



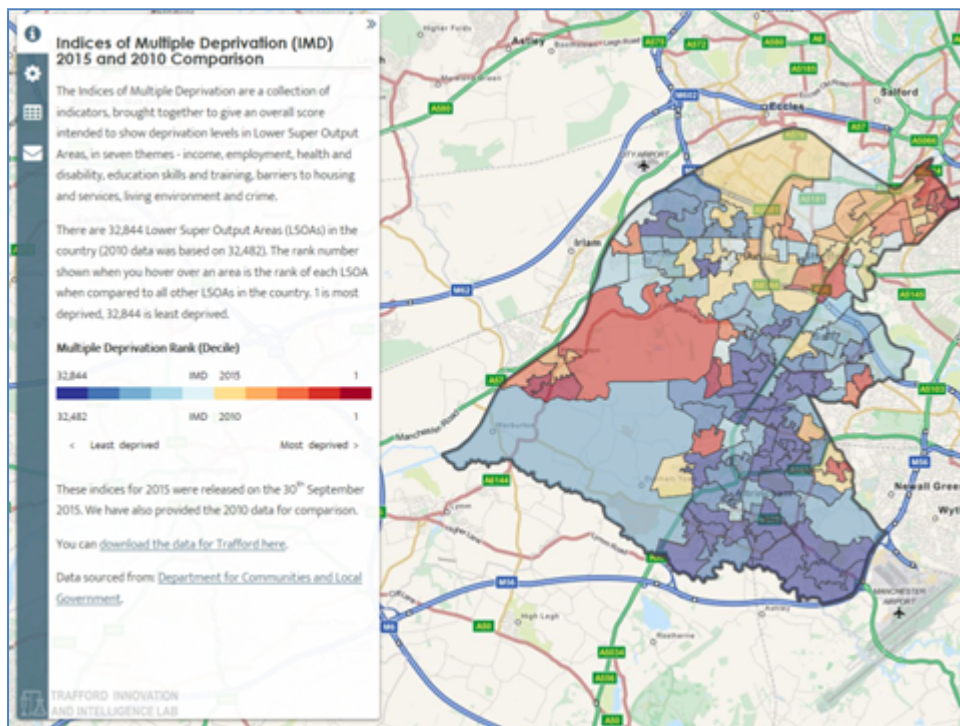
# TRAFFORD COUNCIL

MAPPING SUMMARY

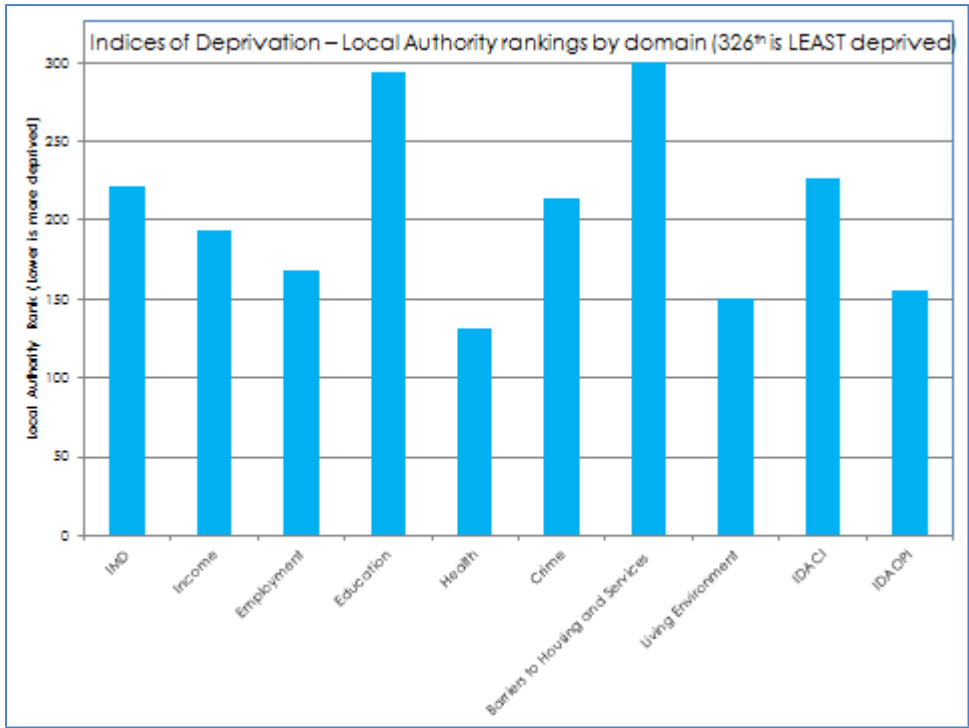
The Leisure Strategy is underpinned by an assessment of the existing and future position of supply of, and demand and need for leisure facilities in the borough. Sport England Planning models have been used and are shown in the Strategy document. The following represent key issues from a wider assessment.

## 1. DEMOGRAPHICS

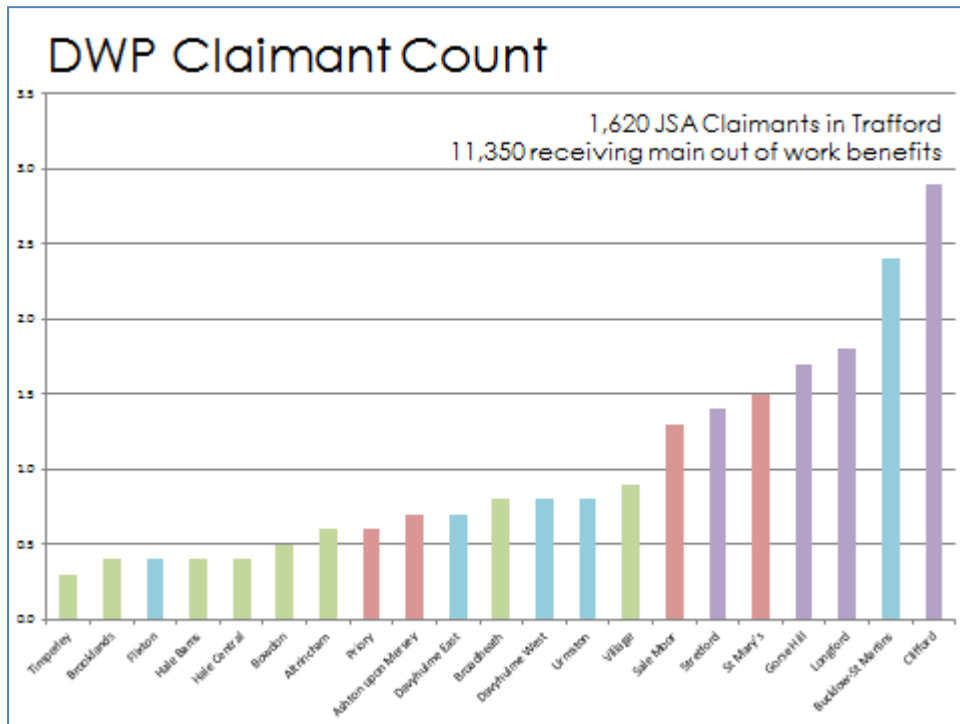
Trafford borough comprises a range of communities and background. Relatively deprived areas exist in Old Trafford and Partington, but there are also pockets in the rest of the borough. The north west, centre and south of the borough are relatively affluent.



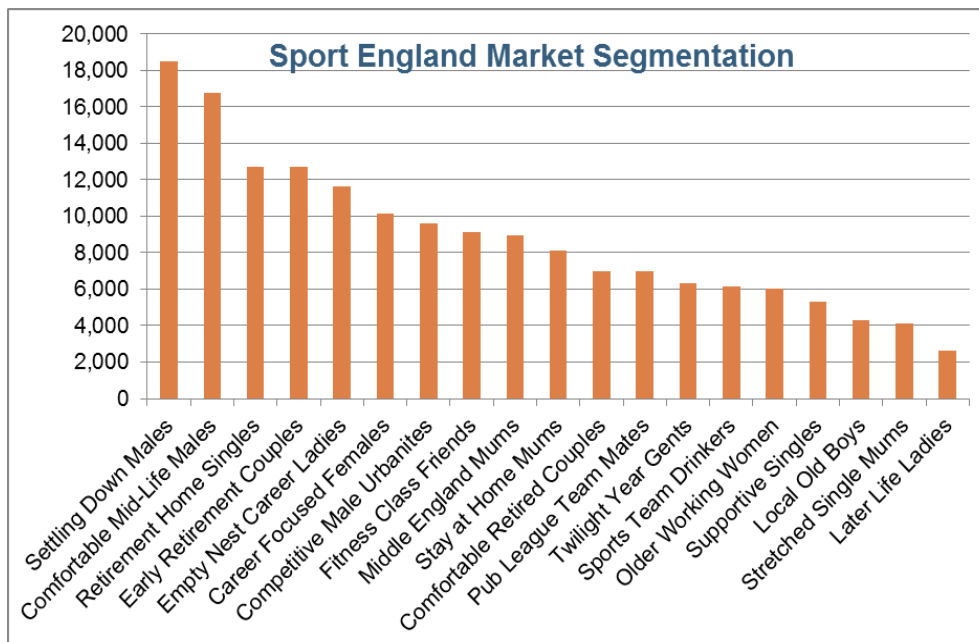
However in terms of the factors which make up assessments of deprivation, health represents a particularly entrenched issue, as shown by the diagrams below. By contrast, education and barriers to housing and services are not drivers of deprivation in Trafford. Home ownership figures also suggest a relatively economically stable position for the population.



JSA claimant counts further illustrated the concentration of deprivation in Old Trafford and Partington areas.

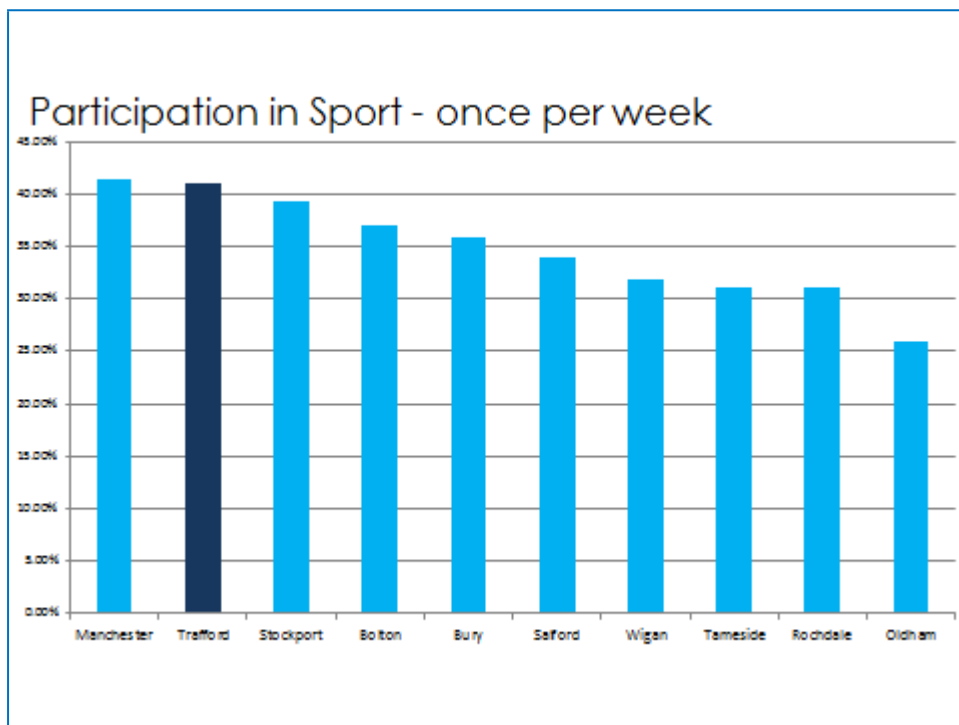
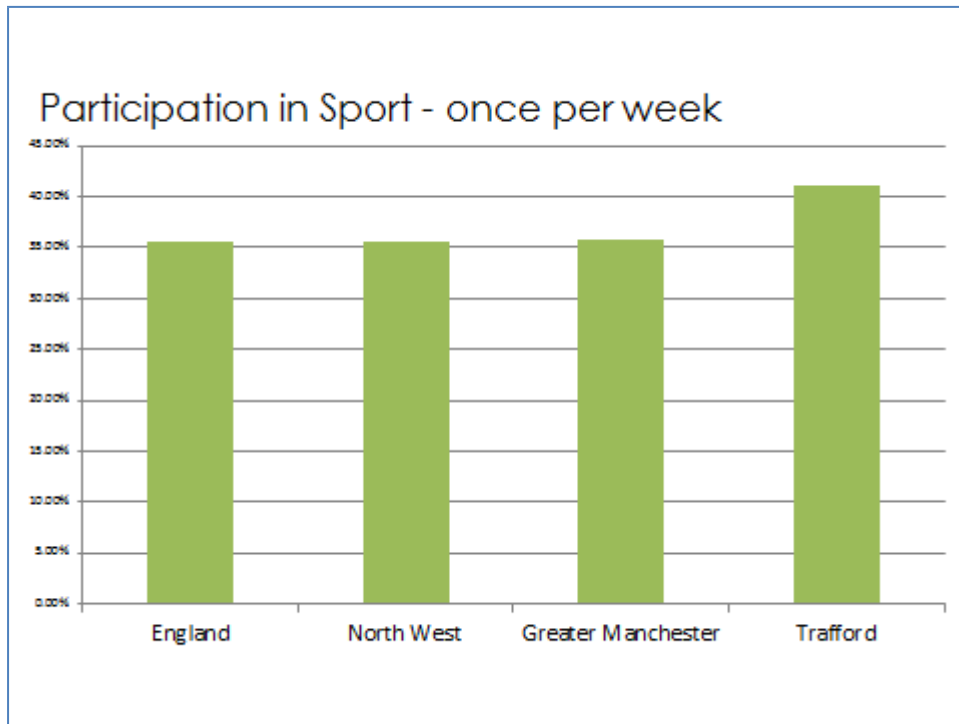


However an assessment of the overall borough population in terms of the leisure 'market' shows a significant preponderance of middle and upper-income segments of the population.



## 2. PARTICIPATION

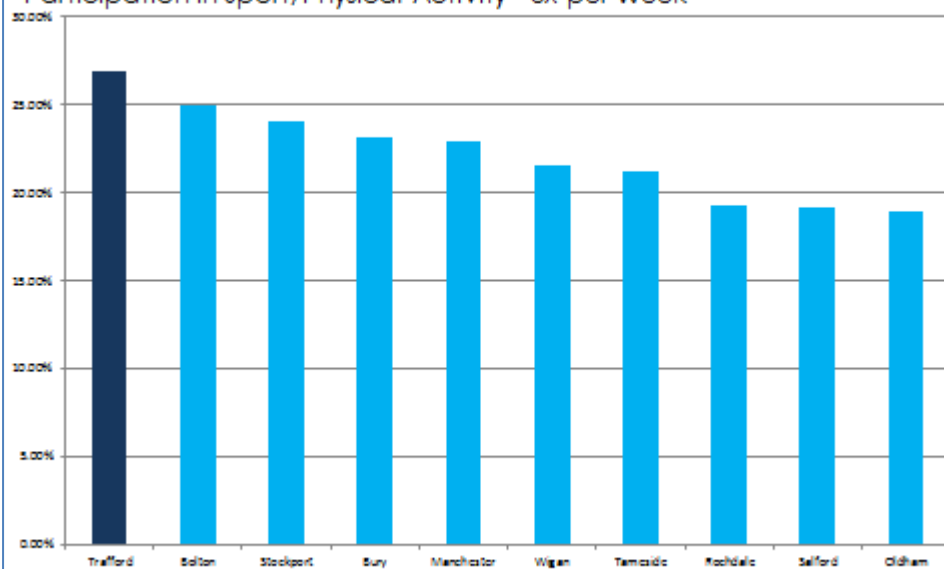
Trafford currently shows a greater than average (nationally and regionally) participation rate in terms of both sport and physical activity.



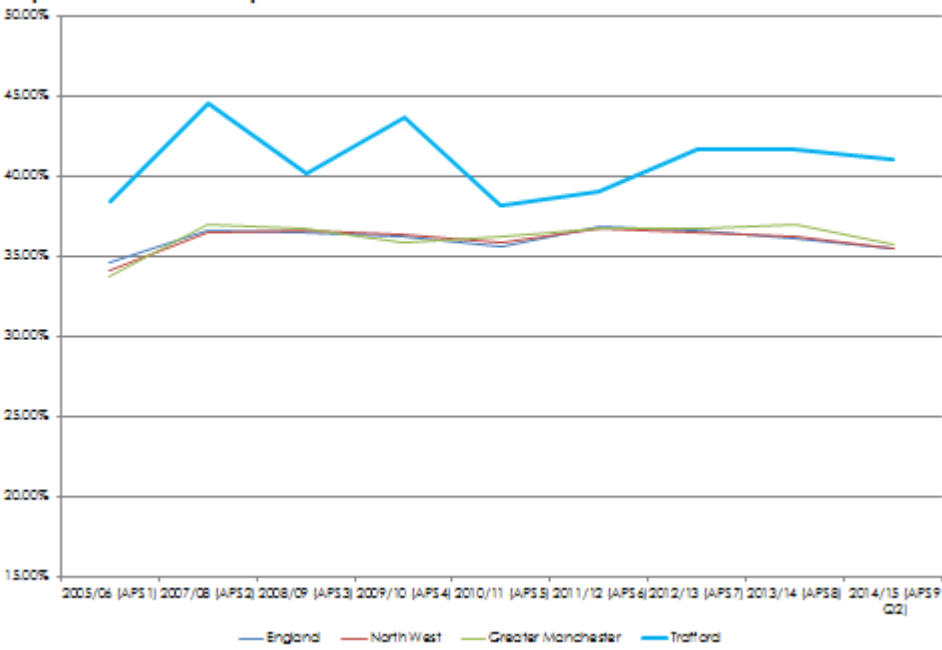
### Participation in Sport / Physical Activity - 3x per week



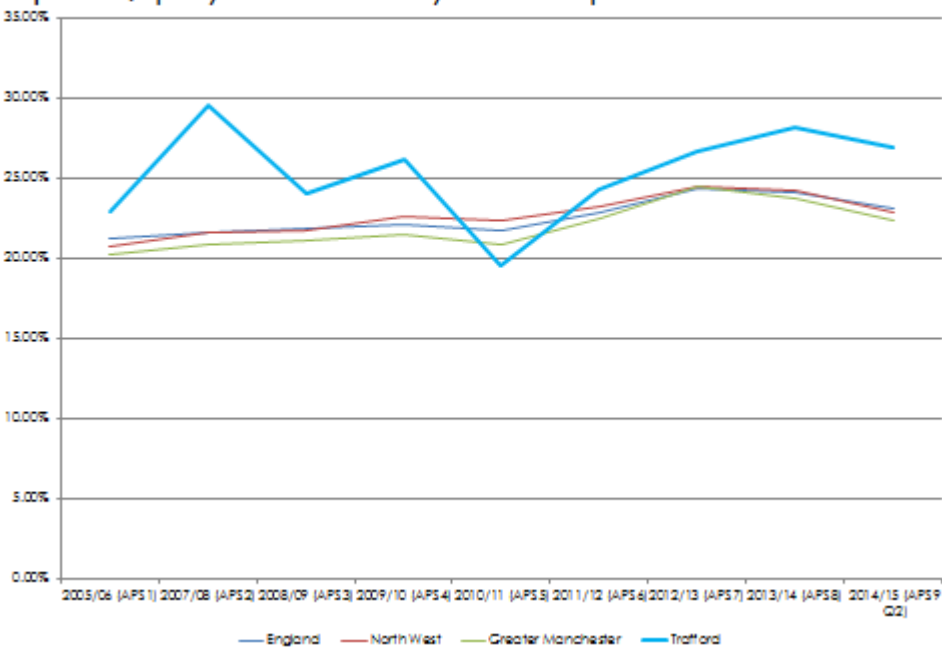
### Participation in Sport/Physical Activity - 3x per week

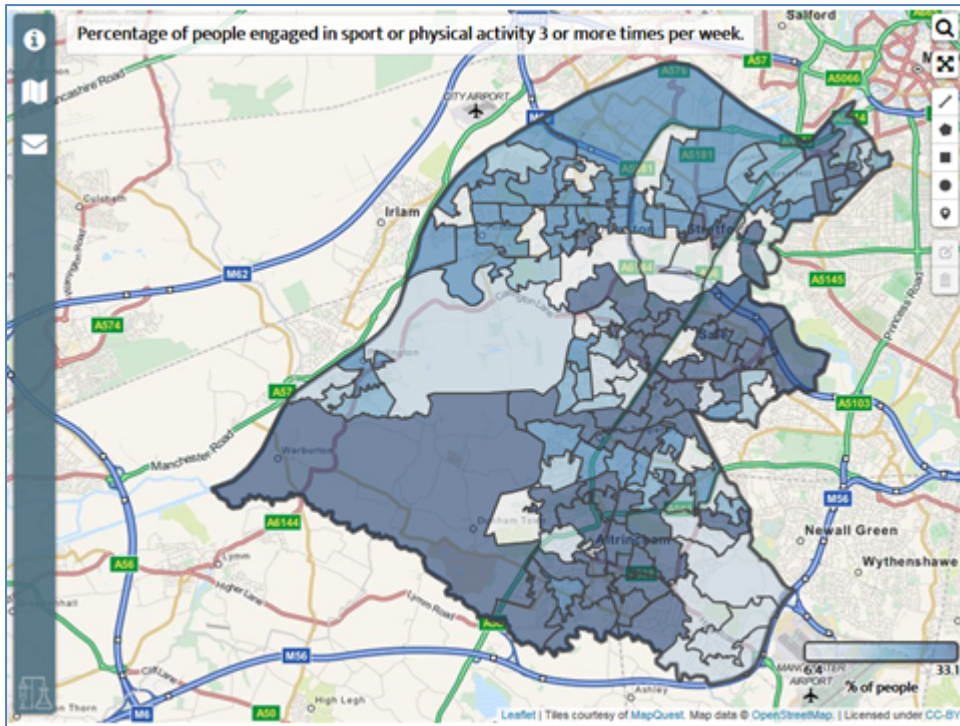


## Sport once per week



## Sport / physical activity 3 times per week



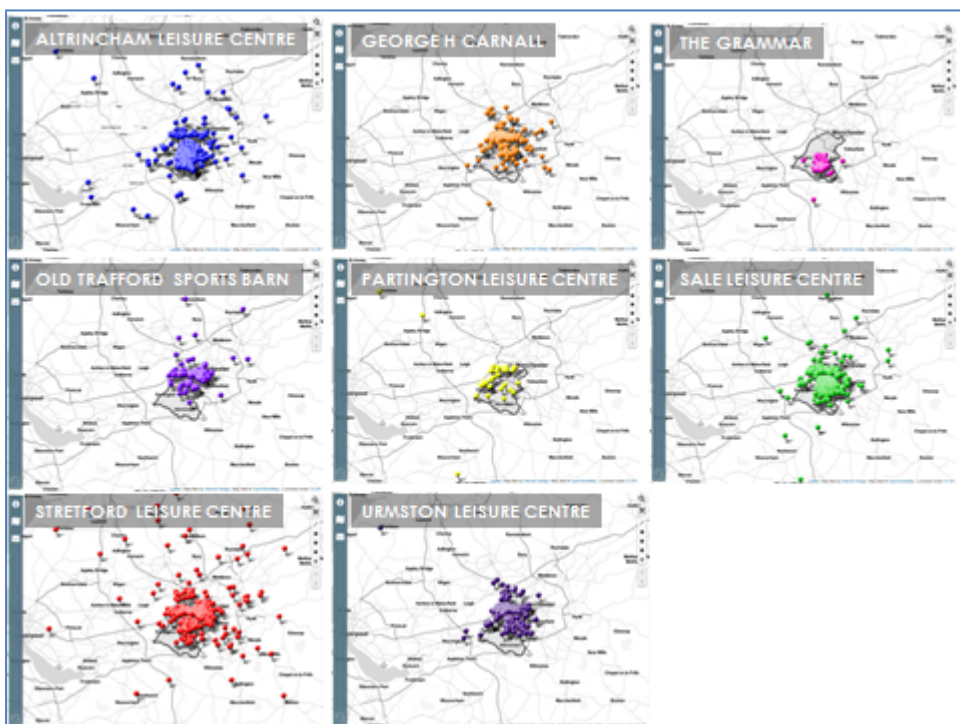
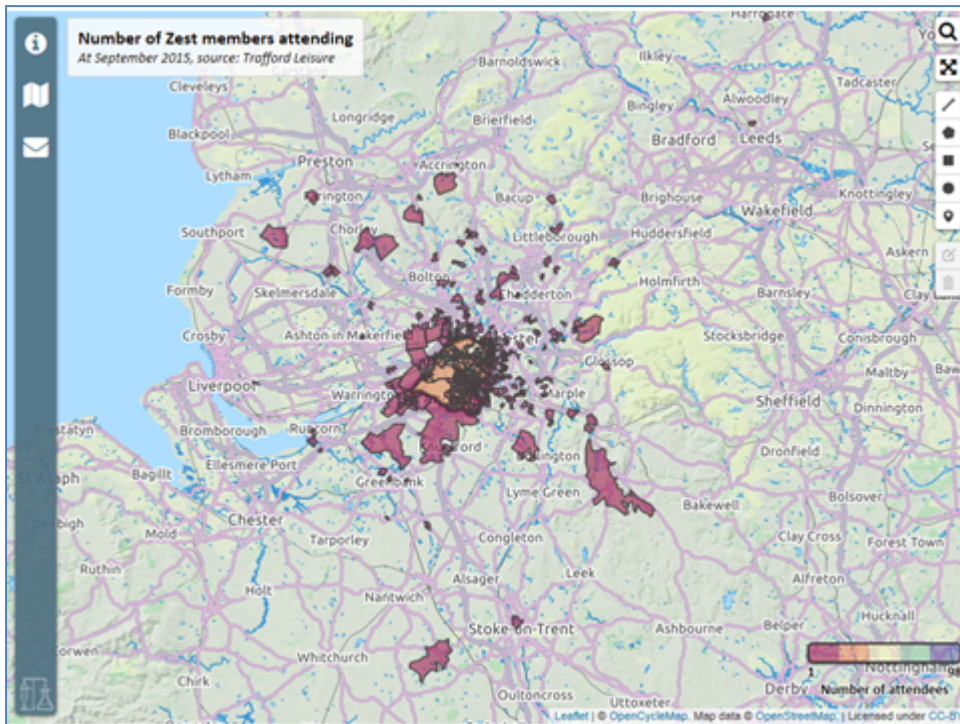


Again, those people who are actively engaged generally correlate with those areas of relative affluence. However, there are notable exceptions, in areas such as the extreme south east of the borough, where the older population is significant.

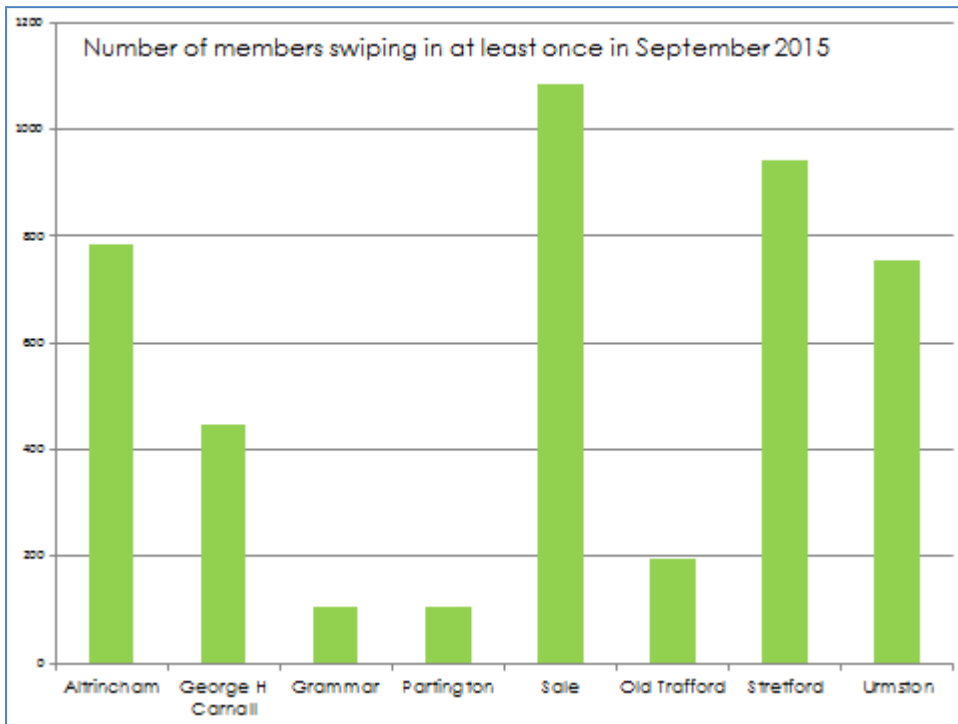


### 3. ATTENDANCE AT TRAFFORD LEISURE CENTRES

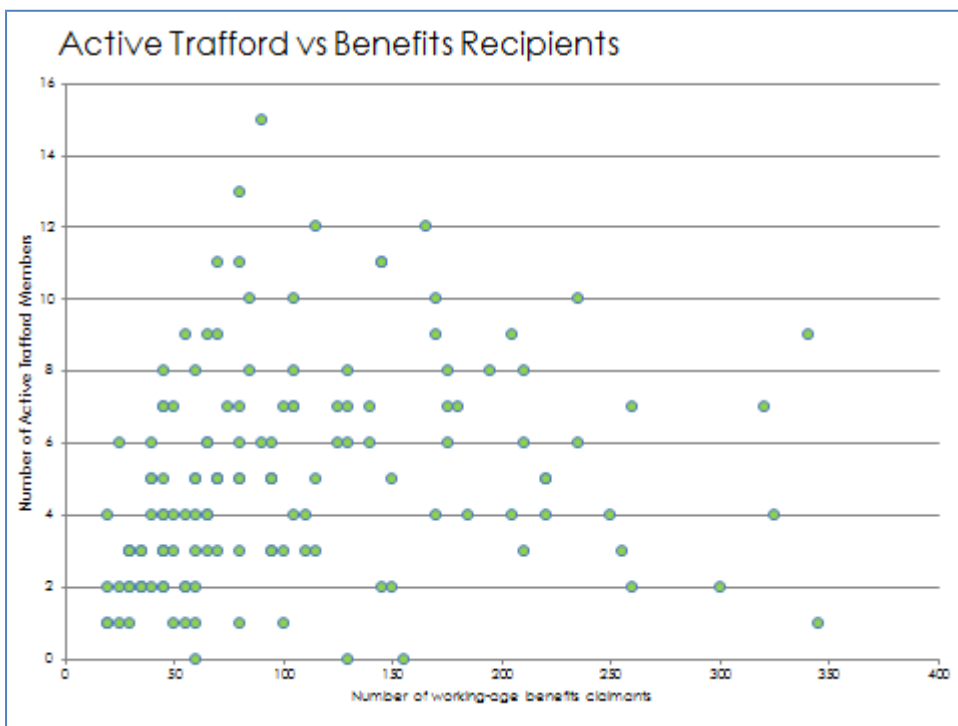
The spread of attendance at centres, while focused on Trafford residents, also illustrates the considerable business economy in the borough, which draws in workers (and leisure users) from across the North West.

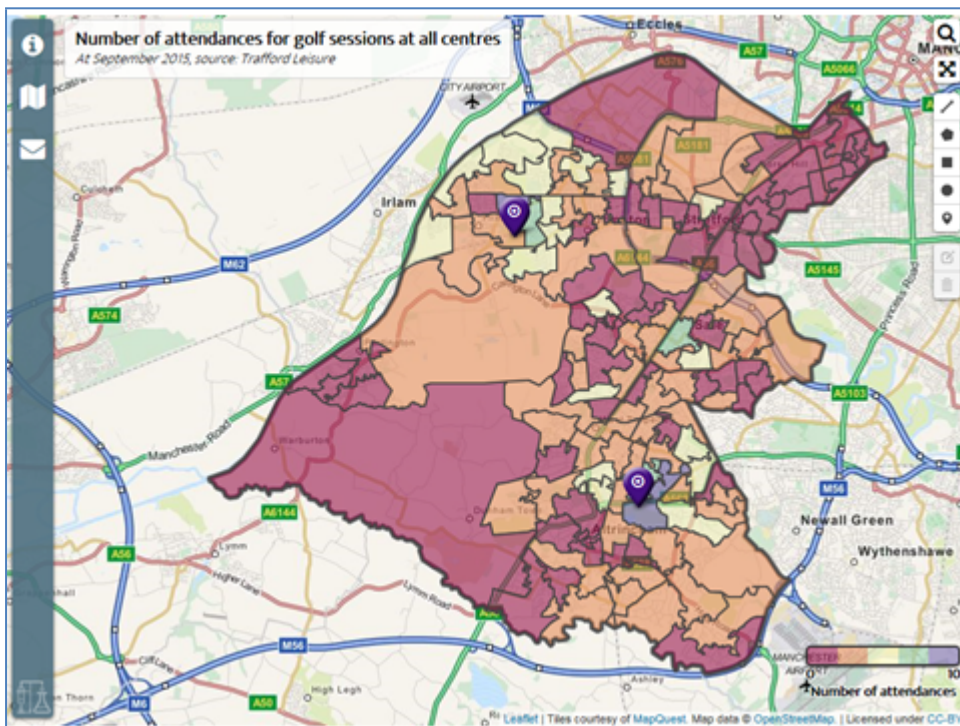


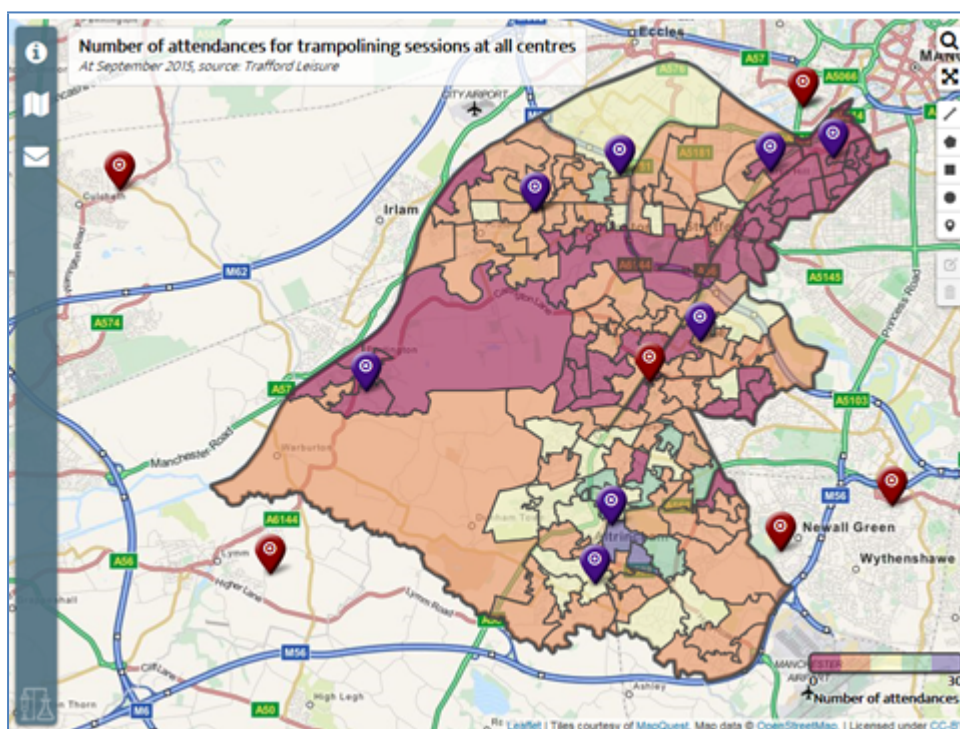
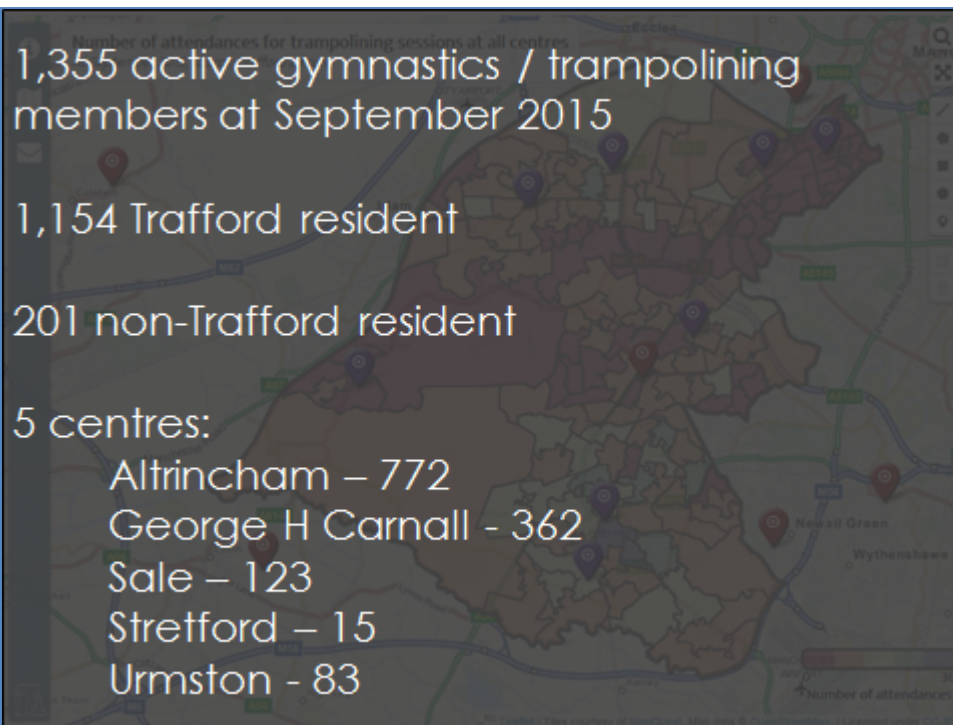
The relative usage of centres is illustrated by the diagram below. Partington centre remains underutilised in particular.



Active Trafford is the concessionary scheme for people on low incomes. It is noteworthy that its reach does not extend (as it perhaps should) to those areas of major deprivation. Cultural and practical issues (such as transport) are involved.







6,533 active swimming lesson members at  
September 2015

5,390 Trafford resident

1,143 non-Trafford resident

5 centres:

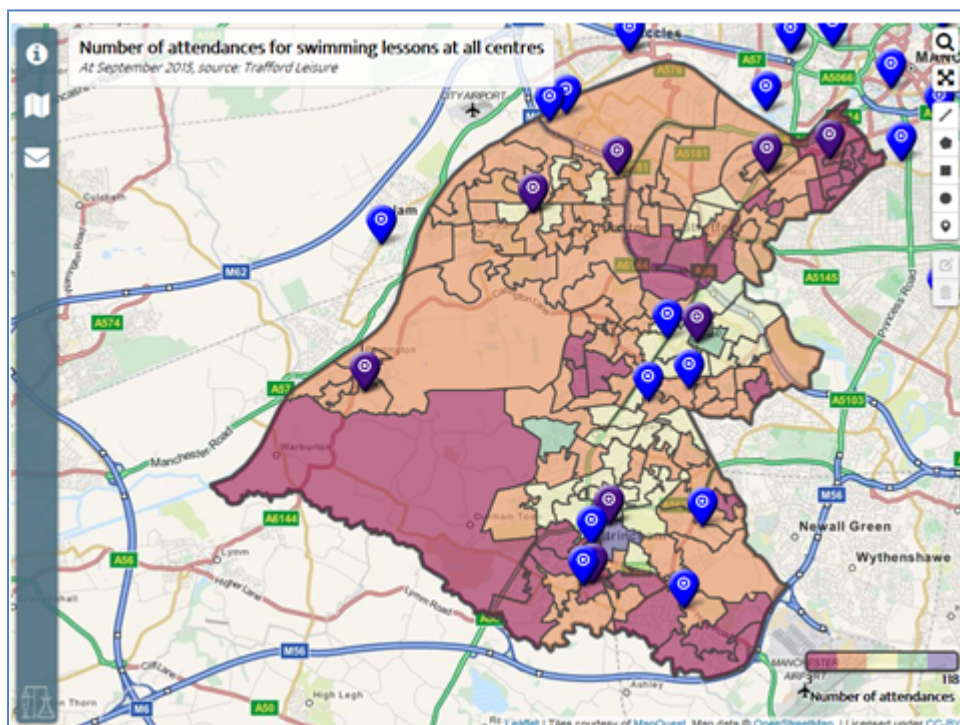
Altrincham – 1,985

Partington- 246

Sale – 1,821

Stretford – 1,126

Urmston – 1,354



#### 4. LEISURE SUPPLY

The existing provision of leisure facilities – public, private and community managed across the borough and in neighbouring areas is shown in the following diagrams.

