

A photograph of four women of diverse backgrounds high-fiving each other in a grassy park. The woman on the far right is a Black woman with her hair in a bun, wearing a grey and pink long-sleeved shirt and black leggings, with her arms raised in celebration. Next to her is a woman with dark hair wearing a grey patterned shirt. To the left is a woman with long brown hair in a pink shirt, and on the far left is a woman with blonde curly hair in a white and orange sports top. They are all smiling and looking towards each other. In the background, there are residential houses and trees under a bright sky.

GM Moving: Active Places, Thriving Communities: Using Sport and Physical Activity to Transform Local Areas

System change and place explorers

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Greater Manchester Moving

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Strategic Lead
10GM

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Founder and Chair
Newbold Community Growing Together





Use the camera on your phone to scan the QR code:

Please answer the 3 questions:

- What does Pride in Place mean to you?
- Why did you join this session?
- What do you want to leave with?

GM Moving

GM Moving: Active Partnership, charity, partner to Sport England, GMCA and NHS GM

Purpose: to change lives through movement, physical activity and sport.

Role: Leading, supporting and connecting, with...



Integrity



Passion



Purpose

Our mission:

Enable active lives for all by tackling inactivity and addressing health inequalities.

Why movement matters...



Physical health and wellbeing



Adding life to years and years to life. Benefits include reduced risk of long-term health conditions.



Mental health and wellbeing



Helps lift the mood, releasing 'feel-good' endorphins, and supports long-term mental health.



Individual development



Increases school readiness, educational attainment, self-esteem, productivity and independence. Supporting social and economic inclusion.



Social and community development



Increases social trust, belonging and community participation. Improves road safety, quality of life, environment and place. Reduces loneliness.



Economic development



Generates good employment, community wealth building and productivity at work. Saves money to the public purse and reduces sickness absence.



Environmental sustainability



Promotes more sustainable living, travel and places. Contributes to decarbonisation, cleaner air and a greener, healthier environment.

> £4 for every
£1 spent

Is the Social Return on investment in sport and physical activity.

> £9.59bn

Amount generated in England by improved physical and mental health.

> £14.22bn

Amount that contributes nationally to enhanced social capital.

The reality in GM

1 in 3

Doing less than 30 minutes a week

11% Gap

Between most* & least active** borough



*Stockport

**Oldham

What do we mean by “Place”?

Place is so much more than geography.

A place is...

All the things that together shape everyday life.

Every place is different.

So, the answers need to be different too.



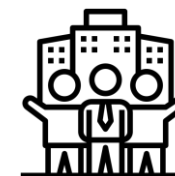
services



communities



The people



organisations



assets



relationships

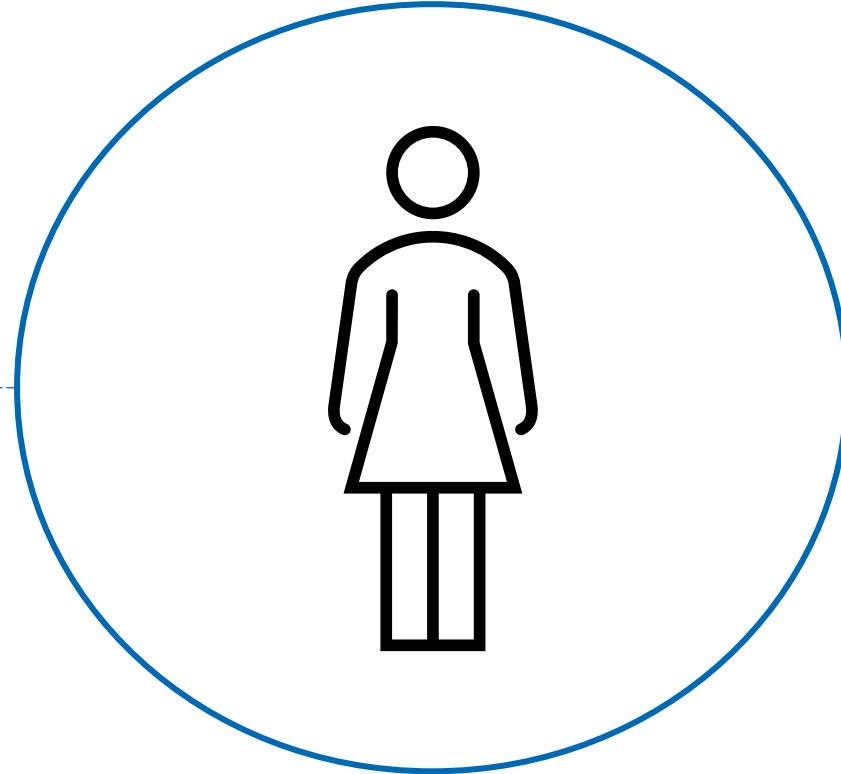


culture

What do we mean by a whole system approach?

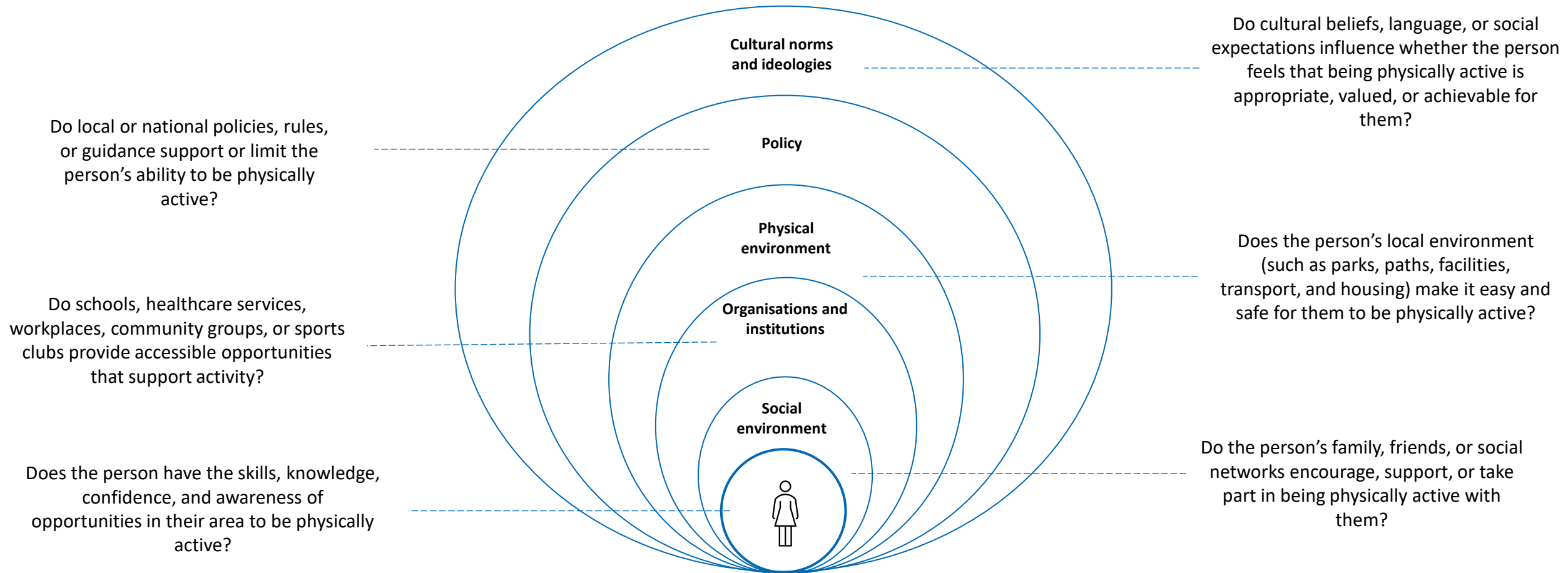
Traditionally, we have thought about physical inactivity as an individual issue.

“If we deliver the right activity, they will be more active”

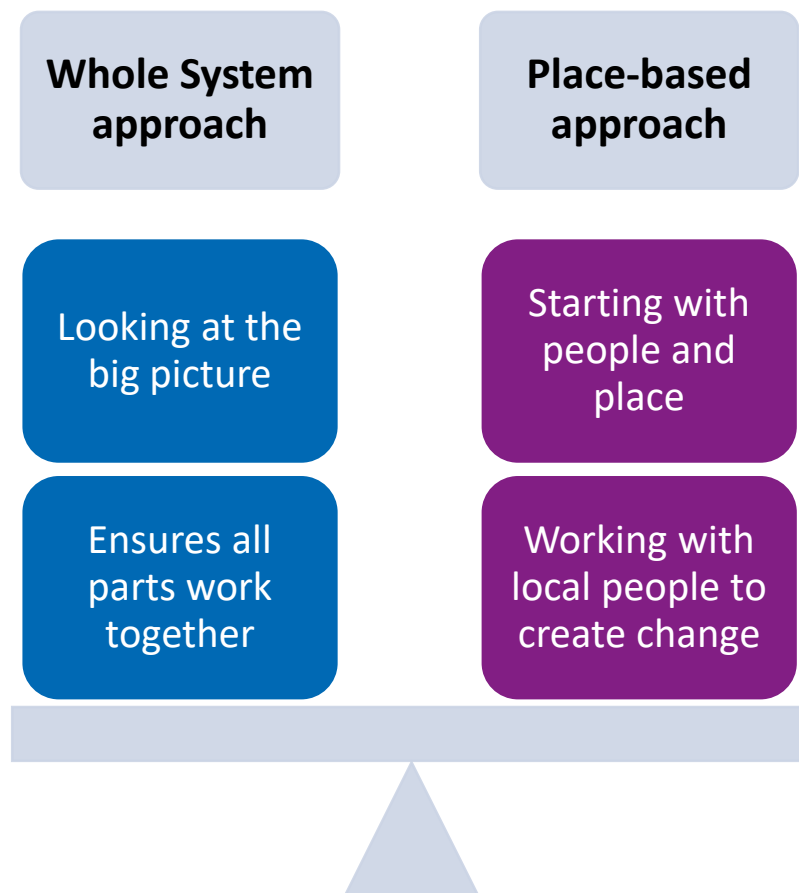


What do we mean by a whole system approach?

A whole system approach looks beyond the individual. It considers all the factors that influence a person's ability to be active – such as family, school and community.



Sustainable change requires both



Whole system only
Strategy without relevance

Place only
Energy without sustainability

Together
Lasting change

How we make things happen, is as important as what we do.

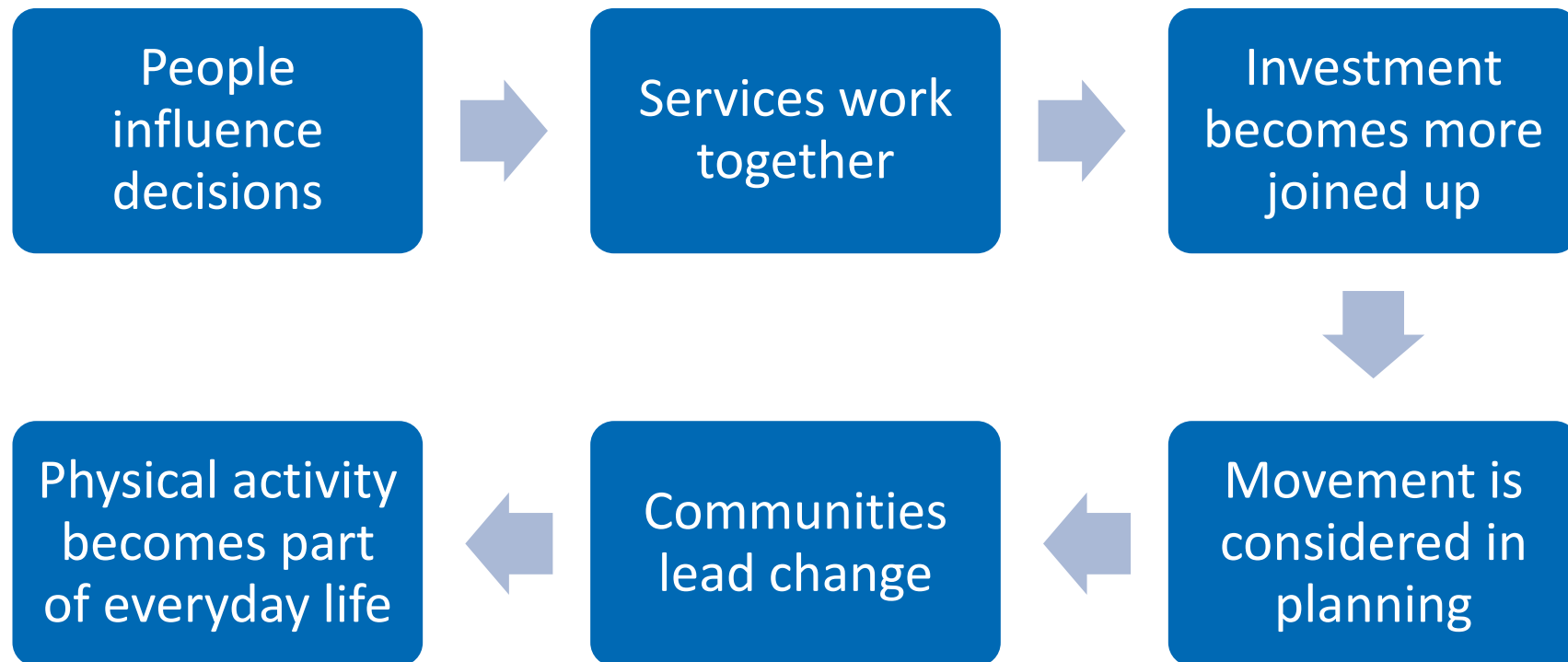
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What changes?

Rather than focusing on only creating more activities....

Aim to change how decisions are made.

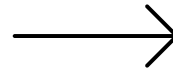


If place shapes the problem...
...place **must** shape the solution.

Old approach

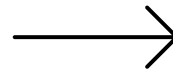
New approach

Projects



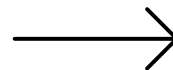
Partnerships

Programmes



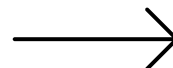
Relationships

Doing to
communities



**Working with
communities**

Short term



Long term

How are we working together to achieve this?

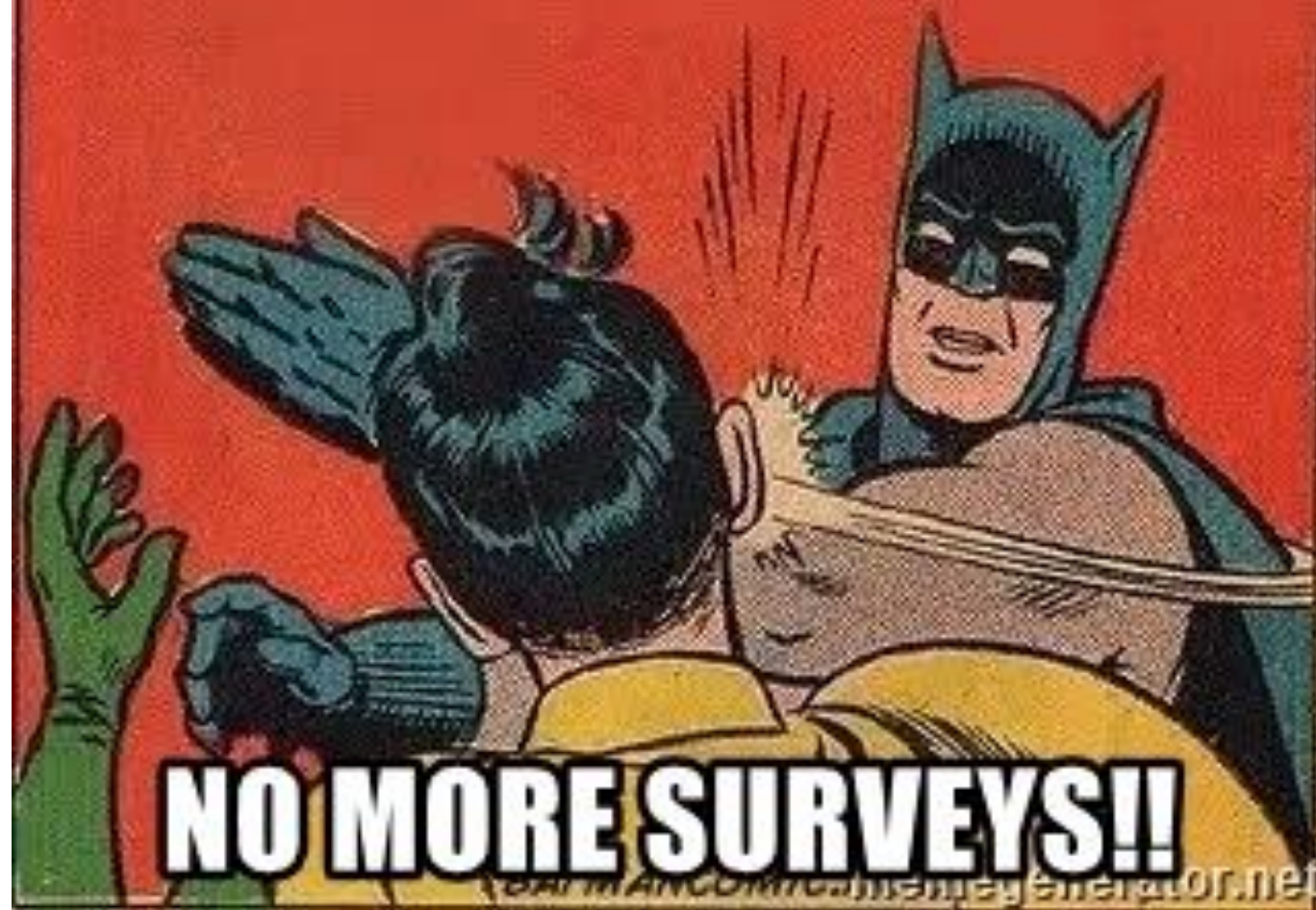
About 10GM

10GM is a joint venture to support the voluntary, community and social enterprise (VCSE) sector in Greater Manchester.

The founding members are: Action Together, Bolton CVS, Macc and Salford CVS. We are local infrastructure organisations operating strategically and collaboratively; our shared purpose is to champion local voluntary and community action and social enterprise across the city-region in order to improve the economic, social and environmental wellbeing of Greater Manchester's people and communities.



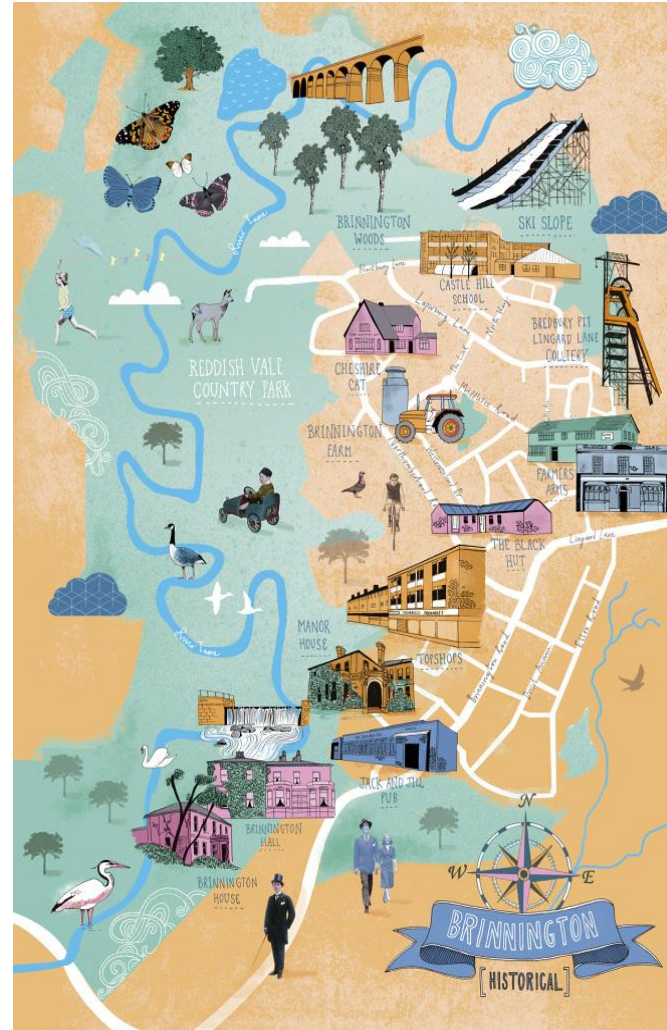
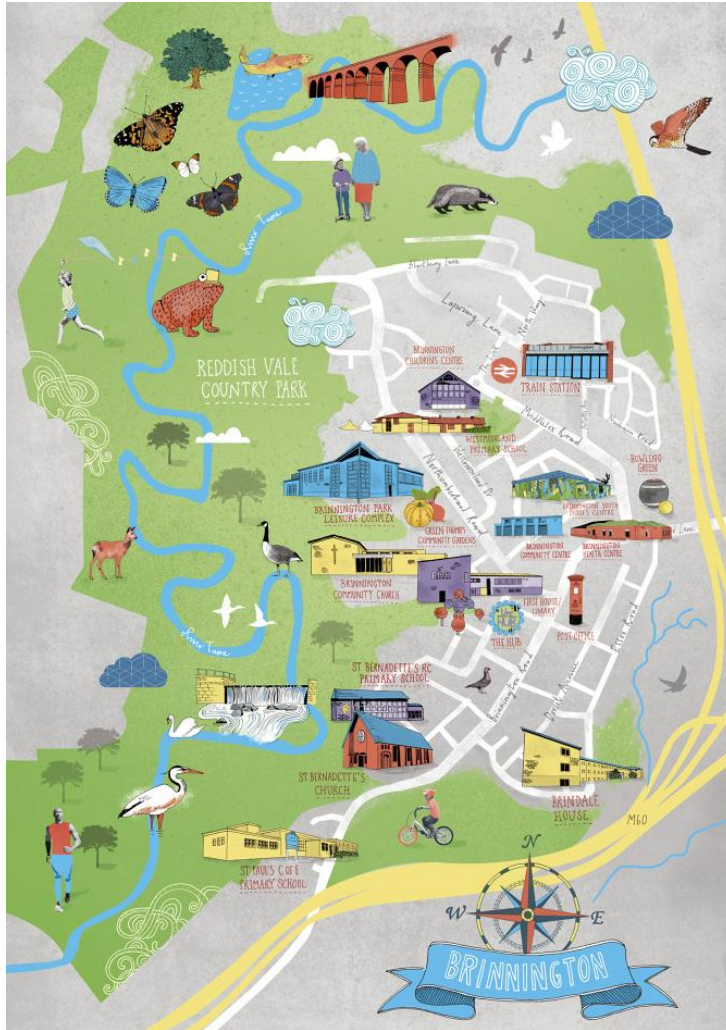
HOW ABOUT A SUR..



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What we did instead

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What we did instead



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“

“For the younger children it became more apparent how much they loved it, they would bring picnics down and eat after and it had very much a lovely family feel... overall it's been a roaring success and an absolute pleasure to be involved in...many parents have now joined the juniors section”

Unsworth Cricket Club



**Sometimes a simple good thing
can be ruined**

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What we did instead

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Have WE created
segregation?

Come in and be with
other lonely people!

Mini Bus
Pick-up
times

LONELY
LUNCH CLUB

But I don't WANT
to be surrounded by
'lonely people'

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What we did instead

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Co-production

Co-design

Engagement

Consultation

Informing

Educating

Coercion

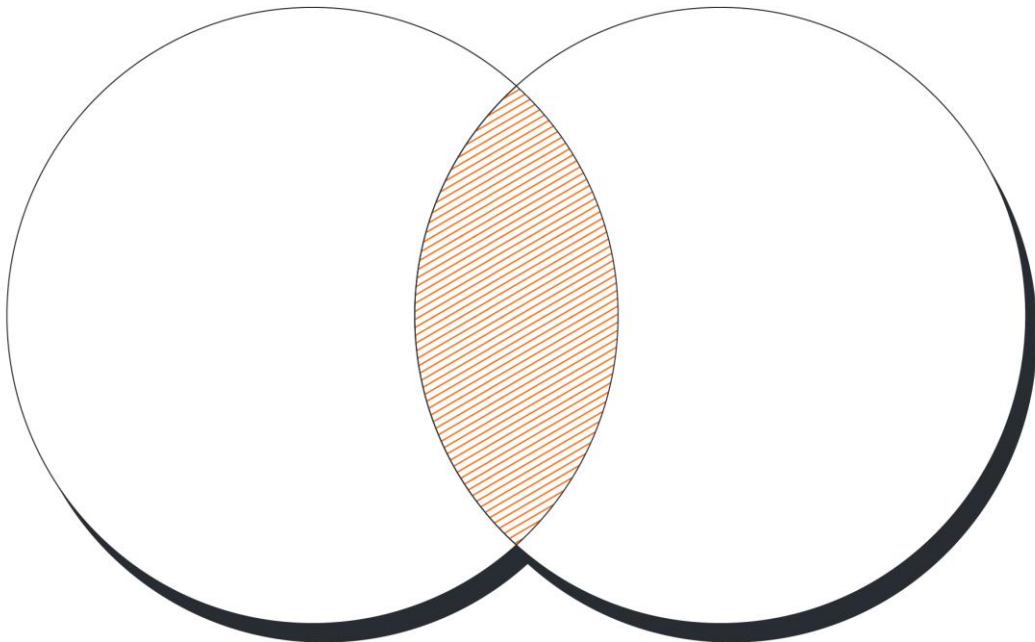
Doing with
in a equal and
reciprocal partnership

Doing For
engaging and
involving people

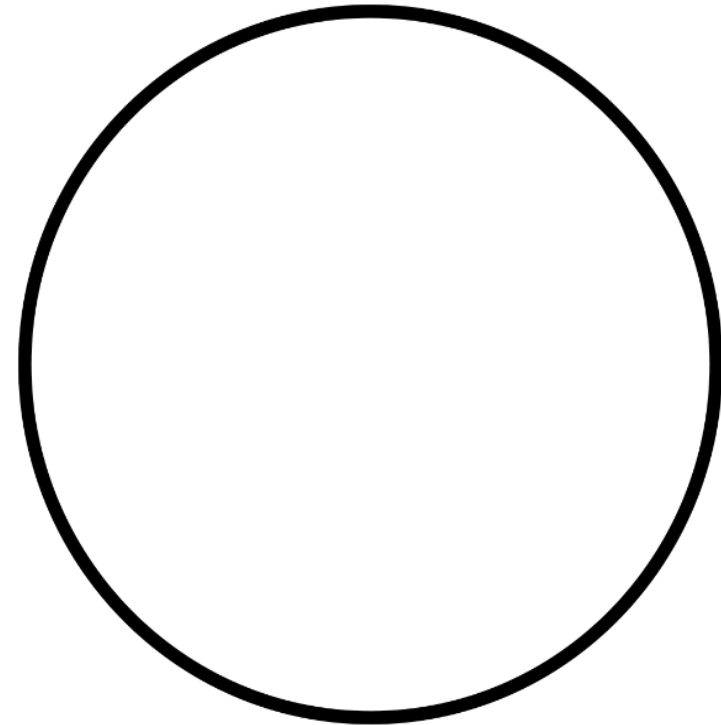
Doing To
trying to fix people who are passive
recipients of service

Shifting the dial

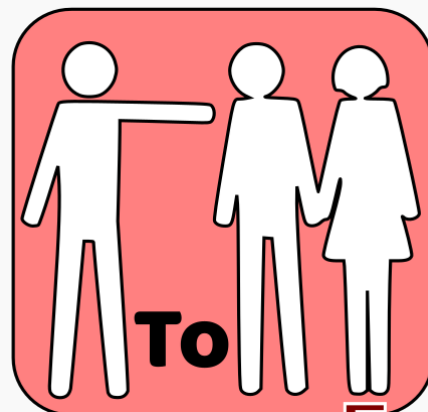
From community engagement
with the system



To community leadership **in**
the system



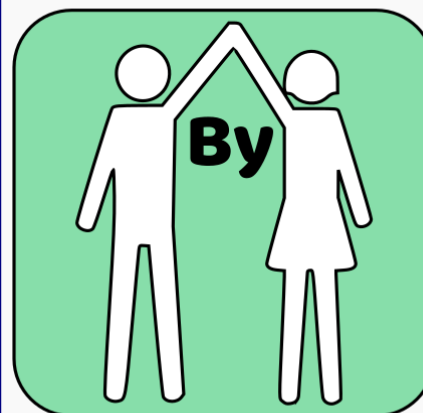
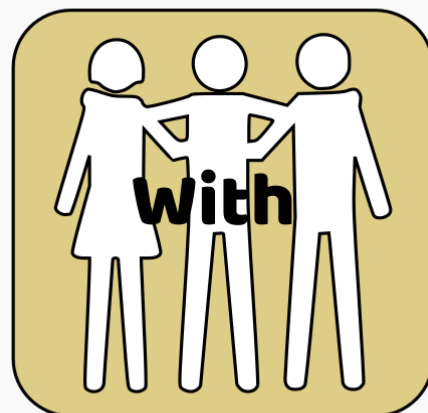
“Everything done,
is to us &
without us.”
(Medical Model)



“Everything done,
is done for us;
without us.”
(Charity Model)

Expert

“Nothing for us,
without us.”
(Social Model, Advocacy,
Co-design/Co-production/
Asset-based Approaches)



“Done by Us for Us.”
(Asset-Based Community
Development)

Gapper

Alongsider/
Animator

Newbold Community Gardens

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Get in touch!

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GM Moving: www.gmmoving.co.uk



www.10gm.org.uk | [@10gm.bsky.social](https://bsky.app/profile/10gm.bsky.social) | [Connect on LinkedIn](#)

NewBold Community Growing Together: www.growing-together.org.uk

Active Partnership Network (England only):

www.activepartnerships.org/the-network/

The challenge

Post-covid residents in Brinnington said they felt:

- Socially isolated
- Lost fitness and confidence
- Worried about uneven paths, lighting and lack of benches

What happened?

Indoor 'confidence walks' created: short, supported indoor walks, designed with residents

- Leisure trust supplied sports hall
- Age UK supported with staff capacity
- Stockport Homes helped identify residents who would benefit most
- Community members spread the word and acted as buddies

Impact?

- Inactive reached
- Inequalities addressed
- Leisure centre now seen as community hub
- 'Confidence' brand now extended to swimming, cycling and gym across Stockport
- inclusion and adaptation embedded in organisational approach



Locality examples: Stoneyfield Park

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- Seasonal use of waterlogged pocket park
- Community led, system enabled
- **Decreasing inactivity:** Playzone installed, refurbished play area, figure-8 path, walking groups, community cricket, year-round use
- **Connecting communities:** community events, community orchard & allotment, 'friends of' established
- **System change:** council role shifts to enabling, supporting, and trusting local leadership – now being replicated in other green space projects. Everyday movement is embedded into the local environment.

From



To



Locality examples: Deane & Derby

- Great Lever (Bolton)
- Cricket club moved from seasonal use to community hub
- **Decreasing inactivity**: women's fitness classes, walking cricket, community walks, learn to ride
- **Connecting communities**: food pantry, warm spaces, embroidery classes, litter picking, community garden, job fairs
- **System change**: skills, leadership, and confidence now sit locally. Multiple outcomes delivered through one place.



The starting point

Involving
local people
and growing
assets

The idea came from residents, not 'the system'

In July 2019 community residents with Brinnington Big Local put forward an idea at the local forum: to create a community map for Brinnington. The map would highlight:

- Local places of importance
- Community history and identity
- Walking routes people already used or wanted to use

The aim was not just a map, but a way to reclaim local knowledge and encourage everyday walking.

The system's role

Effective
work across
and between
sectors

Strategic
Leadership
enabling
collective
leadership

Later in 2019, Transport for Greater Manchester (TfGM) and other partners became involved. Their role was to:

- Enable conversations across the community
- Help unlock funding and connections
- Remove barriers rather than set agendas

Across 2019–2020, engagement continued and flexible funding for sustainable journeys was secured to support what residents were already shaping

Why this mattered

Learning
and
adapting

For Stockport, this work was less about delivering a product and more about testing a different way of working.

Learning objectives included:

- Reaching residents traditionally disengaged from services
- Supporting communities to articulate their own vision
- Shifting behaviours and local culture around movement
- Enabling social connections and collective action
- Linking community-led work to wider place, health and transport systems

What changed?

Transforming
governance
and
processes

Through co-production:

- Three permanent maps became community-owned assets
- Walking was framed as a local, everyday choice
- Engagement happened through leaflet drops, conversations and events



What changed?

Outputs included:

- 3 permanent maps installed (community focal point + train station)
- 3,000 household maps delivered
- Annual walking events engaging 400+ residents
- School use of the map for local history and walking lessons
- Ongoing community-led promotion and use

What was different from a traditional approach?

This work represented a shift in how decisions were made and how partners worked together:

- **Decision-making power sat with residents**, including illustrator choice and map locations
- Partners **enabled rather than commissioned** the activity
- Funding was used flexibly to support co-design
- The maps sparked **new community-led initiatives**, such as benches to improve walkability
- Partners began referencing the maps across **transport, health and place-based work**
- Alignment was built around a **shared outcome**

Long term impact

Over time, this approach has contributed to:

- Stronger local identity and sense of belonging
- Reduced isolation
- Greater awareness of local assets and green space
- Increased walkability and short-journey walking
- Reduced reliance on cars for local trips
- Increased physical activity through everyday movement

This aligns with **Sport England's Uniting the Movement** outcomes, particularly:

- Increasing physical activity
- Reducing inactivity
- Addressing inequalities
- Positive experiences for Children and Young People

These maps are just fantastic. We really hope they will provide something for everyone, whether that's families finding new cycling routes or older adults using them to reminisce and take a walk through some old haunts.

- Brinnington Big Local



FAQs - Themes

Strategic alignment with Sport England and place-based working

Sport England's place-based investment is a major strategic funding shift designed to tackle the "postcode lottery" of physical activity across England. Rather than issuing traditional, competitive grants to single sports clubs, Investment has been channelled into 92 'places' across England up to 2028.

The primary goal is to address deep-rooted health inequalities, social deprivation, and high rates of physical inactivity by empowering local communities to design their own long-term solutions.

The three pillars of investment are:

- **Place Partnerships:** Investment into hyper-local areas with the highest levels of deprivation and health inequalities. This includes an initial phase of **53 locations** (representing the top 10% highest-need areas), followed by a second phase expanding to **27 additional locations** (ranking in the top 20% for local disadvantage).
- **The Place Universal Offer:** A secondary scheme rolled out through a network of local [Active Partnerships](#). This guarantees that even areas not selected for intensive Place Partnerships investment still receive toolkits, resources, and scaled funding to foster collaborative, community-led change.
- **Legacy support:** Investment dedicated to the original 12 "Local Delivery Pilots" where this systemic, place-based methodology was successfully trialled over a six-year period.

Unlike traditional sports funding that dictates specific infrastructure (like building a new pitch), the Place approach prioritises **relationships, trust, and local leadership**.

Sports clubs and community organisations can access the [Sport England Movement Fund](#) The fund specifically prioritises projects that create opportunities for groups facing the highest barriers to physical activity. This includes:

- People living on low incomes
- Disabled people or individuals with long-term health conditions
- Older people
- People from culturally diverse communities
- Girls aged 5–16, LGBTQ+ individuals, and children in foster care
- Unpaid carers, pregnant women, and parents with very young children

Inclusive pathways and opportunities for marginalised communities, children and young people:

- Across the various place investment areas there are examples of good practice emerging and being delivered that have supported activity for marginalised communities and children and young people.
- If you use the following link, it will take you to the learning and resources page on the Sport England website - <https://www.sportengland.org/funding-and-campaigns/our-work-places?section=learning-and-resources-section>
- In all examples, it's not to focus on what has been delivered but consider the approaches and methods that have been utilised to get to the point of delivery. The activity has to be tailored to the needs and context of the community; the principled way of working can be replicated not always the activity.

Partnership delivery and small-grants funding through PiP

- Creating a small grant community pot is local decision. We have examples in Greater Manchester where community developed funding pots have proved successful and empowered local groups and organisations to create and deliver activities.
- <https://www.gmmoving.co.uk/the-network/localities/tameside/>
- Where these investments have been made, there has been additional support provided by local infrastructure organisations to support the local clubs and organisations to build their offer, connect into other place programmes and develop their governance and development plans.