



**TRAFFORD  
COUNCIL**



**TRAFFORD COUNCIL SPORT & LEISURE STRATEGY 2013-17**

## FOREWORD

**Welcome to Trafford Council's Sport & Leisure Strategy which has been developed from the firm belief that access to quality sport, leisure and physical activity opportunities is vital to ensuring that Trafford residents enjoy the benefits of participation, which improve health and wellbeing (both physical and mental) as well as fostering a sense of community.**

Trafford recognises the significant benefits that the provision of sport and recreational activities and facilities can bring to our communities. Sport and leisure undoubtedly impact on the physical and social health of communities; they contribute to both the economic growth of areas and community cohesion. They can also engage those who are 'hard to reach' and raise achievement in our schools and colleges.

We are extremely fortunate that Trafford accommodates a vast array of state of the art facilities and hosts some of the most recognisable sporting brands in the world alongside a network of 350 amateur clubs.

Trafford has been at the centre of global sporting events for a number of years including being a host borough for the London 2012 Olympic and Paralympic Games. Trafford will continue to be at the forefront of international sport through 2013 and beyond, recognised by being a host borough for the Rugby League World Cup and The Ashes, Premier League

Rugby and Football as well as the Greater Manchester Marathon.

This Strategy has been developed within the context of the Council and its partners being committed to improving the health, well-being and aspirations of our residents within an environment of change and financial constraint. It is now more important than ever that we make the most of the resources we have together to provide services in new ways.

The Strategy provides an essential background for officers, members and stakeholders, under which all actions can be placed and decisions can be made.



**Councillor Jonathan Coupe**

**Portfolio Holder**

**Safe Strong Communities**

# INTRODUCTION

***“Sport and leisure play a positive role in many people’s lives. It is valued in its own right for the friendship, fun, challenge and enjoyment it brings, and it also has the power to change communities and help places thrive. Developing sporting opportunities will help us to achieve stronger, more prosperous and cohesive communities, as well as improving health, tackling obesity and transforming the lives of young people by giving them new skills.”***

**Jennie Price, Chief Executive, Sport England**

Trafford Council recognise the significant benefits that the provision of sport and recreational activities and facilities can bring to communities. This is supported and reflected in the increasing number of national, regional and local strategies, programmes and needs assessments that focus on the importance of increasing participation. These include:

- Healthy Lives, Healthy People: white paper published by the Department of Health 2010
- A Sporting Habit of Life 2012-2017: Sport England Strategy
- Places People Play: Nationwide large scale funding programme that focuses on the legacy of London 2012 Olympics and Paralympics
- Greater Manchester Strategy 2013 – 2020
- Changing Lives: A Greater Manchester 2012 legacy plan for sport and physical activity
- Trafford Council Vision 2015
- Trafford Vision 2021 – A Blue Print: Local Sustainable Community Strategy
- Trafford Sport & Physical Activity Partnership Framework 2013
- Trafford Joint Strategic Needs Assessment 2012-2016
- Trafford Joint Health & Wellbeing Strategy 2013-2016
- Trafford Local Plan: Core Strategy, adopted January 2012
- Trafford Greenspace Strategy 2010
- Trafford Leisure Management Review 2009
- Trafford Community Leisure Trust Vision 2020

Trafford Council’s Sport & Leisure Strategy has been informed by and compliments the strategies above.





## VISION

*Trafford will be 'First for Sport & Leisure' with vibrant, dynamic and sustainable facilities and opportunities to participate and engage in sport and leisure at all levels from grass roots through to professional*



## ABOUT OUR SPORT & LEISURE STRATEGY

The aim of this strategy is to improve the quality of life for Trafford residents through increased participation and access to sport, leisure and physical activity. It is key that opportunities to take part in sport and leisure are provided and sustained at all levels for all our communities, so as to contribute significantly to the health and wellbeing of residents.

The strategy will be utilised as a tool to build healthy, safe and strong communities as well as supporting economic growth.

This strategy focuses on the Council's position within the context of the wider community sport & leisure provision, which includes opportunities and facilities incorporating sports clubs from grass roots to elite level as well as facilities owned by the Council, its partners, community organisations, private facilities and schools.





# KEY STRATEGIC PRIORITIES

## **1 Sport and Leisure priorities are aligned to and support the priorities for health and wellbeing**

To contribute to improving the health and wellbeing of Trafford residents and reducing health inequalities through increasing physical activity and tackling childhood obesity

## **2 Assets that meet the current and future sporting needs of Trafford's residents**

To maximise the potential of resources in Trafford including buildings and facilities, pitches, parks and green spaces, for increased access to sport and leisure activities. To explore opportunities for leverage of funding recognising the principle that development opportunities should be led by the Council and that development should be in line with this Strategy and the priorities of the Sustainable Community Strategy.

## **3 Effective Strategic & Local Partnerships delivering a sustainable community sport & leisure offer**

To support the Strategic Sport and Physical Activity Partnership to deliver the aims and outcomes of the partnership framework including aligning priorities, resources and targets, and connecting partners and local deliverers with policy makers and investors in a co-ordinated way.

To review the Council's current contracts and agreements with community sport & leisure providers to establish new relationships and ways of working that provide a vibrant, dynamic and sustainable community sport & leisure offer

## **4 Major Sporting Events that inspire and engage**

To utilise major sporting events to inspire individuals and communities to participate in sport and leisure activities and to develop relationships with local businesses to support the objective for economic growth



# THE NATIONAL AND REGIONAL CONTEXT

Between 2012 and 2017 **Sport England** is to invest over £1 billion of National Lottery and Exchequer funding to create a meaningful and lasting community sport legacy by growing sports participation at the grassroots level.

They have pledged to invest this funding in organisations and projects that will:

- Help more people have a sporting habit for life
- Create more opportunities for young people to play sport
- Nurture and develop talent
- Provide the right facilities in the right places
- Support local authorities and unlock local funding
- Ensure real opportunities for communities

**Sport England** support and work with local authorities through their advocacy tools and investment including a new Community Activation Fund. Under the new Sport England Strategy, every secondary school in England is set to host a community sports club, and £10 million will be made available to open up school sport facilities for wider public use.

In 2017, five years after the London Olympic and Paralympic Games, Sport England aim to have transformed sport so that playing it becomes a lifelong habit for more people and a regular choice for the majority. In particular, they want to raise the number of 14 to 25 year-olds playing sport.

**National Governing Bodies** (NGBs) such as UK Athletics, The Football Association and British Rowing play a pivotal role in increasing participation, particularly among young people. County Sports Partnerships support NGBs, foster local links and help transition young people into sports clubs.

**GreaterSport** is the County Sports Partnership for Greater Manchester and advocates partnership working with a network of organisations that form The Greater Manchester Sports Partnership. They facilitated the development of Changing Lives: A Greater Manchester 2012 legacy plan for sport & physical activity.

Sport England, National Governing Bodies and Greater Sport are all key partners providing resources, investment and skills to support the delivery of the outcomes identified in this strategy.



# LOCAL CONTEXT

**Facilities and participation** - Trafford accommodates a vast array of state of the art facilities and hosts some of the most recognisable sporting brands in the world alongside a network of 350 amateur clubs.

**Professional sports clubs** including Lancashire County Cricket Club, Manchester United, Sale Sharks and Altrincham Football Club; all provide opportunities for participation in sport and leisure activities through community engagement programmes.

The borough boasts well-established **multi-sport clubs** including Bowdon, Timperley and Brooklands Sports Clubs as well as three athletic clubs Sale Harriers, Trafford Athletic Club and Altrincham & District Athletic Club. All these clubs are represented across all levels of competition from regional to national level and are actively working together to maximise the 'whole' athletics offer across the borough.

**Trafford Community Leisure Trust** operates ten venues in the borough which includes swimming pools, sports centres, gyms and golf courses and utilises these resources to achieve its mission of getting 'More People, More Active, More Often'.

**Sport Trafford**, part of Trafford Community Leisure Trust, focuses on developing volunteering, clubs, coaching, competitions and specific

sports, schools, disability and physical activity in line with national and local targets. This is aimed at supporting people to increase participation in sport and physical activity. Sport Trafford has a strategic network of quality resources across the borough which is tactically deployed to meet and address need in the borough.

**Active Trafford** is a comprehensive leisure pass scheme which addresses the needs of specific groups as identified by Trafford Community Leisure Trust and its partners. The concessionary pass provides specific groups with discounts and increased provision to get involved in a wide array of physical activity.

**Major Sporting Events** take place on a regular basis in Trafford and include successfully hosting the London 2012 Olympic and Paralympic Games. Olympic Football matches took place at Old Trafford, Partington Sports Village was used as a games time training venue for football and Paralympic Judo training was hosted at George H Carnell Leisure Centre. Trafford will continue to be at the forefront of international sport through 2013 and beyond as a host borough for the Rugby League World Cup 2013 and The Ashes, Premier League Rugby and Football as well as the Greater Manchester Marathon.

**The Trafford Strategic Sport and Physical Activity Partnership** has been established

to provide a meaningful legacy from London 2012 Olympic and Paralympic Games. With the overarching aim of increasing participation, partners will work together to align priorities, resources and targets and connect local deliverers with policy makers and investors in a co-ordinated way.

**Locality working** - The Trafford Partnership has established four Locality Partnerships across the Borough with a common aim to create a collective effort between Councillors, Communities and Partners to achieve the best possible outcomes for Trafford. A key role of the partnerships will be to identify local priorities and coordinate activity to identify solutions.

**Financial context** - like all other public sector bodies, Trafford Council is reviewing how it delivers services to residents and which services it has to prioritise for funding, in the face of significant financial challenges and an increasing demand for some services in the coming years. Over the next three years (2013-2015) the council will have to identify savings equivalent to 40% of its budget. The Council are committed to providing high quality, value for money and effective services, but how we do this now has to change and it will look and feel very different in the future; we will have to work even more closely with our partners to do this too.



# WHY WE NEED A SPORT AND LEISURE STRATEGY

## 1 SPORT AND LEISURE PRIORITIES ARE ALIGNED TO AND SUPPORT THE PRIORITIES FOR HEALTH AND WELLBEING

*“If a million more people across the country played sport each week, it would save the taxpayer £22.5 billion in health and associated costs.” -Sport England*

### WHAT DO WE KNOW?

The Government has an ambitious programme to improve public health through strengthening local action, supporting self-esteem and behavioural changes, promoting healthy choices and changing the environment to support healthier lives. The reforms will see local authorities taking the lead for improving health and coordinating local efforts to protect the public's health and wellbeing, and ensuring health services effectively promote population health.

Sport and leisure make us healthy and happy, they encourage people to be active and do the things they enjoy. This increases personal, physical and mental wellbeing and helps build healthy communities. Sport and leisure activities

support healthy lifestyles by promoting good physical and mental health and well-being.

The importance of good mental health and wellbeing is a key factor for many health problems and behaviours. People with lower mental health and wellbeing are more likely to smoke, drink unhealthily, be overweight, have lower physical activity and eat unhealthily. All these contribute to lower life expectancy

The Sport and Leisure Strategy supports our Joint Health and Wellbeing Strategy. The Joint Health and Wellbeing Strategy priorities that will be supported include:

**Priority 1: Reduce Childhood Obesity**

**Priority 5: Increase Physical Activity**

**Priority 8: Reduce the occurrence of common**

### mental health problems amongst Adults

This Sport and Leisure Strategy works towards improving the mental health and wellbeing of Trafford's residents as sport and leisure contributes to the 5 ways to wellbeing (New Economics Foundation <http://neweconomics.org/projects/five-ways-well-being>)

**1 Connect (with family and friends)**

**2 Be Active (sport/physical activity)**

**3 Learn a new skill (sports acquisition skills)**

**4 Take Notice (environment/development)**

**5 Give (time/volunteering/coaching)**

The Joint Health and Wellbeing Strategy and action plan framework can be found at: [www.infotrafford.org.uk/hwbstrategy](http://www.infotrafford.org.uk/hwbstrategy)

## HEALTH KEY FACTS:

Population of the borough is set to increase by **4.8%** by 2020

Life expectancy is: **78.8** years for Men and **83.1** years for Women

Residents in the borough's 'healthiest' wards can expect to live up to **6.7** years longer than those in the least healthy

**17.1%** of Year 6 children are classified as obese **21.4%** of adults are classed as obese

**1.7%** of adults are claiming incapacity benefit as a result of mental illness

+ **80%** of adults with learning disabilities engage in levels of physical activity below the Department of Health's minimum recommended level

## PARTICIPATION IN SPORT & LEISURE KEY FACTS:

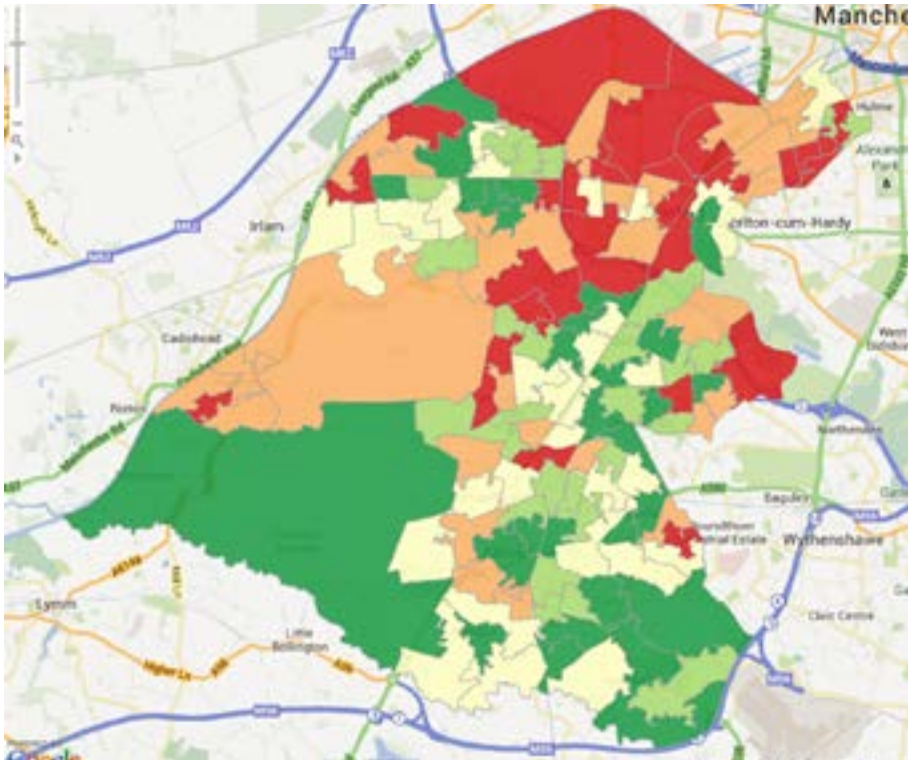
**30%** of the local adult population regularly participate in sport / active recreation (compared with 21.8% nationally)

**44.4%** of the local adult population is inactive

**55.3%** of the local adult population would like to do more sport / physical activity

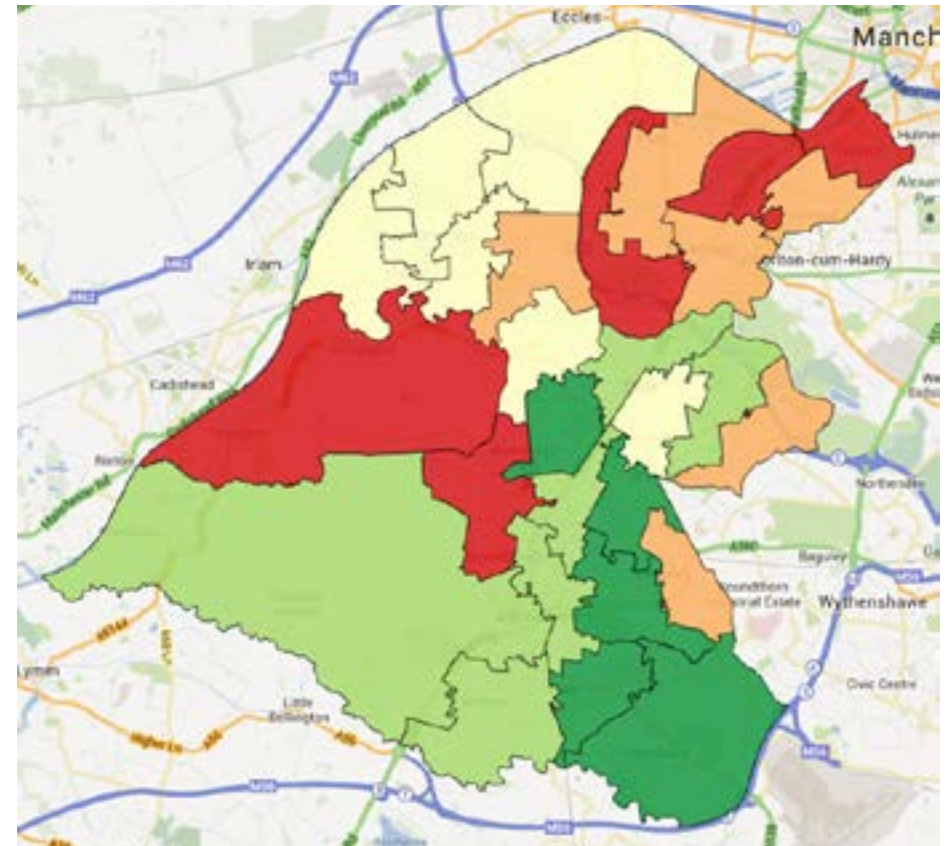
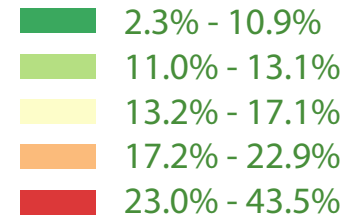
The local **female** population has higher rates of participation in sport and physical activity than men





## YEAR 6 OBESITY (4 YEAR AVERAGE, 2009 – 12)

% of Year 6 Children Obese (quintile)



## INDEX OF SPORTING NEED

Using a selection of datasets such as obesity, anti-social behaviour, life-expectancy and physical activity, the council has developed an index of sporting need. Each area is evaluated, and ranked according to total score, and then grouped to allow coloured bands. The areas highlighted in red are the bottom 20% in Trafford, and are therefore the areas that the data tells us can benefit most from sport and leisure, in relation to both health and wellbeing, and community cohesion





## SCHOOL AND ACADEMIES KEY FACTS:

There is a highly effective School Sports Partnership between The Dean Trust Ashton on Mersey School, Flixton Girls School and Trafford Community Leisure Trust

Trafford Community Leisure Trust delivers a comprehensive Schools Coaching Programme through its Sport Trafford Coaches

The Schools Sports Partnership provides a range of services for schools and academies to improve the quality of teaching, achievement of pupils, leadership and management, behaviour and safety, special educational needs and spiritual, moral, social and cultural development

Trafford schools and academies actively participate in a number of borough wide initiatives and programmes including the School Games, within their own schools and academies, across Trafford, and across the County

Infant, junior and primary mainstream and special schools will receive Sport Premium Funding from the Government for the academic years 2013-14 and 2014-15 to improve Physical Education, Competitive School Sport and Healthy Active Lifestyles



## WHAT WILL WE DO?

Trafford Council recognises that sport and leisure have a significant role to play in improving public health and wellbeing and the outcomes identified in this Sport & Leisure Strategy will support the priorities of the Health & Wellbeing Strategy to improve the health and wellbeing of Trafford residents and reducing health inequalities through increasing physical activity and tackling childhood obesity

- Ensure that priorities of increasing participation and young people are embedded in the commissioning of sport and leisure
- Promote opportunities and activities for disabled people to participate in sport and leisure activities
- Promote our parks and greenspaces which provide opportunities for informal participation in physical activities such as walking, cycling and jogging
- Promote the services offered by the School Sports Partnership and the achievements of Trafford Schools in the Schools Games
- Support and promote local and national health initiatives such as The NHS Sport and Health programme which aims to highlight the benefits of sport in improving the nation's physical and mental wellbeing
- Influence and support health commissioners to develop more interventions to increase participation in sport and physical activity



# WHY WE NEED A SPORT AND LEISURE STRATEGY

## 2 ASSETS THAT MEET THE CURRENT AND FUTURE SPORTING NEEDS OF TRAFFORD'S RESIDENTS

### WHAT DO WE KNOW?

#### Facilities Key Facts:

Trafford Community Leisure Trust operates and manages 8 Leisure Facilities and 2 golf courses

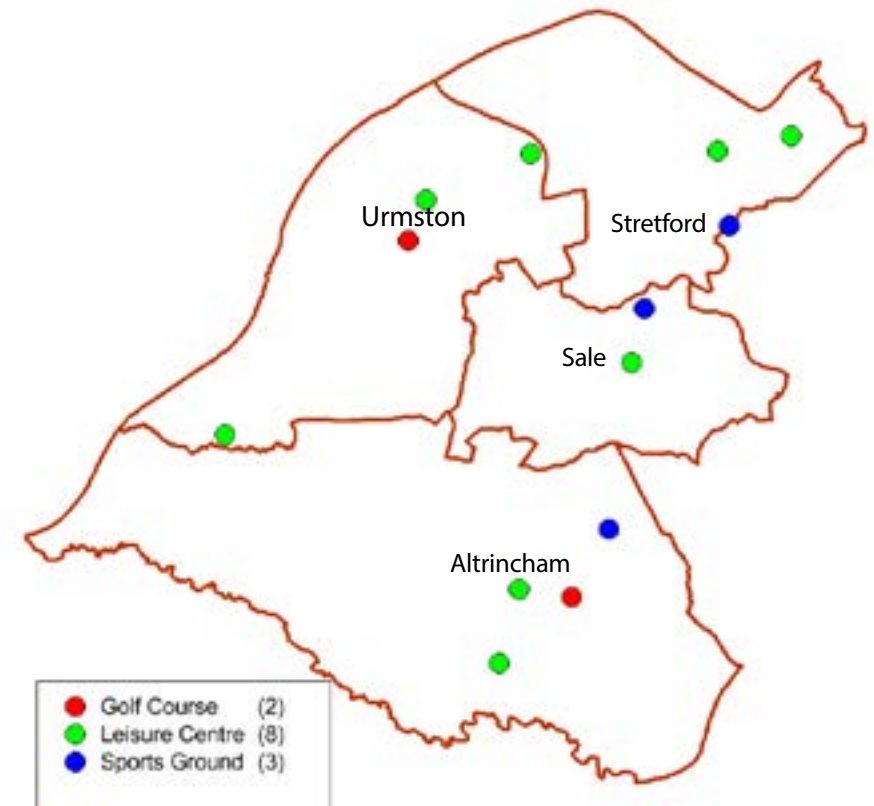
2,300,296 visits took place in 2012-2013 to Trafford Community Leisure Trust managed leisure centres, golf courses, football and sport development activities

There are 3 Athletic facilities managed by voluntary sports clubs

More than £6million is needed for essential works to maintain our leisure centres over the next 5 years

The annual customer satisfaction survey undertaken by Trafford Community Leisure Trust in 2012 tells us that

- 92% of customers surveyed are satisfied with the quality of facilities
- 95% of customers surveyed are satisfied with the price and value for money
- 95% of customers surveyed are satisfied with the programme of activities





## Key facts Playing Pitches:

There are 68 public pitches

Less than 50% of these sites have changing facilities

Recent developments of a number of new sites containing All Weather pitches indicates towards an increased demand for improved quality

Trafford schools and academies are committed to ensuring that young people are able to participate in high quality physical education, competitive school sport and healthy

active lifestyle opportunities. There are a number of opportunities for both revenue and capital investment available to schools and academies through Sport England funding opportunities.

There is some detailed technical information regarding quantity and quality of the Council's indoor and outdoor sport and leisure facilities however further work is required to update this and in turn better understand current usage and future demand in areas such as playing pitches.



## Key Facts Schools and Academies:

There are 79 individual school and academies playing fields sites mapped

There are 12 schools that do have a playing field

New state of the art sports facilities have been built at Broadoak School, Altrincham Grammar School for Boys, Stretford High School and St Ambrose

Partnership agreements are in place to ensure community access to school facilities at Stretford Sports Village, Partington Sports Village and The Grammar

Sport England are committed to funding the School Games up to 2015

Secondary schools will be offered the chance to host a satellite community sports club as part of Sport England's Youth and Community Sport Strategy 2012-17

# WHAT WILL WE DO?

- Ensure that the future management arrangements for sport and leisure assets are in line with the Council's Asset Strategy and Community Asset Transfer Strategy
- Have appropriate Council planning policy in place to protect sports facilities from development that would result in insufficient supply of facilities to meet the needs
- Ensure all facilities have appropriate leases in place that confirm the contractual obligations of the occupiers in line with the Council's approach to Asset Management and Community Asset Transfer Policy (to be signed at a future Executive)
- Develop a Playing Pitch Strategy to ensure there is a good supply of high quality playing pitches to meet the sporting needs of local communities. The Playing Pitch Strategy will ensure that informed development, planning, investment, management and sports development decisions are made
- Undertake an assessment of current and future use and needs of indoor sport & recreational facilities
- Aim to improve the quality of facilities so they are fit for present and future needs
- Identify assets that are not fully utilised and develop a programme of improvements to ensure they are used to their full potential and capacity in line with the needs identified in the playing pitch strategy and other associated assessments
- Encourage dual use of school facilities for sport and leisure activities out of school hours
- Give priority to schools upgrading facilities that would benefit the wider community by allowing community usage through shared use agreements or initiatives such as Sport England Satellite Clubs
- In partnerships with Altrincham and District Athletic Club, Trafford Athletic Club and Sale Harriers develop an overarching strategy for athletics in the Borough
- Update the sport & leisure data currently on Info Trafford [www.infotrafford.org.uk](http://www.infotrafford.org.uk) to provide a comprehensive and complete data map



# WHY WE NEED A SPORT AND LEISURE STRATEGY

## 3 EFFECTIVE STRATEGIC & LOCAL PARTNERSHIPS DELIVERING A SUSTAINABLE COMMUNITY SPORT & LEISURE OFFER



## WHAT DO WE KNOW?

Trafford has a wealth of resources including sporting community foundations, businesses and voluntary organisations and through the Trafford Partnership has launched a Strategic Sport and Physical Activity Partnership framework. The aim of the framework is to get more people, more active, more often and to clarify the position and role that each of these different organisations play in delivering opportunities for sport and physical activity. The Partnership aims are centred upon aligning priorities, resources and targets and to connect these bodies and local deliverers with policy makers and investors in a co-ordinated way.

Trafford Council is committed to commissioning community sport and leisure provision, including sport development. However the financial context means that the Council will need to work towards ensuring that partner organisations become self-sufficient as soon as possible. The use of assets and land will be critical to achieving this objective. The Council will support its partners to exploit the potential of the facilities but will control development opportunities. Where appropriate development (i.e. a development that facilitates enhancement of existing facilities or development that can generate value to move a sport organisation into self-sufficiency) can be brought forward the Council will consider one-off capital grants from development proceeds.

## WHAT WILL WE DO?

- Support Trafford's Strategic Sport and Physical Activity Partnership to make better use of existing resources, explore funding opportunities including match funding, develop new partnerships with the commercial sector, health and education including looking at the pooling of resources where possible to maximise outcomes
- Support the Strategic Sport and Physical Activity Partnership to explore developing closer relationships with businesses and 'tapping in' to their corporate social responsibility
- Review the Council's current contracts, partnership and management agreements with sport & leisure providers
- Commission community leisure provision, including Sport Development, that is aligned to the Council and Community Strategy priorities
- Work with voluntary sector sports clubs to deliver project plans that realise new agreements for managing resources at Timperley Recreation Ground, Crossford Bridge, and Longford Stadium





# WHY WE NEED A SPORT AND LEISURE STRATEGY

## 4 MAJOR SPORTING EVENTS THAT INSPIRE AND ENGAGE



### KEY FACTS

- Sport's contribution to the English economy reached £20.3 billion in 2010, 1.9% of the England total
- The estimated economic value of sport-related volunteering is £2.7 billion
- The annual value of health benefits from people taking part in sport is estimated at £11.2 billion
- The Sports sector in Greater Manchester creates over 21,000 jobs and contributes around £500 million in GVA (gross value added) to the local economy. This is forecast to rise to 30,000 jobs and £800 million GVA by 2020 (New Economy briefing).
- Football related activities alone contribute around £330 million to Greater Manchester's GVA and support around 8,500 jobs. (Research conducted by: Cambridge Econometrics and the Sport Industry Research Centre at Sheffield Hallam University)

# KEY FACTS

Trafford is home to some of the UK's most prestigious sporting venues and hosts a number of major national and international sporting events each year. In 2012 and 2013 this included:

- London 2012 Olympic and Paralympic Games
- 2013 Rugby League World Cup
- 2013 Super League Grand Final
- 2013 Ashes
- Regular Manchester United football matches
- The Greater Manchester Marathon in Trafford
- The Bupa Great Manchester Run
- Salford/Trafford Triathlon
- Two Cities Boat Race

These events combine to attract hundreds of thousands of visitors to the borough each year, offering a great opportunity to generate benefits for both residents and businesses in Trafford.





## WHAT WE KNOW?

Over 370,000 people enjoyed London 2012 Olympic football matches at Old Trafford, with an estimated economic impact in the area of £23 million.

An estimated 115,000 international visitors to Manchester each year attend a game at Old Trafford.

The 2012 Greater Manchester Marathon in Trafford generated a total estimated economic impact of £2.6 million, which is estimated to grow to £3.8 million by 2014.

The 2013 Rugby League World Cup at Old Trafford is forecast to generate an estimated economic impact of £10 million.

Soccer Aid raises around £4.5 million for charity, whilst the 2012 Greater Manchester Marathon in Trafford raised £1,100,000 for charity.





The highlights above clearly demonstrate the economic benefits of hosting major sporting events. The main impact is via direct expenditure of tourists associated with the event and it is important that Trafford identifies opportunities to ensure this expenditure is spent within the Borough and directly benefits Trafford's businesses and residents where possible.

"The inspirational power of major sporting events, amplified by their huge media reach, suggests that they can be an extremely powerful marketing tool to generate greater interest in participating in sport. However, major events in isolation can only make a contribution towards people's journey on the road to increased participation. In the long-term, the promotional impact generated by an event will count for little unless it is picked up and connected to a resourced programme designed to activate that interest." Sport UK 2011



# WHAT WILL WE DO?

Trafford Council aim to use our major sporting events to capitalise the opportunities to;

- Support Economic Growth
- Inspire individuals and communities to participate in sport and leisure activities
- Promote Trafford as a destination of choice for visitors and businesses

We will achieve these aims by working closely with organisers of major sporting events to maximise the opportunities that these events present

This will include:

## Supporting economic growth

- Local jobs for local people – Led by our Employment, Enterprise & Skills Group, and in partnership with the Department for Work and Pensions and Trafford College, we will work closely with event organisers and access to employment providers to identify ways of ensuring employment opportunities are advertised to job seekers in Trafford.
- Procurement opportunities – we will work with event organisers to identify any procurement requirements they have and will ensure these

are promoted to local businesses. For example, through the use of 'Meet the Buyer' events and use of direct marketing.

- Creating new business opportunities – we will invite local businesses to work with us to identify new and innovative opportunities for them to benefit from having major sporting events hosted on their doorstep. Example of this could include:
  - Exploring opportunities to link Trafford's town centres more closely with major sporting events – e.g. by offering promotions / hosting complimentary events.
  - Marketing of existing local businesses and services to capitalise on increased visitor footfall (e.g. local discount offers)
  - Markets or pop-up events to further increase visitor numbers and provide local businesses with an opportunity to benefit from the increased footfall.
- Promoting Trafford to Corporate clients – capitalising on opportunity presented by major sporting events to promote Trafford's Inward Investment offer to a wide range of international visitors and businesses.





## WHAT WILL WE DO? CONTINUED

### Inspire individuals and communities to participate in sport and leisure activities

- Work with the Strategic Sport and Physical Partnership to promote and support major sporting events that maximise opportunities for community engagement
- Encourage major sporting event organisers to consider how they can harness the inspirational impact of their events on spectators and better connect with the communities of Trafford
- Work with sporting partners to connect major sports events with new and existing sport development opportunities and initiatives
- Use major sporting events as a marketing tool to generate greater interest in participating in sport
- Promote existing information about resources and opportunities to participate in sport and leisure activities for example [www.spogo.co.uk](http://www.spogo.co.uk) and [www.traffordleisure.co.uk](http://www.traffordleisure.co.uk)

### Promote Trafford as a destination of choice for visitors and businesses

- Work with other stakeholders such as Marketing Manchester, The Quays Marketing Partnership to maximise reach and exposure
- Identify opportunities to increase the flow of visitors around the area and between venues and other local visitor attractions
- Ensure visitors have access to information which encourages them to use other facilities in Trafford, thereby maximising their economic impact
- Work with Transport for Greater Manchester and Highways teams to promote sustainable transport options and ensure there is clear signage
- Work with partners to ensure a high quality public realm and cleanliness before during and after the event.
- Review visitor feedback and use intelligence to improve experience for visitors to future events
- Work with stakeholders to create offers encouraging visitors to return

## HOW WILL YOU KNOW THIS STRATEGY IS BEING DELIVERED AND SUCCESSFUL?

A suite of performance measures will be developed and used to monitor the progress of the strategy

The outcomes of the strategy are aligned to and support the priorities of the Sustainable Community Strategy and the Health & Wellbeing Strategy

Robust mapping and up-to-date information about our sport and leisure assets is in place and this is used to inform development and provision going forward

Strategic planning policy is in place

A robust and dynamic Strategic Sport and Physical Activity Partnership is in place with investment agreements and key performance indicators in place to measure its success

Trafford will continue to attract and host major sporting events that engage with our communities

The measures of success would also see a number of social and economic benefits including:

- Increased participation
- Increase in volunteering

- Reduced cost of healthcare in Trafford
- Improved health and wellbeing
- Reduced inequalities in health
- Reduction in childhood obesity
- Improved local economy
- Trafford as a first choice destination for sports and major events in the country





## HOW HAVE WE DEVELOPED THIS STRATEGY?

A number of activities have been completed during the development of this strategy, these include:

Analysis of Sport England Active People Survey results

Examination of information available on the Sport England Local Sport Profile tool

Analysis of local data relating to physical activity, obesity, anti-social behaviour and life expectancy to develop an index of sporting need

Analysis of local, regional and national data relating to the economic impact of sport

Review of existing sport & leisure related mapping, needs assessments and local strategies

Consultation with partners and key stakeholders

Consultation with Council services including; Strategic Planning, Asset Management, Greenspace Strategy, Regeneration, Children, Families and Wellbeing, Stronger & Priority Communities, Communications and Marketing



# SEASONAL ROAD MAP 2013-2014

## AUTUMN...

- Detailed action plan and suite of performance indicators in place
- Playing Pitch Strategy completed
- Establish major sporting events working group
- Borough wide strategy for athletics agreed with athletic clubs
- Sports & leisure policy included in draft land allocation plan for consultation
- Communication plan in place to promote Sport & Leisure Strategy

## WINTER...

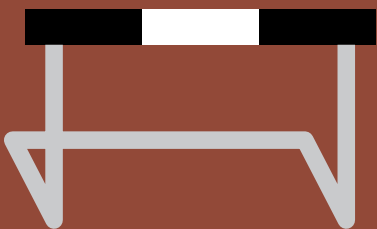
- Commence assessment of indoor sport and recreational facilities
- Review sport and leisure data to identify gaps in information
- Sport and Leisure integrated in to Council's Marketing and Communication Strategy
- Programme of business engagement opportunities linked to major sporting events identified
- Arrangements for Sport & Leisure Assets are aligned to Council's Asset Strategy and Community Asset Transfer Strategy

## SPRING...

- Complete assessment of indoor sport and recreational facilities
- Review of Councils arrangements with leisure providers completed
- Comprehensive mapping of sport and leisure data completed

## SUMMER..

- New arrangements in place with voluntary sector sports clubs
- Review and revise Sport & Leisure Strategy action plan
- Celebration of the Strategic Sport & Physical Activity Partnership year 1 achievements





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## PHOTOGRAPHIC CREDITS

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Photos on pages 9 and 22 courtesy of Lancashire County Cricket Club.

Photo on page 4 courtesy of Manchester United Football Foundation.

## HEALTH KEY FACTS, SOURCES

Population of the borough is set to increase by 4.8% by 2020 **from** Office for National Statistics population projections from 2010 – 2020 ([www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-246448](http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-246448))

Life expectancy: 78.8 years for Men and 83.1 years for Women **from** InfoTrafford ([www.infotrafford.org.uk/infohealth](http://www.infotrafford.org.uk/infohealth))

Residents in the borough's 'healthiest' wards can expect to live up to 6.7 years longer than those in the least healthy **from** InfoTrafford ([www.infotrafford.org.uk/infohealth](http://www.infotrafford.org.uk/infohealth))

17.1% of Year 6 children are classified as obese **from** Chimat Health Profile ([www.chimat.org.uk/profiles](http://www.chimat.org.uk/profiles))

21.4% of adults are classed as obese. 2007//2008 modelled estimates **from** InfoTrafford ([www.infotrafford.org.uk/dataviews/tabular?viewId=417&geoid=17&subsetId=0](http://www.infotrafford.org.uk/dataviews/tabular?viewId=417&geoid=17&subsetId=0))

42.6% of adults in the Borough are physically inactive **from** Sport England Active People Survey ([www.sportengland.org/research/about-our-research/active-people-survey](http://www.sportengland.org/research/about-our-research/active-people-survey))

1.7% of adults are claiming incapacity benefit as a result of mental illness **from** May 2012 Department for Work and Pensions data

Over 80% of adults with learning disabilities engage in levels of physical activity below the Department of Health's minimum recommended level with people with more severe learning disabilities at the greatest risk of inactivity **from** <http://www.improvinghealthandlives.org.uk>

Sport's contribution to the English economy reached £20.3 billion in 2010, 1.9% of the England total. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion **from** Sport England - The Value of Sport in England 2010 (published 2013)

Participation in Sport & Leisure Key Facts **from** Sport England Active People Survey ([www.sportengland.org/research/about-our-research/active-people-survey](http://www.sportengland.org/research/about-our-research/active-people-survey))