

Stockport

Introduction

Eve: Welcome to series two of the GM Moving Podcast where we share with you how we are enabling people to get moving. I'm Eve, Strategic Director at Greater Sport; leading, supporting, and connecting GM Moving, Greater Manchesters 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 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 ten boroughs of Greater Manchester. I'm back today in Manchester Central Library speaking to Ross McGuigan and Stephen Pearson as local leads in Stockport.

Stockport is estimated to be home to over 288,000 people. The latest Active Lives results published by Sport England show that 75% of adults in Stockport are now moving for at least thirty minutes a week. But the data and insight shows that activity levels are significantly lower for children, young people, women and girls, people with a disability, a long term health condition, minority ethnic groups, and the local older population.

Today we hear about the importance of going beyond community consultation to really listen to local people and communities as part of an ongoing conversation and relationship. So over to the Stockport Local Pilot team. I kick things off by asking Ross where being active started for him...

Conversation

Ross: I was always kept active younger. So my parents were involved in things like joining the local football club and things like that. My Gran as well is really active. She was ninety six when she passed away, but before that's what kept her going. She was always a walker and an absolute machine is probably the only way I can describe it. That's one side of the scale, someone who walks and just takes it recreationally. And then on my side taking part in football, I have an older brother so he always made childhood super competitive so then that's just instilled in me...

Eve: And do you still compete with your brother?

Ross: Not as much now. He's playing less football, and I still play a bit of football. I play dodgeball which is quite random and strange. Internationally as well so I'm quite proud of that.

Eve: You play dodgeball internationally?

Ross: Yeah.

Eve: I didn't know that. Oh cool, my kids all love dodgeball. That's probably their favourite one. Great.

Over to you Stephen, what's been your moving journey to this point?

Stephen: Oh well for me there's a direct relationship between moving and physical health, but also that mental health and that vitality. I'm forty six so I'm a bit older now. And I remember when I was younger, I might just do things with the adventure or for the challenge, and just be really radical with the things I did. But I've noticed lately being a bit older how to maintain that vitality, the energy is crucial to be the best we can be. And my kids are eleven, so moving tends to look like doing things with my kids. Walking, running, encouraging them in their sports or physical activity. So to be the best that I can be, that moving element relates to that mental wellbeing for sure.

Eve: I love that word vitality. It makes me think as well of Covid really. And so many people felt like that's what they're seeking now is to regain vitality that I think lots of us have lost for multiple reasons. One of which is that many of us haven't moved as much the past few years.

Stephen: I remember before Covid I was like, oh I've really got to mentally prepare myself to go to the gym, cuz the gym was the hard place of doing activity. But now it's the mental preparation of saying well I want to go move and be active and choose another way of being active rather than replacing it with something else which is come out of lockdown. Which is like well I can go surfing on the internet or I can watch that programme, or I can do some doodling or some other mindfulness stuff, but you don't get the same benefits. And therefore when you build that back in you start to experience those endorphins.

Eve: For a minute then I thought you were gonna say you've been surfing in Stockport! I was like, I've missed that activity, but yeah a beautiful segway there Stephen. So that designing physical activity into everyday life, making it a

social norm. I mean that's what both of you are doing aren't you, you are doing that in Stockport, and that is very much part of the approach you're taking for the Local Pilot.

So Ross can you just talk us through which organisation are you hosted by?

Ross: So I'm in Life Leisure, so for Life Leisure we're seen as a leisure operator. I think there was already a stigma over me especially if I wore any uniform, or the lanyards and things like that, that people would associate me with the gym using that setting. I had to take myself away from that a bit more, and develop it, I think the relationships in a bit of a different way.

Eve: What's the focus in Stockport in terms of the Local Pilot, any particular audiences? Any particular places?

Ross: So my particular focus is in Brinnington, the locality work. We are across the different target audiences of the five to eighteen year olds out at school setting, forty to sixty year olds, long term health conditions, and those out of work are at risk of being workless.

However we've not, or for me personally I've not focused too much on those target demographics because the first step was probably something before that, which was presence in the community, trust building, relationship building, and understanding the community, and who we can work with, and who we should work with.

I had some experience of working in that locality before, but with this difference in ethos it was very different, and we were taking ourselves away from being that solution-led organisation that we've probably been guilty of. And really delving a bit deeper into the people that we should speak to who have that lived experience, and who have that understanding of the community before we even talk about physical activity. And again we probably would've just thought about the surveys. We would've thought about asking people straight into physical activity: Do you cycle? Do you walk? Do you take part in sport, and that kind of thing? And that's not the right first steps to take.

And even to this day two to three years on, we're not always talking about physical activity, it's more about pride and sense of community on a short term. That focus is in that locality and we want to support people into activity, but actually their journeys and pathways are very different from maybe like myself who was brought up into the physical activity setting, joining a sports club,

probably even at school having that interest even through my brother, like I mentioned. We have to take that away, and break it down a lot further. So that's been what's been interesting to try and tackle.

Eve: And Stephen, so where are you based, and what's been your focus and role as part of the Local Pilot?

Stephen: I work for Seashell, which is a specialist non-maintained school, college, and residential care provision for children and young people with complex learning disabilities. So we were brought into the Local Pilot to look at children, and young people aged five to eighteen with SEND.

There was data that went into that. So in the joint strategic needs analysis 7,700 children and young people in that cohort, with SEND in Stockport, and that number's rising. And with that data you can look at how Brinnington, for example, had the highest amount of population in SEND children and young people in that ward.

So that's led us to really focus on Brinnington together to really try to connect and engage, listen, and understand. So what is it like for you living here? And sometimes when you are having that conversation for the first time or for the third time, because they recognise your face and they don't look at you like 'who is this guy I'm trying to have a brew?' They're sharing a bit of their life with you and it's really important that you hear that and make them feel like that story is their story and that when you talk about so what would you like more of? How would you like things to be different? Or what's your understanding about being active and your choices about being active? It's hearing where they aspirationally want to be within that. And that's where you start that connection and conversation, and we were very much about that in our methodology, which wasn't to say we've got an answer, we've got some money, we've got a Trojan horse who wants to come on board, cuz those principles all talk about doing it to people which takes away their agency, it takes away their link to their place.

And for some communities such as Brinnington there's, 'well this is our place, and this is where my family live, and this is where we've been brought up and we're quite proud of it'. But there's other factors as well which they would say 'we feel like we've been dropped here', 'we feel like nobody cares about us', 'we feel like there's a disconnect', and that 'we have to fend for ourselves, so that's why we do things for ourself', and there's a mistrust of certain services.

So when it comes to children and young people with disabilities, and talking to their parent carers, it's not only like so what's it like living in Brinnington and being active? It's like what's it like having a child with a disability and being active in Brinnington? And trying to be open to talking about the barriers to some of that. Whether that's perceived or internal stuff that they own, that they need to change from a habit point of view, or stuff that's external. So the policies, the environment, the services, the organisations, that local picture. And then hopefully what we try to do as Local Pilot officer is to say, okay so we'll map that out. What one thing can we do to improve or increase that, who needs to do that? And that's the knitting together isn't it.

Eve: You've mentioned a number of things there. There's the starting with the conversation about what matters to you, and someone's storing and listening to their story and that validation of them and their place and the things that matter. And then that knitting, got this lovely image of the two of you now literally knitting , but definitely that's come up a lot. Knitting or weaving is another northern, Greater Manchester thing we're good weavers!

Is there anything else that you would point to in terms of what is particularly unique or special about the Local Pilot philosophy, or ethos I think as you put it?

Stephen: I think for me I love the work of the Local Pilot because it starts where people are at.

And I think that was the first impression I got up from the very first meeting when Sport England were standing up talking about the Local Pilot, and there was a number of blank looks on people's faces across the room saying, so 'what, that doesn't come with a project management thread matrix, a KPI matrix, what is this?'.

And I remember speaking to Katya at the end, we've both got backgrounds of community development, and we both looked at each other and said, 'so I can go out there and speak to the community, and literally whatever they say they need in respect of improving the system we will work in a roundabout way to make change happen?' And we both looked at each and went right, 'we're gonna test that, let's go.' We were empowered and I was like okay I'm really excited for it!

So I thought well let's test it, let's try it. People were saying this is what and how we're doing it. Let's take that to people, and create change in the system. That

was that was euphoric or naive... And then later on you're like, oh, actually to change a system, doesn't go in a straight line. It takes a number of different conversations.

And I think it's investigative, so it doesn't come with a format. You work with people, you work to understand their experiences, but then you are able to identify system errors, whether it's within commissioning, funding, the ways people work together, or how they engage communities, how they listen, and all of that stuff to target inactive populations.

You go in to talk to, engage, find out where those system errors are. What is that change you want to see? Where's the barrier? And then when they name the barrier, you go well let's go and have a look at that barrier because it might be that particularly for people with a disability that sometimes they face access issues accessing the building. So then if that's your barrier, coming through the front door let's go and talk to that person or that organisation, that group's front door and say, do you know this is what people are saying?

So the Local Pilot way, that systems leadership, getting people around the table, everyone owns the solution if it works effectively. And you've got a group of cohorts of people who understand the GM Moving Local Pilot way of working, all of that learning comes into a conversation about the barriers, about the issues, about what people want to see to change. And it's only through being daring and doing things different, doing those small changes then you can start to see that happening.

Ross: We've been directed I think maybe in the past quite a lot when you focus on the quantitative side of it as well. And I think the qualitative side is starting to shift the way in which we approach a specific work stream.

For example, with cycling, once we sit down as partners around the table to talk about cycling, it's not to say we're gonna find this funding and do this, we're gonna go directly to people and ask. We put on the cycling events, we delivered around seven of them, and we had a bike shop who helped fix the bikes, but then they actually educated the people that came along, but it was really informal and people just came up. So Stephen was there at a couple of them as well to speak to people. And it was very like, we went there with our clipboards ready to go right, 'would you like to get your bike fixed?, if you would like to then we want this from you...'

It was kept very informal just as that first step of stepping stones and very recently resorted to putting another ten cycling events to use for that very similar purpose. And we've got funding to do a repair stand as well. That's been a good progression side of it and, and shows that there needs to be infrastructure change.

But from that very point of I was saying around maybe how we've been directed previously, with your funding and the quantitative side, this side has really evolved. And I think we're continuing to evolve with this work as well.

Eve: So you've got your bag of tricks and tools. I just wanted to go to you Ross. So going back to Stephen's euphoric moment I suppose if this is all possible, this is what we can do.

Applying that in your experience in Brinnington what have been the moments of joy? What have been the moments of wow this actually works this makes a difference?

Ross: Probably respect comes to mind because again like I said there's probably a stigma from a Life Leisure perspective, gym industry, that side of things that was a cloud hanging over. And even from the very beginning going in to have those conversations with people, and just generally getting on well with people, and hearing back from them and they're talking about ideas and things like that.

That was the first point where I was like, oh I'm thinking of this quite differently now. I'm not just going in with that clipboard and asking them specific questions, and going from there.

When we ran the first forum the ethos behind the forum was just to create an informal setting for partners and residents. And we put on a bit of lunch which I always think is very nice and helped, but it really did for me create a different setting in a meeting space. I think that we've been guilty of the formalities that are not necessarily required to have those conversations. And from that very first forum we did the brainstorming. It was from there where we started to pick out those common themes and ideas and fast forwarding.

The Brinnington maps is quite a large piece of work, and what that accelerated to was, especially when it was installed on the side of the walls in the central point in Brinnington, it wasn't about that product being produced or anything like that. It was more about the space that it changed and brightened up, what people are talking about with the maps, people look at them. But actually I think

it's one small piece of a bigger jigsaw that has started to flip that understanding of the work that we're coming in to do.

So I think it's just sometimes it's those moments of seeing what's been produced, but also just generally when people are actually quite appreciative of being in that space and going, oh, this has been really good, but that's certainly something for me.

Eve: Those moments, those bits of feedback that you get as opposed to I guess get back to the qualitative responses that you get rather than the data of just number of bums in seats, but how does it make people feel and what do they say.

Ross: That's it, it's not always that it has to be down on paper necessarily. And going back to respect people when you see them and understand what you're doing and they know what you're doing. That respect is two ways so it's great when you get that sense of what is happening.

Eve: And that's often invisible isn't it?

Ross: Yeah.

Eve: Often it's those invisible things, the trust, the respect. So in talking about the Brinnington maps, it would be good to just hear a little bit more about what was the process that you went through that led to those maps being produced?

Ross: The first thing we wanted to make sure we do is just that every part of that decision making process is on the community. It might not be in a meeting type setting. But it'll be through multiple different avenues, and we tested that in a way. So we found that we did it through a subgroup from the forum of residents and some partners who were more keen to be involved. TFGM were a big part of that, and Brinnington Big Local have to absolutely shout out. A huge partner for us.

So that collation of people in that setting was a starting point. We attended different events, community events that were going on and just had sticky note things. We had a big map, and said what is in Brinnington, what is here? And that's what started to define the fact that we needed three maps and not one. So like, oh well this is a bit of a bigger job. They were talking about walking routes. They were talking about historical things that used to be there. And it might not be as direct as that, but they were saying like, oh, 'there used to be

these top shops that are in the centre of Brinnington'. Like, everyone of course talked about the places that were there already. And the fact that three quarters of it is surrounded by beautiful green space.

So on that journey people were feeding into it in lots of different ways. Social media as well, we had people commenting about it. But always going back to the community they designed the content, even the illustrator choice, even the final products that we were like, 'oh this is good.' And then suddenly we had a few comments that were to change it, but that was exactly what we were after and even where to place the maps in Brinnington.

So that was all tracked along the way, and we have like an infographic to show that timestamp of everything that happened, because why would we not do that. Why would we not just explain to people what we have done to try and come to the stage of launching the maps and having leaflets and things? We need to tell people how that's actually happened, because it actually is nice to reflect back on that and see that journey and go, well actually yeah it was great that the community had three choices of illustrators to produce maps.

So the biggest thing getting to that stage is when the maps were installed was to have like an additional sign to say thank you to the community of Brinnington, and show them the respect that the people who contributed to it deserve, because sometimes it can quite easily slip through the net and people don't always see that journey of things that happened. So I certainly can't, and wouldn't want to take the credit for the way the maps have been produced. It has been this partnership community approach, and hopefully we can continue with that ethos.

Eve: Great. I mean making that journey, the approach, the process visible just feels really important doesn't it because otherwise people make their own assumptions about how you got there.

Ross: Yeah, absolutely.

Eve: Cause it's invisible.

Stephen: The impact actually what it did around moving, and walking was not only in the creation of the maps, but you sent a map through everybody's door to five and a half thousand houses. With a community way of saying this is our neighbourhood, we love where we live, and these are the places of interest, and

this is the history, and these are the walking routes. It just helped frame that whole thing for everyone in one place.

Ross: It serves a wider purpose I guess. And one of those maps is a walking one and I think it has a selection of routes on it, but it's not that that's strict it's just we hope to be a catalyst for more ideas of ways for people to use them. And even with like cycling, I think someone spoke to me and said about cycling routes. I was thinking we might end up doing a fourth map.

Eve: Where does it stop, where does it stop?

Stephen: But it's the foundation for taking the community through a process saying let's have a look at moving differently for our residents and how we do that. And you're doing the same methodology for cycling by following that methodology, involving that community very much in the start of those conversations not doing it too, but saying, well look your voice is credible. And one of the voices that comes back to me quite a few times to say, well 'what we wanna know is are you gonna be here tomorrow? Are you gonna be here next week? Do you really care for this voice sort of thing?' That's been quite insightful.

And I think now what we're talking about is people, place, localised solutions, and we're talking about how we have that conversation, conversations takes time. And that's what Local Pilots enable us to have, the time for that conversation. Community is best done over a garden fence with a brew, but to that time and that trust and that relationship. But now you're there, and you've gone through that cuz I remember you did it for about eighteen months. And at some points were like what's this leading to? But when we go for a six month review, what have you learned? What have you grown? I was like, it's growing! But I was talking to twenty people this week, but we don't know what the impact is yet.

Eve: It's space and time. It's fascinating cuz maps have come up a lot. In some of the other podcasts, I'm thinking about where I live, and I'm a councillor in Chorlton. One of the things that came out of Covid was a number of community members who decided to make Our Green Chorlton map, which likewise ended up going through letter boxes and was a really really positive moment in time.

It's just interesting how out of all the things it's been quite a common feature that seems to have come from different places without people knowing of each other doing it. I just love spotting those moments. Those patterns where these things seem to be in multiple places all have come up as a common thread, and

where that process in itself I guess has engaged lots of those conversation tools hasn't it to say, well what matters to you about your place? Where do you go? What do you like? What would you like to see differently? What gets in the way of you getting about in an active way?

There's something about people's experiences, isn't it again of place, paying attention to your local place, making more visible those local assets, that pride in place. And then people's own experiences of how they get about and supporting each other to think about ways that you can get about that are gonna be good for you. Good for place, good for planet.

Ross: What we said from the very start is as soon as the maps are produced what's next? Cuz like, we can't just let them be left on the back burner and not actually evolve them again. And within phase two we just got a small group who are leading on a social media presence of the maps. But the idea is that we've revolved it around some of the wider events if their regional or national.

So like GM Walking Festival is one, and we say use the maps for walking, but one of the things that we are promoting in terms of using the maps is to ask people are there events that you would like to hold in ways that you can use a map. And events could be not like a one-off thing. It could be something weekly. It could be something for a local school. It could be a walking group. We want to just instigate a photography competition. And the idea of that is, yes it's not this direct physical activity that we're hoping to get to, but it's just part of a pathway that will lead to...

Stephen: Active lives.

Ross: The list goes on and that's what we're looking to try and instigate. That's what we feel quite strongly about is this next step with it, and the presence of the maps, and how people can use them. And it will connect to all these other work streams as well, and that's something to not forget. So we'll have this annual calendar and we'll just keep running that every year because it doesn't take too much to continue the map presence. We can't forget obviously with this work there's a lot of people who are disengaged who we want to engage with, and actually we hope that the map can be a tool that will just be that little spark.

Eve: So on that journey to changing the world is there any one thing that I guess however small really, that you could point to where you feel like you've seen some level of change or influence that's come through this work that's helping to

chip away maybe at some of those, whether it's the processes, or the governance, or the culture, or the social norms, some of those multiple barriers?

Stephen: One thing we do in Stockport. We share some of that learning quite a lot in our Local Pilot steering group, or our Local Pilot Ops group. And then we bring that to the GM wide level, or the commitment inclusion group, which involves GM Active as well to try and talk about well what's the one thing that we could do to make that incremental step moving forward.

So we've done some workforce development training programmes with a few agencies around PAs. We've done some stuff with TAs in schools. We've done some Pilot training with coaches and swim teachers. And now we're starting to work with organisations to look at that whole embedded inclusivity right across the offer, but because you hold that conversation you don't let it go. You have to do it in a way of setting, seeking an exploration and understanding it.

One really good thing that Life Leisure did was to say well we wanna pilot a family SEND swim session at our peak time on Wednesday. Let's get families in, let them tell us what it's like, their experiences, and let's develop a session for them. And from that evolved some supported swim lessons which are smaller in size to meet that need. So that whole organisation said we'll try something, we'll test something. So parents came in, enjoyed their experience. Come a second time, third time, give some feedback.

There were some issues in the swimming pool about not having a changing place facilities, no hoisting, no changing beds for people with mobility needs. So that immediately cut them out for access, and the provision, but that's turned around now to an application for funding that's been awarded so there are changing places that will be built there now.

And there's that level of conversation and discussion about how somebody who came to that centre lived five hundred metres away with a child with a disability, but never actually been in there in their whole life. But through that session have now got in there. And so from that one access point people might start to build a relationship with that centre for more reasons for being active than maybe just swimming on a Wednesday.

So that's testament of having those key people in those conversations saying, so there are these inactive populations, these are their barriers, what one thing can we do, and what can we learn from?

And now we are moving forward with Life Leisure looking at some mystery shopping experiences, and some workforce development in terms of across the annual year for all staff, not just the individual staff. So then you can take that one example and then look at other organisations and say, well I have that value we don't know how, but could we replicate that here.

So I think you've just gotta not lose the voice of what parents are saying, but try to build that conversation with the sector to do that one thing to change how they're doing it from a value. And that's where the Local Pilot investment is in that conversation.

Eve: I mean there's a number of things you pointed to there about that have come out of that conversation, and the partnership working between you two people and two organisations and many other partners in place. So there was shift to the physical environment within the facilities that's coming. The shift to thinking about the workforce and how the workforce can be more inclusive, that social network of normalising it. People having people that they come into and they form a relationship with the place, with the way to the place and all the rest of it. And then their own individual having been listened to understand their own motivations and then understand how physical activity will support them in the things that matter to them.

So a question for me I guess is to think about the policy piece in all of that, and how that the experience is often for children and young people and their carers, that lack of value and priority being given to physical activity often means that education, healthcare plans, personal independent plan, budgets all the rest of it don't put much priority on enabling people to be active as part of a normal part of just living well.

I just wondered if you've as part of building that advocacy, and that knowledge so everyone sees it as their business, is there anything that you are seeing or is on the cards to really help just embed that as a priority for everybody?

Stephen: Yeah. I mean, you pick up on something there around the education and healthcare plan and reframing how we look at health and social care and the purpose of activity and wellbeing. And seeing a child at the centre having that mental capacity and choice to choose how they want to be active, who they want to be active with, and where they want to be active.

And that's why we did the training with personal assistants and family members, cuz whoever's around a disabled person, or person with disability they can

activate the activity, whether that's small motor gross movements in a space, in a place, in a bedroom in the park, or whether it's going to an activity centre and negotiating that space.

There was a pilot project that 'Get Yourself Active', Disability Rights UK did around health and social care where they invested in training social workers to promote and talk about the benefits of physical activity. Because when you're forming an education healthcare plan you're pretty much gonna have a formalised body of people helping you draw up what is a legal document. And not only did they train at social workers to be an advocate for physical activity, but they had somebody as coordinator who could look at the local offer and say well, it's not just being active, and the benefit of being active, but why don't we budget a visit to this sailing park here or well let's do that. Or did you know that this place was inclusive? So then they were looking at practical ways of where people could be physically active. Because for some people having hydrotherapy for movement of their joints is a really important part of their health and wellbeing. Cycling can give you a similar physiological benefit as to the sensory experience and all those sorts of things.

And I remember talking to them about that, and looking at the report they did in evaluation. I think as a result 68% of individuals were more active as a result of that investment in social workers.

So it is right across the piece of people talking about the benefits of being physically active in enabling that for people with disability. And the reality is parent carers who provide a lot of care and support for their child outside of school. For them to make an active choice or to choose a provider it takes a lot for them to do that or even going along and being active with their child.

So there's an element of where I'm looking at provision going, what provision is inclusive and accessible that provides close levels of supervision and support for that child that parents can get their respite or can have a brew. That's why I think some of those examples like other people can advocate for activity, but to be doing it in a different way. To create wider access and wider opportunities hearing that voice, but it requires somebody to adapt their business model, to do the training for the staff. We talk about the hidden cost of disability. It's gonna be more expensive, but if that's our societal value that everyone's equal then how do we adapt our business models so that the cost doesn't seem to be a negative. It's what we do.

Eve: All of that!

Stephen: Yeah, to a certain degree. Yeah.

Eve: So anything you'd want to add in terms of key challenges?

Ross: I guess with the locality work in Brinnington, and their different work streams it can be down to the decision making. We can't even make all those decisions on a grander scale.

One topic around new signage has been something that we wanted to progress I think before Covid, and unfortunately that hadn't progressed at the time because there's certainly an expense to work towards that infrastructure change. But people talked a lot about signage. They talked about adding things to it that weren't just, 'oh this way' to this particular place. The signs were inconsistent, but also I can't tell you how many pockets of green space there are within that community. And I randomly remember this, I think there was about twelve different green spaces that had keep off the grass and no ball games. And I was like, I wonder when they were actually installed, because that was probably something that's been there for such a long time. I guess obviously in the sense that it wouldn't be reviewed, but is that not a complete contradiction of telling people to get outside and be active? It's one, and I know the probably residential pressures that are there, and people get that sense that there might be young people hanging around, and getting active, which of course we want that, but it's not always the same, and that would be a job in itself.

There's still challenges there to be able to go, well 'we want to change the infrastructure, the community have spoken about it, what can we do?' And then you start hitting those barriers that sometimes you still have to explain to people as well.

We would love to be there all the time. I always say to Stephen presence is key, and actually over time presence is key, because a lot of services might go in and do that quick fire work and jump out. But we want that to happen more, but it's one of those things people talk about capacity and it's not always there, but we certainly try to balance it as best as possible. So there's certainly been more challenges.

The community pot we've just launched as well. I'm sure there'll be some challenges with that. But we hope the majority of it will be for positive change.

Eve: So some changes to some of the infrastructure signage. It takes time doesn't it? It takes so long. Those points around conflicting use of space isn't it, or perception of conflicting use and needs for space.

Stephen: I suppose another challenge is flexibility in a system to be innovative. So you often get commissioning pots of funding, or strategy that's linked to a certain amount of funding to do with X. But what if something falls outside of that linear structure, you get a neighbourhood place based approach. You say, well look let's from the learnings, from what we know, what if we just did something different? And we know the difference between a small amount of money that can do a small pilot for three months, to a project that gets three to five years funding for what that could do.

And so one thing that I sometimes wish was in the cloud that hasn't yet formed is a bunch of Dragons Den people that might sit in this system that have got time to listen, to learn, to go so what's this learning telling us, how do we adapt? How do we create a new product in this space that doesn't have to be linked to the integrated care system agenda, or the community safety pot, or the councillor's fund or whatever it is, but just because. And so from that point people can get excited about something new and it draws people in.

And sometimes what we've tried to find is where, who are those system leaders that are working in that innovative test and learn environment outside of GM Moving who might be a CEO of X or somebody who's heading up planning highways for the North west or whatever it is. But I think in our local area as well, we are one part, we're grateful to be connected in that strategy through active community strategies, through the health and wellbeing strategy, and all the way through public health and all that stuff it works well. But sometimes I suppose what we learn or I'm looking at is how do we share that learning wider?

Eve: Just get it out there. So that's a good call to action. So any Dragons out there, any strategic or system leaders out there, there's an invite. Join in, help form the cloud. We'll see what comes.

And Ross's final question, so what do you hope the future looks like? Anything in particular that you hope will look different and that we'll be able to see in years to come in Stockport?

Ross: I think, really got that belief in where it started through the forum, and if there are new ideas that evolve, absolutely great we want to hear that. And we are hoping that we have those tools in place to be able to instigate that

conversation. We want to compliment what people are asking for. They may not ask it, or articulate in the way that is maybe what people are used to or what people see, but that's what we will be working on to try and change that perception that's sometimes there.

So I just hope that that forum continues, those work streams continue to develop. It's a very interesting piece of work. Each aspect of it is very interesting, but I hope the legacy stays there above all. Like it has to be sustainable. When you say sustainable, it probably gets thrown out there as a word very often. But I think the context of sustainability is different. So for the maps it's different, we want them to be there, we want them to grow and more people to use them and come up with ideas of how to use them. We sometimes still need to do a bit of work to continue it, but we want that to be sustainable as much as walking becomes of people see it as almost like they use it for different purposes, whether or not it's travel, whether or not it's recreationally, whether it's for fitness.

Again there's no pressure in any specific way, but we want that to be a continued presence. And cycling again I think most people do know what cycling is. I think it's just that there's so many topics that break down into whether or not it's accessibility, or storage, or security, or knowing how to ride a bike. I just hope that those different work streams will continue to evolve because that's what needs to happen. It's evolved our work, and what we focus on.

The use of the leisure centre is evolving, the work with the Seashell Trust and those conversations with families which I think is so important for Brinnington is continuing to grow. It's still fairly early stages. I think how we translate that to the public as much as how we translate that to the professional, private, public sector, we just want them to keep continuing to see that journey.

Eve: That's great. There's people walking, there's people cycling, there's ideas forming, and there's continued evolution of partnerships and relationships and things happening and shifting and changing. Sounds good.

Anything for you Stephen that you'll be looking for?

Stephen: Yeah. I really wanna see some commonalities shared across boroughs, across sectors of well this is our inclusive approach to sport and physical activity for people with disability. I think it starts with organisations having an equality policy, or an inclusion plan and publish that. So people know that this is an inclusive or a provider that has equality values within it. I think we have to

make a public commitment. I think within that organisations need a process which they have an equality or an EDI plan and how they plan to enact that based on what communities are staying in.

I suppose the one simple thing is for leisure providers or providers or sport physical activity, the one thing that they need to do, we talk about inclusivity as full integration, everyone in there together, but for disabled people to be in an inclusive environment, sometimes they need a separate offer, or a modified offer, or a parallel offer to that disability sport because the separate offer could be just to those children and young people with those complex needs to grow their confidence, their association with a place, their needs are met before they go into that inclusive environment or that parallel sport environment where there's the main sport, but there's the parallel element to those people which is adapted for their needs or all their mobility needs.

So even the smallest thing for providers to say, well I do need to come out and say this is my separate SEND offer for that community to start that process of connection and conversation, which requires like I said a different model.

Somebody said this to me the other day. This is somebody who's got five children with additional needs. They said 'look Steve I never realised how much my van was the vehicle to me to access activity, cuz when it wasn't there it was off the road. I realised there's nothing I can walk to that is suitable for my children.' And that could be the reality for a lot of people that they might go to that inclusive club in Oldham that does Jiu Jitsu, or they might go to that place in another borough because that's known in that community to be inclusive to children with different needs.

So there's an element saying each local authority has to publish a local SEND offer. It's a statutory requirement, but who's looking at that from sport, leisure, recreation directory. It's a really hard encompassing thing to do.

But then we wrote the other day, or a parent did, they wrote to Tripadvisor UK and they said what would be amazing, a small adaptation would be a section for disabled people and parents to say here's my review on how accessible this provision was, because it would save us a lot of time we could just look at that review. It costs you probably not much to do to adapt that on your system, but would you do that? Anyway, because it's a big machine we haven't had a response yet, but yeah a broader, wider offer of opportunity, but to look at those access requirements would be really great.

Eve: Fantastic. Well I hope Tripadvisor are listening.

Stephen: Yeah. Connect the nation in one conversation.

Eve: Yeah. So we are on a mission to change the world one step at a time, starting with Brinnington, and we have a map and we can navigate our way there. The path will continue to evolve.

Thank you both, it's been a joy and look forward to hearing what's next in Stockport.

Outro

Eve: We've heard how moving matters to everybody and how we can all play a role to design moving back into everyday life. Now we'd love to hear how you keep moving, and the ways you are supporting others to live an active life. You contact us on our socials. We are on Facebook and Twitter, just search Greater Sport, and don't forget the #GMMovingInAction.

Please do share the episode to people and organisations who will find it useful and join the movement for movement. A big thank you to everyone who's investing in this work and playing their part to test, to learn and to make this happen. This series is a MIC Media production.