



Physical Activity in Brighton & Hove 2022

Part of the Brighton & Hove Joint Strategic Needs Assessment (JSNA)



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This document was produced in April 2022.

This document provides a picture of activity levels in different demographic groups in the city as of May 2021. It also showcases some of the diverse opportunities available to ensure sport and exercise is accessible to all. This has led to the city being one of the most physically active local authorities in the country.

Covid-19 and lockdown have since led to changes in many peoples' behaviour and attitudes towards physical activity. This is changing rapidly as the virus and response evolve.

The pandemic is more dangerous for older people, obese people and those with underlying health conditions. As this document shows, these are also people who are generally less active. Sport England have regularly surveyed a sample of the national population and while there have been increases in some physical activity, sadly evidence shows existing inequalities have widened [1].

Covid gives an opportunity for reflection and to change habits. The WHO (World Health Organisation) highlighted the importance of living a healthy lifestyle through regular physical activity, healthy eating and regular sleep routines [2]. There are undoubtedly benefits of regular physical activity in improving mental health [3]. This renewed focus is an opportune time for tackling inactivity in our target groups.

References:

[1] <https://www.sportengland.org/know-your-audience/demographic-knowledge/coronavirus>

[2] World Health Organization . 2020. Mental health and psychosocial considerations during the COVID-19 outbreak - 18 march 2020.

[3] Stubbs B., Vancampfort D., Rosenbaum S. An examination of the anxiolytic effects of exercise for people with anxiety and stress-related disorders: a meta-analysis. Psychiatr Res. 2017;249:102-108. doi: 10.1016/j.psychres.2016.12.020.

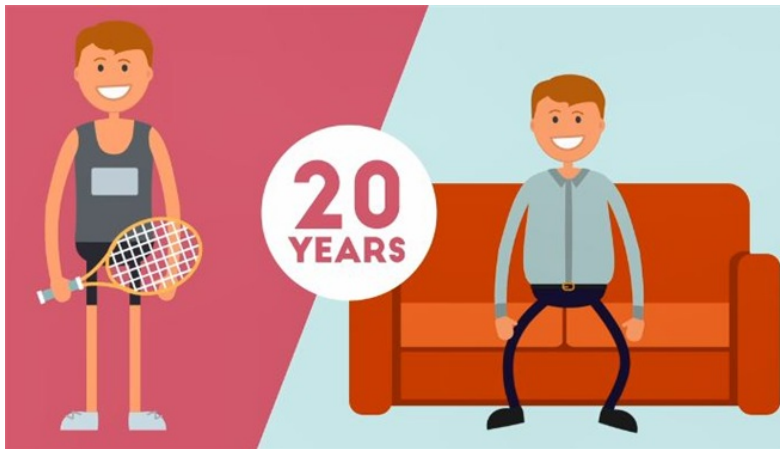
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Why is sport and physical activity important?

Low levels of activity are now a serious public health issue associated with numerous health conditions including cancer, diabetes, obesity and hypertension.

Physical inactivity is responsible for one in six UK deaths (equal to smoking). There are significant inequalities between different demographic groups.



The difference between:

healthy weight + physically active

overweight + inactive

= 20 years of independent living

Source: University of Sheffield, Physical activity across the life course
https://digitalmedia.sheffield.ac.uk/media/Physical+Activity+Across+Our+Life+Course/1_ac8vs8qp

Improved physical activity levels in the population can have a transformative effect on:



Reducing air pollution



Disease prevention and management of ill health



Improving wellbeing



Community cohesion / combatting loneliness



Improving perception of safety



Increasing use of public space



Increasing sports participation

Understanding local needs



The main sources of data are:

- PHE Fingertips Physical Activity Profile
- Active Lives Survey (ALS)
- National Travel Survey (NTS)

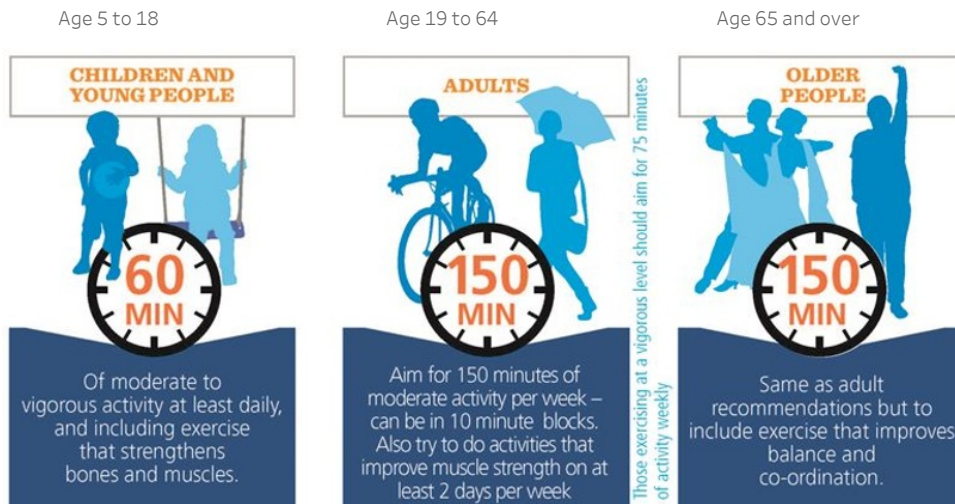
Local data:

- Safe and Well at School Survey (SAWSS)
- Hands Up Survey
- Active for Life programme data
- Local partner data



What do we mean by physical activity?

The Chief Medical Officer (CMO) UK recommends the amount and type of physical activity people should be doing to be defined as "physically active":



There are three principles to the guidelines:



Sport England found that **27.5% of the adult population in England are inactive** (Active Lives Survey May '20 to May '21)



Inactive = doing less than 30 mins moderate activity per week

Inactivity can be broken down into three distinct behaviours:

9% adults	Missing intensity	Usually just one lifestyle activity e.g. leisurely walking or cycling
2% adults	Not doing enough	Some moderate activity
14% adults	Doing nothing	Due to injury/disability/age

Tackling inactivity means creating awareness and behaviour change

"Some is good but more is better" - Professor Chris Whitty (Chief Medical Officer)

Local need: physical activity in Brighton & Hove



Childhood and adolescence

Local knowledge tells us there are **significant health inequalities** due to **high levels of deprivation** in parts of the city.

A third of this age group (5 to 16) are less active doing less than 30 mins activity per day.



Young people and students

Brighton & Hove is characterised by a **young population** boosted by students.

Many young people live close to where they work and study allowing opportunity for active travel.



Working age adults (25 to 64 years)

New cohort: there is much **inward and outward migration** due to high living costs in the city.

The percentage of adults physically active is high in Brighton & Hove.



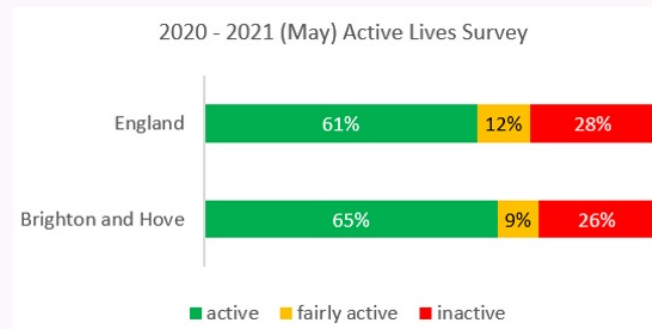
Older age adults (age 65+)

In deprived areas of the city, older people accumulate long term health conditions up to 15 years earlier.

66% of those aged 55-74 are physically active in Brighton & Hove although this is higher than the national average for all adults in England.

We are 19th highest in the country for percentage of physically active adults.

*****out of 150 upper tier local authorities.**



But a significant proportion (around 1 in 4) are physically inactive.

Physical activity in adults..

65% active

65% of Brighton & Hove adults (aged 16+) are physically active at the recommended levels
(Active Lives Survey May 20/21)



Statistically significantly higher than the South East (64%) and England (61%)

19th highest

The city has the 19th highest percentage in England.
1) Isles of Scilly 2) Eden 3) Craven 4) Hammersmith and Fulham 5) Wandsworth



The highest rate of physical activity of our comparator local authorities.

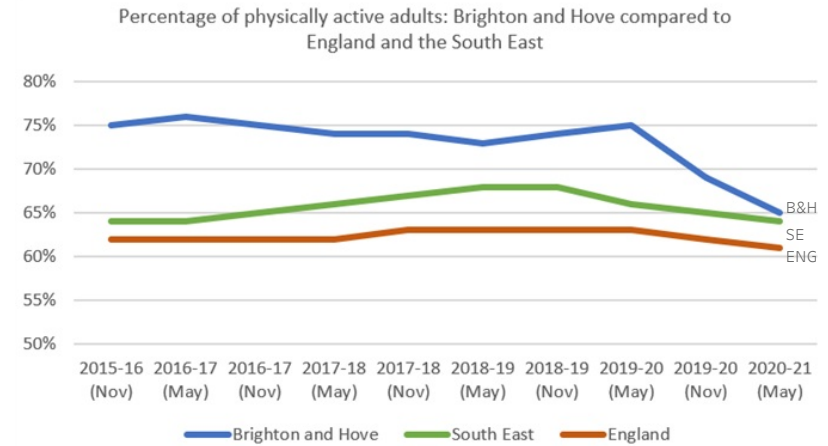
63,000 not 'active'

However, 26% are inactive and 63,000 adults not meeting recommended physical activity levels.

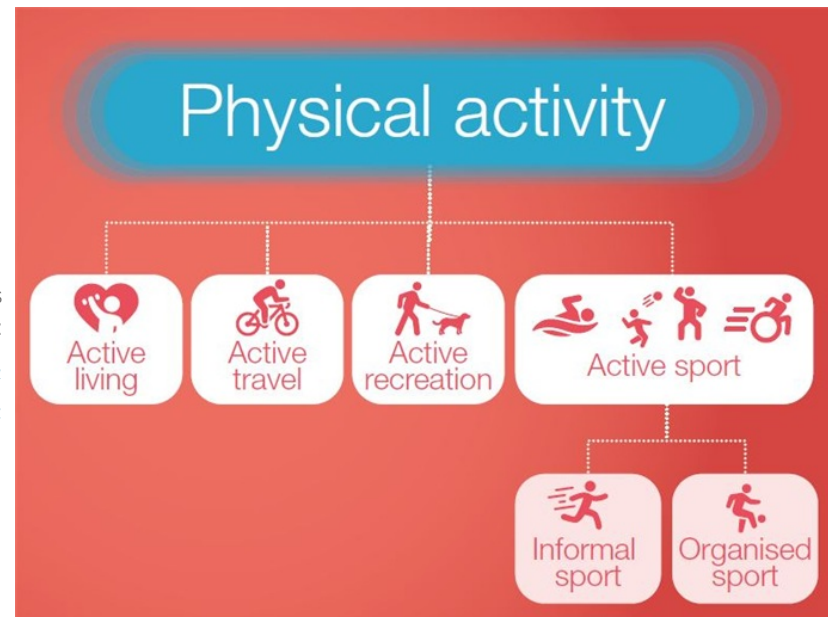


There are lots of ways to be physically active:

Source: PHE Health Matters <https://www.gov.uk/government/publications/health-matters-physical-activity>

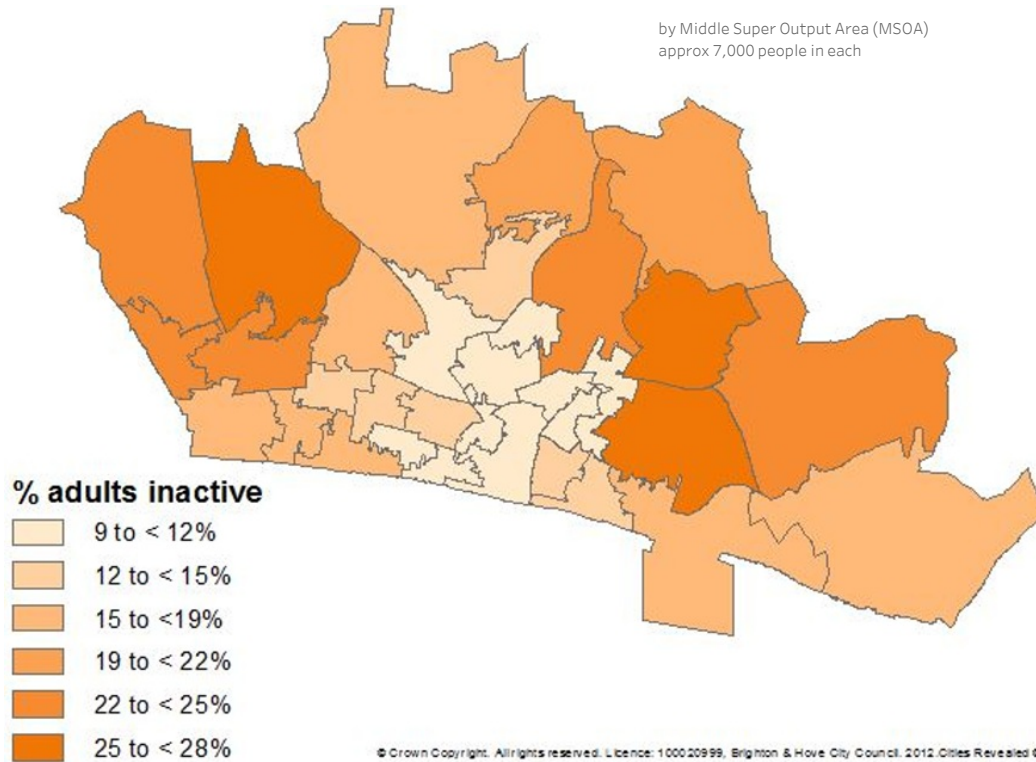


Source: Active Lives Survey (ALS). The ALS estimates the percentage of physical active adults from a survey of 500 adults randomly sampled in Brighton & Hove. The estimate is weighted to be representative of the Brighton & Hove population.



Inequalities in physical activity in adults

Percentage of physically **inactive** adults (less than 30 mins/week):



The percentage of physically inactive adults varies across the city.

Less than 12% of adults in most central Brighton MSOAs are inactive.

In contrast **over a quarter of adults in MSOAs of Whitehawk, Bevendean and Hangleton are inactive.** These represent the more deprived areas of the city.

Note the pattern appears to partially reflect age composition of the city. However data is not available by age-bands for age-standardisation.

Source: Active Lives Survey, 2019 MSOA estimates. MSOAs are similar in size to wards and contain approx 7,000 people in each.

Demographic groups significantly less active:

65% of Brighton & Hove adults (aged 16+) are physically active against:



66% of those **aged 55-74**



48% with a **disability/long term illness**



37% of those with **3 or more impairments***



53.8% of those who are **long term unemployed***



52% of those with ethnic group **Black, South Asian or Chinese***

Source: Active Lives Survey data May 20 to May 21 estimates for B&H. *England used where local data not available due to small samples. 61% of adults in England are physically active. Note in B&H, males were slightly more likely to be physically active than females.

Physical activity in children and young people

Children and young people in Brighton & Hove have similar levels of activity to England.

However **a third (29%) of children are estimated to be 'less active'** (but not significantly different to England; 19/20 academic year).

No significant change since 2017/18.



Brighton & Hove:
44% active (60 mins/day across the week)
27% fairly active (average 30 mins/day but not every day)
29% less active (less than 30 mins/day)

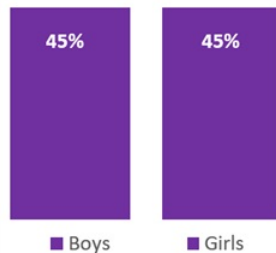


England:
45% active (60 mins/day across the week)
23% fairly active (average 30 mins/day but not every day)
32% less active (less than 30 mins/day)

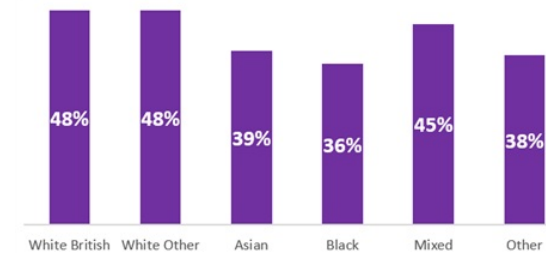
Source: Active Lives Survey, CYP 20/21 (ages 5-16), released December 2021. 348 respondents in Brighton & Hove. <https://www.activesussex.org/funding-insight/insight/active-lives-children-and-young-people/>

National inequalities in physical activity:

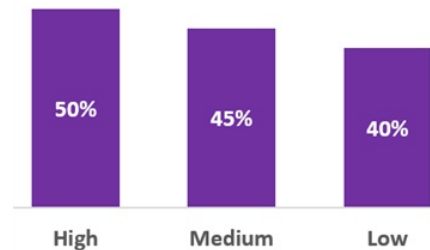
Gender - girls and boys both seems to be active at the same level (45%)



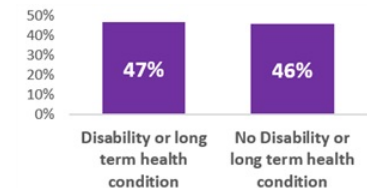
Ethnic group - **Asian (39%) and Black (36%) children** the most likely to be less active



Family Affluence - those from **low affluence families** the least likely to be active



Disability - children and young people **with a disability or long term health condition** are less likely to be active



Source: The Active Lives Survey Children and Young People is a new survey running for two years. Sample from each LA includes ten primary, ten secondary state schools as well as a few independents

Inequalities in activity in children and young people in Brighton & Hove

Local survey data shows around **1 in 6** young people aged 14 to 16 are physically active for at least an hour per day.

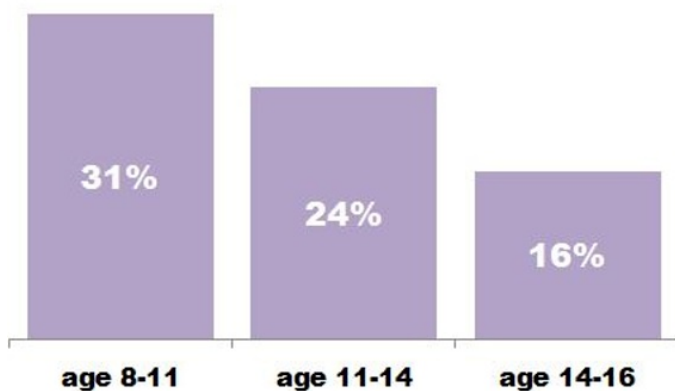
Similar to England but the best among the city's statistical neighbours.

Levels of physical activity drop with age with 8 to 11 year olds being the most active.

Source: WhatYOUth/WAY Survey (2014/15) 15.8% of 15-year olds in B&H are physically active for at least one hour per day. Safe and Well at School Survey (SAWSS) 2018 conducted by Brighton & Hove City Council found 16% of 14 to 16 year olds physically active an hour a day. Note question design is very different to the Active Lives Survey for children and young people.



Percentage meeting recommended levels (Safe and Well at School Survey (SAWSS) 2018):



As well as older pupils, the following are significantly less likely to meet the recommendations (secondary SAWSS 2018):



Girls (16%) compared to boys (26%)



Those who have tried smoking (17%) compared to others (22%)



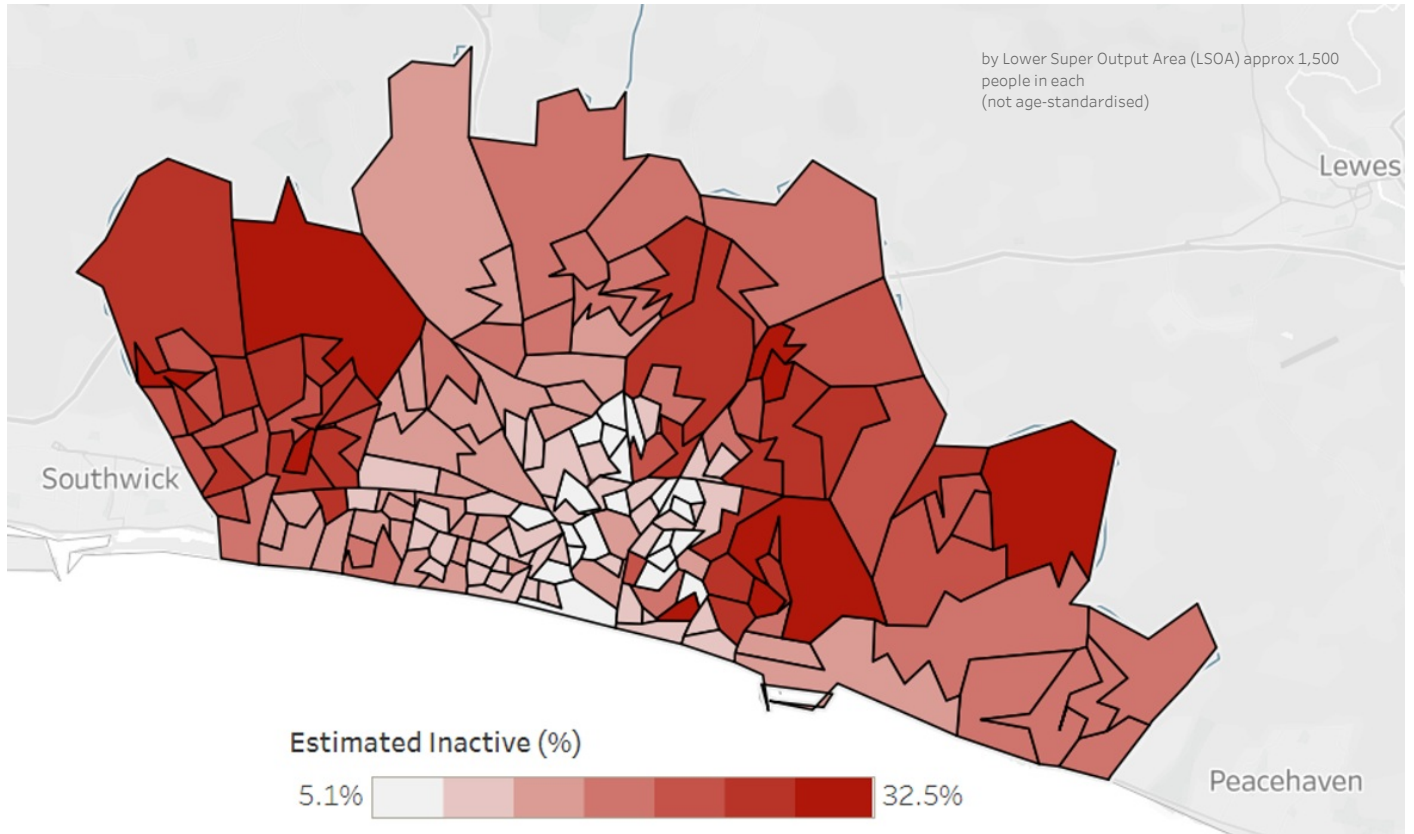
Pupils who are **not happy** (17%) compared to others (21%)



LGB pupils (16%) compared to heterosexual (22%)

Neighbourhood map of physical inactivity

Map of modelled estimates for physically **inactive** (May 20/21 Active Lives Survey adults)



“While Brighton & Hove is one of the most active cities in the country, this can mask the significant pockets of inactivity at neighbourhood level.

By targeting support to include people in deprived areas, those with disabilities and long-term health conditions, and older people, we can give everyone the best chance to become and remain active.”

Sadie Mason MBE, CEO of Active Sussex

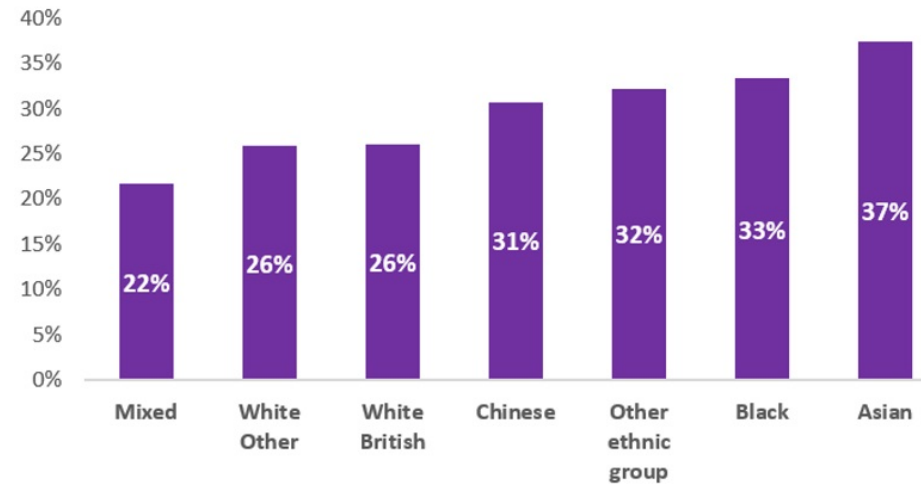
Source: Active Sussex Insight mapping: modelled estimates at LSOA level (20/21)

Note on methodology: minimum sample size 500 in each LA. Individual level prevalence of inactivity by gender and age group estimated at MSOA level for ALS 2020/21 participants. Small area regression models fitted at MSOA level which included significant covariates from census data, ACORN data, IMD and Active Places data. Gender and age estimates above forced into the model. At the neighbourhood (LSOA) level, the MSOA inactive estimates were reweighted by disability, age, deprivation. Results have been validated against the short door-to-door Active Lives Survey.

National inequalities in physical activity by ethnic group

Analysis from the Active Lives Adult Survey shows that there are still inequalities in levels of activity by ethnic group.

Percentage of adults (16+) inactive by ethnic group:



Levels of physical activity when ethnic group intersects with social grade, gender and disability:

Most active:

- Mixed ethnic group and high social grade (75%)
- Mixed ethnic group and no disability (74%)
- White British and high social grade (73%)
- Mixed ethnic group and male (73%)

Norm: All adults (62%)

Least active:

- White British with a disability (44%)
- Chinese with a disability (44%)
- Asian with a disability (43%)
- Black with a disability (34%)



Adults of Mixed or White ethnic group are most likely to be inactive.

Source: <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-01/sport-for-all.pdf?6LJ9XFHhwVzcv7GBSPeRZHS2hvJlU6d>

Participation rates (at least twice in past 28 days) by ethnic group vary widely across different activities:

e.g. 40% of adults of Black ethnic group walk for travel

Walking for travel:

- Black: 40%
- Mixed: 40%
- Asian: 36%
- White Other: 34%
- Chinese: 34%
- White British: 33%

Cycling for leisure:

- White Other: 16%
- Mixed: 15%
- White British: 14%
- Asian: 10%
- Black: 10%
- Chinese: 10%

Football:

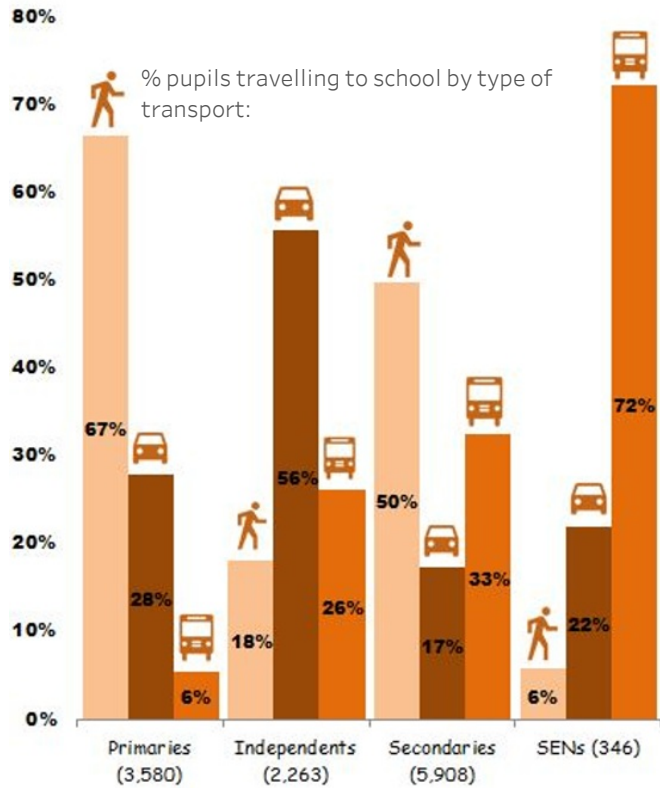
- Asian: 8%
- Black: 8%
- Mixed: 8%
- White Other: 5%
- White British: 4%
- Chinese: 3%

Running:

- Mixed: 21%
- White Other: 20%
- Chinese: 20%
- Black: 16%
- White British: 15%
- Asian: 15%

Source: Active Lives Survey Nov 2016-18 (two years combined). Snapshot of activities presented.

Active travel to school



Method of travel to school is captured via the council run **Hands Up Survey** which had a 65% response rate for all schools in the city (2018/19).

Percentage of pupils walking/scooting/cycling to school:

- 67% of primary state school pupils
- 50% of secondary state school pupils
- 18% independent school pupils.
- 6% SEN school pupils

Source: Hands Up Survey 2018/19. Data classified by walk/scoot/cycle, car/van/park&stride, public transport/taxi/school bus.

Percentage of pupils cycling to school (SAWSS 2018):

According to local survey data, girls are significantly less likely to active travel to school particularly by bicycle:

	Girls	Boys
Primary (KS2)	1.5%	3.9%
Secondary (KS3, KS4)	0.4%	4.7%

Twice a year, more than 10,000 primary school children in the city take part in a national Walk to School campaign.

This promotes the benefits of being active and encourages families to walk, scoot and cycle to school.

Active travel - Adults

Adults in Brighton & Hove are significantly more likely to active travel to work than the national average.

Cycling for any reason



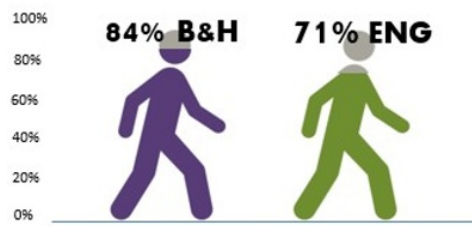
Commuter cycling



Around a quarter of adults in B&H cycle, at least once a month, much higher than the national average (18/19 data)

4.4% adults in B&H cycle for travel at least three days a week, slightly higher than national average of 3.1% (18/19 data)

Walking for any reason



84% of adults in B&H walk for any reason, at least once a week compared to England 71% (18/19 data)

Walking for travel



Over a third of B&H adults walk for travel three days a week or more compared to national average of just under a quarter (18/19 data)



Active travel and age

Around the age of 50, the percentage of adults walking or cycling to work starts to fall even though the percentage of those working locally (within 2km) remains the same.

Percentage of adults working locally, and percentage who active travel to work:



Focus on cycling and gender

Women in cities are less likely to cycle primarily due to safety concerns:



Lack of female cycling persists into adulthood with an estimated **73% of women in cities never riding a bike**



Twice as many men (24% of men, 12% of women) currently ride a bike at least once a week in cities



The vast majority of women surveyed (77%) feel that **cycling safety needs to be improved.**

Source: 2017 Bike Life survey of 7,700 residents in seven cities in England (Brighton is not included but is taken to be a comparable city): <https://www.sustrans.org.uk/our-blog/news/2018/june/women-in-uk-cities-have-a-positive-perception-of-cycling-yet-73-never-ride-a-bike/>



As of September 2020 there were nearly 150,000 subscribers to Brighton Bikeshare with a fleet of 600 bikes.



Brighton Bikeshare has nearly 1,000 stands at 77 hubs across the city with more to be added. Since Covid, many funded passes have been taken up by NHS workers, care workers and school staff, to enable them to travel to work.

A national survey of Bike Share users found that:

Gender split of bike share users is much more even (40% female, 58% male).

Six in ten bike share users said they were commuting. Bike share enables use of public transport: 23% use in conjunction with the bus, 35% in conjunction with the train.

Just under half (46%) said the bike share scheme was the catalyst to cycling (again).

Source: 2019 CoMoUK survey findings of 2,405 Bike Share users across the UK (20% responses from Brighton)

Ethnic group and age are also important factors affecting cycling rates as identified in the Active Lives Survey.

Parks and open spaces

Parks and open spaces are an enabler of physical activity.

Outdoor activities showed a 3% rise in 2018/19 against a decline of traditional or formal sports - Sport England.

"...parks and open spaces are the most highly used of public assets"



Image and quote: Open Spaces Strategy 2017, Brighton Council

Brighton & Hove has approx:

- 147 parks including playing fields and green spaces,
- 3,000 allotments,
- 53 playgrounds,
- a section of the South Downs National Park.

Most are managed by the Council and supported by volunteers and Friends groups.



An estimated 18% of B&H residents take a trip to the natural environment during a typical week for health/exercise. (England 18%)



In 2018/19 there was an average of 156 visits per person to the town/sea/countryside - almost twice that of the national average (90 visits).

Source: Monitoring Engagement in the Natural Environment (MENE) survey. Sample of 200 B&H residents:18/19



88% survey respondents use parks at least once a week.



31% use natural and semi-natural spaces e.g. South Downs at least once a week

Source: City Parks "Big Conversation" consultation 2016 of 3,642 people across city including hard to reach groups



National upward trend in people aged 55+ being more active

However only 42% BME regularly visit the natural environment against 69% White ethnicity

Source: MENE survey over a decade: <https://defra.maps.arcgis.com/apps/Cascade/index.html?appid=d5fe6191e3fe400189a3756ab3a4057c>


Sport and fitness participation in Brighton & Hove


Participation in the city is higher than the national average in cycling for travel (x 1.7 higher), yoga (x 1.5), fitness classes (x 1.4), swimming (x 1.3), walking for travel (x 1.3), racket sports (x 1.1), and running (x 1.1).

Source: Active Lives Survey (Nov 18/19) participation at least twice in the last 28 days


There were 1.7 million visits across seven Freedom Leisure sites in Brighton & Hove in 2019.

For every 10 visits, approx 3.5 were for swimming, 1.1 for outdoor activities, 3.2 for fitness and 2.2 for dry activities:

 Swimming
573,326 visits

 Fitness
532,348 visits

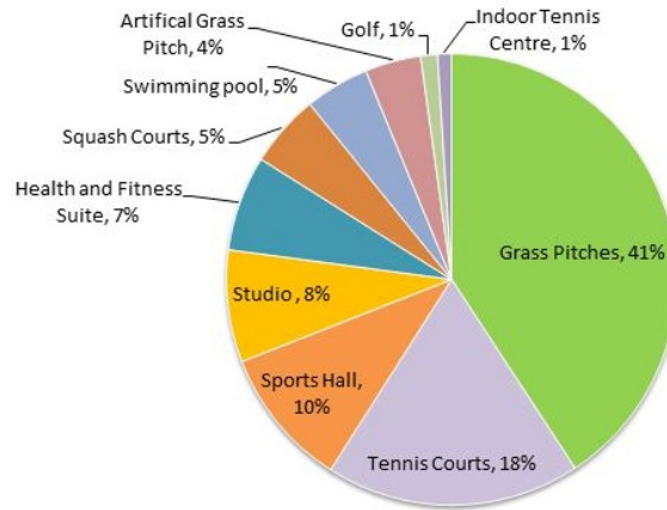
 Outdoor activities
184,152 visits

 Dry activities
372,528 visits



Facilities in Brighton & Hove are typical of England however **the city has proportionally fewer grass pitches**: 41% in Brighton & Hove (55% nationally).

In 2016, the Brighton & Hove Playing Pitch Strategy proposed investment in artificial pitches to meet current and future demand particularly in the West of the city.



62% are satisfied with sport and leisure services in the city.

Although certain groups are **less satisfied: those aged 55+, those with disabilities and those living in BN3 postcode.**

Source: City Tracker Survey 2018

City events

Brighton & Hove has some major assets:



A professional cricket club



Two rugby clubs, one of which is the oldest in the country



Premier League football



A racecourse

The city has a good track record in hosting large scale sporting events such as the Rugby World Cup in 2015 at the Amex and will host the Women's Euro Football Championships in 2021.



Case study: Brighton Marathon

This annual 26 mile running event incepted in 2010 has provided many benefits to the city:

Charitable fundraising (many local): 45% of runners raised funds in 2019 (5,175 finishers) in excess of £5 million

Social benefits: 50% of runners were accompanied by at least 4 other people

Community cohesion: 12% of finishers live within 10 miles of Brighton

Raised visibility of the city: 11% of finishers had never been to Brighton before

Contribution to the economy: Economic impact of Marathon runners on food/travel/accommodation/entertainment was £650K

Engagement across ability/age groups: Associated Mini Mile (children) and BM10K (shorter run) and new BM Ride (cycling event)

Spectating



Attending live sports can provide a sense of belonging that has a huge impact on well-being.

9% of adults in Brighton & Hove attended a live sports event at least twice in the last year (lower than England 13%) e.g. matches and competitions, as well as watching friends and family compete (Active Lives Survey 20/21).



Many spectators are drawn to sporting events held on the seafront.

Club participation



Club participation can encourage more frequent physical activity, improve motivation and skill in sport.

A third of adults (32%) in Brighton & Hove participated as a club member at least twice in past 28 days (lower than England 37%) (Active Lives Survey 20/21).



Brighton Table Tennis club is successful in engaging people of all ages and those with learning and physical disabilities. It has 1,250 participating weekly. 100 tables run in parks, schools, sheltered housing schemes, a homeless centre, sports centres and a psychiatric hospital.

Volunteering



11% of adults in Brighton & Hove volunteered at sporting events at least twice in the last year. Lower than England (16%) (Active Lives Survey 20/21).

Certain groups are less likely to volunteer in Brighton & Hove including hard-to-reach groups.

Source: Community Works. Taking Account 3: The economic and social audit of the third sector in Brighton and Hove. June 2014. <http://bhcommunityworks.org.uk/wp-content/uploads/2014/01/FINAL-TAKING-ACCOUNT-3-REPORT.com-pressed.pdf>



The 60 regular Healthwalk Leaders are vital to Brighton & Hove Healthwalks.

What is the city doing to increase sport and physical activity?

Here is a great selection of examples of how the city is working to increase physical activity.

Promoting activity within educational settings



Examples in **early years settings** are • council commissioned forest school training courses • providing bikes, trikes and climbing frames in nurseries • physical play sessions at children’s centres.

Campaigns and awareness raising



TAKEPART is an annual festival supported by over 70 activity providers (2019) promoting local opportunities for people to be active.

Targeted participation programmes



In schools:

- 67% of our schools have achieved a national School Games Mark award in recognition of physical activity provision in schools.
- Many schools participate in the Daily Mile with children running a mile at their own pace, outside in fresh air. 38 schools are Active Schools taking part in Daily Active challenges like the Daily Mile, A K in a day and Change for Life Clubs.
- Cycle training “Bikeability” courses are run for school years 5 to 10, throughout the year.



In our universities the offer is about getting inactive students involved in weekly exercise, reengaging back into sport by making it cheap and accessible plus most importantly peer led.

- Management of the city’s Healthwalks Scheme providing 648 led walks a year.
- Delivery of a range of targeted activities under the Active for Life programme with over 50 weekly sessions all free or low cost.
- Includes a targeted Active Forever programme providing activities for those aged 50 plus.

What is the city doing to increase sport and physical activity?

Providing diverse opportunities in sport



Brighton & Hove is one of the few local authorities to provide **Free Swimming** to all children aged 4-16 after school, on the weekends and in school holidays.



South East Dance is an arts charity aiming to get people from all walks of life actively involved in dance.



AITC deliver significant sports, education and community projects across the City using the power of football and brand of the club to help local people get active, keep learning and stay well.



Sussex Cricket Foundation has enhanced the popularity of cricket by offering walking cricket programmes as well as sessions with the Royal Alex Children's Hospital.



Parkrun - national initiative, five free 5K runs across Brighton & Hove. Around 2,000 runners take part each Saturday. Some GP Parkrun practices participate.



Go Skate Project Skateboarding tuition programme for 11 – 16 years olds who are experiencing anxiety or depression.



The **GoodGym** in Brighton combines an organised run with a community good deed e.g. gardening, painting.



BLAGSS is a sports and social group that now has around 450 lesbian, gay, bi-sexual and transgender members from Brighton and Hove, Sussex and beyond.

Promoting active travel



Brighton Bikeshare A total of 69 hubs are provided across the city (mainly central locations) and 570 bikes to hire and pay as you go.



Travel to School Initiatives

The Council has a statutory duty to promote sustainable travel to school providing guidance to schools to update their School Travel Plan with small grants available. Also organise Walk to school campaigns.



Road safety for children and young people

The Council provides

- Bikeability training courses throughout the year for children and road safety courses for Brighton & Hove schools:
- Scooter safety training (Scootability)
- Child pedestrian training



Active travel to early years settings

- The Council promotes Walking Week to childcare or early years setting.
- STARS is the national awards scheme established to recognise excellence in supporting active travel to early years settings.

What is the city doing to increase sport and physical activity?

Access to green and open spaces



The council has a **Rights of way improvement plan** for footpaths, trails, bridleways. Aims are to remove barriers for those with mobility issues, visual impairments, pushchairs.

The National Lottery Fund awarded £3.75m to the **Stanmer Restoration Project** which will help increase park-wide access for all.

In 2019, the **South Downs National Park Local Plan** was approved to enhance the landscape.

Funding for community projects

The **Community Asset Transfer Model** has handed tennis courts over to be run by clubs to encourage greater use. Similarly the R.M. Academy run football clubs on community pitches.



Council Communities Fund (2017-20) provided various grants to: Trans Can Sport, local gardening groups such as Moulsecoomb Forest Garden Project and The Grow Project, Sussex Bears Wheelchair Basketball team.

Provision of good quality facilities



The Council is continuing to invest in **seafront development projects** to make it more appealing to be active on the seafront for example the proposed Sea Lanes outdoor swimming pool.

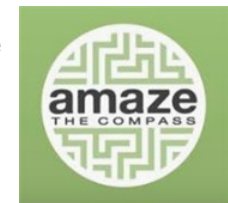
3G pitches creation of 3G (third generation turf) football pitches to meet demand across the city and to allow play in all weathers.



Continued **Council investment into existing sports facilities** e.g. Withdean Sports Complex as well as new facilities e.g. replacement King Alfred leisure centre.

Helping to make physical activity affordable

A range of discount cards are provided to city residents including the **(AMAZE) Compass Card** for young people with special educational needs. **Freedom Leisure card** for residents in receipt of state benefits as well as the **Carer's Card** to support the wellbeing of those with caring responsibilities.



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