

Greater Manchester
Moving > ^ < v

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 moving, physical activity and sport in England and a connected global community of learning.

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 Partnership 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.
- Breaking new ground, locally, nationally and internationally, in how to understand, measure and evaluate culture shifts and system change.
- Development and operationalising of whole-system approaches to physical activity and other complex problems locally, nationally and internationally.



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Our activities

Supporting

- The leadership of partners and networks in GM, nationally and internationally contributing towards conditions for systemic and cultural change.
- 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.

For a greener, fairer and more prosperous GM where everyone can live an active life.



Culture and system change

Our activities

Connecting

- Senior leaders and professionals across formal structures with community leaders across 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' so together we can lead culture and system change across all areas of GM Moving strategy.
- People and partners from local to national, contributing towards development and delivery of national strategies.
- 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.



Culture and system change

What's the change we will see?

Progress against the 5 enablers of Change:

- Involving local people and growing assets
- Learning and Adapting
- Effective work across and between sectors
- Strategic Leadership enabling collective leadership
- Transforming governance and processes

How will we know?

Progress will be captured through monthly reflection logs and quarterly sense making by enabler including:

- **Physical activity in GM policies** - policy audit .
- **Growth and diversification of the movement** - counts and measures at events etc, stakeholder maps, case studies, stories and podcasts .
- **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.

Bi-yearly updates to priority plan tracker of enabler maturity with evidence.

GM Stakeholder Survey perceptions of enabler maturity across the system.

Deep dive research for emerging priority themes via observations, interviews or commissioned evaluation.

