Why we’re doing this

- The **most active place** in England has almost **double the activity levels** (81%) of the **least active place** (43%)\(^1\).
- Your **lifespan could vary** by up to **9 years** depending on where you live\(^2\).
- People living in some places in England are **twice as likely to have a disability or health condition** than people living in other places\(^3\).
- Healthy life expectancy can vary by **up to 17 years** depending on where you live\(^4\).
- Inactivity rates in England’s most deprived places (38%) are **over double** those of the **least deprived** (18%)\(^5\).

Which is why we have identified the places of greatest need, to invest in those that need it most, and allows us to:

- Recognise and address inequality in sports and physical activity.
- Understand the unique issues and possibilities in a place related to sports and social needs.
- Decide where to focus on reducing inequalities.
- Create action plans that drive change in these places.

---

1. Active Lives Adult data 21/22 – Based on the % of adults doing 150+ minutes a week.
2. ONS Health Needs Index 2021.
3. Office for National Statistics – Census 2021
5. Active Lives Adult data 21/22
The impact so far

- When piloting this work those places were reducing inactivity levels **2.5 times faster** than other places\(^1\).
- This approach delivered **65,000 new low socio-economic participants** in 2019/20\(^2\).
- And achieved a social **return on investment of £78.7m**\(^3\).
- Demonstrating **excellent value for money** at **£224 per participant**, surpassing other comparable programs at over £2,000 per participant\(^4\).

Which is why we have identified the places of greatest need, to invest in those that need it most, and allows us to:

- Recognise and address inequality in sports and physical activity.
- Understand the unique issues and possibilities in a place related to sports and social needs.
- Decide where to focus on reducing inequalities.
- Create action plans that drive change in these places.

---

2. Sport England Analysis – Place.