

# BLACK COUNTRY – SUMMARY OF ACTIVE LIVES SURVEY – LEVELS OF ACTIVITY

Results from Active Lives Survey (Released October 2018), Sport England

Following the new Government “Sporting Future” plan, Sport England published “Towards an Active Nation” in 2016, which sets out a strategy of helping everyone regardless of age, background or ability to feel able to engage in sport and physical activity. Active Lives was designed to help with this. It is much broader than the previous Active People survey and will give anyone working in this field detailed and reliable insight into the physical activity habits of the nation.

## Measures

This dataset was collected between May 2017-2018 and is based on adults (16+). It aligns with KPI2 in “Sporting Future”. There are 3 key measures:

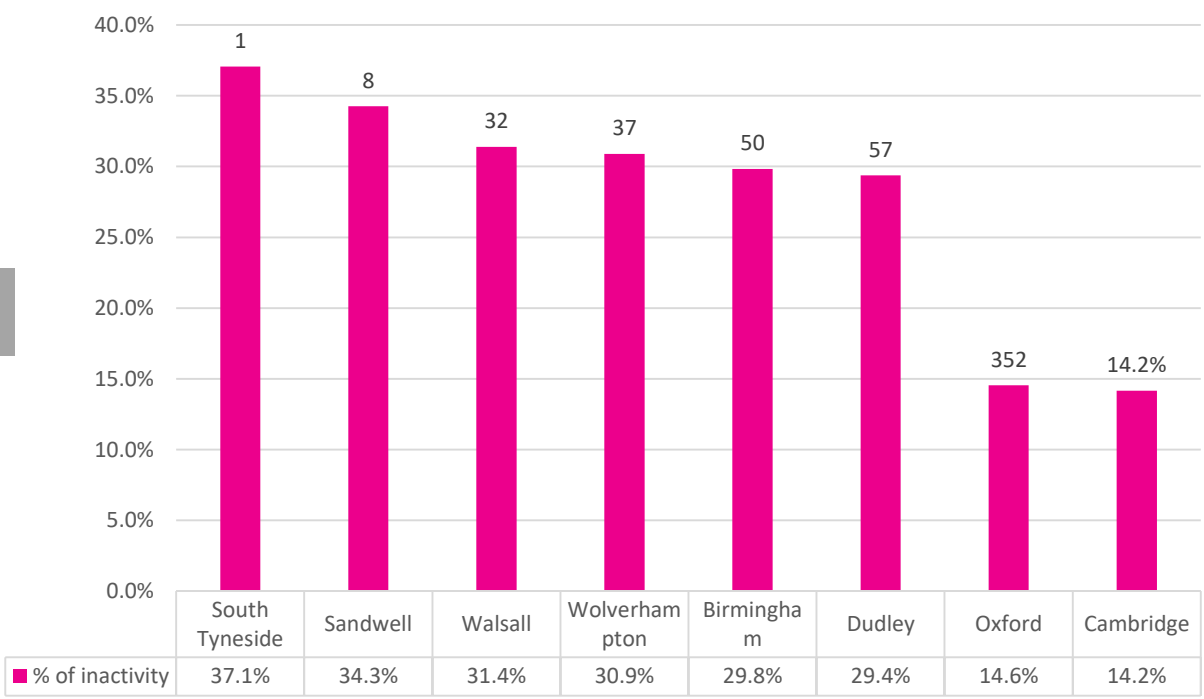
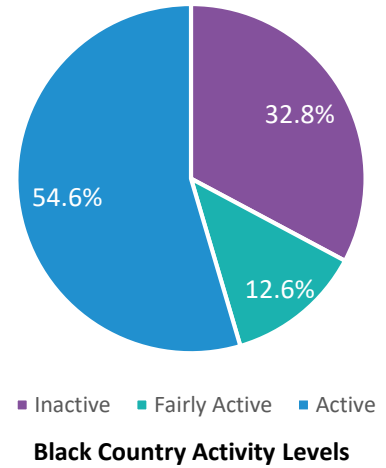
- **Inactive Less than 30 minutes a week**
- **Fairly Active: 30 – 149 minutes a week**
- **Active: At least 150 minutes a week**

Activity includes activities such as walking, cycling, dance, fitness and sporting activities. Activity is counted in moderate intensity equivalent minutes whereby each “moderate” minute counts as one minute, and each “vigorous” minute counts as 2 moderate minutes.

The total respondents for the Black Country are **2,962** or **0.32%** of the population.

## Summary of Results

	Inactive	Fairly Active	Active
Dudley	31.7%	15.8%	52.6%
Sandwell	33.3%	12.1%	54.7%
Walsall	33.0%	12.3%	54.8%
Wolverhampton	33.5%	9.8%	56.8%
<b>Black Country</b>	<b>32.8%</b>	<b>12.6%</b>	<b>54.6%</b>
West Midlands	28.6%	13.4%	58.1%
England	25.2%	12.5%	62.3%



### Level of Inactivity

	National Ranking (/353*)
Dudley	57
Sandwell	8
Walsall	32
Wolverhampton	37

Rank 1 = most inactive  
Rank 353 = least inactive

The Black Country local authorities rank very high in terms of inactivity. The West Midlands region as a whole has the highest levels of inactivity compared to other regions in the UK at an average of **28.6%** of people being inactive.

## Gap to National Average

	Inactive			Active		
	Current	Target	Gap	Current	Target	Gap
Dudley	81,600	65,017	16,583	135,600	160,672	25,072
Sandwell	84,000	63,580	20,420	137,800	157,121	19,321
Walsall	72,800	55,689	17,111	121,000	137,621	16,621
Wolverhampton	68,800	51,832	16,968	116,700	128,089	11,389
<b>Black Country</b>	<b>307,200</b>	<b>236,142</b>	<b>71,058</b>	<b>511,100</b>	<b>583,564</b>	<b>72,464</b>

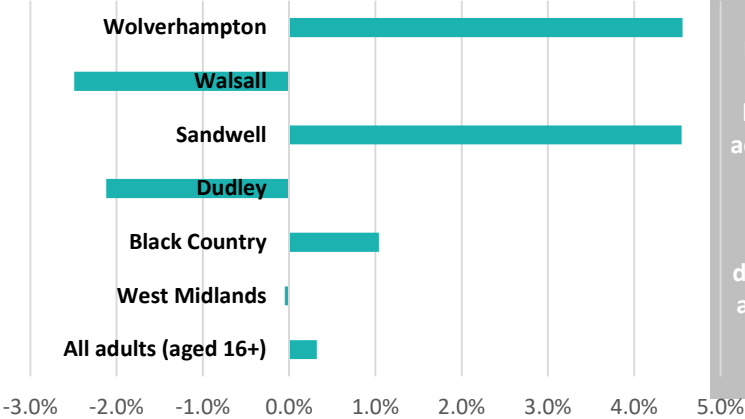
In order to reach the national average rate of inactive people, **71,058** people are required to do some physical activity in the Black Country. **72,464** more people are required to be sufficiently active in order to reach the national rate of active people

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## Change from May 2017 Active Lives Results

Level of activity between May 2017-2018



There has been a decrease in activity in Walsall and Dudley, however there have been large increases in activity in Sandwell and Wolverhampton which offset this difference and give an overall positive picture for the Black Country.

	Inactive	Fairly Active	Active
Dudley	-0.8%	2.9%	-2.1%
Sandwell	-2.0%	-2.5%	4.6%
Walsall	2.5%	0.0%	-2.5%
Wolverhampton	-3.3%	-1.2%	4.6%
Black Country	-0.9%	-0.2%	1.0%
England	-0.4%	0.1%	0.3%

## VOLUNTEERING TO SUPPORT SPORT OR PHYSICAL ACTIVITY AT LEAST TWICE IN THE LAST 12 MONTHS

### Definition

Adults aged 16+ who have taken part in a volunteering role to support sport/physical activity and volunteered at least twice in the last 12 months

### Volunteering

	%	Count		National Ranking (/337)
Dudley	12.6%	257,900	Dudley	247
Sandwell	6.6%	252,200	Sandwell	336
Walsall	8.8%	220,900	Walsall	323
Wolverhampton	11.6%	205,600	W*ton	272
<b>Black Country</b>	<b>9.9%</b>	<b>936,700</b>		
England	13.9%	6,266,000		

Rank 1 = highest % volunteering  
Rank 353 = lowest % volunteering

The Black Country has an average volunteering rate lower than the national average, however this does not reflect great differences between the four local authorities, with Dudley and Wolverhampton having higher rates of volunteering compared to Walsall and Sandwell.

In order to reach the England average rate of volunteering, **38,082** additional people in the Black Country are required to take part. This is equivalent to **3,425** in Dudley, **18,431** people in Sandwell, **11,371** people in Walsall, and **4,740** in Wolverhampton.

## SPORT AND PHYSICAL ACTIVITY AT LEAST TWICE IN THE LAST 28 DAYS

### Definition

Equivalent to KPI1 in Government's Sporting Future strategy, this measures the number of adults aged 16+ who have taken part in 30 minutes equivalent activity sport and physical activity at least twice in the last 28 days. Each session must last at least 10 minutes and be of at least moderate intensity. Activities include :

- Sporting activities
- Cycling for sport and leisure
- Fitness Activities
- Walking for leisure
- Walking for travel
- Cycling for travel
- Dance.

### Adults (aged 16+) who have taken part in sport and physical activity at least twice in the last 28 days

	%	Count	% May 2017	Change		National Ranking (/326)
Dudley	70.2%	180,900	70.4%	-0.2%	Dudley	333
Sandwell	68.5%	172,700	66.2%	2.3%	Sandwell	347
Walsall	68.7%	151,700	72.2%	-3.6%	Walsall	345
Wolverhampton	68.3%	140,600	65.1%	3.2%	W*ton	348
<b>Black Country</b>	<b>69.0%</b>	<b>645,900</b>	<b>68.6%</b>	<b>0.4%</b>		
England	77.5%	34,836,700	77.2%	0.3%		

Rank 1 = highest % participating  
Rank 353 = lowest % participating

In order to reach the England average rate of sport participation twice a month, **79,620** additional people in the Black Country are required to take part. This is equivalent to **18,775** people in Dudley, **22,673** people in Sandwell, **19,439** people in Walsall and **18,751** people in Wolverhampton.

The chart below shows how the health of people in this area compares with the rest of England. This area's value for each indicator is shown as a circle. The England average is shown by the red line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator. However, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared

