

GREATERSPORT

Priority plan:  
Culture and  
system change



# Culture and system change

## Our shared ambition

Create the conditions for everyone moving as a normal part of everyday life - everyone moving, every day - whoever, wherever and whatever your way, the day or the weather!

Good lives for all, in a greener, fairer, more prosperous GM.

A united movement for sport and physical activity in England and a connected global community of learning.

# Culture and system change

## Our contribution

Key contribution to the cultural and systemic changes needed in GM to deliver the ambitions set out in GM Moving in Action and Uniting the Movement.



# Culture and system change

## Our activities

### Leading

- Strategic planning and monitoring of GM Moving in Action Strategy, with the GM Moving Executive Group.
- Constant focus on addressing inactivity and in breaking down the barriers to an active life for target groups, as identified by data and insight.
- Embedding physical activity in GM policy, reform, priorities and strategic architecture across all sectors and places.
- Translation of learning on the *Power of How* for system and culture change through convening, events, writing, developing new thinking and supporting others to do the same, harnessing the power of storytelling, positive imagery and public narrative.
- Ways of measuring and evaluating progress in a complex system.





# Culture and system change

## Our activities

### Supporting

- The leadership of partners and networks in GM and nationally contributing towards conditions for systemic and cultural change for a greener, fairer and more prosperous GM where everyone can live an active life.
- Contributing towards:
  - Reform Board and innovation hub.
  - GM Environment and sustainability groups and networks.
  - GM VCSFE leadership group and equalities networks.
  - GM business and enterprise networks, e.g Growth Hub, GM LEP, Coop Commission, Social Enterprise Network.
  - Progress on GM priorities around skills, transport, housing, mental wellbeing, spatial planning and levelling up.
  - Political leadership of GM Moving from Councillors, MPs and GM Mayor.





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## Our activities

### Supporting continued

- GM Moving contribution to GM and Sport England strategies and monitoring with GMCA, GMICS and Sport England.
- Alignment of resources around shared local, GM and national ambitions and activities.
- Work in GM and nationally to address the demographic, socio-economic and spatial inequalities which hold inactivity in place. Supporting action to address social determinants of inactivity.
- Increased understanding and contribution of the movement towards a greener and more sustainable future.
- Translation of learning, drawing on and supporting public service reform in GM, nationally and internationally.
- A collaborative, mission-based culture and way of working.





# Culture and system change

## Our activities

### Connecting

- Senior leaders and professionals across formal structures with community leaders and the more informal, organic, grassroots networks in service of active lives for all.
- People and partners across GM family to embed physical activity as 'everyone's business' and so together we can lead culture and system change across all areas of GM Moving strategy.
- Local, national and international partners taking whole-system approaches to physical activity and other complex problems.



# Culture and system change

## What's the change we will see and how will we know?

- **Physical activity in GM policies** – policy audit.
- **System maturity on the 5 enablers of change** - monthly and quarterly reflections and sense-making with system leaders.
- **Growth and diversification of the movement** - counts and measures at events etc, stakeholder maps, case studies, stories and podcasts.
- **Visibility and impact of the movement** - GM active lives data, GM Stakeholder Survey, spark plug interviews, stories and engagement.
- **Learning is spreading and growing** - noticing changes in language, models, approaches, ways of working, effective communities of practice, locally, nationally and internationally.
- **Culture change is embedded in everyone's work** - noticing growth in capability and capacity of leaders in the team/system.

