



Let's get active... one step at a time!



NHS



Liverpool
PARTNERSHIP
GROUP



The City of Liverpool

**Liverpool: Active City
2005 – 2010**

Strategy

Contents

Liverpool: Active City 2005 – 2010

Strategy

Summary	2
1 Introduction	6
2 Background	7
3 What do we mean by physical activity?	9
4 Barriers and Inequalities	10
5 Strategic Vision	11
6 Local Targets	12
7 Objectives	13
8 Priority Groups	14
9 Examples of Good Practice in Liverpool	15
10 Recommendations for Action	16
11 Monitoring and Evaluation	18
Appendix 1 Partners who developed the Strategy	19
Appendix 2 Supporting Documents and policies	20
Appendix 3 Benefits of active living	21
Appendix 4 What is Defined as Physical Activity?	23
Appendix 5 Established Physical Activity Targets	24
Appendix 6 Examples of Good Practice in Liverpool	26
Acknowledgments	32

Summary

We all know that it is a good idea to be more physically active. By being active we mean any activity that involves movement. It includes leisure, sport, exercise, play, and active living. Everything from walking the dog to ballroom or disco dancing, children playing and sports all count towards physical activity. In reality, people are less active than ever before. Many of us find it increasingly difficult to build activity into our everyday lives.

In Choosing Health; Making healthier choices easier, the government has highlighted increasing physical activity as one of the key areas for action to improve health.

Benefits

Being active can result in:

- Feeling good about yourself
- Enjoying life
- Living longer and being well
- Lower risk of heart disease and diabetes
- Lower blood pressure and reduced risk of stroke
- Lower risk of colon cancer
- Lower risk of breast cancer in women
- Having fun
- Fewer days off work due to illness
- Maintaining a healthy weight
- Social interaction
- Good growth and development for children
- Older people keeping their independence longer

The Liverpool Physical Activity Strategy aims to make physical activity an easier choice for people by providing a variety of activity opportunities that individuals can choose to suit themselves and their daily lifestyle.

Recommendations

In order to improve health:

Adults should build up at least 30 minutes of moderate activity, which is enough to get slightly out of breath and warm, on at least five days a week

Children and young people should be moderately active for at least one hour every day on at least five days a week.

These times can be built up from shorter bursts of activity during the day. Activities should be varied and enjoyable and can include activities of everyday life, for example walking, cycling, gardening and household chores.

What is the situation in Liverpool?

Nationally, most people are not active enough to benefit their health. In Liverpool, fewer people are active than the national average.

- In Liverpool, only two in ten adults are active enough to benefit their health, but eight in ten people in Liverpool think that they are.
- In the last 25 years the distance people walk or cycle has fallen by a quarter.
- Nearly one in four boys and one in three girls in Year 5 (aged 10-11 years) in Liverpool are overweight.
- By 2020, at current rates, nearly one third of adults will be seriously overweight (obese) compared with 6% in 1980. Obese people have twice the risk of dying early as people of a normal weight.
- The financial and social costs of this inactivity are very high. There are costs to employers in lost days off work, costs to the NHS in treatment and the cost to individuals and families in illness and disability.

What is already being done in Liverpool?

There are currently a large number of physical activity programmes taking place in Liverpool and there are many examples of good practice and services that are making a real difference to people's lives.

- Sport and Recreation Services of Liverpool City Council provide a range of services at leisure centres across Liverpool. They also provide a variety of discounted and free passes to encourage participation in physical activity from all people.
- Doctors and Nurses can refer people for a programme of physical activity as part of the Exercise for Health and Fit for Life schemes. These partnerships between health and the City Council's Sport and Recreation services provide tailored support for people who would benefit from increasing their level of physical activity.
- Walk for Health scheme is a volunteer led walking scheme in local communities that has been very successful in North Liverpool and will be extending to other communities.
- Age Concern have provided a range of Active Ageing Programmes tailored to the over 50s. These programmes are provided at the active Age Centre and at a number of leisure centres. They have been very successful at reducing social isolation, increasing independence and reducing the risks of falling in older people.
- The SportsLinx schools programme which provides a range of activity and fitness programmes for children aged 9-10 years. So far 25,000 children have taken part in sports and physical activity through this programme.
- Every year thousands of people take part in large community events including the Liverpool Corporate Cup fun run, the Liverpool to Chester cycle ride and the Liverpool women's 10 Km run, Liverpool Community Games and Merseyside Youth Games.

By working together we have a real potential to improve health and wellbeing within communities. Everyone has a role to play. Key partners include:

- Families and individuals.
- Local Communities.
- Voluntary organisations.
- Local employers, businesses and workplaces.
- Health services.
- Sport and Recreation services.
- Private leisure sector providers.
- Education and schools.
- Sport alliances.
- Parks and green spaces.
- Merseytravel, Travelwise and Transport providers.

What do we want to achieve?

Our vision is to make more people, more active more often. We want to exceed National Targets in Liverpool. In the next 5 years:

- We will increase by 1% per year the proportion of people who are moderately active for 30 minutes or more 3 times per week (to reach 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 (to reach 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 (to reach 2010).
- All children will have two 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.**

What will we do?

1. Increase the profile of active living in Liverpool

- Raise awareness of physical activity and what is available in the city through a media and marketing campaign.
- Make sure that all participation events in Liverpool include an element of physical activity where possible. We will do this with the City Council and with Liverpool Capital of Culture.
- Train NHS and council staff, community volunteers and voluntary organisations to provide physical activities, to pass on key messages and signpost people to appropriate services.

2. Improve the coordination of existing services

- Make sure that existing statutory and voluntary services work better together to achieve our physical activity targets.
- Develop a local directory of what is available and a way of signposting people to appropriate services and opportunities for physical activities – a care pathway.

3. Ensure that everybody has access to appropriate activity

- Review current services to make sure that they reach the right people at the right time in the right place.
- Support the national target of at least 2 hours a week of high-quality Physical Education within local schools.
- Ensure that all vulnerable groups have access to appropriate physical activity services and programmes
- Listen to local communities and develop activity programmes that are based on the needs of the individual, families and communities.

4. Ensure structural support for physical activity

- Make sure that active living is fully incorporated into urban planning, new capital developments as well as transport and housing policies.
- All partners will develop and implement green travel plans that encourage walking and cycling as a means of transport. These plans will include school and work travel plans, walking schemes and cycle schemes.
- Encourage the use of local green spaces and waterways in Liverpool.

1. Introduction

Having an active lifestyle brings multiple physical, social, psychological and emotional benefits. The importance of being physically active is recognised by all agencies in Liverpool as being crucial in the maintenance of good health, to reduce health inequalities and to prevent many diseases and health problems suffered by people in our local communities.

This strategy has been developed by a multi-agency group representing a range of organisations as identified in Appendix 1. This work is being undertaken under the umbrella of Liverpool First for Health, the Health strategic Issue Group of Liverpool Partnership Group. The strategy is in line with the Government's white paper 'Choosing Health'



2. Background

The need to increase physical activity has been well documented and recognised in government plans and strategies. This strategy is in line with the current guidance as outlined in Appendix 2.

Physical activity levels have declined in both adult males and females over the last twenty years. Nationally 60% of men and 70% of women are not active enough to benefit their health, although 80% think that they are! The number of people classed as totally sedentary has risen in males from 30% to 35% and in females from 35% to 41%. In addition, over the last 25 years the distance that people cycle or walk has fallen by a quarter.

In a recent survey (2001) over 70% of males and females in Liverpool are not active enough to benefit their health. Compared to national figures, Liverpool had a lower average of moderately active people, 30% to 24.7% respectively. In addition, a comparison of PCTs in Liverpool showed that North Liverpool PCT had the highest number of people that had never exercised to a moderate level.

Nationally, amongst children and young people 55% of males aged 2-15 years and 39% females met UK physical activity recommendations.

A baseline survey conducted within North Liverpool in 2002/2003 found that 34.4% of males and 19.9% females aged 11-19 years met the national young people's physical activity recommendations. This is significantly lower than national levels of activity.

Generally, males tend to be more active than females at all ages. There is a strong correlation between age and inactivity i.e. as we get older our level of activity decreases and it falls quite steeply at retirement age.

Generally, people with higher incomes in non-manual jobs participate more frequently in leisure activities than manual groups. However, manual groups are more active at work and also at home.

Active people have a 20-30% decreased risk of premature death and have up to a 50% less risk of heart disease, late onset diabetes, stroke, osteoporosis, colon cancer, depression, weight gain, and obesity. Additionally, they have fewer sick days off work. For older people being physically active may help to maintain their mobility and independence, enhance their quality of life, reduce social isolation and reduce the risk of falls. The detailed health benefits associated with being physically active are outlined in Appendix 3.

Almost 40% of deaths from Coronary Heart Disease (CHD) are due to lack of physical activity. Nine percent of these deaths could be avoided if those currently sedentary increased their low level of physical activity to a moderate level.

Alongside CHD, one of the most prevalent health problems associated with physical inactivity is obesity. The proportion of the population that is overweight or obese in the UK is rising, with nearly two thirds of men and over half of women affected. Obese people have twice the risk of dying prematurely compared with people who are a healthy weight.

The Liverpool and Sefton Lifestyle Survey highlighted that a lower proportion of women (44%) are overweight and obese than men (53.7%). North Liverpool had the greatest proportion of respondents classed as overweight or obese with 31.8% of respondents being overweight and 22.4% being obese or morbidly obese.

The prevalence of obesity is also increasing amongst children. Recent results from the Liverpool based SportLinx project reported that 39% of boys and 33% of girls in Year 5 were above their optimal weight and had moderate to very high levels of body fat. Plus over half of the boys and two fifths of girls in Year 7 were overweight.

As fat children often become fat adults this is a health issue that needs to be addressed, and one possible way is to increase the population's level of daily physical activity.

National physical activity guidelines for both adults and children have been recommended in order for a greater proportion of the population to gain potential health benefits.

Adults should accumulate at least 30 minutes of moderate activity, which is enough to get slightly out of breath and warm, on at least five days a week

Children and young people should be moderately active for at least one hour every day, on at least five days a week.

However, recent studies indicate that many adults, children and young people are not meeting these recommendations and this is affecting their health.

3. What do we mean by physical activity?

Physical activity is an all-encompassing term that includes active living; health related activity, exercise, play and sport (Figure 1 and Appendix 4). All aspects of physical activity are important and need to be promoted in order to develop necessary skills, confidence and competence that in turn ensure future participation in physical activity. In addition although not everyone will compete at an elite level, support and structures should be in place, which enable people to participate at their maximal ability and level.

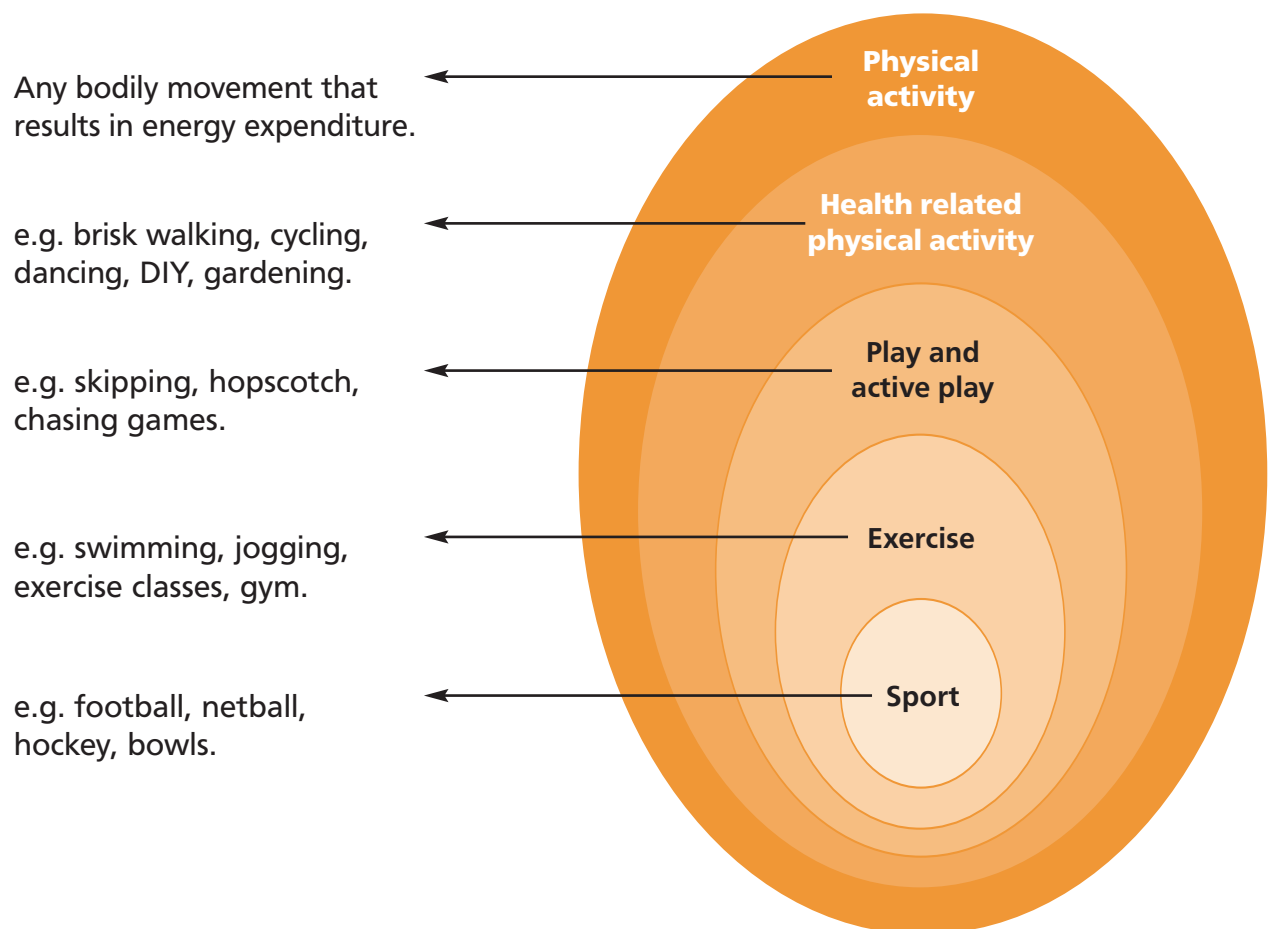


Figure 1:

The various elements encompassed within the term 'physical activity'

Recommendations for children and adults are outlined in Appendix 5.

For many people, participating in sport or attending a gym is simply not a realistic option in terms of access, time and expense. Therefore, other opportunities to increase levels of activity that can be done as part of daily life needs to be emphasised.

4. Barriers and Inequalities

Our health and well-being is affected by a wide range of factors. The factors which have the most significant influence – either for better or for worse – are known as the ‘determinants of health’. These determinants of health are presented in the diagram below as layers of influence; starting with the individual and moving to the wider society (Dahlgren and Whitehead, 1991).

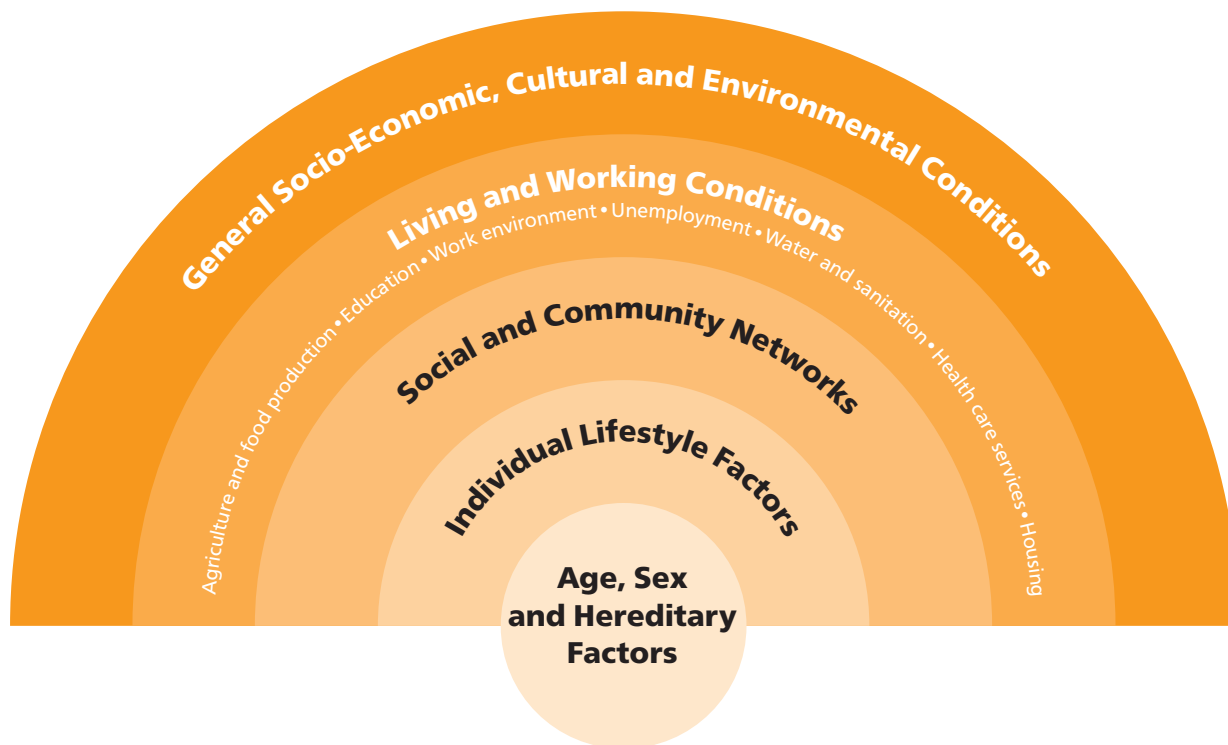


Figure 2:

Dahlgren G and Whitehead M (1991) Policies and strategies to promote social equity in health. Stockholm, Institute for Futures Studies.

Figure two highlights the range of factors that affect health but also outlines demographic differences in activity and barriers towards activity. For example, males are more active than females and also younger people are more active than older people. Barriers may be individual or be within the community and surrounding environment.

Common barriers associated with physical activity include:

- | | |
|---------------------------------|--|
| ■ No time | ■ No money/too expensive |
| ■ No local facilities | ■ Too embarrassed |
| ■ No social support | ■ Poor access |
| ■ Limited choice | ■ Safety issues |
| ■ Attitude towards being active | ■ Not sure of what to do or what's available |

The strategy recognises the need to overcome these barriers and to provide environments, information, opportunities and facilities to support physical activity and behaviour change.

5. Strategic Vision



To make more people, more active, more often

This will be achieved by providing a wide range of high quality physical activity opportunities. These activity opportunities will aim to be accessible to all, in order to increase participation and enable active lifestyle choices that will improve the health and well being of the people in Liverpool.

6. Local Targets



Using national and regional physical activity participation targets the following targets, to be reached by 2010, have been set for Liverpool. (Source: 'Choosing Health' Government White paper, 2004; Game Plan, 2002; North West on the Move, 2004)

- By 2010, achieve a 5% increase in people participating in moderate activity for 30 minutes or more at least 3 times a week.
- By 2010, achieve a 5% increase in people participating in moderate physical activity for 30 minutes or more at least 5 times a week.
- By 2010, achieve a 5% increase in children participating in moderate activity for 60 minutes or more at least 5 times a week
- By 2010 to provide a minimum 2 hours a week, high quality Physical Education in 100% of local schools. (To increase to 75% in 2006, 85% by 2008 and 100% by 2010.)

7. Objectives

1. To increase the profile of physical activity so that it is a cross cutting theme in all aspects of city wide initiatives so that it forms an integral component of all activities across the city.
2. To provide a co-ordinated approach in the delivery of physical activity opportunities. With health, leisure, educational and community organisations working together.
3. To maintain and develop access to a wide range of enjoyable activity opportunities and services that encourage participation and enable people to choose an active lifestyle.
4. To ensure that the physical and social environment supports physical activity through housing and transport facilities and services.
5. To provide educational and training opportunities for local staff and people to maximise activity delivery, activity leadership and job aspirations.
6. To ensure that work undertaken is fully researched, monitored and evaluated in order to substantiate the physical activity evidence base.

8. Priority Groups

Although the strategy aims to increase participation in physical activity across the population of the city, several priority groups were identified by different sectors and agencies during the consultation process.

These priority groups include:

- Individuals currently defined as sedentary as they have the most to gain.
- Children and young people of school age particularly young women.
- Young mothers.
- Black and ethnic minority groups.
- Older people.
- People with disabilities – physical, mental, sensory impairment and/or learning difficulties.
- Middle aged men.

9. Examples of Good Practice in Liverpool



There are many individual examples of good practice within the city. For example, national beacon schemes such as the Sport Action Zone and East Liverpool Sports Alliance. The alliance is led by Cardinal Heenan Catholic High School in West Derby (the City's first designated Sports College) and has a strong emphasis on health and social inclusion.

Liverpool Sport and Recreation Services provide a comprehensive range of programmes and incentives to promote participation. Local Health Services also provide a number of health related programmes, including walking programmes and exercise for health. Voluntary organisations provide many physical activity opportunities. There are good examples of practice in the Active Age centre and satellite services for older people.

Further examples of good practice are identified in Appendix 6.

10. Recommendations for Action

The accompanying document outlines the proposed action plan for the strategy to implement the objectives outlined above. The action plan does not propose a range of new short term initiatives. Liverpool has had many short term initiatives, that although good in themselves, did not bring about sustained change. There are three main themes within the action plan.

1 Increasing the profile of active living in Liverpool

- Implement a media and marketing campaign to increase awareness of the need for active lifestyles and the opportunities available to achieve this.
- Ensure physical activity is built into all other mainstream city initiatives developing closer links with the Capital of Culture.
- Raise awareness of the health benefits of walking and cycling as part of the daily routine.
- Develop the health and social care system so that advice and support for physical activity is an integral part of the services provided in order to help people lead healthier lives.
- Health professionals to increase the provision of advice to patients on lifestyle topics, particularly on physical activity, both routinely and opportunistically.

2 Improve co-ordination of existing services

- Establish strategic and operational groups to implement the strategy.
- Review existing services and budget sources.
- Provide mainstream funding for successful initiatives.
- Roll out successful programmes city-wide where advisable.
- Pool funding sources where possible.
- Ensure new programmes work effectively across agencies with joint responsibility for delivery, ensuring joined up work for front line staff.
- Integrate existing services where possible and appropriate.
- Develop a directory of what is available and a mechanism for signposting people (physical activity care pathway).

3 Ensure access to appropriate activity for all

- Enable all people to choose active lifestyles.
- Ensure service providers implement the Disability Discrimination Act and work towards making adjustments to improve access to activity services and opportunities.
- Encourage the education system to promote and enable physical activity for all children and young people.
- Provide employers with support to enable and promote physical activity in the workplace.
- Promote and disseminate best practice to develop an active physical and cultural environment.
- Develop more opportunities for people who are not in education or work – including young adults, disabled people, parents of young families, people who are unemployed and retired individuals.
- Encourage all employers to motivate staff to be more active by providing, information, support and opportunities.
- NHS providers and Primary Care Trusts, to work more closely with local government and private and voluntary sectors to create access to opportunities for physical activity.
- Develop services within community settings to provide ongoing support and achieve sustainable behaviour change.

4 Structural support

- Ensure active living is fully incorporated into transport and housing policy and development.
- Extend and develop school and work travel plans and encourage safe, healthy ways of travelling to school and work
- Continue to make public spaces more accessible and attractive to those wanting to be active and creating and maintaining a wider range of opportunities for activity through sport and other recreational activities.
- Ensure high quality, well-targeted facilities for walking and cycling through the multi-agency Transport, Health and Environment Forum
- The NHS to incorporate Green Travel Plans into all major capital schemes.
- The healthy schools award criteria to support the physical activity strategy by including green travel plans in the award.

The Full Action Plan is outlined in the accompanying document.

11. Monitoring and Evaluation

In order to realise the vision of this physical activity strategy we will need to monitor and evaluate all projects. Partners involved in specific objectives will have a responsibility to monitor and evaluate the work undertaken. All actions will need to be based on needs, have a sound evidence base and be evaluated.

It is proposed that a physical activity steering group is established to take forward the elements of the strategy and to report to Liverpool First for Health. Additionally, the establishment of an operational group will be necessary to help develop the tactical and operational aspects of the strategy and to advise the strategic group.



Appendix 1

Partners who developed the Strategy

Partner organisations involved in the development of the Liverpool Physical Activity Strategy include:

- Age Concern, Liverpool.
- Central Liverpool Primary Care Trust.
- Eastern Link Sports Alliance and Sport co-ordinator.
- Heart of Mersey Campaign.
- Liverpool Community Games.
- Liverpool Education Authority.
- Liverpool Health Promotion Service.
- Liverpool John Moores University, Institute of Sport Science.
- Liverpool Sport and Recreation Services.
- North Liverpool Primary Care Trust.
- South Liverpool Primary Care Trust.
- University of Liverpool.

Successful alliances offer significant advantages:

- By allowing authorities to work beyond their traditional service boundaries and enabling roles and responsibilities to be clarified.
- By increasing agencies' knowledge and understanding of one another.
- By helping to reduce the duplication of services and effort.
- Identify gaps in provision.
- Joint planning can enable appropriate contributions to be made by partner agencies, making effective use of resources, knowledge, information and skills. Many local alliances already exist. This strategy recognises the value of these and encourages their further development.

Therefore, it is hoped that this document will act as a catalyst bringing about positive changes to current provision, help develop new services, formalise partnership agreements, create shared appointments, pool budgets and secure future funding.

Appendix 2

Supporting Documents and policies

- Choosing Health – Making healthy choices easier. Government White paper, Department of Health 2004.
- Securing Good Health for the whole population: Final report, Derek Wanless, Department of Health, 2004.
- At Least Five a Week, Department of Health, 2004.
- Saving Lives – Our Healthier Nation, Department of Health 1999.
- National Service Frameworks for Coronary Heart Disease, Older People and Diabetes, Department of Health, 2000, 2001 and 2003.
- The National Cancer Plan, Department of Health, 2000.
- The NHS Plan, Department of Health, 2000.
- Game Plan: A strategy for delivering the Governments sport and physical activity objectives, Department of Culture. Media and Sport Unit, 2002.
- North West on the Move. The North West Plan for Sport and Physical Activity 2004-2008. Sport England 2004.
- Active transport, Health Education Authority, 1999.
- The National Cycling Strategy, Department for the Environment, Transport and the Regions, 1996.
- Learning through PE and Sport. Department for Education and Skills, 2003.
- The Healthy Workplace Initiative, Department of Health, 1999.

Appendix 3

Benefits of active living



The benefits associated with being physical active are multifaceted. The impact that physical activity has in relation to health is well documented and may be physical, psychological, emotional and/or social in nature. In order to obtain physical activity related health protection and benefits, an individuals activity level has to be current and it is recommended that activity is sustained as a lifestyle behaviour.

Once an individual stops being physically active they will lose the associated benefits, however people can gain benefits from becoming active even if they have been inactive for a number of years. The people that benefit most from being active are those currently sedentary and inactive that begin to take part in moderate, regular physical activity.

Benefits and reduced risk factors include:

- Improved fitness.
- Improved cardiovascular fitness, muscular strength and endurance, flexibility and motor skills.
- Improvements in balance, coordination and strength help to reduce falls and fractures in older people.
- Improved cardio-respiratory function.
- Reduced risk of cardiovascular disease, that is coronary heart disease and stroke (occlusive and hemorrhagic).
- Reduction in the cardiovascular disease risk factors.
- Reduced risk of all-cause cancer.
- Reduced symptoms of depression and anxiety.
- Enhanced feelings of well-being.
- Minimises social isolation and provides socialising opportunities.
- Reduced risk of developing Type 2 diabetes.
- Improved bone density and reduced risk of osteoporosis.
- Improved mobility for somebody with osteoarthritis.
- Reduced back pain.
- Can help to maintain a healthy body weight, to lose excess weight and prevent obesity.
- Reduced risk of colon cancer.
- Reduced risk of breast cancer in post-menopausal women.
- A possible reduction in the risk of lung cancer and prostate cancer in men (evidence is currently equivocal)
- Lower blood pressure.
- Lower blood fats.
- Better health for diabetics.
- Reduced risk of repeat heart attacks.

Appendix 4

What counts as Physical Activity?

Physical activity is an all-encompassing term that includes active living; health related activity, exercise, play and sport (Figure 1, page 7). It is important that all aspects of physical activity are recognised, supported and developed within the strategy in order to be inclusive and to provide services and opportunities that meet the needs of all populations.

The need to promote all aspects of physical activity is vital, in order to develop necessary skills, confidence and competence that in turn ensure future participation. In addition although not everyone will compete at an elite level, support and structures should be in place that enable people to participate at their maximal ability and level. For many people, participating in sport or attending a gym is simply not a realistic option in terms of access, time and expense. Therefore, other opportunities to increase levels of activity that can be done as part of daily life need to be emphasised.

Physical activity has several components which have been considered and included within national physical activity recommendations. These include the frequency of participation, the intensity, the duration and the type of activity and the total amount of activity taken over a period of time.

These components include:

- **Frequency of participation**
The number of sessions per day and/or week.
- **Intensity of activity**
Intensity is usually expressed as light, moderate or vigorous.
- **Duration of an activity**
The amount of time spent in a single activity session.
- **Mode of activity**
The type of activity being participated in.
- **Volume of activity**
The total amount of activity taken over a period of time e.g. one week.

Appendix 5

Established Physical Activity Targets

In December 2002 the government published a strategy that outlined the national sport and physical activity objectives. The 'Game Plan' strategy established several main targets regarding national physical activity levels.

- Game Plan is a 20 year plan to increase the number of people being physically active from 32% of the population to 70% of the population.
- By 2020, 70% of individuals to be undertaking 30 minutes of physical activity on at least 5 days a week.
- An interim target of 50% of individuals undertaking 30 minutes of physical activity on at least 5 days a week is to be reached by 2011.

The North West Plan for Sport and Physical Activity (2004) sets a target of increasing physical activity participation year on year by 1%. In addition the plan aims to increase in the numbers currently meeting the physical activity recommendations of 30 minutes of moderate activity on at least 5 days a week from 33% to 50% by 2020.

Increasing participation rates by at least 1% annually would be a realistic, achievable target for Liverpool. See details on page 4.

Physical activity recommendations for an active life throughout the lifespan

Children and young people

- Children and young people should be moderately active for at least 60 minutes a day on five days or more per week.
- At least twice a week they should participate in activities that aim to improve bone health, muscle strength and flexibility.
- Young childrens' activity tends to be more sporadic in nature than that of young people and adults. The 60 minutes can be done as one continuous session or accumulated throughout the day in ten minute activity bouts in order to meet the outlined recommendation.
- The activity can be a lifestyle activity e.g. cycling or walking to school, taking the stairs, structured exercise, sport or any combination of these.

Adults

- To gain health benefits adults should be moderately active for at least 30 minutes a day on five days or more per week.
- The 30 minutes can be done as one continuous session or accumulated throughout the day in ten minute activity bouts (e.g. 3x10 minutes in order to meet the outlined activity recommendation).
- The activity can be a lifestyle activity e.g. cycling or walking to work or shops, taking the stairs, structured exercise, sport or any combination of these.
- In order to ensure that all people have the opportunity to participate in appropriate physical activity it is important that programmes are tailored to suit the needs of each individual.

Older adults

- The recommendation outlined above for adults are also appropriate for older adults.
- Specific daily activities that maintain or improve mobility, strength, co-ordination and balance should be included as they are particularly beneficial to this client group in reducing the likelihood of falls and fractures.

Moderate activity is defined as an aerobic activity that makes:

- You feel warmer.
- Your heart beat faster.
- You feel slightly out of breath as your breathing gets heavier.

The individual should feel comfortable and should still be able to talk whilst being active.

Appendix 6

Examples of Good Practice in Liverpool

Exercise for Health and Fit for Life

This is a joint initiative between Liverpool Primary Care Trusts and the Sport and Recreation service. It is a well-established scheme that aims to change people's lifestyles, improve their health, their perceptions of health and improve their feelings of well-being.

A GP or practice nurse can refer individuals on to the scheme if the health professional feels they would benefit from regular physical activity. People are referred onto the scheme with a range of conditions, including asthma, angina, diabetes, stress, back pain, osteoporosis.

On completing the eight week programme and receiving a complimentary one month pass the client can then maintain their physical activity via the 'Fit for Life' scheme. Over the last six years approximately 42,000 clients have used 'Exercise for Health' with 30-40% continuing to exercise with 'Fit for Life'.



Walk for Health Liverpool

The Walk for Health Liverpool scheme is part of the national 'Walking the way to health' initiative and has been operating in the North Liverpool area since April 2002. The Countryside Agency, associated partners and the Primary Care Trust have funded the scheme for three years, after which it will be rolled out across the city.

The project has established four walks that are led by walk leaders every week. The leaders are trained volunteers and health professionals. Currently there are 111 registered walkers and 11 trained leaders. In addition, the project has just received three star quality status, which is the highest accolade within the national programme. This programme will soon be extended throughout the city.

Physical Activity Programme for Young Women

Physical activity levels in young women can fall quite dramatically in the later school years and once they have left formal education. Therefore, North Liverpool PCT in conjunction with Croxteth Leisure Centre, local secondary school sport co-ordinators, Croxteth Education Action Zone, the local youth service and young women from Croxteth and Norris Green have devised a physical activity programme to meet the needs of this specific target group.

Sessions will be delivered three times a week and opportunities to participate in dance, aerobics, sports, games, health and lifestyle related activities will be available. Further opportunities such as horse riding and climbing will also be accessible through the schemes reward system.

Work has also been completed with sixth form students at St Julie's Catholic High School, Woolton to determine ways to increase uptake of physical activity programmes in teenage girls. Two of their recommendations on eastern dancing and tai chi were piloted at the school's Health Improvement day in October 2003. This proved to be extremely popular. Activities have also been provided and promoted at St Julie's Catholic High School as a means of increasing young women's activity levels.

Childrens' Obesity Treatment Programme

This obesity treatment programme pilot project is primarily based around the Committed to Kids programme (from the Pennington Biomedical Research Centre part of Louisiana State University, US). This was recommended by the Centres for Disease Control (CDC) as the most established and successful weight loss programme for children in the USA. However, the programme has not been implemented within the UK.

The pilot project is also based around existing health, nutrition and physical activity resources from the Primary Care Trusts (PCTs), Sport and Recreation Services and the School of Sport and Exercise Science, Liverpool John Moores University. These existing resources include documents and packs developed for schools around nutrition, physical activity and general learning about health.

This pilot project will include children (aged between 6 and 12 years) in Liverpool who are classified as either obese or severely overweight and sixteen families will be involved. At this pilot stage the referral source will be from the School Health Team. However, it is fully intended that the programme will develop to include multiple referral pathways including GPs and self-referral.

Active Ageing

Active aging programmes are delivered by Liverpool Age Concern and aim to improve the health and well-being of their members. These programmes take a holistic approach to promoting healthy lifestyles including physical activity with local older people and attendees at Active Age Centres.

There are a number of leisure centres in the locality that have sessions specifically for people aged fifty years plus. Such sessions can improve people's quality of life, maintain their health and independence, reduce the incidence of falls and ill health, and provide opportunities for social inclusion.

Cardiac Rehabilitation

Cardiac Rehabilitation patients are offered activity in the community once they have completed their hospital based activity programme. Sessions are currently held at the Ellergreen and Garston Leisure Centres together with the Lifestyles facility in Millennium House (Liverpool city centre). Sessions are conducted and supervised by Health Visitors in conjunction with trained Instructors.

Local Sport and Recreation Services managed by Liverpool City Council

Liverpool Sport and Recreation services in conjunction with numerous partners across the city offer a wide range of initiatives and activities.

Gymtots

The Gym Tots programme was developed and introduced in order to provide basic fundamental skills in gymnastics for young children in the Liverpool 8 area. The programme has proven to be successful with hundreds of children benefiting from the programme in Liverpool 8. This has created the demand to expand the programme citywide.

Free swimming and leisure passes

All looked after children in Liverpool are entitled to free leisure passes which entitles them to free usage of all relevant activity sessions in Leisure Centres around the city. Free swim passes are also distributed to all primary schools in the city. In addition, the school that uses the most free passes wins free school swimming for a year.

SportsLinx

The SportsLinx project was founded in 1996 with the aim to encourage participation in sport health and physical activity at grassroots level. The project was established in response to the Governments 'Raising the Game' document. This emphasised the need for schools and local communities to work together in providing better sporting opportunities for young people.

Since the pilot in 1997, which involved 1500 children aged 9-14years, SportsLinx has evolved into the largest ongoing health and fitness programme in Europe. The SportsLinx service is designed to monitor the health, nutrition status and fitness levels of Liverpool children. In the last four years approximately 18,000 9-10 year olds and 4,000 11-12 year olds have been involved in the programme.

The programme has developed into a multi-faceted project encompassing a whole range of added initiatives offered to all Liverpool schools. Programmes such as an Internet resource package containing sport and health information, sport and health questionnaire, fitness fun day, free sports and nutrition taster days, grassroots sports sessions with established links to local community sports clubs, GP referral physical activity scheme, talent ID programmes, 6-10 week after school sport and nutrition clubs and training packages for teachers, local communities, and organisations.

Sport in the Playground

Sporting Playgrounds is supported by the Department of Education and Skills (DfES) and is aimed at primary schools to improve the physical environment within playgrounds and increase play, physical activity and general health of all pupils. Liverpool schools have been awarded £400,000 to be invested in 20 primary schools. The programme includes Playground Marking, Training and Equipment.

Future Lifestyles

The Sport and Recreation service have opened new Future Lifestyles facilities in a number of centres including Everton Park, Garston and the Peter Lloyd Leisure Centres. These facilities are designed to encourage young people to get involved in physical activity.

The new facilities have specially adapted fitness equipment which includes computerised bikes with Playstation 2 machines attached to them. This means that the youngsters can exercise whilst playing their favourite computer game. There are also the latest treadmills, steppers, cross trainers and rowers.

The Future Lifestyles facilities are permanently staffed by fully qualified Instructors who put together individualised training programmes to suit the needs of young people. The Future Lifestyles Service can help to tackle the issue of the increased levels of obesity in young people. Since their opening in 2004, they have been well attended by schools and families. The Future Lifestyles facilities also encourage families to exercise together.

Merseyside Youth Games

Since it's inception in 1992 the Merseyside Youth games has involved tens of thousands of young people in physical activity. The games are the culmination of a year round programme of sports development which enables the five boroughs of Merseyside (Knowsley, Liverpool, Sefton, Wirral and St Helens) to compete over two full days in around 20 sports at both the primary and secondary school age group.

Career in Sport

This initiative targets year 9 pupils and above who are pursuing a career in sport. The target day is based at Liverpool John Moore's University – IM Marsh Campus. Up to 100 pupils can be signed up for this day. Pupils are offered information on how to gain information about the different sports courses on offer at Liverpool John Moores University (LJMU). These include Sports development, Physical Education, Sports Science and Dance.

Sports Development and Sports Event Programmes

This programme is aimed at developing sport and physical activity from grass roots level through to National and International performance level. To support the targeted sports of gymnastics, swimming, athletics, football, boxing and tennis there are six sport specific development officers.

The Sports Development programme is geared toward encouraging mass participation in sport and physical activity. Together with the aim of making people more active there is also a programme of talent identification in the different sports which is designed to offer appropriate support and coaching to the top performers.

In addition, the City Council delivers an extensive programme of sports event throughout the year. A key aim of these events is to encourage mass participation in sport as a healthy activity. Examples of such events include:

- **Liverpool Corporate Cup** – aimed at improving health in the workplace by work based teams participating in a 5k city centre run. This is delivered in partnership with Healthstart.
- **Liverpool to Chester Bike Ride** – a mass participation event for all ages. This is organised in partnership with Healthstart.
- **Liverpool Women's 10k** – targeted at women's participation in sport. The 10k run attracts participants from all sectors of the community and all fitness levels.

Young People's Referral

The young person referral service in Liverpool will provide a structured programme for play, health and nutritional activities for children who have a high Body Mass Index (BMI) score and who are susceptible to becoming obese.

The programme includes a family approach to activity and incorporates walking and cycling clubs at local parks, structured physical activity sessions at local sports centres, a variety of Sports Development programmes and the establishment of nutritional clubs.

Splash Programme

The Splash Programme provides a wide variety of activities to children during school holidays. These activities take place in facilities such as leisure centres around the city. All sessions are provided free to participants.

Community Games

The Community Games Movement was originally developed in Dublin in the 1960s; the first event took place in 1968. The concept behind the Games was to offer a positive alternative to young people, at a community level, of cultural and sporting opportunities and to actively involve parents and other adults in improving the well-being of young people. The achievement is to participate rather than win. The Community Games in Ireland is a national voluntary organisation which caters for up to half a million children each year through participation in a wide range of individual and team sporting and cultural activities. A number of top Irish athletes such as Sonia O'Sullivan have competed in the Games.

The Liverpool Community Games were initiated as a result of contacts made during the 'twinning' of Liverpool and Dublin in 1997. The Games were piloted in Speke/Garston in 1998 and since 2000, have been held as an annual citywide event. The 2002 Games event for seven to fourteen year olds attracted 500 participants. Work is now underway to incorporate the Community Games movement, with its philosophy of physical activity for all, with culture and arts into this Strategy.

Green Gyms and Growing Schemes

The REACT programme run, jointly by Central Liverpool PCT, the Mersey Forest and Countryside Agency is targeting physical activities (including growing schemes, cycling and walking) at Black and Minority Ethnic communities. Local Five a day schemes have established growing schemes across the city that encourages people to grow their own produce and to be out in the fresh air, being active.

Liverpool Sport Action Zone

Liverpool Sport Action Zone was one of twelve Sport Action Zones (SAZ) established by Sport England in the year 2000.

The overarching purpose of the Sport Action Zone is to test new ways of working and new partnerships so that sport, in its widest sense contributes to social and economic well being. A key outcome will be the existence of more equitable participation in sport and recreation for local communities. The Liverpool Sport Action Zone covers an inner city area located immediately south and east of the city centre. This area covers 5 square miles and has a population of approximately 55,000 people. A number of distinct areas can be identified within the SAZ, including Dingle, Toxteth, Granby, Wavertree, Edge Hill, Kensington and Old Swan.

Acknowledgments

This strategy has been developed by Liverpool Local Strategic Partnership. We would like to thank the following organisations for contributing to this strategy.

- Age Concern, Liverpool
- Central Liverpool Primary Care Trust
- Eastern Link Sports Alliance and Sport co-coordinators
- Heart of Mersey Campaign
- Liverpool Capital of Culture Company
- Liverpool Community Games
- Liverpool Education Authority
- Liverpool Health Promotion Service
- Liverpool John Moores University, Institute of Sport Science
- Liverpool City Council, Sport and Recreation Services
- North Liverpool Primary Care Trust
- South Liverpool Primary Care Trust
- University of Liverpool

