

Greater Manchester Moving / Stockport Moving Together

Report To (Meeting):	ONE Stockport Health and Care Board		
Report From (Board Lead)	Jilla Burgess-Allen, Director of Public Health, Stockport MBC		
Report From (Author):	Hayley Lever, CEO, GM Moving		
Date:	28 August 2024	Agenda Item No:	13
Previously Considered by:	NHS Greater Manchester Executive Committee		

Purpose of the report:

To share a strategic update on Greater Manchester (GM) Moving;

- Share the refreshed Memorandum of Understanding (MoU) between GM & Sport England
- Share the plans, timescales, and next steps for Place Deepening investment
- Share priorities and seek support for strategic and distributed leadership through your teams and networks as part of GM Integrated Care Partnership (ICP) Plans for GM Moving

Key points (Executive Summary):

A refresh of the Sport England/GM MOU has been taking place over the past six months, in the context of:

- New Devolution deal between government and GM.
- New leadership on GM Moving Partnership Board and in Sport England.
- New strategies - Uniting the Movement, GM Moving in Action strategy, and the forthcoming government Sport Strategy.
- Mayoral Election
- General Election.

Greater Manchester have been invited by Sport England to submit an investment plan to continue and deepen the Place Based work across the city region (previously known as Local Delivery Pilot). Sport England have a smaller overall fund for existing areas, as they scale up this work to 80-100 new places. The need and opportunity for the work across GM is expected to exceed this indicative envelope, so there could be a need to scale back and identify what can be achieved for different investment levels. If the investment from Sport England is lower than the submission, any reductions in the budgets will be applied equally.

Since 2019, Stockport has benefited from this funding and has integrated it into the implementation plan of the ONE Stockport Active Communities Strategy (Stockport



Moving Together ([Stockport Moving Together - Stockport Council](#)) as an action research strand, focused on the six priorities set out in the strategy.

Through a proportionate universalist approach, there is a recognition that for Stockport's most inactive populations, the current offer and traditional ways of working are not meeting need. Therefore, testing new ways of working that is led by communities, using action research methodology, is informing much of the implementation in neighbourhoods.

Partner organisations and community groups are working with residents to meet individual need alongside growing an already extensive provision for already 'active' individuals and groups.

Extensive work has been undertaken in Brinnington to better understand how this can be most effective. This was focused around three key objectives:

- How can we evolve the Brinnington Park Leisure Centre into a community hub?
- How can we better engage with inactive residents and patients?
- What impact can we have across all parts of the community?

Learning from this work highlighted;

- **Behaviour and culture change** – the traditional aim of a leisure centre is to increase physical activity over the long-term. But a better aim might be to change behaviours around physical and mental well-being through conversations and social activities.
- **Creating a social movement** – local residents are aware of activities and programmes at Brinnington Park because of personal recommendations and word of mouth. This implies a high level of level of trust, which is essential to grow a physical activity habit which in turn leads to improved health and wellbeing.
- **Sustainability** – there is a need to support and empower communities to be part of programmes and activities, and ultimately for those communities to take ownership of provision, if those activities are to be sustainable.
- **Delivery designed by local people** – it is important to focus on ideas generated in the community and to support those ideas through funding and capacity support.
- **Link community assets and organisations** – raise awareness of what local assets exist and support partners to develop ideas using those assets.
- **Partners' understanding and awareness** – the diverse use of the leisure centre has introduced some partners to the benefits of physical activity.

The impact of this approach has been significant. In 2022, usage of the centre more than doubled from 4441 visits in quarter 1 to 9537 in quarter 3 – with much of the increase being attributable to residents who would have previously been categorised by the CMO definitions as 'inactive'. But equally important are the qualitative measures and personal stories from local residents:

Carol (local resident):

“Going to the coffee morning has been important to me. One day recently I really didn't want to come along to the social gym, I was feeling tired couldn't be bothered, but I didn't want to let anyone in the group down, and I wanted to see you all, so I came.”

Jimmy (local resident and volunteer):

“We basically wanted to try and get people who were socially isolated, get them involved, get them meeting new people and get them moving on to other groups to expand on their support networks. We have a walking group setup from meeting at the centre and we have the digital drop-in to offer more things to get more people involved.”

In order to take these principles to other neighbourhoods and implement the benefits successfully, partners need to engage and co-ordinate. The health sector can play an important role in not only engaging as a partner but also being a community anchor for linking inactive patients into this bespoke, community led peer support.

This work has become the catalyst for the Wellbeing Prescription model in Brinnington as part of the expansion of physical activity within the social prescribing work.

Longer term funding needs to be secured to do this at scale but comparatively modest short-term funding will allow some expansion of the work into priority areas to support Primary Care Networks (PCNs) to address key health challenges in those neighbourhoods.

The work reports into the Stockport Health & Wellbeing Board and is overseen by the Active Communities Strategic Network, with responsibility for implementation of the action plan resting with the Active Communities Implementation Partnership. Additional endorsement of thinking and working differently in this way from the ONE Stockport Health and Care Board would not only give additional value but also has the potential to act as a catalyst for further investment.

Progress to date has provided a much better understanding of how a willingness to think and work in more innovative and collaborative ways can lead to meaningful outcomes. This has largely been on a smaller scale, with one of the key future challenges being how to best scale that up across other neighbourhoods and priority groups aligned to future Sport England Place Partner investment. Any potential reductions in the Stockport allocated budget would mean this work will become more limited in reach.

This work is very much the initial realisation in Stockport of Sir Liam Donaldson’s vision for the importance of physical activity within health nearly 15 years ago, but the full potential is yet to be seen and requires system wide commitment;

“The potential health benefits of physical activity are huge. If a medication existed which had a similar effect, it would be regarded as a ‘wonder drug’ or ‘miracle cure’.”
(Sir Liam Donaldson, Chief Medical Officer for England, March 2010)

Recommendation:

The Board are asked to:

- Read and reflect on the contents of the paper.
- **Note** the recommendations, next steps and endorse strategic and collective/distributed leadership in these areas

- **Note** the opportunities this provides to further support Stockport Moving Together to continue to impact positively on both health and wider social inequalities in Stockport.
- Advocate for further investment into Stockport Moving Together to allow learning to be scaled up into other neighbourhoods across the borough.

Decision		Discuss/Direction		Information/Assurance	
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Aims (please indicate x)

Which integrated care aim(s) is / are supported by this report:	People are happier and healthier and inequalities are reduced	x
	There are safe, high-quality services which make best use of the Stockport pound	
	Everyone takes responsibility for their health with the right support	x
	We support local social and economic development together	