

Greater Manchester  
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# Conference 2025

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**ANDY BURNHAM**  
MAYOR OF  
GREATER  
MANCHESTER

**GMCA** GREATER  
MANCHESTER  
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**NHS**  
in Greater Manchester



**Greater  
Manchester  
Integrated Care  
Partnership**

Greater Manchester  
VCFSE Leadership Group  
The sector's voice in devolution

**GM** ACTIVE

**Connecting health and community-  
led wellbeing for stronger  
outcomes**

#GMLiveWell

# •GM LIVE WELL

.Growing Great Everyday Support in  
Neighbourhoods



## LIVE WELL

DOING THINGS DIFFERENTLY WITH  
GREATER MANCHESTER'S COMMUNITIES



# What is GM Live Well?

.GM Live Well is Greater Manchester's commitment to ensuring great everyday support is available in every neighbourhood.

.Together, communities, public services and partners can tackle health, social and economic inequalities by changing how we work together to grow opportunities for everyone to Live Well.

GM Live Well is about making sure everyone across GM has the resources and connections to be healthy, connected and able to Live Well. This includes:



People being connected to a **wide variety** of activities, support and information



People are being heard and **enabled to contribute** to make their communities healthier and happier



People and communities have the **resources** to make change happen



# GM Live Well Recap

GM Live Well is a city-region-wide commitment to ensuring people get the support they need, at the right time, in the right place through:

- A network of welcoming and empowering **Live Well centres and spaces** offering integrated financial, employment, well-being, health and social support as well as social connection for residents. These will be accessible from any neighbourhood and through our health service.
  - Equal, connected and consistent support offers** - whether for housing related issues, money advice, employment support, getting connected to community activities or other types of support. They will bring together the best of our public services and be crowded with the local VCSFE groups that already know and serve their local communities so well.
  - A **‘Live Well workforce’** with a shared ethos and ability to collectively pull support around individuals, families and communities in a way that responds to their unique needs and builds on strengths.
  - Moving from a fragmented welfare system to a **proactive, preventative, community-led model** - that instead of waiting for people to fall into crisis, will invest in prevention, early intervention and community-led health, care and support.
-

# GM Live Well as a catalyst for delivering community-led prevention

Achieving Greater Manchester's Live Well ambition will focus on four key components:

**1** **Live Well Centres, Spaces and Offers**, connecting brilliant everyday support

Supported by

**2** **A vibrant and resilient VCFSE and communities**, resourced to respond at scale

Embedded within

**3** **An optimum neighbourhood model** working alongside people and communities

Underpinned by

**4** **A culture of prevention**

## Supporting Locality Implementation

- Greater Manchester's leaders support commitment of £10m investment from GMCA and NHS GM to develop GM's Live Well vision, with at least 50% to go directly to VCSFE partners
- Will sit alongside £10m government funding to reform employment support, helping people back into work with tailored help and advice
- Live Well Communities Fund launched, growing investment in the region's community groups and organisations
- Live Well will improve outcomes for people and public services, laying the groundwork for more devolution that will go even further to reimagine social support from the ground up

For more: [Greater Manchester invests £10m to support Greater Manchester residents to live well - Greater Manchester Combined Authority](#)



# What would the proposed Live Well Implementation Support Fund be used for...

- To **establish at least one 'Live Well Centre'** to serve as the local flagship/vanguard for developing and delivering Live Well support.
  - To **enhance an existing local setting**, or it may be used to accelerate the integration of a number of different points for joined up support.
  - To **enable the co-location of staff to form cross-sector teams (i.e. all relevant public services and VCSFE sector)**.
  - To **better align the neighbourhood model with the flagship Live Well centre**.
  - **50% of the funding would be used to directly support the local VCFSE sector's contribution to Live Well** ensuring they can contribute to the local roll-out.
  - To **build on existing model and contribute to the development of Live Well workers or navigators** operating from and between Live Well Centres and Live Well Spaces.
-



# What have people told us a Live Well Centre needs to be?

**Accessible, Community-Centred Spaces:** Live Well Centres are visible, welcoming hubs that are part of the community. They offer safe, informal spaces where people can access support, connect, and thrive—without stigma.

**Offering Strength-Based Support:** We start with people's strengths, not their deficits. By focusing on assets, we build trust, hope, and recovery. Everyone deserves time and space to grow, and when set up for success, most people will thrive.

**And Personalised, Holistic Care:** Support is tailored to each individual, prioritising mental health, wellbeing, and skills development. We provide the tools people need to navigate life's challenges, while offering practical help and fostering personal growth.

**Where you can develop Authentic Relationships:** Building trust through consistent, visible, and relatable helpers is key. People are known by name, creating a sense of belonging and safety, and our helpers lead with authenticity and vulnerability.

**Build Community Power & Participation:** Live Well Centres empower communities to take ownership and shape the services around them. Through local leadership and active participation, we create a sense of collective responsibility and solidarity.

**Find Social Connection & Joy:** We focus on building relationships through shared activities that foster fun, confidence, and a sense of belonging. It's about creating joyful, sustainable connections, not just support.

**Seek Fair, Sustainable Employment:** We engage with local businesses and institutions to create fair, green job opportunities. Our focus is on good work that uplifts communities and supports long-term economic health.

**And Challenge Stereotypes:** We break down stereotypes, offering everyone the chance to take on new roles and grow. Personal development and social mobility are central to helping people navigate different settings and achieve their goals.

**Where Connections Matter:** "It's who you know" is key to success. We help people build meaningful networks and supportive relationships that open doors to new opportunities.

**And you will encounter Inclusive, Empowered Staffing:** Our staff reflect the communities they serve, bringing lived experience and diverse backgrounds to foster trust, representation, and relatability.



# What? A strong, connected neighbourhood

## Every place and person has a role to play

- ✓ Live Well centres and spaces
- ✓ Equal, connected and consistent support offers
- ✓ A Live Well workforce

*Accessible, inclusive, parks, open spaces, leisure centres, community venues, youth clubs, community centres, walking routes, cycle ways.*

*Affordable, accessible buses, bikes, trains and trams.*

*Safe streets.*

*Active Schools and education settings.*

*Active health and care settings.*

*Active workplaces.*

*Healthy high streets- shops, cafes*



The Pivot to Active Wellbeing Programme would like to thank Bury Council for permission to adapt and reproduce this model

# How? People, connections and relationships

Trust, relationships, connectivity in community system

Social capital

Community power and leadership

Mindsets, behaviours, ways of being and working

**Values and mindsets:** Optimistic, passionate, empathetic, inclusive, open, relationship building  
Curious, reflective, brave, willing to change the status quo, thinking in systems not projects or programmes, comfortable with uncertainty, commitment to tackling inactivity, inequality and discriminatory processes, resilient.

**Working in a whole system place-based way requires a focus on values, mindsets and behaviours** – to fully embrace the approach and create change. This needs to grow and become the norm across systems in order to secure long term buy in and value to the way of working.

- **To do this, you need** – leaders at all levels of the system and dedicated capacity.
- **Capacity needed often includes** – time and space at a strategic level to convene and influence and engage in the value of taking a systems-based approach to tackling inactivity and the associated underpinning inequalities. This capacity can be embedded in organisations through diverting current work priorities and sometimes additional capacity through secondments/recruitment. Overtime the ambition should be to influence mainstream services/approaches/priorities so that taking a systems-based approach becomes business as usual.
- **The capacity tends to be a medium-term commitment** – to enable the building of relationships and ensure that physical activity is integrated into the infrastructure and culture of the various organisations and people working across a local system.



# How? Conditions and enablers

***National Evaluation and Learning Partnership  
Conditions for Change***

***National Evaluation and Learning Partnership  
Conditions for Change***

Culture and practices for physical activity

Physical environments that enable physical activity

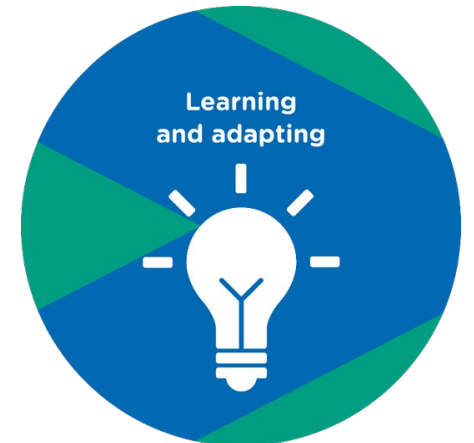
Processes for identifying the barriers and enablers of physical activity

Organisational policies, processes and structures that enable

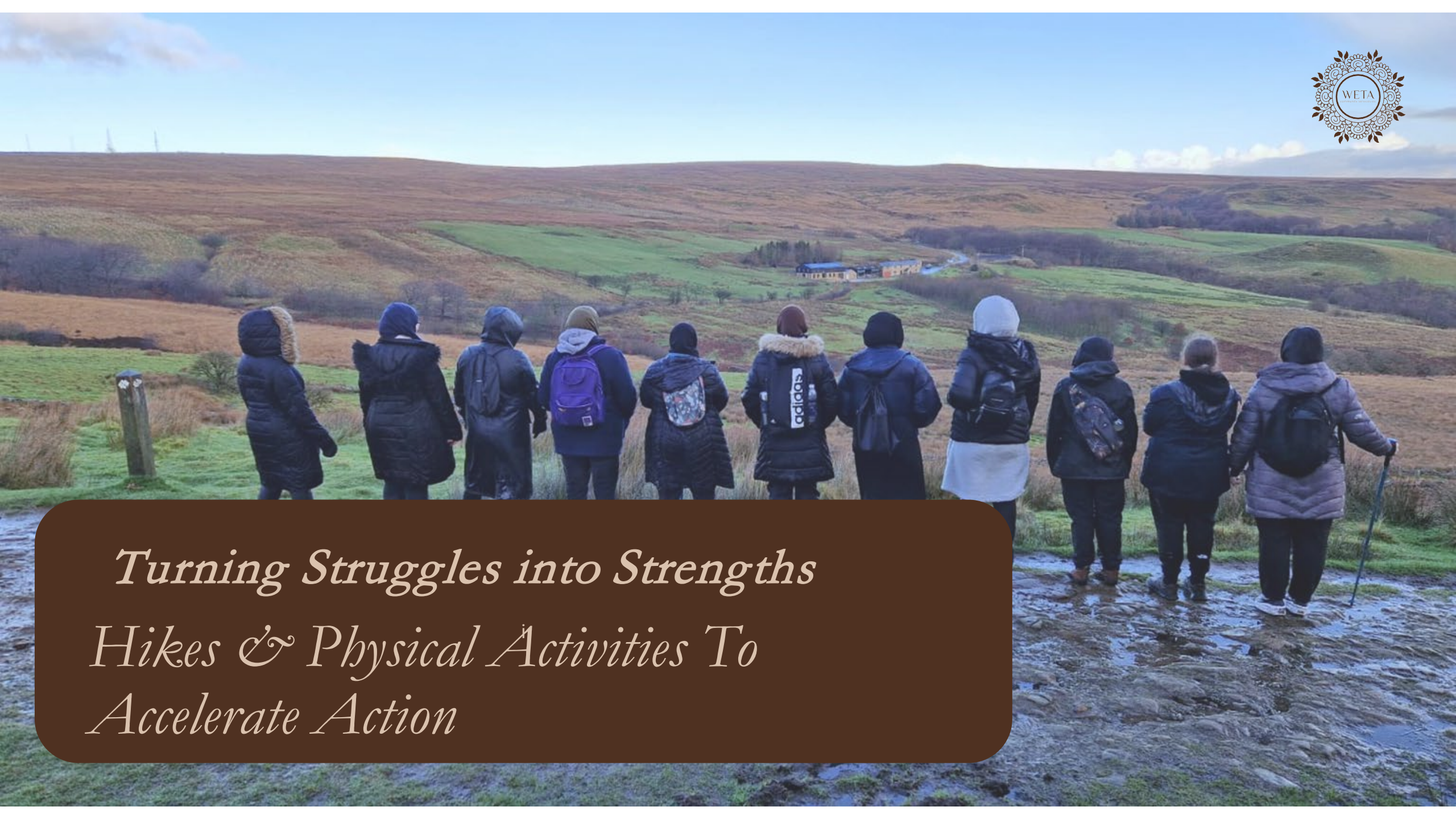
Capacity and capability across the community, volunteers and workforce

Collaboration, local leadership, community led action

Cycles of learning and action



Source: GM Moving Enablers of Change (Substance Consortia)

A group of eleven hikers, seen from behind, are standing on a muddy, rocky trail. They are wearing various winter jackets and backpacks, looking out over a vast, rolling landscape of hills and valleys. The terrain is a mix of brown, dry grass and patches of green. In the distance, a small cluster of buildings is visible in a valley. The sky is a pale blue with some light clouds. The overall mood is one of quiet contemplation and outdoor activity.

*Turning Struggles into Strengths*  
*Hikes & Physical Activities To*  
*Accelerate Action*



# WHO WE ARE?

“WETA is a community that curate and celebrates real-life journeys of resilience — stories shaped by struggle, strengthened by emotion, uplifted by laughter, and woven together with creativity and sisterhood.”

*Empowering You to Thrive in Every Aspect of Life Through Creativity Approach*



*Breaking Barriers, Empowering Communities*

# *Introduction to WETA- Women's Empowerment Through Arts*



- WETA is dedicated to supporting women's well-being through holistic approaches.
- Creating pathways of progression
- Engage – Educate - Empower
- Encouraging physical and mental health activities
- Providing non-judgmental safe spaces
- Promoting outdoor activities





# Our Services



*Breaking Barriers, Empowering Communities*



**Nature For  
Health  
Projects**



**Promoting Mental  
Health & Wellbeing  
– Hikes & wellbeing  
walks**



**Flourish with ME  
TIME – Wellbeing  
workshops with  
Henna Art**



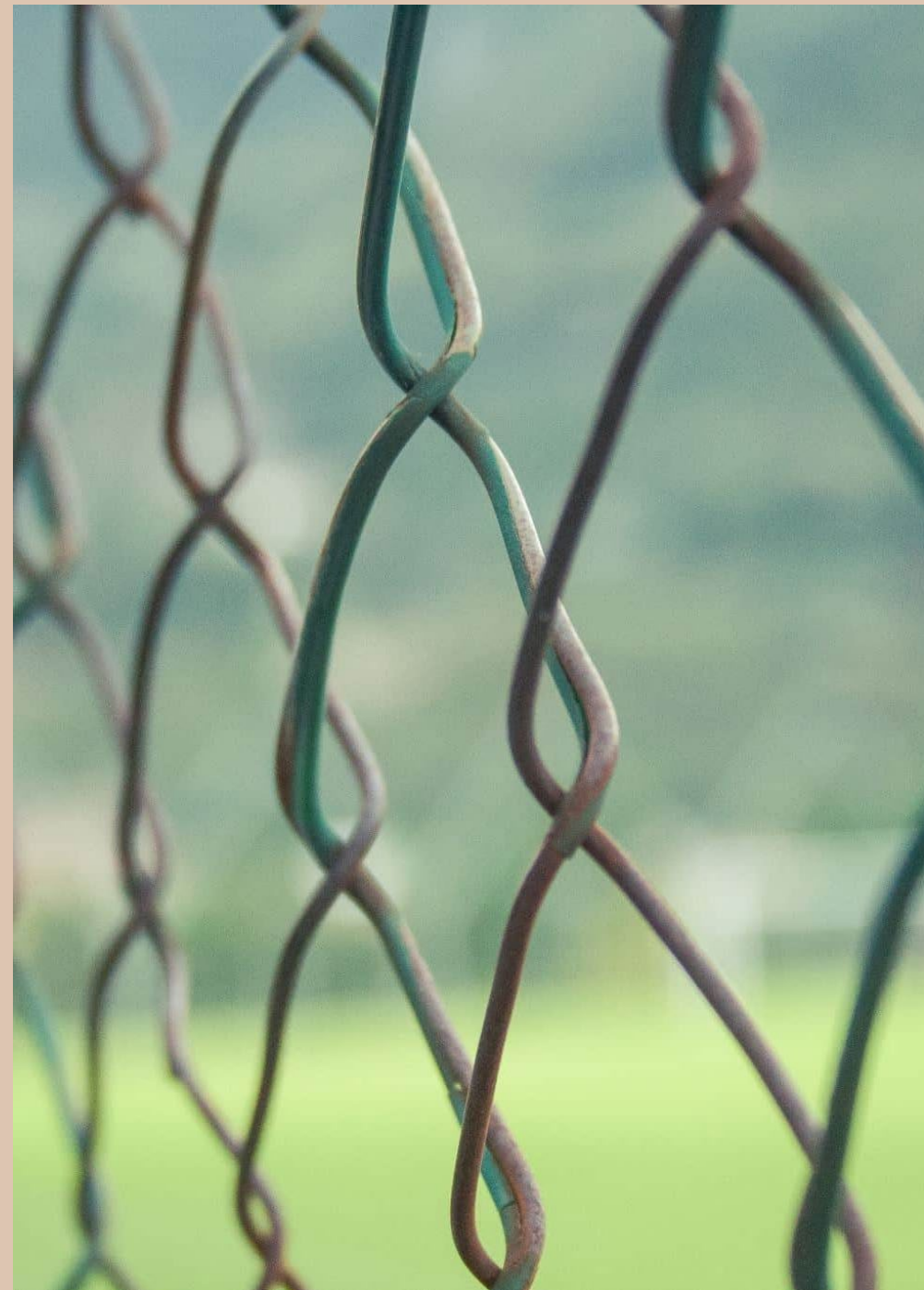
**Training  
Consultancy**



## Breaking Barriers – Creating Access to Nature

### *Why is access to nature limited for women of colour?*

- Safety concerns & lack of representation in outdoor activities.
- Socio- economic barriers
- Cultural barriers, caregiving responsibilities, & limited outdoor experiences.
- Mental health struggles and lack of spaces for reflection & self-care.





*Breaking Barriers, Empowering Communities*

## How WETA is changing this:

- We challenge stigma
- We break the barriers
- We are culturally sensitive & Trauma informed organisation
- We Create safe outdoor spaces & structured activities for women and families
- We are Inclusive, Multilingual & accessible to all
- Professional hijabi guide & walk leader





# Breaking the Cycle

More women now feel confident to hike alone or with family.

Women are becoming role models in their own communities, inspiring others to get active.

Barriers are no longer stopping us – we are making the outdoors OUR space!





# Community Impact

## How WETA's hikes have transformed lives?

- Women overcoming fears and mental blocks
- Building confidence through nature therapy
- Creating a strong, supportive sisterhood.



# Future Goals to expand the impact

- Introducing family hikes, mother's & kid's hikes, and community challenges.
- Training women to become hike leaders, walk leaders and encourage more participation.
- Partnering with local councils & outdoor initiatives to create more access to nature.
- Reaching more marginalised women in the community





# Impact & Achievements

Over 200 women engaged since November.

Hiking distances increased from 3 miles to 5+ miles per 2 hr session.

Weight loss success stories: Example – Aysha lost 2.5kg in 2 weeks!

**Mental health benefits: Reduced stress, anxiety, and increased confidence.**

**Youngest hiker- 3 years old  
Oldest hiker- 75 years old,  
65 yr old hiking with her grandchildren.**

**Mums & Kids Hike Day – Total 45 participants, including children and autistic members.**

# Creating Lasting Friendships & Support Networks

Women from diverse backgrounds and ethnicities bonding over shared experiences.

Mothers, grandmothers, daughters, and sisters hiking together.

Building a community of encouragement, accountability, and empowerment.

*Breaking Barriers, Empowering Communities*

# Success Stories

*Real transformations from our hikes -*

- *Aysha lost 2.5kg in just 2 weeks*
- *Feel good factor – Nature addiction*
- *Improvement in physical movement*
- *Improved Asthma*
- *Mindfulness – feel better*
- *Spiritual – connecting to the Lord*





WETAs On going project  
also included,

## Nature For Health Project

- Nature for Health is a unique outdoor initiative supporting the Healthier and Happier Me project.
- Designed to support individuals living with long-term physical health and mental wellbeing, this program harnesses the power of nature to enhance mental and physical well-being.
- Its has been an amazing success.





**How can we do even better ?  
What do we need to be more  
successful ?**

WE NEED To Be  
Seen

FUNDING  
OPPORTUNI  
TIES

WE NEED To Be  
Heard

WE NEED  
Collaboration



*Thank You for Supporting WETA*

# TAKING STEPS TO EMPOWER HER

## Creating a movement for movement

...○

We are changing the narrative – creating stories of  
**SUCCESS**





# THANK YOU!

*Join us in building stronger and  
healthier communities!*

*We welcome everyone to connect  
through nature, fitness, and  
sisterhood—breaking barriers and  
growing stronger together!*

# Example four:

Providers work differently to integrate physical activity into the workforce's day.

Dr Ashley Gluchowski -  
Salford University





# Integrating Strength Breaks into the Workforce's Day

Ashley Gluchowski, PhD, CSEP-CEP  
May 12, 2025





# Ashley Gluchowski, PhD

University Fellow

Clinical Exercise Physiologist

Special Population Specialist

Implementation Support Specialist



University of  
**Salford**  
MANCHESTER



# SUSTAINED EFFECTS OF INCREASING SEDENTARY BEHAVIOR

**Central nervous system:**  
- no data

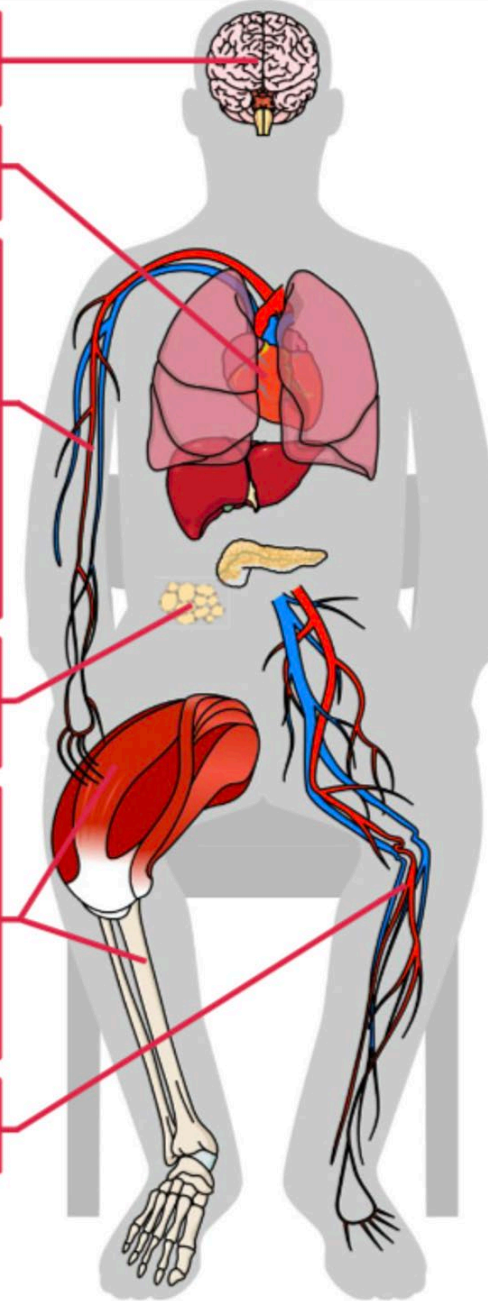
**Cardiorespiratory system:**  
↓ cardiorespiratory fitness

**Intermediary metabolism:**  
↑ postprandial (pp) glucose and insulin responses  
↓ insulin sensitivity  
↑ TG, poor lipid profile ?  
↑ fasting/pp CHO oxidation #  
↓ fasting/pp lipid oxidation #  
↑ pro-inflammatory markers ?  
Impaired adaptations to exercise session#

**Adipose tissue:**  
↑ total body fat, adiposity  
↑ visceral fat depot #

**Musculoskeletal system:**  
↓ muscle activity  
↓ total fat-free mass  
↓ muscle strength\*  
↓ insulin sensitivity  
↓ oxidative capacity  
↓ bone mineral density\*

**Cardiovascular system:**  
↑ vascular dysfunction ?



**RESEARCH ARTICLE**

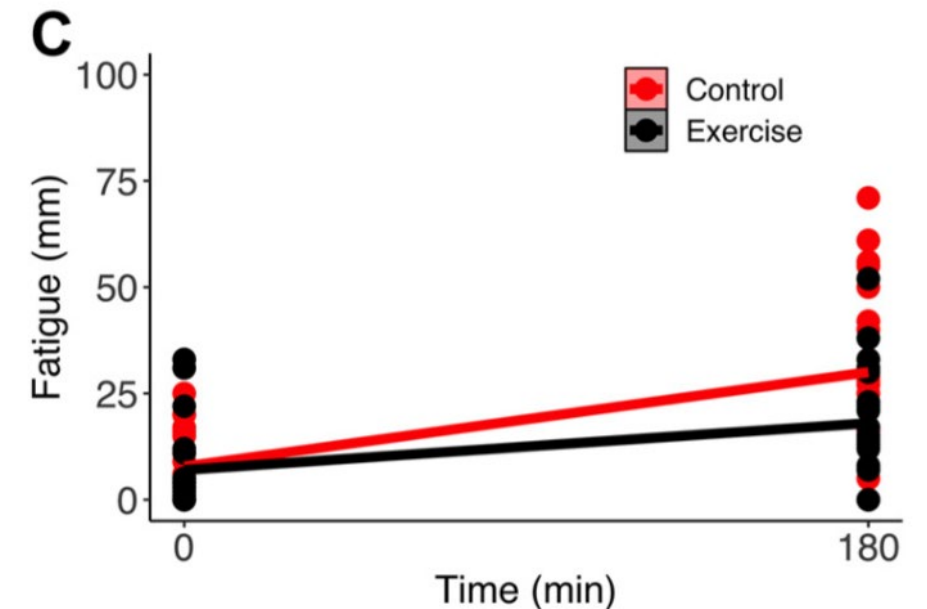
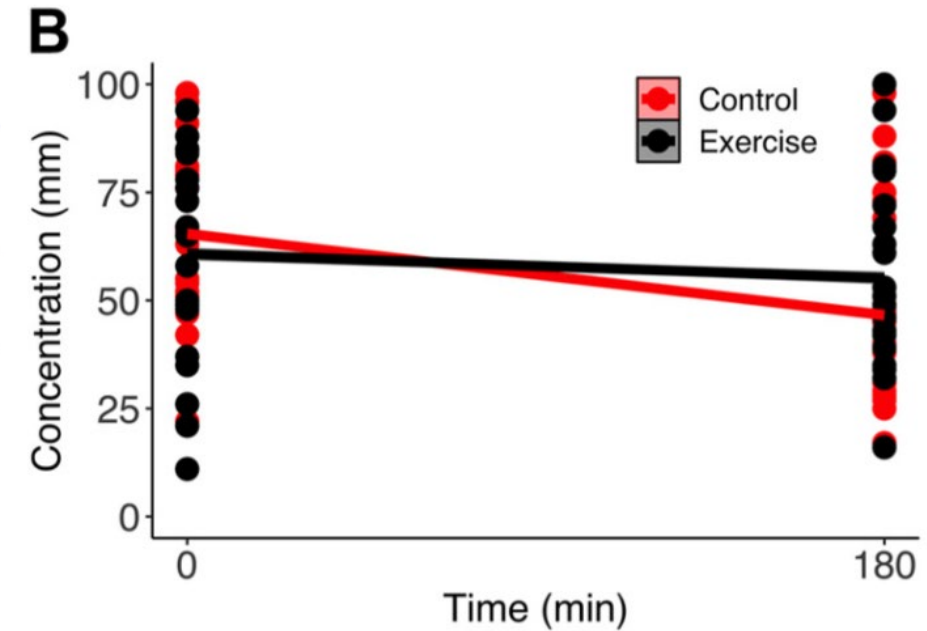
*Physical Activity and the Brain*

**Effects of intermittent exercise during prolonged sitting on executive function, cerebrovascular, and psychological response: a randomized crossover trial**

 Masahiro Horiuchi,<sup>1,2</sup> Alexander Pomeroy,<sup>3</sup> Yukari Horiuchi,<sup>4</sup>  Keeron Stone,<sup>5,6</sup> and  Lee Stoner<sup>3</sup>

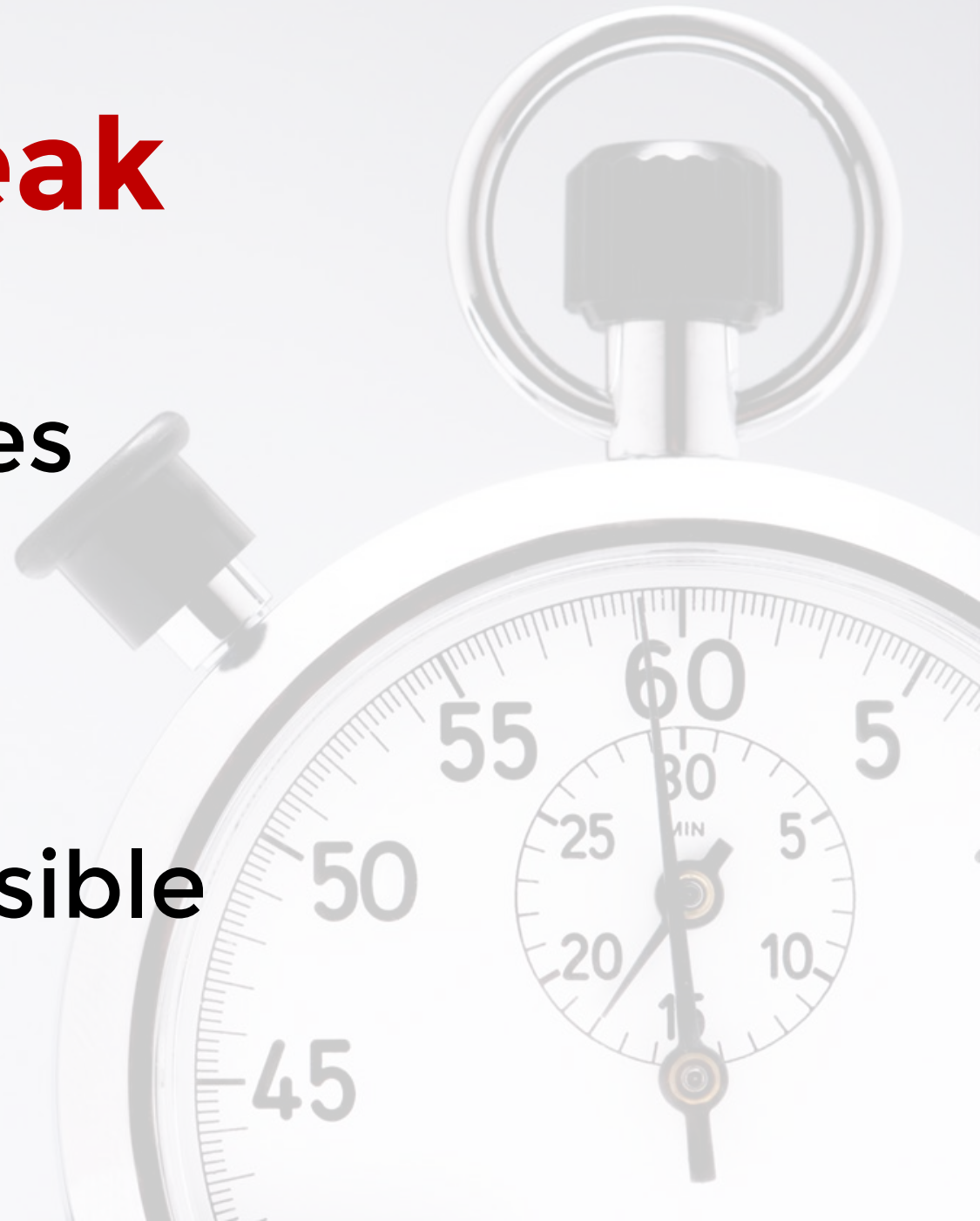
## Squat breaks -

- ✓ **Preserved blood flow to brain**
- ✓ ↑ executive function (faster, more correct completion times)
- ✓ ⇔ maintained concentration
- ✓ Suppressed increases in mental fatigue



# Mini Strength Break

- F** – every 20 – 60 minutes
- I** – vigorous intensity
- T** – squat
- T** – 1 minute
- V** – as many reps as possible
- P** – not as applicable



# **Full Strength Break**

**F** – 1 – 4x per day

**I** – vigorous intensity

**T** – 5 – 6 exercises

**T** – 3 minutes

**V** – 10 repetitions

**P** – through frequency, number of exercises,  
exercise difficulty, external resistance





# Strength Breaks in the Workplace at the University of Salford



**Dr. Ashley Gluchowski**  
Clinical Exercise Physiologist  
University Fellow, The University of Salford

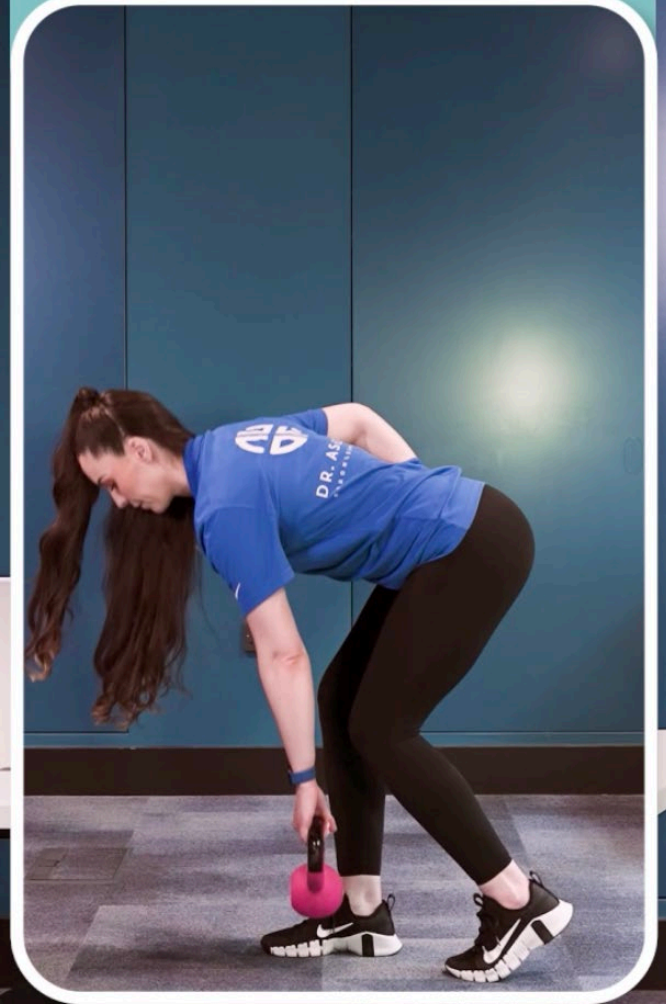
- Can be done
- Right beside your chair
  - Without leaving your desk/office unattended
  - Without any equipment
  - In as little as 60 s (up to 3 min)
  - For an immediate boost to mental and physical health

# One piece of advice

Improve your organisation's movement, health, and wellness culture by leading by example - integrate **Strength Breaks** into *your* workday

\*Bonus points for doing them together as a group at the beginning or end of team meetings

KICKSTAND DEADLIFT:



TAKE HOME MESSAGE

[Linktr.ee/STRONGERwithAGE](https://linktr.ee/STRONGERwithAGE)