

Greater Manchester's Physical Activity Strategy

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GM Moving in Action 2021-31



Why Moving Matters

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Physical health and wellbeing



Adding life to years and years to life. Benefits include reduced risk of long-term health conditions.



Mental health and wellbeing



Helps lift the mood, releasing 'feel-good' endorphins, and supports long-term mental health.



Individual development



Increases school readiness, educational attainment, self-esteem, productivity and independence. Supporting social and economic inclusion.



Social and community development



Increases social trust, belonging and community participation. Improves road safety, quality of life, environment and place. Reduces loneliness.



Economic development



Generates good employment, community wealth building and productivity at work. Saves money to the public purse and reduces sickness absence.



Environmental sustainability



Promotes more sustainable living, travel and places. Contributes to decarbonisation, cleaner air and a greener, healthier environment.

> £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.

Strategy Framework

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> 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



Shifting all the influences....

Language, myths, metaphors, stories, hierarchy of values, know how, assumptions, mind set, imagery

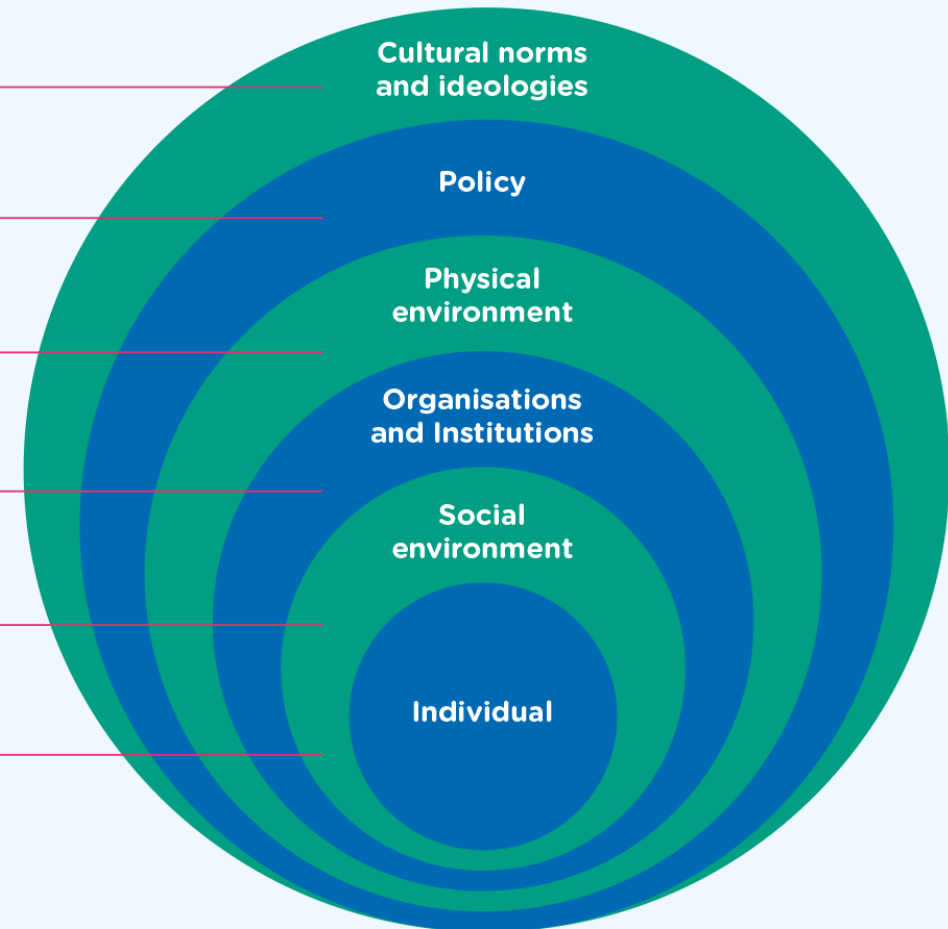
International and national guidance and laws, local laws and policies, rules, regulations, codes, times and schedules

Built environment, natural environment, green and blue spaces, transport networks, homes

Schools, health care, businesses, faith organisations, charities, clubs

Individual relationships, families, support groups, social networks

Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing



Creating the conditions for an Active GM



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

Recommendations

Key asks of leaders across the Combined Authority:

- Continued visible strategic leadership on this agenda at the highest level, to enable collective leadership in your place.
- Provide ongoing support to your integrated locality teams and local networks as they continue to play their part in supporting Active Lives for All.
- Facilitate a meeting of key strategic leaders across the integrated system in your place, in the New Year, which can be supported by Hayley Lever and Eve Holt.

