



Liverpool
City Council

NHS

**Liverpool
Clinical Commissioning Group**

PRESS RELEASE

Media contact: Philippa Rowley, Senior Communications Officer,
Philippa.rowley@liverpoolccg.nhs.uk, 0151 295 3540

CONTENT EMBARGOED UNTIL 00:01 THURSDAY, OCTOBER 20, 2016

IT'S TIME TO TRY SOMETHING NEW...FOR FREE

Always wanted to be more active but not sure what activity to do and where to start? Well, **Fit For Me** is here to help this Autumn.

The **Fit For Me City Takeover** is a two week packed calendar full of loads of taster activity sessions taking place across the whole of the city – for free!

From Zumba to drumming, swimming to walking, boxing to tai chi and much more - there is something for everyone and lots of things you might have never thought of trying out.

Fit For Me wants to encourage people to have a go and try something new, starting with the taster sessions on offer. Liverpool's physical activity providers have made hundreds of free places available especially for the City Takeover and they will warmly welcome beginners.

A free pass is available to download from www.fitforme.info. The free pass is valid for the whole two-week period and can be used to try out new activities. There's no limit on the number of new activities you can try over the two-week City Takeover period.

Dr Maurice Smith, GP at Mather Avenue surgery in Allerton and Healthy Liverpool's 'Living Well' clinical lead said, "So far through **Fit for Me** we've asked you to get more active and think about doing ten minutes more activity on as many days as you feel comfortable with. Now we want to provide as many people as possible with free activities that they can try out to help them become more active."

The **Fit For Me City Takeover** kicks off on Saturday, October 22. Indoor and outdoor events will take place at Lime Street Plateau, Williamson Square and The Museum of Liverpool. There will be an opportunity to try a selection of fun activities at the events including dance, football skills, drumming and tai chi. The launch marks the start of a two week programme full of activities for everyone to try out.



Tim Beaumont, Mayoral Lead for City Wellbeing said, “A few weeks ago we asked physical activity providers from across Liverpool to get involved with the City Takeover. We’ve been overwhelmed with the amount of organisations that have gotten in touch with us. It’s a testament to them that we will be able to provide so many different activities to the people of Liverpool. There is definitely something for everyone.”

Dr Smith added, “What’s great about the City Takeover is that you can try all the activities that are on offer once. But it’s not only about you getting active – we want to encourage people to bring their friends or family members too, having someone with you can make getting active much more fun – and it can be easier to keep going when you’ve got someone you know beside you.

“We hope people will discover at least one new thing they like to do and keep it up beyond the two week takeover period.”

Lee Charles, Actor and five time World Kickboxing Champion from Merseyside, is supporting the **Fit For Me City Takeover** and will be at the launch event at [insert date time.]

Lee said, “I’m delighted to be supporting the **Fit For Me City Takeover**. It’s great to see what the **Fit For Me** campaign has already achieved in the city. Many people have really busy lives and can find it hard to take the time to be physically active. What I like about **Fit for Me** is that being active is whatever you want it to be and the small steps count, taking the dog for a walk or having a kick about with the kids can make a difference to our health and wellbeing.”

Join in with free local activities, get motivational support and download your **City Takeover** free pass at www.FitForMe.info or see how active you are by taking the **Fit For Me** quiz at fitforme.info/how-active-am-i/activity-quiz/.

Free passes are also available at the participating activity venues which are listed on the website. If you don’t have internet access, you can call 0151 233 4217 and ask for the Fit For Me City Takeover team who can help you find an activity near you.

Don’t forget to like and follow our social pages at: www.facebook.com/FitForMeLpool and [@FitforMeLpool](https://twitter.com/FitForMeLpool) (<https://twitter.com/FitForMeLpool>).

- ENDS -

NOTES TO EDITORS

- The **Fit for Me** campaign is supported through a partnership between Liverpool City Council, Liverpool Clinical Commissioning Group and strategic stakeholders with the aim of encouraging people to adopt a more active lifestyle. It is part of Liverpool’s Physical Activity and Sport Strategy 2014-21 which sets out the vision for Liverpool to be the most active city in England by 2021.



- The Fit For Me City Takeover free pass is valid for multiple uses during the promotional period. There's no limit on the number of new activities people can try – which the free pass holder has not tried before or done within the last 3 months. The free pass can only be used once per new activity. For full terms and conditions visit the Fit For Me website.
- The activities included are provided by a range of providers across the city and their individual terms for participation using the free pass will apply. For most activities, turning up on the day is accepted, though some activities require booking in advance. There may be limits on the numbers participating. See website for detailed information about the activities on offer.
- Local research shows that people in Liverpool think that it's become normal to be inactive. They don't know what being active means or how to start being more active. People don't realise that making small changes in their daily lives to become more active can make them feel better.
- The campaign recommends that if you're not very active at the moment, start small and aim to do at least ten minutes of activity when you can. Once you've got started, you should try working towards doing ten minutes or more on 3 or 4 days a week. Then, when you feel comfortable, work your way up to doing half an hour or more on 5 days each week (or 2 ½ hours across a week if you prefer).
- NHS Liverpool Clinical Commissioning Group (CCG) is responsible for commissioning (planning and buying) hospital and community health services for the people of Liverpool. It has a budget of around £840m a year. The CCG is made up of representatives from each of the city's 93 GP practices, and is led by a Governing Body consisting of GPs from across the city.
- Liverpool City Council is the lead delivery partner for the Liverpool Activity Strategy 2014-21 programme and works with a range of stakeholders, including Liverpool Clinical Commissioning Group and Sport England, to resource and deliver the vision and aims of the strategy
- National recommendations from Chief Medical Officer, Dame Sally Davies, says that physical activity includes everyday activity such as walking and cycling to get from A to B, work-related activity, housework, DIY and gardening. It also includes recreational activities such as working out in a gym, dancing, or playing active games.
- If you require hi-resolution images of the campaign collateral or of our ambassadors please contact Philippa.rowley@liverpoolccg.nhs.uk.

