

GM Moving and Worklessness

24th March 2021



The Opportunity

People who are out of work are amongst the most likely to be inactive within the population. Working with employment services across GM we can learn more about the barriers this effect this cohort and how as a system we can address them.

Priorities and Themes

There will be some key themes in this work and although some conversations and work has started we are at the early stages of joining up the dots and key partners.

- **Workforce development** – How do we enable case workers and employment advisers to be confident about talking to clients and participants about being active while searching for work?
- **Evidence** – How does being active help people who are out of work? Does being active help people be work ready? Giving them more energy and stamina to stay in work, does being active help people find work?
- **Client/Participant Education** – As a network can we help to develop programmes with employment services to help clients and participants be more active?
- **Grow Collaboration** – Develop our relationships with Department of Work and Pensions and Ingeus to expand our learning of their systems and who else needs to be in that conversation.
- **People and Partners in a Place** – Working with partners in a place such as Housing Associations and GP Surgeries in LSEG areas, how do we create the conditions for daily activity.

Barriers to Change

Government reporting is based on how many people employment agencies return to work, which can mean that this becomes the priority target. As a results targets on the health and wellbeing of clients and participants can be over looked.

Next Steps

Continue to grow relationships with employment agencies and the leaders within employment policy. Expand and grow the network to include partners in place. Grow and expand the systems learning and understanding of employability and the role PA can play within it.

What are your hopes for the next 10 years of GM Moving?

- Momentum Continues
- Movement becomes normal
- See a culture shift where is acceptable to move more

What do we need to do to make that happen?

- Increase access to facilities
- The return of youth clubs

- Listen to young people and what their needs are - 'Are we using the youth voice?'
 - Remove financial barriers
 - Address cost and ease of transport/travel
- Address high unemployment after the pandemic
- Policy change in housing to make more active neighbourhoods
- Protection of Green space
 - Stop spatial framework from building on needed green space
- How do you encourage the local community/businesses to take leadership in movement
 - Policy in workplaces to encourage movement

How do we get there? What is required?

- Top down and bottom up approach
- Real opportunity to engage in the community
- Change approach depending on the audience
- Opportunities with GM Moving to influence GMCA around green space, housing and policy to promote activity
- Including people, helps them to feel invested, everyone plays their part
- Look after local areas, make them areas people can be proud of and want to spend time in
- Opportunity through Covid -work with people who have stepped forward during pandemic
- Aspects of covid life that need to stay

What could get in the way?

- They'll be a challenge within priorities, how do we ensure movement remains relevant . Something else that comes along and takes priority, smoking, obesity, drinking
- Getting PA to be taken seriously within different settings
- The perception of what activity is - people see it as a tool for looks and fitness rather than simple everyday things you can do.