

# **BOLTON: BOROUGH PACK**

**THE PHYSICAL ACTIVITY AND SPORT PICTURE**

**FEBRUARY 2020**

**GREATERSPORT**





Getting muddy

green

BEACH

Ma

Pushing to one more  
land post

That's it!

Hula hoop

1

Headline Statistics - Adults  
Page 2

2

Programme Specific Data - Active Ageing  
Page 4

3

Local Pilot Investment  
Page 6

4

Greater Manchester Walking  
Page 7

5

Headline Statistics - Children & Young People  
Page 9

6

Programme Specific Data - Children & Young People  
Page 11

7

Volunteering  
Page 16

8

Join the Conversation  
Page 17

## 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**

**Bolton  
Council**

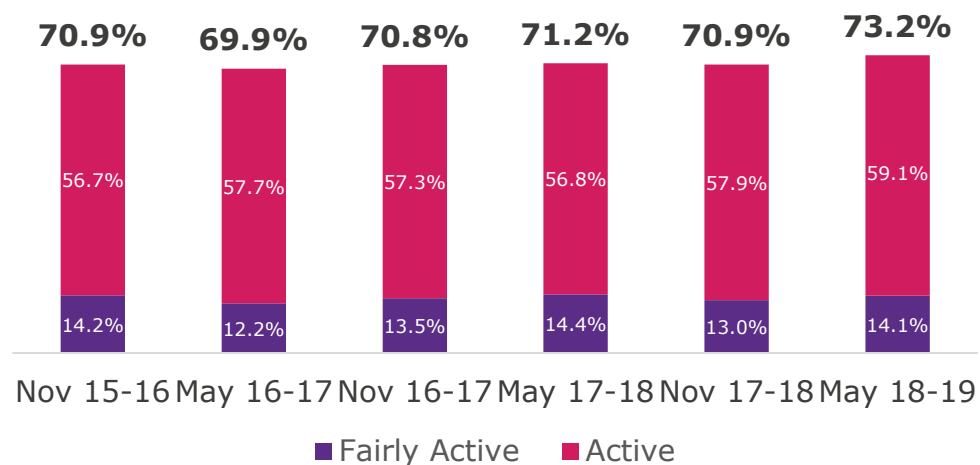
# Headline Adult Active Lives Statistics

## Bolton Overview

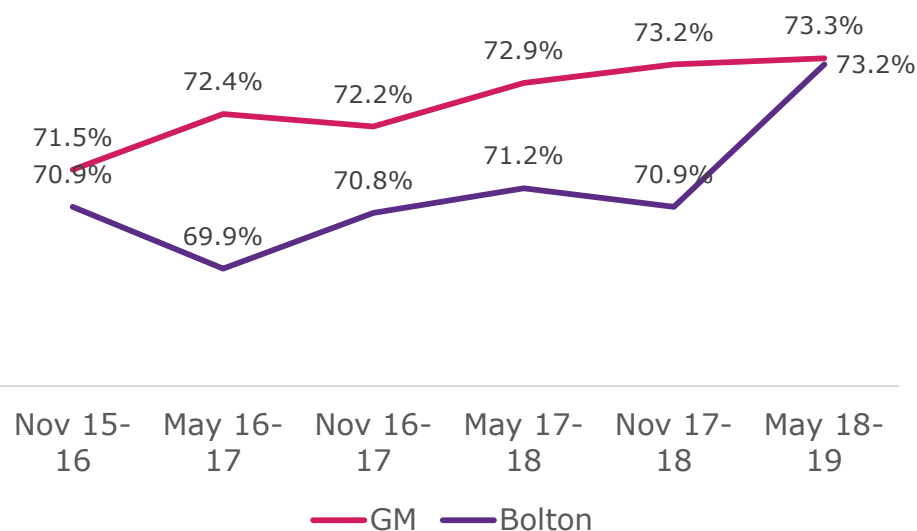


- 73.2% of adults in Bolton are moving, at least 30 minutes a week, equivalent to 164,400 adults.
- This is an improvement since baseline (November 2015-16) of 2.4% and 6,400 adults.
- Similarly an improvement in the last year:
  - in the last 12 months (since May 2017-18) of 2.0% or 4,700 more adults moving
  - in the last 6 months (since November 2017-18) of 2.3%.
- Bolton have closed the difference since baseline (November 2015-16) and are now similar to the Greater Manchester (GM) average of 73.3%.

**Bolton % Adults Moving (Fairly Active and Active)**

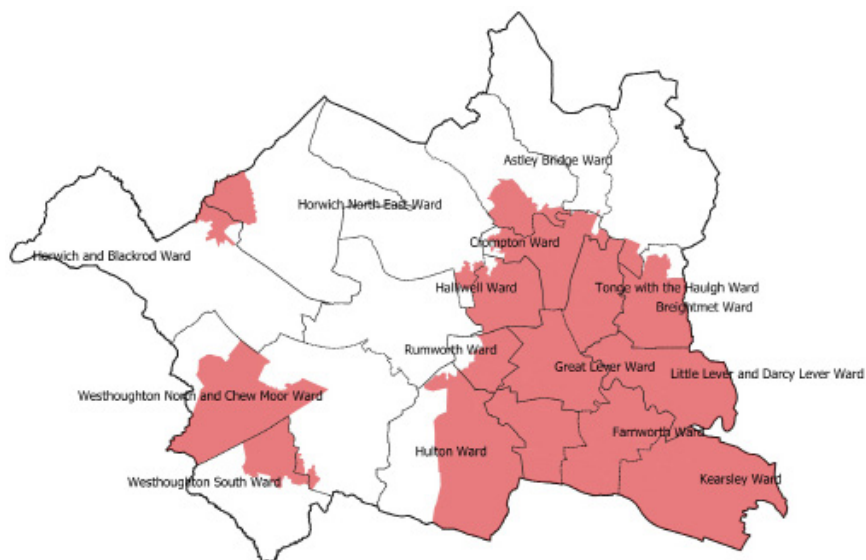


**Bolton % Adults Moving (Fairly Active and Active)**



# Headline Adult Active Lives Statistics Bolton Overview

## Mapping of Inactivity Levels



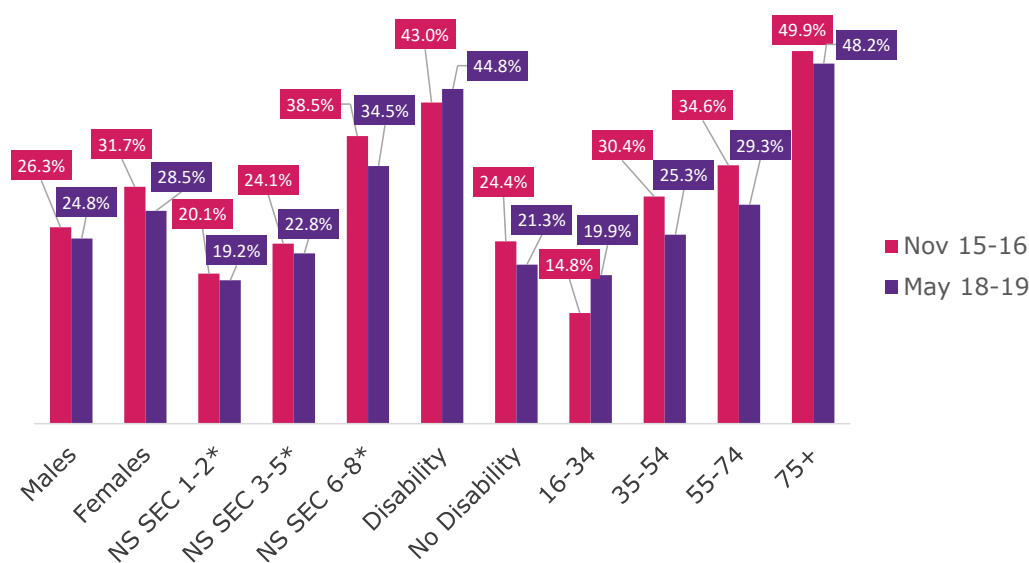
Inactivity levels range at middle super output area (MSOA) level from 16.4% in Bolton 001 (north of Astley Bridge and Crompton wards) to 38.8% in Bolton 025 (north-west of Harper Green and south-west of Great Lever wards).

Inactivity has decreased since 2015-16 for all demographics in Bolton below, apart from disability and 16-34 years.

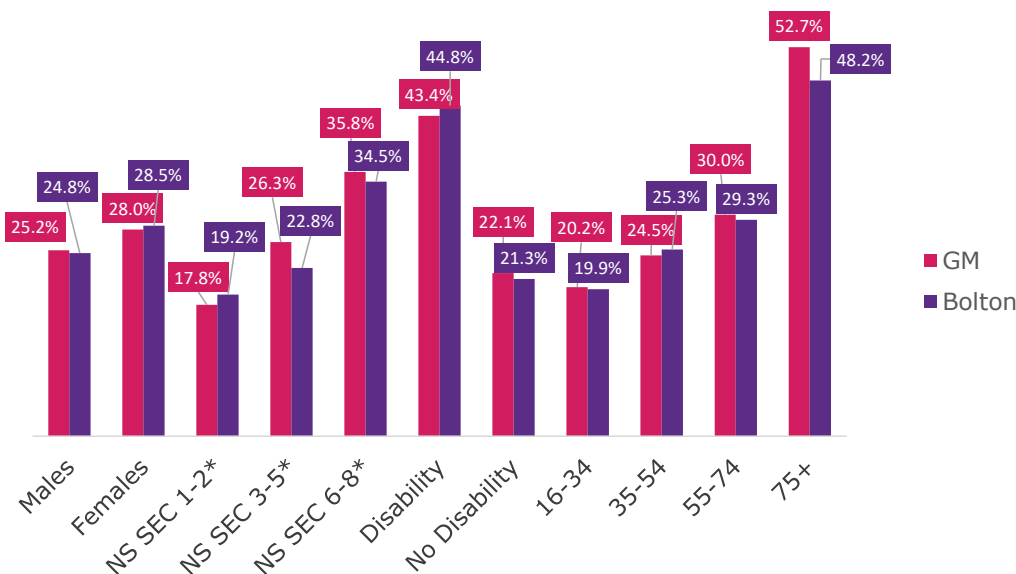
It is highest for those aged 75+, those with a disability and those from lower socio-economic backgrounds (NS SEC 6-8).

However, in relation to GM averages, Bolton is much lower for NS SEC 3-5, NS SEC 6-8 and 75+ years, whereas others are similar or higher.

## Inactivity by Demographics in Bolton over time



## Inactivity by Demographics in Bolton compared to GM



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

# Programme Specific Data - Active Ageing

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# £70,998

Funding allocation to Bolton for the Active Ageing Project.

# 150 PEOPLE

Target KPI in Bolton.



## Active Ageing in Bolton

Working with a behavioural science specialist team (SO-MO) Bolton are aiming to understand the stark drop-off in physical activity from 65+.

### What is Bolton's approach to this programme?

Facilitator lead interviews were conducted based on a development of individual personas of the types of older adults living within the Bolton borough. The aim was to test and review the opportunities and challenges of being active in areas of high deprivation, inactivity and single home occupancy. As a result of this insight and the findings, an activation brief has been developed for social entrepreneurs to design a model to increase physical activity in the borough, really exploring the test and learn approach with small investment pots available to support this. Age UK Bolton are working in partnership with Bolton CVS to manage the application process.

### Example of sessions set up are:

- Greenway Over 50's
- Grange Lea Residential Home
- Bolton Arena Cycling for Over 55's
- South East Lancashire Orienteering (Not a walk in the park)
- Age UK (Connect with Games)
- Boo Consulting
- Kept Fit
- Toddler Yoga
- Daisy Hill Pre School
- FitSteps Fab.

# Programme Specific Data - Active Ageing Story

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## Maria gets on her bike...

Maria was in the early stages of retirement and despite the fact that she should have had a lot of free time on her hands, Maria found increasingly, that her week was consumed with looking after grandchildren, keeping the house tidy, entertaining friends of her husband and running around helping everyone else. As a result, she found there wasn't much time for her to do things that were relaxing and enjoyable. She had stopped taking account of her own self-care and wellbeing, missed the friendships she had made through work colleagues and increasingly felt lonely, isolated and stressed.

Maria then heard about the Cycling for Over 55's through a friend who attended Bolton Arena. She was intrigued and liked the sound of joining an activity that was aimed at her age group, was free and regular enough to give the structure to her week that was lacking. Even so, Maria felt nervous turning up for her first session.

**“I had never learned how to ride a bike.” Maria smiled, as she confidently pedalled around the Bolton Arena Cycle track, beside me. “When I was young, I didn't have a bike, my parents didn't buy me one and so I never learned. I would try and have a go on my brother's bike, but that wasn't very often.”**

So for Maria, turning up and taking part in her first session wasn't about getting back on her bike, but learning to ride a bike for the first time in her life.

She continued “When my friend told me about these sessions I was intrigued, because I've always wanted to learn, but didn't know how or where I could go to find out about it. I liked the sound of the sessions and when I came for the first time, Karen was so welcoming and friendly and made me feel like I would be well looked after. She took time to explain how to use the bike, found one that fitted me and got me started. I've been coming for 4four weeks now and I have learned how to ride a bike!”

Maria's new found skill has given her the confidence to try other activities and to be more active. She told me that she feels so good after the sessions that it has made her realise how important it is that she makes time for herself. It has also given her the confidence to try other activities and to start rebuilding her social circle again.

“I look forward to coming and love coming here because it's so peaceful. You could be in the middle of anywhere”

Maria's next step is getting her husband, who is also retired, to come along and give it a try.

# 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

## £819,000 INTO BOLTON

The steering group consists of a wide range of key stakeholders comprising of CVS (Vice Chair and CEO), CCG, sports partners, Bolton Council (Public Health and Sport/Physical Activity teams), Bolton at Home, GP Federation and GM representative. The group has initially worked to understand neighbourhood data linked to each of the three target groups.

The geographic focus areas within Bolton are;

**KEARSLEY AND  
FARNWORTH**

**CENTRAL AND  
GREAT LEVER**

**BREIGHTMET AND  
LITTLE LEVER**

### Bolton's approach

Bolton CVS are leading the delivery of the engagement programme, identifying, promoting and supporting the engagement opportunity to Bolton's VCSE groups and organisations already active and delivering in those areas. This proposed model aims to identify the best solution to collecting the information from the specific neighbourhood and this would be through an Expression of Interest (EOI) process with VCSE providers.



# 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)

# £2,178 INVESTED SO FAR TO INCREASE WALKING IN BOLTON



## GM WALKING VOICE

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

Greater Manchester  
**WALKING VOICE**





# Headline Children & Young People Statistics Bolton 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.



**1 IN 4**

Children have volunteered twice in the last 12 months

**35.1%**

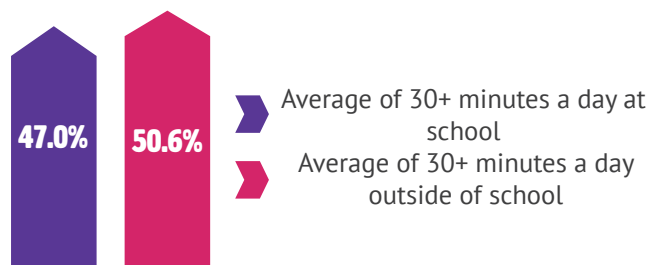
**Overweight and obese**  
Of children classified as overweight or obese by year 6

National Child Measurement Programme data, 2018/2019

# Headline Children & Young People Statistics Bolton Overview

Academic Year 2018-2019  
CYP Active Lives

Published December 2019



The Chief Medical Officer recommends that children and young people should be active for 30 minutes at school and 30 minutes outside of school

## 6 IN 10 YOUNG PEOPLE DO LESS THAN AN AVERAGE OF 30+ MINUTES AT AND OUTSIDE SCHOOL

- 17.5% of children & young people in Bolton are achieving 60 minutes of physical activity every day, this is equivalent to 7,500 children & young people.
- 19,600 are averaging 60 minutes a day

# 67.3%

**School Readiness**  
Of children achieving “Good level” of development by age 5

Public Health England Data, 2019

## 1 IN 2 YOUNG PEOPLE IN BOLTON ACHIEVE AN AVERAGE OF 30 MINUTES+ OUTSIDE OF 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.

# 47%

50 Primary schools in Bolton have signed up to The Daily Mile™ so far.



# 3,780

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

## Bolton Primary Schools signed up to The Daily Mile

All Saints CofE Primary School  
Beacon Primary School  
Beaumont Primary School  
Blackrod Church Primary School (Anglican Methodist)  
Blackshaw Primary School  
Bolton St Catherine's Academy (Primary & Secondary)  
Cherry Tree Primary School  
Church Road Primary School  
Clarendon Primary School  
Claypool Primary School  
Cleveland's Prep School  
Devonshire Road Primary School  
Eagley Junior School  
ESSA Primary  
Haslam Park Primary School  
High Lawn Primary School  
Highfield Primary School  
Johnson Fold Community Primary School  
Kearsley West Primary School  
Lever Edge Primary Academy  
Lostock Primary School  
Masefield Primary School  
Moorgate Primary School  
Prestolee Primary School  
Queensbridge Primary School  
Red Lane Primary School  
Sacred Heart RC Primary School  
Sharples Primary School  
Ss Simon and Jude CE Primary School  
St Andrew's CofE Primary School Over Hulton  
St Bartholomew's CofE Primary School  
St Bede Academy  
St Bernard's RC Primary School  
St Brendan's RC Primary School Harwood  
St Catherine's CofE Primary School  
St John the Evangelist RC  
St Mary's RC Primary School  
St Maxentius CofE Primary School  
St Paul's CofE Primary School Astley Bridge  
St Peter and St Paul RC Primary School  
St Peter's CofE Primary School  
St Saviour CofE Primary School Ringley  
St Stephen & All Martyrs'  
St Stephen's CofE Primary School  
St Thomas CofE Primary School Halliwell  
The Ferns Primary Academy  
The Gates Primary School  
The Oaks Primary School  
The Olive Tree Primary School  
The Valley Community Primary School



# Satellite Clubs

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**55**

Satellite Clubs have been set up across Bolton since 2012.

**1,120**

Young People have attended a Satellite Club in Bolton since 2012.

Satellite clubs are local sport and physical activity clubs for 14 - 19 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.

## Female Participation in Rugby Union

Bolton Rugby Union FC applied for funding in an attempt to encourage more females to take part in rugby union. Prior to the funding there were no opportunities for girls above the age of 14 to play rugby union in Bolton, as it was not played in local High Schools.

“It meant that girls who were playing at young ages either had to find another club elsewhere because there’s not that many, or they were just never playing again,” said Peter Gore, a committee member for Bolton RUFC.

As a result the club, in conjunction with Thornleigh Salesian College, delivered rugby taster sessions to 10 schools in the local area.

“Our aim was purely to encourage girls to take part in the sport,” said Peter. “We hope to one day have our own ladies team, but until then we just want everyone to have the opportunity to play rugby. Even if it means we generated the interest and we took them to other clubs, we’d rather do that and have them play than not play at all.”

The taster session was such a popular idea that more schools signed up than anticipated, it was so successful that two schools have continued their involvement with the sport and have gone on to work with Lancashire and England Rugby.

**One of those schools – Bolton Muslim School - brought many girls who had never played rugby before.**

**Bolton RUFC have been so encouraged by the response from the taster sessions that they have applied to Sport England to launch a 12-month coaching programme.**



# 416

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

# 22,212

Young People took part in Bolton 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, 162 young people from 16 schools across Bolton gathered for the Greater Manchester Summer School Games. The majority of whom qualified due to their success at local competitions.

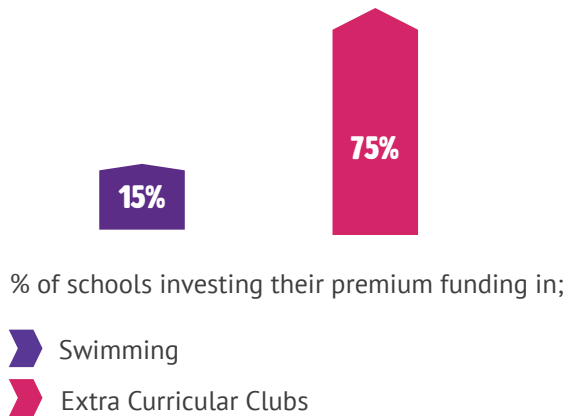


# Primary School Sport Premium

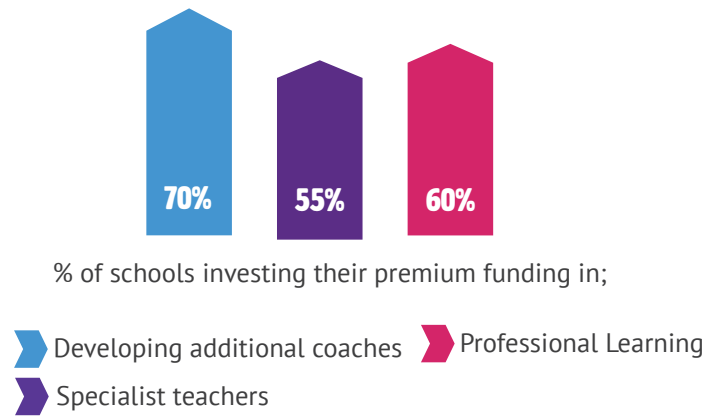
# £1.9 MILLION

£1,889,460 was invested into Bolton 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.

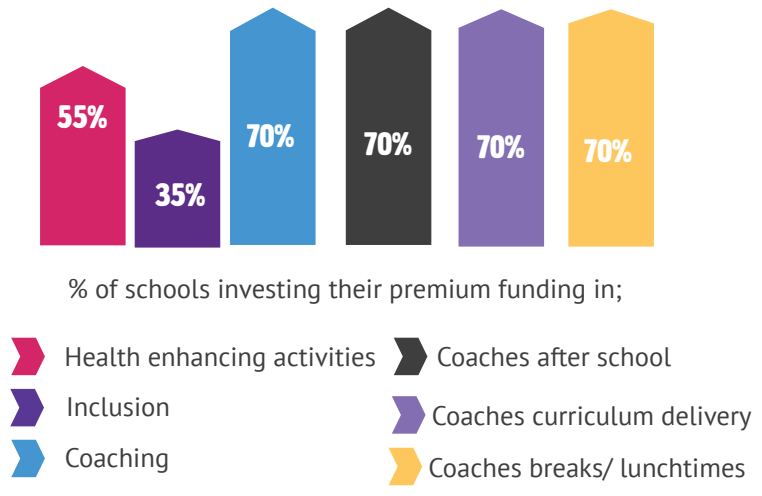
## Engagement of Pupils in regular physical activity



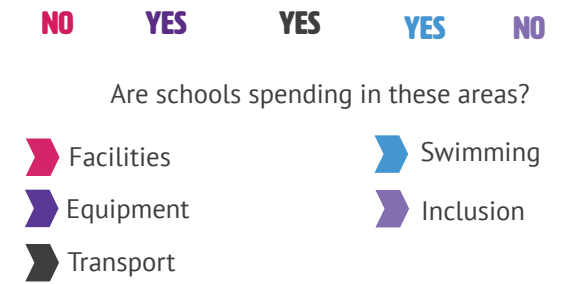
## Increased confidence, knowledge and skills of all staff in teaching PE and sport



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



## Other Primary Premium spending



**70%**

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

**60**

People in the professional workforce have received training.

**65%**

Of schools are investing in increasing participation in competitive sport.

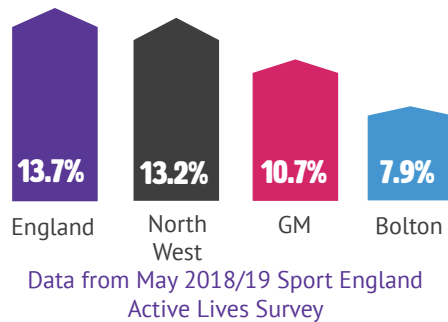




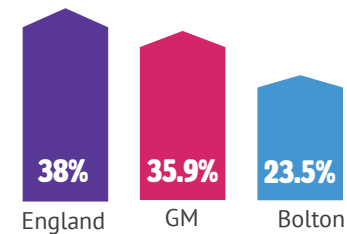
# Volunteering

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



## Children & Young People (Years 5-11) Volunteering at least twice in the last 12 months



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.

# 836

people have volunteered through the Volunteer Inspire Programme within Bolton 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.

### @BOLTONCOUNCIL

### @SPORTINBOLTON

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**THANK YOU**

**WE ARE CHANGING LIVES TOGETHER**

**GREATERSPORT**