

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: 18/01/2024
Report for: Information/Decision
Report of: Director of Public Health

Report Title

Physical activity: an update on the deep dive priorities

Purpose

To update the Board on progress made against the identified physical activity priorities.

Recommendations

Note the content of this report.

Support delivery of the resultant work programmes by:

- Supporting the next steps identified for each priority
- Committing to organisational actions that support the action plans
- Advocating for these plans through wider partnership/organisational groups

Contact person for access to background papers and further information:

Name: Jane Hynes/Jamie Lees
Telephone: 0161 912 1899/ 07800 918166

Physical activity: an update to Trafford's Health & wellbeing Board January 2024

1. Introduction

The Health and Wellbeing Board conducted a deep dive into physical activity in July 2022, with the aim of establishing a number of priority actions for the Board to support. The deep dive was attended by a wide range of stakeholders from across the system and three priority actions were agreed:

1. Dataset to enable strategic planning and prioritisation
2. Physical activity and insights fed into neighbourhood plans and production of place-based physical activity plans
3. Evidence-based neighbourhood active travel plans

In March 2023, the Council launched Trafford Moving, a refreshed Sport and Physical Activity strategy for the borough aligned with Trafford's Health and Wellbeing strategy. Trafford Moving is overseen by the Trafford Moving Partnership and has a clear focus on local delivery. The Trafford Moving Partnership supported the three priority actions identified through the deep dive process.

This paper provides a progress update on these actions. Members of the board are asked to:

- a. Note the content of this report
- b. Support delivery of the resultant work programmes by:
 - i. Supporting the next steps identified for each priority
 - ii. Committing to organisational actions that support the action plans
 - iii. Advocating for these plans through wider partnership/organisational groups

2. Update on inactivity prevalence

Adults: 68% of adults (age 16+) in Trafford are active – that is they meet the Chief Medical Officer's recommendation of 150 minutes of moderate activity per week. 8% are fairly active (30-149 minutes of activity per week) and 24% are inactive (less than 30 minutes per week). The 24% equals 44,000 residents who are inactive, and this can be further broken down to the following:

- 25,000 do no activity at all
- 17,000 are missing the intensity (i.e. they only do light activity)
- 2,000 are not active for long enough (less than 30 minutes)

Children and young people: 43.1% of children and young people are physically active (according to 20/21 data Active Lives data). There is no data on this indicator for 2021/22 due to an insufficient return from the CYP Active Lives survey, however there is data from year 9 and 10 pupils via the BeeWell survey. This gives us neighbourhood-level breakdown of active children and young people as follows:

- Central – 46.7%
- South – 35.7%
- North – 30.2%
- West – 39.8%

This compares to a GM average of 34.4% of children and young people participating in one hour or more of activity per day.

3. Update on priority actions

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

A strong collaborative partnership across Public Health and Leisure services has enabled a rich base to be brought together from various sources. The Active Lives survey is undertaken by Sport England each year and provides modelled estimates of activity levels for adults (age 16+) and children and young people. The sample sizes for Greater Manchester have been boosted in the last few years to support the work of the Local Delivery Pilot. In addition, further analysis of the data has been commissioned at a GM level to enable localities to understand better activity levels of different groups of people. This dataset forms the basis of Trafford decision-making and informs the work of the Trafford Moving Partnership.

This tells us that black (38%) and Asian (38%) residents are more likely to be inactive than white British (22%) residents; women (26%) are more likely to be inactive than men (21%); those with a limiting illness or disability (43%) and more likely to remain inactive post-pandemic than those with no limiting illness or disability (17%); and inactivity in the least affluent households (31%) remains higher than for most affluent households (15%).

There are other data and insights collected locally which will be added to this core dataset moving forwards. Trafford Leisure will contribute to this dataset through quarterly reports detailing user demographics such as gender, age, ethnicity, disability and postcode. This enables us to understand who is (and isn't) using leisure centres and supplements the Active Lives data and includes members, 'pay and play' users and Active Trafford concessionary pass holders.

In addition, we have data and insight from a number of commissioned services which we will pull together to provide additional insight including:

- Holiday Activities and Food (children in receipt of free school meals)
- Falls prevention service (older adults at risk of falls)
- Beyond Empower (people with disabilities and sensory impairments)

Finally, we can also overlay the travel diary dataset (TraDs) to add to the picture via modes of active travel.

Through the neighbourhood programme we are gathering local insight on the key enablers and challenges to moving more on a community level – this is feeding into the place-based physical activity plans.

We know which groups are more likely to be inactive and can now start to compare this to those who are participating in formal activity such as through our leisure centres and other commissioned services. This will enable us to understand where the gaps remain and how we want to focus our resources moving forward.

Next steps:

Action	Lead	Timescale
1. Continue to work alongside Leisure Services and Trafford Leisure to develop quarterly reporting	Leisure	Q4 23/24
2. Pull together major datasets and identify key insights (Active Lives, Leisure Services, Trafford	Leisure & Public Health	Q4 23/24

Leisure, TraDs, HAF)		
3. Feed data and insight into place-based activity plans	Leisure	Q1 24/25

b. Recommendation 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.

There are a number of building blocks to enable residents to move more, and these have been the focus for the majority of 23/24. Underpinning Trafford Moving, the Council's Leisure Investment Strategy has led the way, ensuring that the leisure estate is transformed from tired and dated centres into more sustainable hubs of local activity and movement. This accompanies the development of an Operating Agreement between the Council and Trafford Leisure, enabling the principles of place-based activity to be realised. The operating agreement sets out the responsibilities of each organisation, ensuring that outcomes relating to services and activities are achieved across the leisure estate. This place-based approach to leisure programming reflects local need and supports the development of the place-based activity plans.

As noted in recommendation 1, data and insight is being collated from a number of sources and informs development of these plans. The plans are being developed by local Move More partnerships, in collaboration with Trafford LCO (TLCO) as part of the neighbourhood programme. There are seven communities where inactivity is typically higher, and each will have a Move More partnership established over the next 12 months.

Broomwood Moving is the first of these partnerships to be established, and is comprised of key partners who live and work in Broomwood, alongside support from TLCO, Leisure, Public Health and other organisations. The partnership's residents identified some key actions and quick wins which are forming the basis of the initial plan.

An example of this work is through the support of the Holiday Activity and Food Programme which is funded by government and delivers activities and a hot meal to 5-16 year-olds on benefits-related free school meals. In Broomwood we see a collaboration with Broomwood Primary, Grip Adventure (local outdoor pursuits organisation) and Altrincham FC in the Community. These activities, which include sports, outdoor education and cultural activities, have provided over 100 places to young people during the Easter, summer and Christmas holidays.

The Broomwood Moving partnership is being used as the test-bed for this way of working, and will be refined and adapted as it is rolled out across the other six areas identified via Trafford Moving (Partington, Sale West, Sale Moor, Stretford, Old Trafford and Gorse Hill).

Next steps:

Action	Lead	Timescale
1. Continue development of Broomwood Moving plan.	TLCO/Leisure	Q4 23/24
2. Review delivery and implementation of Broomwood Moving as an approach to inform future partnerships.	TLCO/Leisure	Q2 24/25
3. Develop next tranche of Move More partnerships	TLCO/Leisure	Q4 24/25

based on learning from Broomwood and local insight.		
4. Evaluate process and outcomes for place-based activity plans and refine as required.	TLCO/Leisure	Q4 25/26

c. Recommendation 3: Develop neighbourhood active travel plans that include key evidence-based actions, and are completed alongside neighbourhood plans.

The Boroughs Walking, Wheeling and Cycling Strategy was successfully launched in March 2023. The Walking, Wheeling and Cycling project team is made up of officers from across the local authority and One Trafford Partnership and is a collaboration between Leisure, Public Health, Highways and Strategic Planning. This group has worked to establish the building blocks required to develop neighbourhood and community level plans that sit alongside the place-based Move More plans. Progress has been made on developing governance and reporting mechanisms for the Walking, Wheeling and Cycling strategy, setting out key outcomes and outputs that satisfy the objectives of all partners. Alongside this the group has agreed a prioritisation assessment matrix for infrastructure schemes which reflects current corporate priorities; strategic fit; relationship to the Bee Network; in areas where there are high levels of inactivity, high levels of air pollution and low car ownership; provide linkages to key destinations; address severance issues; address known road traffic accident hotspots; provide linkages to wider master-planning/development initiatives.

This matrix has been applied to infrastructure schemes that are funded for feasibility, design and/or construction, providing a clear pipeline that will be broken down into cost brackets to enable bids and business cases to be developed that meet the needs of the borough and funding streams.

Other key strategic partnerships have been developed to support this action:

- Terms of reference have been drafted to support the development of a Walking, Wheeling & Cycling Forum to ensure co-production and engagement with key programmes of work.
- Support for the School Streets programme has been secured via a partnership with Trafford Community Collective, who are hosting a temporary School Streets Officer role to lead engagement and roll-out of school streets across the borough.
- Strategic partnership with the Renew Hub to secure bicycle donations for a range of programmes.
- Steering group to support the 'activation' (behaviour change) strand of the Talbot Road infrastructure scheme including local anchor institutions such as Manchester United, UA92 and Lancashire County Cricket Club.

Specific outcomes in relation to this include:

- Supporting local organisations to secure funding from TfGM's grants programme – around £90k for bike libraries, cargo/adapted cycles and cycle storage
- Secured funding for three bike libraries to be situated in priority areas of Stretford and Sale West, plus Flixton library.
- Beat the Street programme commissioned in Stretford and Old Trafford

- Links into Broomwood Moving partnership

Next steps:

Action	Lead	Timescale
1. Work with Broomwood Moving Partnership (and other Move More partnerships as that workstream progresses) to ensure that Active Travel is embedded within plans.	Public Health	Q4 23/24
2. Embed consistent reporting and governance processes within WWC project group.	Project group	Q4 23/24
3. Continue to develop prioritised pipeline of infrastructure schemes that reflect needs of residents.	Project group	Q1 24/25

4. Conclusion

As detailed for each recommendation above, there are identified next steps in order to progress this work. Leisure and Public Health will continue to lead this work, building relationships and working collaboratively with partners across the Trafford system to address both the physical environment and enable behaviour change.