



Leap[!]

Priority areas of
greatest activity need

How we've arrived here

To have the biggest impact on improving lives through physical activity and sport, and reducing the number of inactive people, we all need to understand where the biggest challenges lie. We have identified the ward level areas across Bucks and MK that have the highest activity need.

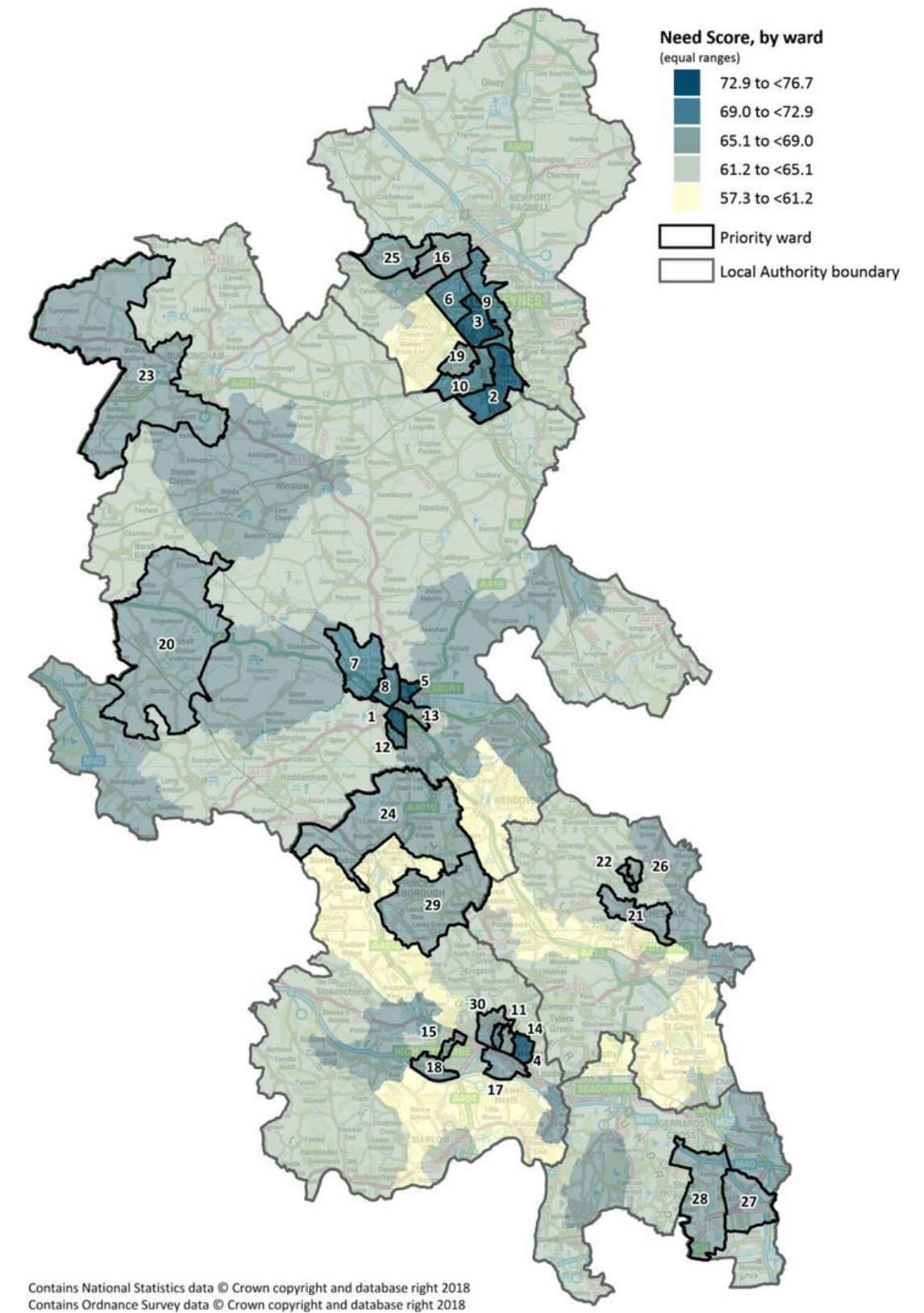
Activity need has been identified by mapping inactivity as per Active People Survey 6 (APS6) (latest lower area estimates), deprivation at ward level (as per national IMD) and cross referenced it with inactivity risk identified on 4Global's DataHub. This combines participation knowledge with population data modelled with the Experian segments to create an inactivity ranking per ward.

As a result 30 priority ward areas have been identified as having the highest activity need in Buckinghamshire and Milton Keynes. In terms of improving lives, these areas should be regarded as the most deserving of investment.

Priority areas

1	Southcourt (click for profile)	Aylesbury Vale
2	Bletchley East	Milton Keynes
3	Woughton & Fishermead(click for profile)	Milton Keynes
4	Micklefield (click for profile)	Wycombe
5	Elmhurst (click for profile)	Aylesbury Vale
6	Central Milton Keynes (click for profile)	Milton Keynes
7	Riverside	Aylesbury Vale
8	Gatehouse	Aylesbury Vale
9	Campbell Park & Old Woughton	Milton Keynes
10	Bletchley Park	Milton Keynes
11	Bowerdean	Wycombe
12	Walton Court & Hawkslade	Aylesbury Vale
13	Central & Walton	Aylesbury Vale
14	Totteridge	Wycombe
15	Oakridge and Castlefield	Wycombe

16	Stantonbury	Milton Keynes
17	Ryemead	Wycombe
18	Booker and Cressex	Wycombe
19	Bletchley West	Milton Keynes
20	Grendon Underwood & Brill	Aylesbury Vale
21	St Mary's and Waterside	Chiltern
22	Ridgeway	Chiltern
23	Tingewick	Aylesbury Vale
24	Icknield	Wycombe
25	Wolverton	Milton Keynes
26	Vale	Chiltern
27	Iver Heath	South Bucks
28	Wexham & Fulmer	South Bucks
29	Lacey Green, Speen and the Hampdens	Wycombe
30	Terriers and Amersham Hill	Wycombe



Future work in this area

Further work is being carried out to build understanding of these areas and update the data informing them, as appropriate. This activity need will be cross referenced with other data sources, local partner priorities and asset mapping work to ensure that we have a robust understanding of populations and these local areas and fully understand why the areas are at high risk of inactivity.

From this we can build a complete understanding of the challenges faced, types of activities and timing of activities that might be appealing to the various communities and start to build participation opportunities appropriately. We welcome partner expertise to support this process, please make contact if you can help info@leapwithus.org.uk

Activity need

Calculated using inactivity as per APS6 (latest lower area estimates), deprivation at ward level (as per national IMD) and cross referenced with inactivity risk identified on DataHub.

Risk of inactivity as per DataHub

The risk of inactivity layer was formed using the data feeding in from DataHub sites. This is approximately 80% sport venues (leisure centres, bowls clubs, trampoline parks etc.), 15% community foundations data and 5% from mobile apps. This equates to about 1 million visits a day of people who meet the 150 mins a week guidelines.

This is divided into age, gender and mosaic profile to work out which type of person is more active. This was then compared with national population statistics to work out the risk of inactivity for each group. The population and demographics of each Lower Super Output Area (LSOA) were then used to calculate the risk of inactivity for each LSOA.