



OUR PURPOSE - CHANGING LIVES TOGETHER

WHO

A high performing charity passionate about changing lives through physical activity and sport

BUSINESS AIMS

Be a great company to work for
Be valued by our customers and partners
Be financial secure with a broad portfolio
Be recognised as the 'go to' organisation to add value, and thought leaders for our sector

VISION

To change lives through physical activity and sport and help to make Greater Manchester the most active region in England

OUR VALUES

Passion - Integrity - Purpose

TARGET

Changing Lives Together: 2 million people in Greater Manchester moving by 2021 contributing to:

GM Moving's target of doubling the rate of past improvements - 75% of people active or fairly active by 2025

OUR SHARED PRIORITIES

1 POLICY AND STRATEGIC ARCHITECTURE
Lead policy, legislation and system change

2 ACROSS THE LIFE COURSE
System change across the life course

3 START WELL
Best active start to life (0-4)

4 DEVELOP WELL
Best place for children and young people (5-25) to grow up

5 LIVE WELL
Increase activity amongst adults

6 AGE WELL
Make active ageing central with the GM Ageing Hub

7 PLACE
Develop more active and sustainable environments and communities

8 ECONOMIC GROWTH
Maximise the contribution to economic growth

9 WORKFORCE
Build the knowledge, skills and understanding of the workforce

10 EVIDENCE, DATA AND INSIGHT
to inform policy and practice

11 EVALUATION
Embed high quality evaluation

12 MARKETING AND COMMUNICATIONS
High quality marketing and communications

WHAT WE DO TO ACHIEVE OUR SHARED PRIORITIES

Provide leadership

Support others to bring the ambitions of GM Moving to life

Embed and scale up good practice

Bring coherence, simplicity and connectivity to the physical activity and sport landscape

Land the ambitions of 'Towards An Active Nation' in GM

Understand people and places in GM

Source and develop products, programmes and interventions in collaboration with others

GREATERSPORT STAFF WILL WORK:

Innovatively

Collaboratively

Informed

TO ENABLE GREATERSPORT TO:

Lead

Influence

Develop

Support

THE OUTCOMES THAT WE CONTRIBUTE TOWARDS

Physical Wellbeing

Social and Community Development

Mental Wellbeing

Economic Development

Individual Development

OUR VISION IS TO CHANGE LIVES THROUGH PHYSICAL ACTIVITY AND SPORT AND HELP TO MAKE GREATER MANCHESTER THE MOST ACTIVE REGION IN ENGLAND

