



GREATERSPORT

Story of our work

2022-2023



Introduction

Welcome to **the Story of our Work (April 22 – March 23)**.

It's been a busy year and we want to take this opportunity to share with you, our generous funders, partners, and colleagues, some highlights from the past 12 months.

As we continue to **lead, support and connect** [the GM Moving movement](#), there will be some work you're familiar with, and other bits which you've maybe not seen before. If, at any point, you'd like to know more about our future direction [check out our business plan here](#).



Mike Perls MBE, *Chair of the Board of Trustees*

After the challenges of the pandemic, during which the work of the GreaterSport team has continually impressed and inspired me, the past 12 months have seen an acceleration and deepening of our work; leading, supporting and connecting GM Moving and delivering Uniting the Movement in our region.

In April 2022, adult activity levels in Greater Manchester returned to baseline levels (Nov 15-16) within the Sport England's Active Lives data and, in December, the number of GM children meeting the Chief Medical Officer's guidelines returned to pre-pandemic levels.

In January, we welcomed two fantastic new faces to the GreaterSport Board in Sally Carr MBE and Steven Pleasant MBE – they are already bringing invaluable professional and lived experience to what is already an outstanding team.

There are exciting times ahead too. The new devolution deal, signed in March, brings exciting new opportunities to our city region and the potential to make an even bigger contribution towards good and active lives for all.

As the financial year ended, we were able to begin looking ahead with the publication of a two-year Business Plan which sets out our purpose, vision, and mission through to 2025 and how we will support people and partners whilst continuing to contribute to the GM Moving in Action strategy. For further details on our specific work areas, I encourage you to check out the team's Priority Plans and see how they can support you in your work to enable Active Lives for All.



Introduction



Hayley Lever, *Chief Executive Officer*

It is brilliant to see some of our team's best work brought together. It makes me proud, grateful, and excited about where we will go next. Our people are our biggest asset and the major catalyst for change and impact.

Clarity of purpose is key, and, in our staff survey, 100% of our staff agreed that they are very clear about how their job contributes to our purpose, vision, and mission.

We strive to be a great company to work for and with. The foundation of this is supporting a healthy, high performing, motivated, and inclusive workforce. 100% of staff also acknowledge that GreaterSport is a great place to work and that we have core values that they understand and underpin everything we do. This is so important to us. We know that if we create the conditions for our people to be at their best, and lead with passion, integrity and purpose, we can achieve great things together.

There is so much to share beyond the stories and examples in this report, so follow us on social media and sign up to the GM Moving newsletters for regular updates.

In the meantime, a couple of things I suggest you look out for:

- Our Right to the Streets project will look to tackle violence against women and girls in Trafford, to ensure everyone feels safe and able to be active in our streets and public spaces.
- What does the future of volunteering in movement, physical activity and sport look like? We're working with Manchester Metropolitan University and Bolton Council to produce some exciting research to delve into this question.
- The mental health of teenage girls in Greater Manchester has suffered, so we're excited to be launching a new campaign to show them how moving more supports mental health- their way.

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Together Fund

We established a GM Moving Equalities panel to specify the need and the process within Greater Manchester for the fourth and final phase of this Sport England funding. The panel then made decisions on the grants which went to community groups and organisations.

We provided...

65
projects

...with funds totalling...

£325,000



There is so much positive feedback and results, [such as] improvements in blood pressure, feeling healthier, and getting less tired doing daily tasks.

Rabeah, participant



We love the exercises and I've started doing them at home in my living room. We will come whatever the weather because we love the group, it's like family.

Najma, participant



Watch the incredible work done by Fit4Life to get people moving in Bolton.





GM Walking grants

The GM Walking Fund provides grants to voluntary and community groups to encourage more walking and wheeling.



- > **94%** ...said the project had increased the amount of walking their beneficiaries did.
- > **63%** ...said they'd continued with the walking activities post-funding.

Watch the inspiring work done by ABCDiagnosis Nordic walking group in Saddleworth.



[▶ Play video](#)

“

“I really can't believe that we, an average group of Asian women usually always in the kitchen cooking, cleaning and looking after the family, managed to take time out and do this for ourselves.”

”

“

It gave me purpose to get up and get out...

”

“

This has inspired me to do something like this again and raise money for a good cause in the future...

”

We've been able to...

- » ...start a reflections log to capture learning and to help refine the process in future rounds of the fund.
- » ...identify a need to work on tackling inequalities in the application process for groups where English is not their first language.
- » ...learn the importance of working with partners across the system to try to secure other funding for unsuccessful applicants.

GM Moving Conference

We brought 500 people together from a diversity of sectors from across the region, for shared learning, leadership, connection and movement.

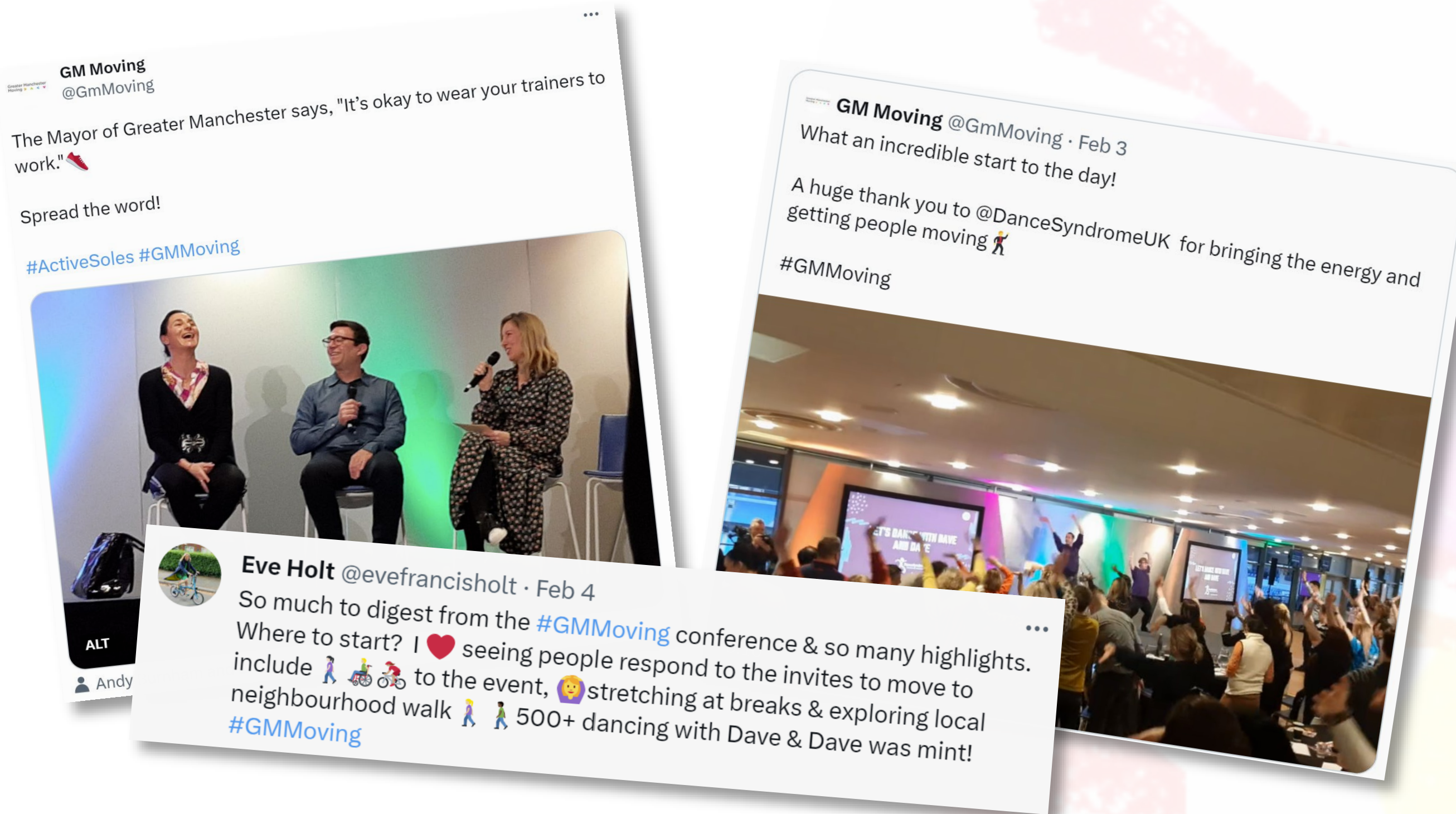


“If you looked around the room and saw people’s faces, they were all smiling, they were laughing, it set the tone for the conference. - **Lisa Dodd-Mayne (Sport England)**”

“Great GM Moving conference at the Etihad Stadium. Particularly enjoyed learning about the Lundy model of child participation and considering how this can be applied. - **Eirini Koutroulis (NHS)**.”

“Today has been an amazing experience and you can’t achieve this kind of scale unless you’re open to everybody and anybody’s ideas and you think everybody’s got a contribute to make. – **Warren Heppolette (NHS GM)**”

382 views on the live stream
69,365 organic impressions on GM Moving Twitter



“Brilliant, inspiring and thought provoking GM Moving conference yesterday - worth the 500 mile trip. - **Duncan Wood-Allum (SLC Consultancy)**”



Systems leadership

We ran a series of workshops to support and develop people to ignite a transformation in the culture, skills, knowledge, and confidence needed to adopt a whole-system approach to increasing physical activity levels.

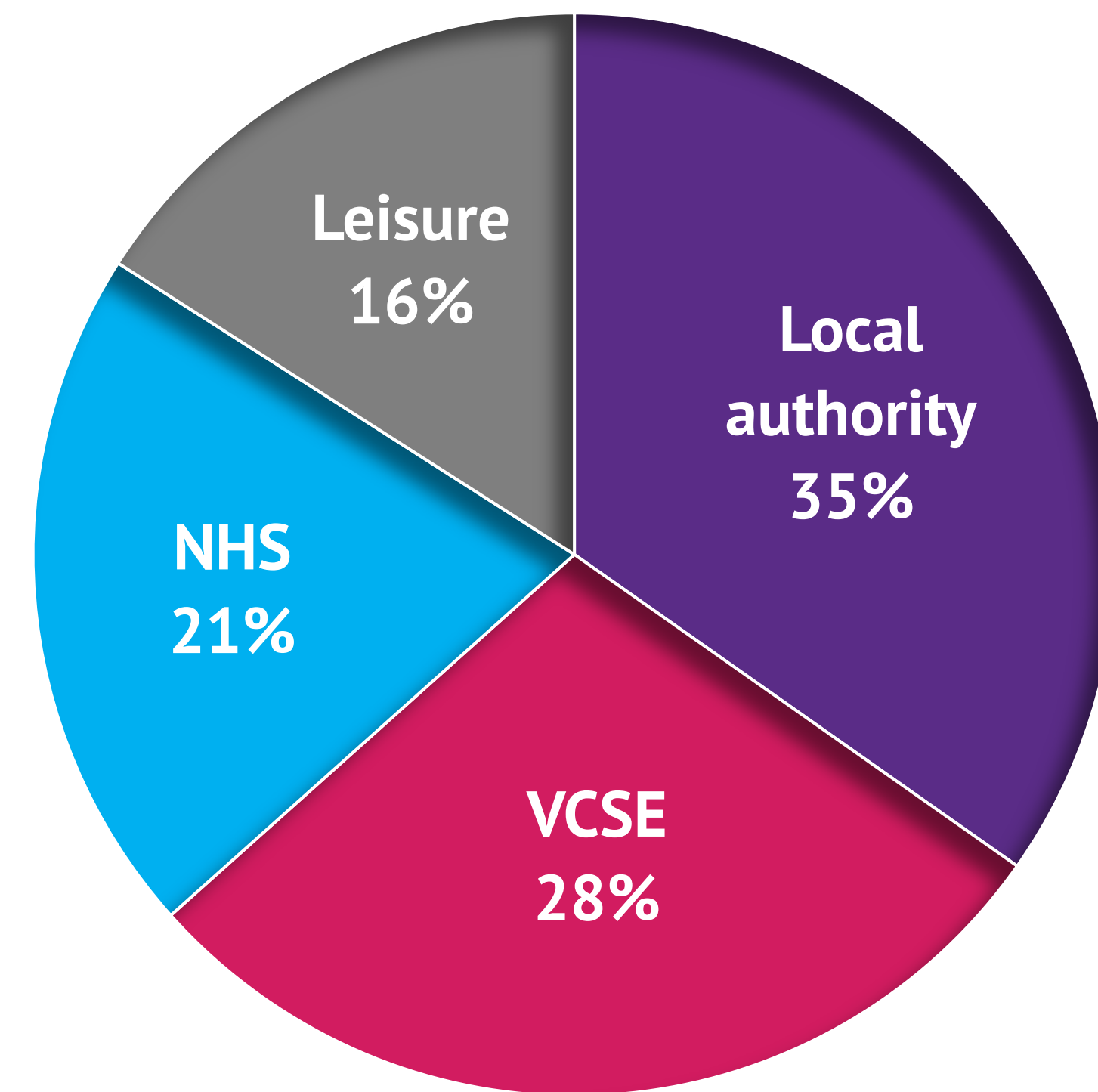


“

“For me, involvement in the Systems Leadership sessions have been pivotal and (not to sound too dramatic) somewhat life-changing!”

”

Top attendees by sector...



“

“I found the whole array of workshops very insightful, the mixture of theory, reflective practice and hearing others' experiences of leadership made for an interesting combination and valuable use of time.”

”





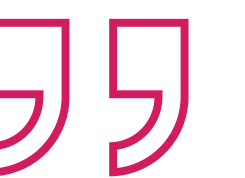
Open school facilities

We distributed Department for Education funding to **33 schools** in Greater Manchester to support more young people to be active in locations which are safe and familiar to them.

We distributed...



Thanks for everything. This is just going to be amazing and provide so many opportunities for our pupils and their families. – Alison Tootil, Headteacher, New Bridge School



£368,375

...to a total of...

33
schools

Plans for 2023/24...

➤ **57** ... schools will have received funding and support to open their sites for community use.

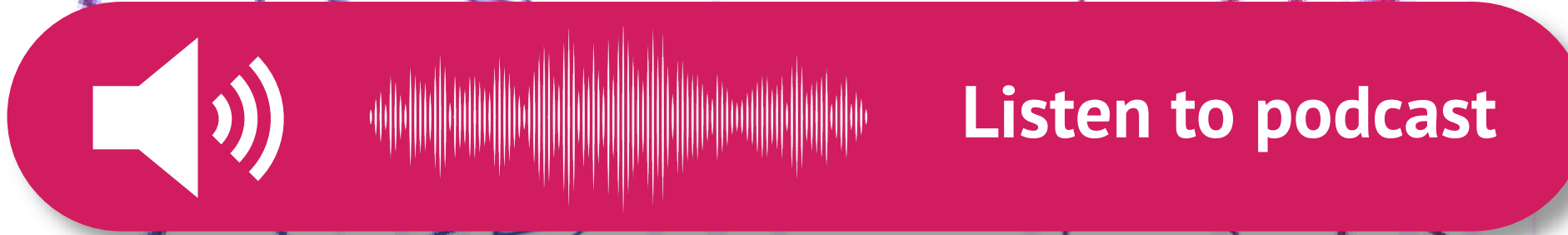
➤ **13** new schools will gain funding for year 2 and a further **11** schools for year 3.

➤ **33** ...schools will receive further funding and gain support from a dedicated local partner, supporting them with their delivery plans.

The project has a focus on engaging the following target groups:

- » FSM (Free School Meal)
- » Females
- » SEND (Special Educational Needs and Disabilities)
- » Ethnically diverse communities

GM Moving podcast – Series 2



In August, the popular GM Moving podcast returned for Series 2 and explored place-based working to enable people to get moving. Each episode featured a different locality or catalyst, giving space to reflect and share what's worked and what's not.

Still to come: Series 3 is on its way via our Right to the Streets project.

1364
listens



So articulate on the changes that have happened over time, the learning that has taken place which our network and beyond has benefited from. – **Julie Ameis, Chief Executive, Energiseme**



I'm a keen listener of the GM Moving podcast. I think this platform is a fantastic way to share the work that is happening in Manchester, and it really connects the listener to the stories being shared. – **Senior Insight Officer, Active Gloucestershire**



17
episodes

30
different
voices heard



Active Partnerships network

We proudly prioritise and play a key role in the development of the network and collaborative ways of working alongside system partners, the Active Partnerships National Team and Sport England colleagues.

Active Partnerships working better together, with Sport England and wider system partners enabling **greater impact** in our collective delivery of the national Uniting the Movement strategy. Together we learn more about how to operationalise whole systems approaches in place. We share our journey, learnings, dead ends and wrong turns along the way; supporting each other to fail fast, learn quickly and make more progress on the road to active lives for all.

There has been a **significant shift** in the culture and relationships between Active Partnerships (AP) and with the AP national team, Sport England and wider system partners, evidenced by deeper levels of **trust, openness, collaboration**. The network is becoming **stronger and better connected**.

GreaterSport has benefitted from the network working better together, with opportunities to learn and develop our skills, capability, and capacity to deliver effectively. We have enjoyed spaces to stretch our thinking and receive valuable feedback and support from colleagues in other places. We have also given and received support that improves efficiency and reduces duplication of effort in areas of common need and practice.



Examples...



Thought leadership around the pivot of public leisure to wellbeing and movement building.



Facilitating action learning set for 10 colleagues working on health integration.



Leading and chairing a community of practice to support physical activity and the menopause.



Advising national team and Sport England colleagues on connectivity and relationships.



Sharing practical learning on having more meaningful influence in health systems.

Designing physical activity into health and care systems

Developing our understanding of how to ensure that movement, physical activity and sport play their part in GMs Model for Health.

[The GM Walking Fund](#), funds projects that link in with the wider health and care system to improve the health of our region. All the walking projects we fund help people to improve their physical and mental health, while having fun and making new friends at the same time.

We commissioned research into how physical activity is practically integrated into health and care systems, focusing on achieving the following outputs:



Research Outputs



Agency v's Commitment Chart

Visual and analytical results of the sparkplug's assessment of their own agency and commitment to integrating physical activity into health and care system.



Sparkplug Network Map

A visual representation of the GM sparkplug network map at two points in time and reach, together with high level statistical analysis of the connections.



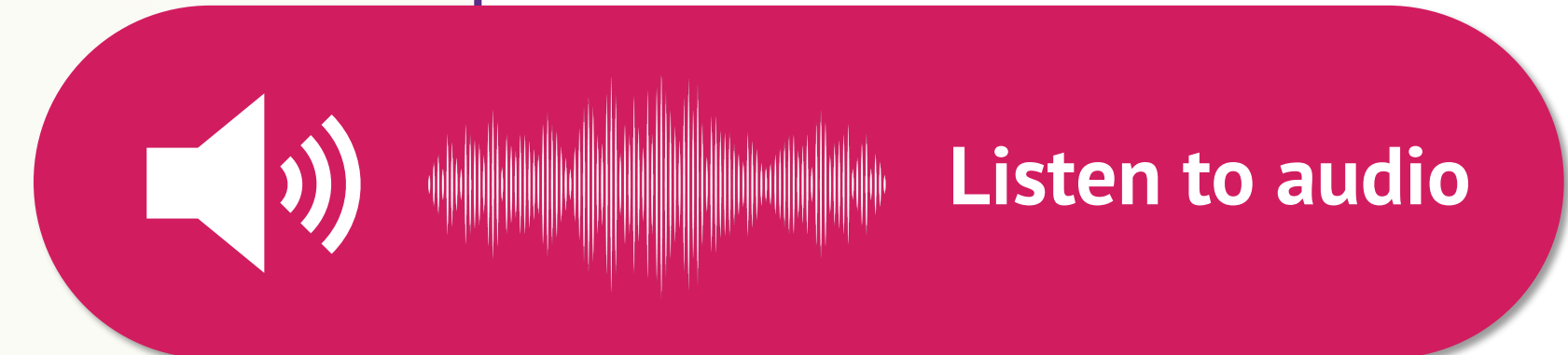
Report & Practical Recommendations

In depth online report and key eight point practical recommendations for future integration of physical activity into the health and care system across Greater Manchester.

substance.



Hear GreaterSport Independent Director, Warren Heppolette, speaking at the Physical Activity and Health Integration Learning Event in July 2022.



Transforming leisure facilities and active wellbeing services across Greater Manchester

GreaterSport is a member of the strategic leadership group supporting the Pivot to Active Wellbeing programme; leading, supporting, connecting conversations across the network of leisure trusts, commissioners, and health system colleagues.

This involved working with partners to design a Transformational Leadership course for staff from the 12 leisure and community organisations that make up GM Active. This ensures our leisure services can address the health inequalities in our communities.

➤ **40** ...staff from **12** leisure and community organisations completed the Transformational Leadership Programme from GreaterSport, in collaboration with Future Fit and CIMPSA.

“*This course will make me more aware of the impact of my role on individuals, my team and ultimately the organisation. It's a reminder that the way I work and communicate to my teams has a direct effect on them and the service we provide as well as the performance.*”

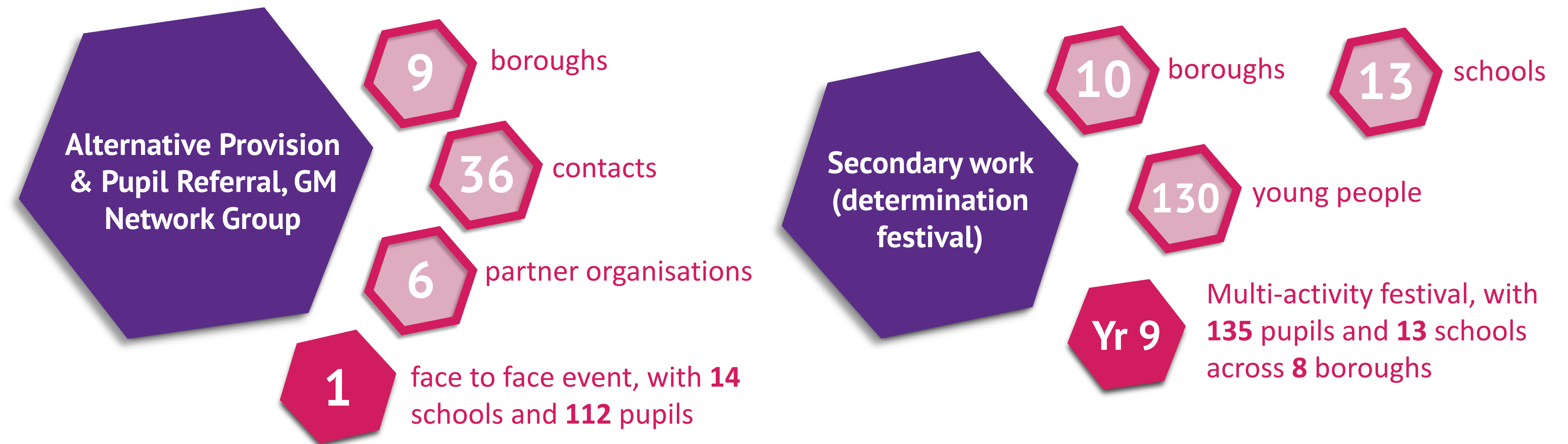
**Dawn Williams, Sport and Leisure Manager,
Salford Community Leisure**



School Games

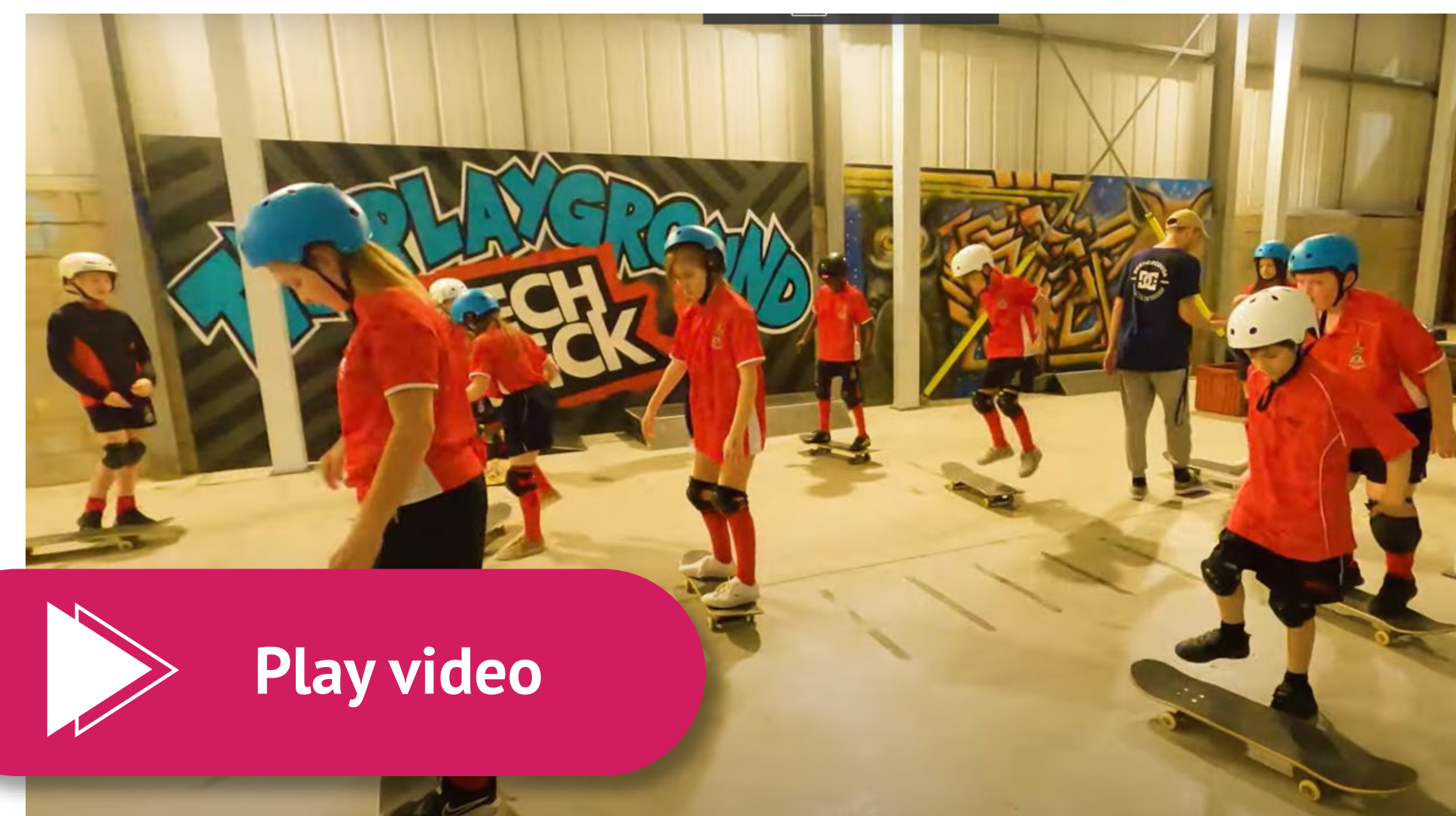
GreaterSport works alongside School Game Organisers and school settings across GM to support young people to access and benefit from opportunities to engage with physical activity, sport, and competition particularly those who are less likely to be active.

This year GM school games has three priorities to engage more young people in school games opportunities from secondary schools, those that have special education needs (SEND), those that are based in an alternative provision, and those that are in a pupil referral unit.



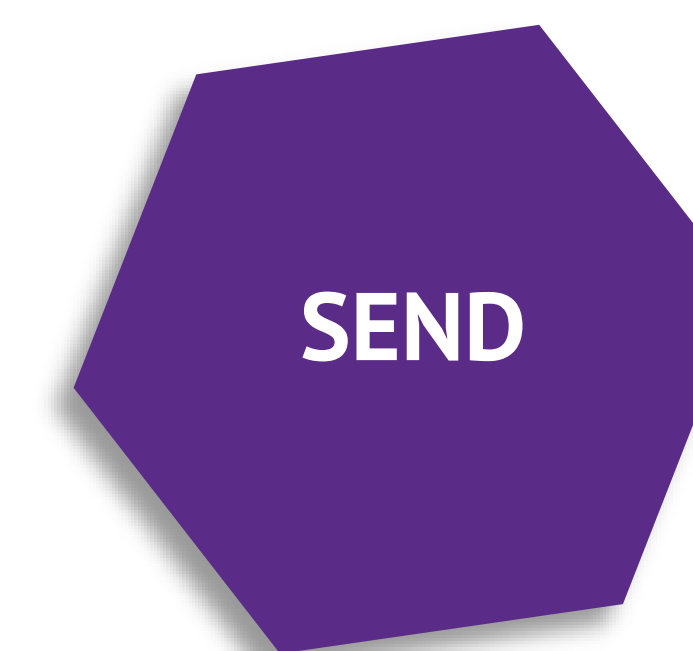
49.3%

...of children and young people in Greater Manchester are meeting the Chief Medical Officer's guidelines of 60 minutes of physical activity every day. This is above pre-pandemic levels (2018/19) for the first time.



Play video

In October, Greater Manchester School Games used a festival of physical activity to support year 7 pupils from schools across the area to settle into their new secondary school.






12 events added to the GM school's inclusion calendar
8 boroughs engaged compared with 5 in 21/22

Business operations

We have achieved our ambition to be financially and legally compliant, and a great company to work for. In addition, these processes have enabled us to update our safeguarding processes with clear lines of reporting between the Lead Officer and Board Representative, culminating in GreaterSport meeting all requirements in our Child Protection in Sport Review.

Compliance

-  On time submission to Charity Commission
-  On time submission to Companies House
-  Significant progress with Code of Governance

Recognition achieved



Our board

Two high-calibre additions bring valuable expertise from local government and the youth work sector.

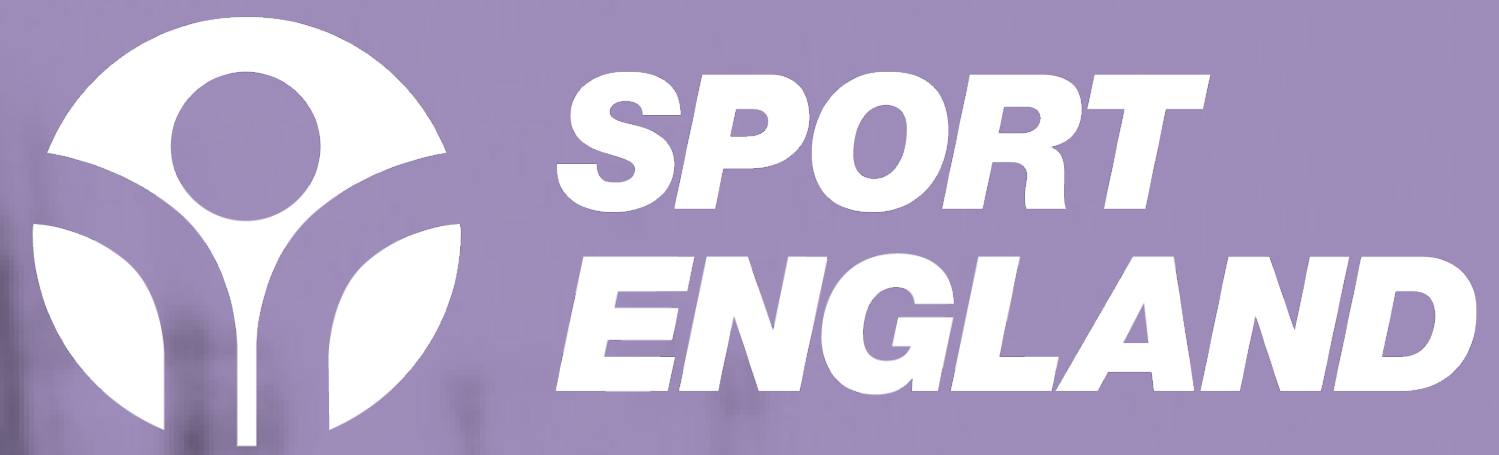


Sally Carr MBE
North West Area Director,
StreetGames



Stephen Pleasant MBE
Healthy Lives Advisor, South
Yorkshire Mayoral Combined
Authority

100%
of our staff strongly agree/agree that the organisation gives them the opportunities to learn and grow



Greater Manchester
Integrated Care Partnership

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

Greater Manchester
Moving > ^ < v

powered by

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