



An insight into adult physical activity behaviour in the Wirral



May 2025

Active Lives Adults Survey 2022-23

Sport England's National headline

Active Lives Adults Survey 2022-23

“ Long-term increase in activity levels positive but further action needed to tackle inequalities* ”

In a nutshell, there are “two million more adults getting active on a regular basis through sport and physical activity than in 2016*”



But the news isn't so positive for some demographic groups where inequalities continue to widen



Inequalities in our area

Social status



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

Gender



Women are more likely to be inactive than men. The gender inequality gap has widened since the pandemic

Limiting illness



Adults with a **limiting illness or disability** are over twice as likely to be inactive

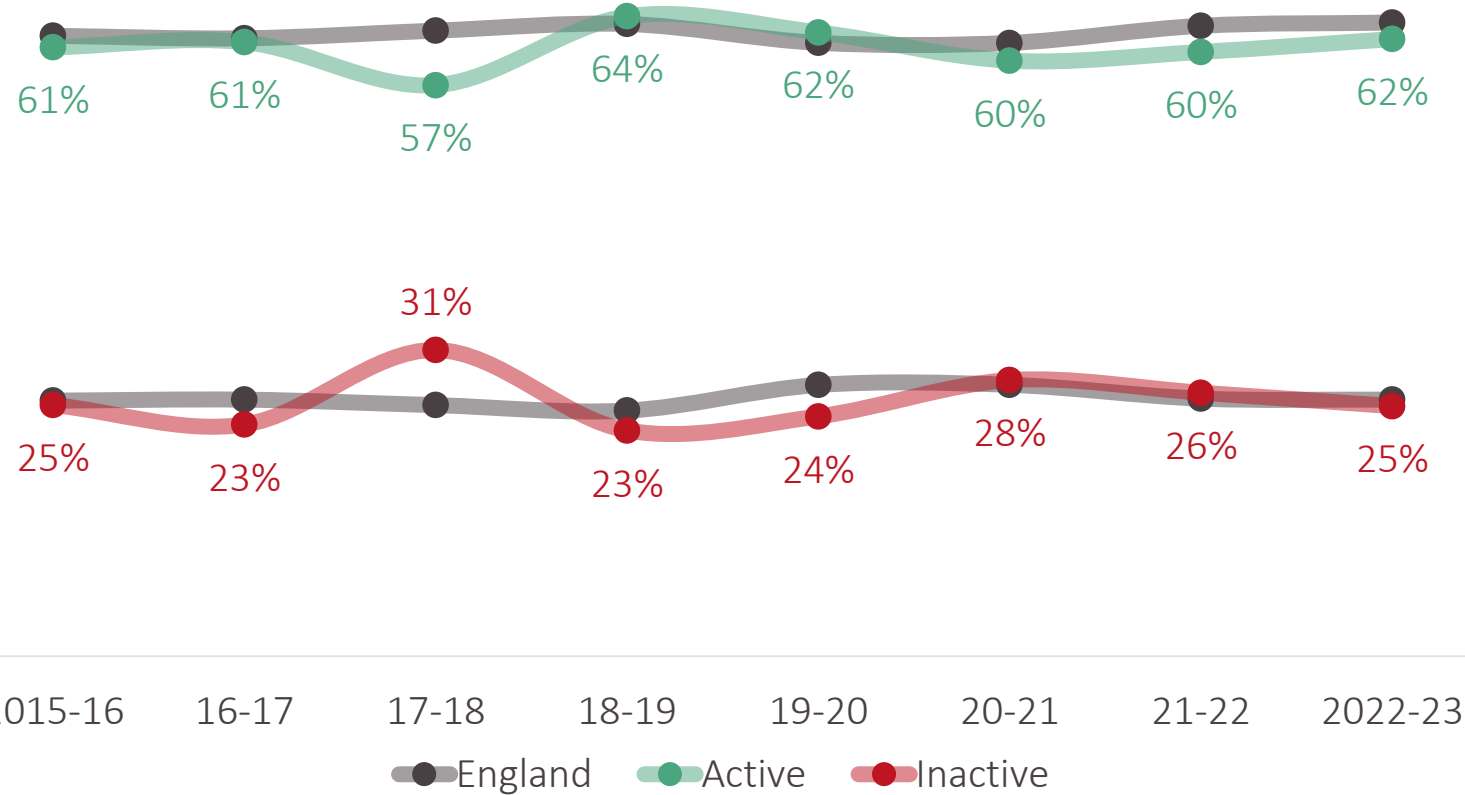


The infographic features a background of stylized human icons in teal, arranged in a grid. A large red arrow points from the left towards a central white circle with a red border. The text is presented in a clean, sans-serif font, with percentages and the word 'people' in red for emphasis.

Currently, 25%
of adults are inactive

That's
66,000
people

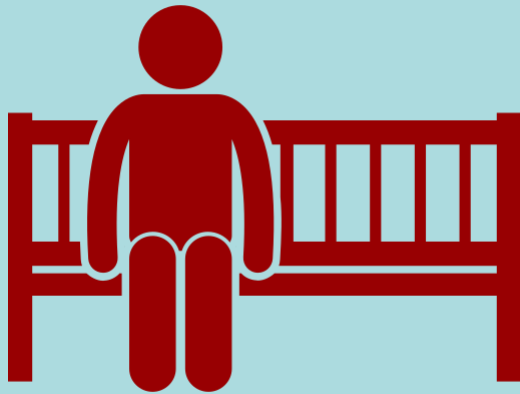
A quarter of our community are inactive



39,000
adults do
no activity at all
(15%)



But not all inactive
adults do nothing



There are **26,000**
people missing the intensity
(10%)



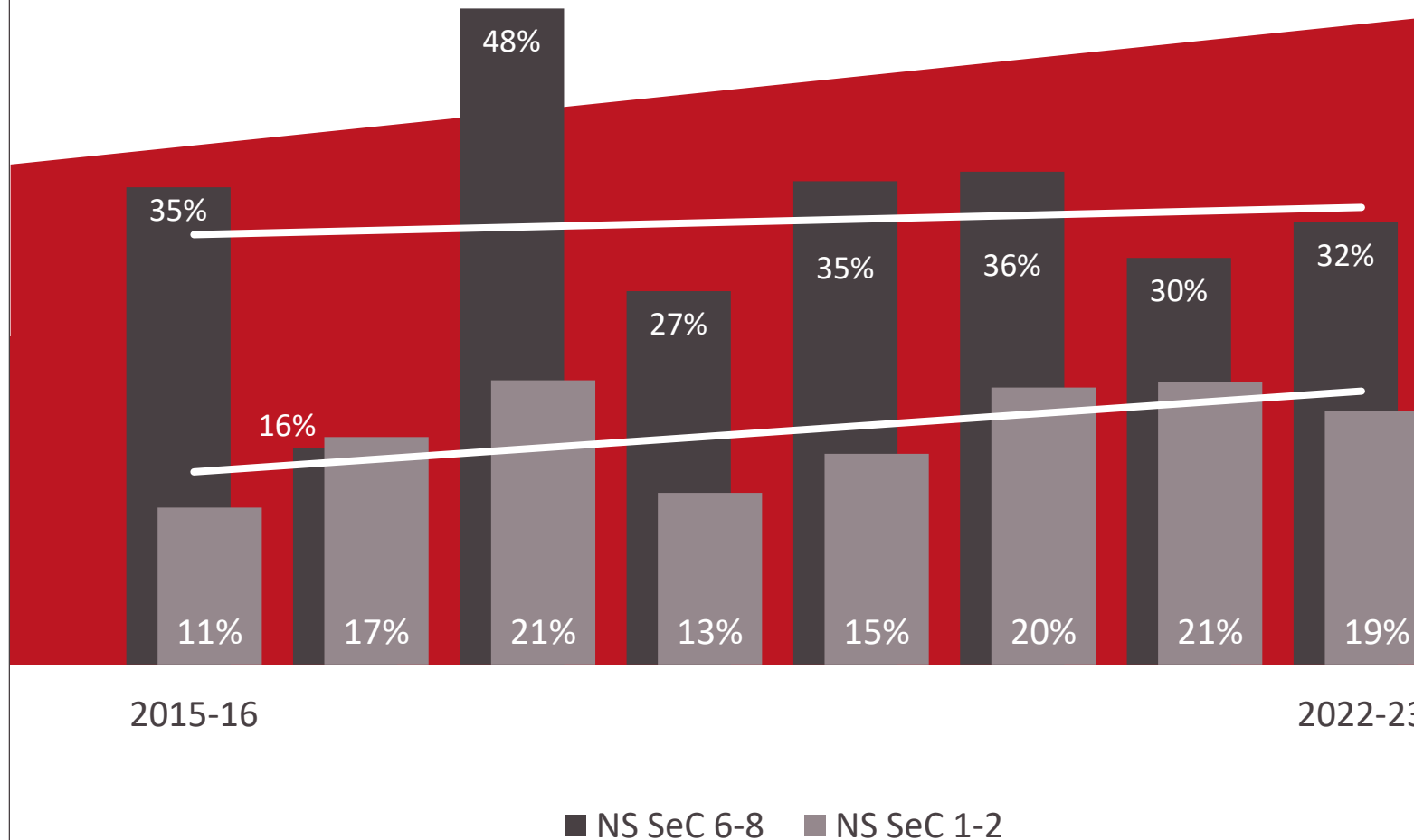
There are **1,000**
people not active for long enough
(under 1%)



Our **least affluent** households are more likely to be inactive (NS SeC 6-8)

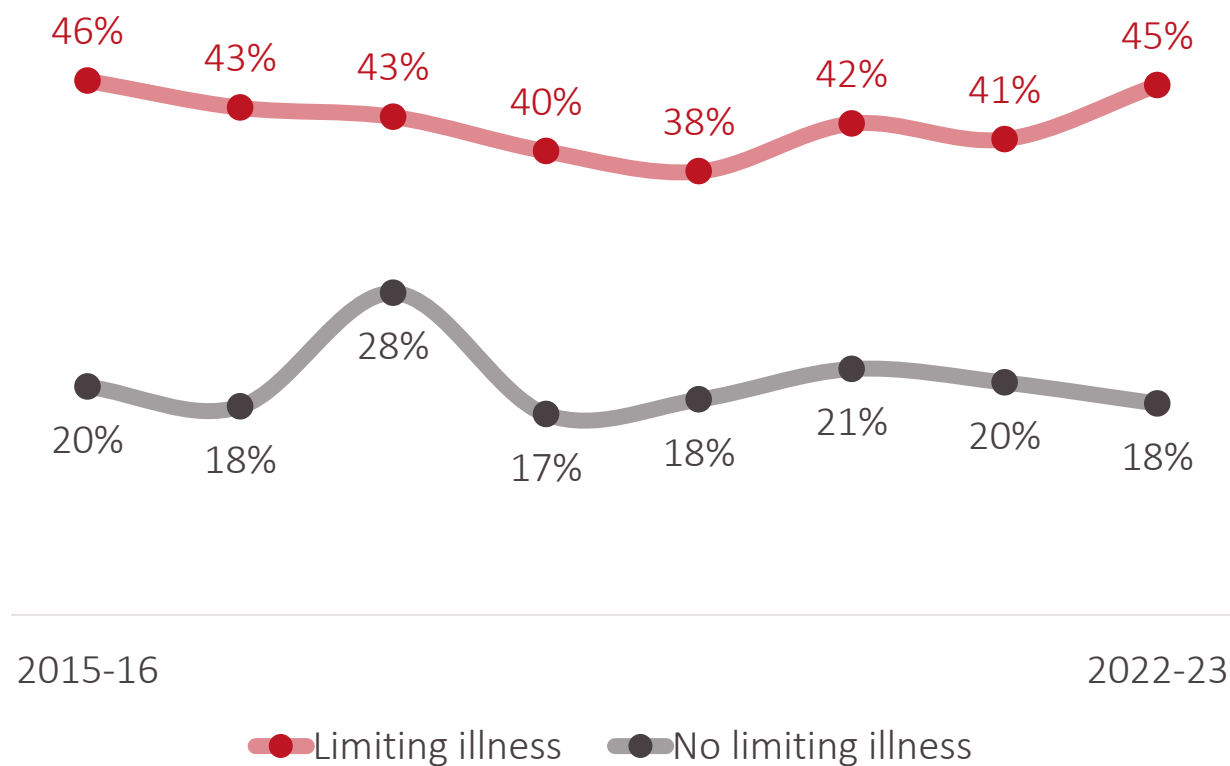


There is a clear **inequality gap** between our least and most affluent households



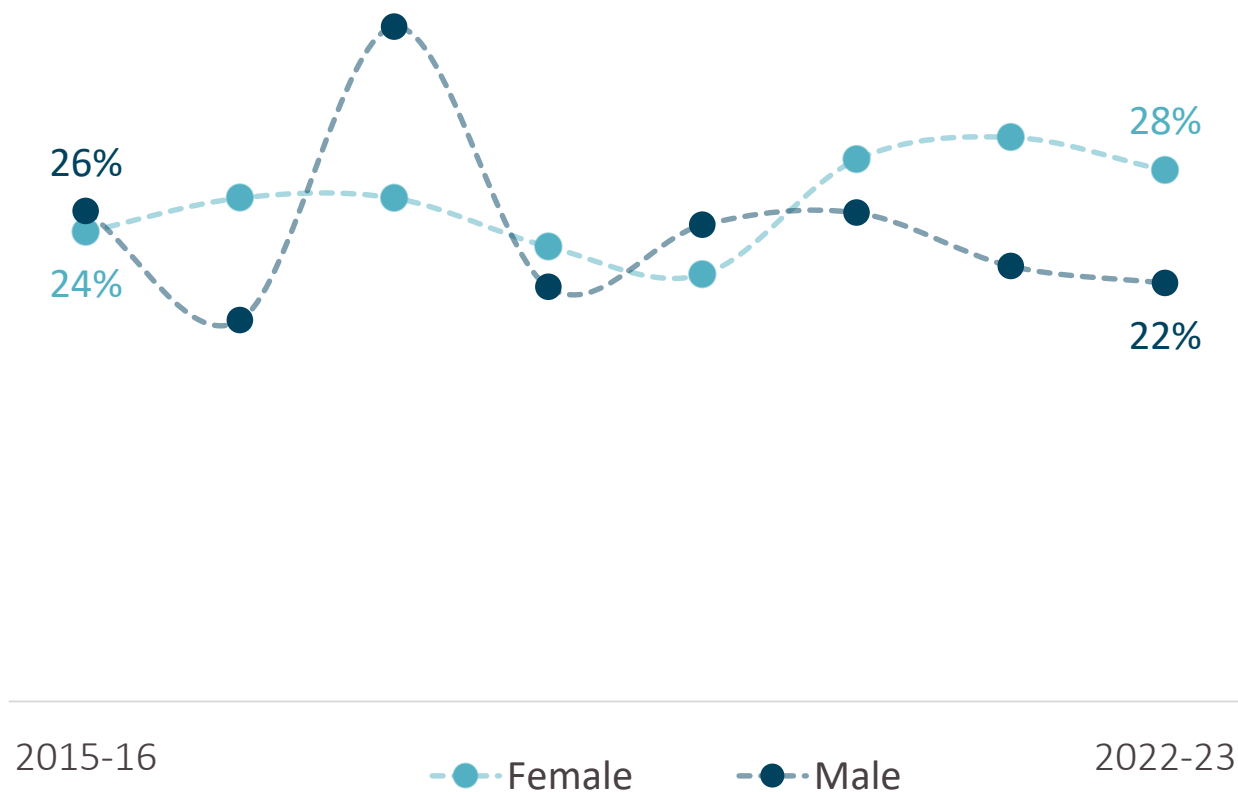
Adults with a **limiting illness or disability** are over **twice as likely to be inactive**

The inequality gap persists

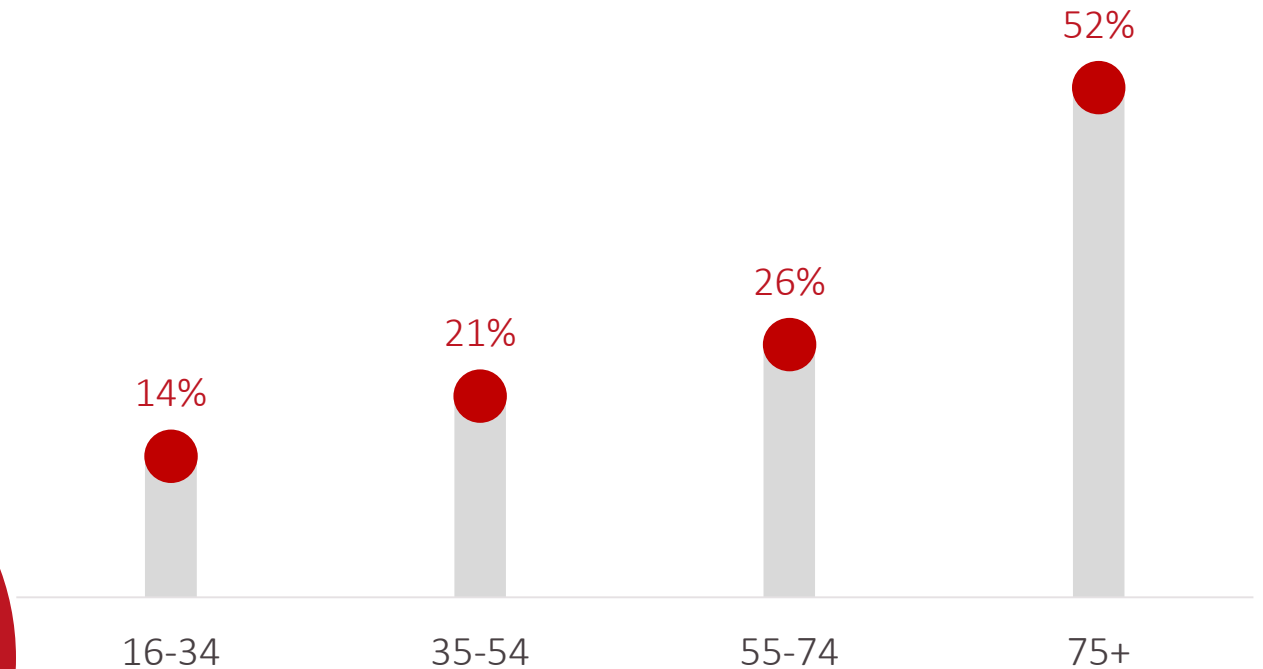


Women are more likely to be inactive than men

The gender inequality gap has widened since the pandemic and recovery has been slow for women



**Inactivity increases
with age** but rises
sharply after the
age of 75





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



Compared to 15% of adults
living in the **least deprived**
neighbourhoods



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

*Only activity of at least 10 continuous minutes are counted



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

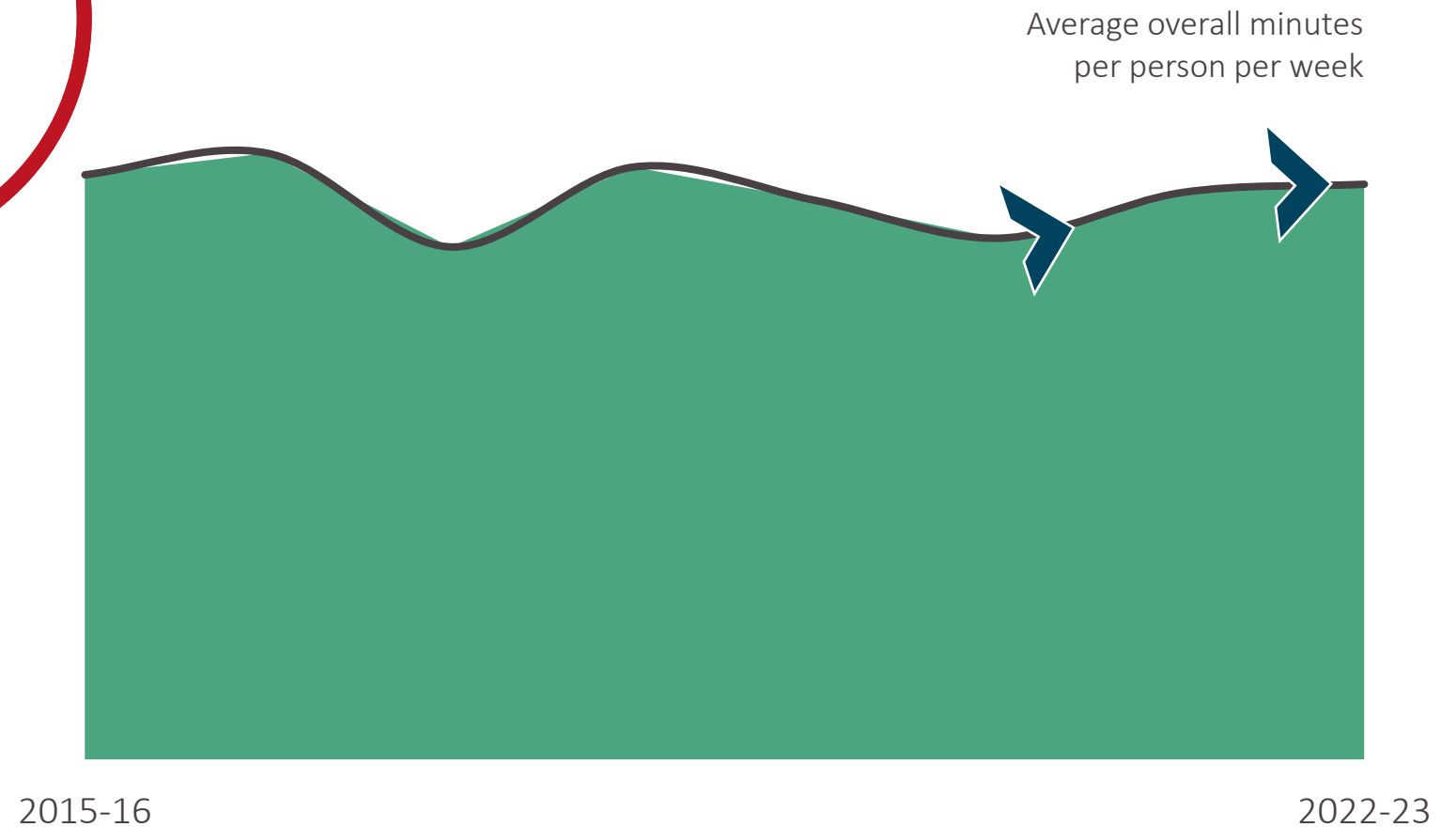
Covers all types of dance including artistic and creative dance (ballroom, ballet, contemporary etc)

*walking around shops is excluded





Activity minutes
continue to rise
since the
pandemic



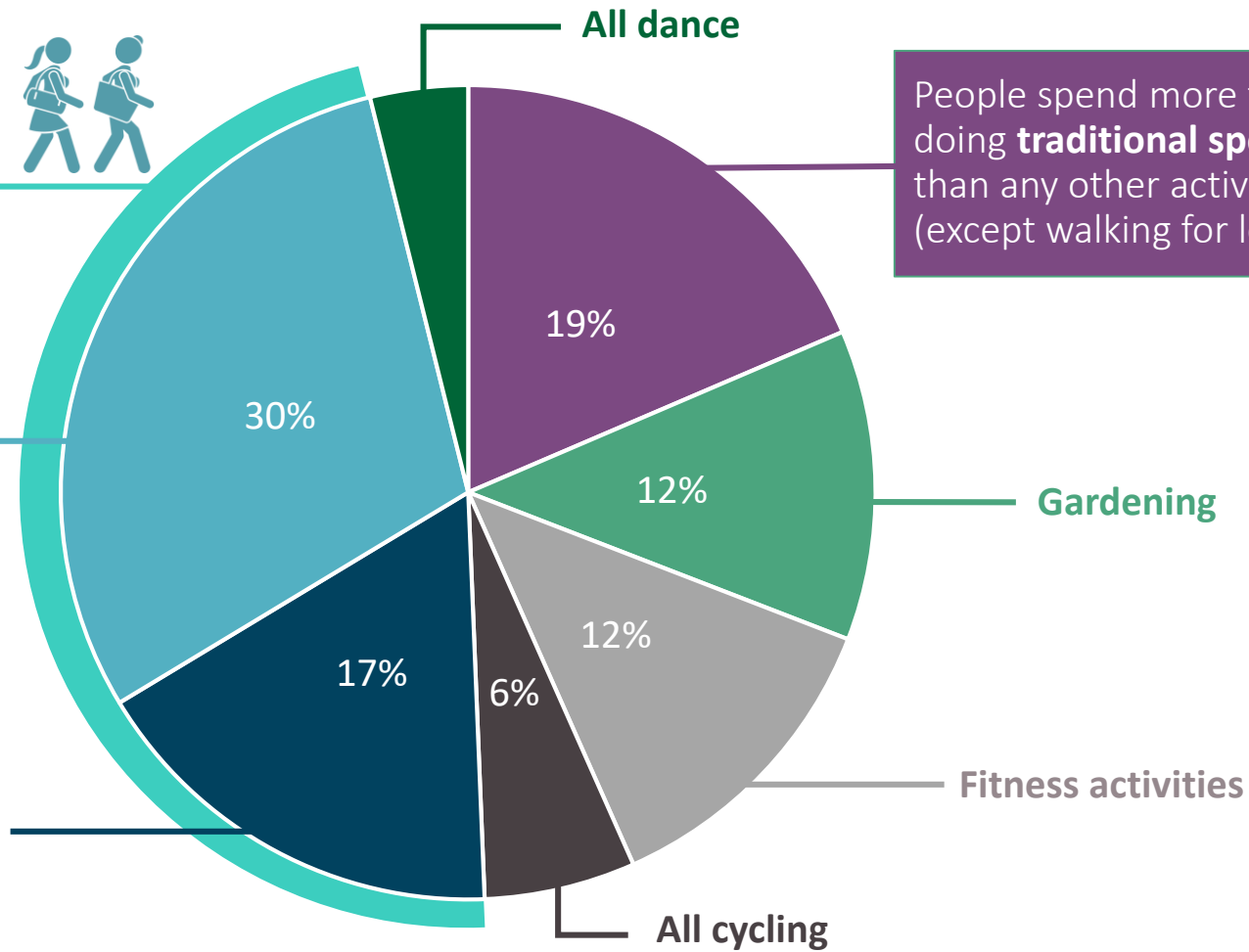
What does activity look like where we live?

Almost half our **active minutes** come from **walking**



Walking for leisure now accounts for almost a third of all physical activity

Walking for travel accounts for 17% of minutes locally but 18% nationally



People spend more time doing **traditional sport** than any other activity (except walking for leisure)



Appendix



Sample size

Active Lives Adult

	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23
All adults (aged 16+)	530	507	485	496	514	491	517	490
NS SEC 1-2	235	225	220	216	234	261	240	219
NS SEC 3-5	110	120	124	130	123	82	99	115
NS SEC 6-8	77	60	50	61	59	59	69	67
16-34	75	62	76	73	80	68	82	76
35-54	178	165	155	172	153	148	123	130
55-74	208	198	189	188	214	203	237	219
75+	65	80	62	61	65	72	72	61
Male	231	217	218	229	227	229	231	208
Female	296	289	267	267	285	260	281	280
No limiting illness	398	383	372	355	372	357	368	349
Limiting illness	100	99	86	120	116	112	126	118
Working full or part time	240	236	255	273	255	220	233	248
Unemployed	19	16	9	16	16	15	9	20
Not working	218	207	182	176	205	214	234	189
Student full or part time	24	15	17	16	15	11	14	11
White Other	16	9	12	15	10	24	15	12
Asian	5	6	1	10	11	6	11	5
Black	2	4	1	0	1	0	7	1
Mixed	2	4	2	5	5	2	10	2
Other ethnic group	0	0	3	0	0	0	2	4
White British	494	472	454	447	478	451	460	458
Minority ethnic group	25	23	19	30	27	32	45	24



Adult population breakdown

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

	Wirral	England
No limiting illness	74.3%	80.2%
Limiting illness	25.7%	19.8%
16-34 years	20.6%	24.2%
35-54 years	25.1%	26.4%
55-74 years	26.1%	22.4%
75+ years	10.1%	8.6%
NS SeC 1-2	32.4%	33.2%
NS SeC 3-5	27.6%	27.4%
NS SeC 6-8	34.4%	31.8%
Asian	2.1%	9.0%
Black	0.4%	3.9%
Mixed	1.0%	2.0%
White British	92.9%	75.1%
White Other	2.9%	7.9%
Working full or part time	52.9%	57.0%
Not working	40.3%	34.3%



Our population is **growing**, **ageing** and becoming **more diverse**

All adults (16+)



1%
increase*

Older adults (55+)



13%
increase

Minority ethnic groups



52%
increase



How much physical activity should adults be doing?

The Chief Medical Officer's (CMO) guidelines recommend adults (aged 16+) engage in at least 150 minutes of moderate intensity activity each week (or 75 minutes of vigorous intensity)

Activity levels in this pack are presented as:

Active

Those that are doing 150+ minutes of physical activity a week

Inactive

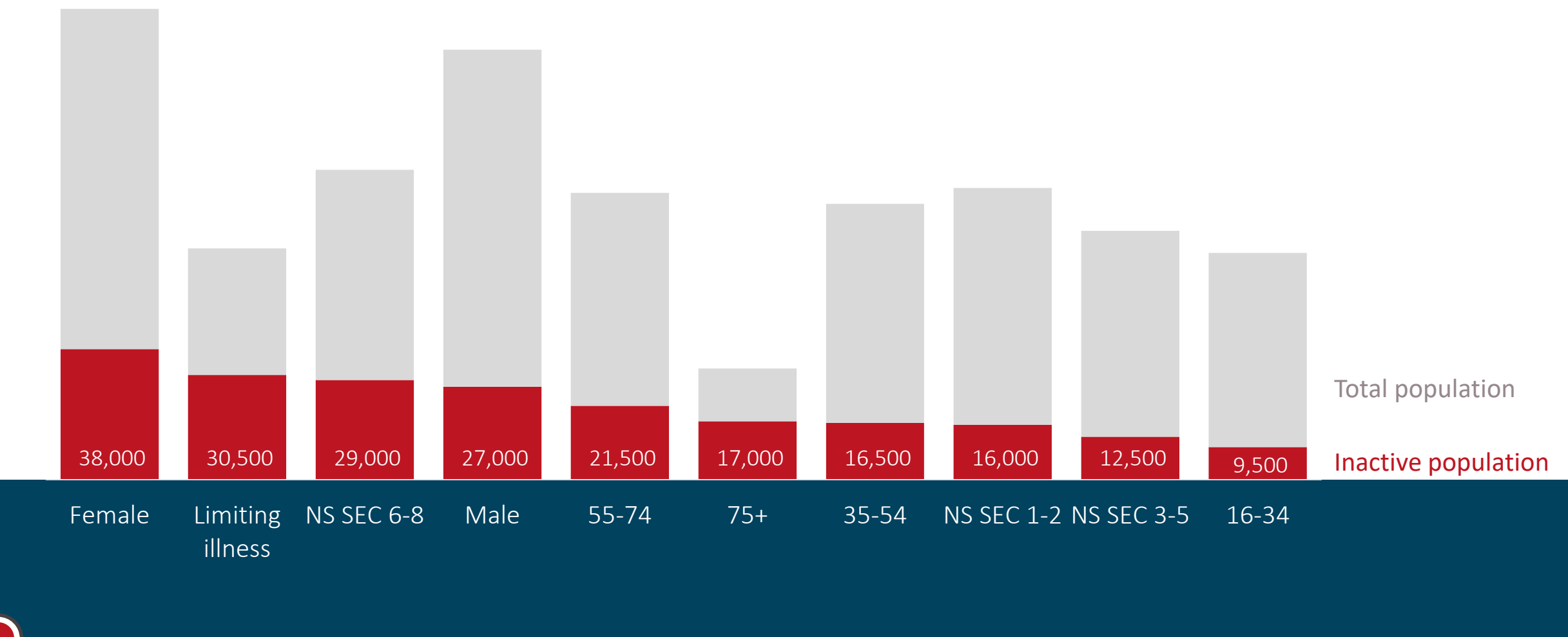
Those that are doing less than 30 minutes of physical activity a week



Please note: The majority of the data in this data pack will focus on the 'inactive' levels unless otherwise stated



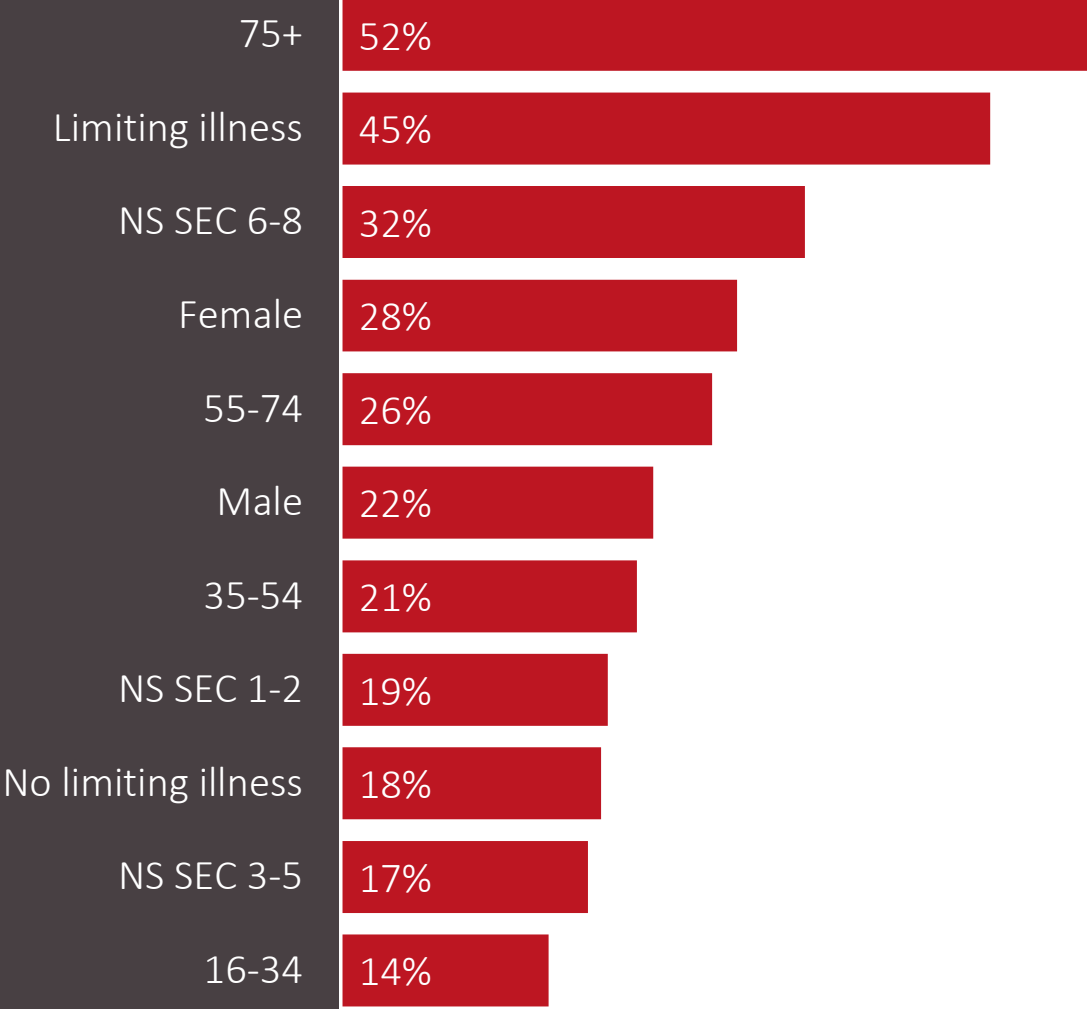
Our **inactive population** in the context of the size of the demographic group



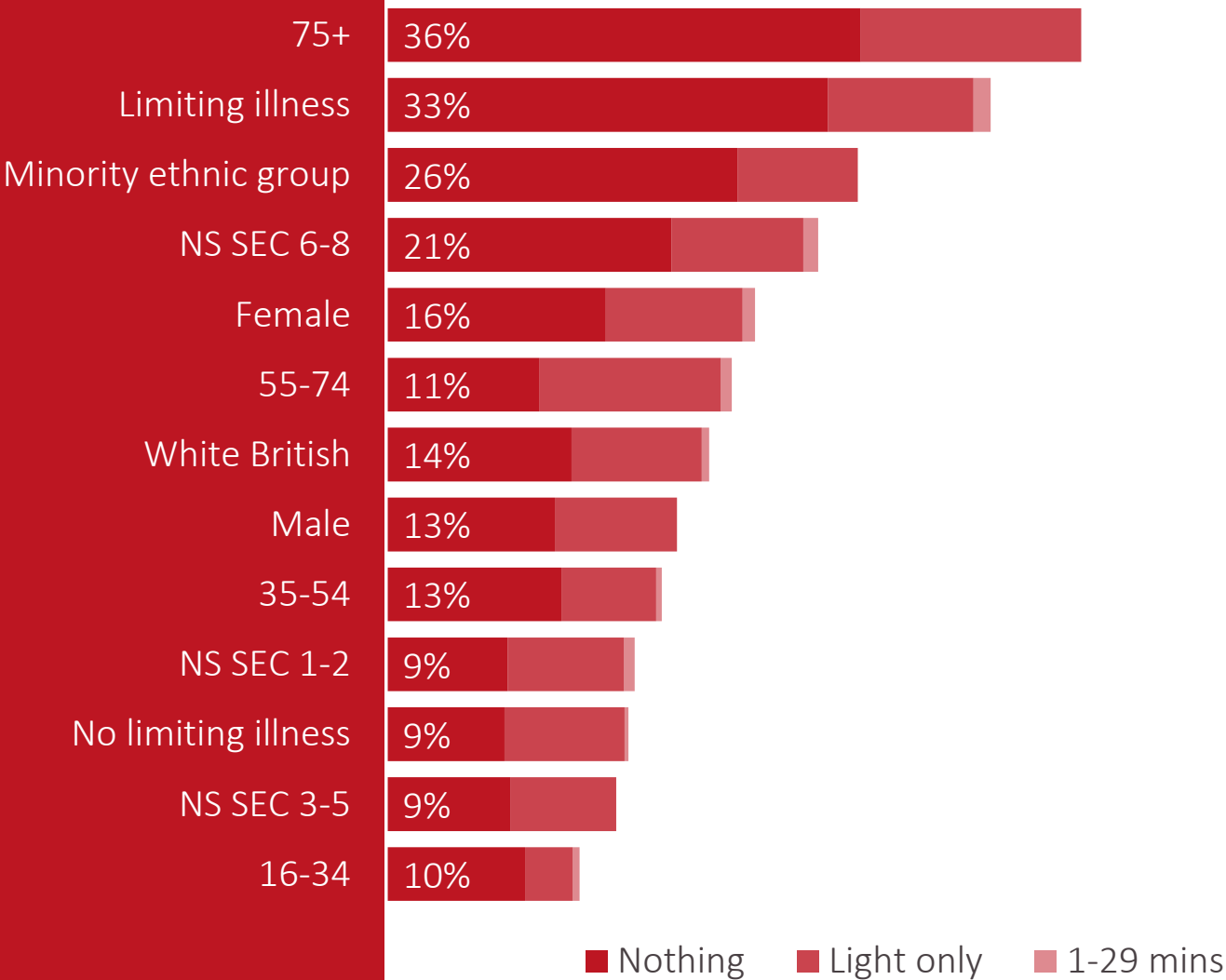
Data is for: Wirral

Source: Sport England Active Lives Survey 2022-23 (16+)
Measure: Physical activity levels (excluding gardening)

There are some **stark inequalities** in inactivity rates amongst our population



Most inactive people do no physical activity at all (nothing)



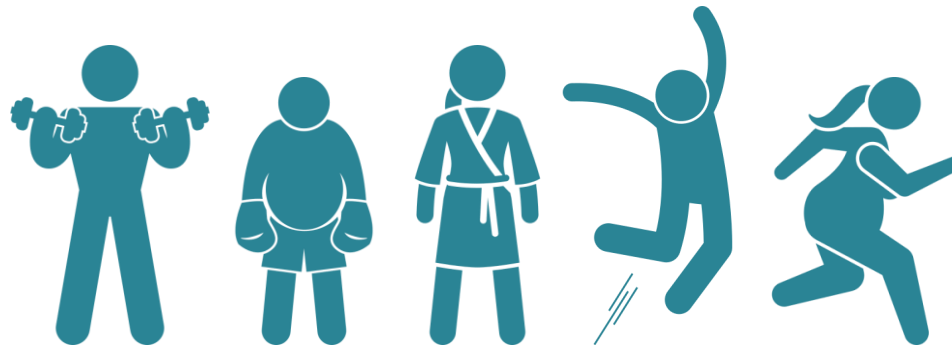
National update

There are **two million more adults getting active on a regular basis** through sport and physical activity than in 2016, despite the impacts of the coronavirus (Covid-19) pandemic and increased cost-of-living pressures.



The figures in the latest Active Lives Adult Survey report, show that between November 2022 and November 2023, 63.4% of the adult population met the Chief Medical Officers' guidelines of doing 150 minutes, or more, of moderate intensity physical activity a week. That's equivalent to 29.5m adults in England playing sport or taking part in physical activity every week.

This figure is largely unchanged from 12 months ago when 63.1% were active but means that, compared to when we first ran the survey between November 2015 and November 2016, there are two million more active adults – an increase of 1.3%.



National demographics

- Over the longer term, growth has been similar for both **men and women**, with 914,000 (1.4%) more active men and 831,000 (1.3%) more active women compared to November 2015-16. Despite this, neither men nor women have seen activity levels change compared to 12 months ago
- **Adults aged 75+** continue to drive the growth in activity levels. The increase of just over 100,000 (1.6%) adults aged 75+ who are active, compared to 12 months ago, is part of a long-term increase of just under 700,000 (9.4%) compared to seven years ago (Nov 15-16). Those aged 55-74 also have a long-term upward trend in the active proportion. For both age groups the latest result represents the highest result recorded over the last seven years.
- Activity levels remain unchanged compared to 12 months ago for those with a **disability or long-term health condition**. Before the pandemic, activity levels were increasing and we continue to see 4.2% more active adults with a disability or long-term health condition compared to seven years ago (Nov 15-16). This long-term growth is greater than for those without a disability or long-term health condition, where the proportion active is up by 1.9% over the same period.
- No **Black, Asian or minority ethnic group** is showing a reportable difference in the proportion who are active compared to November 2015-16. As a result, inequalities continue to widen as White British adults have seen activity levels increase over the same period (up 2.1%).
- There have been no reportable changes in activity levels by **social grade** compared to 12 months ago. Given this stability, we expect no further pandemic recovery for the least affluent (NS SEC 6-8) and the longer term trend of an increased gap in activity levels between the most and least affluent to continue. The most affluent (NS-SEC 1-2) have seen long-term growth, with those who are active increasing by 1.6% compared to seven years ago (Nov 15-16). In contrast, the least affluent (NS-SEC 6-8) have seen the proportion active drop by 2.2% over the same period.



Acknowledgements

This pack has been created by Press Red

We have leveraged the power of AI to assist in crafting the narrative for this presentation, ensuring consistency in language and style

The AI-generated content has been carefully reviewed and curated by our team

Icons made by Leremy from www.flaticon.com

For further information please contact us at
martin@pressred.co.uk or liz@pressred.co.uk

