

Leicestershire, Leicester and Rutland Physical Activity and Wellbeing Residents' Survey 2024

Summary Report



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Data indicates that in Leicestershire, Leicester and Rutland, 37% of our residents are not reaching the Chief Medical Officers' minimum recommendations in relation to their levels of physical activity. There is strong evidence to indicate that creating a more active nation will deliver huge benefits for our economy, health and society. If the UK were among Europe's most active nations, it could boost the economy by £3.6 billion. Additionally, there would be £1 billion in savings from preventable illnesses, and a £7 billion increase in national wellbeing.

The Residents' Survey plays an important role in building our collective understanding of the picture of physical activity in our local places and communities. Due to our collective efforts of sector partners, we have received over 3800 responses from across our diverse Leicestershire, Leicester and Rutland communities that has revealed a richness of information.

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 in turn will support all of us to more effectively shape our offer for our least active communities to support them to move more.

This survey has been co-designed with our locality partners to ensure that we ask the questions that are most important to them. This year, we have implemented advanced software that enables us to efficiently analyse data through various lenses, including specific demographic and geographic insights. This will enable local partners to create bespoke reports relevant to their current issues. To support the work of the wider partnership we have produced detailed results based on Ethnically Diverse Communities [EDC], Lower Socio-Economic Groups [LSEG], and Long-Term Health Conditions [LTHC].

Finally, I would like to thank our partners for their support in designing the survey and their role in promoting the survey in our local communities. I hope you find this summary report a useful read, and that it supports you in taking insight driven decisions around physical activity.



**John Byrne, Director,
Active Together**

September 2024

The survey ran between 3rd June - 14th July 2024 for a period of 6 weeks. It was a push-to web survey with alternative formats available on request. The survey was conducted using Survey Mechanics, featuring a sophisticated auto-analysis function. A range of marketing and promotional activities supported the roll-out of the survey led by Active Together and local authority partners, including targeted promotion in place.

The aim of the survey was to understand the attitudes, behaviours and intentions of our local community in relation to physical activity, health and wellbeing. The survey targeted all adult residents (aged 18+) living within Leicestershire, Leicester and Rutland (LLR), with a focus on our least active residents (doing less than 30 minutes of physical activity a week), Ethnically Diverse Communities, those from Lower Socio-Economic Groups (LSEG), and those living with a Long-Term Health Condition (LTHC).

The survey intends to provide valuable insight to support the Active Together Partnership plan future service delivery and messaging to support more residents to take part in regular physical activity, improve their health and wellbeing, and reduce inequality of access to opportunities.

- Despite 1,044 more responses than our 2022 survey and a concerted effort to target those from Ethnically Diverse Communities, those from Lower Socio-Economic Groups (LSEG), and those living with a Long-Term Health Condition (LTHC), responses from these groups were relatively low. Therefore, the partnership could explore alternative ways of reaching these target groups, perhaps utilising the knowledge of place teams, hyper-local interventions and relationships with partners. These approaches are likely to create better engagement than just push-to-web.
- 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. However, losing weight was the most popular incentive across all target groups. The partnership could consider how physical activity is embedded into local opportunities and wider lifestyles programmes such as weight management and mental health support.
- Nearly 50% of all responses were from residents living in North West Leicestershire. The team utilised an official e-newsletter that has a distribution list of 65,000 residents to promote the survey which, alongside the incentivised completion, helped to increase completion rate. Partners could consider this approach for their own residents.
- A considerable number of responses across various questions focused on leisure centres, specifically reports of poor communication, high costs and limited availability of classes (both in terms of booking capacity and outside of daytime hours). The partnership need to continue working with local leisure centres to respond to residents' concerns. Equally, the partnership should continue to tackle the perception that physical activity must be undertaken in a leisure centre.
- Consistently, swimming presented as a popular activity, but residents' reported low participation due to limited access and high costs. The partnership need to feedback this finding to local leisure centres.

Linked to the COM-B model, the responses residents gave regarding their ability [capability], opportunity and motivation to be physically active were consistent and indeed similar to 2022 responses [time, cost and access barriers].

Therefore, although consistent across places, the partnership need to focus on understanding how these factors differ / implicate at a neighbourhood level. Actions could include:

- Place-based working - one of the most reported barriers to participation was a perceived lack of locally accessible facilities and instructors, linked to the lack of awareness of local options and the programming / timetabling of existing provision. The principles of place-based approaches to physical activity provision could provide part solutions to those perceived barriers. Promotion of non sporting activities i.e. link with partners like JOY, SSPANS, family hubs, youth services.
- Financial support - tackling the perception that exercise needs to be expensive, promotion of local low cost activities.
- Hyper-local promotion of local opportunities - residents' suggestions have included community pop-up events and a local 'sports' map.
- Asset-based community development - encouraging local villages halls and centres to host physical activities.
- Consensus around the need for more general fitness classes outside of working hours.
- Understanding specific requirements - inactive individuals with complex needs such as long-term conditions or disabilities preferred condition specific sessions with like-minded individuals that are led by a trained and relatable instructor [to increase personal knowledge and confidence].
- Focus on actions people can take - tangible next steps to move from contemplation to preparation [Behaviour Change].
- Consider how to increase access to local gyms / pool demand - Castle Donnington and Rutland centres mentioned frequently.
- Continuing to support active travel opportunities - improving cycle routes and the ability to travel to activities in a walkable distance.

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 managing one or more longstanding health condition, whereas more active residents stated they did not. Also, 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.
- **Ethnically Diverse Communities** – Unlike most groups, respondents from Asian / Asian British communities stated that group activities appealed to them. Whereas Black/African/Caribbean/Black British and Mixed/Multiple ethnic communities preferred recreation/social activities.
- **LTHC** – Alongside recreation/social activity, those living with a long-term health condition preferred individual activity considerably more than those without. This is coupled with preferences for indoor activity at home. Also, less had heard of We Are Undefeatable, indicating that the group could benefit from increase awareness of the campaign.
- **LSEG** – For those inactive residents from lower socio-economic groups, focusing on improved mental wellbeing over the next 6 months was a considerably lower priority than factors like losing weight and increasing activity. This presents an opportunity to reach those that don't see themselves as active through linking physical activity to mental health benefits.

The best way to communicate opportunities to the general public of LLR is via social media. This is universal regardless of activity status, ethnicity, socio-economic status or health condition. Therefore, based on residents' responses, the partnership should focus on:

- Short posts with a key message - focus on actions people can take.
- Highlight alternate and fun ways to be active.
- Positive messaging linking physical activity to wider health benefits, including how physical activity can help to manage and prevent various health conditions.
- Regular promotion of local, low cost activity information, as well as reducing the perception that activity needs to be expensive.
- Focus on the outcomes of what someone has achieved through moving more.
- Virtual step-by-step tours of local facilities.

What do LLR residents say?

“ Short posts that have a key message on social media platforms such as Instagram, Facebook. Positive messages, including the benefits of exercise physically and mentally. ”

“ Show me the outcomes of someone who has taken part, what they have achieved. ”

“ Give me a virtual tour of the facilities, someone arriving, the what next. Sometimes the barrier is 'where do I park?', 'what entrance do I use?', 'how big is the room?', 'what fitness level do I need to be?' ”

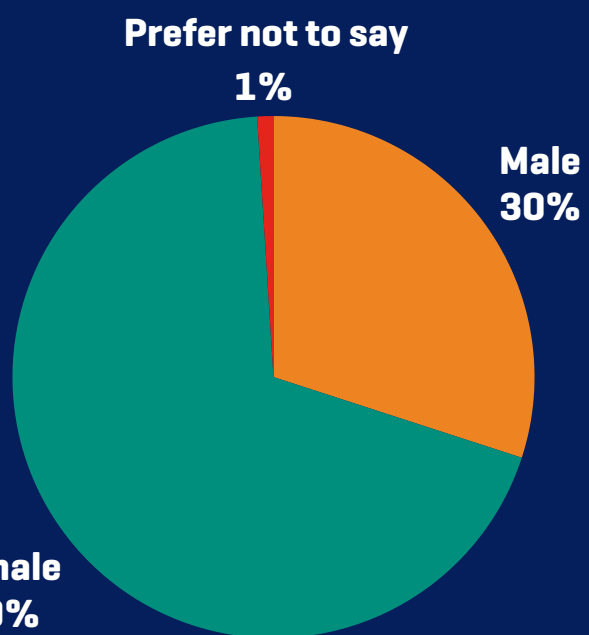
“ What activities are in my area. ”

See Page 19 for examples.

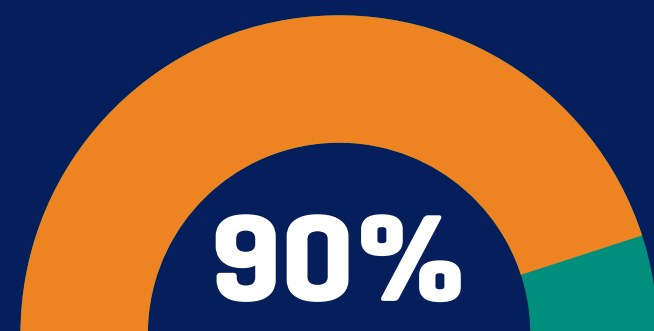
- A total of 3832 responses were received.
- This report has been structured in a way that allows the reader to easily make comparisons across a range of target groups including; all respondents, our least active residents (doing less than 30 minutes of physical activity a week), Ethnically Diverse Communities, those from Lower Socio-Economic Groups (LSEG), and those living with a Long-Term Health Condition (LTHC).
- Please note that statistical tests have not 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, including at place level. Caution needs to be applied where sample sizes are small.
- Qualitative findings are presented alongside quantitative figures to allow for residents' voice to drive our collective action.

3832

Respondents



The majority of respondents were female [69%], 30% were male.

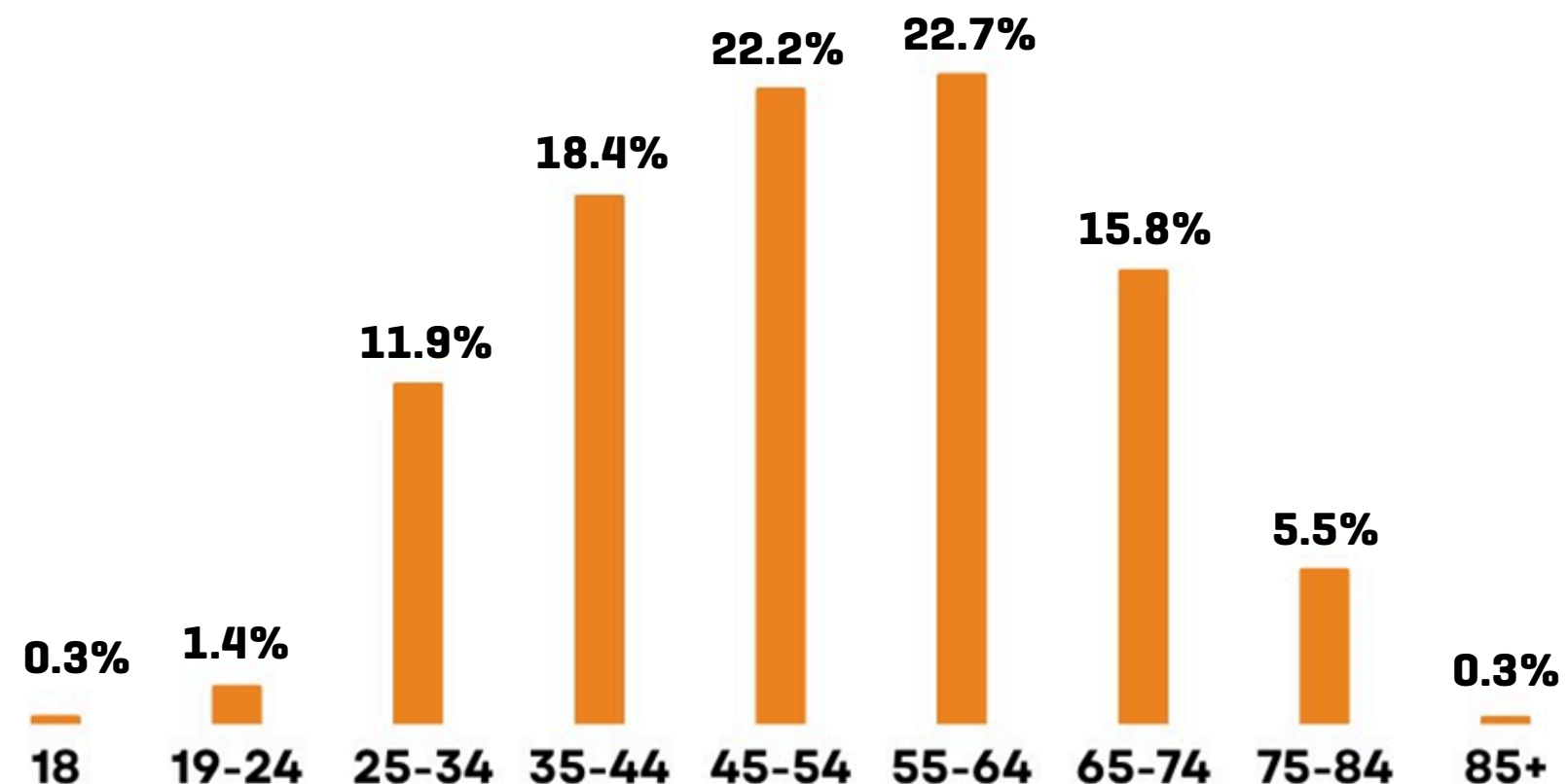


of respondents were from a white ethnic background, with 6% from an Asian / Asian British background.

- 47.1% of respondents reported having no religion and 43% were Christian.
- 44% of respondents were employees in full-time jobs, 23% were wholly retired from work.

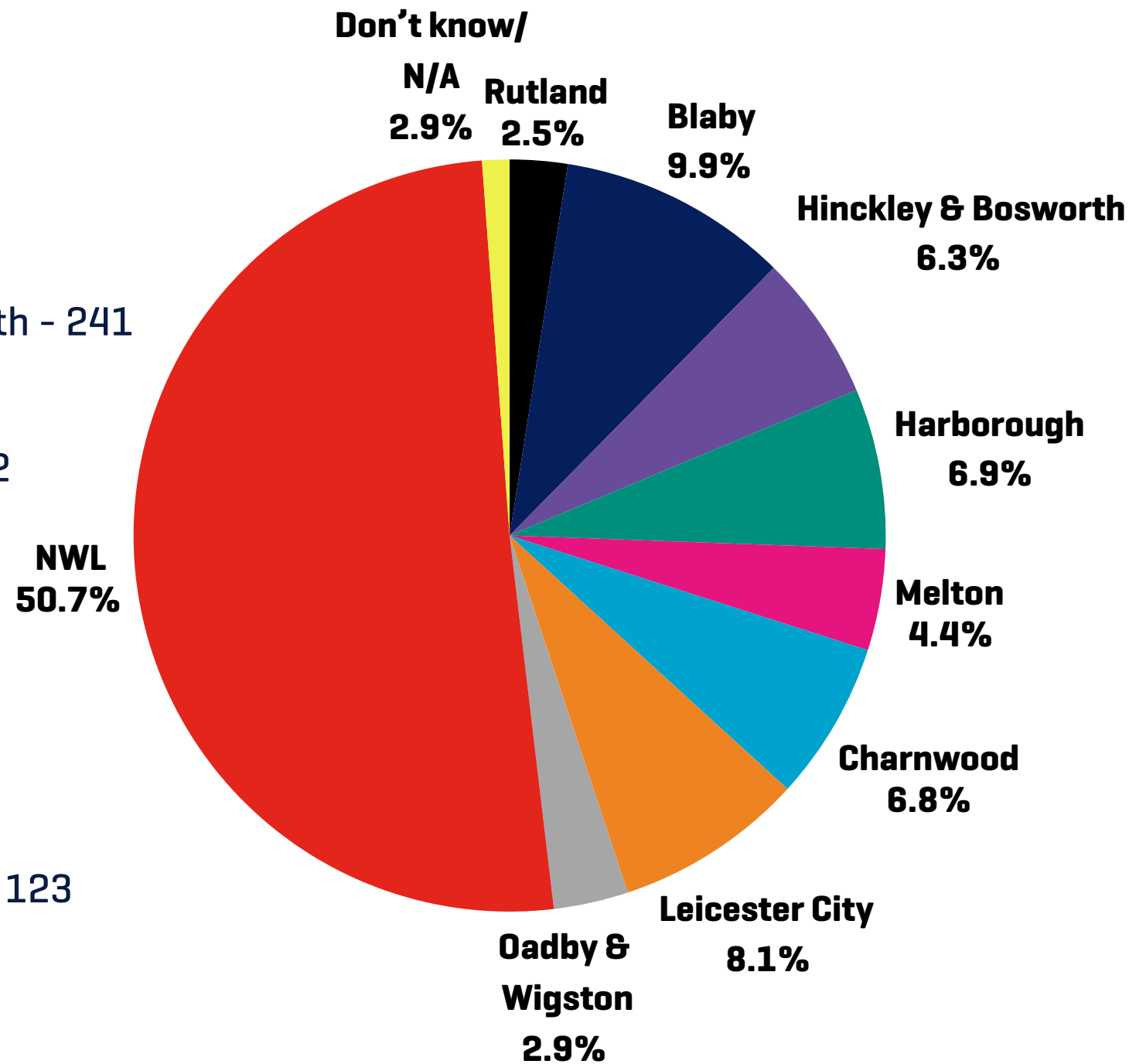
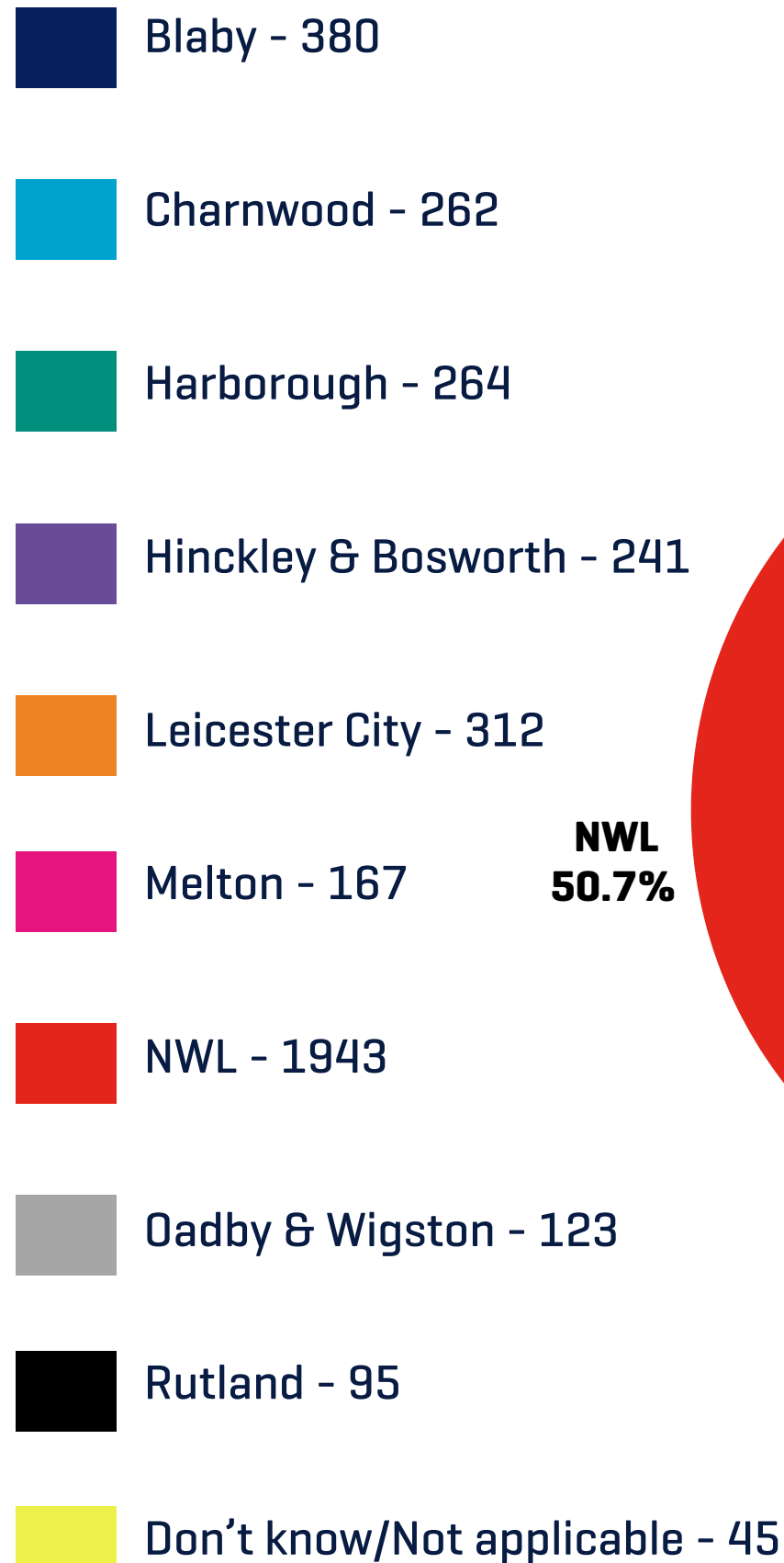


Age



- 19% of respondents reported managing more than one longstanding physical or mental health condition. 9% are not. The majority reported 2 conditions [40%].
- 46% of respondents reported their health as being good, with 27% reporting this as fair.





89% of responses were from residents living in Leicestershire, 8% from Leicester City and 3% from Rutland.



22% of respondents live within the 50% most deprived neighbourhoods of LLR.



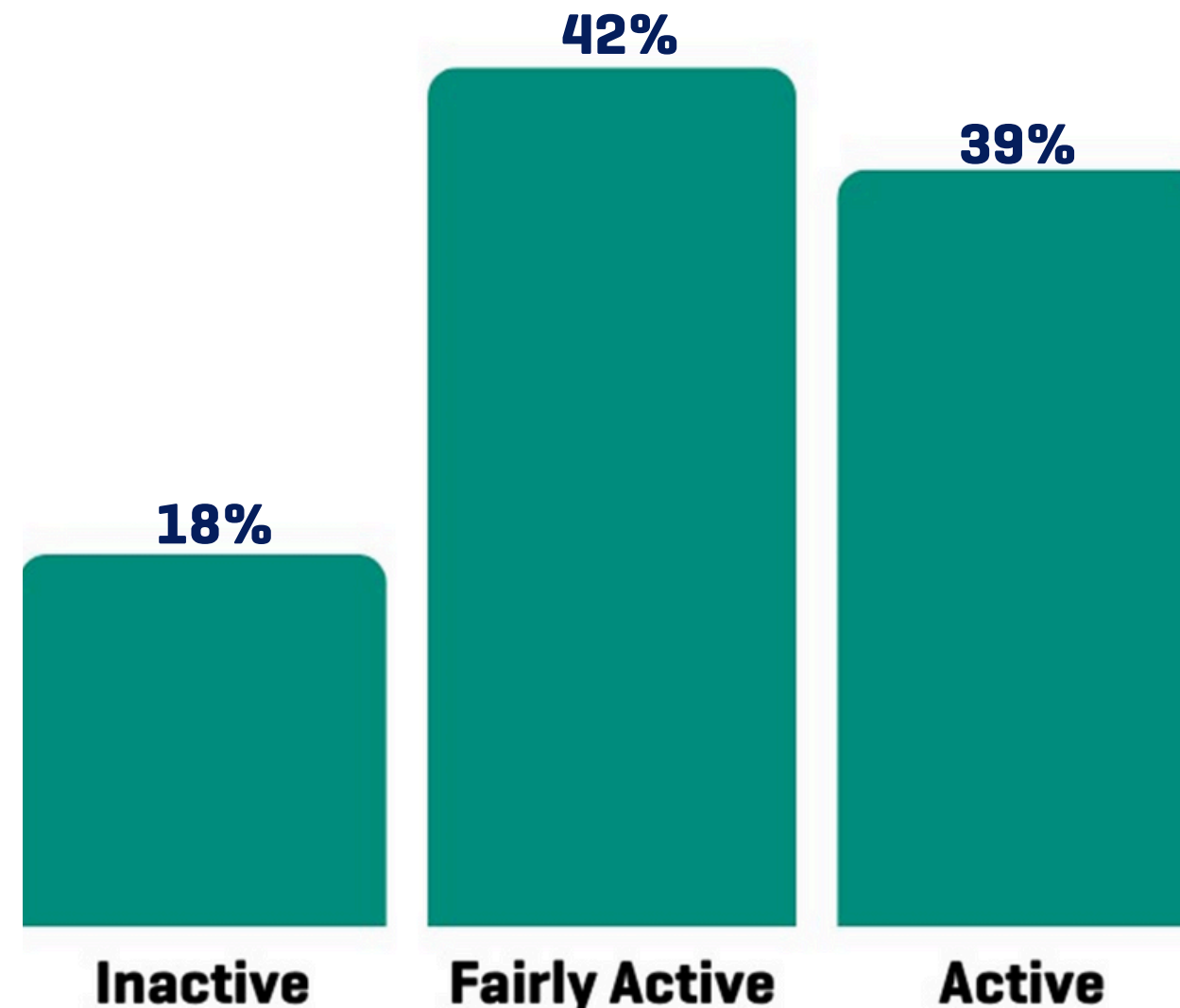
33% of respondents stated a reason that prevents them from being physically active in their local area, and 29% of respondents had a suggestion for local improvements that would help.

39.6% of respondents were active and met the Chief Medical Officers' (CMO) recommendations of 150 minutes of physical activity a week.

18% were inactive and did less than 30 minutes of physical activity a week.



60% met the CMO guidelines of muscle strengthening activities on 2 or more days of the week.



Inactive

Fairly Active

Active



77% sat between 1 and 5 hours each day and 23% sat for 5 or more hours a day.



Walking was the 2nd most popular mode of transport behind the car.



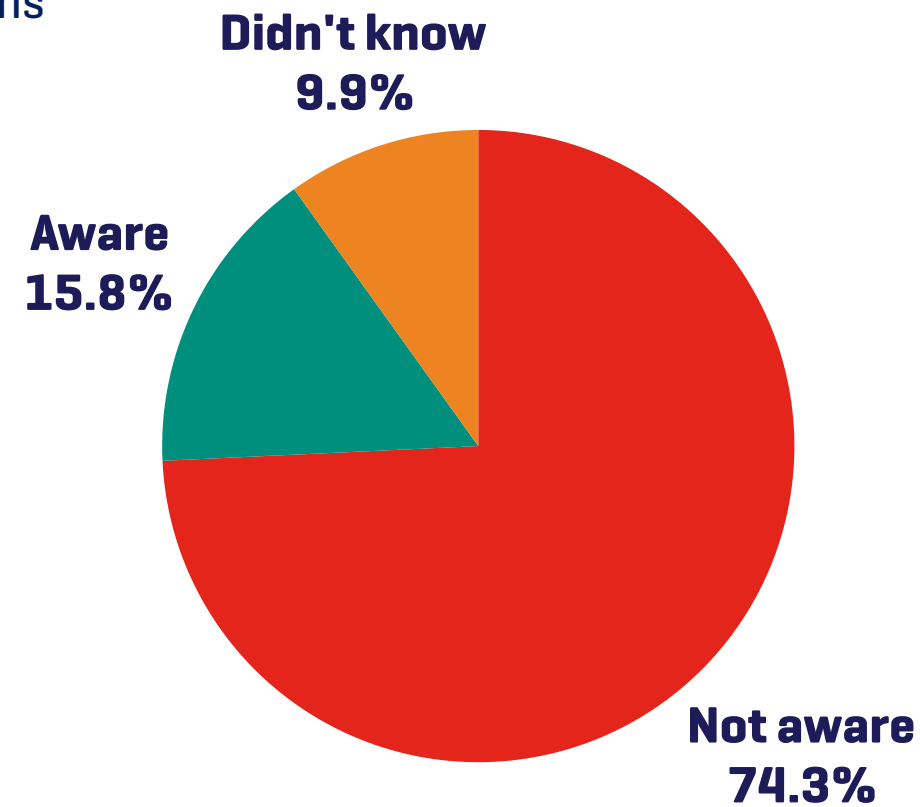
Snapshot



In the past week, **92.4%** of residents reported walking, whilst **48%** reported gardening, and **31%** indoor gym.

Awareness of the 'Let's Get Moving' campaign

*including the Let's Get Moving Champions



When asked: 'What messages would support you to be active?' Residents said:

- “ Don't give up! Everything takes time! Focus on yourself! ”
- “ Small steps and achievements count ”
- “ Come and join us, make new friends ”
- “ Focusing on every little counts rather than 30 minutes a day ”
- “ When life is hard, feel better with exercise ”
- “ You can do it, you can achieve your goals ”

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

61%
Social Media

- Emails / Newsletters [49%]
- Friend / Family member / Word of Mouth [40%]
- Website [36%]

Facebook
was the most popular social media platform
68%

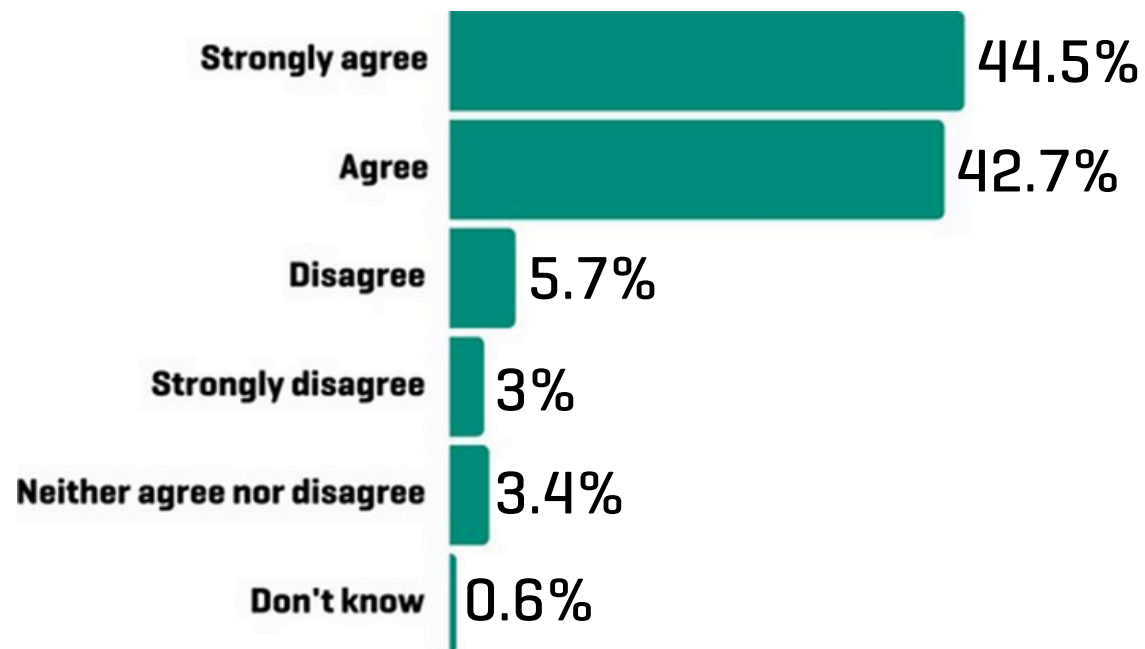
The most recognised campaign / programme was:
LLR Girls Can / This Girl Can [27.6%]



ACTIVE TOGETHER

Ability

- 87% 'Strongly agreed' or 'Agreed' that they have the ability to be active.

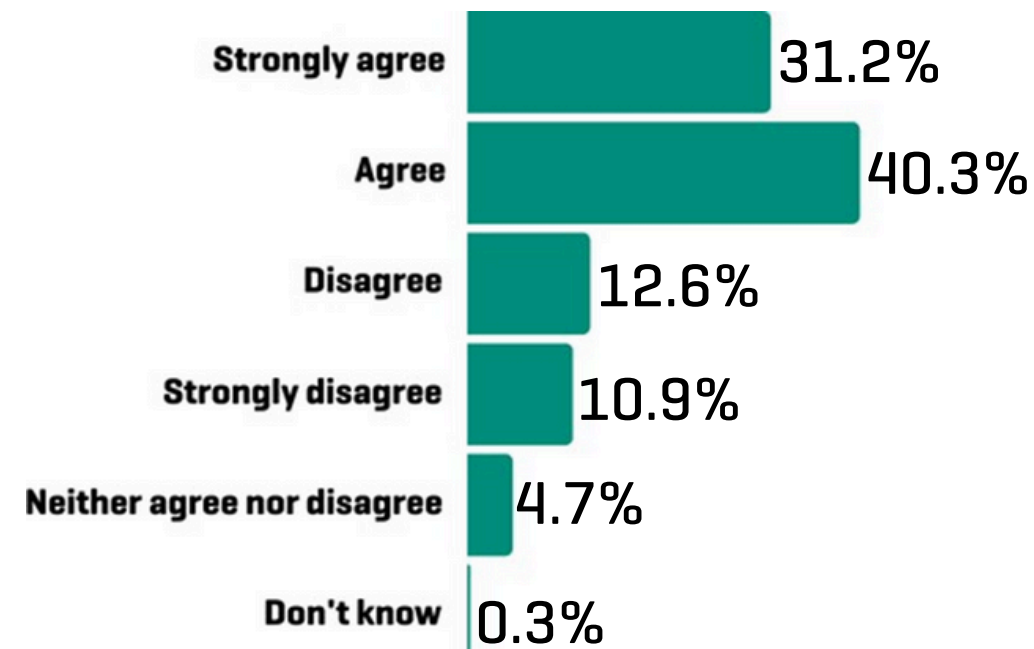


- 9% did not feel that they have the ability to be active. 62% of those stated this was due to having a disability or long-term health condition.

- Improved physical and mental health, access to professional 121 support, and more opportunities for a range of specific needs would help to increase residents' confidence in their ability to be active.

Opportunity

- 72% 'Strongly agreed' or 'Agreed' that they have the opportunity to be active.

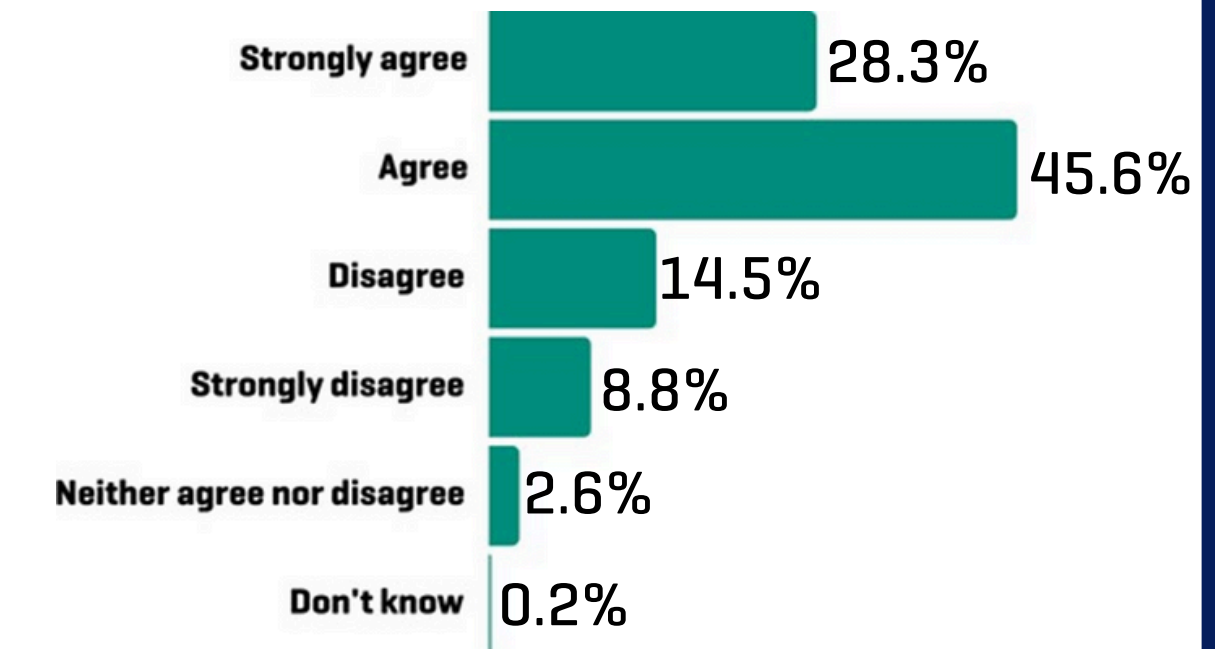


- 15% did not feel that they have the opportunity to be active. 51% of those stated this was due to not being able to afford certain activities.

- More affordable sessions, targeted sessions [i.e. ability level, condition, age, activity type] and more local facilities / activities would help residents to access more opportunities to be active.

Motivation

- 74% 'Strongly agreed' or 'Agreed' that they feel motivated to be active.



- 11% did not feel that they are motivated to be active. 30% of those stated that this was due to embarrassment about their weight, whilst 29% reporting their mental health as a barrier.

- Seeing positive results, fun options, being active with people of similar abilities, and extrinsic rewards [i.e. vouchers] would help residents who feel that they are not motivated to be active, find motivation.

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

59%

Lose weight

52%

Increase physical activity

51%

Eat more healthily

42%

Focus on mental health & wellbeing

What support do you need to make these changes?

More: individualised support, intrinsic motivation, confidence, access to facilities (including reduced cost of participation).

Recreational/social activities [64%] and individual activities [59%] appealed most to residents.



Activity indoors e.g a community venue such as gym, village hall is the preferred location to take part in activity [65%].



Residents prefer to participate in physical activity with friends [59%].



What things influence your physical activity, sport, and exercise choices?

- Lack of time due to work, childcare, travel time.
- Understanding the need for health improvement and the personal benefits.
- Access (right activity at right time and right place).
- Cost (walking and home activities are better because they are cheaper).
- Activities that improve mental health, more so than physical health.

What, if any, are the biggest challenges that you face to being physically active right now?

What would help you to overcome these challenges?





What prevents you from participating in physical activity in your local area?

Lack of facilities and sometimes poor quality venues

Cost of activity vs disposable income - not valuing activity high enough to invest

Unsure what is happening locally

Overcrowding

Poor Active Travel infrastructure

TOP 3 FACTORS:

Lack of availability to locally accessible facilities and instructors [20%]

Lack of personal time [13%]

Perceived cost of activity [11%]

“ The exercise we enjoy isn't available within our borough and involves driving to Leicester, which makes it less accessible around childcare. ”

What would you improve in your local area to encourage you and others to be more active?



More info about what and where activities are occurring

Foot, cycle and bridle paths upgraded to provide safer active travel opportunities

New facilities / updated facilities i.e. courts, sports hall, gym

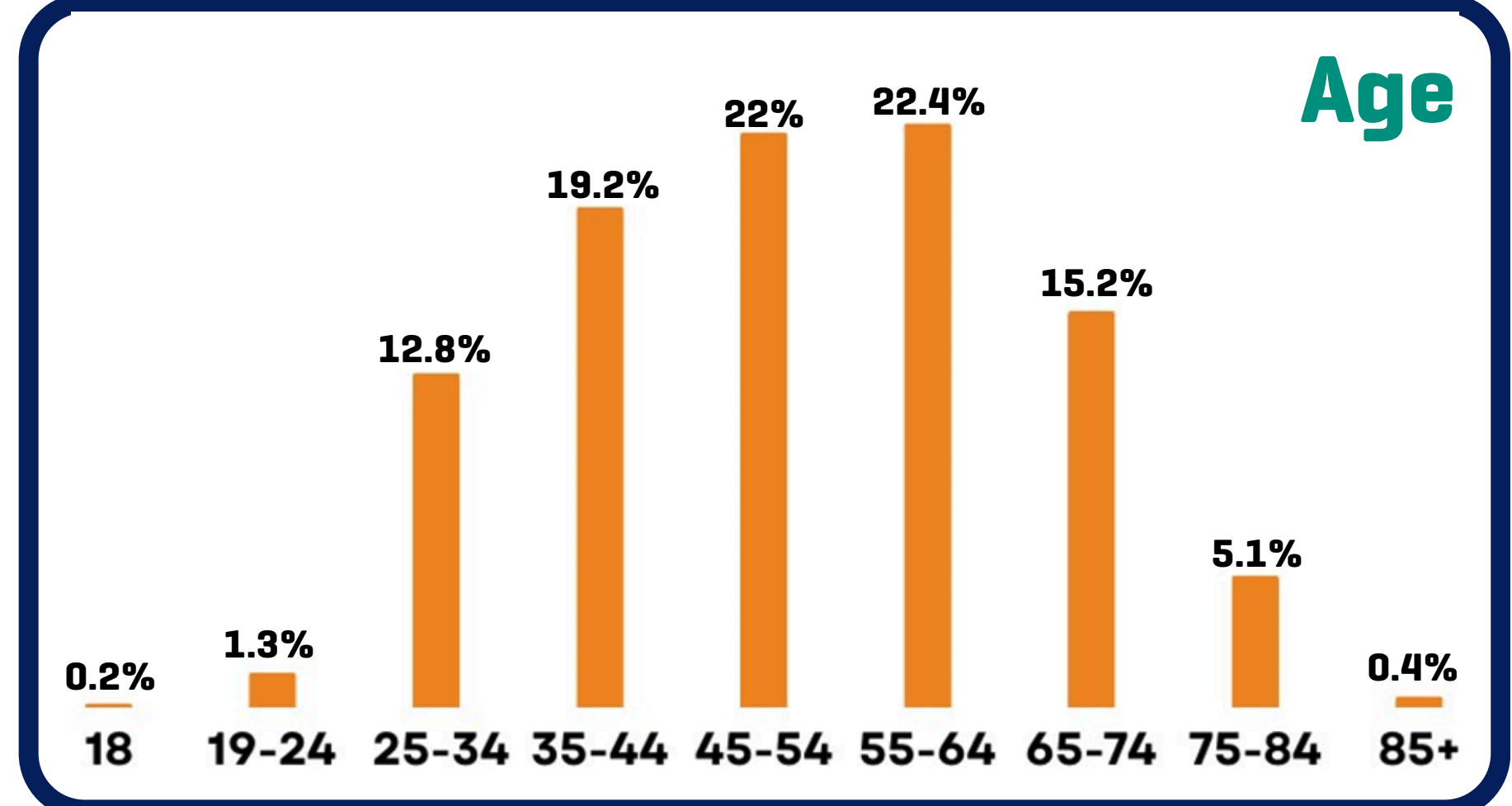
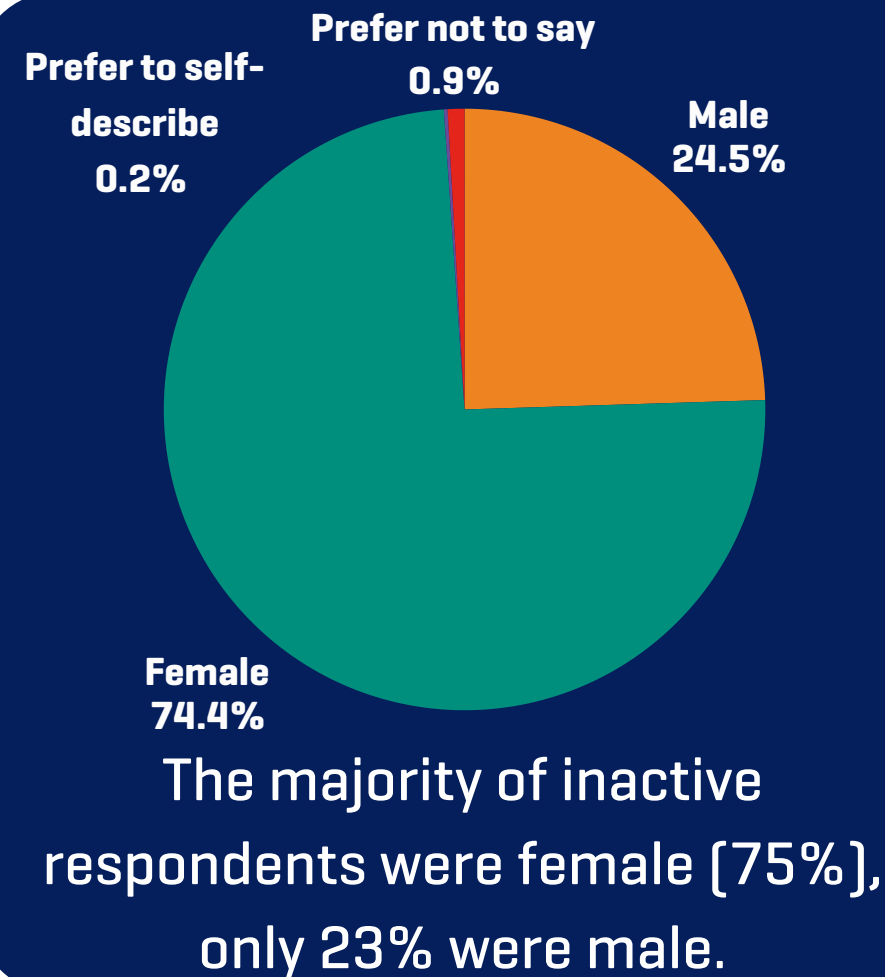
Clean, friendly, safe environments and maintenance of open spaces

Subsidised cost for being active

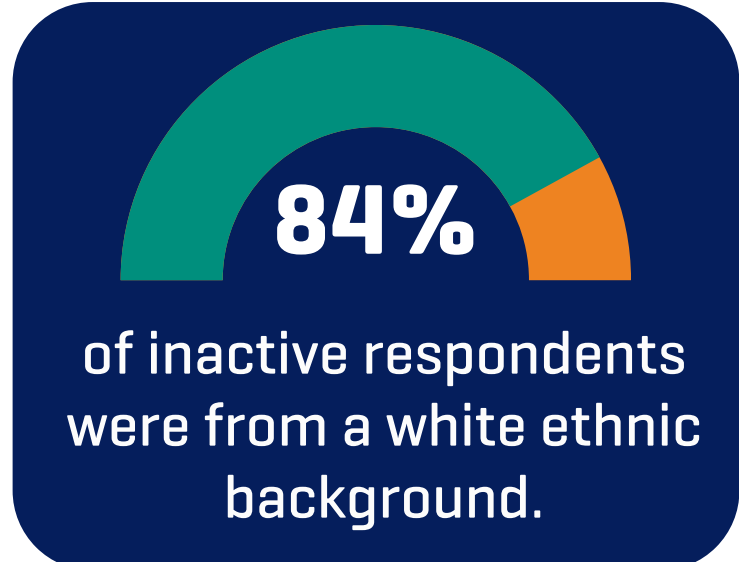
697

Respondents deemed 'inactive'

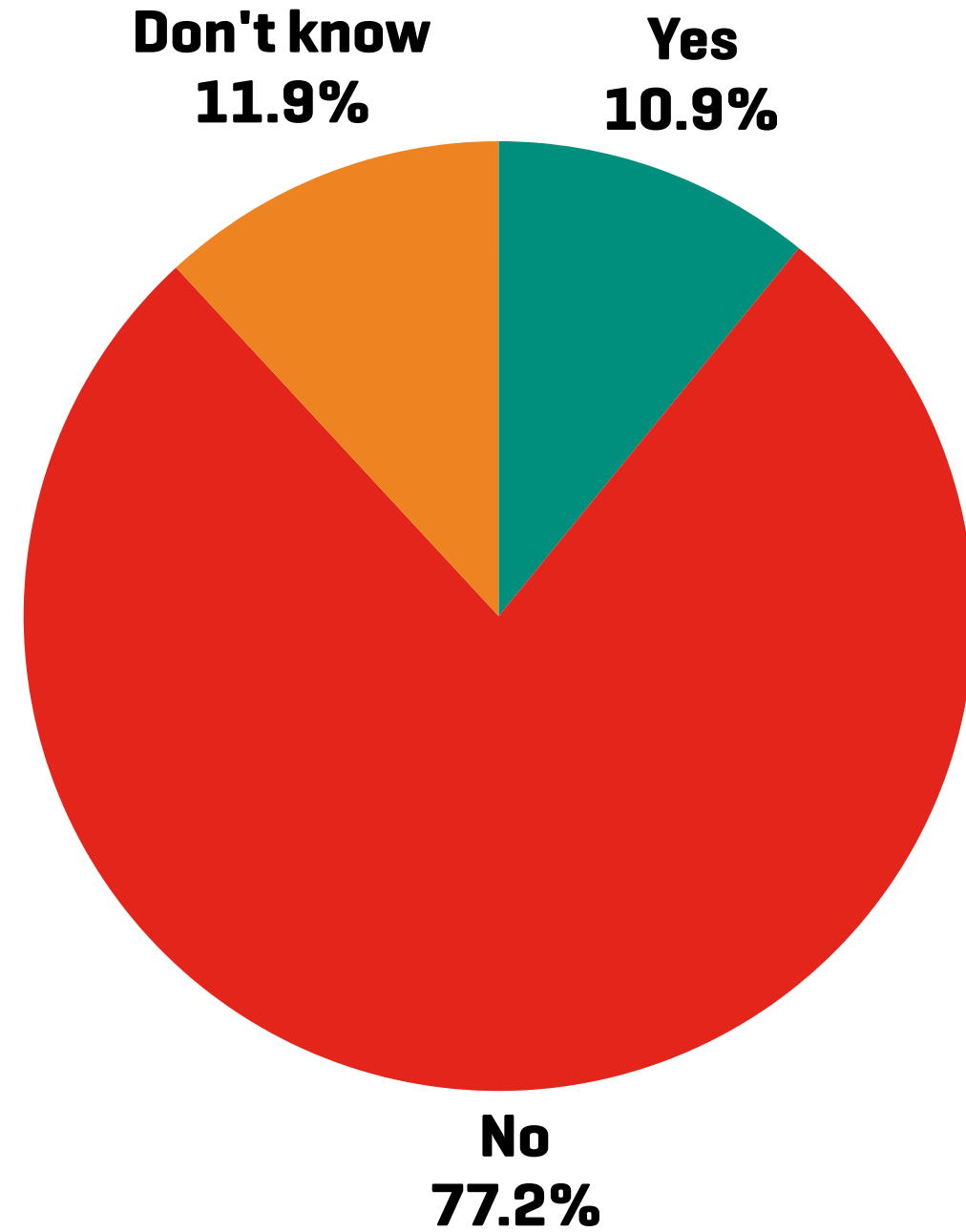
Respondents were 'inactive' if they stated that they had taken part in less than 30 minutes of physical activity in the past week.



- 45% of inactive respondents had no religion and 40% were Christian.
- 40% of inactive respondents were employees in full-time jobs, 22% were wholly retired from work.



- 36% of inactive respondents said they were managing more than one longstanding physical, mental condition or illness. 12% said they were not.
 - The majority of respondents stated that their health was good [30%] or fair [42%].
-



78% inactive respondents had not seen or been made aware of 'Let's Get Moving' (including the Let's Get Moving Champions). 11% were aware and 12% didn't know.

Of the 11% that had seen or been made aware of Let's Get Moving, 39% of those had heard about it via Facebook.



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

61%
Social Media

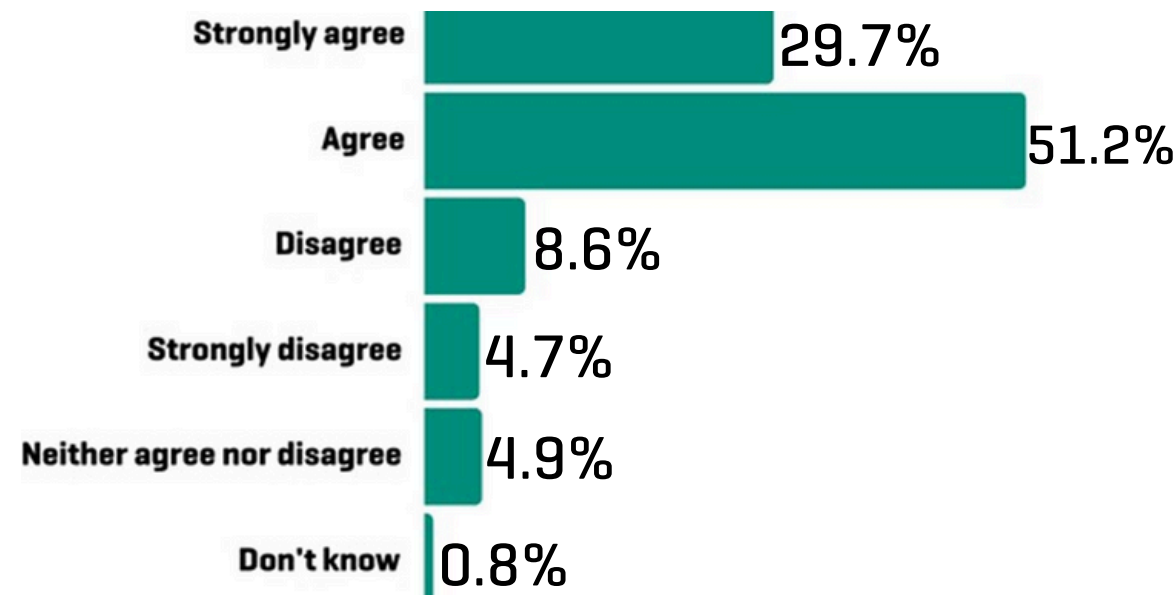


Which social media platform do you use most regularly to find out local information?

84%

Ability

- 66% of inactive residents 'Strongly agreed' or 'Agreed' that they have the ability to be active.

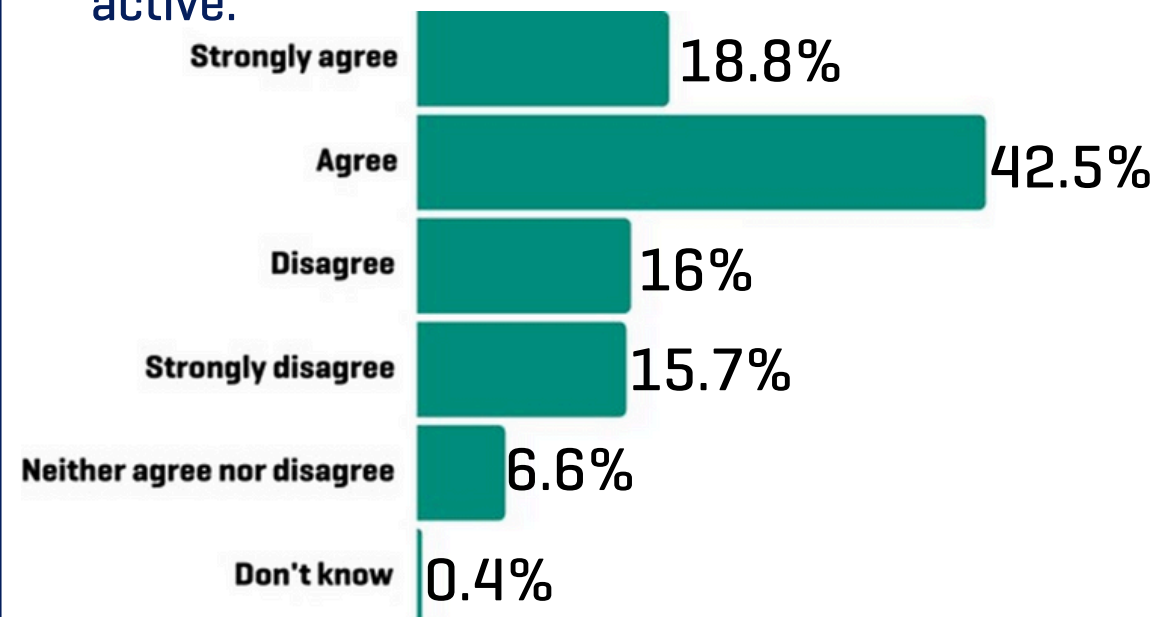


- 25% do not feel that they have the ability to be active. 63% of those stated this was due to having a disability or long term health condition.

- Having someone to be active with, 121 support / coaching (including pain management), and condition specific classes would help to increase inactive residents' confidence in their ability to be active.

Opportunity

- 42% of inactive residents 'Strongly agreed' or 'Agreed' that they have the opportunity to be active.

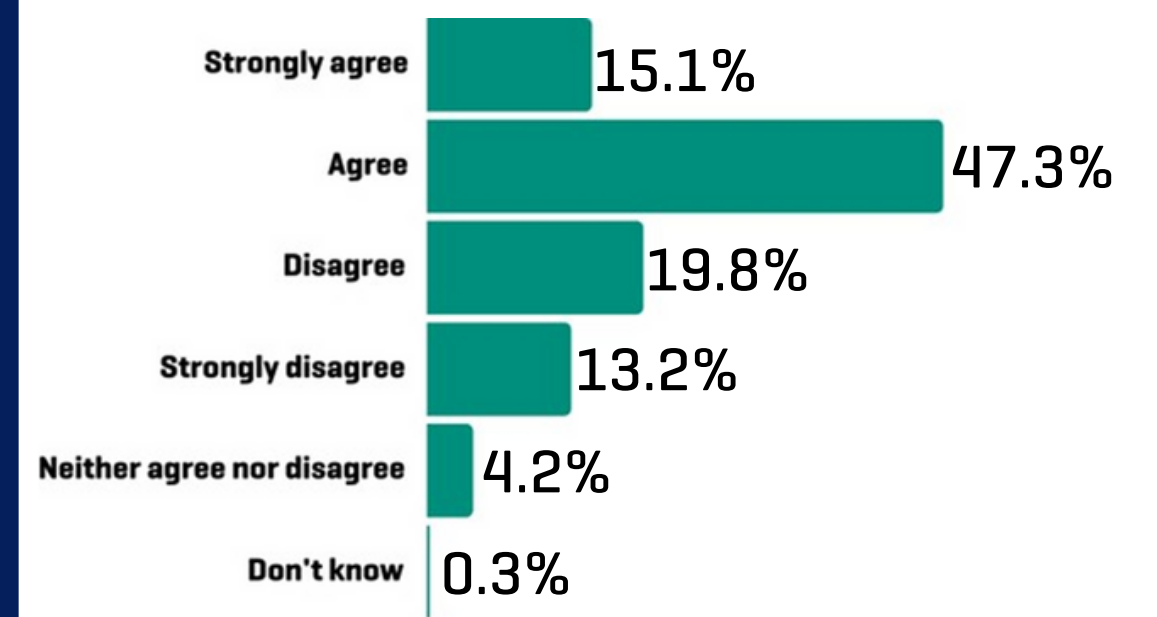


- 37% do not feel that they have the opportunity to be active. 52% of those stated this was due to not being able to afford certain activities.

- Financial support (free/ affordable sessions), more disposable time outside of work and knowledge of local sessions outside of the gym would help residents to access more opportunities to be active.

Motivation

- 46% of inactive residents 'Strongly agreed' or 'Agreed' that they feel motivated to be active.



- 30% do not feel that they are motivated to be active. 35% of those stated this was due to being embarrassed about their weight.

- Friends & family, 121 support, being active with similar individuals plus increased confidence would help residents who feel that they are not motivated to be active, find motivation.

Data Analysis

Inactives

CHOICES

What formats of physical activity appeal to you?



Recreational/social activities (59%) and individual activities (52%) appealed most to inactive residents.



This group would prefer to participate in physical activity with friends (49%).



Indoor activity at a community venue e.g gym, village hall was the preferred location to take part in activity (65%).

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

70%

Lose weight

65%

Increase physical activity

54%

Eat more healthily

48%

Focus on mental health and wellbeing

11%

Reduce alcohol intake

7%

Increase volunteering

5%

Stop smoking



What, if any, are the biggest challenges that you face to being physically active right now?

What would help you to overcome these challenges?



28% of inactive respondents live within the 50% most deprived neighbourhoods across Leicestershire, Leicester and Rutland.



What prevents you from participating in physical activity in your local area?

- High cost of sessions.
- Lack of time, not prioritising physical activity (often acknowledged).
- Lack of appropriate facilities (lack of classes outside of normal working hours, unclean, difficult booking system).
- Poor health.
- Lack of knowledge around activity options outside of the gym.
- Pain, causing low self-confidence and decreased participation.

What would you improve in your local area to encourage you and others to be more active?

Inactive residents stated that they would:

- Increase the number of opportunities (specifically classes).
- Decrease cost of activities.
- Provide safer spaces (not just for the physical environment, but creating non-judgemental spaces).
- Classes / groups for similar people (both demographics and health condition). Swimming was a consistent popular choice.
- Better footpaths to local venues.
- More information about activities in their local area.

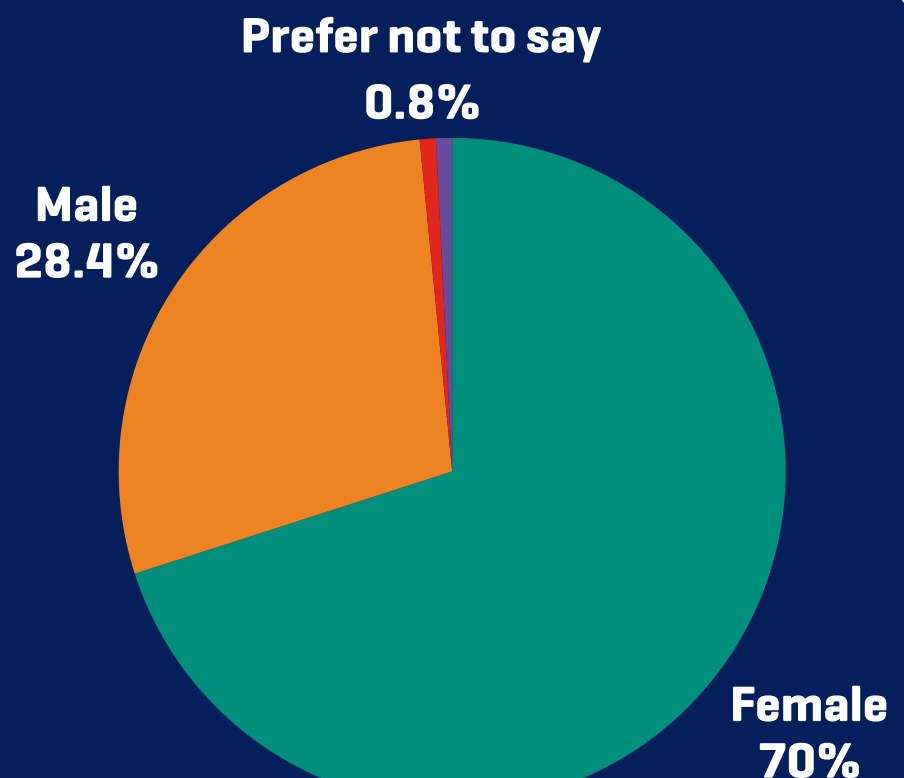
Residents who do not meet CMO activity guidelines

DEMOGRAPHICS

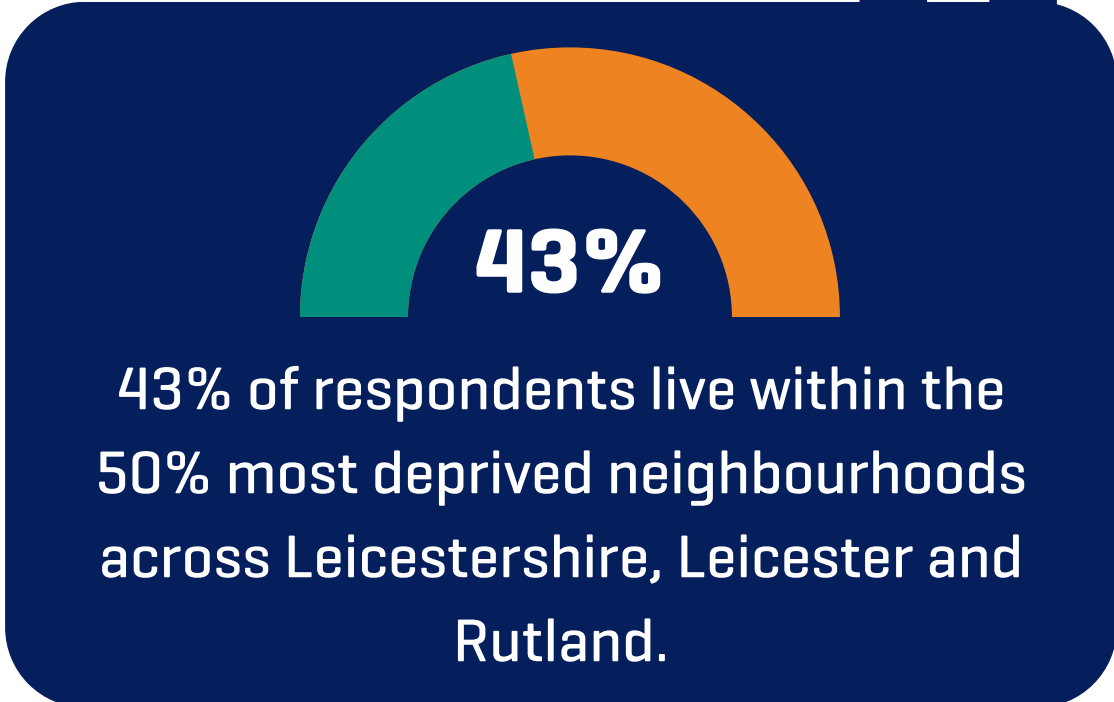
253

Respondents in this group

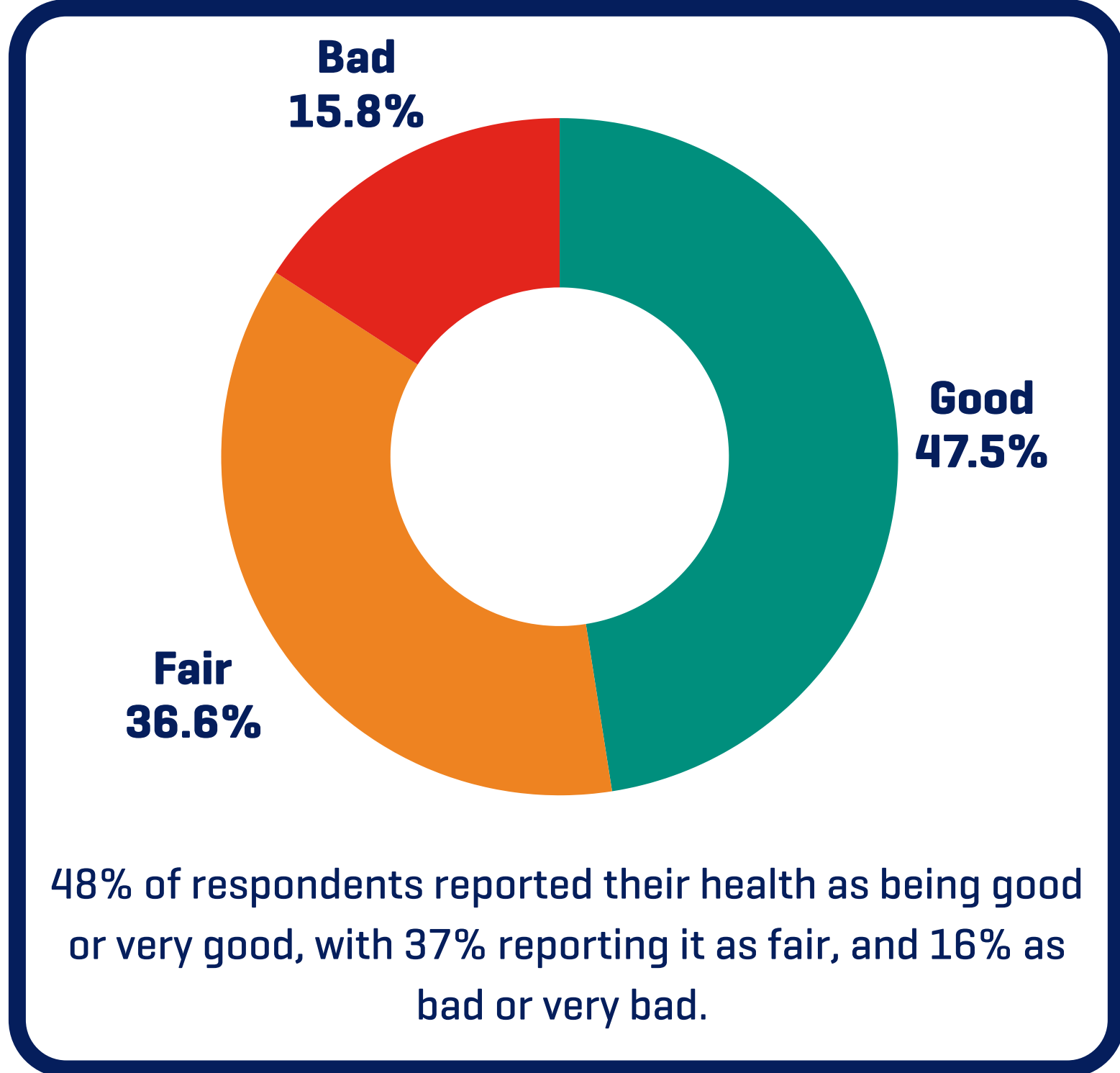
Those that described their ethnicity as Mixed/Multiple ethnic groups, Asian/Asian British, Black/African/Caribbean/Black British or other.



The majority of respondents were female [70%], only 28% were male.



21% of respondents stated they were managing more than one longstanding physical, mental condition or illness. 11% said they were not.



Residents who do not meet CMO activity guidelines

BARRIERS

Of the 14% of this group that didn't feel they had the opportunity to be active, 69% said that the reason for this was that they are not able to afford certain activities.



This group stated that being unaware of opportunities, unsuitable timings, high cost, caring responsibilities, and lack of time prevented them from participating in activity locally.

To help access more opportunities to be active, this group needs:

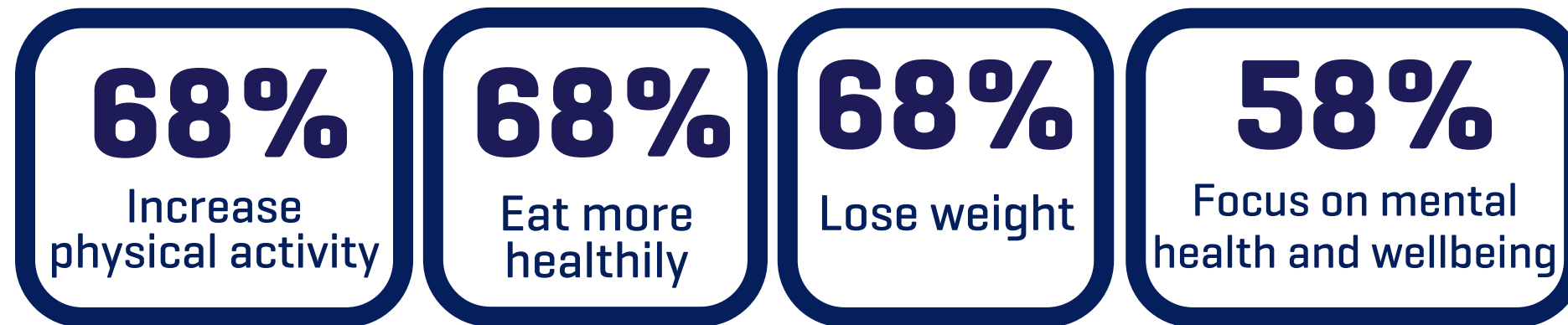
Social support (professional and friend)

Free activity outside of working hours

Female only activity or mum & baby

FUTURE INTENTIONS

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



How to engage this audience

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



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



CHOICES



Group activities [64%] and Recreational/social activities [57%] appealed most to this group.



Indoor activity at a community venue e.g gym or community hall appealed most to this group [74%].



This group prefer to participate in physical activity with friends [62%].

What influences your physical activity, sport, and exercise choices?

Company - having someone to go with

The desire to be healthy, especially linked to body image

Feeling better physically and mentally for being active

The cost, time and ease of access of the activity

Having an intrinsic or extrinsic incentive e.g. lose weight

RESIDENTS SAID:

“ More need a help and support for getting moving & coping with physical pain. ”

“ Most times, it is to boost my self esteem and body image. Also when I want to reduce my stress level and improve my mental health. ”

“ To strengthen my muscles after hip operation 2 years previously. I want to feel active, strong , encouraging, motivated & be independent. ”

“ If I'm going to enjoy it or time it takes to do / to travel to the destination. Also what is available, free or cheap. Accessible for location and for health conditions. ”

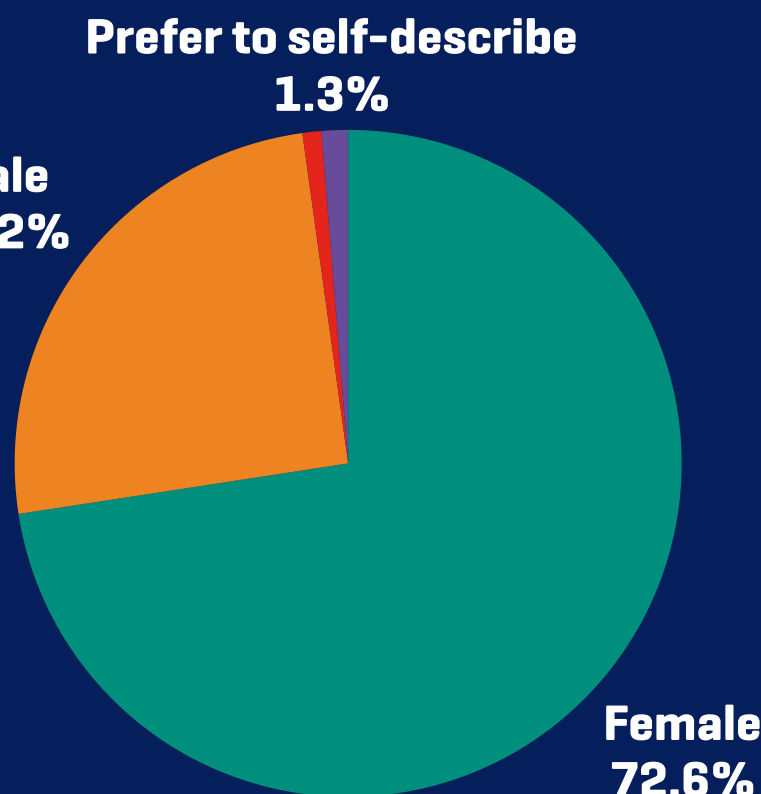
Residents who do not meet CMO activity guidelines

DEMOGRAPHICS

547

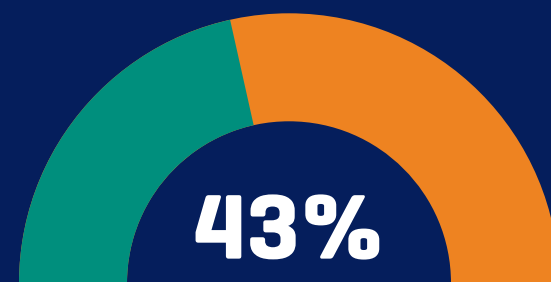
Respondents in this group

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



Prefer not to say
0.9%

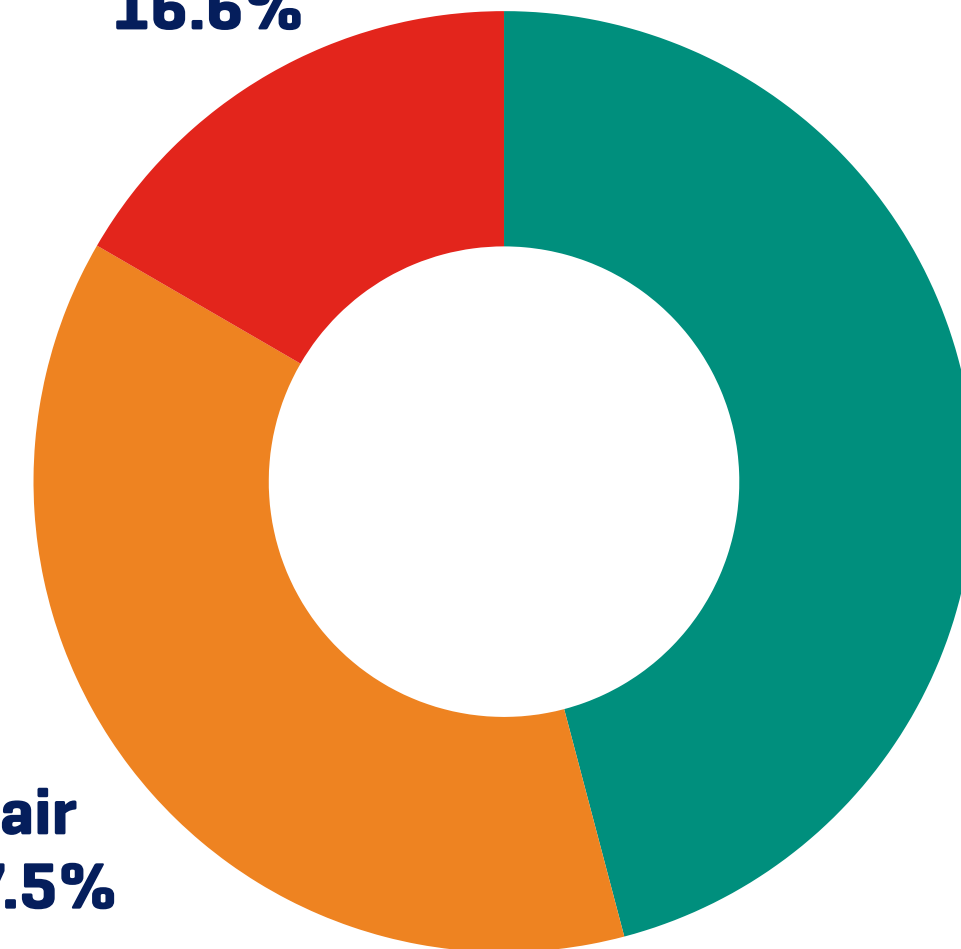
The majority of respondents were female [73%], only 25% were male.



43% of respondents were employees in full-time jobs, 16% were employees in part-time jobs, and 16% were wholly retired.

29% of respondents stated they were managing more than one longstanding physical, mental condition or illness. 10% said they were not.

Bad
16.6%



Good
45.9%

Fair
37.5%

46% of respondents reported their health as being good or very good, with 37% reporting it as fair, and 17% as bad or very bad.

Data Analysis

Lower Socio-Economic Groups

Residents who do not meet CMO activity guidelines

BARRIERS

Of the 20% of this group that didn't feel they had the opportunity to be active, 60% 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, lack of options locally, childcare, worry and fear of judgement prevented them from participating in activity locally.

To help access more opportunities to be active, this group needs:

More free time, or activities outside of working hours

Free activity, especially in the leisure centres

Tailored activities (conditions, ages, lifestyle)

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

66%
Lose weight

48%
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?

70% 

CHOICES



Recreational/social activities [54%] and individual activities [53%] appealed most to this group.



Indoor activity in community spaces like gyms and village halls appealed most to this group [62%].



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

What prevents you from participating in physical activity in your local area?

Lack of cheap opportunities outside of walking / running

Lack of confidence and motivation to start

Not having someone to participate with

Limited time [family commitments, childcare, work]

When asked, 'What would you improve in your local area to encourage you and others to be more active?' residents said:

- “ Awareness of what activities can be done. There are lots of things aimed at mums, children or the elderly, and nothing for people my age [30] who just want to get fit. Also having classes outside of working hours is key. 🎧🎧
- “ I would make sure people can access the facilities easily. The booking system used by the leisure centre is not easy to use and has stopped me from participating. More introductory classes too as it's incredibly intimidating when everyone already knows each other. 🎧🎧
- “ Organise more group activities at local park/halls, for children and adults together. There are gyms but exercising alone isn't motivating or enjoyable. 🎧🎧
- “ Better cost break for those on a low fixed income. 🎧🎧

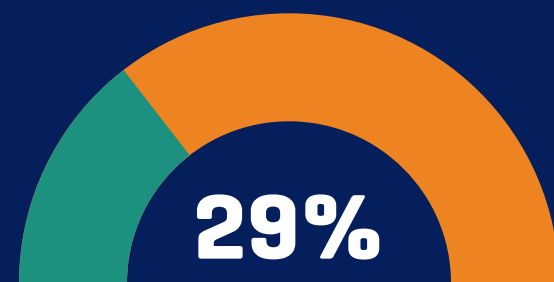
Residents who do not meet CMO activity guidelines

DEMOGRAPHICS

559

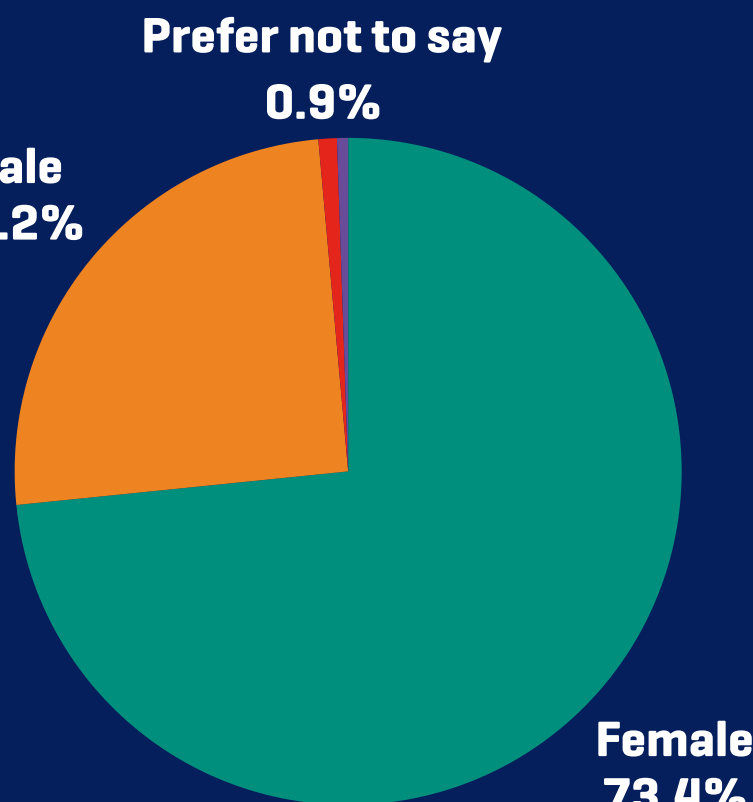
Respondents in this group

Those who ticked yes to managing more than one longstanding physical, mental condition or illness.

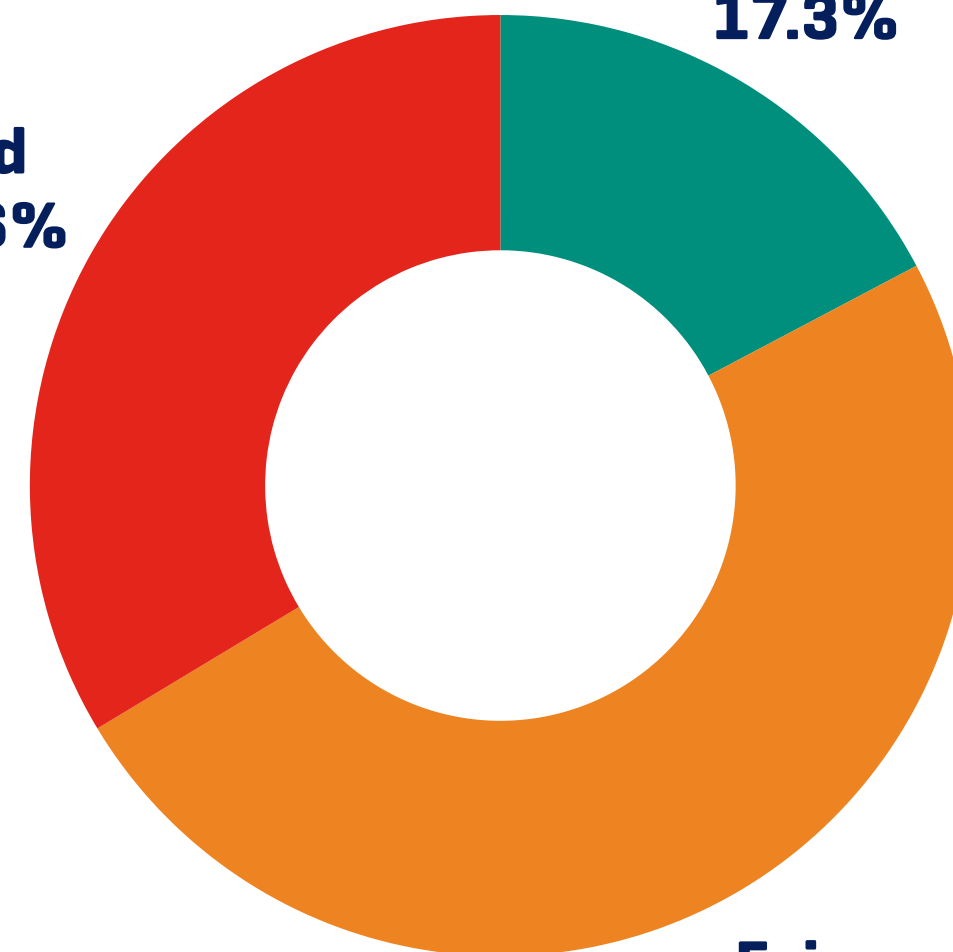


29% of respondents live within the 50% most deprived neighbourhoods across Leicestershire, Leicester and Rutland.

81% of respondents said they had a longstanding physical condition. 44% stated they had a longstanding mental health condition or illness.



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



17% of respondents reported their health as being good or very good, with 49% reporting it as fair, and 33% as bad or very bad.

Data Analysis

Long-term Health Conditions

Residents who do not meet CMO activity guidelines

BARRIERS

Of the 33% of this group that didn't feel they had the opportunity to be active, 61% said that the reason for this was being unable to afford certain activities.



This group stated that the cost of activities, lack of confidence linked to an existing health issue and lack of suitable activities prevented them from participating in activity locally.

To help access more opportunities to be active, this group needs:

More free, group activities that are varied for different needs

More advertising about opportunities plus the health benefits

Safer outdoor spaces and better transport / active travel routes

FUTURE INTENTIONS

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



How to engage this audience

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



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



CHOICES



Recreational/social activities (57%) and individual activities (53%) appealed most to this group.



Indoor activity in community venues like gyms and village halls appealed most to this group (64%).



This group prefer to participate in physical activity with friends (46%).

What would help you to feel more confident in your ability to be physically active?

Relatable instructor - someone that understands

Positive messaging in and around the environment

Activities specific to health condition to improve confidence

Ability to be active with similar people

RESIDENTS SAID:

- “ I would put up signs saying if you walk from here to here it's X steps. Many of us spend hours at work in a day, maybe that's where it starts? ”
- “ Exercise tailored to my health condition and led by someone that understands, as I don't really know what exercises I would be capable of. I would like to feel like I could achieve some kind of activity. ”
- “ As someone with little natural ability I have previously been made to feel as though I cannot participate. If there was a cheaper way to gain expert help on how to exercise properly, without injuring yourself more, that'd be great. ”
- “ Being able to do things with other people, especially at my level of ability. ”