

Emerging trends in sport and physical activity in England

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Partnerships Lead

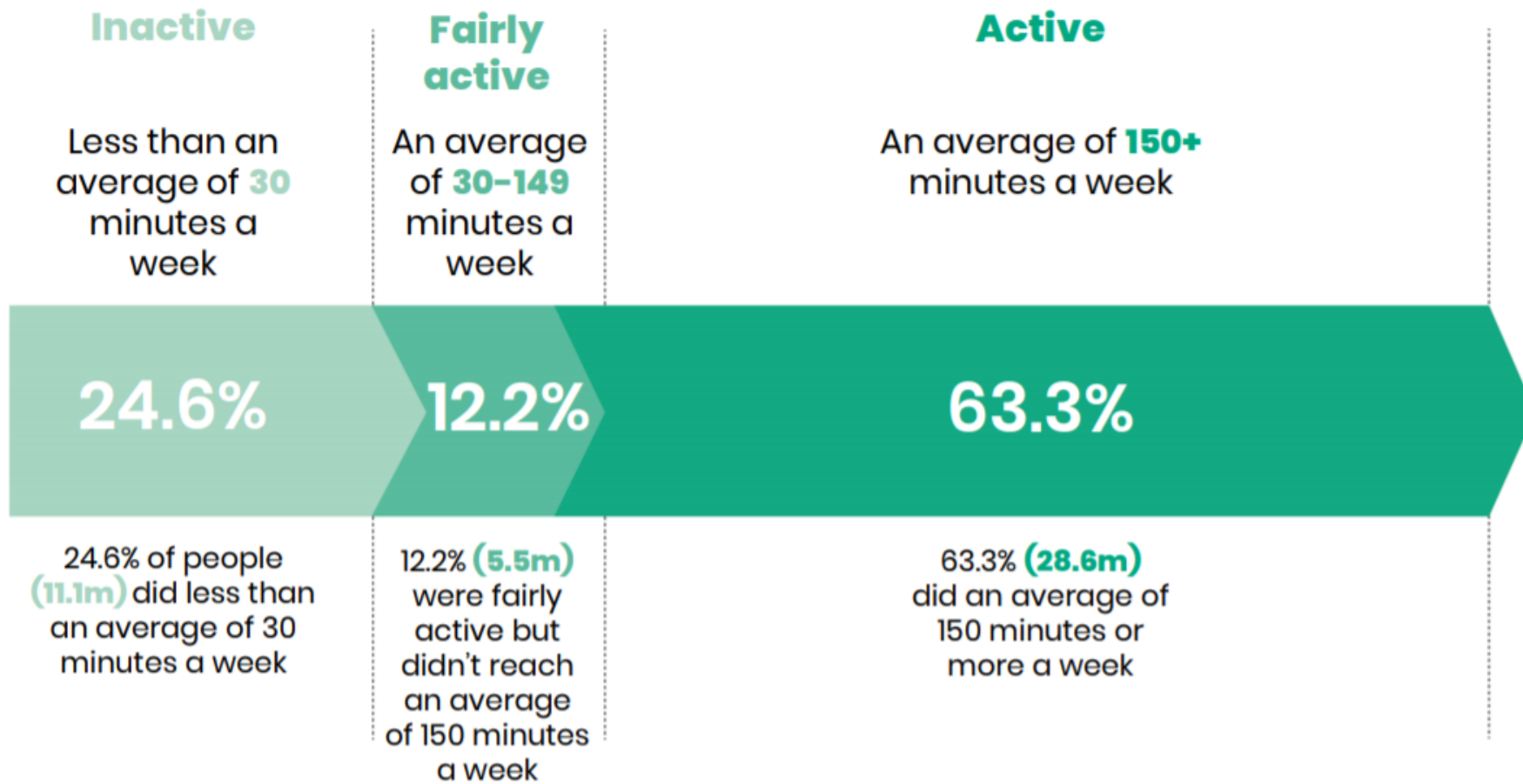
Market Development & Active Environments

Sport England

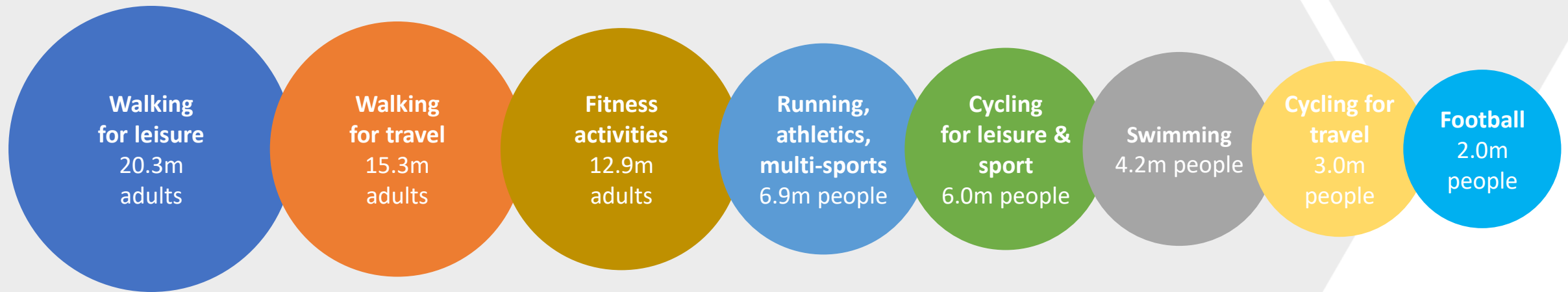


Prior to the pandemic, just over 6 in 10 adults were achieving 150+ minutes of activity a week

Active Lives adult survey Nov 18-Nov 19



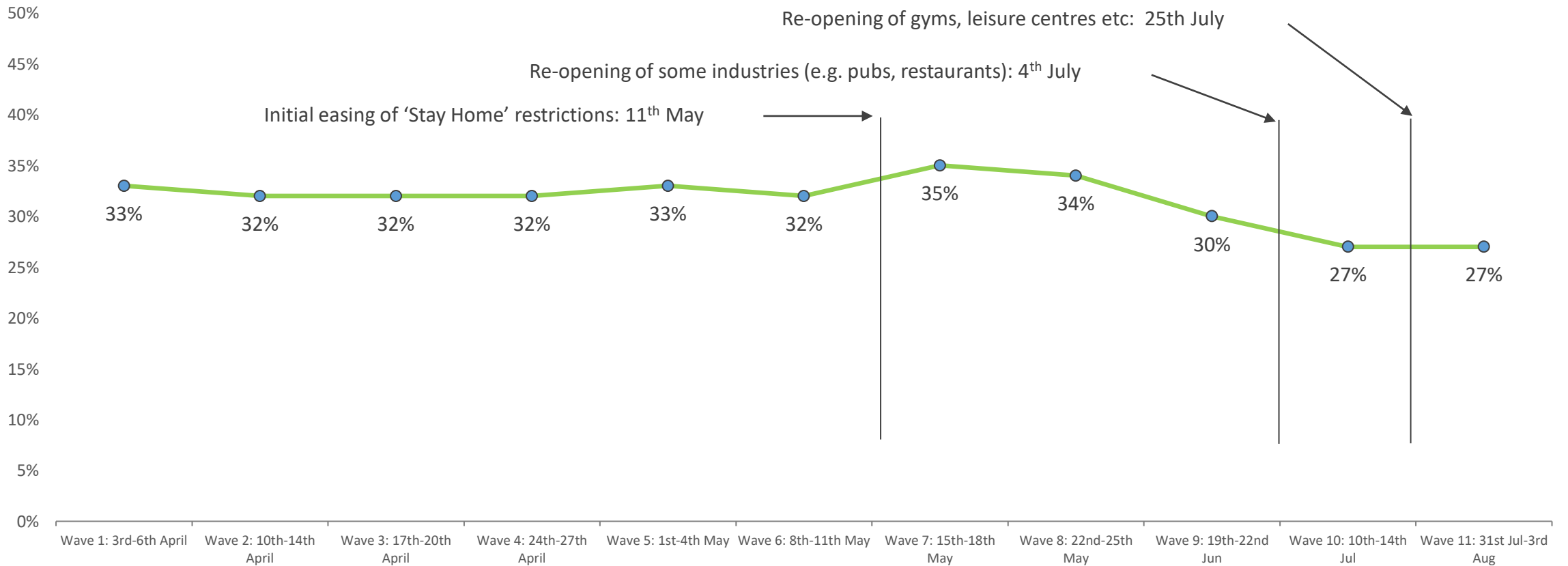
There are several major activities that have played a fundamental role in keeping the nation active



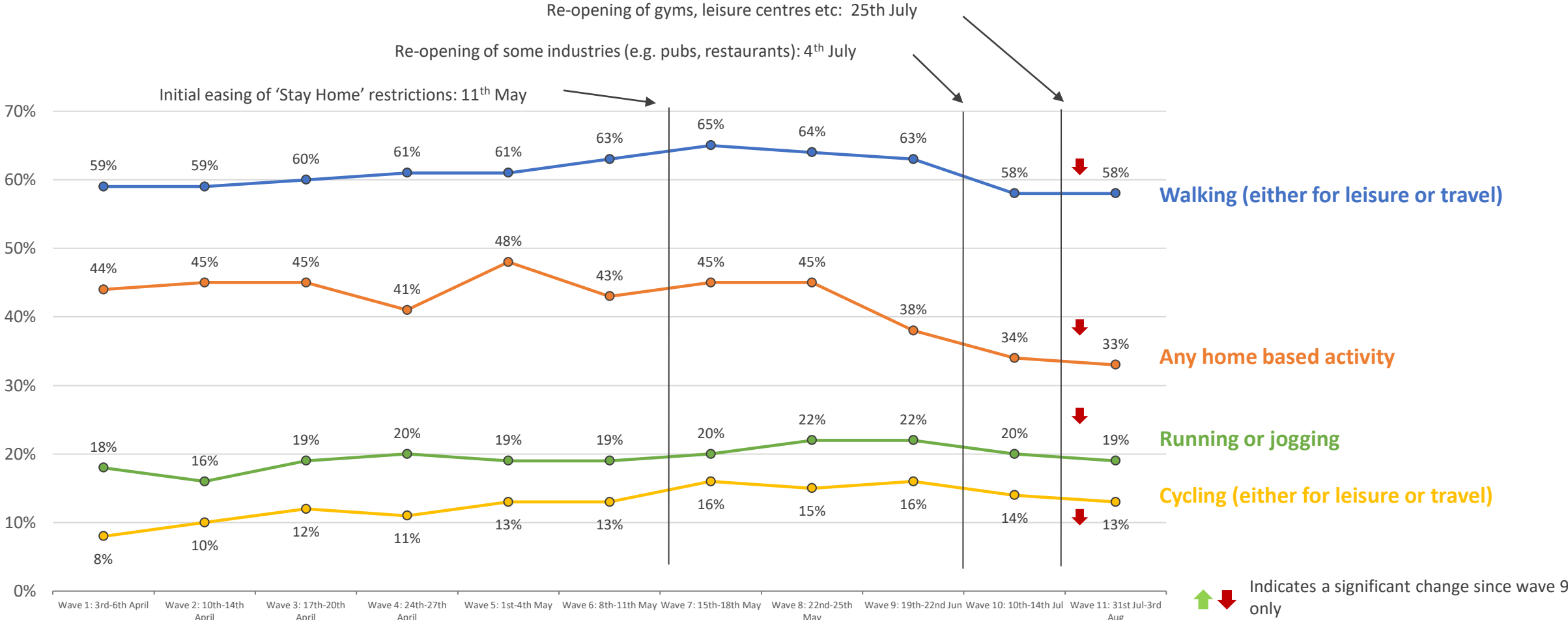
Physical activity during COVID-19

Levels of regular physical activity held up relatively well during lockdown and the initial easing of restriction, but have declined as society has begun to re-open

% of adults in England doing 30mins+ of physical activity on 5 days or more a week



Participation in some of the big activities has also declined in recent months – corresponding with the fall seen in the proportion of people doing regular physical activity



Source: Physical Attitudes and Behaviours Survey, Savanta ComRes, Waves 1-11.

Horizon Scanning: Futures Work

Trends for deep dive

FINAL TRENDS

Economy & Employment

- Individual Economy
- Multispeed Economy
- Evolution of Work

Technology & Connectivity

- Democratisation of Information
- Heightened Consumer Expectations
- Digital Leisure

Demographics

- Ageing Society
- Diversified Demographics
- Younger Lives

Society

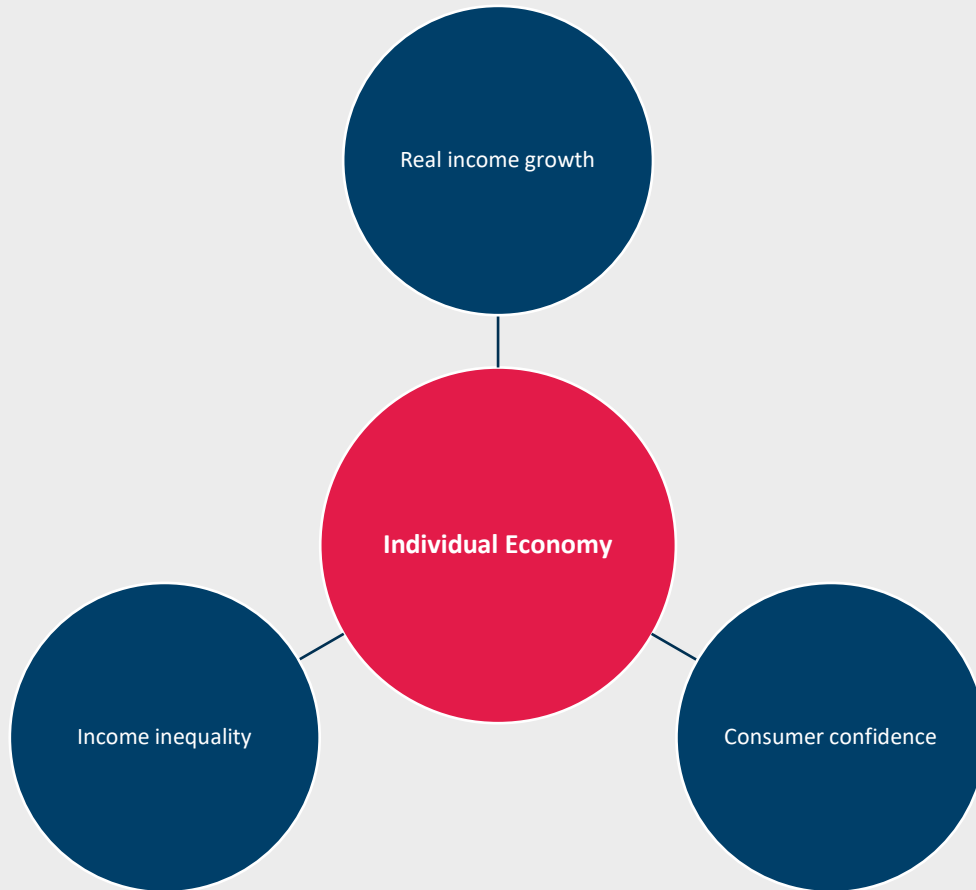
- Health and Wellbeing
- Social Equity
- Greener Lives

Community & Activity

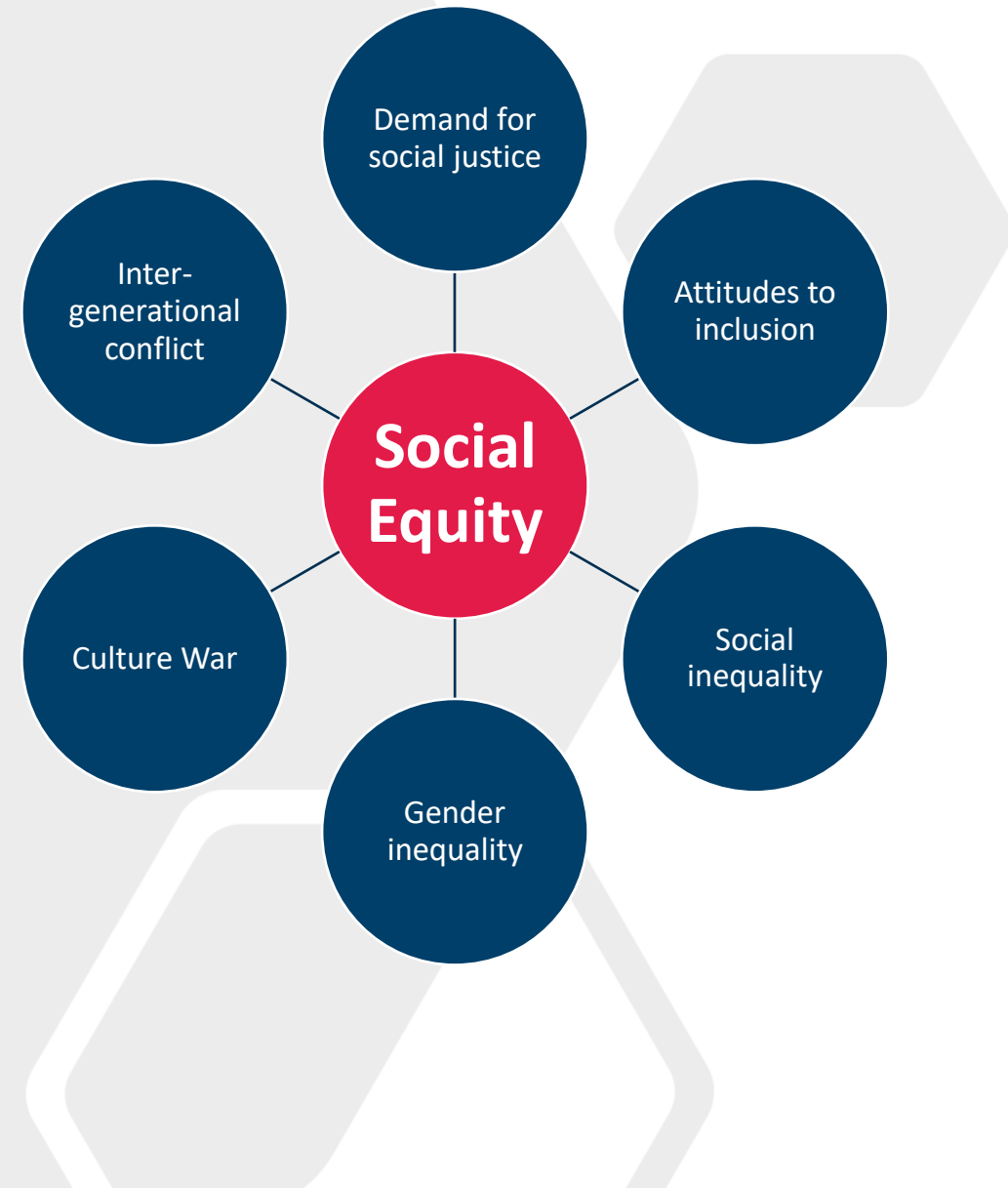
- Community
- Place and Space
- Active Travel



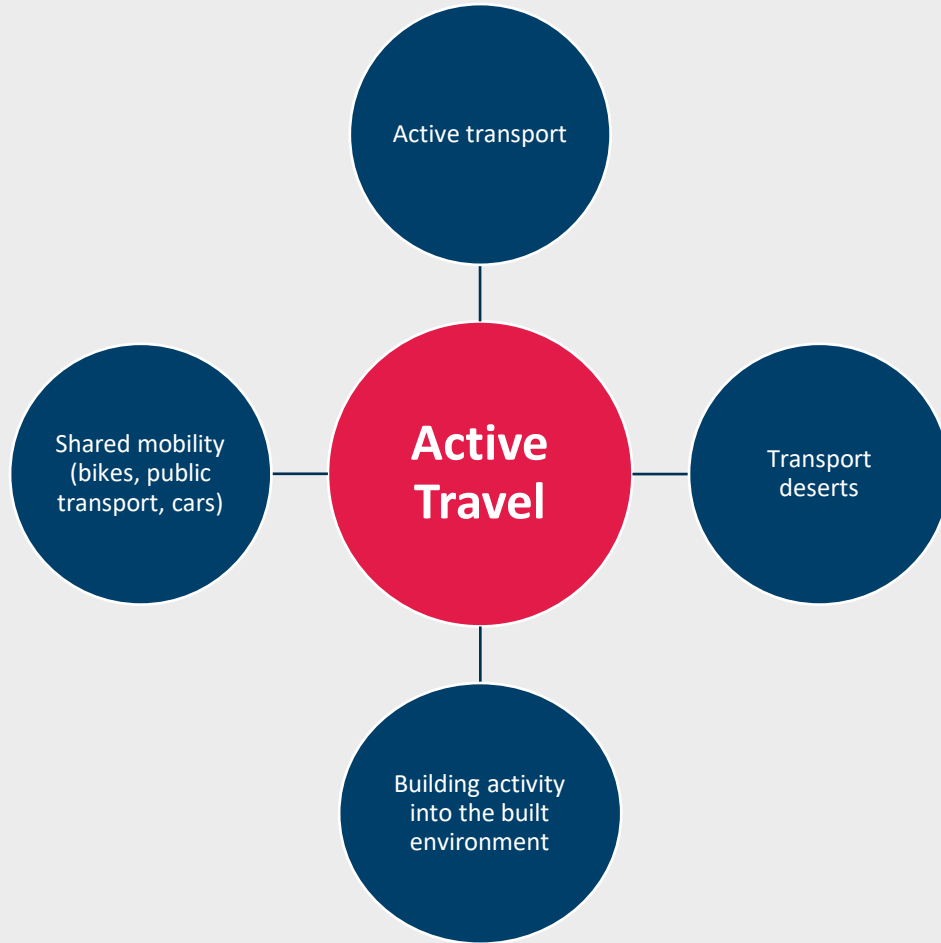
Individual Economy



Social Equity



Active Travel



So what

- Impact on the economic circumstances of different groups of people; implications on the ability and opportunity for people to spend time and money on leisure activities – including sport and physical activity.
- The social and economic inequalities affecting a person's opportunities to be active may well re-appear or widen in the aftermath of the pandemic
- As the size of certain groups who are currently under-represented in sport and physical activity continues to grow, institutions and organisations will be increasingly required to meet the needs of a much more diverse and 'less traditional' consumer.
- COVID-19 represents a significant opportunity to increase levels of walking and cycling



Thank you

