

Greater Manchester  
Moving > ^ < v

Feel  
good  
your  
way





## Introduction

Physical activity is increasingly recognised as a vital tool to manage and improve mental health and the evidence base is growing.

However, in Greater Manchester, 2 in 3 young people are currently not engaging in the recommended amount of physical activity to benefit health (60 mins per day).

Participation is lower amongst all girls and feminine-presenting young people, who are also more likely to drop out altogether.

We have co-created Feel Good Your Way with young people across Greater Manchester to truly understand how they can be inspired and empowered through movement.

We want young people across Greater Manchester to see movement as achievable, social and a valuable tool for their wellbeing.

Feel Good Your Way aims for girls (cis and trans) and feminine presenting non-binary young people to feel represented and supported, as well as gaining a sense of belonging through their chosen method of exercise.





# Contents

4	The insight	12	Community
5	Our manifesto	13	Educators
7	Our mission	14	Health
8	What's provided	15	Stakeholders and partners
9	How do you use it	16	Did you know?
10	What exercise really means	17	Other options for narrative
11	How movement can support better mental health and wellbeing	18	Brand guidelines



## The Insight

In Greater Manchester, 2 in 3 young people are currently not engaging in the recommended amount of physical activity to benefit their health (60 minutes a day). Participation is lower amongst girls (cis and trans) and feminine presenting non-binary young people, who are also more likely to drop out altogether.

**Greater Manchester Moving** is a movement that is working together to positively change the lives of people across Greater Manchester through physical activity and sport. We want to enable active lives for all.

**Feel Good Your Way** is a co-designed campaign to encourage 11–16-year-old girls and feminine presenting young people to move more in whatever way they feel comfortable. We aim to challenge their preconceptions of what exercise is, who it is for, and inspire them to be more physically active to improve their mental health and wellbeing.



## Our Manifesto

Moving makes us feel good  
And no matter who you are  
Or where you live  
Anyone can move more

You don't need fancy kit  
You don't need to be a pro  
Whether you're using jumpers as goal posts  
Or playing frisbee with paper plates

The only rule is...  
There are no rules  
As every movement matters

**feel good your way**





## Tesa's story

“ During Covid, I felt really lonely and isolated from everything. I didn't leave the house for nearly 6 months because the virus scared me so much, not even for walks.

When things started to normalise again and we returned to school, it was really hard. I had panic attacks; I was nervous to be around people and felt socially awkward. It got that bad me and my mum decided homeschooling would be the better option for me.

As time went on, I started to feel quite low, and everything was very confusing. But I have a real passion for dance. I started to dance in my bedroom on my own to help express my feelings and let out my emotions.

Then I found the courage to go and try a dance class, at first, I was nervous and shy. But it really did help me with my mental health and help me feel good about myself. Not only this but I started to socialise with people a bit more and as time went on, I was more confident. I still use dance now to get my emotions out,

or if I have a bad day, I dance! My mental health is so much better now and it's all thanks to dance because I'm not the best at talking about any problems. Not only this but when I dance, I am active which then makes me feel better in general. I hope my story can help other girls in similar situations feel better, and know they are not going through it on their own, and that something as little as a dance in a bedroom can have such a big effect.

My advice would be to give a new sport a go, you don't need to be amazing at it, and it's ok to be nervous trying something for the first time. You may find a real passion for something and best of all make new friends with similar interests. ”





## Our mission

Our mission is to inspire all girls and feminine presenting young people aged 11-16 to move their bodies more and feel good whilst doing it.

Movement is an amazing tool to support our mental wellbeing and we want to see more girls seizing this opportunity. We aim to challenge their perceptions of what movement, physical activity and sport is and understand that it is accessible and inclusive to all. Let's celebrate the benefits of physical activity!





# What's provided

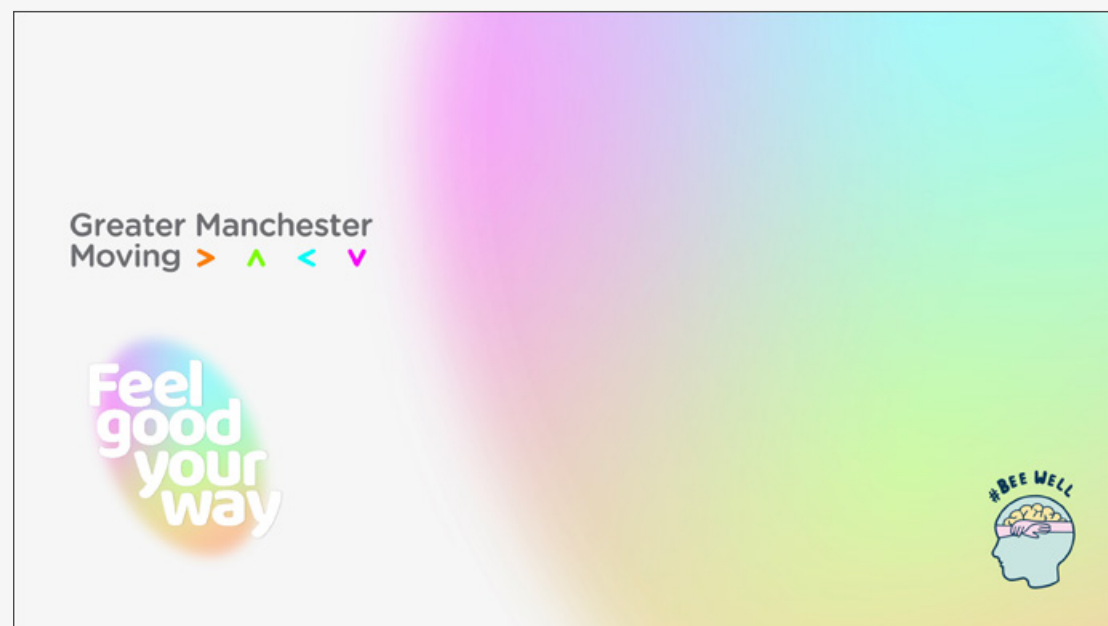
This guide is for anyone working with young people in education settings, health, youth work, or community setting to support us in the campaign.

[Visit Resource Hub](#)

Greater Manchester Moving video



Delivery guide including brand guidelines



1920 x 1080 Static



1080 x 1080 Static





## How you use it

### Talking points:

Use the video to inspire discussion and challenge perceptions.

**Share and encourage** young people to view and share the video.

**Discuss** what exercise means.

**Encourage** young people to think about the different ways they can move their body.

**Talk about how** movement, physical activity and sport can support mental health.

**Put up campaign assets** in busy areas where young people, youth workers, educators and parents will see it.

Share information with the wider community in **Youth groups and spaces and newsletters, at community events, or on social media.**



## What exercise really means

There are no rules for how we move and we want to make sure that young people are deciding what movement makes them feel good.

- Exercise can be anything that involves moving your body.
- Exercise can include walking or wheeling to school, yoga at breaktime, dancing in your bedroom, using an outdoor gym in the park.
- Exercise doesn't always mean running, the gym, exhaustion, team sports and a PE kit.
- It is about moving in a way that feels good for you, whatever that may be!





# How movement can support better mental health and wellbeing

## Talking points for young people:

- Movement provides a 'feel-good factor,' it is a form of self-care.
- It can help you feel better and cope with day-to-day struggles.
- Moving with your friends and family can improve your mental health and help others around you too.
- Building any form of movement, physical activity or exercise into your daily routine is a great way to improve your mental and physical health.
- It can build your self-confidence and help you feel empowered.





# Community

## Specific ways to get your community involved:

- Ensure that youth voice is embedded into the initiatives so that they feel represented and inspired to take part.
- Set up inclusive projects and programmes for 11–16-year-old girls (cis and trans) and feminine presenting non-binary young people.
- Sign-post female and inclusive sports teams.
- Celebrate facilities that have dedicated female (cis and trans) and feminine presenting non-binary hours.
- Find out about local opportunities you can signpost your young people to which are tailored to females (cis and trans) and feminine presenting non-binary young people. For example:
  - » Are there facilities with dedicated sessions or spaces?
  - » Which projects cater for young people with disabilities so they can take part with their friends?
  - » How are cultural requirements taken into account?
  - » Which sessions do young people tell you they enjoy and make them feel welcome?
- Share the ethos of Feel Good Your Way, for example, you can place the video and images in places with busy footfall, such as noticeboards, waiting rooms, newsletters, and social channels. Keep listening to young people, what do they need from you to feel confident getting moving?
- Share the ethos of Feel Good Your Way, for example, you can place the video and images in places with busy footfall, such as noticeboards, waiting rooms, newsletters, and social channels. Keep listening to young people, what do they need from you to feel confident getting moving?
- Give young people a voice, what do they need from you to feel confident getting moving?
- Talk to the young people you support about their experiences of being active and moving.

## How to use the campaign:

- Discuss what exercise is and how it makes young people feel.
- Provide opportunities for young people to discuss their exercise habits.
- Celebrate healthy habits and encourage others to do the same.
- Sign-post places, clubs, events and competitions where young people can get involved in sporting activities.
- Create a project with young people involving exercise, such as a weekly walk and talk.
- Get families involved too by sharing resources with them and involving





# Educators

## Specific ways to get your school involved:

- Give your students a voice, what do they need to feel confident getting moving? How can you provide those facilities?
- Share the video with staff so they can use the content in assembly, tutor time or PSHE.
- Set up and run clubs exclusively for girls (cis and trans) and feminine presenting non-binary young people.
- Look out for local challenges or competitions your school can get involved in.
- Share the video and image stills in places with busy footfall, such as notice boards, school reception, newsletters and during parents' evenings.

## How to use it:

- 
- In assemblies or in the classroom, discuss with students what exercise is and how it makes them feel.
  - Celebrate healthy habits and encourage others to do the same.
  - Get families involved too by sharing resources with them too.
  - Provide opportunities for students to talk about their exercise habits.
  - Enhance student voice by encouraging the student council to get involved.
- 





# Health

## Ways to further engagement:

- Spread the word! Have conversations with young people about their mental health and the strategies they can use to manage it themselves..
- Share with young people the benefits of exercise on the brain. 60 minutes of exercise a day can provide enjoyment, benefit well-being and mental health, and provide a feel-good factor!
- Exercise can mean belonging. Those who are more active, experience less loneliness as exercise can create social support networks.
- Keep an eye out for local challenges or competitions young people can get involved in. According to Women in Sport, 72% of girls want to be more active, they just don't know where to start.
- Sign-post female and inclusive sports teams and facilities that have dedicated female (cis and trans) and feminine presenting non-binary hours.
- Find events and competitions that create long term shared goals around fitness and mental health.
- Encourage families to get involved too – only 42% of parents of under 18s in the UK were aware that children 5-18 should be doing 60 mins of physical activity per day.
- Increase reach by sharing the video and image stills in places with busy footfall, such as notice boards or waiting rooms.
- Share resources in-person or virtually using blogs or newsletters.
- Address challenges for underrepresented communities, such as language barriers, by using translation services or printing still images for those without internet.

## How to use it:

- Discuss what exercise is and how it makes patients' feel.
- Provide opportunities for patients to discuss their exercise habits and their mental health.
- Share information about the relationship between mental health and exercise.
- Celebrate healthy habits and encourage others to do the same.
- Sign-post places, clubs, events and competitions where girls can get involved in sporting activities.
- Get families involved too by sharing resources with them and involving them in discussions.





# Ways to create further engagement

## Ways to further engagement:

- Spread the word! In-person or virtually using blogs, social media, or local newsletters.
- Create project committees and workgroups across the whole of Greater Manchester to get more people involved.
- Familiarise yourself with local organisations across the county and put on events that create long term shared fitness goals.
- Encourage local facilities in Greater Manchester's cities, towns and villages to get involved. Can they dedicate certain hours to prioritising girls (cis and trans) and feminine presenting non-binary young people in sport?
- Address challenges for underrepresented communities, such as language barriers, by using translation services or printing still images for those without internet.
- Increase reach by sharing the video and image stills in places with busy footfall, such as notice boards or waiting rooms

## How to use it:

- Share content online alongside examples of local sporting programmes, projects or initiatives that cater to 11-16-year-old girls (cis and trans) and feminine presenting non-binary young people.
- Sign-post inclusive sports teams and facilities that have dedicated female (cis and trans) and feminine presenting non-binary hours.
- Share any local challenges or competitions that girls (cis and trans) and feminine presenting non-binary young people can get involved in.
- Visit programmes and events that cater to the mission and share your experiences.





## Did you know...

- 38% 11-16-year-olds had trouble with sleep, and this was worse for those with a probable mental health disorder.

**Data from NHS Digital (2021)**

- Only 54% girls said they find exercise and sport 'easy'.

**Youth Sport Trust, 2022**

- 63% of girls wouldn't play sport without a friend by their side.

**Women In Sport (2019)**

- Young people should engage in physical activity for at least 60 minutes per day to access the full range of health and mental health benefits, that it can provide.

**UK Chief Medical Officer's guidance (DHSC, 2019)**

- 9 young people in the average Year 9 classroom of 22 don't get enough sleep.

**BeeWell (2023)**

- UK children's happiness with their lives continues to decline and one in nine children have low wellbeing.

**Good Child Report (2022)**

- Only 58% girls feel confident being active, compared to 74% boys.

**Women in Sport (2022)**

- 72% of girls (11-16) said they liked taking part in physical activity, however only 63% like PE.

**(YST, 2021)**

- 40% disabled young people say their impairment is the biggest barrier to them being active. Disabled young people are twice as likely as non-disabled young people to feel uncomfortable in a PA environment

**Activity Alliance, Including Every Child, 2020**

- 15 out of 22 young people in the average Year 9 classroom think they have good places to spend free time.

**BeeWell 2023**

## You can change the narrative!

- Sharing the message - share the video and resources and challenge girls' perspective on what being active looks and feels like.
- By showing them examples of different forms of exercise, such as walking or wheeling to school, yoga, playing with a younger sibling, going on a bike ride with your family.
- By encouraging girls and members of the LGBTQ+ community to take part in any form of daily movement.
- By explaining to them the important role exercise can play on their mental health.
- By getting your community involved.



## Other options for narrative

### Exercise is...

- Movement
- Feel good!
- Empowering
- Sociable
- Fun
- Self-care
- Achievable
- A sense of belonging
- A valuable tool for your wellbeing
- Accessible
- Inclusive

### Exercise isn't...

- The gym and PE lessons
- Always competitive
- Always exhausting
- About PE kits



# Brand guidelines

## Colours

The brand guidelines lean into the existing Feel Good Your Way palette, this time executed in a more playful way to suit a younger audience who need encouragement to engage with sport and exercise.

#ff8003	R: 250	G: 128	B: 0
#80fa03	R: 128	G: 250	B: 0
#03faf7	R: 0	G: 250	B: 250
#f705f7	R: 250	G: 0	B: 250

## Typeface

Our headline font is Baloo Extra Bold. It is a friendly, approachable typeface that our panel of young people liked!

# Baloo Extra Bold

Feel  
good  
your  
way

## Example creative

The lockup should be used over imagery on 1080x1080 assets, otherwise for larger formats, 'Feel Good Your Way' is given centre stage across the creative, with the rainbow gradient behind the main focus of the image.





## Feel Good Your Way

We want to ensure that young people are empowered to include more movement, physical activity and sport into their daily lives. Feel Good Your Way can be linked to other national campaigns, and be used to highlight this at a local level:

---

### This Girl Can

**This Girl Can** from Sport England shows how women and girls of all shapes, sizes and abilities can get active. Their website includes This Girl Can classes, Studio You – a digital platform to support PE, and even Disney Dance Alongs.

### The Daily Mile Fit for Life

**The Daily Mile Fit for Life** is a social physical activity, with children and adults running, jogging, or wheeling– at their own pace – in the fresh air with friends. Aimed at 11+, it aims to help girls incorporate physical activity into their daily lives.

### Time Together

**TimeTogether** encourages mothers and daughters to discover a new way of spending time together, by being active. The campaign's found a partner gives girls extra motivation to get outside and the companionship brings them closer together.

### We Are Underfeatable

**We Are Underfeatable** is a movement supporting people with a range of long-term health conditions. It supports and encourages women and girls to find ways to be active that works for them and their health condition.



## Contact us

 [marketing@gmmoving.co.uk](mailto:marketing@gmmoving.co.uk)

Greater Manchester  
Moving > ^ < v

