

Greater Manchester
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Priority plan:
Placed based
working -
localities



Place based working: Place Partners

Our shared ambition

To grow and spread place-based active approaches, environments and partnerships to create the conditions for an active life in the 10 localities, their identified neighbourhoods and across the city region.

Place based working: Place Partners

Our contribution

- Enabling the conditions for an increase in movement, physical activity and sport at a local level through person centred conversations and a whole system approach reflecting the priorities across the 10 localities.
- Developing a greater understanding of:
 - The overarching barriers impacting on equality within sport, physical activity and movement.
 - How place-based approaches can support active lives for all in a place.

Place based working: localities

Our activities

Leading

- Continue to evolve the community of learning ensuring that we create the space for reflection, increasing the support for localities to explore and embed a different approach to system delivery of movement, physical activity and sport.
- Lead 'deepening' process of the place partner work for the period of 2025-2028 working alongside Sport England, GM localities and other national Place Partner areas.
- Continue the journey from a 'pilot' to a 'systemic change' narrative meaning the Place Approach moves from the margins of thinking to the mainstream explaining the 'how' and 'why' of what we do and evidencing the impact.



Place based working: localities

Our activities

Supporting

- Work alongside localities to support communities and individuals most affected by societal and health inequalities to move more and be happier and healthier by utilising a place-based approach.
- Working alongside GM localities to strategically identify the inequalities that persist, preventing active lives for all in place, and developing opportunities to tackle this via the principles of place-based work.
- Alongside Sport England, GM localities and other national Place Partner areas, support the 'expansion' of the place-based approach nationally.



Place based working: localities

Our activities

Connecting

- Continue the expansion of the sharing of the Place Partner narrative, creating conversations with other Pilot areas, Active Partnerships, national system partners (e.g., NGBs) and parts of the regional GM system.
- Continue to utilise the connective nature of the wider catalysts-marketing and communication, evidence and learning (qualitative and quantitative), people, leadership and workforce and engagement- to ensure a consistency of approach.
- Explore the legacy and amplification of the Place Partner approach beyond the initial investment connecting into broader place policy and system conversations.



Place based working: localities

What's the change we will see?

Progression against the 5 enablers of change:

- Involving local people and growing assets
- Learning and Adapting
- Effective work across and between sectors
- Strategic Leadership enabling collective leadership
- Transforming governance and processes

How will we know?

Impact captured through:

- Monthly reflection logs and quarterly sense making by enabler and 6-week locality reflections
- Bi-yearly updates to priority plan tracker of enabler maturity with evidence
- GM Stakeholder Survey perceptions of enabler maturity across the system
- Place Partner Process Evaluation and deep dive research for emerging priority themes via observations, interviews or commissioned evaluation
- Counts and Measures
- Case stories/videos
- National Evaluation and Learning Partners evaluation

