The Vision

Liverpool to be the Most Active City\(^1\) in England by 2026\(^2\), inspiring and enabling people who live and work in Liverpool to be active every day for life

\(^1\)Measured against the Core Cities in England

\(^2\) Whilst retaining the aspiration to be the most active core city in England, given the participation trends shown by comparing Sport England’s Active Lives Survey 2 with Survey 1, plus the resources available to the city at present, the target date has been amended and annual milestones have been established to show incremental improvements up to 2026
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Front cover top photograph: Alan Edwards
Liverpool’s Physical Activity And Sport Strategy 2014 - 2021

Introduction

“Liverpool Active City” is the Physical Activity and Sport Strategy (PAS Strategy) for Liverpool. It outlines the vision for the transformation of, and continued investment in sport and active recreation in the City. It reflects the views, and has benefited from the input, of a range of key partners and stakeholders.

The development of an integrated ‘universal offer’ for health and wellbeing is a priority for tackling health inequalities. A coordinated strategic approach to promoting and enabling physical activity and sport in the city will be a key step in helping to achieve this. This PAS Strategy identifies the connections between physical activity and health and is intended to supplement the work of the Health and Wellbeing Board, by being the driving force behind the Physical Activity and Sport Strategic Stakeholder Group.

Physical activity and sport are vital components of daily life that can benefit communities by helping people to enjoy healthy and independent lives, creating employment opportunities and promoting community cohesion.

Physical Activity
The potential benefits of increasing physical activity levels amongst Liverpool residents are immense. Physical activity has the ability to increase life expectancy and reduce the risk of chronic disease in an extremely effective way and is more cost effective than conventional medical methods of prevention and treatment. Increasing levels of daily physical activity is at the centre of the PAS Strategy work and is crucial in building a comprehensive model of self-care and prevention and integrated community support.

Residents of Liverpool should be able to benefit from programmes and interventions which build community and individual capacity, employability and resilience. A programme of interventions will inspire the population to engage in daily physical activity on an industrial scale through the coordination and delivery of services that offer everyone a range of appropriate physical activity choices. Traditional structured and indoor activities will remain as valued components of the Liverpool Active City offer but the Strategy Group must look beyond this provision if it is to truly transform the physical activity culture of the population.

Sport
Liverpool has an extraordinary sporting culture, aside from the achievements of the two professional football clubs; the city has gained a national reputation for developing sport and sports people, and attracting high quality sporting events to the city and region. Sport plays a major role in attracting people to and retaining people in an active lifestyle. There is also an added value which sport gives to the culture of a city like Liverpool and the region and indeed the country. It is clear that sport can make a positive contribution to improving the lives of Liverpool citizens.

Liverpool’s Physical Activity And Sport Strategy 2014 - 2021

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Sport and the City of Liverpool have always been synonymous but we must now draw on this tradition not only to maintain its sporting excellence but also to ensure that physical activity and sport impacts in a positive manner on people’s health and social outcomes status. For some this will lead to a long-time involvement in sport and an aspiration to achieve at the highest level. The intention is that these programmes and interventions can be structured and promoted through the PAS Strategy. As Liverpool continues to grow we want this strategy to ensure that there are opportunities for people to be active and healthy and to continue to produce future sporting stars that will inspire us and others at the 2016 and 2020 Olympics and Paralympics and beyond.

In Summary

The PAS Strategy will guide the direction and priorities which drive our commitment to get Liverpool’s residents more physically active and in doing so enjoy greater positive and productive health outcomes. This Strategy has not been developed and nor can it be delivered by, one organisation. To make the step change required to increase physical activity in Liverpool requires collaboration, commitment and communication between the partners in both strategic development and the delivery of programmes and interventions.

It will be necessary to raise awareness, enable on-going dialogue to attract and retain participants and to ensure that provider agencies are best informed about what to provide, where, why and for whom.

The strategy and delivery plan cover a seven year period 2014 - 2021 and is set in the context of the 2020 Decade of Health and Wellbeing for Liverpool, which should see it:

- Narrow and eventually eradicate the health inequality gap between the City and other areas of England.
- Substantially increase levels of participation in sport and physical activity from the current baseline (APS7/8 2012/14) and develop more sophisticated processes for evaluating its achievements, including a system for measuring participation amongst young people aged 0-15.
- Work with a range of partners and key stakeholders to encourage residents and visitors to take part in physical activity and sport, paying particular attention to target groups such as children and young people, inactive older people, at risk and hard to reach groups, BME, people with a disability, women and girls and people living with, or at risk of developing a long term health condition, in order to support the wider health and wellbeing outcomes associated with physical activity.
- Become an exemplar City for the delivery of effective, cost-efficient, partnership based opportunity making a real difference to the health, wellbeing and satisfaction of its residents.
The following document outlines how the Strategy has been developed, what difference it is going to make and how it will be delivered and monitored. This will be a ‘live document’ and it is supported by ‘SMART’ delivery plans that will be robustly managed, monitored and reviewed. The delivery will be monitored by the Physical Activity and Sport Strategic Stakeholder Group comprising representatives of all key organisations with an interest in improving health and well-being through physical activity and Sport. (See attached stakeholder list).

This document sets out clear key aims, the primary and secondary delivery outcomes and recognises that within the fast changing economic and social climate we will need to embrace challenging and innovative ways to ensure that the strategy achieves these aims. The strategy will ensure that physical activity and sport improves people lives through strong partnerships that deliver value for money to Liverpool’s communities - ensuring Liverpool is the most active city in England.

**Who is Responsible for delivery of the strategy?**
- The Accountable body for the strategy will be the Physical Activity and Sport Strategic Stakeholder Group, comprising representatives from across the Council’s sports, parks and education services as well as representatives of key partner organisations and stakeholders who will oversee the development and effective, economic and efficient delivery of the strategy. Liverpool City Council, as part of its community leadership role will support the Group in delivering the strategy.
Section 1
The Rationale for Developing a Physical Activity and Sport Strategy
Section 1

The rationale for developing a Physical Activity and Sport Strategy

The strategic context

Liverpool’s Health and Wellbeing Board is improving the health and wellbeing of children and adults in Liverpool by seeking to reduce health inequalities across Liverpool. A vision for health and social care services has been developed jointly by Liverpool City Council and Liverpool Clinical Commissioning Group with significant involvement by all sectors. The Joint Health and Wellbeing Strategy describe a vision of: ‘A Fairer Healthier Happier Liverpool’.

The vision has the following aims and objectives:
- Less people reliant on using hospital (unnecessarily) and long term care.
- More people living at home for longer.
- Targeted services delivered through strong communities and neighbourhoods.
- Enabling access to a range of universal services by residents that promote self-care and self-management.

Health and Social Care outcomes for the people of Liverpool are amongst the worst nationally and there is an overdependence on hospital and specialist social care. Liverpool is clear that this is not a sustainable position and has resolved to change this through a programme of transformation and service improvement.

Increasing levels of daily physical activity is a vital component of this work and is a crucial in building a comprehensive model of prevention and integrated community support. Residents of Liverpool should be able to benefit from inclusive and accessible programmes and interventions which build community and individual capacity and resilience. The intention is these can be structured and promoted through the PAS Strategy and Delivery Plan.

In this context, the strategy will help to improve:
- Health and wellbeing of the city.
- Children and young people’s development.

In addition this Strategy takes account of the aims and ambitions of the following key local plans and strategies.

- Joint Strategic Needs Assessment
- Liverpool Sustainable City Health and Wellbeing Strategy 2014-2019
- Liverpool CCG Healthy Liverpool Programme
- Mayoral Commission Report
- Liverpool City Council’s Children and Young People’s Plan
- Liverpool Active City Strategy 2012-2017: Be Active Be Healthy
- Merseyside Strategy for Sport and Physical Activity 2012-2017
- Merseyside’s Local Transport Plan (in particular the Active Travel Strategy)
- Liverpool City Region Combined Authority Transport Plan for Growth (currently in development)
• Economic regeneration.
• Cultural wellbeing of the city.
• Safer and more cohesive communities.
• National Elite sports.
• Sustainable sports development pathways.
• Access to high profile events.
• National and international recognition of the city.
• Enable/promote independent living in later life.
• Support continued/new investment into existing and new programmes and facilities.
• Demonstrate the positive return on investment through investing in sport and physical activity.
• Promote Liverpool as an events friendly destination that embraces partnership and sustainable legacy.
• Employability.
• Residents travel horizons improving access to opportunities and services.
• An increase in sustainable transport use.
• Equality of travel opportunity for all.

The benefits of increasing participation and frequency of involvement in physical activity.

Economic benefits
In addition to the health and social well-being outcomes of being physically active there are also strong financial benefits to the public purse. Whilst clearly there is a need to invest in essential clinical interventions and recovery programmes, investment in physical activity as a preventative tool and a mechanism to aid recovery from physical and mental ill health and illness has been proven to have significant cost benefits. Some of the economic impacts in the City are:

• The estimated healthcare costs of inactivity as a contributing factor to five major diseases is nearly £11 million annually to the NHS. This excludes additional costs from musculoskeletal disease, mental health and the cost to the economy due to time off work or the increase in social care budget.

• If everyone in Liverpool aged between 49 and 79yrs old (180,000) walked 10 minutes a day then compared to not walking this would save 64 lives every year. If they increased the walking further from 10 minutes to 20 minutes then a further 89 lives would be saved.

• If there were to be an intervention of £1 million a year to get 50% more people walking from 10 minutes a day to 20 minutes a day then using the World Health Organisation HEAT Model we can calculate that 29 lives would be saved each year. The value of a statistical life in the EU is £1,574,000 so the annual benefit averaged over 5 years is £9,733,000.

• Walking and Cycling are two of the most cost effective interventions to scale up levels of physical activity. If 1% of Liverpool residents (4,950) received cycle incentives to increase cycling levels which can cost as little as £50, the average annual health benefits over ten years would be £370,440 per person.
Health benefits
According to the World Health Organisation, physical inactivity is now the 4th leading cause of death in the world, only surpassed by smoking, hypertension and high blood sugar caused by poor diet. It is now a greater risk factor than obesity. In the UK, about 70% of the population are not active enough to maintain good health. In Liverpool, this figure is 52%.

The strength of evidence supporting the health benefits of physical activity is greater than ever, and this has created a new energy globally, to ensure that physical activity is considered a real and effective prevention method and treatment for many long term health conditions, described as follows:

**Diabetes** - An active person with diabetes (who walks 3 hours a week) is 2.5 times less likely to die of heart disease than an inactive resident without diabetes.

**Chronic Obstructive Pulmonary Disorder (COPD)** - People with Chronic Obstructive Pulmonary Disorder (COPD) who walk gently 30 minutes a day halve their risk of an emergency hospital admission.

**Coronary Heart Disease (CHD)** - 10% of deaths from CHD are due to inactivity. Brisk walking for 180 minutes a week can reduce the risk of heart attack by 22% for men and 33% for women. Physical inactivity is responsible for 146 emergency cardiac admissions in Liverpool and can increase the risk of cardiac mortality by 30%.

**Hypertension²** - Physical Activity has a modest reduction of Blood Pressure in patients with hypertension by 3.4/2.4mmHg which is significantly greater than Angiotensin-Converting-Enzyme (ACE) inhibitors².

**Depression** - The National Institute for Clinical Excellence (NICE) recommends physical activity as an effective treatment for depression particularly when delivered in groups. The City experiences the second highest prevalence of common mental illness in England with over 93,000 people affected. Liverpool also has the highest prevalence of Psychosis amongst the 8 core cities in England.

**Cancer** - Patients who become active on diagnosis of breast cancer have a 34% reduction in breast cancer deaths and a 24% reduction in breast cancer recurrence. 18% of all deaths from breast cancer are due to inactivity. Liverpool has some of the lowest survival rates amongst the core cities with 78% of female patients surviving breast cancer (compared to the average in England of 84%).

**Dementia** - There is strong evidence that patients who are active have a 40% reduced risk in developing dementia.
Osteoarthritis - Physical activity reduces the risk of developing osteoarthritis and reduces pain with similar efficacy than Non-steroidal Anti-Inflammatory Drugs (NSAIDs).

¹Chronic Obstructive Pulmonary Disorder is otherwise known as Obstructive Lung Disease.
²Hypertension (High Blood Pressure) is a condition commonly treated with Angiotensin-Converting-Enzyme (ACE) inhibitors.

Social benefits

• Physical Activity should be viewed not as an “add-on” or supplement to an individual but as a fundamental method to lift a whole community out of ill-health.

• Physical Activity is therefore both the catalyst to energise a community and a symptom of this recovery which leads to more active behaviour that in turn leads to a stronger and more vibrant community.

• Physical Activity engages people and connects people to their place and their immediate surroundings. It is activity that is the mechanism to improve self-esteem, confidence and the ability to connect people to volunteering, caring, work and conservation which all have strong health benefits.

• In the five ways to wellbeing being active is not only one of the five but it is also part of “being social”, and “noticing things”. Activities such as sport, dance and conservation work rely heavily on the remaining two sources of wellbeing which are “giving” and “learning new skills”.

• Physical activity should therefore be seen as a community intervention as well as an individual behaviour change.

• Energising neighbourhoods, schools, parks and the public realm and workplaces. Expanding an individual’s travel horizons via active travel can increase a person’s confidence travelling to employment, education, healthcare, other essential services including leisure and recreational opportunities.
Section 2
Definition of Physical Activity and how we increase levels of participation
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Definition
This Strategy will provide the planning framework for the development of physical activity and sport over the next seven years. In the context of this Strategy document it is important to understand the scope of activities encompassed within the term physical activity and sport. The following diagram describes physical activity as example definitions relative to everyday activity, active recreation and sport.

The definition is deliberately broad; it recognised that all activity is beneficial. Not everyone has the ability or aspiration to become an elite athlete however becoming more active in everyday activity and active recreation can create a pathway to excellence but most importantly, good health.

Inactivity
Within Liverpool nearly 50% of the population do not take part in any sport or active recreation on a regular basis.

There are many reasons why inactivity is becoming an epidemic. Over several decades, like many cities, Liverpool has seen a steady decline in the uptake of active travel, more sedentary jobs, more home entertainment, less participation in sport and historically poorly designed neighbourhoods have made it less attractive to be outdoors.

Physical activity is a complex behaviour comprising sports, recreation, transport-related walking and cycling as well as activities of daily living (e.g. shopping, cleaning, climbing stairs etc.). It constantly changes through different life stages, cultures, socio-economic status and by different places.

Liverpool is the most deprived local authority in the country with stark health inequalities. Almost 40% of Liverpool’s households live at or below the poverty line income of £17,279. Whilst some informal activity is free, chronic stress is a barrier. Stress is more prevalent in deprived communities and is one of the major contributors to health inequalities. A person suffering from chronic stress is strongly associated with inactivity.
Table 1 illustrates the distance that we need to travel to bridge the gap between Liverpool and the England’s current most active core city.

We need to aim for children, young people and adults to be active on a daily basis. All children and young people aged 5-18 should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

Over a week, activity amongst adults should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity. Adults should also undertake physical activity to improve muscle strength on at least two days a week. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

**Activating the inactive**

The PAS Strategy is an important catalyst for an increasing number of joint initiatives between the City Council, healthcare providers Sport, Recreation and Fitness clubs and active travel programmers. In this context the Strategy has a Primary Outcome (Participation) and a number of Secondary Outcomes detailed below which are measurable and set against SMART targets.
Primary Outcome
Increased Participation - Enabling 118,000 (30%) more people to sustain a physically active lifestyle in Liverpool through sport and active recreation.

Examples
- Getting the inactive active focusing on people who are older, unwell, over-weight or have a chronic or long term health condition.
- Increasing participation among the ‘nearly’ or ‘just’ active - those who do some activity but do not meet recommended levels; with a focus on young people, people with disabilities, women and girls. Ensuring that people presently participating in sport/physical activity at an appropriate level are supported and encouraged to continue to do so.

In this context, the achievement of the Primary Outcome (Increased Participation) will be dependent on the successful delivery of the secondary or supporting outcomes together with addressing any challenges as set out below:

Places - The development, improved access to and maintenance of quality indoor and outdoor places to play sport and be physically active that meet local need and are sustainable long term.

What are the Challenges for Places?
- A non-user friendly environment will encourage people to remain indoors and inactive. Even perceived hostility can result in fear and large areas of the city become, or are perceived to be, inaccessible. The fewer people in these public spaces the more hostile the area is perceived to be - resulting in less walking and fewer people meeting each other.
- Lack of trees and greenery is shown to enhance the perception of crime, fear and hostility and result in less activity.
- Traffic and perception of traffic is the main cause of fear when parents prevent their child from playing outdoors. Public transport access and cost can be a major barrier to accessing venues to participate in sports and physical activity.

Examples:
- Venues: Offering a set of viable, sustainable, accessible high quality facilities and open space to accommodate and support the drive to increase participation in physical activity and sport. Programming: Make maximum use of facilities and open spaces owned and/or managed by operators across all sectors including the new stock of education based venues being developed.
- Maximise the current cycling network in Liverpool and the recent enhancements to cycling and walking delivered through the Local Sustainable Transport Fund such as increased low speed zones, Liverpool’s cycle hire schemes, enhanced cycle paths and improved pedestrian access at junctions.
People - High quality workforce and volunteers that meet local need

What are the Challenges for People?
• Social isolation can increase cardiac deaths by 50% and is common in the elderly, those with mental health problems and those living in very deprived communities.
• Poor family support, domestic violence and neglect all contribute to an increase in poor mental health and chronic stress.
• People need support when changing behaviour so isolation and poor social support directly affects physical activity levels.

Examples
• Workforce: Utilise and where necessary enhance the skills, knowledge, capability and ambition of the City’s professional and voluntary sports development workforce to ensure that it is able to play a full part in the delivery of Strategy outcomes.
• Clubs: Develop the capacity and improve coordination of the City’s sports clubs and voluntary organisations, supporting them to raise standards ensuring they are effective partners in delivery of opportunity and progression pathways in Liverpool.

Profile - An increased awareness of the benefits of physical activity and sport in Liverpool

Challenges for Profile:
• The ability to influence the behaviour of individuals and their personal value and perception of physical activity through a range of media platforms that compete with alternative messages and content.
• All schools being fully engaged in this agenda and recognising the benefits of increased physical activity within schools for both students and the wider community.
• Potential to engage children with physical activity using Spiritual Moral, Cultural and Social SMCS framework.
Examples:

- **Profile:** Make best use of contemporary communications mechanisms and ‘brand Liverpool’ to raise community awareness, understanding and take-up of services and opportunities for behaviour change and the adoption of active lifestyle habits.

- **Communication:** Develop effective resident/customer communications systems and processes in the City making it impossible for residents not to know what their sport and physical activity options are.

- **Events:** Run a judicious balance of World class, high profile national and local events designed to enhance the City’s national image and status and to raise local profile; all contributing to its drive to attract investment and be business and enterprise friendly.

Partnerships - Jointly delivering high quality, cost effective services that meet local need

- **Partnerships:** Work closely with key partner agencies to, collectively, drive the changes, improvements and practices needed to make a real impact in the City;

- **Whole Community:** These approaches to physical activity across the life course will be more successful than a single programme in increasing population levels of physical activity. Using key settings such as schools and workplaces provides the opportunities to integrate policies aimed at encouraging physical activity.

Performance - Evidence driven service improvement that demonstrates value for money

- **Performance measurement:** To improve all-partner focus on outcome achievement, utilising manageable, affordable and effective measurement tools.

- **Evaluation and return on investment:** To effectively measure, analyse, evaluate, learn from and improve Strategy implementation and delivery.

What does success look like?

- Increasing the % of people aged 16+ participating in at least 30 minutes of sport and outdoor recreation at least once a week from 41.9% to 72% (an additional 118,000 people becoming more active)

- Increase cycling participation rates of once a week from 3% to 10% by 2017 and all trips by 10% per year until 2026.

- Increasing the number of active travel journeys made by Walking.

- Prioritising regular, highly active PE lessons and extracurricular activities and creating a suitable physical environment and resource to support structured and unstructured physical activity throughout the school day and beyond.

- For every pupil to take part in one competitive sporting event per school year.
• For every school to provide 2 hours of high quality Physical Education per week.
• Ensure all pupils can swim at least 25m by the end of KS2.
• There is encouragement to support walk and cycle to school programmes and enabling all these actions through supportive school policy and engaging staff, students and parents and importantly the wider community.
• Doctors and healthcare professionals are important influencers of patient behaviour and key initiators of prevention and treatment of long term conditions.
• Every Long Term Condition treatment pathway should include physical activity as part of the mainstream care.
• Every healthcare professional should have sufficient knowledge about health benefits of physical activity and how it can be promoted in primary care.
• There should be clear monitoring processes in place to provide full evaluation of what interventions work in primary and secondary care.
• Improved walking environments in deprived areas including increasing green space, less traffic and a perception of safety.
• Stronger and sustainable network of sports clubs.
• Increased participation / activities in parks and open spaces.
Section 3
Delivering the Vision.

There is already a wide range of activity and programmes that are or have been identified as good practice: These include:

- Walk to School Week delivered by Merseytravel with around 56 Liverpool schools participating in 2014.
- Liverpool’s Cycling Strategy ‘Liverpool Cycling Revolution’ 2014 - 2024 sets out its vision for Liverpool to become the fastest growing cycling city.
- The largest Bikeability training programme in the UK contract enabling children with the skills to cycle safely on-road, offered to all primary, secondary and SEN schools in Liverpool for pupils in Years 5-9. Of all Year 5 and 6 pupils, 69% take up the offer, higher than the national average.
- Liverpool Cycle Hire Scheme to provide 160 stations and 1000 bikes to hire.
- The Parks Animation Board has been established in order to coordinate an increased events and activity programme across Liverpool Parks that encourage people to be active through formal or informal ways ie. Liverpool International Music Festival, Race for Life.
- The REACT and Natural Choices programmes have supported 38 projects across Liverpool to deliver health and wellbeing projects enabling people to engage with their natural environment.
- Liverpool School Sports Partnership (LSSP) coordinates and delivers a comprehensive Physical Education and School Sport Offer to Liverpool schools (3-19yrs) and provides support & training to staff, manages a programme of local & county competitions and provides a large team of PE and sport specialists to deliver physical activities in schools. The School Games Organiser outcomes are delivered through the LSSP.
- The Futures Scheme offers opportunities for all young people aged Under 17 in Liverpool to access free swimming and a range of low cost fitness activities and sports sessions.
- The Exercise for Health Scheme enables adults with a long term health condition to access pathways to an active lifestyle through fitness classes and swimming.
- Active Women Programme - bringing women together has also enabled a successful programme of ‘non-sporting’ interventions such as advice on nutrition, learning opportunities, alcohol and smoking advice.
- Inclusive Sport - Programmes coordinated by organisations such as the Greenbank Academy, Daisy UK and Liverpool City Council enabling hundreds of people with a disability the opportunity to be active.

- The Learn to Swim Programme has resulted 87% of 11 year old children learning to swim 25 metres - this places Liverpool in the top five LAs in England.
- Us Girls Alive - a project focused on developing women and girls with health and social problems into peer mentors.
• The network of Sports Clubs in Liverpool offers a wide range of opportunities for people to become involved and sustain an active lifestyle through recreational and competitive sport.

• Merseyside Sports Partnership co-ordinates, enables and resources effective delivery of services and programmes to drive up participation in sport and physical activity - thus improving the quality of life for the residents of Liverpool.

• Merseyside Fire Service Officers have been active in several programmes across the more deprived areas of Liverpool providing Cage Football, Summer camps and the Fire Fit programme.

• Everton in the Community and the Liverpool Foundation deliver programmes targeting young people and adults, enabling them to become active and improve and maintain health.

New programmes of activity
Whilst there have been areas of good practice, to make a step change we need to mainstream the approach to Physical Activity and deliver on an industrial scale. The Strategic Physical Activity and Sport Group developed a range of priorities to deliver an industrial scale approach to increasing Physical Activity. 3 themes will run consistently throughout the Action Plan as follows, representing people with differing levels of physical activity;

• Enabling the inactive to become active.
• Enabling the semi-active to become more active.
• Enabling the active to maintain their activity levels.

Programmes will be developed further in the delivery plan and include:

Training of Healthcare Providers
• In a recent survey in London not one GP or practice nurse knew the current physical activity guidelines of the Department of Health of 150 minutes of moderate activity a week. Few GPs felt confident in promoting physical activity.

• Training needs to include the whole practice including administrative staff. This allows a cultural change within the practice to engage everyone into becoming more active and communicating this to patients through “every contact counts”.

• Consistent training across all practices allows a standard approach to brief advice to the patient, measuring physical activity and interventions for each long term condition.

Training for Sports and Physical Activity Providers
• Many providers of physical activity are volunteers or specialists who have been trained to engage with those who are active and motivated. A target group in this strategy are those who are inactive, poorly motivated and with low confidence.

• Training needs analysis will highlight those areas where providers are less confident in dealing with those who are inactive.

• Training allows minimal standards for those who want to receive patients referred from healthcare.
Design physical activity Interventions in primary and secondary care

- Physical activity interventions should be integral to every treatment pathway and then integrated onto GP systems such as Egton Medical Information Systems (EMIS). Let’s Get Moving and Exercise Referral Schemes do not have the evidence to support their future commissioning unless redesigned in light of new evidence.
- Long term conditions must include physical activity as part of the treatment pathway.
- A single metric should be used and monitored in a healthcare setting.

Create scale so that the majority of the inactive population of Liverpool are reached

- Health care professionals can contact high risk patients but changing whole populations is what really counts. Healthcare needs to work closely with transport, schools, workplace, campaigns and sport to help provide a truly integrated strategy.
- Healthcare professionals and public health to fully understand and support strategies to get more patients active. This may be in the local street to the city-wide level but they should be actively involved in the development, implementation, promotion and evaluation.

Strong Clear Leadership

- Throughout the world most physical activity strategies that have failed to deliver have cited weak or poor leadership as a major cause. It is because the solution to inactivity is complex, multifactorial and long term that strong leadership is required. This will require commitment from all partner organisations at the highest executive and non-executive positions.

Shared Common Metrics

The Strategic Group have agreed that ‘common metrics’ are necessary in order for each organisation to share accountability for outcomes. The success of the Strategy’s implementation will be measured using the following indicators from Sport England’s Active People Survey:

1. % of adults aged 16+ who are participating in sport and active recreation at least once per week for at least 30 minutes.
2. % of adults aged 16+ who are inactive.

Although the latter component has marginally greater health benefits, the metric comprises two components, in order to engage the whole population, given that there are people in Liverpool that can be defined as ‘active’, ‘moderately active’ and ‘inactive’. It is vital to increase and/or maintain the participation levels of people in all 3 defined groups.

In addition to the above, the Strategic Group will develop a system to measure:

3. Participation amongst young people aged Under 16.
In addition to the 3 main indicators, the following evaluation methods will be utilised to ensure that those in most need are benefiting the most, and therefore the health inequalities gap is being reduced:

- Integrating a single item question into GP monitoring systems to ascertain how a person’s level of Physical Activity has changed as a result of an intervention.
- Developing an algorithm to calculate the price of health benefits as a result of the increase in Physical Activity, in order to compare cost effectiveness of one intervention with another ie. physical activity and bariatric surgery.
- Monitoring the types of people that providers are engaging in physical activity along with a system to reward providers for engaging people in most need ie. People with long term health conditions.

**Community Wide Programmes**
Whole of community approaches to physical activity will be more successful than a single programme to increase population levels of physical activity. Using key settings such as schools and workplaces provides the opportunities to integrate policies aimed at encouraging physical activity. As well as using key community groups to deliver the strategy to those who will benefit the most.

**Active Transport**
The primary aim of the Strategy is to increase the levels of daily participation in physical activity, amongst the whole population of Liverpool. This will require the majority of the population to make a significant change to the way they perceive and value physical activity.

Active Transport is arguably the most practical, sustainable and cost effective way to increase physical activity on a daily basis, enabling people to commence an active lifestyle and to consider other forms of physical activity such as active recreation and sport, amongst other co-benefits such as improved air quality, reduced traffic congestion, and reduced CO2 emissions.
The combination of strategies and policies such as Liverpool’s Cycling Strategy ‘Liverpool Cycling Revolution’ 2014 - 2024, increasing access to footpaths and public transport and promoting and incentivising people to walk and cycle, can shift mode choice away from cars and towards physical activity.

The PAS Strategy outcomes will be achieved much more effectively by working in partnership with the city’s Active Travel organisations in order to embed a moving culture into the lives of Liverpool residents.

**Active Places**

- **Active Streets, Active Parks**
  Active Streets, Active Parks aims to increase the use of streets and parks as a resource for physical activity and sport from walking through to trim trails, playgrounds and multi-use games areas, as well as the more ambitious schemes involving cycle routes and sports pavilions. Initiatives have already started with facilities developed in Botanic Park, Walton Hall Park and Long Lane Recreation Ground. It also includes a small refurbishment programme for informal multi-use games areas (MUGAS) in parks and recreation grounds.

- **Active Facilities**
  The city’s network of leisure centres have provided a high quality service for residents and workers for many years and they will remain as key enablers for a more diverse customer base to engage in physical activity.

- **Active Schools, Colleges and Universities**
  The physical activity levels of students has become a greater priority for Sport England & other National organisations and School Governing Bodies, Colleges and Universities in recent years. Partners have an excellent opportunity to work together to impact on the social outcomes of this important population, given that many students will become Liverpool residents and workers in future years.

- **Active Clubs**
  Liverpool has a well-established network of quality sports clubs that provide a range of sporting offers to residents. The success of the strategy will depend on the quality of the pathways that are made available to people, particularly those who have recently become more active.

**Active Organisations**

- **Active Workplaces**
  Building on the success of the Workplace Charter and Merseytravel’s Employers Network it will be vital to engage with workplaces and local businesses to enable employees to become more active. The outcomes for employers will include increased productivity, reduced work days lost to illness and absenteeism.

- **Active Support Organisations**
  In partnership with Adult Social Care and the city’s network of support organisations, there is an excellent
opportunity to enable people with unique and significant barriers to physical activity and sport, to become more active. Training for staff around the benefits of an active lifestyle can result in service users accessing a wider range of activities.

Delivering on Sport
The City Council, Merseyside Sports Partnership and partners are working closely with and supporting National Governing Bodies (NGBs) that wish to invest time and resource in Liverpool. Over the strategy period there will be a specific focus on particular sports; the rationale for this being the:

• Existing strength and importance of that sport in the City.
• Sport’s potential to drive participation growth.
• Facility base in the City that will enable that sport to be effectively developed.
• Club sector in sport in Liverpool is strong and capable of further growth.
• Strong workforce of coaches and volunteers.
• City’s will to develop/extend its relationship with key NGBs.
• Sport features in the offer made by the City’s schools/colleges/universities.
• Specific relevance or potential importance of sport for people with disabilities.
• Link to upcoming or potential Sports events.
• Linking to the Liverpool School Sports Partnership competition framework to link pupils schools into club activity.

NGB Focus Sports - Evidence Base
The City Council engaged partners to support the strategic framework planning process for the Physical Activity and Sports Strategy. The objective was to identify the current position of the 46 Whole Sport Plan funded National Governing Bodies (NGB’s) in relation to their ability to increase participation across the city and impact our local communities through improving access to physical activities and health and wellbeing, as well as contributing to other local agendas.

In providing an evidence base to identify our focus sports, we have used local data and intelligence (provided by industry specialists Merseyside Sports Partnership and Knight Kavanagh and Page) to inform the process of developing and establishing a strategic context which NGB’s have been assessed against. This has allowed the Strategic Physical Activity and Sports Group to make informed decisions on the relationship and investment into each sport in Liverpool.

The evidence base has recommended that Physical Activity and Sport should be promoted within three (3) themes: sport for health, informal sport and performance sport. With a sporting offer which is informed by participation and latent demand: utilising NGB’s which have a clear offer that can be adapted to meet the needs of each theme.

a. Sport for Health is a high motivation for a female market, although there are still a good proportion of
males that can be captured through this approach. These are individuals who use sport as a vehicle towards good health, fitness and wellbeing.
b. **Informal Sport** is essential to engaging a new and returning market. Similar to sport for health in the fact that sport is conducted informally without membership or joining fees but the motivation for this category is fun and social sport.
c. **Performance Sport** is the more traditional sport offer delivered mainly through sustainable community clubs and leagues.

There are twelve (12) focus sports which have been identified as the driving force of market growth in Liverpool. These sports are: athletics, badminton, boxing, cycling, football, gymnastics, hockey, golf, netball, rugby, swimming and tennis. Whilst these are the focus sports, it is recognised that there are a range of other sports that also have an impact within Liverpool that play an important role in increasing participation.

The current Active People Survey (APS7/8 2012/14) suggest that the sports cited above are best placed to spear head Liverpool’s drive towards a more active future.

**A Local Delivery System for Sport**
Liverpool has an exciting and diverse sporting landscape with a good local infrastructure. There are a wide range of community clubs which are embedded within the delivery system. Without clubs or active coaches and volunteers, sport will not have the capacity to grow across Liverpool or contribute to the objectives of local partnership organisations.

Taking the information gathered on sport in Liverpool, then analysing and assessing local intelligence, we can establish a clear picture on the range of NGB’s funded through the Whole Sport Plan (WSP).

On a sport by sport basis, the growth potential, current market share and capacity for growth through local infrastructures; combining this with NGB structure, public and commercial investment and large scale event investment, there is a clear range of sports which can impact on our local communities.

Building on this new understanding the local delivery system allows a categorisation of sport in Liverpool (including market growth potential) and its impact on local communities.

The positioning of sport within the local delivery system provides strategic logic to the everyday decisions made with each sport. No sport is left behind and all are still connected with the city in one way or another. It allows for an informed and intelligent approach to resource management.
Sports Development
To organise and deliver a comprehensive and accessible sports development programme requires close co-operation and co-ordination between a number of key organisations including Schools, Liverpool School Sports Partnership, School Improvement Liverpool, NGB’s, Clubs and Associations, Voluntary Sector, Colleges and Universities.

This strategy will propose that the roles of Liverpool City Council Sport and Outdoor Recreation Services and Liverpool Sports Forum (LSF) are further strengthened as part of a more co-ordinated local structure for the delivery and development of sport and recreation. This, by working with a range of partners to provide a balanced and accessible sports development programme which caters for all communities from grass roots to elite performance and develop a programme of events which reflects sports development priorities, adding profile to Liverpool’s sporting culture.

Events and Legacy
It has become increasingly important for established cities and countries to host a major event from time to time to strengthen their global image and positioning. However, there is more competition than ever emerging from cities and countries that see major sporting and entertainment events as a fast track to global recognition and influence.

In this context, Liverpool is fast becoming the destination of choice for many sports governing bodies. National agencies including UK Sport and Sport England have a renewed confidence in Liverpool evidenced through their willingness to invest into the city through resources and events. The city now has a strong and coherent sports network and event offer. Liverpool is seen as events friendly, credible and easy to work with. Our events portfolio is ever growing and we are now a viable option to host sports events of International significance. This is evidenced by the city hosting the British Gymnastics Championships since 2010 (now extended for a further 3 years), AEBA (formerly ABA) National Age Group Championships Festival (the first ever festival of boxing in Britain), British Triathlon Championships (for the next 3 years) and British Trampolining Championships. On an International stage the city has hosted the Grande Depart for the Tour of Britain (Sept 2014), and is currently bidding for a number of high profile sports events which include being nominated by UK Sport as the UK bid city for the Netball World Cup in 2019.

Creating a positive and lasting events legacy linked directly to a sports development continuum requires deliberate effort, strong leadership, and sustained commitment and attention. It is important to actively and continuously promote the legacy vision to maintain the interest of the public and our key stakeholders.
Liverpool Sports Forum (LSF)
LSF was established in 1998 and has an important role in bringing together sports organisations within the city, particularly within the voluntary sector. The LSF can play a key role in the development, delivery and monitoring of the Action Plan within this strategy, particularly in the following areas:

- Communication and networking within the sports sector.
- Information sharing, advice and guidance to sports providers.
- Club accreditation and development.
- Providing small grants and funding advice.
- Lobbying and advocacy on behalf of sport in the city.

Inclusive Sport
If new people are to be attracted to take part in sport and physical activity, there is a need to support and sustain the existing participation base. This means that opportunities offered across the sector must be inclusive and accessible. Allied to this, a focus on the needs of people with disabilities is required if participation is to be a real (and realistic) life choice for the City’s least active. This, in itself, necessitates raising awareness about issues that affect agency capacity in this regard and the volume and quality of provision made. At the sharp end, sports clubs, coaches and facility managers must all be targeted, informed and assisted.

Schools and Community Access
Whilst some schools have an excellent track record in making connections with their community, there is a wide variation across the City. Schools can be a major contributor to alleviating time pressure on family life, and in creating the bridge to participation after school, reducing the drop out with age. A stronger connection to the Extended Schools Agenda, Doorstep Clubs, Satellite Clubs, the School Improvement Programme and the LSSP together with access to facilities at peak times of youth nuisance and anti-social behaviour, will be a key theme to the success of the strategy.
Further and Higher Education

In Liverpool the key providers of further and higher education are Liverpool Community College, Liverpool Hope University, Liverpool John Moore’s University and Liverpool University. These institutions contribute to sport and recreation in a number of ways:

- Providing training and qualifications in sports development, physical education, coaching, sport science and recreation management from basic leadership awards through to degree and postgraduate level.
- Offering training and competition opportunities for students and scholarship programmes for elite performers.
- Providing a workforce of coaches, teachers and sports development staff through students seeking work experience.
- Operating sports facilities that are used by local communities, and running evening/weekend and holiday sports programmes for children and young people.
- Sport science and medicine services for performance and elite performers.
- Research and evaluation of sport and recreation programmes.

LSSP offer schools:

- Training & support
- Specialist PE support staff

LSSP also host the School Games Organisers’ and is part of the National programme developing competitive opportunities for all children, working with partners to ensure that there are competitive opportunities available that link into county, regional and national structures alongside a bespoke competition and events programme.

Merseyside Sports Partnership

Merseyside Sports Partnership (MSP) is one of 45 County Sports Partnerships (CSP) in England. The Partnership has since established a successful, inclusive delivery system through a vibrant network of likeminded agencies committed to “improving the quality of life for the people of Merseyside through sport and physical activity”. In doing so, the Partnership is uniquely placed to unlock the power of sport and the wider benefits it can bring to local partners and their communities. Through strategic coordination and leadership, MSP brings together public, private and voluntary sector partnerships in pursuit of shared goals driving positive outcomes to inspire all people to be more active more often.

MSP will continue to add value and play a key role in supporting the development, delivery and monitoring of the Action Plan within this strategy, by providing:-

- Leadership, advocacy, innovation and promotion.
- Strategic planning and enabling effective coordination.
- Partnership development and connectivity.
- Capacity building and generating investment.
- Insight, research and development.
- Promotion of excellence and continuous improvement.
Section 4 Monitoring and Evaluation
Section 4
Monitoring and Evaluation.

Liverpool City Council and its key stakeholders recognises the need to set challenging targets, review progress and measure performance. An effective monitoring and review framework will be put in place to enable the progress of the strategy to be assessed. This will form the basis of an annual review set against SMART targets.

A clear and well understood set of Governance arrangements for the Strategy will ensure a shared understanding of roles and responsibilities, clear lines of active accountability throughout, and regular monitoring of progress. In particular, responsibility for the delivery of targets contributing to the desired outcomes will be definitive.

The following diagram outlines the governance arrangements, specific roles, responsibilities and work programmes relative to the strategy implementation. There will be an annual review of the strategy with actions and SMART targets. The primary vehicle for implementing the SMART Action Plan related to the identified priority tasks will be the Strategic Physical Activity and Sport Group which will agree, monitor and assist with the implementation of an annual action plan. This will be in partnership with each of the stakeholders associated with this strategy.

A Programme manager funded by Sport England, has been appointed to coordinate the delivery of this Strategy. Progress reports will be delivered to the Health and Well Being Board and the Physical Activity and Sport Strategic Stakeholder Group.
In Conclusion
Through strong leadership, strong partnerships and robust delivery plans we aim to transform the approach to Physical Activity and Sport in the City. Whether in schools, parks, or communities, as individuals or in groups, there will be increased opportunities for people to be more active.

We believe this strategy can help to improve health outcomes, develop sporting excellence and energise neighbourhoods and the wider public realm.

It is our opportunity to ensure Liverpool is seen as the Most Active City in England and will inspire and enable people who live and work in Liverpool to be active every day for life.
Let's make Liverpool the most Active City in England!