

GM Moving In Action - Shaping a strategy together for the next decade: Inclusive economy engagement conversation

24th March 2021



The opportunity

The vision for the LEP is the same as it is for GM Moving- these things are aligned. We have an opportunity to make pragmatic connections and connect to embryonic work, particularly around inequalities. We can do things differently- bringing in private sector, getting out of the silos and join this thinking together.

Why does GM Moving matter to inclusive economic growth?

There is a huge burden of inactivity to the economy. There is an opportunity for a greater contribution to the success of the city-region. GM Moving is a framework for action. There is political will, and the economic argument to unlock purse strings and encourage investment. National policy is aligned. Health and wellbeing underpins everything we do. A lot of work in employability is about mental health issues; getting confidence and self-esteem up. Healthier people are more likely to get jobs. It's about wellbeing; the whole person, the whole system, how it's all interlinked.

This agenda is more important now than it ever was. The question is, how do we get people in a place (good health) where people are ever more likely to access sustainable employment?

Priorities/Themes

There are some key priority areas emerging within this. We are not starting from scratch. Work has been done in all areas, and there are some great things happening already that we can collectively build on.

1. Work and Health (supporting those out of work or at risk of being out of work)
2. Workplace Wellbeing (links to Good Employment Charter)
3. Sport, Physical Activity and an Inclusive Economy: workforce development, the role of events, the role of sport/physical activity infrastructure as employers and anchor institutions in communities, sports brands and industry.
4. Workforce development- eg in work and health, integrated health systems, VSCE, leisure sectors.
5. All underpinned by high quality evidence, data, insight, evaluation and learning; eg economic impact assessments, measuring what matters, understanding the enablers of change.

What might that take?

Visible, active leadership. Consistent communication. Make it resonate and be relevant, short and long term thinking and action. All these programmes of work require partnerships based on reciprocity, good relationships and empathy. We need to understand each other's constraints- and the conditions we're operating in. We need buy in from everyone. People associating themselves with a movement – contributing to a greater good/agenda; people being able to connect to that. Collaboration, knowledge, collective goal – leaving organisational hat at the door. Ambition, translated simply. Lasting change driven bottom up not top down. Significant events to build around. Equality and Fairness throughout.

Barriers to change

Mentality and mindset. Space and time to connect. Messaging that is inclusive for all. Confidence. Perceptions, use of language, benefit sanctions, silo mentality, lack of ambition, not knowing your audience, lack of resource allocated, top down approach.

Next steps

Connecting across sectors and building a network of advocates is key. Engage with networks that exist, and build on the little links, and progress the key themes/priorities through these.