Priority plan:
Culture and system change
Culture and system change

Our shared ambition

Create the conditions for everyone moving as a normal part of everyday life - everyone moving, every day - whoever, wherever and whatever your way, the day or the weather!

Good lives for all, in a greener, fairer, more prosperous GM.

A united movement for sport and physical activity in England and a connected global community of learning.
Culture and system change

Our contribution

Key contribution to the cultural and systemic changes needed in GM to deliver the ambitions set out in GM Moving in Action and Uniting the Movement.
Culture and system change

Our activities

Leading

▪ Strategic planning and monitoring of GM Moving in Action Strategy, with the GM Moving Executive Group.

▪ Constant focus on addressing inactivity and in breaking down the barriers to an active life for target groups, as identified by data and insight.

▪ Embedding physical activity in GM policy, reform, priorities and strategic architecture across all sectors and places.

▪ Translation of learning on the *Power of How* for system and culture change through convening, events, writing, developing new thinking and supporting others to do the same, harnessing the power of storytelling, positive imagery and public narrative.

▪ Ways of measuring and evaluating progress in a complex system.
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Our activities

Supporting

- The leadership of partners and networks in GM and nationally contributing towards conditions for systemic and cultural change for a greener, fairer and more prosperous GM where everyone can live an active life.

- Contributing towards:
  - Reform Board and innovation hub.
  - GM Environment and sustainability groups and networks.
  - GM VCSFE leadership group and equalities networks.
  - GM business and enterprise networks, e.g. Growth Hub, GM LEP, Coop Commission, Social Enterprise Network.
  - Progress on GM priorities around skills, transport, housing, mental wellbeing, spatial planning and levelling up.
  - Political leadership of GM Moving from Councillors, MPs and GM Mayor.
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Our activities

Supporting continued

- GM Moving contribution to GM and Sport England strategies and monitoring with GMCA, GMICS and Sport England.
- Alignment of resources around shared local, GM and national ambitions and activities.
- Work in GM and nationally to address the demographic, socio-economic and spatial inequalities which hold inactivity in place. Supporting action to address social determinants of inactivity.
- Increased understanding and contribution of the movement towards a greener and more sustainable future.
- Translation of learning, drawing on and supporting public service reform in GM, nationally and internationally.
- A collaborative, mission-based culture and way of working.
Culture and system change

Our activities

Connecting

▪ Senior leaders and professionals across formal structures with community leaders and the more informal, organic, grassroots networks in service of active lives for all.

▪ People and partners across GM family to embed physical activity as ‘everyone’s business’ and so together we can lead culture and system change across all areas of GM Moving strategy.

▪ Local, national and international partners taking whole-system approaches to physical activity and other complex problems.
Culture and system change

What’s the change we will see and how will we know?

- Physical activity in GM policies – policy audit.
- System maturity on the 5 enablers of change - monthly and quarterly reflections and sense-making with system leaders.
- Growth and diversification of the movement - counts and measures at events etc, stakeholder maps, case studies, stories and podcasts.
- Visibility and impact of the movement - GM active lives data, GM Stakeholder Survey, spark plug interviews, stories and engagement.
- Learning is spreading and growing - noticing changes in language, models, approaches, ways of working, effective communities of practice, locally, nationally and internationally.
- Culture change is embedded in everyone’s work - noticing growth in capability and capacity of leaders in the team/system.