

ACTIVE WIRRAL



STRONGER HEALTHIER HAPPIER

SPORT AND PHYSICAL ACTIVITY STRATEGY UPDATE

FEBRUARY 2023

STRATEGIC VISION

TO MAKE **SPORT AND
PHYSICAL ACTIVITY** PART OF
EVERYONE'S EVERYDAY LIFE.

THEMES

ACTIVE PEOPLE



To provide opportunities for all Wirral residents to be more active.

ACTIVE PARTNERSHIPS



To build partnerships and collaborations that provide inclusive activities for all.

ACTIVE SPACES AND PLACES



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

ACTIVE FACILITIES



To create accessible, affordable, environmentally sustainable facilities offering a quality experience and environment that encourages Wirral residents to be more active, more often.

AUDIENCES

1 FAMILIES AND CHILDREN:

The Sport and Physical Activity Strategy is aligned with the emerging Early Years Strategy, to focus on making Wirral great for all, including children, young people, and their families, driven by their voice, wants and needs. Over the last 10 years, Wirral's deprivation rates have increased at a rapid rate, with 35% of its population living in deprived areas. This figure increases in Wirral's most deprived wards, with child poverty being as high as 45% in Birkenhead and Tranmere, Bidston and St. James, Seacombe and Rock Ferry, where at least 1 in 3 young people live in poverty.

2 RESIDENTS LIVING WITH A LONG-TERM CONDITION OR DISABILITY:

There are approximately 72,000 residents over the ages of 16 living in Wirral with a long-term limiting illness, which accounts for 23% of residents in comparison to England's national average of 13%. Despite this number being higher than the national average, the number of residents with long term illnesses and conditions continues to grow, with the most common being: respiratory diseases, mental health, cancer and cardiovascular disease. In Wirral, the spread of health deprivation and disability is vast, and there is a great difference between two wards on opposing sides of the Borough, with a particular area in Birkenhead, being ranked as England's 2nd worst area for health deprivation and disability.

3 RESIDENTS LIVING IN POVERTY:

Approximately 35% of Wirral's residents reside in an area of deprivation, and over 25% of residents live in the 10 most deprived communities in England. Poverty is something that affects all areas of the Borough, affecting on average 13.4% of Wirral residents compared to England's national average of 11.8%. However, the disparity of wealth between the east and west sides of the Borough, means that in some cases, poverty levels can be as low as 5.9% in Heswall, and as high as 34.5% in Birkenhead and Tranmere, with an average of nearly 30% in the 5 most deprived wards in Wirral.

4 WOMEN AND GIRLS:

Girls in Wirral are less active than their male counterparts with 51.8% of boys and only 35.2% of girls classified as active in the most recent Sport England Active Lives survey. When it comes to adulthood, the number of active women and men are equal. As a result, we would like to better understand and make efforts to reduce this activity gap in girls' participation.

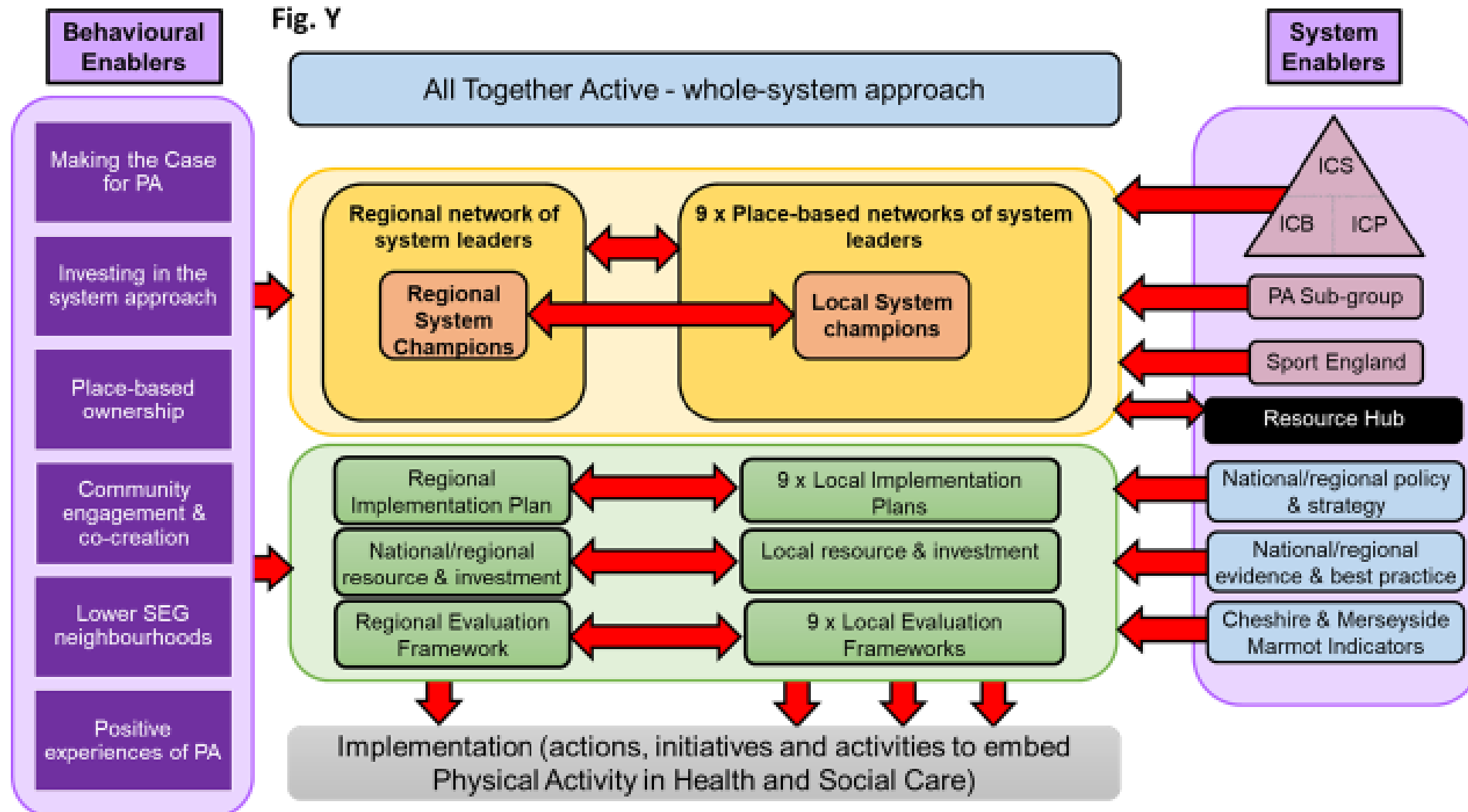
Improving Health & Wellbeing in Cheshire & Merseyside



All Together Active Strategy – Overview

Cheshire and Merseyside

Fig. Y



Be Part of the Movement

WITH

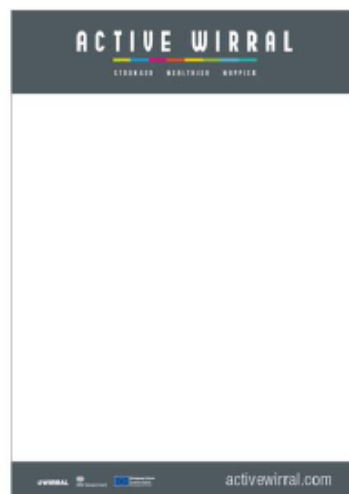
ACTIVE WIRRAL



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*I really like this campaign – its has
a lot of familiar faces which gives a
brilliant community feel.*



Tell you what, the new website
and design is class

Headline Findings



2863

Total
players



38,794

Miles were travelled



58%

Of inactive
adults
became active



38%

Of less active
children
became active



Demographics

Age: 50% of players were adults and 50% were children.

Gender: 74% of adults were female.

Ethnicity: 96% were of white ethnic background.

Long-term Medical Condition: 26% had a long-term medical condition.

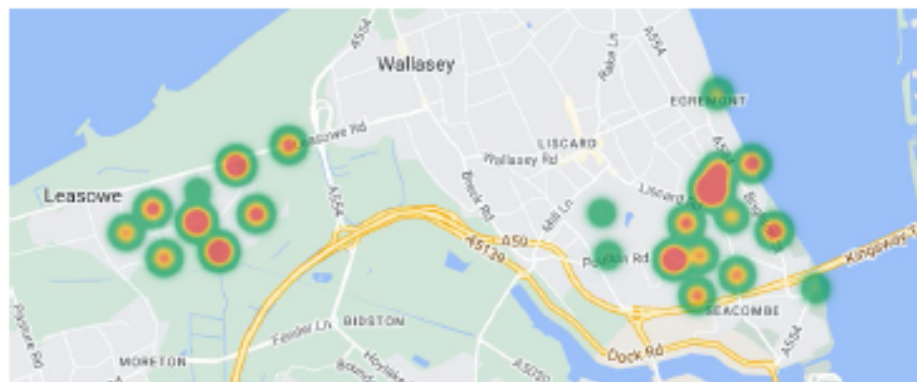
Disability: 9% had a disability.

Level of Deprivation: 90% were living in the 20% most deprived areas, whereas 94% were living in the 40% most deprived areas.

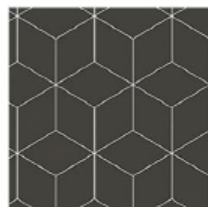
Movement Data

Throughout the 4-week game, 89,339 taps were recorded on Beat Boxes and 38,794 miles were travelled – an average of 14 miles per person.

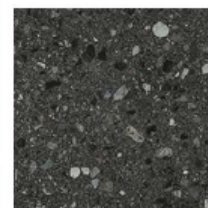
The heatmap (below) shows there was high engagement with Beat Boxes across Moreton East, Leasowe and Seacombe.



A selection of finishes and colours chosen to create a neutral backdrop across all of the public areas



Brand identity and colour palette



Choice of textures and materials for quality finishing



FITNESS



Brand activity colours applied to individual areas as highlights to the neutral backdrop

GYM



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WIRRAL TENNIS CENTRE - concept design

Current Position

- **Opportunity to develop a joined up approach**
 - ✓ Whole systems approach
 - ✓ Partnerships and relationships
 - ✓ Senior Leadership buy in
- **Investment in physical activity**
 - ✓ Shift from disparate funding to a coordinated approach
 - ✓ Place based solutions – insight driven, coproduced and person-centered
- **Benefits**
 - ✓ Local Plan
 - ✓ Multi-agency
- **Agreement in approach**
 - ✓ Doing things differently
 - ✓ Multi-agency
 - ✓ Innovation

Approach



Whole systems approach to physical activity recognising that leadership is at all levels.



Making physical activity a priority at Integrated Care System (ICS) level means it then appears throughout the system and with other regional bodies.



Building long-term high quality personal relationships & trust are key factors in enabling system leadership on physical activity.



Local authorities & Active Partnerships can play a key role in supporting NHS engagement.



Engagement with & championing of physical activity by clinicians & within clinical pathways can be a highly effective way of engaging NHS staff in promoting physical activity & developing their role in whole system approaches.



Opportunity to build on focus of promotion of physical activity for good physical and mental health during COVID-19, **building on the approach to providing consistent messages & engage the NHS in whole systems working on physical activity.**

Opportunities for Action

For ICSs

- Ensure that population health and population health management programmes recognise the important role of physical activity as a key part of a holistic approach and facilitate a joined-up approach to embedding physical activity in commissioning plans.

NHS trusts

- Ensure physical activity is integral to place-based health and wellbeing strategies, working with wider partnership bodies led by local authorities.

For those at neighbourhood or PCN level

- Ensure that community health services are supported to integrate the promotion of physical activity into clinical and social care via social prescribing, workplace health promotion and community engagement

For local authorities and health and wellbeing boards (linking with Active Partnerships)

- Align and connect physical activity with obesity whole systems approaches at local level and seek to engage all NHS organisations (in particular NHS trusts) in a shared vision for physical activity.

Physical Activity Offer

Population Wide



Targeted Interventions

Borough Wide Physical Activity Referral Scheme | Referral Programmes

Active INNOV8TION Hub

Innovation programme for neighbourhood-based piloting

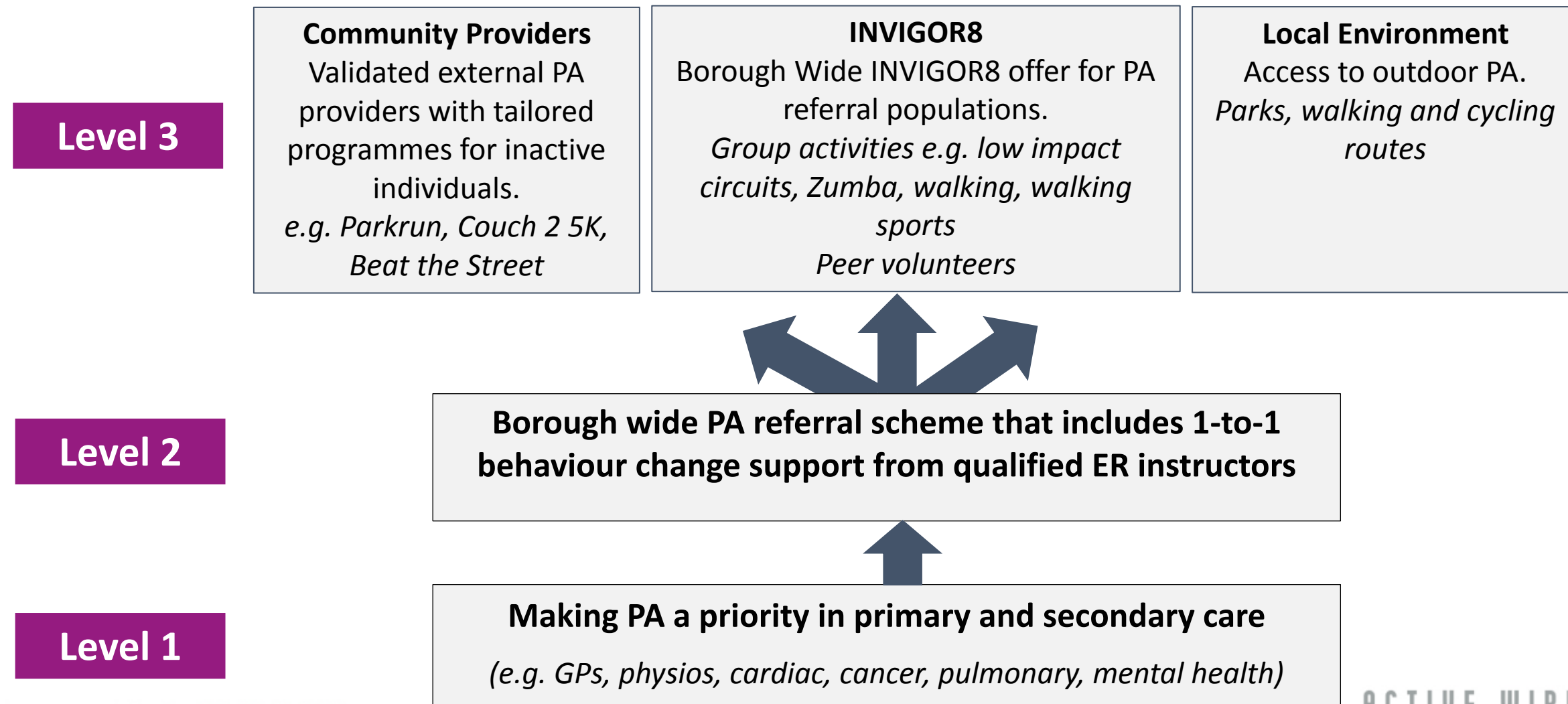
Governance – partnership

COLLABOR8 - The Active Collective

Awareness – consistent narrative, things to do

EDUC8 - training and education

A multi-level approach to PA for adult priority groups



Roadmap for an Active Wirral

