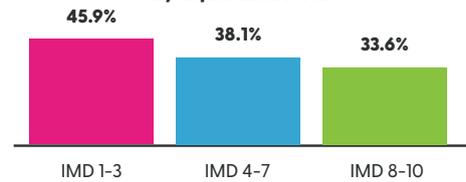


# St Helens

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.

**54.7% St Helens residents live within IMD1-3**, and are therefore more likely to be physically inactive (MHCLG, 2019)

## Marmot Beacon Indicators for Physical Activity

(Active Lives, 2021/22)

Inactivity levels in adults

**60,200**

St Helens adults 16+ (39.9%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9% Cheshire & Merseyside average = 38.4%)

58.9% St Helens residents also don't meet the CMO guidelines for 2 muscle-strength building activities per week



Inactivity levels in young people

**46.7%\***

\*Merseyside 5-16y/os don't meet the CMO guidelines for 60 mins of physical activity per day. At present, physical activity levels for young people living in St Helens is not available.



## Active Travel

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



Walking for travel:

**10%**



Cycling for travel:

**1.3%**

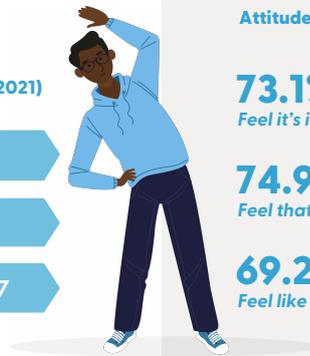
## Tackling Inequalities

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: 93,334

People from ethnically diverse communities: 6,360

People with disabilities/long-term health conditions: 53,557



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

**73.1%**

Feel it's important to do sport/exercise regularly

**74.9%**

Feel that they have the ability to be physically active

**69.2%**

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



## Connected Strategies

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

- o St Helens Borough Strategy 2021-2030
- o St Helens Local Plan 2037
- o St Helens Local Cycling and Walking Infrastructure Plan
- o Healthy Weight Declaration (Autumn 2023)
- o St Helens Playing Pitch Strategy



St Helens Active Lives 2022-27 is the borough's Physical Activity Strategy. The Health and Wellbeing Strategy is called St Helens People's Plan 2021-26; physical activity is not specifically referred to in the plan, however, it can contribute to its five priority areas (mental wellbeing, tackling obesity, resilient communities, learning from the pandemic and tackling health inequalities). Physical activity is also referenced within the ICB St Helens Place Plan under the Healthy Weight workstream for 22/23 and 23/24.