

Developing a Community Investment Fund Approach to Support the Greater Manchester Walking City Region Ambition

Greater Manchester (GM) Moving is looking for a GM partner to provide expertise and administration for a Community Investment Fund to support the GM Walking City Region Ambition.

We are looking for an organisation to:

- Administer the fund on behalf of GM Moving/GreaterSport
- Ensure the fund complements existing local grant schemes
- Link to and inform existing appropriate local decision making processes

Overarching aim of the GM Walking Region Ambition

'To empower a walking culture on a scale not seen anywhere else, where walking becomes a normal part of everyday life'.

Aims of the GM Walking Community Investment Fund

To create a grant approach that will provide resource to support the Voluntary, Community and Social Enterprise (VCSE) sector to develop and deliver initiatives that:

- Enable everyday walking, empower formal and informal walking, and/or mass walking events, driven from within local communities and/or
- Support the recruitment of 'walking champions' across the system, made up of organisations and community members/volunteers and buddies.

Objectives

Projects/programmes should demonstrate how they would support one or more of the below objectives:

- Work with communities to understand key walking destinations, routes and local barriers to walking.
- Support the development and use of livable places and spaces in urban areas
- Support the use, maintenance and/or preservation of Greater Manchester green and blue spaces through increased walking opportunities and removal of barriers.
- Engage with communities and businesses to encourage employees to walk to and from work and/or as part of the daily routine.
- Work with schools and workplaces to help them develop and implement travel plans that promote active travel choices.
- Provide coherent and consistent information and wayfinding to support travel and exploration on foot.
- Support the engagement of individuals and groups who are inactive
- Recruit walking champions via local campaigns
- Build and increase knowledge, capacity and confidence of local walking volunteers champions and advocates.

Impacts

Projects/programmes should demonstrate how they would support the creation of more liveable neighbourhoods and increase the health and wellbeing of communities by capturing how they would contribute to one or more of the below impacts:

- Increased understanding of the public views and experience of what prevents and enables people walking more
- Numbers of people engaged from targeted communities or populations
- More informed workforce on the benefits of walking and how to support people to walk more.
- Greater public awareness of the benefits of walking
- Change in attitudes to walking as a form of travel or activity as part of an individual's daily routine
- Awareness raising to improve knowledge of local walking infrastructure
- Improved skills, knowledge and/or confidence of local walking volunteers, champions and advocates
- Increased political support for walking
- Number of new walking champions recruited, trained and deployed
- Increased community cohesion with communities and residents working together to promote walking.

Potential Criteria

- Demonstrate how ideas have been initiated from within the community it aims to support
- Explain how ideas has been developed
- Demonstrate understanding of local developments and awareness of existing local plans
- Demonstrate engagement of inactive individuals/groups
- Demonstrate how as an organisation or group you plan to share learning and outcomes of the investment fund including through story telling
- Be willing to become a member of GM Walking Voice
- Demonstrate awareness of and how the programme will align/utilise the research provided by Britain Thinks
- Demonstrate how you would support the GM walking campaign locally
- Demonstrate awareness and understanding of the GM Walking Region Ambition and GM Moving principles. Including relevant Walking Region Ambition approaches such as the GM Walking Festival.

Schedule

It is proposed that the fund would be allocated in 3 rounds and a suggested schedule is provided below

Timeframe	Phase
July 2019	Advert for organisations to submit proposal for administration
August 2019	Appoint organisation
September 2019	Round 1 of investment fund open
Feb 2020	Round 2
June 2020	Round 3

Resource

- Community investment fund total £250,000.
- The proposal is that this will be available in 3 rounds

Additional considerations

Development of the GM Walking website (www.gmwalking.co.uk) - there is the opportunity to launch the fund alongside the website to help raise awareness of the website and drive traffic to the website. We would like the fund to be hosted on that website or a page with details that sign posts to the fund.

GM Walking Campaign –We are developing a marketing and communications campaign which will provide messages and assets to support walking.

Substance consortium have been appointed to carry out an Evaluation of the Walking Region Ambition. The Community Grants initiative will be evaluated in terms of the reach and range of investments made and from a process perspective in terms of which approaches appear to be most effective in supporting viable investments. Support and guidance will also be provided with regard to the most appropriate means of evaluating the impact of investments made on support for walking, changes in attitudes towards and increased volumes of walking on an ongoing basis.

The organisation administering the fund will be expected share information with the GM Walking team in order to help share learning regarding the benefit of running a mini-grant programme for VSCE organisations and how investment in the sector's role supports the Walking Region Ambition.

Useful information

- [GM Moving Marketing and Communication Insight Report](#)
- [GM Walking Voice](#)
- Greater Manchester Walking www.gmwalking.co.uk @GMWalks
<https://www.greatersport.co.uk/news/greater-manchester-walking>
- GM Moving Plan <https://www.greatersport.co.uk/get-active/23gmmoving-the-plan-for-physical-activity-and-sport-2017-21>

Next steps

If you are interested in working with GM Moving on this project please provide a proposal (3 pages max) including the following to Beth Sutcliffe (beth@gmmoving.co.uk) by 5pm Friday 23rd Aug 2019:

- How you would administer the fund on behalf of GM Moving/GreaterSport
- Your knowledge of and how you would ensure the Community Investment Fund would link/complement existing local grant schemes
- Your knowledge of and how you would link/complement local decision making processes
- A breakdown of all costs associated in providing management and administration of this fund.
- An example or case study of how you have successfully managed and administered a grant system before.

If you do have any questions please contact Beth Sutcliffe 07395795934 or the email address above.