

# PHYSICAL ACTIVITY IN TAMESIDE (ACTIVE ALLIANCE UPDATE)

Health & Wellbeing Board  
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# Physical Activity in Tameside

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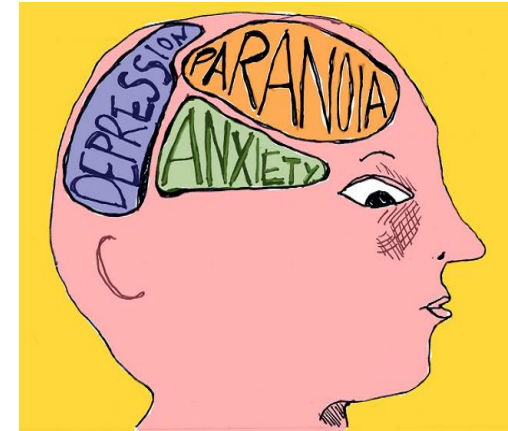
Shaun Higgins

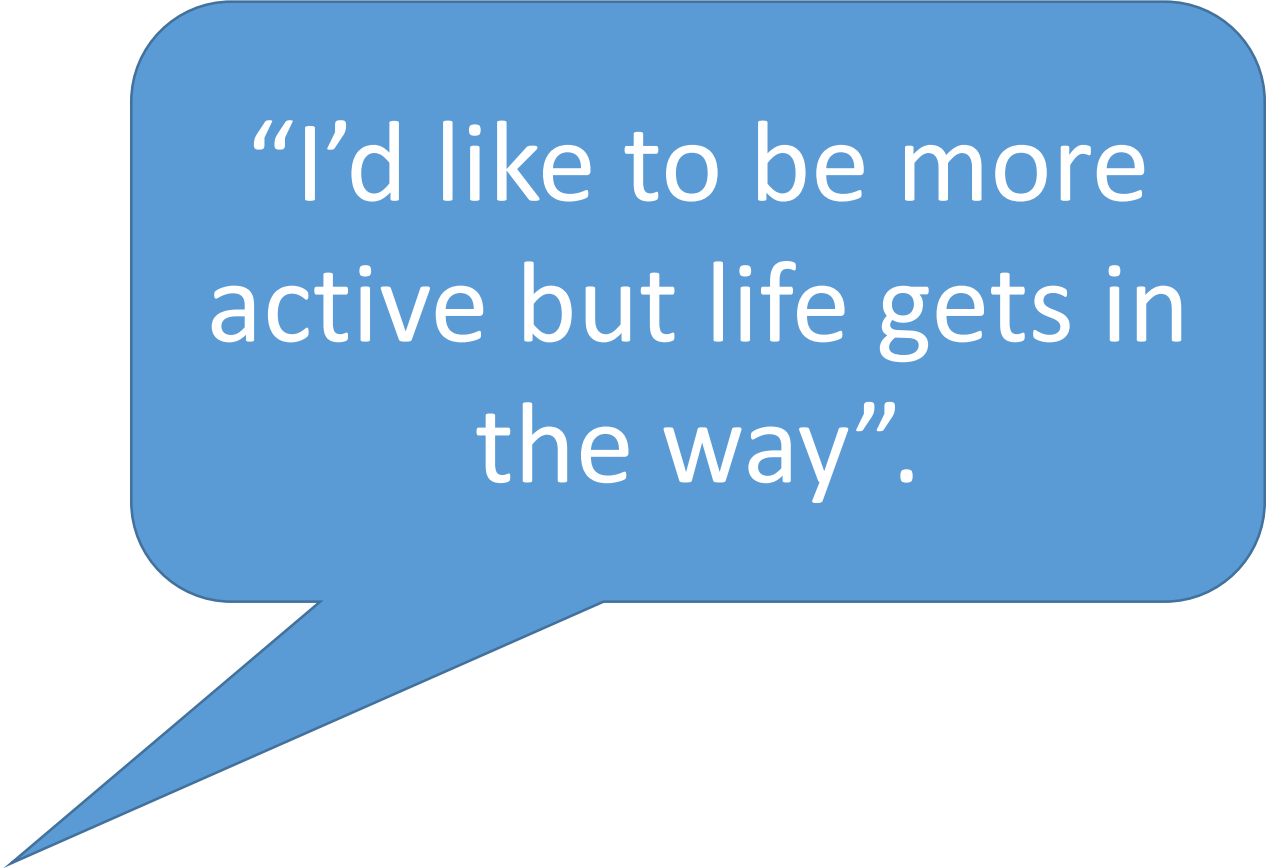
Director of Social Outcomes, Active Tameside, Chair of Active Alliance

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# Who-Underrepresented Groups





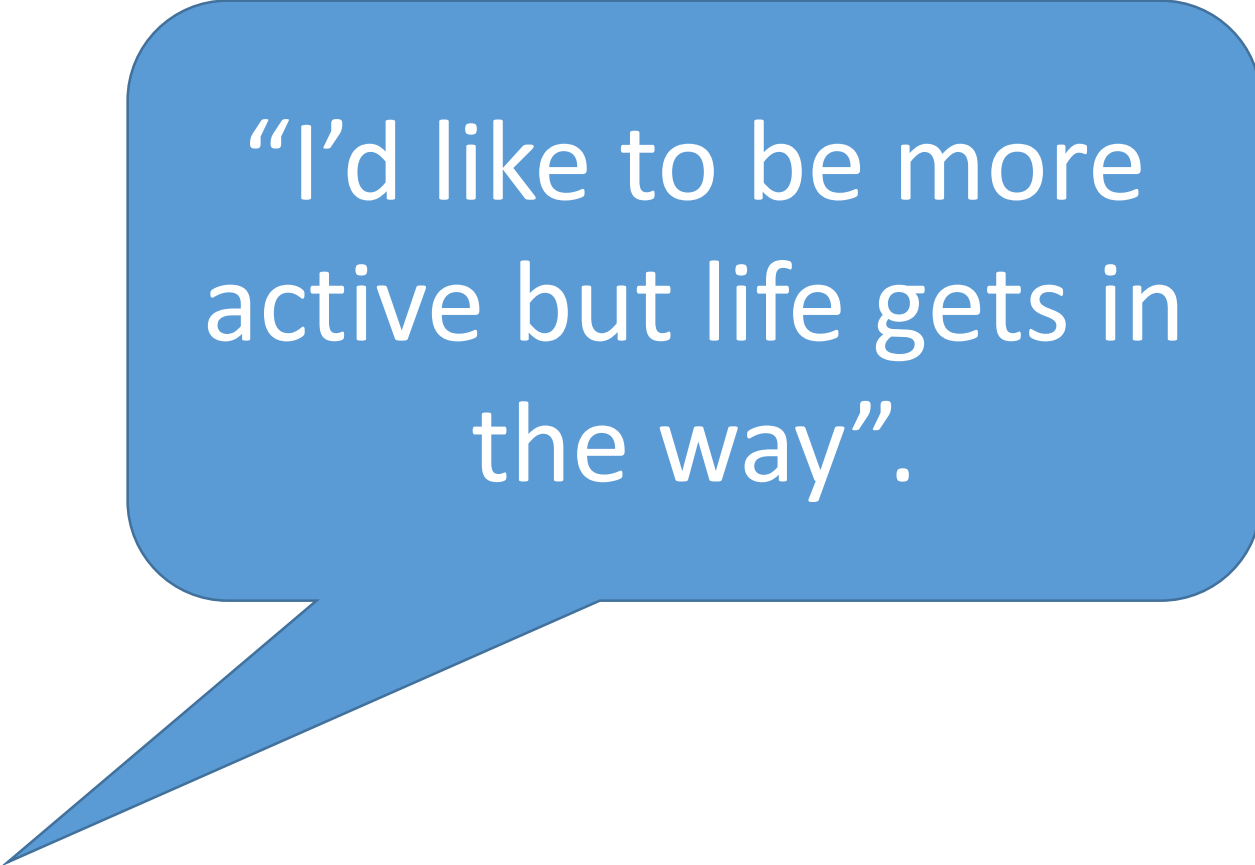
“I’d like to be more active but life gets in the way”.

# What do People Think 'Active' Means?




# Why?





“I’d like to be more active but life gets in the way”.

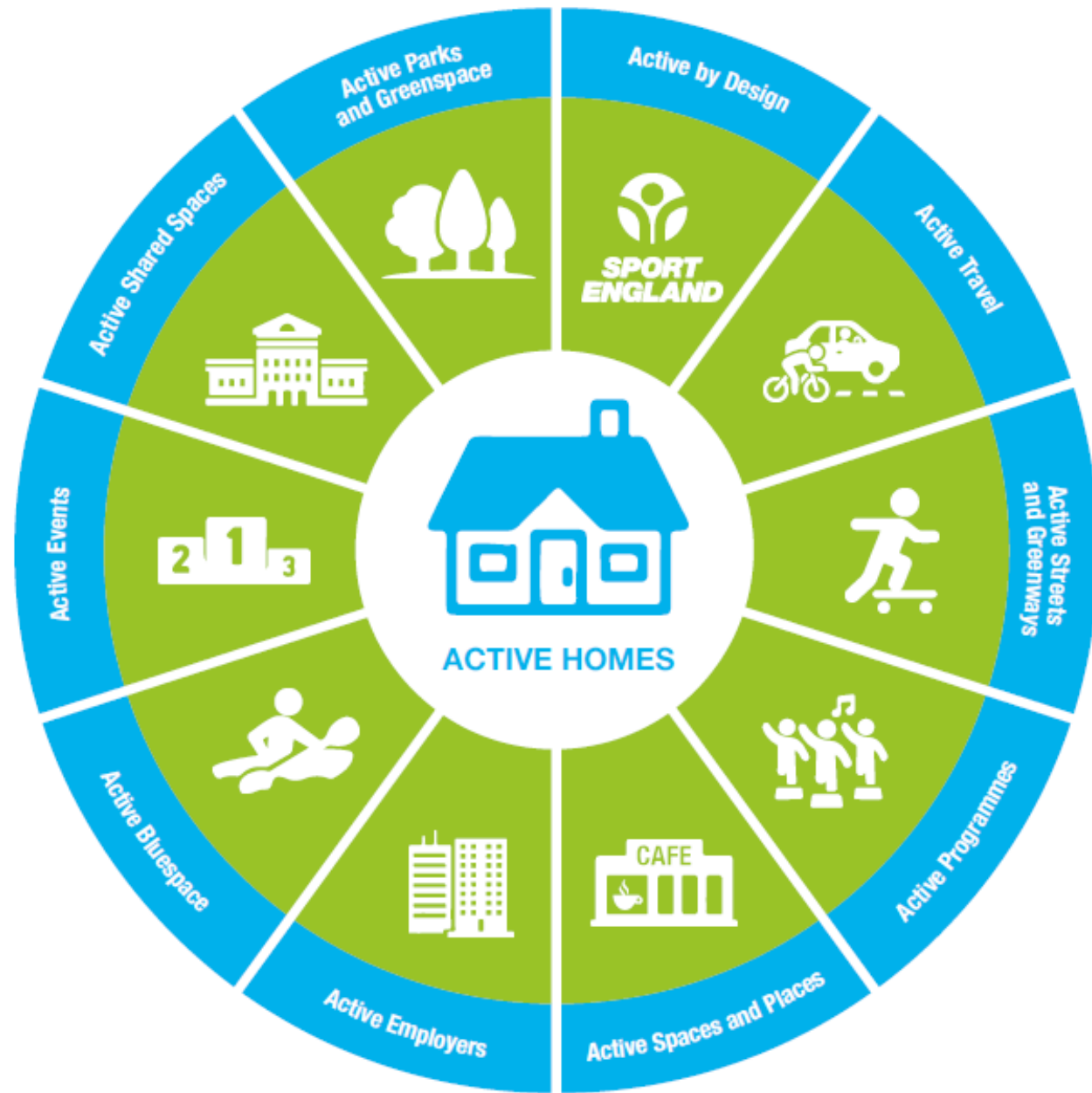


Could we put activity *in the way* of life?

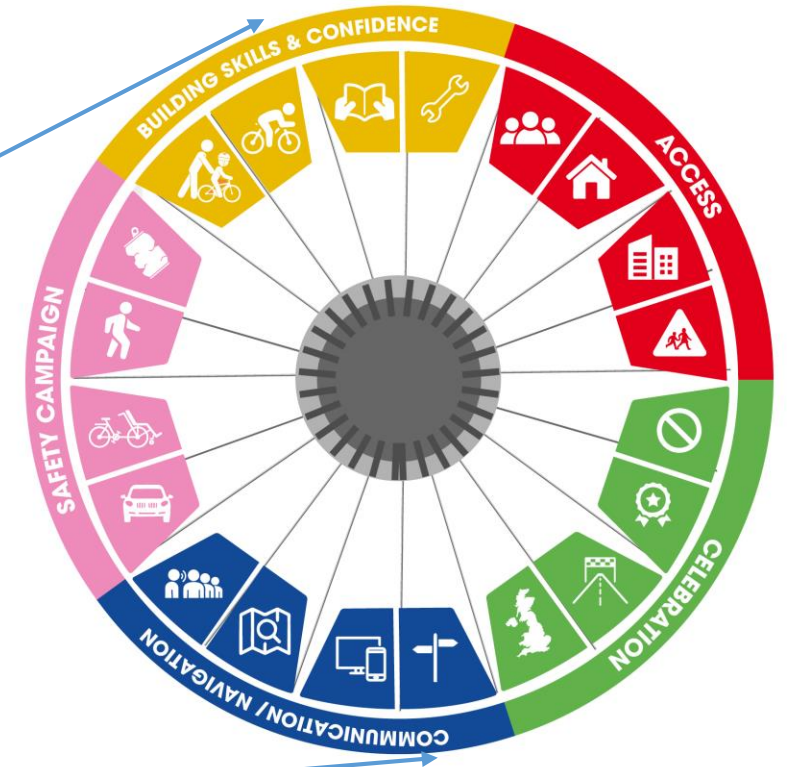
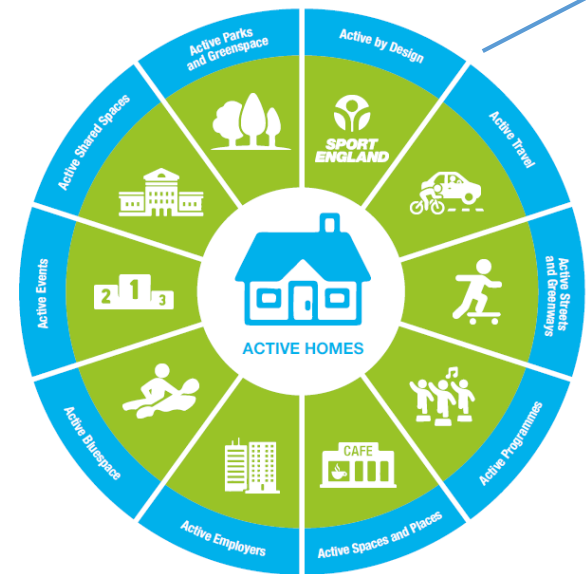


# Reframing Perceptions of Activity



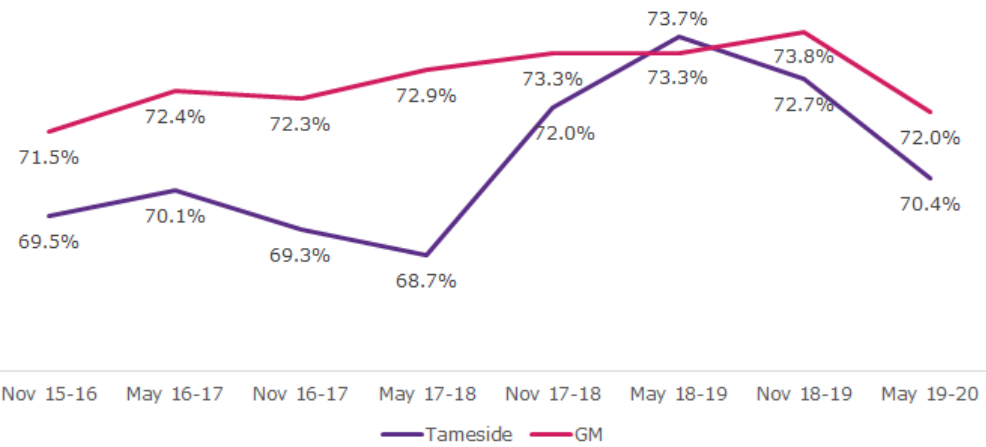


# Cycling Participation



## GREATERSPORT

**Activity Levels Over Time in Tameside and GM**



Source: Sport England Active Lives Survey, November 2015/16 to May 2019/20, adults 16+

