

Trafford Place Partner Deepening Plans

2025-2028

Target audiences

Women and Girls, Ethnic minority groups, residents with disabilities, children and young people and those with long-term health conditions

Target areas

Partington, Old Trafford, Stretford, Gorse Hill, Sale West, Sale Moor and Broomwood



Aims

Support the collective aims of Trafford Moving partnership.
Support in creating a culture where physical activity becomes the norm, and where it is easy for Trafford residents to make active lifestyle choices



Priority groups

Build on learning and insights from existing projects (OSF, CAS RTTS, HAF, Be Well) to enable and sustain more opportunities for movement

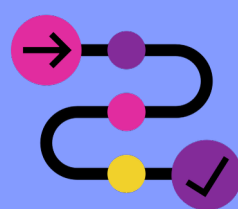
For residents with disabilities, long-term health conditions and ethnic minority groups there is a need to build up more local insight and to test & learn the most sustainable approach to engaging these audiences

Hyperlocal place based work

Support the creation, infrastructure, knowledge, and capacity of the move more partnership in each of the seven areas



Build hyperlocal knowledge of the areas and barriers to movement and physical activity to develop a highly localised action plan



Evaluation, insight and knowledge building

Grow the capacity and evaluative skills of the system grow, as the networks grow (ABCD, systems leaderships training)

Evaluating impact through Ripple Effect Management

Ensure hyperlocal data is captured and insights shared, to ensure decisions are insight led

Create a Theory of change model to help measure impact



2028 & beyond

Implementing Trafford Moving and neighbourhood action plans. Neighbourhood partnerships are a true representation of the community and include lots of sectors