

GM ACTIVE

**Expansion** of  
Active Wellbeing  
**2024**

# What is the Expansion of Active Wellbeing?

The Expansion of Active Wellbeing is a far-reaching programme to create sustainable public leisure services via collaborative working within Greater Manchester that supports improvements in the health of the wider population.



## Funded By:

- The 10 Greater Manchester local authorities.
- Sport England.
- Connected partners.
- The 12 Greater Manchester leisure management organisations .



# About GM Active

## Purpose

To collectively improve the health and wellbeing of the population across Greater Manchester.

## Vision

To become a credible and trusted partner within the integrated care system that enables each member organisation to become an essential part of a preventative health service across the region.

## Mission

To promote the benefits of whole-person wellbeing through universally available programmes and activities, that are proportionate to need, thus improving population health, reducing health inequalities and addressing inequities of opportunity.

## Core Themes



Health and wellbeing - the promotion of services to provide positive environments to improve health for all.



The availability of interventions to those most in need, traditionally excluded or under-served.



People - capacity and capability.



Sustainability - both environmentally and economically.



Insight - to demonstrate impact.



The Pivot to Active Wellbeing Programme would like to thank Bury Council for permission to adapt and reproduce this model





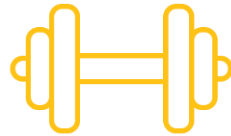
# Working together to create change

Keele University, Future Fit, leisure and culture consultancy SLC, Sport England and a wide range of sector organisations, have been commissioned to deliver certain elements of the overall programme on behalf of the funding partners.

***The aim is to change how local leisure centres, swimming pools, fitness facilities and services are perceived and used, ensuring active wellbeing becomes an integral and valued contributor to the wider integrated care system.***

# Why is this necessary?

**Physical activity** can help prevent and manage many **long-term health conditions**, yet many of those who could benefit most are not physically active.



This impacts on **physical health and mental wellbeing**, which has cost and burden implications for our healthcare services.

Changing what **public sector leisure** has to offer, and how it provides it, will help to end the perpetuating cause and **effect of poor lifestyle choices**.





A woman with short dark hair and glasses, wearing a blue jacket over a light blue t-shirt, is performing a balance exercise in a gym. She has her arms extended horizontally to the sides. In the background, other people are visible, including a man in a light blue sweater and a woman in a dark jacket. The gym has a modern look with white walls and recessed lighting.

# Example:

## Meeting the challenges created by an ageing population

Our Older Adults Training CPD (continuous professional development) programme, along with our strength and balance courses across GM help to manage this issue.

This is a perfect example where we can have significant social, health and economic impact.

## Falls prevention

is one of the biggest challenges posed by an ageing population.

**10** People prevented from falling

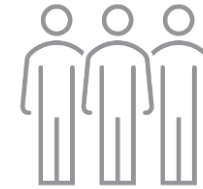
**600** To 750 thousand pounds saved

# Three component parts



1

Transforming public sector leisure services



2

Transforming the public sector leisure workforce



3

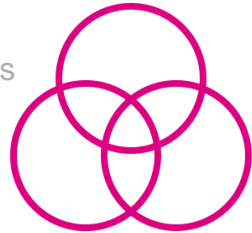
An active academic partnership



# Transforming public sector leisure services

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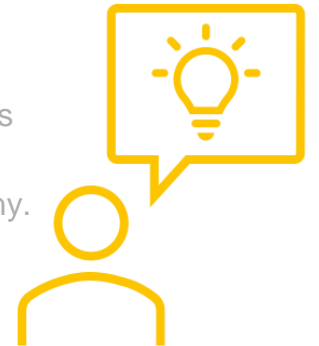
A collaborative, holistic approach that changes culture, systems, policies and practice.



Achieved via a focused programme of work to spread and grow what is good.



Creating solutions designed by the many for the many.





# Example:

## Transforming public sector leisure services – Denmark Road

Denmark Road in Manchester presented an opportunity to use a building, traditionally operated as a leisure asset, in a different way.

17 different organisations came together in a series of workshops to create a co-working office space and a co-working activities programme with the operating partner (GLL) taking on a supportive role instead of a leading one.

Most significantly, though, a local GP practice has located some of its services at Denmark Road, including its social prescribing and wellbeing teams.



# Example:

## Transforming public sector leisure services – Robin Park Leisure Centre

Wigan Council has a vision for its leisure facilities. It wants to pivot from traditional sports and physical activity venues to wellness hubs. They will serve their communities in a very different way to help to tackle inequalities.

### Activities and uses to include...

- Integration of adult day services and capital developments.
- Primary Care Services such as group consultations and long-term condition management classes (diabetes, asthma), screening
- Waiting Well (Post Covid health response)
- Community Services
- Care Coordinators and social prescribing support
- Health visiting service - baby weigh, baby massage, introducing solid foods
- Mental health service offer
- Food pantry/education - tackling food insecurity
- Welfare drop in
- Jobcentre Plus engagement drop in
- Health watch engagement
- Targeted youth support.

# Transforming the public sector leisure workforce

# Transforming public sector leisure workforce

It's just as important that we take our workforce with us on this journey. We have introduced a digital learning platform for all 3,500 employees working in public sector leisure in GM. It has three strands:

1. Digital induction

2. Aspiring managers

3. Transformational Leadership Programme



# 1. Digital induction

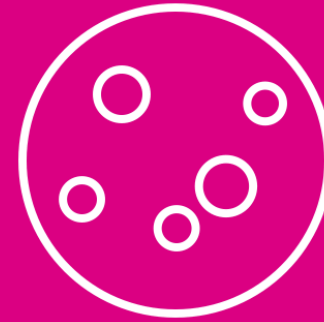
We have developed a very detailed induction.

The idea behind it is to make sure that everyone feels bought into the GM Active mission and understands the crucial role they can play in the wider system.

Think of the cleaner at NASA who, when questioned about what they do, replied,

***‘I’m helping to put a man on the moon’!***

Everybody has a role to play.



# 2. Aspiring managers

The Aspiring Managers online learning programme is aimed at people operating in roles from duty manager up to general manager.

The first cohort of 25 will started in April 2024.

The programme covers:



**Fundamentals of  
people management**



**Communications**



**Budgets**



**Basics of marketing**

# 3. Transformational Leadership Programme (TLP)

Delivered by our **Strategic Business Partner Future Fit**, TLP steers would-be leaders from being 'fitness and facilities' managers to place them at the forefront of public health and wellbeing.

TLP has so far trained 80 leaders across the GM ecosystem, who are all having a huge impact.

The aim is to train approximately 40 people per year.



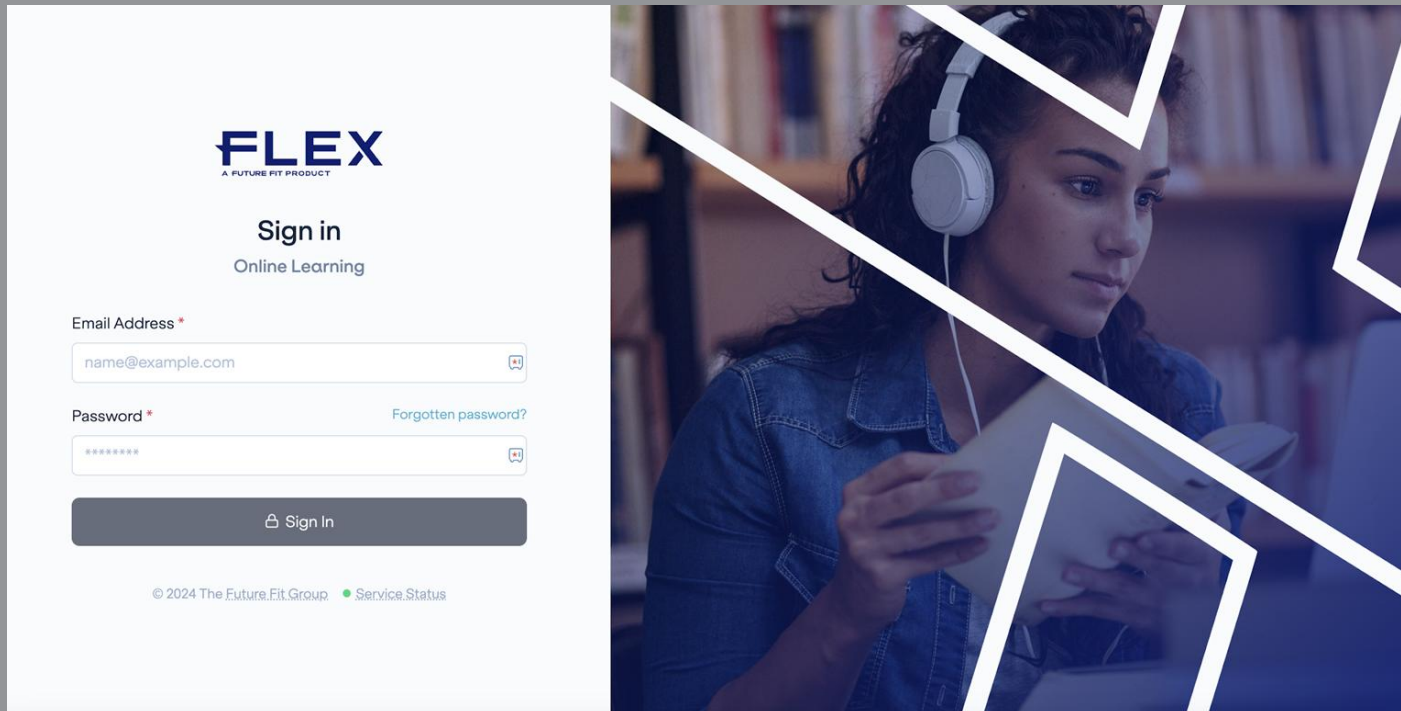


# Plus, CPD

All staff are encouraged to pursue continuous professional development (CPD)

Our CPD platform, Flex, carries numerous modules to equip staff of all levels to prepare for the Expansion.

The Older Adults Training programme is a must for anyone involved in the management of long-term health conditions.



# The Active Academic Partnership

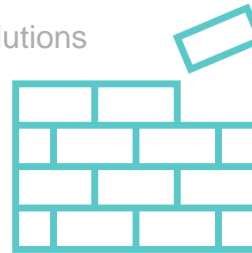
# The Active Academic Partnership

The academic rigour being applied to our Expansion programme has three phases:

1: Identification and clarification of the issue and problems

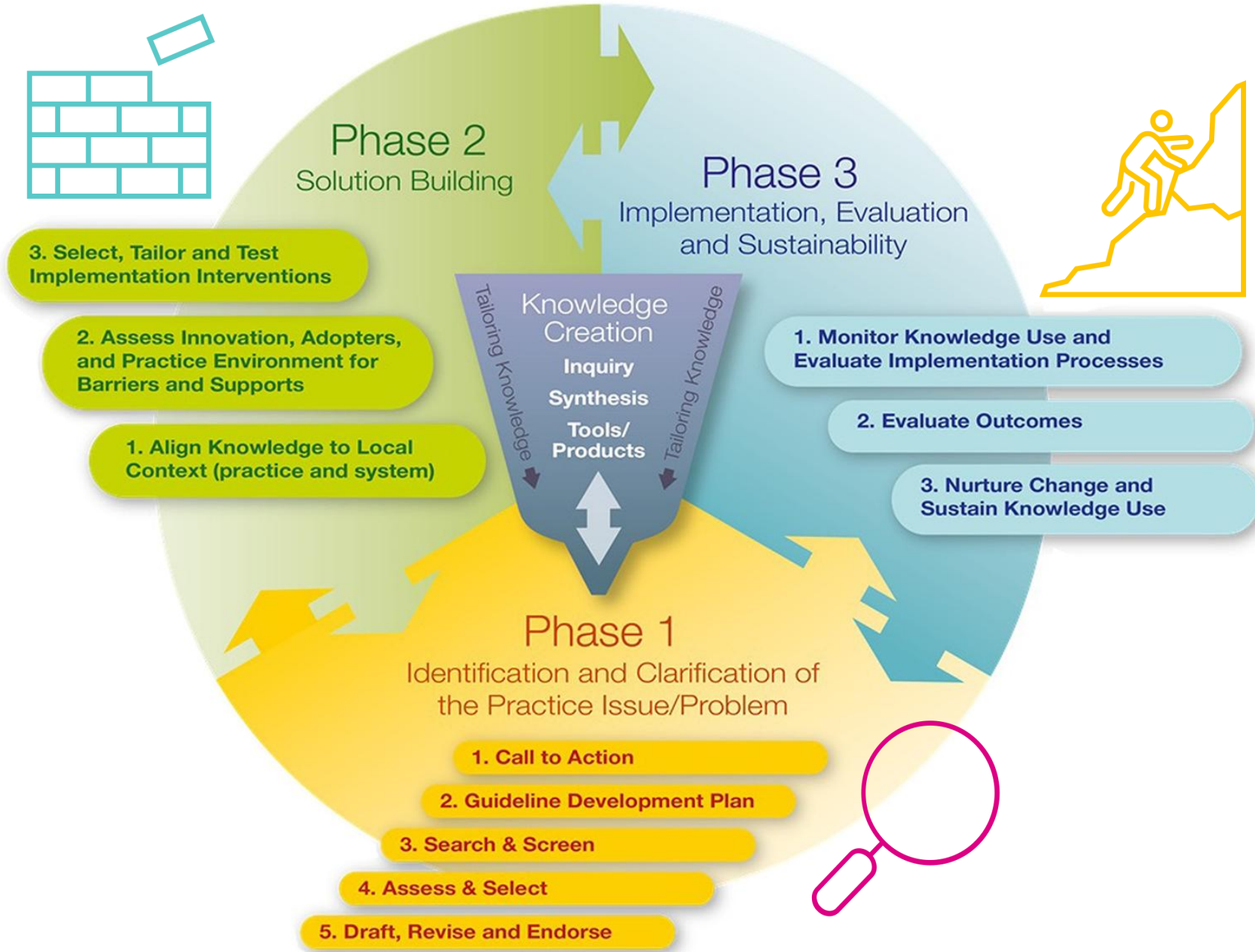


2: Building solutions



3: Implementation, evaluation and sustainability





# What is our academic partner helping us to achieve?

The simple answer is to **overcome obstacles**.

Especially for those who could benefit but don't:

**Readiness  
for activity**



**Activity that  
matters**



**Choosing  
to be active**



**Self  
activation**





# The Active Academic Partnership

The three takeaways so far:

1. Address the reasons why people are not getting effective physical activity interventions and / or opportunities.

2. Understand the accumulated benefits of marginal gains coupled with change.

3. Look after yourself first, then others and take gradual steps towards what matters to people.

# Examples of Best Practice

## Looking back at our vision

To become a credible and trusted partner within the integrated care system.

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## And our core themes

- The promotion of services to provide positive environments to **improve health for all**.
  - The **availability** of interventions to those most in need, traditionally excluded or under-served.
  - **People** - capacity and capability.
  - **Insight** - to demonstrate impact.
- 

## Prehab4Cancer

Our best exemplar is the multi award winning Prehab4Cancer programme.



# Prehab4Cancer

# Prehab4Cancer

Arguably the best known and best example of the Expansion to active wellbeing.

P4C is the **first** UK ICS-delivered prehabilitation and recovery programme for cancer patients..

P4C facilitates cancer patients to engage in exercise, nutrition, and wellbeing assessments and interventions before, during and after treatment.

Since inception in 2019, P4C has supported **2,500 patients** in Greater Manchester in preparing for the physiological challenges of cancer treatments. It has now been extended into areas of Cheshire.







# Prehab4Cancer

What began as a **test project** has now secured recurrent funding following an independent evaluation report.

It puts our gyms and leisure facilities on the **frontline of cancer care** and the preventative health agenda.

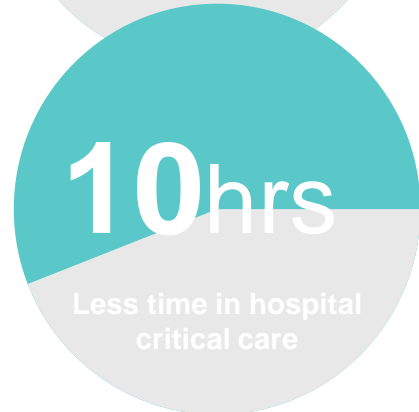
Independent research found that:

**“ P4C hospital patients were able to be discharged from hospital sooner and enjoyed a better recovery. ”**



# Prehab4Cancer results for colorectal patients:

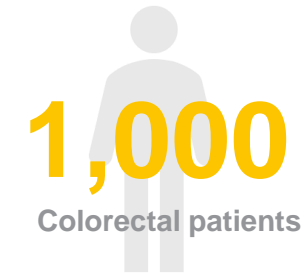
Prehab patients  
on average  
spent



Shorter stays  
released bed  
days, increasing  
capacity



Bed days  
released from



Enables



# The Future of Prehab4Cancer

*The strategy now is to extend the prehab principle to more cancers, with a 10-year ambition to be treating up to 20,000 patients a year, and a workforce of approximately 80 exercise professionals with specialist knowledge to support them.*

What P4C has shown us is that our facilities and services **CAN** play a part in better population health and wellbeing.



# Conclusion

# The benefits of the Expansion to Active Wellbeing

**1** Prevention and Management of LTHC

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**2** Repurposing and Reimagining the 'Leisure Centre'. From recreation to prevention and intervention

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**3** Utilisation of the workforce, to support and be a trusted partner of the ICS.

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**4** 'Leisure' becoming part of the ICS. Meeting the needs of the population, to fulfil Health and Prevention needs.



# What next?

## Short term



Our workforce – ensuring they are with us on the journey.

## Medium term



To listen to our communities, understand their needs and how we can provide for them.

## Long term



We need to retrofit our premises to make them fit for purpose in the 'new world'.

*In an 'ideal new world' that would mean purpose-built active wellbeing hubs.*





The background features several thick, colorful lines in shades of teal, magenta, and yellow, creating a dynamic, abstract pattern. The lines are scattered across the white background, with some crossing each other.

**Thanks for listening**  
**Any questions?**



GM ACTIVE

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WE MOVE AS ONE