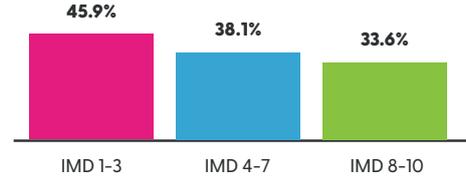


Liverpool

Place physical activity profile:
May 2023



% adults (England) who do not meet the Chief Medical Officer (CMO) guidelines by deprivation levels



The chart above shows that there is a clear link between deprivation and physical activity levels.

71.1% Liverpool residents live within IMD1-3, and are therefore more likely to be physically inactive (MHCLG, 2019)

Marmot Beacon Indicators for Physical Activity

Inactivity levels in adults (Active Lives 2021/22)

108,500

Liverpool adults 16+ (27%) do less than 30 mins physical activity per week (England average = 25.8%, Cheshire & Merseyside (CM) average = 27.2%)



Inactivity levels in young people (Active Lives, 2021/22)

14,300

Liverpool 5-16y/os (23.8%) do less than 30 mins physical activity per day (England average = 30.1% CM average = 27.4%)



61.9% Liverpool residents also don't meet the CMO guidelines for 2 muscle-strength building activities per week

Active Travel

At least three times per week (OHID, 2019/20)



Walking for travel:

19.7%



Cycling for travel:

3%

Tackling Inequalities

Data shows that people within these groups are more likely to be physically inactive. Figures shown below are population numbers in each group (ONS, 2021)

Women and girls: 249,460

People from ethnically diverse communities: 77,645

People with disabilities/long-term health conditions: 134,612



Attitudes towards physical activity (Active Lives, 2020/21)

73.8%

Feel it's important to do sport/exercise regularly

83.2%

Feel that they have the ability to be physically active

70.9%

Feel like they have the opportunity to be physically active

Physical activity as a standalone...



Target within the Health and Wellbeing Board Strategy



Target within the Place-based Partnership Board Plan*



Specific Physical Activity Strategy (in development)



*One Liverpool Plan 2019-24 includes the reduction of physical inactivity as an indicator for "Radical Upgrade in Prevention and Early Intervention".

Additionally, the development of a new Physical Activity Strategy is underway and due to launch at the beginning of 2024.

Connected Strategies

Place-based strategies that physical activity outcomes could contribute towards:

- o One Liverpool Strategy 2019-2024
- o Liverpool's Integrated All-Age Carers Strategy 2019-2024
- o Keeping Families Together - Early Help Strategy
- o Violence Against Women and Girls Strategy 2023-2026
- o Domestic Violence and Abuse Strategy 2017-2020
- o Citysafe Plan 2021-24
- o Clean Air Plan Strategic Outline Case
- o Equality, Diversity and Inclusion Delivery Plan 2021-2024
- o Social Value Policy 2022
- o Liverpool Local Cycling and Walking Infrastructure Plan
- o Liverpool Playing Pitch Strategy

Connections to the political manifesto and wider strategies will be explored as part of the city's strategy development process, and is likely to include alignment with other key agendas such as Health, Early Years, Education, Employment, Community Safety, Environment, Equality, Diversity & Inclusion and Social Value

