

Greater Manchester
Moving > ^ < v

Priority
plan:

Place
Partnerships



Our shared ambition

To take a place-based, collaborative approach to addressing inactivity and health inequalities by connecting communities and organisations to co-create opportunities for everyone to lead healthy, active lives.

Our contribution

Lead, support and connect efforts to tackle inactivity and inequalities by promoting place-based approaches in movement, physical activity and sport.

Supporting national place partnerships, sharing our learning, and connecting sectors like health and care, transport, and education to improve community health and wellbeing.





Our activities

Lead...

- The implementation of the Sport England Place Partnership approach, a key strand of the Uniting the Movement strategy, to create local conditions for change, promote physical activity and reduce inequalities.
- The conversation on the role and impact of place-based approaches in physical activity, sport, and movement across the city region.
- The Place Partnership forums monthly to facilitate regional knowledge sharing, collaboration, and relationship development.
- The Place Partnership leadership and accountability group to drive strategic alignment and decision-making.
- The way, in understanding our reach and impact with communities, ensuring our approach is inclusive, fair, and focused on supporting those who will benefit the most.
- With confidence in explaining how and why change happens, creating clear links between our actions and their impact, and demonstrating the long-term difference our work makes.



Our activities (cont.)

Support ...

- National Place Partnership expansion by sharing our continuous learning and development.
- Locality teams to become more confident in explaining how and why change is happening in their place demonstrating the long-term difference their work makes.
- A clearer alignment of climate, physical activity, and place-based approaches in local and regional strategies.
- The development, sharing and use of case studies, toolkits, and resources to showcase systemic change and support new and existing place partnerships.
- The translation of national place-based evaluation insights into relevant, practical content for local implementation.
- The commitment to disability inclusion network convening bi-monthly meetings to share best practices and learning opportunities.
- The Pivot to Active Wellbeing approach with GM Active, local, regional and national insight sharing.
- The sport system's understanding of its role in place-based initiatives to combat inactivity and inequalities.
- Locality teams to create clear narratives, governance structures, and evaluation processes that support continuous improvement and demonstrate impact.



Our activities (cont.)

Connect...

- Across all sectors (e.g. healthcare, transport, and education) sharing our insights on place-based approaches that tackle inequalities and improve community health and wellbeing.
- Place partners and wider networks, including the VCFSE sector, to enable knowledge exchange, resource sharing, and cross-sector collaboration.
- And identify opportunities to link locality teams with the wider GM Moving team, creating and strengthening relationships, shared learning and collaboration.
- The national, regional, and local sport, physical activity, and movement agendas, acting as the connector between key contacts in place.

What's the change we will see?

- Increased system maturity against the Greater Manchester '5 Enablers of Change' and the Sport England '9 conditions'.
- Active wellbeing is viewed as essential for leisure centres, swimming pools, and fitness facilities, contributing significantly to the integrated care system.
- Sustainable models of place-based working embedded across Greater Manchester, influencing national and international approaches.
- Clear understanding of our reach and impact in communities and how our inclusive approach supported those who would benefit the most.
- Greater confidence demonstrating how and why change happens in place-based approaches and the long-term effects of our work.

How will we know?

- Annual stakeholder survey measuring perceptions, engagement, and impact.
- Place Partner Process Evaluation recording the effectiveness of place-based approaches.
- A growing collection of real-world case studies showcasing best practices and systemic change that support increased confidence in locality teams to articulate impact and drive change
- The 'ripple effect' from facilitating communities of practices around Active Wellbeing, Commitment to Inclusion and Place Partnership Forums.
- A stronger presence of place-based approaches in local and regional policy discussions.



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Greater Manchester
Integrated Care Partnership

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