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# Hayley Lever

@GmMoving #GMMoving  
@hayleylever



# The G

Greater Manchester Stakeholder meeting

Jan '14

No

Greater Manchester Moving leadership and strategy development group formed



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Jul '18

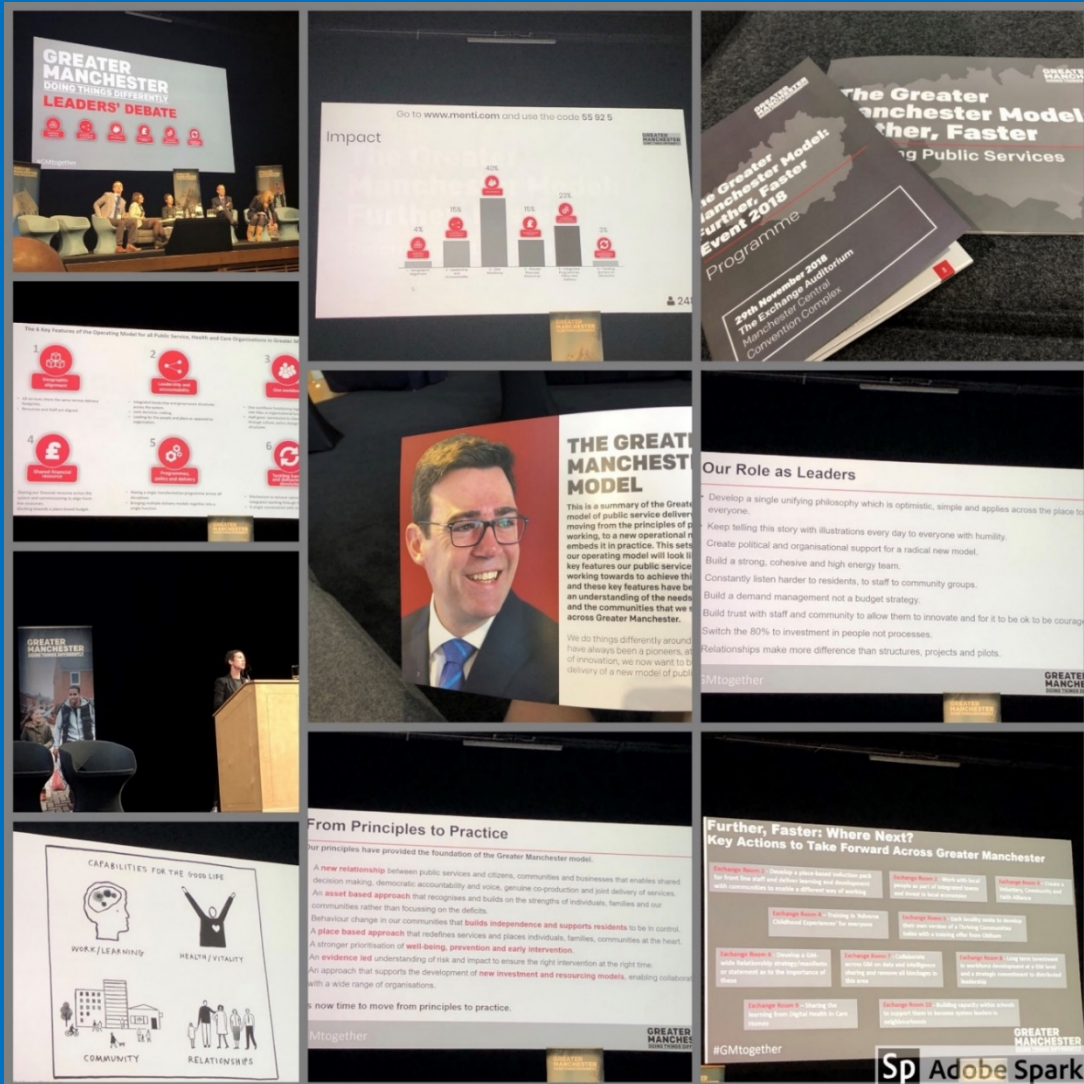
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# Whole system leaders (and followers)

working on *system change*  
with a *whole system* approach

all in the wider context of reform  
and devolution

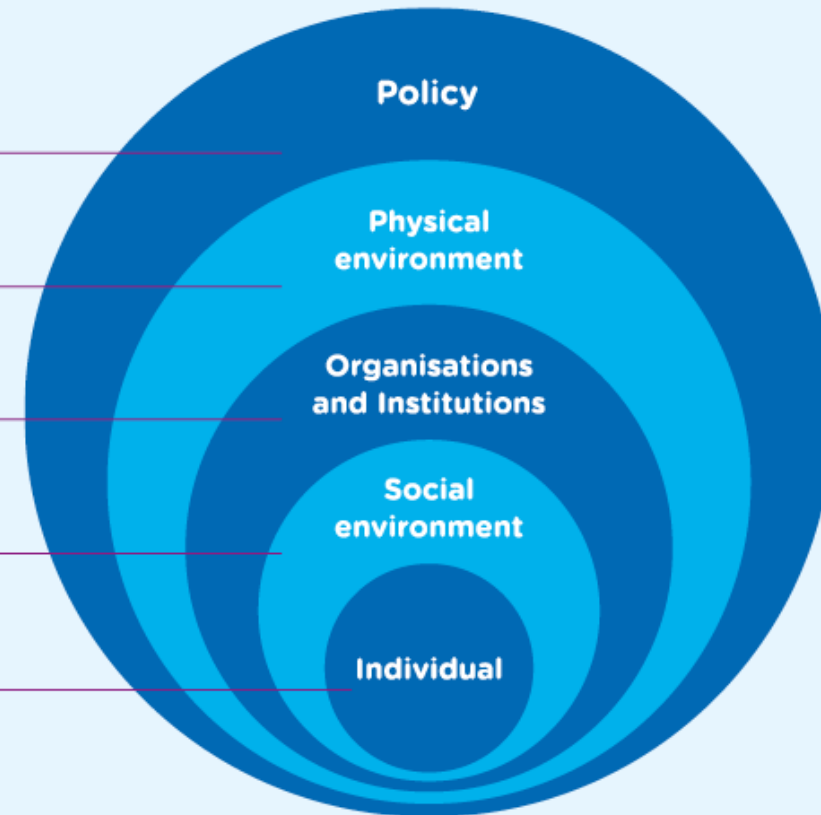


**GREATER  
MANCHESTER**  
DOING THINGS DIFFERENTLY

# Addressing whole system influences on activity

## Population level change requires 'whole system' approaches

- > International and national guidance and laws, local laws and policies, rules, regulations, codes
- > Built, natural, transport links
- > Schools, health care, businesses, faith organisations, charities, clubs
- > Individual relationships, families, support groups, social networks
- > Individual capabilities, motivations, opportunities, knowledge, needs, behaviours



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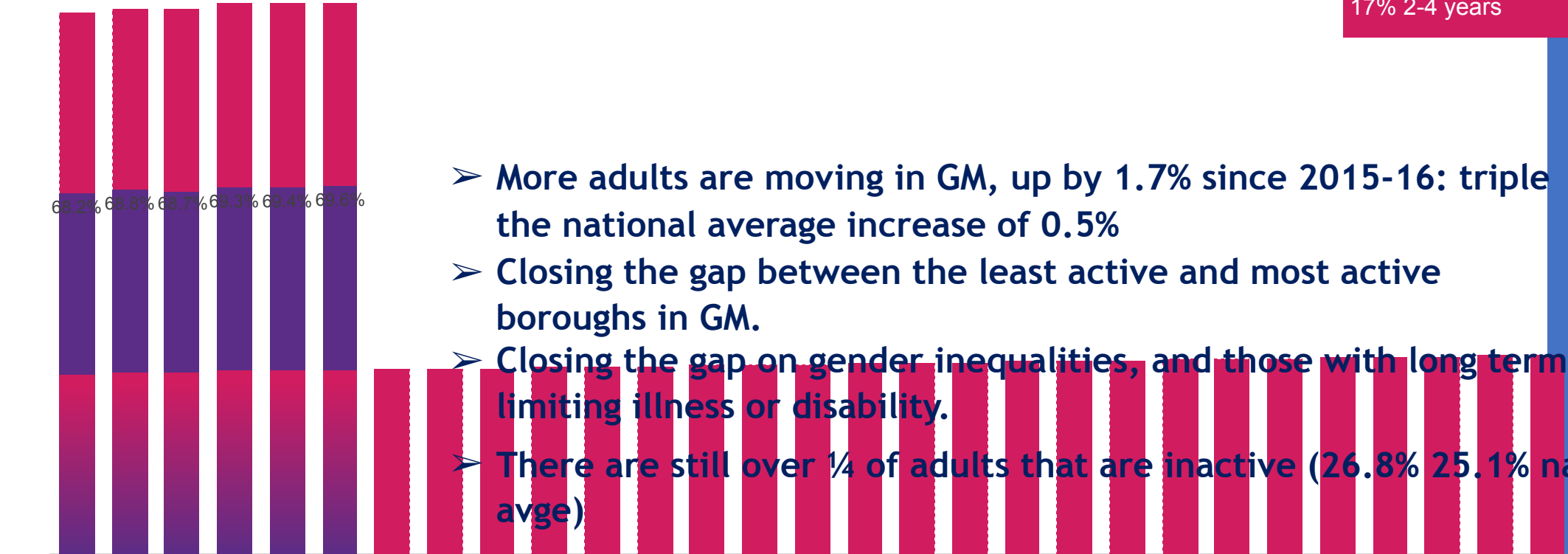


# Target towards 75% Active BY 2025

- (ACTIVE & FAIRLY ACTIVE UP TO 2025-26)

73.2% of adults 16+  
64.2% CYP 5-15 years  
17% 2-4 years

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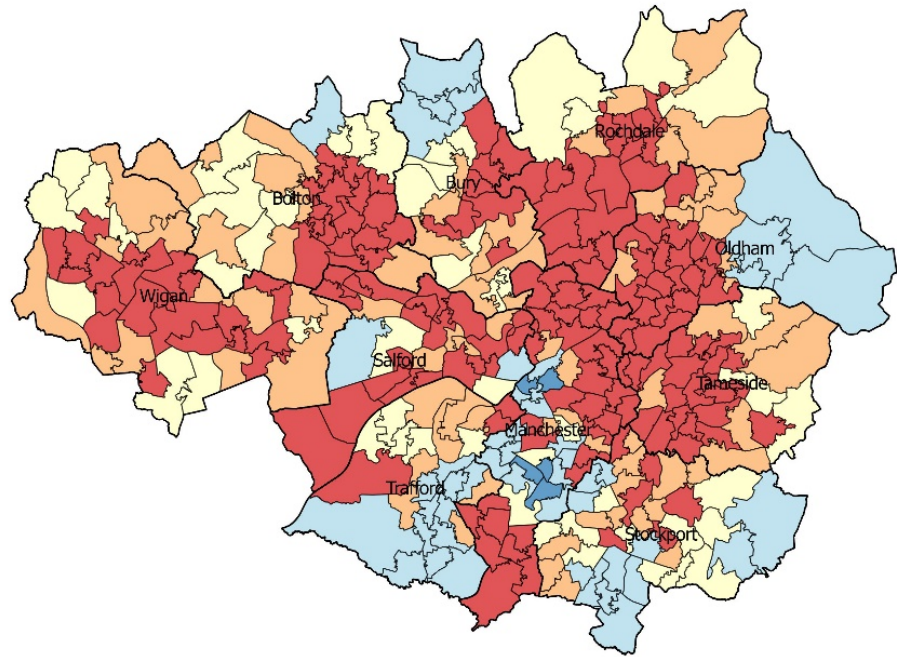


- More adults are moving in GM, up by 1.7% since 2015-16: triple the national average increase of 0.5%
- Closing the gap between the least active and most active boroughs in GM.
- Closing the gap on gender inequalities, and those with long term limiting illness or disability.
- There are still over 1/4 of adults that are inactive (26.8% 25.1% nat avge)

➤ Need to close the gap between higher and lower socio economic groups

# PLACE BELOW BOROUGH LEVEL

Red is above GM average of 26.8% and orange is above the national average of 25.1% for inactivity in 2017 by middle-super output area (MSOA).





INSIGHT LED  
 PROBLEM SOLVING  
 LEARNING JOURNEY

PRINCIPLES  
 CALCULATED RISK  
 ACTION

Place Based  
 FAIL FAST  
 Intelligent

# Catalyst

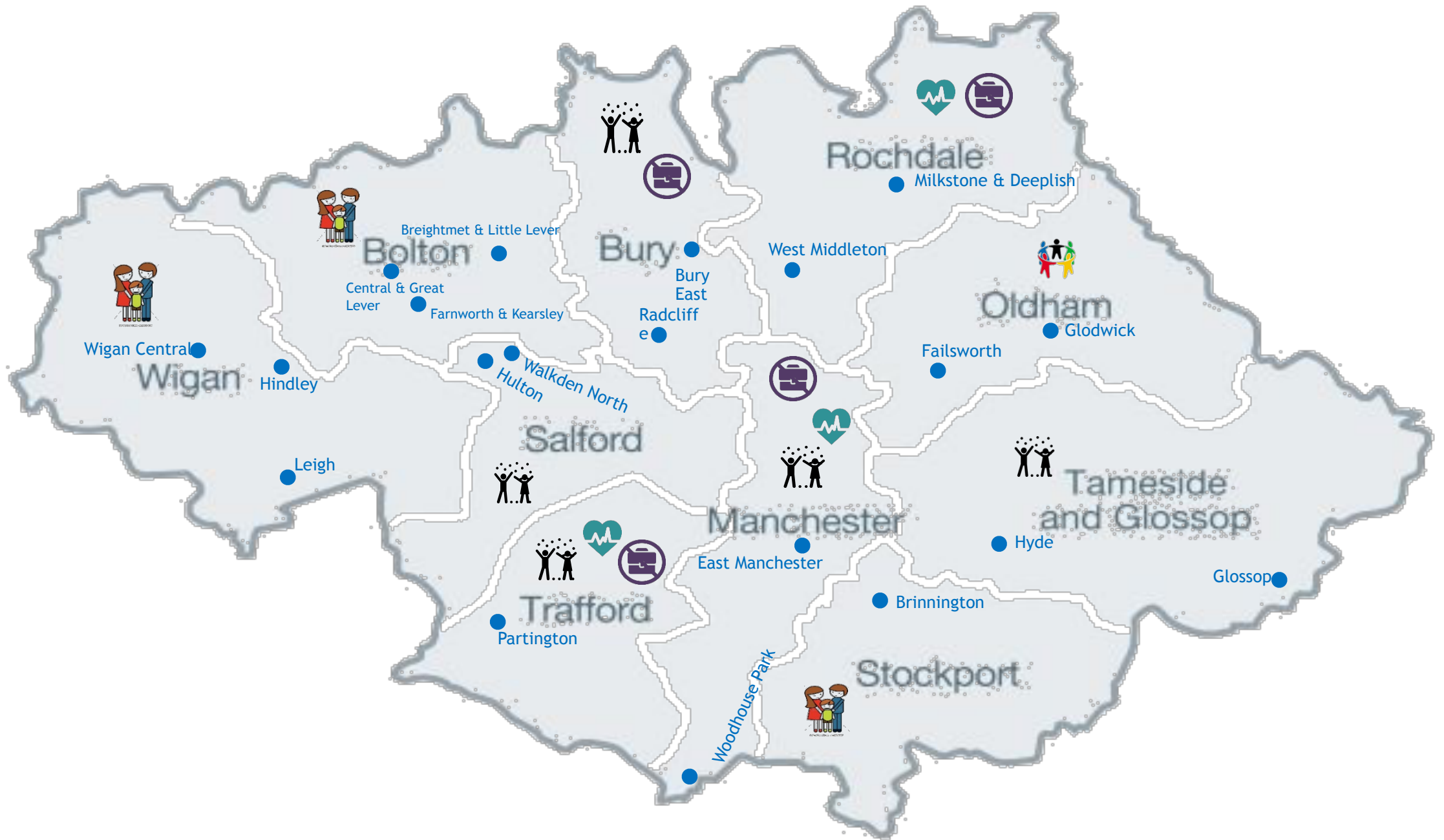
Whole System  
 Challenging  
 Intuitive

STRENGTH BASED  
 IDEAS  
 COMMUNITY LED  
 COLLABORATIVE

EXCTING  
 POSSIBILITIES  
 TRANSFORMATION  
 Evidence Based

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# Local Pilot: GM, Locality, Neighbourhood

- System Change
- A Whole System Approach
- Asset Based Community Development
- Social Prescribing
- Made to Move
- Engagement
- Workforce Transformation
- Marketing and Communications
- Evaluation and Learning Community



# What are we learning?

[www.gmmoving.wordpress.com](http://www.gmmoving.wordpress.com)

**Journeying together: the GM Moving story and learning so far**

**GM Moving Local Pilot. Our learning journey so far (Oct 2018)**

**Greater Manchester Local Pilot Learning: Sept 2018-March 2019**



# Doing things differently

## From Principles to Practice requires.... changing behaviours

The image consists of six vertical panels, each with a unique color and icon. The panels contain the following text and icons:

- Panel 1 (Pink/Orange):** Icon of three people. Text: "Bring people together and enable them to engage".
- Panel 2 (Green):** Icon of two people shaking hands. Text: "Relationships are more important than the words".
- Panel 3 (Blue):** Icon of two people with a heart and a pound sign. Text: "Principles experienced through practice".
- Panel 4 (Orange/Pink):** Icon of a person parachuting. Text: "Be brave".
- Panel 5 (Green/Blue):** Icon of two people with a dog. Text: "Explore different perspectives from different layers of the system".
- Panel 6 (Purple/Yellow):** Icon of two people on wheelchairs. Text: "You've got to roll with it...".



## Relationships are more important than words

Never 'them and us'.  
Just 'us'.

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RE:valuation



## You've got to roll with it

In complex systems, we lay  
the road as we travel together.

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RE:valuation



## Relationships are more important than words

Above all – collaboration, not competition.

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REvaluation



## Principles experienced through practice

Money can be seen a tool to do the work, but don't start with, or focus on the money.

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REvaluation



## Principles experienced through practice

Distribute and embed leadership across the system.

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REvaluation



## Bring people together and enable them to engage

The biggest resources are already in the system – the people.

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REvaluation





## Be brave

When things feel difficult:  
go there. It's where the real  
change happens.



## Be brave

Understand what really matters,  
and find ways to 'measure' it.

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REvaluation

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REvaluation

What am I learning?  
hayleyever@wordpress.com

⇒ **Doing things differently, holding your nerve...and everyone else's.**

Learning every day....join in the conversation

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@hayleylever