

# TAMESIDE: BOROUGH PACK

THE PHYSICAL ACTIVITY AND SPORT PICTURE

2019

GREATERSPORT



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## Foreward

Inactivity is a stubborn partner and a challenge to shift. Doing less than 30 minutes of physical activity per week is a key cause of obesity and one of the top 10 causes of early deaths. Regular exercise can help prevent chronic diseases such as heart disease, diabetes and cancer, which together costs Greater Manchester's health services more than £26 million every year.

The Greater Manchester Moving plan cements the ambitions of Sport England, Greater Manchester Combined Authority and the Greater Manchester Health and Social Care Partnership, and sets out the approach we will take together, to bring about a population-level change in people's relationship with physical activity within Greater Manchester.

**Working together we aim to get 75% of the Greater Manchester population active or fairly active by 2025.**

**Greater Manchester**  
Moving > ^ < v

**GREATERSPORT** **GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**Tameside**  
Metropolitan Borough  
*Great lives, excellent services*

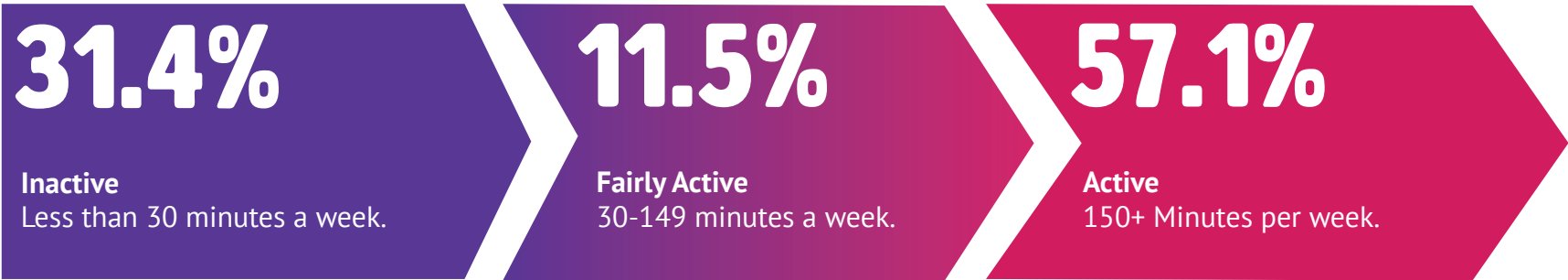
**ACTIVE**  
TAMESIDE

 **SPORT  
ENGLAND**

**Tameside**  
School Sports Partnership **2**

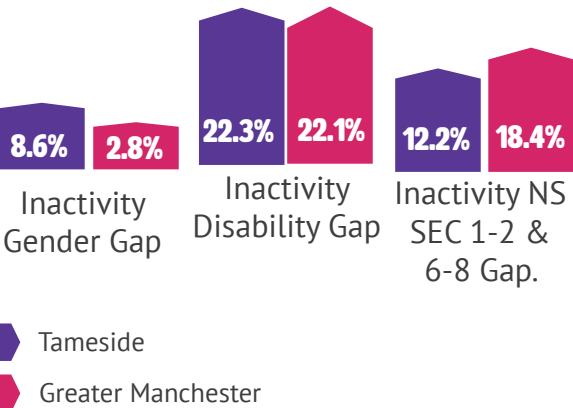
# Headline Adult Active Lives Statistics

## Tameside Overview



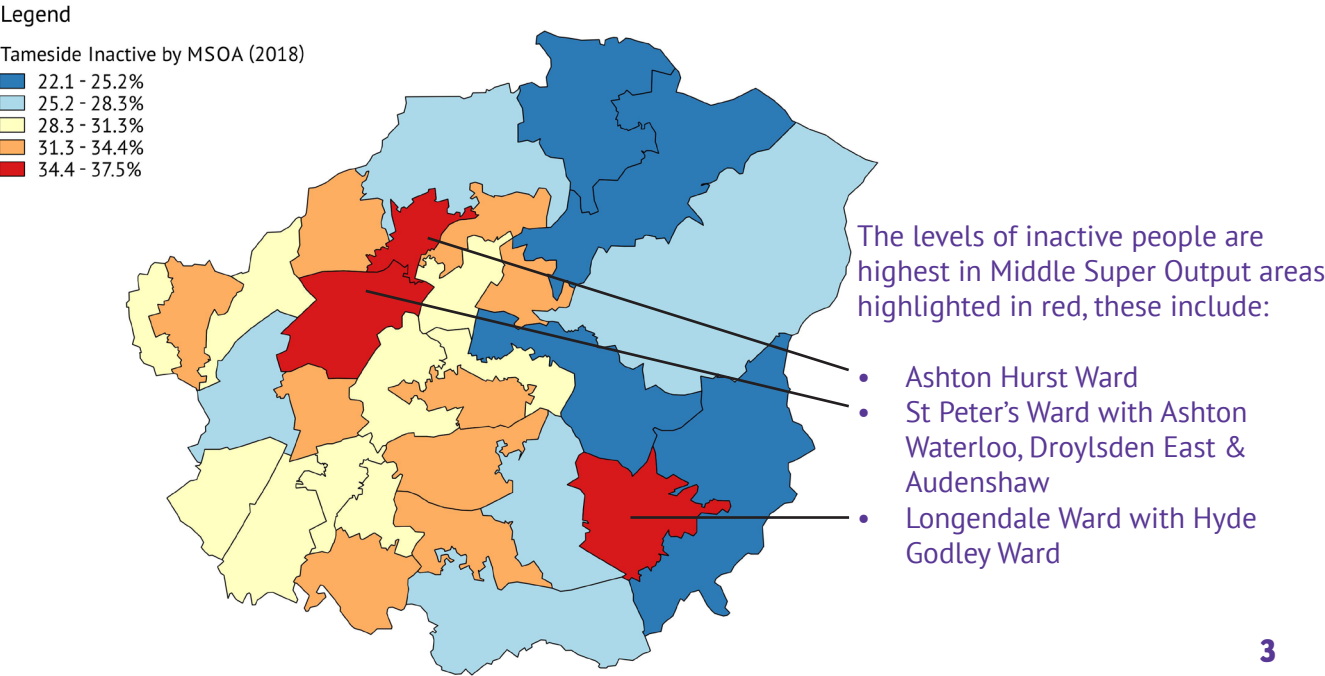
Nearly 6 in every 10 people in Tameside are active and reach the Chief Medical Officers’ guidelines of 150 minutes per week of activity. However, 43% do not meet the recommended movement required to stay healthy and over a third of Tameside residents are classed as inactive, which means they do not reach 30 minutes of movement per week.

### Demographic Inactivity Gaps



Women, people with disability and long term health conditions and people from poorer families are more likely to be inactive.

### Mapping of Activity Levels



# Programme Specific Data - Adults

# £111,520

Funding allocation to Tameside for the Active Ageing Project.

# 250 PEOPLE

Target KPIs in Tameside

# 70

Older adults engaged with the programme so far.



## Active Ageing

Tameside are working with residents aged 55-64 in Stalybridge & Ashton St Peters, where amongst the target audience they have high levels of deprivation and physical inactivity (39% inactive).

There will be an extensive primary research phase that will support and inform the development of opportunities for older people to be more active in the target areas.

## What is Tameside's Approach to this programme?

- They are building on their assets by utilising community settings already speaking with the target audience.
- They are engaging stakeholders throughout the planning process.
- They are working with older adults in Tameside to design the sessions.

## Two examples of sessions set up are;

- Health walk from the bowling hut in Stamford Park finishing with tea & coffee social.
- Walking football at Oxford Park.

## Moving Forces

'Moving Forces: Staying Active In Civvy Street' is a project that helps ex-forces personnel to stay physically active during and after transition to civilian life.

The project is currently being delivered with TASC (Tameside Armed Services Community) as a pilot in Tameside before it scales up across two additional boroughs later this year. The project will be GM wide from June 2020 and is open to anyone who has served in the armed forces, regardless of where they currently live or work.

Research amongst veterans has shown that 90% of serving personnel are physically active 5 days a week, whereas after transitioning to civilian life, 80% of ex-forces personnel are completely inactive.

The project is funded by Sport England with the aim to learn more about the impact of life changes on activity levels. There is an accompanying academic study with Manchester Met University.

## Paul Nutter

One of the participants Paul, served in the Royal Engineers from 1987 – 2001 and joined Moving Forces at its launch in September. Since leaving the forces he openly admits the weight piled on. Working as a truck driver he found he spent all day sitting, he didn't do much as his focus was around working and fitting into the local area.

Since joining Moving Forces he has got back into running at the local parkrun, where he volunteers at the events if he doesn't run. He loves the camaraderie with some of the runners and finds the parkrun volunteering experience keeps him motivated to run.

# 83,000 VETERANS IN GM



# 7,500 VETERANS IN TAMESIDE

# £32,000

Allocated to the project this year.



# Local Pilot Investment

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The £10m Sport England investment into the Local Pilots across all local authorities in Greater Manchester, aim to accelerate the scale, pace and depth of the broader Greater Manchester Moving implementation plan by focusing on three specific target audiences:

- Children and Young People aged 5-18 in out of school settings,
- People out of work, and people in work at risk of becoming workless
- People aged 40-60 with, or at risk of, long term conditions specifically cancer, cardiovascular disease and respiratory disorders.

## £767,931 INTO TAMESIDE

Tameside have an allocation of £767,931 (which includes £96k to Glossop).

The core focus of the investment is to create active neighbourhoods and reduce health and physical inequalities.

The steering group consists of reps from the council, Active Tameside, the voluntary sector, employment, health partners and transport providers.

## 56,914

People in Tameside with **Cardiovascular Disease**.

## 31%

Of people on **long term sick** in Tameside.

## 5,200

People who are **workless** in Tameside.

# Walking Festival

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The team at Greater Manchester Moving are proud to be organising this year's festival in partnership with Transport for Greater Manchester. From the 1st - 31st May 2019 there will be over 400 guided walks for everyone.

Our ambition is to make Greater Manchester the first walking region in the UK.

The festival is a fantastic opportunity to showcase and publicise the great walking opportunities and groups there are in Greater Manchester and to encourage more people to walk more and more often.

The festival has been running for four years with 2018's festival attracting over 5,000 participants on a led walk in Greater Manchester. Whether you stroll, wander, roam, amble or stride, or maybe shuffle, mooch, explore, step or push, this year's festival promises to be the biggest and best yet and there's hopefully something for everyone to enjoy, however you choose.

There are 31 walks in Tameside, ranging from short walks in local parks, Nordic walks at Daisy Nook as well as hilly countryside walks.

Greater Manchester  
**Walking**  
Festival May 2019

**Strolling Wandering Roaming**  
**Ambling Walking Striding**  
**Shuffling Mooching Exploring**  
**Stepping Pushing Trekking**

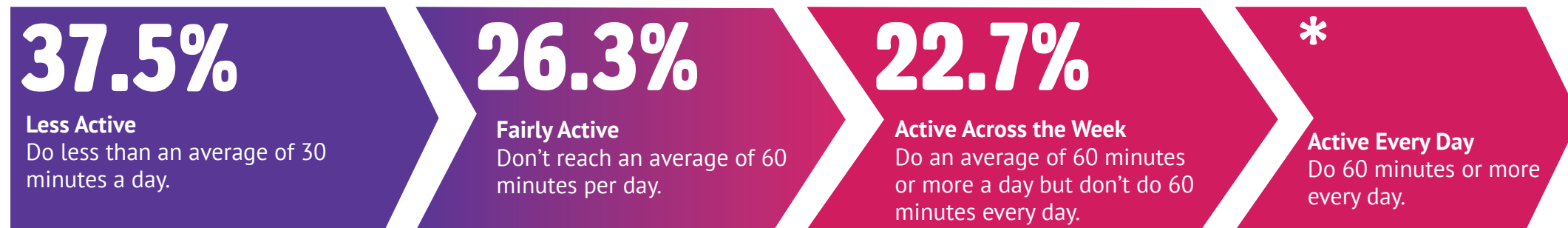
# Headline Children & Young People Statistics

Academic Year 2017-2018  
CYP Active Lives

Published December 2018

## Tameside Overview

The first CYP Active Lives survey was published in December by Sport England and reflects data from the academic year 2017-18.



The recommendation for children & young people, aged 5 – 18, is to do a minimum of 60 minutes every day. More than 6 in 10 young people in Tameside do not reach an average of 60 minutes per day.

\* Not enough data to be significant.

**66%** **School Readiness**  
Of children achieving “Good level” of development by age 5.

Public Health England Data





# Programme Specific Data - Children & Young People - The Daily Mile™

The aim of The Daily Mile is to incorporate 15 minutes of self-paced physical activity (walking, jogging or running) into daily life, to experience the benefits of regular exercise.

Last year Andy Burnham, Mayor of Greater Manchester was joined by Elaine Wyllie, founder of The Daily Mile, to celebrate Greater Manchester's commitment to becoming the world's first Daily Mile City Region.

Although originally a programme for primary schools, here in Greater Manchester we are encouraging nurseries, secondary schools, workplaces and community settings to adopt The Daily Mile.

# 29%

22 Primary schools have signed up to The Daily Mile™ so far.



# 3,960

Children took part in the Daily Mile Celebration Day from Tameside

## Tameside Primary Schools signed up to The Daily Mile

Arlies Primary School

Canon Burrows Church of England Primary School

Canon Johnson Church of England Primary School

Fairfield Road Primary School

Gorse Hall Primary School

Greenside Primary School and Children's Centre

Hawthorn

Holden Clough Community Primary School

Inspire Academy

Linden Road Primary School and Hearing Impaired Base

Manor Green Primary and Nursery School

Mottram Church of England (Aided) Primary School

Our Lady of Mount Carmel Primary School

Pinfold Primary School

Poplar Street Primary School

Russell Scott Primary School

Silver Springs Primary Academy

St George's Church of England Primary School, Hyde

St James' Church of England Primary School

St John Fisher Roman Catholic Primary School

St Paul's Church of England Primary School Stalybridge

Stalyhill Infant School

Waterloo Primary School



# Satellite Clubs

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25

Satellite Clubs have been set up across Tameside since 2012.

1,158

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

Satellite clubs are local sport and physical activity clubs for 14+ year olds that are designed around the needs of young people and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits.

## Satellite Clubs

Fairfield High School for Girls place a lot of emphasis on academic excellence. As a result, they find that once girls hit year 9 onwards, they become very stressed with the pressure of having such aspirational target grades. They also hold a strong reputation for continued success in competitive sport. As a result, some of the female students avoid attending clubs due to the pressure of competing against other high performers and feel intimidated by those of a higher ability.

Interviews with a range of pupils took place to identify their current needs and potential barriers to attending volleyball club or a sporting activity. As a result volley-fit was set up as a fun and inclusive way to introduce girls to the sport, and to also help with stress-relief in the later years of school. Volley-fit focuses on the fundamental skills of volleyball and is delivered in an aerobics fitness style way, to music without the competition. Pupils have been able to attend the club, away from elite performers, without having the pressure of performing in a competition. Pupils have made new friends, developed social skills, met new people, improved confidence, improved self-esteem, improved fitness and discovered a new passion for living a healthy active lifestyle.





# 621

Young People from Tameside took part in GM School Games events last academic year.

# 11,204

Young People took part in Tameside School Games events last academic year.

The Greater Manchester School Games aims to further revive the culture of competitive sport in schools. This exciting concept harnesses the power of the Olympics and Paralympics and is designed to motivate and enthuse more young people than ever before to participate in high quality, meaningful competition within and across schools, supporting them in achieving their own personal best in sport and in life.

The Greater Manchester School Games is one of the largest in the Country. On Tuesday 19th March 223 young people from 17 schools across Tameside gathered for the Greater Manchester Winter School Games. They qualified due to their success at local competitions.



## Primary School Sport Premium

# £1.4 MILLION

£1.4 million was invested into Tameside, by the DfE in 2017/18.

Schools with 17 or more pupils received £16,000 plus £10 per head for each additional pupil.

Schools must use the funding to make additional and sustainable improvements to the quality of PE, Physical Activity and Sport.

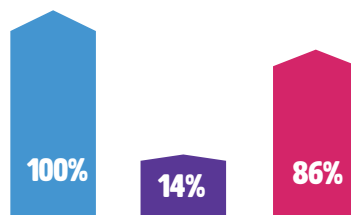
### Engagement of Pupils in regular physical activity



Where the premium funding is being spent

- Swimming
- Extra Curricular Clubs

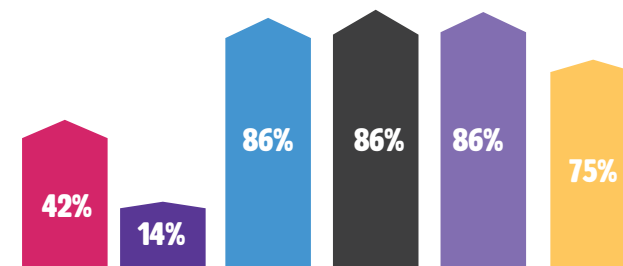
### Increased confidence, knowledge and skills of all staff in teaching PE and sport



Where the premium funding is being spent

- Developing additional coaches
- Specialist teachers
- Professional Learning

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



Where the premium funding is being spent

- Health enhancing activities
- Inclusion
- Coaching
- Coaches after school
- Coaches curriculum delivery
- Coaches breaks/ lunchtimes

### Other Primary Premium spending



Where the premium funding is being spent

- Facilities
- Equipment
- Transport
- Swimming
- Inclusion

## 86%

Of Tameside schools have up to date published information meeting grant conditions.

## 50

People in the professional workforce have received training.

## 100%

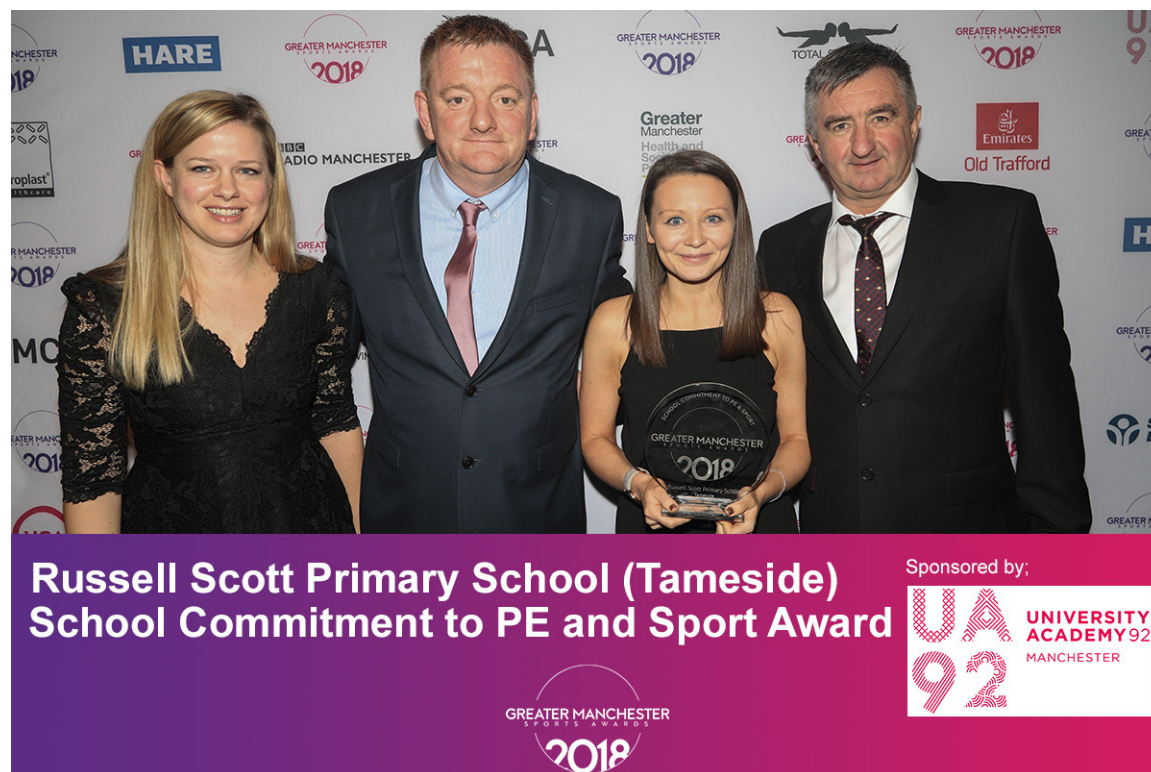
Of schools are investing in increasing participation in competitive sport.



# School of the Year - Case Study

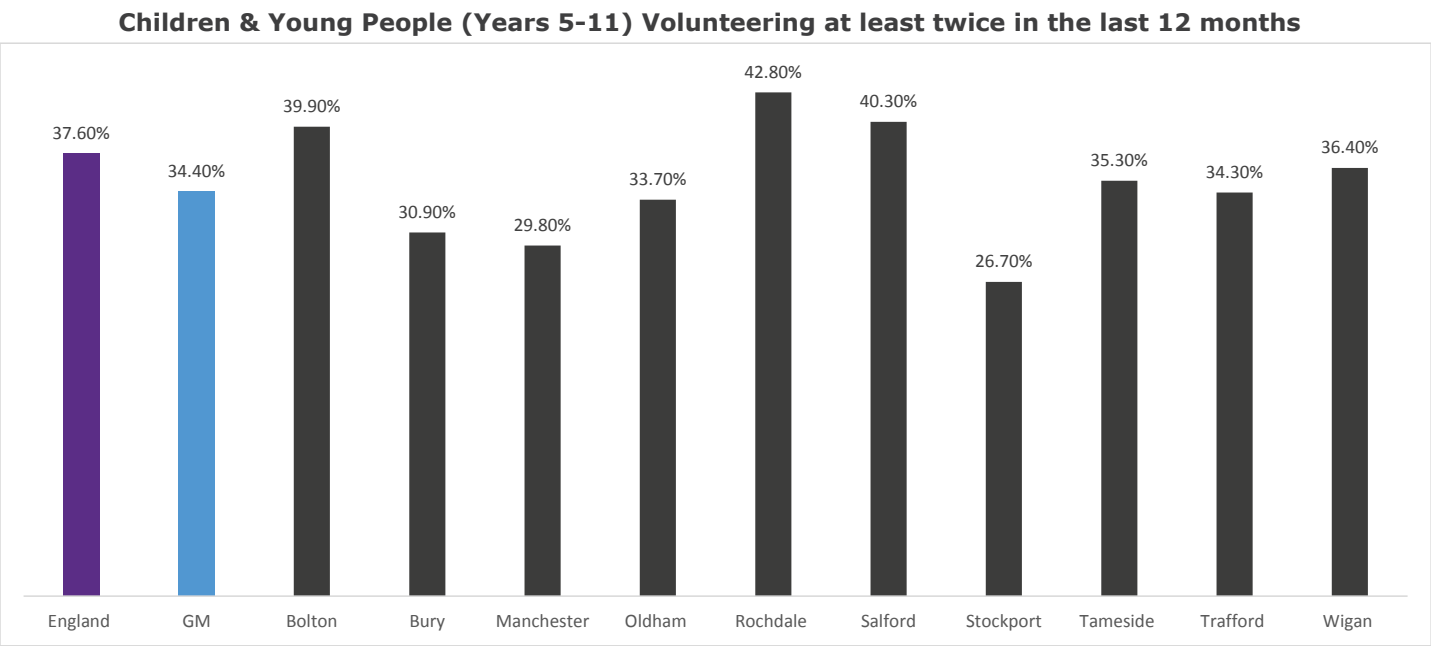
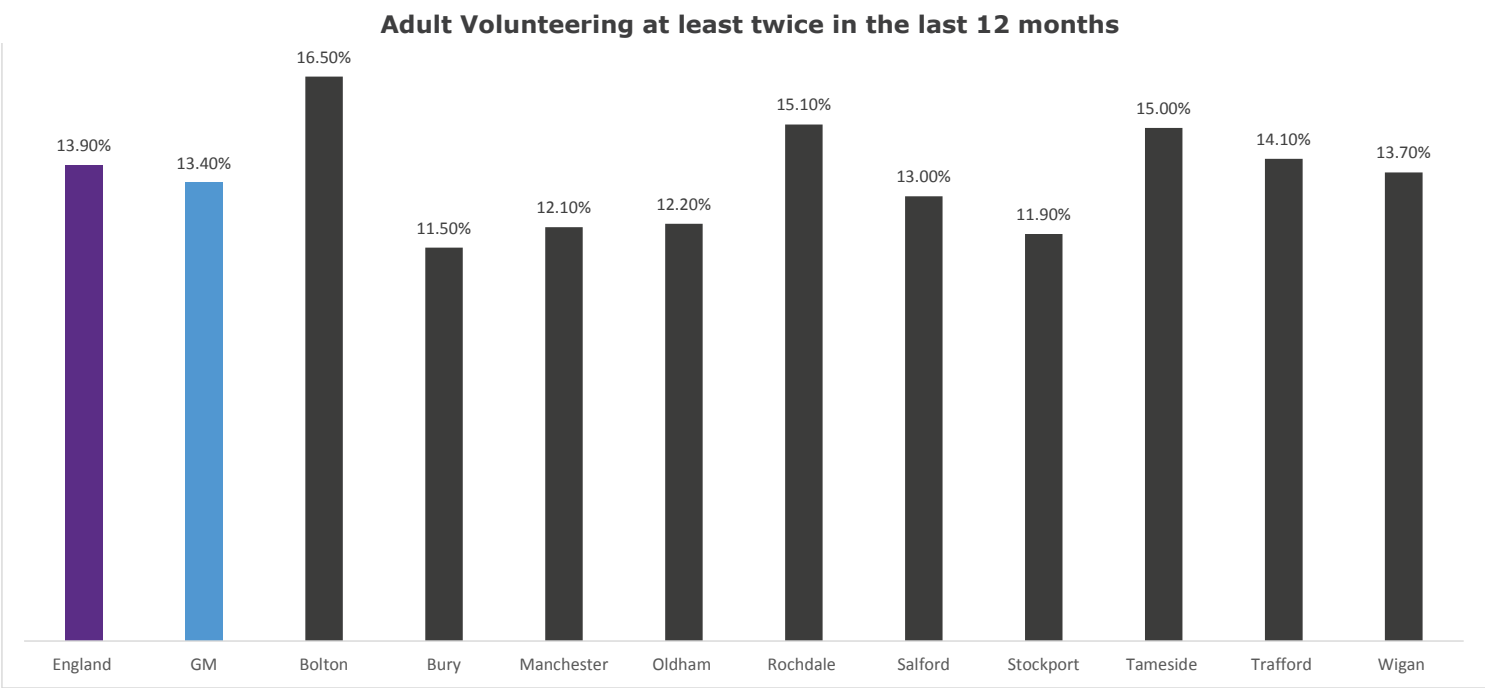
Greater Manchester Commitment to PE and School Sport Award 2018 was awarded to Russell Scott Primary School in Tameside. Judges were particularly impressed with the whole school ethos to Physical Activity and Health. Below is some of the initiatives taking place in the award winning Primary School.

- Minimum of two hours of quality PE a week.
- Offer from traditional sports to yoga, tri golf, gymnastics, ultimate frisbee and parkour.
- The schools annual health week was given high prominence within the calendar and includes the School Games, a broad programme of cross-curricular events, involving children from nursery to year 6.
- School promotes healthy eating, having won the first gold in the Tameside Schools Food for Life Awards.
- Fruit and Vegetables are bought for every year group and stickers are given out to children when they make healthy choices.
- Daily Wake up and Shake up.
- Daily mile for all children and staff.
- Over 50% of children from years 1-6 are engaged in extra curricular sporting activities weekly.
- Clubs are free with 30% of attendees being recipients of pupil premium.
- School has attended over 20 sporting festivals.
- Every child in year 6 was given the chance to represent the school in at least one sport.
- School Games Mark Gold Award.
- Equipment for playtime and lunchtime to encourage active play, with reduction in behavioural incidents.
- Junior PCSO scheme, encouraging families to park away from School and walk and ran a clean air day with Andy Burnham's office.



# Volunteering

Volunteers have always played a vital part in the sports and physical activity sector. Without them, most community sport and physical activity simply wouldn't happen. Volunteering has a dual benefit both to the community as well as the individual volunteering. Research has shown it has a positive impact on mental wellbeing, individual development, social and community development as well as a huge economic benefit.



**12**  
Young People were trained through DfE and the County School Games last year.



# Dom Doyle FC

Dom Doyle FC became Tameside and Greater Manchester Club of the Year for 2018.

The club was formed in 2015 with no money, a second-hand kit and three footballs. It was formed in memory of Dominic Doyle; a popular, talented and hard-working footballer, who was only 21 years old when he was murdered in Denton whilst trying to protect his friend from a knife-wielding gang in 2015.

Dom Doyle FC was formed with a view that their club wasn't just going to be about football, it was going to bring people together and create a community. It would create a family of people from a variety of backgrounds and professions, who share the same vision; play good football in the spirit of the game, keep Domonic's memory alive and raise awareness of knife crime!

Three years later and they now have four teams playing, been awarded Manchester FA 'Team of the Year' award and won 3 cups last year.

Off the pitch they have been just as successful; they have created a community at the club, they allow community groups to use their venue, they renovated a derelict clubhouse and they have supported a number of fundraisers with kit or transport. They have then been true to their vision when setting up, they were part of a Channel 5 documentary about Dominic Doyle's murder and followed this up visiting local primary and high schools in the area to speak to young people and raise the awareness of knife crime, encouraging young people to avoid getting involved with drugs, gangs and knife crime.



## Other Opportunities - Join the conversation

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### #GMMOVING

Master umbrella for physical activity conversations on social media across Greater Manchester.

### #GMDAILYMILE

Share your Daily Mile photos and experiences.

Can you support in embedding in schools, workplaces or community settings?

### #GMSCHOOLGAMES

Dates for your Diary

7th June 2019 - GM Inclusion Games

26th June 2019 - Summer Games

### #GMWALKING

May's Walking Festival

31 walks in Tameside.

[www.gmwalking.co.uk](http://www.gmwalking.co.uk)

### #GMSPORTSAWARDS

Opportunity to celebrate the people making a difference in Tameside. Nominations launch on 15th of April. Awards will take place later in the year.

### #THISGIRLCAN

Sport England campaign, aiming to get more females involved in sport and activity.