

Greater Manchester
Moving > ^ < v

Priority plan: Active adults



Active Adults

Our shared ambition

Create the conditions for moving in everyday life, designing it into everyday habits, routines, activities and spaces; building on momentum to enable movement to become accessible to all and support adults, as they age, to live well for longer.

Our contribution

Work collaboratively, and with an intersectional approach, to make moving an accessible and enjoyable experience for ALL adults, in and out of work and in their communities and places. We will do this by:

- Using research, data and insight as a lever to improve provision, opportunities and access to physical activity and continue to develop our understanding of the complex barriers and intersectional inequalities that prevent some adults from being physically active in their daily lives.
- Continuing to collaborate and develop strategic relationships with partners and stakeholders to contribute to greater economic and social inclusion and help reduce the inequalities gap
- Continuing to connect to the GM Ageing system to create a whole systems approach to physical activity for older adults.
- Continuing 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 priority audiences. to help shift cultural norms and ideologies that hold inactivity and inequality in place.

Active adults

Priority- Workplace Wellbeing

Lead

- #ActiveSoles movement to include national Active Workplaces Community of Practice.
- Develop connections and understanding of the barriers faced by our target audiences to being active. Working collaboratively to help remove these at different layers of the system.

Support

- Partnerships with employment services to address inequalities
- Workforce training and development to increase knowledge, understanding and confidence of staff to have physical activity conversations .

Connect

- Share and amplify learning and stories across the system to help create a ripple effect across organisations and businesses within GM and nationally, e.g through The Good Employment Charter.

Tailored approach :

Low paid, zero-hour contract, insecure jobs with a focus on social care workforce. People with poor mental and physical health, a LTHC or disability.

Adults out of work or at risk of worklessness



Active adults

Priority- Active Ageing

Lead

- Tackle systemic ageism, leading the narrative to normalise active ageing, sharing age positive stories and inclusive imagery and language.
- Amplifying how women's specific health conditions impact on their ability to be active as they age and how being active can support management of conditions.
- Coordinating GM Menopause Network, to connect and advocate for change within Greater Manchester system and support implementation of GM Womens Health Strategy. Share our learning and expand AP Menopause Community of Leisure.

Support

- GM Ageing hub, working closely to embed physical activity within the refreshed strategy, particularly the Live Well agenda.
- Integrating of physical activity into Ageing in Place Pathfinder to develop new ways of supporting older people to live well and age in their communities
- Integrating physical activity into GM health and social care e.g. Falls Prevention and the GM Falls Collaborative.
- Ageing system across GM and beyond with the latest data, insight, research and learning, and to embed learnings into practice.

Connect

The University of Manchester's Healthy Ageing Research Group into the wider GM Ageing system to test research, learning and gather insight.

Tailored approach

Women from ethnic minority communities, Low Socio-Economic Groups



Active adults

Priority- People and Communities

Lead

- We will play a lead advocacy role in amplifying the voices and experiences of those who face the greatest challenges and inequalities to be and remain active in their everyday lives.
- We will do this by greater and more effective collaboration and co-production across the system.

Support

- Marketing and comms to increase the stories and images from diverse and often underrepresented people and communities.

Connect

- Across the internal GM Moving team and with key stakeholders across GM to scale up work across identified audiences with a particular focus on those who experience the greatest health inequalities.

Tailored approach - lower socio-economic groups including South Asian Communities, accessed via faith leaders, VCSE and people with lived experience.



Active adults

What's the change we will see?

Progress against the 5 enablers of Change:

Involving local people and growing assets

Learning and Adapting

Effective work across and between sectors

Strategic Leadership enabling collective leadership

Transforming governance and processes

How will we know?

Progress will be captured through:

Monthly reflection logs and quarterly sense making by enabler

Bi-yearly updates to priority plan tracker of enabler maturity with evidence

GM Stakeholder Survey perceptions of enabler maturity across the system

Deep dive research for emerging priority themes via observations, interviews or commissioned evaluation

