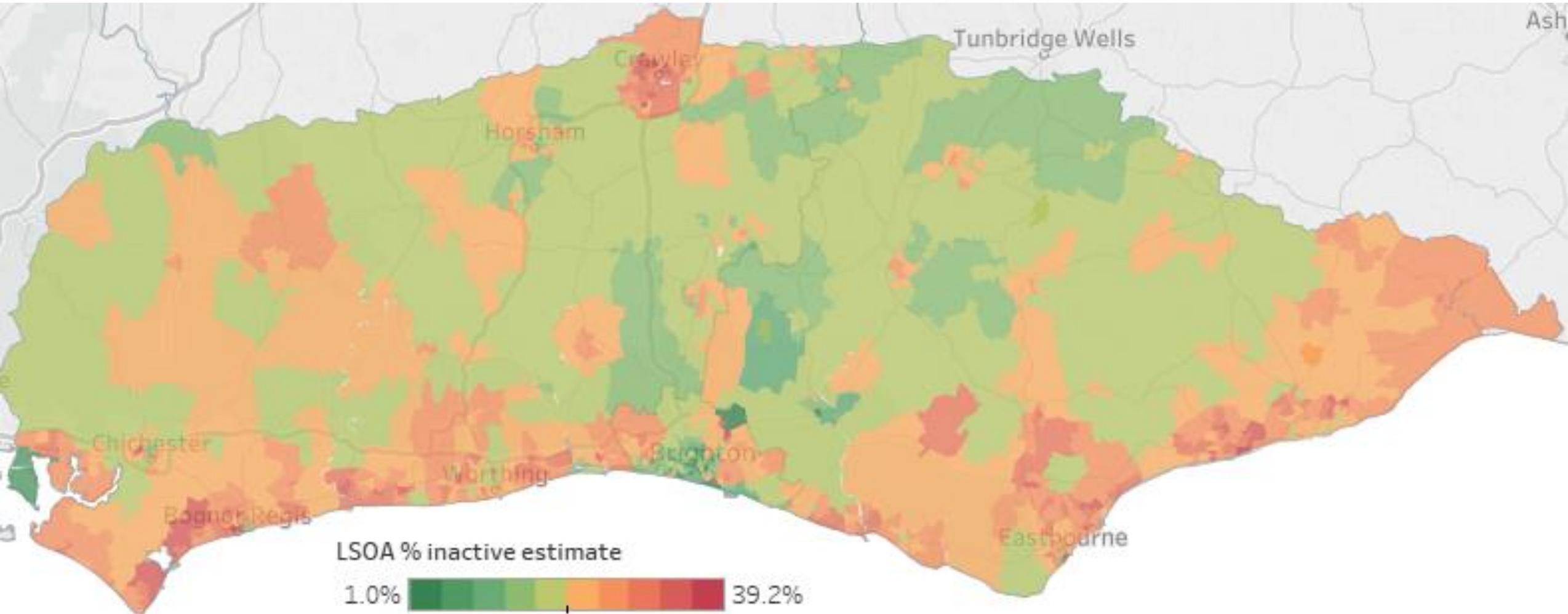


# Inactivity tool

## Targeting small areas



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# How to use this information

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Now in their third iteration, these neighbourhood inactivity estimates have been used by local authorities, national governing bodies of sport, public health and NHS teams to target interventions. Active Sussex use this data to target the Sport England funding we distribute through the [Tackling Inequalities Fund](#).

If your requirement is simply to report validated statistics, you should use the MSOA level estimates provided by Sport England.

If however your aim is to engage residents who are most likely to be inactive, the neighbourhood-level estimates can help you target small areas which are disguised by aggregate values across larger MSOA areas.

To illustrate this, Eastbourne has no MSOAs in the most deprived decile nationally, but 7% of its LSOAs are in the most deprived decile. 3% of MSOAs in Brighton and Hove are in the most deprived decile nationally, but 6% of its LSOAs are in the most deprived decile.

To target people in deprived areas it is important to know where they are overrepresented.

# What's new

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1. Updated to the most recent Active Lives Survey MSOA estimates from 2017-18 to 2018-19 (published in May 2020). While these pre-date the pandemic, the LSOA estimates use the May 2020-21 Active Lives results to highlight changes in activity levels by demographic group during the pandemic see pages 8-9 for details.
2. Updated mid-year population estimates from 2018 to 2020.
3. Inclusion of Socioeconomic classification as well as Index of Multiple Deprivation. While these mostly correspond, in Crawley in particular there are many people in lower socioeconomic groups in not particularly deprived neighbourhoods.
4. Change from the 2019 inactivity estimates is shown.
5. The % of Black and South Asian residents in each neighbourhood at the time of the 2011 census is shown in the LSOA detail table.
6. Median age is displayed to aid age-targeted interventions.
7. Disability and Long-term conditions are shown at the resident-level rather than household-level. This is drawn from the same 2011 Census data and does not substantially alter the rankings but is assumed to be more intuitive to understand.

# Definitions – activity rates and groups



## Activity rates

**Active:** 150 minutes or more of moderate intensity of physical activity per week. High intensity counts for double-minutes.

**Fairly active:** 30-149 minutes of moderate intensity physical activity per week.

**Inactive:** 0-29 minutes of moderate intensity physical activity per week.

## Groups

**Older people:** As people get older they become less physically active. This trend toward inactivity is evident from the age group 25-34, accelerates in the 55-64 age group and jumps upwards in the 75-84 age group. In these small area estimates, the percentage of people aged 65 and over are highlighted. This age bracket can be amended to match your targeting strategy. Please contact Active Sussex to provide different age brackets to those shown.

**People with disabilities and long-term health conditions:** People with a disability or LTC are twice as likely to be physically inactive as those without. The percentage of households with one or more person with a disability or long-term health problem is shown in this tool.

**Deprived areas:** Inactivity increases with deprivation. Every area in England is ranked by relative deprivation in the Index of Multiple Deprivation.

# Definitions - Areas



## Areas

**Ward:** Wards are the primary unit of English electoral geography. Each ward has an average of around 5,500 people, but there is substantial variation in the size of wards. The smallest in Sussex has 1,171 people and the largest has 19,684, almost 20 times the size. This makes comparison between wards nationally and locally unreliable. Ward boundaries often shift between elections, which make comparisons over time difficult. The advantage of referring to wards is that most ward names are familiar to local people, and particularly those working in local authorities. Here, wards are referred to in order to give a recognisable place name to the more consistent geographical MSOA and LSOA areas.

**MSOA:** Middle Super Output Areas are similar in size to wards, but are more consistent. The smallest MSOA in Sussex has 5,503 people, the largest 12,648. The boundaries remain consistent over time.

**LSOA:** Lower Super Output Areas are **neighbourhood or village-sized** areas,

You can view MSOA and LSOA level inactivity level data in Sussex at:

<https://www.activesussex.org/mapping/>

# How are MSOA inactivity rates estimated



Sport England provide small area estimates by comparing the demographics of each MSOA, with the 184,000 respondents to the Active Lives survey nationally. These estimates are produced by IPSOS MORI and use statistical modelling to factor in 40 variables into the likely Activity and Inactivity rate in each area. You can [read the technical report here](#).

If your needs are purely statistical, use these validated estimates.

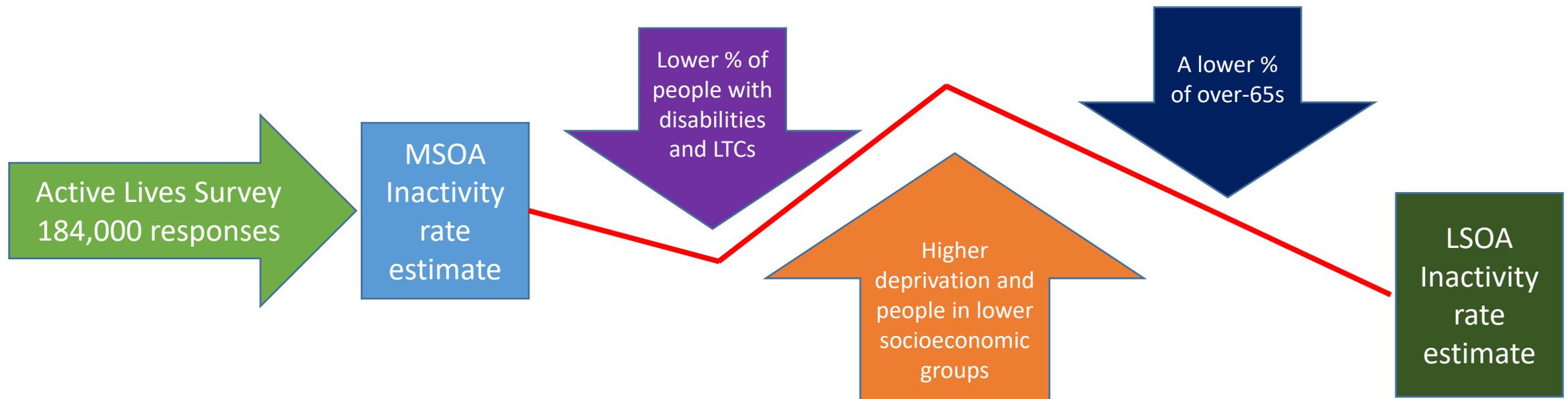
Ipsos-Mori and Sport England have found that personal characteristics have a greater bearing on activity levels than area characteristics<sup>1</sup>. This means that someone's age, income-level and disabilities or health conditions have a greater bearing on their activity level than the local environment and facilities available to them.

1. Local authority report Actual v Expected: <https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables>

# How are neighbourhood inactivity rates estimated

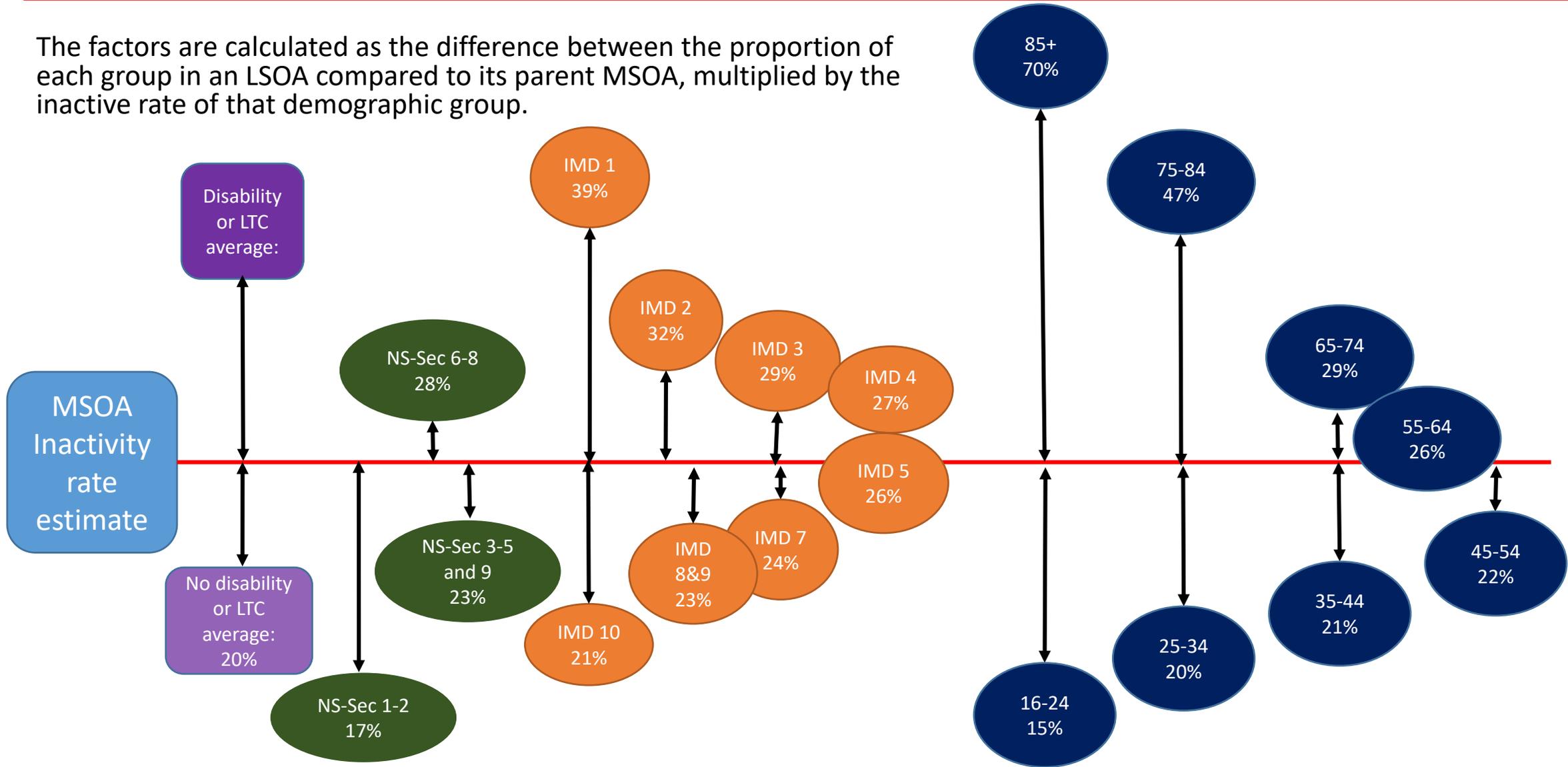
The difference between the MSOA and LSOA for each group at risk of inactivity is calculated.

If a group at risk of inactivity is overrepresented in an LSOA, their higher rate of inactivity is incorporated into the estimate for the LSOA. If they are underrepresented, a lower rate of inactivity would be estimated. The full calculation is on the last page of this guide.



# Inactive factors

The factors are calculated as the difference between the proportion of each group in an LSOA compared to its parent MSOA, multiplied by the inactive rate of that demographic group.



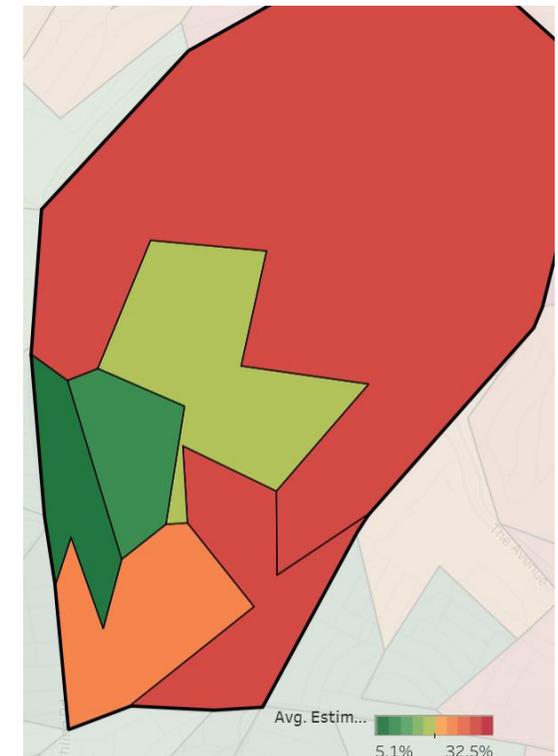
# Why are neighbourhood inactivity rates important?

Neighbourhood data allows us to target people most at risk of inactivity.

For example, Hollingdean & Stanmer ward in Brighton contains some of the most active neighbourhoods in Sussex, but also 2 neighbourhoods with high inactivity.

## Hollingdean & Stanmer ward, Brighton

Estimated Inactive (%)	Inactive rank Sussex out of 999
11%	970
12%	964
15%	907
21%	512
22%	399
23%	381
30%	43
30%	42



# What the Inactivity tool can tell you



- The tool **rank**s every MSOA and LSOA in Sussex by estimated inactivity. **1 is most inactive**.
- It shows which wards the MSOA covers or in which the LSOA is located.
- The tool identifies the **priority group** in each MSOA and LSOA by comparing the ranking of deprivation, disability and older people.

Local authority	Neighbourhood (LSOA)	MSOA	Wards	Estimated inactive 2019	Estimated Inactive 2021	Change	Inactive rank Sussex	Priority group
Crawley	Crawley 013D	Crawley 013	Broadfield	41%	42%	2%	1	Deprived area
Eastbourne	Eastbourne 004A	Eastbourne 004	Hampden Park	34%	41%	7%	2	Deprived area
Eastbourne	Eastbourne 003B	Eastbourne 003	Langney	38%	41%	3%	3	Deprived area
Arun	Arun 004A	Arun 004	Courtwick with Toddington	37%	38%	2%	4	Deprived area
Brighton and Hove	Brighton and Hove 013B	Brighton and Hove 013	Hangleton and Knoll	32%	38%	6%	5	Deprived area
Hastings	Hastings 006D	Hastings 006	Wishing Tree	35%	38%	3%	6	Deprived area

Summary tool
Active Sussex - LSOA estimates
Sport England - MSOA estimates
LSOA v MSOA deprivation

# How to use the tool to target inactive populations

- In the Summary tool tab you can filter this data to show priority groups in each area of your local authority.
- In this example, I have selected Arun District, and asked the tool to show me which LSOAs should be the priority to target inactive people in deprived areas.

## Neighbourhood Level data

Local authority: Arun

Priority group: Deprived area

Priority age: (All)

Inactive rank Sussex	Neighbourhood (LSOA)	Wards	Estimated Inactive 2021	Median age
4	Arun 004A	Courtwick with Toddington	38.4%	35
8	Arun 004B	Courtwick with Toddington	36.7%	34
9	Arun 014A	Bersted	36.6%	37
17	Arun 017D	Marine	33.1%	40
25	Arun 004C	Courtwick with Toddington	31.3%	47
49	Arun 016D	Pevensay	29.9%	37
62	Arun 016C	Pevensay	29.1%	37
87	Arun 009C	Brookfield	28.1%	41
96	Arun 006D	Yapton	27.9%	44
98	Arun 011D	River	27.8%	48

# How the priority group is identified

- The priority group for each area is identified by comparing the relative ranking in Sussex of deprivation, % in lower socioeconomic groups, % of people with disabilities and LTCs, and % of people aged 65 and over.
- In the example below, Arun 004A, ranks as having the 13<sup>th</sup> highest proportion of people in lower socioeconomic groups. This is higher than the ranking for deprivation (30<sup>th</sup>) disabled people (120<sup>th</sup>) and Over-65s (820<sup>th</sup>). **So the priority group in this area is people in lower socioeconomic groups.**
- It is worth noting that the ranking system does not compare the total number of people in each group, because deprivation data is published to show how deprived *an area* is, rather than the *number of deprived people* in an area.

LSOA	Ward	Priority group	Deprivation rank	Lower socioeconomic groups rank	Disabled or Long-term condition rank	Over 65s rank
Arun 004A	Courtwick with Toddington	Lower socioeconomic groups	30	13	120	820

# How to use the tool to target age groups

- If you want to aim your programmes at specific age groups you can use the filters for these. Clear the other filters first.
- In this example, I have selected Crawley Borough, and asked the tool to show me which LSOAs should be the priority to target residents aged 55-64.
- As with priority groups this compares rankings, not absolute numbers of residents.
- Please contact Active Sussex if you need this data split by males and females.

## Neighbourhood Level data

Local authority    
 Priority group    
 Priority age

Inactive rank Sussex	Neighbourhood (LSOA)	Wards	Estimated Inactive 2021	Median age
<input type="button" value="120"/>	<input type="button" value="Crawley 009A"/>	Furnace Green	27.1%	48
<input type="button" value="179"/>	<input type="button" value="Crawley 010D"/>	Bewbush & North Broadfield	25.9%	39

# How to effectively engage inactive people

Before launching an activity in a new area, you can evaluate it against Sport England’s Inactivity Design Principles Checklist using Active Sussex’s [online tool](#).

Organisation, activity, location	Rye Runners, Beginners Course, Rye	We haven't looked at this yet	We're making progress but we've got room to improve	We're doing this really well
<b>OVERALL</b>	<b>HOW ARE WE DOING IN REACHING INACTIVE PEOPLE?</b>			
Principle 1	UNDERSTAND THE COMPLEX NATURE OF INACTIVITY			
Principle 2	USE BEHAVIOUR CHANGE THEORIES			
Principle 3	USE AUDIENCE INSIGHT			
Principle 4	REFRAME THE MESSAGE			
Principle 5	DEVELOP AND WORK IN QUALITY PARTNERSHIPS			
Principle 6	MAKE SPORT AND ACTIVITY THE NORM			
Principle 7	DESIGN THE OFFER TO SUIT THE AUDIENCE			
Principle 8	PROVIDE SUPPORT FOR BEHAVIOUR CHANGE			
Principle 9	MEASURE BEHAVIOUR CHANGE AND IMPACT			
Principle 10	SCALE UP WHAT WORKS AND MAKE IT SUSTAINABLE			

# Contact details and additional data

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## Please contact us:

- To understand how to use the tool and what it is showing you.
- With any questions on data sources.
- To request additional data or amendments to priority groups.
- To use Active Sussex online Inactivity Design Principles evaluation tool.
- To tell us how you have used the tool.



### **Henry McLaughlin**

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Henry analyses activity data to provide Active Sussex and partners with the insight needed to help people become more active.

# References and technical notes



## Inactivity estimates

Sport England provide small area estimates by comparing the demographics of each MSOA, with the 184,000 respondents to the Active Lives survey nationally<sup>1</sup>. The LSOA estimates are provided by Active Sussex, by cross-referencing the MSOA-level estimates with data on the deprivation level, proportion of the population in each socioeconomic group, the proportion of people with disabilities and long-term health conditions, and people aged 65 and over in an area. The estimated inactivity rate for each LSOA is calculated by determining the difference between the LSOA and MSOA for these demographic variables which have a close relationship with activity rates: deprivation, socioeconomic group, disability and long-term condition, age. The inactivity rate for that demographic group in Sussex in the most recent Active Lives Survey is multiplied by the difference between the LSOA and MSOA.

The formula is:

### Small Area Estimate for MSOA +

**(LSOA IMD Decile inactivity factor - MSOA IMD Decile inactivity factor) +** *Note LSOAs and MSOAs are in ordinal IMD categories (deciles).*

**((% residents in NS-Sec in LSOA - % residents in NS-Sec in MSOA)\* NS-Sec inactivity factor))** For NS-Sec 1-2, NS-Sec 3-5, NS-Sec 6-8, NS-Sec 9

**((% residents with LSOA Disability or LTC - % residents in MSOA with Disability or LTC) \* Disability or LTC inactivity factor) +**

**((% residents in age bracket in LSOA - % residents in age bracket in MSOA)\* Age bracket inactivity factor))** For each age bracket: 16-24, 25-34,35-44,45-54,55-64,65-74,75-84,85+

These estimates are **indicative**, in that they provide a guide to whether one area is likely to be more inactive than another, based on the relative proportion of groups which tend to be more inactive, such as older people, people with disabilities and long-term conditions, and people living in deprived areas or in lower socioeconomic groups.

## Rankings to provide relative priorities

Each MSOA and LSOA are ranked to provide a guide to the relative proportion of that group at county level. For MSOAs 1 is most inactive, highest proportion of disabled or older people, most deprived. 202 is least inactive lowest proportion of disabled or older people, least deprived. For LSOAs 1 is most inactive, highest proportion of disabled or older people, most deprived. 999 is least inactive, lowest proportion of disabled or older people, least deprived.

## Priority groups

The rankings are used to prioritise who should be targeted in each area. However it is important to note that a group being a relative priority in an area does not necessarily mean that there are more people in that group than in other groups, just that the area ranks more highly for that inactive factor relative to the rest of Sussex, than it does for the other inactive factors. This is useful for targeting and prioritisation, but does not mean that other groups should be ignored in an area. The priority groups overlap because an individual can be older, disabled and be relatively deprived.

1. Sport England Small Area Estimates: <https://www.sportengland.org/our-work/partnering-local-government/small-area-estimates/>
2. Index of Multiple Deprivation (IMD) 2019: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>
3. Proportion of Households with 1 or more persons with disability or long-term illness, ONS 2011 Census: <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=617>
4. Mid-2020 Population Estimates for Lower Layer Super Output Areas in England and Wales: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates>