

Let's Keep Bolton  
Moving > > > >

ACTIVITIES | HEALTH | WELLBEING

# ACTIVE LIVES

Strategy for Bolton 2023 – 2028  
(to be reviewed in 2026)



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## Bolton's Context

The Bolton 2030 vision– by 2030, we want Bolton to be a vibrant place built on strong cohesive communities, successful businesses and healthy, engaged residents. It will be a welcoming place where people choose to study, work, invest and settle.

One of the cornerstones of the Vision is a healthy and active population. In 2030, we want the health and wellbeing of people in Bolton to be as good as anywhere in Greater Manchester, with our residents taking full advantage of a network of organisations and provision that can facilitate active and healthy lifestyles. We want more residents investing into their health and making informed choices about their wellbeing.

By 2030, we want the investment and emphasis which we place on health and wellbeing to mean that our workforce is more productive – combined with higher skills levels, this will make us an attractive place for businesses to locate, grow and invest.

Our location provides fantastic opportunities for people to take part in physical activities. We want large numbers of people to be able to walk or cycle to work and around their communities; and we want our parks and green spaces to be hubs for all kinds of leisure activities, supporting people to stay active, make connections and be a part of local life.

## Strong foundations

Bolton has a long and proud history of sporting performance, supported by successful elite pathways and organised sport & physical activity. Local athletes Jason Kenny, Amir Khan, Kiera Byland, Ayaz Bhuta, Haseeb Hameed, Jack Cullen and many other individuals who started their sporting development within the town have gone on to achieve international recognition.

The challenge which Bolton's partners face is to support a massive behaviour change across our general population - we need to make more 'Active Everyday Lives' the norm for many more of our residents, so that they can live healthy, happier, and fulfilling lives for longer.

We have a great foundation to build upon – we want to use the international profile and success of local events to encourage many more people to take part in physical activity – through mass participation events such as Ironman, Ironkids, Horwich Festival of Racing, Tour of Britain, and Rugby League World Cup. As well as our beloved Bolton Wanderers Football Club 1000's of local people are involved with our many successful leagues and competitions, and through using Bolton's diverse range of low cost (and in many cases free) activity provision. We also have world class facilities such as Bolton Arena who are a nationally recognised British tennis centre – as well as our other purpose-built facilities, and through the spectacular outdoor spaces which are within reach of every part of the Borough.

## National Strategy

Uniting the Movement is the Sport England 10-year vision to transform lives and communities through sport and physical activity. Released in 2021 this strategy sets how to change as a sector and an ecosystem, so that we can give people the opportunities they need now and in the future.

Sport England believe physical activity has a significant role to play in improving the physical and mental health of the nation as the population adapts and rebuilds from the huge disruption caused by the coronavirus pandemic, supporting the economy, reconnecting communities, and rebuilding a stronger society for all. This strategy also looks to tackle the inequalities in sport and physical activity and will strive to provide opportunities to people and communities that have traditionally been left behind and helping to remove the barriers to activity.

There is also a recognition of the need to invest in sport and physical activity through national governing bodies, other sports bodies and local sports clubs, organisations, and community groups to increase engagement for diverse groups as part of our core purpose.

### **Sport England core objectives are -**

1. Advocating for movement, sport, and physical activity.
2. Joining forces on five big issues – recover and reinvent; connect communities; positive experiences for CYP; connect with health & wellbeing; active environments.
3. Creating the catalysts for change.

### **Sport England guiding principles**

#### **Investing most in those that need it most**

We will follow the established concept of “proportionate universalism” in the work that we do, balancing targeted and universal provision in a way that is proportionate to the level of need.

#### **The right blend of national and local action**

Top-down, national solutions rarely, if ever, solve local problems and local solutions rarely, if ever, scale up successfully across the whole nation. It is our belief that stewardship of sport and physical activity is a shared responsibility across both local and national systems.

#### **Simple as standard**

We will make the things that underpin all our work simpler and easier for our colleagues and partners. Across all our relationships and investments, some of our systems, platforms and processes can cause frustration and delays for us and partners.

## The Greater Manchester Strategy

GM Moving in Action is the Greater Manchester strategy for physical activity. It is also a call to action, to the people of Greater Manchester, to join this goal. *'To support good lives for all in Greater Manchester. For a happier, healthier, more connected Greater Manchester.'*

The document, 'GM Moving in Action,' sets out what will happen at GM level to get people moving more, by incorporating movement into everyday life. Helping people move a little more, making it easier to be active and a natural part of how we all live, travel, work and play in Greater Manchester.

Collaboration is a big part of GM Moving. People, communities, and organisations, from every sector and place across the city region, pulling in the same direction and with a shared goal to help people move more; united by a shared passion and commitment for what we do, why we do it and how we do it.

# GM Moving In Action

## Our framework

### > Our Mission

- Active lives for all

### > Our 5 key priorities

- People, families and communities
- Inclusive participation and access
- Active places
- Whole system integration
- Culture change

### > Our 7 catalysts

- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce



### > Our ways of working

- Values-led
- Whole system
- Movement-building
- All leaders
- Enabling change
- Learning together

### > Key outcomes

- Physical & mental wellbeing
- Individual development
- Social & economic inclusion
- Strong communities
- Environmental sustainability



## Delivering in partnership

A Memorandum of Understanding has been signed between Sport England, the GMCA (Greater Manchester Combined Authority), and NHS in Greater Manchester. It provides an agreed framework to work together to develop an insight and behaviour change approach to sport and physical activity across GM to impact on the health, social and economic outcomes for the area.

Historically partnership arrangements in Bolton have focused on sport and elite pathways. Bolton Vision 2030 provides an opportunity to refocus how we look at sport and physical activity within the town and align our priorities with Sport England and GM, and to support the national, regional, and local priority of increasing health and wellbeing through involvement in physical activity.

## The Ambition for Bolton

The ambition is that Bolton becomes an increasingly active, vibrant town where active lives are commonplace - we want people to move more, more often.

The local ambition is to create an environment where people are more active in their daily lives, which in turn will improve health and resilience across communities. This will increase both physical and emotional wellbeing; improve life chances, employability, decrease dependence on health and social care services and support prosperity.



## Active Lives helping to create Strong and Distinctive Communities in Bolton

Movement connects and strengthens our communities.

Movement, sport, and physical activity have an incredible ability to reach into the places where we live, reduce social isolation, and build a sense of pride and belonging.

Local sports clubs and activity groups are community hubs. They are places where people of different ages, cultures, and backgrounds, who may otherwise never meet, come together through a shared passion. This creates rising levels of social trust and a greater sense of belonging and community spirit.

It can be hard to quantify these outcomes, but the economic value of this community building, and social trust has been estimated at £14.2bn. Much of this is only possible thanks to the local people who volunteer their time to play sports and physical activity in their neighbourhoods. And volunteers themselves benefit greatly too, reporting higher levels of mental wellbeing, resilience, and social trust.

There is a proven link between taking part in physical activity and improved job opportunities, and this applies to people from all backgrounds.

Sport and activity enable people to have fun, make friends, be healthy and build stronger community connections.

Activity also has an especially pivotal role to play in levelling up communities, by bridging the gap between the 'haves' and 'have nots.' Today, this value – otherwise known as the combined 'social community development' impact – of sport and physical activity is estimated at £20bn to the UK. But that is nowhere near its full potential.

The local economy, the environment, feeling safe, access to services, recreation and employment, and a sense of community all impact on our health and wellbeing regardless of age.

Physical activity can contribute to a number of ways to creating and maintaining strong and resilient communities. By increasing physical activity across a population, we will contribute to:

**Stronger, healthier communities** with reduced loneliness, increased resilience, more family-based events, and activities, reduced illness and premature deaths, greater sense of community

**Better Places to live and work** with increased use of parks and green space, improved air quality by reducing the number of car journeys that are made and replacing them with "active travel" options (walking, cycling...), more vibrant outdoor activity and culture, safer environment, more attractive, places to live with plenty going on

**Stronger local economy**, with more productive and skilled/talented employees, reduced levels of sickness and higher productivity, supporting successful local businesses and greater prosperity for all. In addition, the sports and physical activity industry itself brings in a significant contribution to the local economy and provides many jobs.

## Physical activity and reducing demand on local services

### ***Movement has astonishing benefits for our physical health***

When we are young, being active helps our bodies develop properly, with a strong heart, healthy bones, muscles, and brain development.

As we get older, regular exercise reduces our risk of illness - from heart disease, stroke, colon and breast cancer to obesity and osteoporosis, among other conditions. Every year, leading an active lifestyle prevents 900,000 cases of diabetes and 93,000 cases of dementia (the leading cause of death in the UK) - a combined saving of £7.1 billion to the UK economy.

### ***Movement makes us happier***

The evidence shows that people who get active have greater levels of happiness, life satisfaction and feeling worthwhile. They are also less likely to feel anxious. For many of us, this is thanks to the social interaction involved in sport and activity - as we meet and make new friends and share uplifting moments together, whether playing a game in a park, or being part of a team in a local league - while for others it is about discovering a greater sense of self-worth and resilience, or a combination of these and other positive factors.

When researchers at Sheffield Hallam University valued the role of sport and physical activity to the nation's wellbeing, they calculated it as £42bn per year - more than three times the total NHS spending on mental health in England in 2018.

### ***The benefits of being active last a lifetime***

From an early age, being involved in sport equips us with essential life skills, from self-control to teamwork, conflict resolution to leadership. There is a proven link between taking part in physical activity and improved job opportunities, and this applies to people from all backgrounds, including young people not in education, employment, or training.

If you are physically active, you are more likely to do better in education, and earn more as an adult. And as you get older, regular physical activity continues to bring benefits: it is seen as critical to healthy ageing, by for example maintaining muscle and bone strength, and reducing the pace of mental decline.

### ***Improving physical activity means reducing demand on health and social care services***

Insufficient physical activity is 1 of the 10 leading risk factors for global mortality. People who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active. Regular and adequate levels of physical activity:

- improve muscular and cardiorespiratory fitness.
- improve bone and functional health.
- reduce the risk of hypertension, coronary heart disease, stroke, diabetes, breast and colon cancer and depression.
- reduce the risk of falls as well as hip or vertebral fractures; and
- are fundamental to energy balance and weight control.

A coordinated approach to supporting active lives in Bolton will make a major contribution to wellbeing. In the context of scarce resources and the need to reduce long term demand for costly services (for example in health and social care), we simply cannot afford to ignore the harms caused by widespread sedentary behaviour, or the benefits of increasing physical activity across the population.



There is a large, and growing body of evidence that getting people moving more, particularly those currently classed as inactive, can play an incredibly significant part in addressing many of the challenges outlined above. Nationally, it has been recognised that, in addition to the many benefits to physical and mental health, physical activity plays a role in areas such as: educational attainment, skills development, productivity at work, community safety and cohesion.

In Bolton, we have a strong offer in terms of sports provision, including a sports stadium and arena as well as leisure centres and an enormous network of small and medium sized sports clubs. We also have a large number of community groups offering opportunities to be active without being “sporty,” many community and charity events and a network of parks and green spaces that can be used for free for recreation and activity.

However, to successfully shift to being a more active borough, there needs to be a change in everyone’s mindset. Being more active and supporting others to become active is a shared responsibility; it can no longer be seen as something that is solely the role of the sports, leisure & public health sectors.

Changing culture and communicating the benefits of increased physical activity to policy makers and the wider community is a key area of focus for this strategy. An important part of changing how people think about sport and physical activity, and encouraging widespread participation, will be ensuring everyone (public and professionals) understands just how far-reaching and important the benefits are for all ages and all sections of society.

## How Will this Strategy be Delivered?

Our Let’s Keep Bolton Moving operational group (LKBM) will therefore look to recruit “Active Lives Champions” from both within our organisations and from the wider system to drive forward specific strands of work. In this way, we would hope to benefit from a mixture of targeted professional expertise. The diagram below illustrates this whole system approach.

Engaging with senior leaders will be done through a strategic leadership group that will meet every quarter and feed in to the “Active, Connected and Prosperous Board” annually, ensuring active lives is a priority for services and reducing burden on local services and ultimately improving the quality of local people lives.

This strategy can only be delivered with as many people as possible coming together to be part of it with a common purpose. In addition to the work and support provided by local health services and local leisure and sport providers (including VCSE), we want to record progress and to encourage as many people as possible from our communities to get involved in whatever way they can.

The delivery of the strategy will be underpinned and delivered using the below set of principles.

### **Asset-based**

Appreciating everything communities can do for themselves and creating the space and conditions for them to utilise and develop their assets.

### **Inclusion focussed**

Making use of community champions who can communicate effectively with people in their local communities as they already have trusted relationships.

## **Collaboration and boundary spanning**

Being able to establish bridges with other groups and organisations. Boundary spanning can be defined as “the efforts by an organisation to establish connections both within and outside the organisation”.

## **Gate opening (not gate keeping)**

Bringing people and communities together who wouldn't ordinarily work together. Encouraging them to share opportunities and resources.

## **Connecting**

Understanding the needs, preferences and aspirations of our communities and connecting them to others who share them and/or who have gifts and resources which may help meet these needs. These connections are often surprising and simple and make a big impact.

## **Capacity building**

Working alongside our communities. Not doing to people or for them. Capacity building so people and groups can do more for themselves and respond to emerging challenges.

## **Diversity and difference**

Appreciating and understanding the different communities and the power that these differences bring to what can be achieved collectively.

## **Visibility**

Trust is built through a 'boots We will identify a number of existing stakeholder groups and where necessary develop new groups to deliver on a number of smart objectives, these will feed into the strategic group that will feed in the Active, Connected and Prosperous Board on an annual basis to be held accountable.

The delivery groups will use a standardised template to document their objectives and record progress. This template can be found in appendix 1.

## Let's Keep Bolton Moving operational group

Regular and relevant communications play a vital role in engaging and motivating local people to keep moving and is a cross cutting theme across all the subgroups.

Bolton has been part of the Sport England 'Local Pilot' scheme that gave local area the scope to discover what the motivations and barriers to moving more were at a hyper local level. One of the main insights was that for many people they were relieved to find out that 'moving more' could mean things like gardening, dog walking or dancing ..... and not just marathon running, aerobic classes or sport.

We now have a task to raise awareness of all the ways you can be active in Bolton. Joining together the vision everyone involved in delivering this strategy into one consistent brand.

As part of this approach, we will use the principals that have been developed through the local pilot work and more recently defined by the public health engagement team.

### Objectives:

1. Make use of existing national and local campaigns to promote physical activity making best use of different messages to target where they would be most effective to support the subgroups objectives.
2. To agree the Let's Keep Bolton Moving Branding across all stakeholders.
3. To agree a number of public facing messages that capture the full scope of the Active Lives Strategy.
4. To write a communication plan based on the subgroup's objectives.
5. To embed the principals in to all the subgroups.

### WHOLE OF GOVERNMENT SOLUTIONS FOR PHYSICAL INACTIVITY

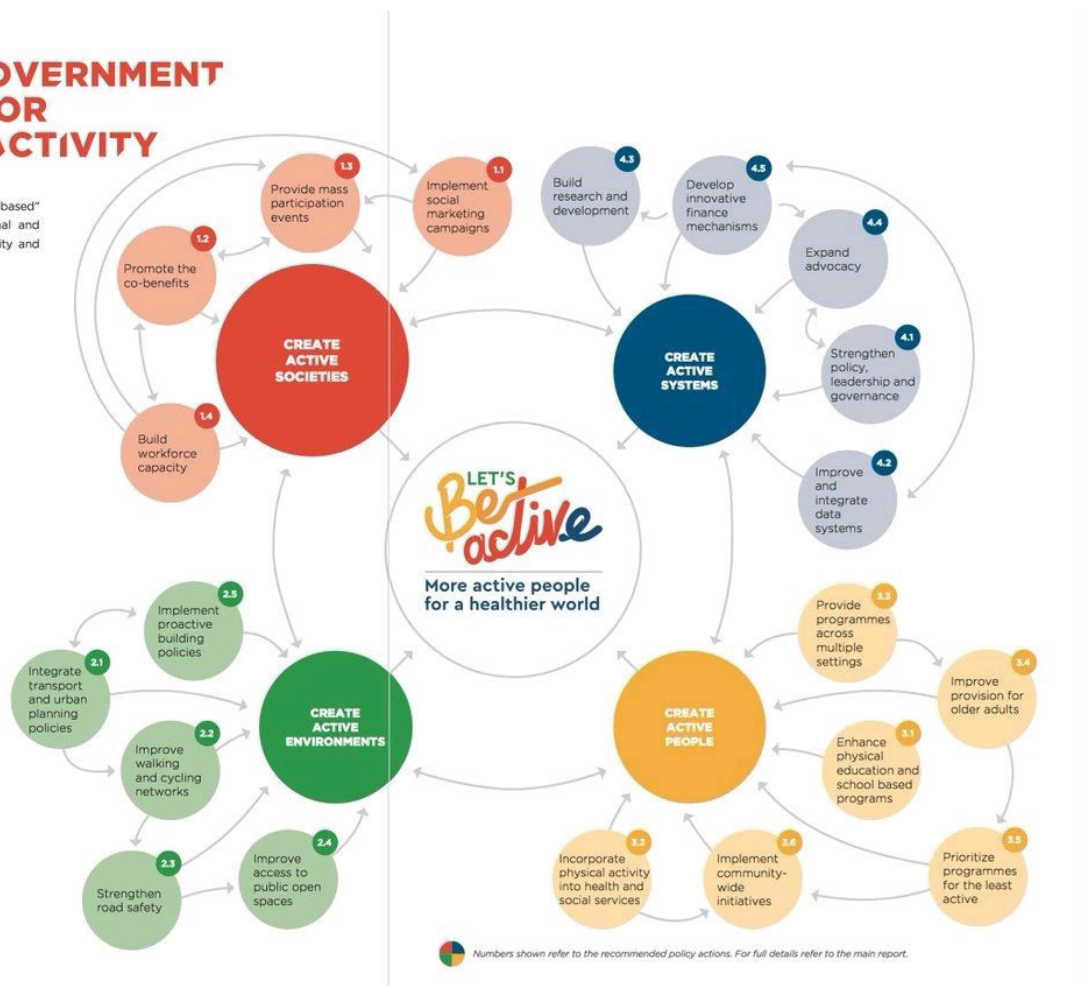
This global action plan provides a "systems-based" roadmap for all countries to enable national and subnational action to increase physical activity and reduce sedentary behaviour.

*Increasing physical activity requires a systems-based approach - there is no single policy solution*

### WHAT IS A 'SYSTEMS-BASED' APPROACH?

A systems-based approach recognizes the interconnectedness and adaptive interaction of multiple influences on physical activity. It shows the numerous opportunities for policy action by different stakeholders to reverse current trends in inactivity and how they interact on multiple levels.

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.



## Delivery Groups & Local Delivery Partners

We will identify workstream leads/champions who are genuinely interested and passionate about making a difference and achieving the specific goals which will be agreed under each workstream.

The work streams group will be:

- **Start Well** – a well-coordinated approach that reaches every child, from early years, school delivery, neighbourhood sessions, and a strong youth sports network. School Sport Partnership, Youth & Play Services and VCSE sector.
- **Live Well** – a well-coordinated approach that supports adults of all ability to keep active in a way that suits them.
- **Age Well** – to increase opportunities for older people to promote mobility and independent living during later life. Programmes that increase knowledge on, strength, and balance.
- **Sport & Leisure Facilities** – To ensure Bolton’s sport and leisure facilities are appealing, diverse, easily accessible to all, attractive and enjoyable.
- **Health Partnerships** - Strengthening partnerships with health colleagues to ensure a joined-up approach across roles including HIP’S, Social Prescribers NDPP, GP weight service Phase 4 cardiac rehab and Stroke Association.
- **Active Travel** – A well-coordinated approach that encourages people to walk, cycle, scoot, and push as a mode of transport.
- **Workplace Health** – Working with local businesses to improve and promote opportunities and programmes for staff to be more active in the workplace.

## Start Well

The pandemic and related lockdowns have severely affected on the activity levels of children and young people, this has affected physical and social development, led to poor emotional wellbeing, and entrenched sedentary activities particularly screen time and gaming. By aiming to embed an interest and enjoyment of physical activity and sport from a young age, we want to support this generation of young people to recover from the effects of the pandemic and become lifelong participants of physical activity and enjoy the benefits it brings. Creating a culture of active young people and active families will be key to the long-term success of this strategy.

Being physically active is an important part of ensuring the best start in life. It not only helps tackle some of the more obvious challenges such as healthy weight, but also has been shown to contribute significantly to:

- Improved mental health and emotional wellbeing.
- Better ability to concentrate, higher educational attainment and improved school readiness.
- Healthy growth and development and improved motor skills
- Improved social skills and self-confidence.
- Reduced risk of perpetrating anti-social behaviour or engaging in other risky behaviours

The Chief Medical Officer guidelines for children and young people is moderate to vigorous physical activity for at least 60 minutes and up to several hours each day.

The most recent local data is from 2019 as the pandemic interrupted data collection. The 2019 data indicates that boys tend to do more physical activity than girls; however very few pupils

reach the Chief Medical Officer's guidelines for physical activity for children (only 5% in the week of the survey).

### **Evidence based objectives:**

1. Increase year on year the number of children meeting the Chief Medical Officer (CMO) recommended guidelines.
2. Vibrant Children and Young People (CYP) grass roots sports network, including opportunities for gifted CYP to progress.
3. Decrease year on year the number of children taking part in prolonged periods of sedentary behaviour (often known as screen time)- create community-based offers.
4. Target resources in an evidence-based way towards areas or groups of young people identified as being most at risk in terms of lack of physical activity.
5. Increase opportunities for families (inc. extended families) to be active together from early years.

## **Live Well**

There are over 176,000 adults between the ages of 16 to 64 in Bolton, 32.1% of which are inactive. We want to change what being active means in the different settings that adults find themselves in everyday life. Being an active adult doesn't have to be about strenuous exercise, big benefits can be seen by making simple changes to our daily lives.

There are cultural, structural, and systemic barriers to active lives for adults. These differ for people from different backgrounds, life stages, circumstances, and characteristics. Adults from different population groups experience inequalities and inactivity differently, and our collective approaches need to recognise and respond to that diversity.

We know that activity levels reduce with age. However, there is a strong evidence base that highlights how physical activity and sport can support against a range of health-related risk factors. By enabling the least active adults, to move more, we can help to avoid the negative health and economic outcomes related to inactivity.

Being physically inactive is the 4th leading cause of death worldwide and has been shown to be a major contributory risk factor in a range of serious diseases and conditions.<sup>1</sup> Even switching from being completely inactive to doing 30 minutes of activity per week can massively reduce a person's risk of both physical and mental ill health.

1. NHS, long term plan 2019, Global Burden of Disease Research

Being active also has a knock-on impact on ability to engage in family life and contribute to the wider community as well as providing the opportunity to develop and build new skills, increase confidence, and connect with others.

Increasing physical activity among the working age population will directly contribute to:

- People in Bolton living longer, healthier, happier, and more fulfilling lives.
- Gaps in life expectancy between communities being reduced.
- Improved health and wellbeing.
- Improved levels of mental health.

In the most recent Active People's survey undertaken by Sport England, Bolton saw an increase in people taking part in sport for 30 minutes at least once a week (from 36% to 43%) and we are now 1st in the Northwest for this particular indicator, which is a positive step forward.

However, Public Health England research shows that only approximately 57% of adults in Bolton achieve the recommended minimum 150 minutes of physical activity per week and around 27% of adults are classed as inactive – meaning they do less than 30 minutes activity per week.

Local data also shows that men are generally more active than women and that people in south Bolton are the most inactive, with less well-off areas of the borough being the most likely to be the least active.

## **Evidence based objectives:**

1. To increase year on year the number of people in the borough meeting the recommended target of 150 minutes physical activity per week, and to reduce year on year the number of people classed as “inactive” (doing less than 30 mins per week).
2. Use a community focussed approach to challenge barriers and create conditions that support people to become more active.
3. Support as far as possible inclusive mass participation events, which enable all members of the community to take part in physical activity, such as Iron Man and Iron Kids and other sporting events.
4. Promote opportunities for whole families to be physically active.

## **Age Well**

Helping older people stay active will mean more people will have a higher quality of later life and be able to remain independent in their own homes. The Bolton JSNA (Joint Strategic Needs Assessment) 2020 estimates that by 2031 the over 65 population will show a considerable increase in Bolton, rising by over 7,000, within the Early Post Retirement (65-74) and Older Retirement (75+) age brackets.

For most of the older population the pandemic period brought extended period of inactivity and isolation as they were asked to stay in home to keep safe. The effect of this lack of activity is known as ‘deconditioning’ and refers to the loss of physical, psychological, and functional capacity. Deconditioning can occur rapidly in older adults, is not straightforward or quick to remedy and, among other health impacts, increases the risk of falls.

Becoming or remaining physically active is important for people in their later life, from the ages of 55 onwards. In addition to all the benefits of reduced risk of physical and mental illness (incl. dementia), there is specific evidence that it helps maintain muscle mass and bone density (a particular challenge for this age group) and significantly reduces the risk of falls (by 30%) and hip fractures (by 68%). Taking part in physical activity offers the opportunity for older people to maintain strong social connections, remain part of a community and reduce the risk of becoming isolated and lonely, all of which are identified as extremely important for mental health and wellbeing. Having an active and well older population also has a number of knock-on benefits for families, the voluntary sector, and communities.

National figures show that the older we get, the less likely we are to exercise, and local data indicates that Bolton is no exception to this.

### **Inactivity levels:**

30% of 65 to 74 years  
46.6% of 75 to 84 years  
69.1% of 85 +

Considering the above, the overall increases in health and wellbeing which come from being physically active into old age have the potential to significantly ease pressure on public services as our population ages by ensuring that people can live independently and well for longer.

Office for Health Improvements & Disparities (OHID) (previously Public Health England) also have targeted recommendations that are aimed at individuals whose reduced physical activity has led to appreciable functional loss, transition towards frailty or new fear of falling as well as individuals with post-COVID-19 syndrome ('long COVID'). These recommendations are intended to enable older adults to meet CMO guidelines on physical activity and draw on evidence around falls prevention.

**Evidence based objectives:**

1. Work to reduce year on year the number of people over the age of 55 who are classed as inactive.
2. Promotion and increased availability of strength and balance activity for older adults, increasing activity to reduce falls risk and to enable safe and confident participation in other forms of exercise and physical activity.
3. Encourage people with long term health conditions i.e. dementia to be more active.

## Sport and Leisure facilities

Our ambition is to ensure Bolton's sport and leisure facilities are appealing, diverse, easily accessible to all, attractive and enjoyable.

Bolton's diverse sport and leisure provision plays an important part in improving health. It helps to keep people fit and healthy and gets inactive people active, reducing potential future reliance on NHS services and increasing individual and community resilience.

Bolton's leisure offer has some great physical and community assets. These range from outdoor green spaces such as playgrounds, parks, playing pitches, leisure centres to health & fitness suites, sport halls and swimming pools. Activities and facilities are offered by a wide range of providers, including commercial, and voluntary and community groups as well as Bolton Council and other public sector organisations.

There are a significant range of amateur clubs. Football and cricket clubs are the most prevalent, closely followed by bowling, running, athletics and cycling clubs. Sport Clubs and their facilities can often be seen as community assets and provide a good link between communities and leisure facilities by providing a more local community offer.

**Evidence based objectives:**

1. To analyse the current supply of and future demand for sport and leisure provision to identify surplus, gaps in provision and opportunities for improved provision, through the production of a Facilities and Playing Pitch Strategy.
2. To increase the number of sports / clubs and groups operating in the borough to be user friendly, safe & effective to increase quality of provision.
3. To actively support and develop the usage of our local facilities for our sports clubs and groups.
4. Increase the number of people utilising sport and leisure facilities focusing on target and priority groups.
5. Promote opportunities for whole families to be physically active (including local green spaces).
6. Work to build capacity in the sport and leisure sector and the community sector to deliver on health and wellbeing programmes. (Shared objective with Health Partnerships delivery)

## Health Partnerships

The pandemic and related restrictions would have impacted every household in Bolton. For working age adults normal working routines have been replaced by a unique environment, that for many includes home-working and reduced opportunities get out of the home and socialise. While some adults have adapted to this unfamiliar environment by adopting new healthier behaviours many of found it harder to create a work-life balance and have become increasing inactive. This includes those who may not have been active for some time, those with a disability or long-term health condition or recovering from illness.

Being physically inactive is the 4th leading cause of death worldwide and has been shown to be a major contributory risk factor in a range of serious diseases and conditions.<sup>2</sup> Even switching from being completely inactive to doing 30 minutes of activity per week can massively reduce a person's risk of both physical and mental ill health.

Being active also has a knock-on impact on work productivity, ability to engage in family life and contribute to the wider community as well as providing the opportunity to develop and build new skills, increase confidence, and connect with others.

We know that activity levels reduce with age. However, there is a strong evidence base that highlights how physical activity and sport can support against a range of health-related risk factors.

Increasing physical activity among the working age population will directly contribute to:

- People in Bolton living longer, healthier, and more fulfilling lives.
- Gaps in life expectancy between communities being reduced.
- Improved health and wellbeing in our workforce.
- Improved levels of mental health.
- Early intervention and prevention of ill health in later life.

However, Public Health England research shows that only approximately 57% of adults in Bolton achieve the recommended minimum 150 minutes of physical activity per week and around 27% of adults are classed as inactive - meaning they do less than 30 minutes activity per week.

Local data also shows that men are generally more active than women and that people in south Bolton are the most inactive, with less well-off areas of the borough being the most likely to be the least active.

### **Evidence based objectives:**

1. Undertake targeted work with health and wellbeing professionals who work directly with identified high risk population groups to promote physical activity as a means of preventing and managing chronic health conditions.
2. Work to build capacity in the sport and leisure sector and the community sector to deliver on health and wellbeing programmes.
3. Promote opportunities for local people to be physically active in local green spaces as part of recovery and wellness plans.

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2 NHS, long term plan 2019, Global Burden of Disease Research



## Active Travel

Walking, cycling, scooting, and pushing are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse.

These are substantial 'win-wins' that benefit individual people and the community by using different modes of transport above increases physical activity through active travel.

### Evidence based objectives:

1. Aim to reduce car journeys in line with the TfGM 2040 Transport Strategy.
2. Ensure accessibility for our walking and cycling routes
3. Promote and increase the use of local public transport for commuting and leisure purposes.
4. Work with decision makers to ensure the importance of moving more is understood and factored into new planning and infrastructure developments and decisions about the long-term future of the borough

## Workplace Health

There is a considerable push across Greater Manchester for workplaces to keep employees healthy.

124,600 adults (aged 16-64) are in employment in Bolton, 24.9% of whom are inactive. With 60% of their waking hours at work, for many over 50% of their day is sedentary, this inactivity is a real cause for concern.

Inactive staff have reduced workplace productivity and are at increased risk of health problems; 1.7% of working days in GM are lost each year to sickness and absence, with an estimated statutory sick pay cost to employers in our region of £90m. It is therefore essential that employers support their staff to move more during the working day for both their employees and business health.

We know there are many ways an active lifestyle is beneficial; it supports physical and mental wellbeing, reduces health problems, and decreases stress levels. Just 90 minutes of activity per week during working hours can translate to increased earnings of 7.5%. With physically active employees taking 27% less sick days than those who are inactive, the financial benefits of workplace activity for employers are huge.

An increasing number of employers are seeing the benefits of a physically active workforce and are taking steps to enable physical activity at work. We know why staff need to move more and GM Moving partners across the city-region have some great ideas and offers of support to help employers to achieve this.

By increasing activity in the workplace, we can build more opportunities to move more, each day, into people's lives. Working together with partners we want to meet the holistic health and wellbeing needs of employees working in the borough of Bolton to enhance the working experience; leading to greater productivity, higher engagement and employees who flourish both in and outside of the working environment. Improve the health and wellbeing of the working population in Bolton to improve life expectancy, satisfaction and improve productivity for businesses in the area.

## **Evidence based objectives:**

1. Promote opportunities with businesses to increase the number of employees who are physically active.
2. Improve links with workplaces and sport and leisure providers.
3. Promote health and wellbeing services/tool kits to all workplaces in Bolton.
4. Promote and encourage active travel in the workplace.
5. Promote and encourage business to sign up to workplace wellbeing charters.

## **How Will We Assess Progress? Monitoring & Evaluation**

The “Let’s Keep Bolton Moving” Steering Group will provide a high-level oversight, challenge, and co-ordination role with overall (borough wide) progress towards increased physical activity and the longer-term outcomes associated with it monitored annually.

In addition, work stream leads will be expected to provide more frequent updates on progress, emerging priorities, and challenges to the steering group. This will enable strategic priorities to be reviewed and updated on an ongoing basis should new priorities or trends start to be identified.

### **Quantitative Evidence:**

- Sport England KPIs
- Public Health England data on population health
- Participation rates at local facilities and in local events
- Take-up around specific initiatives
- Take up of Active Travel Plans by workplaces and schools
- Evidence of inward investment
- Local surveys (such as Bolton Health and Wellbeing survey, travel to work and school • surveys, cycle parking surveys etc) if available

Lets Keep Bolton Moving partners will also aim to address gaps in knowledge and customer insight by effective sharing and pooling data, intelligence, and anonymised customer data in order to support continued identification of priority areas and population groups in the community as efficiently and cost effectively as possible.

### **Qualitative Evidence**

The group will also consider more qualitative or anecdotal evidence, as provided by:

- Wider engagement opportunities undertaken and any outcomes from this (e.g., have we influenced planning policy/ is there evidence of culture change within our organisations/ wider employers, can we assess community attitudes to PA etc).
- Service user or participant feedback.
- Dialogue with local clubs, groups, and communities.
- Other customer insight should it become available.

## APPENDIX 1- Delivery sub- group delivery plan template

### SUB-GROUP DELIVERY PLAN

The purpose of this template is to give clear overview of what each sub-group is aiming to achieve in each year. It will detail ongoing work streams as well as project planning for new initiatives; it will detail outcomes, and how these outcomes will be measured.

The template can be used to identify:

- What the project/ongoing work stream will achieve, and the tasks needed to deliver it.
- Why the project is needed and why it is the best solution to that need.
- Who is responsible for each stage of the project and what resources will be needed to deliver it.
- How will the project outcomes will be measured (this may include long-term and short-term measures).

**Delivery Sub-group name:**

**Main contacts names and details:**

<p><b>Overview</b>          State in broad terms the aim and objectives the group will deliver this year and how this will benefit the town</p>	
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## Objective 1

## MONITORING AND EVALUATION

### Project Milestones

Identify the key stages for the project, from planning, delivering and assessing the impact.

Use the table to breakdown the component parts of the project. Describe each task, who will be responsible for delivering it, when the task needs to be completed by, what will be the result or output of that task, and describe what method you will use to know the output has been achieved. Finally add in the total cost of delivering that aspect of the project. This should be cross referred to the table below.

Task	Responsibility	Target Date	Output/Outcomes	How these outputs/outcomes will be delivered.	Any related budgets and costs

### Exit Strategy

Identify how this objective will be sustained.

For, example is the delivery of this objective already part of someone job role? If there is a cost attached to this objective is it part of an existing contract, or is extra funding needed?

### Risk Management Plan

Identify the potential risks that could impact on the project. How likely is the risk and what impact would it have and what actions can be taken to mitigate the risk. Remember you can ask for guidance and support from the strategy group.

Risk Factor	Likelihood (low, medium, high)	Impact (low, medium, high)	Mitigating action