

Greater Manchester
Moving > ^ < v

Priority
plan:

Active
Adults



Our shared ambition

Create the conditions for movement in everyday life, designing movement into everyday habits, routines, activities and spaces; building on momentum to enable movement to become accessible to all, supporting adults, as they age, to live well for longer.

Our contribution

Lead a network of system partners to make moving an accessible, safe and positive experience for all adults, in and out of work and in their communities and places. We will use research, data, insight to continue to develop our understanding of the complex barriers and intersectional inequalities that prevent some adults from living active lives.

Support by developing increased understanding among system partners across Greater Manchester of the role they can play, and growing the confidence to create the conditions for whole system change.

Connect by convening spaces and opportunities to share and learn collaboratively, and with an intersectional approach, whilst ensuring the voices of local people and places are at the heart of what we all do.





Our activities

Develop and strengthen relationships with key partners and stakeholders to contribute to greater economic, social and health inclusion, helping to reduce the inequalities gap.

Champion and share approaches, learnings and meaningful stories to grow and develop collaboration across spaces and places that better reach our priority audiences which are: **lower socio-economic groups, faith-centred communities and women** to help shift cultural norms and ideologies that hold inactivity and inequality in place. We will address these common intersectional barriers across our 3 priority workstreams.

Workplace Wellbeing

Through a whole systems approach, champion the role of movement to support healthier, happier workforces across the region. We will provide **leadership, support and connection** to and with key stakeholders to increase the number of active workplace advocates and grow the #ActiveSoles movement. We will do this by:

- Grow collaboration across GM Moving work streams to **support** the wider work. For example, increasing the reach of GM Walking Festival into workplaces and targeting the Health and Social Care workforce.
- Curate a network list of active stakeholders and **lead** approaches to provide positive learning spaces and opportunities to help grow the movement.
- Play a **lead** role in ensuring the WorkWell program recognises the importance of physical activity and movement for both participants and workplaces.
- Co-produce a toolkit to be used as a support mechanism for implementing whole workplace change to encourage distributed leadership of the Active Workplace movement.



Our activities (cont.)

Active Ageing

We will tackle systemic ageism, **leading** the narrative to normalise active ageing, sharing age positive stories and inclusive imagery and language. We will do this by: -

- Using the latest data, insight, research and learnings to drive and support messaging around the important benefits of staying active throughout the life course. For example, continue to promote the role of strength-based exercise to support healthy ageing.
- Amplifying the impact of women's specific health conditions, share learning and use collective influence of relevant networks to create positive change to cultural beliefs. Our focus will be to **lead the narrative** on the positive impact of movement on the symptoms of the menopause.
- Continue to **connect** to and **support** the wider GM Ageing System and the ambitions of the GM Age Friendly Strategy to ensure movement remains a visible theme to support living well for longer. In partnership with the GM Ageing Hub, **Lead** on the delivery of a GM Active Ageing Community of Learning.
- Working collaboratively across the GM Moving team and with place partners to **support** better connections to, and consideration of priority groups, explore connections and shared priorities around poverty and inequalities in ageing.



Our activities (cont.)

People and Communities

We want to amplify the voices and experiences of some key groups who face greater challenges and inequalities to be and remain active in their everyday lives.

- We will look to learn and understand more about movement in faith communities and the influential role faith leaders can play by growing our connections with and meaningful relationships with a number of faith centres in GM.
- Connect and learn from organisations and networks nationwide to discover and promote existing good practise.
- We will then play a **lead role** in creating the opportunities to share positive stories and good practice through the creation of a GM Moving Faith Network and to be a leading voice in advocating for the role of faith in supporting positive movement messaging.
- Explore new partnerships with the VCFSE to reach those from lower socio-economic groups, both in and out of work, and experiencing multi-faceted inequalities, such as sharing learning from 'Different Conversations' training to continue the growth of positive movement conversations.
- **Connect** to and **support** GM Moving colleagues and partner marketing and communications teams to help shift cultural norms by sharing stories and images that better reflect the diversity of people across Greater Manchester.
- **Support** in convening and coordinating our work across the life_course of women and girls within GM Moving, regionally and nationally to bring about whole system change. Part of this will be growing our understanding of the current landscape and priorities around women and girls.

What's the change we will see?

Overall

- Increasing evidence of distributed leadership with key stakeholders
- Increased connections and collaboration within the GM Moving Team across key work areas
- Increased connections and meaningful collaborations across sectors with key stakeholders
- Representation at various networks, boards and forums across sectors
- More collaboration across the system to drive policy and practice change
- Expanded networks and local contacts within each borough across priority work streams

Workplace Wellbeing

- More workplaces actively seeking to connect and learn about creating an active workplace culture.
- Evidence of more workplaces embedding a positive movement culture
- Happier, healthier workforces with less sick days more fulfilled individuals

Active Ageing

- Growth in network contacts and relationships with place contacts
- More evidence of connections and contacts between ageing and physical activity leads in place
- Stakeholders equipped with the tools, confidence and narratives to drive meaningful change
- Strong collaborative networks and local champions.

People and Communities

- Growth in connections and contacts from key priority audiences
- Increase in underrepresented communities embedding movement and physical activity messaging, opportunities and behaviours in their spaces and places.
- Stakeholders equipped with the tools, confidence and narratives to drive meaningful change.
- Increase in diversity of local champions driving a shared vision
- More adults feeling supported, enabled and safe to move how they want and when they want.





How will we know?

- Through monthly reflections and quarterly sense making sessions
- Ripple Effect Mapping to demonstrate reach and intended and unintended consequences.
- Increased visibility and distributed leadership - other stakeholders using our language and sharing the work.
- Social media posts from stakeholders
- Number of shared priorities with other teams at GMMoving
- Increased number of organisations connected with the work, measured by diversity of and number of members attending forums.
- Quarterly ripple mapping of forums
- Stake holder mapping and the depth of those relationship.
- Case studies, stories and anecdotal feedback demonstrating changes in behaviours and cultures (and progress against the 5 enablers of change)
- More downloads and sharing of the Active Workplaces Toolkit PDF and Print



Greater Manchester Moving > ^ < v

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Integrated Care Partnership

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