

University of Manchester Q-Step Summer Project 2016

Ref: #24 UoMQStep 2016 Salford City Council Active Salford

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Organisation Name: Salford City Council

Team / Department: Public Health

Address: Salford City Council, Unity House, Chorley Road, Swinton, M27 5AW

Provisional title for project:

Physical Activity and Health – informing a framework for ‘An Active Salford’

100 word abstract of what the project would probably undertake, and any data to be used:

Aim: To understand and illustrate the levels of physical inactivity in Salford and the link to health inequalities.

The project will identify:

- Hot spot areas of inactivity and health inequality
- Demographic profiles of active v inactive residents
- The links between inactivity and prevalence of specific conditions
- Barriers to residents becoming active (or more active)

The data will include:

- Sport England Active People and Segmentation Data
- Health – Long-term condition prevalence's, Obesity levels,
- Mosaic
- Leisure Centre usage data
- ONS data

Key words (up to 12):

Physical Activity, Inactive, Health Inequalities, Healthcare Costs, Profile, Segmentation

Essential and desirable skills that the student would need to have:

Essential:

Good analytical skills, numerate, ability to use MS Windows packages Excel and Word, ability to interpret data, Report writing skills,

Desirable:

Previous experience of segmentation packages such as Mosaic, understanding of health and physical activity data and terminology. GIS mapping experience, experience of statistical software.

Where the work would be carried out:

At the above address. Hours can be up to 36 hours for 6 to 8 weeks

Preferred selection method (interview or other meeting):

Interview

Support and training offered by the organisation:

The student will be supported by a member of the Public Health Intelligence Team. After an initial induction, the student will have continual support from the team and regular one to one meetings will be scheduled to review progress against the brief. Training will be provided where necessary on any areas the student feels they need some additional support or learning relevant to the project. All relevant documentation and context regarding physical activity will be provided.

A desk space and PC will be made available, although the student can choose to work from university or home.

Any issues of data confidentiality and/or IPR that would need to be resolved:

No

Supporting information:

This piece of work is part of a wider project to deliver and implement a city-wide framework to realise the aspiration of 'An Active Salford'.

Financial assistance offered by the organisation:

No financial assistance is available