

LIVERPOOL CITY REGION

MOVING TOGETHER

2022-25



#LCRmovingtogether





FOREWORD

Imagine a region where all communities, groups and residents had equal access to opportunities to be active. Helping to improve lives whilst working together as a whole system to embed movement, physical activity and sport into our region can make this happen. Here at MSP we want to help!

Our region, the Liverpool City Region, consisting of the six Local Authority areas of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral has many amazing strengths that are currently helping 1.6m residents access opportunities to be more active, including:

- **Our rich sporting heritage and culture**, such as the clubs we have, the events we put on, the facilities we have and the amazing open and green space we have access to
- **Our diverse range of communities** all with a great sense of community spirit and a voluntary sector that underpins the fabric of our region, including the thousands of volunteers and coaches we have to support
- **A Metro Mayor leading a Combined Authority** with devolved powers and an Integrated Care System (together with Cheshire) forming in July 2022 that understand and value the role movement, sport and physical activity can play in improving people's lives

Sadly, however, **opportunities are not equally available for all**. Of the 30.3% of people who are currently inactive, we know that if you are female, from an ethnically diverse background, have a disability or long term health condition, a different sexual orientation to straight, or are from an area of high levels of deprivation, you are less likely to be active!

Our region and the systems we operate in need to work together more and focus on supporting those that need the most help. Only then can we have a Liverpool City Region that is **equally active** and benefiting from all of the amazing strengths our region has.

Why is this important - well we know that a more active population is more likely to:

- Live longer and in better health, physically and mentally
- Contribute more to their communities and have stronger social connections
- Improve their skills and education
- Contribute more to the economy
- Enjoy the free and universal access to open spaces reducing their carbon footprint and improving our climate

The challenges we face today, recovering from the COVID pandemic, the very real cost of living crisis, the increase in the disparity in life expectancy between neighbouring communities and the climate crisis.

Movement, physical activity and sport should be part of the solution to each and every one of these.

So how do we make this happen - well there's only one answer, and that is **together!** Working across boundaries, connecting agendas and identifying common priorities that can support our region to improve people's lives through movement, physical activity and sport.

Tom Douglas, Director MSP

**HELPING OUR 1.6M
RESIDENTS ACCESS
OPPORTUNITIES
TO BE MORE ACTIVE**



OUR VISION

Create a better life for the people of Liverpool City Region through movement, physical activity and sport.

OUR PURPOSE

We are a collaborative leader and strategic partner working to embed movement, physical activity and sport as a way of improving people's lives.

OUR CULTURE AND VALUES

Our culture and values will guide us everyday in how we work, lead and behave:

- #1 We are bold and agile
- #2 We work towards our vision as a connected team
- #3 We always want to learn
- #4 We value diversity and committed to inclusion
- #5 We strive to do the right thing.





OUR AMBITIONS

- We want to lead the development of a **region and system wide approach** to movement, physical activity and sport that unites us in our vision to create a better life for the people of Liverpool City Region through movement, physical activity and sport.
- We want to **tackle the inequality** in inactivity, focusing on helping those that need it most, ensuring data and insights drive our focus, so that there is an increase in physical activity as measured by the Active Lives Survey.
- We want to work with our system partners to **increase the resources** spent on movement, physical activity and sport in Liverpool City Region.
- We want to create a more **open and connected** learning and insight approach for movement, sport and physical activity in the Liverpool City Region.
- We want to ensure movement, physical activity and sport is written into policies and used as solutions to the key opportunities in our region, including:
 - > An **equal, diverse and inclusive** approach to movement, physical activity and sport in Liverpool City Region
 - > Supporting **communities** to thrive, particularly those that are most disadvantaged
 - > Supporting **children and young people** to experience the enjoyment and benefits that being active can bring
 - > Improving the equality in our region's **population health**
 - > Creating a **greener** and more sustainable Liverpool City Region

THE PLAN

This is how we plan to use movement, physical activity and sport as a solution to the key opportunities in our region:

- **An equal, diverse and inclusive approach to movement, physical activity and sport in Liverpool City Region.**

All of our research indicates that too often peoples' circumstances can influence the opportunities they have to be active. This needs to change and we want to lead the way focusing on five key areas:

- > To **listen and learn** from those with lived experience, building stronger relationships.
- > To work with our partners to identify and support our system to **create the best opportunities** to be active based on what we have heard and learnt.
- > To **influence greater representation** in our region's workforce and network of those people with lived experience, who we want to support to become more active.
- > To look for opportunities to train and educate our **workforce** and those in our region to understand how we can all make a difference.
- > To **pro-actively speak up** and out against any wrong behaviour we see and hear, and encourage others to do the same.
- **Supporting communities to thrive.**

COVID impacted everyone differently. As we recover, we have a great opportunity to learn from both the positive and negative aspects. A huge sense of community spirit came through everywhere as people stayed closer to home and wanted to help each other, particularly making the most of the outdoor space many of us had access to. But in many communities, workforce, assets and clubs have been considerably affected. We want to help them move from surviving to thriving, particularly the most disadvantaged communities in our region by:

- > **Listening** to the residents of communities to understand their hopes, aspirations and what we need to do better.

- > Looking for opportunities to **support** clubs, organisations and the workforce (both paid and voluntary) to re-establish themselves offering the best opportunities for their residents to get active.
- > Supporting the **connection** of people to the assets of their communities - whether open spaces, travel routes, community and faith centres, leisure and sport facilities.
- > Building **stronger relationships** and connections within the voluntary sector, sharing all of the best ideas and solutions so they can be used elsewhere.
- **Supporting children and young people to experience the enjoyment and benefits that being active can bring.**

Right from the start of life, we see and hear how important family, friends, schools and other social influences are in helping children and young people build movement, sport and physical activity into their lives, often setting the behaviour that follows in later life.

We want to explore how we can work with our partners in children's services, schools and other education institutions, family support groups, clubs and organisations to help the children and young people of the Liverpool City Region become more active. We see a number of ways to do this:

- > Building stronger cross-sector partnerships and **collaboration** across the Liverpool City Region.
- > Collaborate with key partners to ensure young children get the best start in life in their early years.
- > Driving the principles of an **active school** so all children and young people have a positive experience and range of choices to develop physical literacy and improve mental well-being; in a way that builds understanding on how to lead an active life.
- > **Involving** children and young people in the design and decision making of their experiences.
- > Remain focused on positioning movement, physical activity and sport in a way that benefits children and young people who need it most to achieve **positive social outcomes**.
- > Raising awareness and guiding practice with partners to ensure there are adequate **safe** spaces for young people to be active.

- Improving the equality in our region's population health.

Over the past two years we have been working with Active Cheshire, the Cheshire and Merseyside Health and Care Partnership Population Health Board and many stakeholders to develop a whole system approach to using physical activity to tackle inequality in population health. This work will continue through the next four years and will play a key part in our strategy to connect physical and mental well-being to movement, physical activity and sport. This strategy will form the basis of this strand of our work and has two clear ambitions:

- > To develop and embed a **whole-system** approach to physical activity and drive prevention at scale across Cheshire and Merseyside.
- > To support 150,000 inactive people, within the areas of greatest **health inequalities** (Marmot principles), across the region to be more active by 2026.

- Creating a greener and more sustainable Liverpool City Region.

Liverpool City Region Combined Authority has a great strategy to have a fairer, stronger, cleaner city region where no one is left behind. We see huge potential in collaborating with our partners in the region to support this. Whether it is through increased **Active Travel**, use of movement, physical activity and sport to support more sustainable solutions to our climate change challenges, or simply encouraging our residents to enjoy our fantastic parks, **outdoor spaces** and coastlines, we will look to work more closely with the Combined Authority and other partners to understand how we can help.

**WE LOOK FORWARD
TO WORKING WITH
YOU TO MAKE THE
LIVERPOOL CITY
REGION THE MOST
ACTIVE PLACE TO LIVE!!!**



