

Policy Extract

[Strategy 2012-2017 Be Active: Be Healthy Creating a Moving Culture](#)

Vision: a Moving Culture

Liverpool, a city where people invest in their future health and happiness; by prioritising active choices every day of their lives at home, work, school and play. **Be Active: Be Healthy** aims to reduce inactivity and enable everyone in the City to be more active whatever their age, ability or health status.

This *Be Active; Be Healthy* strategy aims to support organisations, businesses, communities, families and individuals to recognise the many benefits of physical activity, and to encourage everyone to adopt an active lifestyle.

Why Physical Activity Matters/Benefits of Activity

Cultural change over time has resulted in society becoming less active. *Be Active: Be Healthy* aims to support Liverpool people to rediscover the fun and enjoyment of physical activity and to embrace it as a normal part of everyday life.

‘Be Active: Be Healthy’

The *Be Healthy: Be Active* strategy will follow six main principles for ‘Active Living.’ These will be used to guide commissioning and decision making in relation to promoting physical activity across the City.

Be Active: Be Healthy – Six Principles for a Moving Culture

- **Principle 1** Physical activity can improve physical and mental health, overall quality of life and can bring multiple economic, environmental and social outcomes.
- **Principle 2** Everyone, regardless of age, gender, language, ethnicity, economic status or ability, should have accessible, safe, convenient and affordable choice for physical activity
- **Principle 3** Transport systems should support active travel options providing safe, convenient, affordable and fully accessible services to the home, workplace, nurseries, school, community facilities and services
- **Principle 4** Parks and public open space, including cycling and walking trails should be safe, fully accessible, multi-functional and part of a transportation network that connects key destinations such as the home, workplace, nurseries, schools and community facilities
- **Principle 5** Public, private and voluntary sectors should work together with a shared vision to promote facilities, behaviours and policies and embed the principles of active living for people of all ages and abilities throughout the city
- **Principle 6** The strategy should impact on the ability for individuals and families in local neighbourhoods to prioritise active choices at home, work, school and play every day of their lives

The impact of the strategy will be assessed over time through the development of measurable targets.

The aim of the strategy is:

- To increase participation in physical activity by 2 per cent per year and reduce sedentary time by 2 per cent per year on current levels, as measured through the Active People Survey
- To develop measurable targets to monitor the following improvements in physical activity
- To increase by 2 per cent per year the proportion of:
 - Pre-school children (0-5) who meet the physical activity recommendations of 180 minutes – three hours of moderate intensity physical activity on at least 5 days of the week
 - Children and adolescents (5-18) who meet the physical activity recommendations of 60 minutes of moderate and vigorous intensity physical activity on at least 5 days of the week
 - Adults (19-49) who meet the physical activity recommendations of 150 minutes of moderate or 75 minutes of vigorous intensity physical activity per week
 - Older adults who meet the physical activity recommendations of 150 minutes of moderate intensity physical activity per week