

**GREATERSPORT**

**Priority plan:  
Sport, leisure and  
physical activity**



# Sport, leisure and physical activity

## Our shared ambition

Move physical activity, sport and leisure within easier reach of people, increasing access, inclusion and participation of communities who are currently under-served and under-represented.

# Sport, leisure and physical activity

## Our contribution

Provide strategic leadership to secure system change for physical activity and sport across the life course, with person-centred, preventative approaches in an integrated system.

Advocate and influence relationships with sport and physical activity partners, across the GM landscape with an inequalities lens and staying true to GM Moving enablers of change; Strategic leadership enabling collective leadership, effective work across and between sectors, involving local people and growing assets, transforming governance and processes, and learning and adapting.

# Sport, leisure and physical activity

## Our activities

### Leading

- Lead on the distribution of place investment across GM for increasing activity, such as working with the 'Equalities panel' on Together Fund; effectively distribute funds to organisations with most inactive cohorts through transforming processes and governance, developing relationships with wider networks and organisations, and work with MEL team to utilise learning and insight to influence future investment that can be translated and shared along with stories.
- Continue to lead piloting approaches to support 'Places and Spaces' and investment into community sport and physical activity and tackling inequalities.
- Lead organisation to showcase and amplify the work going on in GM within the sport and physical activity sector through stories to share success, show what's possible to contribute to the culture of sport and physical activity (this maybe full stories, quotes, testimonials etc and sharing through our comms channels).



# Sport, leisure and physical activity

## Our activities

### Supporting

- Work alongside GM Active and the wider consortium to support and take forward work within the Pivot to Active Wellbeing collaboration. Connect and align to opportunities within the GM Active 'We Move As One' strategy to support active lives and tackle inequalities.
- Support Sport England's work on the targeted investment into community and multi-sport facilities across Greater Manchester through the Active Partnership core role. Strengthen the relationship between local and national strategy and delivery, ensuring connectivity with other plans and local need.



# Sport, leisure and physical activity

## Our activities

### Connecting

- Widen access to participation across the life course by connecting sport and physical activity partners to the Local Pilot network, active adults and active children/young people, and workforce teams to support participation.
- Work with GMCA, Sport England, National Governing Bodies and Professional Club Foundations to connect partners with health, education, green spaces, and mental wellbeing, to maximise opportunities to increase activity focussing on tackling inequalities and influencing ways of working.



# Sport, leisure and physical activity

## Indicators of change

### Leading

- To enable good governance and distribute leadership/learning across the system to sustain change. Capture learning and insight to influence future investment and tackle system conditions at numerous levels of influence.
- To share learning and impacts across partners and sectors, both locally and nationally to influence and showcase place work within communities facing inequalities and bring to life examples of key principles to engaging moving and physical activity within different communities.



# Sport, leisure and physical activity

## Indicators of change

### Supporting

- Maximise the assets, connections, experience and expertise in our network and partners to deliver the greatest possible impact for community investment.
- Create a sustainable model of relationships and networks to realise the potential of multi-sport policy in tackling inequalities.

### Connecting

- To share process and engagement successes and challenges through reflections process and collective sensemaking, to pick up on examples of collaboration and connection of partners and feedback from others to demonstrate the value of relationships locally in Greater Manchester.
- Strengthen the connectivity and diversity between national and local partners such as Sport England, National Governing Bodies, National Active Partnership team, GM Active, Football Foundation, England Cricket Board, and other relevant partners across the system.



# Sport, leisure and physical activity

**Move physical activity, sport and leisure within easier reach of people, increasing access, inclusion and participation of communities who are currently under-served and under-represented**

Advocate and influence relationships with sport and physical activity partners, across the GM landscape with an inequalities lens and staying true to GM Moving enablers of change

Provide strategic leadership to secure system change for physical activity and sport across the life course, with person-centred, preventative approaches in an integrated system

# Sport, leisure and physical activity



## Leading

- Place investment; increasing activity. 'Places and Spaces'
- Showcase, share stories



## Supporting

- Multi-sport facility investment
- Pivot active to wellbeing collaboration



## Connecting

- Partners: to local network, across the life course, across the system.
- GM Active 'We move as one'