

# WIGAN: 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**

**Greater  
Manchester  
Health and  
Social Care  
Partnership**

*Inspiring  
healthy  
lifestyles*

**Wigan**  
**Council**

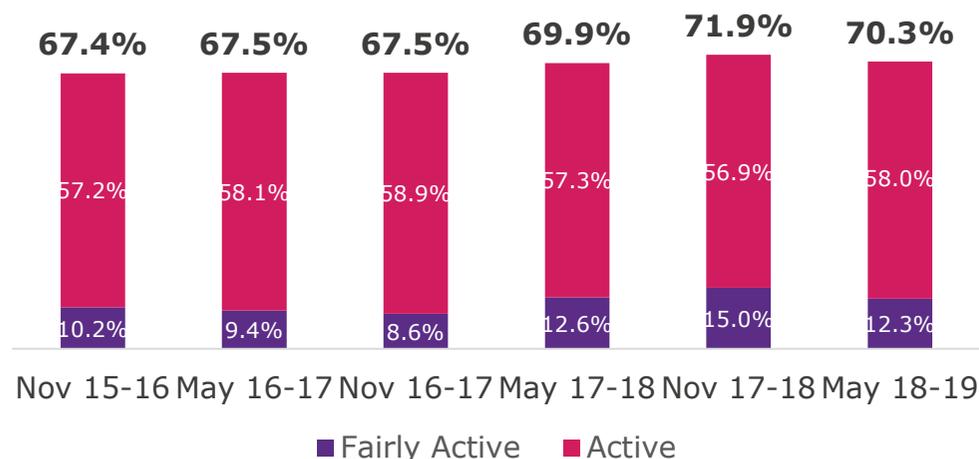
# Headline Adult Active Lives Statistics

## Wigan Overview

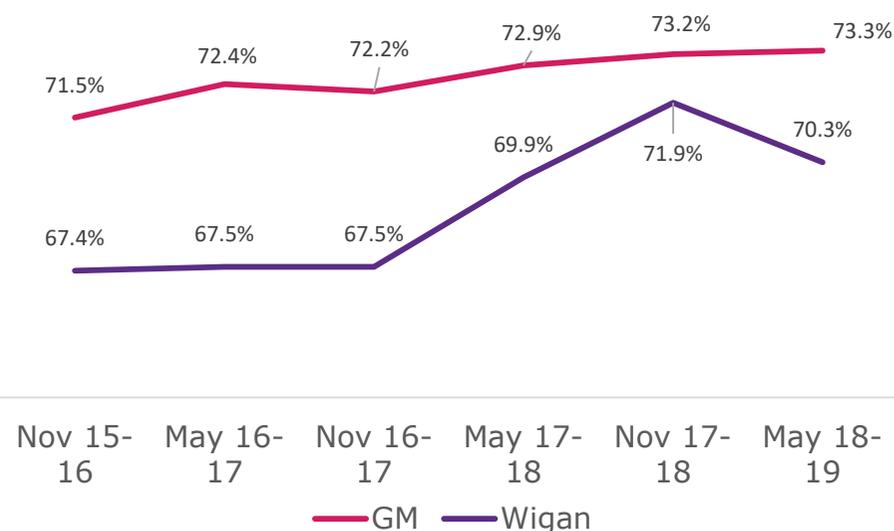


- 70.3% of adults in Wigan are moving, at least 30 minutes a week, equivalent to 186,100 adults.
- This is an improvement since baseline (November 2015-16) of 2.9% and 9,600 adults.
- But has fluctuated in the last year:
  - in the last 12 months (since May 2017-18) an increase of 0.4% or 1,600 more adults moving
  - in the last 6 months (since November 2017-18) a decrease of 1.6%.
- Wigan have closed the difference since baseline (November 2015-16) but are still below the Greater Manchester (GM) average of 73.3%.

Wigan % Adults Moving (Fairly Active and Active)



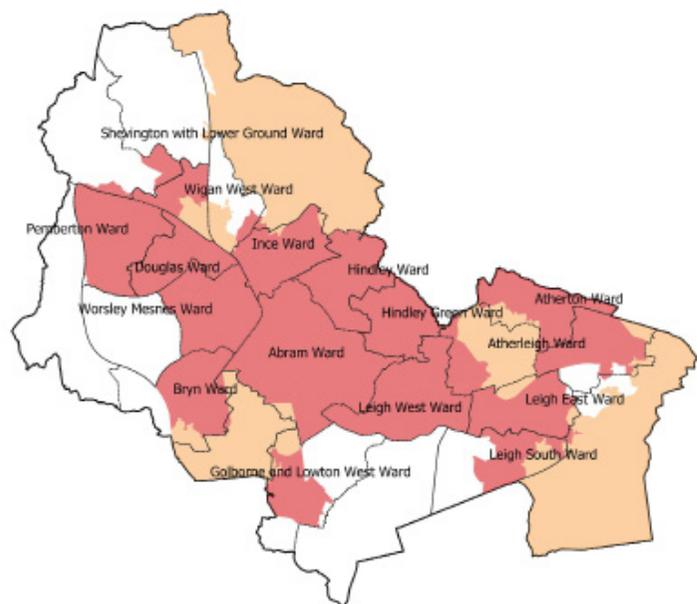
Wigan % Adults Moving (Fairly Active and Active)



# Headline Adult Active Lives Statistics

## Wigan Overview

### Mapping of Inactivity Levels



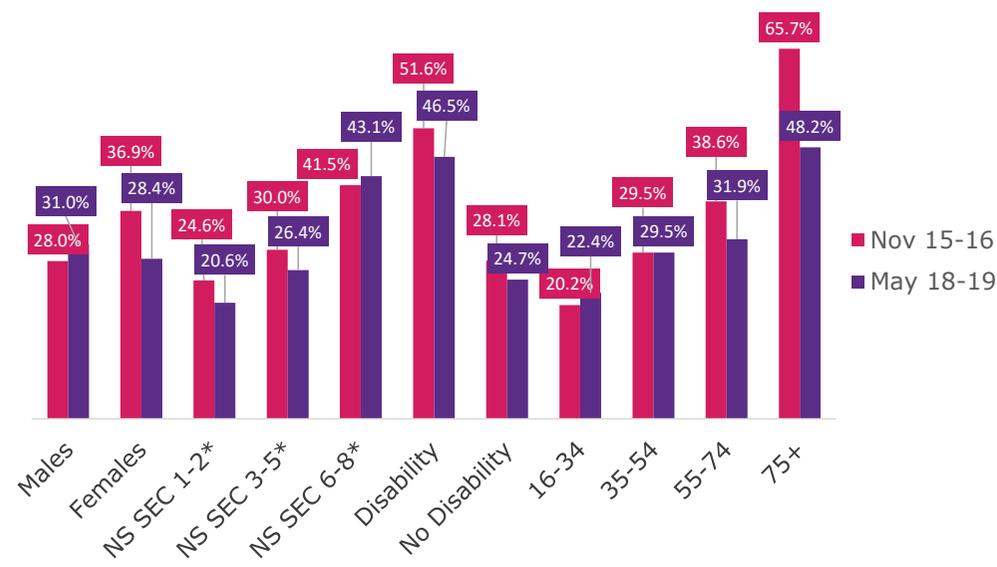
Inactivity levels range at middle super output area (MSOA) level from 21.7% in Wigan 006 (Wigan Central ward) to 39.8% in Wigan 010 (Pemberton and north-west of Douglas wards).

Inactivity has decreased or stayed the same since 2015-16 for all demographics in Wigan below, apart from males, NS SEC 6-8 and 16-34 years.

It is highest for those aged 75+, those with a disability and those from lower socio-economic backgrounds (NS SEC 6-8).

In relation to GM averages, Wigan is higher or similar for all, apart from 75+ years.

### Inactivity by Demographics in Wigan over time



### Inactivity by Demographics in Wigan compared to GM



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

# Data Hub

SHAPE (Sport, Health and Physical Education) is a strategic partnership network which was established in 2006 to coordinate and promote sport and physical activity across Wigan.

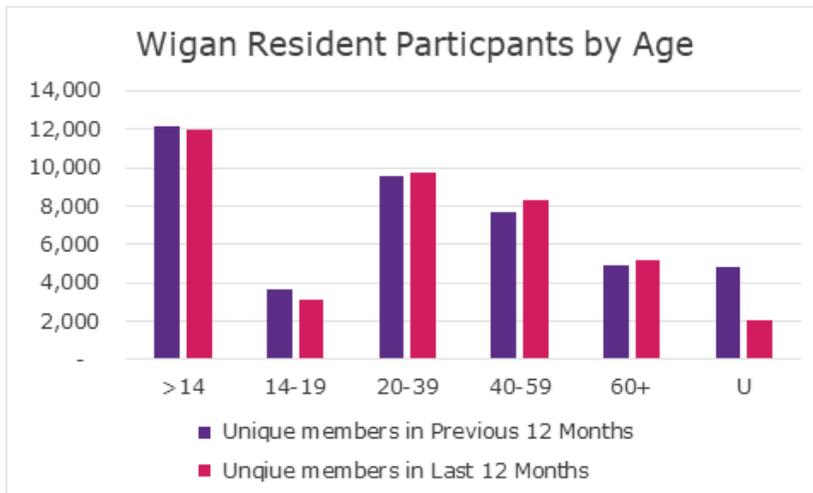
In April 2019, they embarked on a 12-month agreement with the DataHub, in order to understand more effectively how SHAPE is engaging with inactive populations. Jeff Gorse, Performance Management Officer at Inspiring Healthy Lifestyles (IHL) said: "We've always found it a challenge to evidence the impact our partnership is really having. While we can get a steer from the Active Lives Survey (national data that picks out activity trends every six months) we've always wanted to be able to show exactly what we are delivering as a partnership. The Datahub allows us to do that. As well as keeping SHAPE relevant, sharing our data will allow us demonstrate the true impact we are having."

By establishing exactly what activities are taking place across Wigan, where participants are coming from and then layering that with open data sets like risk of inactivity, SHAPE can utilise this data to monitor physical activity levels across the borough, helping to identify gaps in provision and determine how to best serve our communities.

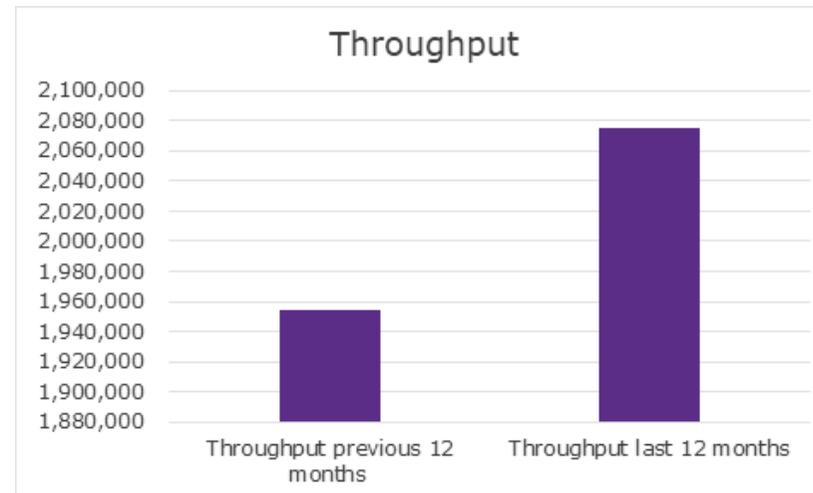
### Partners

- Wigan Athletic Community Trust
- Wigan Warriors Community Foundation
- Wigan Youth Zone
- Wigan & Leigh College
- Inspiring healthy lifestyles
- GreaterSport
- Groundwork Trust

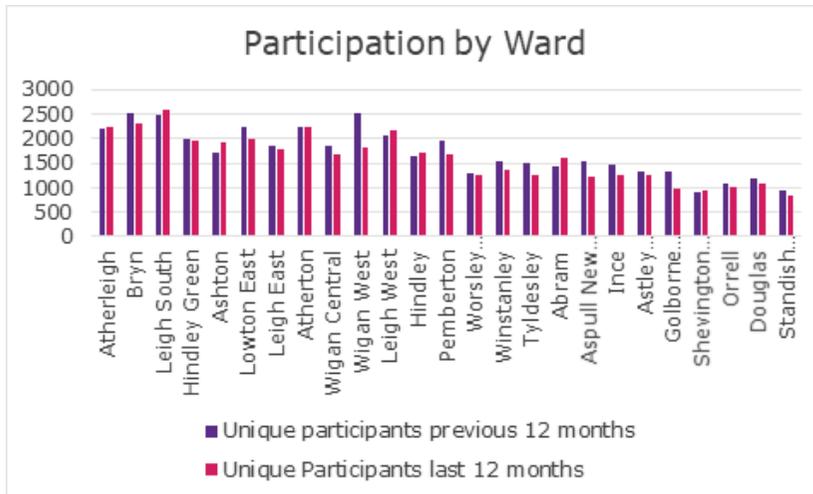
## Recent data on participation across Wigan



The highest year of year growth in age group participation is in the 40-59 category, an increase of 7.83%. Data indicates a fall in participation rates for 14-19 year olds (14.9%). Highest participation rates as a total in the past year are reported in the Under 14 age group.



Throughput figures at Wigan based facilities show an increase of 6.2% year on year. Throughput for the current YTD is reported as 2,075,384.



Data shows that the highest participation rate as a % of total population is in Atherleigh, where 19% of the population are participating in activity. The lowest rate is in Standish Langtree where 7% of the population are reported as participating.

## Social Value Generated in Wigan

Social Cost Savings for all partners in Wigan is reported as £18m a 5.3% increase on the previous year. 44,226 participants are included in the calculation and therefore the reported value generated per participant in £407 per participant/member.

Social cost saving per outcome are calculated as:

- Improved Health - £3,328,856
- Improved Subjective well-being - £14,252,906
- Increased educational attainment - £409,197
- Reduced Crime - £17,076

Members are defined as facility users/participants with an active subscription to use the facility and has a unique identifying number (memberID), demographic (age, gender) and postcode information in the DataHub extracts. Based on the monthly frequency of visit in the last 12 months, each individual is provided a frequency classification:

- Core Members: 4+ times a month in 9-12 months in the last year
- Moderate Members: 4+ times a month in 5-8 months in the last year
- Infrequent Members: 4+ times a month in 1-4 months in the last year

Non-members are participants without active subscription who meet the participation threshold.

# 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

## £1,011,036 INTO WIGAN

The Local Pilot steering group is represented by members from the VCSE sector, the Wigan Clinical Commissioning Group, the Wigan Local Care Organisation (Healthier Wigan Partnership), Education via the School Games Organisers, Inspiring Healthy Lifestyles, and GreaterSport. The steering group is chaired by the Director of Public Health with a dedicated resource tasked with driving the Local Pilot forwards.

### Focus Areas

**HINDLEY**

**WIGAN CENTRAL**

**LEIGH**

The focus of the work in these communities is based around the three cohorts but working with and through family units. Through our discussions it was recognised that in these Service Delivery Footprints (SDFs) and particularly some of the identified estates, the prevalence of one or more of the conditions would be found within a family – a young carer supporting a family member with a long term condition, a guardian out of work due to a long term condition - and by working within that family you could impact on more than one individual and therefore the support network to maintain an activity habit would be enhanced.

### Whole System Intervention

One of the key principles is testing the system and redesigning, if it makes the culture and behaviours that we want to see more or less likely. Within the Wigan LDP, we recognise that there are parts of the system we can directly impact through our communications, our interventions (delivery) and enabling development (e.g. workforce). There are other parts of the system where we can help shape conversations, become a connector between sectors and organisations and show the value of activity in achieving wider social, health, economic and cultural policies.

# Local Pilot Investment

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## Engagement

Speaking to and working with individuals and their communities is very much the cornerstone of the approach being taken in Wigan. There are a number of networks that are being utilised to ensure we can have the conversations with the right people and build up primary evidence and understanding. There is also a significant amount of secondary evidence that has already been collected which we have begun to analyse to help shape our thoughts for the next 12 months. Alongside this, because the LP is well placed to already have cross-system conversations, we are aware of some strategic programmes which we can enable to move at pace and potentially scale to test their impact.

## Delivery

The delivery of activities is still to be fully formed within Wigan. What we know for certain is that we will be delivering in three SDFs, the focus will be on the three cohorts with a particular emphasis on the family group and that any delivery will have to be based on Deal principles. The distribution and spend could take a number of forms depending on the size of the place and the audience;

- Community Investment Fund (CIF) application – taking the strengths of the hugely successful local authority CIF process and replicating across the targeted SDFs.
- Participatory Budgeting - giving local people the opportunity to decide where public money is spent in their communities. This approach has been used previously in Wigan and Leigh with mixed results, but there is the opportunity to revisit this way of delivery working with small communities around particular outcomes.
- Community Panels: A similar approach to CIF, with an application process but with the decision making panel being representative of the local area i.e. SDF.
- Commissioned or Solicited projects: Through the engagement process gaps, themes and trends will become apparent. The steering group, through the local authority, may wish to commission certain organisations or groups known to them (through previous commissioned work or through successful CIF bids) to work with the communities to design and deliver interventions.

# 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)

# £2,267 INVESTED SO FAR TO INCREASE WALKING IN WIGAN



## GM WALKING VOICE

- 173 members total
- 85.5% from voluntary sector
- 11 members from Wigan

Greater Manchester  
**WALKING VOICE**



# Headline Children & Young People Statistics

## Wigan 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.

20.1% of children & young people in Wigan are achieving 60 minutes of physical activity every day, this is equivalent to 8,200 children & young people.

19,700 children are averaging 60 minutes of physical activity a day

**1 IN 3**

Children have volunteered twice in the last 12 months.

**37.4%**

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

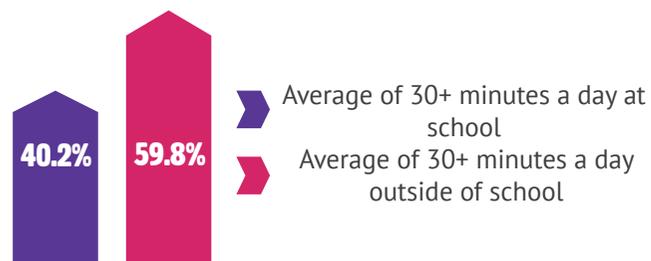
National Child Measurement Programme data, 2018/2019

# Headline Children & Young People Statistics

Academic Year 2018-2019  
CYP Active Lives

Published December 2019

## Wigan 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 WIGAN  
ACHIEVE AN AVERAGE OF 30  
MINUTES+ OUTSIDE OF SCHOOL**

**67.9%**

**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.

# 51%

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



## Wigan Primary Schools signed up to The Daily Mile

Abram Bryn Gates Primary School  
All Saints Catholic Primary School Golborne  
Aspull Church Primary School  
Atherton St George's CE Primary School  
Beech Hill Community Primary School  
Britannia Bridge Primary School  
Canon Sharples CE Primary School and Nursery  
Christchurch CE Primary School Pennington  
Golborne Community Primary School  
Green Meadow Independent  
Holy Family Catholic Primary School Platt Bridge  
Ince CE Primary School  
Leigh St John's CE Primary School  
Leigh St Mary's CE Primary School  
Leigh St Peter's Primary School  
Leigh Westleigh Methodist Primary School  
Lowton St Mary's CE Primary School  
Lowton West Primary School  
Marsh Green Primary School  
Meadowbank Primary School and Children's Centre  
Orrell Lamberhead Green Academy  
Orrell Newfold Community Primary School  
Our Lady Immaculate Catholic Primary School  
Our Lady's RC Primary School  
Parklee Community Primary School  
RL Hughes Primary School  
Sacred Heart Catholic Primary School  
Sacred Heart Primary School Hindley Green  
Shevington Vale Primary School  
St Aidans Catholic Primary School  
St Benefict's Catholic Primary School  
St Catherines Catholic Primary School Lowton  
St Catherine's CE Primary School  
St David Haigh and Aspull CE Primary School  
St James' CE Primary School  
St Jude's Catholic Primary School  
St Luke's CE Primary School  
St Marie's Catholic Primary School Standish  
St Mark's CE Primary School  
St Mary & St John Catholic Primary School  
St Michaels CE Primary School Howe Bridge  
St Oswald's Catholic Primary School  
St Peter's CE Primary School Hindley  
St Stephen's CE Primary School  
St Wilfrid's Catholic Primary School Ashton  
St William's Catholic Primary School  
Tyldesley St George's Central CE Primary and Nursery School  
Wigan St Andrew's CE Junior and Infant School  
Willow Grove Primary School  
Winstanley Community Primary School  
Wood Fold Primary School  
Woodfield Primary School  
Worsley Mesnes Community Primary School

# 5,721

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



# Satellite Clubs

30

Satellite Clubs have been set up across Wigan since 2012.

1,091

Young People have attended a Satellite Club in Wigan 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.

## Global Friends Sports Project

Wigan Athletic Community Trust worked with a targeted group of young people who called themselves 'Global Friends' who engaged with young people were aged 12 – 18 from a BAME background and those that had moved to England as a migrant. With many of the young people being migrants from other countries and having English as a second language, there were many barriers to them having the confidence to take part in activities or build relationships. This also caused the young people to get in trouble within their communities and in school, further isolating them from their peers.

After consultation with the members of the group, the session format was agreed to be a combination of opportunities to socialise and to take part in sports and games. The activities selected were targeted to help to develop teamwork and communication, skills highlighted by schools and youth services as key development areas.

Within the group, there was a smaller group of young females who attended every week. After initially refusing to speak English or engage with anyone not from their country of origin, over time they showed huge improvement not only in their sport skills but also their confidence, attitudes, behaviours and developed a passion for sport where there was no interest before.

Premier League Kicks funding has enabled the sessions to continue to run on a weekly basis, now open to all young people in the area to attend. The approach of having their own space before and after a session to integrate with people from any background for the sports, has helped to improve their behaviours and given them better understanding of the new culture they are now living in.



# School Games



**380**

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

**28,417**

Young People took part in Wigan 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, 111 young people from 11 schools across Wigan gathered for the Greater Manchester Summer School Games. The majority of whom qualified due to their success at local competitions.

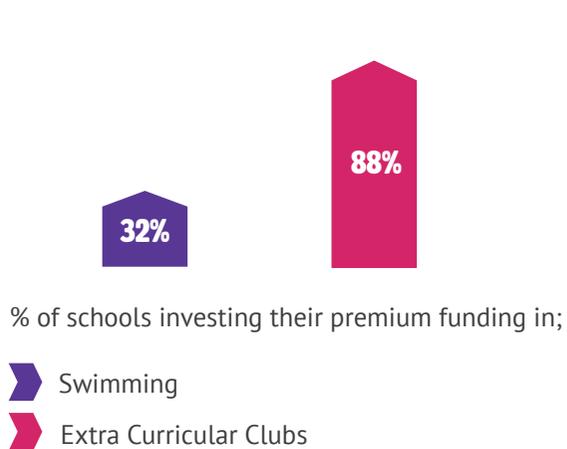


# Primary School Sport Premium

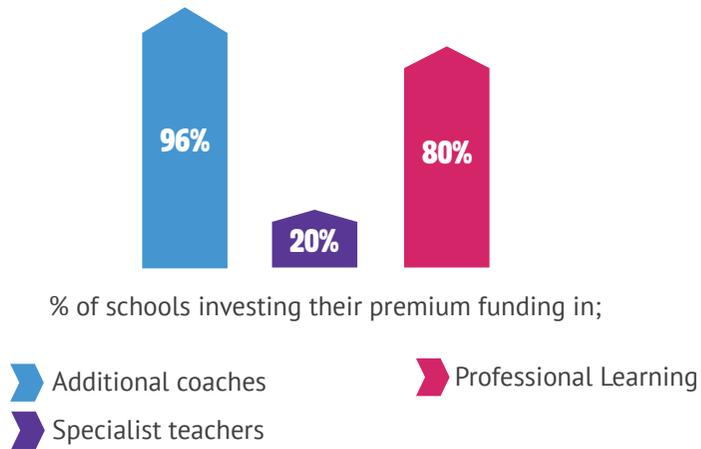
# £1.9 MILLION

£1.9 million was invested into Wigan, 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.

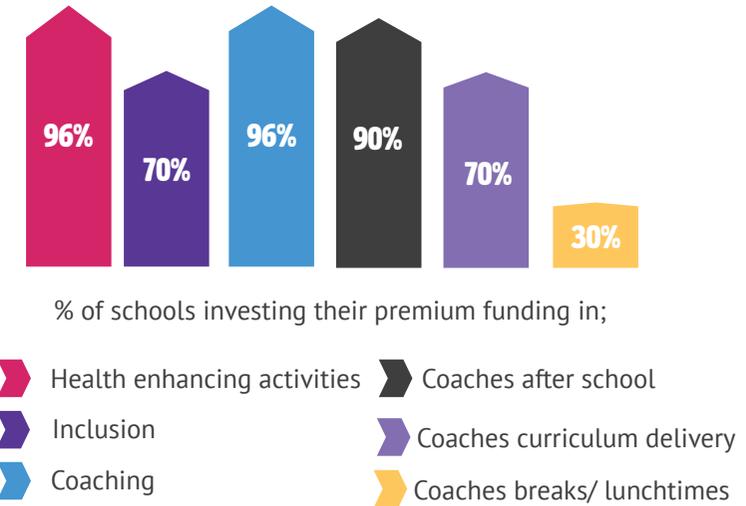
## Engagement of Pupils in regular physical activity



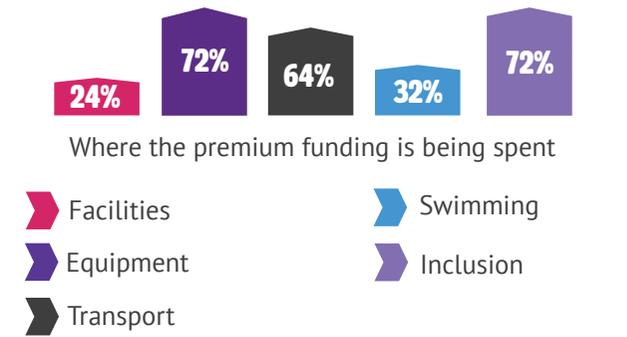
## Increased confidence, knowledge and skills of all staff in teaching PE and sport



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



## Other Primary Premium spending



\*No percentage data provided

# 80%

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

# 120

People in the professional workforce have received training.

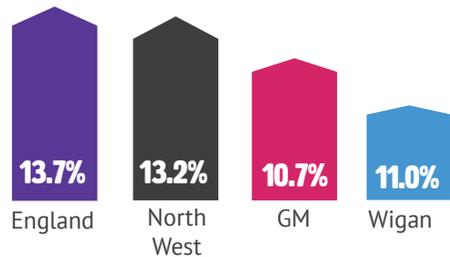
# 88%

of schools are investing in increasing participation in competitive sport.

# Volunteering

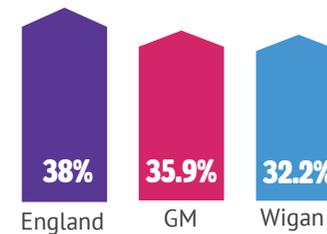
Volunteers have always played a vital part in the sport and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact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

# 279

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

## Volunteering - Jen's story

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Jen's a carer for her husband and felt guilty about being away from him and taking time for herself. However, she's learned that as a carer she has to take time for herself to help her be the best support to her husband that she can be.

She started volunteering with the On Your Bike programme, and has discovered something which she loves to do, completely taking her by surprise. She loves doing it so much, she doesn't even feel like she's doing it for anyone else, but instead, for herself. Despite feeling that way, she is helping others in her role, helping people across Wigan start cycling and creating lifelong physical activity habits.

The enjoyment of it, actually makes her feel more guilty for taking time away from her husband. But she's learnt that she has to take that time for herself as caring for others, can be isolating. She's learnt the importance of taking that time for herself, in helping to make her a better carer for her husband by keeping her connected with her local community.

She's also gained personally in health improvements, both physically and mentally. She's found something that she loves to do and an extra support network for herself, that she didn't even realise she needed.



## 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.

### @WIGANCOUNCIL

### @IHLWIGAN

Contact Us  
Shirley Hurst  
[shirley@greatersport.co.uk](mailto:shirley@greatersport.co.uk)

@GreaterSport  
[www.greatersport.co.uk](http://www.greatersport.co.uk)



**THANK YOU**

**WE ARE CHANGING LIVES TOGETHER**

**GREATERSPORT**