



TRAFFORD  
COUNCIL



# Trafford: Sports & Physical Activity Strategy



**‘Vision for 2031- Intervention Two: Creating a national beacon for sports, leisure and activity for all, making Trafford a destination of choice.’**

***By 2031 every resident in Trafford will #BeActive everyday\*.***

*\* This will be measured via Sport England’s annual: Active Lives Survey*



# Strategic Landscape;

2017-31 Trafford's Vision 2031 Programme  
Trafford's Sports and Physical Activity Strategy

2017: Trafford's Physical Activity Vision

2017-21 #GM Moving: A Plan for Physical Activity and Sport

2016-21: Sporting England: Towards and Active Nation

2015: Sporting Future: A New Plan for and Active Nation



# Current Picture;

Area	Inactive, less than 30 mins a week	Fairly Active, 30-149 mins a week	Active, 150+mins a week
Trafford	24.3%	12.2%	63.5%
Greater Manchester	27.7%	12.9%	59.6%
England	25.6%	13.8%	60.6%

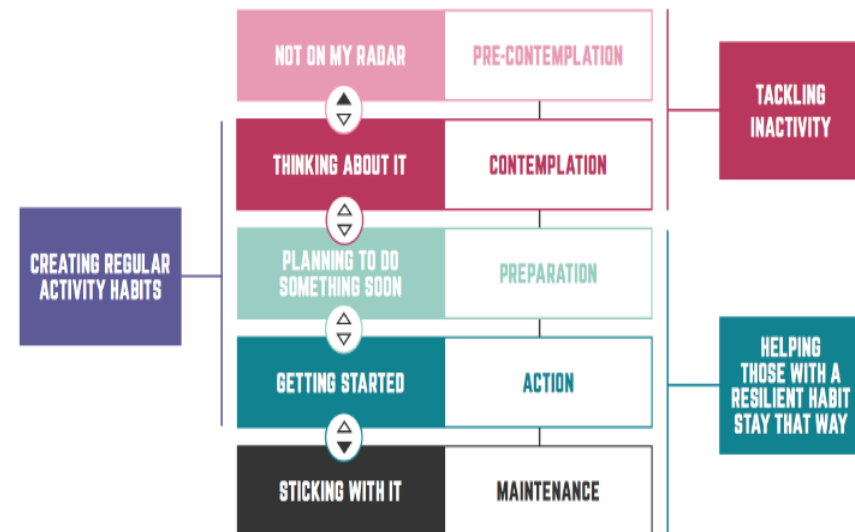
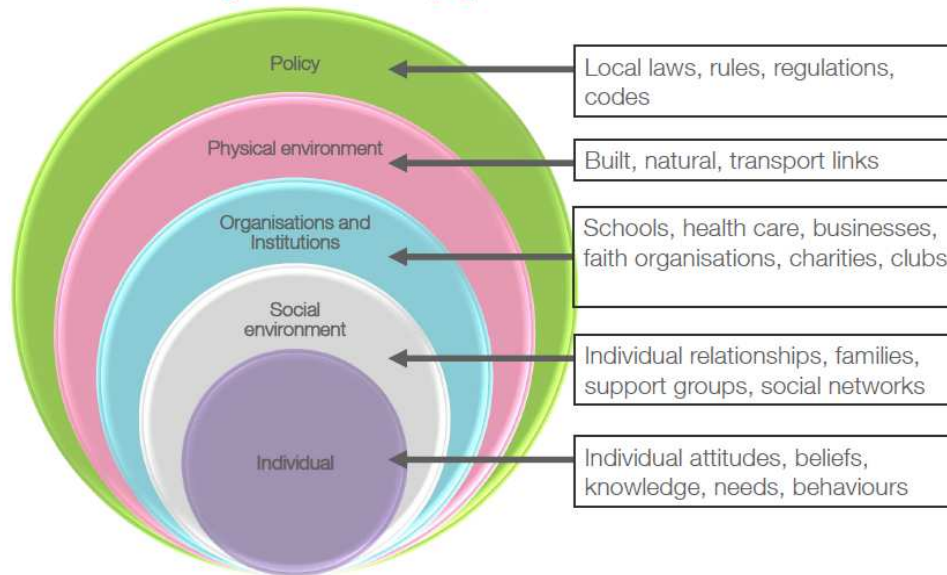
Table 2: Active Lives Survey Data: (Sport England, 2017)

- Nationally inactivity costs £7.4 Billion a year, at a GM level this equates to £26.7 million and £4.8 Million in Trafford.
- WHO reports ~ 1 million deaths a year in Europe are as a result of inactivity.



# Changing approaches;

## Population level change requires 'whole system' approaches



- Population level behaviour change around physical activity requires broader, joined up approach.
- Physical Inactivity is everyone's business! Can't focus on traditional audiences and partnerships.

## Priorities;

- **Active People**, across the life course
- **Active Places**, asset based
- **Enablers**, without barriers



# Active People;

- Interventions for everyone across the life course

**Start Well:** Young children need to learn to value the importance of physical activity from as early an age as possible.

**Develop Well:** Children and young people need to be presented with the right opportunities in a style and setting that is appropriate.

**Live Well:** Physical Activity needs become interwoven into both work and life to create a lasting habit that can be enabled in others.

**Age Well:** Older people need to be encouraged and empowered to be physically active on their own terms.





# Active Places

- Places and spaces accessible to all

- **Active Places**

Public Realm/Leisure Facilities

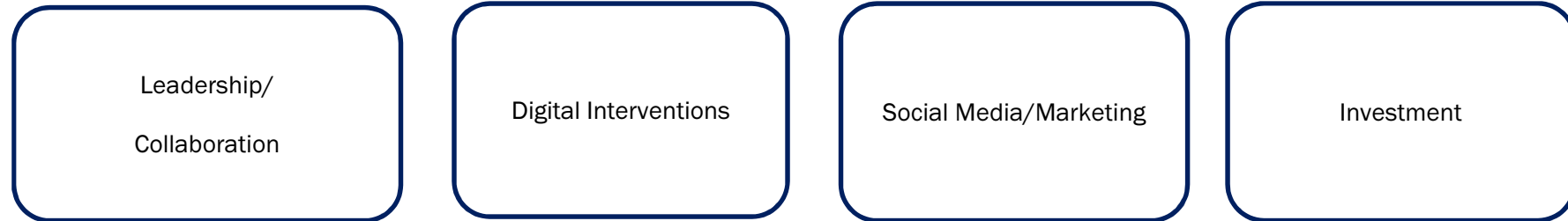
- **Active Spaces**

Pitches & Parks





# Enabling Change;



- Four key enablers for delivering change in Trafford
- Ensures and enables change is sustainable
- Connects with us with those who need support most
- Enables interventions to be current and timely