Strategy 2012–2017

Be Active: Be Healthy
Creating a Moving Culture
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Foreword

There is increasing evidence that physical activity is fundamental for a full and healthy life and that constant inactivity is bad for our health. Liverpool offers children young people and adults, whatever their abilities, a wide range of opportunities to get out and be active. Alongside traditional ‘sport’, parks and green spaces throughout the city promote walking, through local walk leaders and helpful maps, cycling and play, green gyms, fitness events and a range of free and low cost activities throughout the year.

Leisure facilities provide indoor gyms, dance, exercise, swimming and group activities all year round and currently all young people under the age of 17 have free access under the Futures scheme.

The city travel plan promotes active travel through a range of initiatives including the walking bus scheme, training and mentoring to build confidence with young and not so young cyclists, an increase in the number of cycle lanes, local cycling maps, off road cycling and secure bike parking.

Traffic calming and speed restrictions on residential roads encourage people to be out on the street and a network of regular bus and rail routes across the city enable freedom of movement for most residents.

The Liverpool Be Active: Be Healthy Strategy (2012–2017) offers a five year blueprint for action that builds on the success of the Active City strategy (2005–2010). The aim is for everyone to participate in physical activity as part of their daily routine, whatever their age or ability, to increase healthy weight and to reduce the burden of overweight, obesity and non-communicable diseases in the population.

Over the last five years the level of physical activity in the Liverpool population has increased but there is much more to do. Key stakeholders from the public, private and third sectors have come together to develop this strategy with one shared priority: To ensure that people of all ages and abilities in Liverpool are able to achieve regular physical activity to increase good health, reduce the burden of disease and create a truly Active City. We hope that you will support us in our vision to create a moving culture in Liverpool.

Roz Gladden
Assistant Mayor
Executive Member for Health

Gideon Ben-Tovim
Chair Liverpool PCT

Paula Grey
Joint Director of Public Health
Vision: a Moving Culture

Liverpool, a city where people invest in their future health and happiness; by prioritising active choices every day of their lives at home, work, school and play. Be Active: Be Healthy aims to reduce inactivity and enable everyone in the City to be more active whatever their age, ability or health status.

The Be Active: Be Healthy strategy aims to support organisations, businesses, communities, families and individuals to recognise the many benefits of physical activity, and to encourage everyone to adopt an active lifestyle.

Introduction

Promoting active lifestyles has the potential to improve physical and mental health of everyone regardless of age or ability, to reduce all-cause mortality and improve life expectancy.

Whatever a person’s age, there is good scientific evidence outlined in the Chief Medical Officer’s report (2012)\(^1\) that being physically active can help individuals to lead healthier and even happier lives. We know that inactivity is a silent killer and, it is therefore important that public health and wider community provide people with the information and motivation with which to make healthy lifestyle choices in relation to being active.

‘Be Active: Be Healthy’ is a banner under which all organisations can promote opportunities for physical activity that are sustainable, affordable and effective.

Recommended activity levels change across the life course, detailed guidance can be found in NICE PH guidance 17 (2009)\(^1\) and the 2011 Annual Report of the Chief Medical Officer\(^2\) outlined in Box 1.
Box 1
How much is enough?

**Early Years:** physical activity should be encouraged from birth, particularly floor based play and water-based activities in safe environments. Children of pre-school age (0–4 years) who are capable of walking unaided should be physically active for at least 180 (three hours) spread throughout the day. All under-5s should minimise the amount of time spent in sedentary activity (being restrained or sitting) for long periods (except time spent sleeping).

**Children and Young People:** all children and young people aged 5–18 should engage in moderate to vigorous intensity activity at least for 60 minutes and up to several hours each day. Vigorous intensity activity includes activities such as running, jumping, ball games or gymnastics that produce high physical stresses on the bones to improve bone health, muscle strength and flexibility. All children should minimise the amount of time spent being sedentary (sitting) for long periods.

**Adults 19–64:** should be active daily. Over a week activity should add up to at least 150 minutes (2.5 hours) of moderate intensity activity in bouts of 10 minutes or more. This does not have to be continuous, it can be three bouts of 10 minutes each or all together – whichever is most appropriate. This can be any type of activity that results in a slightly/moderately increased heart rate, and can include things that adults do as part of their everyday lives including walking, cycling, gardening or housework, as well as sport. Whilst 30 minutes of moderate activity is enough for general health, many people are likely to need 45–60 minutes to prevent overweight and obesity.

**Older adults 65+:** who participate in any amount of physical activity gain some health benefits including maintenance of good physical and cognitive function. Some physical activity is better than none and more physical activity provides greater health benefits. Older adults should aim to be active for at least 150 minutes, 2.5 hours, of moderate intensity activity in bouts of 10 minutes or more as for adults above. Older adults should also undertake physical activity to improve muscle strength on at least two days every week and those at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week. As with all other groups older people should minimise the time they spend being sedentary (sitting) for extended periods.

Box 2
What if I am in a wheelchair or can’t move about much?

Everyone can engage in physical activity – those with restricted movement may require more skilled help and support from personal coaching, occupational health or physiotherapy. There are Wheelchair based exercises – and bed exercises, some people may require hydrotherapy or specialist gym equipment, this should not be a barrier to being physically active.
Why Physical Activity Matters/Benefits of Activity

Cultural change over time has resulted in society becoming less active. Be Active: Be Healthy aims to support Liverpool people to rediscover the fun and enjoyment of physical activity and to embrace it as a normal part of everyday life.

In 2006–07, it was estimated³ that diet-related ill health cost the NHS in the UK £5.8 billion; physical inactivity cost £0.9 billion, smoking cost £3.3 billion, alcohol cost £3.3 billion, and overweight and obesity £5.1 billion. These figures show that poor diet is a behavioral risk factor that has the highest impact on the budget of the NHS, closely followed by overweight and obesity, alcohol consumption, smoking and physical inactivity (Scarborough et al., 2011)⁴. These statistics highlight the economic importance of physical activity to public health. In response to this statistic, physical activity has been placed high up on the UK public health agenda (CMO, 2011).

There are some very easy changes that children, young people and adults can make to increase physical activity, for example, taking the stairs instead of the lift or escalator; break up long sitting times by standing and moving about every hour; spend time out in the fresh air with family and friends; embrace sport and dance opportunities and challenges, and engage in playful social activities. Building time for physical activity into daily routines throughout the life course defines what we mean by a moving culture.

Health-related Quality of Life

The Chief Medical Officer’s report 2009 (ibid) clearly set out the benefits of physical activity across the life course. However a recent report from the Lancet recognizes that:

“The global challenge of making physical activity a public health priority will not be easy to undertake, nor should it be taken lightly. Lessons can be learned from advances made in nutrition and tobacco control, but physical activity should be a separate and equal concern, and recognised as a unique speciality in public health. It is especially important to address physical activity and non-communicable diseases in low-income and middle-income communities. The largest increases and burden of non-communicable diseases are now seen in low-income areas where participation levels in sport and physical activity are poor. Altering this situation must be a priority in the next decade.”

Sustaining moderate physical activity every day helps to prevent and manage over 20 chronic conditions (Box 3), including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, hypertension, mental health problems and musculoskeletal conditions⁵.

In general terms, physical activity plays a significant role in controlling weight and reduces the risk of the conditions listed below, in addition to having a positive effect on mental wellbeing. Recent research⁶ has shown that in Liverpool only 21% of adults are active enough to benefit their health. This is allied to the fact that only 1-in-3 boys and 1-in-5 girls aged 9–11 are achieving the target for children of at least one hour of physical activity per day.
If current trends in Liverpool continue then it is projected that by 2020 nearly one third of the population will be seriously overweight. Regular physical activity has a substantial therapeutic role for adults and older people suffering a range of conditions. Being physically active has an impact on other conditions such as depression and anxiety, dementia, pain, stroke, back pain and constipation. It can help with life changing decisions such as change of eating patterns, smoking cessation and alcohol reduction.

The strength of the relationship between physical activity and health outcomes persists throughout life, highlighting the potential health gains that could be achieved if more people become more active more often.

Physical Activity Morbidity and Life Expectancy

Box 3
Physical activity is associated with:

- Improved general fitness
- Improved cardiovascular fitness, muscular strength and endurance, flexibility and motor skills.
- Reduced back pain.
- Improvements in balance, co-ordination and strength help to reduce falls and fractures in older people.
- Improved mobility for patients with osteoarthritis
- Improved bone density and reduced risk of osteoporosis
- Improvement in the ability to do everyday tasks. Can help older people to maintain independent living
- Reduced chances of suffering from Coronary Heart Disease (CHD), Stroke, some forms of Diabetes, Osteoporosis, Obesity and Depression
- Improved cardio-respiratory function
- Reduced risk of repeat heart attacks
- Reduced risk of cardiovascular disease
- Reduced risk of hypertension (high blood pressure)
- Reduced risk of all-cause cancer specifically colon cancer
- Reduced risk of developing Type 2 diabetes
- Reduced cholesterol levels
- Reduced symptoms of depression and anxiety
- Enhanced feelings of well-being
- Minimised social isolation and provides socialising opportunities
- Maintenance of a healthy body weight, to lose excess weight and prevent obesity. Reduced risk of breast cancer in post-menopausal women
- Encouragement for some people to give up smoking
Health related quality of life
There is a positive association between leisure time, physical activity and health related quality of life (HRQoL) for everyone. Physical activity is specifically applicable to a range of diverse populations’ e.g. elderly people, and those with a range of conditions such as diabetes, cancer, osteoarthritis and chronic obstructive pulmonary disorder (COPD).

Physical activity and life expectancy
Physical activity, from low to moderate and high intensity, is associated with increased life expectancy. People who are sufficiently active can live a quality life between 7–14 years longer. In addition, avoiding a sedentary lifestyle during adulthood prevents cardiovascular disease, independently of other risk factors; thus substantially increasing total life expectancy, and cardiovascular disease-free life expectancy for men and women

A lack of physical activity is associated with overweight and obesity. As many as 2.8 million adults die each year as a result of being overweight or obese. Add to this 44 per cent of those with diabetes, 23 per cent of those with ischemic heart disease and between 7 and 41 per cent of certain cancer burdens are attributable to overweight and obesity (WHO, 2011).

Box 4
What stops people participating in physical activity?

This can be through lack of:
- Knowledge and information about how they can benefit from becoming more active
- Knowledge and information about facilities and programmes available
- Time often due to other priorities (e.g. work and family commitments, other social or leisure options)
- An exercise partner or social support
- Available or ‘welcoming’ facilities/resources
- Motivation and positive attitude
- Financial constraints

Liverpool demographic and health data
The population of Liverpool is about 445,200. There are signs that health is improving across the city, with some encouraging data on health improvement being reported. Although life expectancy is still three years below the national average there has been a gradual increase in the years of life lived. Good news stories include a reduction in Smoking prevalence from 35% to 27% since 2005 and a reduction in CVD rates over the same period, and increased survival rates for some Cancers, In addition children’s attainment levels in physical activity and academic work is increasing. In 2011 all schools in the city were categorised satisfactory, good or outstanding by Ofsted. In 2012 87% of children in primary schools were able to swim 25 metres.
Health Inequalities

Liverpool is a city challenged by the severity and extent of deprivation across most areas in the city; this is reinforced by the number of small geographical areas which fall within the most deprived 1% across the country. Liverpool has 22 such areas (Local Super Output Areas or LSOAs). Cancer rates for the city are improving but they are still the highest in England, 38% above the national average. Approximately 80,000 adults and 13,000 children are obese, with direct costs to Liverpool NHS around £5 million per year and a further £15 million to the wider economy. In addition hip fracture and dementia prevalence are much higher than the national average.

Health inequalities across the UK are widening especially in areas of high deprivation (Marmot Report, 2010). Inequalities are evident in physical activity levels (Active Peoples Survey, 2011) and children’s fitness (Sportslinx, 2010).

Mental Health

Physical activity can improve mental health and wellbeing. How this happens we are not yet exactly sure, the Royal College of Psychiatrists suggest several possibilities, see Box 5.

Box 5

- Most people in the world have always had to keep active to get food, water and shelter. This involves a moderate level of activity and seems to make us feel good. We may be built to enjoy a certain amount of exercise.
- Exercise seems to have an effect on certain chemicals in the brain, like dopamine and serotonin. Brain cells use these chemicals to communicate with each other, so they affect your mood and thinking.
- Exercise can stimulate other chemicals in the brain called ‘brain-derived neurotrophic factors’. These help new brain cells to grow and develop. Moderate exercise seems to work better than vigorous exercise.
- Exercise seems to reduce harmful changes in the brain caused by stress.

Equity and Inclusion

Participation in sport and physical activity is not equitable and there continues to be sectors of the community that face additional barriers, which restrict their opportunities to take part in these activities. Evidence from the Active People survey shows that there is a marked under representation of females and people with disabilities participating in regular physical activity across the city; older people, people on low income and some ethnic minority groups also face barriers to participation.
Approaches to tackle these inequalities include:

- Reducing the financial barrier to participation by providing free access or lower prices for low income groups.
- Ensure that the needs of identified target groups are taken into account in the design and delivery of new sport and activity programmes and facilities.
- Regular monitoring of participation rates by target groups city wide, at neighbourhood level and within specific facilities and sports programmes delivered by a range of partner organisations.

Box 6
Being active can bring social benefits

- Improved self-esteem and confidence
- Opportunities to meet new people and develop friendships
- Widening social networks
- Intergenerational activity including play, dance, singing, cycling and walking
- Promotion of a more positive and active image of older people
- Maintenance of caring skills
- Physical activity provides opportunities for relaxation and enjoyment and
- It is a great way to let off steam and just have fun

Data

The Liverpool Active People’s Survey (2011), demonstrated a 3% increase in the number of inhabitants who were sufficiently active between 2005 and 2011 this was almost four times higher than the national change of 0.7%. There is much discussion whether overweight and obesity is an outcome of population physical inactivity, or if the reduction in physical activity is due to overweight and obesity. Whichever is true the number of obese people in Liverpool has increased during the past year. Between 2008–9 and 2009–10, the amount of adults recorded as obese in Liverpool rose by 4,446 (to 45,843) – the fifth highest increase in England (PCT, 2010).

The Active People Survey 4 demonstrated a 5.2% increase in the number of participants sufficiently active in City and North area of Liverpool helping to reduce physical activity inequalities in that part of the city.

Figure 1: Number of adults in Liverpool who participate in physical activity at least three days-a-week x 30 minutes moderate participation per week
Physical Activity across the life course

Benefits of Sport and Physical Activity for Children and Young People

Sport and physical activity are fundamental to the development of children and young peoples’ health and wellbeing, and their ability to lead healthy, active lifestyles. Healthy pupils are more likely to be more effective learners. Regular participation in sport and physical activity can impact on children and young people’s attainment through:
- Increased attendance at school
- Improved behaviour
- Increased confidence
- Increased sense of belonging
- Raised aspirations
- Develop life/employability skills
- Support for cross-curricular learning
- Increased knowledge of healthy lifestyles

Sport and physical activity is also a powerful way to develop pupils’ wider skills, qualities and aspirations as participants, leaders and organisers, which improve the overall school environment. All children in Liverpool have access to the futures programme. The Be Active: Be Healthy strategy aims to introduce a moving culture across the generations.

Children’s centres have a whole family approach, recognising the importance of the parental/carer role in influencing healthy outcomes for their children, and so encouraging whole family participation. Both accredited short intervention programs, such as HENRY (Healthy Eating and Nutrition for the Really Young) and well as a wealth of other physical activity programs such as Jumping Jacks, Zumba, swimming sessions, gym tots, active play and musical song and rhyme sessions. Physical activity sessions are complemented by healthy eating sessions such as ‘Cooking on a budget’, ‘5-a-day’, ‘Little chefs’, food banks and, for those who are eligible, access to Healthy Start vitamins.

Children 5–16

There are a wide range of opportunities for Liverpool children and young people to be active:

The Futures Programme offers free access to the Lifestyles Leisure Centres for children and young people aged up to 17 years. The new ‘Futures offer’ was introduced at the end of July 2011. The offer includes free swimming for the duration of the membership plus free fitness suite usage for one month after registration, after which Futures customers pay a greatly discounted amount of £1 per session. Futures customers can book free badminton, squash and indoor courts for some team sports.

Percentage of 11 year olds able to swim at least 25m

![Percentage of 11 year olds able to swim at least 25m](source: Liverpool City Council data from school swimming programme - validated by Amateur Swimming Association.)
Since the new Futures offer was introduced, the number of visits to the end of May 2012 had increased by 57,000 compared with the period from August 2010 to May 2011:

- The number of young people joining the scheme has been consistent at an average of 1,000 per month.
- The free Swimming offer has resulted in 26,950 more visits.
- The Fitness Suite offer has resulted in 26,095 more visits.
- Over 80% of Liverpool children achieve a 25m swim before they leave primary school.

Liverpool schools offer two hours of physical activity per week for all pupils. This is co-ordinated by the School sports partnership. A range of organisation’s work with schools, for example the fire service offer a fire fit programme – engaging young people in innovative ways by using fun games to encourage increased activity.

With the support of the Sport and Outdoor Recreation Division 3,600 Liverpool Juniors play football in local leagues across the city every weekend from the middle of August through to the middle of May. This equates to approximately 400 Junior Football Teams, ages range from pre-7s to Under-18s.

**Merseyside School Games**

The School Games vision provides opportunities for every young person to achieve their personal best in and through sport, it helps raise aspirations, self-confidence, and teamwork; winning with grace and losing with pride. The School Games contribute to sport performance, health and wellbeing and whole school attainment. School Games provides a strategic priority, it is the Government policy for School Sport competition. It is funded by the Department of Culture, Media and Sport (DCMS), Department of Health (DH), Department for Education (DfE) and Sport England (SE) Lottery Funding.

This multi-sports festival attracts over a thousand children and young people each year to the Wavertree Sports Complex. The competitors participate in ten sports including football (girls), golf, netball, pentathlon (disability multi-sports event), athletics, rounders, rugby union, swimming, table tennis and tennis.

The annual Merseyside School Sports Calendar consists of a combination of two high profile county wide multi sports festivals (Winter and Summer Schools Games Festivals), complemented by a comprehensive year round set of sports specific programmes.

**Movement and Dance**

**Merseyside dance initiative, rise and shine** (breakfast activity clubs)

Between September 2011 and July 2012 ‘Rise and Shine’ sessions took place in 82 primary schools engaging 24,600 children. 238 Primary School Teachers are now qualified to deliver this programme. Other Local opportunities include music with the Liverpool Philharmonic’s ‘In Harmony’ program, local community activities such as drumming, majorettes and a range of innovative activities.
Specialist services for children with additional needs:

Liverpool integrated care pathway
Children with mild to moderate disabilities – inclusive fitness initiative, this is based on a national award. It is delivered in Kensington through the pediatric physiotherapy service with psychological support from the Haven project and the CAMHS team.

Specialist support for children with severe disabilities is provided through passionate and dedicated teachers and health staff who work together to ensure all children have the opportunity to be active and have fun. Many of Liverpool’s special schools provide activities such as after school clubs, horse riding, cycling. Children and their families are able to access physiotherapy/psychology support. The Haven project offers a range of activities and support for refugee and asylum seeking children families.

The local football clubs Everton and Liverpool are both engaged in supporting children and families to engage in more physical activities through their community foundations. The city boasts a flagship for disabled leisure facilities, the Greenbank Sports Academy (see page 28).

Opportunities for 16–19 year-olds

Youth services through the 0–19 network bring together opportunities through organisations and communities. The Youth service is now linked with play services – as part of an integrated service across the city in collaboration with Liverpool’s 12 Lifestyles Centres. Athletics and sports clubs play a vital role in encouraging young people to reach their full potential and engage in local, national and international sport.

Role Models

The London Olympic and Paralympic games 2012 has been a tremendous opportunity to see young athletes from local clubs gaining in strength through cycling, athletics, boxing, t'ai-quando, swimming and diving. The games showed how barriers can be overcome and success achieved by people of all ages with a wide range of conditions. The message from these young people is that with hard work and dedication anyone can succeed in their chosen activity or sport.

Maternal fitness

Liverpool is developing a fitness programme with the Liverpool Women’s Hospital to promote physical activity and build strength during pregnancy. Mama-fit is an innovative six-week ante and postnatal programme delivered in three children’s centres across the city. It is focussed on pregnant women with a BMI over 30 but any pregnant woman who wishes to engage in the programme is welcome.

Adult and Family fitness

Active Parks

Liverpool has some of the most attractive parks in the country with many of them having achieved ‘Green Flag’ status. The Active Parks initiative aims to encourage local communities to make use of their local park for a range of sport or other physical activity related initiatives. This could be for team games such as cricket or rounders, or for individual pursuits such as tennis, running, walking, cycling or bowls. Liverpool parks facilitate fun activities for all the family including the use of family bikes and specially designed boating activities.
The parks have played host to a number of large scale health and wellbeing related events including the Parks Run series which features elite races and fun runs covering a variety of distances. These have significantly increased in popularity and every weekend the Parks Running Clubs meet to either hold a running event or have a training session, with several hundred people participating on a regular basis.

**Liverpool Sport Relief Mile**

One of the UK’s biggest fundraising events, Sports Relief brings the entire nation together to get active, raise cash and change lives. Starting at the Echo Arena, the route for the Liverpool Mile follows the Mersey Waterfront with thousands of participants of all ages and abilities running or walking one, three or six miles.

**Professional Sports Clubs Partnerships**

Partnerships have been formed with a number of professional sports clubs in the city to offer support in raising the profile of sport and physical activity in Liverpool. This includes Liverpool and Everton Football Clubs who feature Active City initiatives on their respective websites. Through their Community Development Departments they will convey Active City related messages to local residents. Players from these Clubs may attend events such as launches and prize giving ceremonies as appropriate.

**Physical Activity for health**

**Phase 4 Cardiac Rehabilitation Scheme**

This scheme started in 2009 when the annual number of participants was 1,177 the most recent annual data (2011) identified 1,826 participants.

At present the scheme is available at three of the Lifestyles Leisure Centres across the city, Garston, Everton Park and the Peter Lloyd Leisure Centre, Tuebrook. The scheme is free to participants with sessions delivered by fully qualified Lifestyles Fitness Instructors. On completion of the scheme participants are signposted on to other appropriate exercise sessions such as the Exercise for Health Scheme.

**Exercise for Health**

The scheme started in 2000. It is a joint initiative between Liverpool Sport and Outdoor Recreation Division and Liverpool Primary Care Trust. It offers a specially tailored 12 week exercise programme through 8 Lifestyles Leisure Centres across the city and 3 Community Centres for people that have specific medical problems that can be improved by increasing physical activity levels. At present, over 90 GPs refer an average of over 2,500 people per annum to the scheme which offers use of the Fitness Suites, Swimming, Tai Chi and a range of other appropriate activity classes, supervised by fully qualified staff. The scheme is one of the biggest of its type in the country and as a result of its success additional sessions have been made available in the evenings and at weekends to increase capacity.

**Workplace Wellbeing Charter**

The Workplace Wellbeing Charter is an opportunity for employers to demonstrate their commitment to the health and wellbeing of their workforce. The positive impact that employment can have on health and wellbeing is well documented. There is strong evidence to show that having a healthy workforce can reduce sickness absence, lower staff turnover and boost productivity – this is good for employers, workers and the wider economy.
The Workplace Charter provides employers with an easy and clear guide on how to make workplaces a supportive and productive environment in which employees can flourish. It takes an holistic approach that includes physical and mental health and health promotion. The Charter focuses on three key areas – leadership, culture and communication – where even small changes can make a big difference to the health of staff.

The Charter incorporates all aspects of healthy living including increasing participation in sport and physical activity. Over 300 Liverpool businesses have registered to be part of the charter since the scheme was launched in 2011.

**Easy to miss groups**

Liverpool is a designated area for Refugee and Asylum seekers many of whom are in the city for a short time but some make their home here. Asylum Link and Refugee Action aim to support these groups into physical activity by engaging with local Leisure services and a small number of bicycles may be accessed for a small charge.

**Black and Minority Ethnic groups**

A range of activity programmes specifically for people from Black and Ethnic minority (BEM) communities are taking place in a number of locations across the city. For example the Aquatics Centre offers swimming sessions which are exclusively for Muslim Women with the sessions being supervised by female Instructors and Lifeguards. In November 2012 the new Firefit Centre will open to the public. This state of the art facility is being operated through a partnership between Merseyside Fire and Rescue Service and the Sport and Outdoor Recreation Division of the City Council.

It is located in the heart of the Toxteth area of the city which has a significant number of residents from BEM communities. The centre will offer sporting activities, fitness studio, coached activity classes and has been consulting with local people around what activities they would like to see offered.

Both the Walk and Cycle for Health Schemes also have good participation levels from people from BEM communities together with a number of people from these communities now being qualified as Walk and Cycle Leaders.

**Older People**

Many people accept weakness, pain and loss of function as an inevitable consequence of the ageing process. Many of these are not due to ageing but are due to lack of physical activity. By maintaining strength through physical activity falls can be reduced and older people are able to enjoy active physical functioning well into their eighties and nineties. An example of how intergenerational benefits can be led by meeting the needs of older adults:

“The Austin Rawlinson Lifestyles Centre in South Liverpool has introduced the Liveability service. The Scheme provides a range of physical activity sessions to older people including use of the Fitness Suite, Swimming, Dance, Chair Based Exercise. These sessions are supervised by qualified Instructors. Together with the physical health benefits which Liveability provides there are also mental health benefits as the service provides opportunities for people to socialise, make new friends and have fun.”

Further information on the Liveability programme can be seen on page 28.
Health Economics: is physical activity promotion cost-effective?

A recent report on health economics undertaken on behalf of the Liverpool Public Health Observatory concluded that all approaches to promoting physical activity were highly cost effective (Lewis et al., 2010). Table 1 summarises key findings from a literature analysis on the health economics of physical activity promotion through brief interventions, school and work place, environment and mass media. All types of physical activity promotion were well within the £25000 cost per Quality Adjusted Life Year (QALY) cut off recommended by the National Institute for Health and Clinical Excellence.

Table 1: Examples of health promotion economic analysis

<table>
<thead>
<tr>
<th>Type of promotion</th>
<th>Economic Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief interventions</td>
<td>Brief interventions in primary care have proven to be exceptional value for money, at between £20 and £440 per QALY. Brief intervention and one motivational interview with a health visitor compared to brief advice alone (matrix 2006, based on Harland 1999). Yields an additional QALY of 1.52 per person – cost saving of £3,301 per person.</td>
</tr>
<tr>
<td>The environment</td>
<td>There is strong economic evidence to support the cost effectiveness of the built environment in promoting physical activity. Health and economic benefits of active travel outweigh the costs 9 fold. The ‘Living Streets’ programme is a good example of this – the programme took place in 2012 across several parts of the country. Costs ranged from £90 to £25000 per QALY <a href="http://www.livingstreets.org.uk">www.livingstreets.org.uk</a></td>
</tr>
<tr>
<td>School and workplace</td>
<td>Work place health promotion reviewed by NICE cost £56,000 but saved £311,547. Workplace wellbeing charter over 300 businesses registered as part of the charter which includes physical activity as part of workplace improvements. This included cycle and walk to work schemes</td>
</tr>
<tr>
<td>Mass Media</td>
<td>Mass media campaigns were the most cost effective of six interventions using a cost-utility analysis. A 7 week BBC mass-media campaign increased adults chances of being physically active by nearly 17%.</td>
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</table>
Health economics of an Active Travel strategy

Merseyside’s third local Transport Plan based on an active travel culture outlined the need to demonstrate value for money. It identified that walking and cycling could deliver health, environmental, social and economic benefits. In ‘cycling demonstration’ towns every £1 invested in cycling promotion produced a health economic return of £2.59. When considering infrastructure costs alone, it was found that an investment of £1 million requires only 109 people each year to become regular cyclists for a return on investment when considering the benefits to health, congestion and pollution.

Cycle for Health

The cycle for Health scheme has been successful in increasing the activity levels amongst local communities. There have been year on year increases both in the number of sessions available and in the number of participants. Sessions have been delivered from additional venues, provided by a range of partner organisations and community groups. Cycle for Health now delivers from 23 venues across the city.

The Wheels for All programme (Cycling for those with a disability) operates from three venues in Liverpool including Walton, Wavertree and Speke. Sessions are popular with disabled and non-disabled participants.

One of the additional benefits arising out of the above programmes has been that more people have purchased their own bike, whilst others have encouraged friends and family to participate in sessions.

Many participants have experienced the parks in the city and the Loop Line for the first time. In 2005–2006 at the inception of Cycle for Health, the scheme offered sessions from two venues, which 86 people attended. Recent figures (2012) from the 23 venues show that there are now 636 participants and that they have completed an annual total of 4,990 rides. Over 100 Volunteers have been trained as Cycle for Health leaders, and 150 Cycle for Health cyclists take part each year in the Liverpool to Chester bike ride.

Cycle to Work Schemes are popular in the city, many employers offer this type of scheme; data shows that 58% of all car trips cover less than 5 miles. Employers may run a cycle to work scheme themselves or work with a third-party provider, like a bike shop. Employees can gain access to a loaned bike and/or safety equipment through this scheme. Employees must use the bike and/or safety equipment more than 50% of the time for ‘qualifying’ journeys. This means a journey or part of a journey:

- between your home and workplace
- between one workplace and another
- to and from the train station to get to work

Taking part in the scheme means there is no lump sum up front to buy a bike and/or safety equipment. Instead, the bike and/or equipment is loaned from the employer, up to the value of £1,000. Benefits include improved health and wellbeing for employees and reduced sickness absence.

“Using my bike for work provides me with a good way of keeping fit and healthy every day, I find it a relaxing way of travelling about the city and gives me thinking time. I also love being able to be outdoors in all weather”

Karen, Community Nurse in Liverpool
These schemes support the priorities of the Local Transport Plan 2010–15 to:

- Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.
- Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.
- Ensure the transport system promotes and enables improved health and wellbeing and road safety.
- Ensure quality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.
- Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.
- Maintain our assets to a high standard.

Walk for Health

Walk for Health was launched in 2006 when there were 11 venues from which 384 people participated in the scheme. Volunteers trained as Walk Leaders delivered these sessions. The scheme has grown in popularity and availability since that time, and in 2011, the scheme was delivered from 34 venues, 11,305 walks were completed with 2,111 people participating in those walks.

Safety is a key aspect of active travel; Liverpool has been proactive in considering how to reduce road traffic accidents, and to encourage more localised physical activity.

The 20 Effect

Liverpool NHS Public Health Department and Liverpool City Council are working together, supported by Merseyside Police, to increase the number of Liverpool roads with a 20mph speed limit. Driving at slower speeds will reduce the number of deaths and injuries from road accidents. 31% of Liverpool’s road network already has 20mph zones with traffic calming measures, such as speed humps. This has greatly reduced the number of collisions in these high risk areas.

The 20 Effect aims to introduce a 20mph speed limit on a further 39% of residential roads in the city. In total, 70% of Liverpool’s roads will be speed restricted to 20mph.

The benefits of a 20mph limit extend beyond reducing the number of accidents. A lower limit will make it safer for cycling and walking therefore providing more opportunities for physical activity and increasing sustainable transport. Reduced speeds can improve the environment – reducing noise and improving air quality. Together with improved safety this can make our streets more pleasant places to be for everyone. We want to create a city for living in rather than just thoroughfares for vehicles.
‘Be Active: Be Healthy’

The Be Healthy: Be Active strategy will follow six main principles for ‘Active Living’. These will be used to guide commissioning and decision making in relation to promoting physical activity across the City.

Box 7
Be Active: Be Healthy – Six Principles for a Moving Culture

**Principle 1** Physical activity can improve physical and mental health, overall quality of life and can bring multiple economic, environmental and social outcomes

**Principle 2** Everyone, regardless of age, gender, language, ethnicity, economic status or ability, should have accessible, safe, convenient and affordable choices for physical activity

**Principle 3** Transport systems should support active travel options providing safe, convenient, affordable and fully accessible services to the home, workplace, nurseries, school, community facilities and services

**Principle 4** Parks and public open space, including cycling and walking trails should be safe, fully accessible, multi-functional and part of a transportation network that connects key destinations, such as the home, workplace, nurseries, schools and community facilities

**Principle 5** Public, private and voluntary sectors should work together with a shared vision to promote facilities, behaviours and policies and embed the principles of active living for people of all ages and abilities throughout the city

**Principle 6** The strategy should impact on the ability for individuals and families in local neighbourhoods to prioritise active choices at home, work, school and play every day of their lives

Increasing physical activity throughout the life course

The Marmot Review clearly showed that positive and negative effects impact on health across the life course and how positive messages need to be given in the early years and consolidated throughout all the ages and stages of life.

The aim of the Be Active: Be Healthy strategy is to increase participation in physical activity year on year to 2017. To ensure that every Liverpool resident has the opportunity to engage at a level that will enable them to be physically active every day of their lives. The active people survey will be used to evaluate whether this aim has been achieved for adults whilst children’s activity levels will be measured through the school sports partnerships and the futures scheme.
Implementation of the Strategy

Physical activity occurs in different settings and contexts across the city. Liverpool has a significant number of public parks and gardens. The city boasts ten listed parks more than any other English city apart from London (Liverpool City Council, 2007). Liverpool residents benefit from 12 Lifestyle Sport and Leisure facilities and a range of other provision across the city. Opportunities for physical activity and sport are provided through a significant number of primary and secondary and special schools, through colleges, universities, swimming pools and play areas, through sport and dance schools and clubs, and in addition there is a wealth of commercial organisations.

Delivery of Liverpool’s Be Active: Be Healthy strategy will be implemented alongside other major strategies that contribute to Liverpool’s public health agenda, including the outcomes framework for Public Health and the Joint Strategic Framework for Public Mental Health, the Taste for Health Strategy, the Green Infrastructure Strategy, The Decade of Health and Wellbeing, The Children and Young Peoples Plan, and The Dementia pathway – see page 34 for links. It is recommended that this strategy is considered when strategic and policy decisions are made in all areas of city life. The strategy implementation will be supported by the development of a clear action plan for delivery against timescales agreed with partners.
Guidelines for implementation by key stakeholders 2012–2017

The following guidelines will be used when delivering the strategy across the City over the next five years.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Strategic review of key national programmes examining evaluation outcomes and exploring the scope for more effective targeting of programmes to address the key priorities in this strategy.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources</td>
<td>Review current funding approaches. Health economics data supports the cost-effectiveness of physical activity promotion. Seek resources for further promotion of programmes.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Take strategic decisions to ensure that maximum use is made of schools, health and community buildings, outdoor facilities, green spaces and the countryside as well as sports facilities, leisure centres and other traditional resources.</td>
</tr>
<tr>
<td>Social Marketing</td>
<td>Consider how to utilise social marketing techniques, insight and local health challenge responses to communicate key physical activity messages to the public.</td>
</tr>
<tr>
<td>Local delivery</td>
<td>Co-ordinate delivery at local level, working with Children and Young People’s partnerships, City Council, local service providers, Local Authorities, local health agencies and the clinical consortia.</td>
</tr>
<tr>
<td>Staff and volunteers’ development (increasing capacity)</td>
<td>Engage suitably trained staff and volunteers to deliver opportunities for and provide advice, support and encouragement to people to be more active.</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Actively engage partners representing a range of different sectors at various levels and in a variety of environments to achieve the common goal of increasing levels of physical activity and reducing physical inactivity.</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Ensure that research, evaluation and monitoring of programmes against the objectives and targets are in place. The evidence gained from these processes will inform future policy and strategy development, ensure continuous improvement and maximise investment.</td>
</tr>
</tbody>
</table>
Marketing and Promotion

An important part of the Be Active: Be Healthy strategy will be to continue to raise the profile of sport and physical activity in Liverpool. Liverpool Active City branding was launched in 2005 with the first strategy and has been used by activity providers from the public, private and third sectors since that time.

Case studies from members of the public, who tell their story of how Active City programmes had a positive impact on their lives, are used to motivate and inspire others. Sporting Champions and Celebrities have given their support with personal appearances at a number of Active City events allied to their comments in support of the aims of the strategy.

The original Liverpool Active City strategy gained international recognition with the International Sport for All Federation featuring information about the strategy and the Active City branding on their website. This site is viewed by sport and activity organisations from around the world.

Liverpool Active City will be used as a model of best practice in the forthcoming launch of the International Sport for All Federation ‘Triple AC’ initiative, ‘Active Citizens, Active Communities, Active Cities’.

Building on the Olympic Legacy

Following the London Olympics and Paralympics in 2012 the spotlight on sport will be considerable and there is an opportunity for Liverpool to build on this and to create a lasting legacy that will have a positive impact on levels of participation in sport and physical activity within the population.

Sport and physical activity are complementary and can benefit communities by helping people to enjoy healthy and independent lives, creating employment opportunities and creating community cohesion.

Evidence from previous major sporting events indicates that the Olympics and Paralympics will have a considerable impact to rekindle people’s enthusiasm for sport and activity.

It is vitally important for the infrastructure for sport and physical activity to be in place not only to cater for this increased demand but also to develop and maintain it.

Liverpool is well positioned to meet these requirements as it already has a network of sport and activity facilities and clubs located throughout the city, provided by a range of provider organisations who are partners of the Active City initiative.

Evaluation of the Strategy

Existing local and national data will be used to assess the effectiveness of the Be Active: Be Healthy strategy in achieving our stated aims.

Evaluation will focus on the impact of the strategy on policies, organisations, communities and individuals. Outcome assessments will be conducted to consider the effectiveness of programmes and projects on physical activity and other related outcomes such as mental health, healthy weight, quality of life cardiovascular disease, musculoskeletal conditions and other clinical outcomes as appropriate.
Target for Improved Physical Activity

The impact of the strategy will be assessed over time through the development of measurable targets.

The aim of the strategy is:

- to increase participation in physical activity by 2 per cent per year and reduce sedentary time by 2 per cent per year on current levels, as measured through the Active People Survey\textsuperscript{xxi}
- To develop measurable targets to monitor the following improvements in physical activity
  - To increase by 2 percent per year the proportion of:
    - Pre-school children (0–5) who meet the physical activity recommendations of 180 minutes – three hours of moderate intensity physical activity on at least 5 days of the week
    - Children and adolescents (5–18) who meet the physical activity recommendations of 60 minutes of moderate and vigorous intensity physical activity on at least 5 days of the week
    - Adults (19–49) who meet the physical activity recommendations of 150 minutes of moderate or 75 minutes of vigorous intensity physical activity per week
    - Older adults who meet the physical activity recommendations of 150 minutes of moderate intensity physical activity per week

Summary

Through the Liverpool Be Active Be Healthy Strategy 2012 to 2017 Liverpool partners pledge to:

**Increase people’s activity levels through everyday living, physical activity and sport by:**

- Encouraging people to be more active by providing and promoting inclusive opportunities for people to be more active across the life course, and at all levels of ability
- Providing a systematic approach to identify people who are not sufficiently active including people with physical and mental disabilities and BME groups to support them into activity that is appropriate for them through every contact with patients and public
- Promoting the use of the ‘Let’s Get Moving’ Care Pathway for increasing physical activity
- Providing opportunities for statutory, voluntary and private organisations to come together to seek new resources to develop opportunities for increasing physical activity across a range of settings
- Understanding and removing barriers to participation in physical activity and sport across all age groups, and all sections of our communities including BME and vulnerable groups
- Using opportunities across Organisations and to build physical activity opportunities into policies and programmes
- Continuing to support schools and young people’s settings to increase the amount of time that children and young people are active
Looking for funding and resources to increase physical activity opportunities wherever possible
Promoting active travel and to work with partners to support the development of this area of work.

Influence attitudes and perceptions of the whole population about activity by:
Promoting all opportunities for making people more active, including those that build it into everyday living
Promoting the positive benefits of being more active to individual’s health and wellbeing
Ensuring that messages about being active are inclusive
Ensuring messages about being active are based on sound social marketing principles and are targeted at specific groups
Ensuring that opportunities for people with different abilities and levels of mobility are widely promoted
Understanding and, where possible removing, barriers that may prevent people from becoming more active
Building on the legacy and successes of the Olympic and Paralympic Games to promote activity at all levels and for all sections of the community, across the whole of the life-course
Ensuring that physical activity is linked to other Programmes for health and wellbeing to ensure that linkages and connections are made
Involving a wide range of partners in on-going discussions and decision making about use of any available resources for developing a moving culture

Promote Physical Activity and its benefits to health, wellbeing and happiness by:
Using every opportunity to promote a moving culture
Promoting the use of our green spaces and local environments and facilities to make people more active in their everyday lives
Promoting and supporting large scale physical activity events that have the ability to attract large scale media attention
Working with local flagship sporting clubs and arenas to provide a positive image of physical activity
Ensuring that the benefits of physical activity are emphasised as part of the Making Every Contact Count programme, and to provide relevant training for all front line staff in brief advice

Measure the Impact of the strategy to increase physical activity and create a moving culture by:
Reviewing available sources of data that could be used to measure improvements in levels of physical activity across the population
Developing a data set that can be used for quarterly and annual reporting of progress, using service and proxy measures where required necessary
Looking for opportunities to conduct on-going research or evaluation on the overall programme of activity
Using best evidence when developing new interventions to increase physical activity levels
Success of the Liverpool Active City Strategy (2005–2010)

Achievements

Liverpool Active City Strategy (2005–2010) was published in April 2005 it brought together multiple agencies and stakeholders concerned with the promotion and provision of physical activity. The five year strategy established partnerships across the City through a Sports and Physical Activity Alliance, and created an infrastructure that successfully mobilised physical activity resources and programmes. The strategy was successful in achieving its aims due in part to its multifaceted approach to tackling inactivity, and between 2005 and 2010 there was a three per cent increase in participation in physical activity in the Liverpool adult population. The Active City strategy set out a long term strategic vision to place sport and physical activity at the centre of local policies. The ‘Be Active: Be Healthy’ strategy will continue with this approach, and where possible continue to support key strands of activity that have been major contributors to the achievement of outcomes.

Key Outcomes and Highlights of the Liverpool Active City Strategy 2005–2010

- An increase in the profile of physical activity in all aspects of city wide initiatives as an integral component of all activities across the city.

- The provision of a co-ordinated approach in the delivery of physical activity opportunities, with health, leisure, educational and community organisations working together

- The maintenance and development of access to a wide range of enjoyable activity opportunities and services that encouraged participation and enabled people to choose an active lifestyle

- The provision of education and training opportunities for local staff and volunteers to maximise activity delivery, activity leadership and job aspirations.

A fully researched, monitored and evaluated approach to the elements of the strategy which provided evidence of what worked and what didn’t. The Strategy brought together a range of actions and interventions under the Liverpool Active City Banner, and below are some of the highlights.

Examples of Good Practice in Liverpool

Futures Scheme
Liverpool City Council’s (LCC) Futures Scheme operates at Lifestyles Centres across the City, it provides children and young people in Liverpool affordable access to physical activity in an convenient and fun way. All children and young people up to and including 17 years of age are eligible to sign up for the scheme which offers free swimming, reduced cost access to fitness suites; free outdoor pitches and badminton/ squash courts when booked on the day of use. In addition, a range of after school and holiday activities are on offer enabling young people to be active, stay healthy and have fun.

Liveability - the active ageing programme
The award winning Liveability Service has a two pronged approach to meet the needs of older people (50+) through promotion and prevention. It is a nurse led programme, many older people self-refer to the service or come via a relative or local agency/service.
Once a referral is received a patient summary is requested from their GP, the nurse then visits the older person at home to undertake an holistic screening including medication review and falls assessment. Once completed individuals are referred into the programme. The service provides a six-week health education and activity programme tailored to the needs of older people, and delivered in partnership with health professionals and colleagues from a variety of services and agencies specialising in service delivery for older people. The weekly sessions aim to increase health literacy, increase knowledge of how to access services, provide older people with a range of activities such as Tai Chi and enable them to be more involved in local activities.

Liverpool Schools Swimming Programme
Liverpool City Council’s School Swimming Programme is delivered by the Sport and Outdoor Recreation Division in partnership with Healthy Schools. It offers a structured swimming programme to 120 of the City’s schools giving Year 6 pupils the chance to access the City’s pools and develop their swimming skills for use throughout their lives. The service offered includes pool hire, transport and qualified swimming instruction. It is organised by a school swimming coordinator ensuring that a high percentage of pupils achieve the minimum standard of 25m. Currently, the programme also offers training for teachers and classroom assistants who can then assist qualified swimming teachers to deliver the Amateur Swimming Association curriculum. It enables children to then access free swimming as part of the Futures Scheme at Lifestyles Centres.

Water-sports
Schools throughout the city can access a range of outdoor water-sports at the Liverpool Water-sports Centre.

Activities include Paddle-sports, Kayaking, Canoeing, Paddleboards, Dinghy Sailing, Windsurfing, Power-boating, Rafting, together with Open Water Swimming.

Greenbank Sports Academy
The Greenbank Sports Academy has a range of fully inclusive facilities and activities. The Academy has a dedicated Sports Development Officer who creates sporting opportunities for disabled people at Greenbank and throughout Merseyside. The Sports Academy develops and delivers co-ordinated programmes of sports and physical activity in partnership with other organisations and clubs predominantly for disabled people.

Workplace Wellbeing Charter
In 2010, Liverpool Primary Care Trust launched the Workplace Wellbeing Charter to promote health in the workplace. This charter enables work with employers to improve the health and Wellbeing of the workforce. The productivity of participating organisations is often increased and sickness and absenteeism can be reduced. The charter takes a holistic approach and provides a clear set of wellbeing standards; they include physical and mental health, health promotion and ways to evaluate the services and information offered. It aims to share best practice about health and Wellbeing within the workplace. The charter offers employers the opportunity to achieve a work place award on three levels, including the standard of leadership, culture and communication within their organisation. Each of the three levels will consider, issues such as leadership, sickness and absence management, awareness of alcohol and drug abuse, smoking, mental health and stress, healthy eating and physical activity.
Active Travel

The Active Travel Strategy seeks to deliver health, economic, low carbon and social benefits through improving the walking and cycling environment. The strategy enables interventions and targets marketing to encourage behaviour change. This is delivered at both the district level and strategically across the city region through local implementation plans. The Strategy comprises of three elements:

1. Improving the walking and cycling environment with infrastructure and facilities creating clear route networks for pedestrians and cyclists;
2. Enabling activities, interventions and information; and
3. Marketing to raise awareness, encourage and sustain walking and cycling.

Together these three elements contribute to the delivery of the six goals of Merseyside’s third Local Transport Plan. This provides benefits such as improved health; increased accessibility to jobs, education, health and leisure; safer neighbourhoods; environmental improvements; and financial savings. The Active Travel Strategy includes a target to increase cycling by 3% each year until 2014/15, this followed by a long term inspirational target of 10% year on year increase to 2024/25.

The second Local Transport Plan contained a target to increase cycling by 10% by 2011, based on 2006 levels. Monitoring shows that a 24.6% increase was recorded between 2006 and 2011. Both cycling and walking are important for increasing physical activity; the aim of the Strategy was to build on these levels, delivering a low carbon future supported by a mobility culture that contributes to the economy and the health and Wellbeing of its citizens.

Transport flagship programmes include:

- **Bikeability** – Merseyside is the UK’s largest deliverer of the on-road national standard cycle training scheme launched in 2006. To date over 60,000 school pupils have been trained to deal with real-life on-road cycling including Years 5 and 6 in primaries and all ages in secondary.

- **Walk to School** – The Walk to School campaign sees over 250 schools encouraging their pupils and parents to ditch the car and feel the freedom and fresh air of walking to school. The campaign includes a Walk to School Week each October and May, and a 5 week Big Walk in the summer term. Schools are offered resources and incentives to support the week and to provide data back to Mersey-travel for evaluation.

- **Information Provision** – A key element of the Active Travel Strategy is access to information this includes a family of cycle maps with popular routes covering each area of Merseyside; walking ‘calorie’ maps; key destination guides; online cycle journey planners and the ‘It’s Our World’ widget – a tool that sits on websites allowing visitors to find a sustainable route.

Healthy Stadia

Heart of Mersey (HOM) has worked with sports stadia in Merseyside since 2005 to promote healthy lifestyles to fans, stadia staff and local communities. There has been a strong emphasis on multi-agency partnership working to develop stadia policies and practices promoting increased levels of physical activity (in particular active travel), healthier eating options on match days, tobacco free stadia and CVD health checks.
The success of this local programme has drawn additional funding from both the EU and World heart Federation, and saw the formation of a European Healthy Stadia Network in 2010 (www.healthystadia.eu).

SmokeFree Sports
SmokeFree Sports is a novel campaign which aims to use sport and physical activity to promote smoke free messages to children and young people. The campaign is managed by LJMU and delivered in schools, youth clubs and voluntary sports clubs across Liverpool. SmokeFree Sports initiatives include training teachers, sports coaches and dance instructors to deliver brief interventions on smoking; encourages organisations to sign a SmokeFree Sports charter that outlines a vision for sports participation in smoke free environments; provision of sports activities such as taster sessions and tournaments; and asking children to sign a pledge to be smoke free for life.

Back to Netball
In 2012 England Netball worked in partnership with Liverpool City Council to developing a Back to Netball programme across the City. The programme targets females aged 16+ in order to re-introduce a sport that women may have played earlier in life but who are now less active. It will create new opportunities to get active, make new friends and have fun. Since Back to Netball was introduced across England in 2010, over 12,000 women have joined and helped to make Netball one of the fastest Growing Team sports. Hundreds of women from all over the country are getting Back to Netball each week.

Exercise for Health
Exercise for Health began in 2000, it is a joint initiative between Liverpool Sport and Outdoor Recreation Division and Liverpool Primary Care Trust.

It offers a specially tailored 12 week exercise programme through eight Lifestyle Centres around the city and three Community Centres for people that have specific medical problems that can be improved by increasing physical activity levels. GPs and Practice Nurses refer patients to the scheme which offers use of the Fitness suites, Swimming and Tai Chi, supervised by dedicated and qualified staff. The overall aim is to enable people to change their physical activity behaviour for the long term, thereby improving their health condition and preventing further deterioration. At present over 90 GPs refer over 2,500 people per annum to the scheme. This makes it one of the biggest schemes of its type in the country.

Cycle for Health
Cycle for Health is a scheme coordinated by Liverpool Community Health to deliver beginner bike rides for those who are leading a sedentary lifestyle or who recovering from ill health. The cycling sessions take place in the Parks and Green Spaces across Liverpool offering the opportunity to exercise in a safe and secure environment.

Sessions are delivered by Volunteer Cycle Leaders who provide advice guidance and support to the participant. All volunteers attend the Liverpool Community Health Volunteer Cycle Leaders course. All cycling sessions are free and the loan of bike is available free of charge. The Cycle for Health scheme has delivered over 300 bike rides a year over the last 3 years and over 100 volunteers have been trained.
Walk for Health
Walk for Health provides opportunities for people from Liverpool communities to participate in accompanied walks in a variety of locations, mainly parks. Participants can become qualified Walk Leaders and lead their own walks to increase the network of opportunities for people to participate in more walking. There are currently 600-800 people walking with the scheme per week, over 7,000 people have participated since 2002.

Women get Active
Liverpool City Council’s Active Women programme has recently been funded by a range of partners including: Sport England, Liverpool PCT, Cobalt Housing, Riverside Housing, and Liverpool Mutual Homes. It is delivered through the Street Games (Us Girls) and Women Get Active projects. The programme was built on the success of a £5 million European Social funded project called ‘Work-Out’. It drew learning from a local project ‘Kensington Women Get Lively’ which consulted 215 women from 16 different ethnic origins on determinants of their physical activity. The ‘Work-Out’ project aimed to increase participation in physical activity, improve community capacity and stimulate greater use of local community recreation facilities in deprived neighbourhoods in Liverpool. The ‘Work-Out’ project benefited from using the fitness activators who helped keep the beneficiaries motivated and monitored their progress during the project. More than 1200 visits were made by individuals over an 18 month period. The ‘Work-Out’ project offered client-based, flexible activities as well as three months free access to lifestyle gyms. The project increased participation in physical activity by 85%, 80% of whom maintained their behaviour change after the project had ceased.

Us Girls!
Specifically targets women aged 16–25 years while Women Get Active, targets all women aged 16 and over. Both projects are delivered in specific wards across the city and aim to increase participation in women’s sports and active recreation, offering a range of traditional ‘Back to’ [netball, badminton, hockey] and non-traditional [Zumba, cheerleading, roller derby] opportunities.

In order to increase accessibility, these sessions are delivered in a range of settings such as children’s centres, schools, youth and community centres and LCC Lifestyle centres. To help overcome some intractable barriers to participation, most sessions have a progressive and sustainable charging policy and some provide free childcare. Beyond this, the Women Get Active Hubs offer access to a wide range of additional support services including smoking cessation, healthy eating, fire safety, education, training and employment, and citizen’s advice.

Lifestyle free membership - off-peak access
Liverpool John Moores University Students and staff have free off-peak access to Liverpool council run gyms and pools as part of a £400,000 a year deal to create a ‘city wide’ sports campus. Staff and students are able to use state of the art equipment based at nine council run gyms. The programme offers free access to eight swimming pools – including the Olympic sized Liverpool Aquatic Centre in the Wavertree area. This partnership was implemented to increase facility to use during off peak times as well as offering staff and students greater access to affordable, high quality facilities.
Getting Our Active Lifestyle Started: GOALS

GOALS is a partnership between LJMU, LPCT, LCC, Alder Hey Hospital and University of Salford it is funded by LPCT as part of the Taste for Health Strategy. GOALS is a healthy lifestyle programme aimed at supporting overweight children and their families to make gradual, sustainable changes to their eating and physical activity habits. Since April 2011, GOALS has been operating as a rolling programme and in 2012 the programme was delivered in three locations; Kensington, Everton and Walton. GOALS has been recognised by the Centre for Excellence and Outcomes in Children and Young People’s Services (C4EO) as a fully validated example of local practice which improves the lives of children, young people and their families. www.c4eo.org.uk

Sportslinx

Sportslinx developed in 1996 and evolved into a multi – faceted programme. In 2011 Sportslinx won the European Childhood Obesity Group award for its combined work on physical activity and nutrition. This work targeted children, parents and practitioners in education based physical activity and healthy eating programmes. Sportslinx delivers single taster sessions, support for after school clubs, fitness testing, surveillance, and training and is now into its 16th year.

Sportslinx is a flagship Liverpool programme and continues to provide a range of evidence based initiatives aimed at improving the health of 70,000 Liverpool School children.

An early partnership between LJMU and the City Council enabled Sportslinx to generate a unique data set on school children across the city, allowing researchers to assess year on year changes in a number of health, nutrition, fitness and skill related measures. This has allowed gaps in provision to be identified and programmes are targeted at those in most need.

Sportslinx has led a number of early years programmes including: Active Play, Active Families, Active outdoors, Yum, Yum Yummy, Rise & Shine, Active childcare, Liverpool Little Stars, which introduced a physical activity programme for 88 childcare venues.

Sportslinx has become a fixture in the primary school calendar with up to 95% of schools across the city taking part in activities annually. Resources developed by the project and training given to individuals ensure that the key health messages are cascaded through children’s centres and schools then into the wider community.
Acknowledgements

This *Liverpool Active City Be Active: Be Healthy Strategy* was produced by Liverpool Department of Public Health. We would like to acknowledge partners from agencies and organisations across the city who gave of their time and expertise to contribute to the development of this strategy. Thank you all.

Useful Links

Below are some links which have been useful in completing this document and which you may find helpful to increase physical activity in your own organisation/community:

- Liverpool Active City Strategy 2005–2010
  [www.liverpool.gov.uk](http://www.liverpool.gov.uk)
- Decade of Health and wellbeing 2010–2020
- Liverpool Public Health Annual Report 2011
  [www.liverpoolpct.nhs.uk/Library/Your_PCT/Publications/PHAR%202011.pdf](http://www.liverpoolpct.nhs.uk/Library/Your_PCT/Publications/PHAR%202011.pdf)
- Liverpool Joint Strategic Needs Assessment 2011 - Children and Young People
  [www.liverpoolpct.nhs.uk/Library/Your_PCT/Publications/CJSNA.pdf](http://www.liverpoolpct.nhs.uk/Library/Your_PCT/Publications/CJSNA.pdf)
- Sports strategy (sport England)
  [www.sportengland.org/about_us/our_news/creating_a_sporting_habit_for.aspx](http://www.sportengland.org/about_us/our_news/creating_a_sporting_habit_for.aspx)
- Green infrastructure
  [www.greeninfrastructurenw.co.uk/liverpool](http://www.greeninfrastructurenw.co.uk/liverpool)
- Healthy Stadia
  [www.healthystadia.eu](http://www.healthystadia.eu)
- Dementia Strategy
  [www.liverpoolpct.nhs.uk/Your_PCT/Publications/deaefault.aspx](http://www.liverpoolpct.nhs.uk/Your_PCT/Publications/deaefault.aspx)
- Merseyside Local Transport Plan
  [www.letstravelwise.org/content206_Local-Transport-Plan-3.html](http://www.letstravelwise.org/content206_Local-Transport-Plan-3.html)
- NICE public health guidance PH8 physical activity and the environment
  [http://guidance.nice.org.uk/PH8](http://guidance.nice.org.uk/PH8)
- PH17 promoting physical activity in children and young people
  [http://guidance.nice.org.uk/PH17](http://guidance.nice.org.uk/PH17)
- PH13 promoting physical activity in the workplace
- PH25 prevention of CVD
- Reducing Harm, Improving Care: Liverpool Alcohol Strategy 2011–14
- Active People’s Survey. Sport England (2011)
  [www.sportengland.org/research/active_people_survey.aspx](http://www.sportengland.org/research/active_people_survey.aspx)
- Chief Medical Officer Report (2011)
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For further information about the contents of this strategy, please contact the Public Health department on 0151 233 5638