

Greater Manchester Combined Authority

Date: 12 July 2024

Subject: GM Moving Update: MOU Refresh, Place Partnerships and Health Integration.

Report of: Andy Burnham, Mayor of Greater Manchester and Tom Stannard, Chief Executive of Salford City Council

Purpose of Report

To share a strategic update on GM Moving:

- MOU refresh with Sport England
- Place Partnerships and Deepening Investment (Sport England)
- GM ICP Plans for 2024-5 and beyond.

Work area	Purpose
MoU	Share the refreshed MoU for formal sign off ahead of a presentation and event on 27 September with MOU partners.
Place Partnerships (Deepening of GM/Sport England Local Delivery Pilot)	Share the plans, timescales and next steps for Place Deepening and investment.

GM ICP Plans for GM Moving (2024-5)	Share priorities and seek support for strategic and distributed leadership through across the system in every locality.
GM Moving in Action 3 Year Celebration Event	Notify colleagues of planned event on September 27 to align with GMCA and ICP Boards.

Recommendations:

The GMCA is requested to:

1. Approve the refreshed MOU with Sport England and wider GM Moving Partnership Board members.
2. Note the contents of the report on Place and Health Integration.
3. Note the recommendations, next steps and support strategic and collective/distributed leadership on these areas.
 - o Please read the MOU (Appendix 1) and support your leadership and teams to fully engage with this work as we move forward.
 - o Place Deepening: Please note the progress, timescales and methodology outlined. The Place Partnership Network (including locality leads) are continuing to develop local plans for peer review and final submission to Sport England in August 2024.

Contact Officers

Tom Stannard, CEO Salford City Council and GM Moving Partnership Board Chair.

Hayley Lever: CEO, GM Moving (hayley@gmmoving.co.uk)

Equalities Impact, Carbon and Sustainability Assessment:

Recommendation - Key points for decision-makers

WLT are requested to:

1. Note and comment on the contents of the report..
 2. Note the recommendations, next steps and support strategic and collective/distributed leadership on these areas.
- Please read the MOU (Appendix 1) and support your leadership/teams to engage with it ahead of July GM ICP/GMCA meetings.

Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	<p>Taking a universal and targetted approach to the delivery of the investment across the localities and communities in Greater Manchester with a focus throughout on tackling inequalities</p> <p>Taking a universal and targetted approach to the delivery of the investment across the localities and communities in Greater Manchester with a focus throughout on tackling inequalities.</p> <p>Working across the system and with different stakeholders and partners the work will improve people's access to public servcies by better understanding the barriers and co-designing interventions. Focus on culture and system change, reform and transformation in all areas of the work.</p> <p>The Place Partnership investment has key principles to the approach one of which is ensuring community engagement and involvement in shaping the work to get people moving more in communities.</p>
Health	G	<p>The ambition of the Place Partner investment and GM Moving in Action is to create the conditions to enable Active Lives for All and create population level changes in participation in sport, physical activity and movement.</p> <p>Studies show greater levels of physical activity have a positive impact on an individuals mental health in the short, medium and long term.</p> <p>The ambition of the Place Partner investment and GM Moving in Action is to create the conditions to enable Active Lives for All and create population level changes in participation in sport, physical activity and movement.</p> <p>More people in communities being active will decrease levels of social isolation.</p>
Resilience and Adaptation	G	<p>The GM Moving in Action Strategy includes a commitment to support local resilience and adaptation. The MoU affirms this commitment and supports partners to work well together to respond to the changing needs of people and place and to spread and grow ways of working and values that best enable system resilience and adaptation.</p>
Housing		<p>The design and creation of healthy, active places and environments is a key GM Moving priority in the strategy to include contribution towards creating healthy homes.</p>
Economy		<p>The GM Moving strategy speaks to the relationship between physical activity and economic activity and includes specific priorities to support good employment and active workplaces enabling people to work well, live well and access skills and opportunities. Supported by the MoU, partners are also able to work together to develop a more sustainable sector and thereby greater security for the workforce.</p>
Mobility and Connectivity	G	<p>Localities may decide through their local plans to test bike share / bike hire schemes in some communities and with some businesses. Any such test and learn approaches would be supported by the investment.</p>
Carbon, Nature and Environment	G	<p>The GM Moving in Action Strategy includes a commitment for people and partners in the movement to play their full role to achieving GM's net-zero targets and working with partners nationally and internationally for a more sustainable planet. The MoU affirms this commitment and supports partners to work well together to optimise collective action in delivery of the strategy. This includes contribution to the GM Nature-Recovery Strategy and implementation.</p>
Consumption and Production		<p>Through working as partners to develop carbon literacy and wider environmental understanding and action GM Moving is supporting a understanding of the impacts of consumption and production and opportunities to take action to decrease this impact.</p>
Contribution to achieving the GM Carbon Neutral 2038 target		<p>Through encouraging residents of Greater Manchester to move more (wheeling, walking or cycling) we will support the measure to reduce short journeys by car. We will do this by creating better awarness of, and activating, the Bee Network infrastructure and engaging commuities in the deign of new active travel capital developments.</p>
Further Assessment(s):	Equalities Impact Assessment and Carbon Assessment	
G Positive impacts overall, whether long or short term.	A Mix of positive and negative impacts. Trade-offs to consider.	R Mostly negative, with at least one positive aspect. Trade-offs to consider.
		RR Negative impacts overall.

Risk Management

There are risks associated with leadership and decision making in all areas of the paper. These include financial, environmental, health and economic inequality risks and opportunities.

Legal Considerations

The purpose of the MoU is to support and guide how the Partners work together. It aligns with existing Greater Manchester Strategies and commitments. It is not intended to be legally binding.

Financial Consequences – Revenue

There are short-medium term financial consequences in 5.2 and longer-term consequences of 5.1 and 5.3.

Financial Consequences – Capital

No immediate capital consequences but opportunities within the work with Sport England for capital investment in sport and leisure facilities.

Number of attachments to the report: 1

Comments/recommendations from Overview & Scrutiny Committee

n/a

Background Papers

[Uniting the Movement, Sport England](#) [GM Moving in Action: Active Lives for All](#)

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.

Bee Network Committee

n/a

Overview and Scrutiny Committee

n/a

1. Introduction/Background

GM Moving is a 'movement for movement' and a collective strategy with the shared mission of enabling Active Lives for All. People and partners across Greater Manchester (GM) are aligned behind the knowledge and belief that:

- ✓ **Moving matters to us all.**
- ✓ **Together we can design movement back into our lives.**
- ✓ **We all have a role to play.**

Since health and care devolution in 2017, work has been taking place at GM, locality, and neighbourhood spatial levels to support the integration of physical activity into health, and to ensure active lives contributes to our work to address health inequalities across GM. This work has been locally led and supported by a range of investments, programmes, and co-ordinated work at the GM and national levels to create the conditions for integration and population level change.

This year the **GM Moving Partnership Board** and partners have refreshed Greater Manchester's MOU with Sport England for sign off here.

Greater Manchester, national partners and the GM Moving in Action strategy have travelled a long way since the first MOU with Sport England was signed in 2016 and since the last MOU refresh in 2018. Much has been achieved together, a great deal has been learnt and many more opportunities lie ahead.

A refresh of the Sport England/GM MOU has been taking place over the past six months, in the context of:

- New Devolution deal between government and GM.
- New leadership on GM Moving Partnership Board and in Sport England.
- New strategies- Uniting the Movement, GM Moving in Action strategy, and the forthcoming government Sport Strategy.
- Mayoral Election
- General Election.

Having taken this opportunity to look back on the journey and progress we have made together, reflect on how we are working together and what we can celebrate and learn from, we are now ready to sign off the MOU.

ACTION: Please read the MOU (Appendix 1) and support your leadership/teams to engage with it. The MOU will be formally approved and signed off at the meeting.

3 Place Partnership (Sport England)

Greater Manchester have been invited by Sport England to submit an investment plan to continue and deepen the Place Based work across the city region (previously known as Local Delivery Pilot).

Sport England have a smaller overall fund for existing LDP areas, as they scale up this work to 80-100 new places. The need and opportunity for the work across GM is expected to exceed this indicative envelope, so there could be a need to scale back and identify what can be achieved for different investment levels. If the investment from Sport England is lower than the submission, any reductions in the budgets will be applied equally (i.e. the same percentage reduction for GM-wide work and all localities).

In 2018, the Local Delivery Pilot investment was organised on Marmot principles, as follows:

Targeted locality/neighbourhood work (80%): The proportion of investment into each locality was based on population size and levels of adult inactivity. Plans were codesigned by local leaders and steering groups based on data, need and insight.

GM-wide work: (20%) Universal work needed across and into the whole of GM. This includes the strategic leadership of the GM Moving strategy, convening and movement building, and support to whole system place-based work in every locality. It also involves leadership to leverage, align and pool co-investment, programme management and support to locality networks, convening and creating the conditions for peer support, challenge and shared learning. . It has delivered work on data, insight, evidence and evaluation, marketing, communications, public narrative, campaigns, community engagement and people and leadership development.

2025-28 Investment: There is a commitment to apply Marmot principles again, aligned to the latest data around inactivity and areas of need, with a robust methodology for the allocation of the next phase of investment, building on the learning from the approach in 2018. The latest evidence, evaluation, data and insight was used to propose four investment methodology options and the following approach has been agreed, using Marmot principles and Sport England's Place Needs Classification (PNC) data (see Appendix 2).

From 2025-8, 80% of investment will be locality led, to deliver plans co-designed in each place. The planning work for this is underway. 20% of this will provide a core universal investment based on population size and 80% will be based on PNC data.

The remaining 20% of the investment will fund the GM-wide work as described above. Plans for the GM-wide work are also in development.

This formula will be applied to the investment allocation from Sport England when their Board confirm the funding in September 2024.

Glossop

Glossop has been an additional locality within the Greater Manchester Place Partnership approach since 2018, when it was included due to its ties to Tameside through the CCG.

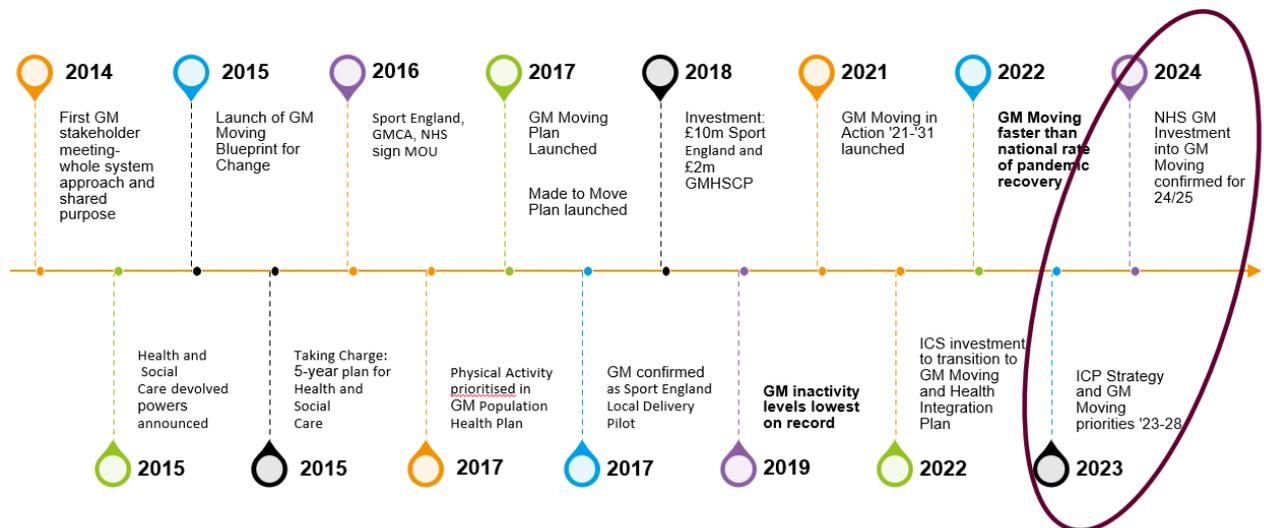
With the reorganisation of the health structures nationally, Glossop is now part of the Derbyshire ICS and no longer financially linked to Greater Manchester.

Conversations have taken place at GM Moving Partnership Board and with key leaders and Sport England about a way forward. The conclusion of these discussions is that it is no longer appropriate for GM to financially invest in Glossop, and it isn't identified as a priority area for Sport England Place Expansion/Deepening (based on PNC data).

The desire and commitment to see the work continue and support local leads remains. Glossop colleagues will continue to have access to support on offer within Greater Manchester e.g. leadership development and Place Partner Forum. Plans are developing between Glossop, High Peak Derbyshire, GM, and Sport England colleagues to ensure the work and relationships remain strong.

ACTION: GMCA are asked to note the progress, timescales and methodology outlined above. The Place Partnership Network will then continue to develop their plans for peer review and final submission to Sport England in August 2024.

4. GM ICP and GM Moving Plans



NHS GM have confirmed investment into GM Moving for 24/25 to provide the continue progressing the work to embed movement into health and care systems against the agreed core priority areas:

- While You Wait
 - Deconditioning and Falls Prevention
 - Mental Health and Wellbeing
 - Live Well
 - Health and Care Workforce Wellbeing and Development
 - Priority Clinical pathways (Respiratory, CVD and Cancer)
 - Healthy Active Places
 - Women's Health

Examples of key approaches and progress can be [found here](#).

The GM Moving health team recently brought over 100 colleagues together from the Health and Care system who are involved with and interested in growing approaches that support movement and physical activity across Greater Manchester and nationally. The **Embedding Movement in Health and Care systems Event** demonstrated the value of this work to the [GM Integrated Care Strategy](#), shared examples of approaches from across Greater Manchester and provide an opportunity to help identify and share key priority areas of connection and integration. This event can be watched back [here](#).

5 GM Moving in Action 3 Year Progress Report and Celebration

September 2024 will mark three years since the launch of the GM Moving in Action Strategy 2021-31. This, along with the signing of the MOU will be officially marked with a presentation to GMCA and GM ICP Boards on 27 September, with the CEO of Sport England and members of GM Moving Partnership Board in attendance.

A progress report will be published, coupled with a high-level partnership action plan for the year ahead as we celebrate the successes to date and to challenge ourselves to go further.

Appendix 1

Final Draft GM/Sport England MOU (attached).

Appendix 2

Sport England Place Needs Classification

The Place Need Classification identifies a place as somewhere of 'greatest need' based on where the data indicates there's a:

- **sport and physical activity need:** data that describes the physical activity behaviour that we're looking to change. This data speaks most directly to GM Moving in Action mission to increase activity, reduce inactivity and reduce inequalities and a create Active Lives for All.
- **social need:** data that describes places where outcome data is less favourable. On the basis that sport, and physical activity can provide a range of benefits, we believe there's the greatest potential for individuals and communities to benefit from increased activity levels where both outcomes and activity levels are lower.

Sport England are keen that this data is used to guide decision making. More information on PNC data can be found [here](#). Sport England have used PNC data to select the places where their 'Expansion' investment will be allocated in the new 80-100 areas. They are encouraging those expansion places to utilise PNC data to help inform and shape their delivery and investment plans at the local level, and it is their suggestion that GM uses it too. Note that this is not currently mandatory.

Conclusion

This paper brings together the current context and next steps in three key areas of the GM wide work to support implementation of local whole system strategies. There are many more areas of work across the whole [GM Moving in Action](#) strategy that are not covered here. For more information on the priorities and to stay informed, please [sign up to the GM Moving newsletter here](#). If you have any questions or would like to connect to a particular area of work, please contact hayley@gmmoving.co.uk