

Title of policy / procedure / function / project / decision:	Get Cheshire West Moving Strategy
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Evidence based equality analysis

Main aims, purpose and outcomes and how does it fit in with the wider aims of the organisation:

Being physically active is an essential part of living a healthy and fulfilling life. Across the life course, regular physical activity provides significant physical, mental, and social benefits. Despite these benefits, many people are not active enough. The 'Get Cheshire West Moving' Physical Activity Strategy 2025-2028 aims to make it easier for residents to be active, more often, in ways they enjoy.

The strategy supports all of the priorities of the Cheshire West Place Plan and the Starting Well, Resilient People Living Their Best Lives and Greener Communities missions of the Cheshire West and Chester Borough Plan.

Physical activity is also an important component of other strategies and policies at a borough level. Strategies and plans of note include:

- Sports Facility Strategyⁱ
- Cheshire West and Chester Open Space Studyⁱⁱ
- Cheshire West and Chester Playing Pitch Strategy 2024ⁱⁱⁱ
- Local Cycling and Walking Infrastructure Plan (LCWIP) (2020 - 2030)^{iv}
- Public Rights of Way Improvement Plan (ROWIP)^v
- Climate Emergency Response Plan^{vi}
- Local Transport Plan^{vii}

Lead officer: Jo McCullagh / Alex Holt

Stakeholders: Eat Well Be Active Partners including:

- Active Cheshire
- Brio

- Cheshire Football Association
- Cheshire and Merseyside Integrated Care Board
- Chester FC
- Chester School Sports Partnership
- Cheshire West and Chester Council teams, including:
 - Public Health
 - Youth Service
 - Children and Families
 - Commissioning
 - Planning
 - Strategic Transport and Infrastructure
 - Green Infrastructure
- Cheshire West Voluntary Action
- The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)
- CWP 0-19 Starting Well Service
- England Netball
- Ellesmere Port School Sports Partnership
- Fallen Angels
- Groundwork
- Her Place
- Healthbox CiC
- Mersey Forest
- Neston Community Youth Centre
- Office of Health Improvement and Disparities (North West)
- Sported
- StreetGames
- Vale Royal School Sports Partnership
- University of Chester

For each of the areas below, an assessment needs to be made on whether the policy has a positive, negative or neutral impact, and brief details of why this decision was made and notes of any mitigation should be included. Where the impact is negative, this needs to be given a high, medium or low assessment. It is important to rate the impact of the policy based on the current situation (i.e. disregarding any actions planned to be carried out in future).

High impact – a significant potential impact, risk of exposure, history of complaints, no mitigating measures in place etc.

Medium impact –some potential impact exists, some mitigating measures are in place, poor evidence

Low impact – almost no relevancy to the process, e.g. an area that is very much legislation led and where the Council has very little discretion

	Neutral	Positive	Negative
Target group / area			
Race and ethnicity (including Gypsies and Travellers, refugees, asylum seekers etc.)		The strategy has a number of priority actions to support people from all races and ethnicities to be active, these include: “To embrace the diversity of the population, targeting activities and support in a meaningful and appropriate way. For example,	

		<p>work with residents to offer culturally appropriate physical activity opportunities”.</p> <p>“Encourage teams and schools to review the kit required to participate, considering the needs and preferences of all current and potential participants (e.g. sex, ethnicity, income)”.</p> <p>“Utilise a range of diverse positive role models to promote physical activity, movement and sport”.</p>	
<p>Disability</p> <p>(as defined by the Equality Act - a physical or mental impairment that has a substantial and long-term adverse effect on a person’s ability to carry out normal day-to-day activities)</p>		<p>The strategy has a number of priority actions to support people with a disability to be active, they include:</p> <p>“To understand and embrace the diversity of the population, targeting activities and support in a meaningful and appropriate way. For example, work with residents to offer culturally appropriate physical activity opportunities and those which consider and are accessible to</p>	

		<p>different genders, those with a disability and people on low income.”</p> <p>“Support inclusive physical activity programmes for people with disabilities and long-term conditions.”</p> <p>“Support staff to explore, to understand and to overcome barriers to physical activity for key cohorts, including girls, children with SEND and disabilities and those from low-income families.”</p>	
Sex (male or female)		<p>The strategy has a number of priority actions to support both males and females to be active, with consideration of the different needs:</p> <p>“Encourage teams and schools to review the kit required to participate, considering the needs and preferences of all current and potential participants (e.g. sex, ethnicity, income)”.</p>	

		<p>“Normalise conversations around women’s health topics like menstruation, menopause, and physical exertion, creating a supportive environment for women and girls”.</p>	
<p>Gender identity (gender reassignment)</p>		<p>Whilst not specifically referenced in the strategy, the strategy will support all residents to be active. Two priority actions in particular could support those who are planning or have undergone gender reassignment to be active, they are:</p> <p>“Encourage teams and schools to review the kit required to participate, considering the needs and preferences of all current and potential participants (e.g. sex, ethnicity, income).”</p> <p>“Ensure pitches and facilities are equally accessible to all, prioritising equal and inclusive access to provision (including ancillary facilities e.g. changing rooms, toilet facilities).”</p>	

Religion and belief (including lack of belief)	The strategy will support all residents, regardless of religion or belief.		
Sexual orientation (including heterosexual, lesbian, gay, bisexual and others)	The strategy will support all residents, regardless of sexual orientation		
Age (children and young people aged 0 – 24, adults 25 – 50, younger older people 51 – 75/80; older older people 81+. Age bands are for illustration only as overriding consideration should be given to needs)		<p>The strategy is all age and will support all ages to be active. For example:</p> <p>“Support and encourage early years and educational settings to integrate physical activity throughout the working day.”</p> <p>“Use opportunities during higher education to understand which activities young people (16-18) enjoy taking part in, to help to inform activities offered to young adults.”</p> <p>“Support all employers to integrate opportunities to be active into the working day and work environment, with a focus on reducing sedentary behaviour.”</p>	

		“Encourage those managing and delivering care in residential settings to incorporate varied opportunities for residents to be active”	
Care Experienced (all young people and adults who have been in the care of Cheshire West and Chester Council - for a period of 13 weeks or more - from the age of 14 years. This includes those children/young people for whom the Council currently or have previously held corporate parenting responsibilities)	The strategy will support all residents, regardless of care experience		
Carers (people who care for others, informally or formally)	The strategy will support all residents, regardless of caring roles.		
Rural communities		The strategy will support all residents to be active, regardless of where they live. However, there are priority actions which will specifically support those	

		<p>living in rural areas to be active, they include:</p> <p>“Encourage Doorstep Sport throughout the local areas through the provision of accessible and affordable opportunities for young people to take part in informal sport within their local community through vibrant, varied, fun and sociable sessions.”</p> <p>“Better understand the challenges faced by rural communities in accessing opportunities to be active, considering availability, transport and cost”.</p>	
<p>Areas of deprivation (include any impact on people living in poverty who may not live in areas identified as deprived)</p>		<p>The strategy will support all residents to be active, regardless of socio-economic status. However, there are priority actions which will specifically support those living in areas of deprivation to be active, they include:</p>	

		<p>“Encourage Doorstep Sport throughout the local areas through the provision of accessible and affordable opportunities for young people to take part in informal sport within their local community through vibrant, varied, fun and sociable sessions.”</p> <p>“Encourage teams and schools to review the kit required to participate, considering the needs and preferences of all current and potential participants (e.g. sex, ethnicity, income).”</p>	
Human rights (see guidance note for key areas to consider)	The strategy will support all residents		
Health and wellbeing and Health Inequalities (consider the wider determinants of health such as education, housing, employment, environment, crime and transport, plus impacts on lifestyles and effects on health and care services)		The strategy will support the health and wellbeing of residents for Cheshire West and Chester, reducing health inequalities by considering physical activity opportunities for all and in particular those who need it most.	

Procurement/partnership (if project due to be carried out by contractors/partners etc, identify steps taken to ensure equality compliance)	No budget attached to the strategy		
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Evidence:

The strategy has informed by a 0-19 Being Active Joint Strategic needs assessment and an adult physical activity needs assessment.

Please see endnotes for additional evidence which supports this strategy.

Action plan:

Actions required	Priority	Outcomes required	Officer responsible	Review date
Review any impacts on equality	Medium	Positive review	Alex Holt	16 July 2026
Share good practice examples with EDI team re inclusivity	Medium	Case studies shared	Alex Holt	16 July 2026

Sign off	
Lead officer:	Alex Holt
Approved by Tier 4 Manager:	Jo McCullough

Moderation and/or Scrutiny	
Date: 16 July 2025 – with EDI Managers	
Date analysis to be reviewed based on rating (high impact – review in one year, medium impact - review in two years, low impact in three years)	

ⁱ Cheshire West and Chester Sports Facility Strategy (in draft) to be published July 2025 and available at: [Council plans, policies and strategies | Cheshire West and Chester Council](#)

ⁱⁱ Cheshire West and Chester Council, 2017. Open Space Study and Playing Pitch Strategy. Available at: [Cheshire West and Chester Council - Open Space Study and Playing Pitch Strategy - March 2017](#)

ⁱⁱⁱ Cheshire West and Chester Council, 2017. Open Space Study and Playing Pitch Strategy. Available at: [Cheshire West and Chester Council - Open Space Study and Playing Pitch Strategy - March 2017](#)

^{iv} Cheshire West and Chester Council, 2020. Cycling and Walking. Available at: [Cycling and Walking | Cheshire West and Chester Council](#)

^v Cheshire West and Chester Council, 2011. Rights of Way Improvement Plan. Available at: [Rights of way improvement plan | Cheshire West and Chester Council](#)

^{vi} Cheshire West and Chester Council, 2020. The Climate Emergency. Available at: [The Climate Emergency | Cheshire West and Chester Council](#)

^{vii} Cheshire West and Chester Council, 2011. Local Transport Plan 2011-2026. Available at: [Local Transport Plan 2011-2026 | Cheshire West and Chester Council](#)