

Accelerating momentum: Integrating movement into Greater Manchester's health systems

2025/26



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Executive Summary

This report details some of **Greater Manchester Moving's biggest successes in 2025/26**. It represents a summary of the second of a three-year funding agreement with NHS GM.

It is an opportunity for us to capture progress, demonstrate impact and suggest future ways to build on and spread these approaches.

Greater Manchester (GM) Moving delivers on multiple, aligned strategies including GM Moving in Action, the NHS Ten-Year Plan, and Uniting the Movement.

This report focuses on the work of the GM Moving team and everything we do is in collaboration with partners across every place and every part of the system.

Some major achievements this year include:

Prevention and Health Creation: We have worked with the Active Pregnancy Foundation to deliver This Mum Moves training to 16 midwives at MFT.

Active Environments: We have led the participatory and engagement work for Cyan Lines as they work to deliver 100 miles of nature in our city region.

Support for the NHS Workforce: We have co-produced key resources including a [video case story](#) on the Trafford Talking Therapies' parkrun takeover to inspire further action.

Integrating physical activity into clinical pathways: We have supported MFT with their Active Hospitals commitment including PACC delivery to more than 300 staff.

Culture change: We have commissioned Noisy Cricket to look at opportunities for movement within social care through system mapping, interviews, and events.

In GM, 62.1% of adults are now considered active, and 50.1% of those aged 5-16 are active for at least 60 minutes a day – both rates are the highest ever recorded.

Further details on our work is available below and there is a huge volume of work, impact, and ripples from across our team, partners, and communities that we are unable to capture here.

Our thanks go to all those partners, localities, health and care workers, and others who have supported our efforts to deliver the GM Moving in Action and ICP strategies over the past 12 months. We look forward to many more years working together.

> Introduction:

Moving Matters to Health and Care

We all want Greater Manchester to be a thriving city region where everyone can live well.

It is a primary focus across the city region to improve people's health and their communities by creating the conditions for everyone to live happier, healthier lives.

Movement and physical activity are central to this. We won't improve our health and wellbeing and tackle inequalities without the opportunities for people to move more.

We also know that those who are the least active see [the biggest boost](#) in health outcomes through any increase their activity levels. Moving more helps protect us from the biggest killers like cancer and heart disease and supports the management of numerous long-term health conditions.

[Sport England social value figures](#) show that physical activity and sport in Greater Manchester creates £760m of value through reduced disease cases and lower demands on health and social care services.

By preventing millions of cases of diseases like depression and Type 2 diabetes a year, **physical activity and sport generate substantial savings for the public sector.**

This is in addition to £5.2bn of primary value - direct benefits to individuals in our city region through improved wellbeing by moving more.

Physical activity is recommended across more than 100 NICE guidelines and quality standards, including for conditions driving hospital demand such as:

- **Falls:** Physical activity can [reduce hip fracture risk by 68%](#).
- **Cardiovascular Disease:** NICE highlights the role of personalised physical activity in cardiac rehabilitation, with outcomes including **reducing hospital admissions and readmissions by up to 25%** in those with coronary heart disease.
- **Stroke:** Physical activity after stroke improves function, strength, balance, independence, and **reduces the risk of further stroke**. NICE recommends strength, balance, and movement in stroke rehabilitation, as a cost-effective part of recovery.

What is GM Moving?

Greater Manchester (GM) Moving is an Active Partnership playing a key strategic leadership role in support of [GM Moving in Action](#), the city region's shared strategy for movement. We lead, support, and connect; working with people and partners across

the system to develop and deliver on the whole-system vision and approach in GM Moving in Action.

It is an ambitious plan to support active lives for all. There are thousands of people and organisations who are playing their part, including NHS GM, GMCA, 10GM, TfGM, GM Active and many others.

Our role in the GM Health System:

GM Moving and GM Integrated Care Partnership (ICP) work closely together. We're ensuring that movement, physical activity, and sport are core to supporting better individual and collective physical and mental wellbeing.

NHS Greater Manchester and GM Public Health Network are vital partners, and members of [The GM Moving Partnership Board](#) which works on behalf of the whole system, to shape and steer GM Moving in Action.

Supported by NHS GM funding, we work to ensure that everyone in GM's health and social care system can design movement and physical activity into their lives and work.

Our role in Greater Manchester:

Movement and physical activity are also fundamental to the Greater Manchester Strategy and [GM Live Well](#), a commitment to everyday support in every neighbourhood. We cannot improve the health and wellbeing of our residents and reduce inequalities without movement, physical activity and sport.

Everyone delivering the GM Moving in Action Strategy are making key contributions to creating the conditions for people in our city region to live well.

Our role nationally:

We recognise our essential role and contribution to implement the [NHS 10-year plan](#) in moving care from hospitals to communities, and from sickness treatment to prevention.

The [NHS England 4 Ways Forward](#) for harnessing the benefits of physical activity provides a framework to embed physical activity into community-centred care.

Nationally, GM Moving is 1 of 42 Active Partnerships in England. Together, we work to create the conditions **to make active lifestyles the norm for everyone.**

We work closely and collaboratively with Sport England and other health sector partners nationally. This includes being part of the National Physical Activity and Healthcare Collaborative Group (facilitated by NHS Horizons) and the Active Partnerships' National Health Group.

These national priorities, frameworks and networks enable us to share approaches and learning to accelerate our work locally.

The progress and impact we are seeing

Active Lives Data

A long-term indicator of progress towards Active Lives for All is the national Active Lives survey that measures the activity levels of people across England. There are two surveys, which are published annually: Active Lives Adult (released in April) and Active Lives Children and Young People (released in December).

In Greater Manchester we are seeing progress:

- 62.1% of adults are now considered active (highest rate ever recorded)
- 50.1% of those aged 5–16 are active for at least 60 minutes a day.

There is further progress too, with adult inactivity falling to 26.9%, down from 28.3%. Nationally, a big part of this increase has been driven by older adults. At the same time, inequalities remain, particularly for people living in more deprived areas, lower socio-economic groups, and some ethnic communities.

While this is encouraging progress, it is also a reminder of the continued focus needed to enable active lives for all. Explore the national report [here](#).

Data shows that activity levels (completing at least 60 minutes a day) for children and young people (5-16) in GM are **the highest they've been since the survey began in 2017**. However, [progress has not been equal](#).

System Change Indicators

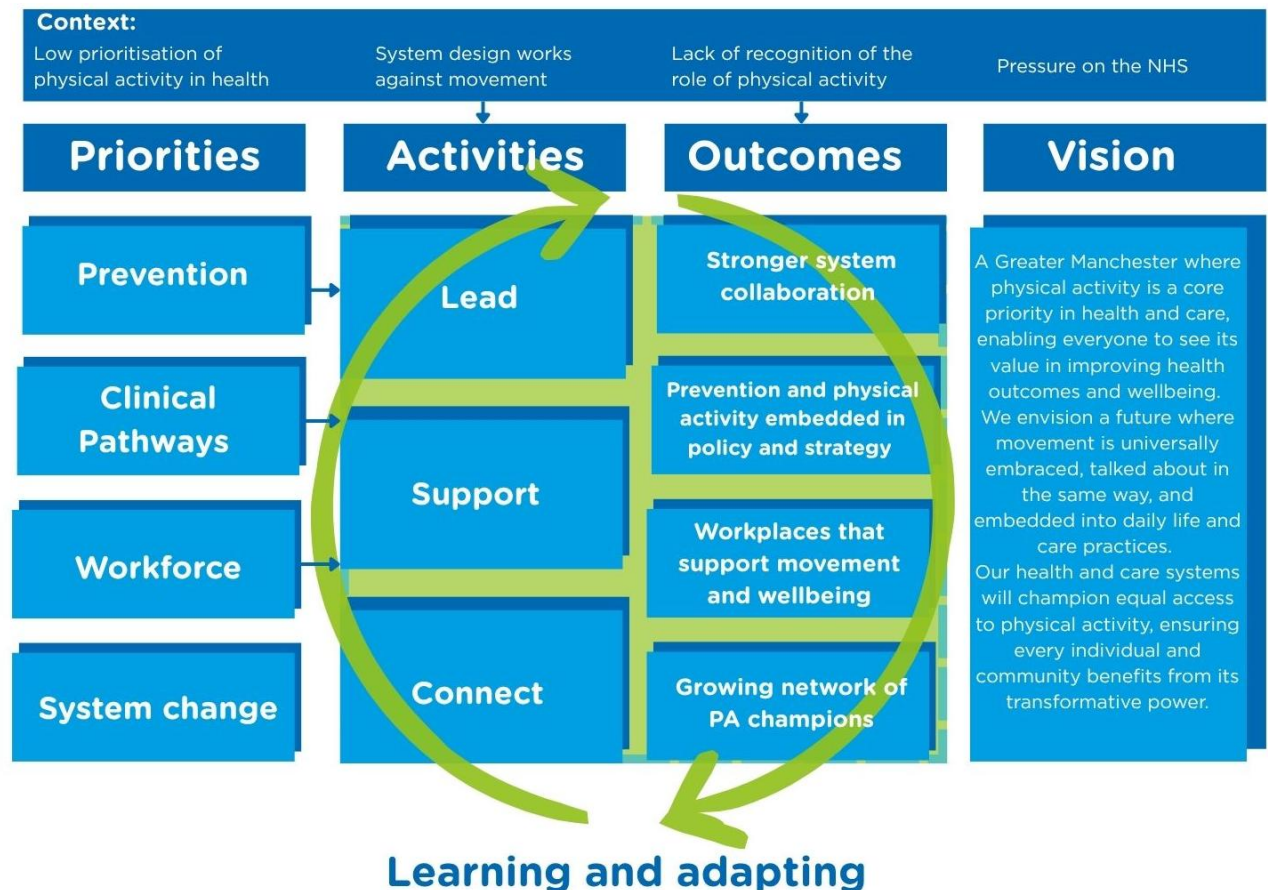
Our annual stakeholder maturity survey has seen an increase across all [conditions that enable active lives](#).

Moving forwards, we'll be adopting the [Configurational Comparative Analysis \(CCA\)](#) to assess maturity against 9 national conditions that is moderated with other localities nationally.

How we are working

This report is divided into five key sections. These sections reflect both the NHS England [Four Ways Forward](#) and our own GM Moving Health Integration Theory of Change.

Within our theory of change (below) our long-term vision is a Greater Manchester where physical activity is a core priority in health and social care and how our priorities feed into creating that change.



This central ambitious vision guides our work. Our theory of change provides a strategic and theoretical framework which helps us navigate and understand how our contributions are creating change towards this vision.

Therefore, this report also seeks to highlight the key areas where we believe our work can have the biggest impact.

Section

Priorities covered

1. Prevention and health creation. A prevention-powered NHS needs movement at its centre. We work with partners across the sector to create health and prevent ill health because people who move more will reduce demands on our health services.	Deconditioning and Falls Prevention Women's Health Mental Wellbeing Live Well
2. Active Environments & Walking, Wheeling and Cycling. The creation and development of active environments where people are free to walk, wheel, and cycle will boost physical activity and health.	Mental Wellbeing Healthy Active Places Live Well
3. Supporting the NHS workforce. An active workforce is happier, healthier and more productive. A supported, active workforce also creates advocates who benefit from physical activity in their life and work.	Health and Care Workforce Wellbeing
4. Integrating physical activity into clinical pathways. When people are diagnosed with health conditions, physical activity supports their management, making it a vital part of our clinical pathways in Greater Manchester.	While You Wait Mental Health Clinical pathways (Respiratory, CVD and Cancer)
5. System change. All this work is underpinned by system and policy change which works across the whole system. It's not about telling people to move - that doesn't work. It's about designing local, regional, and national systems and conditions which put movement central to a good life.	Live Well Prevention Healthy Active Places Health inequalities / CORE 20 Plus 5

> [Read our Year 1 \(2024/25\) Health Report here.](#)

Prevention and Health Creation:

Movement is central to a prevention-focused NHS. At GM Moving we work with partners across the sector because we know that people who move more will need the NHS less.

The evidence for the positive impact of regular small amounts of movement and physical activity in the prevention of common conditions is overwhelming.

We work to integrate movement and physical activity across the health and social care system. Our efforts have a specific focus on using movement and physical activity to reduce health inequalities.

Prevention and Health Creation Case Study:

What?	We supported a Manchester University midwifery lecturer to attend the This Mum Moves training by the Active Pregnancy Foundation. This Mum Moves is an education programme to empower women to make informed physical activity choices throughout pregnancy by providing professionals with the tools to discuss physical activity during the childbearing years.
So what?	The course provided a key advocate within the education system with the tools and resources to be able to embed training on how to have conversations about movement and physical activity into every year of the university's maternity course which has an intake of up to 60 students per year . This ensures the future NHS workforce has the knowledge and skills to include movement and physical activity into care for pregnant women. This is important because parents of children under 1 are more likely to be inactive and active parents are more likely to raise active children.
Now what?	Read Katie's reflections here . We hope to support more Greater Manchester universities with maternity courses in a similar way. We also commissioned the course for midwives as part of Active Hospitals work (see integrating physical activity into clinical pathways).

Elsewhere, we have:

Priority – deconditioning and falls prevention

- Worked alongside our partners at Greater Manchester Combined Authority and NHS Greater Manchester to submit joint evidence to the [Health and Social Care Committee's Healthy Ageing: physical activity in an ageing society inquiry](#). This led to the GMCA's Active Ageing Lead giving oral evidence at Westminster.
- Ensuring movement is prioritised in conversations around falls prevention through regular attendance in spaces such as GM Falls Prevention Community of Practice, GMCA Ageing Hub Executive meeting, and GM Active Health group.
- Movement in key documents and strategies. Ensuring clear links to movement in the wider ambitions of the GM Age Friendly strategy alongside examples from the AIPP

which has helped inform the Live Well Later in Life blueprint, where movement and physical activity support health creation and social inclusion.

- Worked collaboratively with academic expert to grow evidence-based messaging around importance of strength exercise and its importance in health creation. Dr Ashley continues to support the GM Menopause network which is increasing advocacy for strength exercise in menopause champions training,
- Support for Dr Ashley Gluchowski to run an eight-week Stronger with Age pilot with BeWell in Wigan focused on women early in their menopause journey.

Priority – Mental Wellbeing

- For the second year GM Moving spoke at the physical activity lecture as part of the Psychological Wellbeing Practitioner (PWP) course at the University of Manchester. We raised awareness of how GM Moving can support PWPs to embed movement and physical activity interventions into NHS Talking Therapies.
- This led to us co-delivering a full Physical Activity Clinical Champions (PACC) training to 18 PWPs with Jan Sinclair for the second year.
- Building on this relationship with the University of Manchester, we also co-delivered a PACC training session to 23 students at the Mental Health Student Conference, further embedding physical activity into this curriculum and securing a training slot at future conferences and physical activity lectures.
- Support local connectivity, and advocacy for, [EFL's Headstart programme](#) to support young people's mental wellbeing.
- Shared outcomes from #BeeWell's [Girls Physical Activity Briefing](#) which highlighted significant health inequalities according to ethnicity, physical health status, and neighbourhood deprivation.

Priority – Live Well

- Supported the growth of Live Well through this year's Live Well Festival. Shared GM Walking Festival learnings around festival planning and evaluation.
- Finance team held and distributed £85,000 worth of grants to 200 community organisations so they could show what everyday support in every neighbourhood looks like. Movement and physical activity were represented every day of the [Live Well festival](#) through nature walks, dance classes, and functional fitness tests.
- GM Moving continues to live the Live Well values across organisation. We have an internal Steering Group, and many staff support Live Well events, including March's Live Well Festival.
- Participated in and facilitated Live Well's Neighbourhood Health Model Design workshops.

These activities highlight just some of the ways we work to ensure physical activity is part of the conversation when it comes to prevention and health creation.

Active Environments & Walking, Wheeling, and Cycling

In addition to our work around prevention, we also take a broad view when it comes to health creation. GM Moving colleagues are working on the creation and development of active environments and boosting walking, wheeling and cycling to embed movement into everyday life.

Active Environments Case Study:

What?	Our Strategic Lead for Healthy Active Places, Kelly, has been working with Cyan Lines to lead their participatory and engagement work. Cyan Lines is a plan to link and transform Manchester's green and blue spaces to enable everyone to enjoy and better connect with nature and each other. This has allowed us to ensure there is an inequalities lens throughout the project's development. We have also contributed to wider system engagement within the built environment sector partners and analysing the routes.
So what?	We have facilitated 15 engagement sessions with local communities, women and girls, young people, older adults, and disabled people. Collating the learnings from the individual sessions and ensuring they are embedded into the project ambitions for Cyan Lines, creating a clear commitment to centring equity from the start. The participatory work with communities has laid the foundations for this work area of CyanLines.
Now what?	As a result of the youth voice aspect of this work with PLACED Academy , there have been further opportunities to connect and collaborate, strengthening relationships across the sector. We continue to support the design of the CyanLines.

Elsewhere, we have:

- Through the GM Walking and Wheeling fund, we distributed nearly £85,000 of NHS Integrated Care Partnership investment to 19 community groups. Funding was targeted using Sport England's Active Lives and Place Needs Classification data to prioritise and target funding to the people who face the most barriers. One group, Angels of Hope for Women, started as a walking group with many participants progressing to running and completing a Media City 10km in Salford.
- Designed and delivered the [GM Walking Festival 2025](#) with a greater emphasis on distributing leadership of the festival to key partners across the city region to use National Walking Month as a catalyst and opportunity to promote their work.
- Deepened our relationship with Transport for Greater Manchester (TfGM), co-designed and jointly delivered workshops for TfGM funded groups and invited GM Walking grants recipients to create relationships and share learning.
- Coordinated funding communications and staggered release dates with TfGM in response to feedback from partners to increase the opportunity to apply.

- [Begun partnership with The Guardian Legacies of Enslavement](#) ahead of the 2026 GM Walking Festival to use walking to explore the city region's role in the Trans-Atlantic Slave Trade.
- Shared the outcomes of Salford's Beat the Street game with GM stakeholders, including an almost 10 percentage point reduction in adult inactivity, reduced car use, and increases in movement, confidence and connection.
- Worked across GM to build an appetite and ambition towards a GM scale Beat the Street game that would demonstrate the impact of local scale change in communities at City Region level.

Priority – Live Well:

- Supporting partners within the natural environment such as Groundwork, Sow the City and City of Trees to articulate their Live Well contribution. This will form the basis of the accompanying document to the Live Well hallmarks.
- Supported a Live Well Live webinar on community-led regeneration. The webinar described the challenges and opportunities of working in this way and the contribution to the overall Live Well ambition. The webinar was the most highly attended Live Well Live webinar to date with councils, VCFSE organisations, and partners looking at regeneration, planning and community development.
- We have supported a learning partnership of CHANGE, Publica, Metropolis and Eqimundo to support the inclusivity of Live Well spaces. The output will be a Live Well - Inclusion by Design document, Participation Handbook, and other Live Well documents that define Live Well approaches and characteristics. Together, they will support Live Well centres, hubs, and spaces to take action to improve the quality and effectiveness of the building, surrounding spaces and opportunities within the neighbourhood for impact and equitable support.

Supporting the NHS Workforce

An active workforce is happier, more productive and takes less time off sick. We understand the barriers that staff from across the health and social sector face when it comes to moving more every day.

GM Moving is supporting the NHS workforce to live healthy, active lives through championing key initiatives, sharing positive stories of change and building capacity in the workforce.

Supporting the NHS Workforce Case Study:

What?	GM Moving created a series of resources to raise awareness of the role physical activity can play in supporting staff to move more. We shone a light on Trafford NHS Talking Therapy team's takeover of parkrun and saw how a strength seminar ran by clinical exercise physiologist Dr Ashley Gluchowski at Langworthy Medical Practice is supporting staff.
So what?	These videos have had more than 500 YouTube views . There has also been wider impacts, helping to raise awareness of the Active Practice Charter and engage new Primary Care Networks (PCNs). The reach of the parkrun video has supported the development of new relationships and understandings of the diverse ways in which physical activity can support staff. This is vital because 20% of people attending parkrun are inactive/less active and 32% are from lower socio-economic groups.
Now what?	We will continue to share these resources and build relationships with key advocates in the health and care system, identifying best practice we can share in creative and engaging ways. We are already seeing this influence and inspire other areas of GM to connect and create similar parkrun partnerships. Trafford plan to repeat the initiative in summer 2026.

Elsewhere, we have:

Priority – Health and Care Workforce Wellbeing:

- Continue to build relationships with General Practices and PCNs to advocate and support sign-ups to the Active Practice Charter. Across Greater Manchester we now have 43 practices signed up to the charter, up from 13 in 2023, with many more working towards the accreditation. We now have 4 PCNs accredited through the Active Practice Charter, highlighting a shift in influence at a more senior level of the system.
- GM Moving seen as national leaders on the Active Practice Charter, with many of our Active Practices being in areas of higher deprivation bucking national trends.
- Working with health care professionals in primary care to showcase the work they are doing to reduce sedentary behaviour in staff and patients, [including Grosvenor Medical Practice](#).

Integrating physical activity into clinical pathways

Physical activity supports the management of many conditions, making it a vital part of our clinical pathways in Greater Manchester.

Our efforts are centred around ensuring that all layers of the health system have access to resources to understand the opportunities and benefits of integrating physical activity into clinical pathways, with a stronger emphasis on prevention to address inactivity and inequality.

Active Hospitals Case Study:

What?	Support for Manchester University NHS Foundation Trust's (MFT) commitment to Active Hospitals – an initiative to change the physical activity culture to improve patient experience, care and outcomes. We attended the launch event in October, supported 329 members of staff to access Physical Activity Clinical Champions training, and commissioned a This Mum Moves course for 16 midwives .
So what?	MFT are the first hospital trust in Greater Manchester to make an Active Hospitals commitment. This means there's lots of good practice and learning that we can share, see Beth Sutcliffe's blog here . At Manchester Children's Hospital, we've shared how they are working with The Daily Mile Foundation to lift young people's spirits .
Now what?	We will support with internal professional photos to showcase active work across MFT sites and continue our work with MFT and other Trusts who are looking to commit to Active Hospitals. We'll be working to support our This Mum Moves attendees to put their learning into practice.

Elsewhere, we have:

- Set up and supported delivery of 27 of the 35 PACC sessions delivered across GM. These sessions have been delivered to a range of audiences from PCN teams, GPs, and Trainee Psychological Wellbeing Practitioners.
- Reviewed treatment summary documents for patients, ensuring that the importance of physical activity is included.
- Helped to create new content for the GM Cancer Alliance Website on staying active after a cancer diagnosis.
- Co-hosted focus groups for Prehab4Cancer, gathering service users' views and experiences to help put together the business case for the continuation of the programme.
- Worked with Manchester Metropolitan University and GMCA to identify South Asian community groups that may be willing to participate in a research study looking at the inequality in take-up of the Prehab4Cancer offer among South Asian communities.

- Advised on a patient survey which aimed to better understand access and attitudes to exercise for people living with cancer and to see how best the Cancer Alliance can best support people to move more.

Priority - While You Wait

- [Published a case study](#) exploring a collaborative approach to social prescribing taking place between Victoria PCN and Boost CIC in Stockport. This explored the key mechanisms that enabled collaborative working between the VCFSE and healthcare sector to embed physical activity into clinical pathways.
- Hosted a webinar with Nuffield Health to share their long-term conditions programme with social prescribers and neighbourhood teams
- Supported the GM Peer Support Network

System, Culture and Policy Change

We want to help everyone to move more. It is not about *telling* people to move. It's about designing systems and conditions which put movement central to a good life.

We're growing the scale of our influence and creating the conditions for disproportionate influence.

We focus on utilising our insight, experience, and reputation to share our learning and push more challenging discussions at a strategic level both regionally and nationally. This includes as leaders in the national Active Partnership Health Sub-Group, the national Physical Activity and Health Care Collaborative Group with NHS England, NHS Horizons, the Richmond Group of Charities, and many more.

What?	GM Moving have been working more intentionally to develop relationships and influence change in the social care sector. We have been working with system change organisation Noisy Cricket to conduct a piece of system mapping, key interviews, and the development of focused topics.
So what?	This process has enabled GM Moving to develop a clear influencing strategy to support our work in this sector. We have started to deepen relationships across the sector with Directors of Adult Social Care. This has led to GM Moving co-facilitating two networking events for people working in the social care system looking at Link Roles and Person-Centred Care. The events created a much-needed space for Directors of Adult Social Care, commissioning managers, principle social workers and VCSFE representatives to share learning, supported the development of new relationships and start a conversation about the integration of physical activity into social care at a system level. Alongside this, Tameside have made Moving Conversations training mandatory for adult social care staff .
Now what?	As a result of this exploratory work, we have identified four key priorities for our work in the social care sector moving forwards. We will focus on: 1. Supporting the workforce (paid and unpaid) 2. Build and widening our networks 3. Developing targeted locality offers 4. Enabling strategic leadership across the system A further networking event will take place in May 2026 looking at the importance of workforce wellbeing and links to physical activity. With recommendations and commitments from GM Moving due later in 2026.

We have also:

- Worked in collaboration with the Active Partnerships [to convene national and regional partners in Manchester](#), convening partners across health, children and young people and active environments.
- Commissioned a new piece of evaluation work with Substance to explore the social impact of whole systems approaches to increasing physical activity and tackling

inequalities. First two pilot areas in Bury have been selected with work underway to understand the connections and strengths of relationships and maturity integration of the physical activity, health and care systems.

- Started a two-year Whole School Approach (WSA) research project to understand both what it takes to implement whole-school physical activity change in practice and its effectiveness for reducing sedentary behaviour throughout the school day. Three schools were chosen from Wigan, Salford and Bury. Learning will be shared through case studies, a process evaluation, and practical recommendations to inform future support and guidance for implementing WSAs.
- Children and Young People (CYP) team have grown their relationship with NHS GM through designing and contributing to CYP Neighbourhood Plans. These plans embed public health outcomes into the work of CYP Multi-Disciplinary Teams. Physical development in early years and physical activity for 5 to 18-year-olds are now recognised as core indicator within the plans. It recognises that physical activity and movement improve health outcomes and reduce inequalities for children and young people.
- Recruited Charlotte Bailey (Chief Strategy, People and Partnerships Officer, NHS Greater Manchester), Jon Hobday (Director of Public Health, Bury Council) and Jane Forrest (Director, Public Service Reform) to the GM Moving Partnership Board. This evolution of membership will ensure continued senior system-wide leadership to the mission and connect GM Moving in Action more closely to health system priorities and Live Well.
- Used our insight to influence national policy. Supported a system-wide response to a government call for evidence on active ageing, providing examples to support the development of a new Men's Mental Health Strategy and the Active Partnership's Integrating physical activity into health and care programme.
- Supported the collaboration of education, health, school sports, and community spaces, for the first time, through the [Teach Active programme](#). All are working together to improve children's health and wellbeing, and health and learning outcomes. Senior leaders across sectors are fully on board with 42 out of 56 primary schools in Bury actively participating.
- Contributed to the '[Designing Movement into Neighbourhood Health](#)' blog highlighting the vital role that physical activity plays in neighbourhood health and to raise awareness of some of the work being carried out.
- CEO Hayley Lever featured on one of NHS England's 4 Ways Forward [podcasts](#).
- Demonstrated strategic alignment with other agendas across the system by sharing learning at the Creative Health Conference.
- Acted as Project Partner for [research into healthcare professionals' promotion of muscle-strengthening exercise](#) and research on physical activity promotion in primary care for older adults in disadvantaged and marginalised groups.

Thank you

GM Moving has real momentum to take into 2026/27. Our [organisational business plan](#) remains our roadmap for delivering GM Moving in Action through to March 2027 and we have dedicated priority plans to specific areas of work including: [Health and Care Integration](#), [Walking, Wheeling and Cycling](#), and [Healthy, Active Places](#).

As we prepare plans for 2027 and beyond, we will continue to work collaboratively with our partners, aligning our efforts with the priorities of the public health network, the Prevention Demonstrator and Live Well. Nationally, our work will continue to support Sport England's health priorities, NHS England, and cross-departmental government priorities.

If you'd like to find out more, or work with us directly, get in touch with any member of our team below:

Beth Sutcliffe Strategic Director – Health beth@gmmoving.co.uk	I sit on the GM Moving Executive team and am responsible for strategic direction of the health work, including connecting to and ensuring we are aligned to national and local priorities and opportunities.
Kate Harding Strategic Lead for Health Inequalities kate@gmmoving.co.uk	I work to integrate physical activity across the health system through highlighting the benefits and opportunities to patients and healthcare staff of movement and physical activity. I lead the health team which focuses on Live Well, While You Wait, mental health and wellbeing , and priority clinical pathways .
Louise Robbins Strategic Lead for Walking and Active Environments louise@gmmoving.co.uk	I work to highlight the role walking, wheeling, and cycling has on health and social outcomes. I work to connect transport, health, and place systems and apply data-led, targeted, and equitable approaches to interventions designed with communities.
Kelly Rodgers Strategic Lead for Healthy Active Places kelly@gmmoving.co.uk	I work to support the design and creation of healthy and active places that embed the conditions for healthy and active lives for all. The design of spaces influences how easy it is to be active.
Claire Marshall Strategic Lead for Active Adults clairemarshall@gmmoving.co.uk	I lead the Active Adults team and contribute through the deconditioning and falls prevention work, alongside internal colleagues and external partners, as well as workforce wellbeing. I also support our women's health work.
Christine Bland Strategic Lead for Children and Young People christine@gmmoving.co.uk	I work across the city region, strengthening and championing the benefits of physical activity within a young person's daily life. This supports their physical and mental wellbeing , giving them the best, active start in life.
Andrew Lawton Strategic Lead for Comms and Marketing andrew@gmmoving.co.uk	I work to create and share co-produced narrative, messaging, and framing with partners across the region and nationally. I align marketing and communications, share our learnings and influence regional and national policy.

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