



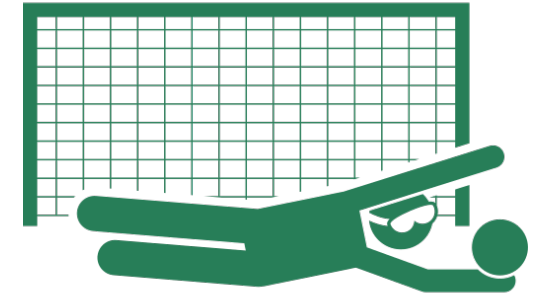
An overview of
Sport England's
Inequalities Metric
for adults



The Inequalities

Metric aims to tackle inequalities in sport and physical activity participation

The goal is to ensure that **everyone** can benefit from sports and physical activities



Nationally, **72%** of adults with **no inequality factors** meet the activity guidelines. This is only **40%** for those with **two or more inequality factors**



This new way of looking at things understands that people's personal traits and circumstances often overlap. It tries to give us a full picture of who faces the biggest challenges in being active.

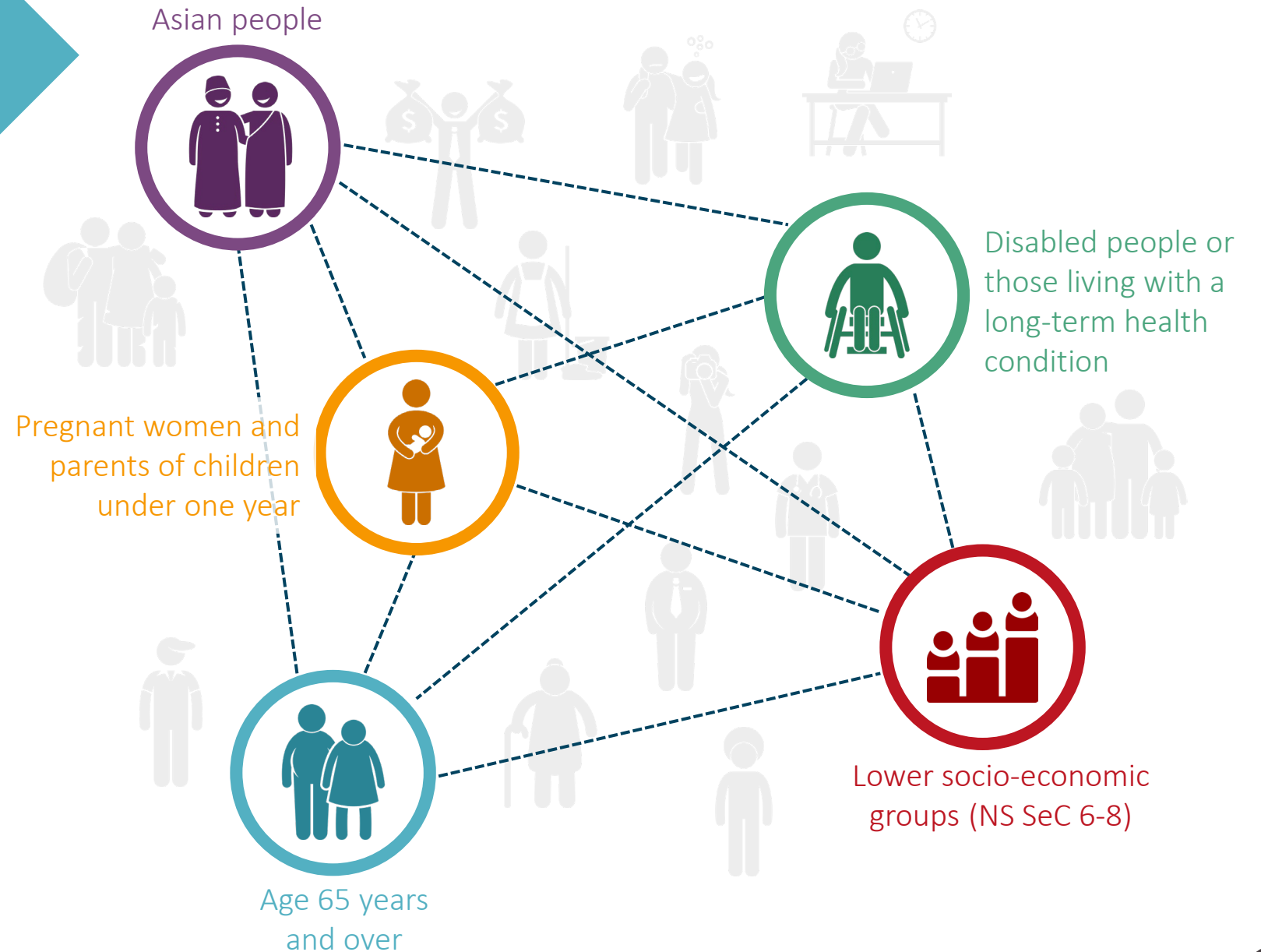


Key characteristics for adults

The Inequalities Metric has identified which characteristics or factors have the most impact on minutes of activity*

The key driver of lower levels of physical activity is where a person has **two or more characteristics associated with being less active**

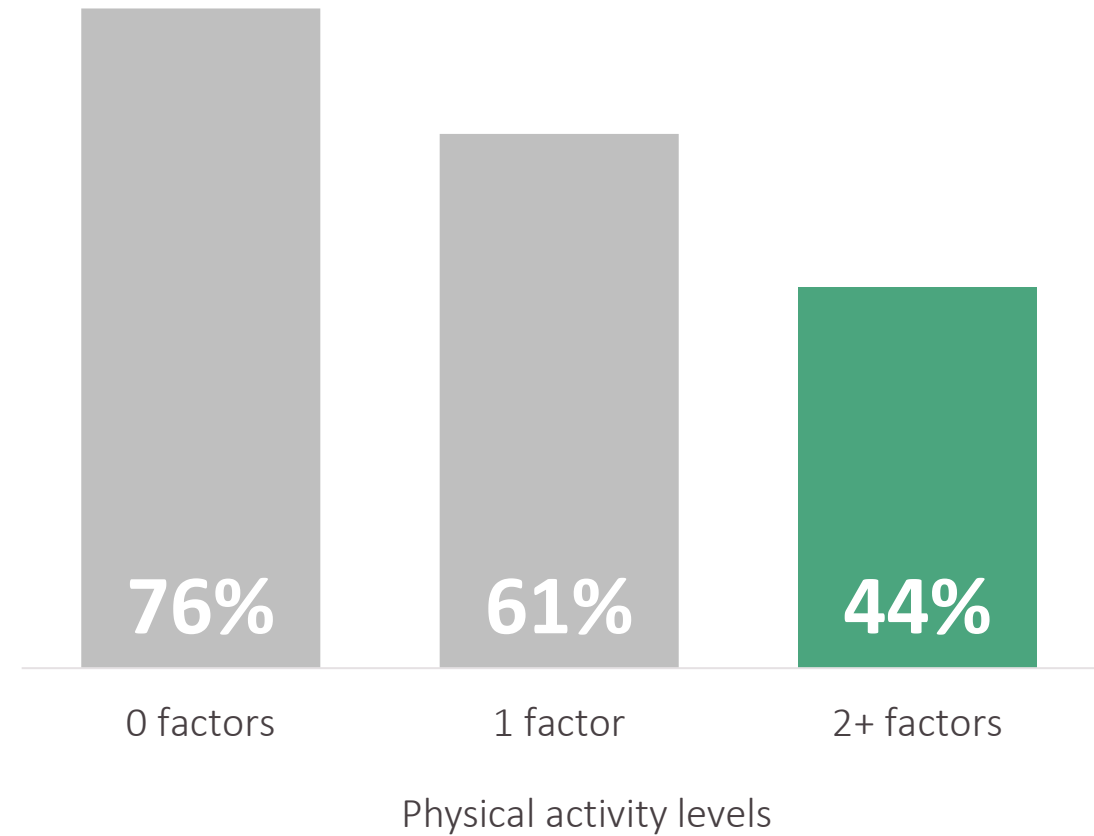
*These characteristics are different for children and young people



Activity levels in Hertfordshire as measured by the Inequalities Metric



Activity levels reduce as we experience more factors from the Inequality Metric



How Sport England use the Inequalities Metric

Applying the approach

- Sport England is **integrating** the Inequalities Metric into **decision-making processes**
- It is being used by Sport England to **shape campaigns, prioritise target audiences**, and **guide investment decisions**. It is also one of the **Place Needs Classification** metrics
- The metric will be **incorporated into future updates of their tools** to enable broader access and usage

Monitoring and collaboration

- The Inequalities Metric will aid in **monitoring disparities in sport and physical activity** at both national and local levels
- Sport England **encourage collaboration** and invite organisations and individuals to **explore how this model can enhance inclusivity** in sport and physical activities



Acknowledgements

This pack has been created by Press Red based on information shared from Sport England

Icons made by Leremy from www.flaticon.com

For further information please contact us at
martin@pressred.co.uk or liz@pressred.co.uk

