

Greater Manchester
Moving > ^ < v

Priority plan:
Marketing and
communications



Marketing and communications

Our shared ambition

Shape and share powerful narrative and communications that engage and resonate with system-wide and community audiences to help tackle inequalities through positive messaging, imagery, language and stories.

Our contribution

- Share learnings and celebrate collective successes and progress from across our projects and approaches both locally and nationally.
- Lead the conversation around movement, physical activity and sport in Greater Manchester and ensure GM challenges and positively influences the national narrative.
- Ensure all our digital and offline communications and resources are inclusive and diverse.

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Our activities

Leading

- Collect and use imagery and stories for key inactive audiences across Greater Manchester as identified in wider teams' priorities.
- Maintain and improve the Resource Hub with an emphasis on local people in local places.
- Deliver high-quality, evidence-led, inclusive communications to stakeholders and partners
- Hold ourselves, and people we work with, to the highest possible standard in accessible and inclusive communications, with a commitment to coproduction, upskilling and testing.



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Our activities

Supporting

- Upskill the GM Moving team to tell the stories of their work and its impact on culture, system and behaviour change.
- Identify opportunities to share our learnings, celebrate GM successes, locally and nationally, and influence systemic change at international, national, and local level.

Connecting

- Work alongside colleagues, localities, GM Moving partners, and those outside our immediate sector, to raise the voice of physical activity in localities and across GM - particularly among those commonly under-represented.



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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

What will we see and how will we capture it?

- Increase quantity and variety of imagery on ResourceHub, monitor usage via analytics.
- Provide stories, toolkits, imagery, video, newsletters etc to our audiences (see engagement/reach increase) while ensuring staff feel confident to use these tools in their own work
- Updated brand with more inclusive fonts and colour combinations with content utilising a wider representation of under-represented groups, monitored by steering groups.
- Grow reach through social media, PR opportunities, website visits. See policies, language and partner work that reflect need to move more and build system to encourage this.

