

# Rochdale Place Partner Deepening Plans

2025-2028

## Target audiences

Families living in poverty, people with long term health conditions and disabilities, and South Asian communities



## Target areas

Rochdale borough wide, with a specific focus in Rochdale South



## Aims:

Encourage active lives in a poverty proofed way. Helping to prevent long term conditions and improve mental health & wellbeing.



## Active travel & cycling

Link into Anti-Poverty Strategy and support development of Social Values Framework

Work with communities to build up a deeper understanding to the barriers to active travel

Work with schools to explore active travel and active travel initiatives (e.g. School Streets) and impact of cars on air pollution

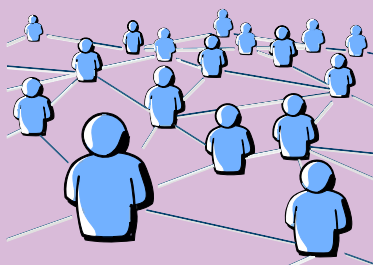


## Strengthen VCSE sector

Co-create opportunities to be active with communities, building an understanding of what sustainability looks like

Work with the Rochdale Anti-Poverty Network to explore how poverty and inequalities impact physical activity

Create culture change via the upskilling of volunteers, supporting community champions and signposting to opportunities



## Deepen work in Rochdale South

Strengthen relationships with key partners especially Neighbourhood Partnerships

Make parks more accessible for key groups, e.g. children with SEND

Embed physical activity and moving more into wider council strategies and priorities



## 2028 & beyond

Physical Activity is integrated into new sectors agendas & strategies. Co-designing initiatives with communities is commonplace and ensure the workforce is upskilled to support this.