



Improving Lives Through Physical Activity

Be part of it!



••• About Active Cumbria



- Part of a national network of 43 Active Partnerships
- Active Cumbria is hosted by Cumbria County Council and part of Public Health Cumbria
- 18 staff across 20 positions (Development and Operations) supported by an Advisory Board
- 2 Senior Managers reporting directly to Cumbria DPH
- Provision of leadership, expertise, insight and connectivity
- Improving Health & Wellbeing of residents plus contributing to the COVID Recovery for Cumbria

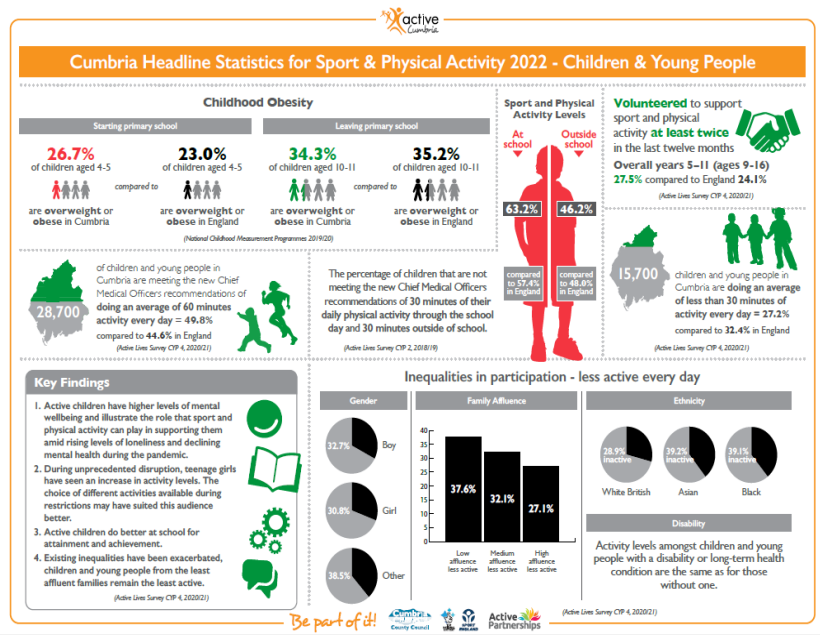
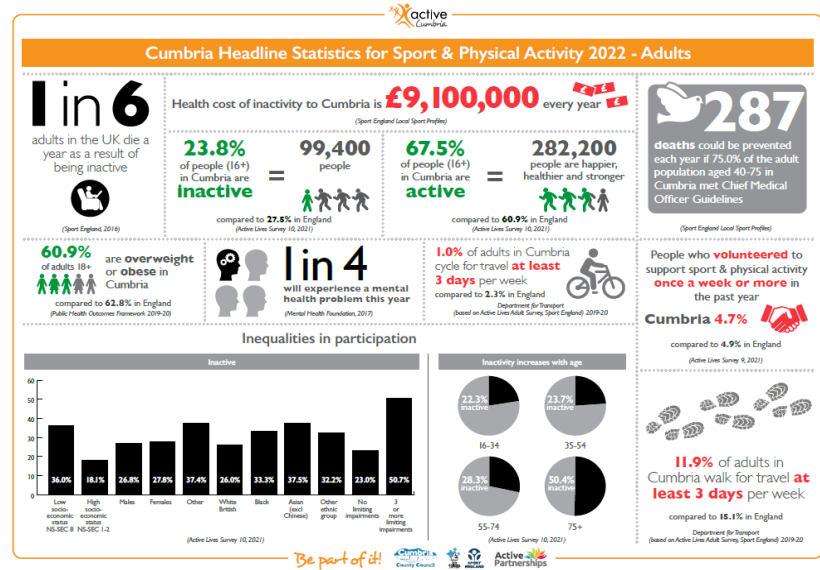
••• Why Physical Activity?



•• The Local Picture – The Challenge for Cumbria

- Cost of inactivity to Cumbria is £9,100,000 per annum
- 65.6% of adults (aged 16+) are active
- 49.8% of pupils are meeting the CMO recommendations of doing an average of 60 minutes activity every day = 28,700
- 17% of premature deaths in UK are caused by inactivity
- 30.4% children aged 4-5 are overweight or obese
- 40.1% of children aged 10-11 are overweight or obese
- 65.9% of adults aged 18+ are overweight or obese
- 287 deaths could be prevented each year if 75% of the adult population aged 40-75 in Cumbria met Chief Medical Officer guidelines

Sources: Sport England Local Sport Profiles, Active Lives Survey, Active Lives Survey CYP, NCMP and Public Health Outcomes Framework - Cumbria



•• Five Year Plan 2021- 2026

Vision:
Everyone in Cumbria is enjoying an active lifestyle.

Outcome 1: Increased levels of physical activity has reduced health and wellbeing inequalities across Cumbria.

Outcome 2: Increased levels of physical activity has contributed to a reduction in the carbon footprint across Cumbria.

Outcome 3: Physical activity is recognised as a priority in improving people's lives.



Local Delivery

3 Components to Local Delivery

System Partner Role

National funded programmes, services and events

Local funded programmes, services and events



•• Our Priorities Across the Life Course

Support children in early years to improve levels of physical literacy, ensuring the best start in life.

Enable children, young people and families to develop a positive relationship with movement.

Enable opportunities for those of working age to develop positive long-term physical activity habits.

Support older adults, particularly those with or at risk of long-term health conditions to be more active.



•• Place Based Approach

Targeted Lower Super Output Areas (LSOA) by Demographic

The following IMD indices, datasets and reports have been used to identify the LSOAs as the Priority Places for each of the priority audiences, namely:

Low Socio-Economic Groups (LSEG):	Older Adults (OA):	Children & Young People (CYP):
<ul style="list-style-type: none"> • Income Deprivation • Employment Deprivation • Education and Skills and Training • Health Deprivation and Disability • Adult Skills 	<ul style="list-style-type: none"> • Health Deprivation and Disability • Barriers to Housing and Services • Income Deprivation Affecting Older People Index • Indoors Sub-domain 	<ul style="list-style-type: none"> • Education and Skills and Training • Health Deprivation and Disability • Children and Young People Sub-domain • Income Deprivation Affecting Children Deprivation Index



•• National Funded Programmes, Services and Events



Department
for Education



Local Funded Programmes, Services and Events



•• Youth Physical Activity Network



- Working alongside StreetGames we have recently set up a Youth Physical Activity Network in Cumbria.
- This network has been created to bring youth providers together from across the county to raise awareness of opportunities, funding, and wider support to help get more children and young people physically active.



•• Thank you



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