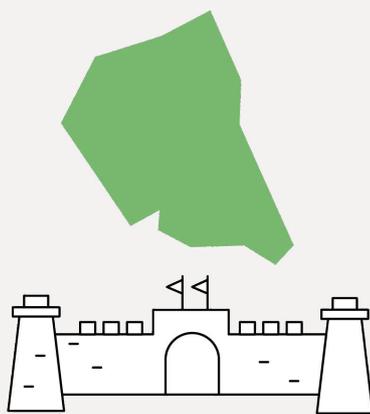
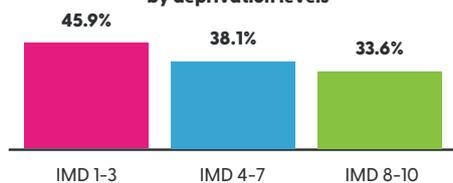


Wirral

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.

44.5% Wirral 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)

103,800

Wirral adults 16+ (39.6%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9%, Cheshire & Merseyside (CM) average = 38.4%)

59.5% Wirral residents also don't meet the CMO guidelines for 2 muscle-strength building activities per week



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

20,400

Wirral 5-16y/os (48.8%) don't meet the CMO guidelines for 60 mins physical activity per day (England average = 52.8% CM average = 50.1%)



Active Travel

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



Walking for travel:

14%



Cycling for travel:

0.4%

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: 165,122

People from ethnically diverse communities: 15,507

People with disabilities/long-term health conditions: 96,100



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

73.9%

Feel it's important to do sport/exercise regularly

80.8%

Feel that they have the ability to be physically active

73.2%

Feel like they have the opportunity to be physically active

Physical activity as a standalone...

Target within the Health and Wellbeing Board Strategy

in progress

Target within the Place-based Partnership Board Plan

in progress

Specific Physical Activity Strategy



Connected Strategies

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

- Wirral Local Cycling and Walking Infrastructure Plan
- Wirral Playing Pitch and Outdoor Sports Strategy
- Wirral Indoor and Built Facility Strategy 2021
- Wirral Green and Blue Infrastructure Strategy
- Wirral Parks and Open Spaces Strategy 2014-2024
- Wirral Transport Policy
- Wirral Climate Change Strategy
- Community Wealth Building Strategy 2025
- Community Safety Strategy 2021-2026
- Wirral Plan 2026



Creating an Active Wirral 2021-26 is Wirral's Sport and Physical Activity Strategy. Wirral's Health and Wellbeing Strategy for 2022-27 does not specifically list physical activity as a priority, however increasing physical activity levels will contribute to the five priorities outlined in the strategy.