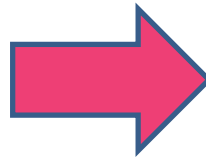


MANCHESTER

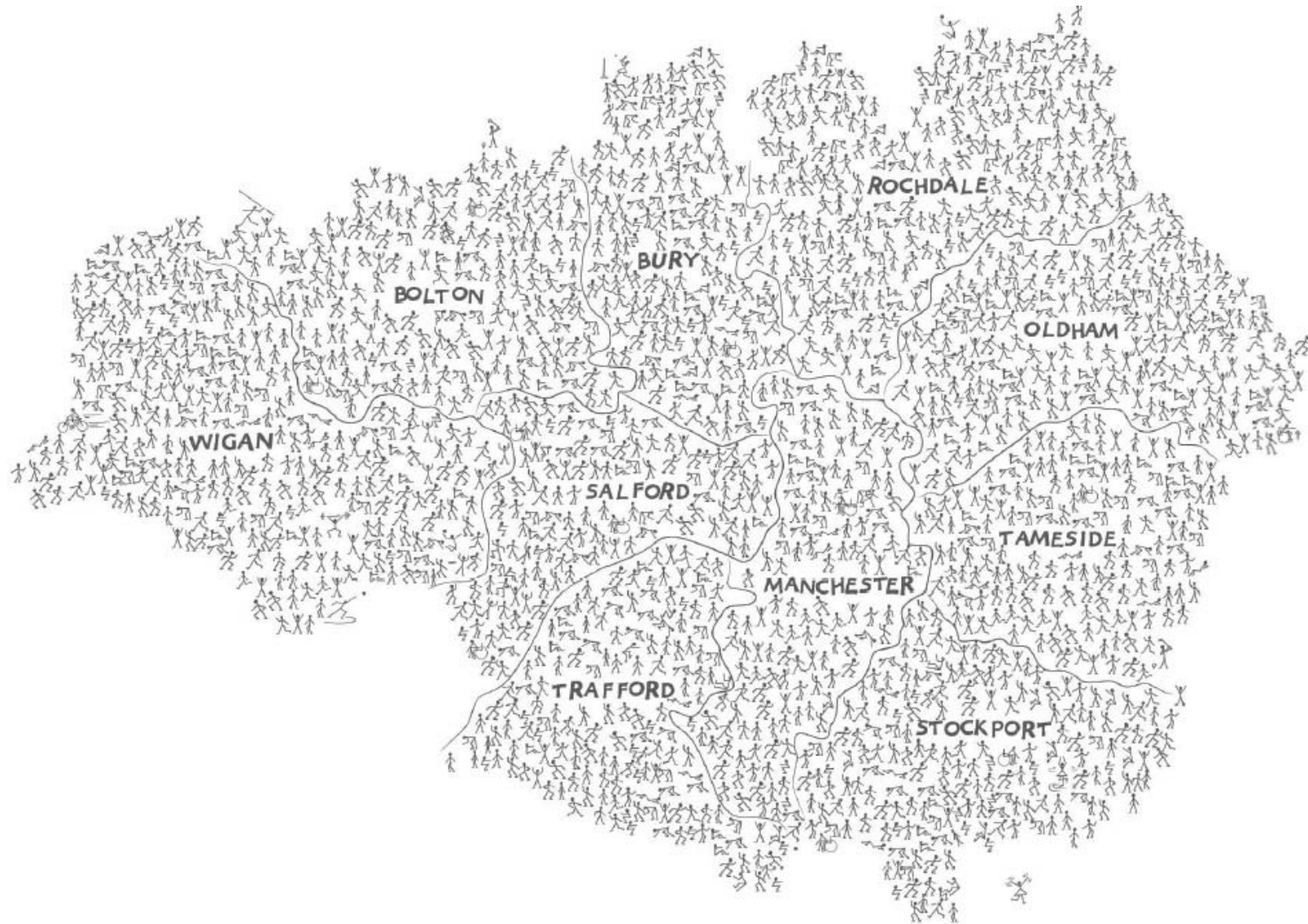


# Inspiring a healthier future in Greater Manchester through sport and physical activity



WHAT'S  
YOUR

STORY





**Our goal** is to see  
the fastest and  
biggest  
improvement to the  
health, wealth and  
wellbeing of the  
2.8m people of GM

# Taking Charge Together

Greater Manchester Health  
and Social Care Devolution

A black and white portrait of Albert Einstein, showing his characteristic wild hair and mustache. He is looking slightly to the right of the camera with a thoughtful expression. His hands are clasped together in front of him, resting on a surface. The background is dark and out of focus.

WE CANNOT SOLVE OUR PROBLEMS  
WITH THE SAME THINKING  
WE USED WHEN WE  
CREATED THEM  
-Albert Einstein

Source: <https://wouterdeheij.wordpress.com/2013/04/27/famous-innovation-quotes-from-steve-jobs-gunter-pauli-einstein-henry-ford-and-many-others/>







# Game Changer

# Stakeholders

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Public Health  
England



**AGMA**  
ASSOCIATION OF  
GREATER MANCHESTER  
AUTHORITIES

**GMCA**

**new  
economy**®

**greater  
sport**

Greater Manchester Sports Partnership



Transport for  
Greater Manchester



**SPORT  
ENGLAND**

**NHS**

Greater Manchester Association of  
Clinical Commissioning Groups

Greater Manchester  
Moving > ^ < v

An Ounce of Prevention is  
Worth a Pound of Cure  
- Benjamin Franklin -

# Strategy

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Creating a culture and environment where an active choice is the normal choice











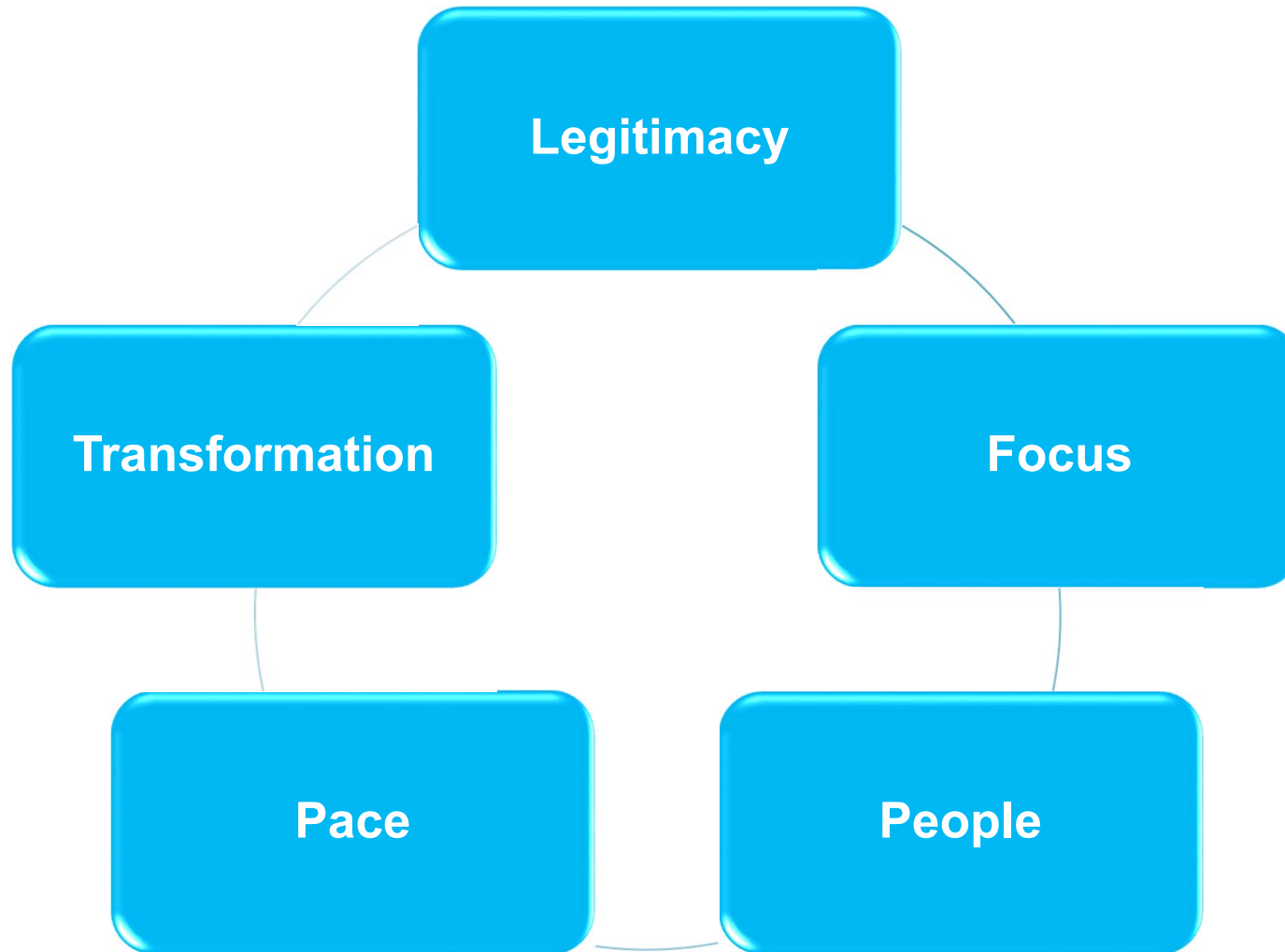


**“When we all work together,  
we all win together”**



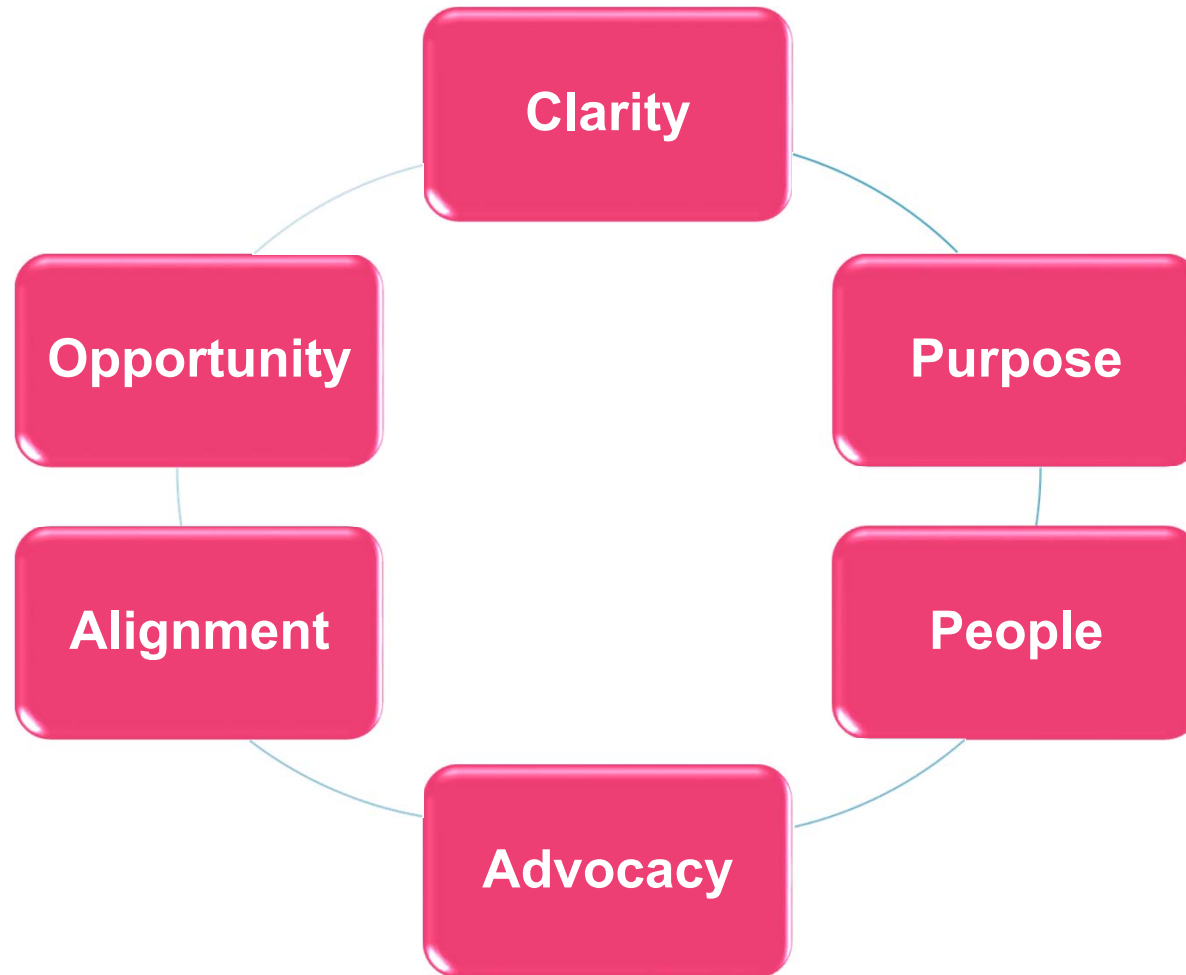
# Challenges

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# Factors for success

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**If you want to travel fast – go alone  
If you want to travel far – go together**

**SUCCESS**



**WHAT PEOPLE THINK  
IT LOOKS LIKE**

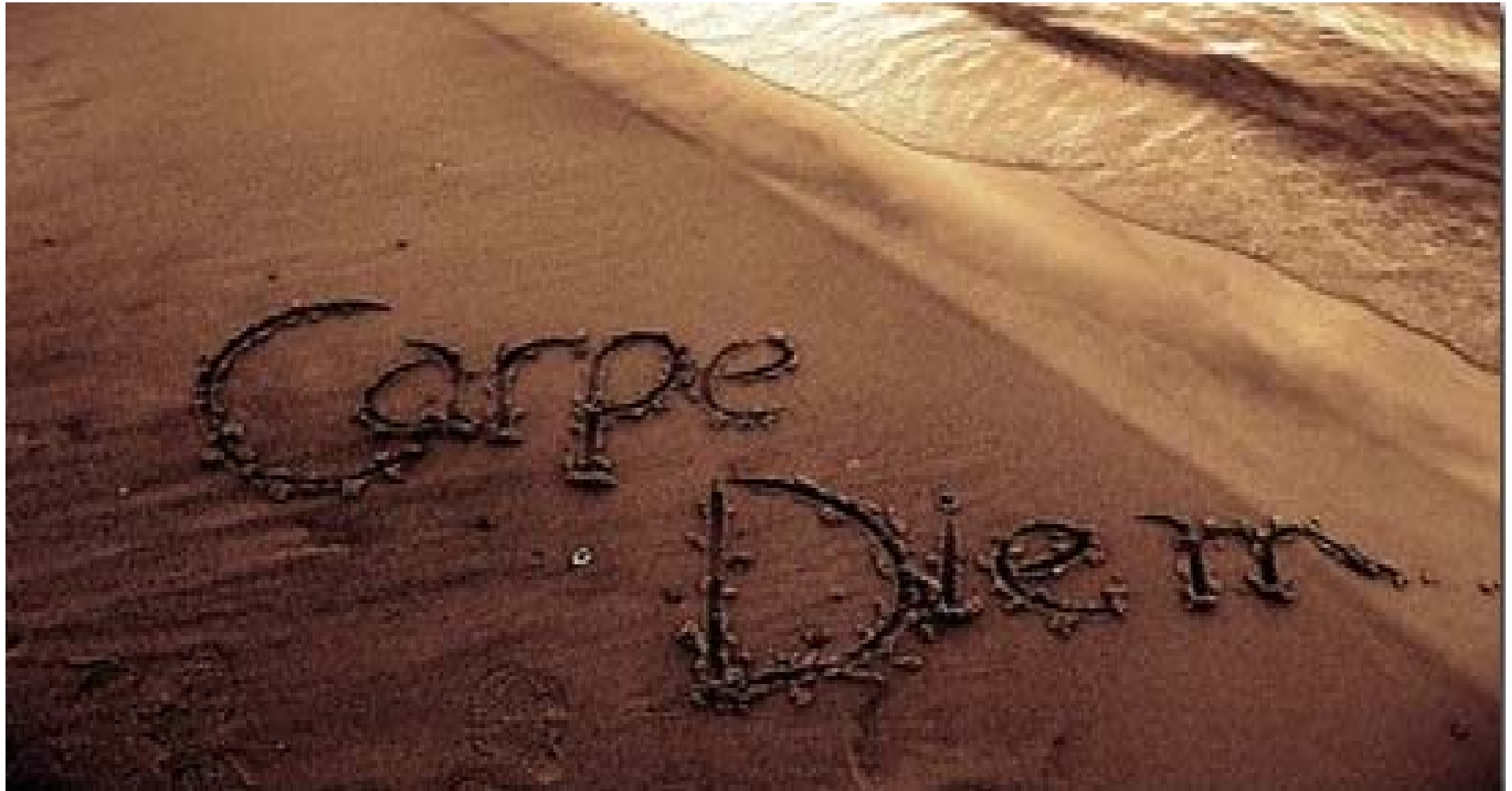
**SUCCESS**



**WHAT IT REALLY  
LOOKS LIKE**



**The  
Journey  
Starts  
Here**





Yvonne Harrison

[yvonne@greatersport.co.uk](mailto:yvonne@greatersport.co.uk)

@GreaterSport #GMMoving

E-mail: [gm.devo@nhs.net](mailto:gm.devo@nhs.net)

Website: [www.gmhealthandsocialcaredevo.org.uk](http://www.gmhealthandsocialcaredevo.org.uk)

Twitter: @GMHSC\_Devo #takingcharge



WWW.GREATERSPORT.CO.UK



**greater**  
*sport*

Greater Manchester Sports Partnership