

# ROCHDALE: BOROUGH PACK

THE PHYSICAL ACTIVITY AND SPORT PICTURE

FEBRUARY 2020

GREATERSPORT



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## Foreward

Inactivity is a stubborn partner and a challenge to shift. Doing less than 30 minutes of physical activity per week is a key cause of obesity and one of the top 10 causes of early deaths. Regular exercise can help prevent chronic diseases such as heart disease, diabetes and cancer, which together costs Greater Manchester's health services more than £26 million every year.

The Greater Manchester Moving plan cements the ambitions of Sport England, Greater Manchester Combined Authority and the Greater Manchester Health and Social Care Partnership, and sets out the approach we will take together, to bring about a population-level change in people's relationship with physical activity within Greater Manchester.

Working together we aim to get 75% of the Greater Manchester population active or fairly active by 2025.

Greater Manchester  
Moving > ^ < v

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**GREATERSPORT**

**SPORT  
ENGLAND**

**Greater  
Manchester  
Health and  
Social Care  
Partnership**

**ROCHDALE  
METROPOLITAN BOROUGH  
COUNCIL**

**Link4Life**

**ROCHDALE BOROUGH  
SCHOOL  
GAMES  
PARTNERSHIP**

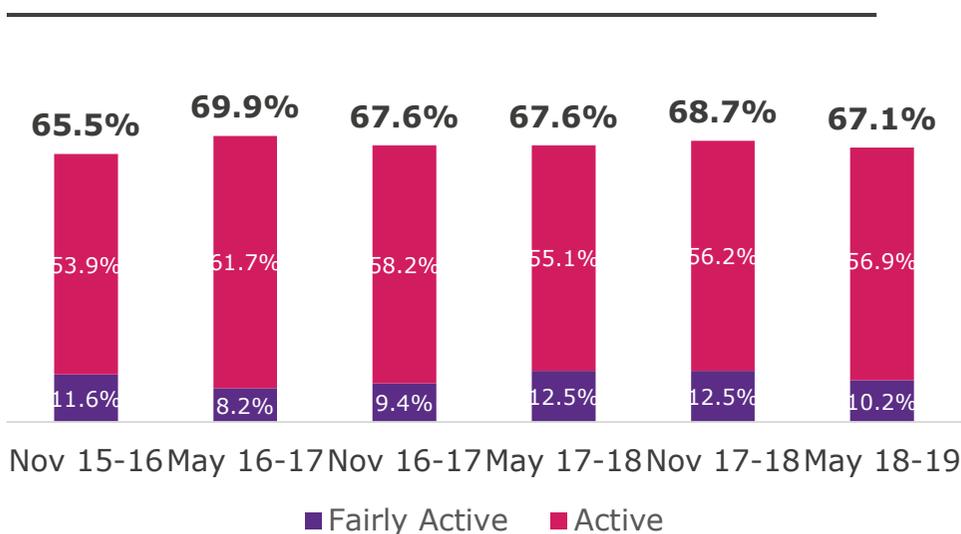
# Headline Adult Active Lives Statistics

## Rochdale Overview

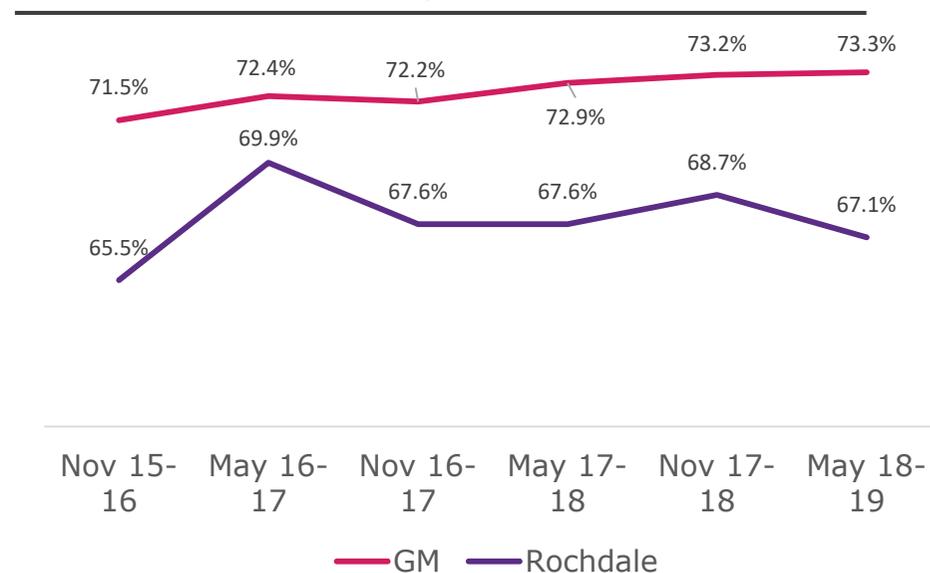


- 67.1% of adults in Rochdale are moving, at least 30 minutes a week, equivalent to 115,700 adults.
- This is an improvement since baseline (November 2015-16) of 1.6% and 4,900 adults.
- This is a decrease in the last year:
  - in the last 12 months (since May 2017-18) of 0.5% or 400 fewer adults moving
  - in the last 6 months (since November 2017-18) of 1.6%.
- Rochdale have slightly closed the difference since baseline (November 2015-16) but are still below the Greater Manchester (GM) average of 73.3%.

Rochdale % Adults Moving (Fairly Active and Active)



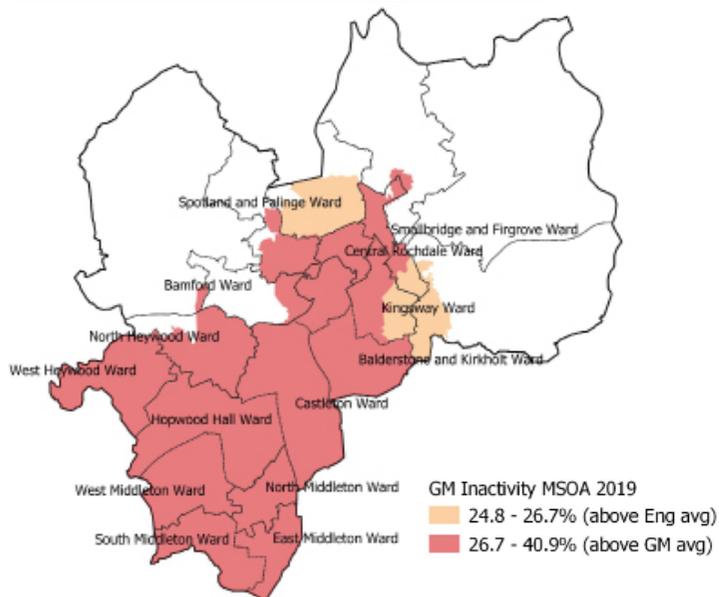
Rochdale % Adults Moving (Fairly Active and Active)



# Headline Adult Active Lives Statistics

## Rochdale Overview

### Mapping of Inactivity Levels

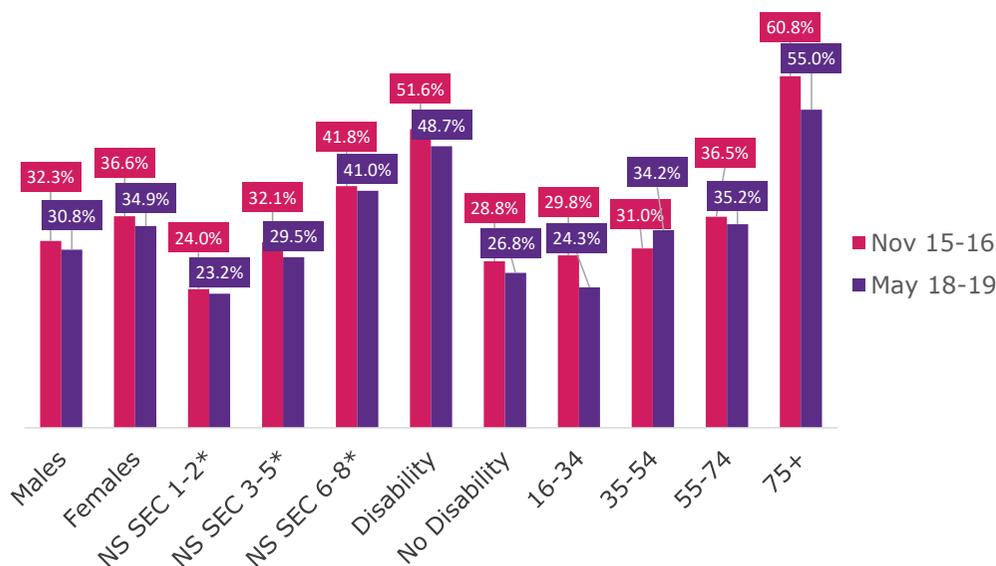


Inactivity levels range at middle super output area (MSOA) level from 20.3% in Rochdale 006 (Norden and Spotland & Falinge wards) to 36.9% in Rochdale 015 (Milkstone & Deelish ward).

Inactivity has decreased since 2015-16 for all demographics in Rochdale (shown below), particularly 75+ years by 5.8%.

Inactivity is highest for those aged 75+, those with a disability and those from lower socio-economic backgrounds (NS SEC 6-8). It is also higher for all demographics, than the GM average.

### Inactivity by Demographics in Rochdale over time



### Inactivity by Demographics in Rochdale compared to GM



\*Higher, Middle and Lower income categories in the National Statistics Socio-economic Classification

# Programme Specific Data - Adults

## Active Ageing

# £85,200

Funding allocation to Rochdale for the Active Ageing Project.

# 600 PEOPLE

Target KPI in Rochdale

# 576

Older adults have participated in the place-based programme so far.



Rochdale are connecting to wider system work to identify and engage with carers and the hidden people with caring responsibilities (estimated to be between 25,000-31,000 people in the borough), Rochdale will be supporting adults aged 55+ with caring responsibilities to become more active.

### What is Rochdale's approach to the programme?

- They will be using voluntary peer champions to support with behaviour change.
- The impact on people with caring responsibilities will be measured using the Outcomes Star (Carers). This is a suite of tools for supporting and measuring change when working directly with people.

### Current activities include:

- Walking Netball
- Gentle Exercise
- The Best of the 50's & 60's
- Zumba Basic
- Table Tennis/Short Tennis
- Fun Dance
- Nature Walks

# Programme Specific Data - Adults

## Gordon's story

Gordon's wife has vascular dementia, and he was her sole carer for a long time. Whilst protecting his family from how unwell his wife was, Gordon himself was becoming unwell, eventually being diagnosed with prostate cancer in 2017. Following a series of 20 strong radiotherapy sessions, the cancer was gone, but his white blood cell count was completely destroyed by radiation, meaning he was at serious risk of infection.

To try to reduce the risk of becoming more unwell, Gordon decided he would get as fit as possible through a combination of healthy eating and exercise. Numerous doctors told him that nothing could be done about his white blood cell count, but Gordon did not accept this. He began gently exercising, predominantly walking but after nine months, nothing had changed. However Gordon didn't give up, gently increasing his walking, and after 12 months, his white blood cell count had risen slightly to 0.1.

After another increase to his walking regime, to a 6 mile walk each day, they reached 0.3, but doctors still had little hope. It was at this point, Gordon decided to enter the 2018 Manchester Half Marathon, at the age of 83, something he'd always wanted to do, but had never had the time to do it. With his walking increasing, and now some running, Gordon's white blood cell count continued to rise. In October 2018, he completed the half marathon, finishing second in his age group and vowing to return in 2019. Not long later, he returned for more tests, this time showing that his white blood cell count was now over 1.0! The doctors were stumped, asking Gordon;

“Can you please tell us what you are doing, because never in our or the hospital's experience, has any patient ever managed to get a white blood cell count back after it's been wiped completely out by radiation.”

Gordon's answer was simple; “Brandy, beetroot juice and lots and lots of exercise”

He continued to join activity clubs, such as the Over 50s ramble organised by Link4Life, to help combat his loneliness after his wife went into care and to help maintain his activity levels. Just a few months ago, his white blood count was just under 2, which is almost the normal level for a man of his age.

True to his word, Gordon was back on the starting line for the Manchester Half Marathon in October 2019. This time as the eldest participant in the event, but that didn't stop him, shaving 9 minutes off last years' time. The saying may be “older and wiser”, but for Gordon, it's “older and faster”.

The power of physical activity, in combination with a healthy diet, for Gordon has not only changed his life, but has proved the transformative power of physical activity for our health and wellbeing.



# Programme Specific Data - Adults



## Moving Forces

'Moving Forces: Staying Active In Civvy Street' is a project that helps ex-forces personnel to stay physically active during and after transition to civilian life.

The pilot project launched in Tameside in September 2018, delivered in partnership with TASC (Tameside Armed Services Community) with the view to expand across Greater Manchester. Following the success of the pilot project, Moving Forces expanded to Manchester and Rochdale in June 2019, and will expand across all of Greater Manchester in June 2020. The project is open to anyone who has served in the armed forces, regardless of where they currently live or work.

Research amongst veterans has shown that 90% of serving personnel are physically active 5 days a week, whereas after transitioning to civilian life, 80% of ex-forces personnel are completely inactive.

The project was initially funded by Sport England with the aim to learn more about the impact of life changes on activity levels. There is an accompanying academic study with Manchester Met University.

Due to its success, the programme has gained further funding from the Armed Forces Covenant and the Endeavour Fund to further advance the project.

## Paul Nutter

One of the participants Paul, served in the Royal Engineers from 1987 – 2001 and joined Moving Forces when it launched. Since leaving the forces he openly admits the weight piled on. Working as a truck driver he found he spent all day sitting, he didn't do much activity as his focus was around working and fitting into the local area.

Since joining Moving Forces he has got back into running at the local parkrun, where he volunteers at the events if he doesn't run. He loves the camaraderie with some of the runners and finds the parkrun volunteering experience keeps him motivated to run. With support from Moving Forces he has also completed a qualification and now leads a running club for other ex-forces personnel and their families.

# 83,000 VETERANS IN GM



# Local Pilot Investment

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The £10m Sport England investment into the Local Pilots across all local authorities in Greater Manchester, aims to accelerate the scale, pace and depth of the broader Greater Manchester Moving implementation plan by focusing on three specific target audiences:

- 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
- People aged 40-60 with, or at risk of, long term conditions specifically cancer, cardiovascular disease and respiratory disorders

## £662,438 INTO ROCHDALE

Rochdale's Local Pilot project is focused on engagement and co-production, and is collaborative using an asset based approach, building on existing community engagement structures and groups.

### Rochdale's focus areas are:

1. A place based approach initially in two wards of the borough (**Milkstone & Deeplish** ward and **West Middleton** ward). With the focus being on Milkstone and Deeplish in the first instance.
2. Working with those who are **unemployed** with mental or physical health conditions via the Working Well services and Rochdale Borough Economic Affairs Employment Links Service Programme.
3. Playing and **moving more in everyday life**, with a focus on **walking** and making better use of **existing assets** and local amenities, as well as exploring the development of further **inter-generational activities**.
4. Promoting **physical activity alongside arts and culture** activities by working closely with Touchstones, and plans to use the Dippy the Dinosaurs visit to promote ways of being active that may appeal to those not engaged in more formal activities remains.

# Local Pilot Investment

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Rochdale is one of the most inactive boroughs in Greater Manchester. However, it is fortunate to have many assets and opportunities that can be used to increase activity within those who are least active. These include; excellent green and blue spaces, thriving community groups, strong voluntary and community sector, significant public service transformation programmes and a strong history of cooperation and creativity.

Rochdale communities are also some of the least culturally active and we have identified similar demographics, insight and barriers. With this in mind, we believe there is an exciting opportunity to look at innovative and creative ways to test and learn about how we can increase physical activity in the borough, especially in those who currently move the least.

## The initial phase

This will focus on developing relationships and engagement within agreed communities through ongoing person centred work. Recruiting a new dedicated Moving More Community Builder role to work alongside existing locality based Community Builders and neighbourhood worker roles, will maximise skills, reach and resources. They have also invested in the VCSE sector, through Action Together to co-design and work together to design our ongoing engagement and development options. As part of this, Action Together have created an Ideas Shop with the challenge of building a Peoples Partnership between people who live, work and make decisions in neighbourhoods. This will include local community experts, creatives, public sector leaders and frontline workers. A collaborator will be recruited into the ideas shop to ensure Local Pilot is involved, they have had interest from a number of the influencers are already engaged with.

The work engaging with unemployed people will develop from our initial focus groups via the locality work and will also link more with local employment support providers such as Working Well services, Employment Centres and skills providers.

Rochdale Local Pilot's Working Group has a wide range of stakeholders, each of whom have the power to influence different areas, and who bring a broad range of expertise to the programme. For example, we have group members from political, transport, communications, environmental, health, and arts and culture backgrounds, as well as public health and sport and leisure and the voluntary sector.

The work is embedded within with the Health and Social Care Prevention and Access System Transformation Plan, PCCA plans and Public Sector Reform work. It is also linked to the Arts and Culture programme including emerging creative strategy and Health and Work programmes.



# Greater Manchester Walking

## Walking City Region Ambition

The ambition is to make Greater Manchester the first 'Walking region' in the UK, where walking becomes a cultural norm and the first choice for travel. By investing in walking and complementing wider investment into infrastructure and localities 'GM Walking' aims to empower increased walking to help to reduce health care costs caused by physical inactivity and improve overall health and wellbeing of our residents. £2m investment has come from the Health and Social Care Partnership to support our aim to become the country's first walking city-region.

## What do we mean by walking?

- Walking for leisure in a formal walking group, as an individual or informally with a friend(s)
- Build walking into everyday routines such as a lunchtime walk at work or a 'daily mile'
- Functional walking, such as when going shopping
- Active travel – walking to get from A to B i.e. walking to work or school.

## Walking City Region Objectives:

- Empower communities through the development of a Community Investment Fund. GMCVO will be giving out a total of £225,000 in grants to VCSE organisations to get Greater Manchester Walking.
- Develop the GM Walking Voice network to build links between stakeholders, strategies and the public.
- Develop a GM Walking Marketing Campaign
- Co-create a range of digital tools, messages, incentive schemes and social media campaigns to support everyday walking
- Form and support Walking Champions through training and resources
- Support walking festivals and events such as the GM Walking Festival
- Develop tools and resources for cross sector workforces to raise awareness of the benefits and promotion of walking.
- Support and expand the 'Daily Mile' concept in workplaces and community settings.

Greater Manchester  
**Walking**

[www.gmwalking.co.uk](http://www.gmwalking.co.uk) | [@GMWalks](https://twitter.com/GMWalks) | [#GMWalking](https://hashtage.com/#GMWalking)

**£3,352 INVESTED  
SO FAR TO INCREASE  
WALKING IN ROCHDALE**



## GM WALKING VOICE

- 173 members total
- 85.5% from voluntary sector
- 20 members from Rochdale

Greater Manchester  
**WALKING VOICE**



# Headline Children & Young People Statistics

## Rochdale Overview

Academic Year 2018-2019  
CYP Active Lives

Published December 2019

The second CYP Active Lives survey was published in December 2019 by Sport England and reflects data from the academic year 2018-19.



The recommendation for children & young people, aged 5 – 16 is to do a minimum of 60 minutes every day.

22.6% of children & young people in Rochdale are achieving 60 minutes of physical activity every day, this is equivalent to 7,000 children & young people.

14,600 children are averaging 60 minutes of physical activity a day

**38.2%** **Overweight and obese**  
Of children classified as overweight or obese by year 6

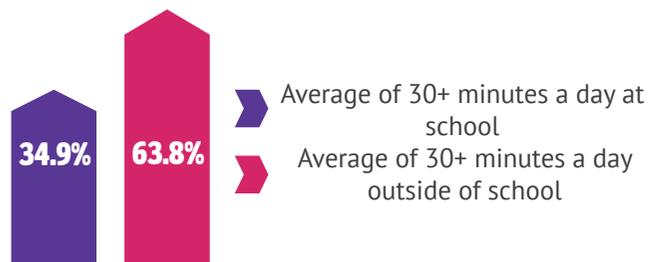
National Child Measurement Programme data, 2018/2019

# Headline Children & Young People Statistics

Academic Year 2018-2019  
CYP Active Lives

Published December 2019

## Rochdale Overview



The Chief Medical Officer recommends that children and young people should be active for 30 minutes at school and 30 minutes outside of school

**MORE THAN 3 IN 5 YOUNG PEOPLE IN ROCHDALE ACHIEVE AN AVERAGE OF 30 MINUTES+ OUTSIDE OF SCHOOL**

**66.0%** **School Readiness**  
Of children achieving "Good level" of development by age 5.

Public Health England Data, 2019

**7 IN 10 YOUNG PEOPLE DO LESS THAN AN AVERAGE OF 30+ MINUTES AT AND OUTSIDE SCHOOL**



# Programme Specific Data - Children & Young People - The Daily Mile™

The aim of The Daily Mile is to incorporate 15 minutes of self-paced physical activity (walking, jogging or running) into daily life, to experience the benefits of regular exercise.

Last year Andy Burnham, Mayor of Greater Manchester was joined by Elaine Wyllie, founder of The Daily Mile, to celebrate Greater Manchester's commitment to becoming the world's first Daily Mile City Region.

Although originally a programme for primary schools, here in Greater Manchester we are encouraging nurseries, secondary schools, workplaces and community settings to adopt The Daily Mile.

# 47%

34 Primary schools have signed up to The Daily Mile™ so far



## Rochdale Primary Schools signed up to The Daily Mile

Alkrington Primary School  
All Saints Church of England Primary School  
All Souls CE Primary School  
Bamford Academy  
Belfield Community School  
Bowlee Park Community Primary School  
Broadfield Community Primary School  
Caldershaw Primary School  
Crossgates Primary School  
Elm Wood Primary School  
Greenbank Primary School  
Healey Foundation Primary School  
Heybrook Primary School  
Holy Family RC Primary School  
Hopwood Community Primary School  
Kentmere Primary Academy  
Lowerplace Primary School  
Marland Hill Community Primary School  
Milnrow Parish CE Primary School  
Moorhouse Primary School  
Newhey Community Primary School  
Norden Community Primary School  
Our Lady & St Pauls RC Primary School  
Sacred Heart RC Primary School  
Spotland Primary School  
Springside School  
St Edwards CE Primary School  
St Gabriels CE Primary School  
St John Fisher RC Primary School  
St Mary's CE Primary School Balderstone  
St Mary's RC Primary School Littleborough  
St Mary's RC Primary School Middleton  
St Peter's RC Primary School  
Woodland Community Primary School

# 5,871

Children took part in the March 2019 Daily Mile Celebration Day from Rochdale



# Satellite Clubs

10

Satellite Clubs have been set up across Rochdale since 2012.

342

Young People have attended a Satellite Club in Rochdale since 2012.

Satellite clubs are local sport and physical activity clubs for 14+ year olds that are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

## Hamer Boxing All Stars

Hamer Amateur Boxing Club set up All Stars to offer 25 free taster boxing sessions within schools, to offer young people to the sport, particularly focusing on BAME girls from disadvantaged communities. Following the taster sessions, the club ran introductory sessions at the boxing club to try and turn this short turn offer into long-term physical activity, with half price or free membership offered to those who needed it most. The sessions introduced around 80 young people to boxing with 40% of them regularly engaged in the weekly sessions run at the club.

The school learning Mentor at Matthew Moss High said: *“Young people who have accessed the club from Matthew Moss for after school training have all significantly improved. They have been able to manage their behaviour more effectively which has positively impacted on their learning. To see young people feeling empowered and realising their full potential in themselves and their school career is extremely gratifying.”*

A student who took part in the programme said: *“Boxing teaches us great social skills, not for fighting but skills for the future. Also, the boxing coach has improved our self-esteem and confidence to defend ourselves in situations which we have less confidence or worries. Overall I really enjoyed boxing and would love to participate again.”*



# School Games



# 598

Young People from Rochdale took part in GM School Games events in the 2018/19 academic year.

# 12,947

Young People took part in Rochdale School Games events in the 2018/19 academic year.

The Greater Manchester School Games aims to further revive the culture of competitive sport in schools. This exciting concept harnesses the power of the Olympics and Paralympics and was designed to motivate and enthuse more young people than ever before to participate in high quality, meaningful competition within and across schools, supporting them in achieving their own personal best in sport and in life. The aim of future events is shifting to become to a more inclusive event, enabling more children to get moving and experience new sports.

The Greater Manchester School Games is one of the largest in the country. On Wednesday 26th June, 171 young people from 15 schools across Rochdale gathered for the Greater Manchester Summer School Games. The majority of whom qualified due to their success at local competitions.

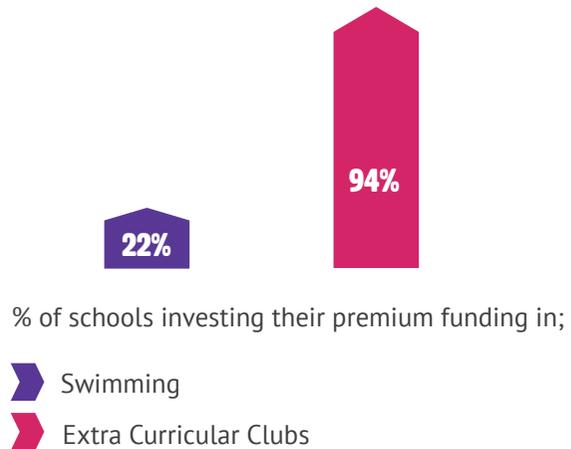


# Primary School Sport Premium

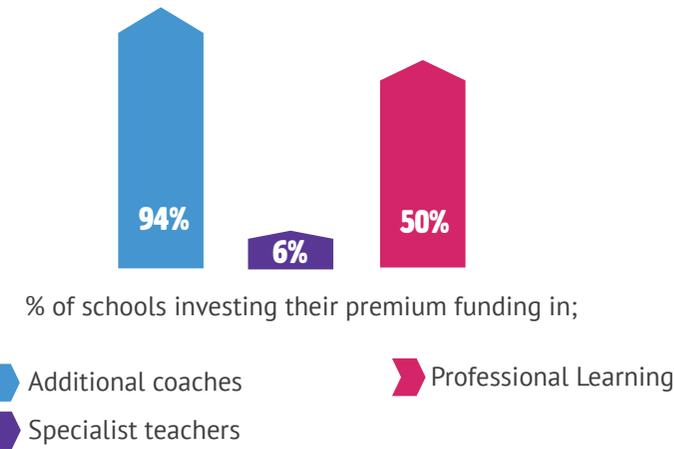
# £1.3 MILLION

£1.3 million was invested into Rochdale, by the DfE in 2018/19. Schools with 17 or more pupils received £16,000 plus £10 per head for each additional pupil. Schools must use the funding to make additional and sustainable improvements to the quality of PE, Physical Activity and Sport.

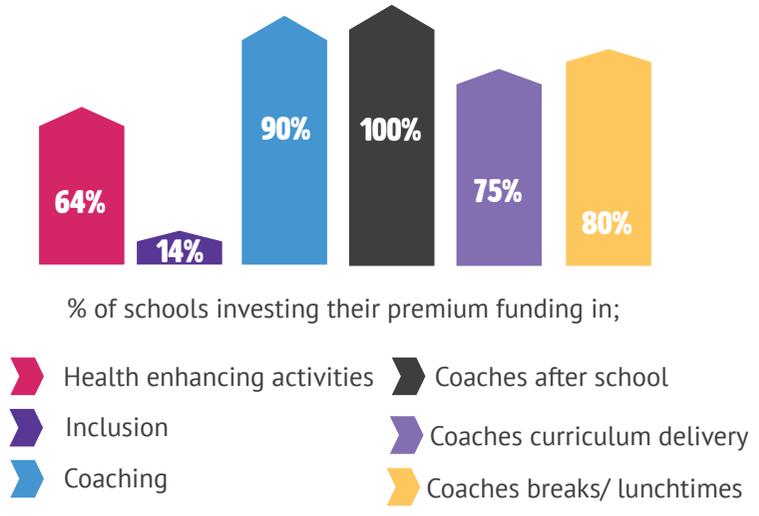
## Engagement of Pupils in regular physical activity



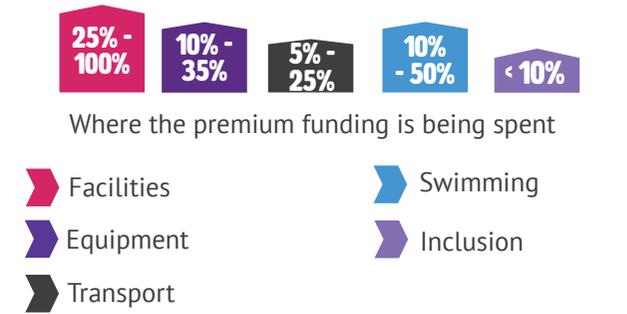
## Increased confidence, knowledge and skills of all staff in teaching PE and sport



## Broader experience of a range of sports and activities offered to all pupils



## Other Primary Premium spending



\*No percentage data provided

**70%**  
of Rochdale schools have up to date published information meeting grant conditions.

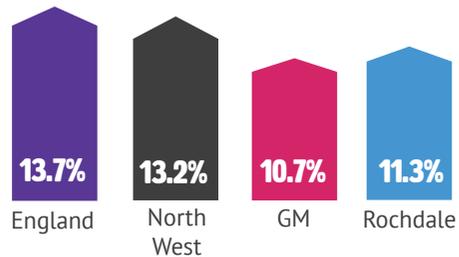
**100**  
People in the professional workforce have received training.

**93%**  
of schools are investing in increasing participation in competitive sport.

# Volunteering

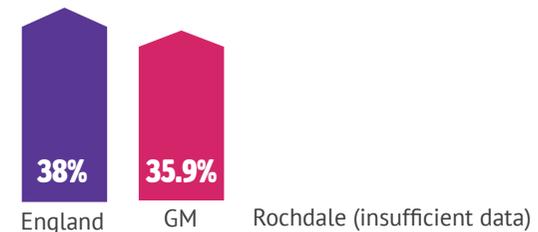
Volunteers have always played a vital part in the sport and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact on mental wellbeing, individual development, social and community development as well as a huge economic benefit.

## Adult Volunteering at least twice in the last 12 months



Data from May 18/19 Sport England Active Lives Survey

## Children & Young People (Years 5-11) Volunteering at least twice in the last 12 months



Data from Sport England Active Lives Survey for the 2018/19 academic year



The VIP (Volunteer Inspire Programme) is a GreaterSport initiative that allows volunteers to sign up for volunteering opportunities, launched in partnership with all ten boroughs.

# 241

people have volunteered through the Volunteer Inspire Programme within Rochdale between 2010-2019

# Rochdale Borough Council - 2019 Active Workplace of the Year

Rochdale Borough Council supports employees to become more physically active in the workplace after establishing a healthy workplace programme, Your Wellbeing, with Link4Life. The scheme is the result of a staff survey, which looked at physical and mental wellbeing, nutrition and workplace culture. The results revealed that staff weren't aware of wellbeing activities and incentives and how they could get involved. Wanting to understand their issues, and take on board their ideas for improvement, the Council established a steering group to deliver change.

## Making changes

Link4Life employee Fiona Brigg nominated the council for the award. 'As part of my role, I've attended many conferences and events talking about workplace wellbeing,' says Fiona. 'I soon realised that this was something we did within the Council and did well: we just weren't shouting about it.' The initiatives currently in place weren't always appropriate or achievable: no one activity will appeal to everyone,' says Fiona. 'Therefore, we knew we needed to consider the whole workplace demographic and start elsewhere: encouraging just ten minutes of activity in the working day. These small steps, such as walking to a colleague's desk rather than picking up the phone, are great progress towards boosting overall levels of activity. Little things make a big difference and have huge collective impact.'

## Increasing activity

Link4Life began a structured, programme of activity including yoga classes, massage and acupuncture, which all run on-site, don't require intense activity levels, and are relaxing and adaptable. Several sessions in local leisure facilities and council offices were also offered at a significantly reduced rate. Your Wellbeing also includes measures that monitor programme success for example, counters in the main stairway to track the number of people using the stairs and not the lift. The plan being to provide weekly updates on stair usage to staff to create friendly competition in the workplace. As well as the staircase initiative, they have mapped-out indoor and outdoor walking routes to promote The Daily Mile™, have plans to launch Walking Wednesdays and developed a team of staff wellbeing champions who meet monthly to discuss ideas.

## Support and success

In just a few months, it became clear the programme was heading for real success. Fiona and her team credit this, in part, with investing time in communicating with staff face-to-face and the backing of senior leadership teams. 'It's all about changing the overall workplace culture,' says Fiona. 'Giving people time is key: knowing you can leave a few extra minutes earlier to take the stairs without pressure to jump in the lift for childcare pick-up or a parking ticket makes a huge difference.'

They also promotes Active Soles, an initiative endorsed by The Greater Manchester Mayor, where staff are encouraged to wear comfortable shoes to work and head out for a walk at lunch time, park a little further away or get off the bus one stop earlier. Results are clear to see: one staff member's reported an improvement in her fibromyalgia due to being able to wear trainers in the office. Another who's taken part in a workplace Fitbit programme encouraging workplace activity has reported a massive lifestyle change and significant weight loss.

'Work pressures often prevent staff from making time on their lunch break to be active,' Fiona says. 'Yet with an improved working environment and mental wellbeing you can create healthy active workplace habits. This culture change, starting with small steps, is why Rochdale Borough Council are making big changes.'



## Other Opportunities - Join the conversation

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### #GMMOVING

Master umbrella for physical activity conversations on social media across Greater Manchester.

### #GMDAILYMILE

Share your Daily Mile photos and experiences. Can you support in embedding in schools, workplaces or community settings?

### #GMSCHOOLGAMES

Yearly event for schoolchildren from across Greater Manchester to take part in physical activity and sport.

### #THATCOUNTS

A Greater Manchester campaign supporting people to move more in a way that suits them for just 30 minutes a day. Aiming to normalise everyday movement and reposition what it means to be active.

### #WEAREUNDEFEATABLE

A Sport England campaign that celebrates people living with long term conditions who are moving more, in ways that work for them.

### #GMWALKING

Making GM the first 'Walking Region' in the UK, where walking becomes a cultural norm.

### #GMMOVINGAWARDS

Opportunity to celebrate the people making a difference in Greater Manchester through sport and physical activity.

### #THISGIRLCAN

Sport England campaign, aiming to get more females involved in sport and activity.

### #ACTIVESOLES

A movement to encourage the population to wear footwear and clothing that encourages and enables movement.

**@ROCHDALECOUNCIL**

**@LINK4LIFE**

**@RBSGP**

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**THANK YOU**

**WE ARE CHANGING LIVES TOGETHER**

**GREATERSPORT**