

TRAFFORD COUNCIL

Report to: Executive
Date:
Report for: Decision
Report of: Executive Member for Leisure & Culture

Report Title

Refresh of Trafford Moving: Trafford's Physical Activity and Sport Strategy

Summary

Trafford Moving, the borough's physical activity and sport strategy, was adopted in 2018. Since 2018 there has been a shift in focus to holistic whole systems approach, that collectively address the complex barriers often faced by residents when trying to be active. The refresh of Trafford Moving has been shaped by a revised Sport England strategy and GM Moving in Action, the physical activity strategy for Greater Manchester. All of these factors and relatively consistent levels of inactivity in Trafford indicate it would be prudent to refresh Trafford Moving and its approach.

Recommendation(s)

It is recommended that the Executive:

- a) Approve the refreshed Trafford Moving Strategy
- b) Approve the development of Community Based Activity Plans

Contact person for access to background papers and further information:

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Background Papers: none

Implications:

Relationship to Policy Framework/Corporate Priorities	This work supports the Council's Corporate priority of Reducing Health Inequalities. The Strategy also supports the delivery of the Health and Wellbeing Strategy, Leisure Strategy and Active Travel Strategy.
Relationship to GM Policy or Strategy Framework	Strategy links to GM Moving's GM In Action Strategy
Financial	Strategy once consulted on will determine how grants, contributions and other investments will be spent. The consultation itself will be funded via the Leisure Services revenue budget.
Legal Implications:	Not applicable
Equality/Diversity Implications	The strategy seeks to address inequalities by providing inclusive access for sport, physical activity and leisure
Sustainability Implications	Not applicable
Carbon Reduction	Not applicable
Resource Implications e.g. Staffing / ICT / Assets	Not applicable
Risk Management Implications	Not applicable

Health & Wellbeing Implications	The strategy will positively effect residents' health and wellbeing by increasing physical activity levels
Health and Safety Implications	Not applicable

1. Background

1.1 The vision of Trafford Moving is to enable residents in Trafford to move more every day, by enabling more opportunities for residents to be active and to help people sustain this activity as part of their everyday lives, which will lead to a reduction in health inequalities in Trafford.

1.2 Trafford, compared to data for England and other GM authorities, as shown in Table 1, has a relatively active population. The issue, however, is that there are population groups and communities within the borough where this isn't the norm. These locations and population groups (noted below), based on Active Lives Data (2021) and Public Health data (2019), have consistently lower levels of activity when compared to other areas and demographics in Trafford.

1.3 Table 1: Inactivity Levels (Active Lives Survey for Adults 16+ Nov 2021)

	Trafford	GM	England
Inactive	25.4%	29.7%	27.20%
Fairly Active	11.5%	11.7%	11.50%
Active	63.1%	58.6%	61.40%

Inactive < 30 mins per week, Fairly Active 30-149 of activity per week, Active, 150 mins+ per week

1.4 Inactivity data also indicates that the groups below are more likely to be inactive, in that they do less than 30 mins of activity per week and in some cases, no activity at all;

- Children & Young People
- Women & Girls
- Older adults
- BAME residents
- Those with disabilities and LTC
- Those from low socio-economic groups

The heat map below also indicates where inactivity is highest within the borough, these locations correlate with a number of other interrelated issues, all of which increase the likelihood of inactivity.

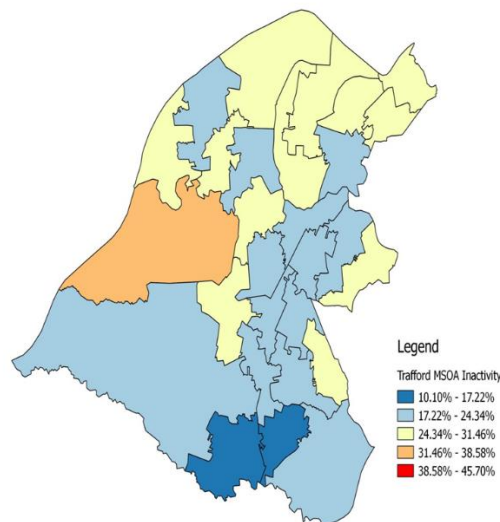


Fig 1: Physical Activity Levels (Active Lives 16 +)

1.5 Inactivity has a significant knock-on effect to Healthy Life Expectancy, especially when comparing more active and affluent communities to those less affluent and less active. Staying active enables people to remain independent for longer, improves cognitive functioning and reduces the number of trips and falls. Inactivity costs the health economy in Trafford £4.8 million per annum (2018) and contributes to 17% of deaths in the borough; inactivity is also a contributing factor to a number of long-term health conditions that have a significant impact on health care in the borough, some of which could be improved and or reversed by being more active.

2. Addressing Inactivity

2.1 Addressing inactivity, especially entrenched inactivity, is challenging, which has been demonstrated by the small shifts in the percentage of the population that are active over the last 4 years as shown in the table below. The determinants of inactivity in themselves are numerous and often interrelated, this often means that simply providing more physical activity opportunities doesn't result in an increase in activity, as this doesn't tackle these wider determinants, which were exacerbated by COVID-19.

2.2 Table 2: Activity Levels by Year Adults 16+

Nov 17-18			Nov 18-19			Nov 19-20			Nov 20-21		
64.1%	13.1%	22.8%	65.8%	11.2%	23%	64.8%	12.3%	22.9%	63.1%	11.5%	25.4%

2.3 People's choices and chances to be active are impacted by a system of interrelated factors. These factors, outlined below in figure 2, include areas such as policy, transport links, social and physical environments as well as an individual's behavior and motivation. Engaging with people to change their behavior around activity requires a strategy and an approach that considers and connects to all these factors through – a 'whole system approach'. Trafford Moving needs to enable, influence and connect all the parts of 'the system' that effect activity levels.

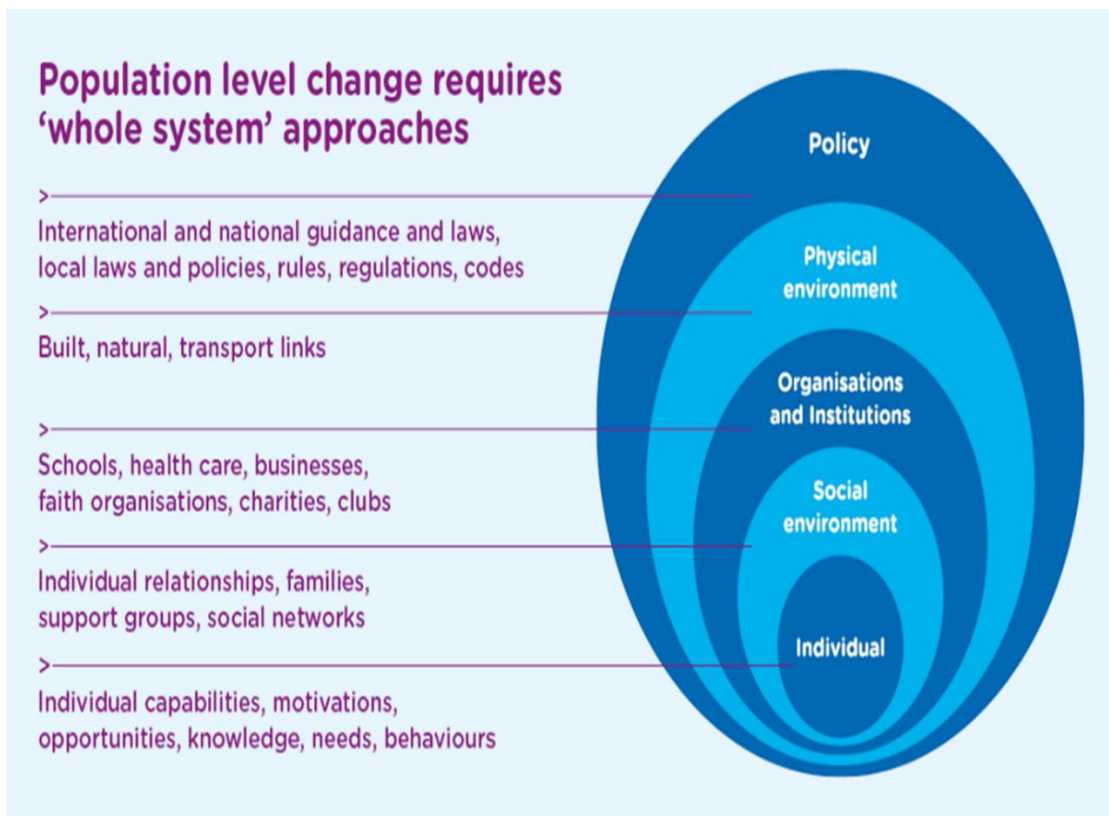


Fig 2: Whole System Diagram

3. Enabling a Whole Systems approach in Trafford:

- 3.1 The Council has identified reducing health inequalities as one of its three key priorities. Reducing inactivity can significantly improve the health and wellbeing of residents, to do so, requires the council and its partners to have a clear strategic vision and alignment of priorities, services, capacity, and investment.
- 3.2 Work has already begun to create the conditions that will enable residents in Trafford to move more, every day. The roll-out of the Integrated Care System and a refresh of the Health and Wellbeing Strategy and significant investment in Leisure and the alignment of workforces and strategies such as the Walking, Wheeling and Cycling Strategy will all contribute to enabling residents to be more active.
- 3.3 The vision set out in this refreshed strategy will help ensure that physical activity acts as a golden thread across the strategic landscape in Trafford. The strategy goes further in its focused approach at a community and neighborhood level.
- 3.4 This builds on the work undertaken in Trafford through the Sport England Funded Local Pilot, which set out to develop a more collaborative solution to engaging residents in Partington to be more active. As a result of working with Vision 31, a community lead partnership, the Pilot was able to engage residents to co-design and develop projects that were locally led and owned. This approach built on existing community assets and enabled greater levels of engagement, when compared to projects that were traditionally 'parachuted' into that community, ultimately this approach has insured engagement continues to be sustained beyond the initial pilot stage.
- 3.5 The learning gathered from the Local Pilot in Trafford mirrors that of other GM

authorities and other pilots from across the country, which suggests a community led approach to enabling activity increases the likelihood of engagement and retention. Alongside this is the 'offer', it's equally important to ensure that what is being provided is flexible, diverse and accessible, just as much as who is leading or promoting the activity. This approach has been further supported by campaigns such as This Girl Can and We are Undefeatable; these campaigns have focused on shifting the image of who we see as being active to depict 'ordinary people' being active who actually reflect the target community.

4. Community Based Activity Plans

4.1 The Community Based Activity Plan approach is twofold, to reach the communities where inactivity is greatest in Trafford and engage the residents in these communities who are most likely to be inactive. As such the Trafford Moving Partnership is seeking to develop this approach in the following communities.

1. Partington
2. Old Trafford
3. Sale West
4. Broomwood
5. Sale Moor
6. Stretford
7. Gorse Hill

4.2 So far, the Leisure Services has worked to audit activity in these communities and liaise with key partners to understand what physical activity looks like in these communities. This information will be continually shared with the members of the Community Collectives and through the refresh of the Health and Wellbeing Strategy. and will be fed into the Strategic Outcomes Planning Model (SOPM) which is guiding investment in Leisure.

4.3 This approach aims to identify a few key factors that will enable a community-based approach to thrive. The survey and engagement with the Community Collectives will seek to highlight local need, the audits of provision will seek to identify where some of this need/demand can or could be met and the survey data, that has been collected, will also identify 'gaps' in provision, which in turn will provide opportunities to coproduce solutions for any gaps identified.

4.4 The community-based plans will be a mechanism to shape future investment and engagement of the Trafford Moving Partnership. This will be achieved by directing the capacity and capabilities of the partnership to collaboratively address identifiable need and will lead to better physical activity outcomes in these communities and as a consequence improved health outcomes.

4.5 The Leisure services team will coordinate a series of community-based discussions focusing on physical activity and movement as an outcome. These discussions will start in June 2023 and consist of engaging both residents, community leads and professionals. The outcome of these discussions will enable the needs of the communities to be mapped, and as such develop a co-produced delivery framework in each area that will be managed, jointly, between Leisure Services and the appropriate community collective, with a view to formally publishing each delivery framework by Autumn 2023.

5. Enabling the Wider System through Strategic Alignment

- 5.1 Whilst emphasis will be placed on the Community Based Activity Plans, elements of the refresh need to be focused on enabling other parts of the system.
- 5.2 This approach to reducing health inequalities by enabling residents to be more active ensures Trafford is aligned to the strategic outcomes within Sport England's 'Uniting the Movement', which emphasises the need to tackle the inequalities that contribute to inactivity. Trafford Moving will connect communities through community-based plans, focusing on Children and Young people in and out of school hours through the Holiday Activity Fund and enabling greater connectivity to Health and Wellbeing.
- 5.3 At a regional level Trafford Moving underpins the core objectives set out in GM's Moving in Action, the physical activity strategy for Greater Manchester, contributing to the development of a happier and healthier borough and sub-region.
- 5.3 Strategic alignment, locally sub-regionally and nationally enables Trafford Moving to demonstrate the impact of improving health through activity more effectively whilst ensuring the borough is aligned to strategic investment into the physical activity sector.

Alignment in this way has already led to investment in the borough from Sport England through the Local Pilot and more recently investments through the Leisure Investment strategy. This follows a detailed review of the council's Leisure estate and the development of Sport England's Strategic Outcomes Planning Model (SOPM). In February 2023 Executive approved a three-year capital programme of £74m to invest in leisure centres and other leisure facilities, funded from a mix of external grants and contributions plus Council borrowing and other resources. This is in support of the delivery of Trafford Moving outcomes.

Through the promotion of Active Travel schemes across GM and in Trafford there is considerable investment in Walking and Cycling schemes. This includes £16m approved by Executive in February 2023 over the next two years from the GM Mayors Cycling and Walking Challenge Fund. This investment presents an excellent opportunity to enable more people to be active and significant potential to contribute towards Trafford Moving.

The Trafford Moving Partnership would like to see Physical Activity included as an outcome that needs to be considered in Exec Reports and Equality Impact Assessments, in doing so, this will help increase awareness and advocacy of physical activity throughout the organisation.

7. Summary

- 7.1 Ensuring Trafford Moving, the borough's Physical Activity and Sport Strategy keeps pace with behavioral trends and regional and national strategy and policy is key to ensuring that the council can continue to lead and support the development of better health outcomes for residents.
- 7.2 A proactive strategy that is focused where inactivity is greatest will enable stakeholders to direct investment and capacity at the core determinants of inactivity

Other Options

If no other option is considered the impact of inactivity will go unchecked and this will affect resident's health and wellbeing being and have an adverse effect on Trafford's health care system

Consultation

The Trafford Moving Partnership engaged in a resident's survey which received 476 responses, the responses from this survey have been used to inform the approach adopted in the strategy. Alongside this there has been continual engagement with key stakeholders in the sector and Trafford Community Collective.

When asked how much of a priority physical activity was to them, 57% said that it was either a priority or high priority to them. Only 4% said it wasn't a priority at all, with time and lack of confidence given as reasons to not take part in activity.

87% of respondents said that improving their health was the reason they saw physical activity as a reason as to why they choose to be active. Walking came out on top with 74% as the most popular form of exercise to take part in followed by cycling, running, gym classes and gardening.

Walking and Cycling are mainly used for leisure purposes with 4% saying they use them for commuting. Nearly half of respondents say that they are active daily with 33% saying they are active at least 3 times a week.

Most respondents to the survey came from areas we would consider to be active locations around central and southern parts of the borough. This shows that more needs to be done to engage residents in Trafford Moving's priority areas.

Reasons for Recommendation

- Endorse a 10-year time-line to align with GM Moving and Sport England
 - Both organisations, who are key policy makers and funder's, have recognised that behavior change takes time. Aligning the borough's strategy with this approach will enable projects and funding opportunities as well provide the time to make the necessary impact.
- Endorse the development of Community Based Activity Plans, as set out in this report
 - The issues of inactivity are localised and so the approach needs to address this by ensuring plans are locally led and able to address health inequalities.

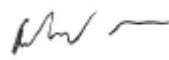
Key Decision (as defined in the Constitution): Yes

If Key Decision, has 28-day notice been given? Yes

Finance Officer Clearance (PC)

Legal Officer Clearance (TR)

[CORPORATE] DIRECTOR'S SIGNATURE (electronic)



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.

APPENDIX

- **Trafford Moving Strategy**

- **Public Consultation Survey Results**