

# Why we're doing this

- The **most active place** in England has almost **double the activity levels** (81%) of the **least active place** (43%)<sup>1</sup>.
- Your **lifespan could vary** by up to **9 years** depending on where you live<sup>2</sup>.
- People living in some places in England are **twice as likely to have a disability or health condition** than people living in other places<sup>3</sup>.
- Healthy life expectancy can vary by **up to 17 years** depending on where you live<sup>4</sup>.
- Inactivity rates in England's most deprived places (38%) are **over double** those of **the least deprived** (18%)<sup>5</sup>.

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Which is why we have identified the places of greatest need, to invest in those that need it most, and allows us to:

- Recognise and address inequality in sports and physical activity.
- Understand the unique issues and possibilities in a place related to sports and social needs.
- Decide where to focus on reducing inequalities.
- Create action plans that drive change in these places.



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1. Active Lives Adult data 21/22 - Based on the % of adults doing 150+ minutes a week.  
2. ONS Health Needs Index 2021.  
3. Office for National Statistics - Census 2021

4. Office for National Statistics - Census 2021, Disability free life expectancy.  
5. Active Lives Adult data 21/22

# The impact so far

- When piloting this work those places were reducing inactivity levels **2.5 times faster** than other places<sup>1</sup>.
- This approach delivered **65,000 new low socio-economic participants** in 2019/20<sup>2</sup>.
- And achieved a social **return on investment of £78.7m<sup>3</sup>**.
- Demonstrating **excellent value for money** at **£224 per participant**, surpassing other comparable programs at over £2,000 per participant<sup>4</sup>.

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1. Active Lives Adult data 19/20.  
2. Sport England Analysis - Place.  
3. Sport England Social and Economic Value of Sport and Physical Activity 2020.  
4. Sport England Analysis - Place.