Greater Norwich Physical Activity Strategy Needs Analysis

SEPTEMBER 2022

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Introduction

1.1 This report sets out a needs analysis for Greater Norwich based on the survey responses received as part of a public consultation exercise carried out for the development of the Greater Norwich Sport and Physical Activity Strategy.

1.2 The Greater Norwich Physical Activity Community Engagement Survey ("the survey") was targeted to reach all adult (16+) residents living in the Greater Norwich Area, constituting the Local Authorities of Norwich, South Norfolk and Broadlands.

1.3 The survey was accessed online by participants, although 'hard copies' were made available to those who had specific access requirements. The survey was distributed via the following channels:

- Council Websites;
- Council social media;
- Local Magazines;
- SMS Text Messaging via CCG 'Protect NoW' GP text messaging service;
- Council and CCG Workplace distribution.

1.4 To encourage a higher response rate, the survey included an 'opt in' prize draw competition, providing any consenting survey participant the chance to win Amazon shopping vouchers in exchange for their participation. The competition opportunity was advertised alongside the survey via the above distribution channels.

Survey Overview

1.5 The survey received a total of 4,606 responses from the Greater Norwich area. The breakdown of responses from each local authority area is shown in Table 1.1 overleaf.

1.6 Note that this data was obtained from participants who agreed to provide their postcode data, this was not a compulsory requirement of the survey. As a result, only survey responses from participants who provided this data can be used in the analysis specific to the local authority areas.

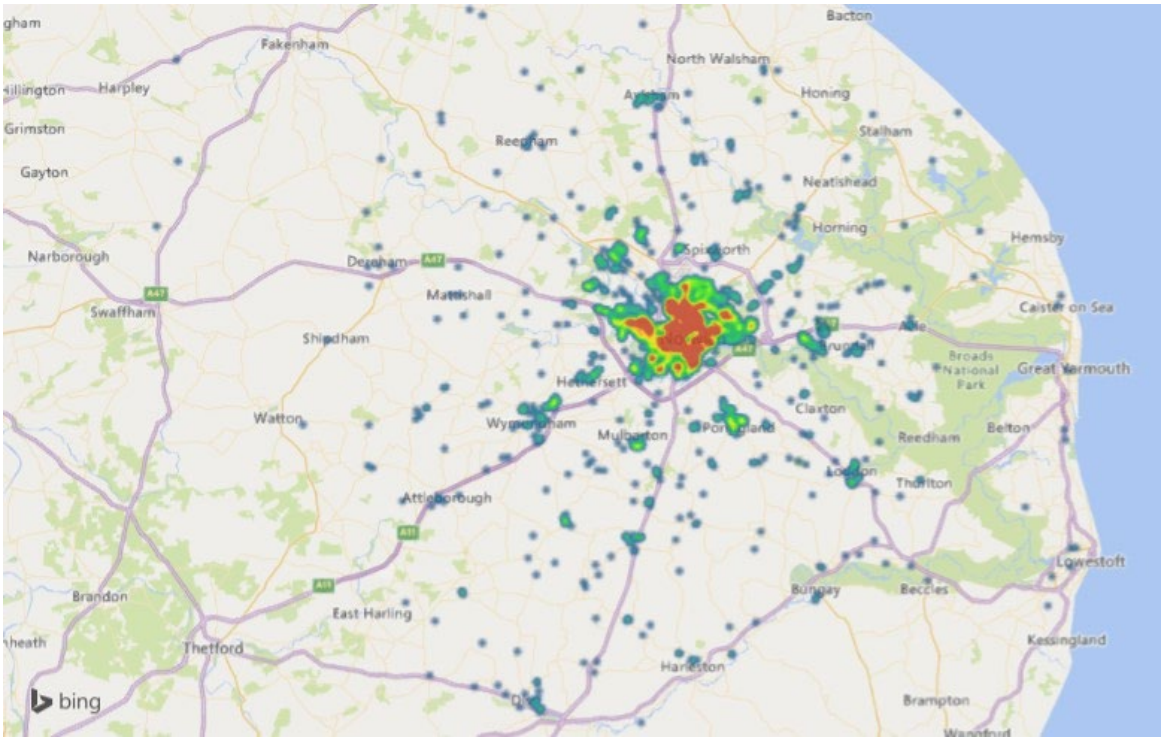
1.7 The breakdown of responses from each local authority area is shown in Table 1.1 overleaf.

Table 1.1 – Survey Response Area Breakdown

Local Authority	Total Number of Responses	% of Reponses
Norwich	2,289	49.7%
South Norfolk	371	8.1%
Broadlands	444	9.6%
Area not specified	1,502	32.6%
Total	**4,606**	**100.0%**

1.8 The 'Area not specified' figure represents those who did not provide their postcode data in the survey as well as those who's postcode falls outside of the three local authority areas of which this analysis relates to.

Map 1.1 – Heat Map: Location of Greater Norwich Survey Participants



1.9 The map above shows the distribution of survey participants. As reflected in the table 1.1, responses are concentrated to the Norwich area although responses do stretch towards Aylsham, Reepham and Poringland.

Sex

1.10 Respondents were asked to provide their sex. The question received a total of 3,697 responses with c.20% preferring not to provide this information or skipping the question. The results are displayed in table 1.2 overleaf.

Table 1.2 – Survey Response Sex

Answer Choices	Response Percent	Responses
Male	41.0%	1,517
Female	58.7%	2,168
Other	0.3%	12
Total	**100.0%**	**3,697**
Total Surveyed	**100.0%**	**4,606**
Total Answered	**80.3%**	**3,697**
Total Skipped	**19.7%**	**909**

1.11 The Survey received c.18% more female responses than male.

1.12 Participants were also asked whether their gender identity was different to that assigned to them at birth. C.10% of the responses stated that they were Transgender with 89% answering ‘no’.

Age Groups

1.13 Respondents were asked to provide their age group, the survey received 3,709 responses to this question (80.5% response rate). The ages of the responses to the Survey are displayed in Table 1.3 below.

Table 1.3 – Survey Response Age Groups

Answer Choices	Response Percent	Responses
Under 18	0.2%	8
18-24	3.8%	141
25-29	7.43%	276
30-34	10.4%	386
35-39	11.7%	434
40-44	11.6%	429

Answer Choices	Response Percent	Responses
45-49	10.9%	406
50-54	10.9%	406
55-59	10.0%	372
60-64	8.6%	318
65-69	7.2%	269
70-74	4.3%	158
75-79	2.1%	78
80-84	0.5%	18
85+	0.3%	10
Total	**100.0%**	**3.713**
Total Surveyed	**100.0%**	**4,606**
Total Answered	**80.5%**	**3,709**
Total Skipped	**19.5%**	**897**

1.14 As can be seen, the highest response rate was received from those aged 30 – 44 (24%) with those aged 45 – 59 representing c.32%.

1.15 Over 60's represents c.23% of the survey responses.

Ethnicity

1.16 Respondents were asked to detail their ethnicity. The results are detailed in table 1.4.

Table 1.4 – Survey Response Ethnicity

Answer Choices	Response Percent	Responses
White British	88.14%	3239
White Irish	1.06%	39
White - Gypsy or Irish Traveller	0.11%	4
White Other	5.50%	202
Mixed - White and Black Caribbean	0.35%	13

Answer Choices	Response Percent	Responses
Mixed - White and Black African	0.46%	17
Mixed - White and Asian	0.76%	28
Mixed Other	0.63%	23
Asian British	0.41%	15
Asian Indian	0.24%	9
Asian Pakistani	0.11%	4
Asian Bangladeshi	0.03%	1
Asian Chinese	0.30%	11
Asian Other	0.30%	11
Black British	0.16%	6
Black African	0.63%	23
Black Caribbean	0.11%	5
Black Other	0.05%	2
Other	0.63%	23
Total	**100.0%**	**3,675**
Total Surveyed	**100.0%**	**4,606**
Total Answered	**79.8%**	**3,675**
Total Skipped	**20.2%**	**931**

1.17 88% of question responses are White British with other White ethnicities also representing c.7%.

1.18 Just under 1% of the responses are Black (0.98%) whilst 2.2% are from Mixed Ethnic groups. Asian ethnicities represent 1.4% of the question responses.

Religion

1.19 Survey respondents were asked to state their religious belief. The results are as follows:

- No religion (58.3%);
- Christian (30.7%);
- Buddhist (0.8%);

- Muslim (0.7%);
- Jewish (0.4%);
- Hindu (0.4%);
- Sikh (0.1%);
- Other (3.6%).

1.20 5% of the participants chose not to specify their religion whilst ‘other’ religions specified by c.4% included Spiritualism, Agnostic, Paganism, Jehovah Witness and Quaker.

Sexuality

1.21 3,546 people answered a question regarding their sexuality. 90.5% said that they regarded themselves as Heterosexual. 3.9% of respondents are Gay or Lesbian whilst 4.4% are Bisexual.

1.22 Other sexualities represented in the responses are: Pansexual, Demisexual, Asexual and Celibate.

1.23 1,060 (23% of overall survey responses) chose not to answer this question.

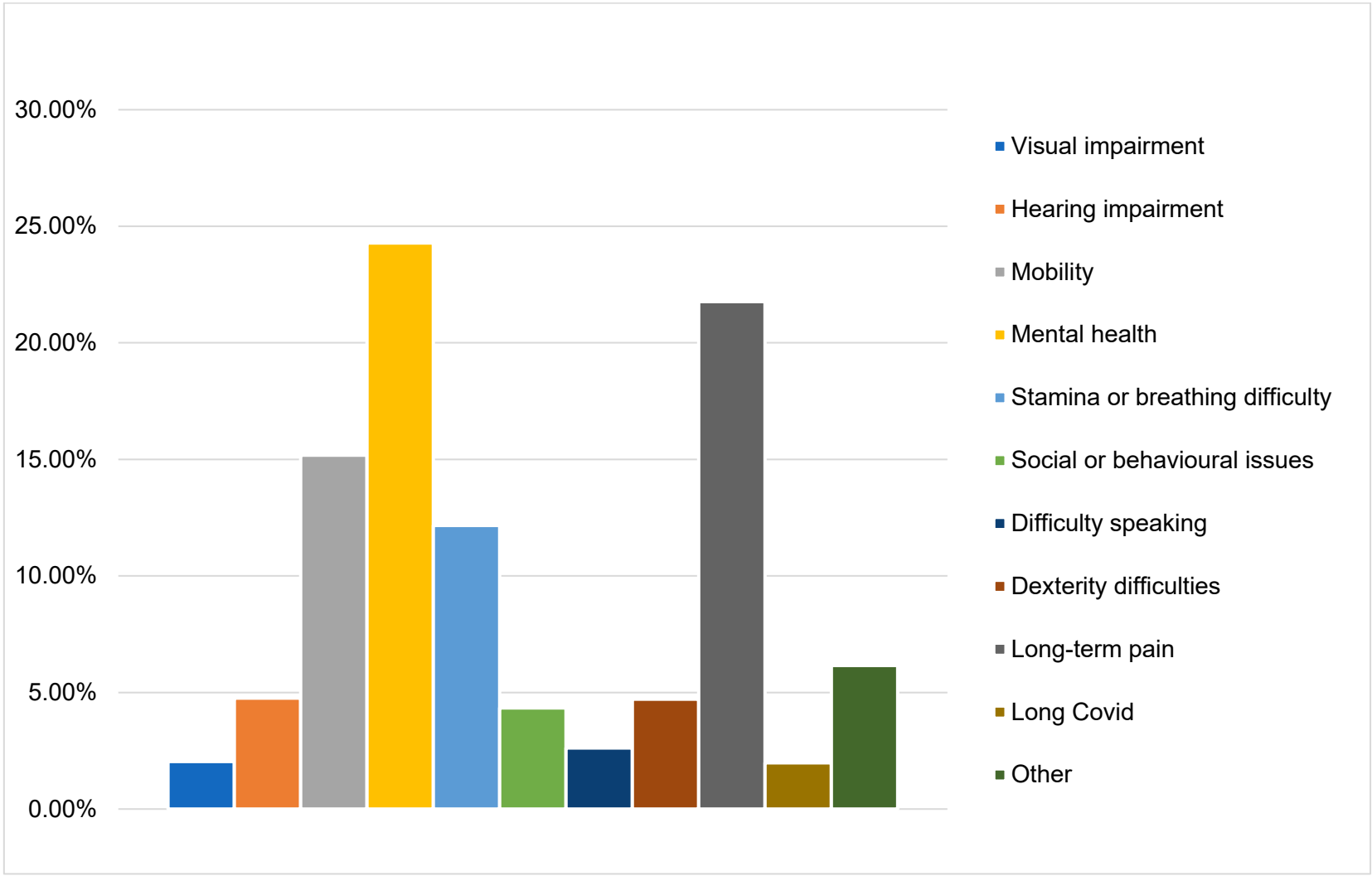
Disability

1.24 Survey respondents were asked whether they had any physical or mental health conditions or illnesses that significantly impacted on their ability to perform normal daily activities.

1.25 43.4% of question responses stated, ‘yes’ compared to 55% who responded ‘no’. 1.6% did not know.

1.26 The 43% who did have a physical or mental condition or illness were asked to detail the type of condition. The results are displayed in the figure overleaf.

Figure 1.1 – Survey Response: Physical or mental health conditions and illnesses significantly impacting daily activities



1.27 The most common condition or illness reported is mental health related (24%). Long-term pain was also common amongst 22% of the respondents.

1.28 15% gave mobility issues as an answer and 12% stated stamina or breathing difficulty.

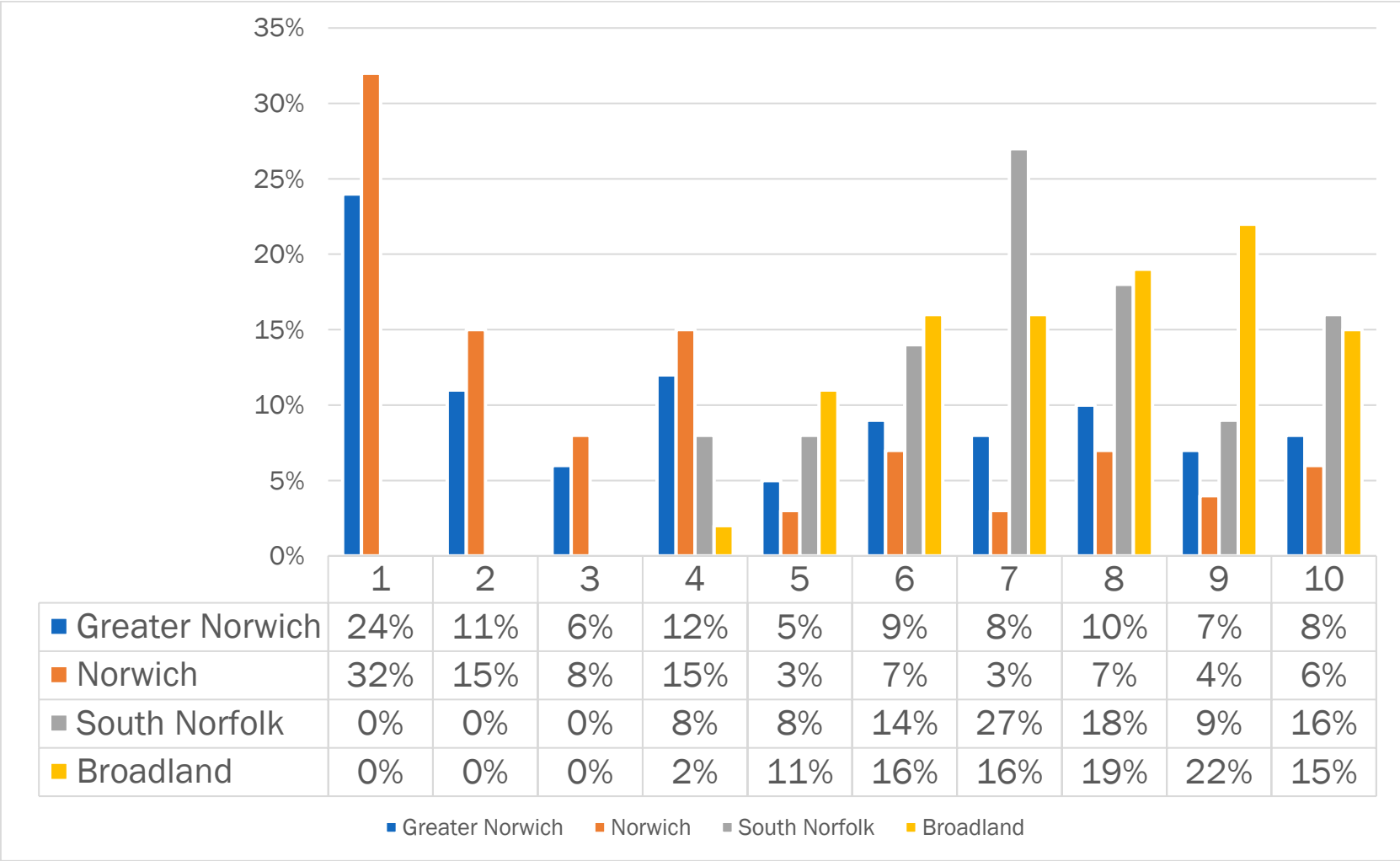
1.29 The Survey participants were also asked whether they considered themselves to be a disabled person. Of the 3,640 who answered (79% of overall survey), 18.7% said they did consider themselves disabled. 81% did not.

Deprivation Deciles

1.30 We have analysed the Index of Multiple Deprivation (IMD 2019) data using the postcodes provided from Survey participants. IMD 2019 consists of seven domains of deprivation, each of which contain a number of individual measures or indicators. Areas are grouped into small groups, LSOA's (Lower Super Output Areas) or neighbourhoods of which there are 32,844 in England, each of which have an average population of just under 1,700. All neighbourhoods are then groups into ten equal sized groups, 'deciles', the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped into decile 1, and so on with 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 10.

1.31 The figure overleaf shows the percentage of Survey participants living in each deprivation decile from each local authority area.

Figure 1.2 – Survey Participants Deprivation Deciles



	1	2	3	4	5	6	7	8	9	10
Greater Norwich	24%	11%	6%	12%	5%	9%	8%	10%	7%	8%
Norwich	32%	15%	8%	15%	3%	7%	3%	7%	4%	6%
South Norfolk	0%	0%	0%	8%	8%	14%	27%	18%	9%	16%
Broadland	0%	0%	0%	2%	11%	16%	16%	19%	22%	15%

1.32 As shown in the above table, 24% of the total Greater Norwich participants live in a LSOA area ranked in Decile 1 according to the IMD Data. Decile 1 represents areas ranked in the top 10% most deprived in England. All of those recorded to be living in decile 1 areas are from the Norwich City Council area.

1.33 The same can be said for Deciles 2 and 3 (top 20% and 30% most deprived in England) with 15% and 8% of the Norwich survey respondents living in these areas respectively. None of the survey participants from Broadland or South Norfolk live in a LSOA area in a decile 1, 2 or 3.

1.34 27% of the survey respondents form the South Norfolk live in Decile 7 ranked area, representing areas in the top 30% least deprived in England. Moreover, 16% of the South Norfolk participants live in a decile 10 area, these neighbourhoods are ranked in the top 10% least deprived areas in England. 15% of the respondents from Broadland also live in a decile 10 area, compared to only 6% from Norwich.

1.35 When analysing this data in the context of the overall deprivation levels in each local authority, it is noted that Norwich generally has higher levels of deprivation whereas Broadland and South Norfolk do not have any decile 1, 2 or 3 neighbourhoods. Therefore, the survey data is fairly representative of the distribution of deprivation across each area and should not be considered a weakness in the survey sample.

Greater Norwich

Introduction

2.1 This section analyses the results of the survey for all respondents across the Greater Norwich area.

Levels of Activity – Sport England Definitions

2.2 Sport England divides physical activity levels into the following categories:

- Active – at least 150 minutes a week;
- Fairly active – an average of 30 – 149 minutes a week;
- Inactive – less than 30 minutes a week.

2.3 This section is divided into analysis of the Active and Inactive survey respondents. Whilst some comparisons will be made throughout, an executive summary of the highlighted differences between the active and inactive survey data is located at the end of this section 2.

2.4 For the purposes of this analysis, the responses have been divided as follows:

- **Active participants** - those who, in the past 3 months, have participated in an average total of 30 minutes or more of physical activity per week (outside of their job);
- **Inactive participants** - those who, in the past 3 months, have *not* participated in an average total of 30 minutes or more of physical activity per week (outside of their job).

2.5 The response data is as follows:

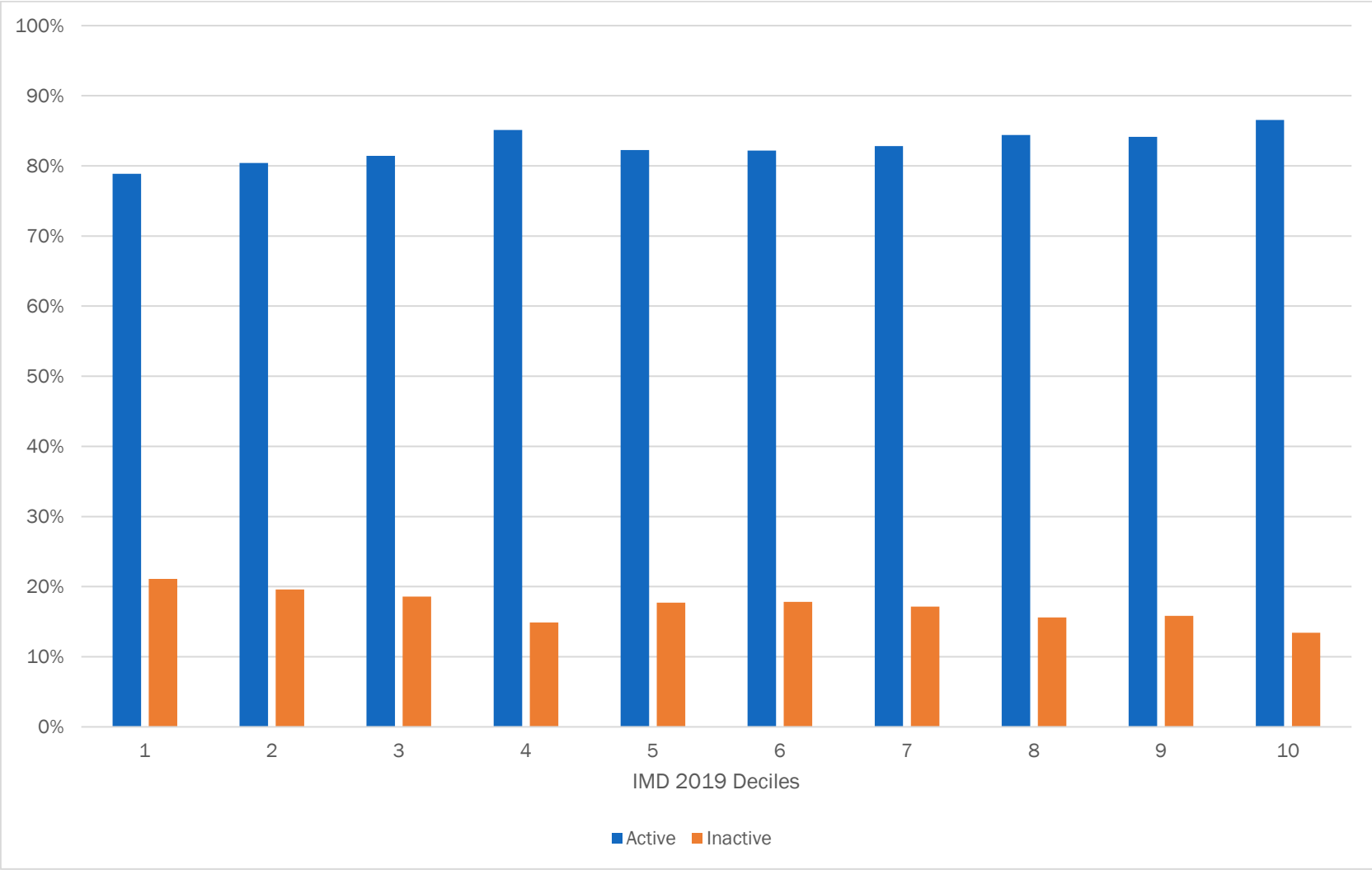
Table 2.1 – Active and Inactive Survey Responses

Activity Levels	Total Number	% Overall Survey Responses
Active	3,618	78.5%
Inactive	988	21.5%
Total	**4,606**	**100.0%**

Deprivation Deciles for Active and Inactive Participants

2.6 Using the postcode data from those who provided it, the figure overleaf demonstrates the distribution of active and inactive participants across the deprivation deciles in Greater Norwich.

Figure 2.1 – Inactive and Active Survey Respondents According to Deprivation Deciles



2.7 As can be seen in the table, there are more survey participants living in decile 1 (top 10% most deprived in the country) who are considered inactive (20%). The same can be said for those living in decile 2 (top 20% most deprived) where 20% of the survey participants are considered inactive. Only 13% of the survey participants who live in decile 10 (top 10% least deprived in the country) are considered inactive.

Greater Norwich – Active Population Survey Analysis

2.8 This subsection focuses on the group of participants who are deemed to be 'active' based on their responses in the Survey, this group constitutes c.78.5% of the participants in the overall survey.

2.9 For context, c.77% of those considered 'active' for the purposes of this section, do not have a job that involved regular sustained physical activity as part of their working day.

Overview of Active Respondents

Age

2.10 The age ranges of those considered to be active in the Greater Norwich area are displayed in the table overleaf.

Table 2.2 – Greater Norwich Active Respondents: Age

Answer Choices	Response Percent	Responses	% Of overall age group in survey
Under 18	0.28%	8	100%
18-24	3.83%	111	79%
25-29	7.66%	222	80%
30-34	10.94%	317	82%
35-39	11.56%	335	77%
40-44	12.04%	349	81%
45-49	10.87%	315	78%
50-54	10.01%	290	71%
55-59	10.14%	294	79%
60-64	8.45%	245	77%
65-69	7.38%	214	80%
70-74	4.38%	127	80%
75-79	1.97%	57	73%
80-84	0.38%	11	61%
85+	0.10%	3	30%
Total	**100.00%**	**2,898**	No data
Total Active	**100.00%**	**3,618**	No data
Total Answered	**80.10%**	**2,898**	No data
Total Skipped	**19.90%**	**720**	No data

2.11 There are minimal under 18's represented by those considered active whilst those aged 18 – 29 represent 11.5% and those aged 30 – 39 represent 22.5%.

2.12 Those aged 40 – 54 also represent a high proportion of the active respondents at 21%. 0ver 60's represents 23%, 2.5% of which are aged over 75.

2.13 Only 71% of those aged 50-54 who responded to the survey are considered active. The same can be said for those aged 75 - 79 (73%), 80-84 (61%) and those aged over 85 (30%).

Sex

2.14 The majority of active respondents are female who represent 58% whilst 42% are male.

2.15 10% of the active respondents are transgender, reporting that their gender identity is different from the gender they were assigned at birth. 1% of respondents chose not to disclose this information.

Transgender Response Data

2.16 81% of the total Transgender survey participants are considered to be active, having done a total of 30 minutes or more of physical activity per week over the past 3 months.

Ethnicity

2.17 The ethnicities of the active population are displayed in the table below.

Table 2.3 – Greater Norwich Active Participants: Ethnicity

Answer Choices	Response Percent	Responses	% Of overall ethnicity in Survey
White British	87.80%	2527	78%
White Irish	1.25%	36	92%
White – Gypsy or Irish Traveller	0.10%	3	75%
White Other	5.91%	170	84%
Mixed - White and Black Caribbean	0.31%	9	69%
Mixed - White and Black African	0.38%	11	65%
Mixed - White and Asian	0.80%	23	82%
Mixed Other	0.56%	16	70%
Asian British	0.45%	13	87%
Asian Indian	0.17%	5	56%
Asian Pakistani	0.14%	4	100%
Asian Bangladeshi	0.03%	1	100%
Asian Chinese	0.31%	9	82%
Asian Other	0.31%	9	82%
Black British	0.21%	6	100%
Black African	0.52%	15	65%
Black Caribbean	0.17%	5	100%
Black Other	0.07%	2	100%
Other	0.49%	14	61%
Total	**100.00%**	**2,878**	No data
Total Active	100.00%	3,618	No data
Total Answered	79.5%	2,878	No data
Total Skipped	20.5%	740	No data

2.18 The majority of the active respondents are White British (88%). Other white ethnicities also represent c.7% of the respondents.

2.19 1.5% of the active participants have Mixed ethnicities whilst Asian ethnic groups represent 1.4% and 1% are Black.

2.20 As shown, only 56% of the overall Asian Indian respondents are considered active, the same can be said for Mixed white and Black African respondents where only 65% are active.

Religion

2.21 The religious beliefs of the active survey respondents are as follows:

- No religion (59.5%);
- Christian (29.5%);
- Buddhist (1%);
- Muslim (1%);
- Jewish (0.4%);
- Hindu (0.3%);
- Sikh (0.1%);
- Other (3%).

2.22 5% preferred not to answer this question. 'Other' religions were specified to include Pagon, Spiritualism and Agnostic.

Sexuality

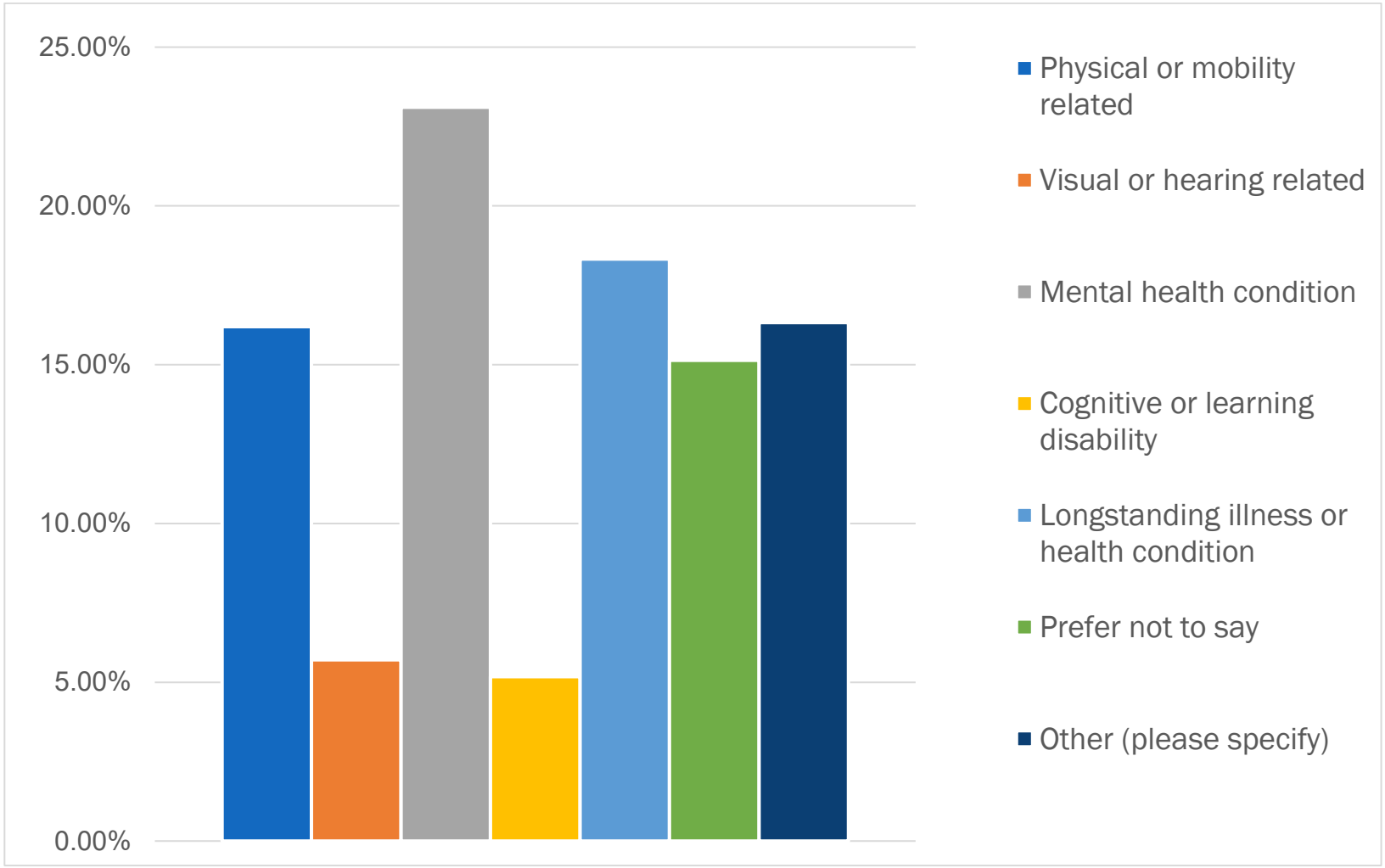
2.23 86% of the active respondents describe their sexual orientation as straight or heterosexual whilst 3.5% are gay or lesbian and 4% are bisexual. 5% preferred not to answer this question.

2.24 Other sexualities (1%) also specified are asexual, pansexual and celibate.

Disability

2.25 13% of the active respondents consider themselves to be a disabled person compared to 53% who did not. 2% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 2.2 – Greater Norwich Active Participants: Disability Types



2.26 The most common disability amongst the active participants is a mental health condition (23%). 18% also have a longstanding health condition or illness.

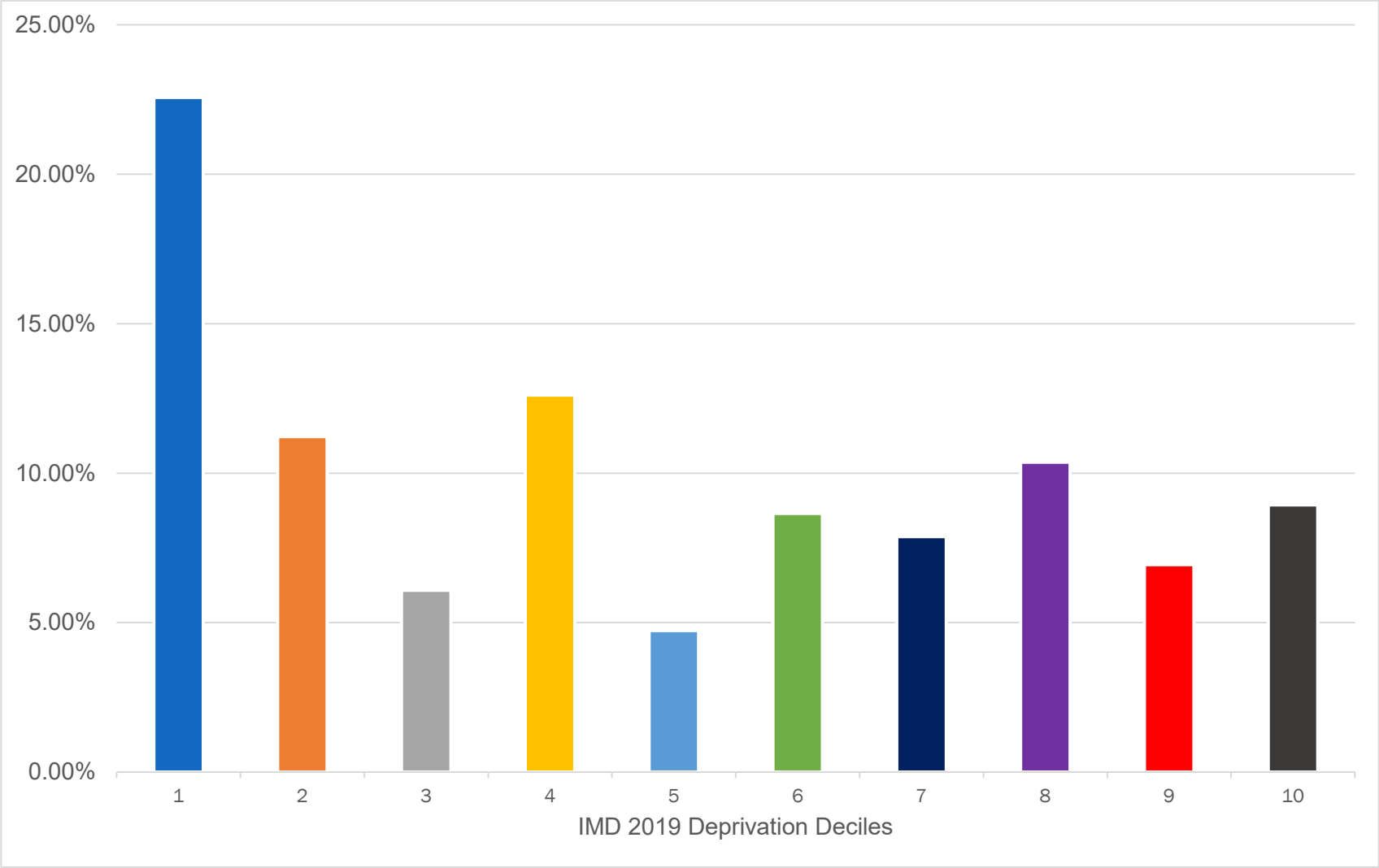
2.27 16% have a disability that is physical, or mobility related whilst 6% have a visual or hearing disablement. 5% have a learning or cognitive disability.

2.28 15% preferred not to disclose the type of disability whilst 16% specified ‘other’, an example of which was Long Covid.

Deprivation Deciles for Active Participants

2.29 68% of Survey participants who are ‘active’ provided their postcode data in the Survey. Based on the postcode data provided, we have identified the deprivation decile scores of the areas where the active participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 2.3 – Active Participants: Deprivation Deciles



2.30 As shown in the graph, the largest proportion of the active participants reside in LSOA's ranked decile 1, these are in the top 10% most deprived neighbourhoods in England. A further 17% of the participants live in a decile 2 area in Greater Norwich, these neighbourhoods are in the top 20% most deprived in England.

2.31 10% of the Active participants live in a decile 7 area which are neighbourhoods ranked in the top 30% least deprived in the country. 5% of those considered to be active live in the top 10% of the country's least deprived neighbourhoods.

2.32 When analysing this data in the context of the deprivation data for all Greater Norwich participants, the following observations are made:

- 75% of Greater Norwich survey participants living in a decile 1 area are considered active.
- 84% of Greater Norwich survey participants living in a decile 10 area are considered active.

Activity Levels

2.33 Participants were asked to state, in the past 4 weeks, how many days they had been physically active[1] for at least 30 minutes per day. The results are shown in the table below.

Table 2.4 – Active Participants – Average Activity Time Per Month

Average Number of Days	% Of Respondents
Less than once a week	10.17%
1 to 2 times a week	26.80%
2 to 3 times a week	13.12%
3 to 4 times a week	9.97%
4 to 5 times a week	14.52%
5 to 6 times a week	7.17%
6 to 7 times a week	5.05%
Every day (28 days)	13.21%

[1] For the purposes of the survey, 'physical activity' was defined as taking part in an activity or activities which raise your breathing rate (outside of work).

2.34 As shown in the table, the majority of respondents (c.27%) report that, on average, they were active once or twice a week over the previous 4 weeks. 13% were active every day in the past 4 weeks. 13% were active two to three times a week whilst 14.5% were active four to five times a week.

2.35 Active participants were also asked to state how many days they had done a total of 30 minutes or more of physical activity in the past 7 days. The results are detailed in table 2.5 below.

Table 2.5 – Active Participants: Activity Time in Past 7 days

Average Number of Days	% Of Respondents	Average Minutes per Week
0	3.96%	< 30
1	9.56%	30
2	16.91%	60
3	15.56%	90
4	13.39%	120
5	16.52%	150
6	7.67%	180
7	16.43%	210

2.36 In accordance with the Sport England's definition, the Survey responses show that c.55% of the 'active' participants are considered to be **'Fairly Active'**. These people complete an average of 30-149 minutes a week of physical activity a week.

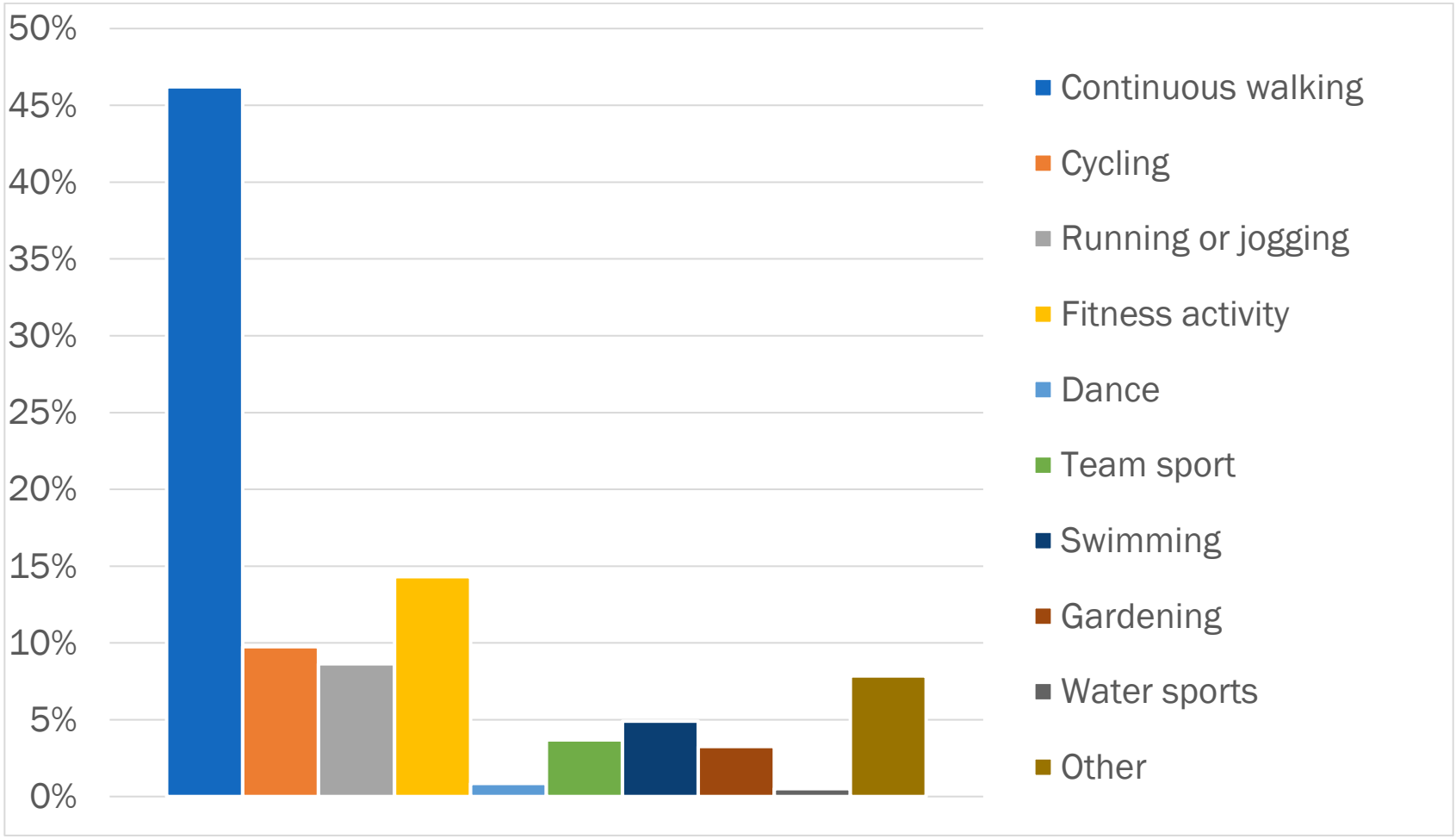
2.37 According to Sport England, c.41% of the active respondents are considered **'Active'**, by participating in over 150 minutes or more minutes of physical activity per week.

2.38 C.4% of the active participants are considered to be **'Inactive'** in the past 7 days, having completed less than 30 minutes of physical activity in the week prior to completing the survey.

Types of Activities

2.39 Active participants were asked what they considered to be their main type of physical activity. The results are displayed in the figure overleaf.

Figure 2.4 – Active Participants: Main Activity Types



2.40 Continuous walking is the most common with 46% of active respondents reporting this as their main type of physical activity[2]. The second most popular is 'fitness activity' with 14% of the respondent's reporting gym or fitness classes as their main type of activity.

2.41 Cycling is also popular amongst active participants (c.9.8%) as well as running or jogging (c.8.7%).

2.42 Swimming is less common as a main activity amongst active participants at 4.9%, as well as team sports (such as football, basketball, hockey and netball) with 3.7%.

2.43 Only 0.5% of respondents report water sports (such as canoeing and paddleboarding) as their main activity whilst 3.3% consider gardening as their most common way to stay physically active.

2.44 7.9% of the respondents chose 'other' activities as their main activity type. These included the following:

- Golf;
- Racquet sports such as: tennis, badminton and pickleball;
- Horse Riding;
- Bouldering/Climbing;
- Yoga;
- Trampolining;
- Martial Arts.

Motivations to participate

2.45 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

2.46 92% of the participants considered 'active' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

2.47 Only 1% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

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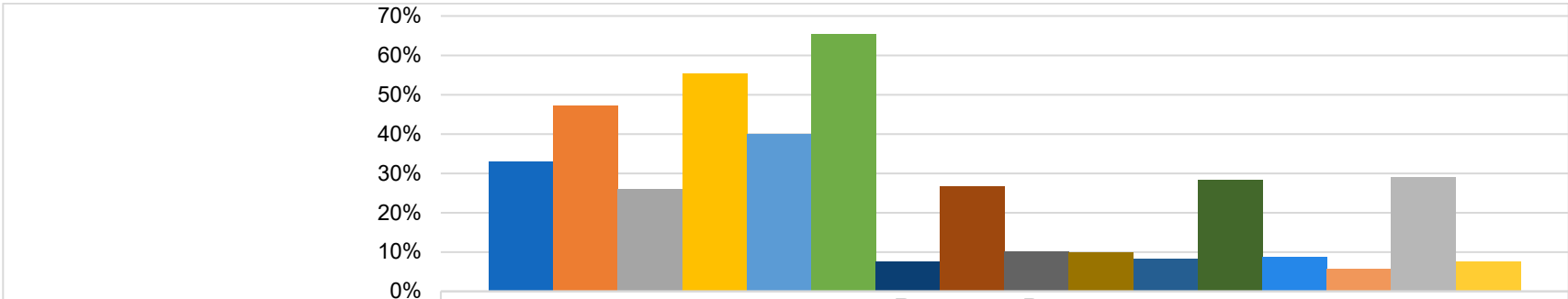
[2] Note that, Continuous Walking, Cycling and Running or Jogging include to and from the workplace (travel purposes).

2.48 The survey asked respondents to describe their reasons for taking part in their main physical activity. The themes of the responses are detail in the figure overleaf.

Figure 2.5 – Active Participants: Motivations for Participating



	Response Percent
To explore / be close to nature	33%
To relax & unwind	47%
To challenge myself	26%
For mental wellbeing	55%
To lose weight	40%
To improve health & fitness	66%
To compete	8%
To socialise	27%
To progress in my sport	10%
To improve my skills	10%
To have an adventure	8%
To have fun	28%
For the lifestyle & culture	9%
For the adrenaline rush	6%
To travel	29%
Other	8%

2.49 According to the active participants, the most common motivation to participating in their main sport/activity is to improve their health and fitness (66%). Mental wellbeing (55%) and to relax and unwind (47%) are also common reasons for participation.

2.50 Weight loss is also a main motivation for 40% of the respondents. To explore and be close to nature is also common with 33% of respondents citing this reason.

2.51 It is important to highlight that 4 out of the top 5 reasons for being active is due to the health and wellbeing benefits rather than the skill development or the competitive aspects of physical activity and sport.

Locations for Participation

2.52 Respondents were asked where they participated in their main activity. The following locations were provided as answers:

- Pavement/road (43%);
- Park (21%);
- Waymarked routes (20%);
- Home (13%);
- Gym (12%);
- Garden (9%);
- Leisure Centre (7%);
- Swimming Pool (7%);
- Playing fields (6%);
- Sports club (5%);
- Open water (5%);
- Community hall (3%);
- Allotment (2%);
- Cycle track (2%);
- School/college/university leisure facilities (2%);
- Tennis courts/facilities (2%);
- Small-sided football centre (2%);
- Running track (1%);
- Workplace leisure facilities (1%);
- Climbing centre (1%);
- Skate/BMX park (1%);
- Trampoline/Freestyle Centre (< 1%);
- Youth Centre (<1%);
- Other (12%).

2.53 The most common locations are pavements and waymarked routes, this is consistent with the number of respondents who report continuous walking as their main activity type.

2.54 Parks are also common locations (21%), whilst 13% of people said that they participate in their main activity from home and 9% use their garden.

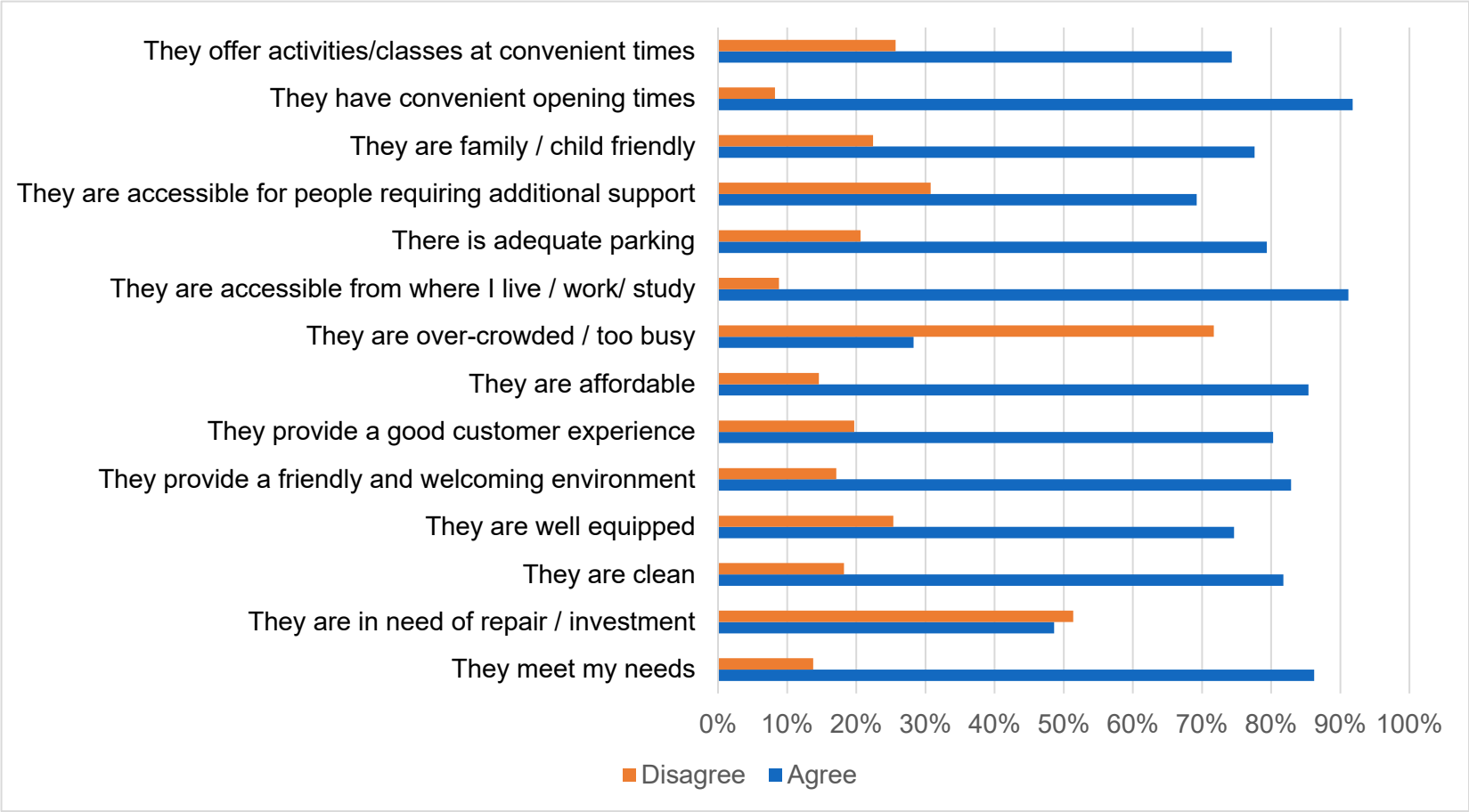
2.55 12% of respondents said that they use leisure centres or sports clubs to exercise whilst 12% use the gym.

2.56 Only 1 out of the top 5 most common destinations is a sport or leisure facility (gym). This is unsurprising given the COVID-19 pandemic forcing the closure of sports and leisure facilities for substantial periods over the past 2 years. Many active people adapted to continuing their physical activities in a way in which was compliant with government guidelines such as at home or in open spaces.

Quality of Leisure Facilities

2.57 The survey asked those active participants how much they agreed with a series of statements. The results are detailed in the figure overleaf.

Figure 2.6 – Active Participants: Quality of Leisure Facilities



2.58 The following key positives are relayed form this response:

- 91% agree that their facility is accessible from where they live/study;
- 92% agree that it has convenient opening times;
- 86% agree the facility they use meets their needs;
- 82% agree that their facility is clean;
- 83% agree it provides a friendly and welcoming environment;
- 80% agree it provides a good customer experience.

2.59 Whilst the majority of the feedback on these statements is positive, there are a number of key areas for consideration such as:

- 49% agreed that the facility they use requires repair or investment;
- 25% do not feel that the facility is well equipped;
- 15% feel that the facility is not affordable;
- 21% do not feel there is adequate parking at the facility they use;
- 31% do not feel that the facility they use is accessible for people requiring additional support;
- 22% do not agree that the facility is family/child friendly;
- 26% feel that the facility they use does not offer activities or classes at convenient times.

2.60 Further analysis has shown that participants who do not find their current facility affordable typically live in an area of high deprivation. For example, 24% of the participants who disagreed that their facility was affordable live in a decile 1 area, this is an LSOA ranked in the top 10% most deprived in the country. A further 11% live in a decile 2 area (top 20% most deprived).

2.61 Moreover, 19% of the active participants who consider themselves to be disabled reported that the facility they currently use was not accessible for those requiring additional support. It is important to consider that ease of access may act as a barrier to participation for those who are disabled.

Travelling to Participate

2.62 Active participants were asked to state how they travelled to take part in their main activity. The answers are detailed in table 2.6 overleaf. Please note that participants were able to choose multiple applicable answer choices.

Table 2.6 – Active Participants: Means of Travel to Participate

Answer Choice	Responses
Walk	55%
Car	40%
Motorbike/Moped	1%
Bicycle	16%
Bus	4%
Train	1%
Exercise at home so don't travel	11%
Other	4%

2.63 Walking is the most common way participants travel to take part in their main activity. 41% of the respondents also use a car or motorbike/moped and 16% use a bicycle. Public transport is less common with only 5% using a bus or train.

2.64 4% chose 'other' means with the majority specifying that they conduct their main activity direct from their home or workplace such as running or walking with their route originating and ending at their home/workplace.

COVID-19 Impact

2.65 The active participants were asked how the importance of their health and wellbeing had changed since the onset of COVID-19:

- 53% said it was more important;
- 46% said there was no change;
- 1% said it was less important.

Changes to Activity Levels due to COVID-19

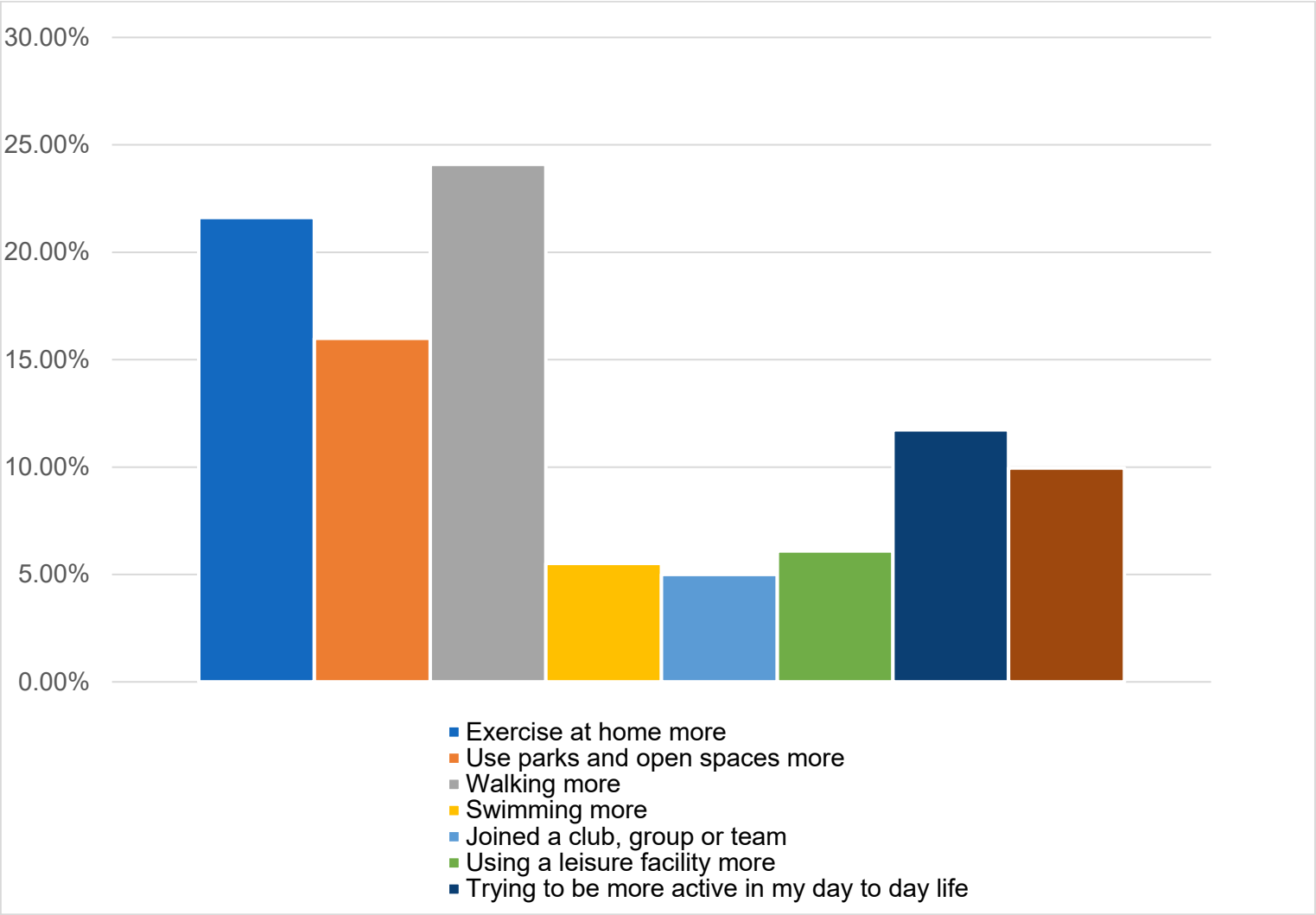
2.66 40% of the active participants said that their activity levels had decreased during the lockdown periods whilst 33% reported that their activity levels had increased. 27% reported their activity levels to have remained the same during the lockdown periods.

2.67 33% would consider themselves currently (over the past 3 months) to be more active than they were since the emergence of COVID-19 in 2020. 28% would consider themselves to be less active and 39% said that they had the same activity levels currently than they had prior to COVID-19.

2.68 Despite this, 57% of the active participants report that the ways in which they participated in physical activity had changed since the COVID-19 lockdowns beginning in March 2020.

2.69 The ways in which participants reported their changes in activity habits are shown in Figure 2.7 overleaf.

Figure 2.7 – Active Participants: Changes to Activity Habits Since COVID



2.70 The most common change in activity habits is that active participants are walking more (24%). Many are also exercising at home more (22%) whilst 16% are using parks and open spaces more often to exercise.

Information Accessibility

2.71 The survey asked participants to rank how easy it is to find information on being active in their areas (including being active in their own home). Answers were given on a scale of 1-5 with 1 being very difficult and 5 being very easy.

2.72 44% ranked 3 in response to this question, suggesting that they felt that information was neither very difficult nor very easy to obtain. 17% stated that information was ‘very easy’ (5) to obtain.

2.73 5% reported that information was ‘very difficult’ (1) to obtain whilst 14% ranked 2, suggesting they found it somewhat difficult to obtain information on being active in their area.

2.74 Participants were also asked where they would go for information on activities in their area. The results are as follows:

- Online web search (council website, google) (82%);
- Social media (42%);
- Recommendations from family and friends (37%);
- Local facilities (leisure centres, community centres) (26%);
- Local sports clubs (11%);
- Libraries (7%).

2.75 3% also gave ‘other’ answers such as local magazines, GP surgeries and notice boards.

2.76 Those that reported using web searches to access information were broadly aged under 50. Younger age groups are also more likely to access information via recommendations from family and friends whilst 64% of those who accessing information via social media are also aged under 50.

Greater Norwich – Inactive Population Survey Analysis

2.77 As per paragraph 2.5, 21.5% of the overall survey participants are considered 'inactive' based on their low physical activity levels outside of their working day. However, 19.5% of those considered 'inactive' reported that they have a physically active job.

2.78 In order to accurately analyse the feedback and data trends from the most inactive of the Greater Norwich population, this subsection will analyse 'Inactive' Survey responses based only on the following two criterion:

- Respondents who, in the past 3 months, have not participated in an average total of 30 minutes or more of physical activity per week (outside of their job); and

- Respondents who do not have an active job that involves regular sustained physical activity as part of their working day

2.79 A total of 791 responses were received from participants who meet the above criteria, constituting 17% of those who responded to the overall Greater Norwich Physical Activity Survey.

Overview of Inactive Respondents

Age

2.80 The age range of those considered to be most inactive in the Greater Norwich area are displayed in the table below.

Table 2.7 – Greater Norwich Inactive Respondents: Age

Answer Choices	Response Percent	Responses	% Of overall age group in Survey
Under 18	0.0%	0	-
18-24	3.5%	23	16%
25-29	4.9%	32	12%
30-34	8.7%	57	15%
35-39	12.1%	79	18%
40-44	10.1%	66	15%
45-49	11.6%	76	16%
50-54	13.3%	87	19%
55-59	9.0%	59	16%

Answer Choices	Response Percent	Responses	% Of overall age group in Survey
60-64	9.5%	62	19%
65-69	7.8%	51	19%
70-74	4.4%	29	18%
75-79	3.1%	20	26%
80-84	1.1%	7	39%
85+	1.0%	6	60%
Total	**100.0%**	**654**	No data
Total Inactive	**100.0%**	**791**	No data
Total Answered	**82.7%**	**654**	No data
Total Skipped	**17.3%**	**137**	No data

2.81 There are no under 18's represented by the inactive survey participants with only 2.5% of those aged 18-24 and 5% aged 25-29.

2.82 The most common age group amongst the most inactive is those aged 45-59, representing 34%. The 30-44 age group is also high at 31% whilst over 60's represents 27% of the most inactive.

2.83 19% of those aged 50-54, 60-64 and 64-69 who responded to the survey are considered inactive. Moreover, 26% of those aged 75-79. 39% of 80–84-year-olds and 60% of those aged over 85 who participate in the survey are considered inactive.

Sex

2.84 The majority of inactive respondents are female who represent 63%. 36% are male and the remaining 1% chose not to answer this question.

2.85 8% of the respondents are transgender, reporting that their gender identity is different from the gender they were assigned at birth. 2% of respondents chose not to disclose this information.

Ethnicity

2.86 The ethnicities of the inactive population are displayed in the table overleaf.

Table 2.8 – Greater Norwich Inactive Participants: Ethnicity

Answer Choices	Response Percent	Responses	% Of overall survey response (ethnicity)
White British	89.11%	573	18%
White Irish	0.47%	3	8%
White Other	3.89%	25	12%
Mixed - White and Black Caribbean	0.62%	4	31%
Mixed - White and Black African	0.93%	6	35%
Mixed - White and Asian	0.78%	5	18%
Mixed Other	0.93%	6	26%
Asian British	0.31%	2	13%
Asian Indian	0.62%	4	44%
Asian Chinese	0.16%	1	9%
Asian Other	0.31%	2	18%
Black African	0.78%	5	22%
Other	1.09%	7	30%
Total	**100.00%**	**643**	No data
Total Inactive	**100.00%**	**791**	No data
Total Answered	**81.29%**	**643**	No data
Total Skipped	**18.71%**	**148**	No data

2.87 The majority of the inactive respondents are White British (89%). White Irish and other White ethnicities also represent 4.4% of the respondents.

2.88 3.3% of the inactive participants have Mixed ethnicities whilst Asian ethnic groups represent 1.4% and 0.8% are Black African.

2.89 44% of Asian Indian survey respondents are considered inactive. Moreover, 35% of Mixed White and Black African respondents to the survey are considered inactive, the same can be said for Mixed White and Black Caribbean (31%).

Religion

2.90 The religious beliefs of the inactive survey respondents are as follows:

- No religion (56%);
- Christian (36%);
- Buddhist (1%);

- Hindu (1%);
- Muslim (1%);
- Jewish (1%);
- Other (4%).

2.91 'Other' religions were specified to include Paganism, Jehovah's Witness, Quaker and Spiritualist.

Sexuality

2.92 85% of the inactive respondents describe their sexual orientation as straight or heterosexual whilst 5% are gay or lesbian and 4% are bisexual. 5% preferred not to answer this question.

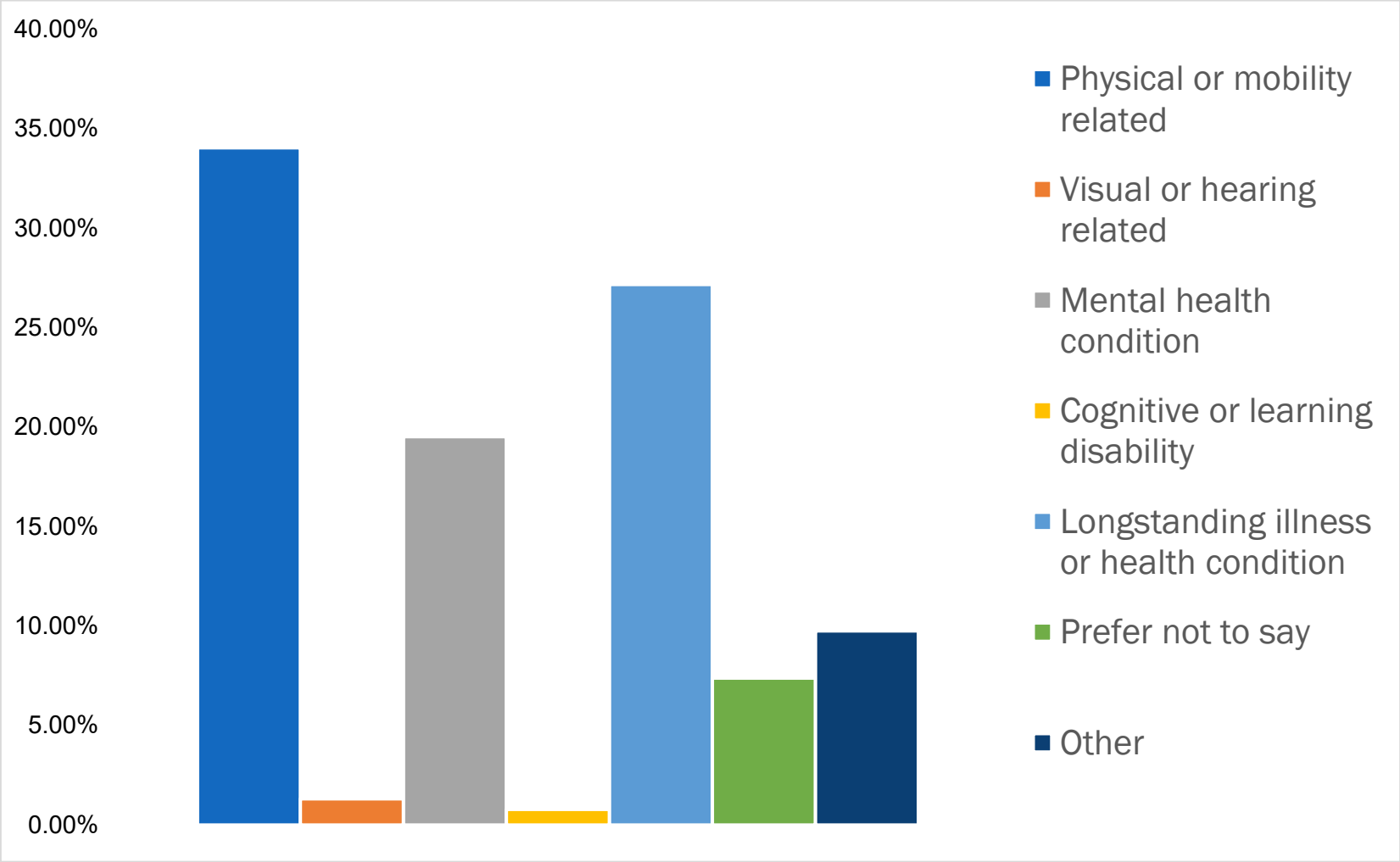
2.93 Other sexualities (1%) also specified are asexual, pansexual and celibate.

Disability

2.94 45% of the overall survey respondents who regard themselves as disabled are also inactive, compared to 55% who are 'active'.

2.95 42% of the total inactive respondents consider themselves to be a disabled person compared to 53% who did not. 4.5% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 2.8 – Greater Norwich Inactive Participants: Disability Types



2.96 The most common disability is physical, or mobility related (34%) whilst 27% have a longstanding health condition or illness.

2.97 Mental health conditions are also common amongst the inactive (19.5%). Those with visual or hearing related disabilities represent c.1% of the inactive and cognitive or learning disabilities is also common amongst c.1%.

2.98 7% preferred not to disclose the type of disability whilst 10% chose specified 'other', many of these included examples of injury related causes which may cause short-medium term disablement.

COVID-19 Impact

2.99 In terms of the impact of COVID-19 on the inactive population, 50.5% of the currently inactive respondents reported that their importance of health and wellbeing has not changed since the onset of COVID-19. 47% said that their health and wellbeing had become more important to them since the start of the pandemic. This presents an opportunity to engage those who are currently inactive in getting involved in a more active lifestyle.

2.100 2% reported it to be less important.

Changes to Activity Levels due to COVID-19

2.101 The Survey sought to analyse the effect of the COVID-19 pandemic on Greater Norwich residents. Those who are considered currently inactive were asked whether they would consider themselves to be currently less active than they were before the pandemic.

2.102 Only 7% of the inactive participants reported that they were currently more active than before the emergence of COVID-19.

2.103 60% of inactive participants reported that they are currently less active than before the pandemic. This is much higher in comparison to the active participants where only 28% said that their activity levels in the past 3 months were less than those before COVID-19.

2.104 Important to consider was that 33% of the currently inactive reported that their activity levels in the past 3 months are the same as they were before the emergence of COVID-19.

2.105 Inactive survey respondents were also asked whether their physical activities had increased or decreased during the lockdown periods.

2.106 57% reported that their physical activity levels had decreased during lockdown periods whilst 14% reported an increase. 29% said that their physical activity levels remained the same.

2.107 When compared to the responses from those who are currently active, the survey data suggests the lockdown periods to have more significant effect on the activity levels of the inactive. For example, whilst 40% of the active participants said that their activity levels had decreased during the lockdown periods, this is lower than that reported from the inactive (57%).

2.108 Given that the majority of the inactive are more likely to consider using leisure facilities to participate in physical activity, the closure of these facilities during the lockdown period would have had a more significant effect than those active participants who are more likely to exercise from home or use open spaces and pavements.

Information Accessibility

2.109 Participants were asked how easy they found it to access information on being active in their area. Answers were provided in a ranking format from 1 – 5 with 1 representing ‘very difficult’ and 5 representing ‘very easy’.

2.110 18% of the inactive population reported that they find it ‘very difficult’ to find this information whilst 23% ranked it a 2, suggesting they find it somewhat hard. Only 7% said that finding information on being active in their area was ‘very easy’ whilst 11% ranked it a 4, suggesting it was somewhat easy.

2.111 41% ranked a 3, suggesting that they found it neither very difficult nor very easy to find this information.

2.112 Ways in which the inactive are most likely to access information on activities in their area is as follows:

- Online web search (council website, google) (81%);
- Social media (43%);
- Recommendations from family and friends (49%);
- Local facilities (leisure centres, community centres) (25%);
- Libraries (10.5%);
- Local sports clubs (9%).

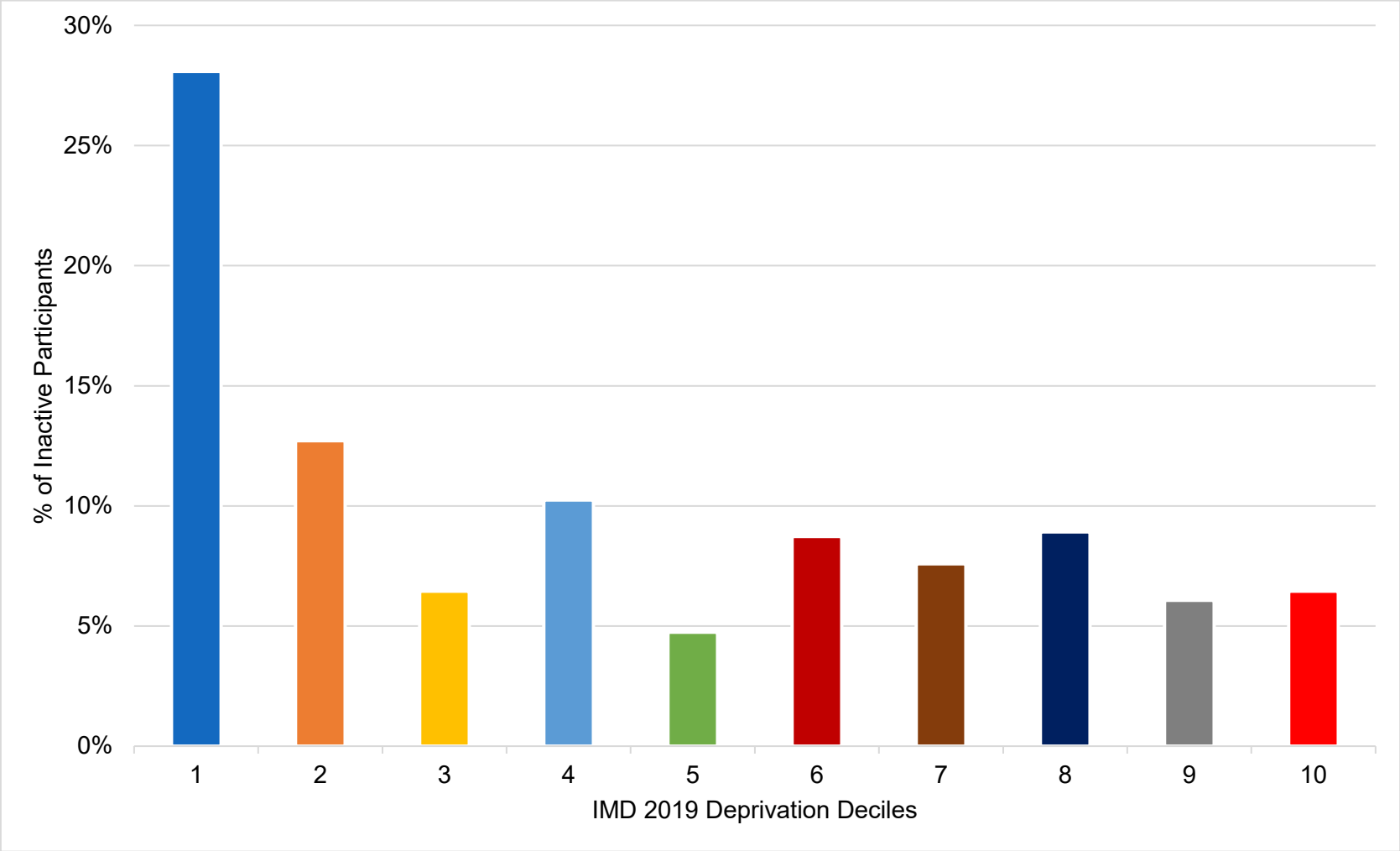
2.113 4% also gave ‘other’ answers such as local magazines, GP surgeries and support workers.

2.114 The data has also shown that the majority of those using online web searches to source information are aged under 50. Younger people are also more likely to rely on recommendations from family and friends (55% of those who rely on this metho are aged under 50) as well as those aged over 65 (24%).

Deprivation Deciles for Inactive Participants

2.115 67% of Survey participants who are ‘inactive’ provided their postcode data in the Survey. Based on the postcode data provided, we have identified the deprivation decile scores of the areas where the inactive participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 2.9 – Inactive Participants: Deprivation Deciles



2.116 As shown in the graph, the largest proportion (28%) of the active participants reside in LSOA's ranked decile 1, these are in the top 10% most deprived neighbourhoods in England. The number of inactive participants living in decile 1 is substantially higher than those from those considered active. A further 13% of the inactive participants live in a decile 2 area in Greater Norwich, these neighbourhoods are in the top 20% most deprived in England.

2.117 10% of the Active participants live in a decile 4 area which are neighbourhoods ranked in the top 40% most deprived in the country. 9% of those considered to be inactive live in the top 20% of the country's least deprived neighbourhoods (decile 8) whilst 6% of the inactive participants live in LSOA's ranked in the top 10% of most deprived in the country.

2.118 When analysing this data in the context of the deprivation data for all Greater Norwich participants, the following observations are made:

- 20% of Greater Norwich survey participants living in a decile 1 area are considered inactive;
- 13% of Greater Norwich survey participants living in a decile 10 area are considered inactive.

Activity Levels

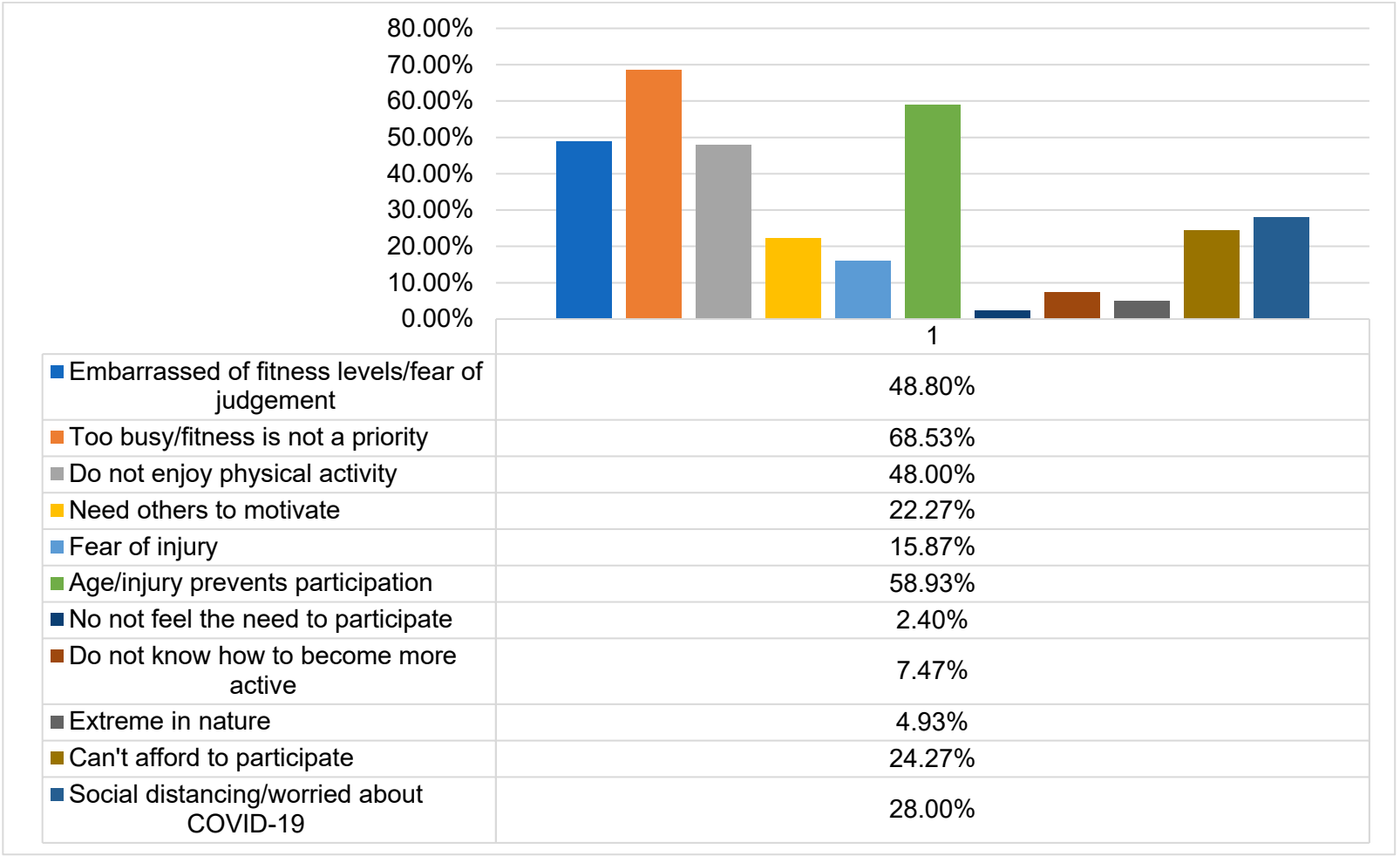
2.119 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

2.120 72% of the participants considered 'inactive' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

2.121 7% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

2.122 Inactive participants were asked to select what best described their reason for not currently being active. The results are shown in the figure overleaf.

Figure 2.10 – Greater Norwich Inactive Participants: Reasons for Inactivity



	1
Embarrassed of fitness levels/fear of judgement	48.80%
Too busy/fitness is not a priority	68.53%
Do not enjoy physical activity	48.00%
Need others to motivate	22.27%
Fear of injury	15.87%
Age/injury prevents participation	58.93%
No not feel the need to participate	2.40%
Do not know how to become more active	7.47%
Extreme in nature	4.93%
Can't afford to participate	24.27%
Social distancing/worried about COVID-19	28.00%

2.123 As the graph shows, the most common reason is that they are too busy or their fitness is not a priority, 68.5% of the inactive participants gave this reason for their current levels of inactivity. This highlights the need to find ways that help people fit physical activity into their daily lives to challenge to perception that exercise requires a lot of time.

2.124 The second most common reason is that their age or injury prevents them from wanting to participating in physical activity (59%).

2.125 48% of the inactive survey respondents say that they do not enjoy physical activity which is why they are currently not active. Being embarrassed of their current lack of fitness or fearing that they will be judged is also a reason given for inactivity amongst 47% of the respondents. 16% fear that they may become injured or experience pain from physical activity.

2.126 Other common reasons also include reasons relating to COVID-19, 28% are fearful of contracting the virus, are conscious of social distancing or are currently shielding, citing this as a reason for not participating in physical activity.

2.127 Financial factors are also a common reason for inactivity with 24% of the inactive survey respondents claiming that they cannot afford to participate in the physical activity that they are interested in. As pricing is another key barrier, this may need to be addressed by the concessionary pricing and programming currently offered by leisure facilities.

2.128 22% claim they require other people to motivate them to take part in exercise whilst 5% say that their extreme nature is a reason they do not regularly participate, for example, they are inclined to either participate in lots of activities or none at all.

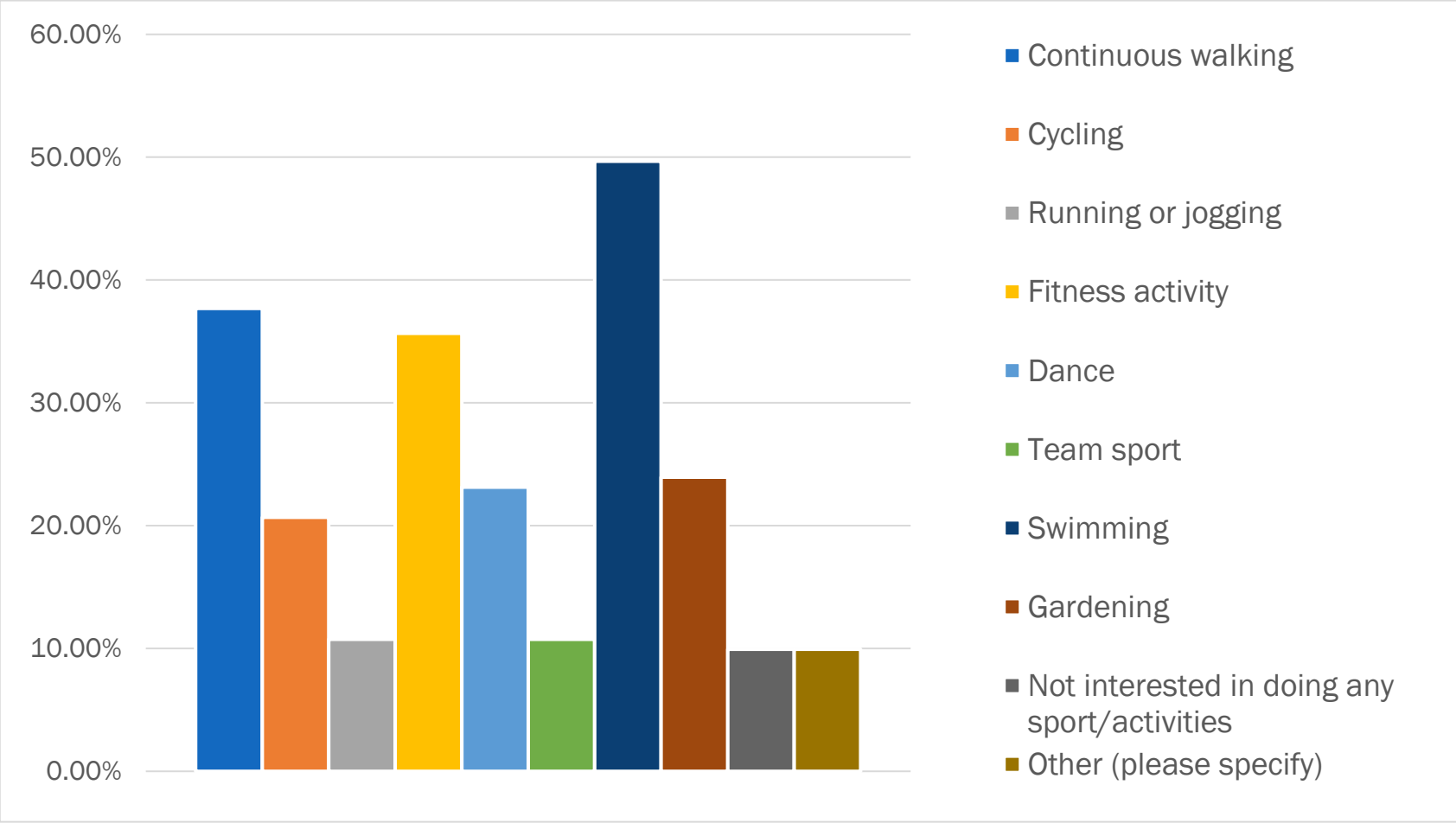
2.129 2% of the respondents claim that they do not feel the need to participate in physical activity whilst 7% say that they do not know how to become more active.

2.130 Those aged 50-54, 60-64, 64-69 and 80+ who responded to the survey have the highest levels of inactivity in comparison to their overall survey response rate. The most common reason for inactivity is fearing being judged (405) whilst 36% also say that their personal health prevents them from participating. 33% say that they can’t play sport like they used to as their main reason for not participating. 23% also give age as a reason, commenting that ‘they used to enjoy sport when they were much younger but not anymore’.

Activities of Interest

2.131 Those who are currently inactive were asked which activities they would be interested in taking part in. the results are displayed overleaf.

Figure 2.11 – Greater Norwich Inactive Participants: Activities of Interest



2.132 Swimming is the most popular activity of interest amongst the most inactive with c.50% claiming they would be interested in participating in swimming. Continuous walking is also popular with 38% claiming they would be interested in more walking, including to and from their place of work.

2.133 36% reported that they would be interested in doing fitness activities, fitness classes, and gym style exercise.

2.134 Gardening[3] (24%), dance (23%), cycling (21%) are all also popular.

2.135 Although less popular, 11% said they would be interested in running or jogging more, 11% also said they would be interested in team sports such as football, basketball, netball or hockey. 10% chose 'other', specifying activities such as horse riding, water sports such as sailing and kayaking, aquarobics, yoga and climbing.

2.136 10% reported that they were not interested in doing any sport or physical activity.

Locations to Participate

2.137 The Survey also sought to analyse where the inactive would consider taking part in more sports or activities. The results are as follows:

- Swimming pool (54%);
- Leisure centre (49%);
- Home (39%);
- Gym (32%);
- Park (32%);
- Waymarked routes (24%);
- Garden (24%);
- Pavement/road (23%);
- Sports club (21%);
- Community hall (20%);
- Playing field (14%);
- Open water (13%);
- School/college/university leisure facilities (11%);
- Workplace leisure facilities (11%);
- Allotment (9%);
- Cycle track (8%);
- Trampoline court (8%);
- Climbing centre (7%);
- Small-sided football centre (4%);
- Youth centre (4%);
- Running track (4%);
- Skate/BMX park (2%).

[3] Public Health England (PHE) include gardening within the remit of their definition of physical activity.

2.138 6% of the respondents also specified other locations which were easily accessible from their homes.

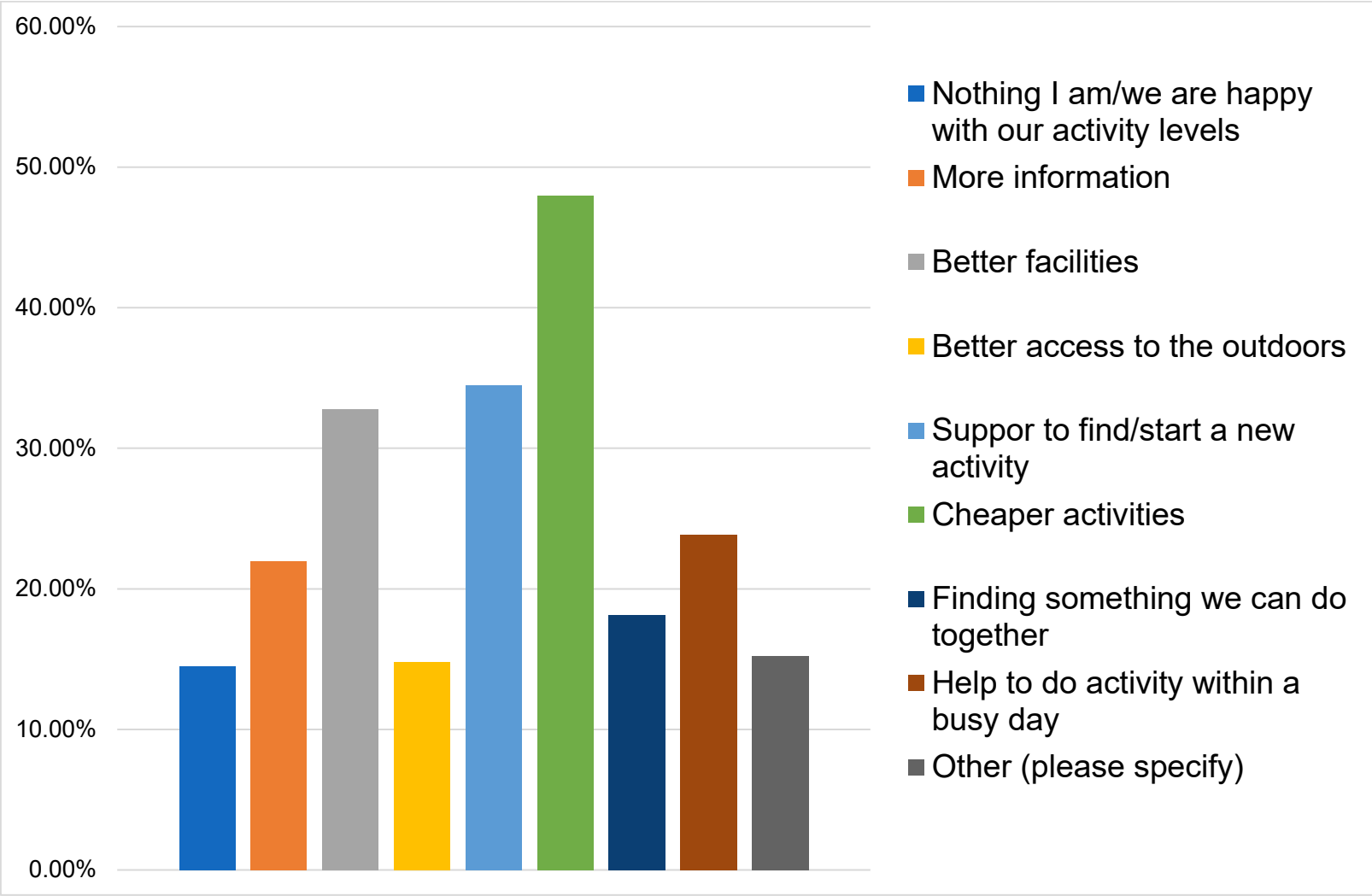
2.139 Unlike those who are currently active, the majority of the inactive respondents said they would consider participating in more physical activity/sports at a leisure facility. As swimming is the most common activity of interest amongst the inactive, it is unsurprising that 54% reported that they would considering using a swimming pool facility to become more physically active. 49% also said that they would use a leisure centre whilst gyms (32%) and sports clubs (21%) are also popular.

2.140 39% said that they would consider becoming more active from home.

Increasing Propensity to Exercise

2.141 When asked what would help encourage them to get more active, the inactive participants reported the following responses as set out in the figure overleaf.

Figure 2.12 – Inactive Participants: Methods to Increase Activity Levels



2.142 The majority of active participants (48%) reported that cheaper activities would encourage them to become more active whilst 35% require support to find/start a new activity.

2.143 24% also stated that better facilities would increase their propensity to participate.

2.144 24% of the inactive reported that they required help to do activity within a busy day. This supports the earlier analysis of the reasons for inactivity where the majority of the inactive claimed that being too busy was their main reason for not participating in physical activity.

2.145 Those aged 50-54, 60-64, 64-69 and 80+ who responded to the survey have the highest levels of inactivity in comparison to their overall survey response rate. When asked what would encourage them to become more active, the most common response was that they were happy with their current inactivity (38%). However, 27% did provide that cheaper activities would increase their propensity to exercise.

Summary: Greater Norwich Survey Data

2.146 When comparing the Inactive and Active participants data sets, the following observations are made:

- Younger people in Greater Norwich are more active than older people. For example, 34% of those considered 'active' are aged under 40 compared to 29% of those who are inactive;

- 42% of those currently inactive would consider themselves to be disabled, compared to just 13% of those who are currently active. There are also differences in the types of disabilities with mental health disabilities more common in active participants whereas physical or mobility related disabilities are more common in the inactive groups;

- Inactive people are more likely to live in an area of high deprivation in Greater Norwich than active people. For example, 28% of inactive survey participants live in an area ranked in the top 10% most deprived in the country, whilst only 18% of active people live in these areas. The strategy would need to consider solutions that are accessible to people living in areas of high deprivation in order to sufficiently target these inactive groups;

- 92% of active participants ranked their health and wellbeing as either ‘very important’ or ‘2’ (on scale of 1 – 5), compared to just 72% of those currently inactive;

- The most common reasons for inactivity are being too busy (68.5%) or due to age or injury (59%). The most common motivation for active people to participate in physical activity is to improve their health and fitness (66%) and for the mental wellbeing benefits (55%);

- Continuous walking and fitness activity are the most common activity types amongst those currently considered active. Whereas swimming (50%) and continuous walking (38%) are the most appealing sports to those that do not currently participate in regular physical activity;

- Those who are currently physically active are most likely to work out from home or use open spaces and road/pavements to exercise. Only 12% of the active participants currently use a gym for their main activity and only 7% use leisure centres. This contrasts with the data from the inactive survey participants who are more likely to consider using leisure facilities to participate in physical activity. The most common location is a swimming pool (54%) whereas 49% reported they would use a leisure centre and 32% said they would consider using a gym to exercise more;

- In terms of the effects of the COVID-19 pandemic, when compared to the responses from those who are currently active, the survey data suggests the lockdown periods to have had a more significant effect on the activity levels of the inactive. For example, whilst 40% of the active participants said that their activity levels had decreased during the lockdown periods, this is lower than that reported from the inactive (57%);

- Given that the majority of the inactive are more likely to consider using leisure facilities to participate in physical activity, the closure of these facilities during the lockdown period would have had a more significant effect than those active participants who are more likely to exercise from home or use open spaces and pavements;

- 31% of those who are currently active stated that they found information about being active easy to obtain, ranking it either 5 or 4 (on a scale of 1-5 with 5 being very easy), this is much higher than inactive participants at 11%. In fact, only 5% of the active reported it was ‘very difficult’ to obtain information, compared to 18% of the inactive;

- The data reveals that both the inactive and active participants are likely to access information through similar channels (online being the most common), however the inactive are slightly more likely to receive information and recommendations from family and friends.

Norwich

Introduction

3.1 This section provides the analyse of the results of the Survey for respondents living in the Norwich City Council local authority area only.

3.2 This section is divided into analysis of the active and inactive survey respondents. Whilst some comparisons will be made throughout, an executive summary of the highlighted differences between the active and inactive survey data is located at the end of this section 3.

3.3 For the purposes of this analysis, the responses have been divided as follows:

- **Active participants** - those who, in the past 3 months, have participated in an average total of 30 minutes or more of physical activity per week (outside of their job);
- **Inactive participants** - those who, in the past 3 months, have *not* participated in an average total of 30 minutes or more of physical activity per week (outside of their job).

3.4 The response data is as per the table below.

Table 3.1 – Active and Inactive Survey Responses

Category	Total Number	% Overall Survey Responses
Active	1,782	78%
Inactive	506	22%
Total	**2,288**	**100%**

Norwich – Active Population Survey Analysis

3.5 This subsection focuses on the group of participants who are deemed to be 'active' based on their responses in the Survey, this group constitutes c. of the participants in the overall survey.

3.6 For context, c.76% of those considered 'active' for the purposes of this section, do not have a job that involved regular sustained physical activity as part of their working day.

Overview of Active Respondents

Age

3.7 The age range of those considered to be active in the Norwich area are displayed in the table below.

Table 3.2 – Norwich Active Respondents: Age

Answer Choices	Response Percent	Responses	% Of overall Norwich respondents
25-29	7.70%	129	75.44%
30-34	11.20%	189	75.60%
35-39	12.10%	204	79.07%
40-44	11.80%	199	76.83%
45-49	11.20%	188	77.05%
50-54	11.40%	192	79.34%
55-59	10.50%	176	79.64%
60-64	9.00%	151	78.65%
65-69	7.90%	133	82.61%
70-74	4.10%	69	80.23%
75-79	2.20%	37	75.51%
80-84	0.60%	10	71.43%
85+	0.40%	6	75.00%
Total	**100.00%**	**1,683**	No data
Total Active	100.00%	1,782	No data
Total Answered	94.40%	1,683	No data
Total Skipped	5.60%	99	No data

3.8 There are no under 25's represented by those considered active whilst those aged 25– 39 represent 31% with those aged 40 – 59 representing 45%.

3.9 24% of the active participants in Norwich are aged over 60, 3% of which are aged over 75.

3.10 When analysing the age group data as a percentage of the overall Norwich respondents, the table shows that those aged over 80 have the lowest percentage of active participants in Norwich. Additionally, those aged 25-29 are also not at active as other age groups in Norwich with only 75% considered active. Those aged 65-69 in Norwich have the highest percentage of activity in the age group at c.83%.

Sex

3.11 A slightly higher percentage of females in Norwich are considered active than males (43% compared to 41%).

3.12 87% of the active respondents also confirmed that their gender identity is the same as that assigned to them at birth. The remaining 13% chose not to disclose this information.

Ethnicity

3.13 The ethnicities of the inactive population are displayed in the table below.

Table 3.3 – Norwich Active Participants: Ethnicity

Answer Choices	Response Percent	Responses	% Overall Norwich responses
White British	86.60%	1,516	78%
White Irish	1.40%	24	89%
White – Gypsy or Irish Traveller	0.10%	2	100%
White Other	6.50%	114	75%
Mixed - White and Black Caribbean	0.50%	8	80%
Mixed - White and Black African	0.30%	6	50%
Mixed - White and Asian	0.70%	12	92%
Mixed Other	0.90%	15	88%
Asian British	0.30%	5	56%
Asian Indian	0.20%	4	100%
Asian Chinese	0.30%	6	100%
Asian Other	0.20%	3	43%
Black British	0.10%	2	100%
Black African	0.80%	14	74%
Black Caribbean	0.10%	2	100%
Black Other	0.10%	1	100%
Other	0.50%	8	67%
Total	**100.00%**	**1,742**	No data
Total Active	100%	1,782	No data
Total Answered	98%	1,742	No data
Total Skipped	2%	40	No data

3.14 The majority of the active respondents are White British (87%). Other white ethnicities also represent c.8% of the respondents. 1.5% of the active participants have Mixed ethnicities whilst Asian ethnic groups represent 1% and 1% are Black.

3.15 As a percentage of the entire Norwich participants, the following observations are made:

- Other Asian ethnic groups in Norwich have the lowest percentage of active participants (43%);
- There is a low percentage of mixed White and Black African and Asian British participants in Norwich who are considered active (50% and 56% respectively);
- All survey participants from Norwich who are White Gypsy or Irish Traveller, Asian Indian, Asian Chinese, Black British and Black Caribbean are considered active. However, these groups have very low survey participation rates and so their responses have a greater impact on the data.

Religion

3.16 The religious beliefs of the active survey respondents are as follows:

- No religion (59%);
- Christian (26%);
- Buddhist (0.8%);
- Muslim (0.7%);
- Jewish (0.4%);
- Hindu (0.1%);
- Other (4%).

3.17 8% preferred not to answer this question. 'Other' religions were specified to include Paganism, Spiritualism and Agnosticism.

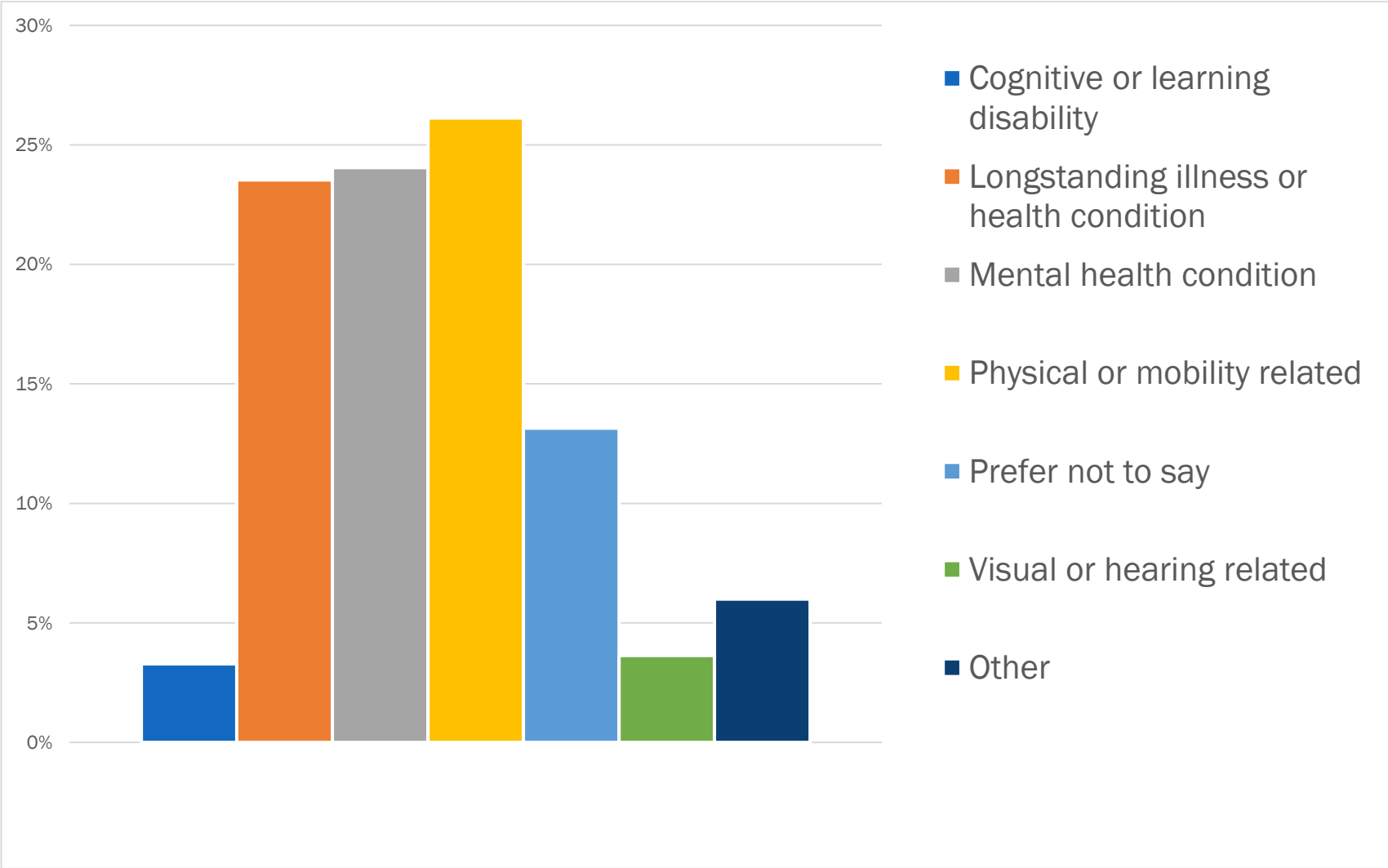
Sexuality

3.18 78% of the Heterosexual participants from Norwich are active. 79% of those who describe their sexual orientation as gay or lesbian are active and 75% of those bisexuals in Norwich are active. Of those Norwich participants who detailed 'other' sexualities, such as asexual or pansexual, 59% are considered active.

Disability

3.19 21% of Norwich's active respondents consider themselves to be a disabled person compared to 75% who do not. 4% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 3.1 – Norwich Active Participants: Disability Types



3.20 The most common disability amongst the active participants is a physical or mobility related condition (26%) whilst 24% also have a longstanding illness or mental health condition and 24% have a mental health condition.

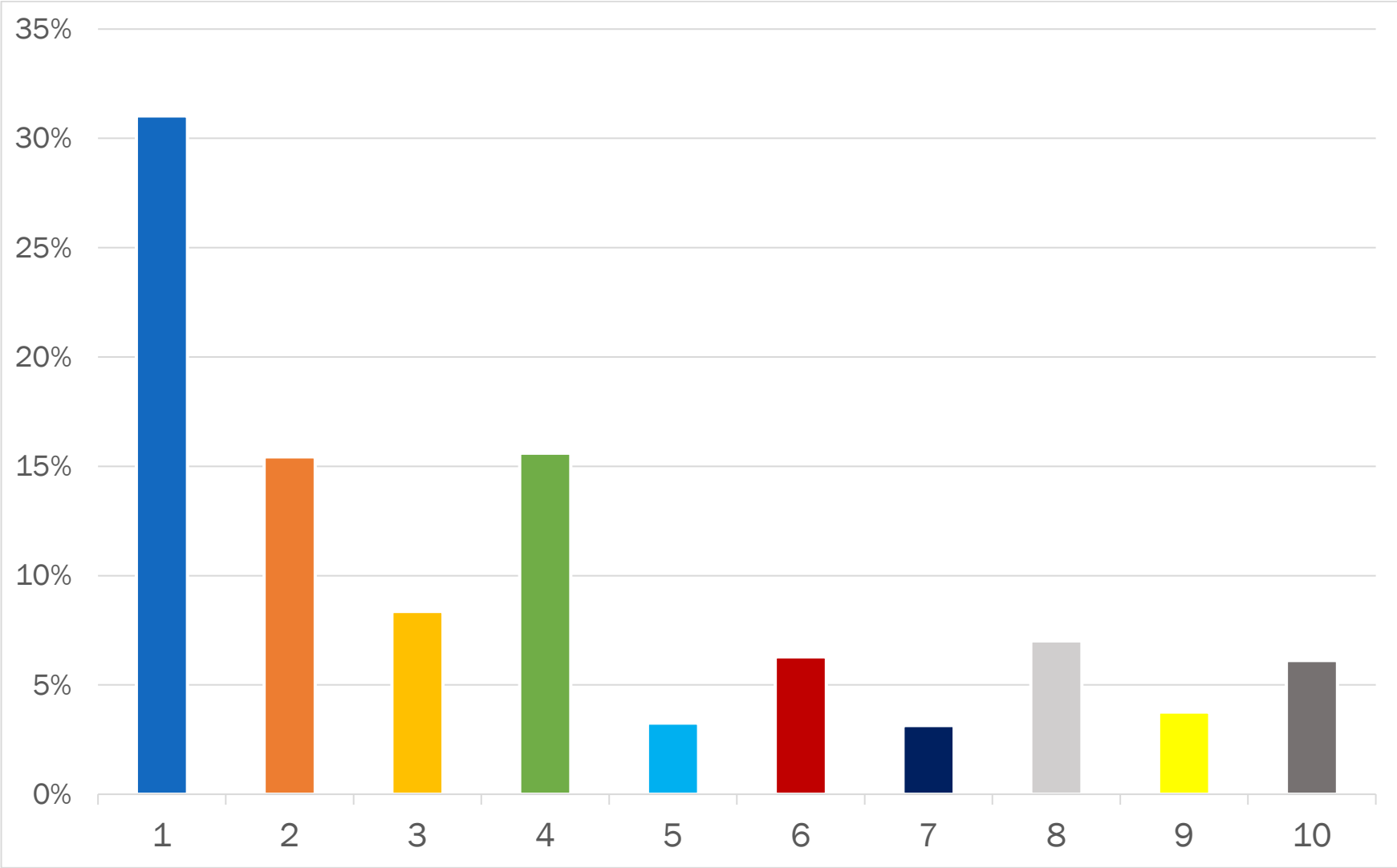
3.21 4% of the active participants in Norwich have a visual or hearing disablement whilst 3% have a learning or cognitive disability.

3.22 15% preferred not to disclose the type of disability whilst 16% specified ‘other’, examples were combinations of the above and injuries that may cause short to medium term disablement.

Deprivation Deciles for Active Participants in Norwich

3.23 Based on the postcode data provided, we have identified the deprivation decile scores of the neighbourhoods (LSOA’s) in Norwich where the active participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 3.2 – Active Participants: Deprivation Deciles



3.24 As shown in the graph, the largest proportion of the active participants (31%) reside in LSOA's ranked in decile 1, these people live in the top 10% most deprived neighbourhoods in England. A further 15% of the participants live in a decile 2 area in Norwich, these neighbourhoods are in the top 20% most deprived in England.

3.25 10% of the Active participants live in a decile 8 area which are neighbourhoods ranked in the top 20%-30% least deprived in the country. 6% of those considered to be active live in the top 10% of the country's least deprived neighbourhoods in Norwich.

3.26 When analysing the deprivation data as a percentage of the overall participants in Norwich the following observations are made:

- 79% of the Norwich participants who live in a decile 1 area are considered active.
- The lowest % of activity is most common in areas of lower deprivation. For example, only 34% of the participants living in a decile 10 area are considered active.

Activity Levels

3.27 Participants were asked to state, in the past 4 weeks, how many days they had been physically active[4] for at least 30 minutes per day. The results are shown in the graph below.

Table 2.4 – Norwich Active Participants – Average Activity Time Per Month

Average Number of Days	% Of Respondents
Less than once a week	10%
1 to 2 times a week	18%
2 to 3 times a week	14%
3 to 4 times a week	12%
4 to 5 times a week	6%
5 to 6 times a week	18%
6 to 7 times a week	9%
Every day (28 days)	13%

[4] For the purposes of the survey, 'physical activity' was defined as taking part in an activity or activities which raise your breathing rate (outside of work).

3.28 As shown in the table, the majority of respondents (18%) report that, on average, they were active once or twice a week over the previous 4 weeks or 5 to 6 times a week (18%). 14% were active were active two to three times a week whilst 13% were active every day in the 28 days.

3.29 Active participants were also asked to state how many days they had done a total of 30 minutes or more of physical activity in the past 7 days. The results are detailed in table 3.5 below.

Table 3.5 – Norwich Active Participants: Activity Time in Past 7 days

Average Number of Days	% Of Respondents	Average Minutes per Week
0	4%	< 30
1	9%	30
2	17%	60
3	16%	90
4	13%	120
5	17%	150
6	8%	180
7	17%	210

3.30 In accordance with the Sport England's definition, the Survey responses show that c.55% of the 'active' participants are considered to be 'Fairly Active'. These people complete an average of 30-149 minutes a week of physical activity a week.

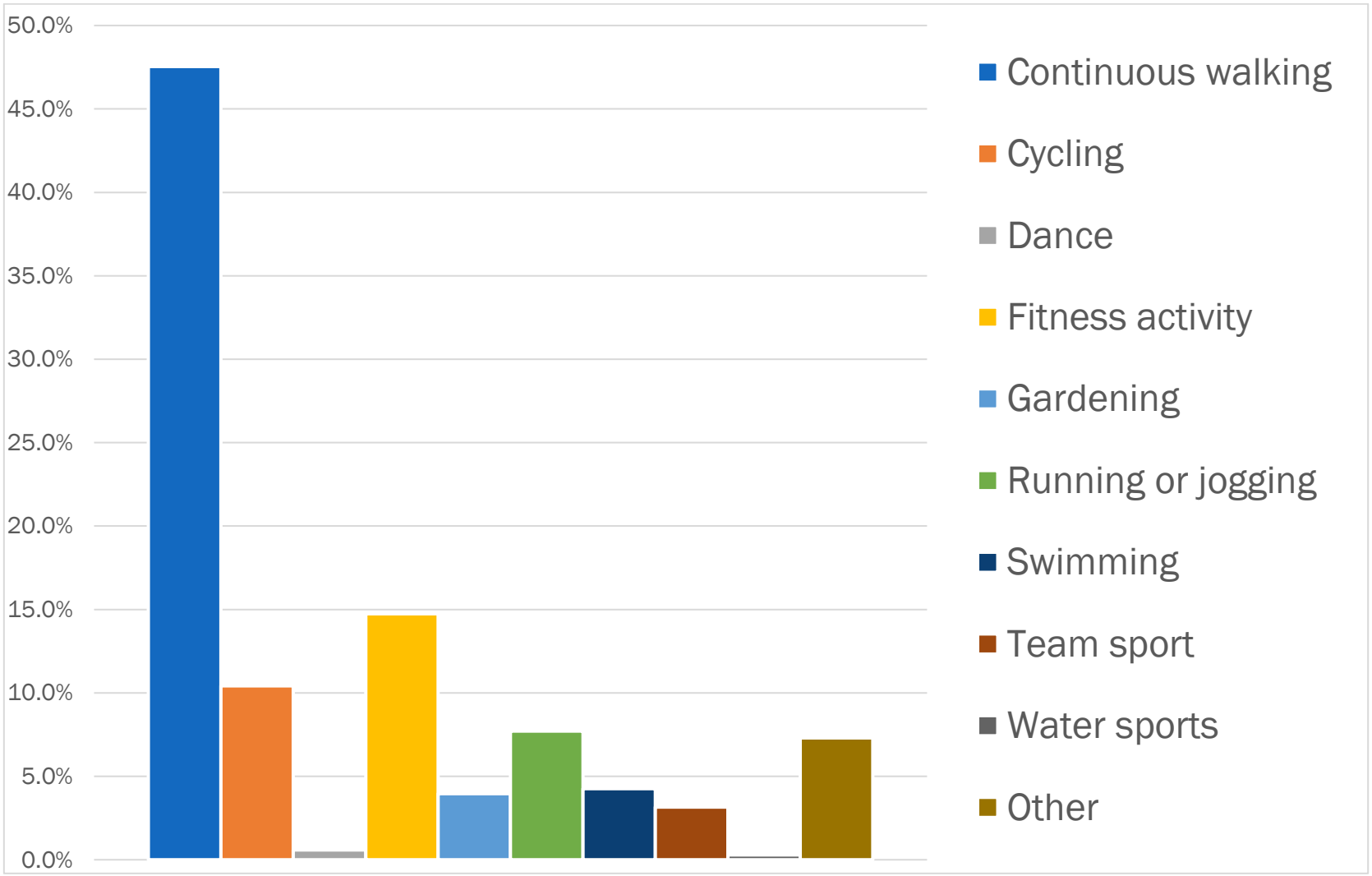
3.31 According to Sport England, c.41% of the active respondents are considered 'Active', by participating in over 150 minutes or more minutes of physical activity per week.

3.32 C.4% of the active participants are considered to be 'Inactive' in the past 7 days, having completed less than 30 minutes of physical activity in the week prior to completing the survey.

Types of Activities

3.33 Norwich's active participants were asked what they considered to be their main type of physical activity. The results are displayed in the figure overleaf.

Figure 3.3 – Norwich Active Participants: Main Activity Types



3.34 Continuous walking is the most common with 47.5% of Norwich's active respondents reporting this as their main type of physical activity. The second most popular is 'fitness activity' with 15% of the respondent's reporting gym or fitness classes as their main type of activity.

3.35 Cycling is also popular amongst active participants (c.10%) as well as running or jogging (c.8%).

3.36 Swimming is less common as a main activity amongst active participants at 4%, as well as team sports (such as football, basketball, hockey and netball) with 3%.

3.37 Only 0.3% of respondents report water sports (such as canoeing and paddleboarding) as their main activity whilst 4% consider gardening as their most common way to stay physically active.

3.38 7% of the respondents chose 'other' activities as their main activity type. These included the following:

- Golf;
- Racquet sports such as: tennis, badminton and pickleball;
- Horse Riding;
- Bouldering/Climbing;
- Yoga;
- Trampolining;
- Martial Arts.

Motivations to participate

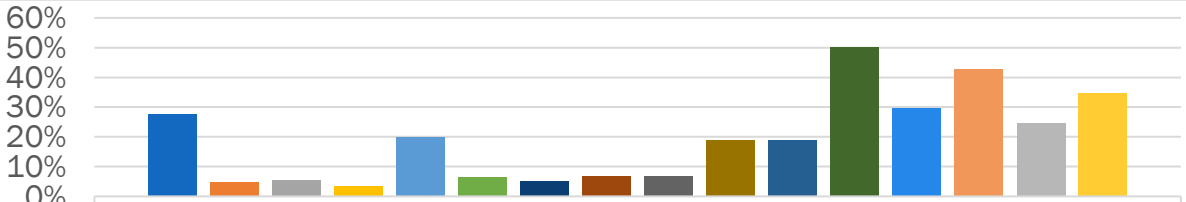
3.39 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

3.40 91% of the participants considered 'active' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

3.41 Only 1% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

3.42 The survey asked respondents to describe their reasons for taking part in their main physical activity. The themes of the responses are detail in the figure overleaf.

Figure 3.4 – Active Participants: Motivations for Participating



	1
To get to a place	28%
Other	5%
For the lifestyle and culture associated with the activity	5%
For the adrenaline rush	3%
To have fun	20%
To have an adventure	7%
To compete	5%
To improve my skills	7%
To progress in my sport / activity	7%
To socialise or spend time with friends/ family	19%
To challenge myself	19%
To improve my health and fitness	50%
To lose weight or get in shape	30%
For my mental wellbeing	43%
To explore / be close to nature	25%
To relax and unwind	35%

3.43 According to the active participants, the most common motivation to participating in their main sport/activity is to improve their health and fitness (50%). Mental wellbeing (43%) and to relax and unwind (35%) are also common reasons for participation.

3.44 To lose weight is also a main motivation for 30% of the respondents. For travel is also common with 28% of the participants using a physical activity in order to get to a place i.e., walking to a place of work.

Locations for Participation

3.45 Respondents were asked where they participated in their main activity. The following locations were provided as answers:

- Pavement/road (34%);
- Park (19%);
- Waymarked routes (14%);
- Home (13%);
- Gym (12%);
- Garden (10%);
- Leisure Centre (5%);
- Swimming Pool (4%);
- Playing fields (5%);
- Sports club (3%);
- Open water (4%);
- Community hall (1%);
- Allotment (2%);
- Cycle track (2%);
- School/college/university leisure facilities (2%);
- Tennis courts/facilities (2%);
- Small-sided football centre (1%);
- Running track (1%);
- Workplace leisure facilities (1%);
- Climbing centre (1%);
- Skate/BMX park (<1%);
- Trampoline/Freestyle Centre (< 1%);
- Youth Centre (<1%);
- Other (9%).

3.46 The most common locations are pavements roads. Parks and waymarked routes, this is consistent with the number of respondents who report continuous walking as their main activity type.

3.47 Whilst 13% of people said that they participate in their main activity from home and 10% use their garden.

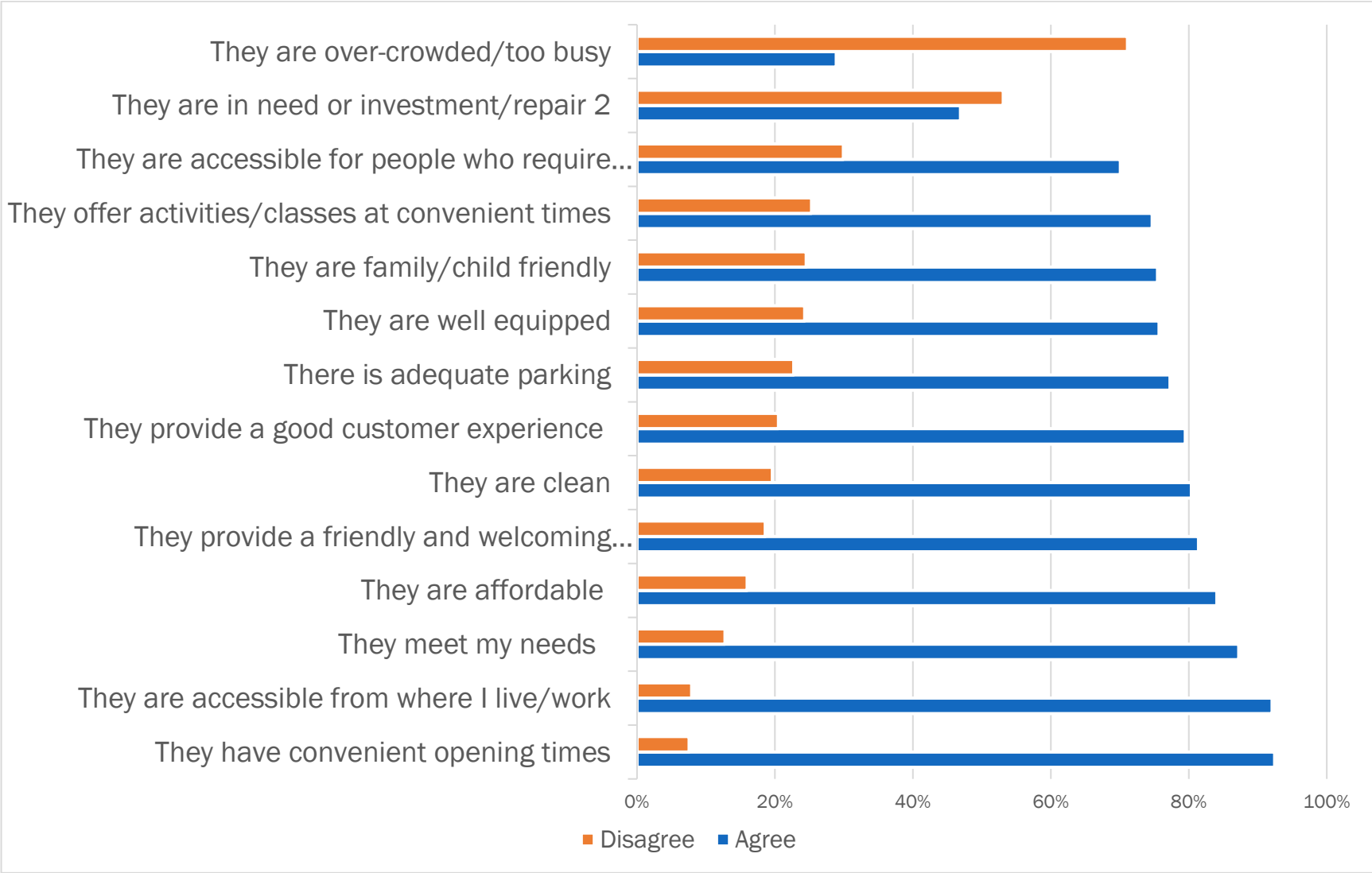
3.48 8% of respondents said that they use leisure centres or sports clubs to exercise whilst 12% use the gym.

3.49 Only 1 out of the top 5 most common destinations is a sport or leisure facility (gym). This is unsurprising given the COVID-19 pandemic forcing the closure of sports and leisure facilities for substantial periods over the past 2 years. Many active people adapted to continuing their physical activities in a way in which was compliant with government guidelines such as at home or in open spaces.

Quality of Leisure Facilities

3.50 The survey asked those active participants how much they agreed with a series of statements. The results are detailed in the table overleaf

Table 3.4 – Norwich Active Participants: Quality of Leisure Facilities



3.51 The following key positives are relayed form this response:

- 92% agree that their facility is accessible from where they live/study;
- 92% agree that it has convenient opening times;
- 87% agree the facility they use meets their needs;
- 80% agree that their facility is clean;
- 81% agree it provides a friendly and welcoming environment;
- 79% agree it provides a good customer experience.

3.52 Whilst the majority of the feedback on these statements is positive, there are a number of key areas for consideration such as:

- 47% agreed that the facility they use requires repair or investment;
- 24% do not feel that the facility is well equipped;
- 16% feel that the facility is not affordable;
- 23% do not feel there is adequate parking at the facility they use;
- 30% do not feel that the facility they use is accessible for people requiring additional support;
- 25% do not agree that the facility is family/child friendly;
- 25% feel that the facility they use does not offer activities or classes at convenient times.

3.53 18% of those participants that reported that their facility is not accessible to those requiring additional support consider themselves disabled.

3.54 Participants were asked to detail which facility that they use. Those that reported that their facility required repair or investment reported that they currently use the following sites:

- Wensum Sports Centre;
- Anderson's Meadow;
- University East Anglia Sports Park;
- Riverside Leisure Centre.

3.55 These sites may form areas of focus for the Council to consider.

Travelling to Participate

3.56 Active participants were asked to state how they travelled to take part in their main activity. The answers are detailed in table 3.6 below. Please note that participants were able to choose multiple applicable answer choices.

Table 3.6 – Active Participants: Means of Travel to Participate

Answer Choice	Responses
Walk	46%
Car	27%
Motorbike/Moped	<1%
Bicycle	13%
Bus	4%
Train	1%
Exercise at home so don't travel	7%
Other	4%

3.57 Walking is the most common way participants travel to take part in their main activity (46%). 28% of the respondents also use a car or motorbike/moped and 13% use a bicycle. Public transport is less common with only 5% using a bus or train.

3.58 4% chose 'other' means with the majority specifying that they conduct their main activity direct from their home or workplace such as running or walking with their route originating and ending at their home or workplace.

COVID-19 Impact

3.59 The active participants were asked how the importance of their health and wellbeing had changed since the onset of COVID-19:

- 59% said it was more important;
- 49% said there was no change;

- 1% said it was less important.

Changes to Activity Levels due to COVID-19

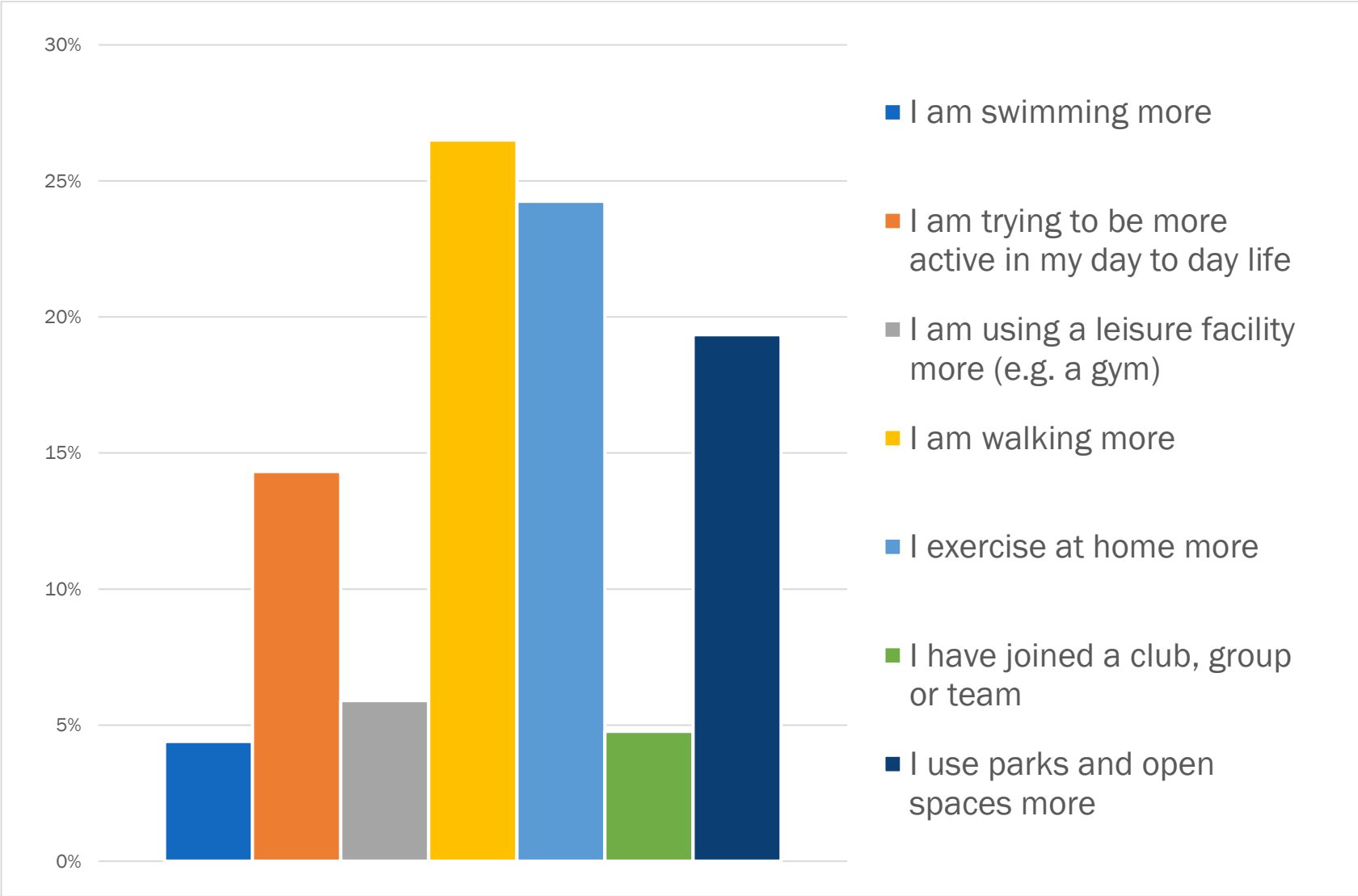
3.60 45% of the active participants said that their activity levels had decreased during the lockdown periods whilst 26% said that their activity levels had increased. 29% reported their activity levels to have remained the same during the lockdown periods.

3.61 26% would consider themselves currently (over the past 3 months) to be more active than they were since the emergence of COVID-19 in 2020. 34% would consider themselves to be less active and 40% said that they had the same activity levels currently than they had prior to COVID-19.

3.62 Despite this, 48% of the active participants report that they ways in which they participated in physical activity had changed since the COVID-19 lockdowns beginning in March 2020.

3.63 The most common ways in which participants reported their changes in activity habits are shown in Figure 3.5 overleaf.

Figure 3.5 – Active Participants: Changes to Activity Habits Since COVID-19



3.64 The most common change in activity habits is that active participants are walking more (27%). Many are also exercising at home more (24%) whilst 19% are using parks and open spaces more often to exercise.

Information Accessibility

3.65 The survey asked participants to rank how easy it is to find information on being active in their areas (including being active in their own home). Answers were given on a scale of 1-5 with 1 being very difficult and 5 being very easy.

3.66 43% ranked 3 in response to this question, suggesting that they felt that information was neither very difficult nor very easy to obtain. 17% stated that information was ‘very easy’ (5) to obtain.

3.67 8% reported that information was ‘very difficult’ (1) to obtain whilst 15% ranked 2, suggesting they found it somewhat difficult to obtain information on being active in their area.

3.68 Participants were also asked where they would go for information on activities in their area. The results are as follows:

- Online web search (council website, google) (81%);
- Social media (38%);
- Recommendations from family and friends (37%);
- Local facilities (leisure centres, community centres) (24%);
- Local sports clubs (9%);
- Libraries (8%).

3.69 2% also gave ‘other’ answers such as local magazines, GP surgeries and notice boards.

3.70 The data has also shown that 54% of those using online web searches to source information are aged under 50 years. Those aged over 50 are more likely to be using recommendations from family and friends to accessing information on being active.

Norwich – Inactive Population Survey Analysis

3.71 As per table 3.1, 22% of the Norwich survey participants are considered ‘inactive’ based on their low physical activity levels outside of their working day. However, 18.6% of those considered ‘inactive’ reported that they have a physically active job.

3.72 In order to accurately analyse the feedback and data trends from the most inactive of the Norwich population, this subsection will analyse 'Inactive' survey responses based only on the following two criterion:

- Respondents who, in the past 3 months, have not participated in an average total of 30 minutes or more of physical activity per week (outside of their job); and

- Respondents who do not have an active job that involves regular sustained physical activity as part of their working day.

3.73 A total of 415 responses were received from participants who meet the above criteria, constituting 18% of all Norwich residents who participated in the Greater Norwich Survey.

Overview of Norwich Inactive Respondents

Age

3.74 The age range of those considered to be most inactive in the Norwich area are displayed in the table overleaf.

Table 3.7 – Norwich Inactive Respondents: Age

Answer Choices	Response Percent	Responses	% Of total Norwich responses age groups
25-29	9.00%	35	20%
30-34	11.40%	44	18%
35-39	12.10%	47	18%
40-44	13.70%	53	20%
45-49	12.10%	47	19%
50-54	10.90%	42	17%
55-59	9.30%	36	16%
60-64	9.00%	35	18%
65-69	4.90%	19	12%
70-74	3.10%	12	14%
75-79	3.10%	12	24%
80-84	1.00%	4	29%
85+	0.30%	1	13%
Total	**100.0%**	**387**	No data
Total Inactive	100.00%	415	No data
Total Answered	93.30%	387	No data
Total Skipped	6.70%	28	No data

3.75 There are no under 25's represented by those considered inactive whilst those aged 25– 39 represent 30% with those aged 40 – 59 representing 43%.

3.76 20% of the inactive participants in Norwich are aged over 60, 4% of which are aged over 75.

3.77 When analysing the age groups as a percentage of the total Norwich participants, the following observations are made:

- Those aged 75-84 have the highest percentage of inactivity in Norwich
- Norwich participants aged 25-29 and 40-44 also have high levels of inactivity at 20%.

Sex

3.78 Inactive females and males both represent c.30% of each gender group of all Norwich survey participants.

3.79 88% of the inactive respondents confirmed that their gender identity is same as the gender that they were assigned at birth. 1% of respondents chose not to disclose this information whilst 11% skipped the question.

Ethnicity

3.80 The ethnicities of the inactive population are displayed in the table below.

Table 3.8 – Norwich Inactive Participants: Ethnicity

Answer Choices	Response Percent	Responses	% Of total Norwich Respondents
White British	85.5%	348	18%
White Irish	0.49%	2	7%
White Other	7.62%	28	18%
Mixed - White and Black Caribbean	0.49%	2	20%
Mixed - White and Black African	0.98%	4	33%
Mixed - White and Asian	0.24%	1	8%
Mixed Other	0.98%	4	24%
Asian British	0.98%	4	44%
Asian Pakistani	0.25%	1	100%
Asian Other	0.74%	3	43%
Black African	0.98%	4	21%
Other	1%	6	50%
Total	**100.00%**	**407**	No data
Total Inactive	100.00%	415	No data
Total Answered	98.1%	407	No data
Total Skipped	1.9%	8	No data

3.81 The majority of the inactive respondents are White British (85.5%) whilst other White ethnicities also represent 8% of the respondents.

3.82 3% of the inactive participants have Mixed ethnicities whilst Asian ethnic groups represent 3% and 1% are Black African.

3.83 When analysing the data as a percentage of the total Norwich responses received, the following observations are made:

- Asian ethnicities in Norwich have high levels of inactivity. With 44% of the Asian British participants from Norwich considered inactive. All Asian Pakistani participants are also considered inactive although it is noted that this ethnic group had a lower response rate to the survey and so the sample size will influence this statistic to a higher degree;

- Mixed White and Black African people in Norwich have high levels of inactivity (33%) as well as Mixed White and Black Caribbean (20%);

- White Irish people in Norwich have low levels of inactivity (7%), alongside Mixed White and Asian participants (8%).

Religion

3.84 The religious beliefs of the inactive survey respondents are as follows:

- No religion (64%);

- Christian (29%);

- Buddhist (0.8%);

- Hindu (0.8%);

- Muslim (1%);

- Jewish (0.5%);

- Other (4%).

3.85 'Other' religions were specified to include Agnosticism, Atheism, Paganism, and Spiritualism.

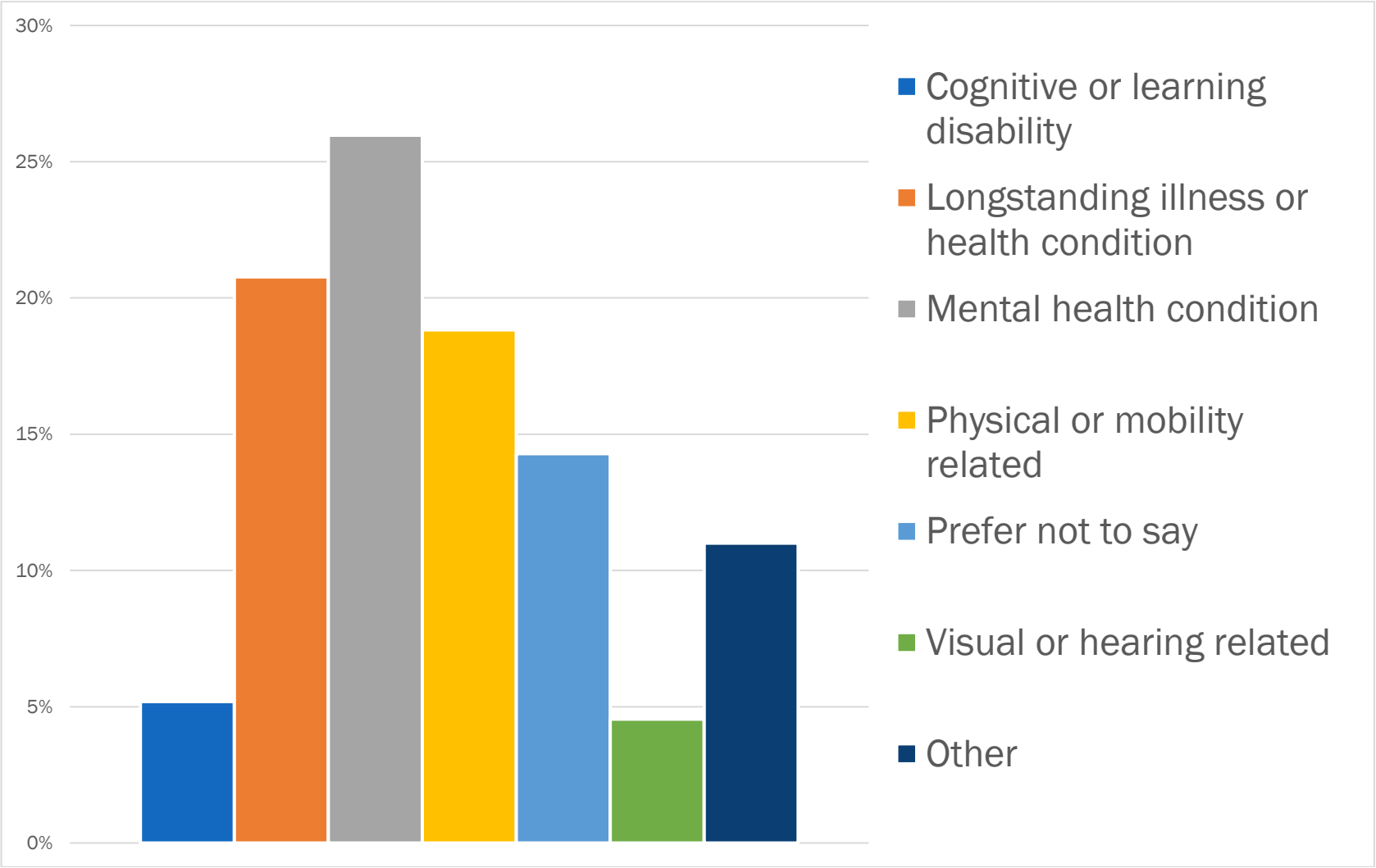
Sexuality

3.86 18% of Norwich's heterosexual participants are considered inactive, compared to 18% of Bisexual, and 23% of those who described their sexual orientation as straight or heterosexual. 19% of Norwich residents who described their sexual orientation as 'other', specifying Pansexuality, Queer and Asexuality, are considered Inactive.

Disability

3.87 24% of the inactive respondents consider themselves to be a disabled person compared to 73% who did not. 3% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 3.9 – Norwich Inactive Participants: Disability Types



3.88 The most common disability is a mental health condition (26%) whilst 21% have a longstanding health condition or illness. 19% of Norwich's inactive residents have a physical or mobility related disability.

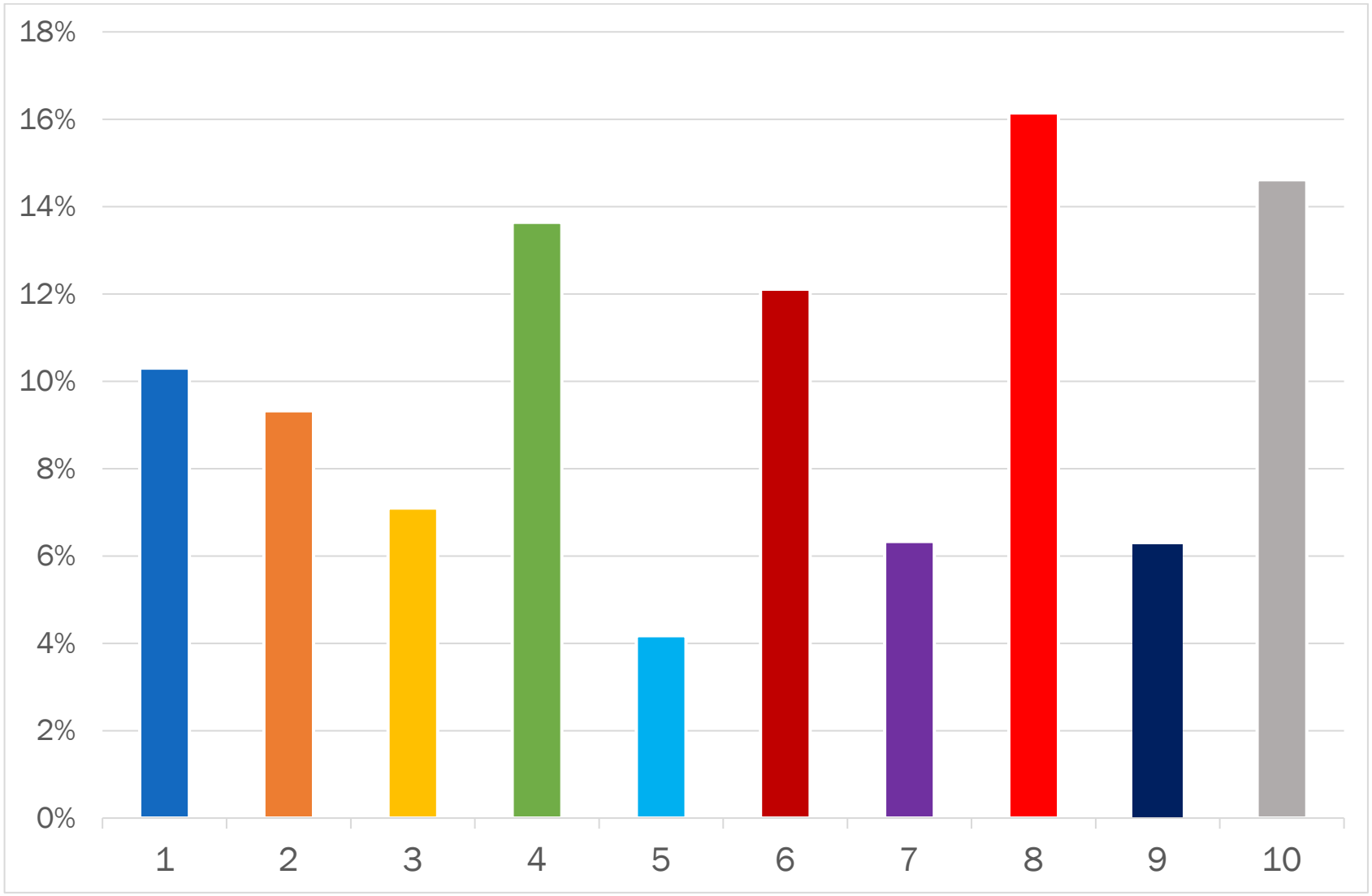
3.89 Those with visual or hearing related disabilities represent 5% of the inactive and cognitive or learning disabilities is also common amongst 5%.

3.90 14% preferred not to disclose the type of disability whilst 11% chose specified 'other', many of these included examples of injury related causes which may cause short-medium term disablement as well as examples of Long Covid.

Deprivation Deciles for Norwich Inactive Participants

3.91 Using the postcode data provided, we have identified the deprivation decile scores of the neighbourhoods in Norwich where the inactive participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 3.10 –Norwich Inactive Participants: Deprivation Deciles



3.92 As shown in the graph, the largest proportion (18%) of Norwich's inactive participants reside in LSOA's ranked decile 8, these neighbourhoods are ranked in the top 30-20% least deprived in the country. A further 15% live in a decile 10 LSOA, ranked in the top 10% least deprived in the country.

3.93 However, a significant proportion (10%) live in decile 1 LSOA, these are in the top 10% most deprived neighbourhoods in England, a further 9% live in a decile 2 neighbourhood (20% most deprived).

3.94 14% of the Active participants live in a decile 4 area which are neighbourhoods ranked in the top 40% most deprived in the country. 9% of those considered to be inactive live in the top 50-60% of the country's least deprived neighbourhoods (decile 6).

3.95 When analysing this data in the context over the deprivation data received from all Norwich participants, the following observations are made:

- 21% of Norwich participants living in a decile 1 deprivation area are considered inactive;
- Norwich participants living in a lower level of deprivation have higher levels of inactivity. For example, 66% of those living in a decile 10 area are considered inactive.

Activity Levels

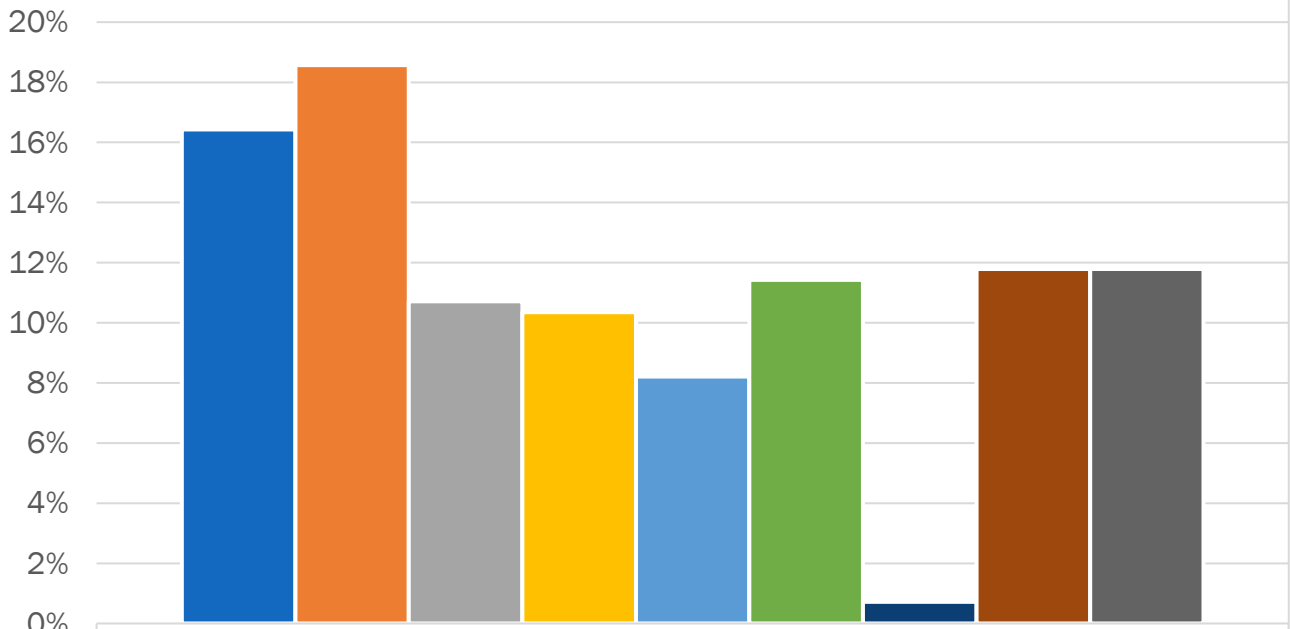
3.96 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

3.97 73% of the Norwich participants considered 'inactive' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

3.98 8% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

3.99 Inactive participants were asked to select what best described their reason for not currently being active. The results are shown in the figure overleaf.

Figure 3.11 – Norwich Inactive Participants: Reasons for Inactivity



	1
Embarassed/fear of judgement	16%
Too busy/fitness not a priority	19%
Do not enjoy physical activity	11%
Need others to motivate	10%
Fear of injury	8%
Age/injury prevents participation	11%
Extreme in nature	1%
Can't afford to participate	12%
Social distancing/worried about COVID-17	12%

3.100 As the graph shows, the most common reason is that they are too busy or their fitness is not a priority, 19% of the inactive participants gave this reason for their current levels of inactivity. 16% of the inactive said that embarrassment of their current fitness levels or fearing being judged is what prevents them from participating.

3.101 12% of the inactive said that they cannot afford to participate in the types of activities that interest them whilst a further 11% said that they do not enjoy physical activity which is why they are currently not active. 8% fear that they may become injured or experience pain from physical activity whilst 10% say they need others to motivate them to be active.

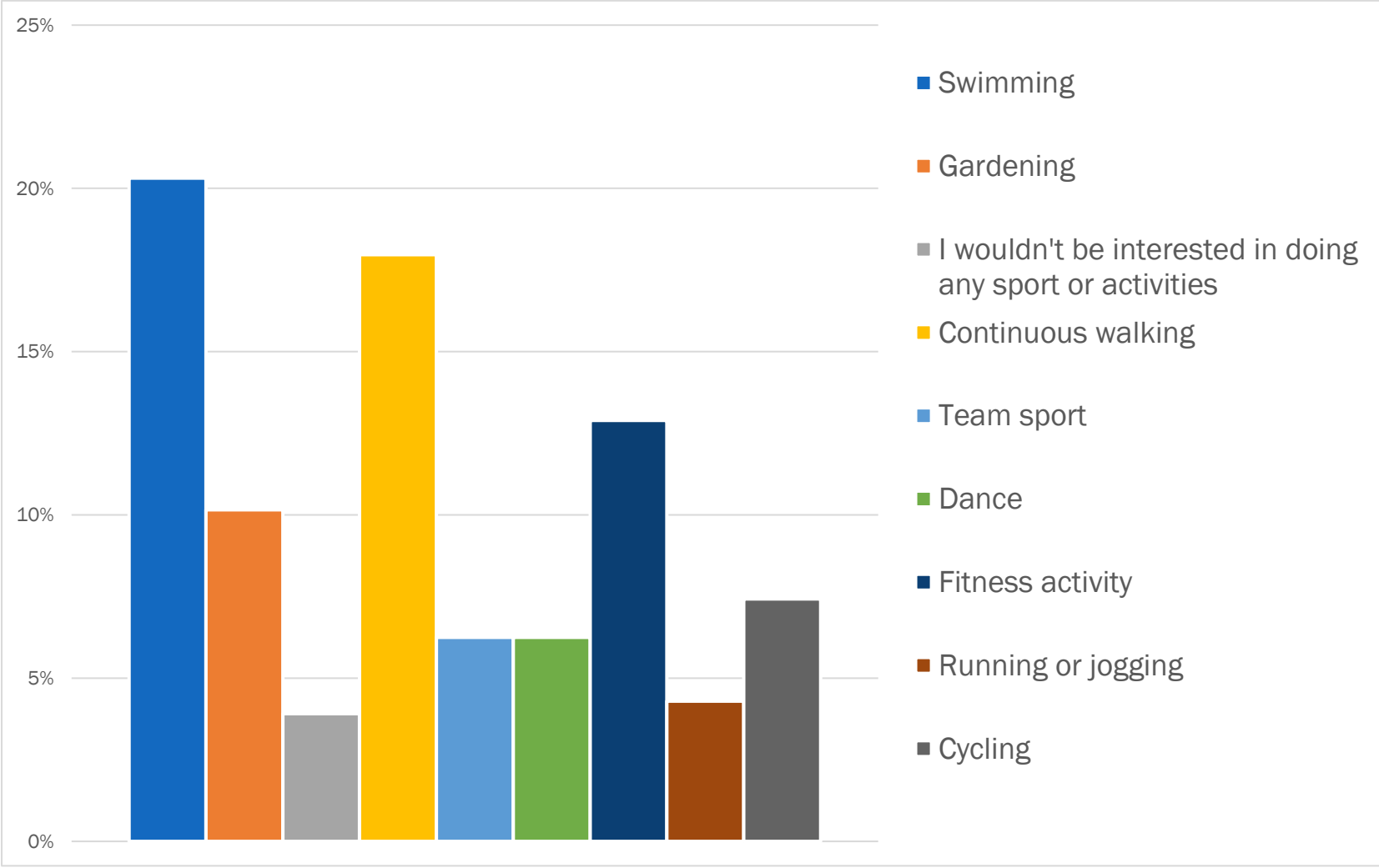
3.102 Other common reasons also include reasons relating to COVID-19, 11% are fearful of contracting the virus, are conscious of social distancing or are currently shielding, citing this as a reason for not participating in physical activity.

3.103 Financial factors are also a common reason for inactivity with 24% of the inactive survey respondents claiming that they cannot afford to participate in the physical activity that they are interested in. 1% say that their extreme nature is a reason they do not regularly participate, for example, they are inclined to either participate in lots of activities or none at all.

Activities of Interest

3.104 Those who are currently inactive were asked which activities they would be interested in taking part in. The results are displayed overleaf.

Table 3.12 – Norwich Inactive Participants: Activities of Interest



3.105 Swimming is the most popular activity of interest amongst the most inactive with 20% claiming they would be interested in participating in swimming. Continuous walking is also popular with 18% claiming they would be interested in more walking, including to and from their place of work.

3.106 13% reported that they would be interested in doing fitness activities, fitness classes, and gym style exercise.

3.107 Gardening[5] (10%), cycling (7%), dance (6%) and team sports such as football, basketball, netball or hockey (6%) are also popular.

3.108 Although less popular, 4% said they would be interested in running or jogging more. 4% said they wouldn't be interested in doing any other sport or physical activity. Locations to Participate

3.109 The Survey also sought to analyse where the inactive would consider taking part in more sports or activities. The results are as follows:

- Swimming pool (13%);
- Leisure centre (12%);
- Sports club (6%);
- Park (8%);
- Garden (5%);
- Community hall (4%);
- Waymarked routes (4%);
- Pavement/road (4%);
- Playing field (3%);
- Open water (3%);
- School/college/university leisure facilities (3%);
- Workplace leisure facilities (2%);
- Home (10%);
- Gym (8%);
- Allotment (2%);
- Cycle track (1%);
- Trampoline court (2%);
- Climbing centre (2%);
- Small-sided football centre (1%);
- Youth centre (1%);
- Running track (1%);
- Skate/BMX park (1%).

[5] Public Health England (PHE) include gardening within the remit of their definition of physical activity.

3.110 The respondents also specified other locations which were easily accessible from their homes.

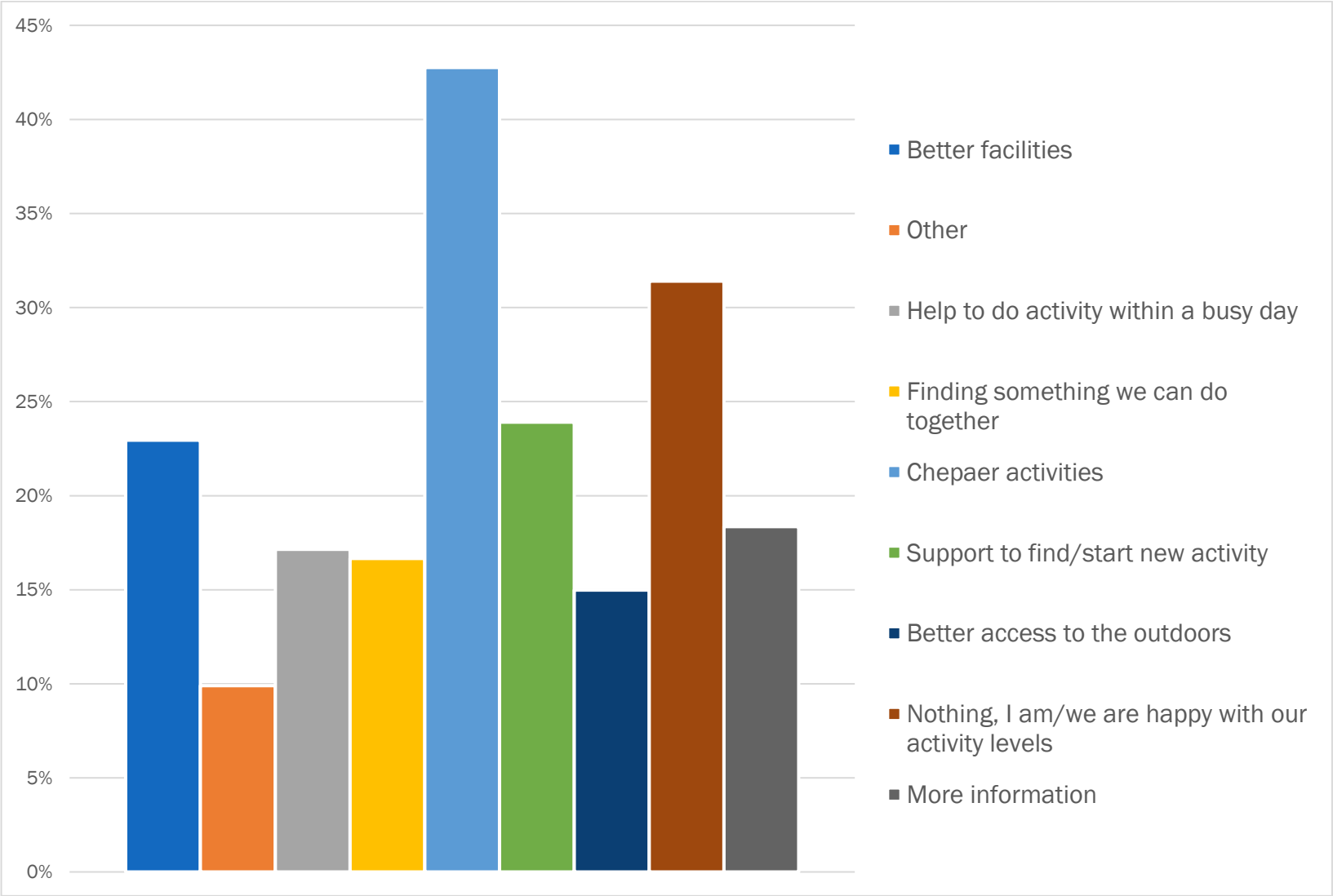
3.111 Unlike those who are currently active, the majority of the inactive respondents said they would consider participating in more physical activity/sports at a leisure facility. As swimming is the most common activity of interest amongst the inactive, it is unsurprising that 18% reported that they would considering using a swimming pool facility to become more physically active. Whilst 26% said they would use a leisure centre, gym or sports clubs.

3.112 15% said that they would consider becoming more active from home or in their garden.

Increasing Propensity to Exercise

3.113 When asked what would help encourage them to get more active, the inactive participants responded as set out in the figure overleaf.

Figure 3.13 – Norwich's Inactive Participants: Methods to Increase Activity Levels



3.114 The majority of inactive participants (43%) reported that cheaper activities would help them become more active. 23% also report that ‘better facilities’ would help them increase their activity levels. 15% reported that better access to the outdoors would encourage them to participate in more physical activity.

3.115 31% of the inactive reported that they are happy with their current activity levels and would not consider becoming more active.

COVID-19 Impact

3.116 In terms of the impact of COVID-19 on the inactive population, 55% of the currently inactive respondents reported that their importance of health and wellbeing has increased since the onset of COVID-19 whilst 43% said that the importance of their health and wellbeing had not changed. 2% reported it to be less important.

Changes to Activity Levels due to COVID-19

3.117 The Survey sought to analyse the effect of the COVID-19 pandemic on Norwich inactive residents. Those who are considered currently inactive were asked whether they would consider themselves to be currently less active than they were before the pandemic.

3.118 28% of the inactive participants reported that they were currently more active than before the emergence of COVID-19 whilst 39% said they were currently less active than before the pandemic.

3.119 Important to consider was that 33% of the currently inactive reported that their activity levels in the past 3 months are the same as they were before the emergence of COVID-19.

3.120 Inactive survey respondents were also asked whether their physical activities had increased or decreased during the lockdown periods. 53% reported that their physical activity levels had decreased during lockdown periods whilst 22% reported an increase. 25% said that their physical activity levels remained the same.

2.147 Given that the majority of the inactive are more likely to consider using leisure facilities to participate in physical activity, the closure of these facilities during the lockdown period would have had a more significant effect than those active participants who are more likely to exercise from home or use open spaces and pavements.

Information Accessibility

3.121 Participants were asked how easy they found it to access information on being active in their area. Answers were provided in a ranking format from 1 – 5 with 1 representing ‘very difficult’ and 5 representing ‘very easy’.

3.122 9% of the inactive population reported that they find it ‘very difficult’ to find this information whilst 19% ranked it a 2, suggesting they find it somewhat hard. 15% said that finding information on being active in their area was ‘very easy’ whilst 19% ranked it a 4, suggesting it was somewhat easy.

3.123 38% ranked a 3, suggesting that they found it neither very difficult nor very easy to find this information.

3.124 The areas that the inactive are most likely to go to access information on activities in their area is as follows:

- Online web search (council website, google) (80%);
- Social media (42%);
- Recommendations from family and friends (38%);
- Local facilities (leisure centres, community centres) (25%);
- Libraries (7%);
- Local sports clubs (3%).

3.125 The data reveals that both the inactive and active participants are likely to access information in the same way (online being the most common), however the inactive are slightly more likely to receive information and recommendations from family and friends.

Summary: Norwich Survey Data

3.126 When comparing the Inactive and Active participants data sets, the following observations are made:

- A slightly higher percentage of females in Norwich are considered active than males (43% compared to 41%);
- When analysing the age group data as a percentage of the overall Norwich respondents, the table shows that those aged over 80 have the lowest percentage of active participants in Norwich. Additionally, those aged 25-29 are also not at active as other age groups in Norwich with only 75% considered active. Those aged 65-69 in Norwich have the highest percentage of activity in the age group at c.83%;
- Asian ethnicities in Norwich have high levels of inactivity. With 44% of the Asian British participants from Norwich considered inactive. All Asian Pakistani participants are also considered inactive although it is noted that this ethnic group had a lower response rate to the survey and so the sample size will influence this statistic to a higher degree;

- Mixed White and Black African people in Norwich also have high levels of inactivity (33%) as well as Mixed White and Black Caribbean (20%);

- There is a slightly higher percentage of inactive people who consider themselves to be disabled than active (24% compared to 21%) whilst the types of disabilities vary. For example, inactive people have a slightly higher percentage of mental health disabilities (26% compared to 24% in the active group) whereas the active participants are more likely to have a physical or mobility related disability (26% compared to 19% of the inactive);

- Interestingly, there is a larger percentage of active people living in areas of low deprivation than inactive people. For example, 31% of the active participants in Norwich live in a decile 1 (top 10% most deprived) LSOA, compared to just 10% of the active. In contrast, 15% of the inactive live in a decile 10 LSOA (top 10% least deprived), compared to 6% of the active;

- In the context of the overall the deprivation data received from all Norwich participants; the survey reveals that Norwich people are more likely to be active if they are living in a higher deprivation area. This is significant as it conflicts with current research suggesting that people living in higher deprivation areas find it more difficult to engage in physical activity. It may be assumed that those living in more affluent areas struggle to accommodate physical activity into their working schedule, given that the more common reason for inactivity is being ‘too busy’. The strategy may note this to establish what interventions are required to target those living in lower deprivation areas also;

- The most common reasons for inactivity are being too busy (19%) or feeling embarrassed of fear of being judged (16%). The most common motivation for active people to participate in physical activity is to improve their health and fitness (50%) and for the mental wellbeing benefits (43%);

- Continuous walking and fitness activity are the most common activity types amongst those currently considered active. Whereas swimming (20%) and continuous walking (18%) are the most appealing sports to those that do not currently participate in regular physical activity;

- Those who are currently physically active are more likely to work out from home or use open spaces and road/pavements to exercise. 25% of the active participants currently use a gym or leisure centre for their main activity. However, only 20% of the inactive said they would consider using these leisure facilities to participate in physical activity whilst only 4% said they would consider using a road/pavement;

- When asked to feedback on their current facilities, a high percentage of active participants reported that the facility they currently use is not accessible to those requiring additional support. 18% of those that provided this feedback consider themselves disabled. Attention may be drawn to the fact that the majority of the inactive disabled people in Norwich have a mobility related disablement. Interventions may be required to ensure that the access at these facilities does not deter this group from participating in physical activity;

- A significant percentage of active participants also reported that their current facility required repair or investment. The majority of this feedback was in relation to facilities at Wensum Sports Centre, Anderson's Meadow, University East Anglia Sports Park and Riverside Leisure Centre;

- The inactive reported that cheaper activities would encourage them to participate in more physical activity (43%) with others stating that 'better facilities' and better access to the outdoors would increase their propensity to exercise. However, 31% reported that they were not interest in becoming more active;

- In terms of the effects of the COVID-19 pandemic When compared to the responses from those who are currently active, the survey data suggests the lockdown periods to have more significant effect on the activity levels of the inactive. For example, 53% of the inactive reported that their activity levels had decreased whilst in lockdown, this is higher than the 45% of active participants;

- 27% of the active participants reported that they were walking more than before the pandemic with 24% exercising from home more. 33% of the inactive said that their activity levels had remained the same as they were before the pandemic;

- 17% of those who are currently active stated that they found information about being active 'very easy' to obtain, compared to 15% of the inactive. 8% of the active reported it was 'very difficult' to obtain information, compared to 9% of the inactive;

- The data reveals that both the inactive and active participants are likely to access information through similar channels (online being the most common).

South Norfolk

Introduction

4.1 This section provides the analyse of the results of the Survey for respondents living in the South Norfolk local authority area only.

4.2 This section is divided into analysis of the active and inactive survey respondents. Whilst some comparisons will be made throughout, an executive summary of the highlighted differences between the active and inactive survey data is located at the end of this section 4.

4.3 For the purposes of this analysis, the responses have been divided as follows:

- **Active participants** - those who, in the past 3 months, have participated in an average total of 30 minutes or more of physical activity per week (outside of their job);
- **Inactive participants** - those who, in the past 3 months, have *not* participated in an average total of 30 minutes or more of physical activity per week (outside of their job).

4.4 The response data is as per the table below.

Table 4.1 – South Norfolk Active and Inactive Survey Responses

Category	**Total Number**	**% Overall Survey Responses**
Active	303	82%
Inactive	68	18%
Total	**371**	**100%**

South Norfolk – Active Population Survey Analysis

4.5 This subsection focuses on the group of participants who are deemed to be 'active' based on their responses in the Survey, this group constitutes c. of the participants in the overall survey.

4.6 For context, c.84% of those considered 'active' for the purposes of this section, do not have a job that involved regular sustained physical activity as part of their working day.

Overview of Active Respondents

Age

4.7 The age range of those considered to be active in the South Norfolk area are displayed in the table below.

Table 4.2 – South Norfolk Active Respondents: Age

Answer Choices	Response Percent	Responses	% Of overall South Norfolk Participants
25-29	2.0%	6	75%
30-34	7.3%	22	76%
35-39	10.2%	31	82%
40-44	11.2%	34	71%
45-49	14.2%	43	90%
50-54	11.2%	34	76%
55-59	13.2%	40	83%
60-64	11.9%	36	88%
65-69	7.3%	22	88%
70-74	5.0%	15	88%
75-79	2.0%	6	67%
80-84	1.0%	3	100%
Total	**100.0%**	**292**	No data
Total Active	100.00%	303	No data
Total Answered	96.4%	292	No data
Total Skipped	3.6%	11	No data

4.8 There are no under 25's represented by those considered active whilst those aged 25– 39 represent 20% with those aged 40 – 59 representing 52%. 28% of the active participants in South Norfolk are aged over 60, 3% of which are aged over 75.

4.9 When analysing the active participants age groups as a percentage of the overall South Norfolk data, the following observations are made:

- Those aged 75-79 represent the lowest percentage of active participants in South Norfolk with only 67% of this age group considered active;
- Those aged 40-44 in South Norfolk also have low activity rates with only 71% of the age group in South Norfolk considered active;
- 100% of those aged 80-84 who responded to the survey from South Norfolk are considered active. However, it must be noted that, as this age group has a very low response rate in the survey, the sample size of this statistic has a more significant larger impact for the purpose of this analysis.

Sex

4.10 83% of South Norfolk's female respondents are considered active, compared to 81% of South Norfolk males.

4.11 88% of the active respondents also confirmed that their gender identity is the same as that assigned to them at birth. The remaining 12% chose not to disclose this information.

Ethnicity

4.12 The ethnicities of the inactive population are displayed in the table below.

Table 4.3 – South Norfolk Active Participants: Ethnicity

Answer Choices	Response Percent	Responses	% of overall South Norfolk Participants
White British	94.92%	280	83%
White Irish	1.02%	3	100%
White Other	2.03%	6	50%
Mixed - White and Asian	0.34%	1	50%
Asian Other	0.34%	1	100%
Black African	0.34%	1	100%
Black Caribbean	0.34%	1	100%
Other	0.34%	1	100%
Total	**100.0%**	**295**	No data
Total Active	100%	303	No data
Total Answered	97.36%	295	No data
Total Skipped	2.64%	8	No data

4.13 The majority of the active respondents are White British (95%). Other white ethnicities also represent c.3% of the respondents. Minority ethnic groups represent under 3% of the active participants.

4.14 The small sample size of the responses received in regard to ethnic diversity amongst active South Norfolk participants has a greater impact on this evaluation when analysing the data as a percentage of the overall South Norfolk responses. However, the following observations are made:

- All of the Asian, Black African and Black Caribbean respondents who participated in the survey from South Norfolk are considered active. The same can be said for the White Irish participants;

- Only 50% of those Mixed White and Asian and 'other White' participants from South Norfolk are considered active;

- 83% of South Norfolk's White British participants are considered active.

Religion

4.15 The religious beliefs of the active survey respondents are as follows:

- No religion (50%);
- Christian (38%);
- Buddhist (<1%);
- Muslim (<1%);
- Jewish (<1%);
- Other (4%).

4.16 8% preferred not to answer this question. 'Other' religions were specified to include Paganism, Quaker, Atheism and Agnosticism.

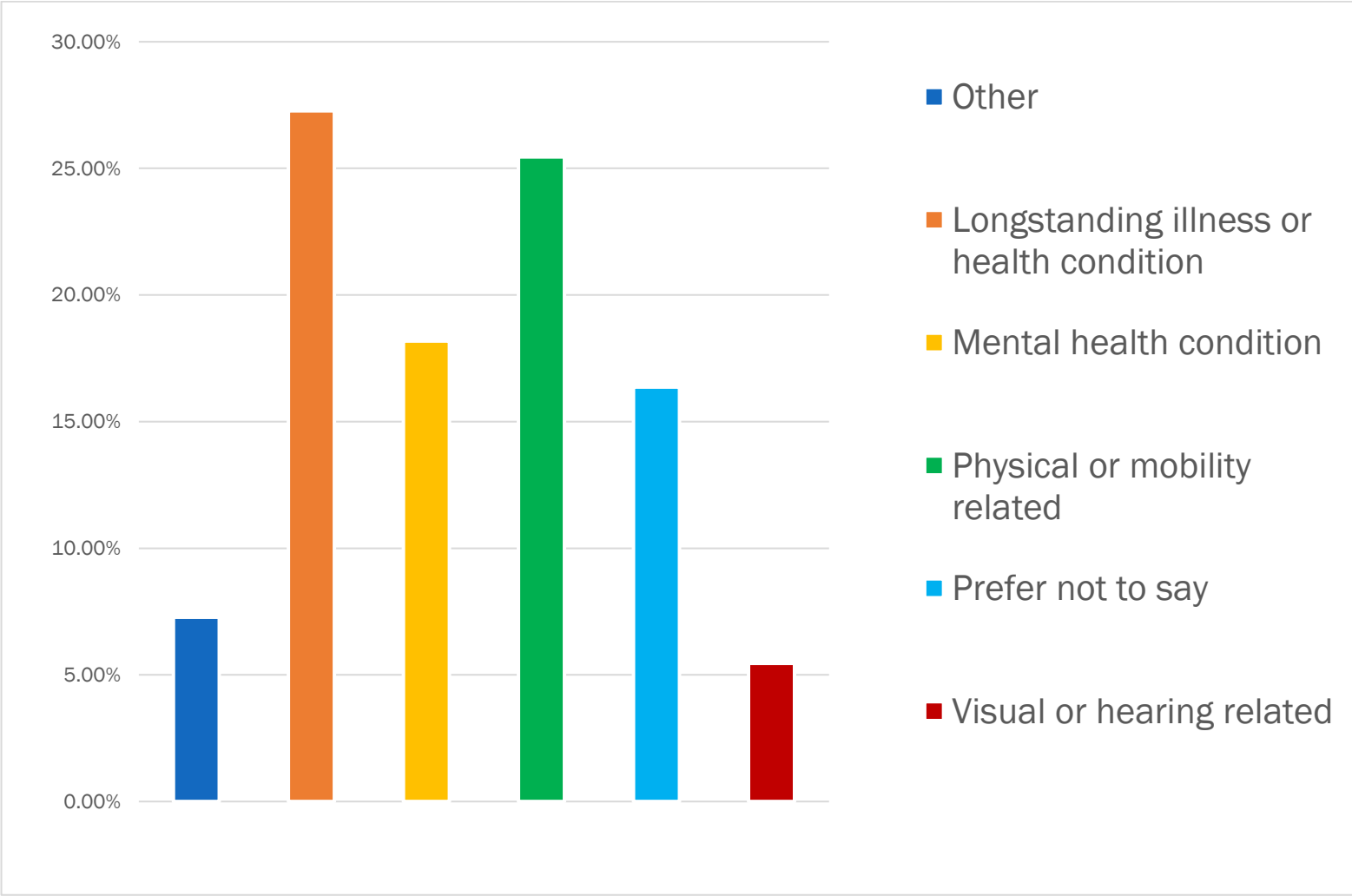
Sexuality

4.17 83% of South Norfolk's heterosexual participants are active. 71% of South Norfolk participants who described their sexual orientation as bisexual, gay or lesbian are considered active. 100% of those who described themselves as 'other' sexualities are considered active.

Disability

4.18 12% of South Norfolk's active respondents consider themselves to be a disabled person compared to 85% who do not. 3% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 4.1 – South Norfolk Active Participants: Disability Types



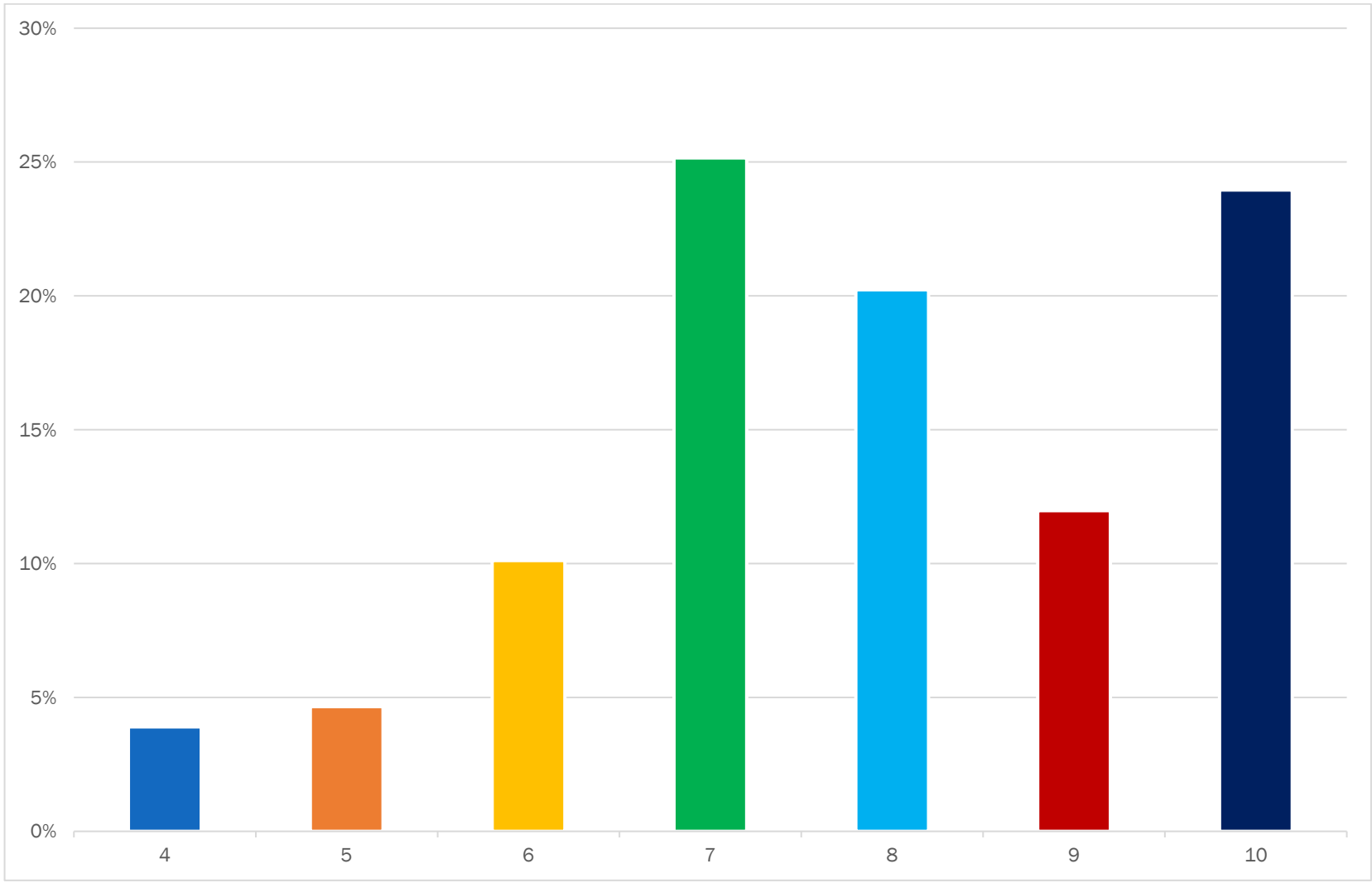
4.19 The most common disability amongst the active participants is a longstanding illness or health condition (27%) whilst 25% also have a physical or mobility related disability. 18% of the active participants have a mental health condition whilst 5% have a visual or hearing related disablement.

4.20 16% preferred not to disclose the type of disability whilst 7% specified ‘other’, examples were combinations of the above and injuries that may cause short to medium term disablement.

Deprivation Deciles for Active Participants in South Norfolk

4.21 Based on the postcode data provided, we have identified the deprivation decile scores of the neighbourhoods (LSOA’s) in South Norfolk where the active participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 4.2 – Active Participants: Deprivation Deciles



4.22 None of the active participants from South Norfolk live in a decile 1, 2 or 3 LSOA. As shown in the graph, the largest proportion of the active participants (25%) reside in LSOA's ranked in decile 7, these people live in the top 40-30% least deprived neighbourhoods in England. A further 24% of the participants live in a decile 10 area in South Norfolk, these neighbourhoods are in the top 10% least deprived in England.

4.23 4% of the Active participants live in a decile 4 area which are neighbourhoods ranked in the top 40% most deprived in the country whilst a further 5% live in a decile 5 area, ranked in the top 50% most deprived.

4.24 When analysing this data, it is important to note that, according to the IMD 2019 data, South Norfolk as a Local Authority does not have any neighbourhoods considered a decile 1, 2 or 3 area.

4.25 We have sought to analyse this data in the context of deprivation data for the entirety of South Norfolk participants. 85% of South Norfolk survey participants living in the areas with highest levels of deprivation (Decile 4) are considered active. This is lower than those living in areas of low deprivation, decile 10, where 90% of the participants are active.

Activity Levels

4.26 Participants were asked to state, in the past 4 weeks, how many days they had been physically active[6] for at least 30 minutes per day. The results are shown in the graph below.

Table 4.4 – South Norfolk Active Participants – Past 4 Weeks

Average Number of Days	% Of Respondents
Less than once a week	8%
1 to 2 times a week	23%
2 to 3 times a week	11%
3 to 4 times a week	14%
4 to 5 times a week	6%
5 to 6 times a week	18%
6 to 7 times a week	8%
Every day (28 days)	13%

[6] For the purposes of the survey, 'physical activity' was defined as taking part in an activity or activities which raise your breathing rate (outside of work).

4.27 As shown in the table, the majority of respondents (23%) report that, on average, they were active once or twice a week over the previous 4 weeks or 5 to 6 times a week (18%). 14% were active were active three to four times a week whilst 13% were active every day in the 28 days.

4.28 Active participants were also asked to state how many days they had done a total of 30 minutes or more of physical activity in the past 7 days. The results are detailed in table 4.5 below.

Table 4.5 - South Norfolk Active Participants – Past 7 Days

Average Number of Days	% Of Respondents	Average Minutes per Week
0	1%	< 30
1	10%	30
2	17%	60
3	14%	90
4	13%	120
5	18%	150
6	8%	180
7	19%	210

4.29 In accordance with the Sport England's definition, the Survey responses show that c.54% of the 'active' participants are considered to be 'Fairly Active'. These people complete an average of 30-149 minutes a week of physical activity a week.

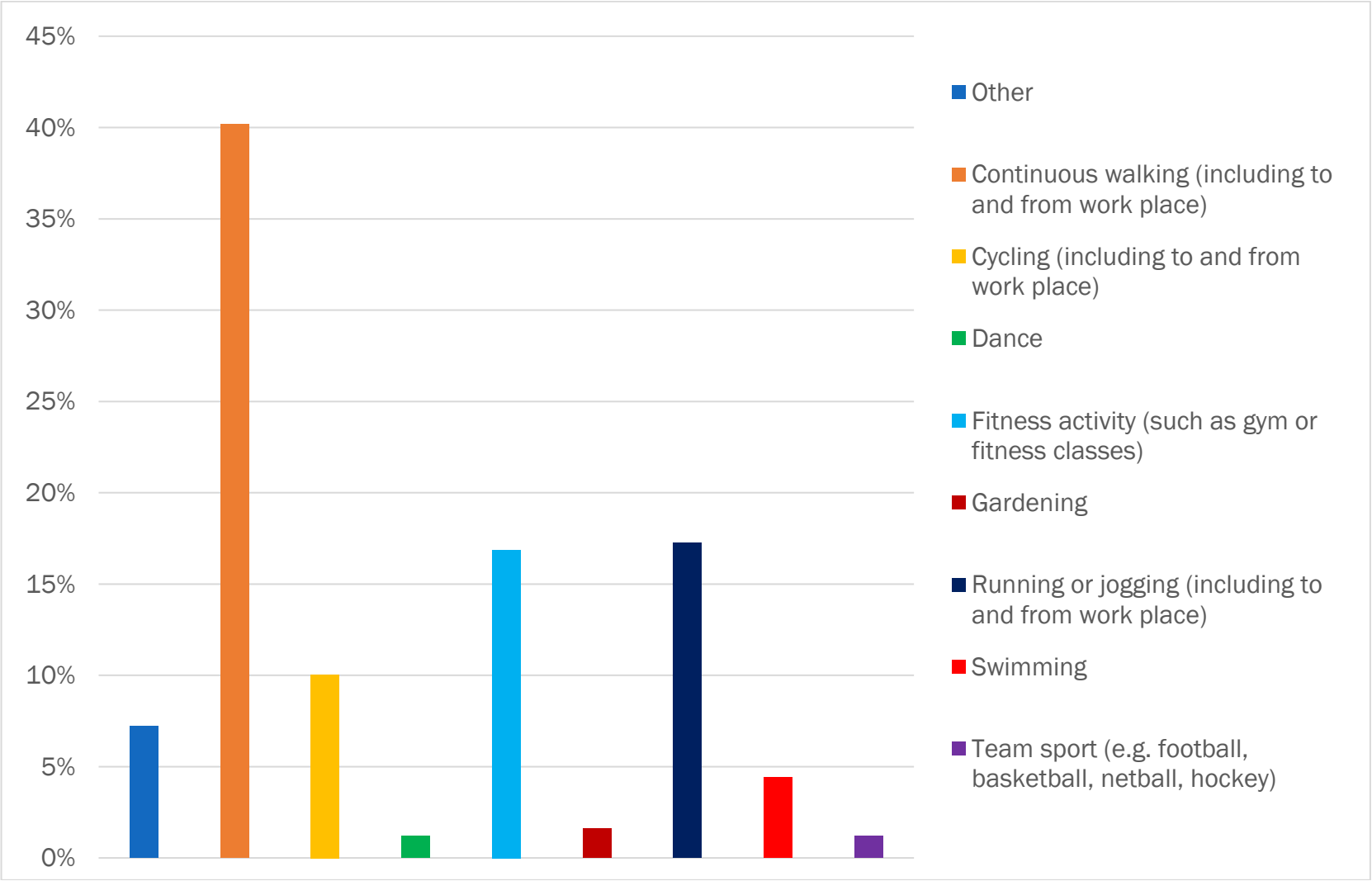
4.30 According to Sport England, c.45% of the active respondents are considered 'Active', by participating in over 150 minutes or more minutes of physical activity per week.

4.31 C.1% of the active participants are considered to be 'Inactive' in the past 7 days, having completed less than 30 minutes of physical activity in the week prior to completing the survey.

Types of Activities

4.32 South Norfolk's active participants were asked what they considered to be their main type of physical activity. The results are displayed in the figure overleaf.

Figure 4.3 – South Norfolk Active Participants: Main Activity Types



4.33 Continuous walking is the most common with 40% of South Norfolk's active respondents reporting this as their main type of physical activity. The second most popular is running or jogging and 'fitness activity' (gym or fitness classes) with 17% of the respondents reporting either of these activities as the main way they stay active.

4.34 Cycling is also popular amongst 10% of the active participants.

4.35 Swimming is less common as a main activity amongst active participants at 4%, as well as gardening (2%), team sports (such as football, basketball, hockey and netball) (1%) and dance (1%).

4.36 7% of the respondents chose 'other' activities as their main activity type. These included the following:

- Racquet sports such as: tennis, badminton and pickleball;
- Horse Riding;
- Yoga;
- Rowing and Angling;
- Archery.

Motivations to participate

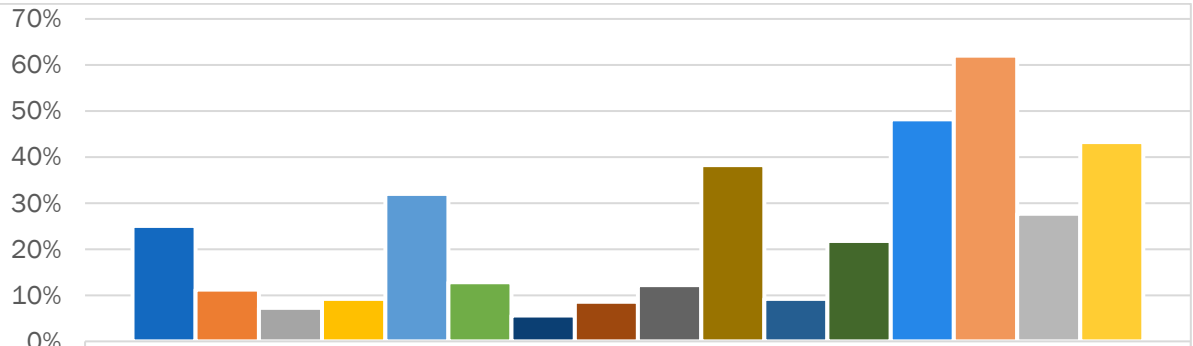
4.37 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

4.38 94% of the participants considered 'active' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

4.39 None of the participants regarded it as 'not important at all' and less than 1% ranked it as a 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

4.40 The survey asked respondents to describe their reasons for taking part in their main physical activity. The themes of the responses are detail in the figure overleaf.

Figure 4.4 – South Norfolk Active Participants: Motivations for Participating



	1
To have fun	25%
Other	11%
For the adrenaline rush	7%
For the lifestyle and culture associated with the activity	9%
To explore/be close to nature	32%
To get to a place	13%
To have an adventure	6%
To compete	9%
To progress in my sport/activity	12%
To lose weight or get in shape	38%
To improve my skills	9%
To socialise or spend time with friends/family	22%
For my mental wellbeing	48%
To improve my health and fitness	62%
To challenge myself	28%
To relax and unwind	43%

4.41 According to the active participants, the most common motivation to participating in their main sport/activity is to improve their health and fitness (62%). Mental wellbeing (48%) and to relax and unwind (43%) are also common reasons for participation.

4.42 To lose weight is also a main motivation for 38% of the respondents as well as to explore or be close to nature (32%). 25% of the participants regularly participate in physical activity for fun.

Locations for Participation

4.43 Respondents were asked where they participated in their main activity. The following locations were provided as answers:

- Pavement/road (34%);
- Waymarked routes (23%);
- Home (16%);
- Park (9%);
- Gym (7%);
- Garden (7%);
- Leisure Centre (7%);
- Community hall (5%);
- Swimming Pool (4%);
- Playing fields (4%);
- Sports club (4%);
- Open water (3%);
- Cycle track (2%);
- Allotment (1%);
- School/college/university leisure facilities (1%);
- Tennis courts/facilities (1%);
- Small-sided football centre (<1%);
- Running track (1%);
- Skate/BMX park (<1%);
- Other (14%).

4.44 The most common locations are pavements roads. and waymarked routes, this is consistent with the number of respondents who report continuous walking as their main activity type. Parks are also common at 9%.

4.45 Whilst 16% of people said that they participate in their main activity from home and 7% use their garden.

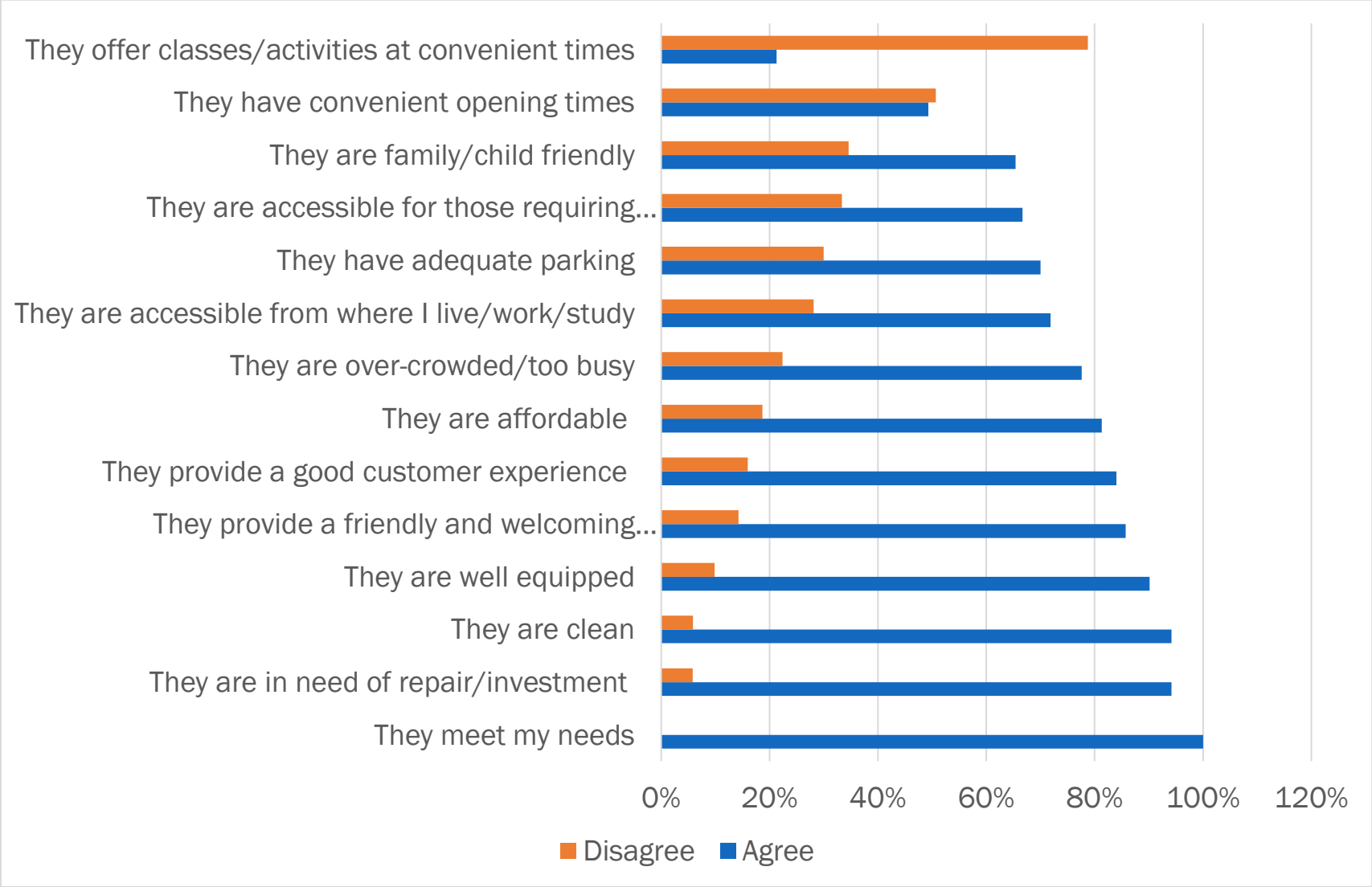
4.46 14% of the respondents said that they use leisure centres or gyms whilst only 4% use sports clubs.

4.47 Only 1 out of the top 5 most common destinations is a sport or leisure facility (gym). This is unsurprising given the COVID-19 pandemic forcing the closure of sports and leisure facilities for substantial periods over the past 2 years. Many active people adapted to continuing their physical activities in a way in which was compliant with government guidelines such as at home or in open spaces.

Quality of Leisure Facilities

4.48 The survey asked those active participants how much they agreed with a series of statements. The results are detailed in the table overleaf.

Table 4.6 – South Norfolk Active Participants: Quality of Leisure Facilities



4.49 The following key positives are relayed form this response:

- 100% of the respondents agree that their facility meets their needs;
- 94% agree that the facility they use is clean;
- 90% agree that it is well equipped;
- 86% agree it provides a welcoming and friendly environment;
- 84% agree that it provides a good customer experience;
- 81% agree that it is affordable;
- 79% agree that the facility offers classes/activities at convenient times.

4.50 Whilst the majority of the feedback on these statements is positive, there are a number of key areas for consideration such as:

- 94% agreed that the facility they use requires repair or investment;
- 78% believe it is over-crowded or too busy;
- 49% do not agree that it has convenient opening times;
- 28% do not believe it is accessible from where they live/work/study;
- 30% do not agree that their facility has adequate parking;
- 33% do not feel it is accessible for people requiring additional support;
- 35% do not feel their facility is child/family friendly.

4.51 Those participants that reported their current facility requires repair or investment are users of the following sites:

- Harleston Leisure Centre;
- Bungay Pool;
- University of East Anglia Sports Park;
- Wymondham Leisure Centre;
- Long Stratton Leisure Centre.

4.52 22% of those that reported that their current facility is accessible for people requiring additional support stated that they consider themselves disabled. These participants were users of Wensum Sports Centre, Waveney Valley Leisure Centre and Easton College Sports Hall.

Travelling to Participate

4.53 Active participants were asked to state how they travelled to take part in their main activity. The answers are detailed in table 4.7 below. Please note that participants were able to choose multiple applicable answer choices.

Table 4.7 – Active Participants: Means of Travel to Participate

Answer Choice	Responses
Walk	38%
Car	36%
Motorbike/Moped	<1%
Bicycle	10%
Bus	2%
Train	1%
Exercise at home so don't travel	15%
Other	6%

4.54 Walking is the most common way participants travel to take part in their main activity (38%). 36% of the respondents also use a car or motorbike/moped and 10% use a bicycle. Public transport is less common with only 3% using a bus or train.

4.55 4% chose 'other' means with the majority specifying that they conduct their main activity direct from their home or workplace such as running or walking with their route originating and ending at their home or workplace. 15% conduct their exercise from home and so do not travel.

COVID-19 Impact

4.56 The active participants were asked how the importance of their health and wellbeing had changed since the onset of COVID-19:

- 48% said it was more important;
- 51% said there was no change;
- 1% said it was less important.

Changes to Activity Levels due to COVID-19

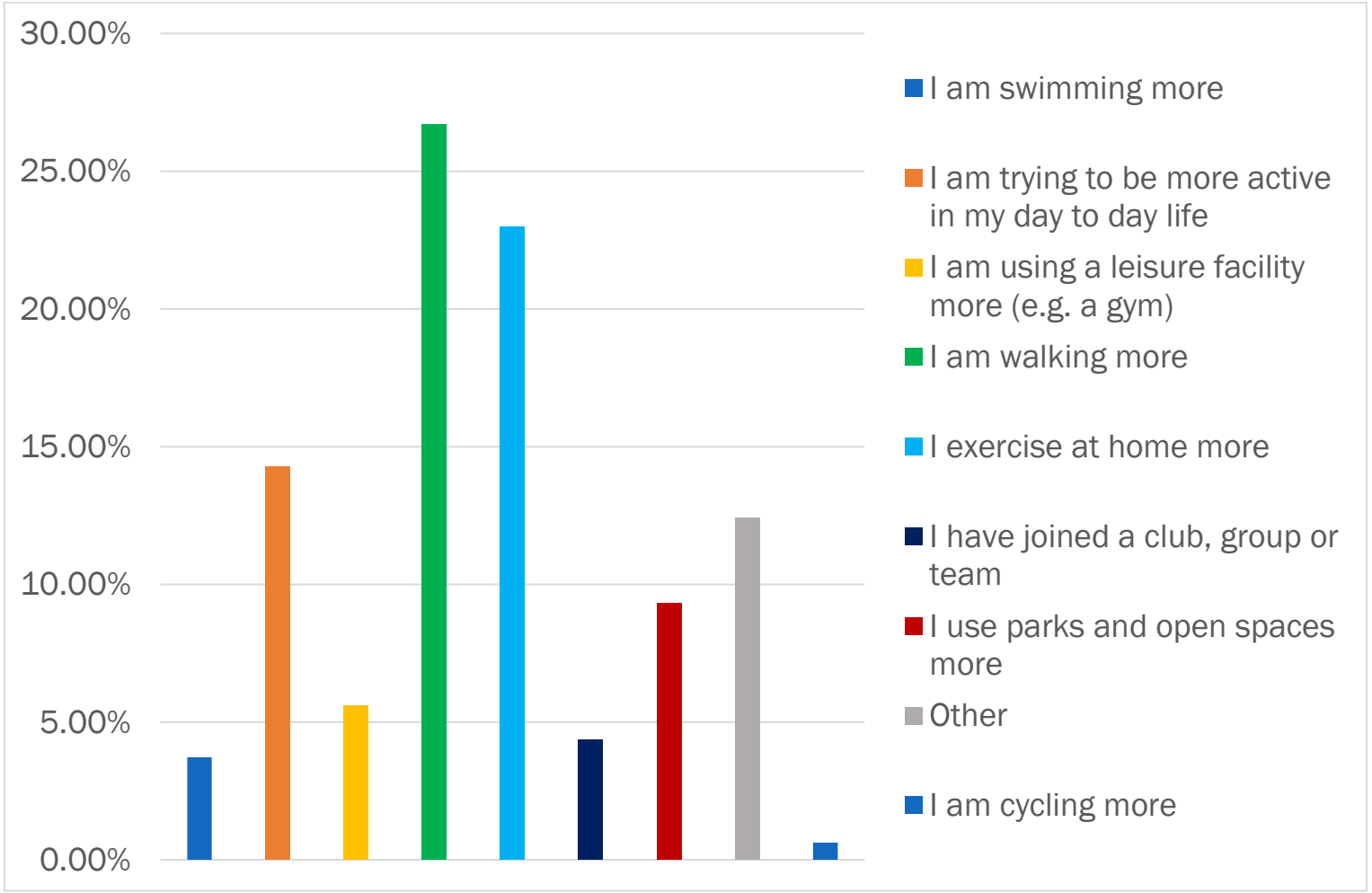
4.57 32% of the active participants said that their activity levels had decreased during the lockdown periods whilst 42% said that their activity levels had increased. 26% reported their activity levels to have remained the same during the lockdown periods.

4.58 31% would consider themselves currently (over the past 3 months) to be more active than they were since the emergence of COVID-19 in 2020 whilst 30% would consider themselves to be less active. 39% said that they had the same activity levels currently than they had prior to COVID-19.

4.59 Despite this, 57% of the active participants report that they ways in which they participated in physical activity had changed since the COVID-19 lockdowns beginning in March 2020.

4.60 The most common ways in which participants reported their changes in activity habits are shown in Figure 4.5 overleaf.

Figure 4.5 – Active Participants: Changes to Activity Habits Since COVID-19



4.61 The most common change in activity habits is that active participants are walking more (27%). Many are also exercising at home more (23%) whilst 14% are making an effort to be more active in their daily life.

Information Accessibility

4.62 The survey asked participants to rank how easy it is to find information on being active in their areas (including being active in their own home). Answers were given on a scale of 1-5 with 1 being very difficult and 5 being very easy.

4.63 41% ranked 3 in response to this question, suggesting that they felt that information was neither very difficult nor very easy to obtain. 16% stated that information was ‘very easy’ (5) to obtain whilst 20% ranked it a 4, suggesting they found it somewhat easy.

4.64 8% reported that information was ‘very difficult’ (1) to obtain whilst 15% ranked 2, suggesting they found it somewhat difficult to obtain information on being active in their area.

4.65 Participants were also asked where they would go for information on activities in their area. The results are as follows:

- Online web search (council website, google) (82%);
- Social media (45%);
- Recommendations from family and friends (34%);
- Local facilities (leisure centres, community centres) (34%);
- Local sports clubs (31%);
- Libraries (10%);
- Other (5%).

4.66 2% also gave ‘other’ answers such as local magazines and notice boards.

4.67 Those participants that reported relying on local sports clubs to access information are predominantly aged over 50 years whereas those who utilise social media channels for this information are aged under 40 years.

South Norfolk – Inactive Population Survey Analysis

4.68 As per paragraph 4.1, 18% of the overall survey participants are considered 'inactive' based on their low physical activity levels outside of their working day. However, 21% of those considered 'inactive' reported that they have a physically active job.

4.69 In order to accurately analyse the feedback and data trends from the most inactive of the South Norfolk population, this subsection will analyse 'Inactive' survey responses based only on the following two criterion:

- Respondents who, in the past 3 months, have not participated in an average total of 30 minutes or more of physical activity per week (outside of their job); and

- Respondents who do not have an active job that involves regular sustained physical activity as part of their working day

4.70 A total of 54 responses were received from participants who meet the above criteria, constituting 15% of all South Norfolk residents who participated in the Greater Norwich Survey.

Overview of South Norfolk Inactive Respondents

Age

4.71 The age range of those considered to be most inactive in the South Norfolk area are displayed in the table below.

Table 4.8 – South Norfolk Inactive Respondents: Age

Answer Choices	Response Percent	Responses	% of Overall South Norfolk Participants
25-29	3.8%	2	
30-34	9.4%	5	26%
35-39	11.3%	6	18%
40-44	22.6%	12	29%
45-49	7.5%	4	10%
50-54	17.0%	9	24%
55-59	7.5%	4	17%
60-64	9.4%	5	12%
65-69	3.8%	2	12%
70-74	3.8%	2	12%

Answer Choices	Response Percent	Responses	% of Overall South Norfolk Participants
75-79	3.8%	2	33%
Total	**100.0%**	**53**	No data
Total Inactive	100.0%	54	No data
Total Answered	98.1%	53	No data
Total Skipped	1.9%	1	No data

4.72 There are no under 25's represented by those considered inactive whilst those aged 25– 39 represent 25% with those aged 40 – 59 representing 55%.

4.73 21% of the inactive participants in South Norfolk are aged over 60, 4% of which are aged over 75.

4.74 When analysing the data in the context of overall South Norfolk survey responses, the highest levels of inactivity are displayed in those aged 75-79 with 33% of these participants considered inactive. Those aged 40-44 also have high levels of inactivity at 29% alongside those aged 30-34 (26%).

4.75 Those aged 45-49 in South Norfolk have the lowest levels of inactivity (10%) whilst those aged 60-74 also have inactivity levels at around 12%.

Sex

4.76 Around 14% of South Norfolk's females are considered inactive, compared to 15% of the males.

4.77 85% of the inactive respondents confirmed that their gender identity is same as the gender that they were assigned at birth. 2% of respondents chose not to disclose this information whilst 13% skipped the question.

Ethnicity

4.78 The ethnicities of the inactive population are displayed in the table overleaf.

Table 4.9 – South Norfolk Inactive Participants: Ethnicity

Answer Choices	Response Percent	Responses	% of Overall South Norfolk Response
White British	86.5%	45	13%
White Other	9.6%	5	42%
Mixed - White and Asian	1.9%	1	50%
Asian Indian	1.9%	1	100%
Total	**100.00%**	**52**	No data
Total Inactive	100.00%	54	No data
Total Answered	96.3%	52	No data
Total Skipped	3.7%	2	No data

4.79 The majority of the inactive respondents are White British (86.5%) whilst other White ethnicities also represent 9.6% of the respondents. Under 4% of the inactive participants are from ethnic minorities.

4.80 The small sample size of the ethnic groups in the South Norfolk survey responses must be considered when analysing the percentage as a representation across all South Norfolk participants. However, the following observations are made:

- All Asian Indian respondents from South Norfolk are considered inactive;
- 50% of the Mixed White and Asian respondents from South Norfolk are inactive;
- 13% of the White British South Norfolk respondents are inactive whilst 42% of those 'other White' ethnic groups are inactive.

Religion

4.81 The religious beliefs of the inactive survey respondents are as follows:

- No religion (67%);
- Christian (33%).

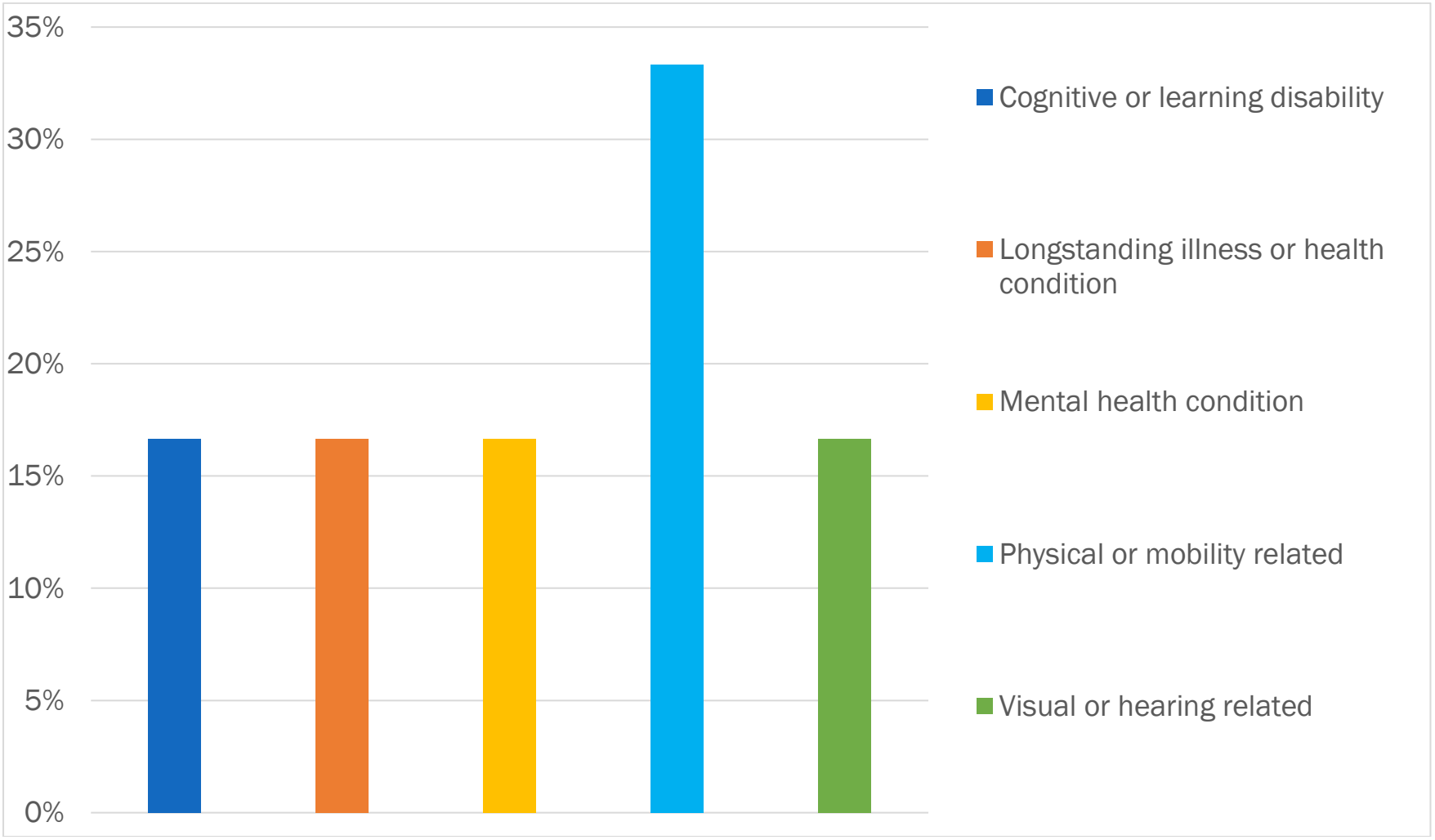
Sexuality

4.82 91% of the inactive respondents describe their sexual orientation as straight or heterosexual whilst 4% are gay or lesbian and 6% preferred not to answer this question.

Disability

4.83 9% of the inactive respondents consider themselves to be a disabled person compared to 89% who did not. 2% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 4.6 – South Norfolk Inactive Participants: Disability Types

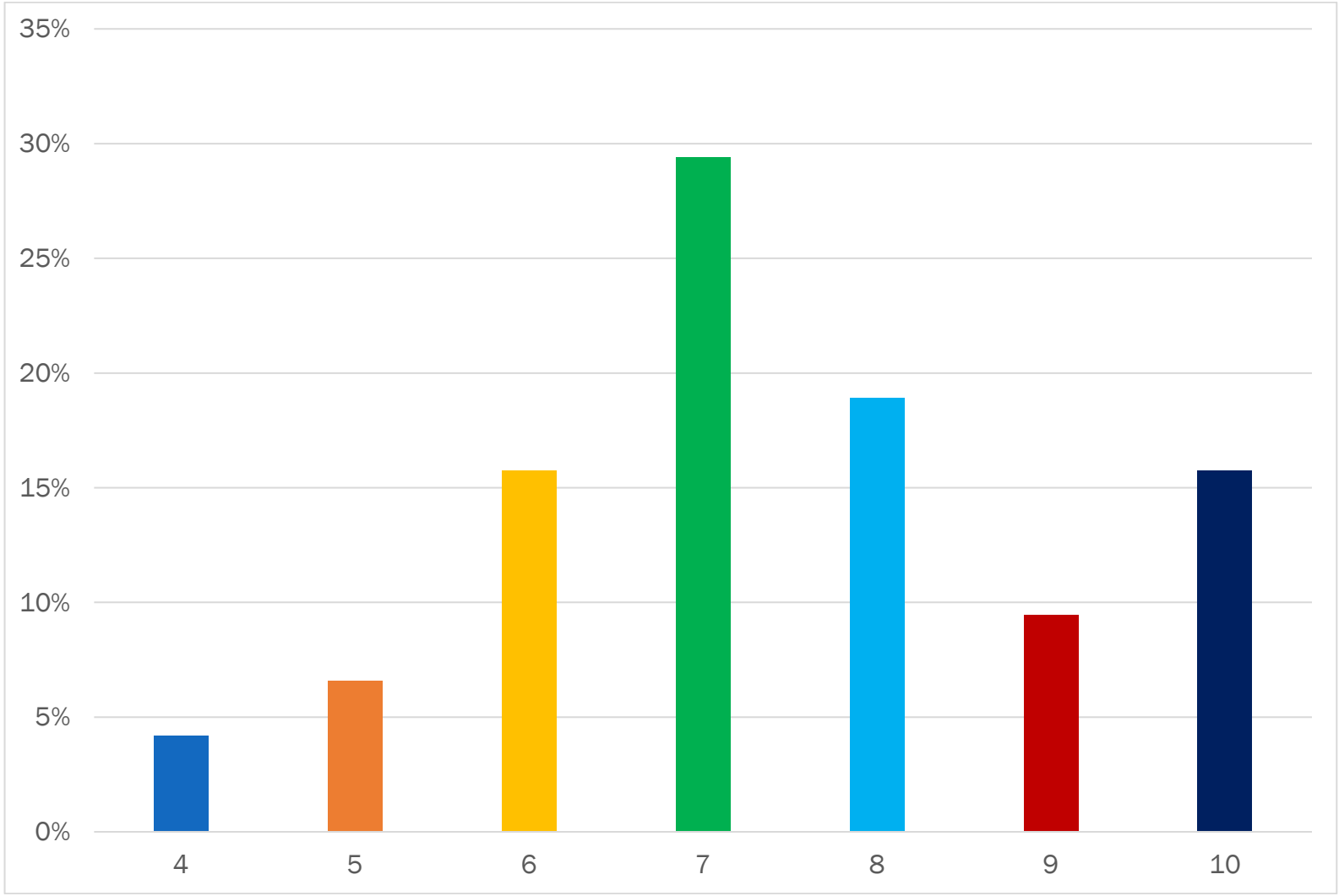


4.84 The most common disability is a physical or mobility related condition (33%) a number of the other participants have a mental health condition, cognitive or learning disabilities or a longstanding illness of health condition (17%). 17% also have a visual or hearing related disability.

Deprivation Deciles for South Norfolk Inactive Participants

4.85 Using the postcode data provided, we have identified the deprivation decile scores of the neighbourhoods in South Norfolk where the inactive participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure overleaf demonstrates these trends.

Figure 4.7 –South Norfolk Inactive Participants: Deprivation Deciles



4.86 As shown in the graph, the largest proportion (29%) of South Norfolk's inactive participants reside in LSOA's ranked decile 7, these neighbourhoods are ranked in the top 40-30% least deprived in the country. A further 16% live in a decile 10 LSOA, ranked in the top 10% least deprived in the country.

4.87 None of the inactive participants from South Norfolk live in a decile 1, 2 or 3 LSOA. However, a small proportion (4%) live in decile 4 neighbourhood, these are in the top 40% most deprived neighbourhoods in England.

4.88 When analysing this data, it is important to note that, according to the IMD 2019 data, South Norfolk as a Local Authority does not have any neighbourhoods considered a decile 1, 2 or 3 area.

4.89 We have sought to analyse this data in the context of deprivation data for the entirety of South Norfolk participants. The following observations are made:

- There are higher levels of inactivity in more deprived areas in South Norfolk. For example, 15% of South Norfolk survey participants living in the areas with highest levels of deprivation (Decile 4) are considered inactive. There is higher than those living in areas of low deprivation, decile 10, where 90% of the participants are active;

- The highest percentage of inactivity is recorded in participants residing in a decile 6 area (top 40-50% least deprived) with 21% of survey participants from these areas in South Norfolk considered inactive.

Activity Levels

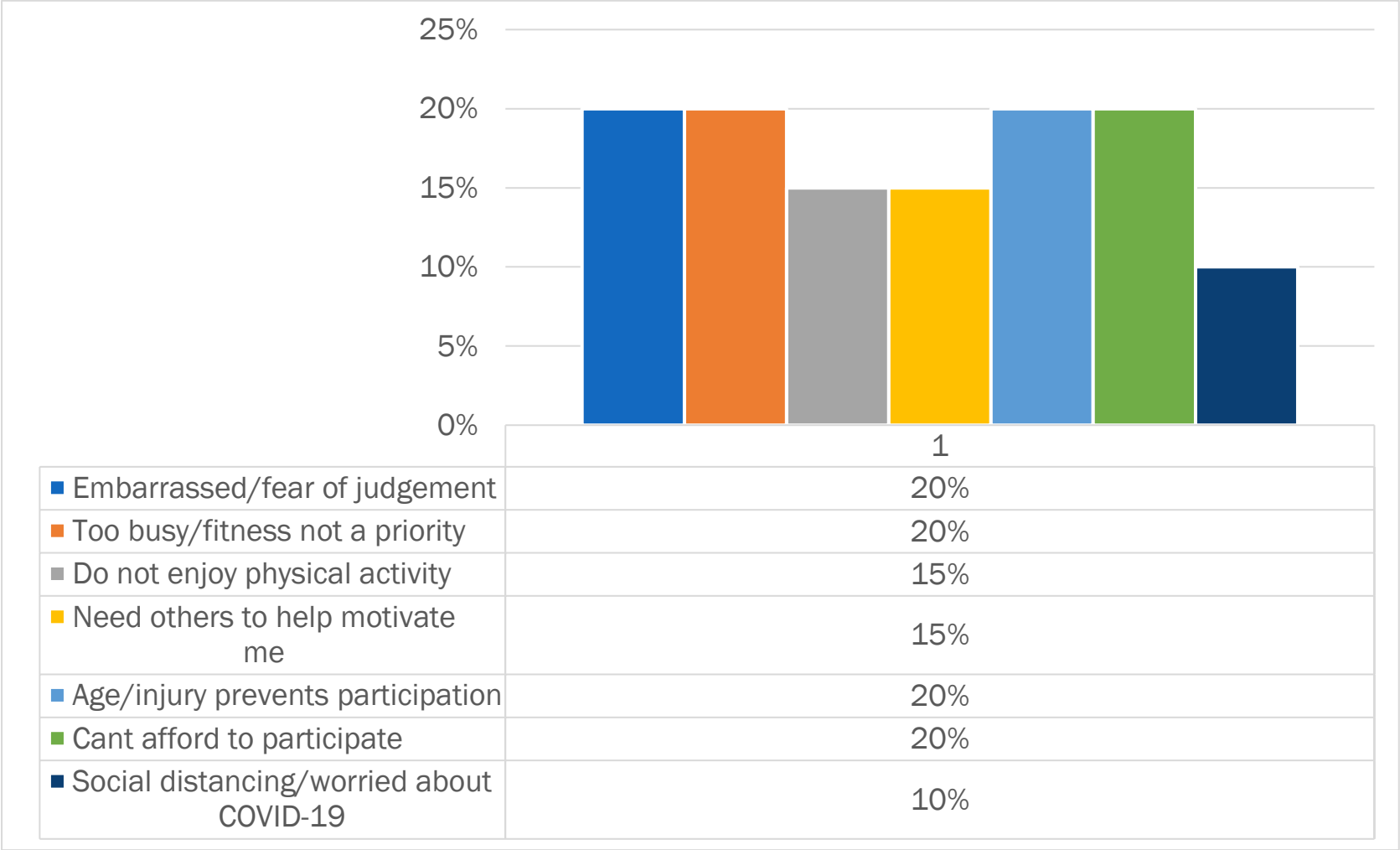
4.90 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

4.91 66% of the South Norfolk participants considered 'inactive' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

4.92 6% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

4.93 Inactive participants were asked to select what best described their reason for not currently being active. The results are shown in the figure overleaf.

Figure 4.8 –South Norfolk Inactive Participants: Reasons for Inactivity



	1
Embarrassed/fear of judgement	20%
Too busy/fitness not a priority	20%
Do not enjoy physical activity	15%
Need others to help motivate me	15%
Age/injury prevents participation	20%
Cant afford to participate	20%
Social distancing/worried about COVID-19	10%

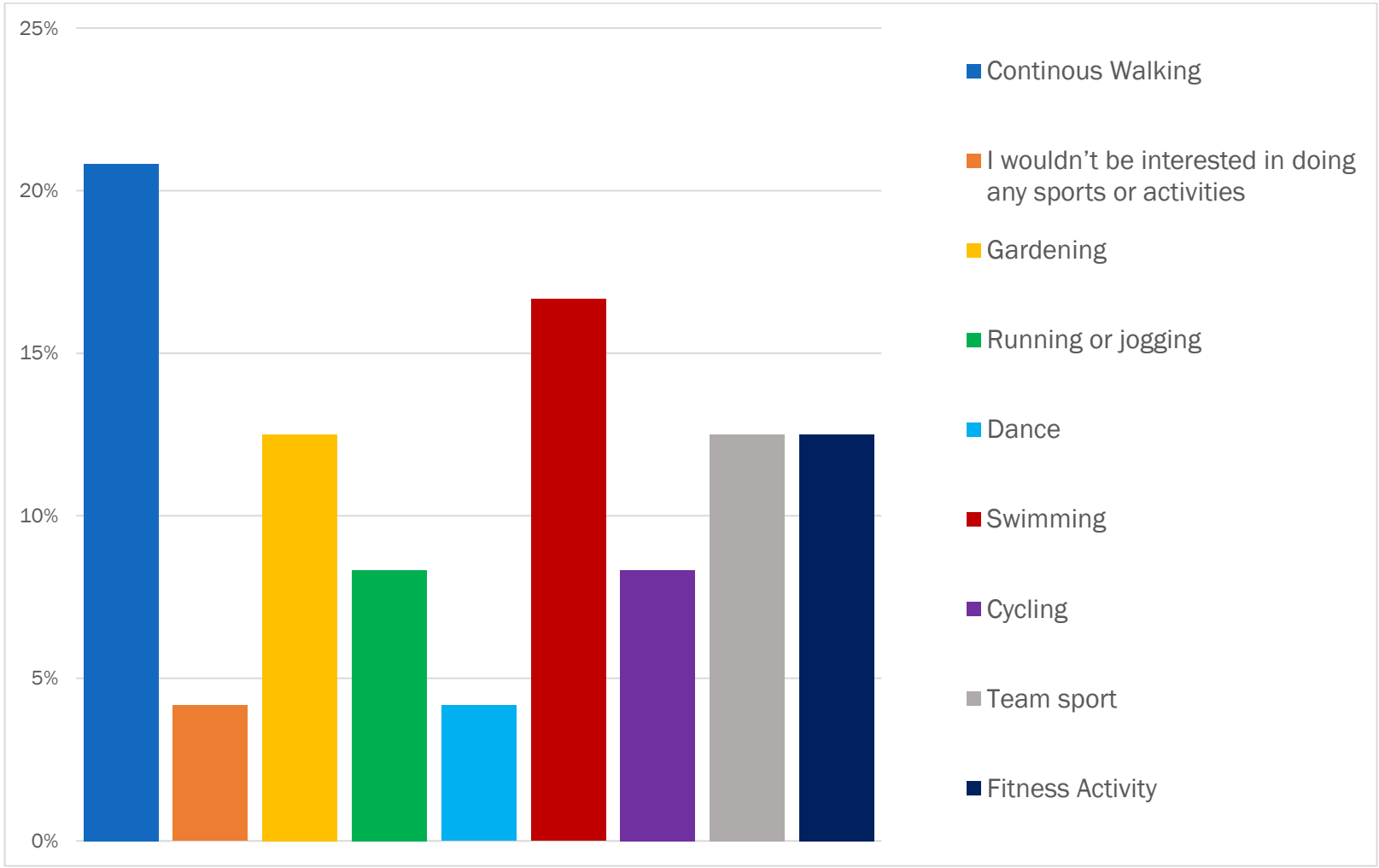
4.94 As the graph shows, the most common reason is that they are too busy or they are embarrassed/fear being judged, are too busy/their fitness is not a priority or their age/an injury prevents them from participating. 20% of the inactive participants also reported that they couldn't afford to participate in the activity they are interested in.

4.95 Other reasons also include not enjoying physical activity (15%) and require others to motivate them to participate (15%). 10% of the participants also cited reasons relating to COVID-19, such as worries about contracting the virus or that they are currently attempting to social distance.

Activities of Interest

4.96 Those who are currently inactive were asked which activities they would be interested in taking part in. The results are displayed overleaf.

Figure 4.9 – South Norfolk Inactive Participants: Activities of Interest



4.97 Continuous walking is the most popular activity of interest amongst the most inactive with 21% claiming they would be interested in participating, including walking to and from their place of work. Swimming is also popular with 17% claiming they would be interested in more swimming.

4.98 13% reported that they would be interested in doing gardening activities. Whilst a further 13% said they would participate in fitness classes, and gym style exercise.

4.99 Running or jogging is of interest to 8% of the inactive participants whilst 8% also reported that they would consider cycling more. Dance is less popular at with only 4%.

4.100 4% said they wouldn't be interested in doing any other sport or physical activity.

Locations to Participate

4.101 The Survey also sought to analyse where the inactive would consider taking part in more sports or activities. The results are as follows:

- Park (21%);
- Leisure centre (17%);
- Gym (17%);
- Sports club (17%);
- Playing field (17%);
- Waymarked routes (17%);
- Swimming pool (13%);
- Home (13%);
- Garden (13%);
- Pavement/road (13%);
- Cycle track (13%);
- Community hall (8%);
- Allotment (8%);
- Workplace leisure facilities (8%);
- Youth centre (8%);
- Open water (4%);
- School/college/university leisure facilities (4%);
- Tennis court/facilities (4%);
- Trampoline court (4%);
- Climbing centre (4%);
- Small-sided football centre (4%).

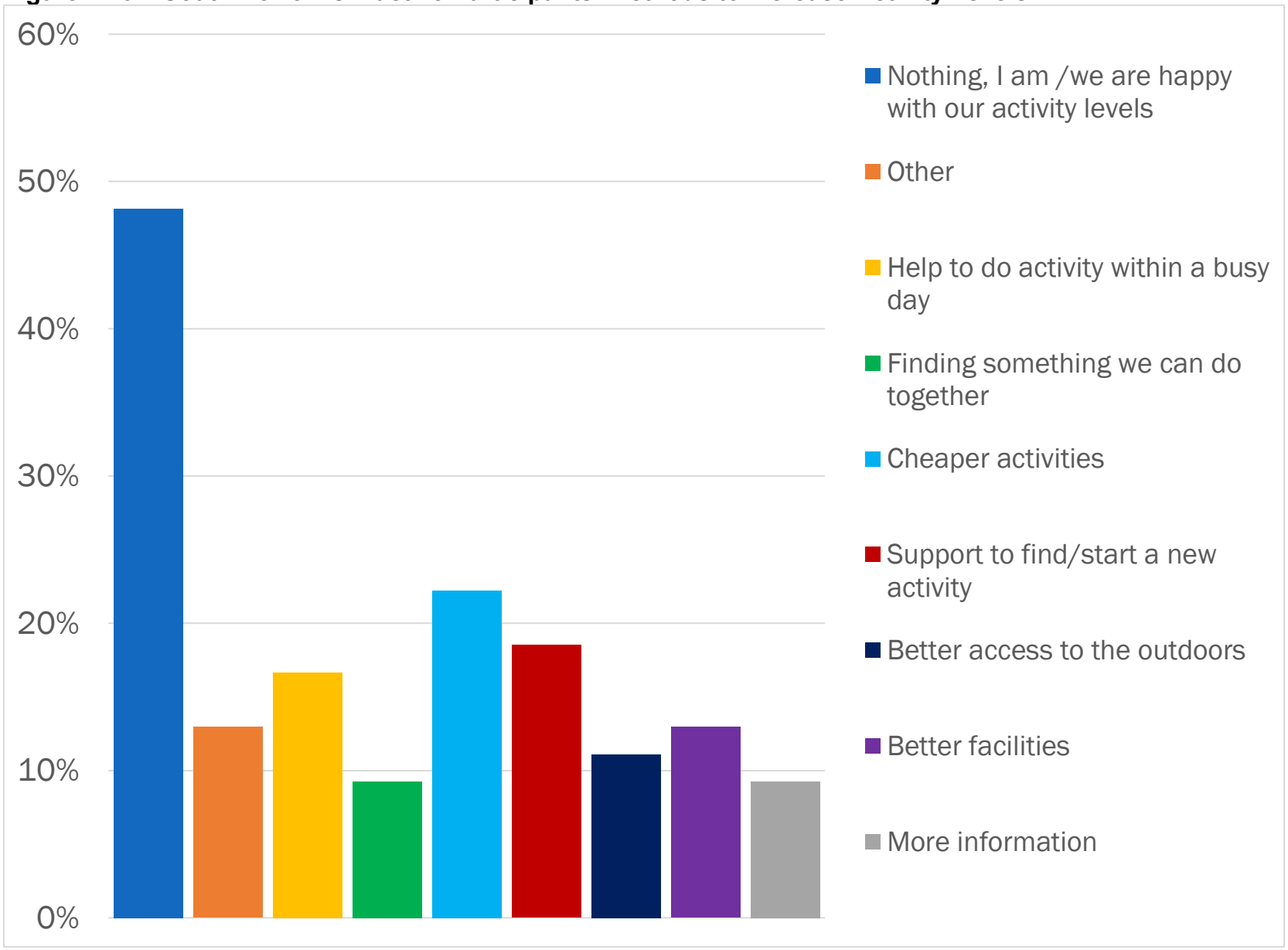
4.102 Unlike those who are currently active, the majority of the inactive respondents said they would consider participating in more physical activity/sports at a leisure facility. As continuous walking is the most common activity of interest amongst the inactive, it is unsurprising that 21% reported that they would considering using a park to become more physically active. Whilst 34% said they would use a leisure centre or gym and a further 17% would use a sports club.

4.103 26% said that they would consider becoming more active from home or in their garden.

Increasing Propensity to Exercise

4.104 When asked what would help encourage them to get more active, the inactive participants reported as per the figure overleaf.

Figure 4.10 – South Norfolk's Inactive Participants: Methods to Increase Activity Levels



Activity Levels

4.105 The majority of inactive participants (48%) reported that they were happy with their current activity levels. However, 22% reported that cheaper activities would help them become more active whilst 19% said that support to find/start a new activity would help them to become more active.

4.106 17% also reported that help to do an activity within a busy day would also increase their activity levels.

4.107 13% also report that 'better facilities' would encourage them to be more active whilst 11% said better access to the outdoors.

COVID-19 Impact

4.108 In terms of the impact of COVID-19 on the inactive population, 56% of the currently inactive respondents reported that their importance of health and wellbeing has increased since the onset of COVID-19 whilst 44% said that the importance of their health and wellbeing had not changed.

Changes to Activity Levels due to COVID-19

4.109 The Survey sought to analyse the effect of the COVID-19 pandemic on South Norfolk inactive residents. Participants were asked whether their view on the importance of their health and wellbeing had changed since the emergence of COVID-19. 56% respondents that their health and wellbeing was more important to them whilst 44% that their views had not changed.

4.110 Those who are considered currently inactive were asked whether they would consider themselves to be currently less active than they were before the pandemic. 37% of the inactive participants reported that they were currently more active than before the emergence of COVID-19 whilst 19% said they were currently less active than before the pandemic.

4.111 Important to consider was that 44% of the currently inactive reported that their activity levels in the past 3 months are the same as they were before the emergence of COVID-19.

4.112 Inactive survey respondents were also asked whether their physical activities had increased or decreased during the lockdown periods. 35% reported that their physical activity levels had decreased during lockdown periods whilst 46% reported an increase. 19% said that their physical activity levels remained the same.

Information Accessibility

4.113 Participants were asked how easy they found it to access information on being active in their area. Answers were provided in a ranking format from 1 – 5 with 1 representing 'very difficult' and 5 representing 'very easy'.

4.114 4% of South Norfolk's inactive population reported that they find it 'very difficult' to find this information whilst 15% ranked it a 2, suggesting they find it somewhat hard.

4.115 15% said that finding information on being active in their area was 'very easy' whilst 13% ranked it a 4, suggesting it was somewhat easy.54% ranked a 3, suggesting that they found it neither very difficult nor very easy to find this information.

4.116 The areas that the inactive are most likely to go to access information on activities in their area is as follows:

- Online web search (council website, google) (83%);
- Social media (56%);
- Recommendations from family and friends (41%);
- Local facilities (leisure centres, community centres) (39%);
- Libraries (4%);
- Local sports clubs (9%).

4.117 The data reveals that both the inactive and active participants are likely to access information in the same way (online being the most common), however the inactive are slightly more likely to receive information and recommendations from family and friends.

Summary: South Norfolk Survey Data

4.118 When comparing the Inactive and Active data sets from South Norfolk participants, the following observations are made:

- In terms of views on their health, unsurprisingly, a much higher percentage of the active participants ranked the importance of their health and wellbeing as 'very important' (94%) compared to the inactive (66%);
- When analysing the data in the context of overall South Norfolk survey responses, the highest levels of inactivity are displayed in those aged 75-79 with 33% of these participants considered inactive. Those aged 40-44 also have high levels of inactivity at 29% alongside those aged 30-34 (26%). Those aged 45-49 in South Norfolk have the lowest levels of inactivity (10%) whilst those aged 60-74 also have inactivity levels at around 12%;

- The small sample size of the ethnic groups in the South Norfolk survey responses must be considered when analysing the percentage as a representation across all South Norfolk participants. However, it is highlighted that all Asian Indian respondents from South Norfolk are considered inactive whereas 50% of the Mixed White and Asian respondents from South Norfolk are inactive. 13% of the White British South Norfolk respondents are inactive whilst only 42% of those 'other White' ethnic groups are physically inactive;

- Regarding the sexualities of the participants, active participants have a higher percentage of heterosexuality at 97% compared to 91% of the inactive;

- Interestingly, 12% of the active consider themselves to be disabled compared to only 9% of the inactive. Active people have a higher percentage of longstanding health conditions (27%) whilst the majority of the disabled inactive have a cognitive or mobility related disability (33%);

- When analysing the data in the context of the deprivation data for the entirety of South Norfolk participants, data rends show inactivity to be higher in more deprived areas of the local authority. For example, 15% of the South Norfolk survey participants living in the areas of higher deprivation (decile 4) are considered inactive. This is higher than those living in areas of low deprivation, for example, 90% of South Norfolk participants living in a decile 10 areas are considered active;

- The most common reasons for inactivity are feeling embarrassed of fear of being judged, being too busy, age or injury reasons or due to being unable to afford the activities of most interest. The most common motivation for active people to participate in physical activity is to improve their health and fitness, for the mental wellbeing benefits and to relax and unwind;

- Continuous walking, running and fitness activity are the most common activity types amongst those currently considered active. Whereas continuous walking, swimming, gardening, dance or fitness activities are the most appealing sports to those that do not currently participate in regular physical activity;

- Those who are currently physically active are more likely to work out from home or use open spaces and road/pavements to exercise. Only 14% of the active participants currently use a gym or leisure centre for their main activity. Whilst 21% of the inactive said they would consider using a park to exercise (consistent with the popularity of walking), 34% also said they would use a leisure centre or gym – this much higher than the percentage of the active who currently use these facilities;

- 38% of active people from South Norfolk rely on walking to access their leisure facility. This is high considering the rural nature of the Local Authority and may be considered in the strategy in relation to the catchment reach of leisure provisions;

- The feedback from active participants who currently use leisure facilities reported that their facility was in need of repair (94% agreed), and that they feel their facility is too crowded (78% agreed) and that they do not feel it has convenient opening times (49%). 35% of the active participants also did not agree that their leisure facility child or family friendly;

- 22% of those that reported that their current facility is accessible for people requiring additional support stated that they consider themselves disabled. These participants were users of Wensum Sports Centre, Waveney Valley Leisure Centre and Easton College Sports Hall;

- The inactive reported that cheaper activities would encourage them to participate in more physical activity whilst many also noted that they require support to start a new activity or sport. Notably, 48% of the inactive reported that they were not interested in becoming more active;

- In terms of the effects of the COVID-19 pandemic When compared to the responses from those who are currently active, the survey data suggests the pandemic has had more of an effect on the activity levels of those currently active. For example, 39% of the active reported that their activity levels in the past 3 months were the same as before the pandemic, this is much lower than the 44% of inactive. This also suggests that the majority of inactivity in South Norfolk cannot be explained by COVID-19 effects entirely;

- 27% of the active participants reported that they were walking more than before the pandemic whilst 23% exercising from home more;

- Access to information on being active is very similar across the active and inactive groups. For example, 26% of the active reported finding information ‘very easy’ or ranked it a 4 (on scale of 1 to 5 with 1 being very difficult and 5 being very easy), compared to 28% of the inactive;

- The data reveals that both the inactive and active participants are likely to access information through similar channels (online being the most common) whilst the inactive are more likely to rely on recommendations from family and friends for information. Those participants that reported relying on local sports clubs to access information are predominantly aged over 50 years whereas those who utilise social media channels for this information are aged under 40 years.

Broadland

Introduction

5.1 This section provides the analyse of the results of the Survey for respondents living in the Broadland District Council local authority area only.

5.2 This section is divided into analysis of the active and inactive survey respondents. Whilst some comparisons will be made throughout, an executive summary of the highlighted differences between the active and inactive survey data is located at the end of this section 5.

5.3 For the purposes of this analysis, the responses have been divided as follows:

- **Active participants** - those who, in the past 3 months, have participated in an average total of 30 minutes or more of physical activity per week (outside of their job);
- **Inactive participants** - those who, in the past 3 months, have *not* participated in an average total of 30 minutes or more of physical activity per week (outside of their job).

5.4 The response data is as follows:

Table 5.1 – Broadland: Active and Inactive Survey Responses

Category	Total Number	% Broadland Survey Responses
Active	365	82.2%
Inactive	79	17.8%
Total	**444**	**100.0%**

Broadland – Active Population Survey Analysis

5.5 This subsection focuses on the group of participants who are deemed to be 'active' based on their responses in the survey, this group constitutes c.78.5% of the participants in the overall survey.

5.6 For context, c.81% of those considered 'active' for the purposes of this section, do not have a job that involved regular sustained physical activity as part of their working day.

Overview of Active Respondents

Age

5.7 The age range of those considered to be active in the Broadland area are displayed in the table below.

Table 5.2 – Broadland Active Respondents: Age

Answer Choices	Response Percent	Responses	% of overall Broadland Participants
25-29	4.8%	17	81%
30-34	6.8%	24	75%
35-39	13.0%	46	75%
40-44	13.0%	46	81%
45-49	14.1%	50	91%
50-54	13.5%	48	86%
55-59	11.3%	40	87%
60-64	7.6%	27	84%
65-69	8.7%	31	89%
70-74	5.1%	18	69%
75-79	2.0%	7	78%
80-84	0.3%	1	100%
Total	**100.00%**	**355**	No data
Total Active	100.00%	365	No data
Total Answered	97.3%	355	No data
Total Skipped	2.7%	10	No data

5.8 There are no responses from active participants aged under 25 from the Broadland area. Whilst those aged 25-39 represent 11.5% of the responses.

5.9 Those aged 25-49 represent a high proportion of the active responses at 40% whilst 32% are aged 50-64. Over 65's represent 16% of active respondents from Broadland, 2% of which are aged over 75.

5.10 When analysing the age data in the context of overall Broadland survey participants, the following observations are made:

- Those aged 30-39 in Broadland have the lowest percentage of active residents with only 75% of participants in these age groups considered active;

- Those aged 45-49 have the highest percentage of participants considered active at 91%. It is noted that all Broadland participants aged 80-84 are considered active. However, this age group had a significantly lower survey response rate and so the sample size must be considered to contextualise this statistic;

- Those aged 65-69 also have high levels of active participants with 89% of those surveyed in Broadland considered active.

Sex

5.11 84% of Broadland's female survey participants are considered active, slightly lower than the male participants at 89%.

5.12 Respondents were asked to state whether their gender identity was different to that assigned to them at birth. 89% of the active respondents said 'No' whilst the remaining 11% chose not to answer this question.

Ethnicity

5.13 The ethnicities of the active participants in Broadland are displayed in the table below.

Table 5.3 – Broadland Active Participants: Ethnicity

Answer Choices	Response Percent	Responses	% of Overall Broadland Participants
White British	93.90%	339	82%
White Irish	0.60%	2	100%
White Other	2.20%	8	80%
Mixed - White and Asian	1.10%	4	80%
Mixed Other	0.30%	1	100%
Asian British	0.30%	1	100%
Asian Indian	0.60%	2	100%
Total	**100.00%**	**361**	No data
Total Active	100.00%	365	No data
Total Answered	98.90%	361	No data
Total Skipped	1.10%	4	No data

5.14 The majority of the active respondents are White British (c.94%). Other white ethnicities also represent c.3% of the respondents.

5.15 1.4% of the active participants have Mixed ethnicities whilst Asian ethnic groups represent 0.9%. No Black ethnicities are represented in the responses from those considered active in Broadland.

5.16 When analysing the ethnicity data in the context of Broadland's overall participants, it is noted that there were limited survey participants from Broadland who are from minority ethnic groups and so the percentage data is more greatly impacted by the smaller sample size. Despite this, the following observations are made:

- All Asian British, Asian Indian, White Irish and other mixed ethnic survey participants in Broadland are considered active;
- 80% of the mixed White and Asian and other White ethnic survey participants in Broadland are active;
- 82% of Broadland's White British survey participants are considered active.

Religion

5.17 The religious beliefs of the active survey respondents are as follows:

- No religion (57.1%);
- Christian (39.9%);
- Buddhist (0.6%);
- Jewish (0.3%);
- Hindu (0.3%);
- Other (1.8%).

5.18 9% of the overall responses preferred not to answer this question. ‘Other’ religions specified include Atheism and Spiritualism.

Sexuality

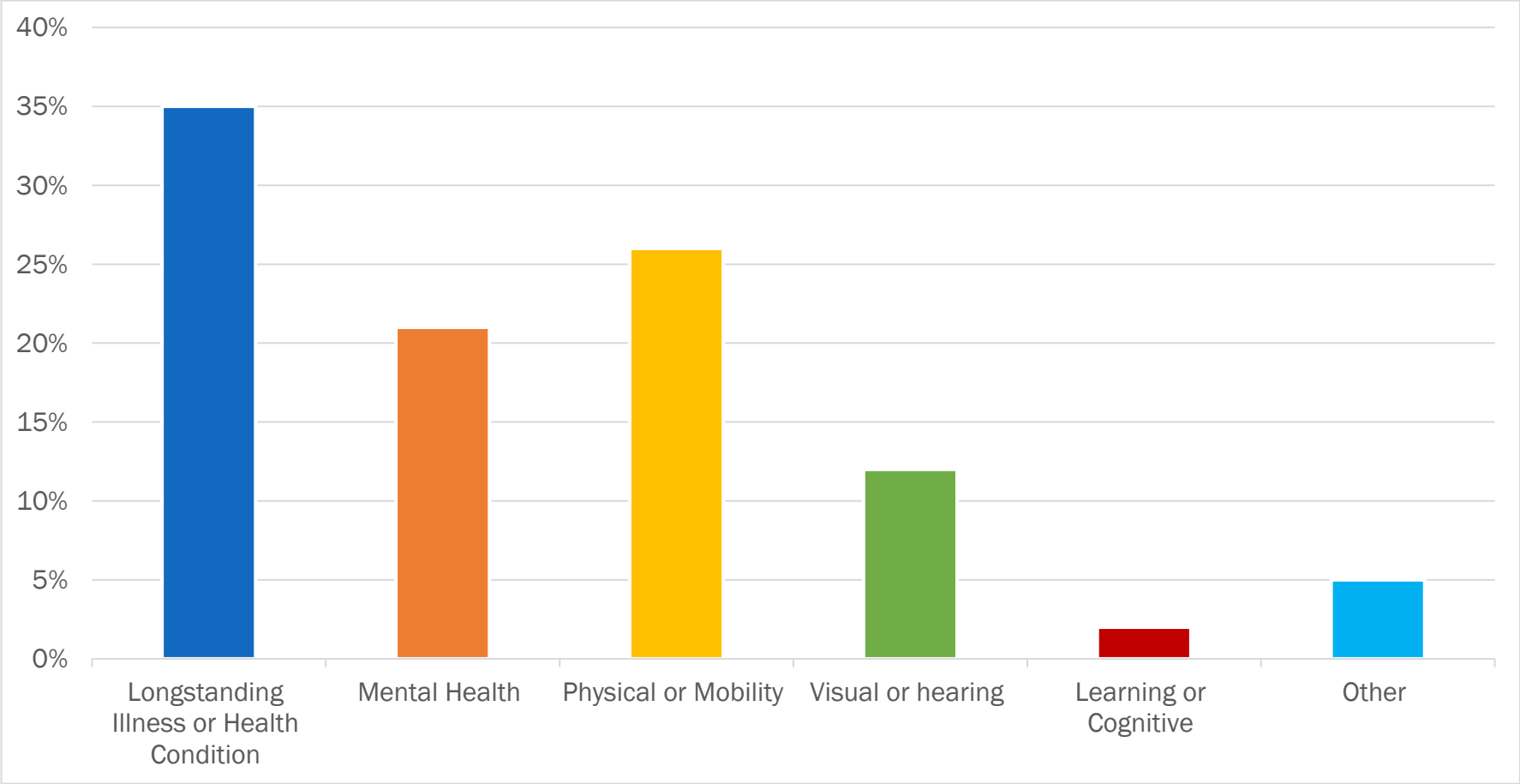
5.19 94% of the active respondents describe their sexual orientation as straight or heterosexual whilst 3% are gay or lesbian and 2% are bisexual. 5% of the overall respondents preferred not to answer this question.

5.20 1% specified other sexualities, these included Asexual and Queer.

Disability

5.21 C.9% of the active respondents consider themselves to be a disabled person compared to 91% who did not. 2% of the active respondents preferred not to answer this question. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure overleaf.

Figure 5.1 – Broadland Active Participants: Disability Types



5.22 The most common disability amongst the active participants is a longstanding illness or health condition (35%). 26% also have a physical or mobility related disability whilst 21% have a mental health related disability.

5.23 11% have visual or hearing related disablement whilst 2% have a learning or cognitive disability.

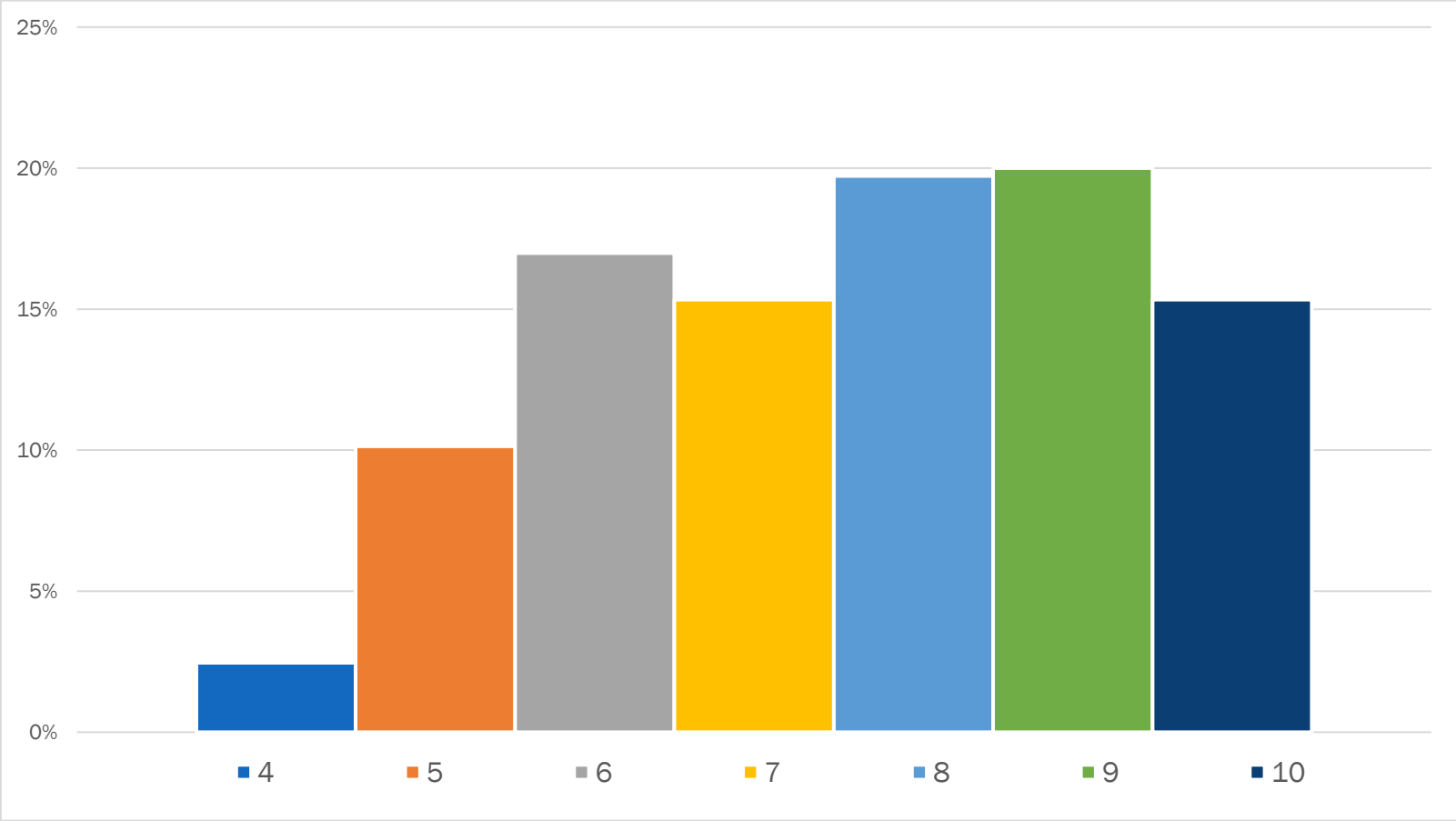
5.24 14% specified ‘other’, an example of which were combinations of the above answers.

Deprivation Deciles

5.25 We have analysed the Index of Multiple Deprivation (IMD 2019) data using the postcodes provided from Survey participants. IMD 2019 consists of seven domains of deprivation, each of which contain a number of individual measures or indicators. Areas are grouped into small groups, LSOA’s (Lower Super Output Areas) or neighbourhoods of which there are 32,844 in England, each of which have an average population of just under 1,700. All neighbourhoods are then groups into ten equal sized groups, ‘deciles’, the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped into decile 1, and so on with 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 10.

5.26 The table below shows the percentage of active participants living in each deprivation decile in Broadland.

Figure 5.2 – Broadland Active Survey Participants: Deprivation Deciles



5.27 As shown in the above table, 20% of the Broadlands' active participants live in a LSOA area ranked in Decile 9 according to the IMD Data. Decile 9 represents areas ranked in the top 10-20% least deprived in England. A further 20% also live in Decile 8, representing neighbourhoods in the top 30-20% least deprived in England.

5.28 As a local authority, Broadland has lower levels of deprivation with no LSOA's in decile 1, 2 or 3. Therefore, the highest deprivation areas are ranked in decile 4 which represent the top 40% most deprived areas in the country. 2% of Broadland's active participants live in decile 4 neighbourhood.

5.29 We have sought to analyse this data in the context of the entire deprivation data for all of Broadland's survey participants. The following observations are made:

- 90% of Broadland's participants living in an area with the highest level of deprivation in Broadland (decile 4) are considered active;
- Those living in a decile 9 area (top 20-10% least deprived in the country) in Broadland have the lowest percentage of active people at 80%;
- 89% of Broadland participants living in an area with the lowest level of deprivation (decile 10) are considered active.

Activity Levels

5.30 Participants were asked to state, in the past 4 weeks, how many days they had been physically active[7] for at least 30 minutes per day. The results are shown in the graph below.

Table 5.4 – Broadland Active Participants – Average Activity Time Per Month

Average Number of Days	% Of Respondents
Less than once a week	11.1%
1 to 2 times a week	18.5%
2 to 3 times a week	10.8%
3 to 4 times a week	13.6%
4 to 5 times a week	7.1%
5 to 6 times a week	16.4%
6 to 7 times a week	8.0%
Every day (28 days)	14.5%

[7] For the purposes of the survey, 'physical activity' was defined as taking part in an activity or activities which raise your breathing rate (outside of work).

5.31 As shown in the table, the majority of respondents (c.18.5%) report that, on average, they were active once or twice a week over the previous 4 weeks. 14.5% were active every day in the past 4 weeks.

5.32 16% were active 5 to 6 times a week on average over the past 4 weeks. 14% participated in physical activity 3 to 4 times a week on average. 11% were active two to three times a week.

5.33 Active participants were also asked to state how many days they had performed a total of 30 minutes or more of physical activity in the past 7 days. The results are detailed in table 5.5 below.

Table 5.5 – Broadland Active Participants: Activity Time in Past 7 days.

Average Number of Days	% Of Respondents	Average Minutes per Week
0	3.7%	< 30
1	9.0%	30
2	14.2%	60
3	16.7%	90
4	13.3%	120
5	17.6%	150
6	6.2%	180
7	19.4%	210

5.34 In accordance with the Sport England's definition, the Survey responses show that c.53% of the 'active' participants are considered to be 'Fairly Active'. These people complete an average of 30-149 minutes a week of physical activity a week.

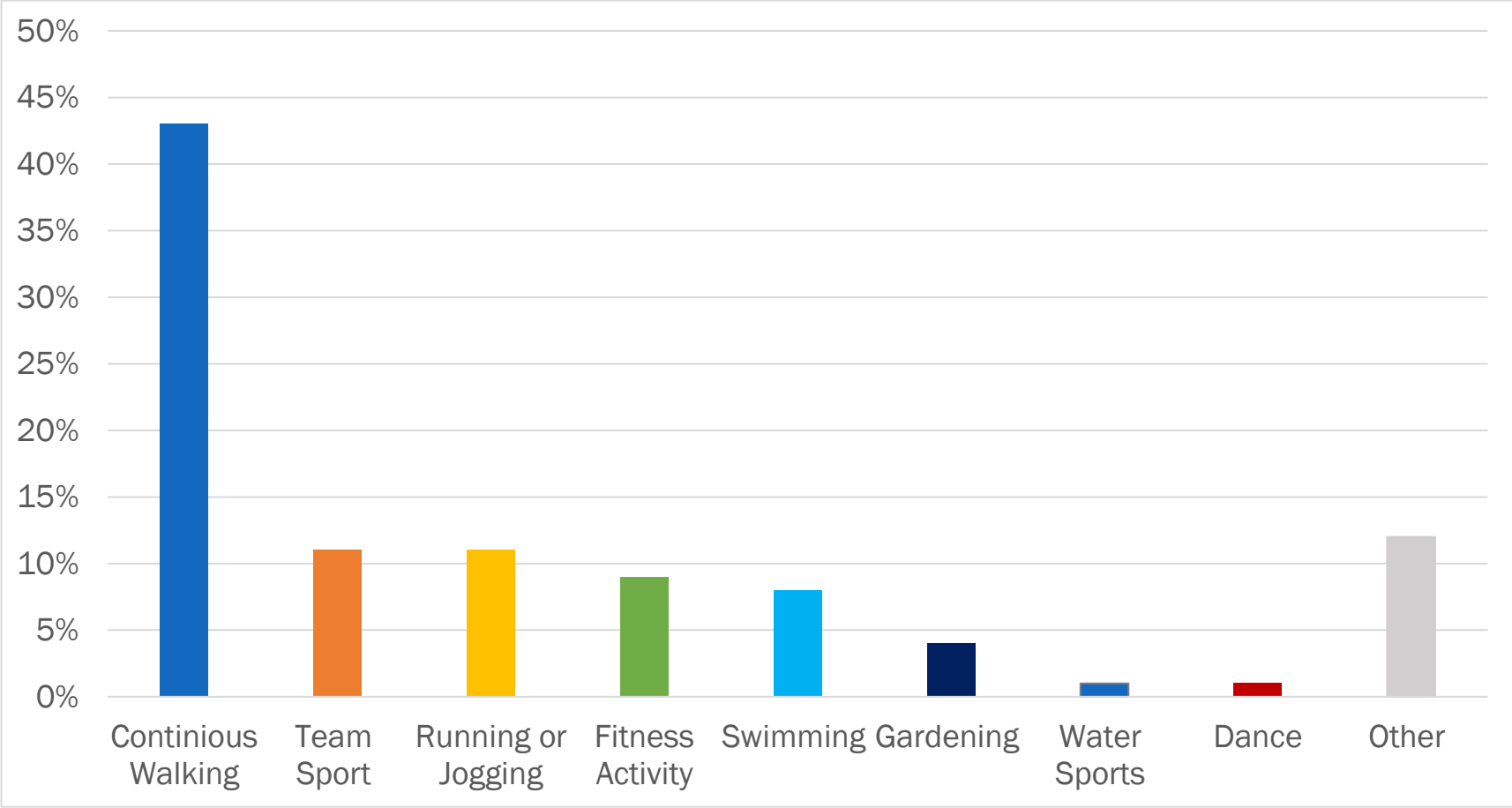
5.35 According to Sport England, c.43% of the active respondents are considered 'Active', by participating in over 150 minutes or more minutes of physical activity per week.

5.36 C.4% of the active participants are considered to be 'Inactive' in the past 7 days, having completed less than 30 minutes of physical activity in the week prior to completing the survey.

Types of Activities

5.37 Broadland's Active participants were asked what they considered to be their main type of physical activity. The results are displayed in the figure overleaf.

Figure 5.3 – Broadland Active Participants: Main Activity Types



5.38 Continuous walking is the most common with 43% of active respondents reporting this as their main type of physical activity. The second most popular is team sport and running or jogging with 11% of the participants reporting these as their main activity type.

5.39 9% of Broadland's active participants report 'fitness activity' and cycling as their main activity types. Swimming is popular amongst 8% of the active participants whilst 4% regularly participate in Gardening.

5.40 Water Sports are less common amongst Broadland's active participants with only 1% participating as their main activity type, the same can be said for dance (1%).

5.41 12% of the respondents chose 'other' activities as their main activity type. These included the following:

- Golf;
- Nordic Walking;
- Martial Arts;
- Petanque;
- Weight Training;
- Yoga;

Motivations to participate

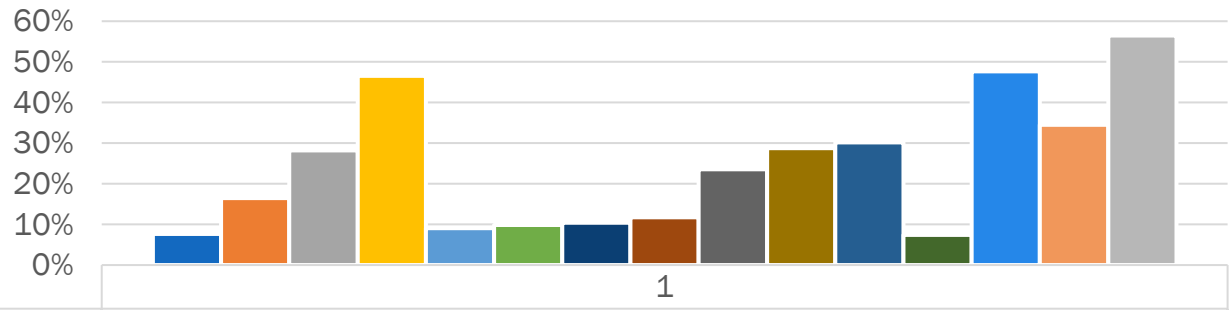
5.42 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

5.43 C.95% of the participants considered 'active' regard their health and wellbeing as either 'very important' (5) or ranked it 4.

5.44 Whilst just 0.3% ranked it a 2, none of the active respondents regard their health and wellbeing as 'not at all important'. The remaining participants (c4%) ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

5.45 The Survey asked respondents to describe their reasons for taking part in their main physical activity. The themes of the responses are detail in the figure below.

Figure 5.4 – Broadland Active Participants: Motivations for Participating



	1
To have an adventure	8%
To travel	16%
To explore / be close to nature	28%
To relax and unwind	47%
For the adrenaline rush	9%
For the lifestyle and culture associated with the activity	10%
To improve my skills	10%
To progress in my sport / activity	12%
To challenge myself	24%
To socialise or spend time with friends/ family	29%
To have fun	30%
To compete	7%
For my mental wellbeing	48%
To lose weight or get in shape	35%
To improve my health and fitness	56%

5.46 According to the active participants, the most common motivation to participating in their main sport/activity is to improve their health and fitness (56%). Mental wellbeing (48%) and to relax and unwind (47%) are also common reasons for participation.

5.47 To lose weight is also a main motivation for 35% of the respondents. To have fun is also common with 30% of respondents citing this reason.

Locations for Participation

5.48 Respondents were asked where they participated in their main activity. The following locations were provided as answers:

- Pavement/road (27%);
- Park (9%);
- Home (11%);
- Garden (8%);
- Playing Fields (6%);
- Sports Club (5%);
- Open Water (5%);
- Gym (4%);
- Swimming Pool (4%);
- Leisure Centre (3%);
- Tennis courts/facilities (2%);
- School/college/university leisure facilities (2%);
- Community Hall (1%);
- Allotment (1%);
- Small-sided football centre (1%);
- Cycle Track (1%);
- Skate/BMX park (0.4%);
- Running track (0.2%);
- Other (9%).

5.49 The most common locations are pavements and roads, this is consistent with the number of respondents who report continuous walking as their main activity type.

5.50 Parks are also common locations (9%), whilst 11% of people said that they participate in their main activity from home and 8% use their garden.

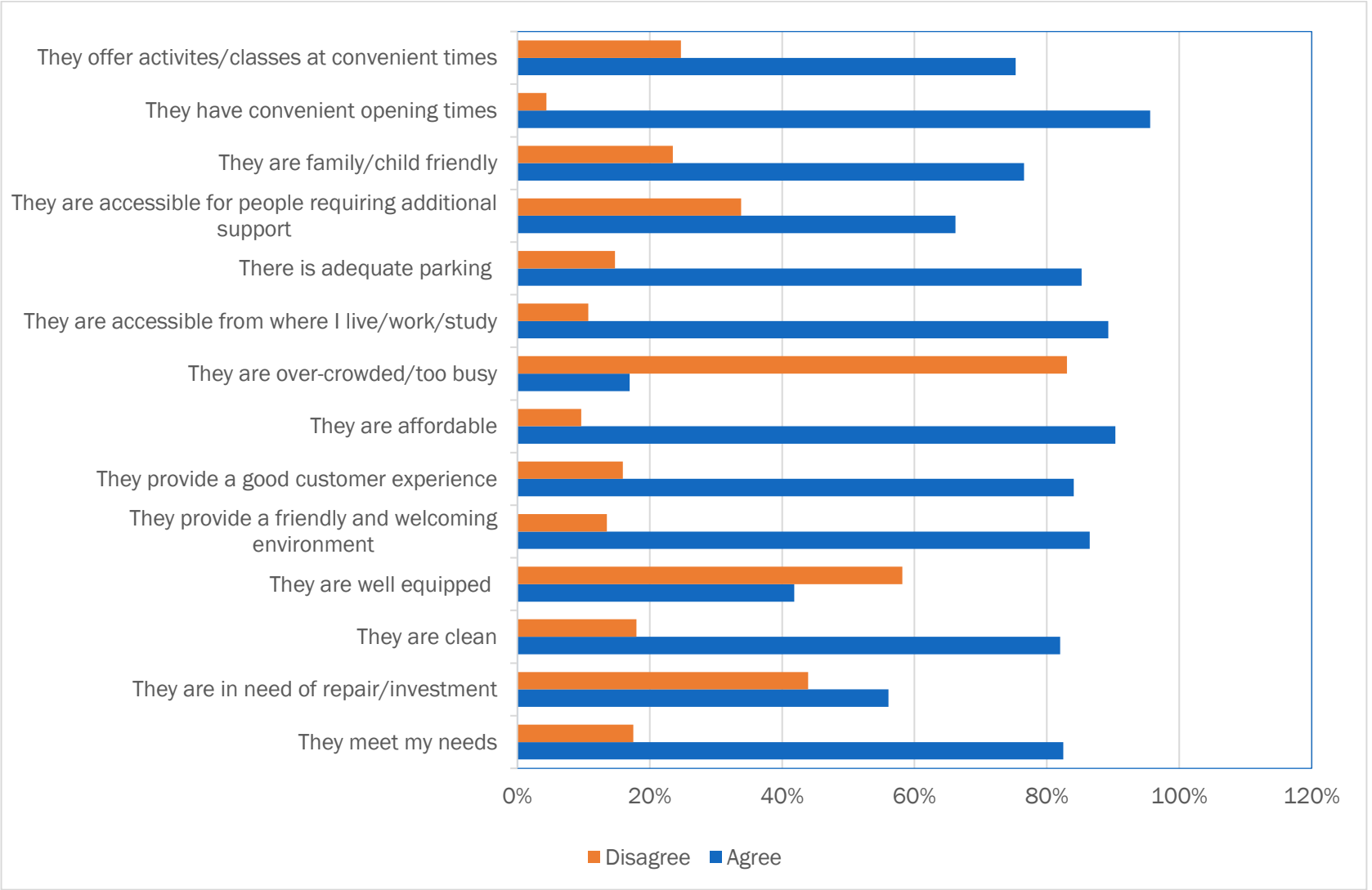
5.51 8% of respondents said that they use leisure centres or sports clubs to exercise whilst only 4% use the gym.

5.52 None of the top 5 most common destinations is a sport or leisure facility (gym). This is unsurprising given the COVID-19 pandemic forcing the closure of sports and leisure facilities for substantial periods over the past 2 years. Many active people adapted to continuing their physical activities in a way in which was compliant with government guidelines such as at home or in open spaces.

Quality of Leisure Facilities

5.53 The survey asked those active participants how much they agreed with a series of statements. The results are detailed in the figure overleaf.

Figure 5.5 – Broadland Active Participants: Quality of Leisure Facilities



5.54 The following key positives are relayed from this response:

- 89% agree that their facility is accessible from where they live/study;
- 90% agree that they are affordable;
- 96% agree that it has convenient opening times;
- 82% agree the facility they use meets their needs;
- 82% agree that their facility is clean;
- 86% agree it provides a friendly and welcoming environment;
- 84% agree it provides a good customer experience;
- 85% agree there is adequate parking at the facility they use;

5.55 Whilst the majority of the feedback on these statements is positive, there are a number of key areas for consideration such as:

- 56% agreed that the facility they use requires repair or investment;
- 58% do not feel that the facility is well equipped;
- 34% do not feel that the facility they use is accessible for people requiring additional support;
- 23% do not agree that the facility is family/child friendly;
- 25% feel that the facility they use does not offer activities or classes at convenient times.

5.56 A number of the Broadland participants who reported that the facility they use is not well equipped are current users of Wensum Sports Centre.

Travelling to Participate

5.57 Broadland's Active participants were asked to state how they travelled to take part in their main activity. The answers are detailed in table 5.6 overleaf. Please note that participants were able to choose multiple applicable answer choices.

Table 5.6 – Broadland Active Participants: Means of Travel to Participate

Answer Choice	Responses
Walk	31.7%
Exercise from home	9.7%
Other	3.1%
Train	0.3%
Bicycle	8.6%
Bus	2.1%
Motorbike/moped	0.3%
Car	44.2%

5.58 The majority of Broadland's active participants travel by car to exercise (44%). 32% also walk to their main activity. 9% use a bicycle whilst public transport is less common with only 3% using a bus or train.

5.59 3% chose 'other' means with the majority specifying that they conduct their main activity direct from their home or workplace such as running or walking with their route originating and ending at their home or workplace. 9% exercise from home so do not travel.

COVID-19 Impact

5.60 The active participants were asked how the importance of their health and wellbeing had changed since the onset of COVID-19:

- 57% said it was more important;
- 42% said there was no change;
- 1% said it was less important.

Changes to Activity Levels due to COVID-19

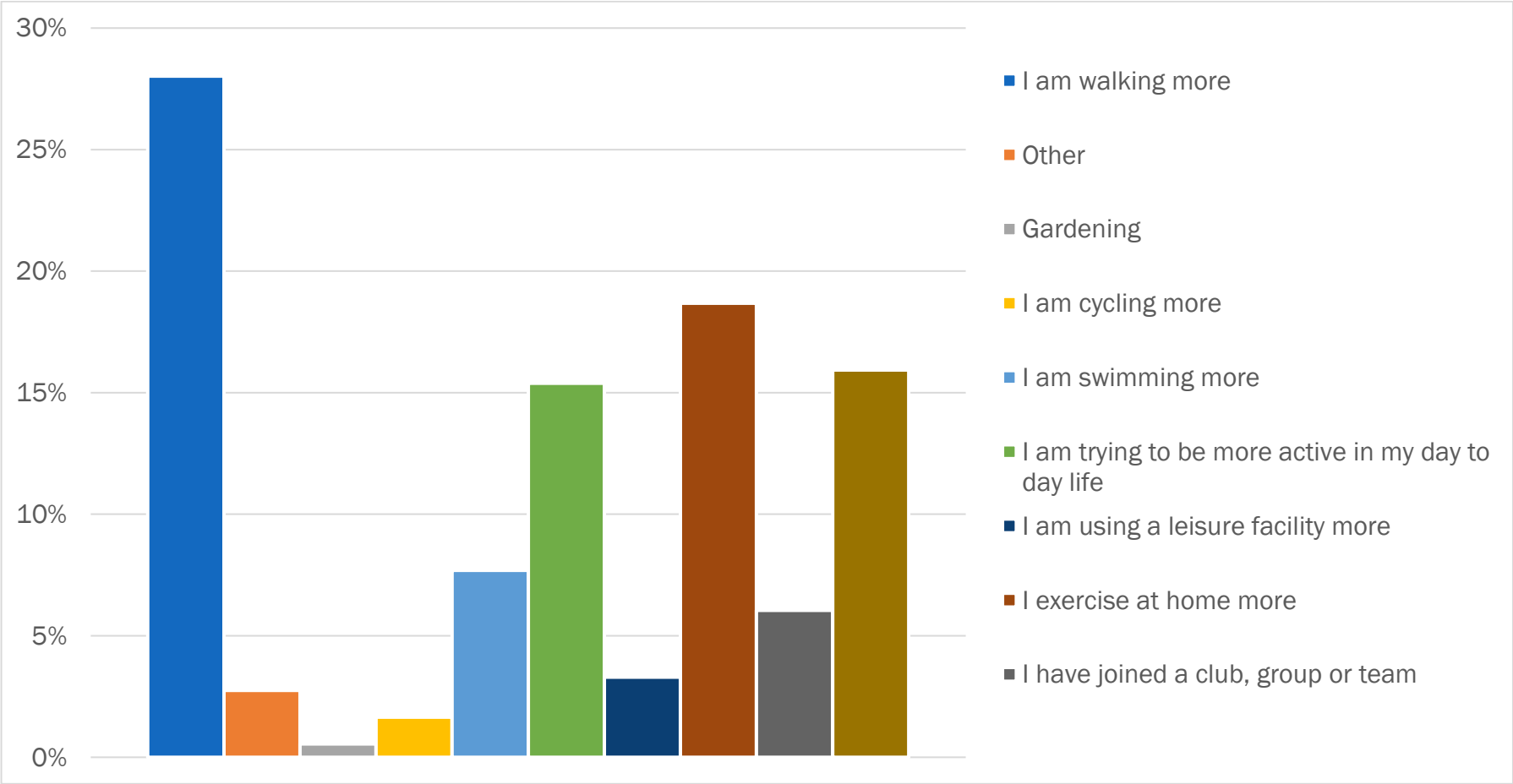
5.61 38% of the active participants said that their activity levels had decreased during the lockdown periods whilst 34% said that their activity levels had increased. 39% reported their activity levels to have remained the same during the lockdown periods.

5.62 33% would consider themselves currently (over the past 3 months) to be more active than they were since the emergence of COVID-19 in 2020. 28% would consider themselves to be less active and 39% said that they had the same activity levels currently than they had prior to COVID-19.

5.63 Despite this, 54% of the active participants report that the ways in which they participated in physical activity had changed since the COVID-19 lockdowns beginning in March 2020.

5.64 The ways in which participants reported their changes in activity habits are shown in Figure 5.6 below.

Figure 5.6 – Broadland Active Participants: Changes to Activity Habits Since COVID-19



5.65

5.66 The most common change in activity habits is that active participants are walking more (28%). Many are also exercising at home more (19%) whilst 16% are using parks and open spaces more often to exercise.

Information Accessibility

5.67 The survey asked participants to rank how easy it is to find information on being active in their areas (including being active in their own home). Answers were given on a scale of 1-5 with 1 being very difficult and 5 being very easy.

5.68 48% ranked 3 in response to this question, suggesting that they felt that information was neither very difficult nor very easy to obtain. 13% stated that information was 'very easy' (5) to obtain.

5.69 6% reported that information was 'very difficult' (1) to obtain whilst 15% ranked 2, suggesting they found it somewhat difficult to obtain information on being active in their area.

5.70 Participants were also asked where they would go for information on activities in their area. The results are as follows:

- Online web search (council website, google) (85%);
- Social media (47%);
- Recommendations from family and friends (39%);
- Local facilities (leisure centres, community centres) (28%);
- Local sports clubs (12%);
- Libraries (7%).

5.71 4% also gave 'other' answers such as local magazines, GP surgeries and notice boards.

5.72 A high number of those participants that use social media to access information on being active are aged under 50 whilst those aged over 50 are likely to rely on information from local facilities such as leisure centres and community centres as well as recommendations from family and friends.

Broadland – Inactive Population Survey Analysis

5.73 As per paragraph 5.1, 17.8% of Broadland's survey participants are considered 'inactive' based on their low physical activity levels outside of their working day. However, 22.8% of those considered 'inactive' reported that they have a physically active job.

5.74 In order to accurately analyse the feedback and data trends from the most inactive of the Broadland population, this subsection will analyse 'Inactive' Survey responses based only on the following two criterion:

- Respondents who, in the past 3 months, have not participated in an average total of 30 minutes or more of physical activity per week (outside of their job); and

- Respondents who do not have an active job that involves regular sustained physical activity as part of their working day.

5.75 A total of 61 responses were received from survey participants living in Broadland who meet the above criteria (c.14%).

Overview of Active Respondents

Age

5.76 The age range of those considered to be most inactive in the Broadland area are displayed in the table overleaf.

Table 5.7 – Broadland Inactive Respondents: Age

Answer Choices	Response Percent	Responses	% of Overall Broadland Participants
25-29	5%	3	14%
30-34	12%	7	22%
35-39	24%	14	23%
40-44	15%	9	16%
45-49	7%	4	7%
50-54	8%	5	9%
55-59	7%	4	7%
60-64	7%	4	9%
65-69	3%	2	6%
70-74	8%	5	19%
75-79	3%	2	22%
Total	**100.00%**	**59**	No data
Total Inactive	100.00%	61	No data
Total Answered	97%	95	No data
Total Skipped	3%	2	No data

5.77 There are no under 25's represented by the inactive survey participants with only 5% of the participants aged 25-29. Those aged 30-44 represent 51% of the total

inactive participants from Broadland whilst those aged 45-65 represent 29%. The over 60's represent 22% of the most inactive, 11% of which are over 70.

5.78 When analysing the Broadland inactive age group data in the context of the age groups of Broadland's overall survey participants, the following observations are made:

- Broadland survey participants aged 35-39 are the most inactive of all age groups with 23% of the participants in this age group considered inactive. Those aged 30-34 and 75-79 also have a high percentage of inactivity (22%);
- Broadland participants aged 65-69 have the least number of inactive participants at only 6%.

Sex

5.79 The majority of inactive respondents are female who represent 67%. 30% are male and the remaining 3% chose not to answer this question.

5.80 Participants were also asked whether their gender identity is different from the gender they were assigned at birth. 11% of respondents chose not to disclose this information whilst 89% stated 'no'.

Ethnicity

5.81 The ethnicities of the inactive population are displayed in the table below.

Table 5.8 – Broadland's Inactive Participants: Ethnicity

Answer Choices	Response Percent	Responses	% of Overall Broadland Participants
White British	92%	55	13%
White Other	3.3%	2	20%
Mixed - White and Asian	1.7%	1	20%
Asian Other	1.7%	1	100%
Black British	1.7%	1	100%
Total	**100.0%**	**60**	No data
Total Inactive	100.00%	61	No data
Total Answered	98.4%	60	No data
Total Skipped	1.6%	1	No data

5.82 The majority of the inactive respondents are White British (9.2%), other White ethnicities also represent 3% of the respondents. Non-white ethnicities represent only 5% of Broadland's inactive participants, including Mixed White and Asian, Asian and Black British participants.

5.83 When analysing the ethnicity data in the context of Broadland's overall participants, it is noted that there were limited survey participants from Broadland who are from minority ethnic groups and so the percentage data is more greatly impacted by the smaller sample size. Despite this, the following observations are made:

- All of the 'other Asian' and Black British survey participants in Broadland are considered inactive;
- 20% of the mixed White and Asian and other White ethnic survey participants in Broadland are inactive;
- 13% of Broadland's White British survey participants are considered inactive.

Religion

5.84 The religious beliefs of the inactive survey respondents are as follows:

- No religion (49%);
- Christian (46%);
- Buddhist (2%);
- Hindu (2%);
- Other (2%).

5.85 'Other' religions were specified to include Paganism.

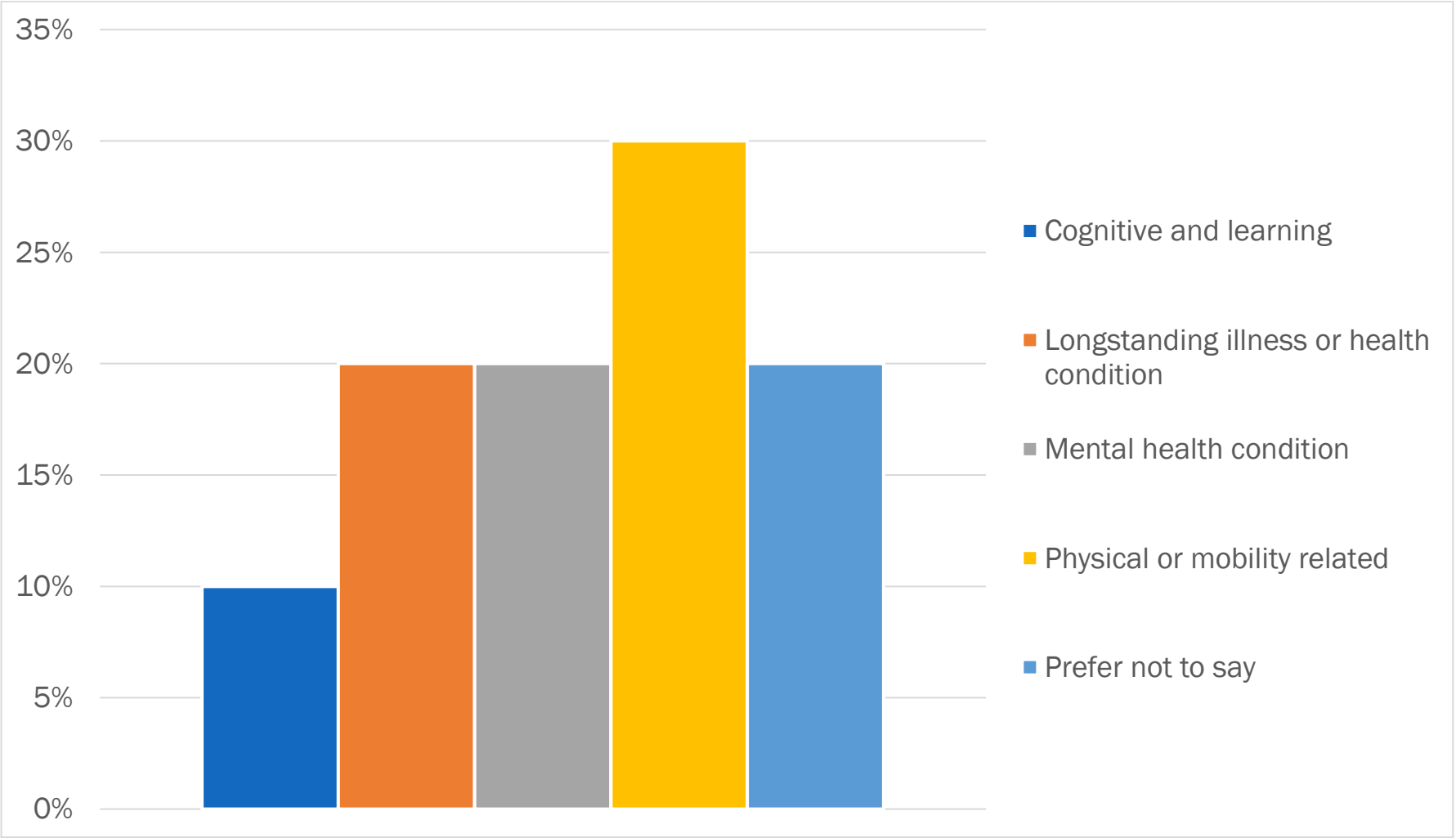
Sexuality

5.86 89% of the inactive respondents describe their sexual orientation as straight or heterosexual whilst 4% are gay or lesbian and 7% are bisexual. 10% preferred not to answer this question.

Disability

5.87 10% of Broadland's inactive respondents consider themselves to be a disabled person compared to 84% who did not. 7% preferred not to answer. Those who considered themselves disabled were asked to describe their disability. The results are displayed in the figure below.

Figure 5.7 – Broadland's Inactive Participants: Disability Types



5.88 The most common disability is physical, or mobility related (27%) whilst 18% have either a longstanding health condition or a mental health condition.

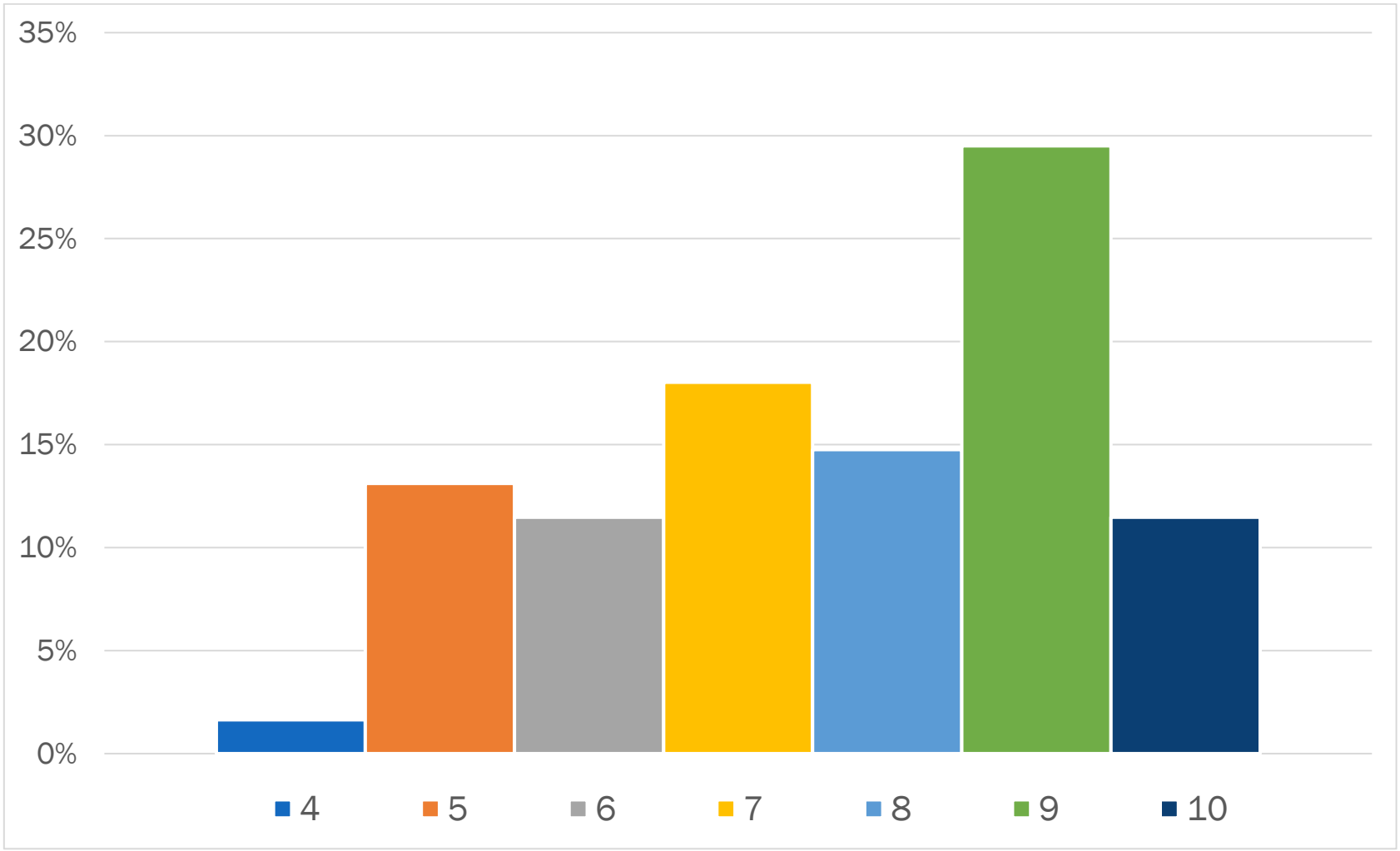
5.89 10% of the inactive have a cognitive or learning disability.

5.90 20% preferred not to disclose the type of disability.

Deprivation Deciles for Active Participants

5.91 Based on the postcode data provided in the survey, we have identified the deprivation decile scores of the neighbourhoods in Broadland where the inactive participants live. This data enables us to identify correlations and trends between levels of deprivation and the physical activity habits of these participants. The figure below demonstrates these trends.

Figure 5.8 – Broadland's Inactive Participants: Deprivation Deciles



5.92 As shown in the graph, the largest proportion (28%) of the active participants reside in LSOA's ranked decile 9, these are in the top 20-10% least deprived neighbourhoods in England. The number of inactive participants living in decile 9 is substantially higher than those from those considered active. A further 18% of the inactive participants live in a decile 7 area in Broadland, these neighbourhoods are in the top 40-30% least deprived in England. 11% of Broadland's participants who are considered active live in neighbourhoods ranked in the top 10% least deprived in England.

5.93 As a local authority, Broadland has lower levels of deprivation with no LSOA's in decile 1, 2 or 3. Therefore, the highest deprivation areas are ranked in decile 4 which represent the top 40% most deprived areas in the country. 2% of Broadland's inactive participants live in decile 4 neighbourhood.

5.94 We have sought to analyse this data in the context of the entire deprivation data for all of Broadland's survey participants. The following observations are made:

- 10% of Broadland's participants living in an area with the highest level of deprivation in Broadland (decile 4) are considered inactive;
- Those living in a decile 9 area (top 20-10% least deprived in the country) in Broadland have the highest percentage of inactive people at 20%;
- 11% of Broadland participants living in an area with the lowest level of deprivation (decile 10) are considered active.

Activity Levels

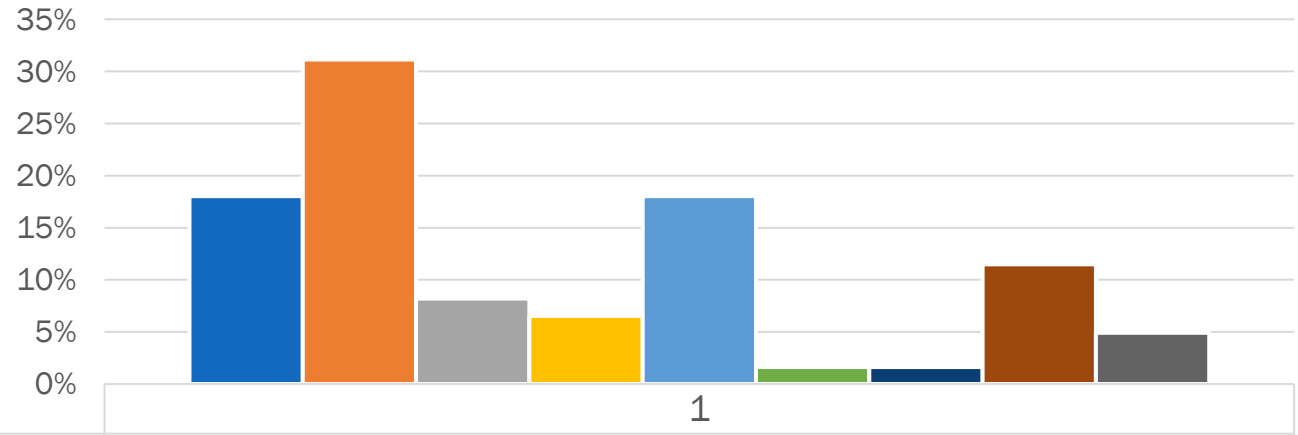
5.95 Survey participants were asked to rank how important their overall health and wellbeing was to them on a scale of 1 to 5. 1 would indicate 'not important at all' and 5 is 'very important'.

5.96 67% of the participants considered to be inactive regard their health and wellbeing as either 'very important' (5) or ranked it 4.

5.97 8% regarded it as 'not at all important' or 2. The remaining participants ranked their overall health and wellbeing as a 3, indicating they feel it is neither important nor unimportant.

5.98 Inactive participants were asked to select what best described their reason for not currently being active. The results are shown in the figure overleaf.

Figure 5.9 – Broadland's Inactive Participants: Reasons for Inactivity



	1
Embarrassed of fitness levels/fear of judgement	18%
Too busy/fitness is not a priority	31%
Do not enjoy physical activity	8%
Fear of injury	7%
Age/health prevents participation	18%
I don't know how to become more active	2%
Extreme in nature	2%
Cant afford to participate	11%
Social distancing/worried about COVID-19	5%

5.99 As the graph shows, the most common reason is that they are too busy or their fitness is not a priority, 31% of the inactive participants gave this reason for their current levels of inactivity. The second most common reasons are that age/health prevents participation or fear of being judged/embarrassed about their fitness levels with 18% of the participants citing these reasons.

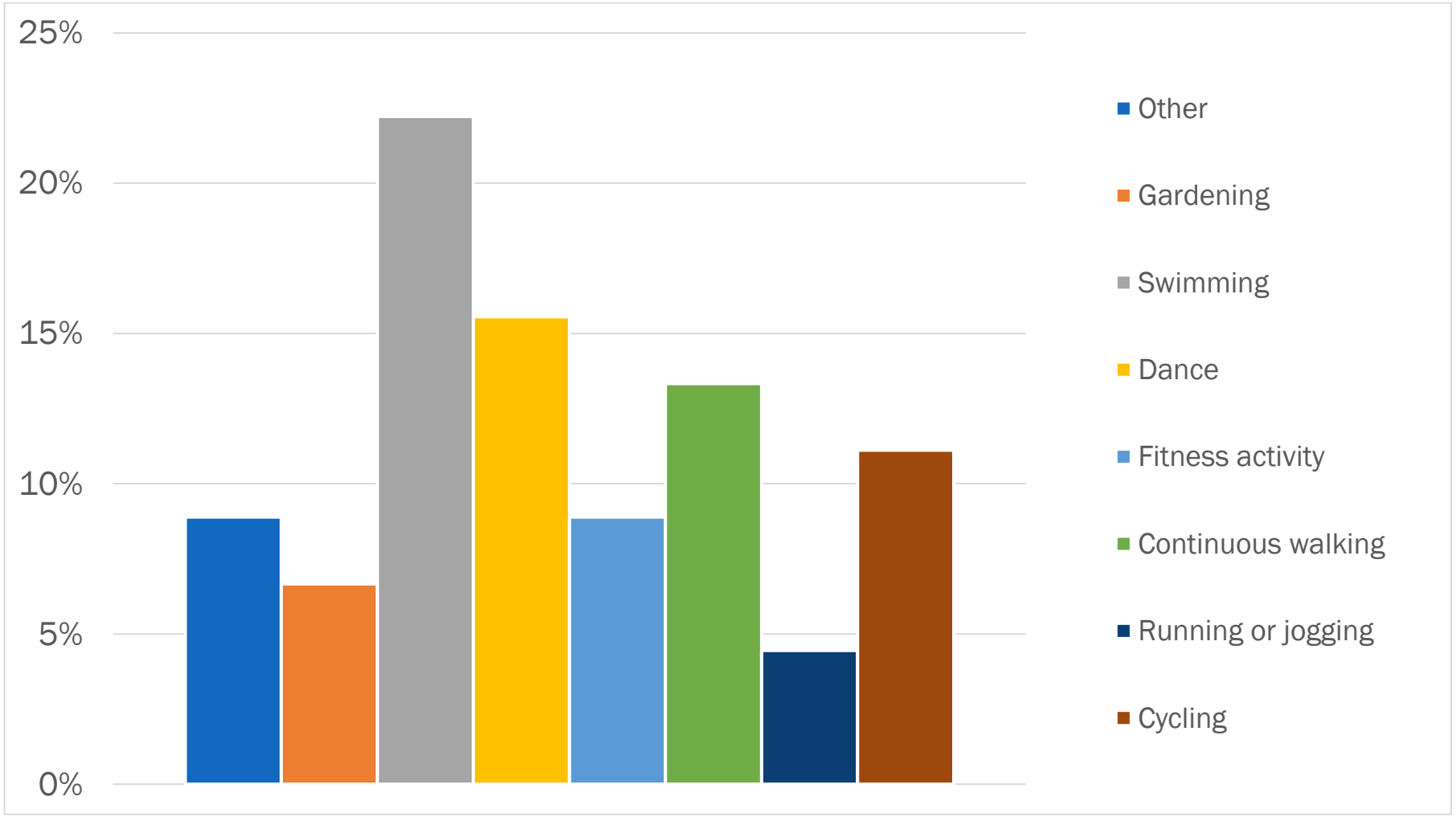
5.100 8% of the inactive survey respondents say that they do not enjoy physical activity which is why they are currently not active whilst 7% report fears they may become injured or experience pain from physical activity. Other reasons also include COVID-19 factors with 5% citing fear of contracting the virus as a reason for low activity levels.

5.101 Financial factors are also a common reason for inactivity with 11% of the inactive survey respondents claiming that they cannot afford to participate in the physical activity that they are interested in.

Activities of Interest

5.102 Those who are currently inactive were asked which activities they would be interested in taking part in. the results are displayed below.

Figure 5.10 –Broadland's Inactive Participants: Activities of Interest



5.103 Swimming is the most popular activity of interest amongst the most inactive with c.22% claiming they would be interested in participating in swimming. Dance is also popular with 16%.

5.104 13% reported that they would be interested in continuous walking fitness activities, whilst cycling is appealing to 11%.

5.105 Fitness activity (9%), gardening (7%) and running or jogging (4%) were also selected to be of interest to the inactive.

5.106 9% also said they would be interested in team sports such as football, basketball, netball or hockey. 9% chose 'other', specifying activities such as golf, yoga and climbing.

Locations to Participate

5.107 The Survey also sought to analyse where the inactive would consider taking part in more sports or activities. The results are as follows:

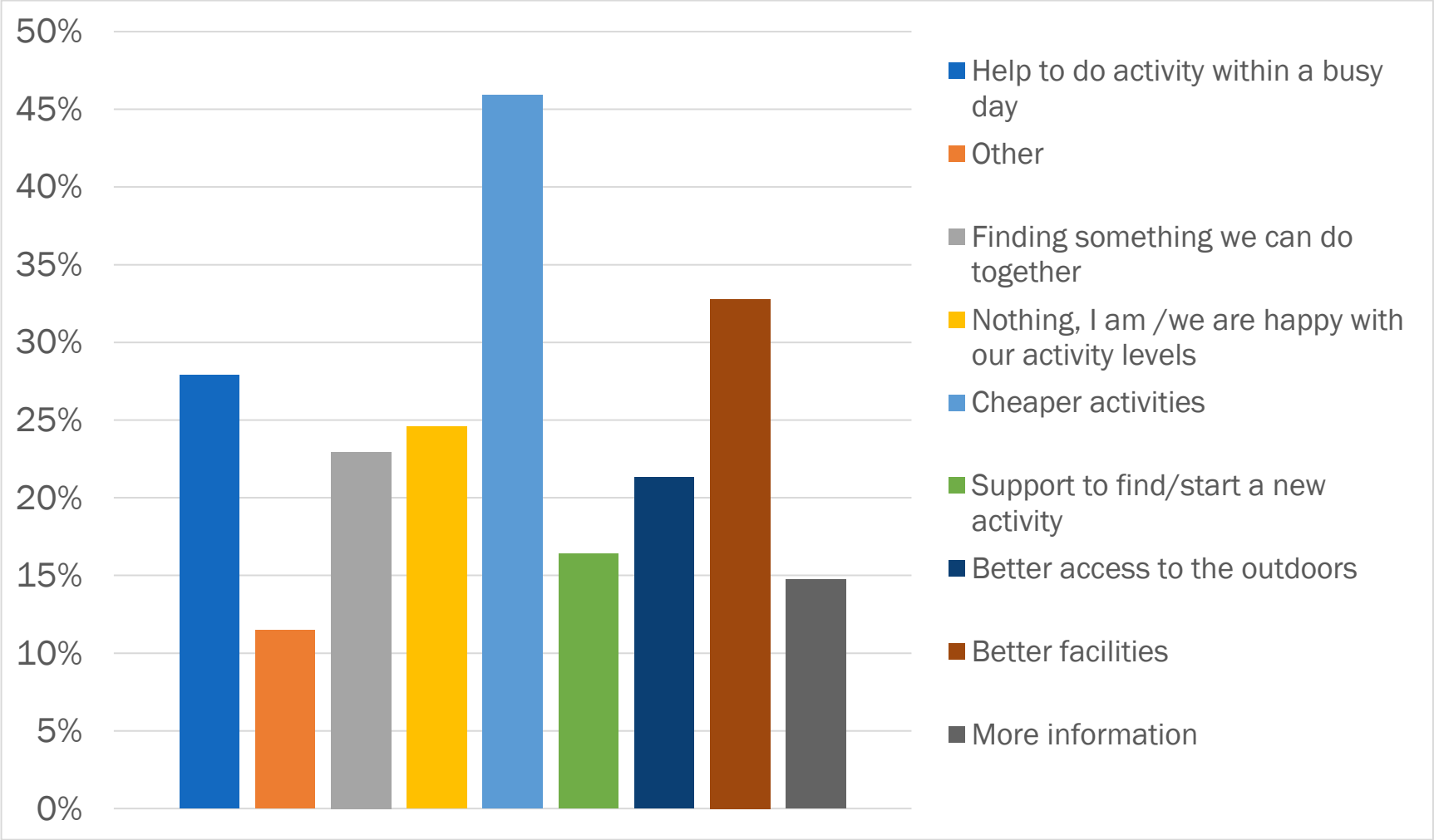
- Swimming pool (18%);
- Leisure centre (15%);
- Sports Club (11%);
- Playing Fields (10%);
- Waymarked routes (10%);
- Community Hall (8%);
- Home (8%);
- Park (8%);
- Gym (8%);
- Pavement/road (7%);
- Garden (7%);
- School/college/university leisure facilities (7%);
- Open Water (7%);
- Trampoline/freestyle centre (7%);
- Workplace leisure facilities (5%);
- Climbing centre (5%);
- Youth centre (3%);
- Tennis court/facilities (3%);
- Cycle track (3%);
- Allotment (2%);
- Skate/BMX park (2%);
- Small-sided football centre (2%);
- Small-sided football centre (4%);
- Youth centre (4%);
- Running track (4%);
- Skate/BMX park (2%).

5.108 Unlike those who are currently active, the majority of the inactive respondents said they would consider participating in more physical activity/sports at a leisure facility. As swimming is the most common activity of interest amongst the inactive, it is unsurprising that a swimming pool was the most common location that inactive participants would consider using to increase their activity levels. 26% also said that they would use a leisure centre or sports club.

Increasing Propensity to Exercise

5.109 When asked what would help encourage them to get more active, the inactive participants reported the following

Figure 5.11 – Broadland's Inactive Participants: Methods to Increase Activity Levels



5.110 The majority of active participants (46%) reported that they cheaper activities would help them become more active. 33% also report that ‘better facilities’ would help them increase their activity levels. 28% reported that receiving help to participate in activity within a busy day would also encourage them to participate more.

COVID-19 Impact

5.111 In terms of the impact of COVID-19 on the inactive population, 50.5% of the currently inactive respondents reported that their importance of health and wellbeing has not changed since the onset of COVID-19. 47% said that their health and wellbeing had become more important to them since the start of the pandemic. 2% reported it to be less important.

Changes to Activity Levels due to COVID-19

5.112 The Survey sought to analyse the effect of the COVID-19 pandemic on Broadland’s residents. Those who are considered currently inactive were asked whether they would consider themselves to be currently less active than they were before the pandemic.

5.113 Only 23% of the inactive participants reported that they were currently more active than before the emergence of COVID-19. Whereas 38% of inactive participants reported that they are currently less active than before the pandemic. This is much higher in comparison to the active participants where only 28% said that their activity levels in the past 3 months were less than those before COVID-19.

5.114 Important to consider was that 39% of the currently inactive reported that their activity levels in the past 3 months are the same as they were before the emergence of COVID-19.

5.115 Inactive survey respondents were also asked whether their physical activities had increased or decreased during the lockdown periods. 43% reported that their physical activity levels had decreased during lockdown periods whilst 3% reported an increase. 20% said that their activity levels remained the same.

5.116 When compared to the responses from those who are currently active, the survey data suggests the lockdown periods to have more significant effect on the activity levels of the inactive. For example, whilst 38% of the active participants said that their activity levels had decreased during the lockdown periods, this is lower than that reported from the inactive (43%).

5.117 Given that the majority of the inactive are more likely to consider using leisure facilities to participate in physical activity, the closure of these facilities during the lockdown period would have had a more significant effect than those active participants who are more likely to exercise from home or use open spaces and pavements.

Information Accessibility

5.118 Participants were asked how easy they found it to access information on being active in their area. Answers were provided in a ranking format from 1 – 5 with 1 representing ‘very difficult’ and 5 representing ‘very easy’.

5.119 10% of the inactive population reported that they find it ‘very difficult’ to find this information whilst 21% ranked it a 2, suggesting they find it somewhat hard. Only 10% said that finding information on being active in their area was ‘very easy’ whilst 20% ranked it a 4, suggesting it was somewhat easy.

5.120 39% ranked a 3, suggesting that they found it neither very difficult nor very easy to find this information.

5.121 The areas that the inactive are most likely to go to access information on activities in their area is as follows:

- Online web search (council website, google) (82%);
- Social media (54%);
- Recommendations from family and friends (57%);
- Local facilities (leisure centres, community centres) (26%);
- Libraries (3%);
- Local sports clubs (5%).

5.122 2% also gave ‘other’ answers such as local magazines.

5.123 The data reveals that both the inactive and active participants are likely to access information in the same way (online being the most common). Social media information channels are more commonly utilised by those aged under 40 whilst those aged over 50 are more likely to rely on information from local facilities or recommendations from family and friends.

Summary: Broadland Survey Data

5.124 When comparing the data sets from Broadland’s Inactive and Active, the following observations are made:

- There are slightly more inactive females in Broadland than males. For example, 16% of Broadland’s female survey participants are considered inactive, compared to 11% of the males;

- Whilst there were no responses collected from Broadland for under 25's, Broadland survey participants aged 35-39 are the most inactive of all age groups with 23% of the participants in this age group considered inactive. Those aged 30-34 and 75-79 also have a high percentage of inactivity (22%). Broadland participants aged 65-69 have the least number of inactive participants at only 6%;

- 10% of the inactive consider themselves to be disabled, compared to 9% of the active. There are differences in the types of disabilities with longstanding health conditions more common in active participants at 35% compared to the inactive where only 18% report a longstanding health condition or illness. Mental health disabilities are more common in 'active' participants (21%) whereas physical or mobility related illnesses are similar in both groups;

- As a local authority, Broadland has lower levels of deprivation with no LSOA's in decile 1, 2 or 3. Therefore, the highest deprivation areas are ranked in decile 4 which represent the top 40% most deprived areas in the country. 2% of Broadland's inactive participants live in decile 4 neighbourhood. In the context of the entire deprivation data for all of Broadland's survey participants, 10% of Broadland's participants living in an area with the highest level of deprivation in Broadland (decile 4) are considered inactive whilst 11% of Broadland participants living in an area with the lowest levels of deprivation (decile 10) are considered inactive;

- Interestingly, those living in a decile 9 area (top 20-10% least deprived in the country) in Broadland have the highest percentage of inactive people at 20%. This data suggests that, despite living in areas with low levels of deprivation, these residents are still struggling to maintain an active lifestyle;

- The most common reasons for inactivity are being too busy (31%) whilst 18% are embarrassed to become more active due to their fitness levels or feel that their age/health prevents them. The most common motivation for active people to participate in physical activity in Broadland is to improve their health and fitness (56%) and for the mental wellbeing benefits (48%);

- Continuous walking (43%), team sports (11%) and running and jogging (11%) are the most common activity types amongst those currently considered active. Whereas swimming (50%) and continuous walking (38%) are the most appealing sports to those that do not currently participate in regular physical activity;

- Those who are currently physically active are most likely to work out from home or use open spaces and road/pavements to exercise. Only 12% of the active participants currently use a leisure facility, gym or sports club for their main activity. This contrasts with the data from the inactive survey participants who are more likely to consider using leisure facilities to participate in physical activity. 34% of the inactive said that they would consider using a leisure centre, sports club or gym to participate in more physical activity. Swimming pools were also popular at 18%;

- 44% of the active participants who use a facility use a car to access it whilst 31% rely on walking to their leisure facility;

- In terms of the effects of the COVID-19 pandemic When compared to the responses from those who are currently active, the survey data suggests the lockdown periods to have more significant effect on the activity levels of the inactive. For example, whilst 38% of the active participants said that their activity levels had decreased during the lockdown periods, this is lower than that reported from the inactive at 43%;

- Given that the majority of the inactive are more likely to consider using leisure facilities to participate in physical activity, the closure of these facilities during the lockdown period would have had a more significant effect than those active participants who are more likely to exercise from home or use open spaces and pavements;

- 31% of the inactive participants said that they found information on being active in their area ‘very difficult’ or difficult to obtain (ranking a 1 or 2), this is higher than the active participants where only 21% ranked a 1 or 2. 10% of the inactive report finding information ‘very easy’ compared to 13% of the active;

- The data reveals that both the inactive and active participants are likely to access information through similar channels (online being the most common), however the inactive are slightly more likely to receive information and recommendations from family and friends.