

GREATERSPORT

Priority plan:
Active adults



Active adults

Our shared ambition

Create the conditions for adults moving in everyday life, designing it into everyday habits, routines, activities and spaces; building on momentum to enable movement to be normal and accessible to all.

Active adults

Our contribution

To make moving more a normal and enjoyable experience for adults, in and out of work and in their communities and places.

We will do this by continuing to collaborate and develop strategic relationships with partners who have the expertise and relationships within priority areas (currently workplaces and employability) to contribute to greater social and economic inclusion and reduce the inequalities gap.

We will also continue to champion and share approaches, learnings and meaningful stories from across these systems to grow and develop collaboration in other spaces and places to reach other priority audiences.

Active adults

Our activities

Leading – Workforce

- With regards to the role of physical activity in supporting improved workforce health and wellbeing to keep more people in work, we will continue to play a lead role in influencing and supporting more people within workplaces to also feel confident influencers of change across culture, systems and behaviours. We will do this by:
 - Ensuring that moving more while working is seen as normal and permission is given from leadership.
 - Helping workplaces better understand what kinds of simple activities count.
 - Ensure movement is included in workplace health and wellbeing plans.
- We will continue to grow and develop relationships with key personnel in the GM Integrated Care System to help them have a clear and shared narrative around the benefits of physical activity to support improved staff health and wellbeing.



Active adults

Our activities

Leading – Workforce continued

- We will continue to grow collaboration and learning across the system and ensure these learnings and stories are amplified and shared to help create a ripple effect across the organisation and eventually into other workplaces.
- This will have a particular focus on those most at risk of leaving the workplace or out of work because of poor mental and physical health, a long-term health condition or disability and to learn more about their barriers to being more active and working collaboratively to help remove these at different layers of the system.
- Ensure this is connected to and supportive of our wider priorities around physical activity and health and care integration.



Active adults

Our activities

Supporting – Employability

- For those adults out of work or at risk of worklessness, we will continue to support and grow our partnerships with employment services (in particular Ingeus and The Growth Company) to address inequalities within people looking for work.
- We will do this by continuing to coordinate the Employability Group which includes locality Local Pilot leads, Work Well Leads and employment agencies to develop a collaborative approach to inactivity within people out of work.
- We will also support these services with workforce development. For example, working collaboratively to co-produce and deliver appropriate training and development opportunities that will increase the knowledge, understanding and confidence of staff working in these spaces to have physical activity conversations with both local businesses and clients.



Active adults

Our activities

Connecting - communities and places

- We will make effective use of the wealth of data, insight and learning that exists to identify where there is most need in terms of tackling inequalities and which audiences to prioritise.
- Explore what is happening locally with these priority audiences, taking into consideration, who is already working in these spaces, and who knows and understands these audiences best, e.g., VCSE, faith leaders, housing, people with lived experience, and understand what we can learn from them and how to address this across GM.
- Play an advocacy and connecting role in terms of presenting data and insight, sharing learnings and amplifying positive stories to encourage collaboration and co-production across the system.
- Continue to work collaboratively across the GreaterSport team to connect, support and scale up work across identified audiences and across the life course and make use of the expertise and knowledge that exists to do so effectively and with clear purpose.



Active adults

	Count	Feel	Connect
Visible	<ul style="list-style-type: none"> Numbers of people, organisations and sectors we're connected into Different spaces where we're asked to speak about the work – e.g. number of meetings, forums, workshops Reference to physical activity and the importance of movement in conversations, documents, staff training etc (e.g. Workforce Wellbeing Strategies, workshops specifically about or including large % of reference to physical activity) Requests for help, support, and signposting, connections to others in the system who can support/help/add value 	<ul style="list-style-type: none"> Difference in motivation, optimism and sense of purpose Sense of more people feeling comfortable to talk about physical activity and what it can look like both in and out of work spaces More supportive environments Change in language More people talking about how physical activity can support wider outcomes related to their own area of expertise, e.g. staff health and wellbeing, healthy, happy workforces in order to keep more people in work/reduce staff absence 	<ul style="list-style-type: none"> To people in different/new spaces Alignment of strategies and approaches New connections and relationships and Strength of existing relationship and connections levels of trust and understanding with key partners
Invisible	<ul style="list-style-type: none"> People talking about the work when we are not in the room Partners talking about changes in attitudes and behaviours with the priority audiences (e.g. increase in number of physical activity advocates, increase in workplace initiatives via feedback, case studies) How many more people are active because of this work 	<ul style="list-style-type: none"> How the message is spreading – ripple effect Sense of shared ownership and therefore distributed leadership People feeling they have the opportunity to create change The response when people talk about this work in other spaces 	<ul style="list-style-type: none"> Strength of relationships Levels of trust and understanding with partners Ripple effect