The Future of Culture, Tourism and Sport:

‘Community Engagement as a tool for ensuring ROI and engaging with hard to reach’

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more people, more active, more often
www.traffordleisure.co.uk

Trafford Community Leisure Trust

INTRODUCTION

- Background
  - Organisation
  - Borough/Wards
- Challenge
- Project
  - Engagement
  - Success
  - Results
- Summary

BACKGROUND
Trafford Community Leisure Trust

- Established 2003
- Registered Charity
- Employ approx. 500 Staff
- Turnover approx. £8.5million
- Increased participation by over 100% since 2003, now totalling 2.2million visits per annum
- *'More People, More Active, More Often'*

BACKGROUND
The Borough of Trafford

- South West Greater Manchester
  - Population 210,000
    - 41 square miles
- Towns of Altrincham, Partington, Sale, Stretford, & Urmston
  - Trafford Park/Trafford Centre
    - Low Unemployment levels
- Social Divide – South/North of Borough - Affluence/Deprivation

BACKGROUND
Clifford / Gorse Hill Wards

- Diverse Population – over 40 different ethnic groups
- Most disadvantaged area of Trafford
- Large parts of Clifford/Gorse Hill are within the most deprived 5% wards in England
- Health indices show local people amongst the most unhealthy in the country

BACKGROUND
Trafford Urban Fitness Cooperation

- ‘Developing disaffected, hard to reach young people through sport to give other young people opportunities’
- Over 150 Leaders trained
- Voluntary > Sessional > Part-time > Full-time
- Urban Leisure/After School Clubs/Sports Coaching etc
- Role Models

BACKGROUND
Old Trafford Sports Barn

- Barclays Spaces for Sport Project
- Manchester United/Nike/Trafford Council/Trust
- Sports Hall/2 x 7-a-side 3G All weather pitch/2 x MUGA
- Local management & staff (TUF*C)
- Community Engagement pre-opening/NOT consultation
- No False Promises

FEMALE PARTICIPATION PROJECT
Introduction

- Challenge – Increase Participation in physical activity amongst women in Clifford/Talbot wards
- Pilot Commenced 2008
- Female TUF*C Leader appointed
- Female Participation Project Coordinator (funded by a variety of partners)
- Local knowledge
- Key Training
- Can Do attitude

FEMALE PARTICIPATION PROJECT
Engagement

- One step at a time
- Trust & Confidence
- Fully understand the ethnic, cultural & religious requirements – then deliver
- Knock on Doors
- Women Only sessions - Strictly NO males
- Always doing what we said we'd do – No excuses!
- All ages 18 – 65+

FEMALE PARTICIPATION PROJECT
Initial Success

- 1 Sports Barn(10-12) > 3 Sports Barn sessions(30-50) per week
- None previously regularly exercised!
  - Wide range of activities
- Women themselves wanted to extend activities to include swimming – Stretford Leisure Centre
  - New activities/new environments = new understanding of their requirements

FEMALE PARTICIPATION PROJECT
Continued Success

- Strictly NO Males – Lifeguarding/Spectating
- One month pilot Pool session (Teaching Pool) – Oversubscribed
- 1 Teaching Pool session (45) > 3 session (1 Teaching Pool (45)/2 Main Pool (80-100)
- Local Females recruited & trained as Lifeguards/Swimming Instructors
- Women still wanted to extend activities = Women Only Gym!!

FEMALE PARTICIPATION PROJECT
Continued Success

- Developed Women Only Gym – underutilised area - Stretford LC
- Capital Investment – limited risk
- Confident of success due to engagement
- Separate (strictly NO Males –staff or customers) Gym but managed as part of existing Gym
- 20%+ increase in membership by Women following opening Women Only Gym!

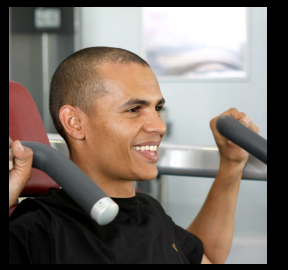
FEMALE PARTICIPATION PROJECT
Results

- Increase in Physical Activity
  - Not just Clifford/Talbot Wards but all of North Trafford
  - Improvements in health
  - Long term - reduction of life expectancy differences Male/Females & North/South of Borough

FEMALE PARTICIPATION PROJECT
Results

- Return on Investment
  - Female Participation Officer initially funded through partners – now self financing
  - Capital Investment on Equipment – already paid for after 18 months due to increased membership sales
  - Increase in take-up of other activities/initiatives by women
  - Secondary spend

FEMALE PARTICIPATION PROJECT
Results



- Social Return on Investment
- Cultural change - ethnic communities – attitude to physical activity
- Cultural and ward integration
- Improved health & well-being
- Trust and confidence
- Community Development
- Better utilised facilities
- Increased Female employment

SUMMARY

- Community & Sports Development can = Business Development
- Hard to reach doesn't mean don't want to do
- Meaningful engagement = success
- Success generates success!

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