62.2%

26.6%

11.2%

Nov 21-22

Average adult activity levels

55%

29.6%

12.1%

56%

NS

SEC 8

**NS SEC** 

6-7

# How will we Measure Impact?

Our ways of working, success factors and metrics will demonstrate the impact we are making, as part of complex systems, in order to hard wire physical activity and increase activity levels.

With a range of local indicators in participation data, community and audience insight, behaviour change, strong relationships, a place-based and asset driven approach, will all combine to make a contribution to moving the dial on our set of high level metrics, and ultimately improve outcomes for residents.



#### Increasing physical activity

We aim to increase the levels of adults participating in 150+ minutes per week.

### Reducing physical inactivity

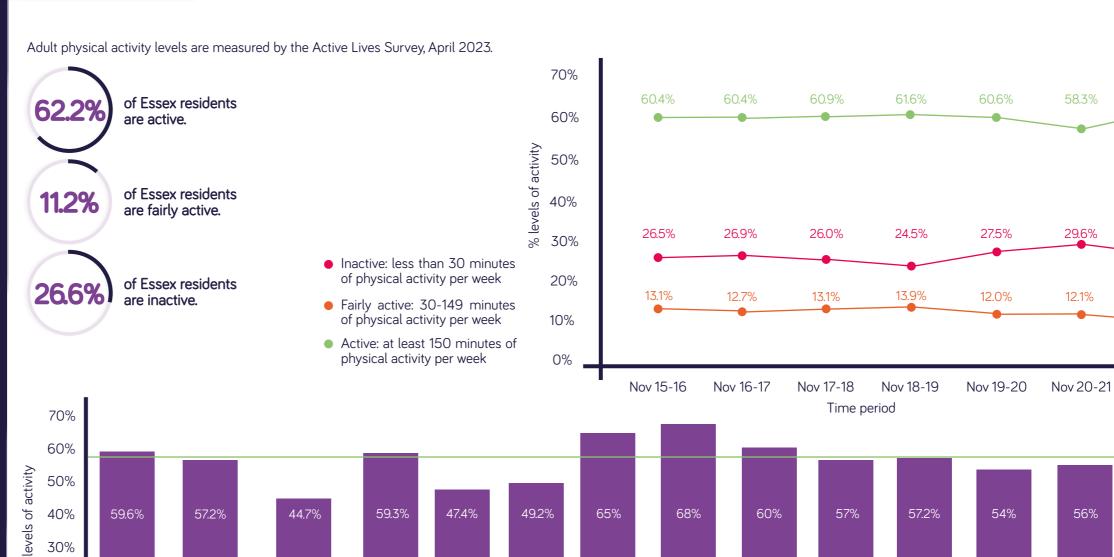
We aim to reduce the levels of inactivity among adults (participating in less than 30 minutes of physical activity per

## Narrowing, Inequalities

We aim to narrow the inequalities faced by underrepresented groups, reducing the gap between the average number of active adults overall and average number of active adults belonging to underrepresented groups.

#### **Improving** children's attitudes to physical activity

We aim to increase physical activity levels of children and young people, and increase their positive attitudes towards physical activity.





20%

10%

Males

of Essex children are active for 60+ minutes a day. This equates to 113,000 children

**Females** 

Disability/

LTHC

White

British

Asian

Black

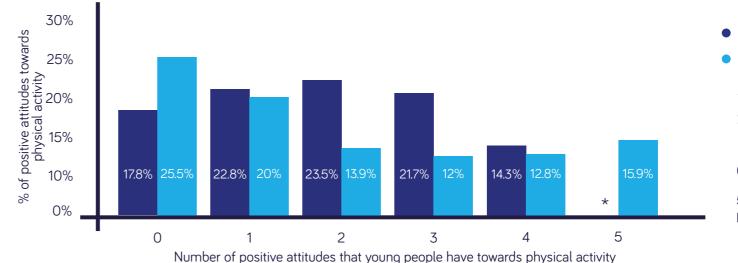
Mixed



of Essex children are active for 30-59 minutes day. This equates to 64.600 children.



of Essex children are active less than 30 minutes a day. This equates to 64,900 children.



**NS SEC** 

1-2

NS

SEC 3

NS

SEC 4

NS

SEC 5

3-6 school year children

NS

SEC 9

7-11 school year children

\*an additional attitude is asked to children in year

0 - No positive attitudes

5 - 5 positive attitudes to physical activity