

**Greater Manchester 'Mile a Day' Ambition:
Community Engagement and Product Development Brief**

March 2020

Aim

To engage community organisations and community members in concept development for a supportive approach and/or resource to help workplaces and community groups to set up an organised 'mile a day' walk. This 'product' will enable the wide scale implementation of 'mile a day' opportunities to support the wider Greater Manchester (GM) Walking ambition.

This work will provide recommendations to inform the design of any supporting resources.

Intended Outcomes

- Gain insight from communities in target areas of Greater Manchester regarding the support required to enable them to organise a 'mile a day'.
- Provide recommendations for the design and development of an approach/resources/training that can be used independently so that 'mile a day' events can be established at scale across Greater Manchester.
- Give consideration to the name for the concept.
- Approach/resources/training to be designed and developed by October 2020

Work to date:

In January 2020 GM Walking and GreaterSport colleagues convened a workshop with representatives from businesses and those working to support people in communities to be more active. The attached paper provides a summary from the workshop.

The workshop clearly demonstrated the challenge involved in developing a resource that meets the needs of communities and workplaces. There is a recognition that the needs for communities and workplaces are different.

There was some consistency of needs identified among the workplaces, whilst the community needs are more diverse and more difficult to define. It may be that there are two separate resources developed to meet the needs of different groups.

The resource – end product:

The resource needs to support behaviour change by enabling walking to be framed within the COM-B behaviour change model. That is:

- Helping people to feel **competent /capable** that they can walk for up to 30 minutes every day
- Providing the **opportunities** to walk for up to 30 minutes a day (accessible, know where to walk)
- Tapping in to **motivations** for people to walk (understand what the motivations are for each target group)
- Sustaining the **behaviour** of people to walk for up to 30 minutes a day as part of their regular routine

From the work undertaken to date, we believe that the resource could be developed within the following parameters. However, these assumptions need to be tested.

1. The resource should be accessible to community organisations and workplaces, or individuals wishing to set up local activity so that 'community miles' and 'workplace miles' activity can be established and replicated at scale across Greater Manchester.
2. The resource must be useable independently (ie without support from GM Walking or GreaterSport staff) by the 'activator' or 'champion'.
3. Have connections into the GM Walking ambition work, including the GM Walking website.

Approach for this work

The output of the work is to produce useful support that can help replicate at scale the numbers of 'mile a day' events and opportunities in workplaces and communities across Greater Manchester. It is anticipated that increasing and sustaining regular uptake of 'mile a day' walking at scale will contribute to the walking ambition and increasing physical activity for a range of health, wellbeing, social and economic outcomes.

Within the broader ambition, the scope of this element of the work needs to be focussed on the 'mile a day' organised event/activity model. Whilst it is specific, it would be applied in the context of the range of approaches involved in achieving the GM walking ambition. E.g. changes at culture, policy, environment, organisational, social and individual levels.

Using the above context and suggested parameters, we require some specific recommendations for products that could be developed and packaged to support people wishing to set up 'mile activity'. This support would cover the 'mile implementation' process, from idea, through to encouraging take up and sustaining participation.

These recommendations will then need to be incorporated into a design brief for a resource to be produced and tested with communities and workplaces. Groups involved with the engagement may choose to be involved in any testing of the products developed. Potential groups for engaging in this consultation and testing include:

- Housing associations
- BAME groups
- Groups with mobility issues
- Younger people
- People with long term limiting health conditions
- Health services/organisations adding walking to core businesses e.g. GPs
- The Local Pilot areas

Working with the appointed agency, GreaterSport will undertake related, further engagement with workplaces in parallel with the community engagement. This work will be resourced separately.

Investment Available:

There is a budget of £16,000 to inform both the development of the resource and the production of the resource. Consideration of the design and production should be at the forefront when allocating a budget to the research and insight gathering.

It is envisaged that the appointed organisation would manage and oversee the design and production of the resource by an agency with the relevant skills and experience, an work with the GM Walking team to inform the promotion and marketing of the resource and the evaluation of the resource (optional).

The work will be completed by end of October 2020.

How to Apply

Submit an approach to engage with target community groups to explore what support would be required and how a resource would be used independently by community partners. Please also outline how recommendations would be made to GM Walking.

This should be no more than 2 sides and include:

- Organisation details
- An overview of the approach including some deliverables or outputs where possible
- Examples of community engagement experience
- Costs for the engagement work, broken down into key areas of your approach
- How the product development element of the work would be managed.

Send to info@gmmoving.co.uk. Expressions of interest should be received by **Monday 16th March 2020 at 10am.**

We will be in touch to appoint an organisation to undertake this work by **Monday 23rd March 2020.**

Timeline:

Phase 1 (Engagement)

What	Who	By When
Send out engagement brief Applications received Appoint organisation to undertake this work	GM Walking	4 th March 2020 16 th March 2020 23 th March 2020
Development of detailed engagement approach (what, how, where and when)	Appointed organisation and GM Walking	April 2020
Community engagement undertaken	Appointed organisation	May 2020
Further workplace engagement undertaken	GreaterSport	May 2020
GM Walking and appointed organisation convene a stakeholder workshop to report on findings and gain clarity on the elements of a resource required for workplaces and communities	GM Walking and appointed organisation	Early June 2020

Phase 2 (Resource development and production)

What	Who	By When
Develop a design brief on the elements of a resource	Appointed organisation and GM Walking	End June 2020
Send out brief and commission an agency to produce 'mile resource'	Appointed organisation	July 2020
First version of supporting resources produced and shared with working group	Appointed organisation	9 th September 2020
Resources tested – communities and workplaces and comments back	Partners and stakeholders	30 th September 2020
Develop a marketing and evaluation approach	Appointed organisation and GM Walking	October 2020
Finalise resources based on testing and establish mechanism by which they can be accessed	Appointed organisation	October 2020
Launch of toolkits with PR, marketing etc	Appointed organisation and GM Walking	End October 2020
Promotion of resource, encouraging uptake and use of the resource	GM Walking	November 2020 – January 2021
Reporting and measurement of impact	GM Walking	March 2021

Background Context

Greater Manchester Moving

Greater Manchester Moving is the comprehensive plan to reduce inactivity and increase participation in physical activity and sport that is aligned to the Greater Manchester Population Health Plan priority themes and wider reform agenda. Our shared purpose is to positively change the lives of people across Greater Manchester through physical activity and sport. Building from our strengths and through system wide collaboration, we will double the rate of past improvements, reaching the target of 75% of people active or fairly active by 2025.

The Greater Manchester Walking Region Ambition

The Greater Manchester Walking ambition supports the wider GM Moving vision. The ambition is to make Greater Manchester the first 'Walking region' in the UK, where walking becomes a cultural norm and the first choice for travel. By investing in walking, complementing wider investment into infrastructure and localities, 'GM Walking' aims to empower an increase in walking to help reduce health care costs caused by physical inactivity, and improve overall health and wellbeing of our residents.

What do we mean by walking?

- Walking for leisure in a formal walking group, as an individual or informally with a friend(s)
- Build walking into everyday routines such as a lunchtime walk at work or a 'daily mile'
- Functional walking, such as when going shopping
- Active travel – walking to get from A to B, e.g. walking to work or school.

Walking City Region Objectives:

- Empower communities through the development of a Community Investment Fund. GMCVO will be distributing a total of £225,000 in grants to VCSE sector organisations to get Greater Manchester Walking. www.gmcvo.org.uk/gm-walking-grants
- Support walking festivals and events, including the annual GM Walking Festival
- Develop the network and reach of the GM Walking Voice to build links between stakeholders, strategies and the GM public.
- Develop a GM Walking marketing campaign
- Co-create a range of digital tools, messages, incentive schemes and social media campaigns to support everyday walking
- Create a 'workforce' of walking champions across Greater Manchester and support them through training and resources
- Develop tools and resources for cross sector workforces to raise awareness of the benefits of and promote walking.
- Support and expand the 'Daily Mile' concept in workplaces and community settings.

The GM Daily Mile ambition

Through Sport England, there has been investment into capacity to lead an increase in uptake of The Daily Mile™ in primary schools across Greater Manchester. Over the 12 months of this work the number of schools signed up to The Daily Mile™ has increased from 354 to 427 schools, evidencing an 8% growth. More importantly however, the targeted work carried out across specific boroughs in Greater Manchester has demonstrated an average growth of 15% from January 2019 to January 2020, doubling the average growth of 8%.

The GM Walking approach to support and expand the 'Daily Mile' concept in workplaces and community settings is two-fold. Build on the leadership, ambition and awareness of The Daily Mile™ in primary schools, we seek to offer support for communities, businesses and secondary schools to support to develop their own opportunities that works for their employees, residents, children outside of school, people accessing primary care and other services and the GM workforces.

That Counts

That Counts is Greater Manchester's campaign to encourage people to move more in their own way. <https://gmmoving.co.uk/about/that-counts> The public facing resources to support the campaign can be found at <https://www.thatcounts.co.uk/>

www.gmwalking.co.uk
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