

Greater Manchester
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Priority
plan:

Active
Children
& Young
People



Our shared ambition

Children and young people have a positive and meaningful relationship with movement, physical activity and sport, moving every day with greater choice and say in when and how they move, in safe and age-appropriate spaces.

Our contribution

Working collaboratively to tackle inequalities across Greater Manchester sectors and networks. Ensuring that children aged 0-4 years start well and develop a positive relationship with physical activity, and children and young people aged 5-25 years are supported to create healthy habits to live well.

Using research, data, insight, and digital, we will **lead** the network, enabling whole system leadership, transforming governance, processes and cultural norms.

Support Greater Manchester networks that work with children and young people by investing, adapting and sharing, involving local people and places in the process, continually learning together.

Connect by building effective cross sector relationships and partnerships across Greater Manchester and nationally. Bringing to life the Active Children and Young People ambition of GM Moving, this plan will bring positive experiences to all children and young people, with extra considerations being made to better reach and serve particular populations of young people





Our activities

Early Years

Champion and prioritise physical development, physical activity and physical literacy across the early years workforce. Our role is to lead, support and connect the workforce, families and wider partners/sectors to understand the importance of creating early positive experiences of physical activity, to support engagement throughout the life course.

Targeted Approach: Children and young people living in low-income families and underserved communities

Active Education

Lead, support and connect GM networks to create a cultural norm around a whole school approach to physical activity and sport within education. Ensure it is everyone's responsibility to support young people who need it the most to move more every day. Use Active Lives Children and Young People Survey, School Games and Creating Active Schools approaches, to drive and support schools and networks to become vital connectors to their wider communities. Aligning education and health to power the healthiest generation of children.

Targeted Approach: Children and young people living in low-income families and underserved communities, Girls, Special Educational Needs and Disabilities, Black, Brown and Ethnically Marginalised Young People



Our activities (cont.)

Youth Voice, Leadership and participation.

Leading to amplify youth voice, leadership, and participation in workforce development through collaboration with youth networks across Greater Manchester, the Northwest, and nationally.

Supporting and connecting the youth work sector, enhancing workforce development aligned to improving engagement with young people.

Targeted approach: Girls and young women, children and young people living in low-income families and underserved communities, youth offending and justice, looked after and care leaving young people

Workforce and Employability

We are committed to transforming technical education to enhance and diversify careers for the Creative, Culture & Sport, and Health & Social Care pathways. Supporting the Greater Manchester Combined Authority with the Manchester Baccalaureate (MBACC) and apprenticeship schemes to champion movement, physical activity and sport.

Targeted approach: 14-25 year olds, NEET young people, Black, Brown and Ethnically-marginalised Young People



Our activities (cont.)

Mental Wellbeing

Support partners to advocate for and engage with young people to promote the benefits of physical activity and sport on their mental wellbeing. Work across and between sectors to improve the happiness, health, safety and success of children and young people in Greater Manchester. We will connect young people's views from Active lives survey, #Beewell and learnings from pilot programme's locally, across GM to advocate for physical activity-based prevention and referral interventions so young people feel hope for the future.

Use targeted approaches to support those groups most in need, connecting the Feel Good Your Way campaign as an exemplar asset to embed movement into conversations that support girls' wellbeing.

Targeted Approach: Girls, LGBTQ+, Special Educational Needs and Disabilities, Black, Brown and Ethnically Marginalised Young People

Safe Spaces

Champion the need for safe spaces to allow children and young people to engage in physical activity and sport in environments that make them feel comfortable and secure. Use the learning from programmes such as Opening School Facilities, to create the conditions for system change. Support partners and networks to provide access to suitable facilities, activities, and safer streets.

Work collaboratively to improve practices and policies that promote well-being and growth to address barriers to participation. Work with Greater Manchester violence prevention through sport board.

Targeted Approach: Young Women and Girls, LGBTQ+, Black, Brown and Ethnically Marginalised Young People with placed based area focus.

What's the change we will see?

Overall

- Progression against the 5 'Enablers for Change' and Uniting the Movement Outcome for Children & Young People.
- Strengthened collaboration and cross sector working, for example, Health and Violence Reduction.
- Increased advocacy for Children & Young people moving more.
- Stories and case Stories demonstrating good practice and ways working to enable change.
- Positive shift in data & insight.
- Increased social media shining a light on underserved CYP communities.
- Local, Regional and national interest in our work.
- Representing GMM at a variety of networks and boards across sectors.

Early Years

- A confident and skilled workforce consistently delivering high-quality Physical Development and Activity, supported by clear messaging and valued across education, families, and partners.
- Strong, collaborative networks and local champions driving a shared vision, ensuring all early years settings offer positive, developmentally-rich physical activity experiences.

Active Education

- Expanded networks and local contacts within each borough to strengthen connections between schools, along with systematic changes to funding and strategy for PESSPA, ensuring greater focus on physical activity and sport.
- Monitoring the integration of physical activity priorities in schools, capturing the broader impact on young people and school-wide goals, while using insights from the AEL network to inform youth-centred practices and support life-long impact and experiences related to Physical Literacy principles.



What's the change we will see?

Youth Voice, Leadership & Participation

- Strengthened youth voice infrastructure leading to more grassroots organisations advocating for physical activity, with young people co-designing sessions to meet their own needs.
- Increased sector alignment and cross-sector connections.
- Partners are supported to utilise data, insight and evaluations, such as #BeeWell to inform practice and decision making.
- More young people and youth workers actively promoting physical activity for mental wellbeing, with increased advocacy within youth councils, the Make Your Mark vote, and Members of Youth Parliament creating networks of youth ambassadors.

Workforce and Employability

- Enhanced collaboration between GM Moving, the Greater Manchester Combined Authority and the sectors we represent, including youth services and education.
- Young people with opportunities to reshape the future landscape of our workforce.
- Empowered young people to actively participate in shaping priorities and future goals for GM Moving.
- A commitment to learning and collaboration through innovative partnership approaches.

Mental Wellbeing

- A stronger, more integrated health system that prioritises and promotes physical activity and sport for children and young people.
- Young People's views at the heart of decision making, investment and the implementation of programmes, promoting physical activity and sport as a preventive measure.

Safe Spaces

- Children and young people will feel safe, comfortable, and secure in environments that support physical activity and sport.
- Collaboration across the system to drive policy and practice changes, removing barriers to participation.





How will we know?

- Shared learning, locally, regionally and nationally across the AP network.
- Sport England reporting.
- Through monthly reflections and sense making sessions.
- Ripple Effect Mapping to demonstrate reach and intended and unintended consequences.
- Campaigns, narrative and social media - Increased visibility and distributed leadership, other stakeholders using our language and sharing the work.
- Growth in connections, contacts and relationships.
- How many shared priorities we have with other families in GMM.
- New meaningful relationships.
- Increase in strength of existing relationships.
- Case studies and stories demonstrating changes in behaviours and cultures (and progress against the 5 enablers of change).
- Stake holder mapping and the depth of the relationship.
- Investment aligned to priorities with a tailored approach to address inequalities.
- Captured learnings from networks.
- Cross sector collaboration and connectivity with a shared purpose.
- Partners taking a lead/contributing at events/networks.



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Greater Manchester
Integrated Care Partnership

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MANCHESTER
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