PRESSRED

The local picture through data

Scott Hartley

17th September 2026

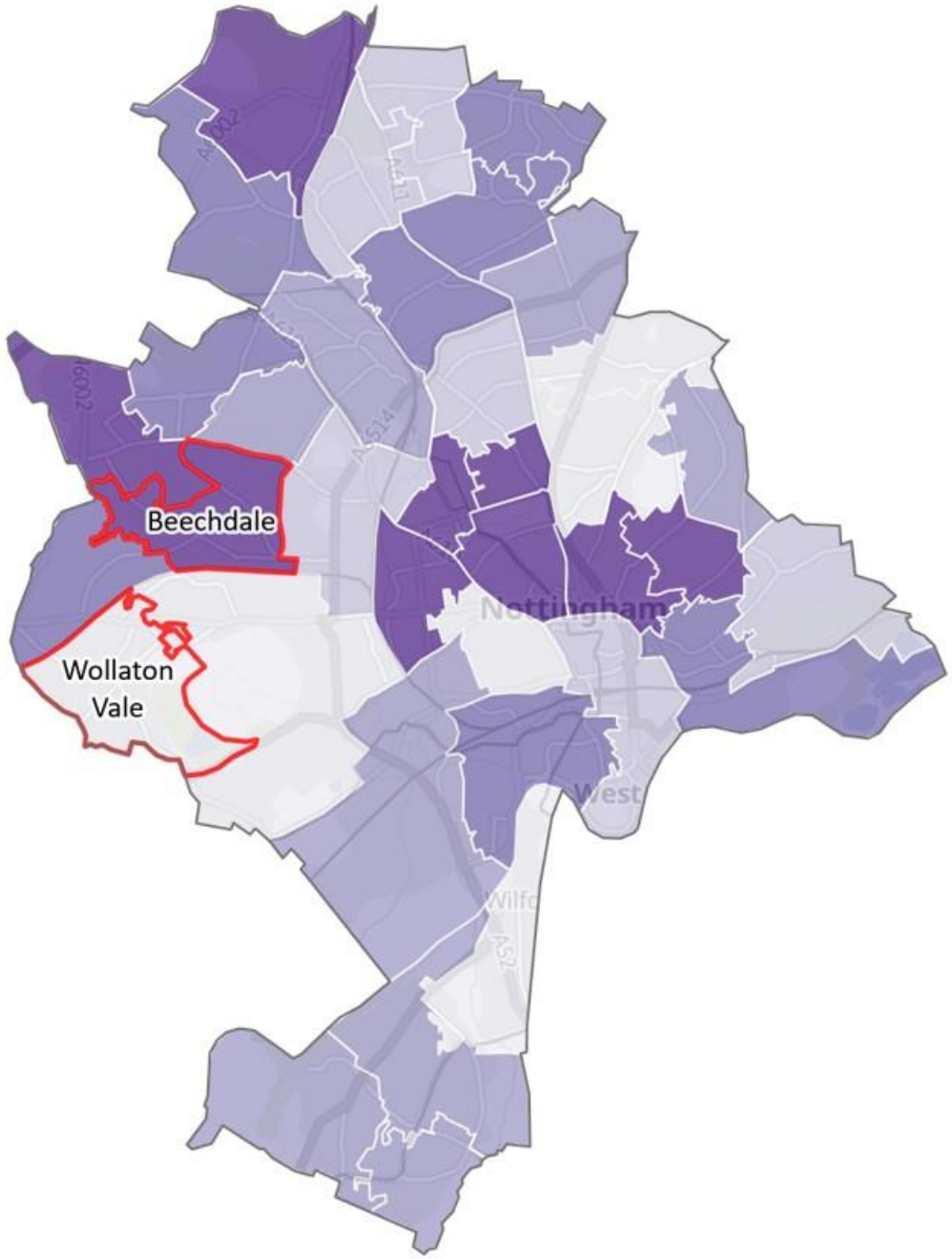


Behaviours such as eating and drinking, or smoking and physical activity, are not separate from each other.

They are part of people's lives – what people do, the practices in which they engage – and are intrinsic to the social world they inhabit and the psychological processes going on in their minds.

Source: Kelly MP, Arora A, Banerjee A, Birch JM, Ekeke N, Kuhn I et al. The contribution of behavioural science to addressing the social and wider determinants of health: evidence review. Geneva: World Health Organization; 2023

Nearly 20 years' difference in Healthy Life Expectancy between neighbourhoods in the same city

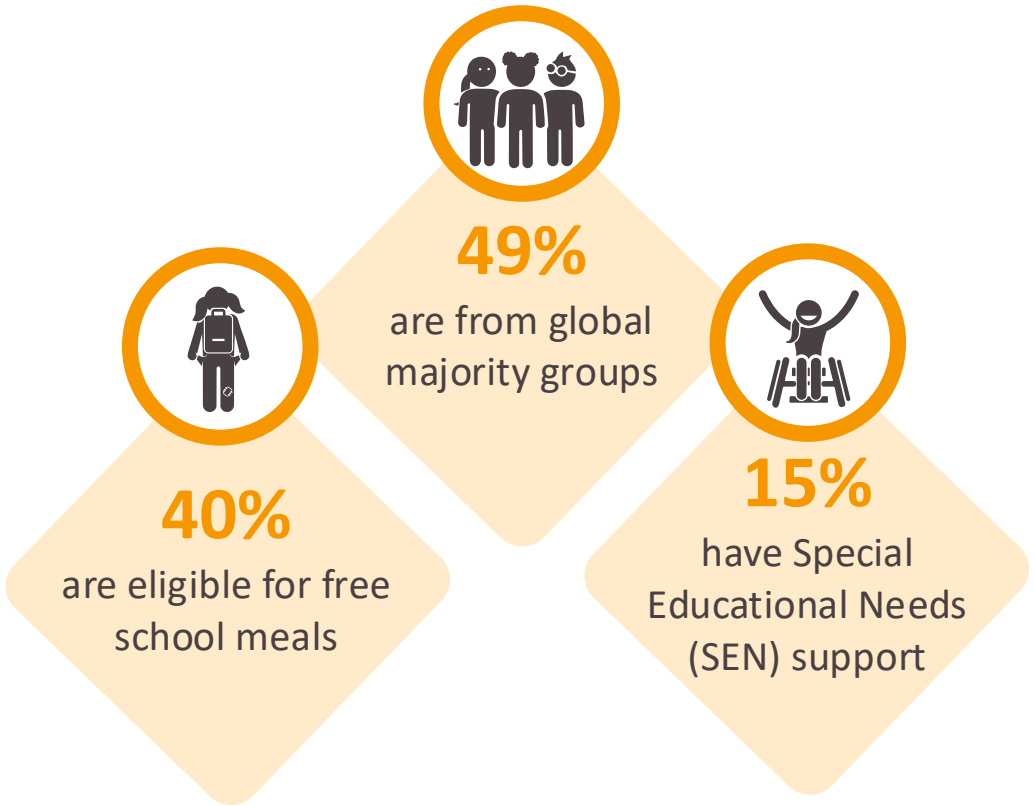


Female HLE at birth (2019 to 2023)

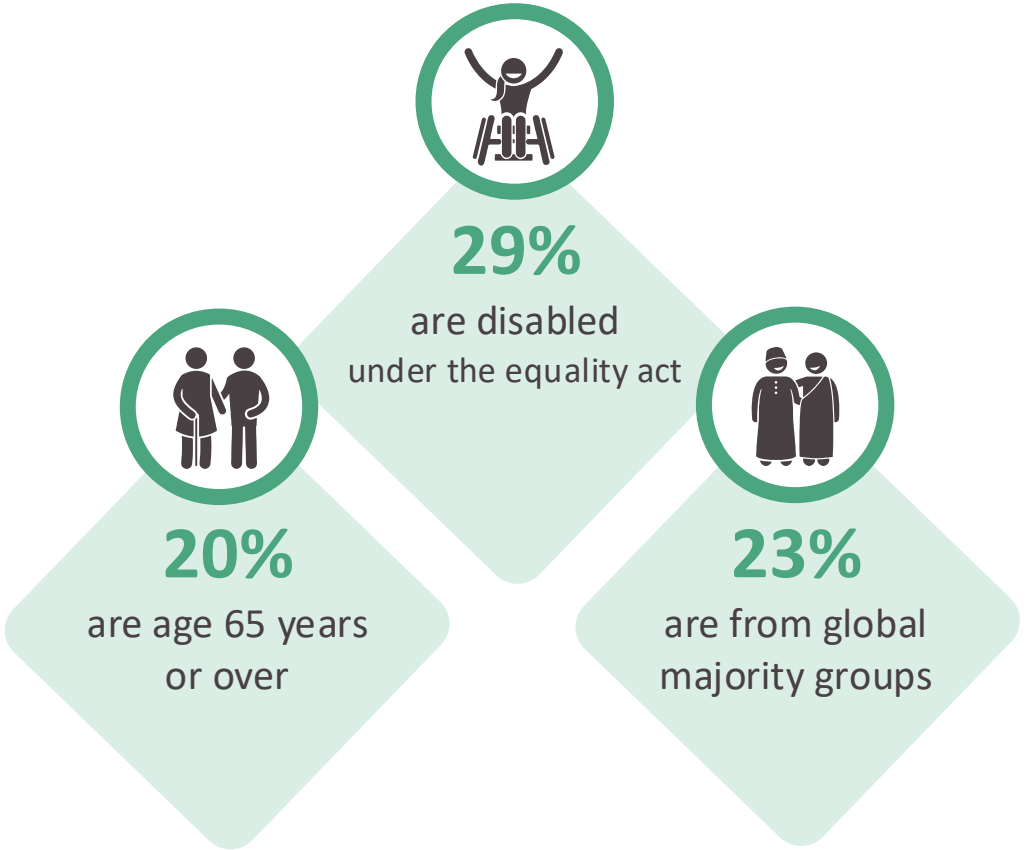
- 52.7 - 56.3
- 56.4 - 58.3
- 58.4 - 61.2
- 61.3 - 64.9
- 65.0 - 71.3

Source: ONS Healthy life expectancy in England and Wales at birth by sex: 2019 to 2023 (released 2026). Contains OS data © Crown copyright and database right 2026

There are just over **1,400** young people aged 0-15 in our area



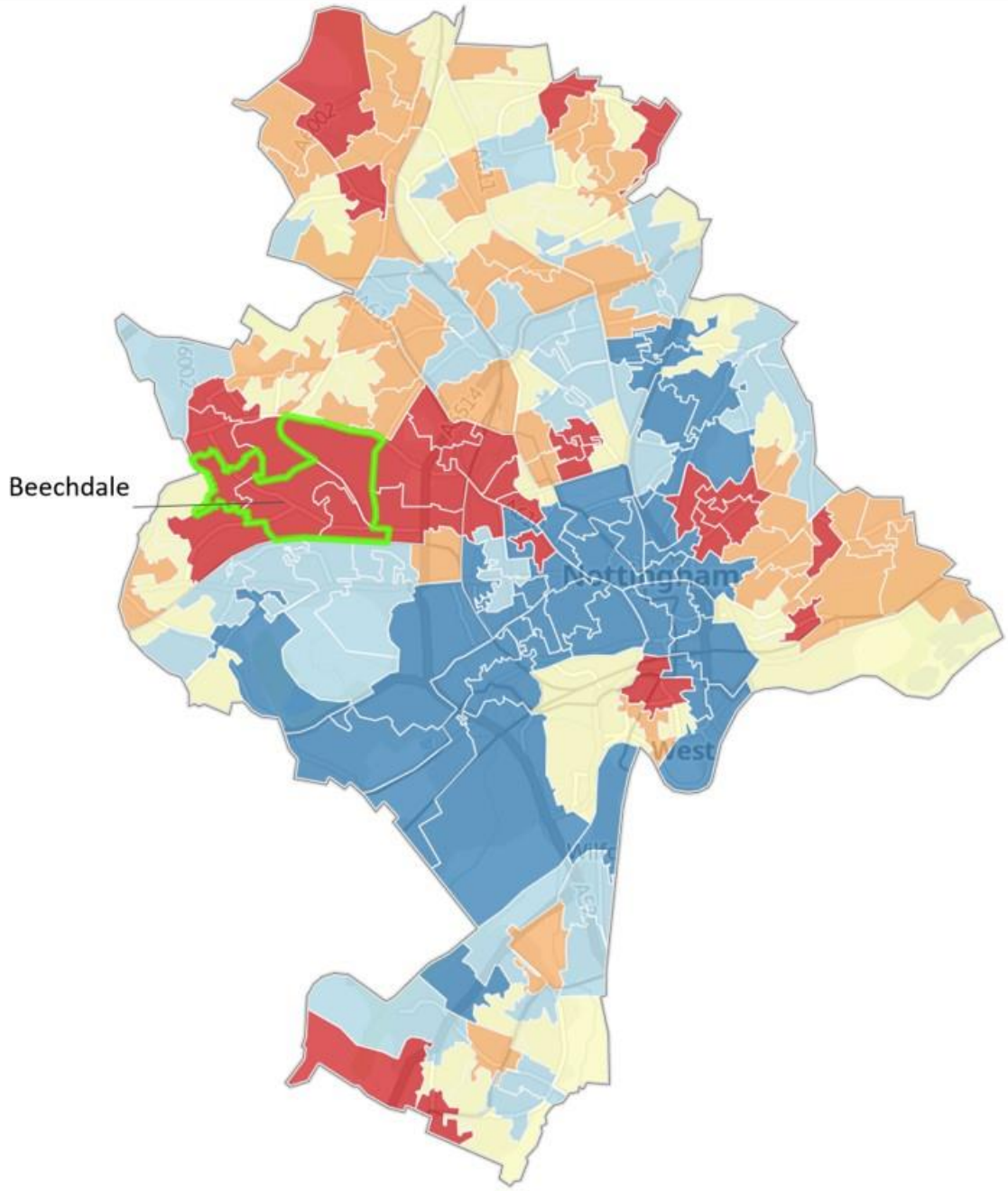
There are almost **7,000** adults aged 16+ in our area



Source: Mid-2024 MSOA population estimates, Census 2021; SEN and Free School Meals (schools within MSOA), Department for Education 2024-25

Adult inactivity rates more than double across the city

With Beechdale among the highest

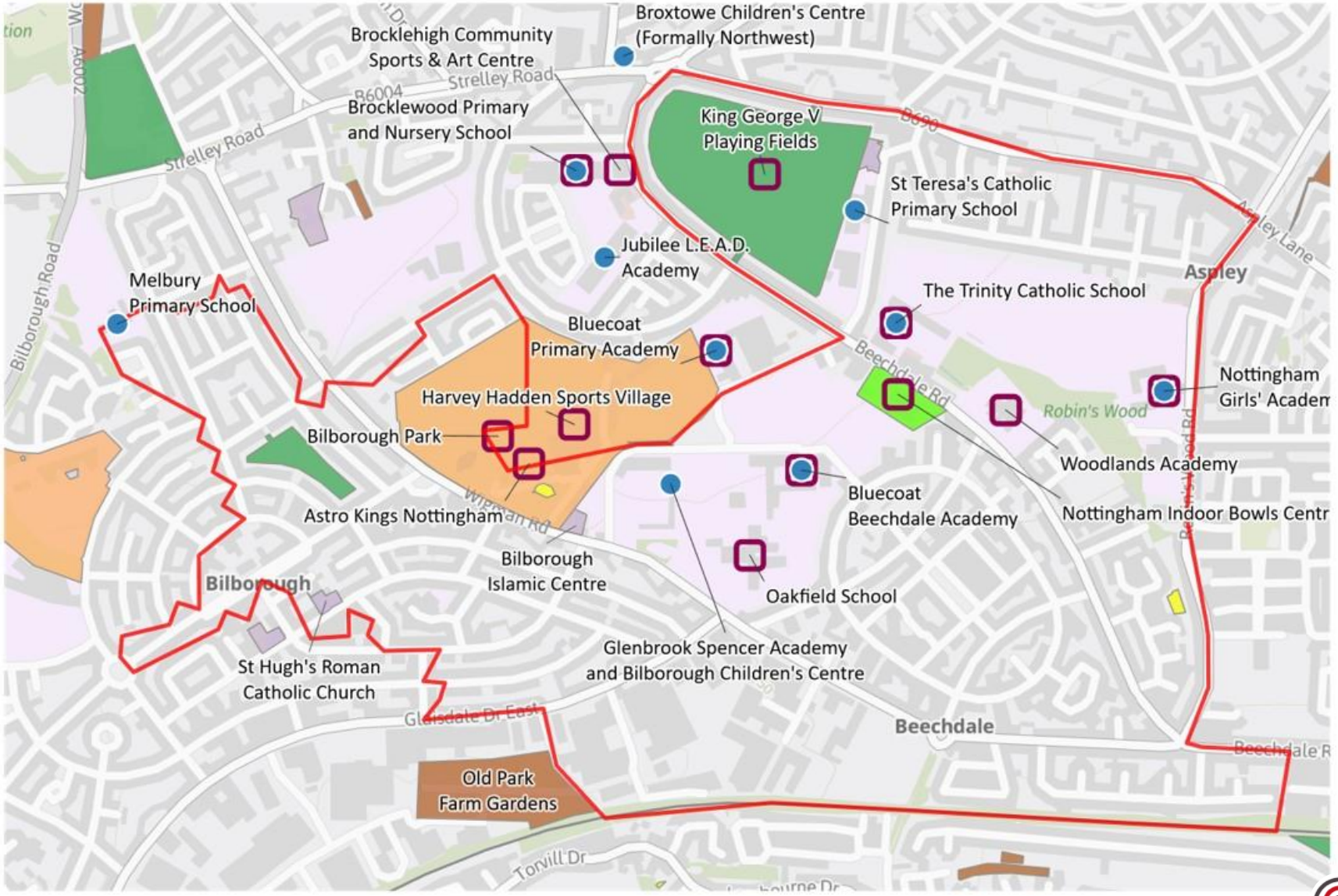


Adult inactive overall (Nottingham City data range)

18% 28% 32% 33% 35% 40%

Source: Sport England, Lower Super Output Area (LSOA), Small Area Estimates Nov 23-24. Contains OS data © Crown copyright and database right 2026

Beechdale's community assets



- Beechdale MSOA
- Education assets
- Sport and Physical Activity assets
- Allotments Or Community Growing Spaces
- Bowling Green
- Cemetery
- Golf Course
- Other Sports Facility
- Play Space
- Playing Field
- Public Park Or Garden
- Religious Grounds
- Tennis Court

Source: www.get-information-schools.service.gov.uk / Sport England Active Places Power / Ordnance Survey Greenspace Sites. Contains OS data © Crown copyright and database right 2026

If we wanted to get everyone active, how many more active minutes do we need to enable for adults (aged 16+)?



All adults (16+)
7,000

53% Active
Est 3,700

47% Fairly active or inactive
Est 3,300
Avg weekly minutes p/p = 30 min
Gap to CMO guidance = 120 mins

Total extra minutes needed annually

21M
or 350k hrs

*average minutes are for moderate intensity as per the CMO guidelines. We know there will be people doing light only minutes

Source: Sport England, Active Lives Adults (16+), 2024-25, average duration, excluding gardening

The onion…

Language, myths, metaphors, stories, hierarchy of values, know how, assumptions, imagery, mindsets

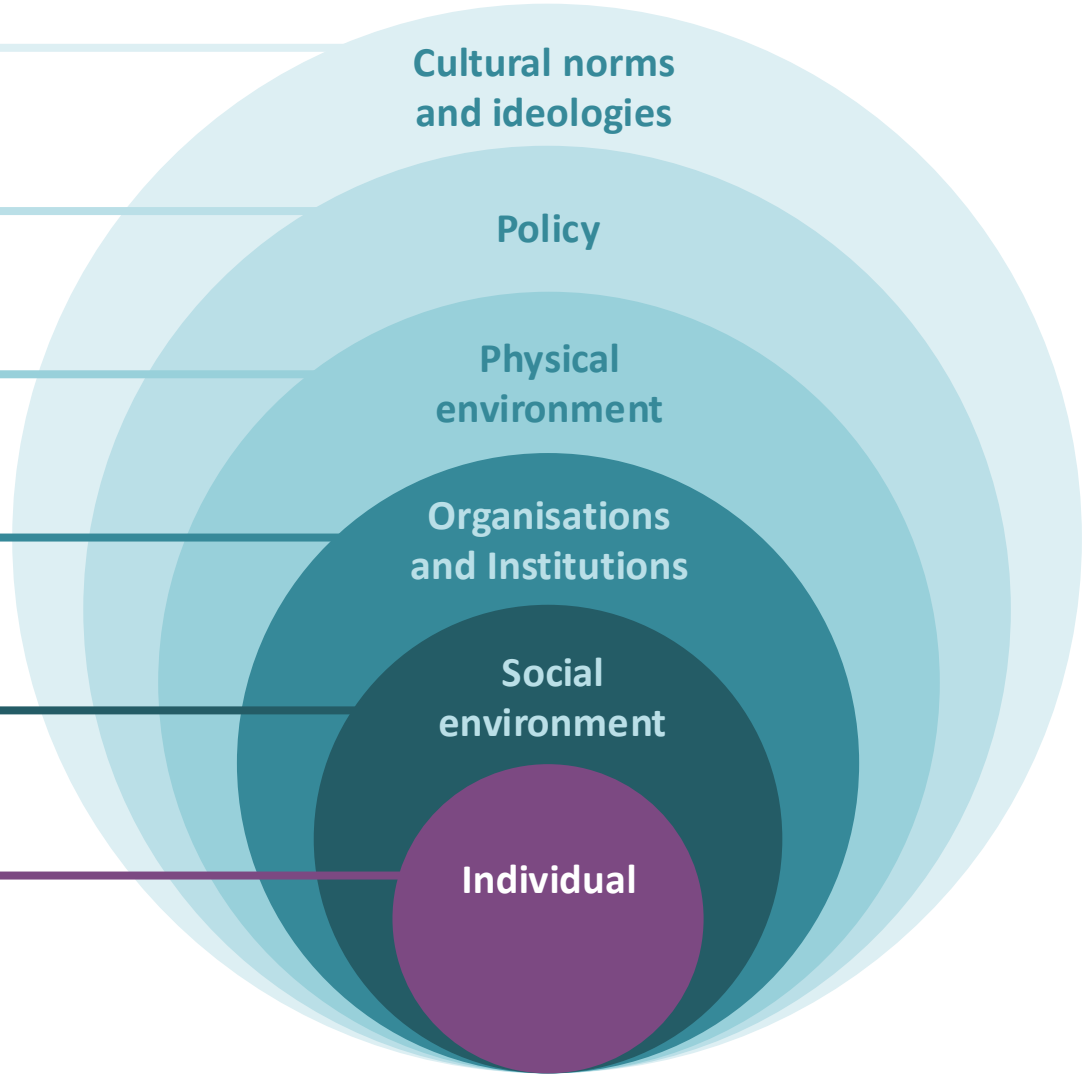
International and national guidance and laws, local laws and policies, rules, regulations, codes, times and schedules

Built environment, natural environment, green and blue spaces, transport networks, homes

Schools, health care, businesses, faith organisations, charities, clubs

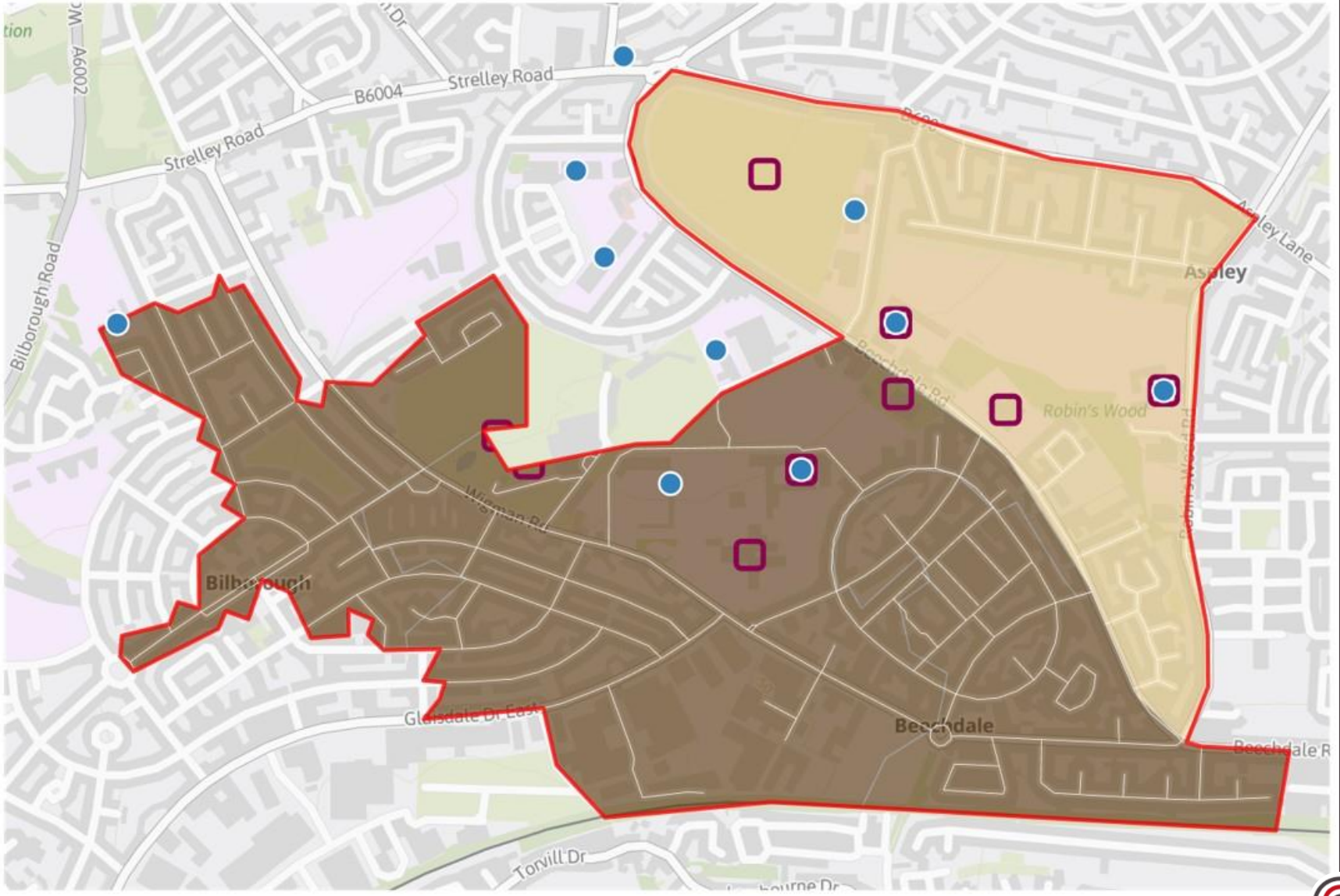
Individual relationships, families, support groups, social networks

Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing



Adapted from the Socio-Ecological Model by Hayley Lever and Scott Hartley

Beechdale is among the most deprived areas of the city



Source: ONS Index of Multiple Deprivation (IMD), 2025. Contains OS data © Crown copyright and database right 2026

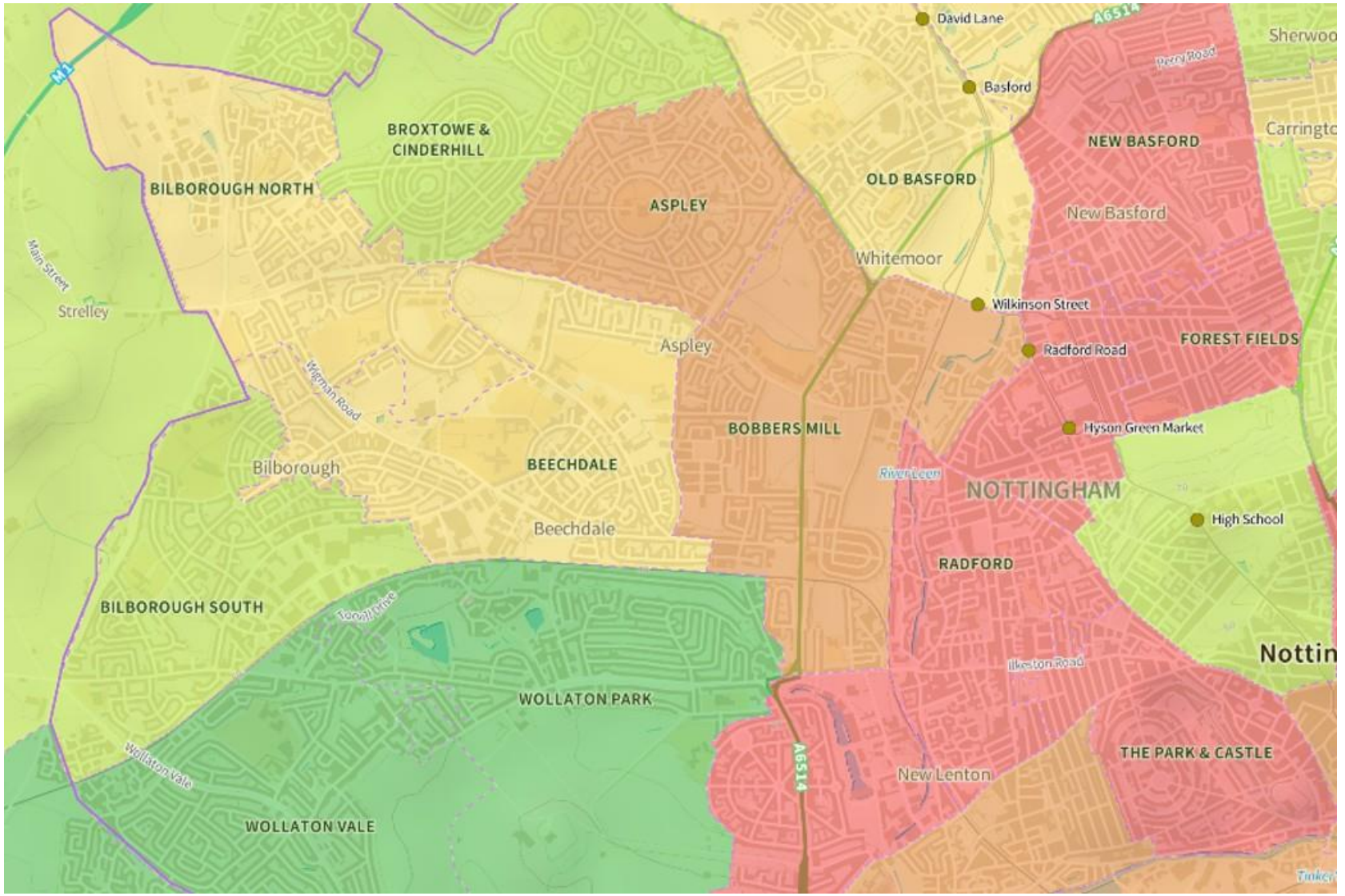
Friends of the Earth analysis of all green space

"We've analysed data from the Office of National Statistics on gardens, together with data on public green space, to identify neighbourhoods that lack both public green space and gardens."

Green Space Rating

A	B	C	D	E

E rated neighbourhoods are those most deprived of green space, including gardens and parks, whereas A rated neighbourhoods get the health and nature benefits from plenty of green space.

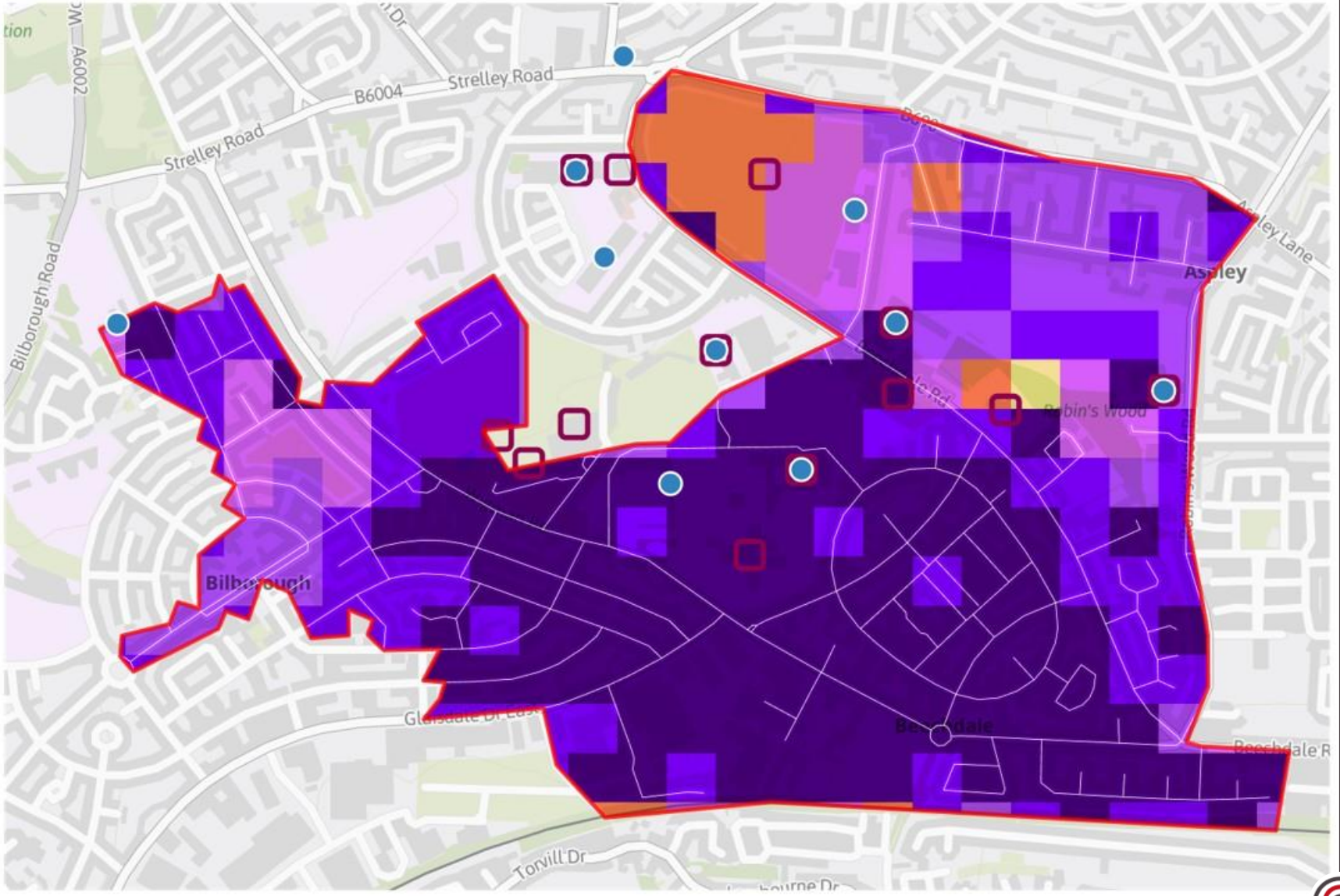


Source: Friends of the Earth - https://friendsoftheearth.uk/nature/access-green-space-england-are-you-missing-out

Triple jeopardy for urban areas

Facing environmental, social and health pressures together

Adds urban issues (such as urban heat and tree cover) to standard measures (pollution, flooding, noise and lack of green space), together with health and social deprivation

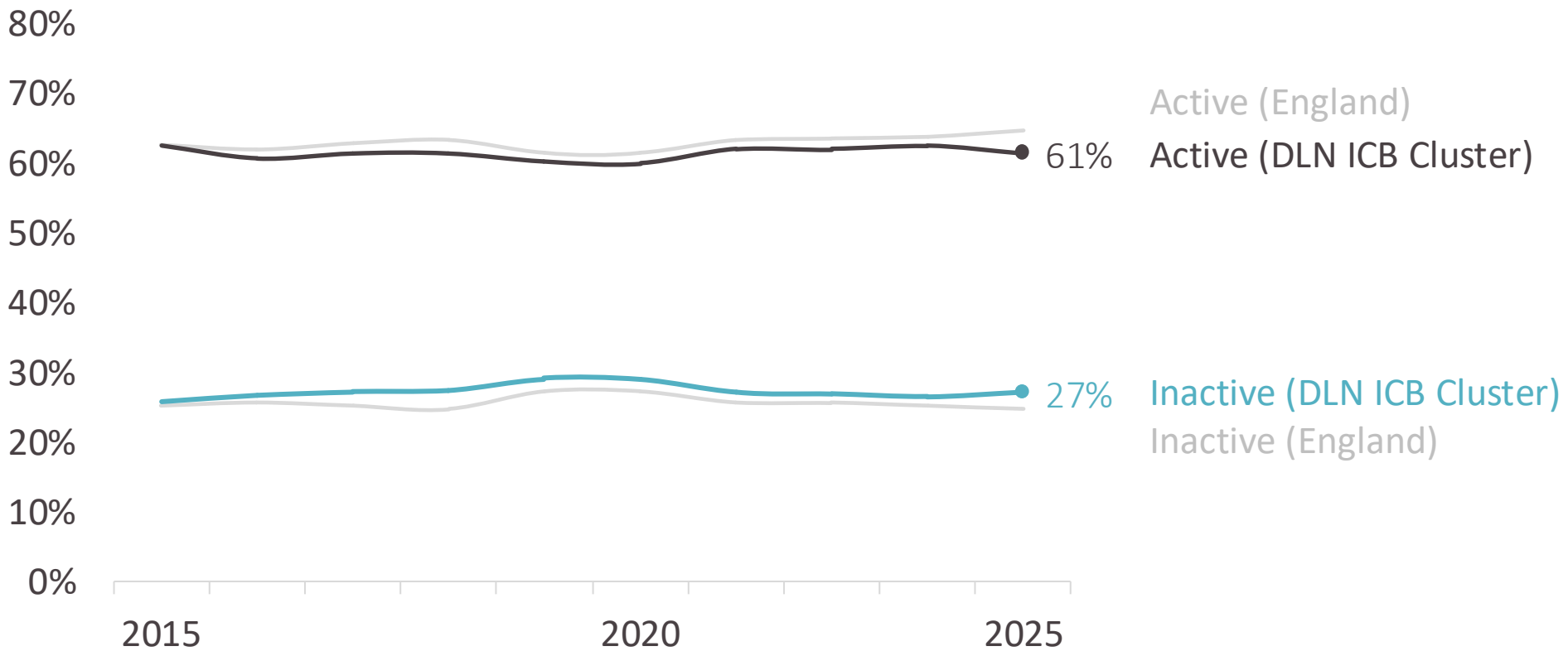


Source: Natural England, 2026. Contains OS data © Crown copyright and database right 2026

> Understanding [physical activity] behaviour in its natural setting is much more likely to reveal the factors that inhibit or encourage activity. In other words, we need to study behaviour in context and the myriad of ways it links to other activities and behaviours. We must not imagine that the other aspects of life are merely background, context or settings for activities.
>
> These elements weave together in the rich fabric of life and health behaviours that help to protect people from disease, provide health-enhancing opportunities, or add to risk and danger to health; they are intrinsic to each other and to life itself.

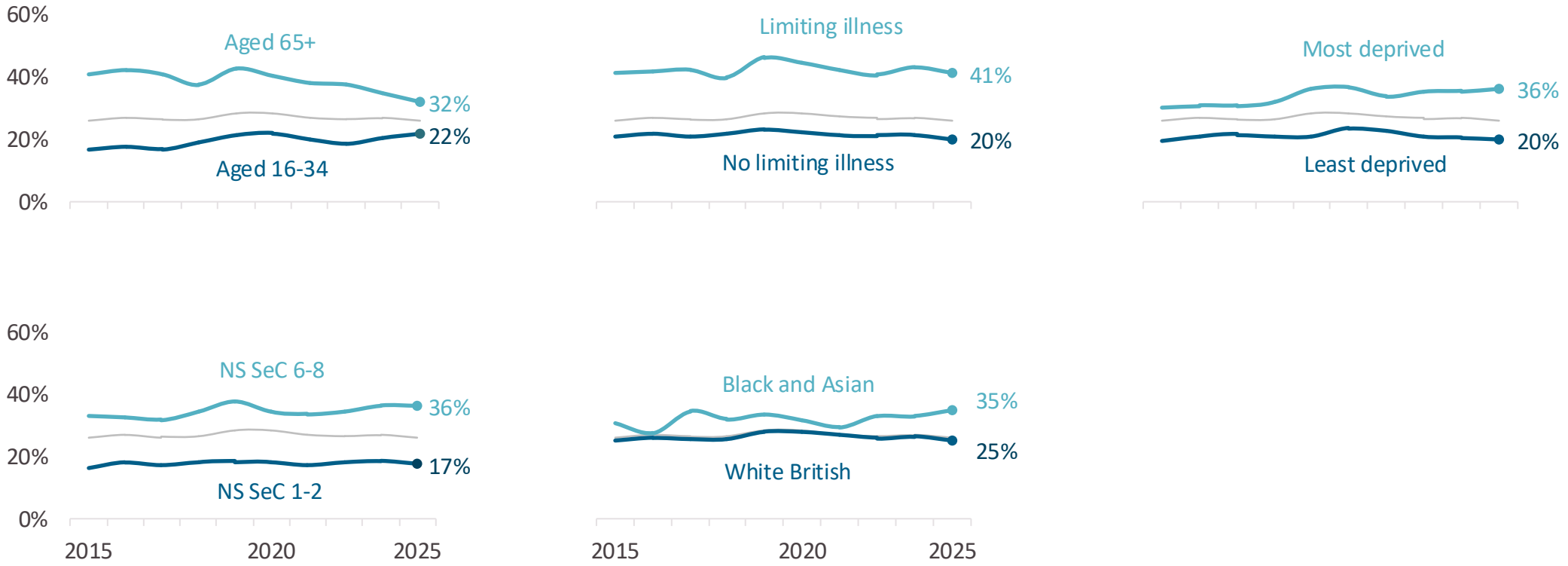
Source: Kelly MP, Arora A, Banerjee A, Birch JM, Ekeke N, Kuhn I et al. The contribution of behavioural science to addressing the social and wider determinants of health: evidence review. Geneva: World Health Organization; 2023

Physical inactivity for adults in the ICB cluster is stable



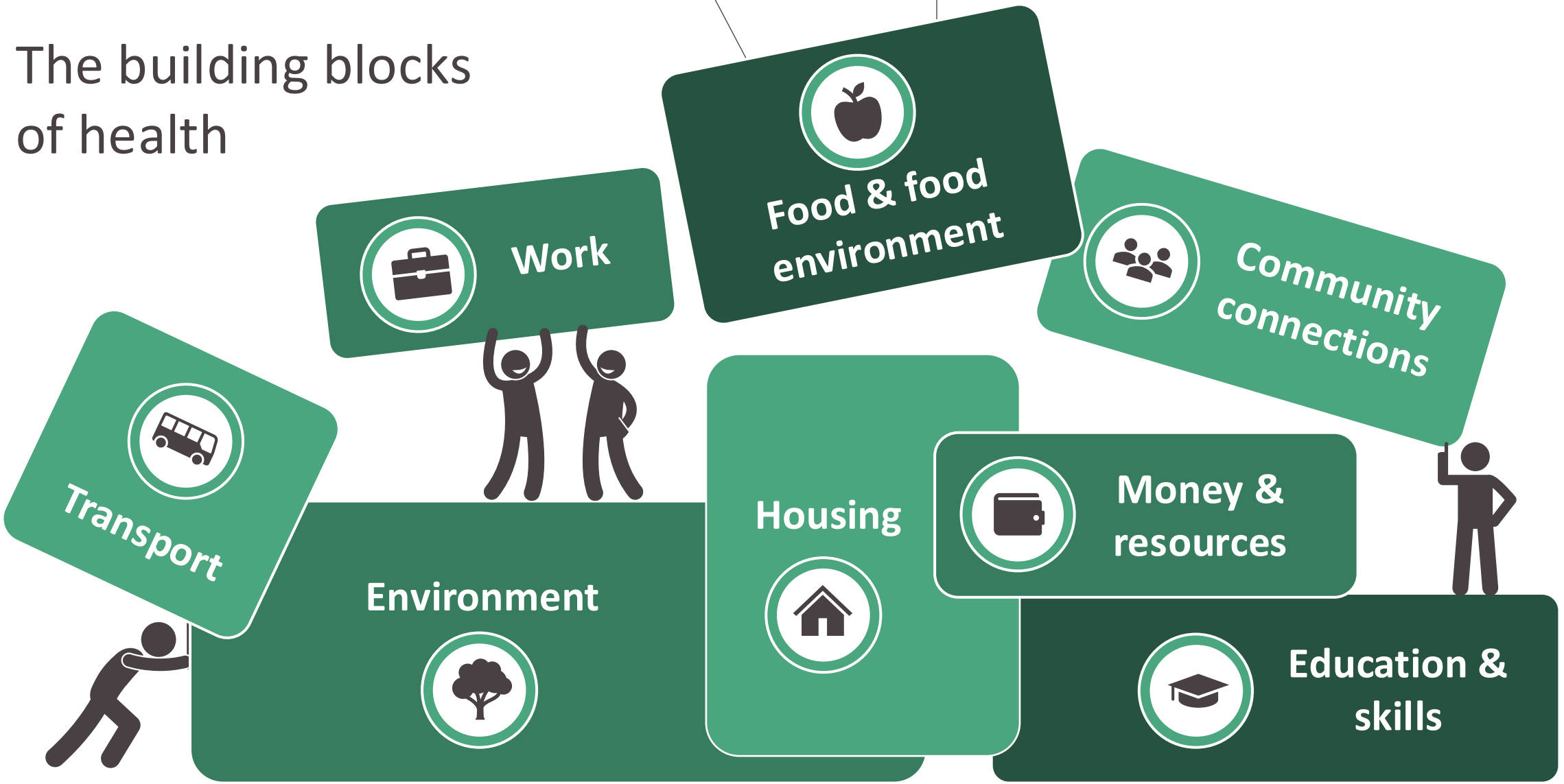
Source: Sport England, Active Lives Adults (16+), 2015-25, excluding gardening

The inactivity gap: This shows the inequality between groups where higher inactivity sits above the average line



Source: Sport England, Active Lives Adults (16+), 2015-25, excluding gardening

The building blocks of health



Source: Adapted from Health Foundation's Building Blocks of Health

Disadvantaged conditions are strongly associated with patterns of poor population and individual health

Adults living in the most deprived areas are **twice** as likely to:

- Have low qualifications
- Be outside of the workforce
- Not eat 5 a day
- Be inactive

Adults living in the most deprived areas are **3 times** as likely to be:

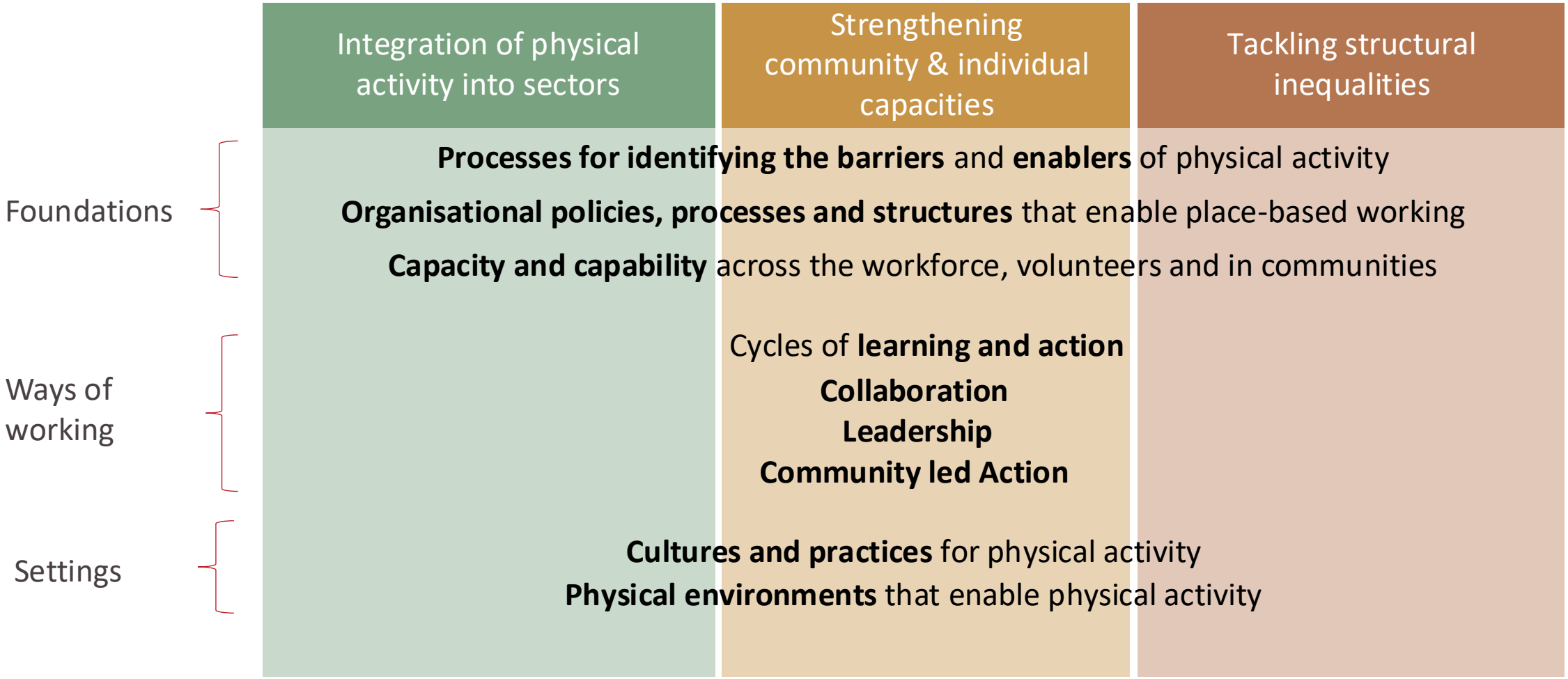
- On a low income
- In bad or very bad health

Source: Sport England, Active Lives Adults (16+)

> …the silos relating to smoking, alcohol consumption, eating and physical activity are deeply embedded in research funding, institutions and practices, and do not facilitate approaches to policy, or to conceptual thinking, which could bring about the changes that would lead to the lessening of health disparities between social groups.

Source: Kelly MP, Arora A, Banerjee A, Birch JM, Ekeke N, Kuhn I et al. The contribution of behavioural science to addressing the social and wider determinants of health: evidence review. Geneva: World Health Organization; 2023

The conditions that affect how much our population move



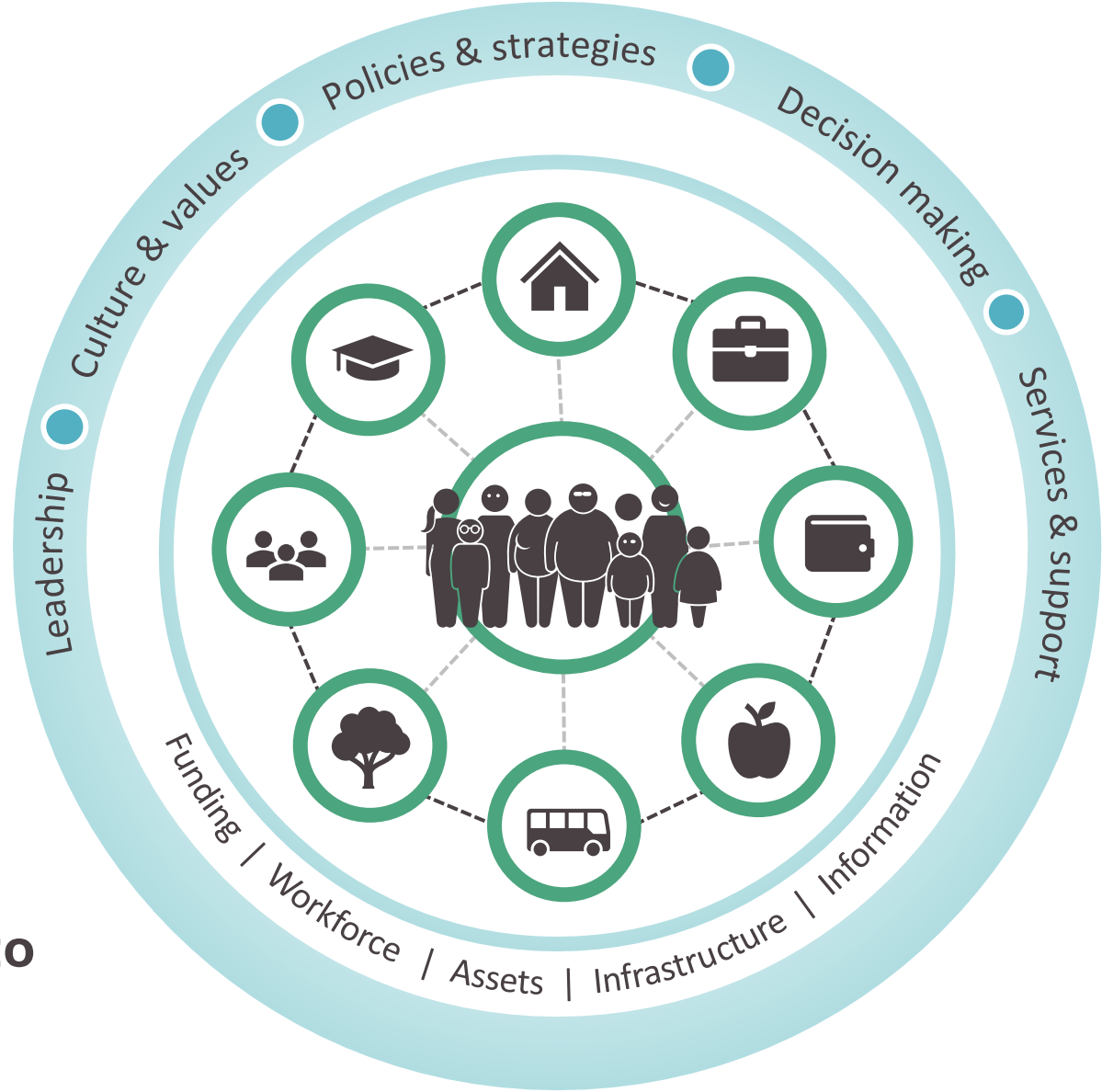
Source: Shearn, K. place-based systemic approach to tackle physical activity summary findings, 2025, National Evaluation and Learning Partnership (NELP)

Health and wellbeing are shaped by the conditions in which we live, learn, work and connect

Building blocks are the conditions for health

The system is what connects, shapes and influences them

When we work **together** across sectors and communities, we can build the conditions for **everyone to thrive**



Source: Adapted from Nottinghamshire's Building Blocks of Health Community of Practice