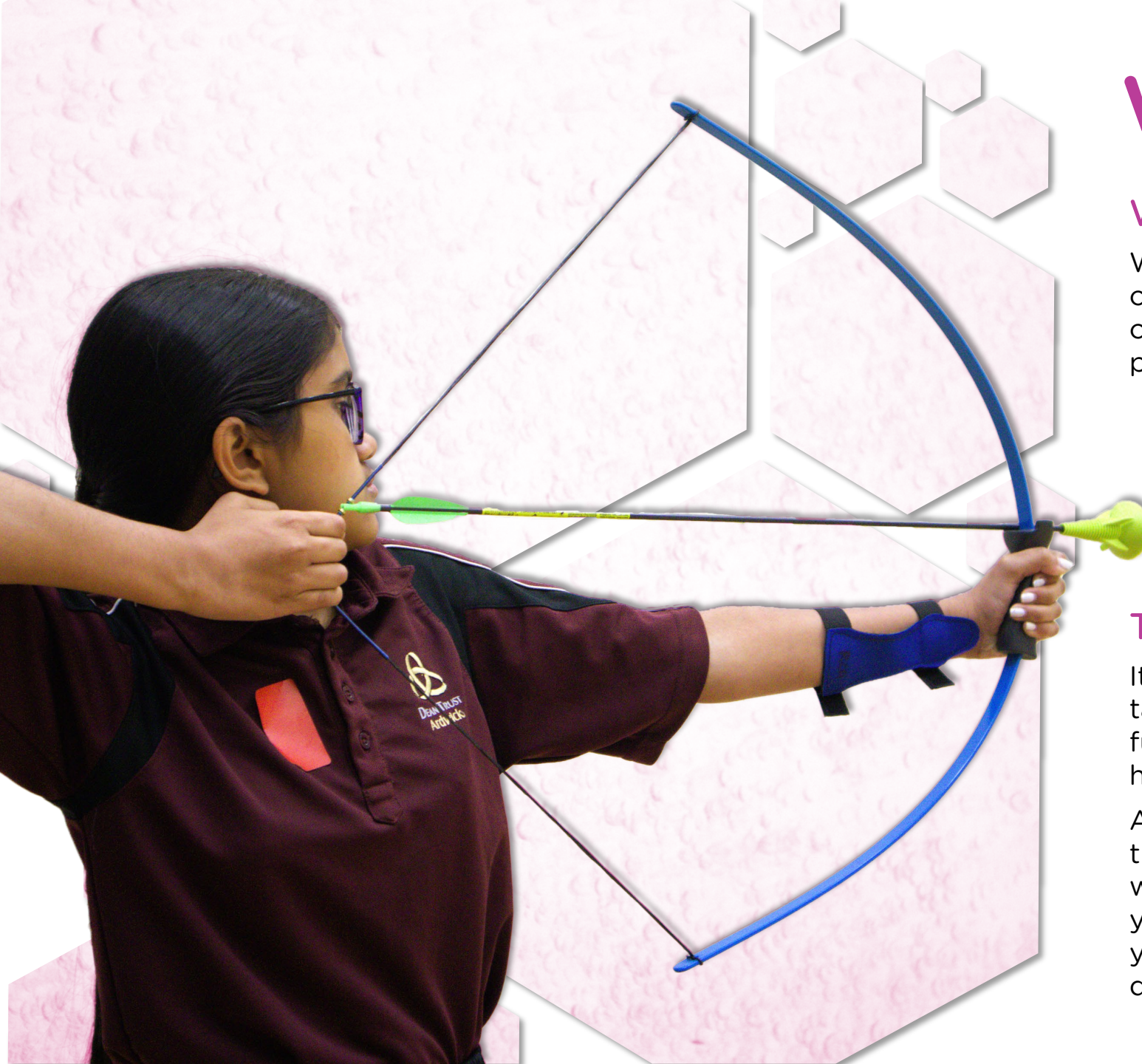




Greater Manchester
Moving > ^ < v

Story of
our work

23-24



Welcome

We are GM Moving

We're one of 42 Active Partnerships across the country working in collaboration to create the conditions for an active nation and use the power of physical activity to transform lives.

We lead, support and connect people and partners across the system to develop and deliver on the whole system vision and approach to the shared **GM Moving in Action** strategy.

This is the Story of our Work...

It's been another eventful year and we want to take this opportunity to share with you, our 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.](#)**

Introduction

An opportunity to reflect on the great work of GM Moving during 2023/24

Over the past 12 months, the journey of our team and board has been marked by significant strides in clarity of purpose and role, depth of collaboration, value, learning, and impact.

Our role within GM Moving in Action, wider Greater Manchester missions and strategies, and Uniting the Movement across England has crystallised, fostering deeper trust and more diverse relationships locally, nationally, and internationally.

Our commitment to equality, equity, diversity and inclusion has been acknowledged. Our approach to evaluation, learning and communicating for change in the world has become recognised as a model for others to follow, within the active lives movement, and in wider social change missions.

Key achievements last year included the successful, smooth and impactful alignment of branding of our Active Partnership with GM Moving. This has simplified and created a greater clarity of purpose and contribution. We have led the review of the Memorandum of Understanding with key strategic partners and refreshed the governance arrangements to ensure we have the strategic and collective leadership to take us further, faster, and deeper towards active lives for all.

Our team has flourished, grown and demonstrated confidence and capability in movement building, leadership, and delivery. We have been learning and adapting our governance, people and leadership work; recruiting, retaining and developing people with outstanding mindsets, capabilities, and skills.

We are continually honing our understanding of and approach to tackling inequalities and inactivity, challenging norms, and using data and evidence to drive for change.



Mike Perls MBE, Chair of the Board of Trustees

Strategically, we have amplified our voice and grown our role to collaboratively influence policy and leadership locally and nationally. Through strong relationships and networks, we have become known as leaders in the field; convening, sharing, and learning with international colleagues and learning on systemic approaches to tackling inequality and inactivity.

I would like to take this opportunity to personally thank our brilliant team of trustees and staff for their leadership. They play their part in this movement for movement with great passion, purpose and integrity, bringing joy to the journey

Introduction

Looking eagerly to the opportunities of the year ahead

The year ahead offers opportunities and challenges as we continue to widen and deepen our work and grow the movement for movement.

- We are hopeful for the impact of aligned missions across Greater Manchester and England.
- We are committed to equality, equity, diversity, and inclusion in all we do.
- We will be radical, ambitious, and determined in pursuit of our goals.
- We will protect and nurture people and the planet.

Our focus remains on understanding and communicating our impact and contribution effectively to drive further change and support others. Our commitment to measurement, evaluation, learning, and storytelling methods are widely recognised as strengths to build on.

Our people are our most important resource and asset. Our individual and collective passion, purpose, and integrity fuel the mission. We will continue to bring people together to share and learn, to drive meaningful change with our people, communities, and colleagues. We will build on our strengths of relational, purpose driven approaches and our commitment to playing our role in GM Moving in Action, and Uniting the Movement nationally.



Hayley Lever,
Chief Executive Officer



Contents

GM Moving work across 13 sections of the GM Moving in Action strategy.

This document will highlight only one piece of work from each section through the last year.

There is a plethora of other work going on across all 13 areas. To find out more about each section, click on the link on each page header.



People, families & communities

- 6. Active children & young people
- 8. Active adults
- 9. Active older adults



Whole-system integration

- 14. Health & care integration
- 15. Culture & system change



Participation & access

- 10. Sport, leisure & physical activity
- 11. Walking, wheeling & cycling



Catalysts

- 16. Marketing & communications
- 17. Data, insight, evaluation & learning
- 18. People, leadership & workforce
- 19. GM Moving Conference 2024



Active places

- 12. Place-based working
- 13. Healthy active places



Business operations

- 20. Governance, HR, finance & risk

Active children & young people

Creating Active School (CAS)

CAS is a framework supporting primary schools to embed physical activity policies, behaviours and environments, so that it becomes everyone's responsibility; from pupils, to staff, parents and governors. It is underpinned by a whole-system approach and the assumption that a pupil's activity habits are influenced by the world around them.

These schools have included mainstream, Alternative Provision / Pupil Referral Units and SEND schools.

“ Being more active has upgraded my happiness and reduced stress and sadness. ”

“ Football means so much to me, and as a girl we are so lucky to have that. ”

We worked with...

22
schools

...across all...

10
boroughs

Some of the changes seen at **St Ambrose Barlow Catholic Primary School in Wigan** include;

- School policies have been reviewed to include physical activity.
- Engagement with governors to discuss movement-friendly uniform changes.
- Designated CAS champion supporting embedding across the school.
- Changes to break times to allow more space for year groups to be active.
- Wet weather plan reviewed to ensure indoor spaces can be used for movement.
- Observed better behaviour amongst some pupils.



Active children & young people

Youth Voice

This year we have amplified The Lundy Model as best practice for participation, voice and leadership in our work with young people. We use Lundy as a framework to work with the Greater Manchester Youth Combined Authority (GMYCA), engaging the voice of young people.

When Alex became the Member of Youth Parliament for Wigan Borough, he and his cabinet colleagues were elected as delegates to the GM Youth Combined Authority. They decided that health and wellbeing should be 1 of the 5 priorities for 2022-2024. Alex and his youth workers contacted us to help with this. Youth groups on the GMYCA were invited to take part, to remove barriers that were being raised. We funded Youth Focus North West (YFNW) to consult young people as part of Youthforia (an event young people were already attending). 9 projects in total were set up.

Youth Fund North West work achievements...

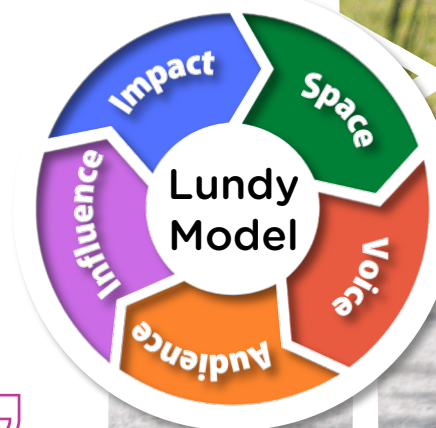
594 young people took part across all 9 projects.

10 young people designed a consultation.

51 young people responded to the consultation (their target was 30).

“ Since adopting the Lundy Model, GM Moving has not only talked about embedding it through all their systems but has actively taken it forward at speed. Working from governance to training, to commissioning, and through delivery, GM Moving is utilising Lundy at all levels. The ambitious aim to Lundyfy the whole of the city region will only work if other sectors follow the same standards being set by GM Moving.
Stuart Dunne CEO of YFNW

”



Active adults

In January, we brought together colleagues from England, Wales and Scotland at a new Active Workplaces Community of Practice.

After attending the GM Moving Conference in 2023, Cardiff and Vale University Health Board, Betsi Cadwaladr University Health Board, Cardiff Metropolitan University and Actif North Wales, were inspired to bring the Active Soles movement back to Wales.

We then built up a partnership with the aim to scale-up the movement across the UK, beginning to support more workplaces to design moving into everyday working life, increase employee activity levels, and improving wellbeing.

The online event, which over 60 people attended, coincided with a celebration of #ActiveSoles on social media, demonstrating the positive impact a small change, like workwear you can move in, has on employees and employers. #ActiveSoles is a movement which began in 2019 here in Greater Manchester, to encourage people to wear their active soles to allow movement throughout the working day.

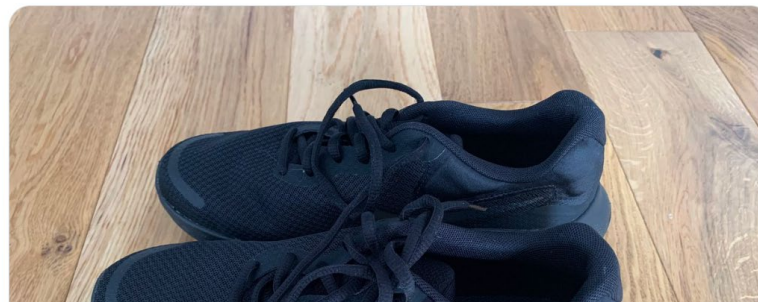


Sarah Dickson
@SLDickson

I wore some [#ActiveSoles](#) to a conference for the first time on Wednesday and the world kept turning (even though my brain told me my choice of footwear might make it explode 😬).

Highly recommend.

gmmoving.co.uk/news/mayor-sup...



Greater Manchester Mayor Andy Burnham reiterated his support for the [#ActiveSoles](#) movement

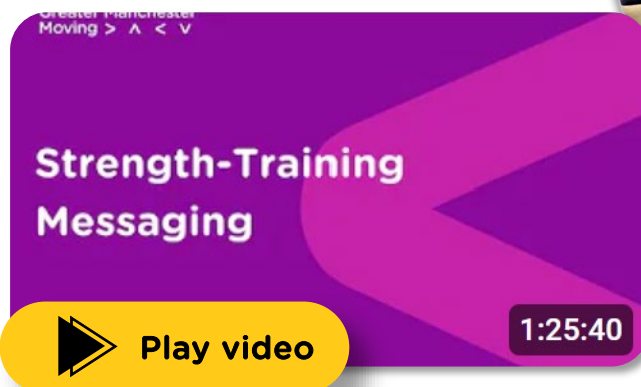
Active older adults

We have worked collaboratively with Salford University on a research piece around strength-based exercise messaging in middle age. We did this because we know that muscle strength naturally declines with age after we hit 30 and taking part in strengthening exercises is one of the best things someone can do to keep muscles strong, bones healthy, reduce pain and prolong joint life.

The aim was to investigate the most effective ways to communicate the need to complete strength-based physical activity with adults aged 40-60. Programs are often focused on 'older adults' and on 'falls prevention' which do not resonate with middle-aged adults and are less effective in encouraging participation within this age bracket.

“When we consider that musculoskeletal conditions, mental health, and obesity are drivers of workplace absenteeism, costing the UK economy £150 billion in 2023, we can reduce the risk or treat each of these things effectively with strength training.

**- Dr Ashley Gluchowski,
Salford University**



To learn more about the research findings, please find the [guidelines](#) and [report](#).





Sport, leisure & physical activity

In November 2023, we brought National Governing Bodies (NGBs) together in the first face-to-face session in Greater Manchester post-COVID-19.

The purpose was to bring representatives of different NGBs together to update on the Greater Manchester landscape, find out what their priorities are, and provide a space to reconnect so that we can all better work together. From the session it was apparent that Children and Young People was a key area of work for many so we set up another session with this focus. Following the success of these events and desire to build on the network, we have committed to create opportunities to continue to develop stronger relationships and connections.

There were...

29
representatives

...from...

20
different
sports

...in the room.



This is a fantastic opportunity to engage with not just other governing bodies but other organisations that are involved in work on the ground.

I think that's something that we battle amongst ourselves in terms of national governing bodies. We're all doing great work, but we never really have an opportunity to come together often enough to discuss that in place. - **Gregg Van Heerden, British Canoeing.**



Walking, wheeling & cycling

GM Walking Festival 2023

Once again, we organised the GM Walking Festival to align with National Walking Month in May. 123 different organisations organised a total of 299 led group walks which were open to anyone to attend. We gave out 22 GM Walking Festival grants of £100 each to organisations helping people who don't walk regularly to join in and experience the joy and other benefits of walking and wheeling.



If you see the enjoyment on people's faces as they're on the walk, then why would you not want to join here, or for that matter any other walk across Manchester?



Play video

42

% increase in number of walks.

100

% increase in the number of organisations hosting walks.

39

% of walks hosted by voluntary sector, faith or community-based groups not specialising in walking.

59

% of the organisations hosting a walk that were new to the Festival.

69

% of walks were graded Easy or Leisurely by the walk organisers, encouraging new walkers to join.



The Walking Festival is a great opportunity to inspire and encourage colleagues to engage in walking at Oldham Council.





Case study

Stoneyfield Park in Rochdale has been revitalised through community efforts and support from the Local Pilot initiative. The transformation includes planting areas, a new playground, paths, benches, and more. Around 70 local residents participated in a planting day, helping to create a space that promotes social interaction, physical activity, and mental well-being.

This initiative, supported by various partners, aims to make the park a safe and welcoming community asset. The project reflects successful community engagement and sustainable local improvements.

[Find out more here.](#)

Place-based working

We secured additional investment from Sport England to continue the Place Partner work in Greater Manchester up to March 2025, whilst rebranding the work from 'pilot' to 'Place Partnerships' this year.

The new name reflects the considerable progress that has been made and recognises the transition from a 'pilot' to the full integration of this new way of working across Greater Manchester. Significantly, the approach continues to challenge systemic barriers and engage and empower communities to create positive and sustainable change in levels of sport, physical activity and movement in their place.



- Wigan
- Bolton
- Salford
- Bury
- Rochdale
- Oldham
- Tameside
- Stockport
- Manchester
- Trafford

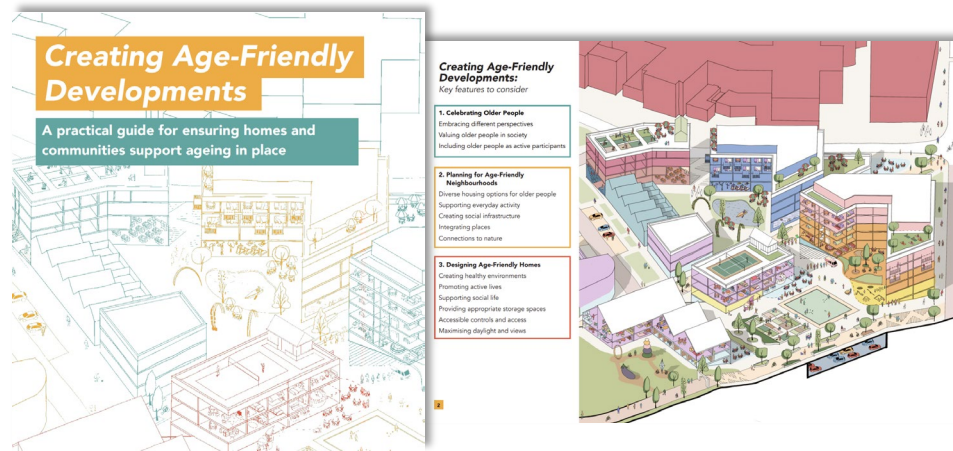
Healthy active places

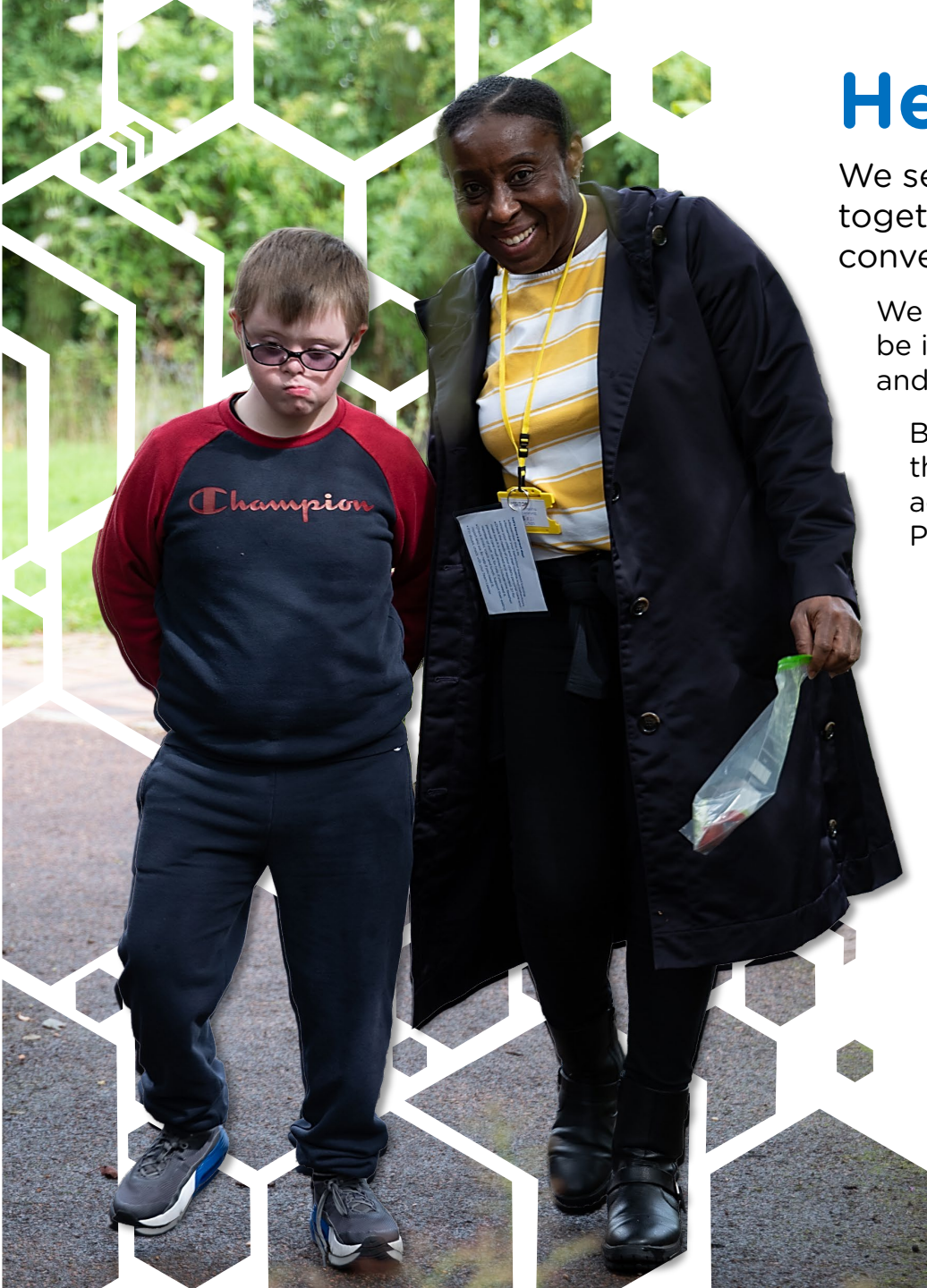
In conjunction with the Manchester School of Architecture, we co-authored an Age-Friendly Developments Guide on behalf of the Greater Manchester Planning, Ageing and Housing Group.

The launch event saw 60 cross-sector built environment professionals meet to learn more about the guide and how they can play their role.

This guide is now in use across several projects, including with the residential developer and operator, Picture This, bringing an age-friendly lens to homes that are being created in Greater Manchester.

There is still lots to do to embed an age-friendly lens systemically across Greater Manchester. The Greater Manchester Planning, Ageing and Housing Group and the GM Ageing Hub are working to explore what our role is.





Health and care integration

We secured investment to recruit a GM Moving Health team and started to work together on integrating movement into health and care systems and conversations.

We started by establishing new links within health and social care which has enabled us to be involved in forums where movement can be made visible and considered as a priority and a focus for health inequalities.

Building on the previous year's deep dive evaluation we have been putting into practice the **8 practical recommendations** of the ways of working that help to integrate physical activity via approaches such as PACC (Physical Activity Clinical Champions) and Active Practices.

We played a **key role in the national health integration work** via the Active Partnership Network including hosting and facilitating the 'Designing Physical Activity into Health and Care Systems' Event on the 21 September in Manchester. 110 individuals came together to understand what integrating physical activity into health and care systems looks like in place across the Active Partnerships Network and to help increase connections to collectively create the conditions through a whole systems approach.

“ Fantastic collaborative culture of learning nurtured throughout. Vulnerability and challenges recognised while aspiring to drive Uniting the Movement forward.
-Feedback from the post-event evaluation.



Play video

Culture and systems change

Right to the Streets

In September 2022, Greater Manchester Moving were awarded £490,448 through the Home Office Safer Streets Fund to make the streets safer for women and girls through tackling gender-based violence and harassment by taking a whole-system approach.

Through the 12 months we worked with partners including, Trafford Council, Open Data Mcr, Publica, MIC Media, Freedom Personal Safety, Trafford Collective and local community partners to start to shift the system response away from top down, CCTV and policing enforcement response to a whole-system, place-based, community-led, prevention approach.

310 Active Bystander training.

23 walkabouts and place reviews.

1000 people involved in community grants.

167 people and 12 community groups involved in Mapping Trafford..



 [Play video](#)



[Read full report](#)



Marketing & communications

In September 2023 we rebranded the Active Partnership/charity as GM Moving. This significant change to our branding as an Active Partnership places us in the best possible place to support our partners across Greater Manchester and improve lives through movement, physical activity, and sport.

Alongside the rebrand we are working towards ensuring our communications, channels and our assets are inclusive to all and representative of the Greater Manchester communities, whether this be the language, the imagery or the stories we use.

greater
sport



GREATERSPORT



Greater Manchester
Moving > ^ < v



“ We’ve made huge strides across Greater Manchester over recent years and believe this change will set us up perfectly for the upcoming memorandum of understanding (MOU) refresh with Sport England, for Greater Manchester to play its part in Uniting the Movement, and the new government strategy: Get Active.

- **Hayley Lever**



“ The brand is super strong. Conversation moved on massively in five years. Recognised, respected, referenced everywhere.

- **Feedback from Partner Survey, Nov 2023**



Data, insight, evaluation & learning

To build capacity, understanding and ensure that learnings can be used in real time, we created a network of Research Ambassadors through the Place Partnership work. The Research Ambassadors are people from GM localities who were keen to get involved and be upskilled using the Evaluation Team's tools and evaluative methods.

Through generating and then understanding the data in their localities, they can drive test and learn approaches that more accurately capture impact and learning.

We started to test this approach further in education, health and transport sectors with differing results to date.

The Oldham Place Partnership team, aiming to enhance their research capabilities, collaborated with the Substance team to offer Research Ambassador training. This pilot session combined evaluation sensemaking with hands-on research training for around twelve participants. The training covered research methods, data collection, and impact assessment, encouraging attendees to undertake local research projects. The goal was to improve data capture, develop research skills, and better demonstrate the impact of their activities. Future sessions will address ongoing support needs and share findings.

For more details, [visit the full article here.](#)



People, leadership & workforce

Following the publication of our collaborative Volunteering Research project conducted in early 2023, we implemented the recommendation to launch a Community of Practice (CoP) focused on sport, physical activity and movement-based volunteering. Since it was formed, the membership of the group has continued to grow and diversify, with the community providing a space to facilitate relationship-building, share best practice, and explore shared challenges and opportunities.

Since January 2024, the community's direction and progress has been guided by a steering group of local, regional, and national organisations to distribute leadership across the wider system.

3 Volunteering Communities of Practice.

6 organisations forming steering groups.

53 unique participants from 40 organisations.

2 steering group meetings already.

At our last meeting in March, we discussed how we can work collaboratively to amplify Volunteers Week and the Big Help Out and enhance our collective recruitment practices. On the back of the last CoP, we have also launched micro-grants to support members to test the research findings in their own context, and will be sharing their learnings at future CoPs to support the wider network of organisations.

A report created by researchers from Manchester Metropolitan University and Bolton Council, looks at how we can develop our approach to volunteering in movement, physical activity, and sport.

GM Moving Conference 2024

On March 25 nearly 1,000 people attended the 2024 GM Moving Conference. Speakers, including Professor Helen Pankhurst CBE, Tim Gill, Annamarie Phelps CBE, Jeanette Bain-Burnett and Sanjay Bhandari MBE, shared how we can design movement back into residents' lives and the roles everyone can play.

1200*
attendees

*...900+ in person
and 350+ online

170

contributors to
panels and
workshops

30

partner stalls.

3

plenary panels and workshops.

150

people participating in open dance.

9

active sessions e.g. workshops

“ Inspiring, imaginative, inclusive. ”

“ Really informative day and I felt the talks I attended were of great value! ”

“ So much diversity of sectors, people and experiences. ”

“ Great opportunities to connect with people. ”



▶ Play video

4:15

Governance, HR, Finance & Risk

Our aim is to have a workforce that not only thrives, but also reflects and understands the communities we work for and with, and one which encourages a sense of belonging for our team and partners.

This year we have developed our organisational plans to help us to further embed a culture where everyone is valued, listened to, and treated with care, kindness, and respect.

- Our **People Plan** provides an overview of the strategies, commitments, systems and procedures relating to our aim of being a great company to work for and with.
- Our **Equality, Equity, Diversity and Inclusion Plan** is intrinsically linked to the **People Plan**, going one step further in defining our unbridled commitment to becoming a more equal, fair, diverse, and inclusive organisation, which we know will enable us to make better, more informed decisions, provide wider perspectives, increase innovation and creativity, drive change and improve performance. The team and Board have co-designed a commitment statement and set of ambitions that signify the importance we place on promoting, embedding, and advancing EEDI.
- Our **Extended Workforce Plan** describes our contribution to developing the skills, behaviours, and experiences of people and leaders across the Greater Manchester system, helping to realise its power and potential.

We moved back into a refurbished House of Sport this year and it's enabling a positive working environment where the team can connect and be their best. As a team we are now more connected as we work from one of our office spaces at least twice a week. There's more opportunity for collaboration with each other and partners as organisations working across sport in Greater Manchester have come together at House of Sport.

We were also very grateful to maintain a shared office space with both Greater Manchester Combined Authority (GMCA) and GM NHS at the Tootal Buildings in the heart of Manchester City Centre.

Thank you!

We are passionate that we all have a role to play to build movement back into people's lives.

If you do not currently work with us but would like to, please email us: info@gmmoving.co.uk.

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