TRANSFORMING Salford INTO AN ACTIVE CITY

FRAMEWORK FOR AN ACTIVE Salford
2017 - 2022
FRAMEWORK FOR AN ACTIVE SALFORD

This framework provides the strategic approach to transforming Salford into an Active City and reducing the high levels of inactivity that exist within the population. It is the blueprint for physical activity in Salford for the next 5 years and supports the delivery of Salford’s Locality Plan’s overarching aim of ‘improving the health outcomes of residents of the City.’

THE FRAMEWORK SETS OUT A CLEAR VISION FOR THE CITY AND FOCUSES AROUND REALISING 6 KEY AMBITIONS.

THE COST OF PHYSICAL INACTIVITY

PHYSICAL INACTIVITY IS THE LEADING RISK FACTOR FOR GLOBAL MORTALITY

EVIDENCE SUGGESTS THAT PHYSICAL INACTIVITY IS DIRECTLY RESPONSIBLE FOR 1 IN 6 PREMATURE DEATHS.

BEING PHYSICALLY ACTIVE HELPS TO PREVENT OR MANAGE OVER 20 CONDITIONS AND DISEASES. IT CAN ALSO HELP IMPROVE PEOPLE’S MENTAL HEALTH AND WELLBEING.

Salford City Council (2016) Salford Locality Plan
Salford Locality Plan
Department of Health, Physical Activity, Health Improvement and Protection (2011) Start Active, Stay Active
Start Active, Stay Active: A report on physical activity from the four home countries’ Chief Medical Officers
AN INACTIVE PERSON HAS

- **38%** higher hospital bed days
- **5.5%** higher GP visits
- **13%** higher use of specialist services

**The Cost of Physical Activity**

**Current Recommendations**

Adults should aim to be active daily **over a week**, activity should add up to at least **150 minutes** (2½ hours) of moderate intensity activity in bouts of 10 minutes or more.

Alternatively, comparable benefits can be achieved through **75 minutes** of vigorous intensity activity spread across the week or combinations of moderate and vigorous intensity activity.

**There is a clear causal relationship between the amount of physical activity people do and mortality**

While increasing the activity levels of all adults who are not meeting the recommendations is important, targeting those adults who are significantly inactive will produce the greatest reduction in chronic disease (that is, those engaging in less than 30 minutes of activity per week).

**Physiological activity contributes towards improved productivity in the workplace, reduced congestion and pollution through active travel and improved community cohesion and safety amongst many other benefits.**


Public Health England (2016) Working Together to Promote Active Travel: A briefing for local authorities

Working Together to Promote Active Travel & funding for local authorities
THE COST OF PHYSICAL ACTIVITY

THERE IS A 3 YEAR DIFFERENCE IN LIFE-EXPECTANCY BETWEEN PEOPLE WHO ARE INACTIVE AND PEOPLE WHO ARE MINIMALLY ACTIVE.

People in the UK are around 20% less active now than in the 1960s.
If current trends continue, people will be 35% less active by 2030.

THE PICTURE IN SALFORD

IN 2014 THERE WERE A TOTAL OF 1591 PREMATURE DEATHS AND OF THESE DEATHS THERE IS THE POTENTIAL THAT 264 WERE DIRECTLY RELATED TO PHYSICAL INACTIVITY²

Just under a third of the adult population in Salford is inactive.

If every adult in Salford participated in 150 minutes of physical activity per week, there could potentially be prevented:

- 208 fewer premature deaths
- 65 emergency admissions to hospital for Coronary Heart Disease (CHD)
- 1,199 cases of type 2 diabetes
- 27 cases of breast cancer
- 22 colorectal cancer cases

Public Health Observatories – Health Impact of Physical Inactivity
Sport England (2015-16) Active People Survey

Preventable disease if the level of activity in Salford increases
THE LEVEL OF PHYSICAL INACTIVITY IN SALFORD IS CURRENTLY HIGHER THAN THAT IN ENGLAND.

IT IS THE AMBITION OF THIS FRAMEWORK TO CLOSE THE GAP WITH ENGLAND BY 2022 AND REDUCE THE NUMBER OF INACTIVE RESIDENTS.

Current and Projected Levels of Physical Inactivity
Percentage of physically inactive adults in Salford (2012 to 2022)
Levels of inactivity vary significantly across the city as shown in the map opposite. Evidence shows that there are some groups in society who are less likely to be active; these groups include:

- women and girls
- people from lower socio-economic groups
- older people
- disabled people and
- those with long term health conditions

Insight delivered as part of this framework will identify those groups in Salford that need the most support in becoming active and appropriate interventions will be co-designed with the relevant groups.

Currently there is no consistent measure of physical activity levels in children and young people at a local level, however data on obesity levels is available through the National Child Measurement Programme (NCMP) and this will be used as one of the measures for this framework.
There is a strong and expanding body of evidence that indicates that regular physical activity in children and young people is associated with numerous health benefits, including reduced body fat and the promotion of healthy weight and enhanced psychological well-being.

**EVIDENCE SHOWS PHYSICALLY ACTIVE CHILDREN ARE ALSO MORE LIKELY TO DO BETTER ACADEMICALLY**

There is emerging evidence which indicates that sedentary behaviours, such as TV viewing or accumulated total sedentary time, are associated with overweight and obesity in young people.10

SPOT ENGLAND ESTIMATE A £7.35 RETURN ON INVESTMENT FOR EVERY £1 SPENT ON SPORTS FOR AT RISK YOUTH THROUGH, FOR EXAMPLE, REDUCING CRIME AND ANTI-SOCIAL BEHAVIOUR

In Salford there are 31,654 children and young people in Primary and Secondary education.

**CHILD OBESITY RATES IN SALFORD ARE CURRENTLY HIGHER THAN THE NATIONAL AVERAGE**

in both Reception 10.2% and Year 6 23.8%

1 IN 5 CHILDREN AT AGE 10/11 ARE OBESE

The overall trend in Salford child obesity prevalence is similar to the national and regional picture; falling in Reception but increasing in Year 6 children. In Year 6 there are noticeable variations in obesity prevalence between the 20 Salford Council wards.

Prevalence varies from 12.9% in Boothstown and Ellenbrook to 31.3% in Ordsall.


The number of obese children at Year 6 is a national indicator that is performing significantly worse than England, performance is declining and the gap with England widening.

Understanding and addressing how physical activity can help reduce the rise in obesity levels between Reception and Year 6 will be a key deliverable of this framework, alongside the aspiration of getting more children and young people active.

A City approach to promoting Healthy Weight is currently being developed and this will be closely aligned to the delivery of this framework.
The impact of increasing physical activity levels would not only have a significant impact on improving health inequalities in the city it would also deliver significant economic growth in the city.

This could be achieved through a variety of routes, whether that be the value of the sports and physical activity sector, the increase in health of the city and therefore decrease in working days lost to sickness, the increase in productivity due to a healthier workforce or the ability for sport and physical activity to get people back to work though volunteering and to create jobs.

The total direct economic value of sport in Salford is £472 million with the wider economic value being an additional £114 million.

The estimated cost of inactivity in Salford is at least £25.6 million per year in terms of avoidable health, social care and economic productivity costs.

If Salford reduced its current level of inactivity by a tenth (mobilising 6,327 people); this would result in annual savings of approximately £2.5 million per year.
STRATEGIC FIT

THE IMPORTANCE OF PHYSICAL ACTIVITY HAS BEEN WIDELY ACKNOWLEDGED. IT IS ESSENTIAL THAT THE FOCUS OF THIS FRAMEWORK IS FIRMLY ALIGNED WITH THE KEY NATIONAL AND REGIONAL STRATEGIES, a summary of which are highlighted opposite.

KEY NATIONAL AND LOCAL STRATEGIC DRIVERS

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<tr>
<th>STRATEGY</th>
<th>DESCRIPTION</th>
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<tr>
<td>Sporting Futures</td>
<td>The Government’s sport and physical activity strategy published in 2015 contains a range of cross-Government measures to reduce physical inactivity and spread the benefits of sport and physical activity to everyone. The strategy sets out five outcomes, physical wellbeing, mental wellbeing, individual development, social and community development and economic development.</td>
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<td>Towards an Active Nation</td>
<td>Sport England launched their 5 year strategy in May 2016, taking the lead from the Government’s Sporting Future strategy. Sport England’s vision is that everyone, regardless of their age, background or level of ability feels able to engage in sport and physical activity. The strategy has a clear focus on tackling inactivity.</td>
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<td>Health Matters: Getting Every Adult Active Every Day</td>
<td>Professional resource setting out how to help increase the number of people being physically active. Increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the nation as a whole.</td>
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<td>National Physical Activity Strategy: Everybody Active Every Day</td>
<td>In 2014, Public Health England published an evidence based report to help support a step change in the public’s health by making it easier to be active every day.</td>
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<td>UK ACTIVE Blueprint for an Active Britain, More people, more active, more often</td>
<td>The blueprint calls for a single-minded focusing of resources, energy and policy to turn the tide of physical inactivity. The blueprint sets out clear and achievable recommendations to get the nation moving.</td>
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<td>Childhood Obesity – A Plan for Action</td>
<td>The Government’s plan to significantly reduce England’s rates of childhood obesity within the next ten years by encouraging industry to cut the amount of sugar in food and drinks and primary school children to eat more healthily and stay active.</td>
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<td>Greater Manchester Moving – The Blueprint for Physical Activity and Sport in Greater Manchester</td>
<td>The vision for Greater Manchester is a more active and healthy population, with particular focus on improving health outcomes for key population groups. The blueprint will influence the behaviours of sector workforce, residents and policy makers. A series of 10 pledges and actions in pursuit of three interlinked outcomes are detailed within the blueprint.</td>
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<td>Taking Charge of our Health and Social Care in Greater Manchester</td>
<td>The ambition for Greater Manchester is for it to become a financially self-sustaining city region, sitting at the heart of the Northern Powerhouse with the size, assets, skilled and healthy population, and political and economic influence to rival any global city.</td>
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<td>Salford Locality Plan</td>
<td>The Locality Plan details the strategic approach to improving the health outcomes of residents of the city, while also moving towards financial and clinical sustainability of health and care services. It is the blueprint for the health and social care system in Salford for the next 5 years and supports the development of the Greater Manchester Health and Social Care Devolution Programme.</td>
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1999 (2015), Greater Manchester Moving – The Blueprint for Physical Activity and Sport in Greater Manchester. www.greatersport.co.uk/get-active/greater-manchester-moving
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Increasing the amount of physical activity that people do is a huge challenge not to be underestimated. Within Salford there are over 240,000 people who could be placed somewhere on a spectrum ranging from inactive to active.

**THE CHALLENGE IS TO SHIFT EVERYONE ALONG THE SPECTRUM TOWARDS THE RECOMMENDED GUIDELINES OF 150MINS OF MODERATE PHYSICAL ACTIVITY A WEEK** (or equivalent guideline for children).

For some this will be a long journey requiring lots of support and behaviour change, for others it may be simple adaptations to their daily lives.

The diagram below shows where the Salford population (aged 16 years +) are currently placed on a spectrum of physical activity level.

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<tr>
<th>Inactive</th>
<th>Insufficiently Active</th>
<th>Active</th>
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<tr>
<td>29.3%</td>
<td>12.4%</td>
<td>58.3%</td>
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Source: Active Lives Survey 2015/16

Encouragingly, 44% of adults in Salford who are inactive want to take part in sport, demonstrating there is a real opportunity to increase participation and change people’s habits.

The motivation, will and effort to be more active needs to come from a person, however the environment people live within needs to be made more conducive to enabling and encouraging activity, this includes the built infrastructure. Schools need to prioritise physical activity not just for the physical benefits it provides pupils with but the impact it has on educational attainment. Workplaces need to recognise that investing in their employee’s health and wellbeing will lead to a more productive and motivated workforce and medical professionals need to maximise the prescribing of physical activity as a means of preventing and managing a number of long term conditions.
VISION FOR Salford

By 2022 Salford will be an active city that promotes and encourages everybody to be active as part of their everyday life.

To deliver this vision Salford will need to:

- Reduce the number of physically inactive residents by a tenth, closing the gap with the national average by 2022 (mobilising 6,327 Salford residents).
- Create environments that make being active easy and accessible for everyone, including investing in sports facilities and community assets.
- Promote the use of physical activity to manage and prevent a range of health related conditions and diseases.
- Make physical activity everyone’s business, creating role models, advocates, volunteers and facilitators to champion activity.
- Communicate consistent and simple targeted messages about why people need to move more.
- Work with Greater Manchester’s approach to increasing physical activity.

The principles underpinning this framework that will help achieve these ambitions are:

- A co-ordinated approach across all sectors
- Evidence based and insight led decision making
- Realistic expectations
- Belief
- Leading by example

Realising the vision of an Active City requires a multidimensional approach supported by a network of professionals, role models and advocates.

The diagram below illustrates the key settings for the delivery of this framework. The settings do not and should not exist in isolation.

To successfully incorporate physical activity into everyday life it needs to touch everyone within their everyday activities.

Key settings for delivering the framework:

Alongside these settings, pathways will exist depending upon the individual – for example, health-related pathways for those with clinical support need.

Action plans for each setting will detail how the vision and ambitions will be realised.
PRIORITY AREAS

Ensure Salford plays a pivotal role in the development of a Greater Manchester bid to Sport England to be one of 10 pilot locality areas

Ensure the plan for future indoor leisure facilities delivers communities the space and activities they need.

Improve green space, making it attractive, accessible and safe

Involve communities in decisions about assets

Implement a marketing campaign to support the vision of the Framework

Develop further insight around the priority groups identified to inform interventions

Encourage all Primary Schools to introduce the Daily Mile, a simple but effective concept that gets children outside and active for around 15 minutes a day

Influence the primary curriculum to encourage 2 hours of PE and after school clubs

Provide guidance on the most effective use of the School PE and Sport Premium when it doubles in 2017

Active promotion of physical literacy and physical activity to both parents and pupils in all schools, including early years settings

Promotion of active travel at work places

Ensure that the city’s walking and cycling networks are linked up and that barriers are removed

Develop a programme to train volunteer walk leaders to operate walking buses at all schools in the city

Maximise uptake of the opportunities that are already available through improved publicity, signposting and communication

Establish a Salford standard for an Active Workplace

Encourage partners to work towards the Workplace Wellbeing Charter

Investigate the feasibility of introducing sit stand desks within a number of City Council Directorates

Utilise existing resources to promote workplace health, e.g. British Heart Foundation calendar, posters etc

The below table details the priority areas across each of the key settings that will be a focus:
GOVERNANCE

Salford’s Prevention Board will oversee the implementation and delivery of the framework.