



An insight into inequalities in adult physical activity in Hull and East Riding

Based on data using the Active Lives
Survey 2024-25

September 2026



The Adult Active Lives survey began in November 2015, which means we now have **a decade of insight**



Ten years of comparable data — This gives us more than a snapshot of our area, it gives us a trajectory. This shows us the direction inactivity is heading in our area: Where it has improved, stalled, or become entrenched.

The national picture is one of overall progress. But a decade of data makes it clear that growth is not equal. In most cases the gap between our most and least affluent communities has widened. Disabled adults and those with long-term health conditions, women, older residents and people in our most deprived neighbourhoods continue to experience levels of inactivity that the national average conceals.

Demographic and economic shifts are ongoing and have **intensified inequality gaps**

- Generally, our populations are growing, ageing and becoming more diverse
- The shift towards an ageing population is moving more people into age groups we know are more likely to be inactive
- Economic pressures are pushing more people into lower income brackets, where we know inactivity is more likely



Inactivity at a glance: The local picture

National Active Lives data shows the direction of travel for England. To see what that means for Hull and East Riding, we need to understand our population, how it's changing, and the inactivity and inequalities we see locally.



Our growing adult population is shifting towards an older and more diverse community

There are 525,000 **adults (16+)** living in Hull and East Riding

An increase of around 33,000 since 2015



143,000 of these are **over 65**

That's 27% of the adult population

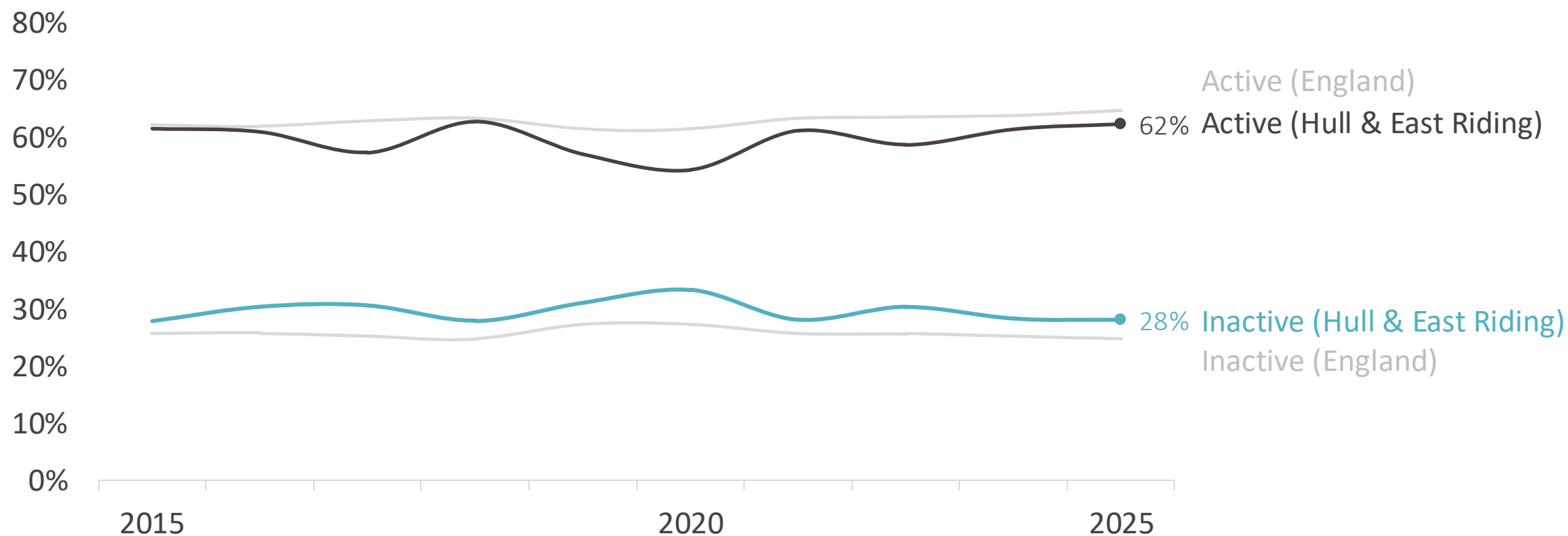


38,000 of these are from **global majority** ethnic groups

That's 9% of the adult population



Physical inactivity for adults in Hull and East Riding is relatively stable



Currently, **28%** of adults are inactive

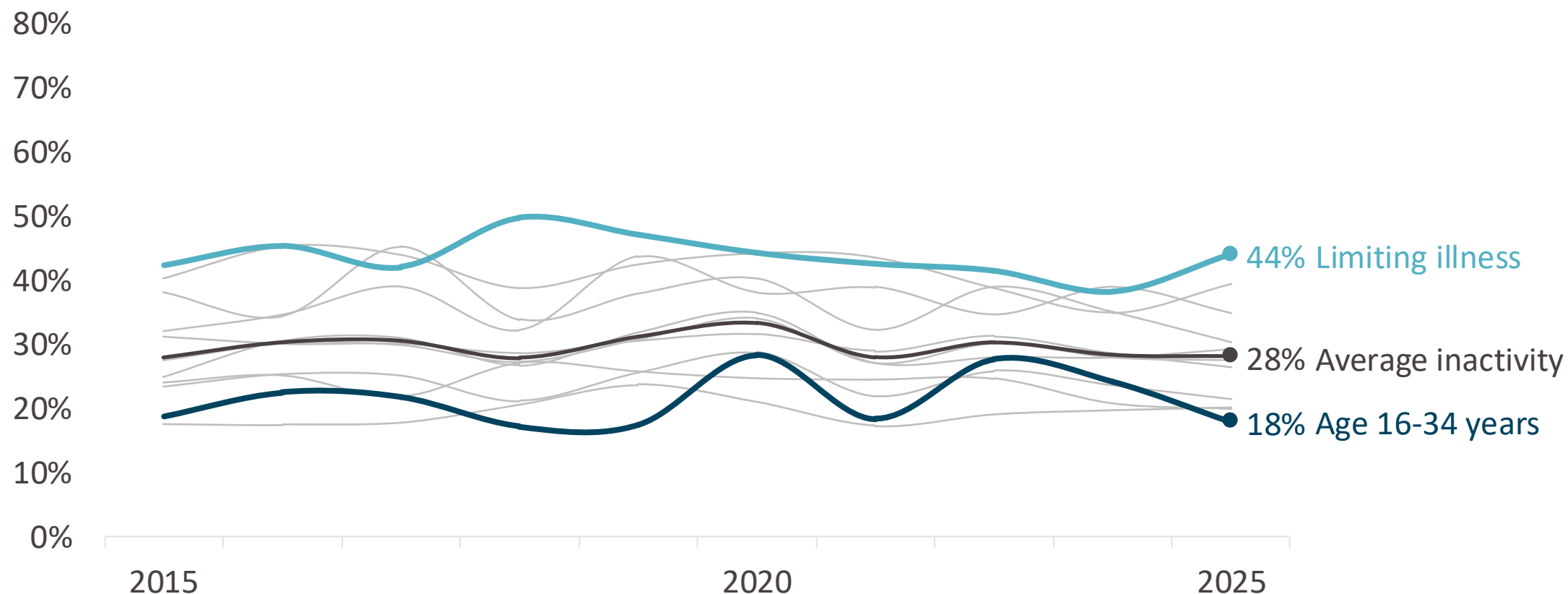
That's around **147,000**

people not meeting recommended
activity levels

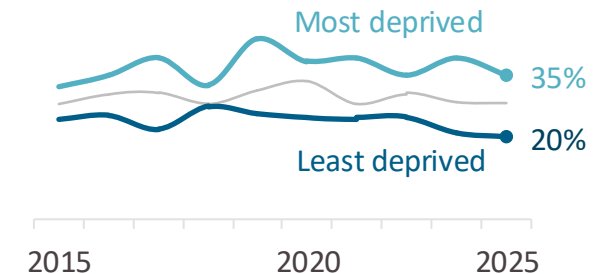
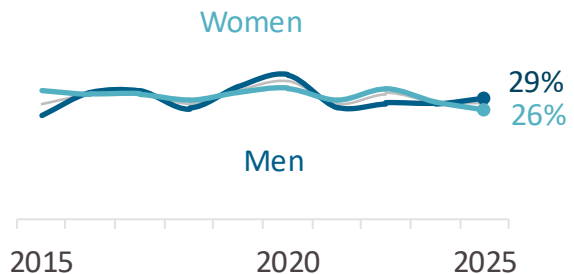
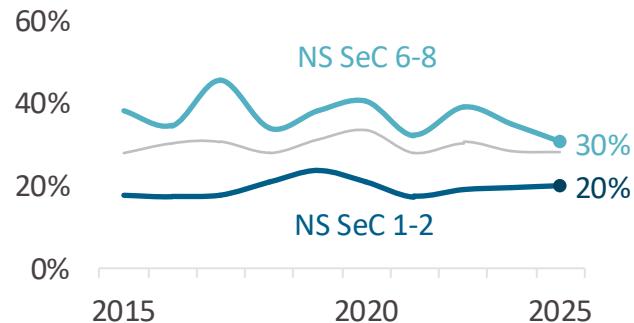
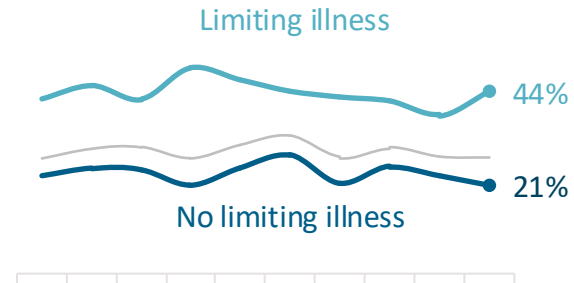
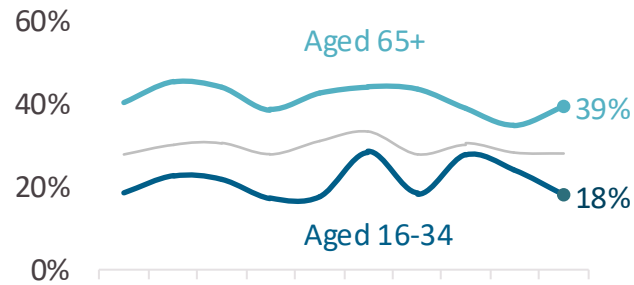
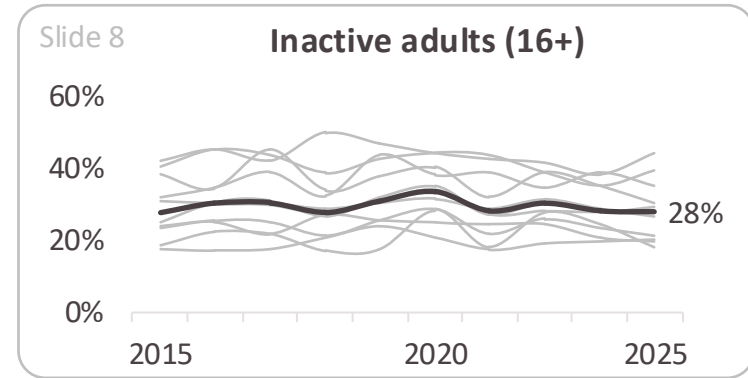


Average inactivity hides the variations within our population

Inactivity across Hull and East Riding averages 28%. Within that, it rises to **44% for adults with a limiting illness** – the highest of any group – and falls to **18% for those age 16-34 years**. The lowest of any group.

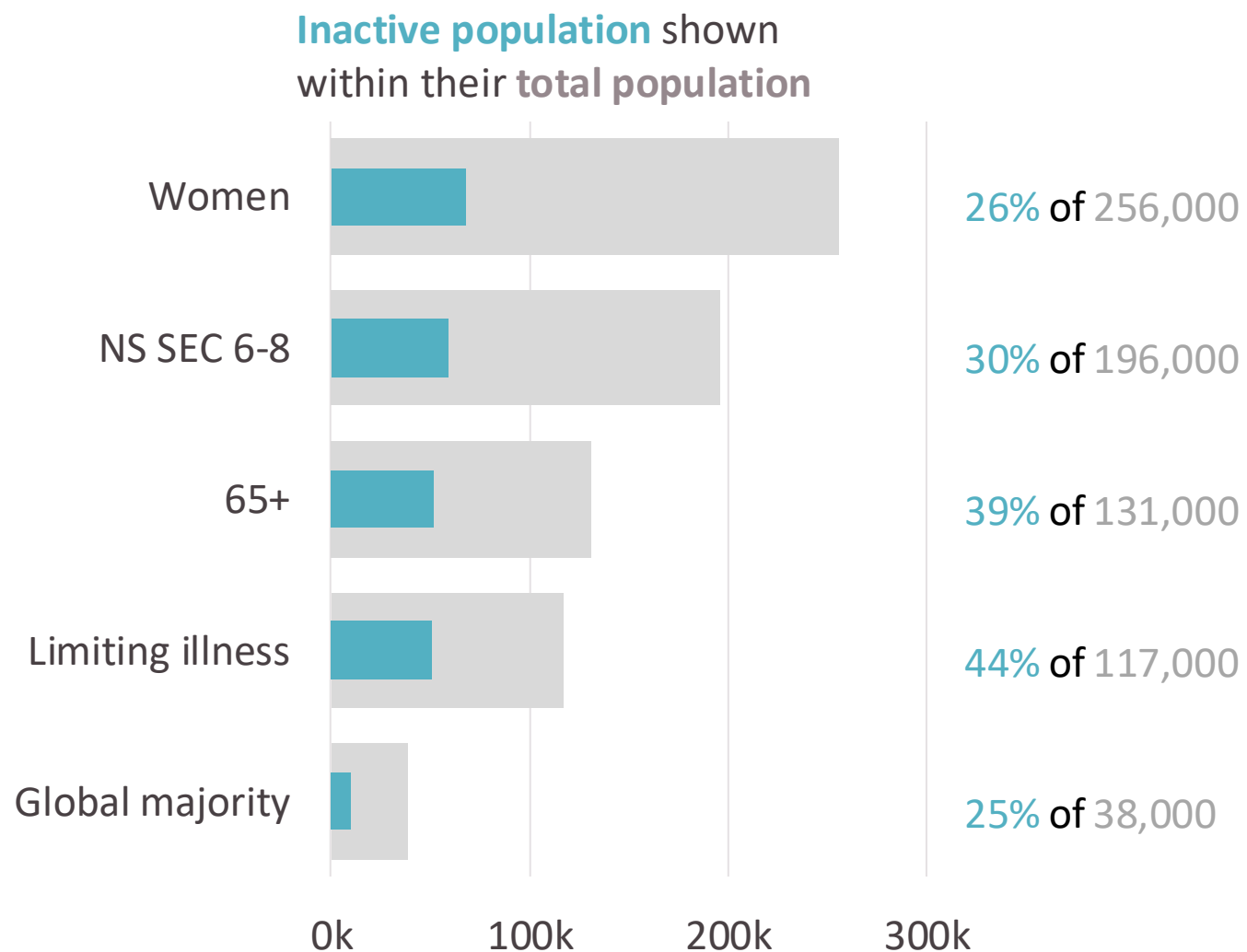


The inactivity gap: Which groups sit above and below the average



Women make up the biggest **population** but not the highest **% of inactivity**

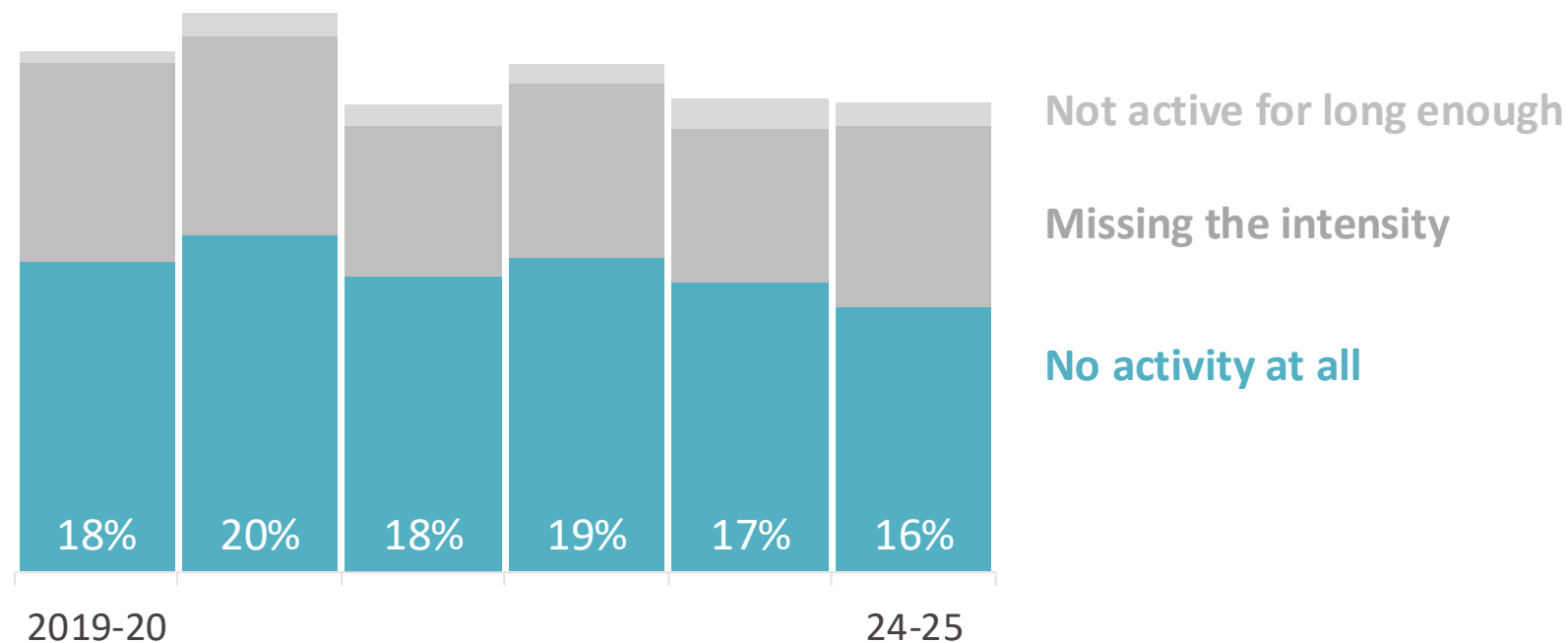
There are 256,000 women but only 26% are inactive. Compared to 44% inactive adults with a limiting illness.



The proportion of adults doing **no activity at all** is falling

There has been a drop of 1 percentage point in the last 12 months alone

That's around **5,000**, fewer adults doing **no activity at all**



Characteristics and the inequalities metric

Having looked at who's inactive locally, we now turn to **active levels (meeting the CMO guidelines)** and the characteristics Sport England identifies as key drivers of inequality.

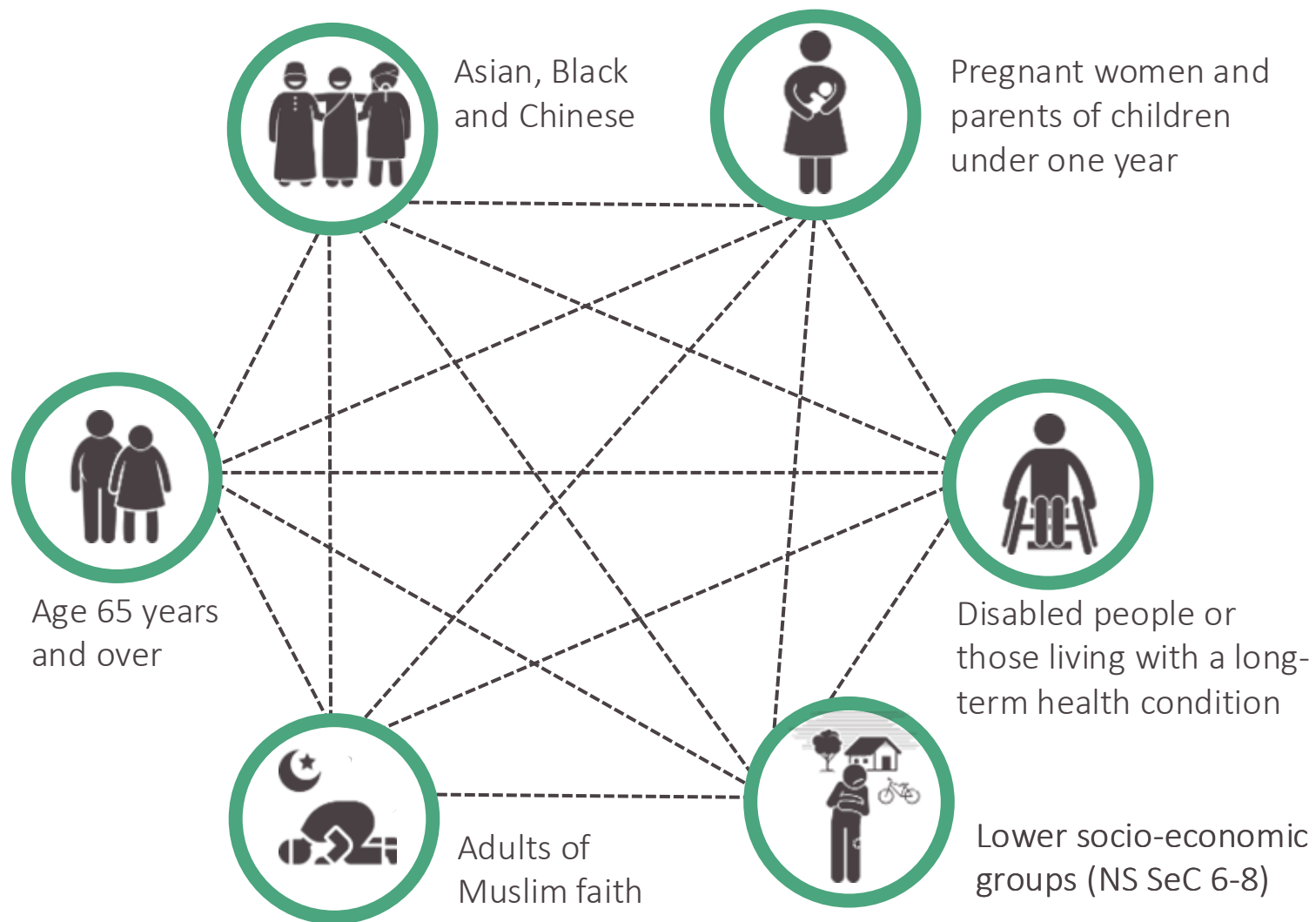
The inequalities metric shows how far activity falls as these characteristics stack up. It's not which characteristics someone carries that matters most — it's how many. That's what reveals the scale of the additional challenge some people face.



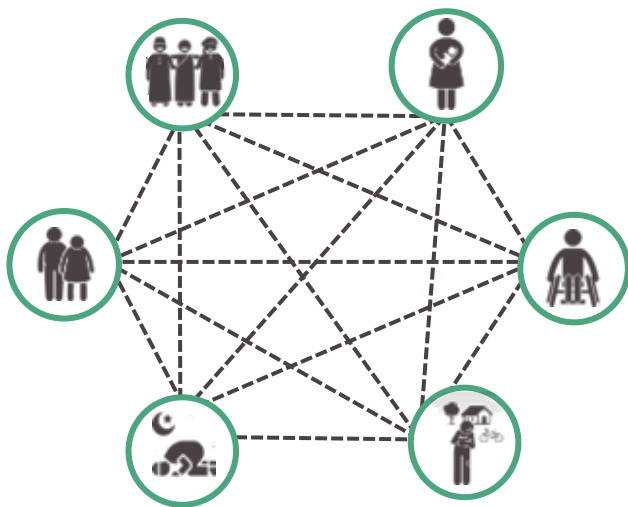
No one is a single characteristic

The inequalities metric lets us look at people as a whole, rather than one characteristic at a time.

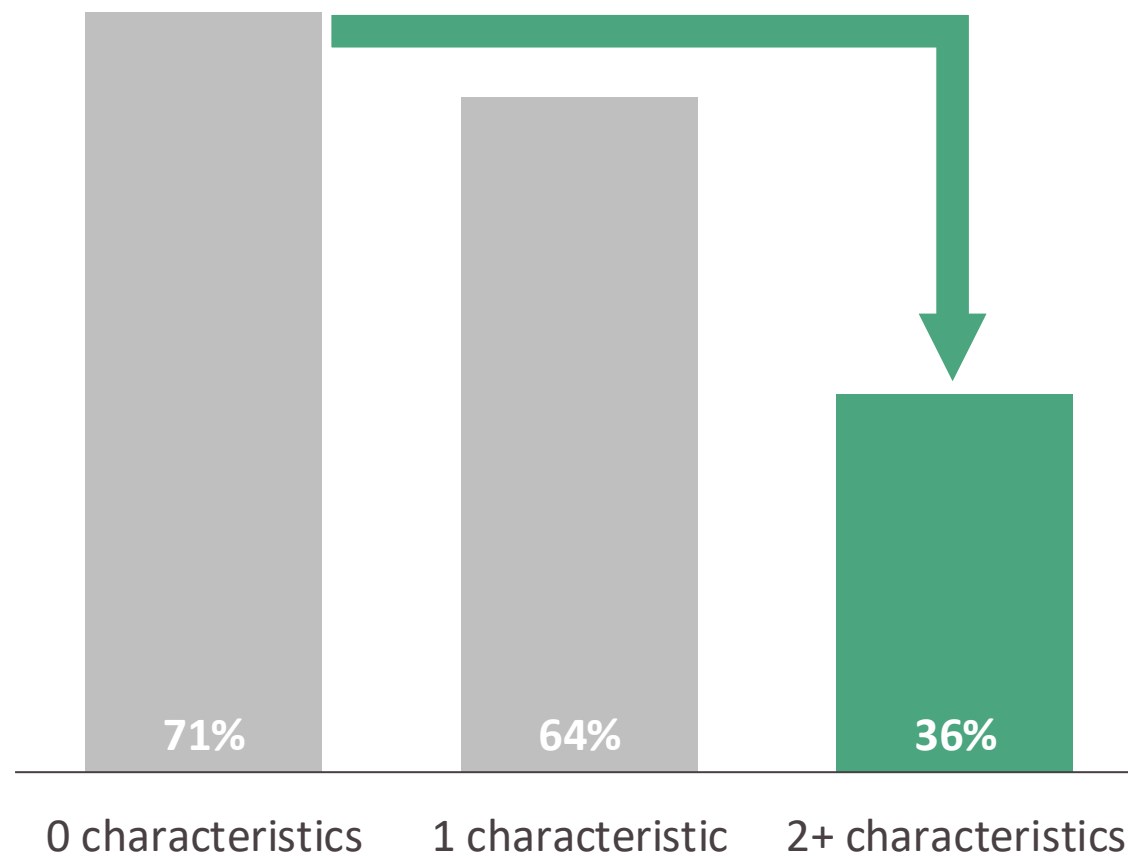
Combining characteristics associated with being less active can lower individual activity levels.



Having **2 or more characteristics** can dramatically reduce our ability to be **active**



Activity levels fall when compared to those with no characteristics of inequality



A local example: low affluence, plus one more characteristic

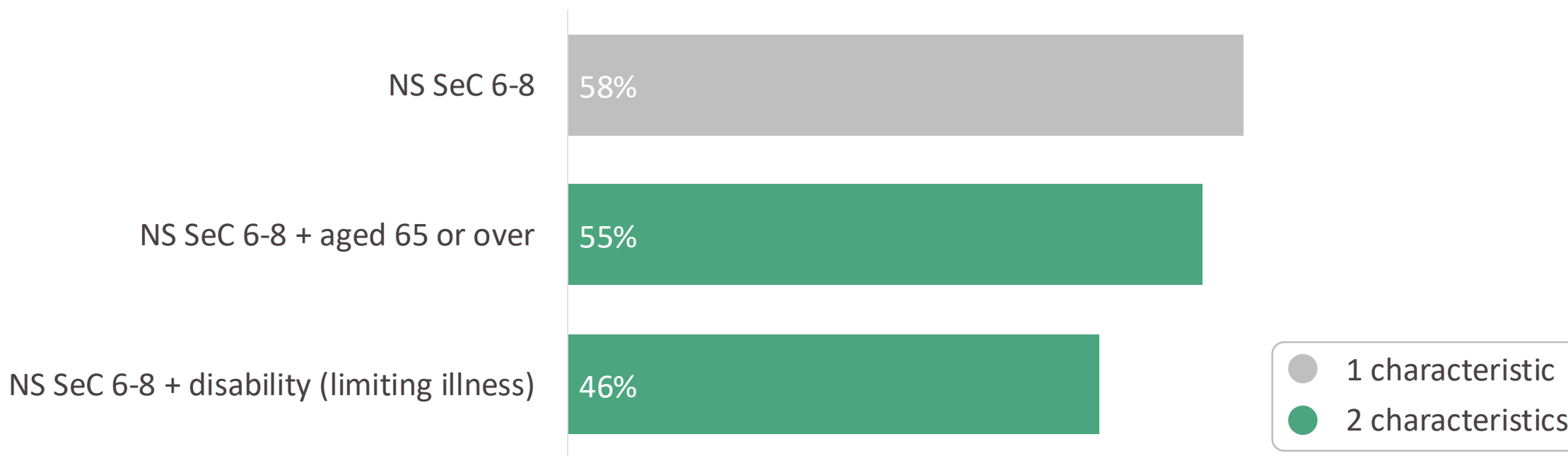
To bring this to life locally, the next slide looks at people in low affluence households — one of our key inequality characteristics — and shows what happens when a second characteristic is added.

We've chosen low affluence as our example because it cuts across so many other characteristics: people in low affluence households span every ethnicity, age group and disability status. That makes it a useful lens for showing how combining characteristics compounds the challenge, rather than a group that stands apart from the rest.

This is one example, not the full picture. The same pattern will hold for other combinations too.



Using low affluence as an example — activity drops further still when **combined** with age or disability



In this example, the steepest fall is seen when disability (limiting illness) is added — but all combinations show reducing activity levels

Inactivity in our place

Understanding who's active in our places, and how, helps us see the full picture. Mapping also lets us explore where outcomes are worse at a place level.

The focus on place began in 2017, when Sport England's Local Delivery Pilots set out to test how working in and with places could help tackle inequalities among the least active.

Place-based work matters because lasting change happens when it's rooted in the communities that need it most.

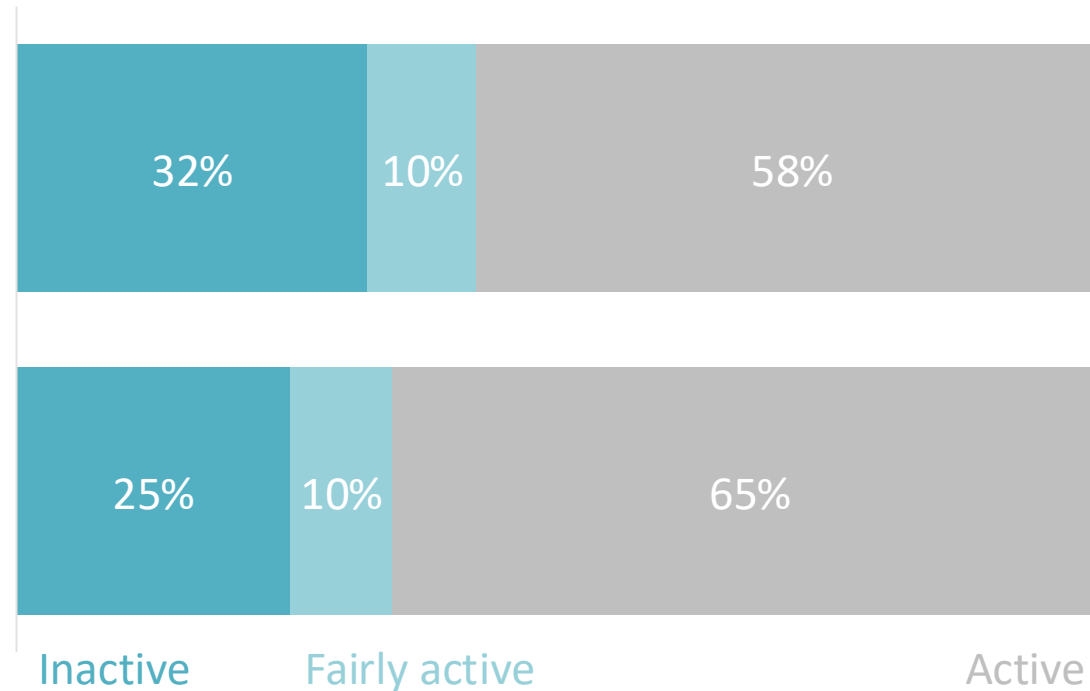


Inactivity is not equal across our area

Adults living in Hull are more likely to be **inactive** than in East Riding

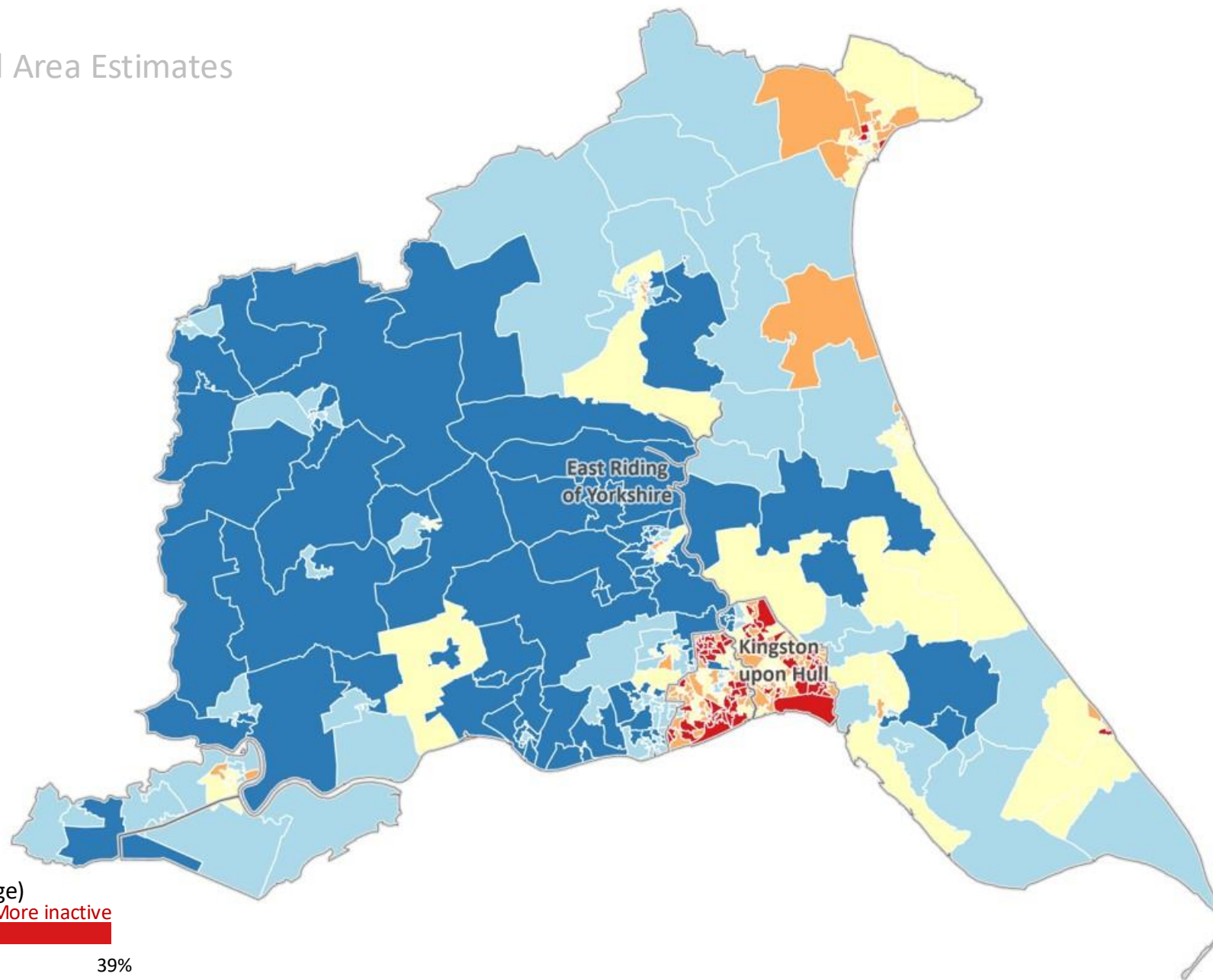


Kingston upon Hull, City of



East Riding of Yorkshire

Inactivity is generally higher in our coastal and urban areas



How we get our physical activity minutes

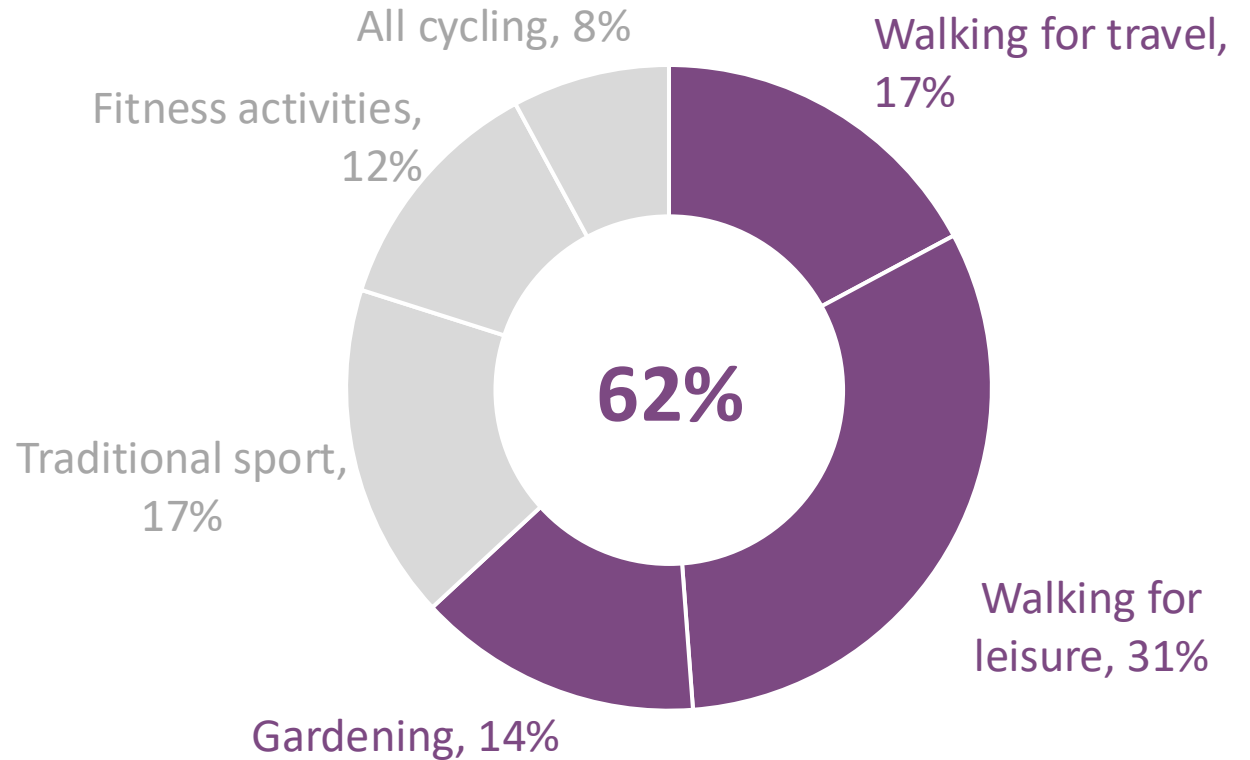
Understanding changing trends driving the types of activities we do is important. Nationally, running and fitness activities continue to grow strongly, while active travel and cycling for leisure have dipped over the last 12 months.

This matters because knowing through which activities our communities get their minutes tells us what to protect, what to invest in and where the biggest opportunities lie — from everyday walking routes and green space to sports and leisure facilities.



Almost 2 thirds of our active time is spent doing informal activities

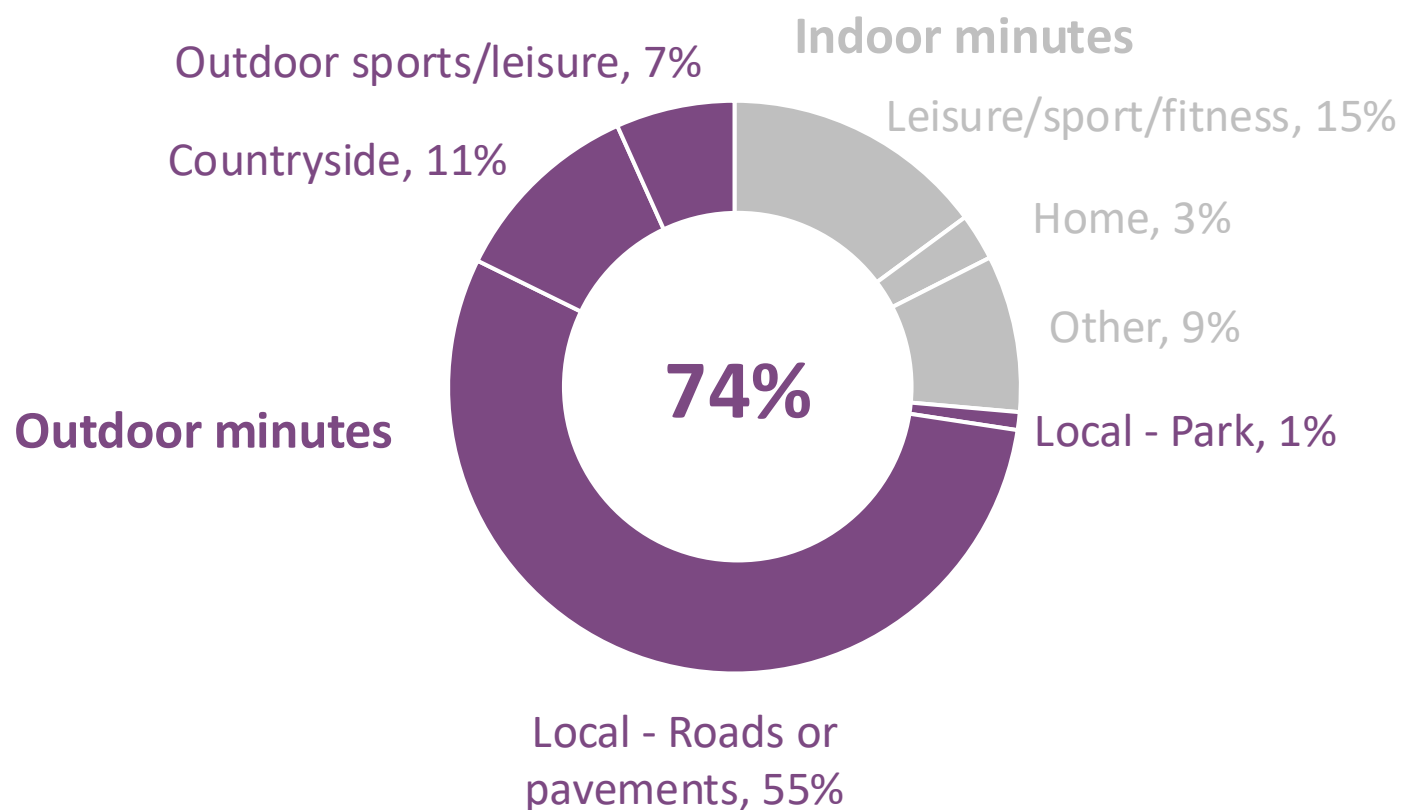
Walking and gardening can be done with no sports or leisure facilities





Almost 3 quarters of
our active time comes
from **outdoor
activities**

This shows the importance of our
active environments



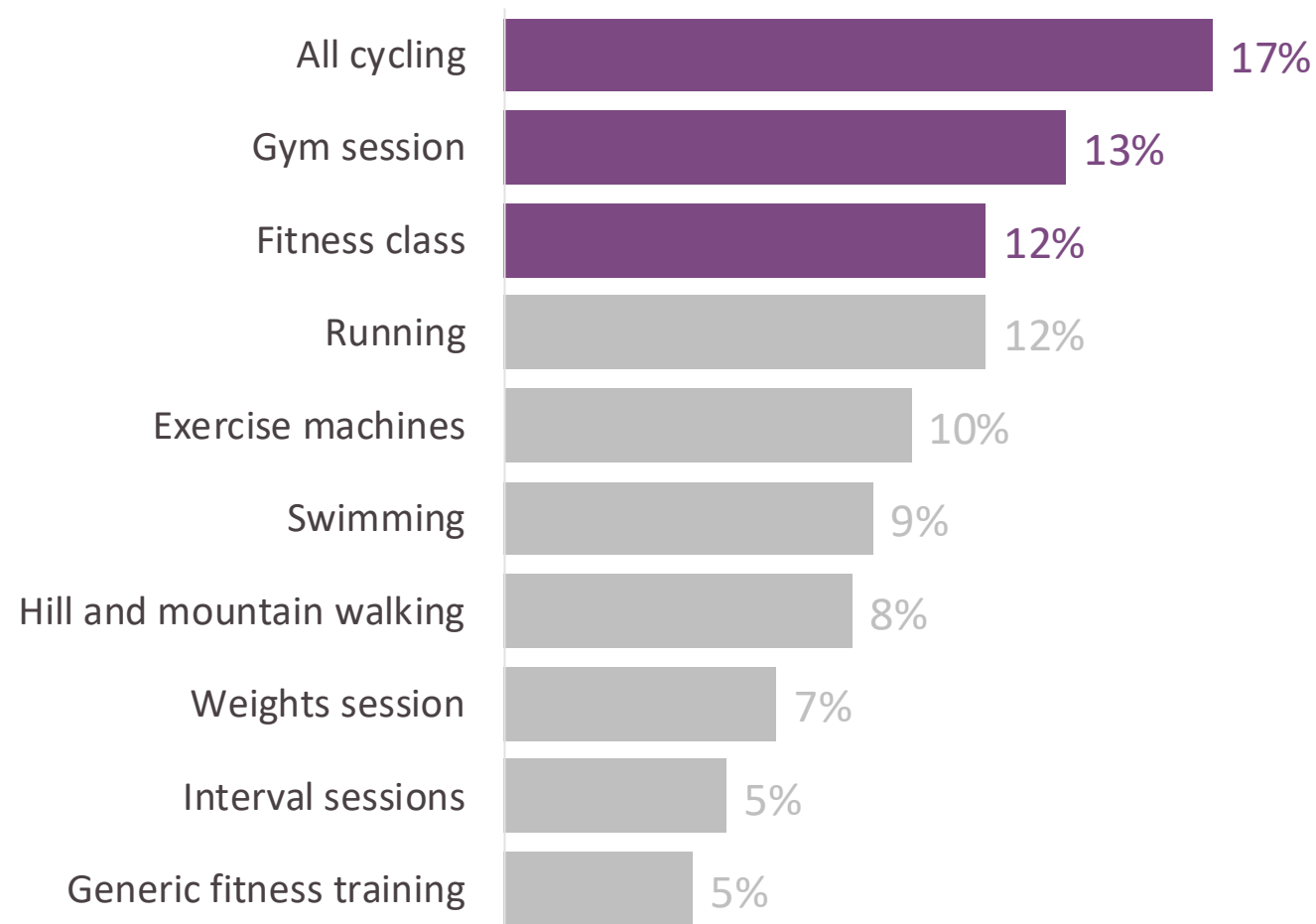
What gets us moving?

Cycling, going to the gym and fitness classes are the top 3 sports and activities adults regularly take part in locally, each at 12% or above.

As a national comparison, football has held steady at just under 5% since 2015.



Top 10 sports and activities Participating **at least twice in the last 28 days**



The importance of physical activity and social outcomes

Active Lives also captures data designed to better understand impact against four of the five social outcomes to which sport and physical activity contributes.



Social outcomes are measured by asking different questions...



Mental wellbeing

How **happy** did you feel yesterday?

How **satisfied** are you with your life nowadays?



Individual development

I can **achieve most of the goals** I set myself

If I find something difficult, I keep trying until I can do it (**resilience**)



Social & community

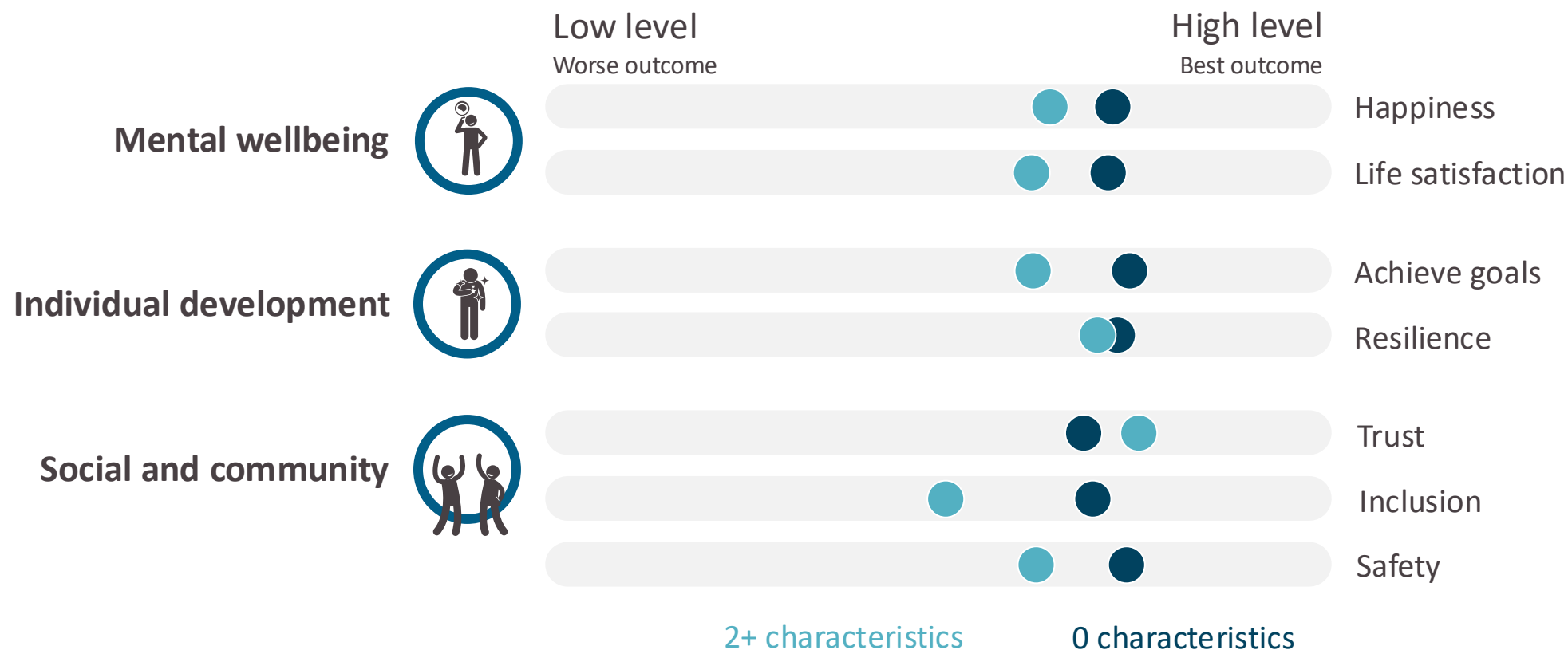
Most people in our local area can be **trusted**

My local area is a place where people from different backgrounds get on well together (**inclusion**)

I feel **safe** in the public places and settings where I would like to exercise

The more inequalities stack up, the worse outcomes tend to get

Adults who face **two or more inequality characteristics** tend to compare poorly on social outcomes, to those facing **none**



Appendix



Demographics

	2015-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-25
All adults (aged 16+)	1,028	984	980	985	1,009	1,009	1,046	1,014	1,639	1,716
Male	478	443	448	420	437	439	449	438	728	777
Female	547	541	530	563	569	563	589	570	899	930
16-34	167	215	190	175	197	187	223	184	319	316
65+	321	282	305	278	338	298	343	326	505	532
NS SEC 1-2	413	393	393	435	407	435	450	441	716	742
NS SEC 6-8	164	182	156	138	161	173	146	145	260	248
White British	957	905	909	916	935	919	952	914	1,450	1,536
Global majority	27	24	18	19	20	41	26	37	80	83
Limiting illness	208	207	212	205	200	212	241	241	420	415
No limiting illness	756	728	696	727	737	747	759	714	1,127	1,193
Least deprived quintile	310	165	151	173	168	220	199	207	309	395
Most deprived quintile	163	298	319	279	290	238	260	245	452	401
0 Characteristics	-	250	312	334	317	344	347	343	562	613
1 Characteristic	-	185	188	213	232	247	277	283	477	455
2+ Characteristics	-	53	63	59	79	90	94	89	194	182

Local authorities

	2015-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-25
Hull & East Riding	1,028	984	980	985	1,009	1,009	1,046	1,014	1,639	1,716
Kingston upon Hull	524	487	486	488	520	487	538	492	888	863
East Riding of Yorkshire	504	497	494	497	489	522	508	522	751	853



How do we measure activity?

We report on the number of **moderate intensity** minutes completed in the last week, based on activity type



Light

Light intensity minutes are excluded



Moderate

Moderate intensity equivalent (MIE) minutes means each 'moderate' minute counts as one minute



Vigorous

Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes

Please note: For some activities, intensity was assumed and not asked. Activities done by those aged 65 and over were assumed to be at least moderate

What activities do we measure?



Walking for leisure includes all other types of walking, dog walking, rambling and Nordic walking or just going for a stroll*



Walking for travel includes walking as a way to get from one place to another, such as the shops work or visiting friends*



Cycling includes leisure and travel, track, road and mountain biking or racing, exercise bike or cycle class



Gardening is generally excluded from the survey but is counted within active minutes



Traditional sport includes team, water, combat and winter sports, swimming, athletics, golf, horse riding and gymnastics



Fitness activities includes gym activities (fitness machines and classes), weights, boxing and interval sessions



Dance includes artistic and creative dance (ballroom, ballet, contemporary etc)



Get in touch

If you'd like further information about anything in this pack or require additional analysis, we'd be happy to help:

Please contact dave@pressred.co.uk or liz@pressred.co.uk

AI tools have been used to help process data and refine the narrative for this pack. All figures are taken from the published survey data, and all analysis has been carried out, checked and verified by Press Red

