

Catalyst Engagement Transcript

Introduction

Eve: Welcome to series two of the GM Moving Podcast, where we share with you stories of how people and partners across Greater Manchester are creating the conditions for active lives for all. I'm Eve, Strategic Director at Greater Sport, Leading, supporting, and connecting GM Moving, Greater Manchester's movement for movement.

For those of you that have been listening in to series two so far will have heard that we've been on a grand tour of Greater Manchester speaking with local partners across each of the ten districts to hear their stories of the work they're doing to take a place based whole system approach to physical activity.

Well, for this episode and for the next couple of episodes, we are now going to be talking with leads who are working across the whole of Greater Manchester on what we call our GM Moving Catalysts. These catalysts are the things that help accelerate system change. We've learned that if we invest in and pay attention to these things, they'll speed up the rate of change across the whole system to enable more active lives.

Today's podcast focuses on the catalyst of engagement. This is the way that we engage and involve communities to co-design, co-produce, co-deliver, and ultimately own sustainable and realistic solutions that enable active lives for all. Today I'm in the podcasting studio at Manchester Central Library with Kat the GM Moving Engagement Lead.

I start by asking Kat my favourite question, why moving matters to her.

Conversation

Kat: So my personal relationship with moving started off really badly with physical activity at school as an activity to be endured and gotten rid of quite quickly. So it wasn't the best start. And while I enjoyed watching competitive sports, I knew I was never quite made for that. What I am

enjoying about moving now I'm older is the sense of social cohesion that goes with it. So events like Park Run where the personal best is against yourself. It doesn't have to be a PB every week. It's absolutely fine. And that absolutely stunning sense of community that you get from it. I have vivid memories of walking up Angina Hill for people who know the Heaton Park Park Run and getting the people who've done it in seventeen minutes coming and grabbing you by the elbow really, really spurring you on, which is absolutely lovely.

And I suppose again moving away from the concept of physical activity as such, but moving in particular, I've recently rejoined my love of gardening, it came back quite strongly during Covid just because it seemed to be the only thing that we were allowed to do. And again, super conscious of the privilege that goes with that, but there was something really, really lovely about getting your hands into the earth and having fresh air on your face. And I think anybody who gardens will know that however much your posture should be correct. And then ears should be bent at the right angle, you get the back ache from gardening that only gardening will give you. And it's a really lovely feeling.

Eve: Yeah. It's been a common theme really of this podcast of people having a very negative experience of physical activity and going, it's not for me, it's not been for something me. You didn't feel like it was something for me, and that gets a lot of what your work has been about, hasn't it really helped to shift some of that narrative and perception as a whole as to what moving means to people. And I remember one of my first conversations with you, I think I probably just started in the role and we were talking about the Britain Thinks research, and how that had come to the I can't be bothered narrative really. And how we've almost avoided that whilst as the research showed us for lots of people, either they've had a negative experience that has put them off, or it does feel like it's a real effort.

So there's quite a job which you've been critical to in really going, 'if it's about active lives for all, how do we shift that and how do we engage people in something that potentially hasn't appealed to them at all?' So go on a little bit about, we've heard about gardening and about why matters to you. So what's your role? How have you been involved?

Kat: So my role, we're in a variety of hats. So I'm primarily one of the strategic leads at 10GM, which is a joint venture that supports the voluntary, the community, and the social enterprise infrastructures across the borders of Greater Manchester.

And we started our relationship with GM Moving. Gosh, back in 2017 I want to say I joined the GM Moving family as it were in 2018. And I think what was really, really important to me, and I think it's been strengthened by both the Sport England strategy and the GM Moving in Action strategy. And if you think of the strap line, it is 'active lives for all.' It isn't physical activity for all' because we did learn that that's what people can find off putting. And I thought there was a real humility and honesty in not normalising that conversation into the, 'I can't afford to, but running is free or life gets in the way, but you should find time.' There's something about really addressing what it is that matters to people and what moving means to them so that the activity almost becomes the byproduct of a far more fluid than natural conversation. So part of my role with GM Moving has been with engagement. There's been a split, if you like, between engagement mentors, engagement with communities.

So how do we get to the heart of people in place-based conversations at neighbourhood level? And then on the other side of it there's been conversations around engagement with the system. And I think part of my job has been to align those two elements so that if you are talking about communities and the system, they are not these two separate beasts. And you want to stop that hierarchy of the system being somewhat up there and the community's being somewhat on the other side of it. So a lot of the work has gone into really trying to get a better understanding of what is community engagement, what is community leadership, and actually that's the system, or at least that's a really, really big part of the system.

Eve: And I think those conversations have just been so key haven't they and really get to some of the... I think some of the grits in terms of where, so what is the real shift needs to happen? Again, people talk about the system and we talk about the system and that language a lot, don't we. Well what does that mean? And if that's just about all those different people and partners, they're all interrelate within a space, but it does often feel as though it's about the formal systems and structures and power

holders. And I used to end up talking about the ecosystem because that felt like that was the only way to make sure that we were thinking wider, more holistically to include the more organic parts of an ecosystem. But that language itself can turn lots of people off as well.

So how in that job, which I think is critical to our mission of active lives for all, everyone has a role to play. How have you gone about trying to align people, communities, formal structures, systems?

Kat: It's been an interesting journey and I will stress the word journey. And I would also hasten to add, by no means complete. But I think what's been really useful in this space is the different approach that GM Moving has taken within the work. And there is an alignment I would say of ways of working, of really fundamental values that has brought the VCSE into the conversation as an equal partner and perhaps more challengingly. And again hats off to GM Moving for giving that permission as a bit of a critical friend and something of a check and challenge role in terms of how are we talking about this and what are we going to do about the language that we use to talk about moving more, what are we going to do to challenge some of the less fortunate language that still permits within systems? So this notion of the how to reach communities, the deprived areas. Where actually there is a strength based conversation to be had. And I thought that what was absolutely crucial is, and like I say, that alignment of purpose and language and values that really enabled us to say, if this is community, Then let's co-produce that and really co-produce it in a meaningful way.

Eve: So there's honesty.

Kat: Yes.

Eve: In buckets.

Kat: Yes. Absolutely.

Eve: The challenging that so often we've heard of co-design, co-production, but when the experience is very different, so being able to call that out, being able to give people experiences of what good looks and

feels like, so they don't just get told what it isn't. There's a lot to do across an area the size of Greater Manchester. And whilst you are phenomenal Kat you are one person. So, how have you gone about trying to do all of that within GM Moving as you say, as a space which has given you freedom and has lots of the conditions and there's a movement. How have you gone about trying to make those changes happen?

Kat: I think Greater Manchester in particular, and particularly right now, is in the middle of a perfect storm. When I say a perfect storm, I mean a good storm. So there are some synergies that I think is absolutely vital that we capitalise on in this particular space. So we've had a complete rethink of Sport England's strategy and priorities. We've had a way of turning GM Moving strategy into tangible action. We've also had the completion of the GM VCSE Accord, which is a partnership between the Greater Manchester Combined Authority, the then health and social care partnership as well, and the VCSC sector. We've had the Mayor's Greater Manchester strategy coming out. We've had the VCSE state of the sector report coming out, and I think essentially, once you're read between the lines, there is an absolute core value and there is an absolute core, really tangible desire to put people at the heart of everything that happens.

And I think it's the absolute perfect chance to take the most and the best out of all of those strategies. To have those honest conversations with people and, like you say, having asset based conversations that actually tell you what is the art of the possible as opposed to this is what you shouldn't be doing. So when I started the job, a lot of the conversations I was having with localities went along the lines of, I've got it now. I've absolutely got it. I know what not to do, but I don't know what to do. And I think looking back, I possibly was a little bit purist in thinking, well, there isn't such a thing as the perfect co-production manual by definition. It's an approach you take. It isn't a product, it isn't a thing. But actually what we then became faced with, and talking to core team colleagues at GM Moving, I realised I wasn't the only person hearing it, is what we then defined as the fear of the blank page. So when the art of the possible is everything, unless there is an element of framing around it, it can come across as being really, really daunting.

So I think with best intentions, we sold the blank page as, 'isn't it exciting? There are no KPIs, You have all the permissions in the world'. But actually how it was received in some instances was that 'I don't know what to do. I don't know where to start'. So, we have pulled together some really good examples of stuff that's happening in Greater Manchester and across the UK and internationally. We run a fortnightly co-production conversation last year, which brought together people from Ireland to winning hearts and minds to theatre productions. And everybody gave a flavour of how it could be done as opposed to how it should be done. So it didn't intend to be prescriptive about it, but I think it gave a really, really good idea of the principles that sit behind it.

Eve: So there's the alignment across all those strategies that you refer to in a sense that they help create the right conditions. There's clarity there as to putting people at the centre and then what you're describing there is that operationalising that then. So we know what often happens is you have that massive implementation gap between, you have strategies that set out this vision and approach, but just as you describe, if you have people on the ground who don't know how to make that happen in practice then change doesn't happen. And then people become frustrated cause these strategies become meaningless. So by giving people examples not in a prescriptive way, but in an illustrative way, in many ways that you can put this into practice, that this can be done. You've helped to translate that into action. And I guess obviously we're here to talk about GM Moving in action effectively in localities and the work of the Local Pilot and that investment to support that.

So how, in all of that, how has that investment in the Local Pilot and the Local Pilot leads, how has that supported that process?

Kat: I think the investment has been absolutely crucial in allowing localities to really truly adopt a test and learn approach into what might work and what might not work. I think it's fair to say there is enough desk top research being done about how not to sell physical activity, and I think what we have seen is with the provision of grants and very often very, very small amounts of grants. I'm always amazed at what people can come up with five hundred pound. It is absolutely incredible and I've seen examples where people will tell you this has actually been life changing.

So there's something really important if I think about the role of VSCE infrastructure within that process of grant giving where it doesn't have to cost the earth. And very often it ticks the boxes of so much more than just physical activity if you are giving trainers to a group of people experienced in homelessness and you are giving them some warmth to go and get changed to then have a shower. It becomes so much bigger than itself, and that's something that I think is probably fair to say has resonated across all the ten localities that it has an exponential effect on not just moving more, but health inequalities, particularly in our cost of living crisis, if you name it, it absolutely spans the whole of the space.

Eve: And I see, I guess I see some of your superpowers is that you often are in all those different spaces as well. It feels like you're constantly picking up tips and learning from multiple spaces across Greater Manchester and further beyond. And then helping bring those to GM Moving to help us put into practice our strategy. So you've been able to knit together some of the work, I guess going on around, whether it's homelessness or around asylum work around poverty. All these other parts of the system were effectively trying to do the same thing, aren't they, of trying to go, how do we do this differently? How do we put all those strategies into GM that we refer to and our reform principles into practice genuinely. And that's been I'd say, a real superpower of yours.

Kat: I think it's a GM superpower, I think with absolutely no offense to any other Local Pilots. So that's my disclaimer, but I think in no small part due to the devolution agenda, there is a system maturity in Greater Manchester that allows exactly to do what you've mentioned. So I've lost count of the amount of spaces where you go in and you start mapping ways of working. And you think I've seen this one before and the moment you mentioned, Oh, this really, really reminds me of the approach that GM Moving is taking.

A lot of people will tell you exactly. And that to me is an absolute sign that we've nailed this bit. The ways of working I'm seeing in GM Moving are very, very closely related to the ways of working I'm seeing for example, with community led initiatives with the violence reduction unit. Or the approach that the work of Changing Futures with multiple disadvantages has taken. It has shaped the way the Transport for Greater Manchester is

looking at active neighbourhoods and active travel. Like I said it is a journey, but it's good to be able to at least identify what that road looks and feels like.

Eve: I'd agree with all of that. And that level of system maturity, I think that's why we are seeing, I guess others from other parts of the country and to some extent now internationally going, oh, what is it that's going on there? That there's something in GM, sometimes you call it a Goldilocks space that somehow the conditions, and that hasn't happened by magic. That I think comes about from years actually of, of nurturing some of those key principles and ways of working Which you've been able to continue to shine the light on, and stitch together.

Kat: It's still to say that there are still some elements of devolution that could be more devolved.

Eve: Go on.

Kat: So there are some conversations that we have had with national partners where I think the intent is there. I think the desire to do different things differently is there. I think that there is a recognition that there is some clunkiness to some of the national aspects of the system, but there isn't the power to be able to do anything about it other than to lobby for more.

Eve: I don't think anyone would argue against that. Yeah, it's definitely still on that journey. So what are some of the examples you'd point to around that clunkiness?

Kat: So I think an obvious one has been the efforts that colleagues have been putting in with colleagues from the Department of Work and Pensions in terms of how does that relationship look like, both in terms of the employment workforce, but also the... you call them service users or customers or clients. Why not just call them people on a journey through getting back to work or managing a disability. And so being part of a welfare benefit system where being seen to be moving might actually result in, or a perception of, say for example benefit sanctions. And we've had some really good conversations at GM level, but I think part of the

tension is that the policy obviously happens in Westminster, so however many allies you manage to find are in the regional space. Yes, absolutely less campaign and lobby about it, but ultimately the strings are held in London. So that to me was possibly the most obvious example of, we absolutely recognise where you're coming from. We absolutely wouldn't want to be the people who actually will stop somebody from taking a stroll down the park, but that's not for us to decide.

Eve: So we talk don't we about locally led, which is key to what you are enabling that to actually happen. And then GM enabled, which again as we're talking about that majority in the system, is enabling less work to happen and giving you and others the freedom and the protection really to test and learn. But then the need for that is nationally supported and I guess this investment from Sport England into the Local Pilot is an example of where it has genuinely supported us to walk the talk in terms of doing things differently and bringing Divo difference maybe to life. But there were all these other examples where those bodies that are funded nationally, that are governed nationally don't have the flexibility to work in a way which is genuinely aligned.

Kat: And I think that's potentially going to be one of Sport England's biggest challenges in that the strategy itself. And if you look at the priorities that they set, and to me particularly that connecting communities is absolutely key, needs to then be operationalised and translated into really tangible examples of what happens if you had a walking meeting with a person who's given you employment advice. What happened if you are on disability benefits, but on a good day you really enjoy a stroll and somebody sees you and there are plenty of other examples like that. There's something interesting that's beginning to emerge now with the Sport England Together Fund, where what we are seeing is quite a lot of applications where the core cost of the activities is travel.

So not so much travel expenses, but travel itself is the inequality. I am having conversations with Transport for Greater Manchester about this, and I think we're picking this up in all sorts of other spaces, particularly with asylum and refugee seekers spaces where transport is a massive, massive concern. And I think it will take all of us as allies to strengthen that coalition to then bring the message back to national to say maybe

funding needs to be restructured, where transport as a core cost is accepted. While equally not sticking the plaster on the issue of transport, and we've seen what Andy Burnham has been able to do with buses and can we think more creatively perhaps around, can we do that with trains? Could we do that with trams? Could we create a system where, say not at rush hour some people may travel completely free or at reduced cost. Cause very often the inequalities is the getting from A to B. And what's in B is almost immaterial. So it could be the football pitch. It could be the supermarket that accepts healthy start vouchers or cards. It could be the place where you go to your hospital appointment.

Eve: Yeah, I mean, that came out so clear didn't it in all our engagement around the GM Moving and Action strategy was that if you don't enable people to get about and to access their local neighbourhood, their local parks, their leisure centre's all those things, then they're not going to be able live an active life and that therefore that need, and that strand to get in the strategy around the need to support an integrated system is key. That we have to influence transport. And of course we'd say and try and influence that in a way as well. Which designs moving more into transport as well as an integrated part, whether you are walking to the bus stop or you are cycling a journey. So that degree that feels like a key clunk in the system that we're collectively trying to shift.

So I guess your role as part of ten GM and your relationships and knowledge and understanding of the VCSE, the voluntary community, and social enterprise sector. Which also includes faith groups isn't it has been really key. So we've talked about having the metaphor of an octopus, those tentacles reaching down to people in all communities across Greater Manchester.

Is there anything that you could add around the role of the VCSE and how important has been to ensure that you are an equal partner in all of this and the contribution?

Kat: We were talking about ecosystems before, and I think it's fair to say within the VCSE itself there is a massive, what I tend to call beautifully messy ecosystem. So in the recent findings from the last state of the sector report, it was established that around Greater Manchester, there are shy of

18,000 organisations. Voluntary community, faith, social enterprise, you name them, and a good 70% of them are what we would call micro organisations. So they have an income of less than ten grand a year, and they do absolutely phenomenal work. I think the strength of ten GMs is because we are very much place based. So anybody who is familiar with Greater Manchester will have heard of what we call the ten plus one conversation. So you will have your ten borrowers, and where there is an infrastructure organisation, they will have a really, really deep knowledge of community groups coming together. How do you connect them with each other? How do you support them? When did you step out of the way, which is equally important, but then you are in a position to almost elevate that conversation to the city region, and you can then influence partners within. Whether that's a combined authority, whether that's the newly formed integrated care partnership, whether it's transport, but it is with the richness that comes from the lived experience of communities, and I think that that's a big selling point.

Eve: And if anyone's listening and has no idea what you mean by infrastructure organisation can you explain?

Kat: So what we mean by VCSE infrastructure organisations are those organisations that have been put in place like I say very, very much anchored where they are. So for example in Salford we will have Salford CVS. In Bolton we will have Bolton CVS, in Manchester we've got MACC, in Rochdale, Oldham, and Tameside we have Action Together and there are a team of people who are working with communities side by side, with communities to make good things happen, and that support can take all sorts of shapes. It could be support with fundraising, it could be support with governance. And I think in that space if there is one good thing to come out of Covid is the absolute phenomenal work that mutual aid groups and any other groups that may or may not have decided to call themselves mutual aid did during the pandemic. And there are phenomenal amounts of learning and insights that they basically led the way didn't they? They didn't wait for anybody's permission, never mind say 'sorry later', they just went. And you think, well if that's the out or the possible, then what it is that we can learn and keep now. And it was a really, really good dynamic relationship that you could see when it was

working well, where you have a VCSE infrastructure there supporting the grassroots to be the best of themselves.

Eve: Yes. So we've heard some of the challenges. I guess in terms of the joys, and what you've seen work well. Is there anything in particular or any stories you'd want to point to?

Kat: Oh, there's loads! There's absolutely loads. I want to give an example for each of the localities and we haven't got the time for that. I think at a GM level, I think the biggest joy is seeing that GM Moving approaches are really, really embedded in system thinking and system change and seeing other partners coming on board and thinking that that is possible, that there is a different way of working and that absolute commitment, as you say to then go about operationalising it. So if I think of the example of the groups that have been set up on the back of Black Lives Matter, we have subgroups working to this day on anything from commitment to language, to commitment to inclusion. Again, with very tangible, practical actions that we all take from the one time we meet to the next time.

So it's embedded and it feels real. It feels like I can actually. I can see it happening. And then there are a huge variety of examples from various localities of where the Local Pilot has really shifted conversations. A particular favourite of mine is there was one time in the Local Pilot in Bury where a decision was made by the steering group to take the GM moving investment principles to the local youth cabinet for some deconstructive work. And again absolute hats off to people who knew they were going to be really challenged, and boy were we be challenged.

Eve: Excellent.

Kat: We ended up writing a manifesto with them. So we ended up commissioning a local artist who gave us infographics of everything that she's heard in that space. And it was a really good challenge to self in terms of where there is that commitment to language. And as you say, part of the system language is quite clunky. Why do we not say what we mean and why don't we do it more often? It was a really good experience.

Eve: So you talked there about the work that's going on. It's great to hear that you feel like that feels tangible. Then there's accountability there in terms of Black Lives Matter. What else are you seeing change now there's such a strong commitment, I think to active lives for all and good lives for all. Have you seen shifts that are helping put that into practice?

Kat: You can definitely sense the aspiration in wanting to address inequalities, and that's probably where the attention will need to be focused moving forward, both at GM level and in localities level. I think that's probably a good long way to go before we see real tangible examples of it having landed and landed well. I think investments like the former tackling equalities fund and now the Together Fund by Sport England are really helping. And again I've seen that shift from what used to be community engagement with endless rabbit hole conversations about what is and is and co-production moving more towards community leadership. Which I would also take with a little bit of a pinch of salt in the sense that there are a lot of conversations around community power, both at regional level and national level, international level. And to me there's a little bit of a risk there that that in itself turns into the industry that eats itself.

Eve: Yep.

Kat: So could we see maybe fewer able white, middle aged, I'm gonna say men being in charge of having those conversations, which feel like are not directly relevant to them. So there's a lifting of, I'm not massively keen on the word lived experience either, but for want of a better definition of those experts by experience really leading the way. And I think really that should be the long term goal.

Eve: So how do we really centre and support those who have lived experience or grace proximity to lead in this space, as opposed to yea...

Kat: Yeah. I'm reminded of a record by John Amichi when back at the height of Black Lives Matter and numerous conversations with yes, white men of an age so to say, I'm not experiencing what you're experiencing. And so I will move out of the way. And I think his point was that might be correct, but your voice is still being heard more than mine. So what I need

you to do actually is to be alongside me. And give me that platform and give me that microphone.

Eve: Yep. So you referred to the Together Fund can you just walk us through what has been done differently there.

Kat: Yes. So the Sport England Together Fund is probably better known as the Tackling Inequalities Fund, which came out in three separate phases and concentrated on lower socioeconomic groups, culturally diverse communities, disabled people and people with long term health conditions. And what they did is they brought together the learning from Covid as well as the learning on different ways of looking at the legalities of it if you like, the governance of it if you like, where at Greater Sport we set up a panel that would not just sift through applications but would support community group would go to meet the funder events, would help people with application forms, would also be able to look at whether different investment might be better available for the activities the groups had in mind. And they established, I think they call them community connectors. And these are the people that will know that place absolutely inside out.

So they will be able to have rich, honest conversations and bring back with this is what the community wants, this is what we want to do, this is how we want to go about it, can we have some investment please? We're now going through a phase four of that group, and the fund is now called the Together Fund and at Greater Sport in particular, based on the data that we have been able to look at in terms of covid consequences we are concentrating on disabled people and people with long term health conditions aged 55 to 74 people of South Asian and Chinese origin. And then we looked at the socioeconomic gap, which during covid increased by 5.5%, and that's remained constantly scary for want of a better definition. And so I think particularly with regards to the cost of living crisis, something like the Together Fund is going to be absolutely crucial.

Eve: So those community connectors, they are as you described, people that absolutely know their place. They've already got trusted relationships.

Kat: Yes.

Eve: They've got close proximity we described to people who are really experiencing sharp inequalities. And one of the things that when we was heavily involved at the outset of this in negotiations with Sport England, The shifts in governance in this for this investment was around making sure that we could pay them. So recognising the value that they bring with their knowledge, with their own expertise, with their trust in the community, and the time that they would then give to sharing this with people and groups who would never otherwise engage or come across the offer of funding. And if they did, they might not think it's for them or have the capacity for want of a better word to apply and the time to do that. And then lots of those in a traditional funding process would apply, but then wouldn't all be successful. So a lot of their time would be wasted in that process. Whereas in this way, and correct me if I've got anything wrong. But those community connectors have conversations. They might just record that conversation. That conversation comes back in a recording to the panel, or it comes back in whatever form works for them and is targeted.

So it avoids just a mass of people filling in forms, and we are really building on that in a lot of our work now in trying to think about how we have, we resource people and communities who we know are best placed to be honest to support other people to be active and to use that money you described to go the furthest it possibly can.

Kat: Absolutely. I think there's a commitment there that goes beyond let's streamline the application form. There's a more serious point I think to be made around the remuneration of it in terms of if we are talking about the voluntary sector as an equal partner. And the example I always use is if the NHS is asking a GP say to take part in a consultation, you wouldn't give them a ten pound Amazon voucher. So why are we getting a ten pound Amazon voucher? Yeah. So there's something I think politically really important here about not just remuneration as a thank you, but as a remuneration that's dignified and respect for the work that's being done.

Eve: Absolutely. Otherwise is it an equal partnership?

Kat: Indeed.

Eve: So any signs, indicators of change in terms of the impacts. So going right back to the beginning to where we started about thinking about inactivity, thinking about some of those barriers to activity, some of the language and is it about you and all the stuff that came out of Britain. Thinks research are you seeing in all this work sense of a shift?

Kat: I think we need to be really careful to not just look at the shift, but try to understand the reason behind the shift. So something that we've seen more and more, and again going back to that cost of transport crisis if you like, is some people will inevitably be walking more. Are they walking more because they can't afford to put petrol in the car, that's assuming they've not had to sell the car in the first place, or are they walking more because they've made the conscious decision to look after themselves that little bit better? And I think there's some really good solid research work to be done. I think in that space, in trying to separate the two and treat them differently, I think a lot of the enthusiasm that Covid generated in terms of that freedom to go out one hour a day might have waned a little bit. But I keep going back to that idea of community first, activity second, and I think we have come together as communities and I don't think that's going anywhere fast. So there's something to be capitalising I think, in that space.

Eve: So if anyone's listening and wants to get involved, what's your invitation or call to action?

Kat: Can I have two?

Eve: You can.

Kat: Thank you. Thank you.

Eve: Just cause it's you.

Kat: Thank you very much I shall abuse that position gladly.

So my first call to action is in the spirit of keeping the conversation going, let's really remind ourselves of the importance of active listening so that we become the connectors and the facilitators, and maybe the activators,

but we're not the originators. So there's something about really deeply listening to what matters to people. What matters to you as opposed to what's the matter with you. So let's keep going in that direction and really hammer it down. And the second call to action is not so much a call to action, it's a call for support. So a lot of what we've been experiencing with ten GM Moving, and particularly with the system leadership work is that we are seeing absolute great staff happen at a grassroots level, which will probably happen anyway, think mutual aid. And then you've got absolute key believers and allies at a really strategic level.

And then the big thing that sometimes gets missed out of where the complexity lies is what we've been calling that immovable middle, or the trickle middle or however you want to call it. So it's a bit of a call for support. How can we enable and support and work alongside people who may not have the permissions. They may have the knowledge, they may have the will, they may have the desire, but maybe don't feel they have the permission. And how do we in a sense change the conversation with the strategic leadership to shine a light on that, because I think that's the bit that often gets forgotten and it's where it gets clunky.

Eve: Fantastic. Two great calls to action, so active listening which hopefully everyone who's listening now has been doing and practicing for the last thirty minutes and growing that muscle. And then how to ensure that people have that level of permission and freedom which is critical to making change. And sometimes it's within your own gift. You don't realise what you're gonna give yourself permission to do. But the reality is within structures, that there is power that sits with some people and that sometimes you do need to be given permission in order to change the way things are done.

Kat: That equal partnership of VCSE into the conversation, let's constantly remind ourselves and challenge ourselves that it truly is an equal partnership.

Eve: Yeah. Honestly, a joy always.

Kat: Thank you very much indeed. It's been a pleasure.

Eve: Thank you very much.

Outro

Wow. What a brilliant conversation. We've heard once again how moving matters to everybody and how we can all play a role to design moving back into everyday life. We would love to hear how you keep moving in the ways you're supporting others to live an active life. So you can contact us in our socials on Facebook and Twitter. Just search 'Greater Sport', and don't forget the #GM MovinginAction. Please do share this episode with people and organisations who'll find it useful. Sharing is caring and join the movement for movement.

A big thank-you as ever to everyone who's investing in this work and playing their part to test, to learn, and to make this happen.

This series is a MIC media production.