

Greater Manchester  
Moving > ^ < v

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@GmMoving #GMMoving  
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# **The Greater Manchester Model: Further, Faster**

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**Reforming Public Services**

# Public Services Together As One



**10 local authorities**



**15,890 voluntary organisations, community groups and social enterprises**



**15 NHS trusts**



**10 GP federations**



**A Greater Manchester police service**



**A Greater Manchester fire and rescue service**



**10 clinical commissioning groups**



**Our Job Centre Plus partners**



**Greater Manchester probation partners**



**28 Greater Manchester housing providers**

*"Systems change aims to bring about **lasting change** by altering underlying structures and supporting mechanisms, which make the system operate in a particular way. These can include policies, routines, relationships, resources, power structures and values".*

# What is GM Moving?.... A Journey

## The Greater Manchester Moving journey so far





# A Plan and a Big Ambition



## Greater Manchester Moving: The Ambition

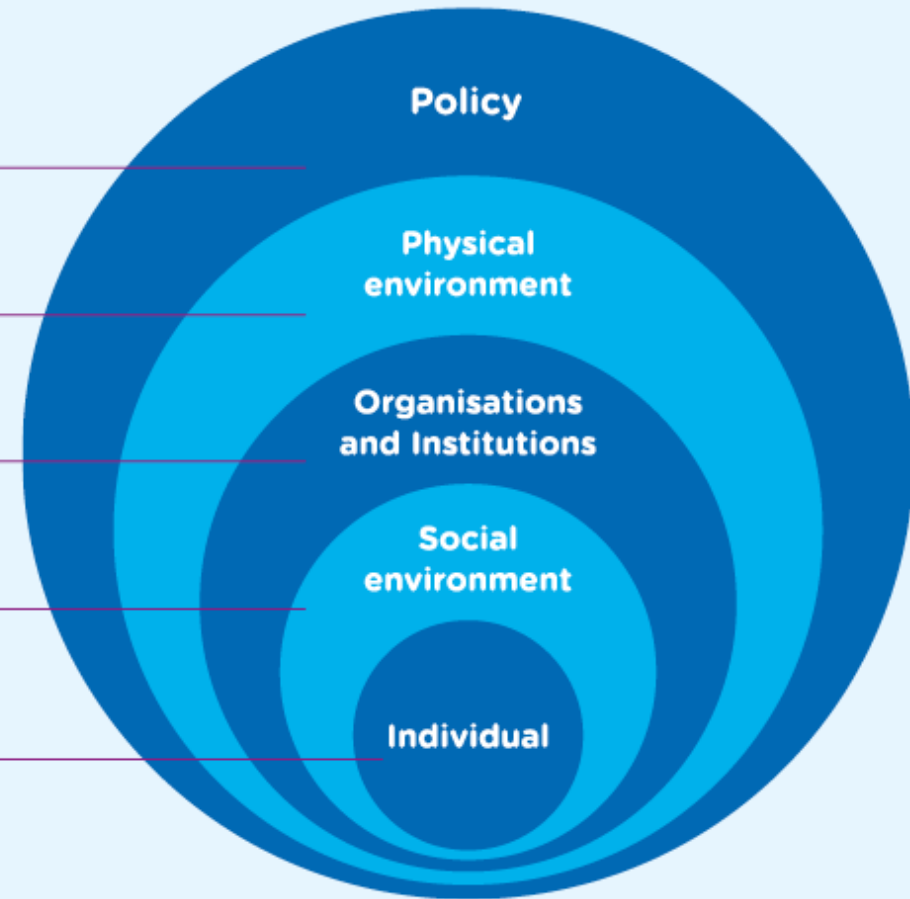
Everyone in Greater Manchester more active, to secure the fastest and greatest improvement to the health, wealth and wellbeing of the 2.8m people of Greater Manchester<sup>1</sup>

<sup>1</sup> Based on the ambition to see a 10% increase in the number of people taking 30 minutes or more of physical activity each week by 2021.

# A Whole System Approach

## Population level change requires 'whole system' approaches

- > International and national guidance and laws, local laws and policies, rules, regulations, codes
- > Built, natural, transport links
- > Schools, health care, businesses, faith organisations, charities, clubs
- > Individual relationships, families, support groups, social networks
- > Individual capabilities, motivations, opportunities, knowledge, needs, behaviours



# A Target



**tmbc\_chiefexec** @tmbc\_chiefexec · Oct 17

Something the whole of the Greater Manchester community should be proud of @MayorofGM @GmMoving @GM\_HSC @greatermcr @OfficialTfGM @GreaterSport @GM\_Active @Chris\_Boardman and our unique partnership with @tphollingsworth @Sport\_England. The power of working together.



**GreaterSport** @GreaterSport · Oct 17

Inactivity in #GreaterManchester has reached the lowest levels on record!

Today's #ActiveLives release show that 73.3% of adults in our region are now moving for at least 30 minutes a week #GMMoving  
twitter.com/Sport\_England/...



# A Strategic Commitment



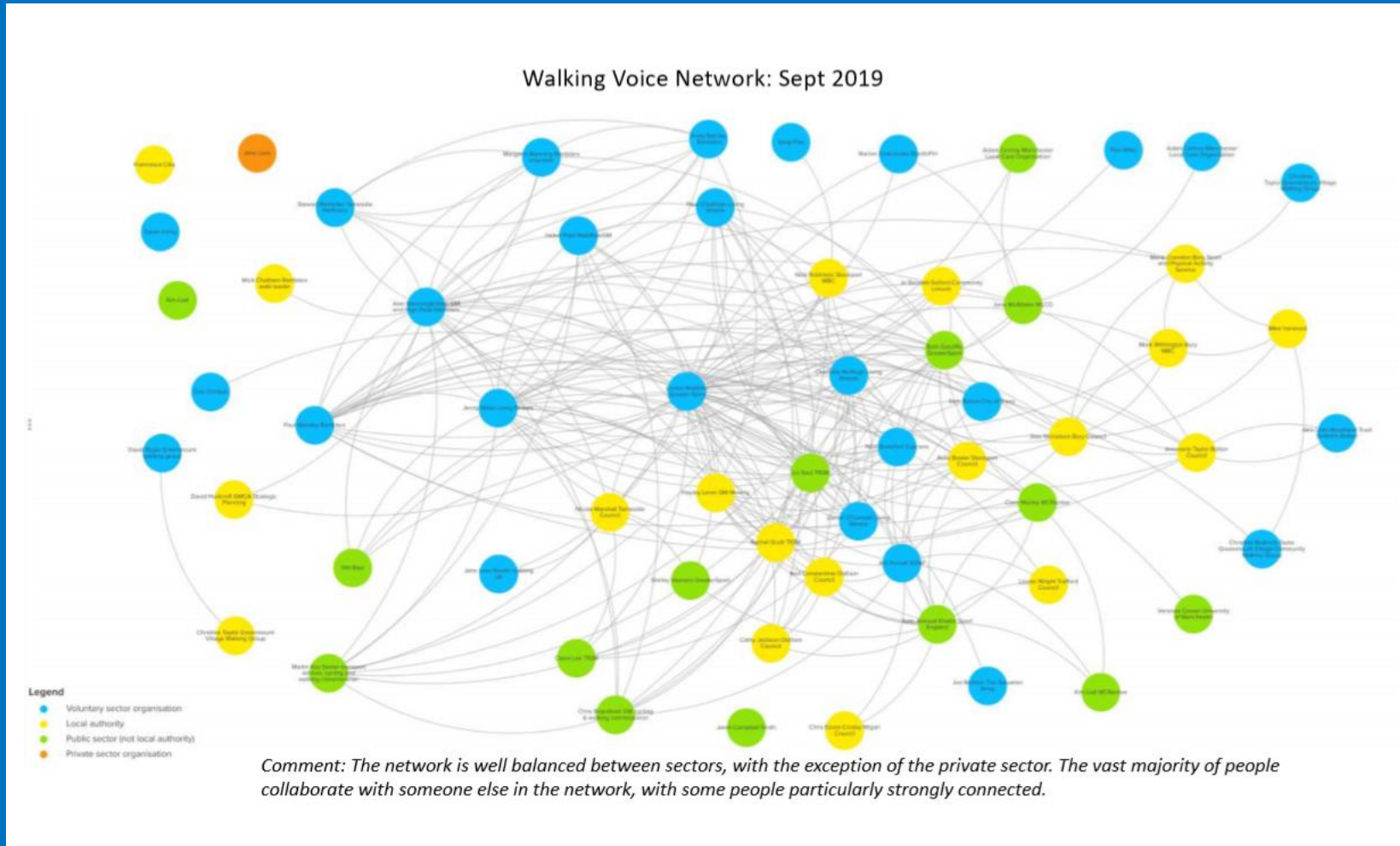
Air cover to hold our nerve...



**GREATER  
MANCHESTER**  
**DOING THINGS DIFFERENTLY**



# A growing and strengthening ecosystem





# A Campaign



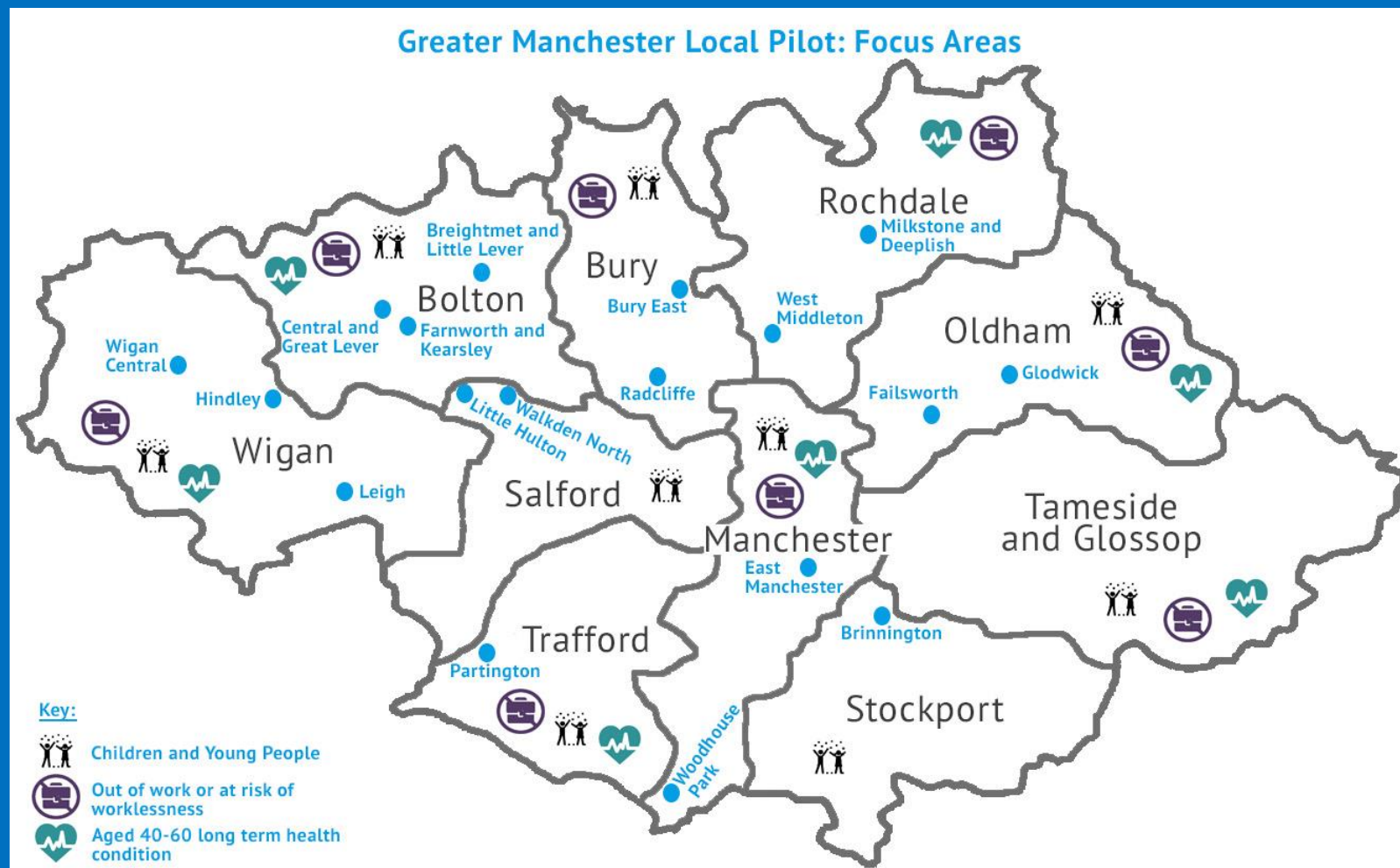
Strolling Wandering Roaming Ambling  
Walking Striding Shuffling Mooching  
Exploring Stepping Pushing Trekking  
Marching Toddling Waddling Stomping





# With People, Communities, Localities, a City-Region

Inactivity  
rises to 33.9%  
in lowest  
income groups





# A Different Conversation



People pulling in the same direction...

# Greater Manchester Moving





All of us, playing our part...leader, enabler, supporter,  
deliverer, community builder...





# The Principles of Investment for Local Delivery Pilot

## 1> Must be an identifiable need:

- Supported with an **evidence base**
- **Targeting the physically inactive** (ensuring a focus on population health level interventions and targeting the most 'at risk' proportionately)
- Must **align to one or more of the target audiences** (and the insight that has been developed about them)

2> **Builds on individual and community assets to add value** to what is already going on, i.e. the conditions are right

3> **A plan for engaging with the key audiences and a commitment to co-design with public services and VCSE engaged**

4> Must follow a **Whole Systems Approach** (the blue and white circles diagram)

5> Should demonstrate **how it addresses social and health inequalities** as a cross cutting theme

6> **Embrace innovation** and calculated risk in the interests of doing things differently

7> Is **part of a coherent plan for physical inactivity in the locality** underpinned by:

- A whole place approach to public expenditure in physical activity.
- A **focus on growth and sustainability**

8> **Committed to the GM and National Community of Learning** approach

9> **Distributed Leadership (everyone's a leader)**

# How do each of us play our part?



## Weave a web, where we are/can.... Be a catalyst for change and action



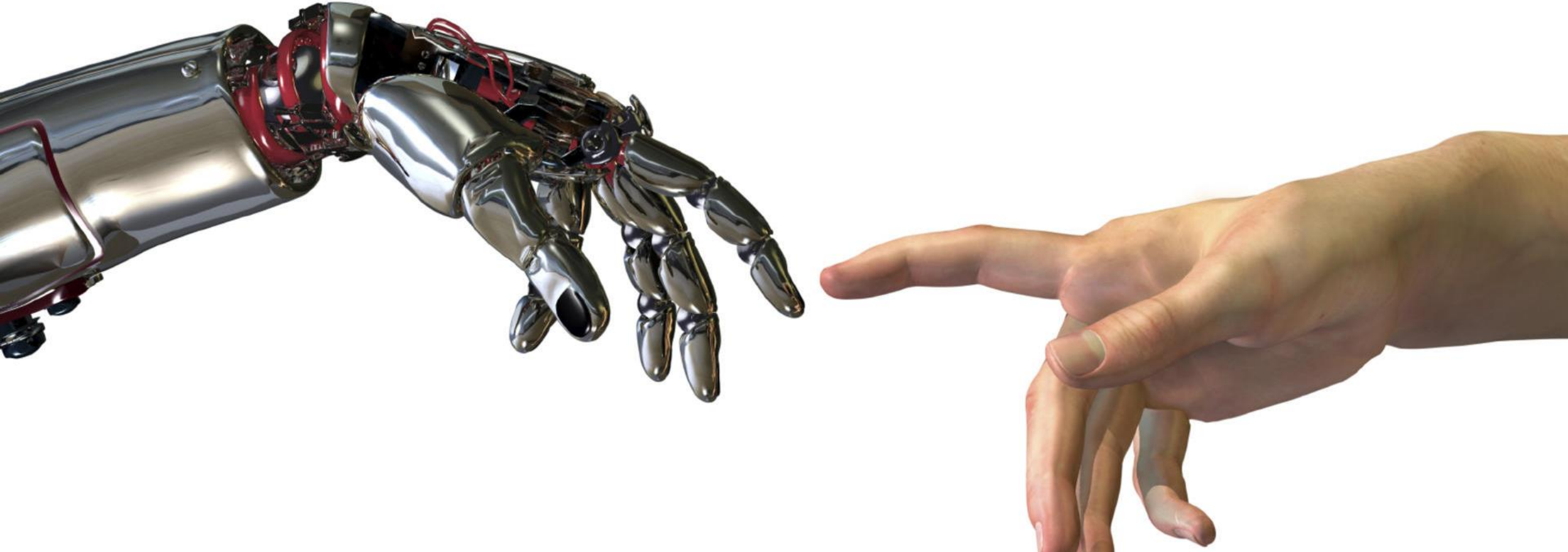
# And play our part in ways that are most conducive to change and action..







**IT'S LESS WHAT YOU DO, AND MORE THE  
WAY THAT YOU DO IT**



# FINDING WAYS TO COUNT WHAT COUNTS

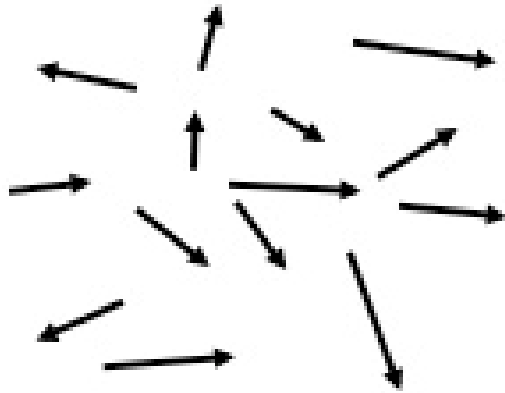


# THE EXISTING SYSTEM HAS GOT IN THE WAY

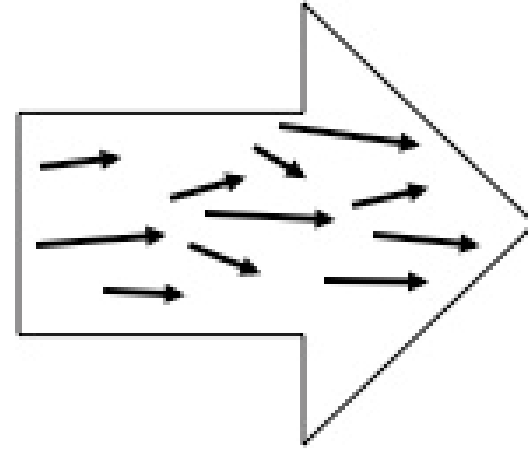




# IT DOESN'T HAVE TO BE PERFECT TO BE BETTER



TO



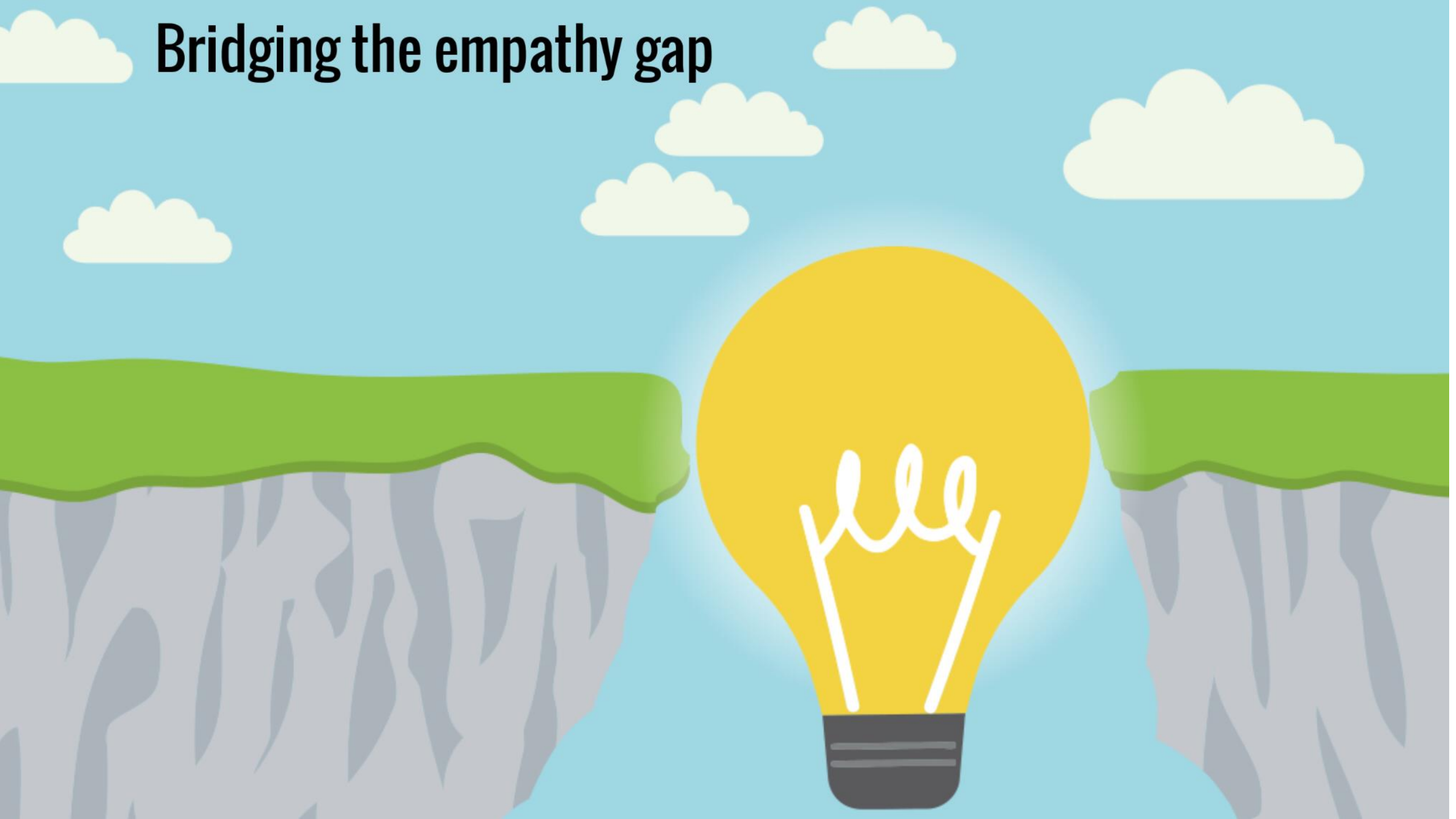
# Growing a movement



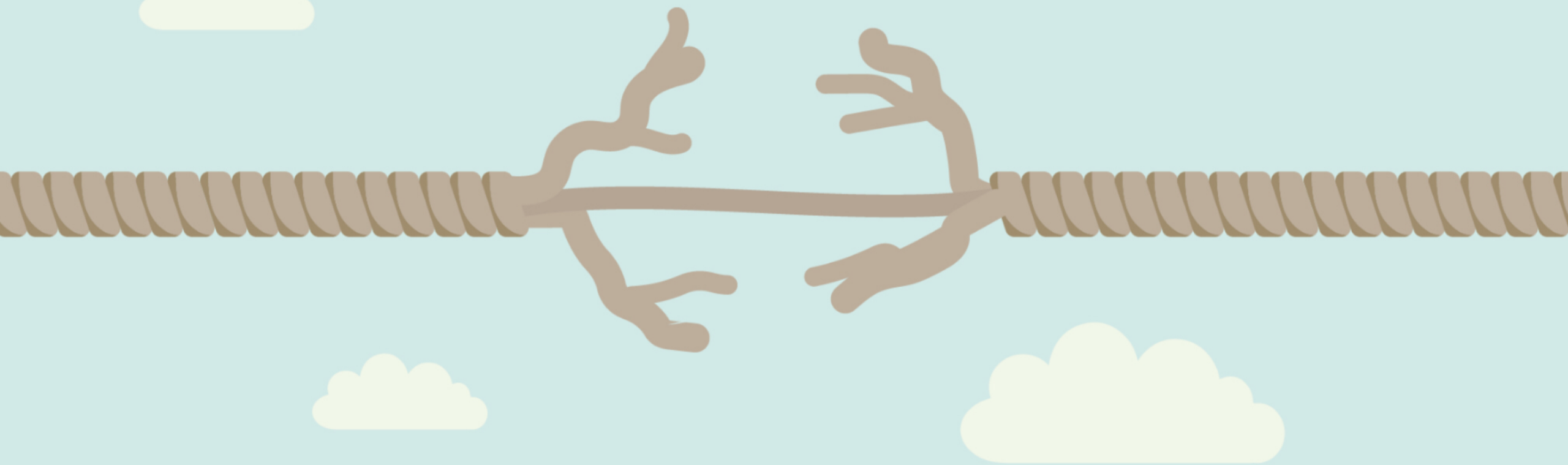
**“Progress moves at the speed of trust”**



# Bridging the empathy gap



# Holding our nerve







**Demonstrating value**

# Understanding the drivers of change in a complex system

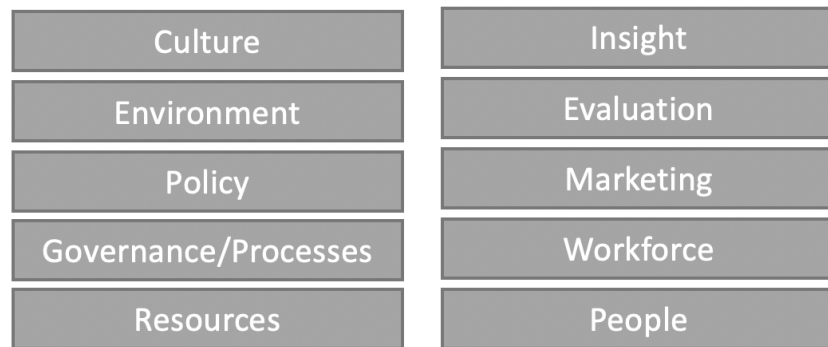
## Approaches



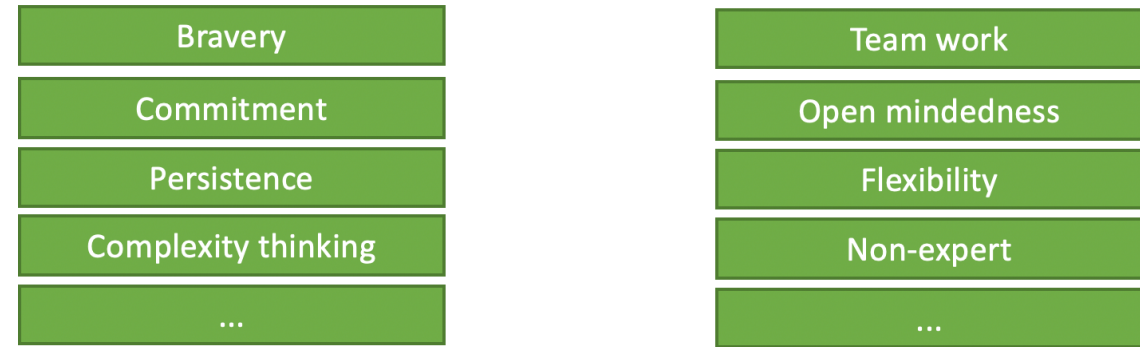
## System behaviours, 'ways of working'



## Levers



## Mind-sets



# Greater Manchester Moving



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