

TRAFFORD COUNCIL

Report to: Overview and Scrutiny Committee
Date: 22nd March 2017
Report of: The Executive Member, Communities and Partnerships

Report Title:

Progress Update – Physical Activity Vision

Summary

Good progress has been made since the Executive decision to invest £24m in the development of leisure centres. The Playing Pitch Strategy is also nearing completion. Work is underway through the 2031 Trafford Vision to develop an approach to sustainable, increased levels of physical activity which aims to tackle health inequalities across the borough.

Trafford Leisure has a number of initiatives underway and making progress in tackling inactivity working alongside specialist health and social care commissioners and GPs.

Good progress is also being made through Trafford partnerships with a number of community led initiatives aimed at getting older people to become active, work which is also being supported through Trafford GPs.

Recommendation(s)

To note progress to date.

Contact person for access to background papers and further information:

Name: Paul Helsby
Extension: 07739 856664

Background Papers:

1. Report of the Executive Member for Communities and Partnerships - Trafford Leisure Services – Council Executive Meeting, 15th November 2016

Background

In November 2016 the Council's Executive approved a strategy aimed at securing long-term improved health outcomes by closing inequality gaps across Trafford communities. Scrutiny Committee will have noted that the strategy has three key themes:

1. Investment in Trafford's leisure centres
2. The development of a Playing Pitch Strategy
3. Facilitating population level behaviour change to physical activity

The focus of investment is such that by 2031 the Council, with all its partners will have made a step change improvement in health and wellbeing outcomes for Trafford residents and made a significant contribution to reducing the burden on the health and social care system because we know that physical activity has a direct and positive impact on a person's health and wellbeing.

Progress Update

This report provides an update on progress since the Scrutiny Committee held on 16th November 2016.

- a) **Leisure Centre Investment** – The Council has now procured a specialist construction programme company to provide sector specific expertise in the management of leisure centre design and build projects and they are now developing a detailed programme of works covering refurbishment of Sale and Urmston Leisure Centres and the new build Altrincham Leisure Centre.

In respect of the proposed closure of George H Carnall Leisure Centre, this will be predicated upon investment in to the facilities at Urmston Leisure Centre where usage is much higher. A detailed timeline is being developed to scope out the design and construction phases which will inform the timescales for closure of George H Carnall Leisure Centre and the planning of detailed consultation with users.

The Council has progressed detailed studies of the Altair site in order to develop feasibility and build cost proposals for the new Altrincham Leisure Centre. Subject to the findings of these, a detailed planning and design phase will commence in early summer 2017.

A contribution of £1m has been approved by Trafford Community Leisure Trust to be donated from their previous operating surpluses as they move to wind down the company. This investment has been ring-fenced to the development of Sale Leisure Centre.

- b) **William Wroe Golf Course** - As set out in the Executive Report of November 2016, there is a significant over-supply of golf courses in the Flixton area and that it is no longer viable to run a golf course with limited uptake. Based on the significant oversupply issue, Trafford Leisure Board of Directors took the decision to close the golf facility on 31st March 2017 and notified the Council earlier this year, as required under the terms of their Operating Agreement.

Discussions were also held by Council officers with other golf clubs in the area to discuss and secure alternative arrangements for William Wroe users so that they could continue to play golf locally. Trafford Leisure also put in place a preferential scheme for anyone wanting to transfer to Altrincham golf course.

A full communication plan was drawn up by Trafford Leisure to ensure all existing users were properly informed and had the opportunity to have a personal discussion about their options. Customers were contacted personally

and in addition six 'drop in' sessions were held at George H Carnall Leisure Centre for people to call in and discuss their options.

To date, the William Wroe Veterans Club, which has 50 members, have voted to transfer to Altrincham Golf Course. 50% of those people with a full private membership have already agreed to transfer to Altrincham Golf Course with more expected and, discussions are underway with all 'pay and play' users, who are being offered a 20% discount for 12 months for 'pay and play' at Altrincham Golf Course.

- c) **Playing Pitch Strategy** – This is an independently produced strategy based on strictly applied Sport England criteria (see Appendix A). The production is drawing to a close and has involved all the main sport governing bodies, each representing clubs and associations based in Trafford. Stage D will be completed in March providing the basis for the strategy which will enable the Council to work with these organisations wherever possible, to secure investment into improving facilities and broadening access for the benefit of Trafford residents.
- d) **Tackling health inequalities through behaviour change** – This is by far the most significant challenge to bring about long-term sustainable health and well-being benefits through increased levels of physical activity. The health and social care system is facing unprecedented demand, one reason being that people are living longer and, in Trafford, people have an higher than average life expectancy but this is not the case for **healthy** life expectancy, which is a key indicator of need for health and social care services. The differences become starker when comparing some of Trafford's most deprived communities and it's these 'stubborn' inequalities that we must address.

Scrutiny members will be familiar with Trafford's emerging vision for 2031. A key strand of this is the development of an approach to secure long-term behaviour change that moves the inactive to active. Progress on defining the scope and approach is underway with significant interest from Sport England, who has just launched a programme aimed at getting the inactive, active. It's called the Local Delivery Pilot and aligns entirely with the Council's vision and that of our key health partners. Officers are preparing an 'expression of interest' to become one of 10 Local Delivery Pilots, which if successful will bring significant support and resources. The Expression of Interest deadline is 31st March 2017, if successful at this stage a detailed bid will be developed over the coming months for submission to Sport England.

We are also seeing a number of community led initiatives starting to gather momentum, particularly focussing on older people becoming more active. Locality partnerships are really driving this community development from the ground up which is starting to change behaviour and helping the inactive to become active.

Make Sale Move is one example of this being championed by the Sale Enabling Group where Alan Savage has produced short video clips and started to promote these on Facebook and YouTube showing fantastic examples the many opportunities available to older people.

Dr Yvonne Burke is also instrumental in promoting activities through her GP practice with one example being the launch of a walking group that started in January with 74 patients attending.

At the last Make Sale Move meeting representatives from Trafford Care Coordination attended, showing interest in the potential for system wide referral to physical activity programmes through the TCC.

These initiatives are already starting to gather momentum and reaching older people especially, which has been a traditionally hard to reach group in the past, now starting to win hearts and minds and changing behaviour from within their own communities.

Trafford Leisure CiC LTD - Initiatives underway

Trafford Leisure has been developing relationships with health and social care professionals over a number of months now to ensure that they have a greater relevance to improving health and social care outcomes sustainably.

On the 1st November 2016 Trafford Leisure launched their new Physical Activity GP Referral Scheme. This referral specifically targets those who need signposting to physical activity by a GP. The new referral sees patients being referred for 8 weeks unlimited physical activity for a nominal fee of £20.00.

Through this programme, Trafford Leisure's Active Living Managers are focussing on those people in Trafford that are inactive and developing approaches to get them active. 38,000 Trafford residents are classed as inactive. By placing Active Living Managers in the heart of each locality they provide a focal point for the company with health professionals, sharing a common purpose.

During last October a number of workshops were held with existing and new referral partners prior to the launch. From this, a Memorandum of Understanding (MoU) has been developed for any referrer wishing to signpost into the new scheme.

The programme and the associated MOU was launched by Trafford Leisure at the CCG GP education event held in January 2017 thus engaging with many GPs and other health professionals about the Physical Activity Referral Programme. Three MOU's were signed on the day and a number of leads to follow up were made. To date there are 27 MOU agreements now in place. Since the launch, there have been 209 referrals by GPs. Of these, 107 have already entered the 8 week programme and 10 of these have so far taken out wellness memberships with a steady flow of people completing the programme on a weekly basis, more people are anticipated to sign up for membership.

This is very encouraging progress from a standing start last October and tracking the results will be an important aspect of future development. Dr Yvonne Burke has been instrumental in working with Trafford Leisure to develop these approaches. Technology options are being considered that have the outcome tracking capability as well as automating the referral process for the benefit of GPs and their patients.

With outcome tracking in mind, Dr Yvonne Burke is also working with Trafford Leisure in Central Locality to identify 10 patients to become the "Class of 2017" following a referral by a GP. With their permission, their activity levels will be tracked over time

beyond the 8 week programme, jointly by both the GP and Trafford Leisure with the aim being to track longer term outcomes and evidence the impact of the programme.

Financial Impact:	See Previous Reports
Legal Impact:	See Previous Reports
Human Resources Impact:	See Previous Reports
Asset Management Impact:	See Previous Reports
E-Government Impact:	See Previous Reports
Risk Management Impact:	See Previous Reports
Health and Safety Impact:	See Previous Reports

Consultation

Consultation with all the main sports governing bodies has been completed independently through the production of the Playing Pitch Strategy.

Golfers using William Wroe have each been personally contacted by Trafford Leisure to identify alternative facilities that would be most suitable.

Reasons for Recommendation(s)

This report is for information only.

Appendix A

Sport England Playing Pitch Strategy (PPS) Summary

Introduction

The PPS guidance was developed with The Football Association, England and Wales Cricket Board, Rugby Football Union, Rugby Football League and England Hockey Board.

The PPS carries out an assessment of need and develops a PPS for an appropriate study area.

The approach is based on the following key principles:

- A collaborative approach resulting in a PPS which is owned by and can be used by a number of parties
- A steering group led approach with strong project management
- Sport England and national governing body (NGB) engagement from the outset
- Making the best use of available knowledge, skills and other resources
- Securing adequate resources and setting realistic budgets and timescales
- Clarity on why a PPS is being developed and providing a locally specific and tailored approach
- Reflecting the differences in how each sport is played and pitch type is used
- Developing an understanding of the situation at individual sites
- Building in the opportunity to check and challenge the work at key points as it progresses
- Looking at scenarios to explore key issues and findings and test potential recommendations and actions
- The development and delivery of local area, sport and site specific recommendations and actions
- Establishing and implementing an approach to keep the PPS robust and up-to-date

The approach comprises of 10 steps which are grouped into the following five stages:

Stage A: Prepare and tailor the approach (Step 1)

Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)

Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)

Stage D: Develop the strategy (Steps 7 & 8)

Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)

Working through Stage A will help to:

- Provide clarity over why the PPS is being developed and what it seeks to achieve
- Ensure a strong and representative steering group is put in place to lead the work
- Provide clarity on how the development of the PPS is to be managed
- Provide certainty on the support and resource available to help develop a PPS
- Develop an understanding of how the sports are governed and played in the study area
- Ensure an approach that is tailored to the particular nature of the study area
- Develop a strong and tailored brief to guide the development of the PPS
- Develop an understanding how the required information set out in Stage B can be gathered.

Working through Stage B will help to provide:

- An accurate audit of the supply of pitches and ancillary facilities
- An accurate audit of the current demand for pitches
- Information on which to base an understanding of the future demand for playing pitches
- Detailed views and opinions on the adequacy of provision from users and pitch providers
- A single document within which all the supply and demand information gathered is presented ready to be assessed in Stage C

Working through Stage C will help to provide:

- An understanding of the situation at all sites available to the community
- An indication of whether the current supply in the study area is adequate to meet both current and future demand
- The views and opinions of all relevant parties on the adequacy of provision
- The key issues with the supply of and demand for provision in the study area

Working through Stage D will help to provide:

- A clear set of recommendations and a prioritised sport, area and site specific action plan
- A succinct and usable strategy document which is owned by all relevant parties and can be applied to a variety of areas and situations

Working through Stage E will help to provide:

- Clarity on how the strategy can be applied and delivered
- An approach to ensuring the strategy is kept robust and up to date