

## **GM Moving Script**

Greater Manchester Moving, is a social movement designed to help people move more, and enjoy a healthier and longer life as a result.

If this was a simple problem, it would look like this:

In reality, this isn't a simple problem, it's a complex problem.

Real lives are unpredictable, and influenced by hundreds of different factors.

We may feel we have personal choice, but it is very much defined by the world around us. We are tied into a system of influences that expands out through our friends, family, our workplace, any community groups we are part of, local government, national government and even our culture.

In a complex system, if one thing changes, everything else changes in response.

For example, government policy directly affects us all... but it also shifts when enough of us want it to.

Constant change means that something that worked well in Didsbury last year, might not work in Glodwick, or even again in Didsbury, today.

To transform a system this big, unpredictable, and messy, where do we even start?

This is what we ask ourselves every day at GM Moving.

And our answer is: everywhere.

For a solution to work locally, we need a deep understanding of that area's unique strengths and what can be done, right here, right now to get people moving. Decisions need to be made within the community, that let local people take the lead on making active lives easier.

But those in charge of large institutions also need to be onboard.

Because for local change to happen, it must be supported by high-level strategic decisions.

What we do is hard to measure.

Rather than how small parts of the system are causing people to change.

We want to know how the system is changing as a whole.

Every day, Greater Manchester Moving advocates are working with Town Planners, large employers, and small community groups.

Our role is to spark meaningful conversations in lots of places at once,

to gently and slowly influence and recruit people at every level to use their own creativity and initiative to transform things for the better,

to follow what works, wherever it leads.

To share the excitement when something goes right

as well as support people to learn and try again when things go wrong.

It will take patience and it will take time.

But we believe that by doing things differently, and accepting complexity, we can create changes that get real people moving, in the real world.

We believe in the power of Greater Manchester's people to make positive system change happen.

That together we can design moving back into life  
if you believe it to, and you want to be a part of it.  
visit [www.gmMOVING.CO.UK](http://www.gmMOVING.CO.UK) today.