

Greater Manchester
Moving > ^ < v

Priority plan:
**GM Walking,
wheeling and
cycling**



GM Walking, wheeling and cycling

Our shared ambition

To enable the greatest number of people to routinely walk, wheel or cycle for travel, pleasure, personal or environmental benefit.

- Applying an equitable and inclusive approach to support **moving more by walking, wheeling or cycling**.
- Champion growth in walking, wheeling and cycling, by supporting **population level behaviour change, system change and culture change**.
- Support the growth of place-based partnerships, approaches and environments to **create conditions for walking, wheeling and cycling across the Greater Manchester**.

Our contribution

- Integrate walking and wheeling into the strategic priorities and work of partners across Greater Manchester by creating a clear and shareable narrative.
- Build capability and confidence across the system to embed walking and wheeling into 'business as usual' operations so more people can walk and wheel more often.
- Integrate walkability into the creation of healthy active places, building on key transport strategy and guidance, to further connect to wider place-making.
- Support strategic alignment and connection between partners working to increase access and participation in cycling across GM.

GM Walking, wheeling and cycling

Our activities

Leading

- Shift language and framing across the system to centre outcomes for people, place and planet.
- Tell the stories to share learning, provide visibility and normalise everyday walking, wheeling and cycling, using the GM Walking Brand, GM Moving channels and using/ developing a range of images, assets and resources for use across the integrated health system.
- Spreading good practice to support the creation of healthy active communities, embedding GM Moving ways of working across the system, using a co-design approach to workforce development with focus on health and transport sectors.
- The system's commitment to inclusion and to involving local people. Supporting and connecting community-led activity to enable walking, wheeling and cycling among priority groups, thereby supporting health and integrated care ambitions.



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Our activities

Connecting

- Convene partners working across GM on culture, system and behaviour change, helping to pool and channel resources that support inclusive walking, wheeling and cycling.
- Convene and connect networks of partners to ensure place-based and person-centred approaches to enable inclusive walking and wheeling at local and neighbourhood levels and the sharing of best practice.
- Work with national partners to ensure the GM work draws upon national learning, guidance and best practice and influences the work of others to support conditions for culture change nationally.

Supporting

- Support and advocate for investment in and integration of walking, wheeling and cycling interests as an integral part of the Bee Network.
- Support the routine application of walking data, insight and learning from across the system to inform local approaches to supporting communities to walk and wheel more in neighbourhoods.



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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 captured through:

- Monthly reflections and quarterly sensemaking
- 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

