

Liverpool Sport and Physical Activity Alliance

Delivery Plan 2007 -2010

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1 Foreword

Sport and physical activity play an important role in the lives of the people of Liverpool, with thousands of residents regularly involved in school, community and grass roots activity. The city has also produced many top level sports performers, competing at national and international level, and is home to two of the most successful football clubs in the history of the game.

The substantial recent investment in sports facilities within the education, local authority, voluntary and private sectors, along with the city's numerous parks and open spaces, provides the citizens of Liverpool with a wide range of quality opportunities to participate in sport and recreation. Despite this there is clear evidence that the majority of the people in the city still do not participate in physical activity on a regular basis or to a level that would benefit their health.

As well as improved health and quality of life, sport and physical activity also have an enormous potential to contribute to the wider regeneration of Liverpool, in areas such as employment, economic growth, education, community safety and cohesion. We believe that in order to significantly increase participation across all sectors of the community and to realise the potential of sport to achieve these wider social benefits, it is vital that all relevant agencies work together more effectively and pool resources at both strategic and local level.

The establishment of the Liverpool Sport and Physical Activity Alliance (SPAA) was an important step in bringing together all the key partners and has already resulted in better planning and more effective delivery. This Delivery Plan sets out in detail the key priorities for the SPAA for the next three years and details how local resources and Sport England funding will be used to widen access to sport and physical activity for all residents. Building on the success already achieved through the implementation of the *Liverpool Active City* strategy, this plan is an important step in increasing community participation and ensuring that sport and physical activity play an even greater role in the continued growth of the city.

Councillor Warren Bradley
Leader
Liverpool City Council

Gideon Ben-Tovim
Chairperson
Liverpool Primary Care Trust

2 The City of Liverpool

Liverpool is situated in the North West of England and is one of the UK's major cities with a current population of 441,800 and almost 200,000 households.

Liverpool is an international and historical city, which is already known around the world for its maritime heritage, art, music and sport. The magnificent architecture of the Three Graces, the Cunard, Liver and the Port of Liverpool Buildings, encapsulate a bygone age when the great shipping lines dominated the waterfront.

The Albert Dock – the largest collection of Grade One Listed Buildings in the country – is the most popular attraction in Liverpool and home of Tate Liverpool, the Maritime Museum and the Beatles Story. The site formed part of Liverpool's successful bid to become a UNESCO World Heritage Site in July 2004. The city's bid was based on Liverpool as a Maritime Mercantile city and reflected the city's significance as a commercial port at the time of Britain's greatest global influence.

Liverpool has a thriving city centre with a diverse selection of restaurants, bars and cafes. The city is alive with musicians, poets, writers, artists, painters, sculptors, designers and architects – further enhancing Liverpool's image as a European city of culture. Liverpool is also a serious sporting city, Liverpool and Everton football clubs are renowned the world over.

After years of decline Liverpool is emerging as a new busy tourist destination with major regeneration projects, inward business investment and an increase in jobs for local people. The economic profile of the city is experiencing an upturn. The economy is in excellent shape with a sustained jobs growth of three times the national average, the highest Gross Value Added (GVA) per head growth of any city region in the UK and over £3 billion of development projects in the pipeline.

Liverpool continues to revitalise into the 21st century. Facing and embracing change, it is in the midst of a renaissance. Liverpool's selection as European Capital of Culture 2008 will aid in the ongoing regeneration process of the city's infrastructure and build on the strong foundation of its cultural heritage. It is estimated that over the next five years the city will benefit from investments of more than £2 billion. The creative and sporting sector should expect a growth of 14,000 jobs. A projected £220 million will be spent on tourism, creating another 3,000 jobs throughout the North West. In total, 1.7 million visitors will generate £50 million a year.

It is this exciting renaissance which makes the Liverpool City Region one of the most attractive inward investment and prime business locations in the UK.

However, there are still areas of the city that have very high levels of socio-economic deprivation and have not yet seen the full benefit of ongoing regeneration. These areas are characterised by a combination of poor housing and health, high unemployment, low levels of educational attainment and problems relating to crime, disorder and anti-social behaviour. The Indices of deprivation 2004 ranked Liverpool as the most deprived local authority area in the country. The Standardised Mortality Ratio (SMR) for Liverpool of 143 (based on 1998 to 2002 statistics) compares with a figure of 116 for the North West region as a whole. The figures compares with the SMR of 100 for England and Wales as a whole and shows that whilst poor health is a major issue for the North West region, the problem is particularly acute for Liverpool. Despite significant progress being made by local regeneration agencies and a major investment of European Objective 1 funding and Government Neighbourhood Renewal funding, there is still much to be done.

The most deprived areas of the city also typically show lower levels of participation in physical activity, which along with poor diet and other lifestyle issues, contribute to increased levels of poor health and reduced life expectancy. Despite the sporting heritage of the city and some successes in the area of elite sport, the potential of physical activity to impact on the health and well being of the population as a whole, is yet to be fully realised.

3 Liverpool Sport and Physical Activity Alliance

Liverpool SPAA was established in February 2006 and evolved from the existing Active City Steering Group, which had been established to oversee the implementation of the city's first physical activity strategy.

It was recognised that in order to fulfill the remit of a SPAA the existing group would need to broaden its membership and adopt new roles and responsibilities. As well as bringing together the key partners from the health, sport and recreation sectors, the SPAA also has representation from key agencies in the areas of regeneration, education, community safety, planning, voluntary groups and commercial sector.

The terms of reference and membership of Liverpool SPAA are detailed on the following pages and demonstrate the breadth of the partnership established, the clear remit provided for the group to increase participation in sport and physical activity and a commitment to use sport and recreation as a tool to deliver outcomes across all key areas of social policy.

The establishment of the SPAA has also led to the creation of a number of sub-groups, which focus on specific areas of work and report back to the main SPAA. To date the following SPAA sub-groups have been established:

1. Exercise for Health / Cardiac Rehabilitation
2. Healthy Urban Planning / Green Issues / Active Transport
3. Research / Evaluation
4. Active Workplaces
5. Action Planning
6. Children & Young People
7. Adult Participation (with a focus on sedentary and older adults)
8. Target Groups (including disabled people & BEM communities)
9. Sport and Youth Inclusion

Details of the membership and terms of reference for the sub-groups are given on the following pages

Crucially Liverpool SPAA has clear links to key agencies at a strategic level and is able to influence both policy and the allocation of resources. These linkages include:

Liverpool Partnership Group (Local Strategic Partnership)
Liverpool First for Health
Liverpool PCT Board
Liverpool City Council Executive Board (Cultural Services)
Liverpool City Council Select Committee (Culture Media & Sport)
Merseyside Sports Board

Liverpool SPAA has a direct link with Liverpool First (the Local Strategic Partnership) via Liverpool First for Health, which is one of the eight Strategic Issue Partnerships that are responsible for delivery of the community strategy and the Local Area Agreement.

The development of SPAA structures within Liverpool has been taking place for the past 6 years, and has to some extent preceded and informed the introduction of Community Sport Networks (SPAAs) and the Single System for Sport nationally.

An opportunity for Liverpool to pilot the SPAA approach came about through the introduction of Liverpool Sport Action Zone in 2000. Liverpool SAZ was one of 12 sport action zones set up with Sport England funding, each one focusing on a area of high deprivation. The Liverpool SAZ has a population of 55,000 people and includes the Kensington, Wavertree, Picton, Dingle, Toxteth and Granby areas of the city.

Liverpool SAZ has proved to be one of most successful SAZs and has demonstrated the contribution that sport and active recreation can make across the regeneration and renewal agenda. Key achievements include,

- An investment of £14.2M external funding into the SAZ, resulting in the creation of a network of new and improved facilities and sport and physical activity programmes. A significant proportion of this funding (53%) was secured from 'non-sporting' sources.
- A community driven approach, which placed a strong emphasis on providing support and resources to increase the capacity of voluntary sector providers.
- The creation of effective partnerships with a diverse range of organisations from both within and outside the sport and recreation sectors.
- Effective leadership and engagement with communities at a local neighbourhood level.
- Creation of a focused team of staff from a range of organisations, working directly with the community to drive up participation rates.

Crucially, research carried out by Ipsos Mori on behalf of Sport England has shown that regular participation in sport and physical activity by SAZ residents has increased by 5% during the past 5 years, a period during national participation rates have remained static. To achieve this rate of increase within one of the most deprived areas in the country suggests that the effective ways of working adopted within Liverpool SAZ could be replicated across the city.

One of the key factors in the success of Liverpool SAZ has been the close working partnership established with the South Central Liverpool School Sport Partnership. This partnership has led to the establishment of the South Central

Liverpool SPAA, which has now been operating for 3 years. This local SPAA has been effective in encouraging joint working between local sport, recreation, health, education, regeneration and voluntary sector agencies. This co-ordinated approach has also resulted in significant increases in participation in physical education and school sport within partnership schools, evidenced by the results of the PESCL survey for the past 2 years. The success of Liverpool SAZ and the SC Liverpool SPAA, and the effective partnership approach adopted in these areas, is now being used to inform the development of city wide SPAA structures.

Elsewhere in the city the establishment of the Eastern Link Sports Alliance in 2003 has provided another local example of the effectiveness of the SPAA approach. The creation of the Alliance was driven by Cardinal Heenan Sports College, which achieved specialist status in 2001, and was closely linked to the establishment of Central Liverpool School Sport Partnership, for which the school is the central hub. The development of the Alliance was also the result of close working with the Eastern Link Cluster Partnership, the lead regeneration organisation for the area, which has since been incorporated into East Liverpool Neighbourhood.

Working with a range of key partners, including Central Liverpool PCT, Liverpool CC (Sport and Recreation), police, registered social landlords, Sure Start and local sports groups, the Eastern Link Sports Alliance has achieved success in a number of areas, including:

- Co-ordination of local youth sport and leisure provision, particularly through Splash programmes during holiday periods.
- Creating links between school, club and community based provision.
- Promotion of health and physical activity programmes to the local community.
- Training and deployment of young volunteers and leaders within local sports programmes.
- Securing additional funding and resources for sport and physical activity programmes from a wide variety of sources.

The success of this approach was reflected in the Eastern Link Sports Alliance being commissioned by Merseyside Sport to produce a 'toolkit', which uses the Alliance as an example of good practice for other organisations planning to create similar structures.

The success of the Alliance approach in both South Central Liverpool and East Liverpool has created a solid basis and a wealth of good practice, which will be utilised in the development of the city wide SPAA and creation of local Alliance structures, building on the five Neighbourhood Management areas recently established across the city.

LIVERPOOL SPORT AND PHYSICAL ACTIVITY ALLIANCE

TERMS OF REFERENCE

Purpose

Liverpool SPAA is a partnership between local organisations and agencies working within the local authority area.

It represents a group of partners with a shared vision for delivering sport and physical activity opportunities and increasing participation across all sectors of the community.

The work of the SPAA will focus on tackling health inequalities and targeting groups with low levels of participation in sport and physical activity.

The SPAA has a commitment to using sport and physical activity to deliver improvements in all other areas of social policy (health, education, regeneration, community safety and cohesion).

Membership

See membership list attached.

The Chairmanship of the SPAA will be shared between senior representatives of Liverpool PCT and Liverpool City Council.

The Head of Active City and the SPAA Manager will provide the secretariat.

Further members representing other relevant agencies may be co-opted at a future date.

Role

The SPAA will carry out the following key roles:

- To provide strategic direction for the development and delivery of sport and physical activity across Liverpool.
- To establish a clear link into and representation on the Local Strategic Partnership.
- To demonstrate the role and ensure the inclusion of sport and physical activity in the Local Area Agreement and Local Public Service Agreement.
- To oversee the delivery of 'Active City' (Liverpool's physical activity strategy) and other relevant strategies.

- To co-ordinate delivery of Key Priority 1 (Reduce childhood obesity and promote a culture of physical activity) within the Liverpool Children's & Young People Plan.
- To identify and secure the funding and resources required for improving sport and physical activity provision and increasing participation.
- To ensure the effective investment of specific funding programmes within Liverpool, including the Neighbourhood Renewal Fund (Active City) and Sport England (Community Investment Fund).
- To agree a series of Key Performance Indicators (KPIs) for sport and physical activity within Liverpool, set targets for improvement and ensure that regular measurement of progress takes place.
- To actively lobby and advocate for the promotion of physical activity within the statutory planning process and in the development of parks and green spaces.
- To act as a local voice for sport and physical activity.
- To maintain a balance between strategy and delivery.
- To include all key local stakeholders from the voluntary, statutory and private sectors.

Meetings

The Liverpool SPAA Group will meet 4 times per annum.

In addition to the main meetings a number of sub-group meetings will be convened as necessary in order to take forward the work of the SPAA.

Date: 31 May 2006

Liverpool Sport and Physical Activity Alliance
Membership

| Sector | Organisation | Representative |
|---------------------|--------------------------------|-----------------------|
| Health | Liverpool PCT | Dympna Edwards * |
| Health | Liverpool PCT | Gideon Ben Tovim |
| Health | Liverpool PCT | Sandra Davies |
| Health | Liverpool PCT | Sally Starkey |
| Health | Liverpool Health Promotion | Irene Mills |
| Physical Activity | Liverpool Active City | John Marsden |
| Higher Education | Liverpool JM University | Gareth Stratton |
| Capital of Culture | Liverpool Culture Company | John Moore |
| Capital of Culture | Liverpool Culture Company | Julie Hanna |
| Education | LCC Children's Services | Stephen Tiffany |
| Education | School Sports Partnerships | Suzanne Ramsey |
| Education | Sports Colleges | Jake Collin |
| Youth and Community | LCC Youth Service | TBC |
| Youth and Community | Merseyside Youth Association | Leon Carrol |
| Sport & Recreation | LCC Culture, Media & Sport | Tina Gould |
| Sport & Recreation | LCC Sport and Recreation | Chris Briggs * |
| Sport & Recreation | LCC Sport and Recreation | Liz Lamb |
| Sport & Recreation | LCC Sport and Recreation | Mark Jones |
| Sport & Recreation | Liverpool SPAA | Gary White |
| Sport & Recreation | Merseyside Sport | Julie Leasor |
| Transport | Travelwise | Maureen Quinn |
| Planning | LCC Planning Department | John Alcock |
| Environment | LCC Environmental Health | Andy Hull |
| Environment | Mersey Forest | Jo Sayers |
| Community Safety | Liverpool Citysafe Partnership | Angela Doherty |
| Regeneration | LCC Neighbourhood Services | Angela Forshaw |
| Private Sector | Liverpool Chamber of Commerce | Christine Barton |
| Voluntary Sector | Liverpool Community Games | John Dixon |
| Voluntary Sector | Greenbank Sports Academy | Ann Kinsella |
| Voluntary Sector | Liverpool Sports Forum | Mike McBrien |
| Voluntary Sector | Liverpool Sports Forum | Jean Arnold |
| Disability | North West Disability Forum | Jean Price |
| Fifty Plus | Age Concern | Linda Carr |
| Social Inclusion | LCC Supported Living | Judith Arslanian |

* Joint Chairs of Liverpool SPAA

LIVERPOOL SPORT AND PHYSICAL ACTIVITY ALLIANCE SUB GROUPS

TERMS OF REFERENCE

Purpose

Liverpool SPAA is a partnership between organisations and agencies working within the local authority area.

It represents a group of partners with a shared vision for delivering sport and physical activity.

The SPAA has a commitment to using sport and physical activity to deliver improvements in all other areas of social policy (health, education, regeneration, community safety and cohesion).

The Sub Groups of the SPAA will have a range of specific themes to work on. Their purpose will be to assist in the delivery of the SPAA policies and to influence that policy through regular feedback on progress.

Membership

As is the case with the Strategic Group of the SPAA the Sub Groups will comprise of professionals from a range of partner organisations. These professionals will have experience of working in the theme being covered by the Sub Group.

The Head of Active City and the SPAA Manager will provide support to these groups either through chairing the meetings or through providing secretarial support.

Role

The SPAA Sub Groups will carry out the following key roles:

- To establish a clear link into the Strategic SPAA Group.
- To maintain a balance between strategy and delivery.
- To include all relevant stakeholders from the voluntary, statutory and private sectors.
- To deliver the policies of the Strategic SPAA Group in relation to the theme of the Sub Group.
- To influence the policies of the Strategic SPAA Group through feedback on the progress of the different specific themes.
- To influence policies of the different partner organisations to ensure a 'joined up' vision regarding each of the themes.
- To assist in the delivery of the SPAA Action Plan.

- To advise the Strategic SPAA Group in relation to possible funding opportunities.
- To ensure the effective investment of specific funding programmes within Liverpool for each of the different SPAA themes.
- To help raise the profile of the work of the SPAA in all of the different themed areas.

Meetings

The SPAA Sub Groups will meet at least 4 times per year.

Sub Group Themes

1. Exercise for Health / Cardiac Rehabilitation (John Marsden)
2. Healthy Urban Planning / Green Issues / Active Transport (John Marsden)
3. Research / Evaluation (John Marsden)
4. Active Workplaces (John Marsden)
5. Action Planning (Gary White)
6. Children & Young People (Gary White)
7. Adult Participation (with a focus on sedentary and older adults, Gary White)
8. Target Groups (including disabled people, black and ethnic minority communities, Gary White)
9. Sport and Youth Inclusion

LIVERPOOL SPORT AND PHYSICAL ACTIVITY ALLIANCE SUB GROUPS

MEMBERSHIP

Exercise for Health / Cardiac Rehabilitation

1. John Marsden, Active City Co-ordinator
2. Mark Jones, Health and Fitness Manager, LCC
3. Robert Lyall, General Manager, Sport and Recreation Service, LCC
4. Irene Mills, Neighbourhood Manager, PCT
5. Ewan Wilkinson, Commissioning Manager, PCT

Delivery Plan

1. Gary White, SPAA Manager
2. John Marsden, Active City Co-ordinator
3. Stephen Tiffany, Children's Services, LCC
4. Chris Briggs, Head of Sport and Recreation Service, LCC
5. Mark Jones, Health and Fitness Manager, LCC
6. Julie Leasor, Merseyside Sport
7. Sandra Davies, Head of Public Health Delivery, PCT

Research / Evaluation

1. John Marsden, Active City Co-ordinator
2. Chris Briggs, Head of Sport and Recreation Service, LCC
3. Gareth Stratton, Liverpool JMU
4. Denise Peerbhoy, Liverpool JMU
5. Sally Starkey, Neighbourhood Manager, PCT
6. Sandra Davies, Head of Public Health Delivery, PCT
7. Richard Jones, Research Officer, PCT
8. Tony Yih, Research and Policy, LCC
9. Denise Goodwin, Liverpool JMU

Green Issues / Urban Planning / Active Transport

1. John Marsden, Active City Co-ordinator
2. Jo Sayers, Mersey Forest
3. John Alcock, Planning Dept, LCC
4. Carol Attle, Parks and Open Spaces, LCC
5. John Dixon, Community Games
6. Sarah Vasey, Creative Environment Manager, Culture Company
7. Sally Starkey, Neighbourhood Manager, PCT
8. Irene Mills, Neighbourhood Manager, PCT
9. Maureen Quinn, Travelwise

Active Workplaces

1. John Marsden, Active City Co-ordinator
2. Mark Jones, Health and Fitness Manager, LCC
3. John Moore, Creative Sport Manager, Culture Company
4. John Dugmore, Chamber of Commerce
5. Andy Hull, Head of Environmental Health, LCC
6. Kevin Harris, Liverpool Hope University
7. Andy Wileman, Merseyside Sport

Children and Young People

1. Gary White, SPAA Manager
2. Karen Flynn, active transport for young people. LCC
3. John Dickson, Community Games
4. Stephen Tiffany, Children's Services, LCC
5. Sports Development Officer, Merseyside Youth Association
6. Liz Lamb, Sportslink, LCC
7. Steve Lamb, Youth Services
8. Richard Johnson, LCC Sports Development
9. Mike McBrien, Liverpool Sports Forum.

Target Groups (including disabled people and BEM communities)

1. Gary White, SPAA Manager
2. Ann Kinsella / Mark Palmer (Greenbank Centre)
3. Surya Shaffi, PCT
4. Anju Sharma, Heal 8
5. Colin Moore, Sporting Equals
6. Steve Sullivan, Merseyside Sport
7. Frank Doherty, LCC Sports Development
8. Rhiannon Brown, Nacro

Adult Participation

1. Gary White, SPAA Manager
2. Linda Carr, Age Concern
3. Robert Lyall, General Manager, Sport and Rec, LCC
4. Andy Ireland, Walk for Health, PCT
5. Gavin McLaughlin, Cycle for Health, PCT
6. Bob Brimage, Running Co-ordinator, LCC

Sport and Youth Inclusion

1. Gary White, SPAA Manager
2. Colin Murray, LCC Youth Offending Service
3. Nathalie Palin, LCC Youth Service
4. Clare Corran, N Liverpool Positive Futures
5. Rhiannon Brown, NACRO
6. Vicky Russell, Liverpool Community Games
7. John Hollis-Davies, L8 Positive Futures
8. Jeanette Griffin, LCC Youth Offending Service
9. Mark Lawes, Merseyside Police
10. Charles Kavanagh, Merseyside Fire Support Unit

4 Strategic Context

The work of Liverpool SPAA is underpinned by the policies, aims, objectives and recommendations set out in a number of key local, regional and national strategic documents as summarised below.

The Framework for Sport in England

Making England an Active and Successful Sporting Nation: A Vision for 2020

The Framework provides strategic direction and policy priorities to unite sport in a commitment to make England the most active and successful sporting nation in the world by 2020. The vision has three main strands:

- **Making England Active:** helping people to start and stay in sport, providing the solutions to increase and widen the base of participation for everyone regardless of age, gender, ethnic origin or disability; developing a dynamic network of clubs, coaches and volunteers: to create a sustainable infrastructure for retaining people in sport.
- **Making England Successful:** building on the success of the England Rugby Union team at the 2003 Rugby World Cup in Australia, our aspiration is to be the best sporting nation in the world. Our task is to help people with talent to excel at the highest level.
- **Backing the bid to host the 2012 Olympic and Paralympic Games** in London, to enhance the national sporting infrastructure, create a sustainable legacy for sport, and deliver impact on economic and social issues within London.

NW On the Move

The North West plan for sport and physical activity (2004-2008) sets out the regional strategy for achieving two main outcomes:

- To increase participation in sport and physical activity.
- To widen access and reduce inequality in participation amongst priority groups.

In order to achieve these outcomes the plan sets out a five key aims:

- To develop a world class sports system for the North West – a unified network of organisations and opportunities for people to start, stay and succeed in sport.
- To use sport and physical activity to improve the physical, social and mental health and well being of people in the north west focusing particularly on those areas with the greatest health needs and inequalities.
- To use sport and physical activity to promote lifelong learning and participation in sport to the benefit of the individual and the economy.

- To use sport and physical activity to contribute to the economic growth of the region by:
 - increasing the interests and skills of its people;
 - developing its attractiveness for inward investment;
 - using sport to contribute to a positive image of the North West.
- To use sport and physical activity to unify communities, unlock local skills, and help people at risk to adopt a positive lifestyle.

Merseyside Sport and Physical Activity Strategy

The recently launched Merseyside Sport and Physical Activity Strategy (2006-2010) identifies 6 strategic objectives, recognizing the wide impact sport and physical activity can have on the prosperity of the county:

- Use sport and physical activity to improve the physical and mental health and well-being and to encourage a healthy lifestyle for people within Merseyside.
- Use sport and physical activity to promote lifelong learning and the development of skills.
- Use sport and physical activity to develop safer and stronger communities.
- Widen access to sport and physical activity for all members of the community.
- Use sport and physical activity as a vehicle for regeneration.
- Maximize opportunities for sporting success for all members of the community.

Liverpool Community Strategy

Liverpool First (2005-2008) is the community strategy for the city, produced by Liverpool Partnership Group, the Local Strategic Partnership for Liverpool.

Liverpool First sets out the following vision:

“Our Vision is for Liverpool to become a premier European city, achieved by building a more competitive economy, developing healthier, safer and more inclusive communities and enhancing individual life chances.”

To achieve this vision the strategy has set the following aspirational targets:

- To create a European Inclusive Renaissance City by 2010.
- To be a Business Friendly City in 2008.
- To meet national targets for schools, qualifications and employment by 2008.
- To reduce levels of poor health and preventable death towards the national average by 2010.
- To grow the population by 2013.

The sport and physical activity sector has a role to play in meeting each of these targets and achieving the Liverpool First vision, and the contribution to improving health and well-being has been particularly highlighted. This is reflected in the strategic link between Liverpool SPAA and Liverpool Partnership Group via Liverpool First for Health, one of the eight Strategic Issue Partnerships that are responsible for delivery of the community strategy.

Liverpool Local Area Agreement

Liverpool submitted its first LAA to Government Office NW in December 2006. The three year agreement becomes operational in April 2007 and is divided into four main blocks:

- Stronger and Safer Communities
- Enterprise and Economic Development
- Healthy Communities and Older People
- Children and Young People

Each of the blocks is led by the relevant Strategic Issue Partnership within the Liverpool Partnership Group.

As stated above the main link for the SPAA is via the Liverpool First for Health SIP, which is responsible for the 'Healthy Communities and Older People' block. Clearly sport and physical activity can make a contribution to work within all four of the blocks identified in the LAA. This will be achieved through the work of the SPAA Manager and Active City Manager in conjunction with relevant SPAA members with links into other SIPs: Citysafe, Liverpool Strategic Employment Partnership and Liverpool Children's and Young People Partnership.

Each block within the LAA has set targets and will be measured against mandatory indicators and a number of optional indicators. Key indicators for the SPAA within each block include:

Stronger and Safer Communities

- Improved quality of life for the most disadvantaged neighbourhoods.
- Increased % of people who feel that other people treat them with respect and consideration.
- Reduce people's perception of anti-social behavior and fear of crime.
- Increase in number of green flag award parks and green spaces and public satisfaction.
- An increase in the number of people engaged in formal volunteering for a least 2 hours per week.

- Percentage of people who feel that their local area is a place where people from different backgrounds get on well together.
- Increased % of residents reporting satisfaction with their neighbourhoods.
- Reduction in both adult and young prolific offenders.

Enterprise and Economic Development

- Driving up the employment rate, skills and enterprise city wide and in the most deprived areas. To strengthen the effectiveness and accelerate the pace at which the city can overcome these barriers to economic growth and social justice.
- Improving the internal and external perceptions of the city as a thriving and competitive place for business, culture and quality of life.

Healthy Communities and Older People

- Reduction in health inequalities between Liverpool and the population of England by narrowing the gap in all-age, all-cause mortality.
- Reduction in health inequalities between the most deprived Liverpool neighbourhoods and the population of the city by narrowing the gap in all-age, all-cause mortality.
- Improved well being and sustainability.
- Reduce mortality rates from circulatory diseases in people under 75, narrowing the gap between Liverpool and national rates.

Children and Young People

The key indicators in this block have been adopted from the four priorities identified in the Liverpool Children and Young People's Plan:

- Reduce Childhood obesity and promote a culture of physical activity
- Reduce the risk of abuse, bullying and anti-social behaviour
- Improve the achievement of children in care, those from under-achieving black and racial minority communities and young carers.
- Improve early diagnosis and family support for disabled children and children with special educational needs.

The Liverpool LAA will be annually reviewed and revised over the three year period, providing the SPAA with further opportunities to influence the work plans against each indicator and strengthen the role of sport and physical activity in meeting the city's targets.

Strategic Health Documents

The Government White Paper, **Choosing Health**, launched in 2004 identified the following six priorities for improving the nation's health:

- Reducing the number of people who smoke.
- Reducing obesity and improving diet and nutrition.
- Increasing exercise.
- Encouraging and supporting sensible drinking.
- Improving sexual health.
- Improving mental health.

The **Local Delivery Plan (2005-08) for Liverpool PCT** (incorporating North, Central and South Liverpool Primary Care Trusts), sets out the priorities, actions and service improvements required to meet key local and Government health targets. As one of the national group of Spearhead PCTs, the 20% with the worst health and deprivation indicators, Liverpool has been set challenging targets by the government, including an 8% increase in life expectancy by 2011.

The Standardised Mortality Ratio (SMR) for Liverpool of 143 (based on 1998 to 2002 statistics) compares with a figure of 114 for the Merseyside/Cheshire area and 116 for the North West region as a whole. The figures compares with the SMR of 100 for England and Wales as a whole and shows that whilst poor health is a major issue for the North West region, the problem is particularly acute for Liverpool. The strong correlation between poor health and deprivation is further demonstrated by the SMR of 152 in Central PCT, 150 in North PCT and 117 in South PCT. The majority of wards in North and Central Liverpool fall within the 20% most deprived in the country as measured by the Index of Multiple Deprivation (IMD).

The high SMR for Liverpool relates directly to the prevalence of a number of disease conditions, including coronary heart disease, respiratory disease and cirrhosis & liver disease. The plan makes a direct link between these diseases and lifestyle factors, identified as diet, physical activity, alcohol consumption and smoking.

Within the Delivery Plan the following core values are stated:

- We, and our partners in the City, will improve the health of the population by working with local communities to prevent ill health, promote well-being and increase life expectancy.
- We will provide high quality health services for people who fall ill and the best possible support to those with longer term needs.
- Our health services will be modern, easy to access and available to all, especially the most vulnerable in society.

Key objectives include the following:

- To reduce and seek to eliminate inequalities in health and improve access to healthcare.
- To improve the health and quality of life of the people of Liverpool.
- To work effectively with partners to secure improved and seamless health and related services.
- To use evidence-based information to identify and meet the healthcare needs of the population.
- To commission appropriate services in line with national and local targets and priorities.
- To assess performance and evaluate outcomes to inform future strategy development.

One of the five key themes within the plan is **Healthy Choices**, focusing on how an individual's lifestyle decisions impact on their health and well-being, and reflecting the priorities within Choosing Health. Within this theme exercise and physical activity is identified as a critical 'health issue' that can have an impact on behavioral risk factors and contribute to reducing the health inequality gap.

The proposed action plan within the area of physical activity and exercise reflects the priorities and targets outlined within **Liverpool Active City** (see below) and are directly linked to targets for reducing levels of obesity amongst both children and adults.

Active City is one of four major health promotion campaigns running in Liverpool; the others being Taste for Health, Smokefree and Pssst (alcohol awareness).

Liverpool Active City

The Liverpool Physical Activity Strategy (2005-2010) has set challenging targets for increasing participation. The strategy states:

- We will increase by 1% per year the proportion of people who are moderately active for 30 minutes or more 3 times per week (an increase of 5% by 2010).
- We will increase by 1% per year the proportion of people who are moderately active for 30 minutes 5 times per week (an increase of 5% by 2010).
- We will increase by 1% per year the proportion of children who are moderately active for 60 minutes 5 times per week (an increase of 5% by 2010).
- All children will have 2 hours physical activity per week in schools – to increase to 75% in 2006, 85% by 2008 and 100% by 2010.

This will mean that in Liverpool:

- 4,000 adults will become more active every year.
- Over 30,000 children will be more active at school by 2010.
- By 2010 there will be 124,000 adults participating in 30 minutes of moderate physical activity on at least 5 days a week.

Liverpool Active City is the recognised brand encompassing the work of a wide range of organisations working together to increase participation in physical activity and improve health across the city.

The strategy Liverpool Active City is included in full at Appendix 1.

Liverpool Children and Young People's Plan (2006-09)

The **Children and Young People's Plan** for Liverpool is based on the delivery of four key priorities:

Key Priority 1

Reduce Childhood obesity and promote a culture of physical activity

Key Priority 2

Reduce the risk of abuse, bullying and anti-social behaviour

Key Priority 3

Improve the achievement of children in care, those from under-achieving black and racial minority communities and young carers.

Key Priority 4

Improve early diagnosis and family support for disabled children and children with special educational needs.

The LCC Sport and Recreation Service has been given lead responsibility for Key Priority 1, with the SPAA ensuring co-ordinated delivery by all relevant partners. Significant progress has already been made during the last 12 months and this will continue to be a key area of work for the SPAA if the city is to achieve the following targets:

- A 10% reduction in the number of children and young people aged 11 who are obese or overweight.
- Increasing the number of young people participating in structured physical activity at least 2 hours per week to 100% of 5 to 16 year olds.

The plan also recognises the role of sport and physical activity in delivering the three other key priorities. Specific actions include:

- Supporting the development of extended schools activity that is co-ordinated across schools and open to all young people regardless of where they learn (Key Priority 2).
- Providing a co-ordinated and comprehensive programme of diversionary activities, which is available throughout the year (Key Priority 2).
- Working with partners to provide improved health screening and care for young parents, teenage mothers and their families (Key Priority 3).
- Working closely with communities in order to engage them more fully in meeting the needs of these groups of children and young people, by identifying obstacles and barriers which prevent or limit access, and overcoming them (Key Priority 3).
- Increasing the numbers of Year 5 and Year 7 children with disabilities accessing Sportslink physical aptitude assessment (Key Priority 4).
- Providing additional transport opportunities for disabled young people to attend extended school activity (Key Priority 4).

Physical Education School Sport and Clubs Links Strategy

The national PESCL strategy, **Learning Through PE and Sport**, was launched 2002 in with the key aims of increasing the quantity and improving the quality of physical education and sport within primary and secondary schools across England. The strategy also aims to improve links between schools and local sports clubs.

Within Liverpool PESCL has been implemented through the creation of four School Sport Partnerships (SSPs), which provide coverage across the city. The key structures within each SSP area are as follows:

- **Sports College** – three of the SSPs includes a Specialist Sports College, with the fourth containing a school seeking sports college status.
- **Partnership Development Manager** – each SSP employs a PDM with responsibility for managing the delivery of PESCL.
- **School Sport Co-ordinators** – Each secondary school within an SSP employs an SCo to work with the host school and a group of primary schools to develop PE and sport.
- **Primary Link Teacher** – Delivery within each primary school is co-ordinated by an existing member of staff designated as PLT.

The four Liverpool SSPs are structured as follows:

| SSP | Sports College | PDM | SSCo | PLT |
|-----------------------------|---------------------------------|---------------------|------------------------------------|---------------------------------|
| North Liverpool SSP | Arch Bishop Beck Sports College | PDM & Assistant PDM | SSCo based at 11 secondary schools | PLT based at 51 primary schools |
| Central Liverpool SSP | Cardinal Heenan Sports College | PDM | SSCo based at 7 secondary schools | PLT based at 34 primary schools |
| South Central Liverpool SSP | Childwall Sports College | PDM | SSCo based at 9 secondary schools | PLT based at 42 primary schools |
| South Liverpool SSP | Parklands High School * | PDM | SSCo based at 7 secondary schools | PLT based at 34 primary schools |

- Seeking sports college status.

Liverpool – European Capital of Culture 2008

Sport was identified as a key component in Liverpool's successful bid to become European Capital of Culture:

"Beyond the national and international reputation generated by being the home of Liverpool and Everton FC (the only bidding city with two Premiership clubs) the city has a burgeoning sporting culture, rooted in the community, with huge numbers of participants in sports development programmes, setting standards in gymnastics, boxing, football, tennis, swimming and athletics in excellent local leisure centres. Participation in sports is supported by a world-class international programme of events including the Grand National, the world's greatest steeplechase, water sports, county cricket and international amateur boxing. Six of the top hundred world golf courses are in Merseyside. The new Waterfront Arena Stadium at Kings Dock will be a fantastic addition to the sporting and cultural infrastructure."

Since the formation of Liverpool Culture Company the role of sport has continued to play in a key role in the delivery of the Legacy programme. Following the appointment of a Creative Sports Manager in 2005 the CoC Sports Strategy has the following aims:

- To promote sport and physical activity across Merseyside.
- To widen access and increase levels of participation.
- Support an improved sporting infrastructure across Merseyside.
- Develop innovative and sustainable projects that leave a legacy beyond 2008.

Neighbourhood Renewal Strategy

The delivery of the national Neighbourhood Renewal strategy is a key priority for the city of Liverpool. Locally this work is co-ordinated by the Neighbourhood Services division within Liverpool City Council. The city is divided into five Neighbourhoods (see map over page)

City & North
Alt Valley
East

Central
South

Within each Neighbourhood a team of staff led by a Neighbourhood Manager is responsible for working with local partners to take forward the regeneration and renewal agenda and co-ordinate local services. Each area produces a Neighbourhood Action Plan (NAP), setting out local priorities and providing a strategy for the investment of local resources and external funding, particularly the Neighbourhood Renewal Fund and the European Union Objective 1 programme.

A review of the current Neighbourhood Action Plans shows a wide range of priorities relevant to the work of Liverpool SPAA. These include priorities in the areas of healthy neighbourhoods, active living, healthy lifestyles, active ageing, physical activity and obesity, improved use of parks and open spaces, tackling respiratory diseases, promoting sustainable transport through cycling and walking and reduction of the SMR. Other relevant NAP priorities include improvements to school sites and improved attendance and educational attendance, Sure Start provision, diversionary activities for young people to combat youth disorder and ASB, links between unemployment and poor health, occupational health and exercise in the workplace, supported living, liveability and environmental improvements and community cohesion/community capital.

In 2007/08 Liverpool will be introducing annual Neighbourhood Agreements for each of the five areas listed above. Through Liverpool SPAA there will be an opportunity to further demonstrate the role of sport and physical activity in delivering neighbourhood priorities.

The 2006/07 Neighbourhood Renewal Fund programme in Liverpool included an allocation of **£3.85M** to support the delivery of projects within the Liverpool Active City strategy, which address the NAP priorities listed above. Subject to satisfactory progress a similar allocation is likely in 2007/08.

Liverpool Crime, Disorder, Anti Social Behavior and Drug Misuse Strategy (2005-2008)

Liverpool has seen some significant reductions in crime during recent years, notably in the areas of crime, robbery, vehicle crime and burglary. Despite this

there have been increases in the level of anti social behaviour, violent crime, drug and alcohol related crime and prolific offending, although the rates of increase are less than the rises experienced elsewhere in England. These areas of increase have been identified as priorities by the Citysafe Partnership, Liverpool's crime and disorder reduction partnership.

The Strategy sets out a vision for building more prosperous, cleaner, safer, stronger and sustainable communities, where every citizen has a right to live in confidence without fear for personal safety or for the safety of others.

Within the strategy a number of actions can be identified where sport and physical activity can play an important role:

- Provide effective diversionary activities and pathways to employment.
- Deliver education programmes to minimise precursor behaviours, notably with bullying in schools and challenging attitudes to violence – links with Capital of Culture, Education and Youth Offending Team.
- Rehabilitate and Resettle – working to increase the number of prolific offenders who stop offending by offering a range of supportive interventions.
- Support the delivery of effective diversionary activity for young people through the delivery of the Positive Futures programme and the early intervention programme of activities.
- Whenever possible work to divert potential offenders into other activities, for example through the use of outreach youth workers.

There are a number of examples of good practice in the Liverpool, demonstrating the impact that sport and physical activity can have on crime and anti-social behaviour, including North Liverpool Positive Futures, Nacro Liverpool Sports Project, Dingle Hatrick Project and the Liverpool Splash programme. By building on this successful work sport and physical activity has the capacity to make an even greater contribution to delivering the priorities of the crime and disorder reduction strategy.

5 Needs Analysis

The Liverpool SPAA Delivery Plan will show how collective local planning and delivery will contribute to the three DCMS PSA targets and the core Delivery System Performance Indicators, which are summarised below

DCMS PSA Targets

- PSA3: Increase the take-up of sporting opportunities by adults and young people aged 16 and above from priority groups, by:
- (a) Increasing the number of individuals who participate in active sports at least twelve times a year
 - (b) Increasing the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport, at least three times a week.
- PSA 2: Halt the year on year increase in obesity amongst children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole **
- PSA 1: Percentage of School Children who spend a minimum of 2 hours high quality PE and School Sport per week (and other PESSCL targets) within and beyond the curriculum. **

North West Core Delivery System Key Performance Indicators

The following are the core delivery system KPIs that need to be delivered across the SPAA and its Delivery Plan and appropriate projects

- KPI 1 Increasing Number of New Participants
- KPI 3 Increasing Number of Members in Local Clubs
- KPI 4 Improving Standards in Sport / Organisational Accreditation
- KPI 5 Increasing Number of New Coaches
- KPI 8 Increasing Number of New Volunteers
- KPI 17 Increasing Leverage into Sport

The following section provides a review of current quantitative and qualitative evidence of the of current position in Liverpool against PSA 1,2,3 and KPI's listed above.

Sport England Active People Survey

The Active People Survey involved a telephone interview with 363,724 adults aged 16+ years across England and was conducted between October 2005 and

October 2006. The sample was evenly divided over each month to ensure the results were not biased by seasonal variation. A minimum of 1,000 interviews were conducted in each Local Authority to ensure a degree of representativeness.

The Survey will be conducted again in 2008/2009 so that any change in participation can be measured.

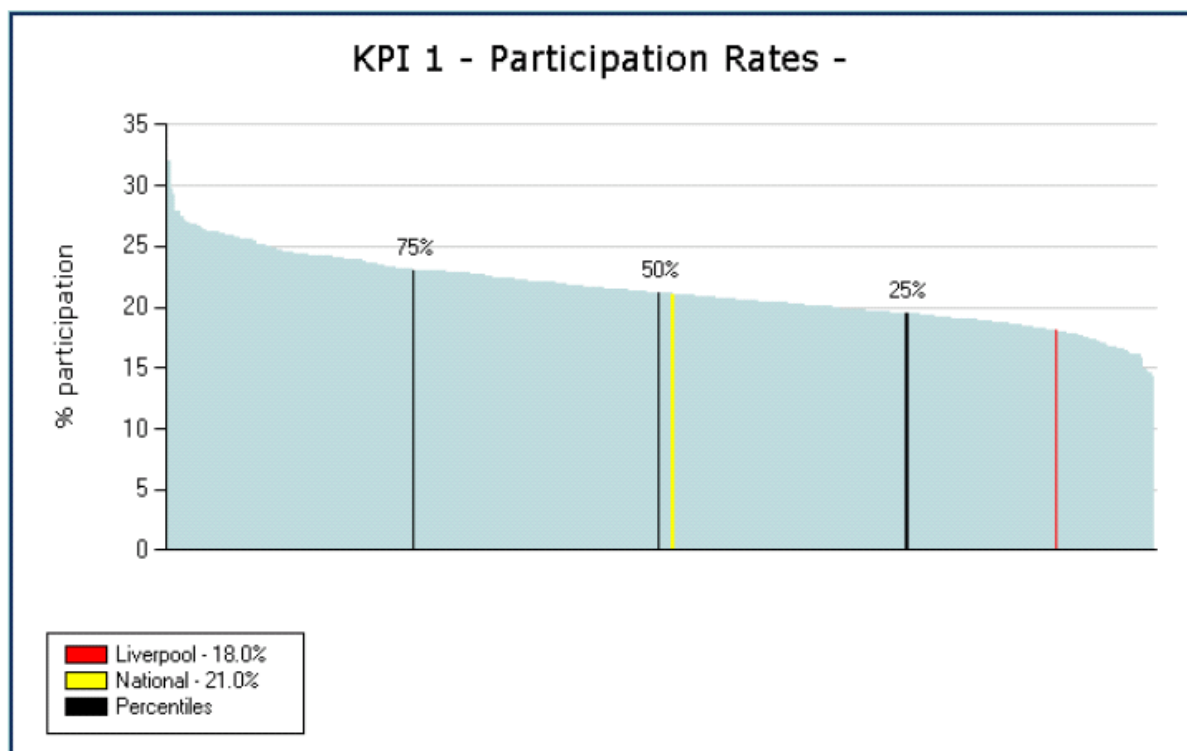
The following summary will examine the findings of the Sport England Active People Survey for Liverpool focussing on:

- participation in at least 30 minutes of sport and active recreation (including walking and cycling) of at least moderate intensity on at least 3 occasions a week,
- involvement in at least one hour of volunteer work per week to support sporting activity,
- membership of a sports club or club where respondents do sport ,
- received tuition from an instructor or coach,
- participation in organised competitive sport,
- satisfaction with sports provision in their local area.

KPI 1. 3 Days a Week x 30 minutes Moderate Participation

'Moderate' participation includes some 250 sport and recreational activities

| | <i>Liverpool</i> | National |
|------------------------|-------------------------|-----------------|
| All | 18.00% | 21.00% |
| Male | 21.90% | 23.70% |
| Female | 14.50% | 18.50% |
| White | 18.00% | 21.20% |
| Non white | 18.40% | 18.60% |
| Limiting disability | 6.00% | 8.80% |
| No limiting disability | 21.30% | 23.30% |



Analysis by Age

| | Liverpool |
|-------------|------------------|
| 16 to 34 | 27.90% |
| 35 to 54 | 18.10% |
| 55 and over | 6.00% |

Analysis by Socio-Economic Classification

| | Liverpool |
|------------------------------------------------------------------------------------------|------------------|
| Managerial and Professional Occupations | 20.30% |
| Intermediate Occupations | 20.70% |
| Small Employers and own account workers | 22.10% |
| Lower supervisory or technical/Semi-routine/Routine/Never worked or long-term unemployed | 11.40% |

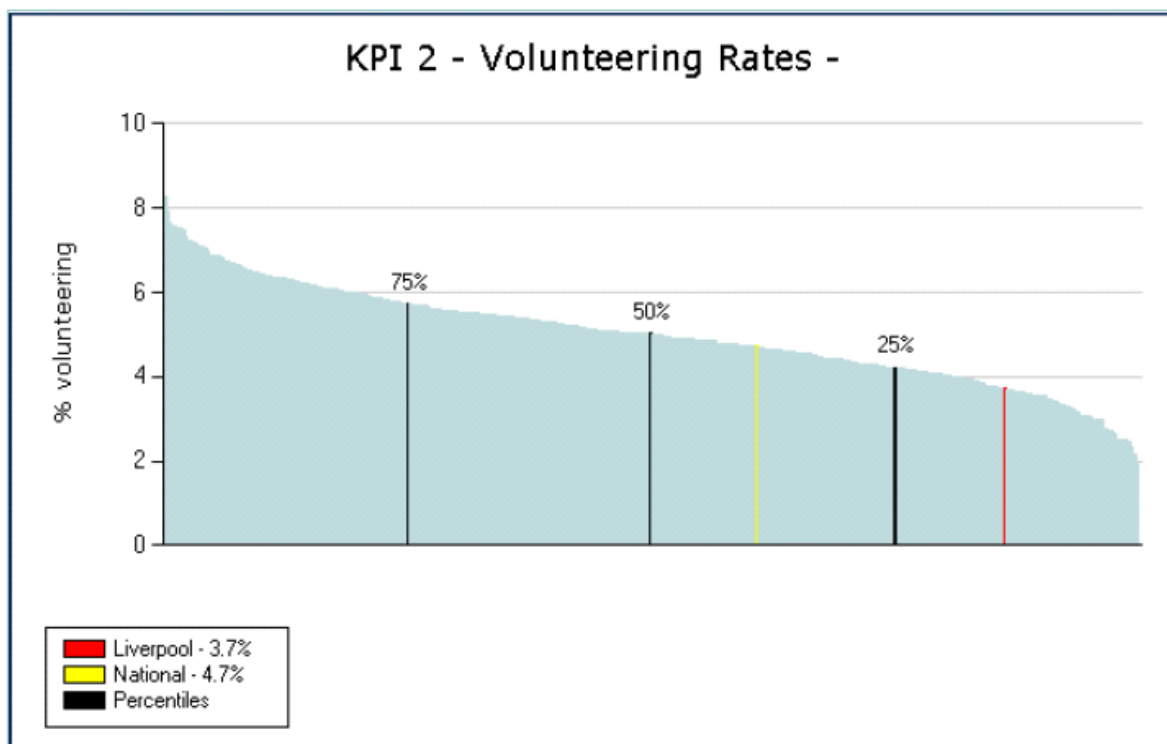
Key Points:

- Liverpool Local Authority is in the lowest quartile in the country for moderate participation in sport and recreational activities of at least 30 minutes on at least 3 days a week.

- Levels of participation amongst women and people with a limiting disability are particularly low, whilst the non-white participation level is above the city average.
- Participation decreases by age with 27.9% of 16-34 year olds engaged in moderate activity on 3 days a week compared with only 6% of 55+ year olds.
- Participation also varies by socio-economic classifications with 20% of those in managerial and professional occupations participating in moderate activity compared with only 11% in the 'lower' classifications.

KPI 2 – At least 1 hour a week volunteering to support sport

| | Liverpool | National |
|------------------------|------------------|-----------------|
| All | 3.70% | 4.70% |
| Male | 5.00% | 6.10% |
| Female | 2.50% | 3.40% |
| White | 3.70% | 4.80% |
| Non white | 3.90% | 3.60% |
| Limiting disability | 4.80% | 3.20% |
| No limiting disability | 3.40% | 5.00% |



- Liverpool's volunteering rate of 3.7% of those surveyed is lower than the national figure of 4.7%.
- People with a limiting disability are more likely to volunteer to support sport than other population groups.

KPI 3 - Club member where respondents participate in sport

| | Liverpool | National |
|------------------------|------------------|-----------------|
| All | 21.60% | 25.10% |
| Male | 27.50% | 29.30% |
| Female | 16.10% | 21.10% |
| White | 21.30% | 25.50% |
| Non white | 24.50% | 21.40% |
| Limiting disability | 8.20% | 15.40% |
| No limiting disability | 25.10% | 26.90% |

- People in Liverpool are less likely to be a member of a club where they participate in sport than is the case nationally.
- Males are more likely than females to be club members (27.5% compared with 16.1%).
- Of some concern is the low club membership rate of people with a limiting disability with only 8% of respondents with a disability being members of a club, almost half the national rate.

KPI 4 - Received tuition from an instructor or coach in last 12 months

| | Liverpool | National |
|------------------------|------------------|-----------------|
| All | 14.60% | 18.00% |
| Male | 13.60% | 16.90% |
| Female | 15.50% | 19.00% |
| White | 14.40% | 18.20% |
| Non white | 16.40% | 16.60% |
| Limiting disability | 6.70% | 11.00% |
| No limiting disability | 16.70% | 19.30% |

- Liverpool residents are less likely to have received tuition from an instructor or coach than is the case nationally.

KPI 5 - Taken part in organised competitive sport in last 12 months

| | Liverpool | National |
|------------------------|------------------|-----------------|
| All | 12.60% | 15.00% |
| Male | 16.00% | 21.60% |
| Female | 9.60% | 8.70% |
| White | 12.60% | 15.20% |
| Non white | 12.50% | 12.50% |
| Limiting disability | 5.00% | 6.60% |
| No limiting disability | 14.70% | 16.60% |

- Liverpool residents are less likely to have taken part in organised competitive sport than is the case nationally.
- Males are more likely than females to have taken part in competitive sport (16% compared with 9.6%).

KPI 6 - Satisfaction with local sports provision

| | Liverpool | National |
|------------------------|------------------|-----------------|
| All | 65.90% | 69.50% |
| Male | 67.60% | 69.20% |
| Female | 64.40% | 69.90% |
| White | 66.60% | 70.00% |
| Non white | 57.00% | 64.80% |
| Limiting disability | 65.40% | 66.00% |
| No limiting disability | 66.10% | 70.10% |

- Two-thirds of Liverpool residents were satisfied with local sports provision, although this is lower than the national rate of 69.5%.
- Non white residents were less satisfied with sports provision than other population groups.

The key points arising from the survey are:

- **Liverpool are in the bottom 25% nationally for 3 days a week 30 mins moderate intensity sport and recreation**
- **18% of the adult population in Liverpool take part in such moderate activity (England=21%)**
- **3.7% of Liverpool adults contribute at least 1 hour a week volunteering to sport (England=4.7%)**

DCMS Taking Part Survey

'Taking part' is a continuous national survey of those living in a representative cross-section of private households in England, commissioned by the Department for Culture Media and Sport, and achieving an annual sample size of around 29,000.

One of the central aims of the survey is to provide a robust measure of the Department's Public Service Agreement target 3 (PSA3). **The aim of this target is, by 2008, to increase the take-up of cultural and sporting opportunities by adults and young people aged 16 and above from each of the priority groups.** The priority groups are defined as those from black and minority ethnic groups, those with a limiting disability, those people in lower socio-economic groups and in the case of sport, women are also defined as a priority group.

In December 2006 final PSA3 baseline estimates were published, generated using data collected from interviews issued during the first full survey year; mid-July 2005 to mid-July 2006. These estimates will be used as baselines against which it will be assessed whether or not the PSA3 target has been achieved.

The PSA3 target will be measured using the following six indicators:

- Increasing the number visiting designated historic environment sites by 3%.
- Increasing the number accessing museums and galleries collections by 2%.
- Increasing the number who participate in arts activity at least twice a year by 2% and increasing the number who attend arts events at least twice a year by 3%.
- **Increasing the number who participate in active sports at least twelve times a year by 3%, and increasing the number who engage in at least 30 minutes of moderate intensity level sport, at least three times a week by 3%.**

The sports participation target has two elements: (i) active sport, and (ii) moderate intensity level sport.

Active Sport:

Table 5 shows that during the past four weeks 53 per cent of adults from black and minority ethnic backgrounds, 32 per cent of adults with a limiting disability, 43 per cent of adults from lower socio-economic groups and 48 per cent of women participated in at least **one active sport**.

The PSA3 target is, by 2008, to increase each of the priority group baseline estimates by 3 percentage points.

Table 5: Participation in active sports by priority group during the past 4 weeks

| Percentage | | |
|-------------------------|--------------------|--------------------|
| At least 1 active sport | Range ^A | |
| Black & minority ethnic | 53.3 | 51.1 – 55.5 |
| Limiting disability | 32.3 | 31.0 – 33.6 |
| Lower socio-economic | 43.4 | 42.3 – 44.5 |
| Women | 47.7 | 46.7 – 48.7 |
| All adults | 53.7 | 53.0 – 54.5 |

Notes:

A. Using 95% confidence interval.

Moderate intensity level sport:

Table 6 shows that during the past week 19 per cent of adults from black and minority ethnic backgrounds, 10 per cent of adults with a limiting disability, 15 per cent of adults from lower socio-economic groups and 18 per cent of women participated in moderate intensity level sport for at least **30 minutes on at least three separate occasions**.⁶

The PSA3 target is, by 2008, to increase each of the priority group baseline estimates by 3 percentage points.

Table 6: Participation in moderate intensity level sports by priority group during the past week.

| Percentage | | |
|-------------------------|--------------------|--------------------|
| At least 3x30 | Range ^A | |
| Black & minority ethnic | 19.2 | 17.5 – 20.9 |
| Limiting disability | 9.5 | 8.7 – 10.3 |
| Lower socio-economic | 15.2 | 14.4 – 16.0 |
| Women | 18.5 | 17.7 – 19.3 |
| All adults | 20.9 | 20.3 – 21.6 |

Notes:

A. Using 95% confidence interval.

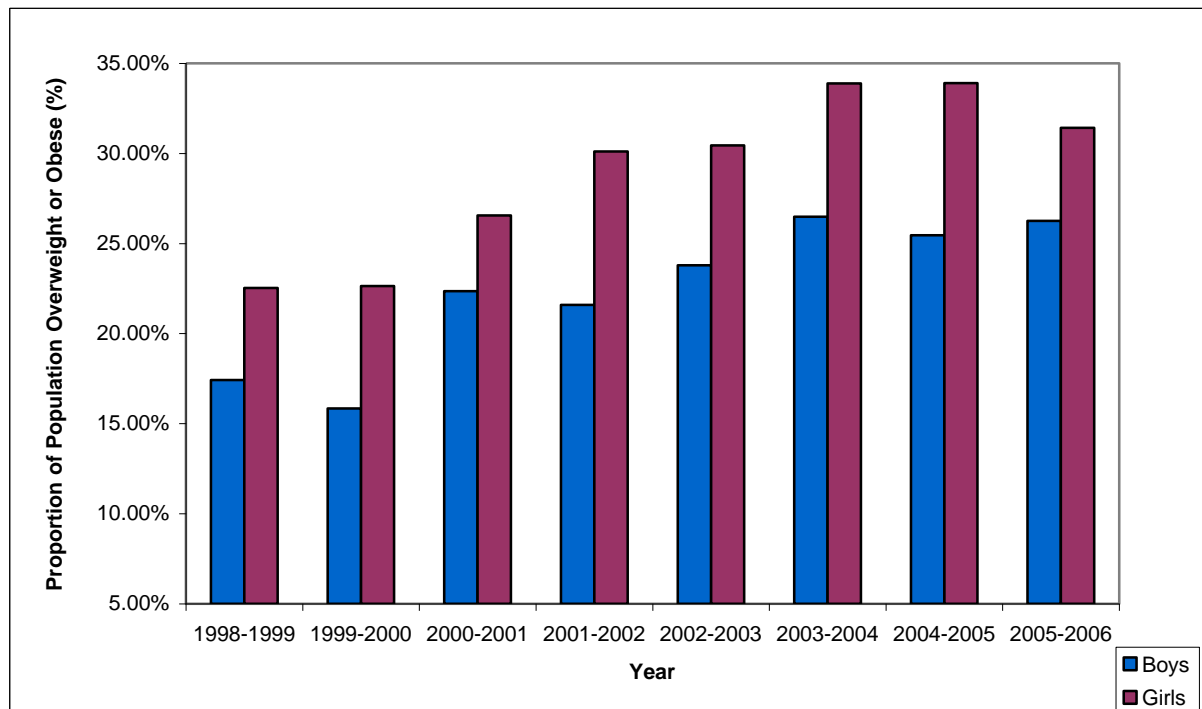
The lower levels of participation for women, disabled people and lower socio-economic groups have been shown to be a particular issue for Liverpool in the Active People survey (see above). The fact that levels of socio-economic deprivation in Liverpool are much higher than the national average will also increase the impact of this factor on participation levels.

SportsLinx Research

The Liverpool SportsLinx project has been operating since 1996 and has worked with school age children to measure and promote sport, physical activity and healthy lifestyles. The programme involves a wide range of local partners and delivers a wide range of interventions that impact on children's activity levels, fitness, diet and sports participation. One of the key outcomes of the programme is the regular measurement of all children's fitness, diet and participation levels within specific school year groups, providing valuable data covering an eight year period. The following is a selection of the current data available.

Chart 1: Overweight and Obesity, Y5 Boys and Girls 1998-2006

Obesity and overweight are well established risk factors for chronic illness and disease. Chart 1 describes the prevalence of overweight and obesity in 9-10 year olds from 1998-2006.



An upward trend in overweight and obesity is clear in both boys and girls. The girls' data show an increased prevalence in comparison to boys, for all years. The prevalence of obesity and overweight increased in boys from 17.4% in 1998-1999 to 26.5% at its peak in 2003. There appears to be a plateau in prevalence after 2003-2004, with 25.5% of boys classified as overweight or obese in 2004-2005, and 26.3% in 2005-2006. Girls' data show a steady increase in the proportion of the population classified as obese or overweight from 22.5% in 1998-1999 to 33.9% at its highest point in 2004-2005. The data show a very similar prevalence in the most recent three year's data- 33.9% in 2003-2004,

33.9% in 2004-2005 and 31.4% in 2005-2006, suggesting a potential slowing or levelling off in prevalence.

Chart 2: Sum of Two Skinfolts, Boys and Girls, 2000-2006

Chart 2 displays the sum of two skinfolts for 9-10 year old boys and girls from 2000-2006.

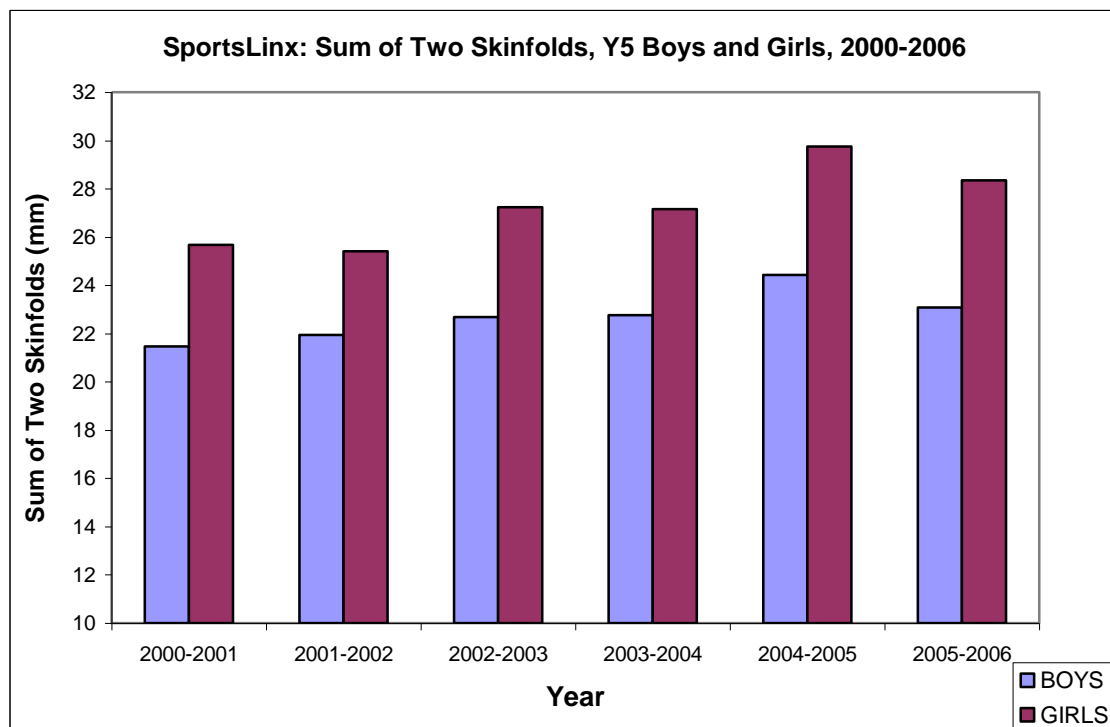


Chart 2 shows an upward trend in the sum of two skinfolts. Girls consistently display greater skinfold values, due to physiological gender differences. It is noticeable that the most recent cohort displayed lower skinfold values than the preceding year; however, further years' data are required to confirm any downward trends.

Chart 3: 20m-MST Results, Boys and Girls, 1998-1999 vs. 2005-2006

Chart 3 describes the most recent results of the 20m multi-stage shuttle runs test (20m-MST) in comparison to 'baseline' results in 1998-1999. The 20m-MST is used as a measure of aerobic fitness. As poor physical fitness is a risk factor for many chronic illnesses and diseases, similarly to obesity, it is an essential factor to monitor when considering in the health of children.

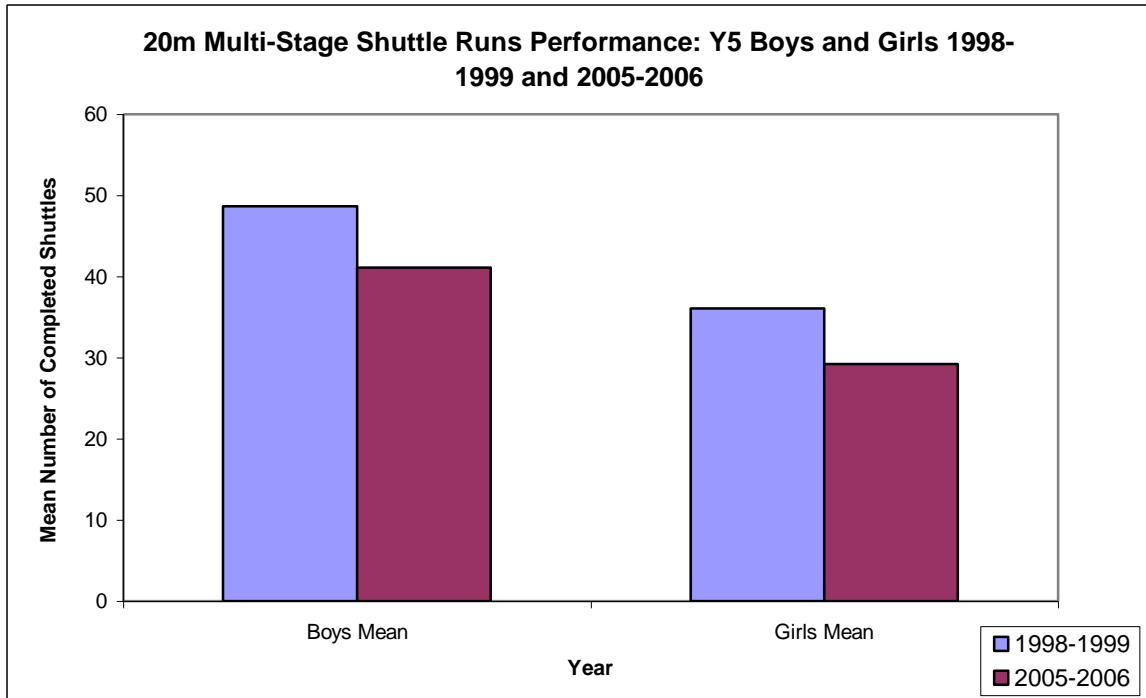


Chart 3 clearly shows a reduction in 20m-MST performance in both boys and girls in comparison to the 1998-1999 baseline cohort.

As previously mentioned, in addition to data collected on fitness, motor skills, body composition and dietary habits, *SportsLinx* annually collects valuable data looking at various other aspects of child health. The following charts report some examples of this type of data.

Chart 4: Mode of Transportation to Schools, Y5 Boys

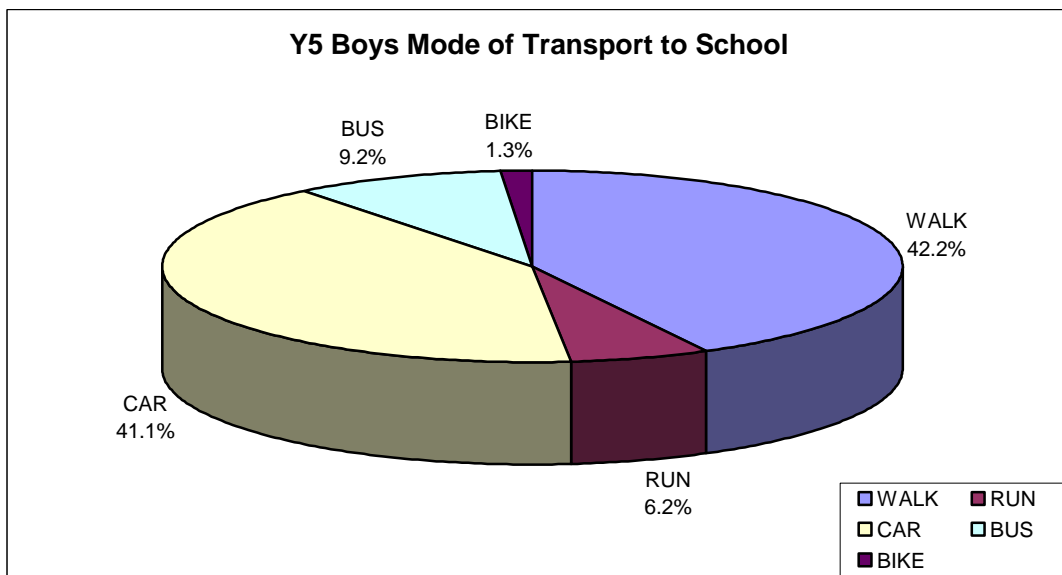
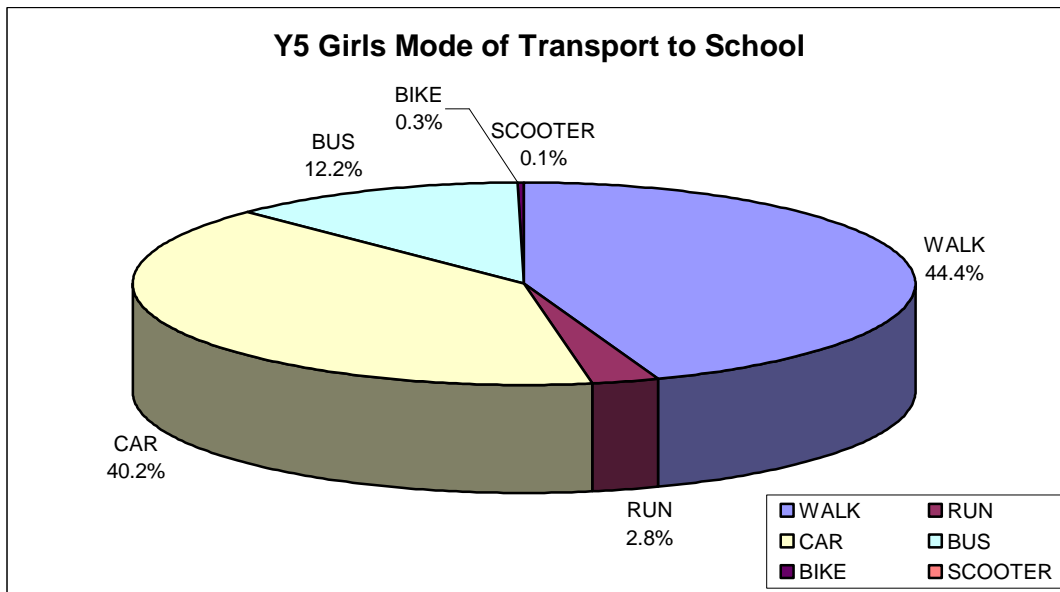


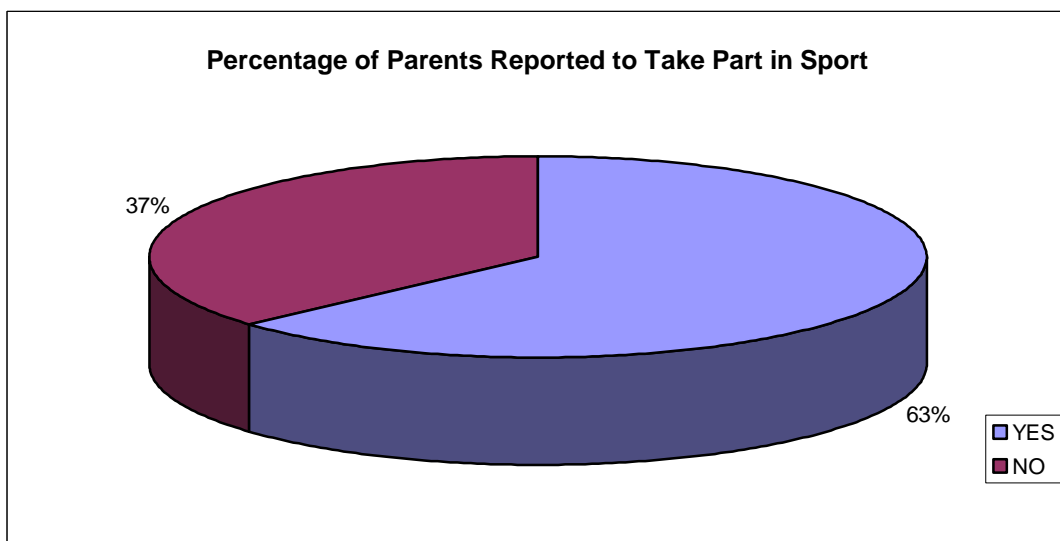
Chart 5 Mode of Transportation to Schools, Y5 Girls



Both mode of transport charts show that the majority of children reportedly walk to school, followed by being transported by car.

Chart 6: How Many Parents Participate in Sport?

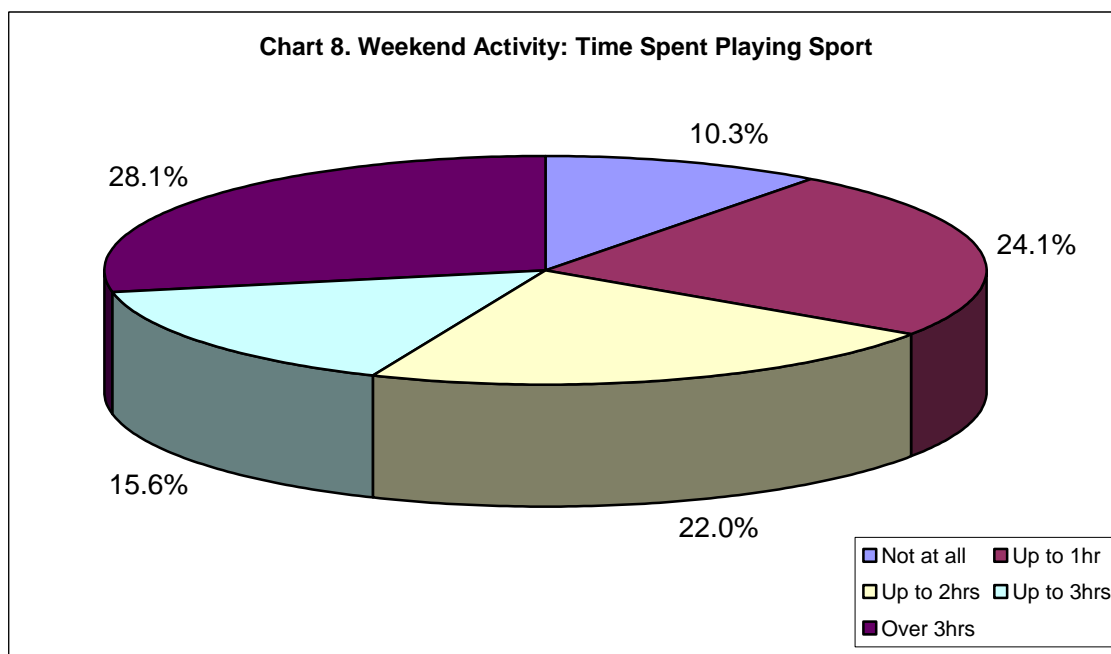
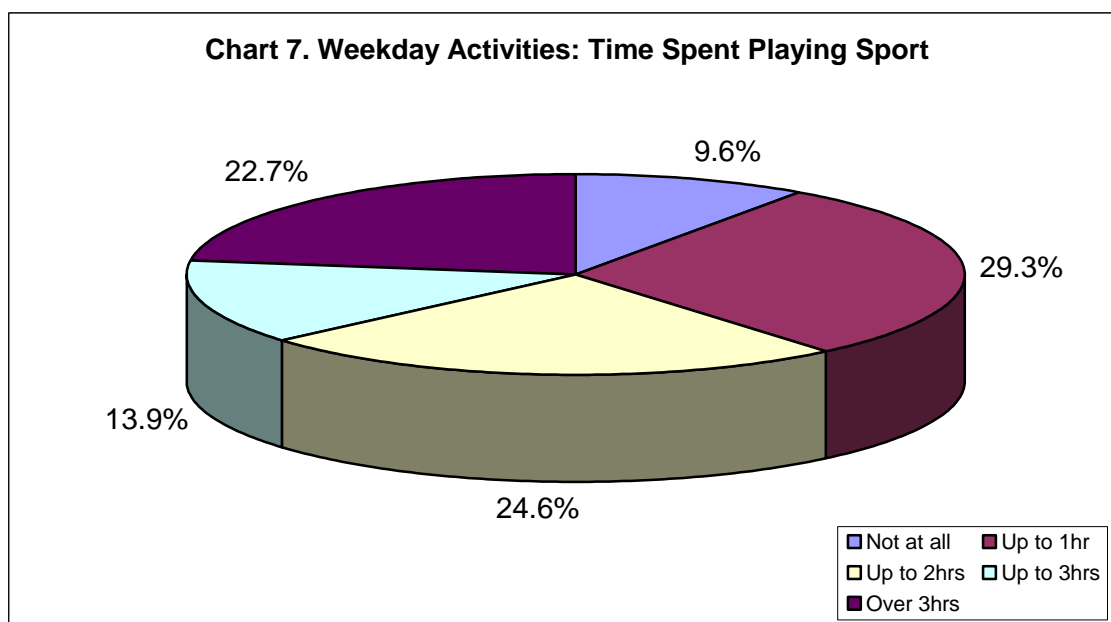
It is known that the sporting habits of parents can be an important factor in children's participation.



According to children's responses, almost two thirds of parents participate in sport.

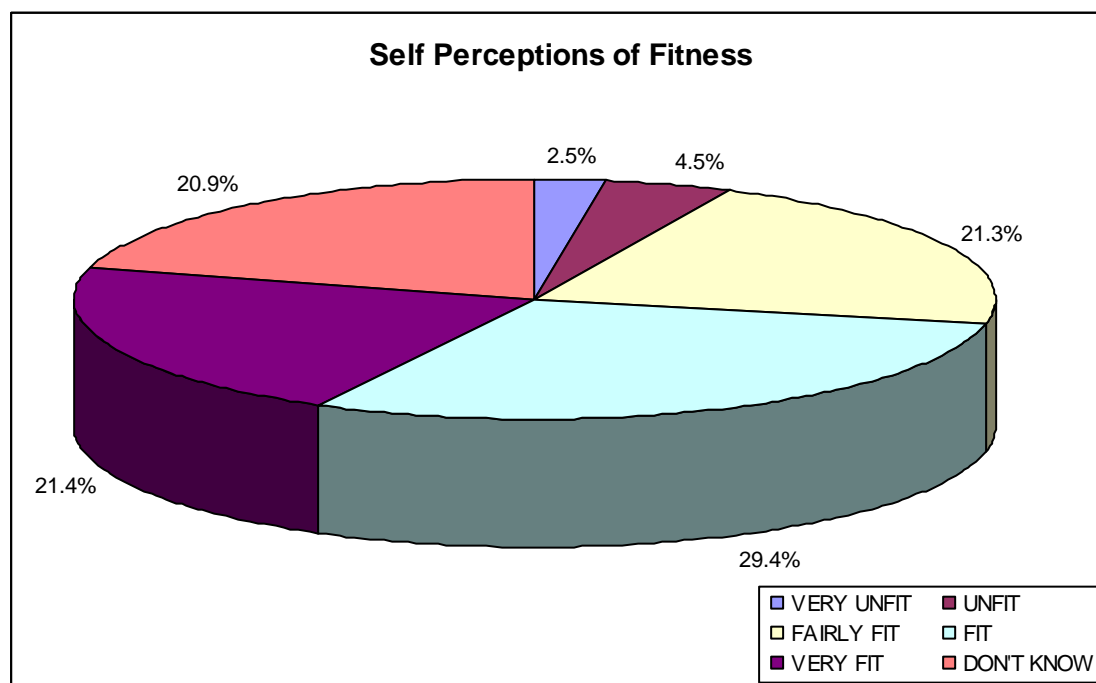
Charts 7 & 8: How much time do children spend participating in sport?

The figures relate to both weekday and weekend activity levels.



Whilst two thirds of children are participating in sport for at least an hour during both the weekday and weekend periods, it is a concern that 10% appear not to be involved in sport at all.

Chart 9: How fit and healthy do children think they are?



It is perhaps useful to look at the proportion of participants that say they 'don't know' how fit or healthy they are. It may be a useful indicator for more health promotion/education investment so children fully understand what it is to be fit and healthy.

The SportsLinx data provides a valuable monitoring tool and reinforces other research showing an increase in obesity and reduction in the level of fitness amongst Liverpool children, although data for the past three years suggests that these trends may have reached a plateau and possibly started to reverse.

Liverpool Sport Action Zone Participation Survey

Sport Action Zones were set up to help combat low levels of participation in sport in communities that suffer the effects of poverty and deprivation. The aim was to help local communities to help themselves by getting local people to play a role in identifying what was needed in each zone and then involving them in the planning and delivery process. Liverpool SAZ was one of 12 zones established across England.

In order to evaluate the success of the initiative, Sport England commissioned Ipsos MORI to conduct robust quantitative research in four SAZs (Barrow-in-Furness, Liverpool, Bradford and Luton). The research involved two waves of over 1000 interviews in each zone, the first conducted in the early days of the

initiative across the winter months of 2001/2, and the second across the same months in 2005/6.

Overall, there were positive results in all of the areas surveyed, but particularly so in Liverpool and Barrow, where significant increases in participation levels were recorded across many of the target groups (C2DE's, women, older people) between the 2001/2 and 2005/6 results.

In Liverpool SAZ the headline results were as follows:

| | 2001/02 | 2005/6 |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------|--------|
| Percentage of the population participating in at least one sport (including walking) in the previous 12 months | 73 | 83 |
| Percentage of the population participating in sport/ physical activity at least 4 times in an average 4 week period (including walking) | 60 | 65 |

By increasing the level of regular participation in sport and physical activity by 5% (from 60 to 65%) Liverpool SAZ has made a major contribution to improved health and well being in one of the most deprived areas of the city. The research also indicated significant increases in participation within specific target groups, which traditionally have low levels of physical activity, with particularly high increases amongst women (5%), 50+ (12%), disabled people (5%), social class C2DE (10%) and social class DE (11%).

These results showed some of the most significant increases in participation ever recorded by Sport England.

Physical Education School Sport and Club Links (PESCL) Survey

The national PESCL Survey has been conducted across the four Liverpool School Sport Partnerships for the past two years. The survey measures young peoples participation in sport and physical activity within both school and community settings. Liverpool has made significant progress over the past two years against PSA 1 set by the Department of Culture Media & Sport:

The percentage of school children who spend a minimum of 2 hours high quality PE and school sport per week within and beyond the curriculum (PSA 1).

| Area | 2005/2006 outturn | 2006/2007 outturn (target) | 2007/2008 target | 2009 target |
|-------------------|----------------------|-------------------------------|---------------------|----------------|
| Liverpool | 55% | 79% (75%) | 80% | 100% |
| North SSP | 34% | 80% (75%) | 80% | 100% |
| Central SSP | 58% | 80% (75%) | 80% | 100% |
| South SSP | n/a | 77% (75%) | 80% | 100% |
| South Central SSP | 65% | 78% (75%) | 80% | 100% |

This target is also included in the Liverpool Children and Young People's Plan. The rate of progress achieved compares favourably with other Core Cities,

| | Birmingham | Leeds | Sheffield | Newcastle | Manchester | Liverpool |
|--------|------------|-------|-----------|-----------|------------|-----------|
| 2004/5 | 65% | 74% | 69% | 69% | 67% | 55% |
| 2005/6 | 82% | 84% | 74% | 79% | 77% | 79% |

And the other Merseyside local authorities,

| | St Helens | Wirral | Sefton | Knowsley | Liverpool |
|--------|-----------|--------|--------|----------|-----------|
| 2004/5 | 85% | 66% | 64% | 62% | 55% |
| 2005/6 | 83% | 80% | 81% | 80% | 79% |

The progress made is a reflection of the successful multi-agency approach taken in Liverpool to developing opportunities for young people and increasing participation. This momentum will need to be maintained if Liverpool is to reach the target of 100% against PS1 by 2009.

HEAL 8 Survey

HEAL 8 is a healthy living initiative which aims to improve the health and well-being of residents living in the Liverpool 8 post-code area. Its agenda mixes service provision with a strategic role to co-ordinate and develop a healthy living agenda in the area and within existing service providers. The project addresses five key policy areas: food and nutrition; **fitness and physical well-being**; mental well-being; environmental health; and community capacity building. The area covered by HEAL 8 has a diverse population with 22% of residents being from black and ethnic minority groups.

The HEAL 8 survey was carried out during the period November 2005 to January 2006, with a representative sample of local population surveyed through 373 household interviews. The main findings in relation to physical activity were as follows:

- Respondents were asked to state their height and weight. This information was used to calculate the BMI for each respondent. The results indicated that 41 per cent of respondents have a BMI that indicates an "ideal

weight". However, half of respondents had a BMI indicating that their weight is above the ideal. One-third of respondents are over-weight and a further 21 per cent are obese. One per cent of respondents had a BMI indicating that they are "very obese".

- The survey revealed relatively low levels of exercise amongst residents in Liverpool 8. Moderate exercise such as walking is more common than vigorous exercise, such as dancing and jogging. Fifty eight per cent of the respondents took moderate exercise 2 or more times per week, compared to 30 per cent who exercised monthly or less. However, only 22 per cent of the respondents took vigorous exercise 2 or more times per week, compared to 66 per cent who exercised monthly or less. Respondents that took more moderate or vigorous exercise were more likely to eat 3 or more portions of fruit and vegetables per day.
- The survey showed that residents were keen to see more activities provided in parks and open spaces.

Childhood Obesity in Liverpool

The PSA 2 target is stated as follows:

Halt the year on year increase in obesity amongst children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole

As stated above this target is a key priority in the Liverpool Children and Young People's Plan, which recognizes the role of sport and physical activity in meeting this target.

Within Liverpool progress against this target is being assessed through four areas of measurement:

LPSA a. The percentage of children attending Liverpool schools in Year 6 (aged 10 and 11) who are classified as obese

LPSA b. The percentage of children attending Liverpool schools in Reception class (aged 5 and 6) who are classified as obese

LPSA c. The percentage of children attending Liverpool schools in Year 6 (aged 10 and 11) who are classified as overweight but not obese

LPSA d. The percentage of children attending Liverpool schools in Reception class (aged 5 and 6) who are classified as overweight

| | 2003/2004 LPSA baseline | 2006/2007 PCT Actual | 2006/2007 target | 2007/2008 target | 2008/2009 LPSA agreement |
|--------|-------------------------------|-------------------------|---------------------|---------------------|--------------------------------|
| LPSA a | 20.10% | 18.92% | 19.78% | 20.64% | 21.50% |
| LPSA b | 12.20% | 11.27% | 12.11% | 12.95% | 13.80% |
| LPSA c | 16.40% | 14.77% | 15.91% | 17.05% | 18.20% |
| LPSA d | 13.40% | 12.93% | 13.69% | 14.45% | 15.20% |

The results for 2006/07 suggest that the increase in obesity may have been arrested and could be decreasing, although results for 2007/08 will provide better evidence of whether this is a sustained trend. Although this is encouraging it would be wrong to underestimate the extent of the problem and the need for greater resources and further action by all relevant partners to address the levels of childhood obesity. Continued significant falls in obesity levels will be required in Liverpool is to achieve the new LPSA indicator (based on the 2006 Children & Young Peoples Plan), which aims to make a 10% reduction in the number of children and young people aged 11 who are obese or overweight by 2009.

Liverpool Citizen's Panel

The Citizen's Panel is a sample of around 1000 Liverpool residents who are surveyed on a regular basis by Liverpool PCT to gain up to date intelligence on health issues. The sample is selected to be representative of the socio-economic demographics of the city. The Liverpool Listens Citizens Panel Summer Results 2006 were based on responses from a sample of 1215 adults (18+) and included 42 questions specifically relating to participation in physical activity.

The full survey results are included at Appendix 2. Some of the headline results are given below:

- 17.6% of residents participated in moderate physical activity 4-6 days per week.
- 37.2% of residents participated in moderate physical activity 1-3 days per week.
- The main reasons given for exercising were 'to keep fit and healthy' and 'enjoyment/social reasons'.
- The main barriers to participation in exercise were given as lack of time (27.4%), lack of motivation (34.4%), family commitments (21.3%), old age (21%) and health problems (20.1%)

6 Consultation Process

The production of the SPAA Delivery Plan has involved an extensive consultation process with a wide range of individuals and partner agencies, using a variety of consultation methods. The aim of process has been to identify key target groups within the community, identify the main barriers to participation, assess existing provision and agree priorities for investment.

As well as the new consultation exercise carried out through the SPAA the process has also made use of the wealth of existing consultation carried out in the city during last two years.

Existing Consultation

Many of the key strategic documents listed in Section 4 have been based on extensive consultation with local agencies, community groups and Liverpool residents. The SPAA Delivery Plan has been strongly influenced by the priorities and targets within these strategic plans and therefore relies heavily on this existing consultation, which is summarised below:

- **Merseyside Sport and Physical Activity Strategy (2006-10)**

Consultation was carried out during the period March 2002 to June 2003 and involved extensive consultation with sporting organisations across Merseyside, including a series of conferences/workshops involving representatives of school, PE advisors, sports colleges, the voluntary sports sector and all six local authorities.

- **Liverpool First (Community Strategy) 2005-08**

Comments on the draft update of Liverpool First published as a Consultation Workbook in November 2001, were invited through a number of channels: over 60 presentations were made to partner organisations and groups, including City Council Area Committee Development Sessions, some Area Committees, Cluster Partnerships, Strategic Investment Area Boards. Focus group discussions were also held with 10 communities of interest. Liverpool Voluntary and Community Sectors' Conference was held on 9th February 2002 and over 300 people attended. Further consultation was undertaken through a short questionnaire asking for ordering of a proposed ten priorities and encouraging proposals for different choices. The responses from all sources were collated and fed back into the production of the Liverpool First (2002 – 2005) Workbook, which forms the basis of ongoing consultation.

- **Liverpool PCT Local Delivery Plan (2005-08)**

Liverpool PCT developed the plan by involving local people, patients, clinical staff, other NHS organisations, the local Authority, the voluntary sector and the independent sector.

- **Liverpool Active City (2005-10)**

The physical activity strategy was developed through a partnership involving Age Concern, Central Liverpool PCT, East Liverpool Sports Alliance, School Sport Co-ordinator Programme, Heart of Mersey Campaign, Liverpool Community Games, Liverpool CC Children's Services, Liverpool Health Promotion Service, Liverpool JM University, Liverpool CC Sport & Recreation Service, North Liverpool PCT, South Liverpool PCT, Liverpool University.

- **Liverpool Children's and Young People Plan (2006-09)**

Consultation was undertaken between 15 June and 15 November 2005. A pack of core materials was widely disseminated to key partners, tailored as appropriate for use with hard to reach groups. The pack comprised a DVD presented by children and young people in which they expressed their views on each of the five ECM outcome areas, together with a CD-Rom of key facts and figures to stimulate discussion on key priorities, and a feedback form; all of which could be viewed or downloaded from the City Council's website. The consultation webpages incorporated a Blog, enabling children and young people to record and share their views on-line. A consultation leaflet was also produced specifically for families. A wide range of responses were received from children and young people, parents and families, travelers, schools and governing bodies, Family and Adult Services, Surestart, Early Years, Youth Services, the health sector, voluntary and community sector, the employment and training sectors and other strategic partners.

- **Liverpool Neighbourhood Action Plans (2006-07)**

The seven Neighbourhood Action Plans were produced were produced following a period of consultation with local people, elected members, local partner agencies and voluntary and community groups. This took the form of specific consultation sessions and the use of existing meetings such as Area Committees, local partnership boards, Cluster Partnerships, Neighbourhood sub-groups (housing, health, regeneration, community safety, education, employment) and residents groups.

- **Liverpool Crime, Disorder, Anti-Social Behavior and Drug Misuse Strategy (2005-08)**

The Crime, Disorder, Anti-Social Behaviour and Drugs Audit Report was subject to widespread consultation. The full audit report was extremely lengthy and over 120 pages long, therefore a summary of the audit was the main means of information provision prior to consultation. Consultation methods used were:

- Household Survey - summary of the audit and questionnaire sent out to a random sample of Liverpool residents – 639 replies
- Audit Leaflet and Questionnaire - delivered to all Liverpool properties – 1,380 replies
- 14 in-depth telephone interviews - with representatives from minority community groups
- 175 telephone interviews with business owner/managers
- Website – all audit documents and a copy of the questionnaire was put on the Citysafe section of Liverpool City Council website
- Community Network – an e-mail alert was sent to 600 plus members of the
- Community Network with a link to a questionnaire.

Consultation with National Governing Bodies of Sport

Liverpool City Council officially designated six priority sports in 1997, although all of these sports had been a focus for the local authority sports development unit for some time, in some cases for as much as 25 years. The sports are:

Athletics
Football

Swimming
Gymnastics

Boxing
Tennis

Each of the sports has a full time sports specific development officer and one or more performance centre within the city. There is development programme associated with each sport, some of which focus on community participation, whilst others have much more of a performance focus. These six sports will continue to be a focus for sports development work in the city during the life of this plan.

Liverpool City Council and other local partners have also been in recent discussions with the governing bodies of three other sports, which have identified Liverpool as a potential growth area. As a result there are plans to appoint full time development officers in **basketball, cricket and rugby league**.

As part of the SPAA consultation process a number of other NGBs have also provided Governing Body Templates setting out development priorities in the following sports:

- **Netball** – priorities include High 5 roadshows, club accreditation, women returning to netball, club directory, volunteer links with Liverpool JM University, Merseyside Youth Games.
- **Hockey** – priorities include Clubmark applications for Mossley Hill HC and West Derby HC, school to club links, training for volunteers, coaches & umpires.
- **Lacrosse** – the sport has identified Liverpool as one of two target areas on Merseyside, with priority work areas identified as Lacrossemark for clubs, women and girls, young people aged 16-19 years, increases in the number of coaches and volunteers.

SPAA Consultation Process

The specific consultation process for the SPAA Delivery Plan has involved a series of group meetings bringing together individuals from a wide range of relevant organisations. These meetings have provided the opportunity for extensive discussion about existing provision and the actions required to increase the levels of community participation. Formal feedback from this consultation process has been captured through a consultation form (see Appendix 3). A full list of the 42 individuals and organisations that completed and returned the consultation form is provided in Appendix 4.

SPAA Sub Groups

Each of the SPAA Sub-groups has held a specific meeting to discuss the Delivery Plan and identify priority work areas. Meeting dates are given below.

Delivery Plan sub-group 7/11/06 & 13/12/06
Healthy Urban Planning sub-group 15/11/06
Adult Participation sub-group 27/11/06
Active Work Places sub-group 14/12/06
Children and Young People sub-group 20/11/06
Target Groups sub-group 20/11/06
Research and Evaluation sub-group 22/11/06
Exercise for Health and Cardio Rehab sub-group 23/1/07
Sport and Youth Inclusion sub-group 22/2/07

Liverpool Sports Forum

Liverpool Sports Forum was established in 1997 and brings together sports providers from the voluntary, education and local authority sectors. The LSF

Executive Committee (6 members) discussed the SPAA Delivery Plan at their meetings of 28/11/06 & 16/1/06. A specific consultation workshop for the full membership of LSF was held on 20/2/07, attended by 17 people.

School Sport Partnership

A consultation meeting was held with the four Liverpool School Sport Partnerships on 4/12/06

Liverpool PCT

A consultation session was carried out at the PCT Primary Prevention meeting on 20/12/06

LCC Sport and Recreation Service

A consultation session was carried out at a meeting of the Sport and Recreation Service Senior Management Team on 29/11/06.

Local Sports Alliances

Representatives of both the South Central Liverpool SPAA and Eastern Link SPAA have been involved in consultation sessions for the SPAA Delivery Plan.

LCC Neighbourhood Management Service

The SPAA Manager attended a meeting and consulted with LCC Neighbourhood Managers on 6/12/06.

Liverpool Youth Service

Members of the Liverpool CC Youth Service Management Team have been involved in consultation sessions for the SPAA Delivery Plan.

Liverpool SPAA Meeting

Liverpool SPAA commented on and approved the final draft of the SPAA Delivery Plan at its meeting on 8 March 2007

Liverpool City Council Select Committee (Culture, Media & Sport)

A report summarising the content of the SPAA Delivery Plan was submitted and approved at the Select Committee meeting on 26th March 2007.

Liverpool Primary Care Trust Board

A report summarising the content of the SPAA Delivery Plan was submitted and approved at the PCT Board meeting on 27th March 2007.

Liverpool City Council Executive Board

A report summarising the content of the SPAA Delivery Plan was submitted to the LCC Executive Board for approval on 13th April 2007.

Liverpool City Council Area Committees

A report summarising the content of the SPAA Delivery Plan will be submitted to the ten Liverpool CC Area Committees (listed below) during the June/July 2007 period.

Anfield, Tuebrook & Stoneycroft, and Old Swan Area Committee
Liverpool East Area Committee
Clubmoor, Norris Green and Croxteth Area Committee
Walton Area Committee
Everton, Kensington & Fairfield, Picton Area Committee
Waterfront Area Committee
Three Parks Area Committee
Wavertree Area Committee
Garston Area Committee
Gateacre Area Committee

7 Liverpool SPAA – The Vision

As a result of the SPAA consultation exercise a number of key priority areas have been identified. The need to focus on these priorities has been reinforced by the review of strategic documents and the statistical evidence of current participation levels in the city.

The results of the SPAA consultation can be summarised under three main headings:

Key Work Areas

Although consultees identified a wide range of work areas, the following priorities emerged as common themes:

- Communicating a clear and consistent message to all sectors of the community about the opportunities to participate in physical activity and the benefits of adopting an active lifestyle.
- Measure current participation rates across the city to establish an accurate benchmark and put in place a system to measure progress on a regular basis.
- Focusing greater resources on support to the voluntary and community sector to increase its capacity to accommodate new participants.
- Making better use of parks, open spaces and the natural environment to increase participation in sport and physical activity.
- Providing support and advice to help people build physical activity into their everyday life, with a focus on home, work/school and travel.
- Place a greater focus on working with families to address exercise and other lifestyle issues.
- A greater emphasis on focusing resources on interventions that target the most deprived areas of the city and sectors of the community with low levels of participation in physical activity programmes.
- Using sport to address youth exclusion and community safety issues, with specific reference to identified 'hot spots' for youth crime and anti-social behavior.
- The development of activity programmes in partnership with the youth and community sector.

- Supporting the work of the four School Sport Partnerships covering the city.
- Improved partnership working and creation of local SPAA structures.

Key Target Groups

Through the SPAA consultation process and existing evidence of participation across the city several sectors of the community have been identified as a priority for the SPAA Delivery Plan. The target groups identified also reflect a view that some sectors of the population are already benefiting from a number of existing programmes and initiatives (e.g. young children), and any new resources need to be targeted at other groups.

The following six groups were identified as the highest priority:

- **Families** – with an emphasis on encouraging lifestyle changes and providing activity programmes that allow families to participate together.
- **Young People aged 13 to 24** – including secondary age pupils, school leavers and those entering further education and training, with a particular focus on girls and young women and those defined as 'Looked After Children'.
- **Older People** – in recognition of increased life expectancy and the trend towards an ageing population, the SPAA recognizes the need to focus on the 49+ age group, promoting quality of life and independent living.
- **Black and ethnic minority communities** – Although the Active People survey suggests that the black and ethnic minority community in Liverpool has a participation rate above the city average, levels of physical activity are known to be very low within specific groups (e.g. Muslim women).
- **Low Income Groups** – The SPAA consultation exercise identified the need to focus resources into some of the most deprived areas of the city, specifically targeting unemployed people and those with limited disposable income.
- **Disabled People** – Both people with physical disabilities and learning difficulties were identified as a priority, as was the need to support incapacity benefit claimants back into economic activity.

Other specific groups identified through the SPAA consultation process included:

- Children and young people of school age
- Young people at risk, including those at risk of offending.

- Individuals within communities with the potential to act as mentors, coaches or activators, able to motivate other people to adopt active lifestyles.

Key Barriers

One of the main areas addressed through the SPAA consultation process was to identify the key barriers that currently prevent people from becoming physically active and that need to be removed if Liverpool is to achieve its targets for increased participation. The most common barriers identified were as follows:

- **Cost** – this was seen as the most common barrier, covering a variety of areas including payments to access facilities, club memberships, equipment costs and coach education and payment.
- **Travel** – although Liverpool has an extensive network of sports facilities and recreation amenities, there was a widely held view that improvements need to be made in providing transport to help people access activity programmes, with a particular reference to young people and older residents.
- **Access to Facilities** – this comment mainly related to the cost of hiring facilities and their availability at peak times. The number of facilities and quality of provision was not seen as a barrier – the issue is more about pricing and programming. Although most consultees comments related to facility providers in general, several did make specific reference to problems accessing facilities on school sites.
- **Understanding and Awareness** – there was a widely held view that there is a lack of awareness within the community of the benefits of sport and physical activity and insufficient understanding of what constitutes an active lifestyle. Not enough focus is currently being given to creating a physical activity culture within the city, motivating people and showing them how activity can be built into their everyday lives.
- **Lack of capacity in the voluntary sector** – in order to increase participation across the city it was widely recognised that much more needs to be done to develop the capacity of voluntary sector clubs and other community based providers. A range of barriers were identified, including a lack of volunteers, coaches and leaders; the burden of bureaucracy created by issues such as CRB checks, insurance and club accreditation schemes; the lack of affordable training opportunities; and the limited availability of external funding, particularly an easy to access small grants programme.
- **Fear of crime and personal safety concerns** – fears about personal safety and concern about street crime was commonly identified as a barrier to participation, particularly amongst older people. This was seen as a particular barrier to the more effective use of parks and open spaces for physical activity, with an appeal to ‘reclaim the parks’ voiced by one

consultee. Safety fears also relate to the dangers posed by traffic, limiting participation in cycling, running and walking.

- **Lack of Variety in Provision** – This issue was voiced in several different ways: the need for a wider definition of physical activity, including activities such as walking, dance, yoga and spinning, to attract people who aren't attracted to traditional sports; the lack of alternative and 'extreme' sports that appeal to young people, such as BMX, skateboarding, climbing and ice skating; the need to support the development of minority 'sports', which have the potential to grow within Liverpool and attract new participants.
- **Weaknesses in partnership working** – a significant number of consultees felt that the wide variety of agencies involved in sport and physical activity provision do not always adopt an effective partnership approach. It is felt that the targets for increased participation will only be achieved through better 'joined up' working and pooling of resources.
- **Lack of provision for adults and parents** – there is a view that not enough emphasis has been placed on meeting the needs of the adult population, particularly those with childcare or other carer responsibilities and those with work related time pressures. At present there is a lack of activities that cater for families or creative programming that links junior provision to adult participation opportunities. This is a particular barrier for women with childcare responsibilities.

Focus Themes for Investment

The key work areas, target groups and barriers identified above have resulted in Liverpool SPAA identifying the following Focus Themes for Investment:

- Supporting the Voluntary and Community Sector
- Promoting the benefits and opportunities to participate in sport and physical activity.
- Active Parks and Open Spaces.
- Active Lifestyles (work, home, school and travel)
- Active Youth
- Active Families.
- Active Ageing.
- Widening Choice.

By focusing on these priority areas of work it is believed that the SPAA will make the most effective use of the resources available and the greatest impact on the targets set for increased participation and reductions in obesity.

Liverpool SPAA – The Vision

The vision for Liverpool SPAA is:

“To create a physical activity culture in Liverpool, with every person having the opportunity to enjoy an active lifestyle within their home, school, work place or community, where sport and active recreation contribute fully to building the economy, developing more healthy, better educated, safer and inclusive communities and creating a sense of well-being.”

Section 8

Liverpool SPAA

Delivery Plan

Liverpool SPAA Delivery Plan 2007-2110

| | |
|-------|--------------------------------|
| Theme | Voluntary and Community Sector |
|-------|--------------------------------|

| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------|-----------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| PSA 3 – Active People survey indicates below average levels of club membership, coaching provision and volunteering. Objective Increases capacity and participation through the voluntary and community sector. | Club and Voluntary Sector Development Officer | Liverpool CC Sport and Recreation | £50,000 N'hood Renewal Fund | 2007-10 | Club membership numbers. Number of active coaches. Number of volunteers. Number of accredited clubs. Increased leverage into sport. | Yes, for £100,000 shortfall |
| PSA 3 – Active People survey indicates below average levels of club membership, coaching provision and volunteering Objective Increases in club membership, coaching/volunteering and access to funding. | Club and Voluntary Sector Development Programme | Liverpool Sports Forum | £50,000 N'hood Renewal Fund | 2007-10 | Club membership numbers. Number of active coaches. Number of volunteers. Number of accredited clubs. Increased leverage into sport. | Yes, for £100,000 shortfall |

Liverpool SPAA Delivery Plan 2007-2110

| Theme | Active Lifestyles | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
| <u>PSA 3 & PSA 2</u> Active People survey shows adult participation in Liverpool 3% below national average. Childhood obesity figures for Liverpool above national average. <u>Objective</u> Increase use of Liverpool's parks and open spaces for informal and formal sport and physical activity, with a particular focus on Botanic Park (Edge Hill), including physical modifications, to create an example of good practice for all city parks. | Active Parks Programme | Liverpool CC Parks & Environment | £150,000 NRF £362,000 Football Foundation £200,000 ERDF £50,000 LCC £20,000 Riverside Housing | 2007-09 | Number of participants Increased regular participation and volunteering Perceptions of safety on parks & open spaces. | Yes, to request £50,000 shortfall |
| <u>PSA 3 & PSA 2</u> Active People survey shows adult participation in Liverpool 3% below national average. Childhood obesity figures for Liverpool above national average <u>Objective</u> More opportunities for family based sport and physical participation. | Active Families Programme | Liverpool CC (Sport and Recreation) & Liverpool Community games | £30,000 N'hood Renewal Fund | 2007-10 | Number of participants Increased regular participation and volunteering Levels of childhood obesity | Yes, to request £60,000 shortfall |
| <u>PSA 3</u> Active People survey shows adult 55+ participation in Liverpool below national average <u>Objective</u> To increase participation levels amongst the 55+ age group and support independent living | Active Living Programme | Age Concern & Liverpool CC (Supported Living) | £60,000 N'hood Renewal Fund | 2007-08 | Number of participants Increased regular participation Number of trained staff & volunteers | Yes |

Liverpool SPAA Delivery Plan 2007-2110

| Theme | Active Lifestyles | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------|-----------------------------|------------|--------------------------------------------------------------------------------------------------------------|-------------------|
| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
| <u>PSA 3</u> Active People survey shows adult 55+ participation in Liverpool below national average <u>Objective</u> To increase participation levels amongst the 60+ age group and support independent living | Free Lifestyles Membership for 1000 adults aged 60+ | Liverpool CC (Sport and Recreation) & Age Concern | £50,000 N'hood Renewal Fund | 2007-08 | Number of participants Increased regular participation | Yes |
| <u>PSA 3</u> Active People survey shows adult participation in Liverpool 3% below national average. <u>Objective</u> To increase participation in cycling through the Cycle for Health programme and promotion of independent cycling. | Liverpool Cycle Training Project | Liverpool PCT | £50,000 N'hood Renewal Fund | 2007-08 | Number of participants Increased regular participation in cycling Number of trained staff & volunteers | Yes |
| <u>PSA 3</u> Active People survey shows adult participation in Liverpool 3% below national average. <u>Objective</u> To increase participation in and the promotion of independent cycling using the Sustrans cycle network across Merseyside. | Sustrans Development Officer | Sustrans | £20,000 N'hood Renewal Fund | 2007 -09 | Increased regular participation in cycling. | Yes |

Liverpool SPAA Delivery Plan 2007-2110

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|-------|-------------------|
| Theme | Active Lifestyles |
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| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------------------|---------------------------------|------------|------------------------------------------------------------------------------------------------------|-------------------|
| <u>PSA 3</u> Active People survey shows adult participation in Liverpool 3% below national average. <u>Objective</u> To increase participation in and the promotion of walking through both organised walks and independent rambling. | Liverpool Rambling Project | The Rambling Association | £70,000 <i>Unconfirmed</i> | 2007-09 | Increased regular participation in cycling. | Yes |
| <u>PSA 3</u> Active People survey shows adult participation in Liverpool 3% below national average. <u>Objective</u> To create a new Lifestyles facility with IT based fitness equipment, targeting wards with poor health and low participation levels. | Picton Wellness Centre | Liverpool CC (Sport and Recreation) | £50,000 N'hood Renewal Fund | 2007-08 | Number of participants Increased regular participation Use by residents from target wards. | Yes |
| <u>PSA 1, PSA 2 & PSA 3</u> Active People Survey & PESCL Survey show adult and children's participation below average. Childhood obesity figures for Liverpool above national average <u>Objective</u> To increase adult and children's participation through improved marketing and promotion of sport and physical activity opportunities. | Active City Marketing Campaign | Liverpool PCT and Liverpool CC | £190,000 N'hood Renewal Fund | 2007-08 | Increased regular participation Increased awareness of sport and physical activity opportunities. | Yes |

Liverpool SPAA Delivery Plan 2007-2110

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|-------|-------------------|
| Theme | Active Lifestyles |
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| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <p>PSA 3 Active People survey shows adult participation in Liverpool 3% below national average, with women, disabled people and the 55+ age group disproportionately under represented.</p> <p>Objective To increase the levels of adult participation across Liverpool, with a particular emphasis on the target groups listed above, utilising new and existing sport and physical activity opportunities.</p> | Active City Co-ordinators (A network of local co-ordinators based on Liverpool's structure of five Neighbourhood Management Areas). | Liverpool City Council (Sport & Recreation) & Liverpool PCT | £100,000 N'hood Renewal Fund | 2007-10 | Increases in regular adult participation in sport and physical activity, particularly amongst women, disabled people, 50+ age group and low income groups. Number of trained staff & volunteers. Improved co-ordination and partnership working at Neighbourhood level. Increased leverage into sport. | Yes, to request £315,000 shortfall |

Liverpool SPAA Delivery Plan 2007-2110

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|-------|--------------|
| Theme | Young People |
|-------|--------------|

| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------|------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------|-------------------|
| PSA 1 The PESCL survey shows that Liverpool is making good progress towards meeting the PSA two hour target for PE and sports participation by school age children, but will require further significant increases in order to meet the 100% target by 2009. Objective To increase activity levels within secondary school playgrounds through physical modifications, training and resources. | Active Playgrounds (Age 11-16) | Liverpool School Sport Partnerships | £200,000 N'hood Renewal Fund | 2007-08 | Research study to measure pupil's physical activity levels and behaviour within playgrounds. | No |
| PSA 3 Active People survey shows adult participation in Liverpool 3% below national average. Objective To increase the use of Lifestyles facilities by young people aged 17-19 years, with a specific focus on young women. | Free Lifestyles membership for 1000 young people ages 17-19 | Liverpool CC Sport & Recreation | £40,000 N'hood Renewal Fund | 2007-08 | Level of participation by target age group and female users. Percentage of new members retained beyond free offer period. | No |
| PSA 1 See above Objective To engage young people (10-16) in sport and leisure activities within identified hot spots for youth crime and anti-social behaviour. | Sport and Youth Inclusion Project | To be confirmed | £50,000 N'hood Renewal Fund £100,000 <i>Unconfirmed</i> | 2007-10 | Levels of youth engagement and participation. Levels of youth offending and ASB. | No |

Liverpool SPAA Delivery Plan 2007-2110

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|-------|--------------------------|
| Theme | Widening Sporting Choice |
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| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------------|---------------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <u>PSA 1</u> The PESCL survey shows that Liverpool is making good progress towards meeting the PSA two hour target for PE and sports participation by school age children, but will require further significant increases in order to meet the 100% target by 2009. <u>Objective</u> To increase participation by children and young people in rugby league through school and club bases development programmes. | Rugby League Development Officer | Liverpool CC Sport & Recreation | £15,000 NRF £48,000 RFL £10,000 Liverpool Culture Company <i>Unconfirmed</i> | 2007-10 | Monitoring of number of new participants, coaches and volunteers. Number of new clubs established and growth of existing clubs. | No |
| <u>PSA 1</u> See above <u>Objective</u> To increase participation by children and young people in cricket through school and club bases development programmes. | Cricket Development Officer | Liverpool CC Sport & Recreation | £90,000 LCC and ECB <i>Unconfirmed</i> | 2007-10 | Monitoring of number of new participants, coaches and volunteers. Number of new clubs established and growth of existing clubs. | No |
| <u>PSA 1</u> See above <u>Objective</u> To increase participation by children and young people in basketball through school and club bases development programmes. | Basketball Development Officer | Liverpool CC Sport & Recreation | £90,000 LCC and EBBA <i>Unconfirmed</i> | 2007-10 | Monitoring of number of new participants, coaches and volunteers. Number of new clubs established and growth of existing clubs. | No |

Liverpool SPAA Delivery Plan 2007-2110

| | |
|-------|--------------------------|
| Theme | Widening Sporting Choice |
|-------|--------------------------|

| PSA Justification /Objective | Action | Lead Responsibility | Resources | Timescales | How will success be measured? | CIF bid intended? |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------------------------|-------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <p>PSA 1 The PESCL survey shows that Liverpool is making good progress towards meeting the PSA two hour target for PE and sports participation by school age children, but will require further significant increases in order to meet the 100% target by 2009.</p> <p>Objective To provide young people with a safe and high quality BMX and skateboarding facility, which contributes to reducing anti-social behaviour associated with these activities.</p> | BMX & Skateboarding Project | Liverpool CC (Sport & Rec) | £50,000 NRF £50,000 <i>Unconfirmed</i> | 2007-09 | Facility usage and long-term participation by young people. Reduction in anti-social behavior associated with BMX & skateboarding. | No |

Liverpool SPAA Delivery Plan - Project Summary and Funding Breakdown

| Theme and Project | Community Investment Fund | N'hood Renewal Fund | Other Funding | Total |
|-----------------------------------------|---------------------------|---------------------|----------------|----------------|
| | | | | |
| <u>Voluntary Sector</u> | | | | |
| | | | | |
| Club & Vol Sector Development Officer | 100,000 | 50,000 | | 150,000 |
| | | | | |
| Club & Vol Sector Development Programme | 100,000 | 50,000 | | 150,000 |
| | | | | |
| <u>Active Lifestyles</u> | | | | |
| | | | | |
| Active Parks | 50,000 | 150,000 | 637,000 | 837,000 |
| | | | | |
| Active Families | 60,000 | 30,000 | | 90,000 |
| | | | | |
| Active Living (Older People) | | 60,000 | | 60,000 |
| Lifestyles Passes (60+) | | 50,000 | | 50,000 |
| | | | | |
| Cycle Training Project | | 40,000 | | 40,000 |
| Sustrans Dev Officer | | 20,000 | | 20,000 |
| | | | | |
| Rambling Project | | | 70,000 | 70,000 |
| | | | | |
| Picton Wellness Programme | | 50,000 | | 50,000 |
| | | | | |
| Marketing Campaign | | 190,000 | | 190,000 |
| | | | | |
| Active City Co-ordinators (x4) | 315,000 | 100,000 | | 415,000 |
| | | | | |
| <u>Young People</u> | | | | |
| | | | | |
| Active Playgrounds (11-16) | | 200,000 | | 200,000 |
| | | | | |
| Lifestyles Passes (17-19) | | 40,000 | | 40,000 |
| | | | | |
| Youth Inclusion Project | | 50,000 | 100,000 | 150,000 |
| | | | | |
| <u>Widening Choice</u> | | | | |
| | | | | |
| Rugby League DO | | 15,000 | 54,000 | 69,000 |
| | | | | |
| Cricket DO | | | 90,000 | 90,000 |
| | | | | |
| Basketball DO | | | 90,000 | 90,000 |
| | | | | |
| BMX & Skateboarding Project | | 50,000 | 50,000 | 100,000 |
| | | | | |
| | | | | |
| TOTAL | 625000 | 1145000 | 1091000 | 2861000 |

Unconfirmed funding is denoted in italics

9 Monitoring and Evaluation Plan

The monitoring and evaluation of the SPAA delivery Plan will be used on the use of four main measurement methods:

Active People Survey – Following on from the initial survey conducted in 2005/06, Sport England have announced plans to repeat the survey annually with a sample of 500 in each local authority. In Liverpool consideration is being given to boosting this sample size to provide participation statistics within each of the 5 Neighbourhoods. The Active People survey will allow measurement of progress against PSA 3 and relevant KPIs at both city wide and neighbourhood level for the projects contained with the Plan.

PE, School Sport and Club Links Survey – The PESCL survey is conducted annually in all Liverpool schools via the four School Sport Partnerships. It will allow continued measurement of progress against PSA 1, both city wide and at individual SSP level.

Sportslinx Research – The annual testing and questionnaire conducted in Liverpool schools through the Sportslinx research programme will allow measurement of progress against PSA 2 and PSA 1. Some of the data will also contribute to measurement of PSA 3 and a number of KPIs.

Active City Research Programme – projects within the SPAA plan receiving NRF funding under the Active City programme will also receive additional monitoring and evaluation through a research programme run in conjunction with Liverpool John Moores University. Through the employment of two full-time Researchers the project is measuring the impact and effectiveness of each individual project.

| Project | PSA Targets & KPIs | Measurement Method |
|-----------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Club & Vol Sector Development Officer | PSA 3 & 1 KPI 1,3,4,5,8 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Club & Voluntary Sector Development Programme | PSA 3 & 1 KPI 1,3,4,5,8,17 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Active Parks | PSA 3 & 2 KPI 1,8 | Active People Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Active Families | PSA 3 & 2 KPI 1,8 | Active People Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Active Living (Older People) | PSA 3 KPI 1 | Active People Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Lifestyles Passes (60+) | PSA 3 KPI 1 | Active People Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Cycle Training Project | PSA 3 & 2 KPI 1,5,8 | Active People Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |

| | | |
|--------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sustrans Dev Officer | PSA 3 & 2 KPI 1,8 | Active People Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Rambling Project | PSA 3 KPI 1,8 | Active People Survey (2007, 2008, 2009, 2110) |
| Picton Wellness Programme | PSA 3 KPI 1 | Active People Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Marketing Campaign | PSA 3, 2 & 1 KPI 1,5,8 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Active City Co-ordinators (x4) | PSA 3 KPI 3,5,8,17 | Active People Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Active Playgrounds (11-16) | PSA 2 & 1 KPI 1,8 | PESCL Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Lifestyles Passes (17-19) | PSA 3 KPI 1 | Active People Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Youth Inclusion Project | PSA 1 & 2 KPI 1,3,5,8 | PESCL Survey (2007, 2008, 2009, 2110) Active City Research Programme |
| Rugby League DO | PSA 1 & 2 KPI 1,3,4,5,8 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) Active City Research Programme |
| Basketball DO | PSA 1 & 2 KPI 1,3,4,5,8 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) |
| Cricket DO | PSA 1 & 2 KPI 1,3,4,5,8 | Active People Survey (2007, 2008, 2009, 2110) PESCL Survey (2007, 2008, 2009, 2110) Sportslinx Research (2007, 2008, 2009, 2110) |
| BMX & Skateboarding Project | PSA 1 KPI 1,5,8 | PESCL Survey (2007, 2008, 2009, 2110) Active City Research Programme |

Appendix 1
Liverpool Active City – Physical Activity
Strategy (2005-2010)

Appendix 2

Liverpool Citizens Panel Results – Summer 2006

Appendix 3

Liverpool SPAA Delivery Plan Consultation Form

Liverpool Sport and Physical Activity Alliance

Delivery Plan 2007 -2010

Consultation

Name

Date

Organisation

What do you believe are the key work areas the Delivery Plan should focus on in order to increase participation in sport and physical activity?

Which sectors of the community should we focus our resources on in order to extend participation in sport and physical activity?

What do you believe to be the key barriers that need to be removed if we are to achieve the target of increasing regular participation by 1% per annum?

Do you have any other comments to make about the SPAA Delivery Plan?

**Please return to Gary White, SPAA Manager, Sport and Recreation Service, Everton Park Lifestyles, Great Homer St, Liverpool, L5 5PH.
Email gary.white@liverpool.gov.uk**

Appendix 4

List of Liverpool SPAA Delivery Plan Consultees

The SPAA Delivery Plan consultation form (see Appendix 3) was completed and returned by the following people:

| | |
|-----------------|-----------------------------------------|
| Andrew Ireland | Liverpool Walk for Health |
| Andrew Wileman | Merseyside Sport |
| Andy Hull | LCC Environmental Health |
| Ann Kinsella | Greenbank Sports Academy |
| Bob Poynton | Liverpool Sports Forum |
| Brian Boyle | Liverpool Sports Forum |
| Chris Briggs | LCC Sport and Recreation |
| Colin Moore | Sporting Equals |
| Denise Goodwin | Liverpool JM University |
| Don Hurst | LCC Sport and Recreation |
| Ewan Wilkinson | Liverpool Primary Care Trust |
| Frank Doherty | LCC Sport and Recreation |
| Frank Doherty | Liverpool Sports Forum |
| Gareth Stratton | Liverpool JM University |
| Gary White | Liverpool SPAA |
| Geoff Jackson | Alt Valley Neighbourhood |
| Gordon Dacre | LCC Sport and Recreation |
| Irene Mills | Liverpool Health Promotion |
| Jake Collin | Alt Valley Neighbourhood |
| Jean Dean | Liverpool Sports Forum |
| Jean Gambol | South Central School Sports Partnership |
| Jim Cochrane | Liverpool Sports Forum |
| Jo Sayers | Mersey Forest |
| John Alcock | LCC Planning Department |
| John Dixon | Liverpool Community Games |
| John Marsden | Liverpool Active City |
| Karen Lewis | City and North Neighbourhood |
| Kevin Harris | Liverpool Hope University |
| Linda Carr | Age Concern |
| Liz Lamb | LCC Sport and Recreation |
| Mark Jones | LCC Sport and Recreation |
| Mark Lawes | Merseyside Police |
| Nathalie Palin | LCC Youth Service |
| Rhiannon Brown | Nacro |
| Richard Johnson | LCC Sport and Recreation |
| Sally Starkey | Liverpool Primary Care Trust |
| Sandra Davies | Liverpool Primary Care Trust |
| Sarah Halliwell | Liverpool Sport Action Zone |
| Stephen Tiffany | LCC Children's Services |
| Steve Sanderson | Liverpool Sports Forum |
| Stuart Wade | Liverpool Sports Forum |
| Tony Yih | LCC Sport and Recreation |