

GREATER MANCHESTER TRANSPORT COMMITTEE

Date: 20 August 2021

Subject: GM Moving

Report of: Eve Holt, Strategic Director GM Moving and GreaterSport
Richard Nickson, Programme Director Cycling and Walking, TfGM

PURPOSE OF REPORT:

To present an update and illustration of the GM Moving approach being taken to widen access, participation and engagement in walking, cycling and active travel in Greater Manchester.

This follows the update report given on the Walking Programme in December 2020, and papers submitted in March 2021, which explored the range of activities and measures being taken across GM to support the ambition of the 2040 Transport Strategy and the GM target of 1 million more daily sustainable journeys including 350,000 additional daily walking trips.

RECOMMENDATIONS:

The report is for information and the GMTCC is requested to note the content of this report.

The GM Transport Committee is requested to:

1. Members are asked to consider and note the contents of the report and the presentation by Cycling Projects.
2. Agree areas to be prioritised for future reporting to the committee.
3. Invitation for committee members to help shape future GM Moving priorities around active travel as part of the GM Moving Strategy Refresh.
4. Feedback is welcomed from members on opportunities and ways to help further grow the movement and the diversity of the movement and to usefully share the learnings to support other areas of work.

CONTACT OFFICERS:

Eve Holt, Strategic Director GM Moving and GreaterSport, Eve@gmmoving.co.uk

Dr Richard Nickson, Programme Director Cycling and Walking, TfGM
Richard.Nickson@tfgm.com

Equalities Implications:

This report shows how we are seeking to address inequalities in active travel and active lives more broadly and to have a positive equality impact on this programme of work.

Climate Change Impact Assessment and Mitigation Measures –

Walking and cycling forms a crucial element of our decarbonisation plans and strategies and the impacts of these sustainable modes are considered in the 2040 Transport Strategy and associated delivery plans. Widening access, participation and engagement in all forms of active travel will further support these aims.

Risk Management:

Individual schemes are managed under appropriate levels of project and programme management including detailed risk assessment and management.

Legal Considerations:

There are no specific legal implications of this paper. Individual schemes, consultations and programmes are managed in accordance with relevant and applicable regulations and guidance.

Financial Consequences – Revenue:

None.

Financial Consequences – Capital:

None.

Number of attachments to the report:

Two:

- Active Travel and Over 50s slide dec (for information)
- Cycling Projects slide dec (to be presented)

BACKGROUND PAPERS:

- [2040 Transport Strategy](#).
- [GM Moving Plan: The plan for physical activity and sport 2017-2021](#) (July 2017)

- The Walking and Cycling strategy is embodied in the [Made to Move Report \(December 2017\)](#).
- Greater Manchester’s Local Cycling and Walking Investment Plan; “Change a Region to Change a Nation” (January 2020)
- [Greater Manchester Living with Covid Resilience Plan](#) (September 2020)
- The Independent Inequalities Commission report, [‘The Next Level: Good Lives for All in Greater Manchester’](#), March 2021
- The Greater Manchester commissioned [‘Build Back Fairer in Greater Manchester: Health Equity and Dignified Lives’](#) report by Michael Marmot and the Institute of Health Equity, July 2021

TRACKING/PROCESS		
Does this report relate to a major strategic decision, as set out in the GMCA Constitution		No
EXEMPTION FROM CALL IN		
Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?		For information only
GM Transport Committee	Overview & Scrutiny Committee	
20 August		

REPORT PURPOSE

This report provides an update on some of the key ways the GM Moving movement supports the GM transport agenda and vice versa, and highlights a number of key emerging priorities as we seek to Build Back Fairer, to address health inequalities in travel and active lives and contribute towards good lives for all.

INTRODUCTION TO GM MOVING

1.1 GM Moving is our shared Greater Manchester movement for active lives

A collective GM commitment and plan to design moving into everyday work, life, travel and play. For happier and healthier lives, stronger communities and economy, and a more sustainable city-region. This four minute animation summarises our approach [‘GM Moving: Working in complex systems’](#)

The current [GM Moving Plan 2017-2021](#) includes the following priorities under Place:

7.2 Support transformational growth in active travel patterns across Greater Manchester so that everyone, regardless of age or economic circumstance, considers cycling and walking to be accessible, desirable, safe and effective choices for short journeys (supporting the

development of a Greater Manchester Active Travel Plan and Greater Manchester Transport Plan). This includes:

7.2.1 Working with a Greater Manchester Commissioner to encourage cycling and promote other forms of active travel

7.2.2 Investing in cycling and walking infrastructure and programmes to support active travel. Ensure that the needs of people walking and cycling are factored in to all transport infrastructure investment and that our streets and neighbourhoods are walking and cycling friendly

1.2 Why GM Moving matters

We are *all* designed to move. But our modern world is designed and organised to keep us sitting still. Inactivity is killing us. And in the meantime, it's making us sick and unhappy, unproductive and stressed and is contributing to environmental destruction and climate change. But **the good news is that it is all within our collective power to enable change.**

Benefits of more people moving in GM: 'Physical activity, ' a miracle pill for everyone'

Increasing physical activity is great for both physical and mental health, can reduce the risk of some cancers, diabetes, cardiovascular diseases and dementia, helps lift the mood, increases educational attainment, work productivity or earnings, saves money, reduces loneliness, builds a sense of community or belonging, and contributes to saving the planet! For every £1 spent on physical activity, £4 of social value is generated.¹ A more detailed summary of these benefits can be found [here](#).



Since 2017, we've sought to understand how whole system change to increase population levels of physical activity happens, and have developed 'The Enablers of Change.' These are the conditions we know need to be in place for system change to happen most effectively. [Further information available here.](#)

¹ [Social Return on Investment of Sport and Physical Activity in England](#)

GM MOVING, TRANSPORT AND ACTIVE TRAVEL

2.1 Why GM Transport matters to GM Moving

Designing moving more, into the ways people travel around, is key to how we collectively achieve our ambition of 2.8 million people moving as part of everyday life. Our aspiration is that we won't need a GM Moving Strategy in the future because active living is so embedded into everything, stitched into the fabric of Greater Manchester, from housing to justice, transport to education, urban design to work, health and care to civil society.

There is good evidence that **active travel has a key role to play in increasing physical activity overall, especially amongst more inactive and disadvantaged population groups.** (e.g. see Sport England Active Lives data for walking in Appendix 1 which shows that disadvantaged population groups are more reliant upon forms of active travel to achieve recommended levels of activity.)

Research shows that policies promoting and supporting a shift to active transport, can yield much greater improvements in physical activity rates than behavioural and/or informational approaches alone. This is especially true for lower socio-economic groups when physical activity opportunities are integrated into urban planning in disadvantaged areas.

More than two thirds of those who report any active transport are sufficiently active (by WHO recommendations) through active transport alone. Those most likely to achieve an active life through forms of active travel are:

- younger people and those without access to a car or van;
- people who are unemployed, in a less affluent social class, and who leave full time education at an older age. (More information on the contribution active travel has on activity levels within population groups can be found in Appendix 1)

Improving access and participation in active travel for these groups therefore has the potential to have the **greatest impact in terms of increasing the activity levels of the most inactive population groups**, thereby helping to increase the health, wealth, individual development, social connectivity and outcomes of Greater Manchester who currently experience the greatest inequality.

In addition to the individual and collective benefits associated with increased physical activity (as summarised in 2,1 above), evidence shows ²that a collective increase in active travel can help address other disparities for example:

- **There is a higher incidence of injury and death from traffic collisions in lower socio-economic groups;** those who live in the most deprived areas have a 50 per cent greater risk of dying from a road accident compared with those in the least deprived areas; accident rates for children are four times higher in deprived areas; and more than a quarter of child pedestrian casualties happen in the most deprived 10 per cent of wards. (Power et al 2010).
 - **Young children, adults, and households in poverty have the highest levels of exposure to air pollution whilst having the lowest emission levels;** emit the least
-

nitrogen oxide (NOx) and particulate matter (PM) but are more likely to breathe the dirtiest air.

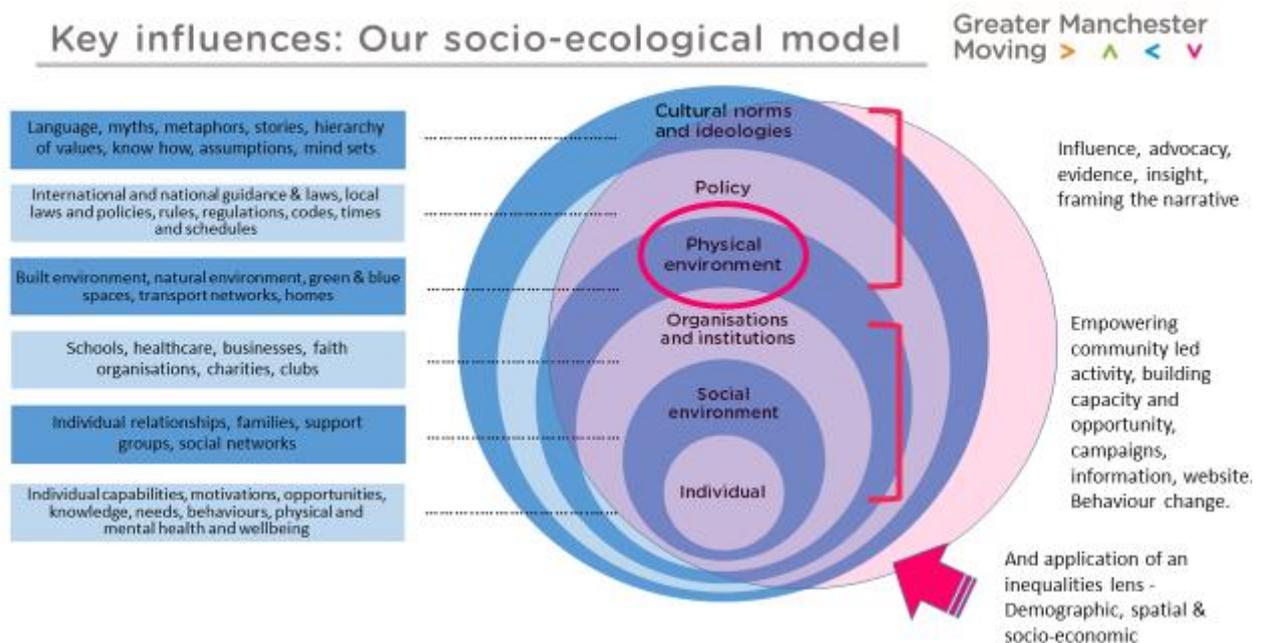
2.2 Why GM Moving matters for GM transport

Being a part of GM Moving, as a movement which spans people and organisations across the whole system, extends the reach to people and places beyond that which any one organisation can engage with.

There is also greater flexibility, freedom and agility as a movement to shift gears and paths to respond to needs and opportunities as and when they arise. Whilst dedicated resource is very small, as a network we can help to channel and draw upon resources already in the system to greater effect, enabling people, partners and organisations to contribute as and when they can, to take the conversation and evidence into different rooms, to grow advocacy and to listen to a greater number of people about their experiences.

GM Moving champions are natural allies and advocates for active travel, as part of a more accessible, integrated, reliable and sustainable transport network in Greater Manchester. By working together, we are better able to align all of the influences on activity engagement, to make it ever more possible and likely that someone will actively get about and live an active life.

The socio-economic model, below, guides us in this approach, showing the key changes we can make across each of the multiple layers that make up the system to effect system change.



This framework helps us to understand what influences how much we move across a whole system.

We recognise that the multiple layers in the diagram here *all* impact on whether or not someone is able to live an active life and that there is no one silver bullet to address inactivity. We know that telling people or ‘encouraging’ them to move more, telling them that it is good for them, is not in itself going to make the change. We have to work together as whole system to address the structural barriers and the things that are keeping the problem stuck in place.

Investment and responsibility for some areas of influence sit with specific organisations and leaders, e.g. changes to the physical environment, such as improved walking and cycling routes. However other areas of influence, such as changes to cultural norms and ideologies, have no specific home. As a movement we can convene, connect and facilitate to increase engagement, involvement and alignment between people and organisations across the formal and informal structures, supporting greater collaboration and progress towards common goals, and to shape a shared narrative and message as one GM, so we can better cut through the noise. We can also help connect, promote and signpost the pathways into active travel from walking, cycling, running for leisure or sport to support behavior change and modal shift.

TACKLING INEQUALITIES

3.1 Tackling Inequalities Together

Tackling the inequalities which stand in the way of some people living an active life, is core to the GM Moving mission. The determinants of activity reflect the wider determinants of health; for example we can’t address inactivity without addressing poverty and deprivation, or we will always be working in conditions that fight against us.

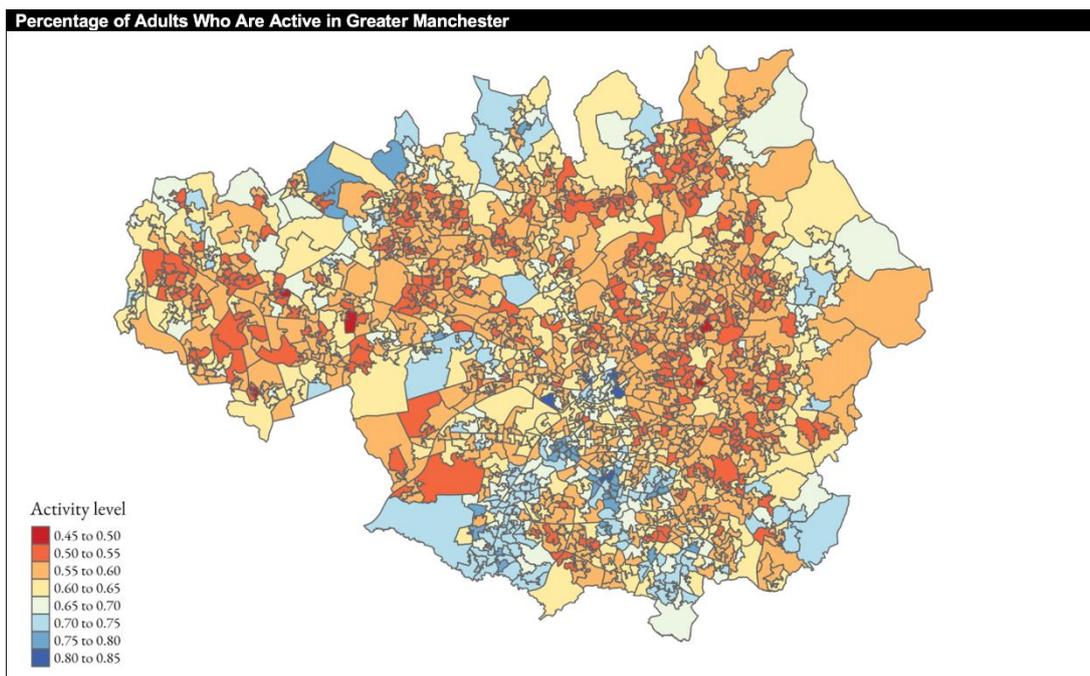
3.2 The Correlation between inactivity and deprivation / structural inequality.

The GM Moving evaluation partner Substance and Sheffield Hallam consortium recently conducted modelling of the Active lives data to identify predictive factors of physical activity (shown in the table below). This was then used with national datasets to stratify the population of interest based on the interaction between these factors. **The findings suggest a person’s probability of being active is almost entirely determined by four socio-economic factors: age, NS SEC, having a mobility disability and educational level.** Confirming that physical inactivity is strongly linked to deprivation and structural inequalities.

Table 1: Top Ten Predictive Factors of Physical Activity	
Variable name	Predictive score²
Age	2.33
NS-SEC	2.12
Mobility disability	2.09
Impairment	1.51
Age group	1.45
Disability	1.21
Work status	1.19
IMD education decile	0.85
IMD health decile	0.63
IMD income decile	0.61

¹ Kroese, J. (2020) *Supp*

² Using a combination of maximum information coefficient (miic) and Boruta importance values



The results shown as a heat map of activity levels in each super lower output area. Areas of lower activity correlate with areas of higher deprivation.

3.3 Pooling our Data and Insight

GM Moving takes an evidence-led approach, paying attention to both names and numbers, stats and stories, the visible, hard measures for outputs and outcomes, and the less visible, less tangible measures of change.

Collectively we are on a journey to get smarter about what we measure and why, the data and insight we collect, and how we best gather and layer data from across the system to help paint a more comprehensive picture. This is key to how we understand active travel behaviours, enablers for change and impact, moving beyond current outputs around number of miles travelled and speed of journeys, to better understand who is traveling, for what purposes, how and their experience, including the 'joy of the journey'.

How can we optimise the health, wellbeing and equality benefits of every journey undertaken, individually and collectively as well as the environmental and economic impact. This is key if Greater Manchester is to follow the recommendation set out in the recent report by the Greater Manchester Independent Equalities Commission, ['The Next Level: Good Lives for All in Greater Manchester'](#) to put wellbeing and equality goals at the heart of the Greater Manchester Strategy and align budgets, portfolios and activities to these so that good lives for all is the focus of everything Greater Manchester does.

RELEVANT PROGRESS AND NEXT STEPS

4.1 GM Moving Strategy Refresh – 'GM Moving In Action' 2021-31

The GM Moving strategy for 2021-31 is currently being refreshed, to be launched in September 2021. More information about the engagement process and emerging findings can be found in Appendix 2.

The new GM Moving strategy seeks to sharpen the focus on tackling inequalities and to target resources to the people and places where they are most needed in order to support those who are the least active (moving less than 30mins a week) to become active and stay active. To do more to encourage and enable leaders across the system to consistently apply an inequalities lens; to really think about the demographic, spatial and socio-economic inequalities and how they intersect.

Widening access and participation in active travel for all is key to how we achieve this mission and is a key priority in the new strategy.

4.2: GM Walking

Progress 2020-2021 includes:

- [GM Walking Festival](#) May 2019, Virtual Festival October 2020 and May 2021
- Co- produced, tested and launched [Walking Champions](#) resources and workshops. Delivered to 73 individuals from 50 organisations (e.g BAME Connect, Wigan and Leigh Carers Centre, Jigsaw Housing Association)
- Launched [The GM Daily Mile](#) Toolkit, with full support from The Daily Mile Foundation
- The GM Way [Campaign](#): Over 22 million impressions/impacts offline and online. Over 8,000 engagements on paid media building discussions online. Over 118,000 clicks to website to find routes, groups and inspiration
- Co-produced, launched and continually developed [Digital Tools](#) including the GM Walking website - (243,093 new users Nov 19-July 21, avg 1,709 sessions per day over the last quarter)
- 30 + short wellbeing walks on Go Jauntly App: Active users 5,184. The combined reach now over one million. Over 50% of the walks are step-free and so will appeal to wheelchair users and to families with pushchairs.
- Created and grown the [GM Walking Voice](#) Network– 577 members
- [GM Walking grants](#) (89 small/medium and 5 partnership – £225k in total) supporting VCSE groups to enable walking.
- Specific conversations took place as part of the GM Moving Strategy Refresh on walking to include Walking Voice hosting specific sessions as part of the Big Active Conversations in March and June 2021.
- Developing the walking chapter for **GM Moving in Action Strategy**
- [Animation \[4min video\] 'Taking Small Steps for a Walkable Greater Manchester'](#)

Next steps: Key Ambitions and Deliverables: 2021/22

- Develop a **deeper understanding across the system** of what approaches and ways of working support our collective aim to enable the greatest number of people possible to routinely walk - Evaluation report (summer 2021), event and walking animation
- **Strengthen and diversify ['The GM Walking Voice'](#) network** to strengthen the advocacy for diverse groups
- **Work with TfGM to support the delivery of Streets for All, particularly in relation to engagement with diverse groups, developing a delivery plan for the**

International Walking Charter and strengthening the connection to the planning sector.

- **Share and widen the reach of [resources/approaches](#)** to support everyday walking in localities and tools to support walking champions
- **Ensure resources/approaches are inclusive** and bespoke to those who need them most.
- **Gather and use diverse imagery** providing relatable visibility and inspiration to walking in all communities.
- Work with GMCVO to **support the small/medium and partnership projects** funded via [GM Walking Grants](#)
- **Expand the Daily Mile** concept across the life-course, in a variety of community and organisation settings via the [GM Daily Mile Toolkit](#).
- Capture stories of what's working well and learning from what's not.
- Closer involvement with TfGM '**Bee A Champion**' **workforce development programme** to enhance community engagement and a walking perspective

4.3 Active Travel for Over 50s

Progress 2020-21 includes:

- GM Moving Active Travel & Over 50's working group established in May 2020, including: GM Moving lead, GM Ageing hub, GreaterSport, Centre for Ageing Better, TfGM and University of Manchester to look at existing evidence, speak to range of stakeholders and opportunities for influence and change.
- Evidence review undertaken and two workshops with TfGM (Jan and June 2021). Discussions as part of GM's Big Active Conversation. Contribution to Centre for Ageing research and webinar on active travel for over 50s ([See interim evidence review by Centre for Ageing](#)). Emerging findings and recommendations informing GM Moving Strategy refresh. Developing metrics with TfGM colleagues. (See slides in appendices for draft recommendations)
- Builds on: GM Transport Strategy 2040 Network Principles; priorities set out in Age-Friendly Transport plan (Charles Musselwhite report in 2018); Place work in Greater Manchester including Ageing in Place, Age-friendly neighbourhoods, active design, active neighbourhoods and 20 minute neighbourhoods.
- Specific conversations took place as part of the GM Moving Strategy Refresh with the GM Ageing Hub and Older People's Network.

Next steps: Working group to publish report in September 2021 with full list of recommendations.

4.4 Active Travel for Children and Young People

Progress 2020-21 includes:

- TfGM commissioned Sustrans report on School Streets in Greater Manchester
- The GM Youth Task Force highlighted active travel as a priority as part of Youth Guarantee.
- Increasing number of school play streets / school street trials across Greater Manchester.
- Several Greater Manchester Councils adopt Play Street Policy making it easier for resident to temporarily close their roads to create car-free space to play. Increasing numbers of play streets, quiet streets and active streets.

- £500k ring-fenced to support GM school streets, Districts invited to apply.
- Some GreaterSport / TfGM pool bikes allocated to youth projects.
- Attempts to establish a working group hampered by Covid pressures and capacity challenges.
- Enabling more children, young people and their families to actively travel, to include a safer, greener school run, an emerging priority in the GM Moving Strategy refresh.

Next steps: Agree the level of ambition as part of GM Moving refresh and how best to meet capacity needs. Establish a working group to help take forward.

4.5 Active Travel and Low Income Families / Lower socio-economic groups

Progress 2020-21 includes:

- Increased data capture and analysis
- Work with GM housing associations
- Bike Back to Work schemes
- Big Bike Revival in GM and support of community cycle projects
- Purchase and distribution of GreaterSport/TfGM pool bikes
- Active neighbourhoods and connection with local pilots, natural capital projects, housing associations and social prescribing

Next steps: Agree the level of ambition as part of GM Moving refresh and how best to meet capacity needs.

4.6 Active Travel for Disabled People and people with Long-term health conditions

Progress to date includes:

- Increased data capture and analysis
- Signposting, support and promoting of cycling for all hubs – active hubs in every District.
- Discussions and collaboration with GM Disabled People’s Panel, the GM Coalition of Disabled People, Activity Alliance, EmpowerYou and Cycling Projects to include specific sessions as part of the Big Active Conversation and draft report on inclusive cycling.
- Various projects and pockets of work taking place across Greater Manchester, e.g. Sport England Tackling Inequalities funded work in Trafford with Cycling Projects and Learning Disability Partnership
- Spread and growth of social prescribing to include GM EOI for new social prescribing for active travel.
- Undefeatable campaign

Next steps: Agree the level of ambition as part of GM Moving refresh and how best to meet capacity needs. Await outcome of Social Prescribing EOI. Cycling Projects to present to Transport Committee on 20 August 2021.

4.7 Other steps to explore for addressing inequalities in active travel

- **Safer streets:** A priority raised through the strategy refresh engagement was around safety concerns as a result of racism, islamophobia, misogyny, and other forms of discrimination and hate. A clear ask to address in collaboration with GMP and GM partners and as part of

response to Black Lives Matter and Reclaim the Streets movements. Ensure action for safer streets is carried forward as part of GM VAWG strategy.

- **Equality impact assessments:** Questions also raised during the engagement process around the completion and quality of equality impact assessments on all transport and related policies. Recommendations have included GM audit, the sharing of best practice and training offers.
- **Physical Activity and Health Impact Assessments:** Recommendations that GM hard-wire good active design and greater health equity into all policy. Examples of other places that have introduced Physical Activity Impact Assessments. Recommendations of the Independent Equalities Commission to adopt health and equality impact assessments for all policy.

RECOMMENDATIONS:

The report is for information and the GMTC is requested to note the content of this report.

The GM Transport Committee is requested to:

1. Consider and note the contents of the report and the presentation by Cycling Projects.
2. Agree areas to be prioritised for future reporting to the committee. (*Suggestion: Autumn: Active Travel and Over 50s; Winter-Spring: GM Walking; Spring-Summer: Active Travel and Children and Young People, Active Travel for Low-income Families/LSEGs.*)
3. Invitation for committee members to help shape future GM Moving priorities around active travel as part of the GM Moving Strategy Refresh.
4. Feedback is welcomed from members on opportunities and ways to help further grow the movement and the diversity of the movement and to usefully share the learnings to support other areas of work

Appendix 1

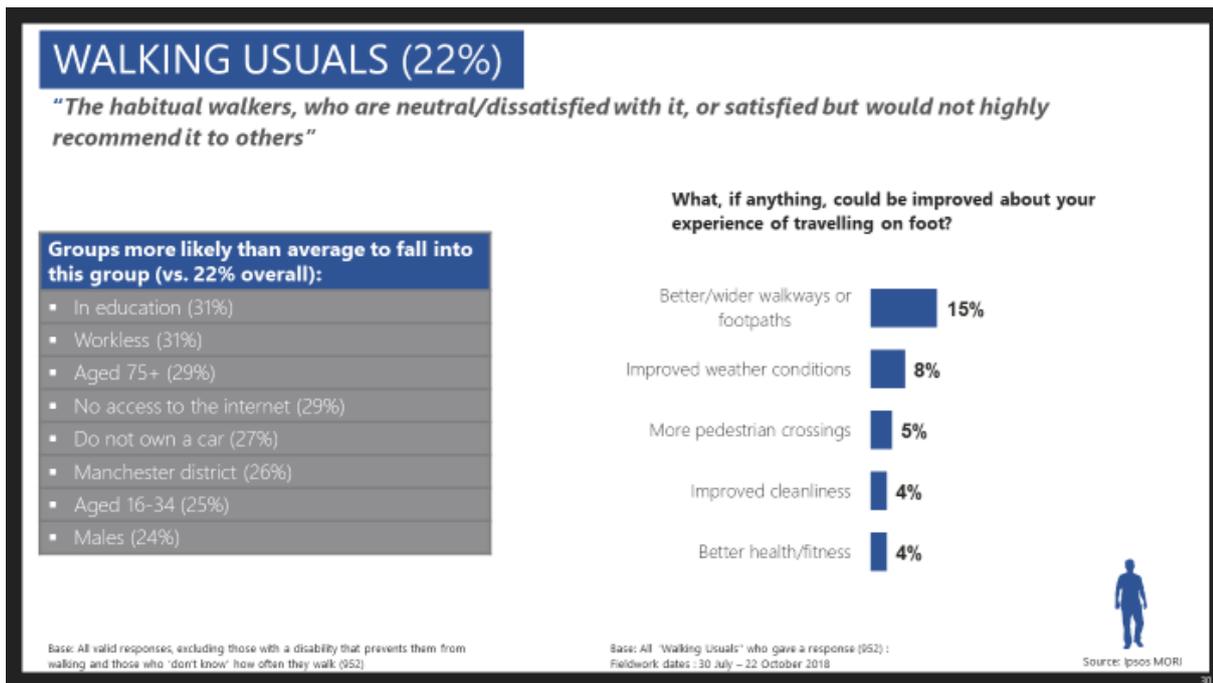
Data and insight – active travel contribution to activity levels

5.1 Active Lives Data for Walking - contribution to activity levels

There are marked differences (statistically significant) between different groups in the extent to which they are reliant on walking for travel to achieve recommended levels of activity:

- **Walking: Children and Young People** Walking to get to school and other places makes a significant contribution (40.4%) to the overall physical activity of children (Analysis of the Active Lives Children Survey shows the extent of contribution). Data shows a marked decrease in the proportion of 'walking to get to school and other places' as children get older, from 70.9% participation among years 1 and 2 (aged 5-7 years), to 34.9% participation among pupils in years 9 to 11 (aged 13-16 years).
- **Walking: Older Adults** 17% of those aged over 85 years and who achieve threshold levels of physical activity are dependent on walking to achieve these levels, compared with other age groups (other age groups range from 7% to 13%).
- **Walking: Socio-economic status** 8% of NS SEC 1-2 (higher income groups) who achieve threshold levels of physical activity are dependent on walking to achieve sufficient physical activity, compared with 10% of NS SEC 3-5 (middle income groups) and 16% of NS SEC 6-8 (lower income groups).
- **Walking: Gender** 12% of women who achieve threshold levels of physical activity are dependent on walking to achieve these levels, compared with 9% of men
- **Walking: Disabled People and People with Long-Term Health Condition** 16% of disabled people who achieve threshold levels of physical activity are dependent on walking to achieve these levels, compared with 10% of people with no disability
- **Walking: Race and ethnicity** People from South Asian, Black and Other ethnic groups who achieve threshold levels of physical activity are more dependent on walking to achieve these levels relative to other ethnic groups.

Walking Usuals: The Ipsos MORI data, 2018 (commissioned by TfGM)



5.2 Cycling

Whilst we have analysed a range of different data sources³ we do not currently have the equivalent active lives data for cycling as we do for walking. There is a general lack of data on who is cycling which poses a constant risk in terms of ensuring we are designing for people in their diversity.

Sustrans are currently gathering data for their next Greater Manchester Bike Life Report. Their [2019 Greater Manchester Bike Life report is available here.](#)

To date cycling policy has commonly served the needs of people that are more likely to already cycle. People that are already privileged in society. The recent '[Cycling for Everyone](#)' report by [Arup and Sustrans](#) suggests that 'the potential to engage others is huge' and shows that nationally, 55% of people from ethnic minority groups, 38% of people at risk of deprivation, 36% of women, and 31% of disabled people who do not cycle would like to start. The propensity to cycle tool maps the appetite to cycle in a local area.⁴

The research also found that whilst differences exist between different demographic groups, many of the barriers that we need to overcome to increase diversity in cycling are shared. Many solutions would help most people who do not cycle, to start. The report makes a series of recommendations

³ Active Travel Workshop April 2021 file: National Highways and Transport (NHT) public satisfaction survey C&W slide deck– includes disability and age differences in perceptions of walking provision

TFGM Sales Funnel TfGM active travel summary v2: includes information on demographic over/under-representation of different segments in the GM Sales Funnel (champions to rejectors)

Cycle ownership by household characteristics: TRADS household bike ownership (showing differences by income/deprivation)

TRADS Yr8 cycling evidence: includes age, gender, ethnicity, disability (2017-2019)

[Greater Manchester Bike Life Report, 2019](#)

[Cycling for Everyone: A guide for inclusive cycling in cities and towns, Arup, 2020](#)

[Active Travel and Physical Activity evidence report, Sport England, 2019](#)

⁴ <https://www.pct.bike/m/?r=greater-manchester>

on what to prioritise in cycling strategies, plans, investment and evaluation frameworks in order to make cycling representative of people who live and work in towns and cities across the UK.

The demographics data for Greater Manchester differs significantly across the different localities and becomes more representative of the population in areas where there is a higher number of daily cycle trips, for example, in Manchester and Trafford, which account for nearly 60% of the daily cycle trips in the city region, around 30% of daily trips are undertaken by women, in contrast to just 8-10% in Wigan and Rochdale where there is a much lower level of overall cycling. This reflects the picture internationally, which show that in countries like the Netherlands and Denmark where cycling is more normalised, the gender gap has disappeared and in some cases reversed as has the age gap.

Appendix 2

6.1 GM Moving Strategy Refresh: Engagement Process

The GM Moving vision and plan cannot and does not belong to any one organisation or person. It is for all of us to own together. **'Nothing about us, without us'** is the mantra and has informed the process for shaping a shared vision and priorities for the next decade.

In addition to the normal everyday conversations and collaborations that take place which are continually informing and shaping the work and direction of travel, [a series of conversations were convened as part of the Greater Manchester Moving Strategy refresh](#), bringing together over 800 people over six months from January – July 2021 in online conversations and with over 2000 people engaged in total via different mediums. Just like our work together, these conversations were both big and small, far reaching and targeted, to include the following specific conversations:

- The Big Active Conversation March 2021 - [Summary report here](#)
- Tackling Racism and Racial Inequality in Sport, Physical Activity and Active Lives in Greater Manchester - [Summary report here](#)
- Shaping a strategy together for the next decade: with and for people living in poverty - [Summary report here](#)
- Inclusive Economy - [Summary report here](#)
- What helps VCSE Organisations Keep Greater Manchester Moving? - [Summary report here](#)
- Active Ageing - [Summary report here](#)
- Contribution of Sport - [Summary report here](#)
- GM Moving and worklessness - [Summary report here](#)
- GM Moving for GM Recovery
- The Big Active Conversation June 2021 – report awaited What helps VCSE Organisations Keep Greater Manchester Moving?
- Active Children and Young People
- Active lives for the LGBTQ+ Community
- Active Lives for Women and Girls
- Active Lives for Disabled People

6.2 What we've heard matters to people:

- Inclusion, inclusion, inclusion – importance of involving people at early stage in design, decision-making and policy.
- Develop a more inclusive workforce across all elements of walking, cycling, active travel.
- Ensuring all communications – language, imagery, narrative, stories - are inclusive and relevant to people and reflective of local place.
- Enabling people to get around in a way that is healthy, safe and efficient, is key to people's participation in civic life in our communities and in the city region as a whole.
- Having the ability to design physical activity into people's day to day life builds a sense of control over our lives, and an ability to design more good days and good health.

- Being able to participate all forms of travel and physical activity with others, as a family, friends, colleagues - 'think family and community' when designing infrastructure and activities to ensure inclusive.
- Designing safe spaces to sit, chat, dwell and play on the way helps increase participation, motivation, fun and friendship and counter loneliness.
- Access to safe, quality green and blue spaces, benefits felt for our physical and mental wellbeing.
- Recognising different equipment needs and helping overcome the cost barrier, e.g. more active wheelchairs with wider tyres are needed for some journeys/paths, cycle storage and access for tricycles and adapted cycles.

6.3 Emerging GM Moving Vision: Working together to enable active lives for all

Moving as a normal part of everyday life for all Greater Manchester people, families and communities, in all their diversity, moving their own way, everyday. Regardless of age, race, sex, gender, sexuality, faith, disability, caring responsibilities, income, wealth or postcode. A culture of everyone moving, everyday - whoever, wherever and whatever your way, the day, or the weather! We are ALL active souls, with active soles!

The core message is to move your way and to support others to find their own way to move. However ordinary or extraordinary...

Figures 1-4 show the draft narrative being worked on as part of GM Moving Strategy refresh

GM MOVERS
whoever, wherever, whatever...

WHOEVER YOU ARE
Moving is for you. Whatever your age, background, ethnic and cultural identity, gender, sexual orientation. We are all made to move. You don't need to be an athlete - though you might be! Just move however you want to.

WHEREVER YOU LIVE, WORK & PLAY
Grow and spread place-based approaches, assets, partnerships and active design at a Greater Manchester, locality and neighbourhood footprint

WHATEVER YOUR ROLE & PURPOSE
The more people are helping people to move the better. Everyone can play an important role as part of a collective movement for movement.

WHATEVER THE DAY, TIME OR WEATHER
Together we can make it easier for people to move as and when they want to and make moving a normal part of every day life for all.

Greater Manchester Moving

GM MOVING 2021-31

our shared approach



ACTIVE LIVES FOR ALL

Work with and for people, families & communities in all their diversity, across the whole life-course. Listen and grow community involvement, leadership, power and ownership.

ACTIVE PLACES

Grow and spread place-based active approaches, partnerships, advocacy and environments in Greater Manchester, localities and neighbourhoods



MAKING EVERYDAY MOVING A NORM

Facilitating a cultural shift. Making it the norm for people to move as part of every day life, whoever, wherever and whatever the way, day, time, or weather.



INCLUSIVE SPACES & ACTIVITIES

Widen access and participation - move physical activity, sport and active lives within easier reach of people and communities who are currently underserved and underrepresented

ACTIVE GM RECOVERY & RESET

Promote whole-system integration & transformation. Lead, model and embed a whole-system approach to physical activity and contribute to good lives for all.



Greater Manchester Moving > < v

GM MOVING 2021-31

our shared priorities

ACTIVE LIVES FOR ALL

- Think family, community & equality
- Active children & young people
- Active adults
- Active older adults

ACTIVE PLACES

- Partners working together in place
- Place-based approaches are spreading & growing.
- Good, inclusive active design, planning & infrastructure in place.

EVERYDAY MOVING A CULTURAL NORM

Making it the norm for people to move as part of every day life, whoever, wherever, and whatever the way, day, time, or weather.

WIDENING ACCESS & PARTICIPATION

- Inclusive sport, leisure & physical activity opportunities
- A good walking city region
- Active travel is the natural choice
- Good digital access & innovation

WHOLE SYSTEM RECOVERY & RESET

- An enabling system & structures
- Integrated health & care
- Good physical & mental wellbeing for all
- A green & sustainable city region
- Community power & ownership
- An inclusive economy

Greater Manchester Moving > < v

GM MOVING 2021-31

our theory & models of change (ways of working)



OUR POINTERS FOR PRACTICE

To guide us all in the various roles we play as part of the GM Moving movement for movement.



GROWING AS A MOVEMENT FOR MOVEMENT

Growing as a diverse and inclusive movement across Greater Manchester, recognising and valuing the multiple and varying roles we all play and contributions we all make.

ENABLERS OF CHANGE



Enabling active lives

DEVELOPING AS A HUMAN LEARNING SYSTEM



Prioritising learning

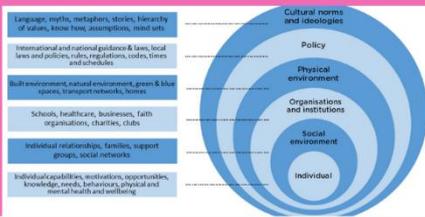


Thinking in systems



Focusing on relationships

PROMOTING A WHOLE-SYSTEM APPROACH TO PHYSICAL ACTIVITY



Greater Manchester Moving > < < <

Greater Manchester Moving Vision: Active lives for all

	KEY THEMES	PRIORITIES	PRINCIPLES	ENABLERS	CATALYSTS	OUTCOMES	
BEHAVIOUR CHANGE - OPPORTUNITY, CAPABILITY & MOTIVATION TO BE ACTIVE STRUCTURAL & SYSTEMIC CHANGE - DESIGNING OPPORTUNITIES INTO PLACES & POLICY CULTURE CHANGE - MAKING MOVING THE NORM	ACTIVE LIVES FOR ALL Working with and for the least active people, families & communities	<ul style="list-style-type: none"> Equalities Children & young people Active adults & older adults 	Person-centred - move your way Strength-based	How we create the conditions Involving local people & growing assets Strategic leadership enabling collective leadership Effective work across & between sectors Transforming governance & processes Learning & adapting	Engagement & involvement Communications People, leadership & workforce Digital access & innovation Research, insight & learning	Individual development, physical & mental health & wellbeing	
	INCLUSIVE PARTICIPATION Widening access & participation in physical activity, sport & active travel	<ul style="list-style-type: none"> Inclusive sport & leisure Walking & wheeling Inclusive active travel Digital access & offer 	Nothing about us, without us Equality, diversity & inclusion	Community-first	POINTERS FOR PRACTICE As leaders and advocates Bring people together and enable them to engage	People, leadership & workforce Digital access & innovation Research, insight & learning	Social & community development
	ACTIVE PLACES Growing & spreading place-based active partnerships, approaches & environments	<ul style="list-style-type: none"> Addressing spatial inequities Place-based approaches Working together in place Active design & environments 	Everyone has a role to play Build trust & honesty	Sustainability	Be relational not transactional Explore different perspectives	Investment	Inclusive economic development & resilience
	ACTIVE RECOVERY & RESET Connecting, integrating, embedding & advocating for active lives as a whole system	<ul style="list-style-type: none"> Physical & mental well being Integrated health & care Inclusive economy Community power & assets Green & sustainable GM 	Spread & grow Proportionate universalism	Whole system approach	Stay open to different path & pace Put into practice - head, heart & hands	Governance & accountability	Healthy, connected, liveable neighbourhoods
	EVERYDAY MOVING Facilitating a cultural shift, making moving the norm for everyone, everyday.	<ul style="list-style-type: none"> Conditions for culture change Imagery, language & stories Hierarchy of values Myths & metaphors Know-how & mindset 	Evidence-led, names & numbers, stats & stories			System maturity, health & resilience	
						Green and sustainable GM	
						Good lives for all	
	Our what		Our how		Our why		

Greater Manchester Moving > < < <

Contributing towards GM recovery & resilience; strong, connected communities; an inclusive economy, greater equality, public service reform, cleaner air, a zero-carbon, green city region