

Physical Activity in Deprived Areas

Health and Wellbeing Scrutiny
Committee

18 November 2015



Summary

- Where is the Deprivation and how many people does it affect?
- Physical Activity and Health
- Physical Activity and Crime
- Physical Activity, Young People and Education
- Physical Activity and Regeneration / Environment
- Physical Activity and Volunteering
- Physical Activity and Ethnic Minorities

Indices of Deprivation 2010

38 Indicators

- Income (22.5%)
- Employment (22.5%)
- Health and disability (13.5%)
- Education, skills and training (13.5%)
- Barriers to housing and services (9.3%)
- Crime and disorder (9.3%)
- Living environment (9.3%)

IMD Contd./

- Newcastle has an overall average weighted deprivation score of 18.9 and is ranked as being 150th most deprived district of 326 local authorities.
- There are 12 lower super output areas (LSOAs) in Newcastle that fall within the most deprived fifth of areas in England making up 14% of our population.

12 lower super output areas (LSOAs)

	IMD score	Nat.Rank	Pop
Cross Heath	54.4	1,479	1,200
Knutton and Silverdale	51.4	1,944	1,300
Chesterton	47.1	2,750	1,400
Butt Lane	40.4	4,461	1,200
Kidsgrove	39.2	4,819	1,400
Chesterton	38.8	4,946	1,500
Silverdale and Parksite	37.7	5,301	1,800
Town	37.2	5,449	1,600
Holditch	37.2	5,462	1,600
Cross Heath	36.2	5,811	1,500
Thistleberry	35.1	6,180	1,600
Holditch	34.8	6,292	1,600

Physical Activity and Health

- Frequency of activity required to achieve health benefits is difficult for many to achieve.
- Appropriate and convenient local facilities
- Promotion of a more active lifestyle
- Lower participation by men than women (except on referral)

Physical Activity and Crime

- Short-term funding means that projects do not last long enough to achieve any meaningful impact
- Traditional facility-based programmes have a limited impact.
- Most effective when combined with programmes addressing wider personal and social development.

Physical Activity Young People and Education

- There is a causal relationship with academic performance
- There are mutually beneficial opportunities to involve professional sports clubs in the development of integrated sport/education programmes, particularly in attracting under achievers.

Physical Activity Regeneration / Environment

- Facilities make an important contribution to the physical infrastructure of communities, providing a social focus and affecting people's perception of their neighbourhood.
- The maintenance of under-used community facilities and wider environmental recreation related improvements have a significant role to play

Physical Activity and Volunteering

- Short-term funding means that developing volunteers is a priority for many initiatives
- Barriers to volunteering
- There is a need for a systematic approach to the recruitment, training and support of volunteers,

Physical Activity and Ethnic Minorities

- Specific issues relating to cultural/religious beliefs and perceived racist attitudes
- Several factors reduce opportunities for casual participation, reduce variety of sports which can be accessed and limit facility access for clubs at premium times.