

PHYSICAL ACTIVITY VISION

October 2016

1. EXECUTIVE SUMMARY

Trafford Council has worked collaboratively with its partners to set out an ambitious vision to improve health and social outcomes for the residents of Trafford through a strategy of increasing everybody's level of physical activity. This work marks the start of a journey which will see Trafford's partners pledge their support to driving up levels of physical activity in the Borough.

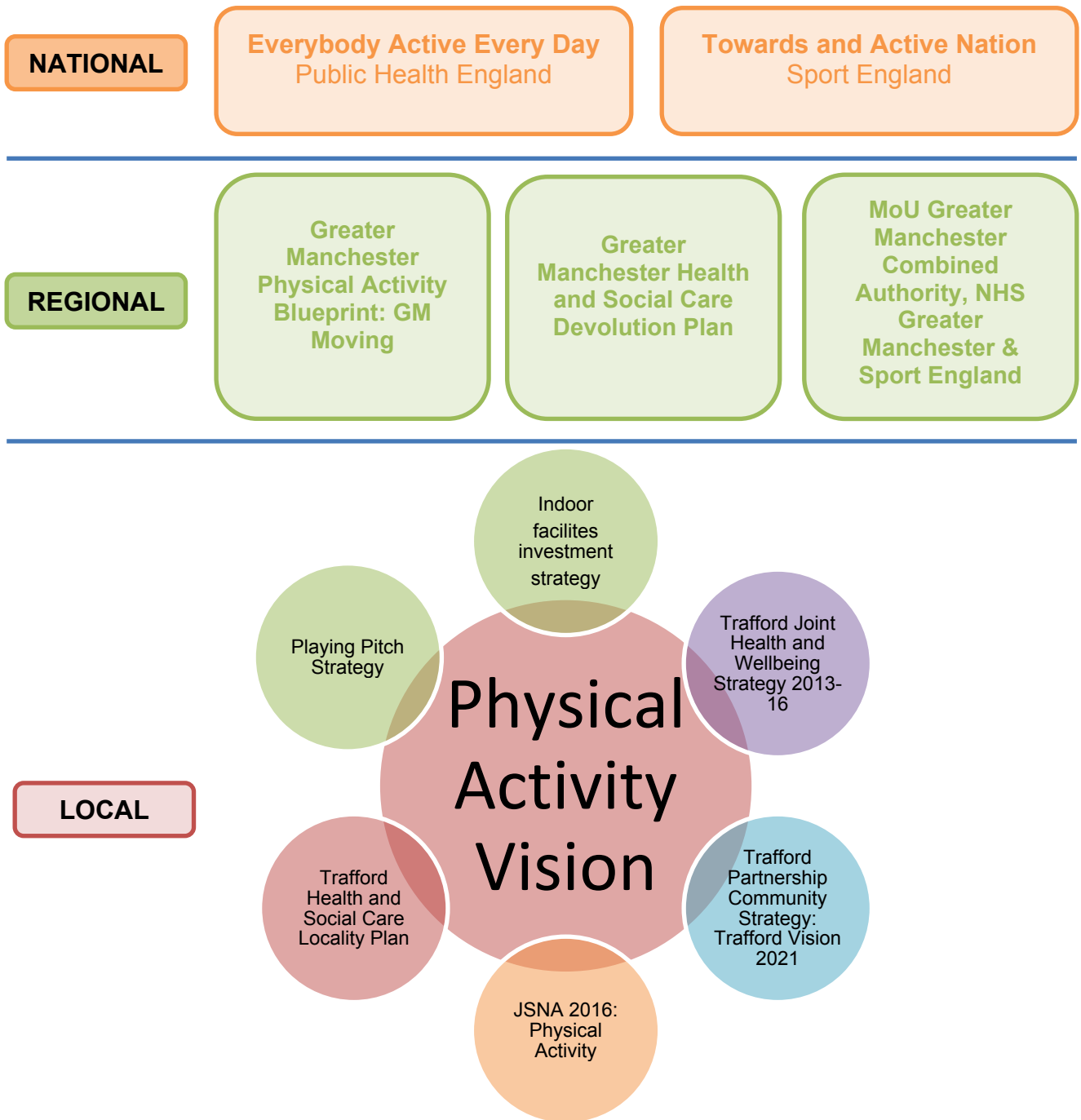
The vision seeks to define the ambition to transform the Borough's leisure facilities and to maximise the major opportunities presented by devolution in Greater Manchester and public sector reform agendas, particularly in the integration of Health and Social Care. The fundamental ambition is for every resident to become more active because we know it has immeasurable benefits to people's health and wellbeing.

Sport and Leisure is an incredibly important part of Trafford's long history. Trafford stages some of the world's biggest sports events. This brings local and international recognition that Trafford is one of the best sporting destinations in the world. We are harnessing this passion and energy to deliver a real difference to every resident in Trafford. This will be achieved through accessible opportunities for increased participation in physical activity with the core aims of our residents becoming more active as well as ensuring elite performers can reach their full potential in Trafford. Tackling inactivity is pivotal in addressing many of our local health, social and economic priorities.

Trafford's Physical Activity Vision has been developed through discussions with the Sport & Physical Activity Partnership and shared with the Trafford Health and Wellbeing Board. The vision is underpinned by a strategic review of leisure centres to inform investment priorities and an assessment of the rich variety of outdoor leisure and sporting facilities (Playing Pitch Strategy) used by the 175 sporting clubs and associations that thrive in Trafford. The Playing Pitch Strategy aimed at broadening sustainable access to the wide range of sporting and leisure opportunities that exist within Trafford and to bring together these opportunities within a strategic framework that will ensure that Trafford residents have greater opportunity to access a wider network of sports and leisure facilities that increases the opportunity for every resident to become more physically active.

Diagram 1 sets out the relationship between this vision, regional plans and the national context which creates a framework upon which to build a cohesive case for changing the way that leisure and sport has been traditionally viewed and moves the imperative for it to become a fundamental enabler of improved health and wellbeing outcomes.

DIAGRAM 1



2. INTRODUCTION

The local picture

There has never been a more important time for Trafford to articulate its vision for physical activity. The UK faces an epidemic of physical inactivity as social changes mean we are an increasingly sedentary society. Inactive residents live in every community in Trafford. Over one fifth (22.3%) of Trafford adults (aged 16 and over) take part in less than 30 minutes of physical activity each week. Furthermore one fifth (20.6%) of these adults take part in no weekly activity whatsoever. That is some 36,000 to 40,000 adults in Trafford who are inactive. Females in Trafford are statistically more likely to be inactive (29.3%) than males (14.9%). Inactivity is also more prevalent in older people aged 65 and over (41.2%). So too are people in Trafford living with a limiting illness or disability (45.5%). And inactivity is more prominent among people in lower socio-economic groups (34.8%). Encouragingly, however, we know that 23% of the current inactive population in Trafford would like to be more active. It is vital that we encourage our inactive residents to change their lifestyle in order to make a step change improvement in health outcomes across the Borough.

Trafford's Joint Strategic Needs Assessment (JSNA), produced in 2016, identified increasing physical activity levels as its top priority, with the health cost of inactivity estimated at £4.8m. It recommends that leisure activities are vital to encourage everyone to be active.

Shaping place

Leisure will be a key element in shaping the sense of community in the borough. Facilities should act as 'anchors' to attract regeneration and inward migration into the borough, and should support wider economic aims for localities.

Partners across health, community development and education sectors will work to maintain this strategic approach to provision across Trafford. The opportunities for integrating public service facilities with leisure in 'community hubs' will be actively pursued, particularly concerning future plans for health services.

The health and social care burden of inactivity

Globally, physical inactivity is the fourth largest risk factor for death behind high blood pressure, smoking and diabetes, and it is estimated that physical inactivity is directly responsible for 1 in 6 premature deaths.

Being physically inactive causes 6% of coronary heart disease, 7% of type 2 diabetes, 10% of breast cancer and 10% of colon cancer. By contrast, an active lifestyle shows clear benefits in the treatment, management or prevention of all these.

“If exercise were a pill, it would be one of the most cost-effective drugs ever invented, and being physically active reduces the risk of developing a long term illness, osteoporosis and improves mental health and reduces the likelihood of requiring health and social care interventions”.

Physical activity in older people has low risks of adverse health responses or injury and is the most powerful intervention in preventing frailty and promoting successful ageing.

In comparison to an active person, an inactive person will spend 38% more days in hospital, have 5.5% more GP visits and 12% more nurse visits. If these individuals then become active, an estimated £1,760-£6,900 could be saved per person each year. Annual costs of physical inactivity in England are estimated to be £8.2 billion; costs of obesity alone being a further £2.5 billion. Sickness absence costs employers a minimum of £18 billion each year, which roughly equates to 16% of salary costs.

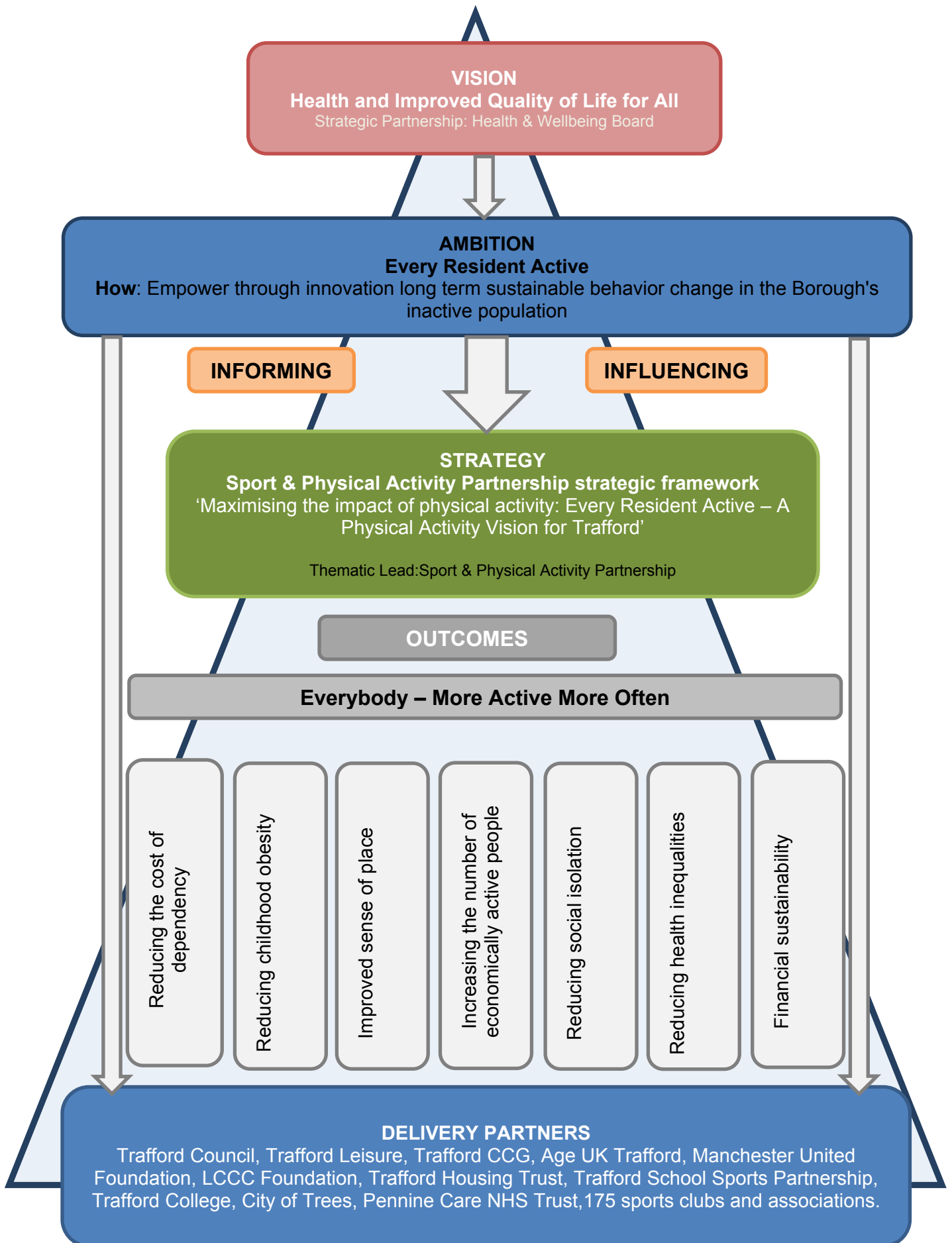
In addition to reducing premature death and the incidence of disease, participating in physical activity also has positive benefits for improving mental health, quality of life, wellbeing and maintaining independent living in older age.

The case to make a real difference is compelling; we now need to turn this potential into reality!

3. TRAFFORD'S AMBITION

The Physical Activity Vision has set out the ambition for Trafford. The Health & Wellbeing Board will own and oversee the delivery of the outcomes through the Sport & Physical Activity Partnership which has the support of all the key partners required to drive this transformation. A delivery plan will be developed with partners based on them formally pledging their support and contribution to the outcomes required.

Strategic Framework



4. PARTNERSHIP WORKING

The vision can only be delivered through partnership working. Physical activity must become a core part of every partner's business in their pledge to support this approach – we must put our residents at the heart of everything we do, and use the principles of behaviour change to inform our work as a partnership. We will collaborate together, sharing a common purpose. Some of the challenges inherent in this strategy will require a long-term approach. Tackling inactivity we know will require a coalition of partners, some of whom may not have worked together before.

We need to encourage and facilitate a more diverse range of partners to better understand why, how and where they connect into a collective contribution to eradicate physical inactivity in Trafford. As a minimum we will ask partners to pledge their support to this work and embrace the physical activity vision as a shared and common goal.

As a result of recognising physical activity in its broadest sense there will be local strategies, action plans and delivery that drive forward the different strands. Activities that will have previously been overlooked, such as gardening, will become increasingly relevant and will bring to the table a whole new group of partners with a vested interest – adding to the resource and capacity to deliver change. By recognising positive lifestyle choices, such as taking the stairs rather than the lift, we will also provide additional entry points for inactive residents. Having a broader strategic scope will ensure opportunities are not missed.

5. BEHAVIOUR CHANGE

Applying the principles and practical learning of behaviour change will be important. Residents will have different needs and display different behaviour across the life course. Therefore, there is a need to focus on different priorities at each stage – as follows:

- Young children need to learn to value the importance of physical activity from as early an age as possible.
- Children and young people need to be presented with the right opportunities in a style and setting that is appropriate.
- Adults of working age and older people need to be encouraged and empowered to be physically active on their own terms.
- People with additional and/or complex needs must be supported and enabled to engage in appropriate and meaningful physical activity.

Physical activity must be easy to access and Trafford residents must be more forthcoming, at scale, in their desire to engage in physical activity and then inactivity levels will begin to decrease. Young children will demonstrate the skills, confidence, physical competence, motivation and enjoyment to take responsibility for a lifelong engagement in physical activity. The physical activity “drop off” will be a thing of the past. More adults will be regularly physically active and there will be an adequate supply of activities that meet the needs of its customers. Encouraging greater use of green space and active travel initiatives will see transformational shifts in activity levels.

We should therefore ensure that physical activity is included in a number of wider strategies including, but not limited to the Trafford Partnership Community Strategy: Trafford Vision 2021; the Trafford Health and Social Care Locality Plan and the Greater Manchester Spatial Plan.

6. DELIVERING THE VISION

In order to support the delivery of this vision each partner will make its own pledge(s) and reflect this work in everything we do in Trafford. It is about making physical activity everyone’s business. We will develop an action plan which will influence supply, demand and the delivery system.

The overarching vision provides the framework for every partner’s accountability to improving health and wellbeing outcomes. Delivering a series of collective pledges aligned to this vision will be crucial to achieving higher levels of physical activity in Trafford. In order to deliver these pledges the collection of evidence based indicators will assist all partners to constantly learn and develop in order to optimize health and wellbeing outcomes.

Example Pledge

- Promote population level understanding of the importance of physical activity & supporting communities to be more active **#BeBold**
- Encourage & promote physical literacy from birth through partnership working, to promote lifelong physical activity
- Invest in & promote the use of active travel
- Promote & support behaviour change & influence healthy behaviour across our residents by:
 - Implementing NICE guidance on walking & cycling,
 - Make every contact count and encourage primary care & front line staff to promote physical activity. Support staff to encourage people to exercise using local opportunities and partners.
 - Make sure the activities offered promote encourage everyone to be active. Activities offered should be evidence based, accessible & appropriate to difference age groups and needs. There should be a variety of activities both sport & leisure that encourages our residents to be active for example running clubs, led walks and dancing.

7. MEASURING SUCCESS

Trafford has the potential to be one of the most active boroughs nationally. Success would be a culture where physical activity becomes the norm and where we make it as easy as possible for Trafford residents to make healthy lifestyle choices.

Some tangible examples include:

- Active travel becoming the norm for all journeys under 5 miles – this will have the added advantages of improving air quality and reducing congestion.
- Health professionals and referral agents becoming physical activity advocates who confidently signpost in to appropriate physical activities. Care pathways should be inclusive of physical activity.
- Activities that have previously been overlooked, such as gardening, becoming increasingly relevant and will bring a whole new group of partners, adding to the resource and capacity to deliver change.
- Better recognising positive lifestyle choices, such as taking the stairs rather than the lift, will also provide additional entry points for inactive residents.
- Young children demonstrating the skills, confidence, physical competence, motivation and enjoyment for a lifelong engagement in physical activity.
- Increasing use of the Borough's parks and open spaces.
- Trafford residents with additional and/or complex needs being supported to engage in appropriate and meaningful physical activity.

8. NEXT STEPS

To work with all partners to develop an integrated delivery plan with key milestones linked to each of the outcomes based on partner pledges to include as example;

- The Playing Pitch Strategy implementation
- Investment strategy for the boroughs key leisure centres and implementation plans
- Developing pledges with the sports clubs and associations and the implementation plans that flow from each pledge
- The development of the data sets that track achievement of the outcomes