

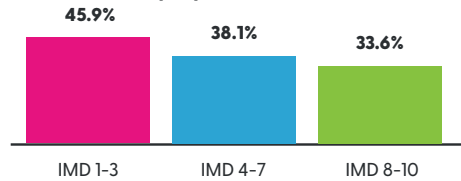
Cheshire East

Place physical activity profile:
May 2023

Issue date: 18/05/23



% 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.

15.9% Cheshire East 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)

122,000

Cheshire East adults 16+ (36.8%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9% Cheshire & Merseyside average = 38.4%)



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

26,600

Cheshire East 5-16y/os (54.9%) don't meet the CMO guidelines for 60 mins physical activity a day (England average = 52.8% CM average = 50.1%)



53% of Cheshire East residents also don't meet the CMO guidelines for muscle strength building activities per week

Active Travel

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



Walking for travel:

9.1%



Cycling for travel:

0.8%

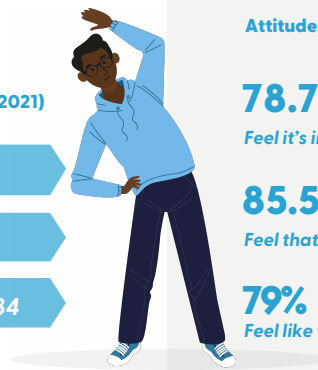
Tackling Inequalities

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: 203,195

People from ethnically diverse communities: 22,229

People with disabilities/long-term health conditions: 98,984



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

78.7%

Feel it's important to do sport/exercise regularly

85.5%

Feel that they have the ability to be physically active

79%

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

- Cheshire East Children and Young People's Plan
- Cheshire East Preparing for Adulthood Strategy
- Cheshire East Place Dementia Plan
- Cheshire East All Age Carers Strategy
- Community Mental Health Transformation Programme
- Cheshire and Merseyside Suicide Prevention Strategy
- All Age Mental Health Strategy



All Together Active is referenced within the Health and Wellbeing Board Strategy. However, Physical Activity is only included in Live Well Longer. Where the number of adults who are physically active is an indicator for success. Physical activity is also mentioned in the Place-based Partnership Plan.