

## **Greater Manchester Walking and Cycling Engagement Group: Call for capacity support to collate system-wide lessons on engagement**

### **Context**

The Greater Manchester Walking and Cycling Coordination and Advisory Group (WACCA) has established a sub group to explore principles of effective community engagement within walking, wheeling and cycling initiatives. It is widely acknowledged that good engagement helps secure community participation, advocacy and ownership, increases understanding of the context in place, supports schemes and initiatives to be designed and delivered in a way that meets local needs, and ultimately leads to more sustained behaviour change to include greater participation in walking, wheeling and cycling , supporting Active Lives for All.

The 'Community Engagement sub group' of the WACCA has identified that there are various examples of good engagement practice in Greater Manchester that partners could usefully learn from to support the development of infrastructure developments to respond to community need and for the codesign of initiatives to build confidence, capability, opportunity and motivation by the people most needing the support.

On behalf of the Community Engagement sub-group, GreaterSport wish to appoint an experienced consultant to collate and distil 10-12 engagement case studies (to be provided) , draw out key principles, stories and present in a format (preferably with option for both slides and print) that can be used and understood by those working on this agenda.

### **Your role, key objectives**

The project will involve:

- Working with GreaterSport and partners to agree on a suitable selection of examples of good community engagement practice from a variety of places and parts of the system.
- Using knowledge and understanding of community engagement principles and the system challenges around attitudes to physical changes in neighbourhoods that enable more walking, wheeling and cycling as a basis for the work.
- Presenting the examples in a consistent way, in the context of the [GM Moving applied programme theory of change](#), drawing out relevant principles from each story to inform approaches in creating the conditions for increased walking, wheeling and cycling.
- Facilitating input/contributions from the sub group, and sharing progress with GreaterSport.

## Deliverables

To clarify at a first meeting.

1. Develop a suite of evidence based, GM centered examples of community engagement practice in place that supports positive outcomes to create healthy, active environments and enable people to move more, and in particular, to walk, wheel and cycle more.
2. Draft an easily digestible, appealing resource (as both slides and as a document) containing:
  - core principles of engagement practice (distilled learning)
  - 10-12 Greater Manchester case studies illustrating learning around how to engage and involve local people in place-making neighbourhoods, using and applying GM Moving enablers as a framework to draw out key insights and learnings

### 2.1 Requirements of the resource:

- Approx 15-20 pages / slides
- Visual for the key principles
- Use a consistent story template – which follows simple structure of telling the ‘what, so what, then what...’
- Relevant photo/ image for each example (ideally from that place or project)
- Be translatable to present in slide format, as content for website and for print.
- Use GM Moving branding (branding guidelines will be provided)

### 2.3 The examples should be drawn from Greater Manchester and may include stories from the following, although are not limited to these sources:

- Community engagement and ownership in place-based activity developments (Heart and Souls project, Woodhouse Park, Manchester (MCRAActive Local Pilot),
- Winning hearts and Minds - including ABCD training with Cat Rees and recruiting from communities (MCRAActive)
- Greater Manchester Local Pilot examples e.g Tameside, Rochdale and Oldham
- Greater Manchester Living Streets example
- Wigan (activation)
- Chorlton Our Streets (Groundwork and partners)
- Community Leadership landscape report (Collaborate Out Loud/Amity),
- GM Active Neighbourhoods (Kat 10GM & Ali Sustrans),
- Active Neighbourhoods from local authority perspective i.e. Rochdale

- Learning from Healthy Cities research report on Active Neighbourhoods (Harriet Larrington-Spencer University of Salford)
- School streets learning (gather and distil)
- Big Active Conversation Engagement themed event write up (October 2021) and key learnings from other Big Active Conversations (reports for all four events will be made available)
- Knowledge from the sub-group members
- Option to draw on other GM engagement and co-production projects and research if and where helpful, e.g. Jam and Justice, GM Homelessness Action Network, GM Ageing in Place pathfinders, GM Poverty Truth Commissions

### 3. Approximate Project timescale

- January: Collation and distillation of examples and key principles
- Jan-Feb: Facilitating feedback from GreaterSport and engagement sub-group members. Draft content shared and feedback sought.
- End Feb: Final version shared, ready for printing and for sharing via slides and website.

### Budget

The total maximum budget for this brief is **£5,000 (inclusive of VAT)**.

Any printing costs will be in addition to this budget.

### Timescales for appointment of capacity support

Activity	Timeline
Brief issued	7 <sup>th</sup> December 2022
Closing date for submissions	12 noon 3 <sup>rd</sup> January 2023
Capacity appointed	Week ending 6 <sup>th</sup> January 2023
Project takes place	January 2023 – February 2023

## Recruitment Process

We welcome expressions of interest (EOI) from individuals or consortiums. For consortium bids, the lead bidder must submit the proposal, listing who is involved, their role, and state who the lead partner is.

The EOI should provide:

- Evidence of experience with examples of similar or comparable work and how this has informed your proposed approach. This can be shared via links to previous research, work or case studies.
- The names and contact details of two references.
- Proposals should be a maximum of 3 pages A4 in equivalent font size Arial 12pt, not including a cover sheet.

**Proposals to be submitted to [louise@gmmoving.co.uk](mailto:louise@gmmoving.co.uk) by 12pm (noon) on 3<sup>rd</sup> January 2023**

For more details please contact **Louise Robbins** on [louise@gmmoving.co.uk](mailto:louise@gmmoving.co.uk) or **07740 883080** (except 22<sup>nd</sup> December to 2<sup>nd</sup> January inclusive).