

**GM Moving Update  
September 2019**

The work to implement GM Moving and embed physical activity across the system in Greater Manchester is continuing at pace across all of the 12 priority areas. A current picture and some key highlights from the past few months are outlined below. The contributions to this paper have come from GreaterSport, TfGM, GM Moving leads and GM Active, and are therefore only a tiny fraction of the work that is taking place across Greater Manchester to deliver GM Moving. The aim is simply to provide some GM wide headlines.

Priority	Update
1. Policy and Strategic Architecture	<p><b>Elected member training</b> is in the diary for Bury, 10<sup>th</sup> Sept and Trafford, 18<sup>th</sup> Oct. Salford, Wigan and Rochdale are working on confirming dates in the near future.</p> <p>A blended team from GM Moving, GreaterSport, Bury and two external consultants are shaping the new Bury Physical Activity Strategy together. The first draft will be ready for consultation on 4<sup>th</sup> September.</p> <p><b>Development of the public narrative</b> 43 attendees from 20 orgs from across the system (incl. NHS, Tameside Hospital, Sport England, Members of staff from Tameside, Oldham Rochdale, Bury, Trafford Councils, TfGM, Action Together, Yorkshire Sport) attended the Frameworks Institute workshop in August. Very positive feedback from those that attended. A follow up to this session is being planned specifically for Local Pilot and GM Moving to frame the narrative around the work and approach. GM HSCP are also discussing hosting a Frameworks workshop. TEDx Oldham talk: <a href="#">The Power of Active Soles to Change the World</a>.</p> <p><b>Key conferences and strategic engagement:</b> Pro Manchester (The future of health innovation in the devolved system), Manchester LCO Exec Group, Tameside Hospital Exec Group (Active Hospitals), Manchester Eye/Dental Hospital, LCO network system change/sustainability event).</p> <p><b>MOU:</b> The review of the Sport England/GM MoU will go to the rearranged Health and Care Board for sign off in October.</p>
2. Across the Life Course	<p><b>Local Pilot:</b></p> <p>The head contract between Sport England and GreaterSport has been signed, with initial funding for the pilot now received by GreaterSport. Tameside and Glossop are going through their governance process to enable the signing of their Delivery Partner Agreement.</p> <p>To further engage wider partners, a Local Pilot Partner engagement event was held on the 1<sup>st</sup> August 2019. This outlined the progress to date and gave a well-received opportunity for partners to identify local pilot leads and connect with them on how they could start to engage with the pilot.</p> <p>The Network event on the 19<sup>th</sup> September, which all GM Executive members are invited to, will be a review of the last 6 months to date and localities have been asked to update on 3 areas, which are;</p>

	<ul style="list-style-type: none"> <li>• Journey over the last 6 months.</li> <li>• How did the peer review feedback from April help, and what have localities done differently or changed as a result?</li> <li>• System change, how are localities influencing the system in their areas and what challenges arise from this?</li> </ul> <p><b>GM Active: Gym &amp; Swim Membership (Reciprocal):</b> Over 650 GM Active members have upgraded their membership to the new Gym &amp; Swim membership which entitles the user to enhanced access to our collective facilities across Greater Manchester. A total of 58 facilities that GM Active members operate are part of this exciting membership scheme, which will allow residents in Greater Manchester to take part in swimming and gym sessions near to where they live or work. Positive discussions have been had with the central Manchester operators (GLL and SLM) and they have both committed to joining the GM Active Gym &amp; Swim membership during the Autumn. The full launch of the membership programme is scheduled for January 2020.</p> <p><b>Digital</b> <u>Open Data:</u> Significant progress has been made by GM Active and the system providers Gladstone and Legend which has meant that seven trusts operating in Greater Manchester have now opened their data; Life Leisure (Stockport), Tameside Sports Trust, Trafford Leisure, Salford Community Leisure, GLL (Manchester), Everyone Active (Manchester) and Serco (Bolton).</p> <p><u>Measuring Formal Data:</u> The Wigan pilot is progressing well with the six main delivery providers feeding their participatory through to Data Hub. Headline Findings so far are:</p> <ul style="list-style-type: none"> <li>• 3,156,807 participants throughput (increase of 4.74% in the last 12 months)</li> <li>• Wednesday is the most active day and March the most active month</li> <li>• U14s the most active age group</li> <li>• Average journey/drive time of 8 minutes to a session</li> <li>• Physical Activity has a Social Value of £17,623,622</li> </ul> <p>Due to its success this pilot is now looking to be expanded in two other localities.</p>
3. Start Well	GM Health and Care Partnership and GMCA have now appointed the School Readiness lead who we will now be working with to further develop and implement the recommendations from last year's physical literacy and school readiness report.

<p>4. Develop Well</p>	<p><b>Young People :</b></p> <p>A successful GM Active Children &amp; Young People (C&amp;YP) workshop was held on the 19<sup>th</sup> June which acted as a catalyst to support a GM wide ‘movement’ to address physical inactivity / obesity in C&amp;YP and linking in to the new School Sport and Activity Action Plan. A new GM Active C&amp;YP group will be developed to drive forward this agenda with GreaterSport support. ukactive are providing free access for members of this C&amp;YP group to their new communities of learning online portal.</p> <p>The new CYP group are currently looking at what their priorities are as a joint project – survey monkey is here <a href="https://www.surveymonkey.co.uk/r/VVC79C9">https://www.surveymonkey.co.uk/r/VVC79C9</a></p> <p>We’re trying to influence their decision to not be ANOTHER thing for schools to do, rather look at the gaps for young people and where they can add most value.</p> <p><b>BiteBack2030</b></p> <p>Bite Back 2030 is a ten-year movement to inspire a healthy, happy generation of children. This is focussed on protecting and promoting children’s health and happiness by helping 1m more children each year reach a healthy weight by 2030, aiming to halve current levels of childhood obesity. The national charity is working with the GM Mayor’s office to develop ideas and approaches which the charity could pilot in GM to develop a UK model to roll out in other cities. An initial meeting looked at how we can utilise existing networks and partnerships to land the new strategy and join up physical activity professionals with people in health (specifically nutrition) working on the same agenda.</p> <p><b>GM Early Intervention Sport and Justice Group:</b></p> <p>GreaterSport have worked to influence the £8.1m investment made through GMCA, from the Home Office to tackle serious violent crime across GM, advocating for the power of sport and physical activity as a positive activity in reducing crime and ASB. Each borough has connected the Director for Public Health and local pilot colleagues into the Community Safety Partnership leads to ensure whole system working and reduce work duplication. GreaterSport has also advocated for the 10 principles from StreetGames to support colleagues to use best practice when working in this area.</p> <p><b>Our Pass</b></p> <p>GM Active have developed a number of group and individual offers which are aimed at enabling 16 to 18-year-olds access to free or discounted leisure and cultural facilities and opportunities across Greater Manchester. Over 60 sites within the GM Active group are offering a free 7-day gym pass and all those who take up this gym pass offer will also have one free month of LES MILLS On Demand.</p>
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	<p><b>Satellite Clubs:</b> Education investment for 2019 incorporating Satellite Clubs and School Sport, confirmed at £208,499 from September</p> <p><b>School Games:</b> Summer Games was held on 26<sup>th</sup> June and was a great success,</p> <ul style="list-style-type: none"> <li>• Participant numbers: Summer, 1606 whole year, 5469</li> <li>• 53 competitions, 28 sports</li> <li>• 362 young leaders 33 event leaders</li> </ul> <p>GM School Games received good media coverage including Granada reports, BBC Radio Manchester and That’s Manchester TV all attending the event with local newspapers again picking up the event.</p> <p>The Daily Mile: Development of new interactive resource named ‘Daily Mile Destinations’ for schools to track their Daily Mile Days, this will contribute to GM Ambition of 75% of schools doing The Daily Mile by 2021. With aims to reach 500 Primary schools doing The Daily Mile Jan 2020. 776 new primary schools have signed up to The Daily Mile across the 11 areas of England who were awarded a Daily Mile Local Coordinator under the Sport England project From Jan- July - GreaterSport continue to contribute to these developments.</p>
<p>5. Live Well</p>	<p><b>Active Workplaces:</b> The GM Good Employment Charter is now live after a soft launch and they are looking for 100 supporter companies to trial the Charter before a full launch in November. The GreaterSport Active Toolkit is now also live and will be supporting the Health and productivity strand of the Charter. Partnerships with workplaces continue to grow and we recently delivered Active Champion training to 30 people at the Department of Work and Pensions Jobcentres. So far we have influenced nearly 150 people and how they think about Active Workplaces. We are developing new relationship with Working Well, focussing on helping people who are out of work to move more and be active. John Brady presented at the Public Services Leadership Forum about Active Workplaces to explore opportunities to support their work.</p> <p><b>Moving Forces</b> Currently the project has 149 members with over 180 veterans engaged in the project. The veteran community is notoriously difficult to engage with, especially for brand new projects. Most of these new members have come from a combination of our outreach through Facebook and through word of mouth between veterans, showing that the project is building its reputation in the veteran community.</p>

	<p>Due to its growing reputation and proven results in helping veterans with both physical and mental health, Moving Forces is building stronger partnerships with major military veterans' charities and services. There are more frequent referrals from the NHS Military Veterans' Service, Blesma (the limbless veterans charity), Walking With the Wounded, Combat Stress and the NHS Military Veterans Complex Treatment Service. A Memorandum Of Agreement has been signed with Walking With the Wounded to make Moving Forces an official provider for their veterans referral pathway. 34% of new members in the last 3 months have been referrals from these key partners.</p> <p>Moving Forces is now starting to deliver activities in the boroughs of Rochdale and Manchester, adding to all the existing activities we're delivering in Tameside.</p>
<p>6. Age Well</p>	<p><b>GM Active Ageing:</b></p> <p>The <b>Active Ageing Workshop</b> on 1 August was a hugely successful event, used to engage with the wider ageing workforce who we weren't originally connected with. The main message and question being "<i>How can you in your role support more older adults to become active in GM?</i>". Feedback was excellent, and we were lucky enough to have key partners and political leads in the room such as Cllr Brenda Warrington who is the Executive Lead for Tameside Council and also the Age-Friendly Manchester lead for GM. We also showcased the strong relationships with the GM Ageing Hub, GMCA, Age UK's and many more.</p> <p><b>Active Ageing Week</b> in July/August was a really successful week, planned to celebrate the physical activity for older adults that is happening all across the GM region. This was also to highlight and raise awareness of the GM Active Ageing programme. The team commissioned PR, which really boosted the reach of the week with coverage such as BBC Breakfast, ITV News and That's Manchester TV. There was also a lot of local news coverage from Manchester, Rochdale and Trafford.</p> <p><b>Prehab4Cancer:</b></p> <p>The codesigned Prehab4Cancer programme (between GM Active and GM Cancer) is progressing successfully throughout its initial pilot stage and there have been 324 referrals into the programme from colorectal, upper GI and lung cancer tumour groups to date. A Fitter for Cancer treatment: Fitter for life Prehab4Cancer &amp; ERAS+ Education event is scheduled for the 11<sup>th</sup> September in Manchester. GM Active are currently working with GM Cancer to submit a provisional bid proposal for further transformation funding for extensions to the Prehab4Cancer programme to include other cancer pathway patient cohorts for whom the programme is not currently available, but evidence suggests would find benefit from eligibility including urology, prostate, haematology and HPB (pancreatic).</p>

	<p><b>ESCAPE-pain:</b></p> <p>GM Active was commissioned by the Healthy Innovation Network South London in March 2018 to deliver 28 cohorts of the ESCAPE-Pain Active Ageing programme. Seven Greater Manchester boroughs (Bolton, Bury, Manchester, Oldham, Salford, Trafford and Wigan) are currently delivering the programme. ESCAPE-pain is a 6-week rehabilitation programme for people with chronic joint pain, that integrates educational self-management and coping strategies with an exercise plan individualised for each participant. As of August 2019, 20 cohorts have been delivered which have had over 150 participants progress through the programme. The ESCAPE-pain programme creates benefits for the participant that can be sustained for up to 30 months after the end of the programme. Evidence has shown that the programme reduces health and social care and utilisation costs by £1511 per person (this equates to a saving of over &gt;£225k across GM for the programme so far). There is also a positive ROI of £5.20 for every £1 spent on the intervention.</p>
<p>7. Place</p>	<p><b>Made to Move</b> – Chris Boardman presenting and update at the meeting.</p> <p>Point 7 of the GM Moving Strategy states...</p> <p><i>“Develop more active and sustainable environments and communities through active design and infrastructure.”</i></p> <p>This objective is a shared objective aimed at encouraging those in local authority leadership, planning, regeneration, highways and bodies like TfGM and private sector developers to support the environments to enable moving more. We are working with Sport England to ensure that <u>Active Design</u> is embedded in the spatial framework so this can be taken into consideration when designing and building new homes and workplaces. We are actively promoting initiatives like <u>Open Streets</u> to communities linked to events like Jo Cox’s Great Get Together and closing of streets around the Tour of Britain cycling. We are working with schools promoting the option of reducing traffic and air pollution using Open Streets, Living Streets’ walk to school challenge and Sustrans community led design expertise alongside TfGM’s sustainable travel team. The toolkit supporting GM Employment Charter for active workplaces also sites infrastructure improvements.</p> <p>There are three conferences/event aimed at regeneration and planning colleagues coming up where we are discussing Active Design with our partners.</p> <ul style="list-style-type: none"> <li>• Parks for Health – 4<sup>th</sup> September <u>Parks for Health: Health Places Health People</u></li> <li>• City of Trees – 17<sup>th</sup> October <a href="https://www.cityoftrees.org.uk/event/role-green-infrastructure-gi-create-healthy-resilient-cities">https://www.cityoftrees.org.uk/event/role-green-infrastructure-gi-create-healthy-resilient-cities</a></li> <li>• Sport England is fronting a <i>Planning for Sport</i> event in Manchester on 19<sup>th</sup> November and have asked GM to chair</li> </ul>

	<p>The GreaterSport CEO, GM Moving Strategic Lead and Sport England are meeting this month to make plans for the next steps strategically.</p>
<p>8. Economic Growth</p>	<p><b>Major events</b>  <b>Tour of Britain –</b>  GreaterSport are leading the GM community engagement element of the Tour Of Britain event. All boroughs of GM are engaging communities along the route, creating Cycling hub sites to activate participation and inspire people back onto their bikes, and engaging local businesses to maximise the event linking with their communities and promotion of localities.</p> <p><b>GM Cricket Strategy:</b>  A strategic partnership has been developed between GMCA, GreaterSport and the local and national cricket organisations; Lancashire Cricket, Cheshire Cricket, ECB and Chance to Shine. Key components of this are as follows:  -Cricket &amp; Greater Manchester are announcing a three-year partnership  -The ambition of the partnership is to use cricket to make GM a better place to live  -Worked together to create a 10-Point Action Plan  -To deliver these plans, there is commitment of significant resources in Greater Manchester  -The plan will have a positive impact on hundreds of thousands of young people across Greater Manchester  -The plan will be delivered through local partnerships across the region  -Envision the plan being a catalyst for further development of sport and community provision across GM</p> <p><b>Walking Football World Cup:</b>  Alongside the Mayor, GMCA, and Walking Football Association, GreaterSport have pulled together a proposal to host the 2020 event in Greater Manchester.</p> <p>Manchester and Leigh have recently been announced as hosts for the 2021 European Cup for Women’s Football.</p>
<p>9. Workforce</p>	<p><b>GM Moving Conference:</b> Date to be confirmed. Likely May 2020.</p> <p><b>Whole System Workforce:</b>  Conversations are continuing to develop within the health sector, with Wythenshawe hospital, The MRI, Tameside Hospital and The Christie all developing their plans to implement ‘Active Hospital’ frameworks.  LCO’s, Local Pilot leads, Sport England, Population Health and Public Health England have continued to engage on different levels to identify how physical activity conversations can be brought to the forefront within primary care and where value can</p>

	<p>be added. This will take a number of approaches, developing upon strengths and connections already made within specific neighbourhoods.</p> <p><b>Systems Leadership Programme</b> (in GM Moving Paper)</p> <p><b>Community Leadership:</b> The Workforce and Community Leadership post has been recruited and will be starting at the end of August.</p>
<p>10. Evidence, Data, Insight and Engagement</p>	<p>Greater Manchester have had 3,215 Children and Young People Active Lives Survey responses, plus another 819 opt in responses, from over 60 schools across GM, to give an even more robust sample than last year's.</p> <p>We are working on an evidence base of outcomes narrative for the website and breaking down the inactive 26.7% in GM to understand behaviours in further detail with the GM Moving evaluation partner.</p> <p>Within the Local Pilot, connections and partnerships have been facilitated and positively encouraged across engagement leads of localities, especially with reference to workforce that has been newly appointed in post. A creative community engagement workshop was included in a networking event to enable participants to share experiences, gems and challenges as well as to strengthen relationships.</p> <p>We are in the process of organising a workshop aimed specifically at community engagement coordinators on the ground across localities to ensure that everybody is equipped with the skills needed to make every conversation count.</p>
<p>11. Evaluation</p>	<p>Active Ageing learning been shared and discussed at a partners workshop hosted as part of the Active Ageing Week by UofM to support this to be understood and used going forward.</p> <p>The GM Moving plausibility model was shared at a network event in June for discussion around prioritisation and potential measures to be finalised and agreed for September.</p>
<p>12. Marketing and Communications</p>	<p><b>That Counts!</b> That Counts paid for advertising activity goes live on 9<sup>th</sup> September and will continue until 3<sup>rd</sup> November. Localised imagery, with local people has been captured for use on the out of home posters in local areas. A partner toolkit will be available for the start of the campaign and will include all campaign assets with functionality built into the online toolkit system to allow</p>

partners to edit templates – therefore enabling them to fully own That Counts at a local area/organisational level. John Lewis, DWP, Greater Manchester Police and the NHS Foundation Trust hospital have all positively endorsed the campaign and expressed a wish to use the materials in their organisations.

#### **Walking City Region Marcomms**

Following a pitch process, Diva Creative has been appointed to work with us to deliver a marketing campaign to inspire Greater Manchester residents to walk more every day. Diva is a Sheffield agency that specialise in public sector behaviour change campaigns. The pitch creative works at an emotional level, aiming to remind people about the joys of a journey made by foot. The creative therefore builds on and benefits from the functional and information based That Counts halo messaging (daily target and ideas about what everyday activity looks like). A budget of £250k has been assigned to the marketing campaign. The campaign will launch fully in March 2020 but digital and social will start late September/October. In the meantime, to maintain a continued walking presence between the walking festival in May and during the procurement Diva, activity on digital and social channels has been ongoing @GMWalks. We are currently running a competition to uncover people's favourite local walks: <https://gmmoving.co.uk/blog/lets-find-the-hiddenwalksgm>. The competition has had coverage in several local papers.

The new GM Walking website is due to go live mid August. The site will connect the GM walking community with those interested in discovering new walking routes and walking more regularly.

#### **GM Moving:**

GM Moving microsite is complete and live. The focus over the next period is to work on a flow of blogs and article content and to ensure that information about the developing local pilot work in each borough is captured on the site. The site imagery will also be updated with photos and video content from the That Counts advertising shoot from early September.

A set of three short animated videos have been created; one for the general public, one for employers and one for health professionals. The videos carry messages that are tailored by audience but all convey information about the benefits of physical activity. The focus over the next period is to work on the distribution. Dr Sohail Munshi kindly took time out of his schedule to endorse the health professionals and employer videos by providing the voiceover.