

Trafford Strategic Sport & Physical Activity Partnership – Performance Scorecard

Outcome: More People, More Active, More Often

Population: All residents in Trafford

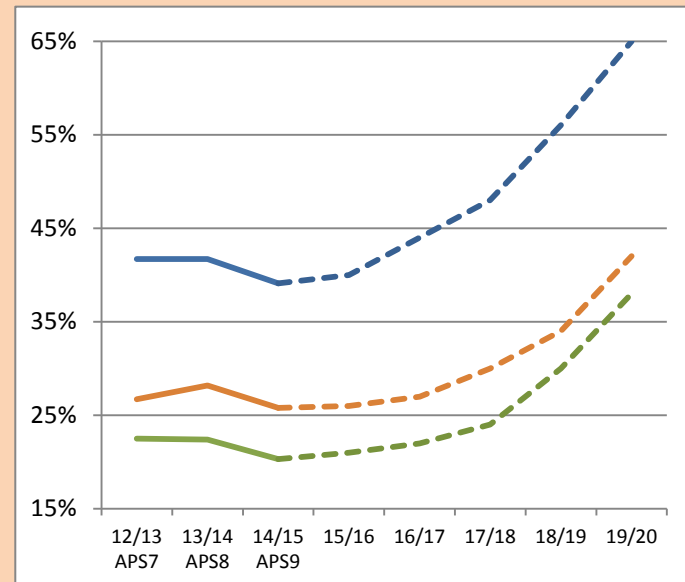


Our priorities:

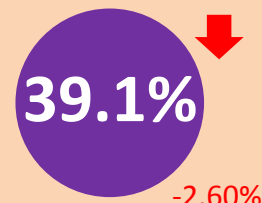
- Increase 1 x 30 minutes participation in sport and physical activity across all ages (particularly from those who are currently characterised as inactive)
- Maximise opportunities of the use of green space infrastructure for physical activity in the borough such as running, cycling and walking
- Encourage workplace activity programmes
- Increase volunteering opportunities in sports
- Support links between school sport and the community



How well are we doing?

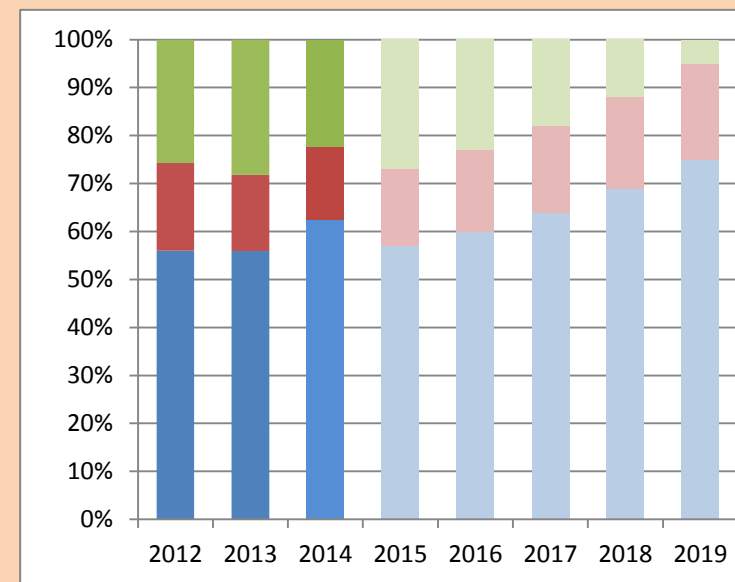


We know that **39.1%** of the adult population (16+) in Trafford take part in sport at least once a week. With regards to regular participation we know that **20.3%** take part in sport on three or more occasions each week, which increases to **25.8%** participating three times a week or more under a broader sport and active recreation definition (N18).

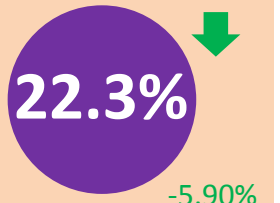


Furthermore, we know that women are less active. Similarly, but on a sub-regional level, we know that older people, people with a disability, people from a black and ethnic minority background, and people not in employment are also less active.

(Data source: APS9)



We know that **22.3%** take part for less than 30 minutes each week with 20.6% considered sedentary (0 minutes per week). We also know that **62.5%** of the adult population (16+) in Trafford take part in at least 150 minutes of moderate or vigorous intensity physical activity per week, which meets the Chief Medical Officer's physical activity guidelines.



As with sports participation we know that physical activity rates are generally lower among women, ethnic minorities, and those with a disability.

(Data source: PHE period 2014)

Our approach:

In order to deliver a population-level shift in sport and physical activity participation in Trafford the Partnership will look to:

- **INNOVATE** – Have a positive impact on health by activating cross-networks of expertise and promoting the benefits of sport within educational, workplace and community environments;
- **COORDINATE** – Promote borough-wide activity and target health inequalities in areas of deprivation, particularly focusing on vulnerable communities with lower life expectancy;
- **ENGAGE** – Help to optimise use of our assets and increase participation levels through partnership working and promotion; and
- **DELIVER** – Increase participation through evidence-based interventions that support behaviour change with an emphasis on areas where there are gaps in provision.

WALKING

35.2% ↑
+0.80%

34.8% of adults (16+) in Trafford have undertaken at least some active or recreational walking each week. Furthermore, 31.9% walk for at least 30 minutes each week.

Data source: PHE period 2014

RUNNING

9.18% ↓
-1.22%

9.18% of adults (16+) in Trafford have participated at least once in athletics /running over the past year. Additionally, 4% across Greater Manchester run at least once a week.

Data source: APS9

CYCLING

9.68% ↓
-0.15%

9.68% of adults (16+) in Trafford have participated at least once in cycling over the past year. Furthermore, 3.51% across Greater Manchester cycle at least once a week.

Data source: APS9

PHYSICAL LITERACY

7.6%

7.6% of reception aged children in Trafford do not meet the expected level within Early Learning Goal associated with Moving and Handling. 5.7% within Health and Self-Care.

Data source: Early Learning Goals 2015

VOLUNTEERING

13.2% ↑
+2.80%

13.2% of adults (16+) across Greater Manchester have volunteered in sport at least once over the past year. Furthermore, 3.37% have undertaken volunteer coaching.

Data source: APS9

Trafford Strategic Sport & Physical Activity Partnership – Project Tracker

RECREATIONAL RUNNING

Start date: 1/2/16 End date: 31/3/17

Project objective: *To increase the number of people running in Trafford.*

Performance indicators	Q1 – Feb-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Parkruns established	1	1	2		2		2	
Weekly Parkrun runners	300	355	600		600		600	
Run leaders trained	24	16						
Beginner Running Groups established	2	1	4		5		6	
Weekly Beginner Running Group runners	30	9	60		75		90	
'3-2-1' routes mapped	2	0	6					
Sport Relief Mile events delivered	2	2						
Sport Relief Mile runners	300	306						
Trust10 event established	0	0	1					

ACTIVE EARLY YEARS

Start date: 1/4/16 End date: 31/3/17

Project objective: *To increase the proportion of children in Trafford leaving Key Stage 1 who demonstrate the requisite motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.*

Performance indicators	Q1 – Apr-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Bespoke nursery training delivered	3	3	6		9		10	
Nursery staff trained		18						
Let's Play awareness training delivered	1	0	2					
Health Visitors trained	12	12						
Other professionals/deliverers trained	15	0	30					
Let's Play franchise sessions established	2	2						
Let's Play franchise session throughput		48						

TRAFFORD SPORTS CAPITAL GRANT SCHEME

Performance indicators	Q1 – Apr-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Applications received		18						
Grants paid (awarded)		10 (15)						
Total grant funding awarded	£104k	£81k	£104k					

TRAFFORD VOLUNTEER INSPIRE PROGRAMME

Start date: 1/2/16 End date: 31/3/17

Project objective: *To increase the number of people volunteering in sport in Trafford.*

Performance indicators	Q1 – Feb-Jun 16		Q2 – Jul-Sep 16		Q3 – Oct-Dec 16		Q4 – Jan-Mar 17	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Active volunteers	100	25	200		300		500	
Volunteer profiles		27						
Provider profiles		12						
Volunteer opportunities posted		8						