

## TRAFFORD COUNCIL

**Report to:** Overview and Scrutiny Committee  
**Date:** 14 March 2018  
**Report of:** The Executive Member, Communities and Partnerships

**Report Title:**

**Progress Update – Leisure Strategy Update**

**Summary**

This report provides an update on progress so far with the Leisure Strategy as fundamental pillar of the Vision for 2031 and how it enables greater levels of physical activity. It covers progress on:

- Physical Activity Strategy
- Playing Pitch Strategy
- Leisure Centre Investment
- Trafford Leisure’s Physical Activity Referral Scheme

**Recommendation(s)**

For formation.

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**1 Background Papers:**

1.1 Progress Update – Physical Activity Vision – Council Scrutiny Meeting, 22 March 2017

**2 Introduction;**

2.1 In November 2016 the Council’s Executive approved a strategy focused on reducing health inequalities across Trafford focusing on a number of key areas aimed at increasing physical activity to improve the health and wellbeing of all Trafford residents;

- Investment in Trafford’s leisure centre assets

- The creation of Trafford's Playing Pitch Strategy
- The future of Trafford Leisure CiC Ltd
- Behaviour change

### 3 Trafford Moving: Sports and Physical Activity Strategy 2018-2025

- 3.1 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.
- 3.2 The Vision has been translated into Trafford Moving: Sports and Physical Activity Strategy 2018-2025.
- 3.3 The most recent Active Lives Survey indicated that 24.3% (43,000 residents) of Trafford's population is 'inactive'. Inactive is defined as 30 minutes of activity or less per week and also includes those that don't do any activity.
- 3.4 The emerging Sports and Physical Activity Strategy sets out how Trafford Sports & Physical Activity 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 the UK by 2031 to ensure that all our residents in Trafford are moving more, every day.
- 3.5 The table below shows levels of activity for Trafford compared to Greater Manchester and England. This will be updated on an annual basis.

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

- 3.6 The above outcomes will be achieved through interventions aligned to the Trafford Health and Wellbeing Strategy: 2016-19 specifically priority 2: (Reducing physical inactivity) which tackles issues across the life-course: aligned to the following areas Start Well, Live Well and Age Well. All of which underpins the vision for Trafford the place in 2031, with 'nobody held back and nobody left behind'.
- 3.7 The Strategy's aims and outcomes will be delivered through an implementation framework. This is structured around the GM Common Standards – Physical Activity, developed in-line with GM Moving and the GM Health and Social Care Partnership.
- 3.8 The strategy is set to be launched on the weekend on the 6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> April culminating in the Greater Manchester Marathon.

### 4. Leisure Centre Investment Strategy

4.1 The Leisure strategy encompasses the Council's commitment to invest in the key leisure centres;

- Urmston
- Stretford
- Altrincham
- Sale

**4.1.1 Urmston:** The refurbishment of Urmston Leisure Centre was approved at Planning Committee in February and will commence in April 2018 with completion due in December 2018. The centre will remain in operation during the refurbishment with a temporary entrance and some activities transferred to George H Carnall Leisure Centre on a temporary basis. As recently announced there are now proposals for George H Carnall to be developed as a health and wellbeing hub with affordable 'key working' housing and become the new home of Manchester Giants with a 2000 seat arena. George H Carnall Leisure Centre will remain in full operation whilst the refurbishment of Urmston Leisure Centre is completed.

**4.1.2 Stretford:** The original intention in the strategy was to refurbish the existing centre, however the opportunities created by UA92 means that there will be enough demand to build an all new facility. This means that the local community will have full access to the existing facilities whilst the new centre is built. The exact location is still to be determined but will be within the Civic Quarter and determined through the development of the Civic Quarter Masterplan, which also includes delivering the UA92 Campus.

**4.1.3 Altrincham:** A new leisure centre will be built in the existing location that complements the existing proposals for the Altair development. Work has commenced on detailed designs and the business case, which will be brought forward for approval.

**4.1.4 Sale:** Sale Leisure Centre is currently being appraised with a view to bring a detailed business case forward. There remains a ring-fenced contribution of £1m towards Sale Leisure Centre from the operating surpluses of Trafford Community Leisure Trust.

**4.1.5 Turn Moss:** Detailed proposals have been submitted to the Local Planning Authority to improve Turn Moss providing a range of facilities that benefit the wider community, including a trim trail to promote physical activity, a new 3G football pitch, community café and enhance changing facilities to encourage and promote women's and children's football. Salford City Football Club, as an anchor tenant with a long-term lease provides a level of revenue that has made this investment possible, but also pledges a community activities programme that will also encourage greater levels of physical activity and engagement with schools, groups and the local community.

## 5 Playing Pitch Strategy

5.1 Trafford Council commissioned Knight, Kavanagh & Page to undertake the development and consultation of the Council's Playing Pitch Strategy in

conjunction with the specific requirements of Sport England. The process included an assessment of the quality of pitches used for sport throughout the borough as well as the supply and demand analysis. The resultant Playing Pitch Strategy was formally adopted by the Council's Executive.

- 5.2 The Strategy was accompanied by an action plan, which sets out key objectives to maintain appropriate supply and pitch quality for future generations. Delivering this action plan is the responsibility of the Playing Pitch Strategy Working Group, which has begun meeting with the National Governing Bodies of sport to identify opportunities to improve and invest in Trafford playing pitches to safeguard them for the future.
- 5.3 One of the key strands here is supporting the 175 clubs and associations that thrive in Trafford, recognising the voluntary nature of the key people involved and helping them to sustain long term benefits, open wider engagement in sport and physical activity and help to improve health and wellbeing outcomes for the Trafford communities they serve.

## **6 Trafford Leisure's Physical Activity Referral Scheme**

- 6.1 The Physical Activity Referral scheme was launched in November 2016. The program has proved to very popular and is now receiving on average 100 referrals a month from GPs. 70% of the individuals referred go on to undertake the 8 week program specifically designed by Trafford Leisure's specialist Living Well team based on the GP referral.
- 6.2 Following the completion of the program c50% of those referred are going on to take out a full membership with Trafford Leisure. The program has received welcome support from GP's across Trafford. Trafford Leisure has subsequently invested in a software system to support this program which tracks and manages referrals and will also provide valuable data that will be capable of analysis to measure impact. Below is a case study of one of the participants.
- 6.3 How Physical Activity helped **Patricia Henderson** with her recovery  
<https://www.youtube.com/watch?v=qUYm6lr44HQ>

## **7 Trafford Leisure**

- 7.1 Trafford Leisure has now been operating without subsidy for two years. There has been considerable investment in the development of products and services that make a significant contribution to health and wellbeing such as the GP referral scheme. With these foundations in place and investment in to the physical buildings, starting with Urmston, the company can remain a long-term viable organisation that will be best placed to make a major contribution to the health and social care system.

## **8 Consultation**

- 8.1 Consultation with all the main sports governing bodies has been completed independently through the production of the Playing Pitch Strategy. Significant consultation was undertaken in the planning and development of the designs

for Urmston Leisure Centre and detailed in the following link  
<http://yournewurmston.co.uk/>

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

### **Reasons for Recommendation(s)**

This report is for information only.