

North Manchester Social Benefits Framework



Contents

Introduction.....	3
Theme 1: Education, skills and employment.....	7
Theme 2: Health and wellbeing	11
Theme 3: Community resilience.....	14
Theme 4: Digital	17
Theme 5: Environmental.....	21
Appendix.....	24
References.....	26

Introduction

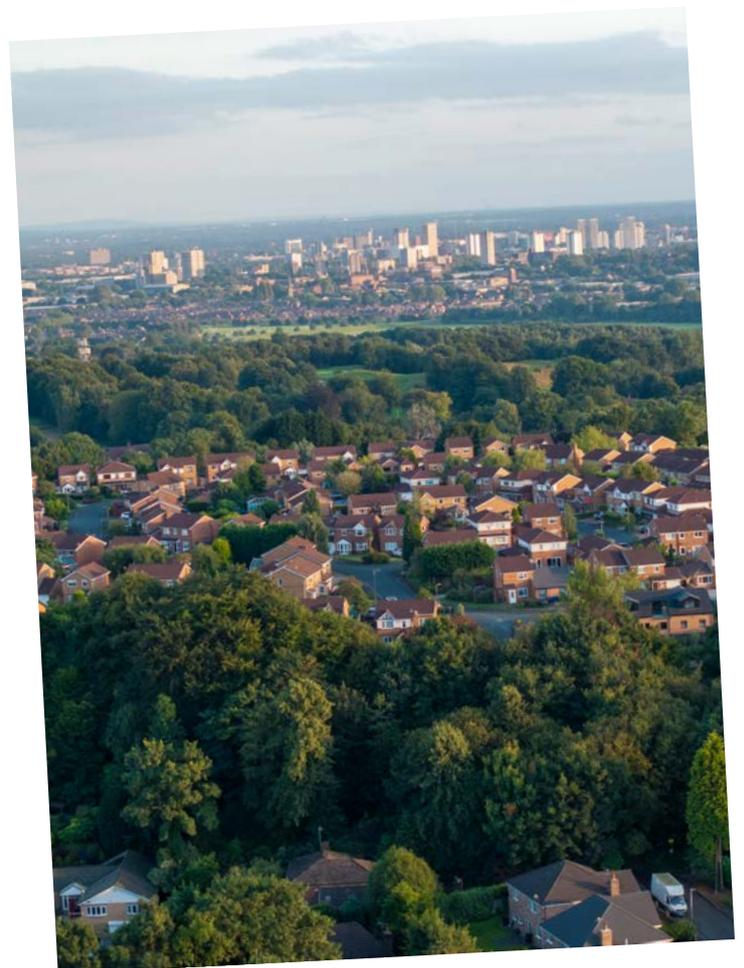
Unique opportunity for inclusive growth in north Manchester

Major investment through the Victoria North programme, together with plans to transform the North Manchester General Hospital campus (including the state-of-the-art North View mental health inpatient facility), represents a huge opportunity to deliver transformational change in North Manchester. These major regeneration programmes, together with other local development activity, provide a platform to drive a more inclusive economy across the north of the city, and better connect local residents to the opportunities that are being created through economic growth.

Investment of this scale has the potential to deliver significant social, economic and health benefits for the residents of north Manchester. With a combined GDV of £6billion, spread across the next 10–15 years, there is a major opportunity to deliver social value benefits that are tailored to local needs, and which deliver maximum local benefits.

While the physical transformation will be guided – in part – by Strategic Regeneration Frameworks, the Council and its partners have worked together to create the North Manchester Social Benefits Framework to drive positive socioeconomic outcomes. This is a social value tool that reflects the priority themes, opportunities and target outcomes for north Manchester.

Impacts will be concentrated in north Manchester, but the social benefits generated by the Framework are likely to have a ripple effect beyond north Manchester. To illustrate this, a tier system has been visualised (please refer to the [appendix](#) for visual map). The first tier encompasses the wards within north Manchester. The second tier includes the local authorities of Manchester, Salford, Bury, Rochdale and Oldham. The third tier covers the remaining local authorities in Greater Manchester. Finally, the fourth tier refers to the north west region.



Purpose of the Framework

The North Manchester Social Benefits Framework aims to demonstrate how social value, aligned to physical transformation programmes, could deliver additional socioeconomic benefits in a way that is fully inclusive. This would ensure that local residents and the local economy experience sustainable health, social, employment and wider economic benefits and that a legacy of improved socioeconomic outcomes is established.

Across five key themes, the Framework summarises the local context and highlights the key areas against which social value should be focused. The Framework should be used by delivery partners engaged on north Manchester development schemes to inform their social value action plans (including as part of the procurement process) so that they are tailored to local needs and can deliver maximum local impact. The social value action plans should set out in more detail the specific activities that will be carried out, how they will be delivered, as well as any specific targets they will meet.

While the Framework sets out five distinct themes, it is important to highlight their interconnectedness. There are strong synergies between the themes; for example, improved employment outcomes will likely lead to improved health and wellbeing outcomes. Rather than seeing the themes as separate entities, partners are encouraged to view the Framework as a holistic tool for creating social benefits in north Manchester.

As well as undertaking social value activities, partners who are engaging with this Framework are also expected to create inherent social value. This includes paying their staff fairly, promoting equality, diversity and inclusion, following ethical business practices, and developing local and diverse supply chains.

A description of social value

- Understand, embed, and deliver locally informed impacts that improve health, housing, and economic and environmental outcomes for the local community.
- At every stage in the project, actively empower residents and local groups in transforming lives and communities, becoming more resilient, and reducing inequalities across and beyond the agreed area of impact.



Drivers of inclusive growth

Improving health outcomes

- Directly improve the health and wellbeing for all within the wider area of impact, through an integrated programme of activity linked to the planning, housing and regeneration process.

Inclusive economic growth

- Recognise Victoria North and North Manchester General Hospital as a once-in-a-generation opportunity to bring about positive change for local communities.
- Maximise the local benefits of the investment that is planned to take place in north Manchester.
- Attract additional future investment by directly supporting the delivery of new housing and informing business cases.

Connecting north Manchester

- Bring existing and new residents and partners together to deliver positive change across the area, by encouraging organisational collaboration and social cohesion.
- Ensure impacts bring enhanced benefits across the wider impact area.

Addressing inequalities

- Reduce long-term inequalities, improve life chances, and remove barriers for residents and groups.
- Tackle digital exclusion and break down barriers that prevent people from accessing technology and the internet.

Building resilient communities

- Connect local people to opportunities, driving economic prosperity and economic inclusion.
- Maximise the opportunity for local organisations, including consultants, contractors, and voluntary, community, faith and social enterprise (VCFSE) providers, to deliver locally relevant and inherent social value early on and throughout the regeneration process.

Environmental impact

- Be mindful of ensuring positive environmental impacts at every stage of the project.

These motivations collectively aim to create a holistic and inclusive approach to regeneration, ensuring that the benefits of growth and development are felt by all residents of north Manchester. They complement and give substance to existing strategic corporate social value guidance, strategies, and approaches.

Guiding principles for social value

Be inclusive

Social value should always reflect local needs and opportunities at every stage of the process, through investing in local communities and directing resources to where they are most needed.

Be accessible

In the use of language, delivery of projects, sharing of information and equality, and diversity.

Continual local engagement

Always inform social value on local issues and opportunities via effective, ongoing community engagement.

Collaboration

Collaborate with local partners and residents to understand, embed and deliver social value, such as the public and private sectors, academic bodies, VCFSE and residents, for the benefit of communities.

Shared intelligence and insight

Share and develop simple shared and transparent ways to capture, measure and celebrate social value.

Policy alignment

Ensure that the project-level approach complements wider policy and guidance from the key partners.

Monitoring and reporting

The Council and north Manchester delivery partners have jointly identified a core set of mandatory indicators that should be adopted by all organisations engaged with this Framework. In addition to these core measures, delivery partners are encouraged to identify and adopt key performance indicators that they consider to be most suitable for their work. Since the Framework's launch in 2021, the impacts generated by the Framework have been monitored and, as a result, have produced a vast set of positive case studies.

The social value leads of respective delivery partners may be asked to complete a quarterly report in addition to the contractual reporting required by the relevant client organisation. This is so that social value activities across multiple north Manchester contracts can be collated, and progress monitored consistently.



Theme 1: Education, skills and employment



Overview

Compared to other areas of the city, north Manchester residents experience higher unemployment rates, higher child poverty rates and limited qualifications (please see [local context](#) section for more details). To improve this, a Work and Skills Strategy has been developed to connect people to the employment opportunities created, regardless of their backgrounds or circumstances.

Working in partnership across the city we will support accessible pathways into good employment opportunities so that residents can learn the skills necessary to achieve their ambitions, while ensuring that business and other organisations have access to the local talent they need to be successful.

Social value must be embedded at the core of procurement for development sites to ensure residents benefit from the opportunities created; this needs to be fed through supply chains to maximise reach. Complementary programmes of upskilling, retraining and supporting residents back into employment, such as the Construction Skills Training Centre in Collyhurst, will ensure there is a talent pipeline to deliver the work.

It is key to work with local schools to ensure Manchester's young people can access these roles when they have finished their education. Apprenticeship levels and T Levels should be utilised, but additional investment will be required. As well as technical skills, a focus is needed on skills for life to ensure residents are resilient and can adapt to the future economy. While creating opportunities for employment will be key, there also needs to be an emphasis on the retention of employment, ensuring that north Manchester residents have access to sustainable employment opportunities.

Vision

To take advantage of the scale and duration of the Victoria North and North Manchester General Hospital Redevelopment pipeline to create joined-up and accessible pathways that support Manchester residents into sustainable employment and training opportunities.

Local context (why it's important)

Industrial decline in north Manchester has given way to long-term and embedded worklessness. There are 22,636 working-age adults in the locality receiving out-of-work benefits (Department for Work and Pensions, 2024). The Claimant Count (those claiming Universal Credit who are required to seek employment and Jobseekers Allowance) increased by 23.7% between September 2023 and September 2024 (ONS, 2024). (It should be noted that this metric is affected by the transition from legacy benefits onto Universal Credit.)

Furthermore, the 2021 census revealed that 25.4% of north Manchester residents had no qualifications, compared to the national average of 18.2% (ONS, 2021).



These trends are also reflected in north Manchester's younger population: the percentage of children educated in north Manchester schools achieving a good level of development (GLD – otherwise known as being 'school ready') at the end of Reception 2023/24 is 57.4% (Department for Education, 2024). In comparison, the percentage of all children educated in Manchester schools leaving Reception 'school ready' is 59.6%, compared with 67.7% nationally (Department for Education, 2024).

Manchester has high rates of child poverty. Over 47.9% of children and young people grow up in poverty; this was the third-highest rate among all local authorities in the United Kingdom (End Child Poverty, 2023). The rate of child poverty in Blackley and Middleton South was 50.8%, which was the ninth highest of all the Parliamentary Constituencies (End Child Poverty, 2023).

Experiencing poverty can lead to several adverse consequences, such as poor mental and physical health, reduced educational attainment, and persistent gaps in earnings between those who have experienced poverty in childhood and those who have not. Furthermore, neighbourhoods with a high concentration of people on low

incomes (which can be seen across north Manchester) are generally less resilient, frequently lacking the services and infrastructure found in higher-income neighbourhoods. High concentrations of people on low income can also place greater demand on local services, which may result in lower quality of provision.

Priorities

1. Help our children, young people and adults build their aspirations.
2. Support educational institutions (schools and colleges) and organisations that help young people and adults to become more employable and make informed career decisions.
3. Provide training and development and employment opportunities for residents, such as via the Community Construction Skills Centre in Collyhurst.
4. Offer high-level apprenticeship and training opportunities to Manchester residents.
5. Support and influence provision of accessible, vocational pathways towards secure employment for Manchester residents.
6. Provide opportunities for Manchester graduates to be retained in the local labour market.
7. Offer Manchester residents sustainable, good-quality and living-wage employment opportunities connected to North Manchester General Hospital redevelopment and Victoria North major regeneration.



Opportunities

The approaches outlined in the following section should fit within the following overarching requirements:

- Encourage individual consultant and contractor teams to contribute their own experience and ideas towards our priorities.
- Opportunities are considered 'in the round', ie. individual organisations and developments contribute to a pipeline of opportunities at a range of levels, which are connected. There is visibility across this pipeline and our residents can move from one opportunity to another, for example work experience into an apprenticeship.
- Utilise the offer of the Construction Skills Centre in Collyhurst for residents who have undertaken qualifications and training.
 - The Construction Centre trains Manchester residents, including north Manchester residents, so they can gain qualifications in construction. There is an opportunity here for graduates of the skills centre to find employment, which in turn, will connect more residents into employment.
- Ensure that employment, training, and educational opportunities are clearly signposted, and that channels of communication between residents and the employer/trainer/education provider are as accessible and straightforward as possible.
- Opportunities are delivered in a way that makes use of and supports existing education, skills and employment programmes running in Manchester and Greater Manchester.
- Encourage consultants/contractors and their supply chain to pay the Manchester Living Wage as a minimum.
- Encourage consultants/contractors/supply chain to become members (or supporters) of the Greater Manchester Good Employment Charter.



Theme 2: Health and wellbeing

Overview

Manchester has some of the poorest health outcomes in the country, including some of the highest rates of deaths from preventable diseases in England, which are at their highest in north Manchester.

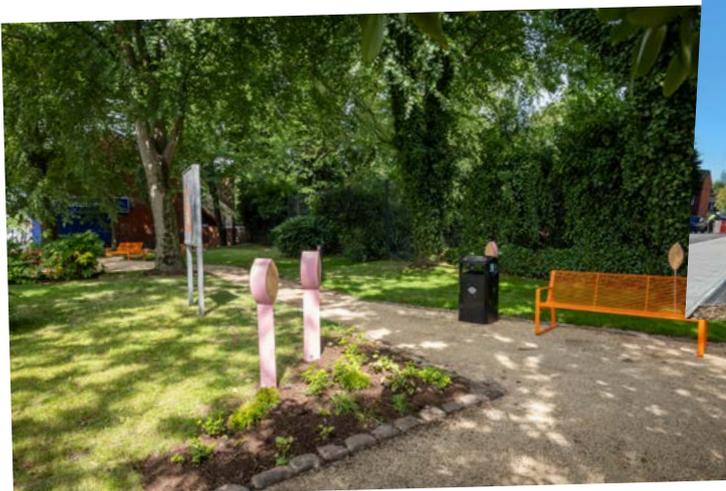
Approximately 40% of health outcomes are influenced by socioeconomic factors (Kimberlee et al, 2014). All stakeholders in the city have a role to play in tackling preventable health inequalities and ensuring younger people have a healthy start to their lives.

Health should be considered throughout levels of a regeneration scheme; for example, retrofitting properties to reduce fuel poverty, reducing car usage to improve air quality, and providing universal access to high-quality green space. In conjunction, these all improve health and wellbeing.

Contractors participating in this Framework can make an important contribution to the health and wellbeing of local communities and residents, as well as their staff. The Framework recognises the potential that contractors carry in driving change over wider health determinants.

Vision

The scale and duration of the Victoria North regeneration pipeline and North Manchester General Hospital redevelopment can be used to close the preventable gaps between people in north Manchester and other parts of the city with the best and worst health outcomes, enabling local communities and residents to live healthier and fulfilling lives.



Local context (why it's important)

The quality of people's health is dependent on so much more than the availability of specific health services. It is about the people they see every day, the environment they live in, their access to wider services and opportunities, and feeling part of a community.



Within Manchester, health inequalities mean that people living in north Manchester often experience the worst of these health outcomes. Between 2016 and 2020, life expectancy at birth was lower for men and women in north Manchester compared to the rest of the city; it is also significantly lower than the figure for England (in some wards, life expectancy is the worst for England).

In 2022, in response to Professor Sir Michael Marmot's report, *Building Back Fairer in Greater Manchester*, local partners, led by Manchester City Council, collaborated to establish Making Manchester Fairer. These partners shared a common objective: reducing health inequality.

The plan identifies themes that recognise the impact of broader determinants of health that extend beyond traditional health and care settings.

Given that north Manchester often experiences the poorest health outcomes, addressing these themes presents an opportunity to maximise the impact of initiatives aimed at improving health inequalities, through directing actions and interventions with a scale and intensity proportionate to the area's needs.

Priorities

The ambitions for the programme are that we will improve the health and wellbeing of people who live in north Manchester by:

1. Improving the conditions that lead to poor health and so reduce health inequalities in the most socially disadvantaged neighbourhoods.
2. Creating the conditions that allow children and young people to thrive.
3. Continuing to build an age-friendly city that promotes good health and wellbeing for people in middle and later life.
4. Strengthening connections, relationships, and collective action for healthy lifestyles.

Opportunities

The approaches outlined in the following section should fit within the following overarching requirements:

- Undertake activities that contribute to the health and wellbeing of staff, residents and communities.
- Follow the good-employment practices outlined in the first theme, and Employment theme (as health and wellbeing are intrinsically linked to education, skills and employment).
- Support the creation and/or improvement of indoor and outdoor spaces that support health and wellbeing through providing construction expertise, donating funds or volunteering time.
- Deliver toolbox talk workshops to staff on construction projects in relation to mental health awareness and tinnitus.

- Support local food pantries to pack food items for collection, helping local people access low-cost fresh food.
- Provide equipment and kit for local youth sports teams.
- Install and fit defibrillator units in community spaces.
- Support the mental and physical health of employees through commitment to the Greater Manchester Good Employment Charter.



Theme 3: Community resilience



Overview

This theme recognises the important work already underway, while continuing to look at how to build infrastructure and capacity in the VCFSE sector in north Manchester. It will support the vital services offered by voluntary organisations, ensuring accessibility to all residents in the area.

A key element of the regeneration work is supporting the community to adapt to change with a focus on the relationship with the voluntary sector and the statutory partners, to ensure everyone feels involved in the wider development of north Manchester.

Supporting the creation of resilient communities helps promote long-term economic stability, creates healthier lives, and aligns social cohesion. It is important the developments support community resilience and celebrate diversity in order to foster strong social networks that provide emotional and practical support; this helps all individuals in the community to be involved and feel valued.

Through the regeneration programmes, every effort should be made to collaborate and engage with the local VCFSE sector to understand the strengths of the local area and the aspirations of residents, listening to what they need to thrive, and drawing in the right support at the right time. Community engagement builds trust,

ensuring the developments are more likely to be accepted and supported by the community.

Encouraging active participation will help build resilience, ensuring initiatives are relevant and effective and will be sustained beyond the development timelines.

Vision

The affected neighbourhoods will be cohesive and resilient, where people are involved in decision-making and empowered with a strong sense of belonging.

VCFSE organisations in north Manchester will be able to thrive and provide the necessary support for the communities in which they work, while adapting to meet new local needs. These organisations will become more sustainable and be able to take advantage of the support and funding available to them.

Local context (why it's important)

Community resilience is important in north Manchester, because listening and working with this community will help build positive relationships with groups and community members in the future.

The 2019 North Manchester Enquiry concluded that while there are many very good VCFSE organisations working in north Manchester, the sector is not as consistently well developed as it is in central and south Manchester. It noted there are fewer VCFSE organisations working in north Manchester and that many of these groups have less formalised systems and processes than groups

elsewhere in the city. These limitations of skills and organisational development can impede the ability to attract funding and recruit and retain talent.

Since the Enquiry, a group of VCFSE leaders, along with Manchester City Council and MLCO, established North Manchester Together. This collective has delivered a programme of capacity building and peer support and sought to influence funders and reduce barriers to funding for groups in north Manchester.

Although the funding landscape has changed since 2019, the needs of north Manchester in relation to poverty, deprivation and health inequalities have not.

A strong and resilient voluntary community and faith sector in north Manchester is fundamental to improving outcomes for its residents.

North Manchester has a strong sense of local pride, identity, and sense of belonging. Strong networks built on that sense of pride and belonging have emerged naturally since 2019. Residents who have lived in north Manchester for years, if not generations, are committed to the future of their local area and deserve to benefit from this development and investment along with the new residents and communities that will follow.

Priorities

1. Strengthen consultation and engagement with local residents.
2. Build community ownership and leadership, creating inclusive neighbourhoods and more resilient, empowered and engaged communities.
3. Support a strong, vibrant, and thriving VCFSE sector in north Manchester.
4. Enhance and support the development of community infrastructure (digital and physical).
5. Support and give advice to charities, community groups and cultural institutions, and foster long-term partnerships.



Opportunities

The approaches outlined in the following section should fit within the following overarching requirements:

- Advise consultants, contractors, and their supply chain to support VCFSEs with:
 - Office space, hot desking, and venues for events and training
 - Fundraising
 - Volunteering
 - Materials in kind
 - Business advice
 - Branding, marketing, and social media
 - Building and renovation projects
 - Green projects
 - Trustees.
- Promote community participation in projects and/or volunteering across the two schemes (Victoria North major regeneration, North Manchester General Hospital redevelopment) by using the Brokerage Service ask-and-offer portal.
- Help to counter social isolation and loneliness, eg. increasing access to recreational or cultural activities in north Manchester.
- Deliver and/or support projects in north Manchester that promote community wellbeing.
- Deliver and/or support projects that help spaces feel safer and more cared for.

Theme 4: Digital



Overview

Digitalisation is rapidly changing the world we live in; while it is providing benefits for many, it is also leaving people behind and creating digital exclusion.

Residents who do not have the skills, equipment and access to digital in a safe and timely manner can be identified as being digitally excluded (Good Things Foundation, 2024). For example, someone may have a laptop and know how to use software, but may not have reliable and affordable internet access and are therefore digitally excluded.

The internet is now a gateway to access essential services, including paying rent, applying for jobs, finding housing, claiming Universal Credit, and many more. For people experiencing digital exclusion, there are barriers to the benefits that come with digitalisation. For example, earning benefits can increase between 3% and 10% when digital skills are acquired (ONS, 2019).

The Making Manchester Fairer Action Plan seeks to address the persistent health inequalities in Manchester, and digital inclusion is explicitly highlighted as a key driver of this: “Digital inclusion is about making the benefits and opportunities of the internet and digital technology available to everyone. Addressing the digital divide is one of the many great social – and health equity – challenges.”

There are deep-rooted links between digital exclusion and poverty. For example, low-income households were more likely to struggle to afford broadband and data (Ofcom, 2024). Considering that 47.9% of children grow up in poverty in Manchester, it is crucial to actively promote digital inclusion. While this starts with tackling the root causes of poverty, there are also opportunities to make the internet more accessible to counter digital exclusion.

Vision

To advance digital technologies in an integrated and sustainable way, with a particular emphasis on addressing people who are experiencing digital exclusion in north Manchester.

Local context (why it's important)

In north Manchester, digital technology offers a unique opportunity to improve existing areas of the city for people, businesses and organisations:

- Inclusive and affordable digital connectivity should run seamlessly for all to access.
- Citizens and workforces should feel enabled to develop and adapt digital skills.
- Services that are digitised should be accessible and empowering.
- Technology should be leveraged to tackle some of the trickier place-based issues, such as mobility or environmental sustainability.

To achieve this potential, key stakeholders involved in the development of north Manchester should consider digital and technology as a foundational pillar of social value activity delivered within the area.

Digital exclusion can affect anyone; nevertheless, there are characteristics that can help identify those more at risk. These characteristics include, but are not limited to, older people, people with disabilities, and people who speak English as a second language.

The [Digital Exclusion Risk Index](#) was created to identify areas of the city where residents are at risk of digital exclusion.

Residents in north Manchester wards are disproportionately digitally excluded compared to other wards across the city. This correlates to the socioeconomic patterns seen across north Manchester, which experiences disproportionate levels of poverty and deprivation compared to other parts of the city.

As aforementioned, tackling the root causes of poverty will play a massive part in reducing digital exclusion, but there are also ways in which contractors can actively promote digital inclusion (please see [opportunities](#) section).

Priorities

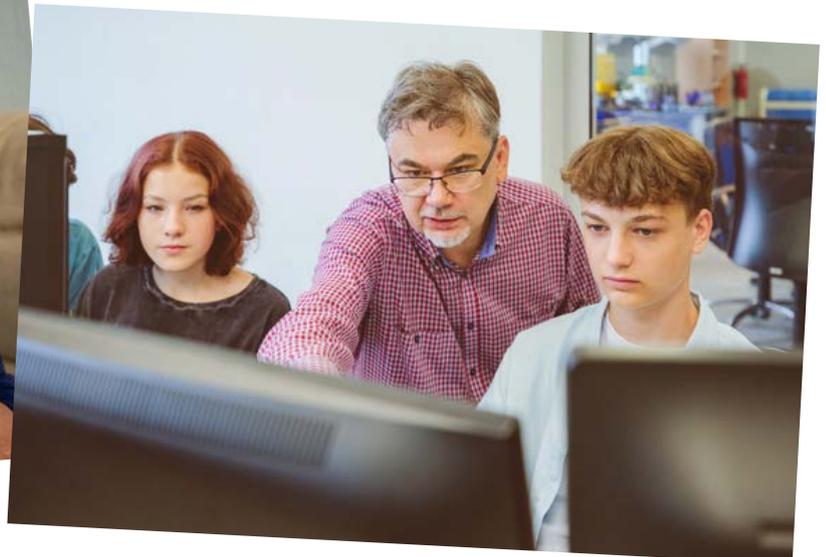
1. Ensure residents have the appropriate digital skills so they can live a meaningful, connected life. This includes:
 - Providing children in education with good-quality, relevant digital-skills training that aligns with local job opportunities.
 - Ensuring those at risk of digital exclusion can access modern services both online and offline.
 - Equipping individuals entering the workforce with the skills needed for highly skilled and better-paid jobs.
2. Implement high-quality digital infrastructure that is sustainable, adaptable and inclusive. This means:
 - Ensuring internet access is universally available and not reliant on a single supplier, allowing for modifications to meet varied needs.
 - Enabling public services and private businesses to be accessible to the public using rich data, while also securing privacy.

3. Build upon Manchester's economic strengths to foster a digital ecosystem. Digital inclusion should be integrated from the start, rather than added as an afterthought.
4. Employ digital and technology to drive a green and inclusive economy, supporting our transition to a zero-carbon city, while ensuring that all residents can participate in and benefit from digital innovations.

Opportunities

The approaches outlined in the following section should fit within the following overarching requirements:

- Use the Manchester City Council digital inclusion programmes and schemes.
- Invest in local VCFSEs to deliver digital inclusion initiatives for residents at risk of being digitally excluded.
- Help to connect young people to opportunities tied to the growth of the technology sector. For example, suppliers go to schools in north Manchester and deliver 'drop down' days, which inform students about career pathways in the technology sector.



- Fibre companies to expand their builds to socially deprived areas of north Manchester.
- Install environmental Internet of Things sensors and share the data with the local authority.
- Enhance digital connectivity, such as the installation of Wi-Fi in public spaces.
- Host/participate in digital sector employment fairs, with an emphasis on upskilling and employing residents in north Manchester.
- Promote the SBF Brokerage System actively with local VCFSEs and businesses, encouraging the donation of expired community computers and devices used by suppliers to the Council; these can then be wiped and restored to be donated or sold at significantly subsidised value to residents. Please see www.communitycomputers.co.uk
- Co-ordinate activities with existing Council services and strategies – potentially sponsoring participation in national and international events to promote public and private partnerships.



Theme 5: Environmental



Overview

It is essential that Manchester's economic growth is environmentally sustainable, and it is the city's ambition to play its full part in tackling climate change and environmental issues. All partners are expected to work towards Manchester's aim of being zero carbon by 2038.

The major regeneration programmes present an opportunity to use a place-based approach to bring climate change and environmental issues to life for the residents of north Manchester. This can be achieved through a collaborative approach between contractors and residents, working towards a shared goal of combating climate change. A complementary programme of engagement and communication is needed from the beginning of work onsite, so that environmental aims are intrinsically embedded throughout schemes.

Green and blue infrastructure has a vital role to play. As well as the positive environmental impact of decreased flooding risk and improved air quality, good-quality green and blue infrastructure is a major factor in economic productivity, as well as the health and wellbeing of residents. Innovative investment in both existing and new green space will increase north Manchester's liveability, driving a more inclusive economy.

Vision

To channel the efforts of the partners involved in the Victoria North and North Manchester General Hospital redevelopment to help the city meet its zero carbon targets and to create more clean and green spaces.

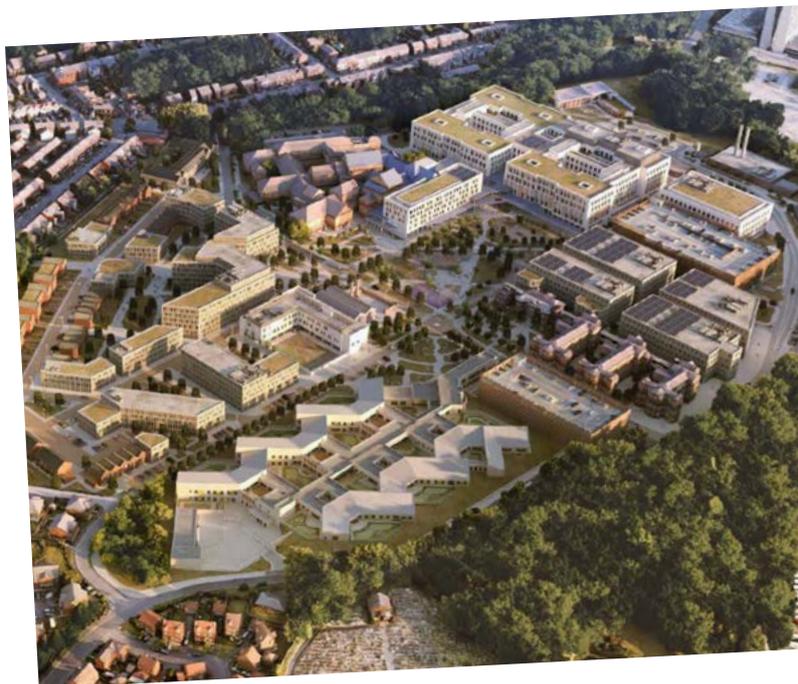
Local context (why it's important)

Manchester City Council declared a Climate Emergency in July 2019, recognising the need for the Council, and the city, to do more to reduce CO₂ emissions and mitigate the negative impacts of climate change. The city adopted a science-based carbon budget for Manchester of 15million tonnes of CO₂ between 2018 and 2100 following analysis by the Tyndall Centre for Climate Change Research. This also committed the city to become zero carbon by 2038 at the latest. The Manchester Climate Change Framework sets out the plan for the city to reach this ambitious target (Manchester Climate Change Partnership and Agency, 2020).

The Council's Climate Change Action Plan (CCAP) 2020–25 was developed to ensure that all aspects of the Climate Emergency Declaration were converted into clear actions for the Council to take in order for it to reach zero carbon by 2038, tonnes of CO₂ savings being included where applicable (Manchester City Council, 2020). With 16.5% of its five-year carbon budget remaining and only six months of the Budget period remaining, the Council has remained within its own carbon budget of 126,366 tonnes of CO₂ for the period 2020–25. Development of the CCAP 2025–30 is currently ongoing and due for completion in October 2025. This will set a new carbon

budget for the Council, along with actions the Council can take to influence citywide action to reduce emissions.

Transformational development projects in the city, such as the Victoria North and North Manchester General Hospital redevelopment, are now providing an opportunity to develop high-quality zero-carbon neighbourhoods and health provision. This will scale up the use of nature-based solutions, to adapt to the impacts of climate change and to improve green and blue infrastructure. Investment in active travel projects will support a longer-term shift to more sustainable transport modes.



Priorities

1. Reduce the carbon footprint from buildings and energy:
 - Reduce the Council's direct emissions, and influence and support a reduction in carbon emissions across Manchester.
2. Promote sustainable practices:
 - Encourage the adoption of sustainable practices among suppliers, partners and the community. This could be related to travel or 'consumption-based emissions' (from the things we buy, and the waste produced).
3. Enhance community wellbeing:
 - Improve the quality of life for residents through environmentally responsible initiatives, which can also deliver co-benefits, including for health and the cost of living.
4. Support the green economy:
 - Foster economic growth through green jobs and sustainable business practices.

Opportunities

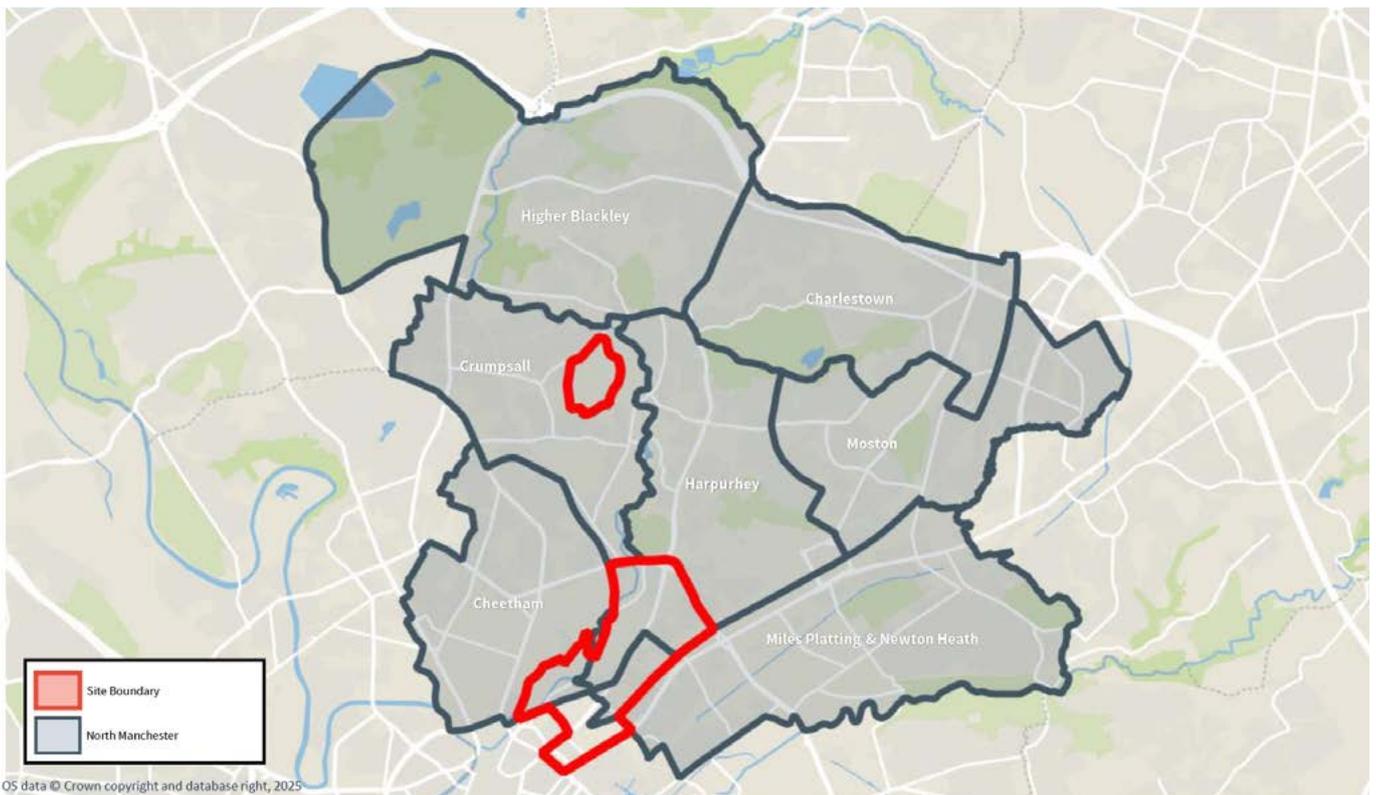
The approaches outlined in the following section should fit within the following overarching requirements:

- The opportunities presented within both Victoria North and North Manchester Health Campus should consider multi-agency, wide-ranging and varied approaches to contribute to the city's environmental agenda.
- Use contract and commissioning to scope out the opportunities within the regeneration projects in north Manchester.
- Encourage individual consultant and contractor teams (and their supply chains) to contribute their own experience and ideas towards the city's carbon priorities.
- Work with VCFSEs, residents and businesses within north Manchester to educate, influence and encourage positive behaviours within neighbourhoods, such as active travel, public transport, and sustainable consumption.
- Work with VCFSE organisations to help promote home-grown food among communities, helping to tackle food poverty and reduce food miles.
- Conduct campaigns and workshops to raise awareness about climate change and sustainable practices.
- Engage with local communities to co-create solutions and ensure their needs and perspectives are considered.
- Work with local businesses to support their transition to sustainable practices and reduce their carbon footprint.
- Partner with schools and universities to integrate climate education into the wider curriculum and promote research on sustainability.
- Promote green skills/jobs opportunities.
- Facilitate the transition to net zero carbon by 2038 through construction, for example through retrofitting and building energy-efficient buildings.

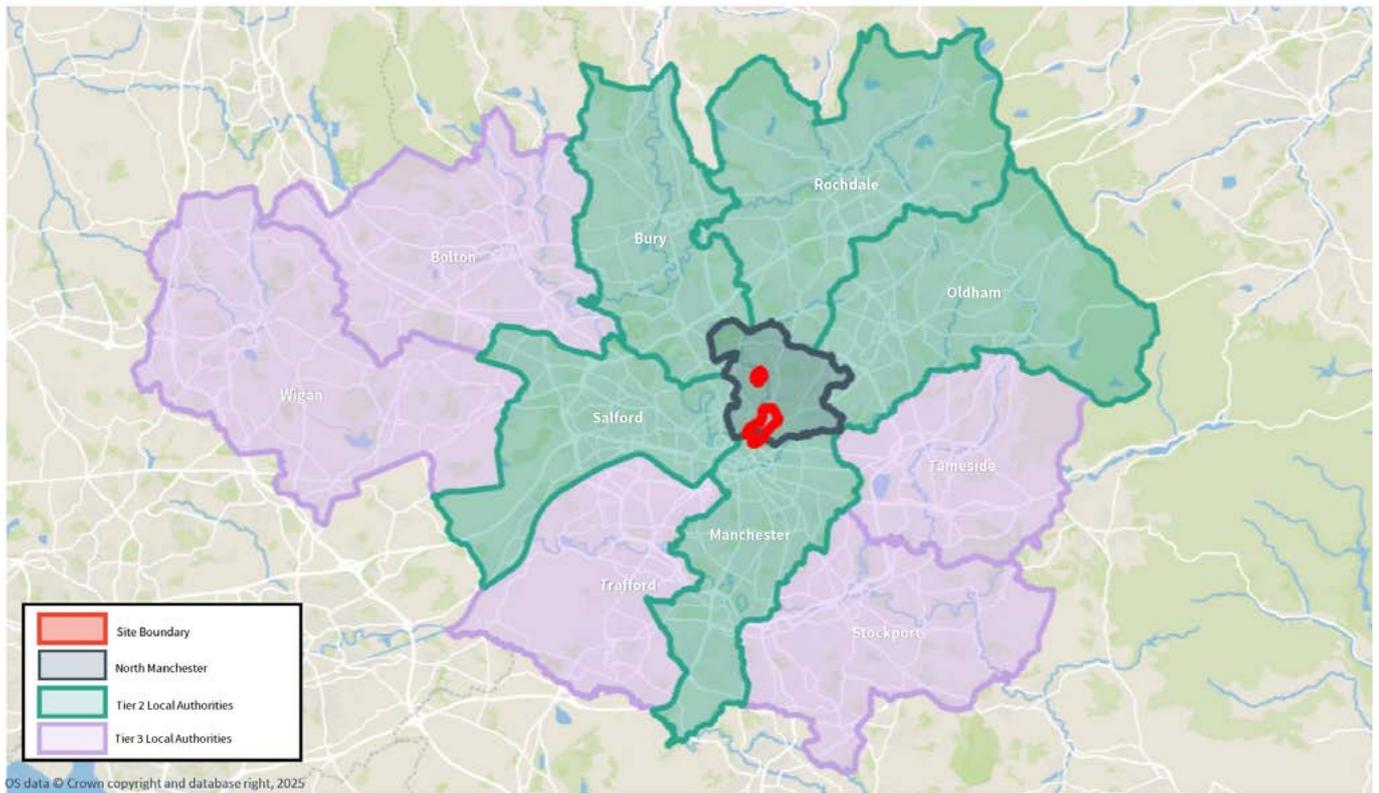
Appendix

These maps visualise where social value impacts should be concentrated. Four tiers have been identified; the first tier refers to wards in north Manchester, where social value activity will have a hyper-local impact. The second tier refers to the neighbouring local authorities surrounding north Manchester (Bury, Salford, Oldham, Rochdale) and the rest of Manchester, where social value activity will have a local impact. The third tier refers to the remainder of local authorities in Greater Manchester (Stockport, Tameside, Wigan, Trafford, Bolton), where social value activity will have a city-regional impact. The fourth tier refers to the north west region, where social value activity will have a national impact.

Study area



Comparator areas



References

Department for Education (2024)
[Early Years Foundation Stage Profile Results.](#)

Department for Work and Pensions (2024)
[People on Universal Credit.](#)

End Child Poverty (2023).
[Local child poverty indicators 2021/22](#) – estimates of rates, after housing costs.

Good Things Foundation (2024)
[Digital Inclusion: What the Main Datasets Tell Us.](#)

Kimberlee, R., Ward, R., Mathew, J., Powell, J. E., Jewell, K. (2014)
[Measuring the economic impact of Wellspring Healthy Living Centre's Social Prescribing Wellbeing Programme for low-level mental health issues encountered by GP service.](#)

Manchester City Council.
[MCC Digital Exclusion Risk Index \(DERI\).](#)

Manchester City Council (2020)
[Manchester City Council Climate Change Action Plan 2020–2025.](#)

Manchester City Council (2021)
[Manchester City Council's Social Value Policy 2021.](#)

Manchester City Council (2022)
[Making Manchester Fairer.](#)

Manchester City Council (2023)
[Investing in Success – an Economic Strategy for Manchester.](#)

Manchester City Council (2025)
[Our Manchester Strategy – Forward to 2025.](#)

Manchester Climate Change Partnership and Agency (2020)
[Manchester Climate Change Framework 2020–25.](#)

Ofcom (2024)
[Communications Affordability Tracker.](#)

Office for National Statistics (2019)
[Exploring the UK's Digital Divide.](#)

Office for National Statistics (2021)
[Highest level of qualification variable: Census 2021.](#)

Office for National Statistics (2024).
[Claimant Count – Seasonally Adjusted.](#)

