

Delivery of targeted physical activity addressing health and wellbeing

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active sefton

Sefton Council

Overview of Active Sefton

- Sefton Council's Sport and Recreation Service comprises six leisure centres and over 30 sports, physical activity, health and community outreach interventions, all of which operate under the banner of 'Active Sefton'.
- As one of the most cost effective Local Authority operations and with over £2 million of external funding secured in the past 5 years, the service is integral to the delivery of a wide range of priority agendas including health and wellbeing, community resilience and supporting the most vulnerable.

Examples of work
Social Value

Locality working delivering outreach based leisure programmes

- Park Nights – community safety
- ACES programme – early help
- Community hubs (including agile work space)
- 121 programme
- Be Active supported programmes
- Aspiring Instructors – multiple partners
- Leisure centre partners – six sites and two partner contracts
- Utilising assets – green and blue spaces

Commissioned public health & leisure based interventions

- 121 referral programme
- Be Active supported programmes
- 0-19 pathway – including ‘Cook & Eat’, healthy habits programme and multiple CYP community sessions
- Weight management
- Exercise referral
- Cardiac rehab – (Aintree hospital)
- Falls Prevention – (CCG)

Active Sefton development

- **Active Sports** – programmes to improve health and wellbeing, promote social inclusion, reduce crime and antisocial behaviour through the medium of sport and physical activity.
- **Active Lifestyles** - improving the physical, nutritional and mental health and wellbeing of Sefton residents through the delivery of a variety of specialist interventions.
- **Active Workforce** - specifically designed for organisations to offer their staff the opportunity to improve their health and wellbeing whilst reducing sickness absence levels and improving staff morale
- **Active Aquatics** - provides public swimming lessons at 3 locations across Sefton for all ages, abilities and needs. Focused on improving swimming performance and water safety based on Swim England Learn to Swim pathway. Aquatics also delivers programmes for schools across 5 locations in Sefton.

Examples of work

Couch to 5k programme – takes place on track and in parks throughout the year



Active Sefton adaptations for Covid-19

- Virtual delivery of fitness classes – both live and pre-recorded (YouTube issues)
- Virtual events – including Santa Dash, monthly/weekly/weekend challenges, Couch to 5k programme, & promoting national initiatives
- Maintained delivery of commissions where exceptions allowed in lockdown 2 & 3, such as CYP 121 programme, Falls Prevention home visits, virtual seminars for Weight Management programme
- Redeployment of staff – key role in Shielding support for lockdown 1 through welfare calls, supporting other services such as Green Sefton, Social Care admin etc

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