

Moving in Salford 2023-27



November 2022

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Introduction

In 2017 we published a five-year Salford Physical Activity Framework, Transforming Salford into an Active City.

This document builds on the original framework and sets out a new blueprint for increasing physical activity levels over the next five years up to 2027.

The document uses significant pandemic insights, substantial local understanding, engagement, community work, and the latest guidance and evidence.

We are all designed to move, but, in a lot of instances our modern world seems to be organised to keep us still. Physical activity and sport contribute to both our physical and mental wellbeing. They positively impact our social, community, economic and individual development. Moving more is vital to helping us all live healthier lives.

The Chief Medical Officer recommends adults should aim to achieve 150 minutes of moderate physical activity a week for good health. Children aged 2 to 4 years should be active for 180 minutes daily, and young people aged 5 to 15 should move for 60 minutes daily.*

Moving is 'a miracle pill' for everyone. Integrating movement back into people's everyday lives will help communities, places, and our economy to thrive, and contribute to a more sustainable city.



*Newly published guidance from CMO states that disabled children should aim to achieve 20 minutes of movement a day.

Progress Since 2017 and the Effect of the Pandemic

Before the COVID-19 pandemic, according to Active Lives data, adult inactivity levels in Salford were below the Greater Manchester (GM) average after a significant decrease in population sedentary behaviour year on year since 2015/16.

74.9% of adults achieved at least 30 minutes of physical activity a week prior to the pandemic (Nov 2018-19 figures).

Figure 2 shows that inactivity levels were decreasing, and activity levels were increasing during the same period with Salford performing better for both than the England average. The causal relationship between the previous physical activity framework and these figures improving compared to GM and England may be hard to prove. However, we assume that efforts to increase physical activity in Salford will have contributed to these gains in more people moving.

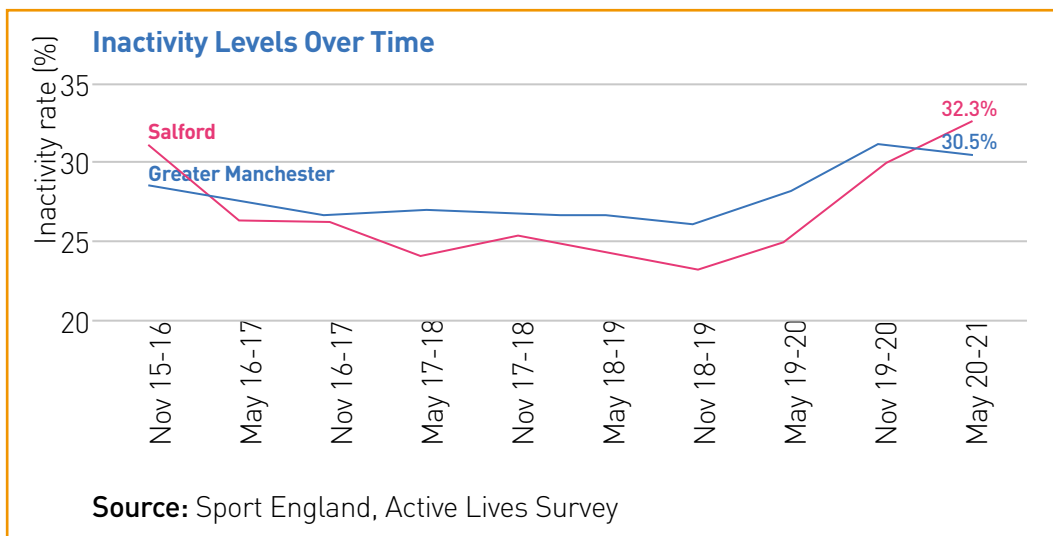


Figure 1: Above illustrates the levels of inactivity in both the Salford and GM population.

Progress Since 2017 and the Effect of the Pandemic

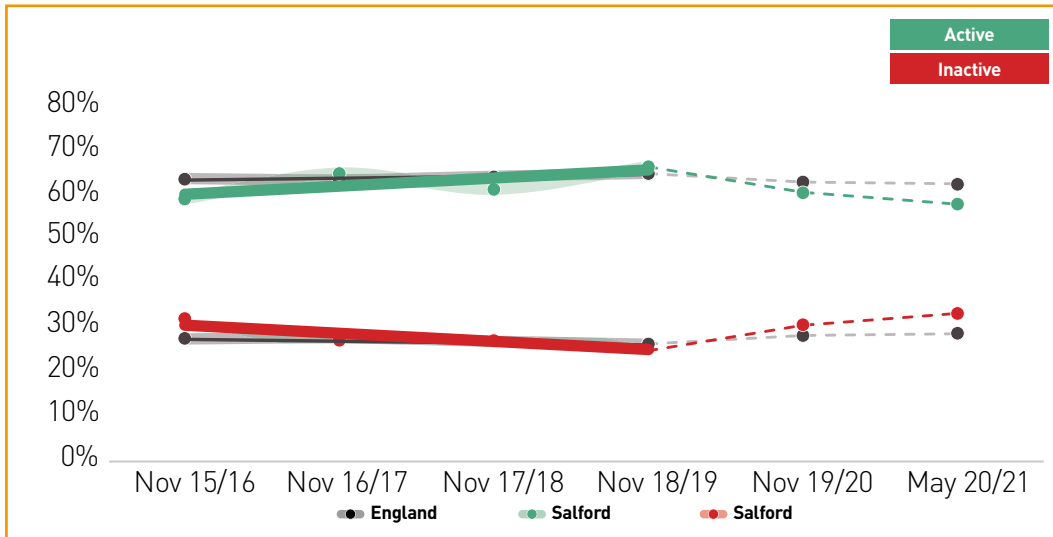


Figure 2: Adult Inactivity and Activity Levels in Salford and England 2015-21

Like for many health indicators though, although positive changes had been seen in the activity levels of many demographic groups, inequalities exist within our city geographically, linked to both deprivation and specific demographic groups, such as ethnically and religiously diverse communities, the elderly, disabled people, and women and girls.

Also, according to Active Lives data, despite a strong school-based offer (particularly in primary schools) and an abundance of opportunities in community leisure and sport, Salford’s activity levels for children and young people were some of the lowest in GM, especially amongst secondary school aged pupils, and in particular females.



Progress Since 2017 and the Effect of the Pandemic

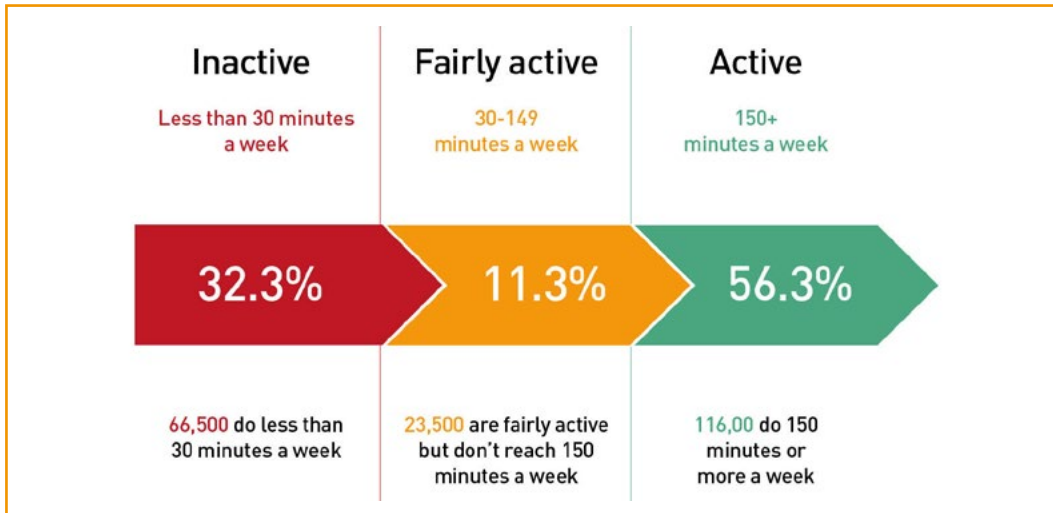


Figure 3: Salford Adults Active Lives Data (May 2020-21)

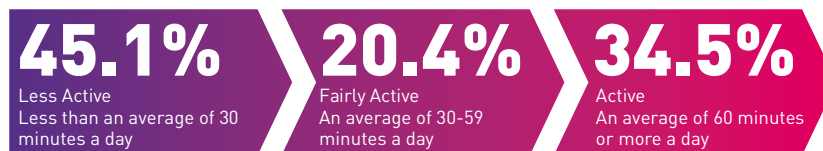


Figure 4: Activity Levels Amongst Children and Young People in Salford

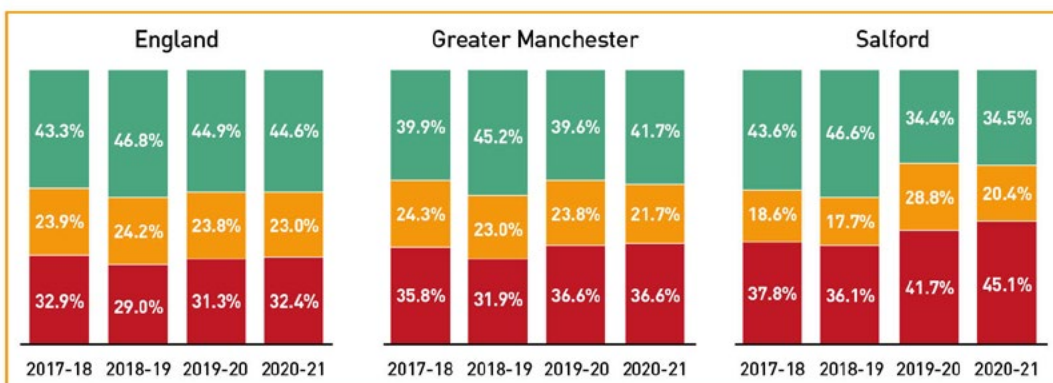


Figure 5: Activity Rates for England, GM, and Salford by year 2017 - 2021

Progress Since 2017 and the Effect of the Pandemic

The latest Active Lives results (figure 3) published by Sport England (May 2020 - May 2021) show the effect of the pandemic on physical activity levels in Salford. The data shows that **67.7% of adults surveyed in Salford were active for at least 30 minutes a week, equating to approximately 141,800 adults moving.** The number of active adults in Salford decreased by 12,700 in one year during the pandemic. However, this decreased by 12,700 from those surveyed 12 months prior.

Everyone needs to keep working together to support active lives for all in Salford.

Unfortunately, within the groups where the activity gap already existed, we have seen the most significant decline in activity levels and widening inequalities, with research regarding the impact of COVID on those on lowest incomes mirroring that concerning the impact on physical activity levels.

Figures 4 and 5 highlight that according to the Active Lives survey results, Salford has the highest inactivity levels of children and young people in GM; and has grown worse in proportion to other local authorities.

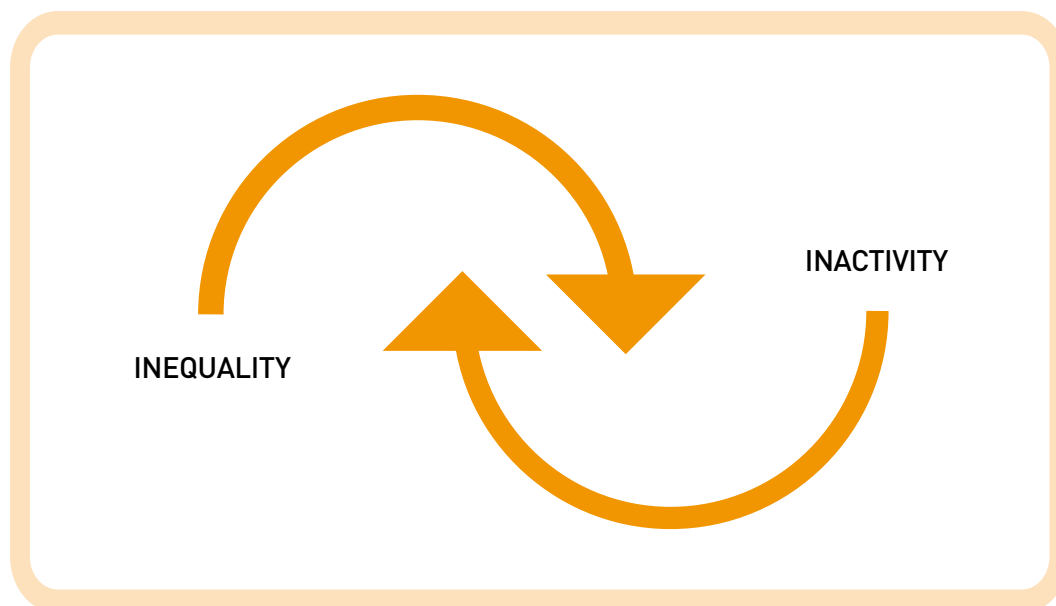


Figure 6: The Proportional Relationship between Inequality and Inactivity

Progress Since 2017 and the Effect of the Pandemic

In the space of a few months, the pandemic forced many of us to completely rethink the way we live, work, and get around. Physical activity rates fell, and people became more sedentary because of lockdown restrictions, fear, apprehension and all the changes to people's way of living. And these impacts, as they so often do, fell unequally¹.

For example, inactivity in Greater Manchester rose twice as fast as the national average in the first 12 months of the pandemic. We also experienced unequal impacts between people and communities within GM, with more significant reductions in activity rates² for disabled people, people with long-term health conditions, ethnically and religiously diverse communities, children, and young people, older people, and low-income families. For example, the activity gap for lower socioeconomic groups compared to higher socio-economic groups widened from 15.5% to 24.2%³.



In addition, and at the time of writing, Active Lives released its Children, and Young People Report for the academic year 2020 to 21. The report illustrated the national picture of physical activity in the younger age groups and the effect of the pandemic. While there has been no overall decrease in activity levels compared to the previous academic year, existing inequalities widened and enjoyment and confidence in taking part declined.

Traditionally, there are activity gaps in children and young people, with boys being more active than girls and those from a less affluent background or ethnically and religiously diverse communities, as well as disabled children and young people moving less.

1. Sport England: The impact of coronavirus on activity levels revealed. [Accessed 6 June 2022]

2. Stockwell, Trott, Tully, et al, 2021: Changes in physical activity and sedentary behaviours from before to during the COVID-19 pandemic lockdown: a systematic review [Accessed 6 June 2022]

3. Greater Manchester Moving: GM Moving in Action 2021-2031 [Accessed 6 June 2022]

Progress Since 2017 and the Effect of the Pandemic

For Salford, our aggregated data for 2017 to 21 broadly corresponds with this and as part of this framework our efforts should concentrate on girls, those from our more ethnically and religiously diverse communities, disabled people and children and young people from lower income households

One thing to be cautious of, is the data for the academic year that encompassed the earlier part of the pandemic (2019 to 20) showed that across England, more boys met the recommended activity levels (47%) than girls (43%)⁽⁴⁾. Still, national data for the academic year 2020 to 2021 shows as many girls were as active as boys in the same academic year (45%)⁽⁵⁾.

This academic year covered the most significant period of the pandemic. It included lockdowns which meant school closures, stopping of team sports, and young people being able to meet up in groups.

The Active Lives survey and anecdotal evidence conclude that girls are more likely to embrace solitary or small group physical activity pursuits, such as going for a walk or taking advantage of advances in online exercise classes. However, boys were less active overall due to the loss of organised sports in the community and at school, and early intelligence from Salford suggests boys have returned to team sport in and out of school more easily. However, we need to monitor this, to make sure boys participation does not fall long term.



As a city physical activity system, we need to seize the opportunity for more girls to keep active and facilitate a sustainable behaviour change.

MOMENTS SUCH AS THE WOMEN'S EUROPEAN CHAMPIONSHIP WIN ARE A VITAL SPRINGBOARD TO INCREASE WOMEN AND GIRLS SPORTS PARTICIPTION

4. Sport England: Active Lives Children and Young People Survey Academic year 2019/20 (Accessed 6 June 2022)

5. Sport England: Active Lives Children and Young People Survey Academic year 2020-21 (Accessed 6 June 2022)

Progress Since 2017 and the Effect of the Pandemic

On a more positive note, evidence shows that active children have higher levels of mental wellbeing. Highlighting the critical role sport and physical activity can play in supporting children amid rising levels of loneliness and declining mental health during times such as a pandemic.

Information released from surveys and reports throughout the pandemic (led by the likes of Sport England, Greater Sport, and Transport for Greater Manchester (TfGM)) gave mixed messages regarding the impact of the pandemic on physical activity levels. Some suggested physical activity levels, including amounts of walking and cycling specifically, were reduced, while others reported they increased.

A deeper dive into the data were available showed that, like for other health and wellbeing indicators, the pandemic widened inequalities with those from underserved communities more likely to have suffered serious illness themselves or within their family due to COVID-19, or other repercussions linked to the pandemic, such as loss of employment, and therefore activities.

Conversely, those with higher socio-economic status may have benefited from home working and better work-life balance in increasing their physical activity levels, as well as greater job security in relation to remaining employed, not having hours or wages cut and being more likely to have been furloughed⁶.



6. COVID-19 in the UK: The impact on people and jobs at risk | McKinsey

Progress Since 2017 and the Effect of the Pandemic

This updated version of the framework and its associated themed action plans will direct our efforts to raise physical activity levels across the life course in Salford, with a focus on underserved communities and children and young people as part of the overall prevention agenda to reduce health inequalities and build back a fairer, greener, and healthier Salford as we learn to live with COVID-19.

As a system we need to seek to better understand the barriers that our identified key audiences face to becoming more active and utilise this information to enable everybody to be more active every day. This will only be possible via open lines of communication and true co-production.

To create lasting change, this framework will be built on social inclusion and building activity into our everyday lives i.e., 'Active by Design'. It will support our city's push to reduce carbon emissions, battle climate change and improve air quality through the walking and cycling agenda and work in other ways to make being physically active the social norm.



Physical activity needs to cut across and contribute to all policies within Salford across the system.



Why Invest in Physical Activity in Salford?

Salford is the 18th most deprived local authority in the country. Healthy life expectancy in our city is 5.5 years below the national average and has remained little changed since it was first measured in 2009-11. Female life expectancy is 80.5 years and for males it is 77.1 years; this is lower than the national average by 2.6 years and 2.3 years respectively⁽⁷⁾.

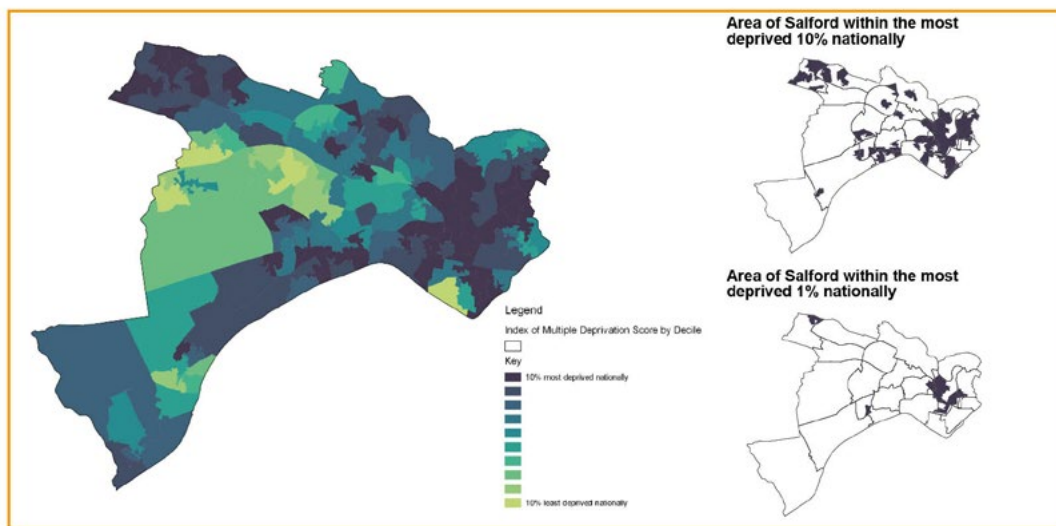


Figure 7: Salford Index of Multiple Deprivation Score by Decile

There are also stark inequalities within Salford itself, with around 12.5 years greater life expectancy between the most and the least deprived deciles for males and 8.2 years for females. The difference in 'years of life lived without a significant health problem' is even greater, with those living in the more affluent parts of the city living 16 more years without a significant health problem.

Three out of five of Salford residents live within areas that are among the most 20% deprived in England, with one in five living in areas that are in the most deprived 10% (see figure 7).

7. Local Health - Office for Health Improvement and Disparities (Accessed 6 June 2022)

Why Invest in Physical Activity in Salford?

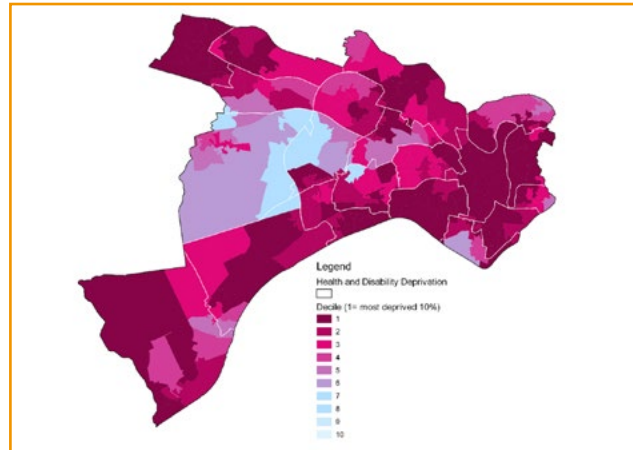


Figure 8: Health and Disability Deprivation in Salford⁸

Figure 8 shows that many Salford residents live in areas that are amongst the top 30% for worst levels of poor health and disability, with many living in the worst 10%.

In 2021, out of 1,200 responses to the Big Health Reset conversation, 24% of respondents reported a disability, and 27% had caring responsibilities⁹.

Cancer rates are going up year on year in Salford, and nearly four in ten cancers in Salford are potentially avoidable through changes in lifestyle behaviour, such as being physically active. Unfortunately, our cancer mortality rates are also significantly worse than the England average.

In Salford, the number of people aged under 75 years old dying from cardiovascular disease is much higher than the national rate. The number of people admitted to hospital as an emergency from heart disease and stroke in Salford is also a lot higher than the national average¹⁰. Adult overweight and obesity levels currently stand at 66.7% in Salford, an increase from 63% in 2018/19 and above the current England average of 64%¹¹.

8. Department for Levelling Up, Housing and Communities: Indices of Deprivation: 2019 and 2015 (Accessed 6 June 2022)

9. Salford City Council: Public Health Annual Report 2021 (Accessed 6 June 2022)

10. Salford CCG: Salford Standard for Long-term Conditions - Cardiovascular disease (Accessed 6 June 2022)

11. LG Inform: Percentage of adults (aged 18+) classed as overweight or obese in Salford (Accessed 6 June 2022)

Why Invest in Physical Activity in Salford?

At the last measurement, almost one in four reception age children were overweight or obese in Salford (26.0%). By the time children reach year 6, this proportion increases to 38.9%, which is also significantly higher than England. We know that physical activity plays a role in these figures for adults and children. with active travel highlighted as a practical approach to tackling obesity by the Chief Medical Officer.

Salford has significant levels of health inequalities within the city. The demographic groups and geographical areas where physical activity levels report being the least physically active are experiencing the worst outcomes related to healthy life expectancy.

Inequalities relating to physical activity levels, i.e., the 'activity gap,' are heavily linked to deprivation, and the key audiences who make up this activity gap in our city are much more likely to live in the least affluent areas of Salford.

Adults in the UK are at least 20% less active than in the 1960s⁽¹²⁾. Insufficient physical activity is one of the leading risk factors for death, posing a global public health problem associated with up to five million premature deaths every year, and is reputed to cost the UK alone £7.4 billion annually⁽¹³⁾. Health benefits of increased physical activity include a lower risk for a series of major diseases (such as hypertension and diabetes), improved mental health and improved overall quality of life⁽¹⁴⁾.

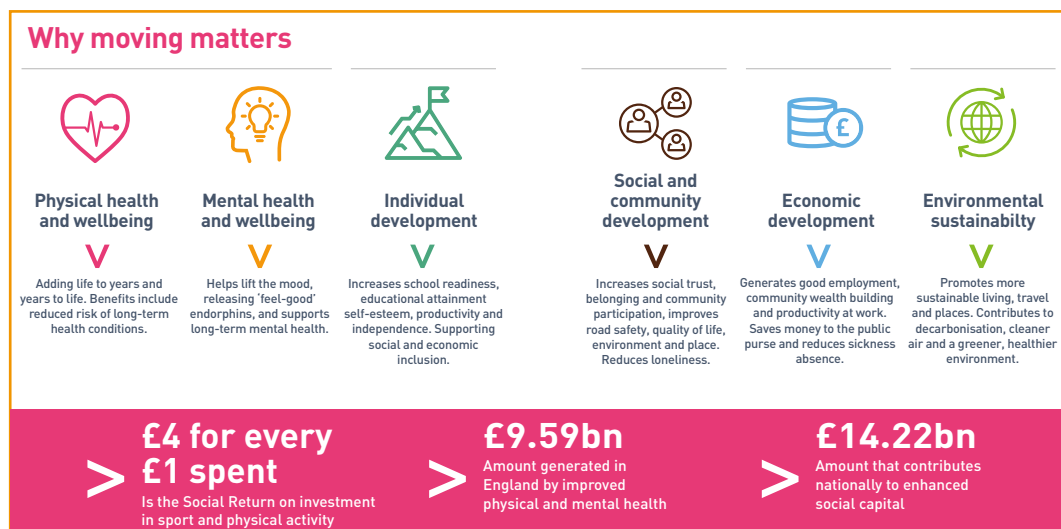


Figure 9: Why Moving Matters – The Benefits of Physical Activity

12. Ng SW, Popkin B (2012) Time Use and Physical Activity: a shift away from movement across the globe. *Obesity Review* 13(8):659-80. [Accessed 6 June 2022]

13. Scarborough et al. (2011): The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: an update to 2006–07 NHS costs. *Journal of Public Health*, 33 (4): 527-535. [Accessed 6 June 2022]

14. Hafner M, Yerushalmi E, Stepanek M, et al Estimating the global economic benefits of physically active populations over 30 years (2020–2050) *British Journal of Sports Medicine* 2020;54:1482-1487. [Accessed 6 June 2022]

Why Invest in Physical Activity in Salford?

As seen from the updated GM Moving strategy (figure 9), getting everyone to move more has many different benefits for individuals, families, communities, and society. Continuing to invest in physical activity in Salford will contribute to improved physical and mental wellbeing, making communities stronger and more resilient, and lead to increased volunteering and employment opportunities. The greener, sustainable living this facilitates will safeguard our environment for both the here and now and future generations and improve the quality of the air we breathe.

Getting everyone to move more has many different benefits for individuals, families, communities, and society.

Finally, a study of 48,440 patients undertaken by the British Journal of Sports Medicine¹⁵ concluded that 'Consistently meeting physical activity guidelines was strongly associated with a reduced risk for severe COVID-19 outcomes among infected adults⁽¹⁵⁾.

Modelling the Impact on the Salford Health & Social Care System	
Disease	Cases Avoided
Type 2 Diabetes	125
Coronary Heart Disease	213
Stroke	71
Breast Cancer	22
Colorectal	18
Dementia	337
Depression	355
Hip Fracture	730
Total	1882

Potential Saving of £25m over 25 years

Figure 10: Modelling the Disease Impact on the Salford Health and Social Care System

15. Physical inactivity is associated with a higher risk for severe COVID-19 outcomes: a study in 48 440 adult patients Br J Sports Med. 2021 Apr 13; [Accessed 19 May 2022]

Recover and Reinvent

For Salford, along with Greater Manchester as a whole, inequalities resulting from the effects of COVID-19 related to both mortality and severe illness have been only too apparent and the long-term economic and social impacts of lockdowns will widen inequalities in health for the foreseeable future. COVID-19 deaths in Greater Manchester are 25% higher than in England as a whole and life expectancy in the Northwest of England also declined more during 2020 than in England overall.

GM has also experienced highly unequal mortality rates: the COVID-19 mortality ratio in the most deprived decile was 2.3 times greater than in the least deprived decile between March 2020 and January 2021. These socioeconomic inequalities in mortality from COVID-19 are wider than in the rest of England⁽¹⁶⁾.

There is a collective will in Salford to tackle the systemic inequalities that reduce people's life chances, and which have been widened further due to the pandemic. Salford is beginning a journey of economic transformation, with the mapping out of the city's economic future through key pieces of city council work.

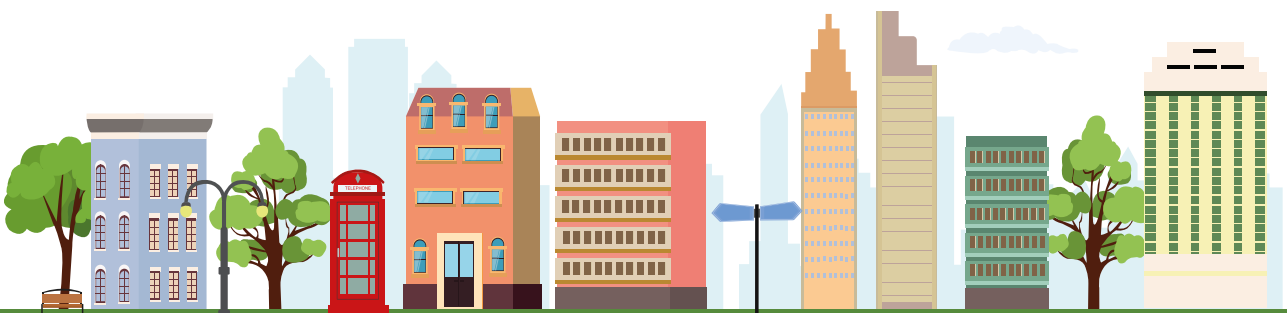
The Salford Way¹⁷, is a blueprint for strategy, progress, improvement, betterment, empowerment and continuing to nurture local pride.

Rather than going back to 'normal' this will lead to a greener, fairer, and healthier Salford. By facilitating, encouraging, and motivating people within our city to be more physically active, with a strong focus on inequalities, we will be contributing to achieving our city strategic priorities contained within the Great Eight, Locality Plan and the overarching regional strategies, the GM Population Health Plan and GM Moving, in our efforts to become a more equal 'Marmot' City to build back fairer.

Increasing the amount of people moving in Salford, will, in time mean an improvement in our Marmot Beacon Indicators as a local authority area.

16. Institute of Health Equity: Build Back Fairer in Greater Manchester Health Equity and Dignified Lives (Main Report) / (Executive Summary) (Accessed 6 June 2022)

17. Salford City Council: The Salford Way - Tackling Inequalities (Accessed 6 June 2022)



Strategic Fit

The Great Eight

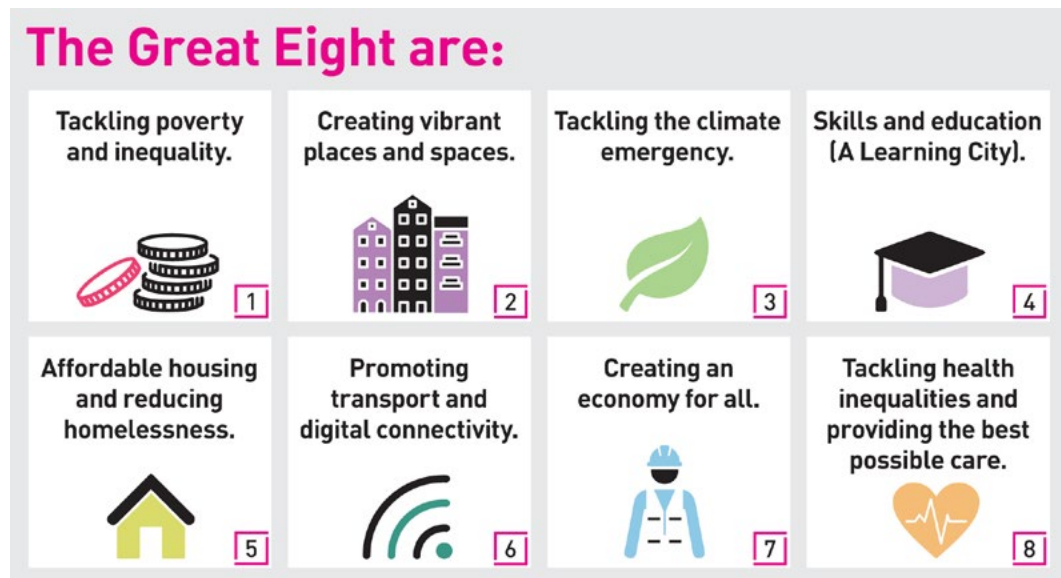


Figure 11: Salford's Great Eight Strategic Priorities⁽¹⁸⁾

Enabling more of our residents to be physically active directly supports the following priorities listed in the Great Eight shown in Figure 11.

- **Tackling Poverty and Inequality** – In this strategy we acknowledge the impact inequality has on physical activity levels in Salford and aim to address it as part of proactive action planning.
- **Creating Vibrant Places and Spaces** – Physical activity happens in communities, spaces, and places, whether it is attracting tourism through spectator events such as rugby games, triathlons, and mass participations events, encouraging use of the cities vibrant green spaces or utilising our leisure and sport facilities as active hubs within a community.
- **Tackling the Climate Emergency** – Whether through positive changes as a sector or through activities such as Active Travel, physical activity can result in a fitter and greener Salford.

18. 1Salford City Council: Our priorities, The Great Eight (Accessed 6 June 2022)

Strategic Fit

- **Creating an Economy for All** – As mentioned above, physical activity contributes to the Salford economy both as a good employer, supporting community wealth building, enabling greater productivity as well as saving money for the public purse via its preventive role.
- **Skills and Education** – Sport and physical activity offers vibrant skills and career opportunities for residents in Salford. Whether it is the thousands of volunteers who support community-based sport and physical activity through to professionals working in the leisure industry, physical activity can contribute to Salford as a learning city.
- **Promoting Transport and Digital Connectivity** – Support the development of cycling and walking networks across the city as part of a broader Active Travel plan.
- **Tackling Health Inequalities and Providing the Best Possible Care** – As mentioned throughout this plan, physical activity can have significant positive impacts on the health of residents within Salford.



Strategic Fit

The Locality Plan

Our core outcomes

1. People will live longer and those years will be lived in good health (Increased healthy life expectancy for all).
2. The gap in life expectancy between the most and least deprived communities in the city will be reduced (inequalities index).

Figure 12: The Core Outcomes of the Salford Locality Plan

Along with the core outcomes of the Locality Plan⁽¹⁹⁾ shown in figure 12, which more of the population taking the recommended amount of physical activity will contribute to, there are also specific 'Start Well', 'Living Well' and 'Age Well' outcomes:

Children and Young People will Develop Well in Salford

- I am a child who is physically and emotionally healthy, feels safe and able to live life in a positive way.

People Will Value Being and Feeling Well in Salford

People in Salford will live Independent and Fulfilled Lives into Active Older Age

- I am an older person who is looking after my health and delaying the need for care.

Strong and Resilient Communities

- I feel safe and connected, and able to influence the decisions that affect me.
- I feel supported to make healthy choices in the places where I live, work, volunteer, or visit.

19. Salford Health and Wellbeing Board: Salford's Locality Plan 2020-25 (Accessed 6 June 2022)

Strategic Fit

As part of the Locality Plan there are also a number of wellbeing pledges for Salford people to commit to, in order to look after their health and wellbeing. The pledges relating to making physical activity part of our daily lives are as follows:

- I will use the Active 10 app to incorporate 10-minute bursts of brisk walking into my daily life.
- I will shift from 'Couch to 5K' and download the Couch to 5K app to help me.
- I will replace short car journeys with walking or cycling at least once a week, and/or try walking or cycling to work.
- I will make better use of local green space and parks and gardens to help improve my overall wellbeing.
- I will look after myself as I get older, by incorporating exercise into my week to keep me strong and making sure I stay connected to my community.



Strategic Fit

Other Strategic Drivers

In summary, below are some key strategic drivers at local, regional, and national level. Others will be referenced within the themed action plans that follow.

Local

- Salford Locality Plan 2020
- Salford Climate Action Plan
- Salford – A Learning City
- Salford Anti-Poverty Strategy
- Salford Suicide Prevention Strategy
- Salford Equality Strategy

Regional

- GM Moving in Action 2021-2031

National

- **The COVID-19 Marmot Review** – Build Back Fairer
- **Sport England** – Uniting the Movement
- **Tackling Obesity**: Government Strategy
- **Age UK** – The impact of COVID-19 on Older People
- **Centre for Ageing Better** – State of Ageing in 2020
- **NHS Long Term Plan**
- **NHS Core 20 Plus 5**
- **Department of Health and Social Care**: Care Act guidance – Prevent, Reduce, Delay
- **Greater Manchester's (TfGM) Transport Strategy 2040**



The Challenge

As mentioned earlier, Salford is one of the most deprived cities in the country and some of our communities have real social challenges underpinned by poverty and social injustice that have been exacerbated by COVID-19. This impacts physical activity levels for both adults and children, but specifically, the following groups:

- Women and girls.
- People from lower socio-economic groups.
- Our ethnically and religiously diverse communities.
- Older people.
- Disabled people.
- Those with long-term health conditions.

The Activity Gap in Salford 2015/16 – 2020/21



The inactivity gender gap in Salford is 6.7%

Since November 15/16 the gender gap has **increased by 4.1%**. This change is due to an increase in inactivity amongst women (+3.4%) and a decrease in inactivity amongst men (-0.7%)

The inactivity socio-economic gap in Salford is 32.4%

Since November 15/16 the socio-economic gap has **increased by 8.6%**. This change is due to a large increase in inactivity amongst lower social groups (+9.1%) NS-SEC 6-8, than the increase seen amongst higher social groups (+0.5%) NS-SEC 1-2.



The inactivity disability gap in Salford is 17.5%

Since November 15/16 the disability gap has **decreased by 6.1%**. This is due to an increase in inactivity amongst those without a long term disability (0.7%) and a decrease in inactivity amongst those with a long term disability (-5.4%)



The inactivity age gap in Salford is 23.0%

Since November 15/16 the age gap has **decreased by 15.7%**. This is a result of inactivity amongst over 75's declining (-12.8%) whilst rates have increased amongst 16-34 year olds (+3.0%).

Ethnicity

Due to limited sample sizes we have limited ethnicity data across the Greater Manchester boroughs. In Salford 29.2% of those from a White British background are inactive.

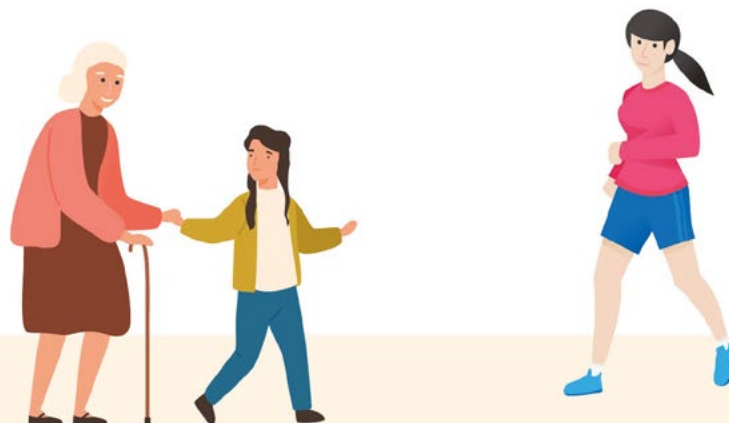


Figure 13: Salford Adult Activity Levels May 2020-21

The Challenge

As shown in figure 13, the activity gap has narrowed for disabled and older people, whereas it has widened for women and those living in our least affluent communities. And a worrying trend, is that physical activity rates have also fallen in our young adults in Salford.

The Salford Women and Girls Commission has been formed in Salford to address the complex systemic inequalities and barriers women and girls face within Salford. It is of paramount importance they are consulted and given the opportunity to help lead effort to raise activity levels in women and girls.



The Challenge

Children and Young People

Concerning children and young people, only a third of young people achieve the Chief Medical Officer's recommended one hour of physical activity a day. Over four in ten do not even achieve 30 minutes per day. However, the level of inactive children and young people in Salford (45.1%) is above the national and GM average for less active children and young people. It has decreased markedly since the previous academic year.

Ethnically Diverse Communities

Measure	England	Salford
Black and Minority Ethnic Population (%)	14.6	9.9
Population whose ethnicity is not 'White UK' (%)	20.2	15.6

Table 1: Ethnicity breakdown for Salford, 2011

The last accurate data for population ethnicity breakdown in Salford was the 2011 census, with the 2021 census results due within months at the time of writing. Although this shows that Salford is behind the England average for both our Black and Ethnic Minority population and those whose ethnicity is not 'White UK', we know anecdotally that Salford has become more ethnically diverse since 2011.

Community insights suggest that we have increased population within emerging Black African Communities and our Central and Eastern European Communities, amongst others.

Throughout COVID-19, we have engaged with community leaders to reach into our communities and reduce the barriers to accessing health and wellbeing services. In addition, we utilised an asset-based approach to work with communities to increase trust in and knowledge of these services. The framework will use these more significant links as an effective approach to raising physical activity levels. Even using ten-year-old data, we know that certain localities of our city are much more ethnically diverse than others. For example, some wards' populations have around one in five from a black minority ethnic background and around one in three identifying as non-white UK.

As detailed earlier, according to national data, childhood obesity has risen significantly during the pandemic. Although pre-pandemic, Salford's childhood obesity levels were broadly in line with national data; it could impact on health outcomes later.

The Challenge

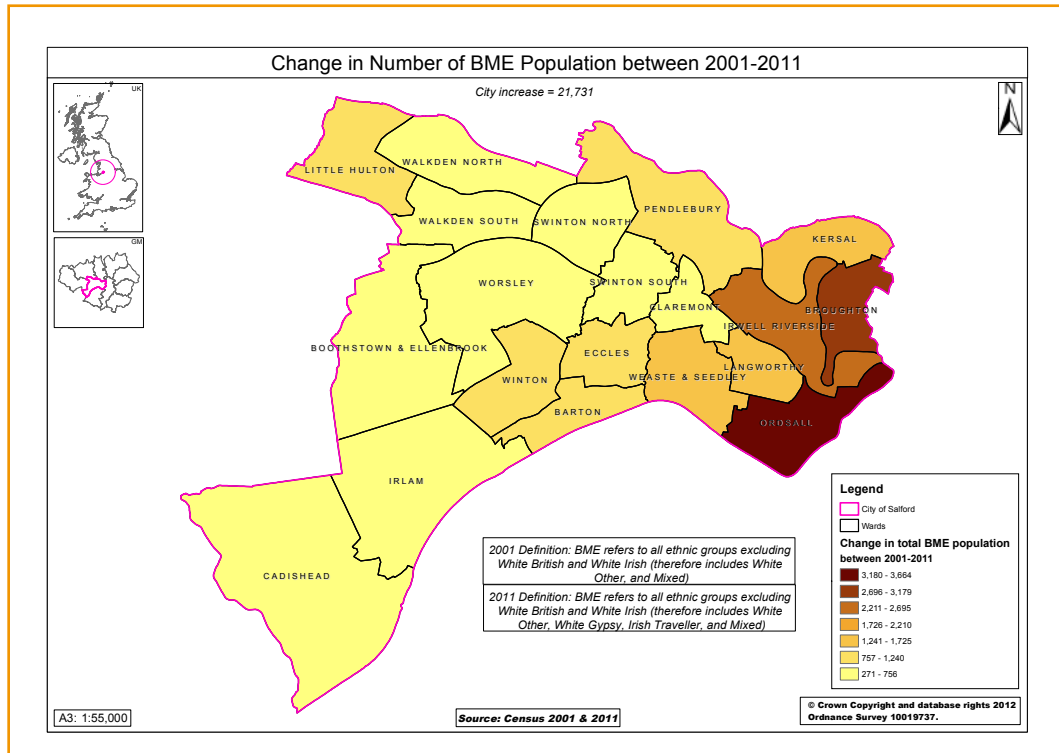


Figure 14: Map Showing Change in Salford’s BME population by ward between 2001-2011

By marrying up local insight and soft intelligence with data such as in figure 14 above, we can concentrate on raising physical activity levels amongst underserved and more ethnically diverse communities.

Mental Wellbeing and Prioritising Movement

The effect on adult and child mental health generally has also been well documented due to a multitude of factors resulting from COVID-19 and associated lockdowns⁽²⁰⁾.

For example, as highlighted in Maslow’s Hierarchy of Needs (figure 15), people are less likely to make healthy lifestyle changes like physical activity if they are worried about where the next meal comes from or struggle to pay rent. In addition, fear of becoming unemployed from COVID-19, changes in the economy, or caring for a relative who has long COVID all have an impact.

20. Mind: Coronavirus: the consequences for mental health (Accessed 6 June 2022)

The Challenge



Figure 15: Maslow's Hierarchy of Needs

In addition, many services and organisations with acute issues or staff shortages due to the country's situation since March 2020 are less likely to have the time to advocate for broader wellbeing or prioritise physical activity on behalf of their patients, colleagues, and service users alike or be in the headspace to 'moving more' themselves.



The Opportunity

As well as being a challenge or threat, the crisis that COVID-19 and the pandemic have created presents an opportunity. The potential consequences of poor health were brought starkly into view as evidence emerged regarding the relationships between pre-existing cardiovascular disease (CVD)²¹⁽²¹⁾ and obesity²², to name but two, with increased risk of severe illness or death from COVID-19.

Indeed, in a large scale study involving data from just under 50,000 patients, lower physical activity levels were found to be an independent risk factor for the worst patient outcomes relating to COVID-19²³. This adds infinite further weight to the prevention agenda, as many of the tragic deaths from COVID-19 could potentially have been avoided, as well as reducing the financial costs and pressures on an already stretched health and social care system (it is said to be costing up to an extra £5bn/year to deliver frontline NHS Services due to COVID-19²⁴).

There is also the challenge of Long-COVID with signs and symptoms that continue for more than 12 weeks after the initial infection. Main symptoms include breathlessness and fatigue (as well as brain fog, anxiety, and anosmia) that may affect people's ability to be physically active.

Long-COVID is estimated to affect around 2 million in England (approx. 1:10 of people who had COVID-19) as of June 2022²⁵.



21. Xu, J., Xiao, W., Liang, X. et al: A meta-analysis on the risk factors adjusted association between cardiovascular disease and COVID-19 severity. BMC Public Health 21, 1533 (2021). [Accessed 6 June 2022]

22. Department of Health and Social Care: New obesity strategy unveiled as country urged to lose weight to beat coronavirus (COVID-19) and protect the NHS [Accessed 6 June 2022]

23. Sallis R, Young DR, Tartof SY, et al: Physical inactivity is associated with a higher risk for severe COVID-19 outcomes: a study in 48,440 adult patients British Journal of Sports Medicine 2021;55:1099-1105. [Accessed 6 June 2022]

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25. Office for National Statistics. Prevalence of ongoing symptoms following coronavirus (COVID-19) infection in the UK: 1 June 2022. Available from:

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/>

The Opportunity

Although a complex problem underpinned by deep-seated inequalities, the appetite for pushing physical activity up the list of priorities by frontline health and social care services should be greater than ever to make our health and social care system more resilient and cost less in future.



Figure 16: The Five Ways to Wellbeing

As outlined earlier (as per the Five Ways to Wellbeing shown in figure 16), many of the people reported to be getting outside closer to nature, taking notice, connecting with others (at an appropriate distance to allow for social distancing or not contravening rules or guidance at the time) and finding refuge in being physically active during regional or national lockdowns to protect their mental health will have been of higher socioeconomic status.

Local system leaders and policy makers may well have been amongst this cohort reaping these benefits and having an epiphany regarding getting outside in their local area and exercising. This may well have led to a significant number of influential advocates for a physically active lifestyle.

Also, due to many services being reduced, paused, or having other capacity issues during the pandemic, many referring agencies working with individuals and families have been being more creative to find and encourage other supports in the interim period. Anecdotal evidence from many services over the last 12 months shows that greater links have been made between higher-tiered services and wellbeing providers.

The Opportunity

This greater connectivity between providers of services across the system, and no doubt positive results yielded by clients or service users, further strengthens the position of physical activity whether in isolation or as part of a wider suite of tiered support.

Lastly, the collective will and coming together of internal partners within Salford City Council, other anchor organisations and the Voluntary, Community and Social Enterprise (VCSE) sector in the Spirit of Salford to support the people of Salford through an incredibly difficult period, as well as the learning related to shared resources and working towards common outcomes/goals, should be recognised, and built upon.



Vision for Salford

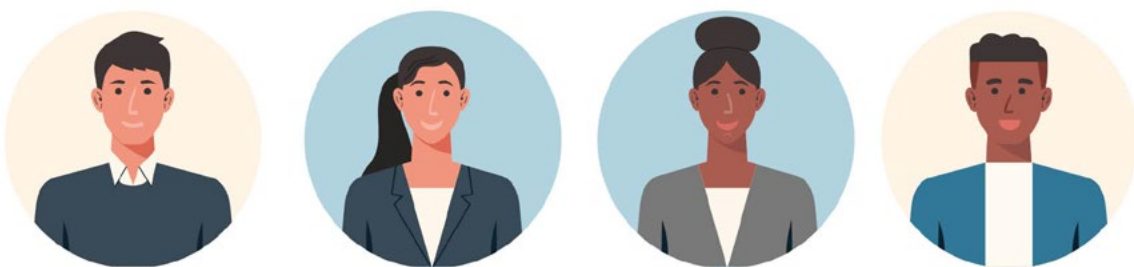
For everybody to be given the opportunity to lead an active life, every day, leading to stronger, more resilient communities with a genuine connection to place, increased healthy life expectancy, opportunities, and equality.

Key Enablers:

- **Co-Production** – Every decision possible should be made in conjunction with members of the community and communication should be both ways and channels always open. Nothing about us without us.
- **Community Empowerment** – Unless people are empowered to take control of their local spaces and empowered with the knowledge and confidence to create genuine active communities, change will never happen.
- **Inclusion** – This framework aims to enable everybody to move more and for diversity to be celebrated and physical activity to be based on fun and social inclusion first.
- **Equity** – Action plans related to this strategy and any resources allocated, will be based on greatest need following the principle of Proportional Universalism.
- **A Strength-Based Approach** – As well as identifying gaps in provision or barriers to being active, we need to highlight and celebrate the people and places that enable our residents to keep active highlight/replicate where applicable and make best use of existing resources for sustainable outcomes.
- **Innovation** – We need to try new things, as doing the same as we always have will get the same results!
- **Evidence-Based and Insight-Led Decision Making** – This framework has been and will continue to be influenced and shaped by local insight and engagement, alongside regional and national leaders, and policy makers
- **Communications and Marketing** – To highlight the existing opportunities to move within the city and encourage those who are not moving to become more active.
- **Cross-System Collaboration** – This will require a genuine whole system, multi-dimensional partnership at all levels across the city between anchor organisations, primary care providers and the VCSE sector.

Vision for Salford

- **Governance and Leadership** – To best ensure progress and influence across the system, the formulation and implementation of the action plans will be led by a cross-sector steering group who will hold each other and wider partners to account and drive results. Senior leaders, also from across the system, will provide oversight and steer/support group members when necessary and remove any blockages that occur and ensure high level buy-in.
- **Capacity** – To achieve our vision, steering group members need to be given genuine room to work on complex problems and build the necessary relationships where there are gaps. This will take time!
- **Workforce Development** – A variety of different training sessions and materials will be necessary for staff or volunteers in different sectors to give people the knowledge and skills to make a difference.
- **Passion** – Everybody leading on or participating in this agenda needs to be enthusiastic and believe in the power for good that everybody moving more is and the great things we could achieve in our city.
- **Resilience** – It is not going to be easy or happen overnight; if some things don't work straight away, we will continue to test and measure at each milestone and use the data to help us develop plans aligned with need.



To ensure synergy with the previous physical activity framework, maintain focus and not lose sight of previous progress, the key settings/themes for this refreshed framework will remain similar with a renewed commitment to community empowerment, reducing inequalities, sustainable outcomes and lasting change supported by detailed action plans.

Key Settings

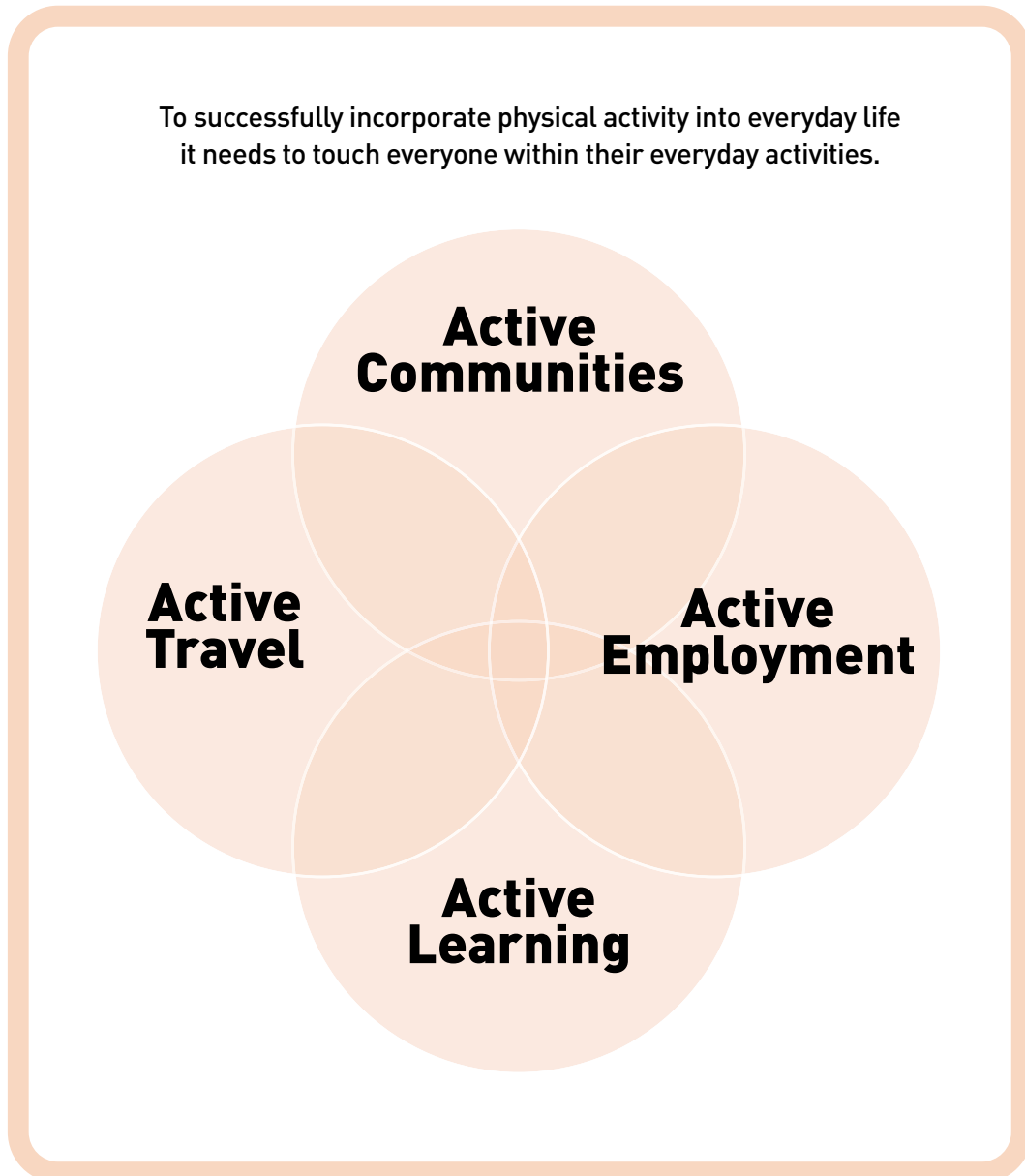


Figure 17: Key Settings for Delivering this Framework

Vision for Salford

Active Travel

Active Travel means walking, cycling, rolling, pushing, or scootering as an alternative to motorised transport for the purpose of making everyday journeys.

Walking or cycling to the train station, bus or tram stop or to complete your journey once leaving public transport also counts. This action plan will detail the case for continued investment into our walking and cycling networks to help us all get to and from school, work, or other places within our communities in an active way to greatly boost the amount of movement we fit into our day.



We need to enable those from our underserved communities to walk and cycle more within our city, as well as other planned initiatives related to this agenda.



Vision for Salford

Active Employment

Active Employment equals supporting and enabling residents in Salford to both gain and maintain employment through being physically active and informing how employers can help their staff and colleagues keep as active as possible both in and out of work.

This means finding and implementing simple solutions to encourage and enable more activity during the working day and linking employees to physical activity opportunities outside of work and within local communities.

This action plan will detail the case for supporting and encouraging all employers across Salford to facilitate their employees and colleagues to move as much as possible to create a happier, healthier, more productive workforce and the ways to make this a reality.

Moving is vital to our work and health/employability efforts in Salford because positive health and wellbeing support our ability to secure and maintain employment. Those out of work are also much more likely to be classed as inactive.



We will work with our Work and Skills and wider colleagues to embed physical activity into employability programmes in Salford.



Vision for Salford

Active Learning

Education settings from early years to universities and adult education are ideal for establishing lifelong physical activity habits and positive attitudes to moving.

This action plan will explain the benefits of being active for academic recovery in the wake of the COVID-19 pandemic for our young people, as well as the many ways to build more physical activity into the school day to improve their mental and physical wellbeing. In Salford, our children, young people, as well as certain sections of our adult population are not physically active enough.



Working closely with further education, university and adult learning colleagues will help Salford become a learning city.



Vision for Salford

Active Communities

An Active Community is where all sectors with a common interest in a place work together with the common vision of getting everybody active every day towards a radical shift in the take-up of physical activity as part of a social movement.

Active communities are less reliant on public services, have a better quality of life and ultimately cost the health and social care system less. Thoughtful urban design, understanding of land use patterns, and transportation systems designed to promote safe walking and cycling fit-for-purpose and accessible indoor and outdoor sports facilities and spaces, quality public parks, and green and blue areas will help create active, healthier, and more liveable communities.

This action plan will outline how we best use these physical assets in Salford to enable people in our activity gap to get moving. It will inform how we create a genuinely equitable approach supported by our anti-poverty strategy.



Active communities are less reliant on public services, have a better quality of life and ultimately cost the health and social care system less.



Key Priority Areas

To achieve the vision set out in the strategy the below priorities have been identified. These priorities sit across each of the key settings and are supported by detailed action plans and associated measures:

- Ensure physical activity is embedded in and aligned with all key city strategies and associated working groups, clearly articulating the role of physical activity in supporting the city's priorities
- Raise awareness of the physical activity opportunities available across the city and the benefits of moving (linking into national and regional campaigns)
- Activate / encourage use of the high-quality walking and cycling infrastructure across the city and support the case for more investment
- Deliver a programme of workforce development across the city to upskill frontline staff and volunteers to give advice and signpost to physical activity opportunities
- Establish a Salford standard of an Active Employer
- Work with educational establishments to ensure physical activity is embedded throughout the day (including 2 hours of high-quality PE a week in primary schools) and active travel is encouraged and built into infrastructure
- Maximise community involvement in the development of new and improved facilities
- Work with planners to ensure vibrant spaces and places where our residents live and work encourage and enable movement
- To work alongside communities and groups who are least active to develop local solutions to increase physical activity levels. Undertake further insight and consultation to understand the barriers and challenges
- To ensure physical activity is embedded within the Integrated Care System (ICS) as part of the prevention agenda and social prescribing (including exercise on prescription) continues to be developed and prioritised
- Ensure a co-ordinated approach is taken to identifying and maximising funding that addresses the needs identified in the strategy and associated action plans
- To ensure the continued growth of Salford's Voluntary, Community and Social Enterprise (VCSE) organisations and Sports Clubs to support the development of physical activity opportunities for our diverse communities

How Do We Know if We Have Been Successful?

In line with the newly released GM Moving strategy, we in Salford hope that by the end of this period, physical activity becomes embedded into our society locally. This aim would be the best measure of success.

Adults

Target: By 2027 to have recovered back to our pre-pandemic active population of 75%. From our latest Active Lives data, this means an approximate 7% increase or 14,400 more people moving regularly.

As a priority, we aim for this 7% increase to:

- Be of residents from our least affluent communities.
- Include more females and those from a more ethnically and religiously diverse background as a priority, alongside disabled and older people.

Children and Young People

Target: By 2027, Salford's activity levels for children and young people to be at our pre-pandemic levels of 63.9%.

Using the latest Active Lives data means an approximate 9% increase or 11,200 more children and young people moving more regularly.

As a priority, we aim for this 9% increase to be:

- Children and young people from our least affluent communities, with a focus on girls and those of a more diverse ethnic background.
- Those of secondary school age and upwards.

It would be easy only to utilise Active Lives data, but we know this does not tell the whole story concerning system change and outcomes for individuals and communities.

For this reason, several proxy measures will be agreed with partners across the system to collect numbers participating in physical activity throughout the city across the life course over the next five years to measure our progress.

How Do We Know if We Have Been Successful?

In addition, we need to collect success stories of real change and impact from individuals and families becoming more active or whole system interventions. Firstly, to evidence a behaviour change and secondly, to inspire others.

Another factor in measuring system change will be to issue a stakeholder survey to partners. The survey will help ascertain their awareness of our approach to raising physical activity levels.

Whether they feel able to contribute or are engaged, how effective co-production with residents in this approach is, as well as subsequent programmes to increase physical activity. We can also track the state of the sector results to measure how well the VCSE physical activity community has developed over the five years to 2027.

GM Moving suggest the following other indicators to track progress and measure success (figure 15):


<p>Indicators of change across our priority themes</p> <p>> Active lives – inequality gaps in activity levels are closing and an overall reduction in percentage of Greater Manchester population currently classed as ‘inactive’ doing less than 150 minutes of activity a week.</p> <p>> Participation and inclusion – Increase in participation of previously underrepresented groups in opportunities to be physically active including active travel, sport and leisure.</p>	<p>> Place based-working and active design – An increase in activity levels, participation, collaboration and good design for more active lives, in targeted neighbourhoods illustrated by stories of local people.</p> <p>> System conditions – The enablers and conditions for active lives are growing and spreading. Broadening involvement and advocacy for active lives, new faces/ organisations in different rooms/ conversations, and physical activity embedded in policy, plans and discussions across whole system.</p>	<p>> Cultural shifts – Changes toward more inclusive and expansive language, imagery, stories, metaphors, values across the system to make active lives feel attainable and attractive to everyone.</p> 
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Figure 18: Indicators of Change Across Our Priority Themes (taken from GM Moving)

Governance

Progress on this framework will be reported to the Health and Wellbeing Board and Salford City Council Cabinet.

Oversight	Organisation
Executive Oversight	Director of Public Health, Salford City Council CEO, Salford Community Leisure CEO, Salford CVS
Strategic Oversight	Public Health Strategic Manager, Salford City Council Corporate Strategy Manager, Salford Community Leisure Strategic Lead, Salford CVS
Operational Oversight	Salford Physical Activity Alliance

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Integrating movement back into people's everyday lives will help communities, places, and economy to thrive, and contribute to a more sustainable city.

Moving in Salford 2023-2027

