



TRAFFORD
COUNCIL

Physical activity

Jane Hynes – Public Health

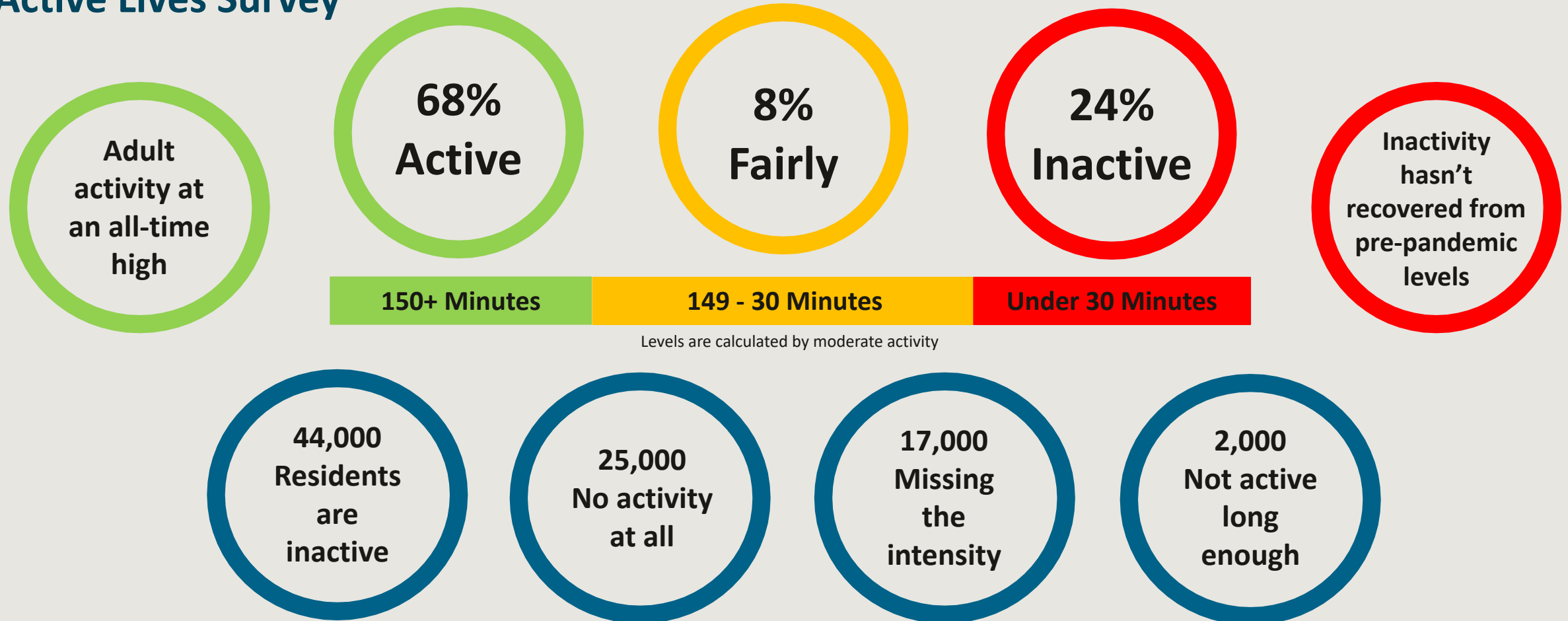
Jamie Lees – Leisure

Physical activity priorities

- 1. Produce a dataset that enables strategic conversations around physical activity benefits, challenges and drivers, and reflects differences within and between neighbourhoods.**
- 2. Ensure that physical activity and healthy weight data and insights are fed into the neighbourhood plans and enable production of place-based physical activity plans.**
- 3. Develop neighbourhood active travel plans that include key evidence-based actions, and are completed alongside neighbourhood plans.**

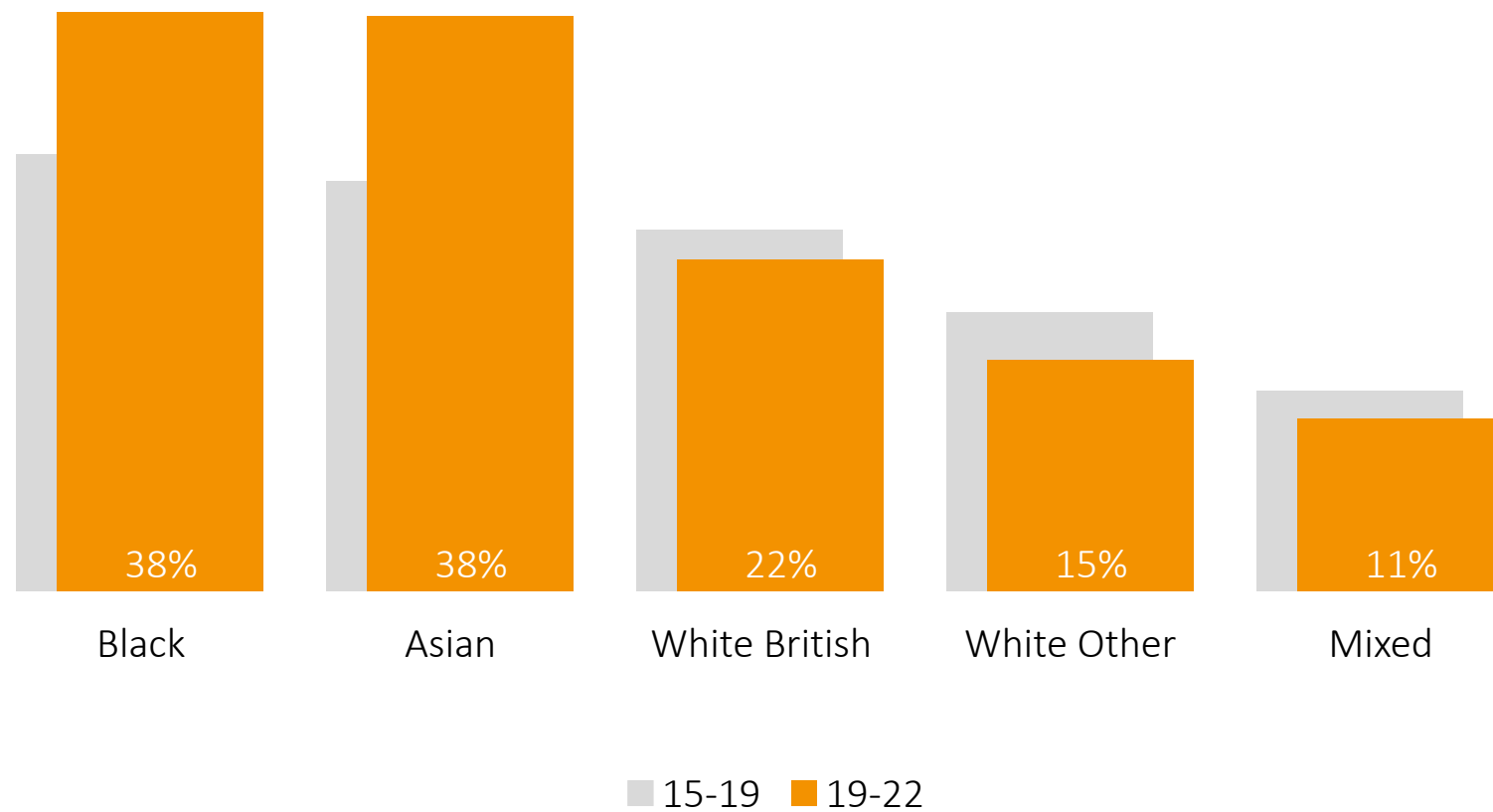
1. Produce a dataset that enables strategic conversations around physical activity benefits, challenges and drivers, and reflects differences within and between neighbourhoods.

Active Lives Survey



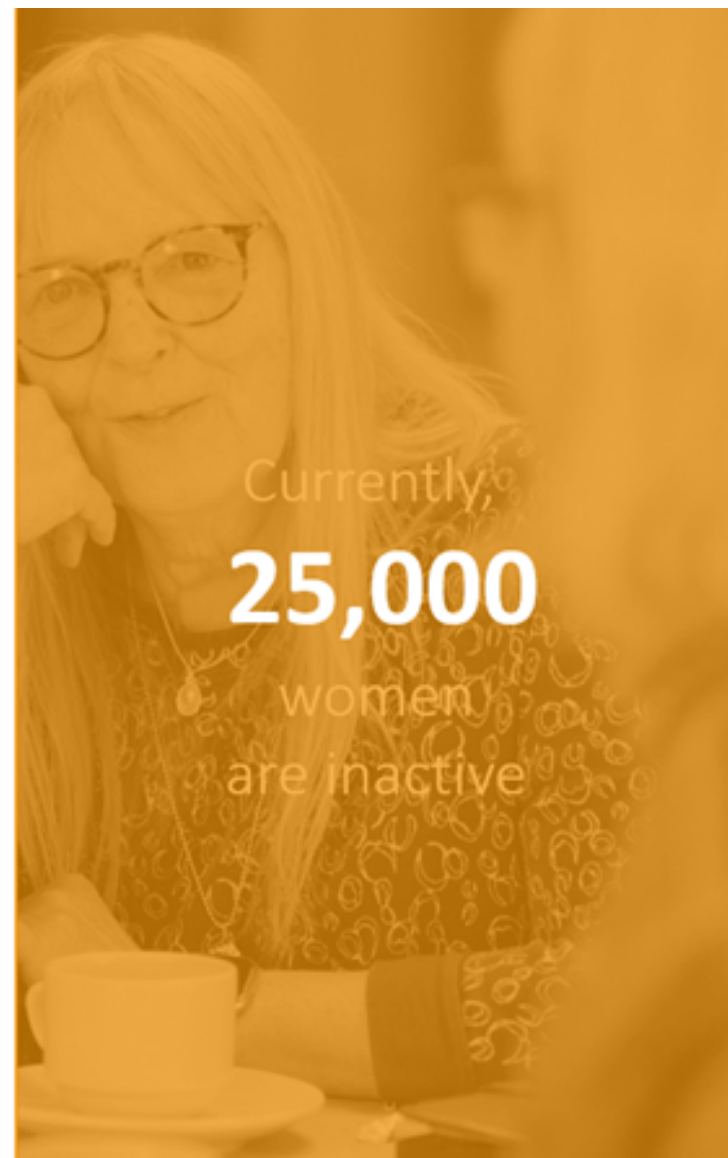
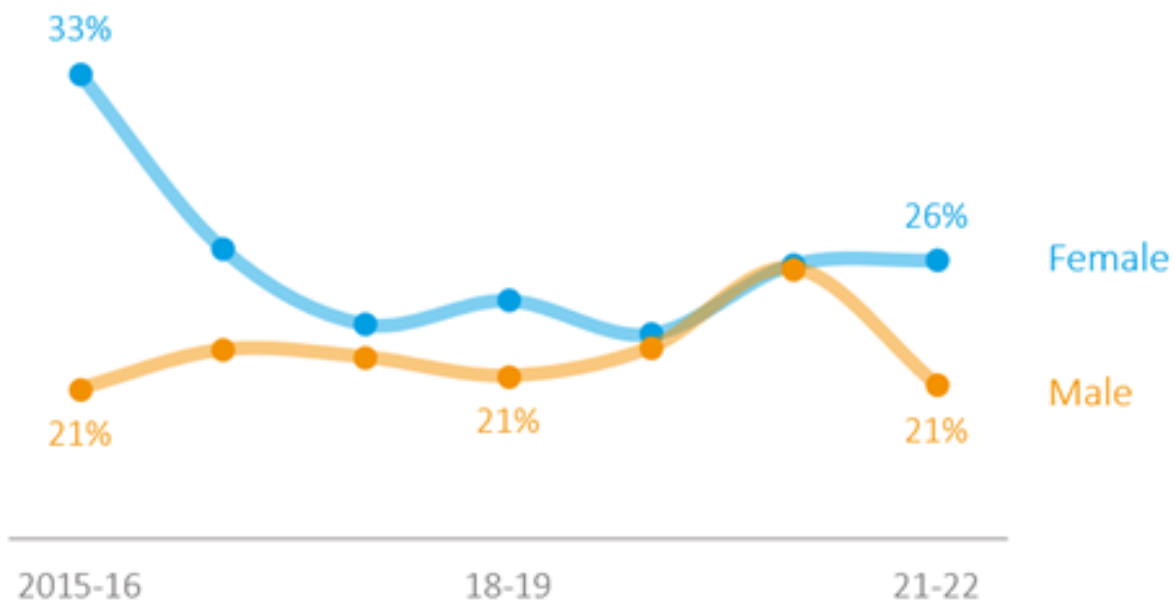
Our **Asian** and **Black** communities experience higher levels of inactivity

This has worsened since the pandemic

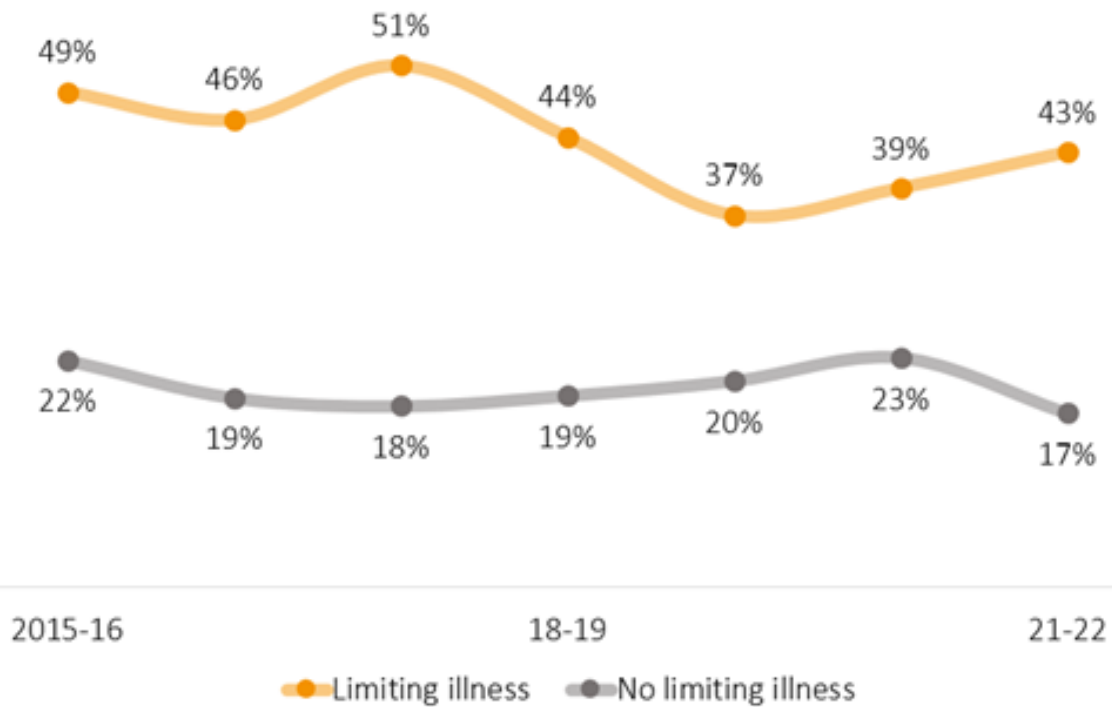


Women are more likely to be inactive than men

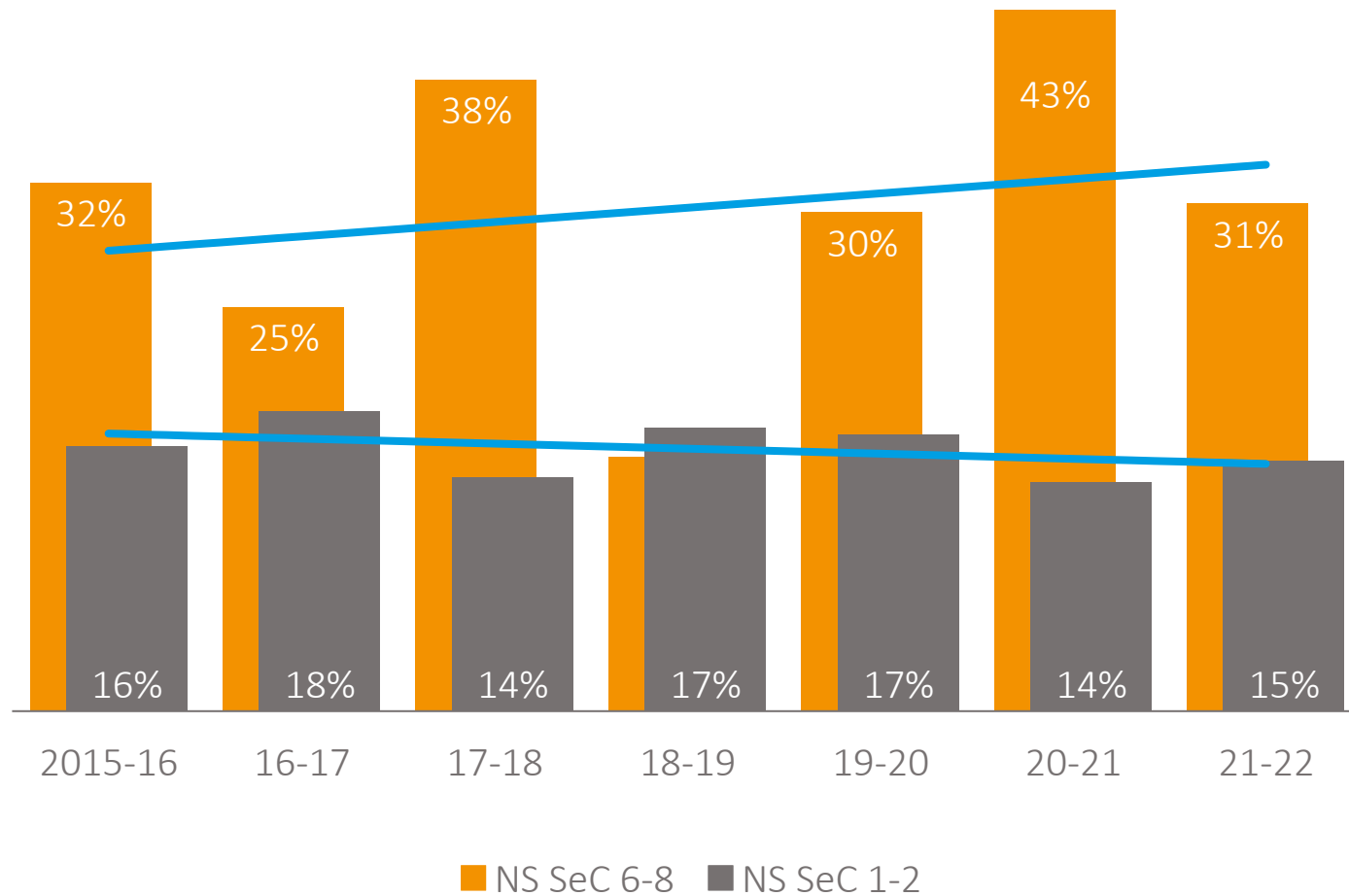
Female inactivity still appears to be disrupted by the pandemic



The pandemic disrupted the reduction in **inactivity** for adults with a **limiting illness or disability**



Inactivity in the **least affluent** households **remains high** (NS SeC 6-8)



Adults in our **least affluent** households are **falling further behind**

Children and Young People

Central:

- Physical health (% good/very good/excellent)
91.1%
- Physical activity (% 1 hour a day or more)
46.7%

South:

- Physical health (% good/very good/excellent)
89.2%
- Physical activity (% 1 hour a day or more)
35.7%

Greater Manchester:

- Physical health (% good/very good/excellent)
83.3%
- Physical activity (% 1 hour a day or more)
34.4%

North:

- Physical health (% good/very good/excellent)
82.5%
- Physical activity (% 1 hour a day or more)
30.2%

West:

- Physical health (% good/very good/excellent)
85.1%
- Physical activity (% 1 hour a day or more)
39.8%

Data:

#BeeWell neighbourhood profile (2022) - School Years 9 – 10

Central: 368

North: 932

South: 715

West: 696

2. Ensure that physical activity and healthy weight data and insights are fed into the neighbourhood plans and enable production of place-based physical activity plans.

- **Leisure Investment strategy...**
- **Playing Pitch Strategy & Local Football Facilities Plan** – greater emphasis on developing facilities that create opportunities for sustainability
- **Long Term Security of Tenure** – empowering community sports clubs to with greater ownership of the sites they use through long leases
- **Holiday Activities and Food** – Commissioned locally, with a focus on localities with highest number of benefits-related free school meals.
- **UK Shared Prosperity Fund** - Outdoor gyms in localities where inactivity is high, alongside activation from Trafford Leisure.
- **Major Sporting Events** – Hosted number of international events - rugby, running, football. Big events but legacy needs to go back into local communities

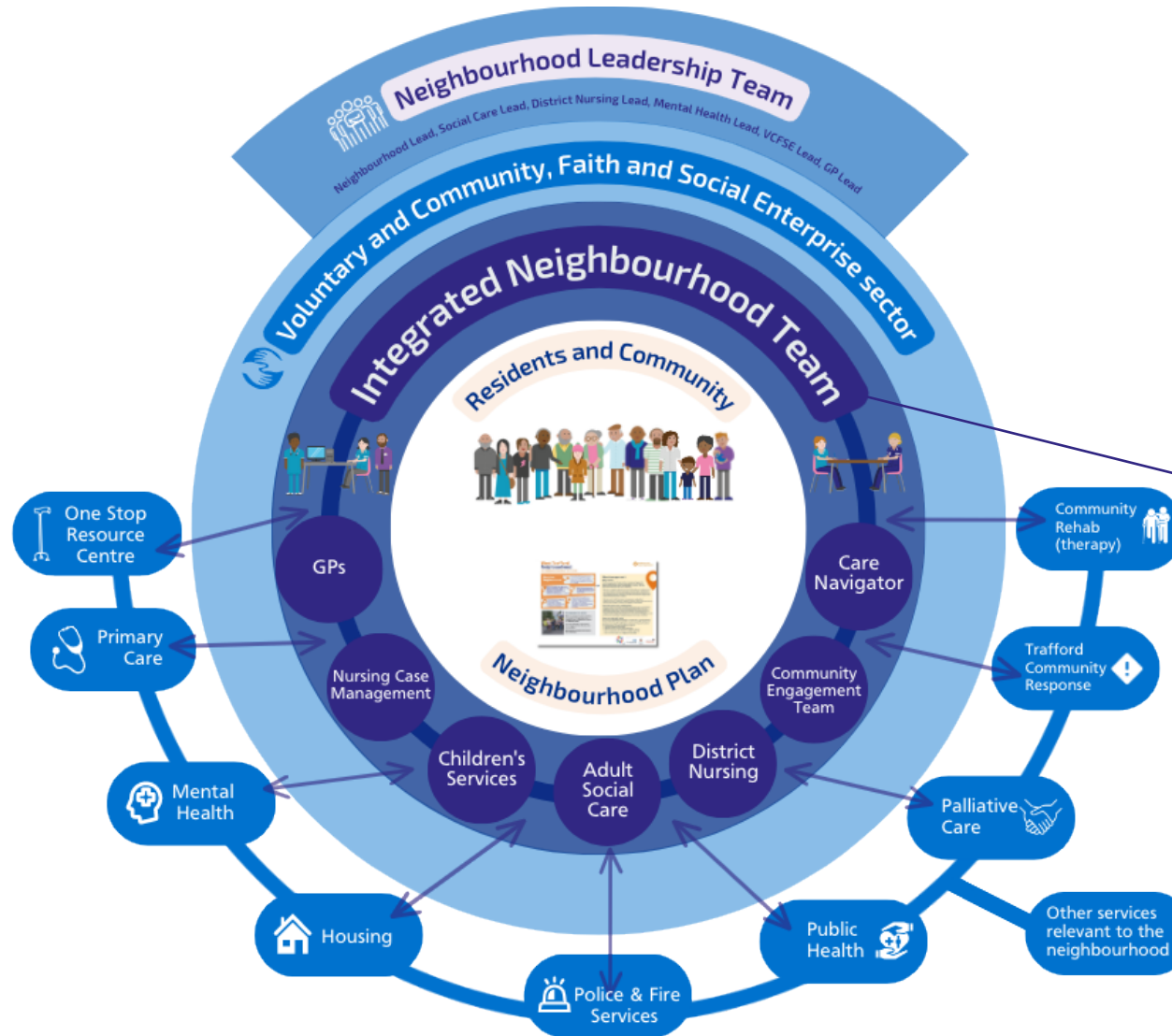
Neighbourhood Programme Overview

Neighbourhood: One of four areas in Trafford, comprised of North, Central, West and South, where health and wellbeing services will be delivered to residents

Neighbourhood Plans: Jointly-owned plans for each neighbourhood developed by local stakeholders identifying a data and intelligence driven vision for the area and 3-4 key priorities to be addressed

Neighbourhood Leadership Team: Providing strategic leadership in Neighbourhoods, steered by a Neighbourhood Lead

Neighbourhood Network: Other professionals, services, and community groups based in a neighbourhood which will be reached out to by the integrated neighbourhood team in a flexible and adaptive manner



Integrated Neighbourhood Team (INT): a co-located team of health and wellbeing professionals working together with individual residents to improve their health and wellbeing

2. Place-based activity plans continued...

Move More partnerships

- Collaborative action plans, led by local groups and residents, that increase opportunities for their communities to move more, every day.
- Facilitated in partnership with Trafford LCO and focused on the communities where inactivity is typically higher (*Partington, Sale West, Broomwood, Sale Moor, Stretford, Old Trafford & Gorse Hill*).
- The plans are based on the needs identified by local 'Move More' partnerships (*residents and local groups*) and data and insight.
- Provide a focus for the work of Trafford Moving Partnership and Leisure Services and enables all stakeholders to align their capacity and budgets to meet local need.
- The Broomwood Moving Partnership is the first to be established.

2. Place-based activity plans continued...

Leisure Investment Programme

- The purpose is to transform tired centres into more sustainable, hubs of local activity and movement.
- Prime town locations – connect localities

Altrincham Leisure Centre - Centre closed on 23rd December 2022 & due to open in Autumn of 2024 with full refurbishment.

Stretford Leisure Centre - Current scheme in pre-construction phase. Refurbishment planned, including Urban Cricket Centre and Cycle Hub in facility mix.

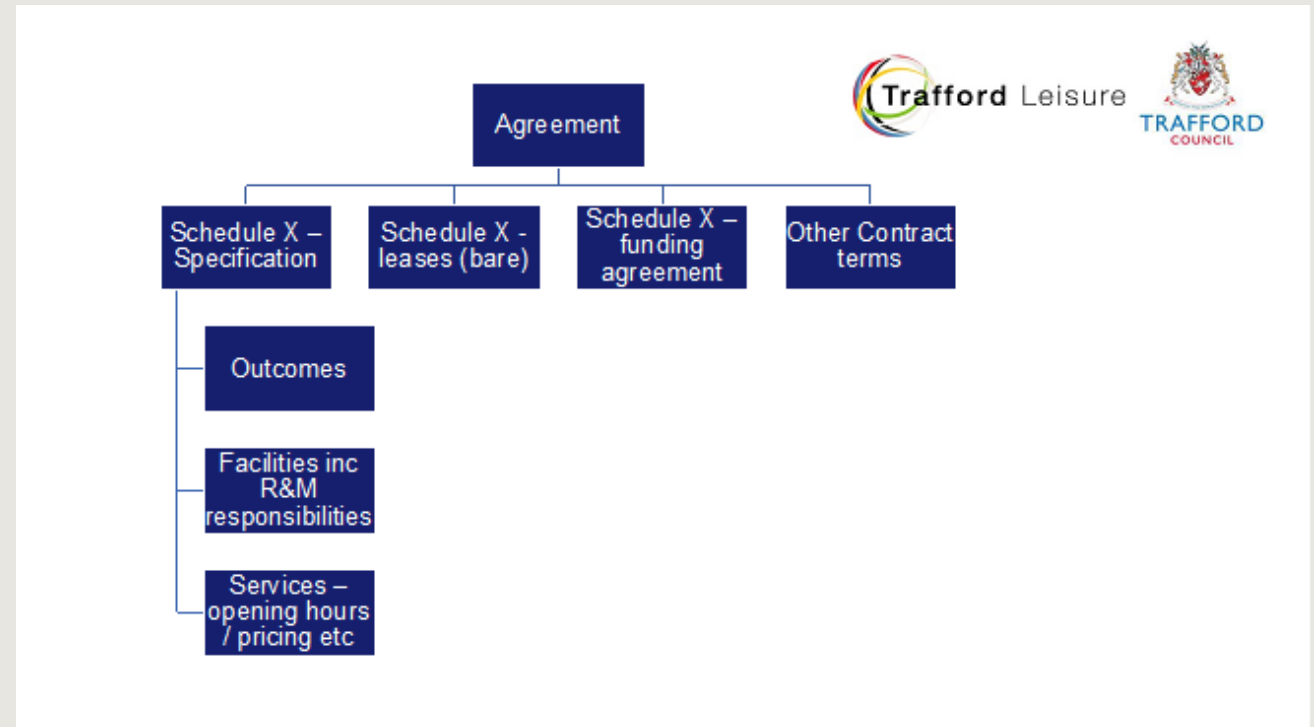
Partington Leisure Centre – £20m successful LUF bid. Opportunity to deliver Leisure differently, with a movement corridor that uses assets more effectively. Bringing health, wellbeing and leisure closer together. Due for completion in March 2026.

Old Trafford Sports Barn – Developing options, with the support of Sport England, for alternative ownership and management, with a greater focus on community engagement and involvement.

2. Place-based activity plans continued...

Leisure investment strategy - developing an Operating Agreement

- Sets out key responsibilities between Trafford Council and Trafford Leisure.
- Aligned with Trafford Council Strategic Priorities – Reducing Health Inequalities
- Outcomes relating to services and activities delivered in each of the local leisure centres and across the Leisure estate.
- Place-based approach to Leisure programming to reflect local need and support place-based activity plans



3. Active Travel Plans

- **Internal governance – WWC group established**
- **WWC forum – terms of reference drafted**
- **Network strategy – prioritisation tool agreed and applied to existing schemes (those funded for feasibility, design and/or construction)**
- **Strategic partnership with Renew Hub to secure bike donations**
- **School streets officer hosted by Trafford Community Collective**
- **Identification of funding streams to enable delivery in priority locations (e.g. Talbot Road and A56 activations work)**

Specific outputs

- **TfGM grants programme – bike libraries, cargo/adapted cycles, cycle storage - £90k**
- **Bike libraries – Stretford, Sale West, Flixton**
- **Infrastructure scheme prioritisation – utilisation of Trafford Moving focus areas alongside key health outcomes and strategic planning priorities**
- **Beat the Street programme commissioned in Stretford and Old Trafford**
- **Links into Broomwood Moving – first place-based moving partnership**

Risks

- Limitations / compatibility of data to accurately inform work programmes.
- Engagement of community and partners in shaping community plans
- Reduction in capital investment as pressure increases on public sector budgets
- Level of external / GM funding to support active travel.
- Capacity of stakeholders to align plans and deliver locally including Locality Teams, Trafford Leisure CIC, Trafford Council.

Ask of the Board

- Supporting the next steps identified for each priority
- Ensuring Physical Activity, Sport, Leisure is weaved into the refresh of the Locality Plan
- Advocating for these plans through wider partnership/organisational groups

