

# Manchester's **State of the City** Report

Manchester City Council 2014/2015



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# Executive summary

## Context

The State of the City provides an annual snapshot of the city's progress towards our vision for a world-class city as set out in the Community Strategy. The format of the report reflects the Growth and Reform priorities for the city and provides a strategic overview of progress alongside key data. This data has informed the development of the new Manchester Strategy 2015–2025 which will outline a vision for the city in the future.

Our vision for Manchester, set out in the refreshed Community Strategy (Strategic Narrative), is a world-class city as competitive as the best international cities:

- that stands out as enterprising, creative and industrious
- with highly skilled and motivated people
- with successful neighbourhoods whose prosperity is environmentally sustainable
- where all our residents are valued and secure, and can meet their full potential.

To achieve this vision the city's objectives are shaped around the priorities of Growth, People and Place, and the State of the City Report reviews progress under each of these headings.

## Growth

Manchester is an engine of growth and has enormous potential to grow further, and to continue to create jobs and economic wealth. We will continue to build on our economic assets and strengths in financial and professional services: creative, digital and new media; advanced manufacturing; and life

sciences. We will also continue to support Manchester residents to develop the skills they need to access jobs, and to benefit from the economic success of the city.

## People

Our priorities around growth will be linked to our ambitions to support and invest in people through the reform of public services. We will deliver services that foster aspiration, independence and resilience, and that open up pathways into employment through education and skills. This will help to reduce the demand on expensive, reactive services.

## Place

We will continue to create and maintain neighbourhoods that attract, support and retain working people and offer a good quality of life for residents. We will have a focus on the needs of our different communities, ensuring that across the city our residents have access to clean, safe neighbourhoods with an attractive housing offer and the high-quality range of services and facilities critical to the fabric of successful neighbourhoods.

Our objectives for the city sit within the wider context of Greater Manchester's ambition to drive economic growth and deliver public service reform. The national and local economy is growing, but the city is still operating in a challenging financial context, with rising demand and costs coupled with reductions in public sector budgets. The Greater Manchester Strategy and Growth and Reform Plan have set out these priorities and outlined the ambition for Greater Manchester to become a net contributor to the UK economy by 2020 by eliminating the gap between public spending and tax generated.

### **Growth**

Manchester was the fastest-growing city in the country between 2001 and 2011, with the population rising by three times the national average. The decade 2003-13 saw the city's population grow by 18%, from 436,700 to 514,400. Our growing population is indicative of the city's vibrancy and confidence, and the diversity of our people reflects the spirit of Manchester. Population forecasts suggest that the city will continue to grow and that the infrastructure needs to be in place to drive, facilitate and accommodate this growth.

The city's economy showed great resilience throughout the recession and subsequent recovery and investor confidence has led to an increased pace of commercial development. The number of residents in employment has also increased year on year and the city's economic activity rate appears to be keeping pace with population growth. Forecasts for future economic growth are positive, with the Greater Manchester Forecasting Model anticipating that the city region will generate an additional £17billion GVA over the next ten years.

Manchester is central to the government's concept of a Northern Powerhouse to complement and act as a counter-weight to London and the South East. There are a number of major projects across the city that will underpin continued economic and employment growth, including Airport City, the Corridor and the Etihad Campus. A major driver of this growth is the city centre, which is home to the largest concentration of commercial and retail floor space in the UK outside London. Some of the major projects that have been completed over the past year include First Street (including HOME), One St Peter's Square, Citylabs, the National Graphene Institute and

the Manchester Metropolitan University Birley Campus in Hulme. The city centre is also indicative of the success of the visitor economy, with 2014 demonstrating strong performance in city centre hotel occupancy and over 2,700 new hotel rooms added between 2005 and 2015.

One of the key drivers of the city's growth is an effective transport infrastructure, which enables business connectivity as well as ensuring that residents within the city have access to the employment opportunities available. The One North report published in 2014, set out proposals for rail and road improvements which will significantly reduce journey times between northern cities and will support the creation of a Northern Powerhouse. Within the city, recent investment in transport improvements – including the completion of the Metrolink line to Manchester Airport – has supported a rising trend in public transport patronage and a continuation of the modal shift in peak commuting patterns into the city centre. The city continues to support large scale transport investment that can transform our economy including rail improvements through the Northern Hub and the construction of the Metrolink Second City

Crossing. Further to this, the Cycle City Ambition Grant has attracted £20 million of investment into the city's cycling infrastructure to support the Velocity vision. Road safety has also continued to improve over the past 12 months and 20 mph speed limits have been put in place on non-major roads in large areas of the east and south of the city.

One of the city's major growth priorities is to continue to attract and retain economically active people through the provision of a good-quality housing offer for both rent and owner-occupation. Accelerating the rate of housing construction is essential to prevent a housing supply shortage that could constrain economic growth. The number of new homes under construction is now increasing and over 1,350 new homes were completed in 2014/15 on development sites, delivering ten units or more. There is a strong residential pipeline in place for the next three years and the launches of the housing delivery vehicles Manchester Place and Manchester Life during 2014 have injected additional confidence into the market. There is an increasing focus on the private rented sector, in view of the high proportion of new households within this sector and the

fragmented management quality. Now that the economy has entered a period of sustained growth, the challenge will be to attract the substantial levels of private investment needed to deliver the housing growth required by the city's growing economy and population. An important element of this will be the delivery of high-density developments in and close to the city centre, which are adjacent to concentrations of employment and benefit from sustainable transport links.

### **People**

Despite Manchester's strong economic performance and potential for future growth, the city continues to face major economic challenges – not least that many residents are unable to capitalise on the economic opportunities created by the city's wealth. Levels of worklessness in the city continue to fall but Manchester's unemployment rate remains higher than comparator geographies such as the other seven English Core Cities. For those residents in work, a disproportionately large number of people are employed within lower-end jobs, with lower levels of pay and in many cases part-time contracts. The levels of youth unemployment have now returned to below

pre-recession levels, however, there are concerns that some young people are choosing to rely on parental support rather than claim benefits, which could be masking the extent of unemployment. One of the key mechanisms for supporting the progression of young people into employment remains through apprenticeships, which provide an essential springboard to many under-19s in the city. The number of apprenticeship starts for 16–18 year-olds has remained relatively stable, but the vast majority continue to be at intermediate level.

Poor skill levels, worklessness and benefit dependency continue to characterise a number of the city's communities and these issues increase the risk of households living in poverty. Consequently, one of the priorities for the city is to address the particularly high levels of out-of-work poverty by focusing on employment and skills. Work and skill partners within the city are continuing to target provision in those neighbourhoods with the highest levels of family poverty and where welfare reform impacts are anticipated to be the greatest.

The November 2014 GM Devolution Deal provides the Greater Manchester Combined Authority (GMCA) with the platform to redesign further education provision in the city and to develop new service delivery and investment models such as Working Well. The Working Well service provides intensive support for Employment Support Allowance claimants who have exited the Work Programme without moving into sustainable employment. The city's approach to skills is illustrative of the Manchester and Greater Manchester's leadership on the Growth and Reform agenda. This is based on the principle that sustainable economic growth can only be achieved if it is accompanied by supporting and investing in people through the reform of public services, in order to reduce dependency and improve productivity and skills.

As a city we are taking a public service reform approach to many other areas of service delivery, including domestic violence, criminal justice and the integration of health and social care. Despite recent improvements, the health of people living in Manchester remains among the worst in England. Life expectancy, although showing minor improvements, continues to be

among the worst in the country and despite a downward trend, the city is an outlier in terms of the number of preventable deaths. Levels of child obesity and poor dental health among young people are particular causes for concern.

Major changes to the way health and wellbeing services are delivered across the city region area are currently being put in place. The GM Health and Social Care Devolution agreement provides GM with control over all health spend within the city region from 2017. As well as new GM structures, other recent changes in governance arrangements for health have become established including; a leadership role for Clinical Commissioning Groups, the City Council's responsibility for Public Health, and the creation of a single City Council directorate for Children's, Families' and Public Health. Looking ahead, an integrated approach will also need to drive the health and work agendas closer together. The voluntary sector will continue to play a critical role in improving the health and wellbeing of Manchester residents, not only through service provision but also by generating employment and offering volunteering opportunities that help to develop skills and reduce social isolation.

An integrated approach will support many of the city's priorities, including improved outcomes for children, young people and their families. One of the main areas of progress on which to build from the past year is around educational attainment. At Key Stage 2 the recent trend of improved attainment has continued to the point where Manchester's results have been on a par with the national average for the last two academic years. The percentage of pupils achieving five or more A\*–C grades at Key Stage 4 including English and Maths is, however, still below the national average but the gap significantly lowered in 2013/14 to just two percentage points. A priority for the city is to ensure that children are ready for school and have the confidence and self-esteem for the best start. This focus on early years provision will continue during the year ahead.

### **Place**

The city's priorities around Growth and Reform are underpinned by a focus on place, in which we are working to create and maintain neighbourhoods that attract and retain economically active residents and offer a good quality of life. This includes a good housing offer,

high-quality schools, transport connections and green spaces, as well as fundamentals such as clean streets and community safety.

An important measure of progress on Place is the way residents feel about the things that affect their lives and neighbourhoods. Once again this year, the residents' survey found that the majority of Manchester residents are satisfied with their area as a place to live. Community cohesion and perceptions of antisocial behaviour are notable factors in resident satisfaction. The survey also found an association with deprivation, with those living in the city's more deprived wards scoring lower for happiness and satisfaction with life.

Resident concerns about community safety are mirrored by the city's objectives for reducing crime and antisocial behaviour, which are set out in the Manchester Community Safety Strategy 2014-17. While Manchester made significant reductions in crime and antisocial behaviour over the past decade, the past year has seen a 7% increase in reports of victim-based crime and a 2% increase in reports of antisocial behaviour. It is thought that this might be related to reductions in public

resources and the impacts of welfare reform. One of the priorities for this area is to work towards reducing demand for public services by changing behaviour, engaging with individuals and communities, and supporting the most vulnerable.

The city's focus on Place is also influenced by Manchester's priorities relating to environment and climate change. As a city we are collectively working towards a reduction in carbon emissions of 41% by 2020 (from a 2005 baseline), and to date good progress has been made despite a growing population. Active programmes to support a reduction in emissions over the past year include; the Carbon Literacy Project (an independent Manchester-based charity) which trained over 1,000 people in 2014, investment in energy-efficiency measures for housing, and eco schools. A further priority for the Council is to reduce levels of waste and increase recycling, which supports the maintenance of clean neighbourhoods for residents. There has been good progress on reducing waste and improving recycling rates in recent years and from July 2015 Biffa will become the new citywide contractor for waste and recycling collection and street cleansing. The

Clean City programme (funded via a profit dividend from Manchester Airport) has also been launched to enable local residents and communities to apply for funding to tackle the environmental problems that are impacting on their neighbourhoods. Over £2million has already been invested in parks and green spaces across the city.

### **Summary**

Manchester is performing well economically and has shown resilience in the face of a difficult financial and economic climate. However, we continue to face major challenges in terms of the health and income levels of many of our residents, and in connecting people to the economic opportunities available. With further reductions in public sector resources and welfare spending being planned by government, Manchester will need to continue to pursue an ambitious agenda of Growth and Reform in order to tackle these challenges in the years ahead and to continue to grow the city. Devolution of substantial budgets and decision making powers to the city region present a major opportunity to improve the lives of Manchester's residents over the coming years.



A new Manchester Strategy will be launched during 2015 which will replace the Community Strategy. The Manchester Partnership's focus over the coming months will be to finalise this new strategy and to engage partners from all sectors at a strategic level via the Manchester Leaders Forum to secure its implementation. At the same time our work with the GMCA and LEP will be crucial to achieving our shared goals on Growth and Reform, and to equipping Manchester with the tools the city needs to be able to deliver a world-class city that can compete on a global stage.

# Economic growth and regeneration

## Strategic overview

Cities are globally recognised as drivers of growth, and it is often claimed that we are now living in the age of the city. Manchester is one of the fastest-growing cities in the UK, in terms of population, jobs and gross value added (GVA). This growth is being driven by core and emerging sectors, increasing numbers of international visitors, an expanding business base, retention of highly skilled residents and a buoyant city-centre commercial market. Manchester is recognised as a major international centre for cultural, creative and digital industries, and has recently benefited from investment in the refurbished Whitworth Art Gallery and the new HOME cultural hub developed at First Street. The city continues to attract a growing number of domestic and international visitors who boost the economy and come to take advantage of the city's multiple cultural, sporting and retail assets. Manchester is also home to the largest concentration of commercial and retail floorspace in the UK outside of London, as well as the Airport City Enterprise Zone, Manchester Airport and Corridor Manchester.

The city is strategically placed at the centre of an emerging Northern Powerhouse which the Government hopes will become a counterweight to the dominance of London and the south east. Further devolution of power and budgets offers Manchester, as part of the Greater Manchester Combined Authority (GMCA), the opportunity to realise its full economic potential.

The Greater Manchester Growth and Reform Plan sets out our shared objectives for growing the wider economy, with the objective that Greater Manchester becomes a net contributor to the UK economy by 2020. To achieve this target Manchester must create the conditions for continued economic growth to enable the business tax base to grow and also spread the benefits to residents living in the city, while attempting to decouple economic growth from increasing CO<sub>2</sub> emissions.

To create more jobs we also need to respond to changing global patterns of growth, positioning ourselves to trade in new and growing markets, such as China, India, Brazil and the Middle East, and create links that result in greater inward investment. Further international connections

through Manchester Airport are also needed, and businesses must be equipped to exploit overseas markets.

## Analysis of progress

Manchester's economy has shown great resilience throughout the recession and subsequent recovery, which has demonstrated that the economic foundations of the city are much stronger than in the past, with no overreliance on any single employment sector. Investor confidence has been high and this has been evidenced by a record year for office take-up and a return of speculative commercial development, such as numbers One and Two St Peter's Square.

Although unemployment is falling, the benefits of economic growth are not being spread evenly across the city. Residents must be better connected to these opportunities through improved educational attainment and a restructured skills and apprenticeship offer tailored to key sectors.

In order to analyse Manchester's economic growth and regeneration in more detail, this chapter will provide further details on the topics

below as well as detailed case studies to illustrate key points:

- Economic and Sector Analysis
  - GVA and employment growth
  - The regional centre
  - Business, financial and professional services
  - Science, research and development
  - Cultural, creative and digital
  - Visitor economy
- Wages in Manchester
- Low-carbon economy

### **Economic and sector analysis**

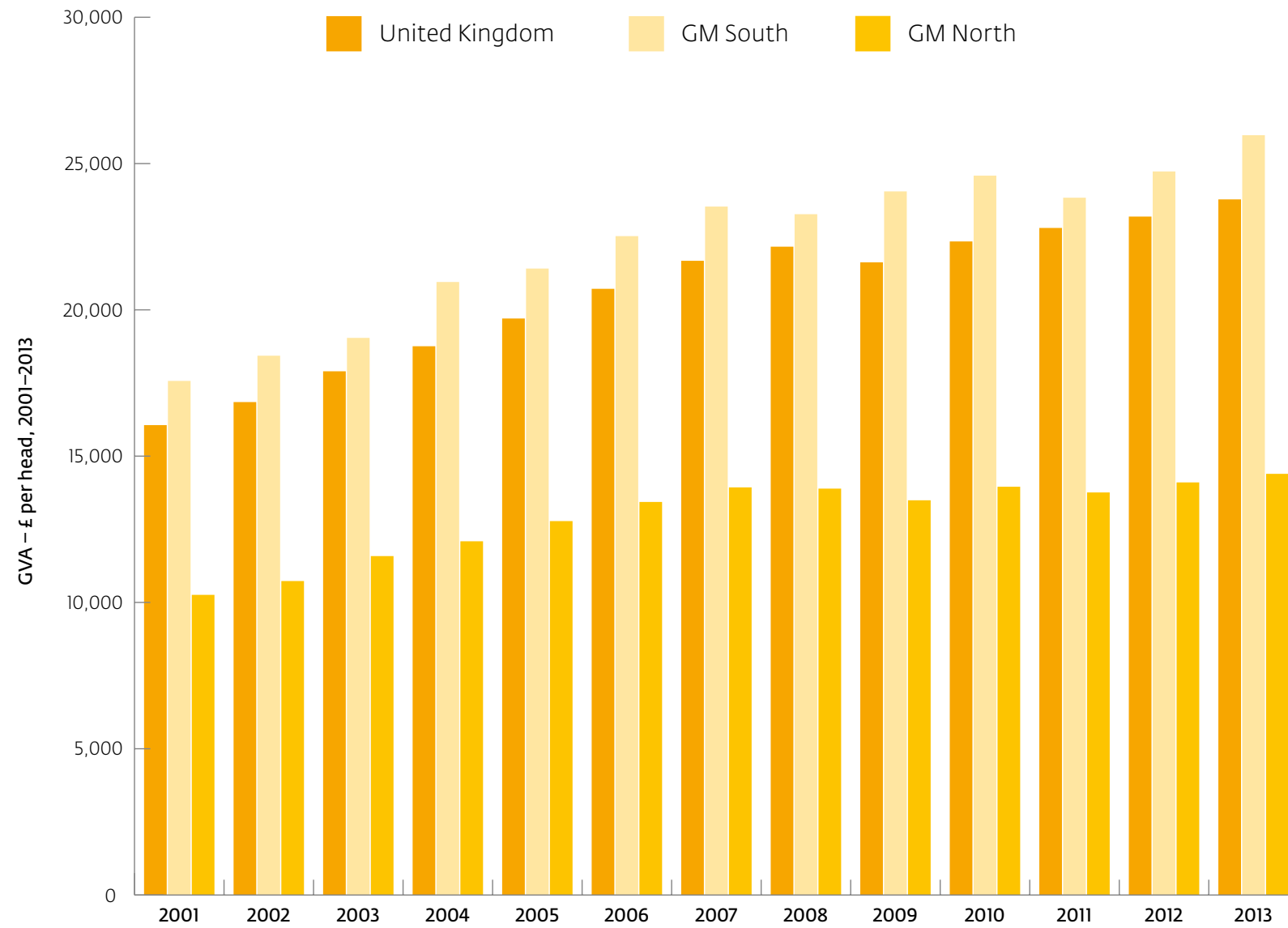
#### **GVA and employment growth**

Gross value added (GVA) is a measure of the value of goods and services produced by an area, reflecting its economic performance. It is not, however, an accurate measure of productivity. Although there is some debate about the effectiveness of GVA as a true measure of economic performance, it remains

the most widely used indicator available. Figures for 2013 show that GVA per head in Greater Manchester South, which comprises Manchester, Salford, Stockport, Tameside and Trafford, has risen by 5% since 2012 (ONS, Regional Gross Value Added, December 2014). Greater Manchester South continues to outperform national and regional comparators, as shown on figure 1.1. In 2013, Manchester's economy, combined with that of the four other Greater Manchester South districts, generated an economic output of £38.6 billion – over a quarter of the north west region's output. This is an increase of 5.6% on the previous year, indicating strong performance outstripping the national growth rate (ONS, Regional Gross Value Added, December 2014). The financial and professional services sector continues to be the mainstay of Manchester's higher-salaried employment base and accounts for more than a quarter of Manchester's GVA.

**Figure 1.1**

Gross value added per head (2001–13)



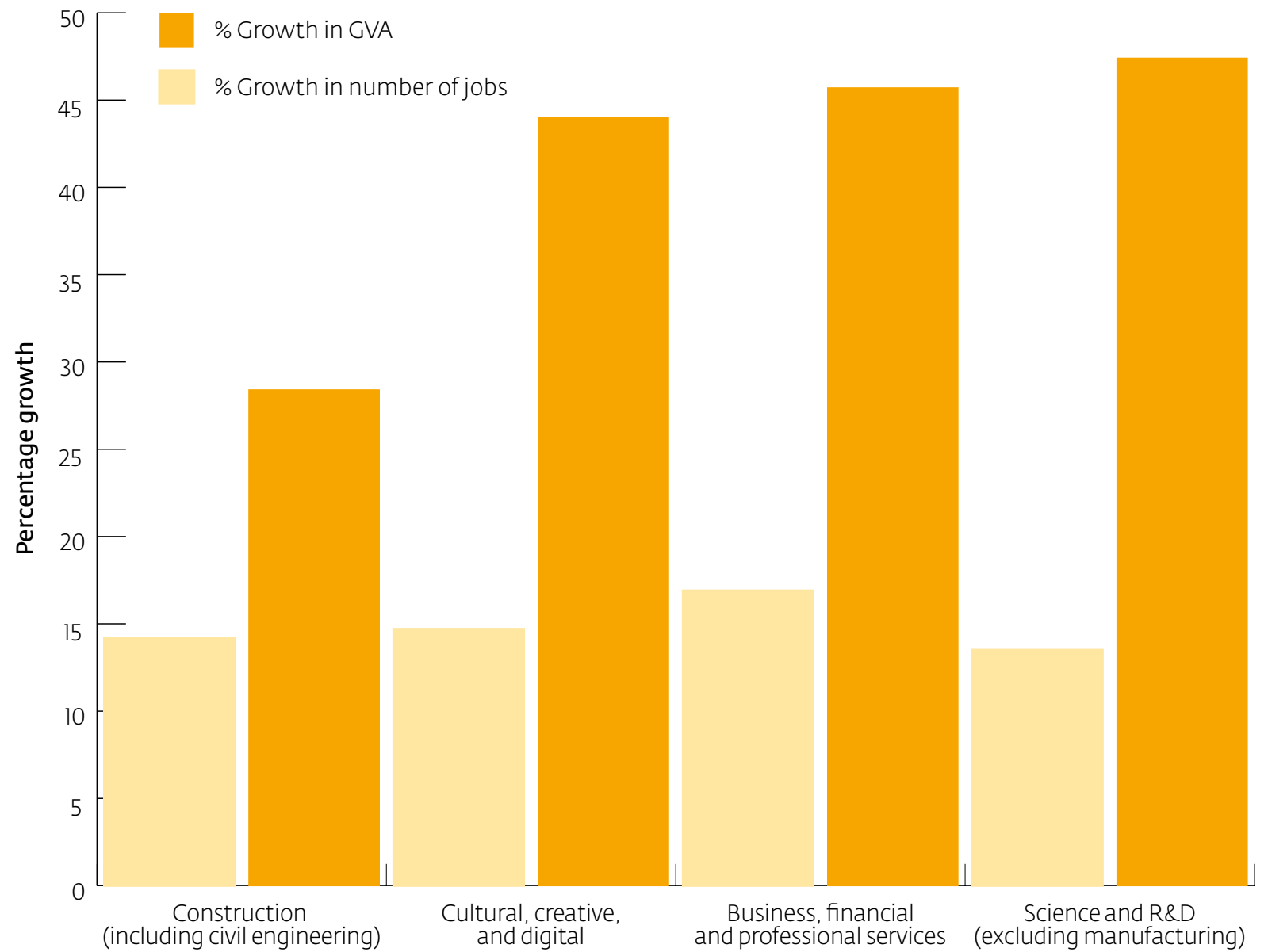
Source: ONS, Regional Gross Value Added (December 2013). Analysis by PRI.



Figure 1.2 shows Manchester's top four forecast growth sectors over the next ten years in terms of jobs and GVA. Business, financial and professional services; cultural, creative and digital; and research, science and development are all profiled in more detail below.

**Figure 1.2**

Fastest-growing sectors (2015–25)



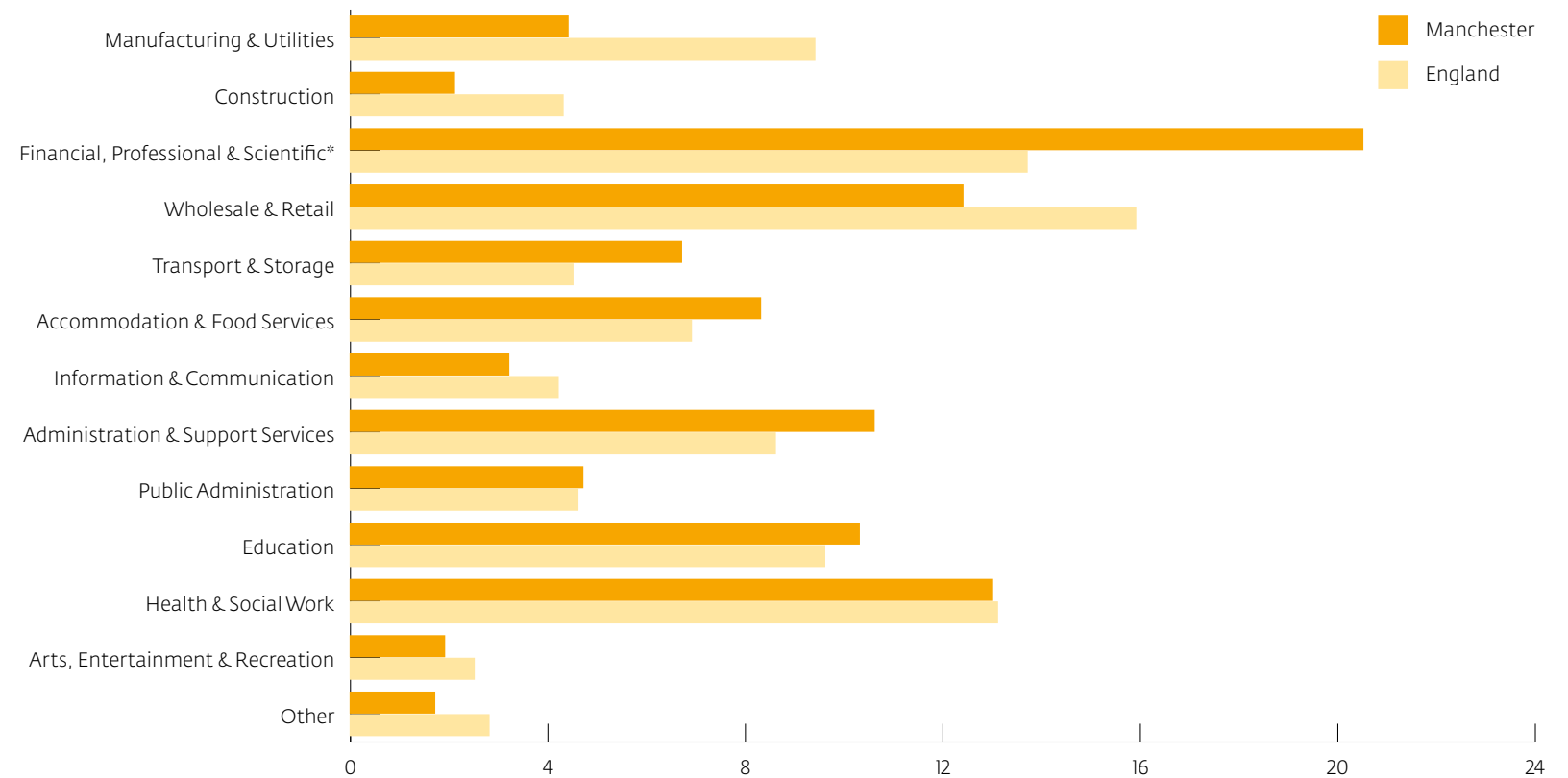
Source: Greater Manchester Forecasting Model (Oxford Economic Forecasting, 2014)

In 2013, 16,300 more people were employed in Manchester than in 2012. This represents a 5.1% increase in employment to a total of 334,700 people working in the city<sup>1</sup>.

Figure 1.3 shows the structure of Manchester's employment by sector compared to the rest of England. Manchester has notably higher proportions of people working in education; administration and support services; and financial, professional and scientific. This is due to the cluster of large universities and research businesses along the Oxford Road Corridor and the high number of service sector jobs within the city centre.

**Figure 1.3**

Structure of employment (percentage of all employment by sector) (2013)



\*(Includes three sectors: Financial and insurance, Real estate and Professional, scientific and technical)

Source: ONS, Business Register & Employment Survey 2014. Analysis by PRI.

<sup>1</sup> Business Register and Employment Survey, ONS, 2013 and 2014

### The regional centre

The city centre has continued to experience significant development and growth over the past year. The boundaries of the city centre have continued to expand, incorporating adjacent new developments that contribute to the city's growth ambitions. This growth has supported additional residential accommodation, commercial property and leisure destinations – for example, the NOMA and First Street developments at prominent gateway locations to the north and south of the city centre respectively. In addition, neighbourhoods adjacent to the city centre, such as Ancoats and New Islington to the east, continue to be attractive places to live for people working and spending their leisure time within the city centre.

The economic climate is now in a much strengthened position, providing a platform for the ongoing delivery of major development schemes, which will drive the growth and development objectives of the city.

### The city centre performs a number of key functions for the city and the Greater Manchester City Region:

- As a driver of economic growth and major employment centre, accounting for over 40% of Manchester's employment base, and with a large proportion of the city's knowledge-based and higher-skilled jobs. The city centre is predicted to experience significant further employment growth in the coming years, with another 15,000 jobs forecast by 2024 by the Greater Manchester Forecasting Model.
- As an increasingly popular residential centre. The growth in the number of people living in the city centre and fringe<sup>2</sup> over the past 20 years, from a few thousand in the late 1990s to nearly 50,000 today, is a major success story.
- As a major visitor destination. Manchester is an increasingly popular destination for visitors both from abroad and from other parts of the UK. The award-winning Whitworth Art Gallery re-opened in February 2015 after a major transformation,

and HOME, the new independent cinema and theatre complex at First Street, opened in May 2015.

- As a place to relax and spend time.

### Key successes during 2014/15 include:

- 2014 saw record demand for office accommodation across the city centre, with a 53% increase in office take-up on 2013. This highlights both the increasing confidence of occupiers and the attractiveness of Manchester as a business location. Prime office rents in the city centre passed £32 per square foot, higher than the average rents achieved by other UK cities outside London.
- There has been a resurgence in residential investment within the city centre and adjacent areas, with work starting on a number of schemes, such as the Renaker development at One Cambridge Street, delivering 282 new homes, and developments in Ancoats being led by Manchester Place. Strategic Regeneration Frameworks have also come forward, incorporating significant new residential

<sup>2</sup> Residential areas around the city centre include those in parts of Hulme, Ancoats and Clayton and Salford

development at Great Jackson Street and the former MMU campus at Aytoun Street, while the first phase of residential development at NOMA has received planning approval.

- First Street North has been completed, comprising the major new cultural facility HOME – bringing together the Cornerhouse Cinema and Library Theatre; a four-star international hotel; a multi-storey car park; high-quality serviced apartments (which are already fully let); a range of small-scale leisure destinations; and new public spaces, including a new square.
- Start of the second phase of public realm at the NOMA redevelopment, providing a new public square and other streetscape improvements. As well as providing a new space for workers, residents and visitors, the new public realm will support the next stage of development starting in 2015, and including refurbished office space, new residential apartments and a four-star boutique hotel.
- Start of the final phases at Spinningfields, which will provide a range of flexible

commercial accommodation for a range of occupiers. The XYZ Building (formerly known as the Cotton Building) will provide 16,000sqm of bespoke office space, and No. 1 Spinningfields will provide a 30,000sqm, 20-storey, high-quality commercial building, with unique communal spaces.

- Publication of a Strategic Regeneration Framework for St John's (the former ITV/ Granada site), setting out a vision for a new unique city-centre neighbourhood of creativity, culture and innovation. The Framework proposes mixed-use development with a creative focus, comprising work and live/work space targeted at the technology, media and telecommunications sector, residential accommodation, two hotels, significant new event space and extensive public realm that will include new pedestrian and cycle routes. It is the proposed location for The Factory Manchester, which will be a unique flexible arts space and arena, providing a permanent home for the Manchester International Festival.

### **Business, financial and professional services**

The financial and professional services sector remains the mainstay of Manchester's higher-salaried employment base and accounts for almost half of the city's GVA. Spinningfields is the largest centre for business, financial and professional services outside of London, and has redefined the Grade A office market in the north of England. It continues to play a key role in providing the conditions for growth and expansion in the sector as occupiers continue to require new space.

Across the whole of the regional centre the volume of commercial deals indicates that the business, financial and professional sector is performing strongly. Manchester outperformed all other regional office markets in 2014 as it continues to be a focal point for investment. The continued economic recovery, combined with the endeavours of MIDAS and success in attracting new occupiers from outside of the city, saw almost £900million spent in Manchester's office market during the year.

This was marked by an exceptionally strong start of the year. Leading the way was M&G's acquisition of two RBS-occupied buildings at



Spinningfields (a total of 500,000sq ft) for a price of just over £318million. Asset manager Schroders also paid £132million to purchase the 615,000sq ft City Tower in Piccadilly.

In addition to this, almost as much floorspace was transacted in the first six months of 2014 as during the whole of 2011 or 2012. In total 786,355sq ft was exchanged across almost 175 city-centre deals – one of the highest six-month totals ever recorded for the city. This included thirteen deals exceeding greater than 10,000sq ft – most notably Slater Gordon (58 Mosley Street, 104,312sq ft), Barclays (Carlyle's, 4 Piccadilly Place, 81,603sq ft), Auto Trader Publishing (One First Street, 60,968sq ft) and Manchester Creative (16 Blossom Street, 26,647sq ft).

After an exceptionally strong first half of 2014, take-up fell back a little in the second half to 542,417sq ft. Nevertheless, in the context of recent years this remains a healthy total. Law firms were particularly active in the second half of 2014, accounting for around 30% of take-up. This included DLA Piper taking 44,880sq ft at the newly completed One St Peter's Square – alongside original tenants KPMG, who signed in

2011 – rendering the first Grade A speculative development since 2010 44% full.

Overall this means that over 1.3 million sq ft of office space was taken up in Manchester in 2014 – 253sq ft more than in 2010, making it a new record. What's more, while 2010 was characterised by the pre-let of One Angel Square by The Co-Operative (a 328,000sq ft deal) it is clear from activity in 2014 that demand across the board has significantly improved. With this demand increasingly focused on Grade A space, and a new generation of buildings emerging in Manchester that are raising the bar in terms of quality, rents have responded. Deals of £32 per sq ft were achieved at the end of 2014, up from the £30 per sq ft achieved 12 months previously. Rates of £35 per sq ft may be achieved over the next 12 months.

2015 has seen continued strong performance, beginning with M&G's acquisition of the 178,508sq ft 3 Hardman Square in Spinningfields for £91.7million. The first quarter of 2015 recorded 317,000 sq ft of office take up. Notable deals include Ernst and Young, which pre-committed to 41,629sq ft at Number Two St Peter's Square and PwC, which agreed a 49,406sq ft lease in 1

Spinningfields. Rental Cars has also taken 37,845sq ft at the recently refurbished 35 Fountain Street.

Looking forward, Gazprom is understood to have signed a pre-let for around 40,000sq ft at One First Street, while the former BBC site is earmarked for 1.2million sq ft of offices. There is some evidence that the robust demand the market has experienced over the last 24–36 months has eroded total available office supply and, despite speculative development now coming forward in Manchester, 2015 will be characterised by a diminishing supply of existing Grade A offices. The continued demand for high-quality new and refurbished office space in the city centre is one of the major contributory factors to the projected growth in construction jobs and GVA.

### Case study: One St Peter's Square

One St Peter's Square offers 268,000sq ft of Grade A large, open-plan office space. The project was first proposed in 2009 and granted planning permission in 2010. The scheme was approved in July 2011 and a 25% pre-let of the building by professional services firm KPMG enabled construction to begin in May 2012 and be completed in early 2015. The Greater Manchester Property Venture Fund (GMPVF), part of the Greater Manchester Pension Fund, invested £10million in the development.

As of February 2015, approximately 40% of the floorspace had been leased. KPMG confirmed in July 2014 that it was taking an additional 10,500sq ft of office space across half of the tenth floor. They had initially agreed to take 63,000sq ft across the upper three floors. In December 2014, law firm DLA Piper agreed a 15-year lease for 45,000sq ft of floorspace. The firm will move in mid-2016 once the lease at Barbirolli Square expires. The ground-floor retail space as well as part of the first floor is occupied by Fumo Restaurant.

### Science, research and development

The successful isolation of graphene in 2004 and the investment that followed, coupled with major investment in complementary areas, has allowed the city to carve out a science, research and development niche. The city has identified this as a key market with significant scope for accelerating growth and creating jobs at a range of salaries, reflecting the diverse skill sets of residents across the city.

The Oxford Road Corridor is the heart of Manchester's knowledge economy, a recognised centre for science, research and development, and the commercialisation of innovation. It is home to a group of world-leading educational institutions and many specialist companies which benefit from access to university research, laboratories and the availability of the commercial space they need to grow. Such businesses also have ready access to a young and skilled workforce, including the 30,000 people each year who are studying engineering, medicine and computer science along the Corridor.

The Corridor accounts for a significant part of the city's economy. Based on data from the

Greater Manchester Forecasting Model it generates more than £3billion in GVA per year, and, with a workforce of 60,000, it is one of the major employment centres for Manchester and Greater Manchester (Oxford Economics, GMFM 2014). This employment base also accounts for a large proportion of the highly skilled jobs in the city's economy in high-growth sectors, such as education, health and professional, scientific and technical.

There are several major investments that have occurred or are planned which have the potential to further develop the research and development assets found along the Corridor and provide the foundations for more growth in knowledge-based businesses and jobs:

#### Advanced materials:

- The recently completed £61million National Graphene Institute at the University of Manchester is the first step in developing a 'Graphene City' in Manchester. It has created 7,600sq m of space which will be focused on researching graphene.
- Subsequently, funding for the £60million Graphene Engineering Innovation Centre

(GEIC) has been announced, with the project due for completion in 2017. This will help to provide the necessary facilities to ensure that graphene-based products can be fast-tracked from the drawing board to the market.

- In December 2014 funding was announced for the new £235million Sir Henry Royce Advanced Materials Institute, based at the University of Manchester and with satellite centres across the region. This facility is expected to be crucial to future scientific innovation. It will enable world-leading research and innovation into the advanced materials of the future, with applications across a range of industries, such as healthcare, energy, transport and technology.

### **'Incubator'/business space**

Aside from advanced materials, the Corridor has exceptional facilities to support other university spin-offs, provide incubation support for companies and high-quality premises for science and technology-based businesses to support prospects for further growth. Recent developments include:

- Manchester Science Park (MSP) – home to more than 150 companies and employing more than 1,200 people (approximately 20% of which are alumni of universities in Greater Manchester). Companies based at MSP have long survival rates, with over 80% having been established for five years or more. Plans are in place to triple its Corridor campus from the current provision of 350,000sq ft to 1million sq ft by 2018. This includes a new 60,000sq ft 'Heart of the Park' hub building to support collaboration between entrepreneurs, investors, researchers and businesses. This is a huge opportunity to attract new companies to locate in Manchester and for university incubators businesses to develop new ideas/products and expand their markets and workforce.
- Citylabs – launched in 2014 and providing 100,000 sq ft of laboratory and office space on the site of the former Royal Eye Hospital. Building upon the commercial demand for Citylabs, the hospital is considering a further scheme to bring forward new facilities.

In addition to this, there are emerging growth

sectors in health, biomedical and life sciences. Many companies are locating close to the Corridor alongside other health and research businesses. Further space is also available at the Medipark site within the Airport City Enterprise Zone in Wythenshawe – a 200-acre business park for life sciences and pharmaceutical companies. The March 2015 Budget saw a commitment to expand the Manchester Airport Enterprise Zone by almost 50%, with clear implications for the growth of Medipark in the short and medium term. Further developments likely to facilitate further growth in the health, biomedical and life sciences sectors include:

- Nuffield Health and Manchester Metropolitan University  
A £50million partnership to develop the Elizabeth Gaskell site into a state-of-the-art hospital and wellbeing centre. This will facilitate collaboration on research and development and training for local healthcare professionals.
- The Manchester Cancer Research Centre at The Christie – a £28.5million research centre, due to open in early summer, which will specialise in developing new treatments for cancer. State-of-the-art scientific

laboratories – including an array of new technologies and equipment – will ensure that the 250 staff based there are able to develop and share ideas between doctors and researchers.

### Case study: Citylabs

Citylabs is a £25million flagship redevelopment by Manchester Science Partnerships (MSP) of the former Royal Eye Hospital into 100,000sq ft of bespoke biomedical facilities. It is situated in a prime location within Europe's largest clinical academic campus, comprising Central Manchester University Hospitals NHS Foundation Trust (CMFT) and The University of Manchester.

Citylabs was officially opened by the Chancellor of the Exchequer, George Osborne, in September 2014, and offers high-specification flexible laboratory and office space. It is the first new-build for MSP since the organisation joined forces with property partner Bruntwood, looking to attract a range of global companies in the life sciences sector.

The project, which has been part-funded by the ERDF (European Regional Development Fund), Lloyds Bank and the North West Evergreen Fund, will create and safeguard 306 jobs and contribute £57million to the region's economy.

Lets have been agreed with CMFT, The Manchester College, NHS spin-off TRUSTECH, Icon Developments and Hitachi, who will carry out 'Big Data' work on healthcare innovation.

### Cultural, creative and digital

Manchester's cultural, creative and digital sector has continued to see growth. Manchester is home to Europe's second-largest cluster of creative and cultural activity (behind London and south east England), and the sector is recognised as a key driver for the city's growth. The city is referred to as having the 'Goldilocks effect' – being just the right size. The city is big enough to have grown and attracted a significant business cluster in the sector while small enough to aid networking and business collaborations.

### Manchester Digital – digital skills

Manchester Digital is the independent trade association for the creative and digital sector in the city and region. It plays a leadership role with employers, developing talent pathways and relationships with learning providers, arranges seminars, networking events and annual awards, and provides a voice for its 500 members.

In February 2015, Manchester Digital held its fourth annual Skills Festival, consisting of four events: Conference, Talent Day, Experience Day and Open Studio Day. Talent Day is the largest



event of its kind: a careers fair for students considering a career in digital, looking to find placements, full-time work or apprenticeships. More than 1,200 students attended Talent Day this year and over 80 digital businesses were offering career opportunities.

The conference included the launch of the findings of Manchester Digital's annual survey. It provides a rich picture of the growth rates, opportunities and challenges faced by the sector.

Manchester Digital reports that there is still a huge amount of work to be done to make sure that the city meets the current talent demand for Manchester's digital sector, and there is a significant amount of planning to ensure there are enough people with digital skills to resource the 14,000 jobs that (according to Oxford Economics) will be required by 2025.

While the number of businesses that have grown in the past 12 months has decreased by around 3% compared to figures from 2014, the trend of overall business growth across the sector continues. Nearly 75% of all respondents had taken on between one and ten new staff

members, with a quarter taking on between 11 and 100.

Employers report a large number of hard-to-fill vacancies, with technical development being the hardest. Developers, designers, sales and business development are the three roles that respondents cited as 'most likely to grow in importance'. The research found skills shortages were having an impact on wage levels, and 56% of those surveyed reported having to turn down work because of skill shortages.

There is a growing awareness of the value of apprenticeships and an increase in businesses creating new non-graduate entry-level roles. This year 39% of businesses reported they had taken on an apprentice in the last three years and 89% were pleased with their experience. The take-up of apprenticeships is encouraging but needs to accelerate far more quickly to provide a medium-term, valuable solution to the talent shortage.

### **Digital innovation**

Manchester's universities play a leading role in the creation of the city's talent pool, with graduate retention initiatives and proactive

relationships between the universities and SMEs in the sector providing live learning projects and employment pathways.

In February 2014 Manchester Metropolitan University opened The Shed, a new home for its Digital Innovation programme – a new initiative from MMU designed to respond to the rapid speed of change in the digital sector. Situated in a refurbished engineering shed on the MMU city-centre campus, Digital Innovation brings together start-up businesses, digital research and teaching under the same roof to create a place to encounter new technology and new thinking, develop relationships and business opportunities.

### **TechNorth**

The growing digital business base in the city will continue to provide increasing numbers of quality jobs. The growth potential of these businesses was rewarded recently with the announcement that the TechNorth HQ will be based in the Northern Quarter. TechNorth is set up to unite the digital technology clusters in Manchester, Leeds, Sheffield, Liverpool and Newcastle. The initiative is tasked with promoting a world-class tech cluster spanning the five cities:

- Co-ordinating the many pockets of excellence across the region
- Working through UK Trade and Investment (UKTI) to help to attract inward investors in the tech industry
- Supporting firms to access the capital they need to start up and grow quickly
- Looking at the case for investment in digital skills to ensure these companies have a local pool of talented people and have access to the finance they need to grow
- Positioning the north as a place where the digital tech industry thrives.

2015 has also seen levels of commercial activity in the Northern Quarter gathering speed, reflecting the growth of the creative and digital sector in the area. The first month of 2015 saw Sevendale House boosted by a trio of lettings; technology firm Couchbase has taken 2,690sq ft, Big Data recruitment firm Big Cloud has taken 1,098sq ft, and investor and fund manager Equitix has taken 1,043sq ft. This follows the 22,765 sq ft letting to Ticketmaster in the same building which was completed at the end of 2014. Kames Capital has also subsequently

purchased the 80,000sq ft Hive Building on Lever Street, at the centre of Manchester's digital start-up district, for £17million.

### **The cultural sector**

There is a strong inter-relationship between the city's cultural profile and its creative commercial sector – both are needed to continue the city's renaissance into a thriving hub, and the cultural scene plays an invaluable role in making Manchester an attractive, liveable city that continues to attract inward investment and retain talented residents.

The city is blessed with a dynamic cultural scene where major cultural institutions sit alongside a rich mix of smaller organisations and groups of creative practitioners creating exhibitions, events, festivals and performances. Manchester's key creative and cultural attractions, as well as high-profile events such as the Manchester International Festival, bring further investment into the city through tourism and related spend.

### **This year has seen further significant developments in the sector with:**

- The re-opening of the Whitworth Art Gallery
- The development of HOME, Manchester's new cultural facility, which opened in May 2015
- Capital funding announced for MOSI (the Museum of Science and Industry)
- Plans announced for creation of The Factory Manchester, a new flexible arts space and home for the Manchester International Festival.

In 2014, a study was commissioned by a consortium of 16 key cultural partners, with the support of Manchester City Council, to evaluate the impact of Manchester's cultural organisations. Recent capital investments, successful major events and high-profile festivals means that Manchester has developed a world-class cultural offer. The report evidenced upward trends in visitor numbers to cultural attractions, with culture playing a growing role in attracting national and international visitors. There is also evidence that

the cultural organisations are succeeding in attracting younger audiences, reflecting the city's shifting demographics.

**The report identifies that the cultural partners participating in the study:**

- Employ 961 FTEs and support a further 1,191 FTEs, equating to a total employment impact of 2,152 FTEs
- Generate £38.30million of GVA per annum, and support the generation of a further £48.64million, equating to a total GVA impact of £86.93million
- Directly generate over £81million of additional tourist expenditure, which supports a further 1,632 FTE positions, generating £41.05million of GVA.

Researchers found that the degree of community engagement among cultural partners is first class, reflecting both the enthusiasm and commitment of cultural partners. Engagement with targeted groups of residents continues to be a priority. When the social and economic roles of the sector are considered collectively, Manchester's cultural

organisations emerge as a key asset that can be used to support future economic development and realise economic and social aspirations.

**Case study: First Street**

The First Street development is located at a prominent gateway position, marking the entrance to the city centre from the airport and the south. A mixed-use neighbourhood will be created on the 20-acre site over the next 10–15 years, focused around new commercial accommodation targeted at growth markets. The new development will deliver significant economic benefits, providing the potential to accommodate at least 242,000sq m of new commercial space and more than 11,000 jobs.

First Street North reached completion in spring 2015 and includes the development of a 210-bed four-star international hotel, a 700-space multi-storey car park, high-quality serviced residential accommodation, a range of leisure destinations, and new public spaces, including a new square. The Vita residential development was completed in September 2014, with all 274 apartments already fully let.

The significant catalyst to wider development is the creation of HOME – a new purpose-built centre for international contemporary art, theatre, film and books. HOME officially

opened in May 2015, following considerable media interest. The collaboration between the Library Theatre Company and Cornerhouse includes 500-seat and 150-seat theatres, five cinema screens, gallery space, digital production and broadcast facilities, and a café bar and restaurant, which will drive significant footfall to the area. Conservative estimates suggest that the new facility will attract at least 850,000 visitors a year, with visitor spend of at least £21million.

### Visitor economy

The significance of the visitor economy to Manchester continues to increase. The economic impact generated by tourism in 2013 reached £3.7billion, a growth of 9% from 2012's £3.4billion. The expanding performance of the sector has supported an increase in the number of jobs from approximately 42,500 to more than 46,000 over the 12-month period. At the root of this growth has been a 6% increase in visitors from 53.9million in 2012 to 57.4million in 2013.

In terms of domestic visits Manchester is currently the second most visited destination in England. The 2013 International Passenger Survey also showed Manchester closing the gap by 8,000 visits between the city's third-place position as a UK international visitor destination and Edinburgh's in second. Ireland, Germany and the USA were the countries generating the highest number of visits to Manchester, with growth being experienced from a number of countries including India and China.

This increased performance is being mirrored at Manchester Airport, which continues to be a major driver of growth within the region. The airport recorded 1.351million passengers in

February 2015, which is 10.1% higher than February 2014. The annual rolling total reached 22.32million during April, breaking the all-time record achieved in July 2006. The airport continues to add further new routes and frequencies to its offering, including a new direct route to Hong Kong – a first non-stop Far East flight service. Brand-new direct services have similarly been added between Manchester and destinations in the USA, including New York JFK and Miami. Connectivity between the airport and destinations across Greater Manchester has been dramatically improved by the opening of the Airport Metrolink line at the end of 2014.

Short leisure breaks, conferences and other business visitors are predominantly driving visitor numbers in Manchester, and this baseline is further boosted by guests visiting to attend events. In March 2015, the Rough Guide publication heralded Manchester as the UK's new cultural hot-spot – highlighting the city's galleries, venues, music scene and festivals alongside its great hotels and restaurants – all of which are driving visitors into the city. The particular events that led to significant peaks in 2014 include sporting fixtures, music events at



the Manchester Arena and outdoor stadiums, and other cultural events and festivals.

To house this demand, Manchester city centre currently has 7,885 hotel rooms, with an additional 750 serviced apartments. The occupancy levels of hotels in the city centre have been monitored since 2000 and the annual rate has remained consistently above 70%. 2014 was a particularly strong year, with an annual occupancy rate of 77% for the city centre and hotels, exceeding previous levels for five months of the year.

This performance is all the more impressive when you consider that 2,751 additional rooms have opened between 2005 and 2015 in response to the strength of Manchester's visitor economy. Most recently this includes Hotel Gotham (66 rooms) and Melia Ininside (208 rooms), with King Street Townhouse and Motel One Piccadilly both confirmed to also open in 2015. During 2016 a further 747 rooms are due to open (through Holiday Inn, Crowne Plaza, Roomzzz and Staybridge developments), totalling at least 1,400 additional rooms in the two-year period. This represents a 13% increase over the following two years on the 11,000

rooms available in 2014, within the district of Manchester, taking capacity to more than 12,500 rooms.

### **Case study: Cultural Destinations Project**

In March 2015, the Rough Guide publication heralded Manchester as the UK's new cultural hot-spot and a 'world capital of arts' highlighting the city's galleries, venues, music scene and festivals' alongside its great hotels and restaurants. Referring also to plans to build the new 'Manchester Factory' arts facility, the Graphene Institute and the 'Northern Powerhouse' proposals, it acknowledges the massive shift in profile and perception on the back of international media attention in a series of stunning cultural facilities such as HOME and the refurbished Central Library and Whitworth Art Gallery.

During 2014/15 Marketing Manchester and Creative Tourist have, behind the scenes, led the delivery of a programme of activities, funded by Arts Council England and local partners, to ensure that these milestone moments are a catalyst to better promote our collective offer and build the reputation of Manchester as a year-round cultural destination. The work is just completing its first phase, with plans for the further development and extension of the initiative.

Profile-raising and changing perceptions has been a key strategy of the campaign, which so far has attracted significant national and international media coverage.

**This includes:**

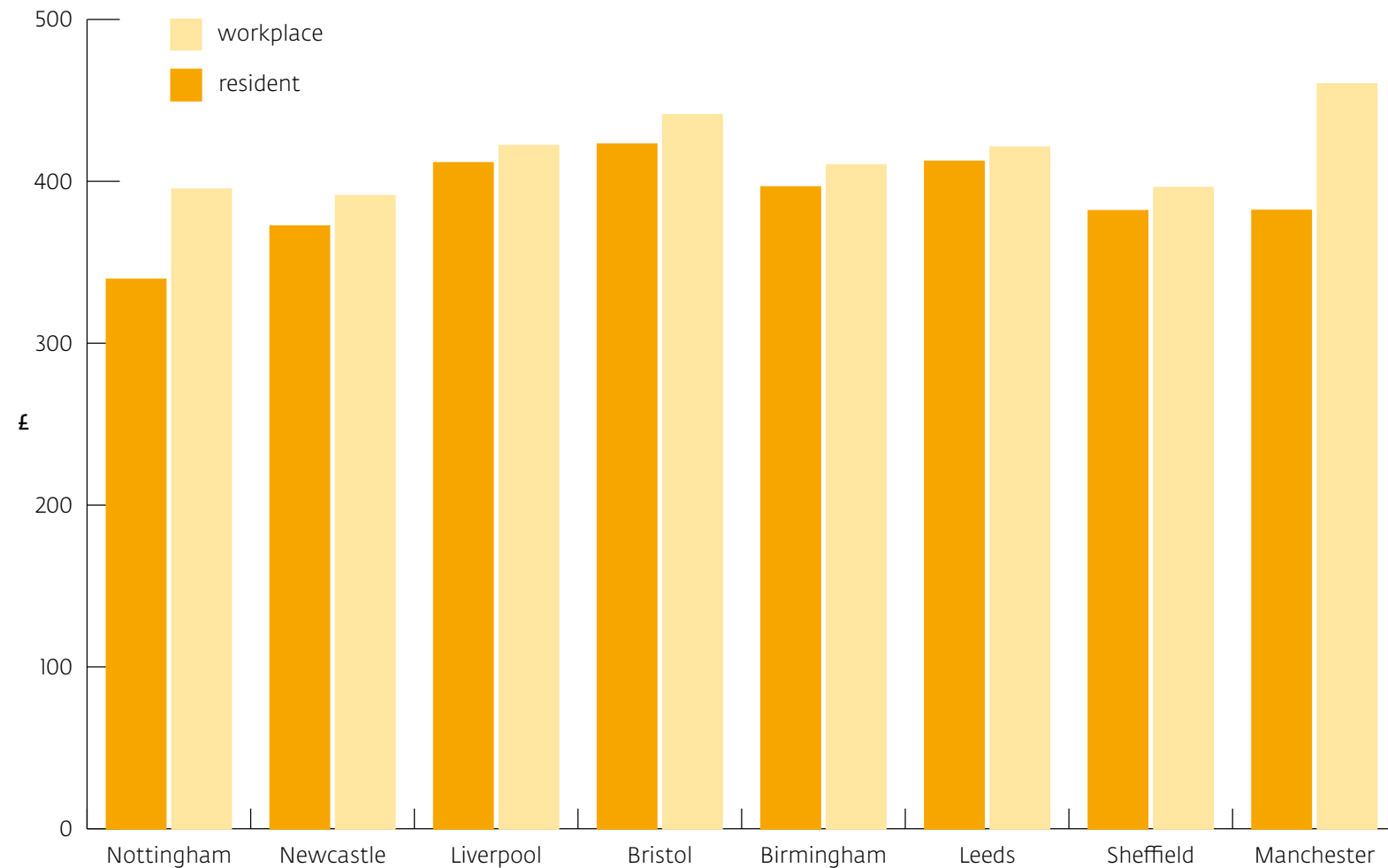
- In November 2014, the Library Live week at Central Library, attracting live broadcast coverage on BBC Radio 3, Radio 4 and 6 Music
- In January 2015, the New York Times listed Manchester as one of the top places (and only place in Britain) to visit in 2015
- In February 2015, The Whitworth opening was a media sensation, generating a terrific profile for the city as well as the gallery, eg. the Guardian coverage on 16 February
- The significance of the Whitworth opening was also capitalised on, with the co-ordination of visits by international media representatives resulting in features in publications across Europe and in Russia, India and Australia.

The Cultural Destinations Project has also led to Cultural Concierge training for personnel across visitor services, hotels, cultural venues and universities. It has created a citywide team which is enthused and informed about developments in the cultural sector and able to advise visitors of the range of events and attractions available.

**Wages in Manchester**

Manchester's economy, in keeping with many other cities, has developed an hourglass shape which is characterised by a larger number of higher-paid and lower-paid jobs, with a reduction or hollowing out of the intermediate paid roles in between. This structure is unlikely to change in the short-term, meaning that there are always likely to be lower-paid entry-level, part-time or temporary vacancies to be filled. The gap between Manchester's workplace wages (the wages of those who work in the city but may live elsewhere) and resident wages (those who live in the city but may work elsewhere) is narrowing but remains the highest of England's Core Cities, at £78 per week (figure 1.4). Manchester's median workplace wage of £460 is the highest of all the Core Cities, but Manchester's resident wage of £382 is the joint fourth lowest (ONS, Annual Survey of Hours and Earnings 2014).

**Figure 1.4 Resident and workplace wages (Core Cities)**



Source: Annual survey of hours and earnings, ONS (2014) © Crown copyright. Analysis by PRI.

The causes of this gap are complex and long term. The recent recession and subsequent economic recovery has led to an imbalance between inflation and wage increases. As the cost of living has increased, many workers have seen their real take-home pay reduce. Recent analysis has shown that between 1998 and 2008 increases in median full-time weekly earnings outstripped inflation. However, this reversed between 2009 and 2013 (ONS Annual Survey of Hours and Earnings, Consumer Price Index). This trend, coupled with a rise in flexible working practices such as part-time work and zero-hours contracts, has led to an increase in the number of people finding themselves in in-work poverty and an increase in the amount of Working Tax Credit and Housing Benefit being paid to working households.

Measures to address it include improving the skill levels of Manchester residents and ensuring that Manchester comprises attractive neighbourhoods where higher earners working in the city want to live. Raising the wages of the lowest-paid workers also remains a local priority, and the Council has now increased the Manchester Minimum Wage to £7.85 an hour, which is the same rate as the current UK Living

Wage – calculated annually by the Centre for Research in Social Policy. The Government recently approved an above-inflation increase in the National Minimum Wage to £6.50 an hour, and has committed to increasing this to £8 an hour by the end of the decade. However, this will still lag some way behind the Living Wage.

### Low-carbon economy

As Manchester's population and economy grows, the city must ensure this growth is sustainable and that it makes the transition to a low-carbon economy.

Work was undertaken in 2014 to understand what Manchester's low-carbon economy could look like, with contributions from a range of Manchester organisations and interest groups, as well as the 'Manchester – A Certain Future' (MACF) Steering Group.

This research was concluded in early 2015 and an MACF indicator was developed around the carbon intensity of the city's economy. Early analysis of this indicator shows the city has reduced its tonnes of CO<sub>2</sub> per £million GVA by 30% between 2005 and 2014<sup>3</sup>, and it is estimated that a 57% reduction is required by 2020 for the

city to meet its 41% carbon reduction target. Further work on this is to be undertaken by the MACF Low Carbon Economy Group, including identification of any other indicators.

Manchester's businesses are being supported to lower their carbon emissions and become more resource-efficient through the Green Growth programme run by the Greater Manchester Business Growth Hub. This programme is also supporting the city's low-carbon businesses to grow, increasing their sales, number of employees, and by safeguarding jobs. In terms of the size of Manchester's low-carbon environmental goods and services sector, the latest figures estimated Manchester had 534 companies in this sector in 2011/12, employing 9,924 people. In early 2015 the Government changed the definition of this sector but has not produced city-level data, and therefore more recent analysis for Manchester is not currently available.

Sustainable procurement has significant potential to develop Manchester's low-carbon economy further. The Greater Manchester Social Value Policy and Evaluation Framework agreed in late 2014 will therefore support this as

it starts to be incorporated into public sector contracts from 2015.

### Conclusion

Manchester's economy has entered a period of sustained growth which is reflected by an upsurge in commercial activity and a booming visitor economy. Substantial public and private investment in major projects and infrastructure is helping to diversify the economy and support a new wave of exciting growth sectors such as the creative, cultural and digital sector. Manchester has established itself as the most important economy in the UK outside of London, and Grade A office developments such as St Peter's Square and Spinningfields are helping to attract and retain major employers. The Greater Manchester Devolution Agreement, which was announced in autumn 2014, offers the city region additional decision-making responsibility and control over budgets, which will help Manchester realise its full economic growth potential.

The challenge ahead is to continue to generate economic growth within the city, but to ensure that the benefits of this growth are shared with residents. The public service reform agenda is

<sup>3</sup> MACF Annual Report 2015 [www.manchesterclimate.com](http://www.manchesterclimate.com)

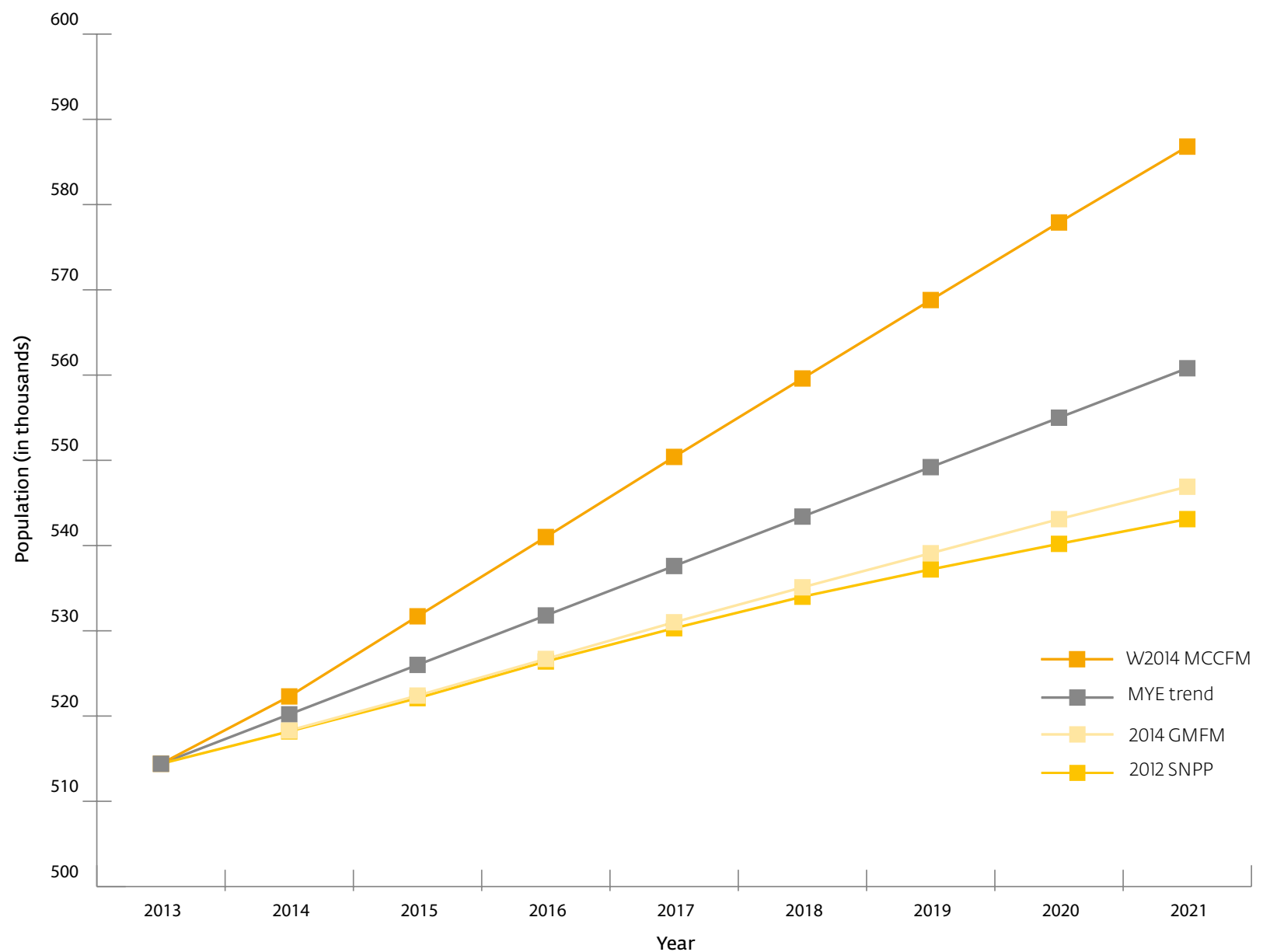
supporting the achievement of this objective by transforming the lives of Manchester residents through initiatives such as Working Well, and the Work and Skills Board is ensuring that residents are gaining the skills and attributes that employers desire.



# Population

This chapter presents a general overview of key demographic information, including population, ethnicity and migration, with 2011 Census data providing an indication of how the city has changed over the decade. It also presents the Manchester City Council Forecasting Model (MCCFM), which has been developed to enhance predictions about future population trends (see figure 2.1).

**Figure 2.1**  
Population projections and forecasts



Source: 2012-based SNPP, ONS © Crown Copyright; 2014 Greater Manchester Forecasting Model, © Copyright Oxford Economics Ltd; Manchester City Council Forecasting Mode W2014I, Manchester City Council, analysis by PRI

The city has many key drivers to promote growth, including two successful universities, a knowledge-based economy and an international airport. Manchester also has globally recognised cultural and sporting venues, alongside thriving communities. One of the main assets of an area is its residents, and the success of Manchester is, in part, measured by the continued growth of its population and its ability to retain successful people from diverse backgrounds.

Manchester's population grew rapidly during the Industrial Revolution in the 19th century to a peak of over 750,000 in the 1930s. Towards the end of the last century, Manchester suffered a massive decline in its manufacturing base and substantial population loss. In the fifty years between 1951 and 2001, the population of the city fell by 39.9%, from 703,100 to 423,000. However, it has now recovered to a 42-year high, with an estimated 520,215 people living in the city in 2014 (MYE 2014 in figure 2.1) – easily surpassing the Community Strategy target of 480,000. The 2011 Census data showed that Manchester had been the fastest-growing city in the UK over the previous decade, and this

growth is expected to continue, with the population projected to rise to between 543,100 and 587,000 by 2021, based on various sources<sup>1</sup>.

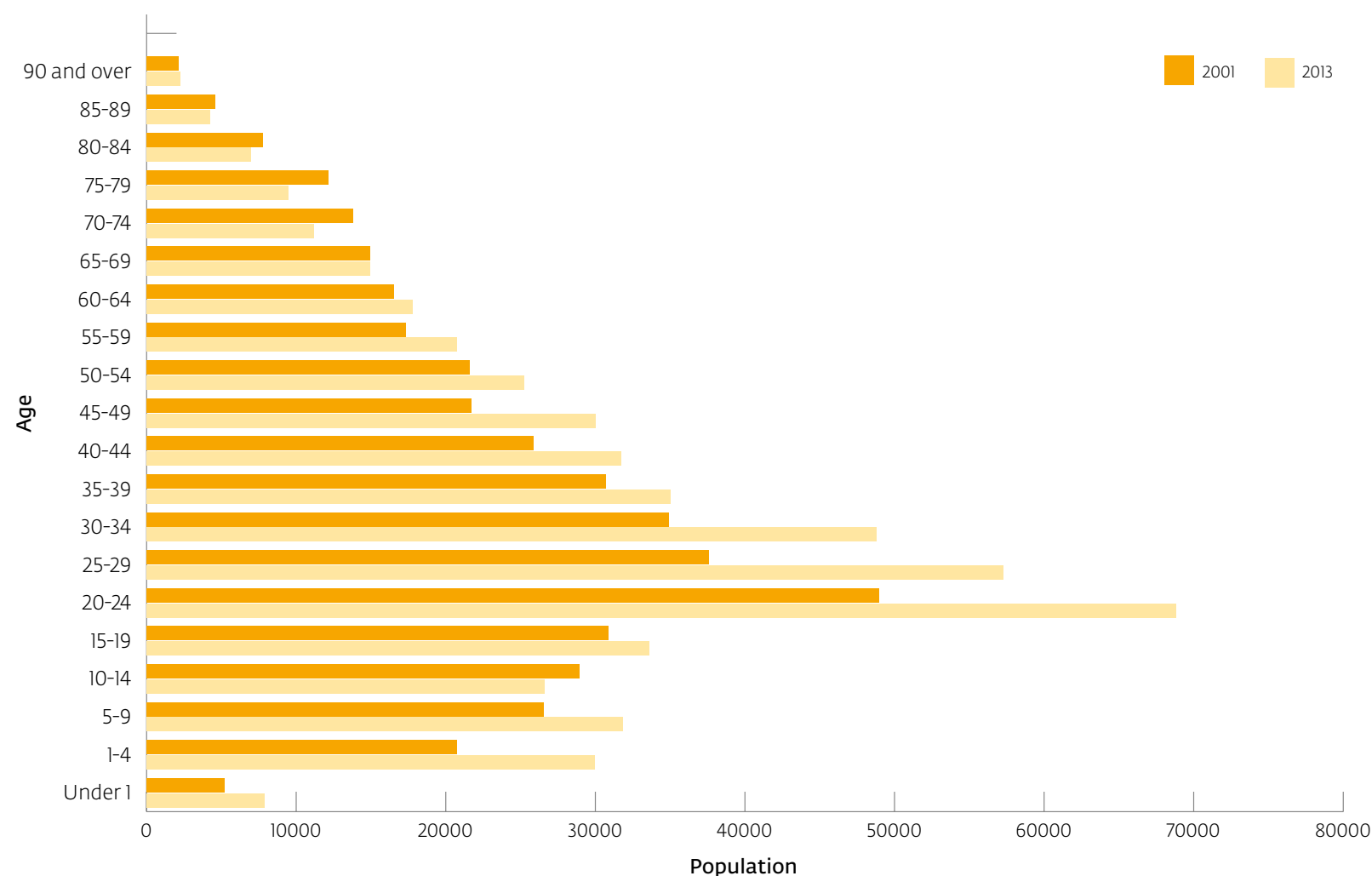
The age profile for the city has changed from 2001 to 2014 (figure 2.2). There has been a reduction in the numbers of 10 to 14-year-olds, and 70 to 89-year-olds, but all the other age groups have seen a general increase. The largest increase was in the 25–29 age group, which rose by 54.5%, and in the children under the age of 5 group, which increased by 45.7%.

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<sup>1</sup> 2012 subnational population projections, ONS and W2014 Manchester City Council Forecasting Model projections

**Figure 2.2**

Age profile, 2001 and 2013



Source: Mid-Year Estimates of Population, ONS © Crown Copyright; analysis by PRI

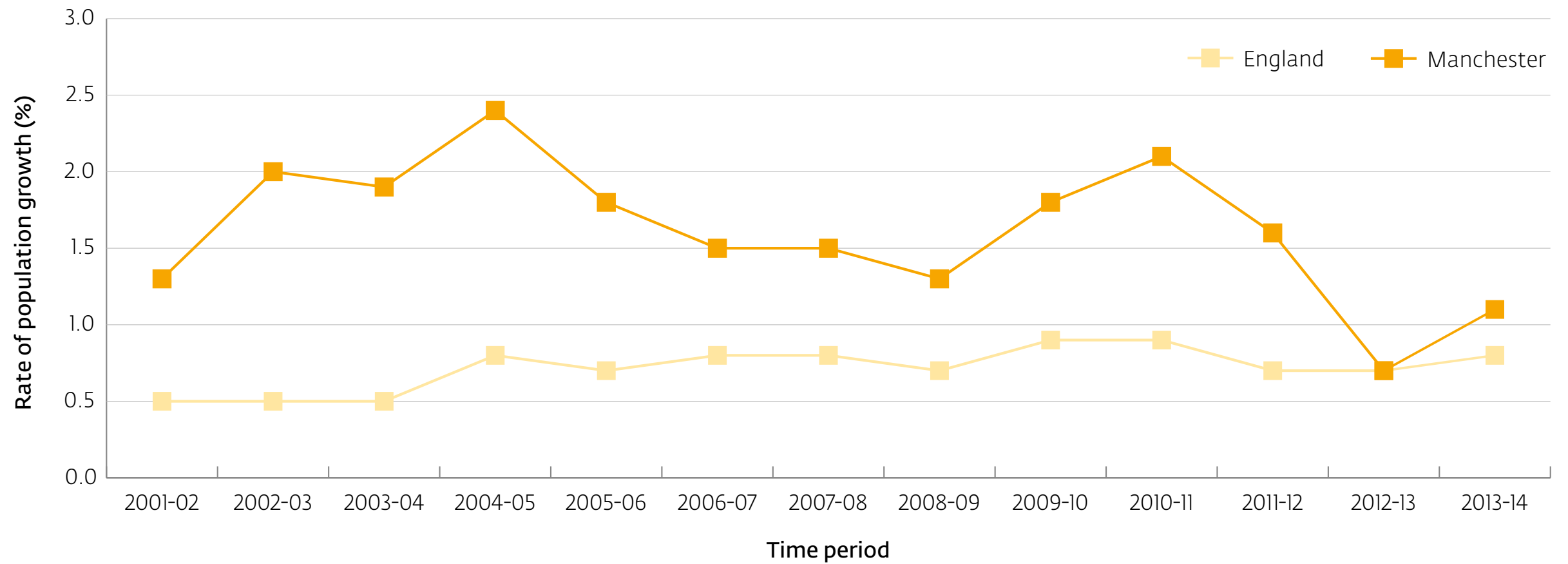
The estimated child population of Manchester between 2001 and 2011 grew by an average of 1.3% per annum, with growth starting slowly at the beginning of the decade and accelerating to reach 2–3% growth per annum from 2009. The population of children is not spread equally across age groups or within the city. Moss Side and Cheetham have above-average numbers of children in their households, including many from Asian and Black ethnic groups. Similarly, Longsight and Rusholme are both wards with a large Asian population, particularly favoured by the Bangladeshi community.

The high concentrations of children in Cheetham and Gorton South appear to be spreading into neighbouring wards such as Harpurhey, Crumpsall and Gorton North, and this is creating a swathe of high density between the two wards.

The city covers some 116sq km, with a population density of 45 people per hectare – nine times the average for the north west (NW) region. Population migration both into and out of the city is significant. Manchester is committed to increasing its population, and averaged growth of around 1.7% per year between 2001 and 2012, more than double the England average (0.7%) (figure 2.3).

**Figure 2.3**

Rate of population growth (%), 2001–14



Source: Mid-Year Estimates of Population, ONS © Crown Copyright; analysis by PRI

Data from Mid-Year Estimates (MYE) released by the Office for National Statistics (ONS) in June 2015 estimated that Manchester's population reached 520,215 by mid-2014. This figure used a methodology introduced by ONS in 2010 which changes the way that international migrants are distributed. These changes resulted in the publication of new retrospective mid-year estimates for 2002–09 and a greatly reduced population projection from 2010. Following the 2011 Census, which gave a Manchester population figure more in line with the pre-adjusted methodology, a further set of revised estimates was issued for these years; however, the new methodology has remained in the current population projections from 2012. This has prompted Manchester City Council to develop an in-house forecasting model (MCCFM) so that higher migration rates can be inputted where up-to-date higher education and National Insurance Number (NINo) registrations data suggest immigration is greater than anticipated in 2012.

ONS 2012-based Subnational Population Projections (SNPP), using the revised methodology and based on 2008–12 trends and the 2011 Census, show that Manchester's population is projected to continue to increase,

but at a much lower rate and only as a result of natural change (figure 2.1). These population projections do not allow for any growth from net migration using this methodology; in fact, they project a population loss from migration, which is very unusual for Manchester, and they do not allow for future policy changes or future local development policies.

Population forecasts from the 2014 Greater Manchester Forecasting Model (GMFM), released by Oxford Economics, show growth at a slightly higher level than ONS, based on economic factors. To help with the uncertainty regarding growth projections, the Council's own MCCFM, based on ONS data, can enhance past estimates with local intelligence and current data, and redistribute schoolchildren ages based on numbers recorded in school censuses and higher education students based on HESA local data. It also adopts ward-level birth and mortality numbers to get a clearer picture of migration trends to use in projected figures. Figure 2.1 shows the various projections from 2014 for the next decade, including the trend if mid-year estimates for 2013 and 2014 continue, which moves the population closer to MCCFM.

### **Young children trends**

There will be increasing numbers of children coming through the school system if current trends continue. Provided that children born in Manchester continue to leave the city at around the current rate in order to live elsewhere in the UK before they go to school, then demand on school places will increase – but not unduly. However, if international immigration increases, or families with preschool children choose not to leave the city, reducing the outflow, then there could be significant and continuing issues with admission numbers in the near future.

### **Student trends**

Manchester continues to be popular with students who choose to study at one of a number of higher education institutions in the city, including the University of Manchester (the largest university in the UK) and Manchester Metropolitan University. According to the Higher Education Statistics Agency (HESA) there were 70,900 students (full and part-time) attending Manchester's higher education establishments in 2013/14. Although not all of those enrolled would have had term-time addresses in the city, the number of students still makes up about 14% of the current resident population.



Following a rise in undergraduate student fees in 2010, the total number of students enrolled is now lower than when numbers peaked at 76,700 during the 2009/10 academic year. However, recent admissions data for Manchester's universities suggest that the number of undergraduates starting their first year has increased, implying the beginnings of a recovery in the city's student population.

### Older people

The first of the post-war baby boom generation reached retirement age in 2011. Manchester has started experiencing higher numbers of residents aged 65–70, which should continue for a few more years before numbers reduce again. Generally, older people form a smaller-than-average proportion of the population in Manchester and the total number of people aged 65 and over is currently decreasing, set against an above-average number of young adults. This is a combination of natural losses, emigrants not being replaced by a large enough cohort of late-middle-aged people, and older people not moving into the city. While there are some settled communities of older people, some live in areas where they are isolated or living in poverty.

With the 2011 Census showing even lower numbers of people aged 65 and over than predicted, it would seem logical to assume health and social care needs will be reduced. However, the characteristics of Manchester's older residents mean that they are more likely to place high demands on hospital emergency and mental health services and suffer from long-term limiting illnesses at an earlier stage in their life than nationally. Manchester has one of the lowest healthy life expectancies (the number of years a person can expect to live in very good health or good health) in the UK, with the North Manchester Clinical Commissioning Group (CCG) second only to Bradford City CCG at just 53.8 years for men and 55.2 years for women compared to a national average of 63.5 for men and 64.8 for women<sup>2</sup>. Life expectancy for someone born and living in Manchester has improved but is similarly very low, with men's life expectancy at 75.5 years (second lowest in England and Wales, after Blackpool) and women's at 80 years, which ranks lowest in England and Wales. Average life expectancy in England and Wales is 79.3 for men and 83 for women<sup>3</sup>.

Approaches taken by the Council and its partners, through Age-Friendly Manchester initiatives, aim to improve social participation of older residents, and improve the quality of local communities for older people. This is being done by developing local networks of services, promoting public health services and monitoring progress through the development of a strategic framework, in conjunction with the reform of health and care services. These initiatives are key to reducing the high demands on services, together with extending and improving the quality of life of Manchester's older population.

### Diversity and ethnicity

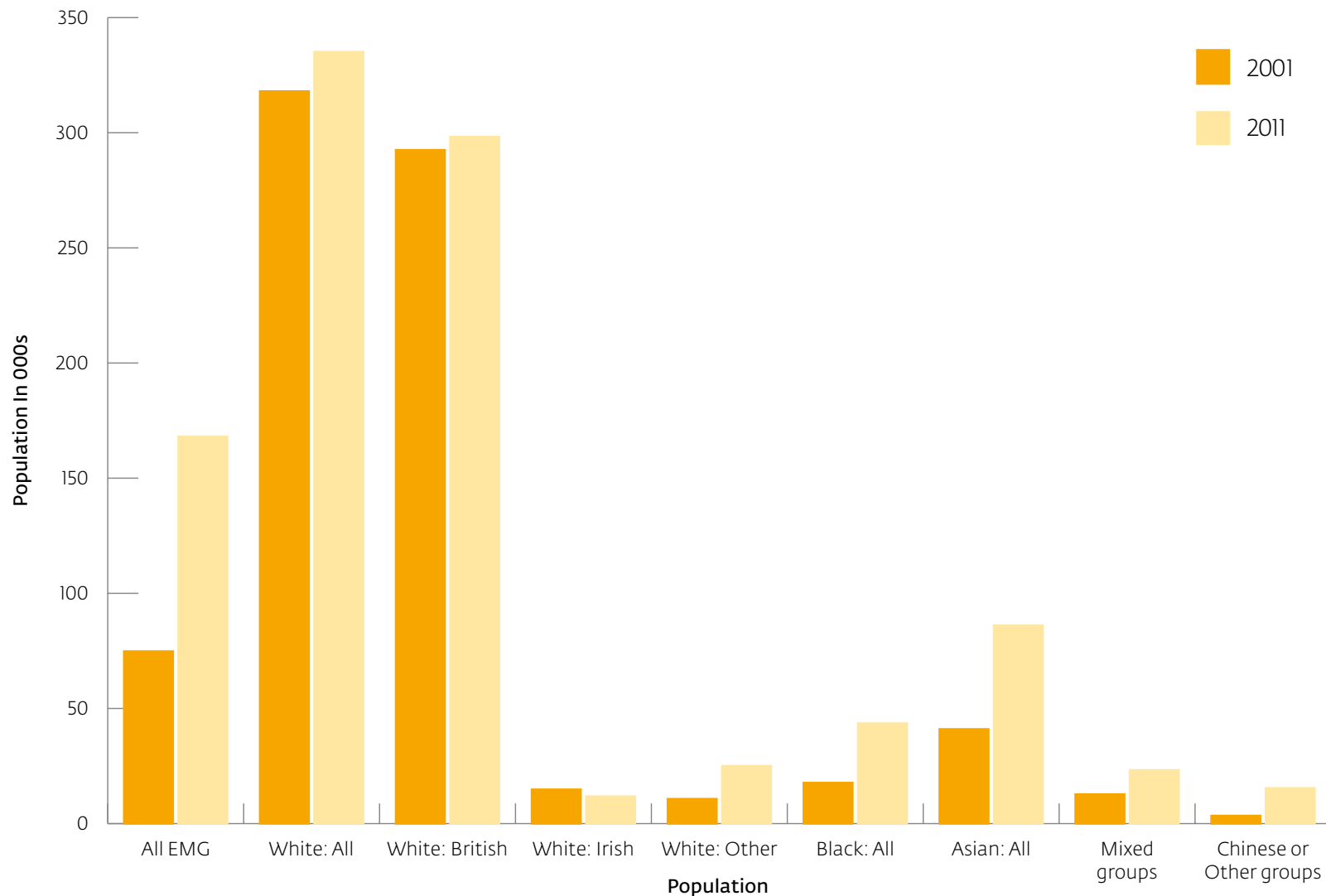
Manchester has long embraced the breadth and diversity of its population and celebrates the values that bring people of different backgrounds together as Mancunians. Data from the 2011 Census shows that Manchester has become more diverse in the last decade, being the only local authority outside London with residents in each of the 90 detailed ethnic groups listed in the Census (figure 2.4). The proportion of residents within the White broad ethnic group has fallen in Manchester from 81%

<sup>2</sup> Healthy Life Expectancy (HLE) at birth by Clinical Commissioning Groups (CCG): 2010–12, ONS

<sup>3</sup> Life expectancy at birth by local areas in England and Wales 2011–13, ONS

in 2001 to 66.6% in 2011, 18.8 percentage points below the average for England and 23.6 percentage points lower than the north west as a whole<sup>4</sup>. All other ethnic groups have increased in proportion since 2001, with the Asian group, in particular, growing from 10.4% in 2001 to 17.1% in 2011.

**Figure 2.4 – Ethnicity**



Source: Tables KS201 (2011 Census) and KS006 (2001 Census), ONS © Crown Copyright; analysis by PRI

The Pakistani population in Manchester is by far the largest of the 18 detailed ethnic groups after White British, numbering nearly 43,000 residents in 2011. This population has nearly doubled in size since 2001, but the rise is not unique to Manchester. This mirrors the sharp rise in NINo registrations from Pakistani immigrants, particularly during 2010. The Black African group appears to have also grown rapidly over the last decade from 6,655 in 2001 to 25,718 in 2011, whereas Black Caribbean remained relatively unchanged. It is important to consider that the Black broad ethnic group was estimated to be one of the main types of population undercounted in the 2001 Census for Manchester, so the scale of the rise in the Black African group may be misleading. Residents from the 'Other' broad ethnic group had increased in number over the decade, mainly because of increases in the Arab group.

At ward level, the White British ethnic subgroup had declined in 14 wards since 2001 and there are eight<sup>5</sup> wards in Manchester that now have the majority of their population from an ethnic group other than White British. Gorton North and Gorton South have experienced substantial

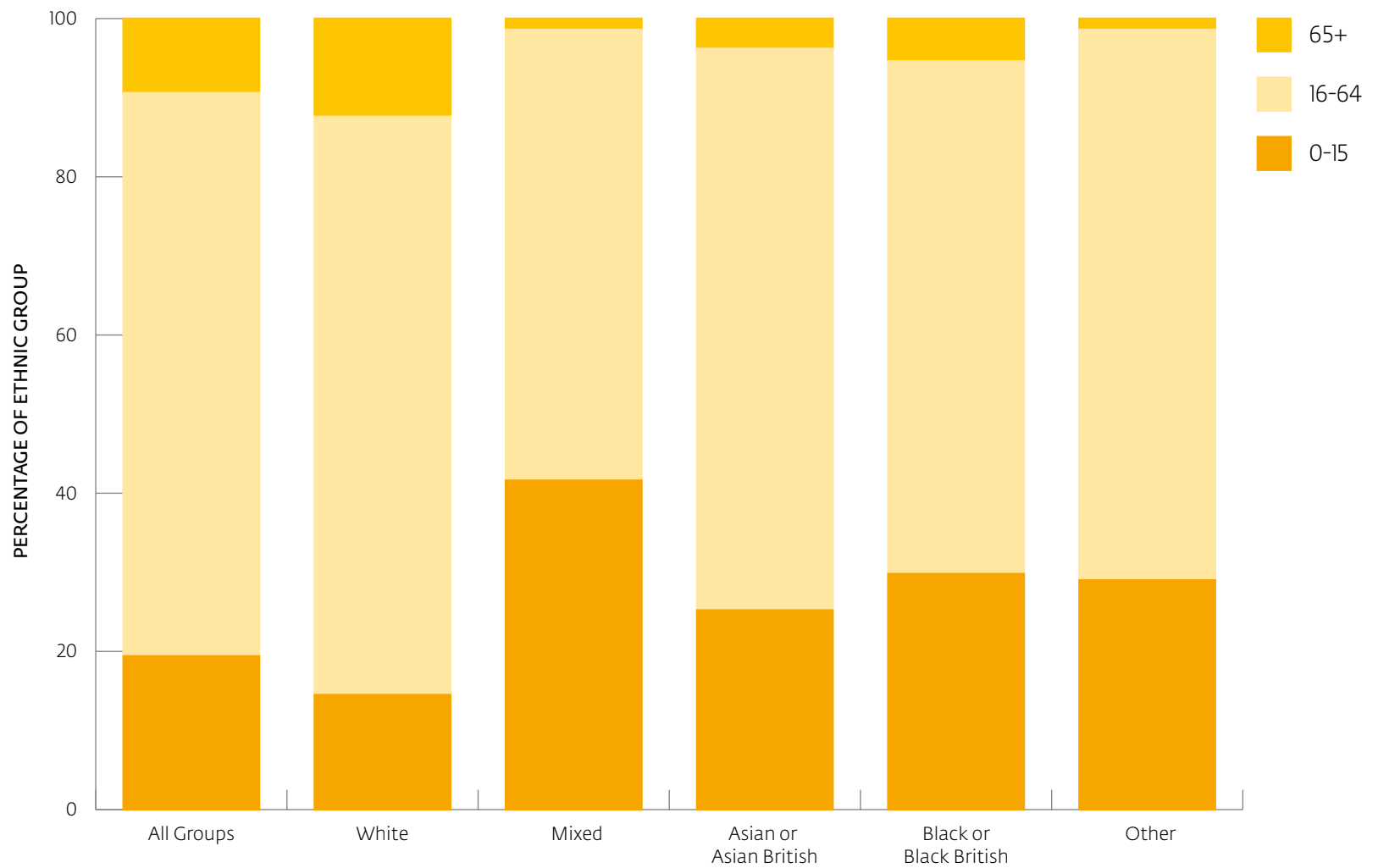
<sup>4</sup> The 2001 Census undercounted the population of Manchester by around 30,000 people and this affects analysis of comparison between the 2001 and 2011 Censuses.

<sup>5</sup> The eight wards are: Ardwick, Cheetham, Crumpsall, Hulme, Longsight, Moss Side, Rusholme and Whalley Range

rises in Pakistani and Black African ethnic groups. Moss Side has increased most in overall number after City Centre ward due to these ethnic groups (by 7,437 residents in 2011), with 2,003 more people from the Black African group and 890 more from the Pakistani group than in 2001. Moss Side also has the largest rise (1,130 people in 2011) from the 'Other' ethnic group, the majority of whom belong to the Arab ethnic subgroup. This means that Moss Side now has the second-largest Arab community, with Cheetham's Arab population standing at 903 residents in 2011. There is no more recent data than the Census but it is expected that these numbers will have continued to grow, although probably at a slower pace than seen over the last decade.

Ethnic groups have much higher proportions of young people aged 0–15 and lower proportions of residents aged 65 and over than when compared to the White ethnic group (figure 2.5).

**Figure 2.5**  
Ethnicity and age



Source: Table DC2101, 2011 Census, ONS © Crown Copyright; analysis by PRI

An analysis of Manchester's diversity is also presented in an accompanying report, The State of the City: Communities of Interest 2014<sup>6</sup>.

Table 2.1 shows the countries of birth where over 2,000 residents in the city were born. As expected, the countries of the UK figure prominently, with 4.1% of the city's residents born in Pakistan and over 1% born in Poland, China, Nigeria and India.

**Table 2.1**

Country of birth\*

Country	All Usual Residents	Percentage
England	360,441	71.6%
Pakistan	20,712	4.1%
Ireland	8,737	1.7%
Poland	6,836	1.4%
China	6,721	1.3%
Scotland	6,545	1.3%
Nigeria	6,444	1.3%
India	6,433	1.3%
Wales	4,521	0.9%
Northern Ireland	4,451	0.9%
Somalia	3,645	0.7%
Jamaica	3,528	0.7%
Bangladesh	3,138	0.6%
Iraq	2,809	0.6%
Iran, Islamic Republic of	2,520	0.5%
Germany	2,258	0.4%
Zimbabwe	2,109	0.4%

\*Over 2,000 residents only

Source: Table CT0212, 2011 Census, ONS © Crown Copyright

Manchester has a lower proportion of residents who speak English as their main language in their home than the average for England. More than double the national average has nobody speaking English at home (10.3%) and a larger-than-average proportion only have a child speaking English as a main language in the household. Urdu is spoken by more than 13,000

residents according to the 2011 Census, making it the second most common language in Manchester after English, followed by around 6,500 residents who speak Polish.

The School Census shows that there are around 190 languages spoken by pupils attending schools in the city. The percentage of pupils recorded with English as an additional language has risen from 23.5% in 2005 to 37.1% in 2015.

### Migration

Migration is a significant aspect of population change in the city. The ONS mid-year population estimates indicate that from mid-2013 to mid-2014, 36,749 people moved to Manchester from other parts of the UK, around 30% of whom (11,363) moved to the city from other Greater Manchester districts.

A total of 39,825 people were estimated to have moved from Manchester (higher than usual), of whom around 40% (16,142) moved to other parts of Greater Manchester. Trafford, Salford and Stockport were the most popular destinations for people moving from the city, while most people came in from Trafford and Stockport. Manchester lost more people to districts in

<sup>6</sup> [[http://www.manchester.gov.uk/manchesterpartnership/downloads/download/6/state\\_of\\_the\\_city\\_communities\\_of\\_interest](http://www.manchester.gov.uk/manchesterpartnership/downloads/download/6/state_of_the_city_communities_of_interest)].

Greater Manchester than it gained from them. The overall gap between people coming into Manchester and leaving Manchester was -3,076, much greater than the gap in 2011/12 of -1,673 or that in 2010/11 of -1,500 but an improvement on 2013/14. Some of the 'gap' can be traced back to the changes in the student population. When the student population is stable, most of those completing their courses and leaving Manchester are 'replaced' by those starting their degrees. However, the increase in tuition fees that became operative in 2012 led to a reduction in the number of students starting university in 2012/13, meaning that more students left the city than entered it, continuing into 2013/14.

As 2012 is the base year in the current subnational population projections from ONS, this higher internal migration loss, coupled with a reduction in the number of international immigrants estimated for Manchester as a result of ONS' new methodology, has influenced migration numbers in the projections, affecting future population growth. The MCCFM addresses this possible anomaly by offering an alternative forecast that assumes expected growth patterns from migration based on previous years.

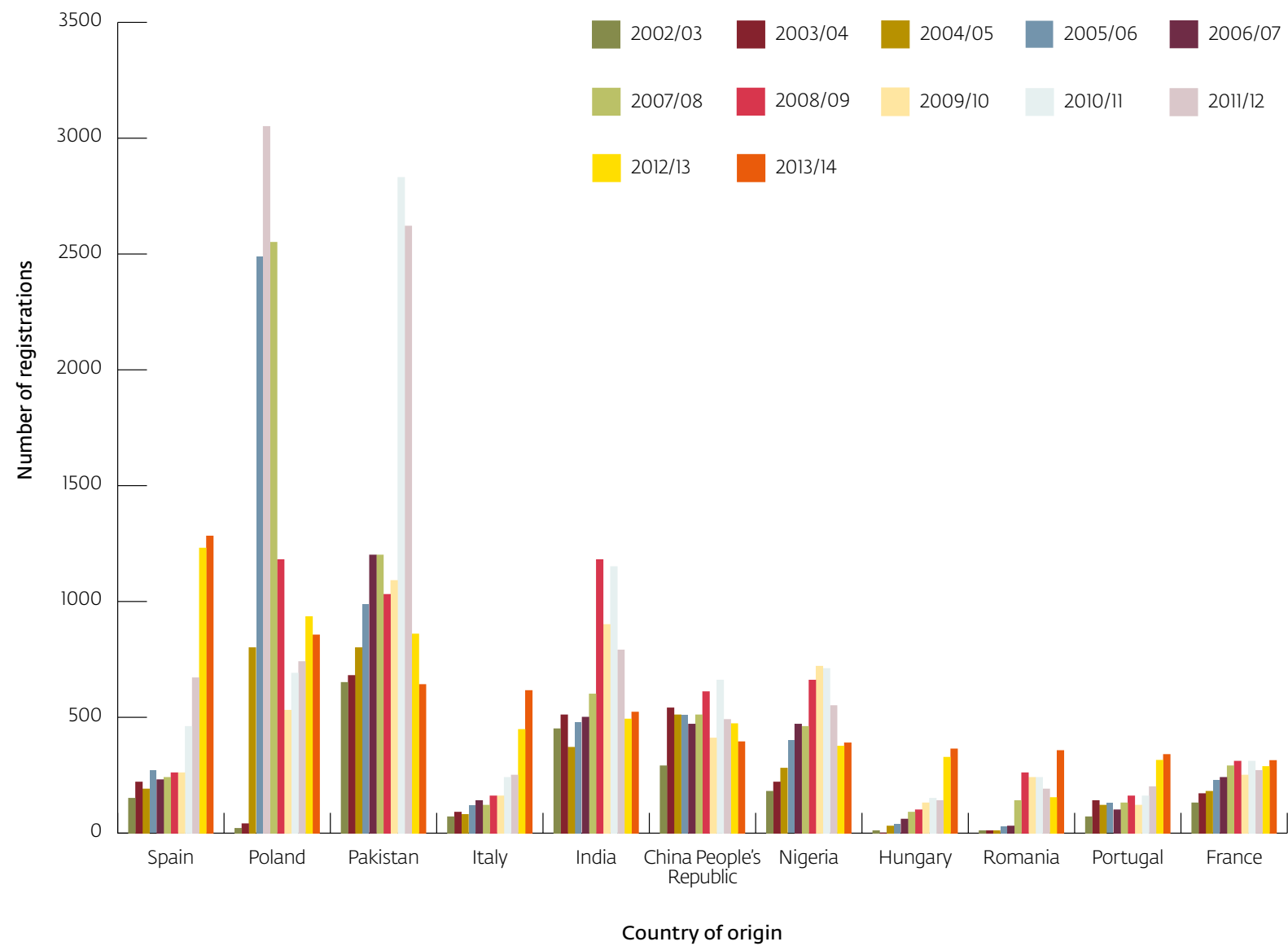
The total number of NINo registrations made in Manchester to overseas nationals by the Department for Work and Pensions (DWP) in 2013/14 was 9,789, a small increase of 86, or 0.9%, since 2012/13. This year has seen a continuing shift in countries of origin related to the economic situation in many European countries, with the largest number (1,282, or 13.1%) coming from Spain. Italy, Portugal and France also featured among those countries with more than 300 registrations.

19.9% of registrations in 2013/14 were from adults from the eight European Union (EU) Accession States (A8). Poland was the largest contributor, accounting for 8.7% of all registrations – though this was a decrease in total numbers compared to recent years. A2 EU nationals from Bulgaria and Romania accounted for 5% of all NINo registrations, with Romanian nationals by far the largest proportion of those and more than doubling in number over the past year. Pakistani nationals accounted for 6.5% of all registrations, a decrease of 218, or 25.5% since 2012/13 – continuing the downward trend of recent years (figure 2.6).



**Figure 2.6**

NINo registrations 2002–14



\* Total registrations minus top ten listed countries  
 Source: National Insurance Recording System (NIRS), Department for Work and Pensions. Crown copyright; analysis by PRI. Shows countries with over 300 registrations

# Transport

## Strategic overview

Transport has an enormous influence on the lives and prospects of Manchester's residents, and the performance of the city as a whole. Improving transport contributes to our growth, people and place objectives, and most of the priorities described in the Community Strategy<sup>1</sup>. Specifically, to enable people to access jobs in the city, we need an integrated, flexible and efficient transport system that includes walking and cycling. High-quality transport links and transport information are important elements of our work to address the big challenges we face, particularly worklessness and social exclusion.

The key strategic objectives that can be addressed through the city's transport infrastructure are:

**A competitive economy** – a city's economic strength lies in its ability to bring together many people to generate higher productivity, while also fostering strong connections to other places. An effective transport infrastructure is essential to facilitate this without congestion, and to extend the reach of the city in terms of business connections and the labour pool.

**Access to opportunity** – a core element of the city's public service reform agenda is that Manchester people are able to access the employment opportunities provided by its economic growth. Physical access remains an important aspect of this challenge, and so providing better connectivity from Manchester's more deprived neighbourhoods to its economic hubs is a priority.

**A healthier city** – actions related to transport seek to address this objective through both the promotion of active travel options (walking and cycling) and the improvement of highway safety. Reductions in emissions, which are covered by objectives linked to sustainable growth, also have considerable health benefits.

**Sustainable growth** – Manchester has committed to becoming a sustainable city, meeting the challenge of managing climate change and particularly reducing its CO<sub>2</sub> footprint. Travel choices make a significant contribution to this issue.

## Analysis of progress

### A competitive economy

The past year has seen significant progress in the planning and delivery of major transport investments that are critical to the city's future economic competitiveness and environmental wellbeing. At a national and regional level the One North Report and the establishment of Transport for the North, with the support of the Government, propose major investment in improved connections between the cities of the north as part of a Northern Powerhouse. These proposals are complementary to the plans for HS2, which will provide vital additional north–south rail capacity between Manchester and London.

Schemes delivered or under construction are described in more detail below and include the completion of the Metrolink extension through Wythenshawe to Manchester Airport, the Metrolink Second City Crossing scheme, and the Bus Priority package, which will link key bus routes across the city centre. 2014/15 has also seen major progress in implementing plans to improve cycling facilities in the city, with work underway to provide schemes funded through the Cycle City Ambition Grant – the most

significant investment programme in cycling the city has seen. Looking forward, some of the city's most ambitious future investments centre on transport improvements, including the completion of the Northern Hub Rail improvements (see Ordsall Chord case study).

The modal split of trips to the Regional Centre continues to emphasise the effectiveness of our strategic approach and investment programme. The city has experienced considerable economic growth, supported by significant public transport improvements. While overall numbers of trips to the city centre have increased, there are now 27% fewer vehicles entering the Regional Centre in the morning peak, and 30% fewer off-peak, than there were in 1997 (since 2013 the reductions have been 3% and 3% respectively). From 2005 to 2014, in the morning peak, rail passengers have increased by 49% and Metrolink passengers by 69% (the figures for the off-peak period are 49% and 92% respectively). Overall, in 2014 the inbound modal share for the regional centre was 27% car and 73% non-car in the morning peak, and 29% car and 71% non-car in the off-peak. A key challenge over the coming years is to ensure that the necessary public transport capacity is in place to support future growth.

### Case study: Ordsall Chord

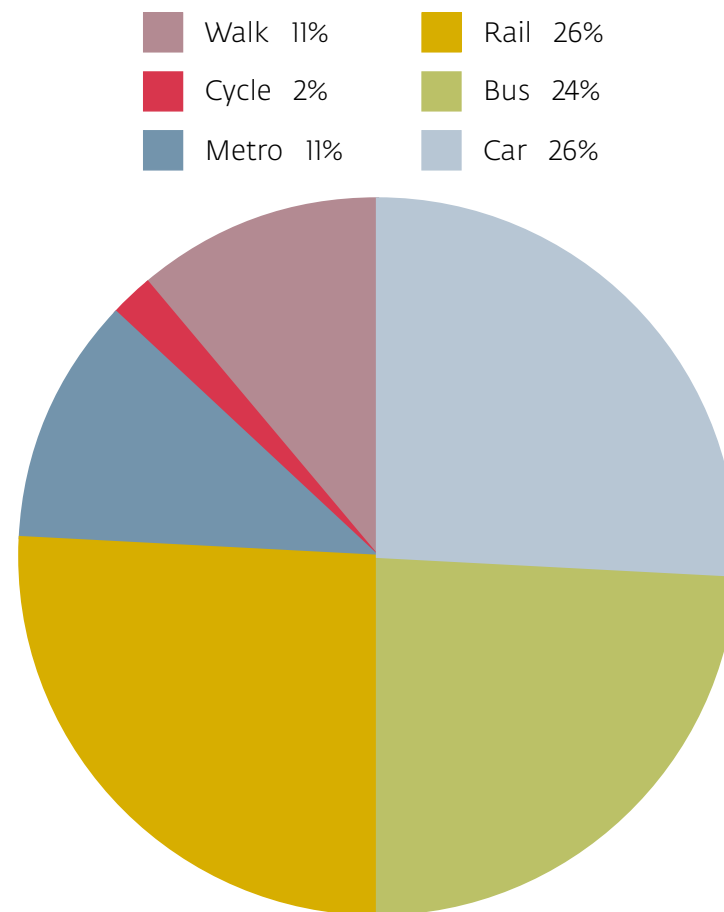
As part of the plans to improve rail travel in the North (the Northern Hub), we need to build a new viaduct to connect Manchester's Victoria, Oxford Road and Piccadilly stations. The Ordsall Chord will be a new section of track to the north west of Castlefield Junction. This will link the Castlefield Junction line with the Deal Street Junction line, connecting Manchester's three main stations for the first time. Approvals are now in place for the Ordsall Chord and work is underway.

The benefits will include a significant improvement to network capacity and faster train journeys across the North, specifically between Manchester Victoria and Liverpool, and between Leeds and Manchester, with improved interregional links to Manchester Airport.

Between 2005 and 2014, walking trips to the regional centre increased by 67% in the morning peak and 50% in the off-peak. Cycle trips have almost trebled in this same period. The number of cycles entering the Regional Centre in the morning peak was 562 in 2005 and 1,638 in 2014, an increase of 191%. The number of cycles entering the Regional Centre in the off-peak was 234 in 2005 and 411 in 2015, an increase of 76%. Figure 3.1 shows the morning peak modal share.

**Figure 3.1**

Modal share in the Regional Centre (morning peak)



Source: Report HFAS 1777, December 2014.

**Traffic change data**

The following information is compiled and provided by Transport for Greater Manchester Forecasting and Analytical Services. The latest data available is from Report HFAS 1777, December 2014:

- ➔ **The busiest motorway section:** M56 (J3-4) – 24-hour Annual Average Weekday Traffic (AAWT) flow estimated 162,800 vehicles
- ➔ **The busiest non-trunk road:** A57(M) Mancunian Way, Manchester City Centre, 24-hour AAWT flow estimated 80,700 vehicles
- ➔ **1991–2013:** Traffic flows on A and B roads in Manchester have decreased by 15% compared to a 6% decrease in Greater Manchester and a 1% increase nationally.

**Table 3.1**

Public transport patronage (2010/11 to 2013/14)

	Bus patronage (m)	Train patronage (m)	Metrolink patronage (m)	Total patronage (m)
2010/11	224	22.1	19.3	265.4
2011/12	218.6	24.9	22	265.5
2012/13	219.7	25.3	25.4	270.4
2013/14	216.7	24.7	29.2	270.6

Public transport patronage continues to rise and since 2010/11 the number of trips has increased year on year, which may in part be a reflection of an improving economic outlook, but may be driven primarily by increased patronage on the train and Metrolink network following a period of Metrolink line extensions.

The city's wider economic and social relationships are also dependent on the quality of the transport infrastructure. To improve national and international connectivity, comprehensive plans have been initiated to enhance the region's rail network and airport capacity. Particularly relevant are the programmes to promote the delivery of high-speed rail to Piccadilly and Manchester Airport, and proposals to increase capacity and commercial activity at Manchester Airport.

The arrival of HS2 at Piccadilly and Manchester Airport will provide a vital enhancement in capacity on the route to the Midlands and London. It will boost regional and local connectivity, and greatly enhance these locations' investment potential. To ensure that these opportunities are fully exploited, the Council and its partners are preparing clear and compelling growth strategies that maximise development potential.

The commercial potential of Airport City is explained in the Growth section of this report, but the rationale for this investment is rooted in the potential expansion of services at the Airport. Despite a reduction in passenger

numbers during the recession, since 2010 the Airport has recorded an increase in total passengers from 18,605,305 to 22,443,008 in 2014/15 (up 20.6%). The increase since 2013/14 has been 1,367,741 (up 6.5%) (source: Manchester Airport Traffic Statistics, Manchester Airport Group).

#### **Access to opportunity**

Regeneration programmes across Greater Manchester have recognised the value of transport investment as a means of improving access to employment for the city's more deprived neighbourhoods. This is an aspect of some of the current transport investments.

#### **Metrolink expansion**

Expansion of the Metrolink network has improved connectivity across the city region. Over the past year, the line between the city centre and the Airport opened, a year ahead of schedule. The new Metrolink lines provide a fast, frequent, efficient and environmentally friendly form of public transport for communities in areas not currently served by either tram or train.

Work is now well underway for the Second City Crossing (2CC), which is expected to be complete in early 2017. Providing a second line through the heart of Manchester city centre, 2CC will increase the capacity, flexibility and reliability of all the network's new lines and enable them to maximise operation.

#### **Bus priority package**

The first elements of the bus priority package were delivered during the past year and work is well underway to deliver the vital city centre and Oxford Road elements of the scheme. When complete the network will stretch 25 miles, including enhancements for cyclists and in some cases fully protected Dutch-style cycle lanes. The scheme will allow faster, more reliable and more punctual bus services on an improved network to key destinations, such as employment, education, health, leisure and retail centres, in a single bus journey.

Three of the six routes will be in Manchester, enhancing the Oxford Road Corridor, Portland Street and Shudehill. From the regional centre the routes will run directly towards the areas of Leigh, Atherton, Middleton and Parrs Wood.



## A healthier city

### Active travel

Active travel is how we describe walking and cycling and the way we work with a range of partners to put in place measures that will engage our communities, schools, workplaces and universities to do more of both.

The Council encourages walking by maintaining our network of pavements, crossings and footpaths, ensuring that they are in good order, including investing in street cleansing. We also use the development management process to plan places that encourage walking and cycling as much as possible. The growth in walking and cycling trips to the Regional Centre demonstrates that our approaches have been successful, although it is important these efforts are maintained and extended. The development of a new walking project will support pedestrians more widely and aims to engage local residents, schools and communities in the areas of the proposed improved cycling routes being delivered through the Velocity programme.

The walking charity Living Streets is running a pilot programme in Manchester schools to

address the decline in walking rates as pupils move from primary to secondary school. The project offers targeted support for this transition and currently has five secondary schools and 18 primary schools taking part.

The Cycle City Ambition Grant brings £20million to enhance and maintain our network of cycle paths, and to work with others to improve what we offer to existing and new cyclists. The Velocity vision for cycling will deliver a major new network of 'spokes' of strategic, integrated and, where possible, segregated cycle routes to employment centres, schools and leisure facilities. It will also include a significant programme of cycling promotion and education. Velocity forms part of a larger Greater Manchester cycling strategy to create a city fit for the future: a healthy, safe, sustainable city that people want to live in, work in and visit (see case study on the Cycle City Programme below). The latest data on cycling indicates:

→ The road with the highest 12-hour weekday pedal-cycle flow is the B5117, Oxford Road, Higher Education Precinct – 1,602 pedal cycles between 7am and 7pm (constant figure since the last reporting period in 2011)

→ The average 12-hour weekday pedal-cycle flows on A and B roads in Manchester were 247 and 333 respectively. These are much higher than the averages for all districts of 117 pedal cycles for A roads and 106 pedal cycles for B roads.

This is strengthened by the Council's delivery of school cycle proficiency (Bikeability) and the Local Sustainable Transport Fund Cycle Commute project, which offers a range of cycling initiatives to increase cycling across the region. Across Greater Manchester, this has seen the delivery of significant training and cycling support programmes, including:

- 1,861 one-to-one training sessions
- 2,686 other sessions (group rides, Learn to Ride training, Road Rider Ready training)
- 2,153 maintenance training sessions
- Other training – over 200 HGV drivers attended the new Safe Urban Driving course to raise awareness of vulnerable road users, and 275 people attended ride leader training
- More than 420 businesses engaged in travel-planning activity, covering 264,000 employees.

### Case study – Cycle City Programme

The Cycle City Programme provides an opportunity to create a city fit for the future: a healthy, safe, sustainable city that people want to live and work in. Greater Manchester was awarded £20million national funding as part of the first phase to support our ambitious plans to make cycling safer and easier. Owing to the fantastic level of local support for our initial bid to the Cycle City Ambition Grant, work is now well underway to deliver the first round of schemes; a further £22million of funding has been secured to continue with this work across Greater Manchester.

The funding will deliver a major new network of strategic, integrated and, where possible, segregated cycle routes to employment centres, schools and leisure facilities, including measures within the city centre. We want to see the proportion of trips by bike continue to increase significantly over the coming years, which we believe is achievable alongside additional Government funding.

### Road safety

There were 1,014 road traffic collisions (RTCs) in Manchester during 2014. In 2014, 169 people were either killed or seriously injured (KSI) as a result of such collisions. KSI casualties during the latest 12 month period (to March 2014) are 23% less than the baseline figure. The baseline is established using the average number of KSIs per year between 2005 and 2009. It provides an important measure for determining progress in making our roads and communities safer.

Manchester continues to work through the Casualty Reduction Programme to improve the safety of Manchester's neighbourhoods by reducing traffic collisions. Over the past 12 months, Manchester's 20mph speed limit areas have been extended as part of Phase Two of the programme. These now cover many residential areas, from Hulme in the west to Gorton in the east, with further expansion to follow.

Many schools and community groups received road safety information and advice via helpful resources such as the [togoandnogo.co.uk](http://togoandnogo.co.uk) website. A total of 2,625 primary school children undertook Bikeability (cycling proficiency) training in the year to 31 March 2014, which is an increase of 400 children from the previous year,

and we are hoping to increase this figure in the future.

The Council continues to work in partnership with other public agencies, including Greater Manchester Police, Transport for Greater Manchester (TfGM), Living Streets, 20 is Plenty, primary care trusts and neighbourhood-based teams to continue the positive trend in casualty reduction.

### Case study: Reducing speed in your local area

The first of the new 20mph signs are now being installed. Large areas of Manchester are about to have 20mph speed limits put in place in the first step towards introducing the areas across the whole city.

The Council is making three large sections of Manchester safer for children and more attractive for residents by creating areas in which 20mph speed limits will be in force on all non-major roads. The speed limits will be in place across huge sections of east and south Manchester, covering areas of Gorton, Miles Platting, Newton Heath, Ancoats and Clayton, as well as parts of Hulme, Moss Side and Fallowfield.

### Sustainable growth

Reducing transport emissions helps to support the Council's wider objectives, such as promoting economic growth and neighbourhoods of choice through creating a more attractive environment. Since 2005, transport emissions have reduced in Manchester by 12% up until 2012 (DECC figures |to 2013 will be made available this summer). This figure coincides with the higher patronage of public transport and reduction in car use across the city during this period. Indirect benefits include reduced congestion and improved public health-related conditions through higher levels of physical activity. Further information on carbon reduction is presented in the environment and climate change chapter.

A network of electric vehicle charging points has been installed across the whole of Greater Manchester. The Greater Manchester network consists of 157 'fast charge' posts (most of which offer two charging posts) and four 'rapid' chargers, which provide the facility to recharge a vehicle in 20 to 30 minutes. The network is currently free to use (to be reviewed late 2015) and can be accessed via RFID card, Smart Phone

app or by phone. Charge-point use continues to rise, with over 1,700 charging sessions being made each month.

The level of observed hybrid diesel electric vehicles is measured at 12.9% (2013/14, Q2) from 9.4% (2012/13), with TfGM-owned vehicles helping to support this trend. Improvement of Greater Manchester's bus fleet is set to continue given Stagecoach Manchester's and First Manchester's 2013/14 vehicle investment programmes.

Bus fleet standards within Greater Manchester have continued to improve, with the proportion of Euro IV or above vehicles increasing to 70.9% (2013/14 Q2) from 67.7% (2012/13). Compared to 2011/12, the average bus vehicle age has reduced from 6.9 to 6.1 years.

### Highway maintenance

With a value of over £2billion, Manchester's highway network is the Council's most valuable asset. It is also an expensive asset to maintain and Manchester has, in common with other councils, underinvested in maintenance over many years, particularly given the restricted level of Local Transport Plan capital funding.

This has resulted in a gradual but accelerating deterioration of the highway network, which hinders the Council's strategic priorities of sustainable economic growth and neighbourhoods of choice. This has been exacerbated by recent severe winters.

This deterioration has a damaging effect on the level of revenue funding required to carry out pothole repairs and provides an increased financial risk with regard to slip, trip and other claims.

The Council commissioned treatment surveys of its highway network, and an asset survey to collect drainage and other information. This work was completed by the end of December 2013.

A business case has been developed to consider a long-term investment proposal to renew and repair substantial areas of the carriageways and footways of the Council's highway network, bringing its overall condition up to an improved standard. The proposed treatments focus on large-scale preventative maintenance as well as full reconstruction works on the most deteriorated assets. The business case proposes investment of about £150million on planned capital maintenance over a ten-year period.

The key to improving the value for money of road maintenance is to understand what treatments are appropriate and applying them at the right time. By considering a road surface over a whole life cycle, it is possible to select the best time to intervene. Consequently, this approach will enable a long-term investment strategy to the highways network, ensuring that the network is maintained in the most economically viable way.

Manchester has recently been successful in bidding for Department for Transport (DfT) Highway Maintenance Challenge Funding to resurface/reconstruct five key strategic roads in Manchester over the next three years. About £8million of funding has been awarded to Manchester out of a total national pot of £275million (tranche 1).

## Conclusion

The evidence that has emerged over recent years underlines the value of a strategic approach to transport planning, management and delivery, and the need for this approach to continue in future. The enhancements to transport infrastructure in and around the Regional Centre have enabled the city's

economy to grow without negative effects associated with congestion. The benefits have included gains for productivity and the environment. We have also seen benefits emerging from programmes seeking to encourage active travel, as more people seek to take advantage of living in an increasingly connected and attractive city.

The Council and its partners across the city region seek to sustain the programme of positive transformation for Manchester, and transport investment is at the heart of future programmes. Enhanced rail infrastructure is essential to improve Manchester's economic profile. We aim to create places that can drive and underpin the growth of the city, but it is through attractive and sustainable connections that our successful neighbourhoods will combine to create a truly liveable city. Therefore, further work is necessary to establish walking and cycling as the modes of choice for local journeys. The strategy to achieve these aims has been agreed, and so the key challenge now is to ensure that the commitment, relationships and mechanisms are maintained to secure timely delivery.

# Housing

## Strategic overview

**Over recent years, Manchester's rapid population growth and thriving jobs market have profoundly affected the city's housing needs. The decade 2003–13 saw the city's population grow by 18 per cent, from 436,700 to 514,400, driven largely by natural increases and high levels of international migration. Economic migrants have been attracted to Manchester to take advantage of the strong employment market and relatively low living costs, with many international migrants also attracted by the city's reputation as tolerant and multicultural.**

Manchester has attracted an increased number of immigrants, seeking work in the city's growing economy. These new residents are looking for affordable accommodation, both for owner-occupation and in the private rented sector. This offer is only available within the conurbation core, particularly in established inner city neighbourhoods where housing is affordable and more culturally diverse service networks already exist. The supply of quality housing for rent or owner-occupation is crucial if the city is to continue to attract and retain these economically active people.

The regional centre continues to be the main engine for economic growth in north west England. It is the largest commercial and retail centre in the UK outside London, and forecasts suggest there is the potential for employment in the city centre area to grow by up to 50,000 over the next ten to 15 years. Manchester has been transformed from a post-industrial city to a high-value, service-based economy.

Fundamental to Manchester's growth ambitions is the need to deliver more housing in the places that are best connected to future employment opportunities. New housing development that is close to areas of forecast employment growth and linked by available transport capacity offers a sustainable pattern of growth.

## Analysis of progress

Manchester has continued to develop strategies that aim to create a more balanced tenure, with new social housing properties only being built following the removal of existing stock. The city now contains a more balanced tenure, as the private rented market has increased at a greater rate than owner-occupation. Manchester's ambitious Residential Growth Prospectus sets out how the city aims to meet the housing challenge. It has been refined to accommodate changes in demand, although the core rationale remains to accommodate significant population growth at the core of Greater Manchester, developing 'neighbourhoods of choice' close to employment opportunities. The key priorities are:

- **Building more homes** – the provision of 55,000 high-quality homes for sale and rent to meet future demand
- **Developing a quality Private Rental Sector** – good-quality, well-managed accommodation makes an important contribution to the city's residential offer and accounts for over half of all economically active households in the city centre and the fringe
- **Supporting growth** – ensuring that Manchester City Council's planning framework and policies provide the appropriate backing for residential development
- **Developing a strong sense of place** – to develop high-quality neighbourhoods we need to ensure the right mix of amenities and facilities, and the effective management of localities.

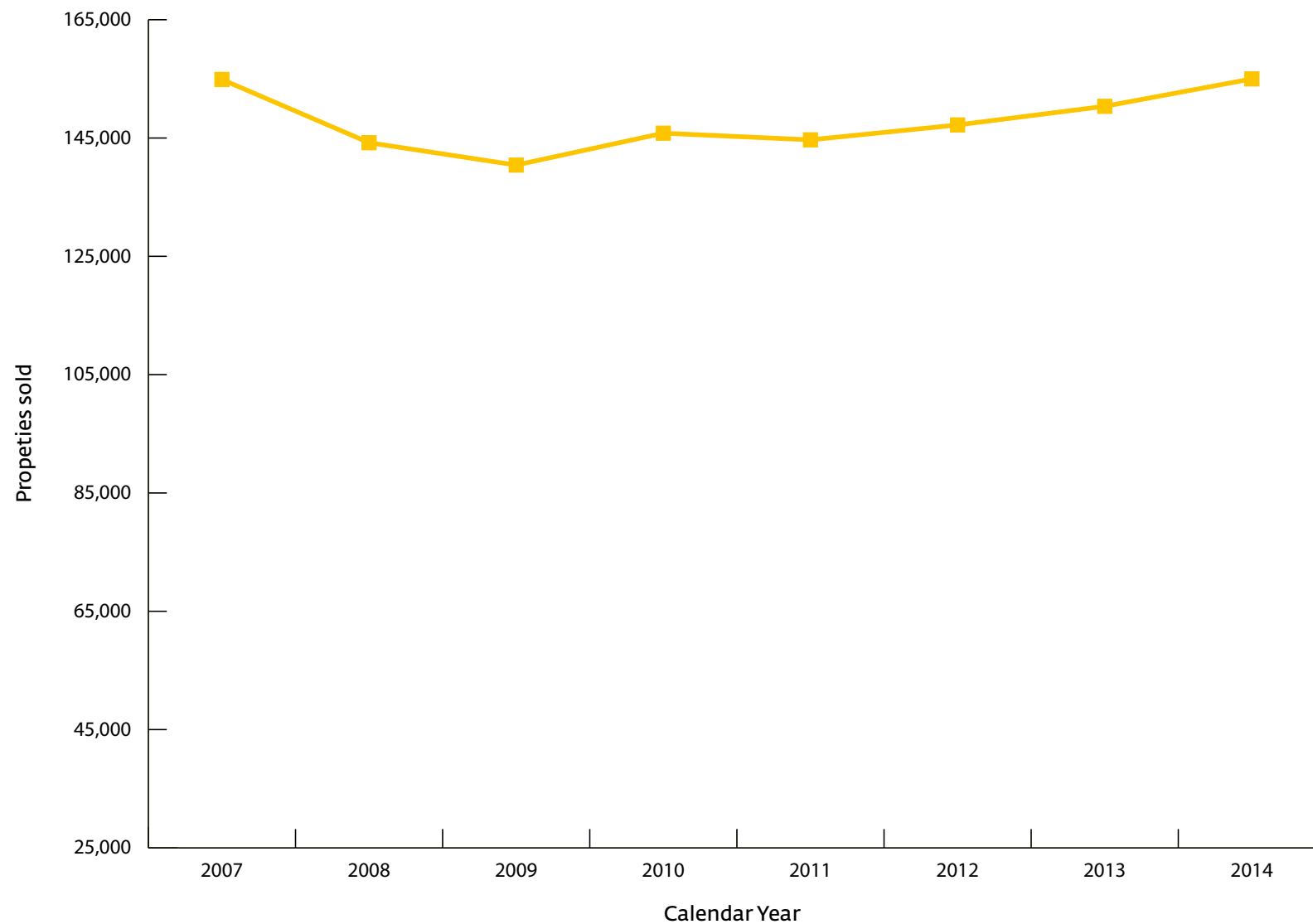
units or more, and those delivered through the Affordable Homes Programme. The Affordable Homes Programme alone delivered a total of 195 homes during 2014/15. The outlook for the coming years is increasingly positive, with more than thirty residential development schemes due to start onsite during 2015/16 expected to deliver in excess of 3,000 new units.

Considerable progress is being made with these objectives, despite the constrained financial lending market developers are operating in. Over 1,350 new homes were completed in 2014/15 on development sites delivering ten



**Figure 4.1**

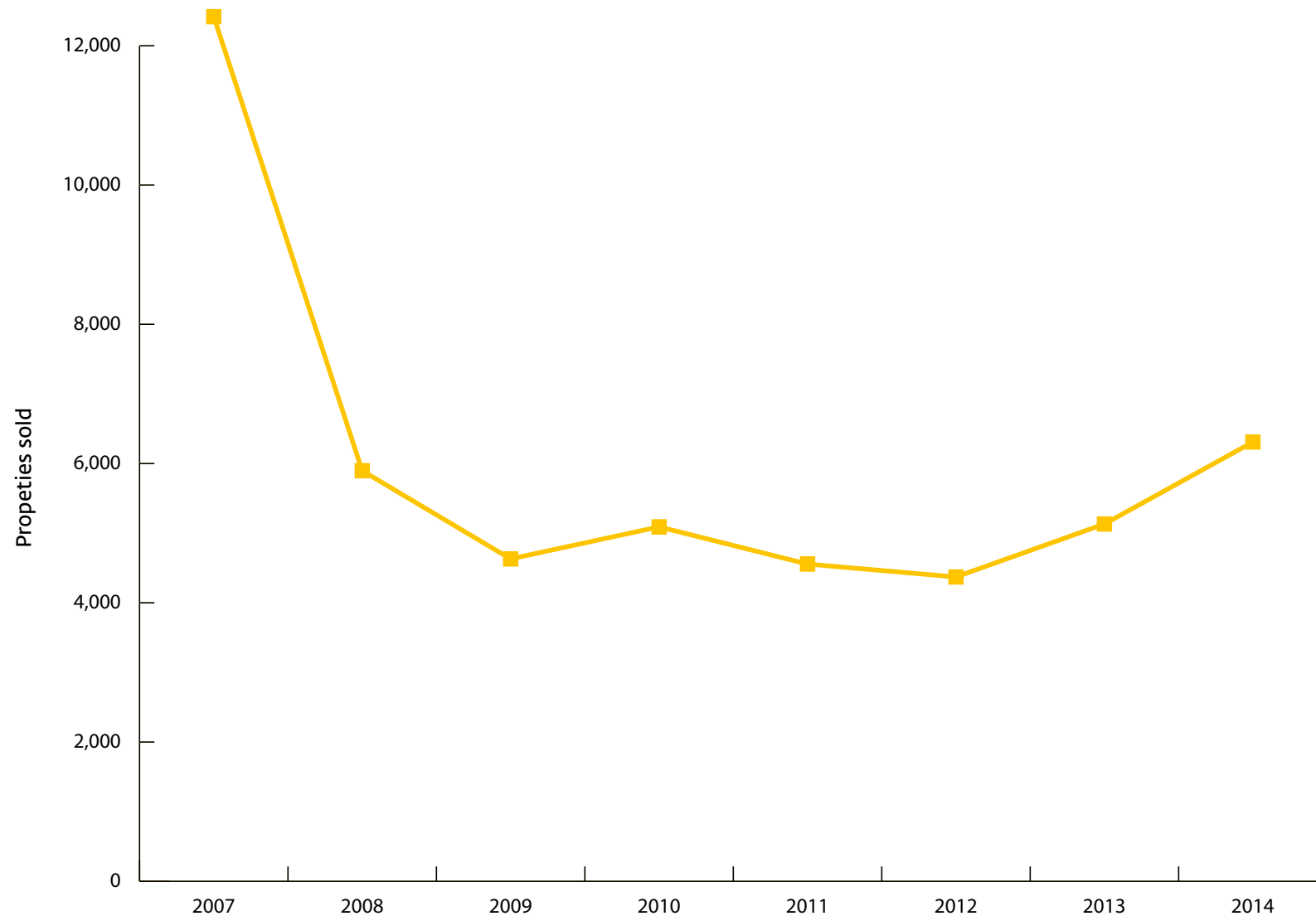
Average residential property sale prices in Manchester



Source: Land Registry © Crown copyright 2015

The average sale price of properties in Manchester has now recovered to its prerecession level, with the average sale price in 2014 reaching approximately £155,000 (Figure 4.1). Figure 4.2 shows that despite the number of sales in the city having increased steadily since 2012, the severity of the 2008 drop means that transactions remain considerably lower than their 2007 peak.

**Figure 4.2**  
Residential property sales in Manchester



Source: Land Registry © Crown copyright 2015

To maximise housing choice, Manchester has also recognised the importance of providing suitable accommodation for older residents of the city. A new older people’s housing strategy, Housing for an Age-Friendly Manchester, has now been developed to progress this priority, and extra care schemes are being delivered in suitable locations, such as the Village 135 development by Wythenshawe Community Housing Group.

**Delivering housing growth  
Manchester Place**

Manchester Place is a strategic partnership between Manchester City Council and the Homes and Communities Agency (HCA) that was launched in July 2014. This unique strategic regeneration framework will operate on a citywide basis, enabling both parties to undertake the key activity needed to bring development forward and progress sites to the market. This activity will include strategic land assembly, remediation and infrastructure, accelerating market-ready opportunities and place-making. Manchester Place will help to create a series of new sustainable residential locations and developments across the city, with an initial focus on the North and East Manchester City Fringe, inner suburban areas, and the city centre.

Through Manchester Place, the Council and the HCA will work with landowners, developers and investors to accelerate and ensure the successful delivery of strategic, residential and commercial development initiatives across the city. The key priorities are:

- Work collaboratively to deliver strategic, residential and commercial development initiatives across Manchester
- Review existing land ownerships and identify third-party owned acquisition opportunities that support the delivery of strategic, residential and commercial developments
- Utilise market relationships with developers and funders to target sites within Manchester and resolve any development constraints to the delivery of those sites
- Undertake remediation activity and, where appropriate, provide core infrastructure to unlock the development potential of key sites
- Secure access to Government, local authority and other public funding sources, as well as private sector finance to assist in programmes of acquisition, land remediation and core infrastructure

- Ensure a planning framework is in place for the strategic priority areas.

### **Manchester Life**

On Tuesday 24 June 2014 Manchester City Council and Abu Dhabi United Group announced a major new partnership to accelerate the transformation of two emerging east Manchester neighbourhoods. Phase One of the programme will deliver more than 830 homes (predominantly private rented) in Ancoats and New Islington. The agreement forms the first phase and foundation of the Manchester Life initiative and builds on the regeneration activity that has been led by Manchester City Council in collaboration with a range of partners over the past 15 years. The multiphased Manchester Life initiative foresees investment of up to £1billion over the next ten years, with provision for further multiple investors. It will expand the residential market on the eastern fringe of the city, providing a platform for the delivery of more than 6,000 new homes.

The model employed by Manchester Life has the potential to transform the lettings market

in Ancoats and New Islington, raising the expectations of tenants as a result. Through an enlightened approach to the community, the proposals will deliver a combination of high-quality products, exceptional management credentials and outstanding tenant choice – something currently unavailable, but nevertheless in very high demand from prospective tenants in the current market.

### **City-centre living and the emerging private rented sector**

In 1981, fewer than 600 people lived in the heart of Manchester. Today, in the region of 50,000 people reside in the city centre and fringe.

Manchester has successfully attracted young people, including students and young workers. These residents often prefer a particularly urban lifestyle. Decisions on where to live are influenced by access to leisure and culture opportunities as well as employment. As the city centre's culture and leisure offer has improved alongside the growth of city living, this cohort has also tended to prefer more central locations, including the city centre and fringe apartment market – a market increasingly for rent.

Commentators have linked the emerging urban tendency in the city to the numbers of housing completions (particularly apartments offered for rent), which have helped grow and consolidate a high concentration of skilled, knowledge-based jobs within a diversified, private sector economy across an increasingly enlarged city centre area.

The 2011 Census confirmed that population growth in the core of the conurbation is almost exclusively within the private rented sector, which has now grown to become the largest single tenure in the city. More than a third of all households in Manchester rent privately, and the number is increasing. In the city centre and fringe, four out of five apartments now operate in the sector.

Although there are clear correlations between this type of tenancy and increases in working residents, the quality of the sector varies considerably. City centre fringe areas such as Ancoats have seen a major increase in working residents, who have been attracted to new build apartment properties. However, there are other areas of the city where greater monitoring and effective action against

landlords is needed to ensure that standards are maintained and tenants are not exploited.

In response to these issues, Manchester City Council recently adopted a Market Rental Strategy, which has the following high-level objectives:

- Promote good practice in the sector through greater self-regulation
- Target and focus intervention to improve the worst properties and neighbourhoods, with pro-active enforcement on landlords and agents
- Enhance the role of professional bodies
- Improve communications in the sector.

Effective management of this sector, particularly at the bottom end, will be an increasing priority for the city.

### **Case study: Three Towers (Tribe), Ancoats**

Three residential tower blocks in east Manchester are being renovated to provide almost 200 boutique apartments. The three 12-storey blocks, formerly known as Chippenham, Saltford and Rodney courts, have been empty for over 15 years, but a £7.9million Build to Rent loan from the Homes and Communities Agency has been the catalyst for the transformation of the blocks, which are being collectively marketed as Tribe. The remaining funds for Tribe were secured through institutional investments managed by Cabot Square Capital. Manchester City Council, Tribe Apartments Limited and Rowlinson Constructions Ltd are also involved in Tribe, along with Manchester-based architects Pozzoni.

The scheme will offer 192 spacious one and two-bedroom boutique-style apartments available for private rent. Rents will range from £500 to £725 per calendar month (pcm) for a one-bedroom apartment, and two-bedroom apartments will start from £725 to £900 pcm. All 192 apartments are owned by a single landlord and are being managed in partnership with Plumlife.

### Strategic priority areas

#### North and East Manchester City Fringe

North and East Manchester City Fringe is the most significant housing market regeneration opportunity in the UK, where new supply is needed to meet demand from the growth in jobs across the regional centre. New housing development will ensure that maximum benefit is gained from the substantial investment in transport and other infrastructure that is currently taking place in Manchester.

The City Fringe is regarded as a priority location for the Council and the HCA on account of its proximity to the regional centre and its vast potential to accommodate new residential development. The area contains a number of key neighbourhoods that offer extensive residential development opportunities over the next ten years. These offer a balance between areas where investment can be accelerated in the coming years, and others where a development platform needs to be established for new housing development in 2017 and beyond.

#### These areas include:

→ **Ancoats and New Islington** – the leading example of a new high-growth urban neighbourhood, with a strong track record

of delivering high-value housing, already attracting professional working households into the city

→ **Irk Valley** – this area provides opportunities for the development of a new neighbourhood with a distinctive character on the edge of the regional centre

→ **NOMA** – as part of the Northern Rail Hub proposal, Victoria Station will act as a new hub for Transpennine rail services. Standing adjacent to this new hub is NOMA, an eight-hectare redevelopment scheme anchored by the Co-Operative Group's new headquarters, which extends the regional centre north and will create new city-edge residential developments.

#### Inner suburban areas

The Council and the HCA have worked collaboratively on a number of inner suburban neighbourhoods over the past few years to revitalise and remodel Council housing estates and to tackle significant areas of obsolete pre-1919 terraced housing. The establishment of new 'neighbourhoods of choice' in these locations is not yet complete, and areas are at different phases of development.

Manchester Place will oversee activities in the following neighbourhoods of a varying nature, reflecting the stage of redevelopment that has been reached. Medium-term site assembly work will be complemented by accelerating market-ready sites to provide early momentum in the housing market.

#### These areas include:

→ **Gorton and West Gorton** – a multi-phase initiative is being delivered to transform the West Gorton neighbourhood. More than 400 poor-quality social rented properties have been demolished and 212 high-quality replacement social rented homes re-provided. Outline planning consent for up to 565 new homes for market rent has been obtained that will be developed by Keepmoat, while 29 units have already been completed by Matrix Homes (see below). New health and retail facilities, together with further environmental improvements including a new community park, will complete the redevelopment.

→ **Collyhurst** – following the withdrawal of the planned Private Finance Initiative programme, the Council and the HCA have been working on a multi-phased

programme to deliver improvements to the existing social rented housing stock, to increase accessibility and permeability, to deliver new community infrastructure and environmental improvements, and to assemble land for new residential development.

- **Moss Side** – partnership working is required to ensure that the Maine Place development on the former Maine Road stadium site is successfully concluded and that key sites adjoining Princess Parkway are appropriately developed.

### **Case study: Matrix Homes Ltd**

In April 2014 Manchester City Council and the Greater Manchester Pension Fund (GMPF) set up a joint venture, Matrix Homes Ltd, to bring forward a new and innovative partnership model for residential development. This model was run as a pilot project to invest £24million across five sites in the city, with the initial aim to build a mix of 240 new low-rise family homes for sale and high-quality market rent. The Homes and Communities Agency has contributed to the investment by providing land on a long-lease basis.

#### **The development is being delivered with:**

- **Wates Living Space** – design and build development contractor
- **Places for People** – management company for the rental units
- **Plumlife** – sales and marketing
- **GVA** – technical advisor and NEC project manager for the development.

Of the 240 homes, 121 are being offered for sale, with Plumlife, the Manchester-based affordable sales arm of Great Places Housing Group, handling sales and marketing. The remaining 119 homes are retained by Matrix Homes and are being made available for private rent through Touchstone, part of the Places for People group.

#### **The five Matrix Homes development sites are:**

- **The Ashbys:** former Oakwood, Darley Avenue, Chorlton Park  
– 97 units (58 for sale, 39 market rent)
- **The Tattons:** former Ossington Court, Hawkswick Drive, Northern Moor  
– 29 units (14 for sale, 15 market rent)
- **Woodwise Mead:** former Woodwise Nursery, off Woodwise Lane, Brooklands  
– 18 units for sale
- **Cityside:** Off Clowes Street, West Gorton, Ardwick  
– 29 units (10 for sale, 19 market rent)
- **Aspire:** Gorton Monastery, off Gorton Lane, Gorton North  
– 67 units (21 for sale, 46 market rent)



### **City centre**

A number of key sites within the city centre will be coming forward for development. Manchester Place's role will be to assist in unlocking these development opportunities through planning processes and by working with developer partners to assist access, where appropriate, to financial assistance.

### **Other opportunities**

The strategic priority areas referenced above have the capacity to deliver significant new housing development over the next ten years. Manchester has set an ambitious target of more than 3,000 new homes a year, which requires a flexible approach to delivery.

There are a number of other sites in the city, some of which are within the strategic priority areas, which have the potential to bring forward new housing development in the short-term. These sites do not have land assembly or major infrastructure constraints, but may need access to support through initiatives such as Build to Rent or any other packages of assistance provided by the Government.

The Brunswick PFI scheme is one such example,

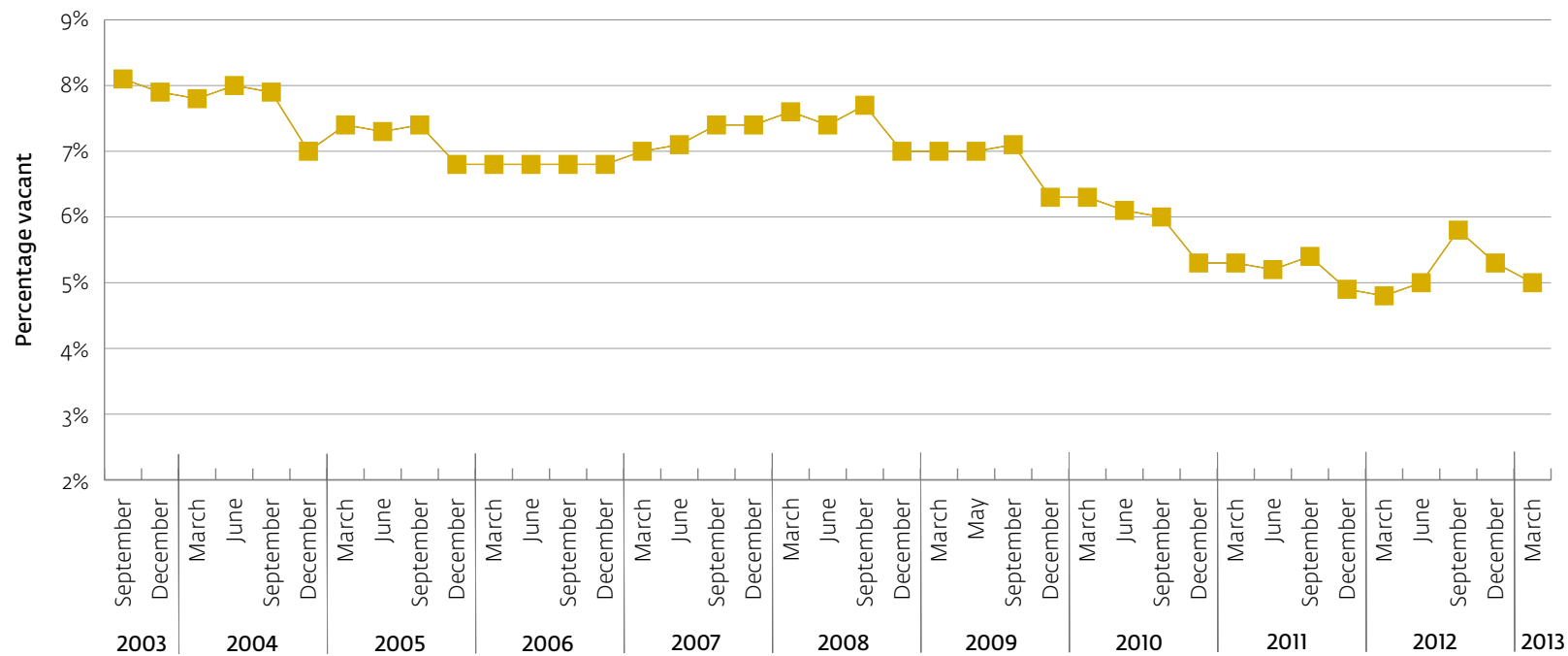
which is being delivered by the S4B consortium. The project will use £105million of Housing PFI credits and private investment to refurbish more than 850 social housing properties, construct more than 200 new social housing units for re-provision and more than 300 new housing units for sale.

### **Bringing empty homes back into use**

The percentage of empty properties in the city during March 2015 was 4 per cent, which is an all-time low (see figure 4.3). The Council was successful in securing £4million of Government funding in partnership with AGMA and registered providers to bring empty homes back into use. This funding has been used to transfer empty properties into registered provider ownership, with refurbishment where required. The Council's Empty Homes Team continues to bring properties back into use, although the poor condition of some properties which have been empty for over six months often makes it more difficult to bring them back into use. The Council took the decision in April 2013 to increase the Council Tax charge to 150 per cent for properties that are empty and unfurnished for over two years, in order to put financial pressure on owners.

**Figure 4.3**

Empty properties as a percentage of all housing stock



Source: MCC Council Tax Register

### Conclusion

Manchester has a unique opportunity to develop large volumes of new housing in close proximity to the regional centre and linked by a high-quality and improving transport network. Recent investment in transport infrastructure, such as Metrolink, has connected new areas of the city to employment centres, and offers attractive and efficient travel to work. Now that the economy has moved into a period of sustained growth, the challenge for Manchester is to attract the substantial private investment required to deliver the housing growth the city's current and future residents require. The Manchester Place and Manchester Life strategic partnerships represent a major opportunity to transform the residential market in the core of the city over the next decade. The growing popularity and economic importance of the private rented sector will mean that a considerable number of new apartment developments in the city will be of this tenure. The number of residential schemes predicted to be on site during 2015/16 suggests that confidence has returned to the market and that institutional and overseas investors are increasingly viewing Manchester as a prime location.

# Resident employment, skills and dependency

## Strategic overview

**Helping people back into the labour market or into the labour market for the first time continues to be a priority within the Community Strategy. This is essential if we are to reduce the number of people trapped in dependency and ensure that, as the city grows, some people are not left behind in poverty. This approach has been built from the platform of public service reform, integrating thinking about welfare reform, skills and work.**

The November 2014 Greater Manchester Devolution Agreement provides further opportunities to build on new service delivery and investment models, such as Working Well. This is a service which has been commissioned by the Greater Manchester Combined Authority (GMCA), with 80 per cent funding from the Department for Work and Pensions (DWP), to better support some unemployed residents with health conditions into work through motivational interviewing and integrated support with other public services. Good progress has been made in the city around better integration of the health and work agendas, with an emphasis on employment as a health outcome. This has been through pilot programmes such as the North Manchester Fit for Work service and strategic agreements with health commissioners around employment support referral pathways and incentives. Devolution offers the opportunity to build upon the Working Well and Fit for Work models at a much greater scale, to meet the needs of residents claiming sickness-related unemployment benefits. It will also allow Greater Manchester to jointly commission the next phase of the Work Programme, which has failed to successfully support residents with additional support needs into work.

The devolution of some skills funding and the opportunity to redesign the further education system aligned with the new Greater Manchester European Social Fund will allow for better targeting and use of resources to meet both employer demand and resident needs, supporting in work progression.

The Work and Skills Board provides the governance for employment, skills and business support in the city. A new Work and Skills Strategy is currently being developed in line with the refresh of the Manchester Strategy to ensure that the city maximises the benefits of growth and informs the delivery of the Greater Manchester Devolution Agreement at citywide and neighbourhood level. This will be based on an existing approach to use better intelligence and evidence to inform the delivery of mainstream and pilot approaches which meet the needs of residents and businesses.

## Analysis of progress

While the city's economy continues to demonstrate impressive performance in terms of economic growth and job creation, the process of deindustrialisation has left substantial sections of Manchester residents poorly equipped to take advantage of the

opportunities on offer. Poor skills levels, worklessness and benefit dependency still characterise many of the city's communities. As the JSA register drops and new claimants move onto Universal Credit, progression into more and better paid work becomes more of a priority for the city. This needs to be supported through increased skills levels to enable more of our residents to benefit from job growth. As the following analysis shows, while major challenges remain, there are some signs of an improving situation overall.

### **Economic activity**

The economic activity rate comprises the total number of people who are either working or looking for work, expressed as a percentage of the working-age population.

Although there is considerable volatility in the data at city level<sup>1</sup>, figure 5.1 shows the Manchester rate to be consistently below that of comparators. While there is some indication of the gap closing over the period shown, the latest data shows the city rate to be 8.7 percentage points below that of the UK.

However, it should be noted that the Manchester figures are adversely affected by the large number of students in the city. A separate analysis of 2011 Census data suggests that, when students are taken out of the calculation, the difference between the Manchester and the England and Wales rate reduces from 6.4 percentage points to just 1.6.<sup>2</sup> This would suggest that the economic activity rate of Manchester's non-student, working-age population is not too dissimilar from those of other geographies.

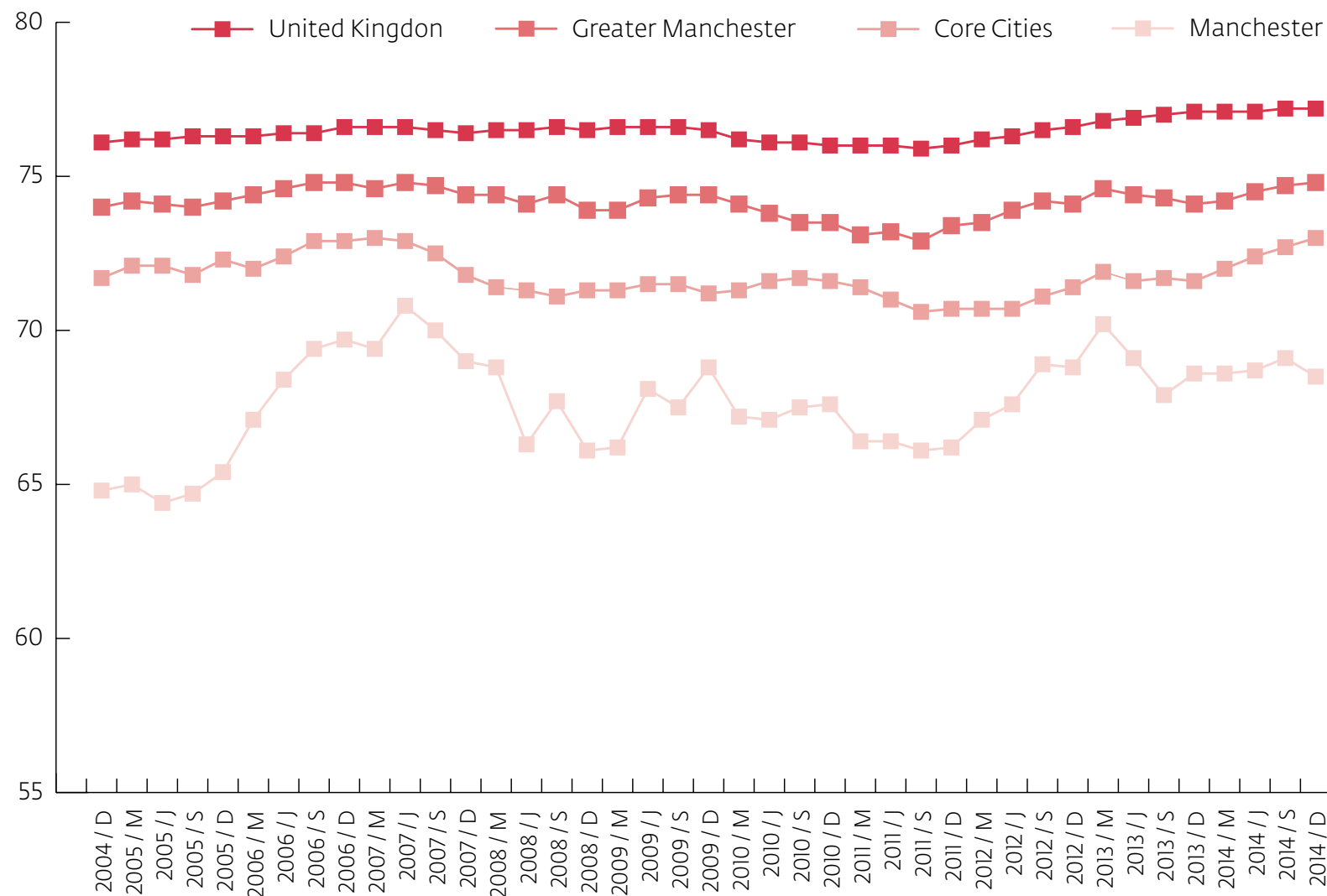
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<sup>1</sup> Data is obtained from the national Annual Population Survey (ONS). At local authority level, sample sizes are relatively small and the Manchester figures are subject to confidence intervals of around 2.5%.

<sup>2</sup> See 'Census Ward Overview' at: [http://www.manchester.gov.uk/downloads/download/5154/public\\_intelligence\\_2011\\_census](http://www.manchester.gov.uk/downloads/download/5154/public_intelligence_2011_census)

**Figure 5.1**

Economic activity rate, Manchester and comparators



Source: Annual population survey (ONS, 2015). Analysis by PRI.

**Resident employment**

Although there is some fluctuation in the data at city level<sup>3</sup>, the employment rate of Manchester residents appears to have only increased marginally during the 2005–2014 period, standing at around 60% of the working-age population in 2005, increasing to just over 62% in 2014 – an improvement lower than in Greater Manchester as a whole and in the north west. The gap between Manchester and the UK has not been significantly narrowed, remaining at around 10 percentage points (figure 5.2).

However, two mitigating factors suggest a more impressive performance than these figures immediately suggest. First, the large student population in Manchester needs to be accounted for when comparing Manchester with other geographies<sup>4</sup>. Second, the large increase in Manchester’s working-age population over the past decade or so suggests that growth in the number of residents in employment must be keeping pace with the rapid population growth if the rate is increasing. This is illustrated in figure 5.3, which shows the number of Manchester residents in employment increasing by over 26% from 2004

<sup>3</sup> See footnote 1

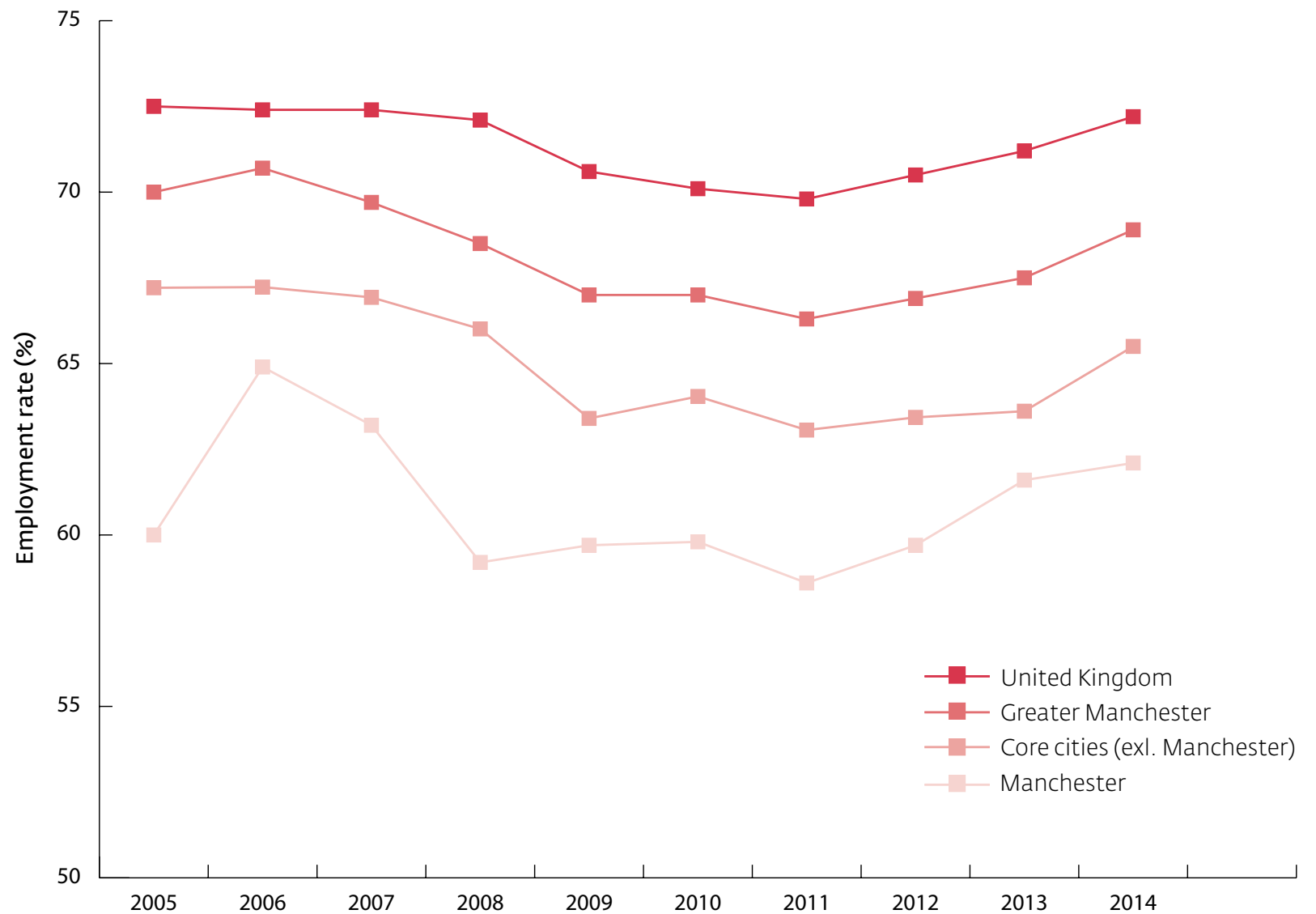
<sup>4</sup> The format of current census data does not enable calculation of the employment rate of the non-student, working age resident population.

to 2014 compared to other geographies, which have seen much less significant improvements over the same period.

This view is also reinforced by a separate analysis of 2011 Census data, which indicates that the number of Manchester residents in employment grew by 47% between 2001 and 2011, compared to a national increase of just 11%<sup>5</sup>.

**Figure 5.2**

Percentage of working-age population in employment



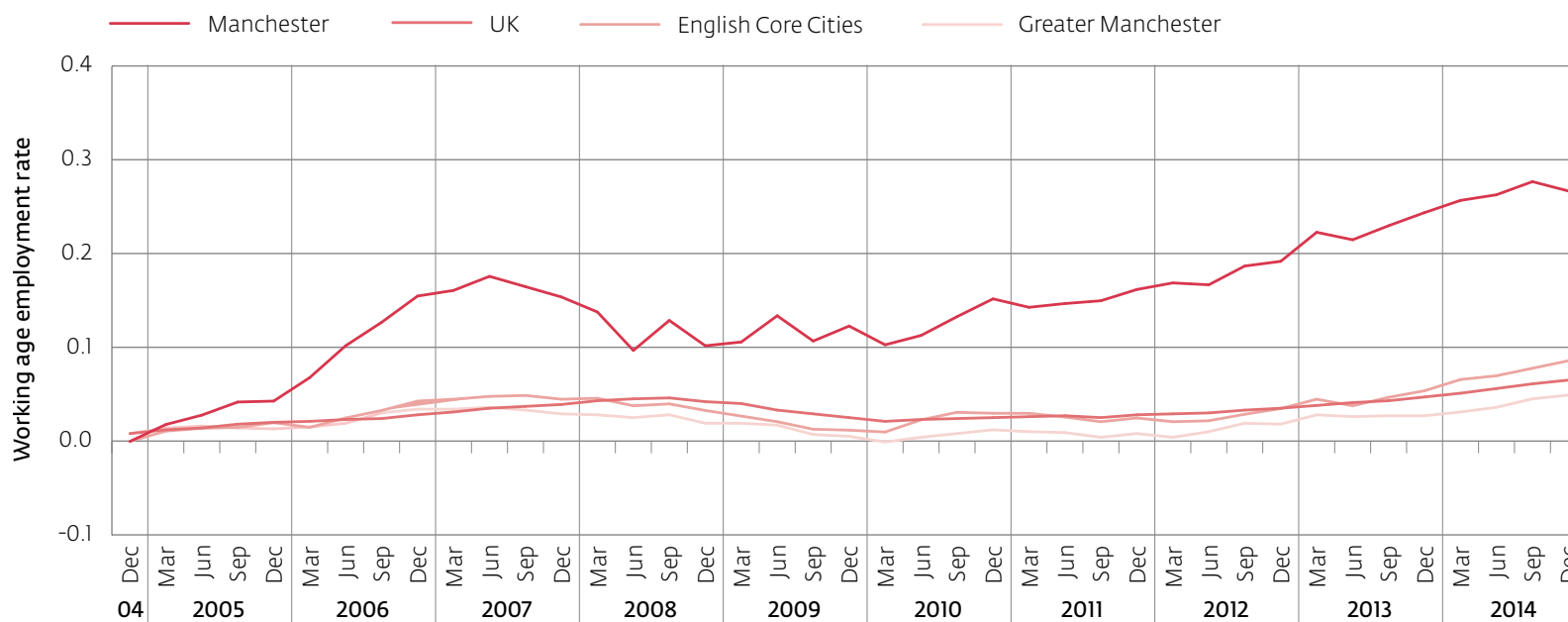
Source: annual population survey (ONS, 2015). Analysis by PRI

<sup>5</sup> The 2001 Census undercounted the population of Manchester by around 30,000 people and this affects comparisons between 2001 and 2011 Censuses.



**Figure 5.3**

Index of resident employment growth (2004-14)



Source: Annual population survey (ONS, 2015) Crown copyright. Analysis by PRI

Comparing the city's resident employment structure with the national picture (figure 5.4) shows some notable differences. Compared to the national picture, a higher proportion of Manchester residents are employed in:

- ➔ Elementary occupations
- ➔ Sales and customer services
- ➔ Professional occupations.

Conversely, Manchester residents are notably less likely than the national average to be employed in the following occupational classes:

- ➔ Managers, directors and senior officials
- ➔ Skilled trades.

Clearly, the universities, hospitals and the growing financial and professional service sectors in the city are providing opportunities for the city's better qualified residents, with one in five working residents now employed in a professional occupation<sup>6</sup> (up from 14% in 2001<sup>7</sup>). However, relatively few Manchester residents are managers, directors or senior officials (7% compared to 11% nationally). This is not unusual, as workers in this occupational class are

<sup>6</sup> For a full list of occupations included in the Professional Occupation category, see <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-2-the-structure-and-index/index.html>

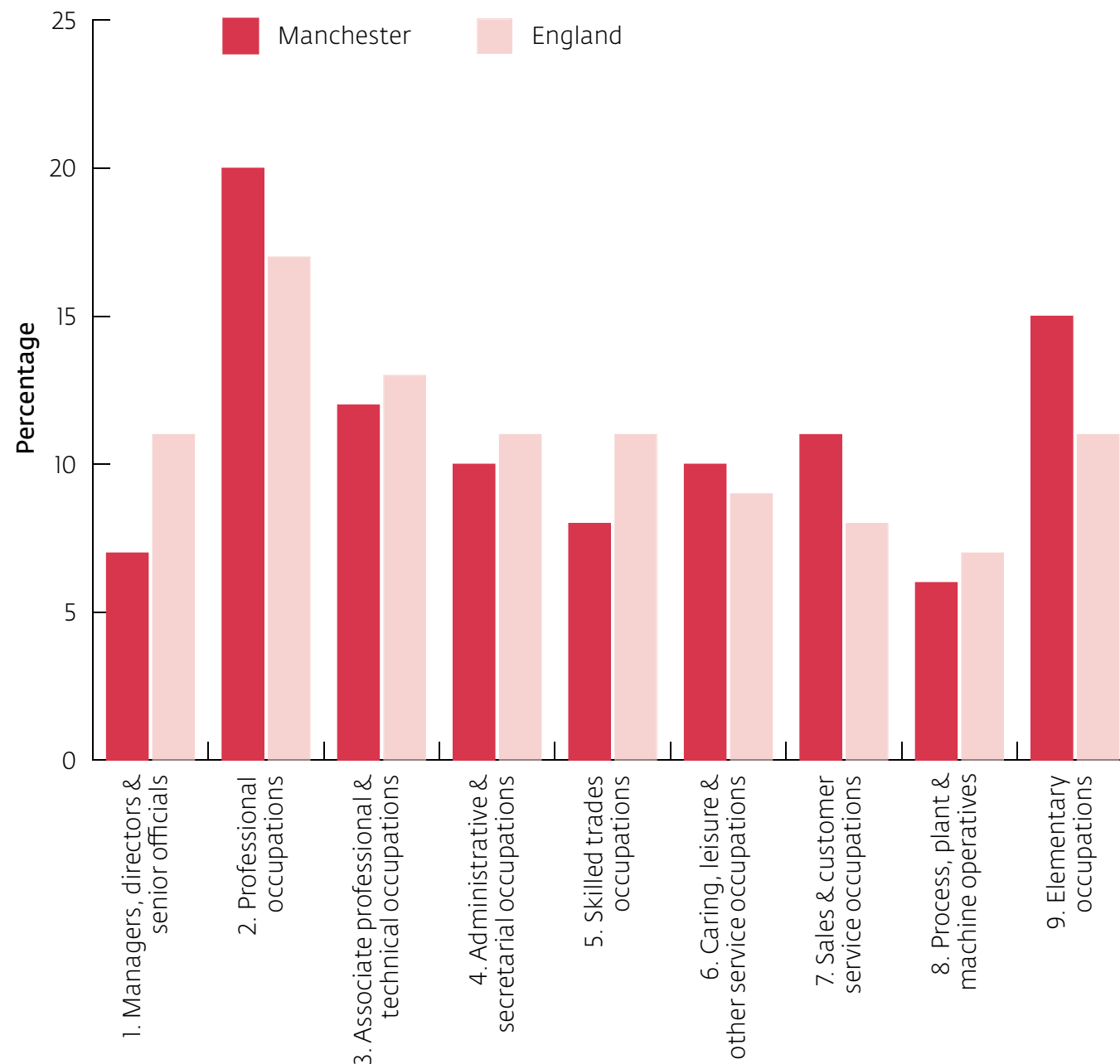
<sup>7</sup> Changes to the Standard Occupational Classification system mean that comparisons between 2001 and 2011 may not be exact.

generally less likely to live in metropolitan centres (for comparative purposes, the rate in Bristol is 8.6%) although this is likely to change over time as more professionals choose to live in the city centre.

At the other end of the scale, the low skills associated with deindustrialised communities confine a sizeable proportion of the resident workforce to lower-paid jobs. Fifteen per cent of working residents are employed in elementary occupations (down from 16.5% in 2001) and 11% in sales and customer Services (up from 8% in 2001).

**Figure 5.4**

Employment by Standard Occupational Classification, Manchester and England (2011)



Source: Census 2011 (ONS) crown copyright. Analysis by PRI

### Benefit claimants

The number of residents claiming an out-of-work benefit can be used as a proxy for worklessness.

#### Out-of-work benefits include:

- Jobseekers' Allowance (JSA)
- Incapacity Benefit (IB)/Employment Support Allowance (ESA)
- Lone Parent Income Support (LPIS)
- Other income-related benefits
- Universal Credit (from October 2014 in Manchester)

In November 2001, a total of 66,050 Manchester residents were claiming an out-of-work benefit. By November 2014, this had fallen to 51,090, a reduction of 14,960 (22.6%). In 2001, almost one in four (23.9%) of Manchester's working-age population was claiming an out-of-work benefit. This was considerably higher than in comparator geographies (figure 5.5); for example, there was a 5.5 percentage point gap between Manchester and the aggregate of the other seven English Core Cities. Apart from an

increase during 2008/09 due to the start of the recession, the Manchester rate has steadily reduced to stand at 14% in November 2014. However, while the gap between Manchester and other geographies closed rapidly between 2001 and 2008, there has been no further progress in closing the gap during the past five years.

Working Well is an example of the public service reform approach to tackling worklessness, which builds on the experience of the Troubled Families Programme and initiatives such as the Ardwick City Region Pilot. The programme works with ESA Work Related Activity Group claimants who have left the Work Programme without moving into sustainable employment. The Work Programme has achieved good results with some claimant groups, but for ESA claimants the results have so far been poor. There is recognition that the complex needs of ESA claimants require a different sort of support which more effectively addresses the underlying issues that are affecting their ability to find sustained employment. The two main differences introduced within Working Well, which is delivered by the Big Life social business in the city, are as follows:

- Higher intensity of support delivered by key workers with lower caseloads, who use motivational interviewing techniques to build self-efficacy and have regular contact with clients
- Key workers are able to deliver an integrated and local approach to tackle the other issues which are stopping someone from even considering work: eg. housing problems, low skills levels and debt.

It is still relatively early days in terms of the delivery of Working Well, but it is on target to achieve job outcomes and has already had a positive impact in terms of engaging other services, which have prioritised Working Well clients and tailored their approach to support delivery.

The strategic importance of Working Well to Greater Manchester has been that it has informed the Greater Manchester Devolution Agreement with the Government around employment and skills. It demonstrated the ability of the GMCA to design and commission a service within a very short timescale which is tailored to the needs of residents. We are

working through the development of the Working Well expansion to other cohorts and on the design of a Greater Manchester Work Programme, aligned to other parts of the Devolution Agreement.

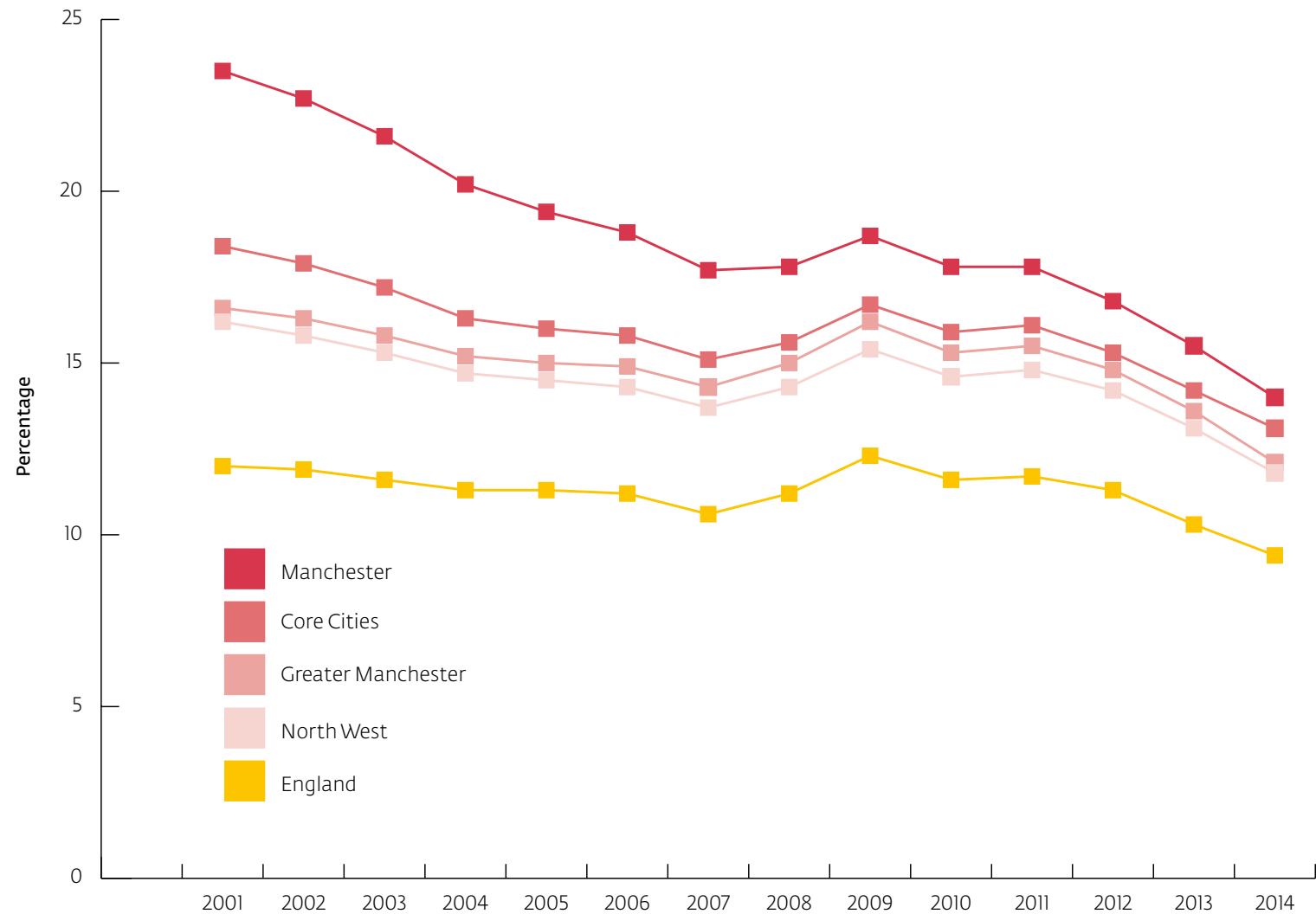
In Manchester, we have also piloted an approach to supporting unemployed residents with a health condition into an employment pathway under the North Manchester Fit for Work pilot. This has tested the effectiveness of GP referrals into a phone-based service which undertakes a bio-psychosocial assessment as a starting point and then signposts patients into local employment, skills and other relevant services. Like Working Well, the service measures self-efficacy levels and tracks progress in mental wellbeing. While the pilot has been small-scale, it has delivered some good employment outcomes and importantly has enabled us to bring together health and employment pathways for the first time, which is critical in terms of making best use of public services.

Overall, the reduction in the total number of out-of-work benefit claimants is particularly noteworthy given the substantial increase in the size of the city's working-age population

during this period. In the context of rapid working-age population growth, maintaining a rate of reduction on a par with national comparators suggests that the city's population growth is not coming at the expense of increased benefit dependency.

**Figure 5.5**

Percentage of working-age population claiming an out-of-work benefit



Source: Annual population survey (ONS, 2015). Analysis by PRI

### **Case study – North Manchester Fit For Work project**

The North Manchester Fit for Work, Out-of-Work service, is a Manchester City Council initiative operating in the North Clinical Commissioning Group (CCG) area. It provides health and employment support for people who are out of work and for whom health is a major barrier to employment. By providing individually tailored packages of support that integrate health and employment services, it enables clients to address the issues that prevent them from working and, ultimately, to secure lasting employment.

The service is telephone-based and delivered by Pathways Community Interest Company. It is aimed at clients who are unemployed and experience long-term health conditions, with referrals coming from GPs or, sometimes, patients themselves. The service provides a holistic, work-focused, case-managed and multidisciplinary approach that maximises the linkages between primary care and employment support. It focusses on improving self-care and self-efficacy, with employment being part of the health outcome. By addressing

the wider determinants of health, the project also aims to release capacity in primary care services by reducing demand.

This is a continuation and expansion of the work to create a 'work and health referral pathway' in primary care, and forms part of the delivery plan for Strategic Priority 7 (Health and Work) of the Manchester Joint Health and Wellbeing Strategy. The project was developed in parallel to the Greater Manchester Working Well service as a local pilot to test if better outcomes could be achieved for people with health conditions on out of work benefits than the Work Programme.

Since starting in September 2013, the service has supported 130 Manchester residents to address the health, social and work-related issues that make it difficult for them to access sustainable employment. Early evaluation findings indicate some success with clients feeling more positive and managing their health symptoms better. The majority of clients report improvements in the most common health conditions that affect their employment prospects, such as depression, anxiety, physical pain and discomfort. Many clients also see their

confidence levels improving; they feel better able to deal with their financial issues and, importantly, are more positive about the prospect of returning to work. To date, 21 clients have started work, many of them following long periods of unemployment.

Over recent years, a combination of recession, benefit migration and changes to assessment processes have brought about changes to the composition of the city's benefit claimants. Welfare reform, including the introduction of Universal Credit (UC), has started to have an impact on the make-up of benefit type, including increasing proportions of residents making a claim for ESA who may then ultimately migrate to JSA following assessment. As can be seen in figure 5.6, the number of LPIS claimants more than halved, from 14,270 to 6,660 during the period shown. and the number of ESA/IB claimants reduced by 3,540 (over 9%), while JSA claimant numbers fell by 2,840 (23%).

Overall, the biggest impact on claimant figures, and JSA figures in particular, has been a result of the introduction of UC. In September 2014, UC was introduced to Manchester for new claimants who are single or in a couple, with no dependants or long-term health conditions. This has now been rolled out to all Manchester Jobcentres. Roll-out to families (new benefit claimants only) began in March 2015 across all Manchester Jobcentres. Those with health conditions remain ineligible. The latest provisional Government statistics show that

there were 2,760 UC claimants on the caseload in Manchester at the end of March 2015 (See figure 5.7). Of the total caseload, 29.5% (820) are in some employment, but there is not currently any further information on how many hours those in employment are working.

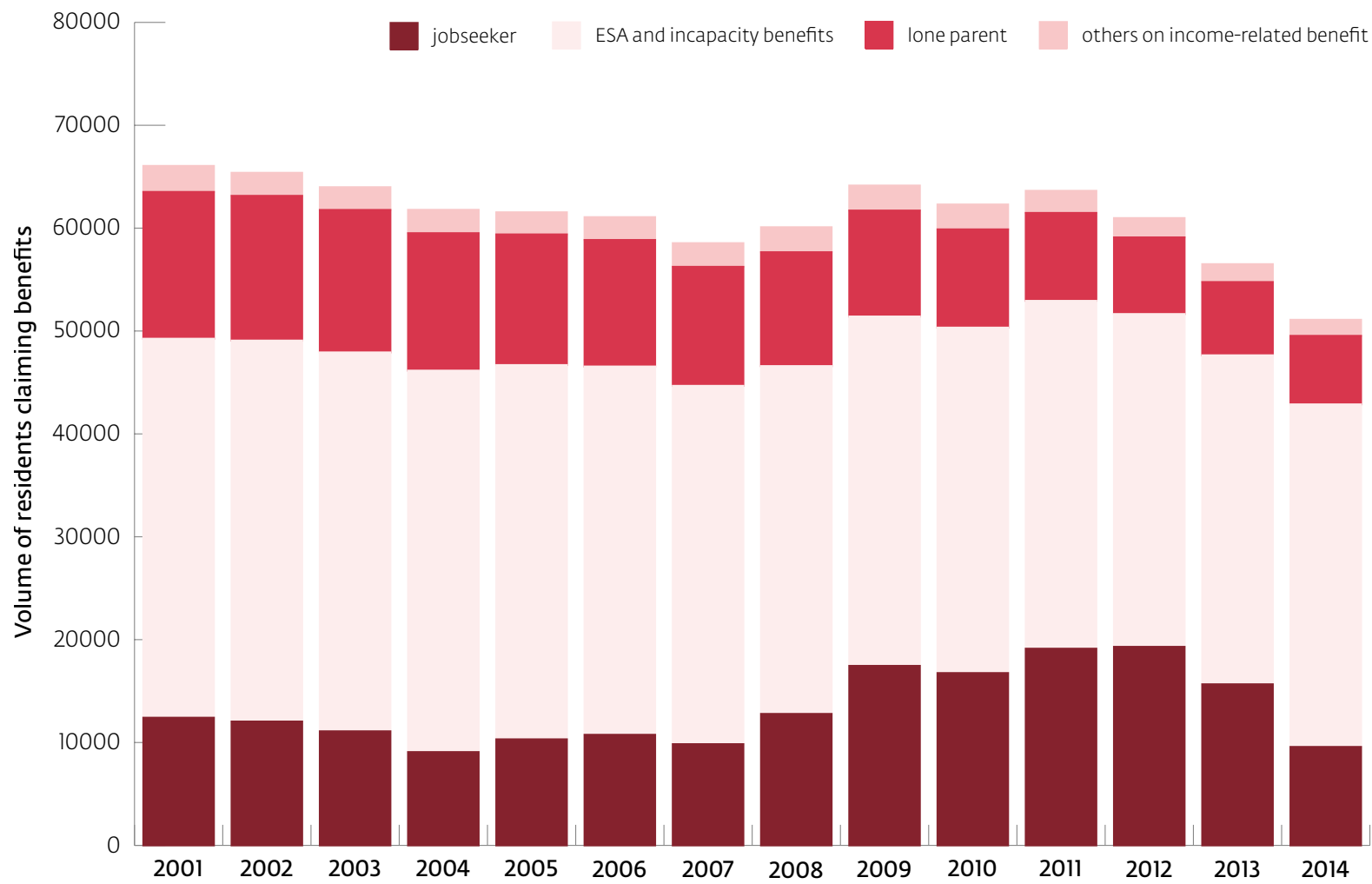
The number of JSA claimants rose during the recession to peak at 20,554 in March 2012. This has since reduced to 9,570 as of November 2014. While the rise and fall in JSA claimants is a reflection of recession and recovery, it is also influenced by changes to eligibility rules, which have seen a migration of LPIS and IB claimants to JSA as well as stricter conditionality. While JSA claimant figures have reduced considerably over the past 18 months, there is anecdotal evidence to suggest that the JSA sanctions regime for non-compliance with job-seeking requirements is resulting in some claimants ending their claim without necessarily having a job to move into. Therefore, the downward trends in headline data could be masking a growing number of workless residents who are unable to claim benefits<sup>8</sup>. Figure 5.8 shows information on sanctions applied by Manchester Jobcentres.

<sup>8</sup> National research indicates that 12% of all JSA claimants are referred for sanction each month and approximately 30% of these subsequently drop their claim. This could have implications for the informal (black) economy, family poverty and financial inclusion. However, little is currently known about the subsequent economic activity of residents whose benefits have been sanctioned.



**Figure 5.6**

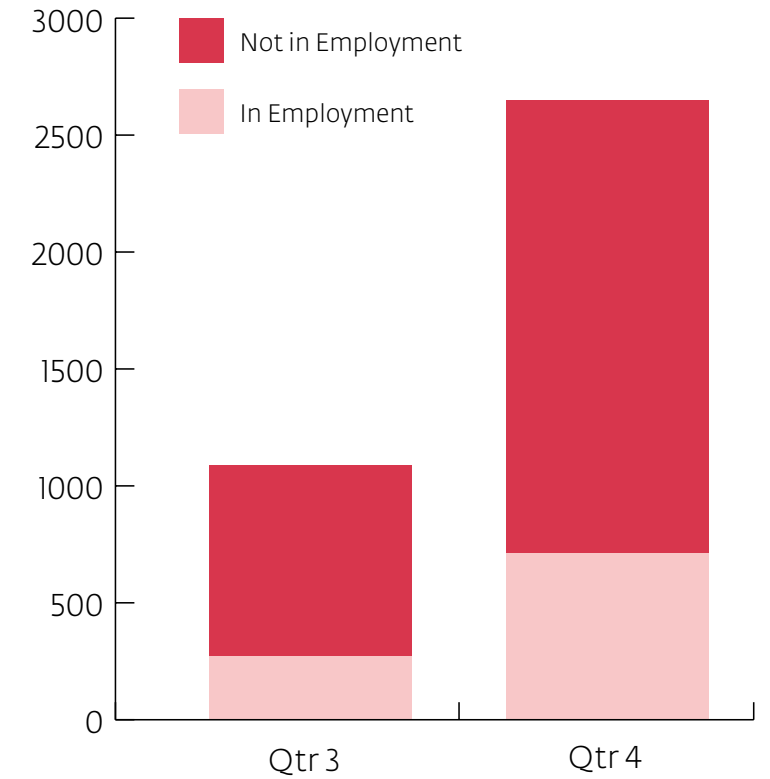
Out-of-work benefits by type



Source: Department for work and pensions (2015). Analysis by PRI.

**Figure 5.7**

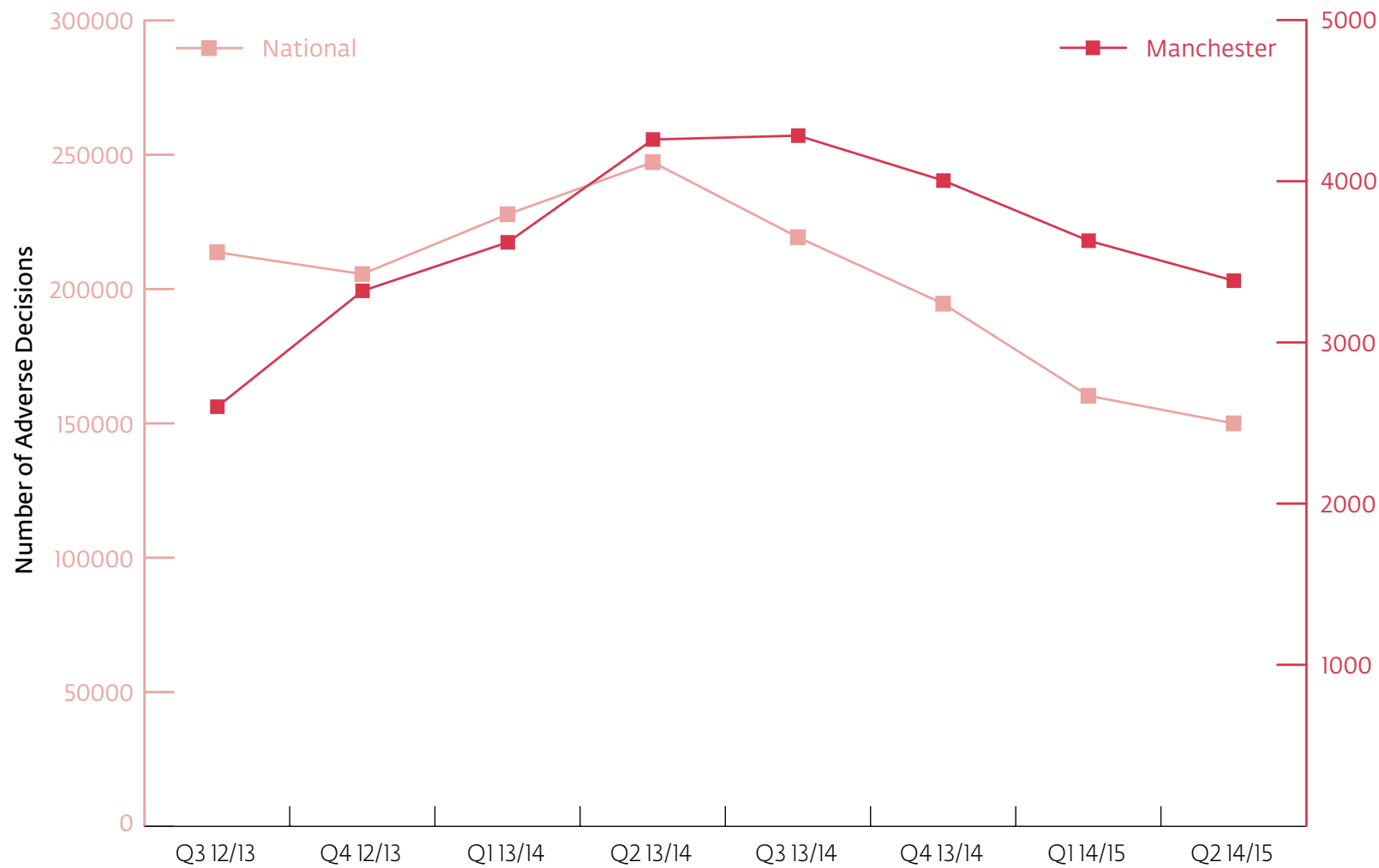
Universal Credit – Manchester caseload (2014/15)



Source: Department for Work and Pensions (2015). Analysis by PRI.

**Figure 5.8**

Number of quarterly JSA adverse decisions (sanctions) by Jobcentre Plus



Source Department for Work and Pensions. Analysis by PRI.

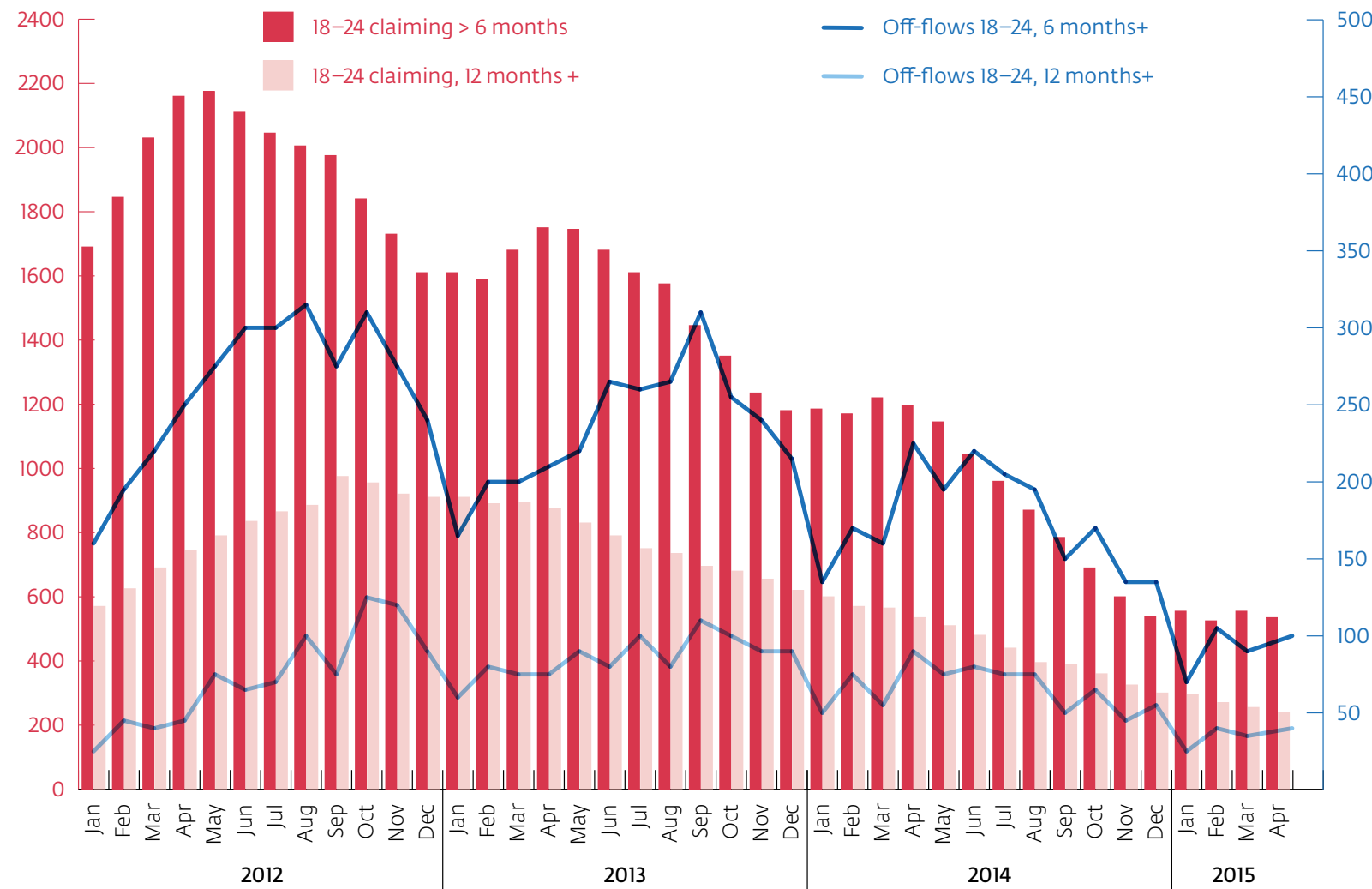
**Youth unemployment**

Despite some large reductions in claimant counts, youth unemployment continues to be a concern in Manchester. The DWP release for March 2015 shows that there are 1,550 JSA claimants aged under 24 in Manchester, which is a decrease of nearly 58% when compared to March 2014, and lower than pre-recession, when the figure stood at 3,470 (March 2008). However, there is some anecdotal evidence that young people are choosing to rely on parents for support rather than claim benefits.

As shown in figure 5.9, the number of long-term JSA claimants aged 18–24 claiming for over 12 months reached its peak of 975 in September 2012. There is generally a spike in youth unemployment in September, as unemployed graduates and school leavers sign on. The level has improved markedly, with 255 young people claiming for 12 months or more in March 2015, a decrease of 55% compared to March 2014. Decreases are likely to be in part due to some improvements in the economy and improved Work Programme performance, particularly where employer incentives have been available as well as the introduction of numerous national and local youth employment initiatives.

**Figure 5.9**

Long-term youth unemployment

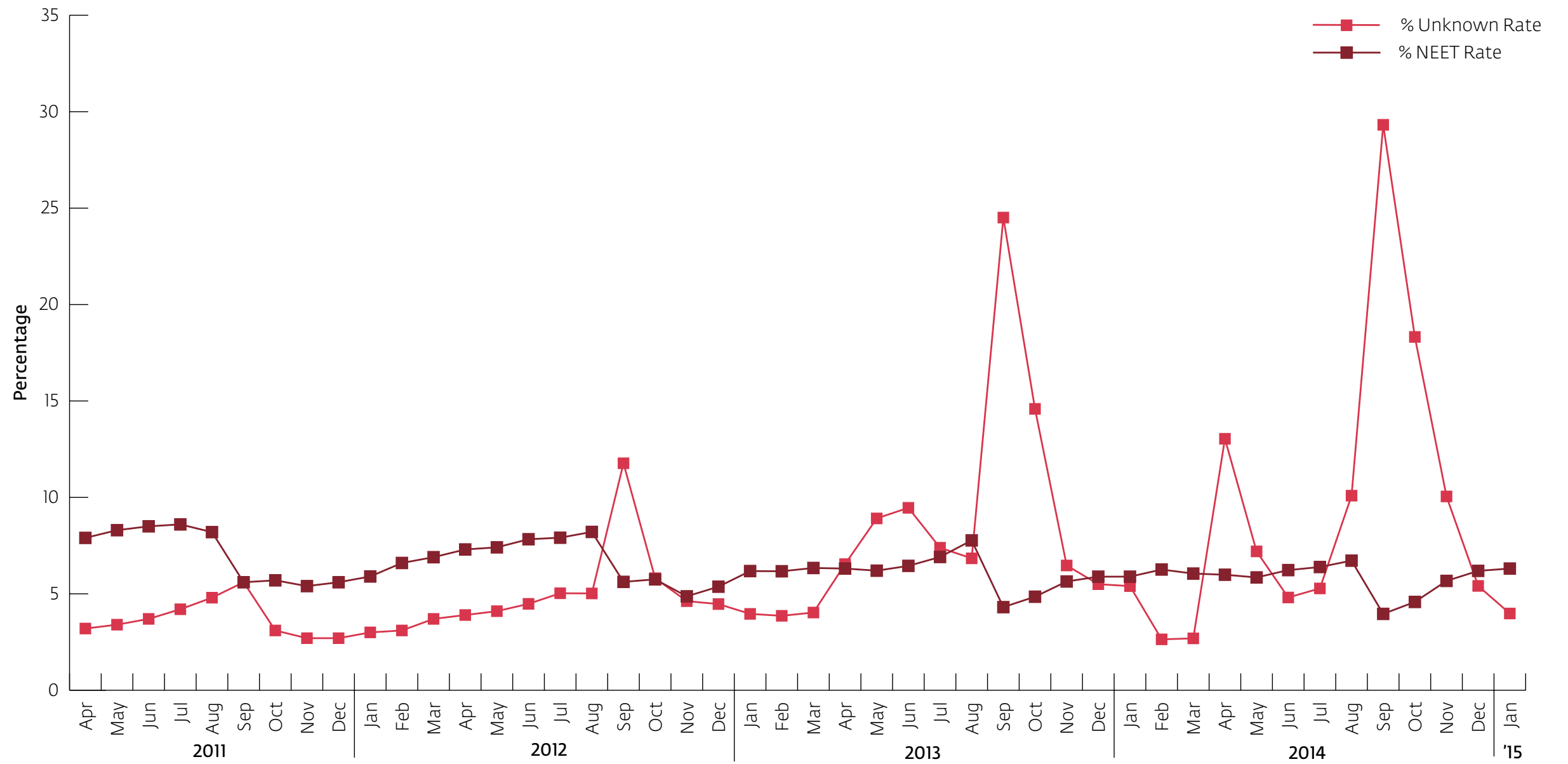


Source: JSA Claimant Count (ONS, April 2015). Analysis by PRI.

While NEET (Not in Education, Employment or Training) data is released on a monthly basis from Connexions, the reference date for the year is November. National comparisons cannot be made due to the different methodologies used in the calculation of local and national NEET rates. It should also be noted that percentage changes relate to relatively small volumes. As shown in figure 5.10, the NEET rate has increased by less than 1% compared to the previous year, and there were 1,020 young people reported as NEET in November 2014. It should be noted that 6.5% of the November 2014 cohort were classified as 'unknown' due to changes in tracking procedures, which is a national issue. Connexions, which delivers the targeted Information, Advice and Guidance service for NEET young people, has undertaken regular tracking exercises to reduce the number of 'unknowns'. The Council has worked with a range of providers delivering the Youth Contract, NEET provision and other initiatives such as the GM Youth Offer to support more NEET young people into training and employment.

**Figure 5.10**

NEET and NEET unknown



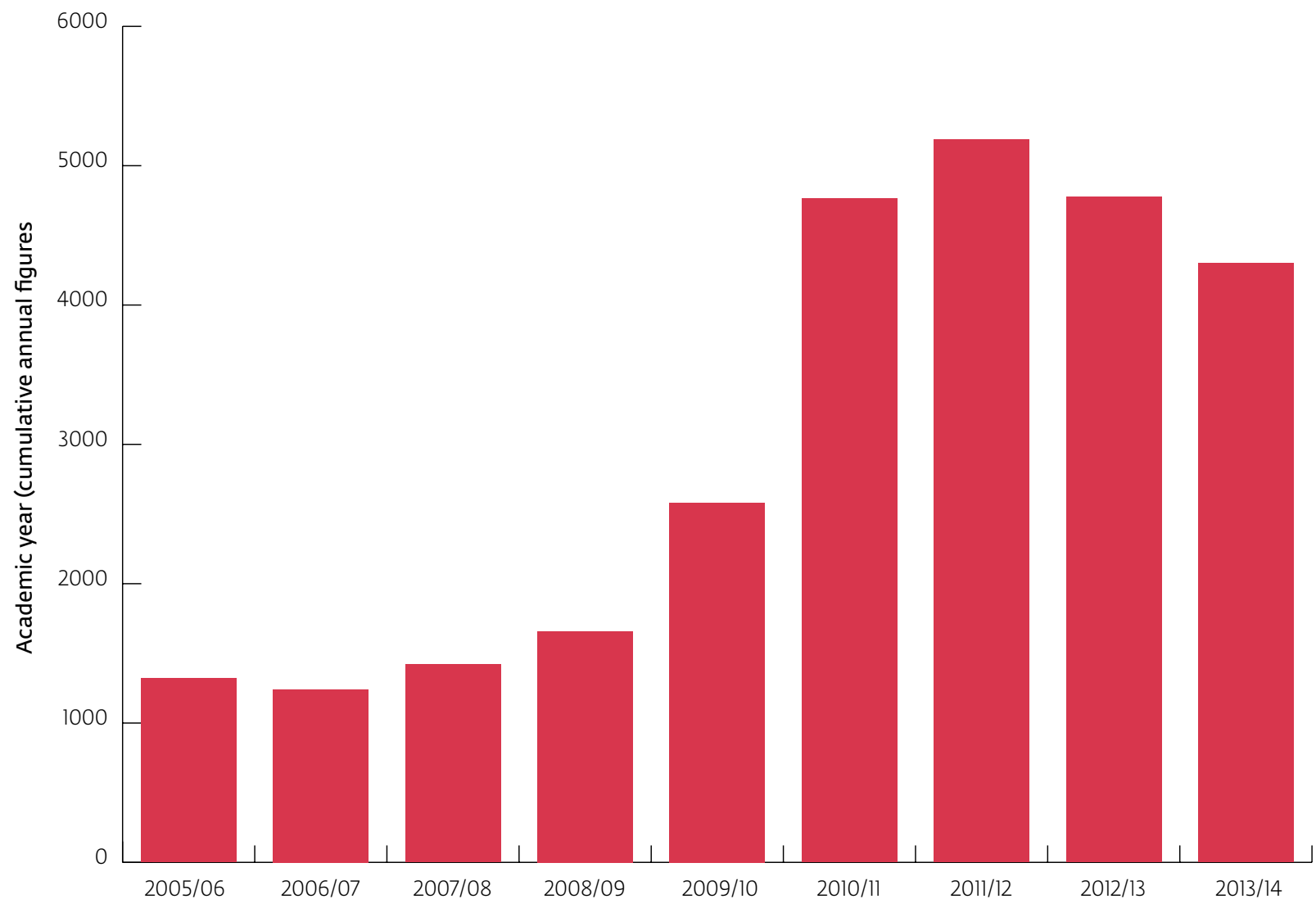
Source: Connexions, Manchester. Analysis by PRI

### Apprenticeships

The Apprenticeships in Manchester group continues to develop and monitor apprenticeship provision as a key mechanism for moving more young people into jobs with progression opportunities. The group supports delivery of both the city's and Greater Manchester's apprenticeship action plans, particularly addressing gaps in provision to support young people who have not achieved at school into apprenticeships. However, as shown in figure 5.11, there have been some reductions in apprenticeship starts since 2011/12.

**Figure 5.11**

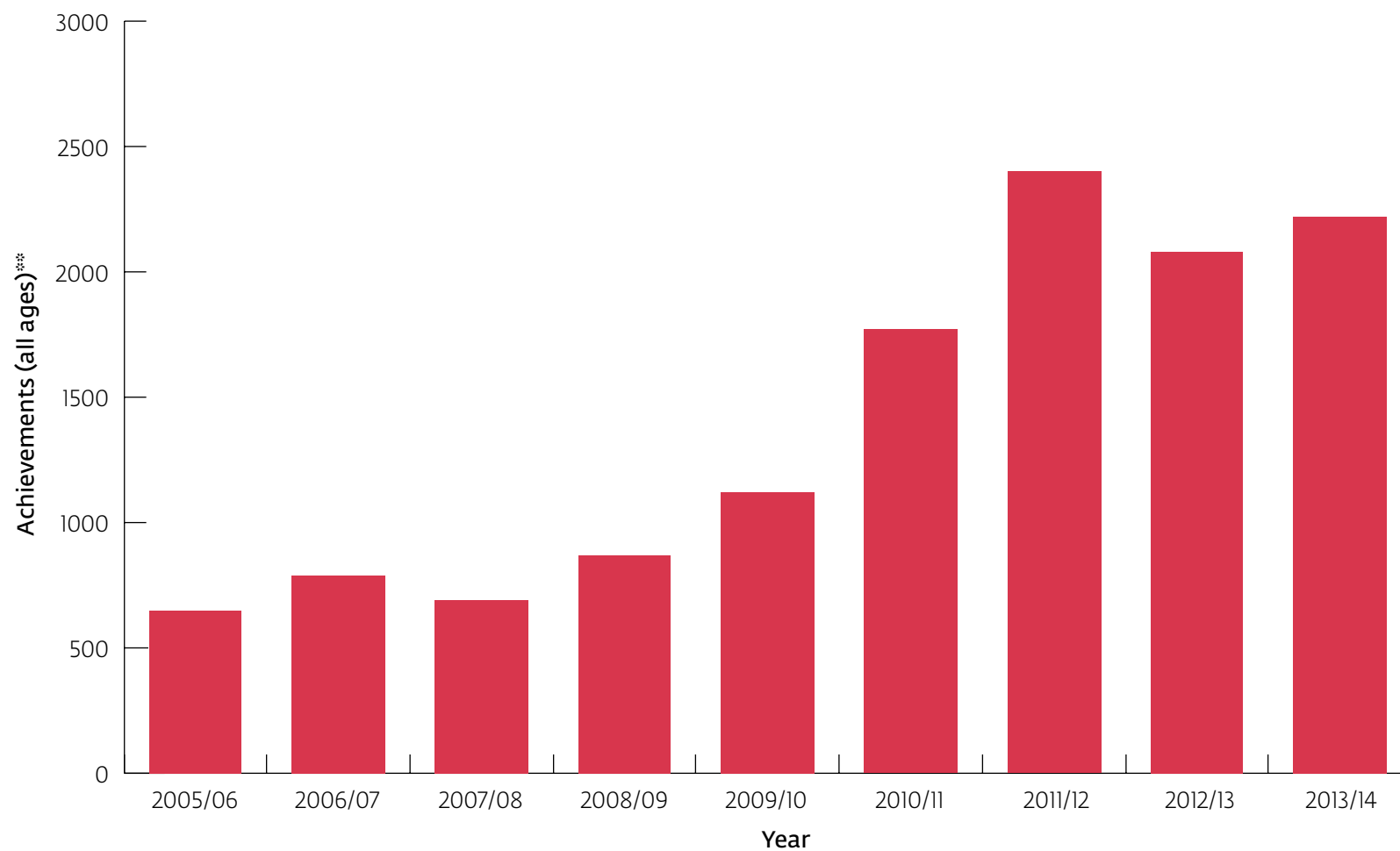
Apprenticeship starts all ages



Source: Skills funding Agency, December 2014. Analysis by PRI

**Figure 5.12**

Number of apprenticeship achievements all ages



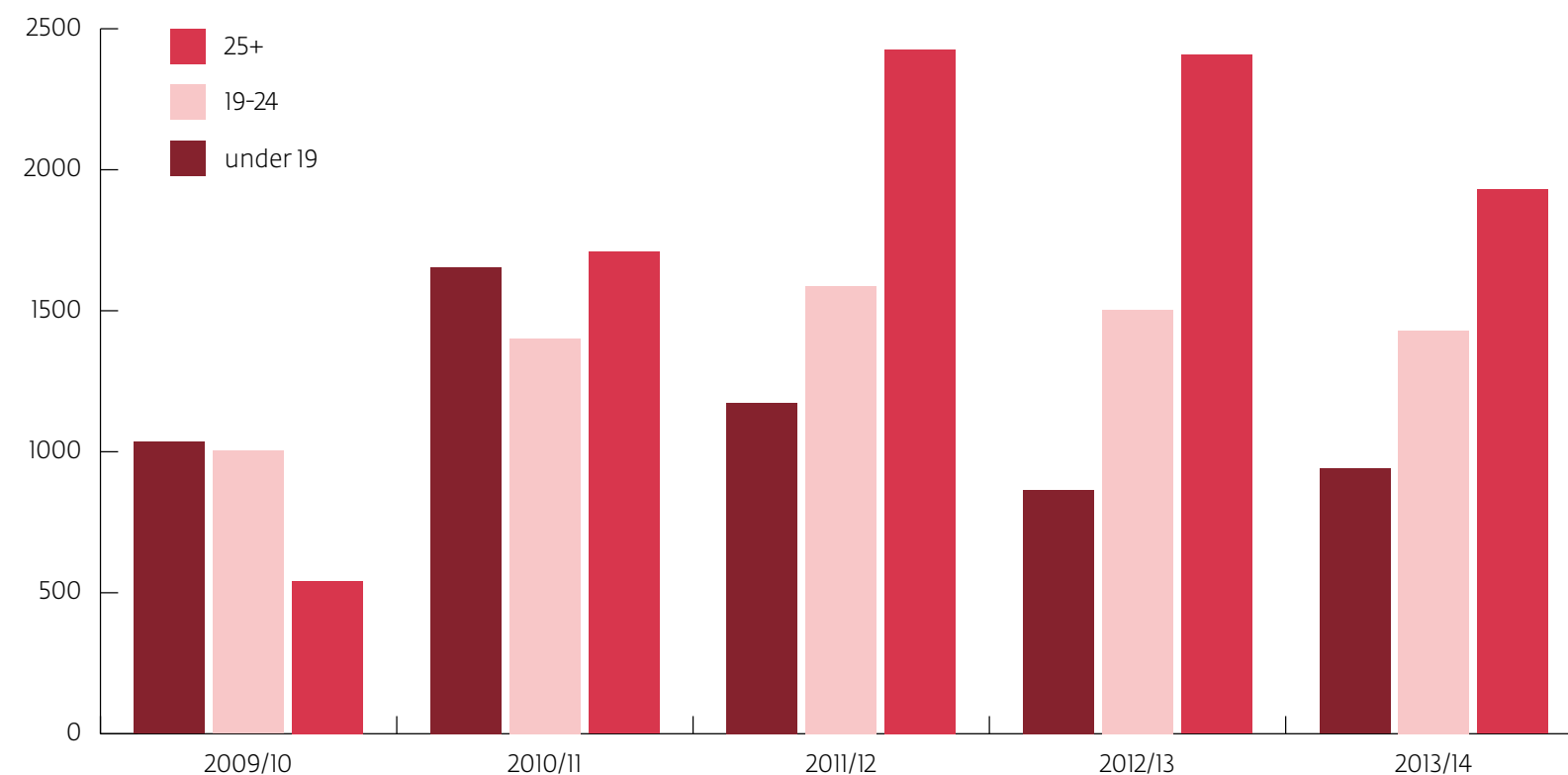
Source: Skills Funding Agency, November 2014. Analysis by PRI

The apprenticeship achievements shown in figure 5.12 cannot be broken down by age, and it should be noted that this information cannot be directly matched against the apprenticeship start figures shown in figure 5.11. Even with the new standards introduced by the Skills Funding Agency from 2013 requiring apprenticeships to last for at least one year, the time taken to complete an apprenticeship qualification can vary depending on the learner and the apprenticeship framework and level, meaning that there is no way of tracking the achievements of those recorded as starts. However, the increases in achievement from 2009/10 onwards broadly relate to the increased starts in that year.



Figure 5.13 shows apprenticeship start figures for 16 to 18-year-olds, 19 to 24-year-olds and 25+. The number of 16 to 18-year-old starts reported for 2013/14 was 940, an 8.7% increase compared with the previous year but still lower than the peak in 2010/11. Of those aged 19–24, there has been a 4.9% reduction in apprenticeship starts between 2012/13 and 2013/14. One of the main reasons for the drop in starts, particularly for the younger cohort, is that the Government has introduced new quality standards; for example, only apprenticeships lasting for at least one year are now counted and programme-led apprenticeships have ceased. Reductions to the 25+ age range starts may be due to the Government’s introduction of Adult Learning Loans, which initially applied to apprenticeships. Reductions in Manchester mirror the national picture.

**Figure 5.13**  
Apprenticeship starts by age



Source: Skills Funding Agency, December 2014. Analysis by PRI

### Family poverty

The national measure of child poverty is children under 16 living in an out-of-work household that is claiming benefit, or in a household in receipt of tax credits whose income is less than 60% of the UK median. The latest HMRC data from 2012 shows that the number of children under 16 living in poverty in Manchester has fallen to 32,900 (33.9%). However, this is still one of the highest rates in the country and is well above the England average of 19.2%. Figure 5.13 shows that Manchester has the highest rate of child poverty of the eight English Core Cities and also highlights that the vast majority of children under 16 in poverty are living in workless households.

The wards with the highest numbers of children in poverty are Moss Side, Cheetham, Harpurhey, Gorton South, and Miles Platting and Newton Heath. These wards are located in the north, east and central areas of the city.

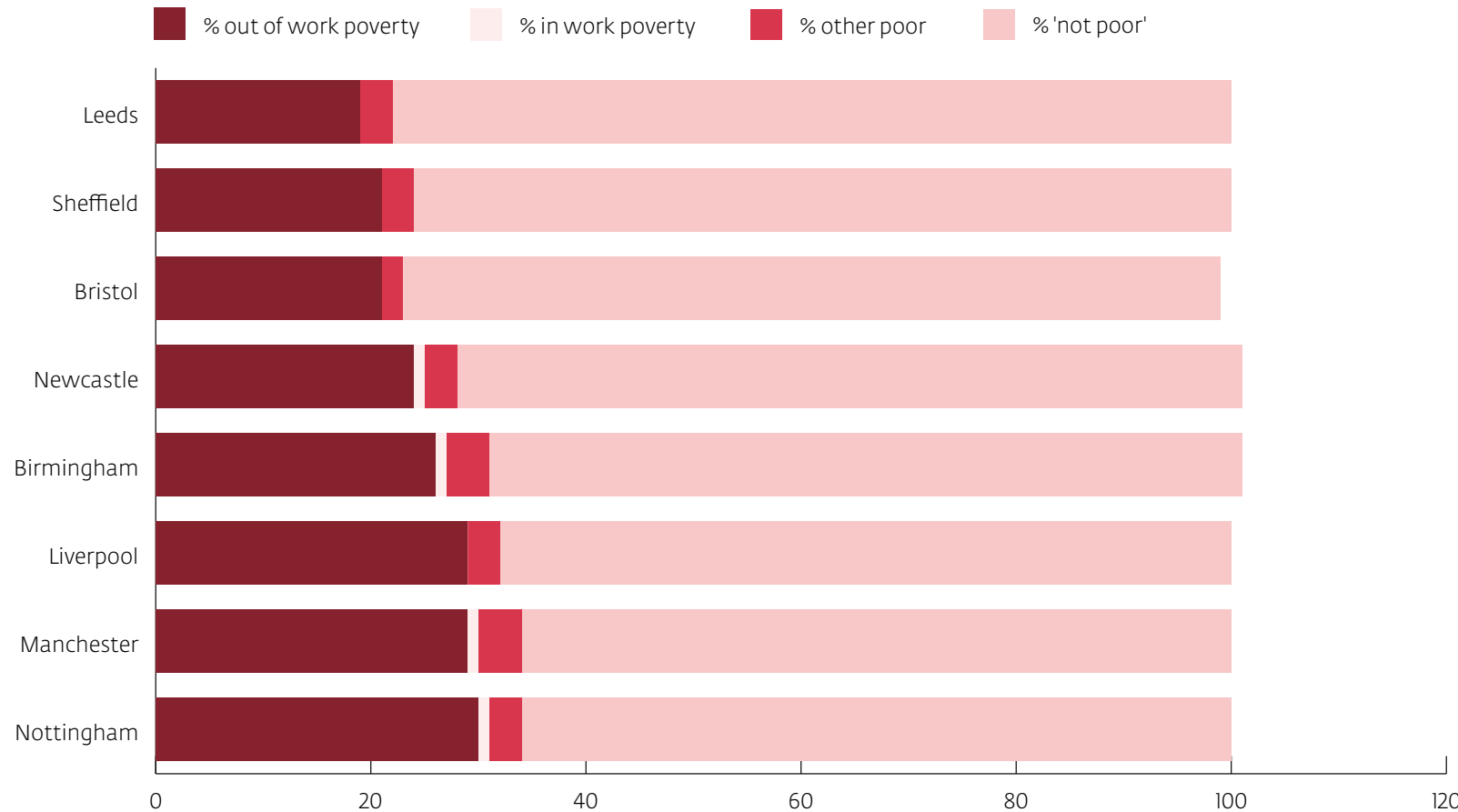
The city's response to child poverty is being co-ordinated under the Manchester Family Poverty Strategy 2012–2015, which is overseen by the Work and Skills Board. The Strategy sets out a number of objectives under three main themes: parental employment and skills –

maximising family incomes; education, health and family; and place. The Strategy recognises the importance of the wider public service reform agenda in tackling child poverty through initiatives such as the Early Years New Delivery Model and Troubled Families Programme.

The Strategy covers a three-year period and is underpinned by a Child Poverty Needs Assessment (CPNA) which was undertaken in 2011. A timetable for refreshing the Strategy will be developed during 2015, and the CPNA will also be repeated, which will help the Council and its partners understand how the volume and distribution of poverty has changed between 2011 and 2015. The Strategy will continue to be a strategic-level document which promotes well-paid, sustainable work as the principal route out of poverty, but consideration will also need to be given to the effectiveness of the collective approach to short-term poverty within the city. The combined impact of welfare reforms and an increase in DWP sanctions have led to an increase in the number of households requiring urgent support with their food and energy costs.

**Figure 5.14**

Family poverty



Source: HMRC child poverty and child benefit data, 2012. Crown copyright. Analysis by PRI.

**In-work poverty**

In-work poverty has become an issue of national and local concern over recent years. Accurately measuring the scale of this issue remains problematic due to the lack of any definitive in-work poverty indicator. HMRC data from August 2011 shows that 36.4% of all children under 16 in Manchester are living in poverty, but only 2.3% of these are living in working households. As a result, Manchester's Family Poverty Strategy has focused on addressing unemployment and increasing household incomes via education, skills and training.

Other data summarised below suggests that poverty is also prevalent among low-paid and part-time workers.<sup>9</sup> What is not clear is why low pay, the increase in part-time work and the rise of flexible working are not resulting in increasing volumes of children under 16 living in poverty within working households, although the time lag on the HMRC data may be a factor.<sup>10</sup>

<sup>9</sup> Centre for Local Economic Strategies (CLES) 'The scale and impacts of in-work poverty', paper presented to Manchester City Council, October 2013.

<sup>10</sup> It should be noted that the latest HMRC data is for 2012. This time lag in the data limits the ability to carry out a fuller analysis of this issue.

<sup>11</sup> CLES, 'The scale and impact of in-work poverty' (October 2013).

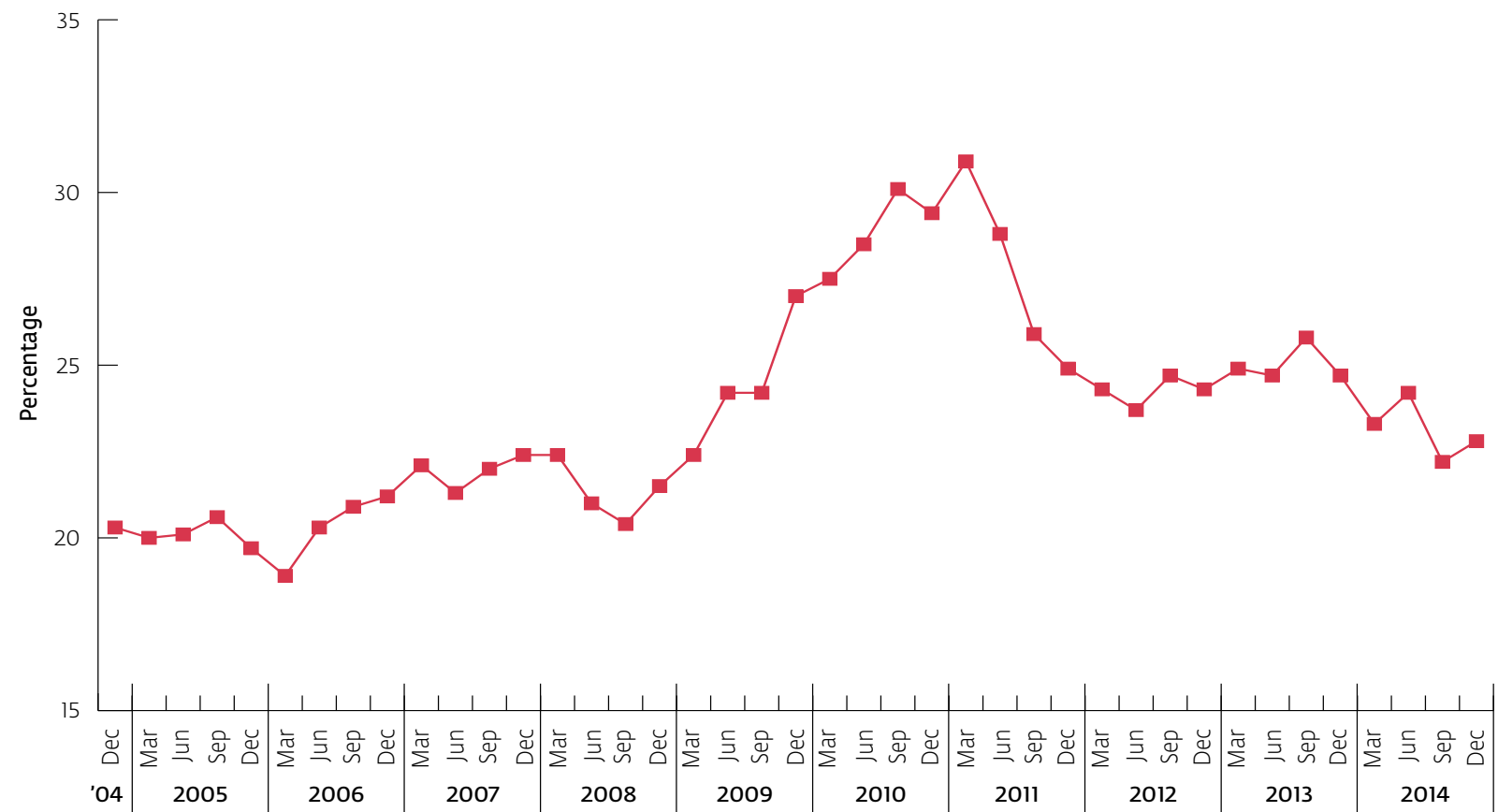
As shown in figure 5.4, Manchester residents are strongly represented in two sectors that are understood to have a high prevalence for low wages. These are elementary occupations, and sales and customer services roles.<sup>11</sup>

In addition, the number of residents in part-time employment is increasing. As indicated in figure 5.15, prior to the commencement of the recession in early 2008, the proportion of those in employment who had part-time jobs was relatively constant at a little over 20%.<sup>12</sup> During the economic downturn, part-time jobs rose to 30% of all employment. Some degree of economic recovery has reduced this but, to date, the percentage has reached a plateau of 24%, which is around 3.5 percentage points above the pre-recession average. This represents around 7,500 part-time employees who, it is realistic to assume, would have full-time jobs, under 'normal' (pre-recession) economic conditions.

Workers who are working part-time because they are unable to find full-time work are further penalised by the lower hourly pay rates associated with part-time jobs. In Manchester, part-time hourly rates are estimated to be 36% lower than full-time rates.<sup>13</sup>

**Figure 5.15**

Percentage of those in employment working part-time



Source: Annual population survey (ONS, 2015). Analysis by PRI

<sup>12</sup> Analysis is based on data from the Annual Population Survey (ONS). This is a national survey and, at local authority level, results are subject to confidence intervals of up to 3 percentage points.

<sup>13</sup> CLES, *op. cit.*

Manchester's resident wages have historically been relatively low. The latest available data indicates the median weekly wage of the city's residents to be £366.50.<sup>14</sup> This ranks Manchester second bottom among the eight English Core Cities. The Manchester wage of the 25th percentile (ie. a typical low wage) is £214.60. This is the lowest 25th percentile wage among the eight English Core Cities.

In order to address the issue of low pay, the national Living Wage Campaign aims to calculate the wage level necessary to enable people to provide for themselves and their families. For 2014, this is calculated at £7.85 per hour (outside London) compared to a National Minimum Wage of £6.50.

In Manchester, it is estimated that 15% (24,500) of full-time workers and 49% (24,700) of part-time workers are paid below the Living Wage.<sup>15</sup>

The Council introduced the Manchester Minimum Wage (MMW) during 2008 to focus on the lowest paid directly employed members of staff. The MMW is reviewed on an annual basis as part of the budget setting process, and in March 2015 it was agreed to increase the rate

to £7.85 to match the new national Living Wage value. As the private sector is the largest employer in the city, the Council and its partners use any available leverage and influence to encourage private sector companies to follow the positive lead set by major public sector organisations in the city in relation to fair wages for their lowest-paid employees.

### Skills

Despite the city's economic growth, the skills level of many of Manchester's residents has not improved in parallel, contributing to above-average levels of worklessness and poverty. However, trend data over recent years does show significant improvement. In 2004, around one in four Manchester residents (25%) had no qualifications, compared to a national rate of 15% (figure 5.16). By 2013, the Manchester rate had fallen to 13% and the gap with the national rate had narrowed from 9.4 to 3.3 percentage points. Over the same period, the percentage of the city's residents with Level 2 qualifications or above has risen from 57% to 70%, keeping pace with regional and national trends (figure 5.17). Comparison of 2001 and 2011 Census data also indicates a significantly improving picture, especially for working residents and those aged

under 50. However, challenges remain in raising the skill levels of those who are regularly out of work and those aged over 50.

It is estimated that, of the 910,000 jobs expected to be created across Greater Manchester by 2022, half will require skills at Level 3 or above and a quarter will require level 4 skills.<sup>16</sup> 2011 Census data indicates that 65,100 Manchester residents (16% of the population aged 16+) are currently qualified at Level 3 and 117,250 (29%) at Level 4 or above. Clearly, these figures will be influenced by the number of graduate and postgraduate students in the city and raises the issue of post-qualification retention of those with the highest skills in addition to ensuring that those who already have roots in the city aspire to the highest qualifications.

<sup>14</sup> This is the median wage of all employees, both full-time and part-time.

<sup>15</sup> CLES, op. cit. p7 (based on 2011 data).

<sup>16</sup> Greater Manchester Skills Analysis (New Economy, December 2013), <http://neweconomymanchester.com/stories/1768>

Data on educational attainment<sup>17</sup> indicates that the proportion of Manchester pupils attaining five or more GCSEs (grade A\*–C, including Maths and English) was 2 percentage points below the national figure in 2014, having been 7 percentage points below in 2011, suggesting that the gap has narrowed significantly but there is more to do to ensure that young people achieve the first time round, particularly because of the impact that failing to achieve Maths and English in school has on further education provision and apprenticeship starts.

The skills profile of residents varies considerably across the city, with the percentage of residents qualified to Level 2 or above ranging from 44% in Miles Platting and Newton Heath to 92% in City Centre ward (figure 5.18).<sup>18</sup>

Work and skills partners such as JCP, Manchester Adult Education Service (MAES) and The Manchester College are committed to targeting their provision in the neighbourhoods with the highest levels of family poverty and where welfare reform impacts will be greatest. There are a range of community venues across the city where training and employment support are delivered in local neighbourhood

venues. However, there will need to be a continued focus on areas of greatest need and supporting residents to become financially and IT literate, particularly as cuts to adult learning budgets start to take effect. The Greater Manchester Devolution Agreement does provide some additional control to improve outcomes for both learners and employers through adult skills funding.

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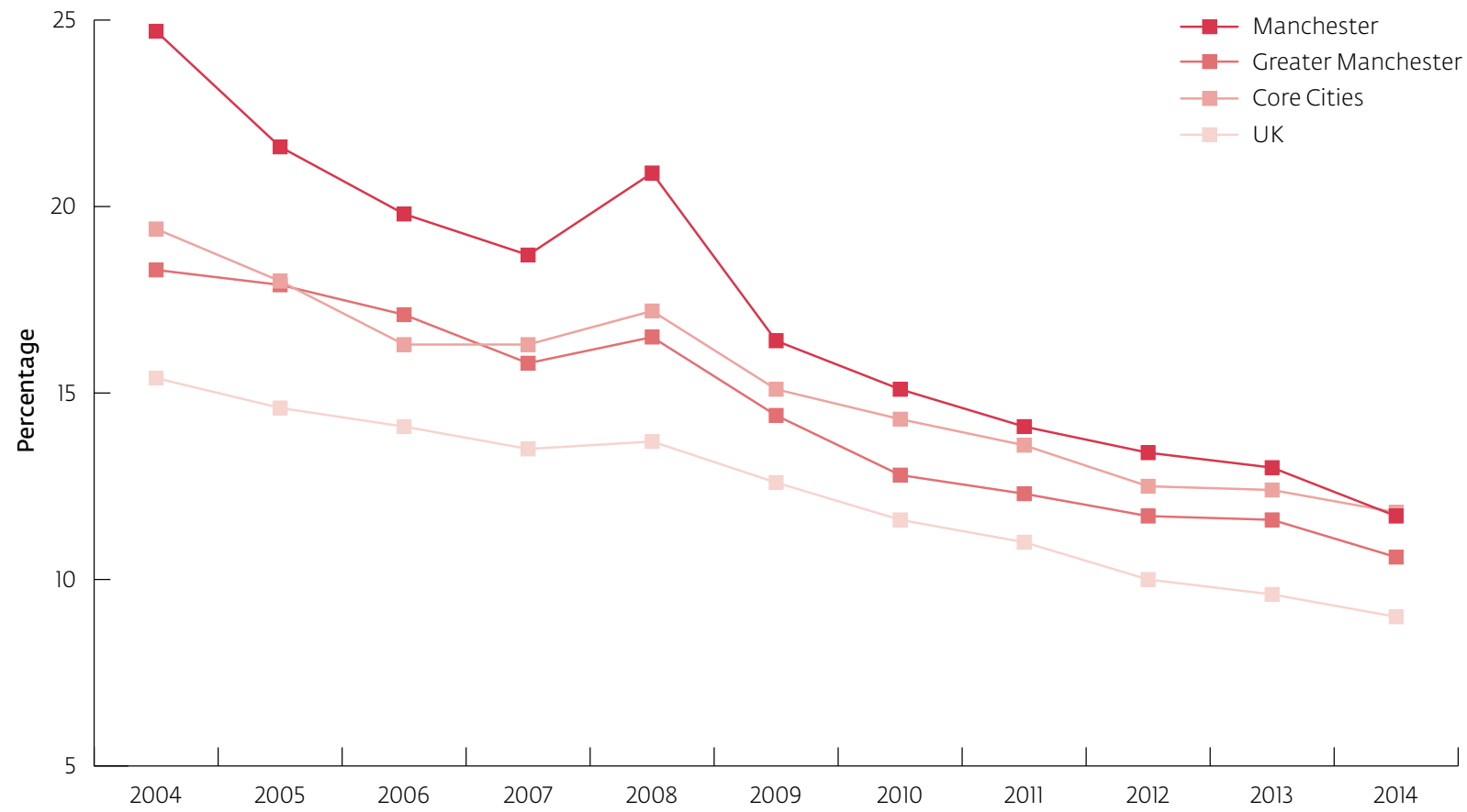
<sup>17</sup> The Department for Education: 2014 School and College Performance Tables.

<sup>18</sup> These figures include the categories 'Apprentices' and 'Other'. Also, note that ward-level comparison of skills profiles will be affected by the presence of large numbers of students in some of the Central and South Manchester wards in addition to City Centre.



**Figure 5.16**

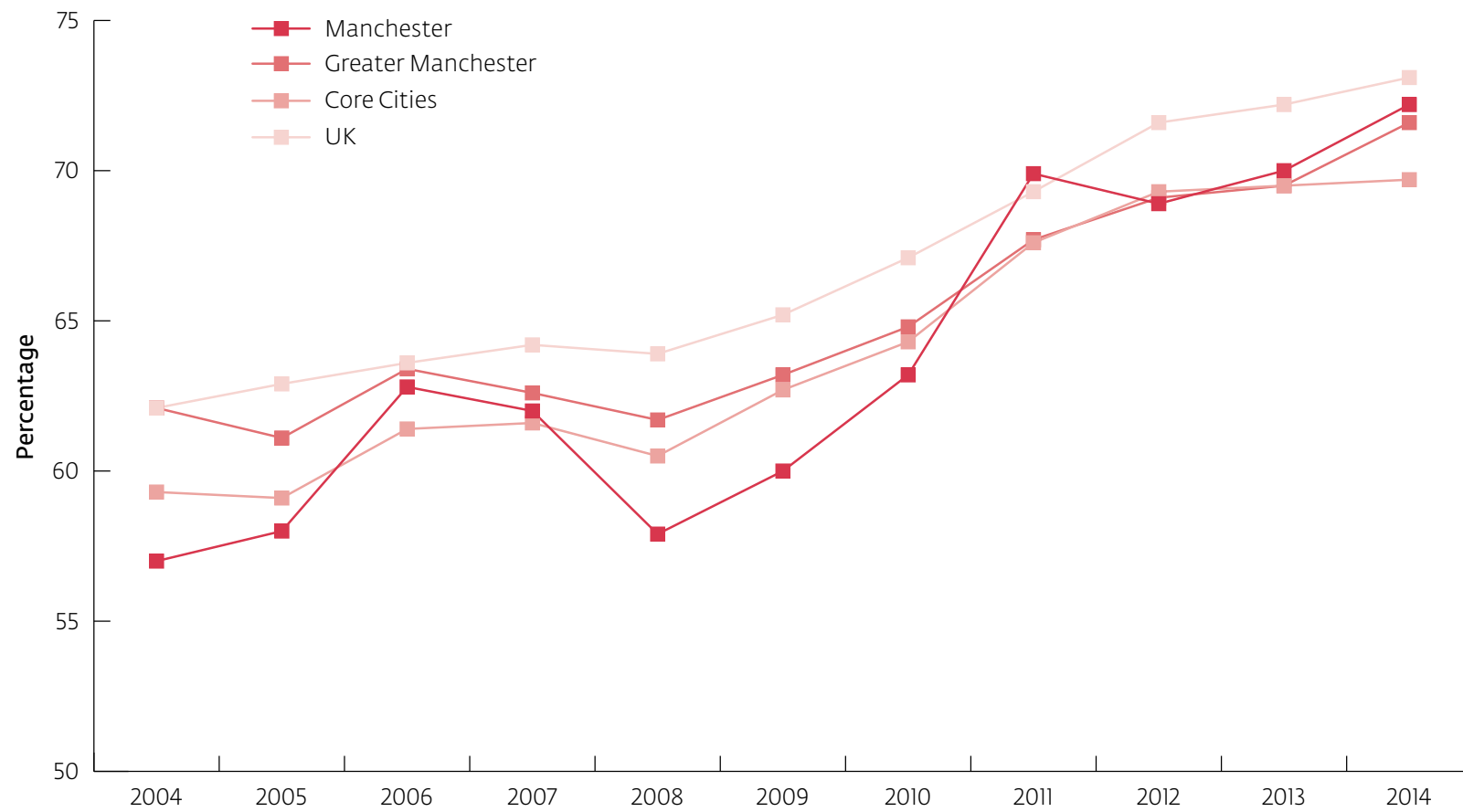
Percentage of working-age population with no qualifications



Source: Annual population survey (ONS 2015). Analysis by PRI.

**Figure 5.17**

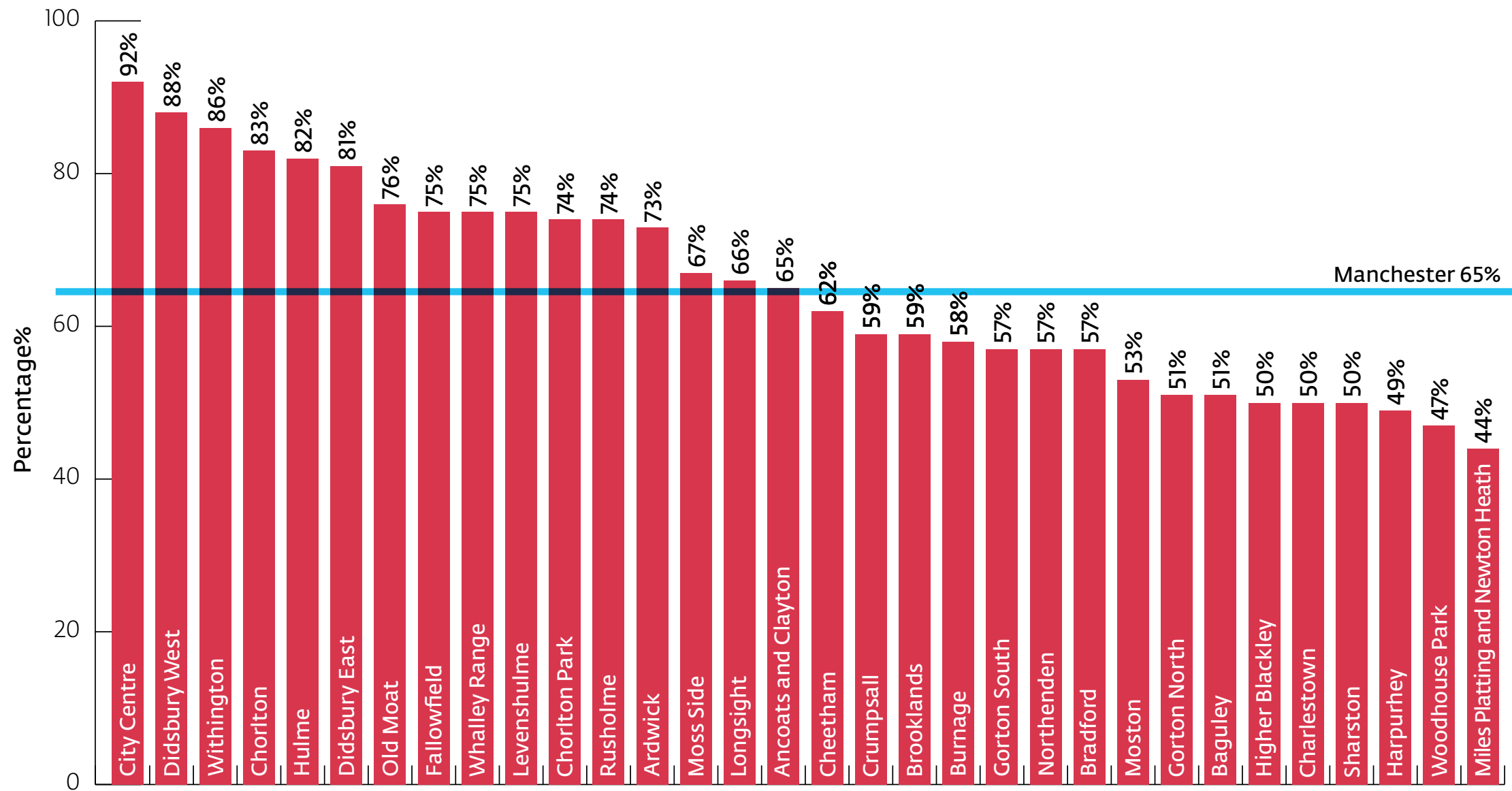
Percentage of working-age population with NVQ 2 or above



Source: Annual population survey (ONS 2014). Analysis by PRI.

**Figure 5.18**

Percentage of residents (aged 16+) qualified to level 2 and above



Source: ONS, Census 2011 (Crown Copyright). Analysis by PRI.

## Conclusion

Despite the city's impressive performance in terms of economic growth, business activity and job creation, considerable challenges remain in enabling residents to engage with the opportunities available. There is, however, some cause for optimism. In particular, the city's rapid rate of working-age population growth does not appear to be at the expense of increased benefit dependency. Population growth in the city has been accompanied by an equally rapid increase in the number of residents in employment and an overall reduction in the number of out-of-work benefit claimants. In addition, there are promising improvements in the skills level of the city's working population.

However, there is considerable disparity in the fortunes of those in work. While one in five of the city's employed residents now work in professional occupations, a disproportionately large number of residents are confined to low-paid and part-time jobs, potentially creating issues of in-work poverty. As Universal Credit is rolled out, there will be some difficulties due to the lack of intelligence around how many hours claimants are working and what support they

are receiving to move into more and better-paid employment. Continuing to raise skills levels is clearly a major part of the solution to in-work poverty and the data does indicate continuing improvement, with 69% of residents now qualified to at least Level 2 and much-improved GCSE results providing confidence for continued improvement. However, there is a real issue of polarisation between the city's wards, with some of the North Manchester, East Manchester and Wythenshawe wards faring worst.

The Council and its partners are addressing the issues raised in this report via the Work and Skills Partnership and Board. Funding in the city is being used more effectively to address a range of issues, such as low skills and youth unemployment. Improved intelligence around supply and demand is now available and will be used to inform the detail of the GM Devolution Agreement. Significant progress has also been made in bringing together health and employment pathways, but there is still more work to be done to build on this, especially with further public spending cuts to come.

## Children and families

Manchester is a vibrant and dynamic city with a young and growing population. It is also a population experiencing poorer mental and physical health than the national average, requiring improved outcomes and support to achieve greater independence where possible. The city has the second-worst life expectancy for men and the worst for women in England.

Manchester has a lower proportion of its population aged 65+ than other English core cities, and the 2011 census showed a drop in all older age groups except those aged 90+. However, the latest projections predict a steady growth in overall numbers over the next 20 years, with the total 65+ population increasing from 50,000 in 2012 to 63,000 by 2030. This age group is most likely to be in receipt of some form of social care. The number of children aged 0–4 has increased by 40% since 2001.

Our vision is for all Manchester people to be healthy and safe and to succeed in education, training and work. We want all residents to make a positive contribution to their neighbourhoods and the city and to connect to the city's wealth. Wherever possible, we want children and adults to live with their families in

their communities, and where this is not possible we will offer high-quality alternative care.

### **We will know that we have realised our vision when:**

- all children are ready for, or succeeding in, education;
- every young person of school-leaving age and every adult of working age is ready for, or succeeding in, further or higher education, training, employment, or meaningful day-time activity; and
- all residents are enabled to live independent lifestyles and make a positive contribution to their communities and the city.

### **Our priorities as a directorate will continue to be to ensure that more residents:**

- develop the education and skills they need;
- live healthier, longer and fulfilling lives; and
- are employed and able to progress within their jobs.

We will also continue to help people who have to rely on targeted and specialist services to make the changes that will enable them to become more independent. Underpinning these aspirations is our commitment to continue to robustly safeguard vulnerable children and adults.

Successful outcomes for Manchester people depend upon successful neighbourhoods where people choose to live and can access a range of good services. This is reflected in our close working relationship with the Growth and Neighbourhoods Directorate, the health services and our other partners.

### **Strategic overview**

Across the whole country, health and social care services are evolving to meet the changing expectations and patterns of demand. Services are also responding to the twin challenges of rising costs and reducing budgets. In Manchester, we are promoting a strategic approach to tackling complex dependency through early intervention and prevention in order to reduce demand for costly specialist services. Within localities, integrated assessment and care and support play a key role

in delivering a streamlined and enabling service for individuals, their families and carers. The development of public sector reform (e.g. the Troubled Families programme), partnership working and further integration of social care with health will support the oversight and co-ordination of all activity across the range of integrated and specialist service delivery. Above and beyond these programmes of work, the Greater Manchester health and social care devolution deal presents a major opportunity for local authorities, Clinical Commissioning Groups and NHS England to create a framework for the delegation and ultimate devolution of health and social care responsibilities to Greater Manchester. This will build on significant progress towards health and social care integration made through the Living Longer Living Better (LLLBB) programme.

The Health and Social Care Act 2012 created a national, flexible framework by introducing health and wellbeing boards (effective from April 2013) to build strong and effective partnerships. This improved the commissioning and delivery of services across NHS and local government, benefiting the health and wellbeing of local people. The Care Act 2014 reinforced the ambition of promoting wellbeing for local

people – whether they are eligible for social care support or not – and made the requirement for providing preventative services much more of a priority than it had previously been.

The Manchester Health and Wellbeing Board (HWBB) comprises the most senior leaders from all the main partner organisations involved in improving health and care in the city. The board provides the leadership for a collaborative approach to improving the health and wellbeing of Manchester residents and reducing health inequalities. Despite recent improvements, the health of people living in Manchester remains among the worst in England, and improving the health and wellbeing of the population of Manchester is therefore a strategic priority for the city. The HWBB does not work alone. It is one of a number of partnership boards, including the Children's Board, that support the work of the Manchester Partnership in tackling the problems that residents say affect their lives the most.

The work to deliver the strategic priorities of the HWBB is encapsulated within the Joint Health and Wellbeing Strategy (JHWS). The JHWS is owned by all partners on the HWBB and clearly sets out the priorities for joint

action. The Health and Wellbeing Board's strategic priorities are:

- getting the youngest people in our communities off to the best start;
- educating, informing and involving the community in improving their own health and wellbeing;
- moving more health provision into the community;
- providing the best treatment we can for people, in the right place at the right time;
- turning round the lives of troubled families;
- improving people's mental health and wellbeing;
- bringing people into employment and leading productive lives; and
- enabling older people to keep well and live independently in their community.

During 2015, the Health and Wellbeing Strategy is being refreshed in order to reflect progress made over the past two years and the changing context in which the city's health and care economy is operating.



The HWBS priorities are informed by the assessment of need contained in the Joint Strategic Needs Assessment (JSNA)<sup>1</sup>. The JSNA is a vehicle for collating data and information in relation to the health needs of the local population, analysing key health issues and making recommendations for the wider partnership.

Manchester's Joint Strategic Needs Assessment (JSNA) has adopted the life-course approach to describe the health issues facing children and young people, adults and older people in the city, and understand the policy implications for statutory organisations such as the local authority, NHS, the voluntary and community sector, and others. In this context, a life-course approach focuses on the different elements of the experience of health, from the moment of conception, through childhood and adolescence, to adulthood and old age. This is conceived as Starting Well and Developing Well, Living Well and Working Well, and Ageing Well.

The overall purpose of the JHWS and JSNA is to allow Clinical Commissioning Groups (CCGs) and other commissioners of health and social care to "commission on the basis of mutual priorities across the broader health and care landscape, not simply from a health perspective".

## Analysis of progress

A summary of the progress made in terms of achieving the Health and Wellbeing Strategy priorities across the life course is described in the table below. An outcomes framework has been developed in order to help the HWBB assess progress towards the eight strategic priorities described in the JHWS. The framework contains key performance indicators as agreed in the JHWS together with several supporting indicators from Adults' and Children's for each strategic priority area. The new joint approach embraces the reality that children and adults are not separate and that the needs of all are interactive in terms of the impact they have on whole-life potential. The eight priorities encapsulate this vision in practical terms and the subsequent analysis will look at each of these points in turn.

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<sup>1</sup> See <http://www.manchester.gov.uk/jsna>

	Strategic priority	LIFE COURSE			Key performance indicators
		Starting well	Living and working well	Ageing well	
1	Getting the youngest people in our communities off to the best start	✓			Children's readiness for school Children aged 0–5 in contact with an NHS dentist in the previous 24 months Obesity in year 6 schoolchildren Early Years Foundation Stage
1a	To improve educational attendance and attainment for Manchester's children	✓			Key Stage 2 Key Stage 4 Key Stage 2 to 4 progress Post-16 Attainment and Progression School absences and exclusions
1b	To implement the new strategic framework and organisational arrangements for the future of education (Rationalised Council Capacity, SEP, Schools Alliance, Teaching Schools)	✓			School inspection judgements School population
1c	To implement the Commissioning Strategy for Looked After Children – a safe reduction in the number of children entering and in the care system	✓			Children in need Children subject of a Child Protection Plan Looked after children
1d	To implement the programme of work on raising aspirations for looked after children – increased educational attendance and attainment for Manchester LAC	✓			Looked after children attainment
2	Educating, informing and involving the community in improving their own health and wellbeing		✓		Mortality from causes considered preventable
3	Moving more healthcare provision into the community		✓		Health-related quality of life for people with long-term conditions Citizens supported to remain independent as a result of early prevention Equipment and adaptations installed in homes to help people live independently Timeliness of equipment and adaptations' installations Number of citizens receiving support in the community, rather than in residential or nursing care settings
4	Providing the best treatment we can for people in the right place and at the right time		✓		Quality of care for people with long-term conditions managed in primary care Personalisation and Think Local Act Personal
5	Turning around the lives of troubled families	✓	✓		Troubled families receiving interventions through the Troubled Families Programme
6	Improving people's mental health and wellbeing		✓		Frontline staff and service users/residents who have undertaken learning in mental health self-care
7	Bringing people into employment and leading productive lives		✓		Proportion of adults in contact with secondary mental health services in paid employment Supporting people with learning disability into work initiatives and volunteering
8	Enabling older people to keep well and live independently in their community			✓	Life expectancy at age 65

The Education and Skills Service (within Children's and Families) provides strategic leadership and operational capacity for a range of statutory and strategically important functions for the Council and across the wider education and skills partnerships. It works on behalf of the Council in partnership with schools, colleges, training providers, early years settings, universities and employers, and produces key information to inform planning and decision-making.

The Health and Wellbeing Strategy update includes work to review the existing outcomes framework so that there is a clearer articulation of the link between the objectives set out in the Health and Wellbeing Strategy, the proposed solutions and the impact these solutions will have.

### **1. Getting the youngest people in our communities off to the best start** **Children's readiness for school**

Since the baseline year, the definition of school-readiness has changed, which affected results across the country. Both Manchester and England experienced a decrease in the proportion of children ready for school as a result of the changed definition. The new definition describes children as having reached a good level of development if they achieve at least the expected level in the early learning goals in the prime areas of learning (personal, social and emotional development, physical development and communication and language) and in the early learning goals in the specific areas of mathematics and literacy.

Data for 2013/14 shows that 53.1% of five-year-old children in Manchester were classed as being ready for school, which compares with 60% of children in England as a whole.

### **Children aged 0–5 in contact with an NHS dentist in the previous 24 months**

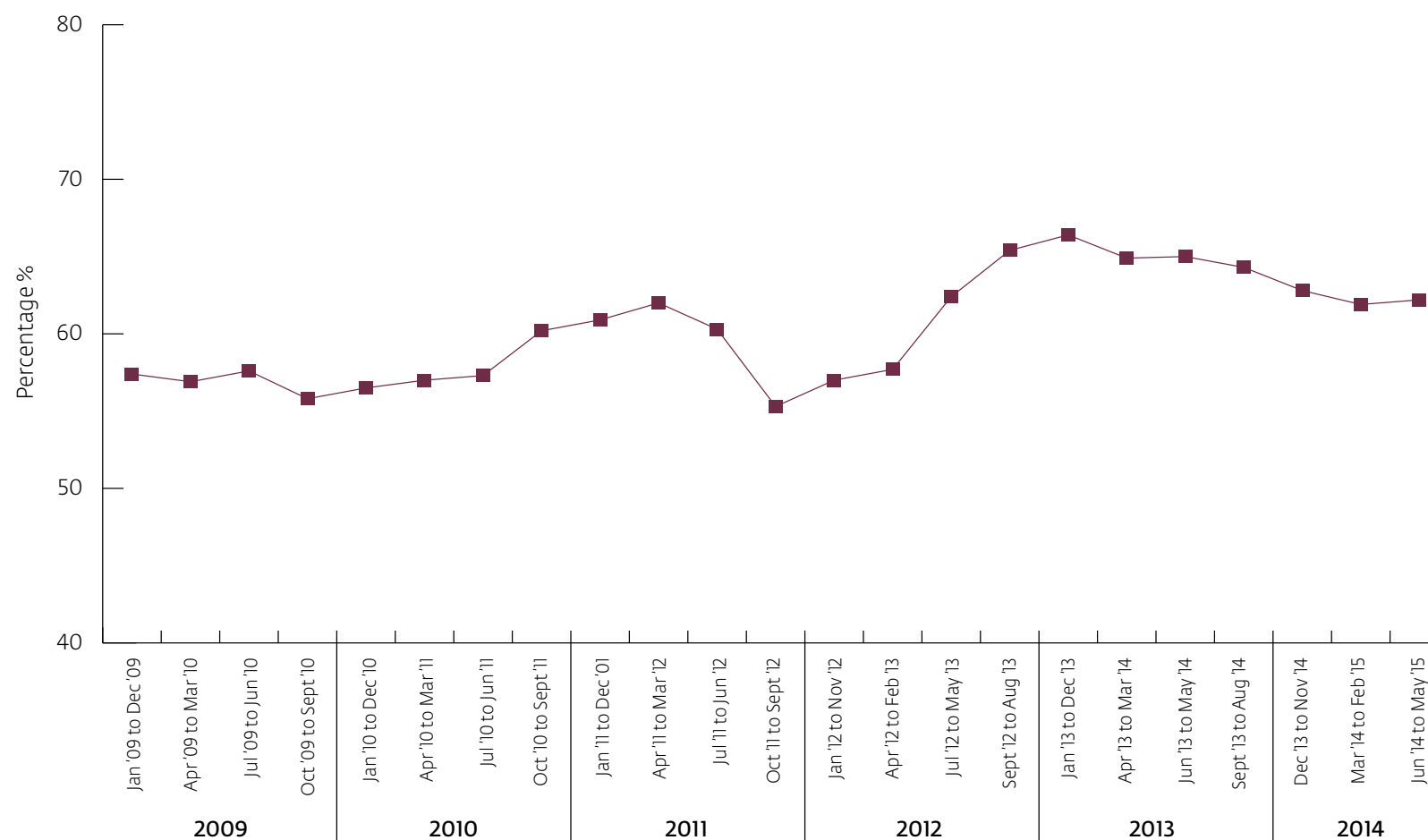
Poor oral health causes problems for children and their families, children's services and unscheduled care services. Dental pain and

infection lead to lost sleep, days off school, days off work for carers, poor concentration and a narrow choice of foods. Extraction of decayed teeth is the main reason for admission of children to hospital in the North-West. National surveys of children's dental health repeatedly show that the oral health of children in Manchester is poor and that dental decay (caries) and poor gum health (periodontitis) are widespread. Preventive activities to improve home care and increase attendance with a primary care dentist are key to addressing this issue.

Figure 6.1 shows the proportion of children aged 0–5 who have been in contact with an NHS contracted dentist in Manchester in the previous 24 months, expressed as a 12-month quarterly rolling average (i.e. January 2013 to December 2013, April 2013 to March 2014 etc.).

**Figure 6.1**

Percentage of children (aged 0–5) seen by a dentist in previous 24 months



Source: Public Health England (2015)

The latest figures for the 12 months ending May 2015 show that just under two-thirds (62.2%) of children have been in contact with an NHS dentist in the previous 24 months compared with a low of just 55.3% in the 12 months ending September 2012.

The overall trend in recent months is one of remarkable stability in the figures, particularly compared with those earlier in the time series. Periods of fluctuation tend to coincide with times when a new NHS dental services contract is implemented or reorganisation destabilises the system.

### Obesity in year 6 schoolchildren

The latest data from the National Child Measurement Programme (NCMP) shows that the percentage of children in year 6 classed as being obese has increased slightly from 24.7% in 2012/13 to 25% in 2013/14. This increase is not statistically significant (Figure 6.2).

However, there has also been a big increase in the proportion of children in this age group who have been measured (from 92.5% to 94.3%), which means more children are being identified as being overweight or obese and referred on to weight management services and other appropriate interventions.

**Figure 6.2**

Proportion of year 6 schoolchildren who are classed as being obese



Source: The Health and Social Care Information Centre, Lifestyle Statistics/Department of Health Obesity Team NCMP Dataset

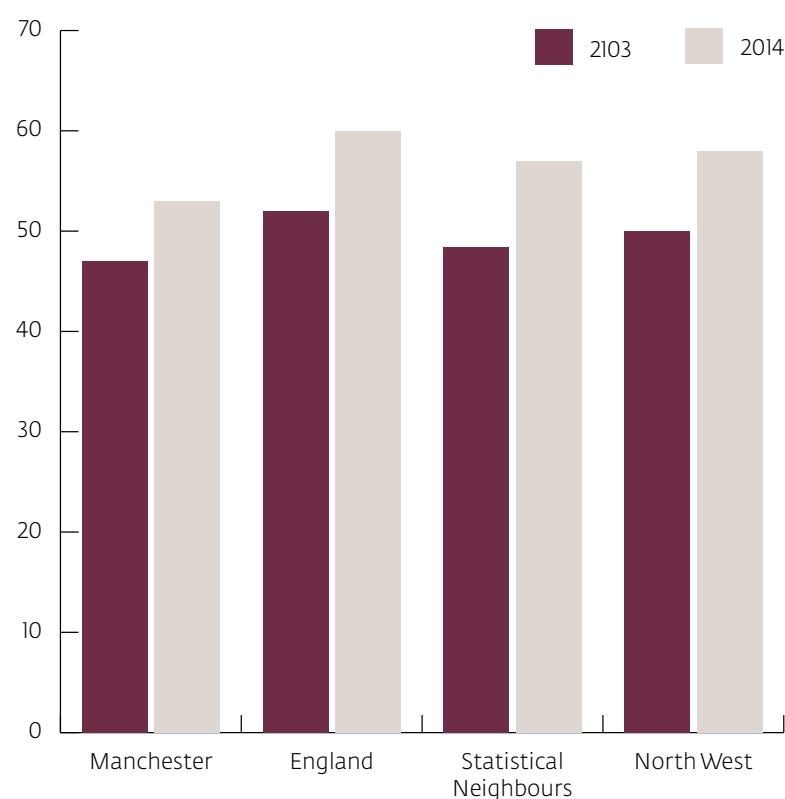
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### Early Years Foundation Stage (EYFS)

The assessment method of the Early Years Foundation Stage (EYFS) changed in 2013, so only two years of results are available. The 2014 results show that the proportion of children achieving a good level of development has increased since 2013 but is still lower than the national average and those of statistical neighbours and North-West local authorities (Figure 6.3).

**Figure 6.3**

EYFS – Percentage of children achieving a good level of development (2014)



Source: Department for Education

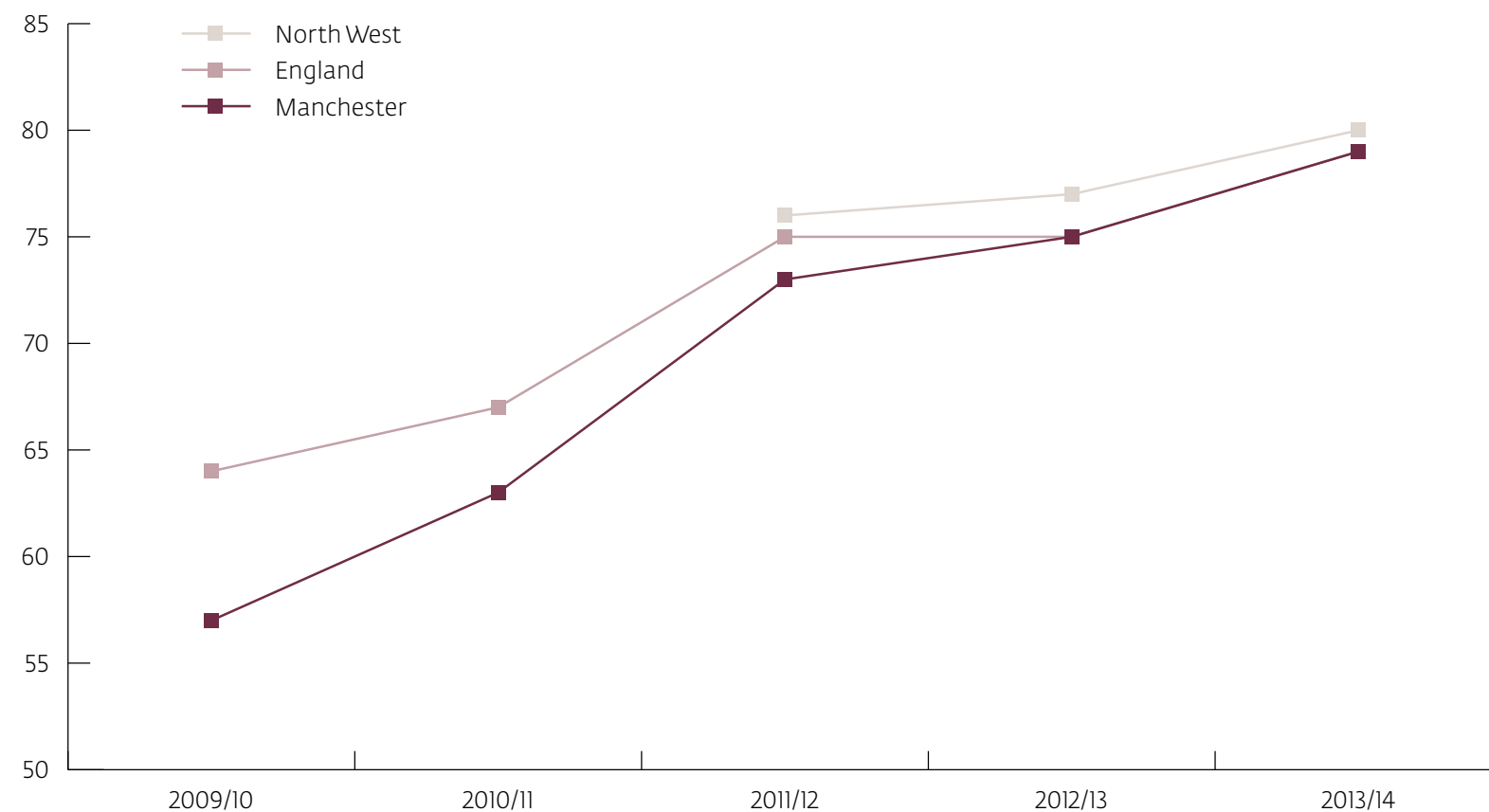
### 1a. Improving educational attainment and attendance for Manchester's children

Manchester is committed to developing a self-improving school system. We have close working relationships with system leaders working in Manchester schools. The Council commissions targeted support through the Manchester Schools Alliance, the teaching school alliances and the national organisation, By Schools for Schools. The emphasis is on working with and challenging schools to develop programmes of support to rapidly raise outcomes for children and close the gaps to national averages.



**Figure 6.4**

Percentage of pupils achieving L4+ in Reading, Writing and Maths



Source: Department for Education

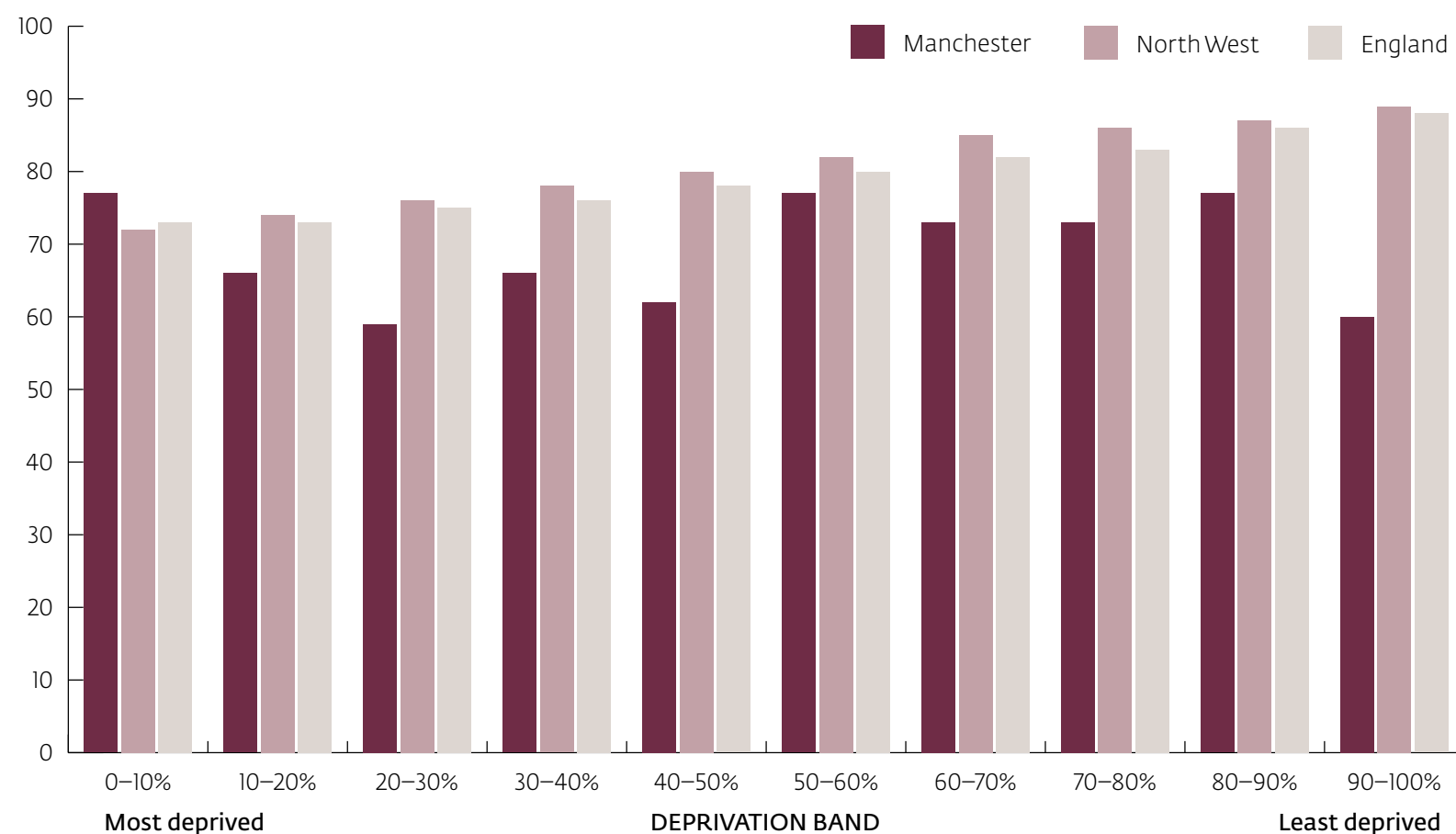
**Key Stage 2**

Recent changes to the assessment of pupils at the end of Key Stage 2 mean that results are not directly comparable between the 2010/11 and 2011/12 academic years. It should also be noted that there was a widespread boycott of Key Stage 2 tests in 2009/10, especially affecting results for smaller groups of pupils.

The main measure of attainment at the end of Key Stage 2 is the percentage of pupils achieving Level 4 or above in the core subjects of Reading, Writing and Maths. Figure 6.4 shows the five-year trend in these results. This indicates that the percentage of pupils achieving the expected level at the end of Key Stage 2 has increased in Manchester at a faster rate than the national average, to the point in 2012/13 where results in Manchester were the same as the national average and are again the same as the national average in 2013/14.

**Figure 6.5**

KS2 % L4+ Reading, Writing and Maths by deprivation band (2013–14)



Source: Department for Education

There is an association between deprivation and attainment. Figure 6.5 shows the percentage of pupils achieving Level 4+ in Reading, Writing and Maths in areas of varying deprivation. The Income Affecting Children's Income Index (IDACI) has been used to measure deprivation with lower super output areas (LSOAs) grouped into bands. The 0–10% band includes all Manchester LSOAs that are in the 10% most deprived nationally.

Figure 6.5 and Table 6.1 show there is an increase in Key Stage 2 results in less deprived areas in the North-West and England, with results in Manchester following a similar pattern. Figure 6.5 and Table 6.1 show that higher proportions of pupils living in the most deprived areas in Manchester achieved the expected level of attainment at the end of Key Stage 2 than nationally in 2014. The results suggest that deprivation is less of a factor in a pupil's attainment in Manchester than the country as a whole. As Table 6.1 shows, 47.1% of Manchester pupils are living in the most deprived areas of the country, yet 76.5% of them achieved L4+ at KS2. In comparison, 13.4% of pupils nationally live in the most deprived areas of the country and only 73% achieved L4+.

**Table 6.1**

2014 Key Stage 2 % Level 4+ in Reading, Writing and Maths results by deprivation band (2013–14)

IDACI band of residence	Pupils	% Pupils	% L4+	Pupils	% Pupils	% L4+	Pupils	% Pupils	% L4+
	Manchester			North West			England		
Most deprived <b>0–10%</b>	2,579	47.1%	76.5%	13,042	17.5%	72%	73,425	13.4%	73%
<b>11–20%</b>	1,040	19.0%	66.0%	9,187	12.3%	74%	64,258	11.7%	73%
<b>21–30%</b>	665	12.1%	58.9%	7,726	10.3%	76%	57,557	10.5%	75%
<b>31–40%</b>	365	6.7%	66.0%	6,774	9.1%	78%	53,638	9.8%	76%
<b>41–50%</b>	281	5.1%	61.6%	5,689	7.6%	80%	52,098	9.5%	78%
<b>51–60%</b>	128	2.3%	77.3%	5,429	7.3%	82%	49,955	9.1%	80%
<b>61–70%</b>	97	1.8%	73.2%	5,444	7.3%	85%	50,495	9.2%	82%
<b>71–80%</b>	110	2.0%	72.7%	6,070	8.1%	86%	50,123	9.1%	83%
<b>81–90%</b>	110	2.0%	77.3%	7,230	9.7%	87%	49,797	9.1%	86%
Least deprived <b>91–100%</b>	106	1.9%	60.4%	8,117	10.9%	89%	47,621	8.7%	88%

Source: Department for Education

**Figure 6.6**

Proportion of year 6 pupils living in deprived areas (2013–14)

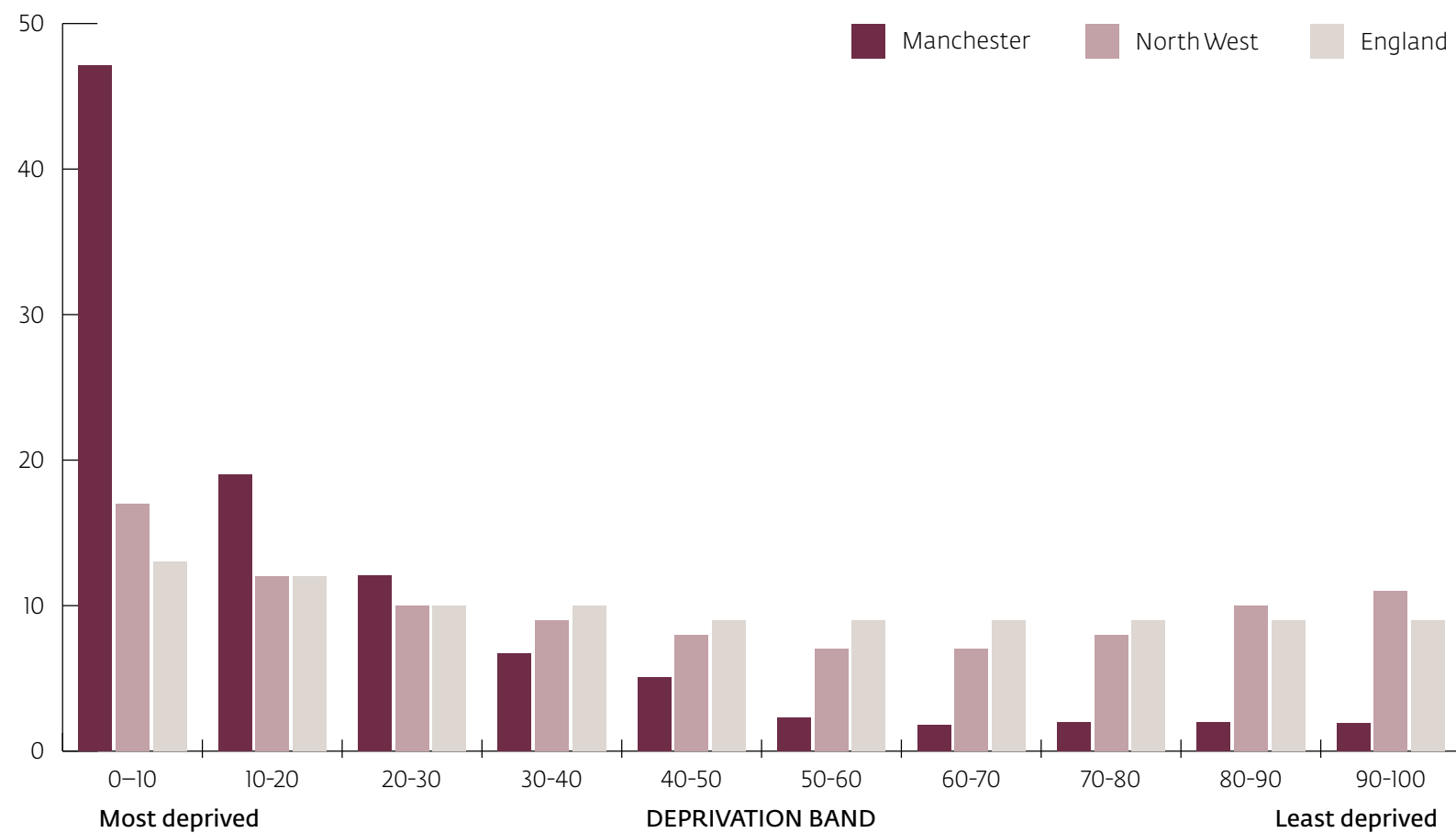


Figure 6.6 shows the population distribution of year 6 pupils, with more than 45% of pupils in Manchester living in the 10% most deprived areas in the country. This contrasts with the profiles of the North-West and England, which are very similar to each other.

Source: Department for Education

**Table 6.2**

Percentage of pupils achieving Key Stage 2 by free school meal eligibility

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	Known to be eligible for FSM	23	541	65	66	70
	All other pupils	32	69	77	80	83
	Gap	9	18	12	14	13
England	Known to be eligible for FSM			59	60	64
	All other pupil			78	79	82
	Gap			19	19	18

Source: Department for Education

**Key Stage 2 by eligibility for free school meals (FSM)**

Pupils eligible for free school meals (FSM) attain relatively well in Manchester, compared to the national average and statistical neighbouring authorities. Table 6.2 shows the results for pupils known to be eligible for FSM and all other pupils. It highlights that in Manchester the attainment gap between pupils eligible for FSM and all other pupils increased in 2012/13 compared to 2011/12, but has narrowed again in 2013/14 to 13 percentage points. The gap narrowed in 2013/14 as a result of a greater increase in results for FSM eligible pupils than all other pupils. This attainment gap is smaller in Manchester than it is nationally and results for the two groups are above the respective national averages, but the higher proportion of pupils eligible for FSM in Manchester than nationally means the averages for all pupils are the same.

**Table 6.3**

Percentage of pupils achieving Key Stage 2 by gender

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	Boys	27	58	67	71	76
	Girls	31	67	78	79	82
	Gap (Girls–Boys)	4	9	11	8	6
England	Boys			71	72	76
	Girls			79	79	82
	Gap (Girls–Boys)			8	7	6

Source: Department for Education

**Key Stage 2 by gender**

Key Stage 2 results by gender show that, on average, girls perform better than boys both in Manchester and nationally. The difference between girls and boys, or the gender gap, has narrowed in Manchester and was the same as the gap nationally in 2013/14. The narrowing of the gap in Manchester in 2013/14 was caused by a larger increase in boys' results than girls.



**Table 6.4**

Percentage of pupils making expected progress from Key Stage 1 to 2 by subject

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	Reading			91	90	91
	Writing			92	93	94
	Maths	86	85	90	91	91
England	Reading			90	88	91
	Writing			90	92	93
	Maths	82	83	87	88	90

Source: Department for Education

**Key Stages 1–2 progress**

Progress between Key Stages 1 and 2 in Manchester schools has been above the national average since 2011/12. The Reading and Writing progress measures were introduced in 2011/12, while the Maths measure has been used for longer; that trend also shows that, on average, slightly higher proportions of pupils make the expected level of progress in Manchester than they do nationally.

**Key Stage 4**

There have been two major changes in the way in which Key Stage 4 results are calculated and published:

- Professor Alison Wolf's Review of Vocational Education<sup>2</sup> recommendations, which:
  - restrict the qualifications counted;
  - prevent any qualification from counting as larger than one GCSE; and
  - cap the number of non-GCSEs included in performance measures at two per pupil. An early entry policy to only count a pupil's first attempt at a qualification.

<sup>2</sup> For further details see: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/406314/SFR\\_02\\_2015-revised\\_GCSE\\_and\\_equivalents.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/406314/SFR_02_2015-revised_GCSE_and_equivalents.pdf)

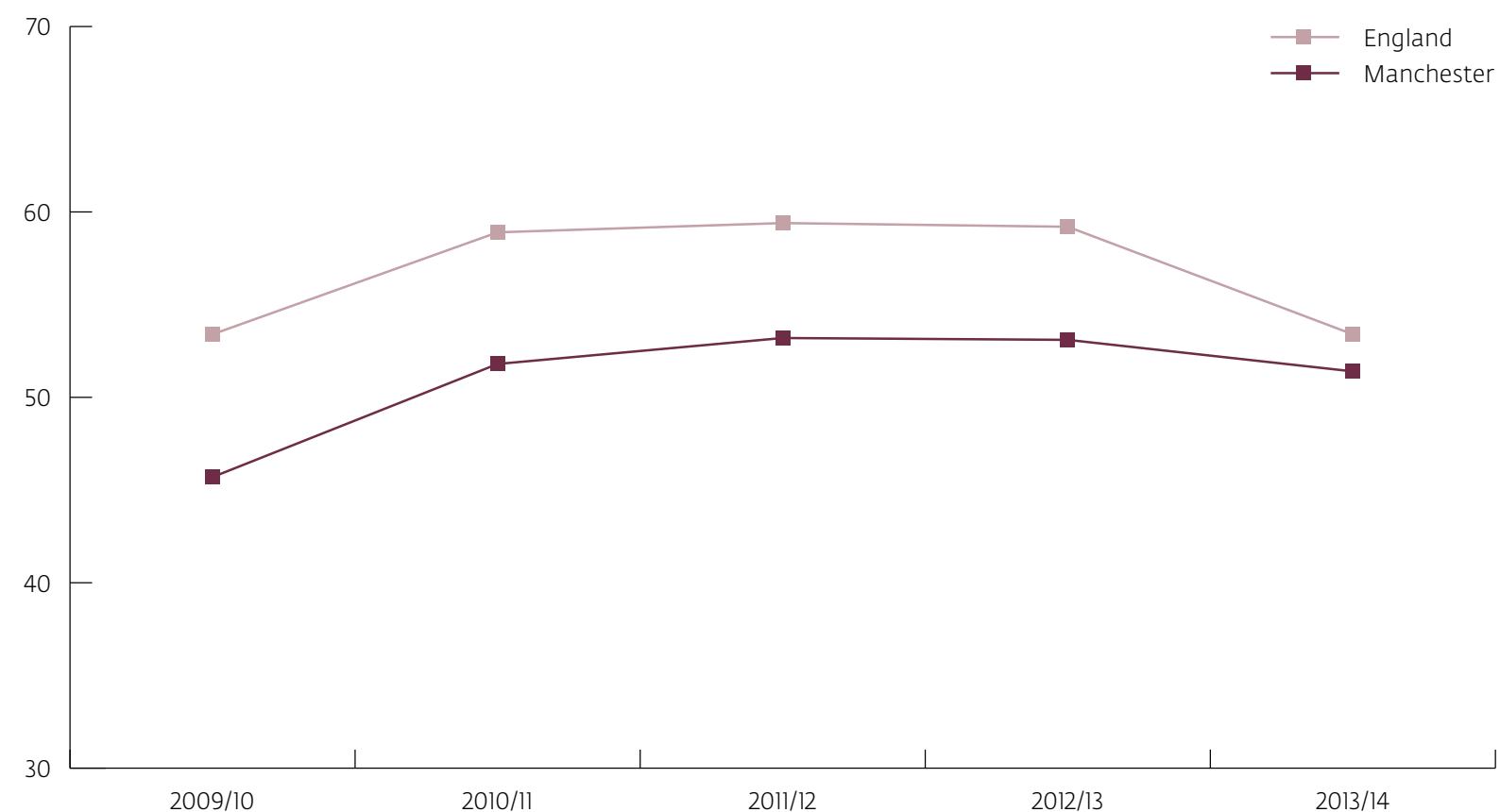
Therefore, 2014 results are not directly comparable with previous years' figures. English Baccalaureate results are less affected by these changes and so comparisons between years are more suitable than other performance measures.

Local authority figures quoted only include state-funded schools. National figures include all schools. A number of independent schools entered their pupils into iGCSE qualifications that are not included in 2014 performance indicators, which is another reason the national results have decreased.

The percentage of pupils achieving five or more A\*–C grades including GCSE English and Maths in Manchester is lower than the England average in 2013/14, although the gap has narrowed to two percentage points, from 6.1 percentage points in 2012/13. The trend shown in Figure 6.7 follows a similar pattern to the England average, with the increase in results levelling off in the past two years and falling in 2013/14.

**Figure 6.7**

Percentage of pupils achieving five GCSEs A\*–C including English and Maths



Source: Department for Education

### Key Stage 4 by eligibility for free school meals (FSM)

Pupils eligible for FSM achieve less well than those not eligible, although the gap in attainment between these two groups of pupils is less in Manchester than it is nationally. The attainment gap increased in 2013/14 compared to 2012/13 but is still less than the gap for England with higher proportions of FSM eligible pupils in Manchester attaining 5+ A\*–C including English and Maths than nationally.

**Table 6.5**

Percentage of pupils achieving Key Stage 4 by free school meal eligibility

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	Known to be eligible for FSM	32.3	39.1	39.7	40.4	37.3
	All other pupils	52.7	58.5	60.3	59.7	57.6
	Gap	20.4	19.4	20.6	19.3	20.3
England	Known to be eligible for FSM	31.2	34.6	36.3	37.9	33.5
	All other pupil	58.8	62	62.6	64.6	60.5
	Gap	27.6	27.4	26.3	26.7	27

Source: Department for Education

### Key Stage 4 by gender

The percentage of pupils achieving 5+ A\*–C including English and Maths by gender shows that higher proportions of girls consistently achieve this benchmark than boys (Table 6.6). The gaps between girls' and boys' attainment widened in 2012/13 compared with previous years, but narrowed in 2013/14 and is still below the average gap nationally.

**Table 6.6**

Percentage of pupils achieving 5+ GCSEs A\*–C including English and Maths by gender

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	Boys	42.2	49.6	50	48.7	47.4
	Girls	49.1	53.9	56.3	57.7	55.5
	Gap (Girls–Boys)	6.9	4.3	6.3	9	8.1
England	Boys	51.5	54.6	54.2	55.6	51.6
	Girls	58.9	61.9	63.7	65.7	61.7
	Gap (Girls–Boys)	7.4	7.3	9.5	10.1	10.1

Source: Department for Education

**Key Stage 2 to 4 progress**

The percentage of pupils making the expected level of progress from Key Stage 2 to 4 in English and Maths is lower in Manchester than it is nationally. The data shows an increase in the percentage of pupils making the expected progress in English, meaning that the performance in Manchester is now close to the national average. However, the proportion of pupils making the expected level of progress in Maths was lower in 2013/14 than the previous year and performance remains well below the national average.

**Table 6.7**

Percentage of pupils making expected level of progress from Key Stage 2 to 4 by subject

		2009/10	2010/11	2011/12	2012/13	2013/14
Manchester	English	62.9	66.5	67	67.7	70.7
	Maths	53.4	56.7	62.4	63.7	58.8
England	English	67.9	72	68	70.4	71.6
	Maths	62.5	64.9	68.7	70.7	65.5

Source: Department for Education

## Post-16 attainment and progression

### Key Stage 5

Results for the percentage of A-level entries that achieved an A\*–E pass grade are similar in Manchester and nationally. The percentage of entries achieving the top grades of A\*–A are lower in Manchester than nationally but almost a quarter of entries achieve these grades in Manchester (Table 6.8).

**Table 6.8**

Percentage of Key Stage 5 A-level results

		2009/10	2010/11	2011/12	2012/13	2013/14
<b>Number of entries</b>	Manchester	5,572	5,818	5,935	5,946	6,646
<b>% entries achieving A*–A</b>	Manchester	23.6%	24.5%	24.4%	23.7%	23.2%
	England	26.9%	27.2%	27.2%	26.7%	26.7%
<b>% entries achieving A*–E</b>	Manchester	99.3%	99.4%	98.9%	99.1%	99.0%
	England	98.3%	98.5%	98.6%	98.7%	98.6%

Source: Department for Education

### Qualifications at age 19

The percentage of pupils achieving level 2 and level 3 qualifications at the age of 19 are lower in Manchester than nationally, although the proportions have increased over the past five years (Table 6.9).

**Table 6.9**

Percentage of pupils achieving level 2 and level 3 at age 19

		2009/10	2010/11	2011/12	2012/13	2013/14
<b>% Level 2 at age 19</b>	Manchester	71	75	78	80	82
	England	81	83	85	86	86
<b>% Level 2 at age 19 with English and maths</b>	Manchester	46	51	52	55	58
	England	57	60	62	64	66
<b>% Level 3 at age 19</b>	Manchester	40	44	47	50	53
	England	51	54	55	56	57

Source: Department for Education

The percentage of pupils who achieved level 2 English and Maths at age 19 (if not achieved at age 16) is lower in Manchester than nationally. In both Manchester and nationally a low proportion of pupils achieve level 2 in English and Maths at age 19 who didn't achieve it at 16, but this could increase with the requirement for students to resit exams in these subjects before the age of 19.

**Table 6.10**

Percentage of pupils achieving level 2 in English and Maths at age 19 (for those who had not achieved at age 16)

		2009/10	2010/11	2011/12	2012/13	2013/14
16 to 19-year-old progression	Manchester	15.7	17.9	17.5	15.6	15.3
	England	18.1	18.9	18.4	16.4	16.9

Source: Department for Education

### Post-16 destinations

The percentage of pupils who stayed on in education, employment or training after year 11 has increased in Manchester but is still below the England average. The lower percentages of pupils staying in education, employment or training are mainly due to higher proportions of pupils not sustaining their destination, meaning that they were in an education, employment or training destination at the start of the year, but did not have continuous participation through to March<sup>3</sup> (Table 6.11).

**Table 6.11**

Percentage of pupils who stayed on in education, employment or training after year 11

		Overall education or employment/training destination	Destination not sustained	Destination not sustained/recorded NEET	Activity not captured in data
Year 11 2011/12	Manchester	87%	8%	3%	2%
	England	89%	6%	3%	2%
Year 11 2010/11	Manchester	84%	9%	4%	2%
	England	89%	7%	3%	2%

Source: Department for Education

After the end of Key Stage 5, a higher proportion of pupils go on to a destination in education,

<sup>3</sup> For more details see: <https://www.gov.uk/government/collections/statistics-destinations>



employment or training than nationally, with three-quarters of pupils going on to these destinations (Table 6.12). A higher proportion of pupils' activity was not captured for Key Stage 5 pupils than at Key Stage 4, although this has reduced in the most recent figures.

**Table 6.12**

Percentage of pupils in education, employment or training at the end of Key Stage 5

		Overall education or employment/training destination	Destination not sustained	Destination not sustained/recorded NEET	Activity not captured in data
Year 13 2011/12	Manchester	75%	7%	1%	18%
	England	74%	8%	2%	16%
Year 13 2010/11	Manchester	69%	7%	0%	24%
	England	69%	8%	2%	20%

Source: Department for Education

### School absence and exclusions

It should be noted that absence figures for 2012/13 and 2013/14 are across the full six half-terms – the entire school year. Figures for years prior to this only cover half-terms one to five – September to the end of May.

School absence has improved over the past few years, with absence in Manchester schools now in line with the national averages in both primary and secondary phases. Manchester had the country's highest rate of absence in secondary schools in 2007/08 but the latest available figures from 2013/14 now show absence just 0.1 percentage points above the national average (Table 6.13). The percentage of pupils classified as being persistent absence pupils decreased in secondary schools from 2011/12, when the new threshold for persistent absence was brought in.<sup>4</sup>

<sup>4</sup> For more details see: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/428446/Guide\\_to\\_absence\\_statistics.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/428446/Guide_to_absence_statistics.pdf)

**Table 6.13**

Pupils' absence trends – percentage of school population

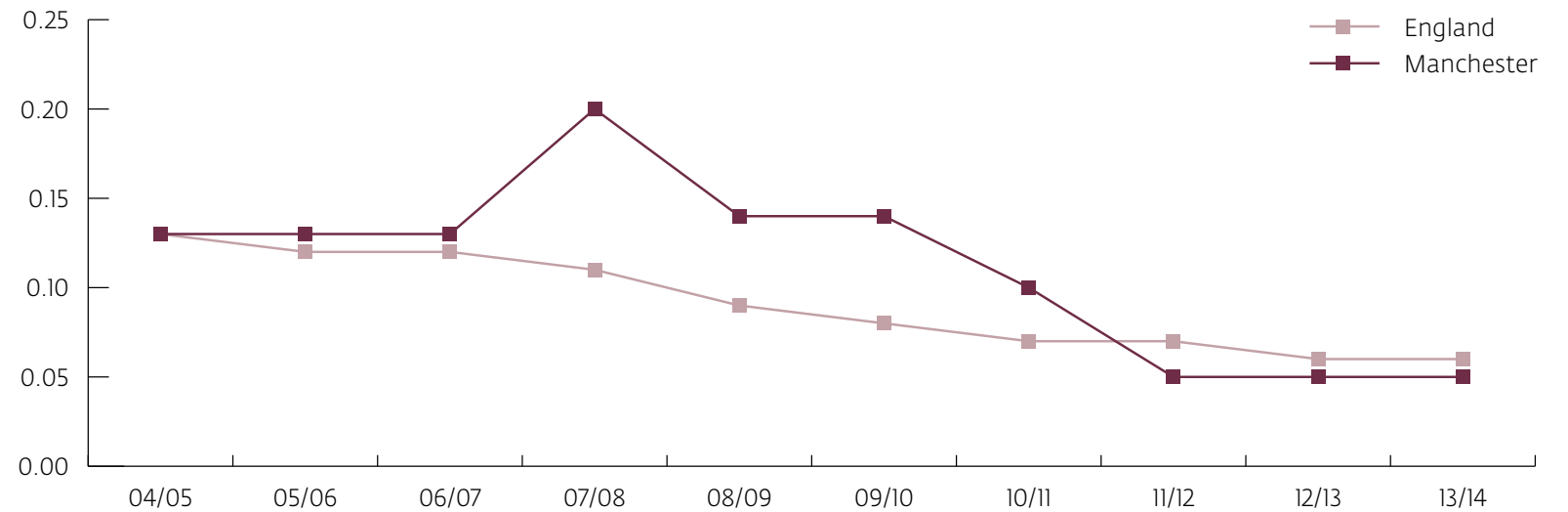
		Overall absence rates (%)					PA 15% (HT1-5) (%)			PA 15% (HT1-5) (%)	
		2009/10	2010/11	2011/12	2013/14 HT1-6	2012/13 HT1-6	2011/12	2012/13	2013/14	2012/13	2013/14
Primary	Manchester	5.5	5.1	4.3	4.5	3.9	3.4	3.3	2.3	2.9	2.1
	England	5.2	5	4.4	4.7	3.9	3.1	3	2.1	2.7	1.9
	<b>Gap</b>	<b>0.3</b>	<b>0.1</b>	<b>-0.1</b>	<b>-0.2</b>	<b>0</b>	<b>0.3</b>	<b>0.3</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>
Secondary	Manchester	9.3	8	6.7	6	5.3	9.3	7.3	5.7	7.7	5.8
	England	6.9	6.5	5.9	5.8	5.2	7.4	6.4	5.2	6.5	5.3
	<b>Gap</b>	<b>2.4</b>	<b>1.5</b>	<b>0.8</b>	<b>0.2</b>	<b>0.1</b>	<b>1.9</b>	<b>0.9</b>	<b>0.5</b>	<b>1.2</b>	<b>0.5</b>
Special	Manchester	13.8	12.1	11.1	11.5	12.6	18.9	20.5	21.5	21.10	21.6
	England	10.3	10	9.6	9.7	9.0	1.6	16.1	14.6	16.20	14.6
	<b>Gap</b>	<b>3.5</b>	<b>2.1</b>	<b>1.5</b>	<b>1.8</b>	<b>3.7</b>	<b>2.6</b>	<b>4.4</b>	<b>6.9</b>	<b>4.9</b>	<b>7.0</b>
All schools	Manchester	7.1	6.3	1.5	5.2	4.5	5.9	5.1	3.9	5.0	3.9
	England	6	5.8	5.1	5.2	4.4	5.2	4.6	3.6	4.6	3.6
	<b>Gap</b>	<b>1.1</b>	<b>0.5</b>	<b>0.3</b>	<b>0.1</b>	<b>0.1</b>	<b>0.7</b>	<b>0.5</b>	<b>0.3</b>	<b>0.4</b>	<b>0.3</b>

Source: Department for Education

The trend in the percentages of pupils given permanent and fixed-term exclusions shows that the proportion of pupils excluded from Manchester schools is now lower than the latest available national figures for permanent exclusions (Figure 6.8) but slightly higher for fixed-term exclusions (Figure 6.9).

**Figure 6.8**

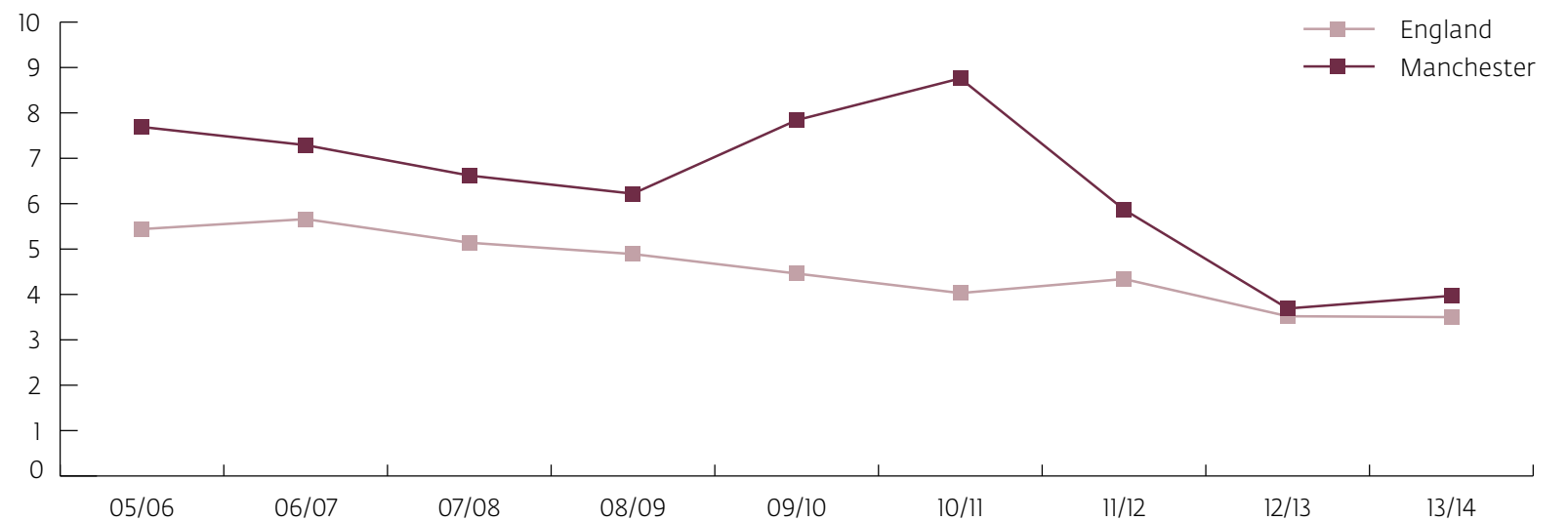
Permanent exclusions – percentage of school population



Source: Department for Education

**Figure 6.9**

Fixed-term exclusions – percentage of school population



Source: Department for Education

## 1b. Implementing the new strategic framework and organisational arrangements for the future of education

### School inspection judgements

The percentage of pupils in Manchester schools judged to be good or outstanding by Ofsted in its most recent inspection is higher than the national averages for primary schools and all schools, but lower in secondary schools (Table 6.14).

**Table 6.14**

Percentage of pupils in good or better schools

		31 AUGUST					30 APRIL
		2010	2011	2012	2013	2014	2015
Manchester	Primary	68	68	70	80	88	86.6
	Secondary	42	36	40	62	64	66.5
	All schools	59	57	61	74	80	80.6
England	Primary	66	68	68	78	81	81
	Secondary	66	68	69	74	74	75
	All schools	66	68	69	76	78	79

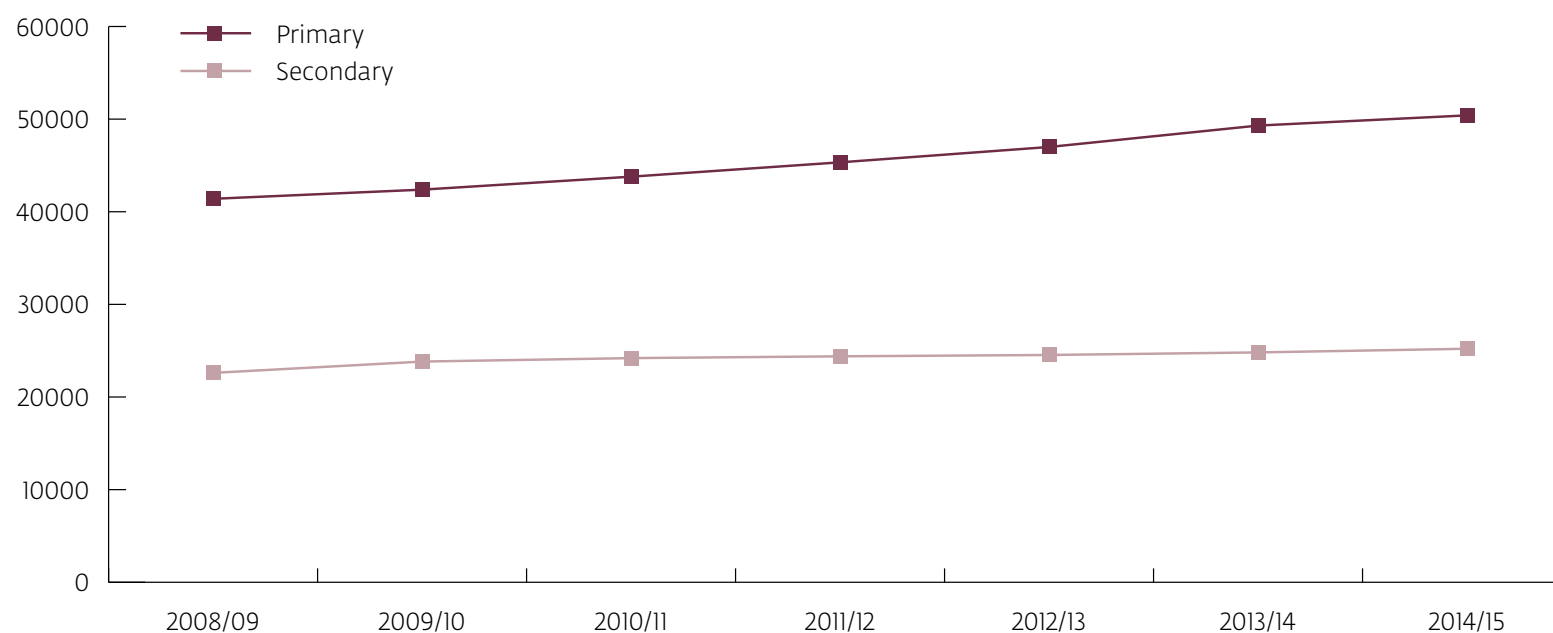
Source: Ofsted

### School population

The number of pupils attending Manchester schools continues to rise, mainly because of the higher number of pupils entering reception over the past seven years. The number of pupils in reception year in Manchester schools was 30% higher in 2014/15 than in 2008/09. Figure 6.10 shows that the increase in pupil numbers in Manchester schools has come from primary schools while the secondary school population has remained fairly stable. However, as the larger cohorts of pupils move through primary schools, secondary school numbers are likely to start to increase over the next few years. Figure 6.11 shows how the numbers in each of the primary school year groups have increased from 2008/09 to 2014/15 and how the larger cohort is moving up the year groups and will therefore move in to secondary schools in the next few years.

**Figure 6.10**

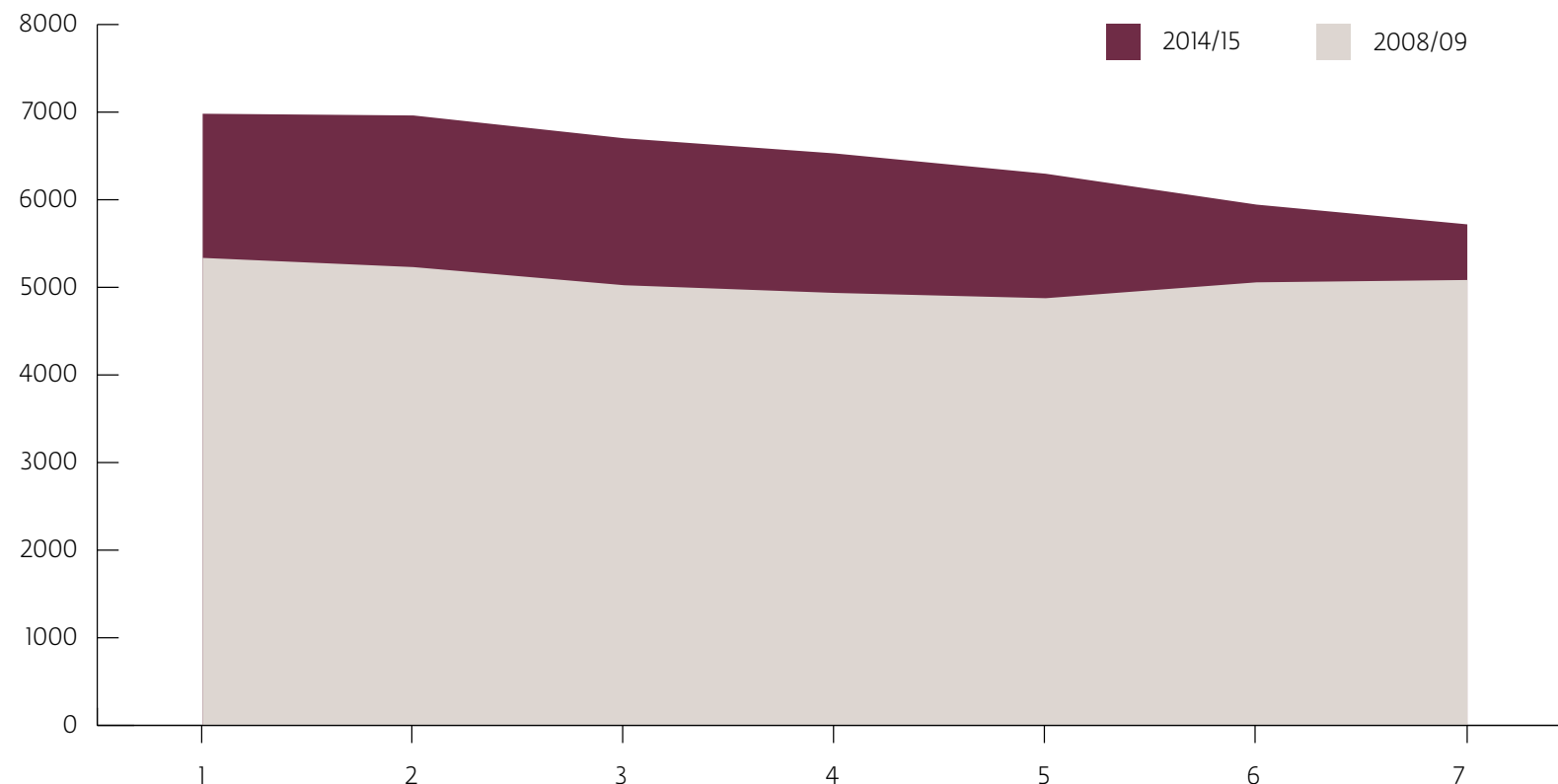
School pupil population trend by phase



Source: Department for Education 2008/09-2012/13; Manchester schools January School Census return 2013/14

**Figure 6.11**

Number of pupils on roll by year group in 2008/09 and 2014/15



Source: Manchester schools January School Census returns

**Ic. To implement the Commissioning Strategy for Looked After Children – a safe reduction in the number of children entering and in the care system**

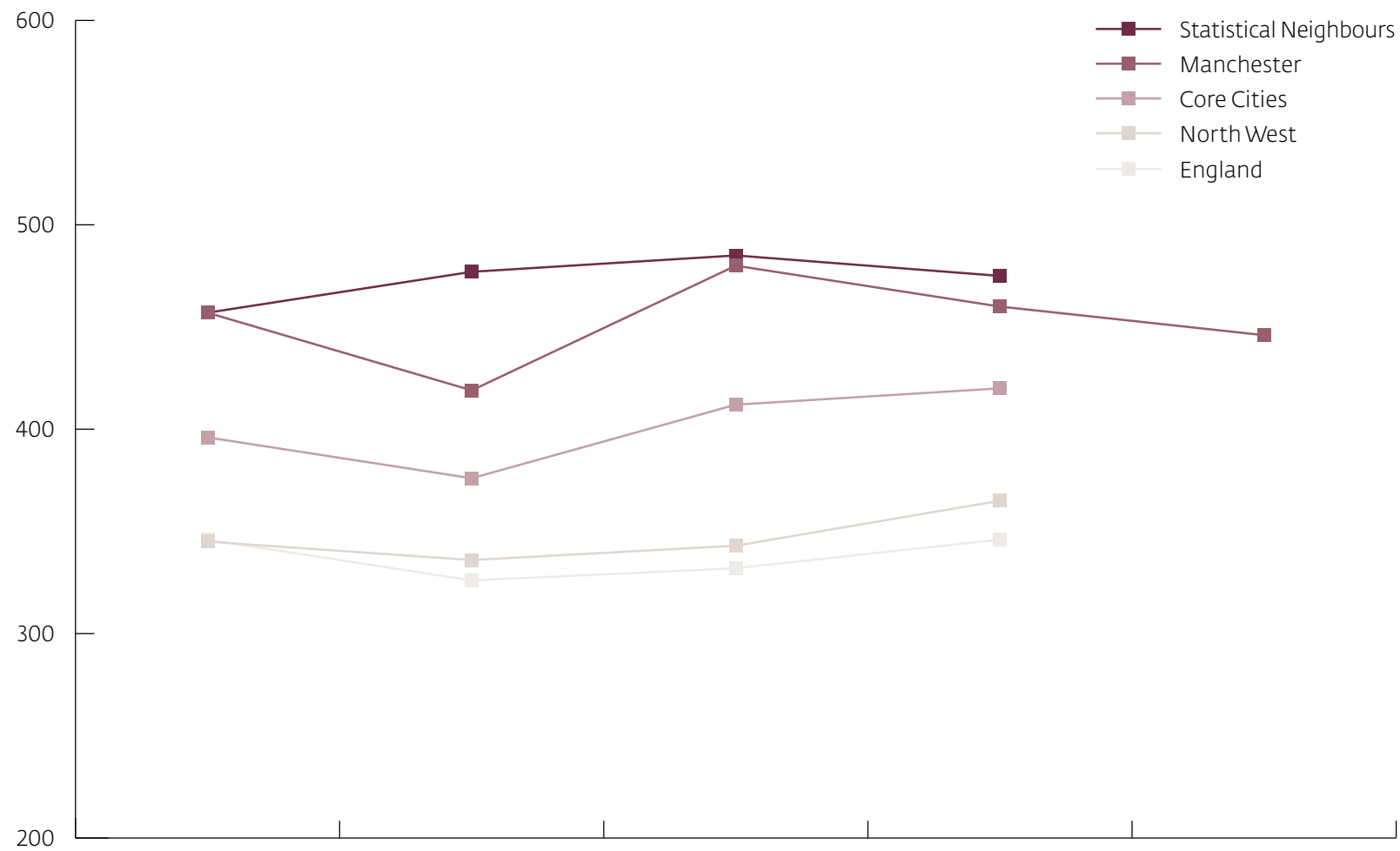
This work involves reducing the number of children becoming and remaining looked after, and recruiting additional internal foster carers to reduce the number of looked after children cared for by higher-cost independent fostering agencies. It also needs to ensure that when independent agencies are used, they are effective and cost-efficient. Children will be supported earlier to prevent them becoming at risk of being looked after through our increasingly developed Early Help Offer. Children who are at risk of becoming looked after will be provided with specific support to remain at home and in their own communities.

**Children in Need (CiN)**

The rate of Children in Need per 10,000 of the child population in Manchester has remained fairly stable over the past five years. The rate is above the national, regional and core city averages for 2013/14 but is in line with the average for statistical neighbour authorities.

**Figure 6.12**

Rate of Children in Need per 10,000 of the child population



Source: Department for Education (2010–2014), Manchester City Council MiCARE System (2014/15)

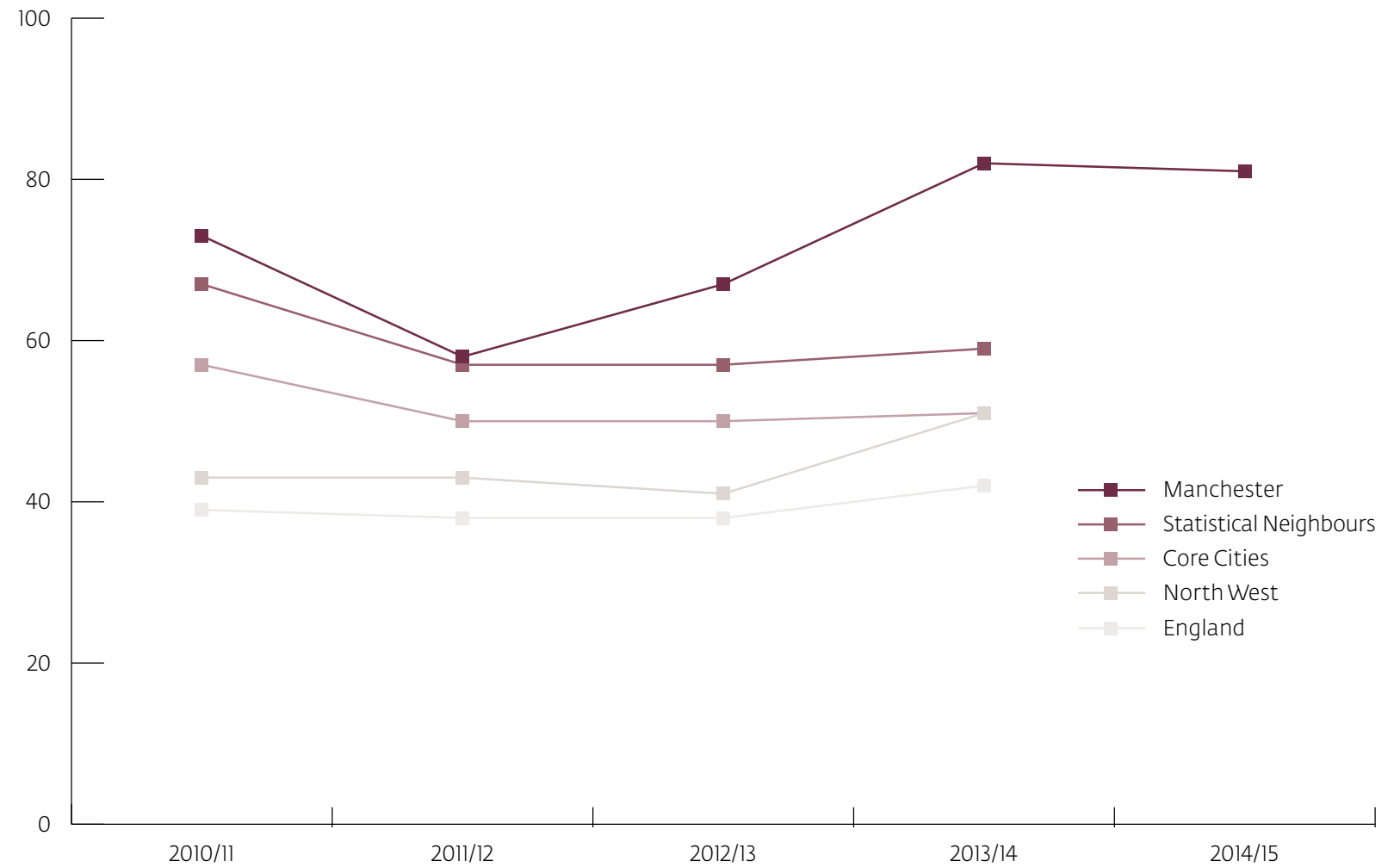


### Children subject to a Child Protection Plan (CPP)

The rate of children subject to a Child Protection Plan (CPP) per 10,000 under-18-year-olds has increased over the past five years in Manchester. The rate in Manchester is likely to remain well above the national, regional, Core City and statistical neighbour averages in 2014/15. In 2015/16 there is a specific focus on increasing the effectiveness of child protection conferences and CPPs. This is part of a wider practice improvement programme post-Ofsted inspection in 2014.

**Figure 6.13**

Rate of children subject to Child Protection Plans per 10,000 of the child population



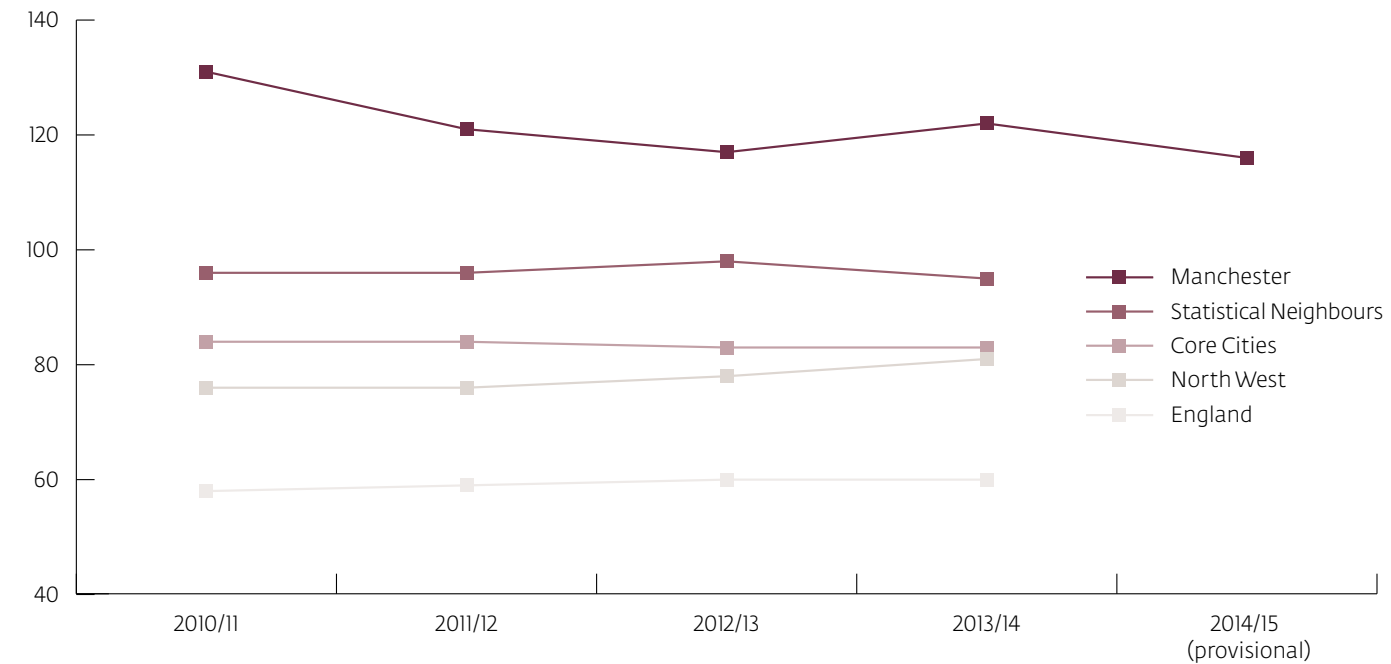
Source: Department for Education (2010–2014), Manchester City Council MiCARE System (2014/15)

**Looked After Children (LAC)**

The number and rate of children looked after by the Local Authority has decreased over the past five years, despite an increase in 2013/14. The rate of children looked after in Manchester was one of the highest in the country in 2013/14 and is likely to remain well above the national, regional, Core City and statistical neighbour averages in 2014/15. In 2015/16, increased scrutiny and rigour have been put in place at a senior management level to ensure that children do not become looked after unless there are no safe alternatives to secure their welfare. In addition, there is a specific focus on the effectiveness of LAC statutory reviews and care planning, which is part of a wider programme of practice improvement post-Ofsted inspection in 2014.

**Figure 6.14**

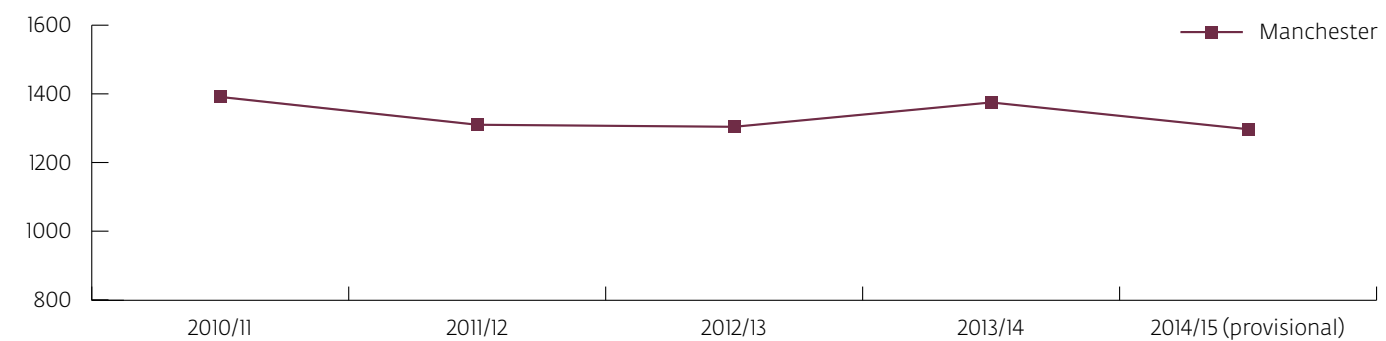
Rate of Looked After Children per 10,000 of the child population



Source: Department for Education (2010–2014), Manchester City Council MiCARE System (2014/15)

**Figure 6.15**

Number of Looked After Children



Source: Manchester City Council MiCARE System

### 1d. Implementing the programme of work on raising aspiration for LAC – increased educational attendance and attainment for Manchester LAC

#### LAC attainment

The proportion of Looked After Children achieving Level 4+ in Reading, Writing and Maths at Key Stage 2 in Manchester was above the national average in 2013/14, as it has been in each of the past three years. However, the results for Looked After Children are well below the average for all pupils in Manchester.

**Table 6.15**

Percentage of Looked After Children achieving Level 4+ in Reading, Writing and Maths at Key Stage 2

		2011/12	2012/13	2013/14
Manchester LAC (12+ months)	Grammar, punctuation and spelling		60	61
	English	65	75	69
	Maths	56	68	66
	English	67	67	63
	Maths	49	53	53
England LAC (12+ months)	Grammar, punctuation and spelling		45	49
	English	64	63	68
	Maths	51	55	59
	English	56	59	61
	Maths	42	45	48

Source: Department for Education

The proportion of Looked After Children achieving five or more A\*–C grades including English and Maths was lower in Manchester than the national average in 2014. The drop in the percentage of Looked After Children achieving this benchmark is partly due to the changes in the calculation of performance measures at Key Stage 4. The results for Looked After Children are well below the average for all pupils in Manchester and nationally.

**Table 6.16**

Percentage of Looked After Children achieving five or more A\*–C grades including English and Maths

		2011/12 (%)	2012/13 (%)	2013/14 (%)
Manchester LAC (12+ months)	5+A*–C, inc. English and Maths	22.1	17	10.3
	5+A*–C, inc. English and Maths	50.5	46.4	13.4
	A*–C in English and Maths	22.3	16.2	12.4
Manchester LAC (12+ months)	5+A*–C, inc. English and Maths	14.9	15.5	12
	5+A*–C, inc. English and Maths	37.2	37.2	16.3
	A*–C in English and Maths	15.4	16.1	14.2

Source: Department for Education

### Work to improve the Educational Outcomes of Looked After Children (LAC)

The Personal Education Plan (PEP) is a statutory part of each Looked After Child's Care Plan, from being in preschool through to the completion of post-16 education. Manchester's Virtual School for LAC is working with everyone involved in the care and education of Manchester LAC to ensure that each young person, wherever they are placed, has an up-to-date, effective and high-quality PEP that focuses on ensuring they achieve good educational outcomes. Every PEP is quality assured by the Virtual School, and feedback is provided for social workers and education providers. Pupil Premium for LAC is released for LAC from preschool to Year 11 once a good quality PEP has been received.

## 2. Educating, informing and involving the community in improving their own health and wellbeing

Deaths are considered preventable if all or most deaths from the underlying cause (subject to age limits if appropriate) could potentially be avoided by public health interventions in the broadest sense. The inclusion of this indicator reflects the importance of educating, informing and involving the community in improving their own health and wellbeing as a means of preventing avoidable deaths.

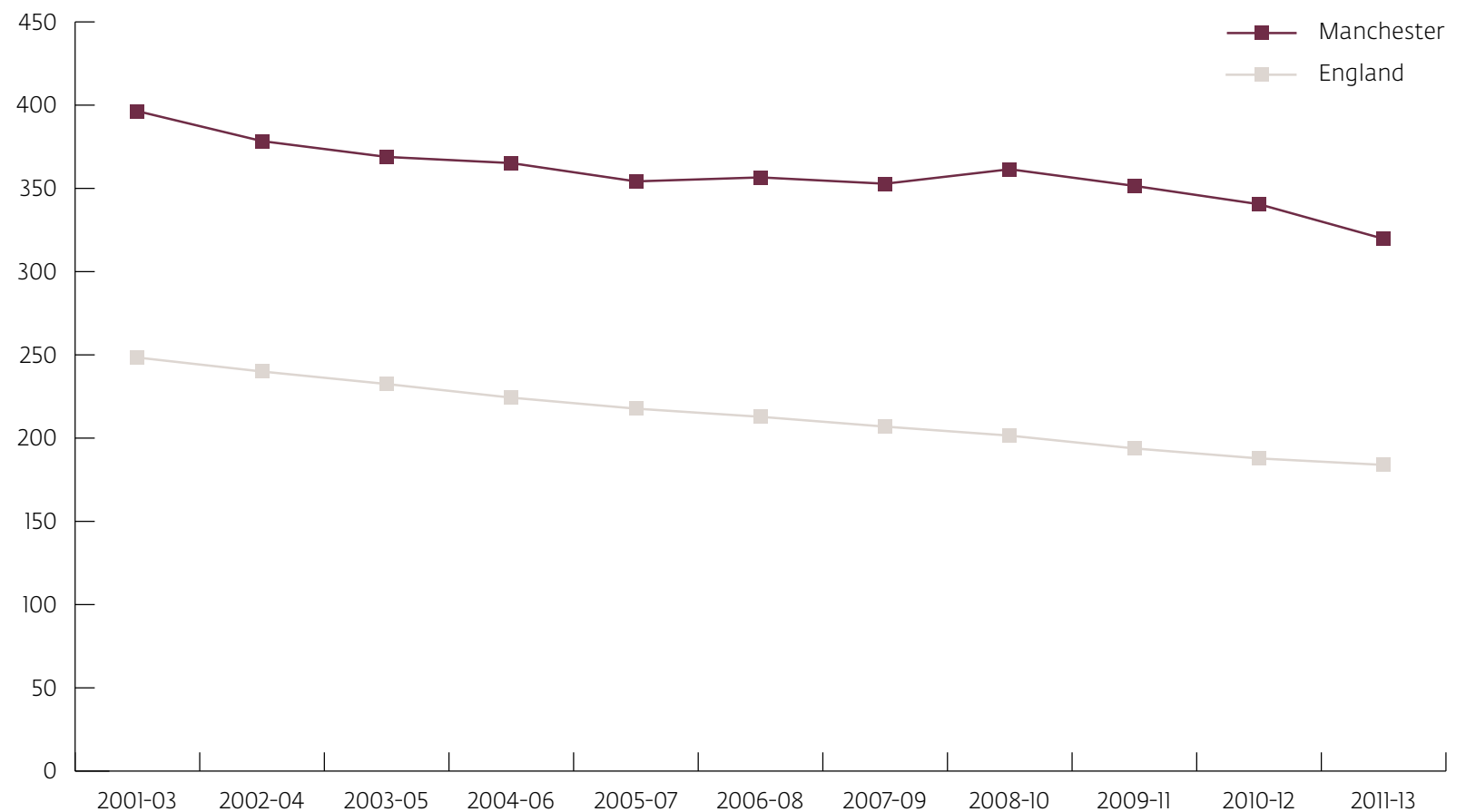
Between 2011 and 2013, there were just under 950 preventable deaths each year among people living in Manchester. Over this period, the age-standardised mortality rate per 100,000 population from causes considered preventable in Manchester was nearly double that of England as a whole (319.7 compared with 183.9). The rate was higher for men (409.1 per 100,000) than for women (235.2 per 100,000).

Both Manchester and England have been experiencing a downward trend over the past ten years. In Manchester, the rate of deaths from causes considered preventable has fallen

from 396.4 in 2001–03 to 319.7 in 2011–13 – a reduction of 19.3%. Over the same period, the rate across England as a whole has fallen from 248.4 to 183.9 – a reduction of 25.9% (Figure 6.16).

**Figure 6.16**

Mortality rate from causes considered preventable (directly standardised rate per 100,000 population), 2001–03 to 2011–13<sup>5</sup>



Source: Public Health England (based on ONS source data)

<sup>5</sup> Note: These figures have been recalculated to include the new 2013 European Standard Population and may therefore be different from those cited in other reports.

### **3. Moving more healthcare provision into the community**

Local councils now have responsibility for the Public Health function. Universal public health services will be commissioned to improve health and wellbeing overall, taking the council's statutory responsibilities and the Public Health Outcomes Framework as a starting point. Where possible, services will be integrated into existing mainstream services and delivered at neighbourhood level, taking public health work into the heart of local communities.

One of the new priorities will be to address the health-related quality of life for people with long-term conditions. A new indicator will be used to measure the average health status score for individuals reporting that they have a long-term condition, based upon responses to a question from the national GP Patient Survey. In 2013/14, the health status score for people with long-term conditions in Manchester was 0.69 compared with a score of 0.74 for England as a whole. This suggests that people with long-term conditions in Manchester have a lower self-reported quality of life than their counterparts in other parts of England.

Integrated Care Teams, which involve social care practitioners and clinicians working together to ensure the most appropriate support is provided in a timely, joined-up way, have been piloted across each of the three Clinical Commissioning Group areas in the city. Models vary slightly across the city, but initial results from these pilots have shown that working in this way can reduce unplanned admissions to hospital by between 15% and 20%. Approximately 8,000 people have had their plans for care developed jointly by care and clinical professionals and, as part of Manchester's Living Longer Living Better Programme, plans are nearing completion to roll out this new model of integrated care city-wide. Other new ways of working together in the community have been developed. These include the delivery of intravenous (antibiotic/hydration) therapies in the community, the follow-up of any ambulance call-out with a GP urgent response to avoid the need for a transfer to hospital, an increased number of services to support homeless people, improvements to community-based rehabilitation pathways, and supporting people in non-hospital settings, such as intermediate care, as an alternative to being admitted to hospital.

Where possible, services will be integrated into existing mainstream services and delivered at neighbourhood level following the One Team model set out by the LLLB programme, thereby taking public health work into the heart of local communities. The LLLB programme itself is looking to shift approximately 20% demand from in-hospital settings to community settings over the course of the next five years by developing a new integrated community-based care system.

#### **Intermediate care and re-ablement, including adaptations and technology solutions**

Re-ablement is a service that is available for up to six weeks to anyone aged over 18 in Manchester who has been assessed as needing help getting back on their feet after a period of illness or the onset of a disability. Re-ablement provides extra support for adults who may be returning home after a period in hospital or residential care. It helps people who have physical disabilities or long-term conditions, and older people who need support to remain in their own home to regain the skills and confidence to live independently.

We also support people to live independently in their own homes for longer by providing equipment and adaptations. Social care equipment and adaptations support disabled people in order to maintain their independence, promote improvements in their quality of life, increase the opportunities for independent living, and make it easier for them to live and work in the community. For example, handrails or a stair lift make it easier for a disabled person to access and move around their home. Sensory equipment such as talking watches, vibrating alarms and other forms of technological solutions provide a vital role in independence for people with a hearing or visual impairment.

During 2014/15, 52.9% of people in Manchester were supported back to independence (that is, they had no need for further care) following a period of re-ablement support. Additionally, 24,569 items of equipment and adaptations were installed in homes to help people live independently, 99.2% of which were installed within seven days.

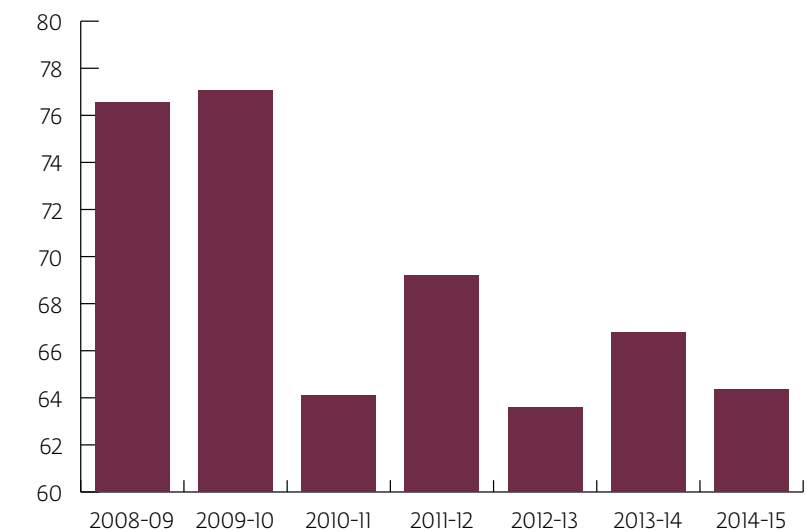
### Independent living

Manchester continues to support more older people through re-ablement or rehabilitation services following discharge from hospital, and the figure has risen again in 2014/15 despite a year-on-year increase in the older population and those receiving services generally.

The proportion of older people residing at home 91 days after discharge from hospital into re-ablement or intermediate care has fallen slightly from 66.76% in 2013/14 to 64.36% in 2014/15 (Figure 6.17). This is a comparatively stable figure, but the overall trend in recent years is downwards (Figure 6.18).

**Figure 6.17**

The proportion of older people residing at home 91 days after discharge from hospital into re-ablement or intermediate care



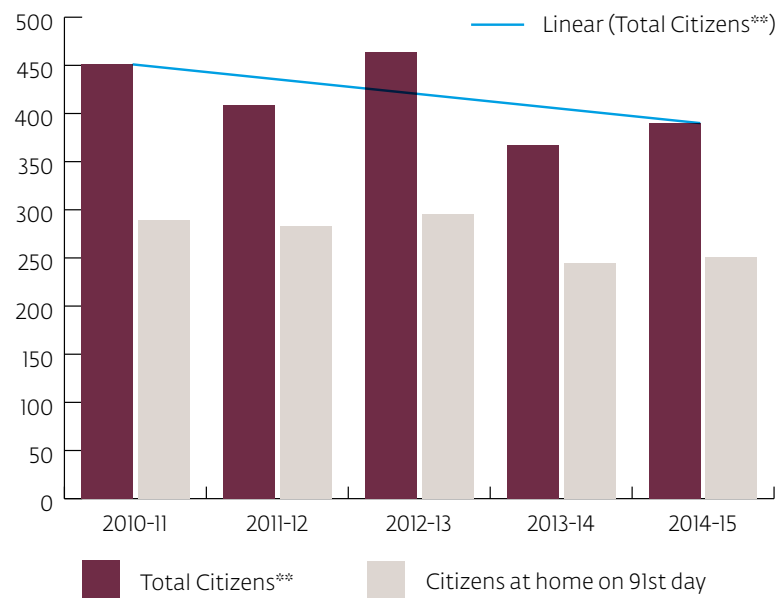
Source: SALT statutory returns 2014/15

The number of citizens using the service, and the apparent success of re-ablement has fluctuated based on this result, albeit within a limited percentage banding over the past five years. This can be attributed to the fact that this measure is taken from an annual survey, which uses a random sample each year, so the citizens included in this cohort change year on year. Combined with an increasingly frail and complex cohort of citizens this could go some way in demonstrating the difficulty in achieving consistency of results for this measure.



**Figure 6.18**

The number of citizens using the service and at home on the 91st day



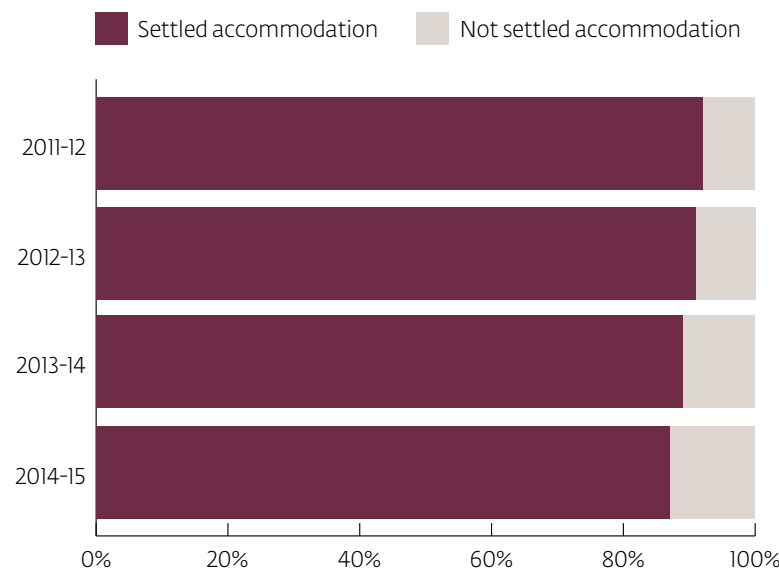
Source: SALT statutory returns 2014/15

**The proportion of clients with learning disabilities in settled accommodation**

The proportion of adults with learning disabilities in settled accommodation has fallen slightly, from 88.6% 2013/14 to 86.86% in 2014/15 (Figure 6.19). This shows the number of people who are living in their own home or with their family, and this data is comparatively stable year on year.

**Figure 6.19**

Learning disabled clients by accommodation type



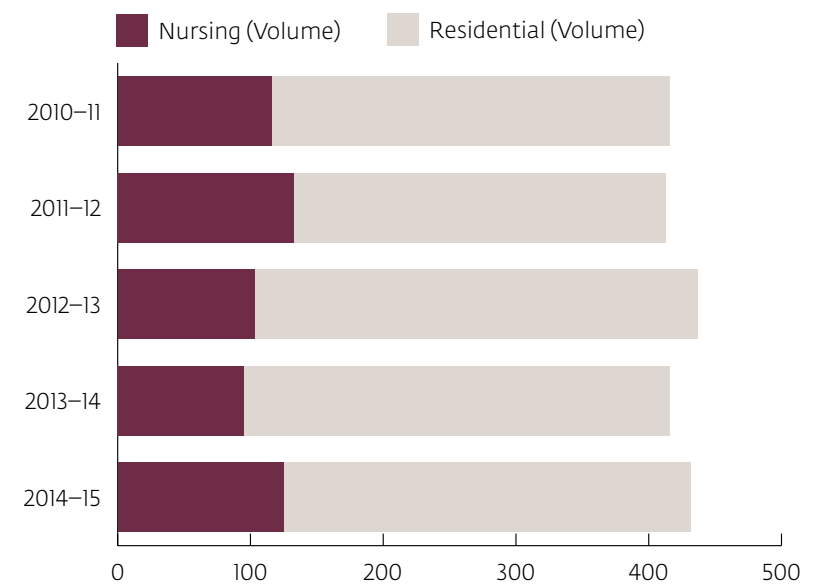
Source: SALT statutory returns 2014/15

**Admissions to residential and nursing home care**

The Council is developing services that better meet people's needs in the community, and fewer adults and older people choose to go into residential or nursing care in Manchester compared to similar local authorities.

**Figure 6.20**

Number of local authority supported permanent admissions to residential and nursing care (adults and older people)



	YEAR				
	'10-11	'11-12	'12-13	'13-14	'14-15
Nursing (Volume)	116	133	103	95	125
Residential (Volume)	300	280	334	321	307

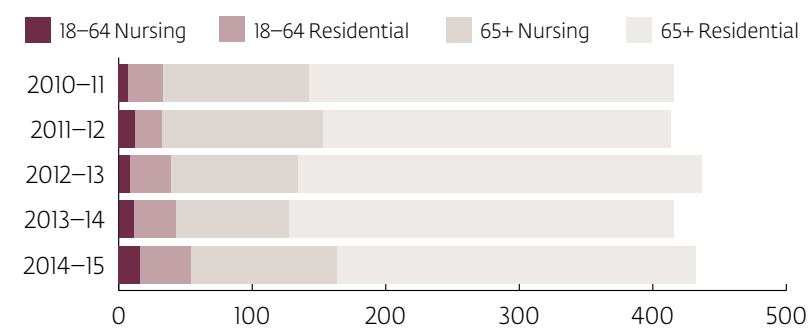
Source Manchester City Council

Residential care admissions are showing a slight decrease from 2013/14 (Figure 6.20). However nursing care admissions have increased from 95 in 2013/2014 to 125 in 2014/2015. Overall, the admission rate in 2014/15 was 455.15 per 100,000, reduced from 763.1 per 100,000 in 2013/14.

The falling number of citizens who are in need of support provided through residential care means that services such as re-ablement demonstrate a real opportunity to enable people to remain independent in their own homes for longer. Collaborative working with hospitals and community teams helps a citizen to understand what support they can get to maintain independence and to get it into place in the home quickly, which also helps to avoid delays to hospital discharges.

**Figure 6.21**

Number of local authority supported residents in residential and nursing placements (by age group)



	YEAR				
	'10-11	'11-12	'12-13	'13-14	'14-15
18-65 Nursing	7	12	8	11	16
18-65 Residential	26	20	31	32	38
65+ Nursing	109	121	95	84	109
65+ Residential	274	260	303	289	269

Source: Manchester City Council

There is an increase in the more complicated and costly nursing care from 22.8% in 2013/14, particularly in the 65+ age group, to 28.9% in 2014/15, as a percentage of permanent new admissions.

#### 4. Providing the best treatment we can for people in the right place and at the right time

An indicator is being developed in order to look at patients with long-term conditions managed in primary care. In the meantime a placeholder indicator has been used, namely the proportion of possible points achieved across the Quality and Outcomes Framework (QOF) Clinical Care domain.

In 2013/14, GPs in Manchester achieved, on average, 89% of the points available within the QOF Clinical Care domain compared with an average of 97% among GPs across England as a whole. This is a slight reduction on the previous year (2012/13), when GPs in Manchester achieved 93% of the points available. The pattern in Manchester mirrors the national pattern. In 2013/14, the average achievement figure across clinical domains for GPs in England as a whole was 92.3% – a reduction of 3.35% compared with 2012/13.

During 2014, all CCGs in Greater Manchester consulted upon options relating to health services as part of the Healthier Together programme. This focuses upon a number of key hospital services, such as acute surgery, where quality and efficiency improvements can be made by concentrating services on fewer sites as part of a Greater Manchester plan. It also consulted upon primary and community-based services, which, for Manchester, is the LLLB programme. Proposals following this will be developed over summer 2015.

Strategies to improve access to primary care were piloted in Manchester during 2014, including additional availability of primary care appointments to 8pm on weekdays and appointments during the day at weekends. In addition, responsiveness standards have been trialled. There has been a fall in primary care related attendances to A&E at Central Manchester Foundation Trust. The three GP provider organisations in Manchester made an application to the Prime Minister's Challenge Fund and have secured funding to extend the additional appointments at least to March 2016.

**Personalisation and Think Local Act Personal**  
Personalisation continues to be a priority for the Council. More people who have very high levels of social care needs are being given a financial allowance (called an Individual Budget – IB) to pay for their support. Giving people IBs to buy their own care gives them maximum control over who provides their care and how and when they receive it.

Personalisation gives people the opportunity to have as much independence, choice and control as possible by being in charge of their own care. People can use their budget in a way that best suits their specific care needs and can be assisted to meet these needs much more creatively through the support-planning process.

### 5. Turning round the lives of troubled families

Manchester has now submitted Payment by Results (PbR) claims for having turned around 100% of its 2,385 Phase 1 families in February 2015. Manchester, along with other areas in Greater Manchester, became an 'Early Starter' for Phase 2 of the programme and has already engaged 1,203 Phase 2 families between

September 2014 and March 2015 (the target is 4,080 families across Greater Manchester). Phase 1 of the programme ended in May 2015. The programme was declared a success in the House of Commons in March 2015, with a commitment for an expanded programme made by all political parties.

The delivery of Troubled Families provision will continue through Phase 2, ultimately targeting more than 8,000 families in Manchester over the next five years. The current phase of TF delivery will target a larger number of families – an additional 400,000 nationally, equating to 27,200 in Greater Manchester over the lifetime of the programme (8,019 families in the city of Manchester). Other key aspects of the expanded programme include:

- broader criteria that will allow greater flexibility over the range of families that we work with;
- a new measure of success for the programme based on achieving 'significant and sustained' progress for families as defined by a local Family Outcomes Plan.

Referrals are accepted from any professional support service, based on six headline problems:

- parents or children involved in crime or anti-social behaviour;
  - children who have not been attending school regularly;
  - children who need help;
  - adults out of work or at risk of financial exclusion and young people at risk of worklessness;
  - families affected by domestic violence and abuse; and
  - parents and children with a range of health problems.
- ✓ Families must have at least **two** headline problems.
  - ✓ Identification of headline problems is supported by a range of suggested indicators and referral routes.
  - ✓ There is local flexibility and discretion to include additional indicators to identify the headline problems.

There is recognition at a Combined Authority level that Troubled Families represents a significant cohort of the wider Confident and Achieving Manchester (CAM) public sector reform programme, and that key to the success of this will be a functional and effective integration with health and social care provision. The CAM work in GM is about taking the principles that underpin the Troubled Families programme (integrating and sequencing public services into bespoke packages of support, deploying evidence-based interventions with the greatest chance of success, working on a whole-family basis in order to change behaviour) and expanding the approach to cover more families and individuals who have multiple issues and are dependent on public services, many of whom have been previously covered by separate services, including primary and secondary healthcare provision. This will need to be underpinned by an education programme for both healthcare strategic leads and actual providers (directly delivered and commissioned).

Confident and Achieving Manchester aims to apply Troubled Families ways of working and

the principles of PSR for those cohorts that need an integrated, intensive response through:

- integration and co-ordination of public services;
- whole-family/whole-individual approach to changing behaviour; and
- use of evidence-based interventions to improve outcomes.

Confident and Achieving Manchester increases the demand on key partners to act as whole-family key workers for cohorts of families and individuals who may already be engaged with their core service offer, based on the Troubled Families model. A number of partners (Probation, Registered Providers, Big Life, schools) are now already doing this and managing more than 150 TF2 cases. The current phase of TF and the wider Confident and Achieving Manchester programme targets significant and sustained change to the lives of those engaged with services, as the core outcome. This is measured via an outcomes framework, which also forms the basis for the Payment by Results payment mechanism.

## **6. Improving people's mental health and wellbeing**

The headline outcomes for mental health and wellbeing by 2015 are:

- suicides in Manchester will be no higher than in 2010;
- people and communities will be doing more for themselves to improve their own mental and physical health and wellbeing;
- better access to, and improved outcomes from, low-level social support for people with mental health problems; and
- faster access to urgent care for people with mental health problems and shorter waiting times for hospital admission.

As a result of the Mental Health Improvement process (MHIP) for the city and the related delay in the development of the updated Citywide Mental Health strategy, the initial focus of this priority area has been on developing access to mental health support for local communities. This has been done through training for frontline staff and improving access to information and support for local people, including improvements in recovery-focused care planning.

There are a number of health, social and economic factors that have an impact upon suicide. The progress in relation to this outcome has been good. In contrast to the UK picture, the male suicide rate in Manchester has been going down consistently since 2010 and the most recent statistics show that the rate for 2013 (14.1 per 100,000 for Manchester) is the lowest it has been since 1995; this is higher than the England average of 10.7 per 100,000.

**Table 6.17**

Number of suicides (all ages) and injuries of undetermined intent (Manchester, 15+ only)

	Persons	Male	Female
2008	54	44	10
2009	59	45	14
2010	66	55	11
2011	65	48	17
2012	53	38	15
2013	38	30	8

Source: Public Health England based on Office for National Statistics mortality data.

**Current measures for involvement in care planning are:**

- percentage of service users who thought

their views had been taken into account when it was decided what was going to go into their care plan;

- percentage of people who were involved in their health and social care needs assessment; and
- percentage of care plan reviews circulated to service users.

Manchester Mental Health and Social Care Trust (MHSCT) audit service users with more serious mental health conditions who are part of the Care Programme Approach (CPA). For each quarter of the year there is an audit of people's response to the degree of their involvement in their care planning. For the final quarter of 2014/15, 86.67% of people agreed their care plans had been undertaken collaboratively. The separate figure relating to those people who received a copy of their care plan showed that for the whole year 2014/15, 87.6% of people were sent a copy of their care plan after its completion.

The Health and Wellbeing Strategy contains a key outcome in relation to training and support

for frontline staff and residents in mental health self-care, and supporting service users with their mental wellbeing, including the number of frontline staff and service users/residents who have undertaken learning in mental health self-care. Over the past year, we have built on the training programmes available for frontline staff, particularly the Connect 5 three-stage training, to better equip generic frontline staff with the skills to support people who suffer from emotional distress or mental illness. In the six-month period April to September 2014, 588 frontline staff attended Connect 5 and other mental health training delivered by the Health and Wellbeing Service commissioned by Public Health.

In 2013, an Enabling Self-Care programme was developed to support people to manage their own health, including mental health. Over 300 frontline staff have been trained, including social workers, community nurses and GPs. In addition, access to training and resources for local communities has improved. In the period April to September 2014, 180 local people attended the Boost programme to improve mental health and emotional resilience (6–8 week sessions) and 68 people attended mental wellbeing drop-in



sessions. Specific courses are also delivered for people with long-term conditions (Living Life to the Full and Reclaim Your Life).

### 7. Bringing people into employment and leading productive lives

People who are in work live longer, healthier lives. Better health outcomes will be achieved for the Manchester population if our health and care system plays its part in supporting people to move into and remain in work. Maximum economic growth cannot be achieved without a healthy population and a strong economy is essential if we are to realise the potential that employment has to improve the health of the local population. We need to focus not only on getting people into employment, but ensuring that those jobs support good health and enable career progression throughout the working life.

Work as a health outcome cuts across key areas of the Greater Manchester Devolution Agreement, particularly Work and Skills, Integrated Health and Care, and Reform. The work undertaken over the past year puts Manchester in an excellent position to realise the opportunities devolution brings.

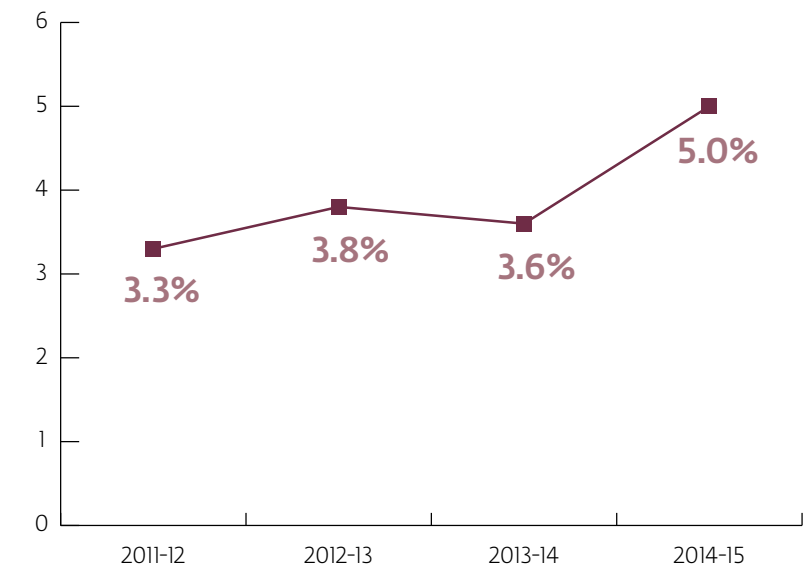
### Proportion of adults in contact with secondary mental health services in paid employment

The chosen measure for this priority area is the percentage of working-age adults (aged 18–69<sup>6</sup>) receiving secondary mental health services who are on the Care Programme Approach (CPA) and in paid employment at the time of their most recent assessment, formal review or other multidisciplinary care planning meeting. The measure is intended to monitor improved employment outcomes for adults with mental health problems, reducing their risk of social exclusion and discrimination.

The total number of Mental Health (MH) clients in paid employment has increased between 2013/14 and 2014/15, to 5% (Figure 6.22). We have already done good work with Manchester Mental Health and Social Care Trust to help these figures to continue to increase, and while this increase is positive, we can still do more to support citizens and increase these figures.

**Figure 6.22**

Adults in contact with secondary mental health services in paid employment



Source: ASCOF IF 2014/15

### Support people with learning disabilities into work initiatives and volunteering

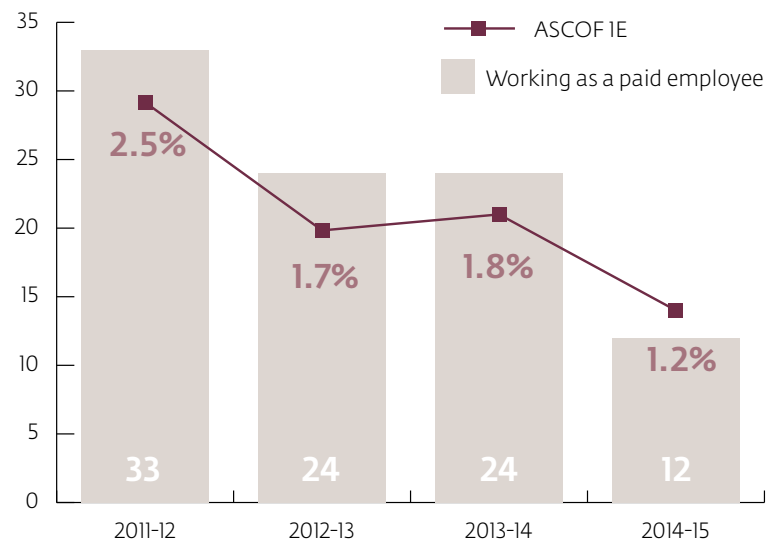
The total number of Learning Disabled (LD) clients in paid employment has fallen slightly between 2013/14 and 2014/2015 to 1.2% (Figure 6.23).

It has been a challenge in the current economic climate to support LD citizens into work, but the directorate is working with partners and citizens to support and improve these figures.

<sup>6</sup> Under the Public Health Outcomes Framework, the definition of working age adults includes adults aged 18-69 years.

**Figure 6.23**

Number and percentage of learning disabled clients known to CASSR in employment



Source: SALT statutory return 2014

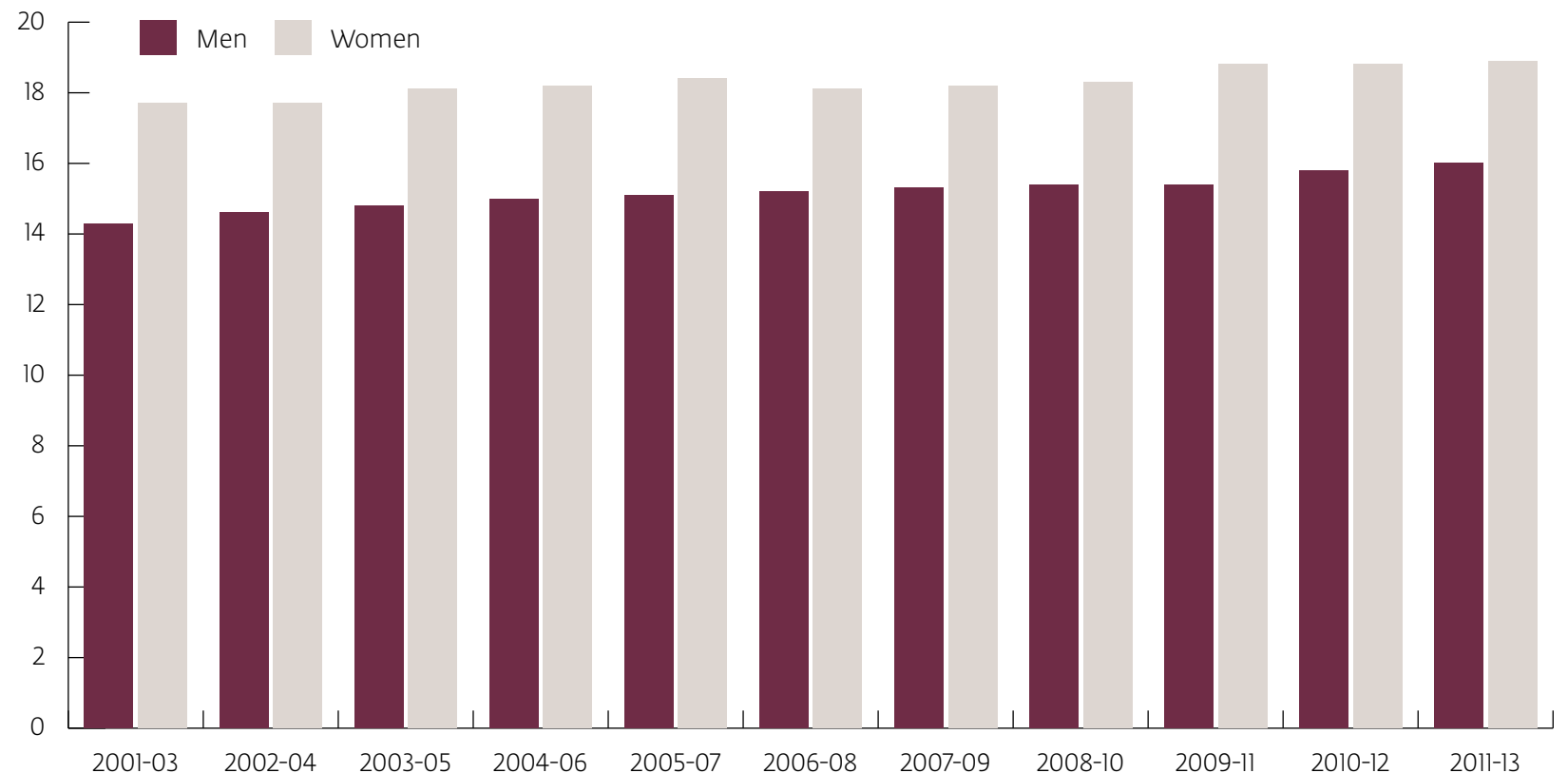
**8. Enabling older people to keep well and live independently in their community**

Life expectancy at 65 is a measure of the number of years a person aged 65 in an area can expect to live if they experience the mortality rates of that area for the remainder of their life. It is important to note that life expectancy is not a guide to the remaining expectation of life at a later age; for example, if life expectancy at 65 in a particular area is 15 years, it does not follow that people aged 65 living in that area can expect to live until the age of 80.

The latest data for the period 2011–13 shows that life expectancy for people aged 65 in Manchester was 16 years for men and 18.9 years for women. Over the period since 2001–03, life expectancy at age 65 in Manchester has increased by 1.7 years for men and 1.2 years for women, from a baseline of 14.3 and 17.7 years respectively (Figure 6.24).

**Figure 6.24**

Life expectancy at age 65 (in years) by gender, 2001–03 to 2011–13



Source: Office for National Statistics © Crown Copyright 2014



Over the period from 2001–03 to 2011–13, the absolute difference in life expectancy at age 65 between Manchester and the England average has widened from 2 years to 2.7 years for men and from 1.3 years to 2.2 years for women.

However, more recently, the life expectancy gap has narrowed from a peak of 3 years for men (in 2009–11) and 2.4 years for women (in 2008–10).

It is equally important to measure the quality as well as the expected length of life of older people in Manchester. A review of quality of life measures for older people is ongoing. One indicator of the quality of life of older people is disability-free life expectancy (DFLE) at age 65. This measures the number (and proportion) of years an older person might expect to spend free from disability in his or her future lifetime. This is based on data on limiting long-term illness collected in the 2011 census, together with mortality data and mid-year population estimates (MYE) for the period 2010–12.

Recent data for the CCGs in Manchester suggests that men aged 65 living in north Manchester can only expect to live around a third (33.2%) of their future life free from disability, while for females it is even lower at just

over 30%. This is much lower than the figures for England as a whole, where the proportion of remaining life spent disability-free for men and women is 47.3% and 42.2% respectively.

The Age-friendly Manchester programme supports healthy and active ageing in the city and works to reduce social isolation. The programme is structured around four priorities: supporting age-friendly neighbourhoods, developing age-friendly services, applying research and innovation to policy and practice in the city, and promoting engagement and involvement of older people in the decisions that affect their lives. Achievements over the past year include:

- launch of the Housing for an Age-friendly Manchester strategy, which is part of the Living Longer Living Better programme. It will promote advice and guidance for older people on housing options;
- securing Big Lottery Fund investment in the Ambition for Ageing programme, which will explore pilots to tackle loneliness and social isolation in three pilot areas in the city, as well as other Greater Manchester districts;

- publication of a Research and Evaluation Framework, which brings together evidence for partners on how to make a city more age-friendly; and
- launch of the Lord Mayor's Challenge, which encourages individuals and organisations in Manchester to pledge actions.
- Other measures in Community Strategy Delivery Plan

In addition to those described in the previous section, the following measures are routinely monitored as part of the Community Strategy Delivery Plan:

- alcohol-related hospital admission rate (per 100,000);
- All Age All-Cause Mortality (AAACM) rate per 100,000 – men and women;
- early estimates of proven reoffending rates for adult drug-misusing offenders;
- successful drug treatment completions for opiate clients;
- under-18 conception rate (per 1,000);
- self-reported levels of happiness;

- safeguarding and vulnerable adults;
- domestic violence;
- support for carers (under-18 and over-18, informal and formal);
- housing and related support.

The city's performance in relation to some of these key measures is described in more detail below.

### **Alcohol-related hospital admissions**

The alcohol-related hospital admission rate is based on admission episodes for a range of different diseases and injuries (including both primary and secondary diagnoses) in which the consumption of alcohol is estimated to play some part.

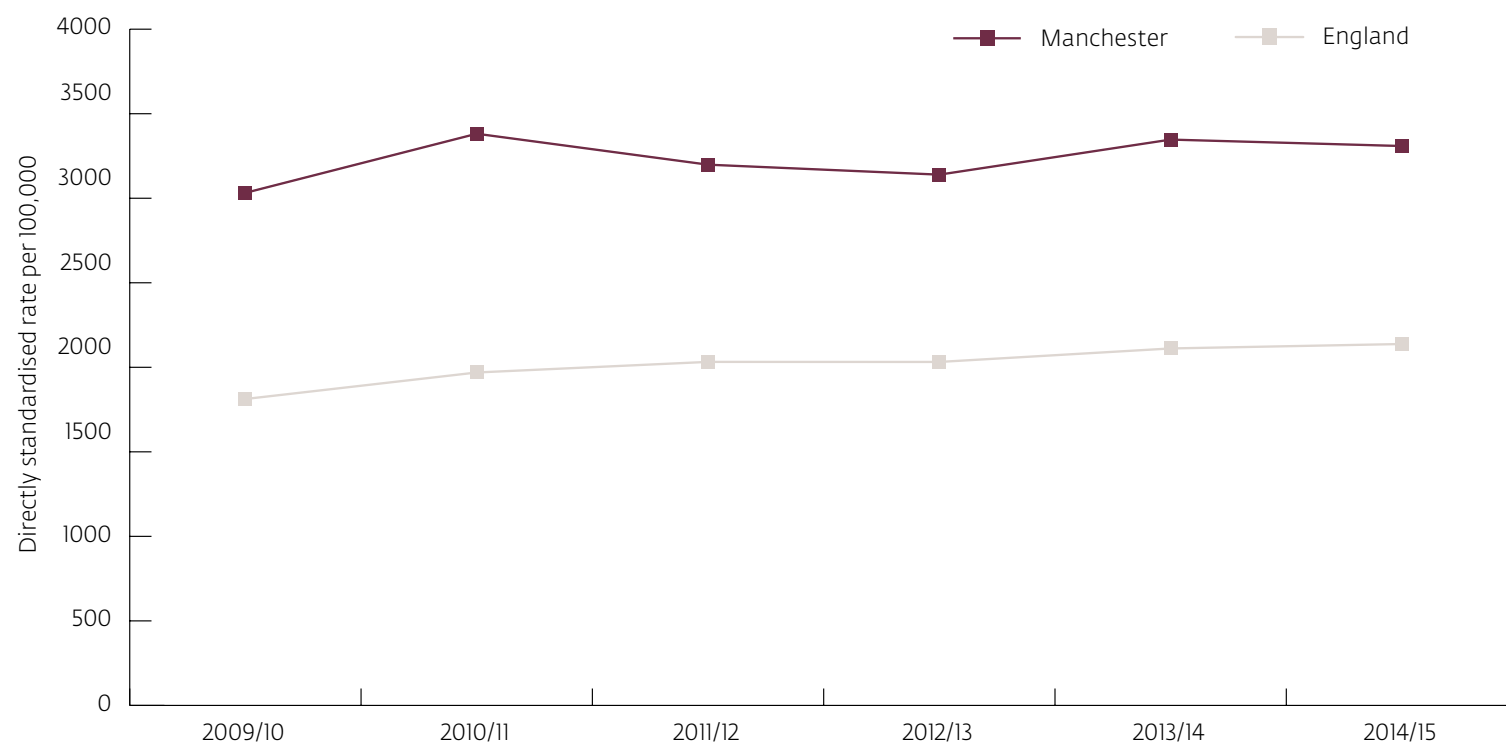
The latest provisional data for 2014/15 shows a slight reduction in the rate of admission episodes for alcohol-related conditions compared with the previous year (from 3,347 per 100,000 in 2013/14 to 3,309 per 100,000 in 2014/15). This represents a reduction of 1.1% (Figure 6.25). Despite this reduction, the alcohol-related hospital admission rate in Manchester is

9.1% higher than it was at the earliest data period (2009/10).

Readers should note that both annual and quarterly figures use the latest set of Alcohol Attributable Fractions (AAF) and the new 2013 European Standard Population (ESP). As such, they should not be compared with the figures quoted in the previous issue of the State of the City Report.

**Figure 6.25**

Admission episodes for alcohol-related conditions (broad measure), directly age-standardised rate (DSR) per 100,000, 2008/09 to 2013/14



Source: Public Health England (based on Hospital Episodes Statistics and ONS mid-year population estimates), September 2014. Successful drug treatment completions for opiate clients.

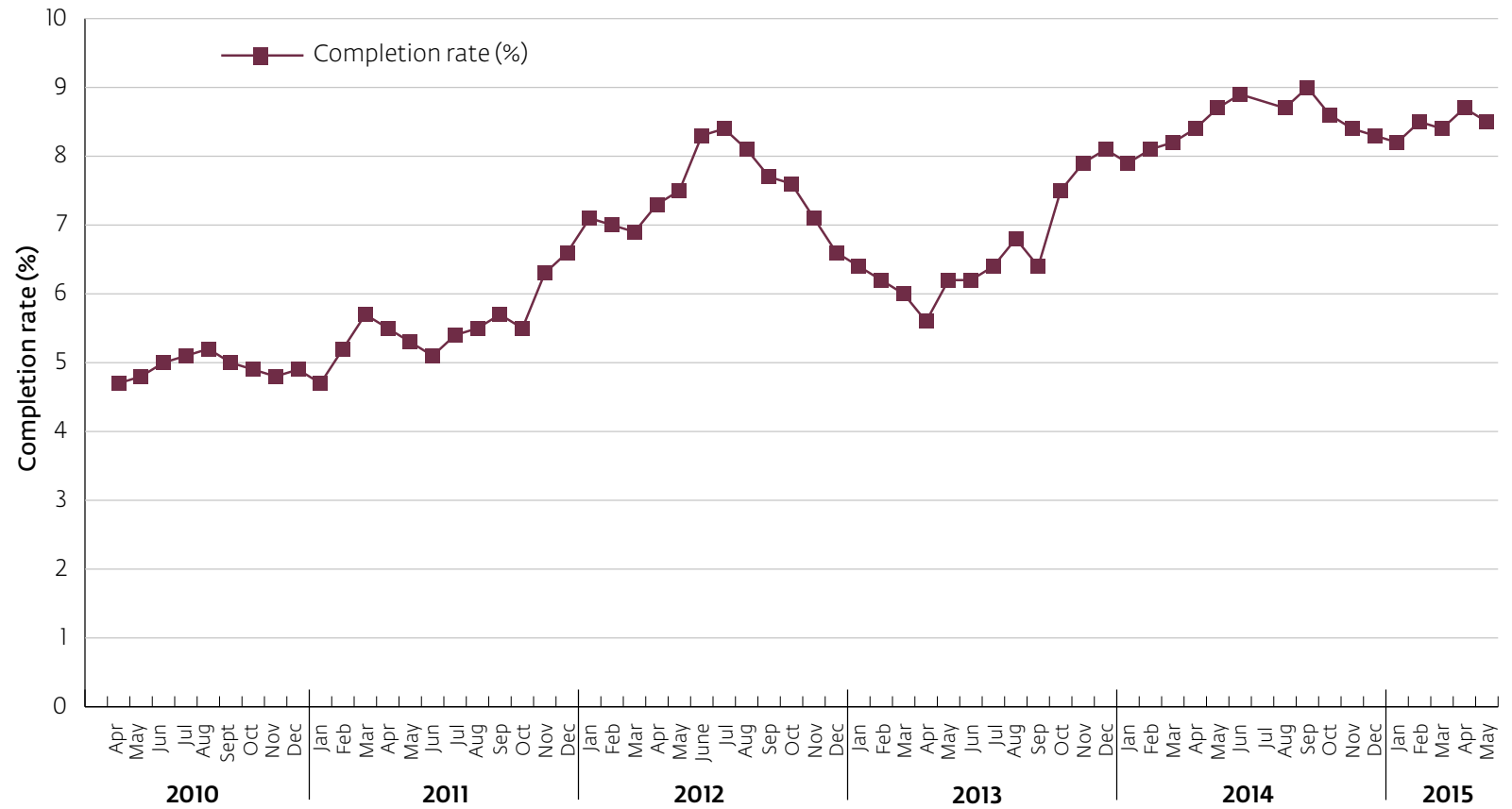
### Successful drug treatment completions rate for opiate rates (%)

Since April 2013, the rate of successful drug treatment completions for opiate clients has shown a steady progression towards the top quartile of areas. In April 2013, performance was 6%. The latest data (May 2015) shows that current performance stands at 8.5%, compared with the national average of 7.4% (Figure 6.26).

Performance has steadily improved over the past 12 months (whereas, nationally, performance has decreased). Manchester is now in the top quartile of comparator local authorities and local performance is above the national average.

**Figure 6.26**

Successful drug treatment completions for opiate clients (%), April 2010 to May 2015\*



\* The monthly performance reports (successful completions and re-presentations) have never been produced for July (or at least not since 2011/12). This is because there is no August submission of July data. Whereas, in previous years it might have been possible to create a fairly reliable approximation of what a July report would have shown, unfortunately it is not currently possible to do this for 2014/15.

Source: National Drug Treatment Monitoring System (NDTMS)

\* The monthly performance reports (successful completions and re-presentations) have traditionally not been produced for July (or at least not since 2011/12). This is because there is no August submission of July data. Whereas, in previous years it might have been possible to create a fairly reliable approximation of what a July report would have shown, unfortunately it is not currently possible to do this for 2014/15.

## **Criminal justice referrals to drug treatment and alcohol-related crime**

### **Alcohol**

Alcohol misuse can impact on individuals, families and communities in Manchester in a range of ways. While there have been reductions in the levels of crime and violent crime in the city, the links between alcohol and crime continue and many communities still perceive alcohol-related crime, disorder and antisocial behaviour to be a problem. Rates of alcohol-related crime in Manchester are decreasing, but still high compared to most other core cities (source: Local Alcohol Profiles for England).

**The Manchester Alcohol Strategy outlines a range of partnership responses aimed at reducing alcohol-related crime, disorder and antisocial behaviour. These include:**

- Improving access to alcohol early intervention and treatment: The Community Alcohol Team's Criminal Justice Linkworker service takes referrals from criminal justice agencies and provides evidence-based early interventions aimed at reducing increasing and higher-risk drinking and exploring how this impacts on other areas including offending behaviour. The team also provide an access point into other treatment interventions for clients referred from the criminal justice system and support the delivery of Alcohol Treatment Requirements for Probation clients. A pilot to offer alcohol brief interventions to individuals given Penalty Notices for Disorder is currently in development.
- Ensuring alcohol is sold responsibly: A range of activities is delivered by partners, including the police, health and Local Authority. These include providing training for licensees to ensure that they are aware of the law and good practice for the sale of alcohol, carrying

out intelligence-led test purchase and enforcement activity (including test purchasing to address underage and proxy sales), and voluntary responsible retailing initiatives such as suspending alcohol sales before key local football matches, and 'reduce the strength' campaigns.

### **Young people**

Manchester's young people's substance misuse treatment service, Eclipse, works with young people under the age of 19. The majority of young people who access the service are using alcohol and cannabis, either alone or in combination. In 2012/13, 27% of young people in contact with the Youth Offending Service (YOS) were assessed as having substance misuse linked to their offending behaviour. In 2013/14, Eclipse and the YOS ran a pilot scheme to provide out-of-court disposals for young people with substance-misuse issues. This resulted in 89 young people receiving brief interventions for substance misuse, with 12 of them being referred into specialist substance misuse treatment.

## Drugs

High-quality drug treatment services help drug misusers tackle their dependence and contribute productively to society. This results in crime reduction in addition to improved health and quality of life. RISE is the adult drug treatment service in Manchester. With a focus on recovery, it works in partnership with criminal justice agencies to engage drug misusers in structured drug treatment services.

### **The progress through treatment for criminal justice clients during 2012/13 can be demonstrated as follows:**

- opiate clients – 378 engaged in structured treatment, 20 successfully completed treatment, none re-presented;
- non-opiate clients – 84 engaged in structured treatment, 40 successfully completed, none re-presented.

The lack of re-presentations is a positive sign, particularly given the focus on recovery, and overall the rate of successful drug treatment completion for opiate clients in Manchester is increasing.

Across the criminal justice system, cannabis is

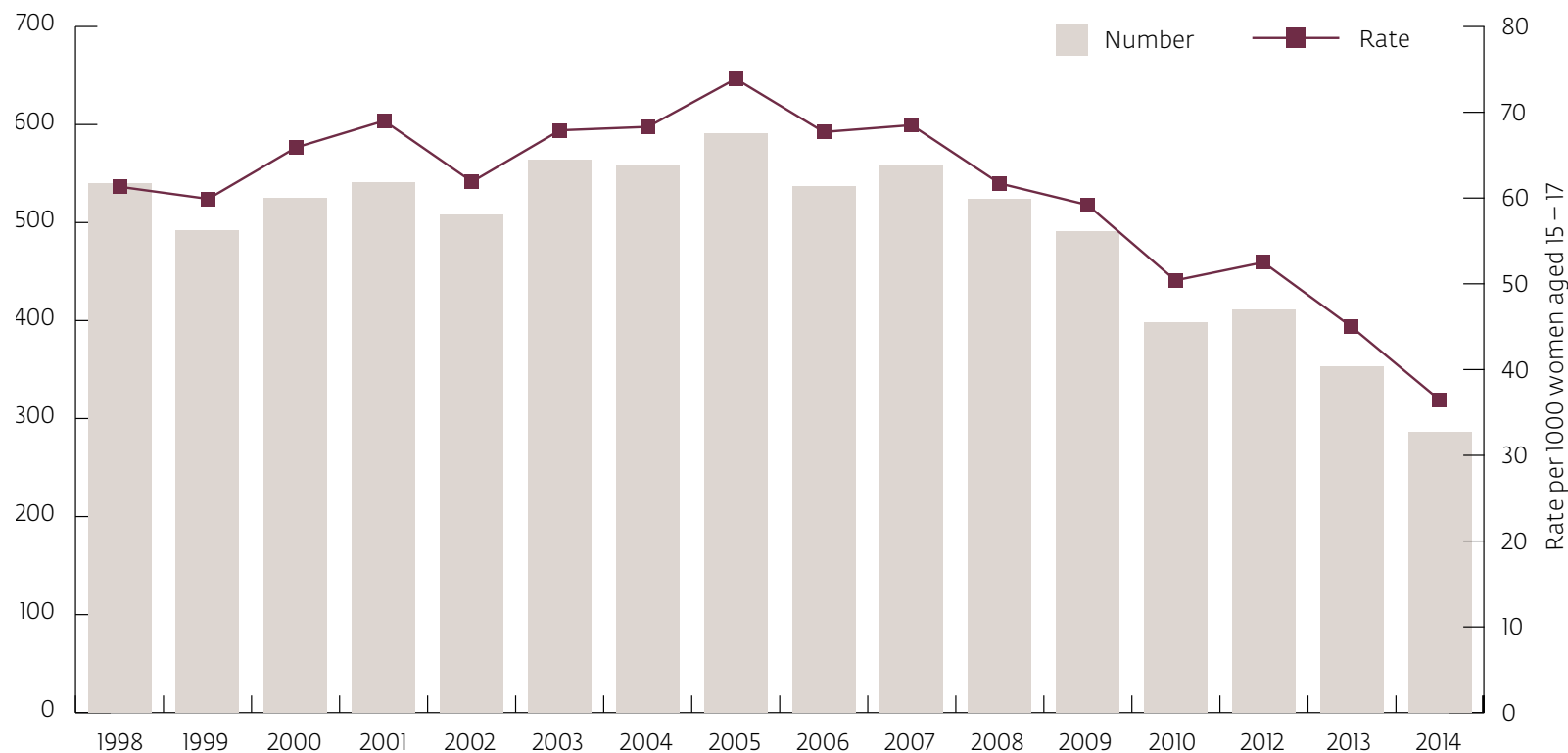
reported as a commonly used substance, causing harm to individuals and society where consumption is linked to antisocial behaviour or acquisitive crime. In relation to offenders at the highest end of using cannabis or associated synthetic cannabinoids, Greater Manchester Probation Trust (GMPT) in partnership with RISE provide the court with an option to sentence to a Drug Rehabilitation Requirement (DRR). The success rate has been high, with only one breach.

### **Under-18 conceptions**

The latest data shows that the under-18 conception rate for Manchester fell from 45 per 1,000 in 2012 to 36.5 per 1,000 in 2013 – a decrease of 19%. The number of under-18 conceptions also fell from 353 in 2012 to 286 in 2013 – a reduction of 19% (Figure 6.27).

**Figure 6.27**

Under-18 conception rate per 1,000 women aged 15–17 years, 1998 to 2013



Source: Office for National Statistics © Crown copyright 2015

Manchester continues to have one of the highest under-18 conception rates in England, but compares fairly well with a number of other local authorities, including Leeds (31.6), Liverpool (34.1), Nottingham (37.5) and Blackpool (41.7).

The under-18 conception rate for Manchester peaked at 73.8 per 1,000 in 2005. Since then, there has been a steady downward trend and the rate for 2013 is 51% lower than for 2005. The under-18 conception rate for Manchester in 2013 is now lower than the 1998 baseline (36.5 per 1,000 compared to 61.3 per 1,000) – a fall of 40%. Over the same period, the number of under-18 conceptions in Manchester has fallen by 47%.

In 2013, 52% of under-18 conceptions in Manchester resulted in a live birth compared with 48% that ended in abortion.

**Satisfaction/belonging/community surveys**

During 2014/15, Adult Services had 523 customer satisfaction forms returned by customers who had had an assessment or reassessment. Of the responses received, 100% rated the member of staff as Good or Excellent, 100% were Very Satisfied or Satisfied with the assessment service; of the 198 respondents who rated how



satisfied they were with the care and support service they received, 97% were Very Satisfied or Satisfied.

### **Safeguarding and vulnerable adults**

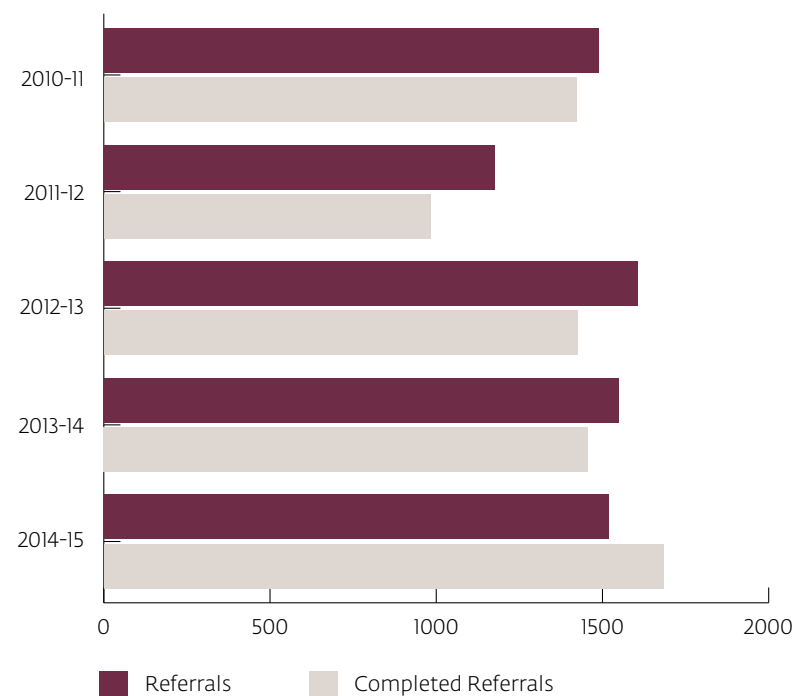
Safeguarding vulnerable adults who may be at risk is a critical function. Danger may lie in physical, emotional or financial abuse, neglect, or the withholding of proper care. Safeguarding issues can arise in the home, in the community, in residential or nursing care, or in hospitals. The Safeguarding Adults Service supports the development of robust policies and procedures for internal and external service providers, to ensure the safety of vulnerable adults. Our three North, South and Central city leads provide expert advice for professionals and members of the public around all aspects of safeguarding vulnerable adults. Part of their role is to support social care professionals investigating allegations of abuse and protecting vulnerable adults from harm and exploitation, and co-ordinating a multi-agency approach to safeguarding investigation and preventative strategies.

In April 2013, Deprivation of Liberty Safeguarding responsibility transferred from health to the local authority. This extended the roles for assessments of deprivation of liberty within community settings and included assessing the nature and extent of deprivations of liberty on a case-by-case basis, authorising deprivation of liberty where appropriate and completing the legal process to ensure these decisions are within the appropriate legislation. These responsibilities sit within the adults safeguarding team and report through the Director of Public Health to the Strategic Director for Families, Health and Wellbeing.

In 2014/15 there has been a small decrease in the reported number of referrals (i.e. cases progressing to an investigation). Referrals have decreased by 2% from 1,550 to 1,519. The number of completed referrals has increased 15.5% from 1,457 in 2013/14 to 1,683 in 2014/15 (Figure 6.28).

**Figure 6.28**

Number of individuals for whom a safeguarding referral has been made



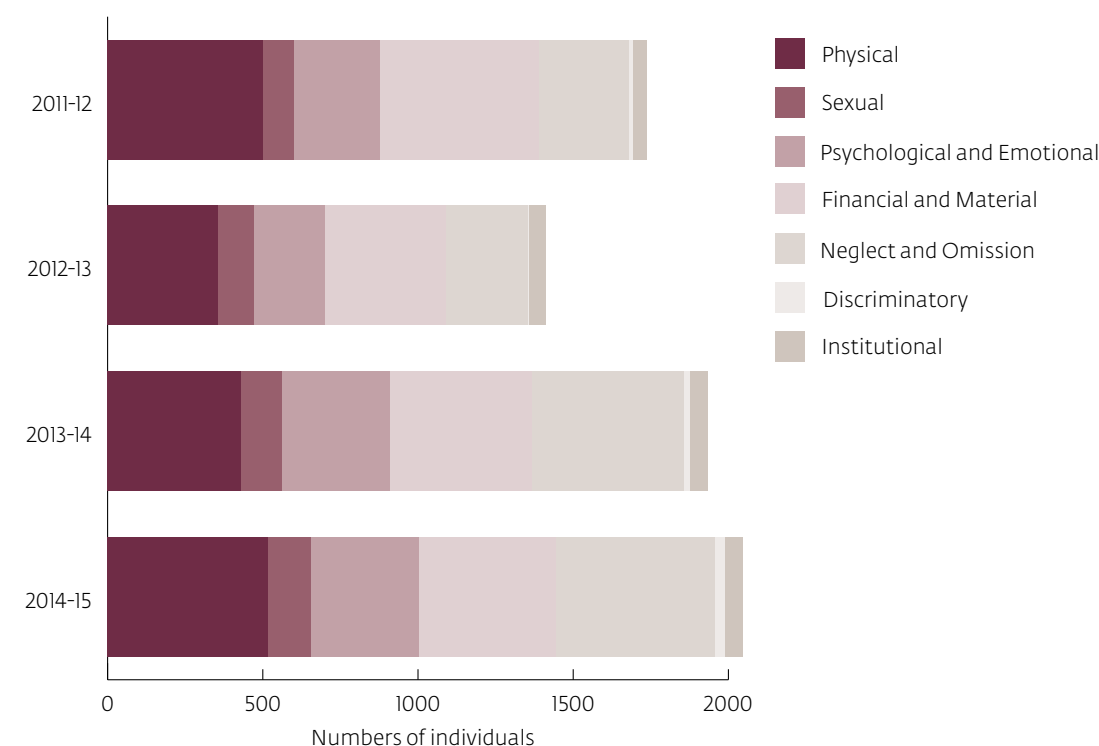
	YEAR				
	'10-11	'11-12	'12-13	'13-14	'14-15
Completed referrals	1422	982	1424	1457	1683
Referrals	1488	1177	1606	1550	1519

Source: Safeguarding statutory returns, 2014/15

Across the range of abuse types, there has been an increase in each area on average of up to 5%, the most of which is for physical (20%), comparing 2013/14 and 2014/15. Financial has fallen by 5% (Figures 6.29 and 6.30).

**Figure 6.29**

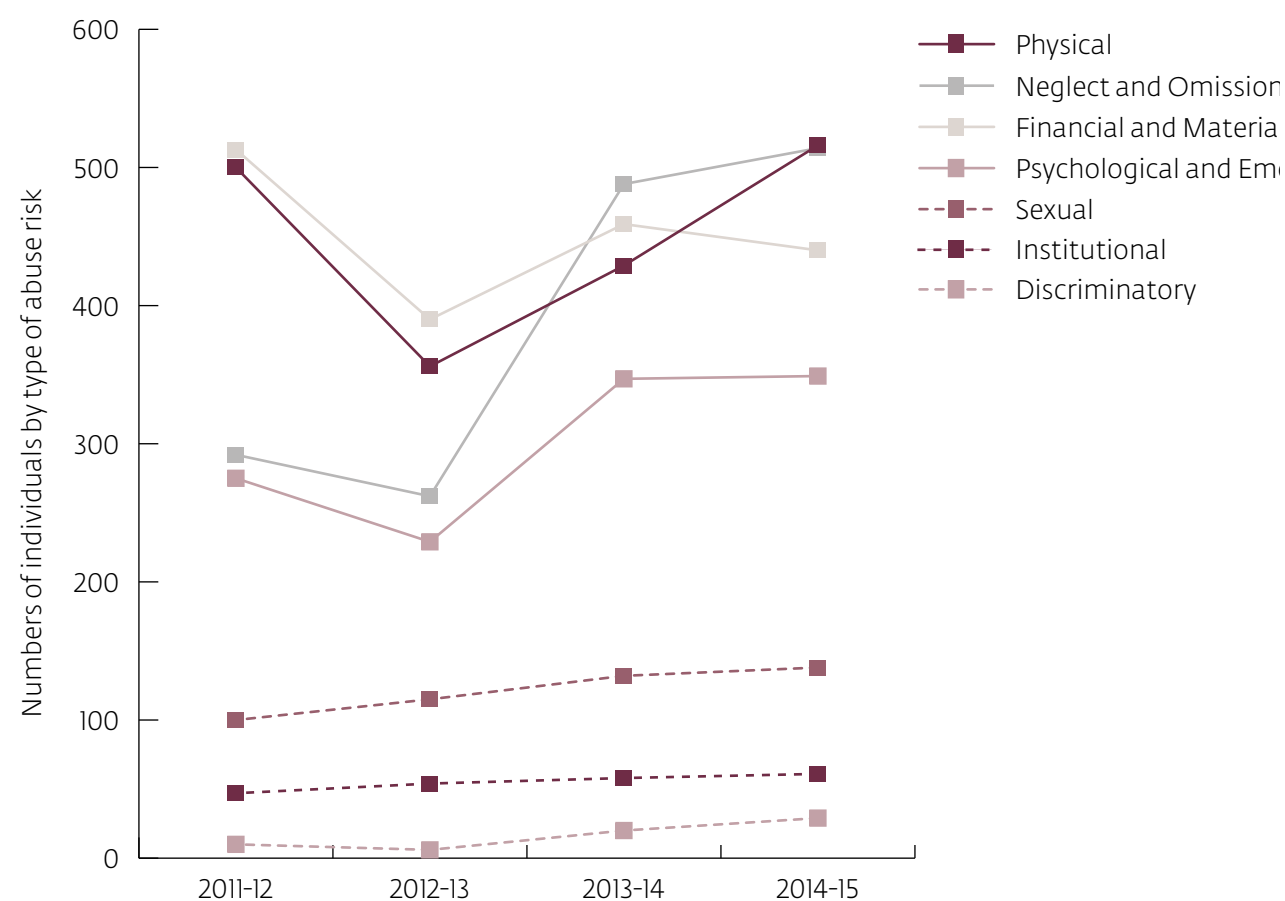
Referrals by nature of abuse (1)



Source: Safeguarding statutory returns, 2014/15

**Figure 6.30**

Referrals by nature of abuse (2)



Source: Safeguarding statutory returns, 2014/15

### Domestic violence

Domestic violence and abuse has been a key priority for the city for many years. We want to improve the life outcomes and independence for people affected by domestic violence and abuse, particularly victims/survivors, whether these are adults or young people. Manchester does not and will not tolerate domestic violence and abuse. Adult victims/survivors have told us that we are good at protecting and supporting them in a crisis; however, we want to help them as part of early help work and not just in a crisis. Similarly, we want to continue to work with them after any crisis to help them recover and move forward with their lives. We also need to work with children and young people to help develop healthy dating habits in adolescence and provide appropriate support if they have been secondary victims of abuse from a parent at home. In order to protect all current and potential future victims of domestic violence, we must work with perpetrators as well to both challenge and change their behaviours.

We work with agencies in the Community Safety Partnership to deliver a multi-agency approach to prevent and reduce domestic abuse. This is to ensure that reports are

investigated effectively to bring offenders to justice and to give victims the confidence to report incidents and keep them safe from further risk of harm.

The existing Strategy 2010–14 has been reviewed in the light of our work as a Cabinet Office Delivering Differently area. Our new Strategy 2015–2020 will build on the success of our work to date, while acknowledging more needs to be done. The refreshed strategy will strongly align with the refreshed Early Help Strategy, the Community Safety Partnership Strategy and the Public Service Reform programme.

Domestic violence and abuse in Manchester impacts on many households and families where children live and some of these families report incidents to the police. Between April 2013 and March 2014, the number of domestic abuse crimes reported by residents of the city of Manchester increased by 7% compared with the same period the previous year, from 2,645 to 2,830 crimes. Of these, 76.4% were linked to violent crime. However, it is documented in peer-reviewed research journals that someone may have been physically assaulted (including

sexual assault) more than 35 times before they call the police.

It is estimated in Manchester that during 2014/15 circa 2,000 victims did not call the police; they called a helpline, told their GP, or told their midwife. All midwives and a sixth of our GP practices are set up to screen for domestic violence and abuse. If systems and processes are put in place to identify earlier, families will not wait to be assaulted an average of 35 times before they seek help by dialling 999.

Domestic violence and abuse is an issue that is prevalent in our child protection work. In 2014, 880 children and young people were on a child protection plan that had domestic abuse as a feature.

From April 2014 to March 2015, there were 786 applicant households accepted to receive support from our homelessness service; 172 (21.9%) of these applications were due to domestic abuse involving a partner. If including 'violent breakdown of relationship involving associated persons', which includes domestic violence other than that committed by a partner, this rises to 298 cases, or 38% of the total.

The October 2014 evaluation of Troubled Families shows that of the existing 2,459 identified troubled families, 83% have a presenting domestic violence and abuse need. Almost 67% of these also present with alcohol misuse and 77% with substance misuse.

### **Drivers for change**

Via our extensive work under Delivering Differently we have identified a great many drivers for change to improve our offer for domestic violence and abuse.

### **Victims told us what they want**

Victims told us that we do not help them enough to recover and move forward once the domestic violence and abuse stops. Victims/survivors want better support for emotional recovery. They also told us they want to work and retrain. Financial independence is a vital component of their recovery. Poverty has meant some people stayed in a violent relationship as they did not know where they could live if they left. If they stayed in refuge accommodation, they were surprised they had to live there so long before being rehoused.

**Perpetrators told us what they want**

Perpetrators told us they want access to community-based programmes to help them both understand and change their behaviour. Some had asked for help from GPs and advice bureaux and had received none, which led to their abusive behaviours escalating in severity. They were also strongly motivated to change by both access to their children and what their children perceived the issues to be.

**An improved infrastructure to understand both risks and need**

We need much better risk assessment tools to understand the different typologies of perpetrators in the community. At the moment we rely on the victim's perception unless the perpetrator has a community order and has been through the criminal justice system, which is a statistically small proportion.

**Simple, clear, integrated routes into and within support for those affected by domestic violence and abuse**

The VCS helpline spends 40% of its time answering calls from workers who want to help a family, but do not know how to access appropriate services and support. We have

been mapping workforce training needs and developing training materials with clear referral pathways for workers to sit alongside existing awareness-raising training.

**New ways of working**

We need to ensure that we can make the most of the Devolution Agreement and reform work for public, voluntary and community services to help remodel our domestic violence and abuse offer.

**Sharing learning from people who have died as a result of domestic violence and abuse**

Domestic Homicide Review Cases and Serious Case Reviews where domestic violence and abuse was a feature need to have one place where learning is shared.

**Better use of public money to challenge domestic violence and abuse**

We know our specialist services cost £6million, but we have found we are spending £23million on domestic violence and abuse as we are dealing with it in child protection, early years, early help, troubled families, adult social care and homelessness.

**An evaluation culture so we can better understand what is working and why it is working**

The current levels of evidence for domestic violence and abuse work are weak. This can be explained by a lack of investment nationally and locally into interventions that do not lend themselves to randomisation. We need to develop a better evaluation culture that includes ongoing reviews of what the person affected wants and what the worker thinks either helped or hindered their ability to support a family that asked for help.

**A framework of reporting**

We need to move away from binary reporting on police reports for domestic violence and abuse as being the best and only figures to rely on for prevalence reporting and target-setting. In addition to police reports, we need to develop a consistent framework that continues to capture the approximately 2,000 people who call a helpline direct, tell their GP, midwife or school if we want to move towards an early help approach for domestic violence and abuse.

### **To anchor sexual abuse and violence between adults within domestic violence and abuse work**

We know from peer-reviewed research that 90% of rapes are committed by either partners or ex-partners. It is not a different issue from domestic violence and abuse, and we must help victims recover better in our work. Victims told us they want to have a sense of justice in moving forward with their lives if they have been affected by rape.

### **To open our services when the public need our help**

For the past three years, the peak times when victims are most likely to call the police to report domestic violence and abuse across Greater Manchester are on Saturdays and Sundays, when most community support services for victims are closed. The peak times of the year for reporting are January and May–July. For every 1 degree rise in temperature, there are four more victims who call the police. We need to take weather, days of the week and months of the year into account when planning and commissioning services for victims/survivors. There is no direct correlation between any international sporting event and

reports to police for domestic violence and abuse in Manchester. However, there is anecdotal evidence there may be greater reports on Manchester football derby days.

### **To pursue an inclusive approach for those whom domestic violence and abuse affects**

We need a dynamic range of imagery and voices in our awareness campaigns and self-help materials so that they mean something to the diverse range of people affected by domestic violence and abuse. The materials need to be developmentally age-appropriate and take account of different types of intimate partner relationships.

Over the next 12 months, the domestic violence and abuse offer for the city will continue to be remodelled to better align with wider public service reform work and the Ofsted Improvement Plan.

The refreshed Domestic Violence Abuse Strategy will be owned and governed by the Community Safety Partnership. The Domestic Violence and Abuse Forum includes more than 60 stakeholders of statutory, voluntary sector and higher education partners who both inform

the strategy and help to deliver it as part of our commitment to co-production with our partners.

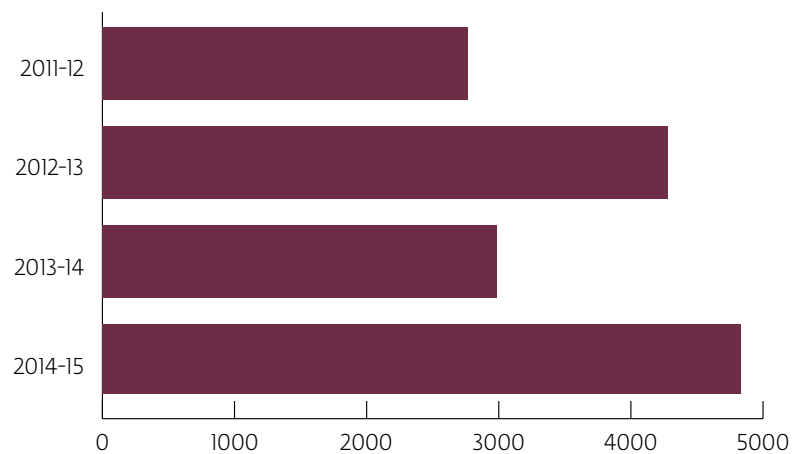
### **Support for carers (under-18 and over-18, informal and formal)**

Carers' services help carers to continue to support their families/relatives in their own communities. Families are supported so that young carers do not have to take on inappropriate caring roles. Services also enable carers to balance caring with a life of their own; carers are able to have a social life and to use leisure, learning and other local services. Carers have access to an Emergency Card, ensuring they and the families/relatives they care for continue to feel safe in their own homes.

Statutory return figures for 14-15 show that there are 6,230 carers, caring for 6,096 people. Of these, 0.5% are under 18, 73.3% are 18-64, 23.9% are 65-84, and 2.3% are 85 or older.

**Figure 6.31**

Number of carers with self-directed support and/or direct payments



Source: SALT statutory returns, 2014/15

Of 6,230 carers assessed, 4,830, or 77.5%, received a direct payment or individual budget in 2014-2015.

Direct payments are cash payments given to individuals to pay for community care services that they have been assessed as needing. The intention is to give them greater choice and control in their care services. The payment must be enough to enable the individual to buy services to meet their needs. The payments must only be spent on the services identified in their support plan. A direct payment gives a responsibility to the person receiving it to

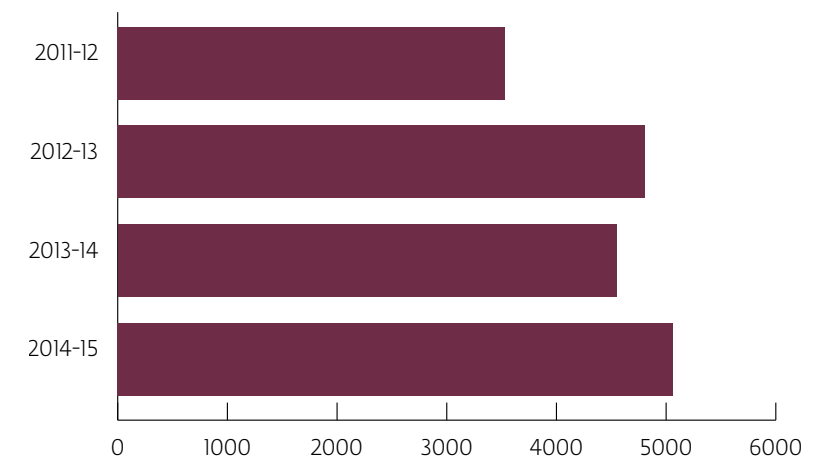
employ people, often known as personal assistants, or to buy services for themselves from established care agencies.

A personal budget is a pot of funding given to people after an assessment which should be enough to meet their assessed needs. People can either take their personal budget as a direct payment (while still choosing how their care needs are met and by whom), or leave the Council with the responsibility to buy the services on their behalf. People can also choose to go with a combination of the two. As a result, personal budgets provide a potentially good option for people who do not want to take on the responsibilities of a direct payment.

This underpins our drive to give our citizens the opportunity to choose what services they commission and from whom.

**Figure 6.32**

Number of carers receiving different types of services provided or commissioned by the CASSR as an outcome of an assessment or review



Source: SALT statutory returns, 2014/15

The ASCOF is a suite of Adult Social Care performance measures that collectively report how well each Local Authority is performing in a number of areas. This is a national framework and enables performance in key areas of adult social care to be compared across different local authorities and over different periods of time. A number of measures within the ASCOF framework are derived from data collected within the biannual carers' survey (Table 6.18).



**Table 6.18**

Carers survey in relation to the ASCOF measures

ASCOF Measure	Description	Type of measure	Direction of success	RESULTS						
				2014-15		2012-13			North west average	
				Manchester City Council		Manchester City Council		England average		
1D	Carer reported quality of life	Composite – derived from six questions	Higher is better	8	↔ No change	8	↓ -0.1	8.1	↓ -0.2	8.2
1L2	Proportion if carers who reported that they had as much social contact as they would like	Single – derived from two answers	Higher is better	40.5%	⊘	New measure	⊘	–	⊘	–
38	Overall satisfaction ('extremely' or 'very') of carers with social services	Single – derived from two answers	Higher is better	41.7%	↓ -1.41%	43.11%	↓ -1%	42.7%	↓ -3.7%	45.4%
3C	The proportion of carers who report that they have been included or consulted ('always' or 'usually') in discussions about the person they care for	Single – derived from two answers	Higher is better	71.6%	↑ 0.94%	70.66%	↓ -1.3%	72.9%	↓ -2.2%	73.8%
3D*	The proportion of citizens and carers who find it easy ('very' or 'fairly') to find information about services	Composite – combined Carers and Adult Social Care Surveys	Higher is better			70.7%	↓ -0.7%	71.4%	↓ -2.1%	72.8%
3D2	The proportion of carers who find it easy ('very' or 'fairly') to find information about services	Single – derived from two answers	Higher is better	73.3%	↑ 6.44%	66.86%	⊘	New measure	⊘	New measure

Source: Carers survey, 2014/15

**Housing and related support**

Housing-related support funding provides short-term and long-term housing-related support for around 14,750 people across 21 customer groups at any one time. Those supported include people with mental ill health, older people, survivors of domestic abuse, single homeless people, homeless families, people with learning disabilities, offenders, vulnerable young people (including 16- and 17-year-olds), care leavers, young single parents, and people with substance-abuse issues. Many people who are supported also experience social exclusion and may live chaotic lifestyles.

Key objectives include early intervention and prevention, and working with each individual to help them establish and maintain independent living. Each person agrees a support plan with their provider, and they receive support with various aspects of their life, which helps them achieve independence. People are supported to engage with healthcare services, comply with statutory orders, and develop the skills needed to live independently; they are also helped into education, training and employment.

The percentage of people receiving short-term

services supported to move from temporary accommodation to permanent accommodation in a planned way remained stable at 75.22%. Housing-related support helps 98.05% of its customers receiving long-term and floating support services to live independently in the community.

## Conclusion

A key feature of the Health and Wellbeing Board has been to create an effective partnership structure across Children, Families and Health, and provide shared leadership to improve health and wellbeing, from the early years to the older years. A strong element of this work has been developing relationships between individual leaders as well as organisations, a number of which are newly formed.

The analysis section above shows significant improvements have already been achieved for Manchester residents of all ages in meeting the priorities. For example:

- Pupil attainment is rising faster in Manchester than the national average, despite the challenges relating to deprivation. Absences from school have fallen and pregnancies in the under-18s have reduced.

- Although Manchester has one of the highest rates in the country of looked after children, the number of children looked after has decreased over the past five years.
- Intervention and prevention, re-ablement, and services that better serve people's needs in the community have resulted in fewer adults and older people choosing to go into residential or nursing care compared with other local authorities.
- The Troubled Families programme has shown that the model is working at the projected level, and measures show that levels of mental wellbeing have improved.
- The under-18 conception rate for Manchester has fallen significantly and is now 40% lower than the 1998 baseline (36.5 per 1,000 compared to 61.3 per 1,000).

## Forward look for 2015/16

There will continue to be significant change across the health and social care system, as new arrangements are set up to implement the Devolution Deal. Manchester's Health and Wellbeing Board will need to be at the forefront of these changes and developments, and to

ensure that Manchester has the focus and capacity to drive forward health and social care integration in Manchester as part of the wider Greater Manchester context. It will also be important that the refreshed Health and Wellbeing Strategy is closely aligned to the devolution work streams, and in particular that there is a strong focus on financial sustainability.

Manchester is already progressing health and social care integration through the Living Longer Living Better (LLLb) programme, which is a key element of the city's Health and Wellbeing Strategy. LLLb is working towards a One Team place-based care model that outlines the transformation needed to enable the delivery of a new community-based care system by 2020. The One Team model will see existing social care services, community primary and secondary health care services, and community mental health services integrate on a neighbourhood place level, working toward shared-outcome goals. Place is defined geographically and the intention is to have 12 local teams within the city, each covering a population of approximately 40,000–50,000. It may not be practical to deliver some aspects of the model at such a local level; for example, where services require highly

specialist infrastructure and/or staff. For this reason, some services will be established at the CCG level (three teams) and some at the city level (one city-wide team). The intention is to provide service at the most local level possible. Where services are delivered on a larger scale they will be geared towards supporting local teams.

More broadly, there will continue to be a major shift in the focus of services towards prevention of problems and intervening early to prevent existing problems getting worse across the whole life course. This will:

- maximise the city's available resources through a clear prevention and early intervention strategy and supporting investment plan;
- place progressive universal services and early help at the heart of strategic planning for education and skills across the city;
- look at developing further peer support and support networks to provide opportunities for people to live in their own community, and provide opportunities to learn new skills and gain confidence;

- research the development of support pathways based in communities to complement statutory services and allow access for individuals to move on to independence; and
- develop new investment and delivery models that will improve outcomes for citizens, including people with learning disabilities, troubled families, and families needing support to enable them to be more independent in the future.

# Environment and climate change

## Introduction

This chapter brings together five interconnected environmental areas that have cross-cutting objectives and benefits for the city:

- Climate change
- Land (green Infrastructure, biodiversity and contaminated land)
- Air quality
- Waste and recycling
- Street cleansing, including fly-tipping.

As set out in the Community Strategy<sup>1</sup>, Manchester's vision is to be a world-class green city, with successful neighbourhoods whose prosperity is environmentally sustainable. The five environmental areas in this chapter each include indicators that demonstrate where progress is being made towards this vision. These include 88% of state schools being eco schools, 38 Sites of Biological Importance, and more than 1,600 carbon literate citizens in Manchester.

## Climate change

Manchester is committed to becoming a low-carbon city by 2020, and has set out its vision

and headline actions in its climate change action plan Manchester – A Certain Future (MACF). MACF was launched in 2009, updated in 2013, and a new plan for 2016–20 will be published next year. MACF is overseen by an independent steering group, which published its 2015 annual report in July ([www.manchesterclimate.com](http://www.manchesterclimate.com)).

MACF aims to reduce the city's CO<sub>2</sub> emissions by 41% by 2020 (from a 2005 baseline), develop a 'low-carbon culture' in the city, prepare for and adapt to a rapidly changing climate and help to facilitate a quick transition to a low-carbon economy. Making progress towards, and achieving, these objectives offers a multitude of opportunities and benefits for our residents and businesses, including energy cost savings, new low-carbon skills and jobs, improved health and wellbeing, and more energy-efficient homes.

MACF has five themes of activity (buildings, energy, transport, sustainable consumption and production, and green and blue infrastructure), with progress measured against the four objectives using a set of indicators included in the MACF Annual Reports and accompanying MACF Dashboard<sup>2</sup>.

## CO<sub>2</sub> reduction

Manchester's progress against its target to reduce carbon emissions by 41% by 2020 is measured using data from the Department of Energy and Climate Change (DECC)<sup>3</sup>. The latest local-authority-level data available from 2012 showed that Manchester achieved a 10.2% reduction in CO<sub>2</sub> levels against the 2005 baseline (table 7.1). A 20.3% reduction by 2014 has been estimated by the MACF CO<sub>2</sub> Monitoring Group using available national datasets.

<sup>1</sup> Progress against Community Strategy targets is reported in the Community Strategy Performance Dashboard (see [www.manchester.gov.uk/manchesterpartnership/downloads/file/313/community\\_strategy\\_dashboard\\_q4\\_1314](http://www.manchester.gov.uk/manchesterpartnership/downloads/file/313/community_strategy_dashboard_q4_1314)) and the Authority Monitoring

<sup>2</sup> [www.manchesterclimate.com](http://www.manchesterclimate.com) Report (see: [www.manchester.gov.uk/downloads/download/972/author](http://www.manchester.gov.uk/downloads/download/972/author)).

<sup>3</sup> DECC Local Authority CO<sub>2</sub> Emissions Estimates 2005–12

**Table 7.1**Direct CO<sub>2</sub> emissions for Manchester

	Tonnes	% reduction on baseline	Per capita emissions (t)	% per capita change on baseline
2005	3,278.4		7.2	
2006	3,368.0	2.7%	7.3	1%
2007	3,236.4	-1.3%	6.9	-4.4%
2008	3,226.5	-1.6%	6.8	-6.1%
2009	2,885.8	-12%	6.0	-17.1%
2010	3,026.5	-7.7%	6.1	-14.6%
2011	2,745.2	-16.3%	5.5	-24.1%
2012	2,944.8	-10.2%	5.8	-19.9%
2013*	2,858.7	-12.8%	5.6	-22.7%
2014*	2,614.2	-20.3%	5.0	-29.9%

\* Estimated

Source: Department for Energy and Climate Change (2005–12 and MACF Annual Report 2015 (2013 and 2014 estimates))

Manchester's carbon emissions are reducing. However, the city must become more energy and fuel-efficient and generate more low-carbon and renewable energy in order to meet our 2020 41% target. Manchester's emissions are partially affected by factors over which the city has limited control, including the carbon intensity of the National Grid and the state of the economy. However organisations and

individuals can still make a difference through measures including low-carbon energy generation and installing energy efficiency measures, and the Council is supporting the MACF Steering Group and a range of partners to facilitate, develop and deliver low-carbon programmes and initiatives.

The Government's incentive scheme for local renewable energy generation – the Feed-In Tariff – measures the uptake of renewable energy installations. There were 327 installations in 2014, bringing the total to almost 3,000 installations in the city to date (which is slightly below the Core Cities average of 3,260). However, the uptake is heavily influenced by the level of tariff available and may be affected by scheduled reductions set by the Government.

There were both national and local programmes operating in Manchester last year aimed at making our homes more energy-efficient, including Manchester's Home Energy Loans, which are a partnership between the Council and Manchester Care & Repair, and the Greater Manchester Green Deal and ECO delivery framework. The National Energy Company Obligation (ECO) programme targets

areas with houses with poor energy efficiency, with 10,145 ECO measures installed in Manchester in 2014. The national Green Deal programme, which helps householders make energy-saving improvements, was launched in 2013, and 3,949 assessments were undertaken in Manchester last year. Progress made in encouraging sustainable modes of transport is set out in the Transport section of this report.

<sup>4</sup> An eco school promotes sustainability through its ethos and learning, embedding principles and culture change into the heart of school life. It is an international awards programme through which the school works toward the prestigious Green Flag, which symbolises excellence in environmental activity.

### Culture change

The aim of culture change is to embed low-carbon thinking into the lifestyles and operations of the city. Culture change is difficult to measure, and a range of indicators are required to give an aggregate indication of progress. Data is currently collected for the following measures:

- The number of eco schools<sup>4</sup> in Manchester has increased from 136 to 153 over the past six years
- Carbon emissions per capita have fallen significantly since 2005, from 7.2 to 5.8 tonnes in 2012, and this is estimated to be 5 tonnes in 2014.

A key culture change initiative is the Carbon Literacy Project (an independent Manchester-based charity) which trained more than 1,000 citizens in 2014, and 1,600 to date. The Carbon Literacy Project continued to grow over the year, including further development of the Carbon Literacy for Registered Providers consortium (CL4RPs) and including carbon literacy as a requirement in Manchester's new arts centre HOME.

### Adaptation

Manchester's climate is changing, and so as a city we must build resilience and adapt our buildings, infrastructure, residents, businesses and natural environment. Adaptation involves a multitude of factors: the MACF Adaptation Monitoring Group is currently analysing 37 plans and strategies from key bodies working across Manchester, including the Environment Agency, United Utilities and Electricity North West, with progress reported in the MACF Annual Report 2015. The extent, quality and productivity of green spaces and tree cover is also an indicator of how well the city is adapted – further detail on green infrastructure can be found in the land section of this chapter.

### Low-carbon economy

Progress made in understanding the low-carbon economy objective is set out in the Economic Growth chapter of this report.

The indicators and analysis shows that although progress is being made to tackle climate change in the city, there is still much to be done in order to meet our climate change objectives. Manchester must continue to be ambitious and increase the speed and scale of

low-carbon change in the city, by making our buildings more energy-efficient, travelling more sustainably, and generating more of our own renewable energy, with everyone in the city playing their role in making this happen.

### Land: green infrastructure, biodiversity and contaminated land

Green infrastructure (GI) is defined by the National Planning Policy Framework (Communities and Local Government 2012) as 'a network of multi-functional green spaces, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.' In Manchester's Local Plan (Core Strategy 2012–2027) GI also includes blue spaces such as lakes, rivers and canals. The functions and benefits of GI include helping us adapt to climate change, reducing flood risk, improving health and wellbeing, and providing ecological networks<sup>5</sup>. GI includes woodlands, lakes, rivers and canals, formal parks and gardens, allotments, school grounds, street trees, golf courses, highway verges, and private and domestic gardens.

<sup>5</sup> Ecological networks link sites of biodiversity.

<sup>6</sup> [www.manchester.gov.uk/downloads/download/6171/draft\\_manchesters\\_green\\_and\\_blue\\_infrastructure\\_strategy](http://www.manchester.gov.uk/downloads/download/6171/draft_manchesters_green_and_blue_infrastructure_strategy)



High-quality green spaces and waterways are an important part of Manchester's plans for growth, helping to create a liveable city that attracts residents, business and tourists. Well-managed green and blue assets can benefit all who live, work and visit Manchester, by facilitating improvements in health and wellbeing, community engagement and transport initiatives aimed at promoting walking and cycling. The responsibility for achieving an improved green and blue offer lies not just with the Council but with a full range of stakeholders, including those in local communities, land-owning bodies and the private sector.

In this context and after extensive consultation, a draft Manchester Green and Blue Infrastructure Strategy<sup>6</sup> has been produced, in collaboration with more than 30 partner organisations and departments. The vision for GI in the city is:

*By 2025, high-quality, well-maintained green and blue spaces will be an integral part of all neighbourhoods. The city's communities will be living healthy, fulfilled lives, enjoying access to parks and green spaces and safe green routes for walking,*

*cycling and exercise throughout the city. Businesses will be investing in areas with a high environmental quality and attractive surroundings, enjoying access to a healthy, talented workforce. New funding models will be in place, ensuring progress achieved by 2025 can be sustained and provide the platform for ongoing investment in the years to follow.*

A detailed technical report<sup>7</sup> underpinning the strategy provides evidence for investment in green infrastructure, highlighting its economic usefulness, along with a suite of case studies and exemplars. An implementation plan is also being developed to capture and formalise the GI related commitments and activity that will lead to the realisation of strategy objectives.

Practical implementation of the strategy has already begun, with continuing improvements to the quality and function of GI in the city. Good examples include the £5million investment into Alexandra Park in Moss Side, transforming the visitor experience through major access improvements and promoting the park's significant heritage value.

The River Medlock Restoration project, a £400,000 partnership project with the

Environment Agency, the Council and Groundwork Trust, was officially completed and won a National Wild Trout Trust conservation award for innovation, engagement and transformation.

Over £2million of Council investment through the Clean City Programme has seen improvements to parks and green spaces citywide, including large-scale habitat improvements at Boggart Hole Clough and facility improvements at Heaton Park.

Partnership projects continue to be vital in delivering GI improvements in the city. In 2014, working with Landlife, the National Wildflower Centre, National Trust and Liverpool City Council, Manchester won the National Kew Grow Wild Competition, worth £120,000. Nearly 20,000 people voted for the 'Tale of Two Cities'

<sup>7</sup> [www.manchester.gov.uk/info/200024/consultations\\_and\\_surveys/6905/green\\_and\\_blue\\_infrastructure\\_consultation/3](http://www.manchester.gov.uk/info/200024/consultations_and_surveys/6905/green_and_blue_infrastructure_consultation/3)



project, which aims to transform large areas of green space into wildflower landscapes.

In the Mersey Valley, Manchester entered into a partnership with the Royal Society for the Protection of Birds (RSPB) to help promote the valley more and work towards a strategic vision for the valley that benefits both people and wildlife.

Ecologically, Manchester declared a new Site of Biological Importance (SBI) in 2014/15 at Painswick Park meadow, and now has 38 SBIs. Manchester has eight local nature reserves (LNRs) covering an area of 392 hectares, and will continue to work towards achieving the Natural England target of having 1 hectare of local nature reserve per 1,000 population. 5,051 trees were planted across the city, including six community orchards. 7,916 hedge trees were also planted, including over 2km of hedge at the Etihad Campus development.

Much of the brownfield land within the city's boundary has a long history that reflects Manchester's industrial heritage. It is now recognised that this land provides a resource and opportunity for the city as part of its

ongoing regeneration. An important aim of the Council's Contaminated Land Strategy is to support a strategic approach to regeneration, and to promote and assist with the safe reuse of brownfield sites.

Where necessary, and supported by the Contaminated Land Team, sites identified as requiring detailed assessment can be reviewed and remediated through the planning development process. During the period April 2013 to March 2014, 52.5 hectares of potentially contaminated land was remediated under the development control process – significantly increasing the capacity for regeneration across the city.

The Council also has powers to clean up sites that may be affecting health and the wider environment. These powers are being used to good effect to support the wider aims of regeneration. For example, one of the high-priority sites at Harpurhey Reservoirs is located within the Irk Valley Project area. Remediation work via capital funding from DEFRA has now been completed, with the site being brought back into beneficial use, including as a safe resource for local residents, through the Irk

Valley Steering Group. The priority remains to protect the health of those living and working in the city.

### **Air quality**

UK local authorities are responsible for working towards achieving health-based air-quality objectives specified in the UK Air Quality Strategy for seven air pollutants: lead, sulphur dioxide, 1,3-butadiene, benzene, carbon monoxide, nitrogen dioxide (NO<sub>2</sub>) and fine particulates known as PM10. Air-quality objectives for six of these pollutant-specific objectives are currently being met in Manchester.

Manchester maintains continuous monitoring sites for NO<sub>2</sub> at Manchester Piccadilly (in the heart of the city centre), Oxford Road (near the city centre) and South Manchester (close to Manchester Airport). The annual mean air-quality objective of 40µg/m<sup>3</sup> is currently being met at the South Manchester site and Piccadilly Gardens. However, this objective is being exceeded at the Oxford Road site, as shown in table 7.2.

**Table 7.2**Annual mean nitrogen dioxide concentrations ( $\mu\text{g}/\text{m}^3$ )

Year	Urban centre	Kerbside	Suburban	Annual air-quality objective
	Manchester Piccadilly	Oxford Road	Manchester South	
1996	53	–	–	40
1997	42	–	23	40
1998	40	–	25	40
1999	44	–	15	40
2000	42	–	14	40
2001	44	–	21	40
2002	39	–	21	40
2003	45	–	22	40
2004	43	–	19	40
2005	45	–	17	40
2006	44	–	16	40
2007	44	–	21	40
2008	43	–	24	40
2009	42	–	24	40
2010	45	64	28	40
2011	44	66	23	40
2012	41	62	24	40
2013	39	55	22	40
2014	39	68	21	40

Source: Environmental Protection Group

There has been an overall downward trend in  $\text{NO}_2$  concentrations since the early 1990s at the Manchester Piccadilly monitoring site. However, on occasion the annual objective has been exceeded, primarily in parts of the city centre and along arterial roads. It is therefore important that we continue to take action in order to ensure that further reductions are made. The council has declared an Air Quality Management Area (AQMA) for this pollutant and has had an Air Quality Action Plan (AQAP)<sup>8</sup> in place since 2004.

A detailed assessment of air quality is currently being progressed in partnership with the other nine Greater Manchester local authorities and Transport for Greater Manchester. Dispersion modelling will assess significant roads and vehicle emissions, and the exercise will provide information on concentrations of  $\text{NO}_2$  at roadside locations for assessment against the air-quality objectives. Assessment of all other sources, which includes road traffic, other transport-related sources, industrial, commercial and domestic sources, and new development, showed that there are no new or significantly changed sources that could lead to potential occasions where the objectives are exceeded.

The Council is also continuing to develop and implement its AQAP in partnership with stakeholders to improve local air quality.

### Waste and recycling

The Council is committed to increasing the amount of waste recycled by providing services that meet the needs of residents. Following the successful implementation of prioritised recycling collections in June and July 2011, recycling rates increased significantly during 2012/13, but in 2013/14 and 2014/15 the rate fell to 33.3% (provisional figures) (see table 7.3) This was due to changes in processing of street cleansing waste in 2013/14 and an upturn in the economy in 2014/15. Kerbside refuse service tonnages increased by 2.25% in 2014/15 compared to 2013/14 – this is thought to be due to economic growth. However, the overall recycling rate fell, as the increase in residual waste tonnage was a greater volume than the increase in recycling tonnage.

Kerbside organic tonnage collected increased by 779 tonnes, from 24,935 to 25,714 tonnes, but contaminated organic loads increased rapidly, from 252 tonnes in 2013/14 to 840 tonnes in 2014/15. This is due to changes in the standard which governs the quality of the compost

<sup>8</sup> [www.manchester.gov.uk/downloads/download/4166/air\\_quality\\_reports](http://www.manchester.gov.uk/downloads/download/4166/air_quality_reports)

produced. In response, extra staff were employed at the Bredbury in-vessel composting site (IVC) to remove large items of contamination. From their introduction on 19 May 2014, rejected loads fell during the next nine months of 2014/15 but peaked again in March 2015. Further work is under way to establish solutions for this. Education work will also need to be conducted with residents to encourage them to use their garden waste bin correctly. From July 2015 Biffa will become the new contractor and will monitor rounds that are rejected, taking steps to help avoid contamination.

Dry recycling collected from the kerbside has increased by 237 tonnes, a 1% increase from 2013/14. Rejects from this process have increased from 1,666 to 1,895 tonnes, increasing by 14% and contributing to an extra 229 tonnes being rejected. The overall dry recycling actually recycled has remained static.

Overall tonnages of kerbside refuse have fallen by 47% in the past decade despite household and population growth.

**Table 7.3**

Percentage of household waste recycled, composted or reused

Indicator	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15*
% of household waste recycled	16.63%	16.72%	15.25%	12.47%	17%	19.9%	22.02%	19.93%	18.52%
% of household waste composted	3.94%	4.84%	5%	6.34%	8.72%	14.09%	14.67%	14.93%	14.73%
% of household waste reused	N/A	N/A	0.03%	0.01%	0.1%	0.01%	0.1%	0.07%	0.01%
<b>Total</b>	<b>20.57%</b>	<b>21.56%</b>	<b>20.28%</b>	<b>18.82%</b>	<b>25.82%</b>	<b>34%</b>	<b>36.79%</b>	<b>34.93%</b>	<b>33.26%</b>

\*Provisional figures. Figures to be confirmed in November 2015  
Source: Greater Manchester Waste Disposal Authority

The total kerbside household waste recycled and composted has increased steadily over the years. The amount of residual waste collected from households has increased from 485kg per household per year in 2013/14 to 508kg per household per year in 2014/15 (table 7.4).

**Table 7.4**

Residual household waste

Indicator	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15*
<b>Residual household waste collection (kg per household)</b>	694.54	700.6	631.43	517.94	480.66	485.21	508

\*Provisional figures. Figures to be confirmed in November 2015  
Source: Greater Manchester Waste Disposal Authority

Bulky waste jobs saw a 5% decrease in 2014/15, from 24,444 jobs in 2013/14 to 23,274 jobs 2014/15.

### Street cleansing

The standard of street cleansing in an area makes a significant contribution to the perception of an area and its appeal as a neighbourhood of choice. Effective and efficient cleansing services, therefore, are essential to the creation of these neighbourhoods of choice. In order to maintain clean streets, it is also important that residents, businesses and visitors to the city are supported and challenged to take responsibility for their surroundings. During 2014/15 new street recycling bins were installed in the city centre and in six months 6.8 tonnes have been collected.

One of Manchester's key priorities is to ensure the city is clean and well maintained, and that residents are supported to take pride in, and responsibility for, their surroundings. Within this context it is a priority of the city to ensure that all waste is disposed of in a regulated manner via waste disposal and recycling facilities and to stop all incidents of fly-tipping from occurring.

There are over 1,600km of public highways in Manchester; the street cleansing service is responsible for the cleansing of public rights of

way, passageways, central reservations, open spaces, parks and recycling sites. There is also the challenge of cleansing a busy city centre that operates 24 hours a day, seven days a week, in addition to a number of vibrant local district centres.

This context demands a service that improves cleanliness, response times and customer satisfaction while at the same time reducing net spend. Meeting this challenge was a key priority during the tendering process for the new waste and street cleansing contract, ultimately awarded to Biffa in March 2015. Meanwhile, Neighbourhood Delivery Team staff have been using education and enforcement to reduce littering and increase environmental commitment.

The launch of the Council's Litter Strategy in February 2014 involved the installation of more than 690 new litter bins in the city centre as part of a major campaign to urge residents, businesses and visitors to take responsibility for the issue of littering. The strategy focused on raising awareness that littering is an offence which carries a fine. A pilot initiative has been taking place within the city centre targeting

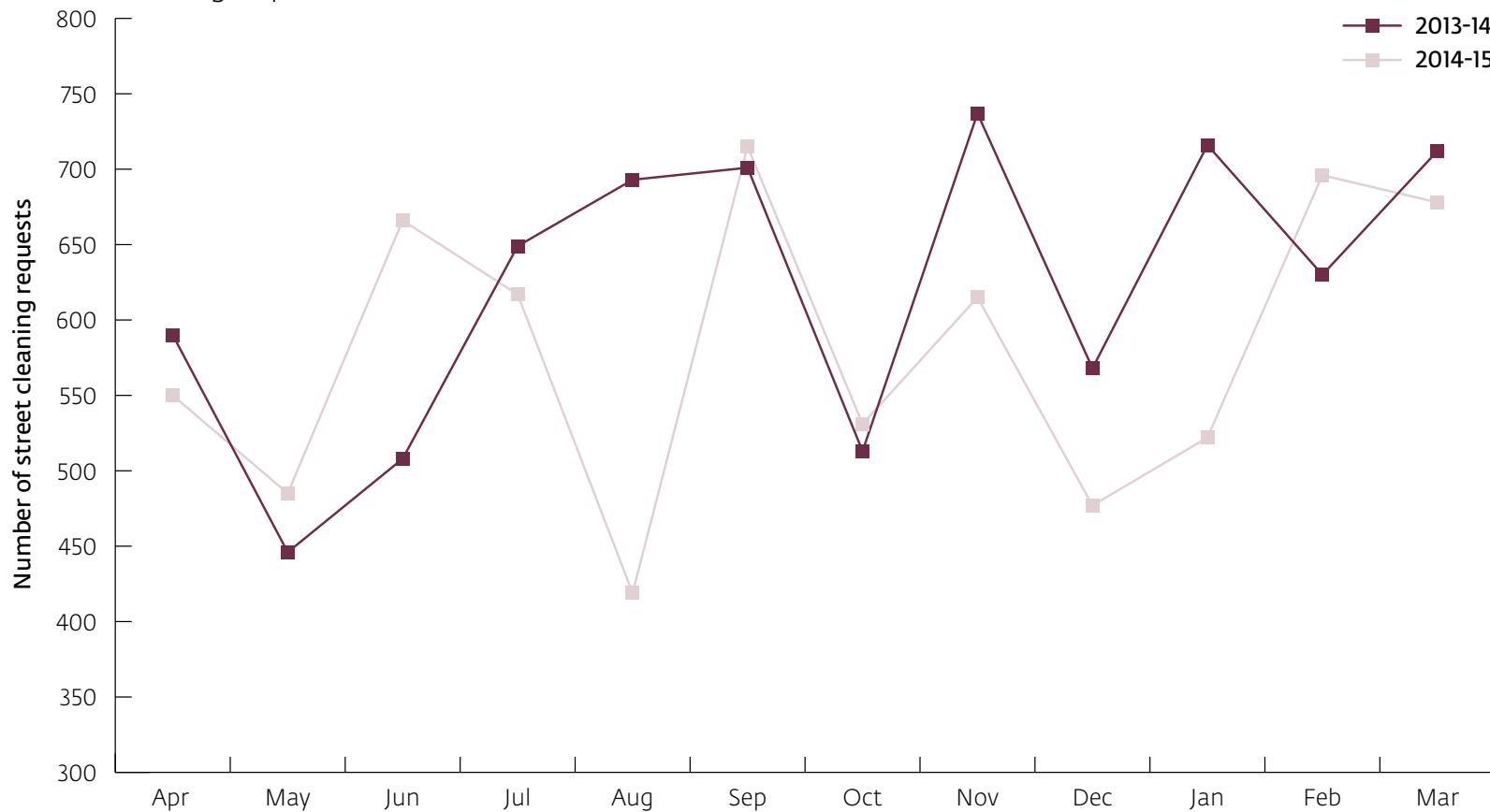
those who drop litter and issuing them with fixed penalty notices (FPN) of £80. A dedicated team of four officers, who are part of a workforce already employed by NSL, the Council's parking contractors, work seven days a week and have concentrated on high-footfall areas of the city centre where there have been problems with littering. The pilot has been running since the start of November and during the first six months has issued 1,612 FPNs. A key objective of the trial has been to reduce the amount of littering in the city and during this same period improve the perception of the cleanliness of the city. This has been monitored by the ongoing telephone survey, corporate complaints and comments/interactions on social media in particular via the Council's 'Trashtalk' Twitter feed.

In the new collection and cleansing contract, keeping the streets clean rather than a focus on frequency of cleansing has been developed. New methodologies for reviewing and cleansing of streets will be introduced once the new contract commences in July 2015. This could reduce the number of jobs logged as there will be a more proactive approach.

Figure 7.1 illustrates the volume of requests for street cleansing over the past two years until March 2015. While levels have been broadly consistent, there has been an overall decrease in requests over the past 12 months of 6.6%.

**Figure 7.1**

Street cleansing requests for 2013/14 and 2014/15



Source: Customer Relationship Management

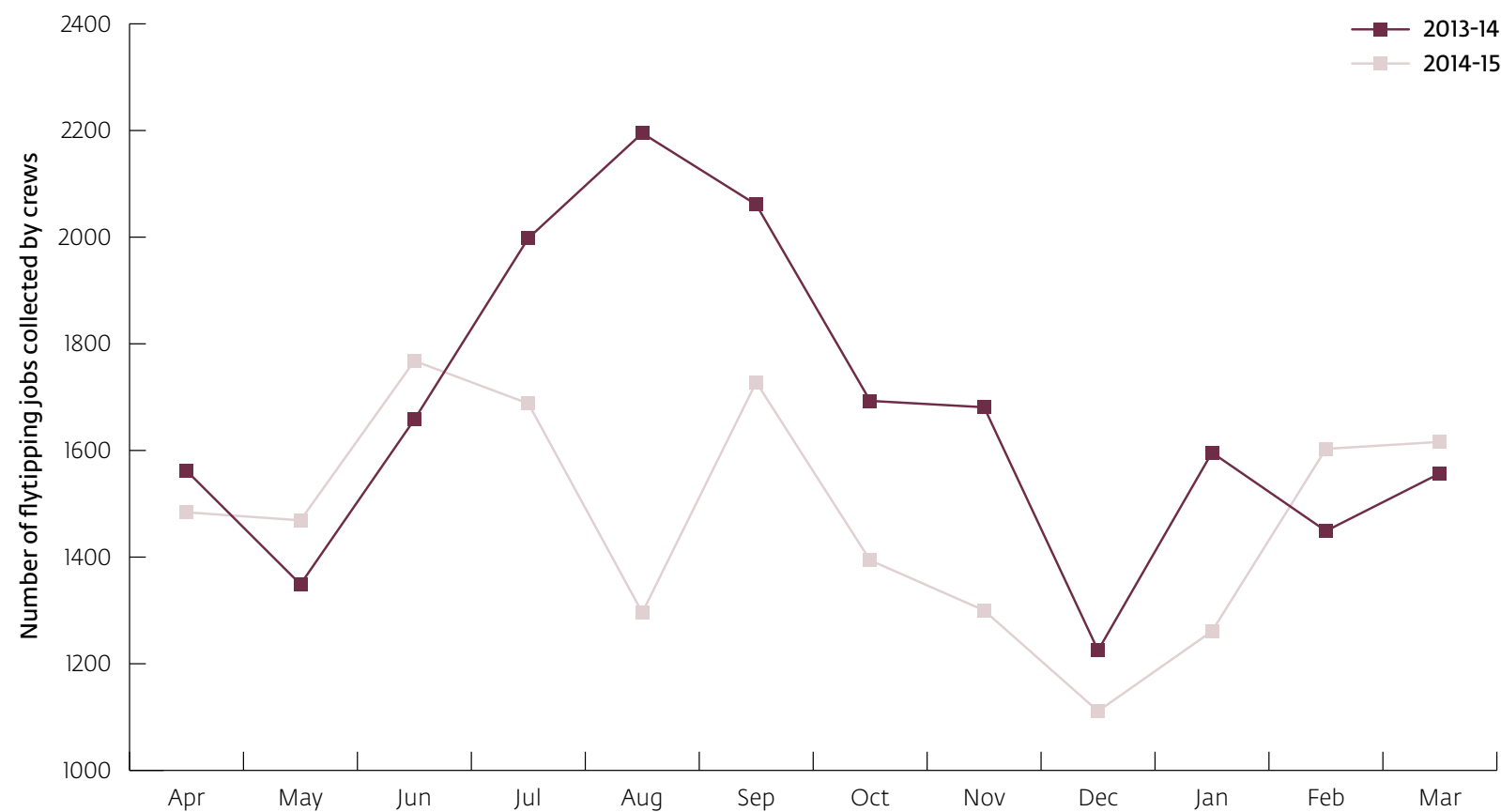
Officers continue to work closely with communities and partner agencies to address littering and fly-tipping hotspots through a process of enforcement and education, together with a programme of direct action in partnership with the local community. Guidance is given to local residents and businesses on their environmental responsibilities, and enforcement notices are issued to those who persist in non-compliance. One of the main aims of this work is to deter fly-tipping. Fly-tipping is a criminal activity and is an immediate offence punishable by prosecution. However, in order to effect a prosecution, very strong evidence is required including witnesses who must be willing to give a statement informing the Council of who was responsible (or provide a vehicle registration number). Ideally, there should also be evidence in the fly-tipped waste itself to corroborate the statements.

The challenges associated with prosecution mean that other interventions are needed to complement the formal enforcement procedures. These measures, undertaken with our agencies and partners, will aim to ensure overall compliance and reduce the number of incidents of fly-tipping. They include:

- Regular, intensive monitoring in hotspot areas
- Action days alongside other Council departments and partner agencies to try to reduce dependency on the Council, encourage greater ownership of areas, and achieve behavioural change
- Advice/education and information given across a wide range of topics, including recycling, fire safety, tenancy advice, responsible dog ownership, and mediation
- Establishing and running landlord forums to educate landlords in their responsibilities to achieve compliance
- Advisory signage, eg. signs on alley-gates warning against fly-tipping
- Proactive visits to businesses to check they have commercial waste disposal contracts.

Fly-tipping has reduced across the city during the past 12 months, with a decrease in fly-tipping jobs of 11.5% (2,305 jobs). Trends for the past two years are shown in figure 7.2.

**Figure 7.2 Trends in reported fly-tipping**



Source: Customer Relationship Management

Nevertheless, fly-tipping remains a constant challenge for the city and there is no simple approach to remedy the issue. Only by acting in partnership with other agencies and partners to deliver a wide range of different compliance and educational interventions will the city achieve its aims of reducing the number of incidents.

During 2015/16 the visual environment will continue to be a key priority for the city. Examples of planned actions for this year include:

- ➔ Embedding of refreshed service standards agreed with members
- ➔ Creation of a waste and recycling client team to work with the new contractors
- ➔ Implementation of the new waste collection and street cleansing contract, ensuring changeover of contractors and current staff runs smoothly
- ➔ Ensuring the customer relationship management system is changed to reflect the new service level agreement and that it integrates with Biffa's systems



- Closer ties and more integrated working with Registered Social Landlords and housing companies
- Increasing the number of businesses with an obligation to have a designated person responsible for waste management, and a clean premises business plan to include the external areas of the building
- Persuading businesses to take more responsibility for the litter and waste their customers produce and asking them to contribute practically to its removal
- Taking enforcement action against those businesses not willing to take responsibility for litter related to their premises and land.

As part of this commitment to driving down waste levels and increasing recycling rates, a programme of community-led recycling incentives schemes is being developed and rolled out over the next three years. Successful schemes will also be rolled out to other parts of the city. The aims of the incentive schemes are to

- Increase the diversion of recyclable materials from the residual bin into the correct waste streams

- Use other local and national educational campaigns to support this that focus on reuse and reduce, such as Love Food Hate Waste
- Provide an incentive fund that can be redeemed for personal benefit or banked towards a community project
- Engage with residents to influence positive behaviour change
- Provide development opportunities for residents to become champions as part of a citywide network.

Manchester recognises that community ambassadors are crucial to the sustainability of behaviour change achieved through incentive and engagement schemes. This programme will invest in training, developing and supporting new and existing champions who can connect with their peers, who can influence their neighbours, who can raise awareness and ultimately bring about action and long-term commitment from their communities.

## Conclusion

Manchester is working to become a more sustainable city, with a high quality of environment, but achieving this requires not just the Council but the collaboration of all stakeholders with an interest in the wellbeing of the city. An improved quality of place underpins the city's growth, attracting more people to live and work here. But growth in the economy, population and jobs brings with it the challenge of continuing to improve air and environmental quality and reduce carbon emissions and waste.

Manchester's carbon emissions are reducing (an estimated 20.3% in 2014 against the 2005 baseline), but there is still much work to be done by the Council, organisations and individuals. The importance of improving the quality of environment to create a city which attracts people to live and work has been recognised by the production of the Green and Blue Infrastructure Strategy and Implementation Plan, the final version of which will shortly be on the Council website. The success of this will depend on action taken jointly by people across the city. Air quality is improving and the measures being taken to

reduce dependency on the car and increase walking and cycling will help to continue this trend. Overall amounts of residual household waste collected have reduced over the decade, despite growth. Work to continue to drive down waste levels and fly-tipping and increase recycling is continuing, with programmes of community-led recycling schemes and community ambassadors. The measures being taken across all these areas will together make an impact on the quality of the city's environment for the benefit of residents and businesses alike.

# Community safety

## Strategic overview

The Crime and Disorder Act 1998 recognised the need for different agencies to work together to tackle crime and disorder. It introduced Community Safety Partnerships, which are required under the Act to set out their vision, strategic objectives and associated indicators of performance against which the Partnership and its partner agencies can measure reductions in crime and antisocial behaviour.

Manchester's Community Safety Partnership (CSP) brings together the Council, Greater Manchester Police (GMP), Public Health Manchester, offender management services, Greater Manchester Fire and Rescue Service (GMFRS), registered providers, the universities, and the voluntary and community sector, with the aim of making Manchester a safer place to live, work and visit.

The Community Safety Strategy 2014–17 was refreshed in 2014 and supports the overarching Community Strategy (2012–15) in achieving its vision of making Manchester a world-class city as competitive as the best international cities.

### Its strategic priorities are to:

- Reduce antisocial behaviour
- Tackle alcohol and drug-related crime
- Challenge offender behaviour
- Protect vulnerable people
- Tackle serious and organised crime
- Tackle the crimes that have the most impact
- Tackle hidden crimes
- Make the city centre safer.

A Strategic Threat Assessment (STA) is conducted annually. This analyses crime and antisocial behaviour data to track progress against objectives, and identifies areas of concern and emerging priorities. It also assists the CSP in clarifying the nature, scale and location of crime and antisocial behaviour across Manchester.

The CSP works closely with the Police and Crime Commissioner (PCC) for Greater Manchester to ensure they are informed about local priorities and can make informed commissioning decisions. The CSP also ensure that the Community Safety Strategy is aligned to the PCC's Police and Crime Plan 2013/16.

The Public Sector Reform agenda cuts across all areas of work including community safety. Work is ongoing across Greater Manchester to develop new and improved ways of working that aim to identify and address problems much earlier and prevent escalation, reduce dependency on public services, reduce criminality and improve outcomes for Manchester residents.

## Analysis of progress

### Victim-based crime

A total of 49,385 victim-based crimes were reported across Manchester between April 2014 and March 2015. Victim-based crime is a broad category that includes offences of violence against the person (including homicide, violence with injury, and violence without injury), sexual offences (including rape and other sexual offences), robbery, theft (including theft from a

person, domestic burglary and vehicle crime) and criminal damage. While this is a 7% increase compared to the same period the previous year, over the past ten years victim-based crime recorded by Greater Manchester Police (GMP) has reduced by almost 37%, from 78,068 in 2005/06 (Figure 8.1).

Over these past ten years, some types of crime saw much higher reductions, including vehicle crime (down by 68%), criminal damage and arson (down by 62%) and robberies (down by 54%). Many experts have linked the dramatic falls in the number of vehicles being targeted to improvements in security features.

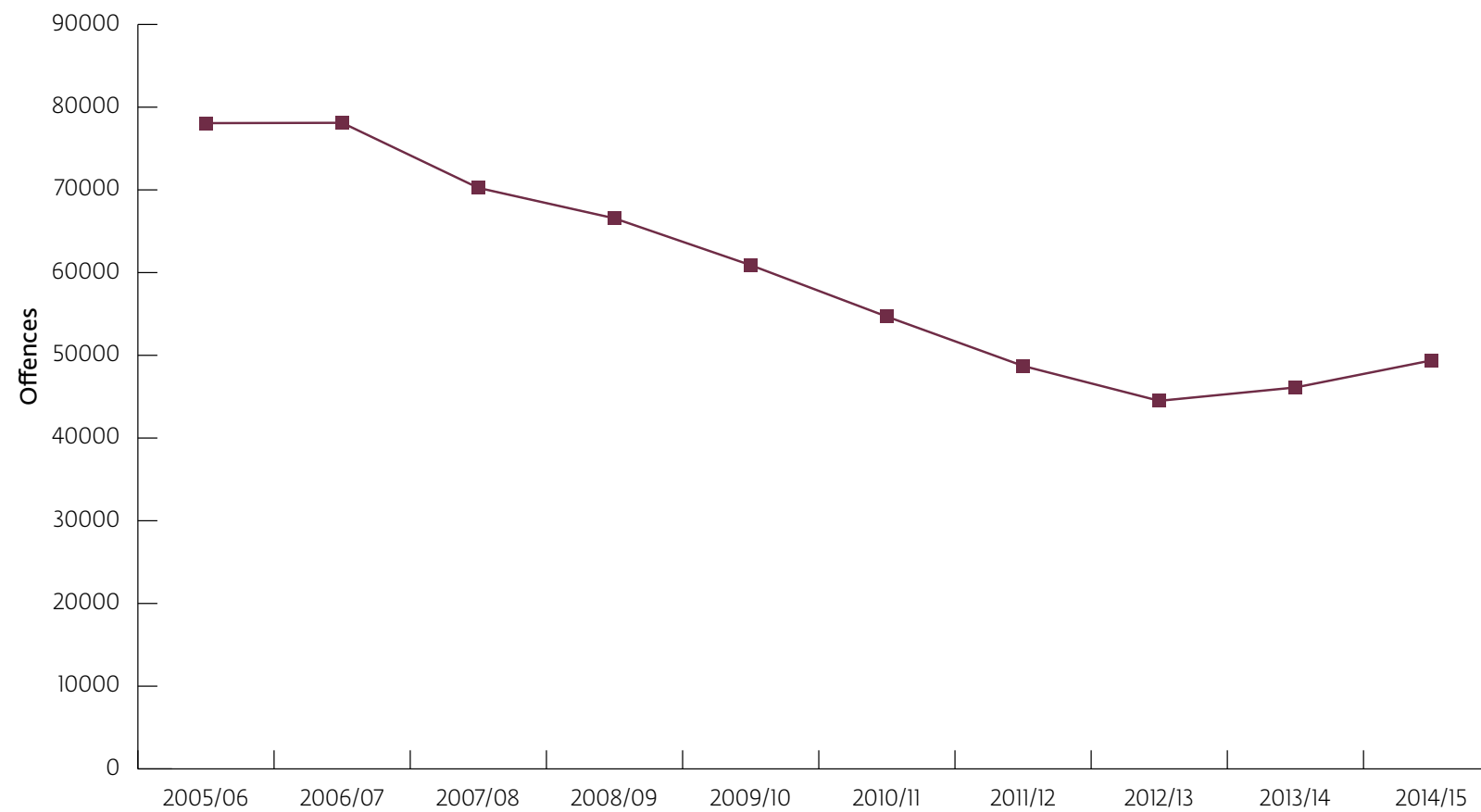
Other offences, including sexual offences, less serious violence and thefts from the person, were at significantly higher levels in 2014/15 than they had been in 2005/06. Increases in sexual offences and violence without injury are relatively recent, and have been influenced by improvements in GMP's crime recording processes. In the case of sexual offences, revelations about crimes committed by high-profile public figures have also encouraged more victims to contact the police.

Higher levels of theft from the person have mainly been caused by an increase in the number of mobile phones being stolen. Technological advances may have helped to reduce vehicle offences, but in other areas they have opened up new criminal opportunities, with multifunctional, expensive and easily portable gadgets being a particularly attractive target.

The overall decreases in crime over the long term have happened at a time when the population of Manchester increased more rapidly than the rest of Greater Manchester. Between mid-2005 and mid-2013, Manchester's population rose by 13%, compared with a 4% increase in the rest of Greater Manchester. The rate of victim-based crime per 1,000 head of population reduced from 167 in Manchester in 2005/06 to 90 in 2013/14, a drop of 77, while across the rest of Greater Manchester the rate fell by 47, from 100 to 53.

**Figure 8.1**

Total victim-based crime in Manchester (2005/06 to 2014/15)



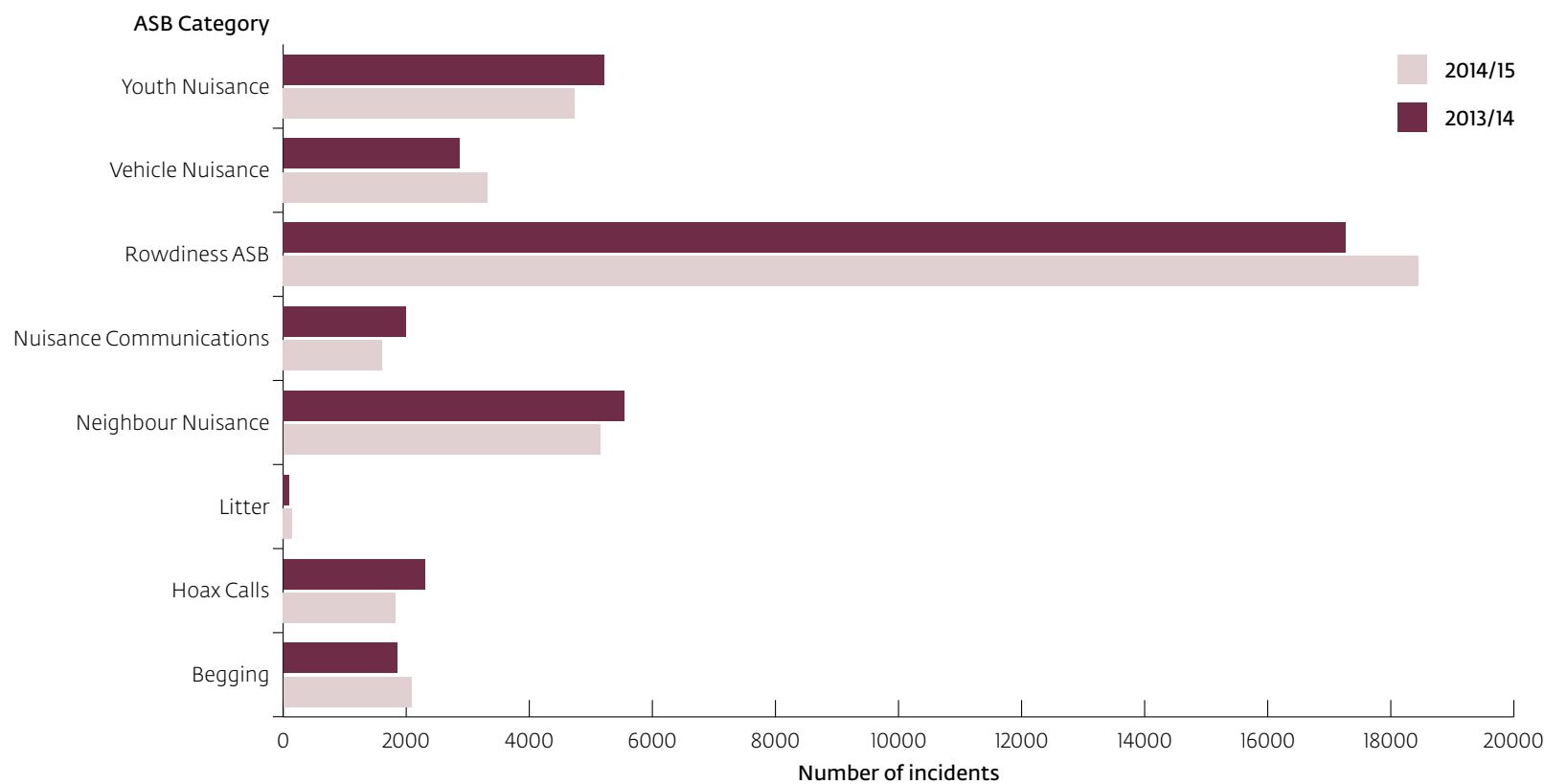
Source: GMP Business Intelligence (May 2015)

**Antisocial behaviour**

GMP recorded 34,486 incidents of antisocial behaviour during 2014/15. This represented a 2% increase compared to the 2013/14 figure of 33,843. Increases were particularly seen in begging, vehicle nuisance and rowdiness (Figure 8.2).

**Figure 8.2**

Antisocial behaviour in Manchester (2013/14 and 2014/15)



Source: GMP Business Intelligence (May 2015)

The Antisocial Behaviour Crime and Policing Act 2014 received Royal Assent in March 2014 and introduced a range of powers to replace and augment existing powers. These include:

- ➔ **Injunction** – a tenure-neutral civil order to prevent antisocial and nuisance behaviour (this part of the legislation was introduced in March 2015)
- ➔ **Criminal Behaviour Order** – an order that can be attached on conviction of a criminal offence to be used against persistent and serious offenders
- ➔ **Community Protection Notice** – to deal with ongoing nuisance that is negatively affecting a community's quality of life
- ➔ **Public Space Protection Order** – to stop individuals or groups committing antisocial behaviour in public spaces
- ➔ **Closure Power** – a power to close premises being used or likely to be used to commit nuisance or disorder
- ➔ **Dispersal Power** – a police power requiring people over 10 years old to leave an area for up to 48 hours if their behaviour is likely to cause harassment, alarm or distress

- **Community Remedy** – a document produced by the local policing body for out-of-court disposals where the victim is consulted and has a say in the outcome; for example, restorative justice
- **Absolute Possession** – increases grounds of possession for secure tenancies
- **Antisocial behaviour Case Review** (formerly Community Trigger) – gives individuals the right to request a review of how the Community Safety Partnership has responded to their complaints of antisocial behaviour.

The legislation introduces a measure to tackle the underlying causes of antisocial behaviour or nuisance through positive requirements, such as interventions to address drug or alcohol misuse. In cases where the person responsible for antisocial behaviour is aged between 10 and 17, there is also a requirement to consult with the Youth Offending Service. This legislation is now being used by practitioners to address issues of antisocial behaviour.

### Case study: Criminal Behaviour Order

Manchester City Council has been successful in working with Greater Manchester Police and the Crown Prosecution Service to secure two Criminal Behaviour Orders. One offender was responsible for committing numerous burglaries in the city centre from dwelling and non-dwelling properties. In January 2015 this perpetrator was sentenced to 12 months' imprisonment and upon release will be banned from the city centre due to a prohibition contained within the Criminal Behaviour Order. The second offender was responsible for shoplifting and was particularly abusive and threatening when challenged. This offender was found guilty of several shoplifting offences and a Criminal Behaviour Order was granted. The order prevents this offender from entering any shop or commercial premises when his permission to do so has been revoked, directly supporting the business community.

Manchester is home to the two largest universities by student numbers in the country, each with 38,000 registered students. A strong partnership exists between the Council and the two Manchester universities at a number of different levels, and the importance of a strong, successful Higher Education sector is widely recognised for the economy of the city. A Student Strategy was developed in 2009 together with an implementation plan that identified the necessary actions to address the issues associated with a large student population. The Strategy particularly focused on certain areas of the city where issues associated with neighbourhood management and the predominance of student housing were of concern. The delivery of the Strategy is overseen by a Student Strategy Board, which consists of representatives from the Council, GMP, both universities and their student unions.

Students can often be victims of crime such as burglary and robbery, but may also be perpetrators of crime and antisocial behaviour. The Student Strategy Board has developed an action plan with a number of interventions designed to promote positive experiences for students in Manchester and support their welfare.



These measures include promoting a sensible approach to alcohol and a series of interventions designed to tackle neighbour nuisance.

### **Drug and alcohol-related crime**

Drug and alcohol misuse are drivers for crime, disorder and antisocial behaviour. They also lead to health and social problems. Violent crime such as assault and domestic abuse often involve alcohol. Drug misuse and crimes such as burglary and robbery are closely linked.

Manchester continues to develop schemes and initiatives that aim to prevent alcohol-related crime and antisocial behaviour, and respond effectively to those who want to access treatment for alcohol dependency.

In February 2014, Greater Manchester was chosen as one of the Government's 20 Local Alcohol Action Areas (LAAAs). This allowed us to review what works to inform commissioning and co-ordinate actions through the development of a Greater Manchester Alcohol Strategy. The three-year Greater Manchester Alcohol Strategy has the overarching aim to reduce demand and complex dependency through early intervention and prevention, and focuses on three interlinked objectives:

- Reducing alcohol-related crime and antisocial behaviour
- Reducing alcohol-related harm
- Promoting growth, including establishing diverse, vibrant and safe night-time economies.

This is discussed in more details in the Children and Families chapter.

### **Challenging offender behaviour**

'Spotlight' was established in Greater Manchester in 2010 with a remit around Integrated Offender Management (IOM). This multi-agency approach brings together statutory organisations in formal partnership to reduce reoffending and protect the public. GMP, Youth Offending Service, Cheshire and Greater Manchester Community Rehabilitation Company and the National Probation Service work alongside other private and voluntary agencies to provide a suite of interventions aimed at effectively managing risks and reducing criminal and antisocial activity. They supervise a targeted cohort of offenders who have committed a range of offences, from serious acquisitive crime, to high-level violence

and firearm offences. These offenders often present complex needs such as drug and/or alcohol dependency, mental health concerns, and antisocial attitudes that underpin or contribute to their offending behaviour. Spotlight delivers intensive supervision to ensure that offenders who have had the biggest impact on the local community receive close monitoring and support to affect change in their behaviour and manage the risks they present. The integrated nature of this work allows for both real-time and daily sharing of information and intelligence that produces a responsive and flexible approach to the management of this cohort.

Despite Spotlight's successful history, it is accepted that it will never prevent every offender on the cohort from reoffending. Therefore, the ability to swiftly enforce criminal justice sanctions when required is an important aspect of public protection and crime reduction. Timely and accurate enforcement enables this function to be achieved. Recalls or breaches are to be processed within an appropriate timescale and the Manchester IOM teams have achieved a 98% year-to-date success rate.

The work of the offender management services is supported by a number of initiatives commissioned by the CSP. This includes Coaching Inside Out (CIAO). During 2014/15 the CSP continued to commission CIAO to provide coaching for women offenders or those at risk of offending. This coaching provides women with skills to help them change their lives and behaviour. During 2014/15, CIAO reported positive changes to behaviour and attitudes around alcohol use, social skills, self-esteem, volunteering and budget-planning. These are all important factors in contributing towards behaviour change and reducing reoffending.

There has been a small increase of 4% in the number of first-time entrants into the Youth Justice system (this accounts for 14 more young people). The proportion that reoffends remains high at 43%. The number of children and young people receiving a custodial sentence has reduced, which means that more are managed and supervised in the community. The most prevalent crime during this time has been 'Violence against the Person', with 'Theft and Handling' coming a close second. All victims of these offences are contacted and offered support by 'Remedi', a charity commissioned by

Youth Justice to support victims and encourage the perpetrators of offences to engage in some form of restorative justice. This can take the form of reparation activity in the local community (ie. indirect restorative justice) or face-to-face conferences. In the past year, 195 victims were contacted and 107 took up the offer of support. This is nearly three times as many as the previous year and reflects the growing emphasis placed on victim work and restorative approaches within Youth Justice.

### **Protecting vulnerable people**

The Community Safety Partnership published its Hate Crime Strategy 2013/16 in January 2013 with five clear priorities:

- Prevent hate crime and hate incidents
- Increase reporting of hate crime and hate incidents
- Take effective action against perpetrators
- Support victims and witnesses
- Improve partnership responses.

The third Hate Crime Awareness Week took place between 26 January and 1 February 2015.

This annual event aims to increase awareness of hate crime among communities and neighbourhoods and encourage reporting. This year, 45 voluntary, community, and faith-based organisations took part, along with housing organisations and statutory agencies.

Training was also provided for a number of organisations to become third-party reporting centres. Third-party reporting centres enable victims to report hate crime, in confidence if required, and receive specialist support. There are now 31 third-party reporting centres across Manchester.

A total of 345 incidents and 1,225 crimes reported to GMP between April 2014 and March 2015 had links to one or more of the six monitored hate strands (alternative subculture, disability, race, religion or belief, sexual orientation, and transgender) (Table 8.1). This represented a 40% increase in the number of reports compared to the same period the previous year. These increases are likely to reflect an increase in the willingness and confidence of victims and witnesses to report hate crimes and hate incidents.

**Table 8.1:**

Hate incidents and crimes linked to monitored strands (Manchester, 2012/13 to 2014/15)

	2012/13		2013/14		2014/15	
	Incidents	Crimes	Incidents	Crimes	Incidents	Crimes
Race	194	761	190	734	272	1021
Religion	13	30	21	40	46	77
Sexual orientation	31	88	42	100	40	140
Disability	3	13	6	14	10	31
Transgender	2	3	1	9	4	15
Alternative subcultures*	–	–	0	2	3	2
Total links to monitored strand	243	895	260	899	375	1286
Total incidents/crimes	235	877	251	873	345	1225

Source: GMP Business Intelligence (May 2015)

The case study below identifies a recent case in east Manchester where the Neighbourhood Delivery Team in partnership with ASBAT and GMP used antisocial behaviour legislation to take immediate action against the perpetrators of race-hate crime.

### Case study: Hate crime

In January and February 2015, the Council's Neighbourhood Delivery Team (NDT) and Neighbourhood Police Team in east Manchester received reports of unknown youths congregating in large groups outside a resident's home and workplace being racially verbally abusive and causing criminal damage to property. The victims were extremely vulnerable, did not speak English as a first language, and identified that they were being harassed and victimised because of their religion and ethnicity.

It was identified by the NDT, police and the resident that the problems were race-hate motivated. Other residents in the locality confirmed the ongoing problems but did not wish to be identified for fear the group of youths would start to target them. The NDT investigated the reports in partnership with the police and ASBAT and identified seven perpetrators. Following this, ASBAT and the NDT used hearsay evidence from the anonymous residents and live evidence from the main complainant to secure an ex-parte (emergency) ASBO against the main perpetrator in the case. This case is now

concluded and resulted in a two-year ASBO. A second ASBO was secured ex-parte and interim protection is in place pending a trial later this year. The legal action taken prevents the offenders from associating with other members of the group and also excludes them from the area in which the victims live and work. Formal antisocial behaviour warnings were issued to the rest of the group, with the young people and their parents and guardians being warned about their behaviour and the consequences of it continuing. The complainants have reported a significant improvement in antisocial behaviour in their area.

The East Place Plan contains a number of shared-partner priorities for tackling hate crime, building confidence in the Council and the police, and increasing reporting. Work has also been done within communities of east Manchester to raise awareness of hate crime and highlight that hate-motivated abuse and intimidation are not acceptable and robust action will be taken against the perpetrators.

Manchester City Council and Greater Manchester Police have been working with the Foundation for Peace over the past 12 months to develop the role of communities in shaping and supporting the delivery of Preventing Violent Extremism in Manchester. The start of the engagement process with communities took place in April 2014 with Prevent – the Big Questions, a community dialogue event, which included a panel of senior representatives from key public institutions and community sector representatives.

From this event, a Rethinking Radicalisation community engagement programme was developed in partnership with the Foundation for Peace. This has included a round-table discussion with key community representatives and a number of workshops, including one specifically for young people. Through these events, a shared set of priorities and activities has been agreed, along with support and delivery through the community. A final report from the Foundation for Peace will be available towards the end of June 2015 and this will lead to the delivery of a number of community-based projects.

The Counter-Terrorism and Security Act 2015 requires specified authorities (local authorities, the police, prisons, providers of probation services, schools, colleges, universities and others) to be aware of the need to prevent people from being drawn into terrorism. In fulfilling the new duty, local authorities – including elected members and senior officers – will be expected to carry out activity in the following five key areas:

- Partnership
- Risk assessment
- Action plan
- Staff training
- Use of publicly owned venues and resources

The Prevent Partnership Co-ordinator has undertaken a self-assessment against the key areas above, and feedback to date assures us that Manchester is progressing the Prevent agenda locally in line with the provisions of the new Prevent duty.

### **Serious and organised crime**

Work is ongoing under each of the four themes contained within the National Serious and Organised Crime Strategy 2013:

- **Pursue** – prosecuting and disrupting people engaged in serious and organised crime
- **Prevent** – preventing people from engaging in this activity
- **Protect** – increasing protection against serious and organised crime
- **Prepare** – reducing the impact of this criminality where it takes place

Mapping of Organised Crime Groups (OCGs) has continued and allowed us to gain a better understanding of the routes into organised crime. This approach has also enabled us to better identify risk factors, and this is being used to develop preventative measures to stop young people from becoming involved in organised criminality in the future.

In addition, Local Profiles have given us the opportunity to develop a common understanding among our partners of the threats, vulnerabilities and risks associated with

organised crime. These profiles form the basis of local delivery plans that support the targeting of OCG activity within partnership work and help us to direct resources effectively.

Strong inter-agency links and information-sharing are key factors in the targeting of organised criminality. Bespoke teams addressing gun, gang and organised criminals have recently been co-located, allowing a holistic approach to targeting and disrupting offenders along with preventative and diversionary efforts being collaboratively implemented. Community engagement also enables us to build and maintain strong links with our communities, which increases confidence and resilience.

Targeted operations within the city have led to numerous arrests and the recovery of stolen goods. A recent high-profile knife amnesty in Manchester also led to the recovery of over 1,500 knives.

### **Crimes of most impact**

Across Manchester in 2014/15, work has been ongoing with partners to address burglary and robbery. This has involved a number of

initiatives, including:

- Closure of an alleyway using the new powers contained in the Antisocial Behaviour, Crime and Police Act 2014
- Environmental improvements, such as alley-gating, fencing, barriers and lighting
- Community clean-up events were organised with residents to address some of the seasonal rises in burglary and robbery
- Crime-prevention advice in hotspot burglary areas along with target-hardening materials such as light timers, window shock alarms, security lights, and window locks.

Outreach and diversionary activity aimed at addressing crime and antisocial behaviour among young people has also been carried out. Some of this diversionary activity has worked to build community cohesion and personal development, as well as to provide positive activities for young people. The case study below outlines a community initiative aimed at preventing crime, particularly burglary.

### Case study: Crime prevention

Victoria Park Residents Association is a newly formed group of residents with the main aim of trying to improve the local environment in the Victoria Park area of Longsight. This is an area that has experienced environmental and burglary issues.

Fifteen volunteers from the group worked in partnership with Manchester City Council, Greater Manchester Police and Places for People Housing on a week-long programme of activity, which included door knocking to:

- Provide education about waste and recycling
- Give out key crime prevention messages
- Welcome new students to the area
- Promote the work of the residents association.

A bin reset day took place to remove contaminated bins, and a barbecue was held to give the residents and students an opportunity to meet, get to know one another and build relationships. It was also an opportunity to celebrate the achievements of the previous week's work.

### Domestic abuse

While 2,830 domestic abuse crimes were reported between April 2013 and March 2014, it is acknowledged that many more crimes go unreported. Tackling domestic violence and abuse is a key priority for Manchester. Domestic violence and abuse has a huge impact on victims. We work closely with the Children and Families Directorate to deliver a multi-agency approach to reduce and prevent domestic violence and abuse. This includes:

- Ensuring that reports are investigated thoroughly and perpetrators are brought to justice
- Encouraging perpetrators to change their behaviour and access voluntary perpetrator programmes
- Supporting victims to remain in their own home should they wish to and if it has been deemed safe for them to do so through target-hardening measures
- Raising awareness among young people of healthy relationships
- Giving victims the confidence to report incidents.



This is discussed in more detail in the Children and Families chapter.

### Tackling hidden crimes

There are some crimes and behaviours less likely to be reported by people affected by them. The reasons for this may be varied but can include:

- Fear of repercussions
- A mistrust of agencies
- Reliance on the perpetrator
- The perpetrator may be a family member
- A lack of understanding of their rights.

There are also instances where the abuser convinces the victim that the situation they find themselves in is normal.

These types of crimes can have a long-term damaging effect on people's lives, but their hidden nature means it can be difficult to estimate their prevalence, gather intelligence, and prosecute offenders.

### The CSP is focusing on the following hidden crimes:

- Female genital mutilation
- Forced marriage
- Human trafficking
- Sexual violence and exploitation
- Child sexual exploitation
- So-called honour-based violence.

There are overlaps between some elements of hidden crime, such as human trafficking, sexual exploitation, forced marriage, and so-called honour-based violence.

The CSP works closely with colleagues from the Children's and Families Directorate, Safeguarding, and the voluntary, community and faith-based sector to learn more about hidden problems, working together to improve the confidence of victims to take action, and ensuring that they have appropriate support.

The CSP will seek to influence partners' strategies and policies around hidden crime, and will also work with colleagues to raise

awareness among frontline staff around hidden crimes through training.

### Making the city centre safer

Manchester is a city that continues to develop and change. It boasts several key drivers that help sustain the economic growth of the area. These include a vibrant and active city centre. The street population is high during the day with people who work in the city centre and those visiting. During the evening a high volume of visitors and city centre residents enjoy the many bars, restaurants, theatres, cinemas and concert venues, and then during the late night and early morning, the night-time economy. The city centre and its night-time economy are extremely important to Manchester. Having a vibrant leisure and cultural offer is a key factor in people's choice about where they live and work.

A safe and well-managed city is critical in terms of our growth and community safety strategies. Over the past ten years there has been continued expansion in the cultural offer as well as in licensed premises such as bars, pubs, clubs and restaurants. However, there are challenges in how the city centre operates over a 24-hour period. One of these factors is how alcohol



impacts on the behaviour of some people. A steering group, comprising representatives from Manchester City Council, GMP and CityCo, has developed an action plan to address the challenges identified, including:

- The changing face of the city centre over a 24-hour period
- Ensuring that the city centre provides a good experience for all
- Managing the demand on key resources
- The impact of behaviour on key groups
- Transport out of the city centre at night.

Through addressing these challenges, the partnership aims to change the tone of the city centre, ensuring it remains a safe place to live, work and visit for people of all ages with a varied cultural offer.

### **Next steps**

Over the next two years the Community Safety Partnership will continue to work towards meeting its strategic priorities. Action plans will be further developed and performance indicators established in order to measure the impact of the work of the CSP.

The development of Early Help Hubs will allow for a more integrated response to locally identified needs. These three hubs will enable better intelligence-sharing and appropriate responses to local mainstream/community providers where appropriate. They also have the ability to quickly escalate cases to the appropriate enhanced support provision, be it Troubled Families, Complex Dependency or other appropriate provision. They will create a forum for the sharing of local intelligence around antisocial behaviour, allow the development of local antisocial behaviour strategies, and encourage partnership working and the sharing of good practice to address antisocial behaviour.

Over the past two years, major changes have taken place in who manages offenders and how this is done. The disestablishment of regional Probation Trusts means that high-risk offenders are now managed by the National Probation Service, while Cheshire and Greater Manchester Community Rehabilitation Company (Purple Futures) manages low to medium-risk offenders. The CSP will continue to monitor and respond to the impact these changes have on managing offenders and changing offender behaviour.

The current Hate Crime Strategy is due to end in early 2016 and work is underway to review and refresh the strategy. Consultation will take place mid-2015 with voluntary, community and faith-based organisations, registered providers, statutory organisations and residents. This consultation will look at what has been achieved over the past three years, what has worked well, and where there are gaps or improvements to be made. This consultation will help inform the next three-year strategy.

The CSP will continue to embed the provisions required to meet the new Prevent Duty, which comes into force during the summer of 2015 and aims to reduce the threat of terrorism. The CSP will particularly concentrate on:

- Responding to the intelligence picture
- Strengthening partnership responses, particularly around the use of public resources and venues
- Building capacity through strong workforce development across the strategic partnership
- Strengthening safeguarding arrangements for those vulnerable to being drawn into terrorism

- Delivering the Rethinking Radicalisation community engagement programme in partnership with the Foundation for Peace and communities.

Work is ongoing to develop early intervention projects that aim to divert young people away from organised crime. Identifying risk factors through the Troubled Families initiative increases our ability to safeguard young people against becoming the organised criminals of tomorrow.

The CSP and partners are determined to bring hidden crimes into the open by encouraging victims to report these crimes and behaviours. We will work with partners to break down the barriers that exist to the prevention of, identification of and response to behaviours and crimes that can remain hidden.

Using intelligence around city centre crime-and-disorder hotspots, problem premises, transport hubs, why and how people use the city centre, and available health data from colleagues will highlight areas where provision and activity should be directed.

## Conclusion

While Manchester has made significant reductions in crime and antisocial behaviour over recent years, 2014/15 has seen an increase in a number of crime types, particularly some kinds of acquisitive crime. Welfare reforms and reductions in public resources have been cited as contributing towards these increases.

Welfare reforms are having an impact on some of the city's most vulnerable residents. While the exact nature of this impact is difficult to measure, there are signs of concern, including an increase in homelessness presentations and incidents of begging.

Economic pressures continue to have an impact on public services, with ongoing reductions in funding and resources. These reductions have meant that public sector organisations have had to become increasingly efficient and effective, eg. co-location of services. These reductions also mean it is important that Manchester reduces demand on services while at the same time providing a quality service, continuing to tackle crime and antisocial behaviour, and supporting vulnerable people. To achieve this we need to continue to change behaviour and address the issues that may prevent offenders from stopping

offending, such as accommodation, education, training and employment, life skills, and substance misuse. Linking with existing programmes such as Troubled Families and Complex Dependency will allow for multi-agency information-sharing and planning, and lead to more integrated support. Engaging communities in preventing and reducing crime and antisocial behaviour, and encouraging residents to be active citizens is key to reducing demand.

The CSP is committed to Greater Manchester's drive for public sector reform and is linked to the work taking place under the Justice and Rehabilitation Public Sector Reform. This aims to reduce reoffending, the number of victims, and demand across services. This workstream is closely aligned to the development of Complex Dependency work. The focus over the next two years will include:

- A review of Integrated Offender Management, including Spotlight, to ensure there is a Greater Manchester spine
- The development of a whole-system approach for young offenders
- The consolidation and growth of the whole-system approach to women offenders.

# Community wellbeing and neighbourhood satisfaction

## Strategic overview

**Community wellbeing, social cohesion, satisfaction with neighbourhoods and the general happiness of Manchester's people are important objectives within the Community Strategy. Wellbeing and happiness tend to go hand in hand, but there are many factors that contribute to wellbeing and influence people's general happiness and overall satisfaction with their lives and neighbourhoods, including:**

- Gaining or enhancing skills, through employment and volunteering
- Participating in the rich and varied cultural, leisure and sporting opportunities the city has to offer
- Having a sense of belonging and contributing positively to the local community through voluntary activity.

Manchester's economic growth clearly contributes to the overall sense of wellbeing, and on the whole, Manchester's people tend to be of a happy disposition rather than dissatisfied or unhappy. However, there remain considerable challenges for the city and its

partners to address in order to ensure that all Manchester residents are able to benefit from and contribute to the city's growth. Poor skill levels, worklessness and benefit dependency still characterise many of the city's communities. Deprivation impacts upon satisfaction with life and happiness levels, and as such, Manchester's more deprived wards score lower in measures of satisfaction with life and happiness.

There is also a negative relationship between deprivation and community cohesion. More deprived areas are less likely to say that people from different backgrounds get on well together.

It is important that underlying reasons for these differences are understood so that action can be geared towards enabling people to positively address community wellbeing in areas where dissatisfaction is highest.

The reduction in public sector finances has also created additional challenges that may have an impact on satisfaction levels as new approaches to the delivery of public services are introduced. The push for communities to

become less dependent on public agencies can create positive wellbeing impacts, such as opportunities to gain skills through volunteering in community-supported libraries or sports clubs. However, it may also have a negative impact through the perception that there is less investment in their neighbourhood.

The city's voluntary sector has a critical role to play in supporting the drive to reduce dependency and in delivering real improvements in the lives of Manchester residents. The sector provides training, work placements and many volunteering opportunities which help residents develop their skills, assist them in finding work, reduce their risk of social isolation and improve their overall sense of wellbeing.

## Analysis of progress

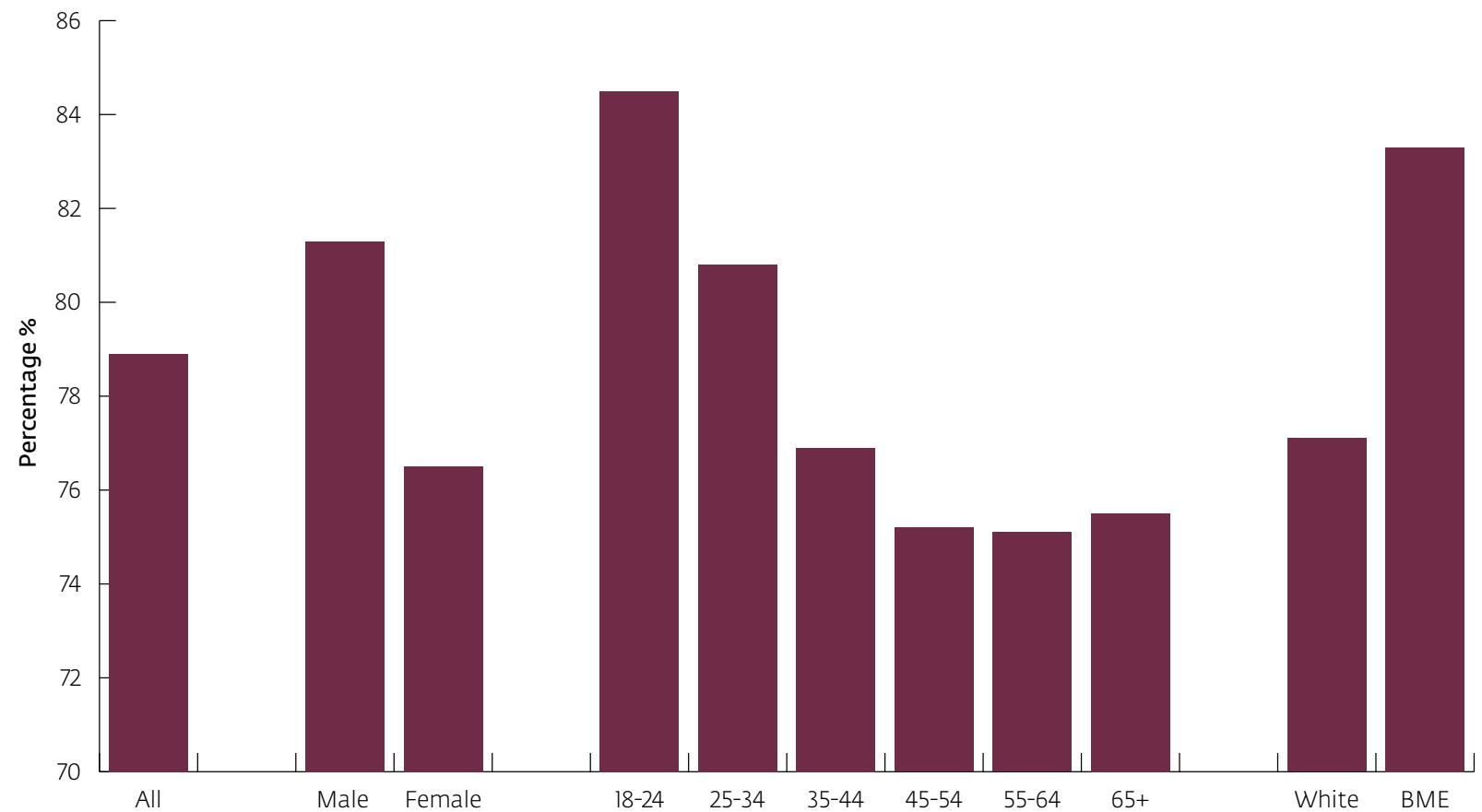
### Satisfaction with the Council and happiness indicators

The Manchester Partnership has commissioned a series of rolling telephone surveys asking residents key questions about things that affect their lives and their neighbourhoods. With these telephone surveys, it is possible to track changes in perception on a regular basis.

Over recent years, the respondents to Manchester's residents' surveys have expressed increased satisfaction with their local area as a place to live, and overall there has been a significant improvement in respondents' satisfaction since 2000/01. In the 2014/15 telephone survey, 79% of respondents were satisfied with their local area as a place to live – a slight increase on the previous year (77%). Analysis of the telephone survey identified that issues of cohesion and perceptions of antisocial behaviour are key factors in levels of residents' satisfaction with their local area. A total of 84% of those who agree that people from different backgrounds get on well together are satisfied with their local area, compared to 44% who disagree that people from different backgrounds get on well together. A total of 49% of those who perceive high levels of antisocial behaviour in the local area are satisfied with the area as a place to live, compared with 82% of those who do not perceive high levels of antisocial behaviour. Male respondents are likely to be more satisfied with their local area. Younger respondents (18–24 years) are also more likely to be satisfied. This year has seen a further increase in satisfaction of BME groups, while White groups have remained consistent with last year's result. (figure 9.1).

**Figure 9.1**

Satisfaction with local area by gender, age and ethnicity

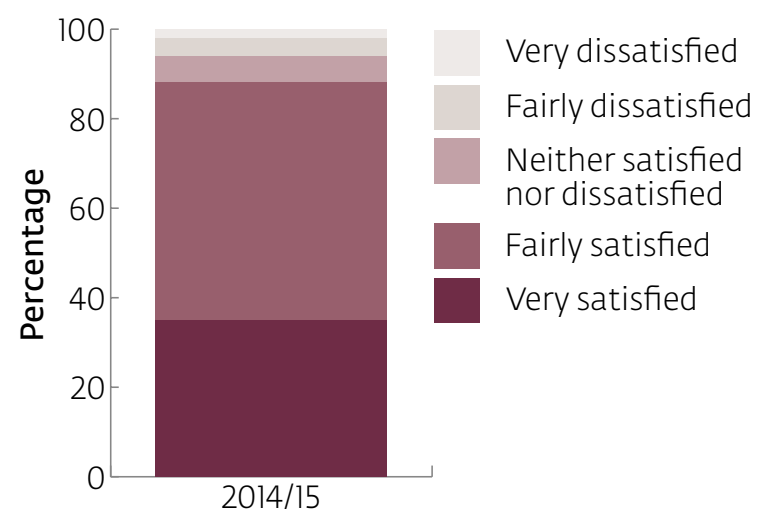


Source: Manchester Residents' Telephone Survey 2014/15

The survey asked residents how satisfied they are with their lives and, all things considered, how happy they are. As in the previous year's survey, Manchester residents are more likely to be satisfied with their lives as a whole and be of a happy disposition than dissatisfied or unhappy. As illustrated in figure 9.2, the vast majority of respondents were very satisfied (31%) or fairly satisfied (59%) with their life as a whole, with only 5% dissatisfied. Therefore, 90% of respondents are satisfied with their lives according to the telephone survey, compared with 88% last year.

**Figure 9.2**

Wellbeing: how satisfied are you with your life?



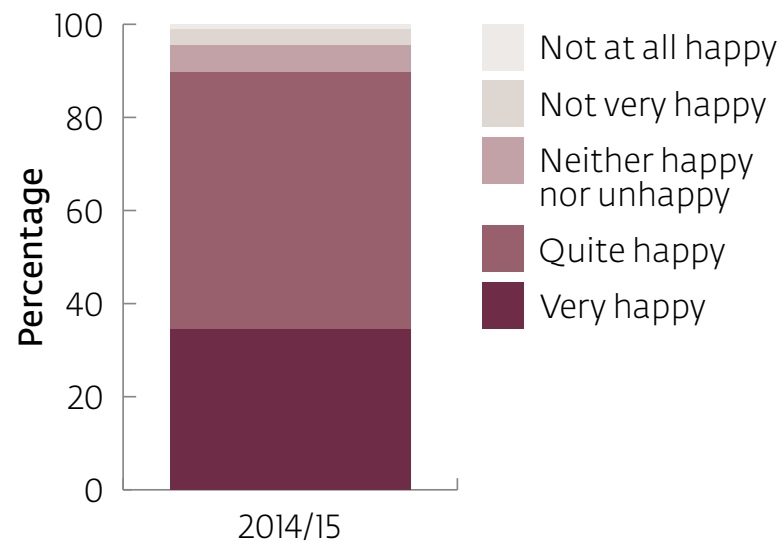
Source: Manchester residents' telephone survey 2014/15

As would be expected, people in good health were more likely to be happy and satisfied with their lives (97%), compared with those in very bad health (3%). The percentage of respondents who are happy and satisfied with their lives varies with other factors, such as satisfaction with their local area as a place to live, perceptions of antisocial behaviour, views on community cohesion, and satisfaction with the way the Council runs things.

In figure 9.3, the vast majority of respondents describe themselves as being very happy (34%) or quite happy (55%), with only 4% not being happy with their life, which is broadly similar to last year's responses.

**Figure 9.3**

Happiness: all things considered, how happy are you?

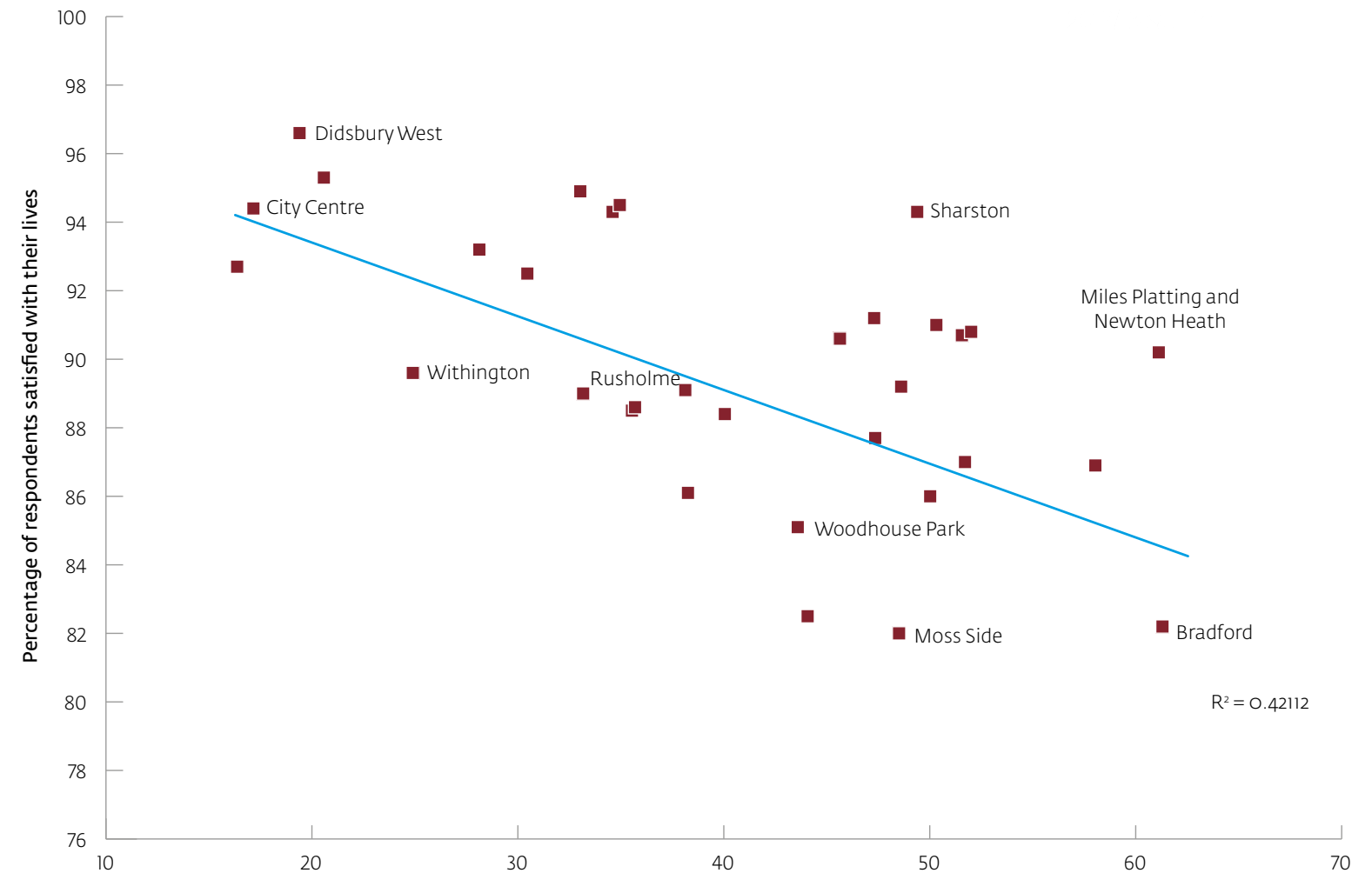


Source: Manchester residents' telephone survey 2014/15

Unsurprisingly, levels of deprivation have an impact upon satisfaction with life and happiness levels, with Manchester's more deprived wards (according to IMD) generally scoring lower percentages in measures of satisfaction with life and happiness. This is shown in figures 9.4 and 9.5.

**Figure 9.4**

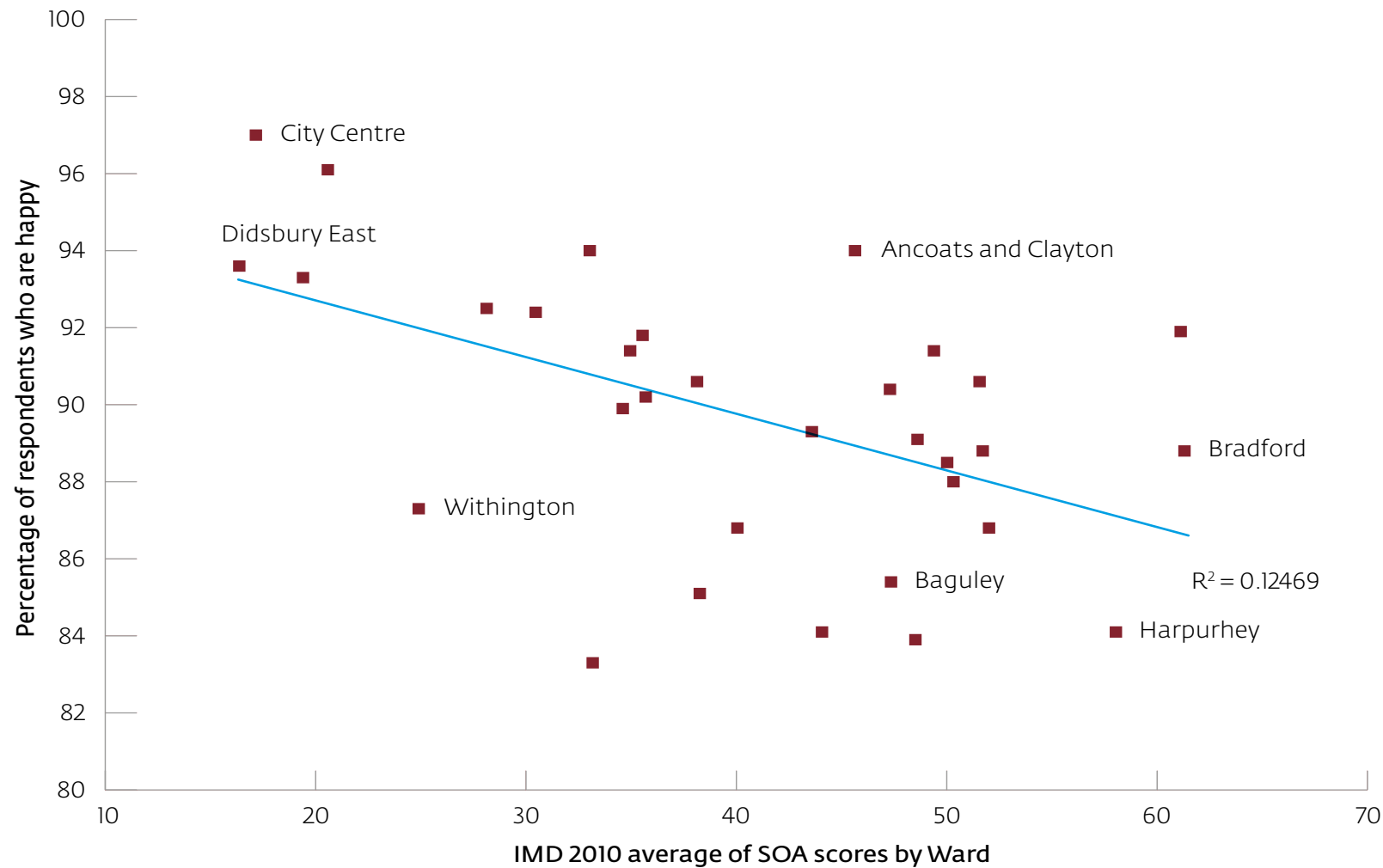
Deprivation and satisfaction with life



Source: IMD 2010, CLG Crown copyright and Residents' Telephone Survey, 2014/15

**Figure 9.5**

Deprivation and happiness



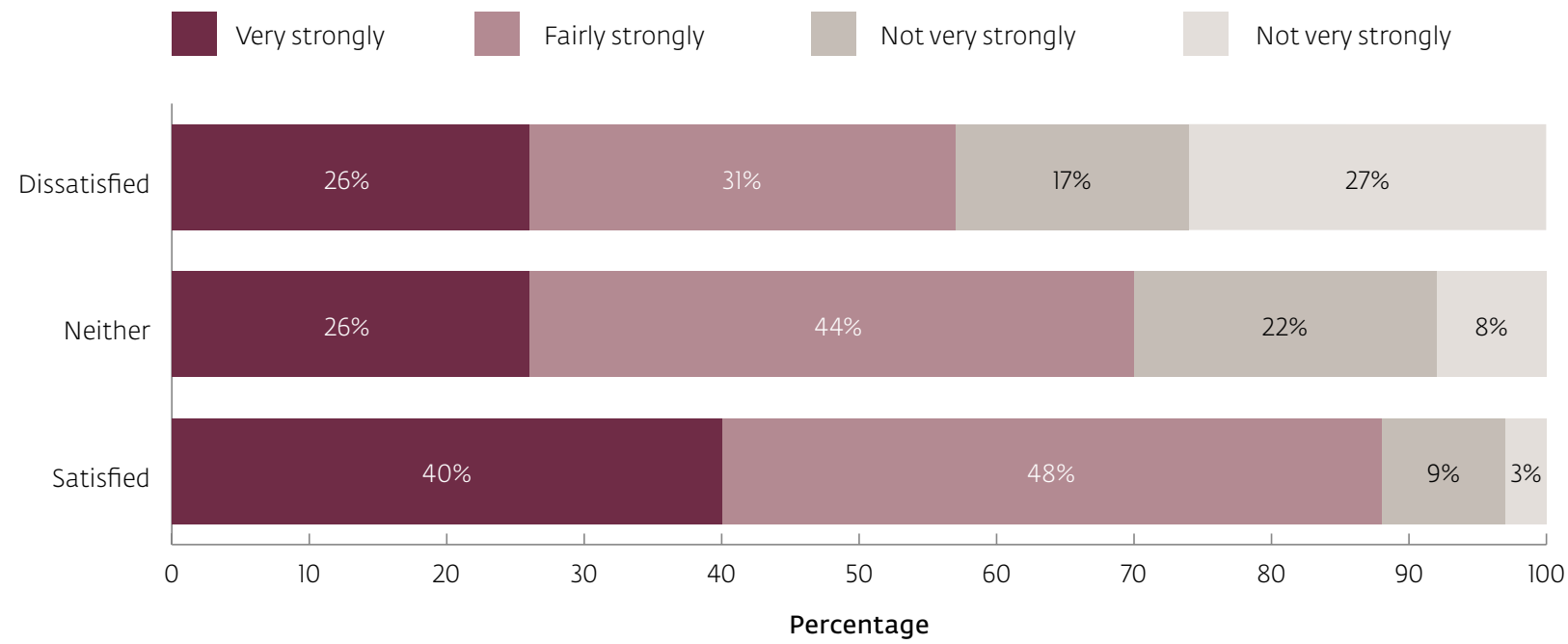
Source: IMD 2010, CLG Crown copyright, and Residents' Telephone Survey, 2014/15

This year's survey shows that 82% of respondents feel either very strongly (37%) or fairly strongly (45%) that they belong to their immediate neighbourhood; an increase from 79% last year. Respondents who are more satisfied with their local area, and those who do not perceive high levels of antisocial behaviour, have a stronger feeling of belonging to their neighbourhood (figures 9.6 and 9.7). Older respondents are also much more likely to feel they belong to their local area (figure 9.8).



**Figure 9.6**

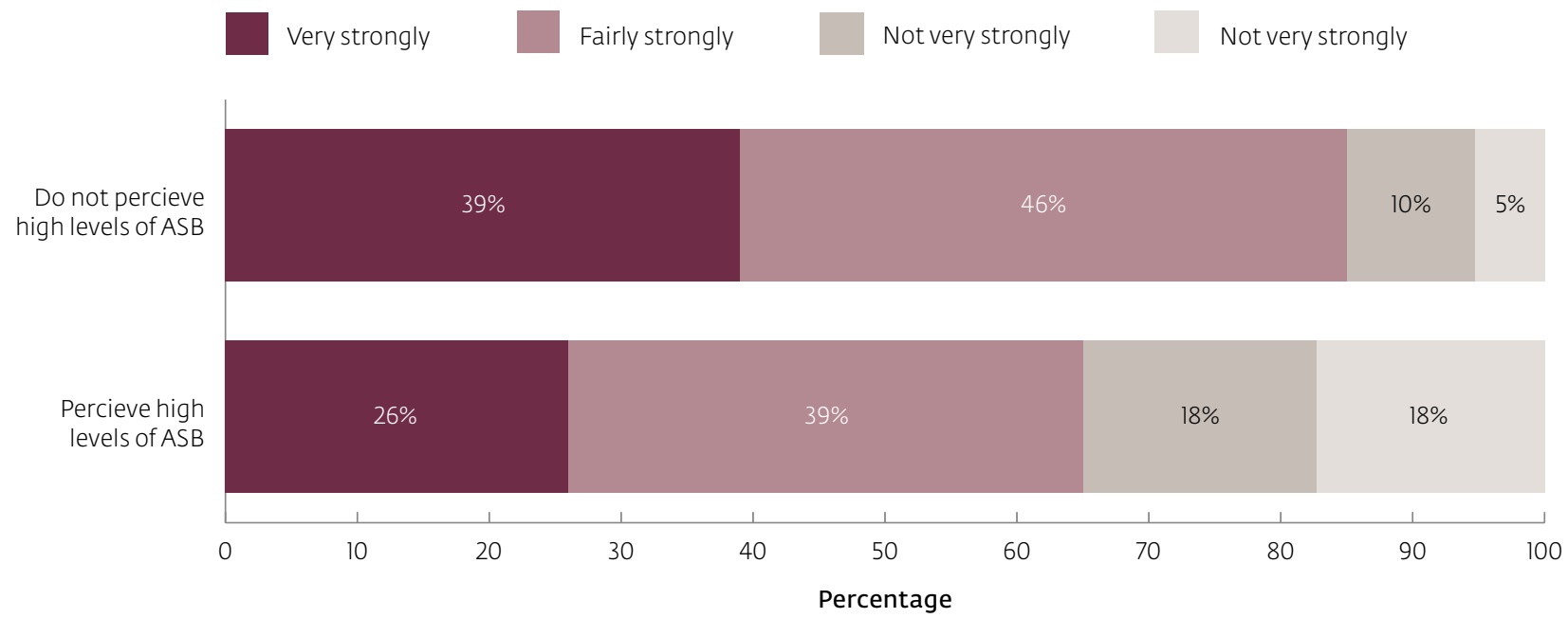
Satisfaction with local area and belonging



Source: Manchester Residents' Telephone Survey, 2014/15

**Figure 9.7**

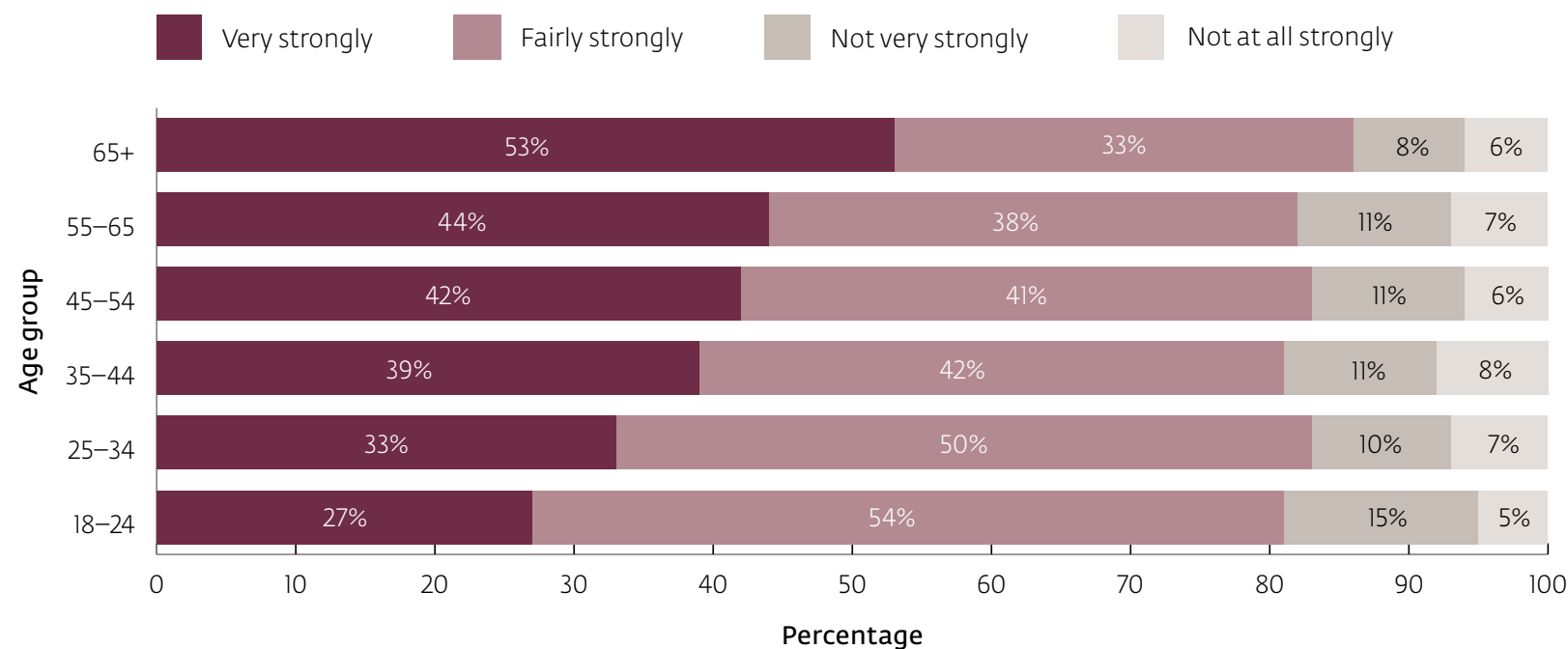
Perceptions of antisocial behaviour and belonging



Source: Manchester Residents' Telephone Survey, 2014/15

**Figure 9.8**

Age and belonging



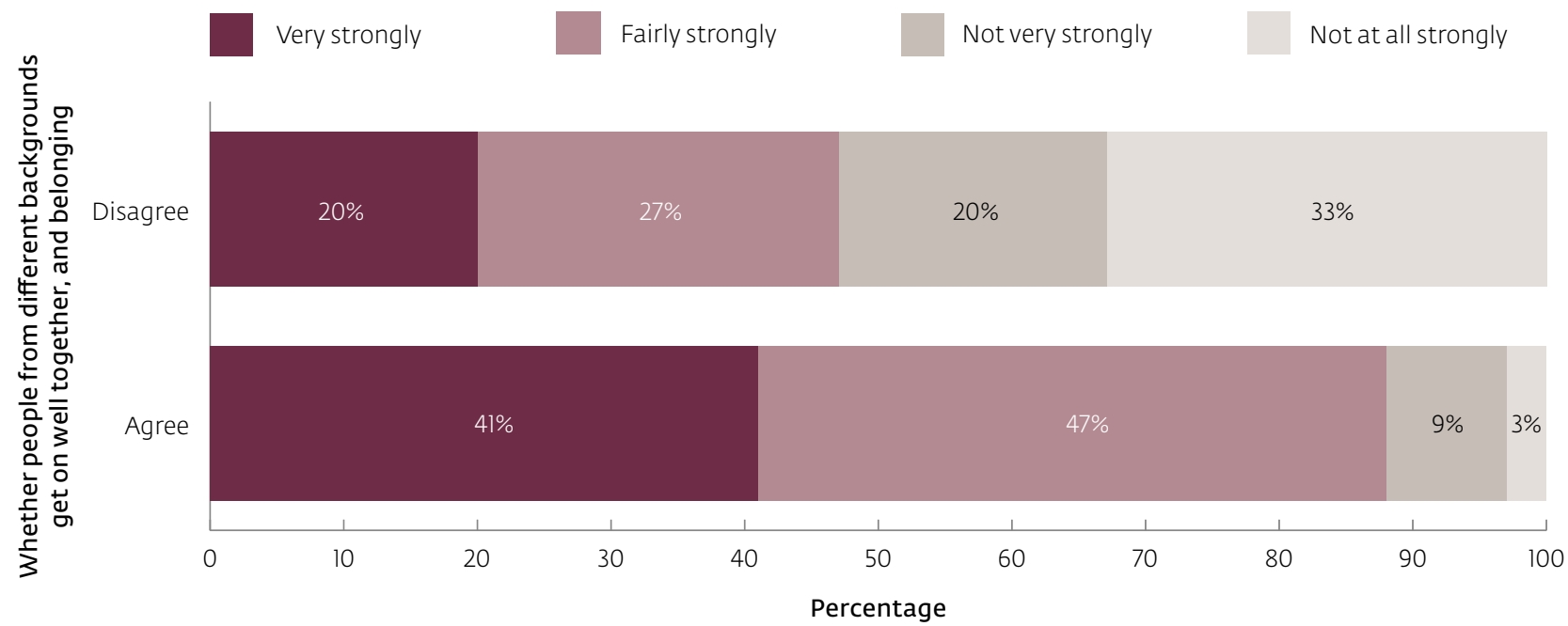
Source: Manchester Residents' Telephone Survey, 2014/15

Increasing community cohesion is an important goal for the city. 91% of respondents agree that people from different backgrounds get on well. This has remained consistent with last year. Those respondents who feel they belong to their local area are more likely to say people from different backgrounds get on well together (figure 9.9).

Deprivation also has a negative effect on community cohesion. People in more deprived areas (according to IMD2010) are less likely to say that people from different backgrounds get on well together (figure 9.10).

**Figure 9.9**

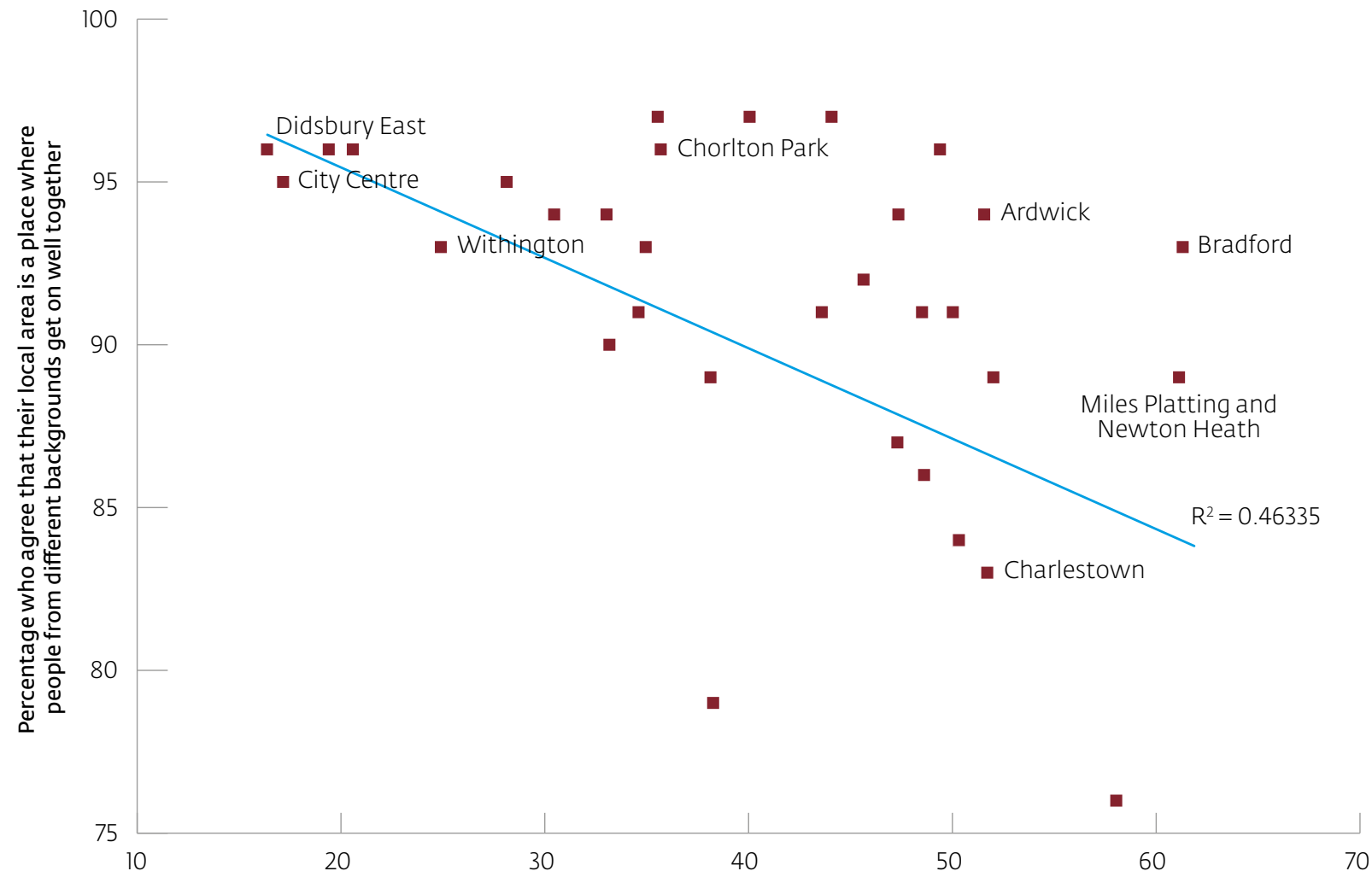
Community cohesion and belonging



Source: Manchester Residents' Telephone Survey, 2014/15

**Figure 9.10**

Deprivation and community cohesion



Source: Manchester Residents' Telephone Survey 2014/15, and IMD 2010

### **Cultural, leisure, recreational and library services**

Access to a varied cultural, leisure, recreational and library offer is vital to supporting community wellbeing, active citizenship and vibrant neighbourhoods.

Manchester achieves this through a portfolio of citywide, high-quality facilities and a rich calendar of programming, events and activities. The international creative and sporting reputation of the city, alongside the many opportunities for residents and community groups to volunteer, participate, watch and deliver activity, instils civic pride, activates engagement and builds capacity, wellbeing and resilience.

This also plays a part in the economic growth of the city, bringing investment and tourism, providing local employment, contributing to the local supply chain and developing, attracting and retaining talent.

The broad contribution of culture to the city and the region was captured in a recent study by consultants Ekosgen<sup>1</sup> into the economic, social and regeneration impact of Manchester's

cultural organisations. As well as detailing the significant economic benefits generated by the organisations, the report found that the extensive and diverse range of participatory and engagement activities taking place across the organisations contributed positively to the city's social and community objectives. In a typical year, there are at least 179,000 engagements through volunteer, training and outreach programmes and more than 341,000 engagements in learning activities, including work with schools. One of the report's conclusions was that Manchester cultural organisations are already delivering important initiatives working with schools, young people, families, and children and older people, and that they have the capacity and expertise to do more. The report, commissioned by Manchester Museum with support from Manchester City Council, drew on evidence from 16 cultural organisations. Continuing to increase the consistency of data collection and its interpretation from across the sector more widely will consolidate future reporting, better inform strategic planning and provide valuable external advocacy for the city.

Manchester's strategies aim to ensure first-class

facilities in the heart of the city's neighbourhoods. Considerable progress has been made in 2014/15, including the full restoration of Alexandra Park; improved facilities at Heaton Park; the partial refurbishment of Moss Side Leisure Centre to accommodate the relocated Hulme Library; the completion of the brand new £9million leisure centre and major public art commission by artist Ryan Gander as part the Beswick Community Hub; and the re-opening of Manchester University's Whitworth Art Gallery following a multi-million-pound refit, which has integrated the gallery with Whitworth Park. In addition, it was confirmed that Manchester will receive £78million of Treasury investment in The Factory – a new, large-scale, ultra-flexible arts space (to open in 2019) – as part of a new cultural enterprise and production district, enhancing Manchester's cultural reputation and creative production.

Partnerships with voluntary and community organisations and active residents have continued to strengthen, helping to facilitate involvement, attract funding for local activity and increase neighbourhood sustainability

<sup>1</sup> The Impact of Manchester's Cultural Organisations, Ekosgen, October 2014, [www.manchesterculturalpartnership.org/wp-content/files\\_mf/manchesterculturalimpactreportfinal.pdf](http://www.manchesterculturalpartnership.org/wp-content/files_mf/manchesterculturalimpactreportfinal.pdf)

**Examples include:**

- The successful establishment of seven community outreach libraries, supported by a major increase in volunteer hours
- The Annual Sports Awards, recognising Manchester residents who have achieved, volunteered and participated in sport
- Manchester's voluntary and community sports clubs securing almost £70,000 from Sport England's Sportivate programme towards neighbourhood activity
- Fifteen voluntary sector arts and cultural organisations were awarded grants through the Council's Cultural Partnership Agreements 2015–18 programme to support activity that will stimulate residents' creativity, promote health and wellbeing, raise aspirations and benefit the economy.

**Participation in culture, leisure and sports**

In 2014/15, 34.5million visits were made to Manchester City Council's cultural and recreational facilities. (see table 9.1).

**Table 9.1**

Number of visits to Manchester City Council cultural and recreational facilities, 2013–15

	2013/14	2014/15
MCC – Galleries	531,800	541,800
MCC – Parks	28,344,600	28,466,300
MCC – Leisure	3,362,200	2,855,700
MCC – Libraries	1,811,700	2,671,700
<b>Total</b>	<b>34,050,300</b>	<b>34,535,500</b>

Source: Manchester City Council. Due to changed methodology, figures for leisure are not directly comparable to previous years.

Due to a different data collection methodology, the figures for leisure are not directly comparable with previous years. The new contractual arrangements, which started on 1 October 2014, have predicted growth in participation and future analysis will look at actual performance against the targets set out as part of the contract and not historic figures, as this will give a skewed position. The data is provided by the Eastlands Trust, Greenwich Leisure Limited and Wythenshawe Forum Trust, with the Council providing data for the Active Lifestyles Centre, Debdale Park, Projekts Skate Park and Rushford Park. Miles Platting Pools and Arcadia Sports Hall have closed and Broadway Pools is now an independent,

community-run service so their figures are not included in the third and fourth quarters of 2014/15. Transitional arrangements and associated short-term closure have also been managed during Q3 and Q4.

Participation from schools and other educational establishments in the city's recreational and leisure facilities continues to be promoted. In 2014/15 there were 447,800 participants from schools – an 8.9% increase on the previous year (table 9.2).

**Table 9.2**

Number of participants from schools/other educational groups in Manchester City Council cultural and recreational facilities, 2013–15

	2013/14	2014/15
MCC – Galleries	18,000	16,700
MCC – Parks	4,100	3,100
MCC – Leisure	370,200	408,500
MCC – Libraries	19,000	19,500
<b>Total</b>	<b>411,300</b>	<b>447,800</b>

Source: Manchester City Council



### Case study: Wythenshawe Games 2014

Launched in 2012, Wythenshawe Games is an annual community sports festival, which capitalised on the momentum of the London Olympics and Paralympics to inspire local residents in one of Manchester's most economically disadvantaged communities to engage in sport, physical activity and healthy lifestyles.

Now in its third year, the games has become Manchester's most well-attended and diverse community sports and cultural festival.

2014 saw more than 9,000 local people take part in sport, 2,475 people benefit from brief health interventions and 8,350 adults and children take part in cultural activities.

The centrepiece of the games is a week-long sports festival in Wythenshawe Park. Drop-in sports activity is available for the public to join in with everyday from 11am to 4pm, with several days in the week themed towards attracting target audiences: Sport for All – inclusive sports day; Over-50s Day; and Girls' and Women's Day.

The Friends of Wythenshawe Hall (FoWH), in partnership with Manchester City Council's Community and Cultural Services, opened the Hall to visitors throughout the week. They delivered a packed schedule of 1940s-themed events and activities, attracting 7,300 local and Greater Manchester visitors, as well as many tourists from further afield.

The games is also fantastically supported by volunteers, who are recruited through networks such as Wythenshawe Community Housing Group Real Neighbours, The Manchester College and the Volunteer Sports Bureau.

Volunteer Kirsty Taylor said:

*"I absolutely loved working at the games this year [2014]. It fills me with great satisfaction to know I have been part of such a huge event and one that is in the heart of our local community. Each year, the games get better and better."*

Wythenshawe Games is delivered by a designated event team working alongside staff from across Community Cultural Services and volunteers.

After an exceptional year in 2013/14, Manchester Art Gallery and Platt Hall once more welcomed more than half a million visitors in 2014/15. Visits to Manchester Art Gallery grew by nearly 6,000 to 520,500, and visits to Platt Hall remained broadly static at 21,400. There has been an 8.2% increase in educational sessions held across these galleries, and high numbers of first-time visits have been maintained, particularly from previously under-represented parts of Manchester's community. The audience profile continues to match that of the local population, which is exceptional among galleries nationally.

Audiences continue to respond positively to extended opening hours. The gallery's Thursday Lates programme has grown in popularity and vibrancy, attracting 300–400 visitors each week and up to 1,000 for large-scale events. Late-night opening is popular with tourists (*"Excellent idea, great resource for the city at night"*) and has a loyal local audience, who average 8.5 Lates a year (*"Brilliant idea, it's the only time I can visit"*).

However, it remains the quality and popularity of the artistic programme that draws the crowds. 2014/15's exhibitions and displays at Manchester Art Gallery included a significant

survey of new and recent works by celebrated Portuguese artist Joana Vasconcelos, and The Sensory War 1914–2014, which marked the centenary of the First World War by exploring how artists have communicated the impact of war on the senses. Platt Hall featured Something Blue, a hundred years of wedding dresses from the Gallery of Costume's collections and an exhibition celebrating 250 Years of Platt Hall.

The gallery's ground-breaking arts and health and learning programmes have been further enhanced. Of particular note in 2014/15 were the new Open Doors sessions for families with autistic children, and a series of community engagement sessions to connect local people with Ryan Gander's new public artwork in Beswick.

The reopening of Central Library has contributed to a significant rise in visits to libraries across Manchester of 47%, around half of which are attributable to Central Library.

The transformed Central Library, the second-largest public library in the UK, has established itself as a major cultural destination. It is an

inclusive space, appealing to a wide range of audiences – families, children and young people, and aspiring entrepreneurs. The library saw more than 1.3million visits in 2014/15, over 215,000 PC bookings, and Wi-Fi usage reached over 130,000 sessions.

In a similar vein, our neighbourhood libraries, including the community outreach libraries, are hubs of activity for all ages, providing access to computers, employment and business information and advice, early years, health and wellbeing and reader engagement activity. Increasingly, they are becoming embedded as accessible neighbourhood cultural centres in partnerships with the city's creative organisations.

### **Case study: Library Live – Chaos to Order and Echo Trace**

Library Live was an initiative to establish the refurbished Central Library as a major cultural and creative city-centre venue, and to establish neighbourhood libraries across the city as a network of community-based cultural centres.

The idea was to challenge perceptions and re-imagine what a library in the 21st century could be, and to attract new audiences – for libraries and for the arts. A programme of events and activities tested how spaces in Central Library could be used differently, and this culminated in Chaos to Order, a week-long festival curated by the critically acclaimed band Everything Everything and produced by Brighter Sound.

The festival featured top comedy, literature and music acts. Manchester was well represented by local, internationally renowned organisations, Quarantine (theatre) and Company Chameleon (dance). Everything Everything closed their week-long residency in the library in a fantastic finale, debuting original material inspired by the building.

Many of the events happened during opening hours in Central Library's public areas, surprising the thousands of visitors to the library that week. Other events were free, full-to-capacity ticketed events, attracting 1,500+ audience members, many on their first visit.

The festival caught the imagination of the media, with coverage from local and national newspapers, as well as specialist music press. The library hosted live broadcasts by BBC 6 Music and Radio 3, including In Tune and The Radcliffe and Maconie Show. The coverage confirmed the festival's aspirations, with comment on the quality of the programme and the magnificence of the building, as well as stimulating debate about the purpose and future of libraries.

The Echo Trace programme has translated the cultural aspirations of Library Live out into our communities, with five libraries across the city developing a diverse range of cultural activity, across a plethora of creative genres. Echo Trace culminated in a special event at Central Library at the end of May 2015, showcasing the photography, literature, visual art, sound and music created by our communities and led by

some of Manchester's most cutting-edge local artists and creative organisations.

The Council continues to work closely with the three leisure-based trusts<sup>2</sup> to provide high-quality leisure opportunities that engage all Manchester's communities in healthy activity with a view to increase participation.

Indoor facilities attracted nearly 2.9million visits last year, which is a slight decrease against historic data. This is due to new contractual arrangements and data management requirements, which are currently under review. The Sport and Leisure figures do not realistically represent a downturn in visits, and contracted performance targets project an increase by 2% year on year.

As measured by Sport England's Active People Survey 8 (October 2013 to October 2014), participation in sport in Manchester (percentage of residents taking part in 30 minutes of sport or active recreation per week) rose by 1.3 percentage points, from 41.1% to 42.4%. This continues to be well above the national average (35.8%) and the

north west average (35.9%). Volunteer hours in sport have also increased by 61%.

Parks continue to deliver value for money and high levels of participation year on year. Key developments have been the redevelopment of Alexandra Park, which has been a huge success for the city, and the continuation of a range of high-profile and highly popular major events at Heaton Park. At community level, fostering strong partnerships with 'Friends of' parks groups, combined with new ways of delivering services and joint initiatives, has contributed to ongoing success. Participation in educational sessions across parks, leisure facilities and through the sports and community activity team has improved by 11% over the past 12 months, engaging with just over 400,000 participants.

<sup>2</sup> Wythenshawe Forum Education Trust, Eastlands Trust and Greenwich Leisure Trust

## Objectives for the next year

### Growth

- Enhance the reputation of the city by providing a diverse cultural and leisure offer.

### Place

- Create places that are clean, green, safe and inclusive
- Good social, economic, cultural and environmental infrastructure with sustainable and resilient active residents and communities

### People

- Create positive pathways into work for young people through volunteering programmes and entry-level job opportunities in the creative and cultural sector.

### The voluntary sector

Manchester has a large and vibrant voluntary and community sector (VCS) which adds huge value to the quality of life in our neighbourhoods and communities. The sector plays a wide range of varied roles and is made up of organisations of all types and sizes, covering all sections of the community and thematic areas of interest.

In 2013, Manchester's voluntary sector support body, MACC (Manchester Alliance for Community Care), published research into the state of the city's VCS. The statistics that follow are largely drawn from that research, which can be found in full here:

[www.manchestercommunitycentral.org/state-sector-2013](http://www.manchestercommunitycentral.org/state-sector-2013)

There are an estimated 3,093 VCS organisations in Manchester; 64% of these are 'micro' in size, having annual income of less than £10,000, 17% are small (£10,000–£100,000), 13% medium (between £100,000 and £1million) and 5% large (annual income greater than £1million).

The total income of the voluntary sector in the city is estimated at £477million in 2011/12 (down from £508million in 2009/10), with most of this income going to the large and medium-sized organisations. Although small and micro organisations make up over 80% of organisations in the voluntary sector, they account for less than 10% of total income.

Although there are 12,400 (full-time equivalent) staff employed by VCS organisations in Manchester, many organisations' work is

delivered mostly or wholly by unpaid volunteers. In 2012/13, an estimated 94,300 volunteers in Manchester contributed an estimated 370,400 hours of their time each week. Many organisations report an increase in the number of their volunteers in the past 12 months.

The key challenges Manchester's voluntary sector report facing are reduced access to funding coupled with rising costs and increasing demand for services, particularly in the context of welfare reform.

Although there are big challenges, the VCS in Manchester is responding by coming together in partnerships or consortia to successfully bid for funding (such as Big Lottery) that the public sector doesn't have access to. The sector is also taking advantage of new opportunities, such as crowd funding and community asset transfer. The voluntary sector can use its first-hand knowledge of different communities to work with partners to design improved services that best meet the needs of Manchester residents.

The Council believes the voluntary sector in the city has a critical role to play in working alongside us to improve the lives of Manchester

residents. The sector provides employment and work placements and, importantly, many volunteering opportunities which can help residents develop their skills and reduce their risk of social isolation. Many VCS organisations also help people find work through job clubs and through providing training.

Because the voluntary sector works at grass-roots level in every neighbourhood and with every community of interest and identity, these organisations can reach deep into communities in a way that the Council and other big organisations cannot, helping people to help themselves and their neighbours.

The Council provides funding to the VCS through grants and contracts, and new models such as spot purchasing. We are working with the sector to improve the way we invest in and engage with the city's many groups and we are also working together to improve the connections between the city's public, private and voluntary sectors.

## Conclusion

Indicators of community wellbeing, social cohesion and general happiness among Manchester's population are generally travelling in the right direction, with slight year-on-year improvements in most indicators<sup>3</sup>.

The lower levels of satisfaction in community cohesion in areas with higher levels of deprivation are of concern, and further work will be undertaken to both understand and address the underlying causes.

The links between community wellbeing and participation in cultural, leisure and sporting activities are clear, with participation in most of these areas on the increase.

At a neighbourhood level, maintaining high-quality local facilities and services is recognised as important to supporting residents to be resilient and to have happy, healthy, stable and engaged lifestyles. This includes helping residents to gain skills and providing the opportunities for them to become actively involved in running services, particularly in developing sustainable solutions to deliver cultural and leisure activities. As noted above,

the city's voluntary sector has a critical role to play in helping residents develop their skills, reducing social isolation, and helping people to use skills developed through volunteering to find work.

<sup>3</sup> Although these increases are generally insufficient to be regarded as statistically significant.