

Getting **Hearts** Beating Faster

energize

Shropshire, Telford & Wrekin County Sports Partnership

Actively Improving Lives 2022



The Evidence Base

Contents

Introduction	2
Benefits of physical activity	3
Population as a whole	5
Audiences	
Independence in later life	7
Actively ageing well	10
Building active families	12
Stabilising young lives	14
Conclusions	17

Introduction

In a society where most things can be accomplished via technology and mobile phone apps, the need to engage with physical activity is becoming more and more important. Working collectively with local amenities, Energize are aiming to improve the lives and empower communities across Shropshire and Telford and Wrekin. The plan is to enhance current working relationships and build new ones to allow us to engage with those that would benefit the most. We will develop connections with those who have the resources to support, deliver and apply the message we are trying to encourage. Ultimately, our aim is to reduce physical inactivity across both areas but we are hoping that through applying our current strategy we will be able to achieve much more for the county and that all key institutions will be able to reap the benefits of physical activity.

Disclaimer: This is a live document and will be updated on a six monthly basis in line with the Active Lives Adult Survey. All statistics used in this version are correct at the time of it being processed.

Benefits of physical activity

There is much evidence out there to suggest that physical activity and a well-balanced diet mixed with a healthy lifestyle can be the best medicine and the key to preventing multiple illnesses. This document will solely focus on the importance of engaging in physical activity and the benefits this will give not only the individual audiences, but society as a whole.

It is well known that universally we are currently in a major obesity pandemic with 1 in 7 premature deaths in Europe believed to have been preventable if the person was a healthy weight instead of being classed as overweight (BMI of 25+) or obese (BMI of 30+)¹. Obesity is yet to be classed as a non-communicable disease (such as cardiovascular disease, cancer and diabetes) but it is the most avoidable, influential risk factor surrounding them thus is one of the most accessible health related issues to try and improve. Rates of obesity have also been closely linked with mental health issues such as depression². Like many risk factors, obesity is mainly caused by lifestyle choices and on the whole has a very simple cure; eat less and move more. Eating a well-balanced diet is something that society as a whole is really trying to encourage in many aspects of daily life. Yet, the positive notions of physical activities appear to be less prominent in our day to day lives which is something that needs to change.

As defined by the UK Chief Medical Officers, being physically active involves completing at least 150 minutes of moderate intensity physical activity every week. This can include bouts of 10 minute or more. Adults should also engage with physical activities that will improve muscle strength at least twice a week. Being inactive is classed as doing no more than 30 minutes of physical activity every week. The British Heart Foundation report that physical inactivity contributes to 1 in 6 deaths from any cause. This would mean that physical inactivity contributed to approximately 764 deaths across Shropshire (471) and Telford and Wrekin (293) in 2016.

Globally, the cost of physical inactivity is around £35 billion every year and in the UK it is approximately £1.2 billion³. Within Shropshire, even though it is lower than the national average (£1,817,285), the total cost of physical inactivity per 100,000 people is £1,536,556 (2009/2010)⁴; most of which being related to non-communicable diseases⁴. However, Active Living Research reported that the financial return can be up to £19 for every £1 spent on walking and cycling interventions in the UK. By simply making walking the better option, it would allow us to save a significant amount of money. Again, reiterating the importance of physical activity on both a health level and a financial, economical one.

Physical activity has been found to be as effective as taking medication, especially for diabetes and heart disease as well as, reducing the risks of certain cancers, strokes and dementia⁵. By engaging with physical activity, it is set to improve moods, levels of flexibility and increase bone mineral density¹. Exercise has also been useful for helping to treat the symptoms of depression and can even be used to neutralise the need for anti-depressant in mild cases². Furthermore, evidence suggests that exercise and drug treatments have very similar outcomes on mortality rates⁶. All of this suggests that physical activity can be used instead of medication to help with a diverse range of issues. This in

¹ NHS Choices 2016

² National Center for Biotechnology Information

³ British Heart Foundation Physical Inactivity and Sedentary Behaviour Report 2017

⁴ Shropshire Council, Indoor leisure facilities strategy 2018 - 2023

⁵ The Health Sciences Academy

⁶ The British Medical Journal

turn would prevent people from over using medications and alleviate some pressure from our health services as physical activity can be free and done off a person's own initiative.

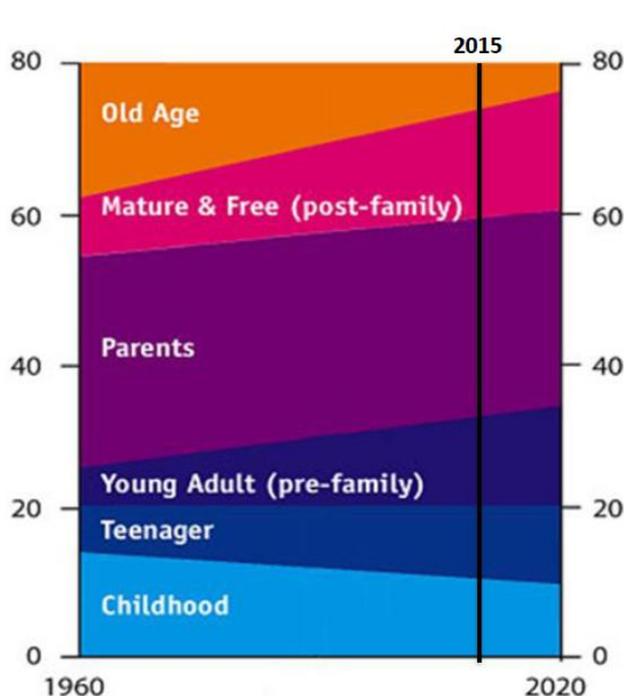
The Shrewsbury and Telford Hospital NHS Trust, are in the top three worst-performing A&Es in 2017/2018 with many patients having to wait over 12 hours⁷. There are many ongoing battles about what will happen with the Trust and how they will divide the resources over the two sites in both Telford and Shrewsbury⁸. However, perhaps it would be possible to alleviate some of this pressure if we are able to increase activity levels across the county.

⁷ BBC News

⁸ The Shropshire Star

Population as a whole

The UK population is estimated to be approximately 65.6 million and has been gradually increasing by about half a million people every year for the past 30 years with this trend showing no evidence of slowing down⁹. In 2016, across the UK the number of deaths decreased by 2.6% whilst the number of births increased by 0.7% demonstrating how the population has been increasing⁹. Not only this, but it also highlights how the population is ageing. In 2015, there were 4 working people for every retired one but it is predicted that by 2050, this will decrease to 2 working people for every 1 retired person¹⁰. Approximately 20% of the UK population is now over the age of 65⁹.



Willmott, Nelson, *Complicated Lives*, 2005

As the above diagram demonstrates, age trends have drastically changed over time and look as if they will continue to do so. It is clear that people seem to be delaying have children until later in their lives – potentially driven by the need to have stability in the form of good jobs and housing organised before embarking on a family as well as scientific advances allowing people to “naturally” postpone the process – meaning that the “post-family” age is rising. Additionally, due to the fact that on a whole, people are living longer, it provides a lot more choice as to how and when people will decide to do things in their lives. This diagram provides an insight into how the physical activity needs are changing over time – people are trying to stay younger longer. It appears that people are trying to suspend the ageing process for as long as possible meaning there is a need to stay more active for longer, so it is up to us to try and find the most appropriate way to make this happen.

The Active Lives Adult Survey is completed by Sport England and aims to provide an insight into the activity levels of the UK population. It is a relatively new survey with only enough data so far to capture of snapshot between November 2016 and November 2017. Unfortunately, there is not enough data collected at this point to present meaningful patterns or trends over time or provide

⁹ The Office of National Statistics

¹⁰ UN Population Division

predictions for the future, but this survey does provide a solid oversight of activity levels across England.

Nationally, this survey highlights the notion of consistency compared to previous surveys, demonstrating that for the most part there has been much stability around people's activity levels. The data shows that across England, approximately 6 out of 10 adults (61.8%) remain "active" (completing at least 150 minutes of physical activity a week), whilst about 1 in 4 adults (25.7%) continue to be "inactive" (doing less than 30 minutes of physical activity a week). Being active continues to be lowest amid those who are classed as having the lowest social grade (i.e. unemployed) and highest amongst those in the highest social grade (i.e. managerial, administrative and professional occupations); and vice versa for inactivity. There have been no changes in activity levels for either men, women or among people with a disability compared to 12 months ago. However, there has been a big increase (of over 400,000) in the amount of people walking for travel.

Applying this to be a local level, the total population for Shropshire is estimated to be 313,373 (155,541 males and 157,832 females) and 172,976 for Telford and Wrekin (85,902 males and 87,074 females)⁹. The Active Lives Adults Survey refines the data further and provides information on a local level; meaning it is possible to pick out the data relevant to Shropshire and Telford and Wrekin. Again, the results seem quite similar to the previous results and highlight that for the most part Shropshire and Telford and Wrekin are comparable to both the West Midlands and England as a whole. In Shropshire, 59.9% (approximately 187,710 people) are classed as being "active" compared to 51.4% (approximately 88,910 people) in Telford and Wrekin. Additionally, "inactive" rates were worked out as 25.8% (approximately 80,850 people) in Shropshire and 36.4% (approximately 62,963 people) in Telford and Wrekin. These are positive figures as the majority of people are classed as "active", however, it demonstrates that if we are going to tackle inactivity we need to work collaboratively with businesses in both areas so we can engage with those that need the most support. As part of this plan, Energize have developed a strategy based around four key audiences who we plan on targeting.

These have been defined as:

- Independence in later life
- Actively ageing well
- Building active families
- Stabilising young lives

Independence in later life

As discussed, we have an ageing population in the UK and this is particularly prevalent in Shropshire where currently 24% of the population is over the age of 65 which is higher than the UK (18%) and Telford and Wrekin (17%)⁹. Population projections demonstrate that in 2036 this will rise to 33% within Shropshire and 24% in Telford and Wrekin⁹. Furthermore, it is predicted that by 2031, 45% of the South Shropshire population will be over 65⁹. This audience group is about helping people of this age range maintain their independence as they progress through life.

Age	Shropshire		Telford and Wrekin	
	Men	Women	Men	Women
65 – 69	10,754	11,560	4,548	4,932
70 – 74	9,002	9,709	3,541	3,829
75 – 79	6,449	7,289	2,535	2,823
80 – 84	4,438	5,365	1,525	2,005
85 – 89	2,430	3,649	796	1,166
90+	1029	2,603	307	776
Total	34,102	40,175	13,252	15,531
Total	74,277		28,783	
Total	Approximately 24% of the population		Approximately 17% of the population	
Total	103,060 – approximately 21% of the population			

In Telford, approximately, 7,000 people over the age of 65 live alone and 4,400 people in this age range would rate their health as being bad or very bad¹¹. As we age, we become more susceptible to illnesses and ailments and there is evidence to suggest that by being or continuing to be physically active, we are able to postpone or slow down the impact that these things can have on our lives¹.

It has been found that this particular age group are more likely to engage in group and/or dancing activities which are very beneficial. However, despite the social benefits of engaging with the group, it is important that everyone is seen as an individual as there will be major differences in what each person can and can't do.

Dementia

According to the World Health Organisation, worldwide there are around 50 million people with dementia, with nearly 10 million new cases every year. Dementia is one of the major causes of disability and dependency in older people and it is believed that the risk of getting it is increased by the presence of other health issues such as high blood pressure, diabetes and obesity; all of which can be reduced by physical activity.

In the UK it is thought that about 800,000 people are currently affected by dementia and that this is set to rise to 1 million by 2021, with 1 in 3 people over the age of 65 likely to develop dementia¹². Currently in the UK, 1 in 6 people over the age of 80 have dementia but it is believed that only 43% of people with dementia actually have a diagnosis¹². The Alzheimer's Society Dementia 2014 survey reported that 40% of people with dementia felt lonely and 34% said that they did not feel part of their community.

¹¹ Telford and Wrekin Council

¹² Age UK 2018

There are approximately 540,000 carers of people with dementia in England and only about half of them are employed¹³. It is believed that approximately 66,000 people have cut their working hours to care for a family member with dementia, whilst 50,000 people have stopped working altogether¹³. It is estimated that 1 in 3 people will end up caring for someone with dementia in their lifetime¹³. The economic cost of dementia is approximately £23 billion a year which is believed to triple by 2040; this is more than the cost of cancer, stroke and heart disease¹³.

In the West Midlands, Alzheimer's Disease is the second largest killer with the number of deaths rising by 31.6% between 2005 and 2016¹⁴. In Shropshire, 3,000 people over 65 have been diagnosed with dementia with a suspected additional 1,300 living with dementia but with no diagnosis¹². In Telford and Wrekin, it is estimated that 1,725 people have dementia¹¹. If we pair these current figures with the population projections and dementia predictions, it is clear that dementia will become more of an issue in this area.

It is thought that a person is twice as likely to develop Alzheimer's Disease if they have low levels of physical activity. Physical activity is not only one of the main ways of preventing the risk factors that increase the chances of getting dementia, but it can also help by offering routine and support around individuals with dementia providing a sense of community. This would hopefully, slow down the effects of the illness and improve their quality of life by stopping them feeling so alone. The third strategic goal of the Shropshire Dementia Strategy is to work collaboratively with community based physical treatment services so perhaps, this is where we can help to form these positive, working relationships.

Falls

There are many benefits to engaging with physical activity but some which are particularly relevant to this audience are that it improves bone mineral density, flexibility and balance. It is particularly important for this age group to focus on the muscle strengthening exercises recommended as part of being physically active. All of these aspects would help to prevent falling which is a major burden on the NHS. The NHS report that 1 in 3 adults over the age of 65, who live at home have at least one fall every year but it is likely that these falls are actually much more frequent¹. Falls are the number one cause of emergency hospital admissions for older people with approximately 220,000 fall related emergency hospital admission in England for those 65 and over¹². In 2016, 4984 people over the age of 65 in the UK died from falling; this equates to 13 people every day¹².

The financial cost of these falls to the NHS is approximately £2.3 billion every year¹⁵ and it has been estimated that the total cost of fragility fractures to the UK is £4.4 billion¹². This includes £1.1 billion for social care and around £2 billion on hip fractures¹². Each individual fall costs almost £7,000.

It has been reported that over a twelve-month period between 2016 and 2017, 1,594 people over the age of 65 were admitted to hospital due to falling in Shropshire and 1,284 people in Telford and Wrekin¹⁶.

Within Shropshire, there is a leading specialist orthopaedic hospital which has recently been granted approval for another 200 beds⁸. This is showing the demand for these specialist services and will hopefully relieve some pressure on the other hospitals in the area. However hopefully, by

¹³ NHS England

¹⁴ Institute for Health Metrics and Evaluation

¹⁵ NICE Quality Standard

¹⁶ Public Health England

encouraging those that are frailer to be more physically active, it will improve their core strength and overall stability so that they can feel and are more confident on their feet.

Actively ageing well

This audience is targeting those between the ages of 45 and 70 and about keeping those people active or encouraging them to take part in activities despite them getting older. As explained we have an ageing population across the UK with Shropshire and Telford and Wrekin being no different. Thus, it is important to focus, not only on those that show signs of frailty but in preventing people from becoming frail in the first place; to use physical activity and sport as a preventative measure against illnesses and losing physical strength.

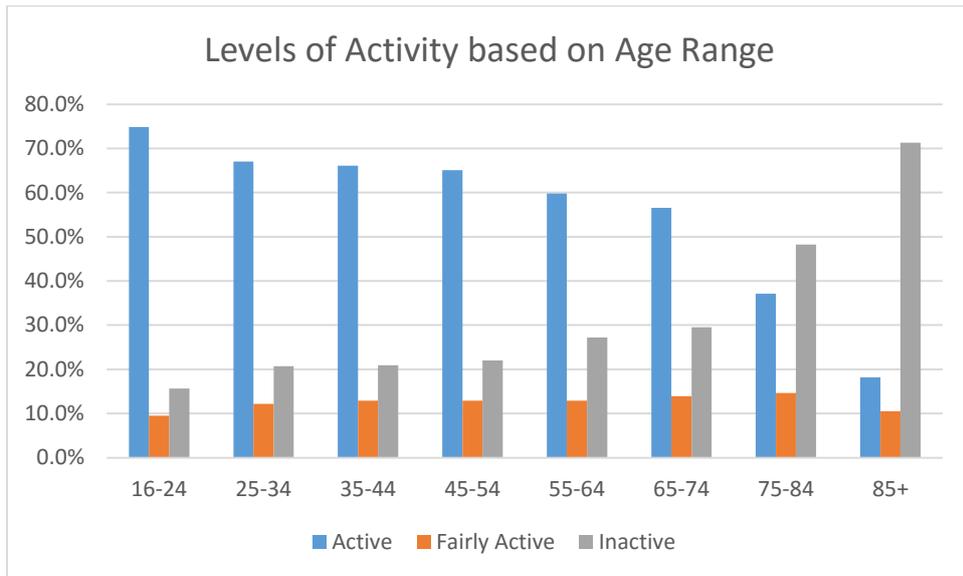
As highlighted earlier in the document, physical activity plays a massive role in preventing multiple illnesses. Not only is it a major factor in helping to reduce obesity rates by helping society lose weight, physical activity helps to keep the heart healthy, maintain muscle strength, flexibility and stability as well as helping with mental illnesses such as depression and anxiety. Furthermore, findings suggest that physical activity is as effective as medication when investigating non-communicable diseases such as diabetes and cardiovascular disease whilst reducing the risk of certain cancers, strokes and dementia.

With Shropshire and Telford and Wrekin, this age range takes up approximately 40% of the total population – 42% of the Shropshire population and 36% of the Telford and Wrekin population⁹.

Age	Shropshire		Telford and Wrekin	
	Men	Women	Men	Women
45 – 49	11,551	11,414	6,558	6,352
50 – 54	12,234	12,192	6,250	6,253
55 – 59	10,888	11,132	5,048	5,336
60 – 64	10,102	10,547	4,668	4,866
65 – 69	10,754	11,560	4,548	4,932
70 - 74	9,002	9,709	3,541	3,829
Total	64,531	66,554	30,613	31,568
Total	131,085		62,181	
Total	Approximately 42% of population		Approximately 36% of population	
Total	193,266 – approximately 40% of the population			

This is nearly half of the population of the local area and based on the age trends prediction diagram utilised earlier (page 4), many of these people are likely to have young children who are still dependent on them. Simply highlighting the importance and providing more motivation for staying active as people get older.

It is well known that our biological ages drastically differ based on our individual life choices and one of those important life choices is that of engaging with physical activity. The Active Lives Adult Survey did demonstrate that there has been an increase in activity levels for those aged between 55 and 74 which is positive. However, as can be seen in the graph, the results from this survey still insinuate that activity levels start to decrease and inactivity levels increase after 45 years, thus suggesting that this is an audience we should target going forward; keeping people active as they get older.



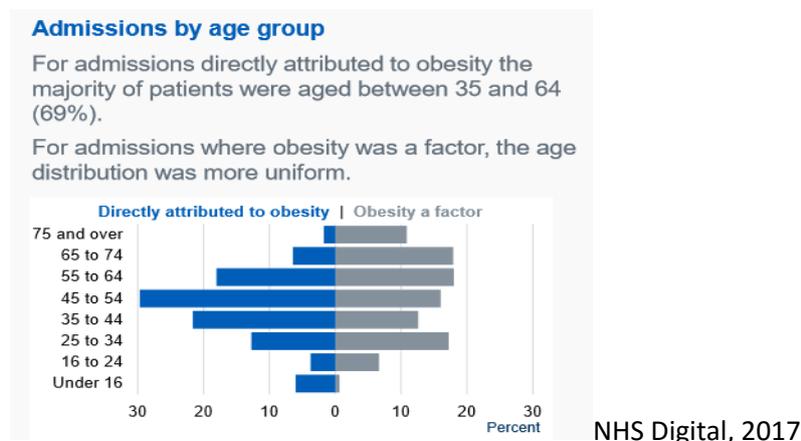
Building active families

The family structure can be made up of multiple forms and in 2017, there were around 19.0 million families in the UK⁹. 12.9 million of these families are classed as married or civil partner couple families, however the cohabiting couple family is growing fast⁹. This audience is focusing on encouraging the whole family to be active engaging with each member without prejudice.

Within Telford and Wrekin, 17.3% (29,545 people) of the population live in income deprived families¹¹ and 33% of households have dependent children¹¹. Out of this 33%, 8.1% are lone parent households with just over two in five lone parents (43.5%) not being in employment which is higher than in England (40.5%)¹¹. Shropshire presents much lower statistics with 24.6% of households having dependent children of which 5.2% are lone parent households; 85.4% being female lone parent households¹⁷.

As stated above, people tend to be having children later in life but becoming less active as they get older. This then presents a less active role model to their children with 4 out of 5 young people aged 5 to 15 not being active enough and more than 1/3 leading sedentary lives by the time they become 15. Much research suggests that if behaviours are reiterated within the home environment, particularly by the parents or primary caregivers, children are more likely to behave in the desired way¹⁸. This modelling behaviour is something that appears very prominent when children are toddlers, however, there is much evidence suggesting that it is early experiences that create and shape lifelong habits¹⁸.

Public Health England have done much research surrounding the obesity pandemic as it is the number one risk factor for developing non-communicable diseases. They argue that obesity is a type of cycle where children are more likely to be obese if their parents are obese, but will then grow up into obese adults who will have obese children. In 2017, it was reported that the UK now has the highest rate of obesity in men, and the second highest rate of obesity in women in Europe with 58% of women and 68% of men being overweight or obese². In 2015/2016 there were over half a million hospital admissions (in NHS hospitals) across the UK where obesity was recorded as the primary or secondary diagnosis; this is an increase of 19% on the previous year¹⁹. The below diagram shows the percentage distribution of hospital admissions where obesity either directly attributed to or was a factor of the admission breaking down over age groups.



¹⁷ Shropshire Council

¹⁸ Department of Health

¹⁹ NHS Digital, 2017

This clearly shows that obesity is an ongoing problem across all the age groups. Furthermore, the NHS go on to report that Telford and Wrekin had the highest rate of obesity related bariatric surgery (61 per 100,000 population) in the UK by some margin (with the second highest being 50). There is additional evidence stating that obesity rates in both adults and children are higher in the more deprived areas which, as stated by the Active Lives Survey, are the areas where the least amount of physical activity is taking place.

Public Health England have produced work on the National Child Measurement Programme and found that in both Shropshire and Telford and Wrekin, rates of obesity doubled between the ages of reception and year 6. Not only does this show that if you are an obese child, you are likely to be obese as you get older, it demonstrates that the rates of obesity are increasing with age. Based on mid-year estimates released in 2017, in Shropshire 35.38% of children in year 6 were classed as overweight, obese or severely obese¹⁶. This percentage was higher in Telford and Wrekin at 38.95%¹⁶.

A major issue surrounding childhood obesity levels is how parents perceive their children's weight. The NHS reported that 48% of mothers and 43% of fathers thought their child was "about the right weight" when actually, their child was classed as obese. Thus reinforcing that more work needs to be done collectively with the families to provide further understanding surrounding obesity and perhaps by encouraging physical activity among the whole family would be a positive place to start.

The Department of Health explain that being active should be a family thing and that parents need to work together to set an example of how to be active. They argue it is their responsibility to set an example and the importance of this starting from a young age as it has been found that undirected and unproductive leisure time can negatively impact on a child's self-esteem. Advice that they provide states that tackling inactivity for those under the age of 5 should be based around play and needs to be encouraged (and potentially instigated) by the parents/caregivers and can also include any siblings that they may have. In this case, physical activity is being driven by the family and reinforced within (but not limited to) the home. The notion behind this is that by starting these habits from an early age, it should hopefully encourage them to continue these behaviours as children get older. For children and young people, it is crucial that examples are led by the primary caregivers and that they are the ones putting things in place to make the children more active. A good, easy example of this is parking a bit further away from schools so that they have to walk a bit further and encouraging activities as a family which do not involve sitting down.

Stabilising young lives

This audience is aimed more at those aged 13 to 25 and providing them with some extra stability whilst transitioning from being a child to an adult.

Approximately 21.1% of the Shropshire population and 25.8% of the Telford and Wrekin population is made up of people between the ages of 0 and 19⁹. Population projections for Telford and Wrekin suggest that by 2031, there will be an extra 4,800 children aged 0 to 15 as well as 1,700 young adults between 16 to 24 year olds¹¹.

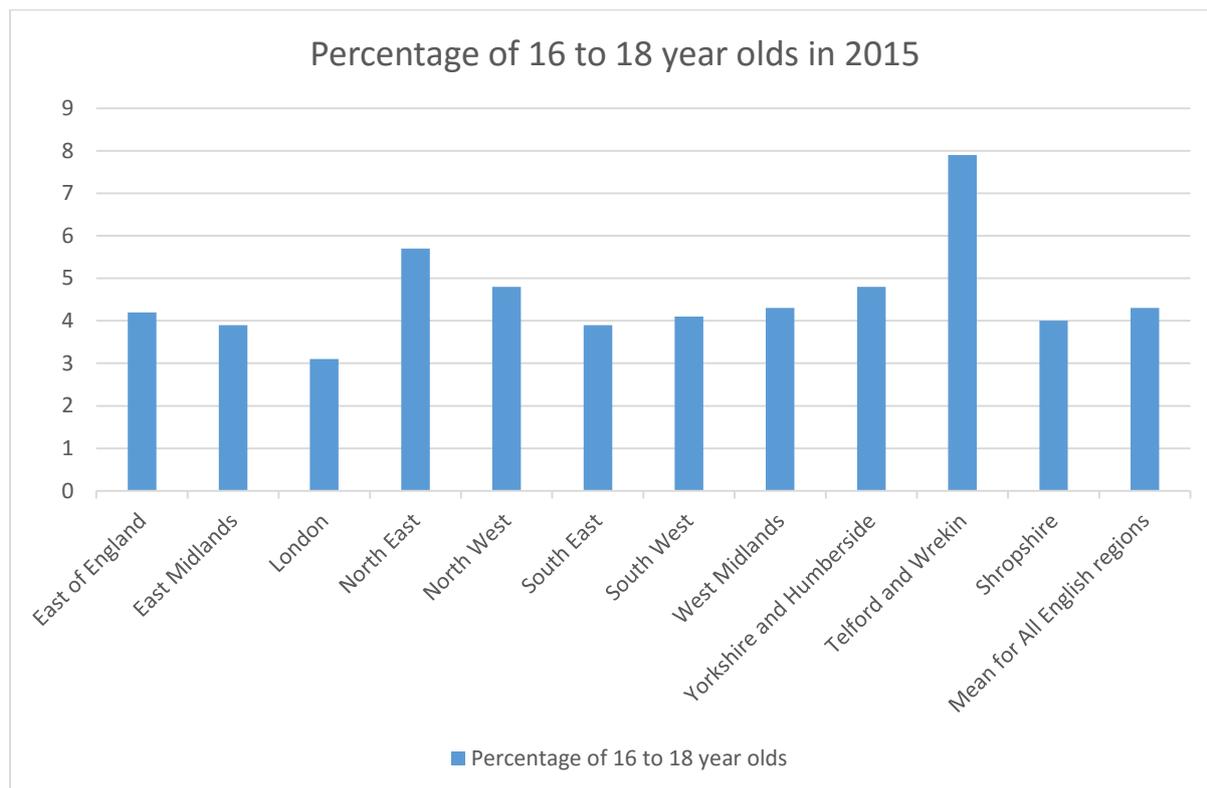
Advances in technology are amazing however, it was found that young people across the UK spent more than a third of their leisure time using a device such as mobile phones, tablets, e-readers, laptops etc. Men aged 25 and under occupied 35% (45.5 hours a week) of their leisure time using a device whereas women of the same age used them 29% (38.5 hours a week) of their leisure⁹. It is thought that this age range use social media more which is believed to explain the drastic usage decrease for older age groups.

As stated in the Active Lives Survey, there are lower levels of physical activity in areas of lower socio-economic status. Moreover, as discussed previously, children and young people are more likely to be less active if their parents or primary caregivers are less active. Therefore, young people are more likely to become inactive adults if they come from a lower socio-economic group. This is particularly relevant because within the county of Shropshire, there are 16 areas that are classed as being within the top 10% most deprived nationally; 15 of these are located within Telford and Wrekin¹¹. Almost a quarter (23.9%) of children aged 15 and younger in Telford and Wrekin are growing up in income deprived home¹¹ and 2.8% of those aged 24 and under are providing unpaid care within the home environment¹¹.

NEET is a term used to represent young people who are not currently in education, employment or training for whatever reason. Each NEET costs £56,000 and is three times more likely to struggle with mental illness and five times more likely to engage in criminal activity²⁰. The proportion of NEETs aged 16 to 18 within Telford and Wrekin is significantly higher than that of Shropshire and other regions in the UK. In Telford and Wrekin, 7.9% of those aged 16 to 18 are classed as NEET and in Shropshire it is 4% whereas the mean percentage for all English regions is 4.3% (see graph below)²¹. Physical activities are able to provide both a diversion from boredom and an engaging, supportive environment in which they can enable themselves to become more life ready whilst improving on risk factors related to negative behaviours²⁰.

²⁰ Game of Life

²¹ Local Government Association



Each young person in prison costs the economy £37,000 per year and youth crime and anti-social behaviour costs the government approximately £4 billion every year²². The latest Youth Justice Statistics highlight that 42.2% of children and young people reoffended and that more offences committed by this age range involved a knife or other offensive weapon. However, on the whole across England and Wales criminal activities appeared to be decreasing with 28,400 children and young people cautioned or convicted (14% decrease from the previous year) and 16,500 first time entrants to the Youth Justice System (11% decrease from the previous year). The latest crime statistics for local regions demonstrate anti-social behaviour continues to be the number one cause of crime in both Shropshire and Telford and Wrekin in February 2018²³.

Due to the rural nature of Shropshire as a county, it has become a popular place to provide support to many looked after children and young people from all over the country²⁴. There are many residential care homes across the county providing supportive living and housing for children aged between 9 and 18. At the end of March 2017, there were more than 8,000 children and young people living in residential care homes across the county²⁴. These young people quite often need extra support in terms of self-regulation and coping with their daily lives due to previous experiences that they have endured. It is also likely that that these young people make a contribution to the NEET statistics (above) due to the struggles they face engaging with mainstream education, training and employment opportunities.

In 2017, the percentage of looked after young people passing key stage 4 English and Mathematics was about a third (17.5%) compared to non-looked after children (58.9%)²⁵. However, there is much

²² Laureus

²³ UK Crime Statistics

²⁴ ITV Exposure

²⁵ Department of Education

evidence to suggest that if young people participate in organised sports they tend to have improved numeracy skills²⁶. Moreover, taking part in organised sporting activities outside of the school environment has been found to improve numeracy and transferable skills for under-achieving pupils²⁶. These findings are applicable to both primary and secondary school aged pupils²⁶.

²⁶ Sport England

Conclusions

The notion of being physically active is slowly becoming more apparent within daily life. With many more engaging in walking travel and a 13% increase (between 2009 and 2016) in the number of people spending time outside to engage in physical activity for health purposes²⁷. However, there are still about a quarter of the population who are classed as “inactive” which needs to be addressed. Energize have a very structured strategy for how they are planning on tackling inactivity throughout Shropshire and Telford and Wrekin. By focussing on these four key audience groups, Energize are aiming to target those that need the support the most when it comes to engaging with physical activity. Carried out in a non-discriminative manner, this strategy provides specially tailored methods for each audience and will hopefully enable those surrounding them to witness and benefit from the advantages of engaging with physical activity. The overall aim is to try and increase the activity levels of those that may be classed as “inactive” whilst maintaining (or perhaps) increasing the activity levels of those that already engage with physical activity.

²⁷ Monitor of Engagement with the Natural Environment