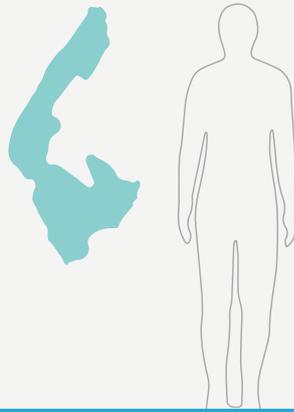
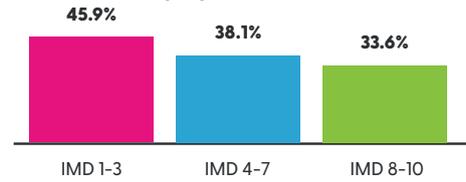


Sefton

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. **38.4% Sefton 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)

92,600

Sefton adults 16+ (39.8%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9%, Cheshire & Merseyside (CM) average = 38.4%)



Inactivity levels in young people (Active Lives, 2018/19)

20,700

Sefton 5-16y/os (61.1%) don't meet the CMO guidelines for 60 mins physical activity per day (England average = 52.8%, CM average = 50.1%)



56.8% Sefton residents also don't meet the CMO guidelines for 2 muscle-strength building activities per week

Active Travel

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



Walking for travel:

15.2%



Cycling for travel:

1.5%

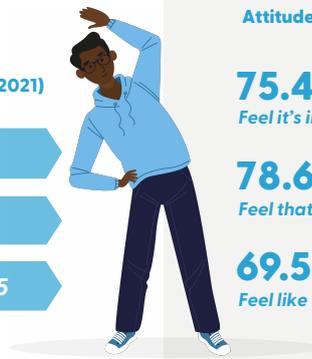
Tackling Inequalities

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: 143,990

People from ethnically diverse communities: 11,726

People with disabilities/long-term health conditions: 57,515



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

75.4%

Feel it's important to do sport/exercise regularly

78.6%

Feel that they have the ability to be physically active

69.5%

Feel like they have the opportunity to be physically active

Physical activity as a standalone...



Target within the Health and Wellbeing Strategy

Target within the Place-based Partnership Board Plan

Specific Physical Activity Strategy (in development)

Physical Activity Strategy for Sefton in development, ready for Autumn 2023 launch. Leisure's health and wellbeing provision is commissioned by a variety of partners, including Sefton's Public Health, who all have a good working relationship. Physical activity is a thread through all priorities and strategies, rather than a standalone target

Connected Strategies

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

- Sefton Equalities, Diversity and Inclusion Strategy
- Health and Wellbeing Strategy
- Early Help Strategy
- Sefton Local Cycling and Walking Infrastructure Plan
- Sefton Older People's Strategy
- Children and Young People's Plan 2020-2025
- Children and Young People's Emotional Health and Wellbeing Strategy 2021-2026
- Transport Policy
- Sefton Growth Programme
- Coastal Gateway Visitor Action Plan
- Sefton Child Poverty Strategy
- Sefton Domestic and Sexual Abuse Strategy 2019-2021

