



Move more, more often

Active Warrington Strategy

2024 - 2027

Partner version

v5.0

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”

UK Chief Medical Officer



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Foreword

Welcome to the Active Warrington Strategy, a comprehensive strategy and delivery plan to promote physical activity, participation in sport, and support a culture of movement across our vibrant community. The strategy describes the importance of physical activity for individuals, communities and society, looks at the Warrington's current activity levels, and lays out plans for a healthier, more active future.

Physical activity is the cornerstone of a healthy and fulfilling life. From improving our physical and mental health to enriching our social connections, the benefits of being active are great and far-reaching. Yet, despite its importance, many people do not take part in enough physical activity. The Active Warrington Strategy is our collective response to this challenge, setting out clear objectives to increase access to, and participation in, physical activity and sport for all residents of Warrington.

At the heart of our strategy lies the vision of a Warrington where physical activity is not an exception but a norm, accessible to all, irrespective of age, gender, ability, or background. Our aim is ambitious yet essential: to embed physical activity into the fabric of our community, ensuring that opportunities to move more are accessible, affordable, inclusive, and part of everyday life.

The data paints a worrying picture: many people in Warrington don't meet recommended physical activity levels, with some groups facing unique challenges. From differences between genders to socioeconomic inequalities, the barriers to physical activity are varied, and require a joint effort to overcome.

The Active Warrington Strategy is not just a document; it is a call to action. It includes a range of themes, from active leadership to creating environments that support all citizens to be physically active and promoting sport at all levels. The Active Warrington Strategy reflects the priorities of the Living Well in Warrington Health & Wellbeing Strategy 2024-2028. Through collaborative efforts across sectors and communities, we aspire to transform Warrington into a place where everyone can be healthier and more active.

Our ambitions are bold, but achievable. By nurturing a culture of movement, investing in infrastructure, and breaking down barriers, we can pave the way for a healthier, more active future for Warrington.



Councillor Tony Higgins

Portfolio holder for Communities, Culture and Leisure

Introduction

Being active is important for a healthy and happy life. It can improve our health, help us to connect with others and live longer. Despite these benefits, many people are not active enough. The Active Warrington strategy aims to make it easier for all Warrington residents to move more, more often. The strategy includes ways to make sure everyone can access and afford opportunities to be active and ways to make active travel easier.

This strategy sits alongside the Living Well in Warrington Health and Wellbeing Strategy 2024-28 which has three main goals:

- Children have a great start in life and can reach their potential.
- Adults can live happy, healthy lives in a lively and healthy town.
- Older people stay healthy, independent, and connected in their communities.

The Living Well in Warrington Health and Wellbeing Strategy 2024-2028 encourages Warrington partners to work together to build stronger neighbourhoods, healthier people, and greater equality through a health-focused approach. A healthy life depends not just on individual choices but also on the social, economic, and environmental structures around us, as well as government policies.

By including health, wellbeing, and equality in all policies, we can improve the conditions that influence residents behaviours, promoting health and reducing inequalities.

The Active Warrington strategy supports other local plans, including:

- Eat Well, Feel Well Strategy (2024-2027)
- Warrington Climate Emergency Action Plan (2023)
- Warrington Education Strategy (2023-2027)
- Warrington Design Guide (2023)
- Warrington Together Place Plan (2023)
- Living Well in Warrington Health & Wellbeing Strategy (2024-2028)
- Warrington Central 6 Masterplan
- Warrington Outdoor Spaces, Sports and Recreation Assessment (OSSRA)

It will also align with the upcoming Warrington Mental Health & Wellbeing strategy.

The development and ongoing delivery of this strategy is through a partnership with many organisations and departments within Warrington Borough Council. With thanks to all partners and departments for their input, expertise, time and contributions to the development of this strategy, including:

Active Cheshire

Bridgewater Community Healthcare NHS Foundation Trust

Cheshire & Merseyside NHS ICB

Food Active

Members of our local community / volunteers

Mersey Care NHS Foundation Trust

Warrington Borough Council Adult Social Care

Warrington Borough Council Children's Social Care

Warrington Borough Council Communications

Warrington Borough Council Early Help

Warrington Borough Council Elected Members

Warrington Borough Council Education

Warrington Borough Council Environment and Transport

Warrington Borough Council Human Resources

Warrington Borough Council LiveWire

Warrington Borough Council Growth

Warrington Borough Council Procurement

Warrington Borough Council Public Health

Warrington Borough Council Public Protection & Prevention

Warrington Borough Council School Meals Service

Warrington Chamber of Commerce

Warrington Disability Partnership

Warrington Food Network

Warrington Halton Hospital Foundation Trust

Warrington Healthwatch

Warrington Voluntary Action

Warrington Wolves Community Foundation

Warrington Youth Zone.

Plus all additional partners involved.

Why is it important to be more active?

In England, 1 in 4 women and 1 in 5 men do less than 30 minutes of physical activity per week and are classed as physically inactive¹. Not being active enough is associated with 1 in 6 deaths in the UK and estimated to cost the country £7.4 billion each year¹.

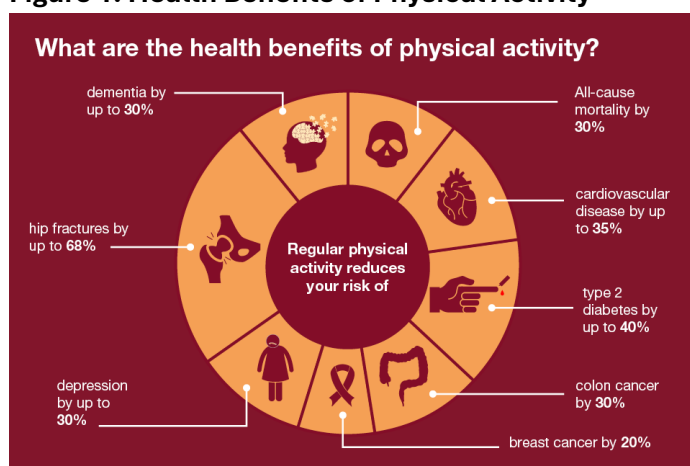
The benefits to being more active are wide ranging (Figure 1) and include:

- A reduction in the chance of developing over 20 diseases¹ and increasing how long we live.
- Strengthening our muscles and bones.
- Helping children with the development of motor and social skills.
- Reducing the risk of frailty as we age.
- Improving our sleep.
- Maintaining a healthy weight.
- Managing stress and improving our confidence and wellbeing.
- Improving our quality of life.
- Allowing us to feel more connected and develop new relationships.
- Helping to reduce our carbon footprint e.g. active travel.
- Reducing the risk of problems in pregnancy, such as high blood pressure and gestational diabetes

Physical activity also has economic benefits. Every £1 invested in community sport and physical activity will deliver £4 for the economy and society². The social value of physical activity, effects on wellbeing, physical and mental health, and individual and community development is estimated at over £72 billion. This supports the importance of investing in sport and physical activity, not just for individual health but for the local community.

Despite these benefits, we currently aren't active enough. But that can change.

Figure 1: Health Benefits of Physical Activity



Sourced from [Physical activity: applying All Our Health - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/641224/Physical_activity_-_applying_All_Our_Health_-_GOV.UK.pdf)

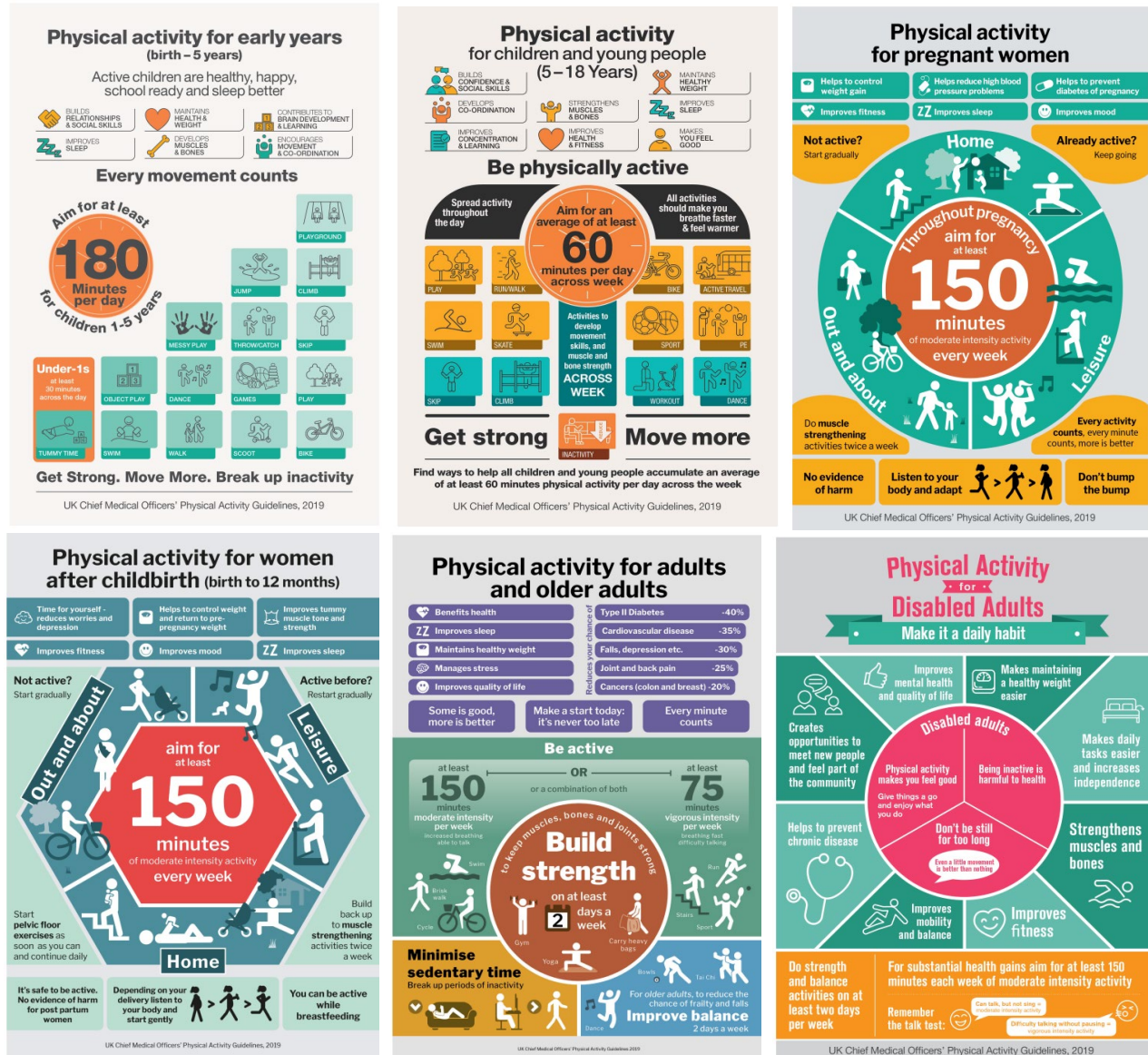
¹ Everybody active, every day. An evidence-based approach to physical activity. 2014. [Framework_13.pdf \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/271224/framework_13.pdf)

² Why investing in physical activity is great for our health – and our nation; Sport England, 2020. [Why investing in physical activity is great for our health – and our nation | Sport England](https://www.sportengland.org/why-investing-in-physical-activity-is-great-for-our-health-and-our-nation)

How active should we be?

The Chief Medical Officers of the United Kingdom issue guidance on how active we should be³. Their message is clear, “If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.” The guidance for early years, children and young people, pregnant women, after childbirth, older adults and disabled adults are shown in figure 2.

Figure 2: Chief Medical Officers Guidance on Physical Activity



- **Babies under 1** should be active several times a day through floor-based activities (e.g. crawling). Babies who are not mobile should have at least 30 minutes of tummy time while awake, spread throughout the day.

³ UK Chief Medical Officers’ Physical Activity Guidelines 2019. [UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/guidance/2019-09-12-physical-activity-guidelines)

- **Toddlers (1-2 years) and pre-schoolers (3-4 years)** should spend at least 180 minutes (3 hours) per day moving, including active and outdoor play, spread throughout the day. For pre-schoolers this should include at least 60 minutes (1 hour) of moderate-to-vigorous movement e.g. scooting, climbing, running, swimming.
- **Children and young people (5-18 years)** should have 60 minutes (1 hour) of moderate-vigorous activity per day, across the week. This could include PE, active travel, after school activities, play and sports. A mixture of types of activities should be done across the week to develop movement skills, muscular fitness and bone strength and to minimise time spent sitting.
- **All adults** should aim to be active every day. Each week, adults should do at least 150 minutes (2.5 hours) of moderate activity (e.g. brisk walking or cycling), or 75 minutes (1 hour, 15 minutes) of vigorous activity (e.g. running) or shorter durations of very vigorous activity (e.g. sprinting or stair climbing), or a combination of all three. Adults should maintain muscle strength through gardening, carrying heavy shopping or resistance exercise aiming for two days of muscle-strengthening activity per week. Time spent sitting should be reduced with light activity breaking up long periods of not moving.
- **Older adults (over 65 years)** should follow adult guidelines but also undertake activities that maintain muscle strength, balance and flexibility on at least 2 days per week. Each week adults should gradually build up from current levels to achieve 150 minutes (2.5 hours) of moderate activity, or if regularly active, 75 minutes (1 hour, 15 minutes) of vigorous activity, or a combination of both. Time spent sitting should be broken up with periods of light activity, or at least standing as this has many benefits for older people.

The benefits of moving more are greatest for those that are inactive, reducing the amount of time spent sitting or lying. By increasing our weekly physical activity levels slowly and moving more at our own pace we gradually shift our lifestyle to becoming more active.

The key rule is:
Any movement is better than none,
but more movement is better.

What is the national and regional approach?

Get Active:

The national Get Active strategy aims to get 2.5 million adults and 1 million more children physically active by the year 2030⁴. The strategy seeks to increase participation in physical activity, ensuring the sport sector is welcome to all, increasing youth participation and sustainability for the future. The strategy recognises that system-wide support from sports clubs, communities, schools and healthcare systems is needed but support from businesses and the outdoor activity sector is just as essential. The Get Active strategy prioritises:

- Being unapologetically ambitious in making the nation more active.
- Making sport and physical activity more inclusive and welcoming for all, so that everyone can have confidence that there is a place for them in sport.
- Moving towards a more sustainable sector that is more financially resilient and robust.

Unite the Movement:

Launched in 2021, Sport England's 10-year Uniting the Movement strategy outlines the ambitions for the organisation⁵. Its vision is for England to be a country of more equal, inclusive, and connected communities where people live happier, healthier and more fulfilled lives. To achieve this, Sport England supports joint work on five issues:

- Recover from COVID-19 and reinvent as a network providing physical activity opportunities that meet the needs of different people.
- Connecting communities via sport and physical activity.
- Positive experiences for children and young people as a foundation for a long and healthy life.
- Strengthen the connections between sport, physical activity, health and wellbeing.
- Develop active environments and protect the places and spaces that allow people to be active.

Cheshire and Merseyside All Together Active:

All Together Active is the strategy for the Cheshire and Merseyside Integrated Care Board and nine places⁶. Its vision is for a region where far fewer people have health inequalities resulting from physical inactivity. By 2026, it aims to:

- Support our nine places, including Warrington, to develop opportunities to use physical activity as a way of improving population health.
- Embed movement, physical activity and sport within the Cheshire and Merseyside health and social care system.
- Deliver reductions in health inequalities.
- Empower 150,000 inactive people to become more active.

⁴ Get Active: a strategy for the future of sport and physical activity, HM Government, 2023 [Get Active: a strategy for the future of sport and physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/get-active)

⁵ Uniting the Movement, Sport England, 2021 [Sport England - Uniting The Movement \(sportsthinktank.com\)](https://sportsthinktank.com/uniting-the-movement)

⁶ All Together Active, CHAMPS Public Health Collaborative, 2023, [All Together Active Strategy - All Together Active \(champspublichealth.com\)](https://champspublichealth.com/all-together-active)

Using whole system working, behavioural enablers and developing partnerships and system leaders at local and regional levels, the strategy will support work towards improving Marmot ambitions⁷, reducing local health inequalities relating to physical inactivity.

Ten by Ten:

This is a national campaign launched in August 2021 to encourage and motivate all children to take part in ten activities by the time they are ten. The experiences aim to set children up for learning and for life.

In addition to cultural and educational activities, **Ten by ten** aims for every ten year old to take part in:

- A team sport
- Learning to swim
- Learning to ride a bike

The initiative encourages the participation of all, however there is specific focus on increasing opportunities for those from disadvantaged backgrounds. Information from the government's Taking Part Survey shows that even before the pandemic, children from the poorest backgrounds are less likely to take part in extra school activities, acting as a barrier to social mobility⁸. Data from the same survey shows children's engagement in competitive sport falling by 13%⁹.

The proposed implementation of **Ten by ten** in Warrington will be led by Warrington Borough Council but delivered through joint working with schools, community providers, parish and town councils, local charities and other third sector organisations.

The initiative focuses on children's sport, leisure and cultural activities and aligns with the Council's Plan, it's priorities and broader Education, Public Health and Wellbeing responsibilities, including Warrington Children and Young People's Starting Well Plan¹⁰ and SEND Strategy¹¹.

Other Relevant Local Strategies:

- Warrington Playing Pitch Strategy
- Warrington Indoor Built Facilities Strategy
- Warrington Open Space Strategy
- Warrington Local Plan
- Warrington Eat Well, Feel Well Strategy

⁷ Michael Marmot, Jessica Allen, Tammy Boyce, Peter Goldblatt, Owen Callaghan (2022) All Together Fairer: health equity and the social determinants of health in Cheshire and Merseyside. London: Institute of Health Equity. [Cheshire-and-Merseyside-report_interactive-v6.pdf \(champspublichealth.com\)](#)

⁸ Taking Part Survey, Department for Culture, Media and Sport. [Taking Part: statistical releases - GOV.UK \(www.gov.uk\)](#)

⁹ Taking Part 2019/20: annual child release September 2020. ([Child - data.xlsx \(live.com\)](#))

¹⁰ Children and Young People's Starting Well Plan 2022-25. Warrington Borough Council. [Starting well plan \(warrington.gov.uk\)](#)

¹¹ Warrington's strategy for children and young people with special educational needs and/or disabilities (SEND). Warrington Borough Council. [SEND Strategy 2023 v2.pdf \(warrington.gov.uk\)](#)

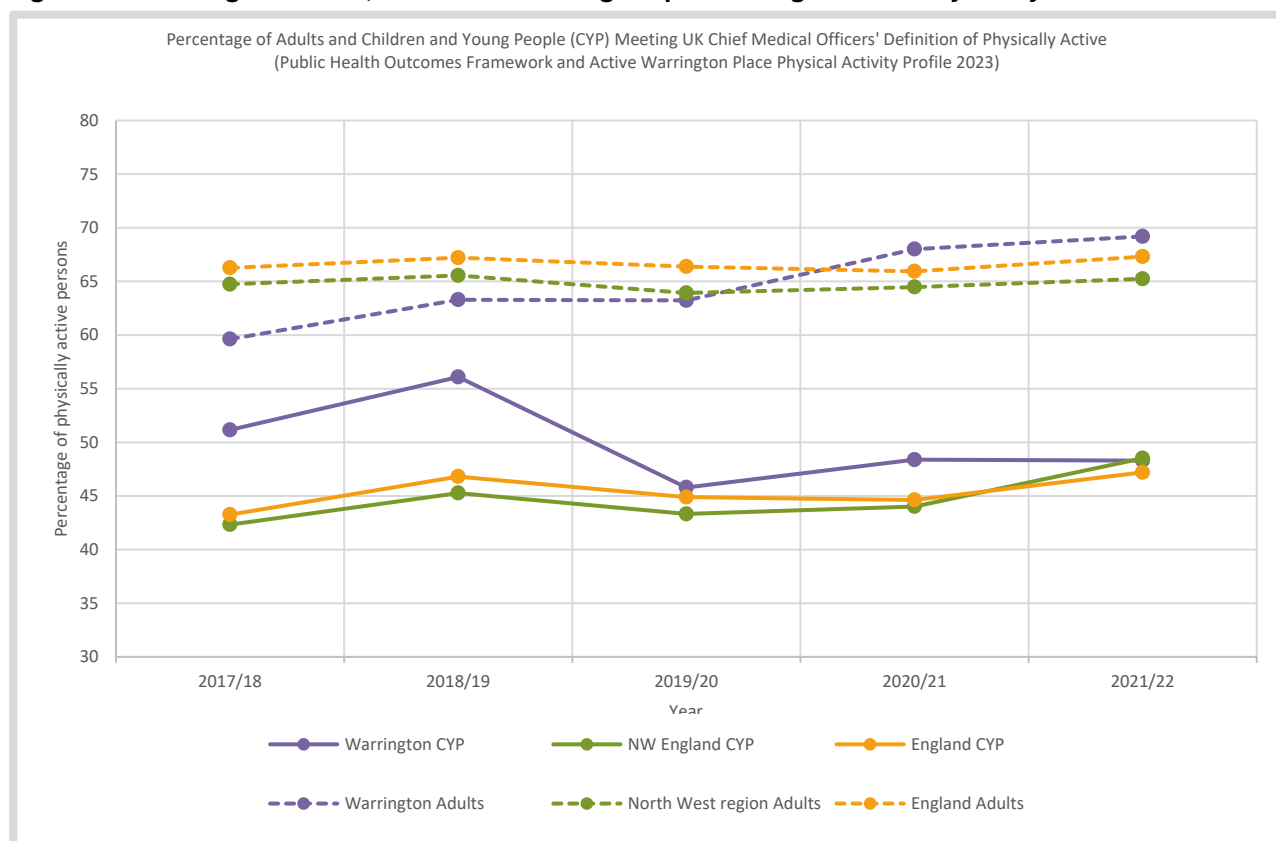
Where are we now?

A physical activity needs assessment was completed in April 2024. This aimed to find out current levels of physical activity in Warrington, identify groups of people less likely to be active and understand the barriers to being more active. The needs assessment used a range of data to give an understanding of activity in Warrington.

Trends in Physical Activity:

- As figure 3 shows, in Warrington, rates of physical activity in adults increased between 2017/18 and 2021/22, from 59.6% to 69.2%. Over the same period, the proportion of physically inactive adults declined from 24.6% to 21.1%.
- In 2023, the proportion of physically active adults was 69.1%¹².
- Between 2017/18 and 2021/22 the rate of physically active children and young people reduced from 51.2% to 48.3% (a 2.9% decline).

Figure 3: Percentage of Adults, Children and Young People Meeting the CMO Physically Active Definition



¹² Warrington Borough Council Public Health Team (2023) Warrington Health and Wellbeing Survey 2023. General Health and Health Related Behaviour Report. Available at: [Joint Strategic Needs Assessment \(JSNA\) | warrington.gov.uk](https://www.warrington.gov.uk/jсна)

Table 1: Inequalities in Physical Activity Levels in Warrington

	% Active	% Active	% Difference	Source (year)
Gender	Male (72.4%)	Female (65.9%)	6.5%	HWB (2023) ¹³
Deprivation	Least Deprived Area IMD Quintile 5 (75.3%)	Most Deprived Area IMD Quintile 1(68.6%)	6.7%	HWB (2023) ¹³
Age	18-39 (75.7%)	Over 65s (68.1%)	7.6%	HWB (2023) ¹³
Disability status	No Disability (70%)	Disability (49.4%)	20.6%	Active Lives Survey (2021-22) ¹⁴
Employment	Higher and lower managerial and professional jobs (75.7%)	Routine and semi-routine workers and long-term unemployed (52.7%)	22.8%	Active Lives Survey (2020-21) ¹³

- Table 1 shows those that are less likely to be physically active. These groups include women, older people, people living with a disability, or in routine or semi-routine employment or unemployed.
- Half (51%) of Warrington women and 58.9% of Warrington men do at least 2 strength-based activities per week.
- Warrington women are more likely to do less than 30 minutes of moderate-intensity exercise per week with 18.7% of women and 16.9% of men meeting UK CMO criteria to be described as physically inactive.
- 22.7% of those that live in the most deprived areas in Warrington (Quintile 1) are inactive compared to 14.5% of those in the least deprived (Quintile 5)
- Physical inactivity increases with age from 13.3% of 18–39-year-olds, to 18% of 40- to 64-year-olds and 23.7% of those aged 65+.
- The COVID-19 pandemic especially impacted on the physical activity levels of women in the most deprived areas with over 4 in 10 reporting worsening physical activity levels in the 40+ age group.

Barriers to increasing physical activity

Over 4,200 Warrington residents were asked what prevents them from being more active, and their responses are in Table 2. The most reported responses were ‘Nothing, I do as many activities as I want to’ (37%) lack of time (26%), being too tired/not enough energy (19%), health issues (18%) and being unable to afford to pay for activities (12%).

¹³ Warrington Borough Council Public Health Team (2023) Warrington Health and Wellbeing Survey 2023. General Health and Health Related Behaviour Report. Available at: [Joint Strategic Needs Assessment \(JSNA\) | warrington.gov.uk](https://www.warrington.gov.uk/joint-strategic-needs-assessment-jsna/)

¹⁴ Active Lives Adult Survey Data Tables ([Active Lives | Results \(sportengland.org\)](https://www.active-lives.org/active-lives-adult-survey-data-tables/))

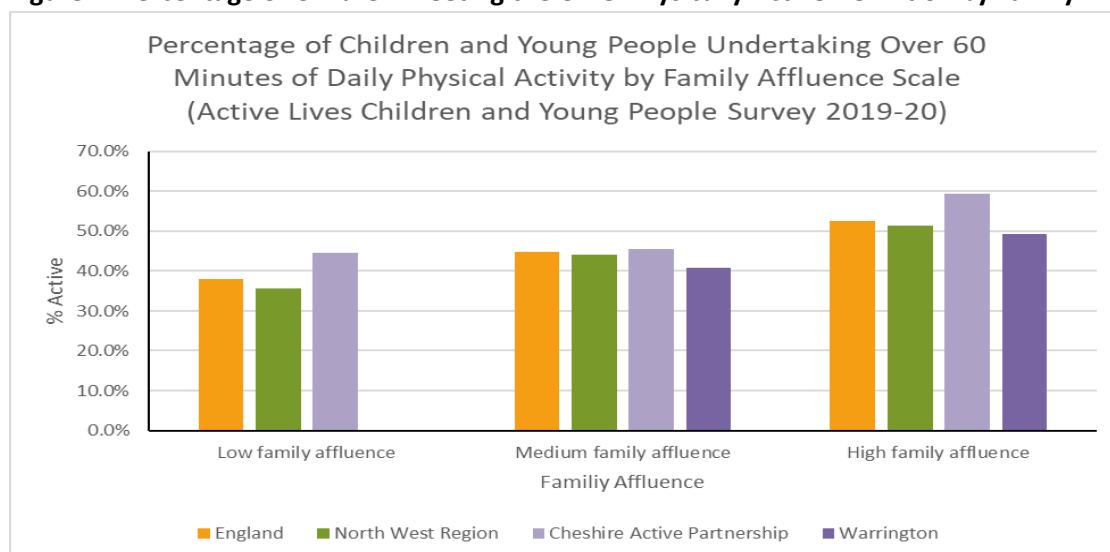
Table 2: Barriers to Participating in Physical Activity in Warrington

Barrier	%
'Nothing, I do as many activities as I want to'	37%
Lack of time	26%
Too tired/not enough energy	19%
My health issues	18%
I can't afford to pay for activities	12%
I can't due to childcare responsibilities	9%
I don't have the confidence/I feel embarrassed	9%
I don't have anyone to come with me	7%
I don't know what activities are on offer	6%
Activities are too far away	4%
Poor public transport	4%

Inequalities in Physical Activity in Children

- Children and young people from the most deprived households are less active than those in the least deprived households, at national, North West and Cheshire Active Partnership level (Figure 4).
- In Warrington, female students were less likely to say that they are very active or active compared to males. Girls were less likely to want to play for their school team than boys.
- Year 7-11 children eligible for free-school meals in Warrington were less likely to be able to swim (78.8%) than those not eligible (95.4%) and less likely than those eligible for free-school meals in the North-West (85.2%).

Figure 4: Percentage of Children Meeting the CMO Physically Active Definition by Family Affluence

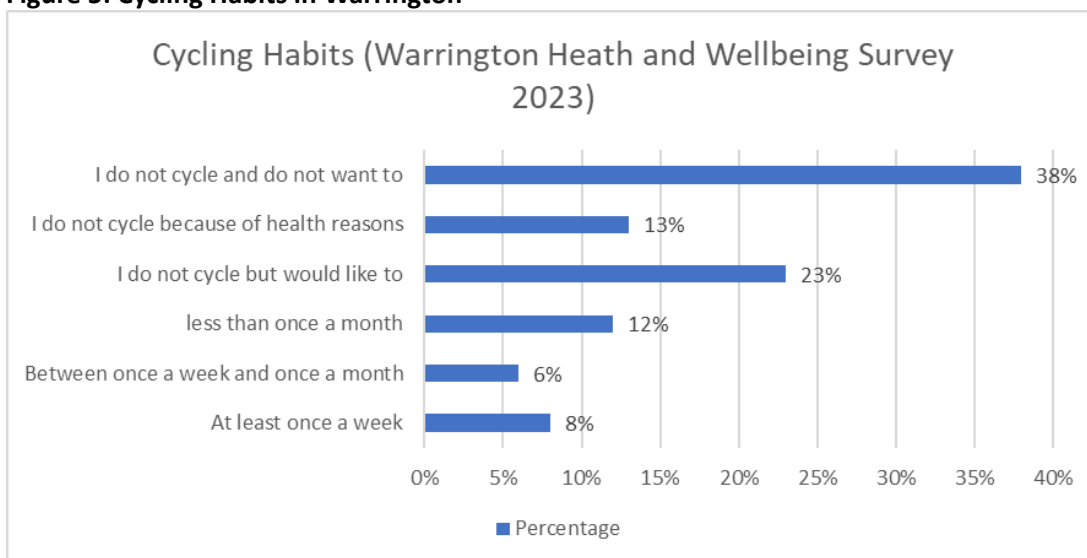


Active Travel in Warrington

As presented in figure 5:

- 1 in 4 Warrington residents report cycling (26%), of which 1 in 5 were new or recently returned to cycling.
- 1 in 12 (8.1%) residents reported cycling once a week in Warrington. Men were over twice as likely to cycle once a week than women, with 1 in 10 (11.8%) of men reporting they cycle weekly compared to 1 in 20 (4.6%) of women.
- 1 in 4 women (24.8%) reported not cycling but wanting to, compared to 1 in 5 men (21.8%).
- 1 in 3 (32.3%) of those in the 18-39 age-group reported not cycling but wanting to, the highest of all age groups.

Figure 5: Cycling Habits in Warrington



Where do we want to get to?

Our Vision

Our vision is for Warrington to be a place where being physically active and moving more is normal for all, regardless of age, gender, sexuality, disability, ethnicity or income.

Aim

Our aim is to work together to promote opportunities for physical activity for all people and encourage everyone to move, more often and for longer. The strategy will embed physical activity in organisations and systems in Warrington. Promoting physical activity is a priority for all partners and we aim reduce differences in physical activity levels and increase opportunities to participate.

Themes

The objectives and actions of the Active Warrington Strategy have been grouped under the following themes:

- **Active Leadership** – system wide leadership and support to increase physical activity.
- **Active Environment and Facilities** – ensuring our environment and facilities promote and enable physical activity.
- **Actively Inclusive** – opportunities to move more will be accessible to all residents of Warrington.
- **Active Communications** – messages on the benefits and opportunities to be more active to reach all residents.
- **Active Health and Social Care** – building conversations and opportunities to move more into our health & social care organisations and pathways including primary care, secondary care, mental health trusts, social care.
- **Active Communities** – growing and supporting communities, the voluntary sector and local clubs.
- **Active Education** Help early years settings, schools, colleges, universities to provide more opportunities to move more in education settings.
- **Active Workplaces** – promoting benefits and opportunities to be more active in work settings.
- **Actively Promoting Sport** – promoting achievement and excellence in sport

Ambitions

- Develop a varied range of leaders that champion physical activity across Warrington.
- Support the development of active environments and local infrastructure that encourage people to move more.
- Reduce differences in accessing and taking part in physical activity and sport.
- Develop partnerships across health, social care, voluntary, community, faith, and social enterprise organisations and businesses to promote and encourage activity and movement.
- Ensure that education and work settings understand the value of physical activity and actively promote it.

How will we get there?

Active Warrington Strategy Delivery Plan

Themes

Objectives

Actions

Theme 1. Active Leadership

1.1 The Council and partners across all organisations commit to supporting the Active Warrington (AW) strategy and delivery plan.

1.1.1 Establish Active Warrington (AW) Strategy group with Terms of Reference, governance, and resource structure to implement the strategy and delivery plan.

1.1.2 Carry out public consultation on AW Strategy and delivery plan.

1.2 Active Warrington Strategy to be reported to Warrington Together Staying Well Board.

1.2.1 AW strategy actions and outcomes will be reported to Staying Well Board annually.

1.3 Partner organisations set up local leadership and processes to add physical activity to strategies, business and delivery plans

1.3.1 AW delivery plan actions will support the Health & Wellbeing Strategy, Warrington Together five-year delivery plans, WBC Eat Well, Feel Well Strategy, WBC Climate Emergency Strategy and NHS Net Zero Strategy.

1.3.2 Support and promote Physical Activity Clinical Champions (PACC) training to WBC (Social Care), health, workplaces, VCFSE sector, other organisations and wider community.

1.3.3 Establish network of support for Physical Activity Clinical Champions (PACC) to ensure continued engagement with programme and to remain up to date with current information and resources.

Theme 2. Active Environment and Facilities

2.1 Create a local structure where active travel is accessible, inclusive and the first choice of transport for everyone, every day

2.1.1 Include active travel advice in service user and staff information for health & wellbeing services, Living Well Hub, LiveWire, Social Prescribing Link Workers, Community Centres, Wellbeing Team etc.

2.1.2 Review and implement accessible changing facilities, bike storage etc in key community locations and organisations. Prioritise town centre and central six wards.

2.2 Increase opportunities to be active and involved in sport.

2.2.1 Develop 'Keep Warrington Moving' directory, an information portal of local activity opportunities, including clubs, free park activities, walking routes and sport.

2.2.2 Ensure all relevant partner websites, who offer physical activity are accessible, inclusive and kept up to date.

2.2.3 When planning new housing and workplaces, aim to ensure public open space for activity is accessible and within walking distance.

2.2.4 Use Open Space Report and Playing Pitch Strategy to identify play areas/parks/green spaces that would benefit from improvement for food growing/active travel/physical activity and consider opportunities and sources for funding (in line with objective 9.1).

2.2.5 Develop and promote route maps with step counts and the benefits of activity in key places e.g. Golden Square, community centres, health venues to encourage people to move more.

2.2.6 Provide cycle/walking maps in public buildings including leisure hubs, community centres and the hospital. Build upon existing map resources for a wider audience e.g. town centre wayfinding.

2.2.7 Sport and leisure facilities to consider climate adaption in planning and design with targeted investment to meet future need.

2.2.8 Local planning and transport infrastructure prioritises active design and a supportive environment for all residents to be physically active.

2.3 Provide and commission leisure services and activities to meet a range of needs for adults, children and families

2.3.1 Review physical activity provision for females to identify gaps and future opportunities.

2.3.2 Review physical activity provision for over 65's to identify gaps and future opportunities.

2.4 Increase opportunities to use the local bus service to support climate control, promote active travel and reduce car use

2.4.1 Assess extension of bus services (e.g. evenings, weekends, across outer wards) to increase use.

2.4.2 Encourage increased use of the bus service through promotion of reduced travel costs and benefits of using the new electric buses, including reduced emissions, improved air quality and sustainable travel.

Theme 3. Actively Inclusive

3.1 Address barriers to taking part in physical activity and sport to increase participation

3.1.1 Engage with Warrington residents to understand their experiences and views related to physical activity to identify barriers. Ensure consultation with the public continues to support the AW communication plan.

3.1.2 Provide affordable activities, developed with residents. Include free activities within hub

directory.

3.2 Leisure services, community groups and voluntary sector to provide equitable, affordable access for all groups

3.2.1 Support and encourage physical activity providers to develop individual personalised plans where possible to ensure inclusivity.

3.3 Provide and promote sport and physical activity opportunities with and for people living with disabilities

3.3.1 Review community physical activity offer to be more accessible, inclusive and safe for all users. Audit key venues to review accessibility, including play areas.

Theme 4. Active Communications

4.1 Develop annual physical activity communications plans for all partners to deliver and support

4.1.1 Develop and deliver 'Move More' communications plan which includes national campaigns, ensuring messages reach all areas and groups to address inequalities.

4.1.2 Develop a database and distribution list to disseminate communications across partners to promote.

4.1.3 Produce clear simple guidance and communications on physical activity recommendations.

4.1.4 Co-develop and test communications messages with residents.

4.1.5 Develop and roll out local branding e.g. 'Move More' across all local offers, facilities and marketing.

Theme 5. Active Health and Social Care

5.1 Embed physical activity into prevention and treatment pathways (e.g. long term conditions, mental health)

5.1.2 Integrate physical activity into care pathways. Include those living with mental health conditions and long term conditions with focus on benefits.

5.2 Embed physical activity into strategic and business plans for health and social care providers

5.2.1 Include provision of brief advice on physical activity and signposting within the GP Local Enhanced Services (LES).

5.3 Adopt and embed a Making Every Contact Count (MECC) approach

5.3.1 Support health and care workforce development, by providing MECC training and resources to frontline staff to offer brief advice and local signposting opportunities to service

users to increase physical activity, alongside other health areas e.g. smoking, eating well.

5.3.2 Champion and enable training for health and social care staff so that they can promote physical activity to patients and colleagues through Physical Activity Clinical Champions (PACC) training.

5.4 GP practices and PCN's to sign up to the Active Practice Charter

5.4.1 Increase the number of GP practices signed up to the Active Practice Charter to be physical activity champions.

5.5 Organisational promotion of moving more and active travel for patients, staff and visitors

5.5.1 Promote 'taking the stairs' in NHS and council buildings. Build on signage to include further health promotion information and guidance.

5.5.2 Through leadership, changes to uniform policy and communications, adopt and promote the Active Soles movement, to encourage staff to wear comfortable shoes in the work environment to increase ability to be more active.

5.5.3 Offer and promote active travel schemes, personalised journey planning programme which promote walking/cycling for staff/patients (including Cycle to Work Scheme).

Theme 6. Active Communities

6.1 Promotion of physical activity as part of daily life

6.1.1 Embed opportunistic conversations on physical activity into pathways, processes and interventions. (link to objective 5.3).

6.1.2 Develop a 'Keep Warrington Moving' directory of physical activity opportunities to support conversations on physical activity and signposting (link to objective 2.2).

6.1.3 Embed physical activity into business development plans for health, sport and leisure, voluntary sector, housing associations and youth services.

6.1.4 Scope opportunities for cycling skills programmes for higher education and adults. Build on the current learn to ride programme for adults.

6.1.5 Scope potential to develop 'recycle' scheme, refurbishing donated cycles.

6.1.6 Scope potential to develop a Sports Clothing Bank, local charities to donate appropriate clothing and equipment for physical activity to food banks and school uniform network e.g. sports clothing, equipment, swimming costumes (link to action 7.2.8).

6.2 Support, recruit and increase visibility of community champions to promote physical activity in the community

6.2.1 Scope and seek funding for a new volunteer 'Community Champions' programme, aiming to increase the number of local advocates for physical activity and built networks across existing and new champions.

Theme 7. Active Education

7.1 School and education settings to provide, promote and enable participation in a variety of sports and physical activity opportunities to both staff, pupils and students

7.1.1 Scope the potential for the implementation of a 'Pledge for a Healthy & Active Future' (PHAF) award in school settings.

7.1.2 Schools to work towards implementing 12 commitments around healthy eating and physical activity to create an environment which supports staff, pupils, families and carers. This includes reviewing food and drink provision (including vending machines), supporting physical activity including active travel and developing staff and pupil champions to encourage the school community to become more active and eat well.

7.2 Facilitate change and remove barriers to enable all children and young people to participate in and enjoy sports and physical activity

7.2.1 Include level 3 cycling in primary school PE lessons.

7.2.2 Expand Bikeability / cycle training into secondary schools, and colleges and special education settings.

7.2.3 Pledge for a Healthy & Active Future award for school settings (see objective 7.10).

7.2.4 Develop staff and pupil champions to encourage the school community to be more active and break down any barriers to participation.

7.2.5 School and education environments and interventions to promote physical activity, including active travel (such as cycling, wheeling, and walking) to school and work.

7.2.6 Explore the opportunity to include PE kits in the school uniform programme to address barriers to participation and support low income families, particularly for girls, and consider sponsorship deals with local businesses and discounts for school PE kits.

7.2.7 Explore the possibility of revising school rules regarding not allowing pupils to participate in PE if they do not have correct PE kit.

7.2.8 Scope options to establish a sports clothing bank in schools (link to action 6.1.6).

7.2.9 Review barriers to physical activity engagement in secondary schools where participation is lower than primary schools. Focus on appropriate level of staffing and increasing capacity to offer extra-curricular physical activity opportunities.

7.2.10 Explore the expansion of school facilities for community use/open doors programme for out of hours activity e.g. high schools with underutilised grass pitches or sports halls.

7.2.11 Promote key physical activity (including active travel) messages and resources to HAF providers to utilise. HAF providers to actively promote active travel options through their literature to families/attendees.

7.2.12 Implement a range of healthy lifestyle initiatives within the education/school setting and additional settings for young people (linked to EFWW strategy objective 10.1).

7.3 Enable early years (0-5's) children to engage in a range of physical activities

7.3.1 Develop and implement a 'healthy heroes' type resource for Early Years settings to encourage healthier habits for children, families, and staff with the aim to embed early messages (healthy eating, physical activity, emotional health and wellbeing) before starting school. Promotion of 'Healthy Families' Warrington universal offer within this resource.

7.3.2 Distribute communications on physical activity to early years settings including child minders, to enable increasing physical activity in the setting. Promote local physical activity offers and guidelines for parents and carers.

Theme 8. Active Workplaces

8.1 Support and enable local businesses and workplaces to develop strategies and policies to promote physical activity and create opportunities for staff and customers to be more physically active, including participation in sport and active travel

8.1.1 Support workplaces to develop health & wellbeing plans for staff and customers.

8.1.2 Scope adoption and promotion of 'Better Points' incentive app for active travel.

8.1.3 Support businesses to develop network of workplace health champions.

8.1.4 Develop and disseminate tools and resources to promote benefits of increasing physical activity for businesses and employees.

8.1.5 Support workplaces to develop facilities and promote active travel, including cycle and changing facilities.

8.2 Support and enable participation of Warrington Business in the High Sherriff of Cheshire's Health & Wellbeing Award

8.2.1 Promote the High Sheriff of Cheshire's Health & Wellbeing award to prospective businesses with examples of initiatives.

8.2.2 Through leadership, changes to uniform policy and communications, adopt and promote the Active Soles movement in Warrington Borough Council and other key partners and local businesses, to encourage staff to wear comfortable shoes in the work environment to increase ability to be more active.

Theme 9. Actively Promoting Sport

9.1 Work to make sport more sustainable, more financially resilient and robust

9.1.1 Review investment for sporting facilities for local sports clubs and facilities to support continuation of the sport offer throughout the year, working with National Governing Bodies and key funders to support better quality and quantity of provision.

9.1.2 Work within local Planning Regulations to ensure the appropriate protection of sports facilities, and a fair distribution of Section 106 towards Public Open Space, sports pitches and built sports facilities.

9.1.3 Scope possibility for creation of local leagues for netball and other sports and review potential funding opportunities to support.

9.1.4 Scope possibility of multi-use of existing facilities, e.g. dual use of tennis courts for netball and other sports, with a view to expanding provision to new user groups and increasing capacity.

9.1.5 Support sports clubs to become more environmentally sustainable and develop climate adaption plans.

9.1.6 Where appropriate, work with local sports clubs and NGBs to deliver asset transfer of facilities, to enable greater investment and growth opportunities of key sites.

9.1.7 Identify and develop investment plans for key strategic sports sites across the Borough.

9.2 Work to widen and increase participation in sport at all levels.

9.2.1 Review pathway for excellence including those with disabilities e.g. Olympics followed by potential diversification into other sports pathways.

9.2.2 Review progression route from local Holiday Activities and Food programme (HAF) into opportunities for sport excellence.

9.2.3 Support smaller local sport clubs to review accessibility and promotion to increase participation for all groups and abilities.

9.2.4 Where possible, ensure accessible options of all sports are available and widely promoted.

9.2.5 Support greater awareness and encouragement towards 'minority' sports and the range of access opportunities that are available.

How will we know we are there?

Reporting of the Active Warrington Strategy will be to the Warrington Together Staying Well Board, on an annual basis. As well as monitoring of objectives and actions in the delivery plan and activity data from leisure and sports clubs, the following outcome data will also be reported annually to monitor effectiveness of the strategy.

Outcome: Percentage of physically active adults meeting UK CMOs' guidelines

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: Percentage of physically active children and young people meeting UK CMOs' guidelines

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: Percentage of adults meeting UK CMOs' definition of physically inactive

Source: Active Lives Survey data in Public Health Outcomes Framework

Outcome: Numbers of school students engaging with active travel schemes e.g., WOW walk to school, Bikeability

Source: Warrington Smarter Travel Choices Team