

## **TRAFFORD COUNCIL**

**Report to:** Health Scrutiny Committee  
**Date:** 20th November 2019  
**Report for:** Information  
**Report of:** Eleanor Roaf, Director of Public Health (Interim)

### **Report Title**

Improving Physical Activity in Trafford Council

### **Summary**

This paper has been prepared to provide Scrutiny with an update on local programmes to promote physical activity. It highlights current data regarding physical activity levels in Trafford, the new Chief Medical Officer (CMO) guidelines, and the programmes and activities with a particular focus on how less active groups are being targeted and supported.

### **Recommendation(s)**

Members are asked to note the range of programmes that are currently available to promote physical activity in Trafford and the particular focus on supporting inactive residents.  
Members are asked to consider their leadership role in promoting physical activity and to take the opportunity of attending future workshops and programmes on physical activity.

### **Contact person for access to background papers and further information:**

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## 1. Background

This paper has been prepared to provide Scrutiny with an update on local programmes to promote physical activity and to work towards our long term ambition presented in Trafford's Sport and Physical Activity strategy that

By 2031 every resident in Trafford will #BeActive everyday

It highlights current data regarding physical activity levels in Trafford, the new CMO guidelines and the programmes and activities and future planned work. For the purpose of this paper the focus has been on adult and older people's health.

## 2. Current position

### Physical Activity Data



The majority of people in Trafford are active and our key focus is to target work with the inactive.

In the last 6 months (Nov 2017-18) figures show that we have increased the number of Active residents by 1.8%, decreased Fairly Active by 1.9% and increased Inactive by 0.1%. In the last 12 months (May 2017-18) we have has increased Active by 5.3%, decreased Fairly Active by 2.5% and Inactive by 2.9%. **This equates to 5,700 more people moving.** Since baseline (Nov 2015-16) we have has significantly increased Active by 5.6%, decreased Fairly Active by 1.4% and decreased Inactive by 4.2%. **8,900 more people moving**

However, there is variation within Trafford:

- Inactivity is slightly higher among women compared to men, but this difference is narrower than it has been.
- Inactivity levels are higher in older people, rising to 59.1% in people aged 75 and over.
- Inactivity rises to almost a third (32.6%) in people living in areas of Trafford that rank in the 10% most income deprived in England.
- 51.4% of people with a disability or long term health condition are inactive, compared to 17.9% of people without.
- Inactivity is highest in people living in parts of Trafford's North and West localities.
- Analysis across England shows that inactivity levels are higher among people belonging to a South Asian (30.2%) or Black (28.4%) ethnic groups.

### 3. Summary of the new Chief Medical Officers (CMOs) Guidelines

3.1. Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation.

Our understanding of the relationship between physical activity and health has grown. In general, the more time spent being physically active, the greater the health benefits. However, we now know that even relatively small increases in physical activity can contribute to improved health and quality of life. The chart below details the current guidelines for adults and older adults.



3.2. Considering the importance of strength for physical function, particularly later in life, the guidelines have been amended to include a focus on strengthening activities to maintain strength and delay the natural decline in muscle mass and bone density which occurs from around 50 years of age. The new guidelines reinforce the importance of these types of activities for all age groups and highlight the additional benefit of balance and flexibility exercises for older adults. This report recognises an emerging evidence base for the health benefits of performing very vigorous intensity activity performed in short bouts interspersed with periods of rest or recovery (high intensity interval exercise, HIIT). The available evidence demonstrates that high intensity interval exercise has clinically meaningful effects on fitness, body weight and insulin resistance, and can be as or more effective than moderate-to- vigorous physical activity (MVPA). This option has therefore been incorporated into the recommendation for adults.

Evidence now demonstrates that there is no minimum amount of physical activity required to achieve some health benefits. The previous requirement for a 10-minute bout of activity is no longer valid and is no longer included. However, specific targets -such as aiming to do at least 10 minutes at a time -can be effective as a behavioural goal for people starting from low levels of activity.

For the first time the CMO has presented additional guidance on being active during pregnancy, and after giving birth, and for disabled adults.



### **3.3. Inactivity and Sedentary behaviour**

There have been notable developments in the evidence base for the health effects of sedentary time in adults, with research suggesting sitting time is associated with all-cause and cardiovascular mortality, and cancer risk and survivorship. Similar effects are seen in children where sedentary behaviour is associated with cardiovascular fitness and obesity. In all groups, the relationships of sedentary behaviour and health occur independently of moderate-to-vigorous physical activity (MVPA) for some health outcomes. Prolonged sitting is harmful, even in people who achieve the recommended levels of MVPA.

## **4. Programmes and Activities.**

The following section of this report highlights the wide range of programmes we are currently working on to support our residents become more active.

### **4.1. Trafford Moving**

Our overall direction is articulated in the Trafford Sport & Physical Activity Strategy which aims to address the issue of physical inactivity in Trafford. The strategy is a key part of Trafford's Health and Wellbeing Strategy and Trafford Together. Trafford's Sport & Physical Activity Partnership will lead on the implementation of the strategy across Trafford.

### **4.2. Local Delivery Pilot**

We are active members of the GM Moving programmes and the £10m Sport England investment into the Local Pilots across all local authorities in Greater Manchester. These aim to accelerate the scale, pace and depth of the broader Greater Manchester Moving implementation plan by focusing on three specific target audiences:

- Children and Young People aged 5-18 in out of school settings
- People out of work, and people in work at risk of becoming workless
- People aged 40-60 with, or at risk of, long term conditions specifically cancer, cardiovascular disease and respiratory disorders.

The key principles of the Local Delivery Pilot are as follows:

## The Principles of Investment for Local Delivery Pilot

### 1> Must be an identifiable need:

- Supported with an **evidence base**
- **Targeting the physically inactive** (ensuring a focus on population health level interventions and targeting the most 'at risk' proportionately)
- Must **align to one or more of the target audiences** (and the insight that has been developed about them)

2> **Builds on individual and community assets to add value** to what is already going on, i.e. the conditions are right

3> **A plan for engaging with the key audiences and a commitment to co-design with public services and VCSE** engaged

4> Must follow a **Whole Systems Approach** (the blue and white circles diagram)

5> Should demonstrate **how it addresses social and health inequalities** as a cross cutting theme

6> **Embrace innovation** and calculated risk in the interests of doing things differently

7> Is **part of a coherent plan for physical inactivity in the locality** underpinned by:

- A whole place approach to public expenditure in physical activity.
- A **focus on growth and sustainability**

8> **Committed to the GM and National Community of Learning** approach

9> **Distributed Leadership (everyone's a leader)**

In Trafford we have received £622,585 of the £10 million investment into Greater Manchester. Following data analysis and considerable insight work we have chosen to initially focus our work programme in Partington. This is the most inactive ward in Trafford, according to Sport England's Active Lives data, and its stubborn inequalities span all three of the Local Pilot's target audiences detailed above. Other statistics relevant to Partington are;

- Highest level of inactivity; 34% compared to 25.9% for Trafford overall
- Highest rates of obesity at Year 6
- Lowest levels of Good Level of Development and School Readiness
- Highest rates of Early Mortality (highest quintile nationally)
- Highest rates of Early Mortality (All Cancers)
- Highest prevalence of Long-Term Conditions
- Highest level of deprivation
- Highest prevalence of worklessness

The work in Trafford is led by a working group including representation from the Council, Public Health, Trafford Leisure and the VCSE Sector.

The Pilot is aligned to Partington and Carrington Vision 31. The Vision 31 is led by community leaders determined to improve a number of outcomes for those that live in Partington and Carrington.

**PARTINGTON & CARRINGTON**  
**VISION 31**

**WHAT WE LOVE ABOUT OUR AREA**

- BEAUTIFUL RURAL SURROUNDINGS
- STRONG COMMUNITY LIFE AND ASSETS
- AFFORDABLE HOUSING

**SIGNIFICANT NEW DEVELOPMENTS**

**WHAT'S THE VISION?**

- WE ARE LOOKING GOOD
- WE ARE FEELING STRONGER
- WE ARE ON THE MOVE

**SOME KEY CHALLENGES**

- 45% OF CHILDREN LIVE IN POVERTY
- 16% NOT IN EDUCATION EMPLOYMENT OR TRAINING
- 30% OF HAVE NO RESIDENTS QUALIFICATIONS
- 23% OF RESIDENTS ARE UNEMPLOYED

**WE'RE ALL WORKING ON**

- STRONG RELATIONSHIPS BETWEEN PARTNERS
- IMPROVED LOOK AND BRANDING FOR THE TOWN
- STARTING CONVERSATIONS ABOUT TRANSPORT
- RAISING ASPIRATIONS FOR OUR CHILDREN
- DEALING WITH ANTISOCIAL BEHAVIOUR
- MAKING CHILDREN SCHOOL READY
- INCREASING EMPLOYMENT OPPORTUNITIES

**WHAT ARE THE BIG GAME CHANGERS?**

- 600 HOUSES TO BE BUILT BY TRAFFORD HOUSING TRUST
- 5,000 HOUSES IN CARRINGTON
- £2M SOCIAL INVESTMENT FUND

**VISION 31**  
 10% COLLABORATION BETWEEN

RESIDENTS, TRAFFORD COUNCIL, THE FUSE, NATIONAL TRUST, TRAFFORD HOUSING TRUST, COMMUNITY GROUPS, SCHOOLS, CHURCHES, TRAFFORD LEISURE, EARLY HELP HUB, POSITIVE PARTINGTON, TOWN COUNCIL, LOCAL BUSINESSES, CHILD CARE PROVIDERS, YOUR HOUSING GROUP

Trafford's approach has a three tier approach:

- Tier 1 - Community led place based interventions in Partington and Carrington (Partington Moving).  
 These include Step Up Volunteers at the Hideaway Partington, Youth Hub activities, the Green Academies Project, Mini Golf friends of Cross Lane Park and the Rovers SSE wildcats football coaching for girls aged 4-11.  
 In the summer we held a Summer of Sport engaging children with sport and tackling holiday hunger in three venues, Sale West, Partington and Old Trafford. 92 children attended, with over 40 hours of sport and 736 meals provided. Lancashire Cricket Foundation supported the event with 4 United players attending and 10 GB Taekwondo Olympic hopefuls.  
 In addition the Good Gym in Stretford was launched – this programme combining fitness with community activities and projects has proved to be very popular. All of these have been developed and coproduced with residents, listening to what they feel and believe would help them become more active.
- Tier 2 - Broader 'test & learn' approaches where some of the learning we have achieved can then be extended to other geographical areas and targeted groups.
- Tier 3 - Whole systems interventions across the locality. One of the key areas for this is workforce development and how we can support all staff in the Council, CCG and partners have conversations about the benefits of becoming physically active.

An interim report of the work we have progressed can be found at <https://vimeo.com/hyperfinemedia/review/357883089/6b1e340d9a>

### 4.3. Age Well Board and Active Ageing

Our programmes to support Active Ageing align with the Age Well Board and the Age Well Plan focussing on a 'life-course' approach to ageing in Trafford.

#### 4.3.1. Active Ageing

The Sport England Active Ageing fund is supporting innovative and experimental approaches that put older people at the heart of our efforts to tackle inactivity. Trafford are looking to work in the West locality of Trafford, which has a high proportion of older people and corresponding high levels of treatment and care required to support people with long term conditions, who have had falls or experience dementia. There has been a significant market research piece of work undertaken which has identified a number of issues pertinent to active ageing. A key objective is sustained involvement with inactive older adults in these areas, using links with primary care and exercise referral pathways as well as supporting wider access to community provision. We will also link with existing social prescribing models to support an increase in uptake of supported exercise opportunities for those from higher risk groups as well as the older adult population as a whole. We will also train and support older adults to become Age Well Champions and encourage behaviour change.

An example of a session set up is the walking for health programmes launched in Stretford and Partington

#### **Case Study: Barbara**

Following retirement Barbara initially looked after her grandchild, however once she started school, this pleasure was gone. Barbara's mental health started to deteriorate as she became increasingly withdrawn, never leaving the house or socialising and struggling to speak, despite living with her husband. Her physical health also suffered as she had developed high blood pressure and severe back pain which restricted her ability to walk.

Following her daughter's suggestion and support, Barbara joined the Walk For Health program in Partington, Trafford. Filling in the forms, a simple task too many, was testing for Barbara describing herself as "a wreck"; she had no intention at all of going back for the next walk. With the support of her daughter, by the time of the next walk Barbara had decided to go, however when she arrived her daughter was nowhere to be seen. Barbara persevered and joined the walk anyway, slowly beginning to talk with the other members of the group. As Barbara's activity levels increased so did her happiness; "I began to enjoy life".

As well as the improvement in her mental health, Barbara has managed to lose 5 stone, in combination with a change in diet, and is no longer in pain when she walks.

Ten months on from her first session, she is now a 'regular', with her favourite part being the time spent talking and laughing with the other attendees, something which she hadn't had the opportunity to do for a long time. Not only did Barbara feel the difference for herself, her family noticed too as she began to talk more at home, something she hadn't realised she had stopped doing.

Barbara now wants to help others, in the same way that she has been helped, wanting more people to reap the benefits that she has had. Her words of wisdom to others are; "Don't give up, don't do what I would have done and not gone back. I carried on, and I'm glad that I did".

### 4.3.2. Falls prevention: Step Up

The Step Up Programme is an eight-week low impact physical activity programme designed specifically to improve strength, balance, flexibility and endurance, to help manage day to day tasks and build confidence. Exercises include heel to toe walking, flamingo leg swing, single leg balances and body weight transfer movements.

#### Case Study: Mary

Mary, 69, from Stretford, has struggled with poor health since the late 1990's. However, since joining the classes at the George H Carnall Leisure Centre she is feeling so much better about herself. She says: "As soon as I walk through the leisure centre doors, I feel my spirits lifting, I'm so happy to be there, seeing my new friends and fitness instructors."

Back in the 1990's Mary suffered an inflammation of the brain, which forced her into a wheelchair, and to give up her beloved career as a nurse. She spent five years in a wheelchair feeling overwhelmed by the condition. There was a further health set back in 2016 when Mary suffered a stroke that affected her speech and her strength and mobility on the left hand side of her body.

Whilst recovering from the stroke she attended physiotherapy sessions at hospital. It was her physiotherapist that referred Mary to Trafford Leisure's Falls Prevention classes, 'Step Up', at the George H Carnall Leisure Centre. Mary started attending these classes in March 2016 and was astounded at her physical improvement. She says: "I'm healthier now than before the stroke, I'm speaking much more clearly and I am physically much stronger. I have much more movement too! I also feel more confident in my body's abilities and balance. I'm now using just one walking stick at the gym, and feel secure enough on my feet to use two crutches when I'm out and about in my daily life."

**4.3.3.** Trafford's Aging Well Partnership along with Adult Social Care are also purchasing two indoor exercise bike and motiView system which stimulates older people and people with dementia to be more physically and cognitively active. We intend to pilot these in a residential or nursing home here in Trafford. Further information can be found on <https://motitech.co.uk/motiview>

A resident can sit in their chair, and use the custom made bike, sitting in front of a display screen, such as a TV, giving the cyclist a view of riding down a street from their past, listening to music of their choice. The equipment has been shown to have a wide range of benefits for people, particularly those living with dementia, including motivating activity, improving mobility and self-efficacy, promoting reminiscence and social interaction, improving strength and balance, helping to reduce falling, faster rehabilitation, better sleep, less pain, less medication and overall improvements in physical and mental wellbeing.

### 4.4. Primary Care and Active Practices

GPs and Primary Care have a key role in promoting physical activity and helping patients get more active particularly those patients with long term conditions such as diabetes, COPD, and cardiovascular conditions and promoting 'exercise as the best medicine'. Their ongoing contact with older people on a daily basis also provides additional opportunities to encourage and support activity. We are keen to promote the Active Practice Charter that inspires and celebrates GP practices that are taking steps to increase activity in their

patients and staff. Through the leadership of Dr Burke we have increased the number of Parkrun practices (6) - linking in with our 2 park runs and one junior parkrun in Trafford. Increasingly our GPs are promoting physical activity into routine care for cancer patients as latest evidence also shows that being active can help you have better outcomes with cancer treatment in addition to helping mental wellbeing at a time of great stress. In Greater Manchester the importance of 'prehabilitation' or preparing patients for treatment, alongside active recovery pathways are being increasingly recognised as beneficial by cancer patients - the elements of physical activity, optimising diet and psychological support appear pivotal to improving patients' outcomes and quality of life which continue to the rehabilitation stage.

#### **4.5. Trafford Leisure offer**

The Trafford Leisure Physical Activity Referral has been operational for a number of years. Patients can be referred via a variety of different partners – GPs, Physiotherapy teams, BlueSci, Weight management service. Participants who are eligible are usually referred because they are currently inactive or undertaking low levels of activity and their overall health and wellbeing would improve by doing more. The programme includes an initial consultation with an Active Living Manager who will undergo a needs assessment with them and identify activities that they may like to get involved in. They are also assigned to an instructor at the Leisure Centre who is GP referral qualified, who is on hand to support throughout their time on the referral. The participants have access for a period of 8 weeks to unlimited activity including – gym, classes, swimming, health walks, healthy hips and hearts sessions and other activities through partners which the service will signpost to. We are currently evaluating the programme through feedback from its participants to determine its future scope and opportunities.

#### **4.6. Trafford Walk for Health**

Over the last 24 months the scheme has grown from 3 walks to 11 which are linked with 13 of Trafford's GP surgeries. The programme has over 60 trained walk leaders supporting residents to feel more confident about taking those first steps to a more active lifestyle and there are now over 500 registered walkers. The walks are supporting people to get more active and also helping to combat social isolation and loneliness. The project has grown a fantastic group of volunteers and these walks are now embedded in Trafford's communities. All led by a volunteer coordinator.

#### **4.7. Supporting Volunteers.**

Volunteers have always played a vital part in the sport and physical activity sector. Without them most community sport and physical activity in Trafford simply would not happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact on mental wellbeing, individual development, social and community development as well as a huge economic benefit. Trafford has one of the highest number of volunteers in GM, with 15.2% of residents and 519 residents are part of the VIP (Volunteer Inspire Programme) Greater Sport initiative that allows volunteers to sign up for volunteering opportunities.

#### **4.8. Communication and Social media programmes**

We support a wide range of national and GM communication and social media programmes which have significant reach to our Trafford residents. **We Are Undefeatable** is a new campaign to help those with long-term health conditions become and remain active. Launched by Sport England in collaboration with VCSE partners, the campaign recognises the unique barriers that those living with health conditions face and it is the first time a campaign has shown the emotional stories of men and women living with a variety of conditions getting active in ways that work for them. More information is available at their website: [weareundefeatable.co.uk](http://weareundefeatable.co.uk)

**Active Soles programme.** This GM Social movement has focussed on changing culture particularly in the workplace. Making trainers acceptable footwear enables us all to be much more active, walking /cycling to work and incorporating physical activity in our daily lives.

**That Counts** is a major new campaign aiming to inspire thousands of people from across Greater Manchester to lead a more active life, will go live across the city region. It supports people to move more in a way that suits them, giving a clear daily active movement target (30 minutes) to start aiming for. The focus is that everything counts, from walking to school, to dancing while doing the hoovering, and getting off a stop early. The campaign's central message is that moving for just 30 minutes a day can be fun, social and bring loads of benefits, like feeling happier, more confident and sleeping well, as well as helping towards long-term health. It is being run across Hits radio, The Manchester Evening News press and online (and associated borough titles), out of home poster sites, bus streetliners, Facebook targeted advertising and social media is being seen on TfGM digital traffic boards and at the Arndale and Trafford Centre. The advertising will encourage inactive people to use #ThatCounts to share inspiration and tips on how to get active in ways that suit them.

## **5. Links to Key Strategic Priorities**

- Health and Wellbeing
- Green and Connected
- Targeted support
- Successful and thriving places
- Pride in our area

## **6. Recommendations**

Members are asked to note the range of programmes that are currently available to promote physical activity in Trafford and the particular focus on supporting inactive residents.

Members are asked to consider their leadership role in promoting physical activity and to take the opportunity of attending future workshops and programmes on physical activity.