



TRAFFORD
COUNCIL

Trafford
Strategic Outcomes Planning Model
STAGES 1 AND 2
FINAL

November 2020



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DEFINITIONS & ABBREVIATIONS	
Active Travel / Active Transport	'Active travel' (or active transportation or mobility) means walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc) for the purpose of making every day journeys. ¹
ANOG	Sport England's Assessing Needs and Opportunities Guidance
BFS	Indoor Built Facility Strategy
BMA	British Medical Association
Centre	Includes Leisure Centres managed by Trafford Leisure
DCMS	Department for Digital, Culture, Media and Sport
Facility (ies)	The areas available within a centre such as sports hall, pool, tennis courts, changing rooms etc.
Healthy Living	The practice of health enhancing behaviours.
Leisure Activity	Activities people do to relax or enjoy themselves outside of work and other duties.
Lockdown	Lockdown One refers to the period mid-March to mid-May 2020 when physical activity choice was restricted Lockdown Two refers to the period 5th Nov – 2 nd Dec 2020
Members	Current leisure centre known users
PHE	Public Health England
Physical Activity	Active living, recreational activity, sport, exercise, play and dance.
SE	Sport England
SOPM	Strategic Outcomes Planning Model
Sport	"All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels." (Council of Europe, 2001).
TC	Trafford Council
TL	Trafford Leisure

¹ PHE 'Working Together to Promote Active Travel' A briefing for local authorities 2016

INTRODUCTION AND BACKGROUND

- I. Trafford Council (TC) requires a Sport England Strategic Outcomes Planning Model (SOPM) and strategic options appraisal / framework to develop a clear approach (determined by local priorities and outcomes) to providing effective and sustainable physical activity and sport opportunities for local communities via investment in its stock of leisure facilities and other place-based interventions.
- II. A leisure centre investment strategy was discussed by the Trafford Council Executive on 29th October 2018, which set out the case for investment totalling £46.843m through a mix of capital funding to bring forward new build leisure centres in Altrincham and Stretford because the design and condition of existing facilities are outdated and no longer meet customers' expectation of what a modern leisure experience should be. The investment formed a borough wide strategy to increase the physical activity levels and help to secure improved health and wellbeing outcomes for residents.
- III. Trafford is a thriving, diverse, prosperous and culturally vibrant borough, sitting at the heart of Greater Manchester². Trafford Council (TC) has bold ambitions which involve re-thinking the traditional problems faced by local authorities to respond to the challenges they face. The strategic role of the Council in the developing and shaping of the future of the local communities, alongside the work with partners, is important to ensure the new plans are implemented and regularly monitored.
- IV. Max Associates has been commissioned by Trafford Council (TC) to develop a Strategic Outcomes Planning Model (SOPM).
- V. It is recognised nationally and locally that the impact of sport and leisure is not simply for sports sake, but that strategically directed services and facilities can have significant impact on physical and mental health and well-being, economic regeneration, educational attainment and social cohesion.
- VI. Trafford Council has an ambition:

Every resident in Trafford will be active and move more, everyday

- VII. This is supported by The Trafford Corporate Plan 2018 – 2022;

Priority 2: Trafford has improved health and wellbeing, and reduced health inequalities (everyone to live well and be active for as long possible / fair and accessible services)
Priority 6: Maximising our green spaces, transport and digital connectivity (to encourage people to use our green spaces and be more active)










- VIII. The SOPM is based on Sport England guidance which has been published to assist local authorities to take a clear strategic approach with a common purpose which is strategically connected to the Council's priorities and multi-dimensional across the system to maximise the contribution that sport and physical activity makes to its local outcomes. This will help ensure that any local investment made is as effective as possible and is sustainable in the long term.

² Corporate Plan 2018-2022

- IX. Local authorities are under increasing pressure to meet the growing needs of their communities with changing demographics, budgets and increasing demands on services such as health, mental health, adult social care and education. The commitment from local authorities to the provision of physical activity and sport opportunities for local communities is an important contributor to the active environment, which millions of people access for health, social and sporting benefits and how authorities engage and support the strength in the community.
- X. It is worth noting that this report commenced before the Covid-19 pandemic which has had a huge impact on all aspects of UK life and economy, including the unprecedented closure of leisure centres and health clubs across the country. The next stage is in the new 'normal' adjusting to people's consumer confidence, change in behaviour, new habits and attitude to sport and physical activity post lockdown. We don't necessarily know yet what the effect on leisure services will be under this 'new normal', but it is clear that going forward the benefits of being physically active will need to be aligned with local priorities to show how physical activity can be a really effective means of helping the recovery.
- XI. Sport England's guidance shows that having a clear, strategic, and sustainable approach to sport and physical activity is essential to making effective investment into provision – both facilities and services.
- XII. Overleaf shows a map of Trafford, and the positioning of the local Council leisure centres.

Figure 1 – A map of Trafford detailing the leisure centre sites



Symbol	Site	Symbol	Site
	Urmston Leisure Centre		Stretford Sports Village, Chester Centre
	Partington Sports Village		Stretford Sports Village, Talbot Centre
	Sale Leisure Centre		Old Trafford Sports Barn
	The Grammar		George H Carnall Leisure Centre
	Altrincham Leisure Centre		

XIII. The structure of this report follows the order of the guidance so as to understand the Council’s position within the strategic planning process.

XIV. The Strategic Outcomes Planning Model is based on Sport England guidance as set out below. The guidance is structured around 4 stages:

Stage 1 – Outcomes – Developing shared local outcomes for your place;

Stage 2 – Insight – Understand your community and your place;

Stage 3 – Interventions – Identify how the outcomes can be delivered sustainably;

Stage 4 – Commitment – Secure investment and commitment to outcome delivery.

Figure 2 – Sport England Strategic Outcomes Planning Model Approach





Stage 1 - Outcomes

Introduction

1. Stage 1 of Sport England's Strategic Outcomes Planning Guidance:

Develop shared local strategic outcomes for your place

- 1.1 Developing shared local strategic outcomes is the key starting point in developing an approach for sport and physical activity that can make the biggest contribution to a place.
- 1.2 Understanding from a cross sector perspective what the local needs and priorities are will enable the Council and its partners to have a much wider impact on the community. This will enable them to develop sustainable and effective interventions to meet those needs.
- 1.3 Taking time to define and communicate the contribution that sport and physical activity can make to wider local strategic outcomes is the key to securing political 'buy in' and support for the development of greater insight to inform the emerging approach.
- 1.4 The four steps within this stage are:

Step 1A - develop an understanding of the wider strategic outcomes for your place;

Step 1B - using a cross-sector approach, identify local community needs and priorities;

Step 1C - establish the contribution sport and physical activity can make;

Step 1D - secure 'buy-in' to the shared local strategic outcomes.

1.5 This section covers national and local strategies and the priorities the Council has considered when planning its investment in sports, leisure and physical activity facilities and services.

1.6 National Strategic Priorities

1.6.1 A summary of the key strategies and their respective outcomes are detailed in the infographic below.

Figure 3 – National Priorities



1.6.2 **Sport England** are currently reviewing their strategy and the ‘big issues’ that are emerging are set out below.

Figure 4 – Sport England draft ‘Shaping our Future’ strategy key themes

The big issues

The big issues that people suggest we should play a role in are:

- **Tackling inequalities** – for a long time, it’s been evident that the way sport and activity experiences are designed and delivered typically meets the needs of some people more than others. Partners are clear that some people need more support to get active and stay active than others, and that it will take a determined and co-ordinated effort to tackle inequalities in sport and physical activity.
- **Climate emergency** – partners have told us that this represents some tangible threats, as well as opportunities to be part of the solution.
- **Connecting with health and wellbeing** – a sense of unlocked potential, especially around social prescribing into sport and activity.
- **Digital and data** – concern that sport and leisure has fallen behind other sectors in terms of the digital experience and needs to catch up.
- **Workforce** – how we can sustain, grow, develop and diversify the professional workforce and volunteers.
- **Active environments** – creating the spaces and places for people to be more active and planning to make it more joined-up for people.
- **Diminishing local resources and capacity** – fears about ongoing reductions in local government spending on activity, sport and leisure. A sense that places are losing capacity and capability to make strategic long-term decisions.
- **School experiences** – often the first and most equal opportunities that children and young people have access to – which shape their relationship with movement for the rest of their lives – are felt to be low priority for many schools.

1.6.3 Recently and in response to the Covid-19 pandemic the **Department of Transport** has published – **Gear Change ‘A bold vision for cycling and walking’ (2020)** vision is;

“England will be a great walking and cycling nation. Places will be truly walkable. A travel revolution in our streets, towns and communities will have made cycling a mass form of transit. Cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030”

1.6.4 A detailed summary is provided in **Appendix 1**.

1.6.5 National Strategy Summary

1.6.6 Investment in the leisure facilities and improvements in service will help meet the following national outcomes and objectives by:

- Improving the active infrastructure by changing the use of an underutilised space;
- Developing physical confidence and competence from the earliest age by providing opportunities for children of all ages to be active through play;

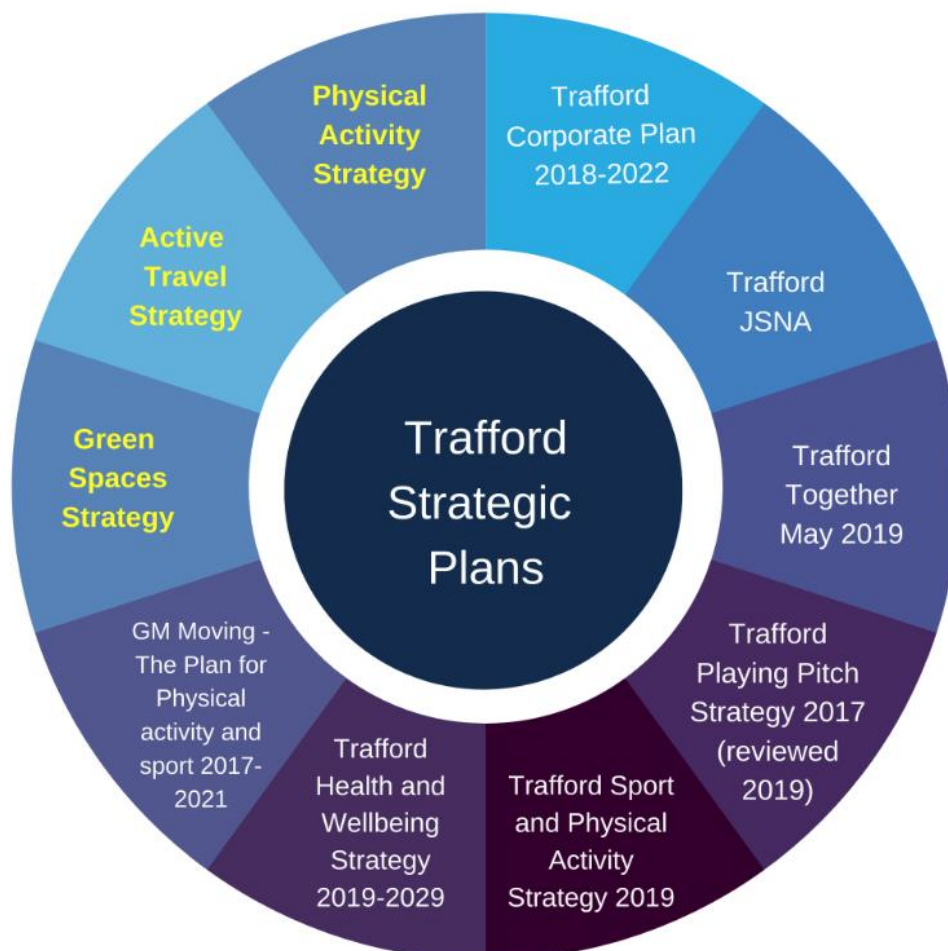
- Encourage and enable the inactive to be more active by introducing new activities aimed at fun and recreation, rather than just traditional sport; and,
- Supporting wellbeing and resilience in communities through physical activity and sport – increasing participation in physical activity will contribute to improved health and wellbeing.

1.7 Local Strategies

1.7.1 There are a number of documents, plans and strategies that cover Trafford and the surrounding area. By identifying the direct and indirect references to sport, physical activity, and leisure it will enable a whole systems approach.

1.7.2 The figure below outlines the key strategic documents and plans, which the leisure services have a responsibility to contribute towards. A new Physical Activity Strategy, Active Travel Strategy and Green Spaces Strategy are currently in development, these are shown in a different text colour below.

Figure 5 – Key Local Strategies



- 1.7.3 Whilst still recognising the strengths of how a leisure centre facility is currently designed and operated, there is a need to provide a new experience for customers. Trafford Council has stated it wants to move away from the current identity of a leisure centre in order to inspire the whole population to engage in sport or a leisure activity as part of their everyday life³.
- 1.7.4 The core message running through all of the local strategies is the requirement to ensure adequate, affordable opportunities for residents to ‘move more’ and to drive up participation levels in physical activity. Providing facilities and programmes to help accelerate physical activity will, where appropriate, target the needs of identified groups in specific areas. It is, therefore, essential that facilities are available to the community and that the ‘offer’ reflects local communities’ needs.
- 1.7.5 Greater Manchester Moving clearly sets out an ambition, that everyone in Greater Manchester is more active, there is an overall drive to secure the fastest and greatest improvement to the health, wealth and wellbeing of the 2.8m people of Greater Manchester⁴. Trafford will be contributing to this.

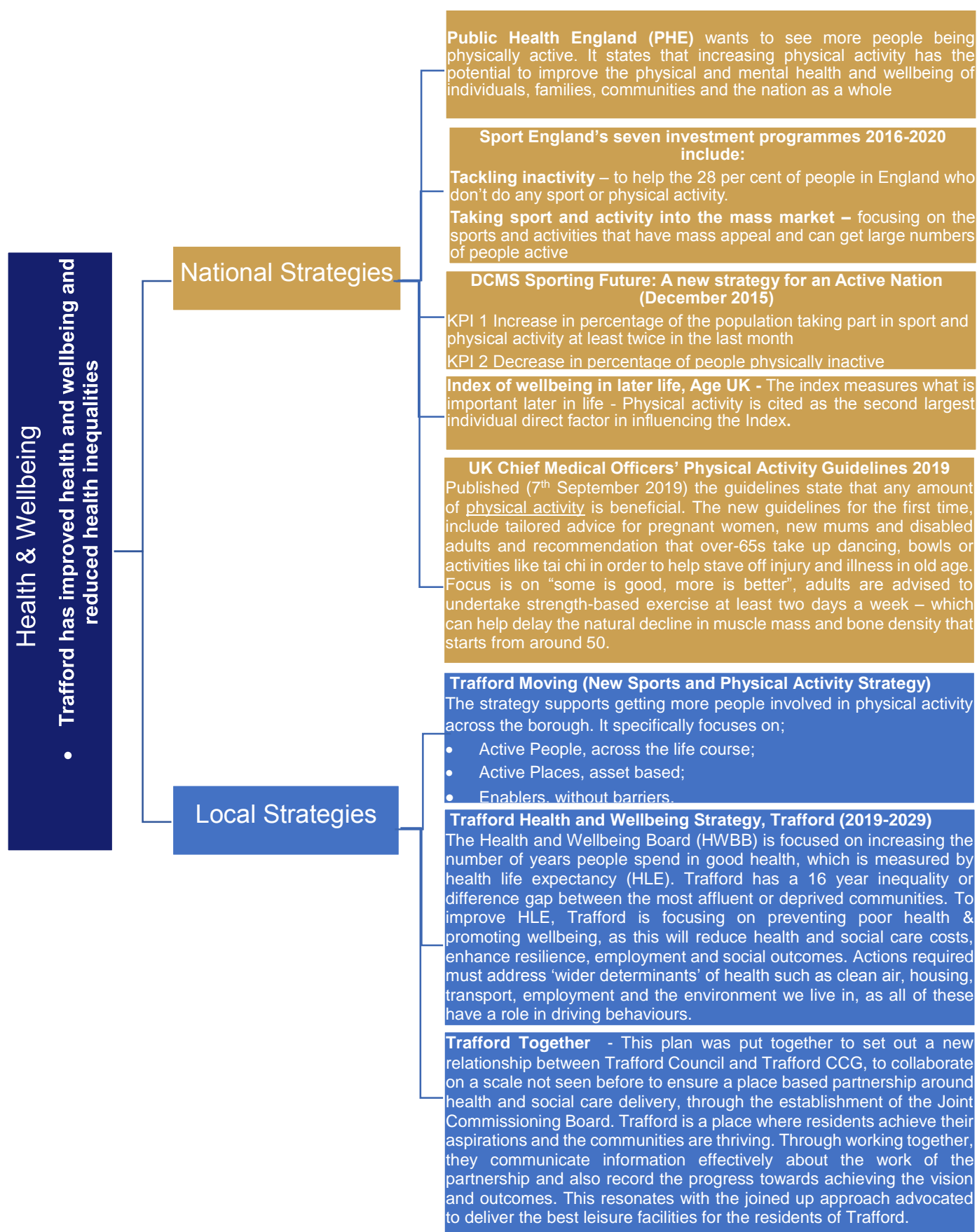
1.8 Local Strategic Outcomes

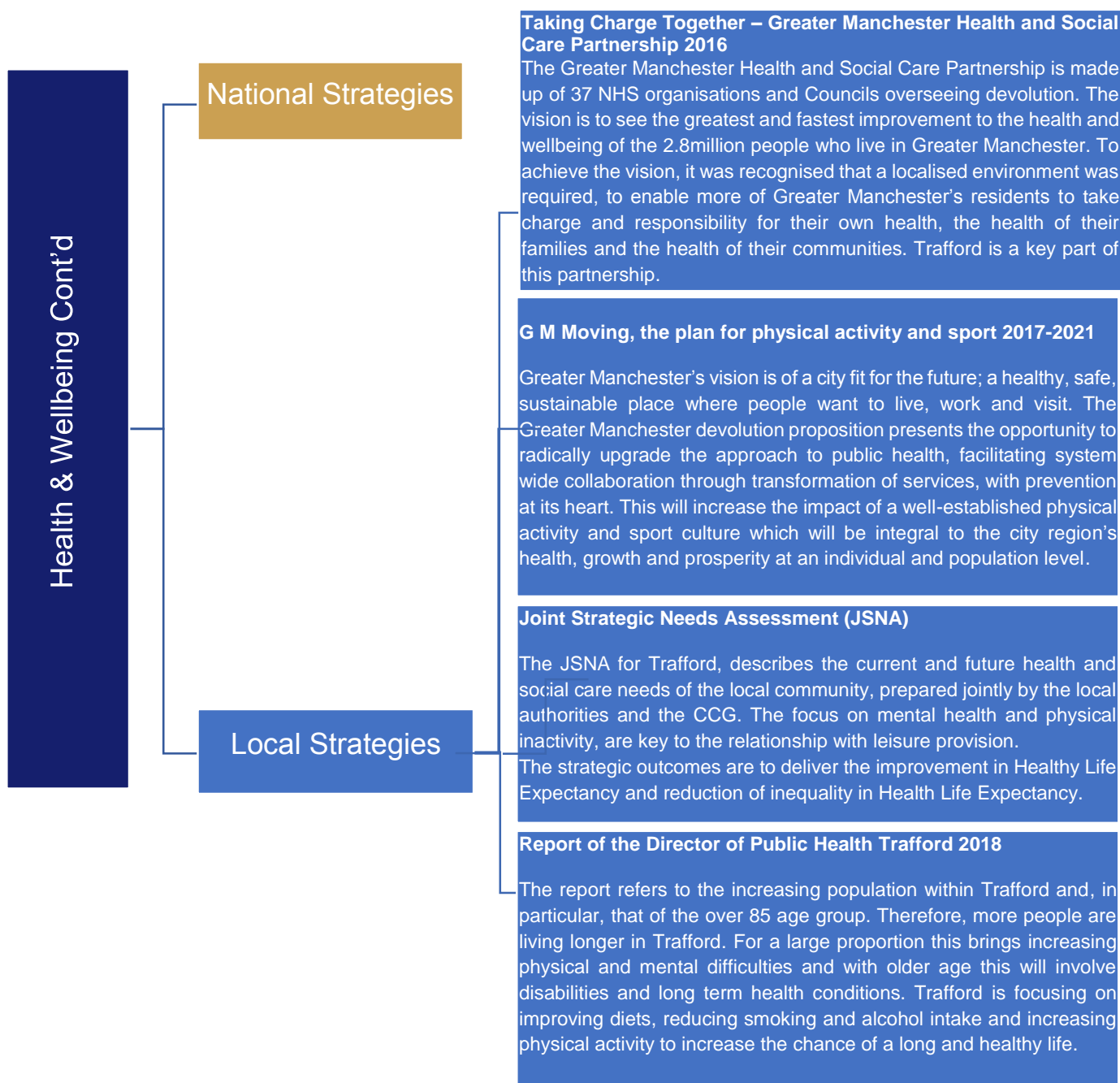
- 1.8.1 Having considered national and local priorities and consulting with stakeholders, an assessment has been undertaken to understand how sport and physical activity can impact many of these priorities.
- 1.8.2 These priorities are not just for Trafford Council but for the whole community and have been shared with members of the Trafford Partnership. In order to make the difference Trafford wants to make sure everyone works closely and effectively including partners, residents, businesses and communities, to make this a success.
- 1.8.3 This is set out in the diagrams overleaf under four (out of seven) key themes which are referenced from **Trafford Council Corporate Plan 2018-2022**, that sport and physical activity can directly impact.

³ Trafford Corporate Plan 2018-2022

⁴ GM Moving The Plan for Physical Activity and Sport 2017-2021

Figure 6 – Key Themes





Successful and Thriving Places

- Trafford as successful and thriving town centres and reduced health inequalities

National Strategies

Sport England’s Seven Investment Programmes 2016 – 2020 include:
 Creating welcoming sports facilities with a new Community Asset Fund, and continuing its successful Strategic Facilities Fund, prioritising multi-sport facilities and, where-ever possible, co-locating them with other local services.

Public Health England (PHE - Health Matters: getting every adult active every day – Published July 2016) Public Health England (PHE) wants to see more people being physically active. It states that increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the nation as a whole.

Moving Communities Active Leisure Trends 2019
 The report explores key metrics across four areas, through looking at data from the last three financial years. These areas look at the demographic profile of leisure centre users, the most popular times and days to visit, the sports and activities that are taking place, and how these metrics differ by age, gender, and membership status. There is not a seismic shift from year to year, more of a subtle change.

Local Strategies

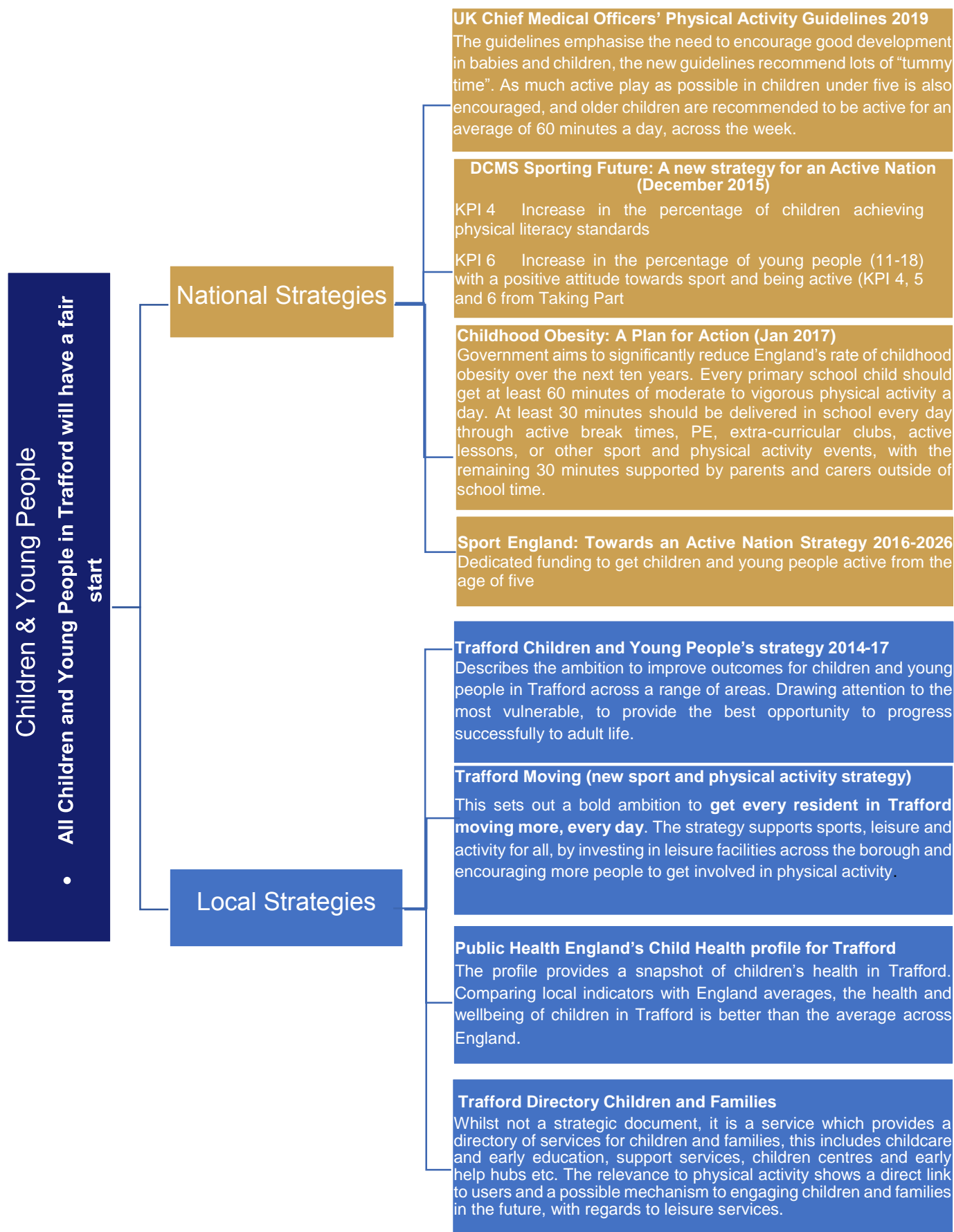
Playing Pitch Strategy 2017 (reviewed 2019) - The strategy for Trafford provides a clear framework for all playing pitch providers, it addresses the needs of all identified sports within the local area, population growth issues, regeneration and cross boundary provision. It addresses important factors for a successful and thriving place including:

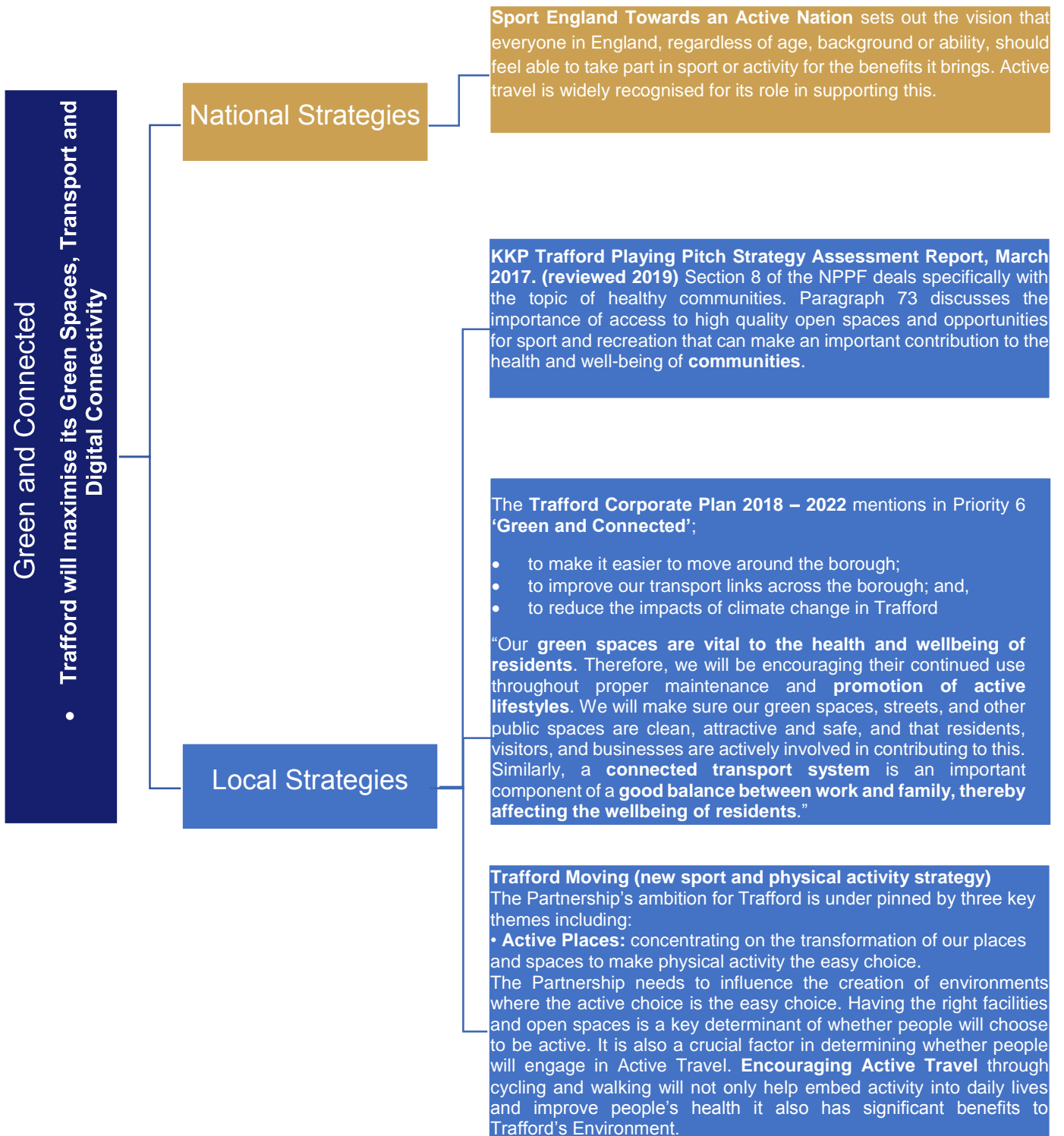
- Provides a clear framework for all playing pitch providers, including the public, private and third sectors;
- Clearly addresses the needs of all identified sports within the local area, picking up particular local demand issues;
- Addresses issues of population growth, and or major growth/regeneration areas.
- Addresses issues of accessibility, quality and management with regard to facility provision.

Leisure Centre Investment Strategy October 2018 – Executive Report This strategy gained approval for investment into the development of two new leisure centres in Altrincham and Stretford. Opportunities this investment brings are:

- Engaging with local suppliers and contractors;
- Partnership and sponsorship opportunities;
- Employment opportunities;
- Workplace inactivity initiatives.

Sport England Local Delivery Pilot - 12 pilots have been undertaken, the aim is to harness local assets to do things differently and in doing so increase the activity levels for different target groups. Greater Manchester is one of these, which includes Trafford. Greater Manchester aims to: improve physical activity levels and reduce physical inactivity, improve mental health and wellbeing, address health and social inequalities, embed physical activity across all sectors and communities, change culture to make physical activity the norm.
 Using insight and knowledge Partington and Carrington, have been identified as a community of focus, given the numerous health and socio-economic inequalities present. Partington is also the most inactive ward in Trafford according to Active Lives data, and its inequalities span all three of the Local Delivery Pilot’s target audiences. Trafford’s approach and our success comes from clearly understanding local need and breaking our work down into three distinct tiers.
Tier 1: Community/Resident led, this is predominantly driven through a place based approach. The community of focus is Partington.
Tier 2: Inter ward/population group approaches, this tier focuses on projects and opportunities that cover wards other than Partington or serve multiple population groups.
Tier 3: This is system (Trafford and beyond) wide activity





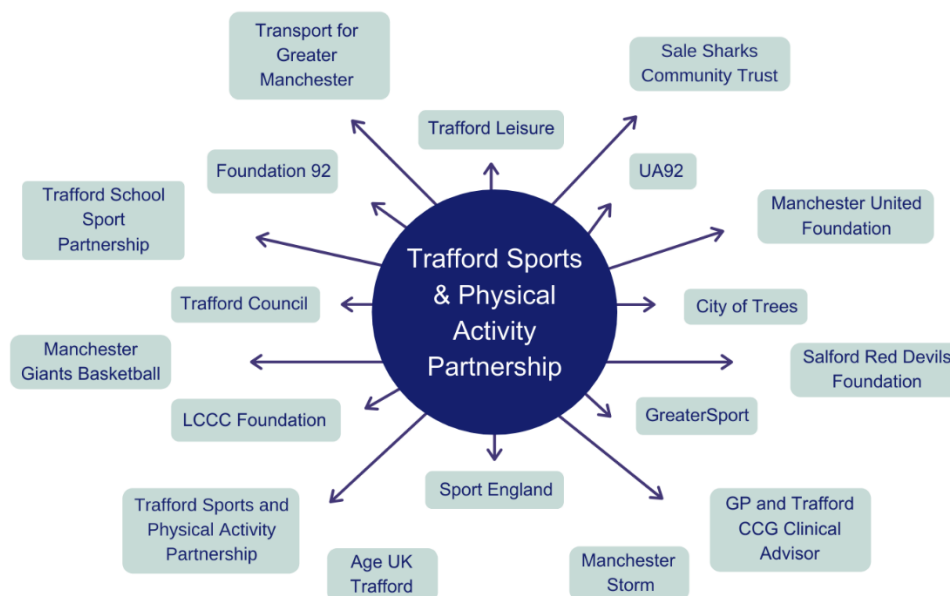
1.9 Identify Key Stakeholders

1.9.1 Trafford Council identified key stakeholders they considered important, to work together with to create effective Trafford based services and facilities, with the focus on delivering positive outcomes for residents. These include the Trafford Partnership Board and Health and Wellbeing Board whose members are outlined in the infographics below and overleaf:

Figure 7 – Members of the Trafford Partnership Board



Figure 8 – Members of the Trafford Sports & Physical Activity Partnership



1.9.2 There will be some overlap of roles and organisations, but it is important to achieve a shared vision and common purpose to help create a deep understanding of the impact new facilities and sport and leisure can have within Trafford and the wider borough area.

1.9.3 A key role of the partnership going forward will be to support the delivery of the outcomes going forward, and to determine the governance of monitoring how well the outcomes are being achieved.

1.10 Key Stakeholders Consultation

1.10.1 To fully develop shared **local outcomes** for the area that increasing sport and physical activity can impact, various stakeholder consultations were undertaken Council wide and also in the specific area of Partington (as part of the Local Delivery Pilot).

1.10.2 Council wide

1.10.3 A key stakeholder consultation was undertaken with the following organisations / people, with suggestions and recommendations collated as below:

- **Cllr Liz Patel** – Executive Member - Leisure and Culture
- **Dr Yvonne Burke** – Trafford GP and Trafford Leisure Board Member
- **Jo Cherrett** – Trafford Leisure
- **Donna Sager** – Public Health Consultant
- **Karen Samples** – Director of Education
- **Jo Gibson** – Head of Commissioning, Trafford Council
- **Tom Maloney** – Programme Director Health and Care
- **Joy Preston** – Strategic Lead Adult & Social Care
- **Dan Shelston** – Pulse regeneration, Thrive
- **Rachel Redmond** – Youth Sport Trust

1.10.4 The stakeholder consultation key feedback was as follows;

- **Health & Wellbeing**
 - High importance for 'reducing health inequalities'
 - Wellbeing is a driver and an intrinsic part of this is physical activity or, looking at it the other way round, increased physical activity is one of the key components of improved well-being
 - Make children healthier, prepare them for adulthood, make them happier, sport and physical activity a positive diversionary activity/interest
 - 'Living well at home in your community' how can leisure and physical activity be part of achieving this? Leisure teams to go into care homes and support physical activity in these locations
 - Need to connect communities, sport and physical activity can do this. Look at difference physical activity can make to the individual rather than number of sessions attended
 - Directly tackle health inequalities, create a healthier population, more connected set of communities, positive impact economically and address mental health challenges of the community
 - Enhance active travel

- **Outcomes**
 - For young people to become more active, maintain activity levels and enjoy being active
 - Vision: to reduce the inequalities in access to and levels of physical activity across Trafford
 - Increasing physical activity would help - younger adults with mental health issues, particularly from social isolation and deprivation
 - To enhance the wellbeing and attainment of young people in education, ensuring every child has the opportunity to realise the life changing aspects of playing sport. Physically active pupils have better attainment at school and improved behaviour
 - Increasing physical activity would help - less frailty in older age groups, tailored physical exercise e.g. sitting/standing classes or just being creative using their hands could make lots of difference and help reduce mental health issues from social isolation
 - If residents are more active their health and wellbeing is better which means a smaller requirement for support
 - Better start in life
 - Voluntary groups to support and assist to develop physical activity
 - Healthier population means more ready for elected surgery, generating better outcomes and quicker recovery times

- **Council Services**
 - Physical activity should not be seen as a separate service but be part of every aspect of what the Council does;
 - Planning
 - Roads
 - Green spaces and parks
 - Climate – good air quality
 - Adult social care is split evenly across the neighbourhoods. System is 4 years old, community health care, adult social care, supported living, and in-house care service. Important to meet the populations outcomes and make services sustainable.

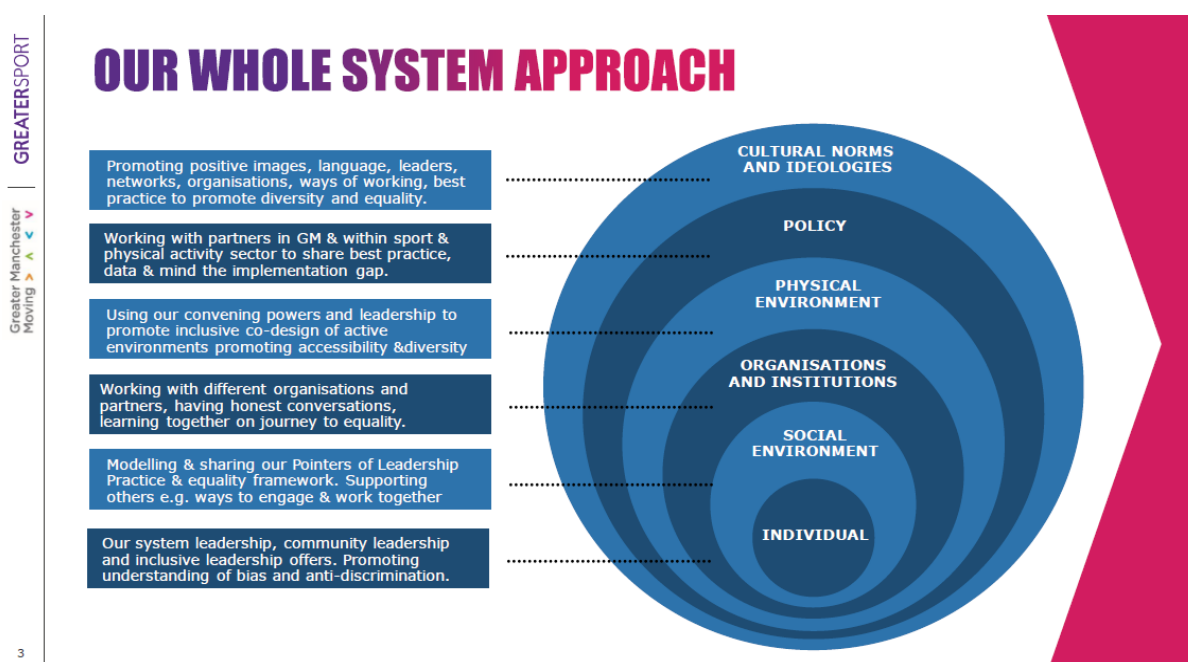
- All members of the community across health and social care, gluing together the directorates, improving and complimenting services. Systems thinking approach. Physical activity has not been high up the priority list.
- Narrative up to last year, all about prevention and co-production. Since Covid-19 more collaborative, understanding of inter dependencies is better.
- **New target groups**
 - Patients that have been almost housebound during lockdown and are frightened to leave home. This means people (mostly older) will be deconditioned as they come into the winter months – need to try and reach these people and support them back into physical activity.
 - People with autism and learning difficulties.
 - Missed demographics;
 - older people suffering dementia and frailty
 - younger adults with mental health issues, particularly from social isolation and deprivation
 - In-house supported living service, people living in normal housing in the community, these people find it hard to use the leisure centres
- **Opportunities**
 - Option for on-line offers – physical activity providers are finding new and different ways of delivering services.
 - Community link officers are a bridge between adult social care and the community, acting as a friend to the individual. Some links between sites and the community link officer, opportunity for more. Link to social prescribing would really assist if activity is linked to friendship, social engagement and reducing social isolation.
 - Maximise the link with community hubs, someone to knock on door, assist them to leave house and then link to activity, social value and mental wellbeing.
 - Older residents have lots of health appointments – run community hub co-located clinics and health services under one roof to allow e.g. blood taking, blood giving, neutral location to meet, chat, coffee, hairdressers, nail bar, chiropodist, sit down mobility/exercise class - maximise their reasons to come.
 - Provide locations where the community can connect with each other and other communities, reduce isolation in older people. Co-location of facilities such as the **community hubs** could be replicated within the leisure facilities, get people into building for other reasons.
 - Get parents and guardians engaged and informed, tap into health visitors.
 - Not a lot of detail around dual use and joint use. Leisure could make use of the school sport premium. Increased access, get into the communities, engage with communities, incentivise families to get involved – families have to see the benefits and understand it is accessible, could reward for attendance, such as a meal or holiday scheme, outreach, increase messaging around health and wellbeing. Timing must be right for parents to reduce excuses.
 - Opportunity to work with voluntary services.
 - Lots of groups engaged with locally delivered activity, in particular for more deprived communities, there needs to be a strategic link to the TL and physical activities. Look at person centred approaches.
 - Estate locations are going to become more and more important in the future, sport and physical activity to be aware that the estates strategy will need to be part of growth around social value. Sport and physical activity to be considered in design process of new resources within communities and the planning process and active travel.

- Covid-19 had shown how communities can lead on delivery. Place based working with a systems thinking approach, engage and enable community voices to deliver.
- Community hubs set up during Covid-19 have been successful, providing strong and pro-active community groups – need to harness these groups, examples are;
 - Walking group – Walks for Trafford
 - Thrive – VCSA – well respected and good source of community groups
- **Barriers**
 - Peoples’ Confidence – for some people leisure centres are perceived as ‘not for me’.
 - Terminology – it is suggested to use the terminology of ‘**Active Communities**’ which is more inclusive and generic rather than ‘sport’ which can be off-putting for some people. The same applies for the phrase ‘leisure centre’, better to focus on ‘health and wellbeing’ to incorporate diversity of uses within a centre.
 - Covid-19 – there are a cohort of people who are scared and anxious to leave home and need encouragement to do so.
 - Life pressures, constraints e.g. cost, parents not having time to take kids, rich offer of choice.
 - Perceptions e.g. parent’s attitude to activity, if negative less likely to take children or encourage participation, lack of parent engagement.
 - Adult & Social care – some people have had bad experiences of using Leisure Centres, cost will be a barrier in some parts, socio economic, generationally not physically active.
 - Generationally inactive, high unemployment, long term conditions, kids mirror their parents.
 - In localities where there are concerns i.e. deprivation, not eating properly, poverty, no open space or little green space these all act as barriers to being physically active.
 - Delivery – delivered top down rather than asking what community needs or wants, right person, right voice.
 - Reduce competition – similar organisation doing similar things in similar areas.
 - Accessibility – transport networks are poor.
 - Safety – not feeling safe.
 - School curriculum – difficult to build physical exercise into the day, schools are results driven, PE gets missed off, access to facilities, access to green space, lack of role modelling from peers and teachers. Need larger mass activity rather than individual.

1.10.5 Whole System Approach

- 1.10.6 The outcome of the stakeholder consultation set out above should be considered within the parameters of the ‘whole system’ approach as shown in the diagram overleaf, and highlights the point that ‘physical activity’ cannot be seen as a separate service, but should be integral as part of wider council service delivery.

Figure 9 – GM - 'our whole system approach'



1.10.7 Partington

1.10.8 Key stakeholder work has also been undertaken via the Local Delivery Pilot (LDP) project (to increase activity levels as referred in figure 6 above) which puts emphasis on place-based partners, the rationale is that the community is best placed to understand and respond to local needs so helping local engagement and building trust.

1.10.9 The initial Working Group included representation from the Council, Public Health, Trafford Leisure and the VCSE sector.

1.10.10 Using insight and knowledge from their respective fields these partners were able to identify the MSOA of Bucklow St Martins (Partington and Carrington) as a community of focus, given the numerous health and socio-economic inequalities that span all three of the Local Delivery Pilot’s target audiences.

1.10.11 Trafford’s approach comes from clearly understanding local need and breaking work down into three distinct tiers;

- **Tier 1:** Community/Resident led approaches, this is predominantly driven through a place based approach. The community of focus is Partington;
- **Tier 2:** Inter ward/population group approaches, this tier focuses on projects and opportunities that cover wards other than Partington or serve multiple population groups; and,
- **Tier 3:** This is system (Trafford and beyond) wide activity

1.10.12 In the Trafford Local Delivery Pilot Review March 2020, it identified that in the last sixth months;

- Good interaction at Tiers 1 & 2 – stakeholders seeing and appreciating activity;
- Deeper understanding from place based partners;

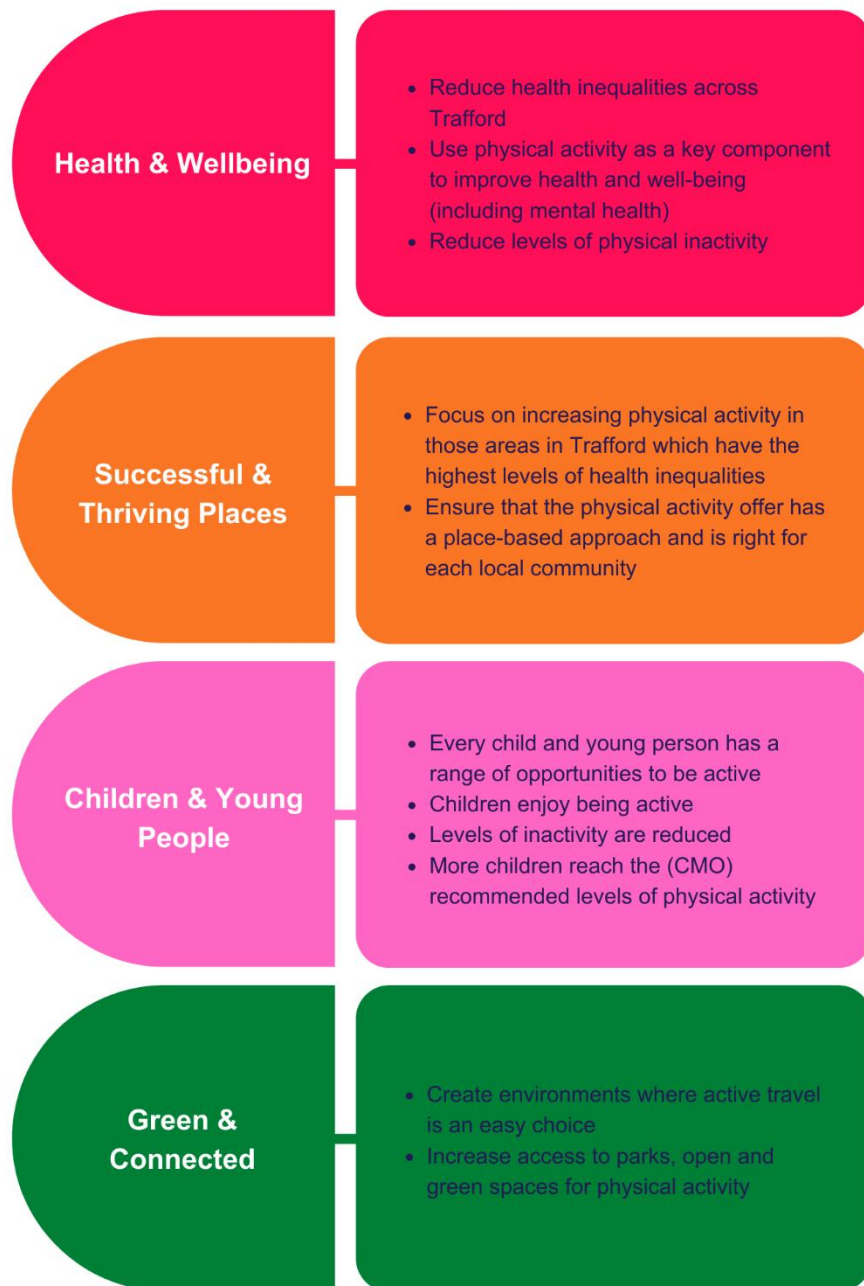
- Although not an issue for the progress of the project, we do feel not having broader senior leader buy-in may affect pace;
- Broader partner 'buy-in' would be beneficial for Tier 3 of the work; and,
- Aim to draw upon with GM Moving and GreaterSport support, utilising best practice from across GM and further afield.

1.10.13 Our deductions from the review of strategic documents and [Stage 1](#) are as follows:

- The Council has a comprehensive collection of strategic documents, many of which are focussed on building a healthier borough.
- The strategies reveal that the Council has a strong evidence base for and good understanding of local socio-economic profiles, population trends, health trends and inequalities, social issues etc.
- A consultation with key stakeholder and local sports clubs took place to inform the Altrincham Leisure Centre Consultation 2019. Therefore, there are already strong relationships in place that can be developed further to secure key stakeholder 'buy-in'.
- Stakeholder and partner work has already taken place as part of the Local Delivery Pilot so, similarly to Altrincham, strong links are already in place which can be developed further.
- There is a strong belief within the Council, and as part of the Local Delivery Pilot, that it is not just about the Council providing interventions but enabling, empowering, collaborating and working in partnership with the community and partners. This place-based approach is respectful of the people and places within a community and focuses on developing and building on strengths and assets whilst being mindful of the issues that affect them.
- It seems the continued drive towards developing a community hub model would enable Trafford Council and its partners to develop facilities and services to address the wider objectives and challenges identified within the **Corporate Plan 2018-2022**.
- Provision of cost effective, customer focused, inclusive leisure facilities in the Trafford area will work towards healthier local 'Active Communities'.

1.10.14 The outcomes from reviewing the strategies that increasing sport and physical activity can impact have been split across the relevant themes and outlined overleaf, to be implemented as the strategic objectives for Trafford.

Figure 10 – Key Outcome Themes





Stage 2 - Insight

Introduction

2. Stage 2 of Sport England's Strategic Outcomes Planning Guidance:

Understand your community and your place

- 2.1 Identifying current barriers and opportunities for behaviour change in a place will inform where future interventions will make the biggest sustainable impact.
- 2.2 Taking time to understand what contribution the wider physical environment and infrastructure in a place can make is important. This can enable more people to get active through active design.
- 2.3 Bringing all the elements developed to date together to identify a 'current state position' for a place will form a needs analysis that can be used by the Council to identify where it wants to be in the future.
- 2.4 This will enable tangible objectives to be identified that contribute towards wider local strategic outcomes in a place and provide the foundation to support the development of interventions.

2.5 The four steps within this stage are:

Step 1A – gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change;

Step 1B – consider the contribution from the wider physical and social environment;

Step 1C - establish where you are now and where you want to be in the future;

Step 1D – agree the objectives needed to contribute to shared local strategic outcomes

2.6 To recognise what outcomes sport and physical activity need to impact it is important to understand where Trafford is now, who is and is not taking part in physical activity, the local situation and demographics of Trafford.

2.7 It is important to understand the local situation and demographics of Trafford and how they compare to Greater Manchester as a whole. Local community requirements and behaviour change should be considered, which will influence future service and facility requirements. This section focuses on:

- Current Levels of Activity;
- Health Profile;
- Trafford Catchment and Demographics;
- Known Users - an assessment of known users who are currently using facilities and thus who are not taking part

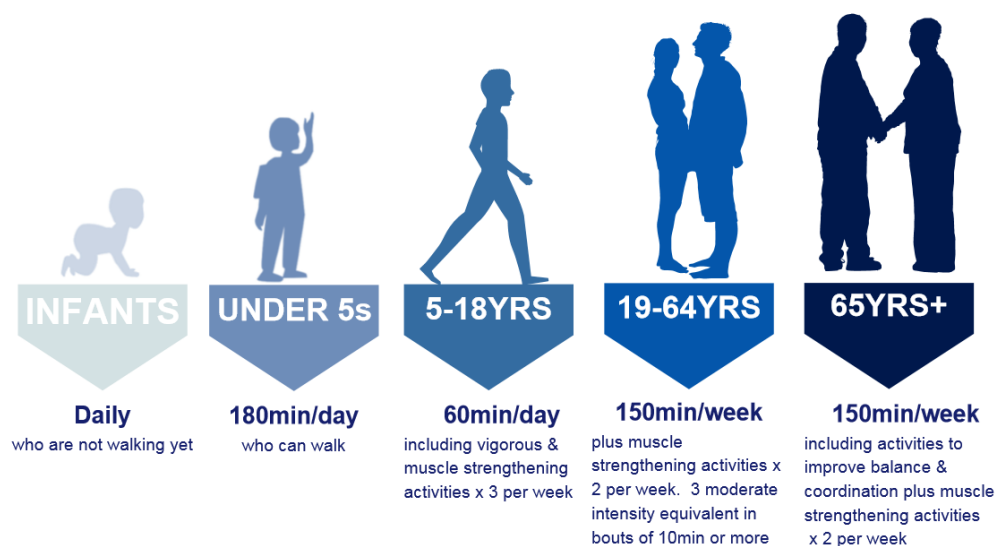
2.8 Data reviewed in 2018 highlighted specific issues and hotspots at a very local level which can help future focus and have been included in the following section.

2.9 Significant work has also been undertaken by the Local Delivery Pilot which started in 2017 and has helped identify local areas within Trafford that require support, including work on how to overcome barriers to participation in physical activity.

2.10 **Current Levels of Activity - Active Lives Survey**

2.10.1 The categories of physical activity follow the guidelines set by the UK Chief Medical Officer (CMO) and are defined below:

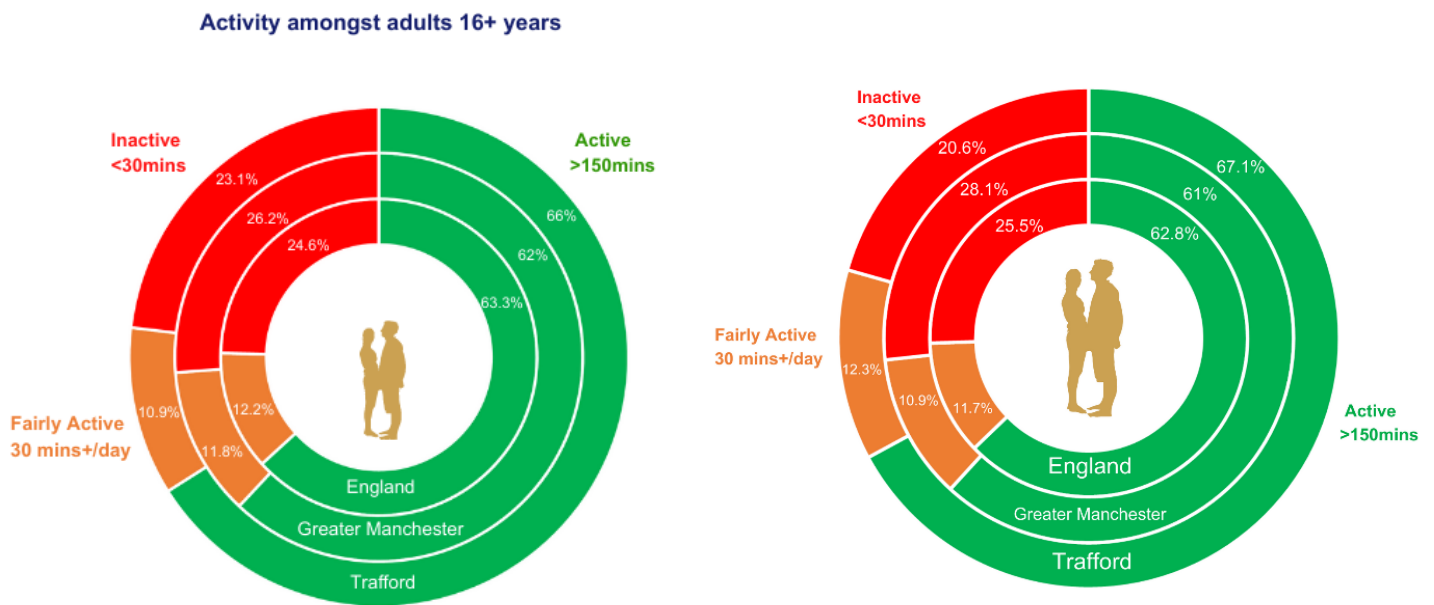
Figure 11 – UK Chief Medical Officer physical activity guidelines by age



2.10.2 The levels of physical activity for adults in Trafford are detailed below with data from November 2018-2019 on the left and May 2019-2020 on the right. The levels are good and better than regional and England averages and there has been a significant increase of active adults in Trafford, but 20.6% of Trafford adults are still not meeting the national guidelines for physical activity.

2.10.3 The May 2019-2020 annual data includes the lockdown period of mid-March to mid-May 2020 when physical activity choice was restricted. Across most of England this resulted in lower activity levels - active adults fell by 7.1%, or just over 3 million (see section 2.15 Covid-19 implications).

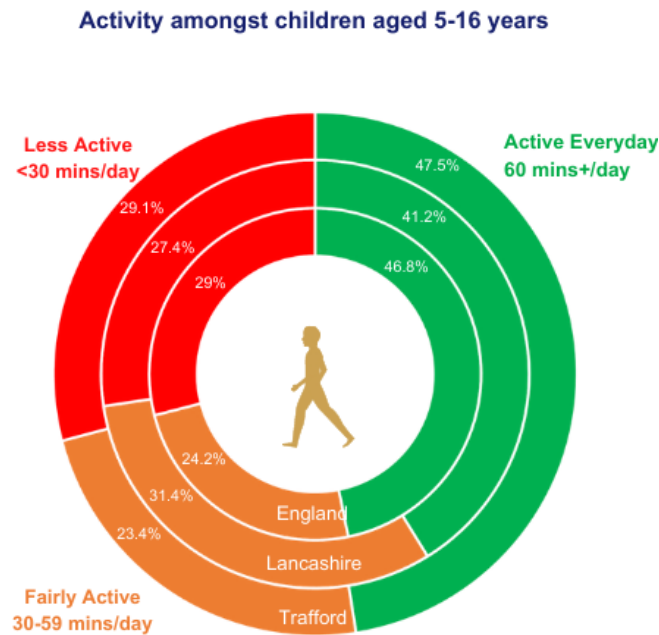
Figure 12 – Adult Physical Activity Levels of Trafford compared to England⁵⁶



⁵ Sport England Active Lives Data Nov 2018 – Nov 2019 (published April 2020)

⁶ Sport England Active Lives Data May 2019 – May 2020 (published October 2020)

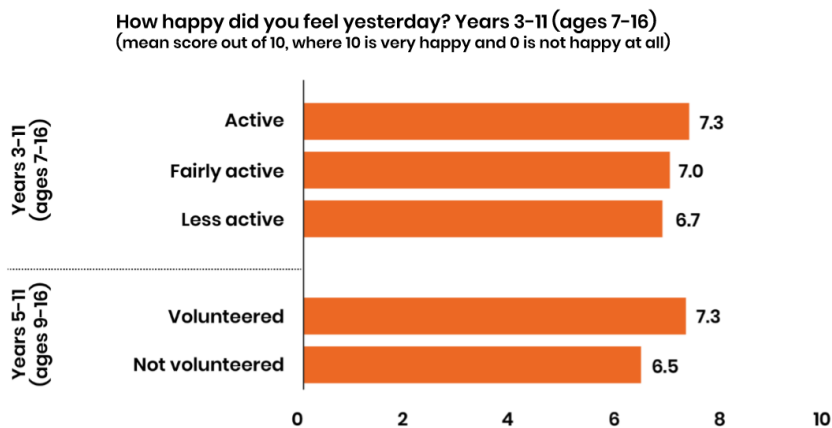
Figure 13 – Children Physical Activity Levels of Trafford compared to England⁷



2.10.4 It can be seen that across Trafford children are more active every day, 47.5% compared to the regional (41.2%) and England average (46.8%). However, there are still 52.5% of children in Trafford that are not meeting the national guidelines.

2.10.5 The graph below demonstrates that those children who are active every day cited they were happier. If 52.5% of Trafford children are not active this would imply they are less likely to be happy. There is scope to increase children’s activity levels in Trafford with a view to encouraging them to continue exercise into adulthood for physical and mental benefits.

Figure 14 – Sport England Active Lives – September 2018 – July 2019

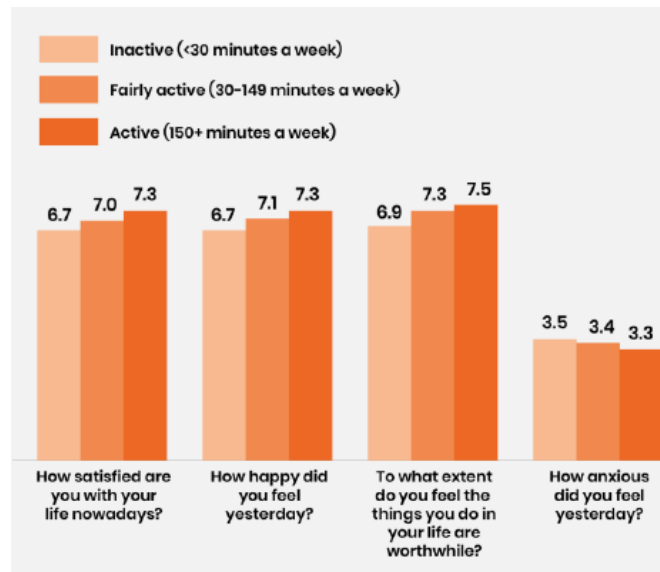


⁷ Sport England Active Lives Data Nov 2018 – Nov 2019 (published April 2020)

2.10.6 There is a positive association between activity levels and mental wellbeing, some activity is good, more is better. The Active Lives Survey also highlights the impact of physical activity on mental health and loneliness, the key findings are:

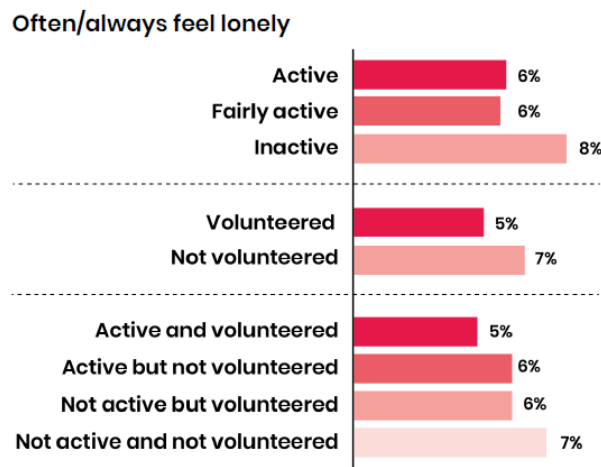
- As activity levels continue to increase, people are getting the benefits with regards to mental wellbeing;
- Those people who are active are more satisfied with their life, happier and feel that the things they do in their life are more worthwhile than those people who are inactive; and,
- People who are inactive have more anxiety than those who are active

Figure 15 – Sport England Active Lives – November 2018 – November 2019 (Published April 2020)



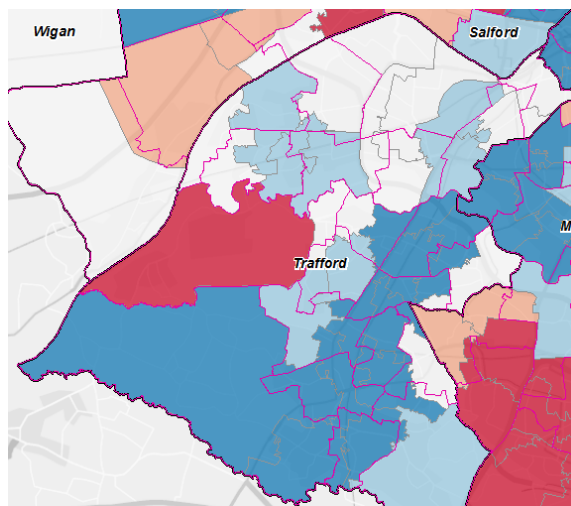
2.10.7 As can be seen by the diagram below people who engage in sport and physical activity are less likely to feel lonely. In addition, adults who volunteer are less likely to feel lonely than those who don't.

Figure 16 – Sport England Active Lives – November 2018 – November 2019



- 2.10.8 Loneliness is particularly prevalent amongst certain groups with loneliness higher and satisfaction with life lower for⁸;
- the youngest and oldest age groups;
 - women 7% (vs men 5%);
 - adults with a disability or long-term health condition (16%);
 - lower social groups (NS-SEC 6-8, 12%) and students/other (NS-SEC 9, 10%); and,
 - adults from mixed (12%), Asian - excluding Chinese (9%), other (9%) and Black ethnic (8%) backgrounds.
- 2.10.9 Some of these groups are represented in Trafford. These groups have the most to gain through engagement in sport and physical activity.
- 2.10.10 Work has already been done to identify specific local areas and hotspots which have low physical activity levels so therefore require future focus. As the map below shows there is a large discrepancy between low levels of activity (red) and therefore areas to focus on such as Bucklow St. Martins 34% inactive (2,133) and Stretford and Gorsehill 29% inactive (1,529) and more active areas such as Ashton & Mersey, Brooklands and Hale Central which are 70% active.

Figure 17 – Physical activity levels in Trafford



⁸ Sport England Active Lives November 2018/19 (published April 2020)

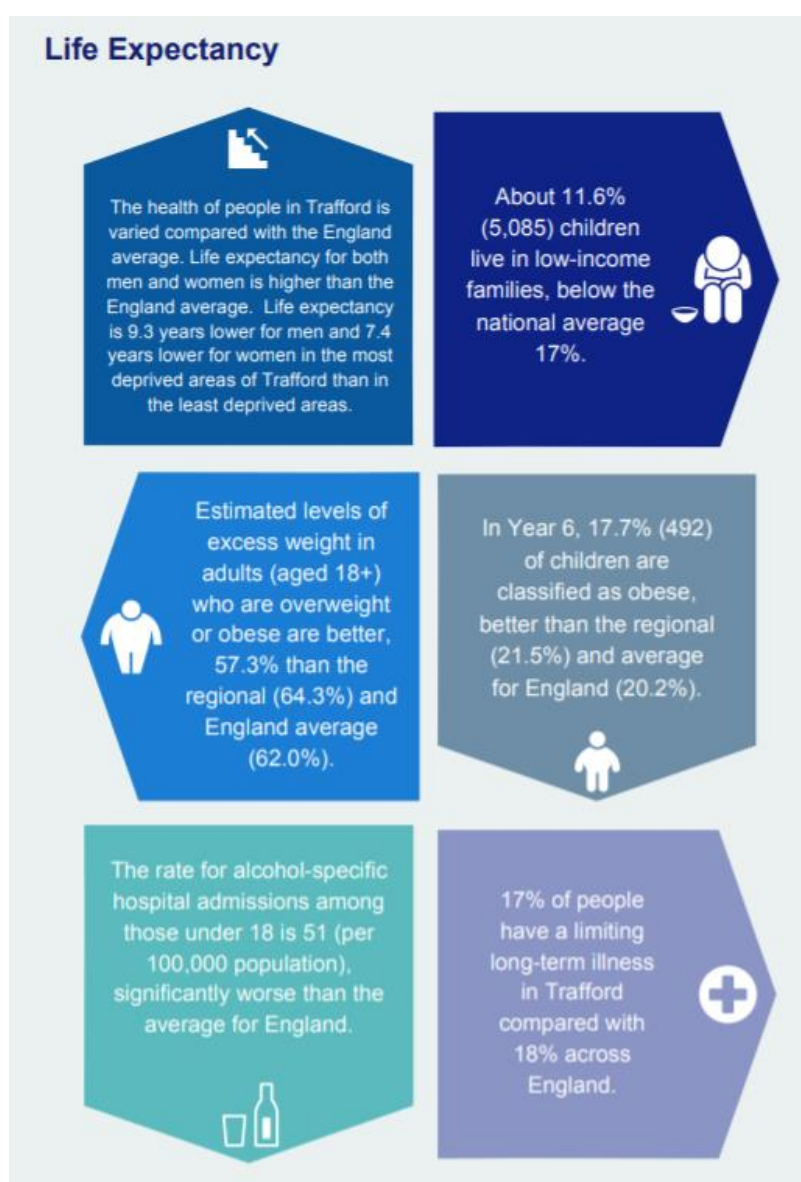
2.10.11 Cost of Inactivity

- Physical inactivity costs the NHS in the UK around £1 billion per year⁹
- The annual cost to the NHS of physical inactivity in Trafford Borough is estimated at £4.8m¹⁰ therefore encouraging residents of Trafford to be more active is beneficial as authorities with higher physical activity levels tend to have a lower annual cost to the NHS.

2.11 Local Health in Summary

2.11.1 The figure below sets out a comparison of key life expectancy information of Trafford compared to England. This helps inform future priorities for physical activity services.

Figure 18 – Local Health Life Expectancy Infographic



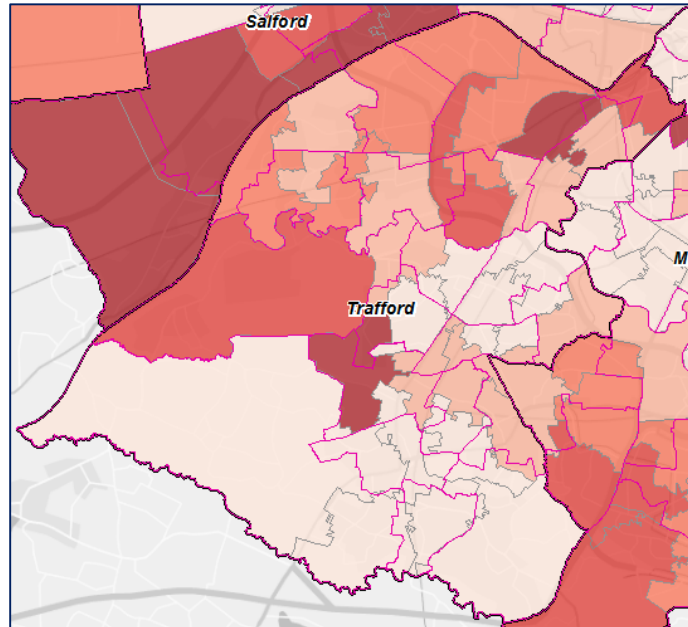
⁹ Physical activity and the environment - NICE guideline [NG90] Published date: 22 March 2018

¹⁰ Sport England mini sports profile Trafford 2016

2.11.2 As can be seen in the data above, residents of Trafford are physically active but still 57.3% are obese or overweight and 17.7% of Year 6 children are obese. Whilst being physically active will benefit those who have excess weight, signposting with partners to encourage healthy eating would also be beneficial.

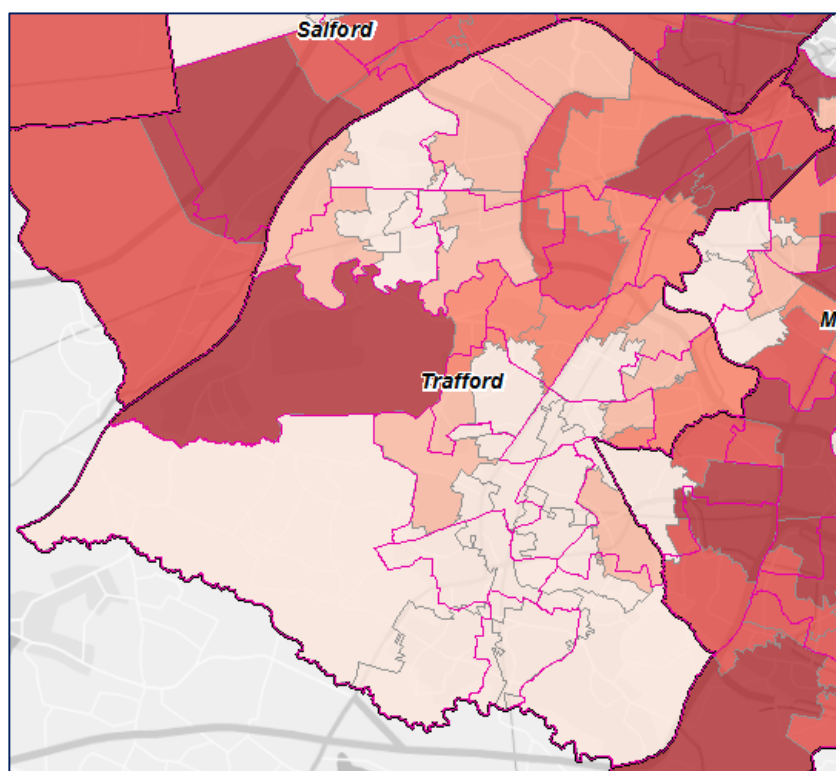
2.11.3 The 2018 hotspot data identified areas of obesity amongst **adults** to be highest in eastern areas of Gorsehill (29%) followed by areas between Broadheath and St. Mary's (27%) – both in the highest quartile nationally.

Figure 19 – Obesity among adults in Trafford



2.11.4 The 2018 hotspot data identified areas of obesity among **children** in Year 6. As identified in the map overleaf the areas of Bucklow St. Martins (27%) have the highest obesity levels in this age group followed by eastern Gorse Hill (26%) and northern parts of Longford (25%) all in the highest quintile nationally.

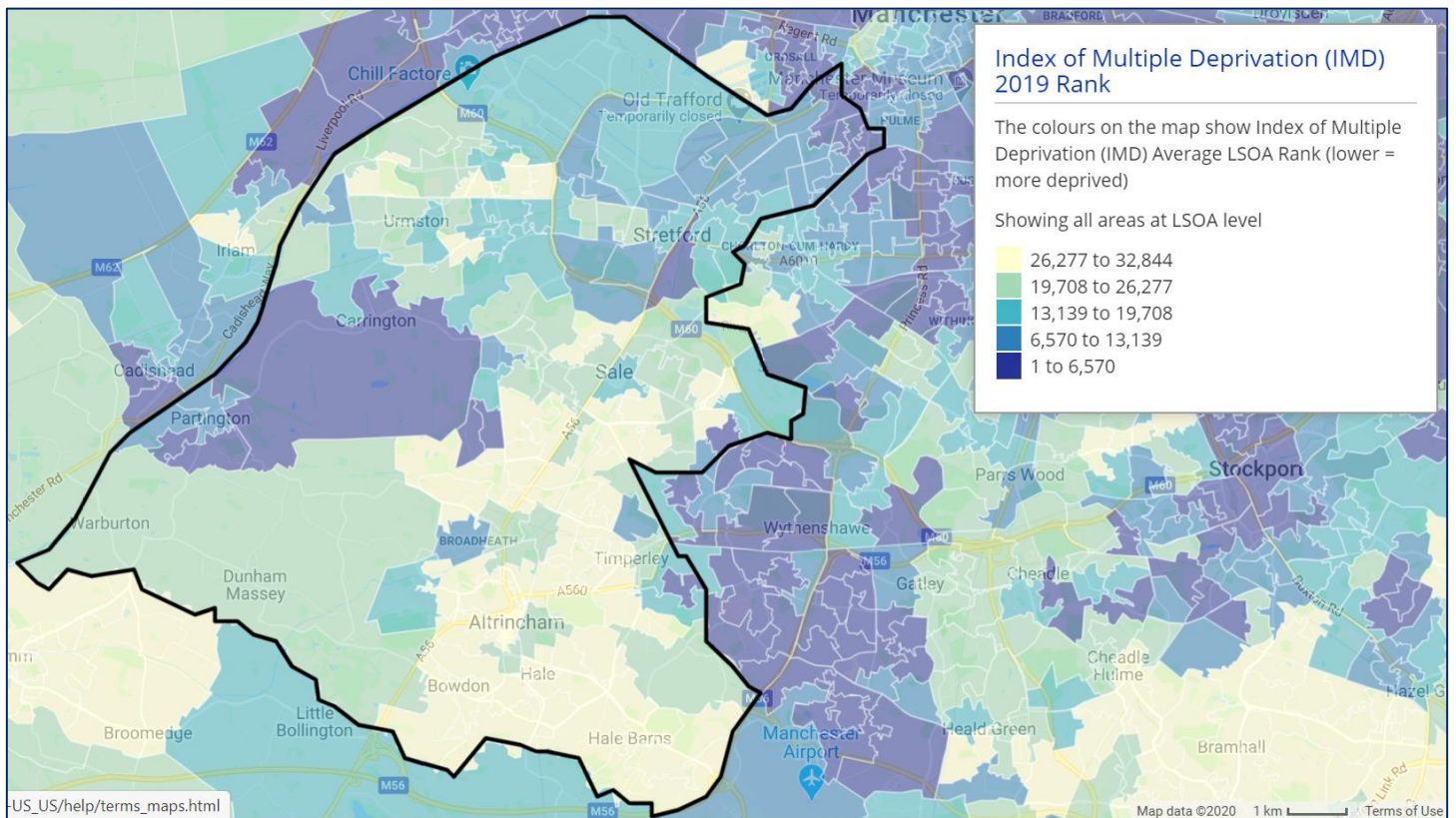
Figure 20 – Obesity among children in Year 6



2.11.5 Levels of deprivation for Trafford, as depicted in the map overleaf, show the wards with areas of highest levels of deprivation are in Bucklow St. Martins, St. Mary's followed by Longford, Stretford and Broadheath. As residents from deprived areas are less likely to be active and have entrenched health inequalities it is important that leisure centres encourage low-income groups to participate in physical activity.

2.11.6 This will need to be considered when considering priorities for service provision in relation to residents of deprived areas and whether services provide sport and physical activity provision for low-income residents.

Figure 21 – Map of Multiple Deprivation – Trafford



2.11.7 Partington Sports Village is close to areas of deprivation in Partington, so is therefore serving residents from low-income households who are able to use the facilities and represented. The LDP is focused specifically in this area due to the high levels of inactivity.

2.11.8 The recently published Sport England Active Lives data revealed that:

- Those in routine/semi routine jobs and those who are long-term unemployed or have never worked (NS-SEC 6-8) are the least likely to be active (54%) and most likely to be inactive (33%).

2.11.9 The Covid-19 pandemic has exacerbated inequalities associated with physical inactivity. Recent Sport England research has shown that while intentions and attitudes to exercise are positive during lockdown, inequalities still exist in those who are getting active. Those from lower socio-economic groups, older people, Black, Asian and minority ethnic (BAME) groups and women are all less likely to be active, with these results also seen in activity levels prior to the current crisis.¹¹

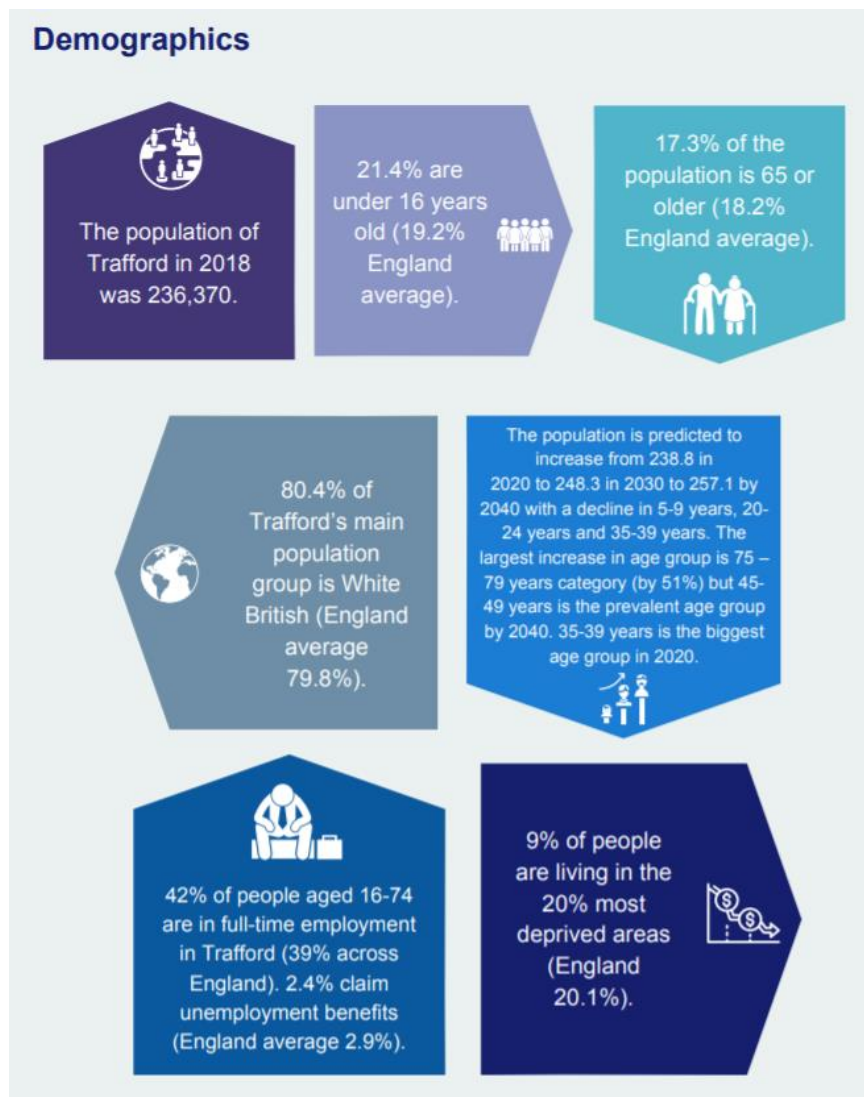
¹¹ <https://www.sportengln.org/news/surge-appreciation-exercise-and-activity-during-lockdown> 22 May 2020

2.12 Catchment and demographics

2.12.1 The current population statistics are important to set out the profile of the local area. However, projected changes in the profile are equally important to allow consideration for the services going forwards.

2.12.2 The services going forward will need to reflect the future and current population profile of the area. This section sets out current population statistics as well as the projected changes in the profile with a focus on the key leisure centres.

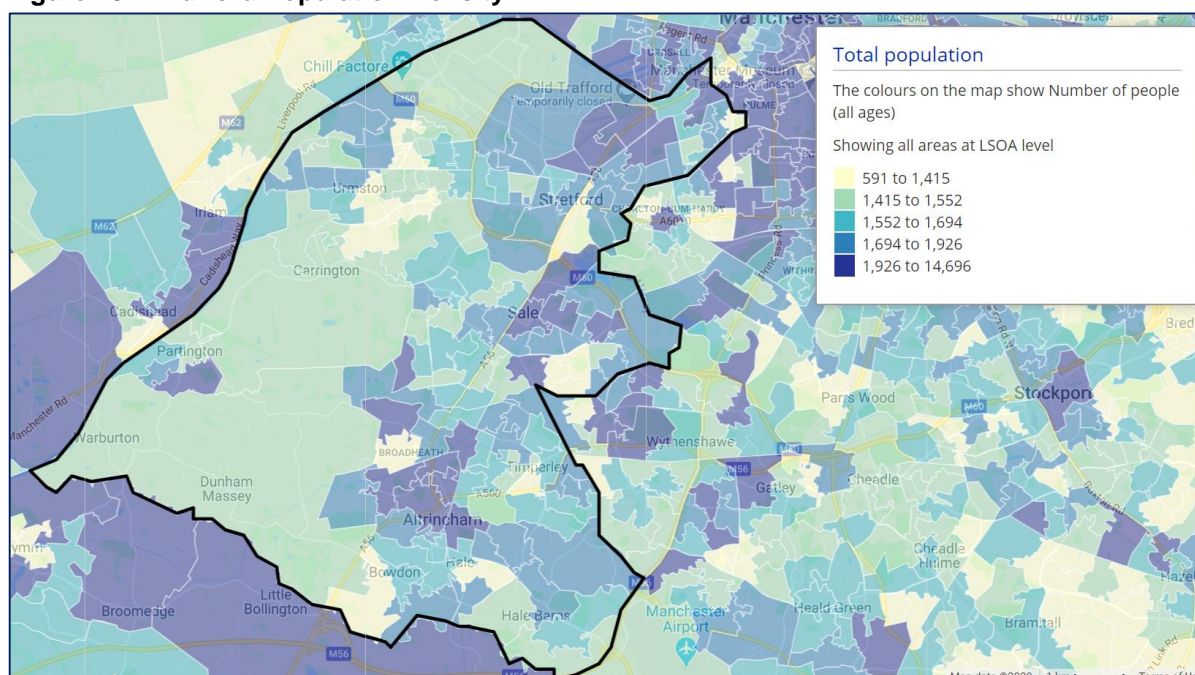
Figure 22 – Trafford Demographics Infographic



2.12.3 As mentioned in the infographic above, the largest increase in age groups is in the 75-79 years with 45-49 years the prevalent age category in Trafford by 2040 compared to 35-39 years being the biggest age group in 2020.

2.12.4 This shift in dominant age combined with increases in the 75-79 years group will impact facility requirement, facility mix and future programming as these age groups are likely to have different leisure interests.

Figure 23 – Trafford Population Density



2.12.5 There are higher levels of population density pockets within Trafford mainly in Partington to the west, then along the A56 through Altrincham in the south, Sale, Stretford and Old Trafford into the centre of Manchester.

2.12.6 Compared to the England average, Trafford has lower levels of ethnic diversity than in the rest of the UK. Programming still needs to ensure there are activities that cater for all residents to encourage participation e.g. women’s only swimming.

2.12.7 Population figures, future predictions and housing development population growth estimates can be found in **Appendix 3**.

2.12.8 In summary, the population of Trafford is predicted to increase from 238.8 in 2020 to 248.3 in 2030 to 257.1 by 2040 with a decline in 5-9 years, 20-24 years and 35-39 years.

2.12.9 The largest increase in age group is 75 – 79 years category (by 51%) but 45-49 years is the prevalent age group by 2040. 35-39 years is the biggest age group in 2020

2.13 Who currently uses the leisure facilities?

2.13.1 To identify which Trafford Borough residents currently use the leisure facilities and who do not use the centres, an analysis was undertaken by Leisure Database. This covered;

- Member mapping
- Demographics
- Membership analysis

2.13.2 The Local Delivery Pilot has used insight and knowledge to identify the MSOA of Bucklow St Martins (Partington and Carrington) as a community of focus, given the

numerous health and socio-economic inequalities that span all three of the Local Delivery Pilot's target audiences.

2.13.3 These target audiences for the LDP are;

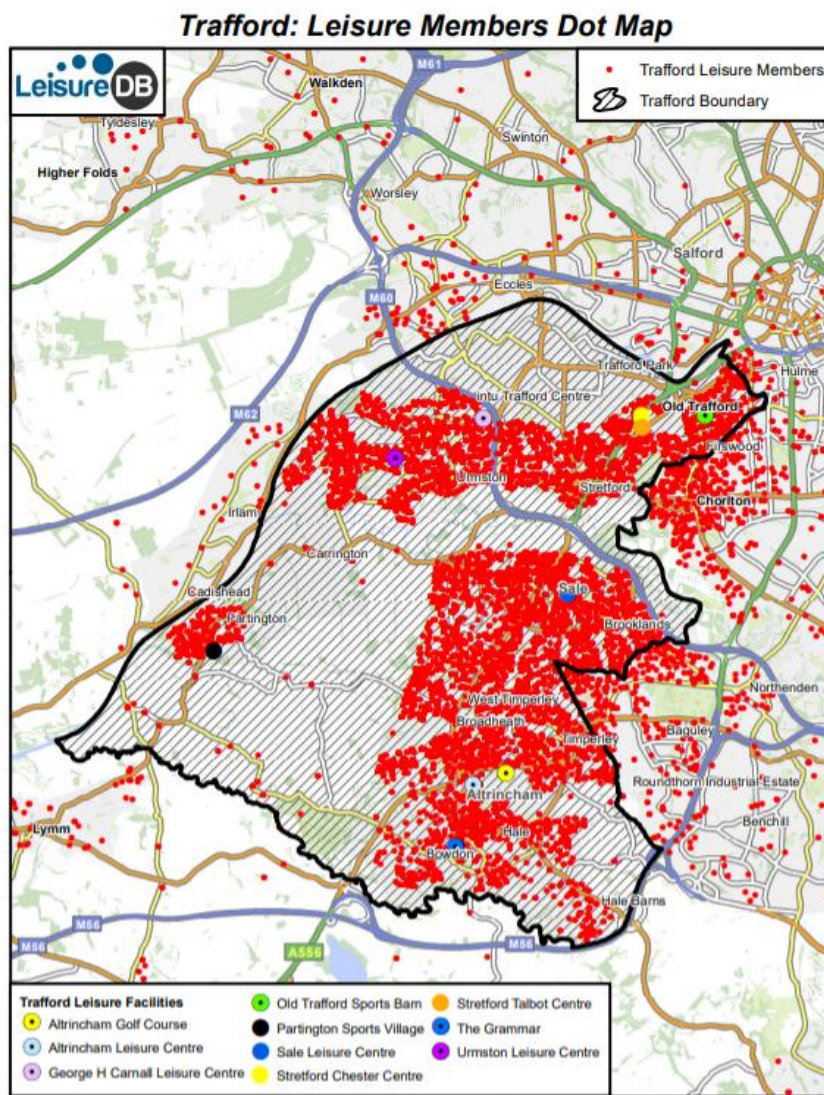
- Children and Young People aged 5-18 in out of school settings;
- People out of work, and people in work at risk of becoming workless; and,
- People aged 40-60 with, or at risk of, long term conditions specifically cancer, cardiovascular disease and respiratory disorders.

2.13.4 Member Mapping

2.13.5 Trafford Leisure manage 10 facilities across Trafford which have over 16,000 members between them. Mapping of the members (users) showed that **88% of the total live within the Trafford local authority area.**

2.13.6 The dot map overleaf shows the Trafford Borough, the ten leisure sites and all users. The **12% of users that live outside Trafford** primarily come from Chorlton, Northern Moor and Baguley (to the east). There are also small clusters coming from Lymm (south west), Irlam (west) and Eccles and Tyldesley (north).

Figure 24 – Trafford Member Dot Map



© Experian Limited.
 Prepared for Max Associates by The Leisure Database Company, August 2019

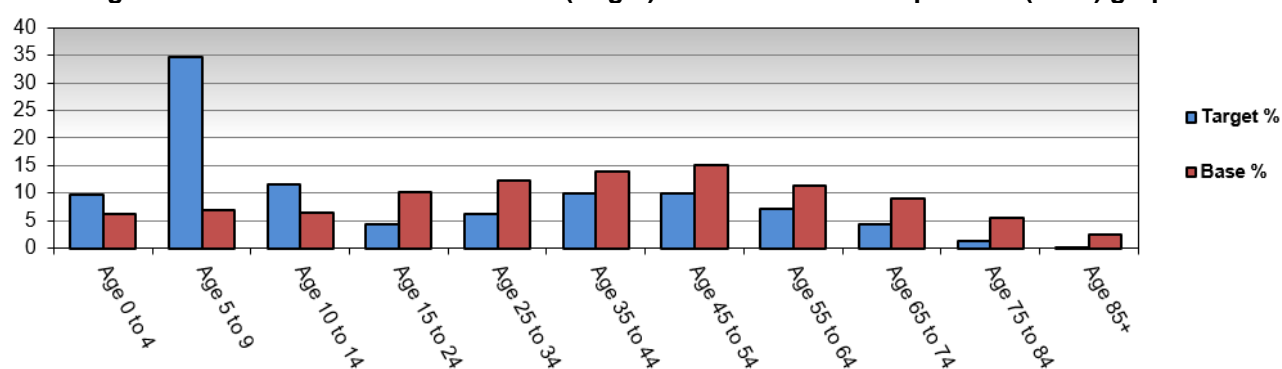
2.13.7 Membership Analysis

2.13.8 Using Mosaic, a detailed segmentation system, each postcode was assigned a Mosaic code. To ensure we are comparing like with like, the leisure centre users have been cut down to just those that live within Trafford and have been compared to the total population in the same area. This provides a demographic profile of leisure centre users and the local population showing how well the Trafford facilities are penetrating the market. Full Leisure Database report details and mosaic montages can be found in Appendix 4.

2.13.9 Key findings of the membership analysis are:

- **5.9%** of the Trafford population currently use one of the leisure centres¹².
- As shown in Figure 25 below, the **largest share of population is aged 45 to 54 years**; over 35k people in Trafford fall into this age bracket, equivalent to 10% of the total, however, they are under-represented as leisure centre users.
- The **largest share of known users fall into 5-9 years** age group, equivalent to almost 35% of the total membership. Around 80% of these 5-9-year-old members are swimming lesson pupils, with around 10% are attending gymnastics courses.
- 0-14 years are over-represented, this then switches as 15-year olds and upwards are under-represented.
- The **most under-represented** age group to use Trafford leisure centres, perhaps not surprisingly, **is 85+ year olds**.
- New future facility developments and services would need to include programming that would encourage more of the 15 years upward age groups to participate.
- Of the members living within Trafford, **55% are female compared to 45% male**. **In Trafford**, the gender split is 51% female vs 49% male. This shows that females have a higher propensity to be members of the leisure facilities, which is positive to overall gender participation levels, and is a common trend seen across the industry.

Figure 25 – Trafford Leisure Members (target) vs Total Trafford Population (base) graph



¹² This compares to 15.6% total fitness members, 5.1% penetration rate for public gyms (2019 State of the UK Fitness Industry report) Not directly comparable as for gyms only but provides an idea.

2.13.10 A mosaic classification has been undertaken for the Council area as well as the members, this is shown below.

2.13.11 The figure below shows that 14,024 leisure members live within Trafford. The total population in this same area is 237,101. This means that 5.91% of the Trafford population currently use one of the facilities managed by Trafford Leisure.

2.13.12 The review shows that:

- The largest known member group is ‘**Domestic Success**’ at nearly 27% and is the most prominent group in Trafford accounting for 19.5% of the population.
- The next largest resident group is ‘**Prestige Positions**’ at 12.8% but this group is under-represented in leisure centres.
- ‘**Aspiring Homemakers**’ make up 10.8% of the population in Trafford followed by ‘**Suburban Stability**’ with 8.5% of the population, both these groups are over-represented at the leisure centres.

Figure 26 – Trafford Mosaic Group Penetration Summary¹³



¹³ The index shows whether it is a comparison. An index of 100 means the percentage of members is equal to the percentage of the population. An index below 100 means the percentage of members is lower than the population; so, the group / type is under-represented (not performing well). An index score above 100 means the percentage of members is higher than the population. This means the group / type is over-represented (performs well). The bar chart shows the index score – all bars to the right of centre (centre being 100) are over-represented while all bars to the left of centre are under-represented.

2.13.13 Opportunities for future focus:

- The Council has already identified areas of high deprivation and low levels of physical activity and created links and partners within those areas e.g. Partington through the LDP.
- **‘Prestige Positions’** can afford to pay high prices so historically may prefer to use a premium private health club. People are prepared to pay for a good facility so new future facility developments may be appealing to this group who are likely to pay for good services.
- Focus on the people within the **‘Family Basics’**, **‘Vintage Value’** and **‘Urban Cohesion’** groups as these people will benefit most from increased levels of sport and physical activity. These groups may need to be subsidised.
- **‘Vintage Values’** – Consider specific programmes for these groups to improve their representation. **‘Vintage Values’** mainly live in towns, option of walk to park, gardening activities, Tai Chi, yoga, 60+ swimming, older people’s network etc.

2.13.14 Further information on the make-up of these groups is shown below;

Figure 27 – Prestige Positions mosaic profile

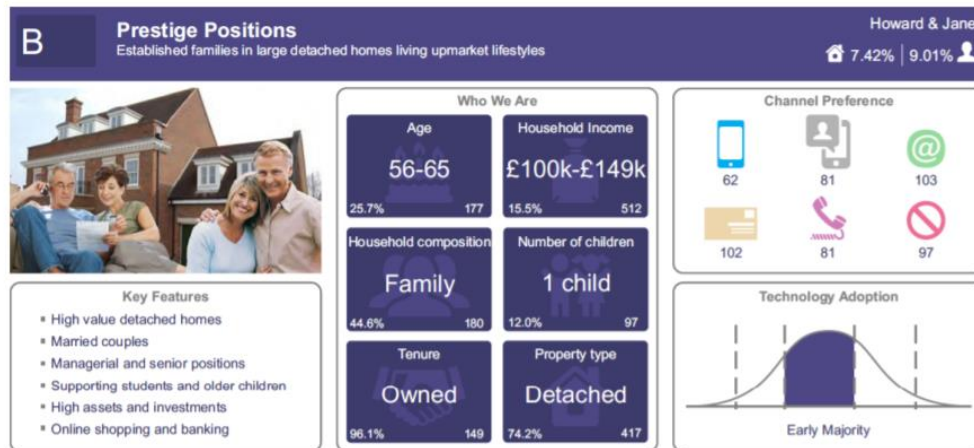


Figure 28 – Family Basics mosaic profile



Figure 29 – Urban Cohesion mosaic profile



Figure 30 – Vintage Value mosaic profile



2.14 **Consultation**

- 2.14.1 Trafford Council undertook consultation to investigate attitudes and behavior around physical activity and to find out what the opinions are, and awareness of, Altrincham Leisure Centre and what would encourage residents to use this leisure facility in the future. The consultation comprised of three elements; stakeholder consultation, public community consultation (online and events) and in depth disability focus groups.
- 2.14.2 Trafford Council is investigating how they can maximise the investment via the facility mix and services that can be offered. Some of the areas for feedback sought was:
- **Reducing Inactivity** – Future facility developments should provide facilities to maintain physical activity amongst the active, but the challenge will be how the investment can increase activity for the currently inactive.
 - **Target Audiences** - Each of the localities will have different priorities and bespoke plans to target specific groups for intervention will be required.
 - **Service Integration** - Are there opportunities for co-location and/or integrating services within each locality where possible.
 - **Behaviour Change** - Can the facility mix, design and services provided influence a change in behaviour?
 - **Facility Mix** - To look at the inequalities in the levels of in-activities. How to create linkages to the wider physical environment and linking indoor/outdoor spaces¹⁴.
- 2.14.3 The development proposal put forward for the public consultation was aimed specifically in the area of Altrincham although the online consultation was also extended to Trafford Leisure members. Wider borough feedback should also be considered.
- 2.14.4 **Altrincham Stakeholder Consultation**
- 2.14.5 Trafford Council had a one to one discussion with key stakeholders over different topics and stages in relation to shared objectives and concerns. The main outcome was that all stakeholders supported the development of a new leisure centre in Altrincham.

¹⁴ Leisure Centre Investment Trafford Council August 2019

Table 1 – Altrincham Leisure Centre key stakeholders

Organisations consulted
Trafford Leisure
Pennine Care (now Manchester Foundation Trust – MFT)
Bluesci
Altair
Network Rail
The Design Council
Altrincham Neighbourhood Business Plan
Clinical Commissioning Group
Trafford Public Health

- 2.14.6 The key themes that the stakeholders focused on can be see below and include: Working with Manchester Foundation Trust (MFT); Ensuring accessibility; Improving the health and wellbeing of Altrincham by increasing physical activity
- 2.14.7 The stakeholder leisure centre priorities are shown below with **health & wellbeing** being the most important followed by **inclusion and accessibility, increase participation** in leisure activities then to **provide excellent facilities and services**.

Figure 31 – Altrincham Leisure Centre stakeholders key themes



Table 2 – Altrincham Stakeholder Key Themes & Concerns

Themes	Concerns
Social prescribing and referrals to Trafford Leisure in relation to more independent rehabilitation	The leisure centre not working in partnership as much as they can
Physios and how they would use the building with their patient	The wider locality of working as one in terms of connectivity and access
Flexible space for use by the community, partners and Trafford Leisure	
Improving levels of physical activity	
Providing excellent facilities and a building that fits Altrincham	

2.14.8 More detailed specific stakeholder themes and concerns can be found in **Appendix 2**

2.14.9 **Public Consultation – Online**

- Online Questionnaire One – 389 respondents **92% were members** of Trafford Leisure
- Online Questionnaire Two – 203 respondents **85% were non-members** of Trafford Leisure

2.14.10 **Public Consultation One - members**

2.14.11 **Activity Rates** – of these survey respondents the majority of residents were meeting the Chief Medical Officer (CMO) activity guidelines, which is not surprising as they were members of the leisure centres. There is an opportunity to persuade those inactive respondents to participate and engage and encourage those ‘just starting’:

- 82% of respondents were active for at least 30 to 60 minutes a few times a week or daily
- **4% were physically active less than 30 minutes a week which would be classed as inactive**
- 80% of respondents were either “just starting” (15%) or “keeping it going” (65%).

2.14.12 The survey identified the main reasons people used the facility were;

- Swimming, lessons, children’s activities, classes and the gym

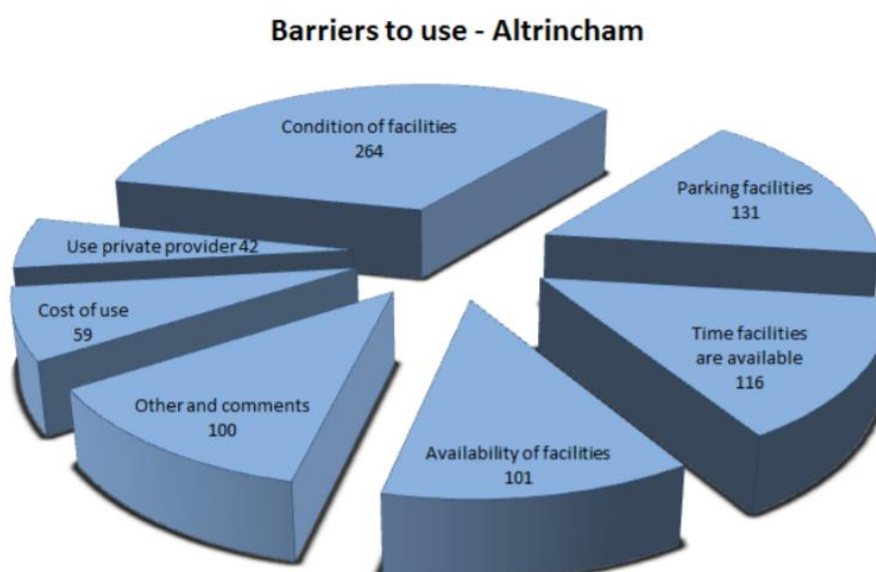
2.14.13 Respondents cited that the most important facilities are;

- pools, gym, classes, sports halls and badminton

2.14.14 **Barriers to participation** - The survey identified the following reasons and barriers why residents are not using the leisure centres;

- poor condition and cleanliness of the facilities;
- parking (charge / poor condition); and,
- opening times that the facilities are available, especially the water space

Figure 32 – Public Consultation – Barriers to the use of Altrincham



2.14.15 **Encouragement factors** - The survey found that the main encouragement factors to start using the local leisure centres are;

- More and better facilities, classes;
- Local groups at the leisure centre including taster sessions; and,
- Cost - Free or cheaper charges for children and over 65s.

2.14.16 **New Facilities wish list** - the most common requests regarding new facilities were:

- Main (25m) pool – 88% of respondents;
- Kids pool – 71% of respondents;
- Gym / Fitness suite – 56% of respondents;
- Sports hall – 40% of respondents;
- Fitness classes – 40% of respondents;
- Wellbeing spa – 39% of respondents; and,
- Café – 30% of respondents.

2.14.17 **Public Consultation Two – non-members**

2.14.18 **Activity Rates** – of these survey respondents the majority of residents were meeting the CMO activity guidelines (whilst they were not members of TL, the questionnaire was self-selection, so likely to be undertaken by those with an interest in sport / fitness). There is an opportunity to persuade those inactive respondents to participate and engage and encourage those ‘just starting’.

- 77% of respondents were active at least 30 to 60 minutes a few times a week or daily.
- **9% were physically active less than 30 minutes a week which would be classed as inactive.**

- 83% of respondents were either “just starting” (9%) or “keeping it going” (73%) which is similar to the Trafford Leisure members
- Some people did not have a desire to use a leisure centre to keep active but preferred to use the outdoor environment for their physical activity.

2.14.19 **Barriers to participation** - The survey identified the following reasons and barriers as to why residents are not using the leisure centres;

- poor condition of the facilities;
- the time that the facilities are available (same as the members survey above);
- lack of single sex facilities; and,
- personal time restrictions, competition from other providers and lack of motivation

2.14.20 **Encouragement factors** - The survey found that the main encouragement factors to start using the local leisure centres are;

- Cheaper cost and options;
- More, better and varied facilities;
- Single sex facilities;
- Local groups at the leisure centre including taster sessions; and,
- The respondents suggested facilities that would encourage more physical activity including skate parks and physio rooms

2.14.21 The table below highlights the common themes between the Trafford Leisure member and non-member consultations. As can be seen the barriers and encouragement factors are very similar which can be taken into account for future programming and leisure provision.

Table 3 – Executive summary of consultation at Altrincham Leisure Centre

	From Consultation One Mainly Trafford Leisure Members	From Consultation Two Mainly Non Trafford Leisure Members
Key Current Facilities / Current activities included	Swimming / Gym / Fitness Suite / Fitness Classes / Sports Hall.	Other Leisure Centre Style Facilities / Recreational Walking / General Home Activities such as Gardening / Jogging and Swimming .
Barriers to use of Altrincham Leisure Centre are	Condition and Availability of Facilities / Parking Cost / Time .	Condition / Time Available / Lack of Single Sex Facilities / Time .
Barriers to increasing exercise are	Cost / Availability / Family Offer	Time / Priorities / Motivation.
Requested Facilities are	Swimming Inc. Good Changing / Fitness Suite Inc. Good Equipment / Sports Hall / Classes / Spa / Café.	Variety / Swimming / Yoga / Skatepark / Pilates / Physio Room
Physical activity could be increased by	More and Better Facilities / Local Groups and Taster Session / Free or Cheaper Cost - Charges for Children and Over 65s	Cost / Variety of Facilities and Activities / Availability and Time of Activities / Safety

2.14.22 Public Consultation – Events

2.14.23 Questions were asked at two public events in June / July 2019. The key findings are outlined below;

Table 4 – Public Consultation events key findings

Theme	Feedback
Barrier to use	Cost, condition, online options, pool temperature, accessibility (raised as being limited for both participants and spectators), changing room set up, pay and play options and size of facility
Encouragement factors	Cost, quiet time discount, pool availability, family option, free for carers, accessibility, teenage options, fitness / weight club option, older person options
Wider Site	Linking the leisure centre to the wider site so it will work as one site along with good parking (free to leisure centre users)
Leisure Centre Use	Service received from staff, proximity of parking, variety of facilities were seen as important along with pool space / availability and good changing facilities
Facilities	Pools were the most important aspect followed by parking, café and spa. A wide variety of other facilities and services were mentioned (see quotes below)
Look and Feel of facility	Teaching aids built into design, greenery on the outside, modern, comfortable, clean, maintained, active public realm, welcoming, safe, large

2.14.24 **Barriers to use** – the feedback in the table above is reiterated by the following comments with cost, cleanliness, condition of facilities mentioned as barriers to using the leisure centre.

Figure 33 – Public Consultation – Barriers to the use of Altrincham Leisure Centre

6. What stops greater use of Altrincham Leisure Centre?



This was a key theme for a small number of attendees, specifically around the **cleaning** and **condition**.

2.14.25 **Encouragement factors** – As highlighted in the comments below cost, youth, pensioner and disability provision were all seen to be factors that would encourage people to be more active.

Figure 34 – Public Consultation – Encouragement suggestions to make more people more active more often

8. How could a better leisure centre make more people more active more often?



This topic generated a reasonable response and the focus came out on **youth** and **pensioner** provision as well as **disability** provision and **cost**.

2.14.26 Many of these barrier and encouragement factors can be addressed through tailored interventions e.g. programming, pricing which will be included in stage 3 of the report.

2.14.27 In Depth Focus Group Findings – Disability

2.14.28 Trafford Leisure hosted a number of disability workshops to find out barriers to participation and what factors and recommendations would encourage them to use the leisure centre more.

2.14.29 **Key Findings** - The main feedback from these workshops were;

- basic **accessibility** of buildings not being up to modern accepted standards;
- **poor maintenance** resulting in ineffective procedures and frustrating experiences; and,
- **car park surfaces being uneven** and **disabled spaces being too small**

2.14.30 **Points for Consideration** – Barriers to participation raised in the disability focus groups and practical suggestions that would encourage them to use the leisure centre more can be seen below.

Figure 35 – Disability focus group – points for consideration

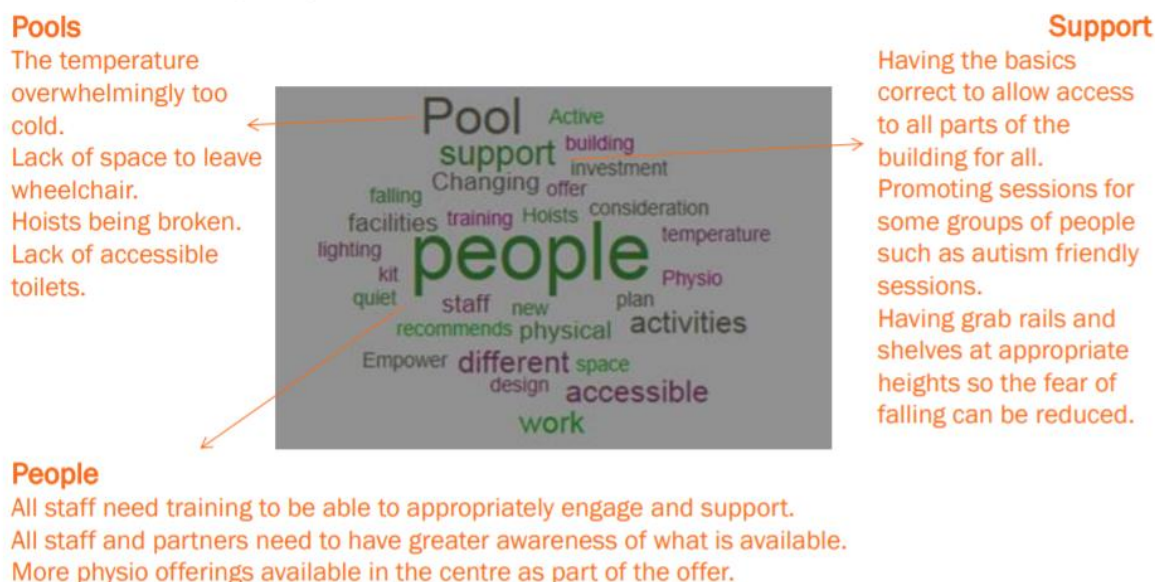


Figure 36 – Disability focus key findings / interventions include:

Existing Improvement Suggestions
<ul style="list-style-type: none"> • Car parking, not enough disability spaces and not wide enough • Consider drop off fully – test and learn when being designed • Broken pavement / rubble / potholes • No accessible toilets / hoists that are fit for purpose • Noisy / no quiet space or space for enjoying as a complete family • Lifts broken or not big enough • Nowhere to store wheelchair if did manage to get in pool or activity • Better promotion of activities on offer, promote through charities (where people with disability are already connected) • Pool temperatures (too cold) • Fear of falling is a major concern – basics such as shelf for shower gel / shampoo / rails
New design, programming, building recommendations
<ul style="list-style-type: none"> • Hydro pools – Could really help with managing conditions • Opening up facilities from the educational sector – Would increase the availability of vital facilities • Training staff – All staff need an awareness on best methods to engage and support as well as having specialists • Space in all areas such as café – The whole building needs to be accessible for all • Physios – Need access to a flexible space and access to the other facilities to promote a positive transition to independent rehabilitation • Lighting and noise can have a significant impact on the experience of an individual using the leisure centre. Dimmed lights, lower volumes and no tannoy can open up access to a building

- Activities need to be opened up by Trafford Leisure making reasonable adjustments such as gymnastics
- Fitness equipment kit that is designed to be accessible would increase the accessibility of a fitness suite
- Digital technology needs to have an equalities impact assessment to ensure that this development does not make facilities less accessible, for example for people with a visual impairment
- Flooring, wall covering, glass, signage etc. also needs to be considered in terms of contrast, feel, light and accessibility impacts

2.14.31 Consultation Summary

2.14.32 As noted previously the consultation was specific to Altrincham so a wider Borough consultation would be beneficial. The information gathered from the series of consultations is useful in gauging stakeholder opinion and buy-in and recognising the attitudes of residents towards participation in physical activity.

2.14.33 The image below shows the differences and similarities between the stakeholder and public priorities. As can be seen **health & wellbeing, increase participation, excellent facilities and services** are common themes for both.

Figure 37 – Public Priorities vs Stakeholder Priorities



- 2.14.34 The consultation provides useful feedback on barriers and encouragement factors to increase participation which can be addressed through tailored interventions e.g. future programming and pricing policies, these will be set out in Stage 3 - 'interventions'. The consultation suggestions for a future facility mix and leisure provision are also included in the 'interventions' section of this report.
- 2.14.35 Both the public consultations showed that cleaner, improved and quality facilities with increased opening times would encourage people to use them more often. **'Prestige Positions'** who are currently under-represented may be persuaded to use a new leisure centre and pay for good facilities and services.
- 2.14.36 **Accessibility** (both inside and out) was another key theme that transpired from the consultation for all users, in particular the disability focus group. Parking was an important aspect of accessibility highlighted by respondents as access to the leisure centre is mainly by car. However, there is scope for more people to use Active Travel options to visit the leisure centres with residents commenting and appearing to be open to the idea of linking a leisure centre to walking, cycling routes etc. if the infrastructure is provided, which is encouraging. This would need to be incorporated into the wider plan.

Table 5 – Combined Consultation Considerations

Theme	Conclusions / Considerations
Inclusion	<p>Focusing on enabling use by people with a disability.</p> <p>Focus on improving health and wellbeing and increasing participation levels as well as ensuring inclusion and accessibility, especially for key groups; (5 - 18 age group, 40 - 60 age group with long term conditions and adults in long term unemployment or at risk of short-term unemployment).</p>
Wider Site	<p>Focus on linking an active outside space and using the outside space and environment to increase physical activity levels.</p> <p>Masterplan is required to ensure that the wider site works together, linking design into the wider plan.</p> <p>A transport survey has been commissioned and is underway.</p> <p>Investigation of parking cost for customers as well as location and route to leisure centre to improve journey.</p>
Partnership / Co-Location	<p>Partnership working is fundamental in terms of allowing the facility to work to its maximum capacity and be effective</p> <p>Maximising the community use including the café space / other space / usage of building by partners by for example physios, GPs, clinics etc.</p>
Operational / Facility	<p>Effective Charging Structure</p> <p>Excellent Facilities and Service</p> <p>Swimming is key and increasing capacity of the water space is critical.</p> <p>Maximising flexibility of change areas to allow single sex change option.</p> <p>Modern fitness suite keeping up with the trends with variety of different fitness classes scheduled for all to increase accessibility for all.</p> <p>A spa focusing on health and wellbeing is important to the community and it being multi-functional for other consultations.</p>

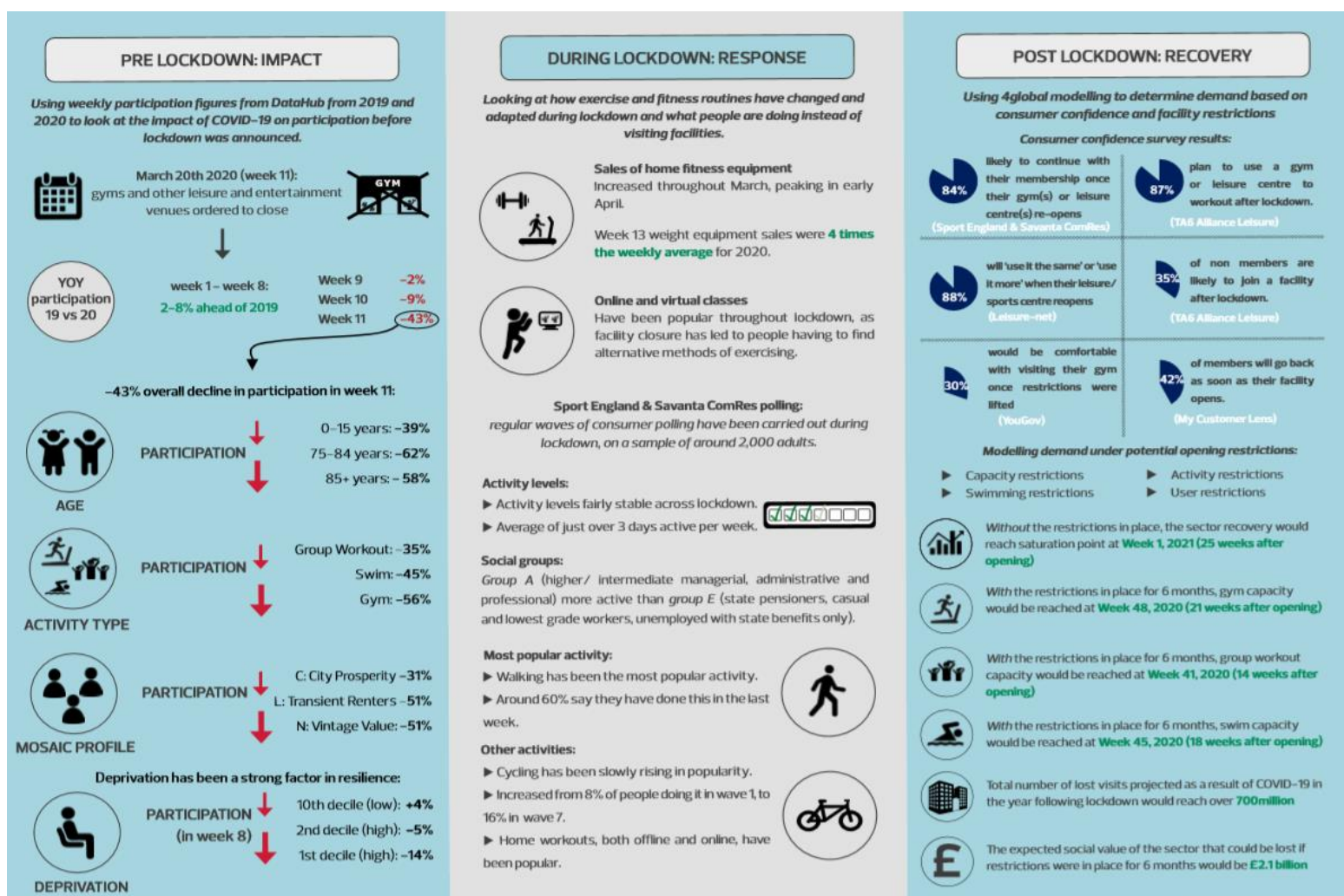
2.15 Covid-19 Implications

2.15.1 The consultations above took place before Covid-19 lockdown one restrictions which has changed how people are physically active. The consultation work is still relevant but will need to be taken in a pre-lockdown context as residents’ activity habits are likely to have changed.

2.15.2 The infographic below documents the different physical activity participation pre lockdown (impact), during lockdown (response) and post lockdown (recovery) which is useful to shed some understanding on people’s behaviour in relation to sport and activity over the course of lockdown.

2.15.3 The next stage is how and when centres and clubs reopen in the ‘new normal’ adjusting to people’s consumer confidence, change in behaviour, new habits and attitude to sport and physical activity post lockdown. There is emerging data on the impact on the leisure market which will be addressed in stage 3 and 4 of this report.

Figure 38 – ukactive Report infographic - participation at facilities changed throughout early 2020, as the spread of Covid-19 intensified.

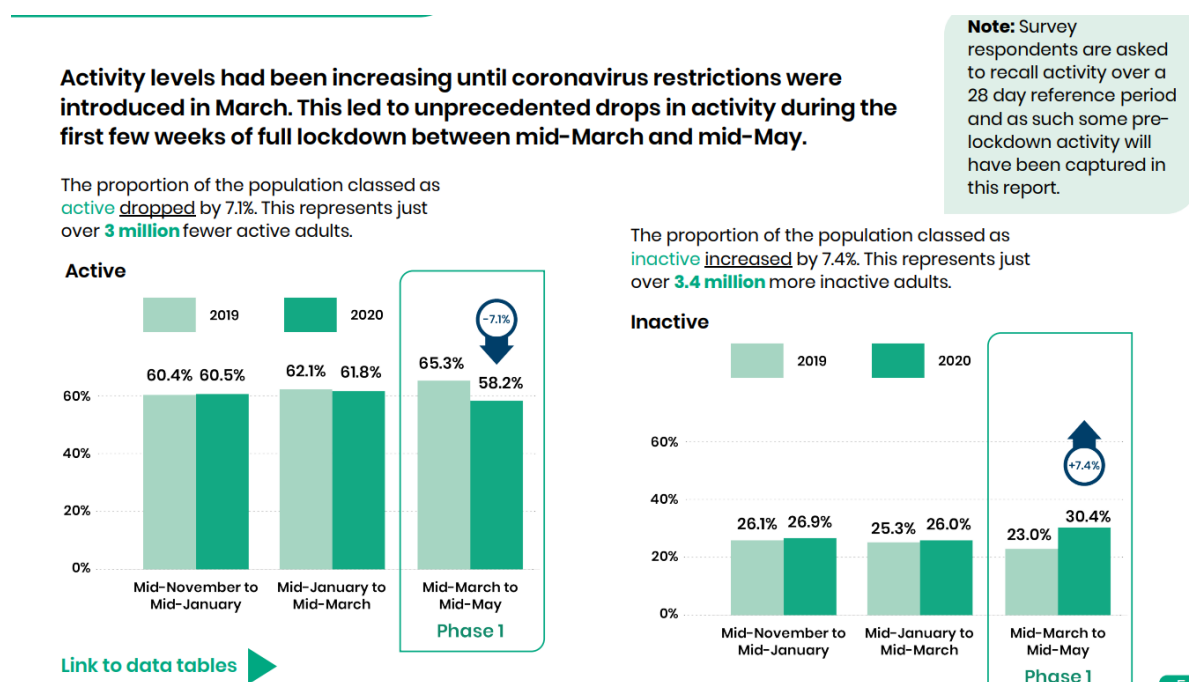


2.15.4 **Sport England Active Lives Report** - Covering the period from mid-March to mid-May, the recent Sport England Active Lives May 2019-20 coronavirus report provides the picture of sport and physical activity during the early stages of the coronavirus (Covid-19) pandemic.

2.15.5 This report reveals that, despite large numbers of adults switching into alternative activities, the overall number of regularly active adults did fall due to the disruption caused by the pandemic when there were fewer opportunities to be active.

2.15.6 During the mid-March to mid-May (phase 1 – full lockdown one) period, the number of active adults fell by 7.1%, or just over 3 million, whilst inactivity levels rose by 7.4% or 3.4 million adults as shown below.

Figure 39 – Sport England Active Lives Coronavirus Report (published 22 Oct 2020)



2.15.7 **Gender** - However, the negative impact on activity was lower for women across the mid-March to mid-May period: Women saw a smaller drop in activity levels (-1.2m/-5.4%) than men (-1.8m/-8.9% active) compared to 12 months earlier. Indications are that women found it easier to adapt to online and at-home alternatives and are also more likely to walk, so levels remain unchanged. Conversely, men are more likely to take part in team and racket sports than women, both of which were severely restricted during this period and saw large drops.

2.15.8 **Ages** - 16-34 With a drop of 10.1% or 1.4m people, the 16-34 age group has been hit hard by the pandemic. The proportion who were active dropped to below two-thirds during this period. Whereas activity levels amongst the 35-54 age group have shown more resilience than other age groups.

2.15.9 The 55-74 and 75+ age groups were seeing strong growth in activity levels until the pandemic hit, and both groups saw a sizable drop across the mid-March to mid-May period as a result of it.

2.15.10 **Social Economic** - The negative impact of the pandemic over the initial phase of lockdown disproportionately impacted those from lower social groups (NS-SEC 6-8).

2.15.11 **Disability** - With disabled adults and those with a long-term health condition asked to shield, their activity levels decreased.

2.15.12 **Ethnicity** - The pandemic has widened the inequalities observed between ethnic groups. Drops in activity levels were larger amongst those from Asian (excluding Chinese), Black and other ethnic backgrounds - indicating they have found it harder to find new ways to stay active.

2.15.13 It is worth Trafford Leisure monitoring these trends to see if the groups of people mentioned above return and are represented in Trafford leisure centres on re-opening.

2.16 **Consider the wider environment where people choose to be active**

2.16.1 This section looks at how the wider physical environment and infrastructure in Trafford Borough can enable more people to get active through active design. This is considered in three ways:

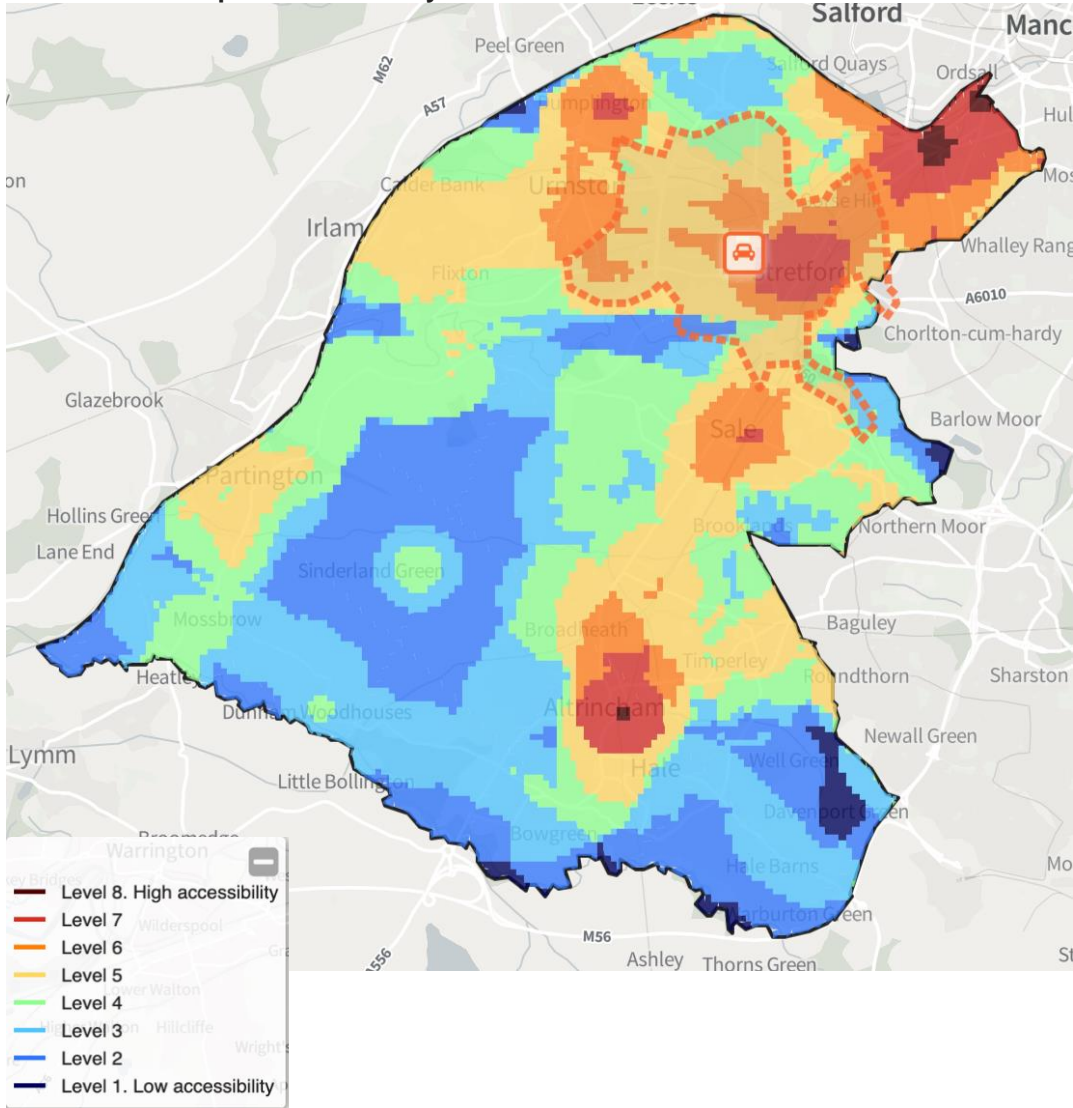
- Connectivity of the town, Active Travel Routes; cycling, walking and public transport.
- Active Design - How the environment within the local authority district will support and encourage sport and physical activity, particularly using the opportunities of the many open spaces.
- How future transport links and methods can contribute to ease of access to a local leisure centre.

2.16.2 The wider active environment is relatively well-mapped in Trafford with references in various strategies to Active Travel, Transport and Recreation. This is important for both local communities and workers accessing leisure facilities.

2.16.3 In the light of Covid-19, Trafford Council has announced more active travel initiatives. Any new replacement leisure centres should include an Active Travel Plan as transport and accessibility to any leisure centre is key to encouraging more use of leisure facilities. This should be extended to focus on working with existing stakeholders who have an interest in the active environment, active design (e.g. parks and open spaces, and planning).

2.16.4 As depicted in the figure overleaf, Trafford has mixed accessibility to public transport. However, within Stretford and Altrincham there are high levels of accessibility which will contribute to supporting links to the local leisure centres.

Figure 40 – Public Transport Accessibility for Trafford¹⁵



2.17 Active design

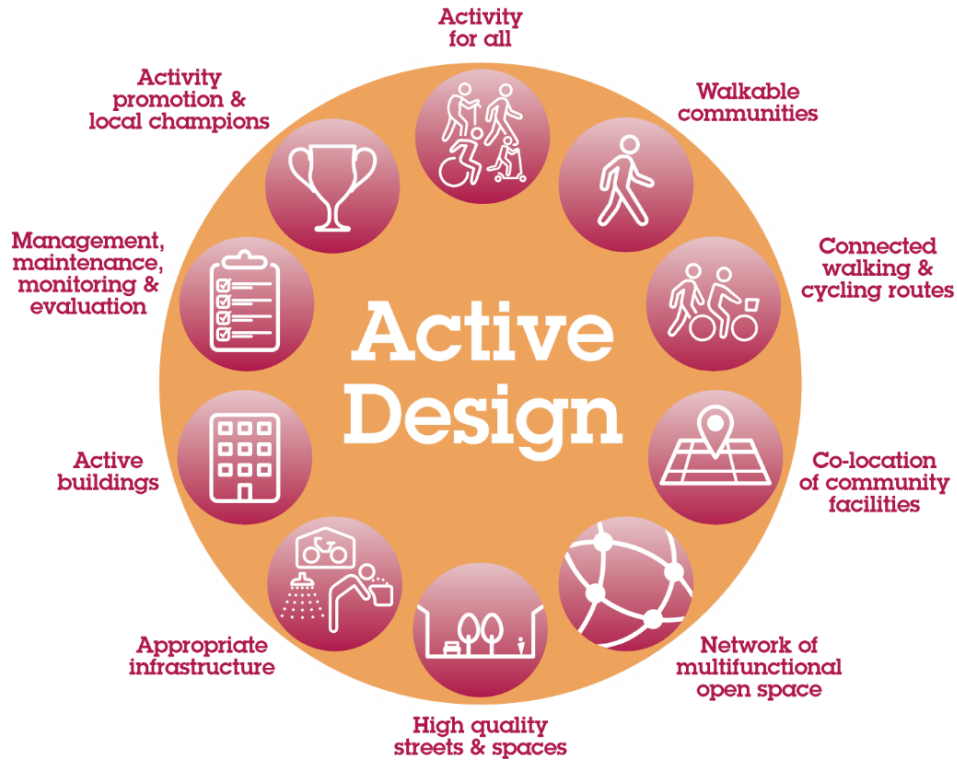
2.17.1 Sport England provides a number of best practice tools and guidance for Planning for Sport. Sport England’s Active Design guidance (soon to be superseded by Active Environments), has been developed in partnership with Public Health England, <https://www.sportengland.org/facilities-and-planning/active-design/>. It provides ten principles to inspire and inform the design and layout of cities, towns, villages, neighbourhoods, buildings, streets and open spaces to promote participation in sport, physical activity and active lifestyles.

¹⁵ Trafford Data Lab

https://www.trafforddatalab.io/explore/#zoom=11.668963612858887&latlng=53.41476512629909%20-2.360248245966117&dataset=public_transport_accessibility

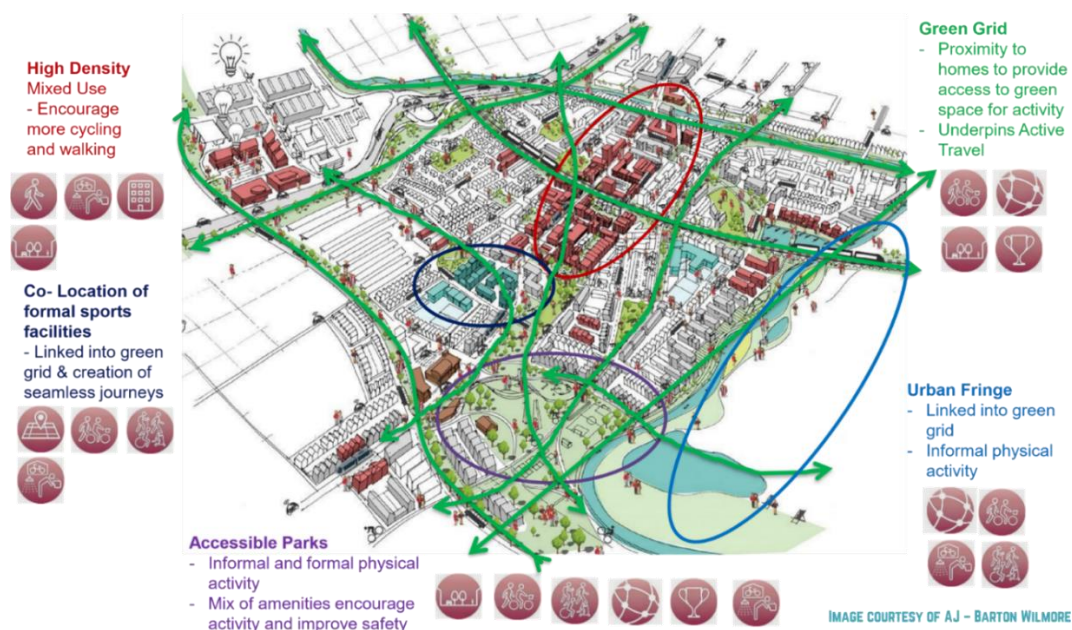
2.17.2 The ten principles are shown in the diagram below:

Figure 41 – Sport England’s Active Design guidance ten Principles



2.17.3 The environment where people choose to be active can be any place or space. How these spaces are designed and connect together to provide a coherent environment really matters. Place based thinking around a strategically planned physical environment can, in itself, encourage physical activity. In creating Active Environments there is a need to consider both the Physical and Social/Activation. An example of Active environments is shown below:

Figure 42 – An example of Active environments



2.17.4 The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraph 96 outlines the planning policies for the provision and protection of sport and recreation facilities.

Figure 43 – NPPF

“Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required”.

2.17.5 Planning policies and decisions should aim to achieve healthy, inclusive and safe places (paragraph 91) which:

- a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example, through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;
- b) are safe and accessible, so that crime and disorder and the fear of crime, do not undermine the quality of life or community cohesion – for example, through the use of clear and legible pedestrian routes and high quality public space, which encourage the active and continual use of public areas; and
- c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example, through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

2.18 Active Transport

2.18.1 The National Planning Policy Framework February 2019, ‘**Promoting Sustainable Transport**’, mentions that transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

‘opportunities to promote walking, cycling and public transport use are identified and pursued’

2.18.2 In April 2017, the Government published its first **Cycling and Walking Investment Strategy**¹⁶, setting out the Government’s ambition to make walking and cycling the natural choices for shorter journeys or as part of a longer journey. The ambition of the strategy is to deliver Better Safety, Better Mobility and Better Streets by 2040.

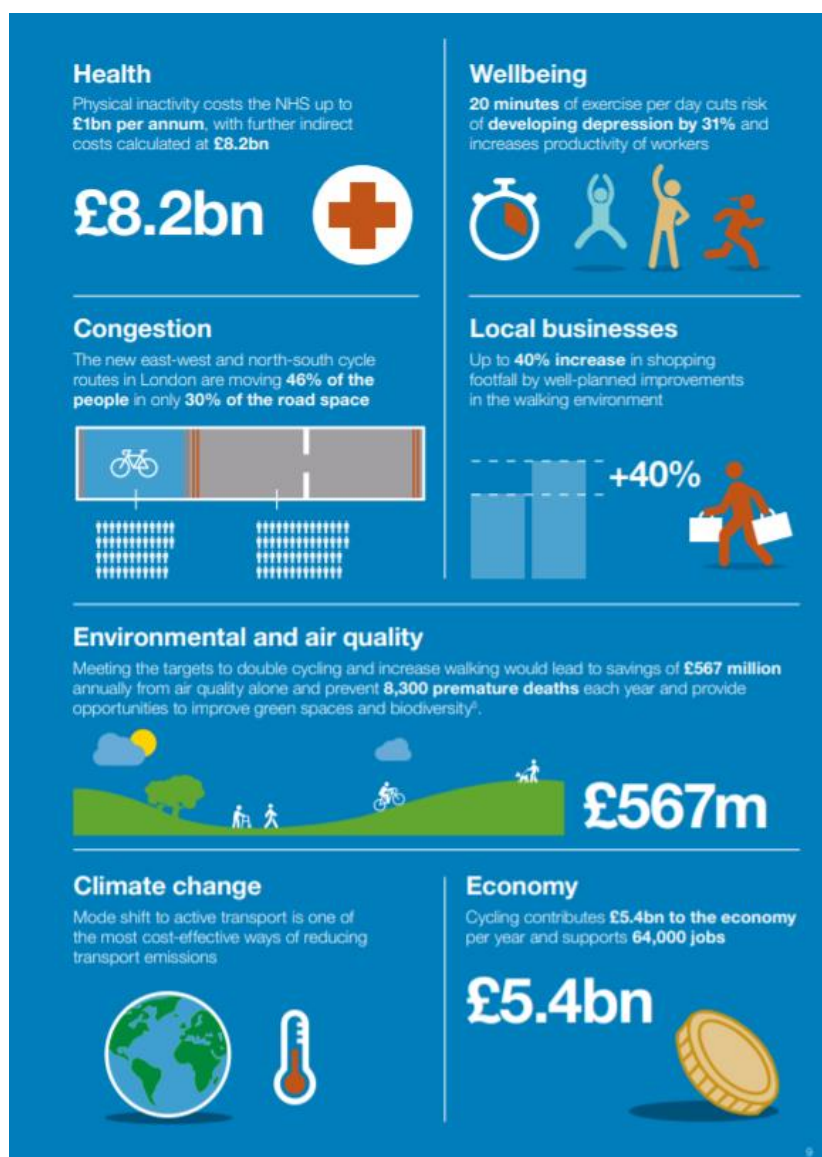
2.18.3 The strategy detailed the need to prepare a **Local Cycling and Walking Infrastructure Plan (LCWIP)**¹⁷ to take a strategic approach in improving conditions for, and thus increasing, walking and cycling.

¹⁶ Local and Walking Infrastructure Plan, Department for Transport, April 2017

¹⁷ Local Cycling and Walking Infrastructure Plans Technical Guidance for Local Authorities, Department for Transport 2017

2.18.4 The recent **Department of Transport – Gear Change A bold vision for cycling and walking (2020)** highlights the many benefits of cycling and walking investment as seen in the infographic below.

Figure 44 – The benefits of cycling and walking investment¹⁸



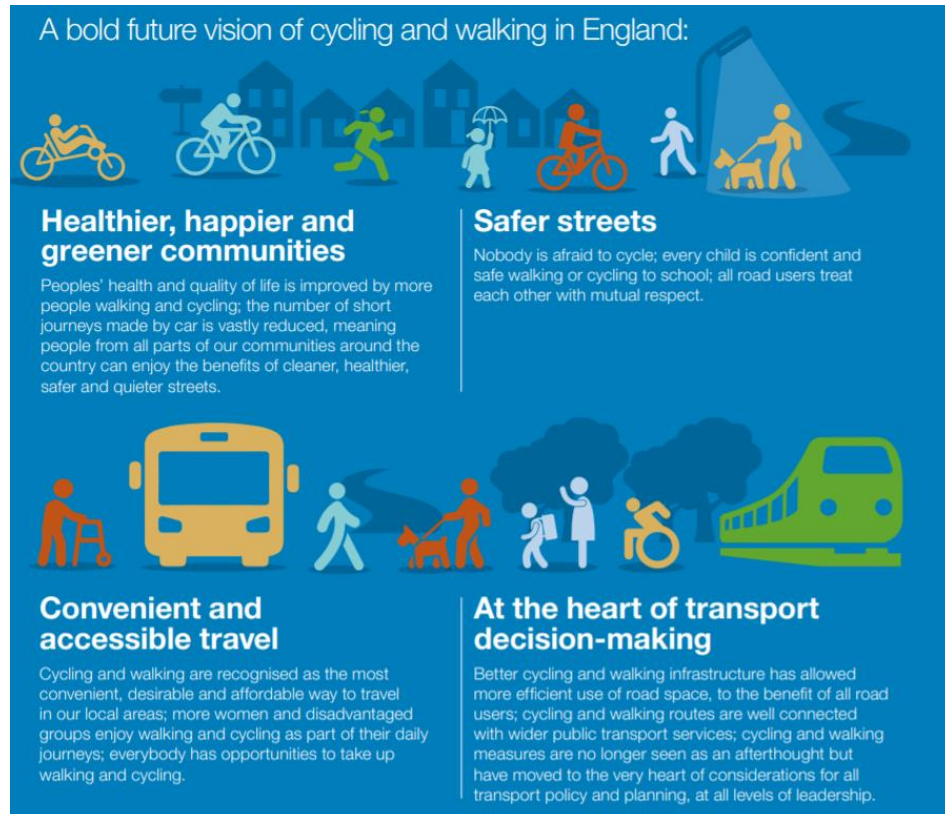
2.18.5 **Department of Transport – Gear Change ‘A bold vision for cycling and walking’ (2020)** vision is;

“England will be a great walking and cycling nation. Places will be truly walkable. A travel revolution in our streets, towns and communities will have made cycling a mass form of transit. Cycling and walking will be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030”

¹⁸ Infographic from DFT (2018) Government Response to Call for Evidence Cycling and Walking Investment Strategy: Safety Review (2018). Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/758519/cycling-walking-investment-strategy-safetyreview.pdf

2.18.6 The **vision** extends to healthier, happier and greener communities, safer streets, convenient and accessible travel as shown below. It also highlights the importance of active travel with better cycling and walking infrastructure being at heart of all transport policy and planning.

Figure 45 – Department of Transport future vision of cycling and walking in England



2.18.7 Important considerations for new facilities and services are transport links, and opportunities for 'Active Transport'.

2.18.8 **Greater Manchester**

2.18.9 The Mayor's ambition for Greater Manchester is for it to be "*the best place in the UK to grow up and grow old in, to live and work in and to get on in life*".

2.18.10 The **Made to Move report**¹⁹ was published by the Greater Manchester Combined Authority (GMCA). It set out a 15-step plan to transform Greater Manchester and was unanimously adopted by the region's ten district leaders.

2.18.11 The stated goal of the Made to Move strategy is:
"To double and then double again cycling in Greater Manchester and make walking the natural choice for as many short trips as possible. We must do this by putting people first, creating world class streets for walking, building one of the world's best cycle networks, and create a genuine culture of cycling and walking."

2.18.12 On 29 March 2018, GMCA agreed to allocate £160 million of Greater Manchester's Transforming Cities Fund to develop a **Mayor's Cycling and Walking Challenge Fund (MCF)**²⁰.

¹⁹ Made to Move, Greater Manchester Combined Authority, December 2017

²⁰ Transforming Cities Fund, Greater Manchester Combined Authority, March 2018

- 2.18.13 The **Bee Network**²¹ was published in June 2018 and is a vision to make Greater Manchester an easier place for people to get around on foot or by bike, by having a fully joined-up walking and cycling network.
- 2.18.14 Greater Manchester’s Cycling and Walking Commissioner states that the development of the “*network is not for people who already cycle or walk for the majority of their journeys. Its focus is to enable the two thirds of people who currently use their car as their main mode of transport to walk or cycle more.*”
- 2.18.15 This forms part of the **Greater Manchester Transport Strategy 2040**, originally published in February 2017, and was subsequently updated in October 2018²² incorporating the walking and cycling infrastructure proposals. This includes Streets For All, a series of projects to make our streets more focused on people and places, rather than just vehicle traffic.
- 2.18.16 **Trafford**
- 2.18.17 Trafford Council recognises the importance of Active Travel and is currently developing a Trafford walking and cycling strategy. This strategy will align with the physical activity strategy and SOPM work.
- 2.18.18 The **Trafford Corporate Plan 2018 – 2022** identifies actions under Priority 6 ‘**Green and Connected**’;
- to make it easier to move around the borough;
 - to improve our transport links across the borough; and,
 - to reduce the impacts of climate change in Trafford
- 2.18.19 The Corporate Plan also explains that;
- “Our **green spaces are vital to the health and wellbeing of residents**. Therefore, we will be encouraging their continued use throughout proper maintenance and **promotion of active lifestyles**. We will make sure our green spaces, streets, and other public spaces are clean, attractive and safe, and that residents, visitors, and businesses are actively involved in contributing to this. Similarly, a **connected transport system** is an important component of a **good balance between work and family, thereby affecting the wellbeing of residents**. It is therefore a priority to continue to improve our links of public and private transport.”
- 2.18.20 The **Trafford Together** document specifies under the ‘Green and Connected’ priority;
- Develop new cycling and walking routes through the Made to Move programme e.g. Beelines
- 2.18.21 The **Trafford Health & Wellbeing Strategy** ‘Live Well’ priority states ‘To reduce physical inactivity’ will be ‘through improved urban design, increasing activity in daily life, through active travel and promotion of sporting and leisure activities.’
- 2.18.22 As mentioned above more recently (21 May 2020)²³, Trafford Council announced plans to support safe and greener boroughwide travel by creating a cycle lane along

²¹ Bee Network, Greater Manchester Combined Authority, June 2018

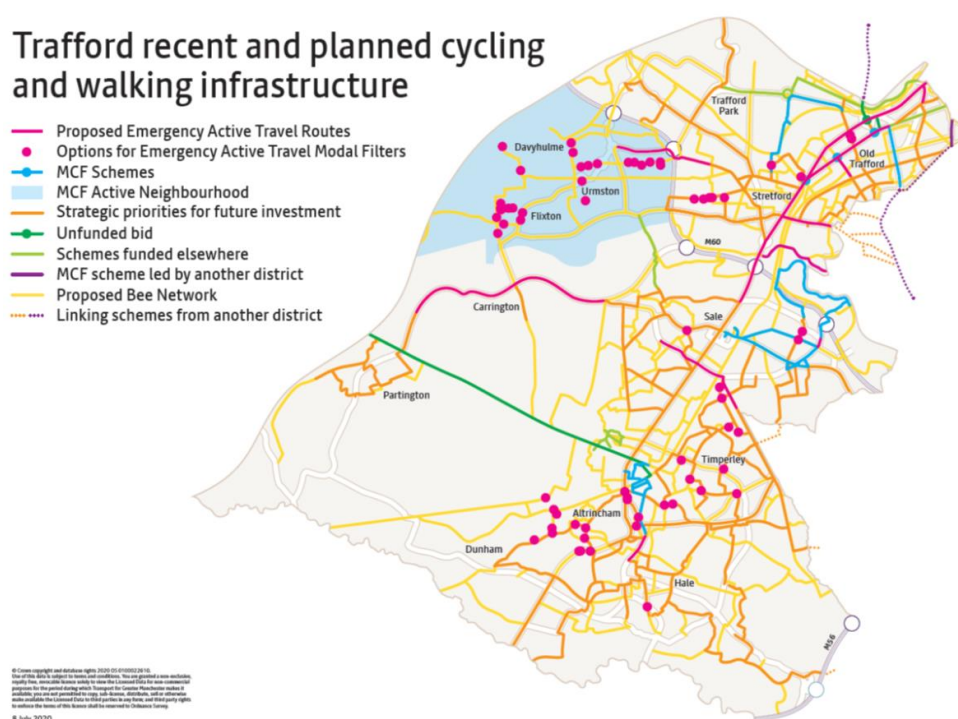
²² Greater Manchester Transport Strategy 2040 Progress Report (Feb 2017 – Oct 2018), Greater Manchester Combined Authority, October 2018

²³ <https://www.trafford.gov.uk/residents/news/articles/2020/20200521-Trafford-Council-announces-ambitious-plans-to-support-safer-and-greener-borough-wide-travel.aspx>

the A56 through the borough as part of its plan to improve cycling and walking options for residents and commuters.

- 2.18.23 This scheme received money from the Greater Manchester Mayor’s Cycling and Walking Challenge Fund. This is in response to the Covid-19 pandemic to help ensure people make essential journeys safely and also to deliver its longer term ambitions for a cleaner and greener transport network that will support and encourage more active travel and a reduction in car journeys.
- 2.18.24 The key focus will be on shifting road user priority away from motor vehicles and towards safer and more environmentally friendly ways to travel.
- 2.18.25 This is reinforced by a £21m scheme to improve facilities for walkers and cyclists across Trafford under the Transport for Greater Manchester (TfGM) proposals, £10.4m will be spent to create a safe, high-quality and attractive walking and cycling route linking Sale town centre, Sale Moor and Sale Water Park, connecting with Chorlton (Manchester) . West Trafford will also benefit from the Bee Network scheme, with an £11.5m proposal announced for the Urmston area. A range of improvements are planned, from upgraded crossings to improved signage²⁴.

Figure 46 – Trafford Recent and Planned Cycling and Walking Infrastructure (July 2020)²⁵



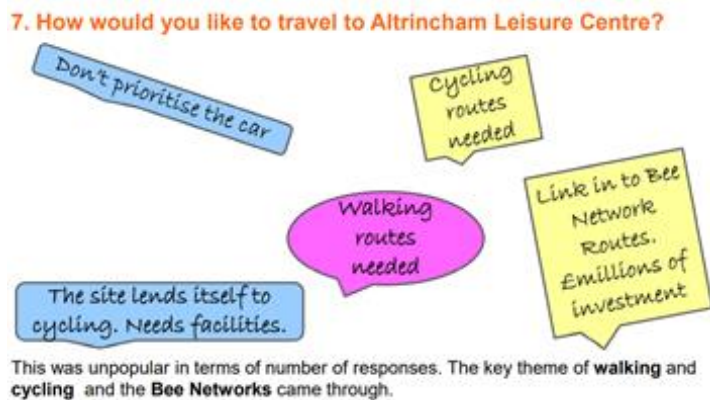
2.18.26 Trafford Council also promote a ‘Lift Share’ policy. Lift Share enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together and share the costs, whilst reducing congestion and pollution at the same time.

²⁴ 2nd July 2019 <https://www.trafford.gov.uk/residents/news/articles/2019/20190702-Transport-bosses-announce-scheme-to-improve-Traffords-walking-and-cycling-facilities.aspx>

²⁵ Map taken from the draft Trafford walking & cycling strategy 2020

2.18.27 The Altrincham Consultation 2019 asked several questions about the modes of transport to Altrincham Leisure Centre with car/motorbike being used the most (59%) followed by walking, run or self-powered (29%). When asked at public consultation events as to how people would like to travel to Altrincham Leisure Centre the adjacent comments were made.

Figure 47 – Altrincham Consultation – Modes of transport



2.19 Outdoor activity

- 2.19.1 The Borough wide key stakeholder consultation identified the importance of opportunities within green spaces e.g. Sale Waterpark, Mersey meadows, City of Trees and Altrincham Golf Course to help increase physical activity.
- 2.19.2 The consultation also noted that during lockdown Wigan undertook activities within housing estates, for example with Yoga at your Gate, and these types of activities would be beneficial going forward.
- 2.19.3 There are opportunities around the overall sites to improve outdoor facilities for physical activity and to promote activity across the generations. As cited in The **Trafford Corporate Plan 2018 – 2022** highlights action in Priority 6 ‘**Green and Connected.**’
- to encourage people to use our green spaces and be more active;
- 2.19.4 The **Trafford Sport & Physical Activity Strategy outlines** the Partnership’s ambition for Trafford which is under pinned by three key themes, one of which is;
- **Active Places:** concentrating on the transformation of our places and spaces to make physical activity the easy choice.

2.19.5 Parks in Trafford Borough

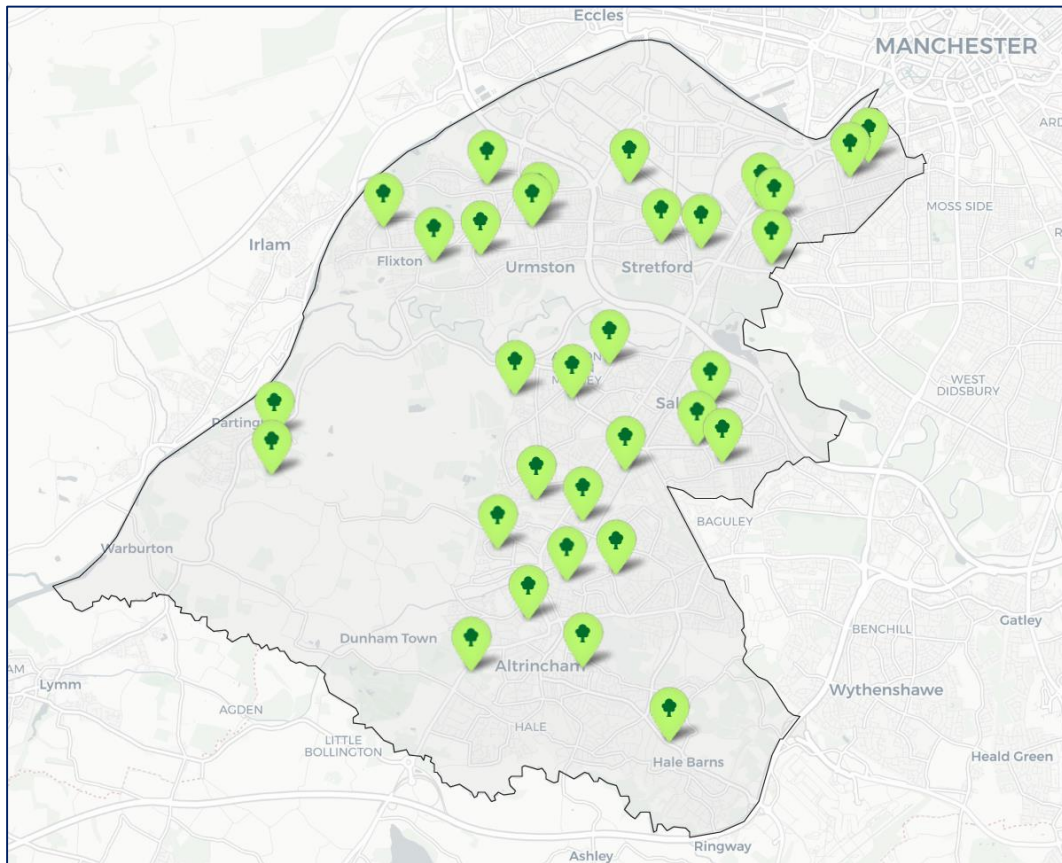
- 2.19.6 There are numerous parks that are open to the public across Trafford. With the Green Flag Award **scheme** awarded to 11 of these parks in 2019/20 (see those with asterisk below). 7.8% of Trafford is covered by green space, 1.01% of this is open to the public (public parks, gardens and green space) which equates to 106.8 hectares, this is higher than the England average (0.8%).²⁶
- 2.19.7 Parkruns are established in Longford Park (Stretford Parkrun), Sale Water Park and Seymour Park, with Walk for Health Trafford offering regular organised walks in the area to encourage physical activity within Trafford.
- 2.19.8 Couch to 5k has been successful with people starting at Sale Leisure Centre – 150 people and 70 completed, free of charge and very positive

Table 6 – Parks in Trafford sport facilities

Parks in Trafford	
Abbotsfield Park (tennis, bowling green)	Lostock Park* (football, bmx, skate park)
Ashton Park (tennis, basketball, bowling, football)	Marje Kelly Park (football)
Broadway Park (football)	Moor Nook Park (basketball, bowling, football)
Cross Lane Park (bowling, football, bmx, skate park)	Moss Park (basketball, football)
Dainewell Park (bmx)	Navigation Park (bowling, football)
Davies Road	Newton Park (outdoor gym, football)
Davyhulme Park* (tennis, basketball, bowling, football, stake park)	Pickering Lodge (tennis, basketball, bowling, football)
Denzell Gardens*	Seymour Park (basketball, football)
Flixton Park*	Stamford Park (tennis, basketball, bowling, football)
Golden Hill Park (bowling, football)	Victoria Park* (tennis, basketball, bowling, football)
Gorse Hill Park (basketball)	Walkden Gardens*
Halecroft Park (tennis, football)	Walton Park* (tennis, bowling, football)
Hullard Park* (bowling, football)	Weathercock Farm (football)
John Leigh Park* (tennis, bowling)	Woodheys Park* (football)
King George V Pool	Woodsend Park (football)
Longford Park (tennis, basketball, bowling, football)	Woodstock Park
	Worthington Park* (bowling)

²⁶ Source: OS data © Crown copyright and database right 2017. Ordnance Survey (OS) publish the locations and extent of green spaces that are likely to be accessible to the public. The data include the following types of green spaces: allotments or community growing spaces, bowling greens, cemeteries, religious grounds, golf courses, other sports facilities, play spaces, playing fields, public parks or gardens and tennis courts.

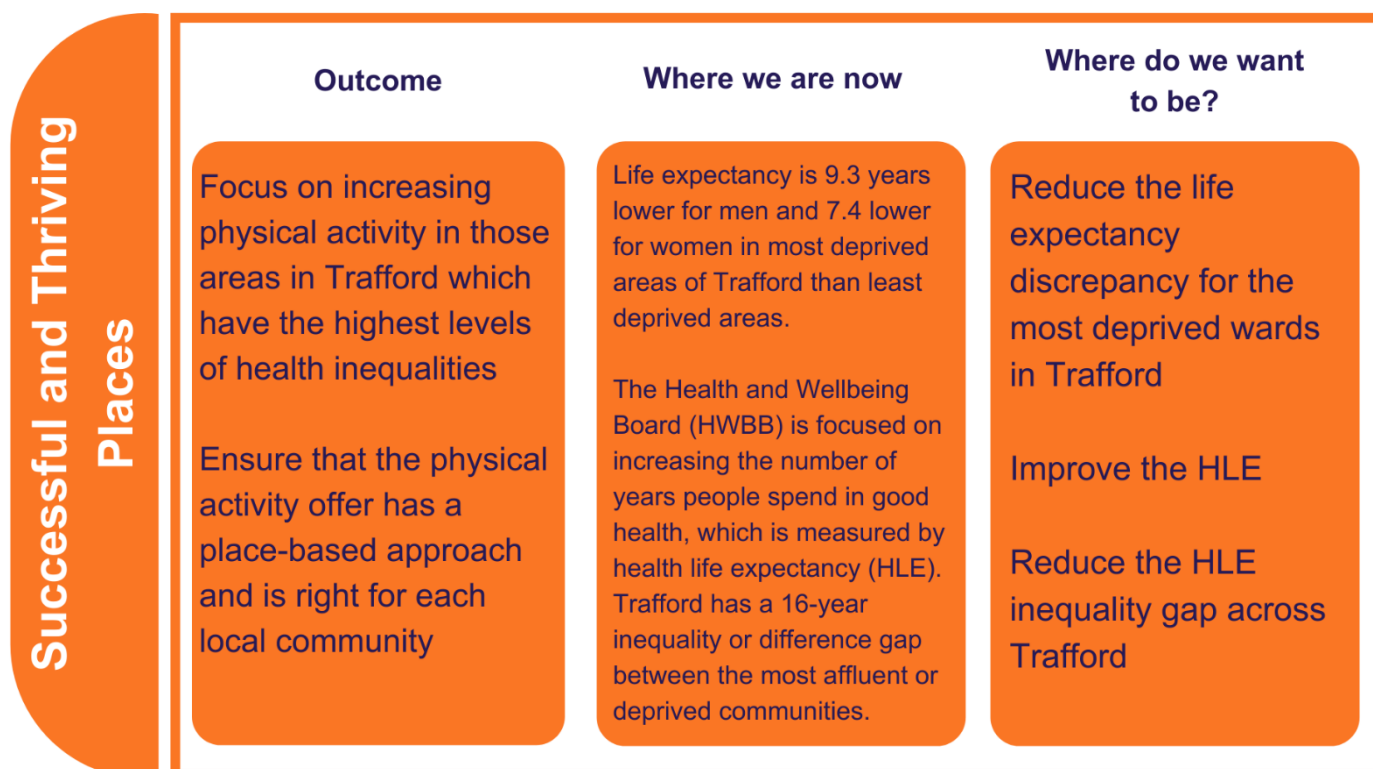
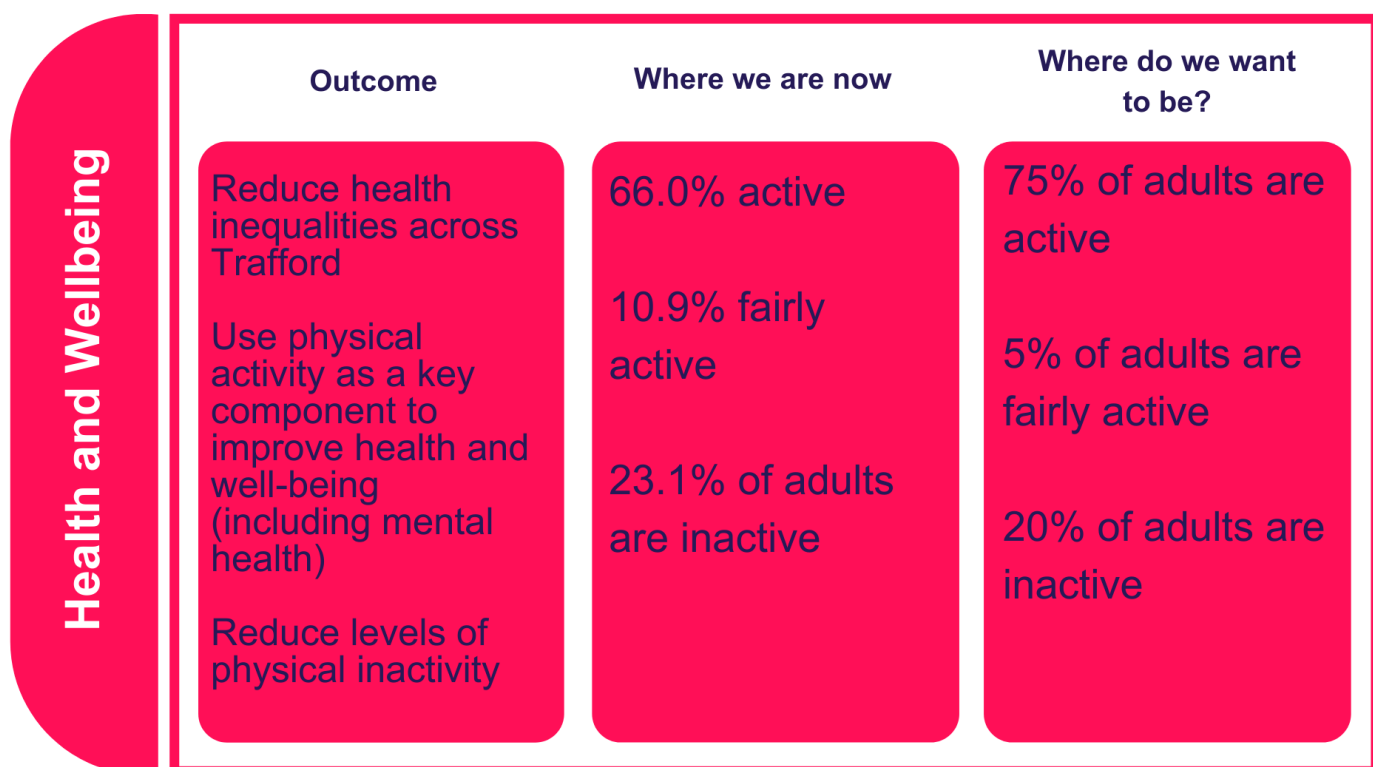
Figure 48 – Map of parks in Trafford



2.20 Establish where you are now and where you want to be in the future

2.20.1 Following the insight gathered in this section combined with the outcomes identified in figure 10 these have been expanded in the table overleaf which sets out where Trafford is now and the future direction of travel.

Figure 49 – Trafford strategic objectives now and in the future



Children and Young People	Outcome	Where we are now	Where do we want to be?
	<p>Every child and young person has a range of opportunities to be active</p> <p>Children enjoy being active</p> <p>Levels of inactivity are reduced</p> <p>More children reach the (CMO) recommended levels of physical activity</p>	<p>47.5% children active everyday</p> <p>23.4% children fairly active</p> <p>29.1% children are less active</p>	<p>60% children active everyday</p> <p>20% children fairly active</p> <p>20% children are less active</p>

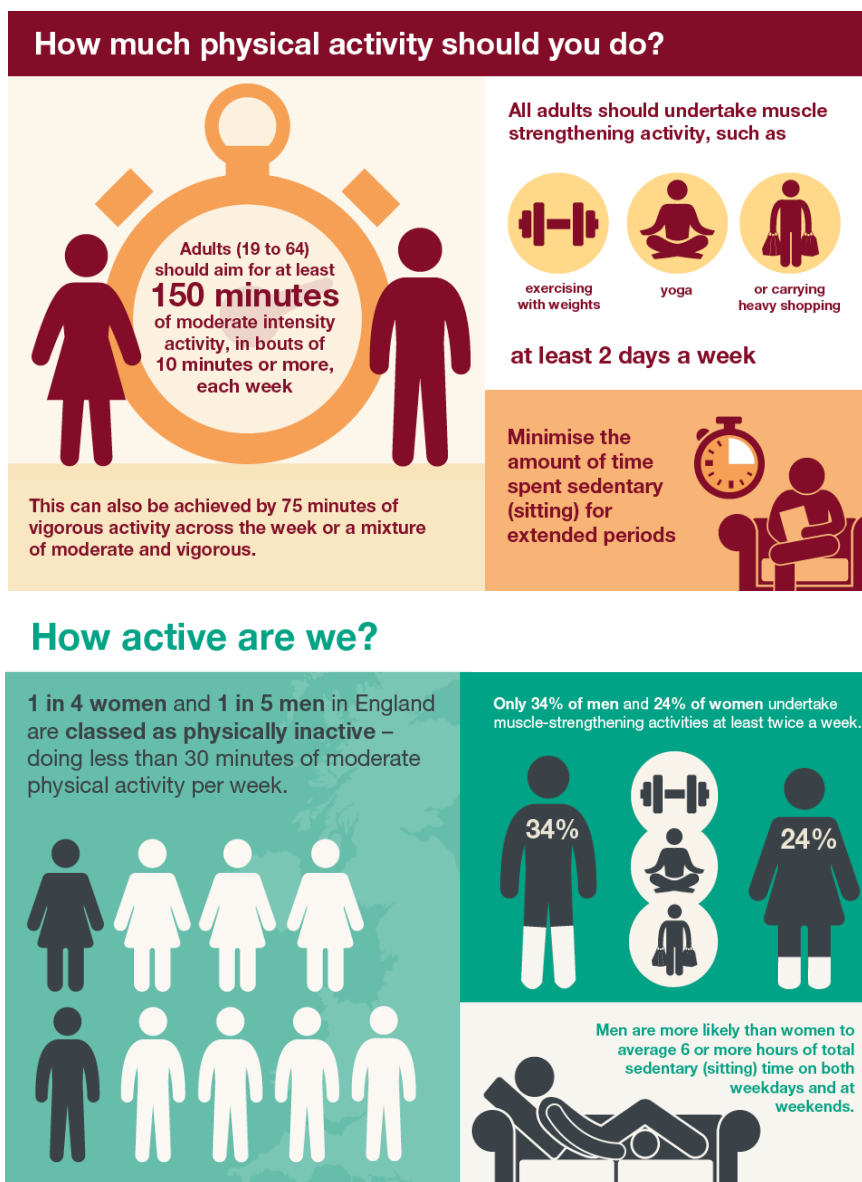
Green and Connected	Outcome	Where we are now	Where do we want to be?
	<p>Create environments where active travel is an easy choice</p> <p>Increase access to parks, open and green spaces for physical activity</p>	<p>Any Walking - 5 times a week: 30.7%</p> <p>Walking for travel - 3 times a week: 24.1%</p> <p>Any Cycling - once a week: 10.1%</p> <p>Cycling for travel - once a week: 6.4%</p>	<p>Any Walking - 5 times a week: 40%</p> <p>Walking for travel - 3 times a week: 30%</p> <p>Any Cycling - once a week: 20%</p> <p>Cycling for travel - once a week: 10%</p>

APPENDIX 1 – National Strategies

This section covers national strategies and the priorities to be considered when investing in sports, leisure and physical activity facilities and services and the outcomes that should be delivered.

Public Health England recommendations for the amount of physical activity adults should undertake, as well as the actual levels of activity, are set out in the infographics below.²⁷

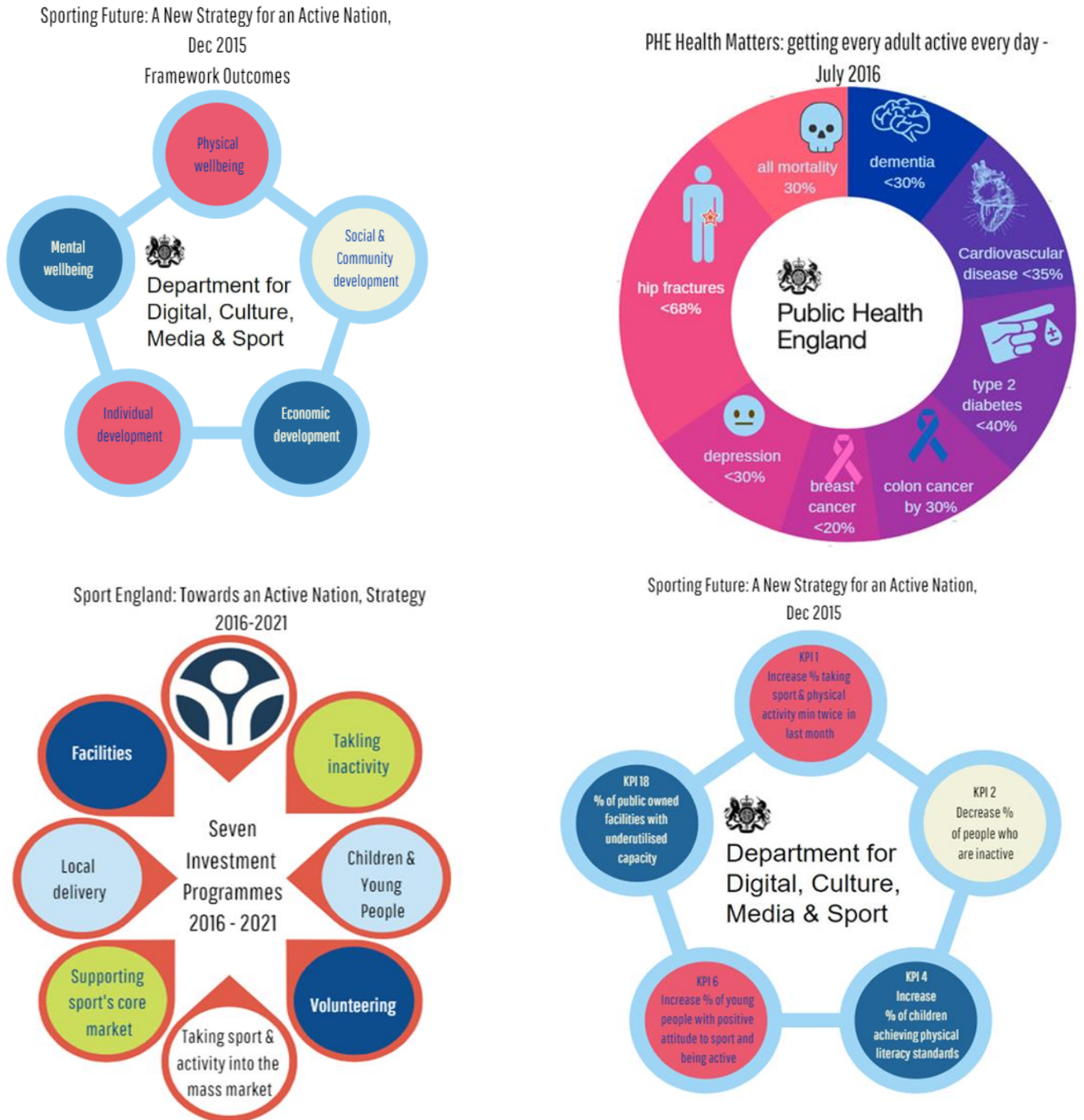
Figure 50 – Recommended Level of Activity



²⁷ PHE Health Matters: getting every adult active every day July 2016

As shown, there is a wide gap between the recommended levels of activity and what the nation is actually achieving. In response to this, DCMS and Sport England have developed their own sports strategies and investment programmes to positively impact the levels of activity across England with particular focus on the inactive. We have taken the most relevant KPIs from the DCMS strategy.

Figure 51 – National strategies



UK Chief Medical Officers' Physical Activity Guidelines – September 2019. These updated guidelines include recommendations for at least 150 minutes of moderate intensity activity per week, or 75 minutes of vigorous activity or a combination of both. For the first time, the guidelines also provide information on physical activity for:

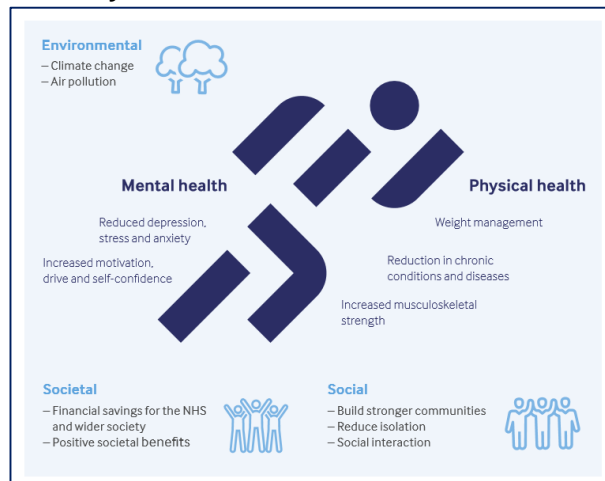
- **Disabled adults:** physical activity provides the same benefits for disabled people as the rest of the population, such as improving fitness, making daily tasks easier and creating new opportunities to meet people. Any myths about physical activity being inherently harmful for disabled people should be dispelled.
- **Pregnant women:** specific benefits include reduction in hypertensive disorders, improved cardiorespiratory fitness, lower gestational weight gain, and reduction in risk of gestational diabetes.
- **Women after childbirth:** specific benefits include reduction in depression, improved emotional wellbeing, improved physical conditioning, and reduction in postpartum weight gain and a faster return to pre-pregnancy weight.

Figure 52 – CMO guidelines 2019 for older adults



British Medical Association (BMA) ‘Get Moving Report’, October 2019 - Steps to increase physical activity levels in the UK. This briefing examines the wide range of benefits of physical activity (see diagram below), the current low levels of physical activity in the UK and the significant inequalities that exist in levels of physical activity within the population. Policy recommendations are across four core parts of people’s lives – **travel** (increased investment in active travel), **leisure** (access to open spaces and recreation facilities), **school** (physical education recognised and protected as an essential part of the school curriculum) and **work** (encourage active travel).

Figure 53 – Benefits of Activity



DCMS School Sport and Activity Action Plan, July 2019. The government has three overarching ambitions for this plan:

- All **children and young people** take part in **at least 60 minutes of physical activity every day**. As set out in the Childhood Obesity Plan, at least 30 minutes should take place in schools, and the remaining 30 outside the school day.
- Children and young people have the opportunity to realise developmental, character-building experiences through sport, competition and active pursuits.
- All sport and physical activity provision for children and young people is designed around the principles of physical literacy, focuses on fun and enjoyment and aims to reach the least active.

The recent **Department of Transport – Gear Change A bold vision for cycling and walking (2020)** highlights the many benefits of cycling and walking investment as seen in the infographic below.

APPENDIX 2 – Key Stakeholder Consultation Findings

Figure 54 – Stakeholder Findings

Stakeholders

Organisation	Partnership working with a new leisure centre in Altrincham
Leisure Operator, Trafford Leisure	N/A
Pennine Care	Referrals to Trafford Leisure for physical activity including a transfer / sign off process including Trafford Leisure. Link to physios to support customer transition to more independent rehabilitation. Training Trafford Leisure staff in wellbeing and nutrition, mental health, Delivering joint sessions.
Bluesci	Physical Activity Referral from mental health practitioner working with Bluesci. Bluesci want Trafford Leisure to increase the amount of out reach work that they do.
Altair	Masterplanning the locality so the whole site works together.
Network Rail	The practical aspect of the connection between travel and the site.
The Design Council	Work with the architects during the development of the design
Altrincham Neighbourhood Business Plan (ANBP)	The ANBP group would like the leisure centre to link in with the actual ANBP including the objectives above and as per the published ANBP https://www.trafford.gov.uk/planning/strategic-planning/docs/Adopted-Plan.pdf
Clinical Commissioning Group (CCG)	Strong links to services in the locality including the Altrincham Health and Wellbeing Hub as well as the hospital in Altrincham. Using flexible space to deliver clinics. Allowing partners to use the facilities and work on a transition route from GP to exercise.
Altrincham and Bowdon Civic Society	Good communication between the leisure centre and the community with the leisure centre responding to the community needs.
Altrincham BID	Work with Trafford Leisure to increase footfall, attract talent and open up Altrincham more in terms of number of people, events and transport.
GP - Dr Yvonne Burke	Continue to develop the physical activity referrals scheme
Public Health - Eleanor Roaf	Working together on the Trafford Partnership Sport and Physical Activity Partnership

Stakeholders

Organisation	Concerns about a new leisure centre in Altrincham?
Leisure Operator, Trafford Leisure	The offer has to be right and cater for the locality.
Pennine Care	Training staff adequately in areas that support the work undertaken
Bluesci	The link to mental health not being strong enough is the concern.
Altair	How the whole site works together is key to the success of the locality.
Network Rail	Concerns focus on the connectivity / accessibility between the sites.
The Design Council	Concern that the design will not fit in with Altrincham
Altrincham Neighbourhood Business Plan (ANBP)	The concerns centre around the centre adding to the Altrincham area in terms of the vision set out in the ANBP.
Clinical Commissioning Group (CCG)	A concern of not working with partner organisations as the full benefit would not be seen if this turned out to be the case.
Altrincham and Bowdon Civic Society	There is a feeling among the community that consultation is merely a box ticking exercise and that decisions have already been made. There is a concern about the competition in relation to gyms in Altrincham and if this would be positive. The Civic Society would prefer larger flexible space and used for physical activity as well as shows and events.
Altrincham BID	Needs to link in to a wider Altrincham Masterplan.
GP - Dr Yvonne Burke	The main concern is the leisure centre not working well with the excellent work being undertaken by the local clubs in the area in terms of physical activity.
Public Health	The main concern is the leisure centre not catering for key sections of the community such as not having a "frailty offer" for people that need this which could be 60+ or not having strength, balance and flexibility sessions for the 40 - 60 group. Sessions that are dementia friendly will be important as well.

APPENDIX 3 – Population Figures, Future Predictions and Housing Development Population Growth Estimate

Figure 55 – Trafford Local Plan Adopted 2012 – Housing Delivery

TABLE LI: Net Minimum indicative Housing Development Target 2008/09

	2008/9 - 2010/11	2011/12 - 2015/16	2016/7 - 2020/1	2021/2 - 2025/26	TOTAL	% BROWN-FIELD
SL1 Pomona Island Strategic Location	0	350	450	0	800	100%
SL2 Trafford Wharfside Strategic Location	0	400	300	200	900	100%
SL3 LCCC Strategic Location	0	60	300	40	400	100%
SL4 Trafford Centre Rectangle Strategic Location	0	250	250	550	1,050	0%
SL5 Carrington Strategic Location	0	360	600	600	1,560	100%
Strategic Locations Total	0	1,420	1,900	1,390	4,710	78%

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	2008/9 - 2010/11	2011/12 - 2015/16	2016/7 - 2020/1	2021/2 - 2025/26	TOTAL	% BROWN-FIELD
Other Trafford Park/ North Trafford Area Sites	300	725	525	300	1,850	95%
South City Region Area Regeneration/ Town Centre Schemes	100	475	375	350	1,300	58%
Other South City Region Sites	1,000	1,350	1,000	1,000	4,350	90%
South City Region Area Total *	1,100	1,825	1,375	1,350	5,650	85%
Trafford RSS Target	1,730	2,890	2,890	2,890	10,400	80%
RSS Target + 20% NGP Allowance (to 2018).	2,080	3,470	3,010	2,890	11,450	80%
Policy LI Net Minimum Indicative Development Target	1,400	3,970	3,800	3,040	12,210	83%

* The South City Region Area Total includes the Trafford Park Area Sites, the South City Region Area Regeneration/Town Centre Schemes and the Other South City Region Sites.

Table 7 – Population Predictions ONS 2018 (green indicating an increase, red a decrease)

	2018	2020	2025	2030	2035	2040
0-4	14,701	14,325	13,810	13,960	14,170	14,770
5-9	16,663	16,694	15,906	15,321	15,464	15,720
10-14	16,174	17,013	17,666	16,802	16,192	16,328
15-19	13,156	13,220	15,389	15,861	15,031	14,584
20-24	10,431	10,024	9,094	10,417	10,926	10,409
25-29	12,690	12,789	12,359	11,616	13,165	13,766
30-34	15,094	14,941	15,293	14,597	13,811	15,574
35-39	17,198	17,621	17,439	17,784	16,915	16,053
40-44	16,659	17,305	18,992	18,993	19,315	18,359
45-49	17,631	17,196	17,265	18,907	19,002	19,290
50-54	17,335	16,857	16,316	16,352	17,900	18,041
55-59	15,387	16,272	15,785	15,234	15,243	16,688
60-64	12,473	12,999	14,923	14,539	14,013	14,023
65-69	10,935	10,771	11,821	13,597	13,313	12,833
70-74	10,362	10,623	9,777	10,773	12,442	12,261
75-79	7,488	7,840	9,464	8,770	9,730	11,306
80-84	5,932	6,056	6,282	7,639	7,160	8,036
85-89	3,829	3,841	4,109	4,359	5,374	5,127
90+	2,232	2,425	2,613	2,875	3,195	3,925
All ages	236,370	238,813	244,303	248,396	252,357	257,092

APPENDIX 4 – Leisure Database full report

Full Leisure Database report sent to client separately

Disclaimer

Although the information in this report has been prepared in good faith, with the best intentions, on the basis of professional research and information made available to us at the time of the study, it is not possible to guarantee the financial estimates or forecasts contained within this report.

Max Associates cannot be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any information provided within this report. We have relied in a number of areas on information provided by the client and have not undertaken additional independent verification of this data.