

## Greater Manchester (GM) Daily Mile Resource Development: Phase 2 - Developing and testing resources.

### Introduction, Background Context and recommendations

Greater Manchester has an ambition to be the first Daily Mile City Region. This means that there is Daily Mile™ activity happening at scale in primary schools, other education settings, workplaces and communities. GM Walking is working to develop resources and other support required to enable facilitated Daily Mile activity at scale, and achieve this ambition.

The GM approach has been guided by our principles that solutions and interventions developed should be insight led, and produced through community co-design. This brief is informed by the 'Insight and learning report' produced by Collaborate Out Loud, and engagement with workplaces from January – August 2020. We have undertaken a mapping exercise of the insight and recommendations against the range of work already happening across the system. See appendices for the report and mapping exercise to identify what is in scope for this piece of work and where gaps are in addressing issues raised.

### Phase 1

Phase 1 of the GM Daily Mile resource development was a community engagement piece to gain insight on barriers and enablers to people going for a short walk every day. The work undertaken by Collaborate Out Loud from May to July 2020, also explored the concept of a mile and an understanding of the resources needed to support people in workplaces and communities to do a short walk every day.

As the conversations evolved, and insight collated and themed, it became apparent that the resources required needed to support **both** organised daily mile events **and** enable independent every day walking /informal group walking. These findings have emerged from conversations held with residents and community representatives. They differ from the needs of, for example, workplace health and wellbeing leads offering staff opportunities to be more active within the workplace context. This highlights a different approach is required in communities and place rather than structured settings such as schools, workplaces and support services.

Previous engagement from workplaces indicated that they need:

- A place to go to obtain resources and support
- Tailored resources to promote organised daily mile activities (or 'events')
- A platform register as a daily mile 'supporter' to demonstrate commitment towards the GM ambition
- Ideas for engaging workforces working from home at least some of the time
- Support for evaluation of daily mile activities

## Context for Phase 2

Recent conversations with The Daily Mile Foundation Programme Manager for Scotland, whose role it is to fulfil the ambition for Scotland to be the first Daily Mile nation, explored the synergies in the GM and Scotland approach, and ways we could work together to accelerate the shared ambition. Scotland is exploring take up in workplaces and at organisational level through top down influence. GM already has that senior leadership commitment, and is working on grass roots implementation.

There are opportunities for The Daily Mile Fit For Life™ brand to be incorporated into the GM resources being developed for communities and workplaces. This would align the GM community resources with the wider The Daily Mile™ look and feel and bring consistency across the GM Daily Mile ambition work for children and adults. This GM and Daily Mile Foundation partnership is dependent on the alignment of the Daily Mile Foundation approach and the principles of the GM Walking approach. The timescales to produce the community resources for use across GM by mid February 2021 is also vital. Work is underway between GM Walking and the Daily Mile Foundation to establish this approach and the benefits of the partnership.

## Outcomes for Phase 2

Outcomes of the GM Daily Mile resource development work are to:

- Produce insight led, co-created resources to support organised or semi-organised 'Daily Mile Fit for Life' events and activities for workplaces and communities.
- Develop an approach that supports communities to develop their own 'Daily Mile routes' and enable the creation of a community of users accessing these routes. This use could be part of Daily Mile Fit for Life 'events' or at a time to suit individuals and informal groups (informal and independent activity)
- Provide clarity on branding to support to GM Daily Mile ambition to become the first Daily Mile City Region.

In order to meet the ambition for the resources to be used in large numbers to help with scale and reach, they need to be:

- Free to use
- Accessed and used independently by workplace leads, community development workers or those championing walking in any way.
- Adaptable for communities and workplaces to best suit their circumstances and local population.
- Have clear and consistent branding look and feel to support the GM Daily Mile ambition. This is likely to include appropriate adaptations to some of the principles, ideas and recommendations from the [Daily Mile Fit for Life](#) and [Daily Mile at Home](#) resources.

### **What we need from you**

There are four implementation elements that GM Walking are looking to commission from an external provider.

1. The co-creation and development of a 'scrap book' or toolkit of resources that can be hosted on website and are downloadable by a range of users.
2. Develop and test an approach for the development of routes, gather feedback on the routes and shared on a digital platform. If successful, produce some guidance that can be used by communities for this. If there are additional requirements, make the necessary recommendations.
3. Be involved in the branding conversations for the GM resources with GM Walking and The Daily Mile Foundation.
4. Testing the products and approach with communities for function and usability, and engage with the GM Daily Mile branding approach.

In addition GM Walking will

1. Create a webpage page on the GM walking website to host the GM Daily Mile resources/toolkit and routes
2. Engage workplaces with the process and testing resources developed.
3. Ensure consistency of brand and messaging with the schools, workplaces and GM Daily Mile ambition work. The partnership with The Daily Mile Foundation and The Daily Mile Fit for Life™ brand will accelerate and enhance this.
4. Connect the Daily Mile resources to wider system work, including recruiting and supporting walking champions to support use of these resources, creating space for walking, improvements to the walking environment and connecting to the 20 minute neighbourhood and walkable communities concepts.

### **Investment Available:**

There is a budget of £7,000 to develop and produce the resources. This is for

1. Developing draft resources with communities
2. Contributing to the GM Daily Mile branding and promotion discussions
3. Testing and recommending a digital approach to developing and promoting community routes.
4. Testing effectiveness with communities

Additional resources for the project

- Contribution to the design and branding of resources from The Daily Mile Foundation
- The development of the website to host the resources is separate to this.
- Workplace engagement is also out of scope, but will run in parallel with this work.
- Promotion of the resources in early 2021 will be managed by GM Walking.

It is envisaged that the appointed organisation would manage and oversee the design and development of the draft resources by an agency with the relevant skills and experience, and work with the GM Walking team to inform the promotion and marketing of the resource.

Involvement in the evaluation of the impact of the resources will be optional.

**The work will be completed by mid February 2021 according to the timeline below.**

### **How to Apply**

Submit an approach to engage with target community groups to explore what support would be required and how a resource would be used independently by community partners. Please also outline how recommendations would be made to GM Walking.

This should be no more than 4 sides and include:

- Organisation details
- An overview of the approach including some deliverables or outputs where possible
- Examples of community engagement experience
- Costs for the engagement work, broken down into key areas of your approach
- How the product development element of the work would be managed.

Send to [info@gmmoving.co.uk](mailto:info@gmmoving.co.uk). Expressions of interest should be received by **Wednesday 21<sup>st</sup> October 2020 at 5pm.**

We will be in touch to appoint an organisation to undertake this work by **Tuesday 27th October 2020.**

### **Appendices**



GM DM Insights  
and learning report



GM DM Insight  
recommendations r

### Phase 2 Resource development and production

What	Who	By When
Develop a design brief on the elements of a resource and send out for EOI	GM Walking	9 <sup>th</sup> October 2020
Commission an agency to produce 'mile resources' and support package	GM Walking	27 <sup>th</sup> October 2020
Inception meetings, planning, branding meetings, including the Daily Mile Foundation	Appointed organisation with GM Walking	28 <sup>th</sup> October – 6 <sup>th</sup> November
First version of branded supporting resources developed and produced in draft, shared with The Daily Mile working group explored and tested with GM working groups	Appointed organisation with GM Walking, The Daily Mile Foundation	9 <sup>th</sup> November – 4 <sup>th</sup> December 2020
Resources tested – communities and workplaces and comments back	Appointed Organisation, Partners and stakeholders	7 <sup>th</sup> December - 15 <sup>th</sup> January 2021
Finalise resources based on testing and establish mechanism by which they can be accessed	Appointed organisation, GM Walking and stakeholders	18 <sup>th</sup> January 2021 – 5 <sup>th</sup> February 2021
Branded Daily Mile Package finalised	Appointed organisation, GM Walking and stakeholders	8 <sup>th</sup> February 2020 – 12 <sup>th</sup> February 2021

### Phase 3: Daily Mile Resources published and promoted

What	Who	By When
Develop a marketing and evaluation approach	GM Walking, The Daily Mile Foundation,	18 <sup>th</sup> January 2021 – 12 <sup>th</sup> February 2021
Launch of toolkits with PR, marketing etc	GM Walking	15 <sup>th</sup> February 2021
Promotion of resource, encouraging uptake and use of the resource	GM Walking, The Daily Mile Foundation, networks and stakeholders (inc appointed organisation)	15 <sup>th</sup> February 2021 – March 2021
Reporting and measurement of impact	GM Walking	March 2021