



TRAFFORD  
COUNCIL

# Trafford Health and Wellbeing Board Trafford Moving

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February 2022

Jamie Lees

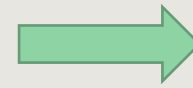
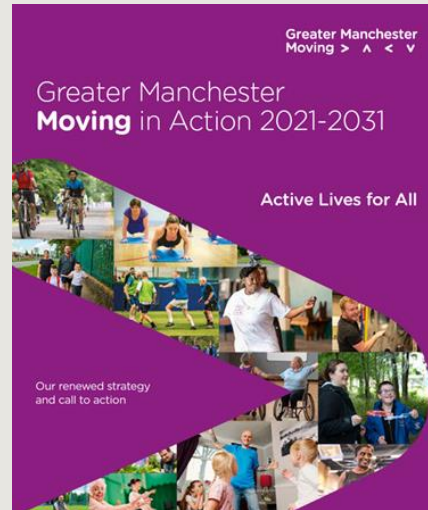
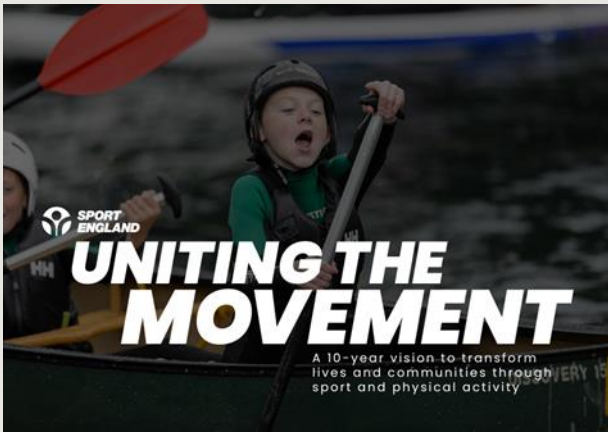
# *Trafford Moving!*

- *Currently in draft, and out for public consultation. 10 year strategy*
- *Vision*

***Enable Trafford residents to move  
more, every day!***

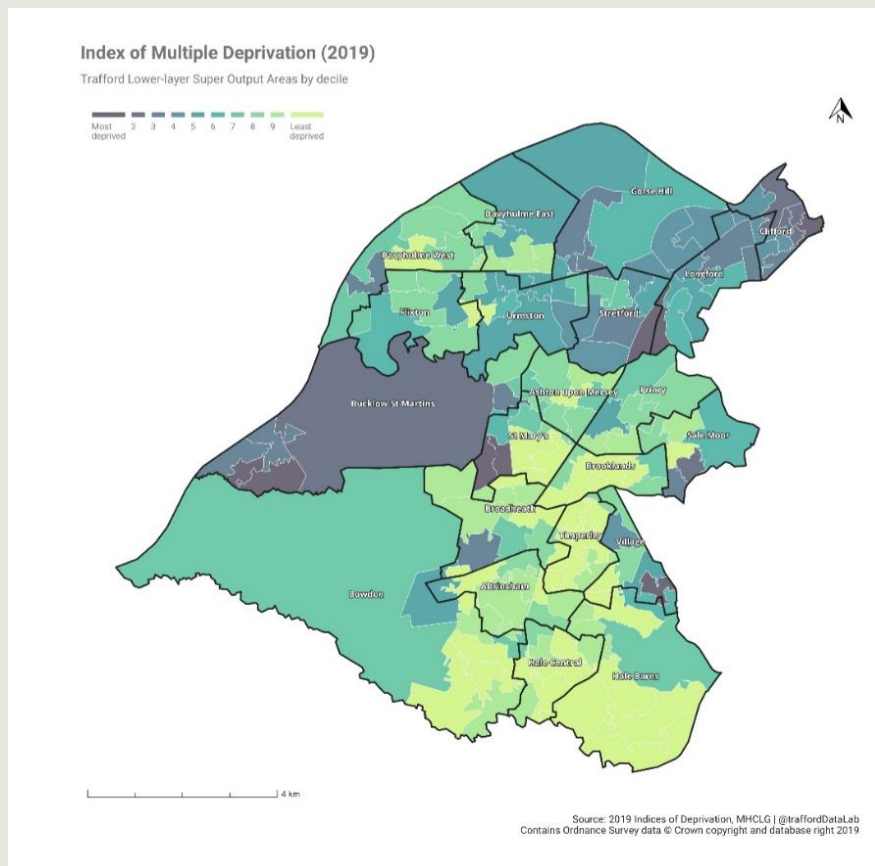
- *Bold statement,*
- *Cant do it alone*
- *Everything aligned*

# Trafford Moving – Our Approach



- Trafford Moving is aligned.
- Aligned to GM Moving - which is aligned to the priority themes in the GM Population Health Plan and public reform agenda.
- In turn, GM Moving is aligned to Sport England – Uniting the Movement

# Trafford Moving – State of play



- Data tells us we are as a borough relatively health and active.
- It also tells us that we have Inactivity growing within specific communities
- Fundamentally linked to deprivation and poverty
- So this has to be considered in any approach we take

Sport England Active Lives 21/22		
Active	Fairly Active	Inactive
63%	11.50%	25.40%

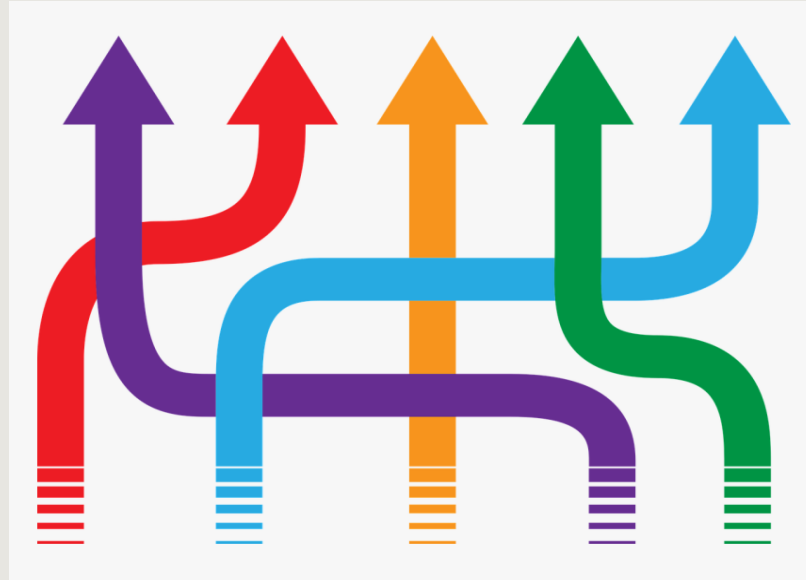
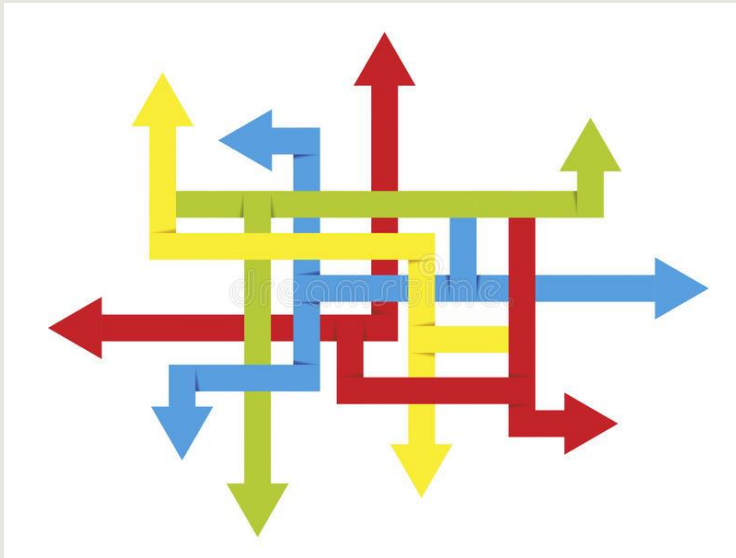
# Trafford Moving – Our approach

- Informed by data
- Therefore, Trafford Moving takes a targeted, place based approach
- We focus on 7 communities
- We focus on trying to get those from inactivate to fairly active.
- Alignment to Neighbourhood plans and Multi disciplinary Teams
- Because we cant do it all! Focused approach for biggest impact.
- Focused on reducing health inequalities, using physical activity as an early preventative measure

# Trafford Moving – Community based plans

- Place based approach underpinned by Community Based Physical Activity Plans.
- In the following communities - Partington, Old Trafford, Sale West, Broomwood, Sale Moor, Stretford and Gorse Hill.
- Bespoke to location – informed by audit, local intelligence, building on local assets, designed with stakeholders
- Plans locally formed, owned, developed and delivered by community
- Invest in communities – local leadership, workforce, delivery

# We cant do it alone?



- Trafford Moving on its own wont have an impact on Physical Activity – deep dive told us that!
- Its deeper than that, links back to deprivation, poverty and health inequalities, and therefore a place based approach.
- Need to broaden its alignment – all pulling in one direction.
- Not the only ones thinking about a place based approach – be smart.
- Culture beats strategy – A culture that uses sport, physical activity, Leisure and

# Trafford Moving guides...

- **Leisure Investment Strategy**
- **Active Travel Strategy** – Behaviour change, connecting neighbourhoods, linking the person to place – cant just build it.
- **Playing Pitch Strategy & Local Facilities Plan** – Local assets and investment – 3G Pitches / Football Foundation
- **Long Term Security of Tenure** – local clubs taking ownership
- **Holiday Activity Fund** – Commission locally
- **Major Sporting Events** – Women's Euros. Legacy. Trafford a beacon for physical activity



# Informs the Leisure Investment Strategy

## Current position

- Tired Leisure estate - Altrincham, Stretford, Sale, Partington.
- Increased reactive maintenance
- Reduced membership
- Increasing subsidisation
- Reduced health outcomes – Universal and Targeted.
- Do nothing option, not an option – no time left
- Benchmark - Urmston

# Leisure Investment Strategy

## Outcomes on back of investment

- Sustainability of Trafford Leisure – reduce subsidisation with business case
- Health and Wellbeing outcomes – Universal and Targeted
- Deliver leisure differently – connect with community – Leisure out of the building, community in the building
- Whole system – How does it link with wider environment and programmes – enhance don't duplicate. Active travel example
- Refurbishment – can't move everything - flexible spaces – future proof
- People and Programmes – Hub of services
- Operating Agreement – underpin outcomes

# Leisure Investment Programme - Update

## Altrincham

- Centre closed on 23<sup>rd</sup> December 2022 for 18 months.
- Full refurbishment
- **Stretford**
- Driven by Trafford Moving and health outcomes we want. Facility Mix and Business case to support this.
- Key stakeholder - Urban Cricket Centre, England Cricket Board, Lancashire Cricket Club, UA92, Sport England, Cycle Hub.
- GP Practice no longer viable due to NHS Estate toolkit
- What health services can we accommodate?
- February 2023 executive

# Leisure Investment Programme - Update

## Partington

- Redevelopment of Partington Sports Village
- £20 million pound project
- Was meant to be an October 22 decision - Delivered by March 2025

## Outcomes

- Health outcomes through a Sport, Physical Activity and Movement corridor
- Better link the person to the place –governance to support
- Bringing Health, Wellbeing and Leisure closer together – range of services in one space
- Deliver leisure differently – connect with community

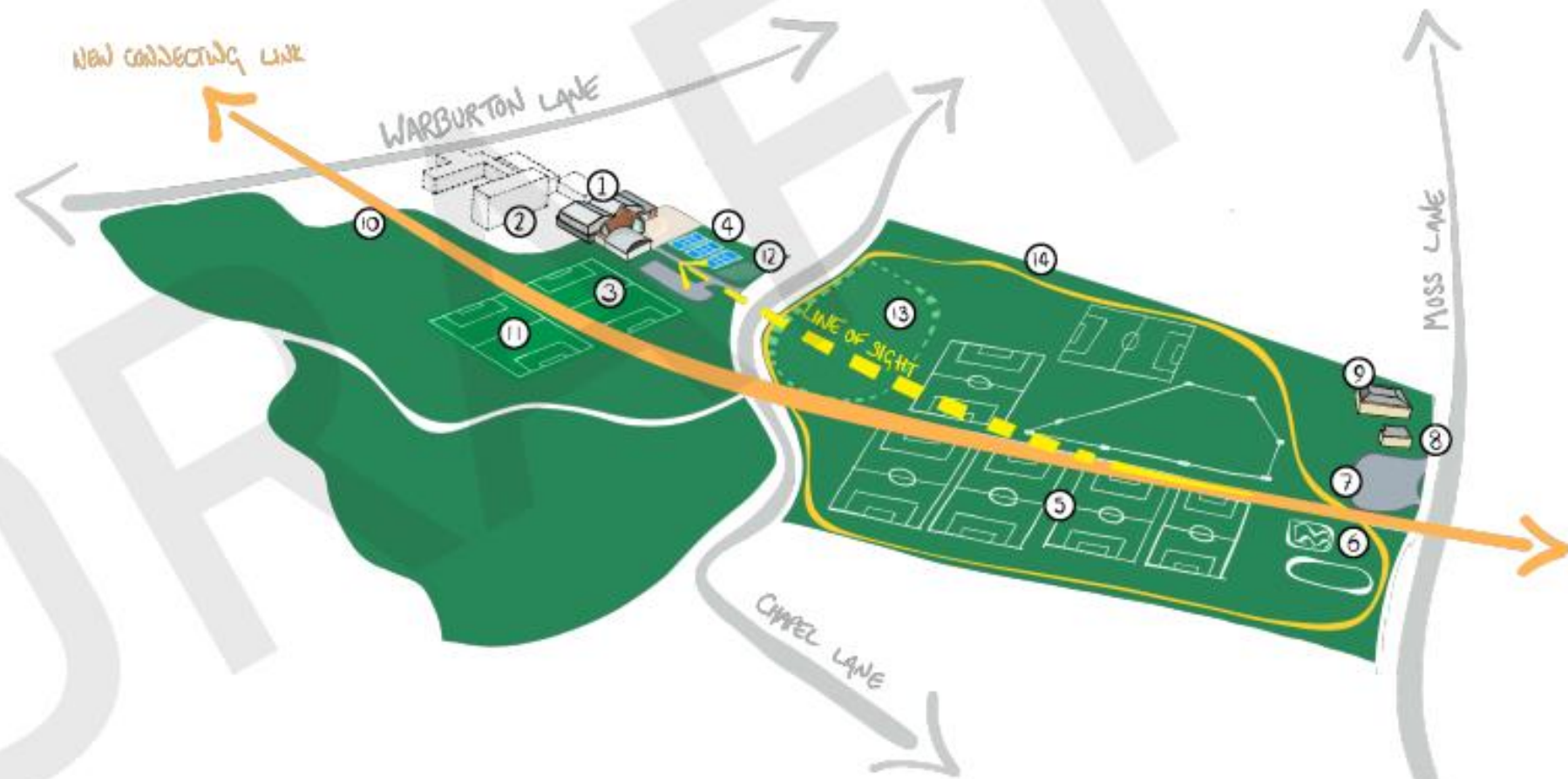
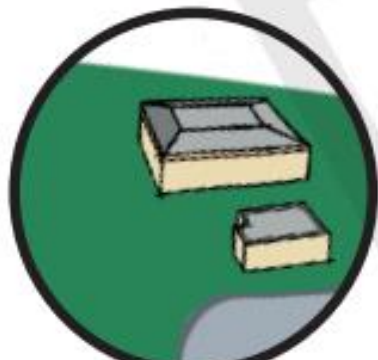


- ① LEISURE CENTRE
- ② BROADOAK SCHOOL
- ③ 3G PITCH
- ④ TENNIS/NETBALL COURTS

- ⑤ GRASS FOOTBALL PITCHES
- ⑥ BMX PUMP TRACK
- ⑦ CAR PARK
- ⑧ CROSS LANE CHANGING ROOMS

- ⑨ GREATER MANCHESTER YOUTH FEDERATION
- ⑩ NEW FOOTPATH
- ⑪ NEW 3G PITCH
- ⑫ EV CHARGE CAR PARK

- ⑬ NEW LANDSCAPED AREA
- ⑭ TRIM TRAIL



# Opportunities to connect?

## Trafford Moving

- Focused on prevention across the life cycle
- Aligned outcomes with Trafford's Health and Wellbeing Strategy and Locality Plan
- Encourages healthy lifestyles, enabling and supporting independence
- Takes a whole system approach within a locality/place focus

## Place based approach

- Community Plans and emerging Neighbourhood Model – ICS neighbourhood plans and Multi Disciplinary Teams
- HAF

## Leisure Investment Programme

- Improved Leisure Centre facilities with outreach into communities
- Improved health outcomes and preventative offer
- Improving pathways – eg PARS

# Questions to the group?

- What's the role of the Health and Wellbeing board in supporting TM?
- How does this board want to be kept involved?
- Are we missing any obvious connections to ongoing work?

## Specific asks

- Health engagement in Partington and Stretford