



'We Move As One'

GM ACTIVE



GM Active

is a Community Interest Company

A collaboration of 12 amazing leisure and community organisations from across Greater Manchester. We manage the majority of the publicly owned leisure and physical activity assets and services on behalf of the 10 local authorities.

We pride ourselves in putting our communities and our people at the heart of everything we do.

Working in response to the GM Moving in Action strategy, we have a shared, simple objective – to get more people physically active and improve the health and wellbeing of our communities.

Our shared approach gives us a real opportunity to bring about change. We are a unique combination of organisations and people; pioneers in the leisure sector. We have created a new strategy, which will underpin our current success with greater strategic direction and commercial sustainability.



Our purpose

Helping people across Greater Manchester live healthy, happy, and longer lives.



Our vision

A network of innovative, resilient and high performing Greater Manchester leisure and community organisations that deliver transformational health and wellbeing outcomes through collaboration across our local communities.

Our aims



1

Encourage active lives for all and help to reduce health inequalities within Greater Manchester.



2

Support and drive effective system wide collaboration with key partners across Greater Manchester.



3

Strengthen our resilience to ensure long-term sustainability.



4

Embed environmental sustainability and support the region's ambition to be carbon-neutral by 2038.

Our strategic objectives

1

Encourage active lives for all and help to reduce health inequalities within Greater Manchester:

- | | |
|---|--|
| 1.1 Maximise our future contribution to Greater Manchester's population health and wellbeing outcomes. | 1.3 Develop and promote our capacity to improve health and wellbeing through social prescribing. |
| 1.2 Increase the numbers of people accessing our facilities and services from groups who face the biggest health and physical activity inequalities. | 1.4 Bolster the resilience, sustainability, and skills of our collective workforce to meet the demands of their role and the changing needs of our diverse communities. |

2

Support and drive effective system wide collaboration with key partners across Greater Manchester:

- | | |
|---|---|
| 2.1 Contribute to GM's Covid-19 recovery and resilience and help to build back fairer through our role as activity enablers. | 2.3 Drive forward the GM-wide digital transformation journey to help widen access and increase participation in physical activity. |
| 2.2 Co-design and deliver evidence-based credible health and wellbeing solutions. | |



3

Strengthen our resilience to ensure long-term sustainability:

- 3.1** Strengthen our position and collective ability to seek out and secure new commissions and additional sources of revenue.
- 3.2** Enhance our company reputation and credibility with key stakeholders and continue to expand our national influencing role.
- 3.3** Achieve economies of scale through collaboratively working together on efficiency measures and joint procurement.

4

Embed environmental sustainability and support the region's ambition to be carbon-neutral by 2038:

- 4.1** Demonstrate and share good practice to improve energy efficiency and reduce carbon emissions in our buildings.
- 4.2** Share ideas and expertise in developing net zero strategies for our leisure and cultural assets.
- 4.3** Engage and educate our staff & members about the effects of climate change and promote active, sustainable travel to and from our facilities.
- 4.4** Commit to reducing our use of single use plastics and increasing our recycling efforts.

JOIN US AS

'We
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We are actively seeking new partners, opportunities for collaboration and innovative ways of working. We can't do this alone.

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If our plans, purpose and intent chime with you,
please do connect with us and be part of our
transformational movement.



Get in touch
info@gmactive.co.uk



Visit our website
www.gmactive.co.uk



Stay connected

