Who we are

Strapline Changing Lives Through Sport

Vision Greater Manchester Charity that creates, provides and enables sustainable opportunities for everyone to take part in sport and physical activity

Values

Respect	Inspiration	Courage	Equality

Beliefs We believe that Sport and Physical Activity:

- can make a contribution to the achievement of economic potential and social well being of Greater Manchester
- can enhance everyone's life, brings communities together, and should be a life-long habit
- participation and excellence is a defining characteristic of Greater Manchester and should be celebrated and promoted to the benefit of all

Strategy Changing Lives, AGMA's 2012 Olympic and Paralympic Legacy Plan

Our four strategic priorities are:

Strategic Priorities

0-5 - Support parents and carers of children under 5 to help young people develop the vital early movement and dexterity skills that form the bedrock of life-long activity.

Children and Young People - Ensure that young people are entitled to the best and most appropriate opportunities available to them by joining together education and community sport to increase skills sets and life opportunities.

Physical Activity - Enable a physically active lifestyle to be the desired choice for the people of Greater Manchester.

Sport - Ensure that National Governing Bodies of Sport are helped to attract and retain more people of all ages to their sports by improving the number of clubs, coaches and volunteers.

Business Aims We aim to:

- be the best charity in our sector
- have a clear sense of purpose
- ensure our brand is known and understood
- be valued by our customers and partners
- be financially secure with a broad financial portfolio
- be a great company to work for

What we do

By working together with our partners GreaterSport will achieve a set of shared objectives and impacts:

Objectives Using sport and physical activity, GreaterSport will:

a. Provide leadership for partners to connect national policies to local priorities, and vice versa.
b. Increase investment in Greater Manchester reducing dependency levels.
c. Raise the profile of Greater Manchester generating economic and health benefits.
d. Improve lifelong skills in our communities to create a sense of place, neighbourhoods of choice, and jobs.
e. Implement projects and interventions to increase participation levels and generate positive social impact in our communities.
f. Support Greater Manchester residents to achieve their potential.

Headline Outputs for 2012-13

0-5
39,000 new born children and their families in Greater Manchester receiving 0-5 physical activity advice via the NHS Red Book (objective e).

= Total 39.000 babies

Children and Young People
3,730 young participants in School Games (objective f).
200 young ambassadors and volunteers delivering within the School Games (objective d).
1,230 young participants on disability programme (objective e).

= Total 5,160 children and young people

Physical Activity
50,000 GM adults taking part in a minimum of 3 x 30 minutes of physical activity a week (objective c).
1,376 runners participating once a week (objective e).
86 new running leaders trained and deployed (objective d).
70 new active running groups established (objective e).
22,500 participants engaged in 30 Community Games across Greater Manchester (objective e).

= Total 74,032 adults

Sport
32,200 hours of activity completed by 5,347 participants on the Sportivate legacy programme (objective e).
1,044 Clubs supported to deliver sport and physical activity or access funding (objective d).
20,000 hours of volunteering completed by 2,000 Sport Makers via the Sport Makers legacy programme (objective d).
3,991 community coaches and leaders supported (objective d).
3,570 coaches gaining a qualification or certificate (objective d).
30 of Greater Manchester top athletes and coaches supported with a bursary (objective f).
400 attending Annual Sports Awards event to recognise and celebrate achievements of individuals and teams across GM (objective c).

= Total 16,382 adults

Business
50,000 people accessing GreaterSport marketing material (objective c).
60 jobs advertised on the GreaterSport website (objective d).
£1,051million pounds of investment will be levered into Greater Manchester by GreaterSport (objective b)
Dissemination of national policies and programmes into 10 regional networks (objective a)
Achievement of national Safeguarding and Equality standards (objective a).

= Total 50,000 adults

TOTAL PEOPLE SUPPORTED = 184,574

Impact

- Parents, carers and service providers are equipped, educated and supported to help families and young children become more active.
- More people involved in sport and physical activity and adopting participation as a life-long habit.
- Increased opportunities for people to volunteer in sport, both formally and informally, to the benefit of themselves and their communities promoting active citizenship and self development.
- Better equipped and connected coaches delivering regular, high quality sessions in our community clubs enabling the clubs to be sustainable.
- More people equipped with the right skills and experience to access new employment opportunities.
- More business opportunities and investment created through sport and physical activity.
- A reduction in the social gap within Greater Manchester communities.
- Healthier residents especially those from deprived areas.
- Greater Manchester recognised as the place of high quality sporting events.
- Greater Manchester's city region work recognised via sport and physical activity.
- Co-ordinated network of effective groups functioning across the City Region to maximise the impact and efficiency of the work of all our partners.
- Research service impact, helping partners make informed decisions based on intelligence, data and research resulting in targeted and effective working.