







GM Moving Conference 2024: List of Speakers and Contributors

<p>Adam Blaze, Chief Executive of Activity Alliance</p>	
	<p>Adam is the Chief Executive of Activity Alliance, the leading voice for disabled people in sport and activity. He began this role in January 2023. Adam has dedicated his career to changing attitudes towards disabled people in sport and activity. Prior to his current role, Adam spent 15 years at Sport England and has also worked for The FA, and Loughborough University.</p> <p>Adam sits on Moving Communities Board and the Sport & Recreation Alliance EDI Committee, essential roles in ensuring disabled people are at the heart of decision making. Away from work, you will find him playing and coaching football, or supporting one of his six children with their sporting activities.</p>
<p>Annamarie Phelps CBE OLY Co Chair International Working Group (IWG) on Women and Sport's Global Executive</p>	
	<p>As well as the Co-Chair for IWG, Annamarie is Vice Chair of the British Olympic Association and an advocate for safe and inclusive sport for all. Former Chair of British Rowing, the British Horseracing Authority and former Vice Chair of the British Paralympic Association, she helped steer all organisations through considerable change in structure and governance. She is an Associate Consultant to Safe Sport International and serves on the Governance and Safeguarding working groups for World Rowing. Annamarie is a former World Champion in Rowing and represented GB in Women's eights at Atlanta Olympic Games 1996.</p>
<p>Dr. Ashley Gluchowski, clinical exercise physiologist (CSEP-CEP) and certified special population specialist (NSCA-CSPS)</p>	
	<p>Ashley's interest is in the awareness, knowledge, and implementation of the strength component of the UK's Chief Medical Officers' physical activity guidelines. Ashley currently holds a University Fellowship at the University of Salford. She is passionate about raising awareness of the strength training guidelines and improving strength training programming and options in the community for the health, happiness, and sustainability of Greater Manchester.</p> <p>Pop by her stall to ask all your strength training questions, get an exercise demonstration, and learn how you can get involved to help her and GM Moving to launch something special.</p>
<p>Becky Rich, Dance Leader, DanceSyndrome</p>	
	<p>Becky Rich is a Dance Leader, Spokesperson and Ambassador for DanceSyndrome. Becky joined DanceSyndrome in 2014 and completed DanceSyndrome's unique leadership training course, Dance by Example, which enabled her to learn the skills required to teach a dance session. Becky loves to dance and her favourite part of her work with DanceSyndrome is being able to perform to the public because she really enjoys raising awareness and sharing the message that people with disabilities should be accepted. This is</p>

	<p>also key to her role as Spokesperson and Ambassador for the charity.</p>
<p>Jill, Ant and Jordan, Be Strong</p>	
	<p>Jill, Ant and Jordan are changing lives and futures on the Be Strong Project. Hear Ant and Jordan's story at the conference.</p>
<p>Belinda Everett, Great Manchester Bicycle Mayor</p>	
	<p>Belinda Everett is the Greater Manchester Bicycle Mayor, and Founder of Bee Pedal Ready, being a part of the change in diversifying the cycling industry, supporting and connecting local grassroots initiatives, in creating spaces for women and young girls to fix, ride and repair bikes.</p>
<p>Beth Mitchell is the Ageing Well Project Manager for the Greater Manchester Ageing Hub</p>	
	<p>Beth works across the Greater Manchester City region, playing an important role in system re-design to enable older people in Greater Manchester to age well in place. This involves whole-system thinking and influence. Working in partnership with key stakeholders across the GM Age-Friendly Eco-system to drive forward a change in policy and practice, enabling equity, access, and equality across a wide range of disciplines such as falls prevention, mental health, physical activity, and women's health.</p>
<p>Dr Caroline Miles is a Senior Lecturer in Criminology at the University of Manchester.</p>	
	<p>Dr Caroline Miles is a Senior Lecturer in Criminology at the University of Manchester. Caroline's research interests incorporate various forms of gender-based violence and abuse, with specific interests in child and adolescent-to-parent violence and abuse (CAPVA), 'honour'-based abuse, and the abuse of women in public; as well as homicide, femicide, and parricide. Caroline's current research projects include a British Academy funded project examining non-intimate femicide, an N8 Police Research Partnership funded project on the abuse of women runners, and continuing research on parricide, with a specific focus on matricide.</p>
<p>Claire Duffy, Strategic Lead for Health Inequalities at GM Moving</p>	
	<p>Claire is the Strategic Lead for Health Inequalities at GM Moving. Claire has a long and varied background working within health and social care with a particular focus on prevention, homelessness, addiction and recovery. She is passionate about improving health inequalities, especially in relation to mental health.</p>
<p>Cookie Love is a Multifunctional Artist</p>	



Cookie Love aka Folie Art and Design is a Multifunctional Artist based in Hulme. Her creative outlets include, Spoken Word, Face and Body Painting, Art and Design work, Muralism, Events, Creative Producer for Untold Orchestra and Vocalist in a punk band!

Dame Sarah Storey, Active Travel Commissioner



Dame Sarah Storey is Greater Manchester's Active Travel Commissioner where she leads the mission to enable more people to walk wheel and cycle. On behalf of the mayor, and alongside Transport Commissioner Vernon Everitt, she's [set five key priorities](#) to ensure walking wheeling and cycling are safe and enjoyable for all, and at the heart of the integrated Bee Network.

As well as being an everyday cyclist, Sarah is a mum of two who regularly walks and cycles with her family, where they live on the edge of Stockport. She took up her Greater Manchester role in 2022, after three years working in South Yorkshire.

Update – Sarah has unfortunately had to pull out of the conference due to other commitments.






David Darcy, Dance Artist & Development Lead, DanceSyndrome











David is a Dance Artist and the Dance Development Lead for DanceSyndrome's Arts Council England National Portfolio Organisation project 'Making Strides'. He is currently leading an exciting choreography project which is giving 7 disabled choreographers the opportunity to make and present work for the first time. David has been involved with DanceSyndrome since 2014.





David has supported hundreds of wonderful people, including members of the DS Collective performance company on a one-to-one or small group basis to develop their confidence, dance technique and choreography. He has also worked with large groups in a range of settings including primary schools, retirement homes, community groups, universities and at festivals.

Dr Doug Jeffrey, Deputy Chief Medical Officer and GP Locality Lead, Manchester Local Care Organisation

	<p>Doug has been a family doctor for so long that he has watched babies grow up and have babies! He has been training other doctors for twenty-five years. He has been involved in the integration of health, social care and and the voluntary sector for ten years because it always seemed like a good plan! Doug is the Deputy Chief Medical Officer for Manchester Local Care Organisation, alongside his role as a GP and partner in Barlow Medical Practice.</p>
<p>Ed Appleby</p>	
	<p>Having completed a medical degree from the University of Oxford, Ed went on to work in hospital medicine in the North West for 5 years achieving Membership of the Royal College of Physicians. He is now a specialty registrar in Sport and Exercise Medicine where his role is divided into musculoskeletal medicine, exercise medicine and team care. As part of this I recently worked in Public Health at Salford City Council, looking at health integration and how population physical activity could be increased through primary care.</p>
<p>Ed-Davie, Policy and Public Affairs Manager at Centre for Mental Health</p>	
	<p>Ed has worked in policy and influencing roles in health charities, including the BMA, Royal College of Pathologists and the Mental Health Foundation, for 14 years. Currently policy and public affairs manager at Centre for Mental Health he manages Greater Manchester Health and Social Care commissioned work to reduce mental health inequalities, designing and delivering projects with seven of the 10 GM boroughs. Ed was also a senior local government councillor for 12 years including serving as Lambeth Council's Cabinet Member for Health and Adult Social Care and, subsequently, Children and Young People. In 2020 he graduated with a public health master's degree from King's College London having also won a scholarship to study social determinants of health with Professor Sir Michael Marmot.</p>
<p>Ellie Bamber, Dance Leader, DanceSyndrome</p>	
	<p>Ellie is a DanceSyndrome Dance Leader. She joined DanceSyndrome in 2019. After many years of performing with mainstream dance groups, Ellie was looking for a more inclusive dance setting where she would be welcomed and supported to achieve her ambitions despite having learning disabilities. Ellie has successfully completed DanceSyndrome's Dance by Example leadership training and thrives as a Dance Leader. She loves to lead inclusive dance workshops, mass participation dance activities and to perform alongside colleagues in the DS Collective performance company. Ellie has performed at high-profile events such as U.Dance and the Edinburgh Fringe Festival and has been instrumental in the development of DanceSyndrome's new Youth Collective.</p>
<p>Ellie Cosgrove is Director of Publica's Community Interest company</p>	
	<p>Ellie is Director of Publica's Community Interest company where leads on issues surrounding inclusive urbanisation. She is also Associate Professor of Urban Innovation and Policy at University College London. As an engineer, interdisciplinary researcher, dancer, and trained systems thinker, she is motivated by how</p>

	<p>technology, artistic practice, and policy innovation can combine to create a healthier and fairer society, particularly with respect to gender inclusion and just climate transitions. Ellie has recently led the development of the GLA's design guidance 'Safety in Public Space: Women, Girls and Gender Diverse People' as part of the Good Growth by Design series.</p>
<p>Eve Holt, Strategic Director, GM Moving</p>	
	<p>Eve helps lead, support and connect the Greater Manchester system as a 'movement for movement'. Facilitating strategic alignment and action at all levels and layers of the system as we work together to enable Active Lives for All.</p> <p>A passionate believer in social and climate justice and advocate for people, participation, place and planet. Eve's first career was in law working for over 15 years as a Public Law and Human Rights Solicitor, across criminal justice, asylum detention, health, mental health, social care and education cases. She is also a trained coach and facilitator and an elected Councillor in Manchester. She is a proud trustee for GM4Women2028, The Edge Theatre and Publica CIC. She loves where she lives and works and is generally found on a bike!</p>
<p>Glynis Joy Francis, co-founder of Chorlton bike deliveries co-op and our trishaw project</p>	
	<p>Glynis is the co-founder of Chorlton Bike Deliveries and our trishaw project, Cycling with Outrage (South Manchester) and Team Glow - a women's cycling network.</p> <p>She is a lifelong cyclist who has had the privilege of being both paid and a volunteer in the service of young people and adults in Greater Manchester. As a feminist Glynis committed to helping create the best conditions in which young women and women can flourish. As a trishaw pilot she is never happier than when cycling round South Manchester with willing passengers!</p>
<p>Hayley Lever, Chief Executive Officer, GM Moving</p>	
	<p>For 30 years, Hayley has played a leadership role in physical activity, sport, policy, and community development, currently as CEO of GM Moving. Hayley has always believed in the power of an active life for health, happiness, friendship, and community. She is a passionate advocate of this agenda in her culture change, system change, behaviour change work in Greater Manchester and beyond. She supports, works with, and learns from colleagues across England, and through the Global Community of Practice on whole systems approaches to inactivity and inequalities, which she founded in 2023.</p>
<p>Prof Helen Pankhurst CBE</p>	
	<p>Prof Helen Pankhurst CBE is an international development and women's rights advisor to CARE International – working mainly in Ethiopia and the UK. She is a Professor at Manchester Metropolitan University and Chancellor of the University of Suffolk and holds</p>

	<p>honorary doctorates from Edge Hill University and the University of Manchester. The granddaughter of Sylvia, great-granddaughter of Emmeline Pankhurst, Helen carries on the legacy e.g. in the Opening Ceremony of the 2012 London Olympics, advising on the film <i>Suffragette</i>, convening Centenary Action and GM4Women2028.</p>
<p>Imogen Halls, Project Lead for Health at GM Moving</p>	
	<p>As Project Lead for Health Imogen is responsible for driving key programmes and projects aimed at embedding physical activity into the healthcare sector to reduce health inequalities and support transformational change. Imogen is currently working with healthcare professionals across Greater Manchester to increase movement and reduce sedentary behaviour in patients and staff.</p>
<p>Jeanette Bain Burnett, Executive Director for Policy and Integrity at Sport England</p>	
	<p>Jeanette is Executive Director for Policy and Integrity at Sport England, where she leads a team focused on thought leadership on key policy issues in sport and physical activity, as well as ensuring integrity and inclusiveness are central to the experiences of people participating in sports and movement across the nation.</p> <p>Jeanette has held several executive and non-executive leadership roles across the arts and education sector. She is currently chair of ACTA Theatre Company in Bristol. Previous roles include Director of Participation at the Trussell Trust, Assistant Director, Communities and Social Policy at the Greater London Authority and Director of the Association of Dance of the African Diaspora.</p>
<p>John Burrow, Dance Leader DanceSyndrome</p>	
	<p>John is a DanceSyndrome Dance Leader. He has been involved with DanceSyndrome since 2019 after learning that dance was a great way to help him to cope with his mental health and learning difficulties. John completed DanceSyndrome's Level 2 Dance by Example leadership training. John excelled during the course and was keen to grow his knowledge even further. As a result, he also completed the Level 1 qualification so he could support others to complete the training and is now co-leading the Level 1 qualification at Sir Tom Finney High School. As well as being a Dance Leader, John has also performed with DanceSyndrome's DS Collective performance company at a number of prestigious events, including at the Edinburgh Fringe Festival.</p>
<p>Jolene Sheehan, founder and director of Joy Ethic</p>	
	<p>Jolene is the founder and director of Joy Ethic. She is a community-workshop leader, BAMBA registered mindfulness practitioner, and a keen writer and podcast producer. Jolene is also enthusiastic about the benefits walking and talking in nature.</p>
<p>Julie Tweedale, Co-founder Freedom Personal Safety</p>	

	<p>Julie Tweedale co-founded Freedom Personal Safety in 2008 to address the issue of violence against women and girls. She creates and delivers programmes which focus on empowerment, community safety and healthy relationships, working with the NHS, Cheshire Police, The Refugee Council, Women’s Aid, University of Huddersfield, schools, colleges, charities, businesses and local councils across the UK.</p>
<p>Kate Dale, Director of Marketing, Sport England</p>	
	<p>One of the founders of This Girl Can – the award-winning campaign from Sport England that challenged stereotypes and helped 3.9million women get more active, Kate Dale now leads all of Sport England’s behaviour change work. Prior to this, Kate spent 10 years as a trade magazine editor before becoming a brand and content specialist for major online banking institutions including Barclays. She is a non-executive director for Find Your Voice, a CIC that uses singing workshops to engage people in marginalised communities and a trustee for Switchboard LGBTQ+. In her spare time, she runs The Queer Comedy Club and is a stand-up comedian.</p>
<p>Kelly Gordon, Director KGSports Consultancy Ltd</p>	
	<p>Kelly Gordon is an experienced sports development professional, specialising in driving systemic change in the understanding of female health across sport and beyond. She has worked for a range of organisations at a strategic level across her career, including Sport England, England Netball and PwC.</p> <p>Established in 2013, KGsport specialises in taking a purpose driven approach to driving growth in participation across the sport and physical activity sector with a specific focus on female engagement.</p> <p>Kelly is also contracted by England Netball as Director of Development (interim) and Executive Lead for NETBALLHer – England Netball’s pioneering initiative designed to change the system for women and girls.</p>
<p>Lee Bugie, Public Health Specialist (Healthy Place and Live Well) in Bury</p>	
	<p>Lee has worked for Bury Council for 23 years, his roles have included Exercise Referral Service Manager, I Will If You Will Commissioner for Health and the Principal Wellbeing Development Officer for Bury Live Well Service along with National Diabetes Prevention and Low-Calorie Diet lead for the authority.</p> <p>Lee is currently employed as a Public Health Specialist (Healthy Place and Live Well) in the Health Promotion section of Bury Public Health.</p> <p>In 2023 he graduated with a Public Health Practitioner degree, Lee was a member of the first cohort nationally to complete this academic qualification. Lee’s background is as a professional footballer where he played for Bolton, Bury, Rochdale, Accrington Stanley and South Melbourne.</p>

Lisa O’Keefe, Secretary General of the International Working Group (IWG) on Women and Sport



Lisa is the Secretary General of the International Working Group (IWG) on Women and Sport, which is the world’s largest network dedicated to advancing gender equality in sport. Lisa’s previous role was Executive Director of Insight at Sport England where she led the globally recognised ‘This Girl Can’ campaign.

A former international sportswoman herself, Lisa is an advocate for women’s sport, with extensive knowledge regarding the barriers women and girls face, the need for research and insight to create systemic change, and the value of the IWG for connecting people wanting to make these changes.

Update – Lisa has unfortunately had to pull out of the conference due to other commitments.

Liz Mytton, writer, coach and facilitator



Liz Mytton is a writer, coach and facilitator based in the North West. She co-wrote *Like There’s No Tomorrow*, a National Theatre *Connections* commission in 2020. Her other work includes *Red Snapper* (2016), *Back Home* (2017), *Southside Stories* (2019) and *The Festival of Lost and Found* (2019) for the Shakespeare Birthplace Trust. Liz leads Theatre in Flow in Rochdale, an organisation committed to the championing of marginalised voices, and is a coach and trainer supporting leaders in the cultural and voluntary sector. She also sits on the Board of Bradford Producing Hub.

Matt Berry, Health and Wellbeing Coach at Urban Village Medical Practice.

Matt is a Health and Wellbeing Coach based at Urban Village Medical Practice. His role is funded through the Additional Roles Reimbursement Scheme (ARRS) and so he is also strongly affiliated to the Ancoats and City Centre Primary Care Network (PCN).





Matt’s personal and professional motivation is driven by coaching, helping individuals to realise their personal health goals and to doing my bit to close the inequalities often associated with the wider determinants of health. He strives to bring together people with the services and the health offers already available in their community.

Maya



Maya is a young British Bangladeshi, Muslim poet. She has facilitated poetry workshops, hosted and curated poetry events as well as recently writing a poem that accompanies two murals in Old Trafford, for Safer Streets, a project part of Right To The Streets. They are a part of Young Identity, and one of their poems is featured in the most recent anthology, No Disclaimers volume 2. Maya explores themes of grief, identity and social justice within her poetry.

Nicola Waterworth, Strategic Lead, Ageing in Place, GMCA

	<p>Nicola is Strategic Lead for Ageing in Place at the Greater Manchester Ageing hub, GMCA.</p> <p>Nicola has a history in local government policy and strategy, partnership working, service commissioning and managing major transformational change programmes within education and services for vulnerable children and families. She co-founded Happen Together CIC to work with a wide range of clients creating change, with a particular focus on supporting women and girls to participate in political and public life. She is a co-author of 'Women, Power & Politics: what's changed in 100 years?' for the British Council. As co-founder of Find It Film Nicola uses film to explore the many diverse stories of women's experience of sports and outdoor adventure.</p>
<p>Dr Richard Nickson, Programme Director for Active Travel at TfGM</p>	
	<p>Richard is Programme Director for Active Travel at Transport for Greater Manchester. He is leading the development and delivery of the Bee Network (the UK's largest planned walking and cycling network), through the local Cycling and Walking Investment Plan: <i>Change a Region to Change a Nation</i>. The plans include: a comprehensive infrastructure network; active (low traffic) neighbourhoods; road danger reduction; GM Cycle Hire and extensive behaviour change and training plans. Richard is a chartered transportation professional with an extensive background in highways network management, safety and sustainable travel. He completed a PhD in the Built Environment at the University of Salford in 2018 and has previously worked in both the private and public sectors</p>
<p>Rosemary Broad, Professor of Criminology at the University of Manchester</p>	
	<p>Rose Broad is a Professor of Criminology at the University of Manchester. Her research is based on modern slavery, human trafficking and gender-based abuse.</p>
<p>Sally Carr, MBE, North West Area Director, Street Games and GM Moving Board member.</p>	
	<p>Sally has worked across Greater Manchester for over 35 years. This has often been on the fringes of the sports sector, where she has been able to influence and encourage marginalised communities such as LGBTQ+, Girls and Young Women, Gypsy and Traveller young people to take up movement, physical activity and sport in ways that work best for them.</p> <p>Using a relational approach in her practice has been her mainstay and this has helped in ensuring the success of the work. Sally is a Trustee at Greater Manchester Moving and hope her contribution to the conference is of value to you.</p>

Sandy Koujou, Head of Community Empowerment and Advocacy at CAHN



Sandy Koujou is passionate about creating positive changes.

In her current role as the Head of Community Empowerment and Advocacy, working for a UK National Charity, the Caribbean and African Health network - CAHN, she designed a strategy to engage with and empower community groups, community leaders, and individuals through the advocacy service. She is also passionate about advocating for better social policies and is currently a member of various Board Meetings to help shape decision-making processes.

Sandy uses her voice as a motivational speaker and a tri-linguist, to reach a diverse range of audience. She recently had the honour of being featured as a keynote speaker on the Talk Show, TEDx University of Salford 2024.

Sanjay Bhandari, Chair of Kick It Out



Sanjay is Chair of Kick It Out, English football's leading inclusion charity. Sanjay is a Board member at the Lawn Tennis Association and is a member of the Inclusion Advisory Board at the Football Association.

Sanjay was previously a Partner at business consultancy EY and enjoyed a 30 year career in law, technology and innovation. Sanjay led many of EY's race equality initiatives including its participation in the Parker Review on ethnic diversity of UK Boards.

Sanjay is a Board Adviser to the law firm Travers Smith and is Chair of the Satellite Applications Catapult which is a hub for innovation in the UK space technology industry.

Sarah Brown-Fraser, Head of Communications and Policy, Activity Alliance



I am not a disabled woman with any great hopes of becoming a Paralympian. I do love sport - in the spectator stand or warm lounge. That probably lends my voice to be more relevant to the inactive than active market. But, more than anything, I am passionate about everyone's right to have access to activity at any level they wish to pursue. Everyone deserves the right to be as active as they wish to be – for life.

I offer leadership in communications and policy within the disability and sport field, with a passion for change. For around 20 years, I have worked in the sports charity sector. I am Head of Communications and Policy for Activity Alliance. My work means working with many from board level to journalists, to disabled people.

Sohail Munshi, Chief Medical Officer, Manchester local care organisation (MLCO)



Sohail has been a GP in Manchester for 25 years. He set up England's largest GP federation in 2016 and received a BEM in the Queens honours awards in 2017 for services to the community and primary care.

In 2018 he became the Chief Medical Officer of Manchester Local Care Organisation - a pioneering new public sector organisation, improving care by bringing together NHS community health and mental health services, primary care and social care services in the city.

Since March 2021 Sohail has also been supporting the National NHSE team on Covid vaccinations and primary care recovery. He is the senior clinical advisor to Nikki Kanani, the National Director for clinical integration.

Update – Sohail has unfortunately had to pull out of the conference due to other commitments. Dr Doug Jeffrey, Deputy Chief Medical Officer and GP Locality Lead, Manchester Local Care Organisation will be joining this panel.

Tim Gill



Tim Gill is a global advocate for children's outdoor play and mobility, and an independent scholar, writer, and consultant based in London. He is the author of *Urban Playground: How child-friendly planning and design can save cities* (RIBA Publications) and *No Fear: Growing up in a risk-averse society* (described in the New York Times as "a handbook for the movement for freer, riskier play").

A UK Design Council Ambassador and Churchill Fellow, Tim holds degrees in philosophy and psychology from Oxford and London Universities, and an honorary doctorate in education from Edge Hill University. His website is www.rethinkingchildhood.com.

Tom Stannard, UK local government professional and Chief Executive of Salford City Council









Tom Stannard is Chief Executive of Salford City Council. He supports the directly elected City Mayor, delivering local public services and improving the lives of Salford's population.

Tom leads our City-wide integrated health and social care system as the designated Place Lead for Salford in the Greater Manchester Integrated Care System (ICS). He is the lead CEO in Greater Manchester for the Economy, Business and International portfolio, GM Moving and GM Armed Forces Covenant.

From 2018-21 he was Wakefield Council's Corporate Director of Regeneration and Economic Growth, a key member of the West Yorkshire Combined Authority. Tom is a Chartered Surveyor, a Member and Chair of the UK Institute of Economic Development, and a Commissioner on the Living Wage Foundation for the UK.

Toyebat Adewale, user researcher and engagement worker at Open Data Manchester

	<p>Toyebat Adewale is a user researcher and engagement worker at Open Data Manchester. She has a background in cognitive neuroscience and psychology and has previously worked in supported housing.</p> <p>For RTTS, Toyebat lead the user research and engaged with local residents, colleges, community centres, council members and arts organisations in the North Trafford, Gorse Hill area. From this, she was able to inform project partners of the needs, frustrations and desires of the girls and women in the local area through the creation of personas.</p> <p>This led to the development of a place review tool to enable community members to have more say in how their neighbourhoods are developed.</p>
<p>The Museum of Transport Greater Manchester</p>	
	<p>The Museum of Transport Greater Manchester is in Cheetham, just on the edge of Manchester city centre, and has a collection of over 70 vintage buses tracing the history of Greater Manchester’s road passenger transport. From twopenny singles to seaside tours, the museum takes you on a ride back in time to the bus that took grandma to the shops, or even took you to school.</p> <p>2024 marks the bicentenary of Britain’s buses – and it started here, in Salford, in 1824 when John Greenwood began an omnibus service to Manchester. The museum is a unique partnership between TfGM, which owns the museum building and some of the exhibits, and volunteers who work behind the scenes. The museum is wheelchair accessible throughout.</p>
<p>Viveen Taylor, Director for Equality Diversity and Inclusion, Sport England</p>	
	<p>Viveen joined Sport England in 2018 as Strategic Lead for low socio-economic groups and became Director for Equality Diversity Inclusion at the beginning of 2021.</p> <p>Through strong leadership Viveen is actively influencing change, working with partners to build a sporting landscape which redresses the deep-rooted issues of exclusion and discrimination. With a strong belief that we are all accountable for the change we must see, Viveen is committed to creating spaces that are welcoming, affordable, inclusive and accessible; especially to audiences who often feel marginalised and excluded.</p>
<p>Wheels for All</p>	
	<p>The Wheels for All team will be on hand to chat through all things inclusive cycling across GM and beyond, whether its a focus on many of the inclusive cycling hubs across the region or learning about the Bike Buddy programme in partnership with TFGM. Come and try a range of adapted cycles at the Lowry Theatre plaza, and find out more about Wheels for All". www.wheelsforall.org.uk</p>
<p>Dr William Bird MBE</p>	

	<p>Dr William Bird MBE was a family GP in the 1990s where he pioneered the concept of social prescribing by setting up the first Health Walk scheme, closely followed by the first Green Gym.</p> <p>William is an advisor to the World Health Organisation, the Office for Health Improvement and Disparities and Sport England. William was awarded an MBE in the 2010 Queen's New Year Honours and as an Honorary Professor at the University of Exeter in 2021. In 2022 Dr Bird was officially appointed as the Chair of Active Essex, the Active Partnership for Essex. In 2010, he set up Intelligent Health, an organisation that has a mission to build healthier, active and more connected communities.</p>
<p>Will York, Walk Ride GM</p>	
	<p>Will York is part of Walk Ride GM; a collection of 22 local groups campaigning to make walking, wheeling and cycling the natural choice for short journeys in Greater Manchester. Walk Ride acts as a "critical friend" helping authorities to deliver better active travel provision.</p>
<p>This is not an exhaustive list of everyone who is contributing to the conference.</p>	