



**TRAFFORD**  
**COUNCIL**

# **Trafford Council Sport & Leisure Strategy 2013-2017**

## **Post Consultation Report**

### **September 2013**

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## **1.0 Introduction**

- 1.1 The aim of the Trafford Council Sport and Leisure Strategy is to improve the quality of life for Trafford residents through increased participation and access to sport and leisure. It is key that opportunities to take part in sport and leisure are provided and sustained at all levels for all our communities, so as to contribute significantly the health and wellbeing of residents. The strategy will be utilised as a tool to build healthy, safe and strong communities as well as supporting economic growth.

The strategy focuses on the Councils position within the context of the wider community sport & leisure provision which includes opportunities and facilities incorporating sports clubs from grass roots to elite level as well as facilities owned by the Council, its partners, community organisations, private facilities and schools.

- 1.2 This paper reports on the outcomes of the draft Trafford Council Sport and Leisure Strategy consultation and provides recommendations for the Councils Executive to consider. Appendix A details the key stakeholders, partners and staff involved.
- 1.3 The draft Trafford Council Sport and Leisure Strategy, the subject of the consultation, was developed through discussions with key stakeholders, partners and staff.
- 1.4 An Equality Impact Assessment has been prepared to accompany the Strategy and can be found in Appendix B

## **2.0 Purpose and scope of the consultation**

- 2.1 The purpose of the consultation was to seek feedback on the draft Trafford Council Sport and Leisure Strategy, in particular the proposed Vision and four key strategic priorities.
- 2.2 The consultation took place over 5 weeks (8<sup>th</sup> July 2013 – 9<sup>th</sup> August 2013) and its purpose was to receive feedback and comments on the draft strategy in particular

Vision  
Key Strategic Priorities  
Accuracy of local, regional and national data  
Links to existing strategies, policies and service delivery  
Key stakeholder, partners and staff roles in delivering the strategy

In addition respondents were asked if there was anything missing from the strategy that needed to be included, as well as the opportunity to provide any other comments or feedback.

## **3.0 Methodology**

- 3.1 A range of approaches were used to capture responses to the draft Trafford Council Sport and Leisure Strategy;

An email with a link to the strategy and questionnaire was sent to 24 individuals and representatives from 15 key stakeholder organisations or groups

An email address and telephone number was provided for any requests for information.

All contacts were offered the opportunity to meet on a one to one basis to discuss the strategy and provide verbal responses as an alternative method of responding

Meetings were held with internal Council departments and external partners including representatives from schools and sports organisations.

## **4.0 Consultation Feedback**

### **4.1 Response Rate**

The response rate was 50% with positive and supportive responses received to the Vision, 4 key strategic priorities and significant support identified to support the delivery of the strategy.

### **4.2 Vision**

7 responses were received to the question 'Is the vision clear and appropriate?'

*Trafford will be 'First for Sport and Leisure' with vibrant, dynamic and sustainable facilities and opportunities to participate and engage in sport and leisure at all levels from grass roots through to professional*

5 responded stating yes

1 responded that they did not think it was memorable and suggested 'Making lives better through Sport'

1 responded asking the question 'Should there be opportunities for everyone from all communities'

### **4.3 Key Strategy Priority 1 - Sport and Leisure priorities are aligned to and support the priorities for health and wellbeing**

12 responses were received all supporting this priority. Several comments were received proposing additions or amendments including;

Inclusion of sport and leisure opportunities for disabled people

Key facts to include school coaching programme

Promoting informal participation and use of parks and greenspace

In addition significant discussions took with colleagues from Children, Families and Wellbeing regarding the links to the Joint Health and Wellbeing Strategy.

### **4.4 Key Strategic Priority 2 – Assets that meet the current and future sporting needs of Trafford's residents**

8 responses were received

1 queried the statistics, 1 queried what mapping already exists, 1 suggested an additional aim, 1 requested a copy of the Councils Asset Strategy and Community Asset Transfer Strategy, 1 suggested inclusion of greenspace, walking and cycling, 3 agreed that this was vitally important.

#### **4.5 Key Strategic Priority 3 – Effective Strategic and Local Partnerships delivering a sustainable community sport and leisure offer**

9 responses were received

1 suggested links to LGBT sport and leisure groups, 1, suggested this was a principal for how the strategy was going to be delivered, 1 suggested additional key facts were required, 1 noted a typing error, 3 agreed that this was very important, 2 raised concerns regarding the limited financial resources available to deliver the objectives, 1 suggested input required regarding mapping of existing resources opportunities for disability sport.

#### **4.6 Key Strategic Priority 4 – Major sporting events that inspire and engage**

7 responses were received

3 agreed that this was important including 1 response directly linking the role of major events to social, moral and cultural education, 1 response suggested revised text, 1 response suggested the opportunity to attract LGB&T sporting events, 1 response queries 'who' would be inspired and engaged.

### **5.0 Amendments that have been made to the draft strategy**

**5.1** The Sport and Leisure Strategy has been amended to reflect feedback received to include;

Reference to the Locality Partnership in the Local Context Section

Additional text to support Key Strategic Priority 1 directly referencing the Joint Health and Wellbeing Strategy priorities; Reduce Childhood Obesity, Increase Physical Activity and Reduce the occurrence of common mental health problems amongst Adults

Additional text to support Key Strategic Priority 1 directly referencing sport and leisure's contribution to the 5 Ways to Wellbeing

An additional key fact about health and adults with learning disabilities

The childhood obesity and sporting needs maps have been improved and now include a key

The wording of the aim of the strategy has been amended to include 'opportunities for all our communities'

Two additional actions have been included in the What We Will Do section

1 - Promote opportunities and activities for disabled people to participate in sport and leisure activities

2 - Promote our parks and greenspaces which provide opportunities for informal participation in physical activity such as walking, cycling and jogging

Design amended to ensure document is accessible e.g. font size and colour contrast

A large font, black and white version of the document will also be produced

**5.2** Three responses will be forwarded to the Strategic Sport and Physical Activity Partnership with a recommendation that these are included within the Strategic Sport and Physical Activity Partnership Framework Action Plan. These relate to;

Information sharing and networking opportunities to enable sports provision for disabled people to be developed and strengthened and identify how resources could be better used

Links are made with the existing LGB&T Sports and Leisure groups  
A strategy to engage with minority communities

## **6.0 Support identified to deliver the strategy**

- 6.1** Stakeholders and partners have identified that they will support the delivery of the strategy in the following ways:
- Support policy and strategy development
  - Deliver any training and/or resources to promote inclusivity for the LGB&T Community
  - Providing local intelligence on football
  - Support in the application for match funding to the football foundation.
  - Develop a portfolio for capital investment into Trafford in conjunction with Manchester FA and Trafford MBC over the next 5 years based on need.
  - Working within local communities to raise awareness and understanding of the strategy
  - Promoting the benefits that will inspire and engage our citizens especially our young people
  - Responsibility for delivering the 'Supporting Economic Growth' section
  - Will compile data showing current provision in schools to inform what facilities could be provided in the future

## **7.0 Recommendation**

Based on the results of the consultation The Executive is asked make the following recommendations;

- 7.1** To note the feedback and responses to the draft Trafford Council Sport and Leisure Strategy
- 7.2** To adopt the Sport and Leisure Strategy from October 1<sup>st</sup> 2013

## 8.0 Appendices

### Appendix A: Consultation with key stakeholders, partners and staff

#### Presentations to:

Corporate Management Team  
Directorate Management Teams  
    Children Families and Wellbeing (CFW)  
    Economic Growth and Prosperity (EGP)  
    Environment, Transport and Operations (ETO)  
    Transformation and Resources (T&R)  
Strategic Lands Group

#### 1-1 meetings with:

Principal Community Cohesion & Equalities Officer  
Stretford High School  
Woodheys Primary School  
Health Improvement Manager  
Commissioning and Service Development Manager

#### Email distributed to:

Strategic Sport and Physical Activity Partnership which included the following;  
    Chief Executive, Trafford Community Leisure Trust  
    Trafford College  
    Chair of the Health and Wellbeing Board  
    Greater Manchester Police  
    Vice Chair of Trafford Economic Alliance  
    Trafford Sports Council  
    GreaterSport  
    Sport England  
    Chair of the Greater Manchester School Games  
    Chair of Trafford School Sports Partnership  
    Chair of Environmental Partnership  
    Chair of Diverse Communities Partnership

#### Internal staff representing

Strategic Planning  
Asset Management  
Greenspace Strategy  
Communities Families and Wellbeing  
Public Health  
Communications & Marketing  
Economic Development  
Partnerships & Performance  
Neighbourhoods & Communities  
Education Support  
Education Support Capital Development  
Audit & Assurance  
Procurement

Crossford Bridge Management Association  
Sale United

Sale Harriers  
Old Alts  
Trafford Athletic Club  
Altrincham and District Athletic Club

Equality Groups  
Genie Network  
Breakthrough UK  
Trafford Wheelers  
Lesbian & Gay Foundation