



The Model

Background Information



- Liverpool population is 469,700
- Liverpool is the most deprived Local Authority in England

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Initial Developments



- First Liverpool Active City Strategy 2005
- Sport and Physical Activity Alliance Group (SPAA) created in 2006

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SPAA approach and benefits

- Cross sector Alliance
- Shared Priorities and Pooled Resources
- Reduced duplication
- Joint bids for additional resources
- Neighbourhood teams
- Joined up Communication



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Examples of Liverpool Active City Sub-Brand Programmes

- Active Schools/Colleges/Universities
- Active Lifestyles
- Active Workplaces
- Active Parks
- Active Travel
- Active Living



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Partner Programmes (Examples)

- There are numerous partners of Active City from the public, private and voluntary sectors
- These include both of the professional football clubs in the City (Liverpool and Everton)
- The Fire and Rescue Service (Fire Fit)
- NHS Clinical Commissioning Groups (CCG's)



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Evaluation Partnership

Evaluation of Active City is undertaken by Liverpool John Moores University and has led to a Research – Policy – Delivery approach.



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Events

- World Cup of Judo
- European Senior Boxing Championships
- European Badminton Championships
- World Netball Series
- Davis Cup Tennis
- The priorities for events include providing the greatest opportunity to connect the event with **legacy programmes** which inspire local citizens to engage with sport and physical activity as part of a sustainable lifestyle change



Ironman Triathlon (2012)

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Benefits of the Liverpool Model since 2005 (Participation)

- Around 50% of adults now achieving at least 1 x 30 minutes of physical activity, **an increase of 19%**
- 56,000 people now use the 12 x Lifestyles Leisure Centres (located in the most deprived communities in the City) **an increase of 43%**
- 91% of children are participating in regular sport and physical activity in schools, **an increase of 35%**
- 89% of children able to swim at least 25 meters by the age of 11, **an increase of 49%**
- New target is to make Liverpool the most active city in England by 2021



World Firefighter Games (2008)

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National and International Work

- The Liverpool Active City Lead presented to an All-Party Commission of MP's in Parliament to outline the Liverpool model with a view to it being shared as a model of good practice
- Liverpool is a support City to The Association for International Sport for All (TAFISA) for programmes such as Triple AC (Active Cities, Active Communities, Active Citizens) and European Sport City Network (SCN)
- Liverpool is an advisory City for the new Global Active City Development project



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