

Greater Manchester  
Moving > ^ < v

Priority  
plan:

Sport  
Partnerships



# Our shared ambition

Move sport and physical activity within easier reach of people, increasing access, welfare, inclusion and participation of communities who are currently underserved and underrepresented.

# Our contribution

We will:

- Lead efforts towards culture and system change within the sport and physical activity sector, working collaboratively across places and organisations.
- Develop lasting partnerships across sectors which utilise the power of sport and physical activity to tackle inequalities, sharing and using ideas and learnings from local and national initiatives.
- Lead approaches to shift cultures in sport and physical activity, moving from a culture of safeguarding compliance to an effective welfare culture.





# Our activities

## Lead:

- A strategic approach to investment aimed at increasing activity and reducing inactivity across Greater Manchester, aligned to local and national priorities.
- A collaborative approach to sport development and sport for development in Greater Manchester, focused on identifying shared goals, opportunities, and partnerships to increase participation and tackle inequalities. Working closely with Sport England system partners by sharing resources, knowledge, and good practice through forums, networks, and workforce development opportunities.
- Lead the sport welfare work in Greater Manchester, promoting and strengthening good welfare and safeguarding practices for clubs, organisations, and community groups working with participants of all ages.
- Creating a clear and engaging narrative that demonstrates the power of sport for different audiences, using local and national stories, data and learning.

## Support:

- Support a strategic approach to facility development and capital investment across Greater Manchester, fostering collaboration between key partners and ensuring community involvement in the design, activation, and ownership of community and multi-sport facilities.
- Support the development of cross-sector networks which help clubs and groups build capacity, sustainability, and create opportunities for collaboration and shared learning, with a focus on tackling inequalities.
- Support locality partners in the growth, development and sustainability of community sports club networks by convening relevant colleagues, providing and signposting a universal offer of training, resources and capacity-building support.
- Support NGBs and clubs to provide safe and inclusive environments for all by working directly with grassroots and community clubs in Greater Manchester, to foster excellent experiences.



# Our activities (cont.)

## Connect:

- Increase access and participation across the life course by connecting sport and physical activity partners with other teams across GM Moving, increasing collaboration toward shared aims.
- The sport system across Greater Manchester, including Sport England system partners, localities, professional club foundations, and grassroots and community clubs. Unite partners around their contribution to GM Moving in Action, with a focus on tackling inequalities and creating a strong welfare culture.
- Connect to national and international sporting events to effectively leverage a participation legacy in local communities across Greater Manchester, influencing partners around inequalities, environmental sustainability and welfare & safeguarding.
- Connect to talent inclusion strategies, promoting stronger links between community sport & physical activity and talent pathways, and creating safe, accessible and inclusive environments for talent to flourish.
- Connect the wider voluntary & safeguarding sectors to community sport, facilitating opportunities to address challenges and strengthen shared understanding.

# What's the change we will see?

- Increased usage of eligible sites for multi-sport opportunities by priority groups, including Play Zones, other recent Football Foundation sites, LTA Parks investment and England Hockey sites.
- Locality and sport partners are equipped with skills in community engagement and co-design methods to involve and engage local people in the design, activation and ownership of community sport facilities to reduce barriers to participation and tackle inequalities.
- Strengthened partnerships in relation to facilities, with increased cross-locality collaboration to share learnings and make resources and assets work more effectively across boroughs. Local consortia of trusted partners work together effectively to represent community needs.
- Strengthened relationships between sport, leisure, VCFSE and safeguarding sectors which promote positive action around welfare and safeguarding. A paid workforce that better understands and prioritises welfare and safeguarding within their own context.
- An increasing number and range of clubs and groups engaging with welfare & safeguarding related initiatives, attending training and events, and seeking tailored guidance and support from SWOs to support effective welfare culture and manage safeguarding issues.
- Strengthened relationships with NGBs to grow shared understanding of the role and purpose of the SWO network, and how this provides added capacity and expertise to the NGB role.



# What's the change we will see (cont.)?

- Greater understanding of the landscape of sports clubs across Greater Manchester, with strong or developing club networks within localities. Increasing numbers of club leaders and welfare officers know where to access resources, training and support for their club locally and at a Greater Manchester level.
- Strengthened relationships with sport system partners and across and between Sport, VCFSE and Health sectors, creating greater clarity on each other's roles in increasing activity, reducing inactivity and tackling inequalities through sport. Improved communication, trust, and collaboration to support shared goals.
- A sport development workforce increasingly confident and skilled in understanding place-based working, meaningful community engagement to tackle inequalities, and using data and insight to shape programmes that meet local needs.
- Formal and informal networks of community groups and organisations better supported to offer sport & physical activity within underserved communities. A greater diversity of organisations can access investment to support new or improved activity, reducing inequalities & leading to increased participation among under-represented communities.
- A clear, compelling narrative and key messages around the power of sport and the role it plays in enabling active lives for all, with increased confidence to articulate this both internally and externally.





# How will we know?

1. Monthly reflections and quarterly sensemaking capturing progress against enablers for change
2. Data highlighting the proportion of investment directed towards priority groups (LSEG, Disability, Women & Girls, Ethnically Diverse Communities), usage of community facilities which reflects increased community engagement with targeted inequality groups, and an increase in engagement with Buddle through workshops and online resources.
3. Stories and content created and shared about sport and physical activity demonstrate shifts in culture and receive increasing levels of coverage and engagement, reinforcing sport's role as a vehicle for social impact and good welfare practice among communities and decision-makers.
4. Evaluation of networks and communities of practice to demonstrate short-term and long-term value and impact gathered through a range of methods including feedback forms, ripple effect mapping, and monitoring the growth, diversification and connectivity of membership in terms of demographics, organisations and sectors.
5. Partner survey shows increased satisfaction from sport and community partners in how we lead, support and connect the whole system vision and approach to GM Moving in Action, and stakeholder survey shows increased system maturity and progress against enablers for change for respondents from the sport & physical activity sector.

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