



**Greenwich Get Active**  
**Moving Communities**  
**Place Case Study**

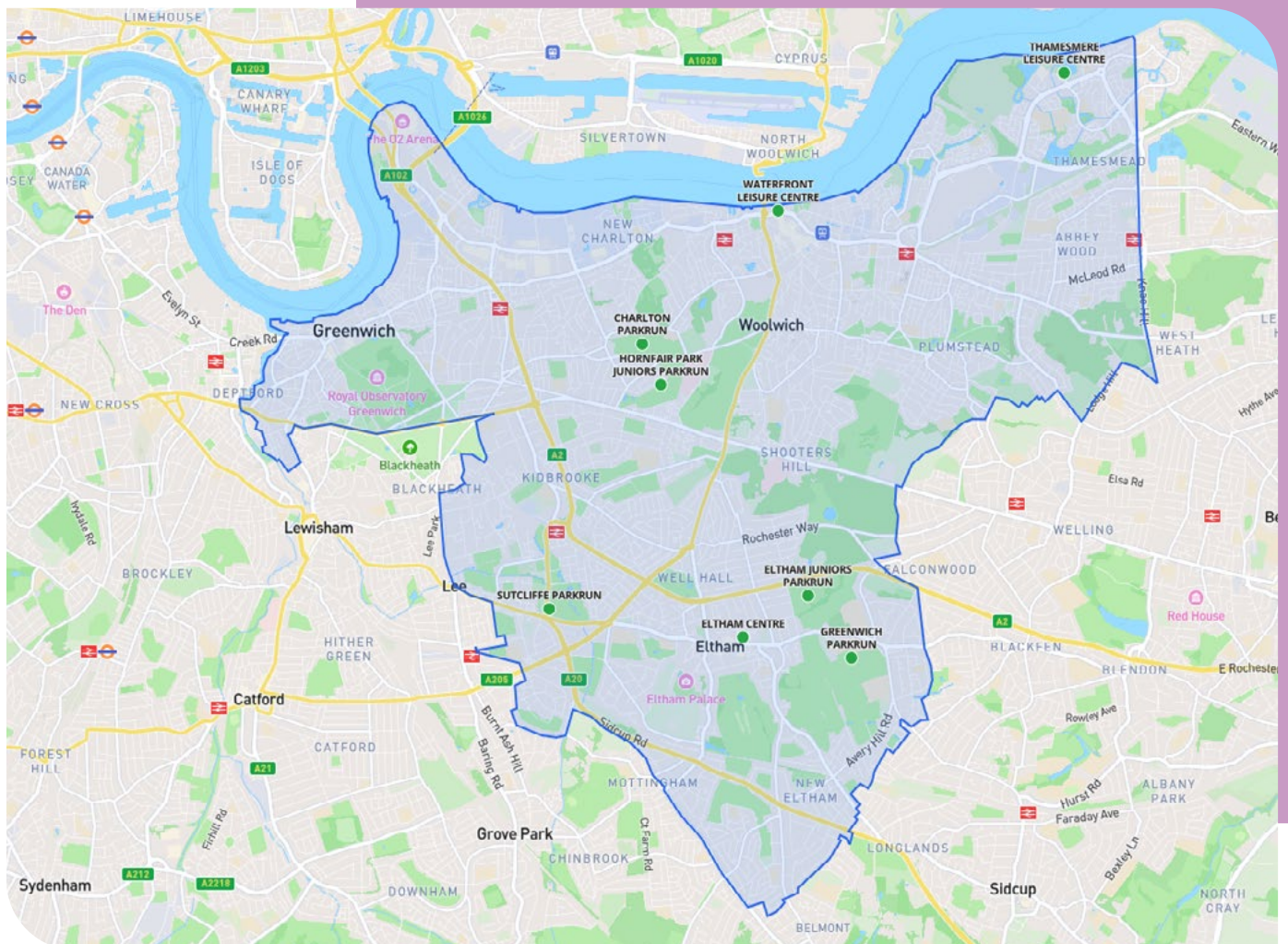
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# About Greenwich

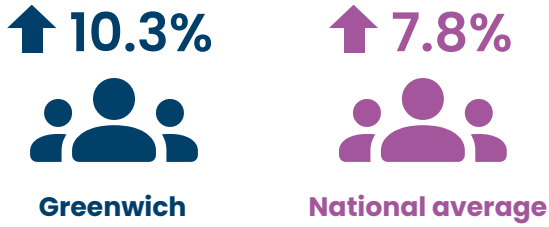
**The Royal Borough of Greenwich, a London borough in South East London, has a growing and increasingly diverse population, with notable health inequalities across its communities.**

Utilising the Moving Communities platform enables a clearer understanding of the local authority's demographic context.



## Population

The predicted population increase between 2025 and 2035 is **greater** in Greenwich compared to the national average growth rate:



This will lead to an increase in demand for locally accessible health and leisure services.

## Age

The average age of a Greenwich resident is **lower** than the national average for England:



18.9% of the borough's population is under the age of 16, compared to 17.3% nationally, while 20.9% are aged 55 and over, compared with a national benchmark of 31%.



## Deprivation

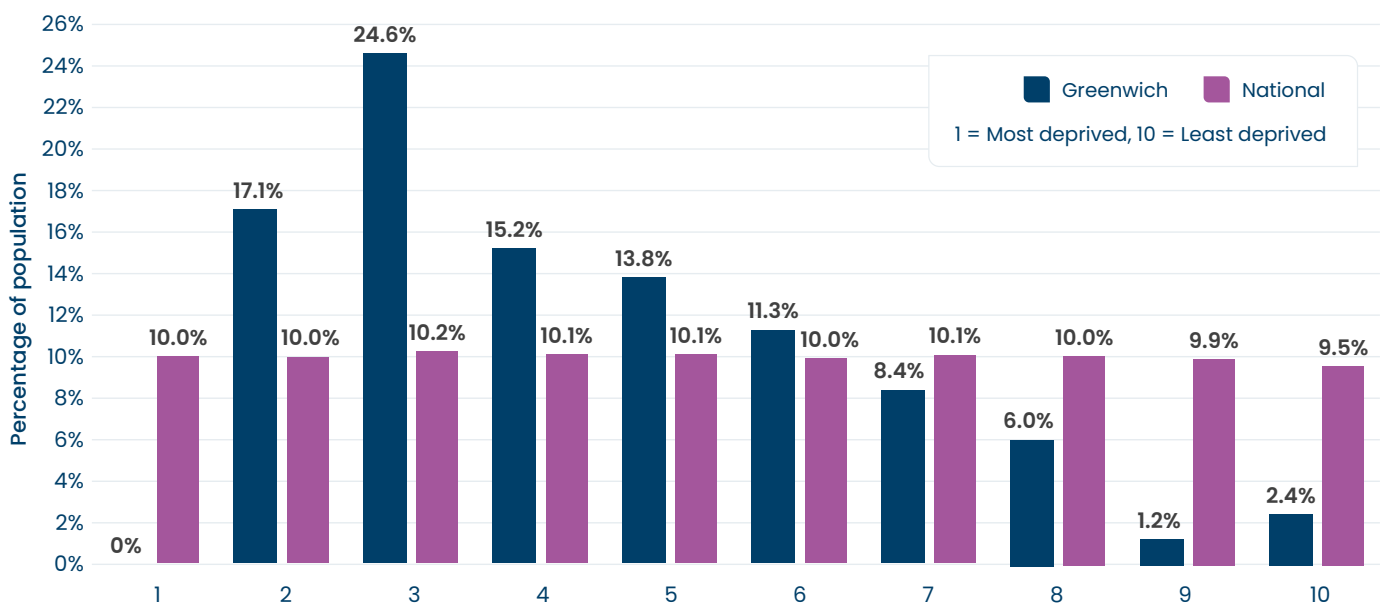
Greenwich has **higher** levels of deprivation than the England average:



\* Percentage of population in IMD groups 1-3, the 30% most deprived in England.

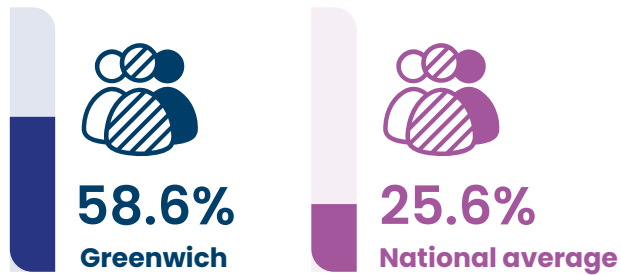
## IMD Decile Breakdown

1 = Most Deprived, 10 = Least Deprived

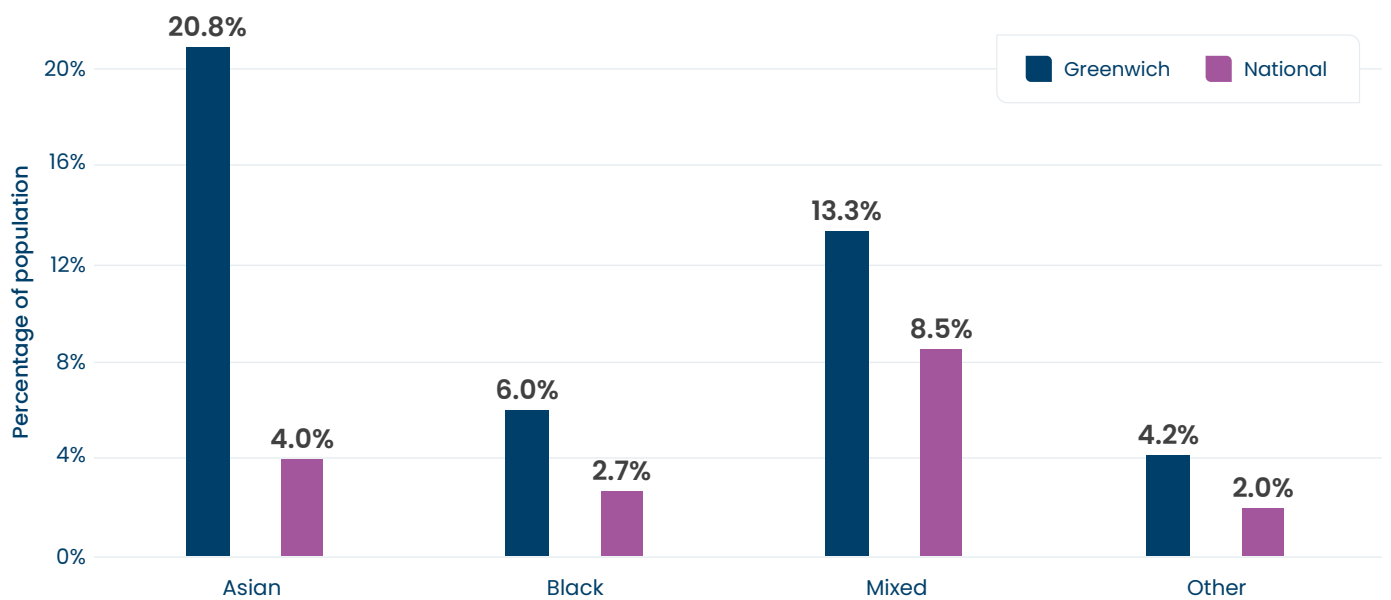


## Ethnicity

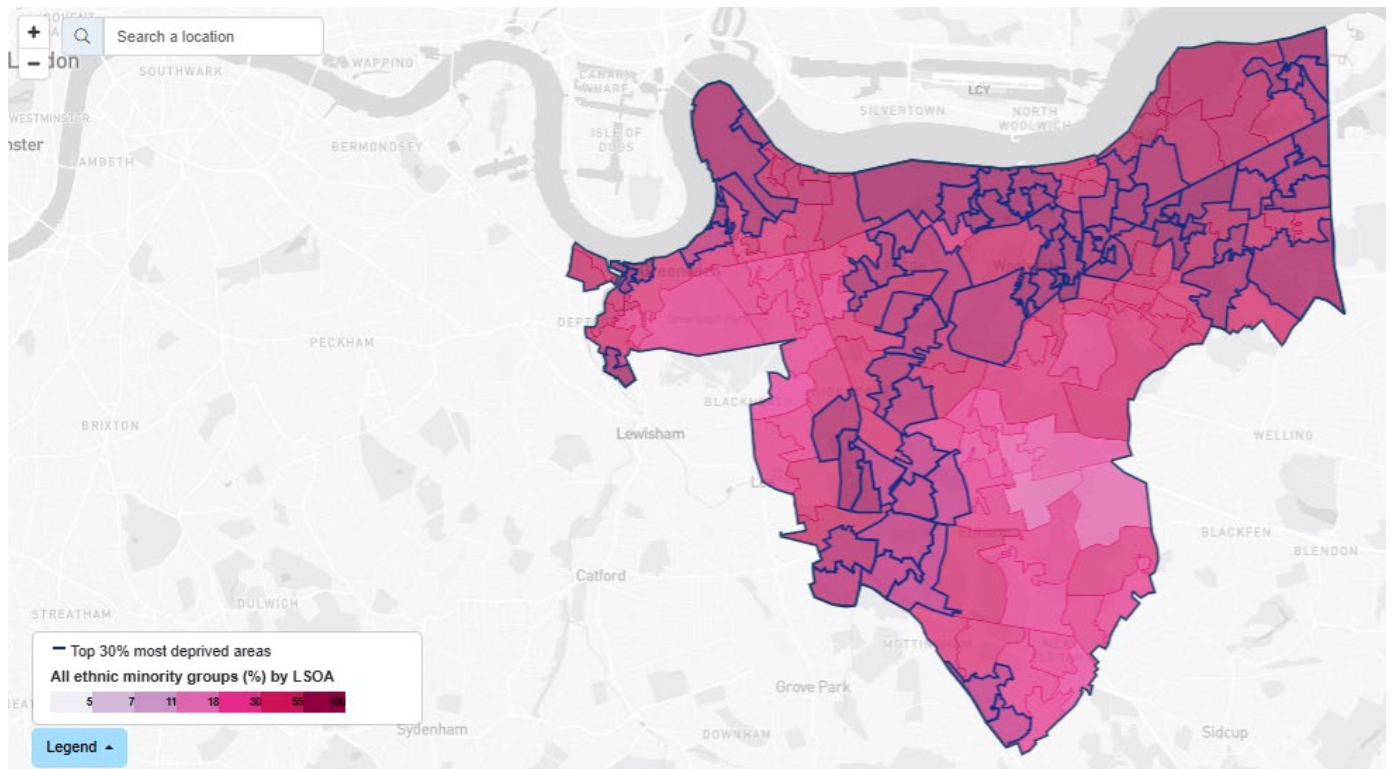
Greenwich's population of ethnic minority groups is much **higher** than the England average:



## Ethnicity Breakdown (Catchment vs National)



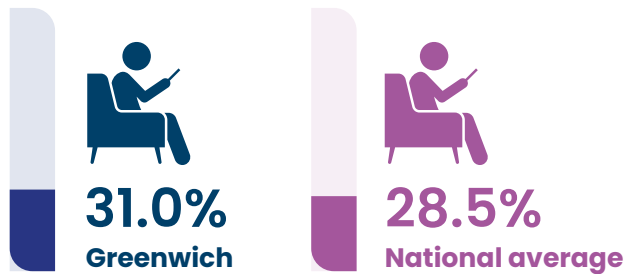
The map highlights the high concentration of ethnic minority groups in the northern part of the borough, which aligns with the pattern of deprivation observed in these areas.





## Activity levels

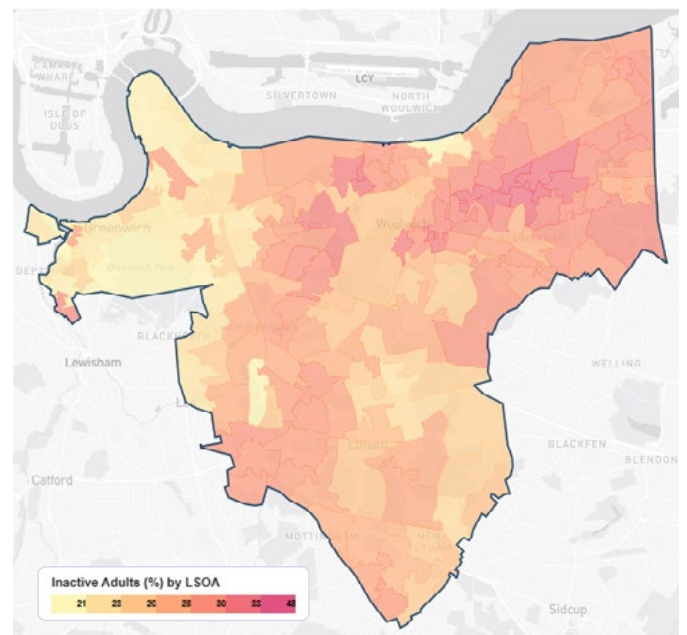
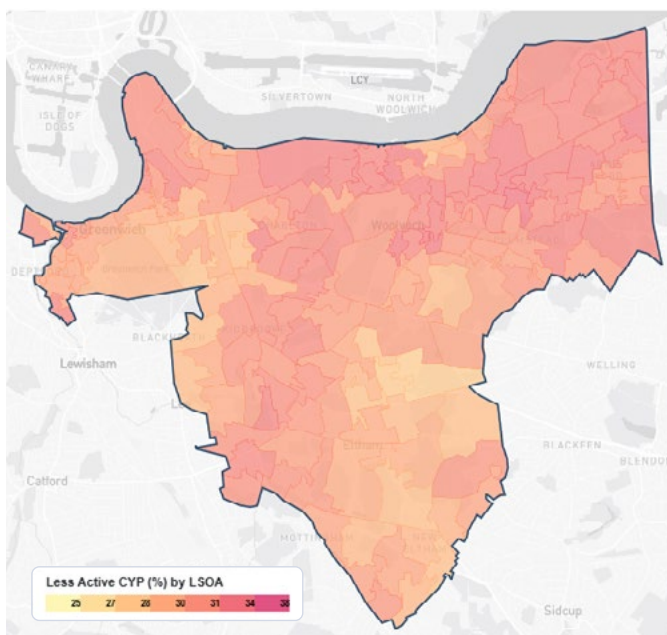
The number of children and young people (CYP) in Greenwich who are less active is **higher** than England's average:



The number of adults in Greenwich who are active is **lower** than England's average:



These maps highlight that CYP inactivity is prevalent across the whole of Greenwich, in particular in the wards to the Northeast and Southwest. Adult inactivity is more concentrated to the Northeast which reflects the demographic inequalities across the borough. There is a correlation that levels of physical activity generally increase alongside socio-economic status.



# Strategic Context

The Royal Borough of Greenwich published a four strategy for physical activity and sport called *Greenwich Get Active*.

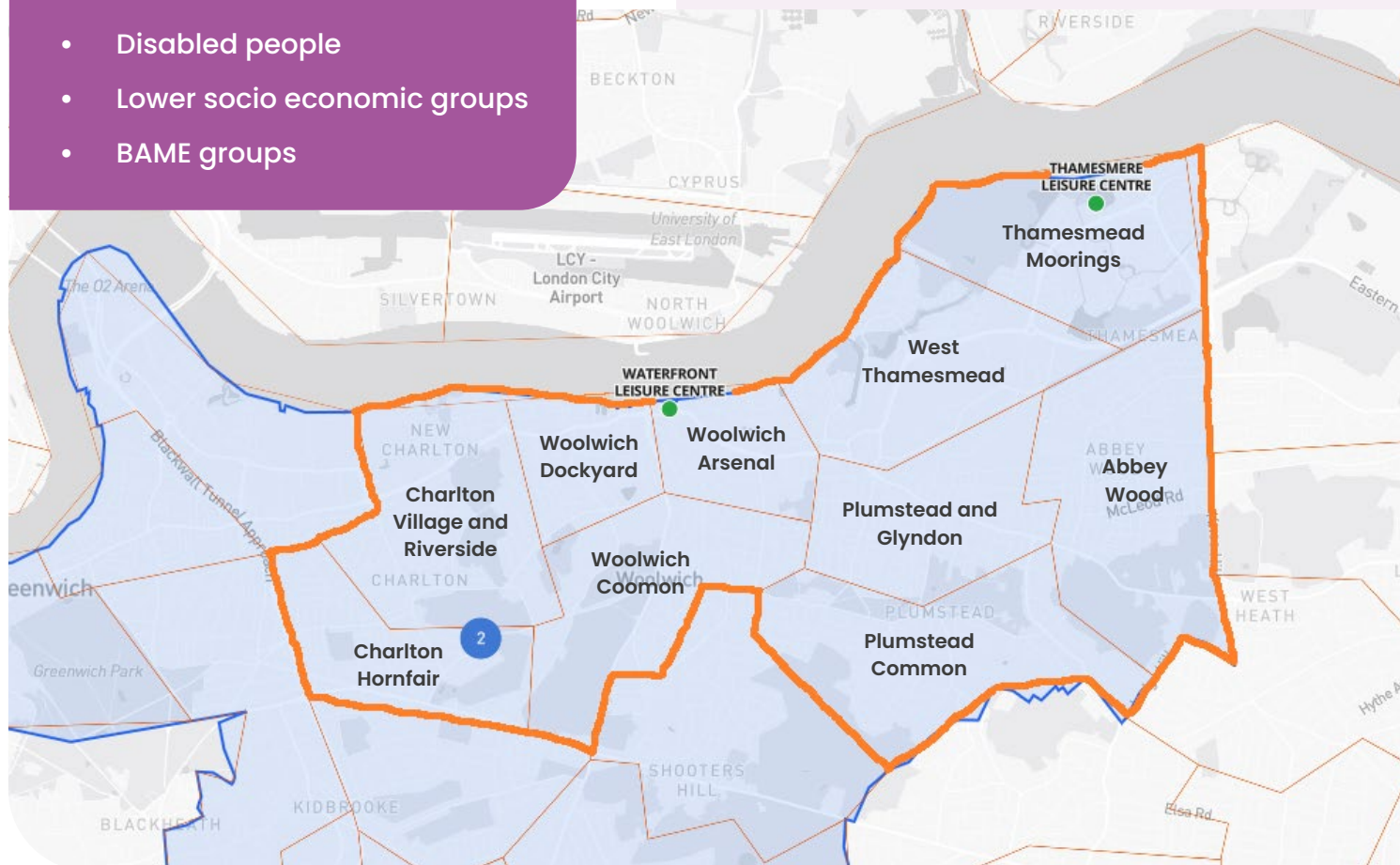
It showed a commitment from partners across the borough to work collaboratively to make Royal Greenwich a healthier, happier and more active community. It acknowledged the challenges faced by the local authority, while also identifying key areas of focus, including priority communities and groups that are among the least active within the borough.

## Priority groups

- Women and girls
- Older adults
- Disabled people
- Lower socio economic groups
- BAME groups

## Priority communities

- Thamesmead Moorings
- West Thamesmead
- Abbey Wood
- Plumstead Common
- Plumstead and Glyndon
- Woolwich Arsenal
- Woolwich Dockyard
- Woolwich Coomon
- Charlton Village and Riverside
- Charlton Hornfair





The council officers played a crucial role in the design and oversight of the sport development programme which was delivered in partnership with Greenwich Leisure Limited (GLL) alongside their operational contract for Greenwich's public leisure centres.

#### The key priorities were:

##### 1. **Inclusive access**

Activities tailored for disabled residents, older adults, women, and underrepresented groups.

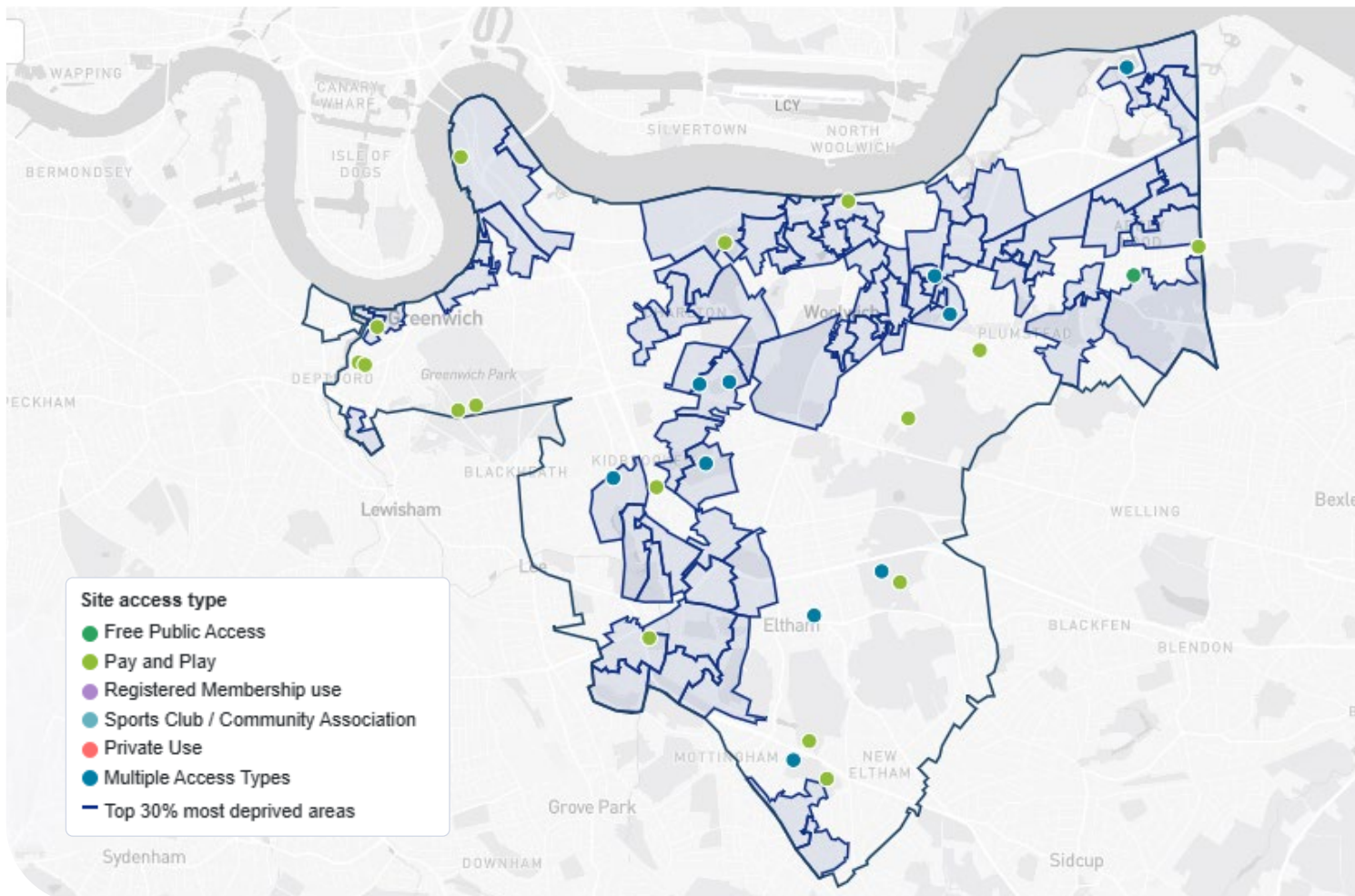
##### 2. **Community engagement**

Initiatives such as *Greenwich Get Active*, *Give it a Go*, and targeted outreach through local clubs and community organisations.

# How does Moving Communities support delivery of interventions?

## Delivery locations

The interactive map on Moving Communities provides local authorities and delivery partners with the opportunity to visualise the types and locations of facilities and spaces available to deliver activities in target areas. These spaces and facilities can be filtered by access type and facility type, as well as looking at other community provision such as schools and GP practices. The mapping functionality also allows users to overlay context data sets, such as deprived areas, to provide a comprehensive local picture.



## Impact

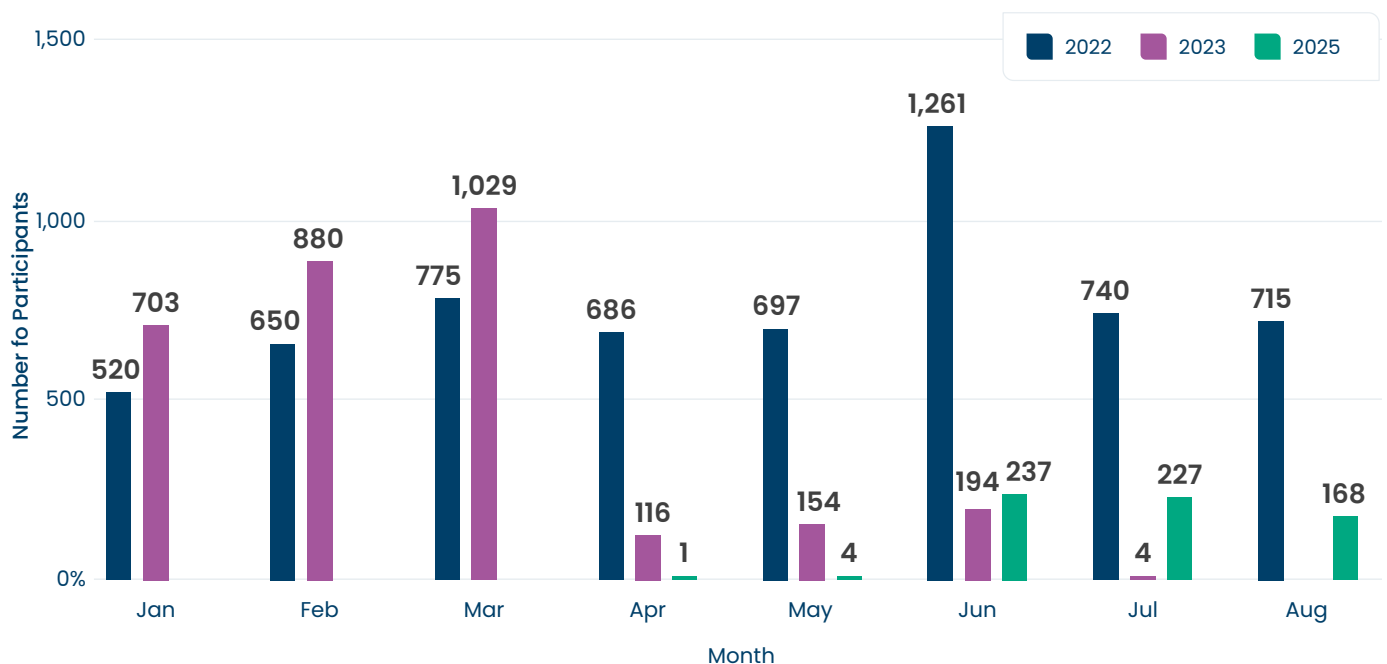
Participation data for the sport development programme was provided by the delivery partner through a manual upload to the Moving Communities platform. This enabled all partners to access a consistent and comparable view of programme activity, supporting a shared understanding of impact across priority groups. It also enabled partners to generate social value outputs from the programme, an important metric for reporting to Cabinet and external investors.



## Participation: Unique participants

- In 2022, just over 750 unique participants were recorded in the programme each month, with a notable peak of 1,261 in June 2022.
- The first three months of 2023 showed an increase on 2022 participation figures.
- However, the programme was paused until 2025.
- The programme reopened with 237 participants in June 2025. This was lower than numbers recorded in 2022 but as the remainder of this case study will report, was more in line with the strategic objectives for the programme, which focused more on working with target demographics, as opposed to purely driving the number of participants.

## Number of Participants by month



## Demographics: Age

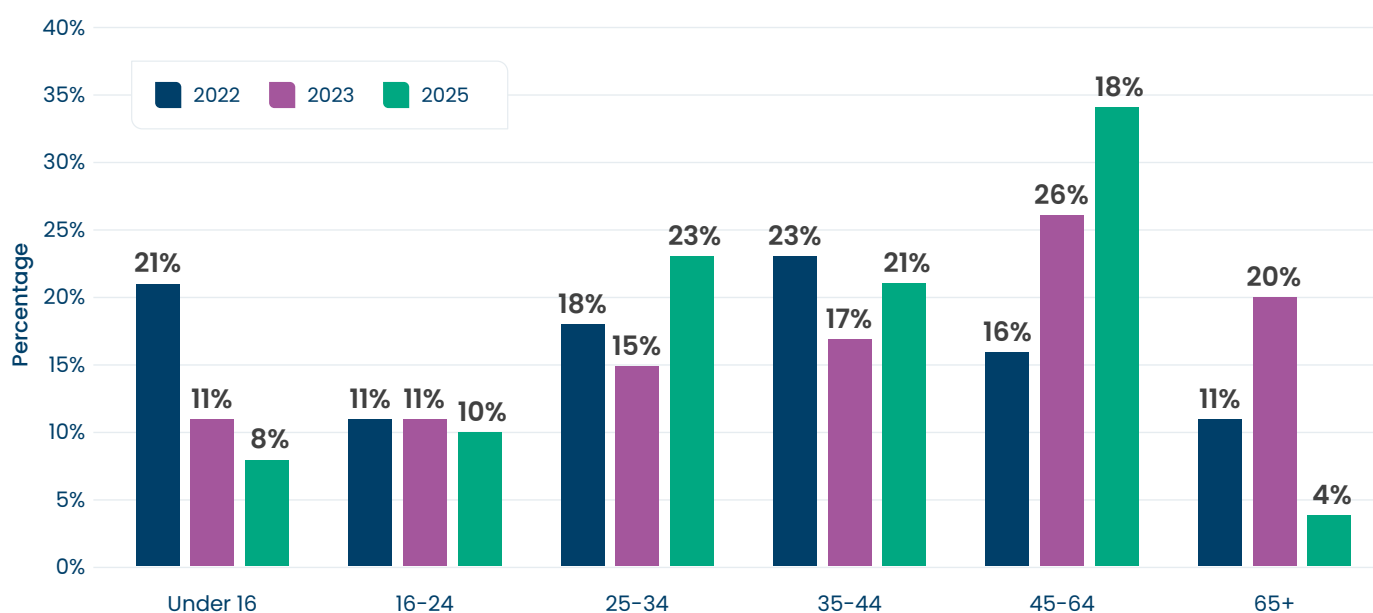
The programme had almost a quarter of its participants in the 1 to 15 years age group attending in 2022 at 21% of all participants.

In 2023, there was an increase in participation by the 45 to 54 age group, rising by 10% from 2022 to 2023.

Over 55s participation grew in 2025 from 2022, increasing from 11% to 20% of all participants.



## Participant by age

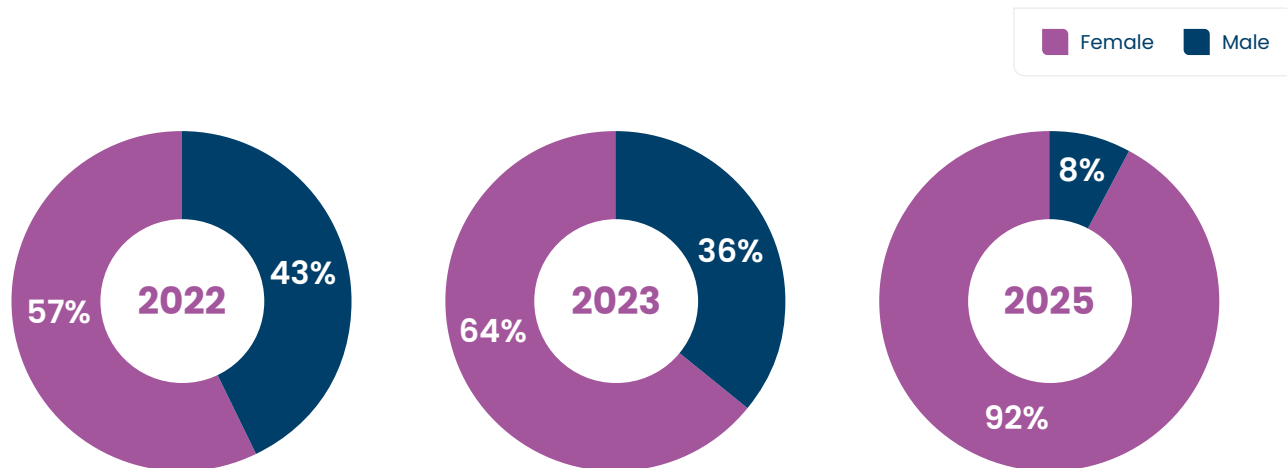


## Demographics: Gender

There were more female than male participants in 2022, a trend that continued throughout each year of the programme.

In 2023, female representation increased further from 2022, reaching 64%. By 2025, females accounted for 92% of all participants.

### Participant Gender

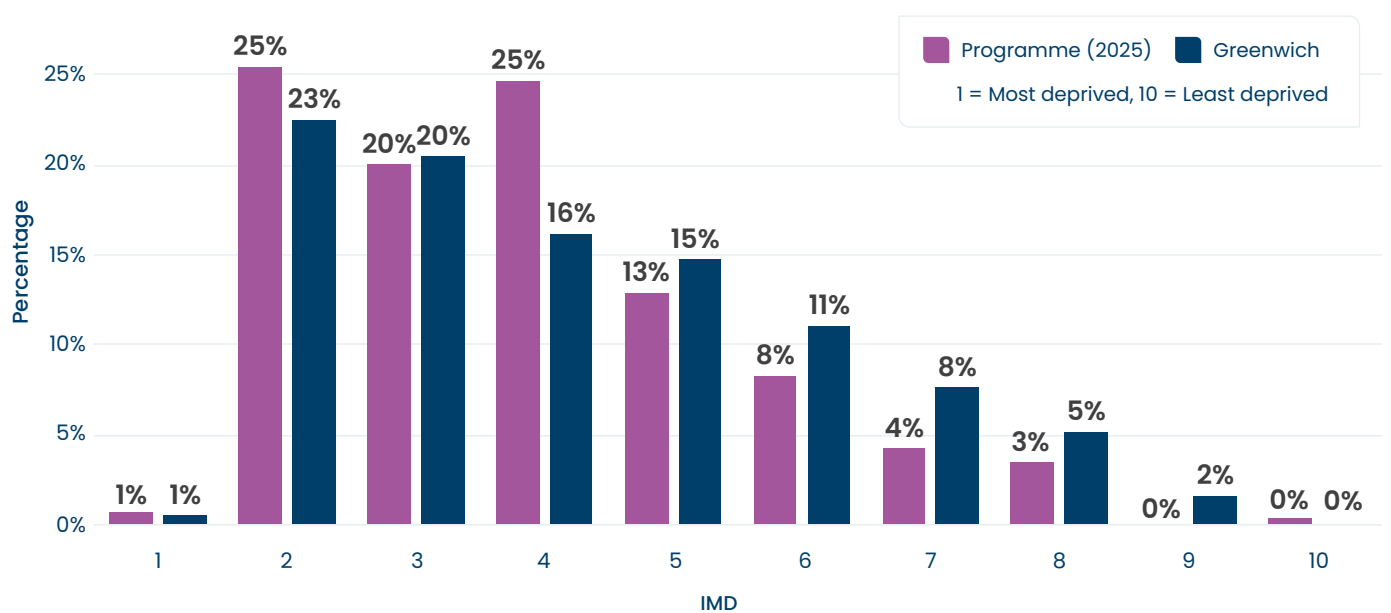




## Demographics: Deprivation

In 2025, 46.2% of participants on the programme were from IMD 1-3, greater than the Greenwich population of 43.5%.

### Population by IMD

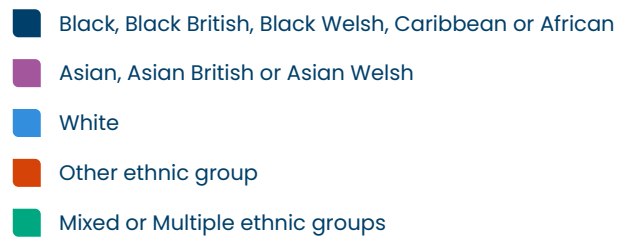
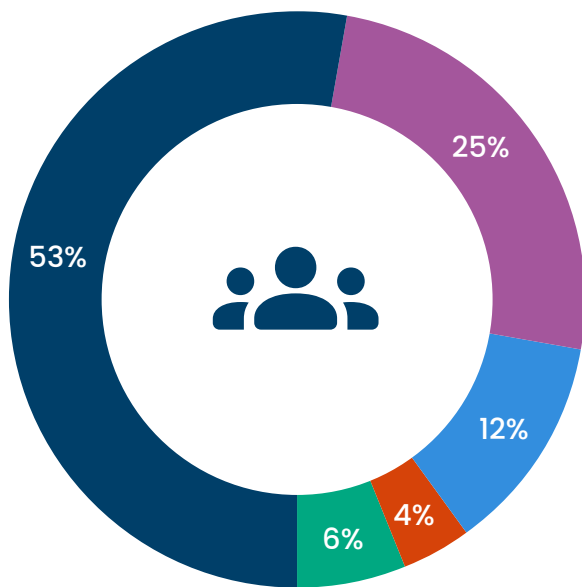


## Demographics: Ethnicity

In 2025, 53% of participants who provided their ethnicity were reported coming from Black, Black British, Black Welsh, Caribbean or African ethnicity.

However, limited data within this category makes it difficult to draw firm conclusions, as 62% of participants did not provide their ethnicity.

### Participant Ethnicity 2025



## Social Value

Using Moving Communities inbuilt social value calculator, participation data can be monetarised in line with the national evidence base on the value of sport and physical activity to provide the social value attributed to the activity undertaken in the programme or a facility. The value is split into benefits to an individual's wellbeing, using the WELLBY methodology, as well as the benefits to the state in terms of cost savings to the NHS for reduced incidences of Physical and Mental Health conditions.

The average social value generated across the programme was £227 per person per year. Type 2 Diabetes and Depression were the greatest benefiting health conditions, making up 53.8% of the Physical and Mental Health value.





## Summary

Working strategically, the sport development programme in Greenwich developed from a programme driving volume to a targeted approach in line with the local communities and priority groups identified in the *Greenwich Get Active* strategy. The programme successfully engaged with:

- those from more deprived areas, with 46.2% of participants from IMD 1-3 in 2025.
- Women and girls, given 9 out of 10 participants were female in 2025.

- Older adults, with participation amongst 55+ growing from 11% in 2022 to 20% in 2025.
- Those from ethnic groups, with 88% of those who provide ethnicity data coming from ethnic minority groups, far higher than the 59% of Greenwich residents.

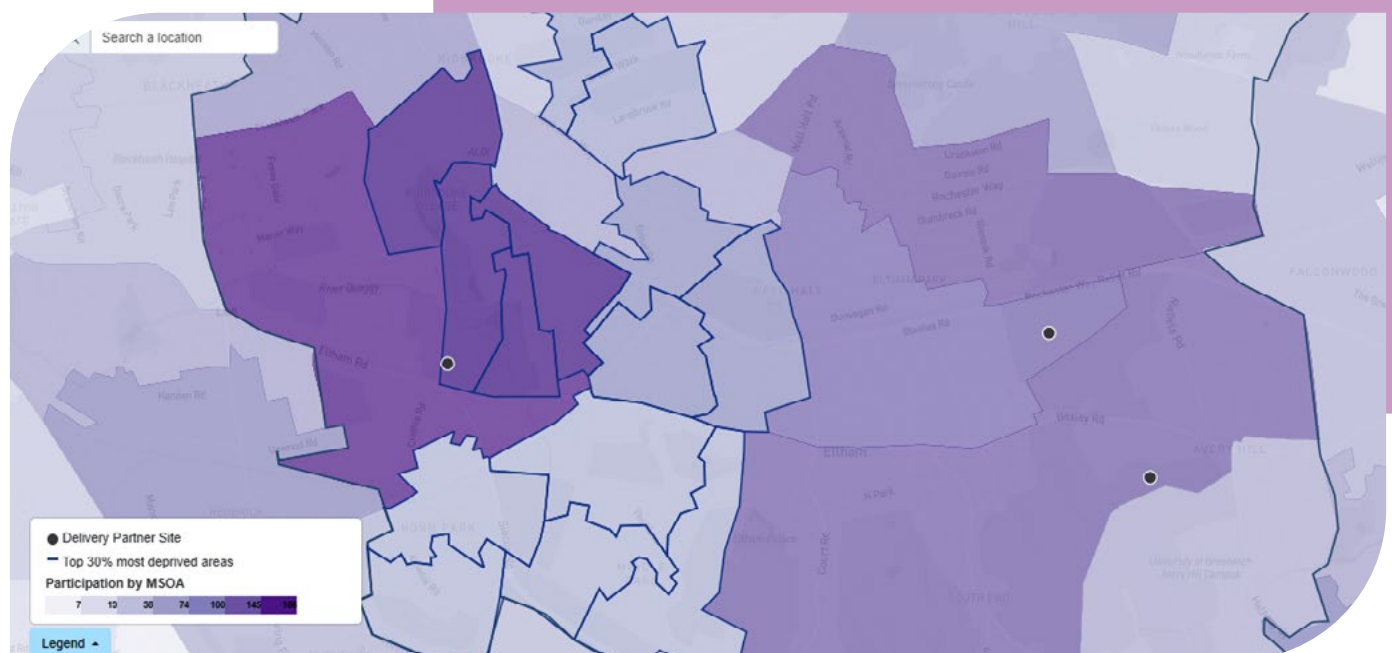
It was noted that the gaps in data collection, particularly around ethnicity and disability, made it difficult to understand the impact of the programme for these target groups but the Council has been able to work with its delivery partners to improve this with training and support moving forward.

# What does the future look like?

Using the data in Moving Communities not only helps to evidence the impact of delivery but also highlights geographical gaps in provision or programming, identifying opportunities to expand activity and increase participation at a local level.

This map shows the darker the colour, the higher the number of active participants living in that area and the black dots show the location of the programme or facility.

This not only helps to evidence impact of what has been delivered but highlights the geographical gaps in provision or programming and the opportunity to expand to increase activity levels locally.





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May 2026