

TRAFFORD COUNCIL

Report to: Health & Well Being Board
Date: 2nd February 2018
Report for:
Report of: Thomas Haworth: Sports & Physical Activity
Relationship Manager

Report Title

Trafford's Sports & Physical Activity Strategy 2018-2025

Purpose

The Sports & Physical Activity Strategy sets out to interpret the Physical Activity Vision adopted by the Health and Well Being Board and the Council in 2017. The strategy, accompanied by the implementation framework, highlights the priorities and interventions the Strategic Sport & Physical Activity Partnership will lead with other partners and communities to support the Trafford Vision 2031 Program intervention;

'Creating a national beacon for sports, leisure and activity for all, making Trafford a destination of choice.'

To support this wider outcome the sports & physical activity strategy will aim to ensure that;

"By 2031 every resident in Trafford will #BeActive everyday"

Recommendations

The HWBB is asked to:

Endorse and adopt the strategy and implementation framework

- **Endorse the development of a strategic investment plan, targeted at areas of need**
- **Endorse the recruitment and deployment of ambassadors to focus on the following areas**
 - **Disability, Inclusion and long-term conditions**
 - **Women and girls in sport and physical activity**
 - **Active Ageing**
 - **Youth engagement**

Contact person for access to background papers and further information:

Name: Tom Haworth (Thomas.haworth@trafford.gov.uk)

1. Introduction

- 1.1 Following the conclusion of Trafford's Sport and Physical Activity Strategy 2013-2017 a broader vision was developed for sport and physical activity in Trafford which reflected significant changes in the way Leisure is delivered in the borough and the recognition that physical activity is a critical wider determinant of health and wellbeing. The Vision was adopted by Trafford Council and the Health and Wellbeing Board.
- 1.2 This Vision is now being translated into a strategy and implementation framework. This will ensure the strategy remains current and reflects the changes in the way physical activity is measured through the introduction of Active Lives along with a sector shift to 'whole-system' working that focuses on the most inactive through broader physical activity initiatives and community engagement.
- 1.3 The most recent Active Lives Survey indicated that 24.3% (~43,000 residents) of Trafford Population is 'inactive'. Inactive is 30 minutes of activity or less per week and also includes those that don't do any activity.
- 1.4 Those that are classed as inactive are putting their health at risk; not meeting this level of activity greatly increases people's prevalence of conditions, such as cancer, CVD and diabetes, all causes of early morbidity. The World Health Organisation estimated that 1 million deaths in Europe are as a result of physical inactivity. A lack of physical activity has also been shown to be detrimental to people's mental health.
- 1.5 The emerging sports and physical activity strategy sets out how Trafford Strategic Sports Partnership will tackle the issues associated with inactivity through specific interventions and encouraging behaviour change. The aim is to make Trafford the most active borough in Greater Manchester and by 2031 and to ensure that all residents in Trafford are active every day.

2. Baseline – Current picture

- 2.1 The table below shows levels on activity for Trafford compared to Greater Manchester and England. This will be updated on an annual basis.

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%

- 2.2 Another key outcome is developing and delivering interventions and behaviour change that increases the percentage of the population that are 'fairly-active' and 'active'.

- 2.3 The strategy and implementation plan will deliver this change through the following outcomes:

- Healthy life expectancy increases and there are less preventable deaths
- Less people are obese
- Less people suffer from mental health issues and dementia
- Less people live with long-term conditions
- Less people suffer from falls
- Less people suffer social isolation

- Less people suffer work related stress
- Workplace productivity is increased

2.4 The above outcomes will be achieved by focusing on the following thematic areas:

- **Active people:** focused on the behaviour change of our residents, employers and leaders
- **Active Places:** concentrating on the transformation of our places and spaces to make physical activity the easy choice.
- **Enablers:** the assets, technology, policy and platforms that will allow enable this ambition and marketing and communication to raise awareness.

3. Methodology

3.1 The strategy aim and outcomes will be delivered through the implementation framework.

3.2 The implementation framework focuses on delivering the interventions below, which are grouped in the thematic priorities identified in 2.4.

- The Impact of active spaces in public realm design, through the Trafford Leisure Strategy and Playing Pitch Strategy & Local Planning Policy.
- The impact of targeted interventions for the elderly, disabled and women and girls
- The Impact of social prescribing on physical activity levels, health outcomes and new models of primary care delivery for GPs. Through training and advocacy, making every contact count.
- The Impact of co-ordinated workplace physical activity on sickness levels and productivity for different cohorts of employees, through the Workplace Wellbeing Charter.
- The Impact of different uses of public realm and open green spaces such as the Mersey Valley and Sale Water Park. Through Trafford Green Space Strategy and initiatives like Play Streets.
- The Impact of Partner pledges to support the Physical Activity Strategy. Through coordinated engagement and workforce development.
- The Impact of increased activity with a focus on walking, running and cycling, through active travel and interventions such as ParkRun and the Greater Manchester Marathon.
- The Impact of accessible digital technology on levels of physical activity. Through the promotion of the PHE 'One You, Active 10 App'.
- Impact of physical literacy and physical activity levels of children and young people. Through Let's Play Toddler, the School Games, After School Clubs and opportunities outside of education.
- The Impact of Trafford's clubs and volunteer physical activity champions on behaviour change at a locality level.

3.3 Baseline measures and KPI's are being developed for each of these interventions and an output framework is being delivered to collect demographic data from across the strategic sports partnership.