

TRAFFORD COUNCIL

Report to: Executive
Date: 13 December 2021
Report for: Discussion
Report of: Executive Member for Culture and Leisure

Report Title

Refresh of Trafford Moving: Trafford's Physical Activity and Sport Strategy

Summary

Trafford Moving, the borough's physical activity and sport strategy, was adopted by the council in 2018. Since 2018 there has been a shift in focus to holistic whole system approach that collectively address the complex barriers often faced by residents to increasing activity levels. This has been shaped, in part, by the Sport England funded Local Pilots and the refresh and relaunch of Sport England strategy. This has also triggered a refresh of GM Moving, the physical activity strategy for Greater Manchester. All of these factors and relatively consistent levels of inactivity in Trafford indicate it would be prudent to refresh Trafford Moving.

Recommendation(s)

It is recommended that the Executive:

- a) Approve a more in-depth consultation between January and March 2022
- b) Approve 10 year time-line to align with GM Moving and Sport England
- c) Approve the Community Based approach

Contact person for access to background papers and further information:

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Background Papers: none

Implications:

Relationship to Policy Framework/Corporate Priorities	This work supports the Council's Corporate Plan priorities of Health and Wellbeing, Pride in our Area and Successful and Thriving Places. The Strategy is also support the Health and Wellbeing Strategy, Leisure Strategy and Active Travel Strategy.
Relationship to GM Policy or Strategy Framework	Strategy links to GM Moving's GM In Action Strategy
Financial	Strategy once consulted on will determine how grants and LCC s111 contribution will be spent. The consultation will be funded via the Leisure Services budget
Legal Implications:	Not applicable
Equality/Diversity Implications	The strategy seeks to address inequalities by providing inclusive access for sport, physical activity and leisure
Sustainability Implications	Not applicable
Carbon Reduction	Not applicable
Resource Implications e.g. Staffing	Not applicable

/ ICT / Assets	
Risk Management Implications	Not applicable
Health & Wellbeing Implications	The strategy will positively effect residents health and wellbeing by increasing physical activity levels
Health and Safety Implications	Not applicable

1. Background

1.1 The vision of Trafford Moving is to enable residents in Trafford to move more every day, by increasing the opportunities for residents to be more active and to help people sustain this activity as part of their everyday lives

1.2 Trafford, compared to data for England and other GM authorities, as shown in Table 1, has a relatively active population. The issue however is that there are population groups and communities within the borough where this isn't the case. These locations and population groups (noted below), based on Active Lives Data (2020) and Public Health data (2019), have consistently lower levels of activity when compared to other areas and demographics in Trafford.

1.3 Table 1: Inactivity Levels (Active Lives Survey 2020)

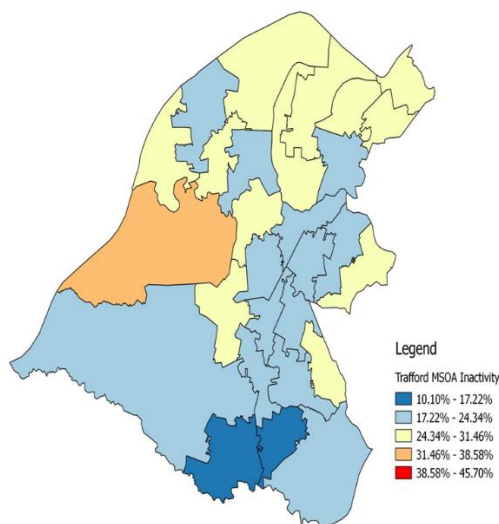
	Trafford	GM	England
Inactive	22.90%	31.20%	27.10%
Fairly Active	12.30%	11%	11.50%
Active	64.80%	57.80%	61.40%

Inactive < 30 mins per week, Fairly Active 30-149 of activity per week, Active, 150 mins+ per week

1.4 Inactivity data also indicates that the groups below are more likely to be inactive, in that they do less than 30 mins of activity per week and in some cases, no activity at all;

- Children & Young People (29.5 % of pupils active > 30 mins per day)
- Women & Girls (22.3% males inactive: 23.6% of females inactive)
- Older adults (60.5% of adults aged 75+ are inactive)
- BAME residents
- Those with disabilities and LTC (47% are inactive)
- Those from low socio-economic groups

The heat map below also indicates where inactivity is highest within the borough, these locations correlate with a number of other interrelated issues, all of which increase the likelihood of inactivity.



Physical Activity Levels (Active Lives 16 +)

1.5 Inactivity has significant knock on effect to Healthy Life Expectancy, especially when comparing more active and affluent communities to those less affluent and less active. Staying active enables people to remain independent for longer, improves cognitive functioning and reduces the number of trips and falls. Inactivity costs the health economy in Trafford £4.8 million (2018) and contributes to 17% of deaths in the borough; inactivity is also a contributing factor to a number of long-term health conditions that have a significant impact on health care in the borough, some of which could be improved and or reversed by being more active.

2. Addressing Inactivity

2.1 Addressing inactivity, especially entrenched inactivity, is challenging, which has been demonstrated by the small shifts in the percentage of the population that are active over the last 5 years. The determinants of inactivity in themselves are numerous and often interrelated, this often means that simply providing more physical activity opportunities doesn't result in an increase in activity, as this doesn't tackle the wider determinants of inactivity. These issues have been exacerbated by COVID-19.

2.2 People's choices and chances to be active are impacted by a system of factors. These factors, outlined below in figure 3, include areas such as policy, transport links, social and physical environments as well as an individual's behavior and motivation. Engaging with people to change their behaviour around activity requires a strategy and an approach that addresses all these factors – a 'whole system approach'. Trafford Moving needs to enable and connect 'the system' that influences activity levels.

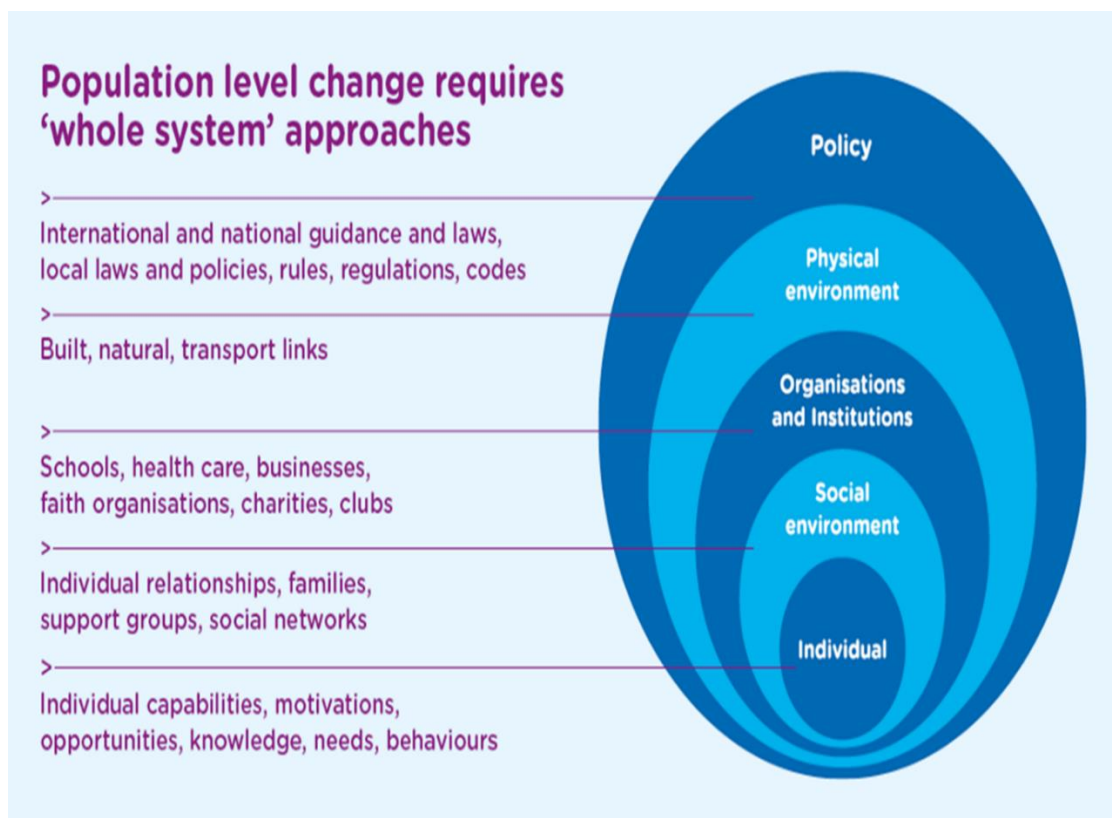


Fig 3: Whole System Diagram

3. A Shift in Approach:

- 3.1 Enabling a shift in physical activity behavior requires a more focused approach, previous iterations of the physical activity strategy have been too wide in their approach and as such have not focused on those who are inactive and where inactivity is greatest.
- 3.2 This refresh seeks to address this by advocating the development of localised activity plans that reflect the needs of individual communities. This builds on the work undertaken in Trafford through the Local Pilot, which set out to develop a more collaborative solution to engaging residents in Partington to be more active. As a result of working with Vision 31, a community lead partnership, the Pilot was able to engage residents to co-design and develop projects that were locally led and owned. This approach built on existing community assets and enabled greater levels of engagement, when compared to projects that were traditionally 'dropped' into that community, Ultimately this approach has insured engagement continues to be sustained beyond the initial pilot stage.
- 3.3 The learning gathered from the Local Pilot in Trafford mirrors that of other GM authorities and other pilots from across the country, which suggests a community led approach to enabling activity increases the likelihood of engagement and retention. Alongside this is the 'offer', it's equally important to ensure that what is being provided is flexible, diverse and accessible, just as much as who is leading or promoting the activity. This approach has been further supported by campaigns such as This Girl Can and We are Undefeatable; these campaigns have focused on shifting the image of who we see as being active to depict 'ordinary folk' being active who actually reflect the target community.

4. Community Based Activity Plans

4.1 The Community Based Activity Plan approach is twofold, to reach the communities where inactivity is greatest in Trafford and engage the residents in these communities who are most likely to be inactive. As such the Trafford Moving Partnership is seeking to develop this approach in the following communities;

1. Partington
2. Old Trafford
3. Sale West
4. Broomwood
5. Sale Moor
6. Stretford
7. Gorse Hill

4.2 At this stage of the refresh developing this approach consists of a number of key elements, as follows

- An audit of existing partner provision and community provision,
- An audit of primary and secondary activity preferences
- A survey of physical activity behavior.

4.3 This approach aims to identify a number of key factors that will enable a community based approach to thrive. The survey and engagement with the Community Collectives will seek to highlight local need, the audits of provision will seek to identify where some of this need/demand can or could be met and the survey data will also identify 'gaps' in provision, which in turn will provide opportunities to coproduce solutions to these gaps in provision. This will be supplemented with a resident focused consultation as part of phase 2, with an emphasis on engaging those who are inactive.

4.4 The community based plans will be a mechanism to shape future investment and engagement of the Trafford Moving Partnership. This will be achieved by directing the capacity and capabilities of the partnership to collaboratively address identifiable need and will lead to better physical activity outcomes in these communities and as a consequence improved health outcomes.

5. Enabling the Wider System

5.1 Whilst emphasis will be placed on the Community Based Activity Plans, elements of the refresh need to be focused on enabling other parts of the system, two distinct elements of focus are capacity and wider policy.

5.2 The focus on capacity is aimed at all stakeholders who could help enable a more active borough. The refresh will seek to identify key people who engage with and support others who are more likely to be inactive with a bias towards professionals and existing voluntary workforce in the system, the approach aims to train and encourage these professionals to be more confident in advocating physical activity outcomes. Initially this approach will target professionals who

support people with long-term health conditions and will be accompanied by the development of a 'physical activity pathway', to make it simple for professionals to offer advice on how to be more active. This will be supplemented by providing training for social prescribers, carers and volunteers on how to provide physical activity advice to those with LTC's. The pathway will also make it easier to connect individuals with community based activity opportunities.

5.3 As well as capacity in the system there needs to be a focus on policy, throughout this refresh we will be seeking to engage with our key partners and stakeholders to be more proactive in their approaches to advocating physical activity.

It's important also to recognize the linkages and opportunities across wider policy agendas both in Trafford and at a regional and national level especially commissioning intent in health and social care, education and also through investment in the physical environment. For example, through the promotion of Active Travel schemes across GM and in Trafford there is considerable investment in Walking and Cycling schemes. This will be further underpinned through linking the borough's Active Travel, Leisure and physical activity strategy.

At Trafford Council, the Trafford Moving Partnership would like to see Physical Activity included as an outcome that needs to be considered in Exec Reports and Equality Impact Assessments, in doing so, this will help increase awareness and advocacy of physical activity throughout the organisation.

6 Time line for Refresh and Broader strategy delivery

6.1 The detail below provides an overview of the refresh:

Sep-Nov	Phase One: Consultation with; TM Steering Group, CLT, Exec Members/Ward Councillors, Community Collectives Development of Community Based PA Plans
Nov-Dec	Finalise Place Based Plans Drafting of TM Strategy presented to Exec
Dec-Mar 22- Q3	Phase two: Consultation with residents Baseline of KPI's against Community Based Plans Final Report to Executive
Apr-Jun 22- Q4	Launch new Strategy 1st Quarter of KPI's against Community Based Plans
Jul-Sep 22 Q1	2nd Quarter of KPI's against Community Based Plans
Oct-Dec 22 – 3rd	3rd Quarter of KPI's against Community Based Plans (Release of ALS Report)
Dec Mar 23 – 4 th	4th Quarter of KPI's against Community Based Plans + Annual Report

6.2 The key national and regional strategies that are influencing this refresh have amended their strategy timelines. This shift to longer durations recognises effecting change through physical activity takes time. Both Uniting the Movement, Sport England's strategy and GM in Action, GM Moving's strategy are both 10 year plans. The borough's Health and Wellbeing strategy is also a 10 year plan running from 2019-2029, given the

scope of the refresh it is suggested that the Trafford Moving strategy aligns with the Health and Wellbeing Strategy.

7. Summary

7.1 Ensuring the borough's Physical Activity and Sport Strategy keeps pace with behavioral trends and regional and national strategy and policy is key to ensuring that the council can continue to lead and support the development of better health outcomes for residents alongside the stakeholders of the Trafford Moving Partnership.

7.2 A proactive strategy that is focused where the issues of inactivity are greatest is likely to ensure there are improvements in physical activity levels. This focus will also enable the system and its stakeholders to direct investment and capacity to help address the key determinants of inactivity.

Other Options

If no other option is considered the impact of inactivity will go unchecked and this will effect resident's health and wellbeing being and have an adverse effect on Trafford's health care system

Consultation

The Trafford Moving Partnership is seeking support from the Executive to undertake a more in depth consultation with residents and stakeholders between January and March 2022

Reasons for Recommendation

- Approve a more in-depth consultation between January and March 2022
 - Trafford Moving advocates coproduction and asset based community development, therefore it is essential to engage residents to assess their view on the approach being proposed by the partnership
- Endorse a 10 year time-line to align with GM Moving and Sport England
 - Both organisations, who are key policy makers and funder's, have recognised that behaviour change takes time. Aligning the borough's strategy with this approach will enable projects and funding opportunities as well provide the time to make the necessary impact.
- Endorse the Community Based Activity Plans
 - The issues of inactivity are localised and so the approach needs to address this by ensuring plans are locally led

Key Decision : No

Finance Officer Clearance (PC)

Legal Officer Clearance (TR)

CORPORATE DIRECTOR'S SIGNATURE 

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.