



Strategic Sport & Physical Activity Partnership

APSE Sports and Leisure Seminar 2015



APSE Sport & Leisure Seminar

- Improving partner relationships with the sporting and business community.
- Maximising opportunities for economic growth, increased community engagement and active participation.
- Securing external funding opportunities to deliver sport and physical programmes.

Definitions

partnership

/ˈpɑːtnəʃɪp/

noun

1. the state of being a partner or partners.
"we should go on working together in partnership"
2. an association of two or more people as partners.
"an increase in partnerships with housing associations"
synonyms: cooperation, association, collaboration, coalition, alliance, union, compact, league, confederation, co-partnership, affiliation, relationship, fellowship, connection
"the close partnership between Br



Translations, word origin, and more

partner

/ˈpɑːtnə/

noun

1. a person who takes part in an undertaking with another or others, especially in a business or firm with shared risks and profits.
"a partner in a prosperous legal practice"
synonyms: colleague, associate, co-worker, fellow worker, co-partner, collaborator, ally, comrade, companion, teammate; [More](#)

verb

1. be the partner of.
"young farmers who partnered Isabel to the village dance"



Translations, word origin, and more definitions



Membership

LCCC
Foundation

Inspiring communities through cricket



Trafford Community
Leisure Trust



Trafford School Sports Partnership



Greater Manchester Sports Partnership



Lancashire County
Cricket Club



TRAFFORD
COUNCIL

bruntwood ●



Foundation



SPORT
ENGLAND



Trafford College

redroseforest

Partnership Framework



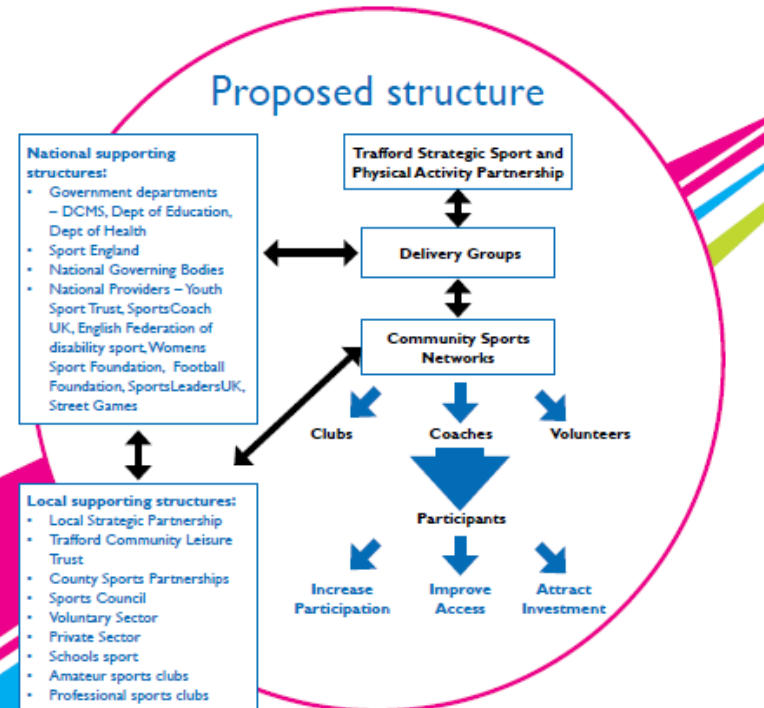
GOVERNANCE

The framework will have a borough wide as well as a regional focus, using the mapping of existing assets and providers to maximise existing relationships and create new opportunities.

The Strategic Sport and Physical Activity Partnership will provide a bridge between the Trafford Partnership, providers and the residents, communities and neighbourhoods of Trafford by improved communications channels to be developed. It will in its simplicity, ensure that the Partnership is delivering effective sporting, recreational and physical activities that helps reduce inequality and improve outcomes.

Proposed structure

Below is how the proposed Partnership will be structured, to include all partners and the delivery group.





Key facts

- Good increase in participation - currently 41.3% (2013/14) of residents participate in sport for at least 30 minutes at least once a week
- Also a good increase in the percentage of residents who participate in sport and active recreation, at moderate intensity. Currently 29.7% (2013/14) of residents participate in sport for equivalent to 30 minutes on 3 or more days a week.
- In contrast we know that 24.75% of residents are inactive.
- The health costs of physical inactivity per 100,000 population is £2,231,409.
- Total direct economic value of sport £106.4m



Improving partner relationships

If everyone is
moving forward
together, then
success takes
care of itself.
Henry Ford

Image: Greater Manchester Marathon in Trafford, Xtra Mile Events



Key priorities

- Increase participation - More people, more active, more often
- Reduce health inequalities
- Ensuring national and international recognition for sporting excellence
- Maximise opportunities of the use of green space infrastructure for physical activity
- Encourage workplace activity programmes



Key priorities

- Increase the market share of Trafford based businesses in the sporting supply chain
- Increase volunteering opportunities in sports
- To increase and encourage more sporting events in the borough
- Support links between school sport and sport in the community



How are we going to get there?



Partner relationships



Image: Sport England Image Library

Maximising opportunities



Funding

- Explore a number of funding options, including the pooling of resources.
- Town centre related regeneration, the local planning agenda, partnerships with the commercial sector, health, and education.
- Business engagement – Corporate Club.





Thank you

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