chief Medical Officers (CMO) guidelines of 150 minutes of recommended activity in a week. This was higher than the national average of 34.0% but still concerning low.

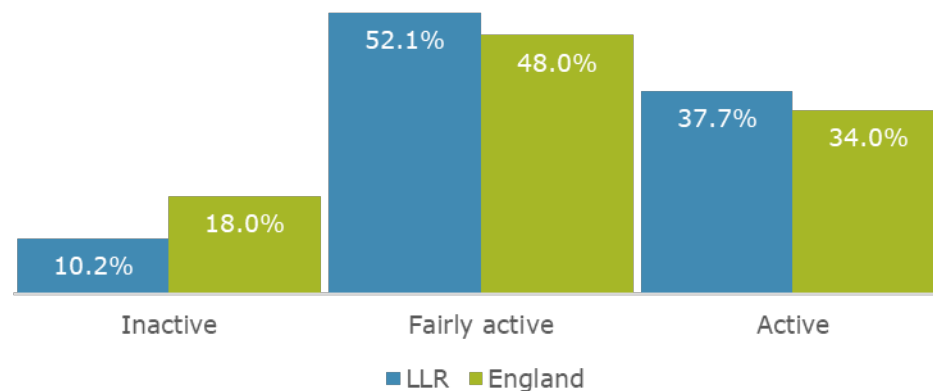


- When compared with the latest Active Lives data (Nov 18/19), this is a decrease of 23.5%.
- Across all residents, the following percentages met these CMO guidelines:
 - 44.0% of males and 34.4% of females.
 - 39.2% from a white ethnic background and 21.2% from a BAME background .
 - 40.2% with no disability or LTHC and 25.5% with.
 - This highlights the inequalities existing amongst our key target audiences that include females, those from a BAME background and those with a disability or LTHC.

Activity Levels During Lockdown

Inactive Adults

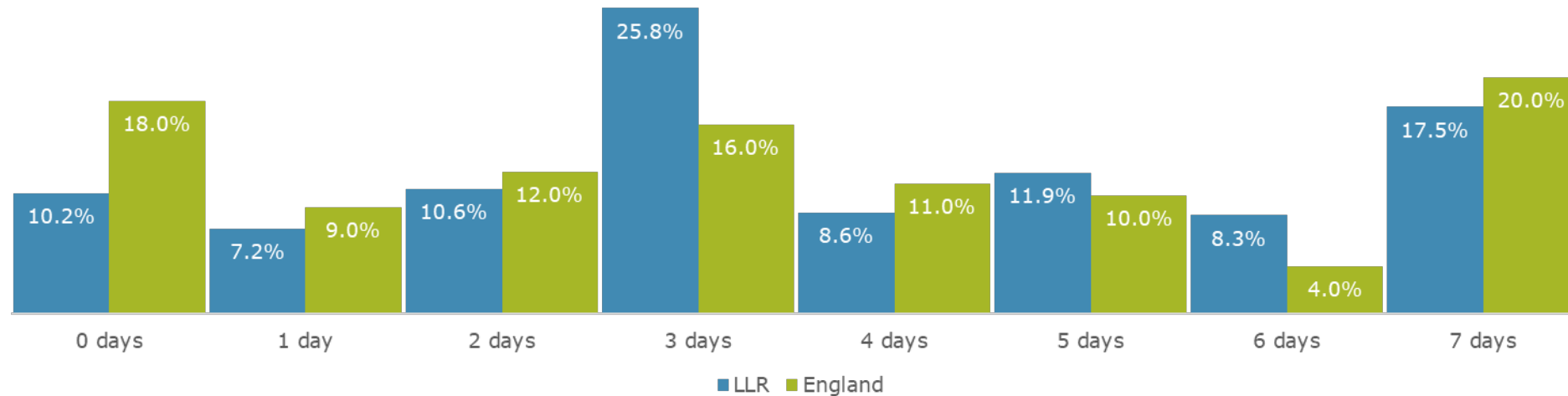
- Encouragingly, there is a low percentage of residents (10.2%) who have been 'inactive' during lockdown and doing less than 30 mins activity in the last week, which was lower than the national average of 18.0%.
- When compared with the latest Active Lives data (Nov 18/19), this has been a positive decrease of 15.3%.
- Across all residents, the following percentages were inactive:
 - 8.0% of males and 11.3% of females.
 - 9.6% from a white ethnic background and 14.4% from a BAME background.
 - 7.4% with no disability or LTHC and 23.1% with.
 - These figures reinforce the inequalities existing amongst our key target audiences that include females, those from a BAME background and those with a disability or LTHC.



Activity Levels During Lockdown

Fairly Active Adults

- With low percentages of residents meeting CMO guidelines (37.7%) and a low percentage who were inactive (10.2%), the remaining 52.1% of residents have been 'fairly active' (doing more than 30 minutes of activity but less than 150 minutes a week).
- When compared with the latest Active Lives data (Nov 18/19), this has increased by 38.8%.
- This shows a shift in physical activity patterns during lockdown.



Activity Levels Amongst Demographic Groups

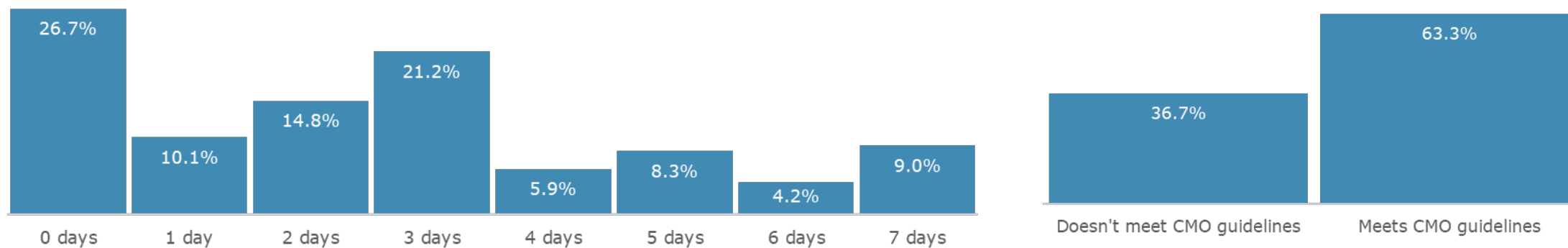
- Comparisons amongst active residents and their demographic profiles found that:
 - Residents aged 55+, those living in the top 20% least deprived areas and those who are male, had the highest percentage of active adults during lockdown.
 - Residents from a BAME background, those living in the top 20% most deprived areas and those with a disability or LTHC had the lowest percentage of active adults during lockdown.

	Demographic Groups with the Highest % of Active Adults	(%)
1	55+	47%
2	Top 20% least deprived areas	45%
3	Male	44%
4	Not working	41%
5	No children in the house	41%

	Demographic Groups with the Lowest % of Active Adults	(%)
1	BAME	21%
2	Top 20% most deprived areas	23%
3	Disability or LTHC	26%
4	No access to private outdoor space	30%
5	Children in the house	30%

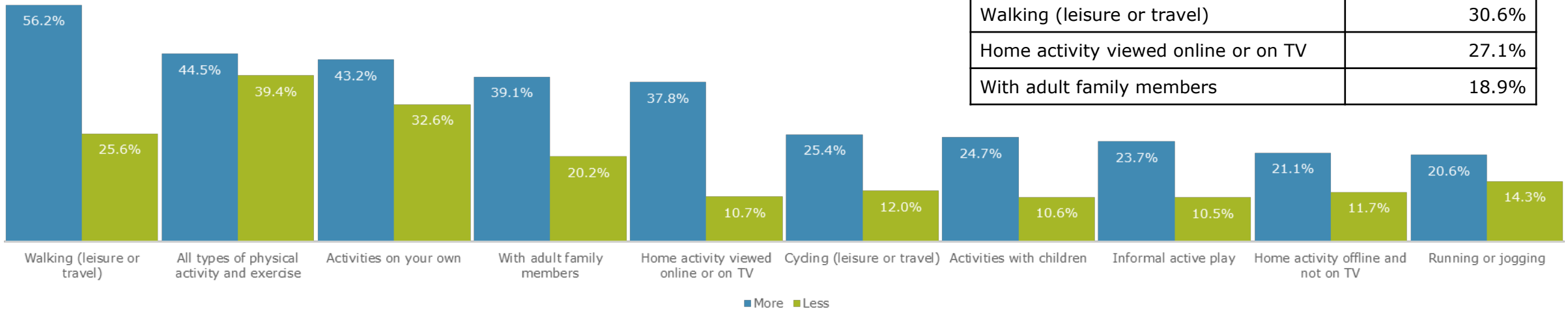
Activity Levels – Muscle Strengthening Exercises

- Just under two thirds of adults (63.3%) did muscle strengthening exercises on 2 or more days in the last week, meeting CMO recommended levels. Leaving just over a third of adults who didn't (36.7%).
- Over a quarter of adults (26.7%) did not do any muscle strengthening exercises throughout the week.



Lockdown Activity Compared with Pre Covid-19

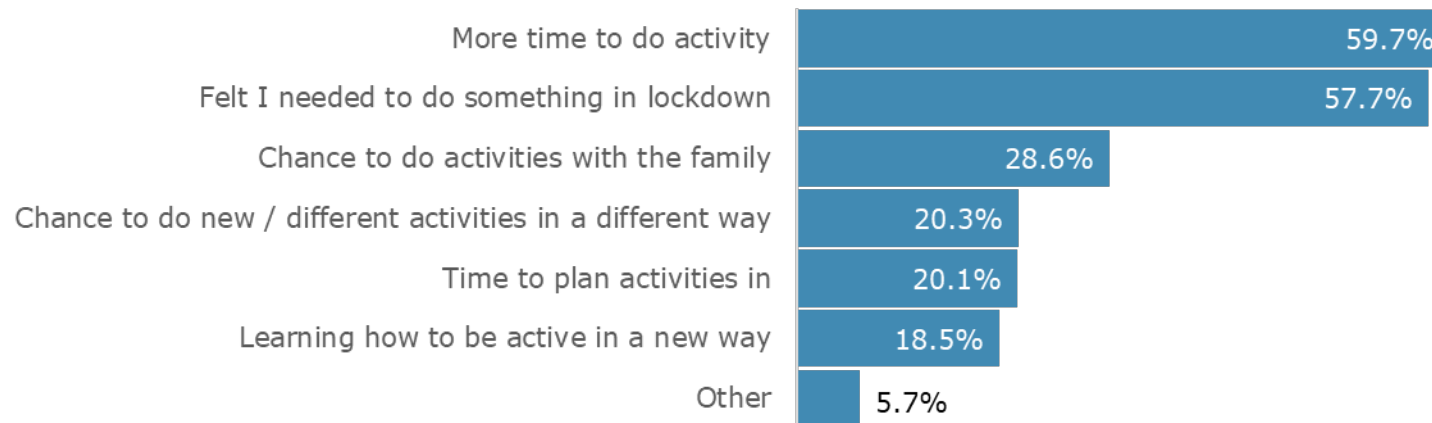
- During lockdown, a greater percentage of residents have taken part in 'all types of physical activity and exercise' when compared with pre Covid-19. There is a +5.1% net difference of residents doing more activity than those doing less.
- Across all activities, there was a higher percentage of individuals taking part more than those taking part less.
- When taking into consideration residents doing more and less of each activity, walking (leisure or travel) (+30.6%), home activity (+27.1%) and activity with adult family members (+18.9%) had the highest net difference of residents doing more.



Activity	% Net Difference
Walking (leisure or travel)	30.6%
Home activity viewed online or on TV	27.1%
With adult family members	18.9%

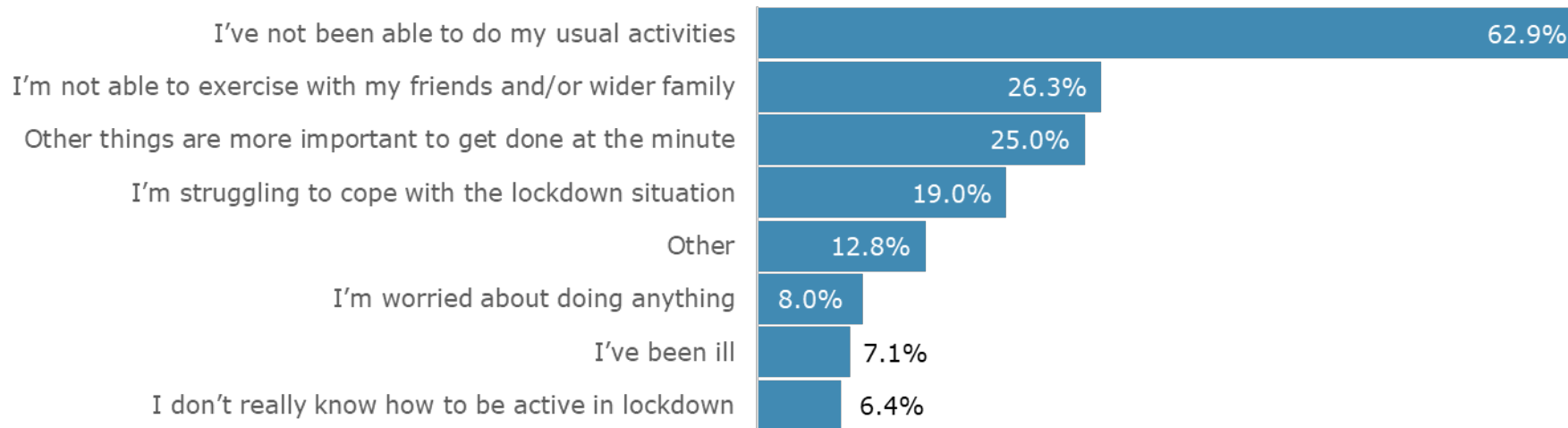
Factors Influencing Adults to be More Active During Lockdown

- Residents who were doing more activity shared their reasons for this:
 - Having more time (59.7%) and feeling the need to do something (57.7%) were the two main factors that helped adults to become more active, with over half of individuals reporting this.
 - Over a quarter of individuals reported that the chance to do activities with the family has helped them to do more activity (28.6%).
 - Of those citing 'other', their reasons included being able to exercise at home and the local area, having greater motivation around looking after their health and having a safer environment to be active.



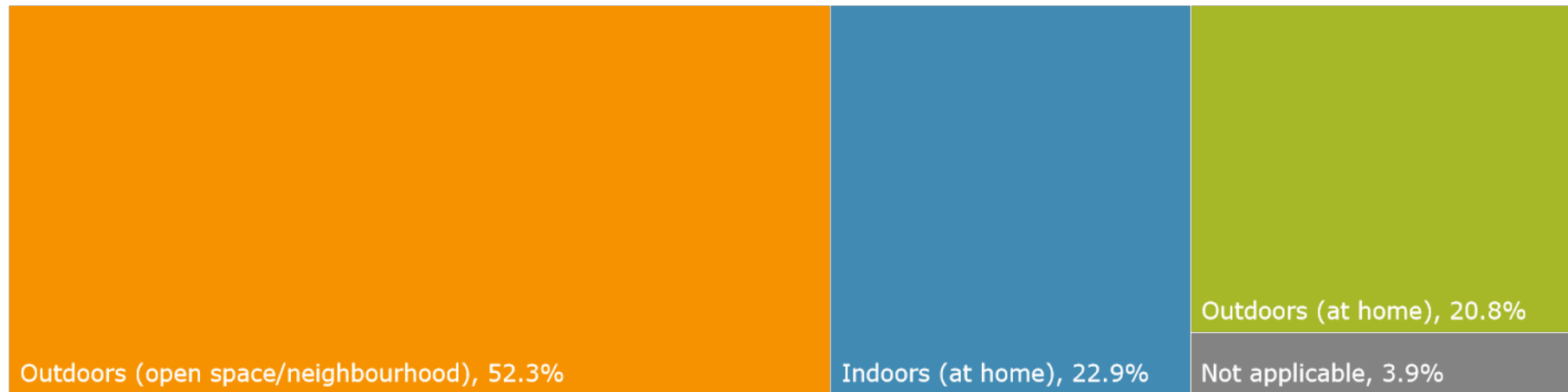
Factors Influencing Adults to be Less Active During Lockdown

- Residents who were doing less activity, shared their reasons for this:
 - Not being able to take part in their usual activities was the primary reason cited for being less active during lockdown, with 62.9% reporting this.
 - Of those citing 'other', their reasons included, shielding at home, a lack of interest and motivation and being unable to walk or cycle to work.



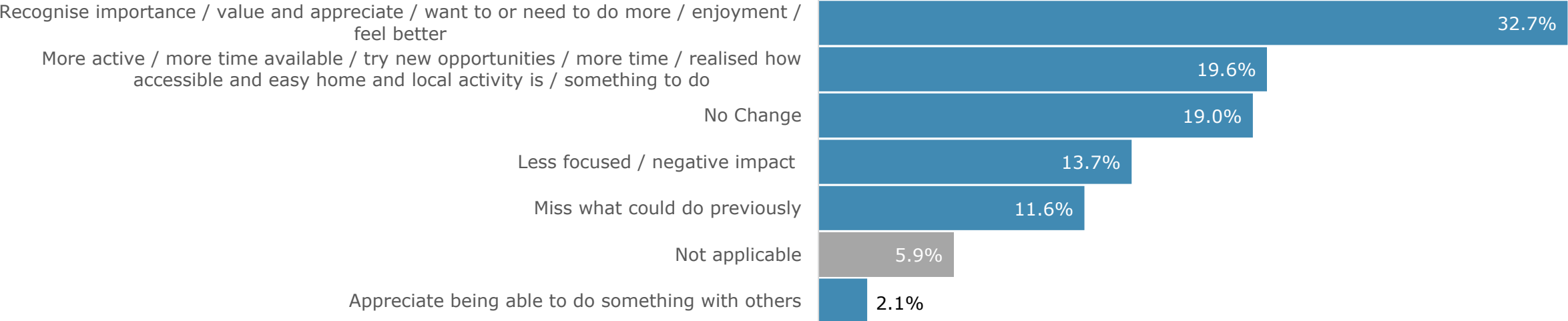
Places Residents have been Active

- Residents were mainly active outdoors in open spaces in their local area, with 52.3% reporting this. They were less likely to be active indoors at home (22.9%) or outdoors at home (20.8%).
- This coincides with people walking more (+30.6%) than they did before Covid-19 and is one of the most common activities taken part in amongst families (69.4%).



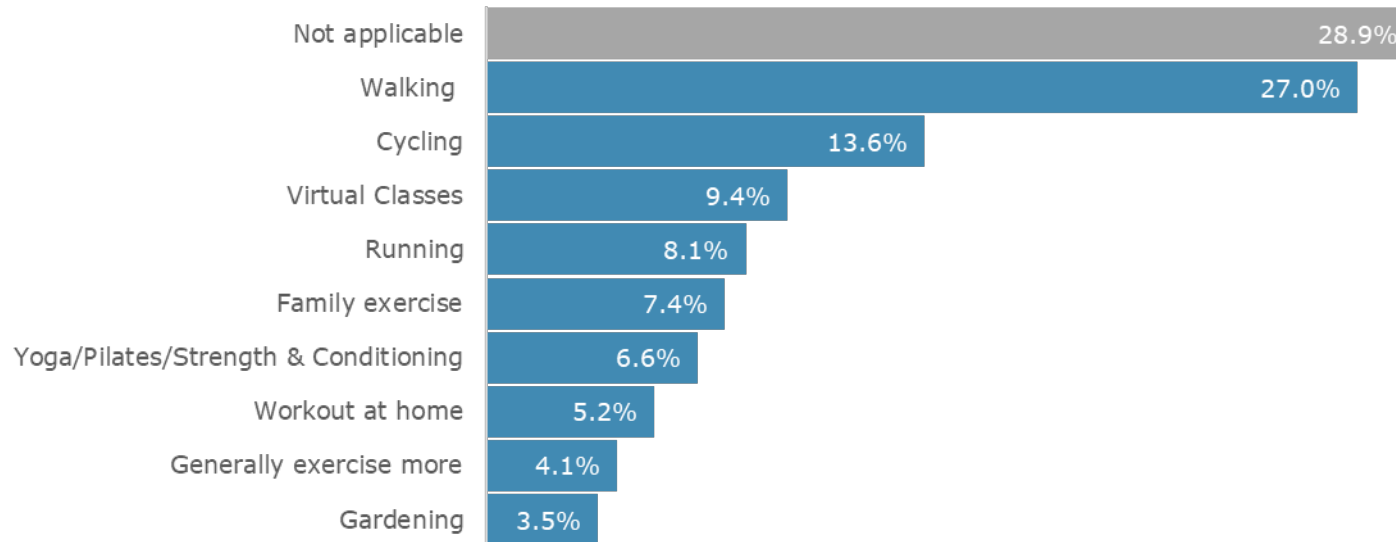
Changes to How Residents Feel About Being Active

- Just under a third of residents (32.7%) reported that the Covid-19 pandemic has led to them recognising and valuing the importance of being active and the enjoyment this brings. Another positive change was having more time and opportunities to be active (19.6%).
- 13.7% identified that the pandemic has led to them feeling less focused and 11.6% have missed what they could previously do.



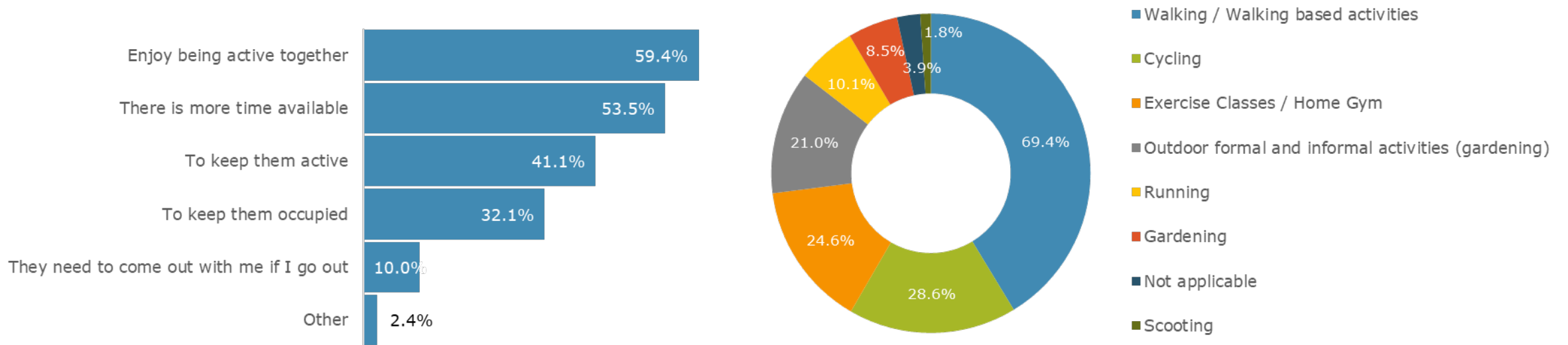
New Experiences and Activities During Lockdown

- Over a quarter of residents (27.0%) identified that they had taken up walking as a new activity during lockdown. This was followed by cycling (13.6%), virtual classes (9.4%) and running (8.1%).



Family Activities

- The majority of residents who were active with their family attributed this to enjoying being active together (59.4%) and because there was more time available (53.5%). 'Other' reasons were linked to the social element of taking part with others.
- The most popular activity that families had taken part in together was walking and walking based activities, with a large proportion reporting this (69.4%). Supporting comments referenced exploring the local area, visiting parkland and being able to walk for longer and more regularly than previously.

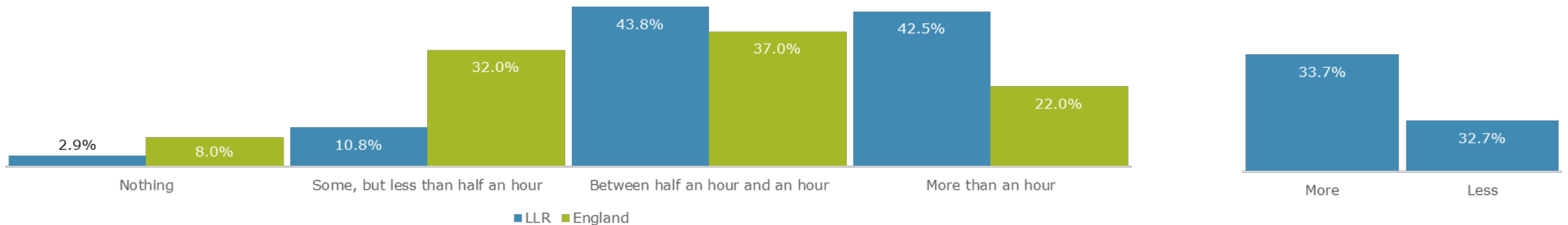


Children's Physical Activity

- Residents with children under the age of 15 living in their house, reported their physical activity levels:

Active Children (CYP)

- 42.5% of CYP were active for an average of 60 minutes or more everyday across the week, meeting CMO guidelines. This is almost double the percentage nationally (22.0%).
- When compared with the latest Active Lives data (2018/19), this is a decrease of 8.5%.
- There is a +1.0% net difference of CYP doing more activity than those doing less when comparing activity levels during lockdown with pre Covid-19.



Children's Physical Activity

Less Active CYP

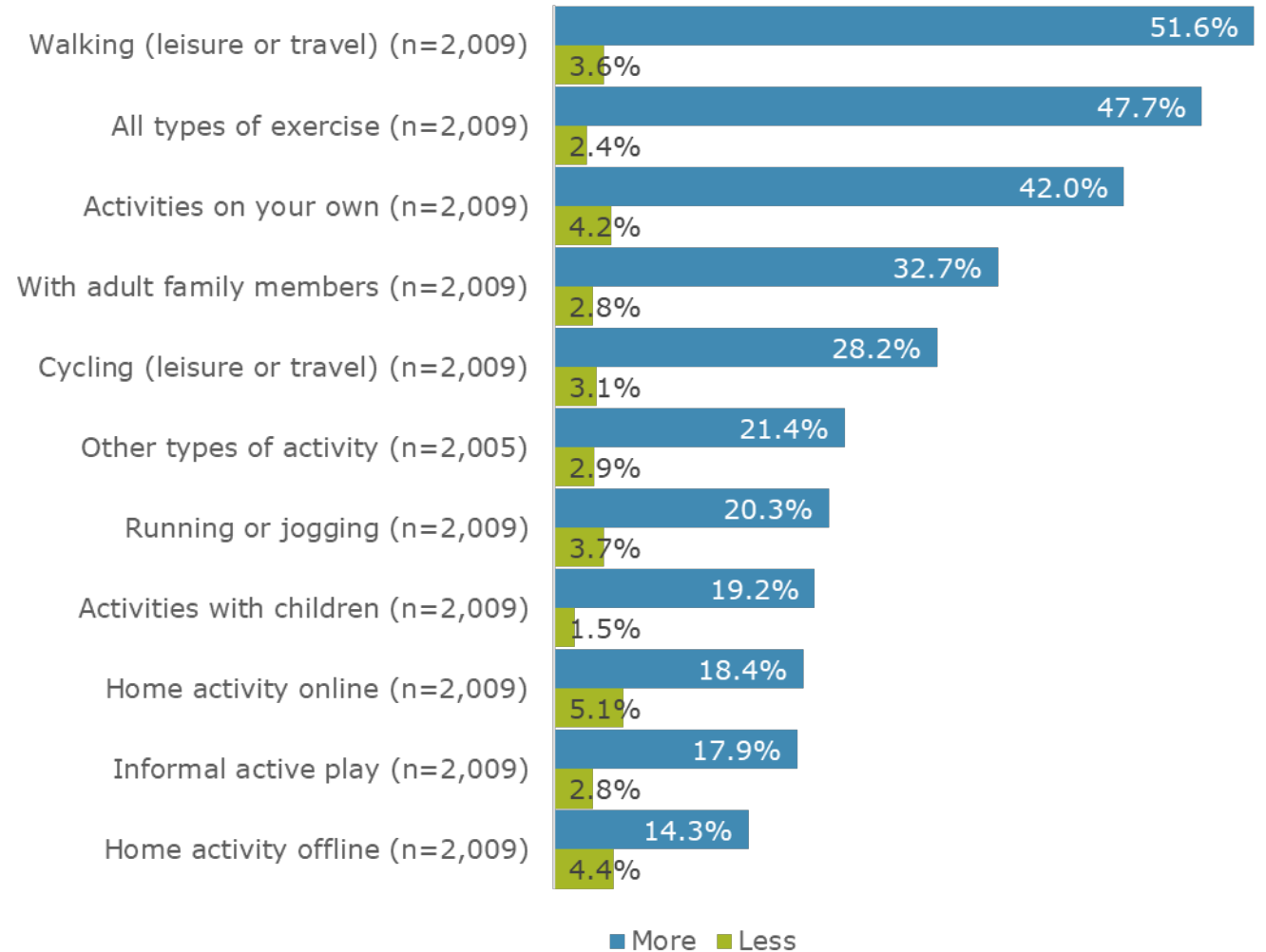
- 13.7% of LLR CYP were less active and on average either did some activity, but less than half an hour a day or no activity at all.
- When compared with the latest Active Lives data (2018/19), this is a positive decrease of 11.6%.
- LLR CYP had 26.3% fewer less active CYP when compared nationally.

Fairly Active CYP

- The remaining 43.8% of LLR CYP were fairly active, doing between half an hour and a hour's activity a day on average throughout the week. When compared with the latest Active Lives data (2018/19), this has increased by 20.0%.
- This shows a similar shift in CYP's physical activity patterns to adults during lockdown.

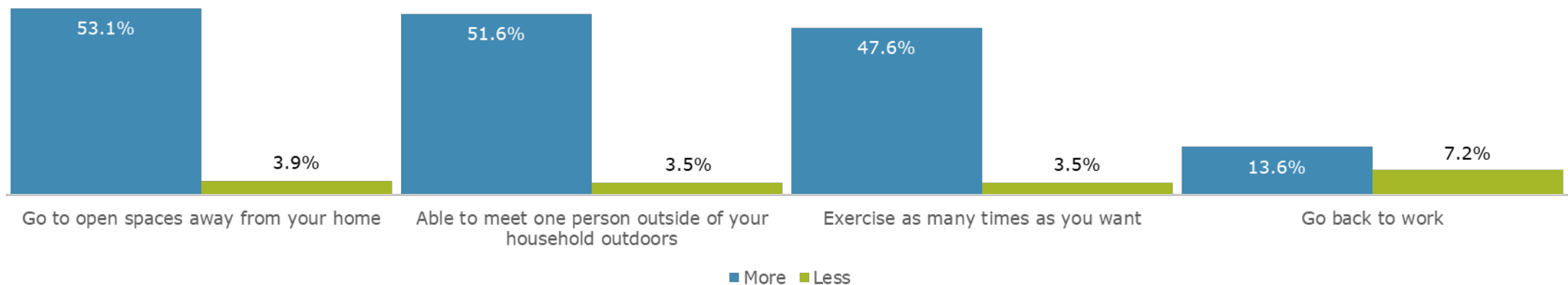
Future Intentions – Participation in Activities

- Residents most commonly reported that in comparison to the first lockdown period, they intend to do more walking (+48.0%), exercise generally (+45.3%) and activities on their own (+37.8%) during the second lockdown period, as restrictions ease.
- Other types of activity that were referenced include swimming, tennis and golf (in order of popularity).



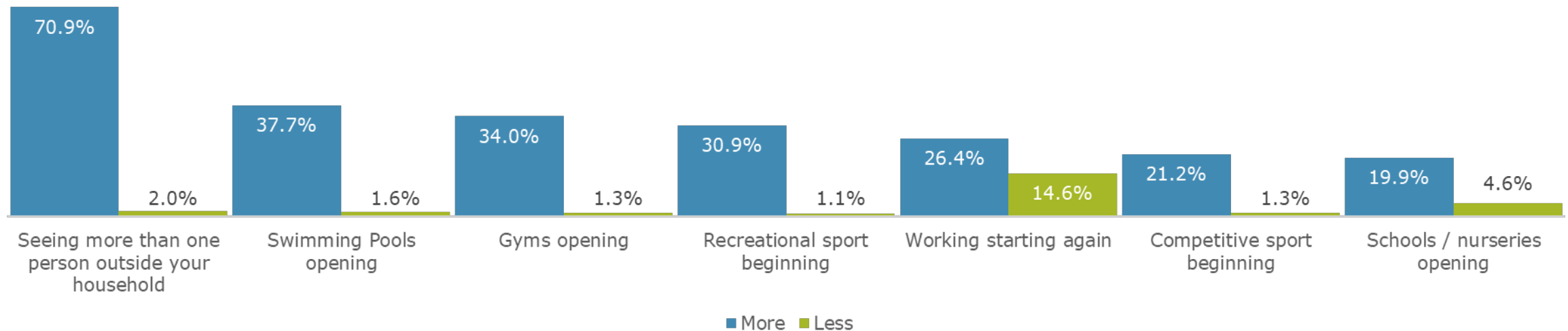
Future Intentions – Easing of Restrictions (Short-Term)

- Residents were asked what impact the lifting of restrictions during the second lockdown period (from 13th May) has had / or would have on their activity levels:
 - When taking into consideration residents doing / intending to do more and less of each activity, going to open spaces away from their home (+49.2%), being able to meet one person outside their household outdoors (+48.1%) and exercising as many times as you want (+44.1%) had the highest net difference of residents doing / intending to do more.
 - Across all conditions, there was a higher percentage of residents saying they would do more activity than less activity.



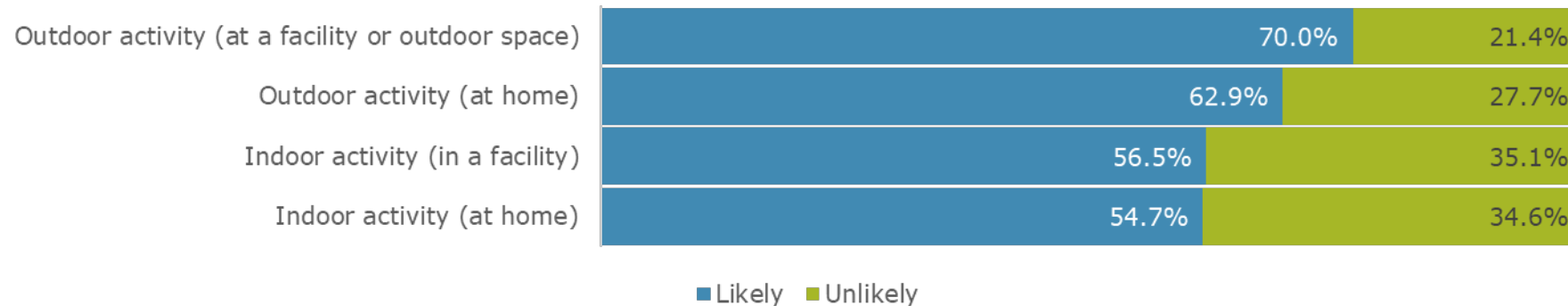
Future Intentions – Easing of Restrictions (Longer-Term)

- Residents were asked what impact the future lifting of restrictions would have on their activity levels:
 - When taking into consideration residents doing / intending to do more and less of each activity, seeing more than one person outside of their household (+68.9%) had the highest net difference of residents intending to do more. The next highest net difference was linked to when swimming pools open (+36.1%) and when gyms open (+32.7%).
 - Across all conditions, there was a higher percentage of residents saying they would do more activity than less activity.



Likelihood of Taking Part when Restrictions are Lifted

- Over half or more residents reported that they were likely to take part in physical activity across all settings once restrictions were lifted. Residents were more likely to want to take part in outdoor activity over indoor activity.
- When taking into consideration residents feeling likely and those feeling unlikely to take part, outdoor activity (at a facility or outdoor space) (+48.6%) and outdoor activity at home (+35.2%) had the highest net different of residents being more likely to take part.



Inspiring Three Words...

- Residents shared three words they would like to see within future marketing messaging to inspire them to be more active:
 - Over half (51.1%) identified that the terms 'healthy / health' would inspire them, which was followed by the terms 'active / activity' (43.2%).

