

Salford Physical Activity Pilot

Summary

This submission describes Salford's approach for the Greater Manchester Sport England Local Pilot investment. Our approach has been co-produced with partners and aligns to Salford's Physical Activity Framework, Children and Young Peoples transformation plan, Locality Plan and emerging neighbourhoods work.

In Salford, physical activity rates in adults have been on an improving trajectory. Unfortunately, rates of activity have not improved in children and young people. It is estimated that 76.6% of the children and young people do not get their daily hours recommended activity. This is in addition to increasing obesity rates in children and young people. After examining the physical activity need and engaging with citizens, partners agreed to focus the pilot investment on Children and Young people.

The target population will be children and young people aged 5-18 years in out of school settings. Our work will focus on girls and young women as the evidence suggests increased rates of inactivity are associated with females. In terms of sustaining physical activity, the evidence suggests girls and young women have earlier drop off rates. Our efforts are concentrated on slowing and reversing this trend for Salford girls and young women. Our plans also target the wards with highest youth obesity and inactivity rates.

The nine principles of the Greater Manchester Local pilot Investment have guided work to date. Our approach builds on our assets and what is working well across the city - understanding the how, why and in what context this work has improved outcomes for our children and young people. The pilot explores new ways to increase participation in children and young people, learning from national and international evidence base and practice. Young people and partners co- designing and leading the pilot is key. This story to date, with work is still evolving.

Salford's plan and approach is to:

- Increase physical activity rates in children and young people aged between 5- 18
- Increase and sustain levels of participation of girls and young women
- Reduce inequities in activity rates across the city by targeted action in Little Hulton and Walkden North wards
- Tackle the practical and person centred barriers and enhance facilitators to girls and young women's participation of physical activity.

This whole system and co-designed approach. The plan will be governed through Salford's 0-25 Transformation Advisory Board.

1. Salford

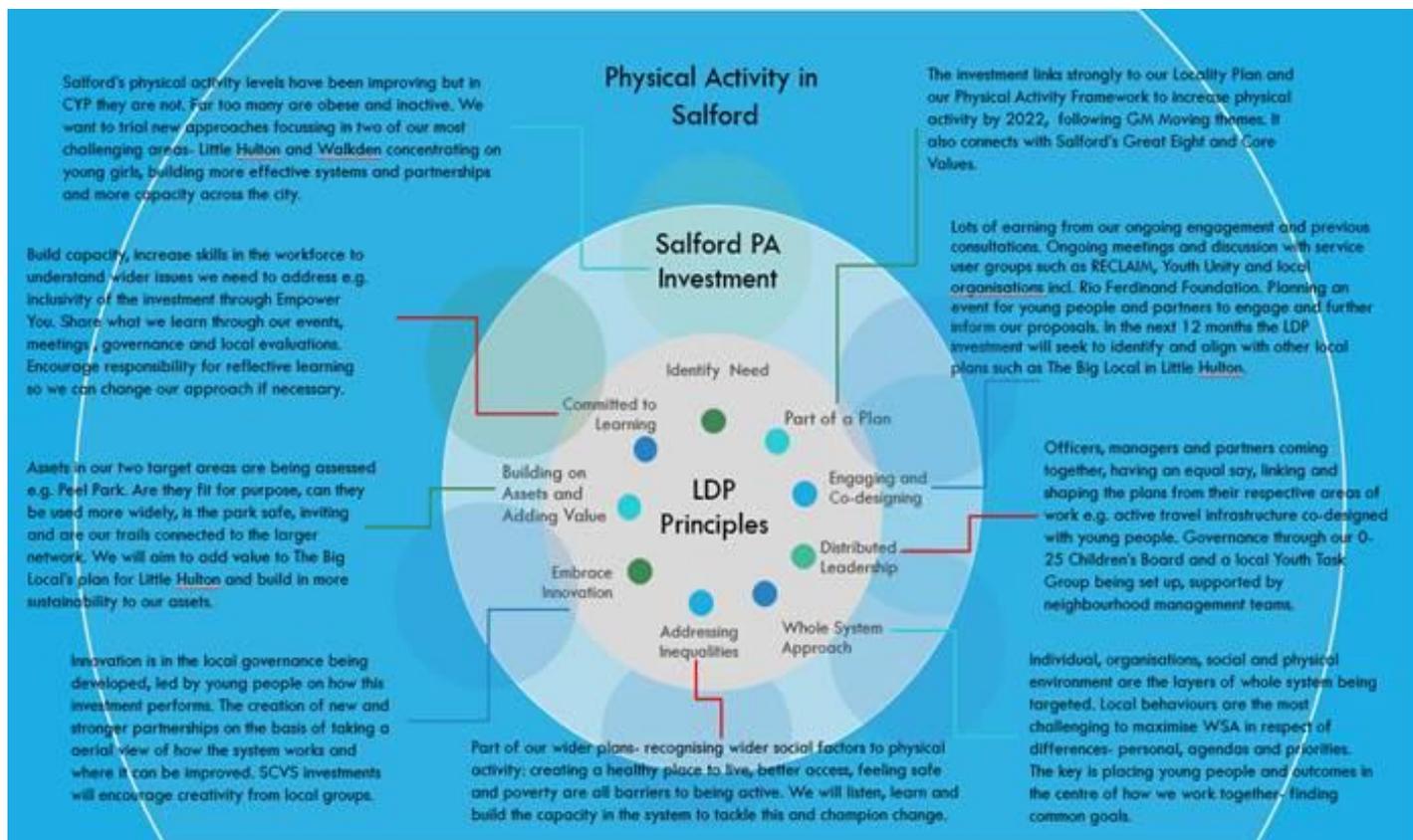
1.1 Salford is growing, both economically and in population size. The population of Salford has seen significant population growth in the last 20 years, with some areas seeing population size double in the last 10 years. Salford's economy has also grown, 12% since 2004. The city has a leading approach to economic development and is integral to the Manchester City region economy. It aims by 2040 to have built 40,000 new homes and 40,000 new jobs.

1.2 Despite this, huge challenges remain. Salford ranked as the 22nd most deprived local authority in England out of 326. There are inequalities in and across the borough resulting in differences in life and health life

expectancy. For Salford to achieve its ambition of an economic force in the GM and the UK, its population needs to be well and physically active. The pilot seeks to put physical activity at the heart of all children and young people's lives, so they become active and economically productive adults.

2. Principles

Salford's approach and plans for the pilot investment is based on the nine principles as demonstrated in the illustration below. These 9 principles are inter-related and dependent.



2.1 Identified Need

2.1.1 In assessing our physical activity approach and outcomes to date, Salford has noted improved outcomes in adults. The Active Lives data highlights levels of inactivity (24.1%) have decreased and are now lower than Greater Manchester (27.1%) and nationally (25.2%). Rates of activity in adults (64.1%) has increased and are higher than GM (60.6%) and nationally (62.3%):



This increase in adults activity rates is appears to be attributable to whole system approach which underpins Salford's physical activity framework. Areas that are working well are:

- Increasing active travel** – Salford was awarded a National Transport Award in 2017 for our traffic free network and loop lines, this increased accessibility to a variety of physical activity. This network is being built upon through an expansion programme of walking and cycling infrastructure. Salford is working with colleagues in the GMCA GM Moving Team, Made to Move team, Transport for Greater Manchester and British Cycling on this.

- **Investing in places-** Improvements to neighbourhoods and greenspace in parks such Cutacre Country Park, Castle Irwell and Peel Park, RHS Bridgewater Gardens, Bridgewater Canal masterplan and City Forest Park has occurred. This is through investment to upgrading the infrastructure of local parks adjacent to the canal, upgrading paths, managing woodland, installing seating, signs, way-finding and interpretive installations. The next phase is to support increased usage cross all parts of our population.
- **Targeting workplaces** – Working with employers across the city to improve activity of employees is a key strand of the framework. This through a variety of interventions such as City Mayors Employment Charter, My City Salford resource, increased corporate memberships at our leisure centres and widening The Daily Mile offer to workplaces activity levels are increasing. Travel planning as part of the Planning process has also encouraged employers to develop active travel facilities and initiatives.
- **Creating active communities-**
A part of Salford’s emerging neighbourhood is creating active communities. We are building on Salford Community Leisure and Health improvement service community development work and aligning this to our emerging social prescribing offer and anchor organisations. [The Daily Mile](#) has been rolled out across schools with increasing numbers of schools signed up.

2.1.2 Children and young people’s activity rates

However, despite improvements to Adult’s activity levels, Salford’s children and young people’s activity has not seen significant improvement. Insight and intelligence has highlighted that around 56,000 young people (28,000 females) between the ages of 1 and 18 are living in Salford, with more than 6 in 10 living in deprived areas. It is estimated that 43,000 of 56,000 young people do not get their recommended daily hourly exercise, equating to 76.6% of young people. This inactivity is split across gender with approximately 22,000 young females who are not active in Salford. This inactivity is compounded by the national evidence that states young girls start to drop out of activity from a younger age than boys, this drop off can be seen to start from the age of seven.

The 2017 Children’s & Young People (CYP) Active lives survey data highlight that:



- 37.8% of CYP in Salford are inactive (compared to 35.8 in GM) – third highest borough in GM

Salford’s children and young people’s activity rates need to also to be viewed in context of healthy weight. The NCMP data highlights like much of the UK, a trend of increasing obesity rates in children and young people. Obesity is associated with multiple deprivation. In less deprived areas, there has been a reduction to less than 2 in 10 pupils entering high school being overweight or very overweight, compared to rates in more deprived areas increasing to more than 4 in 10. In Salford, there is an estimated 18,000 children who are overweight.

- Obesity levels in Salford in reception have 25.1% increasing to 36.9% by Year 6. It is the third highest borough in Greater Manchester
- Little Hulton and Walkden North are the hotspot areas for inactivity and obesity with 2 in 10 active and 5 in 10 overweight

Work has commenced to develop a whole systems approach to tackle children and young people's health and wellbeing, with physical activity being a core component. It is in light of this identified need that the local pilot investment will focus on children and young people across the city with specific targeted action in the wards of Little Hulton and Walkden. Salford aims to build on assets such as the Salford Youth Alliance shown to the 2017 Sport England team visit which supported Greater Manchester bid.

The Youth Alliance

A partnership of public, voluntary and charitable organisations working with children and young people. Providing universal and targeted youth provision in some of Salford's most deprived communities. The Youth Alliance (YA) providers deliver provision in Langworthy and Ordsall and school holiday provision across the wards.

The aim is to fundamentally change youth provision in Ordsall, Langworthy, Weaste and Seedley through a joined-up, collaborative and seamless model of youth provision, providing open access and targeted youth opportunities and early and on-going engagement.

The YA will address the issue of NEET young people in the Langworthy and Ordsall areas. YA partners will equip young people transferable skills that will open up opportunities and build resilience. The YA will also tackle the high levels of anti-social behaviour in the area through providing and seeking to sustain youth activities.

Partners include: Salford Community Leisure, Oasis Hub Media City, housing associations (including Salix, City West and Great Places), youth organisations (Salford Lads and Girls Club, St Clements Church, Manchester United Foundation, Rio Ferdinand Foundation) and more.

Outcomes included improved social behaviour of young people, increased qualifications, skills and 'employability-readiness', also reduced NEET levels for young people, the number of young people involved in activities, increased capacity, co-ordination and future sustainability of local organisations working with young people.

2.2 Part of a Plan

Salford's local Pilot investment approach and plans aligns to city's strategic vision and plans such as current locality plan, draft local plan, City Major's Great Eight priorities and the emerging neighbourhoods model for the city. It builds on and supports the delivery of Salford's Physical Activity Framework. There are plans for refresh the locality plan in which physical activity will be a component. It will highlight the need for a whole system approach to promote, support and enable Salford's residents to take part in exercise and physical activity, normalising active behaviours as well as its links to preventing long term health conditions.

As the local pilot investment is focusing on children and young people, it has been essential that the ambition of the investment plan aligns to work, plans and assets of and for children and young people. The pilot investment plan forms part of the city's transformation plan for children and young people. The governance for transformation and pilot investment plans sit under the City's 0-25 Transformation Advisory Board. The Advisory Board forms part of new governance of the single commissioning function and integrated fund for Salford with lines of sight to health and wellbeing board and community safety partnership. The 0-25 Transformation Advisory Board is co -chaired by the City Council's Director of People and the Chief Officer of the Clinical Commissioning Group. There is multi- agency and sector representation on the board such as VSCE sector, schools and GMP.

2.3 Engaging and Co-designing

Co-production is the foundation of our plan. In planning and developing our approach and plan, it was important to have a system wide engagement on the assets and activities across the city to understand what

was needed to improve physical activity with children and young people. This engagement has taken various forms – 1-1 conversations, small groups, surveys and events. This has vitally included engagement with young people to help shape what is needed, therefore events are planned for weekends and school holidays to ensure maximum participation from children and young people. Below are some of the partners and local organisations we are engaging to date:

- Schools
- Little Hulton Big Local and Youth Unity
- RECLAIM project
- Salford Community Voluntary Service
- The Rio Ferdinand Foundation
- Deans Centre Youth Club
- Empower You
- Multiple teams of the Council- Highways, Green Space, youth services, public health, parks, Children’s Services, neighbourhood management
- Salford Community Leisure
- Salford Clinical Commissioning group

2.3.1 Some Feedback to date:

Work is underway to distill this feedback and shape the work of the pilot. Salford will hold an engagement event in the Easter school holidays on the local pilot to engage and support young people in the co-design. The event formed part of our early draw down. Some of the feedback to date is:

About Inclusivity - The Deans Centre

Young people want a range of activities, and these activities need to keep changing

Tackle access such as feeling panic whilst on public transport especially if on their own, fear of getting lost

Not a great deal of support or company to engage and access activities

Being judged when outside, having conflict with ‘regular children’

Appropriate facilities for users is lacking in many places and equipment could be more inclusive for people with disability to use e.g. wheelchair swings in parks

Confidence levels can be low when asked about doing activity on their own. Users highlighted that parents are often fearful for their safety and so keep them at home

Sensory activities are important both natural and artificial

Young girls - RECLAIM

Young girls want empowerment and be involved in decision making- have a voice

They would like a range of activities including access to ‘boys’ sports

It is important for girls to have a role in their community and be a valued

Their manifesto is raising the issue of the lack of female opportunities and how they can make a positive change



The Big Local- Little Hulton

There is an impression of uncoordinated and inconsistent range of services provided for the community

There is no sense of permanence, continuity or progression for individuals which reduces motivation and trust

Fewer front line services appear to be offered locally

Many potential community activities would struggle to find suitable accommodation or land e.g. pop-up cinema, summer school, skate park

From the front line- Officers and Managers

There are organisations and structures in place in the area supporting children and young people, these need enhancing and embedding

Many schemes and initiatives are not reaching enough inactive children in the same location

Lots of consultations- local people feel there should now be action not more consultation

There are different funding streams for working with children and young people that need pulling together in order to ensure that there is a sustainable and coherent offer

Local young people must be part of the work and be supported to continue the work following any investment

Lots of partners discussing the same objectives but not working together effectively enough- we need to explore the gaps in our system and confront the challenges we are facing

Feedback on Salford Youth Alliance

SYA helps keep people like me out of trouble by giving us opportunity, and stopping us from falling into that trap of anti-social behaviour

Volunteering experience means you can learn how to do a job in a very hands-on way

I've made loads of new friends through Salford Youth Alliance. Everyone has similar interests and we all have a great laugh together

It's helped boost my confidence in all parts of my life, whether its professional skills or gaining the confidence to approach an employer and talk about the opportunity they may be able to give me. It's also helped massively with my studies

2.4 Distributed Leadership

There is no – one agency and sector leading the approach and plan. A multi sector working group has been created to steer the investment pilot, working to a distributed leadership model. The work reports to the 0-25 Children's Transformation Advisory Board which includes elected members. The working group is currently exploring ways to utilise existing assets and structures in the community such as children and young people's forums, Neighbourhood Management and Youth Service Management. It is essential that Salford's approach and plan has children and young people's voice and engagement at the heart.

2.5 Addressing inequalities

International evidence highlights an association with inactivity and many factors. Factors such as deprivation, age, gender, race and disability have an impact on inactivity and are compounded if there are multiple factors at play. Salford's approach and plans aim to address these factors and seek ways to our citizens to become more active. The plan focuses on girls and young women and in areas of high deprivation, which seeks to address inequalities issues of age, gender, disability and deprivation. There are many barriers to participation. A key aim of the plan is understand and address the prevailing barriers and address inequalities.

2.6 Building on assets, adding value and a whole System Approach

In following on from Sport England's visit to Salford in 2017, partners have been working together closely. Our approach and outline investment of five interlinked programmes is as described below. These programmes are still in development and will be further shaped by the engagement events and feedback. International evidence and our local feedback have highlighted numerous perceived and actual barriers and facilitators to young people participating in physical activity.

Barriers fall into two categories

1. Practical barriers – these are barriers such as time, cost and location
2. Person centred barriers – these were barriers such as lack of confidence, stereotype, conformity and sporting ability.

The evidence and our local feedback highlighted that it is the person centred barriers are more significant, therefore, our approach and plans focus on addressing these barriers. The plan comprises of five inter-dependent elements as described below:

2.6.1 Investing in VCSE groups

In the feedback with partners and young people, it became clear that just putting on different activities across the city will not address needs of inactive young people and children. Both practical and person centre barriers has been highlighted as an issue for participation. To address these barriers and successfully grow participation, partners agreed that a diverse mix of opportunities by both traditional and non-traditional

providers were needed in order to reach and engage those classed as inactive. This was felt particularly important in working with young women and girls, disabled people, and the city's growing BME population.

As the VSCE sector delivers a wide range of activities and interventions to local communities – in terms of theme, geography, identity and interest, partners felt the sector would be ideally placed to tackle access and mixed opportunities. The plan seeks to build on and harness the sector and associated assets. The sector is currently supporting over 1,500 groups and organisations and utilises over 46,000 volunteers.

Salford CVS has demonstrated they can deliver on the physical activity agenda through the Third Sector Fund. This has enabled VCSE organisations to develop new opportunities and provide support. However, this was a limited small-scale investment which only scratched the surface of what could be developed, given further resources. The aim is to ensure that there is both investment and development support is available to develop and sustain successful activities focusing on children and young people in order to support long term behavioural change. Our insight work has shown that the groups often need additional support in order to ensure this, therefore, this will form part of the offer.

A part-time Development Worker role (2.5 days per week) to specifically support VCSE organisations to develop their physical activity offer, support partners and help ensure long-term sustainability. The worker will work with young people on ways to improve access. A small and targeted investment fund will be created to support the development of VCSE sector-led activities with young people

2.6.2 Addressing confidence and conformity barriers

Our plan is to build on the assets of the Salford Youth Alliance. The focus of their work is to improve confidence, raise aspirations, and provide skills and experience that will lead to a more active lifestyle. Feedback highlighted they improved outcomes through tackle anti-social behaviour by providing opportunities for young people to be engaged with the community. The part of the plan aims to address the person centred barriers of activity by focusing on girls and young women. The alliance's key role will be to work with partners across Little Hulton and Walkden to increase participation.

The evidence also highlights positive role models and dispelling stereotypes is key to increasing participation, a key part of the alliance's work is to provide opportunities in physical activity volunteering, training and placements across different organisations. This peer support, leadership development and support for enterprise aims to improve young peoples' employability and encourage them to become role models in their communities. The feedback received is that through this volunteer process, it has provided young people access to significant opportunities for training and gaining transferable skills. Examples of volunteer roles undertaken are Lifeguard, Community Sports Coach, Young Leader, Swimming Teacher, Events Management, Construction Worker, Youth Worker, Admin Support, Schools Sports coach, Digital Ambassador (social media).Volunteers have successfully gained employment, using the skills gained through volunteering with the Alliance.

Youth Alliance volunteers have accumulated over 800 volunteering hours within the Ordsall, Langworthy, Claremont, Weaste and Seedley localities. This work will be extended to Little Hulton and Walkden. This aims to complement other parts of the programme through engagement on volunteering opportunities within groups or clubs and improving inclusivity (supporting the PCCA and social prescribing principles of LDP) – inactive to active.

2.6.3 Enhancing facilitators for increased participation

Utilising the Salford Sports Network, we aim to enhance facilitative action to increase participation. The sports network is a Salford asset that supports physical activity clubs and groups across the city. Working with CVS and the Alliance, the aim is to broaden reach, support and membership of non-traditional providers. This will be through applying a person-centred community asset approach to listening and working with young people, particularly girls and young women on breaking down barriers and building on

what increases participation. The Salford Sports Network and young people will support existing clubs to understand which parts of the young people population is engaging and not engaging in their club. The network will explore what and why the barriers exist and as a whole system ways to address these.

The network will work with existing programmes and take a lead on various existing physical activity programmes which promote inclusive activity, including Park Runs, This Girl Can and The Daily Mile, and also to test new innovative solutions using insight to support more young people to do more. The feedback from young women was there was insufficient activity across the city for them to join, therefore, the network will specifically examine the representation of young girls within existing clubs and non-traditional providers. If gaps and needs are found, the network will lead on a system wide approach to addressing the needs co-designing the solution with young women. The network will work key networks and influencers that are part of the Salford youth scene to innovate to test and learn new opportunities.

2.6.4 Targeted support to children and young people with lived experience of adversity

The element of the plan focuses on providing support to the most vulnerable and inactive young people in Salford who have lived experience of adversity (Adverse Childhood Experiences or ACEs). Young people who have suffered adversity have poorer outcomes than their counterparts and appear to be less active. The aim to improve outcomes for these children and young people by using the Resilience Framework domains (particularly Belonging, Coping and Core Self, see diagram below) and the Five Ways to Wellbeing. This will be delivered collaboratively with the Integrated Youth Service (IYS) to build on and complement existing provision. The aim is to develop a system change by developing person centred and community approaches (PCCA) of support. The work will be led by young people themselves, and that recognise and build on the individual's and the communities' assets.

Service Model: Five Ways:

- **Why**- Children who experience adversity will be affected by this for their lifetime and suffer with health inequality. This intervention aims to mitigate the impact of ACEs
- **Who**- Young people who don't access mainstream services aged 9-18 years in Little Hulton and Walkden, who have lived experience of adversity
- **Where** - Young people will be identified and supported through the IYS, schools (pupils at risk of exclusion), Pupil Referral Units (PRUs), and young people placed in Alternative Provision. Eight-hundred vulnerable young are currently being referred to the IYS each year through The Bridge (child welfare partnership). There are currently 400 young people on the waiting list therefore a recognised need.
- **What**- Bespoke, holistic, person-centred tailored support package which will include one to one mentoring support to create a personal plan linked to the Five Ways to Wellbeing and Resilience Framework and access to activity based around their hopes and interest, and the opportunity to try new things they may otherwise not get the opportunity to try. The support provides young people with lived experience of adversity with a scaffold around them to help them to thrive and to make positive choices. With one to one support young people will step-down into one of the following options- mainstream services, activities and clubs, this can include some individual financial support to pay for these activities initially
- **How**- The programme will have a strong evidence-based foundation related to the work that has taken place around the resilience framework using all the tools that are currently

available. The service will work collaboratively with the IYS to establish a robust referral pathway into the Wellbeing Support. To embed this pathway, services will be delivered from the Youth Centres locations: Bridgewater in Little Hulton as well as a range of alternative community venues as required.



Addressing barriers of stereotyping and role models.

This part of the programme builds on 'Empower You' work in Salford that supports disabled people lead a more active lifestyle. The work to date has mainly focused on adults, therefore, the aim now is to work disabled children and young people specifically those with sensory, physical, learning or intellectual impairment. The feedback from families and national evidence states that often it is not always easy for disabled people to be active with many barriers often limiting or completely preventing participation. The aim is to ensure physical activity across the city is inclusive and appealing to disabled people- this will be through working with the other strands of the pilot to ensure inclusivity. They will also provide link disabled people, groups and settings as Special Education Needs Schools to ensure the voice of disabled children and young people are shaping plans and the city's approach.

To challenge the stereotypes of disabled young people and activity, there is a workforce development component that builds on accredited training available to provide front line staff with the skills, knowledge and practical experience in supporting disabled people to keep active. This will be coproduced with disabled young people. Evidence has also highlighted the importance of increased visibility of disabled people keeping active therefore the programme is currently exploring with young people increased imagery and video content to showcase disabled people engaging in physical activity in appropriate settings.

2.7 Committed to Learning

There is no magic bullet to solve the issues of inactivity in young people and in particular girls and young women, therefore, Salford's approach is to learn from the international evidence base. Salford aims to apply this learning and contextualise for Salford. It is also the ambition to learn from the other areas in Greater Manchester and Local Pilot investment areas, particularly those areas focusing on girls and young

women. The city has strong links with the university so we are currently exploring opportunities for learning together.

3. Budget

Budget Request

| Partner | 2019/20 April-Sept | 2019/20 October-March |
|-------------------------------|------------------------------|---------------------------------|
| CVS | 40000.00 | 36165.90 |
| SYA | 50000.00 | 46547.47 |
| SSN | 30000.00 | 26421.80 |
| HIS | 20000.00 | 17533.00 |
| Early Draw Down (RECEIVED) | 8000.00 | |
| Total 6 Month | 148000.00 | 126668.17 |
| Total 6 Month Request | 140000.00 | 126668.17 |

| | |
|----------------------|------------|
| Total Year 1 Funding | 274,668.17 |
|----------------------|------------|

| | |
|----------------------|------------|
| Total LDP allocation | 690,504.00 |
| Remaining | 415,836.00 |

*See attached spreadsheets for detailed costings of each programme