

TRAFFORD MOVING STRATEGY 2023



Introduction

Movement, sport, physical activity, and leisure enable us to be healthy, happy and productive we were all designed to move and be active. Physical activity can bring people together, help individuals overcome barriers and help children develop into healthy and confident adults. The focus of Trafford Moving is enabling every resident in Trafford to access the opportunities being active creates.

The strategy aims to bring people together so we can all enable each other to move more every day. To deliver this outcome the Trafford Moving Partnership, the group of partners responsible for the delivery of this strategy, have created the following vision

Our vision is to enable Trafford residents to move more, every day...

We will achieve this vision by increasing the number of fairly-active residents year on year

Trafford has a long and proud history of sport, its home to two iconic venues and has hosted and will continue to host inspirational sporting events. People in Trafford are very active, and the borough has a strong and proactive network of clubs and community groups enabling others to be active, Trafford also has lots of spaces and places for people to be active including its parks and open spaces, leisure centres, and key attractions like Sale Water Park and Dunham Massey.

There are inequalities in Trafford, which mean that not every resident will realise the opportunities of being active. Some of Trafford's residents are not as active as they need to be to improve their health, and a lot don't have access to the same opportunities to be active as other residents do. The inequalities in activity broadly mirror wider societal inequalities prevalent in Trafford and other parts of Greater Manchester, particularly for the 34.8% of Trafford's population who live in 20% most deprived areas.



Inactivity in Trafford

Trafford Moving must help address these inequalities by supporting people who need to be active in the places where inactivity is highest. This means focusing the capacity and resource of the Trafford Moving Partnership and its partners on those residents most likely to be inactive and enabling more opportunities to be active in the communities where inactivity is highest.

Trafford Moving, like GM Moving is a manifesto for movement and a call to action for every resident in the borough to embrace activity however they choose to be active, wherever they choose to be active.

By focusing on people and place, the strategy aims to enable behaviour change and a culture shift on an individual level leading to change borough wide. This approach builds on the learning of the Trafford Moving Partnership and the outcomes delivered through the Sport England funded Local Pilot. Based on that experience the approach the partnership intends to adopt is to make championing activity everybody's business. This holistic, whole systems approach is the key to enabling the shift in behaviour the partnership intends to enable.

Trafford Moving is the boroughs Sport and Physical Activity Strategy and will directly contribute to the Councils Corporate priorities.

1. Reducing health inequalities
2. Supporting people out of poverty
3. Addressing our climate crisis

In addition, the implementation of Trafford Moving will contribute to the delivery of GM Moving, which aims to enable 'Active live for all' in Greater Manchester. Trafford Moving will also seek to demonstrate how Trafford is delivering against the outcomes of Sport England's strategy Uniting the Movement.

In Trafford 25% of the population (aged 16+) is inactive and 57% of children in Trafford are not meeting the guidelines below. This means that these residents (aged 16+) engage in less than 30 mins of activity or no activity at all each week.

Activity levels relate the Chief Medical Officers guidelines for activity, the level of activity, as set out below, differs by age and is the amount of activity needed to be healthy.

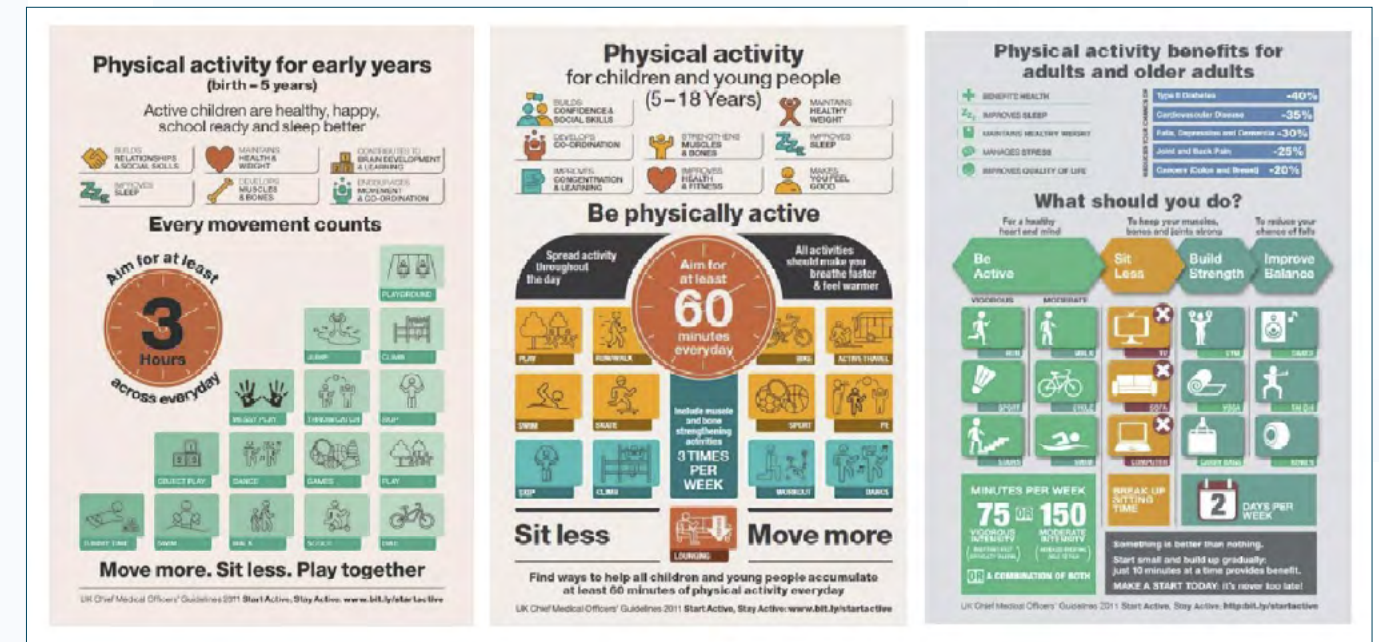
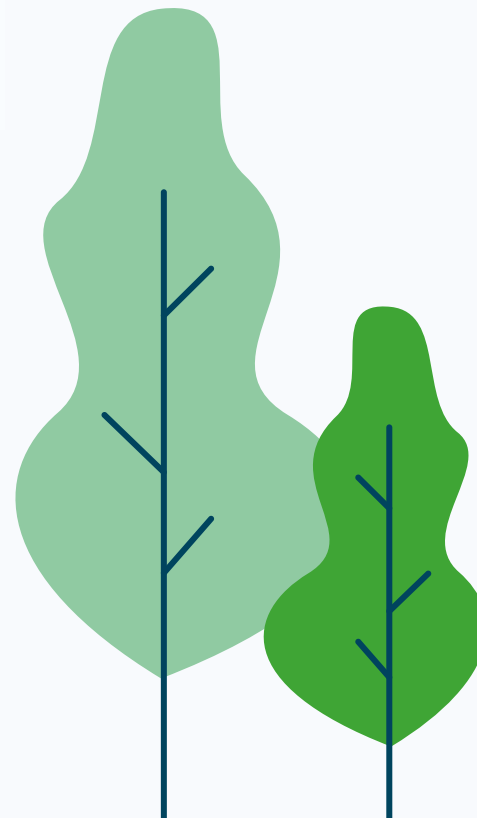


Figure 1: Chief Medical Officers Guidelines for Physical Activity Infographics

The reasons why some residents are less active than others are broad and complex, the impact of inactivity though is stark. The Office for Health Improvement and Disparities, stated that 'physical activity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including 0.9 billion to the NHS alone). Inactivity in Trafford costs our health system £4.8 million.

¹ <https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health>

Inactivity also effects a number of broader outcomes such a productivity and attainment, children who are inactive are also more likely to become inactive adults. Inactivity compounds health inequalities within the borough, these inequalities in health and inactivity levels are more acute in certain population groups and in certain communities. The difference in healthy life expectancy between the most affluent parts of Trafford and the least is 16 years.



The Inequality of Inactivity

Physical Activity levels in England are measured via the Active Lives Survey. The survey is managed by Sport England and indicates a number of factors, there are specific surveys for Children and Young People and those aged 16

The ALS survey data and local data from the Public Health Outcomes Framework, highlights that inactivity rates are higher in certain groups of the population these include.

- **Children & Young People aged 5-16 (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 Long-Term Conditions (47% are inactive)**
- **Those from low socio-economic groups**

Broader data on these groups also highlights that some of these groups are at greater risk, for example frail and inactive older adults are more susceptible to falls, obese and inactive adults are more likely to develop diabetes or cancer or could potentially suffer a heart attack and inactive children are more likely to be overweight, inactive people are also at greater risk from mental health issues.

Where you live in Trafford can also be a factor in how active you are. Activity levels are not the same across the borough as can be seen in the diagram below. The percentage of adults in the most deprived places who are classed as 'inactive' is 38.9%, considerably higher than those in the least deprived areas, which is 20.5% It is the same for children and young people; 62.4% of children and young people are not meeting the guidelines for physical activity in the most deprived places, compared to 53.6% not meeting the guidelines in the least deprived areas.

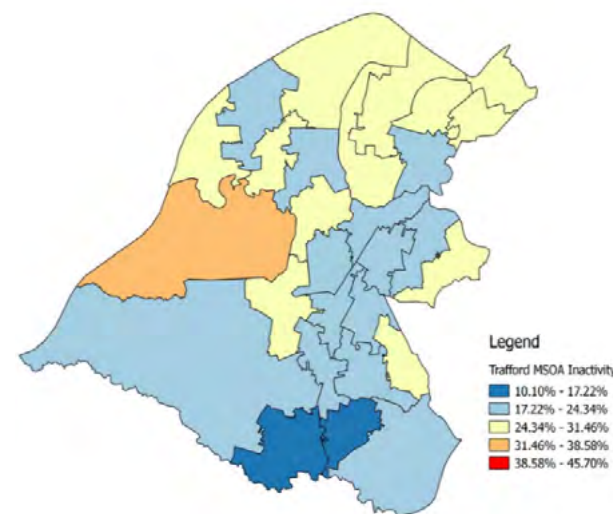


Image 1: Inactivity levels by ward 2018-19

Being more active for all these groups could significantly improve their health and wellbeing, physical activity has been referred to as a wonder drug as it so effective at reducing some of the risks highlighted above and its relative low cost.

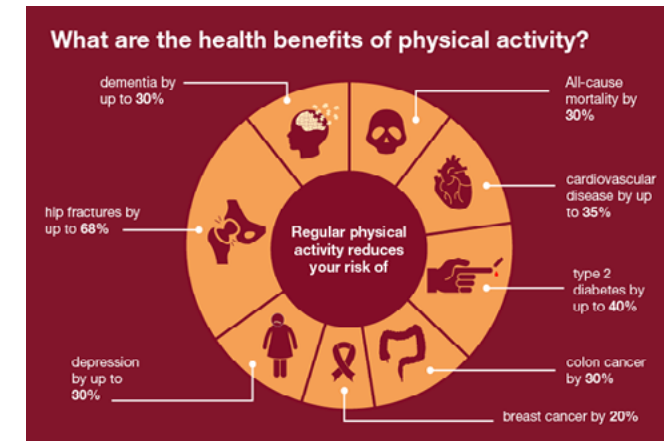


Diagram 2: Benefits of physical activity

Shifting the behaviour of these groups and communities will take time and will take the combined effort from more organisations than just the Trafford Moving Partnership. Shifting physical activity behaviour is challenging, each of us has very different views and experiences of activity, which will positively or negatively influence engagement. Individuals also consume activity in different ways, some of us thrive on sport whilst other get their active minutes gardening, cycling or walking.

As a partnership we also know that people's priorities are different and this needs to be considered in the planning and coordination of the partnership's delivery plans, things like cost, childcare and where the activity is all factor into enabling activity or creating barriers to activity and were all highlighted in a recent consultation with residents on physical activity. Working with individuals and communities to co-produce activity will be a key shift in approach for the Trafford Moving Partnership and other stakeholders. Co-production and an empathetic approach to activity design will enable us all to better leverage the behaviour change cycle required as detailed below.

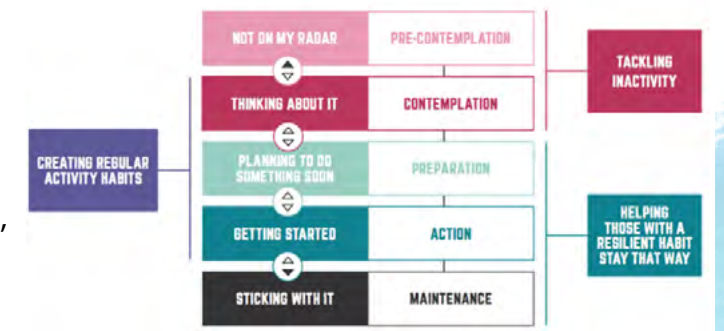


Figure 2: Sport England Behaviour Change Model.



COVID – 19

The impact of the pandemic cannot be understated, the disruption it has caused has affected us all. COVID-19, in relation to being active has compounded inactivity inequalities for some and created opportunities for others. For most residents' successive lockdowns have limited people's ability to be active, for those already inactive this period has only served to entrench this behaviour, which has further impacted those from specific population groups in the borough. A large percentage of those hospitalised through COVID 19, were individuals with pre-existing health conditions, as they were more susceptible.

For those already active the pandemic and lockdowns removed opportunities to be active and socialise, for a long period of time, clubs and groups could not come together to be active and a lot of activity opportunities, including the borough's leisure service pivoted to an online offer.

Because of lockdown and changes in working patterns, furlough and mandated activity time, the borough's parks and open spaces became havens for individuals to get outside and connect with nature and engage in walking, cycling, and running, for a number of people this period started their physical activity journey.

The convenience of easy to access and low costs on-line activity attracted new audiences to be active as well, which has prompted digital innovation.

On the whole COVID – 19 adversely effected activity levels, the Active Lives Survey that was run throughout lockdown highlighted an increase in inactivity and 7% drop in activity nationally. The lockdown and COVID 19 has caused massive disruption, this disruption has interrupted the engagement that the partnership had been building and in some cases, projects have had to start over causing delays and disengagement.

Through this strategy the Trafford Moving Partnership and its members will seek to support the borough's recovery from COVID and through its delivery plans ensuring there are more opportunities to be active for individuals and greater support for community groups that could enable physical activity. The strategy will also support a focus on Walking , Wheeling and Cycling and greater activity in the borough's parks and open spaces and leisure centres.



Enabling the Shift

A refreshed strategy will enable a shift towards a more active population in Trafford. As its vision sets out, we want people to move more, every day. The partnerships focus is on decreasing the number of inactive people in the borough. Given the inequalities highlighted previously and the interdependencies with key policies and strategies, such as the Health and Wellbeing,

Active Travel and Poverty Strategies it's key the partnership gives itself enough time to effect change. Therefore, Trafford Moving will run till 2032, this aligns with the approach taken through GM Moving's GM in Action and Sport England's: Uniting the Movement strategy. This timescale enables the partnership to align its biannual delivery plans to funding opportunities and projects led by Sport England, GM Moving and other stakeholders.

Whole Systems Approach:

As stated the Trafford Moving Partnership wants to make championing movement and activity everybody's focus. By everybody, the partnership means any individual or organisation that could enable someone to be active. Over the last couple of years, the council and other members of the partnership alongside colleagues at GM Moving and Sport England have been exploring the conditions that create inactivity and have been listening to and better understanding the lived experience of those who are inactive and those trying to get people more active. This insight has greatly influenced the approach that the partnership will seek to lead.

These views and lessons gathered through the Local Pilot 'Community of Learning' and the Tackling Inequality Fund and those of local community groups and residents have highlighted the need to engage every person and organisation that could influence change. We refer to this as the 'system', which is better explained in the diagram below. Based on the learning gained , the partnership now understands that this 'system' needs to work together and that as a partnership there will be times when we will need to lead the change and times when we will need to make the space for others to lead and we support their direction.



The role of the Trafford Moving Partnership in this system is two-fold. Firstly, we will consistently champion the need for activity and movement across the system. Secondly, we will enable the different parts of the system to better understand

how they can enable people in Trafford to move more, every day. Sport England: Local Pilot Learning sets out the key enablers of change as illustrated here



Investment in Leisure

Trafford Moving is the boroughs strategic approach to Sport and Physical Activity and taking a whole system approach will shape and influence local policy making decisions. The way we use the boroughs leisure centres and wider leisure assets to programme activities will be crucial in providing accessible, affordable opportunities for residents to move more each day. Building on the recent success of Move Urmston, Trafford Council's proposed investment programme to refurbish Trafford's Leisure Centres, will deliver fit for purpose facilities that are embedded in local communities, offering a broad programme of activities, and mix of facilities tailored to local needs.

The proposed investment programme will underpin Trafford Moving's place-based community approach to designing and delivering services.

The refurbished centres will be local hubs of activity that deliver programmes to encourage and support residents to be more physically active. Trafford Leisure (CIC) who currently manage the centres on behalf of Trafford Council are working closely with the council, Trafford Moving partners, including health and social care providers to develop activities and programmes to reduce health inequalities and improve overall health and wellbeing. Following consultation work has started on site at Altrincham Leisure Centre, plans approved for Stretford and a proposal being developed for Sale

In addition, Trafford Council will continue to work with Trafford Moving Partnership, clubs and sporting NGBS to encourage programmes across the boroughs leisure and sporting assets that support more people to access opportunities and get active- whether that's trying out a new sport or walking in the park.

Active Travel

The government has set out an overarching vision for a transformation of the transport system to more sustainable modes, including walking, wheeling and cycling. At a regional level, the Mayors Challenge Fund (MCF) and Bee Network project provides a vision for a joined up active travel network across Greater Manchester.

Trafford's draft Walking, Wheeling and Cycling Strategy is a 10-year plan closely aligned with the delivery of Trafford Moving outcomes. The approach is to work with partners to improve and invest in the physical environment that will encourage people to walk, wheel and cycle more as part of their daily routine. In addition, working closely with Trafford's network of voluntary and community groups deliver local programmes to build community skills and confidence to take up walking, wheeling and cycling – addressing barriers such as safety.

Trafford benefits from a rich mix of green and open spaces including parks, gardens and canals as well as open countryside which provide residents with the opportunity to get out and exercise more regularly. One way to make best use of all the boroughs assets, and increase physical activity is to move away from using private cars to travel and start using active travel modes such as walking, wheeling and cycling. Active travel is an easy and accessible way to build physical activity into people's daily lives, saving them time and money.



FACILITIES

Facilities are a key enabler of activity. Having easy access to spaces and places to be active can positively influence people's choices to be active. In Trafford we have a number of exceptional parks and open spaces, as well as Sale Water Park and Dunham Massey. These parks and open spaces as well as our leisure centres are home to lots of activities, clubs and groups. In the borough we have over 200 pitches and 3 athletics stadia.

Ensuring all of these assets can continue to support residents to be active is underpinned by the borough's Playing Pitch Strategy, which is led by the Council. This strategy set's out how some of the facilities mentioned above will be protected, maintained and improved for future generations of residents.

A key component of this strategy is how these facilities will be safeguarded for future use, the council recognises that there are factors effecting it, which mean that in some cases the council is not best placed to secure the future of these assets.

To address this, the council is developing opportunities for community groups to secure long leases on sites that will support their sustainability and provide access to wider funding and investment opportunities.

The council is also proactively developing opportunities with a number of sport National Governing Bodies to improve a range of facilities in the borough.



EVENTS

Trafford has hosted a number of key sporting events, several held in its two iconic stadiums. In 2022 the borough hosted the opening game of Women's European Championships and the Finals of the Rugby League World Cup, which was originally planned to take place in 2021. The borough is also home to the Manchester Marathon and several famous sporting brands and other events.

Events are an important catalyst for raising the profile of Trafford as a sporting Borough, attracting investments and raising aspirations. Its crucial then that the legacy from events is far reaching and engages communities across the borough. The legacy plans for both the Euros and Rugby have enabled growth in rugby league and women and girls' football in Trafford.

Each event has brought additional investment into the borough and as consequence has created more opportunities to be active. The Trafford Moving Partnership will work collectively with the council and NGBs to continue to attract major events like the Rugby League World Cup and the Women's European Championships and through the borough's annual events programme create opportunities for investment and engagement for our inactive residents.

DELIVERING THE SHIFT

This next section of the strategy will focus on what the partnership will do to enable more people in Trafford to move more, every day. These areas will form the basis of the bi-annual delivery plans that the partnership will lead and be measured upon.



COMMUNITY BASED PHYSICAL ACTIVITY PLANS

Inactivity levels are not the same across the borough, there are communities where inactivity is more prevalent and that is the case across the life course in these communities. The Community Based Physical Activity Plans will address this inequality.

The plans also build on the principles of co-production and asset-based community development. Co-production and community engagement and involvement are key components to engage inactive residents in these communities. The partnership has learnt first-hand that projects and activities that meet local need are more popular and more sustainable, we've also learnt that these local initiatives need to further connect people, with other groups and places in these communities to sustain engagement and create other opportunities.

The Trafford Moving Partnership and the Community Collective are working towards the development of the Community Based Physical Activity Plans. The development of these plans will include an audit of what opportunities there are to be active in these communities, what activity is being delivered by the partnership and audit of provision in primaries and academies in these communities. This work accompanied by a consultation with community-based organisations and residents will be used to determine what's needed in these communities.

The approach will also be used to direct the allocation of funding and the capacity of the partnership.

This approach builds on the work established through the Local Pilot and the Department for Education funded Holiday Activities and Food Programme. The communities the partnership will focus on will be.

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



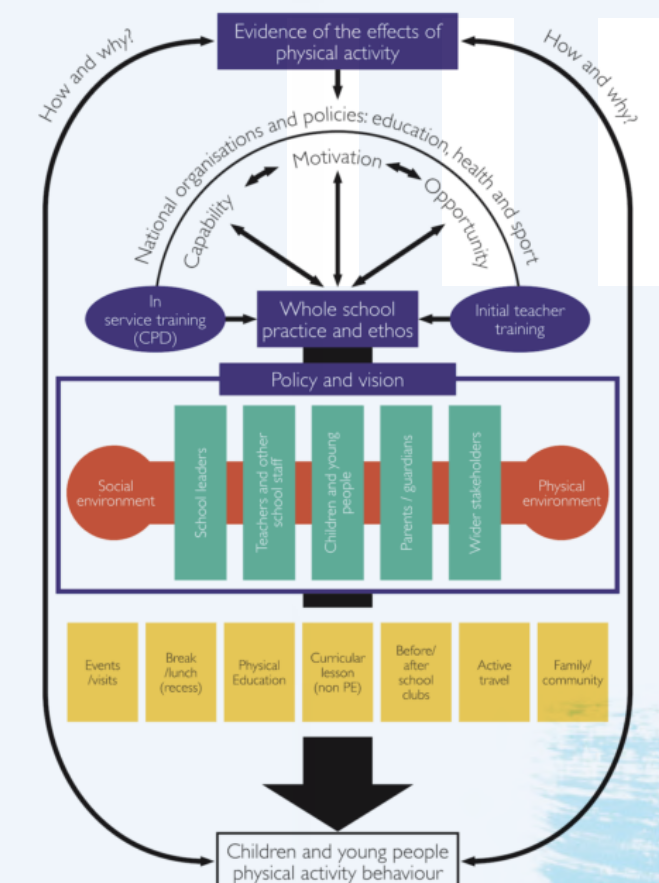
ACTIVE SCHOOLS

The Trafford Moving Partnership recognises the essential roles the primaries and academies play in getting children and young people in Trafford active. For many young people the activity they engage in through physical education, is the only activity they engage in and for some it's the catalyst to get involved in both formal and informal clubs.

The Active Lives data for Children and Young People indicates that 29.5% are inactive, in that they don't meet the recommended levels of physical activity, which effects their health, development and attainment. The partnership also understands that building positive relationships with activity as a child increases the likelihood of being active as an adult. We also understand through the provision the partnership delivers in these communities and via the Holiday Activities and Food programme, that to sustain engagement the offer needs to be flexible, fun and varied. This is further supported by a survey of student preferences that was undertaken by the Youth Partnership in Partington.

To begin addressing this issue of inactivity at this age, and to align our whole systems approach and community-based plans we will be working closely with Trafford School Sports Partnership, GreaterSport and GM Moving to pilot the Creating Active Schools Framework, which has been developed as part of the Local Pilot in Bradford. The framework adopts a whole systems approach at a school level to embed physical activity in the whole school environment.

The pilot will be a key aspect of the partnership's initial delivery plan, which will be scaled into more schools in the borough.



LONG-TERM CONDITIONS

Residents in Trafford with a LTC are more likely to be inactive which compounds the cost of impact of inactivity on people's health and wellbeing. For this reason the partnership as part of its delivery plans and community placed approaches wants to focus on residents who have a LTC, to create more opportunities to be active.. Inactivity is a contributing factor in a number of Long-Term Health Conditions, it's also the most effective method for addressing a whole range of health conditions as shown in diagram 2 on page 3.

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Our aim, working closely with colleagues in the health care systems is to develop a Physical Activity Referral Pathway. There are elements of this pathway in place such as the borough's Wellbeing Walks and Trafford Leisure's Physical Activity Referral Scheme and rehab schemes linked to certain conditions. There are also various professionals in place working towards this agenda such as social prescribers.

The partnership wants to connect these elements in a seamless way that makes sense to professionals, carer's volunteers, and residents with Long Term Conditions. We will work closely with Trafford Integrated Care system and the roll out of local Multi Disciplined Teams so together we make it as easy as possible for people to access the activity they need to help their condition.

SUMMARY

In our strategy the Trafford Moving Partnership has effectively set out why and how we will address the impact of inactivity in Trafford. We've articulated the partnerships' role in championing physical activity in all its guises and how we will work to help enable the whole system to join us to enable people in Trafford to move more, every day.

The partnership has stated that it will work on this vision for the next 10 years, which will provide the necessary time to enact the change the partnership wishes to lead and support. Our bi[1] annual delivery plans will set out what we will do, where we will do it and who we will work with to enable more opportunities to be active. In these final sections of the strategy the partnership wants to set out how it will report on and measure it's success and how you can be involved in helping the partnership achieve its vision.

**To enable Trafford residents to move more,
every day...**

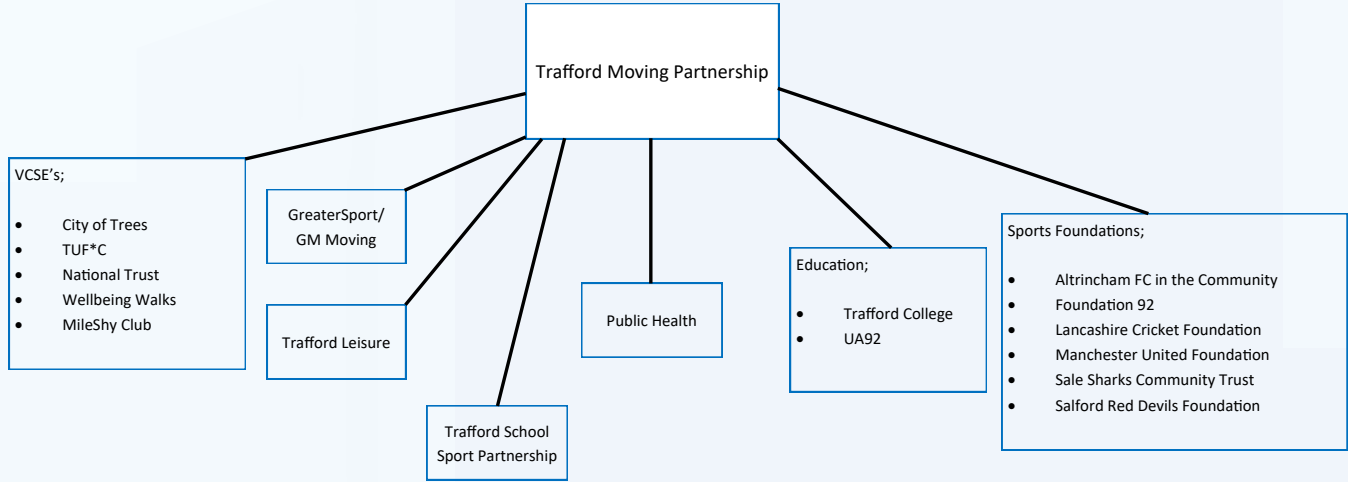


GOVERNANCE

The organogram below sets out the organisations that make up the Trafford Moving Partnership. The partnership will work to a terms of reference and principles, with the partnership being administered by the council's Leisure Service and the Executive Member for Leisure and Culture.

The partnership will report via several boards including the Health and Wellbeing Board, the Community Collective Board, and the Leisure Project Board.

Trafford Moving Partnership 2022/23: Org Chart



MEASURING THE SHIFT

The reporting mechanism will ensure that we can champion physical activity at both a community and strategic level, which will enable the partnership to deliver on the principles of a whole system approach. Annually the partnership will publish a report on the impact it has made, in this report we will detail.

- **The number of residents engaged by the Partnership, with a breakdown of demographics**
- **Active Lives Survey results**
- **Progress on the delivery plans and community-based plans**
- **The investment made and secured by the Partnership**
- **Examples and case studies of the impact the Partnership has had on inactivity**



