

Greater Manchester Combined Authority

Date: 17 December 2021

Subject: GM Moving In Action - GM Moving Strategy 2021-31

Report of: Andy Burnham, Mayor of Greater Manchester and Steven Pleasant Portfolio
Lead Chief Executive for Healthy Lives & Quality Care

Purpose of Report:

To provide GMCA with the final draft of the GM Moving in Action Strategy to endorse, with thanks to all partners for their contributions.

Recommendations:

The GMCA is requested to:

- Endorse the Strategy and the approach set out, for local authorities and other partners across the system to enact.
- Recommend that senior leaders from across Greater Manchester agencies continue to provide visible strategic leadership on this agenda at the highest level.
- Recommend that Local Authority senior leaders provide ongoing support to their district integrated locality teams and local networks, supporting culture change, system change and behaviour change.
- Recommend that Local Authorities facilitate a meeting of key strategic leaders across the integrated system in each district in 2022.

Contact Officers







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Equalities Impact, Carbon and Sustainability Assessment:

Impacts Questionnaire			
Impact Indicator	Result	Justification/Mitigation	Word Count
Equality and Inclusion	G	The strategy sets out key commitments for increasing equality, equity and inclusion	12
Health	G	The strategy goal is Active Lives for all, improving physical and mental health of population	15
Resilience and Adaptation	G	The strategy includes commitments to enhancing climate resilience and adaptation	10
Housing			0
Economy	G	The strategy includes commitments to good jobs, an inclusive economy and economic inclusion	13
Mobility and Connectivity		The strategy includes commitments to enabling walking, cycling, wheeling and active travel and to spreading and growing active design	19
Carbon, Nature and Environment	G	The strategy includes commitments to net-carbon ambitions and enhancing natural environment	11
Consumption and Production			0

Carbon Assessment				
Overall Score				
Buildings	Result	Justification/Mitigation		
New Build residential	N/A			
Residential building(s) renovation/maintenance	N/A			
New Build Commercial/Industrial	N/A			
Transport				
Active travel and public transport				
Roads, Parking and Vehicle Access	N/A			
Access to amenities	N/A			
Vehicle procurement	N/A			
Land Use				
Land use	#####			
No associated carbon impacts expected.	 High standard in terms of practice and awareness on carbon.	 Mostly best practice with a good level of awareness on carbon.	 Partially meets best practice/ awareness, significant room to improve.	 Not best practice and/ or insufficient awareness of carbon impacts.

Risk Management

Risks will be identified and managed throughout the work, within each of the priority areas, by the organisations leading specific work strands and programmes.

Legal Considerations

There are no specific legal considerations to the GM Moving in Action plan as a whole.

Financial Consequences – Revenue

There are no specific financial consequences to the GM Moving in Action plan as a whole.

Financial Consequences – Capital

There are no specific financial consequences to the GM Moving in Action plan as a whole.

Number of attachments to the report:

2 (GM Moving In Action Strategy and Slide Deck)

Comments/recommendations from Overview & Scrutiny Committee

n/a

Background Papers

[Uniting the Movement \(Sport England's national strategy\)](#)

[Global Alliance for Physical Activity: Investments that Work.](#)

Greater Manchester Strategy

[Independent Inequalities Commission Report](#)

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?

No.

GM Transport Committee

n/a (strategy included in papers going to the Transport Committee on 10 December 2021 as part of a GM Moving update report on Active Travel and Over 50s)

Overview and Scrutiny Committee

n/a

1. Introduction

1.1 GM Moving in Action is our Greater Manchester strategy for physical activity. It is shaped and powered by GM Moving, our 'movement for movement'.

1.2 Everyone has a role to play in GM Moving; people, communities and organisations, from every sector and place across the city region, pulling in the same direction and with a shared goal to help people move more. We're united by a shared passion and commitment for what we do, why we do it and how we do it.

1.3 This document, '[GM Moving in Action](#)', is our strategy for doing this, setting out what we'll do to get people moving more by designing moving into everyday life. Helping people move a little more, making it easier to be active and a natural part of how we all live, travel, work and play in Greater Manchester.

1.4 It is also a call to action, to the people of Greater Manchester, to join in on this quest. To support good lives for all in Greater Manchester. For a happier, healthier, more connected Greater Manchester.

1.5 This [short video](#) brings the GM Moving in Action mission to life and is a call to action in our leadership, community and family life.

1.6 Over 2,000 people were involved in the development of this strategy. [Click here](#) to learn more about the engagement process and what was learnt along the journey.



2. GM Moving in Action Framework

> Our Mission

- Active lives for all

> Our 5 key priorities

- People, families and communities
- Inclusive participation and access
- Active places
- Whole system integration
- Culture change

> Our 7 catalysts

- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce



> Our ways of working

- Values-led
- Whole system
- Movement-building
- All leaders
- Enabling change
- Learning together

> Key outcomes

- Physical & mental wellbeing
- Individual development
- Social & economic inclusion
- Strong communities
- Environmental sustainability



Enablers

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

2.1 This visual captures our shared mission, key priorities, the catalysts, our collective ways of working, key outcomes and enablers. These all align to the priorities and principles of the Greater Manchester Strategy, and this plan will be a key building block for delivering on our shared GM outcomes.

2.2 The strategy comprises two things:

- A [core strategy document](#), outlining how we got here together, why moving matters more to people, communities and our shared work as we continue life in the pandemic, and what we'll do next together.
- A new [GM Moving website](#) which provides detailed plans for each priority; the latest GM Moving insight, data and evaluation; stories, articles and case studies; and a space for each of the ten localities to share how the whole system approach to Active Lives for all is being led in their integrated local system.

3. Where are we now, and where next?

3.1 The strategy was shared at an [online launch and conference event](#) in September, with over 400 people and a range of community, locality, Greater Manchester and national leaders supporting sessions on the strategy. These included panel discussions on the collective leadership required, with Andy Burnham, Jaweeda Idoor (GMHSCP), Pritesh Patel (Bury Council) and Tim Hollingsworth (CEO Sport England) and the learning that can inform our approach to the next phase of GM Moving, with the GM Moving evaluation partner.

3.2 Since the launch, each priority within the strategy is being progressed, with leadership coming from across the whole system, under the GM Moving Executive Group. This group comprises members from GMCA, GMHSCP, TfGM, 10GM, GM Active, GreaterSport, Sport England. A review of governance has taken place to ensure that the group can lead effectively into the next phase.

3.3 [GreaterSport](#), the Active Partnership for Greater Manchester, continue to play a pivotal role in leading, supporting and connecting partners across the system in a distributed and collective leadership model. They have launched their [business plan](#) in support of GM Moving, with detailed priority plans for each area of the strategy, ensuring that the collective leadership model is well serviced and supported. The strategy is well aligned with Sport England's new 10 year strategy '[Uniting the Movement](#)' and Sport England's commitment to Greater Manchester continues to be strong.

3.4 All members of the GM Moving Executive Group have [outlined their role](#) in GM Moving and are leading across priority areas, for example, [GM Active](#) will launch their strategy in support of GM Moving and Uniting the Movement, in January.

3.5 As we continue the implementation phase, we will continue to lead and learn together, with our evaluation partners providing objective, real time learning with embedded researchers in every locality.

4. The Call to Action for GMCA leadership

4.1 A key priority in this phase is the engagement of strategic leaders in each locality, to build on the fantastic work so far, and to support recovery from the impacts of the pandemic.

4.2 The GMCA is requested to:

- Endorse the Strategy and the approach set out, for local authorities and other partners across the system to enact.
- Recommend that senior leaders from across Greater Manchester agencies continue to provide visible strategic leadership on this agenda at the highest level.
- Recommend that Local Authority senior leaders provide ongoing support to their district integrated locality teams and local networks, supporting culture change, system change and behaviour change.
- Recommend that Local Authorities facilitate a meeting of key strategic leaders across the integrated system in each district in 2022, which can be supported by Hayley Lever and Eve Holt.

5. Measuring progress and outcomes

5.1 The GM Moving ambition is Active Lives for All by 2031. Indicators of change are being developed across the five priority themes set out in the strategy. Names and numbers, stats and stories are all important indicators of change.

5.2 The key indicator (incorporated into the performance framework for the Greater Manchester Strategy) is the % of people who are active or fairly active (Source: Sport England Active Lives survey).

5.3 Further indicators of change to be measured across priority themes:

- **Equity and equality** - Narrowing inequality gaps in activity levels across Greater Manchester communities. Monitored through spatial disaggregation by locality and data on participation in physical activity to include demographic disaggregation by



age, sex, disability, ethnicity and broad socio-economic classification (other demographic characteristics will be monitored where possible). Evidence on trends will be central to reporting, in order to inform the targeting of activity and resources to ensure a narrowing of the gaps.

- **Participation and inclusion** – Increase in participation of previously underrepresented groups in opportunities to be physically active including active travel, sport and leisure.
- **Place based-working and active design** – An increase in activity levels, participation, collaboration and good design for more active lives, in targeted neighbourhoods illustrated by stories of local people.
- **System conditions** – The enablers and conditions for active lives are growing and spreading. Broadening involvement and advocacy for active lives, new faces/ organisations in different rooms/ conversations, and physical activity embedded in policy, plans and discussions across whole system.
- **Cultural shifts** – Changes toward more inclusive and expansive language, imagery, stories, metaphors, values across the system to make active lives feel attainable and attractive to everyone.

6. Conclusion

6.1 Engagement in physical activity underpins better health outcomes, improved mental health and wellbeing, and aligns to GM’s active travel and low carbon ambitions.

Why moving matters



> £4 for every £1 spent

Is the Social Return on investment in sport and physical activity.

> £9.59bn

Amount generated in England by improved physical and mental health.

> £14.22bn

Amount that contributes nationally to enhanced social capital.