

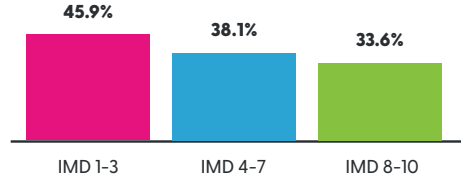
# Cheshire West and Chester

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.

**23% Cheshire West & Chester 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)**

**115,800**

Cheshire West and Chester adults 16+ (39.1%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9% Cheshire and Merseyside av = 38.4%)



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

**19,600**

Cheshire West and Chester 5-16y/os (56.7%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 52.8% CM average = 50.1%)



**60.7%** Cheshire West and Chester residents also don't meet the CMO guidelines for muscle strength building activities per week. (Active Lives, 2020/21)

## Active Travel

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

**Walking for travel:**

**11.9%**



**Cycling for travel:**

**1.6%**



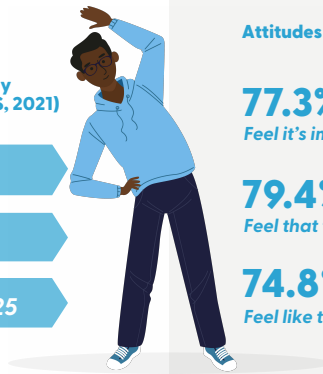
## Tackling Inequalities

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: 182,842

People from ethnically diverse communities: 16,788

People with disabilities/long-term health conditions: 93,525



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

**77.3%**

Feel it's important to do sport/exercise regularly

**79.4%**

Feel that they have the ability to be physically active

**74.8%**

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

- Adult safeguarding policy
- All Age Carers Strategy 2021-26
- All Age MH strategy
- Cheshire West Place Joint Health and Social Care Commissioning Strategy for Adults with a Learning Disability and/or Autism 2021-2025
- Brio Leisure Commercial Strategy March 2022
- Cheshire West And Chester' Council's "Walk. Ride. Thrive" Local Cycling and Walking Infrastructure Plan (LCWIP) 2020-2030
- Cheshire West Place Plan
- Children and Young People's Plan 2020-2024
- Climate Emergency Response Plan
- Cycling Strategy
- Emotional Health and Wellbeing Action Plan
- Highways Asset Management Strategy
- Housing strategies, policies and research
- Inclusive Economy Strategy
- Local Transport Plan 2011 - 2026
- Planning policy
- Play Strategy
- Playing Pitch Strategy
- Rural regeneration strategy and action plan
- West Cheshire Children's Trust - Special Educational Needs and Disability (SEND) Strategy 2020-2024
- Social Value policy
- Youth Work Strategy 2021 - 2024

Health Improvement Strategy includes healthy eating and being active, alongside smoking, alcohol misuse and sexual health. No specific Physical Activity Strategy, but plenty of evidence of the commitments from the Borough towards physical activity, sport and movement, e.g.

- The Five Ways to Wellbeing campaign - Funding for Brio Leisure's pilot of Hub and Spoke model to reach communities on their doorstep
- Public Health investment in physical activity to support men's mental health
- Mental Health Transformation funds invested in Severe Mental Illness and Physical activity pilot.