

TRAFFORD: 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.



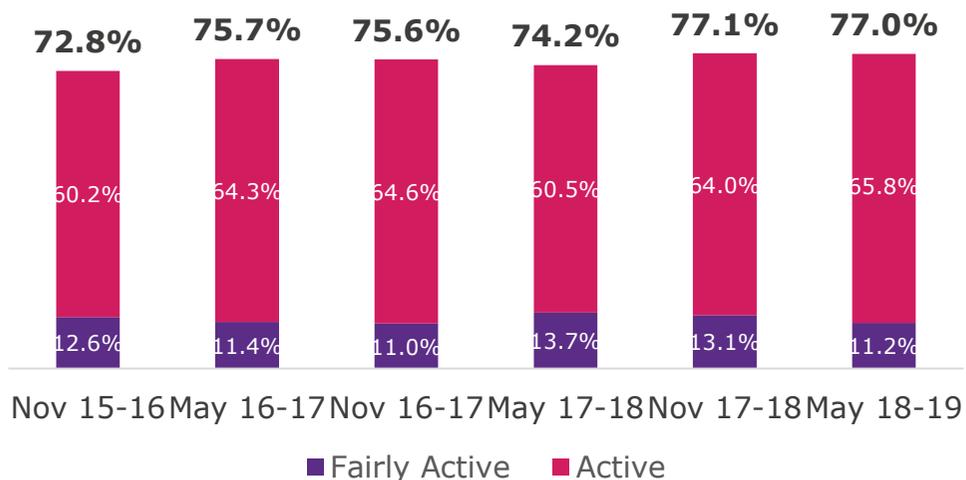
Headline Adult Active Lives Statistics

Trafford Overview

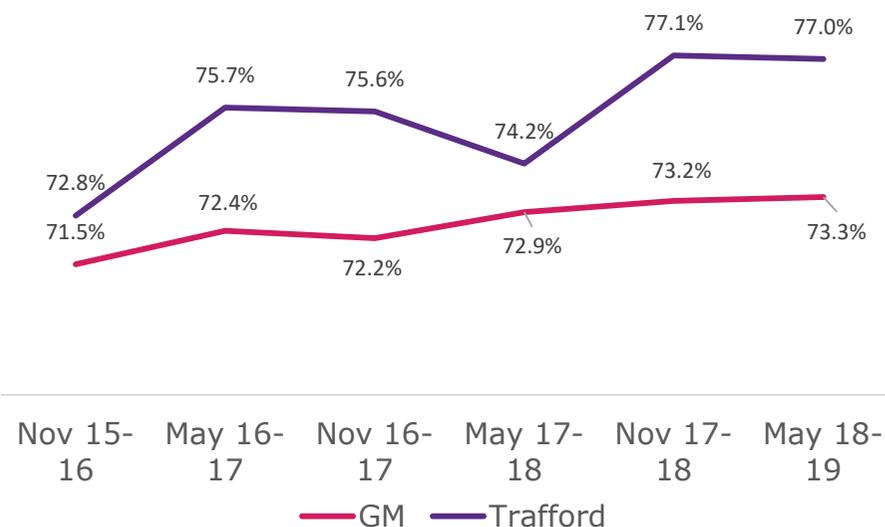


- 77.0% of adults in Trafford are moving, at least 30 minutes a week, equivalent to 143,200 adults.
- This is an improvement since baseline (November 2015-16) of 4.2% and 8,900 adults.
- Similarly an improvement in the last year, but not so much the last 6 months:
 - in the last 12 months (since May 2017-18) an increase of 2.8% or 5,700 more adults moving
 - in the last 6 months (since November 2017-18) a decrease of 0.1%.
- Trafford have maintained and increased the difference since baseline (November 2015-16) above the Greater Manchester (GM) average of 73.3%.

Trafford % Adults Moving (Fairly Active and Active)



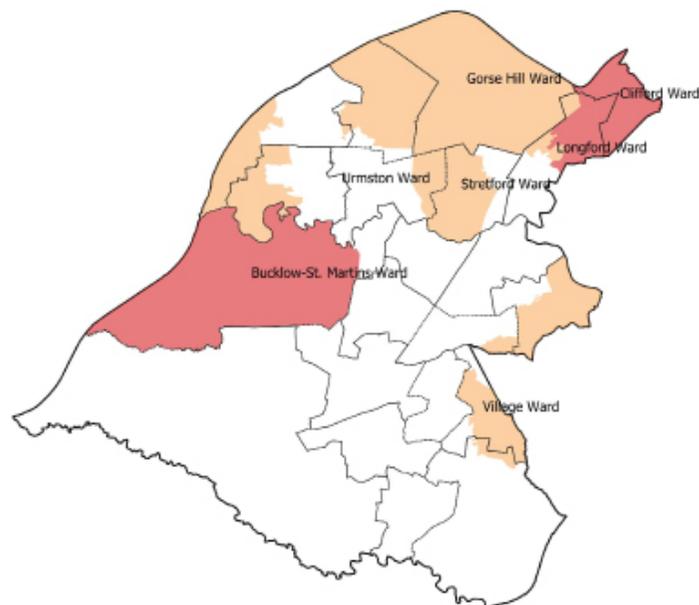
Trafford % Adults Moving (Fairly Active and Active)



Headline Adult Active Lives Statistics

Trafford Overview

Mapping of Inactivity Levels



Inactivity levels range at middle super output area (MSOA) level from 12.6% in Trafford 026 (Hale Central ward) to 32.6% in Trafford 017 (Bucklow-St. Martins ward).

Inactivity has decreased or stayed the same since 2015-16 for all demographics in Trafford below, apart from 75+ years. NS SEC 6-8 did not have enough responses to be reported.

It is highest for those aged 75+ and those with a disability. However, in relation to GM averages, Trafford is much lower for all, except disability and 75+ years.

Inactivity by Demographics in Trafford over time



Inactivity by Demographics in Trafford compared to GM



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

Programme Specific Data - Active Ageing

£72,500

Funding allocation to Trafford for the Active Ageing Project.

1,350 PEOPLE

Target KPI in Trafford



Active Ageing

Trafford are looking to work in the west of Trafford, which has a high proportion of older people and corresponding high levels of treatment and care required to support people with long term conditions, who have had falls or experience dementia.

What is Trafford's approach to this programme?

- Through sustained involvement with inactive older adults in these areas and using links to primary care, exercise referral pathways as well as wider access to community provision. Trafford will link to social prescribing models to support an increase in uptake of supported exercise opportunities for those from higher risk groups as well as the older adult population as a whole.
- They have commissioned, a market research agency to underpin the approach and help to design what physical activity offer.
- Trafford will train and support older adults to become voluntary peer champions and encourage behaviour change.

Examples of sessions set up are:

- Walk for Health sessions launched in Partington and Stretford
- Walking Cricket (delivered by Lancashire County Cricket Club)
- Bespoke programme of active ageing sessions (delivered by Witness the Fitness)
- Citizen Forester (delivered by City of Trees)
- Other areas include the development of Age Well Champions, implementation of Motitech within respite and residential care settings and upskilling the workforce through a programme of "Someone Like Me" training.

Programme Specific Data - Active Ageing

Barbara's Story

Following retirement Barbara initially looked after her grandchild, however once they started school, this pleasure was gone. Barbara's mental health started to deteriorate as she became increasingly withdrawn, never leaving the house or socialising and struggling to speak, despite living with her husband. Her physical health also suffered as she had developed high blood pressure and severe back pain which restricted her ability to walk.

Following her daughter's suggestion and support, Barbara joined the Walk For Health program in Partington, Trafford. Filling in the forms, a simple task to many, was testing for Barbara describing herself as "a wreck"; she had no intention at all of going back for the next walk. With the support of her daughter, by the time of the next walk Barbara had decided to go, however when she arrived her daughter was nowhere to be seen. Barbara persevered and joined the walk anyway, slowly beginning to talk with the other members of the group.



As Barbara's activity levels increased so did her happiness;

"I BEGAN TO ENJOY LIFE"

As well as the improvement in her mental health, Barbara has managed to lose 5 stone, in combination with a change in diet, and is no longer in pain when she walks.

Ten months on from her first session, she is now a 'regular', with her favourite part being the time spent talking and laughing with the other attendees, something which she hadn't had the opportunity to do for a long time. Not only did Barbara feel the difference for herself, her family noticed too as she began to talk more at home, something she hadn't realised she had stopped doing.

Barbara now wants to help others, in the same way that she has been helped, wanting more people to reap the benefits that she has had. Her words of wisdom to others are; "Don't give up, don't do what I would have done and not gone back. I carried on, and I'm glad that I did".

Local Pilot Investment

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

£622,585 INTO TRAFFORD

The work in Trafford is led by a working group including representation from the Council, Public Health, Trafford Leisure and the VCSE Sector.

Focus area

Partington is the most inactive ward in Trafford, according to Sport England's Active Lives data, and its stubborn inequalities span all three of the Local Pilot's Target Audiences. Other statistics relevant to Partington are;

- Highest level of inactivity; 34% compared to 25.9% for Trafford overall
- Highest rates of obesity at Year 6
- Lowest levels of Good Level of Development and School Readiness
- Highest rates of Early Mortality (highest quintile nationally)
- Highest rates of Early Mortality (All Cancers)
- Highest prevalence of Long-Term Conditions
- Highest level of deprivation
- Highest prevalence of worklessness

Local Pilot Investment

The Pilot is aligned to Partington and Carrington Vision 31. The Vision 31 is led by community leaders determined to improve a number of outcomes for those that live in Partington and Carrington.

Trafford’s approach will be a three tier approach:

**1. COMMUNITY
LED PLACE BASED
INTERVENTIONS IN
PARTINGTON**

**2. BROADER
TRAFFORD ‘TEST
AND LEARN’
APPROACHES**

**3. WHOLE SYSTEMS
INTERVENTIONS
ACROSS THE
LOCALITY**

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 | [@GMWalks](https://twitter.com/GMWalks) | [#GMWalking](https://www.instagram.com/GMWalking)

**£2,432 INVESTED
SO FAR TO INCREASE
WALKING IN TRAFFORD**



- GM WALKING VOICE**
- 173 members total
 - 85.5% from voluntary sector
 - 10 members from Trafford

Greater Manchester
WALKING VOICE



Headline Children & Young People Statistics

Trafford 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.

18.6% of children & young people in Trafford are achieving 60 minutes of physical activity every day, this is equivalent to 6,500 children & young people.

16,700 children are averaging 60 minutes of physical activity a day

**NEARLY
1 IN 2**

Children have volunteered twice in the last 12 months. This is a 12.6% increase on last year.

31.6%

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

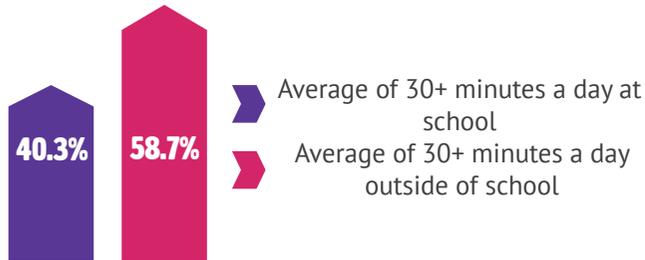
National Child Measurement Programme data, 2018/2019

Headline Children & Young People Statistics

Academic Year 2018-2019
CYP Active Lives

Published December 2019

Trafford 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

**3 IN 5 YOUNG PEOPLE IN TRAFFORD
ACHIEVE AN AVERAGE OF 30
MINUTES+ OUTSIDE OF SCHOOL**

74.7%

School Readiness
Of children achieving
“Good level” of
development by age 5.

Public Health England Data, 2019

**OVER 6 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.

40%

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



770

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

Trafford Primary Schools signed up to The Daily Mile

Abbotsford Preparatory school
Acre Hall Primary School
All Saint's Catholic Primary School
Altrincham CofE (Aided) Primary School
Barton Clough Primary School
Bowdon CE Primary School
Cloverlea Primary School
Davyhulme Primary School
Elmridge Primary School
English Martyrs' RC Primary School
Firs Primary School
Gorse Hill Primary School
Heyes Lane Primary School
Kings Road Primary School
Kingsway Primary School
Lime Tree Primary Academy
Navigation Primary School
Old Trafford Community School
Oldfield Brow Primary School
Our Lady of Lourdes Catholic Primary School
Pictor School
St Anne's CE Primary School
St Margaret Ward Catholic Primary School
St Matthew's CE Primary School
St Monica's RC Primary School
St Teresa's RC Primary School

Stamford Park Infant School
Urmston Junior School
Well Green Primary School
Willows Primary School
Woodheys Primary School
Worthington Primary School



Satellite Clubs

42

Satellite Clubs have been set up across Trafford since 2012.

1,260

Young People have attended a Satellite Club in Trafford 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.

Working with LGBTQ+ youth

BaseballSoftballUK have been working with the Proud Trust to provide members of an LGBTQ+ youth group with physical activity opportunities. As levels of physical activity are lower for young people within the LGBT community, the two organisations were keen to ensure the sessions would engage those who are the least active who don't enjoy competitive sport. Softball was chosen for many reasons, one of which is that as teams are not defined by gender no matter how a young person identifies, they are able to participate, which is often a barrier to being physically active.

The sessions took part in Worthington Park in Sale and were really successful, with the young people benefitting massively due to being able to engage in physical activity in a social situation.

Hebe Phillips, Proud Trust youth group leader said; "Many of the young people in this group will actively avoid physical activity in a formal setting such as PE at school," Hebe said. "Introducing softball to them in a friendly and welcoming environment has shown them that you don't have to be an athlete to enjoy being physically active. The sessions are super social and have really proven popular amongst the LGBTQ+ youth since we started last summer. It's a chance for them to be amongst young people like themselves and take part in a fun activity that they can enjoy with friends."



School Games



478

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

31,384

Young People took part in Trafford 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 is 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 Greater Manchester School Games is one of the largest in the country. On Wednesday 26th June, 149 young people from 14 schools across Trafford gathered for the Greater Manchester Summer School Games. They qualified due to their success at local competitions. The aim of future events is shifting to become to a more inclusive event, enabling more children to get moving and experience new sports.

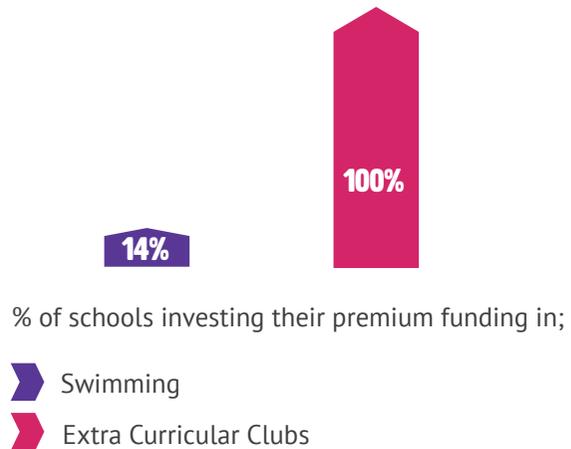


Primary School Sport Premium

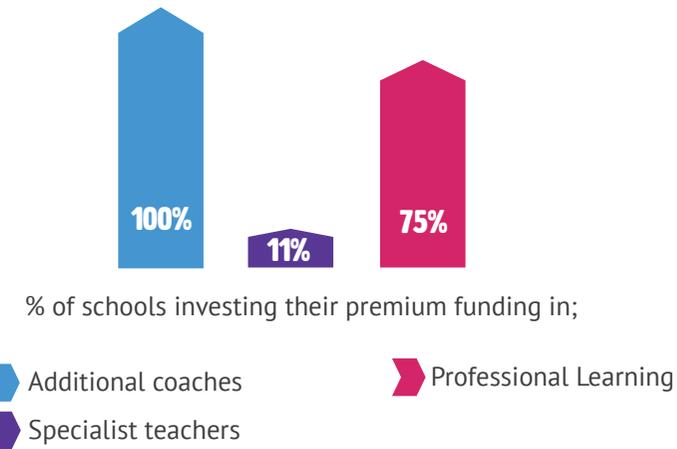
£1.3 MILLION

£1.3 million was invested into Trafford, 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.

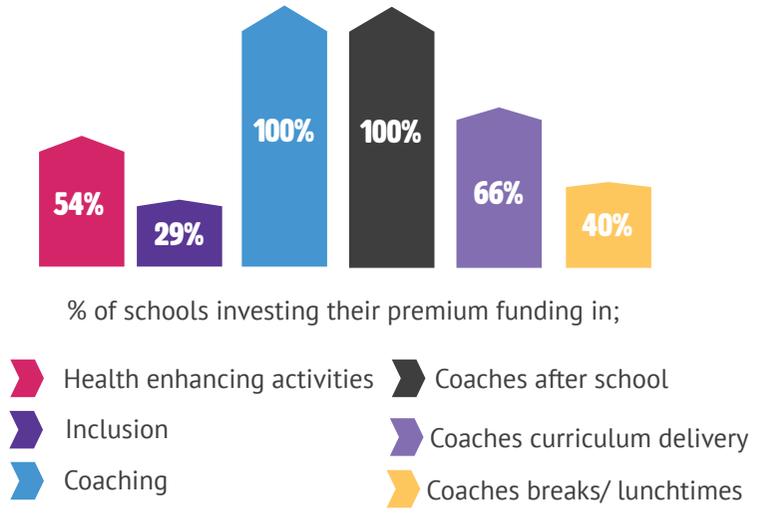
Engagement of Pupils in regular physical activity



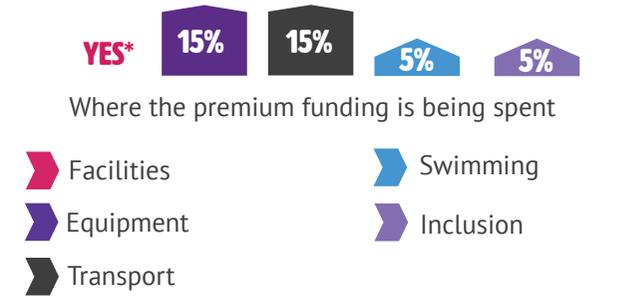
Increased confidence, knowledge and skills of all staff in teaching PE and sport



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



Other Primary Premium spending



*No percentage data provided

79%
of Trafford schools have up to date published information meeting grant conditions.

79
People in the professional workforce have received training.

100%
of schools are investing in increasing participation in competitive sport.

Volunteering

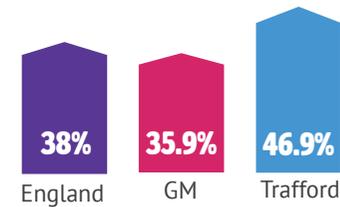
Volunteers have always played a vital part in the sport and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact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

519

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

2019 Initiative of the Year Award Winner

Solemother began in Urmston, Greater Manchester almost by accident. From three founding members, it's grown to a community of over 1,300 people worldwide; encouraging, motivating and inspiring each other to find ways to move more and boost their mental wellbeing.

Founder Grace Lees was looking for a way to fit exercise, and time for herself, into her busy lifestyle. *'After having children, I viewed life differently. I wanted to be as fit and healthy as I could, but when my husband broke his leg and ankle I found myself stuck at home unable to get out to classes. Looking after my husband and two small children, with no time for myself, wasn't great for my mental wellbeing.'* Whilst chatting with other mums at a children's party, the idea for Solemother started. With gym classes often running during bath and bedtime, Grace mentioned she'd be keen to go out for a run later in the evening. *'I didn't like the idea of running alone at night, but I asked two other mums to join me and, with that, Solemother was born.'*

A growing community

Solemother encourages both physical and mental wellbeing through a fun, sociable community. The group use Facebook to set a time, location and (if applicable) running distance, and invite others to join. The group encourages women to stay safe, always advising that no one runs alone between dusk and dawn and that, if you can't make a meet-up, you let them know so no-one gets left behind. *'You can go out anytime, with anyone!'* smiles Grace. *'It's amazing the friendships I've made running with people I'd never met before.'*

Solemother also asks members to share their post-workout selfies to receive words of support; they act as a badge of honour, celebrating everyone's individual journey. Their group is a safe space, giving members chance to discuss their mental health as well as celebrating their successes. *'We ban negative language; don't say you've 'only' done a walk, you've gone out and achieved it, so celebrate that! It's all part of the positive shift towards a healthy body and mind.'*

Shared successes

Though the largest groups remain in Greater Manchester, the community's spread as far as Australia. *'Helen posts in the group daily from Australia, citing the inspiration and motivation she gets from the group'* says Grace. *'We also have a member in Kent, who came to run the Greater Manchester marathon last year. There's a real sense of belonging in the group, no matter where you are.'*

Solemother is more than just a running group; it's about getting out there and being active, however you choose, as part of a community. The focus of Solemother is being active in your way: it doesn't matter how, why, or how often, as long as it's good for your physical and mental health. *'We support one another, embrace successes and share our stories,'* says Grace. *'Whether you're tackling your first ever hike or training for a marathon, our group is a sisterhood full of inspiring stories. We've had members who've experienced unbearable grief, are recovering from cancer or have simply lost all their confidence. Together, we do all we can to support them.'*

'Solemother has grown into something I could never have imagined,' Grace continues. *'When we support each other, incredible things happen. This sense of belonging, which seems quite unique in a non-competitive active network, is what makes Solemother something of which I'm so incredibly proud.'*



Other Opportunities - Join the conversation

#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 through physical activity and sport in Greater Manchester.

#THISGIRLCAN

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

#ACTIVESOLES

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

@TRAFFORDCOUNCIL

@TRAFFORDLEISURE

@TRAFFORDSSP

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THANK YOU

WE ARE CHANGING LIVES TOGETHER

GREATERSPORT