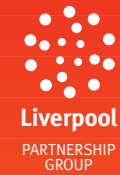
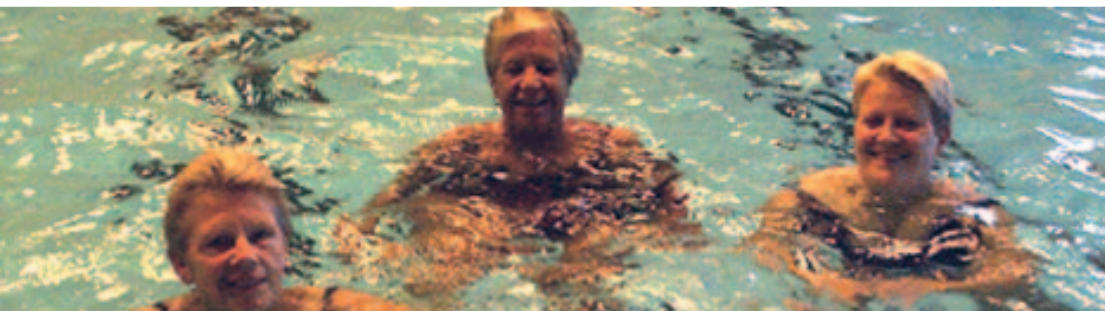




*Let's get active... one step at a time!*



# Liverpool: Active City 2005 – 2010 *Action Plans*

## Area of Action 1: Increase the profile of active living in Liverpool

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Develop Citywide Communications programme	Whole population	<p>Develop communication programme and marketing</p> <p>Development of Liverpool Physical Activity website</p> <p>Development of materials</p> <p>Media Campaign</p> <p>Use of Radio, Newspapers, Buses, Ad Shells, Big Boards</p>	<p>Information aimed at specific groups, eg. Children, young people, parents, adults, workplace, older people, BEM (inclusive)</p> <p>Various formats to be developed, eg. Languages</p> <p>More people aware of messages and opportunities</p> <p>Monitored behaviour change</p> <p>Number of website hits</p>	<p>All partners</p> <p>Lead: Liverpool City Council (LCC)</p>	<p>Part of Liverpool: Active City marketing plan</p> <p>April 2005</p>
Increase profile of physical activity/ participation in Liverpool	As above	<p>Develop links with Capital of Culture – ensure physical activity built into participation events in Liverpool</p>	<p>Increased profile</p> <p>Increased participation</p> <p>Physical activity an integral component of all initiatives</p>	As above	<p>As above</p> <p>December 2005</p>
<p>All frontline staff to be able to disseminate accurate lifestyle information</p> <p>Awareness training plan</p>	As above	<p>Develop training plan</p> <p>Provide staff training to enable them to learn and pass on key messages</p> <p>Able to signpost suitable services and activities</p>	<p>Number of Staff trained</p> <p>Increased knowledge</p> <p>Record of information provided, and by whom</p> <p>Uptake of services</p> <p>Monitored behaviour change</p>	<p>All partners</p> <p>Lead: LCC and PCTs</p>	<p>Training plan April 2005</p> <p>Courses from May 2005</p>

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Training for frontline staff, eg. Primary and Secondary Care Staff, Community and Voluntary Organisations, Youth Workers, Workplace etc	Whole population	Formulate training programme  Deliver training programme To include health messages and signposting information for services eg. Exercise for Health, Walk for Health, Improved knowledge Expert patient	Training package developed and cascaded  Resources developed and cascaded  Trainers who can deliver sessions  Number trained	LCC, PCTs, Hospital Trusts	Part of Liverpool: Active City training plan  Training plan April 2005
Develop a comprehensive list of acceptable recognised qualifications for the delivery of Physical Activity Opps.	Frontline staff, volunteers, communities	Identify deliverers in Statutory and voluntary Organisations	Database developed  Activity deliverers clearly identified	LCC, Mersey Sport, LJMU, Governing Bodies for Sport	As above  September 2005
Identify appropriate staff to receive recommended training eg. Cardiac Rehab, Exercise Instr, Sport Leaders, Sport Coaches	Staff and appropriate Community members	Identify: Staff, Funding, Training providers	Increased numbers trained  Increased staff capacity  Provision in Community	LCC, Mersey Sport, LJMU, Governing Bodies for Sport	As above  September 2005
Maintain and develop further an activity provider database eg. Instructors, Coaches, Skilled Staff and Volunteers	All providers and staff	Database developed and maintained	Ability to provide details of skilled staff and volunteers who can provide appropriate physical activity sessions	All partners	As above  November 2005

## Area of Action 2: Improve Co-ordination of existing services

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
<p>Implementation of the Strategy</p> <p>Establish a physical activity steering group (strategic)</p>	All agencies involved	<p>Ensure strategic support for improved co-ordination</p> <p>Review existing services and budget sources</p> <p>Develop joint work programmes with joint responsibility for delivering</p> <p>Develop community based services</p>	<p>Implementation of strategy</p> <p>Development of integrated services across agencies</p>	<p>Sport and Recreation, PCTs, Education, MerseyTravel, Travelwise, Voluntary sector, Communities, LPG, Liverpool First for Health</p>	April 2005
<p>Establish physical Activity implementation group (tactical and operational)</p>	All agencies involved	<p>Map current provision</p> <p>Make recommendations on how to adapt programmes</p>	<p>Quarterly meetings</p> <p>Annual progress reports</p> <p>Make recommendations to Strategic group</p>	As above	Group established by April 2005
<p>Develop Directory of services</p>	Public, front line staff in different services	<p>Better information to public on what is available</p> <p>Review of Voluntary sector provision</p>	<p>Directory resources document produced and disseminated</p>	<p>Implementation group with input from partners</p>	July 2005

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Develop seamless physical activity care pathway	Public, front line staff in different services	<p>Overview of current services</p> <p>Identify integration points</p> <p>Map voluntary sector activity</p> <p>Ensure appropriate activity highlighted for primary, secondary and tertiary prevention</p>	<p>Better information to public and frontline staff on appropriate activity (graded for different needs).</p> <p>Better support for people with particular needs (e.g. CHD patients).</p> <p>Services more co-ordinated – isolated services integrated into a quality controlled package</p> <p>Changes to current service provision where necessary</p> <p>Community based rehab programmes developed</p>	<p>Implementation group</p> <p>Physical Activity project co-ordinators</p> <p>Staff who have physical activity remit</p>	October 2005
Develop seamless services across different agencies – health, Sport and Recreation, Health Promotion, voluntary organisations	Frontline and managerial staff in different agencies	Consider co-location, secondments, joint budgets, single management arrangements, joint responsibility for delivering	Joined up work between frontline staff in different agencies	Physical Activity Steering Group	October 2005
Employment of Community based Lifestyle Officers to improve access to physical activity	Whole population	<p>Co-terminus posts</p> <p>Provide staff training and resources</p> <p>NRF proposal</p>	<p>Information disseminated (uptake of services)</p> <p>Number of Community Contacts</p> <p>Change of behaviour</p>	LCC, PCTs, LPG	July 2005

## Area of Action 3: Ensure Access to Appropriate Activity for All

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Provide activities which will account for individual needs based on Demographic Criteria, eg Age, Sex, BEM, Area lived in.	Whole population	<p>Assess needs</p> <p>Involve local people in decision making processes</p> <p>Make recommendations re; activities to be developed and taken forward</p>	<p>Ensure Access to activity for all</p> <p>Local ownership and uptake</p>	<p>Strategic and Operation Group Members</p> <p>All partners</p>	<p>Ongoing</p> <p>Revised Strategy May 2005</p> <p>Local Action Plans September 2005</p>
Develop physical activity grading system to support integrated physical activity care pathway	Public and frontline staff	Work with different partners to ensure systems, process and delivery	<p>A developed Safe, Quality controlled grading system</p> <p>Allowing people to choose activities within their capabilities</p> <p>A wider more holistic range of available activities</p>	Physical activity implementation group	<p>Initial work to commence April 2005</p> <p>Implementation September 2005</p>
Maintain Exercise for Health and identify its role within Integrated Care Pathway	Public 16+ years	<p>Review Services</p> <p>Make recommendations to develop and improve service</p>	<p>Streamlined Services in line with other citywide Physical Activity Schemes</p> <p>Increased number of Physical Activity opportunities offered</p>	Strategic and Operational Physical Activity Group	August 2005
Maintain Community and Secondary Care Cardiac Rehab and identify role within Integrated Care Pathway	16+ CHD patients	<p>Review Services</p> <p>Make recommendations</p>	<p>Streamlined Services in line with other citywide Physical Activity Schemes</p> <p>Increased number of Physical Activity opportunities offered</p>	Strategic and Operational Physical Activity Group, Secondary Care Services, RBLUH, CTC, Aintree	October 2005



Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Develop long term roll out of Citywide Walk for Health, Liverpool.	Whole population particularly those not currently active	Agreed Project outline with all partners  Employment of Healthy Transport Officers  Developed and Implemented Programme locally – Citywide	Rolled out programme  Walks established Citywide  Number of walkers  Number of steps or walked miles to meet National Target 10,000 steps	All partners Physical activity operational group	September 2005
Development of a progression element of the Walk for Health, Liverpool	Whole population	As above		All partners	As above
Ensure access to appropriate activity for older people – active age strategy	Older people	Maintain Active Age programme. Raise profile of activities for older people through joint marketing initiatives	Increase number of older people participating in physical activity	Sport and Recreation, all PCTs, Age Concern	Part of Liverpool: Active City marketing plan October 2005
Ensure Access to activity for people of all ability	Whole population	Review of current services and access – December 2005  Ensuring all existing and new programmes meet guidelines	Compliance with Disability Discrimination Act  Improved access to buildings  Greater usage of services and facilities by people with wide range of impairments  Monitored use of facilities by different social groups  Set targets for improving participation for target groups	Physical Activity Strategic Group	Ongoing  New programmes June 2005  Existing April 2006

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Support the policy of 2 hours of Physical Education a week in schools	All schoolchildren	Raise the profile of this objective through its inclusion in the strategy	Increased levels of participation in physical activity by young people	LCC, Education, Lifelong Learning, Sport and Recreation	Ongoing December 2005
Develop the Liverpool Community Games, sports, arts and culture network city wide ensuring that its ethos of 'A healthy mind in a healthy body' is maximised.	Parents, and carers and concerned adults.  The children and young people of Liverpool aged 5-14 years.	To access funding in order to establish a dedicated staff resource.  Develop the Community Games working party to promote community engagement.  Establish autonomous Community Games local committees across Liverpool, ensuring equal opportunities and representation from the rich and diverse cultures within the city.	Delivery of a capacity building training programme, (including CSLA, healthy living awareness, disability awareness, child protection, fundraising, committee skills, marketing and publicity, etc.) to the developing network of community games committees.  Ongoing Sports, Arts and Cultural programme established within local communities city wide.	Tenants and Resident organisations across Liverpool.  LCC, Liverpool PCTs, Sure Start programmes, After school clubs, Liverpool playschemes, the Liverpool Community, corporate sponsors.	Ongoing Summer 2005
Development of play opportunities within the cities local communities	Children	Map current provision. Link with Sure Start and Early Years. Identify gaps and action.	Information in directory  Development plan	Early Years Sure Start Parks and Gardens	April 2006
Incorporate disability, equity, legislation and good practice into training on physical activity	Key providers and associated staff	Provide disability awareness training as part of the training plan for the strategy	Increased awareness in relation to these issues for all front line staff	Equality/Diversity trainers in LCC and NHS	Part of ongoing training plan June 2005
Investigate the appropriateness of subsidised activity	People where price is a barrier to participation	Liaise with activity providers to ensure that appropriate subsidies are available	A wider availability of Physical Activity	Physical Activity implementation group	Ongoing June 2005



## Area of Action 4: Providing a supportive environment

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Ensure active living is fully incorporated into housing and transport policy and development	Whole population	Work with relevant agencies to ensure that transport and housing development plans incorporate physical activity	Active Living highlighted in plans Increased physical activity Green transport	Strategic Housing Partnership, Transport and Environment forum	April 2006
Green Transport plans to be built into any new capital development	Planners Estates managers	NHS – LIFT schemes, Future Healthcare proposals Health Impact Assessment to be undertaken	Maximise potential for increasing activity and reducing exclusion	NHS, planning authorities	September 2005
Any new developments to take into account participation in physical activity	Schools City Council	Extended schools and children’s centres initiatives to include health impact assessment than includes physical activity, green transport etc.	Maximise potential for increasing activity and reducing exclusion	LPG	September 2005
Extend and develop work travel plans to encourage safe healthy ways of travelling to school and work	All public sector organisations.  Private and voluntary sector.	All organisations to sign up to develop plans and demonstrate implementation to Liverpool First for Health	Increased physical activity Improved road safety Reduced congestion Reduced air pollution	All Local Strategic Partnership partners Travelwise Merseytravel	Sign up June 2005  Plans December 2005  Progress on implementation June 2006

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
<p>Make public spaces more accessible and attractive</p> <p>Increase capacity by using more Public Buildings eg. Schools, Places of Worship, Town Halls</p>	Whole population	<p>Work with partners to identify accessible venues</p> <p>Ensure Caretaking provision</p> <p>Investigate security concerns</p> <p>Project Officer to look at community capacity</p> <p>Identify funding/ mainstream spends</p>	<p>No of venues identified</p> <p>Improved Caretakers provision</p> <p>Plans of Action</p>	Strategic and Operational Group, LCC, Education, Religious Org.	<p>Venues identified Septemer 2005</p> <p>Plan December 2005</p>
Encourage the use of Green Spaces	Whole population	<p>Provide information to users on what is available: Directory</p> <p>Certain activities to be conducted and determined to maximise Green Spaces eg. Walk for Health, Cycling and Tai chi</p> <p>Conduct action research</p> <p>Maintain and improve Park infrastructures and facilities</p>	<p>Amount of activity taking place</p> <p>Improved perceptions of Safety</p> <p>Improved facilities</p>	<p>LCC, Parks and Gardens</p> <p>Mersey Forest</p> <p>Links with community safety</p> <p>Needs continued ongoing support</p>	Information available Summer/Autumn 2005
Ensure criteria for Healthy schools support physical activity strategy	Schools, City council	<p>Healthy Schools Criteria on physical activity to include:</p> <ul style="list-style-type: none"> <li>• Green transport schemes (safe walking routes etc)</li> <li>• increased physical activity in the curriculum</li> <li>• mainstreaming of initiatives such as SportsLinx.</li> </ul>	<p>Co-ordinated approach</p> <p>Initiatives mainstreamed</p> <p>Increased physical activity of schoolchildren</p>	Healthy Schools Award	Criteria agreed June 05

Objective	Target Group	Action	Outcomes and Targets	Partners Involved	Timescale
Establish a sustainable Citywide Cycle Scheme	Whole population	<p>Agree project outlines with all partners</p> <p>Employ healthy transport officers</p> <p>Develop and implement programme locally and city wide. Link with Merseyside Cycling Strategy</p>	<p>Provision of Cycles, Storage (bike stations) based at Community led Sites</p> <p>Numbers Cycling</p> <p>Routes developed and Mapped</p> <p>Cycling Journeys</p>	All partners, Sustrans, Merseytravel, Community and Voluntary organisations	<p>Pilot delivered in North PCT 2004-2005</p> <p>Citywide 2005-2006</p>
Ensure high quality, well targeted facilities for walking and cycling	Whole population	Establish links between walking, cycling and transport policies	Seamless connection between healthy walking and cycling programmes and transport	Transport Health and Environment Forum	September 2005
To maintain, develop and establish 'Green' Activity Opportunities eg. Green Gyms, Allotments and Growing Schemes	Whole population	<p>To evaluate current programmes</p> <p>Sustain projects which work well</p> <p>Investigate Green Gym option or alternative practice (value for money?)</p>	<p>Number of established growing schemes</p> <p>Allotment usage uptake</p> <p>Establishment of Green Gym or equivalent</p> <p>Measure health benefit</p>	All above, Five a day Co-ordinator. React/Heal8 SAZ (if continued), Local Allotment Association, Local Partnership Groups, BCTV, Countryside agencies	July 2005





