

# Leicestershire, Leicester and Rutland Physical Activity and Wellbeing Residents' Survey 2022

## Summary Report



Welcome	3
Learning & Recommendations	4-5
Overview	6
Data Summary	7
Data Analysis - Full Data Summary	8-11
Data Analysis - Children and Young People	12-13
Data Analysis - Inactives	14-17
Data Analysis - Fairly actives	18-21
Data Analysis - Not meeting CMO activity guidelines	22-25

# Welcome from the Director

Our physical activity residents' survey plays an important role in building our collective understanding of our places and communities. The results from the survey will help us better understand our residents current physical activity levels, the challenges they face to be active and their future intentions. This evaluation report will help the Active Together Partnership identify the support and opportunities needed in our local communities and help us more effectively target our resources where they are most needed.

This survey has been co-designed with our locality partners to ensure that we ask the questions that are most important to them. In response to this, we have extended the survey this year to help us identify the physical activity levels and behaviours of local children and young people. Due to our collective efforts we have received over 2,700 responses from across our diverse communities that has revealed a real richness of information. I would like to thank our Active Together Insight Officers for leading the development of the survey and Marketing and Communications Officers for coordinating the promotion of the survey. In addition, I would like to thank our partners for their support to help design the survey and playing their part to promote the completion of the survey in our local communities. I hope you find this summary report a useful read.



**John Byrne, Director, Active Together**

December 2022

# Learning & Recommendations

- Despite a concerted effort to target inactive people, those from ethnically diverse communities and those from lower socio-economic groups, responses were relatively low. Therefore, the partnership need to explore alternative ways of reaching these target audiences.
- Cost of living continues to impact physical activity and many local residents state that they feel this impacts their opportunity to be active. The partnership should continue to offer and promote low cost/free activities.
- Linked to the COM-B model, for behaviour change to occur, individuals need to have the ability [capability], opportunity and motivation to be physically active. Therefore, the partnership need to better understand and respond to the reasons people do not feel or are unsure that they have these things.
- There is a clear intention from residents to make a number of healthy lifestyle changes within the next 6 months, including increasing their levels of activity. The partnership need to consider how it ensures physical activity is embedded into local opportunities and wider lifestyles programmes e.g. weight management.
- The best way to communicate opportunities to the general public of LLR is via emails/newsletters and social media. This is universal regardless of activity status, age, ethnicity, socioeconomic status and gender. Therefore, the partnership should focus on utilising these avenues to share physical activity opportunities far and wide. In addition to this, the partnership needs to consider how we reach audiences who prefer offline communication methods.

# Learning & Recommendations

The below recommendations are provided for key target audiences where there are notable differences in the responses provided. It is important that the partnership considers these points when planning and promoting physical activity to these groups:

- Inactive - Inactive residents identified that they would prefer to participate in activity indoors at community venues [gym/village hall] which differed from active and fairly active respondents who preferred outdoor activity in open spaces.
- CYP - Parents report that receiving financial help and access to affordable opportunities would support their children to be more active, alongside better accessibility, opportunities and availability.
- Ethnically Diverse Communities - Unlike most groups, over half of respondents from ethnically diverse communities stated that alongside recreational/social activity, group activities appealed to them.
- Older adults - Older adults who felt they didn't have the opportunity to be active gave the top reason for this as not being aware of local activities as opposed to cost that was highlighted amongst other groups.

The survey ran between June and July 2022 for a period of 5 weeks. It was a push-to web survey with alternative formats available on request. A range of marketing and promotional activities supported the roll-out of the survey led by Active Together and local authority partners.

The aim of the survey was to understand the attitudes, behaviours and intentions of our local community in relation to physical activity and health and wellbeing, with a focus on our least active residents.

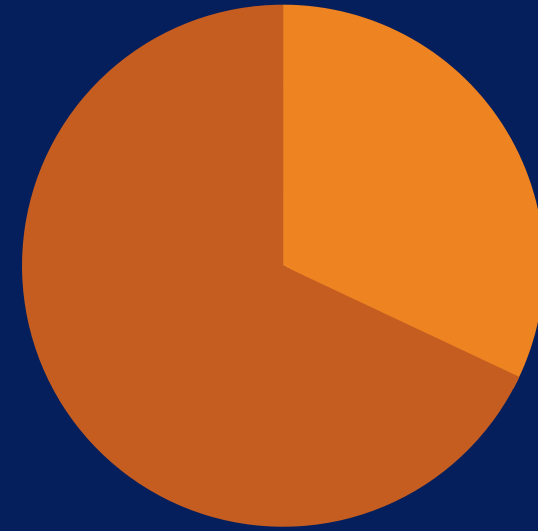
It is intended to provide valuable insight to support the Active Together Partnership plan future service delivery and messaging to support more residents (including children and young people) to take part in regular activity, improve their health and wellbeing and take part with others within their communities.

The survey targeted all adult residents (aged 18+) living within Leicestershire, Leicester and Rutland (LLR), with a targeted MarComms approach for reaching inactive residents (doing less than 30 minutes of physical activity a week), ethnically diverse communities and those from lower-socio economic groups (LSEG).

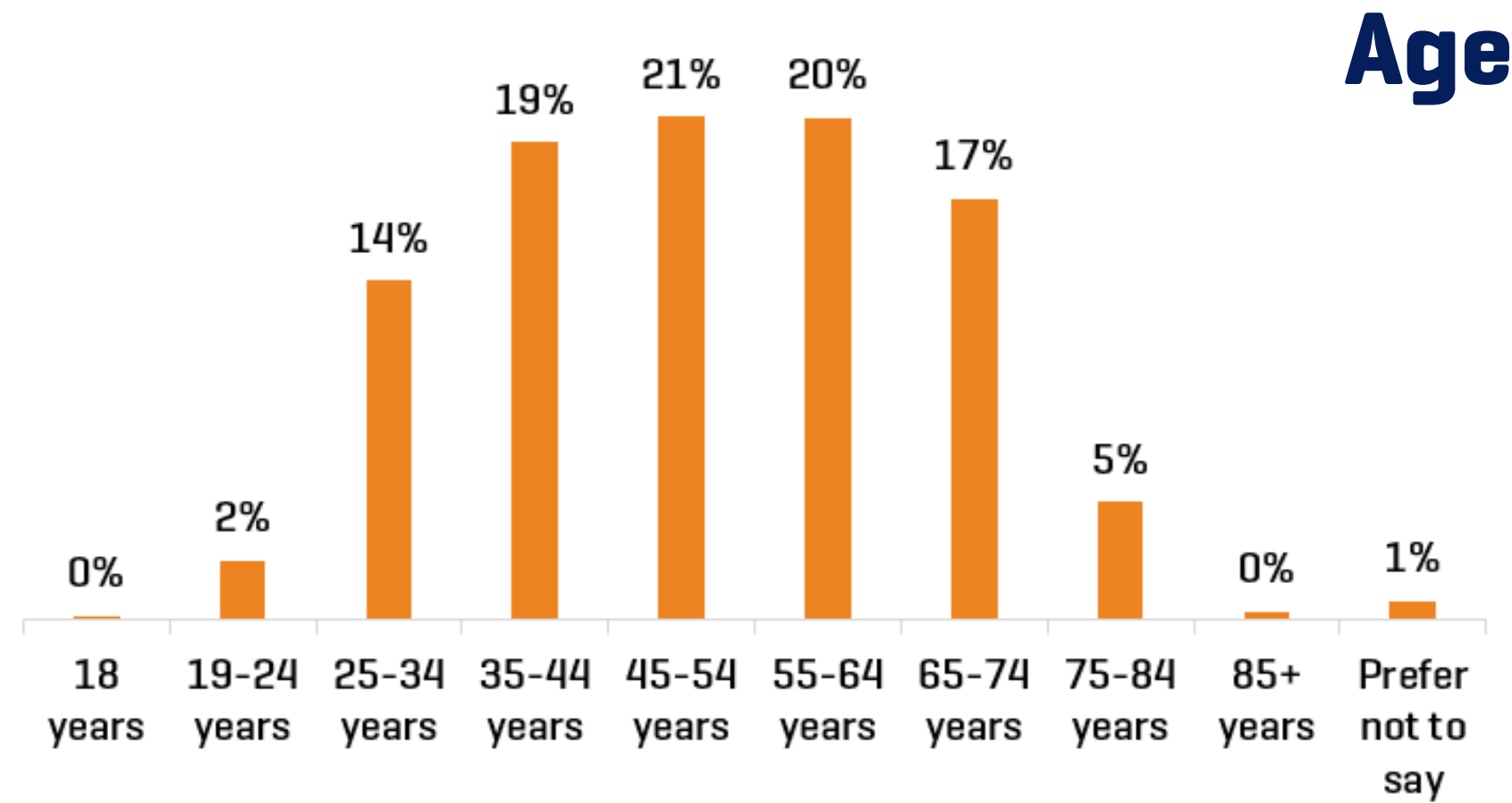
- A total of 2,788 residents responses were received.
- This report has been structured in a way that allows the reader to easily make comparisons across a range of target groups including; all respondents, children and young people, inactive and fairly active individuals, ethnically-diverse communities, lower socio-economic groups, females and older adults.
- Please note that statistical tests haven't been carried out on the data.
- An interactive version of the anonymised survey data is available to partners to conduct a more in-depth analysis of the data using a series a data slicers. Caution needs to be applied where sample sizes are small.
- A headline summary report can be accessed on Active Together's Insight Hub, available [here](#).

**2,788**  
Respondents

- 77% of responses were received from residents living in Leicestershire, 17% from Leicester City and 6% from Rutland.
- 29% of respondents live within the 50% most deprived neighbourhoods.

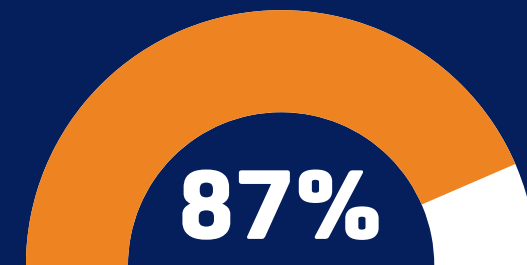


The majority of respondents were female [68%], 32% were male.



**Age**

- 88% of respondents were heterosexual / straight.
- 43% of respondents reported having no religion and 43% were Christian.
- 43% of respondents were employees in full-time jobs, 24% were wholly retired from work.



87% of respondents were from a white ethnic background with 7% from an Asian / Asian British background.

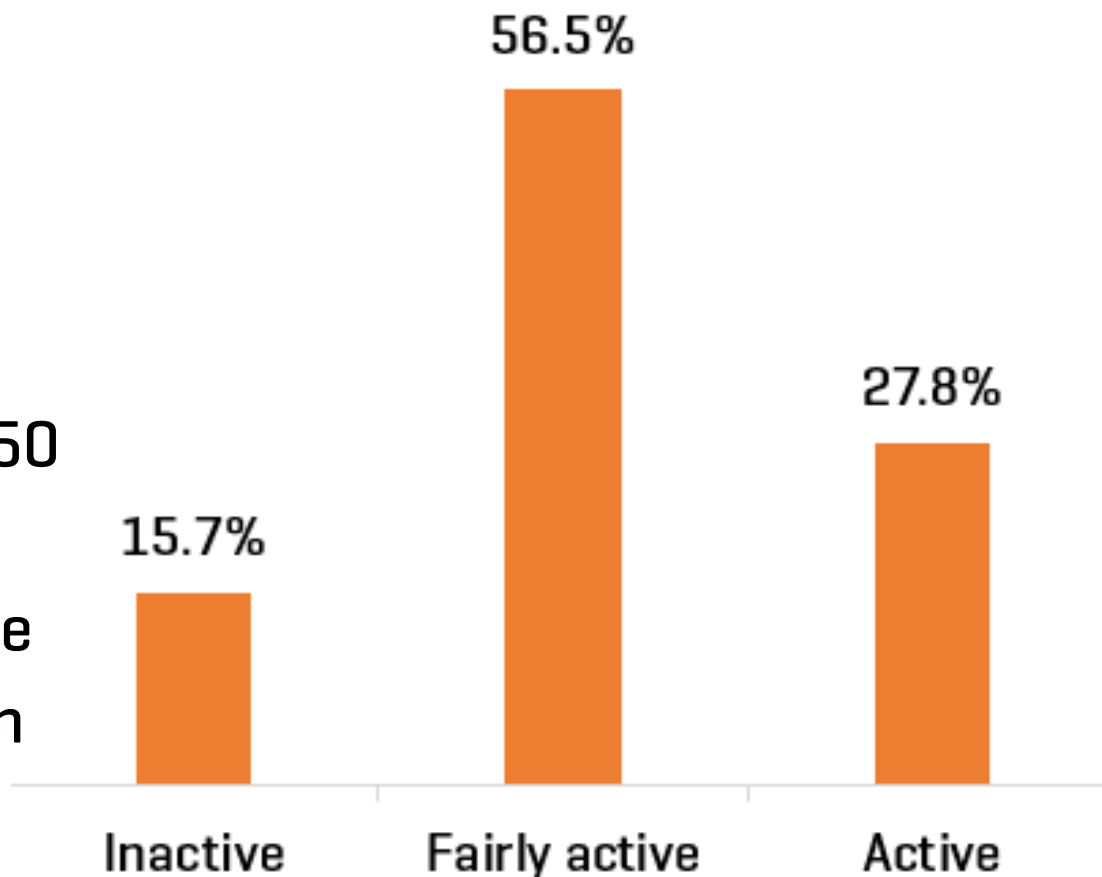
- 68% of respondents stated they had no longstanding physical or mental health condition or illness.
- Just under half of respondents reported their health as being good [48%], with 26% reporting this as fair.





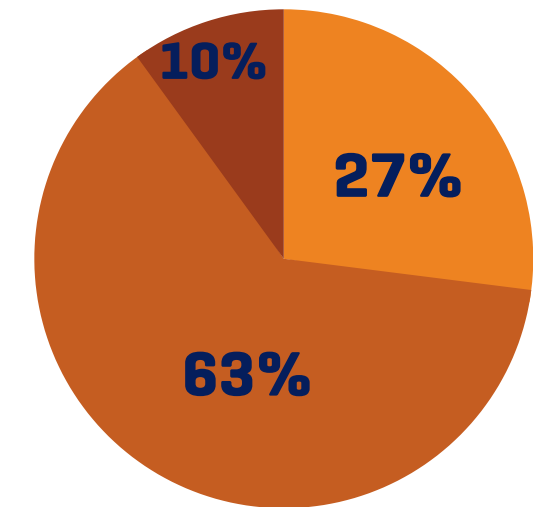
## Activity Levels

- Just over a quarter of residents (28%) were active and met the Chief Medical Officers' (CMO) recommended level of 150 minutes of physical activity a week. 16% were inactive and did less than 30 minutes of physical activity a week.



## Campaigns

- 63% of respondents had not seen or been made aware of 'Let's Get Moving' (including the Active Together local Champions). 27% were aware and 10% didn't know.



What is the best way for you to find out about physical activity opportunities in your local area?

**56%**  
Social Media



- Emails / newsletters [52%]
- Online website [33%]
- Friend / Family member / Word of mouth [32%]



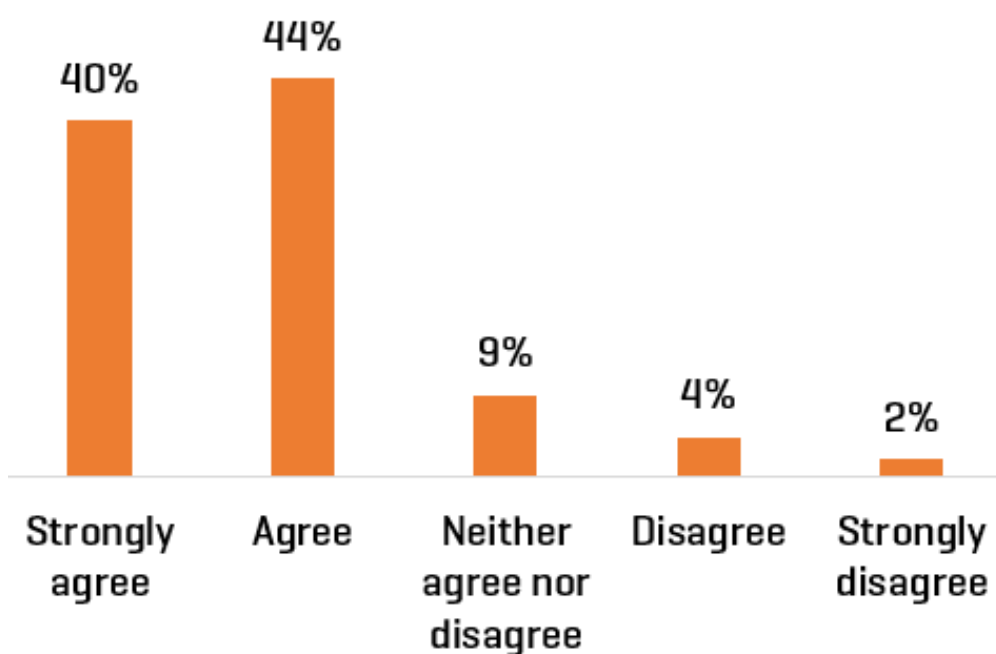
Only 52% met the CMO guidelines to exercise to strengthen their muscles on 2 or more days of the week.



75% sat between 1 and 5 hours each day and 21% sat for 5 or more hours a day.

## Ability

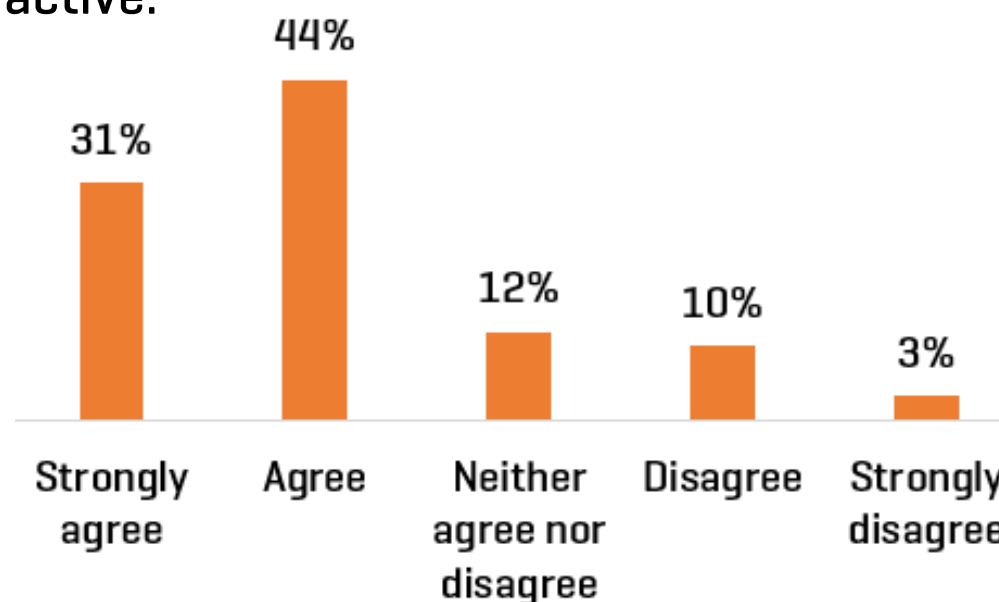
- 84% 'Strongly agreed' or 'Agreed' that they have the ability to be active. 7% did not feel that they have the ability to be active.



- 54% of those that said they do not or are unsure if they have the ability, stated that this was due to having a disability or long term health condition.
- Improved physical and mental health [29%] would help those who didn't feel they have the ability to be active.

## Opportunity

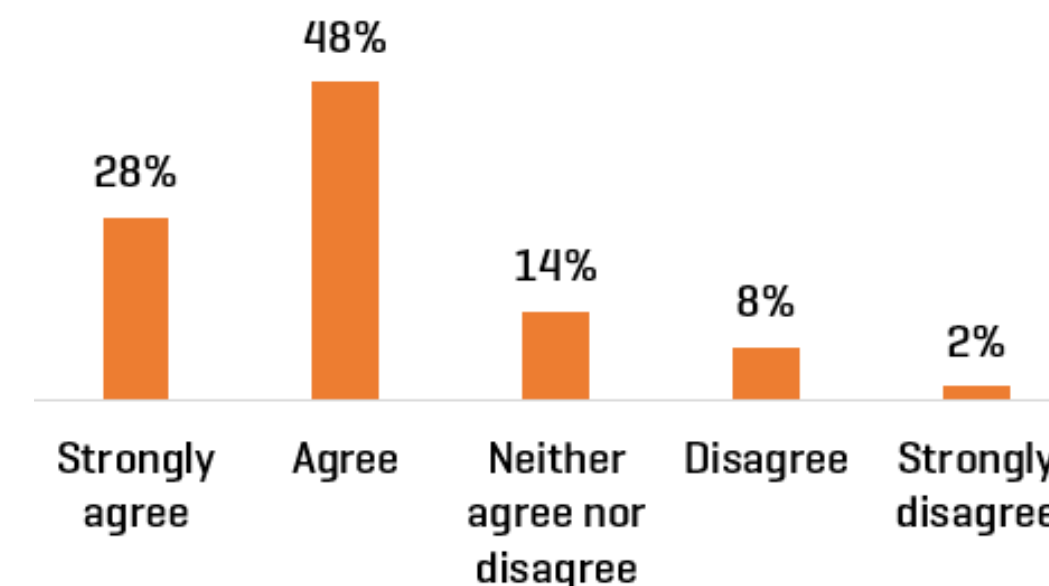
- 75% 'Strongly agreed' or 'Agreed' that they have the opportunity to be active. 13% did not feel that they have the opportunity to be active.



- 51% of those that stated they do not or are unsure if they have the opportunity, stated that this was due to not being able to afford certain activities.
- More disposable income and affordable sessions [33%] would help this group to access more opportunities to be active.

## Motivation

- 76% 'Strongly agreed' or 'Agreed' that they feel motivated to be active. 10% did not feel that they are motivated to be active.



- 29% of those that do not or are unsure if they feel motivated to be active, stated that this was due to their mental health, closely followed by 28% reporting feeling embarrassed about their weight.
- Friends, family and one to one support [27%] would help those who feel that they are not motivated to be active, find motivation.

## What are the biggest challenges that you face to being physically active right now?

- Time [26%]
- Motivation [13%]
- Medical/Health condition [11%]
- Cost [11%]

## What would help you to overcome these challenges?

- Reduced working hours and more free time [18%]
- Reduced cost of activities and financial support [13%]



Recreational/social activities [69%] and individual activities [58%] appealed most to this group.



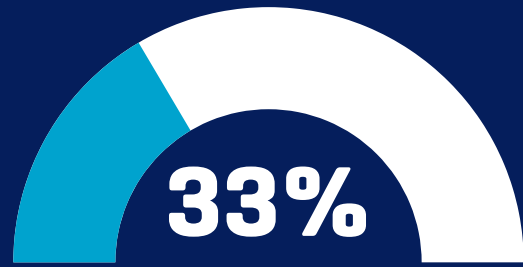
Activity outdoors e.g at an open space / park, in the neighbourhood is the preferred location to take part in activity [60%].



Respondents prefer to participate in physical activity with friends [54%].

# Data Analysis

## Children and Young People



33% of respondents were parents / guardians to children aged 17 or under who live with them.

### Families with Young Children

The best ways for local organisations to share messages about how to move more with young children include:

- Social Media - 43%
- Email - 32%



### Younger Children Aged 5-11 Years

- Less than half [44%] were active for approximately 60 minutes or more each day in the last week, with 17% doing less than 30 minutes each day.

- This age group predominantly sat for a period of 1-2 hours a day before and after school during a normal school week [38%]. 9% sat for less than an hour each day and 3% sat for over 5+ hours a day.

This age group mainly took part in activity for about the same amount of time in and out of school [42%].



89% actively travelled to school for all or part of their journey.

Of these, 60% walked, 15% rode a scooter and 14% rode a bike.



## Older Children Aged 12-17 Years

- Just over a third [35%] were active for approximately 60 minutes or more each day in the last week, with 36% doing less than 30 minutes each day.

- This age group predominantly sat for a period of 2-3 hours a day before and after school/college/work during a normal working week [30%]. 2% sat for less than an hour each day and 11% sat for over 5+ hours a day.

This age group mainly took part in activity outside of school / college / work [40%].



61% actively travelled to school for all or part of their journey.

Of these, 51% walked, 9% rode a bike and 1% rode a scooter.



## All Ages

### Barriers to Children Being More Active

- Issues with accessibility and lack of available of opportunities [22%]
- Cost [20%]
- Time [15%]
- Competing leisure activities linked to mobile phones, gaming and online activities [12%]

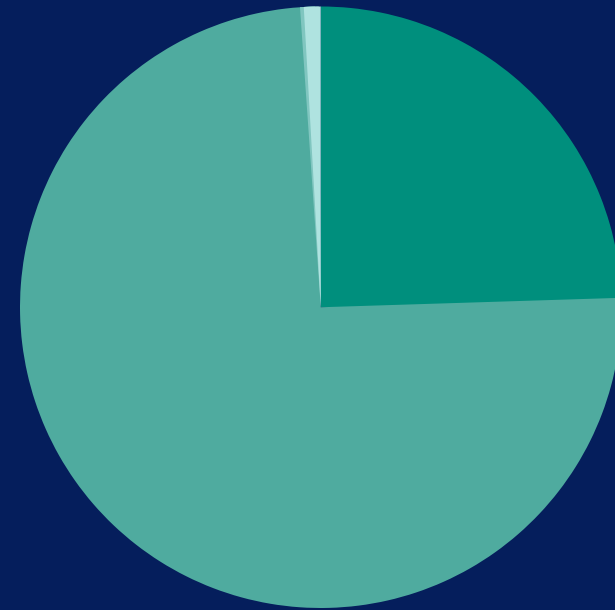
### Support to Help Children Become More Active

- Financial help and affordable opportunities [25%]
- Better accessibility, more opportunities and availability [22%]

## 437

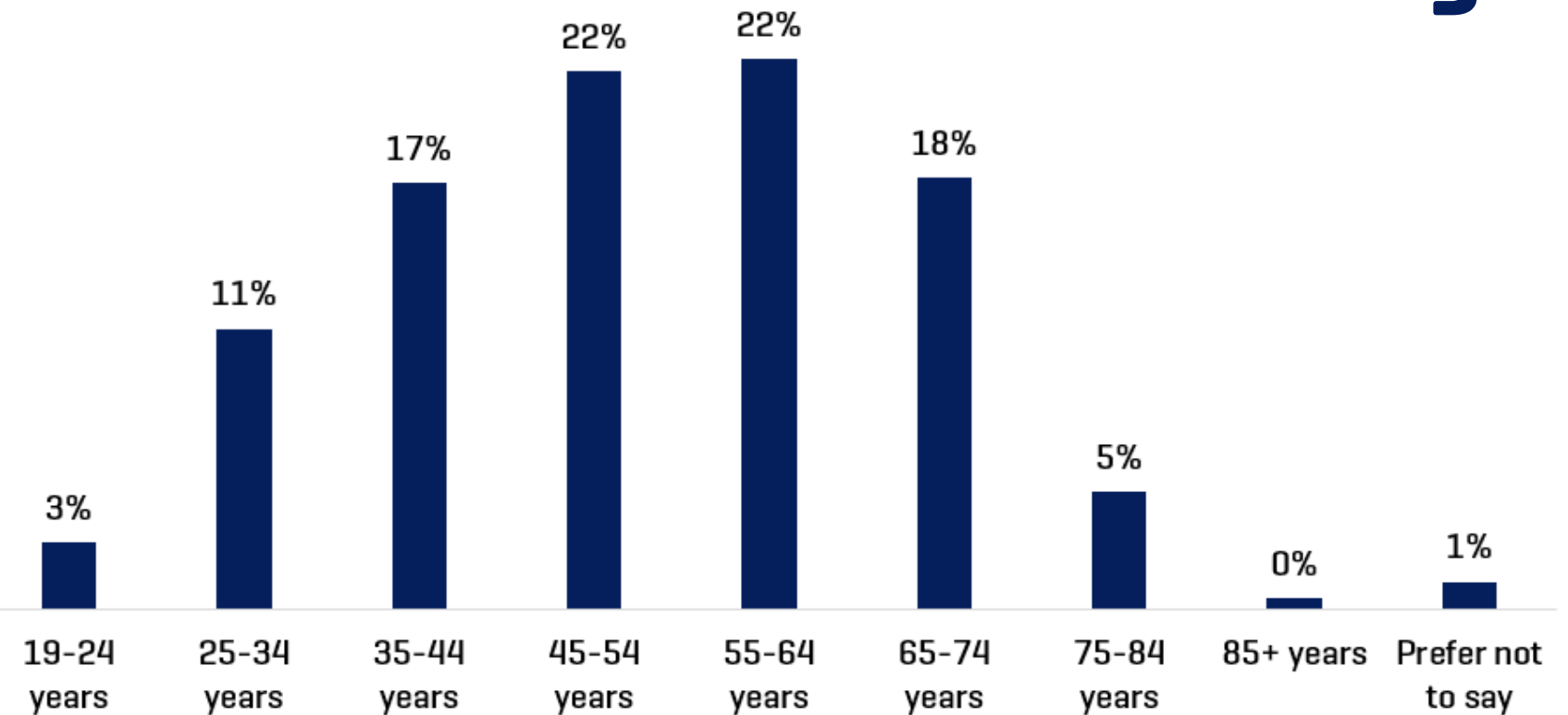
**Respondents deemed 'inactive'**

- Respondents were 'inactive' if they stated that they had taken part in less than 30 minutes of physical activity in the past week.

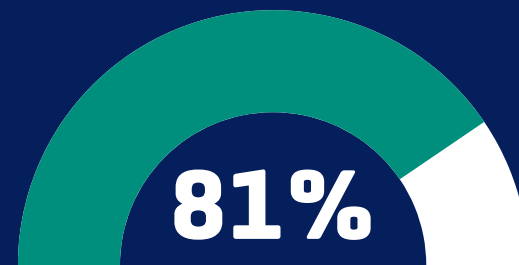


The majority of inactive respondents were female [74%], only 25% were male.

## Age



- 85% of inactive respondents were heterosexual/straight.
- 42% of inactive respondents had no religion and 39% were Christian.
- 40% of inactive respondents were employees in full-time jobs, 22% were wholly retired from work.



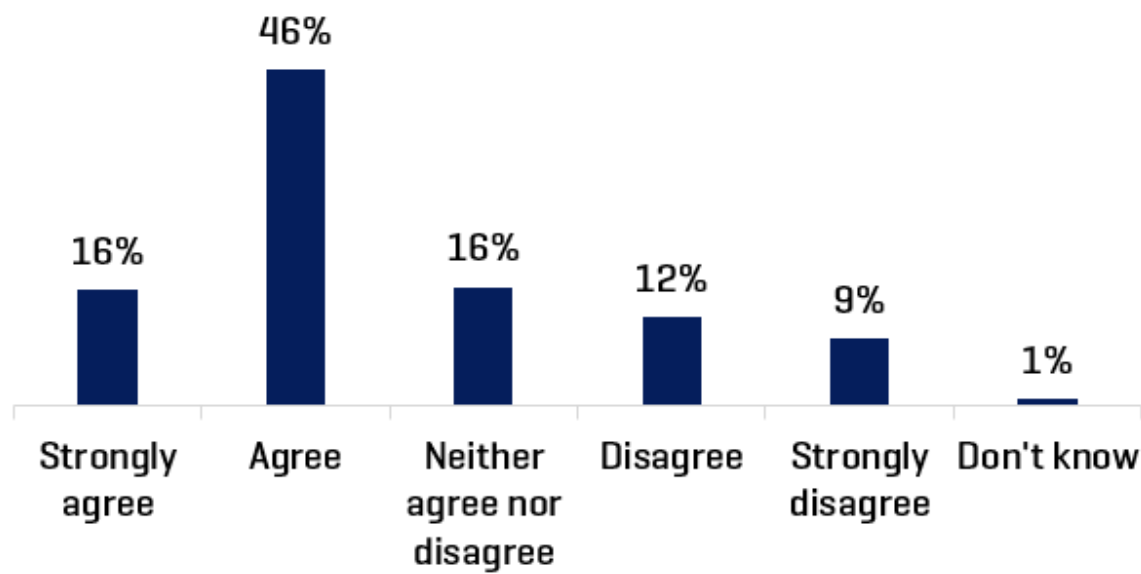
81% of inactive respondents were from a white ethnic background

- 45% of inactive respondents stated they had no longstanding physical or mental health condition or illness. 40% said they had a physical condition.
- The majority of respondents stated that their health was good [28%] or fair [44%].



## Ability

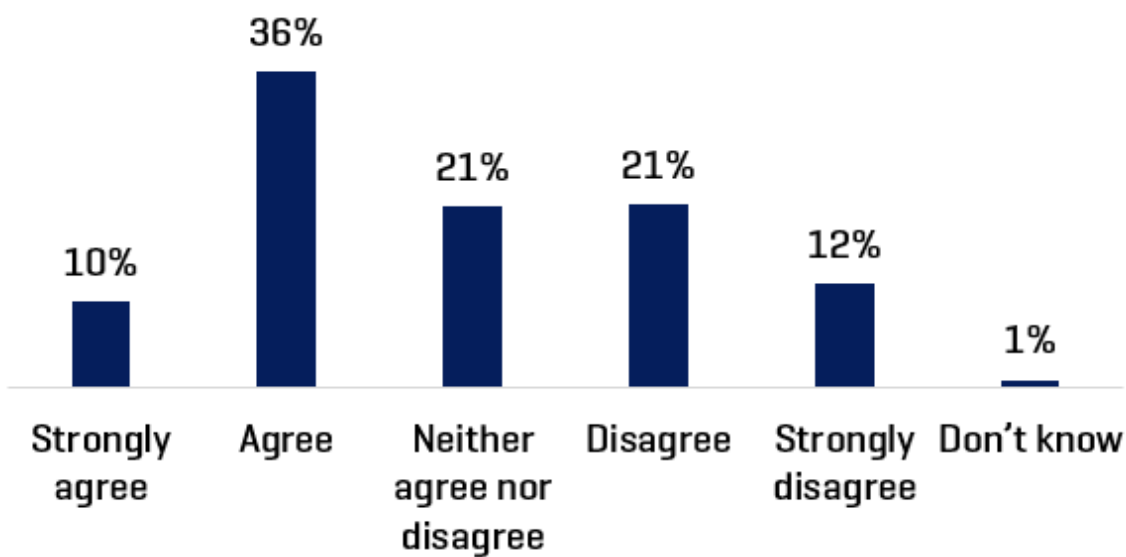
- 62% of inactive people 'Strongly agreed' or 'Agreed' that they have the ability to be active. 21% do not feel that they have the ability to be active.



- 60% of those that said that they do not or are unsure if they have the ability, stated that this was due to having a disability or long term health condition.
- Improved physical and mental health [28%] and a personal trainer/ qualified professional [23%] would help those who don't feel they have the ability to be active.

## Opportunity

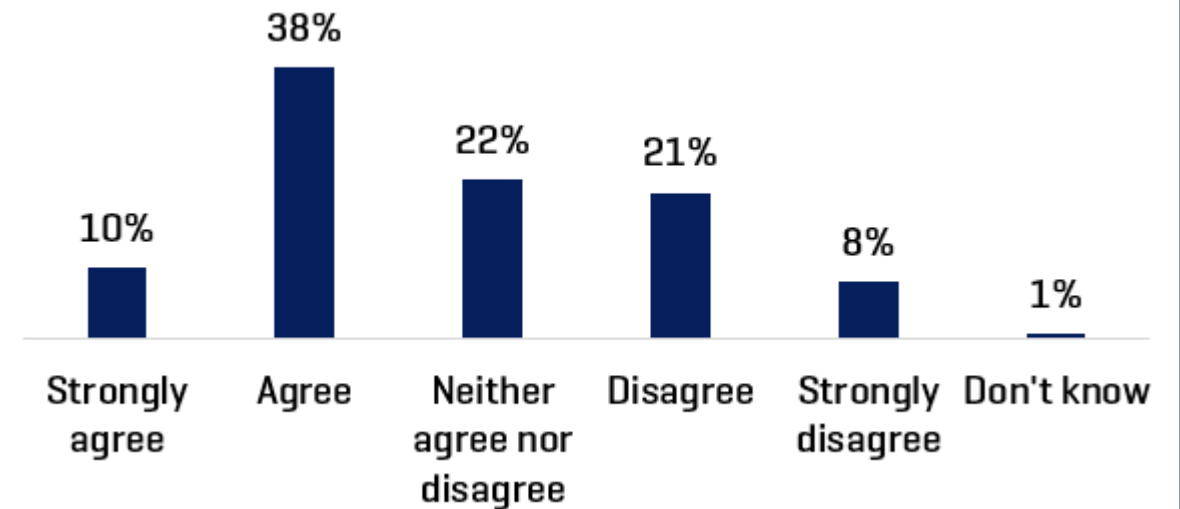
- 46% of inactive people 'Strongly agreed' or 'Agreed' that they have the opportunity to be active. 33% do not feel that they have the opportunity to be active.



- 52% of those that stated they do not or are unsure if they have the opportunity, stated that this was due to not being able to afford certain activities.
- Financial support, more disposable income and affordable sessions [30%] would help this group to access more opportunities to be active.

## Motivation

- 48% of inactive people 'Strongly agreed' or 'Agreed' that they feel motivated to be active. 29% do not feel that they are motivated to be active.



- 39% of those that do not or are unsure if they feel motivated to be active stated that this was due to being embarrassed about their weight.
- Friends, family and one to one support [34%] would help those who feel that they are not motivated to be active, find motivation.

## What are the biggest challenges that you face to being physically active right now?

- Medical/Health condition [15%] and pain or injury [15%] [30% combined]
- Time [21%]
- Motivation [15%]

## What would help you to overcome these challenges?

- Reduced cost of activities [14%]
- Support from family, friends and classes [12%]
- Variety of class times and activities available [11%]

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

**70%**

Lose weight

**68%**

Increase physical activity

**59%**

Eat more healthily

**53%**

Focus on mental health and wellbeing

**11%**

Increase volunteering

**9%**

Reduce alcohol intake

**4%**

Stop smoking



Recreational/social activities [65%] and individual activities [52%] appealed most to this group.



Indoor activity at a community venue e.g gym, village hall was the preferred location to take part in activity [61%].



This group would prefer to participate in physical activity with friends [47%].



- 35% of inactive respondents live within the 50% most deprived neighbourhoods across Leicestershire, Leicester and Rutland.

- 18% of inactives stated that cost prevents them from participating in physical activity in their local area. 17% stated that medical conditions / injuries or disabilities prevented them.

- Inactive respondents stated that they would improve the availability and variety of activities (16%), the communication of activities on offer (14%), the cost of activities (14%) and the availability of facilities that are close to their homes (13%) in their local area to help them and others to get active.

**What is the best way for you to find out about physical activity opportunities in your local area?**

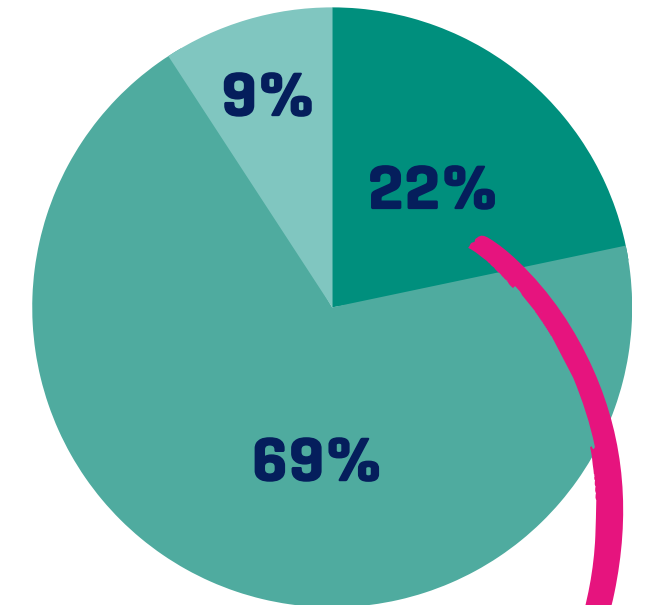
**59%**   
Emails/ Newsletters

**Which social media platforms do you use most regularly to find out local information?**

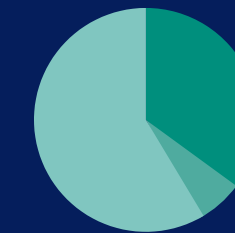
**84%** 

## Campaigns

- 69% inactive respondents had not seen or been made aware of 'Let's Get Moving' (including the Active Together local Champions). 22% were aware and 9% didn't know.



36% of inactives were aware of This Girl Can. 7% were aware of We Are Undefeatable and 61% were not aware of either campaign.

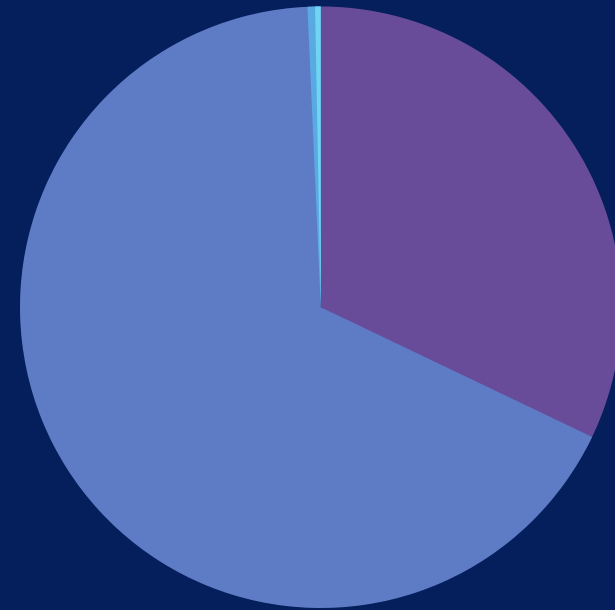


Of the 22% that had seen or been made aware of Let's Get Moving, 34% of those had heard about it via emails/newsletters.

# 1,576

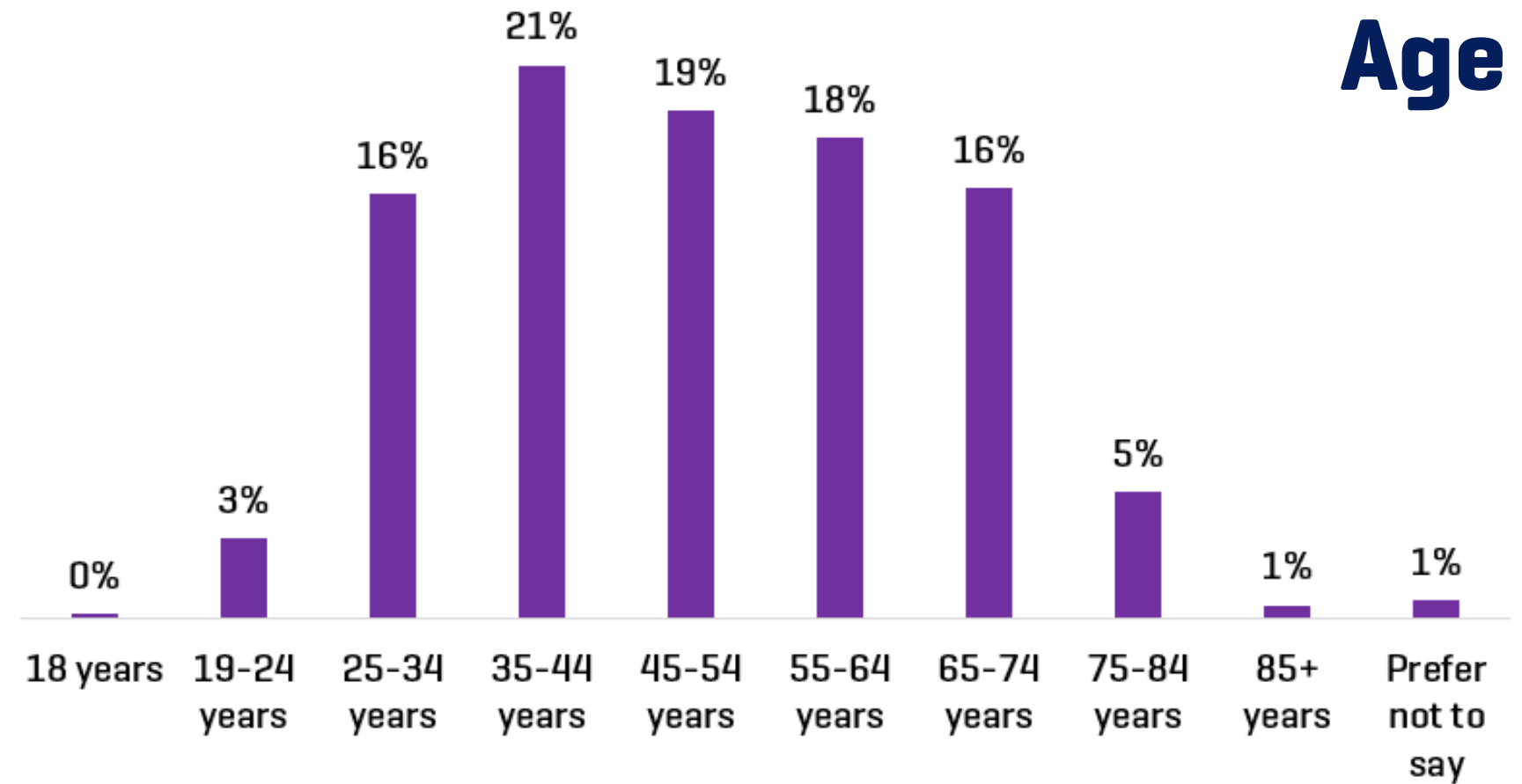
Respondents deemed 'fairly active'

- Respondents are 'fairly active' if they stated that they had taken part in between 30-149 minutes of physical activity in the past week.

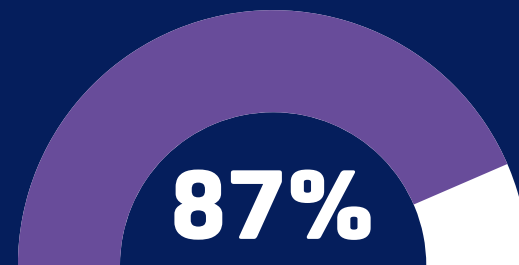


The majority of inactive respondents were female [67%], 32% were male.

### Age



- 88% of 'fairly active' respondents were heterosexual/ straight.
- 41% of 'fairly active' respondents had no religion and 45% were Christian.
- 45% of respondents were employees in full time work. 22% were wholly retired from work.



87% of fairly active respondents were from a white ethnic background

- 69% of inactive respondents stated they had no longstanding physical or mental health condition or illness. 19% said they had a physical condition.
- The majority of respondents stated that their health was good [52%] or fair [28%].

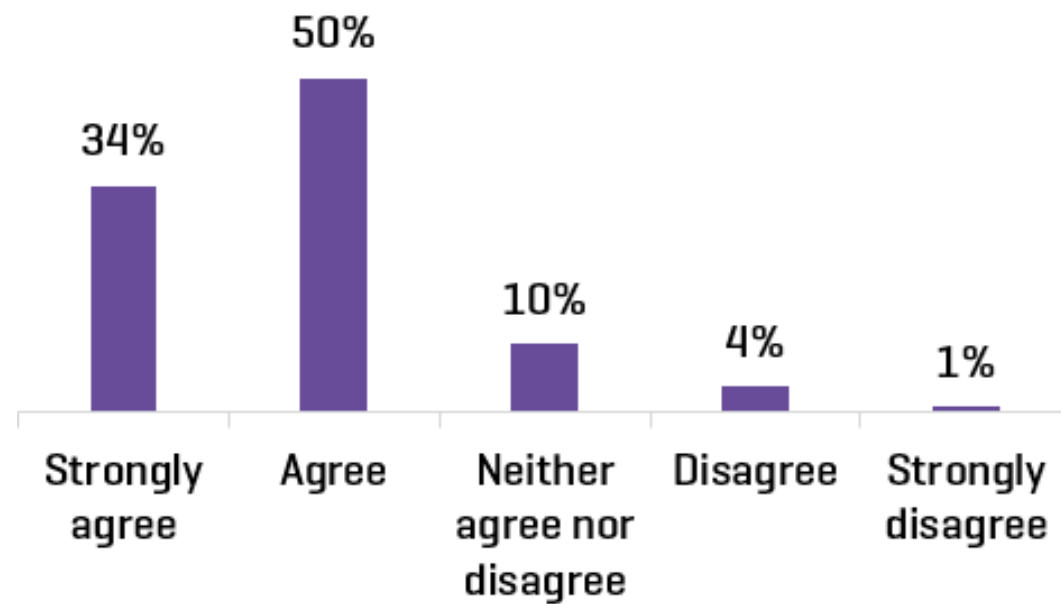


# Data Analysis

## Fairly actives

### Ability

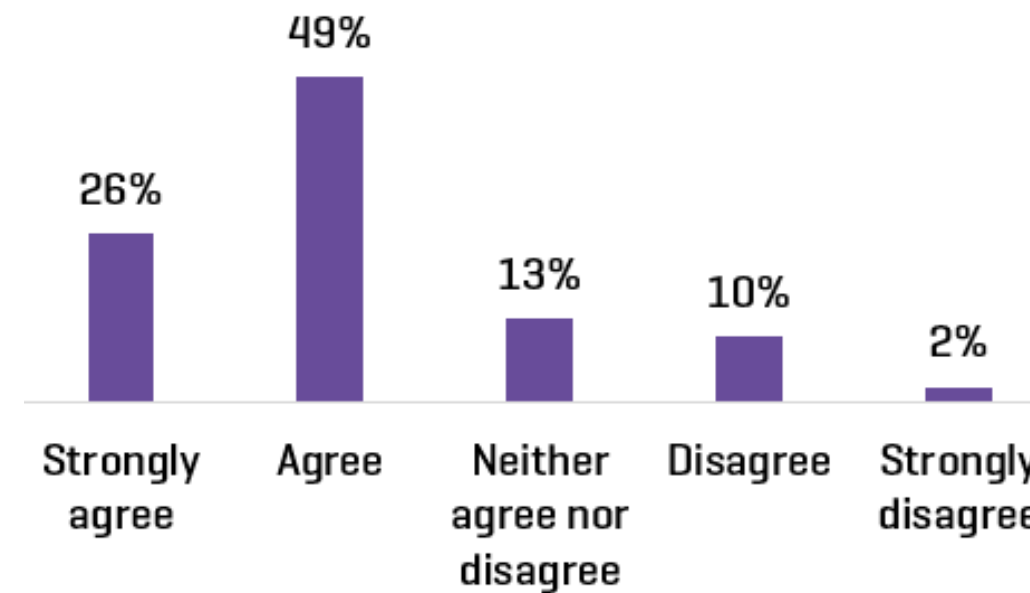
- 84% of the 'fairly active' respondents 'Strongly agreed' or 'Agreed' that they have the ability to be active. 5% do not feel they have the ability to be active.



- 48% of those that felt they do not or are unsure if they have the ability, stated that this was due to having a disability or long term health condition.
- Improved physical and mental health [28%] and local opportunities [17%] would help those who don't feel they have the ability to be more confident in their ability.

### Opportunity

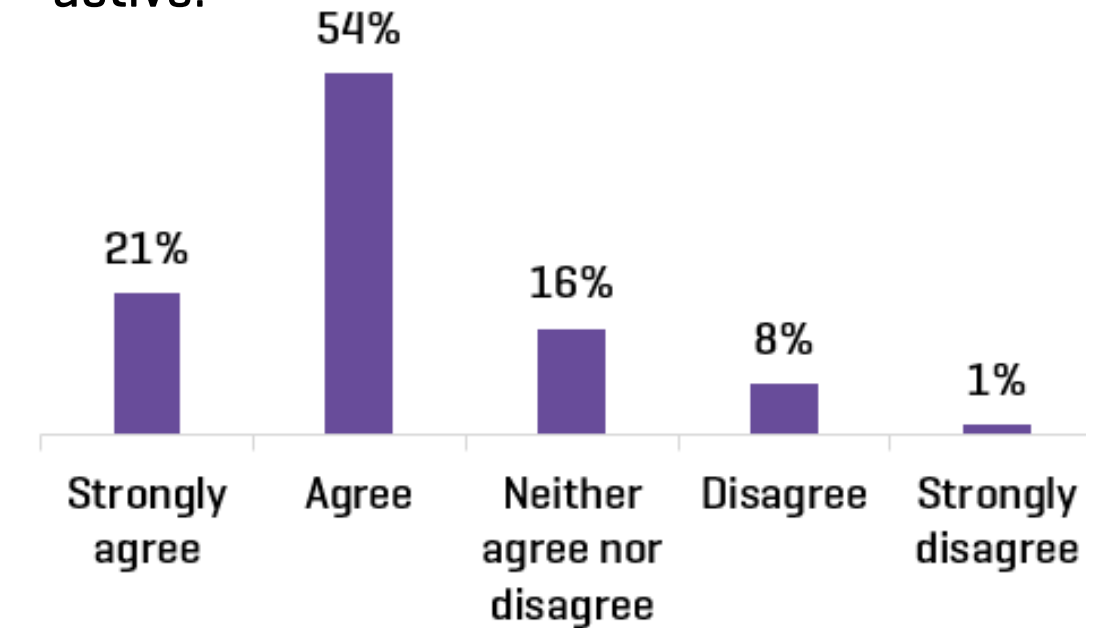
- 75% of fairly active people 'Strongly agreed' or 'Agreed' that they have the opportunity to be active. 12% do not feel that they have the opportunity to be active.



- 51% of those that stated they do not or are unsure if they have the opportunity, stated that this was due to not being able to afford certain activities. This is the same as the inactive cohort.
- Financial support, more disposable income and affordable sessions [35%] would help this group to access more opportunities to be active.

### Motivation

- 75% of fairly active people 'Strongly agreed' or 'Agreed' that they feel motivated to be active. 9% do not feel that they are motivated to be active.



- 27% of those that do not or are unsure if they feel motivated, stated that this was due to their mental health being a barrier.
- Friends, family and one to one support [23%] would help those who feel that they are not motivated to be active, find motivation.

# Data Analysis

## Fairly actives

### What are the biggest challenges that you face to being physically active right now?

The biggest challenges this group face to being active are:

- Time [28%]
- Motivation [14%]
- Cost [12%]
- Medical/Health condition [11%]

### What would help you to overcome these challenges?

Things that would help this group overcome these challenges are:

- More time/reduced working hours [10%]
- Reduced cost of activities [7%]

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

**62%**

Lose weight

**60%**

Increase physical activity

**55%**

Eat more healthily

**39%**

Focus on mental health and wellbeing

**12%**

Increase volunteering

**14%**

Reduce alcohol intake

**5%**

Stop smoking



Recreational/social activities [69%] and individual activities [56%] appealed most to this group. This is the same as the inactive group.



Outdoor activity e.g open space was the preferred location to take part in activity [60%]. Indoors at a community venue etc closely followed [55%].



This group prefer to participate in physical activity with friends [53%]. This is the same as the inactive group.

# Data Analysis

## Fairly actives

- 31% of fairly inactive respondents live within the 50% most deprived neighbourhoods across Leicestershire, Leicester and Rutland.

- 17% of fairly actives stated that cost prevents them from participating in physical activity in their local area. 14% stated a lack of time and 11% said a lack of local facilities.

- Fairly active respondents stated that facilities closer to home [14%] and low cost activities [13%] would encourage them and others to be more active in their local area.

What is the best way for you to find out about physical activity opportunities in your local area?

**56%**  
Social Media



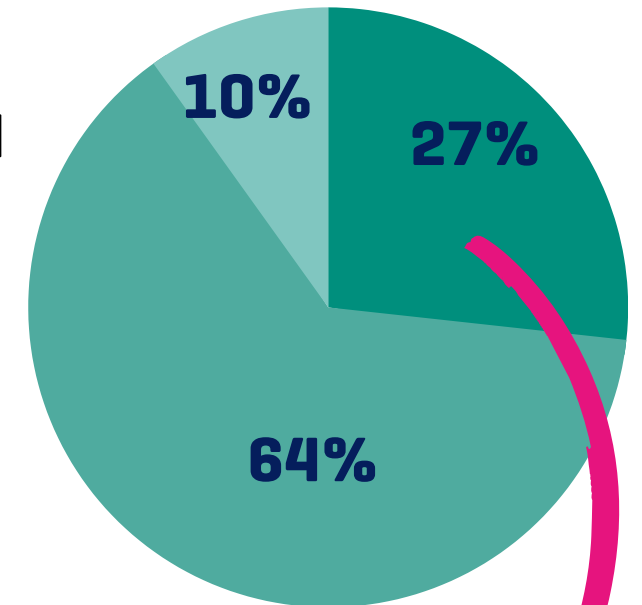
Which social media platforms do you use most regularly to find out local information?

**84%**



### Campaigns

- 64% of fairly active respondents had not seen or been made aware of the 'Let's Get Moving' campaign [including the Active Together local Champions]. 27% were aware and 10% didn't know.



- 42% of fairly actives were aware of This Girl Can.
- 10% were aware of We Are Undefeatable.
- 53% were not aware of either campaign.



Of the 27% that had seen or been made aware of Let's Get Moving, 43% of those had heard about it via social media.

# Data Analysis

## Residents who do not meet CMO activity guidelines

### Ethnically Diverse Communities

# 235

Respondents in this group

Those that described their ethnicity as Mixed/Multiple ethnic groups, Asian/Asian British, Black/African/Caribbean/Black British or other.

### Preferences



Recreational/social activities [64%] and group activities [52%] appealed most to this group.



Indoor activity at a community venue e.g gym or community hall appealed most to this group [65%].



This group prefer to participate in physical activity with friends [64%].

### Barriers

- Of the 12% of this group that didn't feel they had the opportunity to be active, 61% said that the reason for this was that they are not able to afford certain activities.
- This group stated that being unaware of opportunities and lack of time prevented them from participating in activity locally.

### Future intentions

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

## 72%

Increase physical activity

## 72%

Eat more healthily

## 57%

Lose weight

## 57%

Focus on mental health and wellbeing

### How to engage this audience

What is the best way for you to find out about physical activity opportunities in your local area?

## 59%

Social Media and Emails/Newsletters

Which social media platforms do you use most regularly to find out local information?

## 71%



# Data Analysis

## Residents who do not meet CMO activity guidelines

# 614

Respondents in this group

Those whose postcode fell within an area that is has an IMD decile of 1-5.

### Preferences



Recreational/social activities [65%] and individual activities [52%] appealed most to this group.



Outdoor activity in open spaces appealed most to this group [58%].



This group prefer to participate in physical activity with friends [49%].

### Barriers

- Of the 16% of this group that didn't feel they had the opportunity to be active, 62% said that the reason for this was that they are not able to afford certain activities.
- This group stated that the cost of activities and lack of time prevented them from participating in activity locally.

## Lower Socio-Economic Groups

### Future intentions

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

# 60%

Increase physical activity

# 59%

Eat more healthily

# 61%

Lose weight

# 45%

Focus on mental health and wellbeing

### How to engage this audience

What is the best way for you to find out about physical activity opportunities in your local area?

# 55%

Social Media

Which social media platforms do you use most regularly to find out local information?

# 81%



# Data Analysis

## Residents who do not meet CMO activity guidelines

Female

# 1,388

Respondents in this group

### Preferences



Recreational/social activities [70%] appealed most to this group.



Indoor activity at a community venue e.g gym or community hall appealed most to this group [61%].



This group prefer to participate in physical activity with friends [52%].

### Barriers

- Of the 20% of this group that didn't feel they had the opportunity to be active, 56% said that the reason for this was that they are not able to afford certain activities.
- This group stated that cost of activities and lack of time prevented them from participating in activity locally.

### Future intentions

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

## 63%

Increase physical activity

## 58%

Eat more healthily

## 68%

Lose weight

## 45%

Focus on mental health and wellbeing

### How to engage this audience

What is the best way for you to find out about physical activity opportunities in your local area?

## 59%

Social Media

Which social media platforms do you use most regularly to find out local information?

## 87%





# Data Analysis

## Residents who do not meet CMO activity guidelines

### Older adults

# 441

Respondents in this group

Those aged 65 or above.

### Preferences



Recreational/social activities (64%) and individual activities (54%) appealed most to this group.



Indoor activity at a community venue e.g gym or community hall appealed most to this group (57%).



This group prefer to participate in physical activity with friends (44%) and people of a similar age (41%)

### Barriers

- Of the 14% of this group that didn't feel they had the opportunity to be active, 33% said that the reason for this was that they don't know about local opportunities. 30% also said that none of their friends or family are active which limits opportunity.
- This group stated that Medical Conditions / Injury / Disability and lack of local facilities prevented them from participating in activity locally.

### Future intentions

Which, if any, of these changes to your lifestyle are you thinking of making in the next 6 months?

## 50%

Increase physical activity

## 36%

Eat more healthily

## 58%

Lose weight

## 31%

Focus on mental health and wellbeing

### How to engage this audience

What is the best way for you to find out about physical activity opportunities in your local area?

## 64%

Emails/Newsletters

Which social media platforms do you use most regularly to find out local information?

## 94%

