



LIVERPOOL'S ACTIVE PROMISE

OUR CHILDREN AND YOUNG PEOPLE PHYSICAL ACTIVITY PLAN





**The groundwork of
all happiness is health."**

Leigh Hunt 18th Century Poet



FOREWORD

Welcome to the Liverpool Active Promise!

We are the Liverpool Young Advisers who have been tasked with writing this foreword.

We know that physical activity has the potential to change young people's lives. We also recognise the barriers that young people like us have to access opportunities to participate in sport and play.

The Liverpool Active Promise highlights these challenges, but also the innovative way the City intends to challenge inactivity and use the power of being active in improving young people's physical, social and emotional wellbeing!

Despite the challenges young people face to be active, our research with young people brought hope. We found that there is an evident potential for young people to make changes in their lives and be more active.

We need you to read this plan, think differently, support the **Active Promise** and act. Young people who we spoke to agreed that physical activity was important, but simultaneously find it difficult to be physically active. We trust in you to support us in delivering the Liverpool Active Promise to...

Provide every opportunity for every young person to move more every day, enabling Liverpool to be the most active core city in England by 2026.

With your support we can all make the **Liverpool Active Promise** happen!



The Liverpool Safeguarding Children Board (LSCB) Young Advisors (YA's) are a team of young people working alongside community leaders to improve our communities and find ways to solve the issues affecting young people.

The LSCB YA team recognise the voices of young people, bring unique expertise and knowledge about being young to influence an organisations planning, decision making and marketing. The LSCB YA team work directly with other young people and encourage them to become involved so that their voices can be truly heard.

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INTRODUCTION TO THE ACTIVE PROMISE

Liverpool's Active Promise is a plan for change. It is a plan to create new norms for the young people of Liverpool so that they reduce the time they spend being sedentary and increase the amount of time they spend being active.

As part of The Liverpool Promise¹ action plan we are committed to raising the profile of young people's inactivity in Liverpool. The plan builds on the Liverpool Active City Strategy (2014-21) and is integral to the City's vision: **"Liverpool to be the Most Active City² in England by 2026, inspiring and enabling people who live and work in Liverpool to be active every day for life."** The Promise aims to make a significant contribution to the vision to create **"A Fairer Healthier Happier Liverpool"** as set out within the Joint Health and Wellbeing Strategy³, by making a positive impact on emotional health and wellbeing as a key priority. This will be further supported through the delivery of Liverpool's Inclusive Growth Plan⁴ and the One Liverpool Strategic Health Plan⁵.

This plan is for every resident and professional in Liverpool that has the potential to impact on the health and future life chances of children and young people in the City. We all have a part to play, whether we are funding, organising, delivering, role modelling or providing

services or space for young people to access. We are all responsible for the change we need to bring about in our schools, homes, streets and communities. It is adults that prevent young people from moving and we all have a part to play in delivering the Active Promise.

For the Active Promise to succeed, we need the support of everyone to create a healthier future for this generation of young people living and working in Liverpool. This will require collaboration, a focus on the actions and a clear commitment to giving the young people in Liverpool those five years back!

We think an Active Promise is groundbreaking. We want it to be Liverpool's approach to creating new norms and behaviours that increase young people's physical activity. We know it will contribute to the health and wellbeing issues facing young people in Liverpool and ensure that we have a better chance of achieving the Chief Medical Officers' guidelines for physical activity⁷ and improving the emotional health and resilience of every young person.⁸

 **For the first time in history this generation are expected to die 5 years younger than their parents."**⁶

Nike – Designed to Move – 2012



PICTURE OF INACTIVITY FOR YOUNG PEOPLE IN LIVERPOOL

Age 0-5 physical activity recommendations

180 minutes a day of activity for children able to walk

10% nationally

Health Survey England 2018

10% in Liverpool

Health Survey England 2018

Fig. 1 Young people's physical activity – National v Liverpool

The early years are critical for developing the foundations of movement and ensuring early behaviours are established so that all children can get the best start in life. We know that children with better health and wellbeing are likely to achieve more, and a positive association exists between physical activity, physical literacy and children being at a good stage of development prior to school (school readiness).

Despite this, only 10% of under 5's are reaching the Chief Medical Officer recommended activity levels of 180 minutes per day. Creating healthy habits and a love of movement at a young age is essential in addressing inactivity and addressing physical and emotional wellbeing issues created in later life.

Age 5-18 years physical activity recommendations

60 minutes of activity every day

26% nationally

Public Health England Fingertips data 2018

22% Liverpool

Public Health England Fingertips data 2018

Breakdown for Liverpool

23% boys achieving 60 minutes a day

20% girls achieving 60 minutes a day

75% take part in physical education

70% take part in after school clubs

34% take part in community sport

26% travel actively to school

Fig. 2



CONSEQUENCES OF INACTIVITY

// Inactivity is a root cause for most non-communicable diseases,⁹ particularly those formed in later life in the poorest areas of the City. We want to create a change to this norm for young people in Liverpool.”

Dr. Sandra Davies, Director of Public Health

Physical inactivity is recognised as an important precursor of chronic ill health but is something that we can take positive action against. Modifying behaviours from an early age, and understanding who is most in need of intervention is critical to improving young people’s physical and emotional wellbeing.

Significantly, for today’s generation of children, inactivity is having an adverse effect on their mood, increasing stress and anxiety disorders and impacting their general happiness and potential in life.

We also know that if we don’t address inactivity now, then young people are at a far greater risk of contracting non-communicable diseases such as depression, obesity and diabetes later in their adult life.

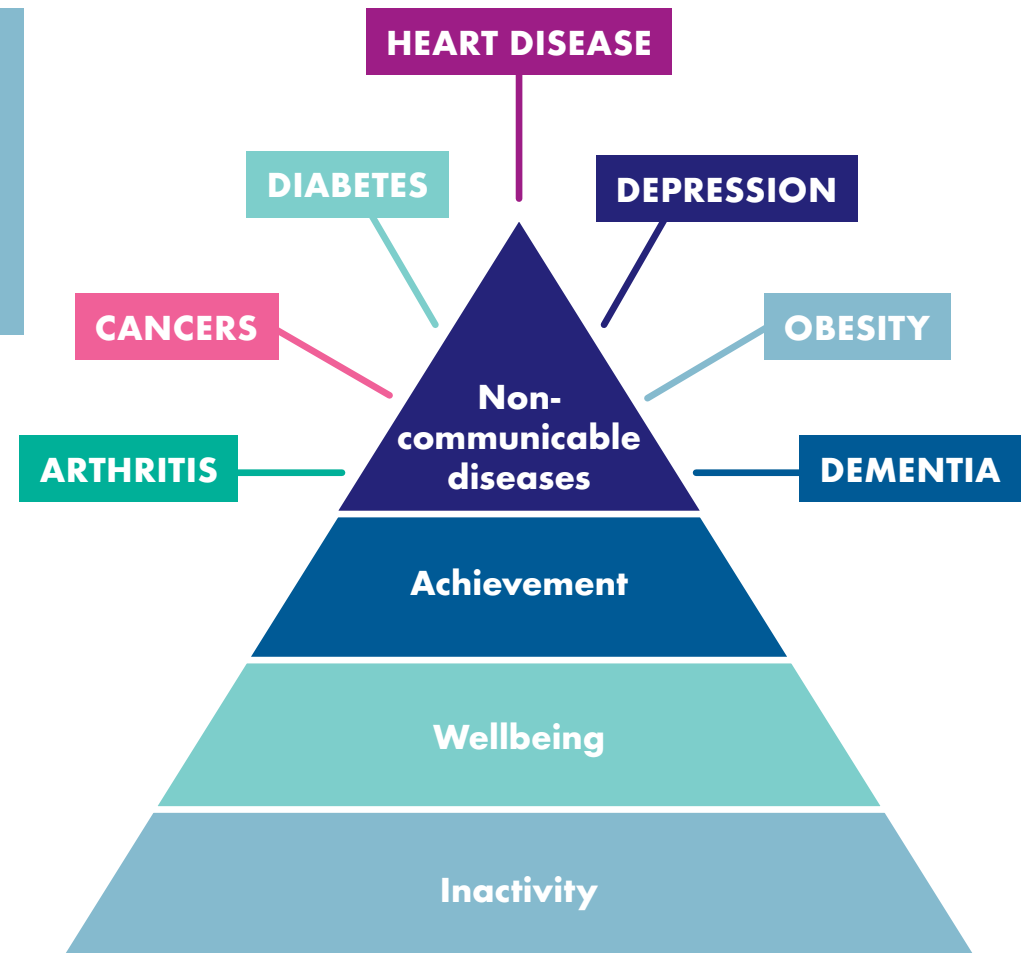


Fig. 3 Relationship between inactivity and a decline in health and wellbeing into adulthood

BENEFITS OF PHYSICAL ACTIVITY

Regular physical activity health benefits, increasing activity to at least 60 minutes a day...

Benefits of focusing on physical activity can help to address the following challenges in the City...



Improved emotional and mental health



Improves health and fitness



improves learning outcomes and academic performance



Builds confidence and social skills



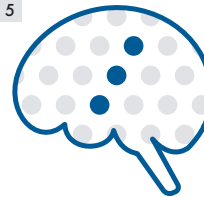
Maintains healthy weight



Reduces the risk of developing health conditions in adulthood

Fig. 4 Chief Medical Officers' Physical Activity Guidelines (2016)

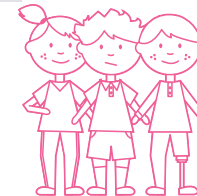
Fig. 5



24% of 5-16 year olds

in Liverpool have an emotional wellbeing issue, with 61% of those being boys and 39% girls

Fig. 6



59.7% of 5 years olds

in Liverpool are achieving a good level of development at the end of reception

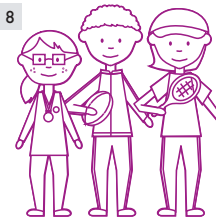
Fig. 7



37.9% of Year 6 children

in Liverpool leave primary school either overweight or obese.

Fig. 8



51.4% of young people

in Liverpool achieve five A*-C grades at GCSE

Fig. 9



13.3% of 4 year olds are overweight

11.9% are obese in Liverpool. Rising to 15.9% of 10-11 year olds being overweight and 23.5% obese

Fig. 10



78% of teenagers

in Liverpool spend 7 hours or more being sedentary every day (not including sleep)

So, you can see why this Active Promise and the actions associated are critical. We know the difference increasing physical activity¹⁰ can make to all the issues relating to young people's physical and emotional wellbeing and why the **Liverpool Active Promise** must be a priority.

THE LIVERPOOL LANDSCAPE

Throughout the process of developing the Liverpool Active Promise, some specific challenges have arisen to increasing physical activity.

The landscape for PE, sport and physical activity in Liverpool is a fragmented one.

The offer for young people is not joined up with isolated examples of good practice in collaborating to increase physical activity and target those that need it the most. There is a need to maximise investment, e.g. PE and Sport Premium, Healthy Pupils Capital Fund, Sport England funding and create projects through real collaboration that are needs-led.

There is a postcode lottery in Liverpool for many young people.

Effective use of resources is limited by the competitive culture that exists between schools, community partners/clubs and providers. Opportunities are not being targeted in those communities that need it the most, and young people and communities that require the most support are marginalised.



Many of the sports and activities I want to do aren't provided at school and I don't know where I can go to do parkour after school.

"My mum says we can't walk to school because she has to shoot straight off to work after dropping me."

De La Salle Focus Group

Physical activity is not valued highly enough in education.

Young people talk about a focus on academic standards and reducing PE, sport and physical activity time in favour of revision and extra lessons. This is having an adverse effect on emotional wellbeing and feelings of pressure and stress. Yet schools that have an active culture can demonstrate improved wellbeing and high levels of engagement in learning.



The only chance I get to play sport is when we are at school and because of transport we can't often do that. We need better provision for disability sport in areas of the City that is closer to home."

Disability Advisory Council

The offer for young people is too focused on traditional sports.

Football dominates a majority of the offer, particularly in adolescence, and young people want to see a more diverse community club offer and access to individual urban sports and places that have a more recreational feel as opposed to being competitive or performance orientated.



I think there is too much football in Liverpool and if kids are no good at it then there isn't anything else to do.

"There is quite a bit of social conditioning from PE teachers who tell you that you can't do certain sports because 'they are for boys'!"

Young Advisers Group

A group of young children in school uniforms are running along a path outdoors. The children are wearing blue and white checkered dresses and white shirts. They are running towards the camera, and their hair is blowing in the wind. The background shows a stone wall and some greenery.

There are aspects of planning and delivery that prevent children and young people from accessing play and sport opportunities.

These challenges relate to the location of activities, signage and urban design preventing active play, and unsafe streets creating a fear culture amongst parents to let them participate beyond the home. Without addressing these challenges we are in danger of creating a more sedentary culture within schools and homes and not maximising the unprecedented resource within the City.

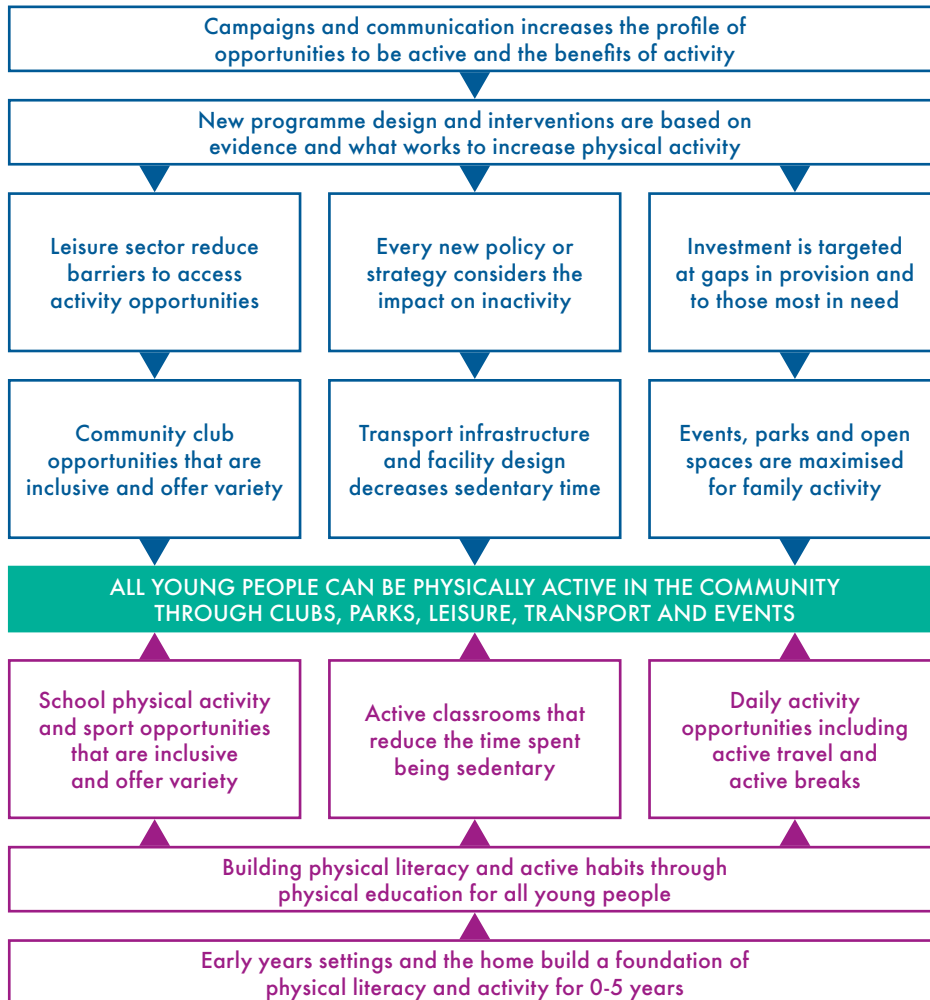


Children learn as they play and most importantly, in play children learn how to learn.”

Fred Donaldson, Play Specialist

WHAT WORKS TO INCREASE ACTIVITY?

A SYSTEMS APPROACH DEVELOPED THROUGH THE LIVERPOOL ACTIVE PROMISE CONSULTATION



A systems approach to increasing physical activity in Liverpool.

In order for there to be a change in young people's physical activity behaviours, there must be an integrated and collaborative system. This requires some fundamental principles outlined in the diagram here:

- 1 Young people are customers! They are the end user for your products and programmes regardless of whether it is a paid for service, and they must be central to why, how and what is being delivered. Our first thought has to be, "How do we reduce barriers for every young person to access this opportunity?"
- 2 The systems approach allows for young people to be active regardless of the environment they are in, whether that is the home, school, leisure facility or whilst travelling.
- 3 It starts with a maternity pathway through to developing a movement competence and confidence, and creating physically literate young people from the early years through to when they go to secondary school, e.g. does PE and sport and the EYFS curriculum focus on movement competence or sport skill competence?
- 4 It is supported by schools assisting movement competence by providing various ways in which movement can be increased throughout the school day and not just in traditional periods of the curriculum, such as physical education lessons and enrichment time, e.g. schools making provision for active curriculums and focusing just as much on reducing sedentary time as they do on increasing activity.
- 5 It requires community providers to think differently and consider physical activity as the predominant policy driver. That means having a clear understanding of the health and economic benefits of being more active through that service, e.g. a young person walking rather than being driven to school and the impact on the environment, traffic congestion and their health and wellbeing. It is about putting that young person's health and wellbeing front and centre.
- 6 Finally, it is about ensuring that new programmes, interventions, campaigns and messaging always uses an evidence-based approach. Are we articulating the things that work and that we know can be replicated in the City from other parts of the UK or internationally, e.g. can we be confident that increasing access to Liverpool's green spaces and parks will increase activity?

See resources and evidence based practice on pages 34-38.

THE DESIGN PRINCIPLES FOR INCREASING ACTIVITY

Approaches to increase physical activity can be categorised into three main areas:

Informational approaches

- Informational approaches are designed to increase physical activity by providing information necessary to motivate and enable people to change their behaviour, as well as to maintain that change over time.
- The interventions use primarily educational approaches to present both general health information, including information about cardiovascular disease prevention and risk reduction, as well as specific information about physical activity and exercise.
- Informational approaches aim to:
 - Change knowledge about physical activity benefits.
 - Increase awareness of how to increase physical activity in the community.
 - Explain how to overcome barriers and negative attitudes about physical activity.
 - Increase taking part in community-based activities.

Behavioural and social approaches

- Behavioural and social approaches focus on increasing physical activity by teaching widely applicable behavioural management skills and by structuring the social environment to provide support for people trying to initiate or maintain behaviour change.

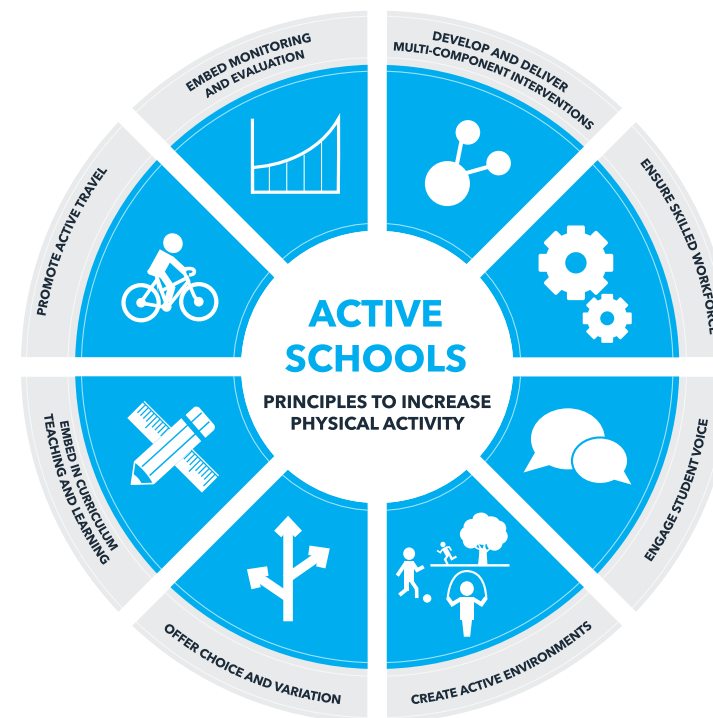
- Interventions often involve individual or group behavioural counselling and typically include the friends or family members that constitute an individual's social environment.
- Skills focus on recognising cues and opportunities for physical activity, ways to manage high-risk situations, and ways to maintain behaviour and prevent relapse.
- Interventions also involve making changes in the home, family, school, and work environments.

Environmental and policy approaches

- Environmental and policy approaches are designed to provide environmental opportunities, support, and cues to help people develop healthier behaviours.
- The creation of healthful physical and organisational environments is attempted through development of policy that lends itself to creating supportive environments and strengthening community action.
- To affect entire populations, interventions in this category are not directed to individuals but rather to physical and organisational structures.

www.sportengland.org/research

Eight principles of what works to increase physical activity in schools and colleges



www.gov.uk/government/publications/what-works-in-schools-to-increase-physical-activity-briefing

THE LIVERPOOL ACTIVE PROMISE

There is a strong commitment to creating happy, healthy young people across the City, building on the strong education and community networks, expertise of the workforce and increased resources coming into the City.

The Liverpool Active Promise will be achieved by...

Providing every opportunity for every young person in Liverpool to move more every day.

We are at the tipping point for young people's health and wellbeing in the City. It is critical we are all accountable for and deliver a Liverpool Active Promise that is forward thinking, simple and achievable. This promise will be delivered through a series of tangible, accountable deliverables and actions. Outlined are those who will be responsible for them and how they will be resourced.

THROUGH THE ACTIVE PROMISE OUR VISION IS TO...

Be the most active core city in England by 2026, with 90% of children and young people achieving 30 active minutes every day¹, and a 10% increase² in those achieving Chief Medical Officer guidelines¹

For early years (0-5)



For 5-18 years



¹30 minute measure applies to those aged 5-15 and the CMO measure applies to all ages
²10% = 10 percentage points



It is really important we start making better provision for young people with special educational needs and disabilities beyond school so they have better access to activities locally."

Paul Cronin, Head Teacher, Redbridge School

LIVERPOOL ASSETS

There are a wide range of assets in Liverpool that enable people to be active. We know that a significant number of residents and stakeholders have a positive outlook within the City and have many assets from which we can build. These include but are not exclusive to:

- Good school networks and connected Head Teachers
- Committed political partners and community stakeholders
- Open access parks and open spaces
- A rich physical activity, sporting and cultural offer and the hosting of world-class events
- A vibrant youth culture with unique characteristics
- A track record of behaviour change
- A credible foundation of sporting success
- A history of bringing in significant investment for sport and culture
- An aspiration to significantly increase active travel

THE ACTIVE PROMISE AIMS

It is imperative that the **Active Promise** builds on these assets and creates a series of aims that deliver sustainable transformation across the City. Based on the insight from young people, the engagement and consultation with stakeholders and end users, and the direction of travel of national and local policy, the **Active Promise** aims to:

1. To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise
2. To raise awareness of the benefits of physical activity and the opportunities available locally for young people and families
3. To enable every young person and family to access high quality, inclusive opportunities to be active every day within the community
4. To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy
5. To evidence the impact of the Liverpool Active Promise and use learning to shape future plans



My mum says it isn't safe for me to go to the park to do the new holiday club... it is only three streets away."

Young Person, Wavertree Primary School

SUPPORT THE LIVERPOOL ACTIVE PROMISE!

It will take a generation to create the transformational change needed to address inactivity in Liverpool.

We want everyone to get involved and commit to the Liverpool Active Promise!

The success of the Promise will be based on all of us ensuring we are taking responsibility for the actions within it and measuring its success.

We have ensured that there is something for children and young people, families, partners and stakeholders to get involved with and we hope you will join us in making the Liverpool Active Promise happen.

You can sign up and join the Liverpool Active Promise by going to: **www.liverpoolactivepromise.co.uk** to confirm your support and commitment to:

Provide every opportunity for every young person in Liverpool to move more every day.

You can support the Active Promise by:

1. Committing to an action.
2. Accessing our great range of resources to help young people be more active.
3. Attending one of the Liverpool Active Promise events in the city.
4. Spreading the Liverpool Active Promise message.
5. Simply signing up to the Liverpool Active Promise to show it is important to you!

A great range of resources are also available via the website.

With the evidence of increased physical activity and reduced sedentary time on future life chances and reduced health burdens, we must take this golden opportunity to do things differently.

It will also mean greater clarification on roles and responsibilities, more effective commissioning, greater insight into gaps in provision and how funding should be utilised to have greater impact on those young people that need it the most. This will mean all stakeholders across the City commit to working with parents, families and the City's diverse and hard-to-engage communities to deliver the **Active Promise!**

This will require a systems approach and evidence based programme designed to increase physical activity.

(See Appendix 4 for case studies).



With changing patterns of education, play, travel and leisure leading to unhealthy lifestyles and inactivity; it is critical for the future health and emotional wellbeing of young people in Liverpool that we all act now as a collaboration of stakeholders."

Steve Reddy, Director of Children's Services

ACTION PLANS

The following actions outline the ambitious nature of this plan and how we would like to achieve the Active Promise over the next 7 years.

This will require stakeholders, partners, deliverers, parents, children and young people to collaborate, maximise existing resources and funding, and identify additional resources and opportunities to deliver these ambitious plans.

ALL AGES (0-25 YEARS)

Aim	Action
To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise	Establish a Children, Young People and Families Steering Group that informs Active Promise Plan delivery
	Development of an 'Active 30' Kitemark that recognises good practice and identifies development opportunities within children's, young people's and family settings
To raise awareness of the benefits of physical activity and the opportunities available locally for young people and families	Develop and deliver appropriate insight-led behaviour change and marketing strategies targeting children, young people and families
	Develop an information source promoting inclusive opportunities for children, young people and families to be active in Liverpool including ante-natal/pre-birth
	Develop Active Challenges that motivate children, young people and families to engage in activity and maintain active habits
To enable every young person and family to access high quality, inclusive opportunities to be active every day within the community	Deliver specific approaches in schools and targeted services settings to engage children in underrepresented groups, eg. Girls Active
	Develop the PAS offer available for children, young people and families, particularly within communities in greatest need
	Develop the programme of inclusive opportunities for SEND children and young people
	Introduce homework free nights linked to a city-wide physical activity offer, similar to BUCS programmes

ACTION PLANS

ALL AGES (0-25 YEARS)

Aim	Action
<p>To enable every young person and family to access high quality, inclusive opportunities to be active every day within the community</p>	<p>Develop a programme that links schools, targeted services and children centres with community activities, e.g parkrun</p>
	<p>Develop a version of 'parkrun' for walking, cycling and scooting, and promote to local families, building on the Let's Ride pilot delivered by British Cycling</p>
	<p>Develop digital products that gamify parks and engage families in physical activity</p>
	<p>Develop an activity passport that enables families to access up to 5 free local PAS activities per year</p>
	<p>Facilitate additional opportunities for young people to engage in active travel</p>
	<p>Develop a Major Events Legacy Programme that links schools, targeted services and children centres with Major Events and related PAS provision</p>
	<p>Promote the use of existing cycle racks in schools and youth facilities, e.g. allocate racks to specific year groups on a rotation and deliver additional cycle activities on those days</p>
	<p>Pilot a programme offering extra-curricular activity for inactive and fairly active children and young people - link to extending the workforce, and young person governance</p>
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p>	<p>Develop a targeted family provision offer for underrepresented groups and those who are NEET</p>
	<p>Develop a research project to test the impact of free/subsidised travel on access to Active 8 Membership by concessionary members</p>
	<p>Pilot PAS local taster activities in schools as part of curriculum collapse days</p>
	<p>Pilot targeted inclusive lunchtime local provider visits/taster sessions in schools and PRUs</p>
	<p>Pilot satellite clubs at special schools and PRUs</p>

ACTION PLANS

ALL AGES (0-25 YEARS)

Aim	Action
To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy	Pilot a programme to recruit Physical Activity Champions that engage inactive and fairly active families in schools and community settings
	Implement Active Classrooms programmes in schools
	Develop a register of providers that implement the high quality PE support framework
	Create positive signage and access to open spaces to promote active play and recreational activity for children and their families
To evidence the impact of the Liverpool Active Promise and use learnings to shape future plans	Include the development of outdoor play installations as part of Section 108 agreements
	Utilise standardised performance and impact measures at intervention and population levels



I couldn't tell you how much activity I do but I can tell you how much time I spend sat down doing stuff like watching tele and eating... bad that!"

Young Adviser Group

ACTION PLANS

0-5 YEARS

Aim	Action
To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise	Strategic Early Years Groups to adopt the Liverpool Active Promise as a key delivery strand Deliver 'Physical Activity in the Early Years' awareness sessions within Early Years Conferences
To raise awareness of the benefits of physical activity and the opportunities available locally for young people and families	Early Years Providers to sign the Liverpool Active Promise and commit to 3 core actions: 1. EY Providers to nominate lead Liverpool Active Promise contact 2. EY Providers to promote the benefits of children aged 0-5 being active to recommended levels to every parent or guardian accessing their services 3. EY Providers to embed physical activity provision into their weekly programme and signpost families to further opportunities
To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy	Provide tailored support and best practice resources to targeted children and families providers in developing their '30 minutes' offer to engage key target audiences, to include: <ul style="list-style-type: none"> • Access to 'BalanceAbility' programme • Promotion of the Lifestyles Fitness Centre free swimming offer for children aged 0-5 • Training programme for staff to offer 'stay and play' sessions for children and their families • Brief intervention and advice training for staff • Equipment/training for staff that enables use of the National Early Years Physical Literacy Framework
To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy	Develop the City's physical activity offer for families with children aged 0-5

 **Awareness of the importance of physical literacy in the early years is lacking across the sector and we need to change that quickly."**

Lynne Boddy, Liverpool John Moores University

ACTION PLANS

0-5 YEARS

Aim	Action
To raise awareness of the benefits of physical activity and the opportunities available locally for young people and families	Implement a brief intervention and advice training programme for Family/ Maternity Health Visitors/Clinicians and School Nurses
	Embed brief advice and awareness training into Early Years and Maternity qualifications
	Deliver 'Fit for Me' Campaign Roadshows in Early Years settings
	Deliver 'Fit for Me' events in public spaces to encourage under 5's and their parents to play together



If behaviour is going to really change in the first 1,001 days of childhood we need to address the training issue head on with Early Years education qualification providers across the City."

Elaine Rees, Liverpool City Council

ACTION PLANS

5-11 YEARS

Aim	Action
To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise	Providers working with 5-11 year olds (including those who are NEET) to sign the Liverpool Active Promise, and commit to 2 core actions (3 for Schools): <ol style="list-style-type: none">1. Schools and Providers to nominate lead Liverpool Active Promise contact2. Schools and Providers to work towards enabling every child to access 30 minutes of physical activity every day (outside of PE time) with a focus on inactive young people3. Schools to work towards providing 2 hours of high quality PE every week for every child developing their love of moving, life skills and wellbeing
	Deliver Physical Activity awareness sessions at Headteacher and PE Coordinator Conferences
	Schools to evaluate, review and revise the use of financial resources ringfenced for PE and PAS (individually and collectively)



There is a clear lack of practitioner confidence and competence to get children more active and engage with parents on increasing activity at home."

Chris Wright, Youth Sport Trust

ACTION PLANS

5-11 YEARS

Aim	Action
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p> <p>AND</p> <p>To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise</p>	<p>Provide tailored support and best practice resources to targeted schools and providers in developing their '30 minutes' offer to engage key target audiences, to include:</p> <ul style="list-style-type: none"> • Information regarding free good practice and resources that enable children and young people to access 30 minutes of physical activity and sport outside of PE time in school settings, and those who are NEET • Promotion of the Lifestyles Active8 membership to young people aged 17 & under • Support for staff to become more active • Fit for Me e-letter for staff and parents • Information regarding Active Travel initiatives, eg. Living Streets • Liverpool Active Promise Networking Event x1 • Information regarding support towards achieving School Games Quality Mark
<p>To enable every young person and family to access high quality, inclusive opportunities to be active every day within the community</p>	<p>Develop sustainable community-wide mass participation initiatives that engages people in every day activity</p>

“ Long-term change in family behaviours starts with changing the norms for them in understanding why inactivity is a big issue for young people. We need them to be able to access and use facilities and spaces across the City including school sites and using inspirational events to encourage participation.”

Matt White, Much Woolton Catholic Primary School

ACTION PLANS

11-16 YEARS

Aim	Action
<p>To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise</p>	<p>Providers working with 11-16 year olds (including those who are NEET) to sign the Liverpool Active Promise, committing to 2 core actions (3 for Schools):</p> <ol style="list-style-type: none">1. Schools and Providers to nominate lead Liverpool Active Promise contact2. Schools and Providers to work towards enabling every young person to access 30 minutes of physical activity every day (outside of PE time), with a focus on inactive young people3. Schools to work towards providing 2 hours of high quality PE every week for every young person to develop their love of moving, life skills and wellbeing
	<p>Deliver Physical Activity awareness sessions at Headteacher and PE Coordinator Conferences</p>
	<p>Consider a collective approach to drawing down Healthy Schools Capital Funding</p>

ACTION PLANS

11-16 YEARS

Aim	Action
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p> <p>AND</p> <p>To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise</p>	<p>Provide tailored support and best practice resources to targeted schools and providers in developing their '30 minutes' offer to engage key target audiences, to include:</p> <ul style="list-style-type: none"> • Access to good practice and resources that enable children and young people to access 30 minutes of physical activity and sport outside of PE time in school settings, and those who are NEET • Promotion of the Lifestyles Active8 membership to young people aged 17 & under • Support for staff to become more active • Fit for Me e-letter for staff and parents • Access to Active Travel initiatives, eg. Living Streets • Liverpool Active Promise Networking Event x1 • Access to support towards achieving School Games Quality Mark
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p>	<p>Develop/promote training opportunities for staff/teachers in engaging less active young people</p>



We need to co-ordinate everything that already exists in the City and communicate that effectively to young people and their families before we start to create anything new, as we are not maximising existing resources to best effect."

Lee Ratcliffe, Calderstones School

ACTION PLANS

16+ YEARS

Aim	Action
To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise	Strategic FE Groups to adopt the Liverpool Active Promise as a key delivery strand
	Providers working with young people aged 16+ (including those who are NEET) to sign the Liverpool Active Promise, committing to 3 core actions: <ol style="list-style-type: none">1. Providers to nominate lead Liverpool Active Promise contact2. Providers to promote the benefits of being active to recommended levels to every young person in their setting3. Providers to work towards supporting every young person in their setting to access 30 minutes of physical activity every day
	Deliver 'Physical Activity Awareness' sessions for staff



NO BALL GAMES signs, security and fencing preventing young people with access to play and sport participation are creating barriers to being active and promoting more sedentary behaviour.”

Yvonne Maddocks, Targeted Services

ACTION PLANS

16+ YEARS

Aim	Action
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p> <p>AND</p> <p>To inspire stakeholders to provide leadership and organisational commitment to champion and implement the Liverpool Active Promise</p>	<p>Develop a Liverpool Active Promise Supporter Package for colleges that includes:</p> <ul style="list-style-type: none"> • Access to good practice and resources that enable young people to access 30 minutes of physical activity and sport outside of PE time, including those who are NEET • Promotion of Lifestyles membership schemes to all young people • Support for staff to become more active • Fit for Me e-letter for staff and parents • Access to Active Travel initiatives • Liverpool Active Promise Networking Event x1 • Access to support towards achieving Quality Mark
<p>To ensure every young person can access high quality, inclusive PE and PAS opportunities for 30 minutes every day in education, youth and family settings to establish and reinforce lifelong health and physical literacy</p>	<p>Recruit PAS Champions to engage young people within target audiences to be more active</p>

MEASURING IMPACT

We need to know what success looks like for young people in Liverpool when the **Active Promise** is delivered.

We will feel it and we will see it. Young people will be fitter, have greater concentration and brain function in school, experience less stress and anxiety and be happier healthy future citizens of this City. There is a need for simple measures of success that demonstrate the impact of the Liverpool Active Promise on levels of physical activity. A positive impact will contribute to outcomes of key strategies and plans such as the Children and Young People's Plan, the Local Government Healthy Weight Declaration, and in particular, the Children & Young People's Mental Health and Emotional Wellbeing Transformation Plan (2015-20).

This will be measured through the Sport England Active Lives Children's Survey and we will measure the broader impact of physical activity on their physical, social and emotional wellbeing. This will be benchmarked using the Public Health England indices of Child Health that is gathered across various national surveys and statistics.¹¹

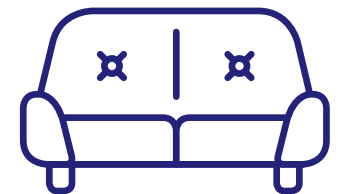
SUCCESS MEASURES FOR INCREASING ACTIVITY

PHYSICAL ACTIVITY



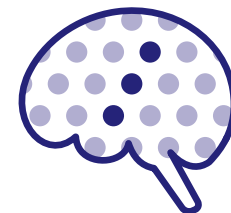
70% of 5-15 year olds doing at least 30 minutes every day

SEDENTARY TIME



78% of 11-15 year olds sedentary over seven hours per day

WELLBEING



10% of 5-16 year olds have a diagnosable mental health illness

LIFESTYLE



73.5% of Year 6 pupils are a healthy weight

HAPPINESS



16% of 5-16 year old young people reporting low life satisfaction

Benchmarking

Enabling every young person to be physically literate and ensure that...

“Every young person has the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.”

This will be benchmarked using the Sport England Active Lives Children Survey.



APPENDIX 1 — REFERENCES

ILLUSTRATIONS:

Figure 1 – British Heart Foundation National Centre “Best Start – A manifesto for physical activity in the early years” (2016)

Figure 2 – Me & My Lifestyle Survey and Health Survey England (2016)

Figure 3 – World Health Organisation “Non-communicable diseases report” (2013)

Figure 4 – Chief Medical Officers’ Physical Activity guidelines 5-18 Years (2011)

Figure 5 – National Child & Maternal Health Intelligence Network (2017)

Figure 6 – National Child & Maternal Health Intelligence Network (2017)

Figure 7 – Me & My Lifestyle Survey (2016)

Figure 8 – Liverpool Local Transformation Plan for Children’s Mental Health (2015)

Figure 9 – National Child & Maternal Health Intelligence Network (2017)

Figure 10 – Public Health England Child Health Profile for Liverpool (2017)

- 1** The Liverpool Promise – Cross-Council Children and Young People Strategy (2017)
- 2** Measured against Core Cities in England
- 3** Liverpool Joint Health and Wellbeing Strategy (2014-19)
- 4** Liverpool Inclusive Growth Plan (2018)
- 5** One Liverpool Strategic Health Plan (2018-21)
- 6** NIKE Designed to Move – The Inactivity Pandemic (2012)
- 7** Start Active, Stay Active – Chief Medical Officers’ Report on Physical Activity (2011)
- 8** Liverpool Children & Young People Mental Health and Emotional Wellbeing Transformation Plan (2015-20)
- 9** World Health Organisation – Non-communicable diseases report (2013)
- 10** Chief Medical Officer Infographics for 0-5 and 5-18 Years Physical Activity – Revised (2016)
- 11** Public Health England Child Health Profiles <http://fingertips.phe.org.uk/profile-group/child-health/profile/child-health-overview>

APPENDIX 2 – CHIEF MEDICAL OFFICERS' GUIDELINES FOR PHYSICAL ACTIVITY

Physical activity for early years (birth – 5 years)

Active children are healthy, happy, school ready and sleep better

BUILDS RELATIONSHIPS & SOCIAL SKILLS	MAINTAINS HEALTH & WEIGHT	CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
IMPROVES SLEEP	DEVELOPS MUSCLES & BONES	ENCOURAGES MOVEMENT & CO-ORDINATION

Every movement counts



PLAYGROUND	JUMP	CLIMB
MESSY PLAY	THROW/CATCH	SKIP
OBJECT PLAY	DANCE	GAMES
PLAY	TUMMY TIME	SWIM
WALK	SCOOT	BIKE

Move more. Sit less. Play together

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

Chief Medical Officers' physical activity guidelines for the 0-5 Years

Physical activity for children and young people (5 – 18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS	DEVELOPS CO-ORDINATION	STRENGTHENS MUSCLES & BONES	MAINTAINS HEALTHY WEIGHT
IMPROVES CONCENTRATION & LEARNING	IMPROVES HEALTH & FITNESS	IMPROVES SLEEP	MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least 60 minutes everyday

All activities should make you breathe faster & feel warmer

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	SPORT	PE
SKIP	CLIMB	WORKOUT	DANCE

Include muscle and bone strengthening activities 3 TIMES PER WEEK

Sit less LOUNGING

Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

Chief Medical Officers' physical activity guidelines for the 5-18 Years

APPENDIX 3 — RESOURCES TO ENCOURAGE PHYSICAL ACTIVITY

- 1** The **Fit For Me** website (www.fitforme.info) is packed full of information and advice around how and where to be active in Liverpool. As an organisation, you can also be the first to hear about new Fit For Me campaigns/offers and receive a toolkit of resources by registering as a stakeholder. You can do this by emailing hello@fitforme.info
- 2** **This Girl Can** is a celebration of active women up and down the country who are doing their thing no matter how well they do it, how they look or even how red their face gets. You could use This Girl Can messages and resources to help promote physical activity to women in your organisation. There's a This Girl Can campaign designed specifically for Liverpool – find out more by visiting: www.thisgirlcanliverpool.co.uk
- 3** The **Active School Planner** is a free-to-use interactive tool for schools to review and improve the physical activity offer to their pupils: www.activeschoolplanner.org
- 4** How to invest in sport premium funding to increase physical activity levels and engage all young people in PE and sport: www.gov.uk/guidance/pe-and-sport-premium-for-primary-schools
- 5** **Change4Life** is a Government backed campaign to get young people and their families moving more in and around the home. Their 10-minute-shake-up resources are free and you can sign up to physical activity, food and lifestyle resources here: www.nhs.uk/change4life/activities
- 6** The **School Games** is a free programme of competitive opportunities for 5-16 year olds, inclusive to all young people. If you are not already involved, your school can sign up and access resources and support at: www.yourschoolgames.com
- 7** The BBC have launched their new **Super Movers** programme designed to get everyone sitting less and moving more. There are great games and activities to play at school, in the home or out and about. For more information go to: www.bbc.co.uk/sport/football/super movers
- 8** **Living Streets** are UK Charity with the ambition to get everyone walking and more families travelling actively to and from school. You can join the Walk to School programme and download helpful resources at: www.livingstreets.org.uk
- 9** **Sustrans** are a UK Charity designed to get everyone walking and cycling more with a greater use of cycle routes and paths. There is more here at: www.sustrans.org.uk
- 10** Families can get great ideas for getting out and about with their kids in green spaces and at venues across Liverpool at: www.daysoutwiththekids.co.uk



APPENDIX 4 — EVIDENCE-BASED PRACTICE

CASE STUDY

CANADIAN SPORT FOR LIFE — LONG-TERM ATHLETE DEVELOPMENT 2.1

In Canada they have embarked upon an 'active start' strategy as the foundation of everything they do to increase physical activity levels in young people and adults, and creating a pathway from playground to performance.

The approach is based on some simple principles that are adopted across all Early Years settings:

- Development of general movement skills
- Not sedentary for more than 60 minutes except when sleeping
- Some organised physical activity
- Exploration of risk and limits in safe environments
- Active movement environment and positive adult role models
- Daily physical activity with an emphasis on fun
- Integrated mental, cognitive and emotional development
- ABCs of athleticism: agility, balance, coordination and speed
- Develop strength through use of own body-weight exercises

This approach has been shown to have a positive impact on children's activity levels, progress in achieving early learning goals and increasing the engagement of the family in being active together.

www.sportforlife.ca/active-start

CASE STUDY

FINLAND SCHOOLS ON THE MOVE

Finnish Schools on the Move is a national action programme aiming to establish a physically active culture in Finnish comprehensive schools. Schools and municipalities participating in the programme implement their own individual plans to increase physical activity during the school day.

Finnish Schools on the Move programme started with a pilot phase (2010-2012). In May 2017, more than 90% of municipalities and 80% of comprehensive schools (2 000 schools) are involved in the programme.

The approach is focused on decreasing excessive sitting during school lessons and increasing physical activity during breaks and at home. The promotion of physical activity among school-aged young people consists of both increasing physical activity and decreasing sedentary time. This requires measures to be undertaken both at school and at home.

- During the school day, physical activity can be increased by adding more physical education lessons, promoting active commuting and encouraging physically active breaks.
- During schools lessons, sedentary behaviour can be decreased by implementing active learning methods involving short active breaks, in order to support optimal learning and avoid long periods of continued sitting.

IMPACT

- **45% of 9 year olds** achieve the recommended physical activity levels every day
- **26% of 13 year olds** achieve the recommended physical activity levels every day
- **Proportion of 11-15 year olds** participating in sport has risen from 44% to 58%
- **80% travel actively** to school



APPENDIX 4 — EVIDENCE-BASED PRACTICE

CASE STUDY

PARKRUN

Parkrun is such a simple concept: turn up every Saturday and run 5km, or if you're a junior then 2km every Sunday. It doesn't matter how fast you go. It doesn't matter what you're wearing. What matters is taking part.

There are now parkrun events each Saturday and Sunday in countries all around the world. Each event is based in a unique location like a park, beach or promenade. Running in a parkrun event is totally free. You don't pay to run, ever. And every event is organised by a group of local volunteers.

Parkrun is all about inclusiveness and wellbeing. They want as many people as possible to feel part of a real local community brought together by events, as well as the global parkrun family.

IMPACT

Number of worldwide events

224,150

Total time run worldwide by parkrun runners

2,056yrs 260days 1hrs 5mins 48secs

Total distance run worldwide

174,748,793km

Number of runs to date

35,934,844

Volunteers worldwide

367,616

Runners worldwide

3,022,996

CASE STUDY

MIAMI-DADE SAFER STREETS

Miami-Dade County is among the most dangerous metropolitan areas for pedestrians in America. Fortunately, Miami-Dade County is among the first communities in the nation to participate in the nationwide initiative of providing safer streets to accommodate all types of transportation.

The mission is to help reduce injuries, as well as pedestrian and bicycle fatalities and encourage the population to be more active. The plan works towards making it safe and convenient for people of all ages and abilities to reach their destination with a focus on encouraging more biking, walking, and public transport use in Miami-Dade County.

They have produced a 'complete streets' policy that applies to all parties involved in street design projects: governmental agencies, consultants, private developers, and community groups.

IMPACT

Reduction in road deaths

200 in first year

Increase in take up of bikes

22%

Increase in walking on safe streets

46%

Decrease in driving violations

59%



With thanks to the following organisations and individuals that supported the consultation and stakeholder engagement events:

Allonby Canoe Club
Anfield Boxing Club
BNENC
British Cycling
Calderstones School
Cardinal Heenan Catholic High School
Children & Young People Disability Forum
City of Liverpool Hockey Club
Communal Housing Association
Culture Liverpool
Cycling UK
Edge Hill University
England Boxing
England Hockey
England Netball
Everton in the Community
Greenbank Sports College
Jubilee Sports Bank

L8 Football
Lawn Tennis Association
LFC Foundation
Liverpool Cadets
Liverpool City Council – Public Health
Liverpool City Council – Sport and Recreation
Liverpool City Council – Youth Services
Liverpool Clinical Commissioning Group
Liverpool Community College
Liverpool Hope University
Liverpool John Moore's University
Liverpool School Sport Partnership
MDI Dance Group
Mersey Mavericks Basketball Club
Mersey Travel
Merseyside Sports Partnership
Merseyside Youth Association
Parkrun

Phoenix Netball
Plus Dane Housing Association
Reader Organisation Calderstones
Redbridge High School
Roma Football
School Improvement Liverpool
Sport England
Sports Alive
St Anthony of Padua Catholic Primary School
St Paschal Baylon Catholic Primary School
Table Tennis England
The De La Salle Academy
Toxteth Fire Fit Hub
University of Liverpool
Visually Impaired Sports and Physical Activity
Wavertree Cricket Club
Wavertree Primary



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