

Warrington Borough Council

**Active Warrington Strategy
2024-2027**

Move more, more often

warrington.gov.uk



WARRINGTON
Borough Council

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Foreword

Welcome to the Active Warrington Strategy, a comprehensive strategy and delivery plan aimed at promoting physical activity, participation in sport, and fostering a culture of movement across our vibrant community. The strategy describes the importance of physical activity for individuals, communities and society, looks at the current landscape of Warrington's activity levels, and lays out plans for a healthier, more active future.

Physical activity is the cornerstone of a healthy and fulfilling life. From enhancing our physical and mental health to enriching our social connections, the benefits of being active are profound and far-reaching. Yet, despite its importance, many people do not take part in enough physical activity. The Active Warrington Strategy is our collective response to this challenge, setting out clear objectives to increase access to, and participation in, physical activity and sport for all residents of Warrington.

At the heart of our strategy lies the vision of a Warrington where physical activity is not an exception but a norm, accessible to all, irrespective of age, gender, ability, or background. Our aim is ambitious yet essential: to embed physical activity into the fabric of our community, ensuring that opportunities to move more are accessible, affordable, inclusive, and part of everyday life.

The statistics paint a worrying picture: many people in Warrington don't meet recommended physical activity levels, with some groups facing unique challenges. From differences between genders to socioeconomic inequalities, the barriers to physical activity are multifaceted, and require a concerted effort to overcome.

The Active Warrington Strategy is not just a document; it is a call to action. It encompasses a range of themes, from fostering active leadership to creating environments that support all citizens to be physically active and promoting sport at all levels. The Active Warrington Strategy reflects the priorities of the Living Well in Warrington Health & Wellbeing Strategy 2024-2028. Through collaborative efforts across sectors and communities, we aspire to transform Warrington into a place where everyone has the opportunity to be healthier and more active.

Our ambitions are bold, but achievable. By nurturing a culture of movement, investing in infrastructure, and breaking down barriers, we can pave the way for a healthier, more active future for Warrington.

Introduction

Being active is an essential part to have a healthy and fulfilling life. Physical activity can have a profound impact on our health, enrich our social networks and enable us to live longer. Despite the wide-ranging benefits, many people are not sufficiently active. This strategy, which contributes to the Living Well in Warrington Health and Wellbeing Strategy 2024-28¹, lays out our aims to increase access to and participation in physical activity for all residents of Warrington.

The Living Well in Warrington Health and Wellbeing Strategy 2024-28 identifies three core outcomes, in which Warrington will be a place where:

- Children are given the best start in life and can fulfil their potential.
- Adults can work and live fulfilling lives, in a vibrant and healthy borough.
- Older people enjoy a healthy, independent, and fulfilling old age, feeling safe and connected within their communities.

In order to achieve these outcomes, it is essential that more people achieve the recommended levels of physical activity. Prioritising physical activity is recognised as a key priority in the Health and Wellbeing Strategy five-year delivery plan, including objectives for all system partners to widen and increase opportunities for physical activity to ensure they are accessible and affordable to all and developing policies and infrastructure to make active sustainable travel the easiest option wherever possible.

Why is it important to be more active?

In England, 1 in 4 women and 1 in 5 men do less than 30 minutes of physical activity per week and are classed as physically inactive². There is a high cost to this with physical inactivity being associated with 1 in 6 deaths in the UK and estimated to cost the UK £7.4 billion annually². As such, tackling physical inactivity, which is also a leading cause of death and disability globally, should be high on our agenda.

The benefits to being more active are wide ranging (Figure 1) and include:

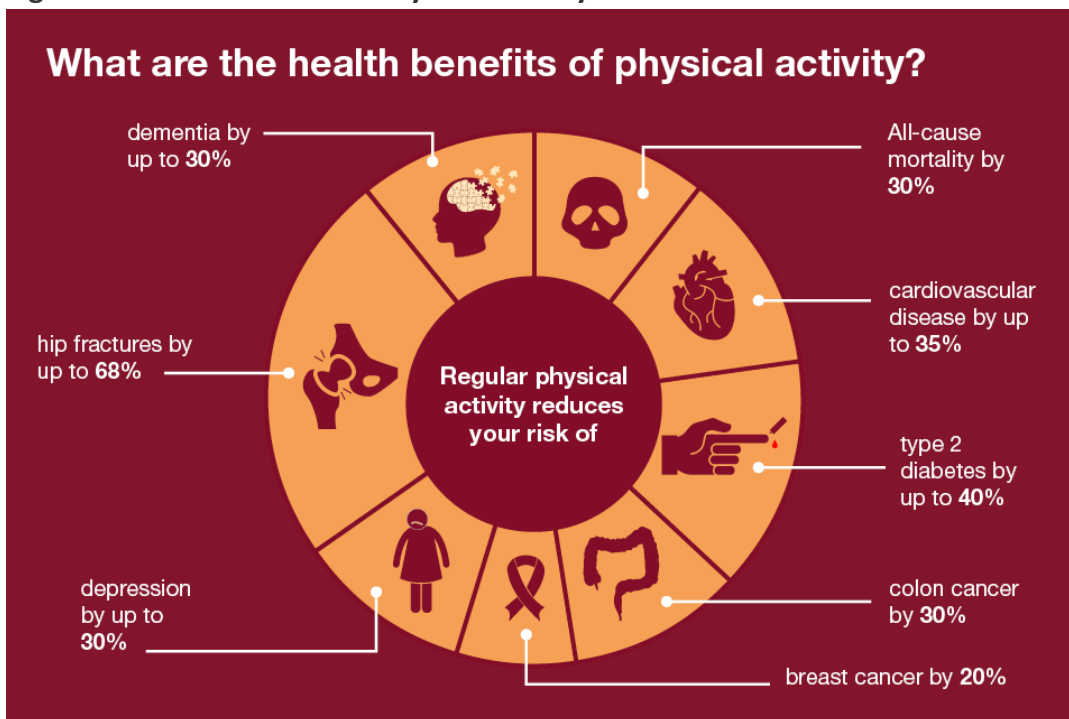
- A reduction in the chance of developing over 20 diseases² and increased our life expectancy.
- Strengthening our muscles and bones.
- Helping children with the development of motor and social skills.

¹ Warrington Health and Wellbeing Strategy (Health and Wellbeing Strategy 2024-28 Summary | warrington.gov.uk)

² Everybody active, every day. An evidence-based approach to physical activity. 2014. [Framework_13.pdf](#) (publishing.service.gov.uk)

- Reducing the risk of frailty as we age.
- Improving our sleep.
- Maintaining a healthy weight.
- Managing stress and improving our confidence and wellbeing.
- Improving our quality of life.
- Allowing us to feel more connected and develop new relationships.
- Helping to reduce our carbon footprint e.g. active travel.
- Reducing the risk of problems in pregnancy, such as high blood pressure and gestational diabetes

Figure 1: Health Benefits of Physical Activity



Sourced from [Physical activity: applying All Our Health - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Physical activity also has economic benefits. Every £1 invested in community sport and physical activity will deliver £4 for the economy and society³. In addition, the social value of physical activity, in terms of wellbeing, benefits to physical and mental health, and individual and community development is estimated at over £72 billion. This underpins the importance of investing in sport and physical activity, not just for individual health but for the local community.

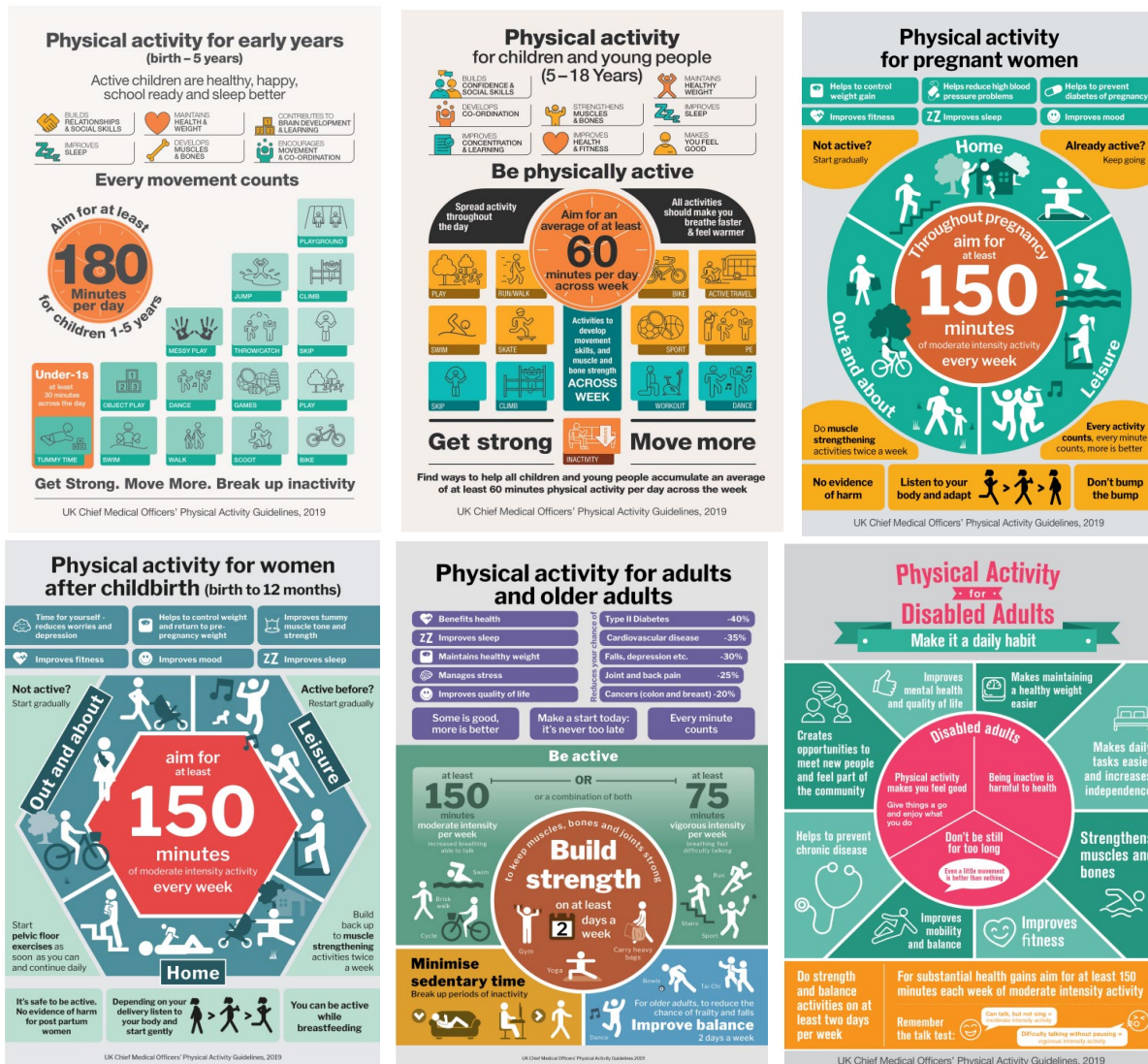
Despite these benefits, we currently aren't active enough. But that can change.

³ Why investing in physical activity is great for our health – and our nation; Sport England, 2020. [Why investing in physical activity is great for our health – and our nation | Sport England](#)

How active should we be?

The Chief Medical Officers of the United Kingdom issue guidance on how active we should be⁴. Their message is clear, “If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.” The guidance for early years, children and young people, pregnant women, after childbirth, older adults and disabled adults is shown in figure 2.

Figure 2: Chief Medical Officers Guidance on Physical Activity



- Infants under 1 should be active several times a day via floor-based activities (e.g. crawling) whilst infants not yet mobile should have at least 30 minutes of tummy time spread throughout the day whilst awake.

⁴ UK Chief Medical Officers' Physical Activity Guidelines 2019. [UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)

- Toddlers (1-2 years) and pre-schoolers (3-4 years) should spend at least 180 minutes (3 hours) per day in a variety of physical activities at any intensity, including active and outdoor play, spread throughout the day. For pre-schoolers this should include at least 60 minutes of moderate-to-vigorous intensity activities e.g. scooting, climbing, running, swimming.
- **Children and young people (5-18 years)** should engage in 60 minutes of moderate-vigorous physical activity per day, across the week. This may include physical education, active travel, after school activities, play and sports. A variety of types of activities should be done across the week to develop movement skills, muscular fitness and bone strength and minimise time spent sedentary (sitting) and break up periods of movement with at least light physical exercise.
- **All adults** should aim to be active daily. Each week, adults should accumulate at least 150 minutes of moderate intensity activity (e.g. brisk walking or cycling), or 75 minutes of vigorous intensity activity (e.g. running) or shorter durations of very vigorous intensity activity (e.g. sprinting or stair climbing), or a combination of all 3. Adults should maintain strength of major muscle groups, via gardening, carrying heavy shopping or resistance exercise, aiming for two days of muscle-strengthening activity per week and time spent sedentary should be minimised with light physical inactivity breaking up long periods of inactivity.
- **Older adults (over 65 years)** should follow adult guidelines but also undertake activities that maintain muscle strength, balance and flexibility on at least 2 days per week. Each week adults should gradually build up from current levels to achieve 150 minutes of moderate intensity aerobic activity, or if regularly active, 75 minutes of vigorous activity (or a combination of both). Sedentary behaviour should be broken up with periods of light activity, or at least standing as this has distinct benefits for older people.

Whilst meeting these guidelines may look daunting, the benefits of moving more are greatest for those that are inactive, reducing the amount of time spent sedentary. By increasing our weekly physical activity levels slowly and moving more at our own pace we gradually shift our lifestyle to becoming more active.

The key rule is: any movement is better than none, but more movement is better.

What is the national and regional approach?

Get Active:

The national Get Active strategy sets ambitious targets to get 2.5 million adults and 1 million more children physically active by the year 2030 across England⁵. The strategy seeks to drive participation in physical activity, focussing on ensuring the sport sector is welcome to all,

⁵ Get Active: a strategy for the future of sport and physical activity, HM Government, 2023 [Get Active: a strategy for the future of sport and physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/get-active)

increasing youth participation and sustainable for the future. In order to achieve this, the strategy recognises that system-wide support from sports clubs, communities, schools and healthcare systems is needed but support from businesses and the outdoor activity sector is just as essential. The Get Active strategy prioritises:

- Being unapologetically ambitious in making the nation more active.
- Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport.
- Moving towards a more sustainable sector that is more financially resilient and robust.

Unite the Movement:

Launched in 2021, Sport England's 10-year Uniting the Movement strategy outlines the long-term ambitions for the organisation⁶. Its vision is for England to be a country of more equal, inclusive, and connected communities in which people live happier, healthier and more fulfilled lives. To achieve this, Sport England looks to advocate for movement, sport and physical activity, create catalysts for change and join forces on five big issues:

- Recover from COVID-19 and reinvent as a network of organisations providing physical activity opportunities that meet the needs of different people.
- Connecting communities via sport and physical activity.
- Positive experiences for children and young people as a foundation for a long and healthy life.
- Strengthen the connections between sport, physical activity, health and wellbeing.
- Develop active environments and protect the places and spaces that allow people to be active.

Cheshire and Merseyside All Together Active:

All Together Active is the strategy for the Cheshire and Merseyside Integrated Care Board and nine places⁷. Its vision is for a region where far fewer people suffer health inequalities resulting from physical inactivity. By 2026, it seeks to:

- Support our nine Places, including Warrington, to develop opportunities to use physical activity as a way of improving population health.
- Embed movement, physical activity and sport within the Cheshire and Merseyside health and social care system.

⁶ Uniting the Movement, Sport England, 2021 [Sport England - Uniting The Movement \(sportsthinktank.com\)](https://sportsthinktank.com)

⁷ All Together Active, CHAMPS Public Health Collaborative, 2023, [All Together Active Strategy - All Together Active \(champspublichealth.com\)](https://champspublichealth.com)

- Deliver measurable reductions in health inequalities.
- Empower 150,000 inactive people to become more active.

By using whole system working, behavioural enablers and developing partnerships and system leaders at local and regional levels, the strategy will support work towards improving Marmot ambitions⁸ and reduce local health inequalities relating to physical inactivity.

Ten by Ten:

This is a national campaign launched by Wes Streeting, MP in August 2021 to encourage and motivate all children to take part in ten life-enhancing activities by the time they are ten; experiences considered to set children up for learning and for life.

In addition to cultural and educational activities, the *ten by ten* ambition seeks every ten year old to have the opportunity to take part in:

- Joining in a team sport
- Learning to swim
- Learning to ride a bike

Whilst the initiative encourages the participation of all there is specific focus on increasing and enriching opportunity for those from disadvantaged backgrounds. Information from the government's Taking Part Survey shows that even before the pandemic, children from the poorest backgrounds are less likely to take part in extracurricular activities, acting as a barrier to social mobility⁹. Data from the same survey shows children's engagement in competitive sport falling by 13%¹⁰.

The proposed implementation of **ten by ten** in Warrington will be led by Warrington Borough Council but delivered through a joint approach with key stakeholders including schools, community providers, parish and town councils, local charities and other third sector organisations.

The initiative's focuses upon children's sport, leisure and cultural activities and aligns with the Council's Plan, it's priorities and broader Education, Public Health and Wellbeing responsibilities, including Warrington Children and Young People's Starting Well Plan¹¹ and SEND Strategy¹².

⁸ Michael Marmot, Jessica Allen, Tammy Boyce, Peter Goldblatt, Owen Callaghan (2022) All Together Fairer: health equity and the social determinants of health in Cheshire and Merseyside. London: Institute of Health Equity. [Cheshire-and-Merseyside-report_interactive-v6.pdf \(champspublichealth.com\)](#)

⁹ Taking Part Survey, Department for Culture, Media and Sport. [Taking Part: statistical releases - GOV.UK \(www.gov.uk\)](#)

¹⁰ Taking Part 2019/20: annual child release September 2020. ([Child - data.xlsx \(live.com\)](#))

¹¹ Children and Young People's Starting Well Plan 2022-25. Warrington Borough Council. [Starting well plan \(warrington.gov.uk\)](#)

¹² Warrington's strategy for children and young people with special educational needs and/or disabilities (SEND). Warrington Borough Council. [SEND Strategy 2023 v2.pdf \(warrington.gov.uk\)](#)

Other Relevant Local Strategies:

- Warrington Playing Pitch Strategy
- Warrington Indoor Built Facilities Strategy
- Warrington Open Space Strategy
- Warrington Local Plan
- Warrington Healthy Weight Declaration Strategy

Where are we now?

A physical activity needs assessment was completed in April 2024. This aimed to estimate current levels of physical activity in Warrington, identify groups of people that are less likely to be active and understand the barriers to increasing activity levels. The needs assessment utilised a range of published survey data and data shared by partners to give an understanding of activity in Warrington.

Trends in Physical Activity:

- As figure 3 illustrates, Warrington experienced improved rates of physical activity in adults between 2017/18 and 2021/22, from 59.6% to 69.2%. Over the same period, the proportion of physically inactive adults declined from 24.6% to 21.1%.
- In 2023, the proportion of physically active adults stands at 69.1%¹³.
- Between 2017/18 and 2021/22 the rate of physically active children and young people has fallen from 51.2% to 48.3% (a 2.9% decline).

¹³ Warrington Borough Council Public Health Team (2023) Warrington Health and Wellbeing Survey 2023. General Health and Health Related Behaviour Report. Available at: [Joint Strategic Needs Assessment \(JSNA\) | warrington.gov.uk](https://www.warrington.gov.uk)

Figure 3: Percentage of Adults, Children and Young People Meeting the CMO Physically Active Definition

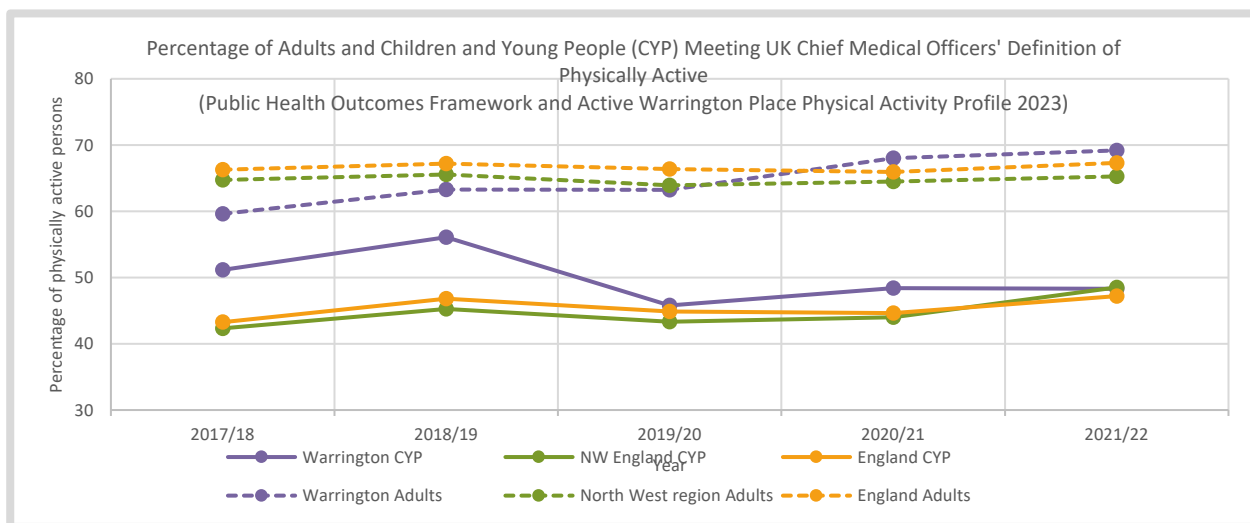


Table 1: Inequalities in Physical Activity Levels in Warrington

	% Active	% Active	% Difference	Source (year)
Gender	Male (72.4%)	Female (65.9%)	6.5%	HWB (2023)14
Deprivation	Least Deprived Area IMD Quintile 5 (75.3%)	Most Deprived Area IMD Quintile 1(68.6%)	6.7%	HWB (2023)12
Age	18-39 (75.7%)	Over 65s (68.1%)	7.6%	HWB (2023)12
Disability status	No Disability (70%)	Disability (49.4%)	20.6%	Active Lives Survey (2021-22)15
Employment	Higher and lower managerial and professional jobs (75.7%)	Routine and semi-routine workers and long-term unemployed (52.7%)	22.8%	Active Lives Survey (2020-21)13

- As Table 1 illustrates, women, older people, those living with a disability, in routine or semi-routine employment or unemployed are less likely to be physically active.
- 51% of Warrington women and 58.9% of Warrington men perform at least 2 strength-based activities per week.

¹⁴ Warrington Borough Council Public Health Team (2023) Warrington Health and Wellbeing Survey 2023. General Health and Health Related Behaviour Report. Available at: [Joint Strategic Needs Assessment \(JSNA\) | warrington.gov.uk](#)

¹⁵ Active Lives Adult Survey Data Tables ([Active Lives | Results \(sportengland.org\)](#))

- Warrington women are more likely to be physically inactive (perform less than 30 minutes of moderate-intensity exercise per week) with 18.7% of women and 16.9% of men meeting the UK CMO criteria for physically inactive.
- 22.7% of those that live in the most deprived areas in Warrington (Quintile 1) are inactive compared to 14.5% of those in the least deprived (Quintile 5)
- Physical inactivity increases with age with 13.3% of 18–39-year-olds, 18% of 40- to 64-year-olds and 23.7% of those aged 65+ classed as physically inactive in Warrington.
- The COVID-19 pandemic particularly impacted the physical activity levels of women in the most deprived areas with over 4 in 10 reporting worsening physical activity levels in the 40+ age group.

Barriers to increasing physical activity

Over 4,200 Warrington residents were asked what prevents them from being more physically active, and their responses are outlined in Table 2. The most commonly reported barriers were lack of time (26%), being too tired/not enough energy (19%), health issues (18%) and being unable to afford to pay for activities (12%).

Table 2: Barriers to Participating in Physical Activity in Warrington

Barrier	%
'Nothing, I do as many activities as I want to'	37%
Lack of time	26%
Too tired/not enough energy	19%
My health issues	18%
I can't afford to pay for activities	12%
I can't due to childcare responsibilities	9%
I don't have the confidence/I feel embarrassed	9%
I don't have anyone to come with me	7%
I don't know what activities are on offer	6%
Activities are too far away	4%
Poor public transport	4%

Inequalities in Physical Activity in Children

- Family affluence can influence how physically active children and young people are with those from the least affluent households consistently less active than those in the most affluent households, at national, North West and Cheshire Active Partnership level (Figure 4).
- In Warrington, female students were less likely to say that they are very active or active compared to their male peers. Girls were less likely to want to play for their school team than boys.
- Year 7-11 children eligible for free-school meals in Warrington were less likely to be able to swim (78.8%) than those that are not (95.4%) and less likely than those on free school meals in the North-West (85.2%).

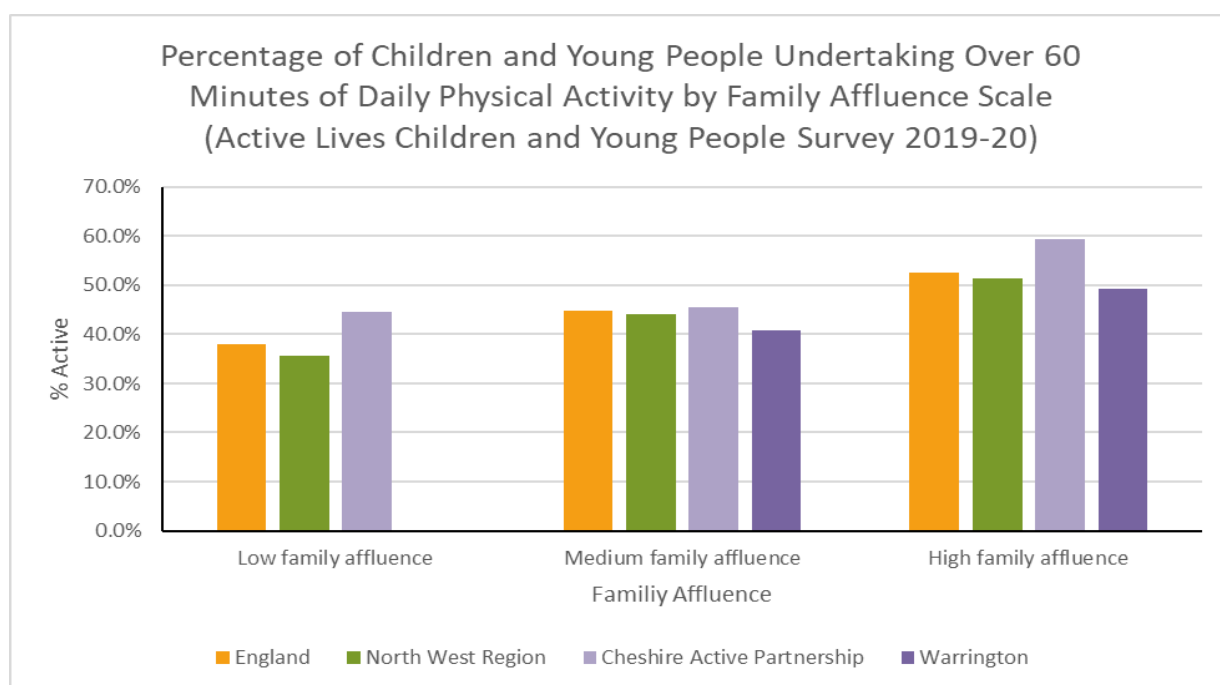


Figure 4: Percentage of Children Meeting the CMO Physically Active Definition by Family Affluence

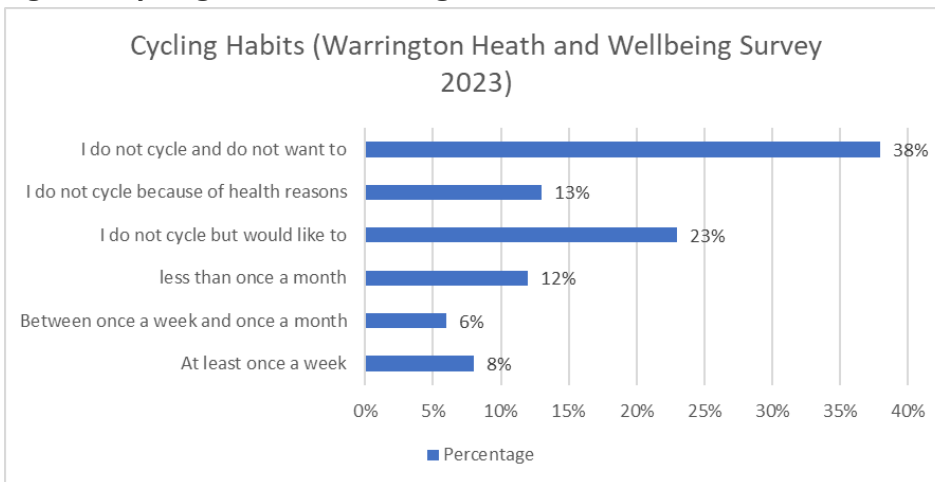
Active Travel in Warrington

As presented in figure 5:

- 1 in 4 Warrington residents cycle report cycling (26%), of which 1 in 5 were new or recently returned to cycling.
- 8.1% of residents reported cycling once per week in Warrington. Men were over twice as likely to cycle once per week than women with 1 in 10 (11.8%) of men reporting they cycle weekly compared to 1 in 20 (4.6%) of women.
- 1 in 4 women (24.8%) reported not cycling but wanting to, compared to 1 in 5 men (21.8%).

- 1 in 3 (32.3%) of those in the 18-39 age-group reported not cycling but wanting to, the highest of all age groups.

Figure 5 Cycling Habits in Warrington



Where do we want to get to?

Our Vision

Our vision is for Warrington to be a place where being physically active and moving more is normal for all, regardless of age, gender, sexuality, disability, ethnicity or income.

Aim

Our aim is to work in collaboration to promote opportunities for physical activity for all people and encourage everyone to move more often and for longer. The strategy will embed physical activity across organisations and systems in Warrington, ensure promoting physical activity is a priority for all partners and reduce current inequalities in physical activity levels and opportunities to participate.

Themes

The objectives and actions of the Active Warrington Strategy are detailed in the delivery plan. These have been grouped under the following themes:

- **Active Leadership** – system wide leadership and support to increase physical activity.
- **Active Environment and Facilities** – ensuring our environment and facilities promote and enable physical activity.
- **Actively Inclusive** – opportunities to move more will be accessible to all residents of Warrington.
- **Active Communications** – messages on benefits and opportunities to be more active to reach all our residents.

- **Active Health and Social Care**— embedding conversations and opportunities to move more into our health & social care organisations and pathways including primary care, secondary care, mental health trusts, social care.
- **Active Communities** – growing and enabling communities, voluntary sector and local clubs.
- **Active Education** (Early years settings, schools, colleges, universities) – building on opportunities to move more in education settings.
- **Active Workplaces** – promoting benefits and opportunities to be more active in businesses and workplaces.
- **Actively Promoting Sport** – promoting achievement and excellence in sport

Ambitions

- Develop a diverse range of leaders that champion physical activity promotion across Warrington.
- Support the development of active environments and local infrastructure that encourage people to move more.
- Reduce inequalities in the access of and participation in physical activity and sport.
- Develop partnerships across health, social care, voluntary, community, faith, and social enterprise organisations and businesses to foster a culture that promotes movement.
- Ensure that education and occupational settings understand the value of physical activity and actively seek to promote it.
- Provide sport clubs and teams with a sustainable platform on which to be successful and increase participation.

How will we get there?

Active Warrington Strategy Delivery Plan

Theme 1. Active Leadership

1.1 Local authority and cross sector partners commit to supporting the Active Warrington (AW) strategy and delivery plan using a Whole Systems Approach

Establish Active Warrington (AW) Strategy group with Terms of Reference, governance, and resource structure to implement strategy and delivery plan.

Carry out public consultation on AW Strategy and delivery plan for feedback/input after local election.

1.2 Endorsement of AW Strategy by Warrington Health and Wellbeing (HWB) Board

Final AW strategy and delivery plan to be presented to the Warrington Staying Well Board for discussion and endorsement.

1.3 Local authority and partners set up local leadership and processes to embed physical activity in strategies, business and delivery plans

Delivery plan actions to be aligned with Health & Wellbeing Strategy and Warrington Together five-year delivery plans, WBC Healthy Weight Declaration Strategy, WBC Climate Emergency Strategy and NHS Net Zero Strategy.

Support and promote Moving Healthcare Professionals (MHP) National Programme (lead by OHID) to WBC (Social Care), health, workplaces, VCFSE sector, other organisations and wider community.

Linked to above MHP programme, establish network of support for champions to ensure continued engagement with programme and to remain up to date with current information and resources.

Theme 2. Active Environment and Facilities

2.1 Create a local infrastructure where active travel is an accessible and inclusive first choice of transport for everyone every day

Include Active Travel advice in access information for health & wellbeing services, Living Well Hub, LiveWire, Social Prescribing Link Workers, Community Centres, Wellbeing Team etc.

Review and implement accessible changing facilities, bike storage etc in key community locations and organisations. Prioritise town centre and central 6.

2.2 Increase opportunities to be active through the use of local parks, green and blue spaces and get involved in sport

Develop physical activity 'Keep Warrington Moving' directory, a network of local offers/clubs as an information portal (including free park activities, walking routes and sport offers).

Ensure all relevant partner websites, who offer community physical activity services are accessible, target key groups (based on findings of needs assessment) and kept up to date.

For future planning of new housing and workplace development aim to ensure appropriate accessibility and distance to public open space such that space for physical activity is within walking distance.

Use Open Space Report and Playing Pitch Strategy to identify play areas/parks/green spaces that are of low quality or value to prioritise for improvement for food growing/active travel/physical activity and consider opportunities/sources for funding improvements (in line with objective 9.1).

Develop and promote routes/maps with step counts in key busy locations e.g. Golden Square to motivate people to move more. Including promotion of benefits.

Provide cycle/walking maps aligned to public sector buildings including leisure hubs, community centres and the hospital. Build upon existing map resources for a wider audience e.g. town centre wayfinding.

Sport and leisure facilities to consider climate adaption in planning and design with targeted investment to meet future need.

2.3 Provide and commission leisure services, activities and pathways to meet a range of needs for adults, children and families

Review physical activity provision for females to identify gaps and future opportunities.

Review physical activity provision for over 65's to identify gaps and future opportunities.

2.4 Increase opportunities to utilise the local bus service to support climate control and promote active travel/reduced car use

Assess extension of bus services (e.g. evenings, weekends, across outer wards) to increase the number of service users.

To encourage increased usage of the bus service through promotion, including reduced travel costs and benefits of using the new Electric Vehicle Buses supporting reduced emissions, improved air quality and sustainable travel.

Theme 3. Actively Inclusive

3.1 Ensure barriers to taking part in physical activity and sport are addressed to increase participation

3.2 Leisure services, community groups and voluntary sector to provide equitable, affordable access for disadvantaged and target groups

3.3 Provision and promotion of sport and physical activity opportunities with and for people living with disabilities

Engage with Warrington residents to understand their experiences and views related to physical activity to identify themes and barriers. Ensure consultation with the public continues to influence the physical activity communications plan.

Support and encourage physical activity providers to develop individual personalised plan where possible to ensure inclusivity.

Review community physical activity offer to be more accessible, inclusive and safe for all users. Audit key venues to review accessibility, including play areas.

Provide affordable activities that are developed in consultation with residents. Include free activities within hub directory.

Amend language we use to 'Move More' rather than 'Get/Be Active' to be more inclusive.

Theme 4. Active Communications

4.1 Develop annual physical activity communications plans for all system partners (Council, NHS, VCFSE sector) to deliver

Develop and deliver physical activity communications plan which includes national campaigns, targeted messages at groups with highest levels of inactivity based on latest physical activity data.

Develop a database/key distribution list to disseminate communications across partners to actively promote in their role/setting.

Produce clear simple guidance and communications on physical activity recommendations for all partners to use.

Co-develop and test communications messages with residents.

Develop and roll out local branding (strap line and logo) e.g. 'Move More' across all local offers and within our communications for consistent messaging.

Theme 5. Active Health and Social Care

5.1 Embed PA into prevention and treatment pathways (long term conditions, mental health)

Integrate physical activity into care pathways. Include those living with mental health conditions receiving community and inpatient treatment, with focus on benefits of PA for wellbeing.

5.2 Embed PA into strategic and business plans for health and social care providers

Include provision of PA brief advice and signposting within the GP LES (local enhanced services).

5.3 Adopting and embedding a MECC approach

Support health and care workforce development, providing MECC training and resources to frontline staff to offer brief advice and local signposting opportunities to increase their physical activity, in parallel with other health areas e.g. smoking, healthy weight.

Champion and enable training for health and social care staff so that they can promote physical activity to patients and colleagues through MECC for Physical Activity.

5.4 GP practices/PCN's to sign up to the Active Practice Charter

Increase the number of GP practices to sign up to the Active Practice Charter to act as physical activity champions.

5.5 Organisational promotion of active travel for patients, staff and visitors

Promote 'taking the stairs' in NHS and council buildings. Build upon signage to include further health promotion information and guidance.

Through leadership, changes to uniform policy and communications, adopt and promote the Active Soles movement, to encourage staff to wear comfortable shoes in the work environment to increase ability to be more active.

Offer and promote active travel schemes which promote walking/cycling for staff/patients (including Cycle to Work Scheme) etc.

Theme 6. Active Communities

6.1 Promotion of physical activity as the norm

Link to objective 5.3 - Embedding MECC approach. Embed opportunistic conversations on physical activity into pathways, processes and interventions.

Link to objective 2.2 - Develop a Warrington virtual directory of physical activity opportunities to support conversations on physical activity and signposting.

Embed physical activity into business development plans for health, sport and leisure, voluntary sector, housing associations and youth services.

Scope opportunities for cycling skills programmes for higher education and adults.

Scope potential for local charities to donate appropriate clothing and equipment for physical activity to food banks/school uniform network e.g. sports clothing and equipment, swimming costumes to establish a Sports Clothing Bank.

6.2 Support, recruit and increase visibility of community champions to promote physical activity in the community

Implement safeguarding policy and processes for champions programme.

Theme 7. Active Education

7.1 Education setting to provide, promote and enable participation in a variety of sports and physical activity opportunities to both staff and pupils/students

Scope the potential for the implementation of a 'Pledge for a Healthy & Active Future' (PHAF) award in school settings. Schools to work towards implementing 12 commitments around healthy eating and physical activity to create an environment which is supportive of a healthy weight to staff, pupils and parents. This includes reviewing food and drink provision (including vending machines), supporting physical activity including active travel recommendations/campaigns and developing staff and pupil champions to encourage the school community to become more active/eat well.

7.2 To facilitate change, remove barriers and sustain change to enable all school-aged children and young people in education to participate in and enjoy sports and physical activity

Include level 3 cycling in primary school PE lessons and expand Bikeability into secondary schools and colleges.

See objective 7.1 – Pledge for a Healthy & Active Future award for school settings.

Develop staff and pupil champions to encourage the school community to be more active and break down any barriers to participation.

Active travel: Develop environments and interventions promoting physical activity, including active travel (such as cycling, scooting, and walking) to school/work.

Explore the opportunity to include PE kits in the school uniform programme to prevent barriers to participation and support low income families, particularly for girls. Explore the possibility of revising school rules regarding not allowing pupils to participate in PE if they do not have correct PE kit. Consider sponsorship deals/discounts for school PE kits.

Scope options to establish a sports clothing bank.

Review barriers to physical activity engagement in secondary schools where participation is lower than primary schools with a focus on appropriate level of staffing and increasing capacity to offer extra-curricular physical activity opportunities.

Distribute communications on physical activity to Early Years settings including child minders, to enable increasing physical activity in the setting and promote local physical activity offers, guidelines for parents/carers.

Explore, with view to expanding which schools could be used for community use/open doors programme for out of hours activity e.g. High schools with 3G facilities.

Review the inclusion of physical activity education/resources including active travel within local HAF provision.

7.3 Enable early years (0-5's) to engage in a range of physical activities, including promotion of physical activity recommendations and benefits

Develop and implement a 'healthy heroes' type resource for Early Years settings to encourage healthier habits for children, families, and staff with the aim to embed these early messages (healthy eating, physical activity, emotional health and wellbeing) before starting school. Promotion of 'Healthy Families' Warrington universal offer within this resource.

Linked to HWD objective 10.1 - Implement a range of healthy lifestyle initiatives within the education/school setting and additional settings for young people.

Linked to HWD objective 10.2 - Local planning regulations and licensing to be utilised to build healthy weight infrastructure and design out obesogenic environments.

Theme 8. Active Workplaces

8.1 Support and enable local businesses and workplaces to develop strategies and policies to promote physical activity and create opportunities for staff and customers to be more physically active, including participation in sport and active travel

Support for workplaces to develop health & wellbeing plans for staff and customers in line with the launch of the Cheshire Fair Employment Charter.

Scope options for extending park and ride schemes including use of businesses parks out of working hours e.g. Omega, Birchwood.

Scope adoption and promotion of 'Better Points' incentive app for active travel.

Support businesses to develop network of workplace health champions.

Develop and disseminate tools and resources to promote benefits of increasing physical activity for businesses and employees.

8.3 Support and enable participation in Warrington Business High Sherriff Health & Wellbeing Award

Promote the Health & Wellbeing award to prospective businesses with examples of initiatives.

Theme 9. Actively Promoting Sport

9.1 Work to make sport more sustainable - more financially resilient and robust

Review investment for sporting facilities for local sports clubs e.g. Burtonwood (appropriate drainage and lighting) in order to support continuation of the sport offer throughout the year.

Scope possibility for creation of local leagues for netball and other relevant sports with potential to utilising UK SPF funding during 2024 - 2025.

Scope possibility of dual use of tennis courts for netball, with view to expanding provision to groups less likely to access including, for example, some ethnic groups, asylum seekers. Review potential to utilise UK SPF funding to support.

Support sports clubs to become more environmentally sustainable and develop climate adaption plans.

9.2 Work to widen and increase participation in sport at all levels.

Review pathway for excellence for those with disabilities e.g. Olympics followed by potential diversification into other sports pathways.

Review progression route from HAF into local opportunities for sport excellence e.g. boxing clubs and self-defence boxing for women etc.

Support smaller local sport clubs to review accessibility and promotion to increase participation for all groups and abilities.

Ensure accessible options of all sports (where feasible) are available and widely promoted e.g. badminton/dodgeball.

How will we know we are there?

In order to monitor the progress of the Active Warrington Strategy, we will use data from partners and published physical activity data sources, including:

Outcome: Percentage of physically active adults meeting UK CMOs' guidelines

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: Percentage of physically active children and young people meeting UK CMOs' guidelines

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: Percentage of adults meeting UK CMOs' definition of physically inactive

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: School student numbers engaging with active travel schemes e.g. WOW walk to school, Bikeability

Source: Warrington Smarter Travel Choices Team