

Salford Physical Activity and Movement Deepening Plans

2025-2028

Target audiences

Ethnically and religiously diverse communities, those with long-term health conditions, women and girls, older people, SEND, CYP from disadvantaged backgrounds



Target areas

Eccles, Higher Irlam & Peel Green, Broughton/East Salford, Pendleton & Charlestown and Swinton & Wardley



Aims

Work alongside the local community, VCSE sector, services and organisations to ensure that movement and physical activity are viewed as vital and prioritised. Leading to sustainable system change with movement embedded in target areas



Cross system influence

Raise the profile and importance of physical activity, by engaging and influencing key stakeholders in the target areas with a big focus on GP Practices/Health and Care Sector partners, housing providers and both primary and secondary schools.

Walking, wheeling & cycling

Support strategic efforts to embed wheeling, walking and cycling (WWC) in target areas.



Promote active travel and WWC routes to system partners and community members to encourage use of local assets and greenspaces



Community Engagement, Co-design and Investment

Co-production, insight and engagement becomes ingrained, gradually shifting to a community power focus

Raise awareness of the physical activity opportunities via co-produced marketing campaigns and relatable case studies

Investment into VCSE organisations to enable community power and delivery of physical activity opportunities



2028 & beyond

Person and community centred working is embedded, with the creation of whole system/cross sector movement/physical activity partnership groups, leading to more regular cross sector collaboration and increased system capacity so that movement and physical activity is prioritised