

Tameside Moving

**Strategic Framework for Action
2024-2028**

**Supporting Tameside's ambition to get
more people, more active, more often**



Introduction

The evidence base for the benefits of physical activity in physical, mental, social and emotional health is vast. People are happier and healthier when they move their bodies. Our bodies are designed to move, yet modern life has reduced our opportunities to move in our daily routines. Movement is a natural and enjoyable state that can help people to feel positive, connected and confident. Fun, social enjoyment is the key motivation for movement, but the benefits go far beyond.

Physical activity plays a significant role in improving health. It reduces the risk of several diseases, supports recovery from illness and injury and helps in preparation for treatments and surgeries. It can help with maintaining muscle mass and musculoskeletal health as we age, and can protect against diseases like vascular dementia, helping us to stay independent for longer. Being active also promotes good mental health and can help to manage common mental disorders that 1 in 4 of us experience in life, such as depression and anxiety. Evidence also tells us that communities are strengthened when people move more, bringing people together socially for sport and movement, providing natural surveillance for spaces and places, creating economic input, and protecting our natural environment from pollution.

The Active Alliance is a cross sector steering group whose purpose is to provide systems leadership and strategic direction on physical activity in Tameside. The following strategic framework is the Active Alliance's blueprint to grow physical activity in Tameside in the coming years. It represents a refreshed strategy that builds on learning from recent years as a Local Pilot Area, and now a GM Place Partner, as we deepen our understanding of the physical activity system and expand our work.



The Scale of Challenge

Adults

Most adults living in Tameside are physically active, meeting the Chief Medical Officer's guidelines of 150 minutes per week*. The amount of time adults spend being active is slowly increasing since the pandemic, but 3 in 10 adults still experience inactivity.

A third (31%) of Tameside residents are classed as inactive. That's 57,000 people who are not reaching sufficient levels of regular activity to benefit their health. Of the 57,000 people in Tameside that are inactive.

- 43,000 people do no activity at all (23%)
- 11,000 people are missing the intensity
- 3,000 people are not active for long enough.

* [UK Chief Medical Officers' Physical Activity Guidelines \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/446474/physical-activity-guidelines-for-england.pdf)

Children

Over half (58%) of children in Tameside are not active enough. Children and young people in our low affluence families, minority ethnic groups and girls experience lower than average levels of activity.

In school, Children and young people in our low affluence families, in year 5-6 and girls experience lower levels of activity. Out of school Children and young people in our low affluence families, minority ethnic groups and in years 7-8 experience lower levels of activity

Priority Target Audiences

Working with the following people represents our biggest opportunities for change

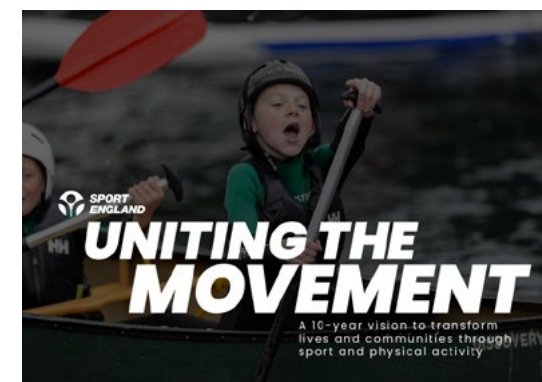
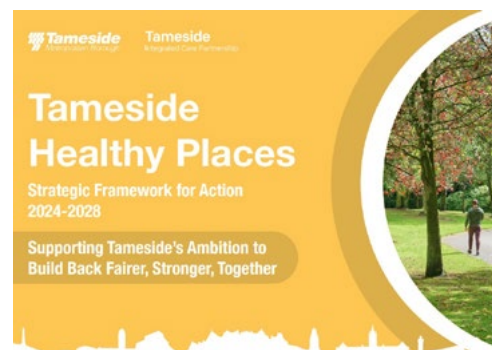
- Those in the least affluent households and/or out of work/workforce
- Those with a limiting illness or disability
- Our Asian communities
- Those aged 55-74

Context

Increasing physical activity in communities is a global, national and regional priority. There have been several strategies published recently which have provided the framework for the approach in Tameside. Increasing physical activity requires a whole systems approach and there is no single policy solution or single organisation that can impact at a population level.

In March 2024, the Tameside Health and Wellbeing Board approved the Healthy places Strategic Framework as part of the local Health and Wellbeing Strategy and Locality Plan. The ambition of the Healthy Places Strategic Framework is to work as a system to provide the encouragement, opportunity, and environment for everyone in Tameside to lead active, healthy and fulfilling lives.

The Tameside Moving framework for physical activity is a key area of focus in the Healthy Places Strategic Framework and will focus on the three domains outlined in the framework to affect systems change, whilst also aligning with the regional, national and international strategic approaches to increase physical activity levels in Tameside.



Tameside Active Alliance

Vision:

Support everyone who lives, works, or is in education in Tameside to be physically active by enabling safe, clean and accessible neighbourhoods and use physical activity to reduce health inequalities and build social connections for mental and physical health and wellbeing in our communities.

7 Guiding Principles

- Develop strong system leadership across the partnership for physical activity in Tameside.
- Commit to a long-term whole system approach to enable communities to be more physically active.
- Advocate for a physical activity-promoting environment.
- Build a social movement for physical activity through meaningful community engagement using strength based and person centre conversations.
- Ensure a focus on accessibility, inequalities, and inclusion across all work.
- Take a life course approach.
- Build in robust monitoring, evaluation and learning mechanisms, deliver evidence-based activity, be led by local data and strive for innovation and excellence.



The purpose of the Active Alliance is to:

- Drive collaborative leadership across TMBC Directorates and Partner Organisations.
- Support, influence and steer the cross-sector partnership and network in the realisation of the Active Neighbourhoods Approach, and delivery of strategic objectives and key priorities.
- Support, influence and steer the Cycling Participation group in the realisation of cycling and walking strategies and wider Active Travel.
- Influence, connect and enable joined up conversations for physical activity, to optimise resources, and identify opportunities.
- Identify systemic levers for physical activity, to build relevant relationships, and to inspire incorporation of physical activity into wider agendas.
- Secure political support for physical activity amongst Elected Members, working with them and the Health and Wellbeing Board to unblock systemic barriers.



Strategic Objectives

1. Reframe physical activity for children and young people to help form a positive relationship with it for life
2. Reduce inactivity amongst our least active residents by 30 minutes a week, starting with walking
3. Support the most under-represented groups to gain equitable access to daily movement and traditional sport
4. Support a shift in perception towards 'active as the norm' by increasing the visibility of daily movement
5. Support systemic change to make active travel the most attractive option for journeys under 1km



1. Reframe physical activity for children and young people to help form a positive relationship with it for life

Those who have a positive experience of physical activity in their youth are more likely to remain active as they age and will continue to gain the associated health benefits as they grow older. It is a protective factor for life.

Early Years (0-5)

The period 0-5 years presents us with opportunities to link families with young children to local green spaces where children can learn to walk, run, ride, climb, explore and play in nature' to 'enjoy being active'

School and College (5-18)

Sport should not be the sole focus of physical activity in schools. Movement sharpens the mind, aids learning and enhances academic achievement¹. For many children lessons are sedentary, which contributes to the fact that 58% of children in Tameside are inactive. Including activity through the day, creating learning opportunities that include movement, whatever the subject, and supporting Active Travel are ways to improve the health of their pupils and staff.

The promotion of social, outdoor, daily movement amongst young people requires special consideration. Bespoke spaces that are designed with young people, for young people are important. We can celebrate the possibilities for movement in and through our neighbourhoods and urban areas-where young people are welcome to interact with their environment in a way that showcases movement and adds vibrancy to a town.

Young Adults 18-25

For school leavers, our main opportunities are to support them as they grow their independence, and potentially enter the workplace or further education. As free travel passes expire at 18, and the cost of living continues to increase, Active Travel is a low cost/no cost possibility for young people to access wider economic opportunities. We should also ensure that we grow the skills and capabilities amongst young people to ride and maintain their bikes, to navigate local networks, and above all, to ride safe.

Inclusion

Not all children and young people have equitable access to physical activity. The same factors affecting adults apply, in that children from deprived communities are under-represented, as are girls generally, and children from ethnic minorities (in particular girls). Looked after children, Care Leavers, Young Carers, and those who are from the LGBTQIA+ community are also under-represented. Our efforts to address inactivity amongst children and young people will therefore prioritise these groups first when allocating resource.



Key Priorities

- To work with Early years settings to create joyful, active opportunities linking families and children to local greenspace and community spaces, and support the development of physical activity literacy in the home.
- Support education settings to create and implement active travel policies, to access opportunities for cycling and walking infrastructure and facilities, and offer practical and empathetic support for families to walk, cycle and scoot to school when possible.
- Support education settings to self-audit their active policies and practices and identify opportunities for initiatives and interventions to reduce sedentary learning and 'teach active'.
- To work with partners in Transport and Employment to support school leavers to access work through Active Travel initiatives.
- Advocate for inclusive policies and equitable access to community sports clubs and community activities for under-represented children and young people.
- To advocate for the acceptance and celebration of children being seen, active and social in public places.



2. Reduce inactivity amongst our least active residents by 30 minutes a week, starting with walking

Regular activity can reduce the risk of cancer, type 2 diabetes, heart attack and stroke, and can reduce the chance of premature death by 30%². It can also reduce the risk of developing some types of dementia and is associated with decreased risk of falls and fractures as we age. The impact on mental health is equally recognised, with physical activity being associated with reduced risk of depression and anxiety. By reducing inactivity, we can reduce the prevalence of disease in the borough and improve lives.

People who are completely inactive stand to gain the greatest health benefit in becoming active, we should therefore prioritise our least active residents in our action plans.

People living in our most deprived communities are often living on low incomes, with accessing traditional activity being cost-prohibitive or a low financial priority. Ensuring that low-cost active opportunities are supported through grants and investments will help address inequalities where funding is available. This could include securing equitable access to mainstream sessions and finding ways to make kit and equipment accessible when this may be a barrier.

Promoting Active Travel as potential cost saving activity will support our communities. Active travel can help reduce financial outgoings, with health benefits being an incidental benefit. Working with local employers around flexibility for active travel will be relevant, as will working with groups and services working with people are not in work, to recognise walking and cycling as key to accessing jobs. Where cycling for active travel is also relevant, we should ensure that equitable access to bikes and bike maintenance is supported. Working with communities to grow capacity for cycling ownership and self-sufficiency amongst the working age population is a focus.

Key Priorities

- Attract and direct investment for physical activity towards the most deprived communities first, supported with the best available data.
- Promote walking for utility and health amongst individuals, organisations, and employers of individuals living in our most deprived areas.
- Increase access to affordable bikes and increase community and individual capacity for bike maintenance within our most deprived communities.
- Increase access to support for residents with long term conditions to appropriate secondary prevention physical activity opportunities across Tameside.

3. Support the most under-represented groups to gain equitable access to daily movement and traditional sport

Everybody should have equitable access to movement, yet some communities are under-represented in physical activity. The largest under-represented groups in Tameside are **children and young people, older people, people with a long-term condition/disability, and ethnic minority communities**. There are further groups for whom we should advocate, such as the LGBTQIA+ community, veterans, Carers, and people with mental health problems.

For **older people**, physical activity has the power to improve physical and mental health, to tackle loneliness and social isolation, and to maintain greater independence for longer. Our **black and Asian** communities are under-represented, particularly those aged 55-74. Initiatives for older people must be considerate of a further cohort of people for whom cultural differences may be a barrier. **Women from Ethnic and Minority Communities** are further under-represented, with Asian girls falling behind in activity levels from primary age. We need to improve our understanding of the cultural barriers to movement that exist for Asian women, both in accessing traditional sport and exercise, and in accessing outdoor movement.

Women's relationship with physical activity fluctuates throughout the life course. Women are more likely to become the primary carer for children. Many continue to work, and maintain a family home with or without the support of a partner, or the 'village' it takes to raise a child. At this time, women who enjoy independent exercise find it difficult without childcare and family support in place.

People with a **disability or long-term condition** are under-represented in physical activity. Commissioned services offer supported activities with trained staff to help people access movement, and where relevant, adapted equipment. Beyond these services, there are still large numbers of people with a long-term condition or disability who remain inactive.

Key Priorities

- Increase confidence in Active Travel for older people, to encourage independent and social travel in, around and beyond Tameside.
- Work with mainstream clubs and facilities to increase inclusion and diversification of client base to welcome under-represented people, with support from NGB policies and guidance.
- Explore intergenerational, culturally sensitive activity with Asian women and girls, including cycling and walking initiatives.
- Influence plans and policies to reduce barriers to access to daily movement for under-represented people
- Create more opportunities for families to move more together, to enable primary caregivers to be active *with* children.

4. Support a shift in perception towards ‘active as the norm’ by increasing the visibility of daily movement

People can be active anywhere, in any way, for any reason. Providing the intensity and duration are sufficient, it will be beneficial to physical and mental health. Many people recognise only traditional sport or exercise as ‘valid’ when considering activity. This needs to be challenged if we are to get everybody active. We are fortunate to have a wealth of great facilities in Tameside, including gyms, pools, and sports clubs. Their existence contributes significantly to activity levels in Tameside. They also take a significant proportion of activity indoors and out of sight.

For many of our inactive population, the world of sport and exercise can be alienating. Crossing a physical threshold into a facility with people who look ‘sporty’ can be intimidating and represents a huge barrier. Parks and open public spaces present opportunities without that barrier. Many people never have, and never would use a gym or sporting facility. Outdoor movement on the street, in parks, on public paths and trails has the same impact as movement taking place inside facilities. If we work on making it appeal enough to grow participation, then we can inspire our inactive population to move more, because they will see more people like them being active for everyday purposes.

There are barriers to consider when encouraging people to move more outside, some beyond our control like the weather and daylight hours. There are many more systemic barriers and enablers that *can* be influenced, such as path surfacing, maintenance of greenery, the presence and types of gates and fences, street lighting, litter, dog fouling, and evidence of anti-social behaviour and so on. Encouraging outdoor movement and increasing the number of people participating in it requires systemic action on enablers, as well as the measures to encourage and empower individuals to step out with confidence.

Key Priorities

- Promote and support self-led activity in outdoor settings.
- Influence and co-create initiatives for cleaner and safer spaces for outdoor movement, working with partners and communities to grow pride in their places.
- Create and reinforce a narrative around the validity of outdoor individual, group and family movement in physical activity.
- Grow the range of activities being offered in outdoor settings including opportunities and facilities for informal, social games and exercise.
- Support intergenerational initiatives to grow positive perceptions of young people in parks and green spaces.

5. Support systemic change to make active travel the most attractive option for journeys under 1km

Making Active Travel the most attractive option for journeys under 1km requires change at every level of the system. Greater Manchester Bee Network, and investment in cycling and walking infrastructure present opportunities for us to make borough level change within the regional context. Our sphere of influence within the local system concerns the following aspects of cycling and walking activation;

- Empowering individuals to feel confident to walk and cycle and motivating them to do so.
- Addressing the importance of perceptions of personal safety related to cleanliness of our walking and cycling routes, as an enabler of behaviour change
- Encouraging and investing in social and community networks to support walking and cycling activities and initiatives.
- Prioritising target populations
- Working with organisations and institutions to implement policies to support active travel for their employees, customers, clients and pupils
- Advocating for equitable access to the built and green environment to make walking and cycling safe and possible for all
- Creating equitable access to bikes, diversifying bike usage, and considering storage

- Advocating for a culture of patience, empathy, and tolerance between road/trail users
- Advocating for inclusive design in infrastructure changes and policies

Key Priorities

- Work with Employers to create Active Workplace policies to support Active Travel amongst employees.
- Support schools to work with parents to support schools, families and communities to work together to change the narrative around active travel, focussing on positive, non-punitive approaches to behaviour change.
- Work with partners in Place Directorate to strive for cleaner, safer, and more accessible routes for active travel.
- To work with cycling and transport partners to increase equitable access to bikes and cycling activities amongst our most deprived and under-represented groups, in line with our wider cycling strategy.
- To support safety campaigns and initiatives that improve empathy and tolerance between users of different modes of transport.

The Active Neighbourhood Approach

The Active Neighbourhood Approach was designed to acknowledge how the system impacts on physical activity, and to provide themes for partners to unite around. It represents the importance of the physical environment being Active by Design, through green and blue spaces, shared spaces, as well as Active Travel through streets and greenways. It also acknowledges the importance of organisations and institutions in relation to people's lives, most notably workplaces and education settings. The Active Neighbourhood wheel was updated during the pandemic, in recognition of people getting active at home and is now timely to do a further refresh within the context of the Healthy Places Strategic Framework.



Governance and Measuring Success

The Health and Wellbeing Board is a statutory committee that oversees the Healthy Places Strategic Framework, which supports Tameside's Health and Wellbeing Strategy and Locality Plan. Tameside Moving's Plan for physical activity builds on the Healthy Places Strategic Framework, and will be overseen by and accountable to the Health and Wellbeing Board.

Tameside Moving Plan Governance Priorities

- To develop a strong collaborative partnership with member organisations that share physical activity priorities
- To develop and maintain positive relationships with stakeholders across the physical activity system
- Provide regular updates to the Healthy Places Sub Group and the Health and Wellbeing Board
- Oversee the delivery of Sport England Place Partner work
- Oversee the delivery of funded cycling and walking Activation work (TfGM)
- Support the GM Moving Strategy in locality

How will we know when we have been successful?

- More people in Tameside will be more active, more often. The Active Lives Survey will help us understand trends in inactivity that indicate whether the Active Alliance is creating the right conditions for change.
- Physical activity will feature in more strategies, policies and practices in local organisations and institutions through our strategic influence and advocacy.
- Local clubs and facilities will report increased diversity in membership through our support on creating inclusive policies and practice.
- Community capacity will be increased through data-led, targeted investment and support
- Place based physical activity opportunities will increase through the development of 'social scaffolding' through partnership working
- More case studies and community stories from real people will show how increasing movement has delivered tangible benefits to physical, mental, and social health

References

¹ [Guidance to increase physical activity among children and young people in schools and colleges \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/424222/guidance-to-increase-physical-activity-among-children-and-young-people-in-schools-and-colleges.pdf)

² [Benefits of exercise - NHS \(www.nhs.uk\)](https://www.nhs.uk/healthylife/physical-activity/exercise-benefits/)

Strategic Objective 1:

To reframe physical activity for children and young people to help form a positive relationship with physical activity for life

Key Priority		Action		Domain
1	To work with Early years settings to create joyful, active opportunities linking families and children to local greenspace, and support the development of physical activity literacy in the home.	1.1.1	Continue the delivery of Storywalk events in local greenspace.	Education and Campaigns
		1.1.2	Support the creation of further self-led activity resources (interactive trails and activities)	
		1.1.3	Promote learn to ride/bike balanceability activities and resources	
2	Support education settings to create and implement active travel policies, to access opportunities for cycling and walking infrastructure and facilities, and to create initiatives that engage parents and communities in a supportive way to adopt and accept modal shift when practical.	1.2.1	To promote Modeshift sign up	Leadership, Influencing and use of evidence
		1.2.2	To share related campaigns from LivingStreets and other walking/ cycling partners e.g. WOW schemes and Bikability's Cycle to School Week	
		1.2.3	To support the delivery of Dr Bike sessions in schools	
		1.2.4	To work with schools and TfGM on the development of School Streets	
3	Support education settings to self-audit their active policies and practices, and identify opportunities for initiatives and interventions to reduce sedentary learning and 'teach active'.	1.3.1	Create 'Active Schools Tameside' approach, develop Self-Audit and Development Plan tools with links to partners and signposting to opportunities and initiatives. (depending on outcome of CAS Pilot)	Leadership, Influencing and use of evidence
4	To work with partners in Transport and Employment to Support school leavers to access economic opportunities through Active Travel initiatives.	1.4.1	Create NEET/School Leaver Bike Library with mid-term loan bikes.	Influencing Through Commissioning
		1.4.2	Continue work on offering affordable bikes to care leavers and looked after children.	
5	Advocate for inclusive policies and equitable access to community sports clubs for under-represented children and young people.	1.5.1	Convene spaces (in person and online) for local clubs to learn about inclusive policies and practice	Education and Campaigns
		1.5.2	Direct investment towards community sports and activities that increase capacity for participation from under-represented groups	

6	To advocate for the acceptance and celebration of children being seen, active and social in public places.	1.6.1	Advocate for the creation of spaces and places for young people to congregate legitimately, with movement and activity as a uniting factor	Buildings and Spaces
		1.6.2	Advocate for the creation of outdoor facilities, and the update to existing outdoor facilities with feminist design principles that pro-actively consider the inclusion of girls in traditionally male dominated spaces	
		1.6.3	Advocate for policies that design provision for CYP to actively participate in civic life	



Strategic Objective 2:

To reduce inactivity amongst our least active residents by 30 minutes a week, starting with walking

Key Priority		Action		Domain
1	Attract and direct investment for physical activity towards the most deprived communities first, supported with the best available data.	2.1.1	Continue to direct investment and grant funding towards the least active communities and under-represented groups via the third sector	Leadership, influencing and use of investment
		2.1.2	Utilise mapping, data and insight to support applications for funding	
2	Promote walking for utility and health amongst individuals, organisations, and employers of individuals living in our most deprived areas.	2.2.1	Work with Primary Care Networks to grow walking for health and walking for utility anchored to GP surgeries and community health hubs through information, and where possible, peer led activities	Voluntary Agreements and Incentives
		2.2.2	Target Active Travel/Active Workplace engagement at Routine and Manual Employers	
3	Increase access to affordable bikes and increase community and individual capacity for bike maintenance within our most deprived communities.	2.3.1	Continue to work with cycling partners on the reconditioning, repair and sales of bikes	Influencing Through Commissioning
		2.3.2	Continue to work with partners to support the creation of bike libraries	
		2.3.3	Continue to work with partners to increase bike maintenance skills amongst under-represented young people, older people, and those who are workless	
4	Increase access to support for residents with long term conditions to appropriate secondary prevention physical activity opportunities across Tameside.	2.4.1	Work closely with the Major Conditions and Health Improvement Group to ensure adequate provision for residents to access appropriate physical activity opportunities to help manage long term conditions.	Influencing Through Commissioning Buildings and Spaces Leadership, influencing and use of evidence
		2.4.2	Ongoing review and development of the Live Active service to meet the needs of current and potential service users.	
		2.4.3	Partnership working with PCNs to ensure a robust physical activity referral pathway is in place with clear criteria for access.	

Strategic Objective 3:

To support the most under-represented groups to gain equitable access to daily movement and traditional sport

Key Priority		Action		Domain
1	Increase confidence in Active Travel for older people, to encourage independent and social travel in, around and beyond Tameside.	3.1.1	Work with partners to create annual 'Big Day Out' activities to encourage people to go further with free travel passes	Education and Campaigns
		3.1.2	Work with partners in Transport to create age friendly materials and support to engage older people with public transport	
		3.1.3	Work with Transport partners to offer Safer driving for older people training	
		3.1.4	Cite further links to PA and AW strategies-falls prevention etc sits with Ageing Well but links in	
2	Work with mainstream clubs and facilities to increase inclusion and diversification of client base to welcome under-represented people, with support from NGB policies and guidance.	3.2.1	Convene spaces (in person and online) for local clubs to learn about inclusive policies and practice * Also shared priority for younger people objective	Education and Campaigns
3	Explore intergenerational, culturally sensitive activity with Asian women and girls, including cycling and walking initiatives.	3.3.1	Work with organisations best placed to engage with minority groups to develop understanding of inclusive activities for Asian women	Planning and Community Safety
		3.3.2	Channel resources towards culturally appropriate activities	
		3.3.3	Invite successful BAME women's groups to visit the local area, to inspire and influence Tameside groups to explore possibilities	
4	Influence plans and policies to reduce barriers to access to daily movement for under-represented people	3.4.1	Ensure the voices of people with LTC and Disability are championed when challenging policies that potentially exclude them	Planning and Community Safety
		3.4.2	Ensure the continued independence of older people is supported through physical amenities	
		3.4.3	Advocate for pro-female/pro-family design principles, giving consideration to personal safety, convenience and accessibility for people who push prams or are accompanied by children and babies	



5	Create more opportunities for families to move more together, to enable primary caregivers to be active with children.	3.5.1	To influence the creation of whole family movement opportunities through intergenerational active games and play, led buggy and welly walks and activities at times and locations that are accessible for women (and men) with non and pre-walking children.	Leadership, Influencing and use of evidence
		3.5.2	To influence the creation of family friendly cycling/learn to ride/ Mass participation events (Cycle Sundays?).	
		3.5.3	To work with families to support safer and more accessible active travel for school and nursery.	

**Strategic Objective 4:
To support a shift in perception towards 'active as the norm' by increasing the visibility of daily movement**

Key Priority		Action		Domain
1	Grow the range of activities being offered in outdoor settings	4.1.1	Identify partnership opportunities and direct resource towards community activities and facilities that support outdoor movement, in particular those that make use of parks and openly accessible places.	Buildings and Spaces
2	Promote and support self-led activity in outdoor settings	4.2.1	Work with partners to develop and support peer/volunteer led walking activities	Buildings and Spaces
		4.2.2	Work with communities to develop local walking resources and peer-led activities	
3	Influence systemic change to support cleaner and safer spaces for outdoor movement	4.3.1	Work with Community Safety Litter Hubs, Greenspace, and Enforcement to support community clean ups	Planning and Community Safety
		4.3.2	Promote stewardship of active spaces and trails amongst neighbouring businesses	
		4.3.3	Work with the Food Partnership to address single use items that contribute to litter issues	
4	Create and reinforce a narrative around the validity of outdoor individual, group and family movement in physical activity	4.4.1	Uplift social marketing campaigns that promote walking, cycling and outdoor activity	Education and Campaigns

Strategic Objective 5:

To support systemic change to make active travel the most attractive option for journeys under 1km

Key Priority		Action		Domain
1	Work with Employers to create Active Workplace Policies to support Active Travel amongst employees.	5.1.1	Secure a number of businesses for targeted support to adopt workplace policies and participate in initiatives that increase Active Travel	Leadership, influencing and use of evidence
2	Support schools to work with parents to change the narrative and behaviour around active travel.	5.2.1	To work with TfGM, the School Sports Partnership, and colleagues in Place to use a COM-B approach create practical, supportive and non-punitive approach to tackling school congestion. To work with Elected Members to make brave steps towards putting people before cars.	Leadership, influencing and use of evidence
3	Work with partners in Place Directorate to strive for cleaner, safer, and more accessible routes for active travel.	5.3.1	Work with Community Safety, Enforcement, Greenspace, Change Grow Live, Canals and Rivers Trust, Greenspace, Litter Hub Volunteers and local businesses and communities to sponsor and steward local routes.	Planning and Community Safety, Licensing, Enforcement
4	To work with cycling and transport partners to increase equitable access to bikes and cycling activities amongst our most deprived and under-represented groups.	5.4.1	Collaborate with TfGM, Manchester Bike Kitchen, British Cycling, Wheels for All, Cycling UK, Active Tameside, Fit for Life CIC, TVMTB and TWCC to grow access to bikes and skills amongst our most deprived communities and under-represented groups.	Influencing Through Commissioning
5	To support safety campaigns and initiatives that improve empathy and tolerance between users of different modes of transport.	5.5.1	To work in partnership with TMBC Highways to uplift Think! Campaigns locally, to utilise and disseminate materials made available by Cycling UK, ROSPA, TfGM, GMPFR, Roadpeace, Vision Zero and other relevant bodies.	Education and Campaigns

**Strategic Objective 6:
To provide system leadership for physical activity across Tameside**

Key Priority		Action		Domain
1	Work to ensure physical activity is embedded in all policies	6.1.1	Support the Local Plan making process to ensure physical activity is embedded across the Homes, Spaces and Places plan	Leadership, influencing and use of evidence
		6.1.2	Advocate for physical activity in all policies, strategies and commissions	
2	Act as advocates for physical activity within own organisations and in with external facing partners	6.2.1	Champion the inclusion of physical activity for health and wellbeing in all policies within each partners' organisation.	Leadership, influencing and use of evidence
		6.2.2	Carry the physical activity agenda into meetings and challenge systems to include physical activity where possible	

