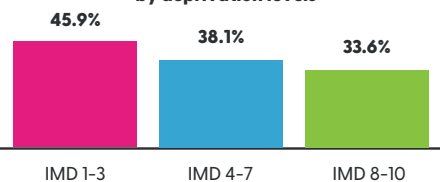


Knowsley



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.

68.6% Knowsley 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)

53,100

Knowsley adults 16+ (42.6%) don't meet the CMO guidelines for 150 mins physical activity per week (England average = 36.9%, Cheshire & Merseyside (CM) average = 38.4%)

66.6% Knowsley residents also don't meet the CMO guidelines for 2 muscle-strength building activities per week



Inactivity levels in young people (Active Lives, 2017/18)

10,500

Knowsley 5-16y/os (66%) 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 days per week (OHID, 2019/20)



Walking for travel:

14.9%



Cycling for travel:

1.4%

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: 80,668

People from ethnically diverse communities: 7,284

People with disabilities/long-term health conditions: 43,417



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

73.8%

Feel it's important to do sport/exercise regularly

77.2%

Feel that they have the ability to be physically active

69%

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

in progress



Connected Strategies

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

- o Knowsley 2030 Strategy
- o Knowsley Council Plan 2022-2025
- o Knowsley Healthy Weight Strategy
- o Knowsley Falls & Fractures Prevention Plan
- o Knowsley Local Cycling and Walking Infrastructure Plan
- o Knowsley Council Climate Emergency Action Plan
- o Knowsley Green Space Strategy
- o Community Safety Strategic Plan
- o Knowsley Playing Pitch Strategy

Physical Activity Strategy for Knowsley is currently in development, set for a release in 2023. Knowsley's Joint Health and Wellbeing Strategy lists reducing health inequalities, mental health, wellbeing and social isolation as priorities - physical activity can contribute to the strategy's priorities.

