

# CREATING AN ACTIVE WIRRAL

*A sport and physical activity strategy for Wirral 2020-2025*  
*DRAFT - October 2020*

**Keep.  
Wirral.  
Well.**



## Building on success

- **PARTICIPATION** – **3.8million** visits to leisure centres, **540k** swims, **60%** residents classed as ‘active’
- **INNOVATION** - Over **1million** minutes viewed of online fitness classes – reaching new audiences supporting mental health, physical health and giving people the opportunity to try something new on their own
- **HEALTH AND WELLBEING** - The community Macmillian wellbeing team reduced number of GP appointments needed by **80%** and reduced medication use by **60%**
- **CRIME & ANTI SOCIAL BEHAVIOUR** –Pathfinder programme reduces the number of young people who are at risk of being drawn into crime and antisocial behaviour.
- **NATIONAL CITIZEN SERVICE** – **104** community projects planned and delivered by young people
- **LONG TERM CONDITIONS** – The We Are Undefeatable project is **removing barriers** to physical activity for people with long term conditions
- **SWIMMING** – **2,200** learn to swim with the Swim Wirral programme, the largest learn to swim programme in the Liverpool City Region



# Our Current Situation

- **No legal duty to deliver leisure services**
- **Our challenges:**
  - An aging stock of facilities that are not fit-for-purpose with increasing maintenance costs and health and safety commitments
  - Health inequalities across the borough. East to West poverty divide, life expectancy for men +/-11.8 years
  - Second highest income earner for the Council (£8.5M) with pressure on financial targets
  - Emphasis on provision for the 'active', rather than the 'inactive'
  - Growing private gym market targeting active residents, under supply of leisure activities for less active residents
  - Growing number of barriers to physical activity
  - Speed to implement change
  - Political appetite to retain leisure centres
  - Impact of COVID19 widening the gap in inequalities and reducing levels of physical activity

## The Case for Change

- **Sport and physical activity is proven to strengthen communities and contributes directly to the health and wellbeing of residents\***
  - for every £1 spent on community sport and physical activity, an economic and social return on investment of £3.91 is generated
  - physical health benefits, mental wellbeing uplifts, reduction in crime, improved community cohesion and wealth building and economic development through training and employment
- **Children and young people**
  - improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status
- **Adults**
  - protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation
  - delivers cost savings for the health and care system and has wider social benefits for individuals and communities

*\*Measuring the Social and Economic Impact of Sport in England, Sheffield Hallam University & Sport England 2020*

## 2025 VISION

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To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.



Image of female swimming instructor

## 2025 MISSION

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To ensure that all Wirral residents have the opportunity, environment and support they need to lead active, healthy and happier lives. We will work with our partners to transform attitudes and behaviours to make physical activity part of the everyday lives of our residents.







Image of male holding a football

# Policy Framework

National Sports					
 Towards An Active Nation 2016-2020		 FA Strategic Plan 1996-2020		 Towards a National Swimming 1997-2021	
 Lawn Tennis Association - Tennis Opened Up 2019-2023		 Royal Yachting Association – Strategic Plan 2017-2021		 Insight into action 2017	
National	 Sporting Future: 2015 Merseyside Sports Partnership	 UK Chief Medical Officers' Physical Activity Guidelines 2019	 Tackling obesity 2020		
Regional	 Strategic Framework 2017-2022	 Strategic Delivery Plan 2018-2020			
Local	 Local Football Facilities Plan	 Active Lives			
Wirral Council Strategies & Plans	Wirral Plan 2025	Ageing Well Children, Young People and Families Healthier Lives Wirral Together Growth Plan	Ensuring Wirral's Neighbourhoods are Safe Love Wirral Assets Strategy Visitor Economy	Indoor And Built Facilities Strategy (DRAFT) 2019 Playing pitch strategy	Public Health Annual Report 'Expect Better'

## Context: National picture

 Sporting Future: A new strategy for an active nation (2015)	 Towards an Active Nation (2016)	 UK Chief Medical Officers' Physical Activity Guidelines (2019)	 Tackling obesity: empowering adults and children to live healthier lives (2020)
<p>The Government’s strategy for sport confirms its recognition and understanding that sport makes a positive difference and states its intention that the sector will deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development.</p>	<p>In Sport England’s strategic response to the Government it states that it will invest in:</p> <ul style="list-style-type: none"> <li>• Tackling inactivity.</li> <li>• Children and young people.</li> <li>• Volunteering – a dual benefit.</li> <li>• Taking sport and activity into the mass market</li> <li>• Supporting sport’s core market.</li> <li>• Local delivery.</li> <li>• Facilities.</li> </ul> <p>Increasing participation in sport and physical activity and the health and wellbeing benefits delivered are key drivers for Sport England and partners. It places particular emphasis on getting the inactive active and targeting interventions at under-represented groups.</p> <p><i>**Sport England are in the process of developing their strategy ready for 2021 and we will need to align our strategy once it is released.</i></p>	<p>In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities. These include increased productivity in the workplace, and active travel can reduce congestion and reduce air pollution.</p>	<p>The Government’s strategy for tackling obesity will empower adults and children to live healthier lives through the PHE’s new Better Health campaign that will urge people to take stock of how they live their lives in the wake of the COVID-19 pandemic, promoting evidence-based tools and apps with advice on how to lose weight and keep it off. They will also expand weight management services so that more people get the support they need to lose weight and offer all Primary Care Networks the opportunity to equip their staff to become healthy weight coaches though training delivered by Public Health England.</p>



# Physical activity for early years (birth – 5 years)

Active children are healthy, happy,  
school ready and sleep better



BUILDS  
RELATIONSHIPS  
& SOCIAL SKILLS



MAINTAINS  
HEALTH &  
WEIGHT



CONTRIBUTES TO  
BRAIN DEVELOPMENT  
& LEARNING



IMPROVES  
SLEEP



DEVELOPS  
MUSCLES  
& BONES



ENCOURAGES  
MOVEMENT  
& CO-ORDINATION

## Every movement counts

Aim for at least  
**180**  
Minutes  
per day  
for children 1-5 years



PLAYGROUND



JUMP



CLIMB



MESSY PLAY



THROW/CATCH



SKIP

**Under-1s**

at least  
30 minutes  
across the day



TUMMY TIME



OBJECT PLAY



DANCE



GAMES



PLAY



SWIM



WALK



SCOOT



BIKE

**Get Strong. Move More. Break up inactivity**

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for 0-5 yrs.

# Physical activity for children and young people

(5–18 Years)



BUILDS  
CONFIDENCE &  
SOCIAL SKILLS



MAINTAINS  
HEALTHY  
WEIGHT



DEVELOPS  
CO-ORDINATION



STRENGTHENS  
MUSCLES  
& BONES



IMPROVES  
SLEEP



IMPROVES  
CONCENTRATION  
& LEARNING



IMPROVES  
HEALTH  
& FITNESS



MAKES  
YOU FEEL  
GOOD

## Be physically active

Spread activity  
throughout  
the day

Aim for an  
average of at least

**60**

minutes per day  
across week

All activities  
should make you  
breathe faster  
& feel warmer



PLAY



RUN/WALK



BIKE



ACTIVE TRAVEL



SWIM



SKATE

Activities to  
develop  
movement  
skills, and  
muscle and  
bone strength  
**ACROSS  
WEEK**



SPORT



PE



SKIP



CLIMB



WORKOUT



DANCE

**Get strong**



INACTIVITY

**Move more**

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for 5- 18 yrs

# Physical activity for adults and older adults

Benefits health	Reduces your chance of	Type II Diabetes	-40%
Improves sleep		Cardiovascular disease	-35%
Maintains healthy weight		Falls, depression etc.	-30%
Manages stress		Joint and back pain	-25%
Improves quality of life		Cancers (colon and breast)	-20%

Some is good, more is better      Make a start today: it's never too late      Every minute counts

## Be active

at least **150** minutes moderate intensity per week  
increased breathing while to talk

OR

at least **75** minutes vigorous intensity per week  
breathing fast difficulty talking

or a combination of both

**Build strength**  
to keep muscles, bones and joints strong

on at least **2** days a week


**Minimise sedentary time**  
Break up periods of inactivity

**Improve balance**  
For older adults, to reduce the chance of frailty and falls  
2 days a week

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for older adults.

## Context: Local Picture

- **325,000** people living in Wirral
- **28%** have **no access to a car**
- **35%** residents living in **most deprived** area
- 60.8% **‘Active’**
- 13.5% **‘Fairly Active’**
- 25.7% **‘Inactive’**
- **23%** adults obese
- **10%** children obese

 <p>Population</p>	<p>There are 323,235 people living in Wirral</p>
 <p>Vulnerable groups</p>	<p>20% of children are living in poverty in Wirral compared with 17% across England</p>
 <p>Access &amp; transport</p>	<p>28% of households have no car in Wirral compared with 26% across England</p>
 <p>Health &amp; wellbeing</p>	<p>23% of people have a limiting long-term illness in Wirral compared with 18% across England</p>

*Local Insight; Wirral (2020)*

## Context: Local Picture – Cost of inactivity

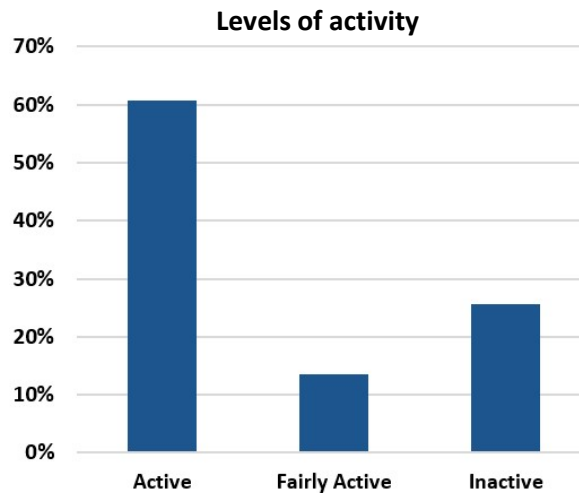


Image of a graph indicating levels of Activity within Wirral.

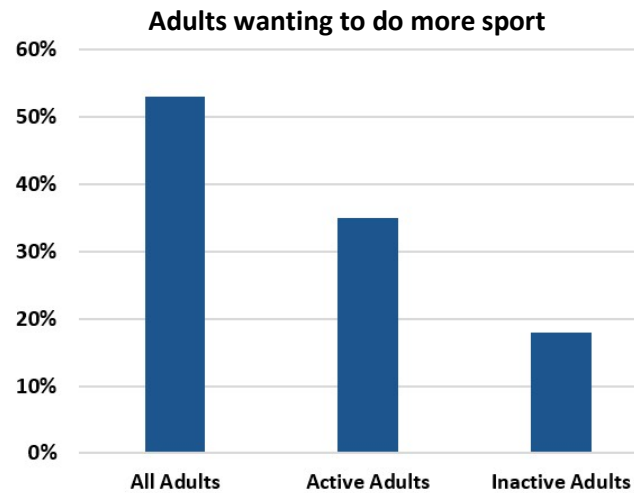


Image of a graph indicating amount of adults wanting to do more sport, within Wirral.

### Preventable deaths by increasing levels of physical activity among 40-79 year olds

Percentage more active	Wirral
25%	9
50%	100
75%	192
100%	283

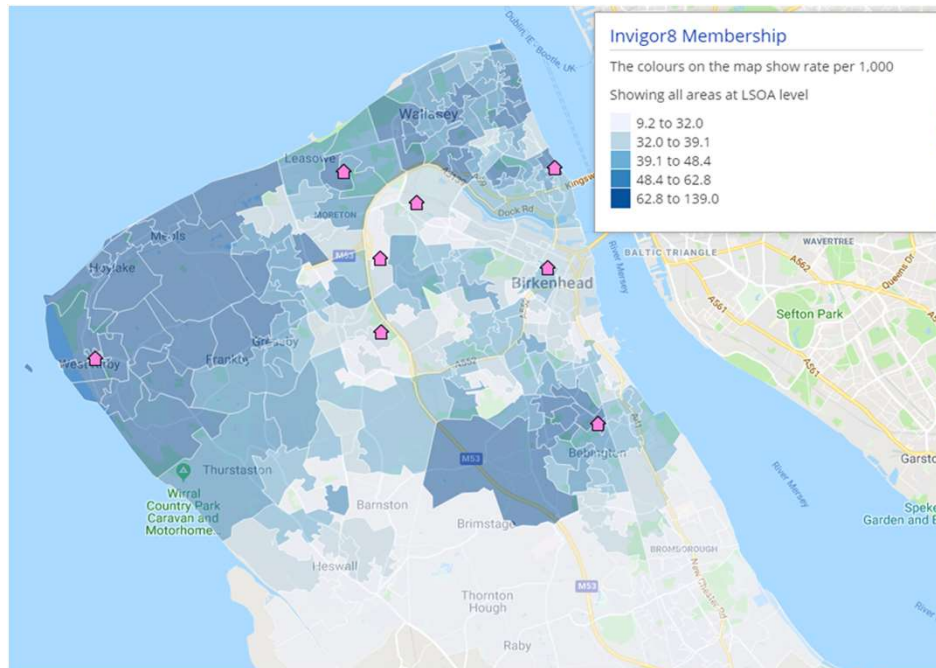
### Health costs of physical inactivity

Disease category	Wirral
Cancer lower GI e.g. bowel cancer	£374,240
Breast Cancer	£317,570
Diabetes	£1,254,300
Coronary heart disease	£4,360,110
Cerebrovascular disease e.g. stroke	£1,041,720
<b>Total Cost</b>	<b>£7,347,940</b>
Cost per 100,000 population	£2,366,533

First image shows how % increase of population undertaking physical exercise would equate to total number of lives saved. Second image shows cost of inactivity totalling £7.3 million.

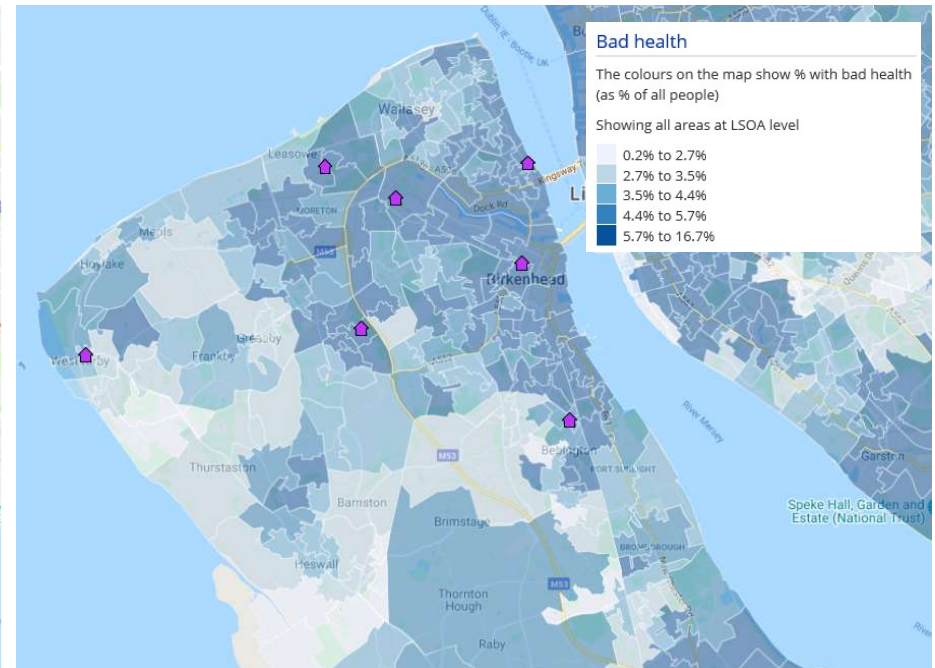
Local Sport Profile Tool, (2014)

## Context: Local Picture



**Darker colour- greater levels of membership**

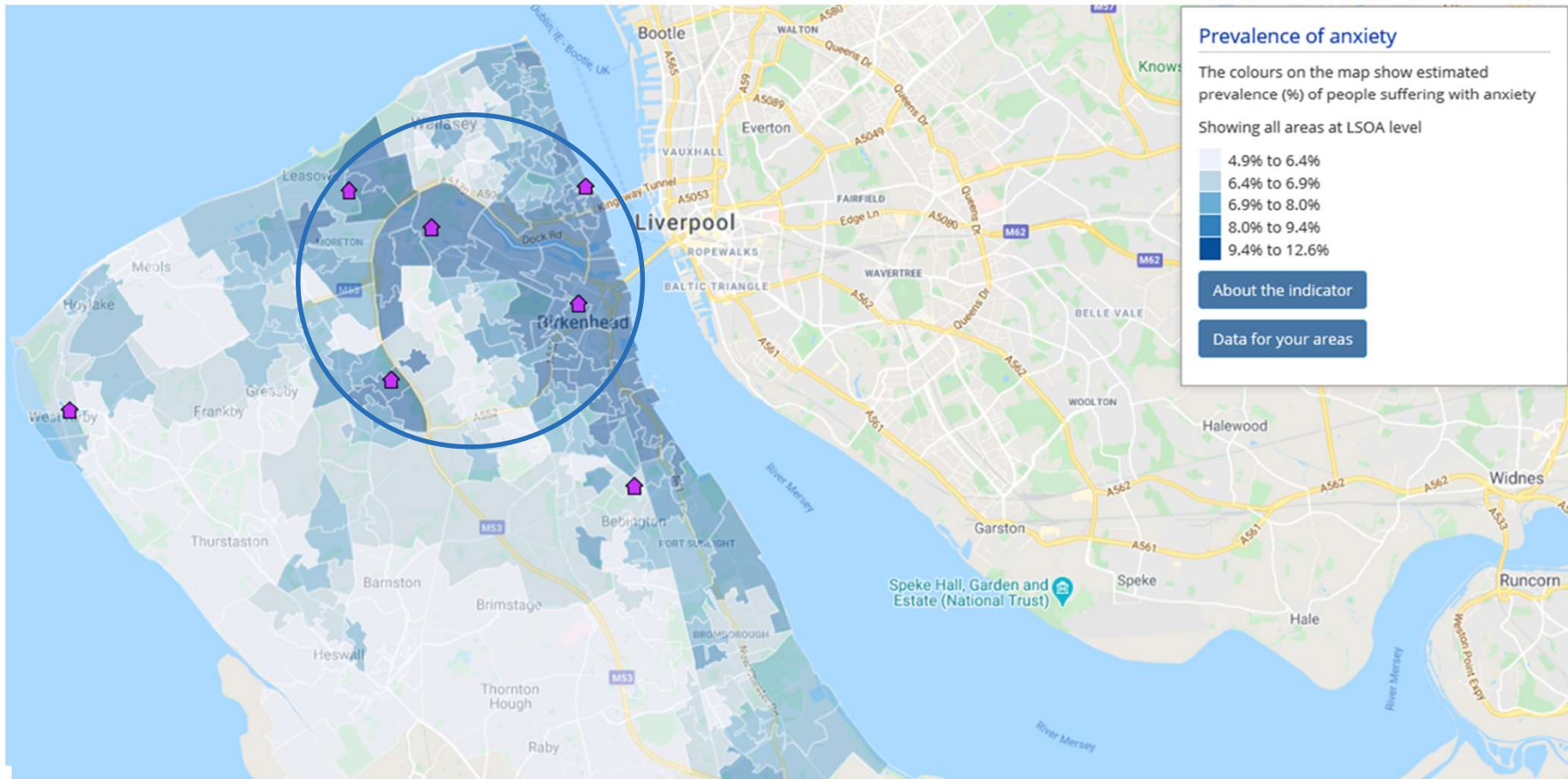
Image of Wirral with shading representing the spread of Invigor8 memberships.



**Darker colour- greater levels of bad health**

Image of Wirral with shading representing levels of bad health.

*Wirral Council Intelligence, (2020)*



## Context: Local Picture

Ward	IMD	Crime		Child Health		Health				Place and Open Space					
		ASB	Violent Crime & Sexual offences	Child Obesity (reception)	Child Obesity (Yr6)	Myocardial Infarction	Adult Obesity	Anxiety rates	Adult inactivity	Leisure Centre	Community Centre	Library	Children's centre	Park	Open Space
Bidston and St. James	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Birkenhead and Tranmere	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Seacombe	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Rock Ferry	X		X	X	X	X	X	X	X	X	X	X	X	X	X
Leasowe and Moreton East		X				X		X		X	X		X	X	
Liscard	X		X				X				X		X	X	
New Brighton				X	X						X	X	X	X	
Upton				X					X		X		X	X	
Hoylake and Meols		X									X	X		X	X

Chart above shows the wards within Wirral, alongside the Crime and Health issues, as well as the current Leisure facilities.

Wirral Council Intelligence, (2020)



**VISION.** To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.

**MISSION.** To ensure that all Wirral residents have the support, opportunity and environment they need to lead active, healthy and happier lives. Working as a whole system, collaboratively we will seek to transform attitudes and behaviours and make physical activity part of their everyday lives.

CREATING AN **ACTIVE WIRRAL**

**PEOPLE.**

**AMBITION.** To increase participation in sport and physical activity among Wirral residents, working to reduce barriers and recognise the benefits of an active lifestyle by providing relevant and accessible activities targeting residents and communities with the highest identified needs.

- Engaging with groups with the highest identified needs to codesign services that they will want to use
- Continuously reviewing our offer to ensure that it remains exciting and attractive to a broad cross-section of users
- Developing an offer that caters for all sections of the community, ensuring that there is something for everyone
- Encouraging positive behavioural change and increased activity through campaigns and targeted outreach work
- Maximising income to fund initiatives that address highest identified priorities

**PARTNERSHIPS**

**AMBITION.** To develop strong partnerships and community networks to support the delivery of a dynamic and cohesive offer that provides inclusive activities for people of all abilities.

**OBJECTIVES.**

- Establishing strong links with key stakeholders to meet nationally and locally identified priorities
- Collaborating with key partners to deliver an offer that supports the delivery of shared outcomes around physical health, mental wellbeing and individual, social and community development.
- Supporting community partners to deliver place-based targeted activities designed around the needs and preferences of local people
- Seeking out new partnerships and investment into physical activity

**PLACES.**

**AMBITION.** To provide accessible, affordable, energy efficient facilities offering a quality experience that encourages our residents to be more active more often.

**OBJECTIVES.**

- Working with key partners to develop a strategic facility plan for Wirral that creates fit-for-purpose, accessible and sustainable facilities that meet residents' needs
- Maximising funding opportunities to revitalise existing facilities and invest in new facilities that meet both social and commercial aspirations
- Provide facilities, activity programmes and pricing structures to encourage Invigor8 memberships and maximise income to ensure the sustainability of the service
- To provide a quality customer experience at all touch points

**OPEN SPACES.**

**AMBITION.** Influence place shaping to ensure a network of high quality and accessible spaces that make it easier for people to be active.

**OBJECTIVES.**

- Using our professional expertise and resident insight to positively influence planning developments to encourage increased participation in community sport and physical activity
- Providing localised opportunities for physical activity and sport in local open spaces
- Engaging with communities to develop flexible solutions to locally identified needs
- Partnering with colleagues to support the branding of Wirral as a destination for sport and activity.



## PEOPLE.

### AMBITION:

To increase participation in sport and physical activity among Wirral residents, working to reduce barriers and recognise the benefits of an active lifestyle by providing relevant and accessible activities targeting residents and communities with the highest identified needs.

### WE WILL DO THIS BY:

1. Engaging with groups with the highest identified needs to codesign services that they will want to use
2. Continuously reviewing our offer to ensure that it remains exciting and attractive to a broad cross-section of users
3. Developing an offer that caters for all sections of the community, ensuring that there is something for everyone
4. Encouraging positive behavioural change and increased activity through campaigns and targeted outreach work
5. Maximising income to fund initiatives that address highest identified priorities



Image of a male, with scar on his chest smiling, with 'We Are Undefeatable' overlaid.



**PARTNERSHIPS.**

## **AMBITION:**

To develop strong partnerships and community networks to support the delivery of a dynamic and cohesive offer that provides inclusive activities for people of all abilities.

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3. Supporting community partners to deliver place-based targeted activities designed around the needs and preferences of local people
4. Seeking out new partnerships and investment into physical activity



Image of two females, sitting on a bench, smiling.



## PLACES.

### AMBITION:

To provide accessible, affordable, energy efficient facilities offering a quality experience that encourages our residents to be more active more often.

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Image of a CGI modern building.



## OPEN SPACES.

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Influence place shaping to ensure a network of high quality and accessible spaces that make it easier for people to be active.

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3. Engaging with communities to develop flexible solutions to locally identified needs
4. Partnering with colleagues to support the branding of Wirral as a destination for sport and activity



Image of a female on a piece of outdoor exercise equipment.

## Summary

***'To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.'***

- ✓ Opportunity to play a key role through early intervention to use sport and physical activity to deliver outcomes for wider council services
- ✓ Benefits from joint initiatives, codesigned by residents to increase levels of physical activity and participation in community sport
- ✓ Provides the platform for a new leisure facilities strategy, creating leisure centres to meet the needs of the community
- ✓ Utilising parks and open spaces in a new way through a COVID19 lens.
- ✓ Using a whole council approach to reduce savings to the council

## 4. Moving forward

# ACTIVE WIRRAL

STRONGER HEALTHIER HAPPIER





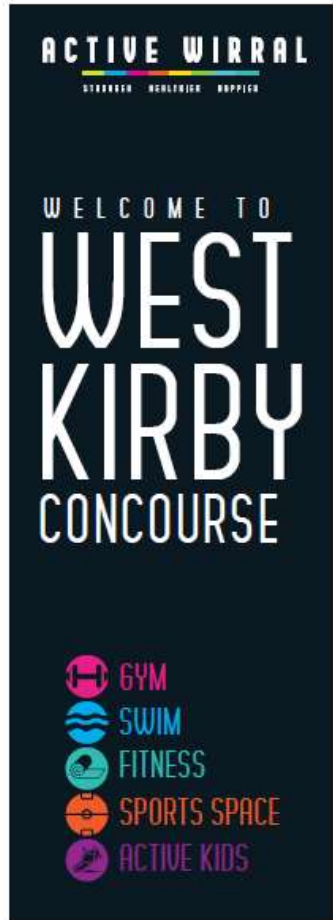


Image of CGI model of West Kirby Leisure centre

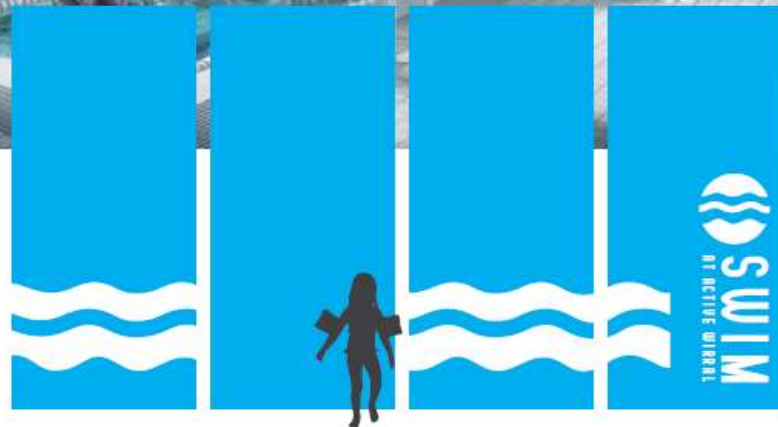


Image of CGI Leisure centre with Active Wirral branding



WELCOME TO  
**EUROPA POOLS  
LEISURE CENTRE**

 **GYM**

 **SWIM**

**ACTIVE WIRRAL**  
STRONGER HEALTHIER HAPPIER

WELCOME TO  
**ARROWE COUNTRY  
PARK &  
GOLF COURSE**

**ACTIVE WIRRAL**  
STRONGER HEALTHIER HAPPIER



Image of Active Wirral branding.

## NEXT STEPS

- ✓ Feedback collated
- ✓ Needs Analysis and Strategy formally signed off by Committee
- ✓ Approach needs to be accepted by the Council with a recommendation that

*‘The Assistant Director Leisure, Libraries and customer engagement is instructed to consult with communities on options for completing the strategy’*