

*An insight into adult physical activity in
Nottingham City*

Active Lives Adults Survey 2023-24

The image features a dark blue background with several decorative yellow swirls. One swirl is in the top left corner, another is in the bottom right corner, and a third is in the bottom left corner. The text is centered in the middle of the page.

The current landscape for
physical activity in our area

This data pack analyses physical activity over a one-year period (November 2023 to November 2024), but the findings must be interpreted within the broader context of societal changes during this timeframe.

Keep these things in mind when looking at the key messages:

- Demographic shifts are ongoing
- Economic pressures have intensified inequality gaps



What do we mean by 'demographic shifts'?

Generally, our populations are growing, ageing and becoming more diverse.

This shift towards an ageing population in particular is moving more people into age groups we know are more likely to be inactive.

The **adult population** (16+) is estimated at **270,000**

Continuing a steady upward trend 



15% are estimated to be **aged 65 or older** and showing sustained growth over time

That's **39,000** people



What 'economic pressures' are intensifying inequality gaps?

Income disparities continue to widen, with lower-income individuals and households experiencing disproportionate impacts from rising living costs, employment instability, and wages that haven't kept pace with inflation. This economic squeeze is pushing **more people into lower income brackets** – who we know are more likely to be inactive.

More than 49,000 people are now claiming **universal credit**



An increase of almost 7,800 this year that continues the rising trend

Economic inactivity among working age adults stands at almost 24%, with more than **9% classified as long-term sick** (around 20,800)



The number of children (aged under 16) living in **relative low-income families** has increased this year as



part of a continuing trend, now exceeding **23,300** children.

An estimated 11,700 people are unemployed

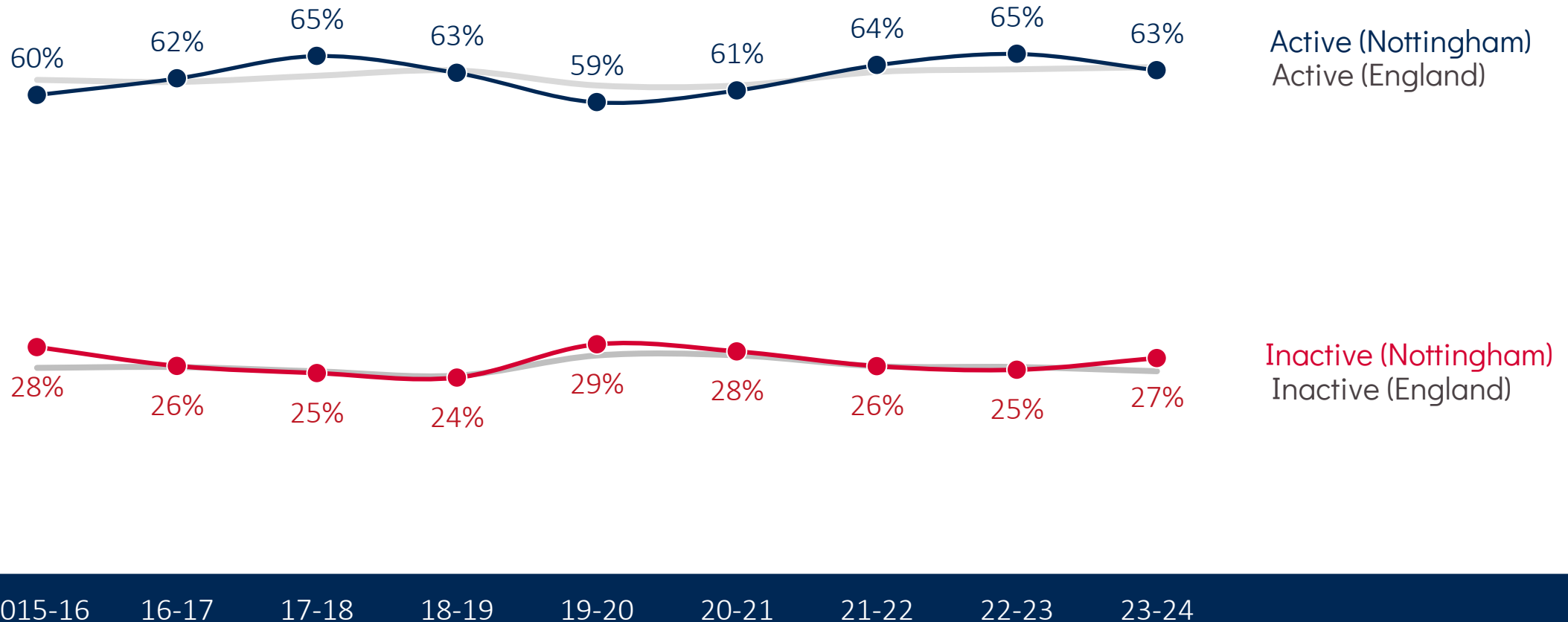


An in-year rise of more than **7,800 people**



Physical activity

Over a quarter of our community are **inactive**



Currently, 27%
of adults are inactive



Data is for: Nottingham City



That's
73,000
people

Source: SE ALS 2023-24 (16+) and ONS Persons by single year of age
for local authorities in England, mid-2024
Measure: Physical activity levels (excluding gardening)

55,000 adults
do no activity at
all
(20%)

But not all inactive
adults do nothing



There are 14,000
people missing
the intensity
(6%)



There are 4,000
people not active
for long enough
(1%)



Some communities experience inactivity more than others

Limiting illness

There is a persistent gap in inactivity levels between adults with a limiting illness or disability and those without



Gender

The gender inequality gap has closed in the latest year



Ethnicity

Our Black and Asian communities experience higher levels of inactivity

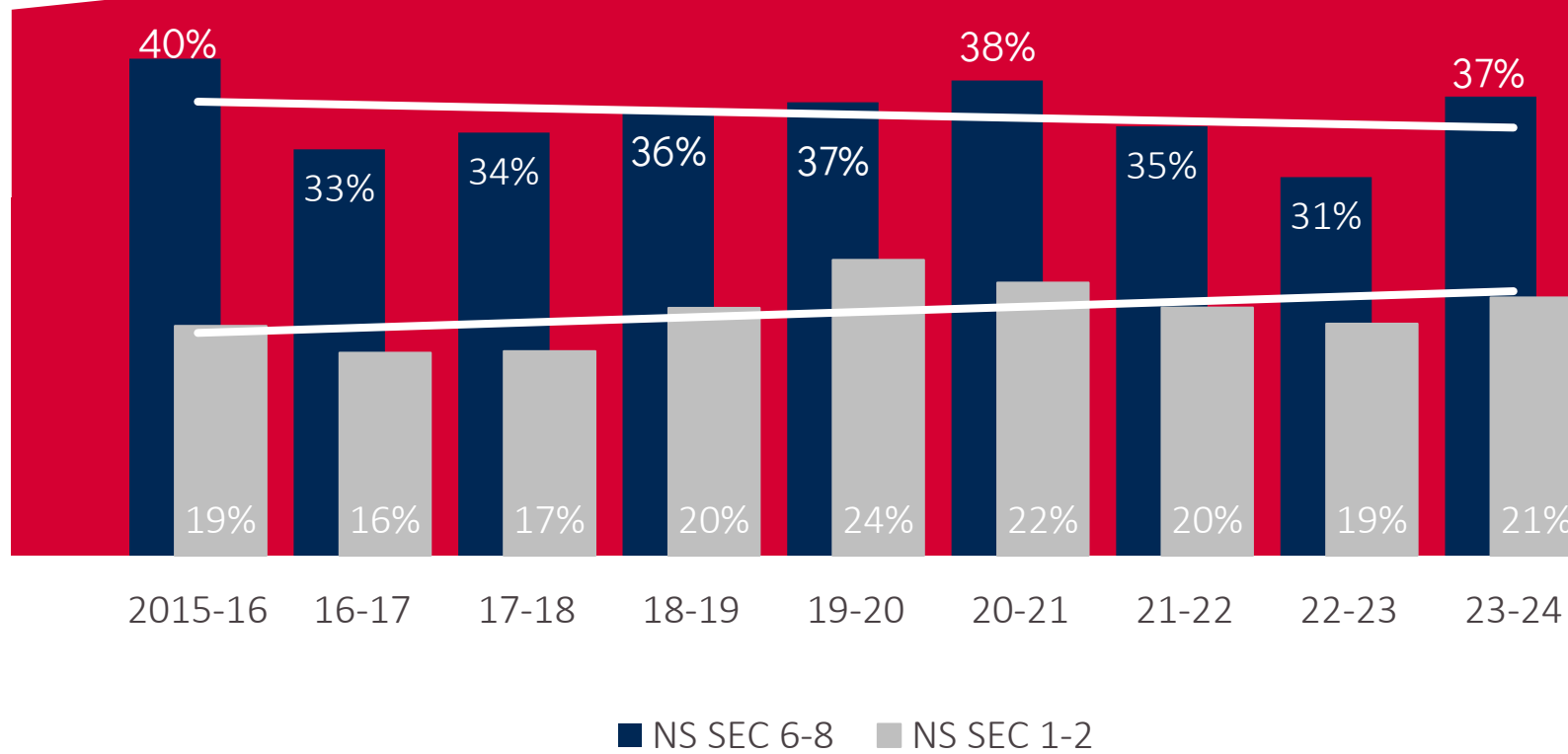


Social status

Inactivity in the least affluent households remains high (NS SeC 6-8)

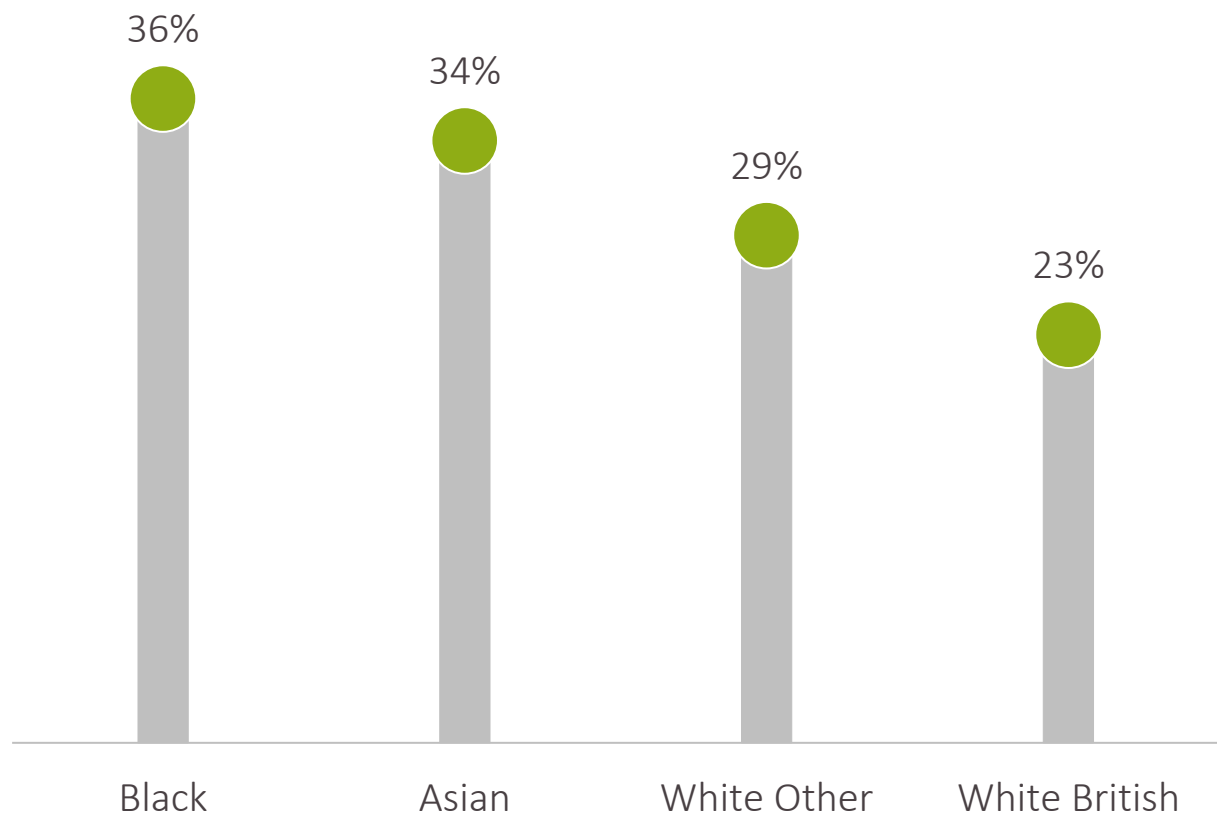
Our **least affluent** households are more likely to be inactive

(NS SeC 6-8)



There is a clear **inequality gap** between our least and most affluent households

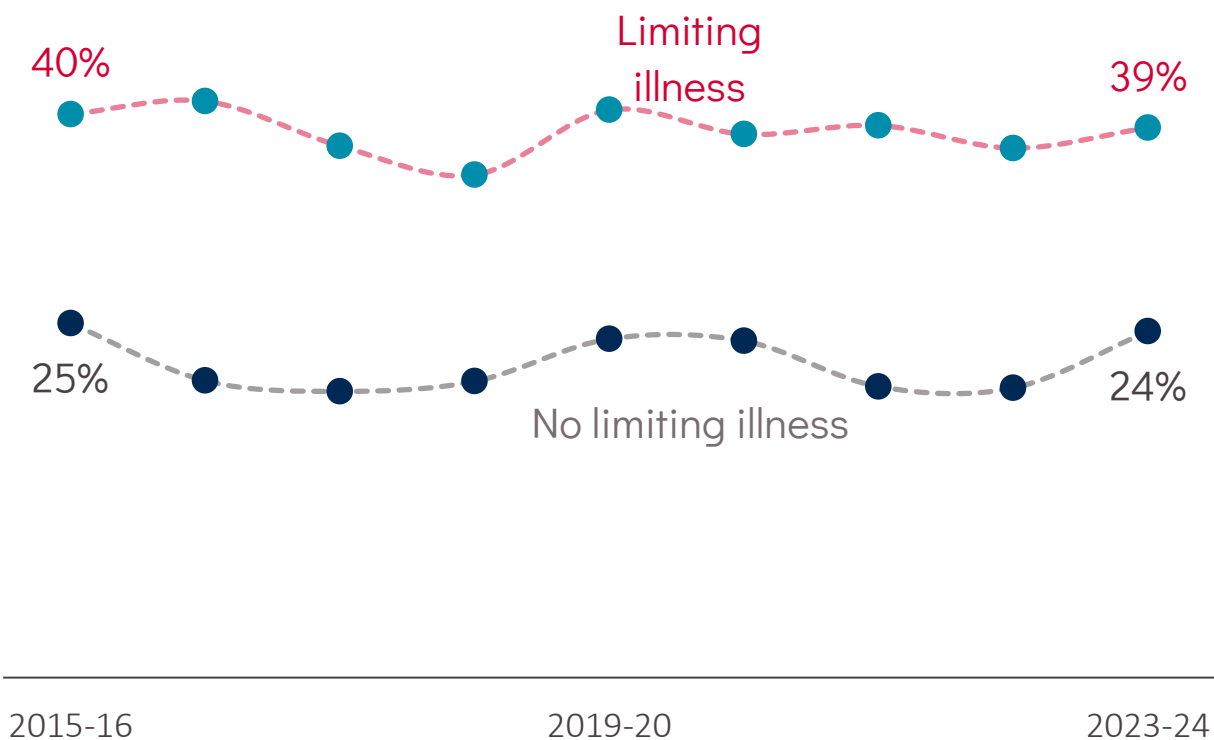
Our Black and Asian communities experience higher levels of inactivity



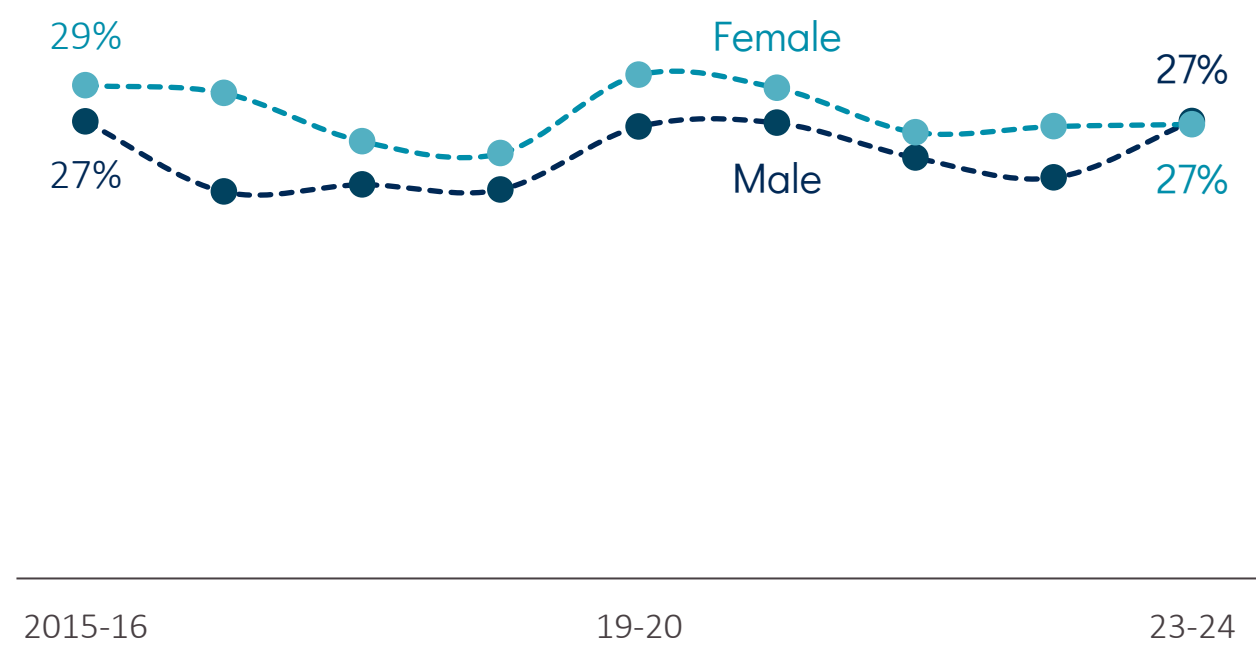
Data is for: Nottingham City



There is a persistent gap in inactivity levels between adults with a limiting illness and those without



The gender inequality gap has closed in the latest year



Data is for: Nottingham City

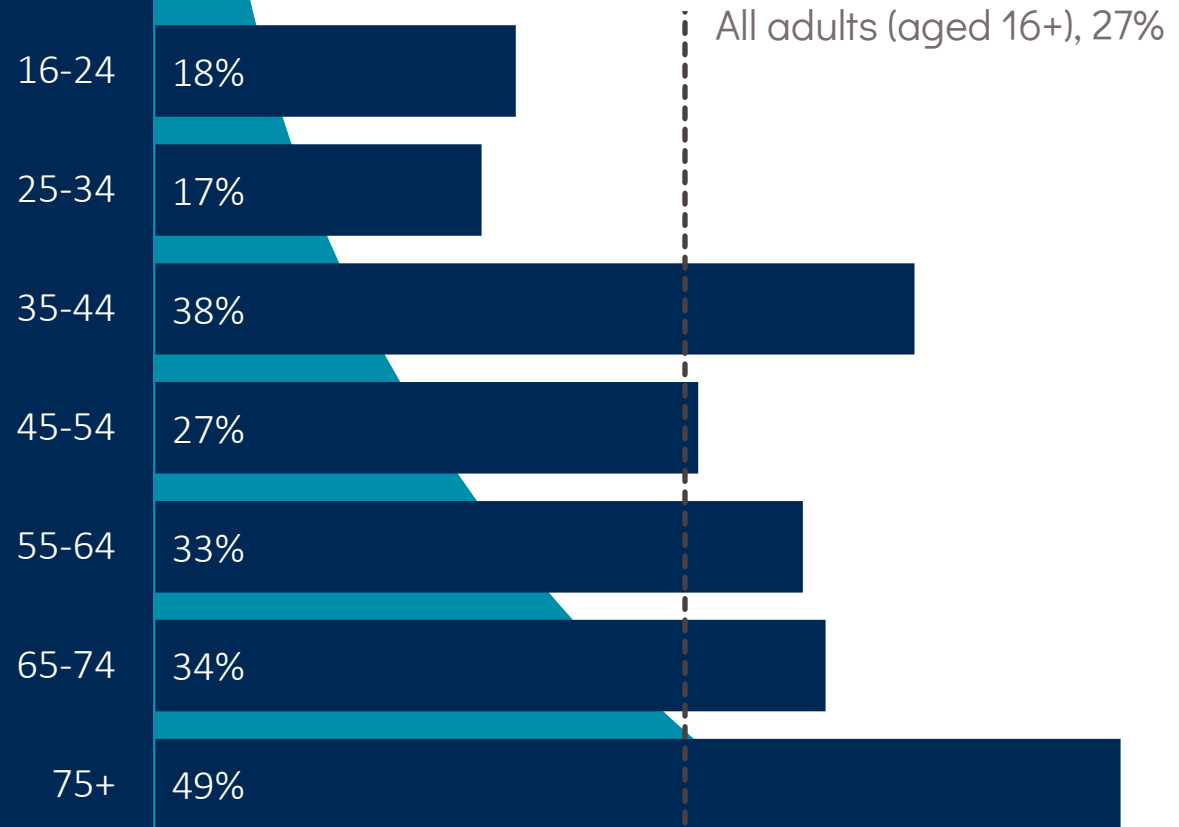


Source: Sport England Active Lives Survey 2015-16 to 2023-24 (16+)
Measure: Physical activity levels (excluding gardening)

There is a notable peak in inactivity levels for those aged 35-44



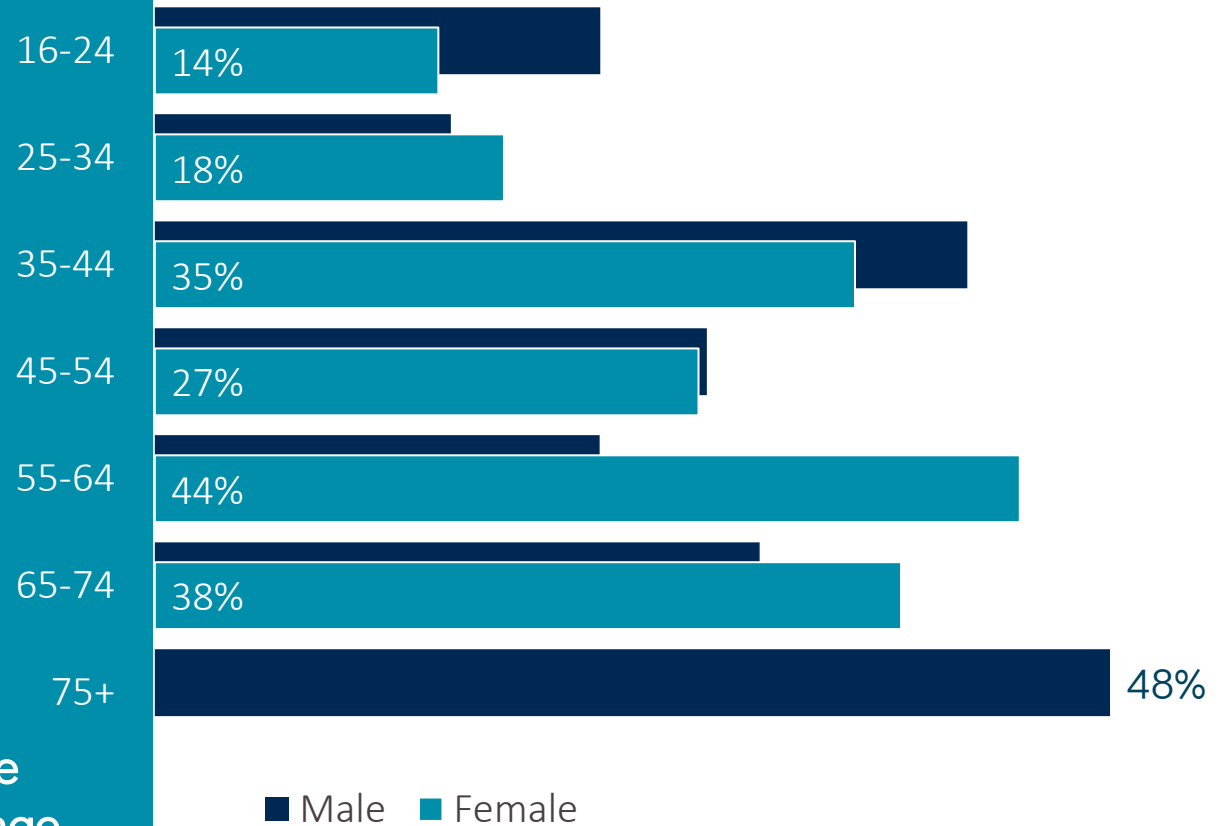
Age range



Inactivity levels for adults aged 35-44 is high for both men and women



Age range





1 in 3 adults living in the most deprived neighbourhoods are inactive (32%)

Data is for: Nottingham City

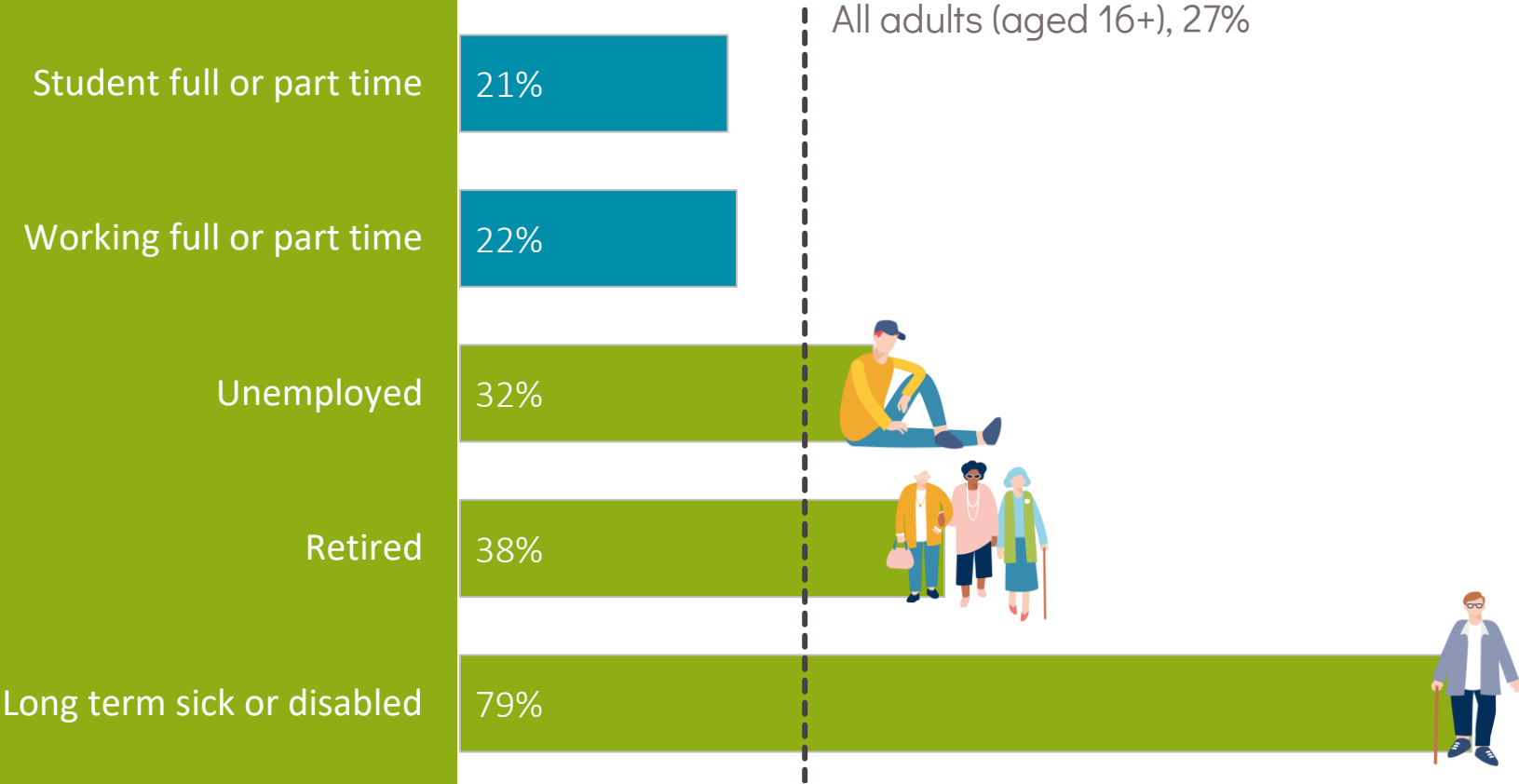


Compared to 1 in 4 living in the least deprived neighbourhoods (25%)



Source: Sport England Active Lives Survey 2023-24 (16+)
Measure: Physical activity levels (excluding gardening)

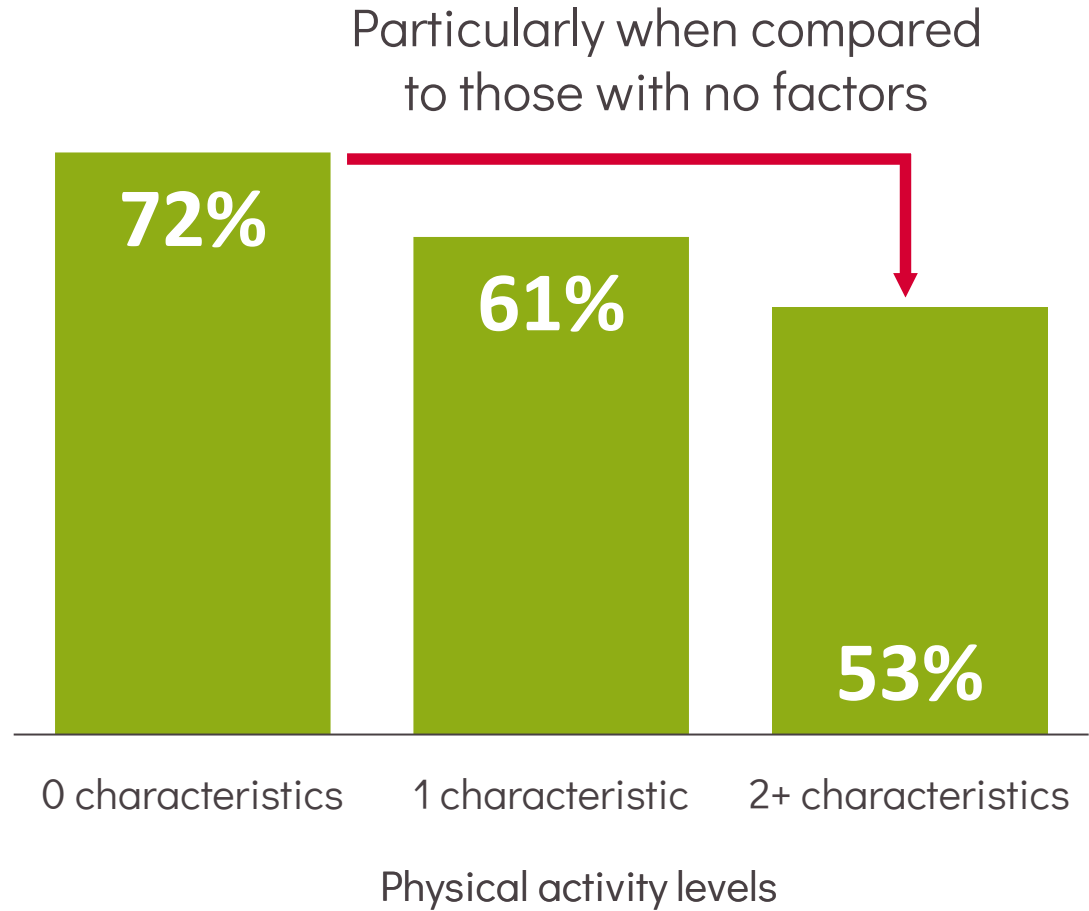
Inactive rates are higher for those outside of the workforce (economically inactive)



The background is a solid dark blue. There are several decorative yellow lines. One is a thin, wavy line at the top left with a small loop. Another is a thick, looping line that starts from the bottom left, goes up and right, loops back down and left, then goes up and right again, crossing itself, and finally extending towards the top right. A third thick line starts from the bottom left, goes up and right, loops back down and left, then goes up and right again, crossing itself, and finally extending towards the top right.

Inequalities metric

When we look at **activity levels**, we can see how having 2 or more factors can dramatically reduce our ability to be active



The image features a dark blue background with two decorative, hand-drawn style swirls in a yellow-green color. One swirl is in the top-left corner, and the other is in the bottom-right corner. The text 'Active minutes' is centered in the middle of the page.

Active minutes

How do we measure activity?

We report on the number of **moderate intensity minutes** completed in the last week, based on activity type



Light

Light intensity minutes are excluded



Moderate

Moderate intensity equivalent (MIE) minutes means each 'moderate' minute counts as one minute



Vigorous

Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes

Please note: For some activities, intensity was assumed and not asked. Activities done by those aged 65 and over were assumed to be at least moderate

What activities do we measure?*



Gardening

Gardening is included in this section



Walking for travel

Includes walking as a way to get from one place to another, such as the shops work or visiting friends*



Walking for leisure

Includes all other types of walking, dog walking, rambling and Nordic walking or just going for a stroll*



Cycling

Includes leisure and travel, track, road and mountain biking or racing, exercise bike or cycle class



Traditional sport

Includes team, water, combat and winter sports, swimming, athletics, golf, horse riding and gymnastics



Fitness activities

Includes gym activities (fitness machines and classes), weights, boxing and interval sessions



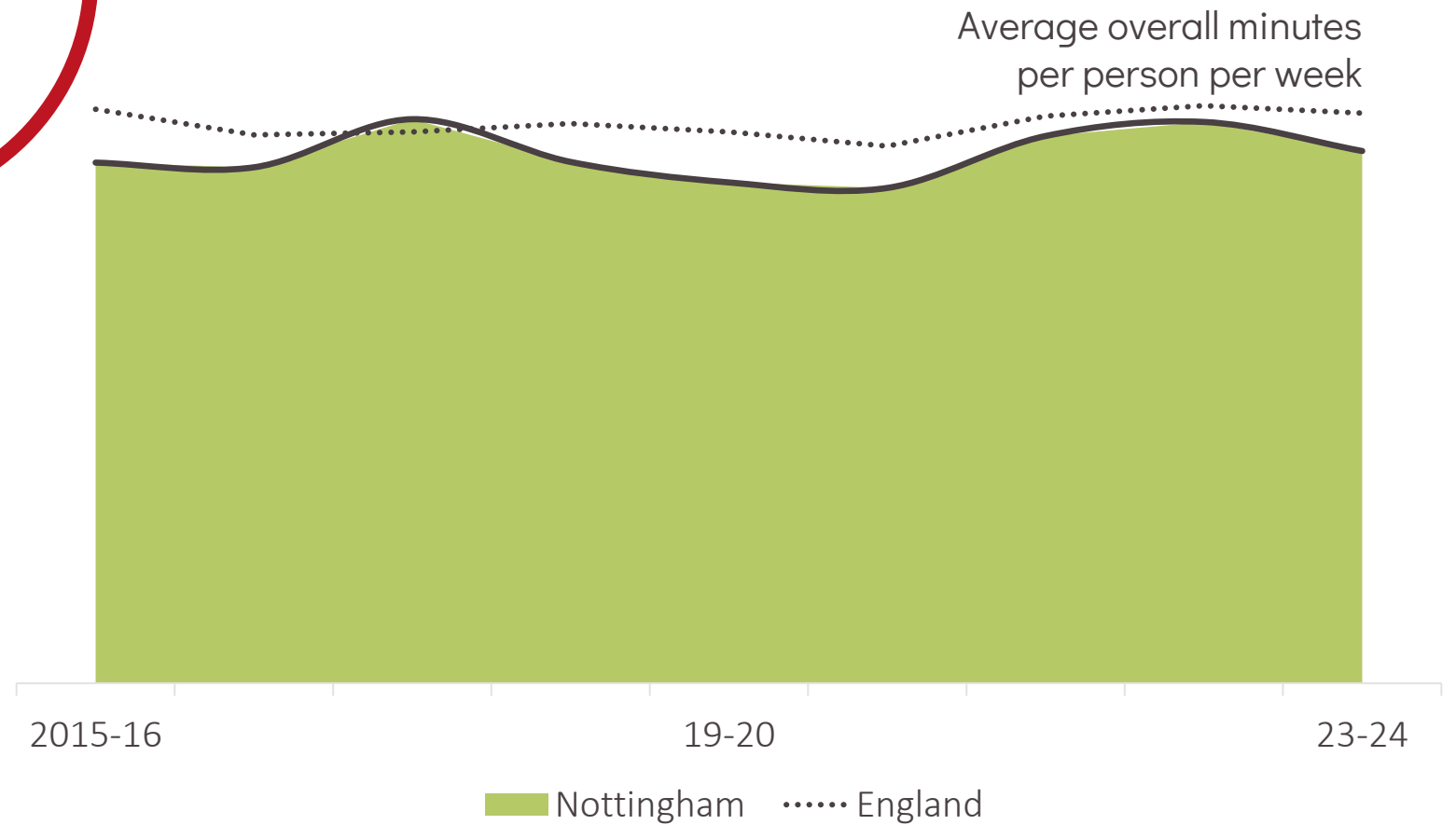
Dance

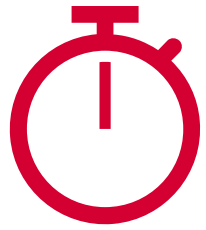
Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

*Only activity of at least 10 continuous minutes are counted

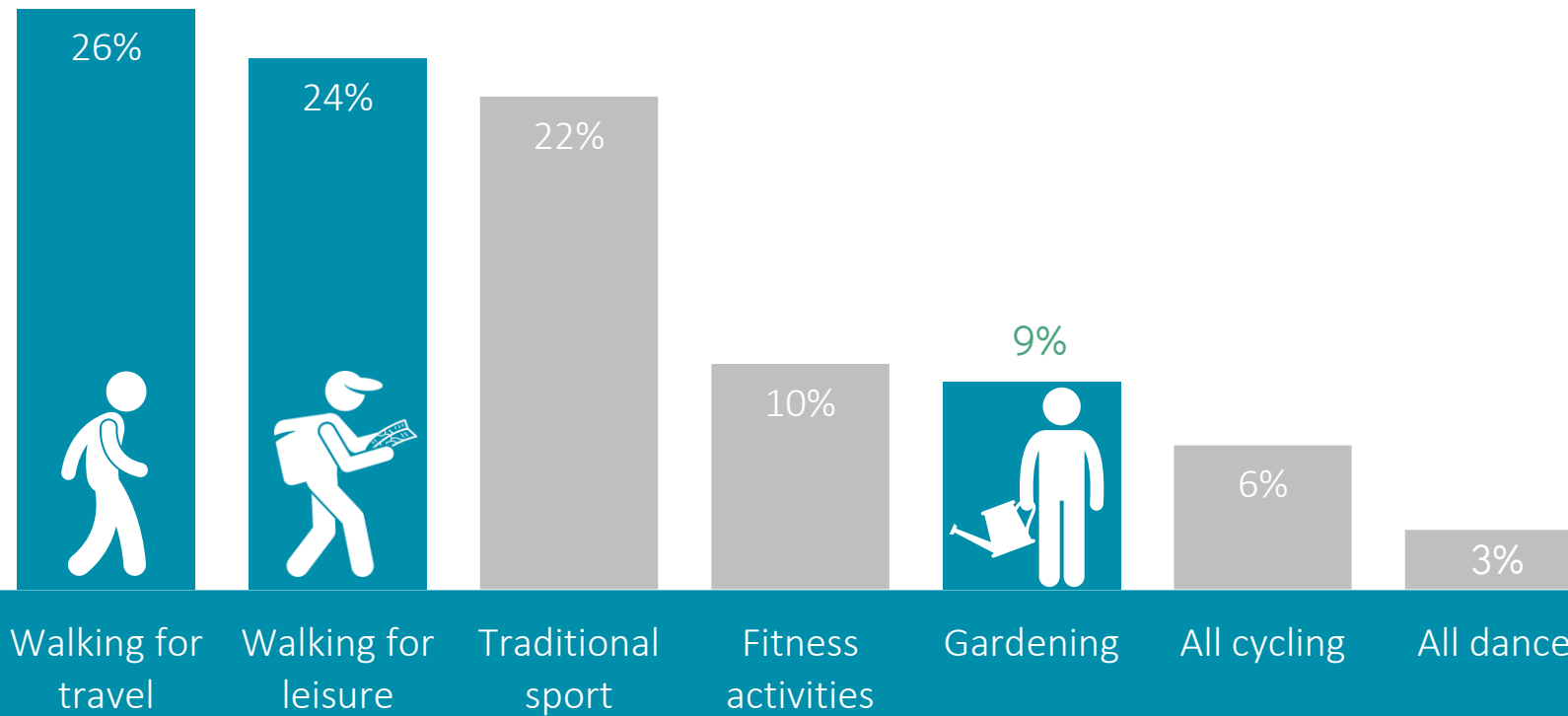


Time spent being active has dipped in the latest year

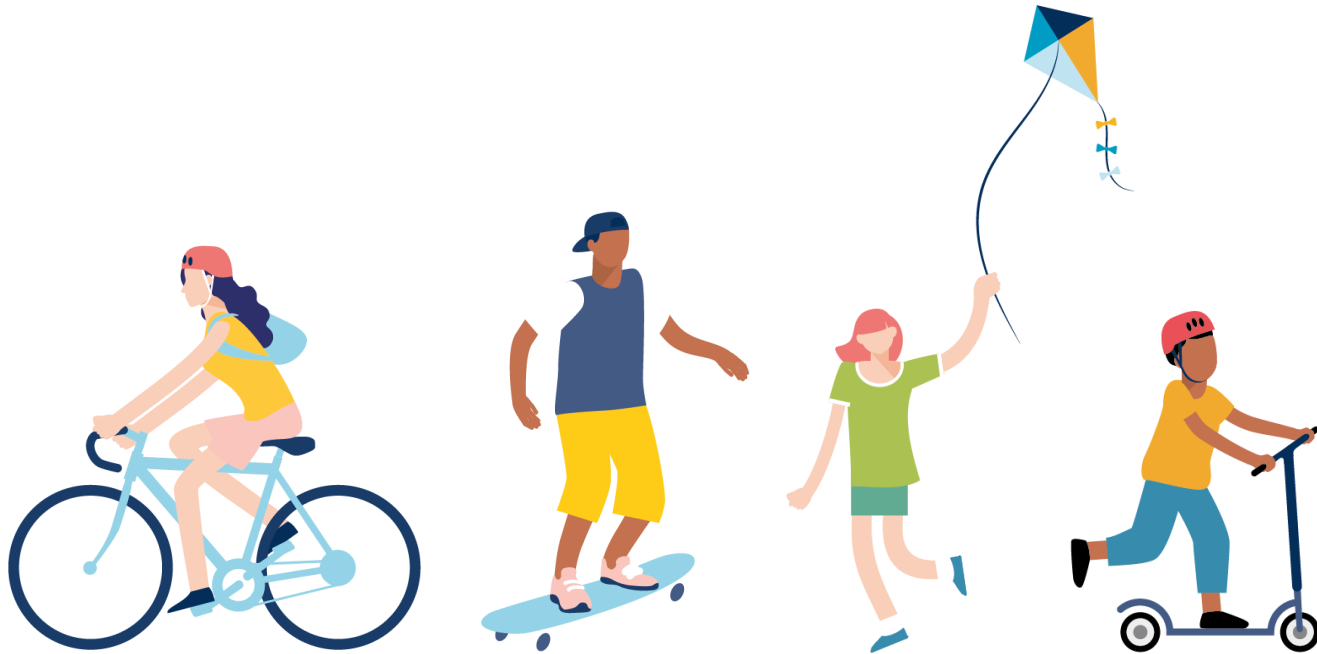




We spend over half our active time **walking** or **gardening**



75% of our active minutes are outside

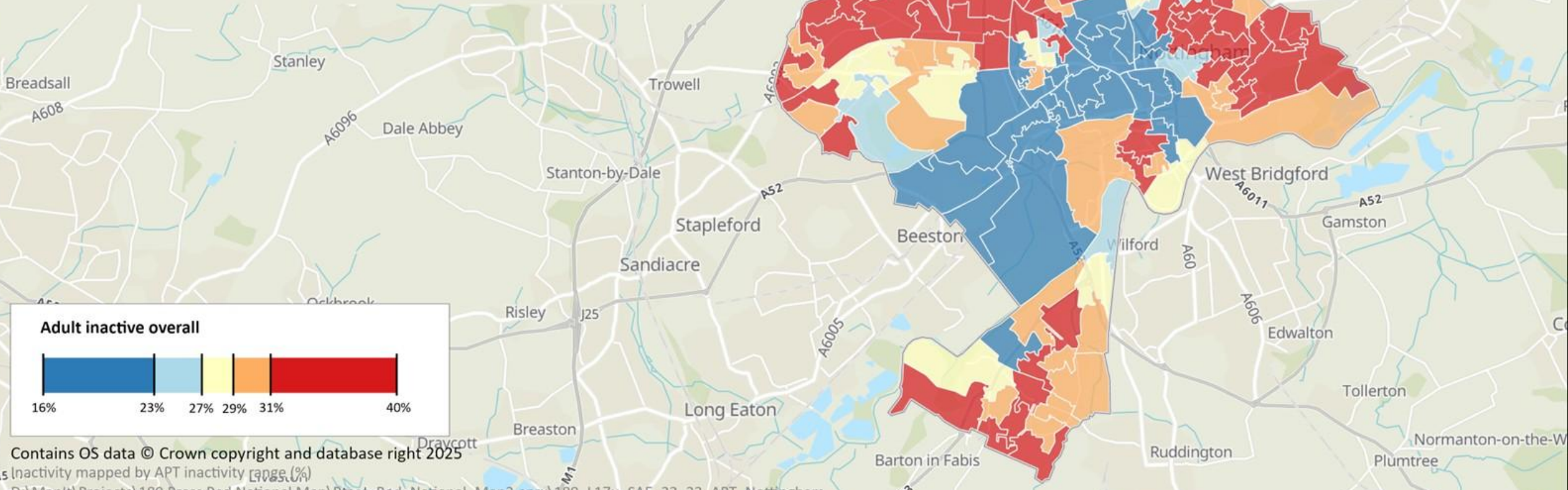


The same as in England (75%)

Inactive Overall (Adults) Small Area Estimates Nov 22/23

by Lower Super Output Area (LSOA), Source: Sport England

Nottingham



Contains OS data © Crown copyright and database right 2025
Inactivity mapped by APT inactivity maps (%)
D:\MapIt\Projects\189 Press Red National Map of Great Britain\189_L17u_SAE_22_23_APT_Nottingham

The background is a solid dark blue color. There are two decorative elements made of a bright green line. One is a swirl in the top-left corner, and the other is a larger, more complex swirl that starts from the bottom, loops around, and extends towards the top-right corner.

Appendix

Physical activity over the years

Adult population breakdown

Census provides an insight into the demographic makeup in our area compared to England

	Nottingham	England
No limiting illness	79%	80%
Limiting illness	21%	20%
16-34 years	46%	30%
35-54 years	28%	32%
55-74 years	20%	27%
75+ years	7%	11%
NS SeC 1-2	21%	33%
NS SeC 3-5	20%	27%
NS SeC 6-8	36%	32%
Asian	14%	9%
Black	9%	4%
Mixed	4%	2%
White British	61%	75%
White Other	9%	8%
Working full or part time	59%	61%
Unemployed	4%	3%
Not working	37%	36%

Acknowledgements

This pack has been created by Press Red



For further information please contact us at:

scott@pressred.co.uk or liz@pressred.co.uk

