



An insight into inequalities in adult physical activity in North & North East Lincolnshire

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 North & North East Lincolnshire, 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 273,000 **adults (16+)** living in North & North East Lincolnshire

An increase of around 5,000 since 2015



75,000 of these are **over 65**

That's 28% of the adult population

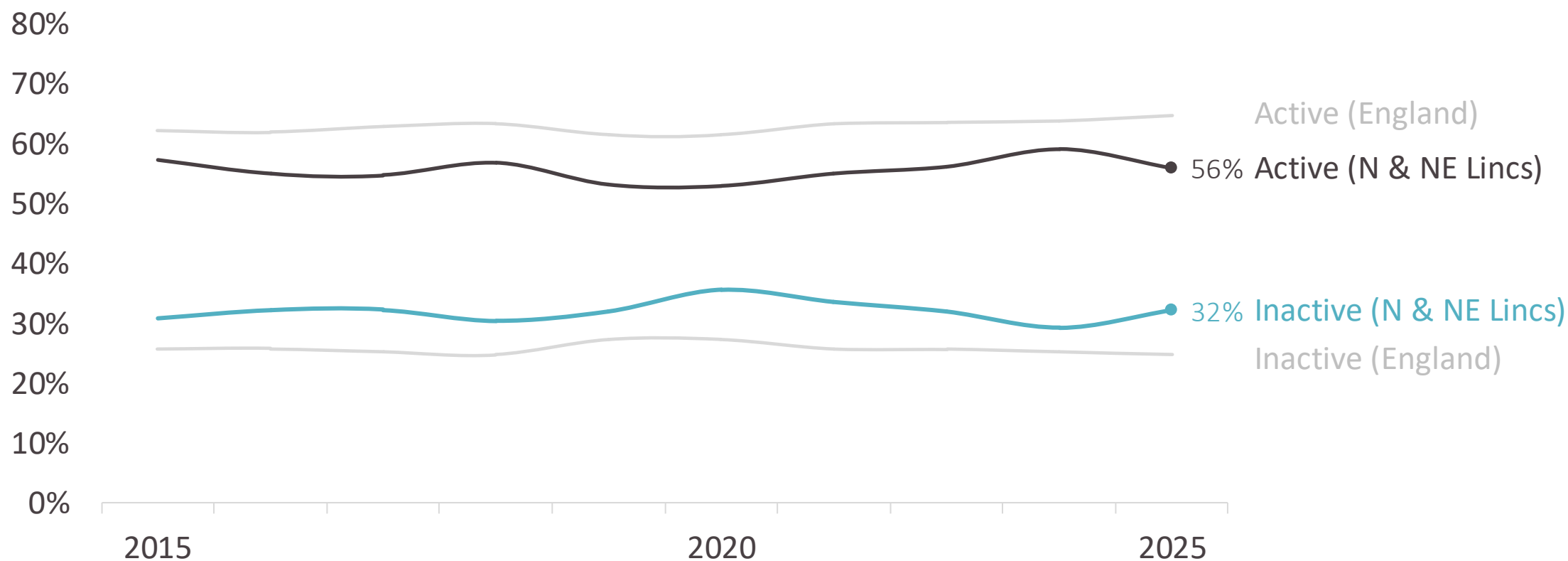


20,000 of these are from **global majority** ethnic groups

That's 8% of the adult population



Physical inactivity for adults in North & North East Lincolnshire is fluctuating



Currently, **32%** of adults are inactive

That's around **87,000**

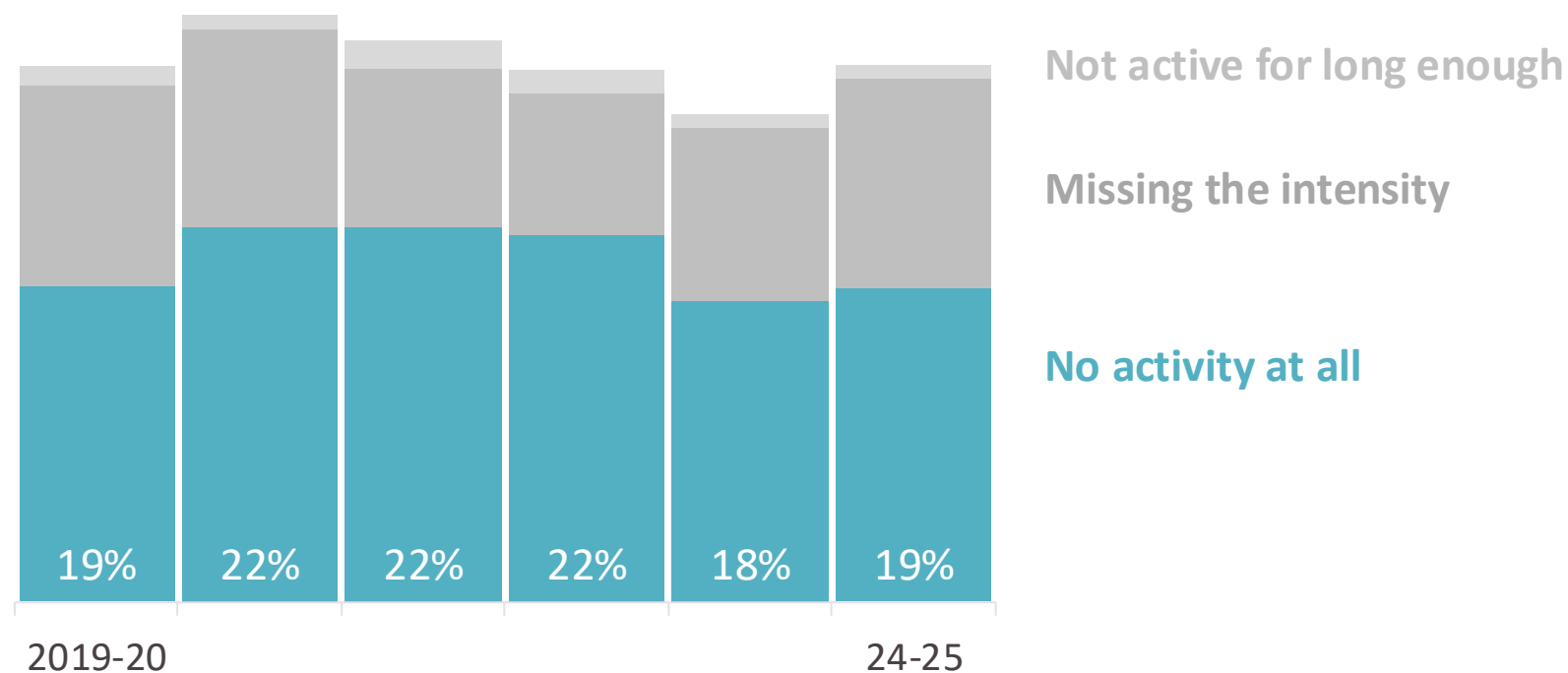
people not meeting recommended
activity levels



The proportion of adults doing **no activity at all** has fallen in recent years

There has been a drop of 3 percentage point in the last 2 years

That's around **8,000** less adults doing **no activity at all**



Inactivity at a glance:

An aggregated approach

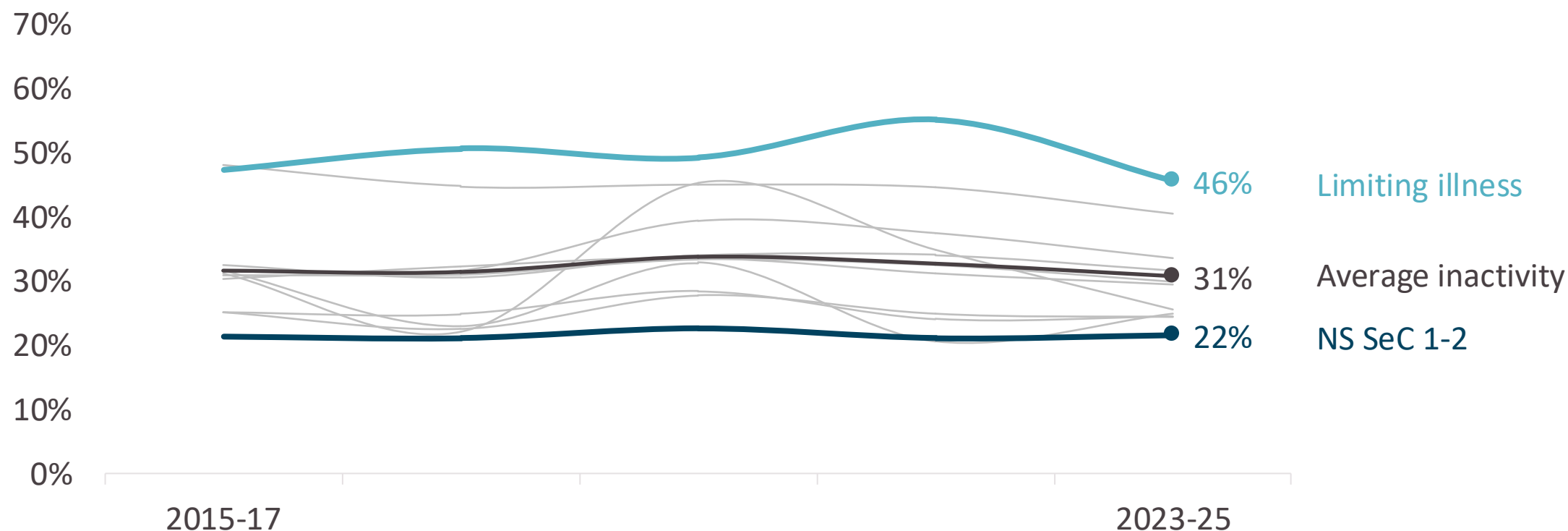
Due to some small sample sizes, this section uses combined years. This lets us see trends and differences within the population that single years wouldn't be able to show. Bear in mind that some characteristics may still have samples too small to report.

Check the source at the bottom of each slide to see which years have been combined.

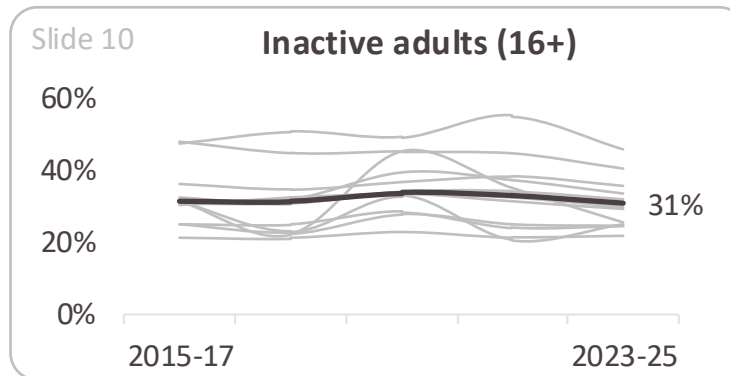
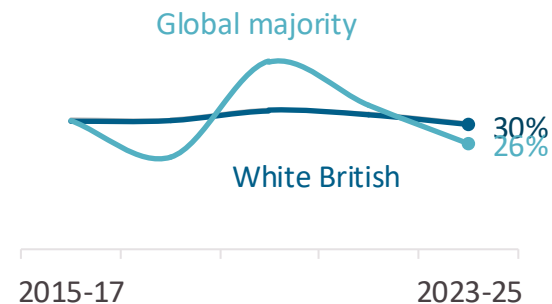
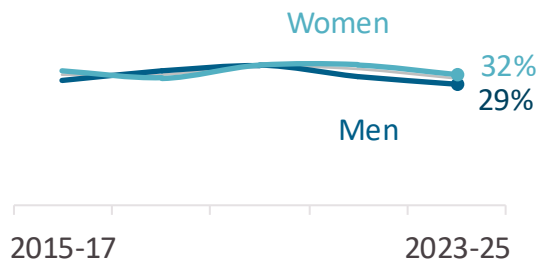
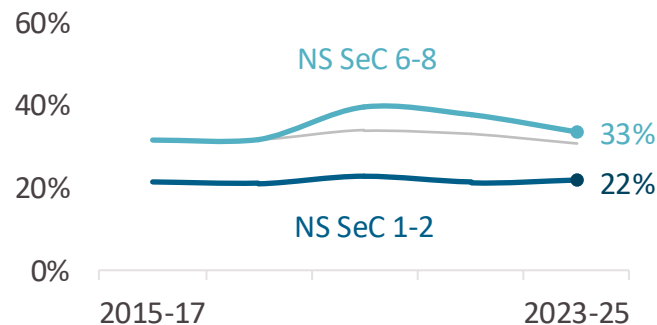
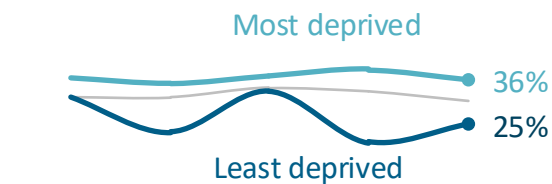
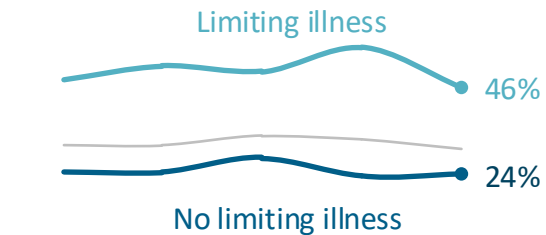
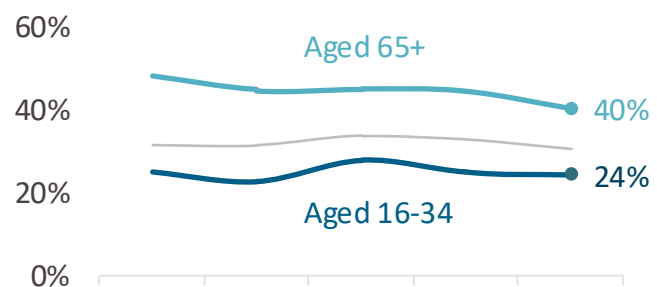


Average inactivity hides the variations within our population

Inactivity across North & North East Lincolnshire averages 31%. Within that, it rises to **46% for adults with a limiting illness** – the highest of any group – and falls to **22% among the most affluent** (NS SeC 1-2). The lowest of any group.

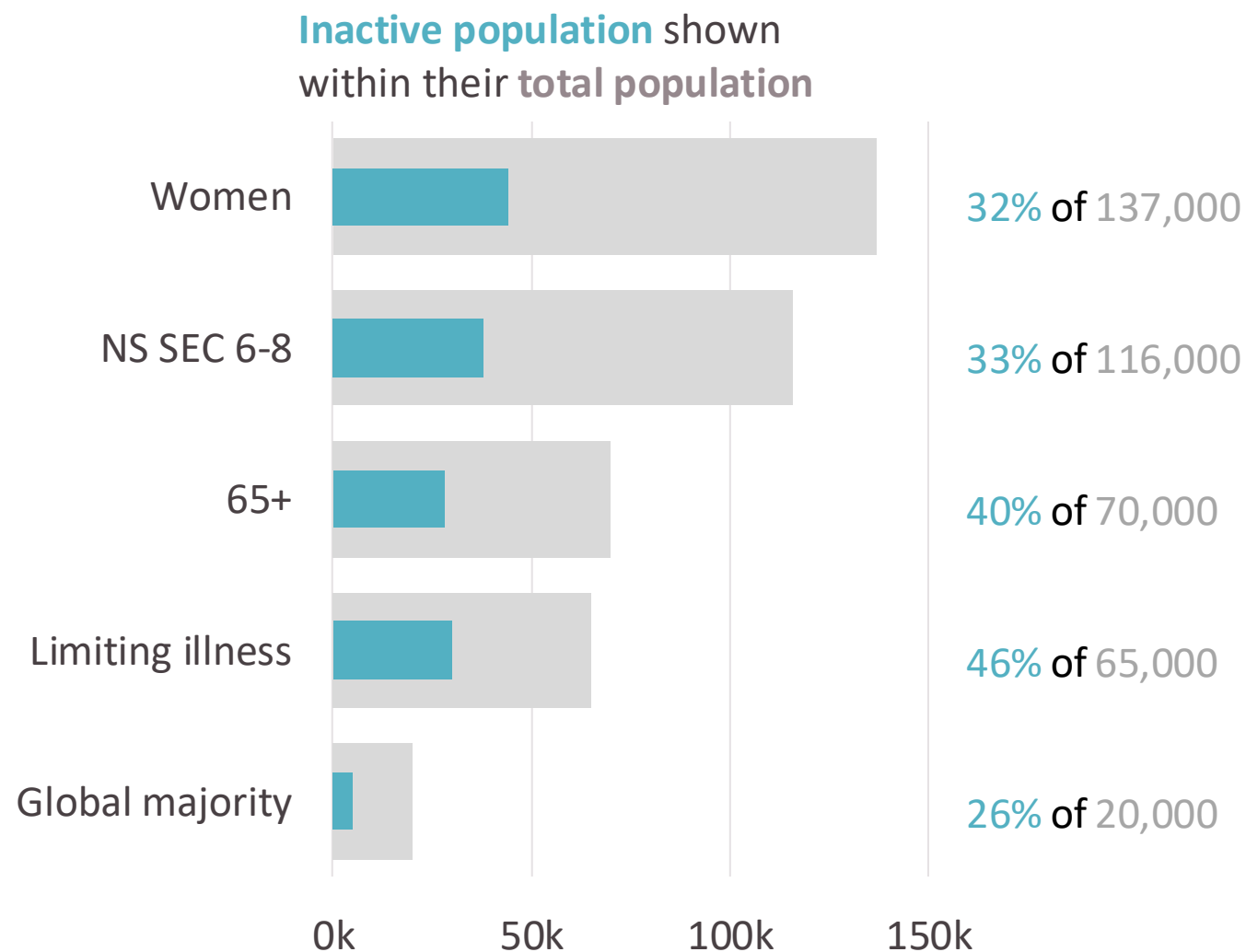


The inactivity gap: Which groups sit above and below the average



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

There are 137,000 women but only 32% are inactive. Compared to 46% inactive adults with a limiting illness.



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.

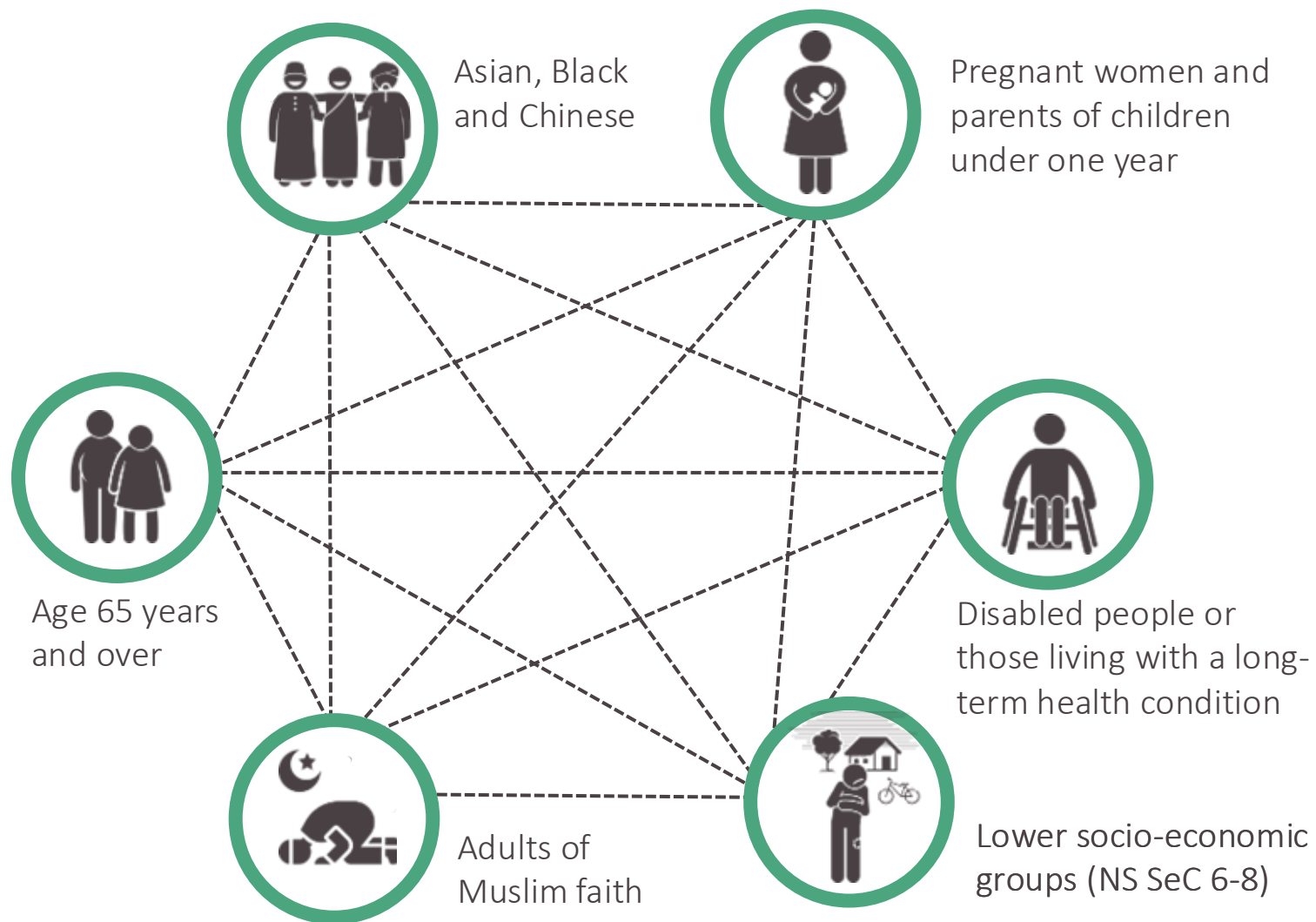
Note: From here, we return to the latest single year of data (2024-25), unless the source says otherwise.



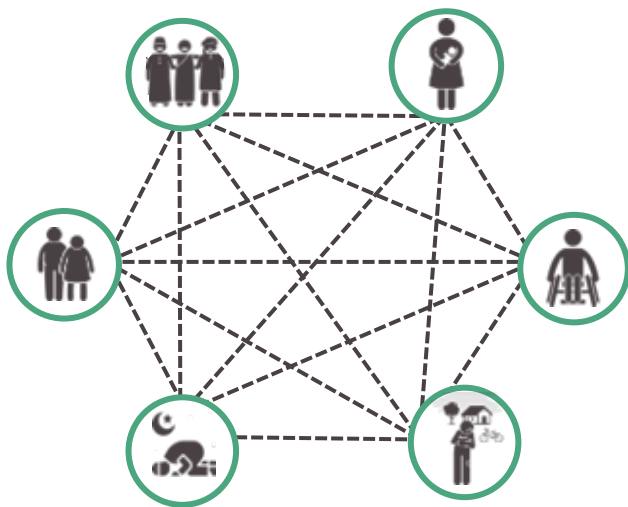
No one is a single characteristic

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

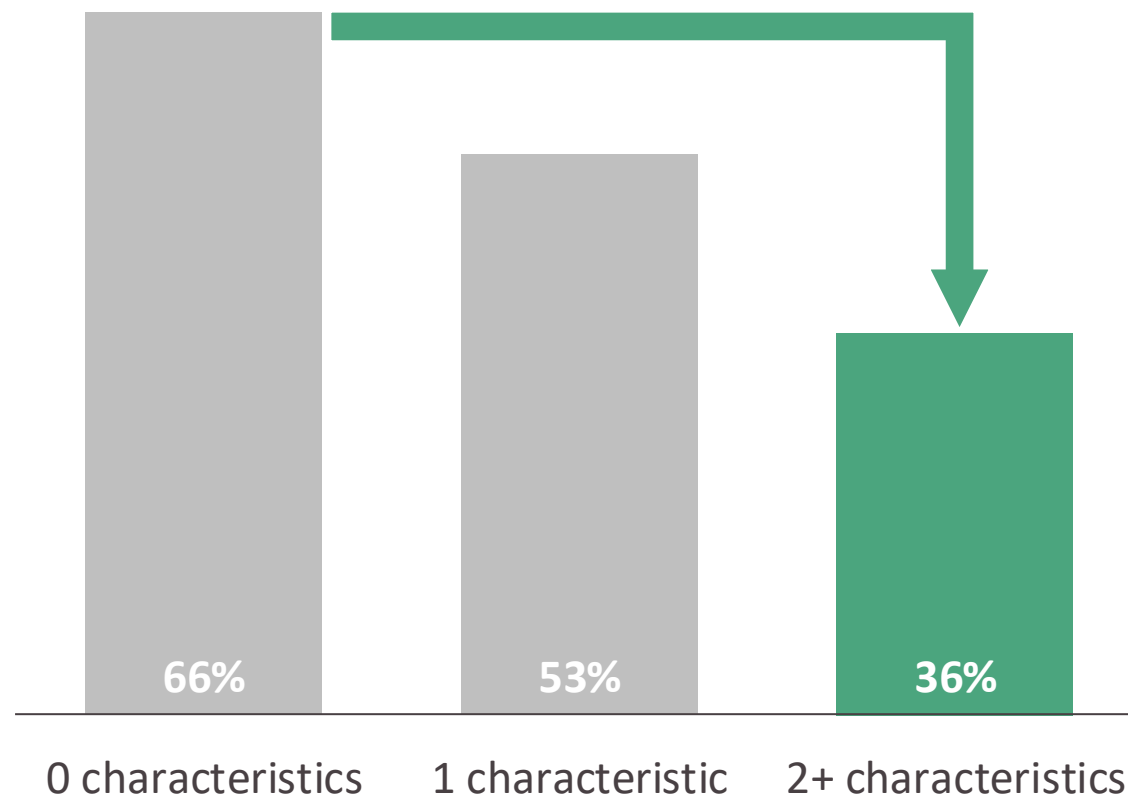
Combining characteristics associated with being less active can lower individual activity levels.



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

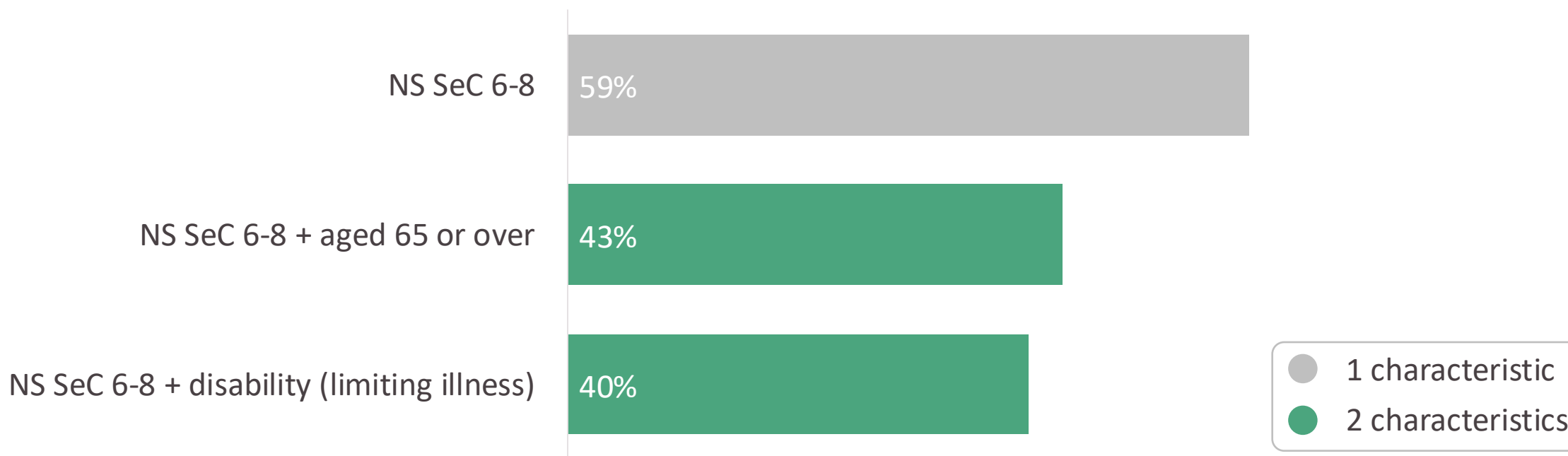
To bring this to life locally, the next slide looks at people in low affluence households — one of our key inequality characteristics — and shows what happens when a second characteristic is added.

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.

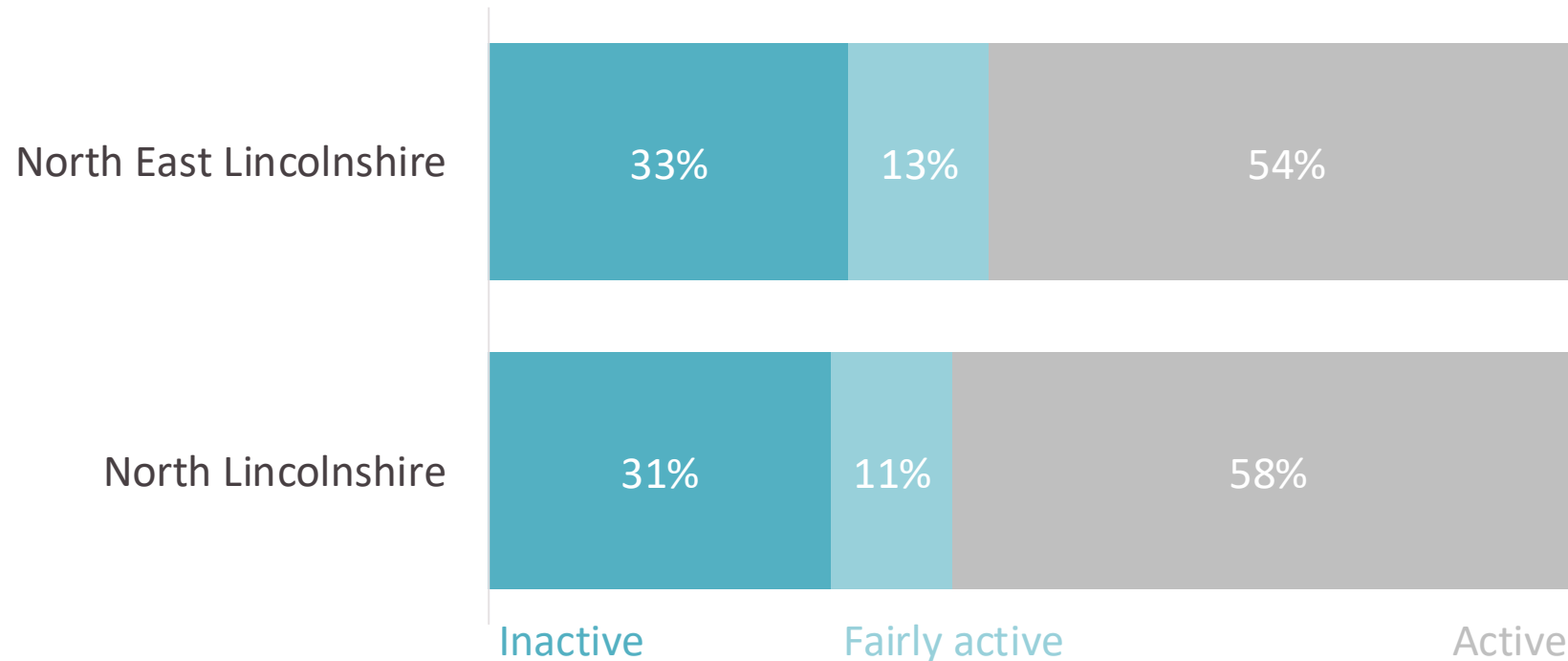
The focus on place began in 2017, when Sport England's Local Delivery Pilots set out to test how working in and with places could help tackle inequalities among the least active.

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

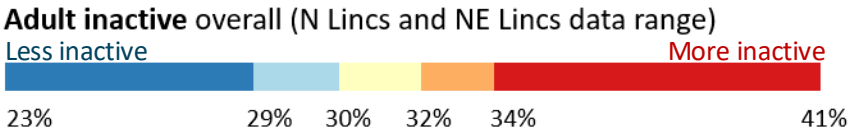
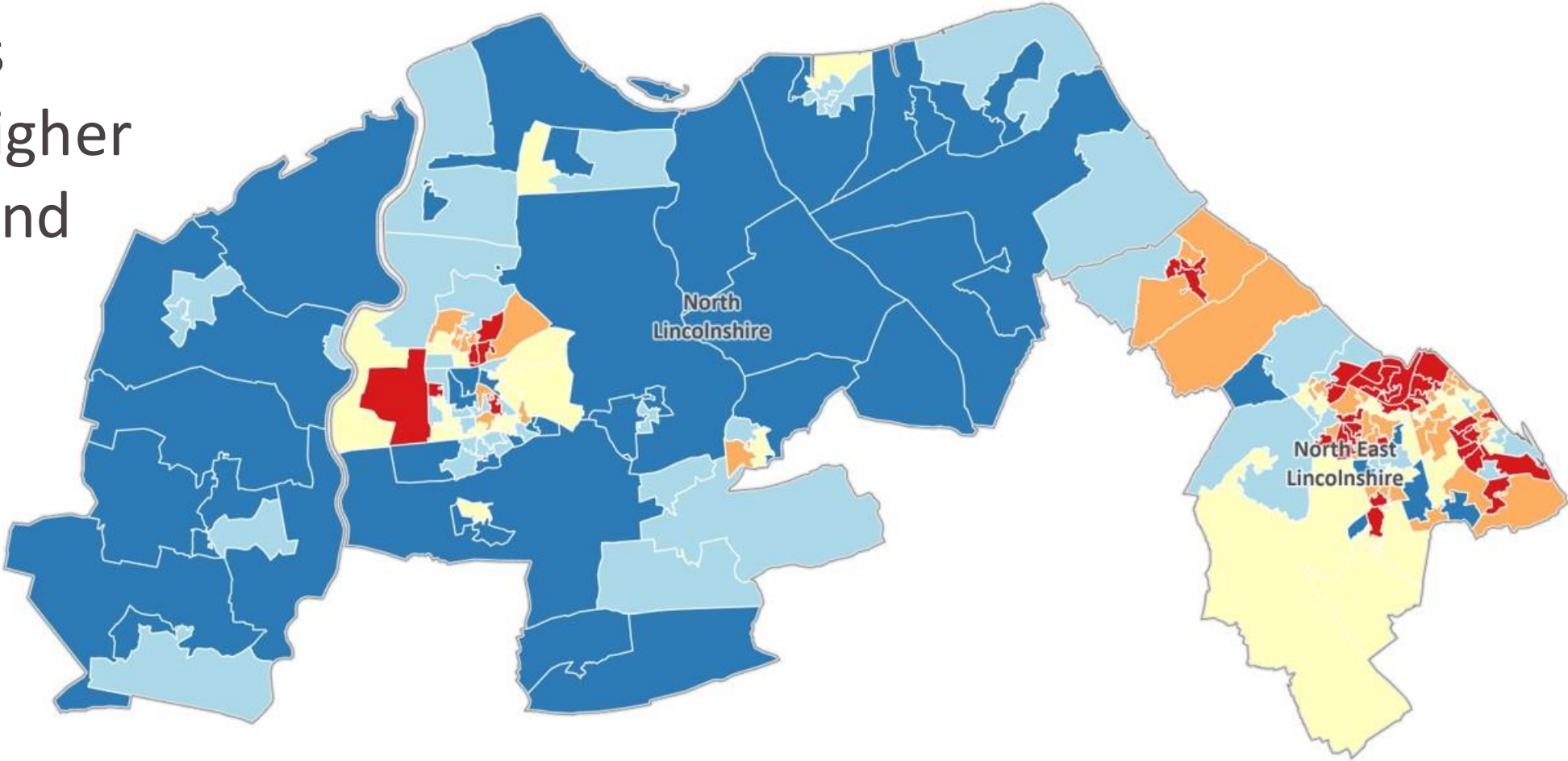


Inactivity is not equal across our area

Adults living in North East Lincolnshire are more likely to be **inactive** than those living in North Lincolnshire



Inactivity is
generally higher
in and around
our towns



How we get our physical activity minutes

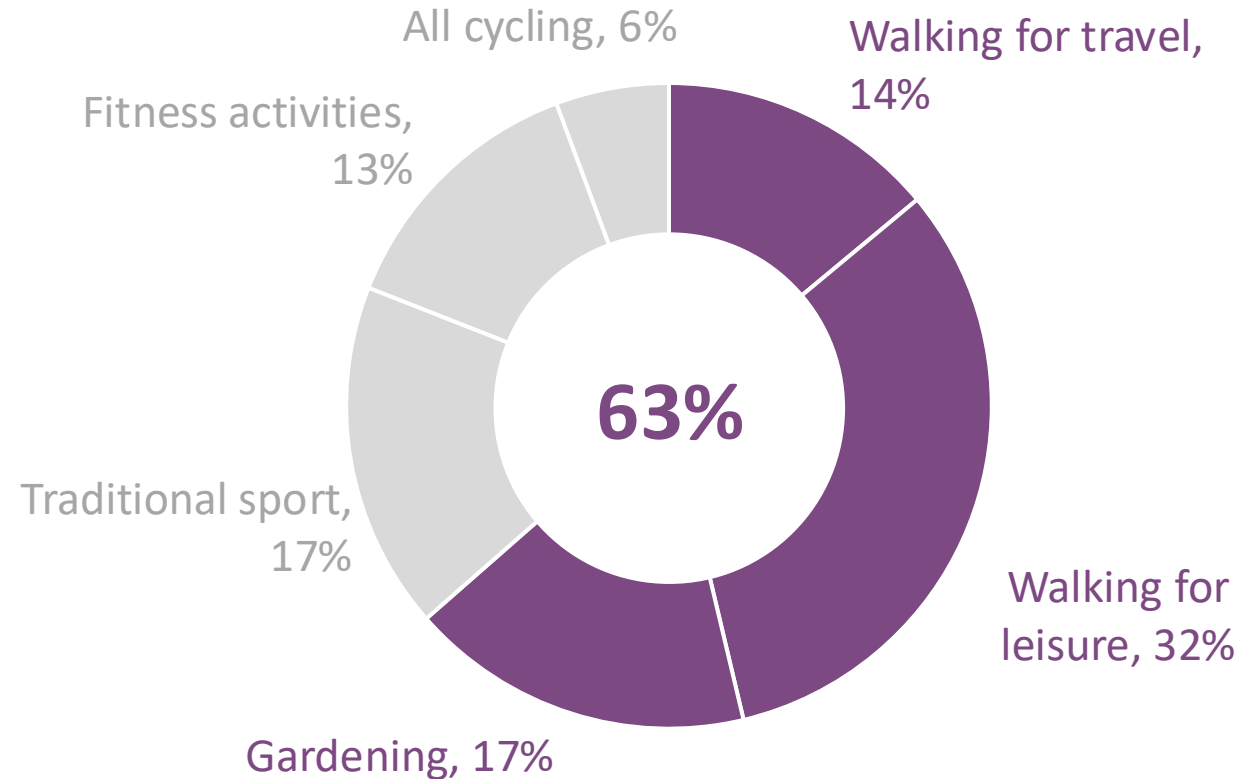
Understanding changing trends driving the types of activities we do is important. Nationally, running and fitness activities continue to grow strongly, while active travel and cycling for leisure have dipped over the last 12 months.

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

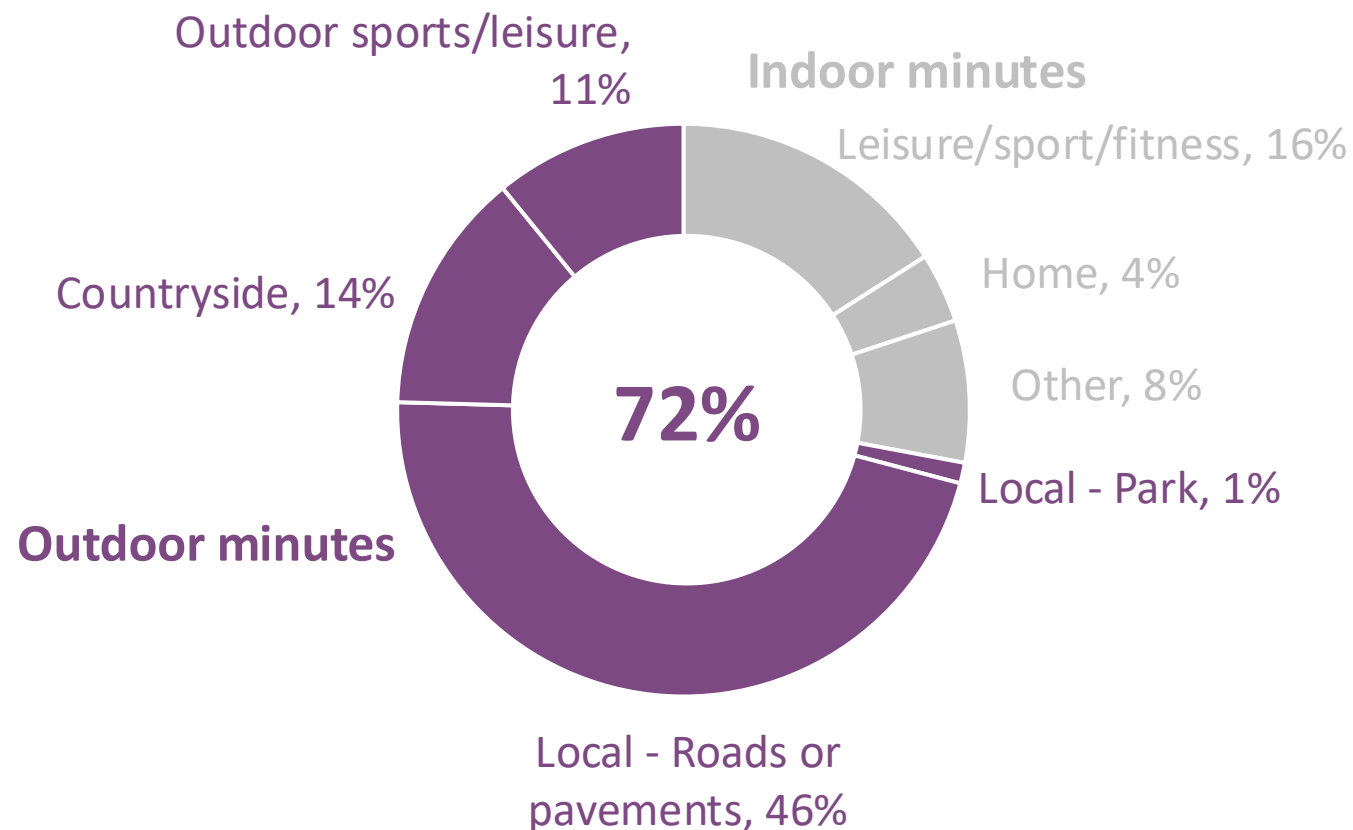
Walking and gardening can be done with no sports or leisure facilities





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

This shows the importance of our active environments



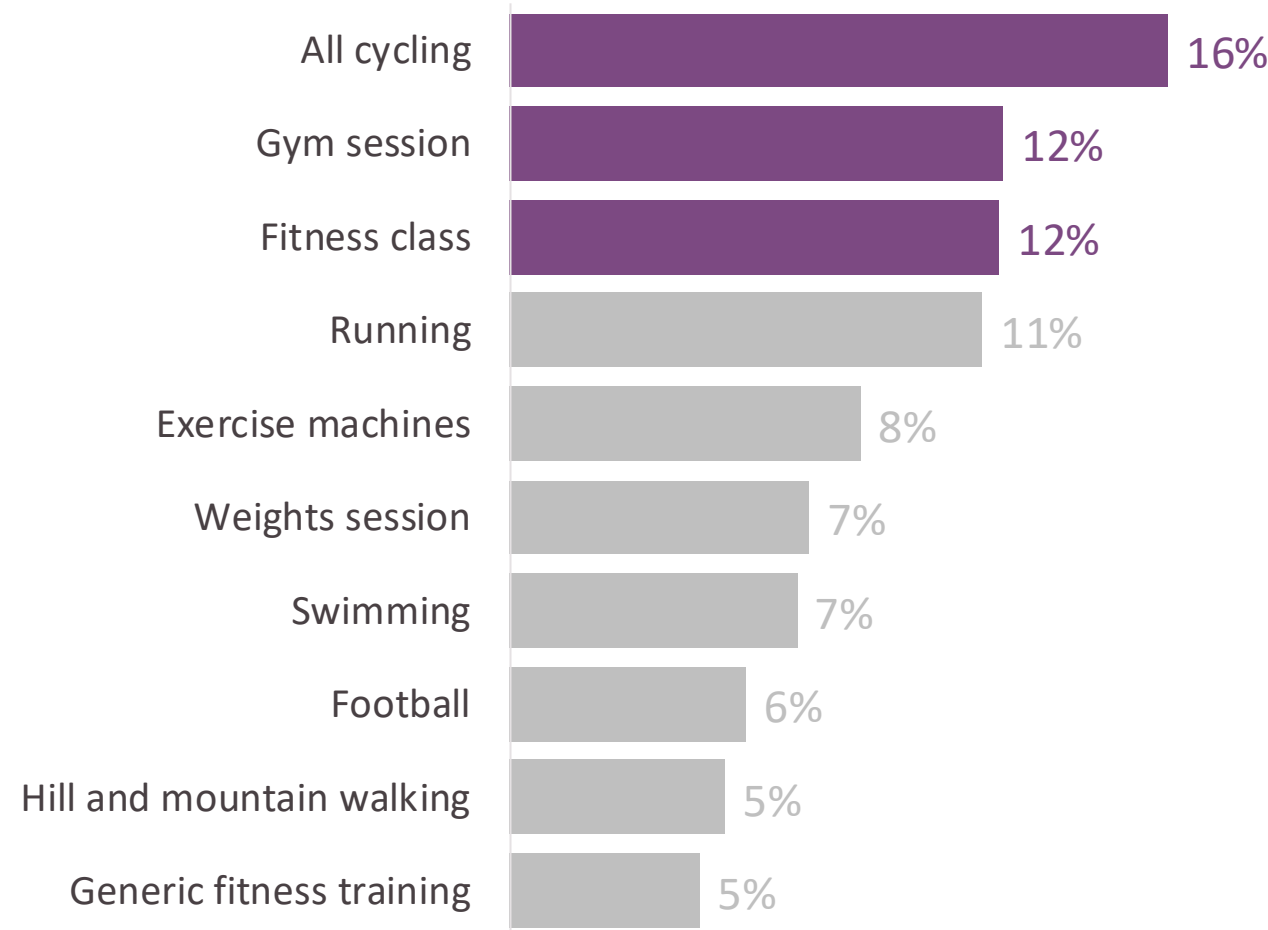
What gets us moving?

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

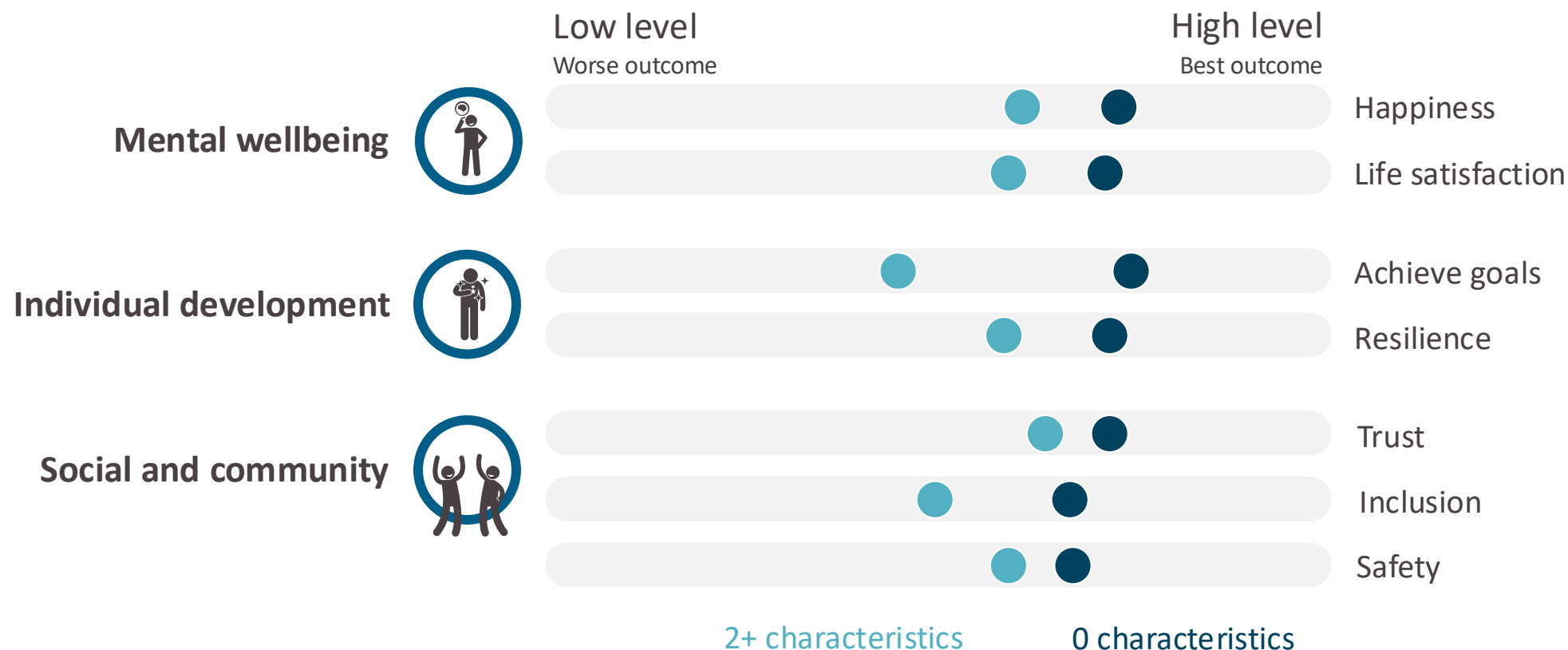
Most people in our local area can be **trusted**

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+)	1,023	993	1,015	991	973	995	986	1,014	1,756	1,772
Male	457	447	463	434	425	424	431	478	812	785
Female	565	544	551	554	544	568	548	532	935	973
16-34	156	184	146	178	162	164	153	161	278	303
65+	320	303	309	347	331	327	318	361	622	603
NS SEC 1-2	392	400	401	366	335	375	395	396	744	734
NS SEC 6-8	168	156	171	176	181	186	174	151	263	264
White British	953	924	934	926	910	934	914	930	1,612	1,581
Global majority	24	19	26	16	24	18	27	33	45	70
Limiting illness	219	205	210	204	212	212	226	246	423	453
No limiting illness	731	722	745	721	716	708	712	709	1,216	1,203
Least deprived quintile	245	124	134	129	112	177	161	159	343	275
Most deprived quintile	115	238	248	254	262	209	182	195	334	366
0 Characteristics	-	284	306	271	302	329	308	326	584	554
1 Characteristic	-	183	194	240	245	234	233	244	482	522
2+ Characteristics	-	62	69	85	76	84	96	114	193	199

Local authorities

	2015-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-25
N & NE Lincs	1,023	993	1,015	991	973	995	986	1,014	1,756	1,772
North Lincolnshire	514	491	503	489	486	497	519	522	889	887
North East Lincolnshire	509	502	512	502	487	498	467	492	867	885



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

