

# Tameside

## Introduction

**Eve:** Welcome to series two of the GM Moving Podcast where we share with you stories of how people and partners across Greater Manchester are creating the conditions for active lives for all. I'm Eve, Strategic Director at Greater Sport, Leading, supporting, and connecting GM Moving, Greater Manchester's movement for movement. Supported by investment from Sport England, Greater Manchester partners have been taking a whole system place-based approach to embed physical activity into everything, to enable sustained behaviour change for happier, healthier, more connected communities and active lives for all. In each episode we share stories of what this looks like in action in each of the 10 boroughs of Greater Manchester.

Today I'm back in Manchester Central Library with Annette, Local Pilot lead in Tameside. And I'm rejoined by Nicole, one of my colleagues at Greater Sport, who supports the Local Pilot network. Tameside is home to over 200,000 people. The latest Active Lives results published by Sport England show that over 67% of adults in Tameside are active for at least 30 minutes a week.

However the data suggests that disabled residents in Tameside and people over 75 are more likely to be inactive than in other parts of GM. You can find out more about the data of and insight on the GM moving website. Tameside's Local Pilot takes a borough wide approach with particular focus on working with young people and families, people out of work, and people in work but at risk of worklessness and people aged 40 to 60 with, or at risk of long term health conditions.

So let's join Annette and Nicole to hear how they've been supporting a systemic approach to physical activity in Tameside to include designing moving into spaces and places to create more active and healthy environments for children, young people and families.

## Conversation

**Eve:** Okay, so welcome. I've got Annette here from Tameside and Nicole's back from Greater Manchester. So I'm gonna start with you Annette, hello.

**Annette:** Hi

**Eve:** Nicole.

**Nicole:** Hello.

**Eve:** Good to have you both here. Starting with you Annette a little bit about your story really. So why moving matters to you personally and what's led you to this point.

**Annette:** I was thinking about this last night and I was wondering to myself why did I end up here? Thinking back to my relationship with physical activity growing up, I've always been active, but I've not always been active in the way that kids were supposed to be active.

So when it came to school PE, contact sports, all that stuff, that was horror for me. I really hate it. Outside of that, I did a lot of dancing like ballet, modern, like a lot of young girls do and I really enjoyed it and where I felt like I was really rubbish at school sports I excelled in that. So I scored like one rounder in my whole life. It was a really proud moment. I know everybody knows it. It's a proud moment, but yeah in ballet, I was getting commended and highly commended and it was the dance to music that always inspired me. As I grew up that morphed into other things. So in my teenage years I did eighties aerobics and the whole leotards and everything.

**Eve:** Excellent.

**Annette:** Yeah, it was not a pretty sight. I found my way back to that a bit more recently, I realised that the reward for physical activity to me is extrinsic. It's the music that keeps me moving. So joining gym classes, step classes, all that stuff. That's what I really enjoyed. And then things change life circumstances, change children come, and you don't get the chance to do that, so you have to find it anywhere else. So cycling, hiking, well, it's

all social. It's all time, quality time spent with friends and family moving. So it's the stuff that keeps me sane really.

**Eve:** Sounds good. So do you still get to dance? Somewhere? Ever?

**Annette:** Sometimes in the kitchen when no one's around. Not as much as I would like to. I did take it up for a little while. I did a 1940s dance troop near us called the BackStep Boogie Club. They were really good. We had them at our engagement party. So we all dressed up in 1940's clothing. It was really good, fun until I realised that my husband's actually terrified of dancing, but he didn't tell me that until we were already having the party. And I noticed him nervously sweating in the corner. I was like, 'what's wrong?' He was like, 'I can't dance, please don't make me dance.' You probably could have mentioned that about six months ago when we started planning that. But he didn't, but I had a great time. It was really good fun.

**Eve:** I'm seeing a future Local Pilot forum session on the dance floor.

**Annette:** Well I was just thinking I'm sure there's some space here if you wanna do some interpretive dance, I can always put it on Twitter.

**Eve:** It's quite a small space to be fair in this podcast studio. But anyway, any space will do.

**Annette:** I need somebody to lead. I'm a follower when it comes to dancing.

**Eve:** Always happy to lead dancing. Well it fits doesn't it that we were talking about stepping aside, stepping back, saying to second forward, it's a constant dance in this work. So tell us a little bit about your role now in Tameside.

**Annette:** So I've been the Local Pilot lead. I don't know. It feels like absolutely ages. Yeah, it feels like forever. There's gotta be at least three coming up for four years.

I'm the strategic lead. So we work with a collaboration. So we've got the Active Alliance, which is our cross sector partnership. So there's myself, there's green space, there's Active Tameside our sport and leisure provider, the school sports partnership, Action Together. Yeah. So there's quite a few of us and we originally set the direction for the Local Pilot. And now I guess it's my job to try and make sure we keep going on those trajectories and to keep convening the spaces for people to get back together to talk about it and to try and make sure that we're linking in the right people, partners, and keeping on building the network.

**Eve:** So Nicole, just let the listeners know what your role is and what are you doing here today?

**Nicole:** I am the Local Pilot Network Lead for Greater Sport, and I am the relationship builder for Tameside. So I work quite closely with Annette in terms of supporting her with the Local Pilot. Yeah. I mean, Annette is probably of the opinion that I peck her head a bit.

What I've enjoyed is that there's been lots of different people around the table as well. So it's not the usual suspects you expect some people to be there, but there's a wide arena as well, which is really good to see.

**Eve:** Great.

**Annette:** I think Nicole's key role is to reassure me that things are still okay the way they're going. That conversation probably takes place at least once a month of 'is it okay, am I'm doing it right?'

**Nicole:** And you're doing it very well.

**Annette:** Thanks very much.

**Nicole:** I've got to say that in this public forum, you're doing a great job.

**Eve:** I suspect relationship building is gonna be a bit of a theme through this, but so far reassurance and head pecking. Which of course was the start of GM Moving was Yvonne pecking the head of Steven Pleasant! So it's a common theme that it's critical to making change apparently.

**Nicole:** So where in Tameside at the moment in terms of Local Pilot have you got a particular theme in terms of a target audience or localities?

**Annette:** This is probably one of the biggest questions that I keep throwing back. Are we doing it right? Because I think out of all the localities we took a slightly different approach. Maybe I took the systemic approach a bit too literally in comparison to other areas. Cause a lot of other areas picked one, maybe two focused target areas and really ploughed everything into those areas. Whereas we went well if it's systemic change in the system's everywhere. So when we originally sat down to have the conversations to say which target audience, we ended up going, well all of them. And then when we said, well, where is it? Well, it's everywhere. And then went are we spreading ourselves too thinly? Maybe. We don't have a focus area. It's Tameside-wide. Obviously we look at the places with the most need first. So we look at our most deprived wards, or we look where there are pockets of communities that are underrepresented in physical activity and we try and stuff there first, or we try to have the conversations there first and whenever there's an opportunity if it's a joint like bid or fund or something like that, we try and see where the best opportunity is to direct things. So we're omnipresent at the moment it feels like. Which actually yes, we are spreading ourselves quite thinly. So now it feels like we're a bit of a cusp of change where actually we need to nail our colours to a few particular masts because now post-Covid we are looking at more delivery. Less theory, more delivery, and that by its very nature has to take place in a space. So that's where we're heading now.

**Eve:** I was thinking Debbie Sawkin when she talks about as citizens change isn't she, she talks about we'll start somewhere, go everywhere.

**Annette:** That's pretty much what we're doing there.

**Eve:** There you go Debbie, and then maybe you go everywhere, and then you come back to somewhere to take action, targetable action.

**Annette:** Yeah. That feels like...

**Eve:** ... Sense making and then you go, okay where next? Where are we gonna focus? So it's a particular phase that you're at as well really in the pilot.

So in all of that, in being everywhere, what have been some of the key joys so far?

**Annette:** Some of the work that we've been doing with children in and out of school settings. I mean by its very nature it's lovely to see kids getting active and getting enthusiastic about things. So pre Covid it was like the last thing we did pre Covid was test out a story walk. We got our inspiration from Oldham.

**Nicole \*whispers\*:** We stole their ideas.

**Annette:** So they gave us some great ideas and some great tips and advice and we tested it out and we got like 300 kids out in Christmas week. I mean we did promise Santa, so it was a bit of bribery.

**Eve:** But it's a good tip though.

**Annette:** Yeah it was. Book Santa early. He gets booked up very early. Busy man that time of year. That went really well, and what's really lovely is during Covid we had self-led trails. So we still tried to carry that forward. We had an audio Halloween trail with potion making and things, but now we're in a position where we can get back out there again. So we had it happen this week. I think it was Monday of this week.

We had a story walk, so we had Where the Wild Things Are. We buddied up with Transport for Greater Manchester and the activation funding. And we had a local storyteller called Simon, who is just brilliant. And he has got a really dedicated following from Mums and Dads, young families. So we had sixty school kids come out with the little Where the Wild Things masks on. And there was a Where the Wild Things thing in the woods, and they had wild rumpus and there was bubbles and music and it was really lovely.

And this was in Chadwick Dam, which is a newly refurbished space for want of a better word. So The Mayor's Challenge Fund. So it's got the

cycling and walking network there, but actually there's been a lot of greening, there's a sensory garden. We've got a very rare black Swan that is now on our boating lake, which I believe we're trying to get protection for because it is really super rare. But it was just great to see the kids in that space because they come from a neighbouring state called Ridge Hill levels of high deprivation there. Really progressive school with a really switched on teacher who's really keen to get involved in things. And it was really great to just bring them.

It's literally a stone's throw from the school. But bringing them into that space spreading the awareness of it. That was a really positive thing. Because those kids are gonna drag the parents back at the weekend, maybe go and look at the black Swan or look for the Wild Thing, which is not there anymore because it was a teacher in a costume. But don't tell the kids that. But yeah that's something really nice that's happening. So that's the start of what we hope to be a bit of a ten month program with Story Walks. And it'd be lovely to see people come from out of the area and see some of our beautiful green spaces as well.

**Eve:** Sounds wonderful. It's only a stone's throw away from where some of those kids live, but did you get a sense of how many of them previously accessed that space?

**Annette:** Not directly from the children, but it's a space it's sandwiched between the estate and it's also next to Tameside and Glossop ICFT. So our hospital effectively. And walking around there you can see that actually there's not that many families, it's quite a newish space. You do see dog walkers, you'll see the occasional runners. We have a park run there every weekend, but generally you don't see that many kids there. So I think it could be a sign of good things. And the more events we put on there the more we spread the news of it. The more the families are gonna know that it's there.

**Eve:** Brilliant. So that'd be a great indicator of change, seeing more and more families in that space.

**Annette:** Exactly. I'll have to hang around there for a bit longer. Yeah, just observing.

**Eve:** Yeah. You're doing your little counts and checking out. Well, we'll love to hear. And what have you seen Nicole, any particular highlights for you in terms of the work in Tameside?

**Nicole:** Yeah. I think the Story Walks are a great example, but I think it also does work around like pavement games, Stalybridge Harbour as well, some of the bike pods that you've done, there's been some community investment funds as well that you've done with Action Together in Tameside and I think this is a real credit to you in your energy. And it's just there's a lot going on and a lot being tested, and it's great to see so thank you.

**Annette:** One of the things that we're testing at the minute which I'm quite excited about. So I'm the lead for the Local Pilot, but we brought in a lady called Marie, who is seated within employment and skills. And through the work with TFGM and The Mayor's Challenge Fund we've managed to backseat four bikes for free. So that's really nice because we're now working with employment and skills effectively to set up a little bit of a mini bike library so that one of her colleagues who works with young people who are trying to get into employment now potentially can borrow a bike to get to their interviews or to get to their first few months of work. So that feels like that work's starting to build momentum now.

**Nicole:** Yeah. We always talk quite a lot within the pilot around that. That leadership enabling people to make their own decisions. And I think that's something that you do really well in Tameside and with the work they've done for Marie and Hailey as well. And, you've created that space for them to try something different and I think that's just a really, really good example of that.

**Annette:** I think one of the principles I picked this up from somebody else when I was at the LGA in Sport England, the residential course which is brilliant, and everybody should go on it. But somebody was saying that the way they like to go about it is to just inspire, connect and enable. Which I think I've realised reflecting over the past few years of my main role I think is to do that more than anything else.

**Eve:** Inspire connect and enable.



**Annette:** Yes. ICE.

**Eve:** There you go. She's very ICE, very ICE, people love a good acronym there to capture. And just so again, people listening, cause you referred to Marie in her role, you referred to Hayley as well. So what's Hayley's role in this?

**Annette:** Oh Hayley's, I've poached her from another area.

**Eve:** There's a lot of Magpie-ing and poaching! That sounds like that might be another tip.

**Annette:** Hailey's just joined us on a 12 month fixed term. I would love to make it longer. So just shout out there for if that's a possibility in the future. So Hayley and I first connected, she worked in community safety, and through various mapping exercises we started to see there's a lot of overlapping areas in terms of cycling and walking, antisocial behaviour, isolation and loneliness. So we focused in on a very specific example, which was so there's a block of flats in Stalybridge and the planners in the infinite wisdom who designed them or the architects rather than the planners put a really big atrium on the outside of it, Perspex atrium, which is lovely if you want to walk up your stairwell with your shopping and stay nice and dry, but it's also great for local young people who want to shelter somewhere. So unfortunately there was some antisocial behaviour going on, where the atrium was being broken into and young people were sheltering, getting up to what young people do. And we started talking about why is this a bad thing? And obviously for the residents that's why it's a bad thing, but actually if you remove the polarisation between young and old and you stop the demonization of young people, what we know is that these young people are just looking for what other people are. They want to be warm. They want to be dry. They want to have social connectivity with their friends. And unfortunately because there's not the provision of the space for them then they have to find a space by other means. And that then becomes the antisocial behaviour, which are then demonised for.

So Hayley and I just had some really open conversations and we kept talking and mulling things over and thinking what could we do about this.

And again from the LGA Sport England course, it was the chief executive of Coventry, and his words always ringing my ears because he kept saying about town centres or any spaces well, whose space is this anyway. And I kept saying well whose space is this? Why are the town centres okay for older people? Okay for people spending money. Okay for people who want to come and do their shopping, but why is it not okay for young people to be there? And the main thing is always because, well it's antisocial behaviour and people are worried or scared or concerned that there's gonna be some damage. Well, actually there's no provision for them there. So if we're not catering for them it stands to reason that not great stuff's gonna happen.

So Hayley and I started having a lot of conversations about where can we go with this? What makes sense? Going back to some conversations I'd had a really long time, about seven years previous with our planners and some of our town centre team about meanwhile usage of shop units, we reached a point where we found out that there was a shop unit that was sublet by one of our partners on the Active Alliance, so Jigsaw Homes. And we worked together with them and Active Tameside to approach them to say you've got an empty unit here. We could do something good with it. How about you sign it over for peppercorn. Anyway, we passed that conversation on, we passed the idea on and we connected some people together. And then through some of those conversations, the lease was sublet to Active Tameside who had now created a community hall in the centre right next door to the flats where the problems were happening, they're working with the edge of care team. They're working with early intervention, early support. And the idea is that they're gonna bring those young people, divert them away from where their presence is not necessarily a positive thing. And they're gonna bring them in and engage them in sport and physical activity. Keep them off the streets. Protect them from potential of child sexual exploitation or being exposed to the wrong people. And physical activity can be the hook that's part of that. So that was a really long winded way of telling you who Hayley is.

**Eve:** Sounds like Hayley's doing some great stuff and transformation and I mean that's certainly the reflection that I've seen. Back to Nicole's point about the energy the change that you are creating is a lot around your more child friendly spaces, streets, places, and how you design it in literary

to the fabric of our environments, which is just so critical. It's needed, isn't it? It's a lot of learning. I'm sure there's people listening now that will be keen to pick up the phone and go great that sounds fab. How do we do a bit more with that? Before we move on to the challenges is there anything else you'd want to add in terms. What have been the key enablers in all the work, or what's really helped things to progress and move forward?

**Annette:** I think the key enablers are just other people who are willing to have a conversation and willing to just see where it goes. People that will give you the time for you to chip away at them a little bit I suppose, and also finding like-minded people across the organisation. So we have another what we'll see is a real positive is we built a relationship with the architects and the people that are doing the town centre regeneration. And they came to us and said there's a space. There's a disused car park. It's part of a regeneration space. What could we do with it? Well I said, 'a pop-up park would be really nice. Could we maybe think about that?' So we managed to connect them in with members of the local community, again deprived areas St Peter's Ward in Ashton and they work together with the community and now we have a pop - up park. I've not been to see it yet. I'm really excited. I need to get there and see it, but that's just a real positive, but that came about because the person that is now the new person that does town centre regen was like why not. Why can't we do that? And again whose space it anyway? Who could we bring into it? So having somebody that's a bit progressive and easy to chat opens a lot of doors.

**Nicole:** I think to be honest, I think Annette is a real key asset in Tameside. And I think just your openness and your ability to build relationships with people is just really important. And I think we've joked about the fact that you need reassurance, but I also feel like you trust people and you've got that trust and that passion that really drives you in this work. And I've seen it first-hand. You get palmed off the craziest inquiries that come through the council. And yet you were always looking at it with a really open mind and you've got a real attitude around okay well how can we make this happen rather than just being like um it's not really my job, but you really want to do the best for the people in Tameside as well and that really does shine through.

**Eve:** And we've talked haven't we about the importance of having that strategic leadership where you clearly provide, to provide, enable them the collective distributed leadership, and then at more senior level, having Steven Pleasant as a chief exec, who's obviously been our chair for GM Moving since the very beginning and a big advocate for physical activity, for place based approaches, for whole system working, has that made a difference? What role has he played in this?

**Annette:** I think it can't have not made a difference. I think I've been really lucky in that respect. He's paved the way and opened doors in spaces and forums that I'm not present in. So I don't know all the ways that he's done it, but I'm pretty sure that the fact that he's always been really behind it has meant that people have been more willing to talk to me when I come up with some random idea. Have you got half an hour to chat about something really bizarre? So I know that that's made a difference and I know also that in terms of the active workplace work that we've been doing. So Marie is the outward focusing active workplace person, and I've been inward focused and I've been allowed to run with a program about managers supporting movement, which has been I think I'm on my fourth session now. So the fact that I've been let loose on other members of staff feels really positive. And I think without the backing of Steven and his senior leadership team, especially in HR and organisational development to let me do that I don't think that would've happened. So now it's a big nut to crack I think in terms of the active workplace in terms of organisational culture. But I think that's definitely opened a door that probably for other people might still be closed.

**Eve:** So challenges we talk about being open and honest and about learning from what doesn't work, what's hard. So everyone, what have been the key challenges you've seen?

**Annette:** Oh, one that niggle that I always bang on about is how to spend small amounts of money.

**Nicole:** I knew you'd say that!

**Annette:** It's really tricky. I think as a local authority, we're really good at commissioning large programs of work, like multi million pound contracts.

But actually if I want to spend twenty pounds on some vouchers for some cups of tea for people, my word that's really hard. So we found workarounds and the workaround have been revoked, trying to find another workaround that I need to think about today, but that's a niggle that we just don't seem to be able to get past, but it's kind of small fry. The main thing that I think is difficult is that you can start all these conversations up with people across the system and they can theoretically speak and agree with you that yeah absolutely. We could join up about this, it's a shared agenda. Definitely. We wanna do something, but then when push comes to shove me and say right, okay well, whose name can I put on this piece of work? Everybody suddenly disappears back down the rabbit warren. And that's difficult because we are asking people to in systemic work effectively do work. That's not in their job description cause it's not part of their work program necessarily. So I think resource is difficult and it's a bit of a Catch 22 because the people that we're talking to right now are the right people in the system for that work to sit with. But it's not their job.

We could recruit somebody and make it their job but they by that very nature would not be the right person placed in the system cause they'd be sitting with us. So it's really tricky without freeing up capacity in the existing system for people to take on this as part of their role. It kind of can't happen. So yeah, if you can fix that. Yeah, that'd be really good.

**Eve:** That's come up a few times that piece about people having the freedom and the space. And a sense of permission to do the job that needs to be done, not to do the job than necessarily in your job description. And there's more examples of that I think across workforce as a whole really, and in terms of people being able to have greater freedom to do things that they care about and they're passionate about, but particularly when resources are tight and particularly when there's a sense of nervousness and risk and the systems under stress, which it has been for a long time. But particularly the last few years, It's harder, isn't it I think for people to feel that they can necessarily do what they think is the right thing If it isn't also clearly within their list of key targets. That doesn't answer your question before that doesn't solve it for you. It just acknowledges it. That's fairly normal, but there's also signs of change.

**Annette:** Yeah, I think it's right. It's the permissions thing. So one particular example is somebody from another area. They were put in touch with me because they had a great idea. And I was like, yep that totally fits with what we are trying to do. That'd be really great. And we managed to move things around and eventually we got basically a project with some support and it was like well we can hand this to you. You can do that. Fantastic. That was your great idea. We've had a conversation, now there's some resource around it. Let's do it. And that individual was like really key, really wanted to do it, but actually, because it didn't fit with their job description were not the permissions coming through. So to my knowledge, it stopped, which is a real shame, cause that particular person was really passionate about it and it did fit with their work area. But just because it wasn't written on a plan somewhere to say this is your job. When push came to shove it was like well that's the first thing you're gonna have to drop.

**Eve:** Are you finding does it get easier in terms of people being able to articulate how this contributes to their agenda and how it might not be on their job description, but actually if they do this, if they support enable more people to be active, that will help them achieve the outcomes that their being measured against. Is that getting any easier?

**Annette:** I think it would probably be easier without Covid. I mean everything, obviously would've been easy without Covid, but I think, one of the main things was where we would've been influencing the space is perhaps, not the really senior management level, but the sandwich in between of like our middle management layer, if we'd have not had Covid taking up all of the head space and time, then those forums would've been more available for us to start chipping away at that they've not been available to us. So some of the things that I'd really like to get into that space and talk about to start shifting at that level so that it enables more people further towards the front line. Hopefully that's gonna start opening up again. So hopefully I can worm my way into those spaces and start having those conversations, but it's not there yet.

**Eve:** And I guess during Covid one thing we saw was actually some of those governance and processes and things are getting in the way of spending twenty quid. Sometimes some of those things shifted in that moment because there was a real clear sense that there was an urgent job

to be done. Yeah. And it was everyone's job to achieve that. Whatever your job description told you and that helped to galvanize the system and help some of those changes happen. And in Tameside, in particular in terms of your approach that was taken around leisure services, there was a real shift, I dunno if you want to just share any of that as an example of what you did differently in Tameside?

**Annette:** In terms of the leisure services. I mean I'm probably not the best person to ask on that front, but what I probably would do is link it back to our play agenda, which is effectively trying to get hyperlocal play opportunities on street, get kids out onto the street, prioritising kids over cars, which the changes in the legislation meant that we had a gateway open so that we could do those, because there was a focus on people that were in quarantine or isolated in high flats, or small houses, or overcrowding deprived areas. So we were able to get people out onto the street more, but what Active Tameside did was also took that out to older people. So we had an active streets approach where we brought older people out who they did Tai Chi in the front garden socially distanced. So that community based delivery building on the freedoms that the changes in legislation gave us to get out and do play streets was a real positive. When that was revoked we then found ourselves, oh we wanna run a play street. It was like well actually we don't have that gateway in the same way anymore so that it was a step backwards effectively, and that's something we need to work on.

**Eve:** Okay. So some steps forward and then some steps back. So in terms of co-benefits of what you've seen so far, so all the things that we know flow from people moving more, anything in particular that you'd want to point to anything that's maybe been surprising or that stood?

**Annette:** When you say co-benefits, what specifically do you mean?

**Eve:** Yeah, good question. So we talk about whether it's the physical or mental health benefits, whether it's the environmental benefits, whether it's about social economic inclusion, whether it's around building people's relationships and their own individual development or community development, it's a whole host aren't there of benefits that we see all flow from people moving more and more of the time, and all of those I guess

happen, but it's was whether there's anything in particular for you that you've seen, has flowed from any of this work that stood out or is it a bit of everything?

**Annette:** I think that's quite a difficult one to answer.

**Nicole:** I'd say the pavement games are a really good example of that so I know Annette that you've worked quite hard on that in terms of previous attempts by schools to like what do you call them? Traffic wardens with the pupils.

**Annette:** Yeah. So junior PCSOs.

**Nicole:** Yeah Junior PCSOs. And I know from your perspective you didn't think that it was in terms of that whole system approach perhaps wasn't the best way to go about things. So you've worked quite closely with those pupils in schools to think of creative ways for children to actively travel to school. And while it's great that children are being more physically active, and enjoying that process of going to school. But there's also so many different additional add-ons to that. So the pollution around the schools and it's stopping some of the issues around traffic management around the schools and the issues with people parking all over the place and the danger of people who do wanna walk and things like that. Yeah, I think that's a decent example of those wider outcomes as well.

**Annette:** I think probably linked to that. I mean this is probably maybe it's a bit too specific for the question that you asked, but I'll say it anyway. You could edit it out as well!

So one of the things that's been really nice. So with that same school we've done duck walks. There's a great one in the press release all hands on duck. I love it. I didn't think of it. I can't take credit for that. What's been really nice about that is that it was a project that with a few introductions, organically grew. And now we've got a solid little cohort of people that have with a really vested interest. So we've got the Friends of Sunnybank Vale. We've got Greenside Primary School, their PE lead. We've got junior health visitors. We've got a Manchester district orienteering volunteers. I'll



have left somebody out there and that's gonna be horrendous. Really great bunch of people anyway!

So the fact that we've got, it was, it was formerly a landfill site which has been greened up and now it's like an award winning haven for wildlife and stuff. And we've got duck trails that the kids have designed. So that's the co-design they came up with like there's like Octoduck and things like that. And Spiderduck they're really cool. They're really good fun. But we've now got a Linktree page where we can bring in green space, information about floor and fauna. We've got orienteering activities. I'm saying this like it's happened. It's about to happen and, on that we can go well here's your volunteering opportunity for the friends. Here's an opportunity to come on a litter pick, here's a social thing. So it's a really nice way that it's come together. And I feel like I can step out of that circle now and that relationship is galvanised. And I think they're gonna go on to do really good things.

So it's the co-benefits are that we've got a great local resource. That's been co-designed by people, but that relationship that's left in place now between the several different parties is gonna leave a bit of a legacy. So what I'd like to do in the next twelve months is step away from things and leave some legacies in place and then start looking into new areas cause it does feel like for a long time I've been focusing on the same networks and same partners. And I feel like I wanna explore somewhere new now.

**Eve:** But as you said they're now solid aren't they and people are looking to Greenside a lot in terms of lot of the work they've done and how they've navigated that and changes that people want to make across Greater Manchester. So sometimes it takes time and then from that can grow and spread. So on that basis what does the future look like?

**Annette:** So I did another course the other day. I can't remember which one it was, but it was about how you're gonna move things forward. And I think a lot of that is to try and figure out from things that we've tested and learned. Like how we do moving to business as usual were the ones that we're happy with. So I know this week we've been speaking with children's centres and from the previous Story Walk Pilot we did when I got back in touch to say, let's pick that up again. They were like well we're

already doing some anyway, we're doing our own which was lovely. And now what we're doing with this is gonna compliment it. So we've got quite a decent programme of that coming, which is a combination of ones with a storyteller and ones where the guys do it by themselves. And we've got the legacy of the self-led walks that we had over Covid. What would be really nice if I can go for myself right, well that's embedded now they get it they want it they're gonna carry on with it, whether I'm there or not. And to drift away, go and find something else. Exactly like some more conversations in different places. I know working with the music service, we had some conversations a long time ago and they got parked up. I'd really like to revisit some of those. So it'd just be nice to start picking up some of the other threads and seeing where they take us.

**Nicole:** I've seen that in other areas actually. There's I think now things we've Covid have quieted down a little bit, the cultural element is starting to come back into the works. I feel like during Covid and this last six month period it has focused around having that physical activity and getting people moving. But I feel like there is definite space for those cultural opportunities as well. It's something that we've spoken about, definitely in Rochdale quite a lot, and I'm interested how you progress with that.

**Annette:** Me too.

**Eve:** Me too. Great. Well, maybe we can have another podcast in the future and hear how things have continued to spread and grow and how many more ducks we've got across Tameside. Well, thank you. It's been a real joy and I continue to be inspired by all the work you're doing. It's fantastic. So continue and may the force be with you.

## Outro

**Eve:** Thanks for listening. I hope you enjoyed that conversation just as much as I did. We've heard how moving matters to everyone and how we can all play a role to design moving back into everyday life. We'd love to now hear how you keep moving and the ways you are supporting others to live an active life.

You can contact us on our socials we are on Facebook and Twitter just search 'Greater Sport'. And don't forget the #GMMovinginAction. Please do share this episode with people and organisations who'll find it useful and join the movement for movement. A big thank you to everyone who's investing in this work and playing their parts to test, to learn and to make this happen.

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