

Appendix One

Our Physical Activity Action Plan for Cheshire East

A co-produced action plan

DRAFT

Our Story

Welcome to the Cheshire East, All Together Active action plan for physical activity.

This action plan states how we want to increase physical activity levels in Cheshire East. It is our direct response to the 'All Together Active' strategy for Cheshire and Merseyside.

We know that:

- 36.8% of Cheshire East adults (16+) do not meet the physical activity guidelines
- 54.9% of children and young people (5-16 years), do not meet the physical activity guidelines
- 15.9% of Cheshire East communities (over 63,000 people), live in high levels of deprivation and are statistically more likely to be inactive.

*all data from the Sport England 'Active Lives' survey 2021/22.

This is a really complex problem, and is one that needs a different approach to solving it.

Throughout the autumn of 2023, we started discussions with a range of organisations and services across our area, to discuss physical activity and how we could start to better address this problem. There was a positive response, with organisations wanting to help address physical inactivity and the wider impacts this has on the health and wellbeing of our communities. Thank you to everyone who has taken the time to be involved.

Our response was to create this action plan, to support and enable people to be more active. The action plan will develop and change over time, as we hopefully increase physical activity levels. The most important part at the outset, was to create the interest and energy in the first place.

We want this action plan to be co-owned by everyone in Cheshire East.

Our main objective is to identify and then work where services and people's live meet. It is at these points, that we can bring about change.

This action plan has been developed (and will be delivered) alongside the Supporting Healthy Weight Action Plan for Cheshire East

So what are we going to do?

The data shows that physical activity levels in adults and children and young people have not improved in a long time.

So, it can be said that what we (physical activity services right across the country) are doing, is not enough.

We need to work differently to really enable communities in Cheshire East who are inactive, to become active.

Our main objective is to identify and then work where services and people's live meet. It is at these points, that we can bring about change. We have a target of enabling 25,000 more people in Cheshire East, to be active.

To work to this objective, we adopted the following approach:

- To adopt a life course approach, of: Start Well, Live Well and Age Well. Evidence shows that to tackle inequalities, a life course approach is most needed.
- To create a network of partners and people, around physical activity.
- To build on and strengthen our existing provision / activities / services / assets

Spanning across the life course – some organisations and services work across the life course and change their delivery / service as appropriate.

	Delivered By	Timeframes
Add and advocate for physical activity into strategies and plans, to create links with services: Care Communities, Cheshire East Council's corporate plan, the Local Plan so it is a key aim of planning policy, highways, green spaces and local transport.	Care Community leads. Cheshire East Council – Public Health, Communities Team, Rural and Cultural Economy etc Active Cheshire CWP	
Continuing co-production approach – establishing a Physical Activity Community of Practice for Cheshire East	Initially, Public Health (Cheshire East Council) and Everybody Health & Leisure and CEC Commissioning	
Understand extent of underutilised facilities/services and explore new / expanded delivery to support inactive communities.	Everybody Health & Leisure	
Increase breadth and depth of outreach services for targeted communities in the area.	Everybody Health & Leisure	
Bring Cheshire East data and insight to the table ensuring decision making is informed	To include; Public Health (Cheshire East) Active Cheshire	
Offer training for organisations to deliver within their setting/ to their own communities to support people to be more physically active	To include: Public Health (Cheshire East Council), Active Cheshire	
Design, development and delivery of physical activity projects across Cheshire East	Everybody Health & Leisure, CWP	
Sharing information about physical activity and acting as a conduit e.g. between CWP, CCICP, CEICP and CVS.	Public Health (Cheshire East Council), One You , Active Cheshire	
Proactively signposting people to the green spaces in local area e.g. Parkletics Parkletics programme Targeting Adults 1. Pre-Diabetic &/ High Blood pressure 2. Social Isolation &/ low mood	Social Prescribers/Health watch, CWP CCSM	
Providing access to Grant Finder, crowdfunding platforms, setting up local groups etc	CE Connected Communities Team	
Collaborate to lever funding from national/philanthropist sector. Connected Communities Noticeboard, Social value opportunities for projects	Active Cheshire/ CVS	
Sharing stories, case studies and the successes of people who have changed their life as a result of being more active.	All	

	Delivered By	Timeframes
'Live Well Cheshire East' revamp and further promotion	CEC	
Support Mental Health prevention agenda	CEC	
Support the improvement of active travel infrastructure and work with colleagues to promote active travel to increase physical activity as part of everyday life, for example cycling and walking	CEC	
Utilise CEC Ranger Events to deliver messaging around physical activity.	CEC	
Use of 'lifestyle on Prescription' resource to promote opportunities for getting active	Public Health CEC	
Embed physical activity in talking therapies service.	CWP-CCICP, Active Cheshire, Everybody Health and Leisure	
Ensure the effective borough- wide communication and advertising of the services provided through the 'One You' provider.	One You Provider organisation	

Start Well - means we will take a whole-family approach to supporting healthy development.

	Delivered by	Timescale
Delivery of the 'HENRY' healthy start programme to be expanded across the borough - showing that physical activity can be a broad range of things.	Cheshire East Council – including Public Health Team, Children's Services, Family Hubs	
Access to Tatton Park parkland and playgrounds for CEC countryside parks and events. Create healthy walks in parks and country parks with signage e.g. 'half a mile walked, xx calories used'	Rural and Cultural Economy, Cheshire East Council	
Start-up pram walks at Children's Centres.	Health Visitor Service Lead	
Start-up baby yoga at children's centres.	Health Visitor Service Lead	
Increase the take up of the One You, 'Healthy Baby & You' maternal health programme. Promoting benefits of physical activity to the group.	Reed Wellbeing	
Increase awareness and take up of the One You, pre and post natal 12 week exercise programme.	Reed Wellbeing	
Care Communities to signpost and promote physical activity and share information regarding physical activity amongst their networks.	Care Community leads	
Establish and maintain active network connections with providers, acute and community services for children and young people	All	
Integration / involvement / inclusion in 'Beyond Children & Young People Transformation Plan'	To Include: Cheshire East Public Health	
Link to connected community centres and include projects from Cheshire East – Healthy Neighbourhoods fund – Need to connect with Care homes and carers	Communities, Public Health	
Support local schools and wider education system to embed healthy lifestyle into their working with children, young people and families.	Active Cheshire	
Sharing physical activity data – Active Cheshire is working with local School Games Organisers	Active Cheshire	

Live Well - means adults of working age, physical activity can support improved physical and mental wellbeing

	Delivered By	Timeframes
Committing to ensuring that commissioned services, have a Making Every Contact Count (MECC) approach and that they promote physical activity opportunities.	CEC, COMSG Training by Public Health	
Working within workplaces to become champions of physical activity.	All	
Adult Mental Health team to promote physical activity as part of Cardiometabolic screening and signposting and as part of MECC	Adult Mental Health Team	
Working with SMASH Care Community to look specifically at health data at Radway estate in Alsager - look at how we can grow physical activity in this area. Need to consider other 'inactivity hot spots'.	Connected Community Team	
At SMASH physical health meeting - opportunity to discuss what is happening locally and understand need. Add increasing physical activity as a priority link to local groups and organisations across all Care Communities.	Care Community leads.	
Promote Social Prescribing service at GP surgeries.	Social Prescribers	
Support Social Prescribers to share resources and best practise.	Social Prescribing lead / host organisations	
Developing the 'Growing Health Community Garden' to include specific sessions for movement.	Nantwich Town Council	
Increase uptake of the targeted health and wellbeing programmes.	Everybody Health & Leisure/SPLW	
Promote the 'Walking Netball' offer, 'B Netball' and 'Para Netball' opportunities.	England Netball lead.	
Promote the England Netball education programme free to all members. Increased knowledge will develop more resilient females across all life stages with the aim of keeping active.		
Deliver countryside events and courses at Tatton Park. Able to offer some access free of charge. Scope development of e.g. forest bathing self-led tour in gardens.	Rural and Cultural Economy, Cheshire East Council	
Promoting access to Tatton Park parkland, walking trails and playground for access and other green spaces across the borough	Rural and Cultural Economy, ANSA Town Councils	
Embedding a healthy lifestyle coach with focus on physical activity in the MH intensive support team (MHIST) working with people with complex MH needs in the community	Cheshire and Wirral NHS Trust	

Age Well - means supporting people to have good health as they get older.

	Delivered By	Timeframes
Include discussions about exercise and physical activity within luncheon clubs.	Everybody Health & Leisure	
Recommissioning of the One You service to include falls prevention.	CEC	
Signpost voluntary groups to help them include some sort of physical activity and raise awareness of physical activity initiatives and opportunities for older people.	Social Prescribers, CVS, CWPS	
Provide support to people with shortness of breath, due to breathing problems, to be physically active, and help educate them regarding self-management.	Physio Teams	
Within the 'Growing Health Community Garden', seek a partner to help embed falls prevention support and appropriate physical activity.	Nantwich Town Council.	
Care Communities to ensure physical activity is on their radar and promote what is available locally. Promote the free exercise classes and 'Move More' programme which is starting.	Care Community leads.	
Signposting information, guidance and support for patients to become active where appropriate.	Social Prescribers, CWPS	
Work with Cheshire East falls group to promote physical activity and increase opportunities for people to increase their strength and balance.	One You, Everybody Health and Leisure, Wishing Well, SPLW	
Promote the importance of physical activity for decreasing dementia risk, and advocate for involvement in the Dementia Strategy.	Cheshire East, SPLW, HCP, CWP	
Motivate patients in the community and guide them to physical activity programmes, whilst following up on their progress.	Social Prescribers	
Signpost clients and seniors in the local community to activities for the ageing population in the local area	Home Instead South Cheshire	
Explore a virtual physical activity offer for those who are not able to access on-site delivery e.g. they are housebound/deconditioned/live in rural areas	CEC	

What is needed to deliver the action plan

Detailed here is an overview of what is needed, to enable organisations and services to start or increase their involvement in the physical activity problem. It is envisaged that these will form topics of discussion and action, as part of the newly forming **Community of Practice for Physical Activity in Cheshire East**. Essentially, a space for a network to meet, share, develop, and respond together. This new network, will be the lead space for overseeing, co-owning, and co-developing this action plan.

“ Easy to explain information for example slides, infographics, data etc for professionals to use with communities. ”

Regular forum/communications continue working together after today. Networking. Partnership working. Building connections. ”

“ Training staff to deliver sessions including more physical activity to participants giving them the confidence and knowledge to make sessions as inclusive to all physical abilities as possible. ”

Dedicated space to share data and insight, to help shape where activities are needed. Data to help:

- More, easily accessible data and information on where need is at ward level to help create programmes and find funding to help fill gaps in physical activity levels. ”
- To inform funding bids and or business cases.
- To inform decision-making locally.

“ Access to evidence-based good practise in terms of interventions so less time is spent in the trial and error stages of small projects. ”

Support to discuss and embed changes in employers and companies. ”

Data to support and educate on the benefits of physical activity for individuals in communities. ”

“ To be aware of what activities and services are in place, so proactive signposting can happen more easily. ”

Need to engage with local people to understand how best to reach and encourage them. ”

“ Fundraising support to work with Tatton Park charitable trust. ”

“ MECC training for my team and service. ”

“ Influence the inclusion of physical activity into health pathways, to ensure patients have access to evidence-based programmes in community settings. ”

To understand who sits and represents Cheshire East on the boards/ groups to inform progress of the action plan. ”

“ The physical activity prioritised in the Cheshire East Council’s corporate plan. ”

Recirculate and review brief intervention advice and training to all staff/ agencies to support activity exercise and conversations. ”

“ Shift to outcomes driven, share strategic priorities and challenges, better utilisation of resources across the physical activity system. ”

Longer term challenges to address

Discussions with partners presented some challenges that need to be addressed, but over a longer time frame. This is because these challenges in particular, will need multiple organisations and services working together to create the needed change.

These include:

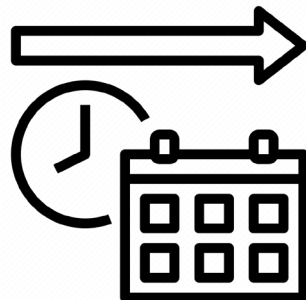


Public transport routes and availability, connecting with and servicing leisure and community spaces.

Exploring the possibility of accessing underutilised minibuses, as an option to provide community access to physical activity opportunities.



Capitalising on mass events and activities that happen in Cheshire East. Using them as a catalyst for messaging around the importance and availability of physical activity opportunities.



Having longevity – 5 to 10 years - at the forefront of minds when implementing services, to allow for population changes and improvements in physical activity levels.

Our Team

