

GREATERSPORT

Priority plan:
GM Walking,
wheeling and
cycling



GM Walking, wheeling and cycling

Our shared ambition

To enable the greatest number of people to routinely walk, wheel or cycle for pleasure, personal or environmental benefit and travel.

- » Applying an equitable and inclusive approach to support the choice to move more by walking, wheeling or cycling every day.
- » Champion a transformational growth in walking, wheeling and cycling, through supporting population level behaviour change, system change and culture change.
- » Support the growth of place-based partnerships, approaches and environments to create conditions for walking, wheeling and cycling across the Greater Manchester city region, localities and neighbourhoods.

GM Walking, wheeling and cycling

Our contribution

- » Integrate walking and wheeling into the work of partners across Greater Manchester by creating a clear and shareable narrative, and embed walking and wheeling into the implementation of relevant strategic policies in GM.
- » Build walking and wheeling into 'business as usual' operations across the system by building capability and confidence to enable opportunities and provide motivation for people to participate.
- » Integrate factors relating to walkability into the creation of healthy active places, building on key transport guidance to further connect to wider place-making.
- » Support strategic alignment and connection between partners working to increase cycling participation across GM.

GM Walking, wheeling and cycling

Our activities

Leading

- Influence processes to support the creation of healthy active communities and embedding GM Moving ways of working across the system, including a co-designed approach to workforce development for health and transport sectors.
- Lead on a shift in framing of the work to create healthy active environments for inclusive walking, wheeling and cycling away from car-centred language towards outcomes for people and place.
- Lead and influence the system around commitment to inclusion and involving local people, supporting and connecting community-led activity to enable walking and wheeling among priority groups, thereby supporting health and integrated care ambitions.
- Tell the stories to share learning, provide visibility of everyday walking and wheeling and to normalise everyday walking and wheeling, using the GM Walking Brand, GM Moving and using/ developing a range of images, assets and resources for use across the integrated health system.



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Our activities

Supporting

- Support and advocate for investment in and integration of walking, wheeling and cycling interests as an integral part of the Bee Network.
- Support the routine application of walking data, insight and learning from across the system to inform local approaches to supporting communities to walk and wheel more in local neighbourhoods.

Connecting

- Convene partners working across GM to create the conditions for culture, system and behaviour change and pool and channel resources that support inclusive walking, wheeling and cycling.
- Convene and connect networks of partners to ensure place-based and person-centred approach to enable inclusive walking and wheeling at local and hyper-local levels and share best practice across GM.
- Work with national partners and agencies to ensure the GM work draws upon national guidance and best practice and influences the work of others to support conditions for culture change nationally.



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What is the change we want to see?

- Communities involved in the development of healthy active places and opportunities created to walk, wheel and cycle.
- Work to enable walking and wheeling to be informed by the data and insight.
- Conversations to enable inclusive walking, wheeling and cycling held across the system (not just within transport).
- Changes to language in communications with residents about improvements, leading with benefits for people and involvement of communities.

How will we know?

- Reflective logs and reevaluate.
- Workforce from health.
- Community led activity to support walking, wheeling and cycling, including grants distributed and breadth of GM Walking Festival.
- Stories and images of diverse communities walking and wheeling and improving health and social outcomes.

