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Foreword

> Greater Manchester's vision is for the city region to be one of the most prosperous, fastest growing and financially self-sustaining city regions by 2020, as set out in the Greater Manchester Strategy, "Stronger Together" – published in 2011.

Realising this ambition requires change, and, **Greater Manchester Moving**, the Blueprint for Physical Activity and Sport, is part of this plan. This forms one of the exemplar projects contributing to the region's sustainability plan around health and social care devolution.

Inactivity is a cross cutting issue that concerns the health and wellbeing of all residents, their ability to be active members of society and to fully contribute to the economic growth and prosperity of Greater Manchester.

> The current levels of inactivity within Greater Manchester pose challenges to both individuals and society as a whole, affecting residents' healthy life expectancy and mortality rates.

Physical inactivity is the fourth largest cause of disease and disability with 1 in 6 UK deaths linked to insufficient levels of physical activity. Up to 40% of long term conditions could be prevented by taking more exercise and a small increase in activity can make a difference.

Demand on NHS services linked to inactivity is significant, and a large number of working age residents are dependent upon state benefits and public services as a result of health conditions related to a lack of exercise. The estimated cost of physical inactivity to the NHS alone in Greater Manchester is calculated at £35 million a year (based on 2012-13 figures).

If we have a more active population and combine this with action on other lifestyle factors and on developing our rich base of community assets, we can prevent and better manage a range of conditions that are creating demand on the NHS and contributing to economic and social inactivity. This can have a direct contribution to the Greater Manchester Health and Social Care Sustainability Plan. Benefits will be seen for individuals, communities and the economy.

There are many social, individual and emotional reasons to be physically active. Being active plays a key role in brain development in early childhood and is also good for longer-term educational attainment. Increased energy levels boost workplace productivity and reduce sickness absence.

Depression is increasing in all age groups. People who are inactive have three times the rate of moderate to severe depression of active people. Dementia affects 80,000 people in the UK. Staying active can reduce the risk of vascular dementia and also have a positive impact on non-vascular dementia. Being active is central to our mental health.

There are examples of good work being undertaken across the Greater Manchester districts to improve people's participation in physical activity and sport, as spectators, participants and volunteers. However there is a strong rationale to accelerate the pace of change and increase the scale and impact of effective practice in order to reduce demand on public services, improve outcomes for people and support economic growth. A combined focus will enable physical activity and sport to contribute to closing the £5 billion gap between the tax we generate and the cost of public services across Greater Manchester.

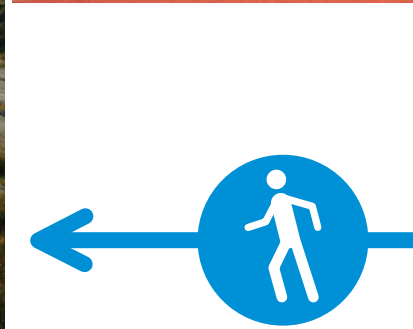
Greater Manchester Moving is a means through which we can strengthen our partnership approach and challenge ourselves to do the very best for residents. The purpose is not to replace local strategies but to consider the added value that can be achieved through working together at a Greater Manchester level to achieve scale and value for money where it makes sense, whilst also providing a framework of activity that can be enhanced in the localities through working together.

As part of our devolution proposition it is our ambition to secure the greatest and fastest possible improvement to the health and wellbeing of the 2.8 million citizens of Greater Manchester. This Blueprint for Physical Activity and Sport will help us to realise this ambition.

Councillor Cliff Morris

AGMA Health Lead

June 2015



Introduction

> Greater Manchester's vision is of a city region fit for the future; a healthy, safe, sustainable place where people want to live, work and visit. The Greater Manchester devolution proposition presents the opportunity to radically upgrade our approach to public health, facilitating system wide collaboration through transformation of services, with prevention at its heart. This will increase the impact of a well-established physical activity and sport culture which will be integral to the city region's health, growth and prosperity at an individual and population level.

Enabling more people to be physically active throughout life is an area critical to delivering local wellbeing priorities including the reduction and management of long term health conditions. Interventions to improve access to, and provision of, physical activity and sport opportunities through participation, volunteering, and spectating will contribute significantly to economic growth, skills development, maximising community assets and connecting to priority work streams for the city region.

Greater Manchester Moving and the subsequent outcomes and priorities have been developed collaboratively by Greater Manchester partners **GreaterSport**, **Transport for Greater Manchester**, **Greater Manchester Directors of Public Health**, the **Association of Greater Manchester Clinical Commissioning Groups**, **Public Health England**, **Sport England** and **New Economy** with all party support from the ten Greater Manchester Local Authorities.

> The process of developing the Greater Manchester Blueprint for Physical Activity and Sport has also been supported by input from the Greater Manchester Public Health Network, national governing bodies of sport, leisure providers, professional sports clubs and colleagues in education and planning.

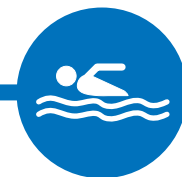
The key outcomes of Greater Manchester Moving are to:

- 1 Increase levels of participation in physical activity and sport and reduce levels of inactivity
- 2 Increase active travel mode share
- 3 Increase economic output of the sport and physical activity sector

Partners followed a set of guiding principles in considering how **Greater Manchester Moving** can best support a collective response to the challenge of inactivity.

> All partners agree that the Blueprint must align with the overarching Greater Manchester Strategy focus on growth and public service reform. It must underpin our shared vision to achieve sustainable economic growth, ensuring all residents can contribute to and benefit from that growth.

Oversight and implementation of **Greater Manchester Moving** will be through the Greater Manchester Early Intervention and Prevention Board and will be driven by the Greater Manchester Physical Activity and Sport Leadership Group. Links will be made as necessary to establish lines of communication and accountability to wider delivery structures across the relevant partner networks.





The Scale and Nature of the Greater Manchester Challenge

> The following facts serve to reinforce our commitment to increase levels of physical activity and sport and the need for a transformational Greater Manchester Moving Blueprint.

FACT:

47.3% of adults in Greater Manchester do not meet the Chief Medical Officers (CMO) recommendations for physical activity and 32.6% are recorded as engaging in less than 30 minutes of activity per week, both worse than the national picture of 44% and 28.9% respectively¹.

47.3% of adults do not meet the Chief Medical Officers recommendations for physical activity



32.6% of adults are recorded as engaging in less than 30 minutes of activity per week.

FACT:

In 2012/13 it was estimated that 20% of children in Greater Manchester were classed as obese, higher than 18.9% nationally².

20% 

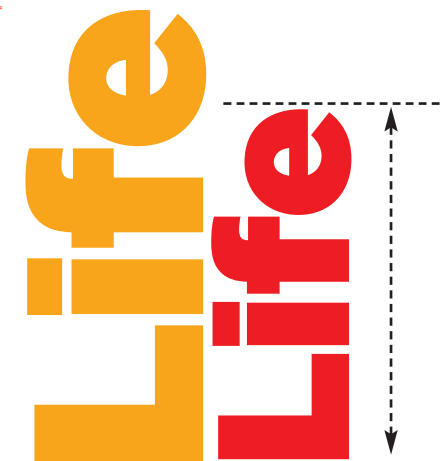
FACT:

These levels of physical inactivity in Greater Manchester contribute to increased levels of chronic disease including increased rates of heart disease, type 2 diabetes and high blood pressure.



FACT:

Local authorities in Greater Manchester are among those with the highest prevalence of these diseases nationally and this is in part due to low levels of physical activity. Life expectancy in Greater Manchester is also much shorter than the national average.



FACT:

The costs to the NHS in Greater Manchester that can be linked to these diseases in 2012/13 were in excess of £35 million³.

£35 Million costs to NHS

FACT:

Physical activity also correlates with greater earnings and productivity of the workforce. Those who exercise (150 minutes moderate intensity activity per week) earn on average £6,500 more each year than those who don't⁴.

AVERAGE £6,500 MORE EARNED EACH YEAR

FACT:

Evidence shows that the cost of investing to increase levels of physical activity is relatively small. As such, return on investment is high which provides a strong case for increasing this expenditure - for every inactive resident that takes up running, it is estimated that the NHS would save over £100 per year⁵.



Doing nothing simply is not an option. Poor health outcomes as a result of lifestyle choices, including physical inactivity, place an unsustainable burden on health and social care expenditure. This demand on services is a significant contributor to the finance gap that Greater Manchester faces.

1 Active people survey, 2013
 2 National Child Measurement Programme, 2012/13 - children aged 10-11 (Year 6)
 3 Greater Manchester PHE inactive Adults Data 2012-2013
 4 https://www.nuffieldhealth.com/sites/default/files/inline/Nuffield%20Health_%20LSE_Low-Fitness_Report.pdf
 5 Sport England, Economic Value of Sport tool



Greater Manchester Moving *Priorities*

> The Greater Manchester Health and Social Care Sustainability Plan recognises the need for sustainable economic growth and the need to connect people to this growth, so all benefit from sustained prosperity.

The development of the Greater Manchester Blueprint for Physical Activity and Sport should be seen as part of a wider range of approaches to improve the health and wellbeing of all the residents of Greater Manchester throughout life, from early age to the elderly.



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As part of **Greater Manchester Moving**, our aim is to promote and implement a series of 10 pledges and actions in pursuit of three interlinked outcomes:

1. To increase levels of participation in physical activity and sport and reduce levels of inactivity leading to:

- a) Improved health and wellbeing for residents
- b) Greater resilience for residents and our communities
- c) Improved economic outcomes for individuals and Greater Manchester

2. To increase active travel mode share, leading to:

- a) Reduced congestion
- b) Increased walking and cycling
- c) Improved environment
- d) Improved health and wellbeing
- e) Improved air quality

3. To increase the economic output of the sport and physical activity sector, leading to:

- a) Increased economic growth
- b) Raised productivity of residents & businesses
- c) Skills development
- d) Increased volunteering and community capacity

> Our approach recognises the interrelationship between each of the outcomes. All partners have agreed that there is a strong rationale to structure activity in a manner that promotes integrated working across the conventional themes of public health, sport, transport, planning and economic strategy.



Greater Manchester Moving: A Blueprint for Physical Activity and Sport

PURPOSE: Using physical activity and sport as a vehicle for large scale, transformational change in order to reduce demand on public services whilst contributing to the economic growth of the city region.

VISION: A more active and healthy population of Greater Manchester, with particular focus on improving health outcomes for key population groups.

MISSION: To integrate physical activity and sport within the Greater Manchester devolution systems approach in order to accelerate health gain and maximise the impact towards reducing dependencies. This is to be achieved by creating a framework, that is adopted by all 10 districts, key partner organisations and the Greater Manchester Combined Authority, and will provide evidence based guidance, strong leadership and inform smarter investment decisions to create an environment where residents can increase their levels of physical activity and sport participation.

OBJECTIVES: Influence behaviours of:

Sector workforce to provide a robust evidence base for the current Greater Manchester position, scalable solutions and outline measures for impact of success

Residents to enable more people to become more active, working towards UK Chief Medical Officer recommended levels

Policy makers to broaden the base of investment into physical activity and sport through a range of partners at national and city region levels

STRATEGIES:

Pathway; Everybody Active Everyday	Pathway; Exercise and Sport	Stakeholder engagement and influence Framework for future collaborative bids	Marketing and Communications
Evidence, insight and ongoing evaluation; Strong evidence base; Consistent data gathering; Added value (savings to other parts of the system as result of reducing demand on services)			
<p>TACTICS: Physical activity & sport delivery programmes throughout life (Start well, Develop well, Live well, Age well)</p> <ul style="list-style-type: none"> > Increase the number of people walking and running > Increase the number of people cycling > Create a transport system that promotes an active life > Reduce social isolation and economic inactivity > Deliver a vibrant physical activity and sports sector and contribute to economic growth > Develop an informed and skilled paid and volunteer workforce > Promote physical literacy in the early years, at school and at home > Promote exercise and informal sport (swimming, other activities in parks, and other public spaces) 	<ul style="list-style-type: none"> > 10 x local multi-agency forum for local engagement > Maximise the NHS contribution to develop a more active Greater Manchester > Develop community resilience and community assets > Create more active and sustainable environments and communities through spatial planning 	<p>Coordinate and deliver clear community and Greater Manchester social marketing and communication plans</p> <ul style="list-style-type: none"> > Coordinated approach to national campaigns > Stakeholders aware of Greater Manchester and local offer > Behaviour Change 	

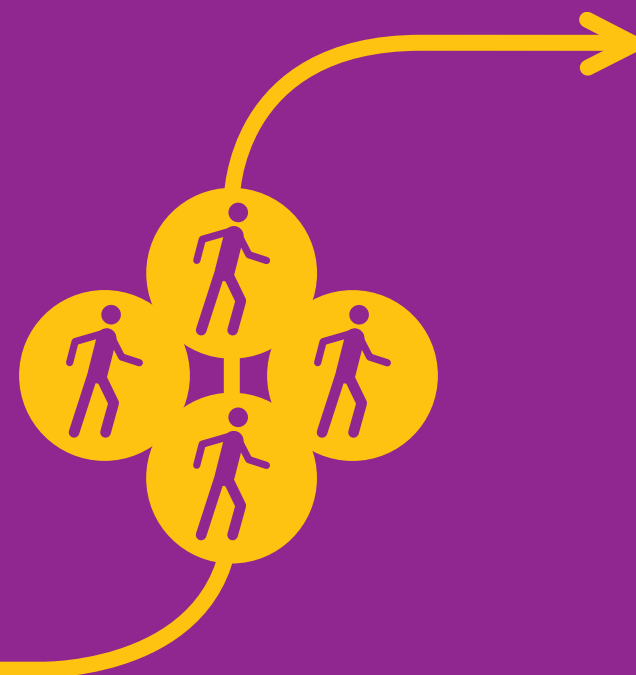


1 STRATEGIC PLEDGES

Greater Manchester Moving Pledges

> The pledges within Greater Manchester Moving are the platform to develop a large scale change process for Greater Manchester, which will result in a reduction in sedentary behaviour and an increase in physical activity participation throughout life.

A collaborative evidence based approach will allow for Greater Manchester consistency of best practice at scale, whilst encouraging local excellence. A series of actions will be developed across each of the pledge areas which will influence supply, demand and the delivery system. A key underlying principle of our approach is that the work to implement Greater Manchester Moving must fundamentally alter attitudes and behaviours to generate demand for those who are inactive.



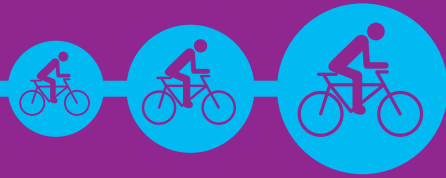
1. Increase the number of people walking and running

Further develop the Walking Cities programme to increase recreational and everyday walking in some of the most health deprived communities in Greater Manchester. As well as working with health practitioners and investing in structured health walks, we will implement an approach that takes into account the NICE guidance and that is based on accepted evidence based frameworks for behaviour change. This will include working collectively to coordinate cross sector investment in the Walking Cities programme.

To work with partners across Greater Manchester to increase the number of people running regularly by improving information and access to opportunities for people to run on their own or with others. This will be underpinned by our knowledge of the running market and understanding of behavioural insight in order to match demand to supply and reach new audiences.



Greater Manchester Moving *Pledges*



2. Increase the number of people cycling

Supporting the Cycle City vision to make cycling a mainstream, everyday and aspirational form of transport for all, regardless of age, ability or background. This will include working collectively to coordinate cross sector investment in the BetterbyCycle programme to deliver cycle training, recreational cycling, mass participation events, awareness campaigns and capacity building within inactive communities, workplaces and schools.

This includes a pan Greater Manchester partnership arrangement with British Cycling to increase the level of recreational cycling.

3. Create more active and sustainable environments and communities through the Greater Manchester Spatial Plan

Working collectively to ensure that the environment and community assets enable the active choice to be the normal choice. This will include working with partners to create active environments as part of new and existing developments and ensuring that the Greater Manchester Spatial Plan incorporates increased levels of physical activity as a core outcome.

4. Create a transport system that promotes an active life

Maximising capital investments and challenging policy makers to ensure that programmes are in place to influence, enable and encourage individuals, families and communities to take part in physical activity and sport and adopt active travel choices. This will include working with partners to deliver a sustained and strategic programme of investment in cycling and walking.

5. Reduce social isolation and social and economic inactivity through physical activity and sport

Developing approaches that support older adults to remain connected to their local community in order to reduce social isolation. This includes influencing 'test and learn' projects delivered through Ambition for Ageing project (2015-20) to embed physical activity, exercise and volunteering in community sport as a key component.

6. Deliver a vibrant and growing physical activity and sports sector and contribute to economic growth

Building on Greater Manchester's reputation as a world renowned sporting city to inspire an increase physical activity, exercise and sports participation and demonstrate the economic value of sport to the Greater Manchester economy. This will include the development of a broad measurement framework to capture and demonstrate the impact of **Greater Manchester Moving**. In addition, work will be undertaken to review and develop our approach to commissioning and future investment opportunities to ensure most effective use of resources. Moreover, action will be taken to explore the potential opportunities to work with partners across the Greater Manchester footprint in order to operate efficiently and deliver greatest impact in localities.

7. Develop an informed and skilled paid and volunteer workforce

Working with partners to develop and deliver training for health practitioners, council staff and other front line workers across agencies to broaden the appeal of exercising regularly, local opportunities and promote the benefits of an active lifestyle. This will include building on the Greater Manchester Volunteer Inspiration Programme, with a view to further developing a Greater Manchester volunteers training and incentive package to enable volunteers to be deployed and retained within local communities.

8. Coordinate and deliver a clear social marketing and communications plan to support Greater Manchester Moving

Develop, with partners, a coordinated and tailored approach to inspiring people to lead physically active lives across Greater Manchester. This will include a co-ordinated response to national campaigns such as This Girl Can, Walk to Work Week, Bike Week and Change4Life. Underpinning this will be the use of behavioural insight to inform future promotions and the design of any web based search or information portals.

9. Promote physical literacy in the early years, at school and at home

To work with partners across Greater Manchester to ensure young people have the best start in life and support the aspiration to ensure all children are school ready. This will begin with a family focussed approach to physical literacy in the early years and connect through colleagues working in education to improve the lives of young people through physical education, physical activity and sport.

10. Maximise the NHS contribution to develop a more active Greater Manchester

Developing differing models of prescribing through primary care commissioning, for example the expansion of exercise on prescription supported through local Clinical Commissioning Groups in order to achieve recommended standards of activity and practice across Greater Manchester. This will include implementing the NICE quality standards (2015) and NICE Guidance on physical activity.





Conclusions

> The pledges within the **Greater Manchester Moving** document are the platform from which to develop a large scale change process for Greater Manchester which will result in a reduction in sedentary behaviour and an increase in participation. A collaborative evidence based approach will allow for Greater Manchester consistency of best practice at scale, whilst encouraging local excellence.

This agenda provides a unique opportunity to focus on what we can do by influencing the supply, the system and levels of demand for physical activity through behaviour change and insight. We can show that by working together across agencies we can achieve greater outcomes within the available resources we each bring. With over 52% of the Greater Manchester population participating in physical activity and sport, we have the ability to celebrate the many life changing stories we hear and to embed 'being active' as a key component of public health prevention and economic prosperity of Greater Manchester.

Greater Manchester will be the test bed for the country, an opportunity to implement a multi-agency approach at scale to create systemic change.

Greater Manchester Moving provides a single entry point into Greater Manchester for regional and national partners to engage with and to invest through.

The approach will be underpinned by a strong understanding of behavioural science to shape interventions, contacts and a long term social movement.

Continued advocacy of this collaborative approach to physical activity and sport as part of the wider public health prevention agenda is critical. **Greater Manchester Moving** seeks to increase investment in, and, or, to support an evidence based prevention and treatment agenda, placing emphasis of greater personal responsibility for health to individuals. It is also a means through which we can strengthen our partnership approach and challenge ourselves to do the very best for Greater Manchester residents.



Our Partners



Public Health
England



GMCA

new
economy®



Transport for
Greater Manchester



Councillor Cliff Morris
AGMA Health Lead

Steven Pleasant
Chief Executive
Tameside MBC/AGMA Lead Chief Executive on Health

Yvonne Harrison
Chief Executive
GreaterSport

Melanie Sirotkin
Centre Director
PHE North West

Dave Newton
Transport Strategy
Director
Transport for Greater Manchester

Dr Chris Duffy
Vice Chair
Greater Manchester Association of CCGs

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