



# An insight into inequalities in adult physical activity in Nottinghamshire CC

September  
2026

Based on data using the Active Lives Survey 2024-25



# The Adult Active Lives survey began in November 2015, which means we now have a **decade of insight**



**Ten years of comparable data** — This gives us more than a snapshot of our area, it gives us a trajectory. This shows us the direction inactivity is heading in our area: Where it has improved, stalled, or become entrenched.

**The national picture is one of overall progress. But a decade of data makes it clear that growth is not equal.** In most cases the gap between our most and least affluent communities has widened. Disabled adults and those with long-term health conditions, women, older residents and people in our most deprived neighbourhoods continue to experience levels of inactivity that the national average conceals.

# Demographic and economic shifts are ongoing and have **intensified inequality gaps**

- Generally, our populations are growing, ageing and becoming more diverse
- The shift towards an ageing population is moving more people into age groups we know are more likely to be inactive
- Economic pressures are pushing more people into lower income brackets, where we know inactivity is more likely



# Inactivity at a glance:

## The local picture

National Active Lives data shows the direction of travel for England. To see what that means for Nottinghamshire CC, we need to understand our population, how it's changing, and the inactivity and inequalities we see locally.



# Our growing adult population is shifting towards an older and more diverse community

There are **712,000 adults (16+)** living in Nottinghamshire CC

An increase of around 52,000 since 2015



189,000 of these are **over 65**

That's 27% of the adult population

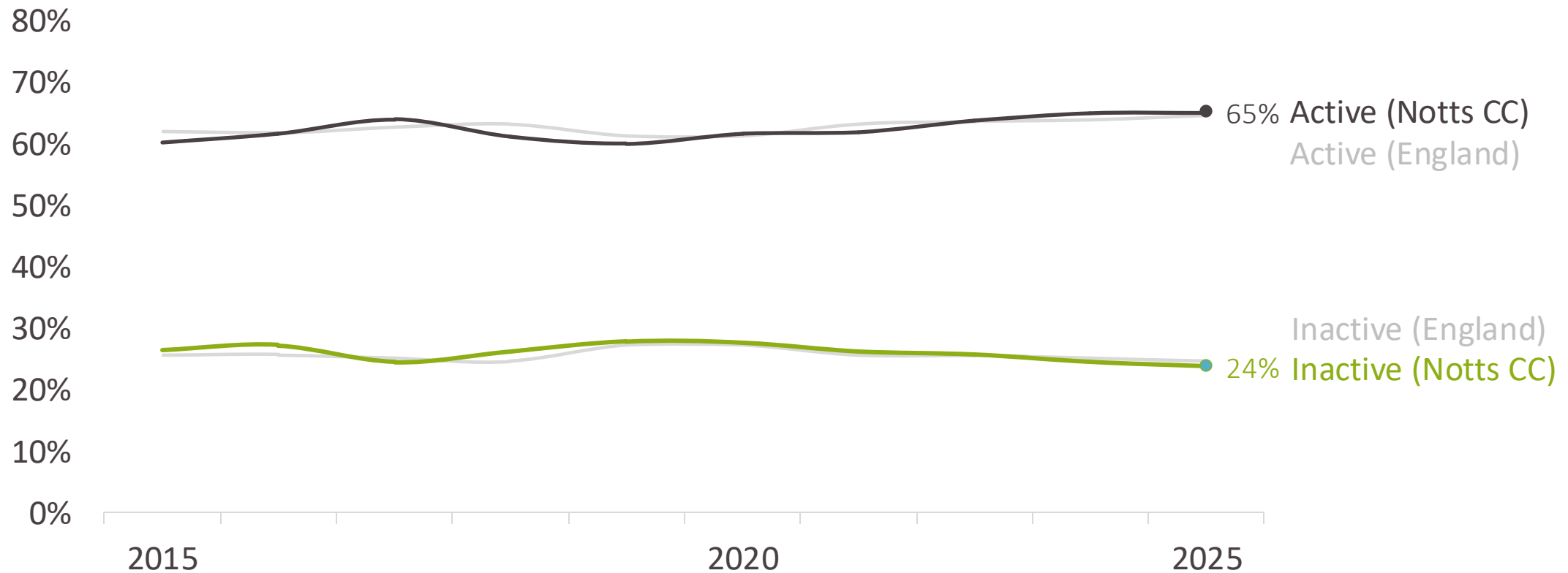


62,000 of these are from **global majority** ethnic groups

That's 10% of the adult population



## Physical inactivity for adults in Nottinghamshire is decreasing



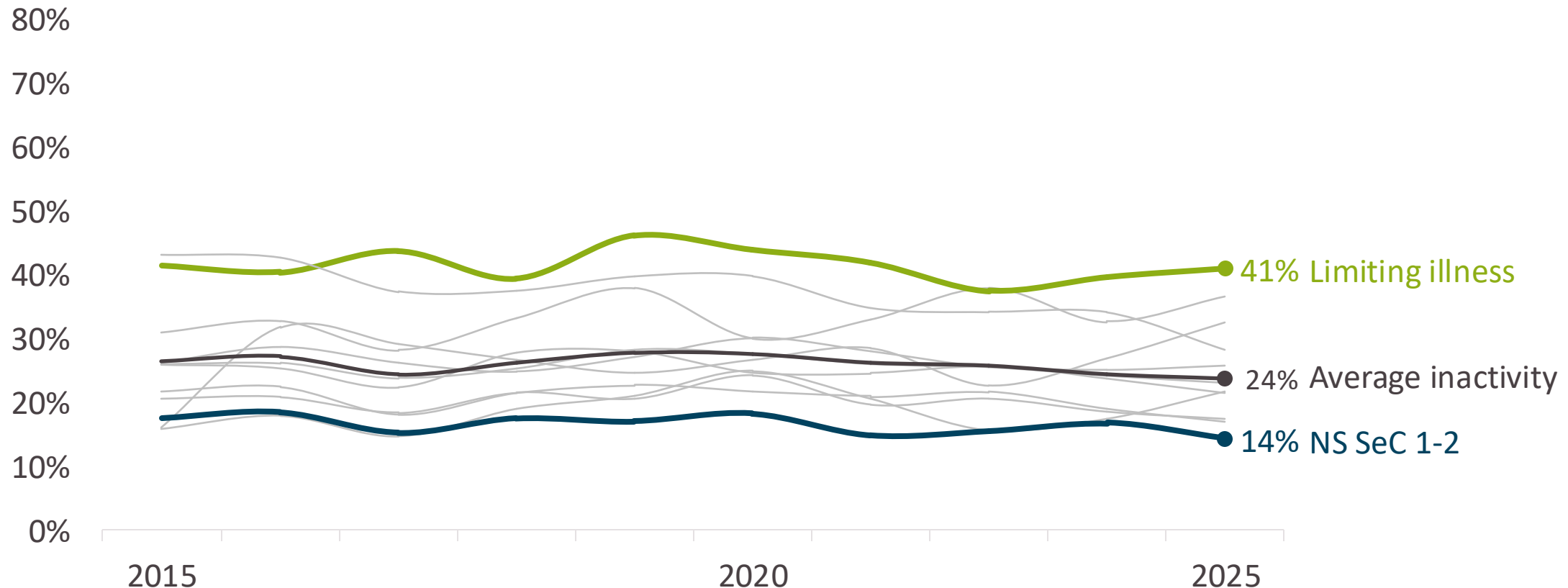
Currently, **24%** of adults are inactive

That's around **171,000**  
people not meeting recommended  
activity levels

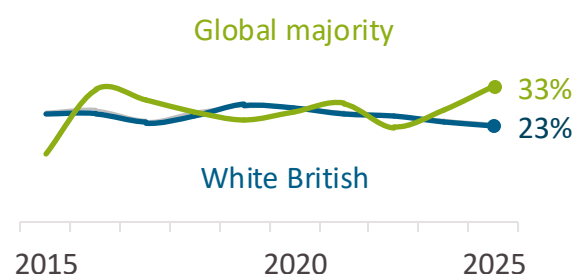
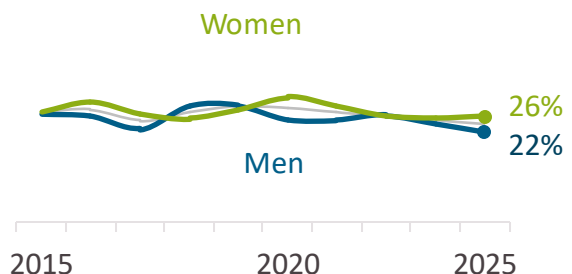
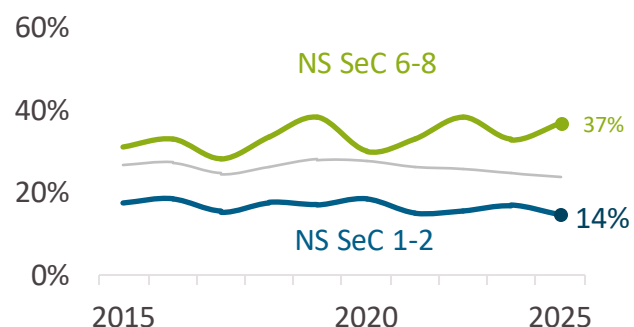
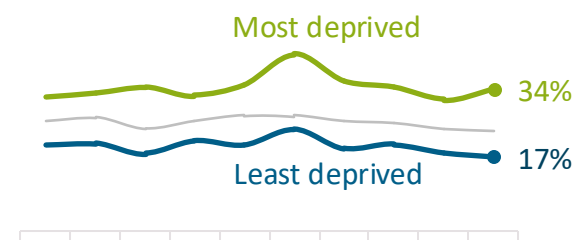
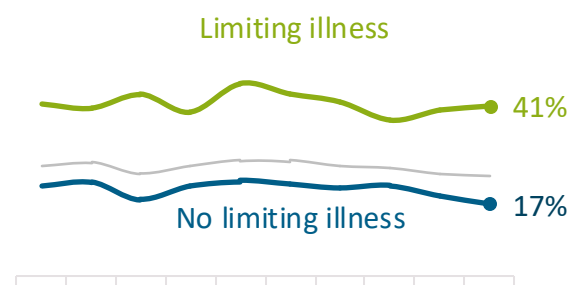
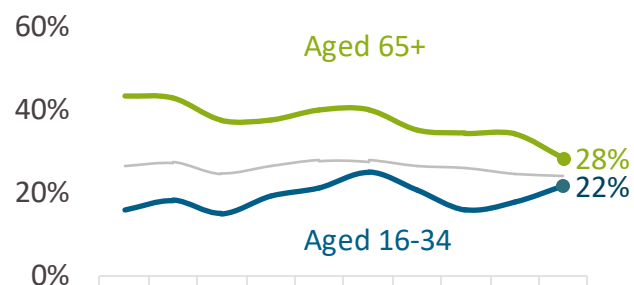
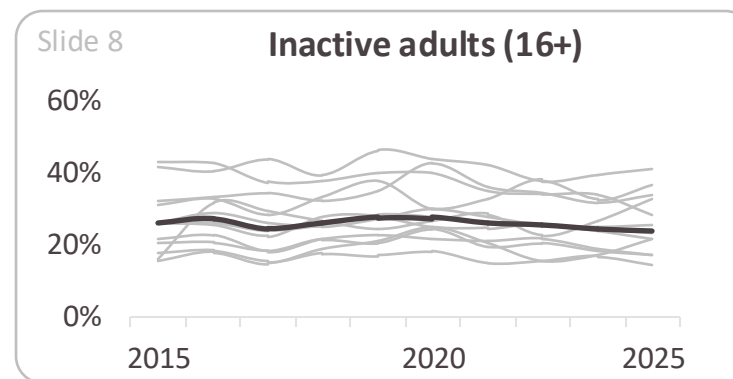


## Average inactivity hides the variations within our population

Inactivity across Nottinghamshire averages 24%. Within that, it rises to **41% for adults with a limiting illness** – the highest of any group – and falls to **14% among the most affluent** (NS SeC 1-2). The lowest of any group.

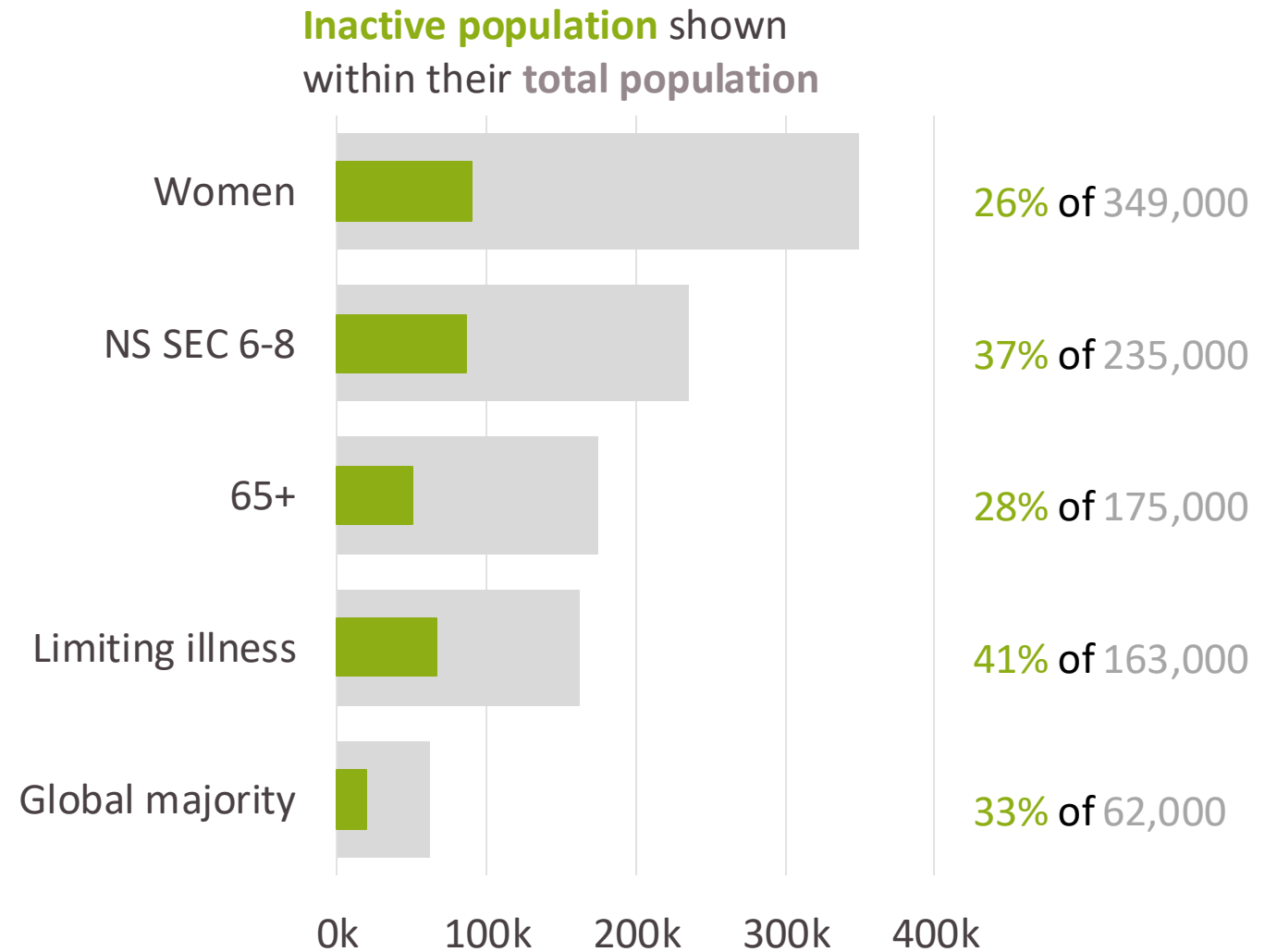


# The inactivity gap: Which groups sit above and below the average



## Women make up the biggest population but not the highest % of inactivity

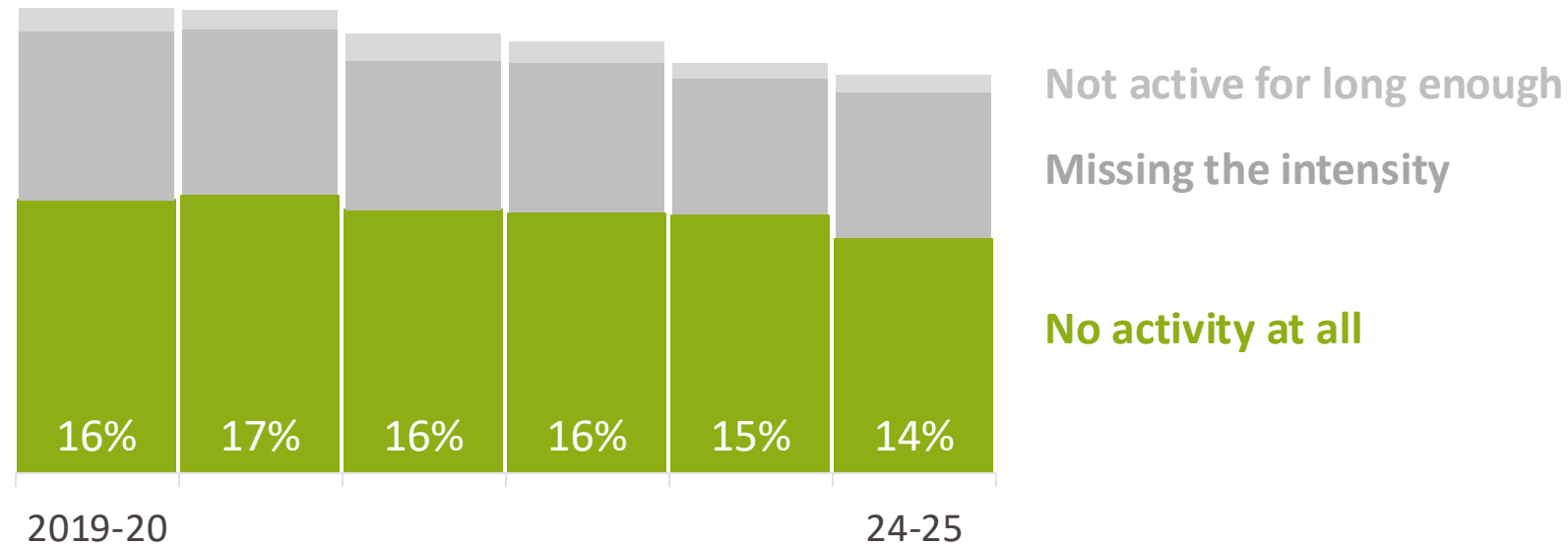
There are 349,000 women but only **26%** are inactive. Compared to **41%** of inactive adults with a limiting illness.



## The proportion of adults doing **no activity at all** is falling

There has been a drop of 1 percentage point in the last 12 months alone.

That's around **7,000**, fewer adults doing **no activity at all**



# Characteristics and the inequalities metric

Having looked at who's inactive locally, we now turn to **active levels (meeting the CMO guidelines)** and the characteristics Sport England identifies as key drivers of inequality.

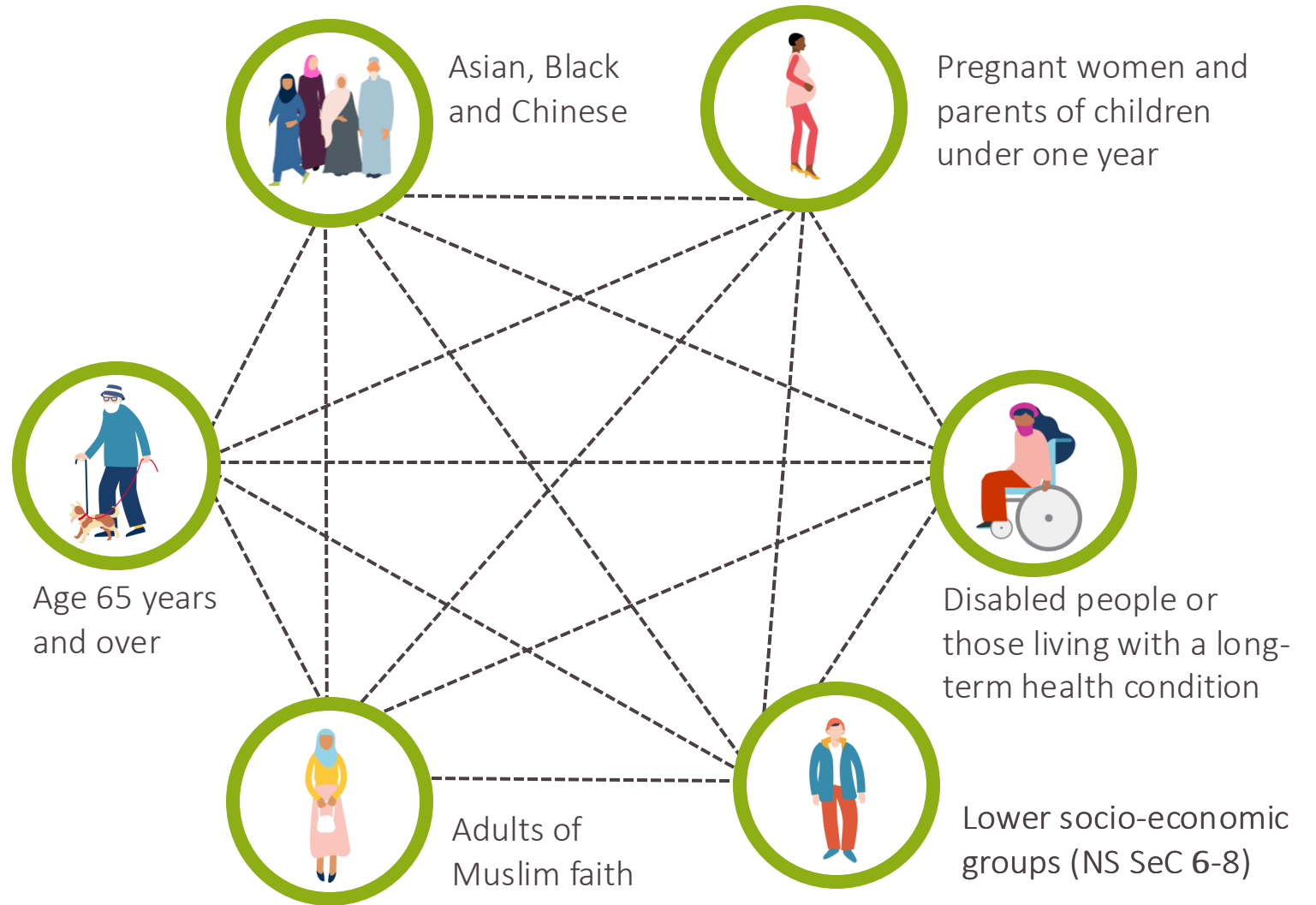
The inequalities metric shows how far activity falls as these characteristics stack up. It's not which characteristics someone carries that matters most — it's how many. That's what reveals the scale of the additional challenge some people face.



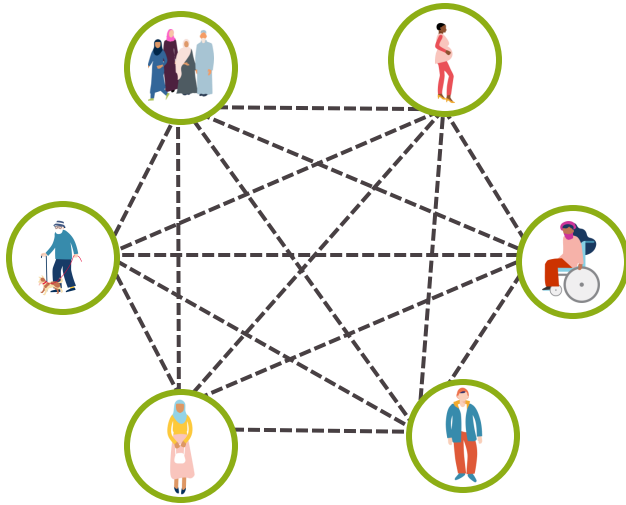
## No one is a single characteristic

The inequalities metric lets us look at people as a whole, rather than one characteristic at a time.

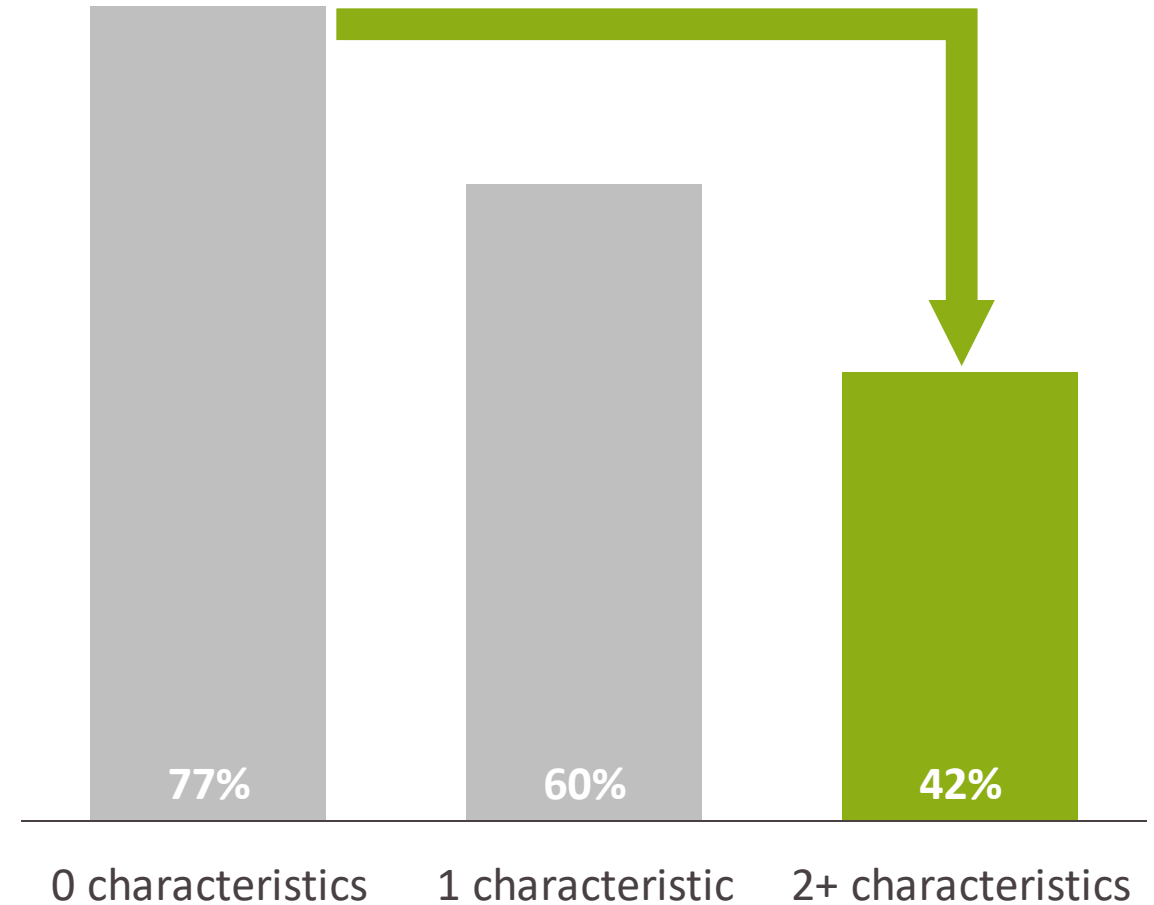
Combining characteristics associated with being less active can lower individual activity levels.



Having **2 or more characteristics** can dramatically reduce our ability to be **active**



Activity levels fall when compared to those with no characteristics of inequality



## A local example: low affluence, plus one more characteristic

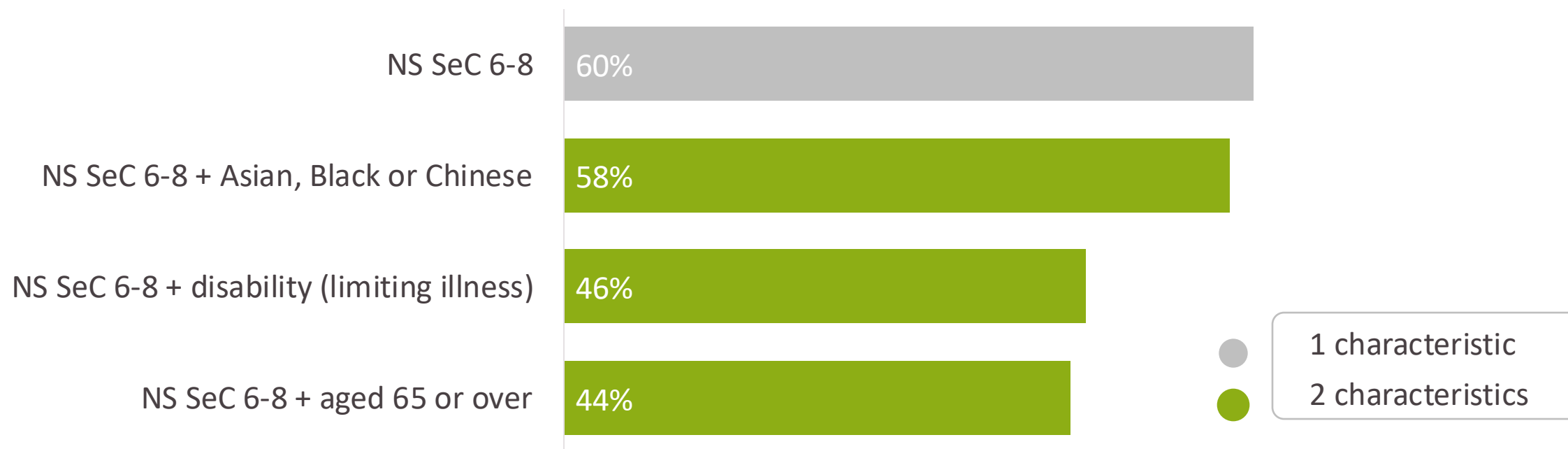
To bring this to life locally, the next slide looks at people in low affluence households — one of our key inequality characteristics — and shows what happens when a second characteristic is added.

We've chosen low affluence as our example because it cuts across so many other characteristics: people in low affluence households span every ethnicity, age group and disability status. That makes it a useful lens for showing how combining characteristics compounds the challenge, rather than a group that stands apart from the rest.

This is one example, not the full picture. The same pattern will hold for other combinations too.



## Using low affluence as an example — activity drops further still when **combined** with age, ethnicity, or disability



In this example, the steepest fall is seen when aged 65 or over is added — but all combinations show reducing activity levels

# Inactivity in our place

Understanding who's active in our places, and how, helps us see the full picture. Mapping also lets us explore where outcomes are worse at a place level.

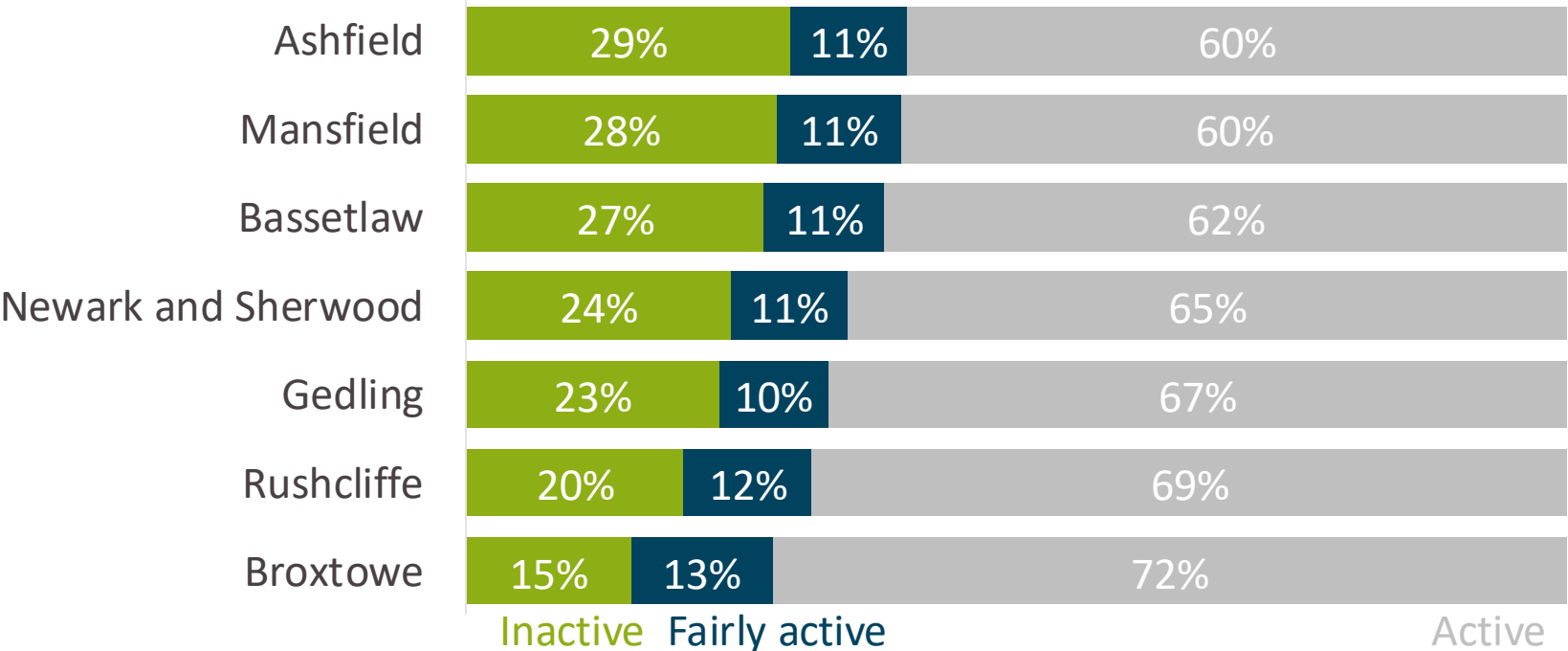
The focus on place began in 2017, when Sport England's Local Delivery Pilots set out to test how working in and with places could help tackle inequalities among the least active.

Place-based work matters because lasting change happens when it's rooted in the communities that need it most.



# Inactivity is not equal across our area

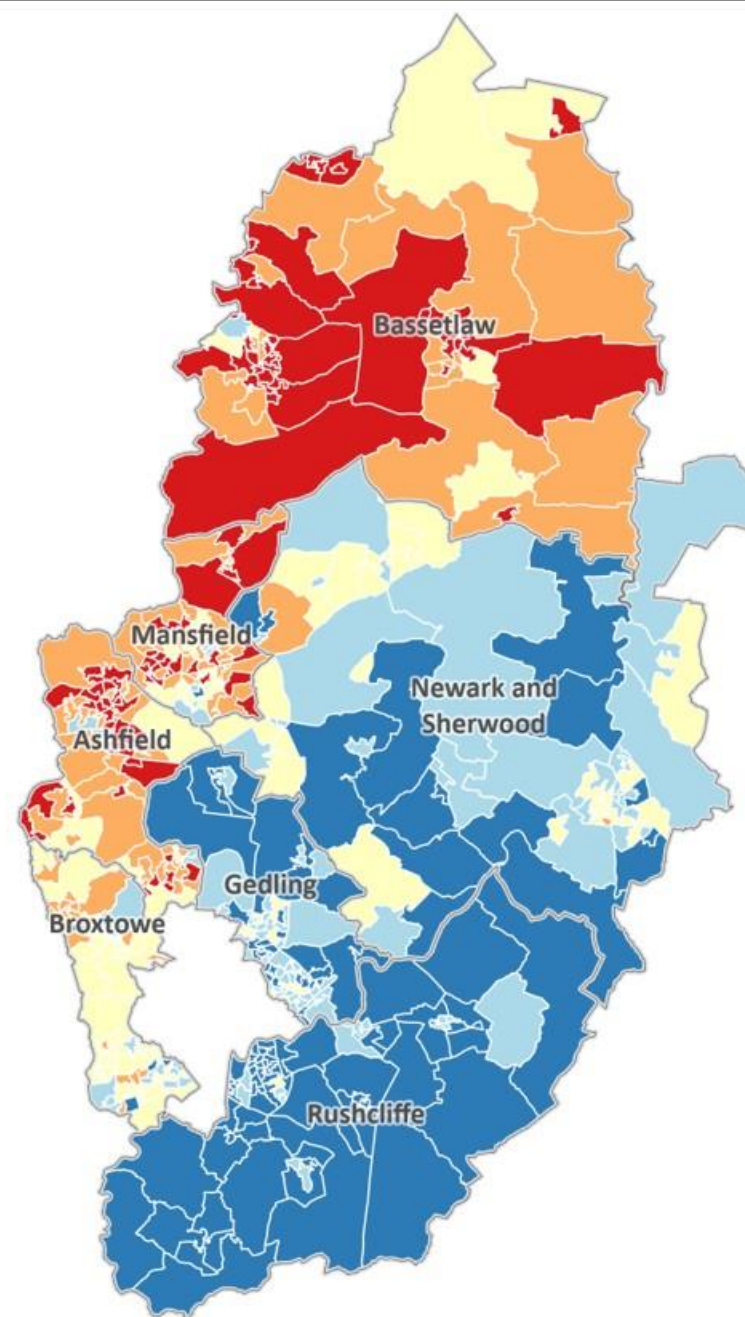
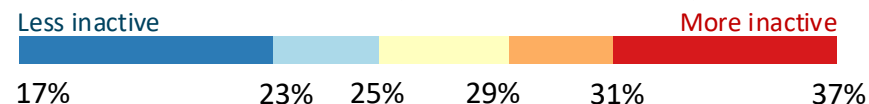
Adults living in Ashfield are more likely to be **inactive** than any other LA in Nottinghamshire



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

**Inactivity** more than doubles across our area with highest levels of inactivity along the M1 corridor

Adult inactive overall (Nottinghamshire CC data range)



# How we get our physical activity minutes

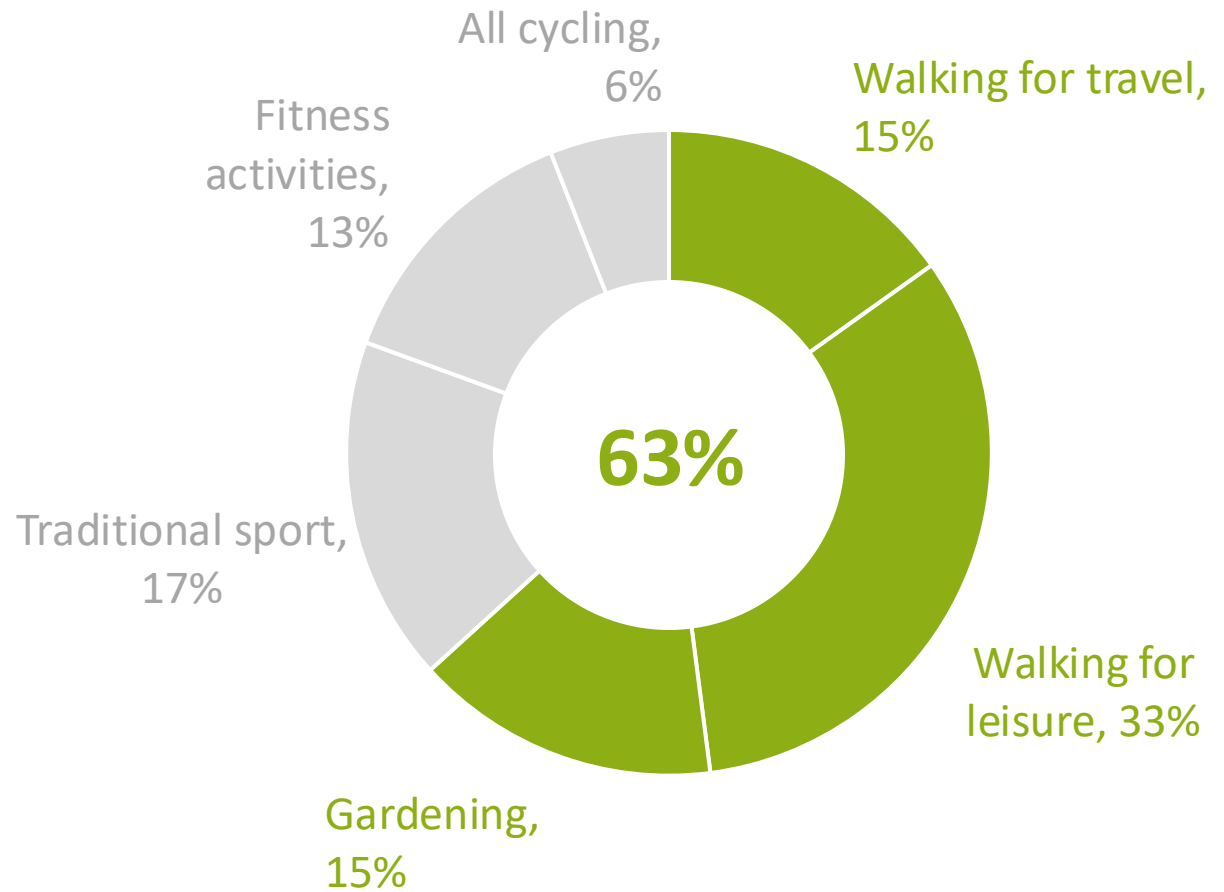
Understanding changing trends driving the types of activities we do is important. Nationally, running and fitness activities continue to grow strongly, while active travel and cycling for leisure have dipped over the last 12 months.

This matters because knowing through which activities our communities get their minutes tells us what to protect, what to invest in and where the biggest opportunities lie — from everyday walking routes and green space to sports and leisure facilities.



## Almost 2 thirds of our active time is spent doing informal activities

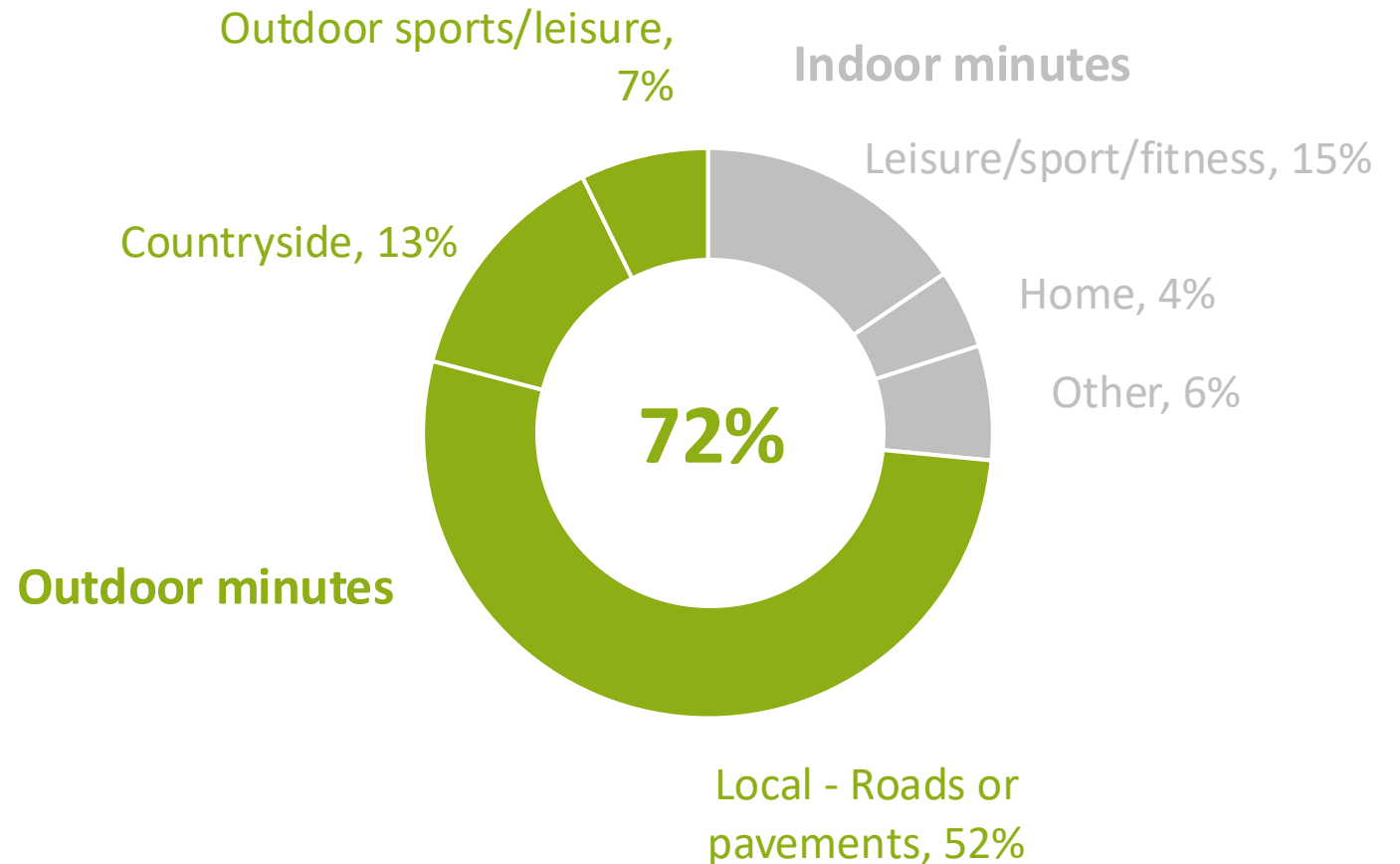
Walking and gardening can be done with no sports or leisure facilities





Almost 3 quarters of our active time comes from **outdoor activities**

This shows the importance of our active environments



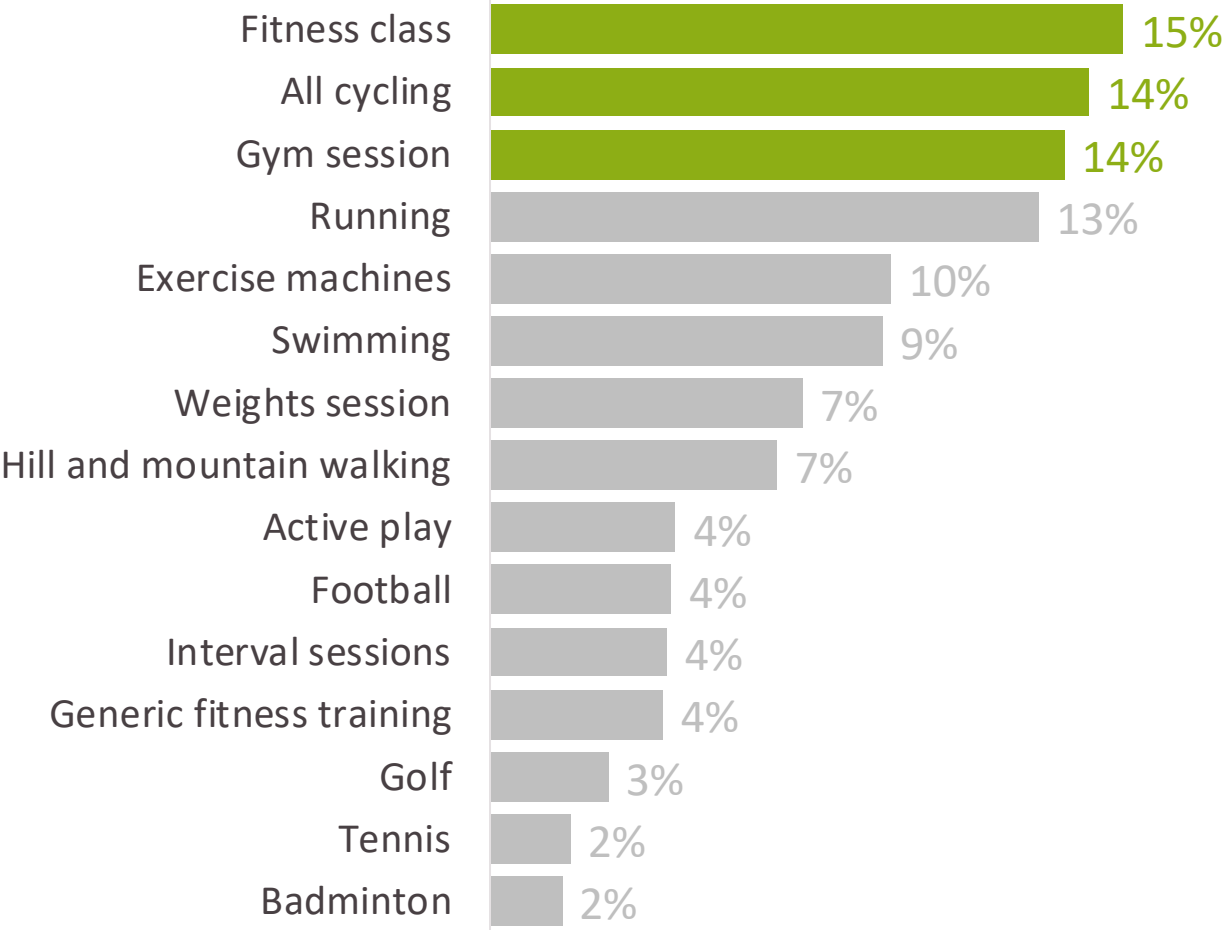
# What gets us moving?

**Fitness classes, cycling and going to the gym are the top 3 sports and activities** adults regularly take part in locally, each at 14% or above.

As a national comparison, football has held steady at just under 5% since 2015.



Top 15 sports and activities  
Participating **at least twice in the last 28 days**



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

# The importance of physical activity and social outcomes

Active Lives also captures data designed to better understand impact against four of the five social outcomes to which sport and physical activity contributes.



**Social outcomes are measured by asking different questions...**



## Mental wellbeing

How **happy** did you feel yesterday?

How **satisfied** are you with your life nowadays?



## Individual development

I can **achieve most of the goals** I set myself

If I find something difficult, I keep trying until I can do it (**resilience**)



## Social & community

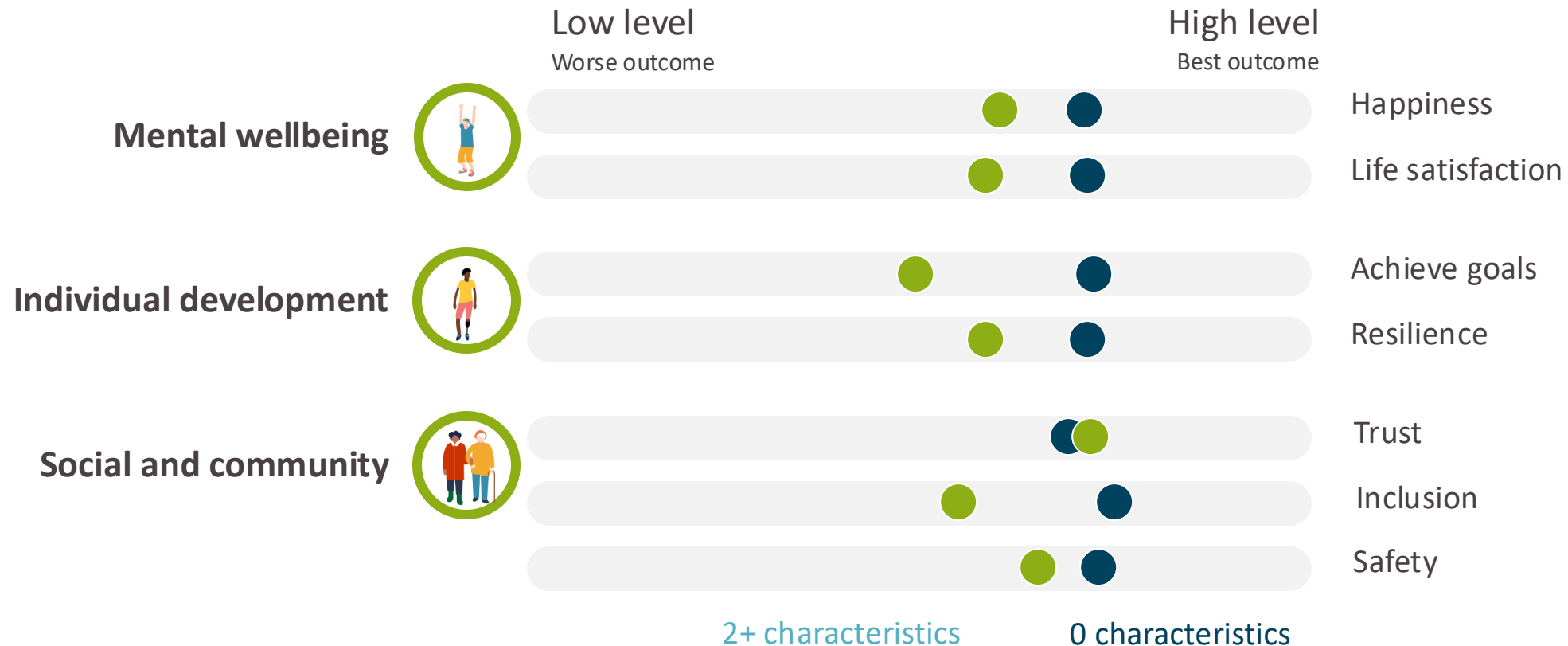
Most people in our local area can be **trusted**

My local area is a place where people from different backgrounds get on well together (**inclusion**)

I feel **safe** in the public places and settings where I would like to exercise

# The more inequalities stack up, the worse outcomes tend to get

We would expect adults who face **two or more inequality characteristics** to compare poorly on social outcomes, to those facing **none**. But for 'trust', the opposite occurs.



# Appendix

# Demographics

|                         | 2015-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
|-------------------------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| All adults (aged 16+)   | 3,543   | 3,419 | 3,562 | 3,453 | 3,519 | 3,408 | 3,593 | 3,403 | 3,185 | 3,160 |
| Male                    | 1,633   | 1,510 | 1,604 | 1,540 | 1,533 | 1,485 | 1,602 | 1,548 | 1,382 | 1,422 |
| Female                  | 1,901   | 1,905 | 1,952 | 1,899 | 1,968 | 1,913 | 1,974 | 1,842 | 1,783 | 1,720 |
| 16-34                   | 571     | 595   | 560   | 630   | 603   | 616   | 609   | 515   | 581   | 575   |
| 65+                     | 1,090   | 993   | 1,069 | 1,096 | 1,041 | 1,064 | 1,129 | 1,142 | 1,015 | 1,028 |
| NS SEC 1-2              | 1,592   | 1,602 | 1,657 | 1,607 | 1,658 | 1,554 | 1,641 | 1,544 | 1,540 | 1,484 |
| NS SEC 6-8              | 449     | 450   | 465   | 453   | 416   | 452   | 467   | 420   | 380   | 408   |
| White British           | 3,243   | 3,087 | 3,228 | 3,132 | 3,189 | 3,101 | 3,252 | 3,027 | 2,802 | 2,758 |
| Global majority         | 104     | 111   | 110   | 134   | 128   | 139   | 151   | 160   | 184   | 186   |
| Limiting illness        | 657     | 659   | 672   | 698   | 639   | 673   | 786   | 680   | 721   | 712   |
| No limiting illness     | 2,690   | 2,562 | 2,694 | 2,564 | 2,711 | 2,535 | 2,613 | 2,532 | 2,298 | 2,288 |
| Least deprived quintile | 614     | 771   | 807   | 776   | 820   | 1,020 | 1,064 | 975   | 853   | 898   |
| Most deprived quintile  | 780     | 600   | 606   | 572   | 566   | 399   | 432   | 404   | 462   | 436   |
| 0 Characteristics       | -       | 976   | 1,194 | 1,061 | 1,260 | 1,236 | 1,272 | 1,215 | 1,158 | 1,147 |
| 1 Characteristic        | -       | 582   | 671   | 784   | 783   | 863   | 943   | 920   | 933   | 896   |
| 2+ Characteristics      | -       | 181   | 224   | 230   | 239   | 265   | 286   | 310   | 301   | 330   |

# Local authorities

|                     | 2015-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 |
|---------------------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Notts CC            | 3,543   | 3,419 | 3,562 | 3,453 | 3,519 | 3,408 | 3,593 | 3,403 | 3,185 | 3,160 |
| Ashfield            | 495     | 495   | 511   | 465   | 510   | 480   | 524   | 481   | 366   | 376   |
| Bassetlaw           | 514     | 484   | 528   | 516   | 485   | 475   | 515   | 482   | 395   | 405   |
| Broxtowe            | 537     | 470   | 505   | 509   | 472   | 505   | 531   | 473   | 397   | 358   |
| Gedling             | 499     | 494   | 507   | 476   | 503   | 502   | 518   | 472   | 371   | 395   |
| Mansfield           | 525     | 503   | 480   | 510   | 514   | 492   | 492   | 477   | 856   | 866   |
| Newark and Sherwood | 471     | 477   | 525   | 482   | 497   | 479   | 498   | 521   | 398   | 378   |
| Rushcliffe          | 502     | 496   | 506   | 495   | 538   | 475   | 515   | 497   | 402   | 382   |

# 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?



**Walking for leisure** includes all other types of walking, dog walking, rambling and Nordic walking or just going for a stroll\*



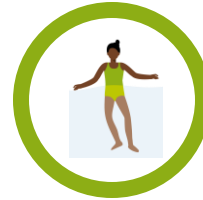
**Walking for travel** includes walking as a way to get from one place to another, such as the shops work or visiting friends\*



**Cycling** includes leisure and travel, track, road and mountain biking or racing, exercise bike or cycle class



**Gardening** is generally excluded from the survey but is counted within active minutes



**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** includes artistic and creative dance (ballroom, ballet, contemporary etc)

AI tools have been used to help process data and refine the narrative for this pack. All figures are taken from the published survey data, and all analysis has been carried out, checked and verified by Press Red