



**ST HELENS**  
BOROUGH COUNCIL

WALK, RUN, CYCLE, SWIM, DANCE, PLAY

# ACTIVE LIVES STRATEGY

2022-2027



ST HELENS SANTA DASH

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## FOREWORD

If physical activity could be packaged into a pill, it would be the single most widely prescribed and beneficial medicine in the nation. The evidence for the health and wellbeing benefits of being active is overwhelming; preventing a range of illnesses, improving our wellbeing, and even helping people to manage certain health conditions better.

We are lucky to have some great sports and leisure facilities in St Helens borough and an abundance of parks, green spaces and cycleways, and yet we're not all as active as we could be. Busy lives, modern technology, reliance on our cars and even the great British weather can deter us from taking a short walk, cycle or attending a class or club. Some people find it harder than others to get more active, for example people living with a disability or a health condition and some older people.

We want everyone to find an activity that suits them in our borough and that is why we have developed this strategy that sets out priorities, objectives and actions for the next five years. We want our communities and green spaces to be safe places for people to walk and cycle. We want our workplaces to support active travel and encourage physical

activity as part of workforce wellbeing. We want our schools and colleges to be places that inspire young people to be more active and get involved so they develop habits for life. We want our health and care services to confidently advise people about the benefits of being active to prevent illness or in helping them to manage a health condition. We want to celebrate and promote the great voluntary clubs and activities going on in our borough, and we want our leisure services to provide classes and activities that are accessible and appropriate for those people who might otherwise struggle to get involved.



**Councillor Anthony Burns**  
Cabinet Member - Wellbeing, Culture and Heritage

## VISION

TO WORK IN PARTNERSHIP  
TO INCREASE LEVELS OF  
PHYSICAL ACTIVITY ACROSS  
THE WHOLE POPULATION  
OF ST HELENS BOROUGH,  
WHILST MAXIMISING  
OPPORTUNITIES FOR  
PEOPLE EXPERIENCING  
INEQUALITY TO  
PARTICIPATE IN ACTIVITIES

## BACKGROUND

Being active can help to prevent over 20 conditions and illnesses including some cancers, heart disease, type 2 diabetes, osteoporosis and depression. Being active, along with a healthy diet, helps us to maintain a healthy weight and is an important part of helping to reduce levels of obesity.

Physical activity makes us feel good and is a great way to support good mental health.

**'Be Active' is one of the '5 Ways to Wellbeing'.**

The 5 Ways to Wellbeing are five simple, effective steps that the evidence says everyone can take to help improve their own mental wellbeing.

Some people love being active alone, many people enjoy the social side of physical activity, in groups, teams or with friends. Connecting with others is also one of the 5 Ways to Wellbeing!



## KEY THEMES

- Active leadership
- Active communities
- Active health and social care
- Active environments and facilities
- Active young people
- Actively inclusive
- Actively demonstrating success

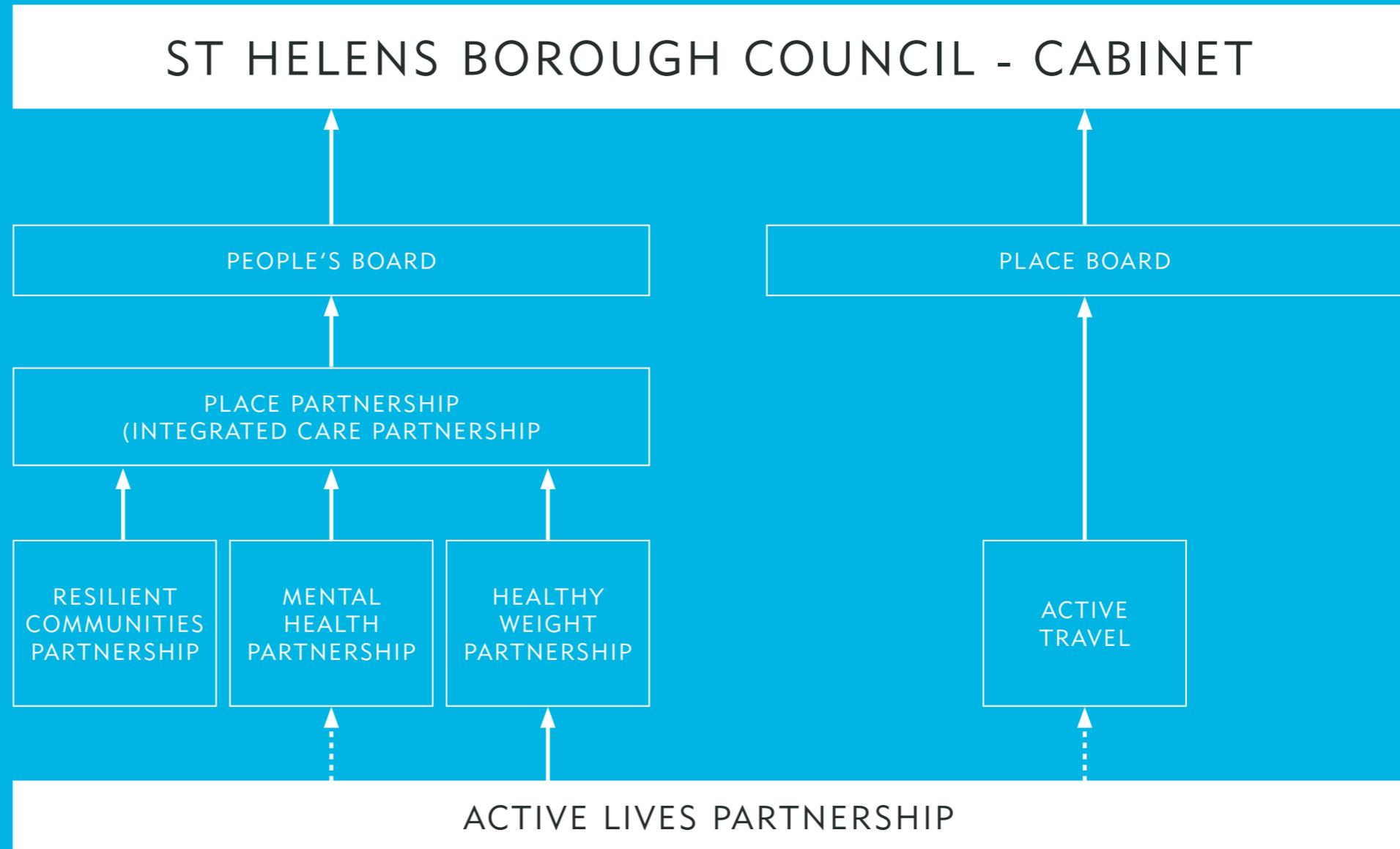
## INTERDEPENDENCIES

- Borough Plan
- Children and Young People's Plan
- Early Years Strategy
- Indoor and Outdoor Sports Facility Strategy
- Parks and Open Spaces Strategy
- Active Travel Plan
- Climate Change Strategy

## CHALLENGES

- 1 in 5 men and 1 in 4 women are physically inactive.
- Levels of activity usually fall in older years.
- There are large inequalities in sport and physical activity related to health, socio economic group and gender.

## OVERSIGHT AND MONITORING



## EXPECTED OUTPUTS AND OUTCOMES

### AMBITIONS

### OUTCOMES AND OUTPUTS

	Borough Priority						
							 Ensure children and young people have a positive start in life  Promote good health, independence and care across our communities  Promote good health, independence and care across our communities  Support a strong, thriving, inclusive and well-connected local economy  Create green and vibrant places that reflect our heritage and culture  Be a responsible council
<b>Active leadership</b>						Yes	Local authority and partners to establish local leadership and action to increase physical activity through the health and wellbeing board Local authority to embed physical activity plans across sport and leisure, schools, planning, transport, social care, and economic development
<b>Active communities - promoting physical activity as a social norm</b>	Yes	Yes	Yes	Yes	Yes	Yes	Establish a large, public campaign and resources to support to create a sense of active community in the borough, building on the social benefits of being active Support and promote up to 4 annual large-scale physical activity events in the borough, including running, walking, cycling Support and promote the wide range of physical activity groups and programmes provided by the community and voluntary sector
<b>Active health and social care</b>		Yes	Yes				Embed physical activity as an effective preventative and treatment option for long term conditions and mild depression and anxiety within GP practices Embed physical activity into strategic plan for health and social care
<b>Active environments and facilities</b>	Yes	Yes	Yes	Yes	Yes	Yes	Provide safe spaces for active travel, including safer walking and cycling in the borough Promote the use of local parks and green spaces and develop active workplaces across the borough Develop the local Active Through Schools programme Promote the use of sports and leisure facilities by communicating more effectively to attract more people to participate in organised physical activity/sport Provide and commission leisure services, activities and pathways to meet a range of needs for adults, children and families
<b>Active young people</b>			Yes				Develop and promote a range of activities for under 5s Encourage more young people to take part in organised activities and promote a range of physical activities to children and families to help maintain a healthy weight and wellbeing Provision of a range of activities for teenagers and young people and 'diversionary' activities for young people who may be at risk
<b>Actively inclusive - tackling inequality and barriers to participation</b>	Yes	Yes	Yes	Yes			Leisure services, community groups and voluntary sector to provide equitable, affordable access for disadvantaged and target groups Promote physical activity opportunities with and for people living with disabilities and long term health conditions
<b>Actively demonstrating success</b>						Yes	Monitor delivery against the actions in this strategy Show a demonstrable annual improvement in the levels of activity undertaken in the borough

# 1. WHY IS IT IMPORTANT TO BE ACTIVE?

Physical activity can have huge benefits for our physical and mental health and wellbeing.

Being active can help to prevent over 20 conditions and illnesses including some cancers, heart disease, type 2 diabetes, osteoporosis and depression. Being active, along with a healthy diet, helps us to maintain a healthy weight and is an important part of helping to reduce levels of obesity.

Physical activity makes us feel good and is a great way to support good mental health. 'Be Active' is one of the Five Ways to Wellbeing (see Figure 1). The Five Ways to Wellbeing are five simple, effective steps that the evidence says everyone can take to help improve their own mental wellbeing.

Some people love being active alone, many people enjoy the social side of physical activity, in groups, teams or with friends. Connecting with others is also one of the Five Ways to Wellbeing.

Physical activity can be an effective part of therapy to help people with chronic health conditions to manage their pain or improve anxiety or depression. In April 2021, the National Institute for Clinical Excellence suggested that adults suffering from chronic pain should be advised to take exercise, as an effective way to manage it<sup>ii</sup>.

For older people, being active improves muscle and bone strength and balance and reduces the risk of frailty, falls and osteoporosis, as well as providing social connections and enjoyment.

For children, enjoying sport and physical activity can build wellbeing, resilience and a lifetime habit of taking part in activities. Helping children and young people to access the right amount of daily activity can have wider benefits in schools too, improving behaviour as well as supporting learning and academic achievement.

## BEING ACTIVE MAKES YOU FEEL GOOD

<sup>i</sup>New Economics Foundation (2008) - Five Ways to Wellbeing

<sup>ii</sup>Overview - Chronic Pain (primary and secondary) in over 16s: assessment of all chronic pain and management of chronic primary pain - NICE

FIGURE 1: THE FIVE WAYS TO WELLBEING



### CONNECT

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.



### BE ACTIVE

Swap your inactive pursuits with active ones. Go for a walk. Step outside. Cycle. Play a game. Garden. Dance. Walk or cycle when making short journeys. Being active makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.



### TAKE NOTICE

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch, or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.



### KEEP LEARNING

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning more things will make you more confident as well as being fun.



### GIVE

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

SOURCE: NHS WELLBEING

## 2. HOW ACTIVE DO WE NEED TO BE?

Different levels of activity are recommended for different ages (Figure 2), but the key message for all is 'spend less time being still and move more!'<sup>iii</sup> Suggestions on how to meet the daily recommended activity levels can be found at [www.activesthelens.gov.uk](http://www.activesthelens.gov.uk)

### RECOMMENDED LEVELS OF ACTIVITY

#### Infants not yet walking

Floor based play and safe water-based activities are recommended<sup>iv</sup>, reducing time spent in restricted carriers or seats.

#### Preschool children

Should be active for at least 180 minutes (3 hours) throughout the day. Limit the time spent sitting, where possible.

#### Children and young people aged 5-18

Moderate to vigorous activity for at least 60 minutes a day. Limit the time spent sitting, where possible. Schools should ensure pupils have access to 30 minutes of physical activity every day.

#### Adults aged 19-64

The UK Chief Medical Officer's guidelines recommend that adults undertake at least 150 minutes (2.5 hours) of moderate intensity activity a week or 75 minutes of vigorous activity per week (or both).

Adults are also recommended to take part in activity to improve muscle strength on at least 2 days a week. All adults should minimise time spent sitting or being sedentary for long periods.

#### Older adults aged 65+

Aim to be active daily, with at least 150 minutes (2.5 hours) of moderate activity per week, or 75 minutes of vigorous activity if already active. Older adults are also recommended to take part in activity to improve muscle strength on at least 2 days a week. Adults at risk of falls should undertake activity to improve strength and balance on at least 2 days a week. All older adults should minimise time spent sitting or being sedentary for long periods.



<sup>iii</sup>Active St Helens - [www.activesthelens.gov.uk](http://www.activesthelens.gov.uk)

<sup>iv</sup>Start Active Stay Active - a report from our four home countries, CMO (2011)



FIGURE 2: RECOMMENDED LEVELS OF PHYSICAL ACTIVITY

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

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

- BUILDS RELATIONSHIPS & SOCIAL SKILLS
- MAINTAINS HEALTHY 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

**Under-1s** at least 30 minutes across the day

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

UK Chief Medical Officers' Physical Activity Guidelines, 2019

### 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

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

**Get strong** **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

UK Chief Medical Officers' Physical Activity Guidelines, 2019

### Physical activity for adults and older adults

- Benefits health
- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life
- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- 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 able to talk)

OR

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

**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

UK Chief Medical Officers' Physical Activity Guidelines 2019

SOURCE: UK CHIEF MEDICAL OFFICER'S RECOMMENDATIONS 2019

## Physical activity for pregnant women

- Helps to control weight gain
- Helps reduce high blood pressure problems
- Helps to prevent diabetes of pregnancy
- Improves fitness
- Improves sleep
- Improves mood

**Not active?**  
Start gradually

**Already active?**  
Keep going



Do **muscle strengthening** activities twice a week

**Every activity counts**, every minute counts, more is better

**No evidence of harm**

**Listen to your body and adapt**



**Don't bump the bump**

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical activity for women after childbirth (birth to 12 months)

- Time for yourself - reduces worries and depression
- Helps to control weight and return to pre-pregnancy weight
- Improves tummy muscle tone and strength
- Improves fitness
- Improves mood
- Improves sleep

**Not active?**  
Start gradually

**Active before?**  
Restart gradually



Start **pelvic floor exercises** as soon as you can and continue daily

Build back up to **muscle strengthening** activities twice a week

It's safe to be active. No evidence of harm for post partum women

Depending on your delivery listen to your body and start gently

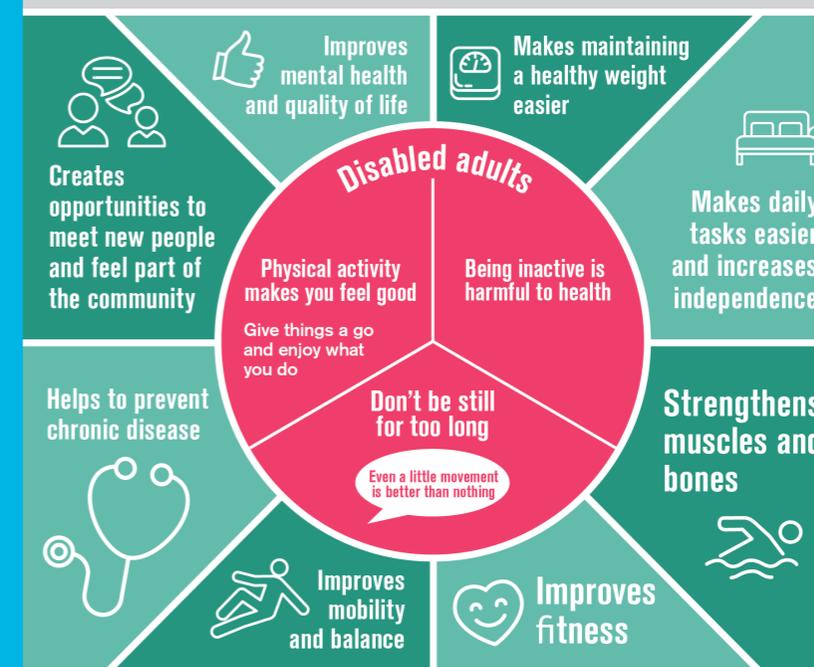


You can be active while **breastfeeding**

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical Activity for Disabled Adults

Make it a daily habit



Do strength and balance activities on at least two days per week

For substantial health gains aim for at least 150 minutes each week of moderate intensity activity

Remember the talk test:



Can talk, but not sing = moderate intensity activity

Difficulty talking without pausing = vigorous intensity activity



UK Chief Medical Officers' Physical Activity Guidelines, 2019

### 3. HOW ACTIVE ARE WE NOW?

The COVID-19 pandemic saw many people in the UK getting outside and taking up simple activities such as walking and cycling. But overall, during the 2020 restrictions, Sport England research has shown there were over 1 million less active adults in the UK.

St Helens borough has an abundance of green space and parks, and there are plenty of sports, activity groups and leisure facilities to provide opportunities for people to take part in activities. Despite this, the data and intelligence suggest that the people of St Helens are not as active and weigh more than they should.

**FIGURE 3: PHYSICALLY ACTIVE ADULTS IN 2019/2020**

Location	% of physically active adults 2019/20
St Helens Borough	62.0
North West	63.9
England	66.4

SOURCE: OHID (OFFICE FOR HEALTH IMPROVEMENT AND DISPARITIES)

**FIGURE 4: PHYSICALLY ACTIVE CHILDREN 2019/2020 (ST HELENS DATA NOT AVAILABLE)**

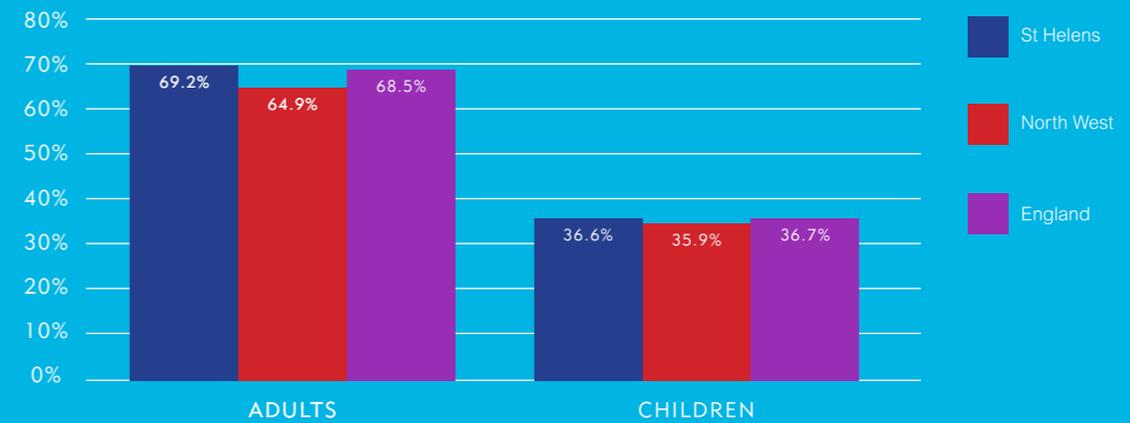
LEVELS OF ACTIVITY - ACADEMIC YEAR 19-20



SOURCE: ACTIVE LIVES – CHILDREN AND YOUNG PEOPLE’S SURVEY (AGE 5-16) 2019-2020

**FIGURE 5: LEVELS OF OVERWEIGHT AND OBESITY IN ADULTS AND CHILDREN 2020/21**

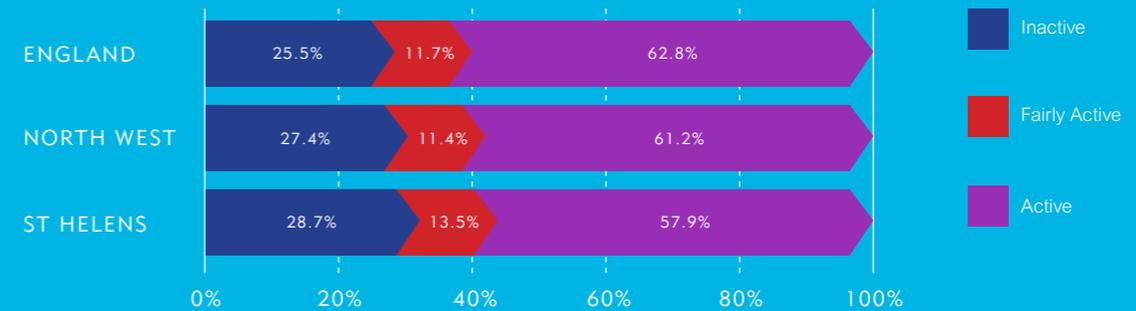
ADULTS AND CHILDREN - OVERWEIGHT OR OBESE



SOURCE: OHID (OFFICE FOR HEALTH IMPROVEMENT AND DISPARITIES)

**FIGURE 6: SPORTS AND PHYSICAL ACTIVITY LEVELS IN ADULTS**

LEVELS OF ACTIVITY



SOURCE: ACTIVE LIVES SURVEY 2019/2020 – SPORTS AND PHYSICAL ACTIVITY LEVELS (EXCLUDING GARDENING) OF ADULTS (16+) IN ENGLISH LOCAL AUTHORITIES

**FIGURE 7: THE MOST POPULAR RECREATIONAL SPORTS AND ACTIVITIES IN ST HELENS**

Sport	St Helens		North West		England	
	No.	Rate	No.	Rate	No.	Rate
Structured programme class	23,500	16.1%	1,040,800	17.8%	7,938,000	17.7%
Athletics	19,600	13.4%	897,400	15.3%	7,266,300	16.2%
Fitness	15,900	10.9%	753,700	12.9%	5,727,600	12.8%
Cycling	15,100	10.3%	889,700	15.2%	7,498,900	16.8%
Swimming	11,000	7.5%	624,700	10.7%	4,651,100	10.4%

SOURCE: ACTIVE LIVES SURVEY 2017

**KEY MESSAGES FROM THE DATA AND LITERATURE**

**Locally we know that:**

- 62% of adults class themselves as physically active.
- 46% of children are active for at least an hour a day across Merseyside.
- Fewer people are active than the national and North West averages (58% compared with 63% and 61%).
- Almost 70% of adults and 37% of children are overweight or obese.
- Fewer adults walk or cycle than the national and North West average.

**Nationally we know that:**

- One in five men and one in four women are physically inactive.
- Levels of activity usually fall in older years, in people aged 65+.

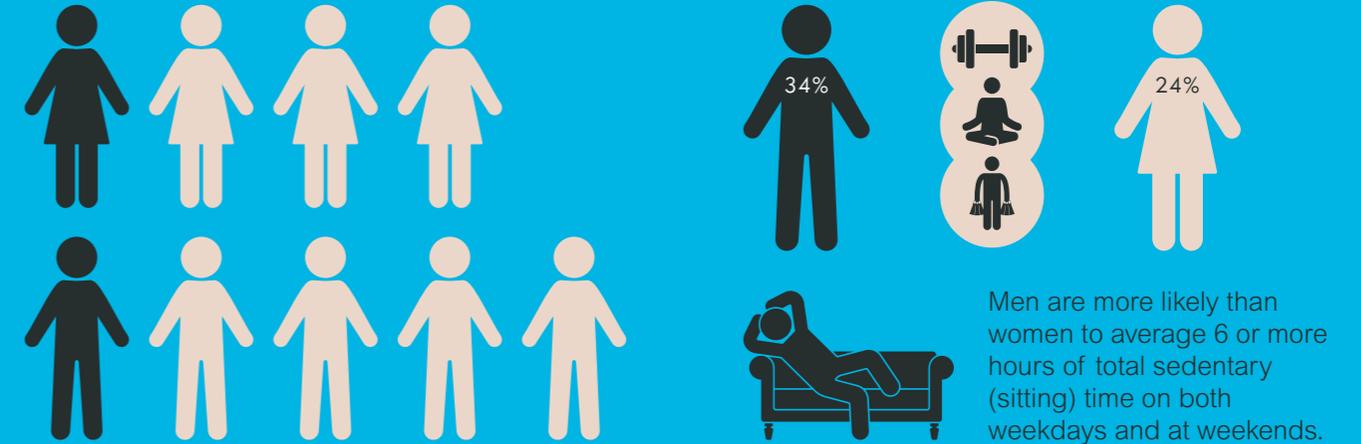
- People with long term conditions and disabilities may experience barriers to being active.
- One in four people would be more active if advised by a health practitioner.
- There are large inequalities in sport and physical activity, people living with disabilities and long term health conditions are twice as likely to be physically inactive than those without a disability or health condition.
- People in lower socioeconomic groups are more likely to be inactive than people in more affluent groups.
- Women are less active than men, and this gender gap starts with girls being less active from a very young age.

**FIGURE 8: HOW ACTIVE ARE WE AS A NATION?**

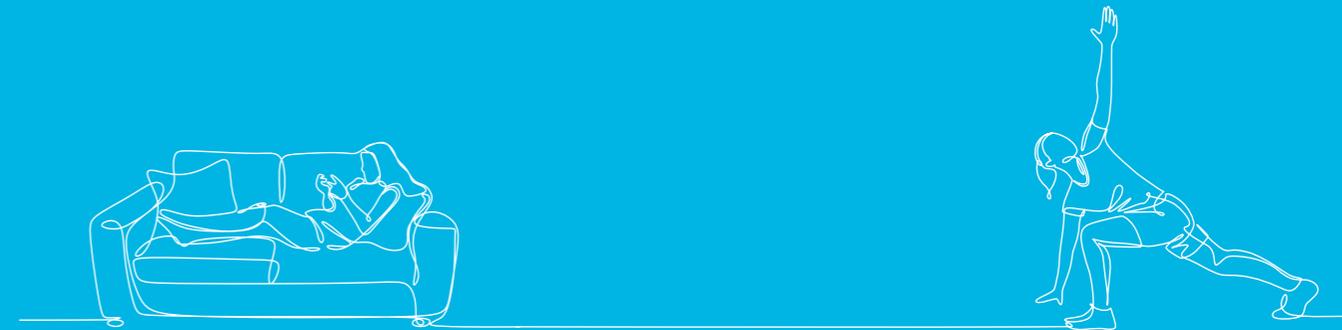
**HOW ACTIVE ARE WE?**

**1 in 4 women** and **1 in 5 men** in England are **classified as physically inactive** - doing less than 30 minutes of moderate physical activity per week.

**Only 34% of men** and **24% of women** undertake muscle strengthening activities at least twice a week.



SOURCE: OHID (OFFICE FOR HEALTH IMPROVEMENT AND DISPARITIES)



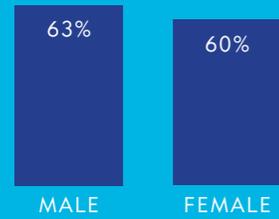
## LEVELS OF ACTIVITY

### Summary of demographic differences

Our data shows there are significant inequalities:

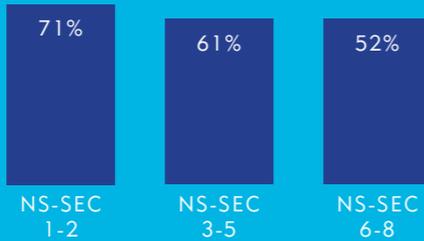
#### 1 GENDER

Men (63% or 13.9m) are more likely to be active than women (60% or 13.9m)



#### 2 SOCIO-ECONOMIC GROUPS

Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked (NS-SEC 6-8\*) are the least likely to be active (52%)



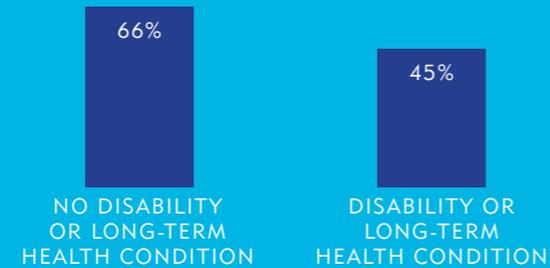
#### 3 AGE

Activity levels generally decrease with age, with the sharpest decrease coming at age 75+ (to 38%)



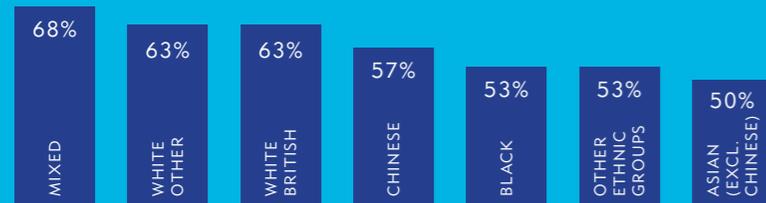
#### 4 DISABILITY AND LONG-TERM HEALTH CONDITIONS

Activity is less common for disabled people or those with a long-term health condition (45%) than those without (66%)



#### 3 ETHNICITY

There are differences observed in activity levels based on ethnic background



SOURCE: SPORT ENGLAND



## 4. THE EVIDENCE: WHAT WORKS

Reviews of the evidence of what works well to get more people active in a population<sup>4</sup>, suggest that the following approaches can be effective. This evidence has shaped the development of our local priorities and action planning.

### Getting active together

People are more likely to be active if it is seen as 'normal', if there is a social element, and if their friends and peers are also active. Large, community-wide campaigns have been effective in increasing physical activity.

### Active professionals

1 in 4 people say they would be more active if advised by a GP or nurse. Health and social care professionals and volunteers can play a significant role in getting people more active within an 'every contact counts' approach.

Physical activity has an effective role to play in the management of long term conditions and in pain reduction. There are tools and resources available to support professionals to include physical activity as part of a treatment plan.

FIGURE 10: HEALTH PROFESSIONALS' ROLE IN SUPPORTING PHYSICAL ACTIVITY

### HEALTH PROFESSIONALS CAN ENCOURAGE PHYSICAL ACTIVITY BY:



Mentioning physical activity in all consultations



All 'moderate intensity' activity benefits health and differs by individual - make it achievable and build from where the person is today



Encouraging older patients and those with health conditions to stay or get active and avoid being sedentary (sitting) for extended periods



Thinking about how your clinic setting can help promote activity including active travel plans for staff and patients

SOURCE: EVERYONE ACTIVE EVERY DAY

<sup>4</sup>Everyone Active Every Day: framework for physical activity - An evidence-based approach for national and local action to address the physical inactivity epidemic. Public Health England 2014 (last updated 2021)



### Active environments

Different environments can strongly influence our behaviour and have been a major factor in discouraging people from being active. Our homes, workplaces, schools, busy roads and technology have contributed to making life less active than it was in the past.

For many people, the easiest forms of physical activity are those that can be incorporated into everyday life, such as walking or cycling, but our neighbourhoods and towns have largely been designed around using the car.

Switching more journeys to active travel, walking and cycling, will improve health, quality of life, as well as the environment and local economy.

Pedestrians, cyclists and users of other modes of transport that involve physical activity need the highest priority when designing, developing or maintaining streets and roads.

Office for Health Improvement and Disparities, Sport England and the Healthy Streets<sup>vi</sup> approach provide guidance on active design to promote physical activity through the built environment.

### Active workplaces

Almost 70% of the adult population of St Helens borough are employed. There is strong evidence that workplace physical activity programmes are effective. These can include:

- flexible working policies and incentive schemes.
- policies to encourage employees to walk or cycle.
- information, ongoing advice and support.
- independent health checks focused on physical activity.

Where people are not working from home, workplaces can introduce practical measures to encourage active travel such as showers for those who may cycle or run to work.

There is strong evidence for the effectiveness of interventions to increase stair use. Simple signs near the lifts can point out, for example, that 2 minutes of stair-climbing each day could burn enough calories to eliminate the weight an average adult gains each year.

Encouraging physical activity can form an important part of a wider Workplace Wellbeing Charter. This can also be applied to staff working from home.

### Active at 'place'

Local authorities and partners can establish local leadership and action to increase physical activity through their health and wellbeing boards. Local authorities can also embed physical activity across their own departments of public health, sport and leisure, schools, planning, transport, social care and economic development.

#### Local authorities

Local councils can consider:

- investing in cycling and walking infrastructure to support local businesses with active travel and active retail.
- maximising the potential of their physical activity assets including leisure and fitness and sport providers.
- supporting community groups to maximise the potential of parks and green spaces.

#### NHS commissioners

Clinical commissioning groups (CCGs) can:

- include the ambition to increase physical activity through clinical commissioning pathways and plans.
- demonstrate local leadership to establish networks of professionals to promote physical activity in clinical care, such as supporting local physical activity champions in primary and secondary care.

FIGURE 11: CREATING THE CONDITIONS FOR ACTIVE TRAVEL GETS MORE PEOPLE ACTIVE



#### Promote active travel

Incorporate physical activity into everyday life, such as walking,

cycling or combining with public transport instead of travelling by car

#### Cycling to work is associated with a:

 **45%** lower risk of developing cancer

 **46%** lower risk of heart disease

 **41%** lower risk of premature death

#### Primary



Almost **half** of all primary school children, and almost a **quarter** of secondary school children, **are driven to school**

#### Secondary



SOURCE: EVERYONE ACTIVE EVERY DAY

<sup>vi</sup>Healthy Streets guidance - <https://www.healthystreets.com/what-is-healthy-streets>

FIGURE 12: THE ROLE OF LOCAL LEADERS TO ENCOURAGE PHYSICAL ACTIVITY

Call to action



Almost **half** of all primary school children, and almost a **quarter** of secondary school children, **are driven to school**



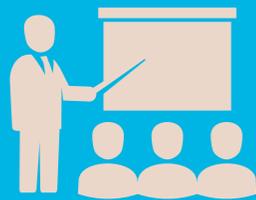
**County sports partnerships** to work with private and public sector organisations to promote workplace physical activity opportunities



**NHS and other public sector organisations** to support active travel for staff and the public through active travel planning and local activation events



**Local enterprise partnerships** and local authorities planners to invest in cycling and walking infrastructure to support local businesses with active travel and active retail



**Health and social care providers** and sports and leisure providers to upskill staff to better support inactive people to become active every day



**Local authorities** to work with leisure, fitness and sport providers to maximise the potential of local physical activity assets



**Employers** to support staff to be physically active and break up sedentary activity in the workplace



Work with **community groups** to activate and maximise the potential of parks and green spaces

**Sports and leisure services**

UK Active and the Sport and Recreation Alliance recommended that the sports and leisure sector can engage inactive adults by:

- Auditing how programmes target and engage inactive people and how services are marketed and promoted to appeal to them, ensuring that they see the service as something for people like them.
- Engaging with the local population (including inactive people and those not using facilities) in the development of physical activity programmes and the development of the marketing and engagement approach.
- Targeting sessions for different communities and offering inclusive activities. Considering the use of equality impact tools to see if the offer really is accessible to all.

**Active children and young people**

Evidence suggests that fun is the biggest motivator for children to be active above all else. What's enjoyable and positive varies for different children and young people, so there should be a range of options on offer.

Physical activity, physical literacy and modern PE (Physical Education) lessons in schools should be a positive, fun experience which will help build a lifelong understanding of how to be active. It will also build confidence, competence, improve pupils' behaviour, wellbeing and attainment.



## 5. LOCAL EXAMPLES OF SUCCESS

### Sports Development Youth Sports Programme

Teenager Amy attended a 12-week Youth Sports Programme with the local Sports Development Team. At the start of the programme, Amy was unsure about the sessions. She had previously had bad experiences with the gym, which led to her feeling unconfident and negative about training. She also suffered from health problems, low self-esteem and often felt tired and sluggish throughout the day.

Amy's 12 week programme included a range of exercises, including cardio and weight exercises. Coaches built a positive relationship with Amy and encouraged and motivated her throughout the sessions. This helped Amy to really enjoy the sessions; working hard, learning new exercises and most importantly, coming into the gym smiling! She mostly enjoyed the boxing and weights exercises, and this was also something she had never done before.

Amy's fitness levels increased over the 12 weeks, and her mum recognised positive changes at the end of the programme.

### Amy's fitness results at weeks 1 and 12

Exercise	Week 1	Week 12
Continuous bike	5 minutes	25 minutes
Continuous rower	500 metres	2500 metres
Punch bag drills	3 sets of drills	10 sets of drills
Treadmill hill walk	5 minutes	15 minutes
Various weighted exercises	2 sets of 8 repetitions	4 sets of 10 repetitions
Sit ups	3 sets of 8	6 sets of 10

"I HAVE NOTICED A BIG IMPROVEMENT IN MY FITNESS AND I'M NOT FEELING AS TIRED WHEN WALKING UPSTAIRS OR DOING SCHOOL ACTIVITIES. I HAVE REALLY ENJOYED COMING TO THESE SESSIONS." - AMY

"THANK YOU FOR THESE TRAINING SESSIONS, I HAVE NOTICED THAT MY DAUGHTER'S CONFIDENCE AND SELF-ESTEEM HAS IMPROVED A LOT FROM TAKING PART IN THE GYM SESSIONS." - MUM

### **buddyboost challenge**

In February 2021, 465 employees from 25 organisations from across St Helens took part in the 26 day buddyboost challenge. The challenge encouraged inactive and sedentary staff to log at least 26 minutes of physical activity per day in buddy groups of colleagues, friends or family members. The buddyboost challenge is simple, social, fun and has no competitive elements e.g. for speed or distance. Participants choose their own activities and just have to do at least 26 minutes per day.

The St Helens #LitterPick team of volunteers was a particularly successful group of buddies who clocked up hundreds of miles and thousands of bags of litter during their rounds. The social element of this challenge worked really well, especially during the restrictions of COVID when a lot of workers felt isolated from their colleagues and the places that they normally went to stay well. Participants supported each other to be more active and lifted their mood as part of a virtual community.

The buddyboost challenge is appealing and easy for inactive people. There is also a role for already active people to play as part of the buddyboost community by supporting, encouraging and rewarding those who are less active. The challenge appealed not only to employees, but to the families of staff and the general public. This type of challenge can easily be repeated and upscaled across a bigger footprint.



## BUDDYBOOST CHALLENGE OUTCOMES DATA



**4,751**  
activities logged by  
**308 participants**



**62%** of activities were walking, followed by workouts (**9%**), running (**7%**), cycling (**4%**), and aerobics (**4%**). **67%** said buddyboost prompted them to try different types of activity than they'd normally do

**15**

days completed, on average, by each participant. **48%** completed at least 20/26 days of the challenge. **26%** completed the full challenge (26 days)



**89%** of all participants (**and 94% of all inactive participants**) said taking part in buddyboost helped them to do more activity (**and 39% significantly more**) in February than they would have done. Inactive participants logged x3<sup>1/4</sup> more physical activity as part of buddyboost than they would have done



**100%** of all participants said that they will do the same or more physical activity in the next three months as a result of taking part in buddyboost

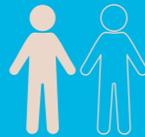
**37%** of previously inactive people intend to be active 3-4 days per week

**50%** of previously inactive people intend to be active 5-6 days per week

**13%** of previously inactive people intend to be active 7 days per week



**58%** participants joined a buddy group with at least one other person



**83%** of these people started the challenge (compared to **42%** who didn't buddy up)



**64%** of these people completed the challenge (compared to **40%** who didn't buddy up)



**56%** said it helped them to manage their stress at work



**73%** said it increased their energy at work



**70%** said it improved communication with their colleagues



**73%** said it improved their morale outside of work



**60%** participants who were inactive prior to starting, completed at least 14 days of the challenge, therefore **shifted from inactive to fairly active, or inactive to active**

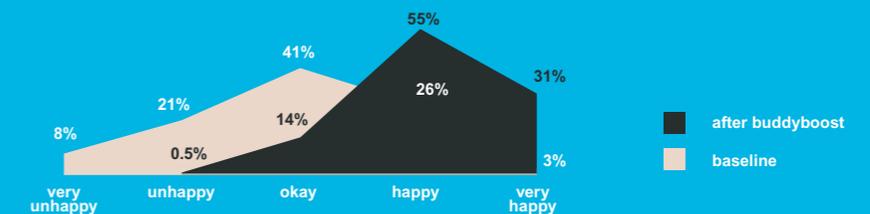


**9/10**  
**32%**

**10/10**  
**58%**

**42%** uplift in mood scores from baseline (60% for inactive people)

MOOD LEVELS BEFORE AND AFTER CHALLENGE



## 6. LOCAL ACTION: WHAT ARE WE GOING TO DO?

Our overarching goal is:

TO WORK IN PARTNERSHIP TO INCREASE LEVELS OF PHYSICAL ACTIVITY ACROSS THE WHOLE POPULATION OF ST HELENS BOROUGH, WHILST MAXIMISING OPPORTUNITIES FOR PEOPLE EXPERIENCING INEQUALITY TO PARTICIPATE IN ACTIVITIES

### Our key themes and actions

Our overarching themes and actions are outlined below. They have been shaped by our knowledge of local needs and assets, and they are based upon the evidence of what works.

Our actions will focus across seven themes:

- 1. Active leadership** - Includes establishing place-based leadership under the Integrated Care Partnership and embedding physical activity across the council as part of sport and leisure, schools, planning, transport, health & social care and economic development.
- 2. Active communities** - Includes working with local people to establish a large public campaign to create a sense of active

community in the borough, promotion of at least 4 large scale local physical activity events annually, and working in partnership with the many voluntary sector groups that help to get local people volunteering and active in different ways.

- 3. Active health and social care** - Includes embedding physical activity as prevention and treatment for long term conditions and mild depression and anxiety within GP practices and in strategic plans for health and social care.
- 4. Active environments and facilities** - Includes providing safe spaces for active travel, walking and cycling for both work and leisure, promoting the use of our local parks and green spaces, developing active workplaces and

schools and providing and promoting a range of sports and leisure facilities to meet a range of needs for adults, children and families.

- 5. Active young people** - Includes developing and promoting a range of activities for the under 5s and their families, getting more young people into organised activities, ensuring a range of activities to support healthier weight in children and young people, provision of specific teenagers' activities and diversionary activities for young people at risk of offending.
- 6. Actively inclusive** - Includes providing leisure services, activities and facilities to meet a range of needs for adults, children and families within our more disadvantaged localities and communities, and promoting physical activity opportunities with and for people living with disabilities and long term health conditions.
- 7. Actively demonstrating success** - Includes success measures for every action, monitoring delivery against the actions, producing progress reports and case examples for the St Helens People's Board, sharing success stories with local people and demonstrating annual improvement in the levels of physical activity undertaken in the borough through a new physical activity dashboard of key indicators.



**THEME 1: ACTIVE LEADERSHIP**

**KEY PERFORMANCE INDICATORS - NOT APPLICABLE**

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
<p>Local authority and partners to establish local leadership and action to increase physical activity through the People's Board.</p> <p>Local authority to embed physical activity plans across sport and leisure, schools, planning, transport, social care and economic development.</p>	<p>We will establish the leadership and governance for this Active Lives Strategy under the St Helens People's Board, which brings together the local system leaders including the council, NHS, Police, Fire &amp; Rescue, voluntary sector and elected members.</p>	<p>Public Health Consultant</p>	<p>St Helens People's Board</p>	<p>Governance in place</p>	<p>Staff and partners</p>	<p>Year one</p>
	<p>This work will contribute directly to the People's Board's priorities of:</p> <ul style="list-style-type: none"> <li>• Healthy weight</li> <li>• Mental health</li> <li>• Resilient communities</li> </ul>	<p>Public Health Consultant / Head of Culture and Wellbeing</p>	<p>All partners</p>	<p>Active Lives Partnership established, and reports produced</p>	<p>Staff and partners</p>	<p>Year one</p>
	<p>We will establish and launch an Active Lives Partnership from across the key agencies to develop and drive forward the action plan, and report on progress to the People's Board.</p> <p>We will commit to adopt Healthy Streets design principles into all of our planning processes.</p>	<p>Head of Planning</p>	<p>Regeneration and Planning</p>	<p>Healthy Streets principles adopted with examples of use</p>	<p>Staff time</p>	<p>Year two</p>

**THEME 2: ACTIVE COMMUNITIES - PROMOTING PHYSICAL ACTIVITY AS A SOCIAL NORM**

**KEY PERFORMANCE INDICATORS:**

7. NUMBER OF (ST HELENS WELLBEING) PARTICIPANTS WHO HAVE MADE IMPROVEMENTS IN PHYSICAL ACTIVITY AT 3 MONTHS (% OF THE TOTAL ENGAGED AT OUTSET)

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
<p>Establish a large, public campaign and resources to support to create a sense of active community in the borough, building on the social benefits of being active.</p>	<p>We will develop and re-launch the Active St Helens website, brand, resources and campaign to promote opportunity for activity in the borough for all e.g.</p> <ul style="list-style-type: none"> <li>• Couch to 5k</li> <li>• Parkruns</li> <li>• Walking groups and routes</li> <li>• Cycle routes and groups</li> <li>• School sport programme</li> <li>• Outdoor gyms</li> <li>• Events and classes timetables</li> <li>• Use of relevant apps including Better Health</li> <li>• Promotion of the This Girl Can campaign</li> <li>• 5 ways to wellbeing</li> <li>• Sports clubs</li> </ul>	<p>Public Health Communications &amp; Project Support Officer</p>	<p>Public Health Sports Development Leisure St Helens Wellbeing Service</p>	<p>Promotional resources developed and campaign delivered</p>	<p>Staff time Campaign resources</p>	<p>Year two</p>
<p>Support and promote up to 4 annual large-scale physical activity events in the borough, including running, walking and cycling.</p>	<p>We will develop an annual programme and timetable to promote and engage local people in large scale physical activity events in the borough e.g. the St Helens 10k run, Beating the Bounds walk, Santa Dash, New Year New You etc.</p>	<p>Project Manager (Events &amp; Promotion)</p>	<p>Sports Development Leisure</p>	<p>Annual programme and timetable established and delivered</p>	<p>Staff time Supporting materials in some cases</p>	<p>Year one and two</p>

**THEME 2: ACTIVE COMMUNITIES - PROMOTING PHYSICAL ACTIVITY AS A SOCIAL NORM**

**KEY PERFORMANCE INDICATORS:**

7. NUMBER OF (ST HELENS WELLBEING) PARTICIPANTS WHO HAVE MADE IMPROVEMENTS IN PHYSICAL ACTIVITY AT 3 MONTHS (% OF THE TOTAL ENGAGED AT OUTSET)

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Support and promote the wide range of physical activity groups and programmes provided by the community and voluntary sector.	We will build on the existing partnerships already in place with the community and voluntary sector organisations to promote opportunities via the Active St Helens portal and other platforms where appropriate.	Public Health Consultant	Public Health Sports Development Halton and St Helens VCA	Examples of promotion of voluntary sector activities	Staff time Promotional materials	Year two
	We will explore the development of a Saints-branded programme of physical activities aimed at adults and young people.	Head of Culture and Wellbeing	Public Health Sports Development Saints Community Development Foundation Sports Development St Helens Wellbeing Service Halton and St Helens VCA	Saints branded programme in place	Staff time Programme funding	Year one
	We will develop a volunteer network of physical activity champions from local sports clubs and the local community, including walk and run leaders, to engage their local communities into participation.	Head of St Helens Wellbeing Service	Public Health Sports Development Saints Community Development Foundation Sports Development St Helens Wellbeing Service Halton and St Helens VCA	Volunteer network established	Staff time Volunteer time	Year two

### THEME 3: ACTIVE HEALTH AND SOCIAL CARE

#### KEY PERFORMANCE INDICATORS TO BE DEVELOPED

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Embed physical activity as an effective preventive and treatment option for long term conditions and mild depression and anxiety within GP practices.	<p>We will embed a physical activity pathway into the existing social prescribing model within primary care, including an assessment of individuals' activity levels and offering a range of options to be more active.</p> <p>We will review the pathways in primary care for those people with chronic conditions and low level mental health problems, who would benefit from physical activity, including the current 'Exercise Referral' pathway.</p> <p>We will explore the inclusion of physical activity within the NHS Health Check programme.</p>	<p>Head of St Helens Wellbeing Service</p> <p>Public Health Consultant</p> <p>Public Health Consultant</p>	<p>St Helens Wellbeing Service</p> <p>GP practices</p> <p>Leisure</p> <p>Sports Development</p> <p>Public Health</p> <p>St Helens Wellbeing Service</p> <p>Leisure</p> <p>Sports Development</p> <p>Public Health</p> <p>GP practices</p>	<p>More people accessing physical activities via social prescribing</p> <p>Primary care pathways in place and being used by people with long term conditions</p> <p>Physical activity assessed within the NHS Health Check programme</p> <p>Examples of physical activity in care plans</p>	<p>Staff time</p> <p>Training resources</p> <p>External funding</p> <p>Staff time</p> <p>Training resources</p> <p>Staff time</p> <p>Training resources</p>	<p>Year two</p> <p>Year two</p> <p>Year two</p>
Embed physical activity into strategic plans for health and social care.	<p>We will include the ambition to increase physical activity through clinical commissioning pathways and care plans.</p> <p>We will support the development of professional leaders and champions to promote physical activity in primary, secondary and social care.</p>	TBC	<p>CCG commissioners</p> <p>Primary Care</p> <p>Secondary Care</p> <p>Adult Social Care</p> <p>Sports Development</p> <p>St Helens Wellbeing Service</p>		<p>Staff time</p> <p>Clinical leadership</p>	Year two

## THEME 4: ACTIVE ENVIRONMENTS AND FACILITIES

### KEY PERFORMANCE INDICATORS:

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
<p>Provide safe spaces for active travel, including safer walking and cycling in the borough.</p>	<p>We will embed Active Streets principles into all local planning activity, prioritising pedestrian areas, safe cycle and walking routes and safe recreational spaces for communities.</p>	<p>Head of Planning</p>	<p>Planning Regeneration</p>	<p>Active Streets principles adopted and used</p>	<p>Staff time</p>	<p>Year two</p>
	<p>We will seek to utilise available funding to invest in Active Travel and walking and cycling infrastructure improvements, with a particular emphasis on supporting everyday travel to work and school in disadvantaged localities and communities</p>	<p>Head of Highways</p>	<p>Transport Strategy</p>	<p>Investment plans developed and delivered</p>	<p>Staff time Available funding</p>	<p>Year one and two</p>
	<p>We will provide walking and cycling maps and promote local heritage and events that involve being active.</p>	<p>Road Safety Team Leader</p>	<p>Leisure Sports Development</p>	<p>Maps and promotional materials produced</p>	<p>Staff time Promotional materials</p>	<p>Year two</p>
	<p>We will ensure park facilities such as outdoor gyms and MUGAs (multi-use games areas) are maintained, so that recreational and organised physical activity is safe.</p>	<p>Assistant Director - Environment and Operations</p>	<p>Environment and Operations Sports Development</p>	<p>Facilities maintenance programme in place</p>	<p>Staff time Maintenance resources</p>	<p>Year one and two</p>

## THEME 4: ACTIVE ENVIRONMENTS AND FACILITIES

### KEY PERFORMANCE INDICATORS:

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Develop active workplaces across the borough.	<p>We will ensure active workplace policies are in place across all public sector and private sector workplaces in the borough, including:</p> <ul style="list-style-type: none"> <li>• support for active travel</li> <li>• walking and cycling to work</li> <li>• being active whilst working from home</li> <li>• physical activity as part of an overarching wellbeing charter</li> <li>• promoting the use of stairs instead of lifts where appropriate</li> </ul>	Public Health Consultant	<p>St Helens Borough Council                      NHS St Helens CCG                      St Helens &amp; Knowsley Teaching Hospitals NHS Trust                      Mersey Care NHS Foundation Trust                      Wirral Health Partnership                      CGL                      Workplace Health Lead                      St Helens Chamber</p>	Active workplace policies in place	Staff time Resources	Year two

## THEME 4: ACTIVE ENVIRONMENTS AND FACILITIES

### KEY PERFORMANCE INDICATORS:

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)

10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Develop the local Active through Schools Programme.	<p>We will develop and deliver an annual school sport programme, providing a range of options based upon young people's motivation, competence, and confidence, including:</p> <ul style="list-style-type: none"> <li>• Competition and events programme</li> <li>• Playground leaders training</li> <li>• CPD (Continuing Professional Development) training for PE leads</li> <li>• Active play through storytelling</li> <li>• Provide resources and opportunities for schools to embed physical activity throughout the school day</li> <li>• Establish links between young people's clubs and schools</li> <li>• Identify and provide lessons for non-swimmers</li> </ul>	Sports Development Officer (School Games)	Sports Development Schools Leisure	School sport programme delivered annually	Staff time Promotional resources	Year one and two
	We will increase the uptake of the Daily Mile and Couch to (2k, 3k, 4k) in local schools.	Sports Development Officer (School Games)	Merseyside Sports Partnership Sports Development Schools	School sport programme delivered annually	Staff time	Year two

## THEME 4: ACTIVE ENVIRONMENTS AND FACILITIES

### KEY PERFORMANCE INDICATORS:

8. PERCENTAGE INCREASE IN AVERAGE DAILY CYCLIST FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)
9. PERCENTAGE CHANGE IN AVERAGE DAILY PEDESTRIAN FLOW PER FUNCTIONING COUNTER (QUARTERLY FIGURES PROVIDED ON AN ANNUAL BASIS)
10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Develop the local Active through Schools Programme	We will promote active travel - safe walking and cycling to and from schools.	Road Safety Team Leader	Schools Road Safety Transport Strategy	Examples of active travel promotion and uptake around schools	Staff time Promotional materials	Year one and two
	We will consider and implement School Streets schemes where appropriate to make school drop off and pick up times safer and healthier.	Road Safety Team Leader	Schools Road Safety Transport Strategy	Increased School Streets schemes	Staff time	Year one and two
Promote the use of sports and leisure facilities by communicating more effectively, to attract more people to participate in organised physical activity/sport.	We will provide introductory swimming offers to adults who are non-swimmers.	Indoor Facilities Manager	Leisure	Introductory swimming offer take up	Staff time Concessions	Year one
	We will review current service provision for adults, children and families and identify and address any gaps or areas of overlap, ensuring that services are accessible to our priority groups.	Indoor Facilities Manager	Leisure	Review complete, gaps addressed, measures of uptake in place	Staff time	Year two
Provide and commission leisure services, activities and pathways to meet a range of needs for adults, children and families.	We will review current service provision for adults, children and families and identify and address any gaps or areas of overlap, ensuring that services are accessible to our priority groups.	Indoor Facilities Manager	Leisure Public Health Sports Development	Review complete, gaps addressed, measures of uptake in place	Staff time	Year two

## THEME 5: ACTIVE YOUNG PEOPLE

### KEY PERFORMANCE INDICATORS:

1. PERCENTAGE OF CHILDREN IN RECEPTION YEAR WHO ARE OVERWEIGHT OR OBESE
2. PERCENTAGE OF CHILDREN IN YEAR 6 WHO ARE OVERWEIGHT OR OBESE
10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES
11. CHILDREN AND YOUNG PEOPLE'S (<18) ATTENDANCE AT SPORTS CENTRES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Develop and promote a range of activities for under 5s.	<p>We will review current offer of activities and develop a suite of fun, positive activities where children feel confident.</p> <p>We will develop whole family activities - including active play for under 5s, nature trails etc.</p>	Public Health Consultant	<p>Early years providers</p> <p>St Helens Wellbeing Service</p> <p>Sports Development</p> <p>Public Health</p>	Examples of activities available for under 5s	<p>Staff time</p> <p>Partners' time</p> <p>Promotional materials</p>	Year two
Encourage more young people to take part in organised activities.	<p>We will develop a free 'Go Active' introductory membership offer for 11-19s, linked via a social media network of opportunities to be more active.</p>	Indoor Facilities Manager	<p>Leisure</p> <p>Sports Development</p>	Uptake of introductory offer	Staff time	Year two
	<p>We will develop and co-design a range of activities with a view to attracting more girls and women in both the leisure facilities and wider community.</p>	Sports Development Officer (Communities)	<p>Leisure</p> <p>Sports Development</p> <p>St Helens Wellbeing Service</p>	Increase in participation by girls and women	Staff time	Year one and two
	<p>We will build a closer relationship with St Helens College and sixth form providers to promote sport and active recreation to young people aged 16-19.</p>	Sports Development Officer (Young People)	<p>Leisure</p> <p>Sports Development</p> <p>St Helens Wellbeing Service</p>	<p>Increase in participation by 16-19 year olds</p> <p>Feedback from students</p>	<p>Staff time</p> <p>Promotional materials</p>	Year two

## THEME 5: ACTIVE YOUNG PEOPLE

### KEY PERFORMANCE INDICATORS:

1. PERCENTAGE OF CHILDREN IN RECEPTION YEAR WHO ARE OVERWEIGHT OR OBESE
2. PERCENTAGE OF CHILDREN IN YEAR 6 WHO ARE OVERWEIGHT OR OBESE
10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES
11. CHILDREN AND YOUNG PEOPLE'S (<18) ATTENDANCE AT SPORTS CENTRES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Promote a range of physical activities to children and families to help maintain a healthy weight and wellbeing.	We will strengthen the pathways from the National Child Measurement Programme (NCMP) to ensure there are a range of options on offer for children and their families to get more active.	Public Health Consultant	Public Health 0-19 Service St Helens Wellbeing Service Sports Development Leisure	Uptake of a range of activity options by families via the NCMP programme	Staff time Service resources	Year two
Provision of a range of activities for teenagers and young people.	We will develop and pilot a range of family-focused sessions that respond to local needs, including outreach, in-school and in-centre activities.  We will identify, develop and promote a range of activities suitable for young people, drawing upon the social side of physical activity and using apps and social media as engagement tools. Activities to include: <ul style="list-style-type: none"> <li>• Sports and leisure clubs and classes</li> <li>• Dance</li> <li>• Social events involving walking and cycling</li> <li>• Swimming</li> </ul>	Indoor Facilities Manager	Leisure Sports Development	Pilot programmes delivered and evaluated	Staff time	Year two
		Sports Development Officer (Communities)	Leisure Sports Development Public Health	Interactions with apps and activities	Staff time Promotional materials and resources	Year one and two

## THEME 5: ACTIVE YOUNG PEOPLE

### KEY PERFORMANCE INDICATORS:

1. PERCENTAGE OF CHILDREN IN RECEPTION YEAR WHO ARE OVERWEIGHT OR OBESE
2. PERCENTAGE OF CHILDREN IN YEAR 6 WHO ARE OVERWEIGHT OR OBESE
10. ATTENDANCE AT SCHOOL GAMES EVENTS, COMPETITIONS AND PROGRAMMES
11. CHILDREN AND YOUNG PEOPLE'S (<18) ATTENDANCE AT SPORTS CENTRES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Provision of 'diversionary' activities for young people who may be at risk.	We will develop a range of activities to engage young people who are at risk of involvement with the criminal justice system.	Sports Development Officer (Young People)	Leisure Sports Development Youth Justice Service YPDAAT (Young People's Drug and Alcohol Team) Other partners	Numbers of young people engaged in diversionary activities	Staff time	Year two
	We will develop a range of activities to engage young people and families as part of the Early Help offer.	Sports Development Officer (Communities)	Leisure Sports Development Early Help St Helens Wellbeing Service	Numbers of young people and families engaged in activities via the Early Help offer	Staff time	Year two

**THEME 6: ACTIVELY INCLUSIVE - TACKLING INEQUALITY AND BARRIERS TO PARTICIPATION**

**KEY PERFORMANCE INDICATORS:**

- 5. ATTENDANCE AT SPORTS DEVELOPMENT SESSIONS AND EVENTS
- 6. NUMBER OF ATTENDANCES AT ST HELENS WELLBEING SERVICE SESSIONS
- 11. CHILDREN AND YOUNG PEOPLE'S (<18) ATTENDANCE AT SPORTS CENTRES
- 12. ADULT (18-60) ATTENDANCE AT SPORTS CENTRES
- 13. OLDER PEOPLE'S (60+) ATTENDANCE AT SPORTS CENTRES

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
<p>Leisure services, community groups and voluntary sector to provide equitable, affordable access for disadvantaged and target groups.</p>	<p>We will audit current leisure membership demographics to establish the current equity of access. We will use this information to inform future targeting of membership concessions in disadvantaged and priority groups.</p> <p>We will develop and promote a range of activities especially designed with and for:</p> <ul style="list-style-type: none"> <li>• People with disabilities</li> <li>• People with long term health conditions</li> <li>• Older people</li> <li>• Women and girls</li> </ul> <p>We will explore the use of 'people like us' case examples to promote these.</p>	<p>Indoor Facilities Manager</p> <p>Sports Development Officer (Communities)</p>	<p>Leisure</p> <p>Leisure Sports Development St Helens Wellbeing Service</p>	<p>Audit of leisure uptake demographics and future targeting plan in place</p> <p>Increased uptake in target groups</p>	<p>Staff time Service concessions</p> <p>Staff time Promotional resources</p>	<p>Year one</p> <p>Year one and two</p>
<p>Promote physical activity opportunities with and for people living with disabilities and long term health conditions.</p>	<p>We will promote the 'We Are Undefeatable' campaign aimed at getting people with long term conditions more active <a href="http://www.weareundefeatable.co.uk">www.weareundefeatable.co.uk</a></p>	<p>Public Health - Programmes and Commissioning Manager</p>	<p>Public Health Sports Development Local disability support groups</p>	<p>Campaign delivered and improved uptake</p>	<p>Staff time Existing campaign resources</p>	<p>Year two</p>

**THEME 7: ACTIVELY DEMONSTRATING SUCCESS**

**KEY PERFORMANCE INDICATORS - NOT APPLICABLE**

ACTION	SUPPORTING ACTIVITY	LEAD OFFICER	PARTNERS	OUTCOMES	DEPENDENCIES/ RESOURCES REQUIRED	TIMESCALES
Monitor delivery against the actions in this strategy.	We will provide progress reports and case examples to the St Helens People's Board and success stories to share with local people.	Public Health Consultant / Head of Culture and Wellbeing	All named partners	Annual progress reports	Staff time	Year one and two
Show a demonstrable annual improvement in the levels of activity undertaken in the borough.	<p>We will continue to develop a physical activity dashboard of key indicators showing levels of activity, participation and outcomes in the borough including for example:</p> <ul style="list-style-type: none"> <li>• Engagement with the Active St Helens website</li> <li>• Participation in large scale events</li> <li>• Voluntary sector related measures</li> <li>• Primary care, health checks and social prescribing</li> <li>• Levels of active young people and adults</li> </ul>	Public Health Consultant / Head of Culture and Wellbeing	All named partners	Dashboard in place, showing that we have made a difference	Staff time	Year one and two

# 8. KEY PERFORMANCE INDICATORS

The following active travel key performance indicators will be implemented to monitor the following activities:

- Percentage increase in average daily cyclist flow per functioning counter (quarterly figures provided on an annual basis)
- Percentage change in average daily pedestrian flow per functioning counter (quarterly figures provided on an annual basis)

		2018/19	2019/20	2020/21	2021/22	2022/23
Percentage of children in Reception year who are overweight or obese	St Helens	28.2%	28.3%			
	<b>Target</b>	<b>26.0%</b>	<b>28.1%</b>	<b>26.0%</b>	<b>26.0%</b>	<b>25.5%</b>
	North West	24.4%	25.2%			
	England	22.6%	23.0%			

		2018/19	2019/20	2020/21	2021/22	2022/23
Percentage of children in Year 6 who are overweight or obese	St Helens	36.6%	41.0%			
	<b>Target</b>	<b>36.0%</b>	<b>36.0%</b>	<b>36.0%</b>	<b>36.0%</b>	<b>35.5%</b>
	North West	35.9%	37.4%			
	England	34.3%	35.2%			

		2018/19	2019/20	2020/21	2021/22	2022/23
Obesity: QOF (Quality and Outcomes Framework) prevalence (age 18+)	St Helens	11.9%	12.4%			
	<b>Target</b>		<b>12.0%</b>	<b>12.0%</b>	<b>12.0%</b>	<b>12.0%</b>
	North West	11.2%	11.8%			
	England	10.1%	10.5%			

		2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Percentage of physically active adults	St Helens	66.5%	57.8%	61.7%	66.8%	62.0%			
	<b>Target</b>					<b>68.0%</b>	<b>69.0%</b>	<b>69.0%</b>	<b>69.0%</b>
	North West	64.6%	65.1%	64.7%	65.6%	63.9%			
	England	66.1%	66.0%	66.3%	67.2%	66.4%			

		2018/19	2019/20	2020/21	2021/22	2022/23
Attendance at sports centres	St Helens	1,297,825	1,200,295	269,081		
	<b>Target</b>	<b>1,298,941</b>	<b>1,250,000</b>	<b>600,000</b>	<b>750,000</b>	<b>1,000,000</b>

		2018/19	2019/20	2020/21	2021/22	2022/23
Attendance at Sports Development sessions and events	St Helens	58,180	61,001			
	<b>Target</b>	<b>30,000</b>	<b>60,000</b>	<b>30,000</b>	<b>35,000</b>	<b>35,000</b>

		2018/19	2019/20	2020/21	2021/22	2022/23
Number of attendances at St Helens Wellbeing Service sessions	St Helens	35,027	17,325	0*	46	
	<b>Target</b>	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>	<b>15,000</b>	<b>15,000</b>

		2018/19	2019/20	2020/21	2021/22	2022/23
Number of (St Helens Wellbeing) participants who have made improvements in physical activity at 3 months (% of the total engaged at outset)	St Helens	324	124	0*	49	
	<b>Target</b>	<b>600</b>	<b>600</b>	<b>600</b>	<b>240</b>	<b>240</b>

		2018/19	2019/20	2020/21	2021/22	2022/23
Number of (St Helens Wellbeing) participants who have made improvements in physical activity at 6 months (% of the total engaged at outset)	St Helens	240	121	0*	44	
	<b>Target</b>	<b>452</b>	<b>452</b>	<b>452</b>	<b>200</b>	<b>200</b>

\*paused due to COVID



**#STHELENSTOGETHER**



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BOROUGH COUNCIL