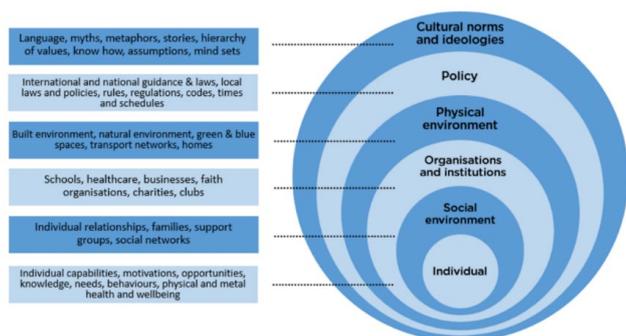


Greater Manchester (GM) Walking City Region Ambition – GM Walking July 2021

In 2017, GM Moving was launched, bringing the whole system in Greater Manchester together to deliver a vision for the future to reduce inactivity. The progress we have made together to date is significant. [GM Moving journey and learning](#).

The Walking City Region Ambition team came into post in November 2018 with the Walking Ambition launched in February 2019. The aim, **to enable the greatest number of people possible to routinely walk for pleasure, personal or environmental benefit and travel convenience**. The ambition recognises the exceptional role walking can play to support increase physical activity levels across the population in Greater Manchester. It is an [evidence-based movement](#) and it recognises the opportunity to support and enhance the investment in GM infrastructure (as set out in the [Made to Move vision](#)).



Evidence shows that whole system approaches that put the individual at the centre and takes into account their social and physical environment, the services available to them and wider policy are most effective in supporting long-term behaviour change. Evidence indicates that walking specifically (96% of the population are able to walk unaided) can contribute significantly to the overall level of physical activity and energy expenditure across a population.

“Brisk walking has the greatest potential for increasing the overall activity levels of a sedentary population and is most likely to be adopted by a range of ages, socioeconomic and ethnic groups.”

Hillsdon and Thorogood

Between Feb 2018 and now, we have seen, heard and felt a significant shift in the narrative around the importance of walking to population scale change in physical activity. We have moved from a place where formal walking groups were the mainstay of conversations about the role of walking, to a position where there is widespread understanding of the critical role of walking; for leisure, for travel and for everyday activity that is so significant to population health.

[Active Lives data](#) demonstrates how more people are walking for both leisure and travel in GM. We have seen a real shift in the perception of how important walking is for example the [Active Soles movement](#) has helped this in the workforce ‘system’. We are in the delivery phase of the walking ambition, and the movement is growing. A movement takes time and clearly longer than two years to grow and embed (we were one year into the implementation when lockdown happened).

Our ways of working:



Progress so far

[GM Walking Voice](#)

Developing the GM Walking Voice Network has enabled us to **bring people together**. We have brought together advocates for, and strong supporters of, the innovation and change that we know we need to transform our neighbourhoods and our city region.

Over 570 members
Monthly newsletters and updates

[GM Walking Grants](#)

We have recognised that the voluntary sector has a great ability to **bring people and diverse communities together to enable them to engage**. They can help us to give voice to the voiceless and in particular diverse communities and those who are less active.

80 small and medium grants (up to 5k)

GMCVO will distribute 250,000k to small community groups and voluntary organisations. The grants will enable projects driven from local communities to help them increase walking in the way they feel is important to them and enable us to **explore different perspectives from different layers of the system** and from many different areas and communities.

4 partnership grants (up to 15k)

Stories of how the grants have been used can be found [here](#)

Walking Community and Walking Champions

To support champions for walking in the community and workplaces we have developed and piloted online resources for our [walking workshop](#). We are now beginning to roll out these workshops in the community and workplace setting.

Workshops Delivered to 73 individuals from over 50 organisations

Working with 10GM we are undergoing engagement with community leaders to understand what is needed to support people wishing to help those who are inactive to walk more often. This work will provide us with insight and recommendations and shape the support and resources we develop going forward.

A number of [short videos](#) demonstrate what it means to different individuals to be a Walking Champion

[The GM Way Campaign](#)

The Greater Manchester Way—is all about inspiring people to consider walking in their everyday lives.

[Partner toolkit](#)
[Walking stories](#)

It's about helping people to connect with the idea that walking has a lot more to offer, and highlighting the benefits that walking can bring. By showing the real reasons people walk, and what they get from it, we want to help people to help people to choose to be more active. We are sharing local walking stories to inspire more people to start walking.

[The Daily Mile](#)

The GM Daily Mile toolkit aims to support people to do a Daily Mile however and wherever suits them with three tailor-made versions: Individual and Family Toolkit, Workplace Toolkit and a Community Organisation Toolkit.

[Daily Mile Toolkit](#)

Digital

We have been expanding our digital offer and have created the [GM Walking website](#) which is a hub information about walking groups and routes and resources to encourage walking.

www.gmwalking.co.uk

[Go Jauntly](#) have been commissioned to pilot their App in GM with the opportunity for localities to upload routes with a particular focus on accessible and wheel chair friendly routes.

[GM Walking Festival](#)

The annual GM Walking Festival planned for May 2020 included more 'non-walking' groups and services organising walks. This aimed to help encourage people who don't regularly walk to find the joy of walking and increase their knowledge of where to walk. Unfortunately due to Covid-19 the May 2020 Festival was cancelled. For October 2020 and May 2021 we developed a virtual festival with lots of tips, inspiration and resources to encourage regular walking from home with family and friends. The [Get Out This May](#) 2021 calendars were downloaded more than 1000 times and viewed by 7670 unique users, helping people to 'Get Out This May' for walking and fresh air at the end of lockdown.

May 2019:

429 walking activities.
Estimate 5,864 walkers across the 429 activities.

May 2021 – Virtual :

3 calendars of walking and outdoor activity ideas with links to information and resources.