

SALFORD: 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

Salford Community Leisure

Salford City Council



Greater Manchester Health and Social Care Partnership

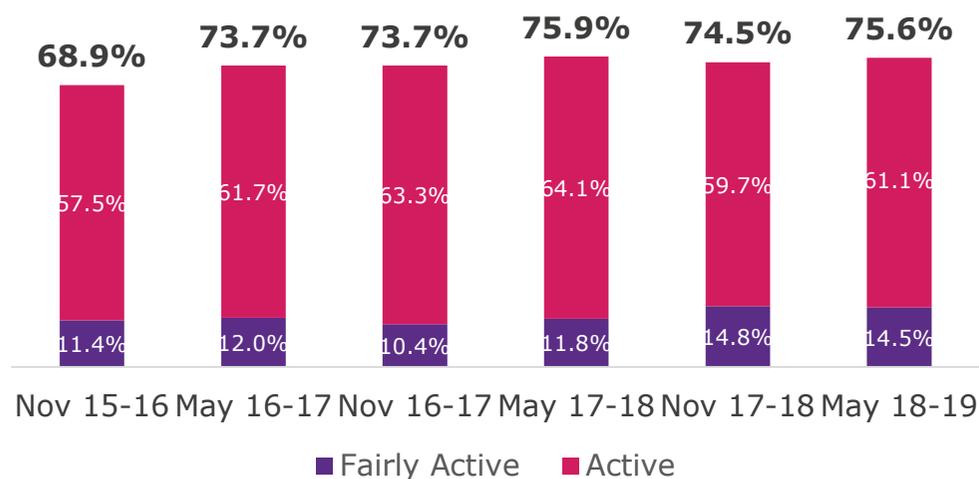
Headline Adult Active Lives Statistics

Salford Overview

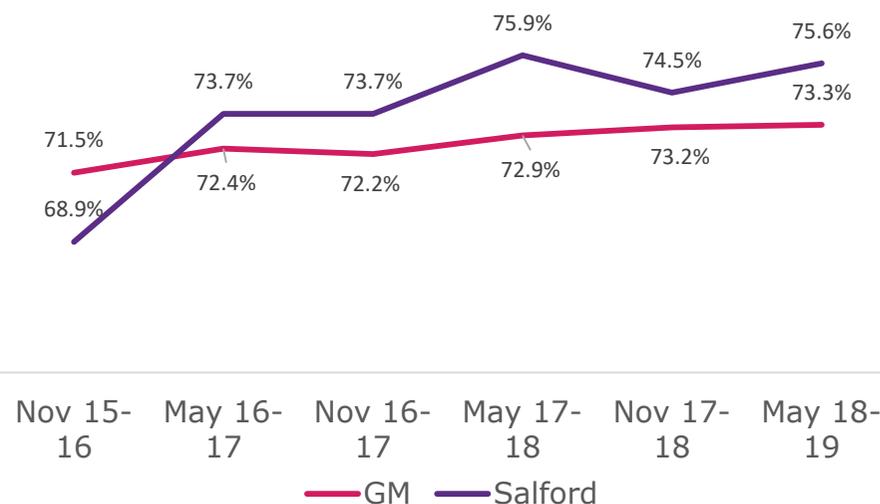


- 75.6% of adults in Salford are moving, at least 30 minutes a week, equivalent to 153,400 adults.
- This is a significant improvement since baseline (November 2015-16) of 6.7% and 17,900 adults.
- This has changed over the last year:
 - in the last 12 months (since May 2017-18) a decrease of 0.3% but 900 more adults moving
 - in the last 6 months (since November 2017-18) an increase of 1.1%.
- Salford have closed the difference since baseline (November 2015-16) and are now above the Greater Manchester (GM) average of 73.3%.

Salford % Adults Moving (Fairly Active and Active)



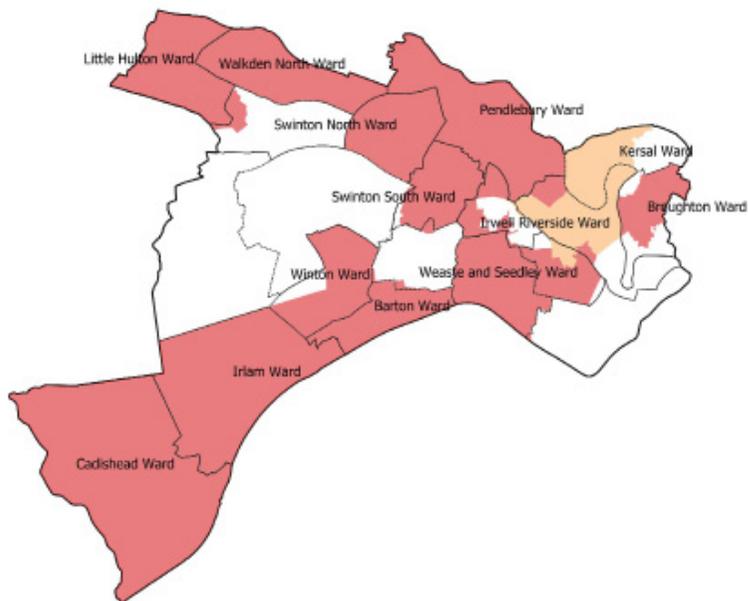
Salford % Adults Moving (Fairly Active and Active)



Headline Adult Active Lives Statistics

Salford Overview

Mapping of Inactivity Levels

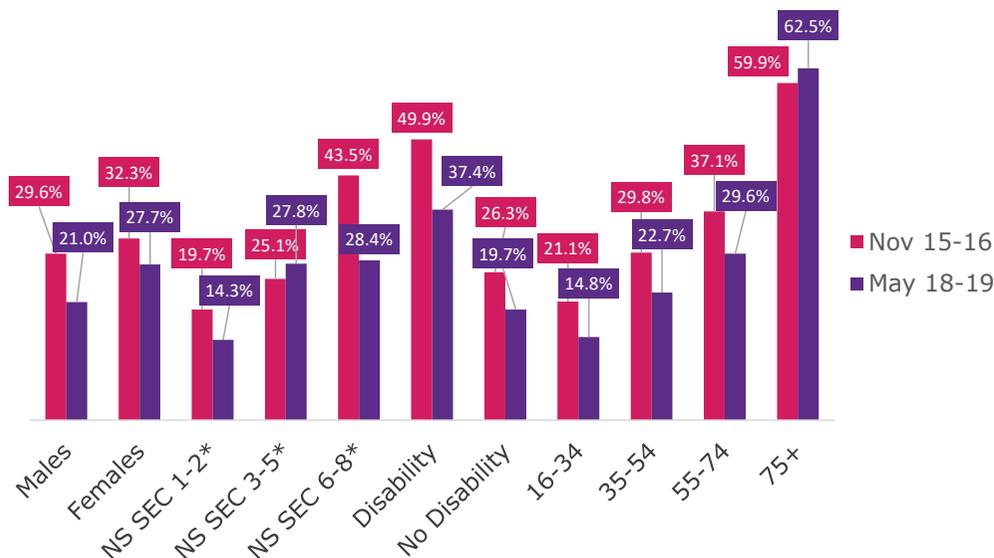


Inactivity levels range at middle super output area (MSOA) level from 16.7% in Salford 022 (south of Broughton and Irwell Riverside, north of Ordsall wards) to 35.5% in Salford 001 (north-east of Little Hulton ward).

Inactivity has decreased since 2015-16 for all demographics in Salford below, apart from NS SEC 3-5 and 75+ years.

It is highest for those aged 75+ and those with a disability. However, in relation to GM averages, Salford is only above for NS SEC 3-5 and 75+ years.

Inactivity by Demographics in Salford over time



Inactivity by Demographics in Salford compared to GM



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

Programme Specific Data - Active Ageing

£71,100

Funding allocation to Salford for the Active Ageing Project.

400 PEOPLE

Target KPI in Salford



Active Ageing

Salford have created small investment opportunities for the older community in Swinton to provide access to existing activity offers or help develop and establish new tailored activities where demand is identified.

What is Salford's approach to this programme?

- Salford are using strong community led approaches and a focus on activity, the work will connect to Salford's Age-Friendly Cities programme.
- Salford have sought to understand if the existing marketing and promotion of physical activity provision is a barrier to participation.
- Voluntary peer champions will support the behaviour change.

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

£690,504 INTO SALFORD

Focus groups

Physical activity rates in adults have been on an improving trajectory. Unfortunately, rates of activity have not improved in children and young people. It is estimated that 76.6% of the children and young people do not get their daily hour's recommended activity. This is in addition to increasing obesity rates in children and young people. After examining the physical activity need and engaging with citizens, partners agreed to focus the pilot investment on Children and Young people.

The target population will be **children and young people aged 5-18 years in out of school settings**. Our work will focus on **girls and young women** as the evidence suggests increased rates of inactivity are associated with females. In terms of sustaining physical activity, the evidence suggests girls and young women have earlier drop off rates. Our efforts are concentrated on slowing and reversing this trend for Salford girls and young women. Our plans also target the wards with highest youth obesity and inactivity rates.

Salford's plan and approach is to:

- Increase physical activity rates in children and young people aged between 5- 18
- Increase and sustain levels of participation of girls and young women
- Reduce inequities in activity rates across the city by targeted action in **Little Hulton** and **Walkden North** wards
- Tackle the practical and person centred barriers and enhance facilitators to girls and young women's participation of physical activity.

Local Pilot Investment

Work has commenced to develop a **whole systems approach** to tackle children and young people's health and wellbeing, with physical activity being a core component. It is in light of this identified need that the local pilot investment will focus on children and young people across the city with specific targeted action in the wards of Little Hulton and Walkden. Salford's local Pilot investment approach and plans aligns to city's strategic vision and plans such as current locality plan, draft local plan, City Major's Great Eight priorities and the emerging neighbourhoods model for the city. It builds on and supports the delivery of Salford's Physical Activity Framework. There are plans for refresh the locality plan in which physical activity will be a component. It will highlight the need for a whole system approach to promote, support and enable Salford's residents to take part in exercise and physical activity, normalising active behaviours as well as its links to preventing long term health conditions.

Co-production is the foundation of our plan. In planning and developing our approach and plan, it was important to have a system wide engagement on the assets and activities across the city to listen and understand what was needed to improve physical activity with children and young people.

Below are some of the partners and local organisations we are engaging to date:

- Schools
- Little Hulton Big Local and Youth Unity
- RECLAIM project
- Salford Community Voluntary Service
- The Rio Ferdinand Foundation
- Deans Centre Youth Club
- Empower You
- Multiple teams of the Council- Highways, Green Space, youth services, public health, parks, Children's Services, neighbourhood management
- Salford Community Leisure
- Salford Clinical Commissioning group

Person-centred barriers have been highlighted as more significant for the target audience so the plan comprises as five inter-dependent elements;

1. Investing in VCSE groups
2. Addressing confidence and conformity barriers
3. Enhancing facilitators for increased participation
4. Targeted support to children and young people with lived experience of adversity
5. Addressing barriers of stereotyping and role models

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://hashtage.com/GMWalking)

**£1,322 INVESTED
SO FAR TO INCREASE
WALKING IN SALFORD**



GM WALKING VOICE

- 173 members total
- 85.5% from voluntary sector
- 6 members from Salford

Greater Manchester
WALKING VOICE





Headline Children & Young People Statistics

Salford 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.

22.8% of children & young people in Salford are achieving 60 minutes of physical activity every day, this is equivalent to 7,400 children & young people.

15,100 children in Salford are averaging 60 minutes of physical activity a day.

**OVER
1 IN 3**

Children have volunteered twice in the last 12 months.

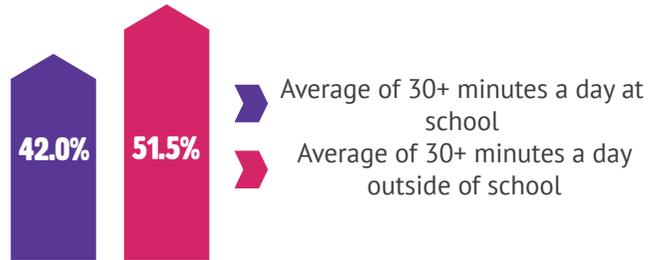
37.1%

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

Salford 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

**1 IN 2 YOUNG PEOPLE IN SALFORD
ACHIEVE AN AVERAGE OF 30
MINUTES+ OUTSIDE OF SCHOOL**

67.7%

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.

46%

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



9,939

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

Salford Primary Schools signed up to The Daily Mile

Barton Moss Community Primary School
Beech Street Community Primary School
Brentnall Primary School
Broadoak Primary School
Christ Church CE Primary School
Christ the King RC Primary School
Dukesgate Academy
Ellenbrook Community Primary School
Fiddlers Lane Community Primary School
Hilton Lane Primary School
Holy Family VA RC Primary School
Irlam Endowed Primary School
Irlam Primary School
Lark Hill Community Primary School
Lewis Street Primary School
Light Oaks Infant School
Light Oaks Junior School
Lower Kersal Community Primary School
Mesne Lea Primary School
Moorfield Community Primary School
Primrose Hill Primary School and Children's Centre
River View Community Primary School
St Boniface RC Primary School
St Charles' RC Primary School
St Edmund's RC Primary School
St George's CE Primary School
St Gilbert's RC Primary School
St Joseph the Worker RC Primary School
St Joseph's RC Primary School
St Mark's CE Primary School
St Mary's CE Primary School
St Mary's RC Primary School Swinton
St Paul's CE Primary School Nevile Road
St Paul's Peel CE Primary School
St Peter's CE Primary School
St Philip's RC Primary School Cavendish Road
St Sebastian's RC Primary School
St Teresa's RC Primary School
St Thomas of Canterbury RC Primary School
Summerville Primary School
The Cathedral School of St Peter and St John RC Primary School
Unity Community Primary School
Wharton Primary School
Willow Tree Primary School



Satellite Clubs

32

Satellite Clubs have been set up across Salford since 2012.

946

Young People have attended a Satellite Club in Salford 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.

Salford Mets Athletic Club

As the club became embedded within the athletics landscape in Salford, the club began to grow in numbers, presenting a number of challenges for the junior section. To cater for the influx of young people, the club needed to ensure it had more coaches and sessions to cater for all abilities and ages.

Upon receiving Satellite Club funding, the club has been able to develop a mentoring programme, allowing older athletes to gain qualifications to help coach the ever-growing number of juniors. The programme has also helped establish a clear pathway for runners, both competitively and recreationally.

One of the young people who has benefitted from the satellite club supported initiatives is U11 runner, Evie. She has been a keen member of the club and has gone on to inspire her best friend, Ellie, to try a junior parkrun, and then eventually, join the club. Evie has continued to inspire Ellie to keep running which has led to her representing her school at cross country and achieving her full marathon band. Evie has gone on to be recognised for her work encouraging others to try a new sport with a Blue Peter Sports Badge.



School Games



460

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

17,662

Young People took part in Salford 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, 160 young people from 15 schools across Salford gathered for the Greater Manchester Summer School Games. The majority of whom qualified due to their success at local competitions.

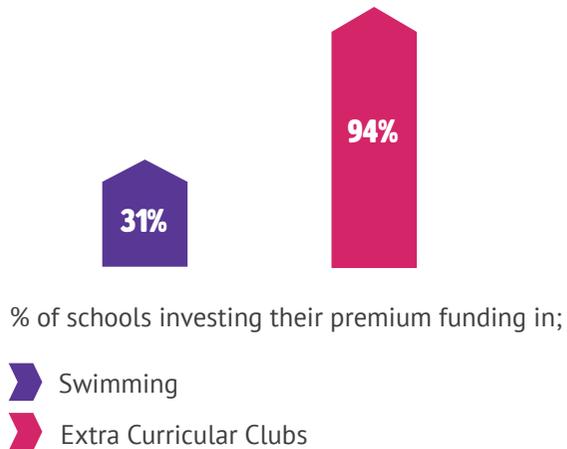


Primary School Sport Premium

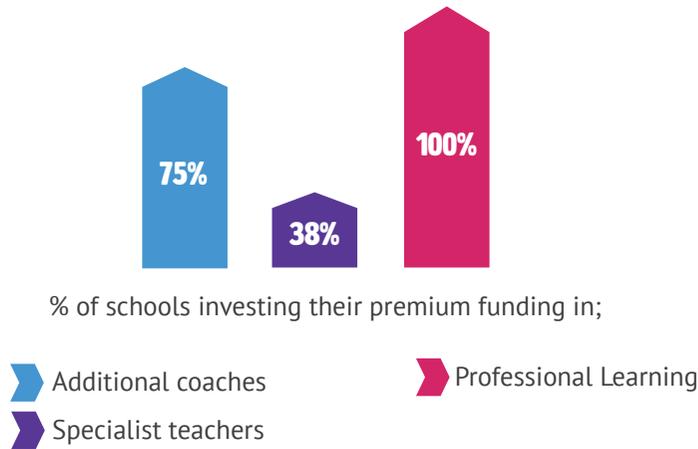
£1.4 MILLION

£1.4 million was invested into Salford, 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.

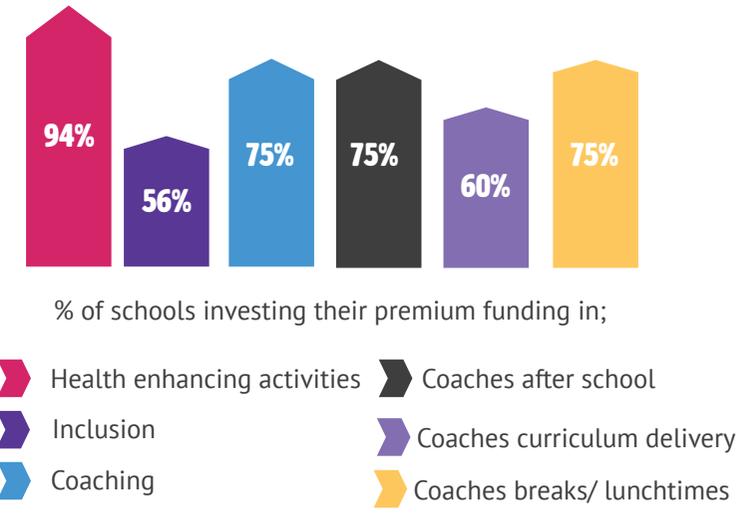
Engagement of Pupils in regular physical activity



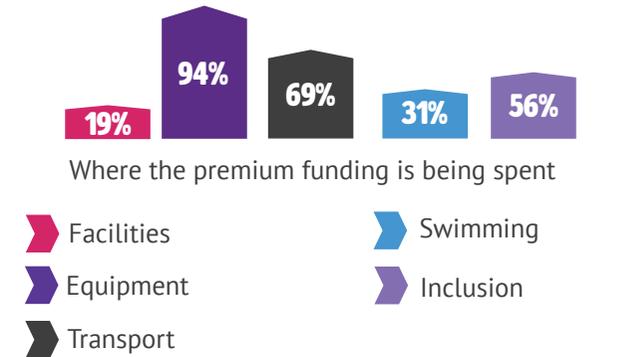
Increased confidence, knowledge and skills of all staff in teaching PE and sport



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



Other Primary Premium spending



*No percentage data provided

100%

of Salford schools have up to date published information meeting grant conditions.

300

People in the professional workforce have received training.

94%

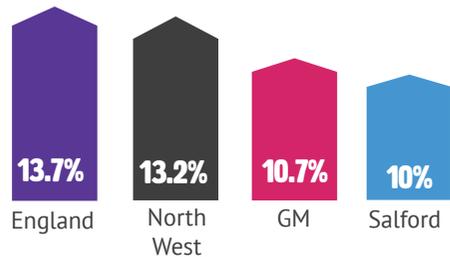
of schools are investing in increasing participation in competitive sport.



Volunteering

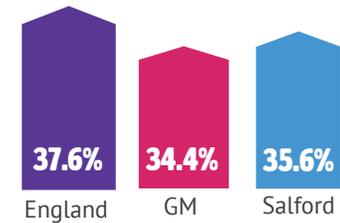
Volunteers have always played a vital part in the sport and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact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

480

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

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.

@SALFORDCOUNCIL

@SALFORDLEISURE

@SSPORTSNETWORK

#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.

Contact Us
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[@GreaterSport](https://www.greatersport.co.uk)
www.greatersport.co.uk



THANK YOU

WE ARE CHANGING LIVES TOGETHER

GREATERSPORT