

Greater Manchester
Moving > ^ < v

Priority
plan:

Sport
Partnerships



Our shared ambition

Move sport and physical activity within easier reach of people, increasing access, welfare, inclusion and participation of communities who are currently underserved and underrepresented.

Our contribution

We will:

- Drive culture and system change within the sport and physical activity sector, working collaboratively across places and organisations.
- Develop lasting cross-sector partnerships which use the power of sport and physical activity to tackle inequalities, sharing and using ideas and learnings from local and national initiatives.
- Lead approaches to shift cultures in sport and physical activity, moving from a culture of safeguarding compliance to an effective welfare culture.





Our activities

Leading:

- A strategic approach to investment to increase activity and reduce inactivity across Greater Manchester, aligned to local and national priorities
- Collaborative approaches to sport development and sport-for-development in Greater Manchester, identifying shared goals, opportunities, and partnerships to increase participation and tackle inequalities
- Strengthening the sport welfare approach in GM, working in partnership with NGBs and system partners to promote and strengthen good welfare and safeguarding practices for clubs, organisations, and community groups working with participants of all ages
- Develop a clear and compelling narrative that demonstrates the power of sport for different audiences, using local and national stories, data and learning

Supporting:

- Facility development and capital investment across Greater Manchester, enabling greater community involvement in the design, activation, and ownership of community and multi-sport facilities
- The development of cross-sector networks which help community organisations and groups reduce inequalities, build their capacity and sustainability, and create opportunities for collaboration and learning
- The development and sustainability of grassroots sports clubs by providing a universal offer of training, support and resources, and bringing together partners who have a role in supporting clubs to develop club networks locally
- Grassroots and community clubs to provide safe, positive and welcoming environments, working alongside volunteers and coaches to build positive cultures and trusted spaces



Our activities (cont.)

Connecting:

- Widen access and participation across the life course by connecting sport agendas with wider GM Moving teams, increasing collaboration toward shared aims
- Connect the sporting system across Greater Manchester, uniting partners around their contribution to GM Moving in Action, with a focus on tackling inequalities and stronger welfare cultures
- Leverage national and international sporting events to effectively create a participation legacy in local communities across Greater Manchester, influencing approaches to tackle inequalities, environmental sustainability and welfare & safeguarding
- Link the wider voluntary infrastructure & safeguarding sectors to community sport, facilitating opportunities to address challenges and strengthen shared understanding

What's the change we will see?

- Increased use of multisport community facilities by priority groups, supported by investments such as Play Zones, Football Foundation sites, LTA Parks and England Hockey facilities
- Stronger partnerships and cross-locality collaboration enabling shared learning, better resource use and improved community engagement in facility design, activation and ownership
- Improved welfare and safeguarding culture across sport, leisure, VCFSE and safeguarding sectors, with more clubs and groups engaging in training, events and support from SWOs
- Better understanding of the GM sports club landscape, with stronger local club networks and more leaders knowing how to access training, resources and support
- A more confident workforce and better supported community organisations, using data and place-based approaches to reduce inequalities and increase participation among under-represented communities





How will we know?

1. Monthly reflections and quarterly sensemaking capturing progress against enablers for change
2. Data highlighting the proportion of investment directed towards priority groups (LSEG, Disability, Women & Girls, Ethnically Diverse Communities), usage of community facilities which reflects increased community engagement with targeted inequality groups
3. Stories and content created and shared about sport and physical activity demonstrate culture shifts and receive increasing levels of engagement, reinforcing sport's role as a vehicle for social impact and good welfare practice among communities and decision-makers
4. Evaluation of networks and communities of practice to demonstrate short-term and long-term value and, and monitoring the growth, diversification and connectivity of membership in terms of demographics, organisations and sectors
5. Partner survey shows increased satisfaction from sport and community partners in how we lead, support and connect the whole-system vision and approach to GM Moving in Action, and stakeholder survey shows increased system maturity and progress against for respondents from the sport & physical activity sector.



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Greater Manchester
Integrated Care Partnership

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