In May 2018, representatives of the three Founding Cities gathered in London to share the first ever Active Citizens Worldwide (ACW) Report. It was the beginning of what we believed to be a groundbreaking new initiative that had the potential to transform the lives of citizens around the world.

One year on, we are convinced more than ever in the potential impact of ACW. We welcomed our fourth city to the partnership, Stockholm, who have already provided us valuable benchmarks on mental health and facilities. The second year of data has allowed us to investigate changes longitudinally that start to point towards hidden trends. Furthermore, we have worked with the cities to deepen our analysis, add more data, surface new insights, and raise new questions.

We hope the findings in this year’s report will inform, inspire and invigorate further innovation in urban policy. As we prepare for year 3, we look forward to welcoming new cities, and working even harder to support the efforts of our cities. ACW would be nothing without their support and commitment - and so a huge thank you to our friends in Auckland, London, Singapore and Stockholm for joining us on this journey.
OUR CITIES

“ACW allows us to reflect on the ways that London can learn from the rest of the world as we seek to cement the impact of physical activity and sport in the UK’s capital. Aside from its unique analyses and the new considerations that those bring to light, the project’s strength is in the power of its network of cities: bringing some of the world’s most forward-thinking urban centres together and creating a space for debate, shared-learning and collaboration.

The ability to draw on insight from partners around the world allows us to confront and challenge preconceptions about what works for physical activity and sport, and the ways in which well-crafted interventions can have a meaningful impact on the lives of Londoners.”

“ACW has given us the opportunity to work with, share ideas and learn from other cities as we all strive to address the growing global issue of inactivity. Portas have helped us use the data we have better, and to fill gaps in our knowledge, so that we can advocate more effectively and encourage more evidence-based decision making and investment for Auckland.”
“Sport Singapore collaborates with partners that enable us to constantly enhance our effectiveness in navigating the complexities of policy and delivery planning and design. Our participation in Active Citizen Worldwide has given us a common language with our colleagues in the health, economic and social sectors as we discuss the design and contribution of sport and physical activity, as well as a common platform to benchmark and learn from the network of participating cities.”

“Innovation and development are key words for the city of Stockholm to better meet the needs of the citizens. When resources and space are limited it is crucial to know how to create the highest value. ACW is a great way to use global knowledge for local achievements.”

3.9M POPULATION*
27% UNDER 25
41% OVER 60
55 PLANNING AREAS

0.9M POPULATION
25% UNDER 25
40% OVER 60
14 DISTRICT COUNCILS

*Citizens and permanent residents
ACTIVE CITIZENS WORLDWIDE
ANNUAL REPORT 2019

2019 EXECUTIVE SUMMARY

Last year’s ACW report started to quantify the positive impact of sport and physical activity on individuals’ health and wellbeing. We showed that this impact extends beyond individuals, to communities and society more broadly, helping to mitigate some of the growing social challenges faced by cities.

However, participation in physical activity is in part driven by money, time and access – and hence the benefits of sport and physical activity are not shared equally. Unaddressed, this will only contribute to a widening of social inequality.

Now in our second year of ACW, compelling evidence from our participating cities is shedding light on the complex systemic interplay between socio-economics, demographics, policy, and physical activity consumption.

We believe this growing understanding will enable cities to ensure all segments of society can participate in sport and physical activity, and in doing so help to create a happier, healthier and wealthier city.

Analysis from Singapore has shown that:

• For every 1 hour spent doing sport = 48 minutes spent with others
• For every 1 hour spent doing non-sport exercise = 23 minutes spent with others

Policy-makers should identify opportunities to secure wider social impacts through encouraging activities that boost social interaction and impact.

PHYSICAL ACTIVITY MAKES YOU HAPPIER AND HEALTHIER, WITH SIGNIFICANT WIDER BENEFITS TO THE CITY

ACW analysis shows that physically active individuals are:

• 6% happier
• 28% more trusting of community
• 6% higher life satisfaction
• 14% less psychologically distressed

Across the 4 ACW cities:

• 4,400 lives saved
• US$1.6 billion healthcare savings
• 3.2 million sick days prevented
• US$14 billion economic contribution
• 65,000 jobs created

THE TYPE OF ACTIVITY INFLUENCES THE OUTCOME AND IMPACT FOR SOCIETY

Source: Portas analysis
HOWEVER, SPORT AND PHYSICAL ACTIVITY REFLECTS SOCIAL INEQUALITIES

Across all 4 ACW cities, socio-demographic trends highlighted last year have been confirmed:

• Well-off individuals are up to 1.7 times more likely to be active than those less well-off
• Men are more likely to be active than women – though the gap has closed significantly in Singapore since 2016
• Inequality is often exacerbated by age - well-off individuals aged 25-49 are almost twice as likely to be active than those less well-off of the same age in Auckland
• In London, higher levels of activity among the well-off is accounted for by difference in recreational and sporting activity versus functional activity (walking for travel)

ACCESS TO FACILITIES PLAYS A KEY ROLE

• In London and Singapore, there is a clear relationship between the availability of public facilities and levels of physical activity among the least well-off
• Across all cities, access to facilities is related to activity – with more active areas on average having up to 2.5 times more facilities (public and private) than less active areas

MOTIVATION AND WILLINGNESS IS OFTEN NOT THE REASON

• There is a high level of willingness to participate among the inactive – over 60% of insufficiently active people in London say they enjoy exercise
• In Singapore around 18% of the population are currently insufficiently active but want to participate in sport regularly

Source: Portas analysis
CONTENTS

1 WHAT IS ACW?
   Data-driven, insight-led policy-making

2 WHAT IMPACT IS PHYSICAL ACTIVITY HAVING?
   Making the case for investment

3 WHO IS PHYSICALLY ACTIVE, WHO ISN’T AND WHY?
   Generating impact through insight-led policy

4 HOW CAN POLICY-MAKERS INCREASE PHYSICAL ACTIVITY?
   Generating impact through insight-led policy

5 WHAT IS NEXT?
   Reflecting on learnings and looking forward
There is a global opportunity to better harness the power of sport and physical activity.

Cities are facing a multitude of complex challenges, from widespread increases in obesity, an ageing population, mental health crises and social inequalities. Physical activity can help cities address these challenges and deliver positive change at an individual, community and society level.

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ACW PROVIDES DATA-DRIVEN INSIGHTS ON THE DRIVERS AND OUTCOMES OF PHYSICAL ACTIVITY

**WHAT IS ACW?**

**WHAT IMPACT IS PHYSICAL ACTIVITY HAVING?**

**HOW CAN POLICY-MAKERS INCREASE PHYSICAL ACTIVITY?**

**WHO IS PHYSICALLY ACTIVE, WHO ISN'T, AND WHY?**

**DRIVERS**

**CITY PROFILE**
- AGE
- GENDER
- ETHNICITY
- EDUCATION
- SOCIO-ECONOMIC
- LIFESTYLE
- MINDSETS
- ENVIRONMENT

**SPORT & ACTIVITY POLICY**
- FACILITIES
- INFRASTRUCTURE
- WORKFORCE
- EVENTS
- PROGRAMMES
- CAMPAIGNS

**OUTCOMES**

**ECONOMIC**
- CONSUMPTION
- JOB CREATION

**HEALTH**
- DISEASE INCIDENCE
- PRODUCTIVITY GAIN
- IMPROVED QUALITY OF LIFE
- DEATH PREVENTION

**SOCIAL**
- INDIVIDUAL WELLBEING
- SOCIAL COHESION
- SOCIAL CONFIDENCE
- EQUITY

**MONETARY IMPACT**
- INVESTMENT

**PHYSICAL ACTIVITY**

**WHO IS PHYSICALLY ACTIVE, WHO ISN'T, AND WHY?**

**WHAT IMPACT IS PHYSICAL ACTIVITY HAVING?**

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**WHAT IS ACW?**

**ACW PROVIDES DATA-DRIVEN INSIGHTS ON THE DRIVERS AND OUTCOMES OF PHYSICAL ACTIVITY**
IN THE SECOND YEAR OF ACW, WE HAVE PROGRESSED THE INITIATIVE ON ALL FRONTS

Achievements in Year 1

- **3 cities** - London, Auckland and Singapore - **came together as Founding Cities** to launch the initiative
- Initial findings emerged –
  1. The effect of income and age-specific factors on activity
  2. The measurable social impact of sport and physical activity
  3. The need to move away from a binary threshold definitions of physical activity
- **Data** was gathered from each city and the first comprehensive modelling of physical activity outcomes for cities was created and tested
- Cities came together during our **first ACW Conference in London** and presented at the **2018 World Cities Summit in Singapore**

Developments for Year 2

- **Stockholm** joined the ACW network, introducing a Scandinavian perspective to the model, more data and greater comparative insights
- Cities have led **knowledge sharing** through bi-lateral meetings, quarterly city calls and 10 hours of virtual working sessions to dissect and discuss comparative findings
- **Refinement of the intervention impact assessment**, extension of the outcome modelling (introducing 3 additional disease categories and introduced social impact categories), and conducted detailed geospatial mapping
- Deep dives into **active travel and children & young people**, as well as a new social framework and the first set of longitudinal analysis
- **More cities**
ACW IS HELPING TO CHANGE PHYSICAL ACTIVITY POLICY-MAKING

ACW is helping to encourage a culture of data-driven, insight-led policy-making in cities.

ACW provides member cities with a comprehensive package of detailed analyses, actionable insights, day-to-day tools for policy-making, and access to a network of cities to share knowledge and battle-tested learnings.

**CITY REPORT**
Detailed city-specific analyses and insights on drivers and outcomes of physical activity

**INTERACTIVE DASHBOARD**
Bespoke online dashboard enabling cities to undertake own analysis and develop materials

**COMPARATIVE ANALYSIS**
Comparative multi-city analysis to identify common challenges, global trends and best practices

**ONGOING BEST PRACTICE SHARING**
Programme of events, webinars, working sessions and bilateral meetings to share, learn and collaborate

ACW HAS ALREADY HAD AN IMPACT ON CITIES

**MAKE BETTER POLICY DECISIONS**
Through deeper understanding of physical activity and policy

**SECURE MORE FUNDING**
Through compelling evidence of health, social and economic impact

**ALLOCATION OF NZ$120M**
To sport and recreation 10-year budget after ACW shows annual contribution of $1.9bn to the Auckland economy

**LEAD THE GLOBAL CONVERSATION**
Through a network of like-minded cities developing insights and sharing knowledge

**MAKE BETTER POLICY DECISIONS**
Through deeper understanding of physical activity and policy

**LEAD THE GLOBAL CONVERSATION**
Through a network of like-minded cities developing insights and sharing knowledge

**RE-EVALUATING LOCAL FUNDING APPROACH**
Based on ACW providing an insight-informed view of areas of opportunity

**ALLOCATION OF NZ$120M**
To sport and recreation 10-year budget after ACW shows annual contribution of $1.9bn to the Auckland economy

**LEADING THINKING ON**
Social resilience through sport and physical activity; e.g. dedicated session at the world cities summit

**SECURE MORE FUNDING**
Through compelling evidence of health, social and economic impact
2. WHAT IMPACT IS PHYSICAL ACTIVITY HAVING?

Quantifying the value of physical activity helps us understand its true power, and why it is so important to cities.

ACW’s outcome modelling helps cities to:

1. Demonstrate a return on investment and make the case for further investment into sport and physical activity
2. Ensure governments and cities invest the right amount into sport and physical activity policy
3. Create a platform for discussion and collaboration with stakeholders across the system (e.g. health and education)
4. Provide evidence for public messaging and campaigns promoting the value of sport and physical activity
WHAT IMPACT IS PHYSICAL ACTIVITY HAVING?

**US$4bn**
Average annual value generated by physical activity per ACW city

**US$1,900**
Average annual value generated by each physically active individual in an ACW city
ECONOMIC IMPACT

Participant consumption

US$9.9bn

Workforce contribution

US$4.0bn

65k+ Full-time jobs created

The combined annual economic contribution of physical activity across the 4 cities is almost US$14bn.

This is 40 times greater than the current level of local government investment into physical activity in London.

Physical activity contributes to the economy in two main ways:

1. Participant consumption = the direct consumption of goods and services + indirect benefits to upstream industries involved in the production process of sports goods and services

2. Workforce contribution = the additional workforce required to support participation

Source: [1] Ministry of Housing, Communities and Local Government, UK

Note: All figures represent annual impact.
Physical inactivity causes 1 in 10 deaths worldwide and has a critical role to play in improving the health of individuals.

We have modelled 10 disease groups whose relative risk is associated with physical activity, can be reliably calculated based on academic research:

Globally, 1 in 4 people suffer from a mental disorder and over two-thirds of those individuals never seek help from a health professional. Physical activity plays a vital role in reducing the burden on health infrastructure.

There are certain health profiles driving the positive impact of physical activity; diabetes contributes the most to health savings, whilst dementia sees most deaths prevented.

**Total health savings across all ACW cities (in $M)**

<table>
<thead>
<tr>
<th>Disease</th>
<th>Savings (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes (615)</td>
<td>1.6Bn</td>
</tr>
<tr>
<td>Osteoporosis (317)</td>
<td></td>
</tr>
<tr>
<td>Type II Diabetes</td>
<td></td>
</tr>
<tr>
<td>CHD (57)</td>
<td></td>
</tr>
<tr>
<td>Stroke (85)</td>
<td></td>
</tr>
<tr>
<td>Depression (183)</td>
<td></td>
</tr>
<tr>
<td>Endometrial Uterine Cancer (8)</td>
<td></td>
</tr>
<tr>
<td>Breast Cancer (18)</td>
<td></td>
</tr>
<tr>
<td>Colon Cancer (35)</td>
<td></td>
</tr>
</tbody>
</table>

**Total deaths prevented across all ACW cities**

- Depression (0)
- Dementia (1,671)
- Stroke (395)
- Type II Diabetes (126)
- Breast Cancer (325)
- Osteoporosis (286)
- Endometrial Uterine Cancer (35)
- Colon Cancer (420)

PREVENTION OF **DIABETES** IS THE **BIGGEST CONTRIBUTOR TO TOTAL HEALTH SAVINGS ACROSS CITIES** – THIS IS DUE TO THE FACT IT HAS THE HIGHEST PREVALENCE ACROSS ALL DISEASE GROUPS

PREVENTION OF **DEMENTIA** CONTRIBUTES TO THE **GREATEST REDUCTION IN DEATH ACROSS CITIES** – **DEMENTIA HAS THE GREATEST RELATIVE RISK IMPACT AS WELL AS ONE OF THE HIGHEST RATES OF TOTAL DEATHS**

*All health savings have been converted in to USD using exchange rate correct as of 3/7/2019; Dementia and Osteoporosis Source: Active Lives Survey May 2017/18, NSPS 2018 survey, Health Stockholm 2014, Active NZ 2018; Portas analysis.*
The social impact of sport and physical activity has the power to transform both individuals and societies. This year has seen the creation of a new social resilience framework, which focuses on four key components:

- **Individual Wellbeing**: Increase in self-rated happiness through physical activity.
- **Social Confidence**: Reduction in crime through activity + increased trust in others.
- **Social Cohesion**: Total hours of positive interaction through physical activity.
- **Equity**: Increased educational performance through physical activity.

**Social Impact**

- **1.6bn** Hours of positive interaction
- **600** Crimes prevented
- **Up to 6%** Increase in happiness
- **Up to 28%** Increase in social trust
- **$61M** GDP growth driven by increased education performance

Note: All figures represent annual impact.
Each ACW city shows the unique positive social outcomes of physical activity

Physically active individuals are happier, and trust others more.

Responses to "how happy did you feel yesterday?" (10 is extremely happy), and to "to what extent do you agree or disagree: that most people in your local area can be trusted?" (5 is strongly agree)  
Source: ALS 2017-18

Physically active individuals have reduced risk of psychological distress.

Level of psychological distress assessed using the GHQ-12 Score  
Source: Health Stockholm 2014

Physically active individuals report higher levels of life satisfaction.

Responses to "how do you feel about your life as a whole? (10 is completely satisfied)  
Source: Active NZ 2018

Individuals participating in sport generate more positive social interaction.

Source: NSPS 2018

<table>
<thead>
<tr>
<th>Activity</th>
<th>Done with others</th>
<th>Done alone</th>
<th>64 hours</th>
<th>52 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Sports</td>
<td>185 hours</td>
<td>121 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-sport Exercise</td>
<td>46 hours</td>
<td>46 hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. WHO IS PHYSICALLY ACTIVE, WHO ISN’T AND WHY?

Understanding the physical activity landscape and the associated inequalities is the first step to getting more citizens active.

Across all 4 ACW cities, trends highlighted last year have been confirmed:

- Well-off individuals are up to 1.3 times more likely to be active than those less well-off
- Men are more likely to be active than women – though the gap has closed significantly in Singapore since 2016
- Inequality is often exacerbated by age - well-off individuals aged 25-49 are almost twice as likely to be active than those less well-off of the same age in Auckland
## WHO IS PHYSICALLY ACTIVE, WHO ISN’T AND WHY?

### HOW DO WE MEASURE PHYSICAL ACTIVITY?

<table>
<thead>
<tr>
<th>4 TYPES OF ACTIVITY RECOGNISED BY WHO*</th>
<th>DEFINITION</th>
<th>INCLUDED IN THIS REPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXERCISE</strong></td>
<td>Planned, structured and repetitive activity, aiming to improve one or more components of physical fitness</td>
<td>✓ IN ALL DATA SETS</td>
</tr>
<tr>
<td><strong>ACTIVE TRAVEL</strong></td>
<td>Physical activity occurring when getting to and from places, through either walking or cycling</td>
<td>✓ ONLY IN CASE STUDIES</td>
</tr>
<tr>
<td><strong>HOUSEHOLDchores</strong></td>
<td>Physical activity which occurs when carrying out normal household chores, requiring energy expenditure</td>
<td>✗ NOT INCLUDED</td>
</tr>
<tr>
<td><strong>ACTIVITY AT WORK</strong></td>
<td>Physical activity occurring in the work place, which requires energy expenditure</td>
<td>✗ NOT INCLUDED</td>
</tr>
</tbody>
</table>

*World Health Organisation (WHO)*

#### ACTIVE OR INACTIVE?

For ACW 2019, we define being **physically active** as doing...

150+ minutes of moderate-intensity equivalent* exercise every week

Levels of physical activity reflect the percentage of individuals achieving the WHO 150-minute standard through exercise-only (vs. all types of activity in WHO definition).

*150 minutes of moderate intensity or 75 mins of vigorous intensity or a combination of both

This report focuses on exercise data. Data on active travel is used in some instances to provide a specific insight for a city – this will be clearly stated in the report.

This report does not include any data on physical activity conducted through household chores or activity at work.

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**THE PHYSICAL ACTIVITY TRENDS WERE DERIVED FROM THE ANALYSIS OF THE FOLLOWING SURVEY FOR EACH CITY:**

- Singapore: National Sports Participation Survey 2018 (Sport Singapore)
- London: Active Lives Survey 2017-18 (Sport England)
- Auckland: Active NZ 2018 (Sport New Zealand)
- Stockholm: Stockholm Health Survey 2014 (Center for Epidemiology and Community Medicine, Region Stockholm)
HOW ACTIVE WERE CITIES IN 2019?

46% of adults (18+) complete 150+ minutes of exercise per week* across the 4 ACW cities

*Completing 150+ Moderate Intensity Equivalent (MIE) minutes of exercise per week.

Across Auckland, London and Singapore

~73,000 MORE ACTIVE INDIVIDUALS COMPARED TO ACW 2018

Stockholm is new to the ACW network, as such there is no comparison data with 2018 report.
Source: NSPS 2018, ALS 2017-18, Sport NZ; 2015 GLA Population Census
WE CONTINUE TO SEE SIMILAR SOCIO-DEMOGRAPHIC TRENDS FROM LAST YEAR

SOCIO-ECONOMIC STATUS

Activity gap

Indexed Physical Activity Levels

Auckland 1.7x 1.2x 1.1x 1.2x
London 1.2x 1.1x
Singapore 1.1x 1.2x
Stockholm 1.3x 1.0x

Socio-economic status:
- Low
- Medium
- High

Ethnic majority
- Auckland 1.4x
- London 1.3x
- Singapore 0.9x

Ethnic groups:
- Ethnic majority
- Other ethnic group

Gender

Activity gap

Indexed Physical Activity Levels

Auckland 1.2x
London 1.1x
Singapore 1.3x
Stockholm 1.0x

City

Auckland
London
Singapore
Stockholm

Age

18-24
25-44
45-64
65+

ETHNICITY

GENDER

Individuals from a lower socio-economic background can be up to 1.7x less likely to be active than those from a higher socio-economic background. This trend is observed in most cities across most age groups.

WHO IS PHYSICALLY ACTIVE, WHO ISN’T AND WHY?

THE GENDER GAP IS MORE PRONOUNCED AMONG CERTAIN ETHNICITIES ACROSS ALL CITIES

In London, Auckland and Singapore, we see a consistent gender gap with men more active than women.

Overlaying the lens of ethnicity, there are quite significant differences in the gender gap across different ethnic groups.

In Singapore, the increase in women’s participation since ACW 2018 has been the result of Chinese women increasing participation through walking, jogging and fitness classes.

The implication for policy-makers is the need to potentially target policy and programming not just at women, but being more targeted to the needs of specific ethnic groups.

Source: NSPS 2018, ALS 2017-18, Active NZ 2018
An important insight for policy-makers is to understand the interaction between motivations and barriers – who wants to be active but can’t, and who doesn’t want to be active even if they can. In London and Auckland, we see that ethnic groups with lower levels of physical activity (Pacific and Asians in Auckland, Asian and Black in London), actually show higher levels of motivation to be active than other groups – thereby suggesting that the lack of interest is not the reason for lower participation.

A LARGE PROPORTION OF NON-ACTIVE INDIVIDUALS WANT TO TAKE PART IN PHYSICAL ACTIVITY, ESPECIALLY FROM ASIAN AND BLACK COMMUNITIES

The challenge for policy-makers is to understand to what extent inactivity is due to supply constraints that can be addressed by making sport and physical activity more affordable, more attractive and more accessible, vs. demand constraints - i.e. people preferring to spend their time on other things or being afraid to take part.

While the motivation analysis points to potential supply-side constraints, deep-insight projects such as the UK’s ‘This Girl Can’ campaign will be critical to get underneath what is at the heart of “not enough time”.

1 This Girl Can is a nationwide campaign in the UK launched in 2015 by Sport England to get women and girls moving, regardless of shape, size and ability. It celebrates “active women who are doing their thing no matter how they do it”, having identified that the fear of judgement by others is the primary barrier holding women back from participating in sport.
LOOKING BEYOND EXERCISE

A CASE STUDY ON ACTIVE TRAVEL IN LONDON

Active travel – mainly walking, running and cycling to get from A to B – is a critical part of the urban physical activity landscape.

29%

ALMOST A THIRD OF TOTAL MINUTES OF PHYSICAL ACTIVITY IN LONDON IS ACTIVE TRAVEL (WALKING & CYCLING FOR TRAVEL)

Investment in active travel infrastructure is likely to benefit all age groups.

<table>
<thead>
<tr>
<th>Age group</th>
<th>Walking for travel</th>
<th>Cycling for travel</th>
<th>Other activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>24%</td>
<td>5%</td>
<td>71%</td>
</tr>
<tr>
<td>25-44</td>
<td>24%</td>
<td>7%</td>
<td>69%</td>
</tr>
<tr>
<td>45-64</td>
<td>22%</td>
<td>6%</td>
<td>72%</td>
</tr>
<tr>
<td>65+</td>
<td>23%</td>
<td>2%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Average minutes in active travel

Watford

Dartford

During a week, individuals living in inner London complete...

1.2X MORE MINUTES OF WALKING FOR TRAVEL
2.4X MORE MINUTES OF CYCLING FOR TRAVEL

...than outer London residents

This is in line with the Mayor of London’s Transport Strategy’s aim around Active Travel: 80% of journeys in London to be undertaken by walking, cycling or public transport by 2041.

Source: ALS 2017-18

London CASE STUDY

50 WHO IS PHYSICALLY ACTIVE, WHO ISN'T AND WHY?
4. HOW CAN POLICY-MAKERS INCREASE PHYSICAL ACTIVITY?

Insights from data, analysis and global best practices will allow policy-makers to understand what is working and what isn’t in their cities. With limited resources, building on what works and getting the maximum impact for every dollar invested will be critical in our bid to increase physical activity.

The largest investment in most cities is facilities and there is clear evidence of their impact and importance:

- In London and Singapore, there is a clear relationship between the availability of public facilities and levels of physical activity among the least well-off.
- In London, higher levels of activity among the well-off is accounted for by higher levels of recreational and sporting activity versus functional activity (walking for travel).
- Across all cities, access to public and private facilities is correlated with levels of activity – with more active areas on average having up to 2.5 times more facilities than less active areas.
How can policy-makers increase physical activity?

Focus of intervention
benchmarking due to
data availability

Greatest depth
of data available
across all cities

Facilities

Varying levels of data
available per city

Workforce
Programmes
Infrastructure
Events

Auckland collects data from cycle lane usage
London is in communication with the major transport provider (TFL)
Stockholm collects data on participation events
Singapore digital team collects information on online engagement with campaigns

Limited data available

Campaigns
Investment

In future years of ACW we will work together to gather additional data sources

ACW intervention analysis has a strong focus on facilities, with scope for further development in other areas.
COST AND TIME: BARRIERS TO ACCESS TO SPORT AND RECREATIONAL FACILITIES

Reinforcing the findings from London last year, we have evidence from Singapore that links the availability of public facilities to the activity level of the least affluent segments.

In Singapore, the activity level of the lowest income groups were correlated with the number of public facilities.

Last year, we found that in London the relative impact of the number of public facilities increased as affluence declined.

Source: NSPS 2018, ALS 2016-17
The impact of facility access is also reflected in the physical activity profiles of different groups.

In London, when we include active travel, we start to see the difference between the way individuals from different backgrounds engage with physical activity.

Less affluent individuals do less total physical activity, but proportionally a much larger amount of “walking for travel”.

The different levels of functional physical activity versus recreational physical activity points to:
- Cost barrier to sport and recreational activity – with implications for the provision of free/low cost opportunities to be active
- Time barrier to sport and recreational activity – with the implication of location of facilities (near work, near home)

The chart below shows the proportion of total MIE minutes completed through active travel by deprivation.

- Overall Least Affluent (bottom third) - 29%
- Least Affluent (bottom third) - 33%
- Most Affluent (top third) - 24%

Active travel among females is more impacted by deprivation level than this difference is even more pronounced for women.

Source: ALS 2017-18
UNDERSTANDING THE IMPACT OF INTERVENTIONS ACROSS CITIES

The Demographically Adjusted Performance (DAP) Index assesses which local areas are over- or underperforming relative to their demographic profile, calculating the difference between their actual and predicted physical activity levels. Incorporating data from facility planning teams, the DAP has enabled cities to evaluate the impact of the availability of different types of facilities on the physical activity performance of local areas.

**AUCKLAND**

Number of parks, sport fields or reserves per sq km

- Average for over-performing local areas: 3.16
- Average for under-performing local areas: 2.88

DIFFERENCE BETWEEN OVER-PERFORMING AND UNDER-PERFORMING LOCAL AREAS

**STOCKHOLM**

Free-public access facilities** per 1,000 people

- Average for over-performing local areas: 0.64
- Average for under-performing local areas: 0.32

**LONDON**

Commercially owned fitness suites/studios* per 1,000 people

- Average for over-performing local areas: 0.29
- Average for under-performing local areas: 0.17

**SINGAPORE**

Private facilities per 1,000 people

- Average for over-performing local areas: 0.20
- Average for under-performing local areas: 0.08

*Defined by Active Places Power as Registered Membership Use facilities; **Defined by Stockholms Stad as “spontaneous” facilities


DIFFERENCE BETWEEN OVER-PERFORMING AND UNDER-PERFORMING LOCAL AREAS
A key part of ACW is the network of knowledge – and we are building up a collective library of best practices and success stories from the cities. Here we share a few highlights from this year.

**AKTIVE AUCKLAND – GOOD SPORTS**

- The Auckland Approach to Community Sport focuses on building systems rather than direct delivery
- Good Sports spine was introduced to support behaviour change of adults in children’s sport
- 4,070 adult influencers have attended workshops, with 94% of attendees saying the programme had influenced their attitudes towards children’s sport
- 220 sector members now trained as Good Sports Developers and Champions

**LONDON – WORKING WITH SOCIAL PRESCRIBING**

- Funded by Sport England, London Sport launched a Social Prescribing Workforce Pilot to implement a physical activity training programme for Social Prescribing specialists across three London Local Authority areas
- The pilot saw 51 Social Prescribing specialists receive a cumulative 295 hours of targeted training in physical activity and sport interventions aimed at helping support some of London’s least active people to access physical activity interventions
- The project has subsequently secured £33,000 additional funding to support further project roll-out across London
The Sporting Friday initiative, a free evening sport programme, was launched in 2016 to engage residents living near the Woodlands Sport Centre. By 2019, the programme has expanded to 19 sport centres nationwide, with five of these evolving into a daily programme, Sporting Every Day. Activities, such as yoga, HIIT, Aqua Workouts etc., are designed for residents of different profiles and abilities and are held at outdoor spaces and in the swimming pools at the sport centres.

- Driven by need to more specifically target the least active groups e.g. young people aged 13-20 years old, especially girls
- Sports coordinators are specifically trained to initiate, develop and coordinate sports and exercise activities for this group
- They operate in specific areas, with lower socioeconomic status
- Creation of fun, relatable and targeted marketing content
- Has led to increases in participation from target group
5. WHAT IS NEXT?

2019 PROGRESS

- Stockholm joined the ACW network in 2019
- Presentations at international conferences and sharing with city networks beyond ACW
- Refinement of modelling methodology and deep-dives into active travel as well as children and young people

2020 TARGET

- More cities, increased collaboration, fresh perspectives and enhanced insights
- Collaboration with multinational organisations and city networks to maximise the reach and value of ACW
- Continued investment in new analysis, research and insight across the ACW model

2019 PROGRESS

- Bi-lateral conversations between ACW cities and their wider health ecosystem

2020 TARGET

- Broader, system-wide collaborations with health sectors, sports federations and transport authorities
- Focus on socio-economics and social value of sports and physical activity
- Incorporation of new and emerging trends, including active design and next gen sports

JOIN THE INITIATIVE

We welcome cities from all around the world to join the ACW network at any time - irrespective of their size, location, or level of advancement on the physical activity topic.

The only thing that matters is the commitment to work with other cities around the world to make a step change in physical activity levels, and ultimately the wellbeing of citizens.

If you are interested in joining the ACW network, or to find out more, email us at: info@activecitizens.world or go to www.activecitizens.world.