Greater Manchester’s Physical Activity Strategy

GM Moving in Action 2021-31
Why Moving Matters

**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

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

Our 7 catalysts
- Involving & engaging
- Marketing & comms
- Investment
- Governance
- Digital access & innovation
- Learning, research & insight
- Leadership & workforce

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.