



more **people**, more **active**, more **often**

Trafford Leisure Community Interest Company Statement

Turn Moss Development

Trafford Leisure Community Interest Company Ltd (Trafford Leisure) was established in September 2015 and uses both its profits and assets to benefit the community. Trafford Leisure provides leisure services and recreational activities at the Council facilities for the benefit of both those living and visiting the Trafford Area.

Trafford Leisure manages a number of facilities and programmes across the Borough of Trafford. We offer a huge range of activities both in our leisure centres and golf course and out in the community. We attract more than 2 million visitors enjoying various activities on offer and have a proven track record in delivering balanced programmes in both indoor and outdoor settings. We are committed to ensuring we have something for everyone; the child just starting out in life at 3 months old through to our most senior customers of 90 years of age who really are leading by example in staying well and physically active.

Trafford Leisure operates and manages 9 leisure centres and a golf course and driving range, benefitting the general wellbeing of our local residents and visitors. Trafford Leisure also manages football pitch and pavilion hire across the Borough, which includes 31 venues and 55 adult pitches; 30 junior pitches; 11 9x9 pitches and 13 mini soccer pitches.

Community Benefit and how this will link with improved facilities at Turn Moss

Physical Activity Referral

At the heart of Trafford Leisure's community benefit programme is a team of four Active Living Managers, one based in each locality. The Active Living Manager is the ambassador and lead for getting people active in each area; they are the first point of contact in linking both targeted development programmes and physical activity programmes at those who are inactive. Turn Moss, as with all new facilities indoors and out run by Trafford Leisure ensure the Active Living team has a targeted presence in the first twelve months and are very much part of the team that will be in place at the site.

Trafford Leisure is extremely proud to be running a physical activity referral program, launched in November 2016 with 49 GP practices and health partners in Trafford. Trafford Leisure has developed the programme closely with Trafford CCG to engage in social prescribing which has seen over 1300 referrals, approximately 100 referrals per month being received to undertake an 8 week programme of physical activity. The two video links show better than any words what Trafford Leisure's Physical Activity Referral is:

www.youtube.com/watch?v=6Tyy-xMtUNQ and
www.youtube.com/watch?v=2mfZwJ6d24k

This is the first stage in the physical activity referral and aimed at those people who need signposting with a small amount of handholding. Being physically active reduces the risk of developing a long term illness, such as coronary vascular disease, many cancers or conditions such as osteoporosis and improves mental health.

Each referral is invited to an initial consultation meeting with an Active Living Manager at their local leisure centre or community setting where they will be invited for an initial health screening and a discussion about the client's likes/dislikes/motivations. Trafford Leisure is seeing results, people beginning to change lifestyles and inspiring others. The referrals being made are community members, people who would never normally consider walking through the door of a leisure centre or turning up to an outdoor activity session, let alone take part in any physical activity.

Of those clients who come for an initial appointment, nearly 70% of them decide to come onto the 8 week Physical Activity Referral. Clients enjoy a variety of activities including gym sessions, swimming, classes and community activities such as Healthy Hips and Hearts classes, Health walks and walking football.

Trafford Leisure has also invested in an IT software system to help manage both the client journey and also the data being collected, which is so vital for Trafford Leisure and the CCG to be able demonstrate that the referral is working and acting as a catalyst for clients to make the behaviour change and incorporate physical activity into everyday life.

A number of other referral pathways are available via Trafford Leisure including Family Activity, Cancer/Cardiac rehabilitation, falls prevention and plans are in place to expand this further in 2018.

The improved facilities at Turn Moss will enable Trafford Leisure to establish a new referral base at Turn Moss in addition to adding local activity options for the immediate community. The café will incorporate an area for initial consultations with the changing facilities being proposed ensuring 'fit for purpose' facilities to help clients take the first step.

New activities that will be run from Turn Moss include Walking football, Nordic walking, a weekly health walk, weekly Healthy Hips and Hearts. Trafford Leisure will incorporate all new Trim Trail into programmes of activity and enjoyment to ensure that this can be maximised by the local community in starting to take their first steps to a healthy lifestyle at this new facility.

Latest Cases

Case 1 -How Physical Activity helped **Patricia Henderson** with her recovery

<https://www.youtube.com/watch?v=qUYm6lr44HQ>

Case 2

There was a positive story to come from the Physical Activity Referral in January. A young girl aged 16 had been referred by her GP. When she met with the Trafford Leisure Physical Activity Specialist in the West he identified a potential undiagnosed issue with her spine. The Physical Activity specialist recommended that the girl go for a scan – which she has done – and has been diagnosed with suspected scoliosis. The young lady is now receiving the treatment she needs and has also embarked on a journey to become active with Trafford Leisure initially starting with a health walk.

Each of the partners involved and based at Turn Moss will also be able to directly refer into the programme. Turn Moss will be the first outdoor hub for multi activity taking place in the community and Trafford Leisure is excited with the opportunities this presents.

Active Trafford

Alongside the varied pay and play and membership options Trafford Leisure runs a concessionary scheme for residents in Trafford. Active Trafford ensures that those who may need some financial assistance to take part in leisure and physical activity are supported with discounted rates for all activities. This is available to individuals on low income or unemployed, disabled, for those over the age of 65, students and members of the armed forces. We also have our Junior Active Trafford pass, for juniors under 16 and who have a parent eligible for Active Trafford. The Junior Active Trafford is also available to children who are entitled to free school meals; this is also provided for those children in care in Trafford and their carer.

Active Trafford card holders will be able to enjoy discounted use of the facilities at Turn Moss. Pay and play sessions and specific sport sessions for the community will be open to Active Trafford card holders.

Football Development

Trafford Leisure employs a full-time Football Development Officer who works across the whole of the Borough working with a variety of partners ranging from local community clubs; FA Charter Standard Clubs; County FA's (Cheshire and Manchester); the FA; and professional clubs.

The Development of Turn Moss provides a really exciting opportunity and helps build on the existing activity already taking place. All existing customers and hirers will be accommodated. With investment in to this site, it addresses the existing challenges faced by Trafford Leisure in growing both participation in this area, but more importantly getting those currently inactive – active.

The site currently feels isolated, difficult to staff, susceptible to the impact of the weather and very male dominated, and this in itself brings challenges with behaviours and a difficulty to link properly with the local community. Trafford Leisure is excited to bring both new and some of the existing community initiatives already running in other areas of the Borough (with our community partners) to the heart of the Stretford Area.

Turn Moss can be accessed by getting straight off the local Metro stop or bus stop and with just a short walk a bustling hub can be accessed.

Football is a proven vehicle to tackling issues such as homelessness, anger and behavioural issues, diversionary focus helps install community values as well as increased employability skills. Trafford Leisure's development officer has delivered sessions that impact on these issues in the past and can demonstrate results to help take best practice into this improved facility.

Currently all-ability football and walking football are delivered indoor on hard surfaces as Trafford does not currently have a fit for purpose facility available at the right times for the local community.

In addition to the community activities already detailed above, the football development officer will focus on the following programmes and times will be made available on the timetable of the 3G pitch to ensure they are incorporated:

- **Female Football**

Before even looking at the activity session itself, the place in which you want to provide female focused activities to run needs to be right.

The planned proposals see improvements to the safety of the site, toilet and changing facilities, a central meeting café hub all of which are basics for being able to drive female participation. Trafford Leisure has a proven track record, working with partners to deliver recreational female only sessions and female leagues. Opportunities for girls and women to be introduced to football will be changed overnight with this improved facility, and Trafford Leisure will work very closely with Stretford Grammar and other local schools to ensure clear pathways are in place.

- **Participation**

The improved playing facilities will enable Trafford Leisure, working closely with partners, to increase participation. The new 3G pitch is being welcomed by existing football clubs and hirers to provide additional training facilities and, at certain times of the year, help with rearranged games due to bad weather on grass pitches. Potential future users and other clubs in Trafford currently traveling out of the Borough to access limited availability of a 3G pitch are also supportive of the proposed new 3G pitch. Turn Moss helps to achieve the FA National Participation and Development Strategy 2015-2019 to invest in improving grass facilities, with all-weather surfaces where possible.

Trafford's Playing Pitch Strategy highlights the need for an increased number of all-weather pitches in the Borough and this will assist in running new programmes that increase participation.

Trafford Leisure's football development officer will work closely with the County FA to ensure a balanced football development plan is in place for Turn Moss. This new hub site will deliver specific outcomes on a local level.

- **Education**

The sporting facilities available at Stretford Grammar School (which backs on to Turn Moss) are poor and don't compare well with other Grammar schools in Trafford. The new facilities at Turn Moss will see the school using the 3G pitch for PE in the curriculum. Trafford Leisure's football development officer will assist the school and the local clubs in situ to work together in developing new after school clubs and school club links.

Trafford Leisure and the extensive accredited club network in place just need the facility to make this happen, with countless examples of where this is already happening across the borough of Trafford.

Our partnership with Salford City Football Club is an important part of the new offer at Turn Moss and will help to broaden the opportunities to engage people in physical activity inspired through the involvement of a professional football club and the high quality coaching professionals that will be based on site.