

Active HULL

Hull's Movement Challenge: Breaking the Cycle



In Partnership With



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Redefining Movement

Movement belongs in everyday life, not just in gyms or sports halls.



Walking to the shop, dancing in the kitchen, stretching at work - it all counts.

This narrow view of "proper exercise" misses how movement naturally weaves through daily life when we enable it.

In Hull, everyday movement has been quietly eroded.

Families report feeling unsafe in parks. Some must choose heating over leisure.

There are examples of Children being pulled from PE to catch up on other subjects.

This quiet erosion reveals how movement depends on the conditions, places, and priorities we create around it.



Inactivity is driven by inequality

Those of us facing the greatest inequalities face the greatest barriers to movement, paying the highest health cost.

Hull is the fourth most deprived local authority in England

30% of children are inactive in the most deprived areas. Hull's children are more likely to be part of this statistic. That's not just a childhood issue; it's a lifelong trajectory.



Nationally, inactivity in the most deprived areas is 33%, compared to 19% in the least deprived. Hull mirrors the worst, not because people don't care, but because our environment doesn't enable movement.

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The national healthy life expectancy average shows us what's 'normal' decline. Hull's extra 7–12 years of ill health shows us what injustice looks like.

34% of women in Hull are inactive compared to 26% of men. This gap shows where we fall short, and where we can make progress.

40% of people with disabilities or long-term conditions in Hull are inactive, almost double those without. When movement isn't accessible, health becomes out of reach.

Nearly 30% of adults in Hull report high anxiety, far above the national average. Anxiety doesn't just affect mood; it locks people out of movement.



The human reality

We don't need to tell people to move more, we need to remove the barriers that stop them.

"I feel self-conscious in kit on the pavement or road."
— Children and young people

"Safety, I will not go out in the evening."
— Hon Lok Seniors

"My mental health which means I have no motivation to do anything." — Jubilee Craft Group

"Too anxious." "Not being confident enough." "Too self-conscious." — Children and young people

"Paying my rent is more important to me." — St Philipps



"Roof and food comes before paying for gyms." — St Hilda's Warm Space and Lunch Group

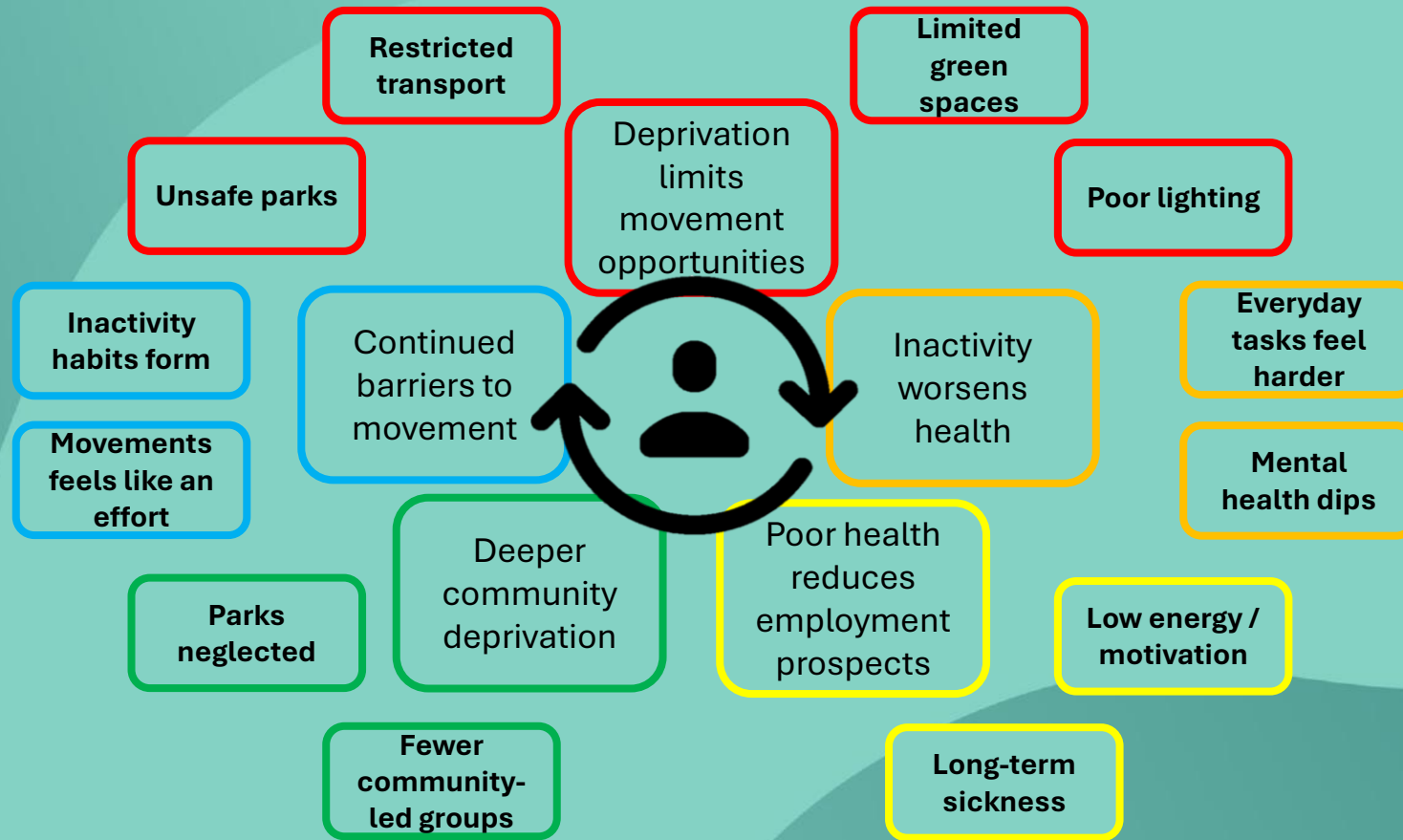
"Location of places to go to exercise." — Jubilee Craft Group

"Always getting taken out of PE to do catch up in other subjects." — Children and young people

"No sessions specifically for disabled people." — The Well

"Anti-social behaviour in the area." — Tenant Participation Group

The Reinforcing Cycle



Inactivity doesn't just happen, it's built into the barriers people face. And once it starts, it keeps going.

Movement as social justice

When barriers fall, communities rise. Movement is how we build equity.



Addressing inactivity means tackling its root causes: poverty, unsafe environments, transport barriers, and social isolation.

By building trust, creating safe social environments, and working through community-led partnerships. Active Through Football turned barriers into bridges, engaging 2,500 participants

When Holiday Activities target children on free school meals, 70,000 opportunities emerge.

By co-designing and creating a culturally safe, supportive space, the cycling project enabled 24 women to learn to cycle for the first time. Partnerships turned barriers into confidence and connection.

Movement becomes transformative when it addresses the conditions that create inequality, not just individual behaviour.

The path forward

The cycle can be broken, movement is for all



Movement must be part of everyday life, not something people have to fight for.

Hull needs movement woven into daily life

Safer streets for walking and cycling

Community venues hosting inclusive activities

Extended school break times for active play

Family-friendly sessions in trusted local spaces

The success story

Every resident able to move safely and affordably in their community

Activities that reflect Hull's diversity

Movement that feels natural, joyful, and achievable

Will the city move collectively towards health equity?

Without you... I stay stuck in a cycle of poor health	With you... I'm active with my family and making memories
Without you... I avoid the park because it doesn't feel safe	With you... I walk with confidence in spaces that belong to all of us
Without you... I won't get out of my armchair	With you... I've found community through movement
Without you... I'll keep going in and out of primary care	With you... I'm saving NHS resources for when they are needed
Without you... I wait for change to happen	With you... I know now that movement is for everyone
Without you... I keep putting off being active because it feels out of reach	With you... I've discovered ways to move that fit my life
Without you... I don't believe movement is for someone like me	With you... I am the change, starting with one step at a time

Equity isn't a dream, it's a direction. But it only works if we walk it together.

How can you help?



activehull@hullcc.gov.uk



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