

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: 15th April 2016
Report for: Information
Report of: Andy Worthington (Chair of Strategic Sport & Physical Activity Partnership)

Report Title

Strategic Sport & Physical Activity Partnership update

Purpose

To provide an update to the Health & Wellbeing Board on the priorities, activities and progress of the Strategic Sport & Physical Activity Partnership.

Recommendations

Performance and update to be noted.

Appendices

- A Performance Scorecard
- B Project Tracker
- C Priorities

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Strategic Sport & Physical Activity Partnership update

1. Strategic Priorities

In October 2015 the Strategic Sport & Physical Activity Partnership (SS&PAP) undertook an exercise where it looked to rationalise its priorities in response to the introduction of the Greater Manchester Moving Blueprint for Physical Activity and Sport¹, and the shift in strategic context this presented.

As a result of this the SS&PAP decided to focus efforts on the following six broad themes (see supporting document – “SS&PAP prioritisation”):

- Active Outdoors
- Active Children & Young People
- Active Adults
- Active Workplaces
- Volunteering
- School and Community Sport Links

All of these themes support the main overarching aim of the group, which is to “increase 1 x 30 minutes participation in sport and physical activity across all ages (particularly from those who are currently characterised as inactive).”

2. Partnership Projects

A number of projects have been initiated by the SS&PAP over recent months – all of which are ambitious in nature and directly linked to the strategic priorities.

- a. Recreational Running** – Established in November 2015, the Longford Park parkrun has gone from strength to strength. On average 267 people run the 5km event that takes place in the park on a Saturday morning each week. A further piece of work is being undertaken to understand the impact of this event on the physical activity levels and behaviours of its participants. The wider project also involves the introduction of a second Trafford parkrun, the physical marking of a network of run routes across the Borough, and the establishment of a series of Beginner Running Groups.
- b. Active Early Years** – This project is focused on informing and shaping physical activity behaviour at the earliest possible opportunity by working with young people aged between 0 and 5 years and their parents (pilot areas: Stretford and Partington). Among the tactics being used in this multi-agency project is an attempt to raise awareness and upskill Health Visitors around stage appropriate physical activity, similarly an offer of training and support to child care providers (nurseries and childminders) and the establishment of new weekly activity sessions at the two Children’s Centres.
- c. Trafford Volunteer Inspire Programme** – Linked to a Greater Manchester-wide initiative, Trafford VIP is an online platform that provides a single point of reference for both Trafford residents who want to get in to sports volunteering as well as activity providers who are actively looking

for new volunteers. The ambition is, by March 2017, to encourage a further 500 residents in to sports volunteering.

d. TCCC Directory of Services – CSC have presented twice at SS&PAP meetings with a view to understanding how physical activity opportunities can be represented through the Directory of Services. A meeting is scheduled to take place with a number of the providers who sit on the group to agree a co-ordinated response where the most suitable, high quality opportunities are the ones that are signposted to.

3. Performance

To track the performance of these projects and the group's wider commitment to raising the physical activity levels of Trafford residents, a performance scorecard has been produced (see supporting document – "SS&PAP performance scorecard April 2016").

4. Future Planning and Next Steps

Moving forward the SS&PAP intends to consider how it can better contribute to the agreed priorities and targets of not only the Health and Wellbeing Board to which it is aligned, but also the Stronger Communities and Growth Board within the new Trafford Partnership structure. This will also enable the group to better understand Trafford's collective contribution to the new DCMS sport strategy² that was published in December 2015.

In turn this may require a review of the group's membership, terms of reference and strategic priorities. It is anticipated that this period of transition will happen over the coming months with an overview of the progress made provided in time for the next Health and Wellbeing Board meeting in July.

5. Strategy Links

¹Greater Manchester Moving: A Blueprint for Physical Activity and Sport
<http://www.greatersport.co.uk/GMMoving>

²Sporting Future: A New Strategy for an Active Nation
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf

Trafford Strategic Sport & Physical Activity Partnership – Performance Scorecard

Outcome: More People, More Active, More Often

Population: All residents in Trafford

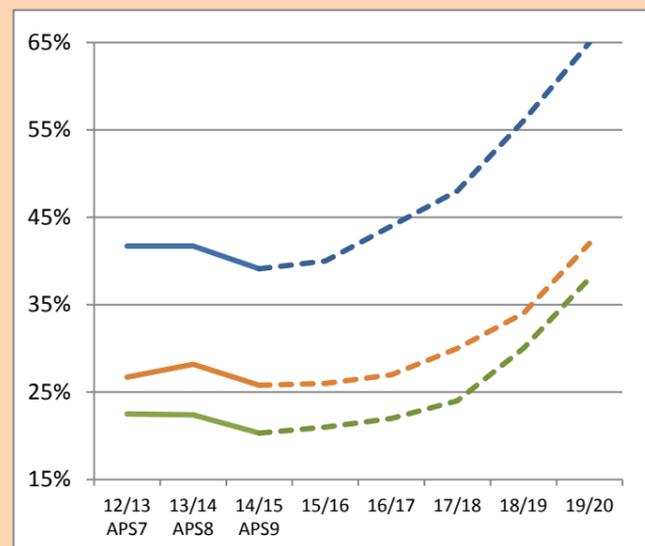


Our priorities:

- Increase 1 x 30 minutes participation in sport and physical activity across all ages (particularly from those who are currently characterised as inactive)
- Maximise opportunities of the use of green space infrastructure for physical activity in the borough such as running, cycling and walking
- Encourage workplace activity programmes
- Increase volunteering opportunities in sports
- Support links between school sport and the community



How well are we doing?

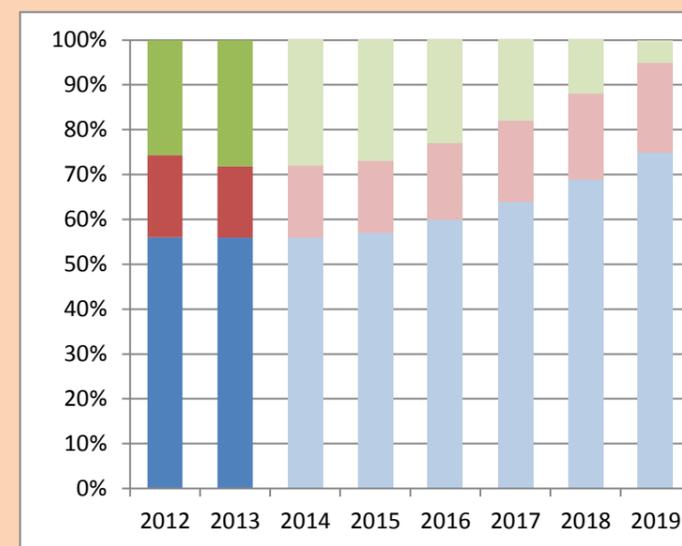


We know that **39.1%** of the adult population (16+) in Trafford take part in sport at least once a week. With regards to regular participation we know that **20.3%** take part in sport on three or more occasions each week, which increases to **25.8%** participating three times a week or more under a broader sport and active recreation definition (N18).



Furthermore, we know that women are less active. Similarly, but on a sub-regional level, we know that older people, people with a disability, people from a black and ethnic minority background, and people not in employment are also less active.

(Data source: APS9)



We know that **55.9%** of the adult population (16+) in Trafford take part in at least 150 minutes of moderate or vigorous intensity physical activity per week, which meets the Chief Medical Officer's physical activity guidelines. We also know that **28.2%** take part for less than 30 minutes each week with 23.5% considered sedentary (0 minutes per week).



As with sports participation we know that physical activity rates are generally lower among women, ethnic minorities, and those with a disability.

(Data source: PHE period 2013)

Our approach:

In order to deliver a population-level shift in sport and physical activity participation in Trafford the Partnership will look to:

- **INNOVATE** – Have a positive impact on health by activating cross-networks of expertise and promoting the benefits of sport within educational, workplace and community environments;
- **COORDINATE** – Promote borough-wide activity and target health inequalities in areas of deprivation, particularly focusing on vulnerable communities with lower life expectancy;
- **ENGAGE** – Help to optimise use of our assets and increase participation levels through partnership working and promotion; and
- **DELIVER** – Increase participation through evidence-based interventions that support behaviour change with an emphasis on areas where there are gaps in provision.

WALKING

34.8% ↑
+0.40%

34.8% of adults (16+) in Trafford have undertaken at least some active or recreational walking each week. Furthermore, 31.9% walk for at least 30 minutes each week.

Data source: PHE period 2013

RUNNING

9.18% ↓
-1.22%

9.18% of adults (16+) in Trafford have participated at least once in athletics /running over the past year. Additionally, 4% across Greater Manchester run at least once a week.

Data source: APS9

CYCLING

9.68% ↓
-0.15%

9.68% of adults (16+) in Trafford have participated at least once in cycling over the past year. Furthermore, 3.51% across Greater Manchester cycle at least once a week.

Data source: APS9

PHYSICAL LITERACY

7.6%

7.6% of reception aged children in Trafford do not meet the expected level within Early Learning Goal associated with Moving and Handling. 5.7% within Health and Self-Care.

Data source: Early Learning Goals 2015

VOLUNTEERING

13.2% ↑
+2.80%

13.2% of adults (16+) across Greater Manchester have volunteered in sport at least once over the past year. Furthermore, 3.37% have undertaken volunteer coaching.

Data source: APS9

Trafford Strategic Sport & Physical Activity Partnership – Project Tracker

RECREATIONAL RUNNING

Start date: 1/2/16 End date: 31/3/17

Project objective: *To increase the number of people running in Trafford.*

Performance indicators	Q1 – Feb-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Parkruns established	2	1	2		3		3	
Weekly Parkrun runners	400	267	400		600		600	
Run leaders trained	24	0	24		24		24	
Beginner Running Groups established	2	0	4		5		6	
Weekly Beginner Running Group runners	30	0	60		75		90	
'3-2-1' routes mapped	2	0	4		6		10	
Sport Relief Mile events delivered	2	2						
Sport Relief Mile runners	300	197						
Trust10 event established	0	0	1					

ACTIVE EARLY YEARS

Start date: 1/4/16 End date: 31/3/17

Project objective: *To increase the proportion of children in Trafford leaving Key Stage 1 who demonstrate the requisite motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.*

Performance indicators	Q1 – Apr-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Micro-grant applications received		0						
Micro-grants awarded	50	0	100					
Micro-grant throughput impact		0						
Bespoke nursery training delivered	3	1	6		9		10	
Nursery staff trained		6						
Let's Play awareness training delivered	1	0	2		3			
Health Visitors trained	4	0	8		12			
Other professionals/deliverers trained	15	0	15					
Let's Play franchise sessions established	2	0	4					
Let's Play franchise session throughput		0						
Referral vouchers distributed	30	0	60		100		150	
Attendances by voucher recipients		0						
Bounts partners confirmed	3	0	5		8		10	

TRAFFORD SPORTS CAPITAL GRANT SCHEME

Performance indicators	Q1 – Apr-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Applications received		18						
Grants awarded		12 (15)						
Total grant funding awarded	£104k	£74k						

TRAFFORD VOLUNTEER INSPIRE PROGRAMME

Start date: 1/2/16 End date: 31/3/17

Project objective: *To increase the number of people volunteering in sport in Trafford.*

Performance indicators	Q1 – Feb-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Active volunteers	100	25	200		300		500	
Volunteer profiles		27						
Provider profiles		12						
Volunteer opportunities posted		8						

Trafford Strategic Sport & Physical Activity Partnership – Priorities

Trafford Council Sport & Leisure Strategy 2013-17	Sport and Leisure priorities are aligned to and support the priorities for health and wellbeing			Effective Strategic & Local Partnerships delivering a sustainable community sport & leisure offer		
Themes	ACTIVE OUTDOORS	ACTIVE ADULTS	ACTIVE CHILDREN & YOUNG PEOPLE	ACTIVE WORKPLACES	VOLUNTEERING	SCHOOL & COMMUNITY SPORT
Trafford Strategic Sport & Physical Activity Partnership Objectives	Maximise opportunities of the use of green space infrastructure for physical activity in the borough such as running, cycling and walking	Increase 1 x 30 minutes participation in sport and physical activity across all ages (particularly from those who are currently characterised as inactive)		Encourage workplace activity programmes	Increase volunteering opportunities in sports	Support links between school sport and sport in the community
GM Moving Strategic Pledges	Increase the number of people cycling		Promote physical literacy in the early years, at school and at home	Develop an informed and skilled paid and volunteer workforce		
Current Projects	Increase the number of people walking and running		Active Early Years / KS1	Trafford VIP		
Current Projects	Recreational Running British Cycling/TfGM Active Trafford Greenspace (Walking) GP Social Prescribing / TCCC DoS					