



Move More Glossop – Local Delivery Pilot

About Glossopdale

Glossop! What is unique about Glossop? Firstly, the geography, it lies on the southeast of Greater Manchester, just over the border in High Peak, Derbyshire. Healthcare for people in Glossop has been provided by the NHS in Tameside and Glossop, with social care provided by local authorities in Derbyshire. From 1 July 2022, the government decided that Glossop healthcare services should become part of the Derby and Derbyshire ICS to enable closer joint working. This transition is ongoing.

However, many health services will still be provided in Tameside, through Tameside Hospital for example. Additionally, the education service also crosses the borders, with the majority of 16+ age travelling into Greater Manchester for college education. A large proportion of the community of Glossop commute into Greater Manchester for work and for leisure. Glossop also sits just outside the Peak District National Park and is the most northerly point of Derbyshire, often perceived to be the forgotten town, straddling links between Greater Manchester, High Peak, Derbyshire and to a degree, Sheffield.

The two-tiered council system for Glossop has created many challenges, particularly where services merge, such as Highways and Planning, with partners within each council working in silos. One of the key factors to the success of Move More Glossop local pilot work has been the connecting and building of relationships across these partners/sectors to ensure they are working in partnership to create effective changes for the community of Glossop.

Move More Glossop - Our shared purpose:

To get Glossopdale moving more through identifying and promoting opportunities for people to build movement into everyday life and by making best use of the area's unique communities, places, and green spaces.

We aim to achieve by working towards 3 key objectives, outlined in our driver model.

1. Place based engagement
2. Active neighbourhoods
3. System change

Our key community groups were, Children & Young People, People who are workless or likely to become workless and people with long term health conditions. It soon became apparent that these all overlap and a whole community approach has been adopted across the driver model key objectives.

The work started with place-based engagement as covid hit in March 2020. This presented its challenges, but with some clever use of social media, outdoor spaces, new

technology such as reliance on Zoom and changes in community habits we were able to use this time to build a good picture of the community.

Place based engagement

- Empowering the local community to be a partner in the design of future activity.
- Creating a line of trusted conversation with the community enables real understanding of the community's needs and wants.
- Enabling people to have their voices heard, leads to co-design.
- Examples of this are the Bankswood Pump track and The Hangout Club. (See attached case study)

Active Neighbourhoods

- Engaging with local schools to encourage daily movement and grow good habits at a young age.
- Create and improve safer and more accessible opportunities for walking and cycling.
- Encourage greater use of green spaces, community assets and parks. (See attached case study)

System Change

- Strong partnership driven by mutually agreed and beneficial Move More Goals
- Develop an understanding of the barriers and opportunities to Physical Activity
- Use system communication channels to support system and community understanding – see link <https://movemorehighpeak.co.uk/>

Enablers for Change

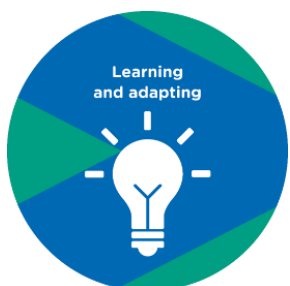
Move More Glossop has adopted a reflective and learning approach from outset, building in reflective practice throughout the last 3 years and we recognise and evidenced the value of learning and adapting as an iterative process.



Move More Glossop work has built on community empowerment, through support, upskilling, trust and confidence to allow them to lead their own way for their community. The Hangout case study shows how giving the community ownership, confidence, a voice across partners to create a movement within the community. Growing their ability to make changes that allows them to grow and diversify into other areas, such as a bingo club for older residents. Without the community engagement

approach, time and developing trusted relationships, these community owned groups and activities would not have grown into what is a successful, safe environment for young people and their families to be part of. In the deprived area of Gamesley where chaotic lives create continuous issues for the community volunteers, Move More Glossop, provide that stable support in the background, when and as is necessary. Sustainability is being evidenced but there is a need to continue this work around involving local people and particularly, growing assets.

Communication is key, when working across the different sectors, ensuring that there is a clear message and the right language for the different forms of communication. Communities don't want to read the detail, or the complexity of what and why they should be active, they want a simple clear message. There are many ways to communicate within the local places, understanding what works best where, is key. (See attached communication study)



Move More Glossop has continuously learnt and adapted, the pilot has made continuous changes to ensure the success of the work. For example, working with Derbyshire County Council (DCC) on the Holiday Activity and Food (HAF) program, to ensure the program is delivered successfully, not only in Glossop, but the learning spread across the whole of High Peak and Derbyshire. Street Games is now the main delivery partner for HAF and, working together with Move More Glossop and the new

Move More High Peak Children and Young People Officer, the program has reached communities who otherwise would have been missed by this key program to ensure children and young people in deprived areas have access to free activity and food during the holiday periods. The approach to working collaboratively in Glossop, and the learning from what it means to be collaborative rather than working in partnership, has become the cornerstone for the approach to Move More High Peak.

The creation of the Move More Glossop role has enabled a collaborative approach across many different sectors – these relationships have been far reaching and have impacted on many organisations with positive impact. Without this collaboration of bringing the right people to the table and reflecting on ways of working, the role of Move More High Peak Children and Young People would not exist. This has enabled aligning of resources from several partners in the region of £70,000 over two years.



This role is likely to continue beyond the 2 years as the work, learning and delivery is proving to be invaluable.

Move More Glossop has a collective leadership structure, with a steering committee made up from across sector partnership. This combined with the essential work and learning by Move More Glossop has led to strategic changes with the Move More Strategy, as well as embedding the learning within other public sector working, such as Public Health and Children's services.

High Peak Borough Council has used the learning from Move More Glossop to bring together partners to create and launch the new 10 year strategy, which will continue to be enhanced by the deepening work led by Move More Glossop.

The development of this new strategy has been undertaken in consultation with partners and stakeholders with a vested interest in the health & wellbeing of High Peak residents.

We have aspired to have the new strategy co-produced and we have held engagement sessions and online surveys to fully understand how the strategy can fit and align to the workstreams of those partners and stakeholders. The strategy highlights "Our Shared Principles" and "Our Shared Priorities". These include:

1. **A collective message** is what we are beginning to shape in the form of a shared voice, with the new branding being created to support and be the face of this shared vision and aligned messaging with our partners to publicly unify our shared aims. This needs support from the catalyst of marketing but will align with the new branding and be a High Peak / Glossop focus.
2. **Place Based working** – Expanding and replicating the amazing work already happening in some localities, we aim to support the development and growth of the Move More work in localised areas with and for communities.
3. **Move More Better Health** reflects the direction of travel we would like to head in – with leisure centres proactively engaging with the community, finding new ways of delivering locally in partnership with the local GPs. There is emerging exercise by referral collaboration work happening across the High Peak. This is an exciting opportunity - community wellness expanding into other areas – with various programs of GP referral schemes already available.
4. **Accessible, safe and welcoming environments** - We will continue to enhance and develop our parks, open spaces, our leisure facilities and sports clubs, Support and enable our community groups to utilise and create accessible, safe, and welcoming environments for all.
5. **Active children and young people** - Our collaboratively funded Move More Children and Young People Officer is now creating and supporting opportunities across the High Peak.

Built around a collaborative approach, these principles and priorities will be used to focus our work over the next 10 years of this strategy. We will focus our energy and resources on the people and places in greatest need, whilst ensuring that everyone across the High Peak can access opportunities to move more.



Changes in the boundary of the health care system in Glossop has given an opportunity for the community voice to be heard. The Move More Glossop work has influenced these changes by ensuring that the communities that use these services have their voices heard and their needs embedded into the changes, which are being played into the High Peak Place Alliance (ICS Place Partnership).

Other areas of change, have been with a collaboration of partners to bring the need of active transport routes into Glossop, working with DCC sustainable transport team and community group leads to create a vision of change for Glossopdale. Linking in with TFGM and the Bee line network, Network rail, Northern Rail, Stagecoach and the BSIP (Bus Service Improvement Plan) team at DCC to ensure the sustainable travel network is linked up and collaborating to create a whole system approach.

Governance processes linked to work in Glossop are complex, often needing to straddle Greater Manchester, Tameside, High Peak and Derbyshire. This is especially apparent within health and transport. However, Move More Glossop has worked within and across these governance boundaries and will continue to navigate the system to support and enable better opportunities and choices for Glossopdale residents.

Case Studies

The case study links below help to bring to life the approach being taken with Move More Glossop, the learning that has emerged, the individual and system impact and the opportunities to continue and deepen the work.

[Communication Study](#)

[Whitfield Case Study 2023](#)

[The Hangout Club Case Study 2023](#)

[Kirsty Case Study 2021](#)

[Active Neighbourhood's Case study](#)

[Our Gang Journey - June 2023](#)

[Women's Walking Group Case Study](#)

[Menopause Group Case Study](#)

[MMHP - CYP Officer Case Study around successful funding.pptx](#)