

Economic Intelligence Unit

## **UK Active Lives Survey: October Release**

The Active Lives survey data was released this month, showing data about the activity levels of residents within the Black Country. The data shows a positive story about the Black Country as there are 6,700 fewer people classed as inactive, and 12,600 more people classed as active. More people are participating in sport and physical activity regularly, however fewer people are volunteering in sport.

## **Activity Levels:**

Less than 30 minutes a week

Fairly Active: 30 – 149 minutes a week

Active: At least 150 minutes a week

	National		
	<b>Ranking (/326)</b>		
Dudley	57		
Sandwell	8		
Walsall	32		
Wolverhampton	37		

Rank 1 = most inactive Rank 353 = least inactive

	Inactive 2017	Inactive 2018		Active 2017	Active 2018			
	Current	Current	Target	Gap	Current	Current	Target	Gap
Dudley	83,200	81,600	65,017	16,583	140,400	135,600	160,672	25,072
Sandwell	88,500	84,000	63,580	20,420	125,500	137,800	157,121	19,321
Walsall	66,900	72,800	55,689	17,111	125,700	121,000	137,621	16,621
Wolverhampton	75,300	68,800	51,832	16,968	106,900	116,700	128,089	11,389
Black Country	313,900	307,200	236,142	71,058	498,500	511,100	583,502	72,464

From the year previous, the number of people in the Black Country who are inactive decreased by 6,700. The largest decrease was seen in Wolverhampton where 6,500 fewer people are inactive. In Dudley 1,600 less people are inactive and in Sandwell the number is 4,500 less. The only area with an increase in inactivity was in Walsall, where 5,900 more people are inactive.

For people who are classed as active in comparison to the year before, **12,600 more people** in the Black Country are active. The largest increase was seen in Sandwell, where **12,300 more people are active**, and there were large improvements in Wolverhampton where **9,800 more** people are exercising for more than 150 minutes a week. **Decreases** in activity were seen in Dudley and Walsall, where **4,800 and 4,700 fewer people** were classed as active.



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## **Sport and Physical Activity at Least 2 Times in the Past 28 Days:**

	% May 2017	Count May 2017	% May 2018	Count May 2018	Change
Dudley	70.4%	180,600	70.2%	180,900	-0.2%
Sandwell	66.2%	165,800	68.5%	172,700	2.3%
Walsall	72.2%	158,700	68.7%	151,700	-3.6%
Wolverhampton	65.1%	133,300	68.3%	140,600	3.2%
Black Country	68.6%	638,400	69.0%	645,900	0.4%
England	77.2%	33,531,400	77.5%	34,836,700	0.3%

Dudley and Walsall saw a decrease in the percentage of people taking part in sport and physical activity, however Sandwell and Wolverhampton saw large increases. The Black Country as a whole have a way to go to get to national average figures, equivalent of 79,620 extra people taking part in sport.

## **Volunteering to Support Sport or Physical Activity in the Last 12 Months:**

	2017%	2017	2018%	2018
		Count		Count
Dudley	19.1%	49,100	12.6%	32,500
Sandwell	6.9%	17,400	6.6%	16,700
Walsall	11.8%	25,800	8.8%	19,400
Wolverhampton	12.1%	24,700	11.6%	23,900
Black Country	12.6%	117,400	9.9%	92,400

Between May 2017 and May 2018, the number of people volunteering to support sport decreased in all areas of the Black Country. The largest decrease was seen in Dudley as there were 16,600 fewer people volunteering. The are with the smallest decrease was Sandwell, where there were **700** fewer volunteers.