

Greater Manchester  
Moving > ^ < v

Priority  
plan:

Marketing &  
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

- We will lead the conversation in Greater Manchester, shaping the narrative around active lives by sharing learning, insights and best practices through inclusive, diverse and representative communications.
- Ensure Greater Manchester's challenges and successes positively influence the national narrative.
- Ensure stakeholders across Greater Manchester are up-to-date and connected to the work.
- Through our comms we will deliver powerful, high-quality narratives that inspire action and drive change.
- Ensure all our communications and resources are accessible to all and representative of the Greater Manchester population.
- Share the learnings and progress of our work, including the approach, across GM, nationally, and internationally.







# Our activities

## Lead

- Deliver high-quality, evidence-led, inclusive communications to stakeholders and partners.
- Use different channels and media to tell the story of GM Moving and our approach to date.
- Continue to measure the success of our comms so we can make better strategic decisions and adapt our approaches when needed.
- Identify and act on opportunities to share our learnings, celebrate GM successes, locally and nationally, and influence systemic change at international, national, and local level.
- A website that's reflective of our organisation and Greater Manchester that colleagues within GM and wider can use to find what they need quickly and easily.
- Produce / maintain a bank of assets representative of Greater Manchester and the work to date that partners can easily use to include GMMiA messages through their comms (images, articles, powerpoint slides, stories, videos)
- Hold ourselves, and people we work with, to the highest possible standard in accessible and inclusive communications, with a commitment to coproduction, upskilling, and test-and-learn.





# Our activities (cont.)

## Support

- Work with the GM Moving evaluation team to translate our learnings into something that can easily be understood, shared and used.
- Upskill the GM Moving team with the knowledge and skills to tell the story of our work.
- Share our marcomms learnings locally and nationally, e.g., framing, messaging, inclusive comms.-
- Work with GM\_Moving team and partners across the city region and support them in bringing their stories to life.

## Connect

- Connect Marketing and Communications colleagues across the city region to share best practice and amplify the GM Moving messages.
- Connect with colleagues nationally to build meaningful relationships, learn from each other, and support our collective efforts towards Uniting The Movement.
- Work alongside colleagues, localities, GM Moving partners, and those outside our immediate sector, to raise the voice and demonstrate the importance / impact of physical activity and movement.
- Connect with ALL priority plans across the organisation to support them to deliver their objectives through marketing and communications.



# What's the change we will see?

## Internal

- Well-connected Marketing and Comms team with established relationships locally, regionally, and nationally.
- A greater desire to be upskilled and an Increased confidence around marketing and communications across the GM Moving team.
- Greater consideration of how the language and framing we use effects how the content is received.

## External

- More joined up working with marcomms leads.
- Increased prioritisation of movement and activity through partner communications.
- External partners who are confident using positive framing etc and telling the story of the work.
- Learnings are accessible and regularly used by staff and partners to share the successes of GM.
- Learning is spreading and growing to other places and possibly other sectors.
- Increased representation of GM's diverse communities throughout GM Moving and partner comms
- Alignment on inclusive and accessible comms across our partners, so we all raise the standard together.
- Other organisations, places, and sectors read, use, and share our published work – articles, submissions etc







# How will we know?

- Monthly reflections and sense making.

## Internal

- Staff marcomms confidence levels measured through a staff survey.
- The amount and standard of marketing and communications being done by the team.
- The number of requests for training and attendance at marcomms related training (internal or external).

## External

- Analytics collected from newsletters, social media, podcasts and the website.
- The data from the marcomms questions in the partner survey showing how often they visit our channels and how beneficial they find them.
- Attendance at the GM Marcomms partner sessions and GM Moving Conference.
- Noticing a shift in language and how partners talk about activity and movement
- GM comms and campaigns -> Amplifying each other's messages, campaigns that include numerous key messages.
- More enquiries from marcomms leads (local and national) wanting to work with us, get our support, or hear about what's happening in GM.
- Number of enquiries for marcomms support or training.





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Integrated Care Partnership

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