

# OLDHAM: 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.**



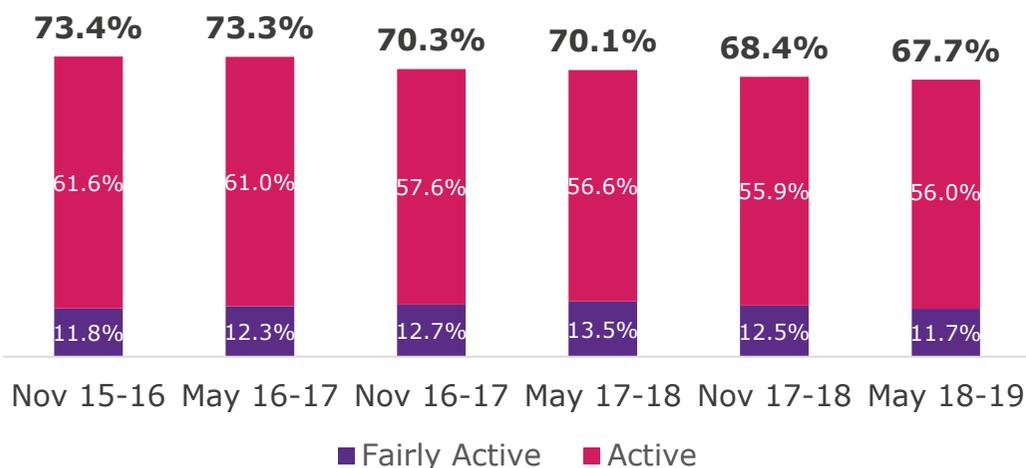
# Headline Adult Active Lives Statistics

## Oldham Overview

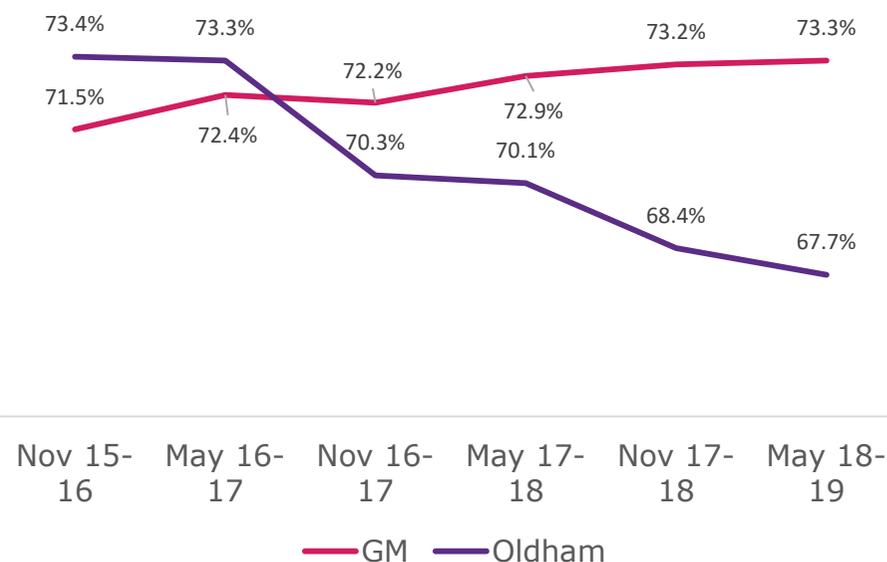


- 67.7% of adults in Oldham are moving, at least 30 minutes a week, equivalent to 123,400 adults.
- This is a decrease since baseline (November 2015-16) of 5.8% and 7,400 adults.
- Similarly this is a decrease in the last year, but appears to be slowing down:
  - in the last 12 months (since May 2017-18) of 2.5% or 3,200 fewer adults moving
  - in the last 6 months (since November 2017-18) of 0.8%.
- Dropped below the Greater Manchester (GM) average of 73.3% since November 2015-16.

Oldham % Adults Moving (Fairly Active and Active)



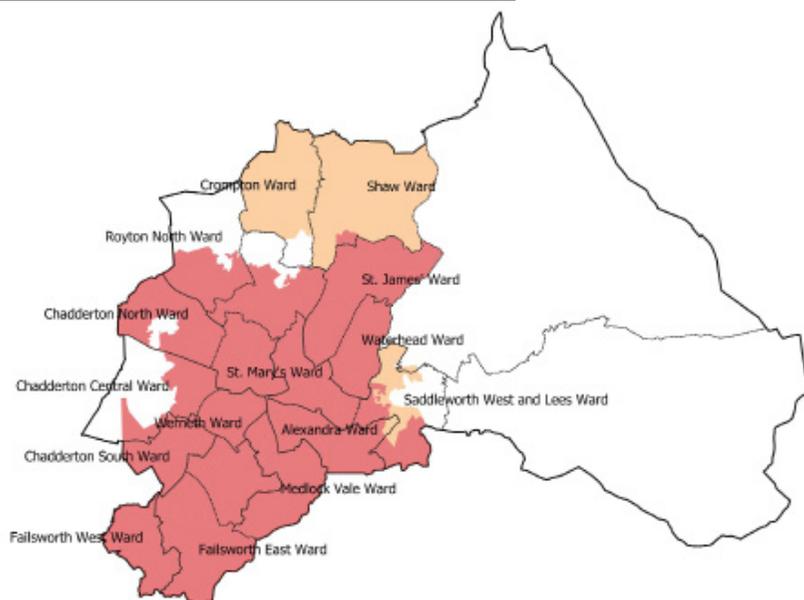
Oldham % Adults Moving (Fairly Active and Active)



# Headline Adult Active Lives Statistics

## Oldham Overview

### Mapping of Inactivity Levels



Inactivity levels range at middle super output area (MSOA) level from 16.1% in Oldham 013 (south-west of Saddleworth North and north-west of Saddleworth South wards) to 40.9% in Oldham 022 (across St. Mary's and Alexandra wards).

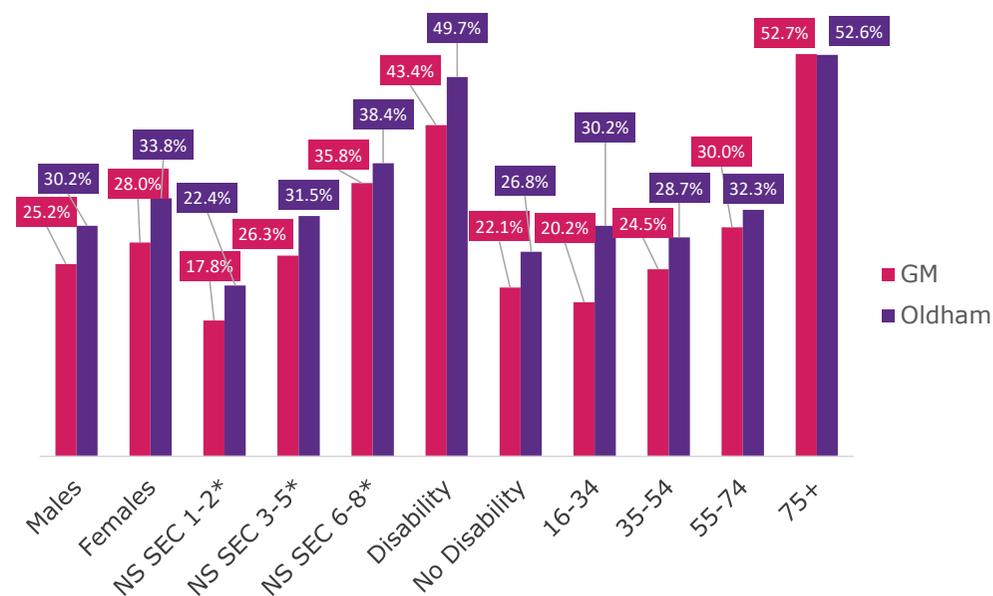
Inactivity has increased for all demographics in Oldham, particularly for those with a disability by 10.2%.

It is highest for those aged 75+ and those with a disability. It is higher than GM for all demographics, although 75+ years is very similar.

### Inactivity by Demographics in Oldham over time



### Inactivity by Demographics in Oldham compared to GM



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

# Programme Specific Data - Place Based Approach

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GreaterSport are working with housing association, Regenda Homes, to help deliver their 5 year plan to transform neighbourhoods through the “Limehurst and Hollinwood – Future proofing Sports and Wellbeing strategy”. Residents are placed at the centre of the plan and are key to the development of the offers in the area.

The current and ongoing work with this project is;

- Consultation has taken place with local residents around their activity levels, the type of activities and offers that they would like to see, motivations to be active and also the barriers.
- Meetings with key local individuals who are currently working in a professional manner with residents or local groups has taken place to understand what is already happening, who is engaging and why /why not. What could activities would suit their location/ community bases, barriers including technology and funding and what facilities they have and how these can be used by the wider community.
- Action plans are being developed around the key individuals / hub points to help deliver activity locally.
- Established groups (not just physical activity groups) and focus groups are being brought in to consult on ideas for the area.
- We are in the early stages of producing walking maps and routes based on the hub sites that the local community currently engage with.

**Regenda**  
Homes

# 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

## £671,572 INTO OLDHAM

**Oldham has formed a unique whole system strategic partnership to oversee its plans and drive change. Its membership includes:**

- The **voluntary and community sector** – Action Together are a critical partner who in essence jointly leading alongside the Council.
- Various **Oldham Council** representation – Leisure, Sport, Public Health, Planning, Community and neighbourhoods, highways and transport policy.
- **Health** colleagues and a GP
- The Leisure Trust – **Oldham Community Leisure**

## Focus areas

Extensive insight and mapping of the current strategy and programmes has led to **Glodwick** and **Failsworth** communities being selected as Oldham's focus areas.

# Local Pilot Investment

Oldham today is a unique place. An original Northern Powerhouse with a mix of the challenges, changes and opportunities which exemplify the changing face of modern Britain. Its people have selfless spirit and a sense of pride that is immediately obvious.

Unfortunately though, it is a place where deep social and economic disadvantage still exists and life can be a struggle for many. That said, it's a co-operative borough and is a great place with incredible assets; and only by working together can we make it even stronger.

The Local Pilot and tackling inactivity is part of the Oldham Plan ambition – to make Oldham a productive and cooperative place with healthy, aspirational and sustainable communities.

The delivery model is based around three fundamental shifts which will work together to deliver the ambitions of this Plan.

- Inclusive Economy - We want Oldham to be a place where everyone has a fair and real chance to access opportunities and improve their own lives.

**Our vision is for Oldham to become Greater Manchester's Inclusive Economy capital by making significant progress in living standards, wages and skills for everyone.**

- Co-operative Services We want Oldham to be a place where radical innovation changes the delivery and impact of public services.

**Our vision is to collaborate, integrate and innovate to improve outcomes for residents and create the most effective and seamless services in Greater Manchester.**

- Thriving Communities - We want Oldham to be a place where society and social action really mean something.

**Our vision is for people and communities to have the power to be healthy, happy and able to make positive choices and both offer and access insightful and responsive support when required.**



# 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://www.instagram.com/GMWalking)

# £680 INVESTED SO FAR TO INCREASE WALKING IN OLDHAM



## GM WALKING VOICE

- 173 members total
- 85.5% from voluntary sector
- 17 members from Oldham

Greater Manchester  
**WALKING VOICE**



# Headline Children & Young People Statistics

Academic Year 2017-2018  
CYP Active Lives

## Oldham Overview

Published December 2018

The first CYP Active Lives survey was published in December by Sport England and reflects data from the academic year 2017-18, due to the small sample size there is no data for the 2018-19 academic year.



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

# 37.4%

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

National Child Measurement Programme data, 2018/2019

# 68.1%

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

Public Health England Data, 2019



# 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.

# 51%

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



# 6,601

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

## Oldham Primary Schools signed up to The Daily Mile

Alexandra Park Junior School  
Bare Trees Primary School  
Beal Vale Primary School  
Broadfield Primary School  
Buckstones Primary School  
Coppice Primary Academy  
Delph Primary School  
Diggle School  
Greenacres Primary School  
Greenfield Primary School  
Greenfield St Marys CE School  
Greenhill Academy  
Higher Failsworth Primary School  
Hodge Clough Primary School  
Holy Family RC Primary School  
Holy Rosary RC Junior, Infant and Nursery School  
Horton Mill Community Primary School  
Kingfisher Special School  
Knowsley Junior School  
Littlemoor Primary School  
Lyndhurst Primary and Nursery School  
Mayfield Primary School  
Medlock Valley Community School  
Mills Hill Primary School  
Northmoor Academy  
Oasis Academy Limeside  
Richmond Academy  
Roundthorn Primary Academy  
Royton Hall Primary School  
South Failsworth Primary School  
Spring Brook Academy  
SS Aidan & Oswald RC Primary School  
St Annes CE Lydgate Primary School  
St Annes RC Primary School  
St Hilda's CE Primary School  
St Hugh's CE Primary School  
St Margarets CE Junior, Infant and Nursery School  
St Martin's CE Junior, Infant and Nursery School  
St Mary's RC Primary School  
St Matthews CE Primary School  
St Patricks RC Primary and Nursery School  
St Pauls CE Primary School  
St Thomas' CE Primary School  
Thorp Primary School  
Werneth Primary School  
Whitegate End Primary and Nursery School  
Woodhouses Voluntary Primary School



# Satellite Clubs

55

Satellite Clubs have been set up across Oldham since 2012.

2,232

Young People have attended a Satellite Club in Oldham 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.

## The box drop in sessions at Oldham boxing and personal development centre (OBPDC)

This project encourages community pride and a sense of belonging to a wider community, as well as the prevention of Youth Crime in three of Oldham's wards of deprivation. Reaching young people before they make decisions that impact on their rest of their lives is key to the outreach projects. OBPDC has worked to engage with young people in the wards outside the town centre via their existing youth club provision, to interest them in healthy sporting choices, raise their self-esteem and community expectations, where they might otherwise congregate in public spaces and get involved in petty crime.

Demand for sport in Clarksfield is high, with there being little provision for young people. Boxing attracts the interest of young people in disadvantaged and lower socio-economic communities with research showing that boxing provides life skills as well. At the core of the OBPC mission is delivering holistic personal development to the whole of the community a task made easier through the location of the centre. In partnership with other agencies, OBDPC have successfully delivered community based training, education and leisure activities that have seen their people progress into further education and employment. The project participants now view themselves as 'Oldhamers', and take a sense of pride in belonging to the wider borough, as well as many young people now attending regular sessions at OBPDC or other clubs in Oldham.



# School Games



**440**

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

**13,425**

Young People took part in Oldham 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, 154 young people from 16 schools across Oldham gathered for the Greater Manchester Summer School Games. The majority of whom qualified due to their success at local competitions.

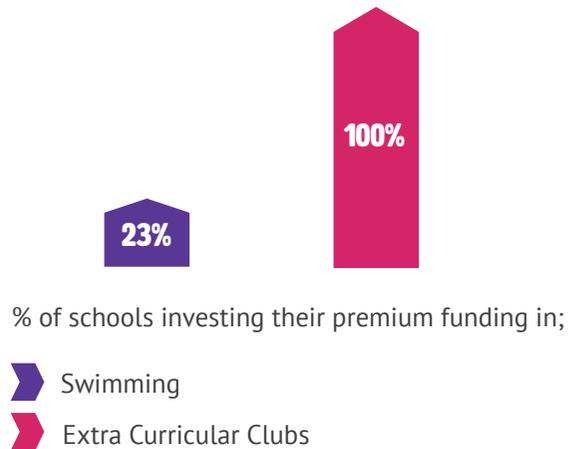


# Primary School Sport Premium

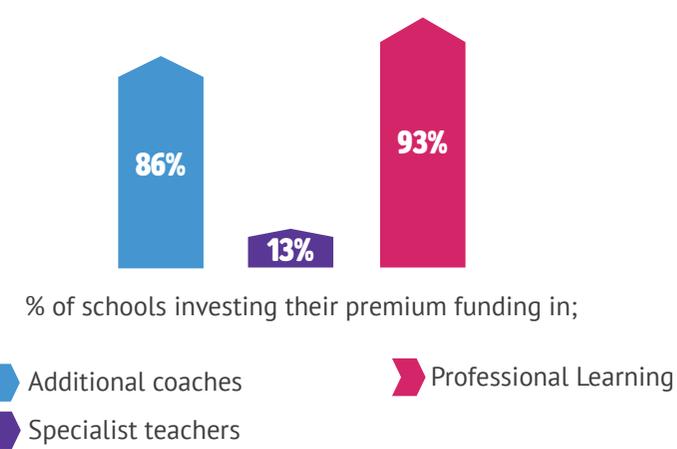
# £1.6 MILLION

£1.6 million was invested into Oldham, 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.

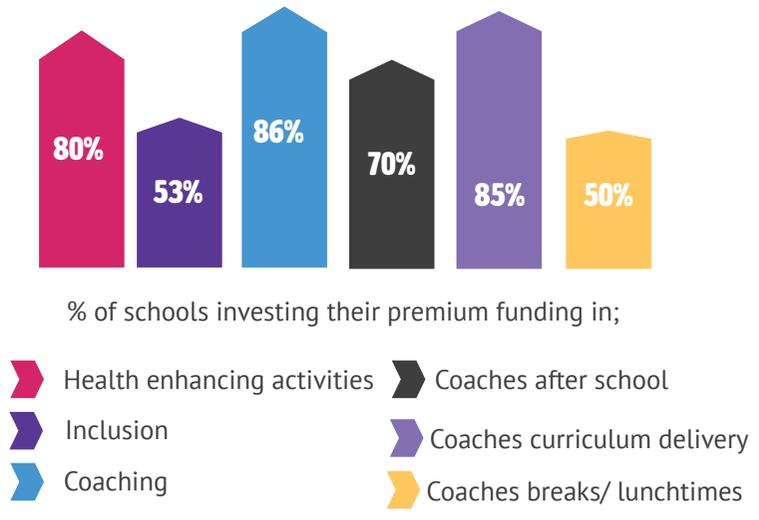
## Engagement of Pupils in regular physical activity



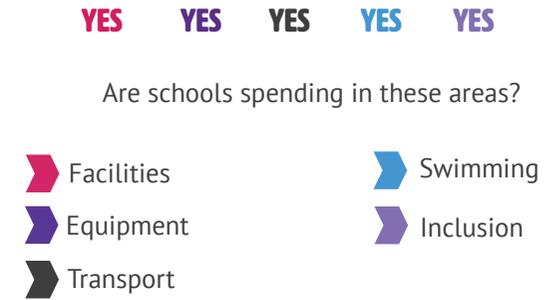
## Increased confidence, knowledge and skills of all staff in teaching PE and sport



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



## Other Primary Premium spending



**81%**  
of Oldham schools have up to date published information meeting grant conditions.

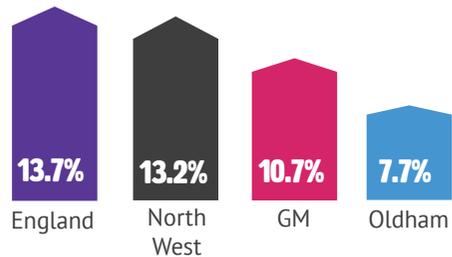
**120**  
People in the professional workforce have received training.

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

# Volunteering

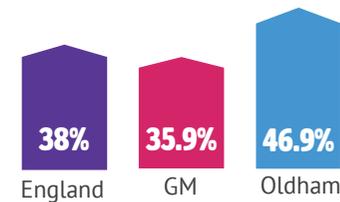
Volunteers have always played a vital part in the sport and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact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

# 298

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

## 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 that encourages and enables movement.

### @OLDHAMCOUNCIL

### @VOLSPORTOLDHAM

### @OLDHAMSSP

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**THANK YOU**

**WE ARE CHANGING LIVES TOGETHER**

**GREATERSPORT**