

# Greater Manchester Moving > ^ < v

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# Conference 2025

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**GM** ACTIVE



GM ACTIVE

**Expansion** of  
Active Wellbeing

**2022 and Beyond...**

# Welcome

- Lizzie Trotter - Head of Social Impact and Wellbeing, State of Life
- Andy King – Chairperson, GM Active
- Will Watt – Director, State of Life
- Jon Keating – Head of Business Operations, GM Active

# What is the Expansion of Active Wellbeing?

The Expansion of Active Wellbeing is a far-reaching programme to create sustainable public leisure services via collaborative working within Greater Manchester that supports improvements in the health of the wider population.



## Funded By:

- The 10 Greater Manchester local authorities.
- Sport England.
- Connected partners.
- The 12 Greater Manchester leisure management organisations



# About GM Active

## Purpose

To collectively improve the health and wellbeing of the population across Greater Manchester.

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## Vision

To become a credible and trusted partner within the integrated care system that enables each member organisation to become an essential part of a preventative health service across the region.

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## Mission

To promote the benefits of whole-person wellbeing through universally available programmes and activities, that are proportionate to need, thus improving population health, reducing health inequalities and addressing inequities of opportunity.

## Core Themes



Health and wellbeing - the promotion of services to provide positive environments to improve health for all.



The availability of interventions to those most in need, traditionally excluded or under-served.



People - capacity and capability.



Sustainability - both environmentally and economically.



Insight - to demonstrate impact.



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



# Working together to create change

Keene University, Future Fit, Leisure and culture consultancy SLC, Sport England and a wide range of sector organisations, have been commissioned to deliver certain elements of the overall programme on behalf of the funding partners.

**The aim is to change how local leisure centres, swimming pools, fitness facilities and services are perceived and used, ensuring active wellbeing becomes an integral and valued contributor to the wider integrated care system.**

# Why is this necessary?

**Physical activity** can help prevent and manage many **long-term health conditions**, yet many of those who could benefit most are not physically active.



This impacts on **physical health and mental wellbeing**, which has cost and burden implications for our healthcare services.

Changing what **public sector leisure** has to offer, and how it provides it, will help to end the perpetuating cause and **effect of poor lifestyle choices**.



# The Active Academic Partnership

- University of Keele

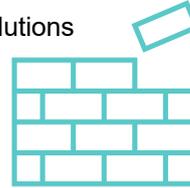
# The active academic partnership

The academic rigour being applied to our Expansion programme has three phases:

1: Identification and clarification of the issue and problems



2: Building solutions



3: Implementation, evaluation and sustainability



# What is our academic partner helping us to achieve?

The simple answer is to **overcome obstacles**.

Especially for those who could benefit but don't:

**Readiness  
for activity**



**Activity that  
matters**



**Choosing  
to be  
active**



**Self  
activation**



# The active academic partnership

## The three takeaways so far:

1. Address the reasons why people are not getting effective physical activity interventions and / or opportunities.

2. Understand the accumulated benefits of marginal gains coupled with change.

3. Look after yourself first, then others and take gradual steps towards what matters to people.

# Key Considerations for GM Active



1

Demonstrate the 'How'?



2

Be Conveners!



3

Don't be so focussed on the NHS.  
**Health is Broader!**

# Next Steps

At least another 3 years of Research and Partnership

- PHD Student to work with non-engaged to, helping to understand behaviour changes required.
- Workforce solutions
  - Community Connections
  - Behaviour Change
  - Use of AI / Coach Bot
- A co-designed physical activity offer



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# **GM Active - Social Value of Physical Activity Referral Schemes**

Main Findings

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April 2025



# Research Objectives and Data

## Research objectives:

- To better understand the impact of physical activity referral programmes on health and wellbeing and the resulting social value, according to HM Treasury Green Book.
- To demonstrate credible evidence of the economic value of preventative health that underpins the 'pivot to wellbeing' model for leisure facilities across the city

## The Data:

- **Bespoke survey**
  - Designed to collect data from programme participants and wait-listers in 8 GM Active centres
- **3,410 total responses**
  - 2,330 participating / completed
  - 1,080 on the waiting list (as quasi-control group)
  - 3,186 total, after data cleaning
- **Two rounds completed**
  - Round 1: 7 Aug - 18 Sep 2024
  - Round 2: 4 Dec - 7 Feb 2025

# The Methodology

## 1. Descriptive Statistics

Descriptive statistics provide a summary of the outcomes, specifically mean scores, in the participant (treatment) and waitlist (control) groups. This helps us to understand overall trends before conducting deeper analysis.

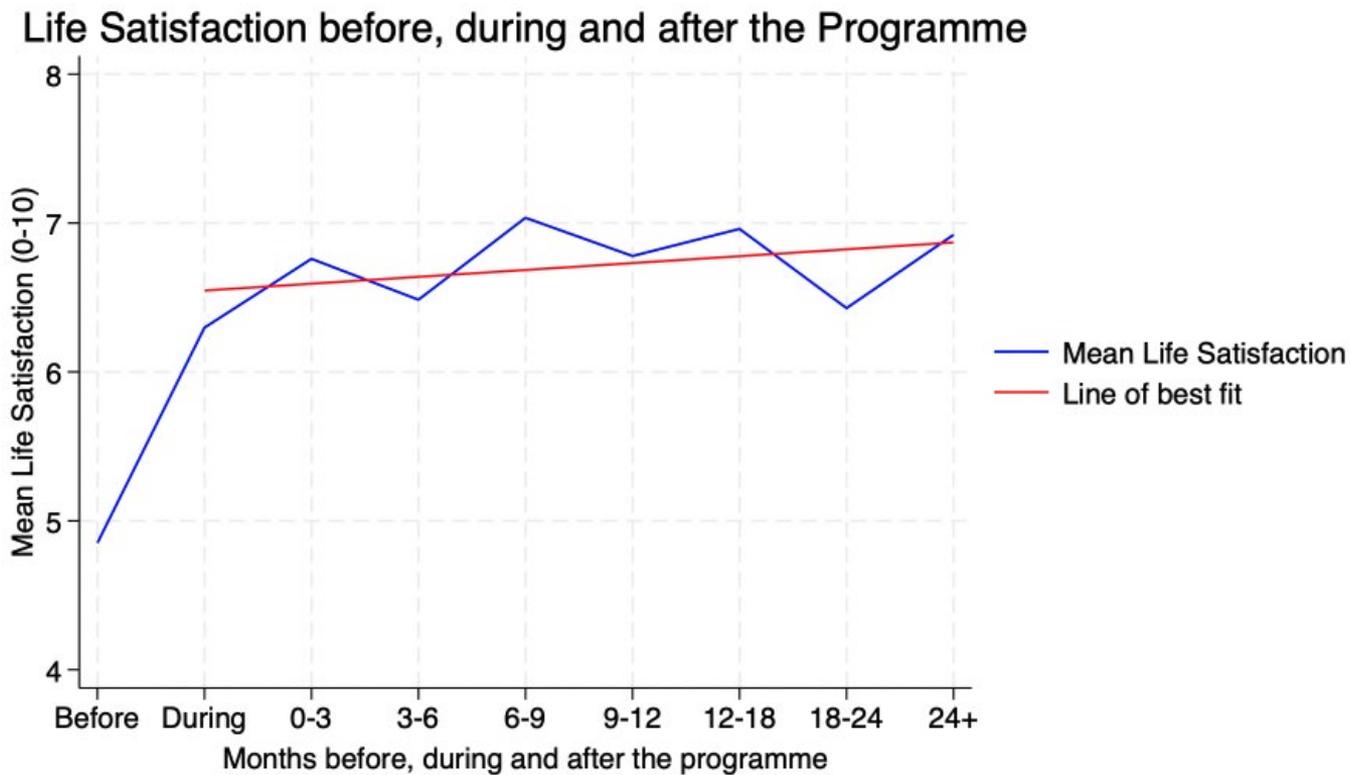
## 2. Regression Analysis

Regression analysis is a statistical technique that allows us to explore relationships between different elements of the data at the same time. We can control for the influence of things we're not interested in but we know can drive wellbeing outcomes (e.g. age, gender, ethnicity), which allows us to isolate the impact of what we *are* interested in e.g. the impact of participating in a GM Active physical activity referral scheme on health and wellbeing.

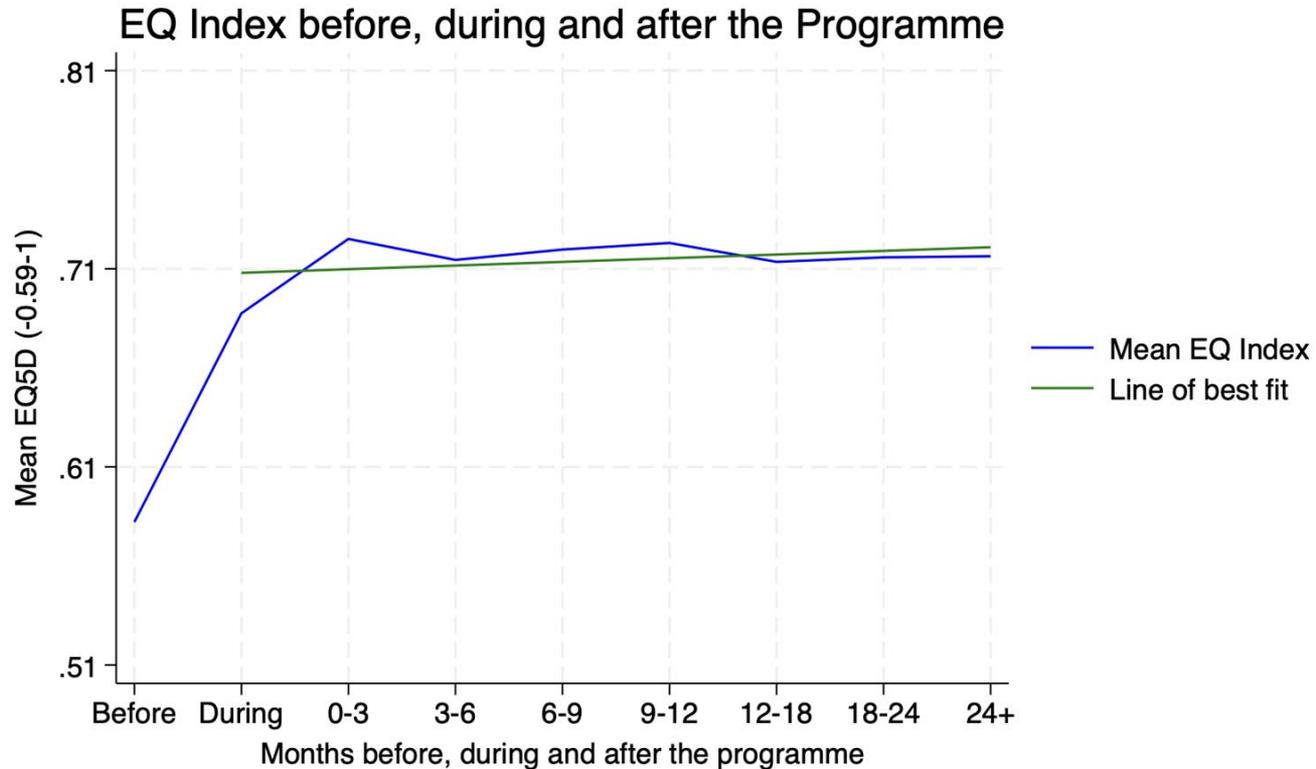
## 3. WELLBY Valuation

Using HM Treasury-endorsed methods, we are able to convert any significant impacts on life satisfaction from participating in a physical activity referral scheme into a monetary equivalent that represents the social value created.

# Wellbeing over time



# Health over time



# Key findings

Compared to those on the waitlist, current and previous participants experience:

## Significantly better wellbeing...

- 1.32 points greater life satisfaction (0-10 scale)
- 1.11 points greater happiness (0-10 scale)
- -0.44 points less anxiety (0-10 scale)
- 1.09 points greater sense of worthwhile (0-10 scale)
- 1.46 points greater SWEMWBS score (mental wellbeing - 7-35 scale)

## Significantly better health...

- 0.08 points higher EQ-5D index value (-0.59 - 1 scale)
- -0.22 fewer GP consultations (numeric scale)

## Significantly better community cohesion...

- -0.21 points less lonely (1-5 scale)
- 0.11 points greater sense of belonging (1-5 scale)
- 0.10 points greater sense of trust (1-5 scale)
- 0.21 points greater self-efficacy (1-5 scale)

# Social value using the WELLBY

Participants reported their life satisfaction to be 1.32 points higher (0-10 scale) than those on the waiting list

Overall, how satisfied are you with your life nowadays?

0	1	2	3	4	5	6	7	8	9	10	
not at all											completely

As a point of comparison, analysis of national data shows moving from unemployment to employment leads to a 0.46 point increase in life satisfaction.

Participation in GM Active physical activity referral is almost **3x times higher!**

# Social value using the WELLBY

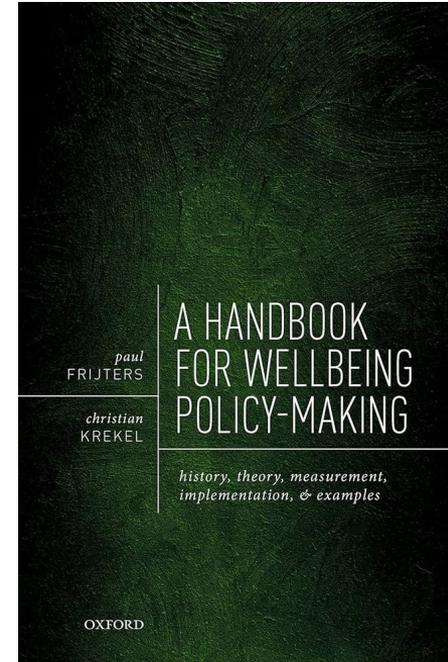
- The WELLBY is short for 'Wellbeing-adjusted Life Year'
- It is defined as a change in life satisfaction of 1 point on a scale of 0 to 10, affecting one person for one year.
- 1 WELLBY is given a value of £17,000 (2025 prices).
- As the regression analysis shows that participating in a GM Active physical activity referral scheme (compared to being on the waitlist) leads to wellbeing improvements, a monetary value can be attached.
- If we assume that this life satisfaction impact of 1.32 points persists for a whole year, we can multiply this number by the value of a WELLBY, £15,300, to estimate the monetary value of the wellbeing impact of participation.
- We estimate a value of roughly: **£22,000 per person, per year**

# QALY value from EQ-5D index, score

- The QALY method is not related to the WELLBY or the wellbeing scores. This is a direct use of the NHS QALY questionnaire that is used in the survey: EQ-5D.
- 1 QALY represents a year of life lived in perfect health (i.e. at a health-related quality of life of 1). One way of measuring health-related quality of life is the EQ-5D index.
- The value of a QALY is £70,000.
- Participating in the GM Active GP referral programme results in an EQ-5D Index rise of 0.08 (-0.59 to 1 scale), which is equivalent to a per-year QALY gain of 0.08, and we can multiply this index by the value of a QALY, £70,000.

**This results in a QALY value, per person per year, of £5,600 (£70,000 x 0.08 = £5,600)**

- There is evidence to suggest the effect of the GM programme endures for 2 years or more, which means this figure could feasibly be doubled. But we would suggest that more evidence is needed.



# QALY and cost effectiveness thresholds

- NICE is the National Institute for Health and Care Excellence - it is the 'What Works Centre' for the NHS. NICE has cost effectiveness thresholds that are used to adjudicate on whether an NHS treatment is good value for public money.
- *But how do we determine what represents good value for money? NICE assessments use quality-adjusted life years (QALYs) to estimate the health benefits of new medicines. The QALY combines both the length of life gained from a treatment and its impact on quality of life, represented as a single number. Generally, NICE considers medicines costing between £20,000 and £30,000 per additional QALY gained to represent good value for money for the NHS.*
- The GM Active programme, using the EQ-5D, generates 0.08 QALYs. To be considered good value at the £30,000 per QALY mark, the GM Active intervention would need to cost less than £2,400 per person, per year (£30,000 x 0.08). **At our more conservative estimate, using the £15,000 NHS production cost per QALY, costs would need to be under £1,200 per person, per year.**
- The costs for the GM Active programmes are between X and Y.





# Over to You!

## Part 1

- Jot down any follow up questions you'd like to ask and for the presenters to follow up on.

## Part 2

- In your tables discuss initial thoughts and observations.
- What resonated for you?

## Part 2

- Can you discuss and record the key actions that you would take next?



Thanks for listening

**GM** ACTIVE

WE MOVE AS ONE

# GM Moving conference 2025 - workshop feedback

