

Greater Manchester Moving > ^ < v

Ten years of learning
Progress update and revised MoU



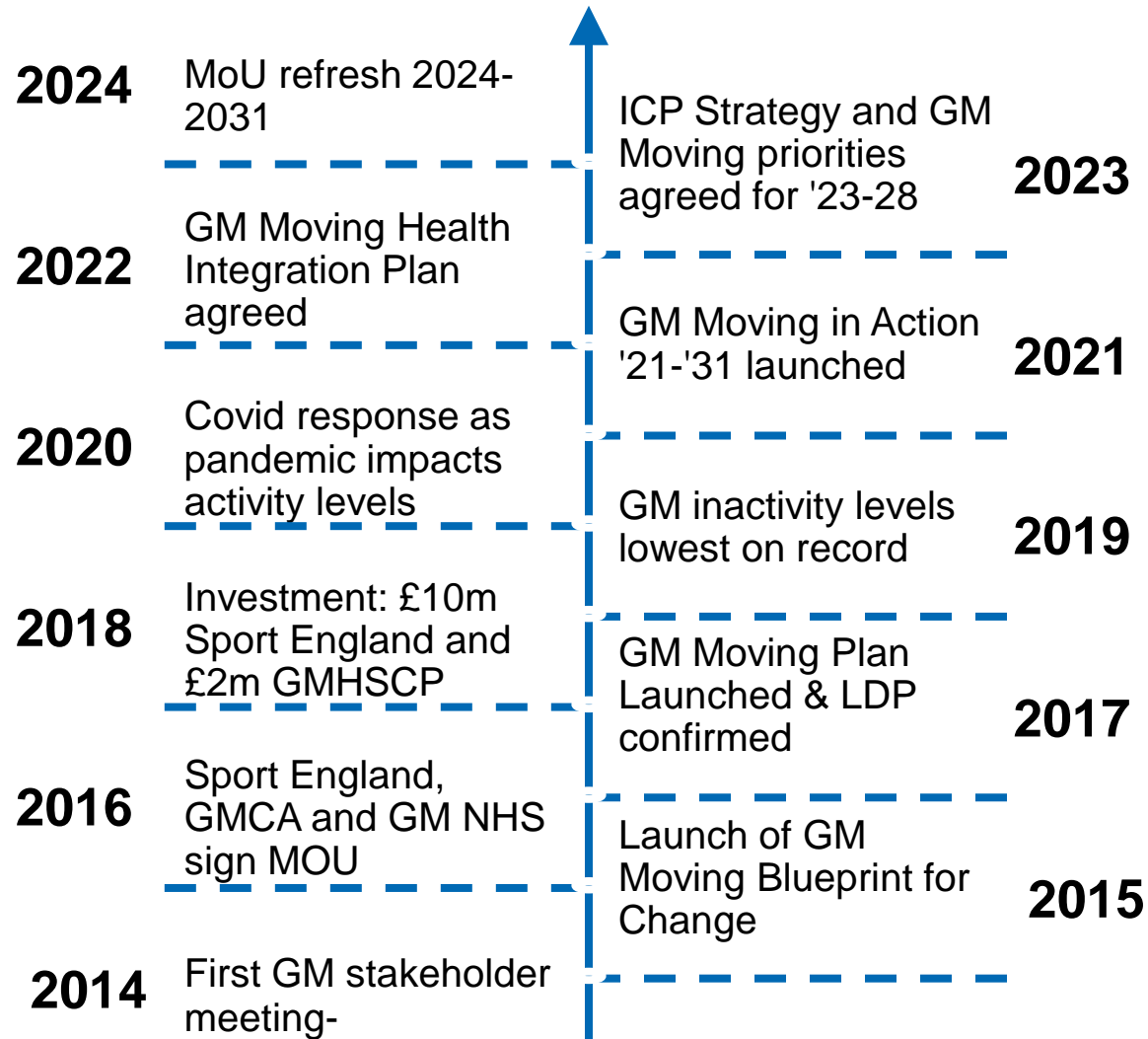
Purpose

Update on GM's Movement for Movement

- Approve refreshed Memorandum of Understanding (MOU)
- Share GM Moving progress and impact
- Update on forward plan including Place Partnerships and Deepening and Health Integration priorities and actions
- Celebrate 10 years of learning and partnership and opportunities to build on

Strong foundations

A refreshed Memorandum of Understanding



Sturdy scaffolding

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

> Our Key Indicators

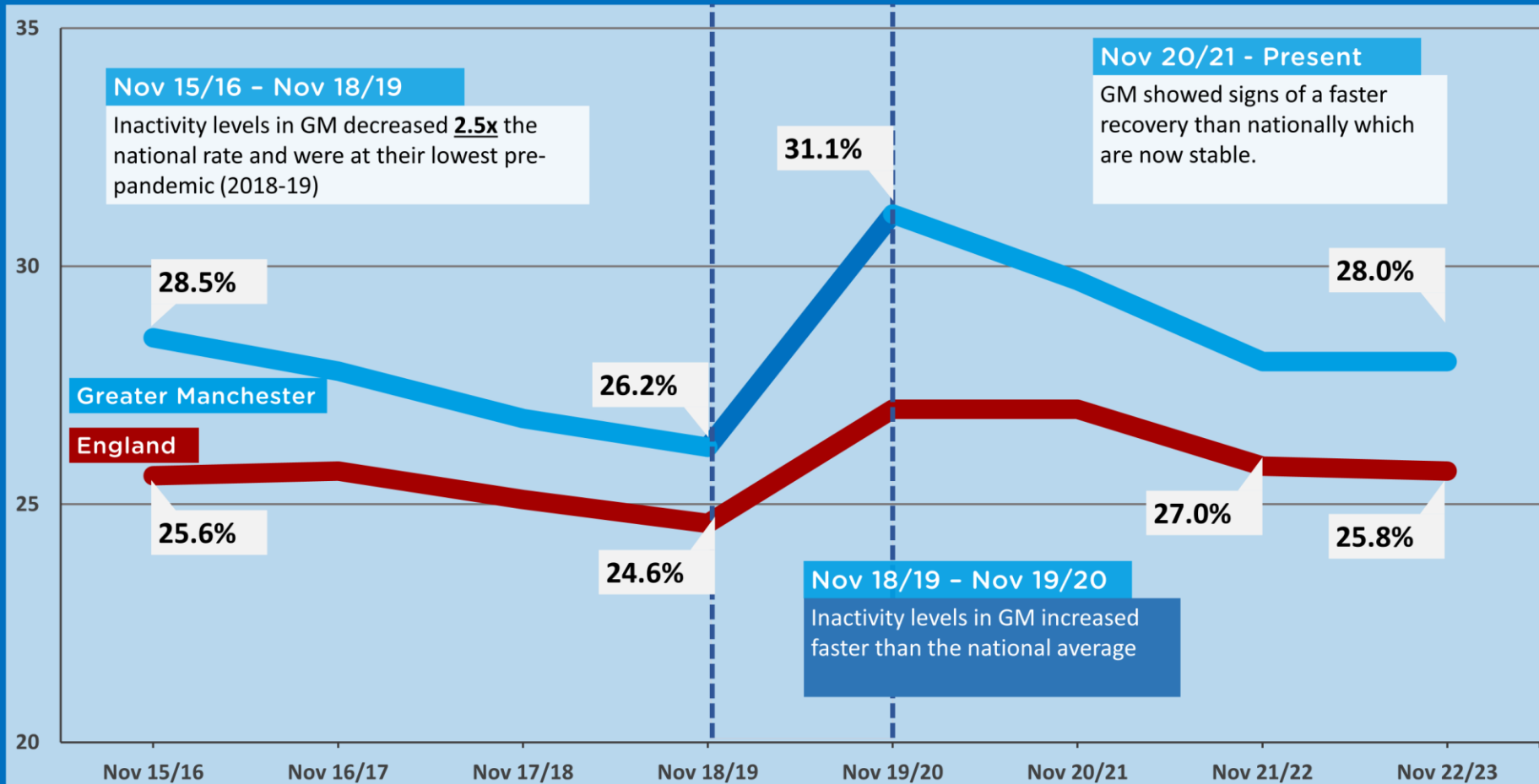


> Our Strategic Partnership

Greater Manchester Combined Authority (GMCA), Greater Manchester Integrated Care Partnership (NHS GM), Transport for Greater Manchester (TfGM), Greater Manchester VCFSE sector (GM VCSE Leadership Group), Greater Manchester public sector leisure (GM Active), English Sports Council (Sport England), Greater Manchester Active Partnership (GM Moving)

Making a difference: Increasing activity levels

Inactivity Levels – Adults* Greater Manchester



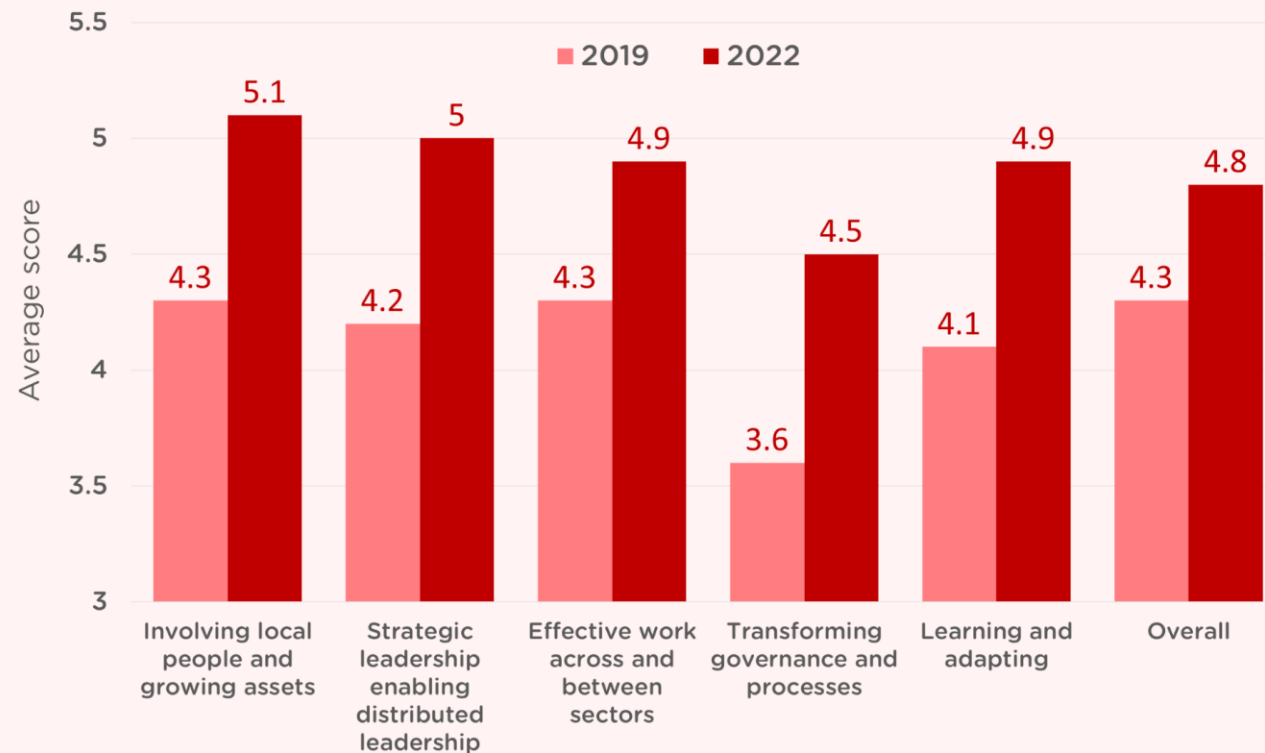
Source: Sport England, Adult Active Lives Survey – Updated: April 2024

*inactive for adults is defined as less than 30 minutes a week of moderate intensity physical activity (Sport England, Active Lives Survey)



Making a difference: Improving system conditions

System conditions for Greater Manchester



On a scale of 1 to 7 (where 7 is fully established) stakeholders were asked to what extent they agree or disagree with a series of statements about the conditions to enable active lives.

Involving local people and growing assets has seen the most maturity, and transforming governance and processes the least.

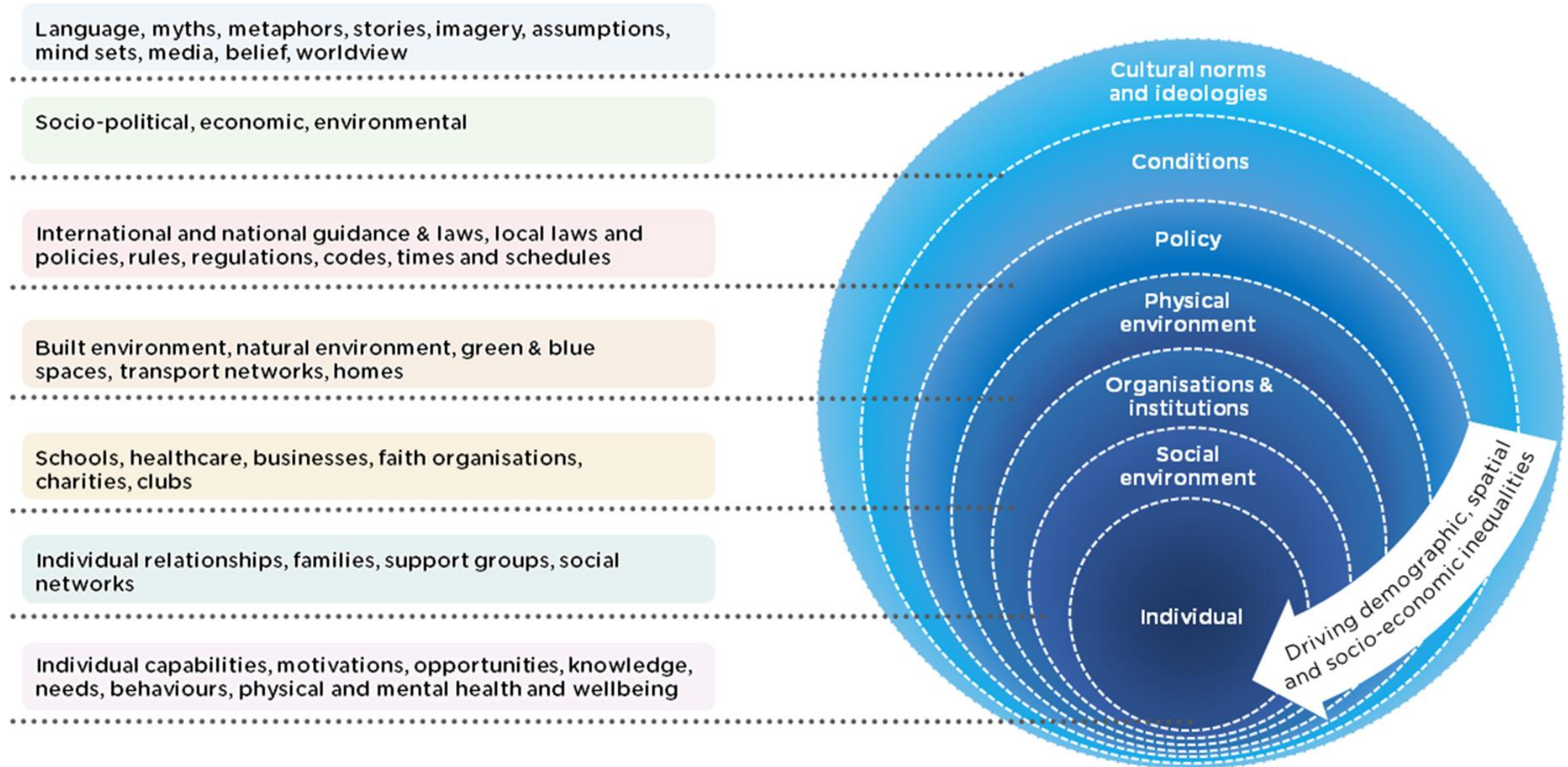
Making a difference: Transforming lives

[Stephen's story: Youtube https://youtu.be/PYur_mX59rg](https://youtu.be/PYur_mX59rg)



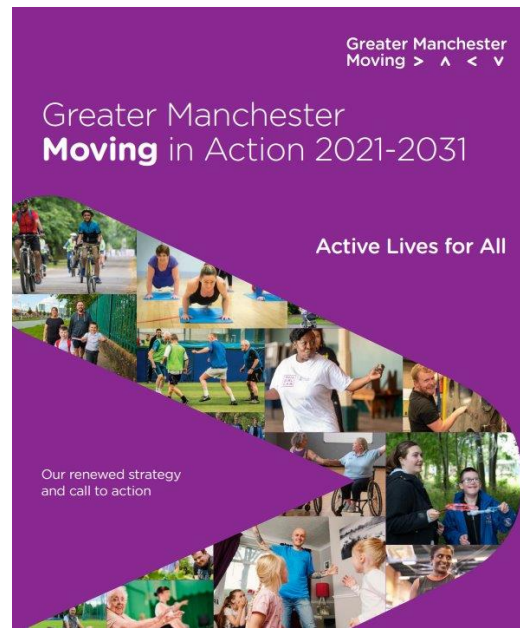
Embedded whole system approach

Addressing all the influences, as a movement for movement



Clarity of purpose, roles and invite to join in

Alignment and integration of strategies and approach



ANDY BURNHAM
MAYOR OF
GREATER
MANCHESTER

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

NHS
in Greater Manchester

**SPORT
ENGLAND**

m Transport for
Greater Manchester

**Greater
Manchester
Integrated Care
Partnership**

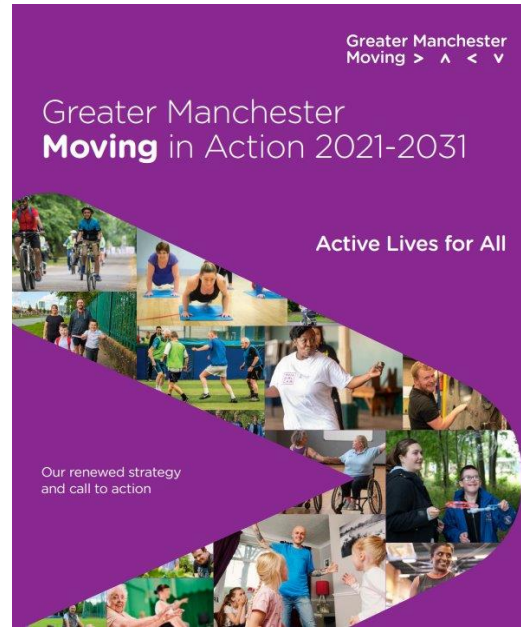
Greater Manchester
VCFSE Leadership Group
The sector's voice in devolution

GM ACTIVE

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Clarity of purpose, roles and invite to join in

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ANDY BURNHAM
MAYOR OF GREATER MANCHESTER

GMCA GREATER MANCHESTER COMBINED AUTHORITY

NHS in Greater Manchester

SPORT ENGLAND

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GM ACTIVE

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Clarity of purpose, roles and invite to join in

Alignment and integration of strategies and approach

Changing lives together
through movement,
physical activity and sport

Business Plan
April 2023 - March 2025
Greater Manchester
Moving > ^ < v

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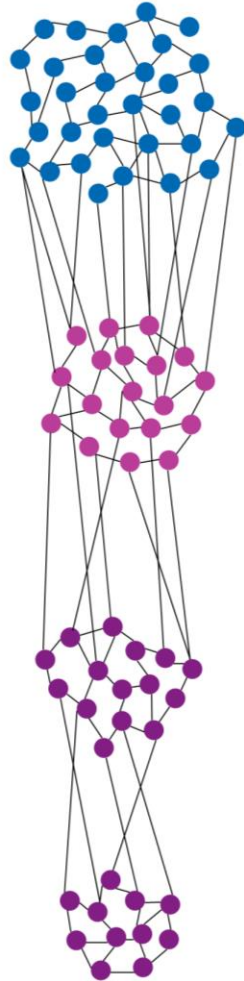
Greater Manchester
Moving in Action 2021-2031

Active Lives for All

Our renewed strategy
and call to action



Locally led, GM supported, nationally enabled



National

Greater Manchester City Region

Locality

Neighbourhood

Wigan

Bolton

Salford

Bury

Rochdale

Oldham

Tameside

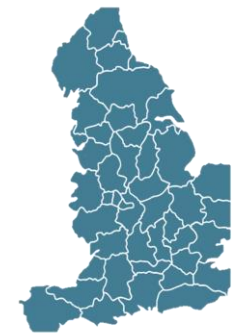
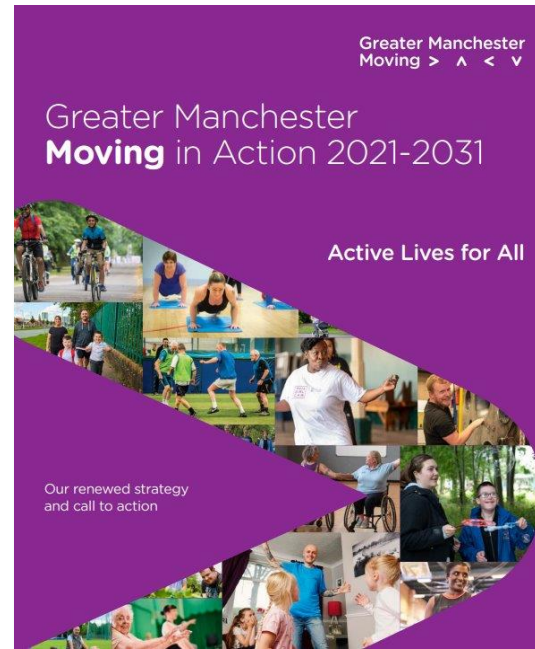
Stockport

Manchester

Trafford

Now what? Deepening connections in place:

Local-national partnership and investment



Wigan

Bolton

Salford

Bury

Rochdale

Oldham

Tameside

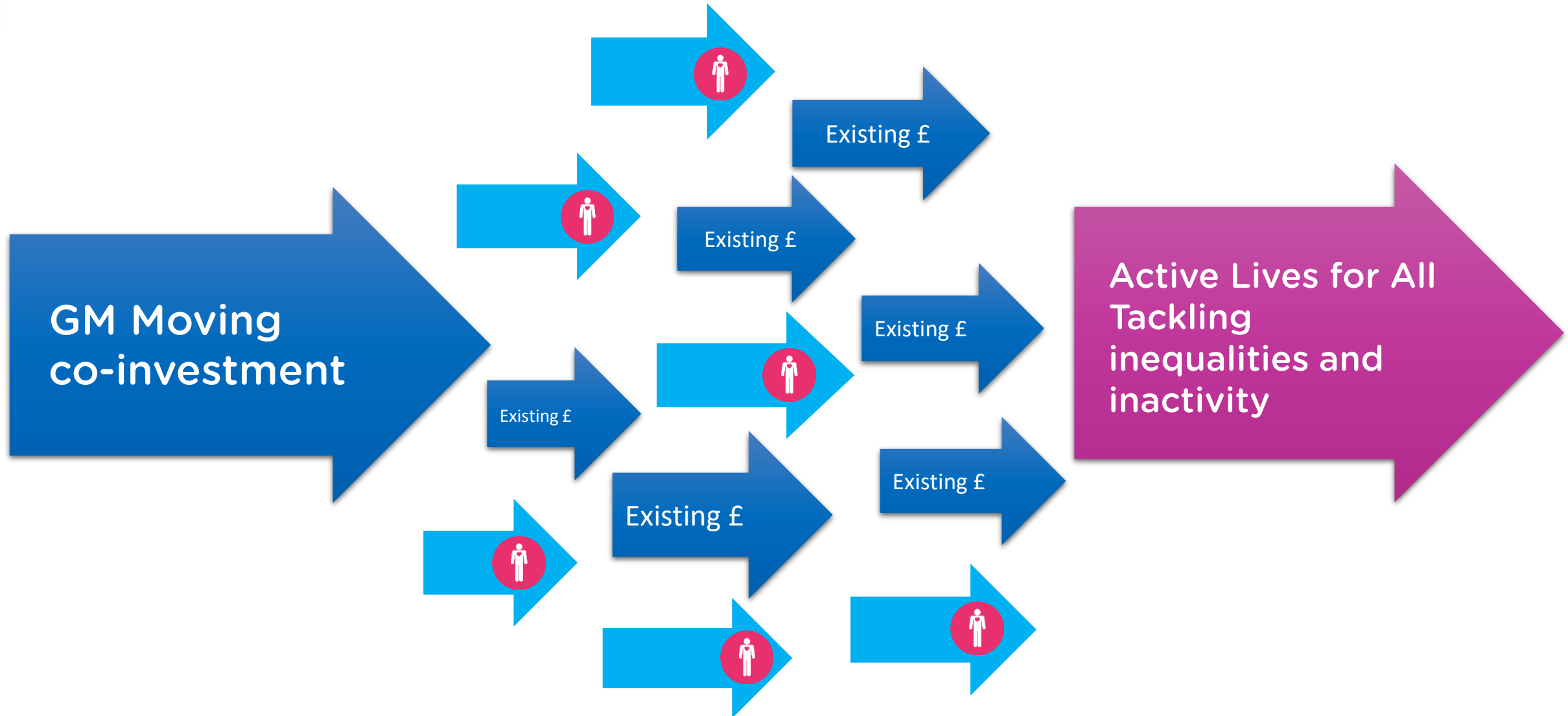
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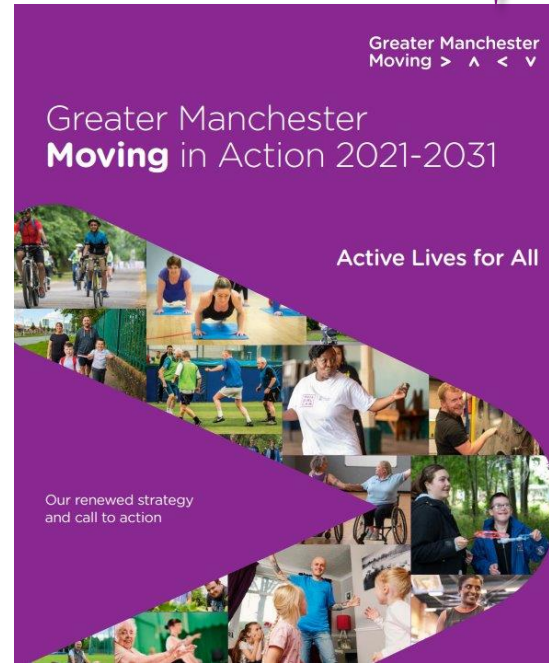
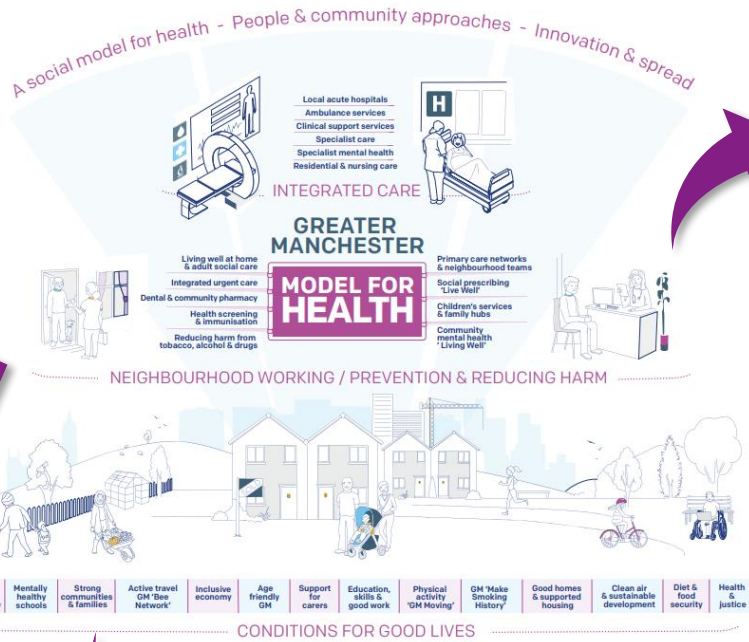
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Meeting greatest needs and for sustained impact: Unlocking, pooling and targeting of resource



Delivering together on health priorities

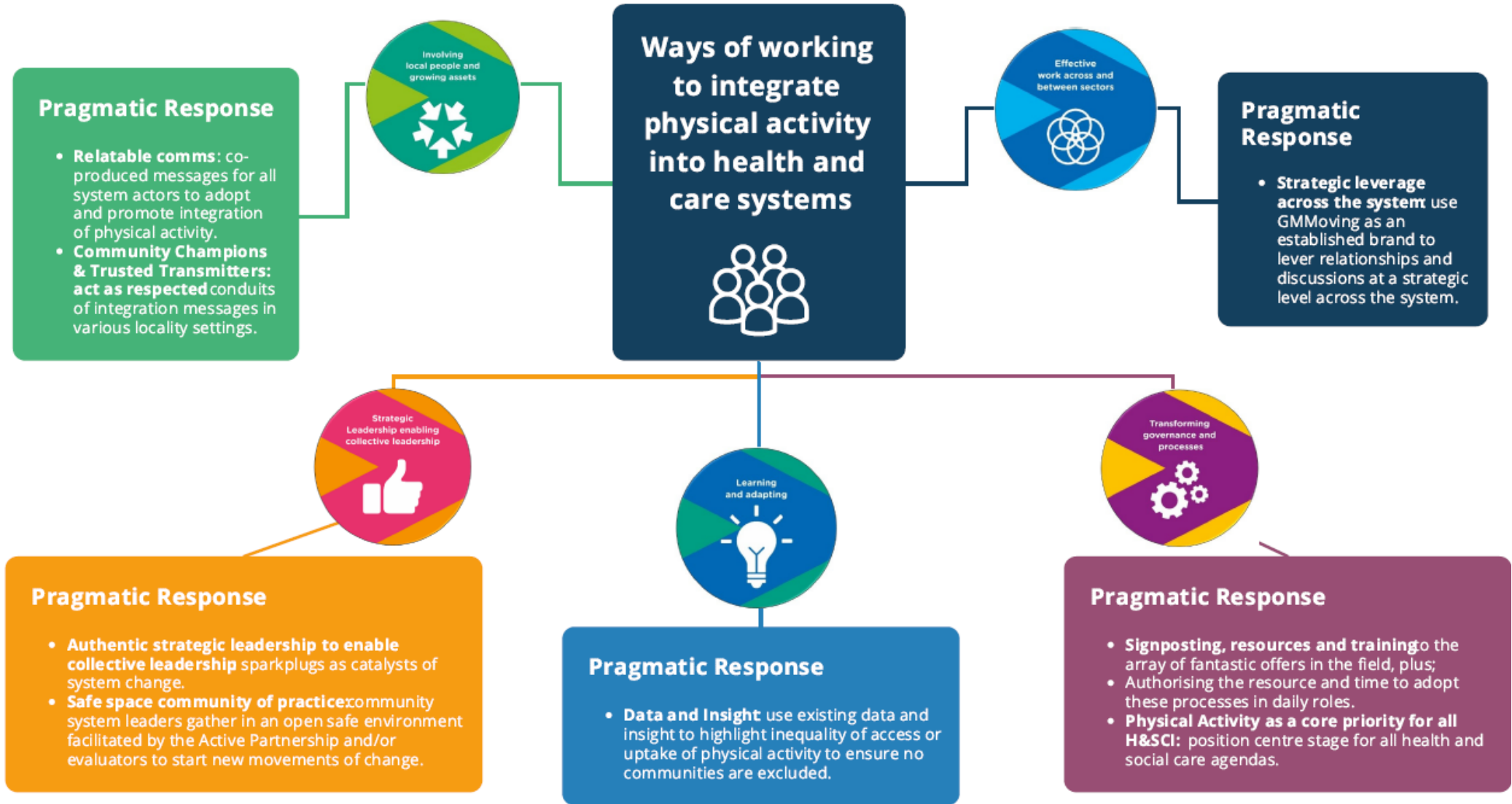
A Social Model of Care



- Live Well
- Mental Health & Wellbeing
- Active Practices
- Deconditioning & falls prevention
- Health & Care workforce wellbeing
- Health inequalities & SEND
- Priority Clinical Pathways (Respiratory, CVD & Cancer)
- While You Wait (support for those on waiting lists)
- Women's Health Agenda



Evaluation and learning >>> Pragmatic responses and practical actions >>> Growing evidence of impact



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Physical activity, health & social care integration across Greater Manchester: evaluation



Physical activity, health & social care integration across Greater Manchester: July 20



Physical activity, health & social care integration across Greater Manchester: evaluation summary 2023



Physical activity, health & social care integration across Greater Manchester: evaluation report 2024

Inactivity costs £26.7m per year

Inactivity rises to 33.9% in lowest income groups

55% of people in Greater Manchester want to be more physically active



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

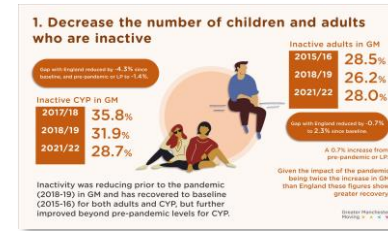
Amount that contributes nationally to enhanced social capital.

Meaningful measures for shared outcomes

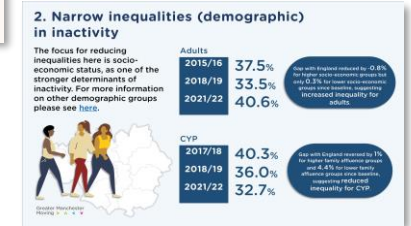


Traces of change in language and culture, ideology, belief, worldview

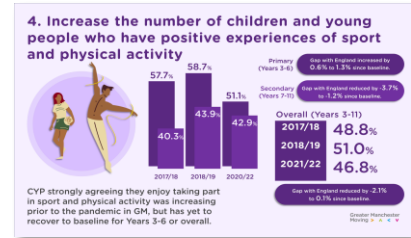
Data: Decrease in number of inactive children & adults



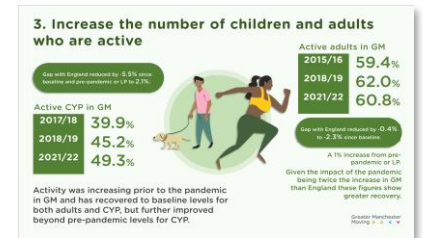
Data: Narrowing of inequalities in inactivity



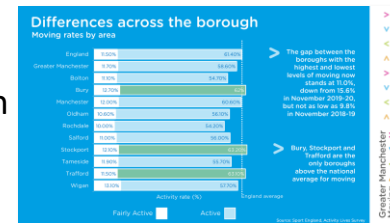
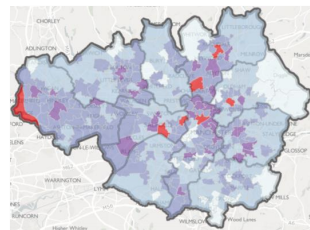
Data: Increasing positive experiences of children & young people



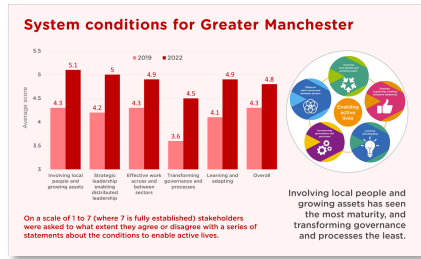
Data: Increase in number of active children & adults



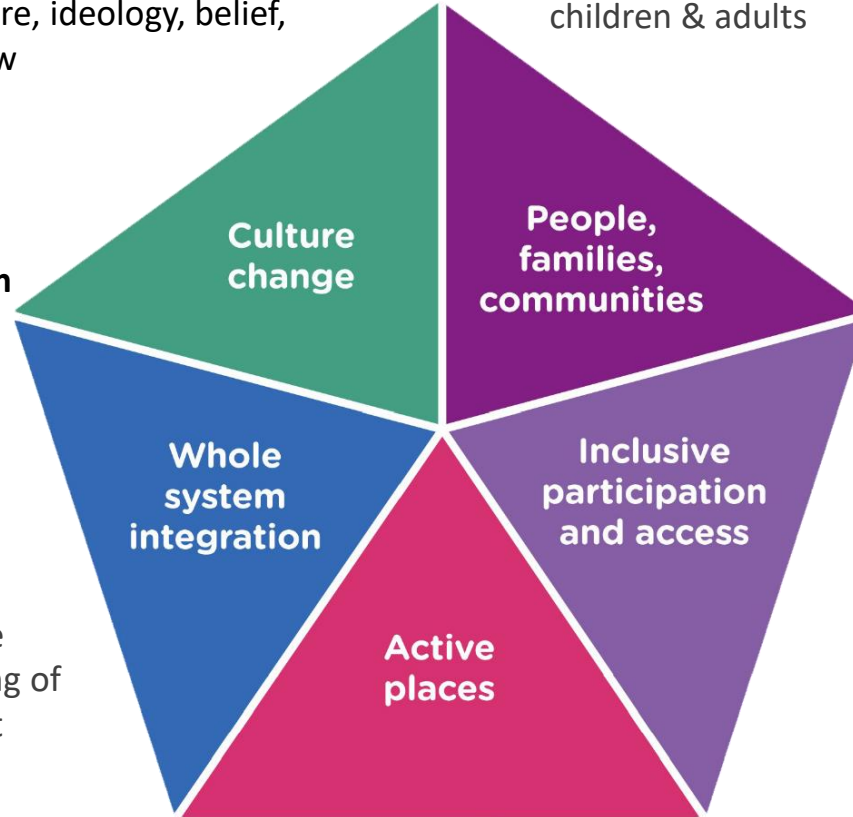
Data: Decreasing inactivity in target neighbourhoods



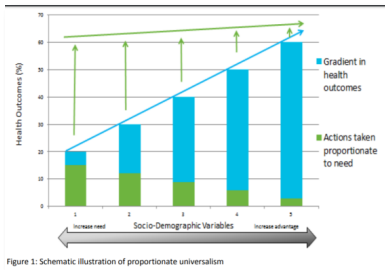
Data: Closing inequality gaps between places and groups



Increasing **system maturity** across five enablers

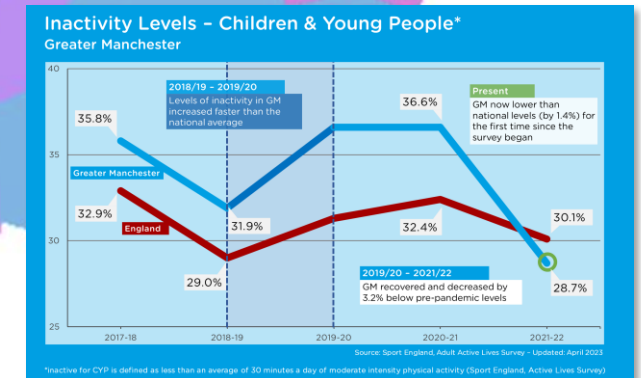
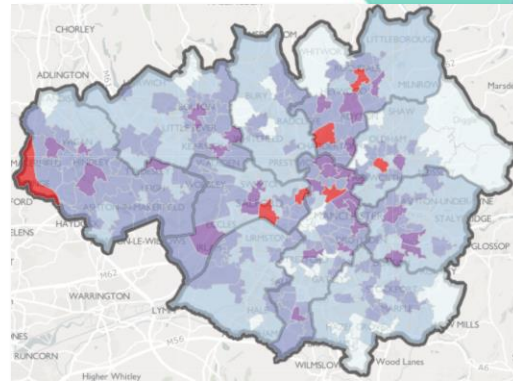
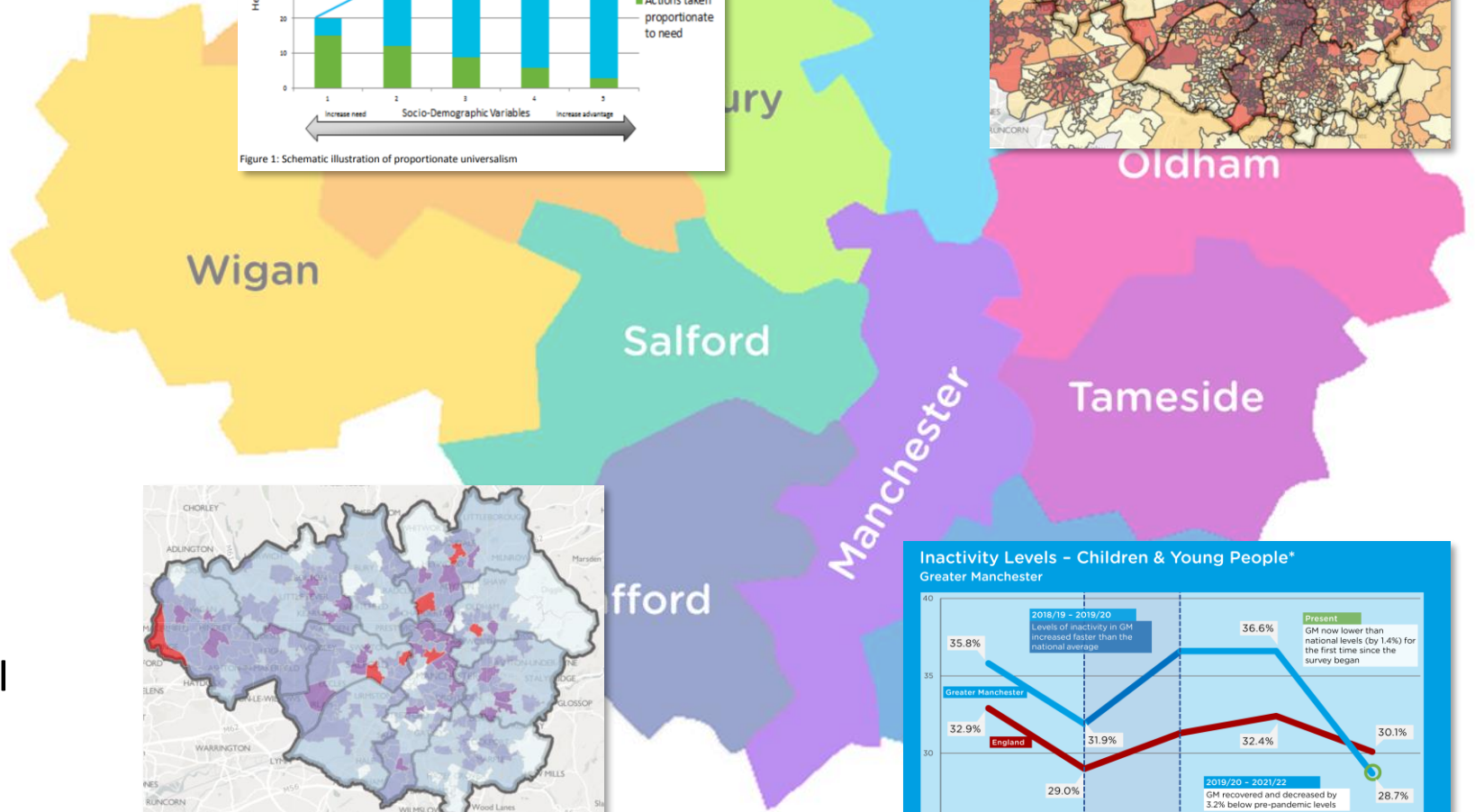
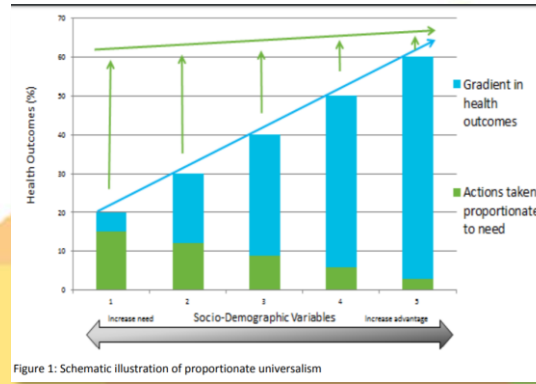


Data: Tracking the pooling & targeting of resources to meet greatest need

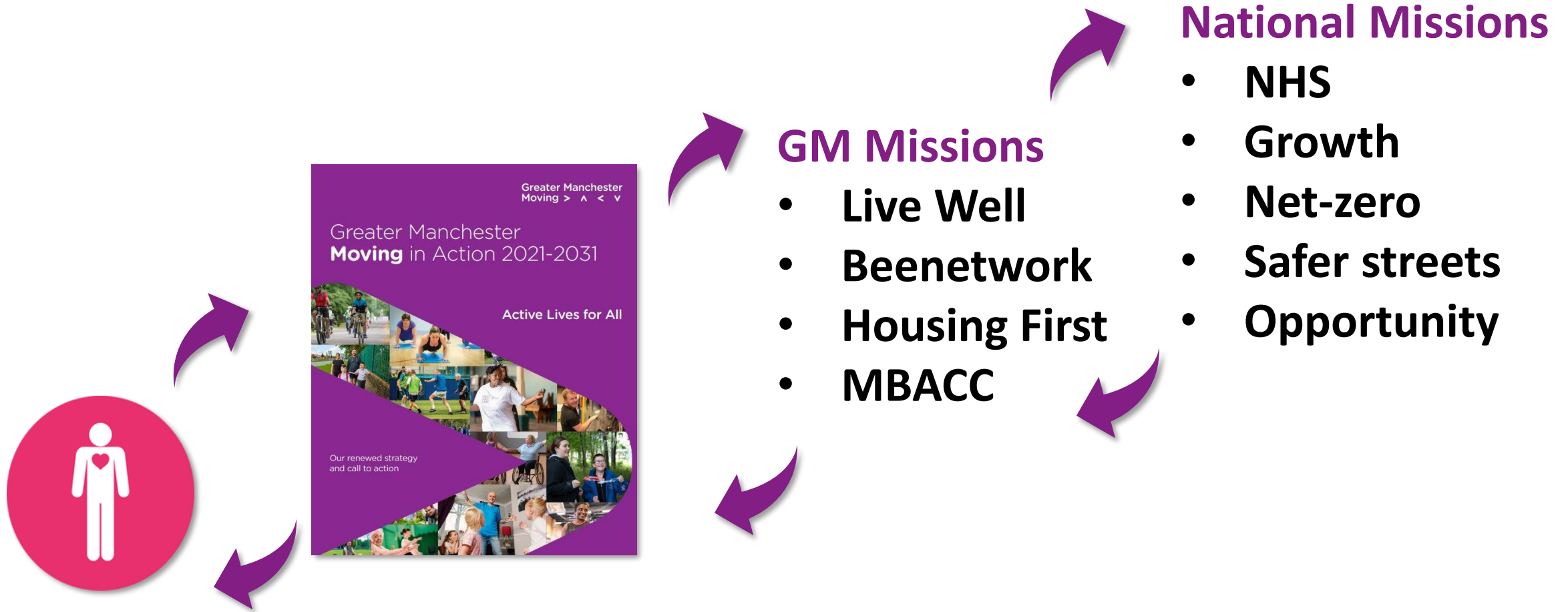


What next for data, measurement and evaluation?

- Social Return on Investment tools
- Small area estimates
- Pooling and layering of data and insight at community level
- Potential to understand contributions & aggregation?
- Understanding the impact of external forces (headwinds & threats)
- Opportunities with modelling & AI



Contribution towards delivery of GM & national missions



We all have a role, how can you play your fullest role?

