

Tackling inactivity through a place based approach

1. The inactivity challenge

2. What this means

3. Approaches

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The inactivity challenge



INACTIVE

FAIRLY ACTIVE

ACTIVE

LESS THAN **30** MINUTES A WEEK

30-149 MINUTES A WEEK

150+ MINUTES A WEEK

25.6%

13.8%

60.6%

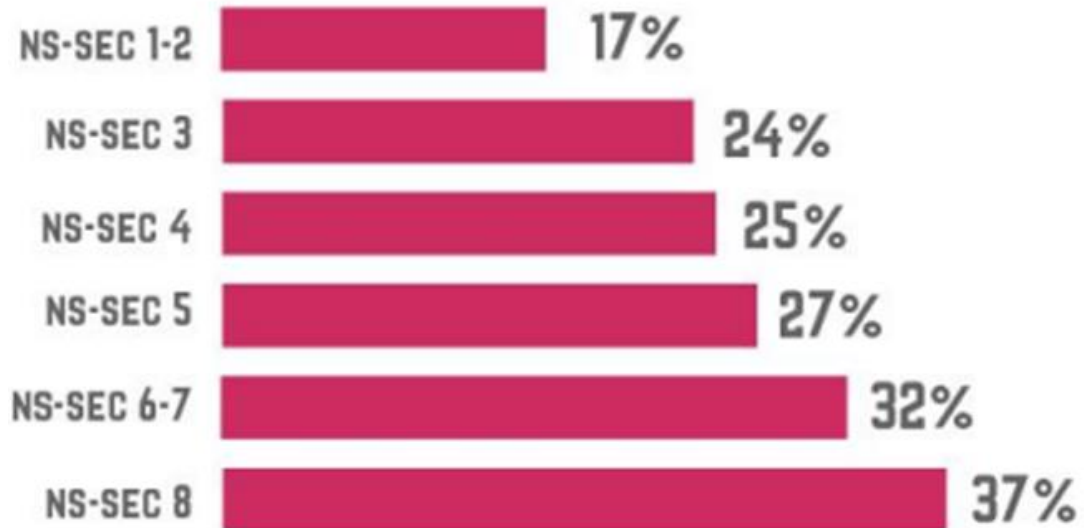
25.6% OF PEOPLE (**11.5M**) DO LESS THAN 30 MINUTES A WEEK

13.8% (**6.2M**) ARE FAIRLY ACTIVE BUT DON'T REACH 150 MINUTES A WEEK

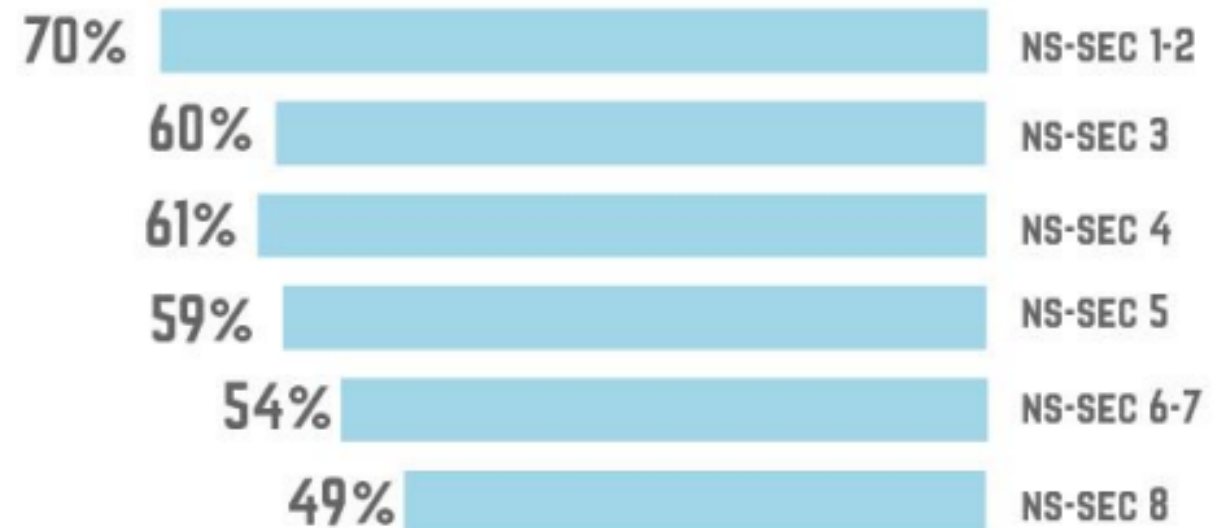
60.6% (**27.1M**) DO 150 MINUTES OR MORE A WEEK

The masking of inequalities

INACTIVE (LESS THAN 30 MINUTES A WEEK)



ACTIVE (150+ MINUTES A WEEK)



NS SEC 1-2: MANAGERIAL AND PROFESSIONAL OCCUPATIONS (E.G. CHIEF EXECUTIVE, DOCTOR)
(NS SEC 3): INTERMEDIATE OCCUPATIONS (E.G. AUXILIARY NURSE, SECRETARY)

(NS SEC 4): SELF EMPLOYED AND SMALL EMPLOYERS
(NS SEC 5): LOWER SUPERVISORY AND TECHNICAL OCCUPATIONS (E.G. PLUMBER, GARDENER, TRAIN DRIVER)

(NS SEC 6-7): SEMI-ROUTINE AND ROUTINE OCCUPATIONS (E.G. SHOP ASSISTANT, BUS DRIVER, WAITRESS)
(NS SEC 8): LONG TERM UNEMPLOYED OR NEVER WORKED

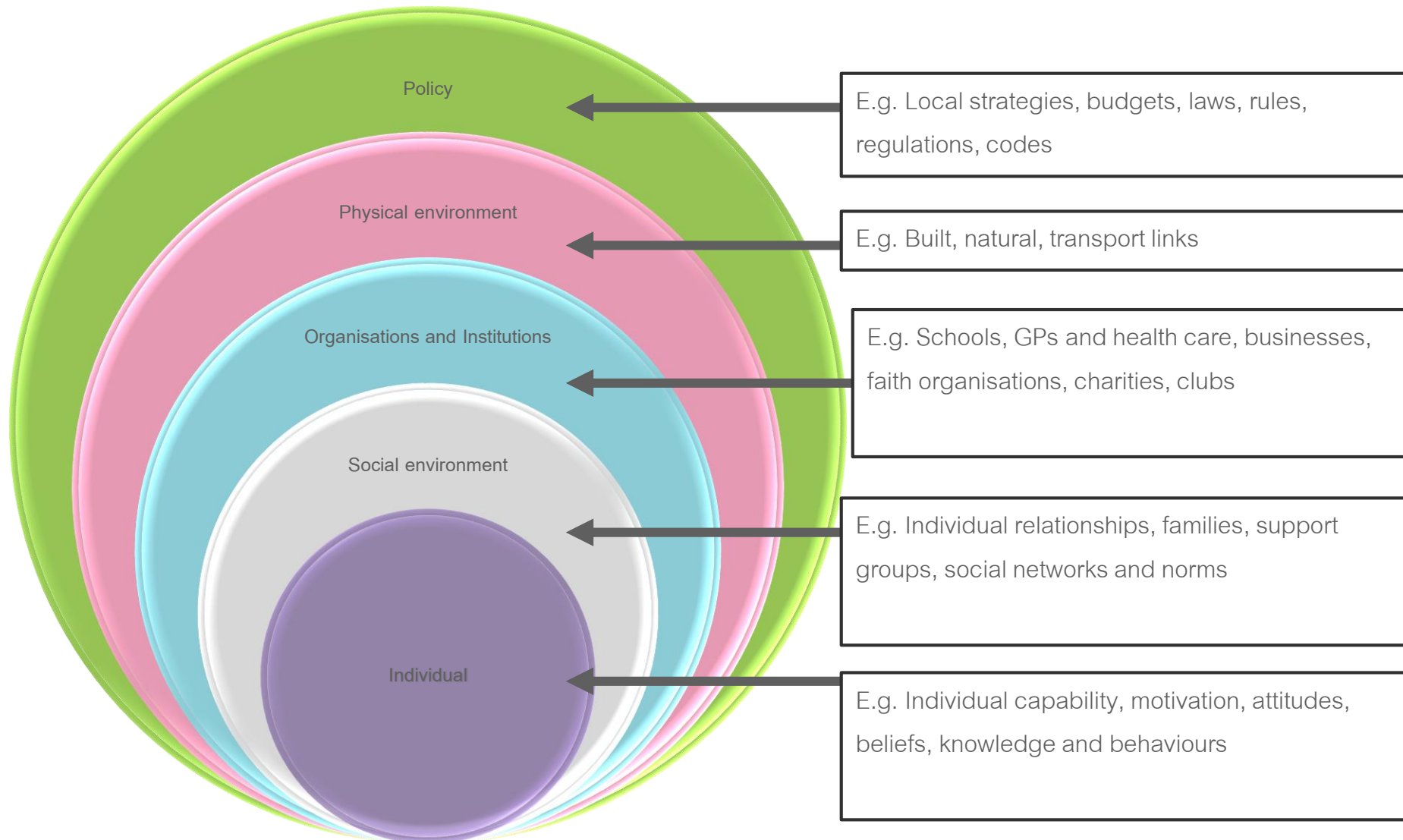
In a tough local context

- Hierarchy of need
- Growing demand pressures with less money
- Argument over the value of sport/pa not always won
- Capacity and capability – people to think and people to do
- Reaching everyone or targeting some places and people?
- Time and space to see and prove impact
- Beacons of good practice

What this means

- Determinants of being active are multi faceted
- Strong links between inactivity and other inequalities
- Strong links with place
- Place therefore has a very significant role
- Leading from place and for place, collaborating across the 'system' more crucial than ever before

Interventions needed in 'layers' of the system



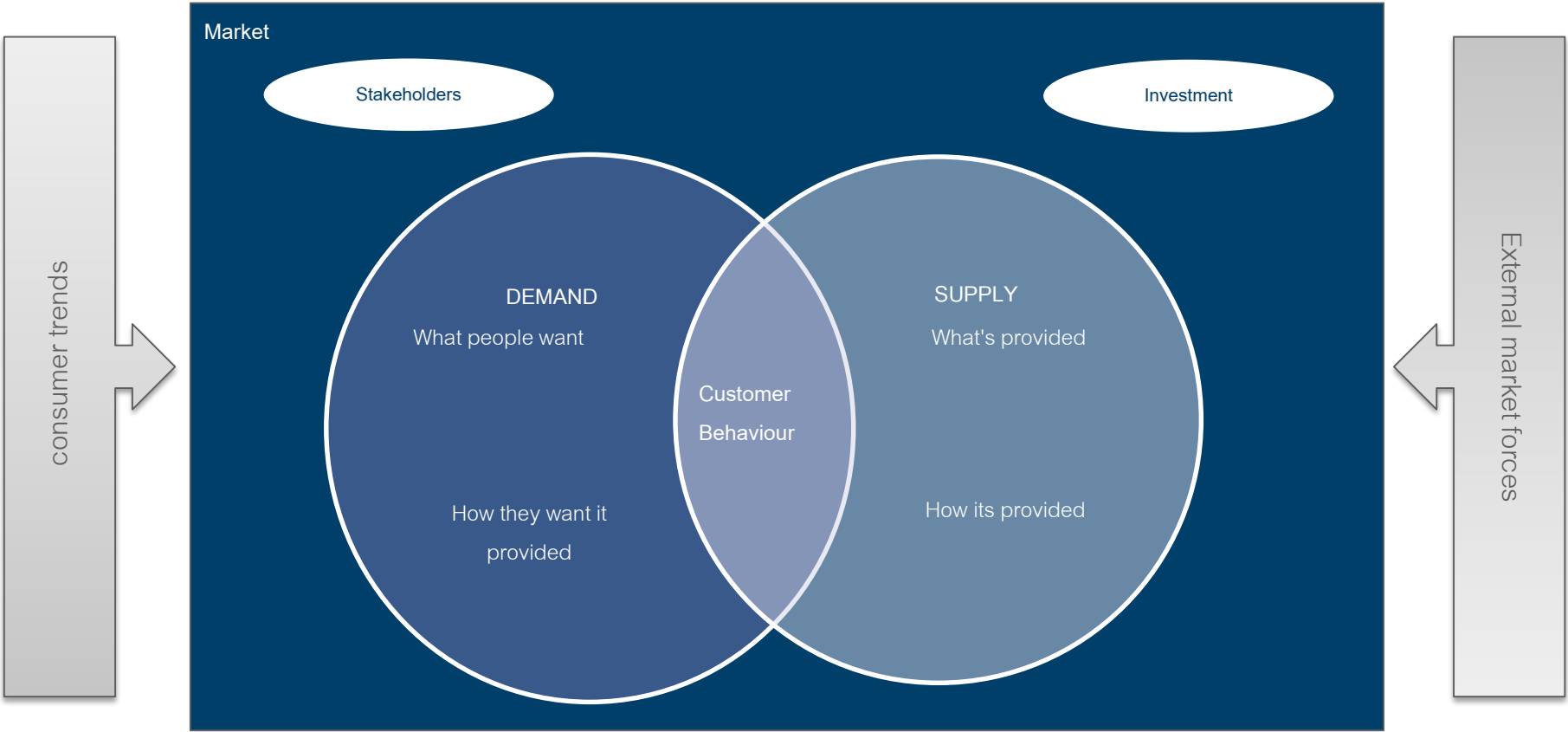
An approach

- Seeing and trying to understand the lived experience
- 'With us – not to us'
- Leadership from place/ people not organisations
- A mind set and set of leadership behaviours

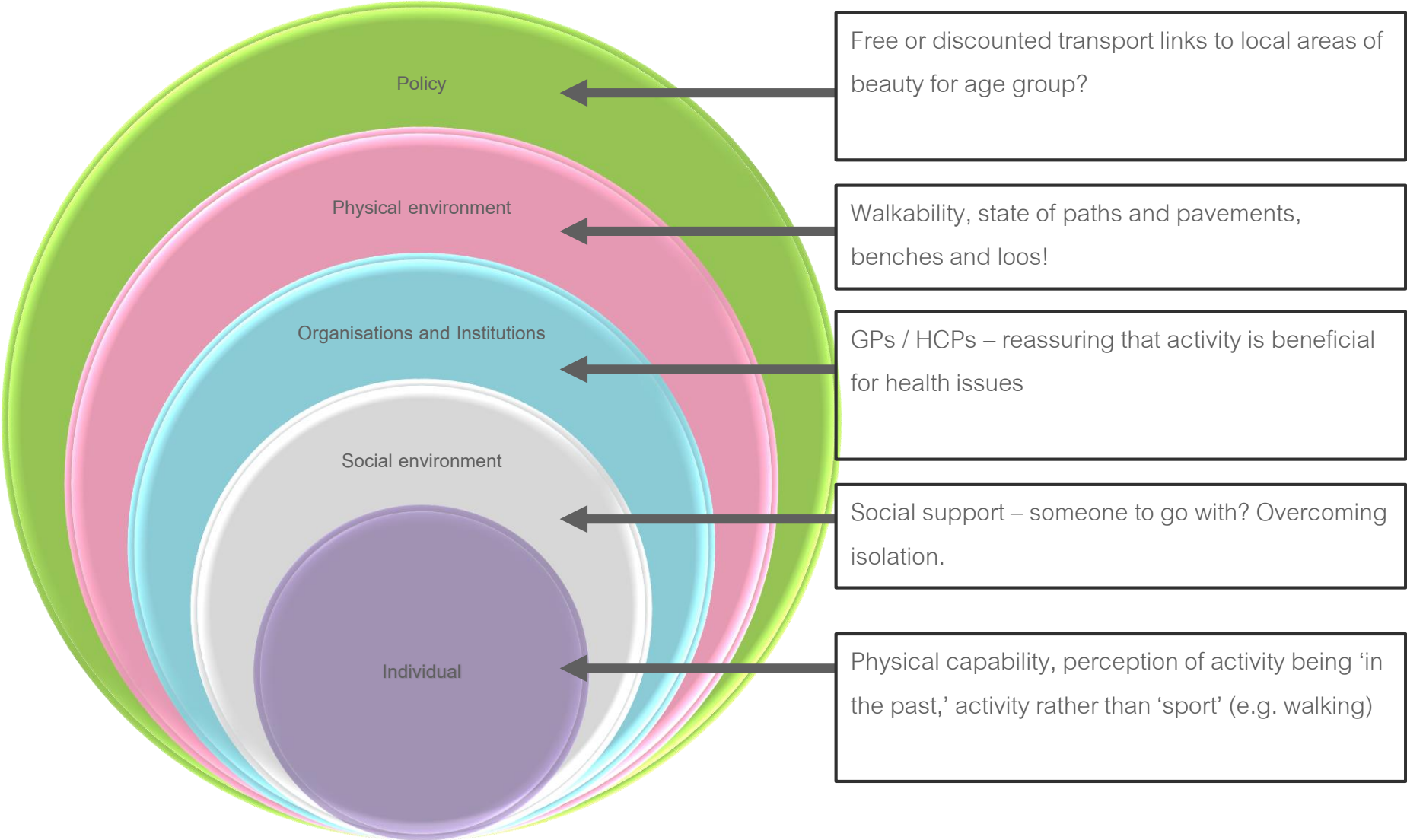
Simple framework

1. **Right people** – clearly defining the people we're trying to reach – in terms that make sense to partners and those who deliver on the ground
2. **Right places** – where we believe we have the greatest possible chance of being able to reach those people
3. **Right approach** – the choices we / our partners make about the opportunities that are provided - how well they are designed specifically for the people we're trying to reach

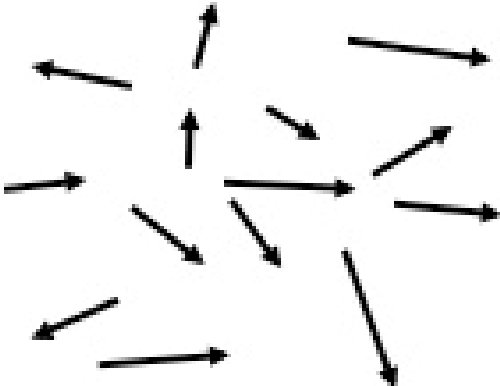
Think of your place as a whole market?



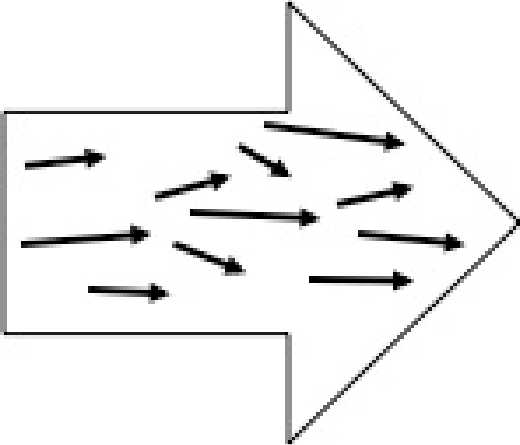
Think layers – older adults (over 55s)



Think greater alignment of major partners



TO



For our part:

- Local delivery pilots - proving change is possible at population level and learning how
- Resourcing learning and improvement
- A sector discussion – LGA, CLOA, SPORTA
- Building a community of learning