



Active Cheshire Connected

2022 - 2040



MORE PEOPLE ACTIVE OFTEN

LIVING LONGER, HAPPIER & HEALTHIER LIVES



WE ARE VALUE DRIVEN





FOREWORD

We have been listening to our stakeholders as they have articulately described to us both the short and long-term challenges they face as they strive to get more people active and leading healthier lives.

Across Cheshire & Warrington, the post-Covid-19 landscape has sharpened the focus for society to be unashamed in its approach to helping those who need our help the most.

With in-excess of 180,000 inactive people (those currently not undertaking 3x30mins of exercise per week), a new, systematic, and collaborative approach to physical activity is necessary.

Our Place-based research, which aligns with Regional and National research confirms that opportunities to become more physically active disproportionately disadvantage certain members of our communities. Those with less disposable income and those with a disability or long-term medical condition are less likely to be active. Similarly, inequalities in physical activity levels can be due to the colour of your skin, your cultural roots, your gender, or your sexual orientation.

Active Cheshire believes this is NOT OK.

We also know that the lasting effects of the global COVID-19 pandemic have widened these inequalities. In Cheshire and Warrington, an active beginning to life, through pregnancy and into early years, through early adulthood and into working life, and through older life, Physical Activity retains the unique ability to improve lives.

Our responsibilities extend beyond Physical Activity, and we take incredibly seriously our roles with Equality, Diversity and Inclusion, and the safeguarding of young people and vulnerable adults. Our values are far more than words, they are the guiding principles on which we make decisions and strengthen our resolve to provide the most help to those members of our communities who need it the most.

***Connected* will be the catalyst to breathe new life and spirit into our collective efforts, which will see more people becoming more active, more often. We build from a strong base. A base where our community provision is long-established, and our statutory organisations have health and wellbeing woven into their fabric.**



**IN 2019, THE UK
CHIEF MEDICAL
OFFICERS
GAVE A STARK
MESSAGE:**

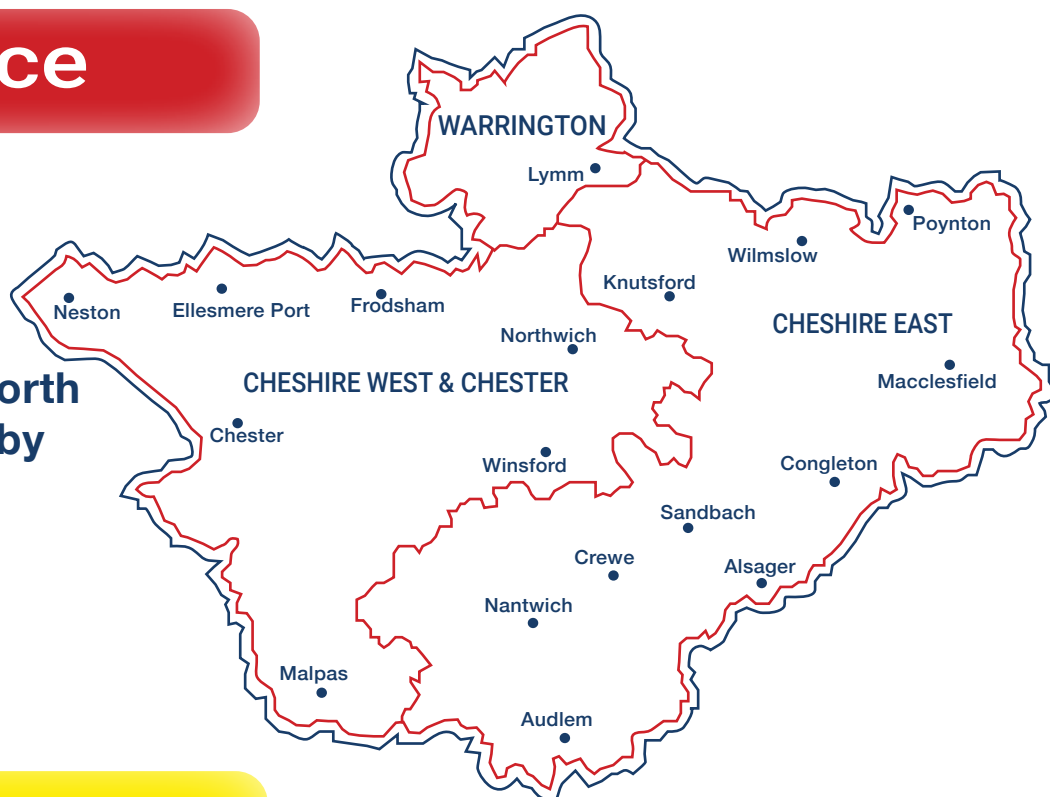
‘IF **PHYSICAL ACTIVITY
WERE A DRUG, WE WOULD
REFER TO IT AS A **MIRACLE**
CURE, DUE TO THE GREAT
MANY ILLNESSES IT CAN
PREVENT AND HELP
TREAT.’**

CHESHIRE AND WARRINGTON IN NUMBERS

Place

16%
of the total North
West region, by
area

12.75%
by population



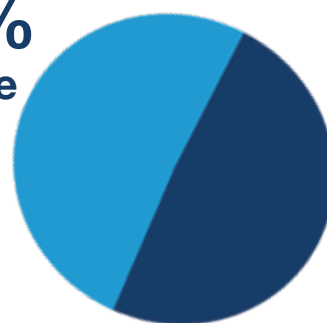
People



930,800 people

(ONS, May 2021)

51%
female



49%
male

Our ethnicity is **96.8% White**

1.7% Asian/British Asian

0.8% Mixed Ethnicity

0.3% Black/African Caribbean



an average age of
41 years

Lifestyle

10.8%

Fairly
Inactive



65.8%

active
(SE APS 2021)

23.1%

inactive



22.6%

overweight or obese
at Year 6 (2021)

Qualified at...

3.9%

other

4%

apprentice

12.6%

Level 3

13.1%

Level 1

16%

Level 2

20.4%

no
qualification

30%

Level 4+

Employment & Business

79.5%

in employment

3.4%

unemployed



43,000 businesses
employing over

500,000
people

VISION

The *Connected* vision is blissfully simple.

WE WANT

MORE PEOPLE
ACTIVE
OFTEN
**LIVING LONGER, HAPPIER
& HEALTHIER LIVES**

We are *Connected* in our aspiration to that our of key stakeholders both Nationally and across the Region. However, we know that access to physical activity opportunities isn't universal, and furthermore, the barriers which exist need breaking down most for those historically under-represented groups.

In creating a 'Physical Activity System' which focuses on reducing health inequalities, *Connected* firmly places Active Cheshire's role as a strategic partner.

We've been commissioned by Sport England as a Systems Partner for 5 years, 2022 – 2027, to play a key role in achieving the aims of the 'Uniting the Movement' Strategy. As such, we will create and lead a Physical Activity System, uniting the public, private and voluntary sector to embed physical activity in the everyday lives for everyone.

WE WILL

LEAD - INFLUENCE - ADVOCATE - CONNECT - SHARE

Connected challenges Active Cheshire to connect best practice from across the UK and beyond, to strategic commissioners locally, ensuring that every £1 spent in Cheshire & Warrington on Physical Activity, maximises the ROI.

IMPACT

As a physical activity systems leader, the outcome of our work will be measured by the effect we make at scale, across the widest possible landscape.

Our Impact will be:

- 1 More Healthy, More Active people
- 2 Greater Health Equity
- 3 Increased participation in Movement, Physical Activity and Sport
- 4 High Quality Partnerships with key stakeholders
- 5 A co-ordinated, functioning physical activity system

We will play an enabling and facilitative role in supporting to
GET CHESHIRE & WARRINGTON MOVING.



Our impact will be felt across the life course.



In practice, this means we will focus our energy and resources on

START WELL

A healthy start in life can begin long before birth and continue through childhood into early adulthood. *Connected* will seek to form solid and lasting partnerships with agencies, support groups and statutory services who connect and influence families through this key life stage.

WE WILL

- Build strong strategic networks
- Influence Education settings across the maintained, Academy Trust and Independent sectors
- Ensure an interconnection of safeguarding best practice across the network
- Be an enthusiastic advocate for physical activity to be engrained in the lives of Children and Young People, including those with complex and special education needs

LIVE WELL

As life priorities change and time become more precious, data shows us that physical activity can quick become physical inactivity. Maintaining a health life balance can become a challenge. *Connected* will connect the environments where our communities spend their time, with bespoke physical activity offers, co-designed to match best practice with individual need.

WE WILL



- Learn from lived experiences
- Educated and inform an active workforce who can inspire and activate
- Seek constructive partnerships with Cheshire & Warrington's largest employers, alongside our plethora of SME's and business networks, to shape and inform high impact Health and Wellbeing strategies
- Engage with anchor institutions to maximise physical activity opportunities at scale for their workforce

AGE WELL

At 65, the opportunities to remain physically active into later life remain as engrained in health inequalities as they do at any other life course stage. Too often, factors such as poverty, location, social groups, social isolation, and long-term health conditions disproportionately affect older people.

Connected will work in partnership with local trusted organisations to support communities to utilise new and existing infrastructure (including digital) to ensure aging well means more years of happy, healthy life.

WE WILL

- Listen and learn from established networks where data, insight and research marry lived experience to design innovative solutions which meet the needs of our increasingly aging population
- Seek to remove barriers to participation in physical activity for older people, utilising the natural and built environment at a hyper local level.



MISSION

To connect movement, physical activity and sport opportunities to communities across Cheshire & Warrington, tackling health-inequalities and providing greater and fairer access for all.

We must strive to fully understand the communities which are the heartbeat of our society, and we must be the standard bearer for ensuring physical activity strategies align with policies which affect all our daily lives.

The mission embeds Active Cheshire in the unique space where we can influence both the commissioners and the community organisations who can deliver life-changing physical activities and allow long-lasting, sustainable change.

We can't, and nor do we intend to do this alone. Our mission is your policy, your strategy, your aims and your priorities. We will lead an integrated, progressive and forward-thinking physical activity system, which makes it easy for people to move more and to want to be a part of active community.



OBJECTIVES

In driving for more active communities, where communities freely choose physical activity as the norm, the collective efforts of all our key stakeholders and partners will:

1. Lead the physical activity system across Cheshire & Warrington, removing barriers to participation and widening equitable Movement, Physical Activity & Sport access
2. Providing Movement, Physical Activity & Sport data and insight, which is relevant, cross-sector and accessible, to stakeholders, partners and community organisations
3. Focus resources where they are needed most, to deliver the biggest possible impact to our communities
4. Safeguard children and vulnerable adults through partnership working with communities' organisations
5. Listen. Learn. Innovate. Create. Validate. Share. Reflect.



STRATEGIC AIMS

We know that the barriers faced by our communities change and shift according to their individual circumstances and many factors associated to their environment. As we seek to provide a robust recovery from the global Covid-19 pandemic, the following pillars will set the foundations from which physical activity can thrive:

1. A flexible and value led organisation, governed by a knowledgeable, skilled and diverse trustee board.
2. Being data-led and data driven, but impact focused.
3. Maximise our role as influencer to ensure physical activity investment is coordinated, targeted and focused on areas and communities with the greatest need.
4. Celebrate a 'learning culture' where qualitative and quantitative outcomes share value and validity
5. Drive collaborative partnerships to retain the importance of physical activity on Place based agenda
6. Link to anchor institutions (LA's, NHS Trusts, CVS, Big Business) and community partners to facilitate a skilled activator workforce
7. Map systems, stakeholders and delivery partners to create fewer 1:1 relationships and facilitate more 1:Many and Many:Many relationships
8. Unapologetically align to national and local strategies and plans
9. Drive forward social accounting priorities through collaborations with similar organisations

TACTICS

Coupled with our unwavering enthusiasm, our determination to make a difference and our quest to be the change makers, we will utilise our stated tactics to

1. Embed the 'Listen, Learn, Create, Innovate, Share, Reflect' cycle
2. Embrace change
3. Ensure we are focused, and supported by process and software, on data and insight
4. Be value driven
5. Share learnings and insight across the Physical Activity system
6. Re use, Recycle, Rethink. Go green



VISION



MISSION

Connect sport, physical activity and movement opportunities to communities across Cheshire & Warrington to provide fairer and greater active accessibility for all whilst tackling health inequalities

IMPACT

1. More Healthy, More Active people
2. Greater Health Equity
3. Increased participation in Sport, Physical Activity and Movement
4. High Quality Partnerships with key stakeholders
5. A coordinated, functioning physical activity system

OBJECTIVES

1. Lead the physical activity system across Cheshire & Warrington, removing barriers to participation and widening equitable Sport, Physical Activity & Movement access
2. Providing Sport, Physical Activity & Movement data and insight, which is relevant, cross-sector and accessible, to stake holders, partners and community organisations
3. Focus resources where they are needed the most, to deliver the biggest possible impact to our communities
4. Safeguard children and vulnerable adults through partnership working with communities organisations
5. Listen. Learn. Innovate. Create. Validate. Share. Reflect.

STRATEGY

1. A flexible and value led organisation, governed by a knowledgeable, skilled and diverse trustee board
2. Being data led and data driven, but impact focused
3. Maximise our role as influencer to ensure physical activity investment to coordinated, targeted and focused up areas and communities with the greatest need
4. Celebrate a 'learning culture' where qualitative and quantitative outcomes share value and validity
5. Drive collaborative partnerships to retain to importance of physical activity on place-based agenda
6. Link to anchor institutions (LA's, NHS Trusts, CVS, Big Business) and Sport, Physical Activity and Movement partners to facilitate a skilled activator workforce
7. Map systems, stakeholders and delivery partners to create fewer 1:1 relationships and facilitate more 1:Many or Many:Many relationships
8. Unapologetically align to national and local strategies and plans
9. Drive forward social accounting priorities through collaboration with similar organisations

TACTICS

1. Embed the 'Listen, Learn, Create, Innovate, Share, Reflect' cycle
2. Embrace change
3. Ensure we are focused, and supported by process and software, on data and insight
4. Be value driven
5. Share learnings and insight across the Physical Activity system
6. Re use, Recycle, Rethink. Go green



MORE PEOPLE
ACTIVE
OFTEN
LIVING LONGER, HAPPIER
& HEALTHIER LIVES