

NHS Greater Manchester Integrated Care Partnership Board

Date: Friday 27 September 2024

Subject: GM Moving Revised MoU and Progress Update

Report of: Co-Chair of GM ICPB and Tom Stannard, Chief Executive for Salford City Council and Chair of GM Moving Partnership Group.

Purpose of Report

To provide an **update** on GM Moving as a key and successful transformative GM movement for movement and **reaffirm commitment** to the GM Moving partnership.

- Approve [refreshed Memorandum of Understanding \(MoU\) between GM partners and Sport England](#) (Appendix 1).
- Share progress and impact on [GM Moving in Action](#) Strategy 2021-31 and continued contribution to the ICP and Greater Manchester Strategies.
- Update on GM Moving Forward Plan including the Place Partnership Deepening Plan, and the Health Integration priorities and practical actions for 2024-5,
- Celebrate 10 years of learning and partnership since GM Moving's inception and opportunities to build on this in service of wider GM missions in the next phase.

Engage the Board with **two questions** to support the next phase:

- What role can ICP members and partners play in the next phase?
- What do members and partners *need* to play their fullest role?

Recommendations:

The NHS GM Integrated Care Partnership Board are requested to:

1. Approve the refreshed MOU with Sport England and wider GM Moving Partnership Board members.
2. Note the next steps for GM Moving, Health and Place and commit to further strategic and collective/distributed leadership support in these areas.
3. Note the progress, impact and stories of the work to date and opportunities for building on this learning.

Contact Officers

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Background Papers

[Uniting the Movement, Sport England](#)

[GM Moving in Action: Active Lives for All Strategy 2021-31 \(and 2 min video\)](#)

[GM Moving Health Integration paper to ICP Board, 24 March 2023](#)

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 organisations 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.

2. Refreshed Memorandum of Understanding (MOU) between Sport England and Greater Manchester partners

This year the **GM Moving Partnership Board** and partners have refreshed Greater Manchester's MOU with Sport England, in the context of:

- New local, regional and national strategies including Uniting the Movement (Sport England's strategy for 2021-31) and the GM Moving in Action strategy for 2021-31.
- New leadership on GM Moving Partnership Board and in Sport England.
- New Trailblazer Devolution deal between government and GM.
- Mayoral Election in May 2024
- General Election in July 2024

The GM Moving partnership and wider movement have travelled a long way together since the first MOU with Sport England was signed in 2016 and since the last MOU was refreshed in 2018. Much has been achieved together, a great deal has been learnt and many more opportunities lie ahead.

Partners have taken this opportunity to look back on our ten year journey and the progress we have made together, starting with a roundtable discussion in November 2023. This includes the building of strong, mutual understanding over the decade which enables us to work as more than the sum of our parts so collectively we can improve outcomes for local people with depth, pace, efficiency and long-term impact. The MoU seeks to make our joined-up work for **active lives for all** even more impactful.

ACTION: Please read the MOU (Appendix 1) which GM ICP Board will be asked to approve at the meeting.

3. Place Partnerships

One of the key commitments in the GM Moving strategy is to spread, grow and deepen place-based partnerships, to create the conditions for an active life in neighbourhoods, localities, and across the city region. Working together with local people, statutory and voluntary organisations in place to co-design places, spaces and solutions that work for them. Recognising the different strengths, challenges and opportunities in different neighbourhoods and communities and growing what's good.

“The fundamental question is to understand how working with, and in, places, we can address the stubborn inequalities that exist among the least active through community-led solutions.” GM Local Pilot Process Evaluation

Sport England Investment into Greater Manchester Place Partnerships:

In 2018 Sport England recognised the need to test whether taking a behaviour change approach in a place, could enable sustainable change. To do this, they selected 12 areas across the country to be Local Delivery Pilots (LDPs) to test out this approach and share valuable learning with colleagues across the country. Greater Manchester was selected as one of these pilots. You can find more information about the Greater Manchester LDP and Place Partnership learning and progress [here](#) and more information is available on the other 11 pilots [here](#).

In 2023, the Local Delivery Pilot was rebranded as "Place Partners". This change in name reflects the significant progress made in our work and the transition from a testing phase to the full integration of this new way of working.

Place Partner Investment 2025-28:

Earlier this year Greater Manchester was invited by Sport England to submit an investment plan to continue and deepen the place-based work across the city region. A plan was codesigned with colleagues across GM localities and was submitted in mid-August. A report and recommendation on this plan will be considered by Sport England Board on 30 September.

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 high, but there could be a need to scale back and identify what can be achieved for different investment levels, depending on the outcome of Sport England Board. 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.

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 ([here](#) and [here](#)) 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 investment at the end of September.
- **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 took place at GM Moving Partnership Board and with key leaders and Sport England about a way forward. The conclusion of these discussions was that it was 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: GM ICP Board is asked to note the progress, timescales and methodology outlined above.

4. GM ICP and GM Moving Plans

We know that movement, physical activity and sport plays a key role in health creation. People and patients who are active are significantly more likely to have better health and wellbeing, they're less likely to require the health and care system and, if they do, they wait better and recover quicker.

Partners in Greater Manchester are therefore working together to design physical activity into health and care systems across Greater Manchester and to support better collaboration between the health and care system and our partners in physical activity, sport, transport, planning, the list goes on as part of our whole-system approach.

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

They include:

- **Animations and videos:** [3 min explainer animation](#): Integrating physical activity into health systems; and [three mental health](#) videos making the important link between movement and health.
- **Active GP Practices:** Urban Village Medical Practice [case study here](#); and in contact with another 24 additional practices exploring becoming Active Practices.
- **Physical Activity Clinical Champions Programme (PACC training):** From 2023-2024 across GM, we facilitated and supported delivery of 13 PACC sessions to

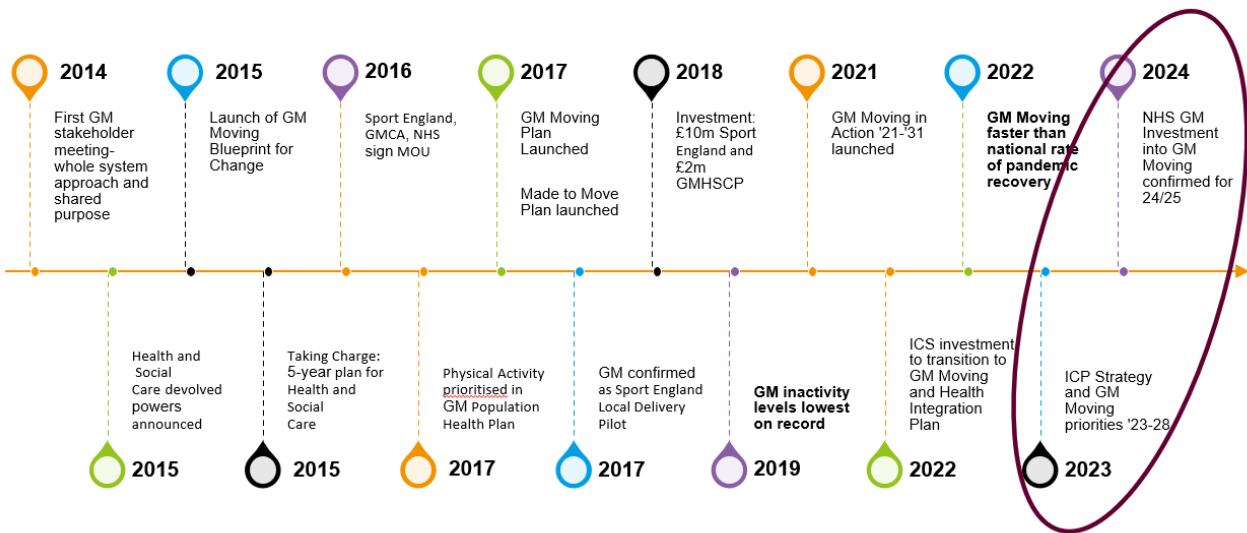
approximately 350 people across 11 organisations. More sessions are now being organised to take place between now and March 2025. [Find out more here.](#)

- **Health creation through walking and wheeling:** Supporting communities to move more through [walking, wheeling and all forms of active travel](#), to include:
 - **Annual GM Walking Festival:** In 2024, nearly 400 walking and wheeling events took place in May across all ten boroughs thanks to local VCFSE groups / organisations, councils, leisure trusts, health care providers, schools and many others. See the [GM Walking Festival Impact Report 2024](#), video with [Dame Sarah Storey on health benefits of walking](#) and [festival video here](#).
 - **GM Walking grants:** Since 2020 grants of between £2-5k have been distributed to 166 voluntary, community and social enterprise organisations, see [GM Walking Grants Impact report 2023-24](#)
- **Creation of healthy and active places:** Embedding healthy, active places principles in place design, development and management to create the conditions for healthy and active lives for all within Greater Manchester throughout all stages and circumstances of life, [read more here](#).
- **Growing communities of practice and learning:** For example, in June, the GM Moving health team recently brought over 100 colleagues together from the health and care system locally and nationally, 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](#).

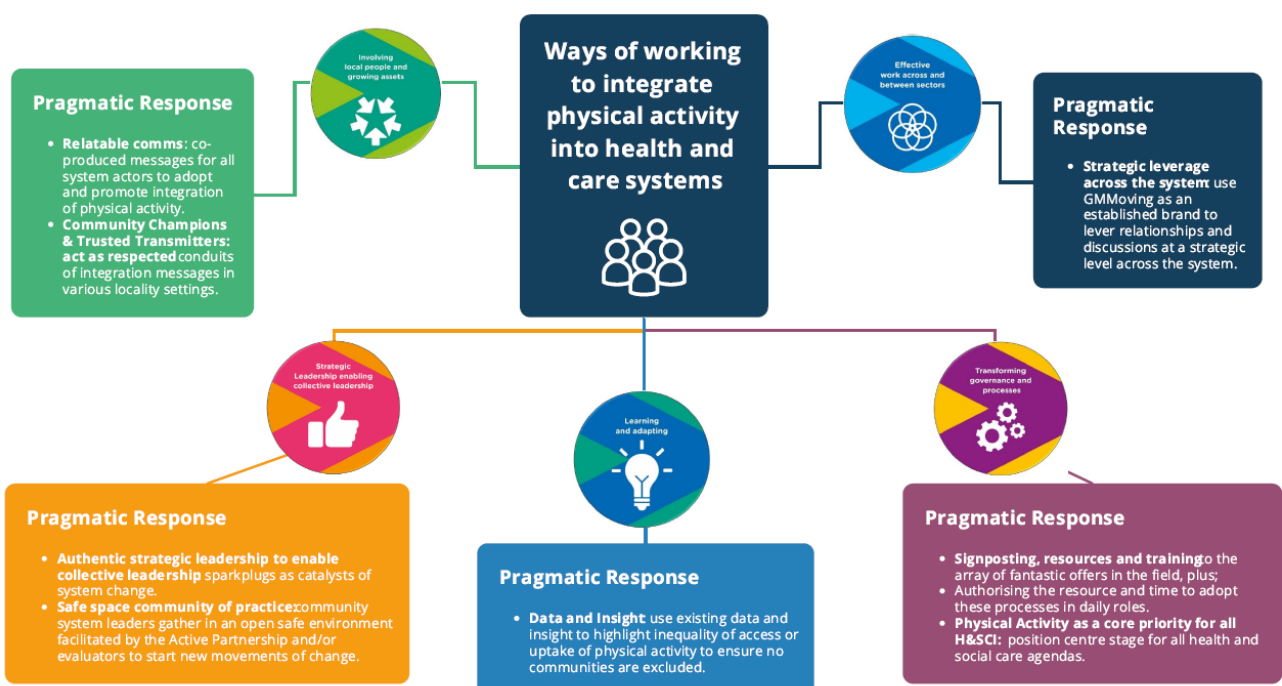
NHS GM have confirmed investment into GM Moving for 24/28 to continue progressing the work to embed movement into health and care systems against the agreed core priority areas:

- Mental Health and Wellbeing
- Live Well
- Deconditioning and Falls Prevention

- While You Wait
- Health inequalities and SEND
- Health and Care Workforce Wellbeing and Development
- Priority Clinical pathways (Respiratory, CVD and Cancer)
- Healthy Active Places
- Women's Health



The following pragmatic responses / practical actions have been developed through a series of interviews with leaders across the health and care system to guide this work in the next phase so together we can catalyse and connect the system for greater impact. Independent insight and evaluation reports available here for [2023](#) and [2024](#).



5. GM Moving in Action, Three Years On

September 2024 marks three years since the launch of the [GM Moving in Action Strategy 2021-31](#). Progress, learning and insight, for each of the key elements of the GM Moving strategy is shared via the GM Moving website, to include a rich array of stories, data and learning. For more information on the priorities and to stay informed, partners can [sign up to the GM Moving newsletter here](#).

6. Ten years of Learning on Leading Whole System Change

The GM Moving data, stories and process evaluation can give us growing confidence as a system that a sustained, whole-system prevention-first approach (that connects and supports people and organisations to come together, in a place, around a shared mission) can deliver the population-level outcomes that previous approaches have failed to achieve.

We've also seen, that when whole systems work together to get people moving, we can also solve other problems too, such as improving educational attainment and health outcomes, supporting the local economy, reducing our impact on the environment and creating healthier, happier, safer places; collectively making Greater Manchester a better place for everyone to live.

7. 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

Appendix 1

GM/Sport England MOU.

Appendix 2

Sport England Place Needs Classification.

Appendix 1

Memorandum of Understanding

Greater Manchester Moving: Active Lives for All, 2024-2031

1. PARTNERS TO THIS AGREEMENT

- 1.1 This Memorandum of Understanding (**MoU**) is between the [Greater Manchester Combined Authority](#) (referred to as '**GMCA**'), the [Greater Manchester Integrated Care Partnership](#) (referred to as **NHS GM**), [Transport for Greater Manchester](#) (referred to as '**TfGM**'), the Greater Manchester voluntary, community, faith and social enterprise (**VCFSE**) sector through [GM VCFSE Leadership Group](#) (referred to as '**GMVCSE**'), Greater Manchester public sector leisure, through [GM Active](#) (referred to as '**GM Active**'), The English Sports Council, [Sport England](#) (referred to as '**Sport England**') and [Greater Manchester Active Partnership](#) (referred to as '**GM Moving**').
- 1.2 Collectively, 'the **Partners**' form the GM Moving Partnership (referred to as 'the **Partnership**') which are represented in the governance structures through the 'GM Moving **Partnership Board**'.

2. PURPOSE, APPROACH AND AMBITION OF THIS MEMORANDUM OF UNDERSTANDING

- 2.1 The purpose of this MoU is to **support and guide how the Partners will work together** in a long-term collaborative Partnership.
- 2.2 The MoU **aligns with local, GM and national government strategies** for moving, physical activity and sport, as well as broader, local to national, cross-government strategies to deliver population health and wellbeing. The MoU will span the life of Sport England's [Uniting the Movement strategy 2021-31](#) and GM's '[GM Moving in Action 2021-31](#)' strategy. Recognising that population level change in place requires a clear and sustained focus, commitment and approach over an extended time, to create the conditions for collective understanding, trust and action.
- 2.3 The MoU sets out **our approach**, as the GM Moving Partnership, and as the people and partners who form the wider GM *movement for movement*, to achieving mutual outcomes and our shared mission of Active Lives for All, as set out in '[GM Moving in Action 2021-31](#)', GM's physical activity strategy. To include a shared commitment to take a long-term, preventative, community-led, evidence-based

approach to tackling inactivity. And to hold each other to account to facilitate joint working in a whole system, place-based way to tackle inactivity and inequality, creating the conditions for self-supporting systemic change.

2.4 **Our ambition is to enable active lives for all in Greater Manchester.** This means taking a combination of targeted, universal, and systemic action to prevent inactivity, close activity inequality gaps between socio-economic and demographic population groups and increase access, participation and positive experiences of moving, physical activity and sport. Helping to create a mature system and the conditions for culture, system and behaviour change. Contributing towards people living better, longer lives; improved health equity; safer, stronger communities; inclusive economic prosperity; vibrant and resilient places; and greater environmental sustainability.

2.5 The MoU seeks to **make our joined-up work for active lives for all even more impactful.** In the knowledge and belief that moving matters to all of us, we need to design moving into everyday life for all, and we all have a role to play to achieve that ambition.

3. THE SCOPE OF THIS MEMORANDUM OF UNDERSTANDING

3.1 The intention of the MoU is to:

- . Set out at a high level how the Partners will work together in collaboration over the next seven years, in line with shared objectives and values.
- . Provide a framework for the [GM Moving Partnership Board](#) in providing executive leadership and accountability for whole system delivery of the commitments and priorities set out in '[GM Moving in Action 2021-31](#)'.
- . Reaffirm the Partnership's commitment to focus on dismantling the barriers for the groups in the population who are least active (as informed by evidence and insight, statistics and stories) to provide the biggest gains and best value for public investment and shared resources.
- . Create direct relationships and clear line of sight between national, regional, local and hyperlocal challenges and provides opportunities to work better with all our partners, communities and residents.
- . Crystallise the Partnership's commitment to embed GM's socio-ecological approach to behaviour change¹, and to draw on the evidence, insight and learning around the key enablers ²(figure 1 below) for delivering long-term systemic

¹ GM Moving, socio-ecological model, <https://www.gmmoving.co.uk/about/how-we-work>

² GM Moving, enablers, <https://www.gmmoving.co.uk/commitments/in-place/place-partners/evaluation>

change at pace, depth and scale and playing our full role to help develop as a mature and integrated system.

- . Provide a solid foundation and transparency of purpose, approach and system to support further growth of a diverse and inclusive 'movement for movement' and to inform individual and joint action plans.
- . Is not intended to be legally binding except as specifically stated in relevant clauses.
- . It will be effective from the date of signature from partners until 2031 or the Partners decide to review.

4. THE FOUNDATIONS WE ARE BUILDING ON AS A PARTNERSHIP

4.1 The Greater Manchester and Sport England partnership has evolved over the last eight years because of a shared ambition and understanding of collaborative advantage, working on an equal footing. This partnership and our shared mission have been a continued priority in Greater Manchester since 2015. This MoU aims to reflect the increasing breadth and depth of the work and learning since the first MoU was signed between Sport England, GMCA, and GM NHS in 2016.

4.2 The last five years has seen increased alignment, clarity and consistency which includes:

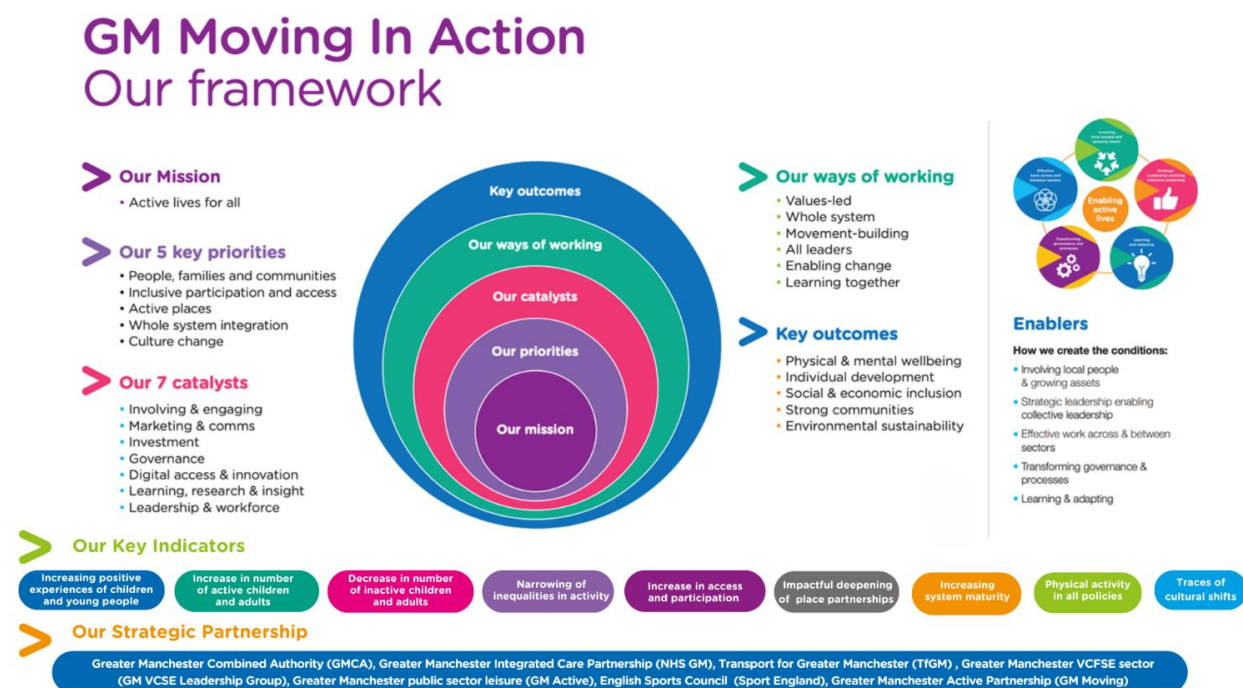
- . Aligned messages, language and framing to include a widening of the lens from sport to include all forms of movement.
- . Shared ambitions, priorities and outcomes, to include increasing focus on health equity, ensuring moving, physical activity and sport make their fullest contribution towards population health and wellbeing to include both physical and mental health and growing recognition of the contribution to be made towards planetary health and sustainability.
- . Joint strategic thinking, sense-making, and decision making.
- . Welcoming innovation and seeing strength of Greater Manchester as test bed.
- . Joint investment and pooling, aligning and channelling resources for greatest impact.
- . Collective learning around measurement, evaluation and learning. Developing shared indicators of change and honest, meaningful and efficient ways of capturing progress. Increasing confidence in how we measure what matters and share what works in a complex system, so evidence can translate into practice and demonstrate value, to include nurturing and capturing system maturity.

4.3 This is reflected in the shared priorities and approach set out in the ['GM Moving in Action' strategy 2021-31](#) which we co-authored as Greater Manchester's renewed whole system strategy for physical activity and call to action for Active Lives for All. See below.

4.4 The partnership and collaborative spirit we have created has felt powerful, providing the strength and resilience to stay focused, stay together and to keep us moving forward even in times of significant challenge and stress on partners and the system.

5. GM MOVING IN ACTION – OUR SHARED FRAMEWORK

5.1 Our shared vision, priorities, ways of working, catalysts and enablers for change are set out in the [‘GM Moving in Action’ strategy 2021-31](#) which the Partnership co-authored, alongside people and partners across the wider movement. As a partnership we take responsibility for providing strategic direction, conditions, check and challenge and accountability for system delivery of this strategy.



GM Moving in Action Strategic Framework, Figure 1

5.2 This includes the following agreed ways of working:

- **Values-led:** We'll live our values in practice. To include being present, open and honest to enable high challenge and high support. Actively listening and assuming the best of each other and seeking common ground.
- **Whole system working:** Acknowledging the multiple and complex influencers on people moving. Connecting people and information together across layers, hierarchies, systems, sectors and geographies to accelerate progress within place.
- **Movement-building:** Inviting others to join in and enabling them to play their role as part of a movement for movement. Creating a culture of welcome, inclusion and belonging.

- **All leaders:** Joint commitment to collaboration, co-production and being ‘in the work’ together. Respect for each other’s strengths, perspectives, expertise and competing demands.
- **Enabling change:** Drawing on our collective evidence and insight to inform practice and using ongoing reflection and sense-making to ensure practice informs learning. Being agile, flexible and receptive to the dynamic and emergent nature of the work.
- **Learning together:** Working together on a day-to-day basis as one team. Forging deep relationships that nurture courage to test, to fail and to learn.

6. MEASURING PROGRESS - OUR KEY PRIORITIES AND INDICATORS OF CHANGE

6.1 The [‘GM Moving in Action’ strategy 2021-31](#) sets out our view of what success will look and feel like in 2031 and our high-level approach to measuring progress against each of our key commitments and priorities. ‘We want to know names and numbers, stats and stories’.

6.2 As a Partnership we will facilitate the production and publication of an annual progress report and action plan. This will focus on our key commitments and indicators of change, as set out below, alongside significant stories of impact and partners’ on-going reflections on the changes we see, hear and feel. See appendix for our latest progress report and action plan.

Key Commitment	Key Priorities / Big Issues	Key indicators of change
People, families, communities:Active Lives for all	Active Children and Young People	Sport England Active lives data shows increasing positive experiences of children and young people, decrease in number of inactive children and increase in number of active children.
	Active Adults	Sport England Active lives data shows decrease in number of inactive adults and increase in number of active adults.
	Reducing Inequalities	Sport England Active lives data shows narrowing of socio-economic, demographic and spatial inequality in activity levels.
Inclusive participation and	Physical activity, sport and leisure	Data and stories show increase in access and participation in physical activity through community and faith

access: Move your way!		<p>networks and spaces, public leisure and grassroots sports and increasing representation of target audiences.</p> <p>And these networks are deepening their connections in communities and growing breadth and strength of their ties and engagement in the movement.</p>
	Walking, wheeling, cycling and other active modes	<p>Data and stories show increase in access and participation in walking, wheeling and cycling and other active modes (e.g. run, skip and play on the way) in Greater Manchester and increasing representation of target audiences.</p> <p>And these networks are growing in diversity, scale and strength of engagement to include participation in GM Walking festival and GM Walking Voice.</p>
Active places: Wherever you live, work and play	Place partnerships	Impactful deepening of place partnerships in Greater Manchester. To be developed with localities and Sport England to align with model for measuring place-based work. To include indicators to show increasing community-leadership.
	Active environments	Increasing examples of where good active design is embedded into policy, guidance and practice in Greater Manchester.
Whole system integration: Building back fairer through active lives	An increasingly mature, enabling system.	Increasing system maturity across the GM Moving enablers for change.
	Physical activity integrated into health and care	Increasing examples of integration into policy, practice and delivery.
	Physical activity integrated into economic inclusion and wealth creation	
	GM Moving is contributing to environmental sustainability	

	Uniting the movement, locally, regionally, nationally and globally	Increasing number and diversity of people and partners actively involved in localities and pan GM. Stronger ties with national partners and growing global community of practice.
Culture change: Everyday moving	Inclusive language, imagery, stories. Dispelling myths and assumptions that perpetuate inactivity	Traces of change across the system. As captured through GM Moving socials, events, conversations and ongoing reflection and sense-making.

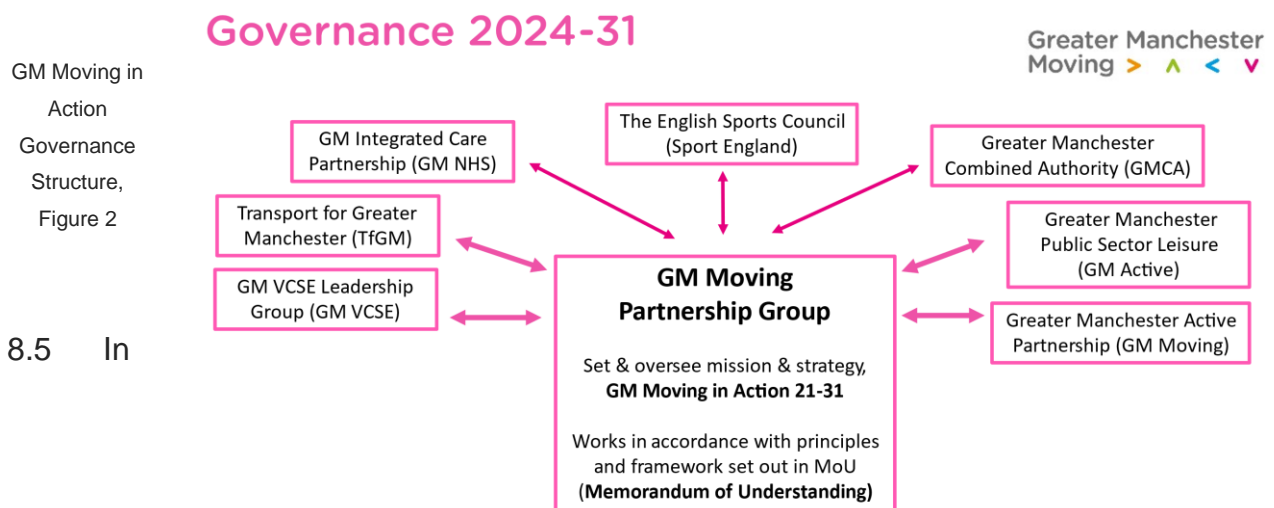
7. CATALYSING AND ENABLING CHANGE

- 7.1 Evidence and learning to date has highlighted the importance of the seven GM Moving catalysts and the five enablers for change (as set out in the GM Moving in Action framework above) as critical to how we create the conditions for change and make progress towards Active Lives for All. The partnership takes responsibility for ensuring these are considered in decision-making and in oversight of investment and delivery of the strategy.
- 7.2 The partnership also commits to investing resource and capacity to ongoing process evaluation to ensure real-time learning and its translation into action and practice. GM Moving in Action will continue to lead the way in understanding what works, and why in systems approaches to inactivity and inequality and will collaborate and share with others.

8. GOVERNANCE, ACCOUNTABILITY AND RESOURCE ALLOCATION

- 8.1 The GM Moving Partnership Board will oversee the shared action plan and ensure annual publication of progress against the agreed outcomes framework to include changes against each of the key indicators of change. This will be in addition to any reporting mechanisms agreed between partners for specific areas of investment though partners will seek to streamline governance and reporting around the shared framework to optimise shared measurement and learning and reduce administrative time and resources.

- 8.2 The Partnership Board will meet four to six times a year to guide progress against key commitments and priorities, assess issues, risks and new opportunities and to strengthen and support partnership working. Additional working groups or advisory groups can be established as and when needed at the discretion of the Board and Exec team.
- 8.3 Membership of the Partnership Board to include a minimum of one and maximum of three representatives from each of the key partners. Guests to be invited to attend to provide advice and insight or to observe as and when agreed. The Board to annually nominate a Chair and Deputy Chair for all meetings. Membership to be reviewed annually. Executive support and secretariat functions to be fulfilled by GM Moving.
- 8.4 In the event of any member or partner having an actual, potential or perceived conflict of interest in relation to their role within the Partnership and matters to be discussed at the Board, they will notify the Chair and the Exec lead. In this event the partners will discuss and agree the necessary actions to ensure a conflict of interests is avoided.



keeping with the Partnership's values, the partners all sign up to promote a culture of shared responsibility, accountability, and radical candour to each other, to the people and partners in the GM Moving movement and to the Greater Manchester population.

- 8.6 The Partnership will oversee the production and publication of an annual GM Moving progress report and annual action plans. To inform and support the annual

sense-making and reporting process, partners will help to convene an annual GM Moving round table, to bring Greater Manchester and national strategic leaders together. Partners will also support the hosting of an annual GM Moving conference, as an opportunity for people and partners across the whole movement to come together to celebrate their collective progress, share learning, re-energise and refocus.

Annual calendar	Partnership Board meetings	Wider partnership and movement
Winter	<ul style="list-style-type: none"> • Deep dive for Commitment 2: Access & Participation 	
Spring	<ul style="list-style-type: none"> • Review co-investment and outcomes framework. • Deep dive for Commitment 3: Place 	<ul style="list-style-type: none"> • Annual GM Moving Conference • Results of stakeholder survey released
Summer	<ul style="list-style-type: none"> • Deep dive for Commitments 4 & 5: System integration & culture change 	
Autumn	<ul style="list-style-type: none"> • Review of MoU and Partnership Board. • Deep dive for Commitment 1: People, Families & Communities 	<ul style="list-style-type: none"> • Publish Annual GM Moving progress report and action plan. • Stakeholder survey disseminated. • Annual Roundtable with strategic leaders

9. COMMUNICATIONS

9.1 All communications will be guided by the partnership’s agreed ways of working to include principles of transparency, distributed leadership, shared ownership, and responsibility.

9.2 This includes a commitment to ensure that the following GM Moving communications are maintained:

- GM Moving website will be kept updated as a platform for sharing progress, partner stories and data, insight, learning and resources.
- The annual progress report and annual action plans will be published on the GM Moving website along with details of the governance arrangements and Partnership Board with a link to this MoU and its appendices.

- . A regular GM Moving newsletter with updates to be sent to all subscribers.

- . Regular communications across social media platforms to include GM Moving feeds on X, LinkedIn and YouTube.

- . Annual GM Moving Conference will be held as an open space for all people and partners across the whole movement to gather.

10. CONFIDENTIALITY AND DATA

10.1 The parties agree and acknowledge that the discussions related to the Partnership and the MoU may include confidential information and are subject to a separate Non-Disclosure Agreement (NDA). Neither party will disclose confidential information without the prior written consent of the other party in accordance with that NDA.

Data sharing and Freedom of Information

10.2 The parties will adhere to protect personal data.

- (i) Where any Personal Data is processed in connection with this MoU, the parties acknowledge that they each act as a Data Controller.
- (ii) The Parties will comply with all relevant Data Protection Legislation.
- (iii) 'Data Protection Legislation' means all applicable data protection and privacy legislation in force from time to time in the UK including the General Data Protection Regulation (Regulation 2016/679 of the European Parliament) as transposed into UK national law by operation of section 3 of the European Union (Withdrawal) Act 2018 and as amended by the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019; the Data Protection Act 2018; and the Privacy and Electronic Communications Regulations 2003 (SI 2003 No. 2426) as amended and all other legislation and regulatory requirements in force from

time to time which apply to a party relating to the use of Personal Data (including, without limitation, the privacy of electronic communications).

- 10.3 The Partners acknowledge that each is subject to the requirements of the Freedom of Information Act 2000 (FOIA) and the Environmental Information Regulations and shall assist and co-operate with each other to enable compliance with its information disclosure obligations.
- 10.4 Where one partner considers that any information it has provided to the other is exempt from disclosure under the FOIA, it must tell the other partner and refer to the relevant exemption and give reasons why it is so exempt.
- 10.5 Each Partner acknowledges that the other Partner shall be responsible for determining in its absolute discretion whether any of the content of the MoU is exempt from disclosure in accordance with the provisions of the FOIA and/or the Environmental Information Regulations.

11. PAYMENT

- 11.1 No payments will be made by any Partner under this agreement. Commitments of investment through the partnership will be governed by separate agreements, albeit with reference to the principles and framework set out in this MoU.

12. WIDER OPPORTUNITIES

- 12.1 This MoU does not limit the scope for potential joint work and each Partner will seek to explore any collaborations, locally, nationally, or internationally, which might deliver game changing results.

13. REVIEW

13.1 The Partnership and MoU will be reviewed annually to ensure it best reflects, represents and serves GM population and is fit for purpose to support delivery of the GM Moving mission and strategic priorities. This MoU will come to an end and will need to be renewed in 2031 alongside the refresh of the 2021-31 GM Moving Strategy, or earlier if required.

14. GENERAL

14.1 This MoU is written in the spirit of a partnership committed to strengthening, deepening and expanding collaboration and in striving to add value, as more than the sum of our parts.

14.2 The Partners agree that they will comply with the relevant rules, regulations, policies and procedures of the other organisations to the extent necessary for the purposes of the implementation of and operation of the MoU.

14.3 This MoU will come into force on the date of signature below and will remain in force unless terminated. Any Partner can terminate this MoU on giving at least three months' notice in writing to the others.

14.4 The terms of the MoU can be amended by mutual agreement in writing by the Partners.

Signed on 27 September 2024

By:

Andy Burnham

Mayor of Greater Manchester

Andy King

Chair of GM Active

Caroline Simpson

Hayley Lever

**Group Chief Executive for GMCA,
TfGM and GMFRS**

Chief Executive for GM Moving

Lisa Dodd-Mayne

Liz Windsor-Welsh

Exec Director for Place, Sport England

**Director 10GM and representative
for GM VCFSE Leadership Group**

Mark Fisher

Dr Richard Nickson

Chief Officer for GM NHS

Network Director, Active Travel,

TfGM

Tim Hollingsworth OBE

Tom Stannard

Chief Executive, Sport England

**Chair, GM Moving Partnership
Board & CEO Salford Council**

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.

