Greater Manchester
Moving > ∧ < ∨

Priority plan:
Data, insight,
evaluation and
learning

Insight, evaluation and learning

Our shared ambition

Develop a culture of learning where gathering, understanding and using insight, research, evaluation and learning are seen as a valued, integral part of everyone's role to enable active lives for all.

Our contribution

- Embed **learning processes** across system layers, spatial layers and sectors to capture, understand and use learning from across the system to come to more appropriate solutions.

- Further develop a **culture of evaluation transformation** and critical thinking to adopt complexity-sensitive evaluation approaches.

- Collation, translation and sharing of diverse sources of learning over time, aligned with **stories that bring this to life**, to inspire and lead to action, beyond GM and the physical activity sector.

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Our activities

Leading

- Establishing advocates across system layers and sectors for whole-systems evaluation and use to create a movement.

- Commissioning of evaluation consortium and adapting or refining the approach based on learning, with a focus on sustainability from March 2028.

- Integrating internal processes for understanding progress and learning.

- Advocacy of theories or frameworks to help ground approaches to reduce inequalities in physical activity.

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Our activities

Supporting

- Aligning processes for place partnership and systems partner evaluation across the system.

- Continue to develop processes for understanding physical activity data in relation to reducing inequalities within people, place and participation.

Connecting

- To marketing and communications to capture stories that bring the theory to life and link systems to direct beneficiaries.

- To people and leadership to develop evaluation capabilities and confidence across the system.

- Nationally and to other Active Partnerships to develop working relationships and share approaches beyond GM.

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What's the change we will see?

Progression 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 captured through:

- Monthly reflections and quarterly sensemaking by enabler
- 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