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A photograph of four women of diverse backgrounds high-fiving each other in a grassy park. The woman on the right is a Black woman with her hair in a bun, wearing a grey and pink long-sleeved shirt and a white watch. The woman next to her is a South Asian woman with dark hair, wearing a grey patterned shirt. The woman next to her is a white woman with blonde curly hair, wearing an orange and white halter top. The woman on the far right is partially visible, wearing a purple shirt. They are all smiling and looking towards each other. In the background, there are houses and trees under a cloudy sky.

Envisioning System Maturity: Accelerating Place-Based Change for Physical Activity.

12/05/2025

A photograph of four women in athletic wear high-fiving outdoors in a park. The woman on the right is a Black woman with her hair in a bun, wearing a black and pink long-sleeved shirt and black leggings, with her arms raised in a celebratory gesture. Next to her is a woman with dark hair wearing a grey long-sleeved shirt. To the left is a woman with brown hair wearing a pink shirt, and further left is a woman with blonde curly hair wearing an orange and white halter top. They are all smiling and appear to be celebrating. The background shows a grassy area and some houses under a cloudy sky.

‘The conditions that will speed up change’

12/05/2025

Our mission:

enable active lives for all by tackling inactivity and addressing health inequalities.

Purpose

- Understand the 9 Conditions of Change and why they matter
- Explore their impact through real-life stories
- Learn how to apply them to your own context
- Leave with a personal pledge for change



Introductions

- Name?
- Where are you from?
- What do you love about where you live/work/volunteer/study?



What is Place-Based Working in Physical Activity?

Place-Based Working means creating physical activity approaches that fit the specific needs, strengths, and context of a local community and its people.

Designed with local people

Focuses on local needs

Builds on the strengths of a place

Aims for long-term change

Place-based working in action

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“Nice idea—but how does it change the system?”



Place-based working in Action

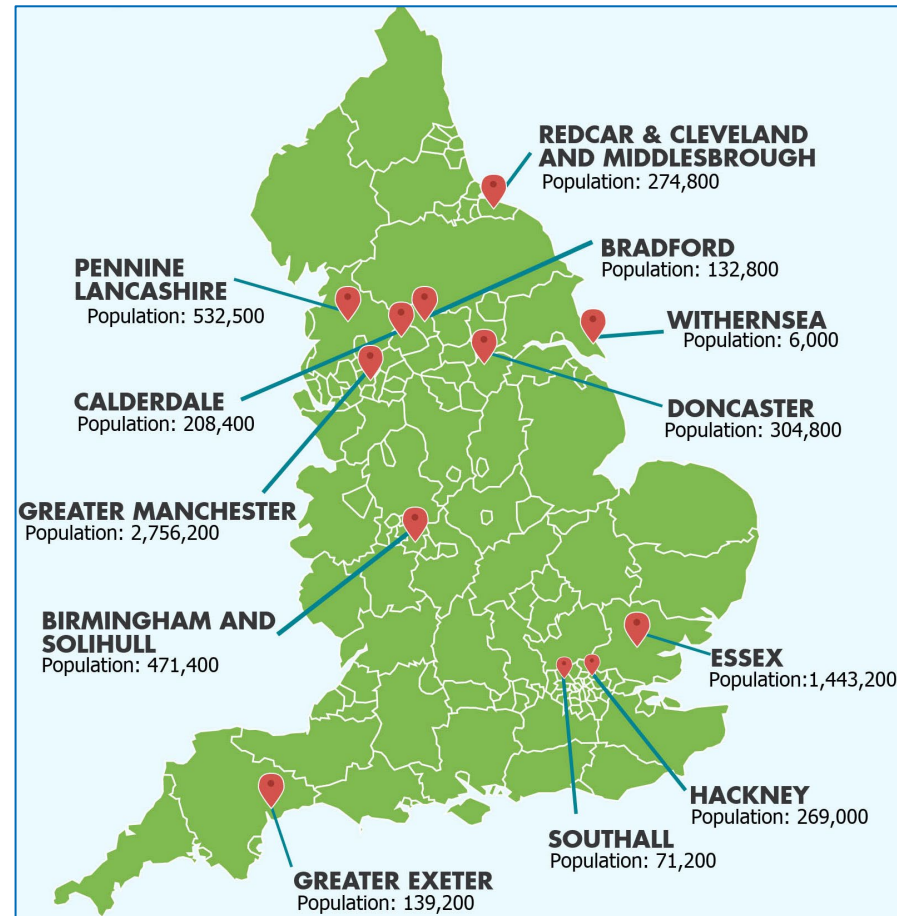
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Place-based working = Systemic change through local action

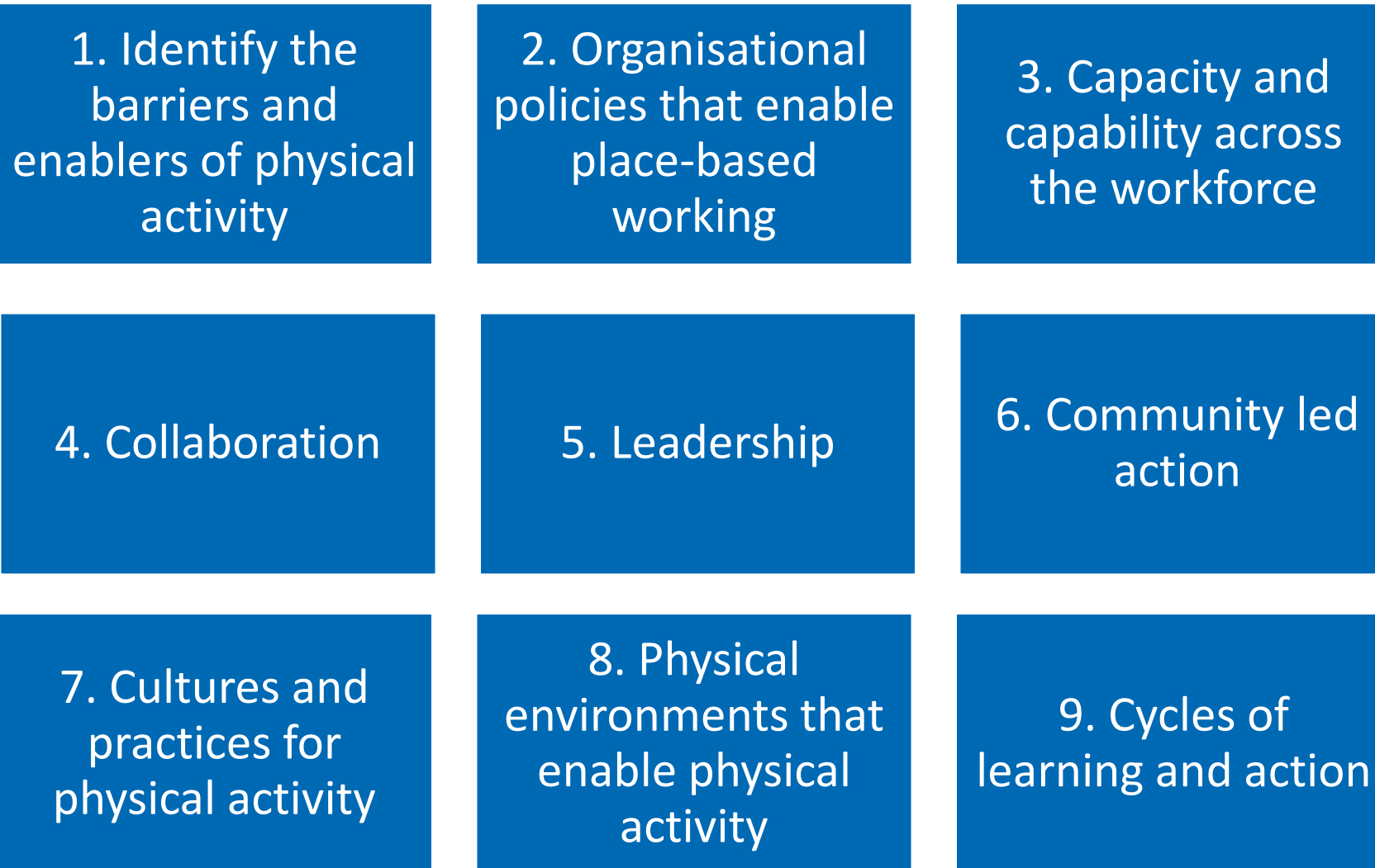


9 Conditions: What is needed to enable this work?

Shared patterns across 12 national place-based approaches.



9 Conditions: What is needed to enable this work?



9 Conditions: What is needed to enable this work?

Foundations

1. Identify the barriers and enablers of physical activity

2. Organisational policies that enable place-based working

3. Capacity and capability across the workforce

4. Collaboration

5. Leadership

6. Community led action

7. Cultures and practices for physical activity

8. Physical environments that enable physical activity

9. Cycles of learning and action

9 Conditions: What is needed to enable this work?

Ways of
working

1. Identify the barriers and enablers of physical activity

2. Organisational policies that enable place-based working

3. Capacity and capability across the workforce

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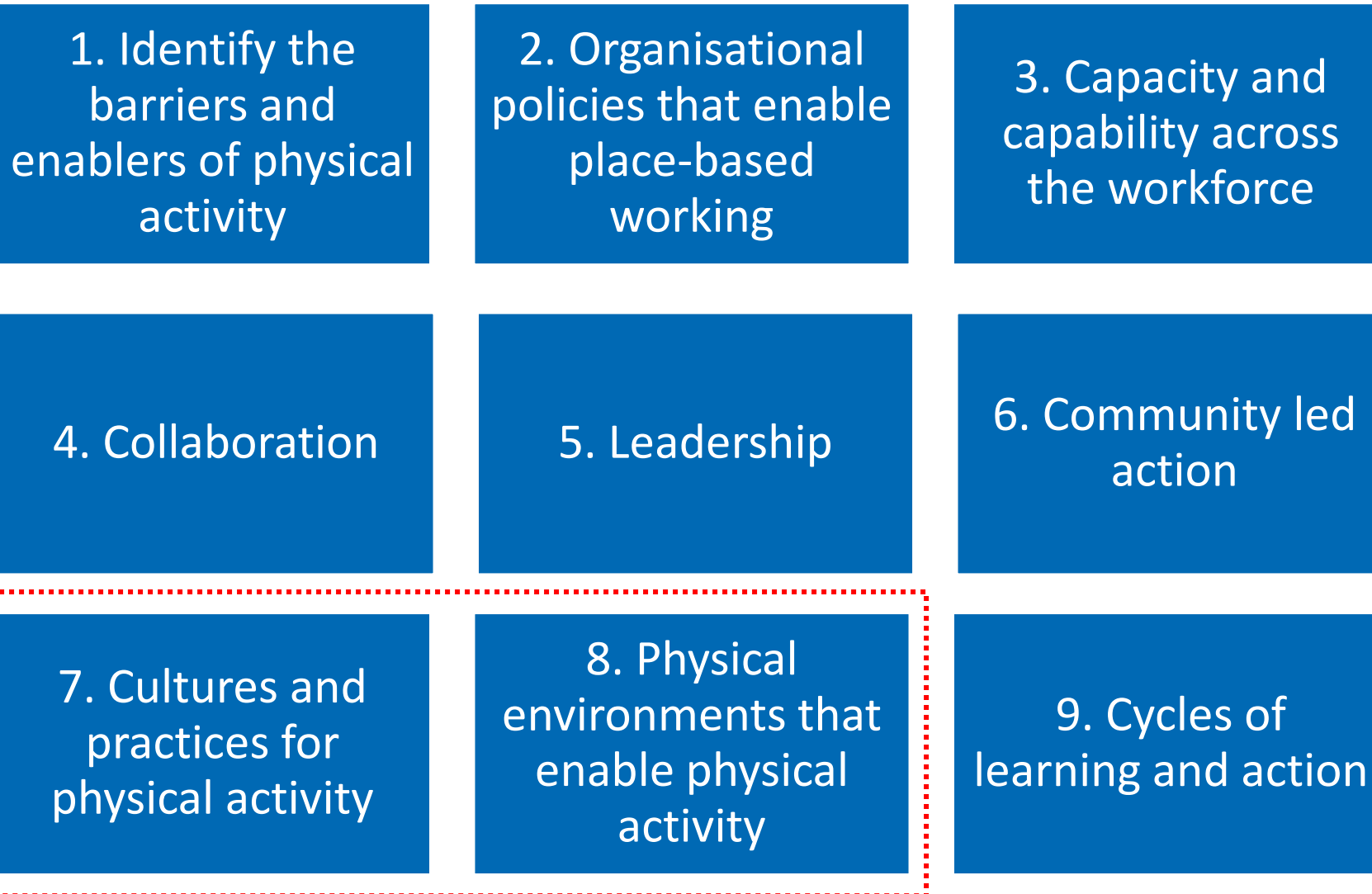
6. Community led action

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9 Conditions: What is needed to enable this work?



Settings

9 Conditions: What is needed to enable this work?

1. Identify the barriers and enablers of physical activity

2. Organisational policies that enable place-based working

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Embedded Learning

Activity: Explore the 9 conditions

Activity: Gallery walk

What You'll Do:

- Walk around and explore each of the 9 conditions displayed around the room
- Reflect: Which ones are strongest in your work? Which need attention?

Goal: Start a conversation and connect the conditions to your local context.



Activity: Applying the Conditions

Each group will:

- Work from this shared scenario.
- Focus on one assigned condition from the Nine Conditions of Change.

Discuss:

- How this condition helps you understand and respond to the problem.
- What specific actions you could take using this lens.
- What success might look like from this perspective.
- How your approach complements or challenges other conditions.

You'll have 15 minutes to explore and prepare a short summary to share.

Activity: The Brief

- You're part a local partnership exploring how to transform a grassroots sports club into a community-focused asset.
- The surrounding community has high levels of health inequalities and inactivity.

Current situation:

- Excellent facilities but underused during weekdays.
- Strong performance identity attracts athletes but deters wider community use.
- Unintentionally exclusive culture limits access for inactive or non-sporty residents.
- Weak local connections; no role in addressing health or social challenges.

Your Task:

Using your assigned Condition for Change, propose early steps toward a more inclusive, community-responsive vision for the club.



From Performance to Participation: Reimagining the Role of a Local Sports Club

Each group will briefly share:

- The condition they explored.
- A key idea or proposed action.
- One potential challenge and a way to overcome it.



Activity: One Thing I Will...

What Will You Do Differently?

Real change starts with individual shifts. Take a moment to reflect and write your own pledge.

- One conversation I'll start...
- One change I'll champion...
- One place I'll apply this learning...

Thank you!

Visit our website:
www.gmmoving.co.uk

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GM Moving conference 2025 - workshop feedback

