



Tackling Inequalities Fund

Priority Audiences

COVID-19 is exacerbating existing inequalities

Through this fund we will prioritise:

- People on low incomes
- Disabled people
- People with long-term health conditions
- BAME



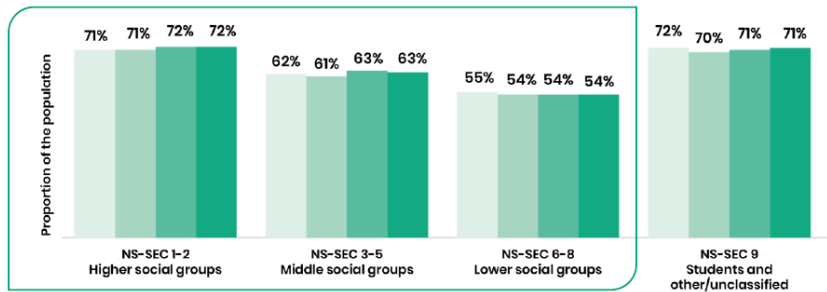


**Activity levels pre
Covid-19**

Landscape before coronavirus – Lower Socio-Economic Groups

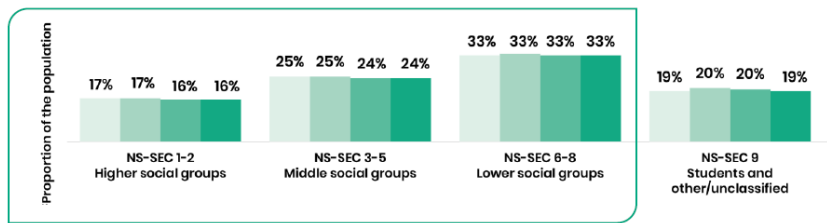


Active



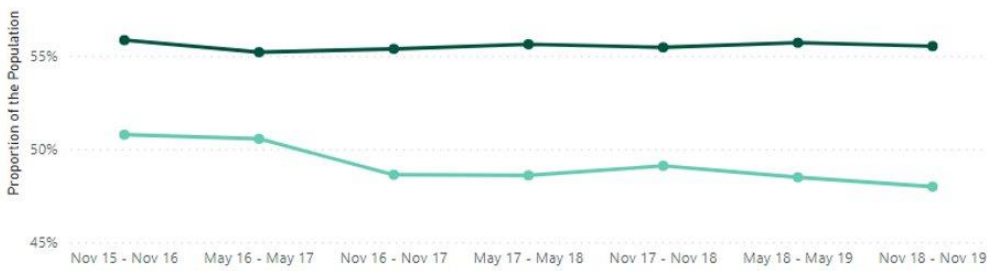
- Stubborn inequality – LSEG less active and more inactive
- Flat trend with very little change over 4 years of Active Lives
- NS-SEC 8 seems to be an area of decline

Inactive



Active

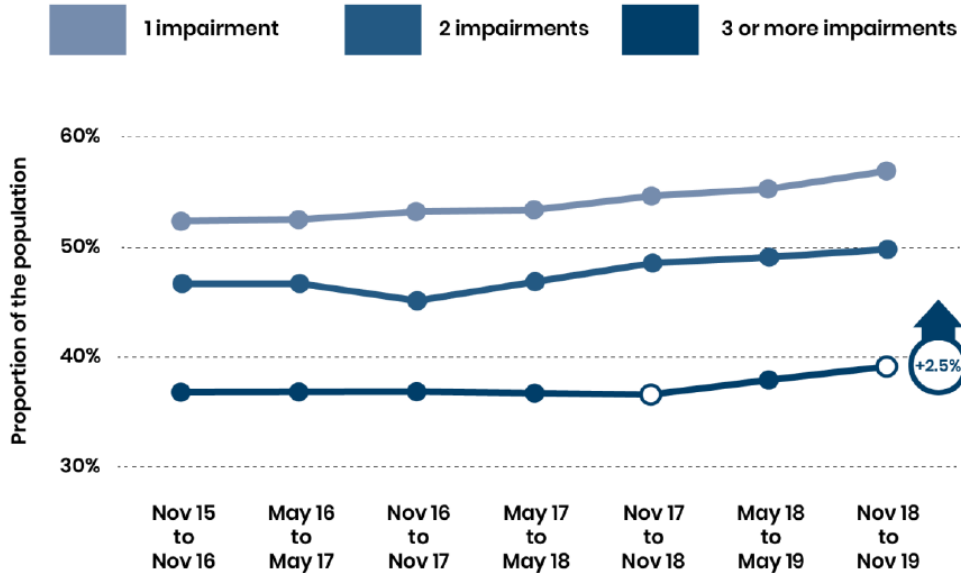
Legend ● NS SEC 6-7: Semi-routine and routine occupations ● NS SEC 8: Long term unemployed or never worked



Landscape before coronavirus – Disability and Long Term Health Conditions

Active

change



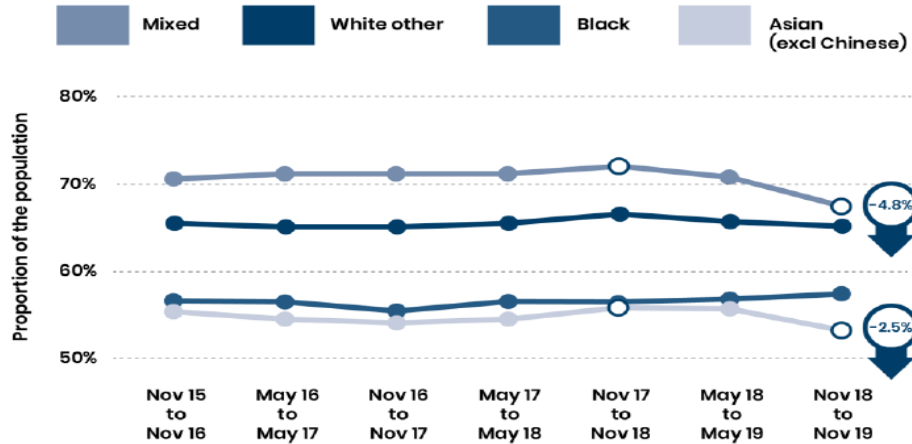
Current figures for 'active' stand at:

- Disability: 47%
- No Disability: 68%
- 1 impairment: 57%
- 2 impairments: 50%
- 3+ impairments: 39%

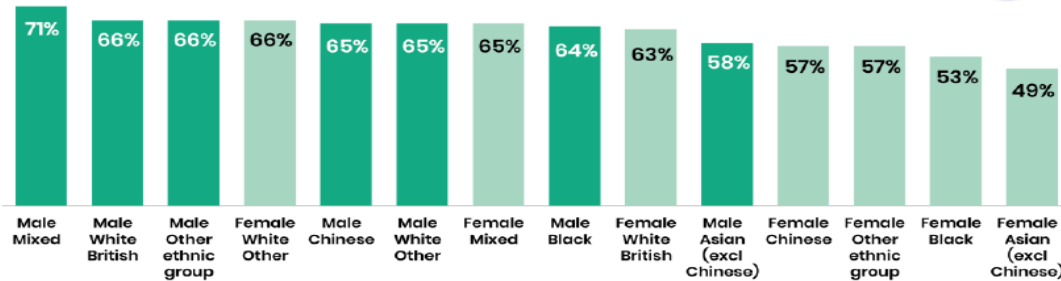


Landscape before coronavirus – Ethnicity

Active amongst selected ethnic groups



Active



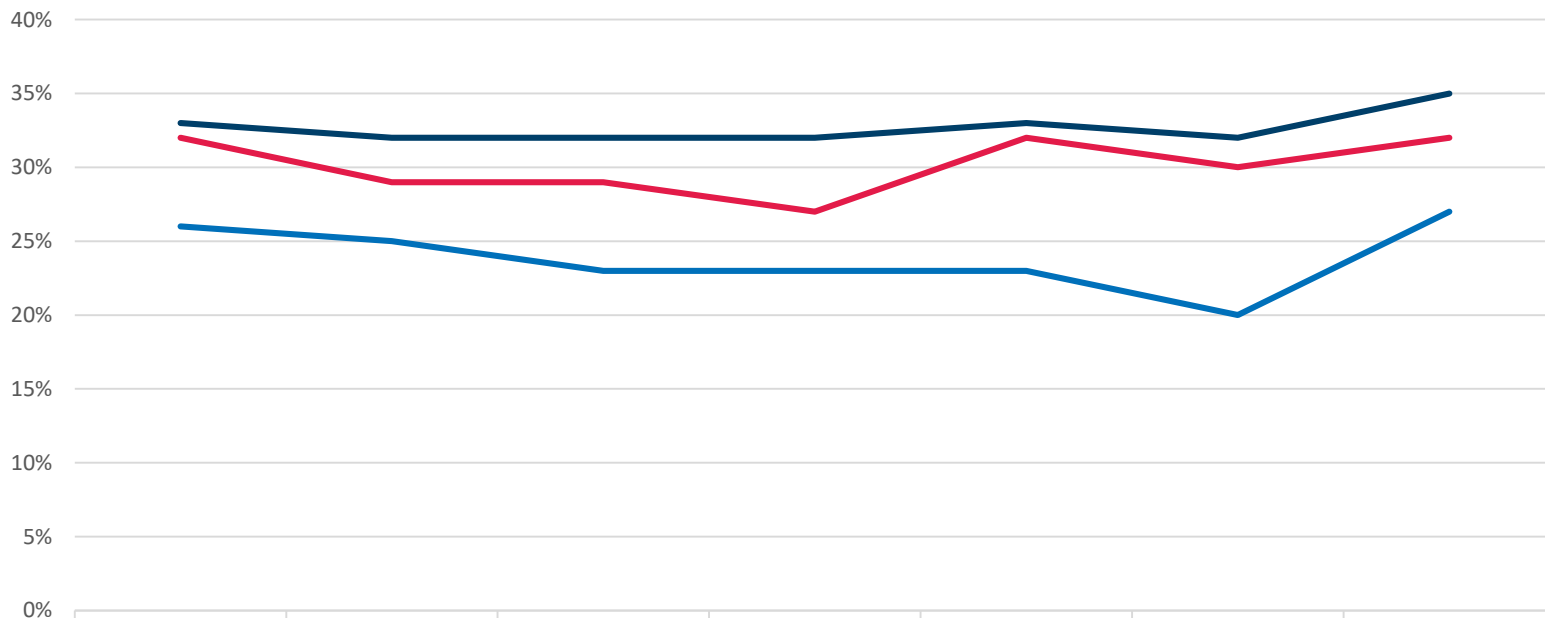
Activity levels for White British adults are showing a steady increase, but for most ethnic backgrounds there's an underlying flat trend.

- Asian (excluding Chinese) adults have an underlying flat trend despite a drop compared to 12 months ago (-2.5%)
- Adults from Mixed ethnic backgrounds have seen a larger drop compared to 12 months ago (-4.8%) which indicates a potential reduction in the proportion who are active.



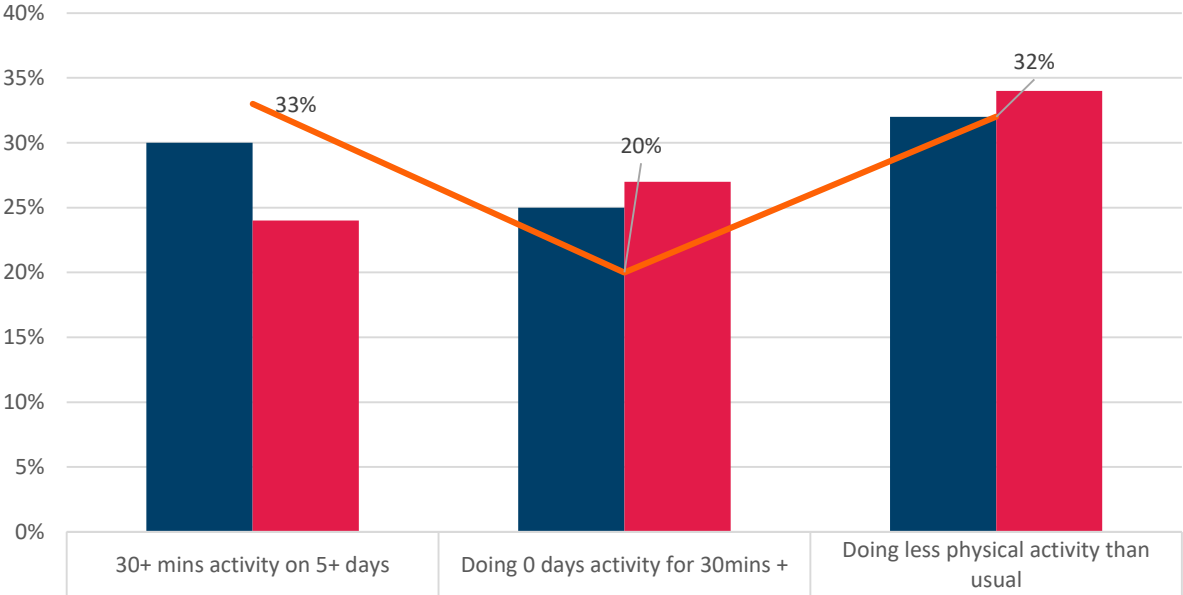
The impact of Covid-19 on priority audiences

% of adults doing at least 30 minutes activity for 5 days or more in the last week



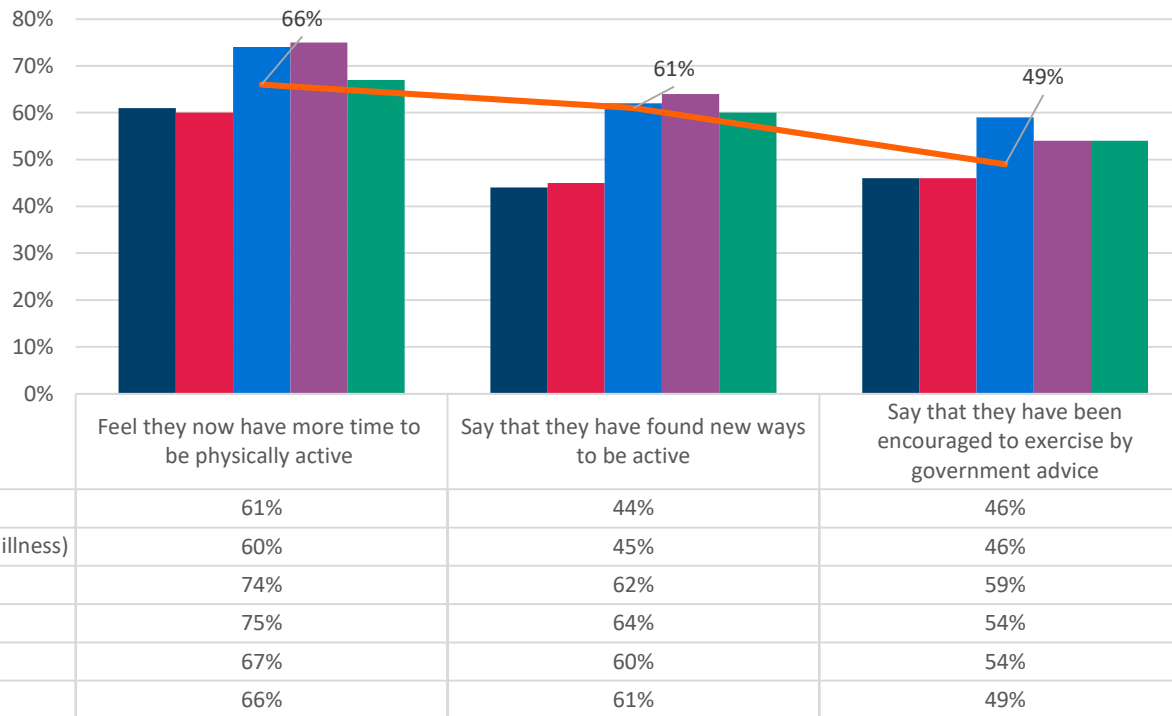
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
C2DE	32%	29%	29%	27%	32%	30%	32%
Disability or LTC	26%	25%	23%	23%	23%	20%	27%
All	33%	32%	32%	32%	33%	32%	35%

The impact of Lockdown on physical activity: Behaviours



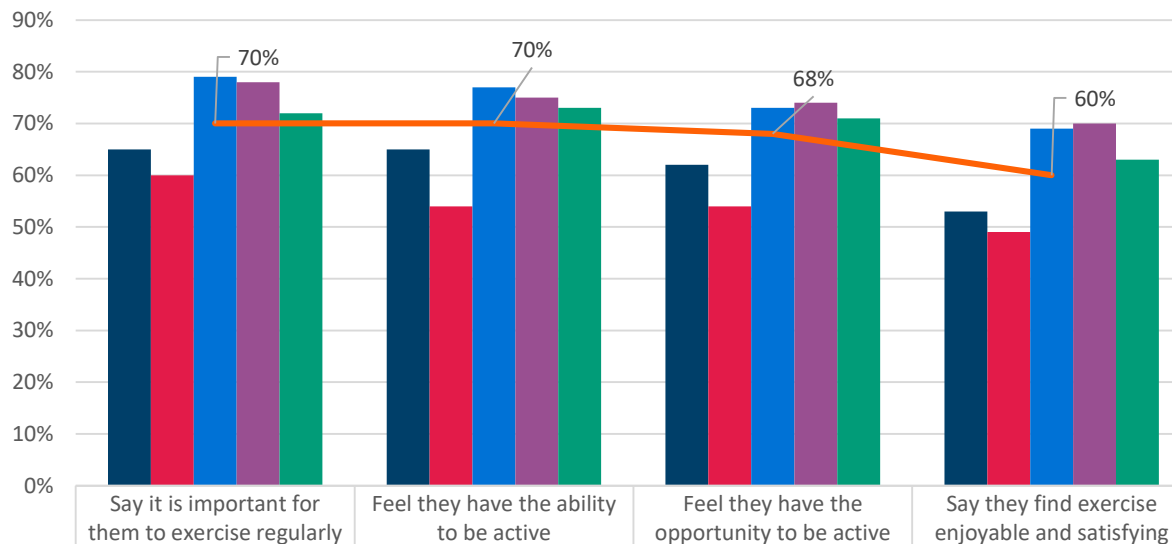
■ C2DE	30%	25%	32%
■ Disability or LTC (any condition or illness)	24%	27%	34%
— All	33%	20%	32%

The impact of Lockdown on physical activity: Attitudes



C2DE	61%	44%	46%
Disability or LTC (any condition or illness)	60%	45%	46%
Asian	74%	62%	59%
Black	75%	64%	54%
Mixed	67%	60%	54%
All	66%	61%	49%

The impact of Lockdown on physical activity: Com-B



C2DE	65%	65%	62%	53%
Disability or LTC (any condition or illness)	60%	54%	54%	49%
Asian	79%	77%	73%	69%
Black	78%	75%	74%	70%
Mixed	72%	73%	71%	63%
All	70%	70%	68%	60%



**What else do we know
about the impact on
these audiences**

As a result of the crisis, LSEG audiences are more likely to:

Have higher mortality rates linked to COVID-19

Be exposed to the virus

Be disproportionately affected financially

Potentially be more likely to have lost their jobs

Be key workers

Access foodbanks & may find accessing free school meals a challenge

As a result of the crisis, LSEG audiences are more likely to:

Have negative impacts on mental health

Experience digital exclusion

Experience a lack of structure and struggle to cope with their daily lives, disrupted routine in (young people)

Be trapped in overcrowded housing, with limited private space

As a result of the crisis, disabled people are more likely to:

Be shielding for longer periods

Have higher mortality rates linked to COVID-19

Spend more time alone and feel lonely

Have had their access to social care support disrupted

Be disproportionately financially affected

Disabled people are just as likely as non disabled people to be active in supporting their communities

As a result of the crisis, people with long term health conditions are more likely to:

Be shielding for longer periods

Have higher mortality rates linked to COVID-19

See COVID-19 as a barrier to being physically active

Be worried about COVID-19

Experience ups and downs and will be more prone to depression and anxiety

Want to know that activity is safe and suitable for their condition

As a result of the crisis, people with long term health conditions are more likely to:

Perceive that they have fewer opportunities to be active

Experience digital exclusion

Have thoughts of death or self harm

(people with a pre-existing mental health diagnosis)

Have lower levels of life satisfaction

(people with a pre-existing mental health diagnosis)

Think that WAU messaging is even more relevant during these times – responding well to positive tone of voice & sense of togetherness

Seek reassurance & messages of optimism from trusted, reliable sources

As a result of the crisis, BAME audiences are more likely to:

Have higher mortality rates linked to COVID-19

Be exposed to the virus

Be disproportionality financially affected

Work in health / social care roles, in particular: Indian men & women, Black African men & women and Pakistani men

Work in 'other' key worker roles, in particular: Black Caribbean men & women, Indian men & women and Black African men

Insight on other audiences and further reading

As a result of the crisis, unpaid carers are more likely to:

Be providing, on average, an additional 10 hours care per week

Be spending more money than usual (whilst 1.2 million carers already live in poverty)

Feel overwhelmed, and worried that they will burnout in the coming weeks

Be worried about what will happen to the people they care for if they have to self-isolate or become ill

Be seven times lonelier than the general population

Have their physical or mental health impacted as a result of caring

As a result of the crisis, older adults are more likely to:

Be struggling to stay as active as usual. While 24% say they have been more active than the pandemic, considerably more (38%) report doing less

Be anxious, lonely & lacking a sense of belonging. They are often shielding/self-isolating and more likely than other age groups to be scared about leaving their home. Fears about public transport & the safety of local venues & group-based activities will create additional barriers to getting active

Be affected by exacerbating social, health & participation inequalities. Over 55s also account for the largest share of self-employed workers, many of whom are falling through the gaps of the economic rescue packages

Be living in care homes, confined to their rooms, unable to see or speak to family as care homes seek to prevent the spread of infection amongst this vulnerable audience. Staff are now nervous of delivering physical activity sessions due to the increased frailty of many residents.

Positively engage with digital tools to connect with loved ones and stay active, particularly amongst the younger old. However, some are still struggling to find relatable & fun exercise at home content to suit their motivations and capabilities

Be at risk from the impact of prolonged inactivity & deconditioning on musculoskeletal health. There is significant Public Health concern around the future capability of this audience to be active. The resultant loss of physical function is likely to lead to more falls and greater demand for scarce local health and social care resources

Further reading

The Experience of the Lockdown in Low-Income Areas of England and Wales. StreetGames, June 2020 <https://www.streetgames.org/the-experience-of-the-coronavirus-lockdown-in-low-income-areas-of-england-and-wales>

Research Institute for Disabled Consumers. May 2020 <https://www.ridc.org.uk/news/covid-19-our-third-survey-impact-disabled-and-older-people>

Sport for all? Why ethnicity and culture matters in sport and physical activity. Sport England, January 2020 <https://www.sportengland.org/news/sport-for-all>

Are some ethnic groups more vulnerable to COVID-19 than others? Institute for Fiscal Studies, May 2020 <https://www.ifs.org.uk/inequality/chapter/are-some-ethnic-groups-more-vulnerable-to-covid-19-than-others/>

We Are Undefeatable research. Sport England, May 2020 www.weareundefeatable.co.uk

'Caring behind closed doors' forgotten families in the Coronavirus outbreak. Carers UK April 2020 <https://www.carersuk.org/help-and-advice/get-resources/upfront/36-for-professionals/policy-eng/report/6377-caring-behind-closed-doors-report>

Sport England ComRes survey, <https://www.sportengland.org/know-your-audience/demographic-knowledge/coronavirus#research>