

GREATERSPORT

BUILDING BACK BETTER

GREATERSPORT

#KeepGMMoving



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How do we create active, healthy places where communities thrive?



Context

Building Back Better Together in Greater Manchester

How do we create more active, healthy places where communities can thrive?

The phrase 'Build Back Better' has been coined by leaders across the country. It means different things to different people but it reflects a shared ambition to intentionally build back differently, for a better 'new norm' and not simply a return to 'business as usual'.

Speaking during a press conference in April on northern England's financial recovery from the pandemic, Andy Burnham, Mayor of Greater Manchester, said

"There needs to be a new normality where we improve things.... we're going to build back better.... for a cleaner, safer, stronger and crucially fairer society...I think people do want to keep the cleaner air, they do want to keep exercising, they do want maybe to have a more flexible working life.."

We believe the creation of active, healthy places is fundamental to a vision of a cleaner, safer, stronger and fairer Greater Manchester. And we believe that the way to build back better, is to do so together – to involve, include and work alongside people, in their diversity, drawing on the multitude of different perspectives, expertise and networks that exist across the ecosystem. As GreaterSport we don't have all the answers, but we can help convene people for shared learning and action. The event on 3 June was our way to help facilitate a conversation and action on what needs to happen next...

Purpose of the session: Bringing people together to share learning from diversity of perspectives across different sectors and areas of Greater Manchester.

- To help each other play our full role in building back better
- Collectively 'mind the gap' - to address inequalities in activity, health and place
- Rethinking how we design places in light of challenges of living with Covid
- Meet challenge of climate crisis
- Share good practice and further develop partnership working
- Kickstart a conversation about what we want to have happen and how?



Agenda

Welcome and introduction – Eve Holt, Strategic Director, GM Moving / GreaterSport

Conversation starters:

- Isha Asim, member of Greater Manchester Combined Youth Authority and Youth Strike Manchester activist. **What kind of places do we want to create?**
- Chris Standish, Regenda. **Creating active, healthy places, learning from Fleetwood.**
- Sarah McClelland, Great Places. **How do we enable active, sustainable travel?**
- Tom Bassford, One Manchester. **Minding the inequality gap.**
- Annette Turner, Tameside Council. **Working with the community in place.**
- Graham Moore, Oldham Council. **Can we better share best practice in planning?**
- Nick Evans. Sport England. **What can we learn from other cities and city regions?**

Thematic breakout discussions:

To explore what we want to happen, what we need to do, what could get in the way and our key asks of others.

- Group 1: What is our shared vision for place?
- Group 2: How do we enable more active travel?
- Group 3: What do we need to do to narrow the gap?
- Group 4: What are effective ways of working in & for place?
- Group 5: How do we best gather and share best practice?

Summing up and next steps - Eve Holt and John Brady, GreaterSport



Enthusied or confused? How are you feeling now?

Mentimeter



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What do we want to have happen and what does good look like?

- Protect existing (and re-claimed) public realm as well as thinking about new spaces – ensure it is maintained.
- Good looks like cycling, walking, streets for all.
- Car-free roads in the city.
- Good looks like changed attitudes and changing our spaces as bubbles.
- Good looks like opportunities for integrating new spaces with existing spaces.
- Encourage activity on driveways and walking along local trails
- Opportunity to innovate and think about space for physical activity in town centres.
- Covid might help to realise how important being active is and how town centres can play a big role. Town centres aren't going to be dominated by retail in the future. We might have to rethink what town centres are for, leisure and not retail! Covid and internet shopping has influenced this.
- Need for healthy spaces for shielded people and social distancing.
- Having great local environments and paying for it, does create economic boost.
- Different offers to encourage activity, let's spend money on innovative ideas.
- People aren't happy attending leisure centres. We need to provide offers that are more local to their community. Places that enable families to be more active.



- More community centres or the equivalent spaces to be open and available to people in the community. A place where people can reach out for support and you may be able to get people more active following this.
- Inclusive design guide is really key to the future – pan GM – as people cross boundaries between districts too.
- Need to think about how SEND Communities access facilities.
- Accessible parking for those with limited mobility needed with pedestrianisation.
- Width for non-standard bikes.
- Build Active Streets – empowering communities to take ownership of this rather than travelling to leisure centres. Enables people to connect with their neighbours.
- 15-20 minute city/town – everything you need should be accessible in a 15-20 minute walk time. Manchester City Centre – 20 minute city – all through traffic removed within the inner ring road – place making focus – identify barriers. Support with skills gaps in local authority on this agenda.
- 20 minute neighbourhoods, civic leadership to show potential; long term vision; focus and model one place; involve communities and use schools and school streets as an example; inclusion design for range of users, bikes, wheelchairs
- Need to get about in all districts, e.g. Bury as well as city centre Manchester.
- Inclusive design and age friendly cities too. Accessible for people with dementia and other people. Also important for young people as well.
- The Deansgate scheme is brilliant. We need to look at a larger scale thing – use it as a test area and then make sure it links up, expands out AND at the same time it's got disability inclusion built in from the start
- Need to keep in mind disabled drivers in all of this.
- Recognise fantastic change that has happened – put measures in place to make it permanent.
- Walk to school – make it easier – encouraging to keep up activity – limited access for traffic – infrastructure needs to be in place to support. Local action.
- School's facilities in a community can support active place. And active place can also support schools / education -how they engage with what's around them. Currently too scary, dangerous or difficult for many schools to venture out, more accessible places open up learning opportunities and connections to place.
- Make it 'nicer', more convenient to walk and cycle – keep roads clear, air clean, neighbourhoods safe.

Questions:

- How do you improve the health inequalities in places near the people?
- How to better link with parks?



What do we need to do now and who will do what?

- Think radically. Demonstrate leadership (courage).
- Form an alliance to create a shared vision for places that meet all of the health, activity, climate, fairness, design standards that all our organisations sign up to
- Need National and GM Leadership.
- We want a commitment from the Mayor and local authorities to active design.
- Local Authorities need the necessary skills to build back better environments.
- Need to inform the spatial frame-work and work with partners.
- Make sure we have the skills to make it happen.
- Need learned friends
- Need support from local councillors to make it happen.
- Need to involve senior chief execs
- Councils need to be more cognisant of how they can create exciting new places.
- Need to bring portfolio holders together.
- Transport officers and planners need to be brought in so part of wider discussions.
- Need to ensure voices of disabled people are heard from the outset, rather than the questions coming second after the planning.
- Barriers are not always what hold people back. Things are down to signposting. We need clear comms and marketing to make people aware of what is in their community. Asset-based model in communities rather than just a community centre.
- It's been a very top down conversation so far, what about bottom up?
- Council officers need to listen to and trust communities – design spaces that they want to spend time in.
- Need youth involvement in developing communities, young people will be disadvantaged by mistrust of public transport and then have less opportunities available. Need to involve disabled young people and their families.
- Civic leaders need to grab the bull by the horns and put something in place.
- More people did an hour of exercise a day because the government advised it, made walking cool and essential for health, Sport England branding etc made an impact.
- Research team needs to be aligned with PA and active travel.
- Form collaborative groups to guide. Involve the experts.
- Communication to allow everyone to know what is happening in their community.
- Bring different groups and perspectives to the table.
- Don't see development in bubbles / isolation – see them in the round.
- Need to integrate development with wider needs and help those who don't immediately think about active travel to recognise its benefits.
- Schools can create a great bridge between people in communities and councils / formal structures.
- Offers need to be more local rather than leisure centres.



- Collaborating between govt depts.
- Less of an "us" and "them". *We* are community (too)
- Collaborating between govt depts to not lose out on funds for this area of development
- Community led - signposting for CURRENT resources - walking is what everyone can do - is also like to see groups who will now litter pick & talk about how we need to be thoughtful of others & the environment - recent issues are resulting in a local beauty spot petition for closing as people are not respectful, double parking etc
- Ban pavement parking, redesigning our public realm for people
- Need parking spaces closer to shops and non-standard cycling for disabled people
- Voices from SEND communities often aren't heard until later rather from the beginning of planning.
- Not enough community centres, need better use of community assets to open up doors.
- Need some onus on schools to look at the community they are traveling to and from homes / to be active, involving them and empowering them to support the action.
- Need to recognise the heterogeneity of communities - might be shared points of interest / geography or proximity / cultural etc...
- Explore ways to bring communities together which promotes cohesion e.g. gardening/growing food
- Working with communities on what they want to do and or they are already doing or convening around (building on assets). Not creating new things, sometimes just about signposting and connecting up.
- Going to stakeholders to access people who do not normally come forward in consultations
- Bumping spaces to increase organic relationship building - these may be virtual or physical spaces.
- Whilst it is more sustainable to build into the fabric of the place, there is sometimes a need for tangible projects to build trust and relationships.
- What is community? Geography, demography or shared interest. Reach communities via community champions (GPs, parish council, local leaders). Make people feel like they matter. Give them skills including design skills . Engage in multiple ways to ensure accessible. Focus on social activities and everyday active lives.
- Better use of schools and their outdoor facilities - should be open to enable local activity - generally all locked up and closed with huge fences.
- Each authority to have active champions.
- Less unnecessary car trips (2.4 million each year across GM) means more space for those that absolutely need a car
- A fundamental change in language.



Questions:

- Do we all have a role to play?
- What are schools involvement in planning process of active travel by bike?

What could get in the way, what are the key barriers to achieving active, healthy places?

- Worries around Covid spread leading to more people using cars. Fear that there's going to be more traffic not less as people start moving around again. Impact on walking and cycling.
- There is a massive risk of inequalities.
- Hollowing out of local authorities / lack of funding. Budget cuts are a challenge!
- Need a reprioritisation, otherwise economy will always come first. Jobs over the environment or social concerns. It's time we say that the planning system prioritise health and wellbeing over economy. We have to commit to that.
- The way sustainable development is – for many years economic has outweighed social and environmental benefits.
- Challenges of planning process balancing high level and community needs.
- Conventional ways of working.
- Fear of change in Council offices.
- Conflict with those who are not brought into the conversation – e.g. highways engineers.
- Not knowing what is happening (lack of awareness).
- People not having physical activity on their agenda.
- Empowering communities to utilise the facilities (not enough champions to promote in communities).
- Need for the right people in the right roles to build relationships with communities on the ground. Enabling them to gain the trust, safety (give them what they need, not the agenda).
- Hyper-localisation of how we live our lives.
- Land ownership!
- Barriers: Not knowing what's happening in a community (comms and marketing). Need the right people in roles to engage and build trust on the ground in communities



What support and resources do we need from others and what are our key asks?

Key asks

- Invest in the development of active design skills and roles
- Collaboration across all sectors.
- Long term vision and planning.
- Joined up working with health sector, linking in with place based approach.
- Involve and recognise economic drivers. Create partnerships that lead to projects. Get LEP interested.
- Investment in systems leadership in GM for inclusivity and for disabled people (especially in design). Key mistakes we see in terms of physical activity are cycling, not being accessible, not the confidence to go on roads and the training isn't available.
- Design for breadth/range of vehicles not just two wheeled bikes. For inclusion, access and also transporting food, children etc.
- Planners need to talk to coalition of disabled people so that thought is given for provision and mistakes are not made. There are 14 inclusive cycling hubs across GM.
- Good design guidance is available but being ignored by planners, needs to be followed.
- Local authorities need to be aware of available mechanisms, making developments more sustainable. Developers should be required to produce sustainable plans.
- Suggest all groups come together to discuss the creation of a vision and apply it to a place with the support from all levels. Once there is a place, we can show what it is and it could look like and the benefits for health/mental health etc.

What we need:

- Information on who the other land owners are in areas. Forthcoming paper that needs lobbying. Come together as agencies around place making.
- Spatial framework put in place as part of devolved leadership, how do we influence, ensure it includes the right hooks.
- Andy Burnham announced/released funds for walkability of neighbourhoods in Oldham. How do we 'local people' input to the plans? – It's for all of GM – Local authorities engaging with the communities – Hadas TfGM have run a survey of intended behaviours and attitudes. 1500 responses, will share the findings.
- Manchester has started consulting on its local plan. It's got an economic element to it. Need to see where are the other boroughs at with their local plans?
- Need to influence democratic governance on key policies in City Centre Transport Strategy and the local plans.



- Need data on signal changes, times to cross the road on crossing.

Build on good practice, examples:

- Lincoln, local small market towns = different approach. The groups we need to bring in are local councils and the planning aspects of the work.
- Showcasing good practice in Leeds, Birmingham and London.
- Canals and rivers trust and focus on increased accessibility to existing assets, often people living in most deprived communities.
- There's good practice in London, e.g. Design Council. That's what we want to look like?

Resources

The following resources were shared/referred to either in the session or afterwards:

- [1200 people a year die due to poor air quality - and that's in Greater Manchester](#)
- [Better, interesting and exciting public realm - to give people a reason to walk and do things - simple hopscotch.](#)
- [A vision for Manchester as a 20 min City](#)
- [A series of practical guides to healthy place-making, based on what was learned by the Healthy New Towns programme.](#)
- [The 'Ageing and Safe Mobility: 21st Century Streets' webinar series](#)
- [Wheels for Wellbeing campaigning guide](#)
- [Activity Alliance resources](#)

Feedback from the session

- Really good conversation.
- Really quick note just to say I think that was a great session and the best I have been in on zoom in terms of clarity, agenda and really to the point!!
- Thank you! Great session.
- Thanks for the session, really interesting and lots of enthusiasm. Keen to support on the momentum building.
- It was a really interesting session, I noted down the use of breakout sessions as a top tip for our future meetings, I thought that worked really well.
- A very useful discussion with a great range of people from different backgrounds.
- Hopefully we can find a way to capture the energy and optimism and continue to make positive changes to people lives through new partnerships and projects.
- Thanks Eve great session.



- Thanks again for inviting us to the Building Back Better Together event this morning, it was great to hear from the range of speakers
- Just wanted to drop you a note to say how well organised I thought this morning's was – I was proud to be associated with it! I thought it had a great pace, variety of content and types of engagement. A really well spent 90 mins from my perspective.
- I've had a number of people approach me during the session to discuss possible collaboration, which is exciting (and wouldn't have happened so easily in person).

Summary and next steps

In summary, the discussion demonstrated:

- A widely shared vision of what an active, healthy place looks like.
- A consensus that building back better, to create active, healthy places, relies on collaboration, community, communication, leadership, action, accessibility. And a commitment to working **with** people in place to co-design spaces and activity and to enable communities to lead
- A strong sense of opportunity, optimism, connection, hope, change, excitement and positivity. And a wish to channel this energy, translating shared aspirations, learning and ideas into action.

Next steps:

- It was great to see live connections being made between attendees during the session and we've enjoyed seeing and hearing how connections have been followed up and have continued to grow over the following days. This is how change happens!

Enthused by the conversation we've committed to do the following at GreaterSport:

- Publish a quarterly Active, Healthy Places e-newsletter.
- Hold a quarterly event focusing on Active, Healthy Places.
- Consciously design our publications and events to include the widest diversity of voices and perspectives as possible to ensure they best reflect the diverse communities of Greater Manchester.
- Use our voice and convening powers to advocate for and promote inclusive, sustainable, active design.
- Explore how we can work with others to help develop a hub and/or network for sharing best practice and working together for active, healthy places.
- Openly share our learning on the what, the how and the why.

Future newsletters and events will be emailed out to everyone who signed up for further GreaterSport communications when enrolling for the event. Get in contact if you are not sure if you are signed.

We'd love to hear your stories, now or in the future, of any new collaboration and action that was sparked by our shared conversation or is in some way aligned. Please do pass on helpful



resources, case studies, learning and we'll happily share. If you are interested in writing a blog or co-authoring an article for our newsletter or website get in touch.

List of attendees

Sarah McClelland	Great Places
Kat Pursall	10GM
Charlotte McHugh	Living Streets
Lauren Williamson	Wardell Armstrong LLP
Justine Blomeley	Sport England
Aoife Mercedes Rodriguez-Uruchurtu	UK Student Climate Network
Ian Pennington	Wardell Armstrong LLP
Rob Clark	Walk Ride Heatons
Julia Roczniak	Youth Strike Mcr
Harrison Humby	Manchester Youth Strike
Darren Waldron	Manchester Met University
Flick Harris	Manchester Disabled People's Access Group
Jennifer Thompson	Active Tameside
Julia Thrift	TCPA
Jessica Simons	GreaterSport
Sarah Ircing	City to Sea / Refill
Claire Marshall	Oldham Council
Helen Thornhill	That Counts Glossop
Dr Andrew Read	Walking Projects Plus CIC
Fiona Pudge	Sport England
Sarah Shard	link4life
Yvonne Markie	Cherwell District Council
Christopher Standish	Regenda
Paul Schofield	Manchester Schools' PE Association
Jude Riddings	Stockport SHAPES Alliance
Laura Rodger	Ingeus
Nick Brelsford	Sustrans
Caz Whittle	GreaterSport
Cathy Robinson	Dean Trust Wigan
Nick Evans	Sport England
Pete Abel	Manchester Friends of the Earth
Ishaa Asim	Manchester Youth Council/Greater Manchester Youth Combined Authority
Jon Morgan	Sport North Wales
Steven Heywood	YORKSHIRE SPORT FOUNDATION
Adrian Ledbury	Active Partnerships
Brian Deegan	Urban Movement
Chris Paul	Mobilities Justice CIC
Andy Roberts	Planit I.E. Ltd
Sally Barker	Sport England



Tim Emery	TCPA
Carly Heselwood	Bury Council
Hadas Altwarg	TfGM
Rick Burgess	GM Coalition of Disabled People (GMCDP)
Richard MacDonald	Wigan Council
Mark Wynn	Rochdale Circle CIC
Jackie Whelan	Bolton MBC
Jeff Gorse	IHL
Steven Kirkham	Tameside MBC
Stephen Gleave	AECOM
Pippa Brown	Stockport MBC
Stephen Irvine	Studio KMA
Tom Hutton	Foundation 92
Claire Stocks	WalkRideGM
Claire Haigh	Collaborate out loud cic
Kirsty Rowlinson Groves	GM Active
McDermott Jane	University of Manchester
Becci Martin	Boo Coaching and Consulting
Mark NESBITT	Tuf*C
Mark Storie	Astley Sports Village
Graeme Moore	Oldham Metropolitan Borough Council
Pauline Terry	One Manchester
Brian Sellers	Commonplace
Mary Clarke	Stockport Council
Rachel Scott	TfGM
Hayley Lever	GM Moving/GreaterSport
Mark Withington	Bury MBC
Stephen Pearson	Seashell Trust
Steph Everett	Homes England
Catherine Jackson	Oldham Council
Fay Jackson	THT
Peter Makin	Active Tameside
Selina Hanley	Benevolent life change
Gretta Starks	RPS
Greig Lees	Northwards Housing
Lindsey Farrelly	Parkrun
Anna Shiels	Sport England
Chelsea Mears-Graham	Active Tameside
Nathan McIver	Bolton Council
Tom Bassford	One Manchester
Nicola Marshall	Tameside Council
Joanne Taylor	ABCD - After Breast Cancer Diagnosis
Sarah Cummings	Manchester FA
Warren Middleton	KPMG
Jon Uttley	Sport Works
Lucy Gally	Nottingham Citycare
Dave Barker	Anglesey County Council
Louise Wright	Trafford Council
Tim Crabbe	Substance



Phil Cook
Ross McGuigan
Jo Llewellyn
Amy Leech
Shelley Caulfield
Katie Thompson
Alan Manning
Rachel Cooper
Beth Barrett
Marie Wilson
Andreas Michaelas
Natalie Sutcliffe
Kat Pursall
Rebecca Skinner
Heather Potter
Nick Davies
Dominic Fieldhouse
Katie Shearn
Matt Richardson
Ed Nicholas
Stuart Lockwood
Louise Robbins
Kevin Beattie
Chris Turner
Richard Slater
Andy King
Beth Mitchell
Dan Roberts
Holly Budgen

Manchester Metropolitan University
Life Leisure
TfGM
BActive Manchester
BEATS - Bury's Exercise Referral
England Netball
Ramblers
Manchester Metropolitan University
British Cycling
Salford Voluntary and Community Services
Development Manager
City in the Community
10GM
Active Devon
Seashell Trust
University of Salford
South Kesteven District Council
Sheffield Hallam University
Business Growth Hub
Ramblers
Oldham Community Leisure
GreaterSport
Venture Outdoors
GM Active
Bolton Wanderers Community Trust
link4life
GreaterSport
GreaterSport
MSP

