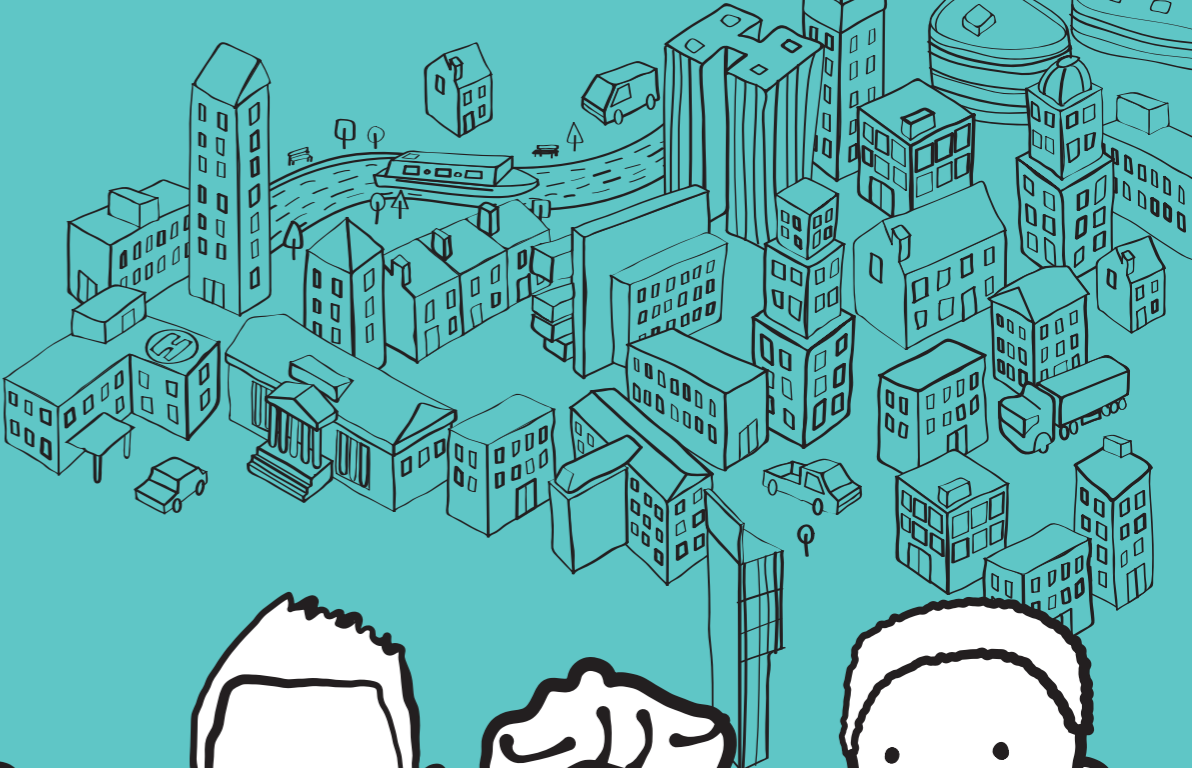


• Our Manchester •



State of the City Report 2019



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Chapter 1: Overview and summary

The Our Manchester Strategy

In 2015, people were asked what their dream Manchester would be like, to help shape the Manchester Strategy 2016–25 and to let us know what makes the city a place where people want to live, work, play and do business. The consultation, which reached tens of thousands, gave the clearest picture yet of what matters to people, and conveyed to us that Manchester should aim to be:

- Thriving – creating great jobs and healthy businesses
- Filled with talent – both home-grown talent and attracting the best in the world
- Fair – with equal chances for all to unlock their potential
- A great place to live – with lots of things to do
- Buzzing with connections – including world-class transport and broadband.

The Our Manchester Strategy was the culmination of this process. It was formally adopted by the Council in January 2016 and was launched in March 2016, setting out our long-term vision for Manchester's future and providing a framework for action by us and our partners across the city. The overarching vision is for Manchester to be in the top flight of world-class cities by 2025:

- With a competitive, dynamic and sustainable economy that draws on our distinctive strengths in science, advanced manufacturing, culture, creative and digital business, cultivating and encouraging new ideas
- With highly skilled, enterprising and industrious people
- A city connected internationally and within the UK
- A city that plays its full part in limiting the impacts of climate change
- A city where residents from all backgrounds feel safe, can aspire, succeed and live well
- A clean, attractive, culturally rich, outward-looking and welcoming city.

Our way of doing things

The Our Manchester Strategy fleshed out this vision into 64 priorities. These are known as the 64 'we-wills', which Manchester's people and organisations (not just the Council) have agreed to work towards together. Delivery of these we-wills is dependent upon people and organisations across the city coming together so that their collective knowledge, skills and effort can be harnessed. To facilitate this, the four basic principles of Our Manchester identify ways to change what we do and how we do it, so we can all play our part in delivering the Our Manchester Strategy.

These four Our Manchester principles are:

- Better lives – it's about people
- Listening – we listen, learn and respond
- Recognising strengths of individuals and communities – we start from strengths
- Working together – we build relationships and create conversations.

Working well by using these basic principles takes a certain kind of person behaving in certain ways. Organisations working for Manchester have joined a conversation about which 'behaviours' would best make them into the people needed to deliver Our Manchester. Four of the top responses have been:

- We work together and trust each other
- We're proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and we're not afraid to try new things.



Our collective progress

The 64 we-wills sit under one of the five key themes in the Our Manchester Strategy, along with measures of success that are intended to monitor progress in achieving the aims and objectives of the document. These five themes are:

- A thriving and sustainable city
- A highly skilled city
- A progressive and equitable city
- A liveable and low-carbon city
- A connected city.

Every year we will show our collective progress towards these goals through the State of the City Report, which is organised according to the five themes. This year's Report represents the third year of analysis of our progress against the Our Manchester Strategy.

The Intelligence Hub is an interactive tool which supplements the State of the City Report, providing ward-level information about Manchester across the five themes of the Our Manchester Strategy.

A thriving and sustainable city

One of the key factors in Manchester's overall success and resilience has been the development of a stable economy; this is essential for the creation of the jobs that the city needs, driving investment and enabling the city to grow. In recent years, the city has seen major investment, resulting in a boost to jobs and opportunities. It is imperative that we meet the challenge of ensuring that these opportunities benefit the city's residents to ensure a good quality of life. In addition to this, a key future challenge will be the transition to a more sustainable zero-carbon city.

Manchester has seen unprecedented population growth over the past two decades, with growth concentrated in the city centre and surrounding wards. Owing to inward migration, an increasing number of children are accessing primary education across the city, and the demand for secondary school places has also increased significantly over the past five years. Manchester continues to be a diverse community, welcoming people into the city from across the world, including the large number of international students now living in the city.

Manchester's economy continues to grow at a faster rate than the UK as a whole. Total employment has continued to rise, with the largest number of employees being employed in the financial, professional and scientific sectors as the city continues to diversify its economy towards the knowledge-intensive sectors. However, there remains a significant gap between resident and workplace wages, which presents a challenge for achieving inclusive growth. We aim to create a more inclusive economy that all residents can participate in and benefit from by focusing on the three pillars of people, place and productivity.

The city centre is the economic growth engine for both Manchester and the wider region. It has a high concentration of employment and has seen a significant increase in development over the past year, building on the city's international reputation as a leading place to live, visit and do business. Over the past year, there have been significant levels of investment in the city to commercialise its strengths in research and innovation.

Cultural activity is key to the growth agenda for Manchester, and remains at the heart of the city's identity, increasing its attractiveness and reputation. The Council continues to support the growth of the city's cultural institutions, and so far this year several large-scale development programmes have started at a number of venues. The pace of this development has posed some challenges for the creative community, in particular the cost of work space or studio space at risk of redevelopment. As such, working with the artist community remains a key priority for the Council. The Factory development – a new arts and cultural centre of international importance – continued to progress in 2018, with the approval of planning permission and the securing of significant funding from the Arts Council England. This exciting new development is set to add £1.1 billion to the city's economy and create 1,500 jobs.

Offering people new opportunities for them to develop skills in the arts and culture sector in order to help diversify the workforce of the sector is a key objective for the city. This has been progressed with the launch of the Greater Manchester Cultural Skills Consortium: a group of 20 organisations that will collaboratively develop skills and training programmes.

Manchester has the potential to be a world leader in the field of technology, and it is recognised as having a thriving digital sector that plays a key role in the economy. However, turnover growth in the digital sector has declined due to the impacts of both Brexit and a skills shortage within the industry. The Council continues to work collaboratively with the industry, education and Government to address these issues.

Another aspect of the city's economic success has been its emergence as a leading national and international conference destination, hosting some 2.6 million delegates in 2017. Alongside this, Manchester's visitor economy continues to soar – it was the third-most visited UK destination by international visitors in 2018.



A highly skilled city

A highly skilled workforce is fundamental to Manchester's economic growth. Upskilling the city's population is vitally important in reducing levels of dependency by ensuring that more people have the opportunity to access jobs and share in the city's economic success. Maximising the benefits of this interdependent relationship is therefore a critical priority for the city.

Early Years development is essential to ensure that our young people have the best start in life. The Council remains committed to improving school-readiness and increasing the number of children arriving at school ready to learn through engagement with Early Years settings. Despite the proportion of children reaching a good level of development improving year on year, Manchester is still below the national average. Primary schools continue to perform well, and the number of schools judged to be 'Good' or 'Outstanding' by Ofsted is higher than the national average. There is a continued focus on bringing outcomes for all Manchester children at all levels of education in line with national results. Since last year, there has been an improvement in performance at Key Stage 2; however, this is still below the national figure. Progress between Key Stages 1 and 2

in reading, writing and maths was statistically significantly above the national average, with the most relative progress being made in maths. This year, Manchester's average Attainment 8 scores were slightly lower than the national average. Manchester also saw a lower-than-national-average number of pupils achieving a GCSE in both English and maths.

There has been a major growth in the number of digital businesses based in the city. Notwithstanding this, there continues to be a major digital skills gap inhibiting the growth of the creative and digital sector in the north west. As such, a strong pipeline of highly skilled digital talent is needed to ensure that businesses are able to continue to recruit locally and invest in the workforce.

Developing skills for life and ensuring that schools provide Careers Education Information and Guidance (CEIAG) is key to inspire the next generation to be the best they can be. Employers are increasingly stating that softer skills, such as problem-solving and time management, are lacking in school-leavers and in demand as much as qualifications. As part of the response to this, Manchester has a Skills for Life programme, which has a clear focus on developing softer skills.

Linking businesses and employers to schools is a priority of the Work and Skills Strategy, which aims to give each secondary school and college in the city access to an Enterprise Adviser. A meaningful work placement for every young person in the city is also one of the aspirations of the Our Manchester Strategy being progressed by the Council, providing work-experience opportunities via its online portal.

Manchester has an increasing number of residents who hold Level 4 qualifications and above, which can in part be linked to the level of graduate retention in the city. Our large and diverse talent pool attracts businesses into the city and is one of the key reasons why the economy continues to be successful.

Good-quality apprenticeships are essential to upskilling the city's workforce and meeting the growth needs of businesses. Despite this, the number of apprenticeship starts in recent years has fallen in Manchester, relating to both supply and demand. In order to reverse this trend, the Council is working alongside Greater Manchester to increase employer demand for apprenticeships and improve the scale, breadth and quality of apprenticeships on offer.

Research has shown that there is a disparity in Manchester between the earnings of those working and living in the city, with a higher percentage of those living in the city getting paid less than the real Living Wage. This further emphasises the low-level earnings of Manchester residents who are concentrated in lower-skilled occupations. The Council is committed to working with a range of partners and business networks to raise awareness of the challenges of low wages in the city and promote the real Living Wage.

A progressive and equitable city

The ambition articulated in the Our Manchester Strategy is for everyone in the city to have the potential to lead a safe, healthy, happy and fulfilled life, no matter where they are born or live. This means reducing disparities between different areas of the city. While Manchester has made progress over the past decade towards trying to achieve this aim, there are still areas of intense deprivation. These are far less widespread than they were ten years ago but exist nonetheless, and we must do more to address them.

In recent years, homelessness has been a growing challenge for Manchester, with more families presenting as homeless. The Council has worked closely with its voluntary, statutory and business partners to progress significant pieces of work to help meet this challenge. Central to this is the Manchester's Homelessness Strategy (2018–23), which sets out aims for reducing homelessness. The introduction of the Homelessness Reduction Act 2018 (which focuses on the prevention and relief of homelessness) has seen an increase in the provision of services offered by the Council to reduce homelessness, including a project to increase access to housing by working with social and private-rented sectors to deliver solutions. The city has also seen an increase in the number of people sleeping rough on its streets. Significant work has been undertaken to support people to move away from the streets.

Reducing the number of children and families living in poverty, supporting them to be more resilient and able to meet their full potential, contributes to meeting the objectives of a progressive and equitable city. Work in Manchester has focused on employment as a route out of poverty, raising and protecting family incomes, boosting resilience and building on strengths. In spite of this, there has been a recent increase in the number of children living in poverty in the city.

Building a safe, happy, healthy and successful future for our children and young people is imperative to the city's success, as outlined in the Manchester Children and Young People's Plan. In 2018/19, referral rates to Children's Services were at their lowest rate for a number of years. However, the rate was still significantly above the national average. In addition to this, the number of looked-after children continues to increase and remains above the national average. Consequently, Children's Services are taking a comprehensive approach to reduce the number of entrants into the care system and the length of time that children spend in local authority care.

Manchester has recently refreshed its Early Help Strategy (2018–22), which articulates that families, particularly those with multiple and complex needs, will have access to co-ordinated Early Help. A local evaluation of Manchester’s Early Help offer demonstrates that by offering support to families earlier and at the right time, the progress made by families can be sustained after the targeted support has ended.

A long-term plan to tackle Manchester’s entrenched health inequalities was launched in the Manchester Population Health Plan (2018–27). This plan is now the overarching health and wellbeing plan for the city and has seen some progress made in the past year. This includes a small (but not statistically significant) increase in life expectancy for both men and women, as well as an increase in healthy life expectancy. Other positive progress includes a reduced rate of alcohol-related admissions, an increase in the rate of early diagnosis for cancer, a reduction in the number of under-18 conceptions, and a significant reduction in the rate of suicides.

In historical terms, the infant mortality rate in Manchester remains low. However, it has shown a worrying increase in recent years, although it is encouraging that the latest data shows a slowing of the rate. A new multi-agency Reducing Infant Mortality Strategy (2019–24) has been launched to try and reverse these trends.

The Age-Friendly Manchester programme aims to improve the quality of life for older people in the city, making Manchester a better place for people to grow old. Manchester: A Great Plan to Grow Older (2017–21) outlines systems and structures needed to work well together to improve the health and wellbeing of older people through a collaborative and partnership programme. Intervention, prevention, reablement and services that better serve people’s needs in the community are resulting in fewer adults, particularly older people, in need of going into residential or nursing care.

A liveable and low-carbon city

Manchester’s future success is inextricably linked to whether it is a great place to live. This will be achieved by delivering a diverse supply of high-quality housing in clean, safe, attractive and cohesive neighbourhoods, and having a wide range of cultural, sporting and leisure facilities. Promoting a zero-carbon city with improved air quality for future generations will also ensure that Manchester meets its ambition of creating neighbourhoods where people want to live.

In 2018, Manchester strengthened its commitment to tackle climate change by revising its zero-carbon target from 2050 to 2038. This was followed by the Council declaring a Climate Emergency in 2019. Work is now under way to develop plans to ensure that our annual carbon budget can be met to ensure that we meet these ambitious targets.

The city's key cultural, sport and leisure spaces (including our libraries, parks and galleries) play an integral role in creating an attractive and liveable city for residents and visitors alike. Manchester continues to be the third-most visited city in the UK, which has a large impact on the local economy, contributing to the lives of local residents. The Council continues to invest in its libraries, to commission and deliver a wide range of cultural programmes and events, and to create a dynamic and vibrant cultural community working with partners to ensure that Manchester is a place that people want to live.



March 2018 saw the launch of a three-year Community Safety Strategy (2018–21), which sets out the city's priorities for improving community safety by working with residents and partners. Despite significant reductions over recent years, 2018/19 has been a challenging year for Manchester, with an increase in a number of crime types. Manchester prides itself on being an inclusive, welcoming and tolerant city that celebrates diversity and is able to work together to strengthen its communities. The Hate Crime Strategy identifies key priorities to support victims, prevent hate crimes, and build cohesive and resilient communities. The Council continues to work with partners to raise awareness of hate crime, encourage reporting, and signpost victims to support services.

The Council is committed to conserve, protect and enhance biodiversity wherever it can. Having healthy and plentiful green and blue infrastructure can inspire a strong sense of citizenship and pride in the city, while also helping to improve health and wellbeing by encouraging more active lifestyles. This work has also been supported by the development of the Manchester Parks Strategy, including an investment of £20.5million in parks over a four-year period.

As outlined in the Residential Growth Strategy (2015–25), Manchester's diverse and growing population requires the right mix of housing, and the Strategy aims to deliver 32,000 new homes between 2015 and 2025. In 2018/19, there was an increasing scale and volume of development in the city centre, including a significant number of new homes.

Ensuring that Manchester is clean and well maintained and that residents are supported to take pride in the city is one of its key priorities. The Council continues to be committed to recycling more of the city's waste: 2018/19 saw the continued increase of the recycling rate and a decrease in residual waste collected from households, saving the Council over £8million per year. Traditionally, the recycling rate at apartment buildings has been low; however, in 2018/19 a concerted effort has been made with residents of these properties, resulting in an increase in the rate of recycling. Smart litter bins in the city centre have also contributed to supporting our litter-free city objectives.

A key target of the Our Manchester Strategy is to increase volunteering across the city; thousands of residents continue to volunteer, giving time back to their neighbourhood. To continue to increase the number of volunteers and to make it easier for residents to get involved in their neighbourhood, work has been completed on expanding the Manchester Volunteer Inspire Programme (MCRVIP) and launching the MCRVIP website, which brings all Manchester City Council neighbourhood volunteering opportunities into one place.

A connected city

Connectivity is fundamental to the success of any city, and the Our Manchester Strategy emphasises the importance of connectivity in terms of transport, international connections and digital infrastructure. Strong connections across and beyond Manchester ensure that people are able to fully access all the opportunities the city can offer, while businesses can access the people and resources they need to grow.

We have continued to work collaboratively with Transport for Greater Manchester (TfGM) to take a strategic approach to planning our city's transport network; the Greater Manchester 2040 Transport Strategy was adopted in 2017.

Our ambition to be connected nationally and internationally is supported by Manchester Airport, where passenger numbers continued to rise in 2018 as it remains the third-busiest airport in the UK. The Airport is currently undergoing a £1billion transformation project. This will see an increase in the size of Terminal 2 and other improvements, and enhancement work designed to increase the capacity of the Airport. In addition to this, the Airport is a major employer in the region, employing approximately 23,000 people.

The past year has seen some progress made with future planned improvements to the city's rail connectivity, in particular High Speed 2 (HS2) and Northern Powerhouse Rail. Both of these schemes are set to transform the connectivity of the region to the rest of the UK.

As efficiency and free-flowing travel are dependent on a high-quality highways network, improvements to major road networks are essential. The past year has seen several improvements made to our highways, including the introduction of smart motorways. By working with partners, investing in infrastructure to reduce accidents, and running targeted enforcement operations, Manchester continues to ensure safety on the city's roads is a key priority. There has been an increase in the number of people being killed or seriously injured on our roads, although the number of accidents remains below the baseline figure.

Car journeys into the city centre have continued to decline during peak times. This can be attributed to an increasing use of sustainable travel modes, largely focused on rail and Metrolink users. Following significant improvements, the Metrolink network continues to expand, and is the largest light rail network in the UK. In addition to this, future improvements are planned to Trafford Park and Manchester Airport. Bus travel continues to be supported by investments in bus-priority infrastructure on key routes into the city and by working with bus operators to manage services entering the city centre to minimise impacts on congestion, safety and the environment.

Walking and cycling have become more popular in recent years, enabling connections to be made between other sustainable travel modes, improving health and providing access to jobs. At the end of 2017, the Greater Manchester Cycling and Walking Commissioner outlined plans to create a genuine culture of cycling and walking in the city by creating an infrastructure plan known as the 'Bee Network'. As part of this plan, Manchester had seven bids agreed to the programme entry stage for funding to deliver key schemes to improve cycling and walking across the city.

An integrated, attractive and affordable transport network is needed to enable residents to access jobs and improve their health through increasing levels of active travel. Manchester has three Park and Ride schemes at Metrolink stops, which connect car users with a more sustainable travel mode. There are also four cycle hubs that provide secure cycle parking at key locations in the city.

Having clean air is essential in order for Manchester to be a healthy and attractive place to live, work and do business. Work is under way to develop strategies and actions to ensure that Manchester can reduce the harmful and high levels of pollutants it currently faces. Key to this will be increasing the number of electric vehicles in the city to both improve air quality and reduce carbon emissions. This will be supported by the implementation of a public charging network.

Digital connectivity continues to improve for residents and businesses across the city. Despite this, there is still a need to increase high-speed broadband coverage and deliver full-fibre coverage across Manchester at a faster pace to secure Manchester's status as a leading digital centre.

Conclusion

Significant progress has been made across the city since the launch of the Our Manchester Strategy. Our economy and population continues to grow and Manchester remains renowned both nationally and internationally as a vibrant, inclusive and outward-looking city. Despite this, the past year has seen a number of challenges to overcome to deliver the vision of the city by 2025. There are significant challenges relating to areas of deprivation, health outcomes for residents, and those living in poverty. The Our Manchester approach is our opportunity to address these challenges in a different way. It provides organisations, businesses and the voluntary sector with the opportunity to put its four 'behaviours' into action and change the way they work. The Our Manchester approach is already helping to establish new and different relationships between the Council, its partners, its residents, and those who work in the city to make Manchester the best it can possibly be.

Population

Population growth is concentrated in the city centre and surrounding wards; **100,000 more city-centre residents are expected by 2025** due to new development.

Source: Manchester City Council Forecasting Model, W2018

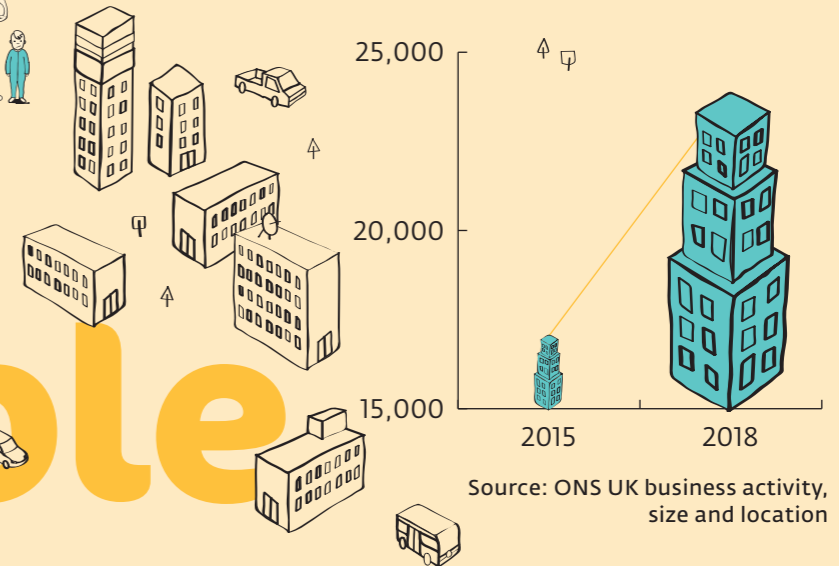
over **65,000**

residents expected by mid-2019



Businesses

The city continues to be incredibly enterprising despite the uncertain national and global economic outlook; the number of **active enterprises has increased by 40%** since 2015.



Thriving and sustainable

Tourism

1.41m international visitors

Manchester's visitor economy continues to thrive – the city remains the **third most-visited destination** by international visitors, after London and Edinburgh.

Source: 2018 International Passenger Survey, Visit Britain/ONS

Employment

Employment in the city continues to rise, reaching **392,000 in 2017**. A fifth of the workforce is employed in the financial, professional and scientific sectors. Economic growth is boosted by the city's fastest-growing sectors.

Source: ONS Business Register and Employment Survey; Greater Manchester Forecasting Model, 2018, Oxford Economics



Construction

Business, financial and professional services

Cultural, creative and digital

Wholesale and retail

School-readiness

An increasing number of children are arriving at school ready to learn, with **67% of children** at Early Years Foundation Stage achieving a **good level of development** in 2018.

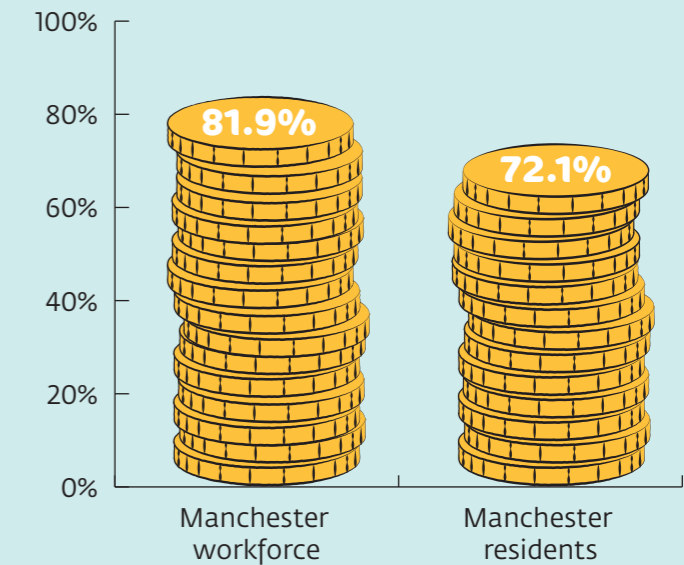
Source: Department for Education



Living wage

We aim to ensure everybody is paid at least a real Living Wage by 2025. It is estimated that 72% of Manchester residents earned at least the real Living Wage of £8.75 in 2018.

Source: Provisional 2018 Annual Survey of Hours and Earnings, ONS



School quality

The proportion of Manchester schools judged to be **good or outstanding by Ofsted is higher than the national average for primary schools**, but lower in secondary schools. However, recent inspections show the quality of our schools has improved since August 2018.

Source: Ofsted

Those with very low qualifications or none at all:



Highly skilled

Qualifications

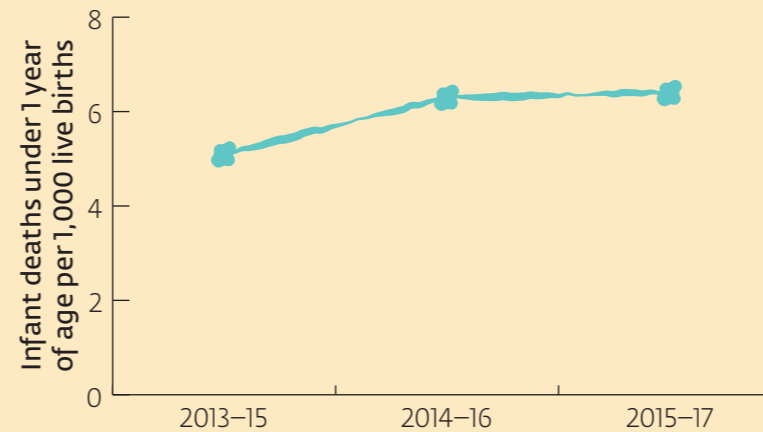
A high proportion of Manchester's working-age residents are qualified to degree level or above. Over the past ten years, the proportion of residents with no qualifications has reduced from 21% to 10%. Low skill levels are more prevalent in residents aged over 50.

Source: ONS Annual Population Survey, 2018

Infant mortality

In recent years, there has been a worrying increase in infant mortality, although latest figures show some slowing of the rate of increase. The Reducing Infant Mortality Strategy (2019–2024) was launched to try and reverse these trends.

Source: ONS



Rough sleeping



123 rough sleepers were counted in Manchester city centre in 2018. As a rate per 10,000 households (5.7) this is almost three times the national average (2.0).

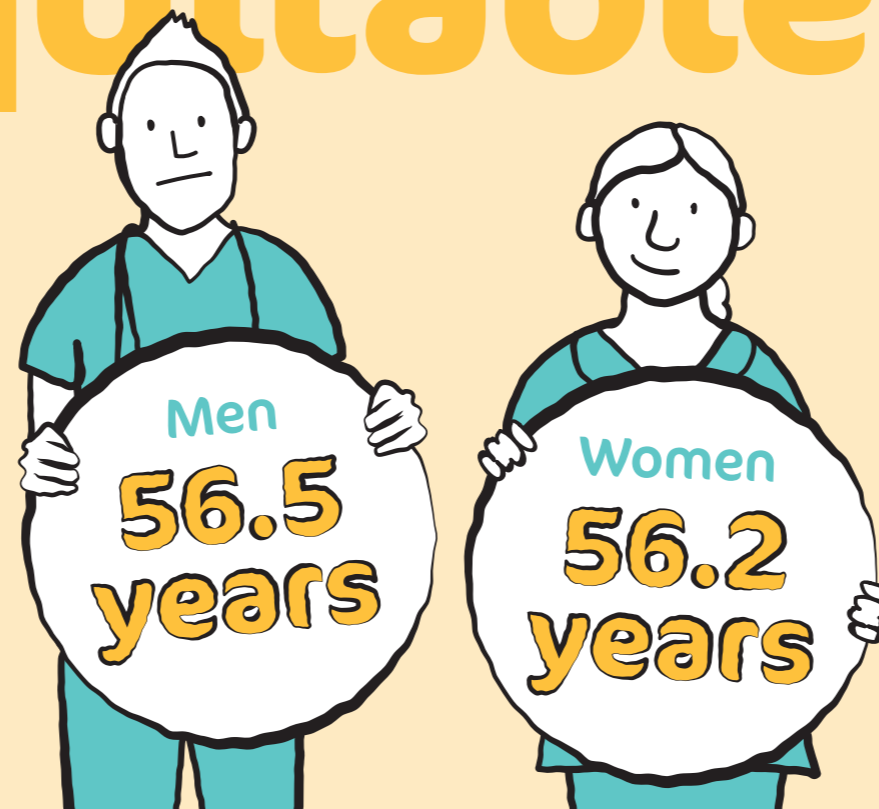
Source: Ministry of Housing, Communities and Local Government

Progressive and equitable

Healthy life expectancy at birth

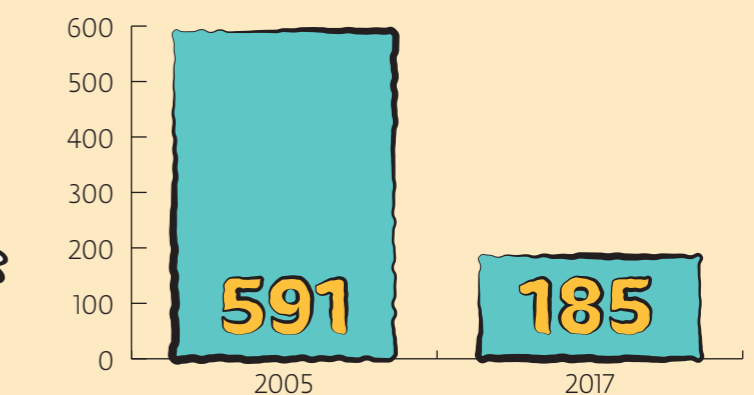
Healthy life expectancy at birth in Manchester has increased for both men and women. The increase for men in Manchester is greater than that for women, which means men can now expect to live longer in good health than women.

Source: 2015–17 three-year average, ONS



Under-18 conceptions

Since 2005, significant progress has been made to reduce the number of conceptions for women aged 15–17, which in 2017 fell below 200 a year for the first time.



Source: ONS

Air quality

Oxford Road

62
µg/m³

Piccadilly

35
µg/m³

Parts of Manchester are still **exceeding** the 40µg/m³ legal limit for nitrogen dioxide (NO₂) in 2018.

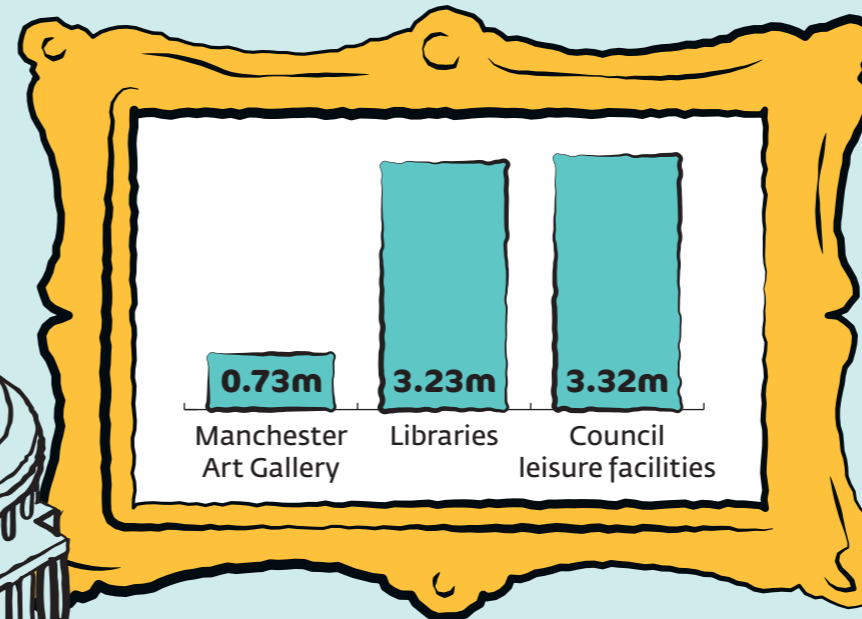
Source: Air Quality England

Housing

Manchester has built over 10,000 new homes since 2014/15, including 2,897 in 2018/19. Current forecasts suggest that new homes delivery may exceed 5,000 in 2019/20.

Source: Manchester City Council Expected Completions List

2,897
new homes in the city



Cultural facilities

Overall, there has been a **15.5% increase** in visits to the city's main cultural and recreational facilities between 2015/16 and 2018/19.

Source: Manchester City Council

Liveable and low-carbon

Domestic abuse

There has been a significant increase in the reporting of domestic abuse crimes, from 4,353 in 2015/16 to 8,493 in 2018/19. The Community Safety Partnership has been actively encouraging the reporting of domestic abuse, as it is significantly underreported.

Source: GMP Business Intelligence



Highways network investment plan

Our £100million highway five-year investment programme is underway to improve the condition of Manchester's roads, footways and drainage. Progress during the first two years of the programme includes:

Source: Manchester City Council

11,300

road gullies cleaned and tested

Preventative treatments on

700 roads and 80,000m² of footways

213

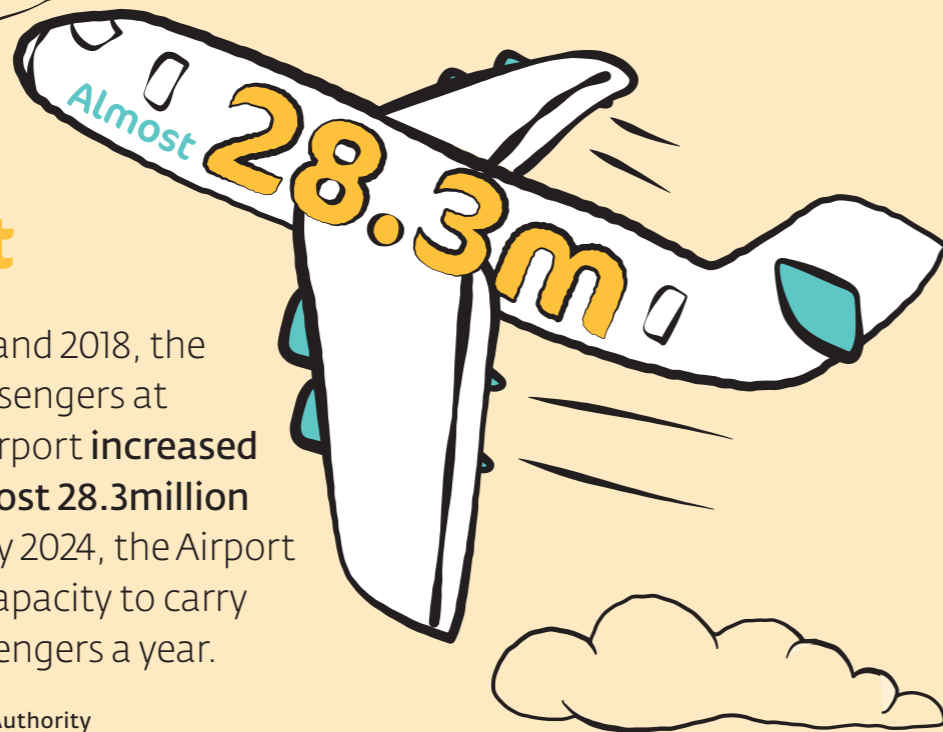
roads resurfaced

Connected

Airport

Between 2015 and 2018, the number of passengers at Manchester Airport increased by 22% to almost 28.3million passengers. By 2024, the Airport will have the capacity to carry 55million passengers a year.

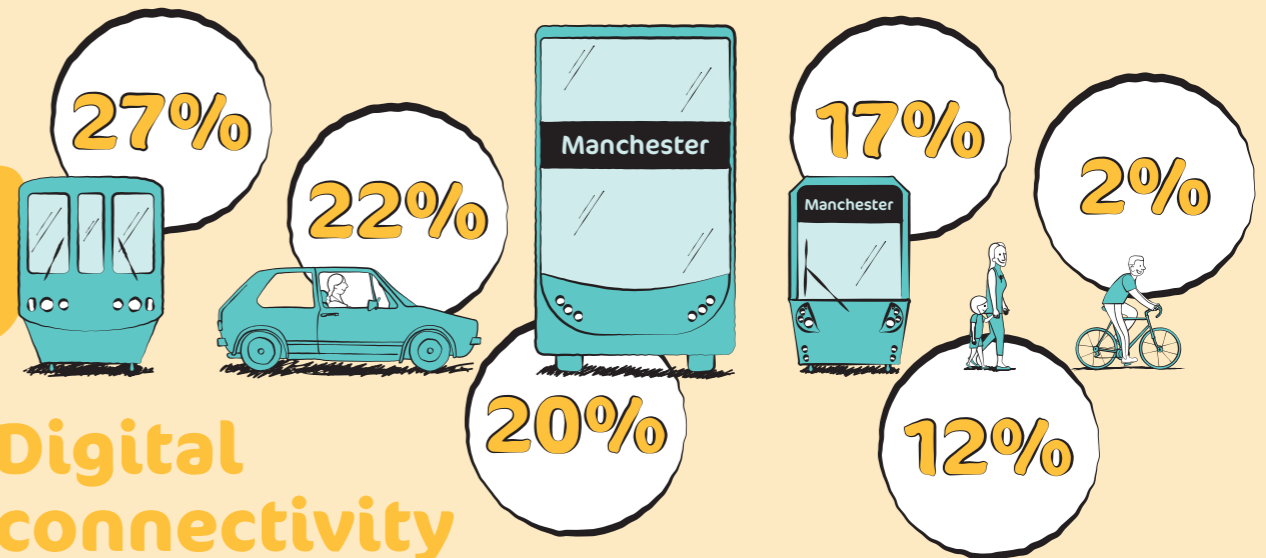
Source: Civil Aviation Authority



Trips into Manchester city centre

A decreasing number of trips are being made by car and bus, likely due to increasing journey times on the road network. Between 2015 and 2018, the number of rail trips increased by 12% and Metrolink trips increased by 65%.

Overall share



Source TfGM. The share in trips into Manchester key centre (7.30–9.30am) in 2018

Digital connectivity

Manchester is continuing to improve the availability and take-up of superfast broadband (over 30 Mbits/s) throughout the city but is lagging behind other core cities. However, people do not always sign up to faster broadband packages where they are available.

Source: Ofcom



Chapter 2: A thriving and sustainable city

Strategic overview

Manchester's overall success and resilience over the past decade has been underpinned by the stability of its economy. A thriving economy is essential for the creation of jobs, attracting further investment, and driving population and residential growth. The visitor economy is also increasingly important to the city and is boosted by Manchester Airport's position as the key international gateway to the North of England. Manchester's economy has continued to diversify and is now much more resilient to economic shocks than in the past. A key challenge for the future is to transition to a more sustainable and ultimately zero-carbon economy by 2038. This will create challenges and require investment, but will also create opportunities for a more liveable and low-carbon city, while placing new demands on the education and skills system.

The city centre, Oxford Road Corridor and the area around the Airport have continued to thrive during the past year in spite of the uncertainties surrounding the UK's exit from the European Union. Significant numbers of jobs have been created and major investments such as GCHQ, Amazon, Booking.com,

Moneysupermarket, and The Hut Group at Airport City are creating opportunities for the city's residents to access employment. The challenge is to ensure that more of Manchester's residents are able to access these jobs and sustain a good quality of life from their income.

Analysis of progress

A diverse and growing population

A rapidly expanding city

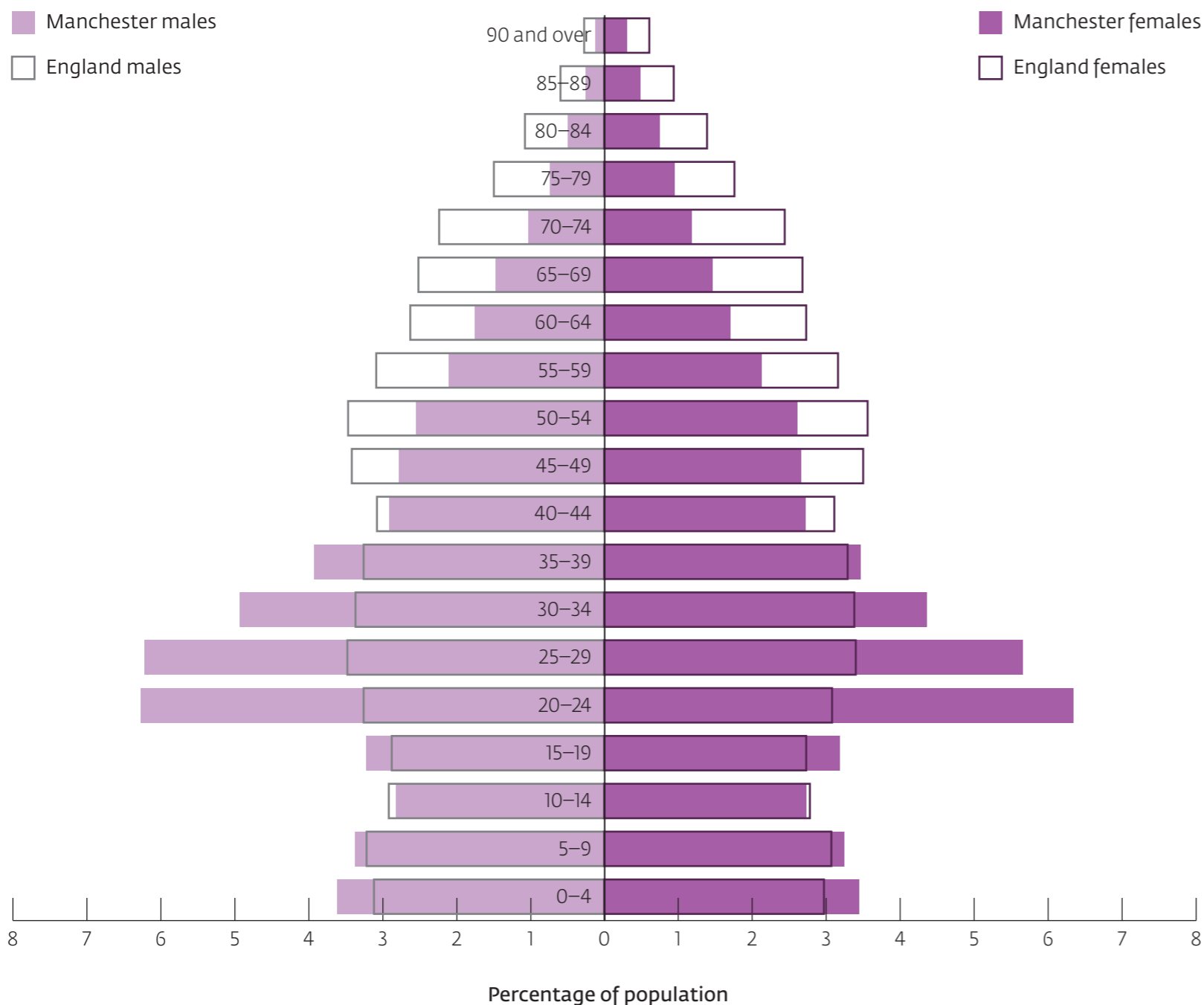
Manchester has experienced a sustained period of unprecedented population growth over the past two decades, with the Office for National Statistics (ONS) estimating the 2018 resident population as 547,627. Figure 2.1 shows the distribution of this population by age, comparing it to the national average, illustrating the young profile of the city. The 2018 estimate from ONS is much lower than expected based on local information. Manchester City Council's in-house forecasting model, MCCFM, estimates its 2018 resident population to be 566,650, with strong growth continuing into 2019, reaching 575,400 by the middle of the year. This is based on local intelligence, such as the high

level of housing construction, rising numbers of international students, and increasing demand for school places.

The number of pupils are continuing to increase throughout the primary school phase due to inward migration exceeding the number of pupils leaving the city. The number on roll has grown from 48,297 five years ago to 54,917 for the September 2018 intake.

Meanwhile, growing demand for secondary places is being driven by larger primary cohorts feeding through the system. In the five years up to 2018, the number of pupils in secondary schools rose from 21,997 to 26,849; however, it is the most recent years that have seen the greatest increases, with Year 7 demand growing from 5,429 in 2017 to 6,075 in 2018. Further rises are expected up to 2020 and 2021 when numbers will potentially require significant school expansions or new schools. In September 2018, Chorlton High School South (240 places) opened in temporary accommodation to alleviate some of the pressure. Despite the demand, 77% of pupils received an offer at their first-preference secondary school in 2018, compared to 75% in 2017.

Figure 2.1:
Mid-year population estimates by age for Manchester and England, 2018



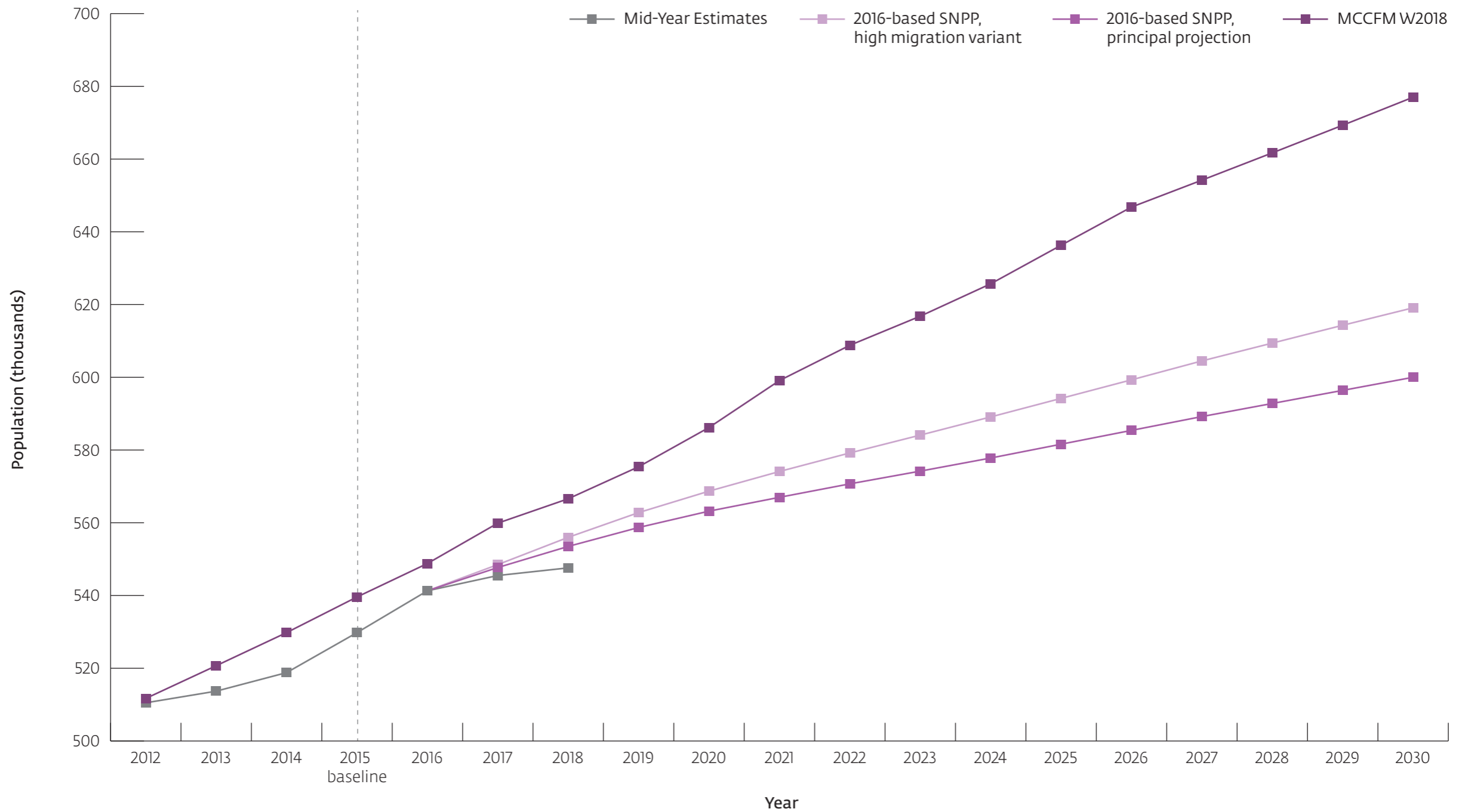
Source: 2018 mid-year population estimate, ONS © Crown Copyright

ONS 2016-based Subnational Population Projection (SNPP) suggests that the city will continue to grow, with numbers reaching around 582,000 by 2025. MCCFM predicts a stronger rate of growth, with 637,000 residents expected by 2025; this is a higher figure mainly because, unlike SNPP, migration assumptions include house-building projections.

ONS has produced a new alternative projection assuming higher growth from migration than the main SNPP; however, while it paints a more realistic picture of expected growth, it starts from a lower base figure in 2016. As with the main projection, it does not take into account the intense building programme under way in the city, so it still projects lower figures than MCCFM. Figure 2.2 shows how the number of people living in the city is expected to grow over the next decade, according to the two ONS projections and MCCFM.

Population growth has occurred across the whole of Manchester, but has been concentrated in the city centre and surrounding wards over the past few years. Increasingly attractive accommodation, combined with the high-quality leisure and cultural offer, is drawing students, graduates and professionals into the centre, while families are settling in larger numbers in the inner suburbs.

Figure 2.2:
Manchester population estimates and predictions, 2012–2030



Sources: Mid-Year Estimates (MYE) of population and Subnational Population Projections (SNPP), ONS © Crown Copyright; MCCFM W2018, Manchester City Council (PRI)

According to MCCFM, Manchester's wider city centre neighbourhood is expected to house 65,200 residents by mid-2019, 5,000 more than a year earlier. The rate of wider city centre population growth is set to increase over the next five years as expected new apartment-led residential development adds further capacity, with 100,000 residents potentially living there by 2025.

Cross-cultural, vibrant neighbourhoods

Manchester continues to welcome people into the city from across the world, and those from outside the UK are an important driver behind the growth in resident population.

The population of Cheetham ward, adjacent to the city centre, has increased by a third over the past decade (2008 to 2018) from 15,400 to 20,500, based on MCCFM figures, but the number of homes built in this area has remained low (100 units per year on average during that period). A combination of large families and international migrants, attracted by the proximity to jobs and established language, nationality and faith networks, has created exceptionally high demand for new and existing homes. These neighbourhoods have traditionally had a high turnover of residents and, while pockets of transience remain, an increasing number of families are now staying and laying down roots.

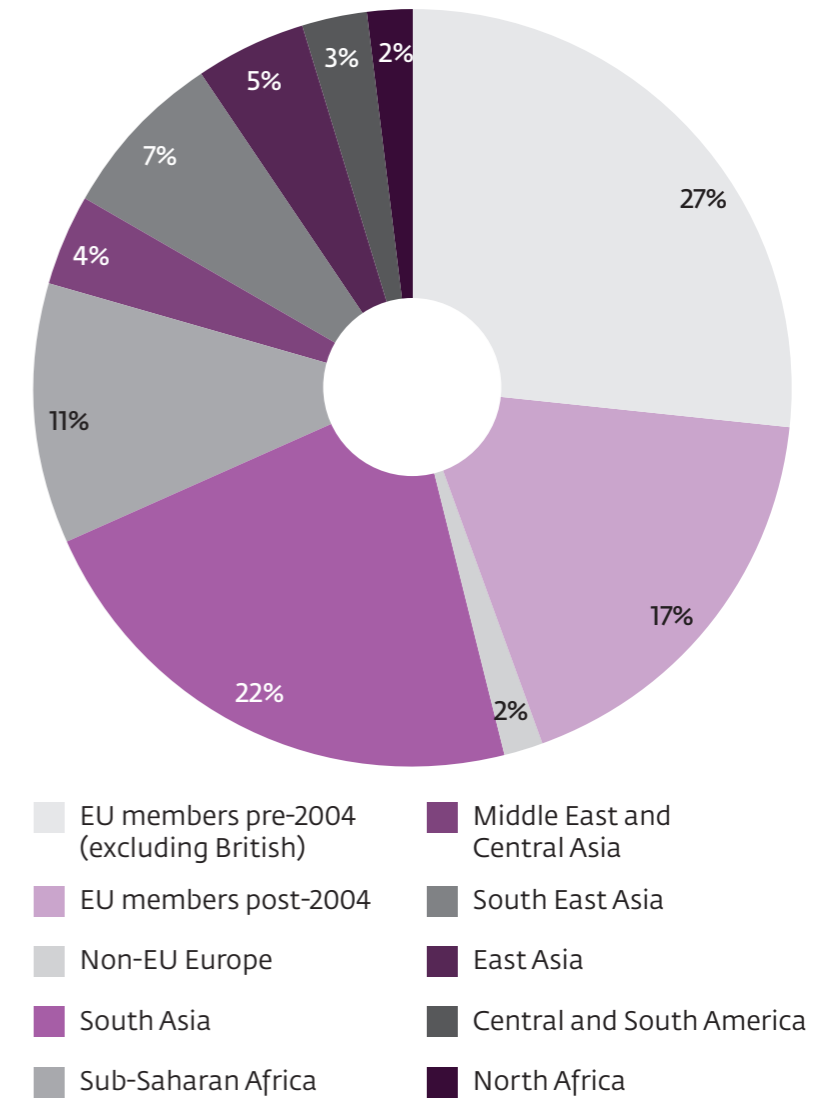
Estimates for 2018 indicate that European nationalities make up nearly half of Manchester's non-British residents (46%) and around a quarter are South Asian as shown in Figure 2.3. Within these groups, Pakistani is the most common nationality.

The large volume of international students living in the city affects proportions within the young adult population, with more than three quarters of resident international students attending local universities originating from outside Europe.

The number of undergraduate students from the European Union (excluding UK) has continued to rise steadily,¹ from 2,577 in 2016/17 to 2,717 in 2017/18, despite the uncertainty around Brexit. Over the same period, the number of undergraduates from the rest of the world has also risen, from 6,532 to 6,843. However, postgraduate numbers for both EU and non-EU students are slightly lower than those seen in 2016/17, falling from 1,144 to 1,083 for EU, and from 5,976 to 5,938 for those from the rest of the world.

¹ Higher Education Statistical Agency (HESA) 2018

Figure 2.3: Manchester's foreign national residents – estimate of nationality, mid-2018



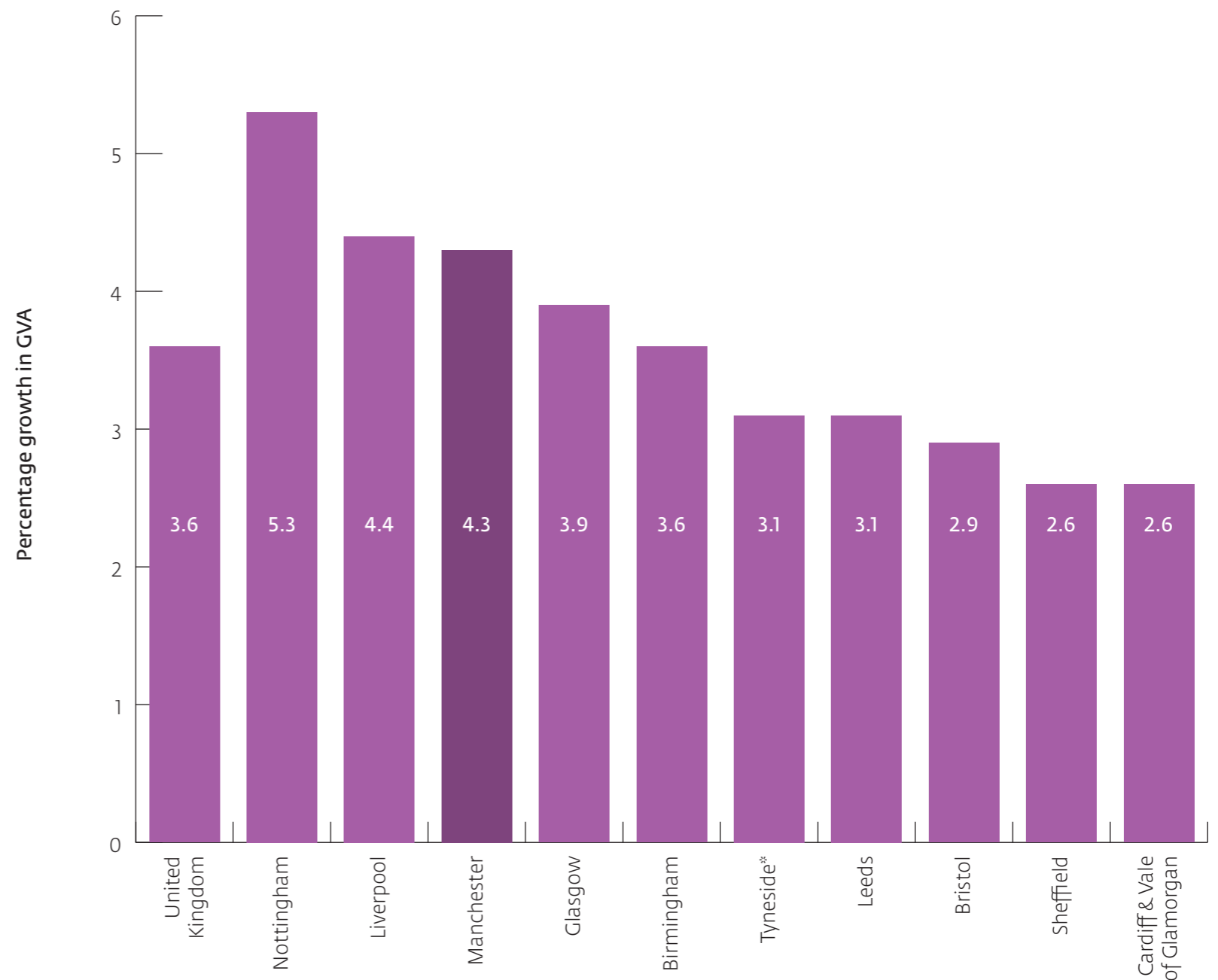
Source: Annual Population Survey, 2018, ONS © Crown Copyright

Increasing productivity for the benefit of the city and the UK as a whole

Gross value added (GVA) is a measure of the value of the goods and services produced by an area and is commonly used as an indicator of economic performance. Historically, ONS have produced estimates of regional GVA using the income approach and the production approach. In 2017, the strengths from both approaches were taken to produce a new balanced measure of regional GVA, known as GVA (B); this is a single measure of economic activity within a region.

Manchester's economy has continued to grow; in 2017 Manchester's GVA (B) was £19.7million. Figure 2.4 shows that between 2016 and 2017, Manchester's overall GVA (B) grew by 4.3%, compared to 3.6% for the UK, and is the third-highest growth of all the UK Core Cities.

Figure 2.4: Percentage growth in GVA (balanced approach) between 2016 and 2017



*Tyneside includes Newcastle, Gateshead, North Tyneside and South Tyneside

Source: Regional economic activity by gross value-added (balanced), ONS © Crown Copyright

In 2017, Manchester's GVA (B) per head of resident population was £36,136, compared to £27,555 for the UK as a whole. GVA per head can be a useful way of comparing regions of different sizes. However, when assessing regional economic performance, it is now recommended to use the experimental labour productivity statistics, GVA per hour worked or GVA per job filled, as these measures provide a direct comparison between the level of economic output and the direct labour input of those who produced that output.

This is not the case for GVA per head, as this measure includes people not in the workforce (including children, pensioners and others not economically active) in the calculation, and can also be very heavily biased by commuting flows. This is because if an area has a large number of in-commuters, the output these commuters produce is captured in the estimate of GVA, but the commuters are not captured in the estimate of residential population. In this situation, a GVA per head measure would be artificially high if used as a proxy for economic performance of an area.

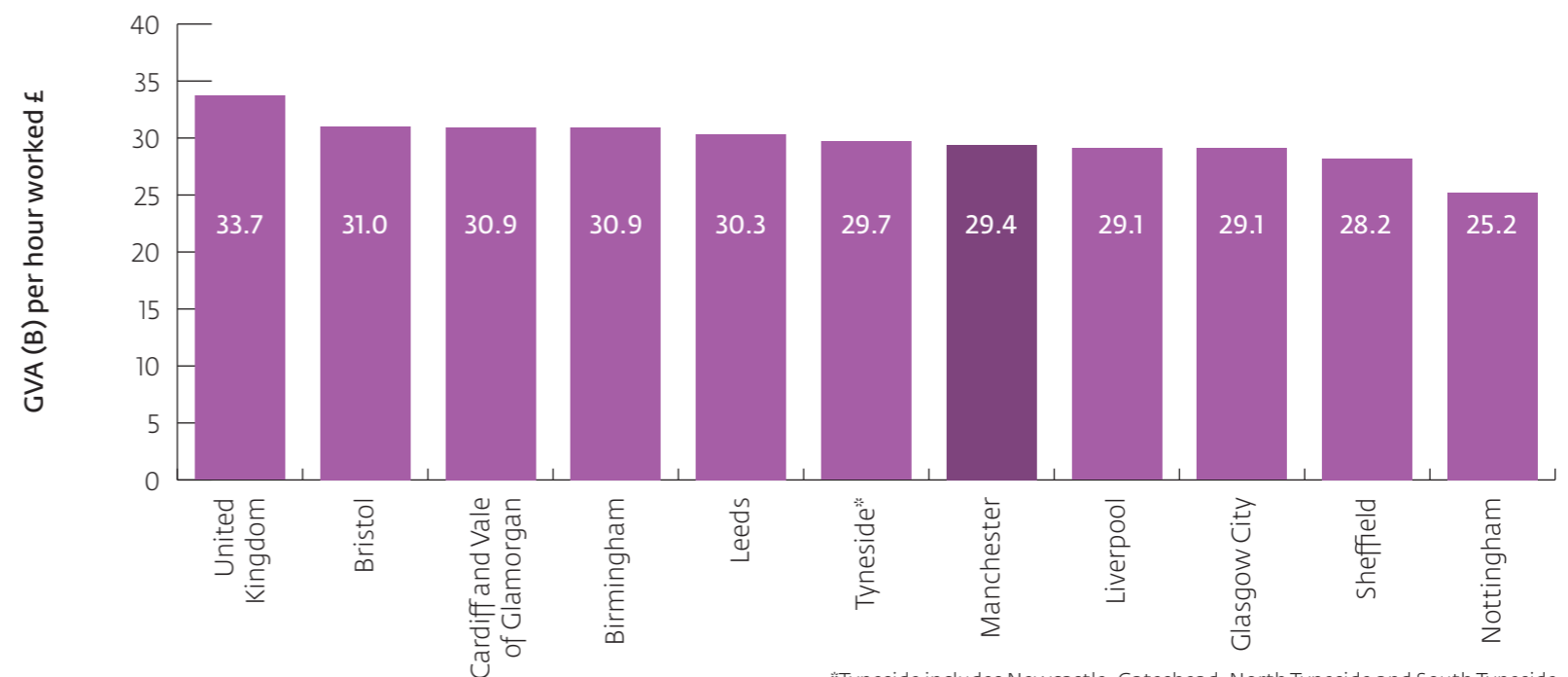
The ONS are continuing to develop these experimental statistics and will publish more information in the coming months. According to one statistic, Manchester's Nominal GVA (B)

per hour worked (data smoothed using a weighted five-year moving average) has increased consistently each year from £21.40 per hour in 2004 to £29.40 per hour in 2017. Figure 2.5 shows that in 2017 productivity levels were very similar across the UK Core Cities, with eight of the cities ranging between £29.10 and £31.00 GVA (B) per hour worked.

The Government published its Industrial Strategy in autumn 2017 and both Greater Manchester and Manchester have produced

local versions, which were completed in 2019. The Our Manchester Industrial Strategy sets out how a more inclusive economy can be developed for the city's residents and workers; this focuses on three pillars: people, place, and prosperity. Broader measures of wellbeing will be developed to measure the impact of the Strategy, rather than a reliance on traditional measures of economic growth and productivity such as the GVA measures summarised above.

Figure 2.5: Nominal GVA (B) per hour worked (£) in 2017 (provisional)



*Tyneside includes Newcastle, Gateshead, North Tyneside and South Tyneside

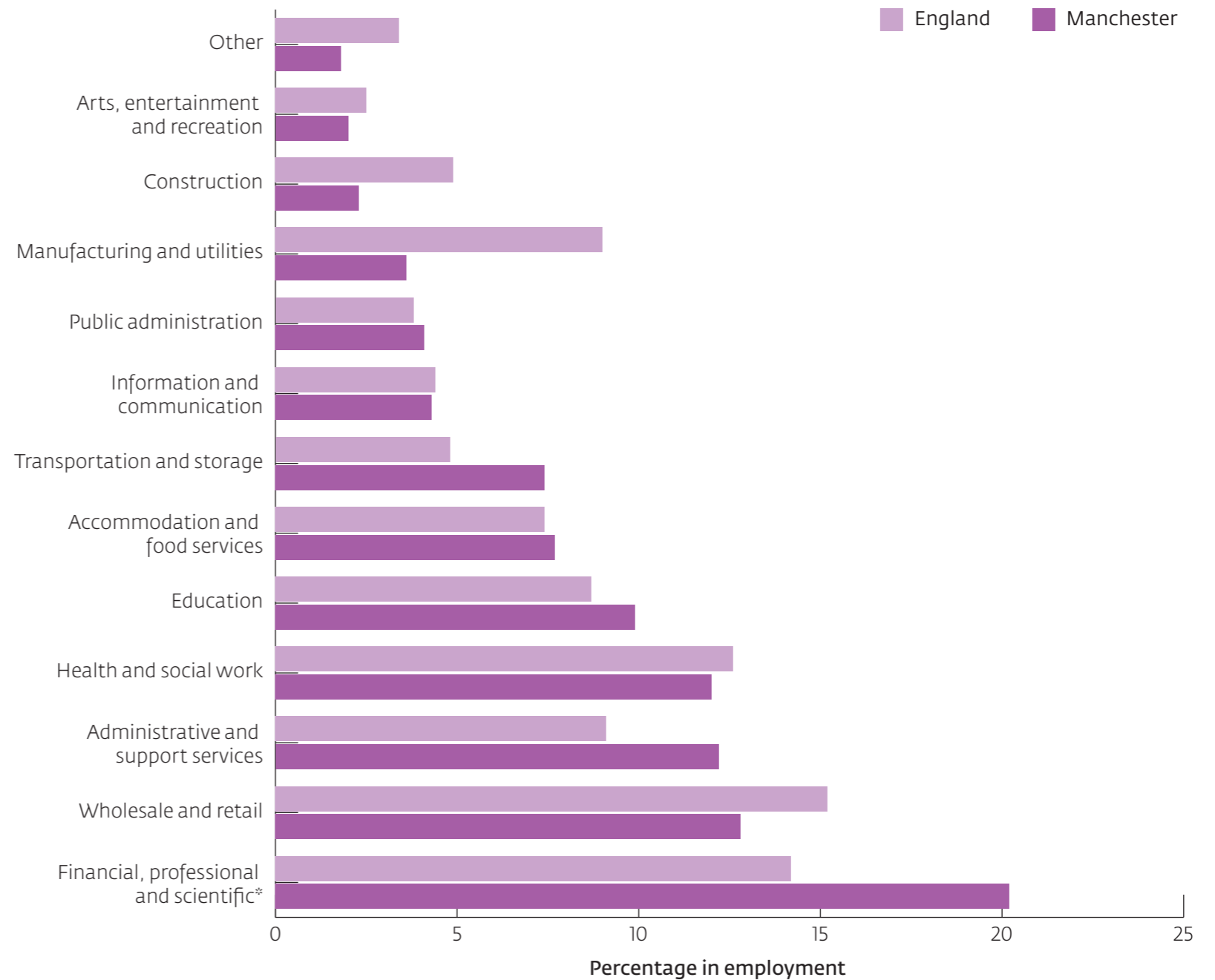
Source: Regional economic activity by gross value-added (balanced), ONS © Crown Copyright

Supporting the growth of established and emerging business sectors

Total employment in Manchester has continued to rise. The latest ONS Business Register and Employment Survey shows that employment rose from 357,000 in 2015 to 392,000 in 2017.²

Figure 2.6 shows the distribution of employment across sectors in Manchester and England as a whole. The data shows that the largest number of employees in Manchester (20.2%) are employed in the financial, professional and scientific sectors, compared to just 14.2% in England as a whole. The city continues to successfully diversify its economy towards knowledge-intensive sectors. However, there remains a significant gap between resident and workplace wages, which presents a challenge to achieving more inclusive growth. Further information is provided in the 'A highly skilled city' chapter.

Figure 2.6: Structure of employment (percentage by sector), 2017 (provisional)



*Includes three sectors: Financial and Insurance, Real Estate and Professional, Scientific and Technical

2 Provisional 2017 figures

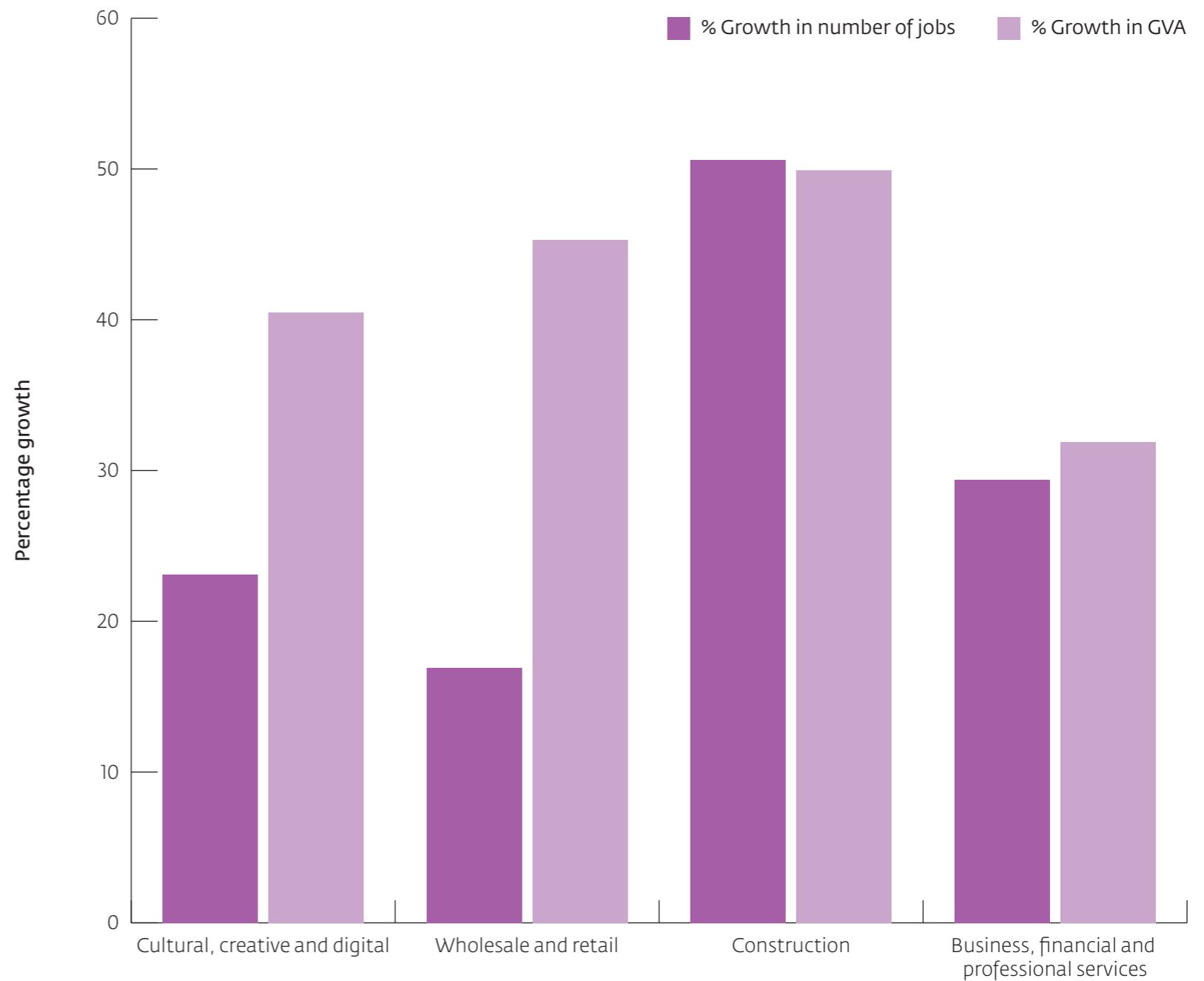
Source: ONS Business Register & Employment Survey, ONS (provisional 2017) © Crown Copyright

Manchester's growth sectors in terms of GVA and number of jobs have remained fairly consistent over recent years, but there have been some changes in the latest publication of the Greater Manchester Forecasting Model. Business, financial and professional services; and cultural, creative and digital are still two of the major growth sectors, but both construction, and wholesale and retail are now the other growth sectors replacing science, research and development.

As shown in Figure 2.7, there continues to be potential for accelerating Manchester's growth across all four of the city's fastest-growing sectors. Construction in particular is now projected to grow at a significant rate, driven by some of the major developments in the city, which are summarised below.

Cultural, creative and digital industries continue to make a significant contribution to Manchester's economy, making the city a more attractive place to live, visit and study. As Figure 2.7 shows, the sector's GVA is forecast to increase by 40.5% between 2015 and 2025, making it the third-fastest-growing sector in the city. Cultural assets continue to be central to many regeneration projects, as outlined below.

Figure 2.7:
Fastest-growing sectors (2015–2025)

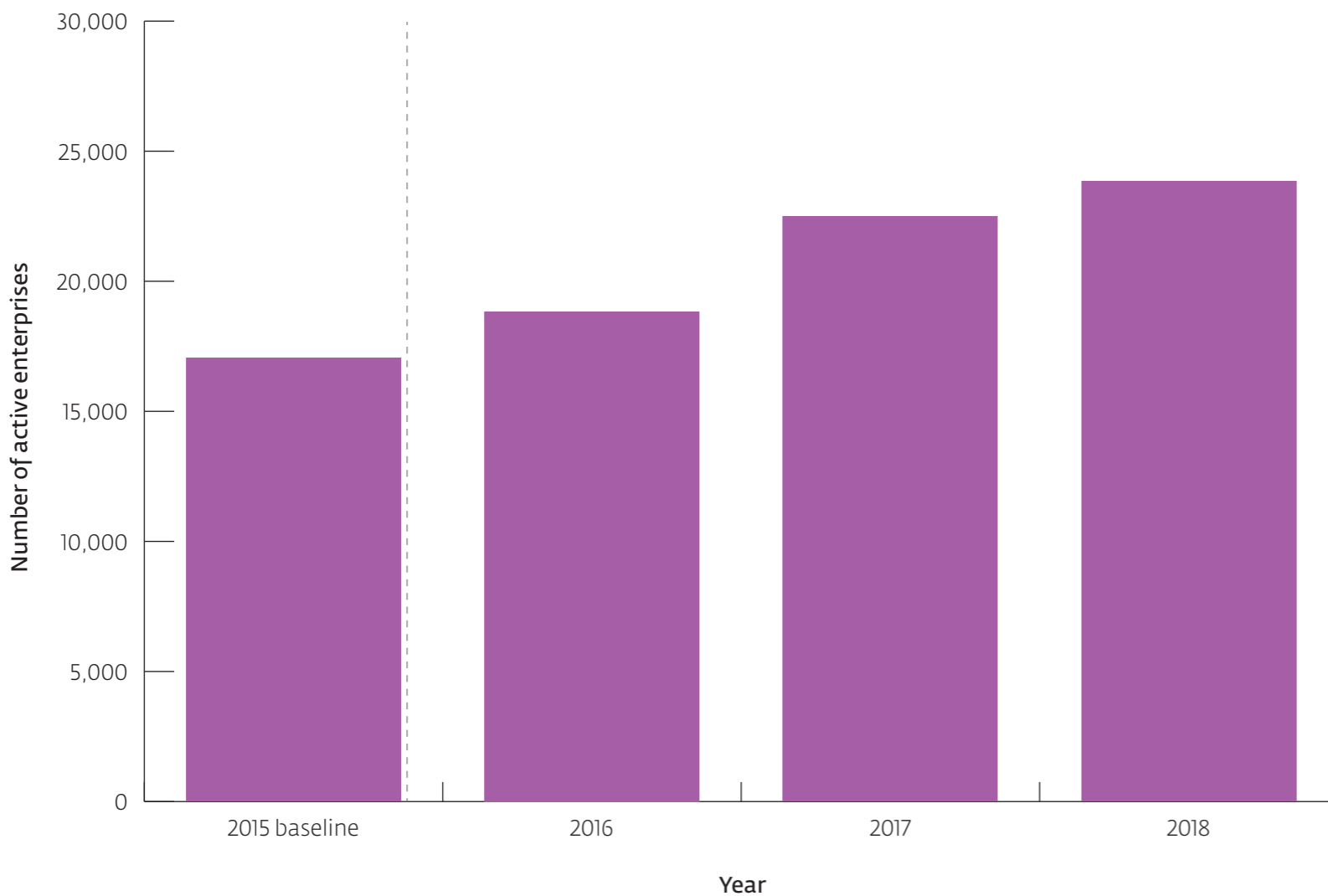


Source: Greater Manchester Forecasting Model (2018), Oxford Economics

Manchester remains a city with a leading reputation for enterprise despite the uncertain national and global economic outlook. The ONS UK business activity, size and location figures are based on a snapshot of the Inter-

Departmental Business Register taken in March each year. Figure 2.8 shows how the number of active enterprises has continued to increase since the publication of the Our Manchester Strategy, rising to 23,845 in 2018.

Figure 2.8:
Number of active enterprises in Manchester



Source: UK Business activity, size and location, ONS © Crown copyright

Maximising the potential of the Business Growth Hub to support Manchester’s businesses and entrepreneurs

The Business Growth Hub provides a fully funded offer to encourage businesses to start up and grow across Greater Manchester. The Hub is funded by a range of local, national and European funders, including the European Regional Development Fund (supported by The Ministry of Housing, Communities and Local Government; the Greater Manchester Combined Authority; The Department for Business, Energy and Industrial Strategy; and the Greater Manchester Local Enterprise Partnership). During 2018/19, 343 12-hour support slots were delivered to Manchester-based enterprises or start-ups.

The Growth Hub supported Ancoats-based Loaf Creative to develop a new approach to their marketing strategy, build robust managerial structures and processes, and redefine their core business values. The business signed up to Greater Connected, an intensive growth programme for the city region’s digital, creative and technology SMEs, followed by the Executive Development Programme, an 18-hour programme of support specifically centred around leadership and management. This support enabled Loaf Creative to win new clients, increase turnover and take on two new employees, increasing their workforce from 11 to 13.

Development in the city centre

The city centre is the economic growth engine for both the city and the region. With a £6billion economy, the city centre employs more than 140,000 people, a figure predicted to rise to more than 150,000 over the next decade. This figure accounts for 40% of employment within the city and 10% of Greater Manchester's total employment.³

It plays a leading role for the city in development across a number of regional and national key growth sectors. A high concentration of city-centre employment is within key growth sectors, including financial and professional services; and creative, digital and tech.

The city centre has continued to experience significant development over the past year, building on the city's reputation as a leading international city to live, visit and for business. The city centre's strong cultural and leisure offer also significantly contributes to the attractiveness and reputation of both the city and the region.

With continuing population and economic growth, further significant private and public sector investment in the city centre's major development projects (set out in the City Centre Strategic Plan) will be critical to Manchester's success over the next decade. Collectively, the delivery of these schemes will:

- Ensure the availability of adequate infrastructure, including transport and digital connectivity
- Provide different types and tenure of residential accommodation to meet the needs of a growing population
- Continue to enhance a vibrant city centre with a distinct sense of place and a world-class public-realm offer
- Stimulate continued commercial growth through the facilitation of existing business expansion, the attraction of new organisations to the city, and delivery of high-quality commercial space
- Contribute towards realising the city's vision of becoming a highly skilled, thriving and sustainable city.

The delivery of major regeneration schemes will continue to deliver the growth and regeneration objectives of the city. These schemes include:

- **Mayfield** – This area at the eastern gateway of the city centre is set to undergo transformational change. The 20-acre site provides the opportunity to create a distinctive and unique city centre district. In 2018, a refreshed Strategic Regeneration Framework was approved for the Mayfield neighbourhood. This framework will guide development to create a neighbourhood that contains unique commercial, retail and leisure development, a significant residential community, and a new 6.5-acre city park centred along the River Medlock. A range of temporary uses have been successfully introduced, including the GRUB Food Fair and a range of Manchester International Festival events and community allotments, which have introduced visitors to the neighbourhood. The planning applications for the first phases of development are expected later this year following public consultation.

³ Greater Manchester Forecasting Model 2018

→ **St John's** – The neighbourhood is in the initial phases of transformative development, which will see the delivery of a new and unique city centre neighbourhood – a community of creativity, culture and innovation where people can live, work and experience the best of the city.

Construction has now started on the Factory Manchester, a £110million world-class and nationally unique culture-and-art venue, alongside the creation of a major new commercial development on Quay Street; the transformation of the former Granada Studios into a 200-bed hotel; and the refurbishment of The Bonded Warehouse to become an enterprise hub for small to medium-sized businesses and the second location of the Manchester Tech Hub.

→ **Great Jackson Street** – Work has rapidly progressed on the delivery of significant new residential development at Great Jackson Street. Construction is nearing completion on two of the four residential developments that comprise Deansgate Square, a scheme that will provide 1,508 new city centre homes. In 2018, work also commenced on the construction of the adjacent Crown Street development, which will provide a further 668 new homes when complete.

→ **Piccadilly** – Manchester Piccadilly represents one of the biggest development opportunities in the UK, and has the potential to make a significant impact on both the growth of the city centre and the city, as well as the national economy. The introduction of High Speed 2 (HS2) and Northern Powerhouse Rail (NPR) services, combined with the right kind of investment, could make Manchester Piccadilly one of the best-connected and most productive locations in the North of England.

The vision for Manchester Piccadilly is to deliver a major new district for Manchester with a world class transport hub at its heart. The arrival of HS2 and NPR into Manchester will be the catalyst for a once-in-a-century opportunity to transform and regenerate the eastern side of the city centre. Following redevelopment, it is anticipated that the proposed new investment in the area could bring up to 40,000 new jobs, 13,000 new homes and 820,000 square metres of new commercial development.

→ **First Street** – First Street has emerged as one of Manchester's most vibrant new neighbourhoods. Continued development has provided the area with an innovative blend of culture, leisure, retail and office space. 2018 saw the completion of No.8 First Street, delivering 170,000 square feet of Grade A commercial space, which is now occupied by Gazprom, WSP and Odeon. Following the success of First Street, the development framework for the area was updated in 2018; this set out proposals for further commercial and hotel development, and planning applications have been submitted for this.

→ **Circle Square** – Development of a commercially led mixed-use neighbourhood is currently under way at the four hectare-Circle Square site. Positioned on the Oxford Road Corridor – home to Manchester's major higher-education institutions and leading research and teaching hospitals that support 60,000 jobs, half of which are in knowledge-intensive sectors – the area has a development programme that will increase the workforce to 74,000 by 2025. It is anticipated that development at Circle Square will house some 2,000 new city centre jobs.

The Circle Square masterplan includes 2.25million square feet of floor space, comprising 1.34million square feet of commercial space. The scheme also incorporates 650 new apartments alongside retail, leisure and hotel amenities in addition to significant public-realm investment.

Work is being undertaken in three phases. Building of the serviced apartments began in 2017, and construction of the multi-storey car park and hotel commenced in March 2019. The public realm will be completed within this phase too. Phases 2 and 3 will focus on delivering commercial floor space. The whole site is due to be completed by 2023.

The pop-up 'Hatch', an award-winning retail and leisure destination under the Mancunian Way on Oxford Road, has proved popular and is assisting in establishing Circle Square as a destination.

Key successes:

→ **Commercial Sector growth** – Manchester remains the largest office market of any city outside London, with headline prime rents of £35 per square foot.⁴ 2018/19 has seen construction completion at No.8 First Street and Windmill Green, providing 170,000 square feet and 78,000 square feet of Grade A office space respectively. The city centre has a strong delivery pipeline for significant further office floor space over the next five years, including Landmark (180,000 square feet), OneTwoFive Deansgate (1,117 square feet) and 4 Angel Square (200,000 square feet). It is predicted that take up in the city centre will top one million square feet for the sixth year running.

→ **The Oxford Road Corridor** – This is an established district with an exceptional concentration of educational, research, technological and cultural assets. It also has a key role within the growth of the science, health science, research and development sectors. Over the past 12 months, the Corridor Enterprise Zone has continued to attract new occupants to the

cohesive cluster of science and technology businesses, academics, clinicians and world-leading health institutions. A Strategic Spatial framework has been developed and approved, which sets out a masterplan and guidance document for future development of sites within the Oxford Road Corridor area. This will help to regenerate this key area, maximising its contribution to Manchester's strategic objectives. Over £1.3billion square feet of commercial floorspace is planned. By 2025, an additional £2billion GVA is estimated to be generated, along with 37,000 new full time equivalent jobs, taking the total number of jobs to over 104,000.⁵

→ **Liveability** – Manchester continues to be recognised as a leading city to live. The Economist Intelligence Unit (EIU) Global Liveability 2018 Survey positions Manchester highest of UK cities in its world-cities ranking. With a rank of 35th, this puts Manchester ahead of London by 13 places – the widest gap between the two cities since the survey began two decades ago.

⁴ Colliers Cities of Influence 2018

⁵ Oxford Road Corridor Economic Impact Assessment, 2019

Capturing the commercial potential of research and innovation

Significant levels of investment have been attracted to the city to commercialise the strengths in research and innovation. The Corridor continues to attract investment in health innovation, building on the strategic location of the universities, hospitals and Manchester Science Park. The Greater Manchester Life Sciences Enterprise Zone provides incentives to businesses operating in life sciences and related sectors in The Corridor with business rate relief and dedicated business support. The continued expansion of the business base means that receipts from business rate growth are reinvested in developing the life sciences sector, for the benefit of Manchester and its residents.

The £60million Masdar building, which houses the Graphene Engineering Innovation Centre (GEIC), was officially opened in December 2018 by HRH The Duke of York. The Graphene Engineering Innovation Centre (GEIC) specialises in the rapid development and scale up of graphene and other 2D materials applications.

The GEIC focuses on six application areas to rapidly accelerate the development and commercialisation of new graphene technologies.

- Composites
- Energy
- Membranes
- Inks, formulations and coatings
- Graphene production
- Measurements and characterisation.

The GEIC complements the existing National Graphene Institute and the Henry Royce Institute, which is due to be completed during 2020.

Case Study: Technology Hubs

Manchester City Council received a £4million capital investment from the Department for Culture, Media and Sport to invest in tech incubators as part of an £11million investment in the North of England. The aim is to accelerate the growth of digital and tech businesses, nurture start-ups, foster collaboration, and provide mentoring, learning and business support.

With the project expected to create 4,000 jobs over 15 years, the investment strengthens Manchester's position as a leading European centre for digital technologies.

The grant has been used to secure and refurbish properties in the city centre to establish new facilities. These will provide workspace, business incubation and other services for innovative entrepreneurs and small and medium-sized businesses (SMEs) that rely on digital technologies and their applications. The investment has led to the creation of two technology hubs in the city: the hub at Manchester Technology Centre on Oxford Road provides dedicated support for science and innovation start-ups, and the hub at the Bonded Warehouse at Enterprise City is aimed at media and creative industries.

Mi-IDEA/Tech Incubator

Now fully operational and run by Manchester Science Partnerships, the investment has enabled the operation of two hubs: Mi-IDEA (Manchester Inspired-Innovation Digital Enterprise Alliance) at the Bright Building, Manchester Science Park, and the Tech Incubator at the Manchester Technology Centre.

Mi-IDEA, a joint venture between Manchester Science Partnerships and Cisco, works with early-stage companies to develop innovative technology solutions by providing targeted and specialist support.

The Tech Incubator, located in Manchester Technology Centre, focuses on support for data science and technology innovation businesses. Individuals have access to Manchester Science Partnership's specialist business-growth services to help new or early-stage businesses succeed, plus expertise from Manchester Digital – the sector's industry body and specialised recruitment advice. The centre provides dedicated co-working space and a tailored, comprehensive business-growth programme, along with a wide range of social events.

Tech Hub at the Bonded Warehouse

The second hub will be based at the Grade II listed Bonded Warehouse, at the heart of the St John's redevelopment. *All Work and Social Bonded Limited* will manage the Tech Hub, enabling members to work, collaborate, socialise and grow.

Tech Nation, the UK's network for ambitious entrepreneurs, will be All Work and Social Bonded Limited's joint delivery partner, and will have its north west base located within the Hub. Tech Nation will assist in marketing and establishing the Bonded Warehouse as the UK's foremost digital, technology and creative cluster.

Over a 15-year period, the Tech Hub will provide 15,000 square feet of flexible workspace, leased rent-free, together with 200 free drop-in hot-desk memberships for qualifying businesses or individuals. Members will also benefit from access to community and member ecosystem growth events. This project is expected to be operational by the end of 2019.

Cultural and Creative Manchester International Festival and The Factory

The construction programme for The Factory, a nationally and internationally important new centre for arts and culture, continues apace. The planning application for this landmark development, which will be located in the city's emerging St John's neighbourhood and be the new permanent home of Manchester International Festival (MIF), was approved in June 2018, with preparatory work starting shortly after. Following the approval of The Factory construction programme and associated budget, the main building work started in January 2019. The same month, Arts Council England confirmed a major £7million contribution to funding for The Factory development through the National Lottery programme.

When The Factory opens, MIF will commission and present a world-class, year-round cultural programme. It is expected to add £1.1billion to the city's economy over a decade and create 1,500 jobs, but the construction phase is already bringing benefits to people from across Manchester.

The main contractor for the project, Laing O'Rourke, is working alongside the client Manchester City Council and eventual operator

MIF to deliver an ambitious programme of training, skills, employment and other opportunities for local people. This includes 50 apprenticeships, direct workforce recruitment targeted at Manchester residents, work-experience opportunities, training programmes for the long-term unemployed and Manchester-based graduates, and volunteering programmes. There are also homelessness and age-friendly projects, and creative engagement community programmes.

Greater Manchester Cultural Skills Consortium MIF, working with cultural organisations across the region this year, recently launched the Greater Manchester Cultural Skill Consortium, which will offer new opportunities for people to develop skills in the arts and culture sector, and will contribute to diversifying the workforce of the sector.

The Consortium is currently a group of 20 organisations that will collaboratively develop skills and training programmes. It was officially launched at HOME in March 2019, with more than sixty representatives of the sector in attendance. The development of the Consortium is being led by Manchester International Festival as part of its commitment to training Manchester residents, which is a key part of The Factory's vision.

The Consortium will meet four times a year with the objective of generating demand for a new and employer-led training model, the Factory Academy. Consortium members will create new training roles in their respective organisations, work collectively to create and advertise career pathways, as well as broaden the accessibility of roles within the sector.

Organisations that have joined the Consortium have pledged to:

- Explore new ways of creating apprenticeships in their respective organisations, from entry level through to leadership
- Explore opportunities to develop inclusive HR practices designed to create accessible pathways into employment
- Provide internal training for line managers and mentors
- Collectively develop and train apprentices through employer-led training
- Work together to identify sources of funding linked to workforce diversification

- Support work to develop talent from priority groups
- Share best practice and resources
- Pay apprentices the Manchester Living Wage upon completion of their framework.

Factory Academy (FA) is the operational training model that will deliver the aspirations of the Consortium. FA will run a pilot phase leading up to the opening of The Factory to build up the talent pipeline and to start employer groups to develop curricula and deliver training, initially to a cohort of eight creative venue technicians due to start in January 2020. Several organisations, including MIF, Contact, Royal Exchange Theatre, The Lowry, Hull Truck Theatre, Royal Shakespeare Company, Ambassador Theatre Group and Manchester Metropolitan University, have already started developing the curriculum and combining resources. Factory Academy will form a partnership with existing training providers over its pilot phase to test the model, and run apprenticeship and pre-employment programmes.

6 Manchester Digital Skills Audit, 2019

7 Manchester Digital Skills Audit, 2019

Digital skills to support the Digital Economy

Manchester's digital sector is thriving and plays a significant role in the economy. There is great potential for the city to become a world leader in the field of technology, yet due to an acute shortage of digital skills there is currently limited means for this level of growth to be realised.

Manchester Digital's 2019 Skills Audit revealed that 54% of Greater Manchester's technology and digital businesses saw turnover growth last year, compared to 77% growth in 2017.⁶ As well as uncertainty over Brexit, the skills shortage within the industry is central to this decline; 31% of digital businesses have turned work away because they were unable to recruit the breadth of skill sets required for delivery.⁷

Manchester continues to work collaboratively with industry, education and the Government to address these issues. Key to this approach are the creation of pathways into digital and tech careers, promoting a wider breadth of opportunities in the industry, and ensuring these better match the demographics of our communities. Addressing digital skills challenges in the city is discussed in more detail in the 'A highly skilled city' chapter.

Capital projects and creative workspaces

Cultural activity is key to the growth agenda for Manchester, and remains at the heart of the city's identity. Manchester City Council continues to support the growth of its cultural institutions and recent months have marked the start of large-scale programmes of development at a number of venues. These organisations have secured significant funding to improve spaces, preserve cultural heritage, and develop exciting and innovative programmes of activity, supporting our residents, and inspiring new audiences and participants.

The £11.5million capital expansion of Manchester Museum includes a new South Asian Gallery. The project, a first for north west England, will provide space for an extended programme of activities, celebrating South Asian culture and history, which holds great significance to many of Manchester's communities.

The current refurbishment and extension of Contact Theatre will increase the number and range of creative opportunities for young people. The venue will reopen with features such as performance spaces, a new recording studio, an arts and health development space, and creative office spaces for artists and cultural organisations.

Inner City Music have commenced their developments to Band on the Wall, which will include the revitalisation of the Coccozza building to the rear of the venue. The expansion programme will significantly increase venue capacity and improve facilities for education and community-engagement programmes, as well as preserving the legacy of the site.

Manchester Jewish Museum is due to begin work to restore and extend its Grade II-listed building, introducing new interactive displays, soundscapes and live performances. These will bring the museum to life for visitors, who will get to see rare and powerful objects, hear personal stories, cook and eat Jewish food, and travel back in time to explore Manchester's oldest surviving synagogue.

These capital projects demonstrate the success of culture in driving forward city growth; however, the pace of development in the city centre continues to pose challenges for the creative community, with some artists not being able to afford work space or studio space being at risk of redevelopment. Working with the sector to find solutions remains a key priority for Manchester City Council. Work is being undertaken to identify a range of alternative partnerships and long-term solutions to ensure that the artist community,

including our recent graduates, can remain and thrive in the city. This includes commissioning research into the requirement of the sector for a shared cultural storage space, providing insights that will assist in addressing considerations such as sustainability and zero-carbon.

Visitor economy and international profile

A leading conference destination

Manchester's emergence as a leading national and international conference destination has proved to be an enduring part of the city's economic success.

The biennial Conference Value and Volume study (2018)⁸ estimated that in 2017, Manchester hosted some 2.6million delegates at conference and business events, with a value of £536million. This activity provided significant employment opportunities, having supported 22,100 FTEs either directly within destination businesses or indirectly through the wider supply chain. The study reported that in 2017 a delegate paying a day rate spent an average of £65 per day, and a staying delegate spent an average of £194 per day and £334 per trip.

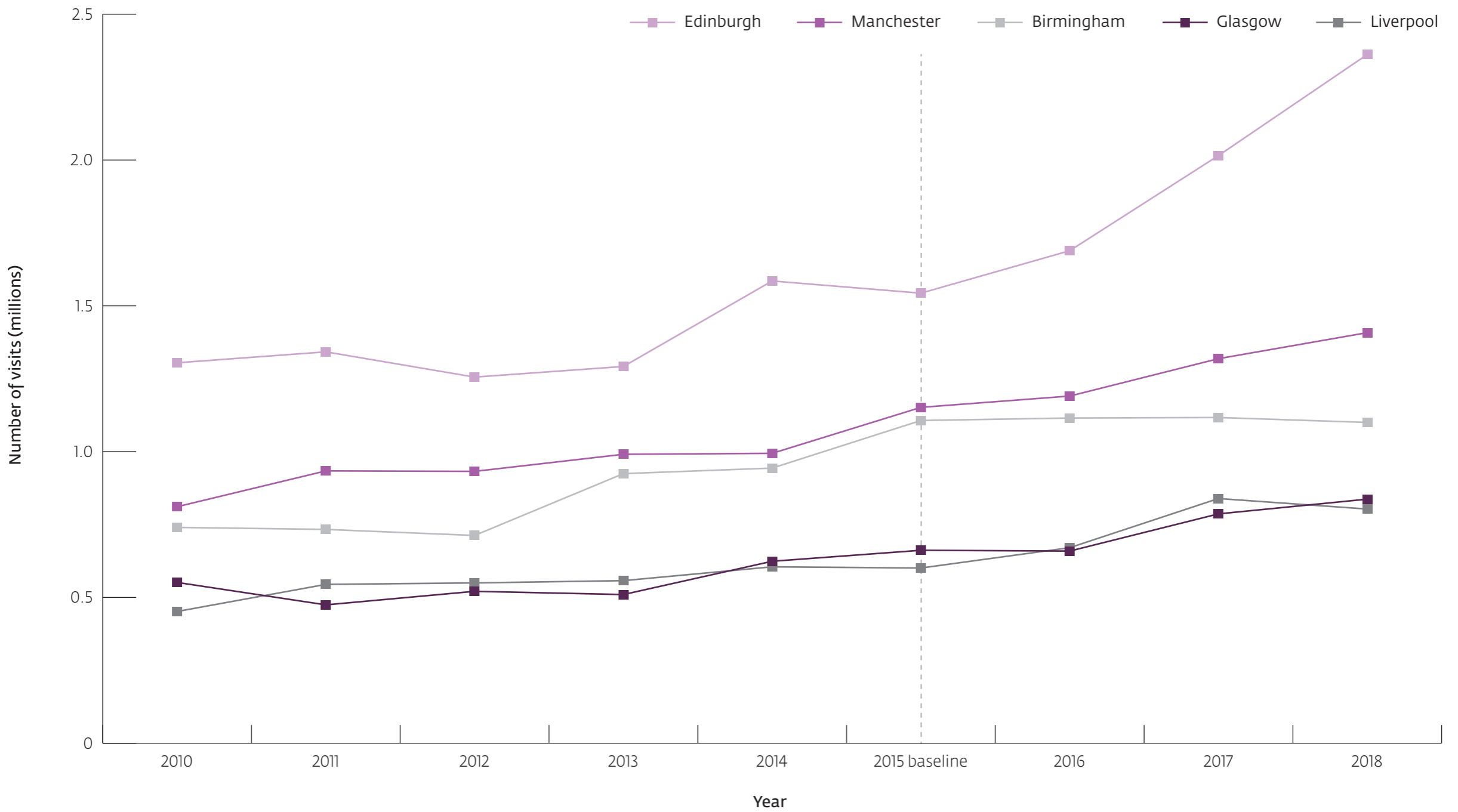
Visitor numbers

Manchester's visitor economy continues to thrive. Figure 2.9 shows that the city is the third-most-visited UK destination by international visitors after London and Edinburgh, with 1.4million visitors in 2018. The USA, Irish Republic, and Germany continue to generate the highest volume of international leisure visits, and in 2018 these were followed by China, Norway and Italy.

Data from the 2018 International Passenger Survey shows that the total number of international visits to Manchester increased by 42% over the past five-year period 2013–2018, compared to the UK growth rate of 16%.

⁸ Undertaken by RJS Associates

Figure 2.9:
Estimated number of visits by overseas residents to top five UK cities outside London



Source: International Passenger Survey, Visit Britain/ONS

Manchester's tourism sector is also supported by visitors – staying visitors and day trippers – from within the UK. Over the three-year period 2015–2017, the VisitEngland Great Britain Tourism Survey showed Manchester to be England's most-visited local authority area in terms of domestic staying visitors, with an average of 2.6million visits a year – ahead of Birmingham and London local authorities. Over the same three-year period, the VisitEngland Great Britain Day Visits Survey showed Manchester as the second-most-visited local authority in terms of day visits from UK residents, with an average of 30.6million tourist day visits per year, behind London.

This level of activity has made a huge contribution to Manchester's tourism sector and the economy more generally, with £4.51billion generated in 2017 – a 3% increase on the £4.37billion generated in 2016. Key to this growth has been increased activity in the staying-visitor market, where the number of staying visitors has increased by 4%, compared to a growth rate of 1% for day visitors. This has resulted in a 1% growth rate in the total number of visits,

from 63.3million in 2016 to 63.8million in 2017. The number of jobs supported by Manchester's tourism industry increased by 850 FTEs, from 49,590 in 2016 to 50,440 in 2017.⁹

Hotels

Manchester's hotel sector continues to attract major investment, with a number of significant new developments opening in 2018, including the dual-branded Crowne Plaza and Staybridge Suites Manchester – Oxford Road (a combined 328 rooms), Hotel Indigo Manchester – Victoria Station (187 rooms), AC Hotel – Manchester city centre (172 rooms), Whitworth Locke (159 rooms), Roomzzz Manchester Corn Exchange (114 rooms), and The Cow Hollow Hotel (16 rooms). These additional rooms increased room capacity over the 12-month period by 10%. In September 2019, Manchester city centre had a stock count of 10,445 hotel rooms, extending to 14,081 for the wider Manchester local authority.

The increase in hotel accommodation stock has been achieved while maintaining strong occupancy rates. The annual occupancy rate for Manchester city centre in 2018 was 81%,

up from 80% in 2017.¹⁰ Based on Marketing Manchester's historical data, this annual occupancy level marked a record for the city and was supported by five months of the year achieving record occupancy rates: June, July, August, October and December.

In light of this performance, Manchester's hotel sector is due to grow considerably. 2019 will see a number of additional properties opening, including the 5-star Dakota Manchester (137 rooms), followed by London Warehouse (166 rooms), The Stock Exchange Hotel (41 rooms), and Staying Cool (41 rooms), before the record level of new rooms due to come to the market during 2020 and 2021.

⁹ STEAM (Scarborough Tourism Economic Activity Monitor), Global Tourism Solutions (UK) Ltd.

¹⁰ STR

Conclusion

Manchester's economy has continued to grow at an impressive rate during the past year and it remains much more resilient to economic shocks than in the past. This resilience will be important as the UK faces economic uncertainty in relation to our future relationship with the European Union. Manchester's thriving economy also sustains population growth and stimulates demand for new residential developments, as students, young professionals and migrants increasingly decide to stay in the city long term.

Growth is being driven by many smaller businesses from across the city in a range of locations, but the city centre and – increasingly – the area around Manchester Airport are the two major growth locations within the city. There are also emerging opportunities for commercial development within the Eastlands SRF area around the Etihad Stadium, which will build on the existing sporting and transport infrastructure.

The city's growth sectors continue to feature business, financial and professional services, and cultural, creative and digital, but there is also substantial growth predicted within construction, and wholesale and retail. The Oxford Road Corridor continues to benefit from significant investment in new buildings, including the new Innovation District area. Transitioning to a zero-carbon city by 2038 will be a major challenge for many businesses, and they will need to be supported via the Business Growth Hub and through retrofit schemes.

Manchester continues to be a major international city, with Manchester Airport acting as the major international gateway into the North of England. The city remains the third-most visited in the UK, with the highest number of visitors coming from the Republic of Ireland, Germany and the USA.

The next step of Manchester's economic journey is to ensure that the economy is as inclusive as possible for the city's residents, ensuring that they feel connected to high-quality opportunities. The Our Manchester Industrial Strategy will be published in autumn 2019 and will set out how this objective will be achieved.

The 'A highly skilled city' chapter of this report covers some important challenges facing the city, including skills, residents over the age of 50, and the resident and workplace wage gap.

Chapter 3: A highly skilled city

Strategic overview

Manchester's economy is thriving and the rapid growth experienced over the past two decades is set to continue. A significant number of new jobs will be created that will benefit both residents and those travelling into the city for work. Currently, the city's working-age population is better qualified than ever before, and improved school performance means that a higher proportion of young people have the skills they need to sustain work. In addition, the high number of university graduates staying in the city for employment means there is an increased supply of highly skilled residents.

However, Manchester still has a disproportionately high proportion of its working-age population who have no or very low qualifications, over half of whom are not in work. There is a strong correlation between no qualifications, worklessness, social exclusion, poor health and dependency, as explored in the 'A progressive and equitable city' chapter. Of this working-age population, 50 to 64-year-olds are most likely to possess these characteristics, and this chapter will focus on how we are working with partners to respond to the skill issues faced by this group.

There is a continuing disparity between those who work in the city and benefit more from the city's success and employees who live in the city (but may work elsewhere), and there is more work to do to close this earnings gap. Ensuring Manchester residents are able to develop the skills needed is part of an integrated employment support offer that leads to jobs with progression opportunities, and a real Living Wage remains a challenge.

Ensuring that residents have the opportunity to develop highly valued skills is a key driver in increasing the city's economic growth and reducing dependency. It is a priority within both the Our Manchester Strategy and the Work and Skills Strategy, and a strong emerging theme from the consultation with residents and partners on the city's Industrial Strategy as outlined in the 'A thriving and sustainable city' chapter. It is crucial that these link to Manchester's fastest-growing sectors, including Business, Financial and Professional Services; and Cultural, Creative and Digital. The creation of jobs accessible to Manchester residents (especially those furthest from the labour market), reducing the number of people unemployed, and increasing prosperity

through good pay and work progression are all inextricably linked to the future success of the city, reducing poverty and creating neighbourhoods of choice.

This chapter sets out how we are working to achieve an improvement in school results so that they are significantly better than the UK average, and how we are continuing to increase the proportion of graduates in the city. It outlines how we are working with employers to ensure that everyone is paid at least a living wage, how we encourage a work placement for every young person, and how as a major employer the Council can accomplish this. We are also working to develop new approaches to the apprenticeship levy and increase the number of apprenticeships in the city across different sectors, including higher-level apprenticeships (which provide an opportunity to gain NVQ Level 4 qualifications or above).

This chapter also focuses on the population of over-50s in Manchester, particularly those who have low or no skills and have suffered long-term unemployment due to ill health. We will explain how we are working with businesses and other partners to change the

perception of recruiting over-50s and how upskilling can be a route to improved life chances within this group. This chapter outlines the opportunities available to us to drive this agenda forward. It will explain how the devolution of the Adult Education Skills Budget and the development of the Manchester Adult Skills Plan will enable us to respond to these challenges more effectively. This will be done by developing different ways of working with our partners and different approaches to public service reform, welfare reform and skills to ensure all Manchester’s residents can enjoy the benefits of economic success.

Analysis of progress

Increasing the number of children arriving at school ready to learn

Early Years Foundation Stage (EYFS)

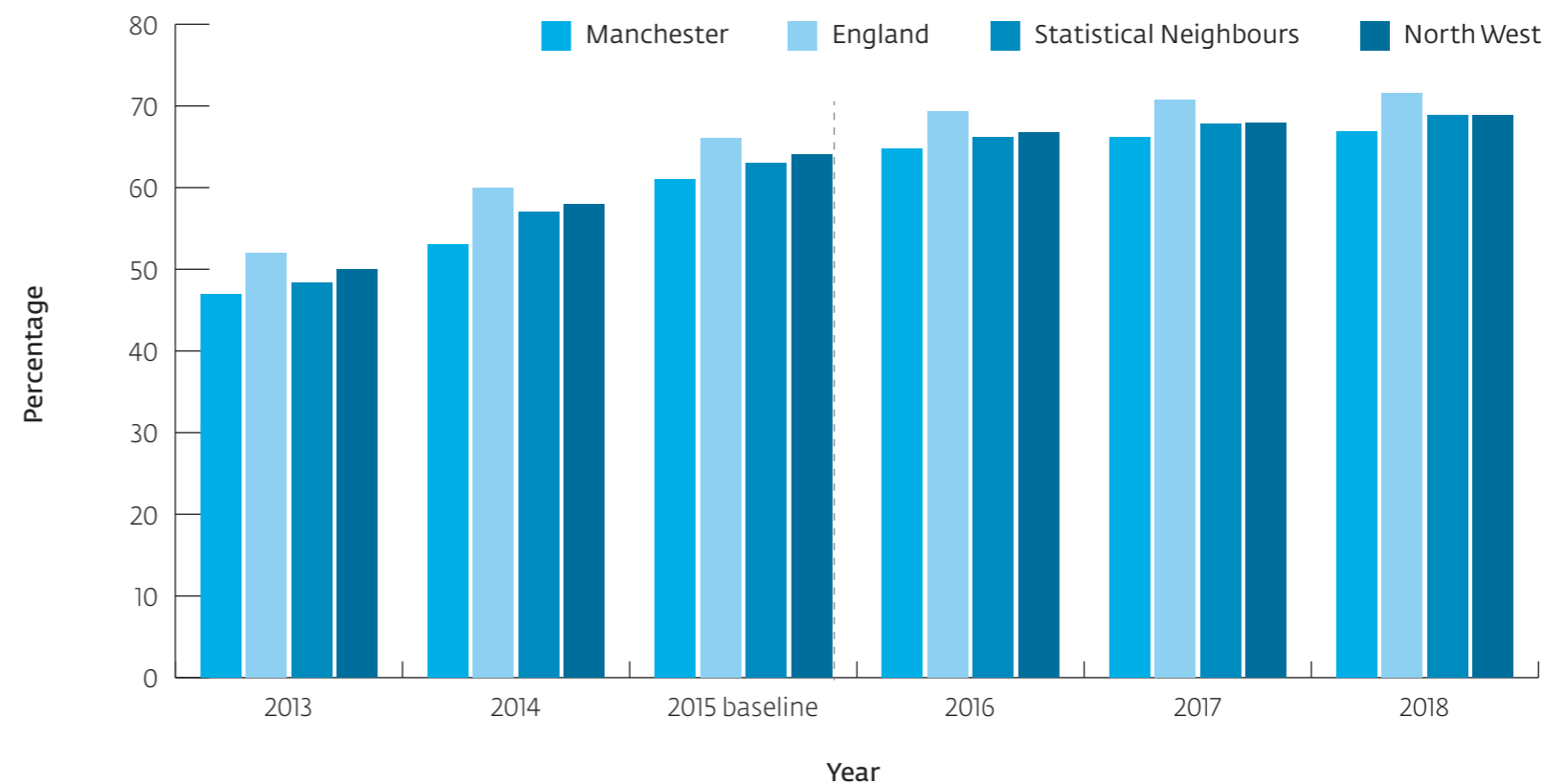
The Early Years Foundation Stage (EYFS) profile is a teacher assessment of children’s development at the end of the academic year in which the child turns five. Children reach a good level of development if they achieve at least the expected level in the early learning goals in the prime areas of learning (personal, social and emotional development, physical development, and communication and language) and in specific areas of mathematics and literacy. Figure 3.1

shows that the proportion of children achieving a good level of development has increased, year on year, since 2013, but at 66.9% in 2018 it is still lower than the national average (71.5%), those of statistical neighbours (68.9%)¹ and north west local authorities (68.9%).

The Council remains committed to improving school-readiness through engagement with Early Years settings, schools and embedding the Early Years Delivery Model as a universal approach. This has led to earlier identification of need and provision and specific targeted early help intervention where it is needed.

¹ Statistical neighbours: Newcastle upon Tyne, Middlesbrough, Liverpool, Salford, Greenwich, Nottingham, Birmingham, Coventry, Bristol, Southampton.

Figure 3.1: Percentage of EYFS children achieving a good level of development



Source: Department for Education

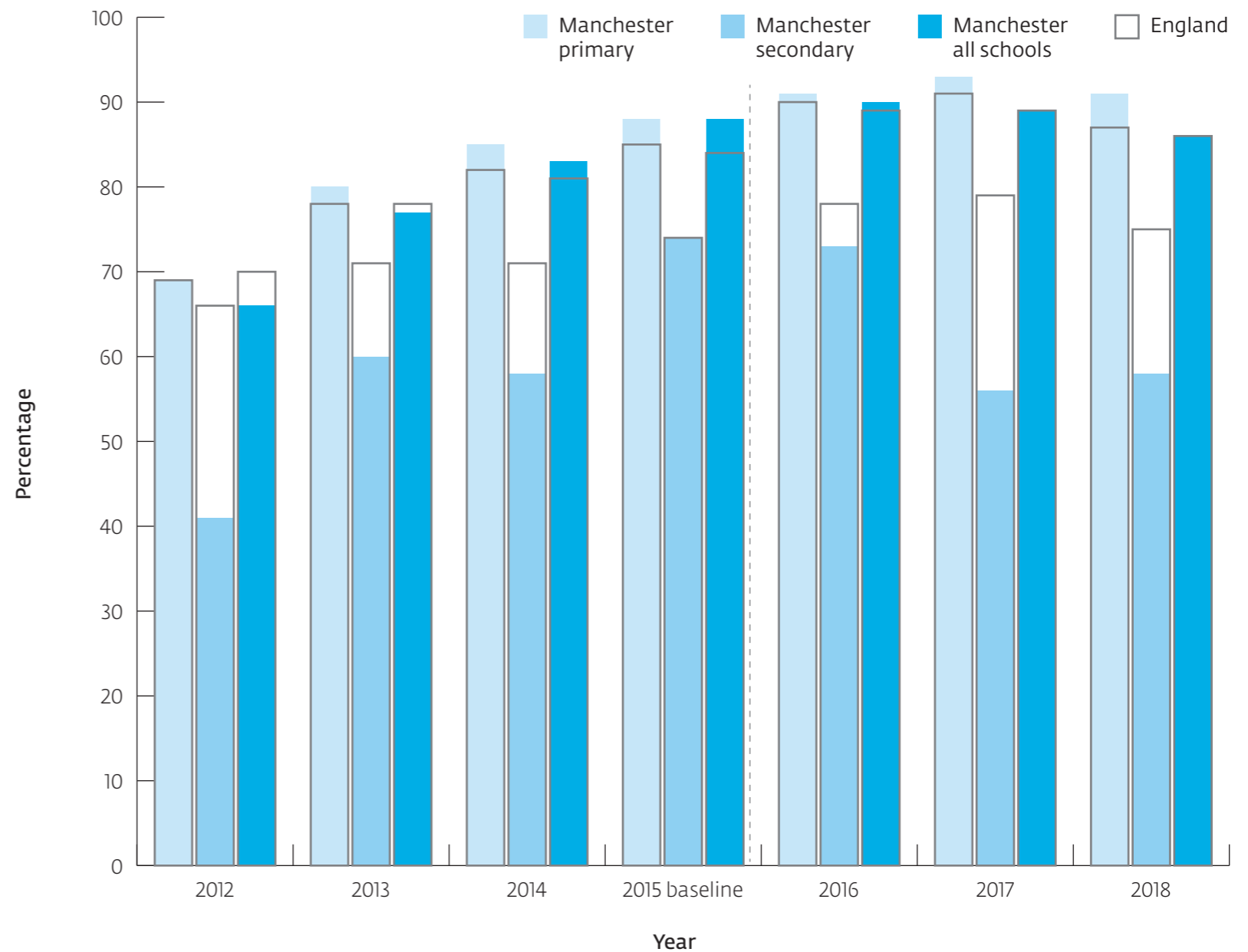
Improving educational attainment to be above national average

School inspection judgements

Figure 3.2 shows that the percentage of Manchester schools judged to be good or outstanding by Ofsted in their most recent inspection is higher than the national average for primary schools, but lower in secondary schools, with figures of 91% and 58% respectively. However, due to further inspections of secondary schools during the financial year 2018/19,² the proportion of good or better secondary schools had risen to 70% by the end of March 2019.

There are a number of measures in place, working in partnership with school leaders and Multi-Academy Trusts in the city, through the quality-assurance process to improve secondary school outcomes. This also includes targeting more secondary schools for bespoke intervention programmes delivered through Teaching Schools, such as the Maths mastery programme and Reading programmes. In addition, the Council is working with the Regional School Commissioner to ensure improved performance of academies; there is also an agreement for the development of a joint plan to improve educational outcomes in Wythenshawe and for the establishment of a Partnership Education Board, which would contribute to this plan.

Figure 3.2: Percentage of schools judged to be good or better schools



Source: Ofsted

² Burnage Academy for Boys changed from 'requires improvement' to 'outstanding', Loreto High school changed from 'requires improvement' to 'good', and Co-op Academy North Manchester changed from 'special measures' to 'good'.

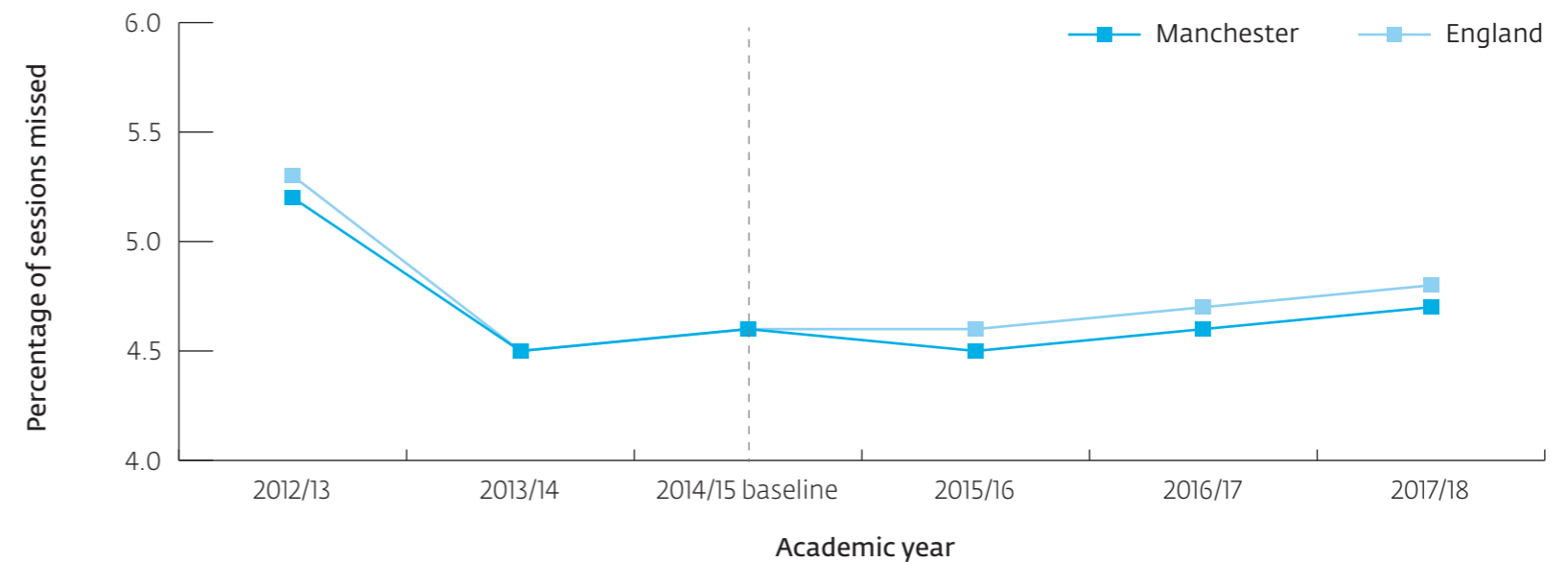
School absence and exclusions

Figure 3.3 shows the overall absence rates in schools in Manchester and Figure 3.4 shows the percentage of pupils persistently absent from schools. A new definition of absence and persistent absence came into force in 2015/16; it states that absence is based on all six half-terms for years 1–10 and half-terms 1–5 for year 11. The percentage of sessions missed before a pupil is deemed to be persistently absent is 10%. One session is classed as half a day. Figures 3.3 and 3.4 show prior years' figures calculated using the new definition, so results are directly comparable.

School absence has increased over the past two years, although overall absence in Manchester schools remains slightly better than the national average: 4.7% in 2017/18 compared to 4.8% nationally. The percentage of pupils classified as being persistently absent has increased slightly, to 11.3% in 2017/18, with trends similar to the slight rise reported nationally.

Figure 3.3:

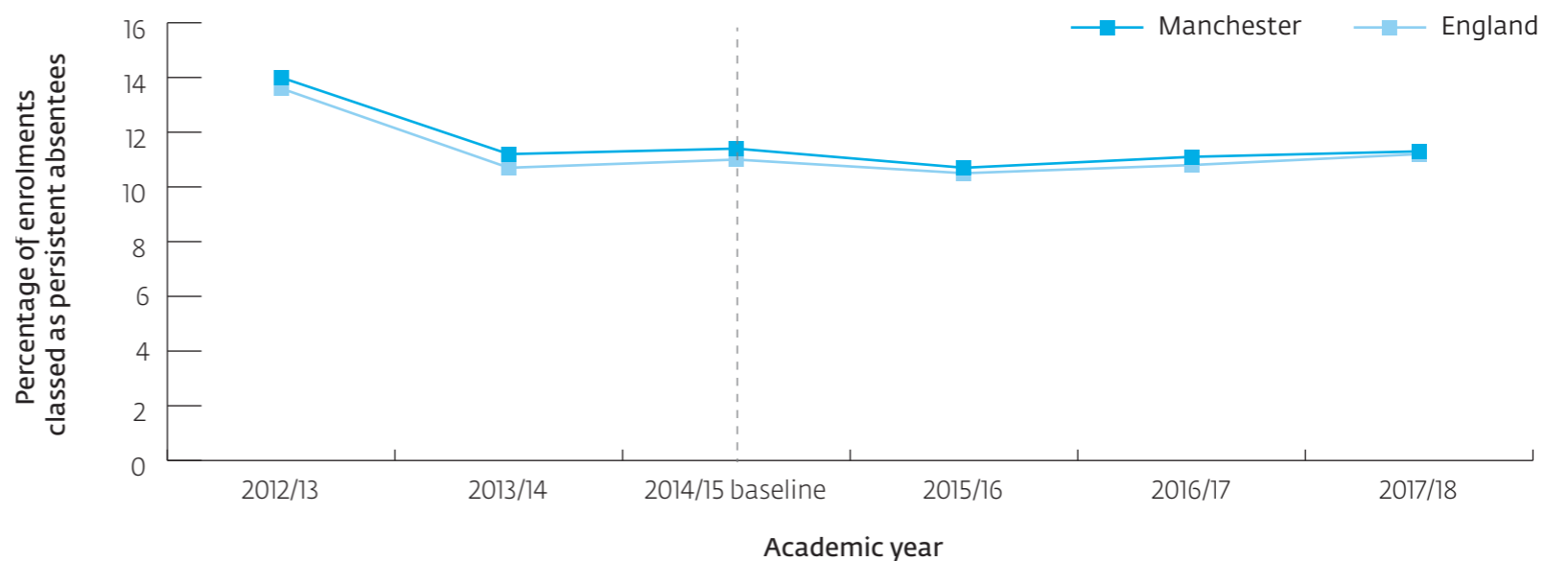
Pupils' overall absence – percentage of total sessions missed due to authorised and unauthorised absence



Source: Department for Education

Figure 3.4:

Pupils' persistent absence – percentage of enrolments classed as persistent absentees (>10% of sessions missed)



Source: Department for Education

Schools in Manchester, working in partnership with the Council, are committed to sustaining the improvements in school attendance. The Council continues to support schools to improve attendance by identifying those where absence is below the national average. Bespoke support includes attendance surgeries, regular training and advice for all schools, and regular conferences focused on specific aspects of attendance.

School attainment

Through the strategic partnership working with the Manchester Schools Alliance, Teaching Schools, National Leaders of Education and the Manchester School Improvement Partnership, the Council continues to ensure that all outcomes for Manchester children at all levels of education are at least in line with national results – for expected standards and higher standards. This includes particular focus on closing the gap between boys and girls, ensuring pupil progress stays above the national average in all areas, and continuing work on improving outcomes in reading as part of the impact of the Read Manchester initiative.

The Council continues to work in partnership with schools through the quality assurance (QA) process and actively engages with

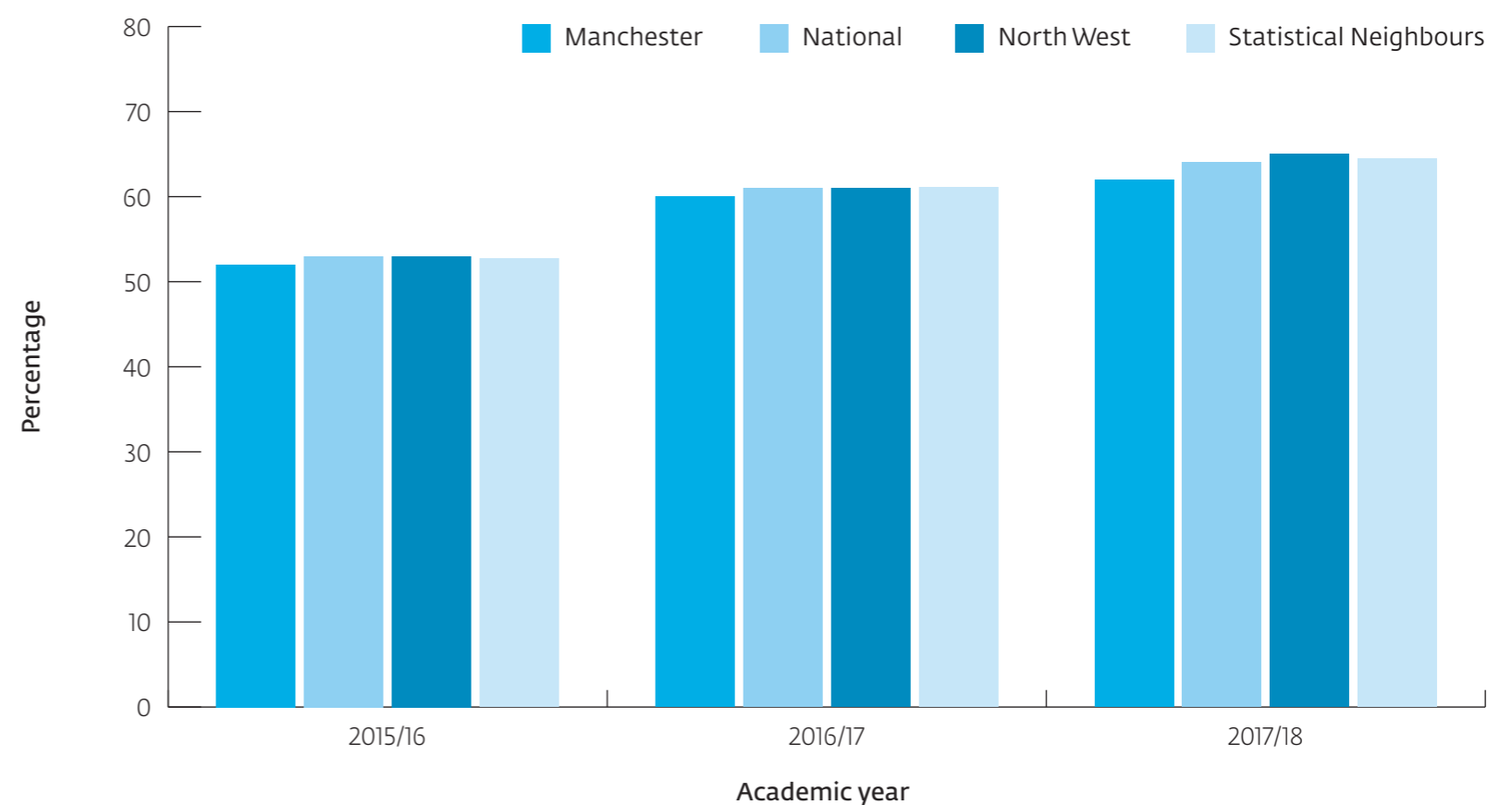
teaching schools, to broker school-to-school support and thematic school-improvement interventions at all key stages.

Key Stage 2

The key performance measure of attainment at the end of Key Stage 2 is the percentage of pupils achieving the expected standard in the core subjects of Reading, Writing and Maths.

Figure 3.5 shows how Manchester compares relative to national figures, those of statistical neighbours, and north west local authorities. There has been an improvement in performance since last year, with 62% of pupils achieving the expected standard, although Manchester is performing below the national figure of 64% and slightly below both the north west and statistical neighbours.

Figure 3.5: Percentage of pupils achieving the expected standard in Reading, Writing and Maths



Source: Department for Education

Key Stages 1–2 progress

In line with the new performance measures for KS2, new progress scores have been introduced to measure progress between KS1 and KS2. The new measure compares the progress pupils have made relative to other pupils nationally with the same level of attainment at the previous key stage. As well as looking at the scores, confidence intervals need to be considered, as they take into consideration the size of the cohort. KS1–2 progress scores do not include special schools. The national progress score for each subject, by definition, is set to 0.

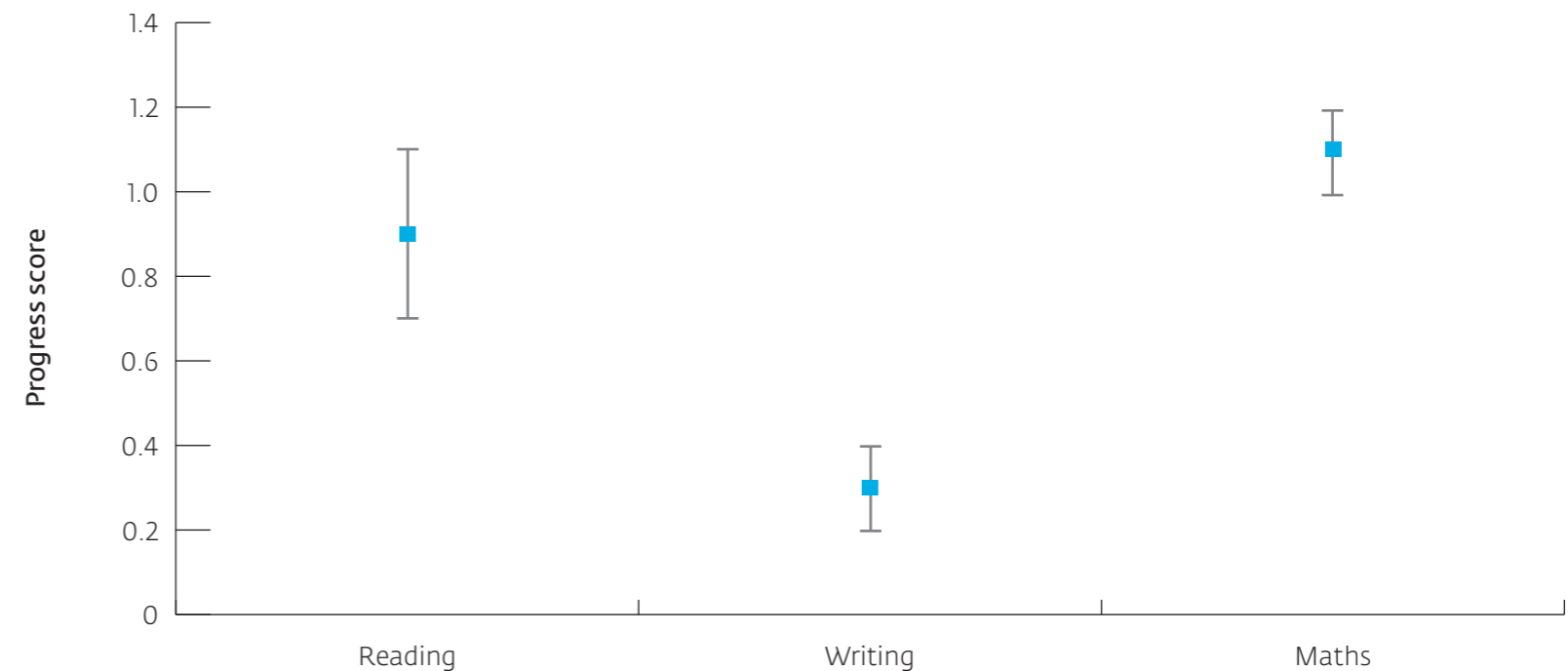
Confidence intervals to be interpreted as follows:

- If the entire confidence interval line is above 0, then the progress score is statistically significantly above the national average.
- If the entire confidence interval line is below 0, then the progress score is statistically significantly below the national average.
- If the confidence interval line crosses or touches 0, then the progress score is not significantly different to the national average.

Figure 3.6 shows that the progress made by Manchester pupils in Reading, Writing and Maths in 2017/18 was statistically significantly above the national average, with the most relative progress being made in Maths.

Figure 3.6:

Progress scores of pupils in Reading, Writing and Maths, 2017/18



Source: Department for Education

Key Stage 4

The key measures at KS4 are:

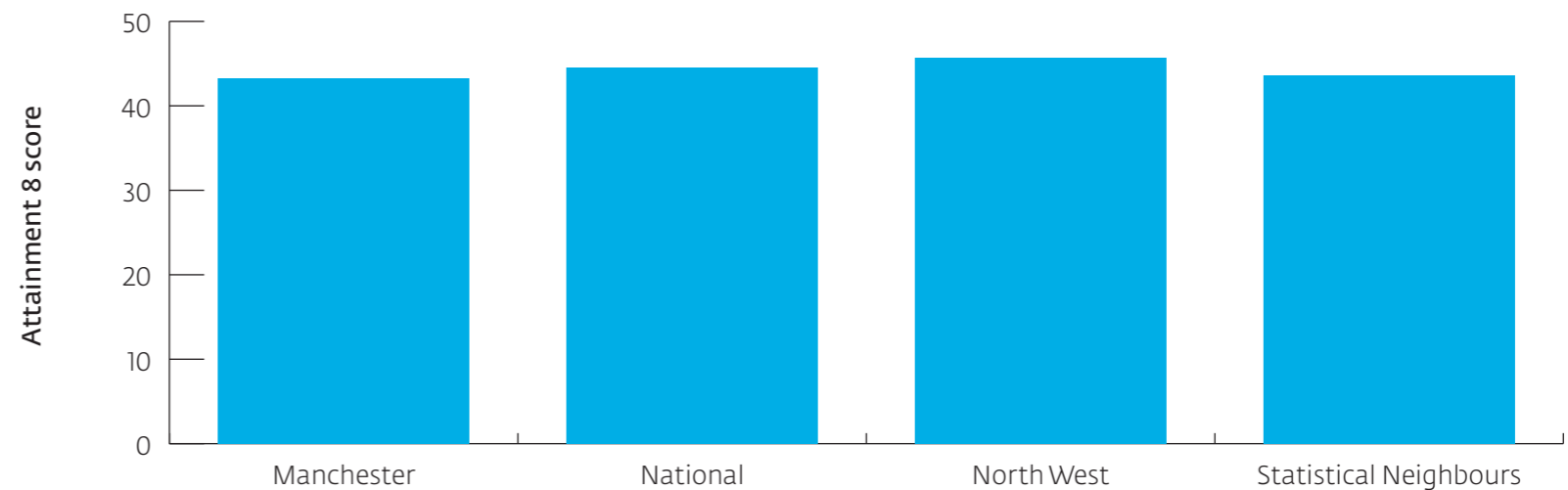
- Attainment 8
- Progress 8
- Percentage of pupils achieving A*–C in both English and Maths (achieving a grade 5 or above from 2016/17)
- Percentage achieving the English Baccalaureate.

Attainment 8 replaces five or more GCSEs graded A*–C, including English and Maths. It measures the average achievement of pupils in up to eight qualifications, including English and Maths, three qualifications that count towards the English Baccalaureate (ie. sciences, languages and humanities), and three other qualifications from the Department for Education (DfE) approved list. Figure 3.7 shows the Attainment 8 score compared to comparator groups for 2017/18, and Figure 3.8 compares the rates of change over the past three years.

The 2016/17 academic year saw the start of the phased introduction of a revised, more rigorous national curriculum. Results are now graded by scores of 1–9, 9 being the highest score, replacing the previous A*–G grades. English and Maths were the subjects affected in 2016/17. The subjects affected in 2017/18 were Art and Design, Chemistry, Citizenship Studies, Combined Science, Computer Science, Dance, Drama, Food Preparation and Nutrition, French, Geography, Classical Greek, History, Latin, Music, Physical Education, Physics, Religious Studies and Spanish. The remaining subjects will be phased in over the next two years. As a result, the KS4 performance measure is not comparable with previous years.

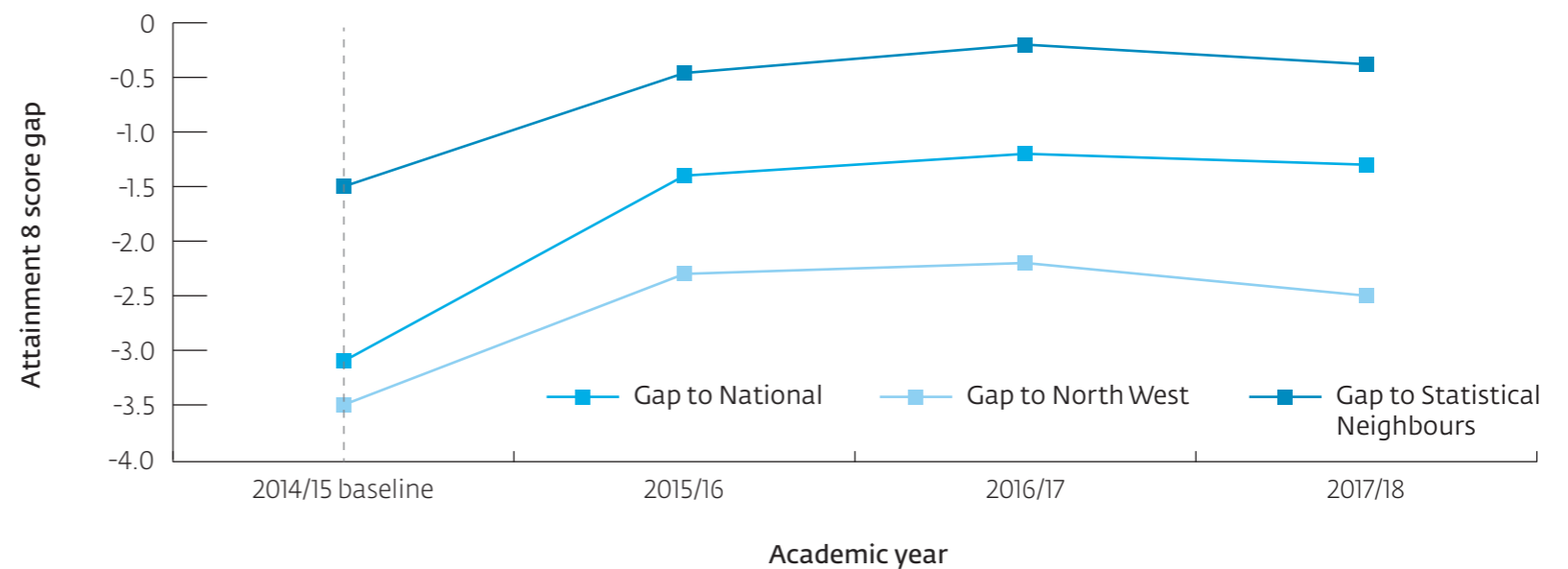
At 43.2, Manchester has a slightly lower Attainment 8 score than the national score of 44.5, and a slightly lower score than the north west and statistical neighbours. Across all comparator groups, the gap has widened slightly.

Figure 3.7:
Attainment 8 score, 2017/18



Source: Department for Education

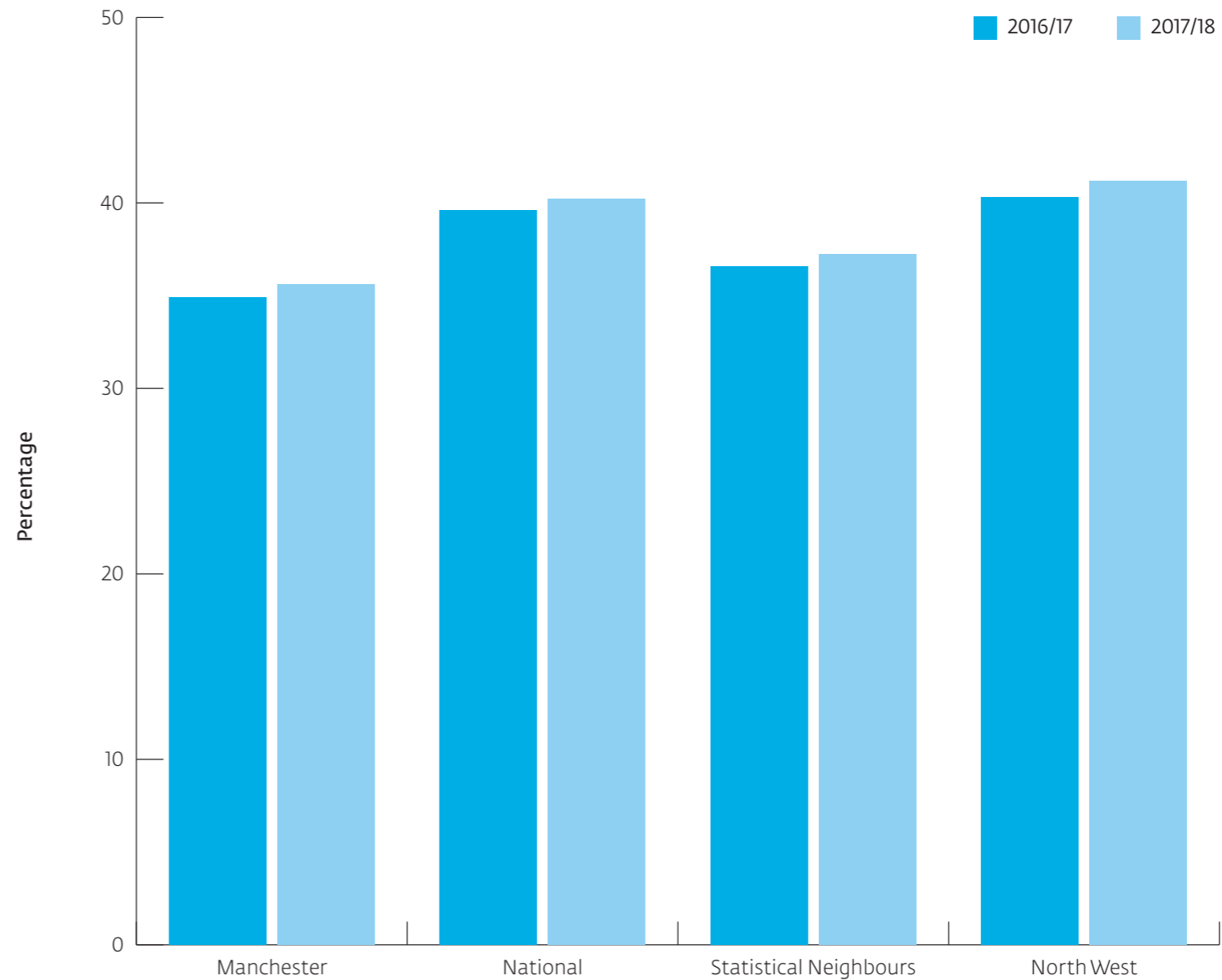
Figure 3.8:
Attainment 8 score Manchester gap comparison



Source: Department for Education

Figure 3.9 shows that at 35.6% Manchester has a lower percentage of pupils achieving a GCSE in both English and Maths than the national figure of 40.2%, or in the comparator groups, although the number has increased slightly since 2016/17.

Figure 3.9: Percentage of pupils achieving grade 5 or above in both English and Maths

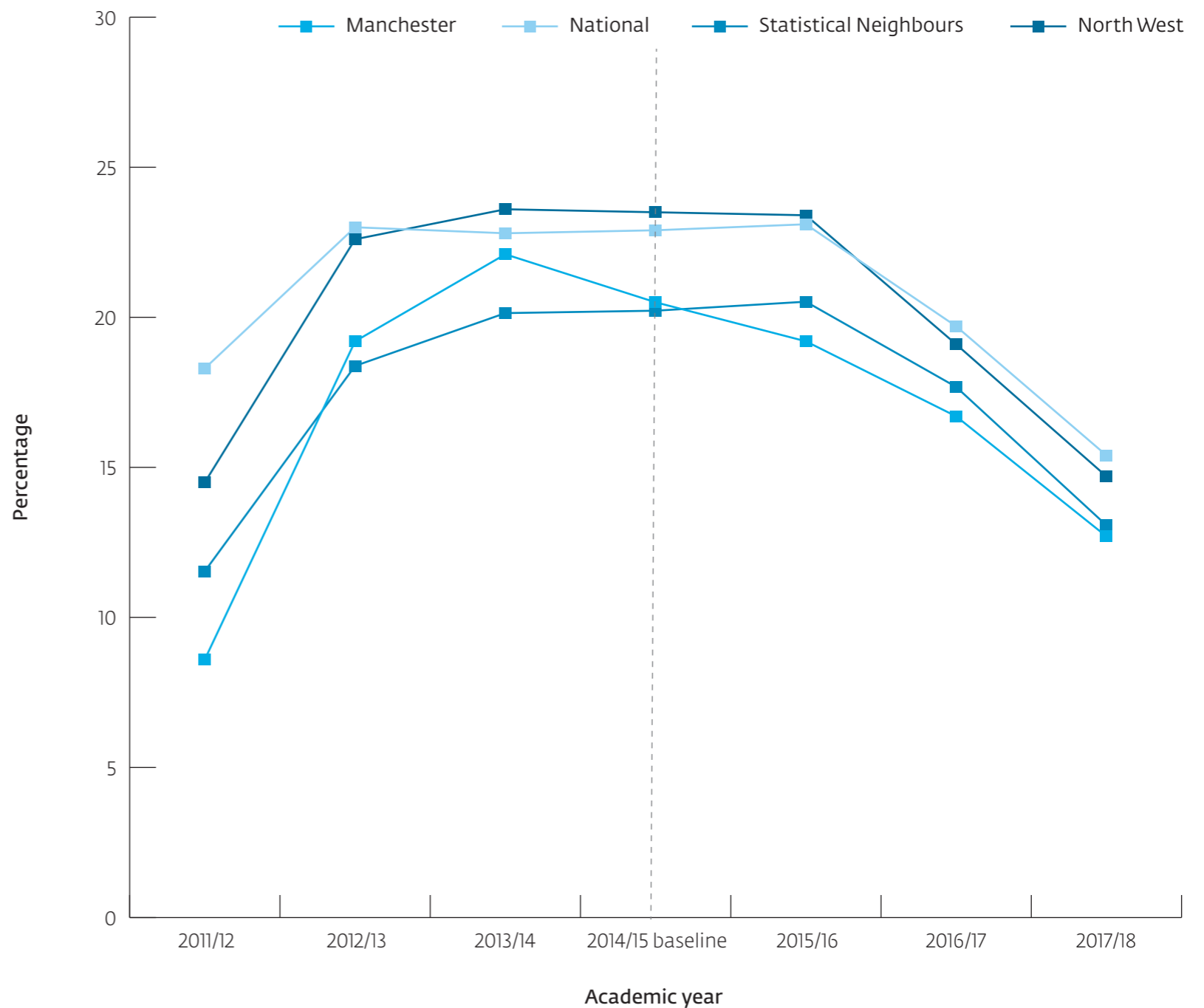


Source: Department for Education

The English Baccalaureate is a measure of pupils who have achieved the required standard in all the English Baccalaureate subjects as mentioned above, as well as English and Maths. It is calculated as a percentage of the number of pupils in the Key Stage 4 cohort, not the percentage of pupils who have been entered for all the qualifying subjects.

Figure 3.10 shows that at 12.7% the percentage of Manchester pupils achieving the English Baccalaureate, with grade 5 or above in English and Maths, remains below the national average of 15.4% and both the north west and statistical neighbours. The difference between Manchester and the national figure has narrowed slightly.

Figure 3.10:
Percentage achieving English Baccalaureate (A*–C and grade 5 or above)



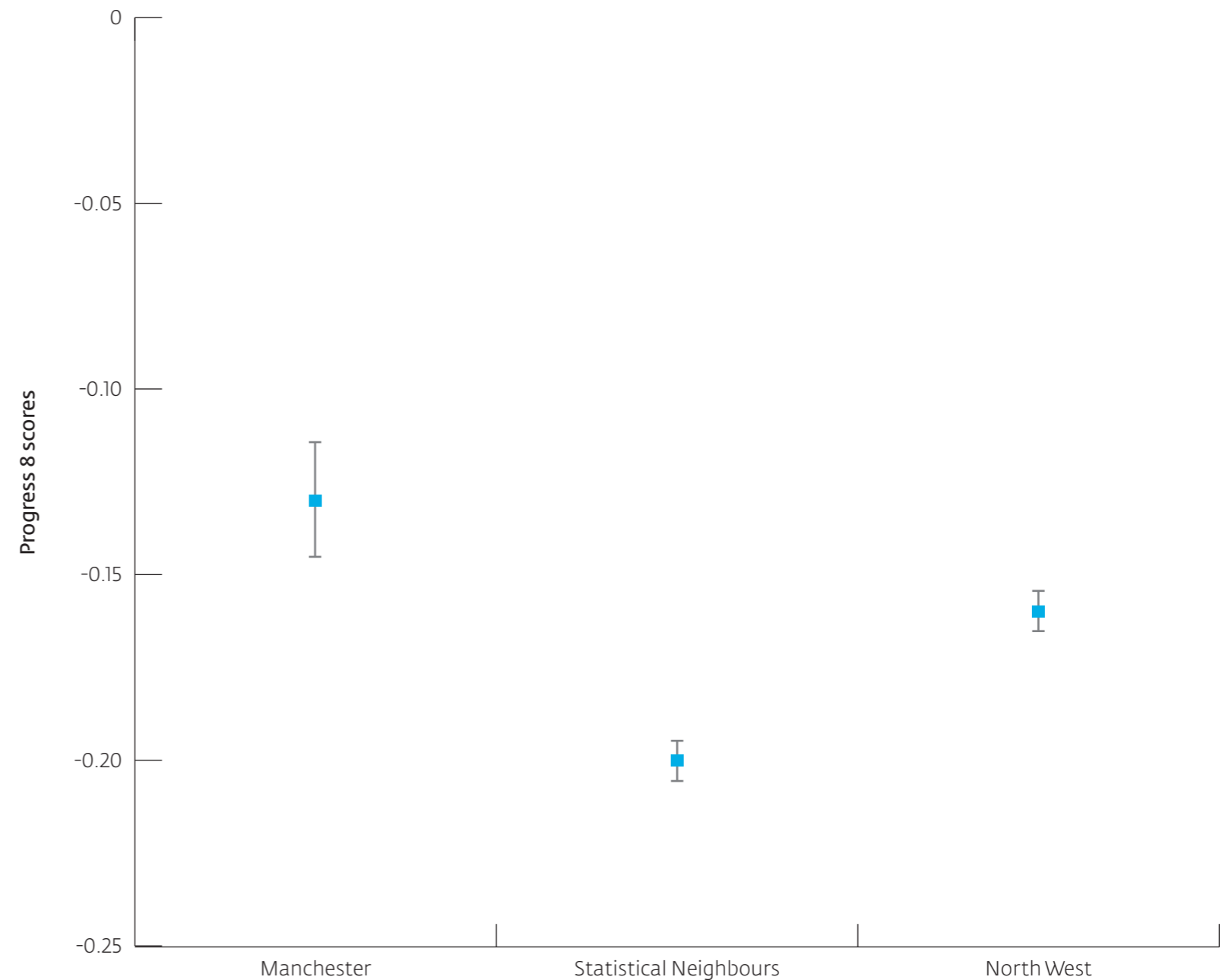
Source: Department for Education

Key Stage 2 to 4 progress

The new progress measure, Progress 8, measures the amount of progress pupils have made relative to other pupils nationally with the same level of attainment at Key Stage 2. As well as looking at the scores, confidence intervals need to be considered as they take into consideration the size of the cohort. Progress 8 scores include special schools. The national progress score for each subject, by definition, is set to 0.

Figure 3.11 shows that Manchester pupils have a Progress 8 score of -0.13 , which is higher than statistical neighbours and the north west but below the national progress score of 0.

Figure 3.11:
Progress 8 scores, 2017/18



Source: Department for Education

Post-16 attainment

Key Stage 5

Results for the percentage of A level entries that achieved an A*–E pass grade in Manchester have decreased slightly in 2017/18 but remain higher than national results, which have also seen a slight decline. The percentage of entries achieving the top grades of A*–A is lower in Manchester than nationally, but the gap has narrowed, despite a decrease (Table 3.1).

The Council engages with all post-16 providers through the post-16 reference group and is focused on an improved offer and outcomes at Key Stage 5.

Table 3.1:
Percentage of Key Stage 5 A level results

		2011/12	2012/13	2013/14	2014/15 baseline	2015/16	2016/17	2017/18
Number of entries	Manchester	5,935	5,946	6,646	7,469	8,271	8,151	8,342
Percentage of entries achieving A*–A	Manchester	24.4	23.7	23.2	22.0	22.3	24.5	21.8
	England	27.2	26.7	26.7	26.7	26.5	26.9	23.6
Percentage of entries achieving A*–E	Manchester	98.9	99.1	99.0	98.8	99.1	98.7	98.0
	England	98.6	98.7	98.6	98.8	98.8	98.2	97.7

Source: Department for Education

Post-16 vocational education

The Manchester College delivers a significant volume of post-16 vocational education each year – over 5,000 16 to 18-year-olds enrolled in 2018/19. The provision is aligned to the skill needs of Manchester, with the College working with employers to co-create, co-design and co-deliver a curriculum that meets their needs. The proportion of study programme learners completing work placements has increased significantly. In 2018/19, 90% of level 2 students and 96% of level 3 students undertook a meaningful work placement. The College has high achievement rates and in 2017/18 ranked first among Greater Manchester colleges for overall achievement (15th nationally). The College’s planned estate strategy will create Centres of Excellence to deliver technical and

professional vocational education and training, addressing the skill needs in key priority areas such as Creative and Digital; Health and Wellbeing; Construction and Logistics; and Business, Financial and Professional.

Focusing on science, technology, engineering, maths, digital skills and creativity

The growth sectors in Manchester require a highly skilled workforce, particularly in those subjects that underpin the growth sectors in the city, such as the creative and digital industries. Therefore, there is a focus on pupils obtaining qualifications in the STEM subjects (Science, Technology, Engineering and Maths). Table 3.2 shows that over the past seven years the number of A level entries in STEM subjects

has been increasing. The percentage of pupils in Manchester achieving top grades of A*–A in STEM subjects has fallen since 2016/17 and the gap to national figures has widened. The percentage of pupils achieving an A*–E pass grade in STEM subjects is now lower in Manchester compared to the national figure.

These results are based on A levels only, and on the following subjects identified from the DfE performance table: Biological Sciences, Chemistry, Physics, Other Science, Maths, Further Maths, Computing and ICT. The results may therefore not be a definitive list of STEM qualifications achieved.

Table 3.2:
Percentage of Key Stage 5 A level results in STEM subjects

		2011/12	2012/13	2013/14	2014/15 baseline	2015/16	2016/17	2017/18
Number of entries	Manchester	1,812	1,844	2,060	2,249	2,479	2,486	3,001
% entries achieving A*–A	Manchester	27.5	27.5	26.7	27.0	26.8	27.6	25.9
	England	36.3	35.8	35.4	35.3	35.2	31.2	31.1
% entries achieving A*–E	Manchester	98.3	98.8	98.8	93.6	98.7	98.1	93.7
	England	98.3	98.8	98.4	98.5	98.5	97.2	96.9

Source: Department for Education

Addressing digital skills challenges in the city and working with the sector to build skills for the future

There is a high volume of creative and digital businesses based in Manchester, making it the largest tech hub in the UK outside of London.³ The city has experienced considerable growth in attracting a number of large and leading tech businesses, given the lower rental costs and good transport connectivity. Hanover Building is home to Amazon’s first UK corporate office outside of London, bringing 600 jobs to the city, and GCHQ will soon create hundreds of jobs at its new intelligence facility.

Despite its growth, the city is experiencing a major skills gap, which continues to be one of the biggest inhibitors to growth in the creative and digital sector in the north west. According

to the Manchester Digital Skills Audit 2019, 31% of digital businesses had to turn away work as a result of not being able to find the right local talent. To be a world-leading digital city, a strong pipeline of highly skilled digital talent is needed to ensure businesses continue to invest in their workforce and recruit locally. Increasingly, when differentiating between candidates and ensuring they are work-ready, employers in the sector focus on and value soft skills such as good communication, social intelligence and teamworking skills.

Manchester has a vibrant digital skills ecosystem and there are a number of innovations from industry, our universities and schools to develop the creative and digital workforce further. For example, Northcoders provide an industry-led approach to the skills shortage,

³ <https://www.cbre.co.uk/research-and-reports/tech-cities>

offering 12-week full-time and 24-week part-time coding bootcamps, with employment support. Since April 2016, they have trained 280 people, and 96% of the programme's graduates now work as software developers.

Manchester Metropolitan University is working on a number of digital initiatives, including the Institute of Coding (IoC) and the School of Digital Arts (SoDA). The IoC is a national programme that brings together partners to focus on students learning new skills and digital workers extending their skills in data science, artificial intelligence, software development and cyber security via undergraduate/master apprenticeships and short courses. SoDA is a £35million investment in skills development and innovation across all forms of creative content, such as media production, film, sound, photography, animation, AI and games design. The school opens in 2021 and will offer undergraduate and postgraduate courses, research and degree apprenticeships, short courses and CPD to address the skills and the R&D needs of industry.

The Greater Manchester Combined Authority has awarded two contracts that aim to support industry to develop long-term strategic relationships with schools so that pathways to digital jobs for young people are industry-

relevant. The first programme, Go Digital, will deliver activity to excite young people at Key Stage 3 about digital opportunities; it will also build their skills outside of the formal curriculum, working with year eight girls. The second, Digital Futures, will offer a programme of strategic support to build sustainable connections between education and the digital/tech industry through a teacher CPD programme. Manchester City Council works in partnership with the four providers delivering the programmes to ensure 11 Manchester schools most in need have access to the programme and opportunities arising from it.

There has been a large increase in membership of Manchester's Digital Skills Network over the past 12 months, reflecting the industry's appetite for investment in local talent. The network comprises over 100 digital and education professionals and has the broad purpose of sharing good practice and collaborating on activity that tackles Manchester's digital-skills challenge. More recently, the focus has been on motivating young people to consider a career in digital and to improve accessibility of opportunities in digital for adults. The ultimate aim is to enable all residents to gain digital confidence, participate in and to drive growth in the digital sector, and progress in the future economy.

Diversity continues to be a key challenge for the industry. The Manchester Digital Skills Audit 2019 highlights marginal progress over the past 12 months, with gender and age profiles of people working in our digital businesses in the city. Results show a small increase of women in technical roles, and the age breakdown of the workforce showed 7% of the workforce were 51+, compared to 5% in 2018. There still remains a poor ethnic representation, with only 10% from black, Asian and minority ethnic groups.

Beyond technology skills needed for employment, technology is reshaping every aspect of our lives, meaning it is essential our residents have the access, skills and motivation to confidently go online. According to the 2019 ONS Internet Users Survey, an estimated 6.3% of Manchester residents had either last used the internet over three months ago, or had never used the internet; this is lower than the UK average of 9.1% and an improvement compared to the 2018 and 2017 survey figures of 7.8% and 8.7% respectively. There is a challenge for the city to develop a more targeted and collaborative approach that improves skills, access to learning opportunities, connectivity and affordability to tackle digital exclusion. The Manchester Digital Inclusion working group, supported by the Get GM

Digital programme, has been convened to bring together a number of the city’s key partners from the public, private and charitable sectors. It aims to bring greater coherence to current provision and identify some of the barriers and motivations of those who are or are at risk of becoming digitally excluded, increasing the digital capability needed to live in a digital world.

Inspiring the next generation to be the best they can be and providing them with the knowledge, skills and resilience they need to succeed

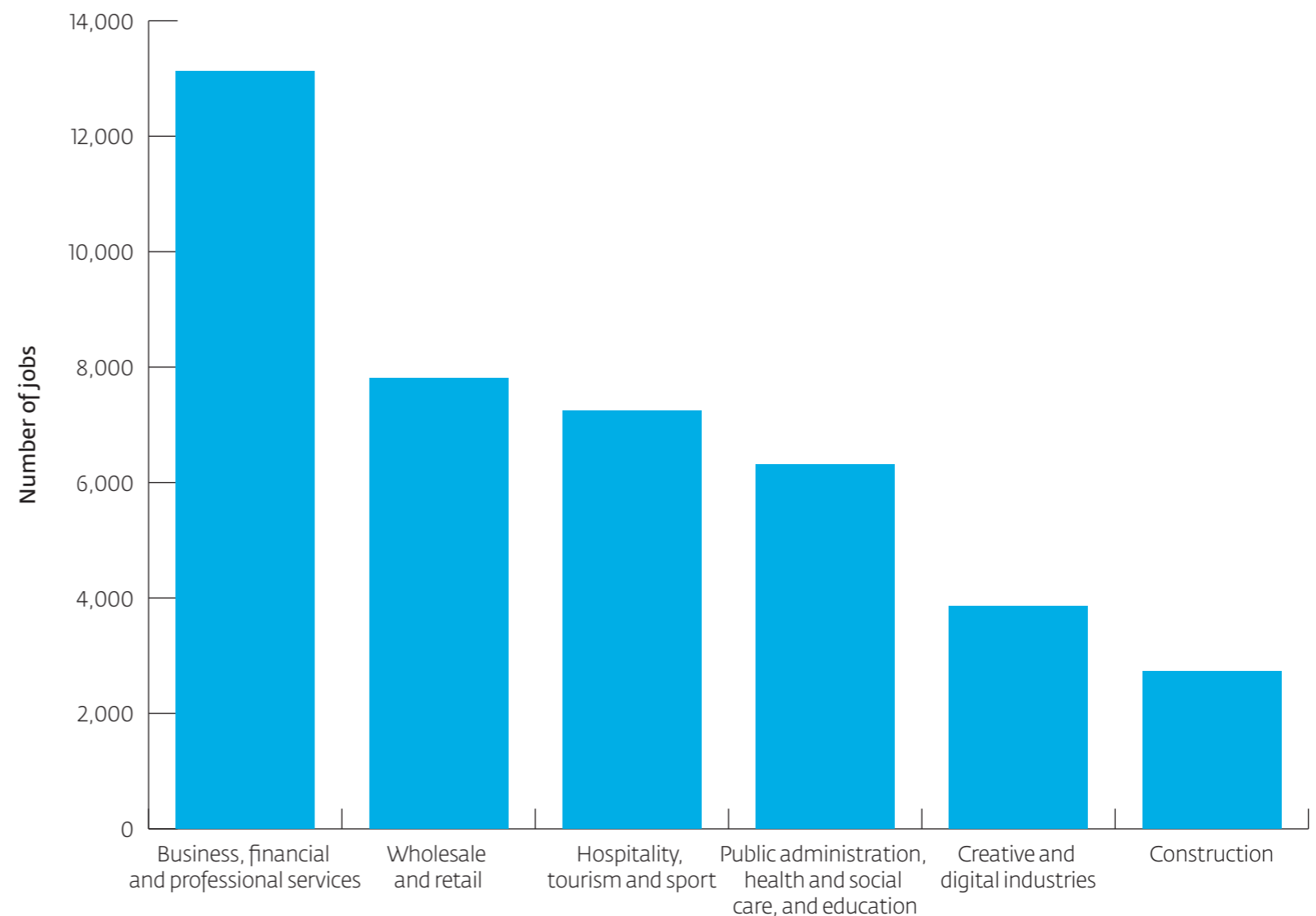
Skills for life and Careers Education Information and Guidance (CEIAG)

It is crucial that school-age children have an exposure to and understanding of the world of work and the jobs that will be available if they are to gain the necessary skills and benefit from these opportunities in their future careers. This exposure can develop some of the softer skill-sets that employers increasingly state are lacking in school-leavers and are in demand just as much as, if not more so, than formal qualifications. These include skills such as problem-solving, confidence, time management, communication and organisational skills.

Ensuring schools have the right support in providing CEIAG is not only a statutory obligation but crucial to ensuring that students are equipped with and informed of accurate and

timely information about the growth sectors and job roles in the city. Figure 3.12 provides an overview of the growth that has been forecast across key sectors in the city.

Figure 3.12: Forecast growth in number of jobs from 2018 to 2028 in key growth sectors



Source: Greater Manchester Forecasting Model 2018, Oxford Economics

CEIAG Network and Award

The CEIAG Network provides the opportunity to link schools with employers and partners, often around a particular theme or growth sector. There is a quarterly CEIAG newsletter that increasingly features Labour Market Intelligence (LMI) articles. A focus on key growth sectors supports careers staff to provide information for students on the skills and attributes needed for different roles across growth sectors.

We continue to support Manchester's Schools and Colleges to achieve the Inspiring Information Advice and Guidance (IAG) Award (stages 1–3), which supports the national Quality in Careers Standard (QiCS). The QiCS is now highly recommended in the National Careers Strategy and Statutory Guidance, and has been refreshed to align with the **Gatsby Benchmarks**.⁴ In Manchester, nine schools/colleges are working towards stage 1, seven have achieved stage 1, four have achieved stage 2, and eight have achieved stage 3 (the full QiCS). This means 28 out of 39 schools or colleges in the city are working towards or have achieved the QiCS.

Skills for Life programme

In recent years there have been growing calls from young people locally, regionally and nationally for a 'curriculum for life', which would equip children and young people with the 'softer skills' and knowledge needed to succeed in the real world. There have been similar calls from employers, who highlight a need for school and college-leavers to be better prepared for the world of work.

Manchester has responded to this by creating a Skills for Life programme that has a clear focus on the development of five skills: Communication, Teamwork, Self-management, Self-belief, and Problem-solving. Children and young people will be provided with opportunities to develop and practise these skills throughout their formal and informal education, from Early Years to post-16. The programme has been piloted this academic year 2018/ 2019 within 30 education settings and launched in June 2019.

The Enterprise Advisor Network (EAN)

Linking businesses and employers to schools to achieve this is a key priority in the Work and Skills Strategy, and it will be delivered via Careers and Enterprise Co-ordinators who run and manage the EAN through co-ordinating business and skill networks across the city.

The aim is to link an Enterprise Advisor – a business professional – to each secondary school and college in the city. Their role is to support schools and colleges to undertake a diagnostic review of their careers provision, mapped against the eight Gatsby Benchmarks. A joint action plan is developed to improve progress of schools and colleges against the benchmarks, focusing specifically on employer encounters and workplace experiences. Two Enterprise Advisors are working with schools across Manchester. Currently, 23 schools and colleges have been matched, eight are waiting to be matched, and a further seven schools are interested in joining the EAN.

⁴ The Gatsby Benchmarks are a framework of eight guidelines that define the best careers provision in schools and colleges. The Careers Strategy is built around them, and they are the foundation for planning and improving education programmes.

The Sir Howard Bernstein Legacy Fund

The Sir Howard Bernstein Legacy Fund also links schoolchildren from priority groups to businesses. Now in its second year, it focuses on three annual projects: Aspirational Industry-based mentoring; a Summer School for school-leavers; and supporting the Manchester Youth Market. The fund also offers the Manchester's Rising Stars Bursary Fund, which provides financial support for young Mancunians to take their next steps in employment, education or training. All these projects aim to give young people the skills and professional connections to succeed.

A meaningful work placement for every young person

A meaningful work placement for every young person and particularly for people from priority groups is one of the aspirations in the Our Manchester Strategy. As a large employer in the city, the Council is continuing to lead by example by piloting a new approach to create a more co-ordinated and joined-up model. This could be targeted at our priority groups, such as those with a disability, looked-after children (LAC), black and minority ethnic (BAME), and those for whom English is not their first language. Work-placement opportunities across the Council are publicised via an online portal, which went live in

December 2018. We have provided a number of work experience placements across a variety of departments.

The Greater Manchester initiative, the Meet your Future programme, encourages employers to provide work-experience opportunities for young people aged 16–19 so they can experience different levels of exposure to an organisation. This ranges from a day or two observing and shadowing, to a full work placement. It gives them an in-depth understanding of the workplace and the chance to learn about different roles and gain the skills and knowledge needed across different sectors.

Since September 2016, the Our Town Hall (OTH) project team have been working with a number of schools and colleges around Manchester to help young people gain a better understanding of the types of careers available in the construction industry and the various pathways into them. This has included attending more than twenty careers fairs, mock interviews and enterprise days, and providing work experience for 22 Manchester school students and ten Manchester college students. We have so far been able to support young people from 11 secondary schools and three colleges in the city. We have also welcomed groups of young people into the building to meet the team and

find out more about the project. In addition, we are connecting more young people to apprenticeship opportunities via our mentoring programme, which involves current apprentices acting as mentors to young people in Manchester schools.

Increasing the number of graduates in the city

Graduate retention is the main reason for the increasing proportion of Manchester's working-age residents with higher-level qualifications. In January 2019, more than 73,000 students enrolled at Manchester's two universities. As Table 3.3 shows, the proportion of graduates indigenous to Manchester who entered work in the city within six months of graduating has ranged between 36% and 42% over the past five years. This is a positive trend that sets Manchester above the national average for the proportion of residents who hold level 4 qualifications and above: 44% in 2018 compared to 39.9% in 2017.⁵ Our large and diverse talent pool attracts businesses into the city and is one of the key reasons why the economy continues to be successful.

⁵ ONS Annual Population Survey, 2018

Table 3.3:
Work location of graduates indigenous to Manchester

Location	Academic year						
	2010/11	2011/12	2012/13	2013/14	2014/15 baseline	2015/16	2016/17
Manchester	27%	28%	41%	39%	40%	42%	36%
Greater Manchester (excluding Manchester)	45%	41%	31%	31%	32%	29%	33%
Greater Manchester	72%	69%	72%	70%	71%	71%	70%
North west (excluding Greater Manchester)	7%	8%	7%	7%	8%	9%	7%
UK (excluding north west)	18%	21%	19%	20%	18%	18%	21%
Non-UK	2%	2%	2%	3%	3%	2%	3%

Source: HESA destination of leavers survey

Building awareness of and growing the number of apprenticeships in the city

Upskilling the city’s workforce to ensure that Mancunians can benefit from the new jobs created, is essential to addressing inequality. Manchester’s Work and Skills Strategy highlights this, as well as the need to develop a work and skills system that meets the growth needs of business and enables residents from all backgrounds to obtain the skills and attributes required by employers. One mechanism to deliver this is through more residents undertaking apprenticeships, including higher-level apprenticeships across a range of sectors. Good-quality apprenticeships are

crucial to developing many of the skills required to grow the economy, not only at the start of a career, but also as part of one’s ongoing professional workforce development.

Our ambition is to increase the number and quality of apprenticeships in the city as a route to ensuring that residents develop the skills and attributes needed to succeed in the labour market. It is crucially important that adults – particularly over-50s – have access to the support required to enter and sustain employment through apprenticeships, irrespective of their age or stage of working life.

Employers in key-growth sectors are now increasingly recognising the need to work in partnership with training providers to develop higher-level roles for their industries aligned to new apprenticeship standards, which are lacking in some sectors. This is partly a result of the introduction of the apprenticeship levy which, alongside the devolution of the Adult Education and Skills budget, should allow us to be more innovative in the ways we support our employers and training providers. The implementation of new standards and delivery models designed by employers aims to increase the number of achievements of higher and advanced apprenticeships across all age groups.

Stimulating Employer Demand for Apprenticeships (SEDA) is a project that aims to target SME employers to increase demand for apprenticeships. It is a Greater Manchester initiative, delivered by the Growth Company and is funded until the end of the current financial year. Complementary to this, and to increase the number of apprenticeships, an Apprenticeship Support Grant for Employers has been awarded to the ten Greater Manchester local authorities to incentivise SMEs (small and medium enterprises) to employ apprentices within their organisation. It is aimed at SMEs who have yet to engage in an apprenticeship. The Growth Company will deliver a number of

elements of the support package through an extension of SEDA, and we will work to align the programmes across Manchester. Support to SMEs will include workforce planning advice and support, a levy matchmaking service, as well as quality advice and improvement.

The Greater Manchester Apprenticeship Hub, #SEEDIFFERENT, brings together partners from across the city-region, working together to increase the scale, breadth and quality of apprenticeships in Greater Manchester. Key objectives include: maximising employer take-up of apprenticeships in Greater Manchester's key sectors; improving information, advice and guidance services for young people; and developing the capacity of providers to ensure that supply is matched to demand.

There is a range of Greater Manchester CEIAG projects that the Council has supported. The Apprenticeship Ambassador scheme provides valuable advice and guidance for schools, with apprentices sharing their knowledge and experience with pupils, teachers and parents. We also support Inspiring IAG by developing good-practice frameworks for organisations that work with young people. This programme recognises schools and colleges with a CEIAG offer in place that is above and beyond the national minimum standards.

There have been a number of reforms to the apprenticeship system since 2017, including:

- From 1 April 2017, the introduction of an apprenticeship levy for employers with a wage bill exceeding £3million
- A new online Apprenticeships Service digital portal to enable employers to manage levy funds, and access performance data on apprenticeship providers
- Funding bands for existing apprenticeship frameworks, and new standards that vary according to the type and level of apprenticeship
- Government contributions and additional funding for non-levy-paying employers, 16 to 18-year-olds, priority groups, and English and Maths support.

While these reforms were intended to streamline and simplify the apprenticeship system, employers report that they find the system difficult to navigate. The number of apprenticeships nationally has significantly declined since the introduction of the apprenticeship levy, and this has been replicated – albeit not quite to the same extent – in Manchester. The decline can be attributed to businesses, in particular SMEs, not yet fully understanding what is required

for them to take advantage of the levy. This adjustment period must be taken into account before any firm conclusions are drawn on the impact of the levy. However, this highlights the importance of Greater Manchester and citywide employer engagement, as well as support and communication campaigns that continue to promote apprenticeships, the levy and the digital service.

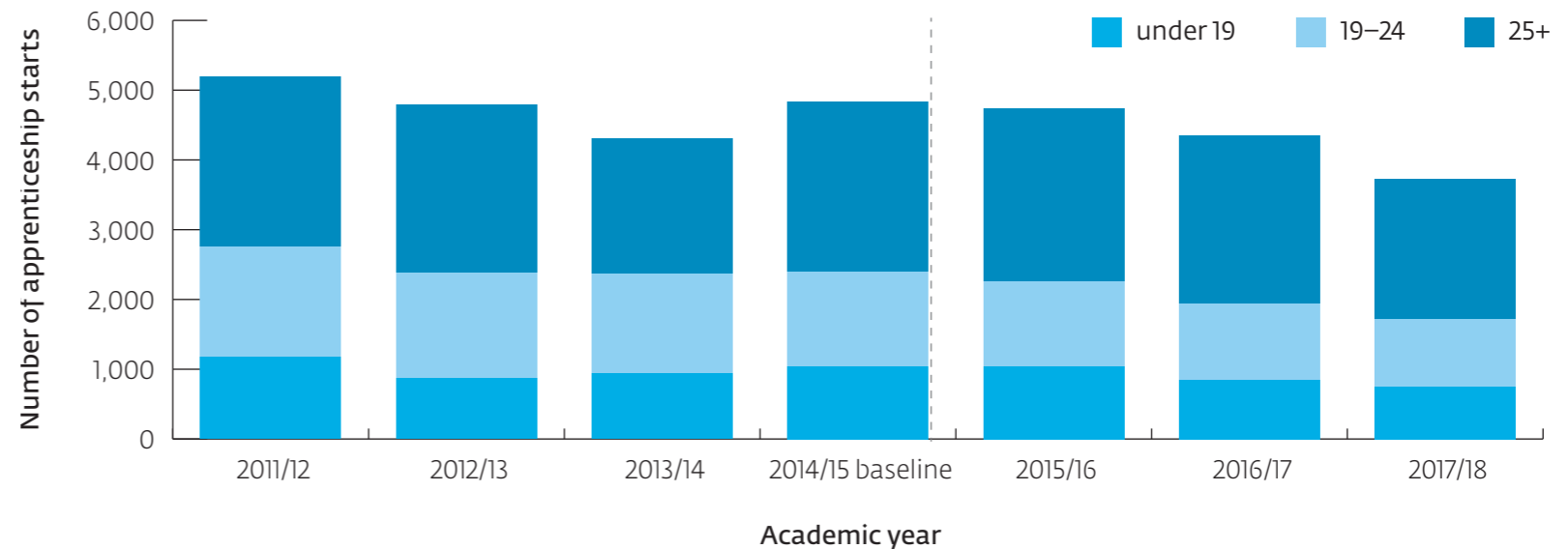
Figure 3.13 shows the trends in apprenticeship starts from 2011/12 to 2017/18 by age. Following the peak of 2011/12, with 5,190 starts, the number of apprenticeship starts gradually declined through to 2013/14. However, 2014/15 saw starts rising again to 4,830. Apprenticeship starts dropped by 1,010 between 2015/16 and 2017/18. This is significant and relates to both supply and demand of apprenticeships.

A noticeable trend is that the greatest number of starts has been in the 25+ age group, which is consistent with the rest of Greater Manchester and a trend that has continued into 2017/18. This is consistent with large employers using the apprenticeship levy to upskill their workforce. This will help with productivity. However, there continues to be a need to focus our efforts on higher and advanced-level apprenticeships to meet high-

level technical skill gaps in the economy. There is also a need to increase the opportunities for the 16 and 17-year-old group and under-25s to begin their careers as apprentices.

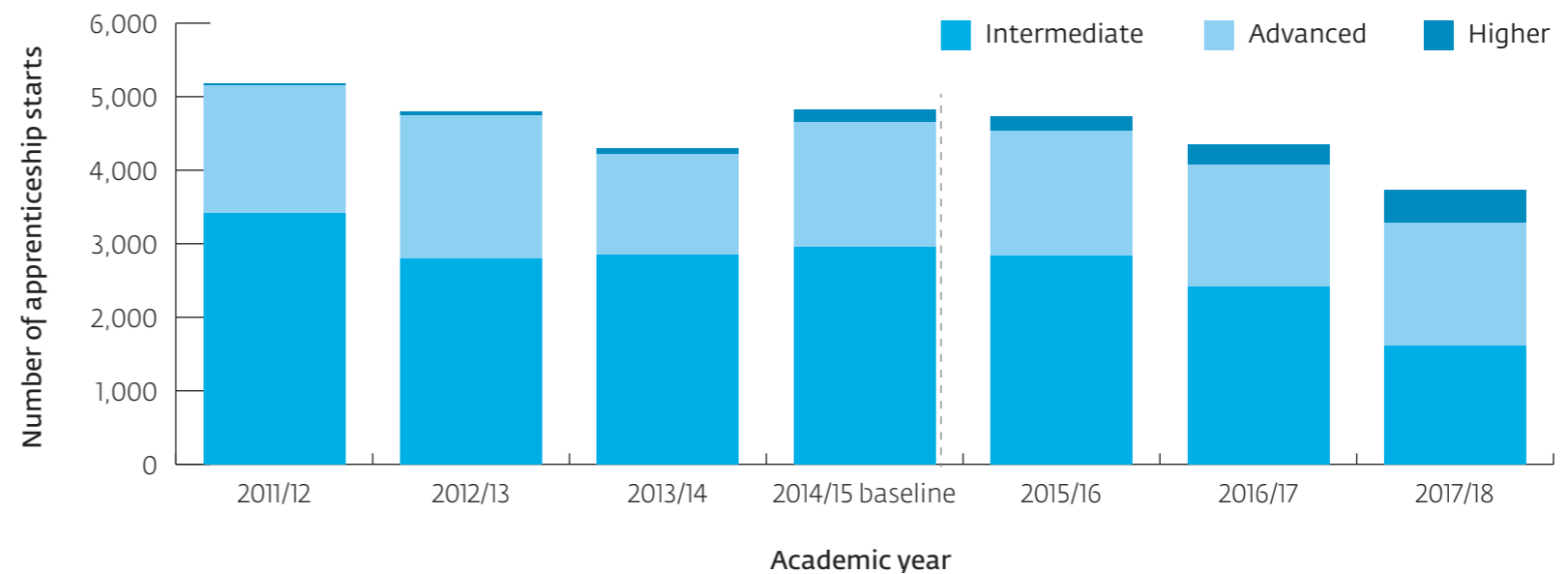
Figure 3.14 shows that while apprenticeship starts at intermediate and advanced level have either declined or remained the same since 2014/15, higher-level apprenticeship starts have more than doubled from 170 in 2014/15 to 440 in 2017/18. Work delivered through apprenticeship campaigns and promotion of the benefits of apprenticeships (including job security, pay progression, and avoiding student debt) mean that more people are choosing higher-level apprenticeships. Moreover, larger employers are choosing to improve the skills of their existing workforce by offering employees higher-level apprenticeships so they can maximise the use of the levy.

Figure 3.13:
Apprenticeship starts by age



Source: Skills and Education Funding Agency (FE Data Library)

Figure 3.14:
Apprenticeship starts by level



Source: Education and Skills Funding Agency (FE Data Library)

M Futures Higher Level Apprenticeship Scheme

The M Futures is a higher-level apprenticeship scheme in construction management, and is being used for the Our Town Hall project. Apprentices recruited to the programme are employed by one employer, such as structural engineers, architects, quantity surveyors or project managers, and rotate through several of the participating organisations during their apprenticeship. This gives apprentices practical knowledge of the construction sector, and sets them up with the right skills and experience.

A current apprentice from Whalley Range joined the scheme in September 2018 and is employed by the consultant project managers working on the iconic Town Hall. Since starting work he has completed placements with the architects and Manchester City Council, and is now working with mechanical and electrical engineers. He has described his experience below:

"I never imagined that I would get to work on one of Manchester's most famous buildings, but the experience of working inside the Town Hall has been amazing. I'm now on my third placement and the different roles I have undertaken have really opened my eyes to the different range of jobs and careers in the construction sector. I've still got

another three placements to complete, but I'm starting to get an idea of where my strengths are and what I enjoy. Following the apprenticeship I'd like to progress into higher education with the support of my employer and undertake further training relevant to the career path I've chosen."

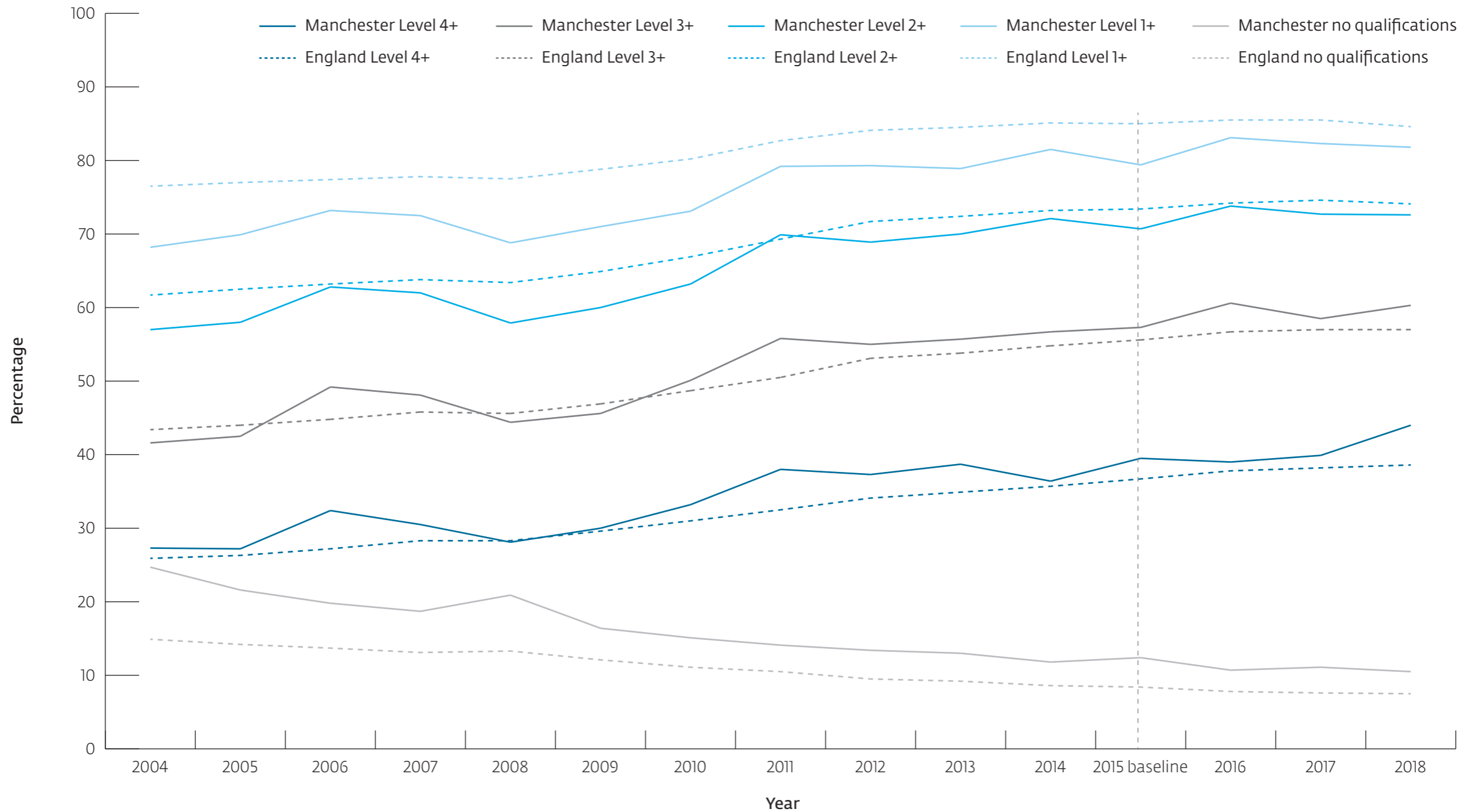
Reducing the number of residents with no or low qualifications, and increasing the opportunities for people to improve their skills throughout their working lives

Manchester still has a high proportion of its working-age population with no or very low qualifications, over half of whom are not in work. Having no qualifications is an indicator of social exclusion, as is poor health, and there is a strong link between these factors. Of the working-age population, 50 to 67-year-olds are the most acutely affected, making it harder for them to be part of the city's economic growth.

Figure 3.15 suggests that there has been an overall decline in the proportion of residents with low or no qualifications, and an increase in the proportion of the Manchester working-age population with higher-level qualifications. The most significant contributing factor to this is the retention of graduates in the city, as outlined previously.

The proportion of the Manchester population not holding qualifications above Level 2 has fallen from 42% in 2008 to 27% in 2018, but it remains above the national average (25%). Also, there continues to be a larger gap between the estimated proportion of the Manchester population with no qualifications at all, compared to the national average: 10.5% of Manchester residents have no qualifications, compared with the national figure of 7.5%.

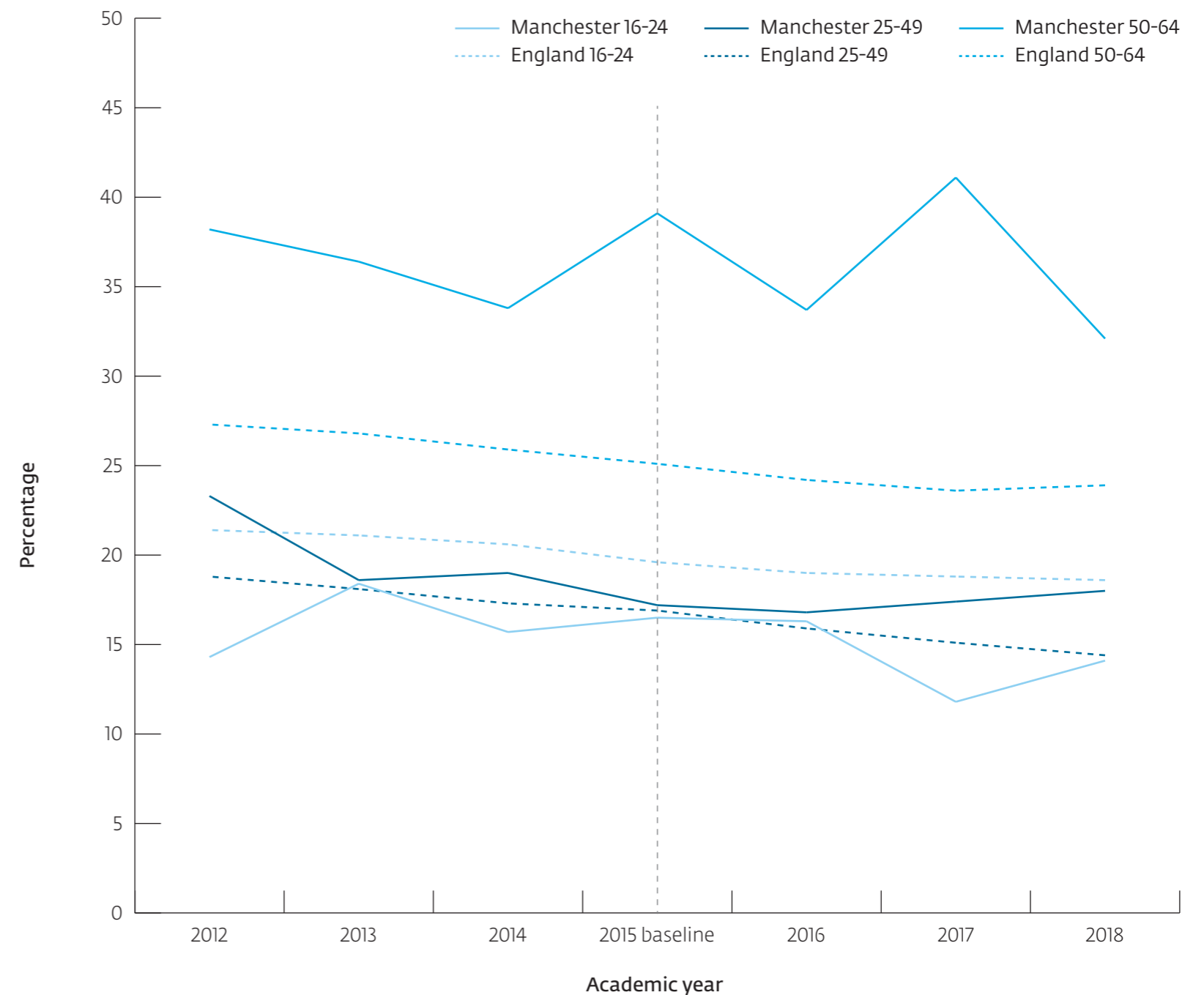
Figure 3.15:
Percentage of resident population aged 16–64 qualified to NVQ level



Source: Annual Population Survey, 2018, ONS © Crown Copyright

Figure 3.16 shows the number of residents with no or low qualifications by age group. Manchester has a higher proportion of residents aged 25–49 with no or low qualifications: 18% compared to the England average of 14.4%, and the gap has been widening since 2015. There is a much higher proportion of residents aged 50–64 with no or low qualifications, 32.1% compared to the England average of 23.9%, although the historical trend is quite erratic for Manchester, having reduced from 41.1% reported in 2017. It is worth noting that these survey-based figures sourced from the Annual Population Survey can be subject to a large margin of error due to small sample sizes at a local authority level, which may explain the trends shown in Figure 3.16 for this age group. However, it is recognised that the resident population aged over 50 in Manchester is particularly challenged by a lack of qualifications.

Figure 3.16: Percentage of resident population with no or low qualifications



Source: Annual Population Survey, 2018, ONS © Crown Copyright

Focusing on residents aged over 50 and the challenges they face

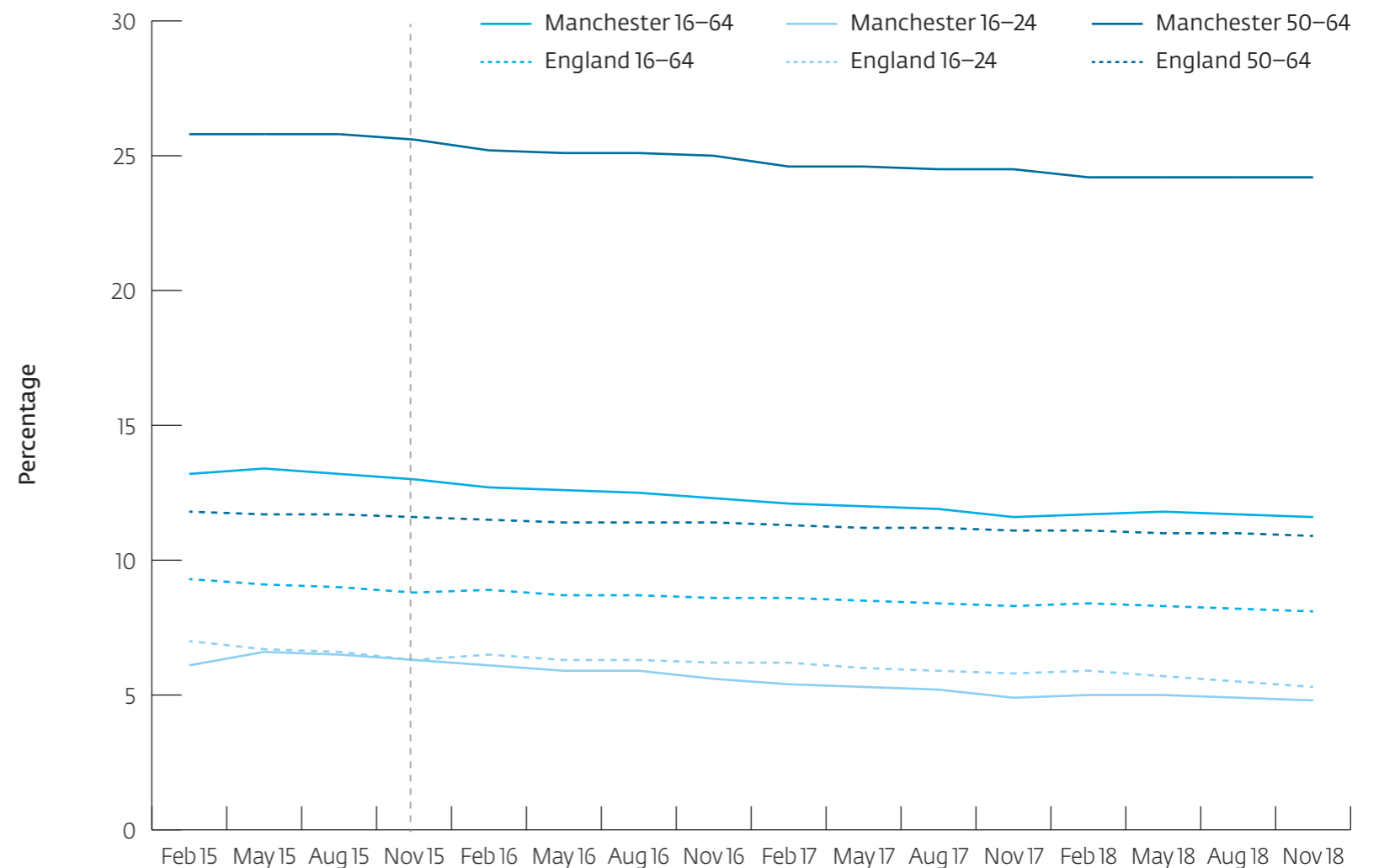
In 2018, a third of Manchester’s 50 to 64-year-olds (32.1%) were estimated as having no or very low qualifications compared to only 14.1% of 16 to 24-year-olds. Therefore, the unqualified proportion should reduce over time as older working-age residents reach retirement age and are replaced by more highly qualified school leavers and graduates. However, this will remain a challenge for many years.

This issue is reflected in the high proportion of benefit claimants in Manchester aged 50–64 in November 2018 (37%), although this was an improvement on five years ago (47%) despite the number of residents aged 50–64 increasing; however, it still remained higher than the national average. Of these benefit claimants, two-thirds were claiming out-of-work benefits (17,240 people).

According to Public Health England, Manchester’s healthy life expectancy is 56 years (the age when health conditions are likely to affect everyday life). Within the out-of-work benefit claims in November 2018, 13,367 were claiming Employment Support Allowance (ESA) because

of ill health, with 46% of those being for mental-health problems. Nearly all (96%) of the 50 to 64-year-olds claiming ESA had been claiming for more than a year, and 59% had been claiming it for at least five years.⁶

Figure 3.17: Percentage of resident population claiming an out-of-work benefit



6 Source: Department for Work and Pensions

Annual Population Survey, 2018, ONS © Crown Copyright

Figure 3.17 shows there has been little change in the proportion of 50 to 64-year-olds in Manchester claiming an out-of-work benefit since November 2015 but, although lower, the same pattern is seen nationally.

We have a better understanding of the challenges and issues for this group than in the past, and the next section will focus on some of the existing and planned work to tackle these. For many, a lack of qualifications in itself is not the single barrier to employment; it is one of several reasons, including relevant skills, social exclusion, poverty and ill health. Therefore, approaches that seek to address low-level qualifications in isolation are unlikely to have an impact on those who might benefit from them the most.

Understanding the nature and characteristics of 50 to 64-year-olds

A high proportion of Manchester's 50 to 64-year-olds are not skilled in today's industries. The large number of young adults in the 1970s and 1980s who left school expecting to find work requiring few, if any, qualifications found those jobs disappearing with the decline of Manchester's traditional manufacturing industries. This impact is expected to last until at least 2030. Matching these residents' existing skills and developing new skills for the growth sectors as outlined previously is a

challenge. Meeting this challenge will include recognising that this group will have specific needs such as:

- Relevant training for today's/future sectors
- Change in attitude to recruitment, training and apprenticeships
- Flexible work patterns if caring for parents or partners
- Adaptable workplaces to meet changing health
- Workplace wellbeing.

In response to some of these challenges we have introduced a number of work streams to increase our focus on the different cohorts within the over-50s population.

In the Know tours

The Work and Skills Team run 'In the Know' tours of the workplace at Manchester City Council to let people know about the different roles available and future growth sectors. The tours are usually aimed at young people about to leave school; however, this year 18 long-term unemployed adults from the Volition Work Club based in Manchester Cathedral came on an In the Know tour in Manchester Town Hall. The aim of the tour was to dispel

many of the myths about apprenticeships not being appropriate for older people. Many of the group didn't realise that apprenticeships can be for people of any age and assumed they were just for young people. However, they left with an understanding of apprenticeships, growth sectors and where jobs are available. They were told where to find further information on accessing CEIAG, improving their functional skills, as well as training courses and where to get help to go online.

Age-Friendly Manchester and Work and Skills

The Council's Work & Skills team and Age-Friendly Manchester are working closely together to align the Ageing Strategy and the Work & Skills Strategy. To give direction to this work, two key objectives have been identified as priority areas to focus on over the next two years. The first is to raise levels of economic participation in the over-50s, and the second is to ensure employers maximise opportunities for the over-50s. To provide governance and co-ordinate activity to address these priorities, an Over-50s Employment & Skills Support Group has been established. The main purpose of the group is to address the cohort of involuntarily workless people over 50, aiming to work better together to tackle discrepancies across the city. Chaired by the Work & Skills team, membership includes Age-Friendly

Manchester, Department of Work and Pensions, MACC, The Growth Company, Ambition for Ageing, and housing providers.

Sonder Radio – ‘Get Digi with it’

In October 2018, The Work and Skills team commissioned Sonder Radio, a third-sector organisation, to deliver a ‘Get Started in Radio’ pilot project for over-50s. This entailed a week-long course to help participants to develop confidence and gain creative and digital skills. It culminated in the production of a radio show, leading on to a three-month progression into volunteering opportunities. Following the pilot, a further one-week course was held at Sonder’s new studio in the Bonded Warehouse and the Aquarius Community Centre in Hulme. Participants from the central area chose to theme their radio show around older people having a voice, and delivered a live broadcast.

A participant added the following quote to our Facebook page about this course:

‘The Sonder Radio DIGI course has opened more doors than I ever anticipated and I am looking forward to a new career with great enthusiasm. Thanks to Sonder, Manchester City Council who made it all possible. Sign up folks. This course could be your big breakthrough.’

Case Study: Age-Friendly Enterprise Pilot

The Council’s Work and Skills team commissioned People Plus to deliver a bespoke enterprise programme targeting adults aged over 50 in south Manchester. The scheme complemented existing enterprise support, such as the European Regional Development Fund (ERDF), Start Smart, New Enterprise Allowance, and Business and Intellectual Property (BIPC) projects. The aim was to work solely with residents aged over 50 to:

- Raise awareness of and promote self-employment as a viable option for residents aged over 50
- Evaluate if current enterprise-support methods are fit for purpose for this priority group
- Develop a better understanding of the support requirements of this group
- Gather knowledge around the barriers to self-employment that over-50s face, particularly in key sectors.

From March to June 2019, People Plus engaged with two cohort groups, each comprising 10–12 residents aged over 50. All those engaged were monitored, recorded and supported accordingly. The two cohort groups were tracked on their journey towards self-employment. Participants demonstrated a genuine appetite for self-employment and a good knowledge of the type of enterprise they wanted to pursue. Many attendees wanted to use their self-employment as a vehicle to give something back or to offer opportunities to others.

Every attendee was given the opportunity to discuss their personal situation within the group or on a one-to-one basis. The attendees all supported each other, offering tips and advice. The relaxed and informal sessions meant that attendees were willing to open up about health issues, confidence issues and insecurities. Social anxiety was a concern, but it was felt that informal daytime networking could help to reduce this. Overall, each group was extremely positive, believing that age is not a barrier to starting a business. Attendees felt that the best way to challenge any ageist/negative thinking is for the 50-plus community to proactively work together to produce results.

The majority of attendees were digitally competent – everyone had at least one social media platform and access to personal email. Most attendees required specific advice regarding how to increase and maximise their online presence; they also needed help with setting up their own website and e-Commerce structures. The Leg Up social programmeⁱ was well received; however, it appears there was limited take-up of the initiative.

People Plus will provide ongoing support and development, and will continue to build on the learning and success of this pilot. A detailed review of the pilot will be completed in autumn 2019.

ⁱ A free collaborative project from the digital community to help small businesses, charities and social enterprises with digital

Working with employers to promote payment of the real Living Wage

From school-leaving age to the age of 24, workers are entitled to a national minimum wage. This varies depending on the different ages between 16 and 24. From age 25 workers are entitled to the national living wage. Table 3.4 shows the different rates depending on age (April 2019).

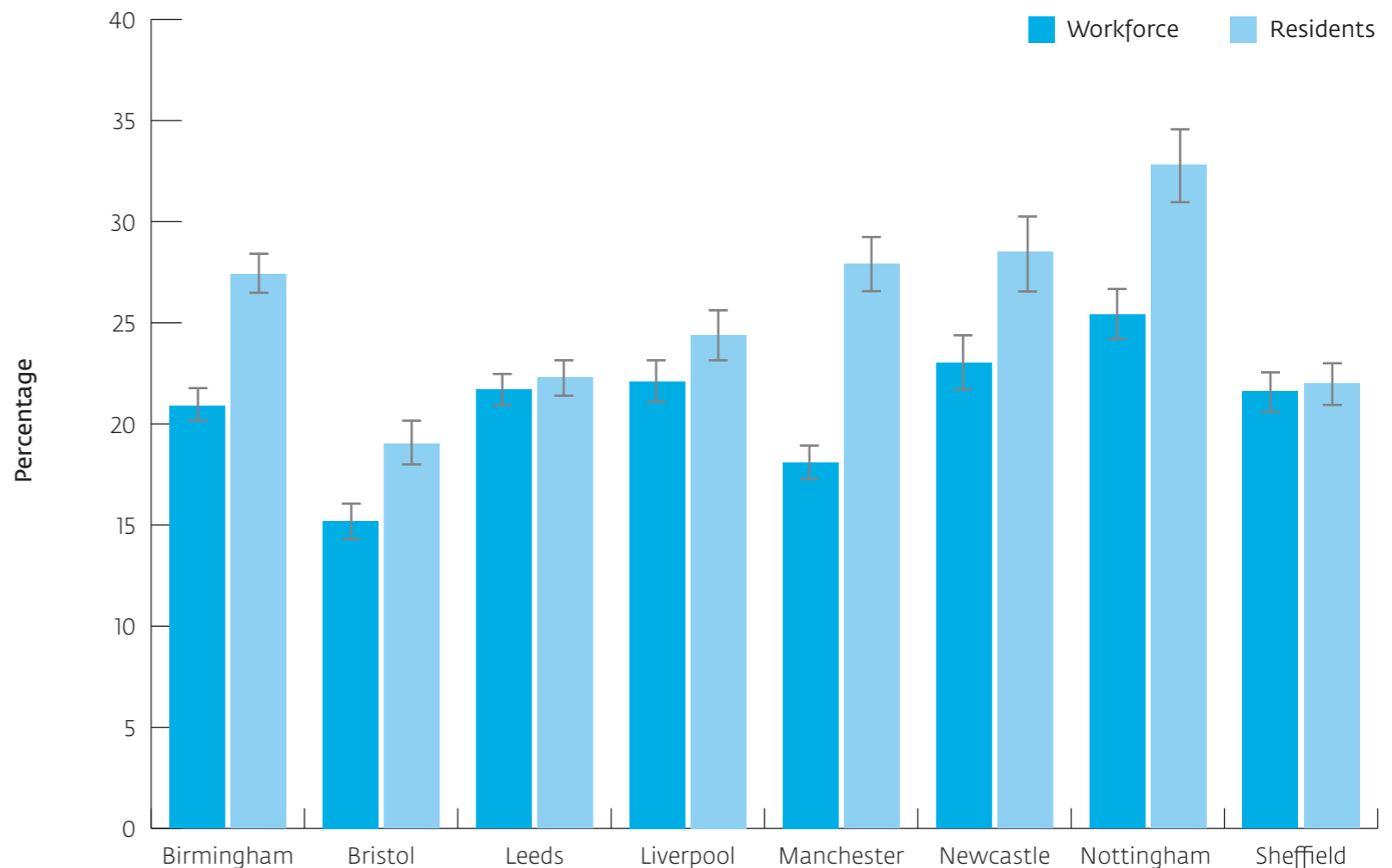
However, the Living Wage Foundation campaign for a National Living Wage to ensure that everyone can earn a real Living Wage that meets living costs,⁷ not just the Government minimum. Currently, the real Living Wage is set at £9 per hour. Figure 3.18 shows that the disparity between Manchester resident employees and Manchester workforce employees earning less than the real Living Wage stands at approximately 10% – the highest disparity in comparison to other core cities. In 2018, an estimated 18.1% of the employees working in Manchester and 27.9% of employees living in Manchester were paid less than the real Living Wage, which was £8.75 at that time.

Table 3.4:
National minimum and National Living Wage by age, April 2019

	25 and over	21 to 24	18 to 20	Under 18	Apprentice
April 2019	£8.21	£7.70	£6.15	£4.35	£3.90

Source: <https://www.gov.uk/national-minimum-wage-rates>

Figure 3.18:
Percentage of employees paid less than the real Living Wage in 2018 (provisional) – English Core Cities



⁷ Based on a core basket of household goods and services, housing costs, council tax, travel costs and childcare costs

Source: Annual Survey of Hours and Earnings, 2018 (provisional), ONS © Crown Copyright

According to the ONS Annual Survey of Hours and Earnings (ASHE) Manchester's average weekly workplace wages (those who work in the city but may live elsewhere) reduced slightly from £571 in 2017 to £556 in 2018, the third-highest of the English Core Cities (behind Birmingham and Bristol) and below the England average of £575. However, Manchester's average weekly resident wages (those who live in the city but may work elsewhere) are the second-lowest of the English Core Cities but increased from £479 in 2017 to £493 in 2018. The combination of high workplace wages and low resident wages results in the largest gap of the English Core Cities, standing at £63 per week in 2018; however, this gap has reduced from £92 in 2017 and £76 in 2016 but is still higher than the £51 gap reported in 2015.

The reasons for this are complex and long-standing, but it is an indicator that those who live outside but work in the city are more likely to be enjoying the benefits of the city's growth than Manchester residents who work in the city. The challenge is therefore not only to ensure that employers and businesses invested in Manchester – particularly Anchor Institutions – pay at least a real Living Wage, but also to ensure that the right quality of life, housing and neighbourhoods are offered within the city so it continues to be a place where people choose to live and work.

Low-level earnings for Manchester residents come as a result of them being concentrated in lower-skilled occupations and low-productivity sectors: 39% of residents work in low-skilled roles compared with 29% of those who work in the city but live outside it. Furthermore, the overall employment share held by low-productivity sectors has increased to 42.5%. Many of these are part-time roles that are traditionally concentrated in low pay sectors.⁸

We are working with a range of partners and business networks to bring awareness to the challenges of low wages in the city and to promote the real Living Wage. The Council has been consulted by the GMCA to support the development of the Greater Manchester Good Employment Charter. The Charter seeks to ensure that employers provide good and well-paid jobs and reduce the number of residents working in low-paid and insecure work. We promote and will continue to promote the Charter through our citywide business networks; we will also promote research in this area done by organisations such as the Living Wage Foundation.

⁸ Ekosgen Research into Adult Skills for Manchester City Council, 2019

The proliferation of zero-hours contracts – a growth in the gig economy that is largely unregulated, ununionised and characterised by shift work – can often benefit the employee through offering flexibility. However, such roles often don't provide the protection or employment rights enjoyed by others in more secure employment. Organisations such as Timewise have developed as a response to this, and Manchester City Council is now a Timewise employer, advocating flexible working patterns with rights, security and progression irrespective of working age, stage of life or grade. Linked to this is the work under way through our Family Poverty Strategy. This is focusing on sustainable and secure work as a route out of poverty, and the provision of good-quality, accessible flexible childcare as a vehicle for this.

We have also sought to promote inclusive growth through working with the Business Growth Hub to develop a local approach to business support across different sectors in Manchester. This includes the promotion of paying the real Living Wage and highlighting the evidence that paying it is one of a number of factors that can help drive improved productivity for businesses. Furthermore, the Council's Ethical Procurement Policy sets out the objectives the Council has agreed

to deliver through commissioning and procurement activities; the Council expects its suppliers, service providers and contractors to adhere to these objectives. They include payment of the Manchester Living Wage, which at £9 per hour is equivalent to the national real Living Wage and higher than the national Living wage of £8.21.

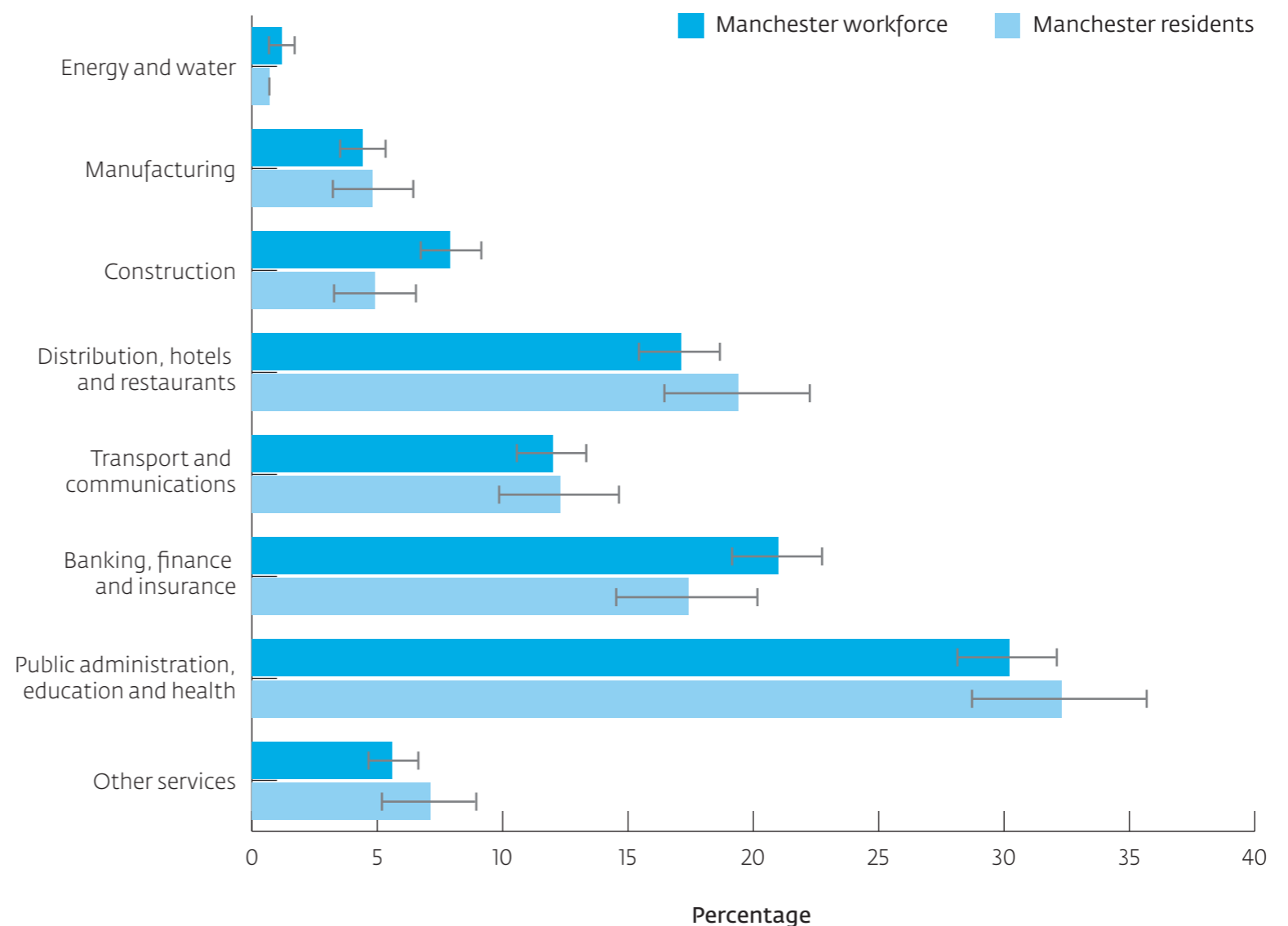
As we have seen in the previous chapter, several of Manchester’s largest employment sectors employ a third of the workforce (Accommodation & Food Services, Retail, Art, Entertainment & Recreation, and Business, Administration & Support Services sectors). Traditionally, these sectors have the lowest median hourly pay (under £10 per hour) with entry-level opportunities that are accessible to Manchester residents with no or low skills. The key challenge is to ensure that Manchester residents are able to progress from entry-level jobs and that they are equipped with the skills and qualifications to benefit from the higher-paid opportunities being created in the city.

As can be seen in Figure 3.19, Manchester residents are less likely to work in banking, finance and insurance, and more likely to work in the sectors described above. This demonstrates the need for an Industrial

Strategy that maximises our residents’ opportunities of obtaining roles. This will be done by reducing any barriers, while ensuring

that we have good jobs with good pay and progression in other sectors, and a strong foundational economy.

Figure 3.19: Manchester residents vs Manchester workforce – percentage employed by industry of employment



Source: Annual Population Survey, January–December 2018, ONS © Crown Copyright

Adult education is a route to respond to these challenges, and while there is undoubtedly some high-quality skills provision available for adults in Manchester, there is a need for a more cohesive skills system with clearly defined priorities if adult education is to have a more significant impact on the social mobility of Manchester residents and productivity of businesses in the city. In response to this we are developing an Adult Education and Skills Plan. This is timely, not least because the devolution of the Adult Education Budget presents an opportunity for increased autonomy for Greater Manchester in terms of what provision is commissioned. The plan also offers an opportunity for the city to shape a place-based approach, which better meets our needs.

The Manchester Education and Skills Plan is being developed by a partnership of the providers in the city. It sets out our ambition to ensure that all the city's residents have the skills and education they need to play a full part in the life of the city, and that all Manchester's businesses can find the skilled and productive workers they need to thrive, while offering good-quality, well-paid work to local people. It also explains our aspirations for an adult education and skills system, in which learners, employers and public-funded providers work together to achieve multiple

objectives: improving productivity; driving social mobility; contributing to improved health and wellbeing; and improving integration within our communities.

The devolved Adult Education Budget is one part of a much wider education and skills landscape, most of which is not devolved but will be retained by the Government and its agencies, including apprenticeships and traineeships for learners of all ages, 16–18 activity, technical and higher education, offender learning, and student loans.

The devolved AEB sits within a wider education, skills, employment and health system that delivers an improvement in the basic and generic skills needed for life and work, including English, maths and digital skills. That skills system must deliver the higher-level and technical skills needed to drive productivity in Manchester's growth sectors and deliver on the Local Industrial Strategy in the long term. The AEB will form a key strand of activity supporting this progression within the broader delivery of skills and employment system linking with other provision, including technical education and apprenticeships/traineeships.

Both the devolution of the Adult Education Budget and the development of a Manchester Adult Skills Plan will enable us to have more influence and target resources towards adult skills to ensure we can achieve progress on this agenda. They provide us with an opportunity for increased autonomy in terms of provision commissioned, and an opportunity to shape a place-based approach, which better meets our needs as a city.

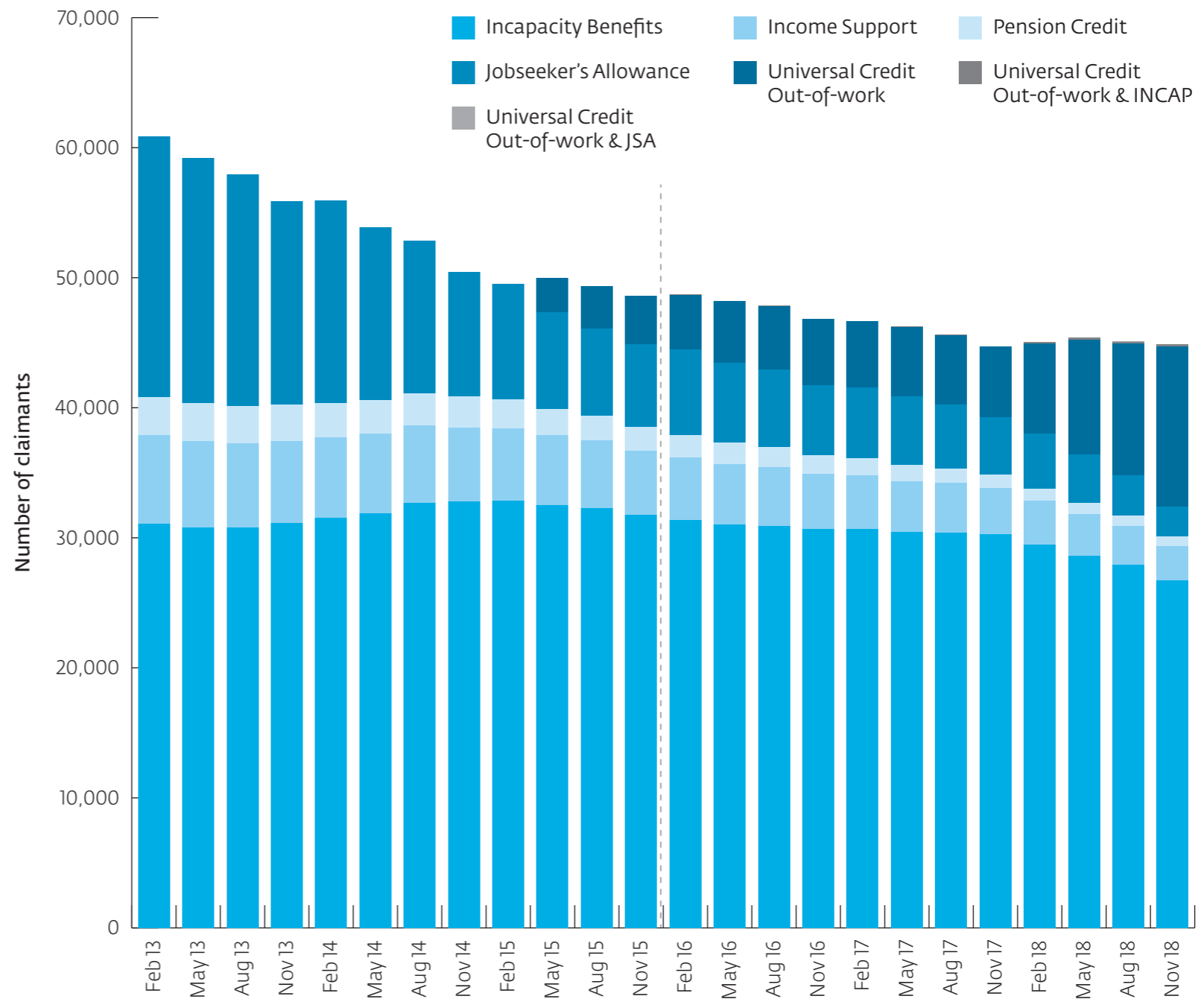
Creating new jobs accessible to Manchester residents, and reducing the number of people who are out of work

Figure 3.20 shows that in November 2018 there were 44,855 people claiming out-of-work benefits in Manchester. The worklessness levels in Manchester fell steadily between February 2013 and November 2017, from 60,858 to 44,720, and have only risen slightly since then. This is one of the lowest claimant counts for decades. Out-of-work benefits include Jobseeker's Allowance (JSA), Employment Support Allowance (ESA), Income Support (IS), Universal Credit (UC) (where the claimant does not work) and Pension Credit. This figure includes some claimants who may not currently be actively seeking employment, for example those in the support group of Employment Support Allowance, but not those who are working a low number of hours, who would

previously have been recorded within the out-of-work benefit claimant numbers undertaking 'permitted work'.

Under Universal Credit, a broader span of claimants are required to look for work than under Jobseeker's Allowance; this has the effect of increasing the Claimant Count. To address this, the Alternative Claimant Count measures the number of people claiming unemployment benefits by modelling what the count would have been if Universal Credit had been in place since 2013 with the broader span of people this covers. The statistics thus provide a consistent measure of local levels of claimant unemployment over time and are a better indication of labour market change. According to the monthly Alternative Claimant Count (which includes Jobseeker's Allowance claimants, Universal Credit 'searching for work' claimants and estimates of those additional claimants who would have been 'searching for work' under Universal Credit had it existed) in Manchester there were 17,664 claimants in February 2019 compared to 15,468 in February 2018 – a 14% annual increase compared to a 4% annual increase nationally. It is worth noting that not everyone who is out of work claims an out-of-work benefit, and the number of residents who are out of work is likely to be much higher, particularly in the 18–24 year age group.

Figure 3.20:
Residents aged over 16 claiming an out of work benefit by type



Source: Department for Work and Pensions

It is important that as people move into work, the employment they secure is sustainable and pays a wage they can live on. A large proportion of Manchester residents rely on in-work benefits to top up their income. Data from HM Revenues and Customs shows that in 2015/16 there was an average of around 33,400 families/individuals who were in work and claiming tax credits in Manchester. Of these, 21,900 families claimed both Working Tax Credit (WTC) and Child Tax Credit (CTC), 5,600 families claimed CTC only, and 5,900 claimed WTC only. Universal Credit will gradually replace tax credits. Universal Credit is currently only for new claimants and claimants who have had a change in circumstances.

At 11.6% in November 2018, the out-of-work benefits claimant rate for those aged 16 and over in Manchester remains higher than the national rate of 8.4%. However, between November 2015 and November 2018, the Manchester out-of-work benefits claimant rate reduced at a faster rate, resulting in the gap between the city's claimant count and national average reducing by 0.7 percentage points. In the context of rapid working-age population growth, maintaining a higher rate of reduction suggests that the city's increased population growth is not coming at the expense of increased benefit dependency.

Response to welfare reform

Regular monitoring and investigation into the impact of welfare reform is enabling us to respond to the issues and more effectively mitigate their impact. We have a good understanding of the number of households affected by welfare reform legislation and where the effects may be felt, but also where the extent might not be known, for example homelessness and demand for advice services. We are also able to assess the variations of the number of affected households and impacts at a place level.

There are certain parts of the city that are disproportionately affected by different aspects of welfare reform. For example, in the fourth quarter of 2018/19 the south and Wythenshawe had 2,470 social-housing tenants affected by underoccupancy legislation – 44.3% of the citywide affected total of 5,578 tenants.⁹ The high percentage of family homes in Wythenshawe means that the area will remain affected and a significant proportion of discretionary housing payments (DHP) continue to be allocated to support tenants affected by underoccupation legislation.

Data shared from Manchester's main housing providers shows a disparity between the levels of rent arrears for tenants on Universal Credit

(UC) and those claiming housing benefit. The average arrears for registered provider tenants in receipt of UC in the fourth quarter of 2018/19 was £771, which is £287 higher than registered provider tenants overall. The total amount of arrears owed by Universal Credit social tenants across the five providers is £4.14 million – an increase of 10.1% in one quarter alone.¹⁰

To gain a better understanding of the impact on residents, we carried out a resident-impact analysis from October 2018 to December 2018 through surveying those affected by Universal Credit. The survey was promoted through social media, partners and advice-support providers, community groups and venues. We also arranged focus groups from residents from different parts of the city to gain a more in-depth understanding.

⁹ Welfare Reform Board Quarter 4 2018/19

¹⁰ Welfare Reform Board Quarter 4 2018/19

The survey received 104 responses from a range of residents. There were 11 focus group participants, with a further five telephone interviews for residents keen to be involved but unable to attend the focus groups. Overall, the feedback had some practical solutions regarding issues and challenges the residents have faced or are facing while going through the Universal Credit process.

The results provided some insights into where we can improve on awareness-raising regarding claims, paying rent, sanctions etc. It also highlighted the need for all support agencies/workers (Manchester City Council and partners) to be trained with up-to-date information on Universal Credit. Training should enable support agencies/workers to support residents with the application process and refer residents for further support, particularly in the areas of maintaining their Universal Credit claim, digital skills, budgeting and debt advice, careers advice and ways to get back into work/progress in work.

Conclusion

Manchester is thriving, entrepreneurial and a great place to live, work and visit. We have an above-national-average proportion of Manchester residents who have high-level qualifications due to graduates choosing to stay in the city – a position very different than a decade ago. Although school attainment at KS2 and KS4 remains slightly below national levels, Manchester's children and young people are making good progress. The Council is committed to working with schools and education providers to focus on further improving outcomes for Manchester children and young people at all levels of education to ensure they can benefit from the success of the city.

However, not all are benefiting from Manchester's success. A lot of the jobs that have been created are in low-paid sectors, with insecure and zero-hours contracts becoming more common. Self-employment has risen by 70% since 2008 and now accounts for 13% of the total employment of residents. While there are some success stories, there are also lots of cases of enforced self-employment to subsidise the loss of benefits, and self-employment in low-value enterprises. In-work poverty is becoming a major issue for Manchester due to

the introduction of Universal Credit. Although more people are in work, we have discussed above that the type, quality and security of this work can be poor. This results in poor quality of life and in-work poverty, with between a third and 50% of children growing up in families living in poverty (Manchester Family Poverty Strategy).

At the same time, 85,000 new jobs were created in the city between 1996 and 2016, and another 65,000 new jobs are expected by 2036. There are currently 1.5 jobs per Manchester resident of working age, and many of these are good-quality, well-paid jobs with progression. The Greater Manchester Independent Prosperity Review recently highlighted that we have world-class strengths in advanced materials and health innovation. While job creation is key to reducing unemployment, better matching of Manchester residents' skills and new skill development to meet the demands of future growth sectors are also key. Those more vulnerable to the digitisation of industries and roles need to develop the skills to become more resilient to this.

The Greater Manchester Forecasting Model 2018 continues to project that future roles in all sectors will require applicants to have high-level skills. In particular, the retail, creative and digital, and financial and professional services sectors highlight an increasing need for management and leadership skills. For people who have low or no qualifications, many of these roles will be difficult to aspire to. Although there is still a need for entry-level jobs, the lower-skilled roles in sectors with large employment bases in the city – such as retail – will be much more vulnerable as digital disruption has a greater impact on low and intermediate skilled roles. Conversely, there is a reported shortage of skills and talent in the digital, health and social care, and construction sectors.

There also remain some significant skill challenges: 11% of Manchester residents have no qualifications, compared to the national figure of 8%. The majority of those affected face multiple interrelated barriers to employment and progression, so approaches to address these cannot focus on skills in isolation. While there are opportunities in the Manchester labour market, those who work in the city are benefiting more from them than Manchester residents. Manchester residents are concentrated in low-skill and

low-pay jobs, and in-work poverty has become a significant problem for the city as a result. As we have seen, 50 to 64-year-olds are most affected by this. From August 2019, £92million of the Adult Education Budget will be devolved to Greater Manchester, and while this only accounts for part of the system, it is an opportunity for Manchester to have more autonomy to design, align and co-ordinate provision that is appropriate for the city.

Furthermore, the demand for 'soft' skills – in addition to the high-level technical skills required by Manchester residents – should also be considered. Employers consistently stipulate through networks, partnerships, surveys and job adverts that communication skills, organisational skills, timekeeping and problem-solving are required, and we are responding to this through the Skills 4 Life, as discussed above.

The development of an Adult Skills Plan will enable us to realise the benefits of devolution, and although current adult-education provision provides some good outcomes for adult learners every year in the city, it has the potential to deliver real economic and social impact if better co-ordinated and funded.

The Our Manchester Strategy provides the vision for this journey, and Our Corporate Plan, with a focus on Growth that Benefits Everyone, provides us with the framework for engaging with all partners. We need to respond to the skill challenges of the city explored above and make a significant difference for residents, communities and businesses.

Chapter 4: A progressive and equitable city

Strategic overview

The Council's aim is for all residents in the city to have the same opportunities, life chances and the potential to lead safe, healthy, happy and fulfilled lives, no matter where they are born or live. This means reducing the disparities between different areas of the city. Manchester has made real progress towards achieving this aim, including making improvements in education and housing, providing better access to jobs, reducing the number of children growing up in poverty, as well as reducing the number of young people not in employment, education or training. These improvements have mainly come from the strength of the collaboration between organisations, businesses and residents.

Despite these gains, there are still areas of intense deprivation in the city. These are far less widespread than they were ten years ago, but exist nonetheless, and we must do more to address them.

As citizens, we all need to recognise the responsibilities we have to ourselves, our families, our communities and the city. We should all be committed to taking an

Our Manchester, strengths-based approach, starting from understanding the needs of the individual, and connecting people to draw on the strengths of the communities in which they live.

Manchester City Council is in the process of radically transforming public services so they are focused around people and communities rather than organisational silos. We are working across traditional boundaries with the voluntary sector to bring innovation and new ways of working to the fore. We are working with health providers, the voluntary sector, education providers and communities in new ways that will target the specific problems we have in Manchester.

Integration of health and social care has the potential to transform the experiences and outcomes of people who need help by putting them at the heart of the joined-up service. There is a focus on public health and preventing illness, as well as transforming care for older people so they can stay independent for longer. As a city we have world-leading strengths in health-related research. We will use our research strengths and our capability for

testing new drugs and therapies to benefit our residents and radically improve the city's health outcomes.

We are modernising services for children and their families. The vision is for our teams to work closer with health, schools, the police and other colleagues in neighbourhoods and localities. It will place a greater focus on prevention and early support, avoiding problems starting in the first place for children or families, wherever possible.

This will prevent problems occurring and unnecessarily escalating by ensuring that people can access early help and that they are equipped to take care of themselves. The vision is also to increase the life chances of our children and support their future independence to support people to find work, stay in work and progress at work, so that all residents can take advantage of the opportunities of economic growth and are able to provide for their children. There is a comprehensive programme of work in place to oversee and guide the planned changes.

As we work towards delivering Manchester’s Locality Plan and increase our collaborative work across Greater Manchester, it is most likely aspects of the aforementioned programme, scaling up the programmes that work, and designing new programmes with the voluntary sector and other partners that will address the challenges we have as a city.

Analysis of progress

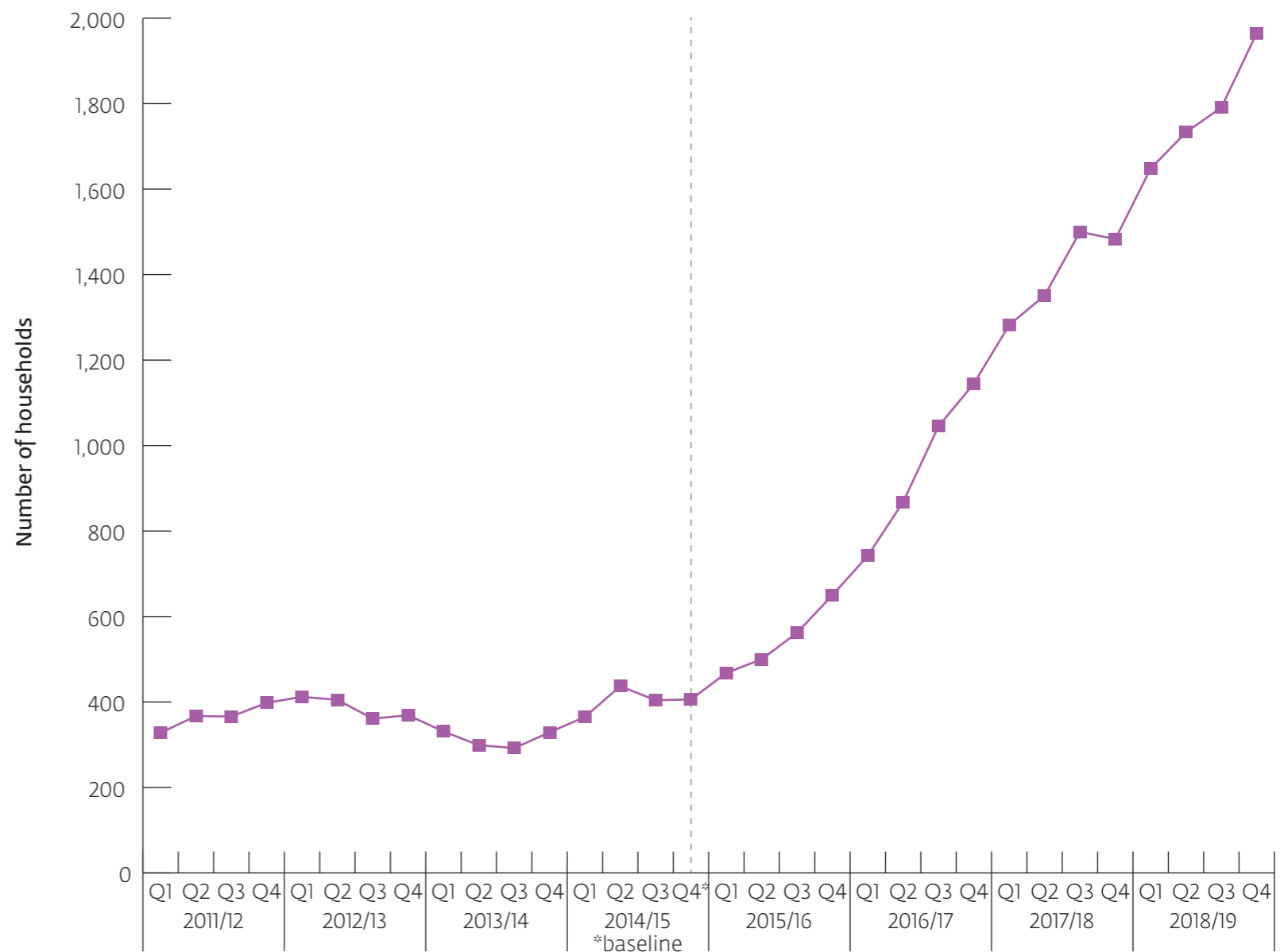
Ensuring that shelter and support is available for homeless people who want and need it

Homelessness has been a growing challenge in Manchester over recent years, with more families presenting to the Council as homeless and more individuals sleeping on the streets. The Council has seen a significant increase in the number of people presenting as homeless and owed a duty. The number of people the city needs to work with has increased in 2018/19, with the introduction of the Homelessness Reduction Act and the continued delivery of Universal Credit. The number of households presenting to the Homelessness service increased 33% in 2018/19 from the number presenting in 2017/18. Furthermore, Figure 4.1 shows the number of households residing in temporary accommodation has increased

significantly over the past four years, from 406 at the end of March 2015, to 1,965 at the end of March 2019. The Council, alongside its voluntary,

statutory and business partners working across the city, has progressed significant pieces of work to help meet this challenge.

Figure 4.1: Total number of households residing in temporary accommodation at the end of the quarter



Source: Ministry of Housing, Communities and Local Government (PIe and H-CLIC statutory return)

The Launch of Manchester's Homelessness Strategy (2018–2023) in October 2018 is key to tackling this challenge, and sets out three aims for reducing homelessness:

- **Making homelessness a rare occurrence:** increasing prevention and earlier intervention at a neighbourhood level
- **Making homelessness as brief as possible:** improving temporary and supported accommodation so it becomes a positive experience
- **Making homelessness a one-off occurrence:** increasing access to settled homes.

Making homelessness a rare occurrence

Increasing prevention has been supported by the introduction of the Homelessness Reduction Act in April 2018, placing new legal duties on local authorities so that everyone who is homeless or at risk of homelessness has access to meaningful help, irrespective of their priority-need status. Central to the new Act is an increased focus on the prevention and relief of homelessness, which includes an enhanced advice and support offer. In Manchester, the introduction of the Act has seen the expansion of the Council's Housing Solutions service, which successfully prevented 423 individuals and families from becoming homeless in the period from April

2018 to March 2019. A new Housing Solutions Hospital Discharge Team is being established. The service will support North Manchester General Hospital, Manchester Royal Infirmary and Wythenshawe Hospital through providing advice and guidance to complete assessments, and finding suitable move-on accommodation for homeless people either attending A&E or as patients receiving treatment. A key benefit of this service will be supporting and reducing length of stay in the acute and non-acute settings, where there is no longer a need for being in such a setting, and homelessness is the reason for the delay.

Making homelessness as brief as possible

A new gateway system will streamline access to supported accommodation, improving people's experiences of accessing accommodation. Improvements to temporary and supported accommodation have seen the introduction of new contracts linked to Our Manchester ways of working for commissioned housing-related support (HRS) services. Work is in process to appoint a not-for-profit organisation to manage temporary dispersed accommodation. The floating support teams have been increased to improve support, and an additional 'move on' team has been created to help people into permanent accommodation. In September

2018, automated bidding was introduced to assist people to move from temporary accommodation to permanent accommodation as quickly as possible.

Making homelessness a one-off occurrence

Increasing access to settled homes has involved various initiatives to increase access to both the social and private-rented sector (PRS). The Council and six Registered Housing Providers have a combined pot of over £14million to purchase approximately sixty large homes for Manchester families; these will have a 12-month assured shorthold tenancy, which can be extended. The rent levels are typically set at submarket rents, which could be set at 80% of the market rent or LHA cap at the discretion of the Registered Provider. Work is also ongoing to review Manchester's Social Allocations Policy to ensure that it continues to meet the housing needs of Manchester residents.

Initiatives within the private rented sector have seen a PRS team established to source permanent new tenancies for clients that present to the Council through the Homelessness service. The PRS team ensures that properties are suitable for residents, including carrying out inspections and completing affordability assessments. The team also offers a range of incentives to landlords to ensure that the tenancies offered are at affordable rents in line with Local Housing Allowance (LHA) rates, which are often below the current market rents for properties in Manchester. The team successfully helped to move 386 households into private rented sector properties in 2018/19 with the intention to support 800 families into PRS tenancies in 2019/20.

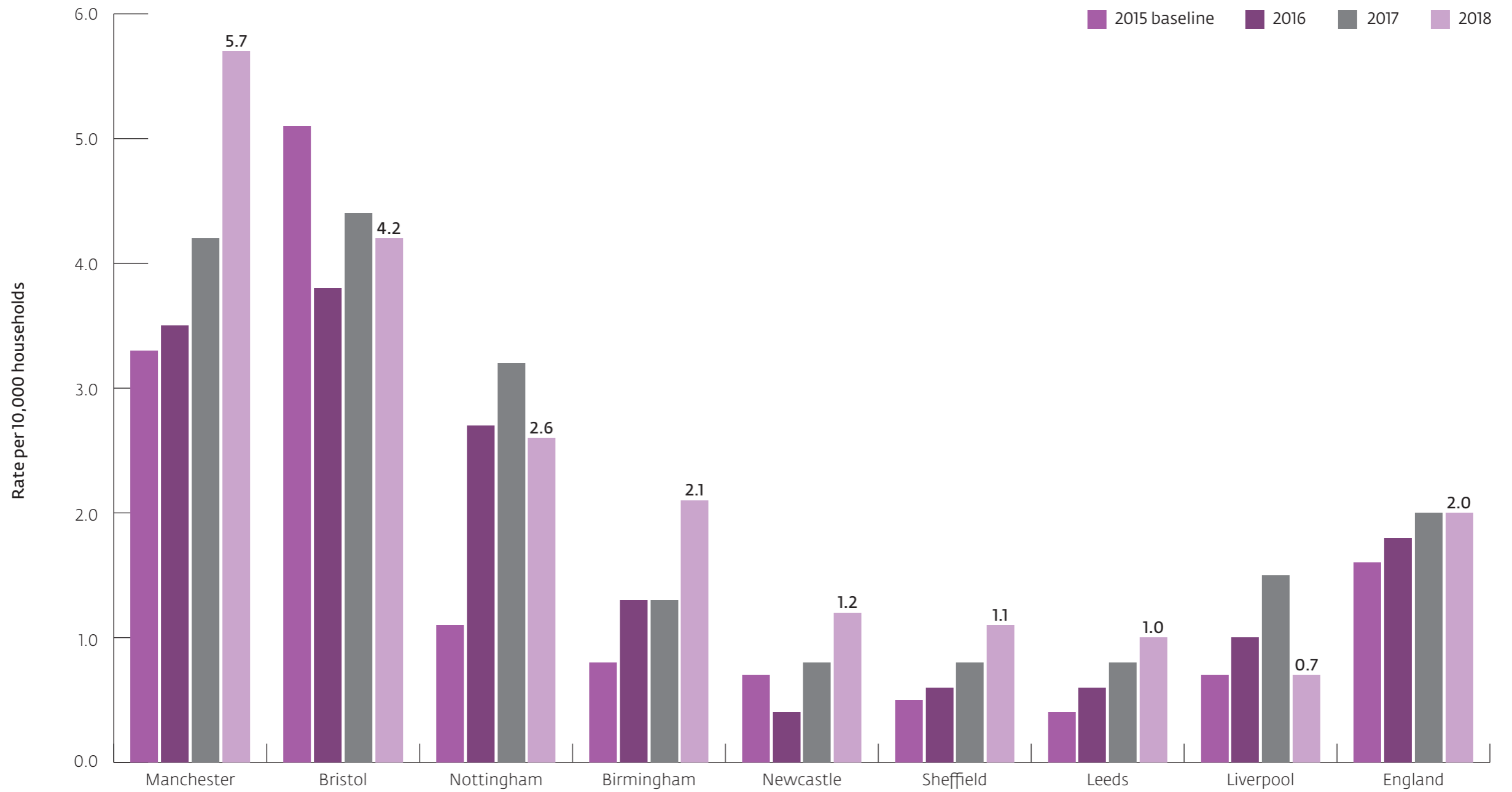
In April 2019, the Council was also successful in a bid of £401,190 through the Ministry of Housing, Communities, and Local Government (MHCLG) PRS Access Fund to increase our existing PRS offer for landlords. This funding will be used to finance the following:

- The purchase of a new on-line system called Local Pad, which will be used by landlords to update new properties as they become available for clients to view
- Expansion of the current paper bond scheme
- The purchase of a tenancy training e-learning-based system to equip tenants with the essential skills and knowledge required to maintain their new tenancies
- Financial assistance to pay for a deposit
- Two resettlement officers (to be employed for 12 months) to provide ongoing tenancy support for clients moving into the private rented sector.

Tackling rough sleeping

The 2018 single-night snapshot of people sleeping rough counted 123 rough sleepers in Manchester city centre, compared to 70 in 2015. Figure 4.2 shows that Manchester has the highest rate of people sleeping rough per 10,000 households when compared to other English Core Cities, and with a rate of 5.7 it is almost three times the national average. Significant work has been undertaken since the November count to support people to move away from the streets.

Figure 4.2:
Single-night snapshot of the number of people sleeping rough per 10,000 households



Source: Ministry of Housing, Communities and Local Government

Street homelessness is a complex issue and a range of responses have been implemented across the city to reduce the number of people who sleep rough. These include an expansion of the Council's Outreach Team, and the introduction of a Social Impact Bond and Housing First, which are both funded through MHCLG across Greater Manchester. In addition, the MHCLG Rough Sleeper Initiative Fund, which has facilitated the establishment of a multipartner response to preventing and relieving rough sleeping, saw 531 individuals relieved from rough sleeping between July 2018 and March 2019, and a further 161 individuals prevented from rough sleeping. Commencing December 2018, additional accommodation for people who sleep rough was also developed over the winter period to support the 'A bed every night' initiative. This accommodated over 377 individuals and provided almost 12,000 bed nights.

Homeless access to health care

Urban Village Medical Practice Homeless Service offers full registration to homeless single adults in Manchester using the broadest definition of homelessness. The service focuses on helping people experiencing homelessness to access mainstream health care, and offers appointments throughout the week alongside dedicated homeless drop-in sessions. The service is supplemented by other health care services, including drug workers, podiatry, drug assessments and an HIV clinic.

At the end of 2018, there were 754 homeless patients registered as part of the Homeless Service, of which 277 were newly registered in 2018 – an average of 23 new patients per month. Around 25% of new registrations were under the age of 30, 57% were aged between 30 and 50, and 18% were aged 50 and over. Just under half (49%) of all new registrations were from rough sleepers. A further 20% were people living in hostel accommodation, and 15% were 'sofa surfers'.

Manchester Health and Care Commissioning (MHCC) has funded a Homeless Partnership Worker who has been instrumental in attracting additional funding to support homeless people, including a National Lottery Community Fund transformational four-year grant of £1,528,299 to better link Groundswell, Crisis and Shelter to take a shared approach to health inequalities. It is envisaged that Peer Workers will be aligned to Homeless Access Practices from early 2020.

Work is also under way to establish a 'Homeless Access Hubs' pilot in seven 'hotspot' areas of the city, co-ordinated by Manchester Primary Care Partnership (MPCP) with the support of Urban Village Medical Practice. Examples of the sorts of work that will be delivered as part of the pilot include ring-fenced appointments for people experiencing homelessness, pop-up clinics in homeless hostels, enhanced support for GP registration, and extended new patient health checks for homeless patients.

Supporting people to find work, stay in work and progress at work

As we have discussed in the 'A highly skilled city' chapter, there is strong evidence to support the fact that being in good employment can protect health and wellbeing. Conversely, unemployment can have short and long-term effects on health and is linked to increased rates of long-term conditions, mental illness and unhealthy lifestyle behaviours. Access to good-quality work is key to reducing health inequalities and improving health and wellbeing. High rates of health-related worklessness have persisted in the city during times of economic growth, as well as during the economic downturn. Getting back into employment increases the likelihood of reporting good health and boosts the quality of life.

In Manchester, high rates of health-related economic inactivity have persisted and remained constant over the past decade, despite periods of growth and recession in the national and local economy. Nationally, there has been an absence of integrated health provision with programmes designed to move people into work. People with a long-term health condition are much less likely to be in employment than the population overall. In Manchester, the gap in the employment rate between those with a long-term health

condition and the overall employment rate was 15.9 percentage points in 2017/18 – a much wider gap than the 11.5 percentage points reported for England.¹

Employment Support Allowance (ESA), Incapacity Benefits (IB), and Severe Disablement Allowance (SDA) are benefits designed to provide financial support for people who are unable to work to their full capacity due to ill health or disability. The most common clinical reasons for claiming sickness-related out-of-work benefits in Manchester are behavioural and mental-health disorders, musculoskeletal disorders, and substance-misuse issues. In November 2018, 26,854 Manchester residents were claiming ESA/IB/SDA, a modest reduction of 4,904 claimants since November 2015. However, the introduction of Universal Credit for all new claimants across the city within this timeframe, including those with long-term health conditions, should be considered when reviewing recent trends.

Work as a health outcome continues to be a priority within the city's Population Health plan and is recognised as one of the social determinants that impact upon health within the Marmot review. This has been reflected in the governance arrangements for the city,

which include the strong representation on the Work and Skills Board from Manchester Health and Care Commissioning, including a clinical (GP) lead and the Director of Population Health and Wellbeing.

While the evidence base and governance around work and health have increased in significance in the city over the past few years, health and social care, employment support and skills systems have historically not been well aligned and have had different drivers and incentives. Four years ago, the Manchester Health and Wellbeing Board and Work and Skills Board tasked a group of work and health leads to test new ways of addressing these system and cultural issues to support more people with a health condition to stay in or move into work.

¹ Public Health Outcomes Framework: ONS Annual Population Survey, Crown Copyright Reserved

The **Manchester Fit for Work** and **Healthy Manchester** programmes were designed in collaboration with Public Health and primary-care providers to test a health-led model of employment support. These services proved effective in terms of supporting people in work with a sick/fit note at risk of falling out of work, and supporting long-term unemployed people to move into work. The delivery model for both services included developing self-care and self-efficacy, rapid access to counselling and musculoskeletal support, biopsychosocial assessment, and connections to local community assets. On this basis, having proved GP and resident demand for this type of support, the model was incorporated into the Public Health-commissioned social-prescribing service now known as Be Well. The Manchester model was also used to inform the development of the Greater Manchester Working Well Early Help service, which was commissioned in 2018/19.

Over the past four years, more than 3,000 Manchester residents have been supported to manage their health conditions, factoring in other social determinants and making adjustments to allow them to move into work or back into work.

In addition to the Working Well Early Help service we have continued to support the delivery of its predecessor services. Greater Manchester secured the devolution of funding for health and work programmes as a result of the poor performance of the nationally commissioned work programme for people with long-term health conditions. Greater Manchester made the case that better employment outcomes could be achieved through a locally commissioned and managed service, and has developed new service-delivery models since 2014 to tackle long-term worklessness, with a particular focus on those out of work due to a health condition.

The Working Well offer is continuing to evolve and inform further service provision. Greater Manchester and London are the only two areas where the DWP has devolved the commissioning for the new Work and Health programme. This programme focuses on support for disabled people and people out of work due to poor health and long-term unemployment. The new programme, being delivered by the Growth Company in Manchester, was launched at the beginning of March 2018. The programme builds on the Working Well programme by taking a holistic approach to supporting people into good-quality employment, offering a range of skills support, work experience and employment

support. Referrals will initially come from Jobcentre Plus. This programme has introduced an Integration Co-ordinator, whose role is to work closely with Jobcentre Plus and the Council to ensure close integration with local services. By the end of March, Manchester had 532 starts on the programme, with 83% actively engaged. Of that number, 214 have started a job, which is 56% of the job-start target.

While the various Working Well and Be Well services provide support for some people in the city who are disabled or who have long-term health conditions, it has to be acknowledged that they alone cannot address the scale of health-related worklessness in the city. Generally, they have supported people with less complex health issues, although Healthy Manchester effectively engaged people within the Employment Support Allowance support group. In recognition of this, other initiatives have been developed in addition to a range of neighbourhood and citywide support services, such as work clubs.

Our Manchester Disability Plan

The Our Manchester Disability Plan (OMDP) was launched in 2017 with a wide range of stakeholders who have a role in supporting the 12 pillars of independent living; employment is one of these pillars. Importantly, the development of the plan has been led by disabled people and support organisations, and is based on the social model of disability – it is society that disables and creates barriers such as inflexible recruitment processes. According to the ONS Annual Population Survey (January 2018 to December 2018), disabled people remain significantly less likely to be in employment than non-disabled people. In Manchester, an estimated 43.7% of working-age disabled² people are in employment, compared to 76.1% of working-age non-disabled people. Therefore, there is a 32.4 percentage point gap between disabled and non-disabled people in Manchester, compared to a 26.8 percentage point gap across England.

The Our Manchester Disability work and skills action plan sets out some clear priorities and commitments from board members to increase recruitment, retention and in-work progression of and for disabled people. To support the development of the workstream, the Council's Work and Skills Team hosted two

young disabled people on work experience to make recommendations on our approach. In line with these recommendations, the Our Manchester Disability Plan employment workstream members delivered a jobs fair in March 2019 targeted specifically at disabled Manchester residents who were looking for jobs. A range of employers with vacancies, training and pre-employment offers attended, along with support organisations that work with both employers and employees. Feedback from attendees and employers has been positive, and there have already been some job outcomes.

Linked to this, but also to the Health and Wellbeing Board priority described earlier, is the collaborative approach that Health and Wellbeing Board members have taken around Health and Wellbeing measures:

→ The Board committed to demonstrate public-service leadership under the Strategic Priority 'bringing people into employment and ensuring good work for all' in 2015. This was in recognition of the importance of providing 'good work' to improve health outcomes for residents. The steering group established to lead on this provided a framework for member organisations to learn from good practice. It identified gaps

and both individual and collective areas for improvement, particularly in terms of recruitment, retention and progression for disabled people, and people with long-term health conditions. By doing this, the intention was also to provide better working conditions and reduce the costs of sickness absence, presenteeism and turnover across the wider workforce. It also provided the opportunity for Board members to act as exemplar employers to support engagement with other public and private-sector employers on this agenda.

→ A baseline assessment tool was developed collaboratively across Board-member organisations, and a report on findings and recommendations was presented to the Board in July 2017. The steering group has continued to meet to deliver the recommendations made within the report. Current membership includes Manchester Health and Care Commissioning, Manchester City Council, Manchester Foundation Trust, Greater Manchester Mental Health Trust, The Christie, Pennine Care, and the Manchester Local Care Organisation.

² Definition: long-term disability that substantially limits their day-to-day activities and/or affects the kind or amount of work they might do

- An assessment tool has been developed, which can be used by any employer and is therefore ideal for integrated health and social-care working. All Manchester Health and Wellbeing Board organisations are committed to the completion of domain four of the assessment tool, which focuses on sickness absence, disability and long-term sickness in 2018/19.
- The group has collaborated on the design and delivery of initiatives, such as training for managers of disabled staff, and commitment to achieving Level 3 Disability Confident Leader status, aligned to the Our Manchester Disability Plan social model of disability.

As originally intended, the development of this approach has generated interest from other public and private employers. A similar piece of work is now taking place within the Greater Manchester Health and Social Care Partnership Locality Plan, and there have been discussions with and presentations to the following organisations: the GMCA Workforce Collaborative group for HROD leads, the NHS Clinical Commissioners membership organisation, NHS employers, and Greater Manchester Police.

In 2019/20, we will build on initial discussions around how the tool could be used by other employers through Manchester-based business networks, the Greater Manchester Mayor's Good Employment Charter, and within Manchester Health and Care Commissioning (MHCC) and the Council's Social Value requirements.

Working with families to lift them out of poverty

The **Manchester Family Poverty Strategy (2017–2022)** was developed to address child poverty in Manchester, which is a major challenge affecting many of the city's families. The Strategy was developed using the Our Manchester approach, which was co-designed with residents and partners.

The Strategy seeks to reduce the number of children and families living in poverty in the city, and supports them to be more resilient so they can reach their full potential and take advantage of the many opportunities Manchester has to offer.

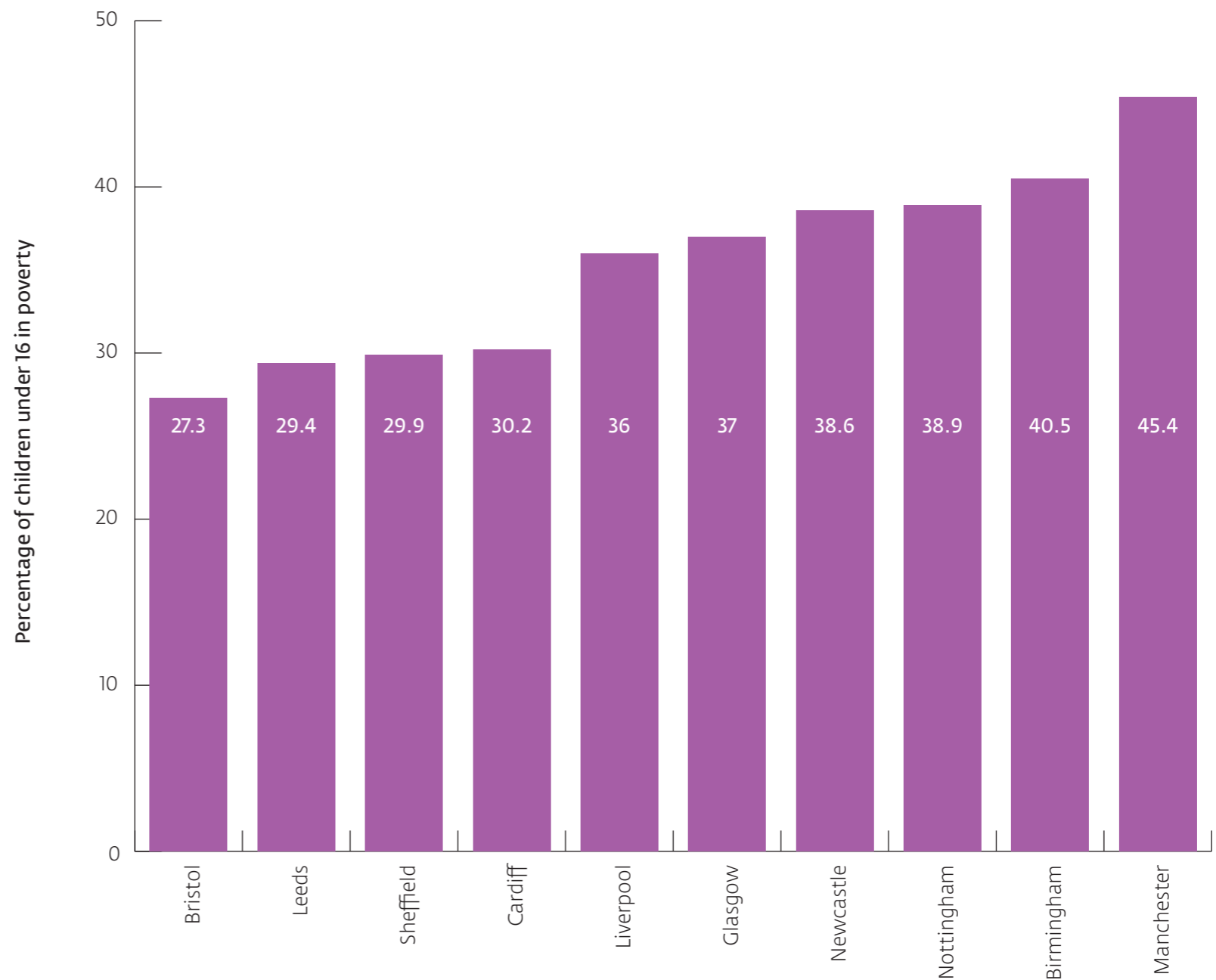
Although the economy in Manchester continues to thrive, some areas of the city still experience high levels of child poverty. There are a number of different ways to measure poverty, and no single uniform measure, so the true extent of child poverty in the city is difficult to quantify.

The HMRC Children in Low-Income Families figures were used as a baseline for Manchester's Family Poverty Strategy. This is one of the official measures of relative poverty at local authority level, showing the number of children living in families in receipt of out-of-work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60% of the UK median income. This does not take account of Universal Credit, which is now claimed by a substantial number of residents in the city. It also underreports the volumes of in-work poverty.

The End Child Poverty figure is defined as ‘an estimate of the true level of child poverty (defined as below 60% of median income)’.³ Following a comprehensive review, it was decided that the End Child Poverty figure would be used as Manchester’s official figure. Following this, the Centre for Research in Social Policy improved their methodology for producing the estimate in 2019. They now combine income data from the national Understanding Society survey, along with detailed administrative data about local areas – such as numbers of benefit claimants – to arrive at an estimate. This will enable changes to be tracked in future, but it does now make it more difficult to clearly see what changes have taken place since 2015, as the measure is different.

Using this measure, 45.4% of children in Manchester were living in poverty in 2017/18, the highest level of the UK Core Cities (Figure 4.3). For Manchester, the End Child Poverty estimate shows a rise of 2.4% since 2016/17, validating that a rise is taking place, as predicted by the Institute of Fiscal Studies (IFS) in 2017.

Figure 4.3: Percentage of children under 16 in poverty in the UK Core Cities 2017/18



Source: End Child Poverty estimates, 2019

³ End Child Poverty, 2019

There are many factors that influence the increases in child poverty, but the IFS analysis⁴ highlights some key drivers. First, there is the impact of benefit reforms, with those having the most impact being the benefit freeze from April 2015 to March 2020, the transition to Universal Credit, and cuts to child tax credit. Also, because poorer families with children get a relatively small share of their income from earnings, median income tends to increase faster than the incomes of low-income households with children, so relative poverty worsens. In terms of the impact of the economic status of the household, child poverty in working households is predicted to increase nationally by 3.3 percentage points over the period 2015 to 2021, reflecting the high exposure of families with children to planned benefit reforms. Children in workless households fare worse still, with a projected rise in their poverty rate over the period of nearly 12 percentage points.

Manchester City Council continues to work with academic and charity-sector partners to ensure that we keep pace with developments in the field.

Implementation of the Family Poverty Strategy

The Family Poverty Strategy is focused on three key themes:

- Sustainable work as a route out of poverty
- Focusing on the basics – raising and protecting family incomes
- Boosting resilience and building on strengths.

A 'Core Group' of officers, councillors, and partners oversees the delivery of the Strategy, and reporting into the Core Group are three working groups aligned to the three themes of the Strategy. The key priorities for each of the themes, together with progress, are as follows:

Sustainable work as a route out of poverty

Flexible childcare has been highlighted as a major issue affecting a family's income. To promote much-needed flexibility around childcare, the working group has identified local childcare providers who are able to provide flexible childcare. They are examining how these models work with a view to promoting and sharing good practice with other providers in Manchester. They are also addressing some of the challenges that childcare providers face to enable provision to be affordable, accessible and sustainable.

It is hoped that this will help boost access to job opportunities for those families currently unable to access work due to the lack of flexibility in childcare.

Focus on the basics – raising and protecting family incomes

Food poverty is increasingly recognised as a major issue for people living in poverty and has gained a much greater local and national profile. A small-scale mapping exercise helped to identify a number of models of food help, such as food pantries and food co-operatives. In addition, the group has supported the expansion of **The Bread and Butter Thing**⁵ into two new locations in north Manchester to further support families struggling with basics in key areas of deprivation in the city. Furthermore, a new partnership of voluntary, private and public-sector organisations has been formed to address the issue of Holiday Hunger; this provides much-needed nutritional food and enriching activities during the school holidays.

⁴ Living standards, poverty and inequality in the UK: 2017/18 to 2021/22 (Institute for Fiscal Studies, 2017)

⁵ The Bread and Butter Thing is a charity operating across 20 hubs within Greater Manchester. Members with very little disposable income are offered the provision of a deeply discounted food service to help their income go further

The national governing body for fuel poverty, the National Energy Action (NEA), was commissioned to provide free training and advice for frontline workers and schools to raise awareness of fuel poverty, its impact, and the support available to residents. Over three days in October 2018, NEA delivered the City and Guilds Level 3 Award in Energy Awareness to frontline workers in Manchester, including representatives from the Citizens Advice Bureau and Registered Housing Providers. In addition, as part of their offer, they also provided training for Early Help Hub Managers, focusing on the Home Life section of the assessment, which includes housing, money, and health and wellbeing. Feedback from sessions was extremely positive. Almost all delegates felt that their awareness about the causes of cold homes had improved as a result of the training.

There is a growing recognition that the poverty premium (the extra cost that people on lower incomes pay for goods and services, as they are less likely to access the best deals) impacts disproportionately on families living in poverty. To help counter this, Northwards Housing have launched a scheme with a large white-goods retailer to allow new tenants to rent a Candy washing machine for £8 a month. The deal will help with the heavy financial penalty people on low incomes often pay for the purchase of large white goods.

Boosting resilience and building on strengths

A number of poverty-proofing toolkits, which have been produced by national agencies or other local authorities, have been reviewed by the working group. Following this exercise, Children North East (CNE) were engaged, as they are well regarded nationally for undertaking audits that mitigate the effects of poverty on young people. The CNE model is currently being completed at Cedar Mount Academy, and it is hoped that the learning from this audit can be shared across the city's schools.

As well as the stigma of poverty in schools, the group has also recognised that people experience the same stigma when accessing other services. In response to this, a poverty-proofing toolkit will be developed and the poverty-proofing work will be expanded to include the workforce of the Council and partner organisations to ensure that workforces are equipped to recognise the signs of poverty and how to signpost to appropriate support.

Anchor institutions

Anchor institutions have a key role to play in supporting families out of poverty. As well as being key stakeholders in the economy, they create and sustain a significant number of jobs, procure billions of pounds' worth of contracts through their procurement processes, and are rooted in the city.

To harness the role anchor institutions can play in tackling poverty, two breakfast round-table events were organised and hosted by the Deputy Leader, Councillor Sue Murphy. Both events were well attended and included representation from a broad range of sectors from across the city, including construction, finance, legal, culture, transport, health, and higher education.

The anchor institutions offered a number of new themes and ideas, which included the following:

- Changing the narrative around poverty – recognising that people living in poverty have a significant contribution to make to society
- More focused Corporate contribution, so that it is meaningful and has a tangible long-term impact on the city's priorities.

The anchor institutions would like a 'go to' platform or resource to enable them to target their efforts.

Manchester Poverty Truth Commission

The Manchester Poverty Truth Commission was launched in June 2019. The Poverty Truth Commission, which was developed in Glasgow, engages people who have lived experience of poverty with key civic and business leaders directly, to influence and inform policy change. People told their own powerful stories at the launch. It is intended that the work of the Manchester Poverty Truth Commission will complement the implementation of the Family Poverty Strategy and will support, inform and influence the work of the Core, the working groups, the Council and the Manchester Local Care Organisation to help the city tackle poverty.

The Family Poverty Strategy is a strategy for the city and all its partners. It is important to recognise that the causes and impact of poverty are structural and deep-seated. The initiatives outlined above have made a difference to the lives of individual families, but there is a need for a sustained effort over the long term to tackle family poverty in the city.

Ensuring the best outcomes for vulnerable children

The Our Manchester Strategy sets out the city's vision for Manchester to be in the top flight of world-class cities by 2025. Critical to the delivery of the vision is supporting the citizens of Manchester, which includes its children, young people and their families, to achieve their potential and benefit from the city's improving economic, cultural, and social capital.

The **Children and Young People's Plan** – Our Manchester, Our Children (2016–2020) – translates the Our Manchester priorities and the 64 'we wills' into a vision for 'building a safe, happy, healthy and successful future for children and young people'. This means:

- All children and young people feel **safe**, their welfare promoted and safeguarded from harm within their homes, schools and communities.

- All children and young people grow up **happy** – having fun, having opportunities to take part in leisure and culture activities, and having good social, emotional, and mental wellbeing. It also means that all children and young people feel they have a voice and influence as active Manchester citizens.
- The physical and mental **health** of all children and young people is maximised, enabling them to lead healthy, active lives, and to have the resilience to overcome emotional and behavioural challenges.
- All children and young people have the opportunity to thrive and achieve individual **success** in a way that is meaningful to them. This may be in their education, or in their emotional or personal lives.

The plan also highlights particular areas that Manchester is 'passionate' about achieving: ensuring children and young people live in safe, stable and loving homes; reducing the number of children and young people in care; ensuring children and young people have the best start in the first years of life; and ensuring children and young people fulfil their potential, attend a good school and take advantage of the opportunities in the city.

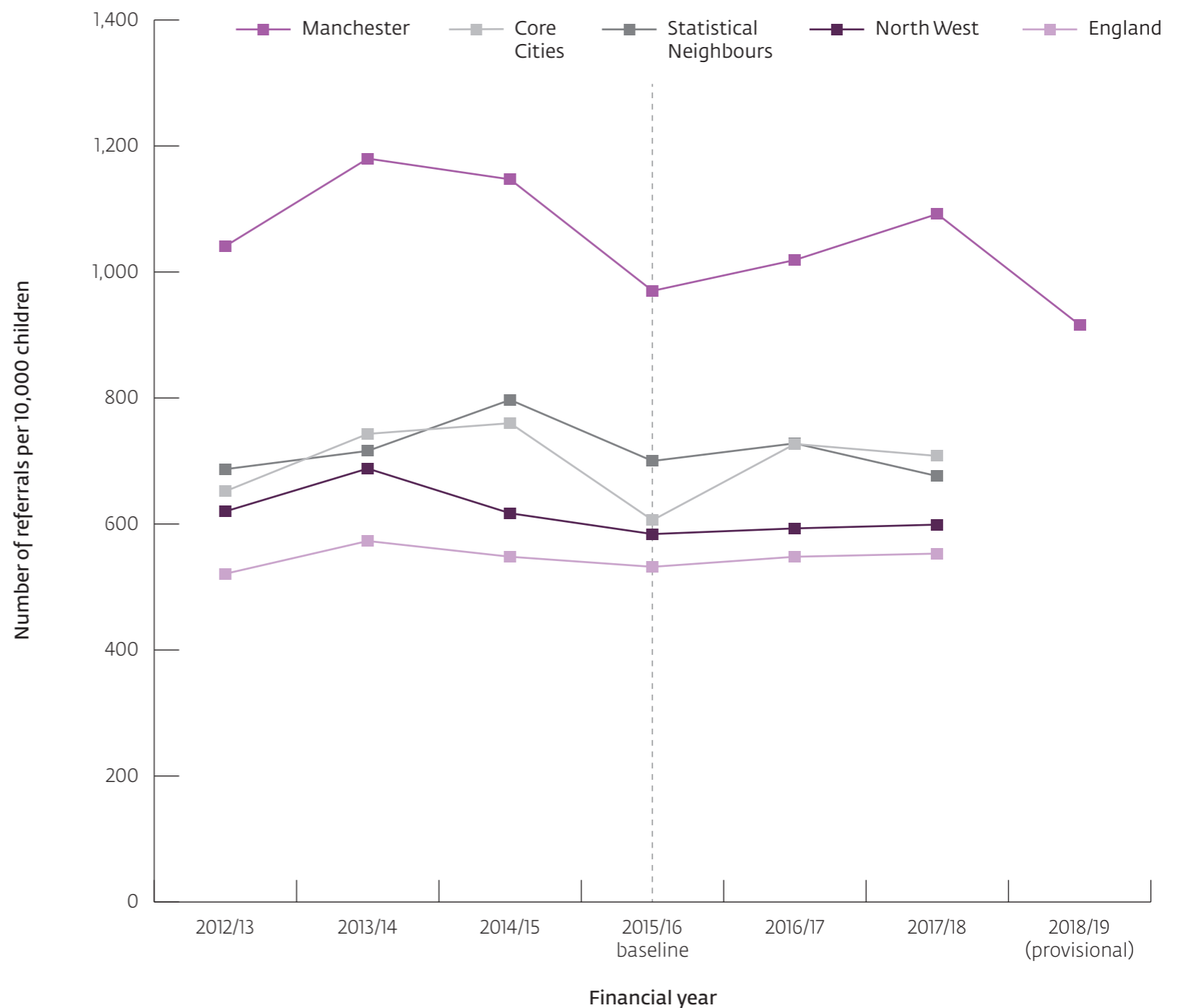
Since 2015, significant progress has been made within Children and Education Services in improving the services Manchester's children and young people receive. In November 2017, this resulted in Ofsted judging Children's Services to no longer be 'Inadequate'.

The delivery of Our Manchester and the Our Children Plan can only be achieved through strong partnerships. They can only be facilitated through effective leadership and management at a local level, and across the city there is a clear commitment to achieving positive outcomes for our children. The strength of the partnerships was recognised within Ofsted's inspection of the Children's Services in 2017, and again in a recent Peer Review undertaken by the Local Government Association (LGA in May 2019).

Referrals to Children's Services

The provisional 2018/19 rate of referrals of 916 per 10,000 children is the lowest rate for a number of years. However, Figure 4.4 shows that this rate is significantly above the national (553), regional (599), Core City (708), and statistical neighbour (676) averages for 2017/18.

Figure 4.4:
Rate of referrals per 10,000 of the child population aged under 18

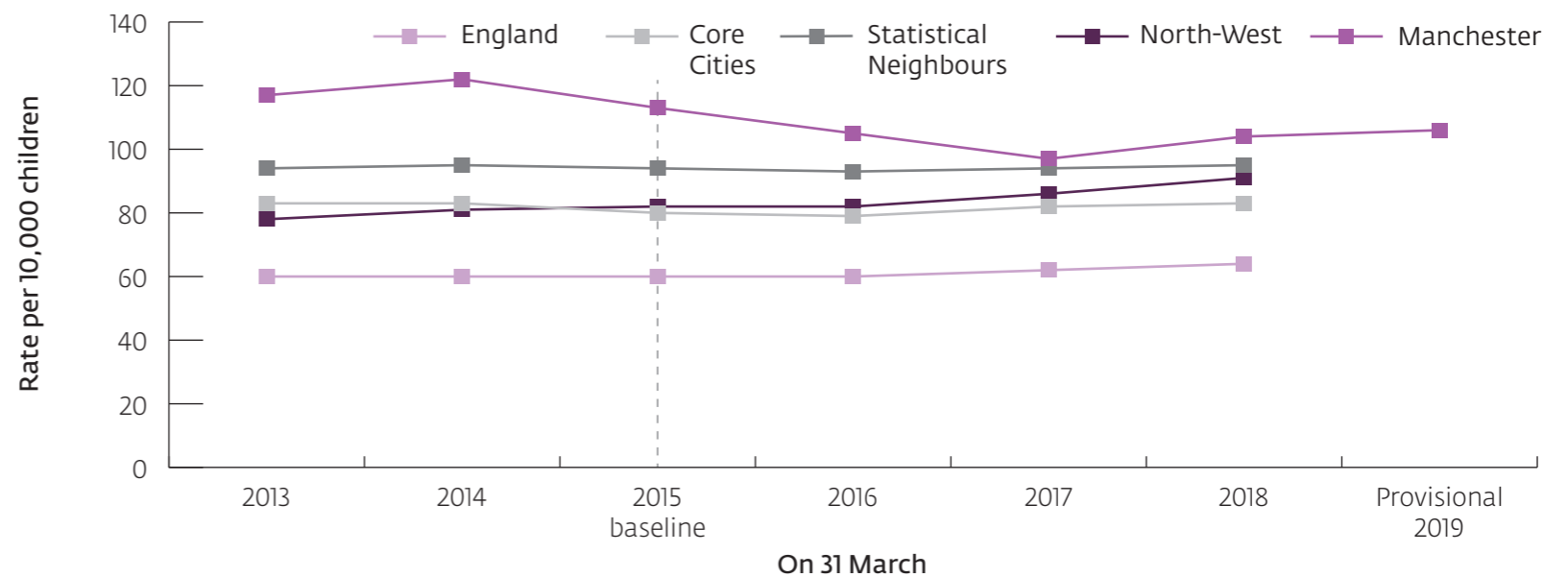


Source: Department for Education/MiCare

Looked After Children (LAC)

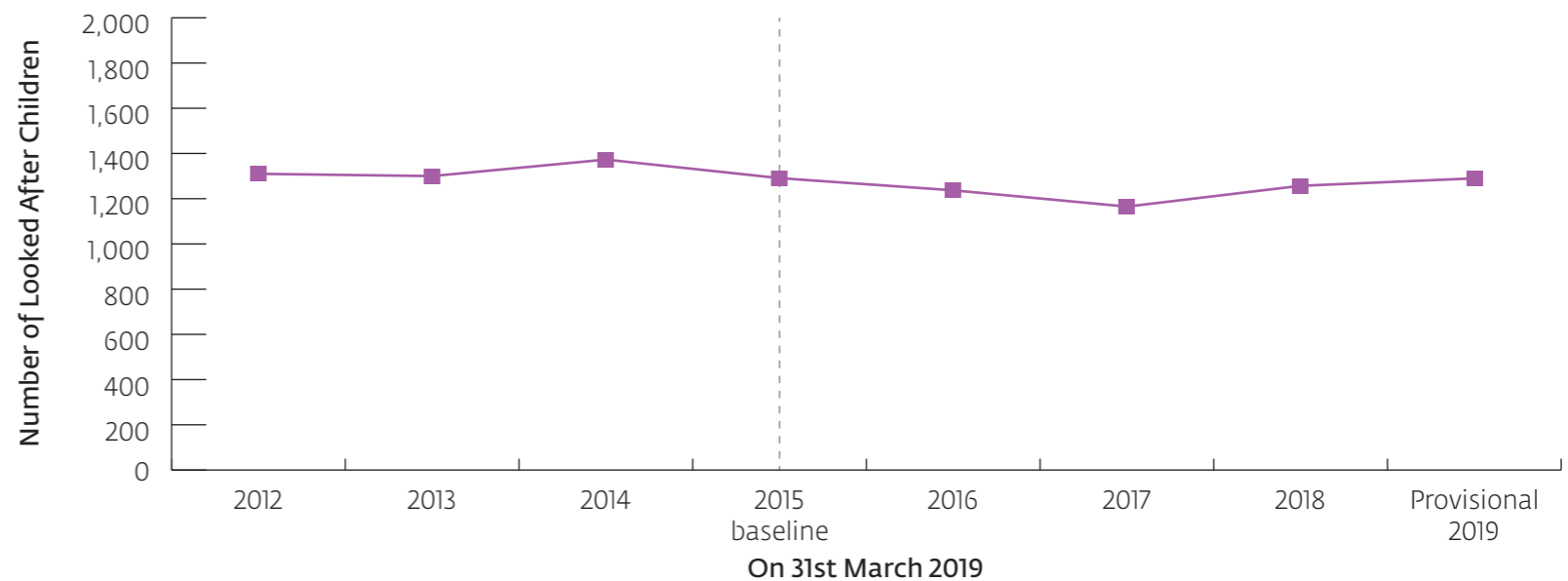
Figures 4.5 and 4.6 show that following a decrease between 2014 and 2017, the provisional number and rate of children looked after by the Council has continued to increase to 106 per 10,000 children in 2018/19, and remains above the national (64), regional (91), Core City (83) and statistical neighbour (95) averages for 2017/18. There were 1,290 Looked After Children at the end of March 2019 – a slight decrease from the 2015 baseline of 1,291. Although the rate of Looked After Children is consistently above comparator authorities, the increases are reflective of a national and regional trend.

Figure 4.5:
Rate of Looked After Children per 10,000 of the child population aged under 18 (on 31 March 2019)



Source: Department for Education

Figure 4.6:
Number of Looked After Children



Source: Department for Education

Essentially, the service takes a threefold approach to work to reduce the number of entrants into the care system and the length of time children spend in local authority care:

- Continuing and developing edge of care and rehabilitation interventions
- Improvements to care planning and practice
- Shifting and accelerating the approach to permanence earlier in the child's journey through the social care system.

Edge of Care

Children's Services employs a range of evidence-based interventions aimed at supporting families to remain together, where possible preventing the need for children to be taken into care, and when they are, ensuring a timely return home. These include Families First, Multi-Systemic Therapy, Multi-Treatment Foster Care, and the Adolescent Support Unit – Alonzi House.

Case Study: Alonzi House

Alonzi House provides outreach and respite for families with young people between the ages of 11 and 17 approaching crisis point and on the edge of care. Planned respite support is provided for children to support the family through difficult times, mitigating the risk of a crisis that may require a formal response. This allows most families to work through their problems and to stabilise their family situation so their children can remain at home.

Involvement with Alonzi House is on a voluntary basis, and families only accept this offer if they want to engage with the team. The voluntary nature of the service and the skills and ability of the team to engage families now means that families that previously resisted support and intervention now accept support from Alonzi House.

Support ensures children receive the help and encouragement they need to take part in positive activities, develop pro-social friendships, and access their education offer in order for them to reach their potential. Additionally, the unit is now delivering the Family Group Conferencing Programme, which brings extended family networks together when there is a risk of children entering the care system. This mediates issues, develops wider resilience and support, and empowers the family network.

Care planning and practice

Fundamentally, the approach to reducing the number of children entering the care system is based on early intervention and high-quality practice that assesses risk and issues and plans for sustainable change in the behaviour of families and individuals. Children's Services has a well-developed workforce development strategy that is working to deliver improved practice in the key areas. Ultimately, it will improve outcomes for all children – including those in care or at risk of being taken into care – through improvements such as risk assessment and SMART planning.

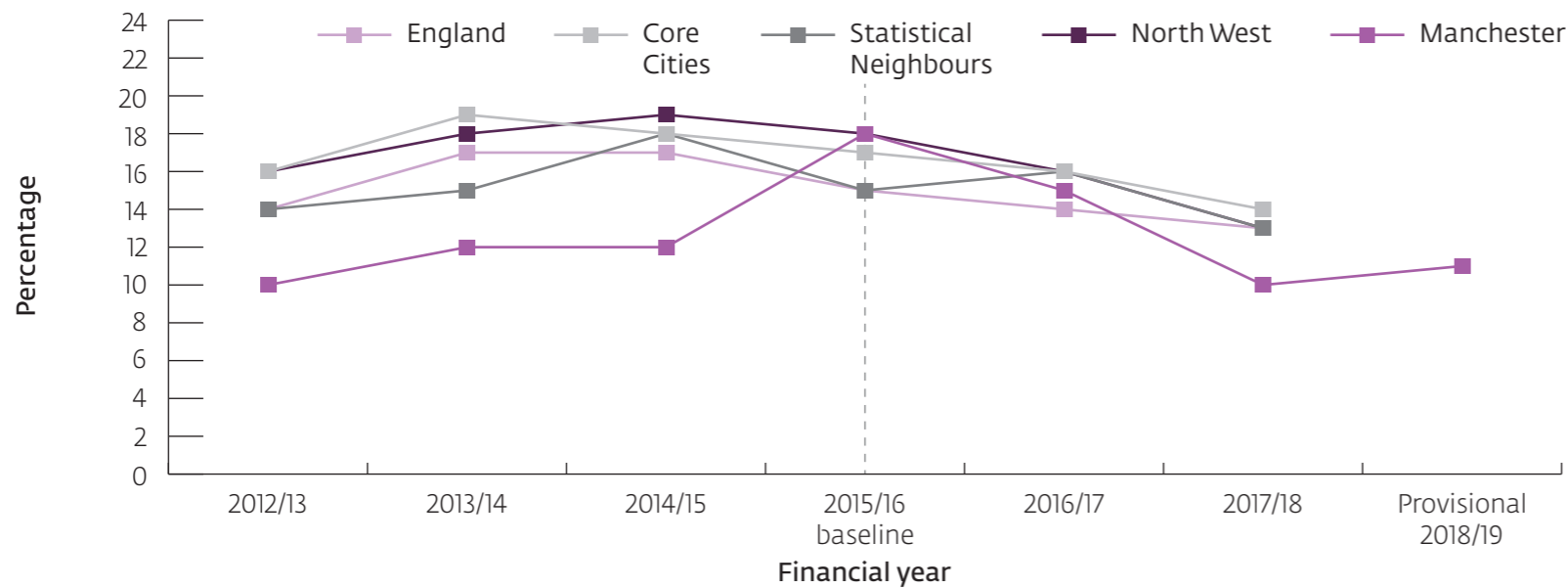
Permanence

Planning for a permanent 'forever home' for children begins with supporting them to remain within their family and community from the very first interaction with social-care services. This is the essence of reform being delivered by the service: to support children to remain within their family where it is 'safe' to do so, and to improve the timeliness in securing a permanent alternative arrangement for those who do become 'looked after'. It is essential that practice and the framework of policy and process that underpins it is focused on planning for and securing alternative solutions outside of the looked-after system as soon as possible, such as placement with family or friends through special guardianship orders or adoption; for some this will also include a long-term fostering arrangement. To promote this, the service has developed a new permanence policy and framework, alongside the ongoing workforce development strategy.

Percentage of children ceasing to be looked after during the year who were adopted

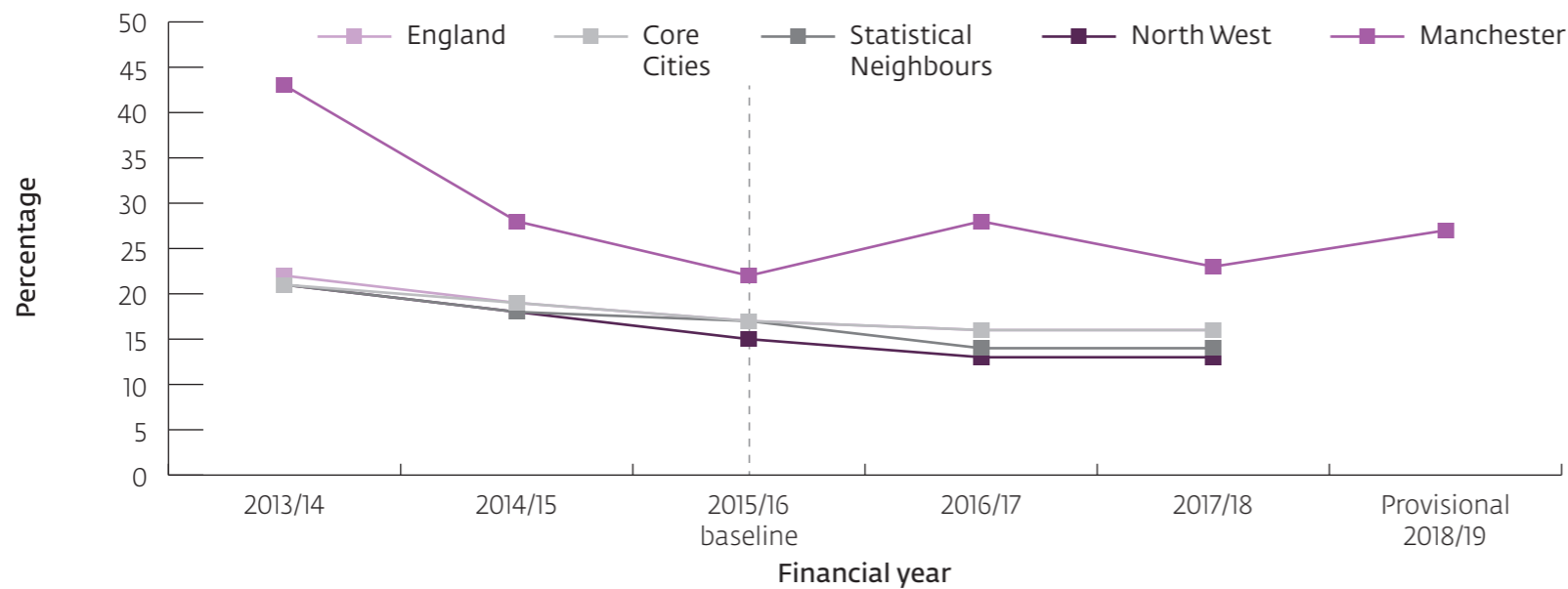
Figure 4.7 shows that the percentage of children ceasing to be LAC through adoption increased from 10% in 2017/18 to 11% in 2018/19. However, this remains lower than the 2015/16 baseline of 18%. Although the latest comparator figures are not yet available, the most recent national, regional and Core City average figures indicate rates have been falling since 2014/15.

Figure 4.7:
Percentage of children ceasing to be looked after during the year who were adopted



Source: Department for Education

Figure 4.8:
Percentage of care leavers aged 19–21 who were in unknown or unsuitable accommodation



Source: Department for Education

Percentage of care leavers aged 19–21 who were in unknown or unsuitable accommodation

Figure 4.8 shows that the percentage of care leavers aged 19–21 who were in unknown or unsuitable accommodation has increased from 22% in 2015/16 to 27% in 2018/19 (provisional figure). Manchester’s performance remains below that of its comparator groups.

Like all local authorities, Manchester now has a duty to provide support for all care leavers aged up to 25 if they want it. In line with this, the Council has been reviewing its care leavers offer, with a strong focus on supporting young people to be independent, including ensuring that all care leavers have access to suitable accommodation.

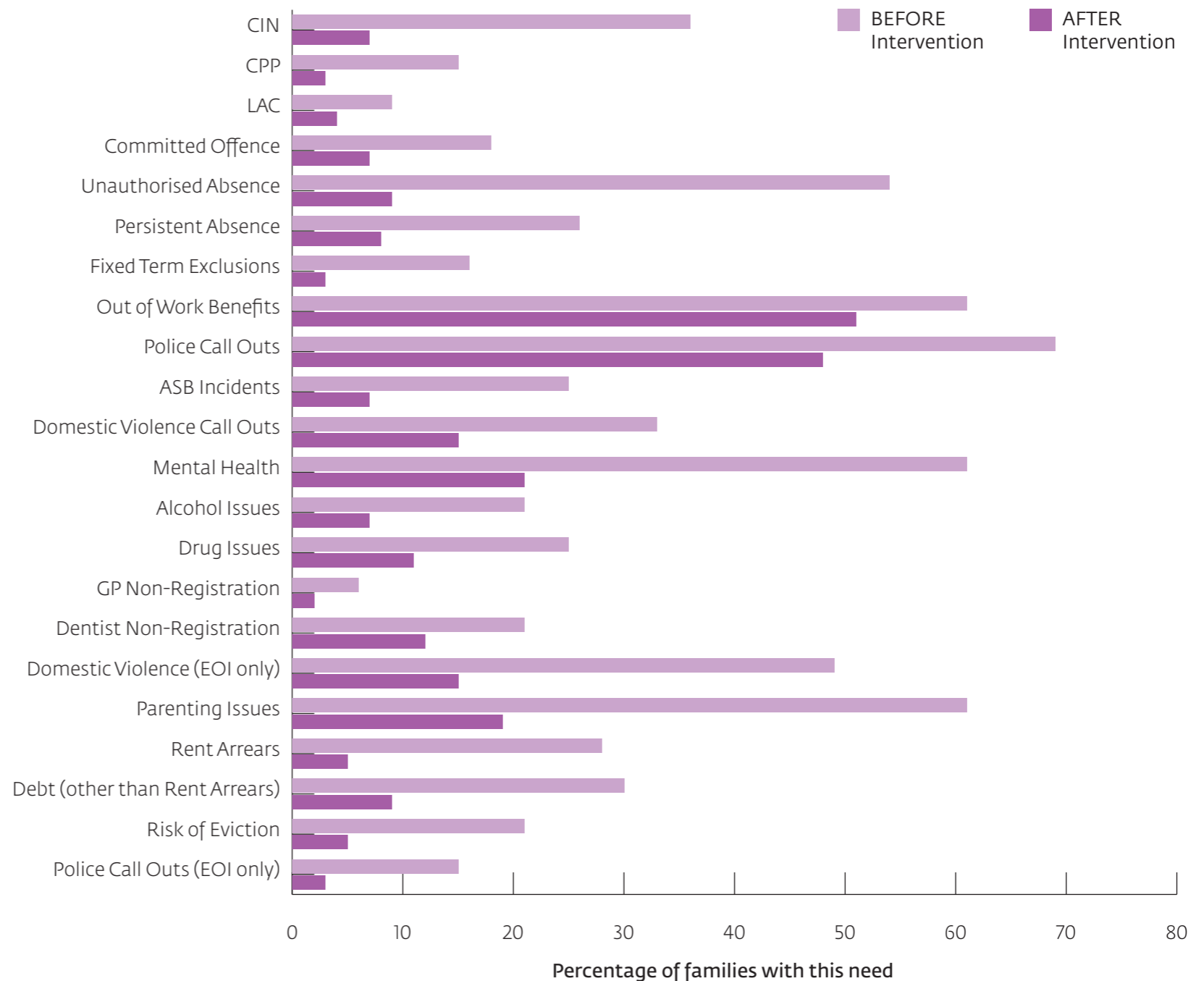
Early Help

Manchester has recently refreshed its strategic approach to Early Help. Our ambition, articulated in the **Early Help Strategy (2018–2022)**, is that ‘families, particularly those with multiple and complex needs, will have access to co-ordinated Early Help in accordance with need as soon as difficulties are identified. The offer is personalised, multi-agency and embedded within a whole-family approach. Children and young people in those families will live safe, happy, healthy and successful lives’.

A number of national reviews have identified that a focus on early intervention or prevention, Early Help, can both enable children, young people and their families to achieve their potential, and reduce demand on more reactive and expensive services.

In Manchester, we have measured the impact of our Early Help offer with a local evaluation. Figure 4.9 shows how a targeted offer of Early Help – this might be delivered by a school, early years setting, health or the local authority through an Early Help Assessment (EHA) – can make a significant difference to the lives of families in Manchester.

Figure 4.9: Percentage of families with ‘presenting need’ vs percentage of those families with the ‘presenting need’ at 12 months post-intervention



Source: Manchester City Council, Performance and Intelligence Team. Based on 4,576 families who received support during the period 2012–2018. (EOI only) – End of Intervention only

Most importantly, the evaluation demonstrates that by offering support earlier and at the right time we can help a family sustain the progress they have made *12 months after* targeted support has ended. For example:

- Of the 54% of families who had a child with any unauthorised absence from school in the previous year, on average 84% had seen an improvement in their unauthorised absence 12 months after intervention.
- Of the 36% of families with a Child in Need (CIN) in the family, on average 81% of cases were successfully de-escalated by 12 months after intervention.

Finally, the national Troubled Families (TF) programme, which is fully integrated into our Early Help approach, comes to an end on 31 March 2020. The funding available for the successful delivery of the TF programme has been invested in supporting the delivery of the Early Help Strategy (2018–2022). To further integrate our approach, we will:

- Continue to grow the multi-agency offer of Early Help in the city through our locality-based Early Help Hubs, and other ‘place-based’ settings such as schools and children’s centres

- Further develop an Early Help culture centred on positive behaviours such as strength-based conversations
- Promote the use of the Early Help Assessment as the tool to co-ordinate Early Help support around a family
- Create a visible and accessible Early Help offer through improved use of technology.

Integrating Health and Social Care

The key vision for Adult Social Care and Public Health in Manchester has been set out in the Manchester Locality Plan, **A Healthier Manchester**. This details the strategic approach to improving the health outcomes of the city’s residents, while also moving towards financial and clinical sustainability of health and care services.

The Locality Plan builds upon the Manchester Strategy which, in turn, is underpinned by the **Joint Health and Wellbeing Strategy**, the city’s overarching plan for reducing health inequalities and improving health outcomes for Manchester residents. The Locality Plan sets out how this transformation will be delivered. The plan is supported by growth, development of skills, education, early years, improved housing, and employment. Partners working across Manchester in businesses, the public

sector, the voluntary sector and communities all have a role to play in making Manchester the best it can be.

A Healthier Manchester embodies the Our Manchester approach. It promotes:

- A stronger emphasis on prevention and enabling self-care, with people as active partners in their health and wellbeing
- A strength-based approach to assessment that focuses on what matters to the person
- The development of and connection to assets in communities that support people’s health and wellbeing.

The 2018/19 refresher of the Locality Plan identified five strategic aims:

- Improve the health and wellbeing of people of Manchester
- Strengthen the social determinants of health and promote healthy lifestyles
- Ensure services are safe, equitable and of a high standard, with less variation
- Enable people and communities to be active partners in their health and wellbeing
- Achieve a sustainable system.

These aims are set within the context of the challenging and ambitious vision incorporated in the Our Manchester Strategy. This sets out the vision for the city to be in the top flight of world-class cities by 2025. To make this a reality, the health and care system will work together in a more joined-up way.

Manchester Health and Care Commissioning (MHCC) was established in April 2017, and has been responsible for the overall co-ordination of commissioning responsibilities for health, adult social care and public health for the past two years. In April 2018, the Manchester Local Care Organisation (MLCO) was launched. This is a milestone in terms of achieving the overall goal of bringing together community health, social care, primary care and mental health services in the city. The MLCO will ensure that people who are vulnerable or unwell get the right kind of help at the right time and in a more integrated manner.

The MLCO is a partnership that includes a range of organisations that provide community health, primary care and mental health services, including the Council's social-care services. It will join up the care that Mancunians get to help keep them out of hospital, and it will also help to enable them to live independently. It will transform how residents experience their community-based health and social care. It will reduce duplication, meaning that different organisations will talk to each other about a patient's care. It will help break down boundaries between different organisations and ensure that there's a smooth process for helping people in their homes when they are in recovery or dealing with long-term health issues.

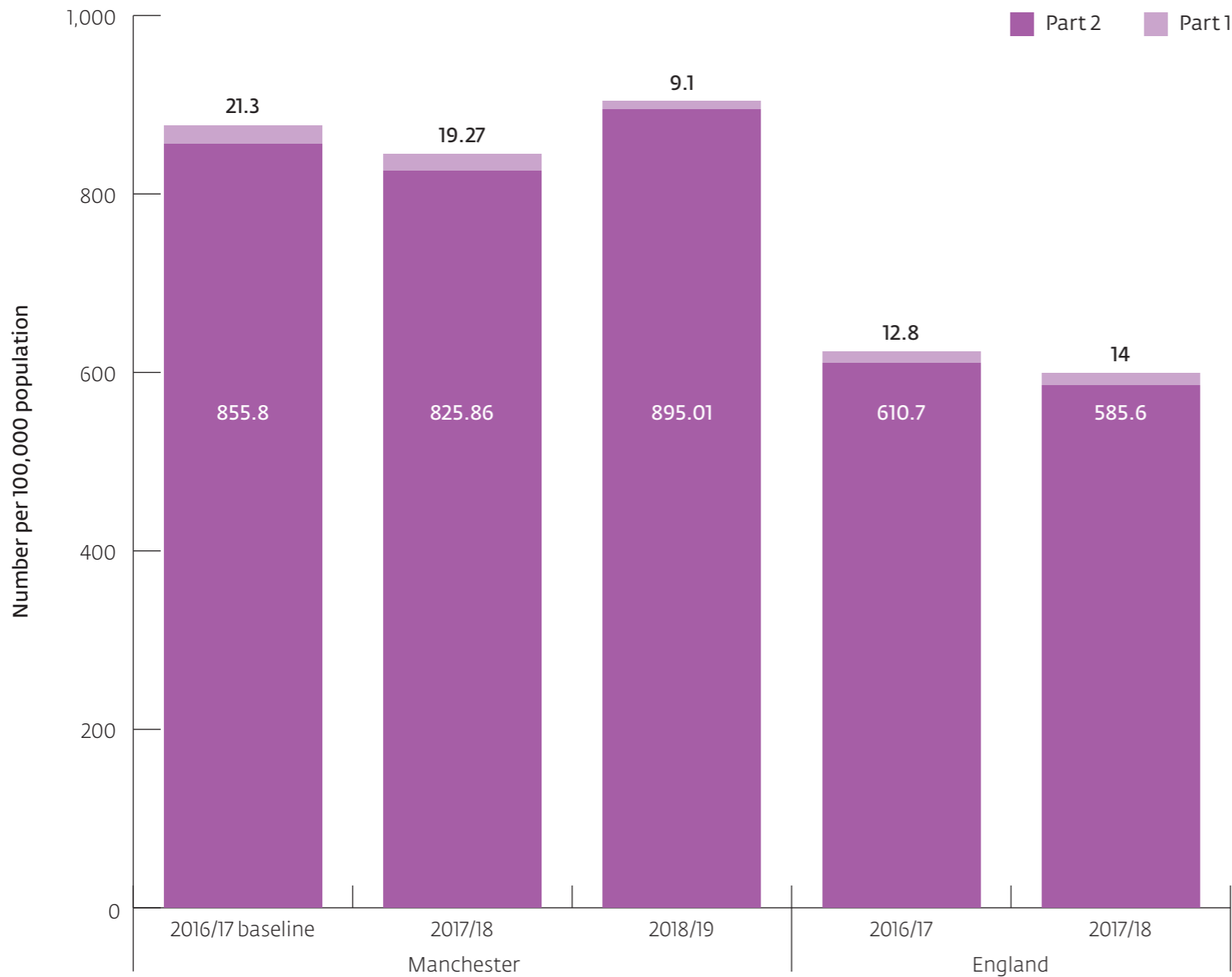
Some community-based health and social-care staff will be working collaboratively within MLCO, with other community-based staff joining them over the next few years. Getting the health and social-care basics right is crucial to our city's success. It has an impact on every one of the Our Manchester goals we're all working towards for 2025.

Supporting older people to live independently for longer

New admissions to local authority-supported permanent residential/nursing care

Figure 4.10 shows that the rate of those aged 18–64 admitted to permanent residential/nursing care was 9.10 per 100,000 in 2018/19; this is a significant decrease from the 2016/17 baseline of 21.30 per 100,000. The rate of those aged 65 and over admitted to permanent residential/nursing care was 895.01 per 100,000 in 2018/19; this is an increase from the 2016/17 baseline of 855.80 per 100,000.

Figure 4.10: Long-term support needs of younger adults (aged 18–64) (part 1) and older adults (aged 65+) (part 2) met by admission to residential and nursing care homes, per 100,000 population



Source: ASCOF (2A parts 1 and 2), Department of Health, Adult Social Care Outcomes Framework 2018/19. England 2018/19 figures not published until October 2019

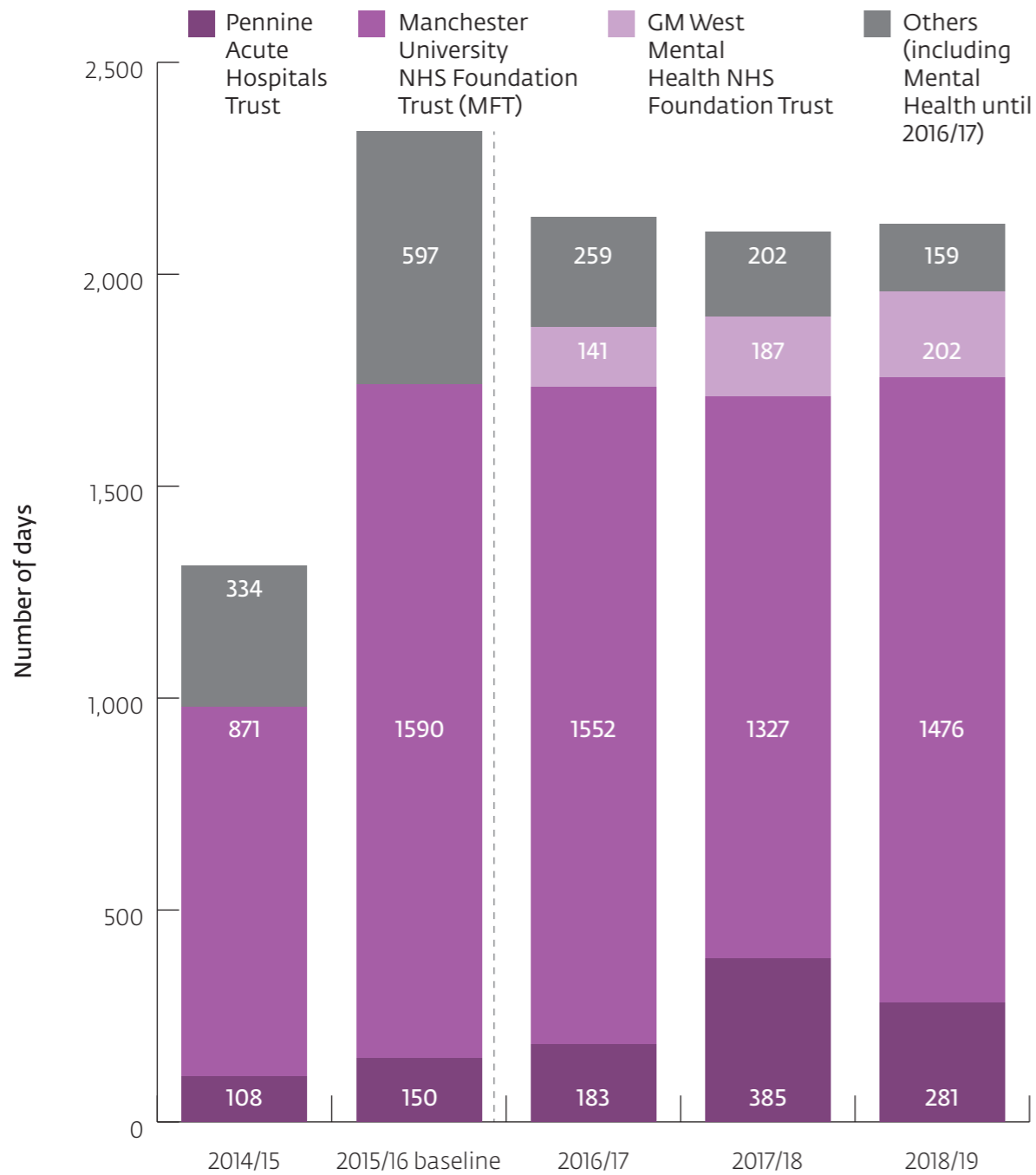
Delayed transfers of care

During the latter part of the financial year 2017/18, significant efforts were made to achieve the citywide target of no more than 3.3% of people experiencing a delayed transfer of care across the three hospital sites.

Figures from Thursday 28 March 2019 show that 5% of people experienced a delayed transfer of care at Central Manchester University Hospitals (central), compared to 3.2% at North Manchester General Hospital (north) and 3.3% at University Hospital South Manchester (south).

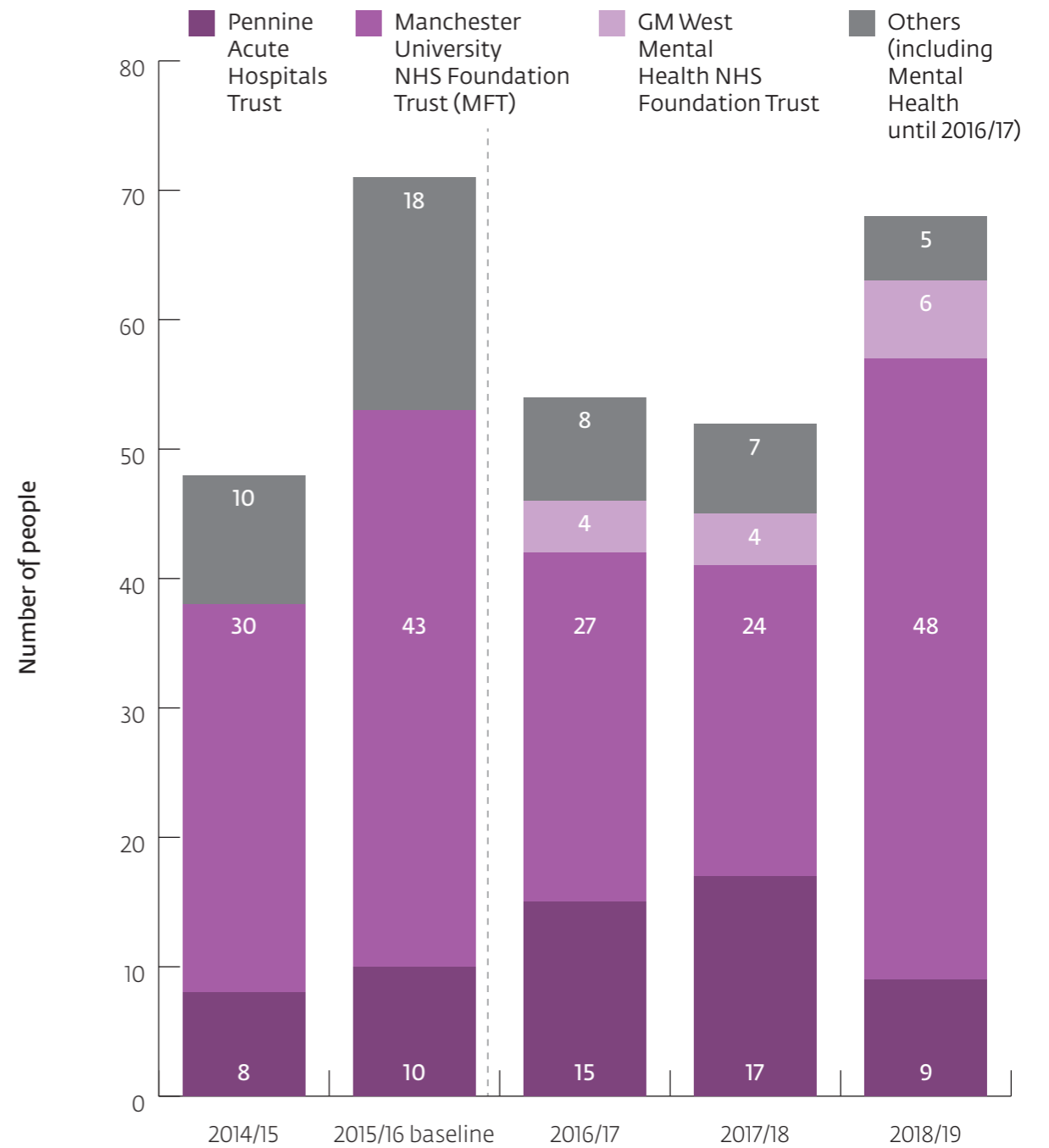
Figures 4.11 and 4.12 show that both the number of people delayed and the number of days delayed have risen slightly. On Thursday 28 March 2019, a total of 68 people were delayed for a total of 2,118 days between them.

Figure 4.11:
Delayed transfers of care (acute and non-acute delays):
number of days delayed on Thursday 28 March 2019



Source: UNIFY2, NHS England

Figure 4.12:
Delayed transfers of care (acute and non-acute delays):
number of people delayed on Thursday 28 March 2019

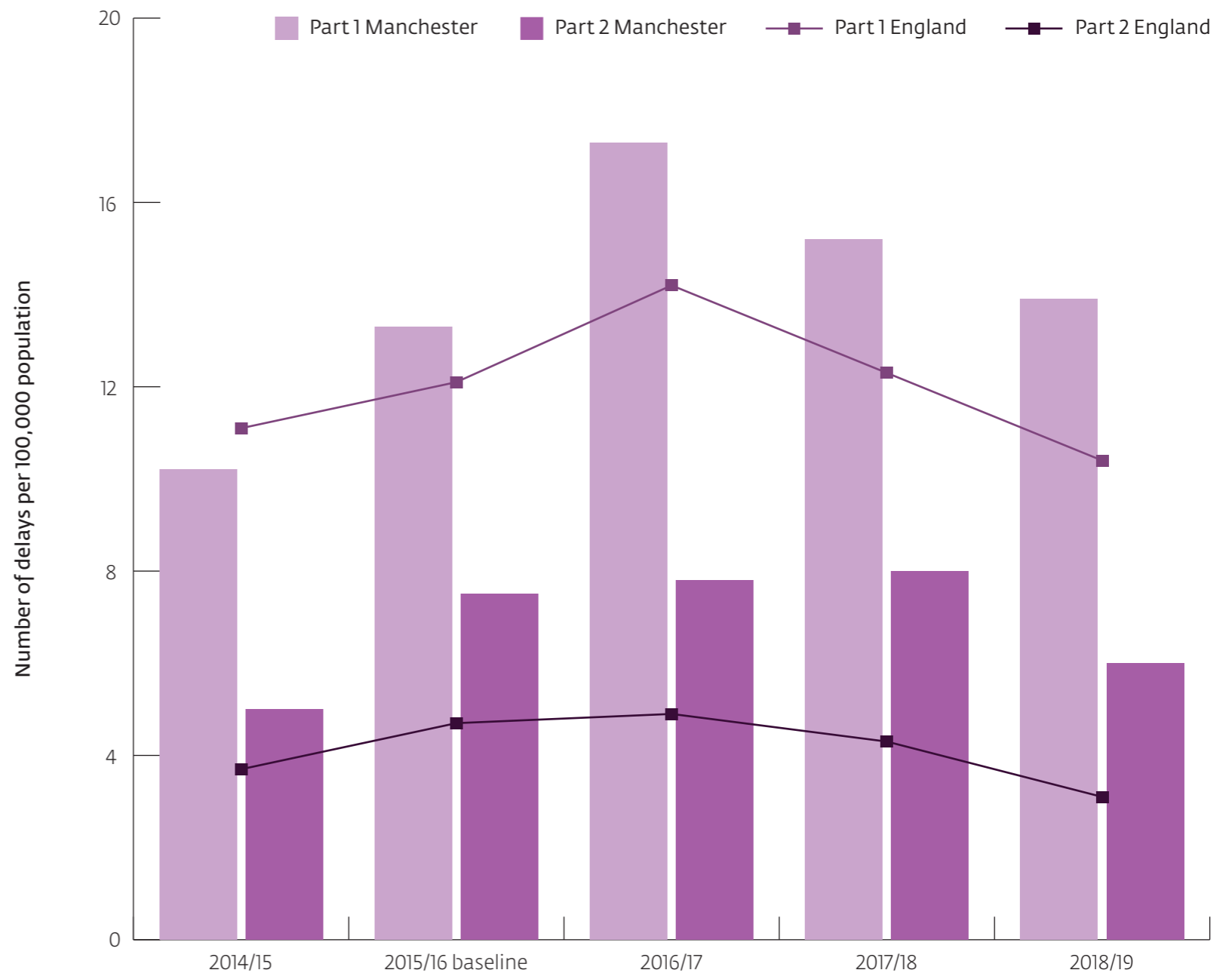


Source: UNIFY2, NHS England

The number of delayed transfers of care (for those aged 18 and over), based on the average of 12 monthly snapshots on the last Thursday of each month (part 1), has decreased over the past two years. In Manchester, the number of delayed transfers of care fell from 17.3 per 100,000 in 2016/17 to 13.9 per 100,000 in 2018/19 (Figure 4.13).

The average number of delayed transfers of care (for those aged 18 and over) attributable to social care or jointly to social care and the NHS, based on the average of 12 monthly snapshots on the last Thursday of each month (part 2), has also fallen over the past two years – from 7.8 per 100,000 in 2016/17, to 6.0 per 100,000 in 2018/19 (Figure 4.13).

Figure 4.13: Delayed transfers of care from hospital (part 1), and those attributable to adult social care (part 2) per 100,000 population



Source: NHS England

Achieving timely safe and effective discharges requires effective partnership working across the whole health and social-care system, including ward, community and hospital discharge teams. For patients with multiple health and social-care needs this can be challenging, due to the numbers of professionals and organisations required to be involved in decision-making regarding future care. In addition, it is essential that citizens and their families are fully involved in the process and any decisions made regarding future care and actions required.

There is a continued effort to reduce delayed transfers of care, and work is under way to develop an integrated discharge team in the south of the city that will focus on a discharge-to-assess model, with Adult Social Care being a strong partner within the team. In addition, Adult Social Care's commitment to supporting people to return home safely has led to the creation of several apartments across the city to support people to get home safely, and with reduced dependence upon residential settings/care.

Improving health outcomes

In March 2018, the Manchester Health and Wellbeing Board and Manchester Health and Care Commissioning (MHCC) Board approved the **Manchester Population Health Plan (2018–2027)** – a long-term plan to tackle Manchester's entrenched health inequalities. Five priority areas for action have been identified to be delivered over the lifetime of the plan. These are:

- Improving outcomes in the first 1,000 days of a child's life
- Strengthening the positive impact of work on health
- Supporting people, households and communities to be socially connected, and making changes that matter to them
- Creating an age-friendly city that promotes good health and wellbeing for people in middle and later life
- Taking action on preventable early deaths.

The Plan is now the overarching health and wellbeing strategy for the city, under the governance of the Health and Wellbeing Board, and reflects the ambition of the Our Manchester Strategy. It aims to build on the successes and achievements of the past 20 years, while recognising that the population health challenges facing Manchester are considerable. The establishment of Manchester Health and Care Commissioning (MHCC), the Manchester Local Care Organisation (MLCO), and the Single Hospital Service (SHS) offers a real opportunity to break the cycle of health inequalities in Manchester and deliver prevention programmes at scale.

In the past year, good progress has been made in a number of areas. Manchester saw small (but not statistically significant) increases in life expectancy at birth for both men and women, as well as increases in Healthy Life Expectancy. The rate of alcohol-related admissions has fallen, and the proportion of cancers in Manchester diagnosed early has increased. Reducing the under-18 conception rate continues to be a success story, as the number of under-18 conceptions in Manchester fell below 200 a year for the first time in 2017. There has also been a significant reduction in the rate of suicides and injuries of undetermined intent.

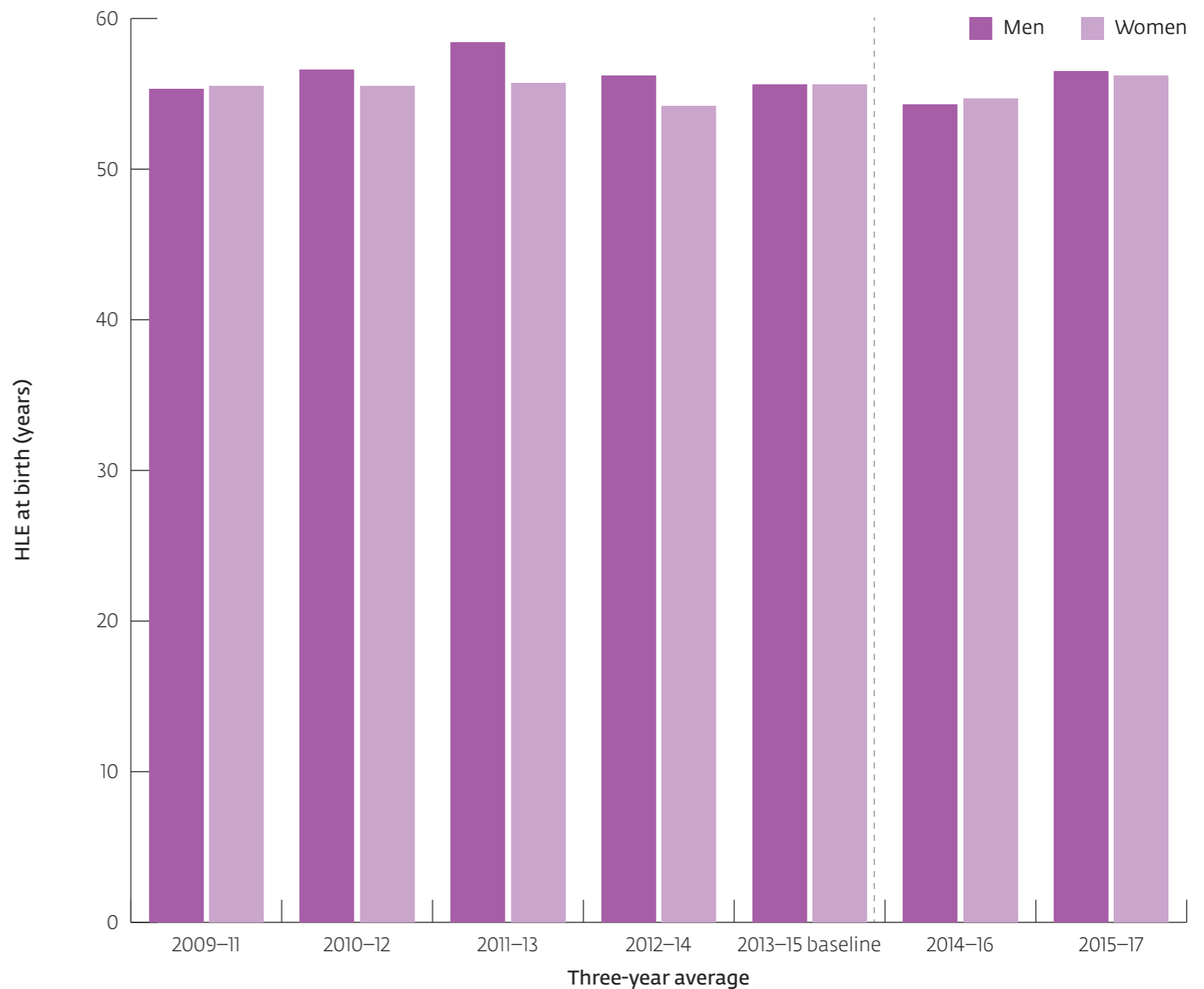
Despite these improvements, Manchester still has some of the worst health outcomes in the country. There are also significant inequalities within the city: in the most-deprived areas of Manchester, life expectancy is 8.1 years lower for men and 7 years lower for women than in the least-deprived areas.

Healthy life expectancy at birth (overarching indicator)

Healthy Life Expectancy (HLE) is a measure of the average number of years a person would expect to live in good health based on current mortality rates and the prevalence of self-reported good health. Estimates of healthy life expectancy are calculated using health-state prevalence data from the Annual Population Survey (APS), combined with mortality data and mid-year population estimates for each period (eg. 2015 to 2017).

The Office of National Statistics (ONS) has recently revised its estimates of healthy life expectancy using a new method; this is designed to address the current weakness of small sample sizes producing somewhat erratic health-state prevalence estimates across the age distribution in areas with smaller populations. The figures in this report may therefore differ from those cited in previous years.

Figure 4.14: Healthy life expectancy at birth, 2009–11 to 2015–17



Source: Office for National Statistics © Crown Copyright 2018

Historical trends show that the improvements in healthy life expectancy (HLE) at birth seen in the early part of this decade had started to level off and fall slightly, particularly among men.

However, according to the latest published data (for 2015–17) in Figure 4.14, HLE at birth in Manchester increased for both men and women compared with the previous three-year period (2014–16). In men, the average number of years a person would expect to live in good health has increased from 54.3 years to 56.5 years, and in women it has increased from 54.7 years to 56.2 years. This represents a statistically significant increase of 2.2 years for men and a small but not statistically significant increase of 1.5 years for women. This compares to an increase of 0.1 for men and no change for women in England (HLE of 63.4 and 63.8 years respectively).

The increase in HLE for men in Manchester is greater than that for women, which means that men can now expect to live longer in good health than women.

Improving outcomes in the first 1,000 days of a child's life

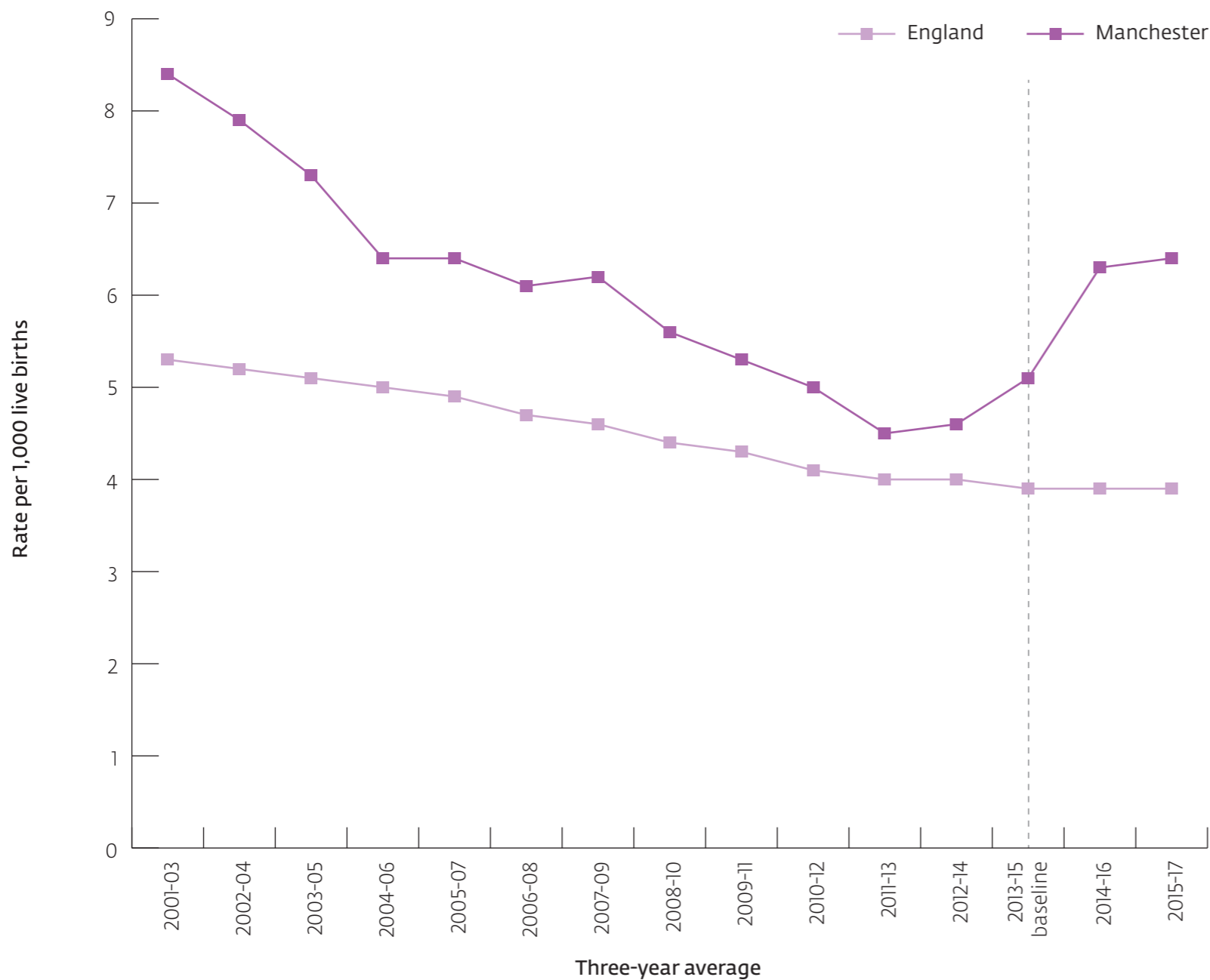
Infant deaths

Infant deaths (ie. deaths of children aged under one year of age) are an indicator of the general health of the entire population. They reflect the relationship between causes of infant mortality and other determinants of population health, such as economic, social and environmental conditions. Deaths during the first 28 days of life (the neonatal period) are considered to reflect the health and care of both mother and new-born child.

The infant mortality rate in Manchester has fallen substantially since the early 1990s. Between 1999–2001 and 2014–16, the rate fell by 32%. This is partly due to general improvements in healthcare, combined with specific improvements in midwifery and neonatal intensive care. However, in more recent years, the infant mortality has shown a worrying increase (although it still remains low in historical terms). Between the periods of 2011–13 and 2014–16, the infant mortality rate rose by 39%, despite the fact that the total number of live births in the city has remained relatively stable.

In that context, it is encouraging to note that the latest published data for 2015–17 shows some slowing of the rate of increase in the infant mortality rate for the city (Figure 4.15). Between 2013–15 and 2014–16, the infant mortality rate increased by 23.5%. Between 2014–16 and 2015–17, the rate of increase was just 1.6%.

Figure 4.15:
 Infant mortality (number of infant deaths under one year of age per 1,000 live births)



Source: Office for National Statistics © Crown Copyright 2018

Reducing infant mortality is a complex picture of interrelated factors. Some of these factors are modifiable risks, such as maternal smoking, obesity in pregnancy, and parental/household smoking; others act as protective barriers that prevent infant deaths, including flu vaccination for pregnant women, breastfeeding and safe-sleeping practices (such as putting babies to sleep on their backs in a separate cot or Moses basket in the same room as parents).

In order to try to reverse the infant mortality trends in Manchester and ensure that those who experience baby loss get the support they need, a new multi-agency **Reducing Infant Mortality Strategy** has been launched. The strategy spans five years (2019–2024), allowing time for long-term outcomes to be realised. The implementation of the strategy will be overseen by a steering group that includes key partners with a role to play in the delivery of the strategy; they influence others, such as maternity services, health-visiting services, strategic housing, Early Help, early years, the Child Death Overview Panel (CDOP), safeguarding, and the voluntary and community sector.

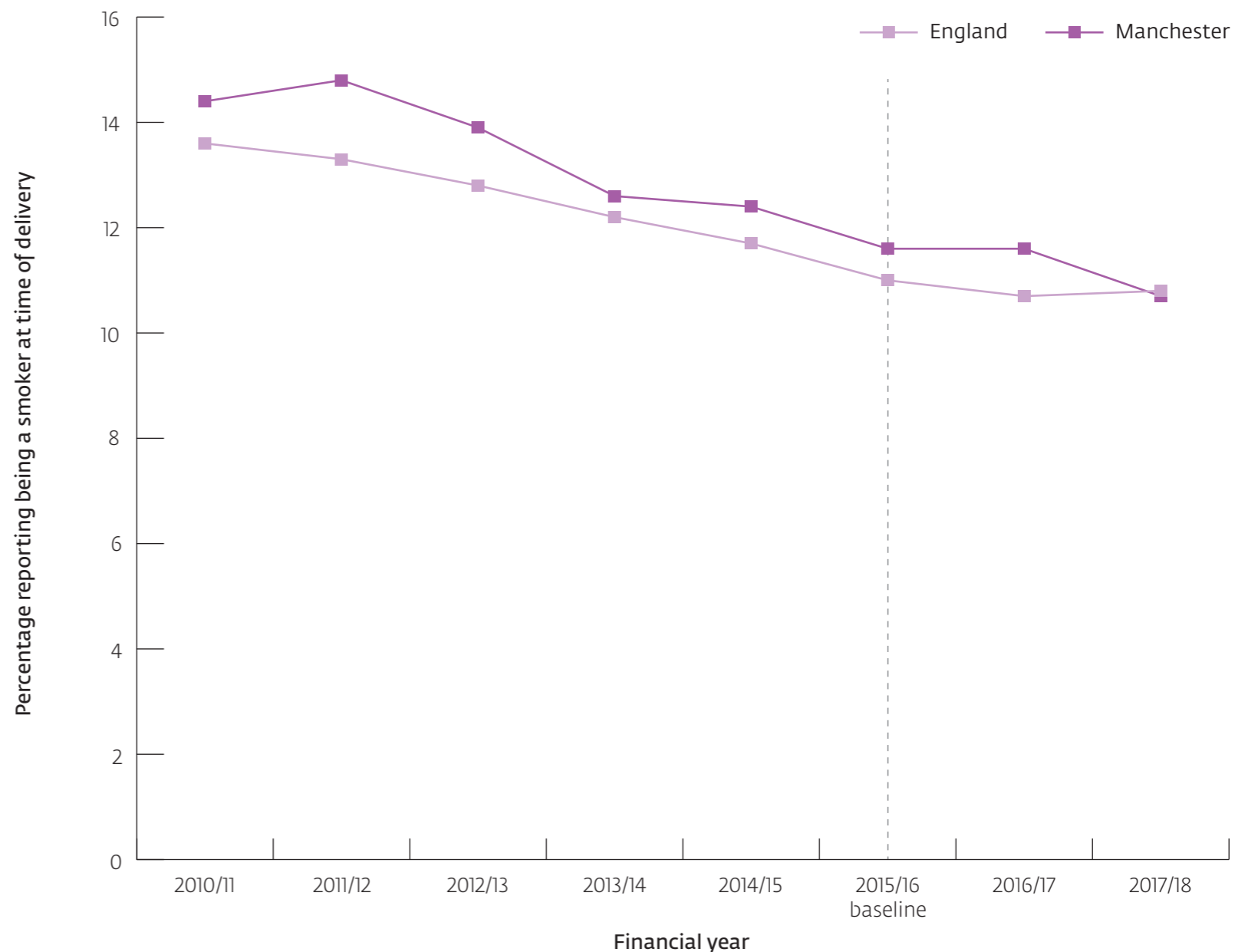
The strategy is a clear indication of the collective commitment of organisations in the city to ensure that the recent rise in infant mortality is reversed. By co-ordinating efforts across the city, we are confident that we can start to see a downward trend once again.

Smoking in pregnancy

Smoking during pregnancy can cause serious health problems for the mother and baby, including complications during pregnancy and labour. Smoking during pregnancy carries an increased risk of miscarriage, premature birth, stillbirth, low birth weight, and sudden unexpected death in infancy.

In 2017/18, 10.7% of mothers in Manchester reported that they were a smoker at the time their baby was delivered, compared with 10.8% of mothers across England as a whole. The percentage of mothers smoking at the time of delivery in Manchester has fallen from a peak of 14.8% in 2011/12, and the local rate is now on a par with the England average (Figure 4.16).

Figure 4.16: Smoking status at time of delivery (percentage of women who reported being a smoker at the time of delivery)



Source: NHS Digital © Copyright 2018

A Smoking in Pregnancy Programme is currently running in north Manchester, through which all pregnant women are referred to the Be Well Stop Smoking Service. The programme is also running in central and south Manchester. A new Specialist Midwifery post has been funded alongside free nicotine replacement therapy (NRT) for all pregnant women who smoke in central and south Manchester. This approach has been co-designed by the Population Health and Wellbeing Team, GM and St Mary's Hospital, and is very innovative because all treatment is given within maternity services. The effectiveness of the programme and quit rates will be carefully monitored.

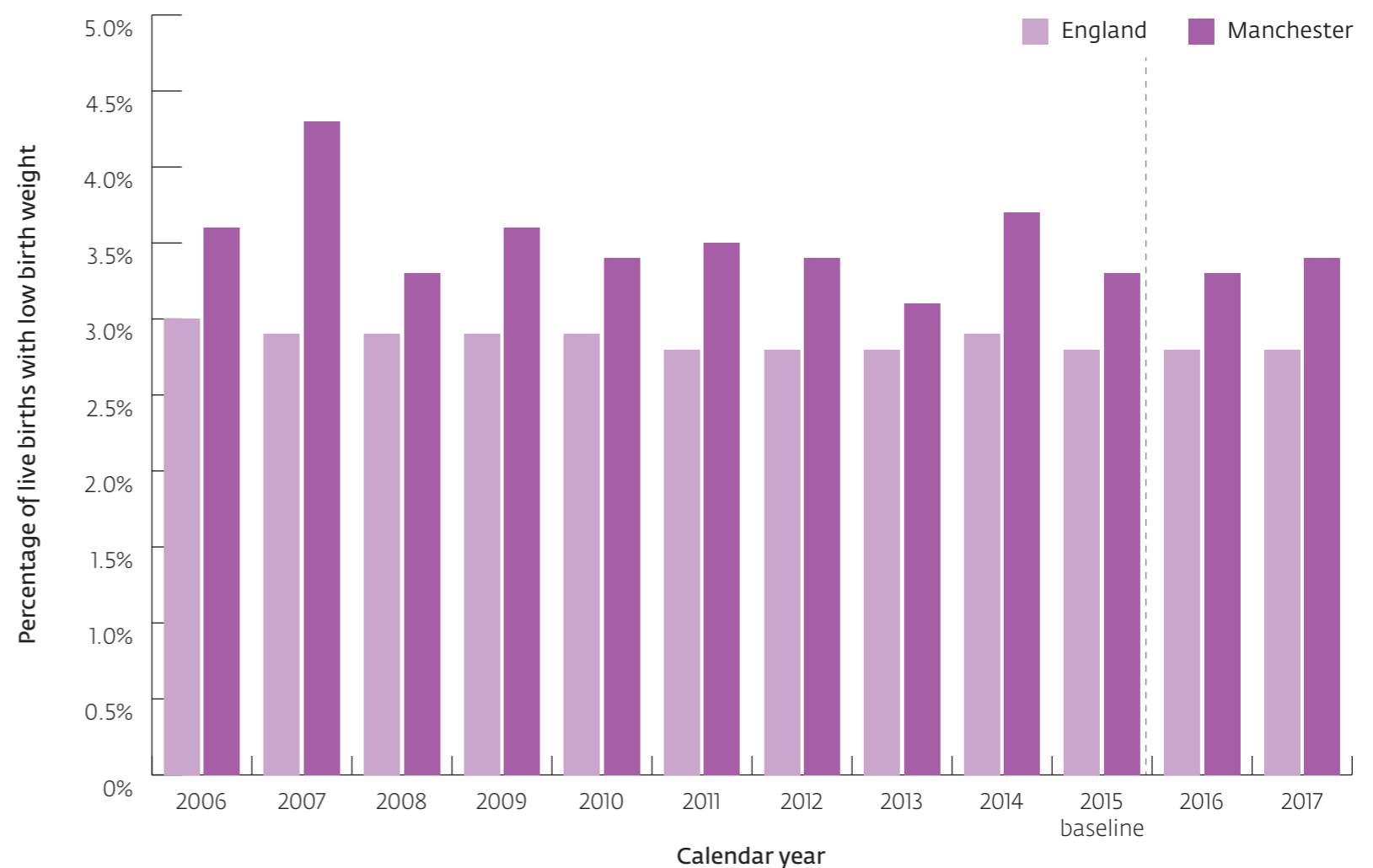
Low birth weight of term babies

Low birth weight increases the risk of childhood mortality and developmental problems for the child, and is also associated with poorer health in later life. A high proportion of low birth weight births could also indicate poor lifestyles among pregnant women and/or issues with the maternity services.

Figure 4.17 shows the proportion of babies born to term (ie. a gestational age of at least 37 complete weeks) with a recorded birth weight under 2,500g. Despite year-on-year variations, historical trends point towards

an overall reduction in the proportion of low weight births of term babies in Manchester, from a peak of 4.3% of term babies in 2007 to a figure of 3.4% in 2017.

Figure 4.17: Low birth weight of term babies (live births with a recorded birth weight under 2,500g and a gestational age of at least 37 complete weeks)



Source: Office for National Statistics © Crown Copyright 2018

Implementing the Reducing Infant Mortality Strategy should lead to a reduction in low birth weight babies through a focus on supporting the health and wellbeing of pregnant women, improving quality, safety and access to services, and addressing the wider determinants of health.

Hospital admissions for dental decay in young children (0–5 years)

Dental caries (tooth decay) results in destruction of the crowns of teeth and often leads to pain and infection. Tooth decay is more common in deprived communities, and the prevalence of decay is a good direct measure of dental health, as well as an indirect proxy measure of child health and diet.

This indicator measures the number of children aged 5 and under who are admitted to hospital as a result of tooth decay. No assumptions can be made about the method of anaesthesia provided for these procedures, but it is likely that the majority of episodes of treatment will involve a general anaesthetic. In order to produce more reliable figures, a three-year average is reported.

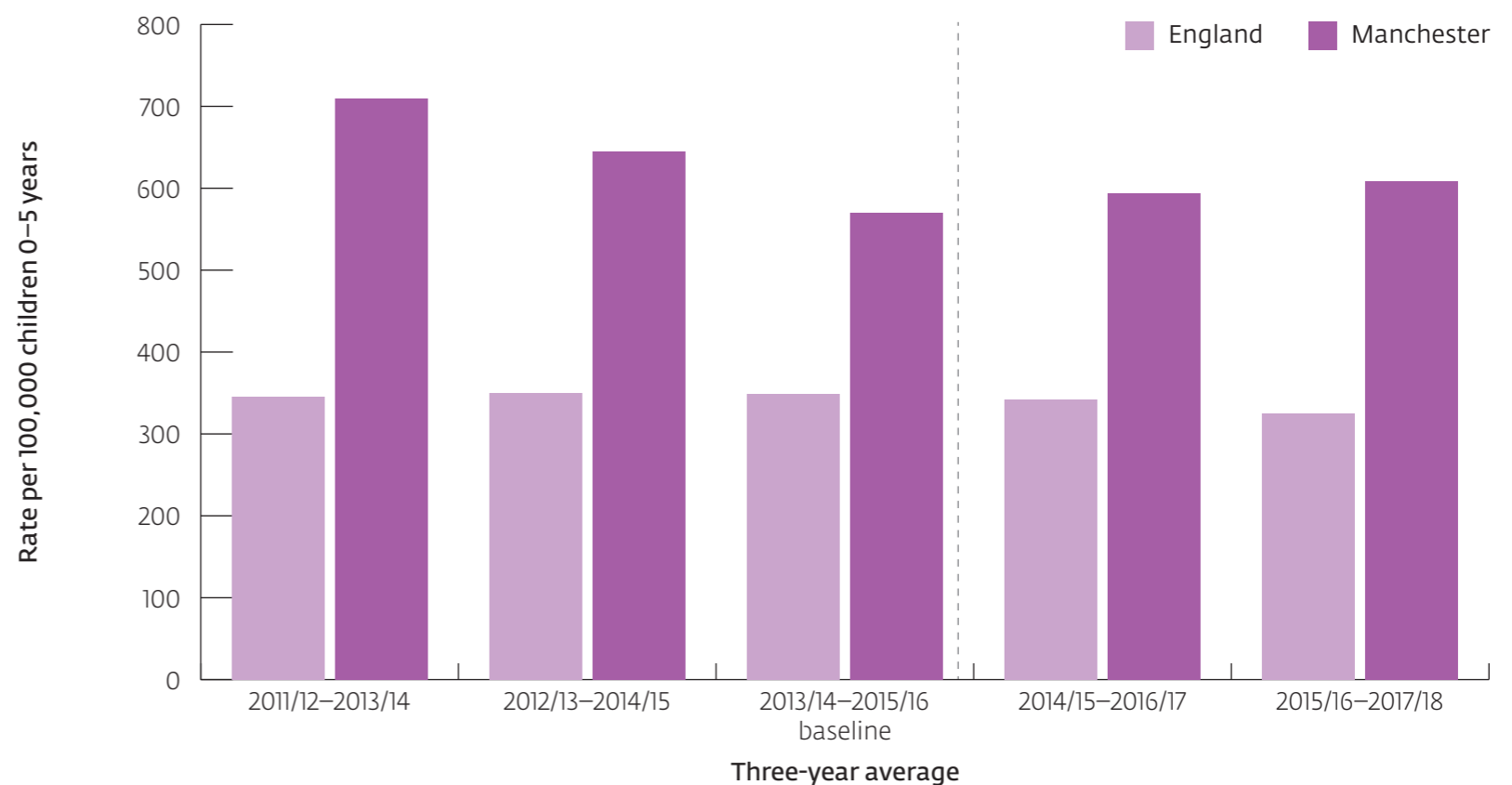
The national definition of this indicator has been expanded to include five-year-old children; the indicator is therefore not directly comparable with the figures included in previous reports, which focused on children aged 0–4 years only.

Figure 4.18 shows the rate of children aged 5 and under admitted to hospital for tooth decay in Manchester fell dramatically, from 709.3 per

100,000 in the three-year period 2010/11–2012/13, to 569.6 in the three-year period 2013/14–2015/16. However, the rate has increased over the past two data periods to 594.3 in 2014/15–2016/17 and 608.5 in 2015/16–2017/18. The average number of children admitted for this condition each year has increased from 259 to 282.

Figure 4.18:

Hospital admissions for dental caries in children aged 0–5 years



Source: Hospital Episode Statistics (HES). Copyright © 2019, Reused with the permission of the Health and Social Care Information Centre. All rights reserved.

It should be noted that this data may be an underestimate of the true number of hospital admissions for this procedure in young children, because in some instances the Community Dental Service may provide the extraction service in hospital premises. These episodes of treatment may not be included in the published figures.

The Oral Health Improvement Team (OHIT) provides and supports a range of interventions that aim to provide oral health education alongside the means to improve self-care behaviour for different groups in the population, with a primary focus on children under 11 years of age. The OHIT delivers oral health improvement interventions that target the most vulnerable groups of children in the city, including deprived communities, looked after children, children with special needs, and homeless families with children. Examples of this work include the daily supervised toothbrushing scheme (The Brush Bus) and the Buddy Practice Scheme, which aims to increase attendance among preschool children and their families by linking schools and primary care dental practices.

Other measures of the health of children and young people

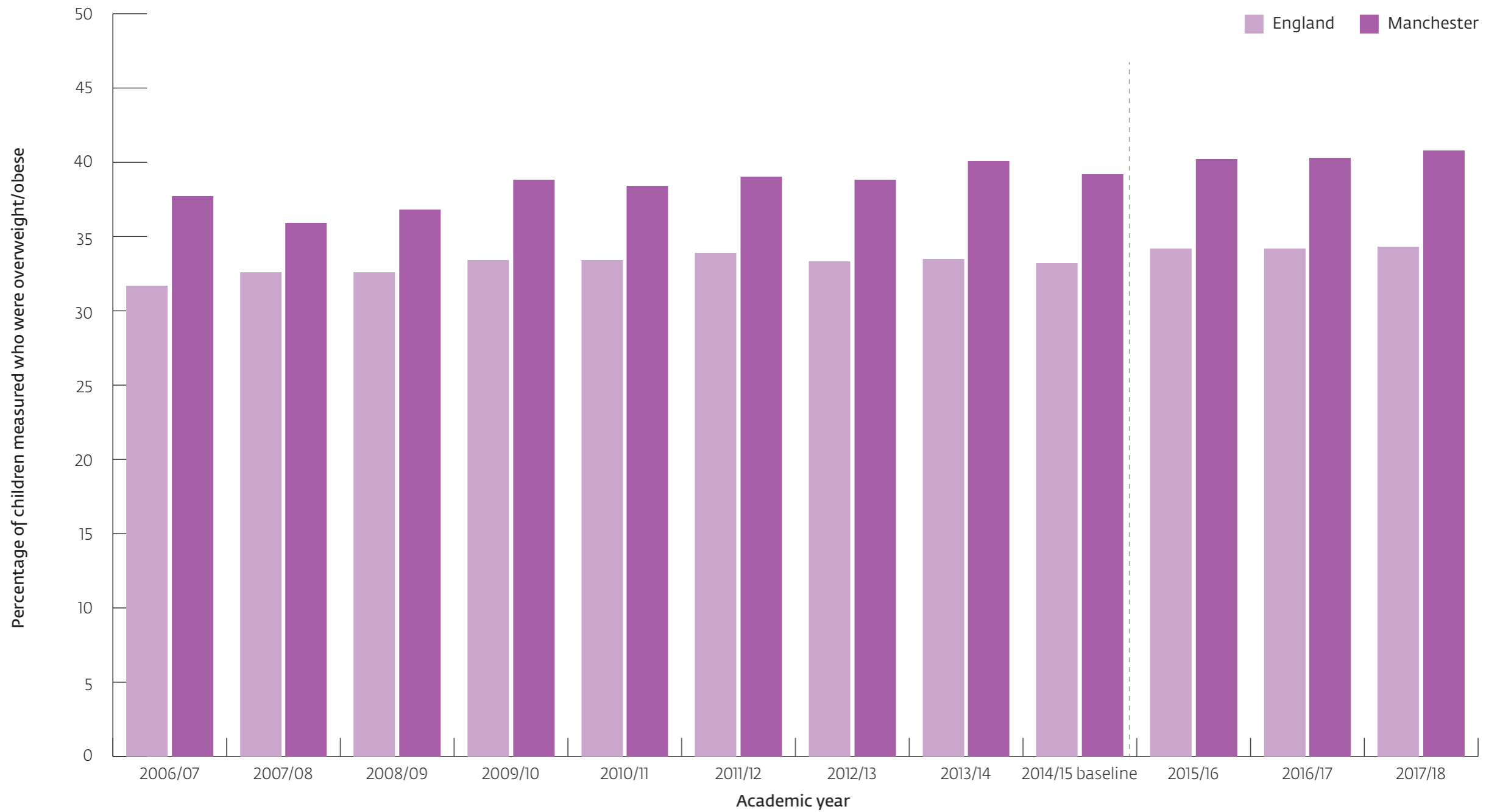
Excess weight in children at year 6 (10–11 years)

The health consequences of excess weight in childhood are significant and have implications for levels of overweight and obesity in adulthood.

This indicator measures the proportion of children in Year 6 (aged 10–11) classified as overweight or obese through the National Child Measurement Programme (NCMP). Children are classified as overweight or obese if their Body Mass Index (BMI) is on or above the 85th centile of the British 1990 growth reference (UK90) according to age and sex.

Data for the most recent year (2017/18) shows that the proportion of children in Year 6 classified as overweight or obese has increased very slightly since the previous year (from 40.3% to 40.8%). Figure 4.19 shows that the rate of overweight or obese children in Manchester has shown a slight increase each year since the 2014/15 baseline, and there is little evidence of any significant increase or decrease in this measure over the life of the NCMP. More positively, the data shows that the proportion of children who have been measured has increased, meaning that a greater number of overweight or obese children are being identified and referred to the appropriate services. This should mean that the risk of childhood obesity persisting into adulthood will reduce.

Figure 4.19:
Prevalence of overweight (including obesity) among children in Year 6



Source: NHS Digital, National Child Measurement Programme

The Population Health and Wellbeing Team commissions a community-based, multicomponent lifestyle weight-management service, suitable for children aged 2–18 years and their family members or carers (regardless of their weight), in accordance with applicable guidelines. The intensive phase programme lasts for 12 weeks. Following completion of the intensive phase, all participants receive appropriate ongoing support for at least 12 months.

The commissioned weight-management service also provides National Child Measurement Programme (NCMP) feedback for parents/carers of overweight and obese children and young people in reception and Year 6. The weight-management service is required to proactively follow up these parents/carers to engage the family in a weight-management programme provided by the service.

Physical activity is also an integral element of reducing obesity and maintaining a healthy weight. The School Health Service implements a number of activities within school settings to keep children and young people active, including the Daily Mile Initiative, and the Physical Education, School Sport and Physical Activity (PESSPA) Plan, in partnership with Sport and Leisure (Manchester Active).

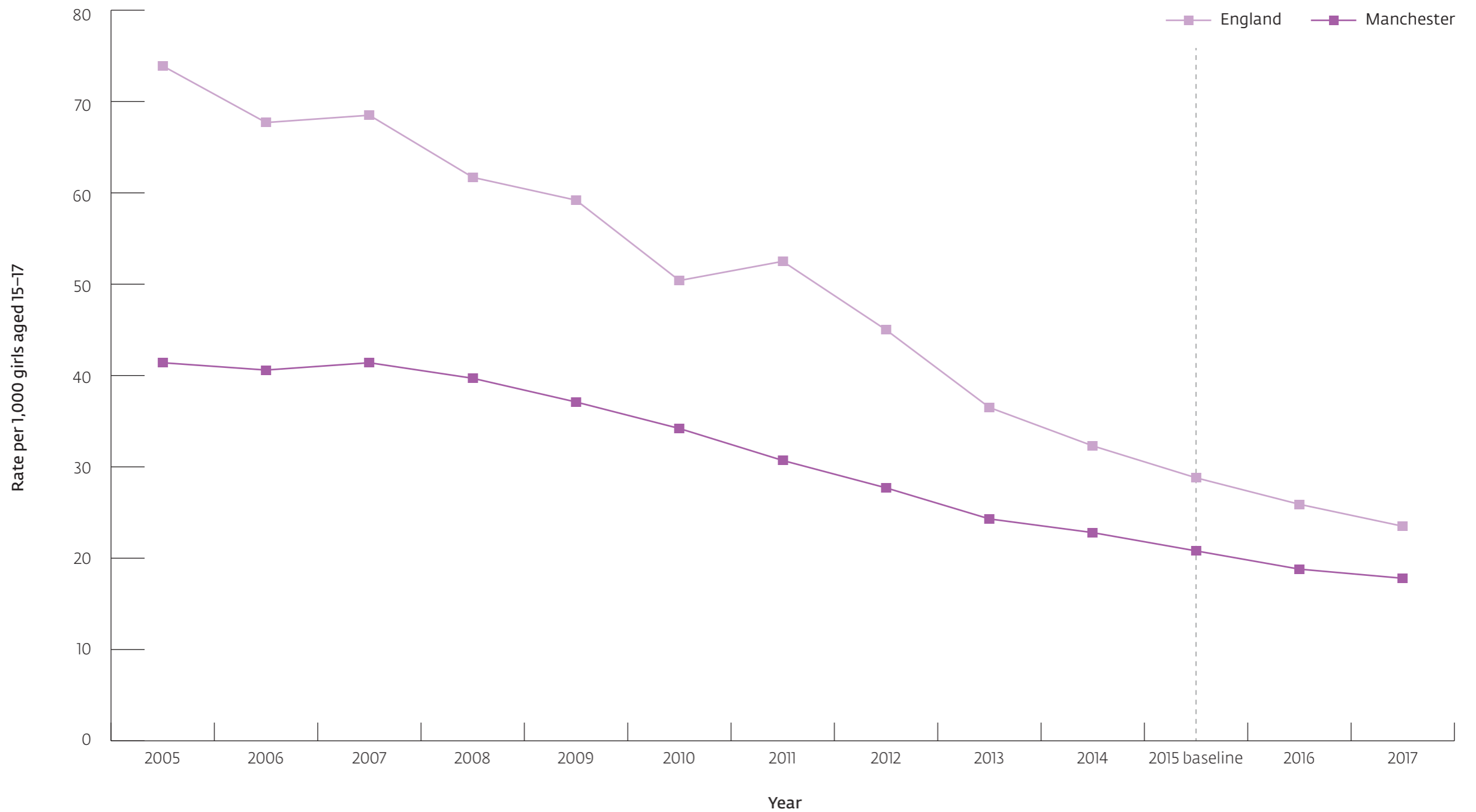
Under-18 conceptions

Most teenage pregnancies are unplanned, and while some young women find having a child when young can be a positive turning point in their lives, many more find that bringing up a child is extremely difficult. Unplanned teenage pregnancies often result in poor outcomes for both the parent and the child, in terms of the baby's health, the mother's emotional health and wellbeing, and the likelihood of both the parent and child living in long-term poverty.

Figure 4.20 shows that significant progress has been made in reducing the number and rate of under-18 conceptions in Manchester. The under-18 conception rate for Manchester has fallen from a peak of 73.9 per 1,000 in 2005 to 23.5 per 1,000 in 2017 (a reduction of 68%). However, this is still higher than the England rate of 17.8 per 1,000.

The number of under-18 conceptions fell from 591 in 2005 to 185 in 2017. This is the first time that the number of under-18 conceptions in Manchester has fallen below 200 a year.

Figure 4.20:
Under-18 conceptions (number of under-18 conceptions per 1,000 women aged 15–17 years)



Source: Office for National Statistics © Crown Copyright 2019

In line with the national trend, the proportion of under-18 conceptions ending in abortion has increased over the past decade, up from 40% in 2005 to 59% in 2017. In 2017, 109 under-18 conceptions ended in abortion and 76 resulted in a live birth.

Significant progress has been made in reducing both the number and rate of under-18 conceptions in Manchester. This has been achieved by strong local implementation of the long-term, evidence-based national Teenage Pregnancy Strategy, which was launched in 1999. The initial commitment to a ten-year strategy allowed for research and analysis to be undertaken that identified key factors for success. From the start, Manchester took a partnership approach to developing the Teenage Pregnancy Prevention work.

At the core of the work is a focus on ensuring consistent messages for young people across a range of different settings, alongside access to accurate advice and information and dedicated young people's services. This approach has had to adapt to changes across service areas and a changing demographic; it also now has to deal with emerging issues raised by young people themselves. Currently, activities are co-ordinated through the multi-agency Teenage Pregnancy Prevention and Support Programme.

Supporting people, households and communities to be socially connected, and making changes that matter to them

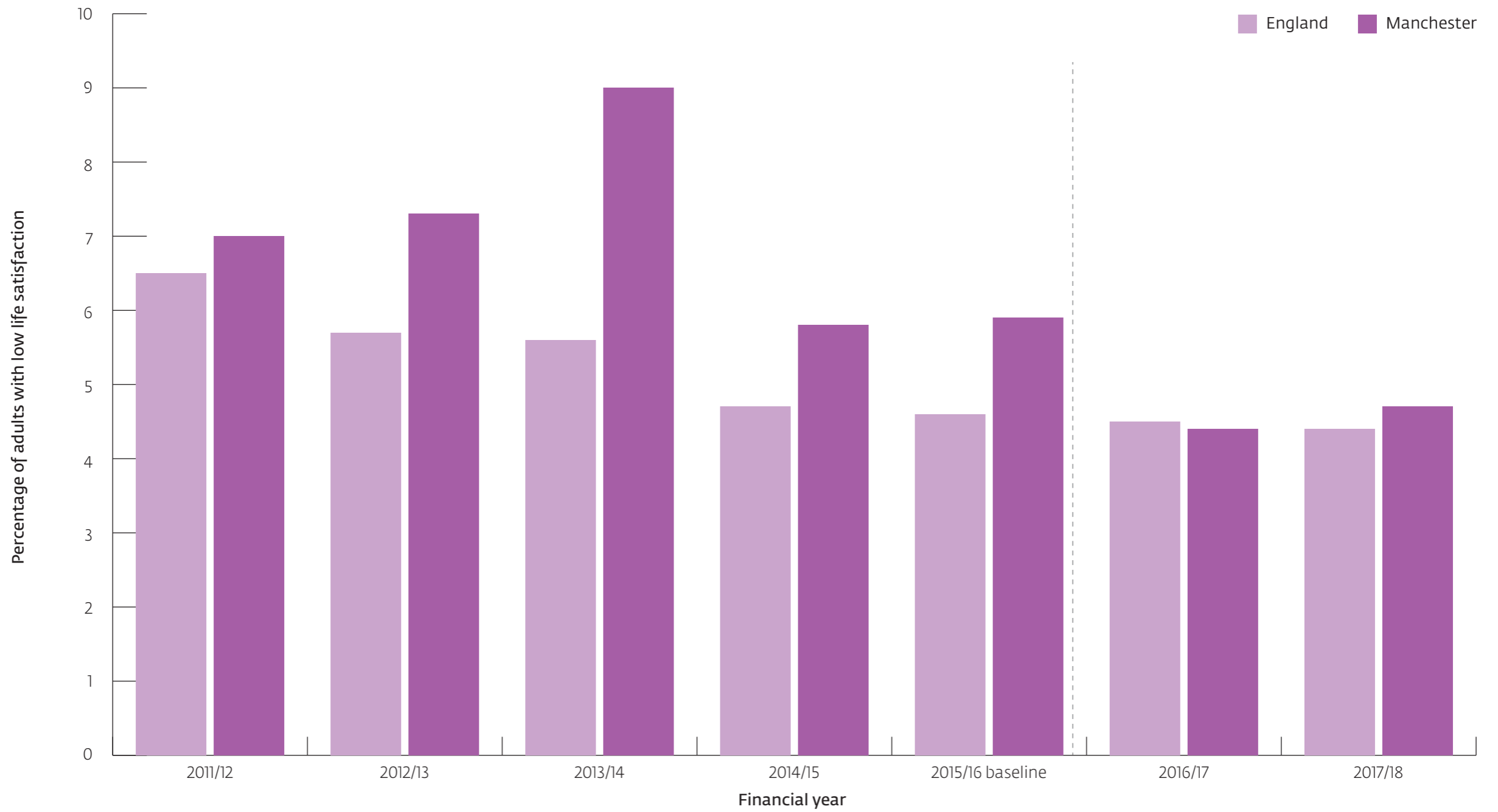
Self-reported wellbeing

People with higher wellbeing have lower rates of illness, recover more quickly (and for longer) and generally have better physical and mental health. Levels of individual/subjective wellbeing are measured by the ONS, based on four questions that are included on the Integrated Household Survey:

1. Overall, how satisfied are you with your life nowadays?
2. Overall, how happy did you feel yesterday?
3. Overall, how anxious did you feel yesterday?
4. Overall, to what extent do you feel the things you do in your life are worthwhile?

Figure 4.21 shows the percentage of adults aged 16 and over who rated their answer to the question 'Overall, how satisfied are you with your life nowadays?' as 0, 1, 2, 3 or 4 (on a scale between 0 and 10, where 0 is 'not at all satisfied' and 10 is 'completely satisfied'). These respondents are described as having the lowest levels of life satisfaction.

Figure 4.21:
Self-reported wellbeing (percentage of adults with a low life satisfaction score)



Source: Annual Population Survey, ONS © Crown Copyright 2019

Generally speaking, people in Manchester have lower-than-average levels of self-reported life satisfaction, although the gap between Manchester and England as a whole is comparatively small. In 2017/18, 4.7% of adults in Manchester had a low life satisfaction score, compared with 4.4% of adults across England as a whole. However, this comparison should be viewed with caution, as these figures are just an estimate based on data drawn from a survey with a relatively small sample size.

It is important to note that differences in people's wellbeing between areas should not be taken to directly indicate differences in people's views of their local area. This is because there are a number of factors – not just place – that influence personal wellbeing, eg. health, relationships and employment situation.

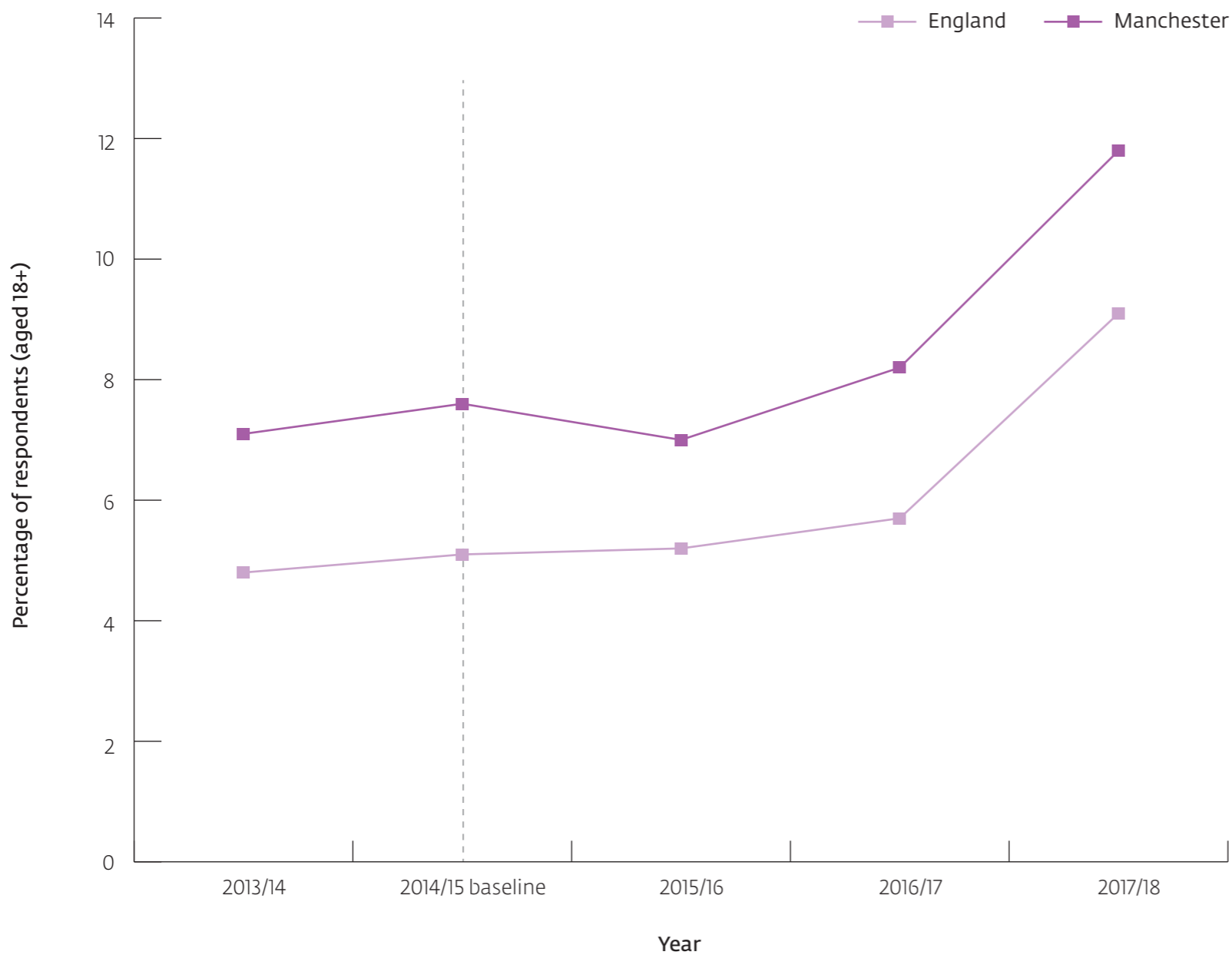
Long-term mental health problems in adults aged 18+ (GP Patient Survey)

The Adult Psychiatric Morbidity Survey 2014 identified that a significant proportion of people who have mental-health problems are not diagnosed. Knowledge of how many people state they have a long-term mental-health problem contributes to building up the local picture of prevalence. It may also highlight gaps between diagnosed and undiagnosed prevalence in a local area.

The GP Patient Survey is an independent survey run by Ipsos MORI on behalf of NHS England. The survey is sent out to over two million people across the UK. The survey asks patients about their experiences of their local GP practice and other local NHS services, and includes questions about a patient's general health. The chart below shows the percentage of all respondents to the question 'Which, if any, of the following medical conditions do you have?' who answered 'Long-term mental-health problem'. The survey did not go on to ask respondents about the nature of that long-term mental-health problem, so it is not possible to identify a specific mental-health condition or to describe the severity of the problem.

Figure 4.22 shows that in 2017/18, just under 12% of respondents in Manchester said they had a long-term mental-health problem compared with just over 9% of respondents across England as a whole. Survey respondents in Manchester were more likely than those in other parts of Greater Manchester to report that they had a long-term mental-health problem.

Figure 4.22:
Percentage of adults aged 18+ with a self-reported long-term mental-health problem



The percentage of respondents saying they had a long-term mental-health problem has increased in both Manchester and England as a whole, with a notable increase between the surveys conducted in 2016/17 and 2017/18. The reasons for this are unclear, and it is hard to tell at this point whether the increase reflects a genuine increase in the prevalence of long-term mental-health problems in the population, or a greater willingness of respondents to report that they have a long-term mental-health problem. It could also reflect a cultural shift in what people are willing to count as a long-term mental-health problem.

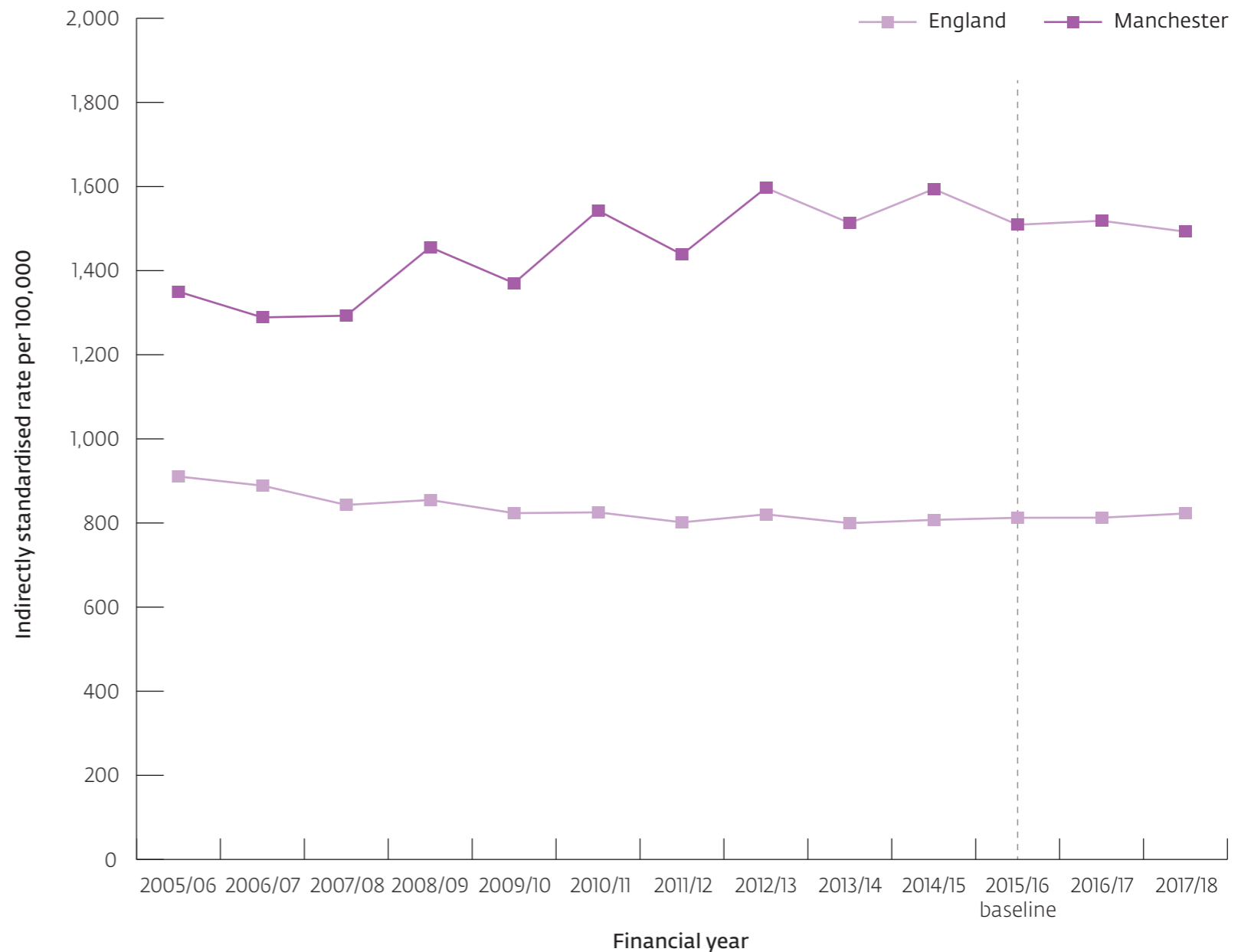
Source: Department of Health, GP patient survey

Unplanned hospitalisation for chronic ambulatory care sensitive conditions

Ambulatory care sensitive conditions are conditions where effective community care and case management can help prevent the need for hospital admission. An emergency admission for an ambulatory care sensitive condition is often a sign of the poor overall quality of primary and community care.

Figure 4.23 shows the rate of emergency admissions for ambulatory care sensitive conditions in Manchester has risen gradually over the past decade, rising from 1,350 per 100,000 in 2005/06, to 1,493 per 100,000 in 2017/18. However, the rate has steadied in recent years and has actually fallen from a peak of 1,597 per 100,000 in 2012/13.

Figure 4.23: Unplanned hospitalisation for chronic ambulatory care sensitive conditions – indirectly standardised rate (ISR) per 100,000 population

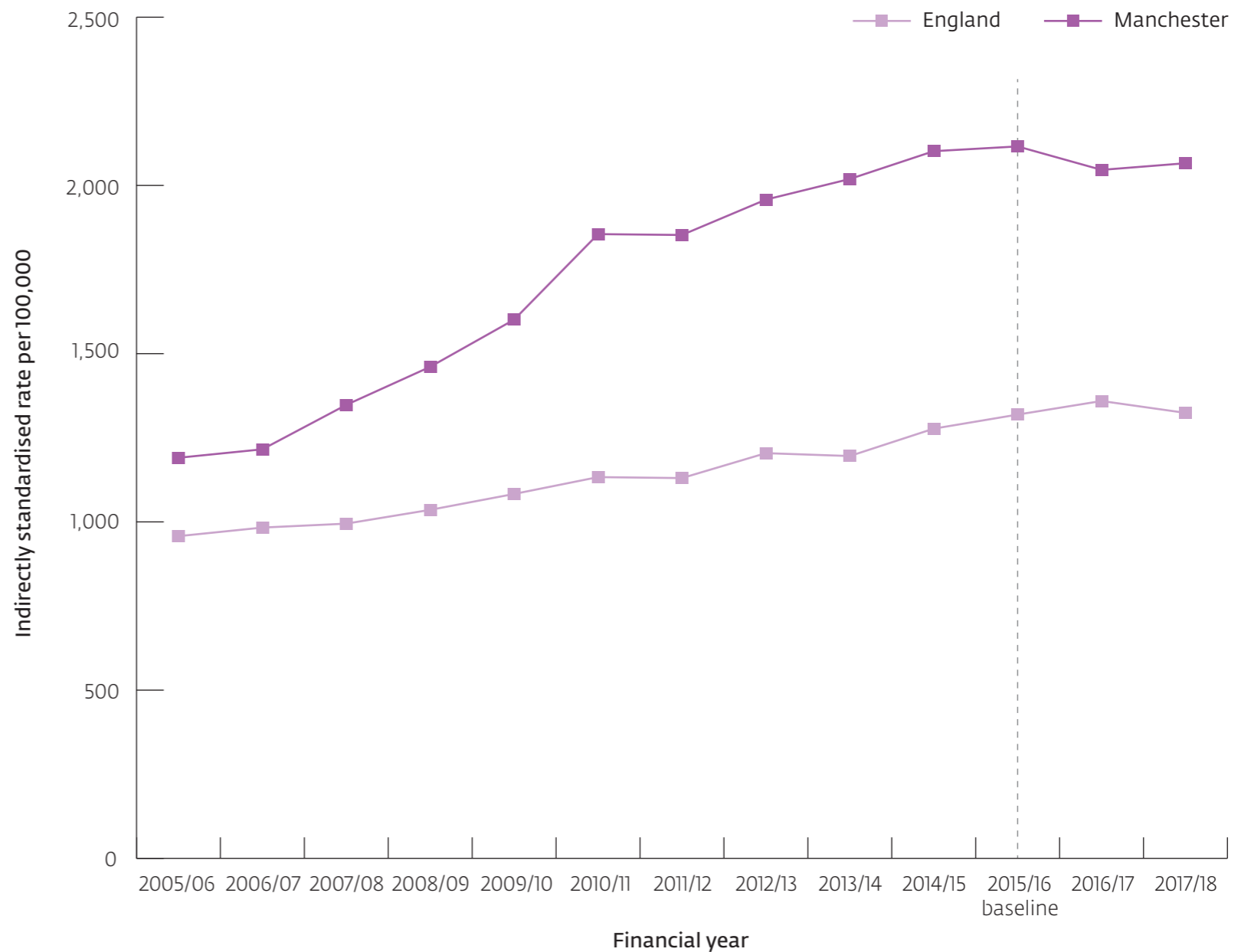


Source: Hospital Episode Statistics (HES), ONS mid-year population estimates, NHS Digital and Office for National Statistics © Crown Copyright 2019

Emergency admissions for acute conditions that should not usually require hospital admission include ear, nose and throat infections, kidney and urinary tract infections, as well as acute heart disease.

Figure 4.24 shows the rate of emergency admissions for acute conditions that should not usually require hospital admission in Manchester has almost doubled over the past decade, rising from 1,191 per 100,000 in 2005/06, to 2,066 per 100,000 in 2017/18. The rate of emergency admissions for these conditions across England as a whole has also increased, but at a lower rate than in Manchester, meaning that the gap between Manchester and the national average has widened.

Figure 4.24: Emergency admissions for acute conditions that should not usually require hospital admission – indirectly standardised rate (ISR) per 100,000 population



Source: Hospital Episode Statistics (HES), ONS mid-year population estimates, NHS Digital and Office for National Statistics © Crown Copyright 2019

Joining up the delivery of hospital and out-of-hospital services through the Manchester Local Care Organisation (MLCO) will have an impact on the rate of emergency admissions for both chronic ambulatory care sensitive conditions and acute conditions that should not usually require hospital admission. The development of new integrated models of care will help to keep people out of hospital and support them to live more independently. The MLCO model will help break down boundaries between different organisations. It will operate at a neighbourhood level and ensure that there is a smoother process for helping people in their homes when they are in recovery or dealing with long-term health issues.

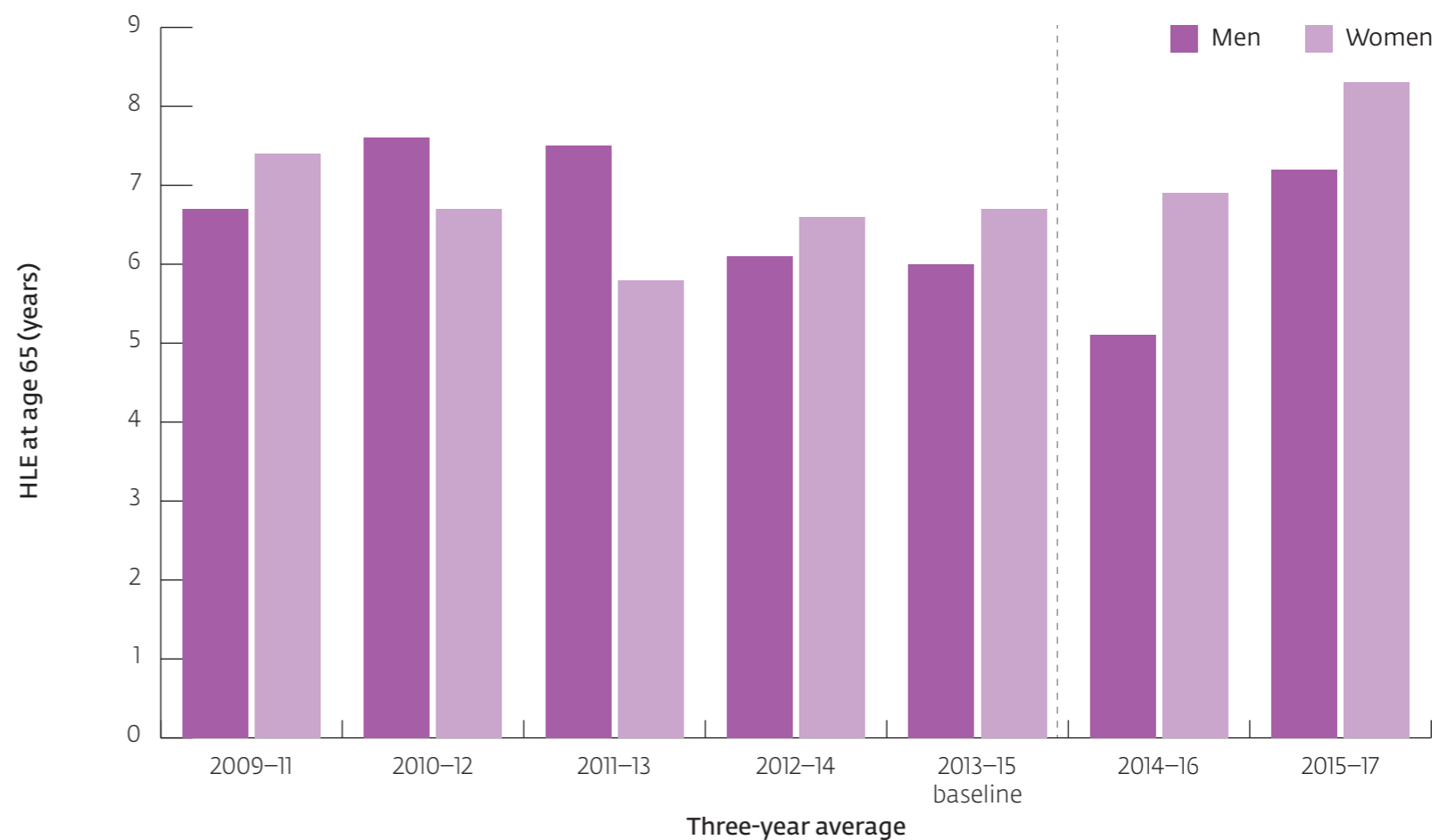
Creating an age-friendly city that promotes good health and wellbeing for people in middle and later life
 Healthy life expectancy at age 65

This is a parallel measure to the previously described indicator of healthy life expectancy at birth. It shows the estimated average number of years a man or woman aged 65 in Manchester would live in good general health if he or she experienced the same age-specific mortality rates and prevalence of good health among Manchester residents throughout the remainder of his or her life.

The latest data for the three-year period 2015–17 shown in Figure 4.25 shows a more positive position for both men and women. For women, healthy life expectancy at age 65 has increased from 6.9 years in the three-year period 2014–16, to 8.3 years in the three-year period 2015–17 –

an improvement of 1.5 years. For men, healthy life expectancy at age 65 has increased from 5.1 years in the three-year period 2014–16, to 7.2 years in the three-year period 2015–17 – an improvement of 2.1 years.

Figure 4.25:
 Healthy life expectancy at age 65: 2009–11 to 2015–17



Source: Office for National Statistics © Crown Copyright 2018

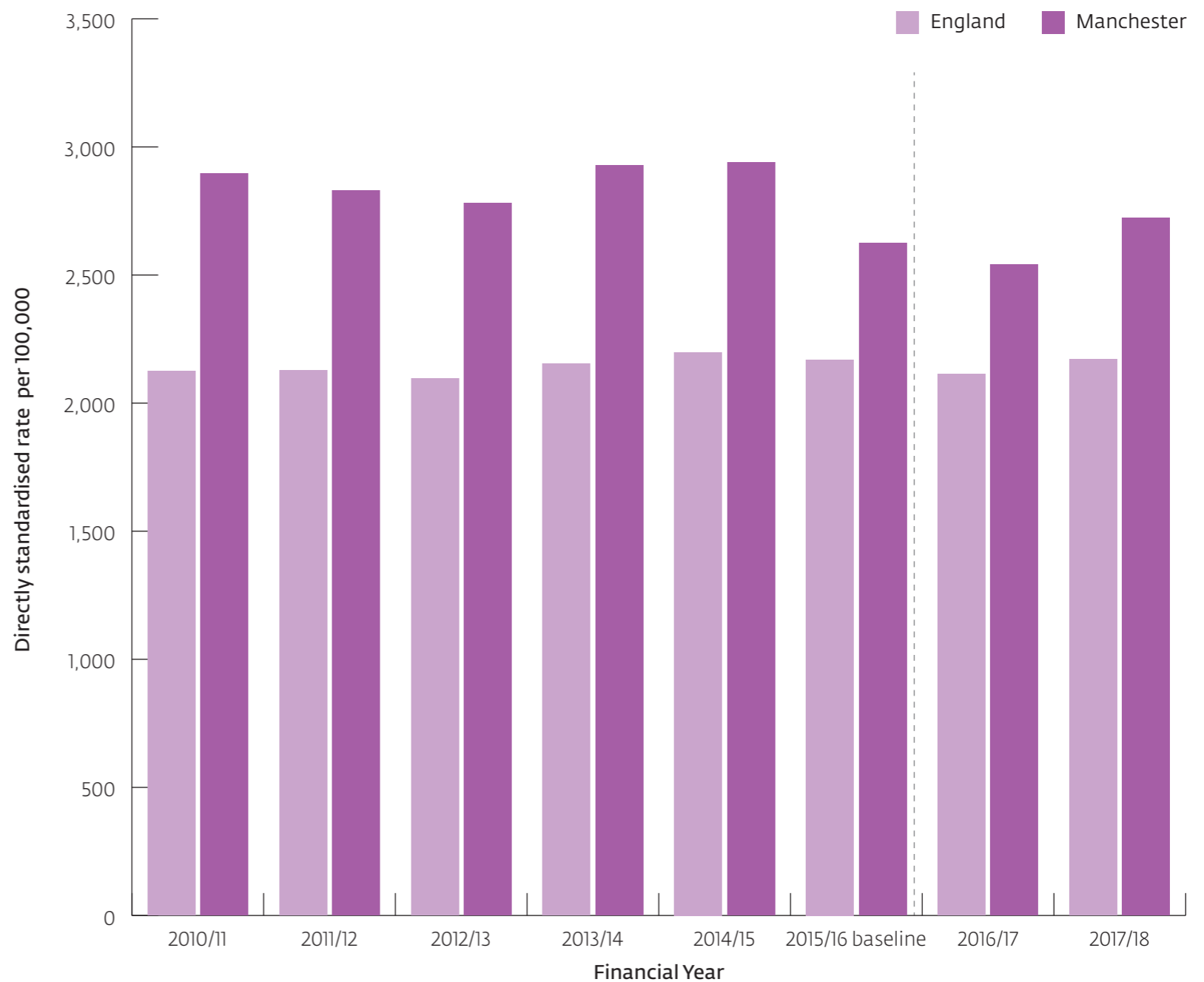
The reasons for this improvement are not clear. The fact that the increase in healthy life expectancy at age 65 marks a diversion from previous trends means that the improvement could be a statistical blip associated with a new method of calculating healthy life expectancy described at the beginning of this section. More work is needed to better understand the drivers behind this particular indicator.

Emergency hospital admissions for injuries due to falls in older people

Falls are the largest cause of emergency hospital admissions for older people and significantly impact on long-term outcomes. They are also a major precipitating factor in people moving from their own home to long-term nursing or residential care. The highest risk of falls is in those aged 65 and above.

Figure 4.26 shows that Manchester has a higher-than-average rate of emergency hospital admissions due to an unintentional fall in people aged 65 and over. In 2017/18, 1,358 people aged 65 and over in Manchester were admitted to hospital for a falls-related injury – a rate of 2,724 per 100,000 population. This is higher than the rate for the previous year (2,540 per 100,000) and is significantly higher than the rate for England as a whole (2,170 per 100,000 population).

Figure 4.26: Emergency hospital admissions for injuries due to falls in people aged 65 and over



Source: Hospital Episode Statistics (HES) – National Statistics. ONS mid-year population estimates (based on 2011 Census) – National Statistics. Copyright © 2019, Health and Social Care Information Centre.

Specialist Community Falls Prevention Services in Manchester conduct multifactorial risk assessments, signpost for interventions, and carry out falls-reduction interventions for a time-limited period. The services also give specialist falls advice and provide support for generic health and social-care teams in the community. There are established links with care-home providers and voluntary organisations.

A new Manchester Falls Collaborative was established in early 2019 with the aim of developing an improved system-wide approach to falls prevention. This focuses on early identification of those at risk of falls, and improved training and communication. The Collaborative is led by Manchester Foundation NHS Trust and is backed by a strong relationship with research institutions in the city. It is unique in that it links practitioners, researchers and commissioners with a common set of objectives and a shared action plan. Over time, it is expected that the Falls Collaborative will be able to shape future commissioning arrangements and improve system-wide service models.

Case Study: Slipper Exchange Falls Prevention Initiative

The Slipper Exchange Falls Prevention Initiative is being delivered by Southway Housing. It was launched in January 2019 with health partners, including the Community Therapy Team (comprising Falls Prevention), and the Health Development Co-ordinators. The aim of the project is to reduce falls, trips and slips in the home and reduce A&E attendance. It works on the premise that a major cause of falls within the home is badly fitting, worn-out, sloppy slippers.

The scheme is targeted at people aged 65 and over living in Burnage, Chorlton Park, Didsbury and Withington, and enables them to exchange their old slippers for a new and safer pair, free of charge. Funding for the project came from Adult Social Care, Age-Friendly Manchester, and Southway.

Slippers can be exchanged at community venues and sheltered schemes, or dropped off at residents' homes via Southway's tenancy support team. There have also been a number of community-based promotional events. At the time of writing (May 2019), over 300 pairs of slippers had been distributed. There are plans to extend the scheme into Wythenshawe in the future.

Taking action on preventable early deaths

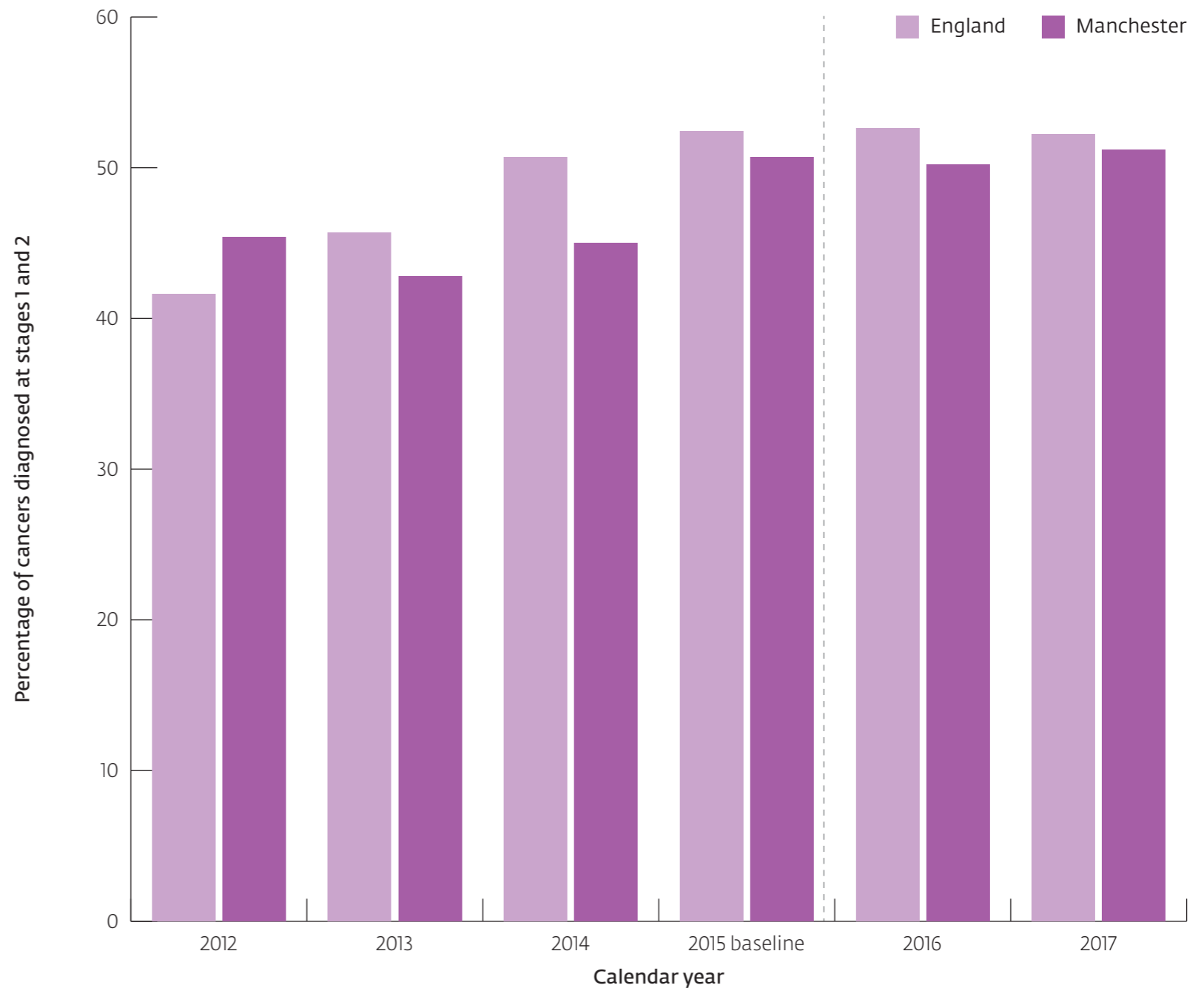
Proportion of cancers diagnosed at an early stage (experimental statistic)

Cancer is a major cause of death in Manchester. Nationally, more than one in three people will develop cancer at some point in their life. Diagnosis at an early stage of the cancer’s development (stages 1 and 2) leads to a dramatically improved chance of survival. Specific public-health interventions, such as screening programmes and information/ education campaigns, aim to improve rates of early diagnosis.

This indicator measures the number of new cases of cancer diagnosed at stages 1 and 2 as a proportion of all new cases of cancer diagnosed. Note that this indicator is labelled as experimental statistics because of the variation in data quality, and the indicator can be affected by variations in the completeness of staging information.

Figure 4.27 shows that in Manchester, just over half (51.2%) of new cases of cancer were diagnosed early at stages 1 and 2 in 2017. This represents a gradual improvement since 2012, when only 45.4% of new cases were diagnosed at this early stage.

Figure 4.27: Early diagnosis of cancer (proportion of cancers diagnosed at stages 1 and 2)



Source: National Cancer Registry, Public Health England, 2019 (experimental statistics)

Rates of early cancer diagnosis in Manchester are now much closer to the England average. The latest figure in Manchester (51.2%) compares with a figure of 57.7% in Waltham Forest (the best performing local authority) and an England average of 51.9%. The average for the most deprived decile (10%) of local authorities is 51% and is therefore on a par with the figure for Manchester.

There are more new diagnoses of throat and lung cancers made in Manchester each year than there are of any other type of cancer. The survival rate from these forms of cancer is also relatively poor. This is due, in part, to the late stage at which people present to health services. Improving the rate of early diagnosis for these forms of cancer will therefore have a significant impact on the overall rate of early diagnosis.

In 2016, the Manchester Cancer Improvement Partnership (MCIP) piloted a community-based lung health check service, with low-dose CT scanning for patients found to be at increased risk of developing lung cancer in the next six years. Over two screening rounds, 80% of patients diagnosed with lung cancer were found to be in the early stages of the disease, and 90% were suitable for curative treatment, dramatically increasing their chances of survival.

The North Manchester Lung Health Check Service (NMLHCS) was launched in April 2019, in response to the successful MCIP lung health check pilot. There are currently proposals in place to expand the North Manchester model across central and south Manchester localities.

Premature mortality from causes considered preventable

Preventable mortality is based on the idea that all or most deaths from a particular cause could potentially be avoided by public-health interventions in the broadest sense. This indicator reflects Manchester's commitment to reducing avoidable deaths through public-health policy and interventions, such as those contained in the Manchester Population Health Plan.

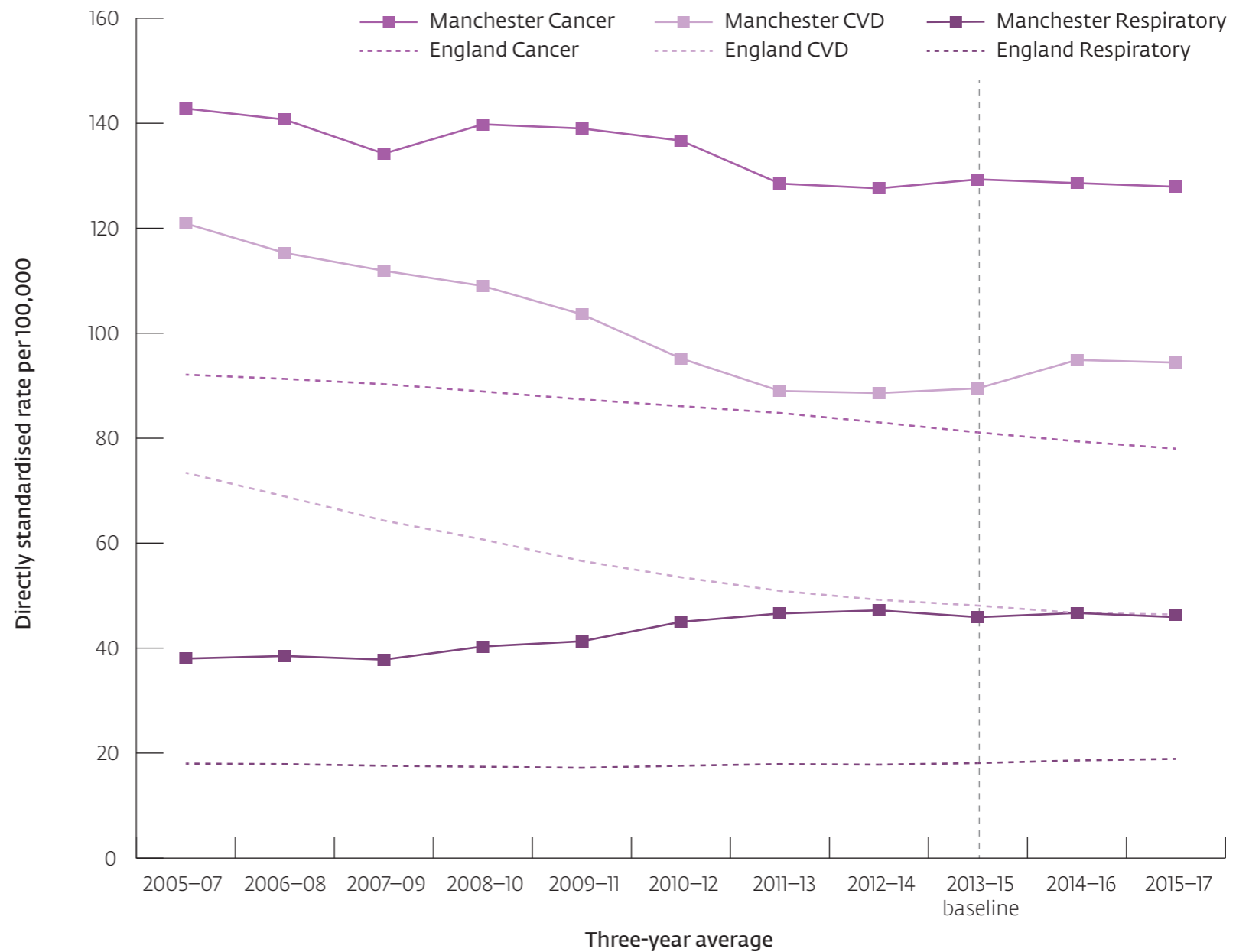
Cardiovascular disease (CVD), cancer and respiratory diseases are the major causes of death in people aged under 75 in Manchester. Research indicates that three lifestyle behaviours – tobacco use, unhealthy diet, and a sedentary lifestyle – increase the risk of developing these long-term conditions.

The rates of premature deaths from cardiovascular disease, cancer and respiratory disease in Manchester are all among the highest in England. Manchester is also the highest-ranked local authority for overall premature deaths from these diseases when compared with other similarly deprived areas, suggesting that deprivation alone is not the key factor in the high rates of premature deaths in the city.

There have been huge gains over the past decades in terms of better treatment and improvements in lifestyle, contributing to a significant fall in preventable premature mortality from cardiovascular disease since the middle of the past decade. However, Figure 4.28 shows that this downward trend may have started to flatten out or even reverse. Nationally, the decelerating rate of improvement in mortality from cardiovascular disease has been identified as a substantial contributor to the steady slowdown in longevity improvements. The underlying causes are unclear, but could include changes in risk factors such as obesity and diabetes, as well as the diminishing effects of primary and secondary prevention strategies.

Preventable premature mortality from cancer has also fallen, although not to the same extent as cardiovascular disease. In contrast, preventable premature mortality from respiratory diseases (including asthma and COPD) has gradually risen over the period since 2005–07; again, Figure 4.28 suggests this increase may be flattening out in recent periods. Smoking and air pollution are both common causes of respiratory disease.

Figure 4.28: Mortality rate in under-75s from diseases considered preventable (cardiovascular disease, cancer and respiratory diseases)



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

Taking action on preventable early deaths is one of the five priority areas set out in the Manchester Population Health Plan. Key to this work is the delivery of community-centred approaches to detecting conditions early by going to places where people naturally and frequently congregate, to work with people, groups and organisations that are trusted in communities. This includes targeted approaches for NHS Health Checks, delivery of the Lung Health Check Programme, and the promotion of cancer-screening programmes (breast, bowel and cervical) for the groups of people most at risk.

We are also seeking to improve outcomes and reduce unwarranted variation for people with respiratory illness. This will be done through a system-wide approach to change, including improving the timing and quality of diagnosis, better co-ordinated care, and enabling self-care.

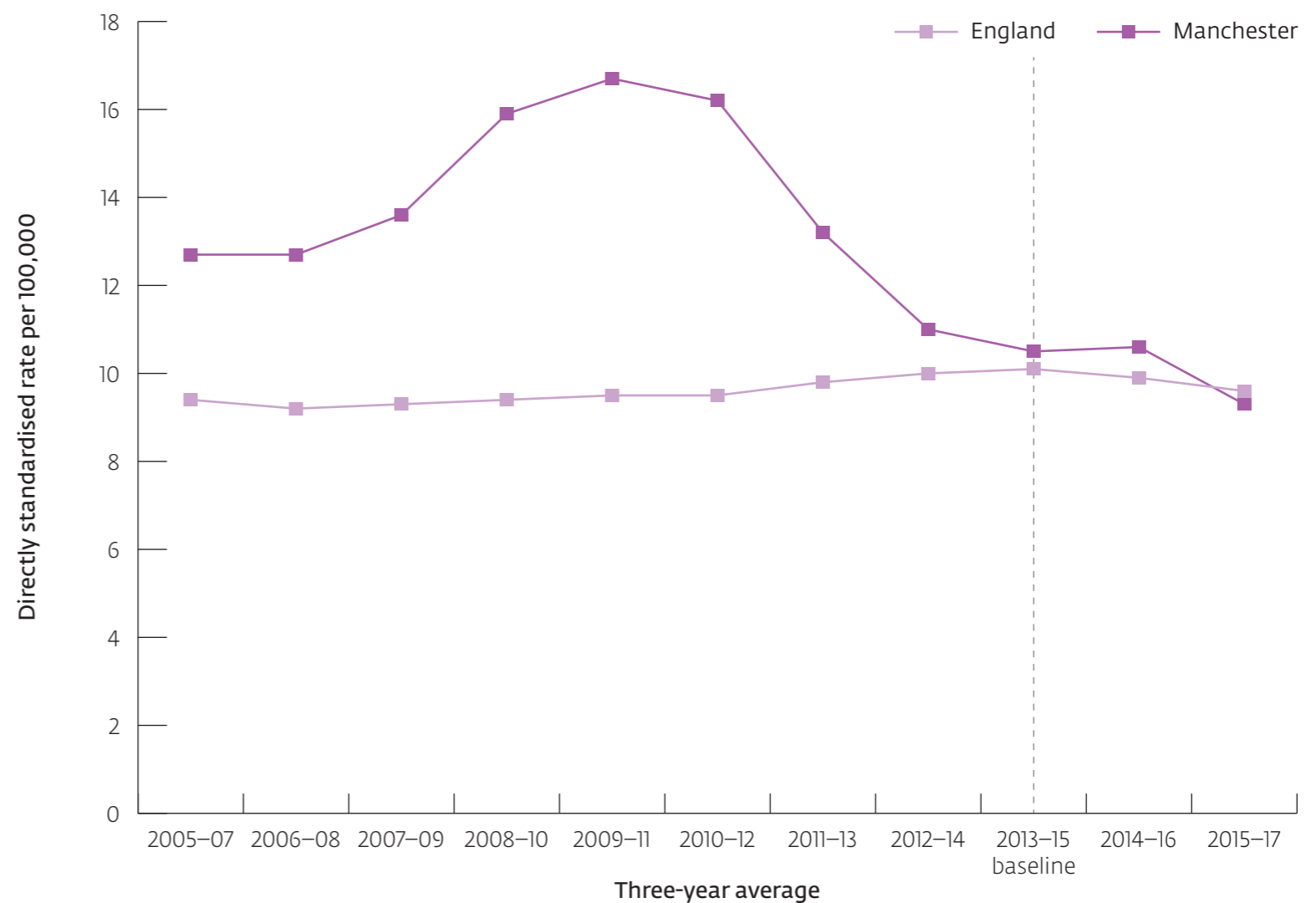
Reducing deaths from suicides and injuries of undetermined intent

Suicide is a major issue for society and a leading cause of years of life lost. It is a significant cause of death, particularly in young adults, and can be a reflection of the underlying rates of mental ill health in an area.

Figure 4.29 shows that Manchester has seen a significant reduction in the rate of suicides and injuries of undetermined intent in recent years, from a rate of 16.7 per 100,000 in the three-year period 2009–11, to 9.3 per 100,000

in the three-year period 2015–17. Between the periods 2009–11 and 2015–17, the number of suicides has fallen from an average of 64 per year to 38 per year.

Figure 4.29:
Mortality rate from suicide and injury undetermined



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

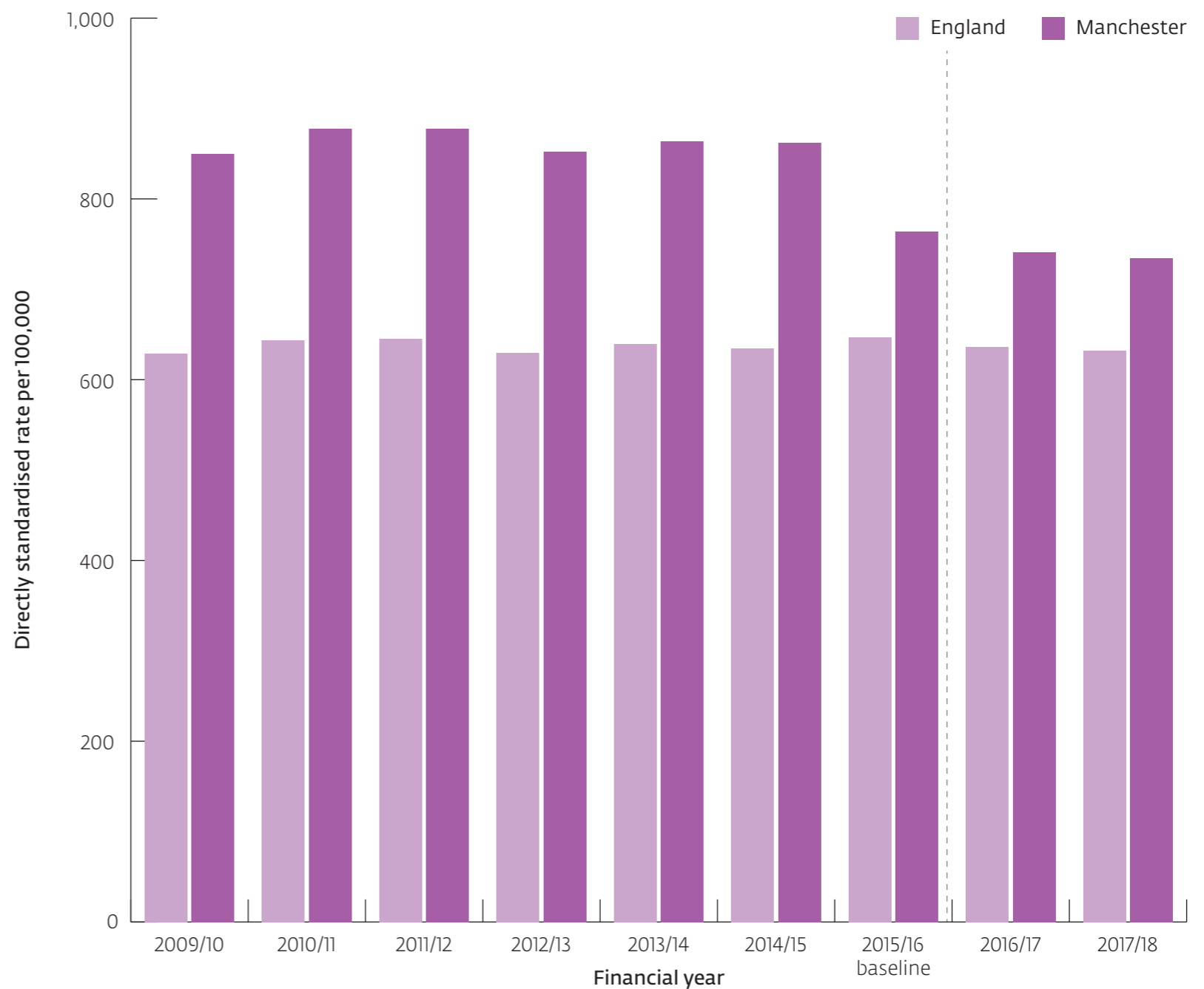
Suicide is often the end point of a complex history of risk factors and distressing events, but there are many ways in which services, communities, individuals and society as a whole can help to prevent suicides. The implementation of the Manchester Suicide Prevention Plan will help to reduce the number of attempted suicides and deaths in Manchester through awareness-raising and training, anti-stigma campaigns, and work with the rail network and highways to limit access to high-risk locations.

Admission episodes for alcohol-related conditions

Alcohol consumption is a contributory factor to hospital admissions and deaths from a diverse range of conditions. Alcohol-misuse is estimated to cost the NHS about £3.5 billion per year, and society as a whole £21 billion per year. Reducing alcohol-related harm is one of Public Health England's seven priorities for the next five years. Alcohol-related admissions can be reduced through local interventions to reduce alcohol-misuse and harm.

Figure 4.30 shows the number of admission episodes for alcohol-related conditions expressed as a directly age-standardised rate per 100,000 population.

Figure 4.30: Admission episodes for alcohol-related conditions (narrow definition)



Source: Public Health England (based on Hospital Episodes Statistics and ONS mid-year population estimates)

Recent data shows a clear improvement in the rate of admission episodes for alcohol-related conditions in Manchester compared with previous trends. In 2017/18, the rate of admission episodes for alcohol-related conditions was 734 per 100,000 – a reduction of 16% on the peak rate for the year 2011/12 (878 per 100,000). The gap between the rate of admission episodes for alcohol-related conditions in Manchester and the England average has also narrowed. In 2011/12, the rate of admission episodes for alcohol-related conditions in Manchester was 36% higher than the England average. In 2017/18, it was just 16% higher.

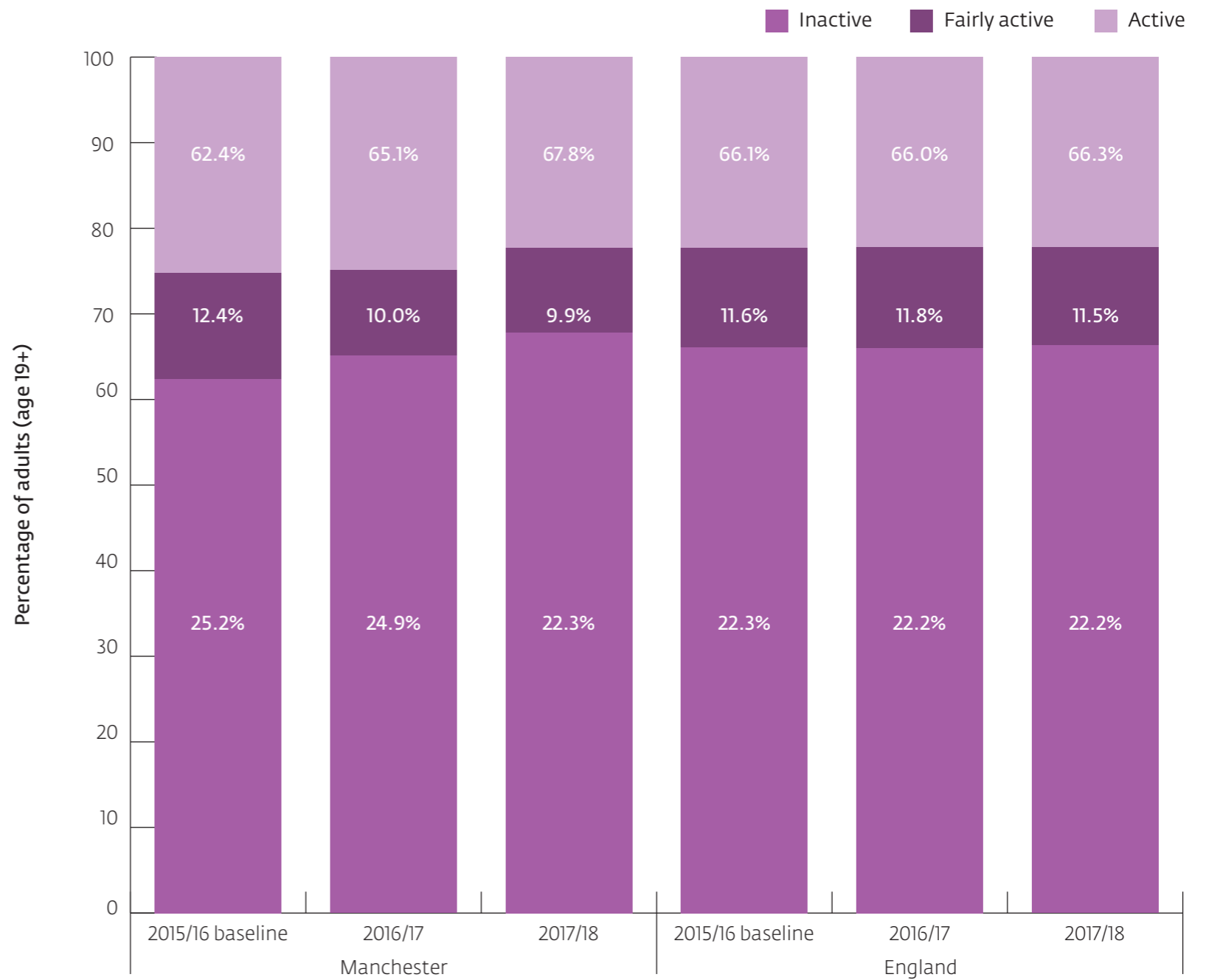
The Communities in Charge of Alcohol (CICA) pilot project began in September 2017 and aims to build a network of community alcohol champions across Greater Manchester. The project is based on the principle that local communities should be empowered to take charge of their own health and that people in these local communities are best placed to influence their friends, families and colleagues. The project is a partnership between the ten Greater Manchester local authorities, Public Health England, GMCA, the Royal Society of Public Health (RSPH) and the University of Salford, which are all evaluating the work. The Manchester pilot started in June 2018 in Newton Heath and Miles Platting. Five residents from the area were recruited to become 'alcohol health champions' (AHCs) and have been trained to deliver alcohol brief interventions.

Physical activity and inactivity

Physical inactivity is the fourth-leading risk factor for global mortality, accounting for 6% of deaths globally. The Chief Medical Officer (CMO) currently recommends that adults undertake a minimum of 150 minutes of moderate physical activity each week, or 75 minutes of vigorous physical activity each week, or an equivalent combination of the two in bouts of ten minutes or more.

According to the Sport England Active Lives Survey for 2017/18, 68% of adults (aged 19 and over) in Manchester are classed as 'active', compared with 22% who are 'inactive'. Figure 4.31 shows that the proportion of adults classed as 'active' has increased since the last survey period (2016/17), and the proportion of 'active' adults in Manchester is now slightly above the England average (66%). This reflects the fact that the population of Manchester contains a growing number of young people who are more likely to be physically active.⁶

Figure 4.31:
Weekly physical activity (age 19+)



⁶ Broad physical activities include sporting activities, fitness activities, cycling, walking, creative or artistic dance, and gardening

Source: Public Health England (based on Active Lives Survey, Sport England)

The multi-agency Winning Hearts and Minds Programme has been developed in partnership with Manchester City Council Sport and Leisure Service, and Mcr Active. The programme involves:

- Investment in community-led initiatives in the most challenging areas in the north of the city to help reduce health inequalities
- Working with communities to identify new ways of encouraging physical activity through the Sports England-funded Tackling Physical Inactivity Initiative
- Delivery of community-centred approaches to improving the detection of cardiovascular disease and its risk factors
- Co-production of approaches to improving the physical health of people with severe mental illness.

Continuing to be recognised as a pioneering age-friendly city

Age-Friendly Manchester

The Age-Friendly Manchester (AFM) programme aims to improve the quality of life for older people in the city and to make the city a better place to grow older. Part of the Council's Population Health and Wellbeing Team, AFM is an active member of the World Health Organization Global Network of Age-Friendly cities.

The programme has built on the success of the previous 15 years, initially as the Valuing Older People team, and was identified as a leading example of the Our Manchester approach in 2015. The cornerstone of the AFM programme is to improve the social participation of older residents and the communities in which they live. This is central to reducing demands on services, and improving the quality of life of older residents.

Since the launch of the Our Manchester strategy, AFM has continued to drive activity that ensures older residents have a greater sense of belonging, confidence and ownership across the city. Manchester is a space for all, no matter what their age.

The programme is based on collaboration and partnership, and giving older people a leading role. Since 2004 there has been an elected and representative Manchester Older People's Board and an Age-Friendly Manchester Assembly (over 100 older people) that shape the strategic direction of the programme and act as consultative bodies.

The AFM family includes a wide range of partnerships, including The University of Manchester; Manchester Metropolitan University; the statutory, voluntary and private sectors; and national and international collaborations. Four times a year, AFM brings its family together for an Age-Friendly Neighbourhood Co-ordination Group meeting. Members work to create Age-Friendly Neighbourhoods – places where people age well, with access to the right services, housing and information, as well as social, cultural and economic opportunities.

Over the past year, AFM has worked hard to re-energise its partnership, engagement and governance structures. In addition to the Neighbourhood Co-ordination Group, Assembly and Board, we have revitalised the programme's high-level Steering Group. Together, these structures ensure consistency across the programme's different levels of engagement and collaboration, and the voice of older people is given priority at all levels.

In 2017, following a comprehensive consultation, AFM published **Manchester: a Great Place to Grow Older (2017–2021)**. As the city's ageing strategy, A Great Place to Grow Older outlines how the city's systems and structures will work together to improve the health and wellbeing of older people. Examples of recent successful age-friendly work are set out below, under the strategy's three key priorities.

Developing age-friendly neighbourhoods

- We have developed a neighbourhood working model for commissioners that sets out how services and resources can be deployed in a more integrated and age-friendly way. Over the past year we have worked to establish the building blocks for this model: involvement in the redesign of the Buzz health and wellbeing service; helping to shape the focus of the population health-targeted fund, which will support and increase the level of community support for older people; the systematic expansion of age-friendly networks; and identifying opportunities to embed the age-friendly approach in work led by the Manchester Local Care Organisation.
- We have worked closely with older people, academia and the Council's Strategic Development team to investigate how age-friendly principles can be incorporated into plans for the Northern Gateway to make it a place for all ages. The Northern Gateway is one of the UK's largest redevelopment opportunities, proposing to build 15,000 new homes on land between the city centre and north Manchester.

- We have been involved in the shaping of the UK's first extra care housing scheme designed for older LGBT people, which will be in Whalley Range. We have contributed to the creation of a Pride in Ageing Manager post, based at the LGBT Foundation. This role aims to strengthen the voice of older LGBT people in our age-friendly work, and the postholder has a representative seat on the AFM Older People's Board.

Developing age-friendly services

- 2019 marks ten years since the publication of the Over-50s Relationships and Sexual Health Guide, produced by Age-Friendly Manchester. Research continues to show not enough is being done to ensure older people have access to good sexual health care and support. Together with colleagues from Manchester's universities, the charitable sector, healthcare professionals and older Mancunians, we are developing a set of standards designed to ensure age-equality and inclusion in sexual health services.

- Some recent examples of our focus on the value of older workers include: establishing a 50+ employment and skills support group; working directly with Manchester-based employer networks to heighten awareness of the age-friendly approach; and working on the Council's commitment to become an age-friendly employer. We have also collaborated closely with the Council's Work and Skills team to promote apprenticeships to older residents.
- It is vital that we recognise not only the benefits of culture in the lives of older people, but also the talent, experience and enthusiasm that older people bring to the arts and cultural activity in Manchester. AFM has continued to expand its culture programme; it works hard to embed culture into the development of age-friendly neighbourhoods and services by bringing together cultural organisations, housing providers and the city's healthcare sector. We have further continued to support the city's Culture Champions programme, a network of over 100 older volunteers whose aim is to increase the cultural participation of older people.

Promoting age equality

- The Age-Friendly Manchester e-Bulletin is published every month, and now reaches well over 9,500 subscribers. The bulletin champions positive images and stories of ageing in Manchester, provides information on age-friendly work throughout the city, and promotes events and activities for older people.
- In summer 2018, we celebrated Greater Manchester's Festival of Ageing, which was themed around recognising positive and diverse experiences of ageing. Events in Manchester attracted an estimated 3,500 attendees, and included garden parties, choir concerts, music festivals, and a special age-friendly Levenshulme Market. A number of One Small Thing 'grants' were made to local groups of older people, to better support their involvement and prevent exclusion of communities that can sometimes feel left out.

- In response to older residents raising the value and importance of effective information-sharing, AFM have continued to work closely with the Council's Communications Team to develop an age-friendly communications strategy. The strategy includes a commitment to produce a communications standard, which will set out how we and our partners can better talk to and about older people in a positive and non-ageist way. We have partnered with the Centre for Ageing Better to begin developing this piece of work.

Conclusion

Improvements have been made for residents of all ages in meeting the Council's priorities, and working towards the delivery of the Our Manchester Strategy vision.

Although homelessness has increased, there are significant pieces of work being taken forward by the Council and its partners to help meet this challenge. There is a focus on prevention and relief of homelessness, enhancing advice and support, and improving access and transition to settled homes.

While there are still significant numbers of people in the city who have no contact with employment and skills provision – whether they are out of work due to a health condition, or in work that does not offer good terms and conditions – more people are being supported into work through targeted interventions. There is a noticeable cultural shift in terms of increased focus on work as a health outcome, as well as some successful initiatives to tackle gaps in mainstream provision.

We will therefore continue to develop opportunities to engage more people in 'good' work initiatives and to address systemic issues that do not support employment, eg. working

with health commissioners to ensure that people are not at risk of losing their job because of daytime medical appointments. This will be framed within the context of the planned migration of claimants of health-related out-of-work benefits to Universal Credit, increasing the number of residents on Universal Credit who will need to find more hours.

Although rates of looked after children remain high compared to national averages, the number of looked after children is decreasing safely and steadily, and outcomes are improving. There is a focus on reducing the number of children and young people being taken into care, by using evidence-based interventions aimed at supporting families to remain together, and where possible preventing the need for children to be taken into care, or when they are, ensuring a timely return home.

Intervention, prevention, reablement and services that better serve people's needs in the community are resulting in fewer adults and older people in need of going into residential or nursing care. The move to integrated teams, with community-based health and social-care staff working collaboratively within MLCO, is crucial to our city's success. It has an impact on every one of the Our Manchester goals we're all working towards for 2025.

Looking forward

The Council and its partners continue to develop and transform services under the Our Manchester Strategy, and as new arrangements continue as part of the integration of Health and Social Care through the Locality Plan.

There will continue to be a shift in the focus of services towards prevention of problems and intervening early to prevent existing problems getting worse across the whole life course. The Council and its partners will continue to focus services within communities, bringing more together in 'hubs' in order to aid integration, and maximising the impacts of the strengths of the communities in which people live. Through this we can ensure that people:

- Get the right support from the right place at the right time
- Can lead safe, healthy, happy and fulfilled lives, no matter where they were born or live
- Can benefit from the success of the city.

Chapter 5: A liveable and low-carbon city

Strategic overview

The future success of Manchester is inextricably tied to whether it is a great place to live. This chapter will:

- Provide an overview on how well the Council is achieving its ambition by assessing the progress made in delivering a diverse supply of high-quality housing in clean, safe, attractive and cohesive neighbourhoods
- Look at the work we are doing to improve air quality in the city
- Look at how we are protecting the city for future generations through encouraging the growth of a low-carbon culture, and protecting our communities from a changing climate
- Look at the broad range of facilities we have available across our libraries, culture, sporting, leisure and events offer
- Reflect on how residents are becoming more actively involved in the future of our city through our volunteering programmes.

The Our Manchester Strategy sets out a clear ambition for Manchester to become a liveable and low-carbon city by playing a full part in limiting the impacts of climate change and being on a path to being zero-carbon by 2050. In 2018, this target was revised with a more challenging ambition to becoming zero-carbon by 2038. Other environmental factors also remain a priority for the city. These include developing our green infrastructure, repurposing our contaminated land (a by-product of our industrial heritage), improving air quality, increasing recycling and reducing the amount of waste that goes to landfill, making sure our streets are clean and litter-free, and reducing the amount of fly-tipping.

A liveable city is more than this. We are also focused on all the facilities we provide to create a city and neighbourhoods where people want to live. We are addressing issues around our housing by developing a diverse supply of good-quality housing available to rent and buy that is well-designed, energy-efficient, sustainable and affordable to Manchester's diverse residents. By meeting this aim we will encourage more working people to stay and live in Manchester, contributing to the city's success.

We're working with partners and communities to reduce the amount of crime and antisocial behaviour in the city, to provide safer, clean, attractive and cohesive neighbourhoods. Manchester is growing and becoming ever more diverse. We are a welcoming city, and residents have a proud track record of positive integration and respecting one another's cultures, faiths and ways of life.

This helps to secure Manchester's position as a liveable city, providing a richness of cultural, leisure and sports facilities, and offering many opportunities for people to engage with their communities and neighbourhoods through volunteering. We're providing better-quality parks and green spaces and are investing in libraries, culture, sport and events for residents' benefit, and to increase the city's international profile and attractiveness.

We want Manchester people to be proud of their institutions, their neighbourhood, and their city, which will reflect and celebrate diversity.

This chapter outlines how progress is being made to achieve these aims, the strategies being used to structure the work, the

partnership approaches we're adopting, and the specific indicators that demonstrate where progress is being made. This is detailed in the following six subsections:

- A diverse supply of good-quality housing affordable to everyone
- Recycling more of our waste, and clean, litter-free neighbourhoods
- Safe and cohesive neighbourhoods
- Improving the quality of parks, green spaces, rivers and canals
- Encouraging a low-carbon culture
- Vibrant neighbourhoods: culture, libraries, leisure, sport and volunteering.

Analysis of progress

A diverse supply of good-quality housing affordable to everyone

Manchester is leading the national response to the shortage of homes across the United Kingdom

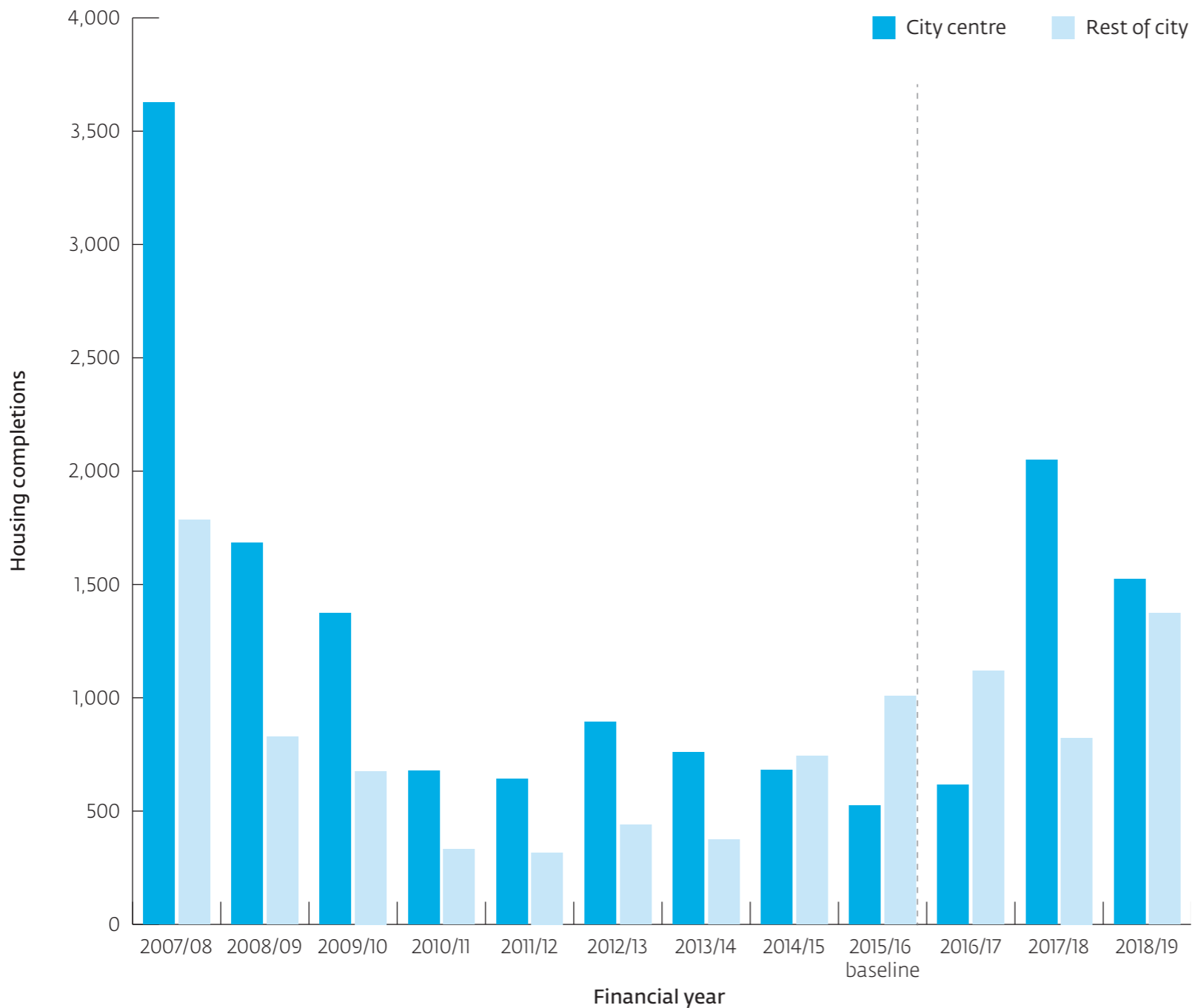
The Residential Growth Strategy (2015–2025) sets out the city's approach to providing the right housing mix for a growing and increasingly diverse population. Fundamental to this are opportunities for home ownership at all price points – including affordable homes for first-time buyers and movers, and more three and four-bed homes for growing families. Against this backdrop and in light of favourable market conditions, the Residential Growth Strategy delivery target is now set at 32,000 new homes between 2015 and 2025 – up from the original 25,000 new homes target set in 2015.

This year in Manchester, there were more cranes across the skyline than ever recorded, including the previous pre-recession construction peak in August 2005. There are currently over 11,000 new homes under construction in Manchester, including some 9,000 in the city centre, more than in any other Core City¹ or individual London borough. These homes are due to be completed over the next two to three years.

As Figure 5.1 shows, the scale and volume of development in the city centre is increasing. This is illustrated by the fact that in the period from 2014/15, Manchester has built over 10,000 new homes, including 2,897 in 2018/19 (made up of 1,524 in the city centre and 1,373 across the rest of the city) – up from 2,865 in 2017/18. Notable examples of recently completed city centre apartment blocks include 350 homes at Deansgate Square (West Tower) and 232 homes at The Trilogy (Ellesmere Street). This represents a massive step change from the period 2010/11–2016/17, when delivery rarely exceeded 1,000–1,500 new homes per year, consisting of predominantly low-density traditional-style houses outside the city centre.

¹ Core Cities include: Manchester, Birmingham, Bristol, Leeds, Liverpool, Newcastle, Nottingham, Sheffield, Glasgow and Cardiff

Figure 5.1:
Housing completions 2007/08–2018/19



Source: Manchester City Council tax records (2007/08–2013/14), Manchester City Council Expected Completions List (2014/15–2018/19)

The significant change in delivery was triggered in no small part by the £300million Greater Manchester Housing Investment Fund and the essential development finance this deal delivered. The Fund continues to play a vital role in supporting the ongoing development of new homes for city centre residents. Further schemes are expected to come forward with the benefit of this investment in the next 12–18 months, including Manchester New Square (351 new homes), Affinity Living at Circle Square (683 new homes), and Deansgate Square (1,508 new homes).

Established partnerships are progressing, including the Manchester Life Development Company (a partnership between Manchester City Council and Abu Dhabi United Group). This completed approximately 500 new homes in 2018/19, including Murrays Mill, 124 homes targeted exclusively at owner-occupiers, and Smiths Yard, a 199-home Build to Rent scheme.

An expanding pipeline of new Build to Rent schemes, typically in single ownership with the same lettings and management company, is providing residents with a growing choice of rental options, especially in the city centre. There were some 3,000 operational Build to

Rent properties across the city centre at the end of 2018/19, and this figure is expected to double by the end of 2019/20. This will result in a more professionalised lettings market, with higher management standards and an enhanced amenity offer, such as a cinema, on-site gyms etc.

Coupled with the for-sale market, all this is helping to significantly increase the scale of new homes delivery across Manchester. Current forecasts suggest that in 2019/20, Manchester may well exceed the 2007/08 peak of 5,412 homes.

Increased supply is the fundamental response to both house price and rental affordability

Despite the strength of the pipeline, evidence from a number of key housing market indicators suggests the city remains undersupplied. The proportion of empty properties remains at record lows – 0.6% in the city centre and 0.55% elsewhere in Manchester.

Although rents continue to grow, new supply has taken some of the energy out of the market over the past 12 months; however, rents for two-bed properties per calendar month have increased by 1.9% in the city centre (£972 in 2017/18 to £990 in 2018/19) and 0.1% elsewhere in the city (£722 in 2017/18 to £723 in 2018/19).

In light of these figures, it is important to note that averages mask variations in rents at the local level, including within certain neighbourhoods in the city centre. For example, rents in Hulme Park/Birley Fields and Oxford Road South are well below the average (£766 and £820 respectively), providing a more affordable entry-level housing choice for residents looking at living in the city centre. Similarly, across north and east Manchester there are large numbers of properties with rents below £600 per calendar month.

An attractive market for home ownership and first-time buyers in Manchester

There is continued evidence of a strong sales market in the city, with 8,296 sales in 2018/19. Demand can be attributed to a combination of new supply, increasing options for prospective buyers, and the growing owner-occupation market – particularly first-time buyers, many of whom have benefited from changes to Stamp Duty Land Tax, following the lifting of the levy on transactions below £300,000.

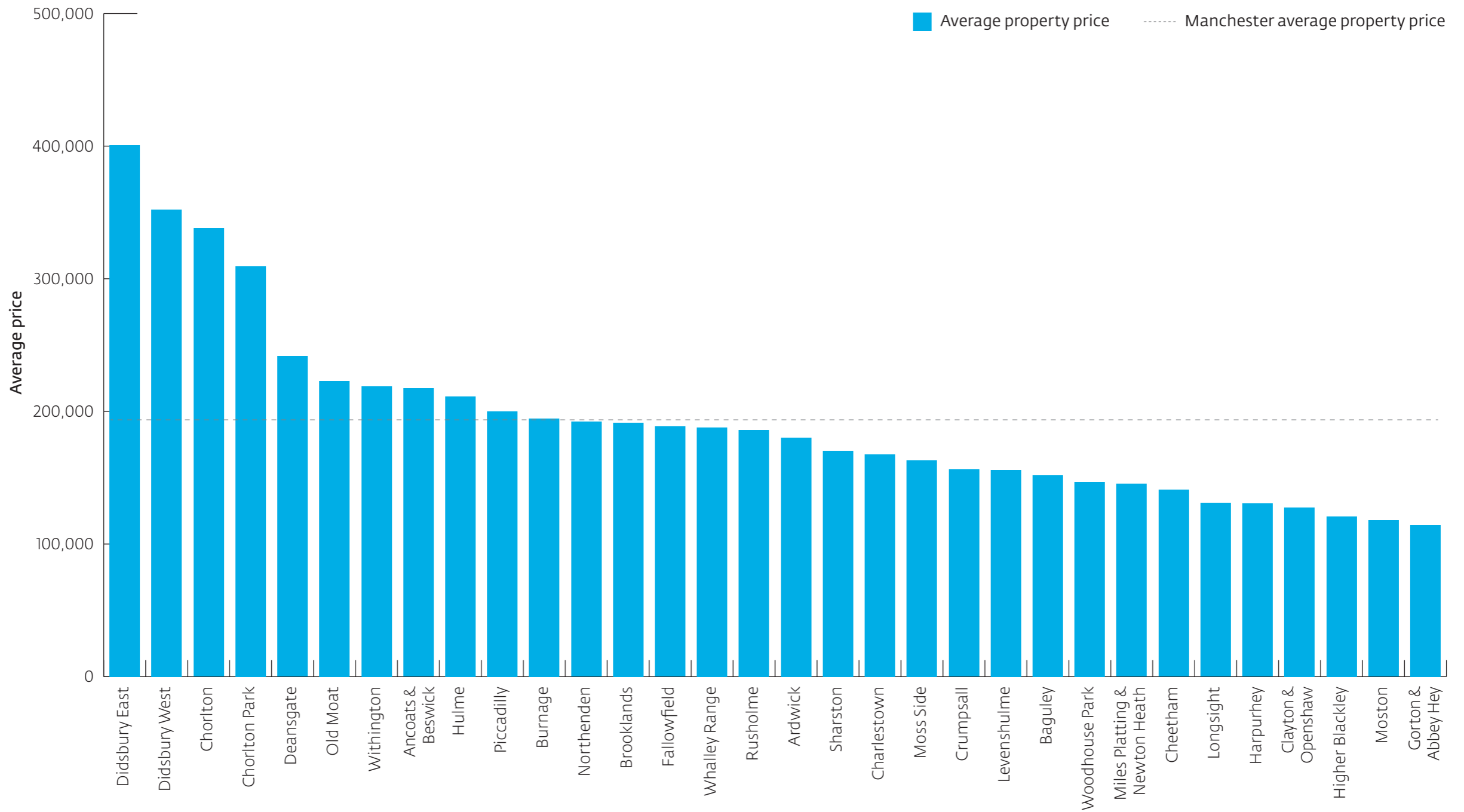
While people are moving to Manchester for jobs, there is evidence that the relationship between average incomes and average sales prices, particularly when compared to London, is also a contributory factor. The average price of a property in Manchester is currently:

→ £209,418 in the city centre (all properties)

→ £194,053 elsewhere in the city (all properties).

Average prices in certain areas can be inflated by a small number of high-value new-build sales in certain developments. For example, the effect of the new-build premium at Eclipse Cavendish Road Didsbury (38 sales over £400,000) or the Former St George's Church in Hulme (15 sales over £300,000) has led to inflate the averages well above the price of resale homes in the same neighbourhood. Indeed, when looking at ward level, average prices in the majority of wards are below the citywide average (see Figure 5.2).

Figure 5.2:
Average property price of properties sold during 2018/19



Source: HM Land Registry Price Paid Data © Crown Copyright 2018

In north and east Manchester, the housing market remains accessible, with average prices increasing by 0.4% and 2.1% per year respectively over the past ten years. The average cost of a property in north Manchester in 2018/19 (£123,711) is not much higher than at the beginning of the upturn in 2015/16 (£113,123).

With this in mind it is no surprise that large numbers of Manchester residents can afford to buy homes in the city. Council research shows that in 2017/18 there were 3,846 owner-occupier sales, of which 48% (1,861) were affordable to Manchester residents earning at or below the average income – a significant increase from 41% (or 1,776) in 2016/17.

Although the average Manchester household income is £27,000, incomes across Manchester vary (for example £36,000 in the city centre, and £25,000 in north Manchester). Applying a citywide average income does not account for these variations; however, when local average incomes are appraised, the analysis suggests that the proportion of all sales affordable to owner-occupiers in 2017/18 increases to 51%.

Accounting for low-cost home ownership is helpful because it measures the whole market, including resale properties. In 2017/18, this accounted for some 90% of the sales market across the whole city, and around 70% of the city centre sales market.

Delivering new affordable homes through new development

The updated Residential Growth Strategy commits the city to deliver 20% of all new homes as affordable tenures,² representing a minimum of 6,400 new homes by March 2025. Table 5.1 below sets out the city's current progress towards this target.

Table 5.1:
Manchester's Affordable Housing pipeline (at 15 May 2019)

	Social rent*	Affordable rent	Shared ownership	Other**	Total
Affordable completions (2015/16–2018/19)	124	605	310	5	1,044
Expected completions (2019/20–2020/21)	631	236	623	537	2,027
Total pipeline (2015/16–2020/21)	755	841	933	542	3,071
Indicative pipeline (2020/21–2024/25)	1,000	1,000	1,000	400	3,400
Total	1,755	1,841	1,933	942	6,471
* Includes extra care and learning disability schemes available at social rent					
** Includes all Rent to Buy/purchase and discounted market-rent schemes					

Source: Manchester City Council Expected Completions List

² Government-defined affordable tenures include Social Rent (including extra care and learning disability schemes available at Social Rent), Affordable Rent, Shared Ownership and Rent to Buy

- 1,044 new homes have been built since April 2015 – the majority of which were delivered with investment from the Homes England Shared Ownership and Affordable Homes Programme (AHP).
- A further 2,027 new homes are expected to be delivered by the end of the current programme cycle in March 2021, with 1,127 new homes currently under construction across Manchester.
- From April 2021 onwards, the city has committed to build a minimum of 3,400 more homes, with 1,000 available for Social Rent, 1,000 for Affordable Rent, 1,000 for Shared Ownership and 400 for other tenures, including Rent to Buy and Discounted Market Rent.

Despite growing to circa 30,000 homes, the apartment market in the city centre remains in its infancy. High land values and build costs³ mean development can be marginal. As a result, extracting similar levels of s.106⁴ to London and the south east has at times been difficult to achieve. This in part explains why in recent years the mainstay of affordable housing delivery in the city has come via the AHP. However, as the market evolves, opportunities to grow the affordable pipeline linked to the planning system and s.106 contributions are

increasing. Notable contributions towards affordable housing in 2018/19 include £550,000 at 14–16 Rochdale Road (Beech Properties)⁵ and £450,000 at the Boddingtons Brewery Site (Prosperity UX).

Looking forward, the affordable pipeline from April 2021 is expected to be focused on four Housing Affordability Zones (Central North Manchester, Clayton, Beswick and Wythenshawe Town Centre) where the Council will be using its land assets to create and accelerate new opportunities for development. The Council is also exploring options for new affordable housing in and around the city centre; 19 discounted market-rent apartments were consented to in February 2019 within a larger development on Swan Street in New Cross. Alongside this, in January 2019 Great Places and Manchester Life confirmed a co-operation agreement to identify viable sites for new affordable housing and to collaborate on a ten-year residential master-planning exercise in east Manchester. A first phase of the Northern Gateway will also deliver more than 100 new homes for social rent in Collyhurst.

Unlocking large-scale development sites for market and affordable housing

Significant progress continues to be made towards increasing the supply and diversity of housing across the city. Over 5,500 homes were built during the past two years and a further 15,000 are expected by March 2022. In line with the Local Plan, housing has been delivered on well-connected sites that help reduce the need for travel, promoting walking, cycling and use of public transport. As demand continues to grow and land values increase, the future challenge will be sustaining success by growing and diversifying the city centre market. This will be done by supporting, creating and unlocking further large-scale opportunities for more market and affordable housing in accessible well-connected locations across the city.

³ Manchester is the 22nd-most expensive city in the world and third-most expensive in the UK to build in (Arcadis – International Construction Costs)

⁴ s.106 agreements involve financial contributions to the local authority paid by the developer in order to fund public-realm improvements, new-build affordable housing etc

⁵ Includes a contribution towards public realm at New Cross

The Northern Gateway in the Lower Irk Valley (a joint venture between the Council and Far East Consortium) is a good example. It is ideally located to help meet the exceptionally high housing demand generated by the unprecedented population growth in Cheetham and other neighbouring areas. The area represents a unique opportunity to repurpose and repopulate large areas of brownfield underutilised land on the northern edge of the extended city centre with a view to growing and diversifying the housing offer in a sustainable location close to jobs. This area has the potential to contribute up to 15,000 new homes over a 15 to 20-year period through a phased approach, including new infrastructure investment and place-making.

Diverse Housing Offer

Specialist Extra Care accommodation is an important part of the city's affordable housing offer, providing much valued independent living for older people. In recent years fourteen Extra Care schemes have been completed, are on site or are planned, most of these in conjunction with Registered Providers. One of these projects, led by the Council, will be the UK's first LGBT extracare scheme.

Age-friendly principles are also increasingly being applied to the design of new homes, ensuring accommodation is flexible to meet future needs. This allows residents to stay in their homes for longer, helping to create stable communities.

Another emerging feature of the increasingly diverse housing offer is giving communities the opportunity to design their own homes. The key challenge for communities is accessing affordable land. The Council is considering suitable sites in three locations across the city.

The forward view

The sites currently identified in the short-term pipeline invariably represent the most straightforward development opportunities with few, if any major infrastructure constraints. In contrast, the sites beyond the three-year timeframe will invariably require upfront infrastructure investment (including land remediation, public-realm work, highways access and links to public transport) if the full scale of opportunity in these areas is to be unlocked.

As well as clearing infrastructure hurdles, these sites will also need to respond to the changing demographic and future demand fundamentals in the city. The city centre apartment market is changing – it is no longer a stop-gap for young professionals sharing rented two-bedroom apartments. The population is maturing with more owner-occupiers (higher-value buyers as well as first-timers), including older people moving back into the city centre, and families opting to stay.

With this in mind, the city and its partners have a responsibility to deliver a product that reflects the needs of its changing population, creating opportunities to build new housing and new housing products in areas of highest demand (across the core of the conurbation), affordable to all residents. This means greater product diversity from the current apartment market – possibly towards more dense family housing for sale and rent and the associated services these residents require.

The Council has a major role to play in facilitating future housing growth, alongside partners and investors willing to contribute to the ongoing residential regeneration currently well under way across the city.

Recycling more of our waste, and clean, litter-free neighbourhoods

Recycling more of our waste

The Council is committed to increasing the amount and quality of waste recycled, by providing services that meet the needs of residents. Following the successful delivery of new refuse bins to over 157,000 households between August and October 2016, recycling rates increased significantly. 2017/18 was the first full year of service change, and the recycling rate has been maintained in 2018/19 (provisional figures 2018/19 – see Table 5.2). Refuse from households that received the new grey bins has decreased by 25%, saving over £8million per year.

The amount of residual waste collected from all households has decreased from 519kg per household per year in 2015/16 to 420kg per household per year in 2018/19 (provisional figures – see Table 5.2).

In 2018/19, work was undertaken with apartment-style properties to encourage households to recycle more, as recycling rates among this sector have been low – approximately 10% in March 2018. Investment focused on close engagement with building managers and caretakers who manage communal spaces within apartment buildings to provide more

recycling facilities, improved signage and other materials to make it easier for residents to recycle. Targeted communications and engagement with this sector has helped residents to understand what materials can be recycled and why it is important that they make the effort to do so. Following an exercise in 2017/18 to understand the residual and recycling quantities collected from each apartment building, adjustments were made to ensure there is equity in provision of residual and recycling capacity across property types. As a result of this project, recycling rates rose to approximately 20% in March 2019.

During 2019/20, projects to improve recycling in areas with passageway containers will get under way. A number of approaches are due to be trialled over the summer, and the implementation of successful solutions is expected to take place throughout the year and into 2020/21.

In response to changes in the international recycling markets, it's more important than ever that the city ensures domestic recycling is not contaminated with incorrect materials – particularly in the pulpable (card and paper) stream. Joint projects with the Greater Manchester Combined Authority (GMCA) were delivered during autumn 2018 to encourage residents to recycle right – this focus will continue into 2019/20.

Table 5.2:
Percentage of household waste recycled – refuse produced per household

	Refuse kg per household per year	Recycling rate	Kerbside organic tonnage	Kerbside dry recycling tonnage
2015/16 baseline	519	32%	24,776	26,213
2016/17	471	36%	29,503	29,643
2017/18	438	39%	30,771	31,045
2018/19 (provisional figures)	420	40%	30,726	30,930

Source: Waste Data Flow

Becoming a cleaner litter-free city

The standard of street cleanliness in an area makes a significant contribution to the perception of a neighbourhood and impacts on residents' sense of wellbeing. Effective and efficient cleansing services are essential to the creation of successful neighbourhoods. 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 2019/20, smart litter bins will be installed in priority areas of the city centre. These bins are fitted with a solar-powered compactor, which increases the capacity of litter bins and reduces the number of times they need to be emptied.

One of Manchester's key priorities is to ensure that the city is clean and well maintained, and that residents are supported to take pride in and responsibility for their surroundings. It is a priority of the city to ensure that all waste is disposed of in a regulated manner using kerbside waste collections, the bulky service for large household items, and the Household Waste Recycling Centres, as well as to stop all incidents of fly-tipping from occurring.

There are over 1,600km of public highways in Manchester. The street-cleaning service is responsible for the cleansing of pavements, passageways, central reservations, open spaces 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.

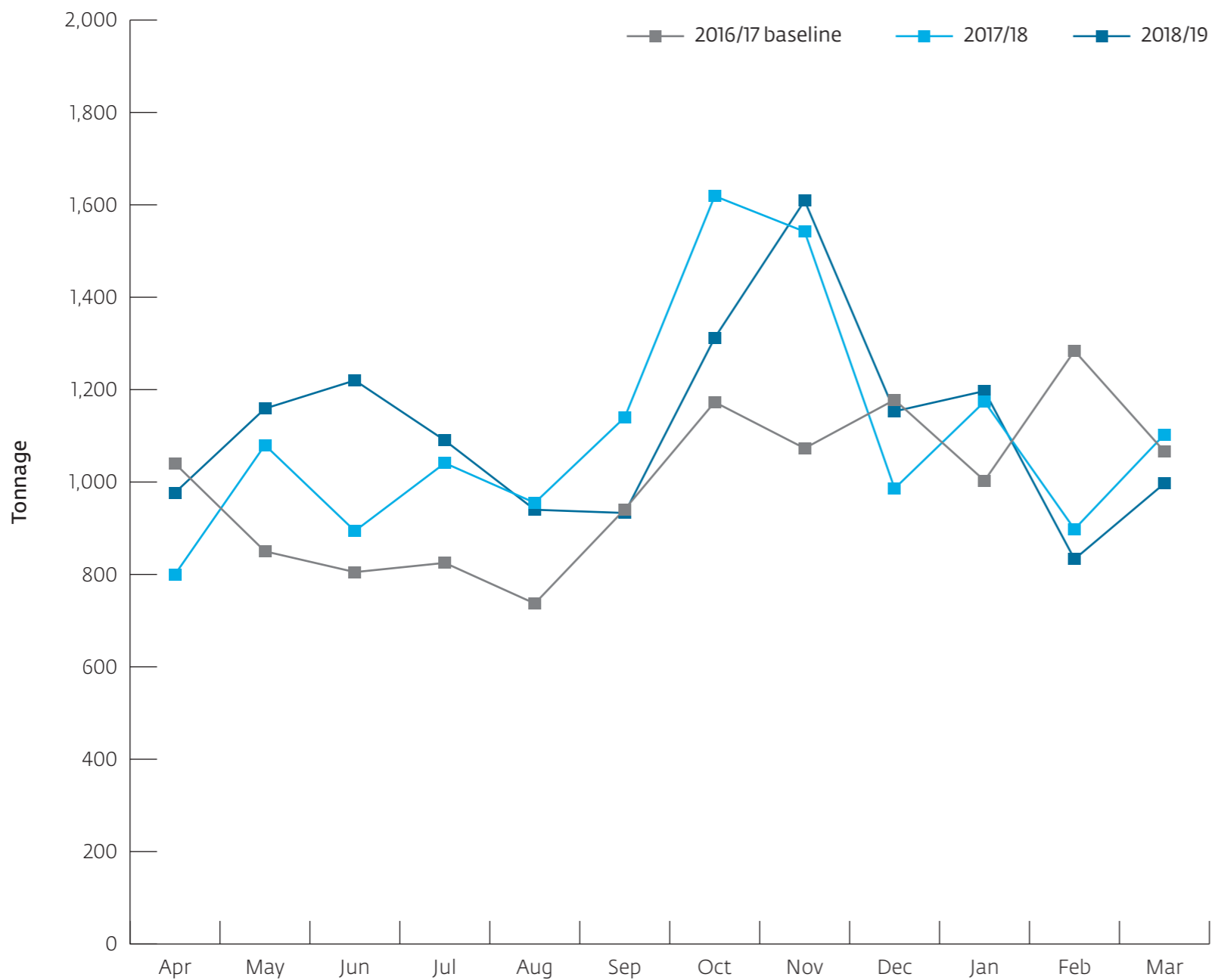
This context demands a service that improves cleanliness, meets expected response times and delivers customer satisfaction, at the same time reducing net spend and continually improving operational efficiency. Meanwhile, neighbourhood teams and compliance staff have been using education and enforcement to reduce littering and increase environmental commitment. The littering enforcement service targets people who drop litter on our streets; in 2018/19, 13,786 Fixed Penalty Notices were issued and there were 679 prosecutions following non-payment of the fine.⁶ In 2018/19, the city also partnered with Keep Britain Tidy to develop the Keep Manchester Tidy campaign. This has delivered focused initiatives to tackle litter in all its forms, including from vehicles, smoking-related litter, on-the-go food packaging, fly-tipping and many more.

The vision of the partnership is for these campaigns to be delivered working with a litter taskforce that comprises businesses in the private sector, the public sector, registered providers, education providers and residents. Since the partnership was launched there has been a marked upturn in active support from residents, schools and businesses to tackle litter. During the month-long Great British Spring Clean campaign from 22 March to 23 April 2019, over 7,000 volunteers supported more than 200 events.

Figure 5.3 illustrates the tonnage of street-cleansing waste collected since 2016/17. 2016/17 data is used as a baseline for the Our Manchester Strategy, as this data is more reliable than ever before due to separate collection teams rather than generic cleansing teams.

⁶ Figures provided are for 3GS only (Littering Enforcement Service), which issues Littering Fixed Penalty Notices on behalf of Manchester City Council

Figure 5.3:
Street-cleansing tonnages 2016/17–2018/19



Source: Weighbridge data – Viridor and Redgate Holdings

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 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 fly-tipping investigation and enforcement team, in partnership with Biffa, continues to work across all areas of the city. This team is proactively investigating fly-tipping and collecting evidence that is passed to the compliance team to take enforcement action against the perpetrators.

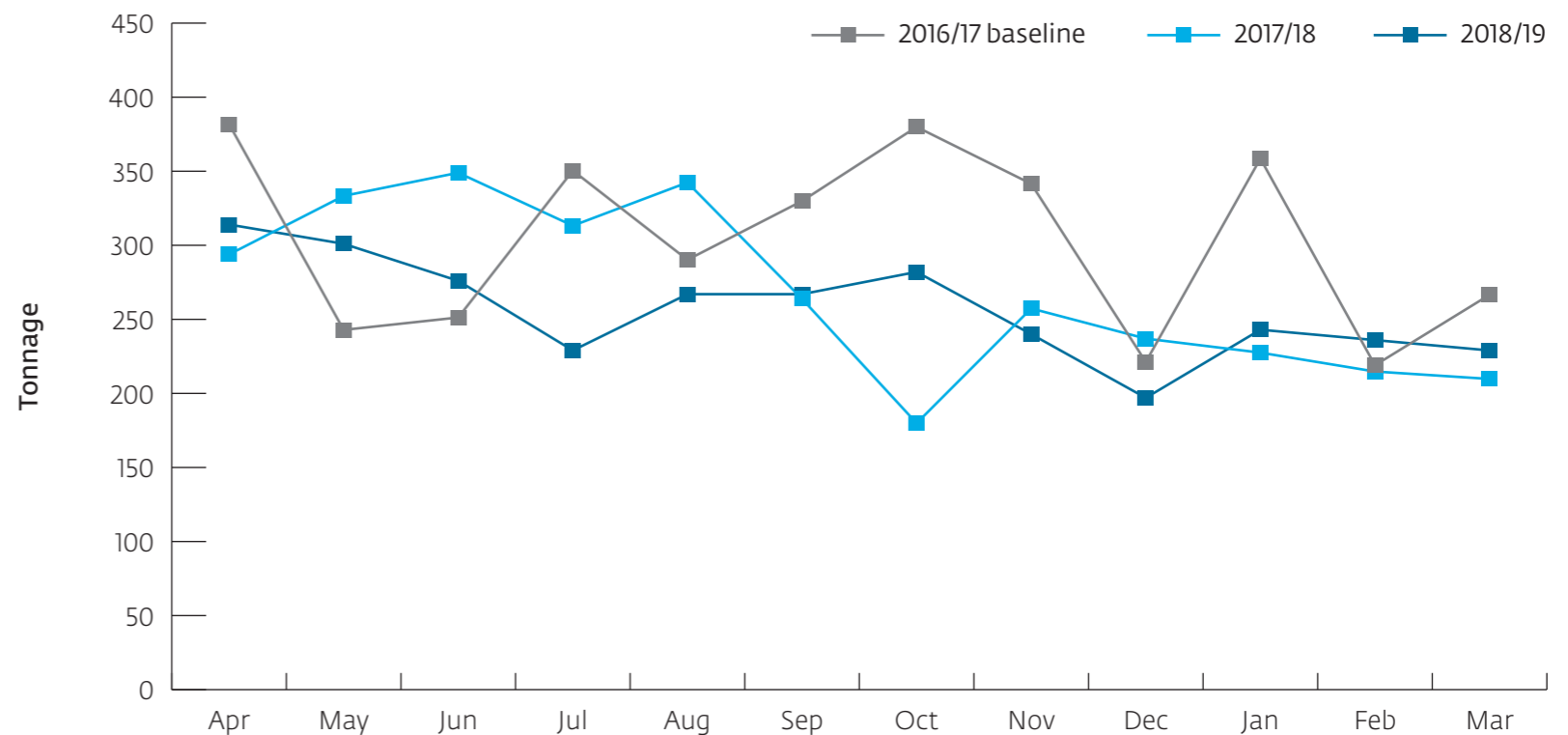
The challenges associated with prosecution mean that other interventions are needed to complement the formal enforcement procedures. These measures, undertaken with our agencies and partners, will aim to ensure overall compliance and reduce the incidents of fly-tipping. They include:

- Regular, intensive monitoring in hotspot areas
- Action days alongside partner agencies and other Council departments 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, tenancy advice, responsible dog ownership, and mediation
- Advisory signage; for example, signs on alley-gates warning against fly-tipping
- Proactive visits to businesses to check they have commercial waste-disposal contracts.

Figure 5.4 shows that fly-tipping tonnages have fallen from an average of 302 tonnes per month in 2016/17 to 256 tonnes per month in 2018/19 – a 15% reduction. 2016/17 is used as the baseline for the Our Manchester Strategy, as it was the first year that accurate tonnages on fly-tipping were available (in previous years fly-tipping was collected with grounds waste or other street-cleansing material, such as litter-bin waste).

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 interventions will the city achieve its aims of reducing the number of incidents.

Figure 5.4:
Fly-tipping tonnages 2016/17–2018/19



Source: Weighbridge data – Redgate Holdings

During 2019/20, the visual environment will continue to be a key priority for the city. To support this area of work, additional funds (£500,000), will be used to tackle hotspots in neighbourhoods blighted by fly-tipping. Examples of planned actions for this year include:

- Continued collaboration with Registered Social Landlords and housing companies
- Focused work with private landlords to ensure tenants understand how they use domestic waste collections and that they dispose of any waste at the end of tenancies responsibly
- Investment in physical interventions and surveillance measures to deter fly-tipping at persistent hotspots – including measures such as additional CCTV cameras, bollards and barriers
- Focused campaign – specific to challenges faced across the city – to be developed in collaboration with Keep Britain Tidy – through the Keep Manchester Tidy partnership
- Additional compliance officers to work with businesses to ensure they are complying with their responsibilities to manage compliant disposal of business waste and ensure they are taking responsibility for litter related to their premises and land

- Continuing to investigate fly-tipping in alleyways and educate and enforce on the perpetrators of alleyway dumping.

Safe and cohesive neighbourhoods

Manchester's Community Safety Partnership (CSP) brings together Manchester City Council, Greater Manchester Police (GMP), offender-management services, Public Health Manchester, Greater Manchester Fire and Rescue Service, housing providers, the Greater Manchester Combined Authority, the universities, and voluntary and community organisations to work together to tackle crime and antisocial behaviour, protect people with vulnerabilities, and change behaviour. Through consultation and local crime and disorder audits, the CSP identifies key local priorities and develops community safety strategies to address these areas.

The current three-year **Community Safety Strategy (2018–2021)** was launched in March 2018 following extensive consultation with Manchester's residents, workers, and visitors. This included a survey that followed the Our Manchester approach and which sought to identify both the priorities for those living and working in Manchester, and ways we can work together with residents and partners to improve community safety across the city. The Strategy contains the following five priorities:

- Tackling crime and antisocial behaviour
- Keeping children, young people and adults with vulnerabilities safe
- Protecting people from serious harm
- Reducing the crime impact caused by alcohol and drugs
- Changing and preventing adult-offender behaviour.

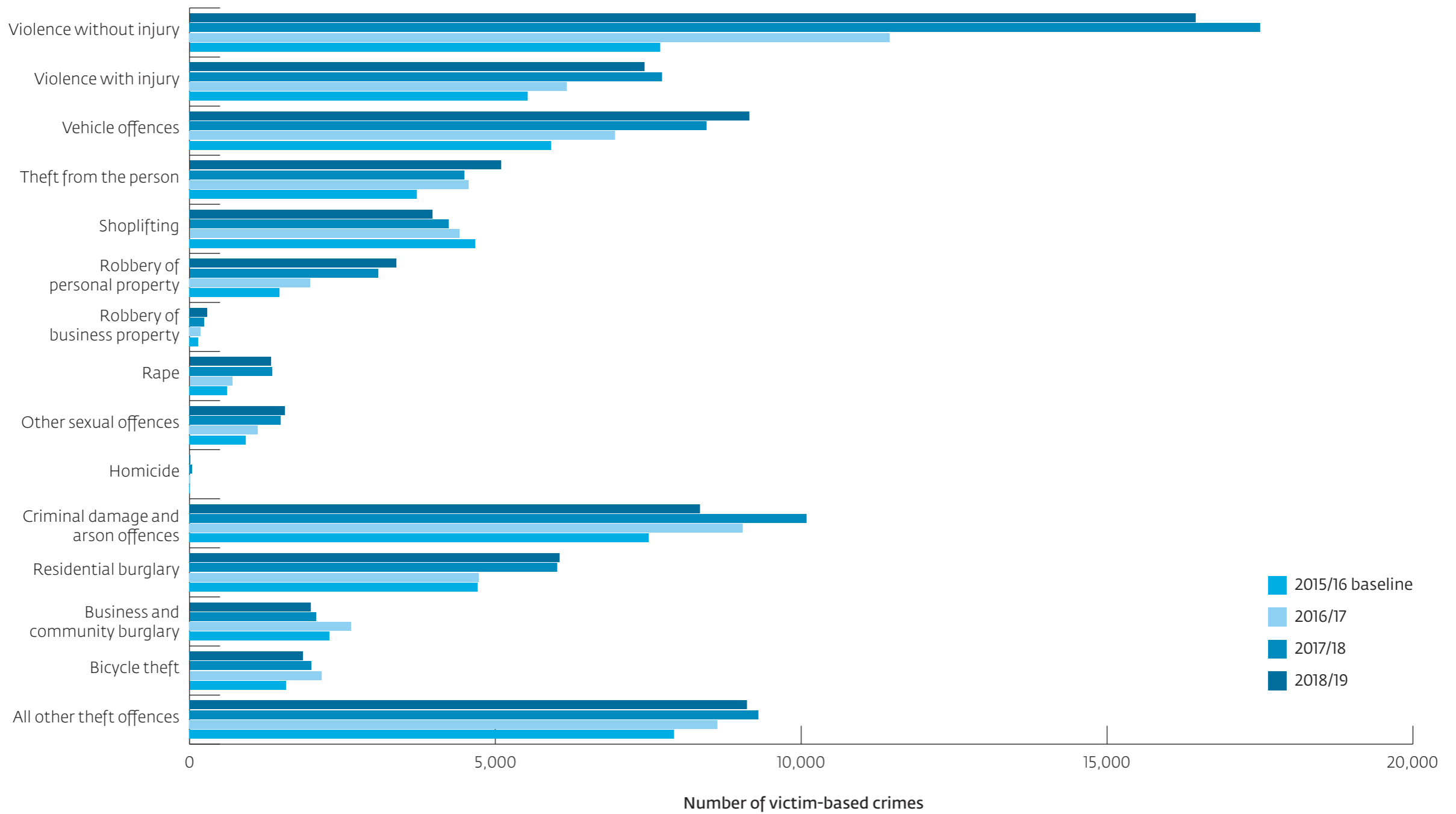
The Strategy and consultation responses can be found at the Making Manchester Safer website **here**.

This section will focus on some of the issues that have a direct and significant impact on people – residents, workers or visitors to the city – and how the CSP addresses these issues.

Victim-based crime

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), acquisitive crime (including robbery, burglary, vehicle crime, shoplifting and theft) and criminal damage. Figure 5.5 shows the number of victim-based crime types between 2015/16 and 2018/19.

Figure 5.5:
Victim-based crime in Manchester



Source: GMP Business Intelligence

There has been a national increase in knife-related crime, and this has been mirrored in Manchester. Between January and December 2018 (the latest available national figures), Greater Manchester Police recorded 3,614 offences involving knives or sharp instruments, the second-highest number of knife-related offences among police forces in England and Wales; the Metropolitan Police recorded 14,660 offences. Greater Manchester also had a relatively high rate of knife crime per 1,000 residents, being ranked third behind the City of London and the Metropolitan Police. A relatively high proportion of knife crimes in Greater Manchester were robberies (48% of the total, compared with 43% for the rest of the police force areas in England and Wales).⁷ Greater Manchester Police reviewed their recording of knife or sharp-instrument offences in December 2017. This has revealed that they were undercounting these offences. Following this review, there has been a sharp increase in the number of knife or sharp-instrument offences recorded by Greater Manchester Police in January to December 2018 compared with previous quarters. Previous data has not been revised and the data is therefore not comparable for this force.

Our approach to address knife-related crime includes a universal message of education for young people to discourage them from using knives and raise awareness of the consequences of both carrying a knife and stabbing someone. It also includes targeted work with some young people who may be both victims and perpetrators of knife crime.

Youth Justice have refreshed their programme for young people they are working with, using a restorative approach, and focusing on the impact and consequences of knife crime to prevent young people from carrying bladed weapons.

Partnership meetings take place to share information, review activity, and develop plans. Activity includes working with licensed premises to encourage both prevention measures (such as the use of knife arches and wands) and the use of NiteNet radio to share information between premises, as well as ensuring that premises are reporting to the police when they find weapons.

GMP are engaged in foot patrols in key areas of robbery and knife crime, with officers undertaking sweeps to uncover any weapons and knives hidden in shrubbery and street furniture.

Addressing violence is not a single-agency issue and violence is usually the culmination of many different issues. Manchester will continue to pursue a strategic co-ordinated approach involving a range of agencies, both statutory and voluntary. A public-health approach to tackling violent crime is currently being developed. This will include the use of both GMP and health data to inform activity.

Domestic violence and abuse

Manchester launched its Domestic Violence and Abuse Strategy in June 2016. The strategy has five 'pledges', which form the basis of work to tackle such abuse. These pledges are:

- Preventing abuse
- Supporting people to seek help
- Managing safety
- Training and workforce development
- Adapting delivery models in response to changing need and demand.

⁷ www.gov.uk/government/statistics/police-recorded-crime-open-data-tables. This definition of knife crime includes the following types of offence: homicide, attempted murder, threats to kill, assault with injury and assault with intent to cause serious harm, robbery, rape and sexual assault

Table 5.3:
Domestic-abuse crimes in Manchester (2015/16–2018/19)

	2015/16 baseline	2016/17	2017/18	2018/19
Violence against the person	3,461	4,118	6,873	6,970
Sexual offences	218	200	302	342
Robbery	21	24	32	28
Theft offences	227	221	433	385
Criminal damage	426	480	762	768
Total	4,353	5,043	8,402	8,493

Source: GMP Business Intelligence

Table 5.3 shows the types and prevalence of domestic-abuse crimes in Manchester recorded since 2015/16. We know that domestic violence is underreported, so part of our approach is to encourage people to report it.

Collaborative work is ongoing and partners are committed to implementing the pledges contained within the Domestic Abuse Strategy. Examples include:

Safe and Together, which was launched in October 2017, is a new Children’s Social Care approach to working with families where domestic abuse is an issue. The emphasis is to keep children ‘safe and together’ with the non-offending parent, while intervening with the perpetrator to reduce risk and harm to the child. Over 100 practitioners have to date been

trained in the model, with a further wave of training planned for 2019/20. This approach will deliver better outcomes for children and families through better assessment, working in partnership with the non-offending parent, and better safety planning. Linked to the launch of Safe and Together has been continued investment in delivery of the Bridging to Change behaviour-change programme by commissioned provider Talk Listen Change. This programme, and the Motivation to Change programme that precedes it, have engaged with almost 100 perpetrators and achieved a range of positive outcomes, not just for the perpetrator but also the victim, who benefits from a programme of support that runs concurrent with the perpetrator’s attendance.

The Midwifery Domestic Abuse Support Service (MiDASS) identifies and supports women presenting at maternity services at North Manchester General Hospital and University Hospital of South Manchester who make a disclosure of domestic abuse. Since its inception in 2015, the service has helped 315 victims to access information, support, and services, with referral rates increasing every year. In addition to the provision of direct support for victims, the MiDASS service also delivers a range of domestic-abuse training and workshops to staff at both hospitals. To date, more than 630 staff and students have benefited from such input, improving their knowledge and expertise in recognising and dealing with domestic abuse. MiDASS is delivered in parallel with the Council’s Independent Domestic Violence Advocate provision at St Mary’s Hospital, which provides support for victims and training for staff across all three of the city’s main hospital sites.

Child to parent violence and abuse (CPVA) is the most hidden and one of the most stigmatised forms of family violence. It is also much misunderstood by agencies and professionals. CPVA is also vastly underreported due to the stigma felt by parents. It is an emerging issue in Manchester, with over 11% of the domestic-abuse crimes reported over

the past three years categorised as CPVA. We will be developing approaches to CPVA over the next year and gathering evidence around what works.

Antisocial behaviour

While reported antisocial behaviour saw an 8% reduction from 22,355 incidents between April 2017 and March 2018, to 20,671 incidents between April 2018 and March 2019, there continues to be doubt about the accuracy of these figures. This reduction is partly because more antisocial behaviour-type incidents are now being recorded as crimes instead.

A dedicated city centre antisocial behaviour team was established in September 2017 and is embedded within the wider city centre integrated neighbourhood management team. It has established effective partnership working across teams, including Licensing, Compliance and Out of Hours, the Rough Sleepers Team, Greater Manchester Police, CityCo, Biffa, substance-misuse treatment services, and NCP car parks. Over the next 12 months, the Community Safety Partnership (CSP) will invest in further officers to tackle antisocial behaviour and make neighbourhoods safer.

A CSP vehicle has been used since May 2018. This allows the antisocial behaviour team and partners to engage with rough sleepers and those begging in the city centre and beyond. Officers are also to take direct reports from members of the public wishing to report antisocial behaviour or non-emergency concerns for an individual's welfare. The CSP will continue to use the vehicle to engage with people in a safe environment and at suitable times and places.

Community cohesion

Manchester prides itself on being an inclusive, welcoming and tolerant city. We celebrate our diversity and work hard to build more cohesive communities. We have worked together to strengthen their resilience, instilling confidence and supporting them. In joining together we ensure that those who commit acts aimed at destroying lives and breaking down the fabric of our communities and neighbourhoods will not succeed.

Tackling hate crime is a key priority for the CSP. The **Hate Crime Strategy (2016–2019)**, developed following consultation with stakeholders and partners, identified key priorities. These include supporting victims, preventing hate crime, taking action against perpetrators, and continuing to build cohesive and resilient communities where hate crime and discrimination will not be tolerated.

In recent years, the increase in reporting has been generally seen as a positive trend, as it indicates that victims have more confidence to report hate crimes and incidents to the police, third-party reporting centres, or via the national True Vision website. However, there were increases in xenophobia and hate crime after both the EU Referendum in June 2016 and the Arena terror attack on 22 May 2017. Table 5.4 details the number of hate incidents and hate crimes linked to the monitored strands (2015/16 to 2018/19).

Table 5.4:
Hate incidents and crimes linked to monitored strands (2015/16 to 2018/19)

	2015/16 baseline		2016/17		2017/18*		2018/19*	
	Incidents	Crimes	Incidents	Crimes	Incidents	Crimes	Incidents	Crimes
Race	362	1,288	445	1,575	334	2,211	262	2,112
Religion	86	133	86	201	139	434	61	332
Sexual Orientation	77	154	97	241	56	294	57	447
Disability	18	49	29	49	14	81	25	67
Transgender	12	16	26	23	13	28	25	50
Alternative Subcultures	1	4	0	3	0	3	3	3
Total links to monitored strands	556	1,644	683	2,092	556	3,051	433	3,011
Total hate incidents/crimes	501	1,540	615	1,927	476	2,733	384	2,749
Anti-Semitic	13	42	34	34	17	40	15	50
Islamophobic	60	94	33	85	80	238	24	143

* Excludes crimes reported by victims of the Arena bombing, which are flagged as hate crime (818 reported in 2017/18 and 141 in 2018/19)

Source: GMP Business Intelligence

Hate Crime Awareness Week (HCAW) is now in its seventh year in Manchester, and our first hate-crime strategy was launched in January 2013. Thirty-five events took place during HCAW 2019 to raise awareness of hate crime, encourage reporting, promote community cohesion, and signpost victims to support services. These events included:

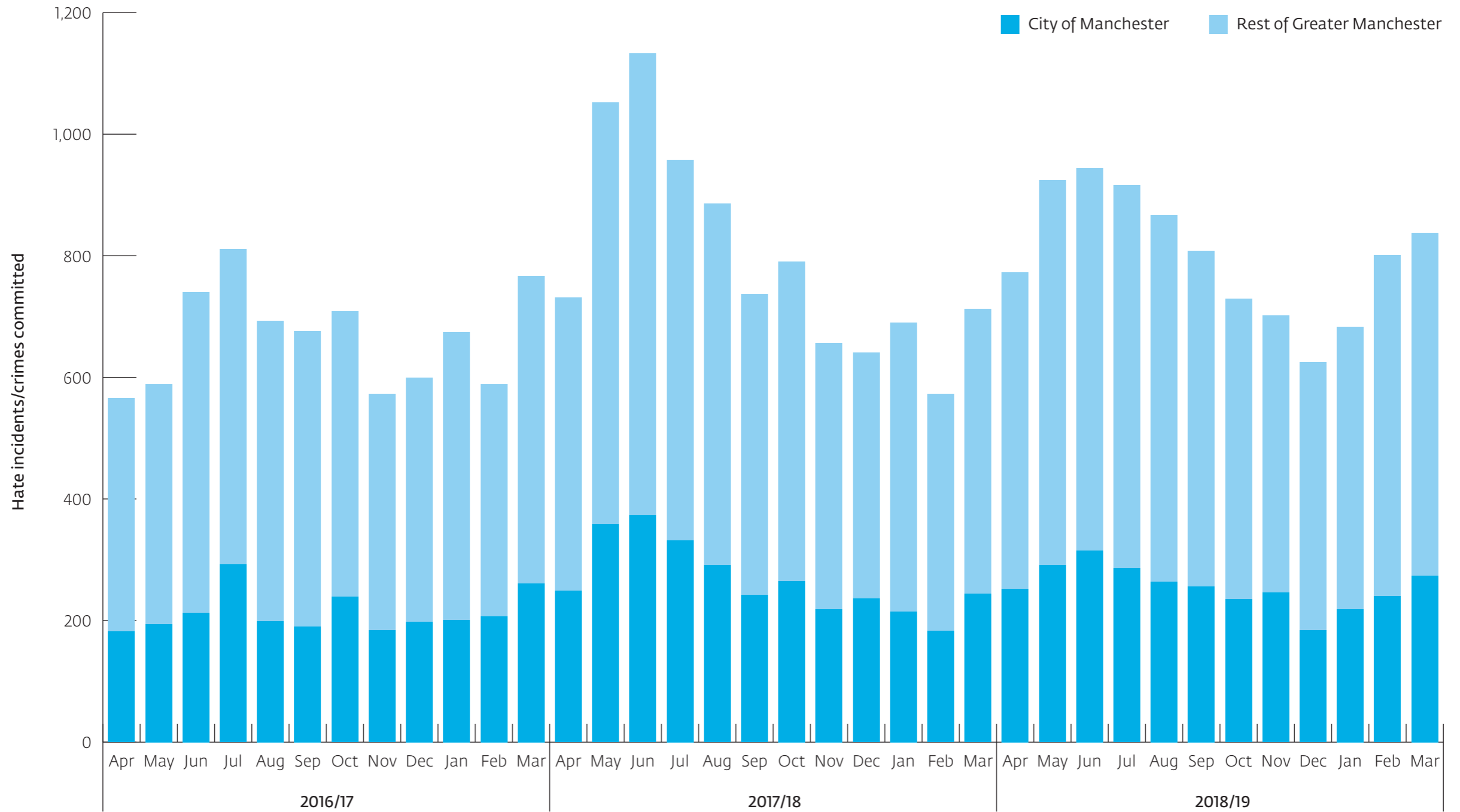
- Northmoor Community Centre – held two events for young people with different nationalities, languages and cultures to discuss perceptions of race hate and how to report it, and to celebrate diversity
- Levenshulme Inspire – held a feast to raise awareness of religious hate crime and encourage relationships between different religious groups and the wider community, with help from Noor Masid Mosque and Levenshulme Methodist Church

- Sudanese Community Association – held an event to raise awareness of hate crime, how to report it and where to seek support
- Out in the City – held an event for LGBT people aged 50 and over, and held discussions around hate crime, focusing on sexual orientation and transgender issues
- Future Directions CIC – hosted an information stand in the foyer of Wythenshawe Forum to raise awareness of disability hate crime. People shared their experiences of hate crime and offered advice and practical tips on how to report it.

A further 25 voluntary, community and faith-based groups were funded to hold events between June and December 2018.

Officers from the CSP continue to hold training around hate crime for front-line officers, and work continues to take place with developing third-party reporting centres. Manchester is also a key partner in the Greater Manchester Police and Crime Steering Group, and the development of a Greater Manchester-wide hate-crime strategy. Figure 5.6 details the number of hate incidents and hate crimes committed in Manchester and Greater Manchester between 2016/17 and 2018/19.

Figure 5.6:
Hate incidents and crimes committed (2016/17 to 2018/19)



Source: GMP Business Intelligence, April 2019

RADEQUAL is Manchester's campaign to build community resilience to prejudice, hate and extremism. The campaign achieves this through empowering and enabling organisations and communities to come together to challenge, connect and champion activities that provide a safe space for people to talk about challenging and current issues. It brings together people from different backgrounds and supports people to learn and counter divisive narratives.

The RADEQUAL campaign, community network and grant programme continues to grow. During 2018/19, five voluntary and community-sector groups received funding through the RADEQUAL Community Grant Programme to create models for delivering community engagement on difficult subjects. Through a series of workshops and events, these groups:

- Built resilience within communities across Manchester, including young people, women and girls, and parents
- Gave young people the confidence and skills to engage in difficult conversations using drama
- Brought hard-to-reach groups together using community connectors
- Provided communities with an increased understanding of vulnerability, isolation and extremism.

We will continue to strengthen the RADEQUAL campaign in Manchester and work with community groups across the city to build the voice of the community network. To find out further information or to get involved in the RADEQUAL campaign click [here](#).

Improving the quality of parks, green spaces, rivers and canals

Improvement and promotion of Green and Blue Infrastructure (GI) is recognised as a vital component of the Our Manchester Strategy. It is key to inspiring a strong sense of citizenship and pride in the city, ensuring that our city is known for its high quality of life. It also helps to improve our health and wellbeing by encouraging more active lifestyles. Its achievement requires collaboration across both the Council and the many external delivery partners – from large national bodies to individuals and small 'Friends of' groups.

Manchester City Council maintains its commitment to conserve, protect and enhance biodiversity wherever it can, in compliance with the Natural Environment and Rural Communities (NERC) Act 2006. Manchester has eight Local Nature Reserves (LNR) covering 392 hectares, of which Heaton Park is both the city's largest and only designated Country Park. Manchester has 38 Sites of Biological

Importance (SBI) covering 309 hectares, of which 60% (23) are in active conservation management.

Work on this agenda is co-ordinated through **Manchester's Great Outdoors**, a Green and Blue Infrastructure Strategy for Manchester, which received the prestigious 2018 CIEEM (Council for the Institute of Ecology and Environmental Management) Award.

More than 12,500 trees and 43 community orchards have been planted, and £77million has been invested in Manchester's GI (£30million of which was external funding from partners). Nearly 30 new jobs have been created as a direct result of work on GI, and 7.5km of canal towpaths have been improved; there have also been 1.5km of riverside access improvements, and 4.5km of improvements to brooks and streams.

Practical progress to support strategic aims includes:

- Production of the **Principles of Tree Management** public document, which provides an easy point of reference regarding the Council's practice around tree management, and clarity about where responsibilities lie for trees in public or private ownership

- Significant consultation on the GrowGreen West Gorton development neighbourhood project, where innovative nature-based solutions will be deployed to improve climate resilience. The project architects have designed a series of interconnected green zones
- The Woodland Futures project, led by leading environmental charity City of Trees, which has been awarded a £182,900 National Lottery grant to restore and revitalise three important historic woodlands in Wythenshawe. Over two years, the urban greening project will work in partnership with charity Back on Track and 100 volunteers to connect local communities to the natural heritage on their doorstep. This will provide opportunities for developing skills, confidence and wellbeing
- The successful Greater Manchester bid for £5million from the Urban Innovative Action fund, which the Council was instrumental in winning. This project, IGNITION, will establish innovative funding mechanisms and a pipeline of projects with the aim of increasing urban-green infrastructure across Greater Manchester by 10%; in doing so it will reduce flooding incidents and alleviate heat stress in the future. It will also consider the feasibility of incorporating affordable sustainable urban drainage in schools
- £160million from the Mayor's Transforming Cities funding. This will be allocated over the next five years to develop the Bee Network – linked cycling and walking routes across Greater Manchester. The aim of the network is to promote more sustainable travel choices, with walking and cycling being promoted as the natural choice for shorter journeys
- The Green Trail – this is separate but complementary to the Bee Network and is a walking circuit comprising 14 routes that connect many of the city's parks, woodlands and open spaces; it is the first project of its kind in the UK. The project is being delivered through a partnership of Manchester City Council, City of Trees, the Ramblers Association, Living Streets and TfGM, with funding through TfGM and City of Trees. The aim is to create high-quality walking routes across Manchester that will increase usage of parks and woodlands, encouraging healthier lifestyles
- My Wild City, an exciting four-year partnership between the Wildlife Trust for Lancashire, Manchester and North Merseyside, and Manchester City Council and its partners. Created in 2018, this is the result of a successful funding bid from the Esmee Fairburn Partnership. My Wild City will inspire and engage people to get involved in practical actions in their gardens, parks and key wildlife corridors, to improve the wildlife value of the entire city. Some of the results will feature in a bold new biodiversity strategy and implementation plan to be prepared with increased stakeholder ownership and buy-in supporting the Our Manchester approach to strategy development.

Case Study: Protecting Playgrounds Project

Air pollution is recognised as a serious problem, particularly for schools adjacent to major roads. Four schools in Manchester have been selected to take part in a pioneering clean air scheme. The 'Protecting Playgrounds' project, delivered by Groundwork with funding from the Council and Transport for Greater Manchester, aims to demonstrate how evergreen hedges can be used as a natural shield to reduce the impact of traffic pollution on pupils. The project has been designed by scientists from Lancaster University who believe that it has the potential to transform national policy.

The four schools selected to take part in the trial currently only have railings or mesh fencing between their playgrounds and an adjacent main road. Research has shown that evergreen hedges planted along the fenceline act as a natural filter, absorbing some of the particulate air pollution generated by passing traffic. The project will test the use of instant hedges with different species, density and leaf shape, in a bid to identify the most effective green barrier for school boundaries.

During the trial, which will take place during the Summer and Autumn of 2019, pollution levels will be monitored in both playgrounds and classrooms, to observe what reduction in air pollution levels the hedges help to achieve.

The four selected schools are all located close to main arterial routes within the Greater Manchester Air Quality Management Area (AQMA), which

illustrates the most polluted areas of the city. Monitoring equipment has already been installed at the participating schools, which are:

- Abbott Community Primary, Collyhurst (Rochdale Road)
- Manchester Communication Academy Primary (Rochdale Road)
- St Ambrose RC Primary, Chorlton (Princess Parkway)
- Medlock Primary, Ardwick (A6).

The project will be complemented by 'citizen science' activities, including training pupils to help take monitoring samples and input data; devising cleaner routes to school by having pupils wear mobile monitoring devices, in order to measure their exposure to air pollution as they travel to and from school; plus a public awareness-raising campaign about the effects of airborne pollution.

Barbara Maher, Professor of Environmental Science at Lancaster University, said: "This project has the potential to deliver some of the most ground-breaking and important evidence delivered to date in recognising the importance and value that green infrastructure can play in terms of reducing airborne pollution. It could quite literally be a lifesaver for the children of Manchester and of this country".

Park Strategy

Since the launch of Manchester's Park Strategy in December 2017, work has been ongoing on the strategy, with a focus on embedding the new direction for parks across the Parks Team and the network of Friends of groups, stakeholder groups and partners.

Work has progressed well to develop 15 park plans in the first year, and the next 35 are being identified. Stakeholder workshops have taken place to develop these plans. The workshops have been a true Our Manchester approach, working collaboratively with a wide range of stakeholders and partners across the neighbourhood.

The Wythenshawe Park Strategic Plan has been finalised and presents the park's plan for the next ten years. It has been developed in partnership with a wide range of stakeholders and has been a great example of involving partners in shaping the way forward for Wythenshawe Park.

The Parks Development Programme has invested £20.5million over a four-year period. This funding will improve parks and close the gap between income and expenditure. We are now recruiting to posts that will build in the resources to enable feasibility work to be

carried out; this will identify and steer investment opportunities across Manchester's parks with our strategic and community partners over the next four years. It will also bring together all existing and emerging funding options, such as Section 106,⁸ to add value. This investment will significantly enhance the quality of our parks.

In 2018, there was a significant increase in the quantity of litter removed from Manchester's parks, and a total of 125,000 bags of litter were removed (excluding Heaton Park). As a result of this, in 2019, additional resources have been deployed to ensure that there is sufficient provision at all times. Additional contract support has been put in place at Alexandra Park, Crowcroft Park, Heaton Park, Platt Fields Park, Whitworth Park and Wythenshawe Park for the six summer months. In addition, all the larger parks in the north of the city will have an additional weekend collection service.

⁸ A Section 106 is a legal agreement between an applicant seeking planning permission and the local planning authority. It is used to mitigate the impact of a new home/development on the local community and infrastructure. This money is often used to enhance community facilities such as parks

Manchester City Council is continuing to reduce its reliance on chemical weed treatments within its parks. Alternative weed-control methods are being tried and tested to assess all currently available solutions. Over the past year, 24 parks have been subject to a new approach, where glyphosate-free products and mechanical weed-control methods have been trialled. In 2019, as part of an extended trial, the quantity of glyphosate used across all the city's remaining parks will be further reduced, with future use restricted to spot treatments, and the management of invasive weeds.

Use of new technology to improve services

Sprytar is an augmented reality app that imaginatively brings parks across Greater Manchester to life. Ideal for inquisitive minds, both young and old, Sprytar is smart enough to adapt to the user's interests through the use of augmented reality technology. Using an interactive map of the site, users are kept up to date with upcoming events, and are offered age-specific guided tours and quizzes to reveal unknown landmarks and park facts. Manchester City Council is one of the first councils to implement Sprytar in Wythenshawe, Platt Fields, Heaton Park, Boggart Hole Clough, Whitworth Park and Alexandra Park.

The delivery of a new management system for Manchester's allotment stock, Colony, has been implemented and will deliver a range of benefits. It will:

- hold details of sites, plots and facilities in a central location
- support the effective management of tenants with their contact details and Tenancy agreements stored electronically
- manage waiting lists in a timely and consistent manner
- allow for effective invoicing with a clear charging structure
- manage regular plot inspections with notice history
- improve communication with every plot holder
- report on demographics of allotments and management information.

The first phase of work, Colony Enterprise, has been launched to manage allotments the Council is directly responsible for. Colony Communities will allow the Allotment Societies to access and populate the layer of information that is relevant to their site and plot holders. The final phase of implementation will

integrate our finance systems to ensure ease of invoicing and live feedback on the payment of site fees. There will also be better integration with the Council's website to display information on the availability of plots and allowing people to apply.

Encouraging a low-carbon culture

Zero-Carbon 2038

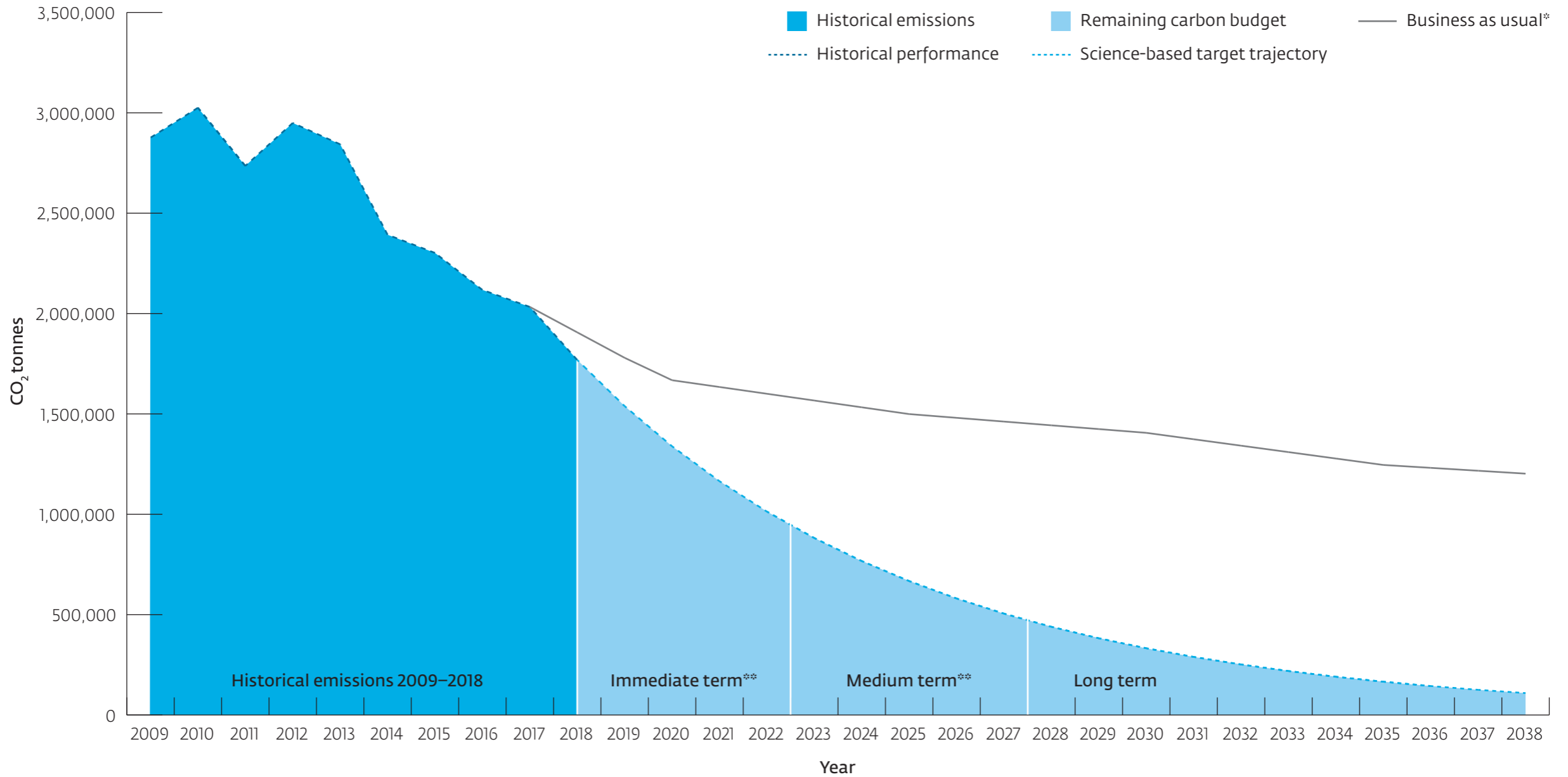
The Our Manchester Strategy sets out the vision for Manchester to 'be in the top flight of world-class cities by 2025' and commits the city to 'playing its full part in limiting the impacts of climate change'.

In 2016, the Council committed that we would be a 100% clean-energy city by 2050. In November 2018, the Manchester Climate Change Board (MCCB) proposed to update the city's carbon-reduction commitment in line with the Paris Agreement, in the context of achieving the Our Manchester objectives. As such, the Council adopted a science-based carbon budget developed by the Tyndall Centre for Climate Change Research and committed the city to becoming zero-carbon by 2038. The Council also approved the proposal to:

- Adopt a carbon budget and emit a maximum of 15million tonnes of CO₂ for the period 2018–2100
- Commit to a 13% year-on-year reduction in citywide CO₂ emissions from 2018 to achieve this carbon budget.

Manchester's carbon budget is broken down into short, medium and long-term allocations. Each carbon budget outlines the emissions not to be exceeded for each period, in order to ensure that Manchester meets its overall emission reduction commitments leading up to 2038. These budgets are front-loaded, with more than 50% of the total reductions required in the short term; this highlights the scale of the challenge ahead. The reductions required for the remaining years to 2038 gradually decrease. This is shown in Figure 5.7.

Figure 5.7:
Manchester Carbon Emissions Pathway



Source: Manchester Climate Change Agency. *Business as usual as defined by Level 1 ambition thresholds within the Anthesis' SCATTER model

** Immediate term and medium term periods align with the third and fourth nationally legislated carbon budget periods (respectively) under the UK Climate Change Act (2008)

Total budget (2018–2100) CO ₂ tonnes	Immediate term (2018–2022) CO ₂ tonnes	Medium term (2023–2027) CO ₂ tonnes	Long term (2028–2037) CO ₂ tonnes
15,187,610	6,928,620	3,593,560	3,046,920

The MCCB, with support from Manchester Climate Change Agency (MCCA), have developed a methodology to assist organisations across the city to develop action plans from 2020 to 2022. The methodology recommended to organisations is as follows:

- Measure emissions
- Set science-based targets
- Explore the 'how'
- Enhance business case
- Develop action plans.

Work has also been carried out to allocate emissions across the city to 60 organisations in Manchester. These organisations produce 20% of the city's emissions; they are members of the MCCB and as such are already committed to act to help achieve the city's ambitious target. These organisations are currently in the process of developing action plans to meet their commitment, which will be published in March 2020. The remaining 80% of emissions are broken down between transport, domestic and non-domestic activities across the city. A huge part of the challenge will be for all residents, businesses and organisations in the city to be engaged in this agenda and for them to be encouraged and supported to play their

full part in reducing emissions. This will require significant changes to current governance arrangements, and investment and resources for delivery.

It is recognised that in order to reduce the carbon emissions generated by the energy we use, we need to shift away from fossil fuels to renewable sources of energy. The Greater Manchester Infrastructure Framework sets out the challenges for our electricity infrastructure associated with the shift to renewable electricity generation, low-carbon heating and electric vehicles. Through the Greater Manchester Spatial Framework, standards for new buildings and developments will be set; however, we will still need to work to increase renewable energy generation and low-carbon heating in existing homes and buildings across the city. We will continue to work closely with the Greater Manchester Combined Authority to deliver this ambition.

Since its launch in 2012, the Carbon Literacy Programme has been training organisations, employees and students across the city to be carbon-literate. This helps them to understand what action they need to undertake to reduce their carbon footprint and tackle climate change. There are now over 10,000 certified carbon-literate learners.

Thirty arts and culture organisations have been working collaboratively to actively reduce their carbon emissions and promote sustainability across the city. The network is a key partner in the city's climate-change strategy and leader in this field – nationally and internationally. Over the eight years since forming, members of Manchester Arts Sustainability Team (MAST) have made significant reductions in carbon emissions (more than 16%), with a projected 34% total reduction by 2020 and a commitment to planning towards being zero-carbon by 2038. MAST have also taken a broad range of practical environmental actions to engage employees and audiences, including exploring environmental themes in programming, learning and outreach activities, employee beekeeping, community gardening, and much more. MAST are working with the Council and the EU's URBACT programme to deliver G-Change – a two-year project that will share Manchester's good practice with five other cities across Europe. More information can be found [here](#).

In 2016, the Green and Healthy Manchester Partnership was established between Manchester Climate Change Agency (MCCA), local non-Government organisations and National Health Service Manchester. The

partnership has delivered green infrastructure projects in deprived communities, and food-growing projects for citizens with mental-health issues. More information can be found **here**.

Ensuring our communities are protected from climate change

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 Environmental Protection Team, sites identified as requiring detailed assessment can be reviewed and remediated through the planning development process. According to our current records, 25.5 hectares of potentially contaminated land has been remediated under the development control process during the past year (April 2018 to March 2019, data based on validation reports being received and approved). This includes: the first phase of the redevelopment of the former BBC site (Vita Student accommodation); a large office/

commercial development on part of the Siemens site in Didsbury; the first phase of the Manchester life residential schemes in Ancoats; a large residential scheme on Greenbrow Road, Baguley; the Manchester Business School; and a large residential development on Hardy Lane, Chorlton.

The Environmental Protection Team work closely with other Council departments, such as Corporate Property and Regeneration, to provide project-support technical advice as required. The team also help respond to preplanning enquiries from private consultants and developers for planned developments. Projects they have been involved with and continue to have a role in include the Northern Gateway, HS2 and former landfill sites' redevelopment portfolios.

The work of the city's Contaminated Land Team aims to contribute to the Our Manchester Strategy by:

- Improving brownfield/distressed land across Manchester to make the city a more attractive place to live, work and visit, which is likely to lead to a stronger economy
- Ensuring that residents can access job opportunities and other facilities in a safe and clean environment, enabling everyone to contribute to the success of the city

- Making land safe for both the environment and people; this will improve perceptions of the city, and help to provide new housing and green spaces in neighbourhoods
- Investing in and improving the city's green infrastructure to drive growth.

Air quality

Air pollution is associated with a number of adverse health impacts and is recognised as a contributing factor in the onset of heart disease and cancer. It can affect the most vulnerable in society: children, older people, and those with heart and lung conditions. Overall, the effect that man-made air pollution in the UK has on mortality is estimated to be in the range of 28,000 to 36,000 deaths annually.⁹

The Government passed the European Ambient Air Quality Directive (2008/EC/50) into UK law. This sets legally binding limits and target values for concentrations of major air pollutants, including nitrogen dioxide (NO₂) and particulate matter (PM₁₀ and PM_{2.5}).

⁹ Committee on the Medical Effects of Air Pollutants (COMEAP) 2018

NO₂ is primarily caused by the combustion of fossil fuels, particularly diesel, in transport. PM₁₀ and PM_{2.5} are also linked to the combustion of fossil fuels, as well as from the wear and tear of machinery associated with their use, and dust from construction work. Many of the sources of NO₂ are also sources of particulate matter, and therefore measures to address NO₂, such as the use of electric vehicles, would have some impact on particulate matter levels.

Manchester meets the national legal limits for all air pollutants with the exception of the annual limit for NO₂. Trends show that there has been an improvement in air quality across the city, but parts of Manchester still remain above the annual limit for NO₂. As such these areas have been declared Air Quality Management Areas (AQMAs). AQMAs are produced using a combination of monitoring station data and computer modelling.

There are two permanent monitoring stations in Manchester that monitor NO₂ and PM₁₀: Piccadilly Gardens and Oxford Road. Table 5.8 shows NO₂ and PM₁₀ concentrations monitored by the two city centre locations from 2015. These are part of a network across Greater Manchester, supplemented by temporary diffusion tubes in order to give an accurate picture of pollution levels.

The current AQMA was declared by the Greater Manchester Combined Authority (GMCA) in May 2016, and covers a smaller area than previously, but it is still focused on the busiest parts of the road network, including areas where routes converge, such as the city centre. The AQMA continues to be set at a precautionary 35 microgrammes of NO₂ per cubic metre of air (µg/m³), below the legal annual mean limit of 40µg/m³, to reflect modelling uncertainties.

The data presented in Table 5.5 shows that recent concentrations of NO₂ have fallen at both the Oxford Road and Manchester Piccadilly sites since 2016. NO₂ levels at Piccadilly do not exceed the legal limit; however, despite the reduction at Oxford Road the annual concentration there is still above the legal limit.

Table 5.5:
Annual mean concentrations of NO₂ and PM₁₀ (µg/m³)

Year	Manchester Oxford Road		Manchester Piccadilly	
	NO ₂ (µg/m ³)	PM ₁₀ (µg/m ³)	NO ₂ (µg/m ³)	PM ₁₀ (µg/m ³)
2015 (baseline)	66	28	39	20
2016	66	27	40	20
2017	65	27	36	20
2018	62	30	35	21

Source: Air Quality England

The legal annual mean limit for PM₁₀ is 40µg/m³. Table 5.8 demonstrates that concentrations of PM₁₀ at both the Oxford Road and Manchester Piccadilly sites remained steady over recent years, with an increase during 2018; however, neither site exceeded the legal limit.

In order to make further progress in tackling poor air quality, Greater Manchester (GM) published an **Air Quality Action Plan 2016–21** (AQAP) in December 2016. The plan is structured around three themes:

- Reducing traffic by encouraging alternative travel modes
- Increasing efficiency by making the most appropriate use of roads and vehicles for different tasks
- Improving vehicles by encouraging less polluting vehicles to be used.

Objectives contained within the plan are being met in Manchester by a range of measures, including the installation of new 'bus gates' on Portland Street and Oxford Road in 2017, planning controls for new developments, taxi-emission controls, a Clean Air Zone feasibility study, and a new air-quality website, www.cleanairgm.com.

In July 2017, the Government published its **UK plan for tackling roadside nitrogen dioxide concentrations**, which required Manchester, together with the other Greater Manchester local authorities, to produce a new plan to meet NO₂ limits within the shortest possible time. An Outline Business Case for the GM plan, known as the Clean Air Plan (CAP), has been developed by TfGM with the Greater Manchester local authorities. Further details of the plan and timescales are available in the Neighbourhoods and Environment Scrutiny Committee Report [here](#).

The CAP is anticipated to contribute to the Our Manchester Strategy by:

- Improving air quality across Greater Manchester, making the city a more attractive place to live, work and visit, and leading to a stronger economy
- Ensuring that residents can access job opportunities and other services in a safe and clean environment, enabling everyone to contribute to the success of the city
- Reducing congestion and air pollution, improving perceptions of the city, and reducing carbon emissions
- Investing in and maintaining the city's transport infrastructure, helping to drive growth.

Further information regarding the CAP is available [here](#).

In addition to the ongoing actions outlined above, the city is required to submit Annual Status Reports (ASR) to DEFRA each year, to demonstrate the progress of the implementation of the measures in the GM AQAP and any resultant air-quality improvements. The most recent ASR is available [here](#).

Vibrant Neighbourhoods: Culture, Libraries, Leisure, Sport and Volunteering

In addition to good-quality housing in places that are clean and safe, our communities are reliant on the other public amenities such as parks, libraries and leisure to really make a vibrant neighbourhood of choice. A key commitment is to invest in cultural and sports facilities for the benefit of the city's residents and to improve the city's international attractiveness.

An internationally attractive city

Table 5.6 provides details of the top ten most-visited free attractions in Manchester, compiled from those submitting data to Marketing Manchester for the annual STEAM¹⁰ process. As is shown, our galleries, museums and cultural venues continue to attract substantial numbers of visitors, helping to confirm Manchester's role as the nation's second cultural centre outside London. In 2018, the Science and Industry Museum overtook HOME, in terms of galleries, museums and cultural attractions.

¹⁰ Source: STEAM (Scarborough Tourism Economic Activity Monitor), Global Tourism Solutions (UK) Ltd process; based on calendar year visits January to December 2018

Table 5.6:
Top visitor attractions in Greater Manchester that are located in Manchester

	Attraction	2015 baseline	2016	2017	2018	Admittance (2018)
1	Museum of Science and Industry	695,275	651,473	663,923	704,732	Free*
2	Manchester Art Gallery	593,169	593,168	641,045	655,490	Free
3	HOME (Greater Manchester Arts Centre Ltd)**	619,658	837,621	680,000	650,731	Free*
4	National Football Museum	411,991	481,541	468,129	523,366	Free
5	Manchester Museum	453,970	406,997	521,209	476,759	Free*
6	The Whitworth **	400,257	321,269	314,884	359,380	Free*
7	The John Rylands Library	178,453	242,892	284,435	308,820	Free
8	Runway Visitor Park Manchester Airport	360,500	338,450	305,000	307,450	Free
9	Manchester Cathedral	153,209	176,704	179,673	173,011	Free
10	The People's History Museum	86,595	93,404	104,827	127,800	Free

* An entrance fee may be charged to specific exhibitions, performances and activities held within the venue, while other spaces are free admittance
 ** HOME opened in April 2015 and the Whitworth reopened in February 2015, so the totals do not reflect a full calendar year

Source: STEAM

Table 5.7:
Number of visits to Manchester City Council's cultural and recreational facilities

	2015/16 baseline	2016/17	2017/18	2018/19	Annual change %
Manchester Art Gallery	519,602	607,809	641,361	731,003	20.3%
Leisure	2,961,586	3,412,284	3,414,605	3,316,172	-2.9%
Libraries	2,801,136	2,917,769	2,955,448	3,227,253	9.2%
of which Central Library	1,480,941	1,474,655	1,580,023	1,891,135	19.7%
Total	6,297,404	6,937,862	7,011,414	7,274,428	3.8%
Parks: attendance at activities and events	509,174	517,352	568,918	702,592	23.5%

Source: Manchester City Council

The construction programme for The Factory, a new nationally and internationally important centre for arts and culture, continues apace. When The Factory opens, Manchester International Festival will commission and present a world-class, year-round cultural programme. It is expected to add £1.1 billion to the city's economy over a decade and create 1,500 jobs, but the construction phase is already bringing benefits to people from across Manchester. Further details about The Factory are included in the 'A thriving and sustainable city' chapter.

Table 5.7 shows the total number of visits to the city's main cultural and recreational facilities. Overall, there has been a 15.5% increase in visits since 2015/16; the popularity of the events and activities held over the past year has helped to sustain the increase in visits to cultural venues.

Manchester remains the third-most visited city in the UK after the two capital cities of London and Edinburgh, and is known as an internationally cultural city. The visitors the city attracts can have a big impact on the local economy through the money they spend on hotels, restaurants and retail. Manchester's visitor economy is discussed in more detail in the 'A thriving and sustainable city' chapter.

Manchester Art Gallery continues to build on the success of previous years, and the number of people using the gallery increases every year. It is now the most visited museum or gallery in Manchester. The gallery welcomed 731,003 visitors in 2018/19. This continues the increase in visitor numbers in recent years. Visitor numbers are up 20% from 2017/18 (641,361), and 41% from 2015/16 (519,602).

Manchester's bid to join UNESCO's worldwide Creative Cities network as a City of Literature was successful. This partnership involves the Council, the city's universities, Manchester Literature Festival, and the city's writers, publishers and literary organisations. It is already proving to be a great opportunity to celebrate all the things that make our city such a dynamic, diverse and inspiring place for the written and spoken word. Plans for new co-commissions, festivals and community-engagement projects are in development. The city has joined others, including Baghdad, Dublin, Edinburgh, Barcelona, Prague, Melbourne and Reykjavik in the global network.

Manchester is the lead city for the international UNESCO network's International Mother Language Day. In February 2018, an exciting programme of events was delivered across the city to celebrate Manchester's cultural and

linguistic diversity – over 200 languages are spoken in the city. The celebrations included a Multi-language Mushaira hosted by The Manchester Writing School (Manchester Metropolitan University), Emma Martin (Stanley Grove Primary School) and Longsight Library. It was a lively and interactive poetry performance, where people were invited to share poetry on the theme of food in any language of their choice. During the day, Longsight, North City and Wythenshawe Forum Libraries also hosted poetry workshops; the 12 schools that participated explored the themes of food, language and culture through poetry.

Events bring people to the city, provide attractions for residents, and ensure that the city's name is profiled in the national and international media. Events in Manchester play a significant role in the context of destination-planning, enhancing and linking tourism and commerce. This includes utilising events as image-makers, economic impact-generators and tourist attractions, as well as shaping and contributing to the development of local communities and businesses.

In the past 12 months, Manchester partnered 37 event organisations to deliver or facilitate 60 calendar events, attracting more than

1.3million people across 168 days of live events. The Council funded or facilitated a programme of sports, cultural and community events attracting 800,000 people, providing a platform for more than 1,600 volunteering opportunities and a showcase for over 10,000 athletes, artists and performers. The programme had the new addition of the internationally renowned Phynova Six Day Cycling. The event was hosted at the HSBC (UK) National Cycling Centre and featured some of the biggest names in track cycling.

In addition, commercial event partners have directly funded major festivals and events in the city's licensed parks and public spaces that have attracted over 500,000 additional attendees.

Investing in our facilities; recognising our strengths

Manchester continues to invest in its libraries across the city. In the past 12 months, we have replaced all our customer printing facilities. Newton Heath Library benefited from an attractive external makeover. Visits to Withington Library have increased significantly since reopening in October 2018 after a full refurbishment. As part of this refurbishment, Withington Library became the first library in the city where Open Plus technology was

introduced. In addition to the usual hours when libraries are staffed, customers can now access the library during extended opening hours when the library is not staffed by using their library card and entering a PIN. This has increased opening hours at Withington by 21 hours per week. Forum Library in Wythenshawe also benefited from a significant internal makeover, and the introduction of Open Plus, which has again extended opening hours by 21 hours per week. In the next 12 months, Open Plus will be introduced at a number of other libraries in the city.

Manchester has a dynamic, creative scene and a vibrant history of cultural innovation, with major cultural institutions sitting alongside a rich mix of smaller organisations. The sector's year-round offer includes permanent attractions, annual and one-off events, as well as many learning, training, participation, volunteering and employment opportunities. The sector plays a key role in delivering both economic and social impacts in Manchester. The economic impact of culture is discussed in more detail in the 'A thriving and sustainable city' chapter.

The Manchester Cultural Impact Survey gathers data from cultural organisations in the city to create an annual picture of the economic and social impact of the sector. The

survey is open for any cultural organisations in the city to complete, but it is a requirement for organisations funded by the Council's Strategic Cultural Investments and Cultural Partnership Agreement grants.

Thirty-seven organisations, including all the city's major cultural institutions, completed the survey, providing information about activity during 2017/18. Headline findings are that the participating organisations:

- Generated an estimated £137.2million in Gross Value Added (GVA) for the city; £13.7million of this is the estimated impact from Manchester Art Gallery – an increase of 1.5% on the previous year
- Employed Manchester residents as just under half of their workforce (43%)
- Engaged 4,410 volunteers, who collectively volunteered 219,706 hours at a value of £3.2million
- Reached 4.5million people as audience members through just under 10,000 productions and commissions
- Engaged 633,814 participants in cultural and creative activity, with some activity taking place in every ward across the city

- Engaged 120 out of 201 Manchester schools, representing 60% of all schools. Schools in every ward of the city provided cultural participation opportunities for their pupils.

This impact was further made tangible through the inaugural Manchester Culture Awards, which took place in November 2018. Nearly 300 nominations were received, providing fantastic examples of cultural and creative activity across 12 award categories. These included the promotion of arts and health, equality and diversity, talent and leadership, as well as young creative and the best in artistic events, exhibitions and performances of the year.

Manchester Cultural Organisation's work has also gained national recognition. Examples include:

- The Men's Room received a Queen's Award for Voluntary Service, recognising their work empowering young men in crisis through creativity to overcome disadvantage and achieve their full potential
- The Royal Exchange Theatre won in four categories at the national UK Theatre Awards

- Cilla Baynes, as founder and Director of Community Arts North West, was awarded the Inspiring Change Award at the WOW – Women in the Creative Industries Awards
- The Edge, theatre for participation, were the proud winners of Local Food Hero in the 2018 Observer Food Monthly Awards for their café The Dressing Room, which is a dedicated catering and restaurant training facility for adults with learning disabilities.

Activity for all residents

In addition to general visits to our venues, the Council provides a wide range of activities, events and educational sessions for residents. These events may vary in size, scale and purpose, but they all contribute to our residents being active and engaged in their communities, helping them to develop new skills, or improving their health and wellbeing.

Table 5.8 shows a significant 98% increase in attendance in terms of activities, events and educational sessions, with all areas of the service showing an increase. The hugely popular Bee in the City is one of the factors for this increase. Moreover, engagement with schools is increasing through all services, which is a reason for this increase.

Table 5.8:

Number of attendances at activities, events and educational sessions through Manchester City Council cultural and recreational facilities

	2015/16	2016/17	2017/18	2018/19	Annual change %
Manchester Art Gallery	126,724	126,445	158,301	180,764	14%
Sport, Leisure and Parks	1,747,955	1,351,999	1,201,304	2,726,019	127%
Libraries	136,926	182,864	231,382	235,648	2%
Total	2,011,605	1,661,308	1,590,987	3,142,431	98%

Source: Manchester City Council

Widening access to and participation in culture, leisure and libraries is a key priority for the Council and its partners. As part of finding out more about how residents spend their leisure time, and what would make it easier for them to get involved, we held conversations with 200 people at venues, events, shopping centres and markets.

We followed the Our Manchester approach to design open discussion and used simple graphics to stimulate, but not direct, conversations. This has been a collaborative approach with leisure, libraries, Manchester Art Gallery and a number of voluntary-sector and community partners. Some of the findings so far include the largest proportion (29%) found out about events through social media or the internet, although 27% still mainly used printed media – local newspapers, posters and flyers for

information. The main activities mentioned were Sport & Leisure (24%) and Culture Audience (22%). In terms of improvements the more relevant activities had the highest response (25%); specific activities included more for young people, more music events and workshops, and taster days. We will continue to hold conversations with residents and update the data with new responses. This larger dataset will make conclusions more robust, and show changes in trends over time. We will also engage more internal and external partners to deliver this approach, bringing people together to reflect on and respond to the findings in relation to service developments.

2018 saw Manchester’s cultural sector continue to develop other positive areas of collaboration to increase the impact on key priorities for the city and address the gaps in opportunity and

diversity apparent in the sector. Engagement leads from over twenty of the city's major cultural organisations are piloting a new online platform to help map and plan participatory and school-engagement activity more equitably across Manchester's 32 wards. Development of the platform has been supported by Manchester Council's Performance and Intelligence Team. The platform functions as a planning tool to ensure that cultural organisations can take a more strategic approach to engaging in areas of the city that are currently underserved. Moving forward it will also provide greater intelligence and knowledge about existing neighbourhood assets and potential beneficiaries; it will also support access to better information for residents about activities happening in their neighbourhood.

The MCRactive membership scheme enables discounted access to Council-owned sport and leisure facilities across the city. Residents who enrol receive a MCRactive card and receive a discount of up to 30%. The scheme saw 90,000 members join in its first year. The digital project set to support this scheme is currently out to tender, and the contract award is scheduled for June 2019. The project will see the creation of:

- a website, user portal and standardised booking system for Council and private sports and leisure services
- a central data depository of all information on MCRactive members, including the physical activity they undertake
- a new system that uses incentives and rewards to encourage physical activities of MCRactive members
- an application that monitors the physical activity undertaken by residents in the city's parks and outside spaces.

The city's library service is thriving. Visits to libraries and engagements with the various aspects of the service increased again in 2018/19. There were over 3.2million visits to libraries across the city; this was a 9% increase compared to the previous 12 months, with 1.8 million of these visits being to Central Library. Book-lending also increased by 8%, with ebooks and e-audiobooks increasing the most.

Central Library celebrated its five-year anniversary since reopening following a major transformation programme. It continued to be the most visited cultural building in the city, attracting a diverse range of residents and visitors from outside the city. Part of the

transformation vision was for the library to be an inclusive space, appealing to families, children and young people, aspiring entrepreneurs and visitors to the city, as well as traditional library visitors.

Five years on, Central Library's cultural programme, Library Live, exists as a busy and diverse cultural programme for everyone to enjoy. Along with smaller-scale gigs, spoken-word events and visual-art exhibitions, there are larger events where activities take over the whole building.

Highlights of the programme include There is a Light That Never Goes Out, Bobbins, and The Ministry of Lost and Found.

- **There is a Light That Never Goes Out:** This was a photographic celebration of Manchester's rock-music history was the library's most visited exhibition. It had 40,000 visitors in its four months. Presented by Rockarchive.com, it was a unique exhibition by the UK's leading music photographers to honour Manchester's music heritage. From the rise of punk, Factory Records, The Hacienda, the Madchester years and beyond, this exhibition was a retrospective of Manchester's huge influence and continuing importance on the rock-music scene.

- **Bobbins:** This was a fantastic multimedia exhibition dedicated to Manchester's most unique artist – Chris Sievey, aka Frank Sidebottom, and attracted people from across the country. The exhibition that took over the Archives+ exhibition area highlighted the best of the Frank Sidebottom/Chris Sievey archive recently deposited in Manchester. The material was featured in the new critically acclaimed documentary film, *Being Frank: The Chris Sievey Story*. As a result of this exhibition, the North West Film Archive pods situated in the library were used for the highest amount of times ever.
- **The Ministry of Lost and Found:** was a new commission with Z-arts and Manchester Art Gallery, which transformed Central Library with characters from a secret government ministry. It was a family Saturday Spectacular event where children (aged 0–11) and their families were invited to explore their creativity, make noise and have fun. In the months leading up to the event, artists tested ideas and engaged with families from a number of neighbourhood libraries, and at a special consultation day at Manchester Art Gallery. The event was attended by approximately 3,000 people. Films about this event and others can be found on the Library Live website www.librarylive.co.uk/media/

In addition, Central Library has hosted a range of popular events, including Silent Discos and 2084: a 1984-inspired Immersive Theatre Production. We have hosted Manchester Literature Festival and Manchester Science festival events. High-profile authors, including Simon Armitage, Alexander McCall-Smith, Jackie Kay and Dani Dyer, have all appeared at sell-out talks and book launches.

Following the growth of the Library Live programme, the model is now being piloted at three branch libraries with a programme called Creative Spaces. Some sixty organisations and groups were consulted about the concept and value of neighbourhood libraries as Creative Spaces. This shaped a programme that engaged key community contacts through arts-training sessions, community projects and three festival-style music and arts events, all titled *This Vibrant Thing*. Among the 100 young people who participated in activities leading up to *This Vibrant Thing*, most were new to the libraries. They reported a wide range of positive outcomes: developing confidence, feeling more empowered, able to have a voice in their community, and gaining creative leadership and volunteering skills.

Across the city, our neighbourhood libraries – including our six community partnership libraries – are venues in the heart of the community. They are community hubs that play a significant role in helping to address deprivation and inequality within our communities. Libraries are the primary community venue for residents to access IT, and offer training, support and assistance to residents. This is done through staff, volunteers and partner organisations, for example Citizens Advice Manchester, which offers highly popular weekly digital-advice sessions at an increasing number of libraries across the city. Using libraries improves residents' health and wellbeing by combating loneliness and social isolation, as well as providing a quiet place to study and read. We support customers with reading for pleasure and literacy, and the level of book-borrowing is increasing.

We have received funding from The Ministry of Housing, Communities and Local Government's Controlling Migration Fund in a joint project with Oldham Libraries and Bolton Libraries. This initiative will result in increased engagement with asylum seekers and refugees, and an increased understanding from the wider community. As part of this project, by the end of 2019, four of our libraries will become Libraries of Sanctuary, as part of the City of

Sanctuary movement, which aims to increase community cohesion, and understanding of the lives of asylum seekers and refugees.

Holiday hunger is a recognised problem in areas of high deprivation. During school summer holidays, free school meals are not available, and children can face an increased risk of malnutrition and related health/developmental problems. Manchester Libraries' highly successful Read and Feed initiative tackled holiday hunger and increased engagement with the Summer Reading Challenge. Read and Feed ran at Fallowfield Library (Place at Platt Lane), Gorton Library and North City Library.

We have received £500,000 over three years from the British Library to be the north west hub of the Unlocking the UK's Sound Heritage project. This project will digitally preserve and make available thousands of at-risk sound recordings. Many of these recordings are oral histories that provide a fascinating insight into the lives of residents of Manchester and the north west, increasing awareness and pride in our communities. We will improve access by making it easier for people to find and listen to audio archives, engage the public in audio archives through events and activities, and provide opportunities for residents to volunteer as part of the project.

Manchester Art Gallery's artistic and public programmes are driven by the needs of the people of the city and the strategic priorities of Manchester City Council and Art Council England. The gallery collaborates across the city as part of the Manchester Museums Partnership, with a focus on the development of new approaches to education, health and diversity.

The gallery prioritises the vital role of creativity in driving and shaping a better society for everyone, and builds on its origins as the original 'useful museum' that's been at the centre of the city's cultural life for almost 200 years. From its origin as the Royal Manchester Institution for the Promotion of Literature, Science and the Arts, the gallery has been a proud part of Manchester since 1882.

With its founding principles as an educational institution, founded by artists and the business community, the gallery is free and open to all people as a place of civic thinking and public imagination, promoting art as a tool to achieve social change.

Of particular note this year is the sharp growth of participation in events and activities. There were 180,764 engagements delivered through Manchester Art Gallery's learning programme in 2018/19. These included schools and college

groups, gallery tours, evening Lates events, family/early years workshops, and activities for adults, such as Philosophy Café, Streetwise Opera and mindfulness sessions. This engagement represents an increase of 14% compared to the previous year, and demonstrates a significant trend in the gallery's role of providing accessible public programmes and services that increase the quality of life, health and outlook of all Manchester residents.

Our research data shows the gallery is increasing the diversity of audiences. In 2018/19, 19% of all visits to the gallery were made by people from a minority ethnic background. This proportion has increased from 11% in 2015/16. Although this reflects the impact of work undertaken to diversify the gallery's programmes and audiences, it should be noted that changes have been made to improve the quality of the recorded data, so caution must be taken when comparing the two years. The increase is partly due to diversifying the public and exhibitions programme, and providing new platforms for artists from diverse backgrounds. Specific projects that have driven this increase in diversity include the New North and South, a large-scale programme of exhibitions and activities focused on South Asian contemporary art

with partners across the North of England and city-based organisations throughout South Asia. This international and cross-community initiative has led to a richer programme that is more relevant and meaningful to a wider range of people.

This strategy of diversification has also allowed the gallery to open up and use its collections in ways that connect with residents' lives. The collaboration with the Black Artists and Modernism research project created 'Speech Acts: Reflection-Imagination-Repetition', an exhibition that looked at works by artists who had been previously overlooked and are now more current than ever. Equally, the exhibition project with Sonia Boyce brought a wide range of people together to re-present works of art in the city's art collection in a new light, addressing issues of race, gender and class.

The role of Manchester Art Gallery as a free public space in which people congregate at the heart of the city has been at the centre of thinking and programmes. 'Martin Parr: Return to Manchester' celebrated the complexity and breadth of life across the city, while our ongoing work with The University of Manchester and Archives+ in developing and hosting the Manchester Together Archive (the public spontaneous memorial to the 2017

Manchester Arena terrorist attack) reaffirmed the role of the gallery as a place of personal reflection and civic togetherness. The exhibition 'And Breathe' broke new ground in working with different groups to use the collection actively to support mental-health programmes, bringing this work to centre stage in the gallery spaces, while 'Objectified' – a collaboration with the Museum of Homelessness – worked directly with those affected to expose the hidden causes of homelessness.

Although a new emphasis on the social role of art has underpinned much of the work, exhibitions such as 'Leonardo, a Life in Drawing' and 'Nordic Craft and Design' have also drawn large numbers to connect with a vision of art that is embedded in all aspects of daily life.

Manchester continues to make successful gains in the fight against physical inactivity levels, and there has been a significant increase in the number of people being active, reported for a third consecutive year through the Active Lives Survey. This has placed Manchester first across Greater Manchester for physical activity levels and third compared to other Core Cities across the country. The Active Lives Survey results are discussed in more detail in the 'A progressive and equitable' chapter.

The Active Lifestyle Programme continues to deliver good-quality health and physical activities, targeting areas of the city with the most acute health problems. It has the role and responsibility for developing activity programmes for all within a community, and provides a structure to enable lifelong participation in an active lifestyle. The programme had 5,964 participants between January 2018 and December 2018.

Sport England investment for the Local Delivery Pilot across Greater Manchester will see Manchester directly benefit from £1.5million of funding to help people to be active in communities. As well as this, an ambitious programme of work to improve heart and mental-health outcomes in Manchester, Winning Hearts and Minds (WHM), is being launched in north Manchester. Within the WHM programme, our Tackling Inactivity Initiative (TII) is enabling the design, development and delivery of new approaches to tackling physical inactivity in two specific neighbourhoods of north Manchester, Cheetham and Collyhurst, with a view to improving the health outcomes of participants.

The Council has awarded a new £18million leisure contract for the operation of 19 leisure facilities. The contract is for the next nine years and this investment will see a single operator deliver high-quality leisure provision through the community leisure centres and world-class sports facilities. Continuing with the investment strategy we are investing £18million into a new Abraham Moss Leisure Centre.

The Government announced that its Soft Drinks Industry Levy would come into force in 2018 as part of a strategy to promote the benefits of a healthy lifestyle among young people. Manchester's Physical Education, School Sport and Physical Activity (PESSPA) network supports schools to effectively manage sport funding, working collaboratively to deliver a wealth of activity to our schools to promote a healthy culture among young people. In the last academic year it supported 135 primary schools, and in the main this investment has been spent by schools in the following areas: 1) Continued Professional Development (CPD); 2) School Swimming; 3) Extra-curricular Activities; and 4) School Competition used to improve the provision of physical education and sport.

As a consequence of this funding, in the academic year 2017/18:

- 79% of pupils achieved 25-metre national curriculum pass rate in school swimming
- 85% of schools delivered additional extra-curricular activities
- 65 schools hosted 120 targeted health activities
- 133 schools signed up to school games and accessing levels of school competition
- 89% invested in external coaching
- 87% of schools published PESSPA plans on school website
- 74% of schools invested in CPD, resulting in some 270 teachers receiving training.

The Active Schools programme continues to deliver high-quality swimming teaching in 151 schools, supporting over 7,500 pupils to become water-confident each year. Schools are now required to report progress to the Government. In 2017/18, 45% of pupils taking part in the programme were able to use a recognised stroke and 63% could perform a self-rescue. The Active Schools programme delivered more than 10,000 multisports

sessions, working with Manchester sports clubs and national governing bodies to support every child to access the sporting pathways.

Active Streets is a citywide local-neighbourhood-focused Manchester concept, which seeks to activate residential streets by bringing residents and a range of agencies and Council departments together, including Sport and Leisure, Neighbourhoods and Waste Management. Residents have the opportunity to see their streets transformed into 'community safety zones'. Once closed, the street becomes a safe and traffic-free zone with pop-up sports and an active space where the whole community regardless of age and ability can take part in a number of activities together.

Together, agencies and departments are delivering outstanding community cohesion, social value and wellbeing for local residents at street level. Each event is themed around the community's needs, from fly-tipping to waste management education. Working to the Our Manchester Strategy, new community assets are created in the form of community-equipment sheds, so that residents can continue to hold their own Active Streets-style events as and when required. Active Streets was introduced citywide in spring 2019.

Increasing volunteering across the city

A key target of the Our Manchester Strategy continues to be increasing volunteering across the city; thousands of residents continue to volunteer, giving time back to their neighbourhood. Residents do so for many different reasons – giving something back, making a difference to the people/area around them, developing new skills to help with employment/career aspirations, building confidence, improving health and wellbeing, and making new friends. The contributions are incredibly varied and include: running a sports club; supporting sports competitions or other events to take place (eg. National Championships, Manchester Day Parade); supporting activities in libraries, archives and galleries; being part of a Friends group in parks, green spaces and allotments; leading clean-ups, recycling, or In Bloom activities in the heart of neighbourhoods; and keeping neighbourhoods safe through Neighbourhood Watch or test purchasing for Trading Standards. The level of residents' commitment to their neighbourhoods is a clear demonstration of the Our Manchester approach.

Volunteering numbers and hours provided are increasing. Over the past 12 months, the number of residents who volunteered was over 6,400 in leisure and events, and 120 in galleries. They worked for nearly 16,000 hours in leisure and events and over 4,000 hours in galleries.

Libraries offer a wide variety of opportunities for people to volunteer in a range of different roles: in their neighbourhoods, supporting events, or supporting the heritage of the city through working with archives. In 2018/19, 421 volunteers supported the work of libraries – an increase of 19% compared to 2017/18. The volunteers provided 23,476 hours – an increase of 11% compared to 2017/18.

Volunteering in parks has increased, helping us to provide clean and attractive parks and green spaces, and we have managed to increase the amount of unsupervised work done by volunteers. For example, the Friends of Wythenshawe Park successfully delivered two large-scale clean-ups as part of the Great British Clean-Up campaign in April.

To continue to increase the number of volunteers in the service and to make it easier for residents to get involved in their neighbourhood, work has been completed on expanding the Manchester Volunteer Inspire Programme (MCRVIP). The MCRVIP website, which went live in June 2019, has brought all Manchester City Council neighbourhood volunteering opportunities into one place. It includes volunteer opportunities in sports, leisure, events, green spaces (parks, allotments, woodlands, river valleys), libraries, galleries, culture and neighbourhoods (waste, recycling, clean-ups, community safety). The programme will enable us to increase the number of volunteers supporting their neighbourhood and the city in the future.

The Council also launched an Employer Supported Volunteering Policy in 2017, giving each member of staff three days' volunteering leave. Since its inception, 378 people have taken volunteering leave, and 3,264 hours of volunteering leave have been taken, showing that a culture of volunteering is building and becoming more embedded across the organisation.

Outside Manchester City Council, 6,722 Manchester residents have also registered with the Voluntary Centre Manchester (VCM), 3,215 referred directly to Manchester voluntary and community and social enterprise (VCSE) organisations as volunteers, and 2,300 Manchester residents have attended induction sessions.

Now in its second year, the Our Manchester Voluntary and Community Sector (OMVCS) Grant Programme reflects the continuing commitment of working with the voluntary and community sector to find new ways of reaching communities that remain untouched by Manchester's success.

The programme has helped to provide stability for groups and enabled some to more easily apply for further funding. One funded group was successfully funded for a recent project and reported that funders 'know that with some longer term funding in place we are a sustainable organisation that is worth investing in'. Over the first three-quarters of the programme, funded organisations accounted for 2,146 volunteers contributing 124,273 hours of time, and they have brought £1,785,176 of additional funding into Manchester.

The governance and management structure established to support this fund and build relationships with the VCSE sector continues to work to do this across a number of areas, both geographic and thematic. Working closely with partners, an inquiry panel made up of voluntary and public-sector partners is looking into how we work together to strengthen the VCSE sector in north Manchester. The recommendations are due to be published in the summer and will be used to inform future strategy and investment.

Further focused work is planned to support black, Asian and minority ethnic groups and communities to build on what is working well, supporting existing and new relationships to build capacity across the city.

Manchester Health and Care Commissioning is investing £2.165million into the Our Manchester grant programme for the delivery of the Population Health Targeted Fund in 2019. This targeted fund builds on the aim of the OMVCS programme. In particular, the targeted fund will focus on two priorities set out in the Manchester Population Health Plan 2018–2027:

- Improving outcomes in the first 1,000 days of a child's life
- Creating an age-friendly city that promotes good health and wellbeing for people in middle and later life.

Co-design work around the first priority and the development of the prospectus, guidance and communications for this fund is currently taking place, and the fund is expected to be launched in October 2019.

Case Study: Bringing services together for people in places

The three Neighbourhood Teams (North, Central, and South) have responsibility for the management and development of the neighbourhood areas in Manchester, and work with services delivered at a local level to respond to the needs of different places. They identify those local needs by listening to councillors and resident groups, and by analysing information from a range of Council services and partner organisations. They work in partnership with the citywide services to ensure strategies and plans reflect local needs, and also work with funders to ensure resources are secured to address place priorities.

The Neighbourhood Teams support local elected members in leading the delivery of the Council's priorities. They are the lead contacts for members and are responsible for developing Ward Plans and chairing the 32 Ward Co-ordination groups. Neighbourhood teams manage the Neighbourhood Investment Fund process – in the past year, £640,000 was allocated to hundreds of community groups across the city to help deliver local projects.

Neighbourhood Teams are flexible in their approach and collaborate across wards to ensure our response to local challenges is co-ordinated and effective. For example, across south Manchester the teams have co-ordinated work with the universities and colleagues across the Neighbourhoods Service to deal with student-related issues that cross several wards. This makes a significant contribution to meeting our waste and recycling targets and keeping our neighbourhoods clean.

Neighbourhood Teams take responsibility for co-ordinating the work of a wide range of partner organisations at a local level. These include key stakeholders, such as Greater Manchester Police; Fire and Rescue Service; housing providers; the universities; and a range of health organisations, including Manchester Local Care Organisation.

Neighbourhood Teams will play a significant role in the delivery of Bringing Services Together for People in Places. They will bring together the 'team in a place' – key representatives from Greater Manchester Police, Health and Social Care, Early Help, Housing, and Work and Skills – to drive forward shared priorities in a place. This closer, more aligned way of working is designed to support the removal of barriers and blockers that exist across the system. In particular, it will connect the role of the universal offer in any given neighbourhood (services that can be accessed by everyone) to those who would benefit the most. This work is aimed at improving outcomes and strengthening relationships with and between residents of the city; it will also help to deliver our Industrial Strategy, our Family Poverty Strategy, and the Population Health Plan.

The work of the Neighbourhood Teams in leading activation and engagement with the voluntary and community sector and local businesses is critical to developing capacity within neighbourhoods and securing long-term behaviour change. This helps to reduce demand on key services and to increase the levels of participation and ownership of neighbourhoods. The teams promote volunteering, and work with other services to increase the use of community assets (libraries, leisure centres, parks, and community centres).

Conclusion

It is clear that significant progress has been made to increase the supply and diversity of housing across the city, with 11,000 new homes currently under construction. However, considering the estimated population growth for the city, new housing is still a priority. The updated Residential Growth Strategy has increased our targets for new homes to 32,000 by 2025, 6,400 of which must be affordable. Work is continuing with developers, investors, the Greater Manchester Combined Authority and the Government to ensure that the local housing market meets the needs of the city's residents. As demand continues to grow and land values increase, it will be a challenge to sustain success by growing and diversifying the market – supporting, creating and unlocking further large-scale opportunities in accessible and well-connected locations across the city.

There has been another improvement in household recycling with indicative 2018/19 recycling rates reaching 40% across the city. This remains a priority in 2019/20. Further work, building on the learning from the apartment blocks, is being progressed to make similar improvements with passageway containers. One of Manchester's priorities

remains to ensure the city is clean and well maintained; work will continue to Keep Manchester Tidy, new smart litter bins will be installed, and we will invest more to target those who persistently fly-tip.

For crime and antisocial behaviour, it has been a challenging year for Manchester. While we have made significant reductions over recent years, 2018/19 has seen an increase in a number of crime types. Through the Community Safety Partnership, Manchester City Council continues to work with other public sector bodies, universities, Greater Manchester Police, businesses and communities to develop new initiatives to tackle crime and antisocial behaviour. However, we also need to continue to change offenders' behaviour and address the issues that may inhibit offenders from changing their behaviour, such as education, employment, substance misuse, life skills, and accommodation. Tackling Hate Crime also remains a key priority and we have reached 45 third-party reporting centres. Manchester takes pride in being an inclusive, welcoming and tolerant city; we celebrate our diversity and work together to strengthen the resilience of our communities.

In 2018, the Green and Blue Infrastructure Strategy for Manchester received the prestigious CIEEM Award (Council for the Institute of Ecology and Environmental Management) in recognition of our work. Significant investment has led to improvements across community orchards, canal towpaths, riverside access, parks and green spaces. The Council remains committed to using technology to improve efficiency and provide new and innovative ways for residents to engage with parks.

Manchester has strengthened its commitment to tackle climate change by revising its zero-carbon target from 2050 to 2038. Working with partners, organisations, employees and students there are now over 10,000 carbon-literate learners in the city. Further work is being completed to review our brownfield sites and to establish the safe reuse of these areas to support the future regeneration of the city. In 2018/19, 25.5 hectares of potentially contaminated land has been remediated and a number of large-scale building projects are under way. Long-term trends show there has been an improvement in the air quality in the city, but some areas remain above the annual limit for NO₂. These have been declared Air Quality Management Areas using a combination of monitoring station data and computer

modelling. Work is continuing to address this through the 'bus gates' implemented in 2017, planning controls for new developments, and taxi emission controls.

The sports and cultural offer provides Manchester with an international profile, attracting an increasing number of visitors to the city, which contributes to our vibrant visitor economy providing income for our retail, food, drink and hotel sectors. We continue to invest in our venues and services at a neighbourhood level, maintaining high-quality local facilities and services. We support residents' health and wellbeing, and build capacity within neighbourhoods. Visits to the city's parks, libraries, galleries and recreational facilities continue to grow. Our Widening Participation Programme is starting to gain momentum, with significant improvements in cultural engagement, the successful implementation of the MCRactive card, and the launch of Libraries Open Plus.

Volunteering is having a massive impact and going from strength to strength. The expansion of MCRVIP to cover more volunteering opportunities at a neighbourhood level will make volunteering even easier, improving the quality of lives of residents and communities.

The OMVCS programme continues to provide a real opportunity to shape and strengthen our relationship with Manchester's VCSE sector and how we make best use of Council resources to invest in the sector to support Manchester residents. Investing in VCSE sector organisations is a key mechanism for growing stronger individuals, families and neighbourhoods, and for supporting our communities of place, interest and identity.

Chapter 6: A connected city

Strategic overview

For a city to be successful it needs to be well connected – internationally, nationally and locally. The level of connectivity of a city is determined by its capacity to connect people with each other, and people with goods, services and places. Historically, people needed to be in the same place to connect, but modern technology is increasingly enabling these connections to happen virtually. This chapter considers physical connectivity brought about by transport, but also digital connectivity.

Connections are necessary so that people can access work opportunities, education and services, and so that businesses can access markets and their customers. Connectivity is not an end in itself, but a means to an end, underpinning all the other objectives contained in this Report. It is only through excellent connectivity that the economy can continue to grow, educational standards can increase, and the city can become more equitable and liveable.

To enable Manchester to compete on the world stage, it needs connections that are more effective and efficient in comparison to other cities. To fulfil its potential, it needs the capacity of the connections to not be a restriction on development and progress. To increase its competitiveness it needs to be able to increase the capacity of these technological connections and physical connections. A key challenge for Manchester and the wider region is how to continue to grow the city centre and the Airport as economic and cultural hubs.

This chapter sets out the present status of Manchester's level of connectivity, but also seeks to assess the direction of travel by reviewing the preceding years from 2015 to 2019. In relation to connectivity, the speed of change is often gradual, and so the measures throughout the chapter are included over a longer period to provide a better feel for the underlying trends.

The chapter takes account of the Greater Manchester Transport Strategy and is structured around the relevant themes contained in the Our Manchester Strategy, creating a city that is:

- **Connected** – considering connectivity by mode of travel and by virtual links
- **Integrated** – about the connections between these modes to enable door-to-door journeys
- **Sustainable and thriving** – about how demand is met and managed, and how technological opportunities are exploited to ensure that carbon emissions are reduced while enabling the city to grow
- **A place to live and innovate** – looks at how people are put at the centre of how we manage, maintain and develop our streets, and how we accommodate and support innovation.

Analysis of progress

Having effective connectivity locally, nationally and internationally makes cities far more attractive places for people to live and for businesses to invest, leading to the creation of better-quality jobs. Manchester already benefits from strong connections, but is continuing to make improvements through major investment in infrastructure. It is essential that Manchester has world-class connections to realise the city's ambitions for economic growth and prosperity.

Working collaboratively with Transport for Greater Manchester (TfGM), we are taking a strategic approach to planning our city's transport network. In 2016, residents and businesses were consulted on the **Greater Manchester 2040 Transport Strategy**, which was adopted in 2017. We are continuing this strategic approach with the development of a refreshed City Centre Transport Strategy, which is to be published in 2020.

Connections by air

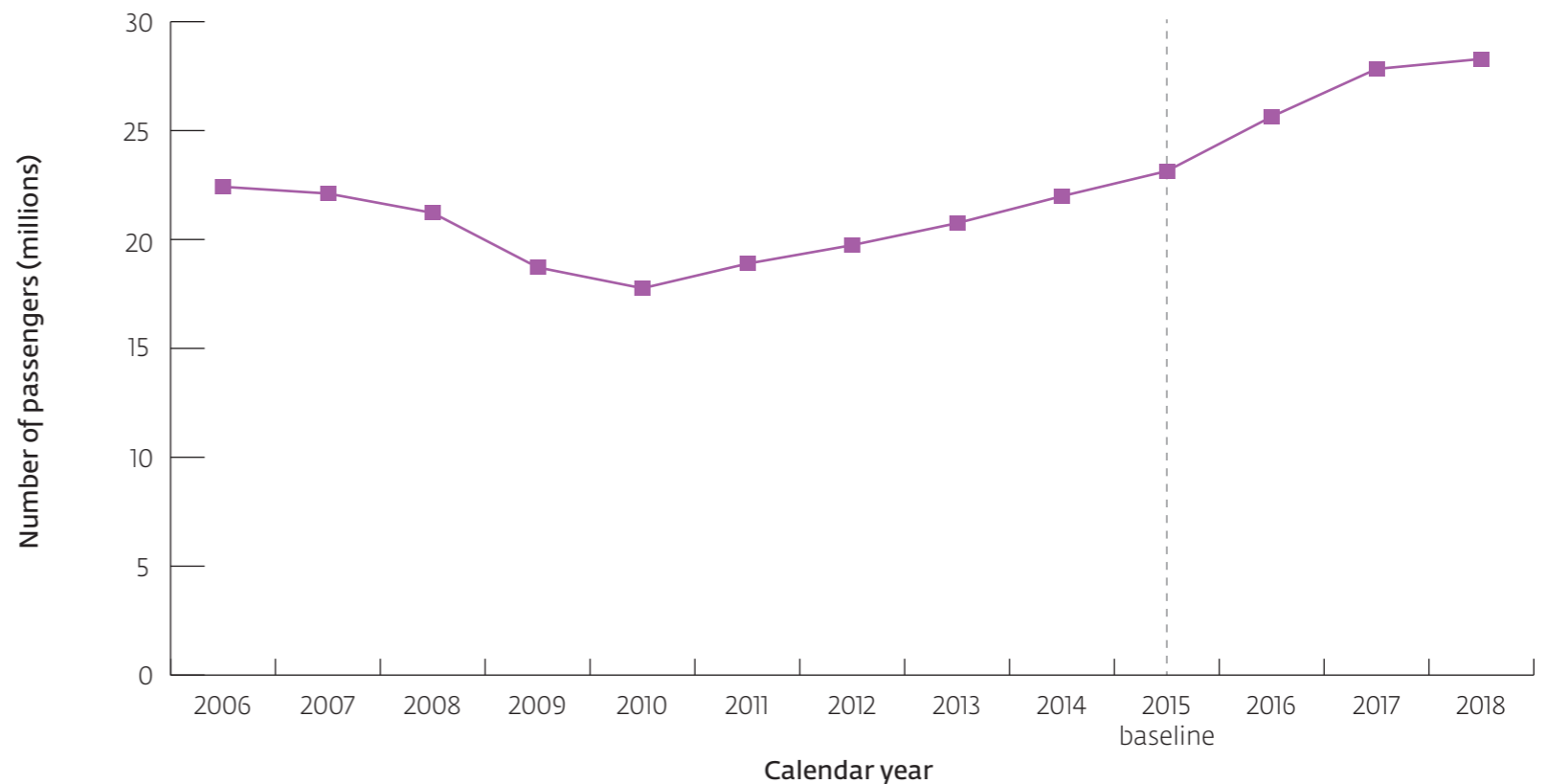
Manchester Airport

Manchester Airport provides national and international connectivity. It is the third-busiest airport in the UK in terms of passenger

numbers and is the busiest outside of the two major London airports. Figure 6.1 shows that passenger numbers at Manchester Airport are continuing to grow, with a rise of 5.2million passengers since 2015, increasing the figure to 28.3million passengers in 2018. Manchester Airport is the only two-runway airport outside the south east of England.

The Airport is currently undergoing a £1billion transformation programme, which is due to be fully completed in 2024. This work will significantly increase the size of Terminal 2, and also involve other improvement and enhancement work, increasing the capacity of the Airport to carry 55million passengers a year.

Figure 6.1: Number of passengers travelling through Manchester Airport



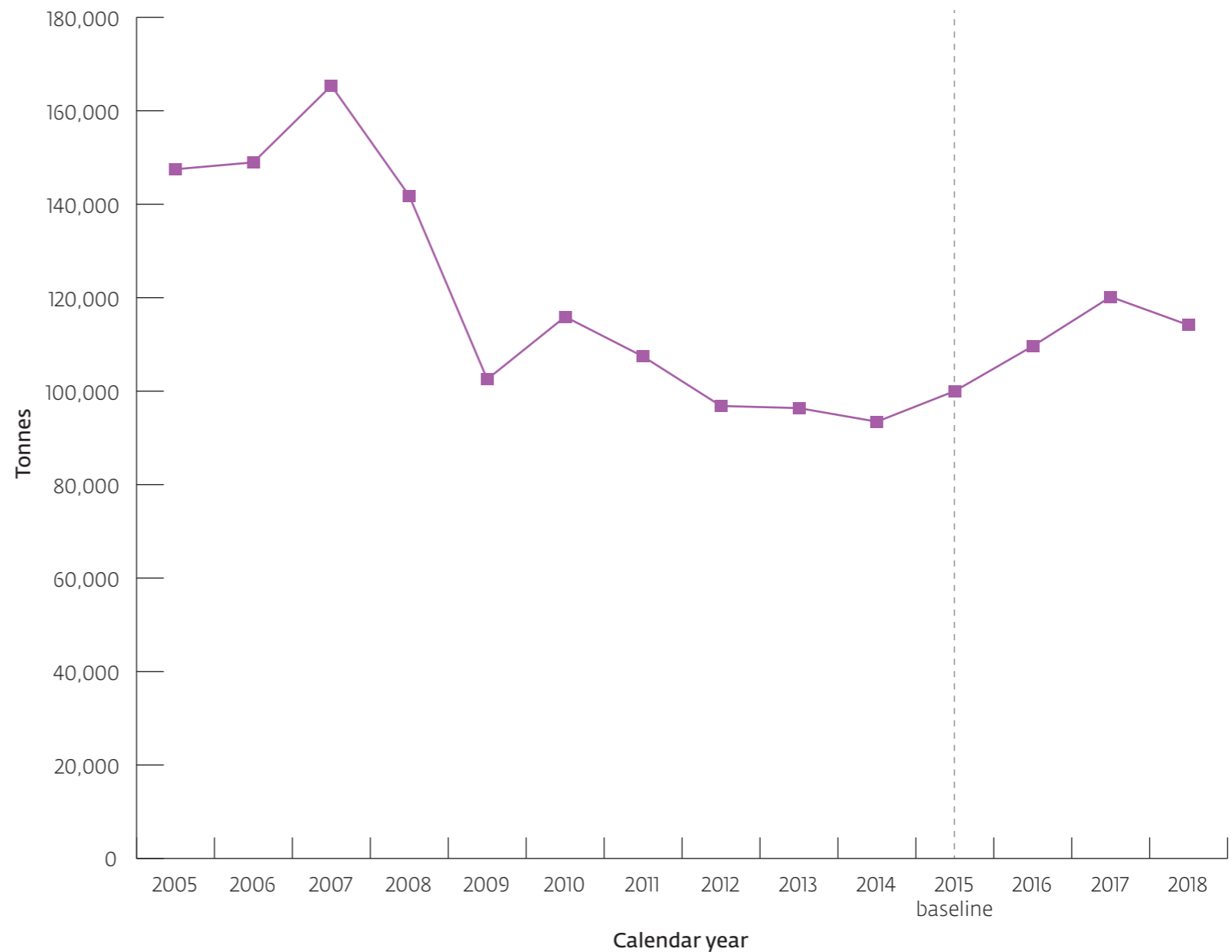
Source: Civil Aviation Authority © Crown Copyright 2018

Air freight

The World Freight Terminal located at Manchester Airport includes a dedicated cargo freight facility providing a base for approximately fifty freight-forwarding firms. Freight cargo can pass through the terminal in either freight-only flights or as cargo transported in the holds of passenger aircraft. The largest freight markets are North America, the Middle East and the Far East, with imports representing 55%–60% of the cargo volume.

Figure 6.2 shows that a significant decline in freight tonnage was experienced between 2007 and 2009. This was mainly as a result of the global recession and a spike in oil prices. Following the recession, the industry has shown signs of recovery and ongoing stability.

Figure 6.2:
Amount of freight through Manchester Airport



Source: Civil Aviation Authority © Crown Copyright 2018

Connections by rail

HS2

Work to develop the second phase of the High Speed 2 (HS2) rail line, connecting Manchester and the Airport with Birmingham and London, was approved by the Government in November 2016. The route will approach Manchester through a ten-mile tunnel, emerging at Ardwick, where the line will continue to its terminus at Manchester Piccadilly. It is planned that a major new station will be constructed at Manchester Piccadilly, supporting the regeneration of the surrounding area. A further station is planned to serve Manchester Airport. Prior to starting construction, a bill needs to be passed through Parliament placing in statute the necessary powers to construct and operate HS2. It will be submitted to the Government in June 2020. Construction is due to start on the leg to Manchester in 2023 and the scheme is expected to be completed in late 2033.

Northern Powerhouse Rail (NPR)

Plans for high-speed rail links connecting Manchester to the other cities of the North of England are being developed by Transport for the North (TfN) – the UK's first statutory subnational transport body. Formed in 2018, its role is to make the case for strategic

transport improvements across the North of England in order to improve connectivity and drive economic growth.

TfN are driving forward NPR, which is a major strategic rail programme to transform the connectivity between the key economic centres in the North of England, including Manchester. The Strategic Outline Business Case for the programme to increase capacity, speed and resilience received agreement from the TfN board in February 2019, and represents an overall investment of £39 billion. It is hoped that this programme will be delivered over the next 30 years, subject to funding.

Northern Hub

The proposed improvements to rail capacity at Piccadilly and Oxford Road Stations, along with the Ordsall Chord, were key projects for improving rail connectivity in the North of England. To date, only the Ordsall Chord has been delivered. A decision is awaited from the Secretary of State for Transport in relation to the scheme, which would add two additional through platforms at Piccadilly Station and lengthen the platforms at Oxford Road. The additional rail capacity that this scheme would deliver remains vital for Manchester and the wider region.

Rail operations

May 2018 saw the introduction of one of the most comprehensive rail-timetable changes in modern times. The changes added new routes and additional passenger capacity. However, significant and well-publicised delays and cancellations ensued. There were numerous factors for the disruption, which has been the subject of a public inquiry. These ranged from delays and major infrastructure programmes, to insufficient rolling stock, although the main finding was that 'nobody took control'. The full findings of the inquiry can be found [here](#). The report makes recommendations to address the failings; a key recommendation is to address the governance of the rail industry.

Highway connections

The strategic and key route road networks are essential to the economy of the city and wider region, and support the movement of people and freight locally and across the country.

Strategic road network

An efficiently operating M60 is important to Manchester, as it not only distributes traffic throughout the city, but also provides a means of travelling around rather than through Manchester for longer journeys. The M60 supports local travel within Greater Manchester, national travel between Merseyside and Yorkshire, as well as international freight routes from the region's ports and airports. In 2018, work to improve the operation of the M60 was made by creating a section of smart motorway between junction 8 of the M60 to junction 20 of the M62. This is the first scheme of its kind in north west England. Smart motorways allow active traffic management, using variable speed limits and driving on the hard shoulder to create freer-flowing traffic with less congestion. This makes the motorway a more attractive option to less suitable routes through our urban centres.

Further improvements to the region's major roads are being actively considered by the Department for Transport, Highways England and Transport for the North. The M56 between junctions 6 and 8 are to be made into a smart motorway; work is due to commence in 2020 and completion is expected in 2022. Capacity improvement proposals are also being considered for the north west quadrant of

the M60. These look at potential improvements to both the road network and public transport in order to provide better options for local and long-distance trips. It is expected that such schemes could be implemented during the 2020–25 period.

The Trans-Pennine Tunnel Study is assessing the feasibility of providing a direct strategic route to link the city regions of Manchester and Sheffield, partly through the construction of a tunnel. This particular journey has the worst per-mile journey time between any pair of UK cities.

Key route network

Within Manchester, the Manchester and Salford Inner Relief Road (MSIRR) is vital for distributing traffic around the city centre, and significant investment is now planned to improve this route. Improving this route will result in less traffic diverting from the key route network onto less suitable routes. The improvements being made at Regent Road and Water Street will improve orbital movements around the MSIRR, reducing the amount of traffic routing through the city centre and other parallel routes, which will enable further improvements to be made in and around the city centre.

Improvements are also under way on the MSIRR along Great Ancoats Street and at the junction of the Mancunian Way and Princess Parkway. The total investment is in the region of £30million and will not only improve the flow of traffic around the MSIRR, but also improve access across the MSIRR into the city centre for cyclists and pedestrians. As the city centre expands, these links across the MSIRR will enable the city centre to grow and thrive.

There is limited scope to increase the extent of the highway; however, work is underway to improve the operation of the network to reduce congestion and increase the capacity of the network. Manchester has secured programme entry for over £30million of projects in the Mayor's Challenge Fund (MCF) programme. This programme will deliver improvements to the highway network to make it easier and more attractive for people to make more of their shorter journeys on foot or by bike. Investment in active travel modes helps to promote healthier lifestyles, can reduce pollution and carbon emissions, offers the potential to increase the capacity of our finite highway network, and can free up space on public transport.

Work is also underway to strike a better balance between the movement function of our roads with the creation of better and more attractive places through the Streets for All pilot. Streets for All is about creating better places by creating streets that balance the movement of people and goods with the inclusion of more people-friendly places.¹ A current programme of pilot study areas is focusing on orbital, radial and city centre corridors within the region. TfGM is developing its Streets for All strategy for publication in the next 12 months, which will help to achieve TfGM's aspiration of a million more sustainable journeys per day by 2040. The Streets for All initiative will help enable economic growth and regeneration, reduce congestion and improve air quality. Ultimately, it will help to improve the health of people in the region, and support community cohesion by creating places where people want to live and spend time. This is particularly important for many of our district centres that are on the key route network.

¹ Places where people want to spend time. It is easier for people to move around on foot or by bike, there is less traffic so it is quieter and the air is cleaner, and areas are provided for rest and shelter

Case Study: Highways network five-year investment plan

Manchester's highway network includes over 1,350km of road length, 2,600km of footway length, and over 350 bridges and structures. Based on the latest valuations, the total highway asset has an indicative gross replacement value of more than £2.7billion, making it the Council's most valuable asset.

The network is used daily by the majority of people who live and work in the city, and is fundamental to the economic, social and environmental wellbeing of the community. Our ability to offer a reliable and resilient highways system is not only important for existing businesses; it is also a determining factor in attracting new businesses, particularly those with a time-critical need for logistics and commercial transport links.

The current five-year (2017–2022) £100million highway investment programme is underway, with a primary goal of improving the condition of Manchester's roads, footways and drainage, as well as supporting maintenance of the bridge network.

The year-one and year-two programme delivery included the following outputs:

- Road resurfacing – 213 roads completed (around 470,000m² – 42 linear miles), value £10.2million
- Preventative maintenance schemes – 700 roads treated (approximately 1,254,000m² – 117 linear miles), value £10.6million

- Footway maintenance schemes – 43 roads treated (approximately 80,000m² – 13 linear miles), value £1.6million
- Large patching works – 18,000m² treated, value £380,000
- Small patching works – 29,000m² treated, value £2.1million
- Drainage repairs – some 11,300 gullies on roads that have been resurfaced or had preventative treatments have been cleaned and tested, with around 2% requiring repairs, value just over £2million.

The year-three (2019/20) programme of work is currently progressing and will include:

- 92 road resurfacing schemes
- 281 preventative road maintenance schemes
- 27 footway maintenance schemes.

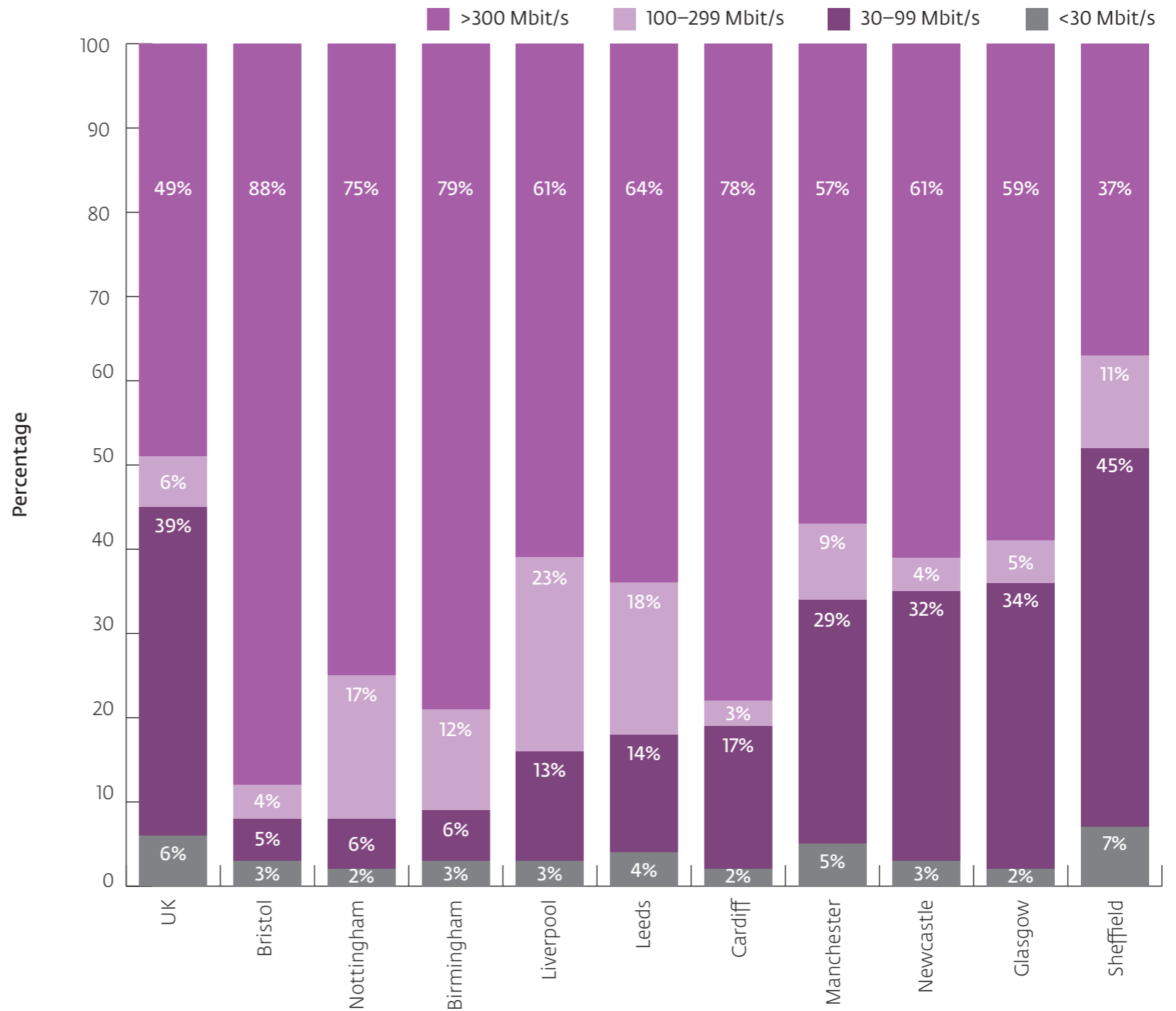
The draft year-four and year-five programme delivery proposals have been formulated and are awaiting approval.

Digital connectivity

Despite superfast broadband being available to more than nine in ten premises in the UK and momentum behind full-fibre broadband, 2018 Ofcom statistics show that people do not always sign up to faster broadband packages where they are available. Superfast broadband is available to 94% of homes and businesses in the UK, but only 45% have taken up these superfast services. Similarly, although 95% of premises in Manchester have access to superfast broadband, only 53% of them have an active broadband service that delivers a download speed higher than 30Mbit/s.

Figure 6.3 shows that ultrafast broadband (>300Mbit/s) was available to 57% of Manchester’s homes and businesses in 2018, and a further 9% of homes and businesses had available speeds of between 100Mbit/s and 299Mbit/s. This compared well to the UK average, but Manchester was lagging behind other Core Cities such as Bristol, where 88% of homes and businesses had available speeds of more than 300Mbit/s.

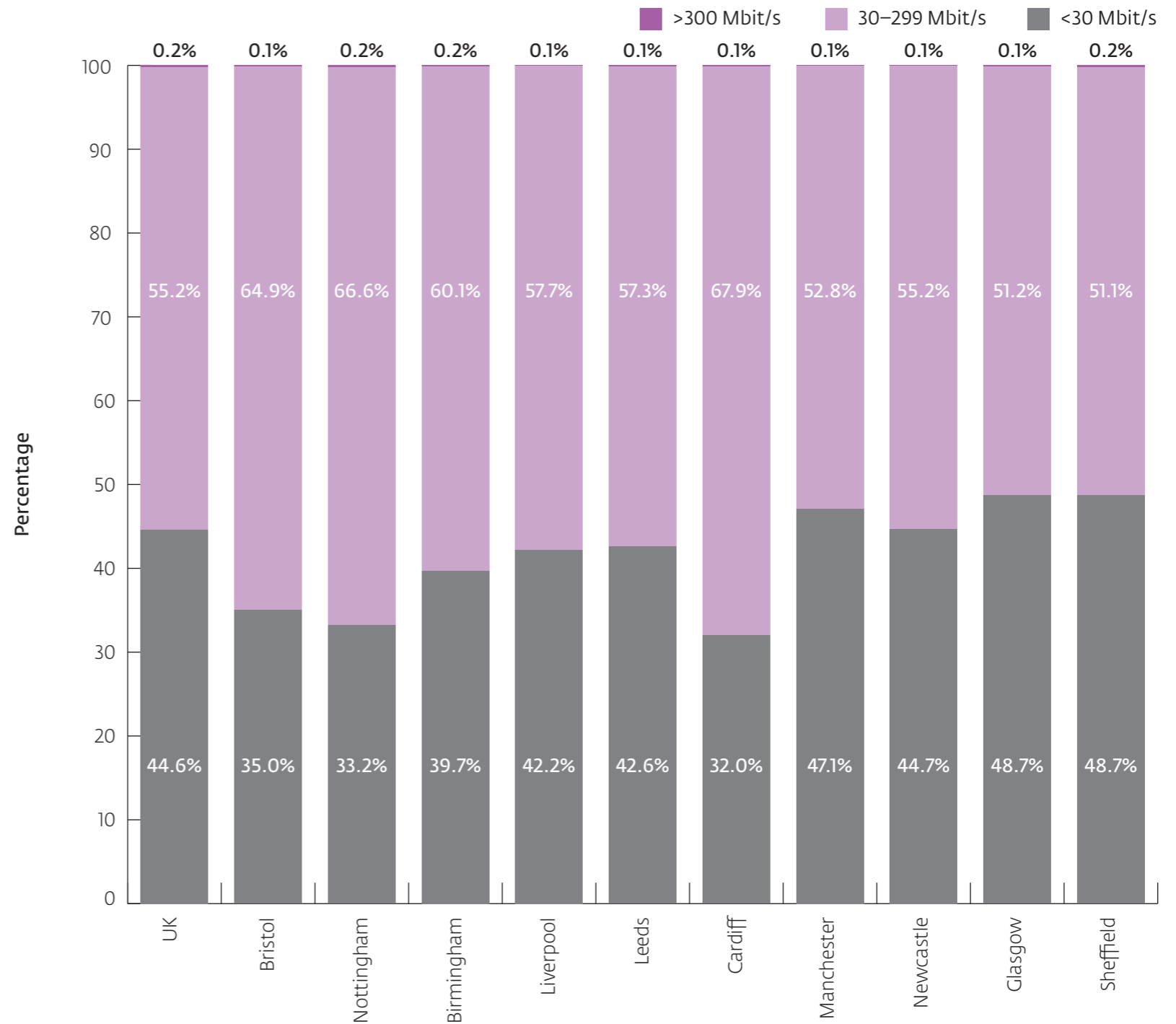
Figure 6.3:
Fixed broadband coverage by speed (Mbit/s), 2018



Source: Ofcom 2018 Connected Nations report

However, Figure 6.4 shows that a very small proportion of homes and businesses across the UK were signing up to an ultrafast broadband service in 2018. In Manchester, the 0.1% take-up in 2018 equates to just 200 homes and businesses. A similar picture is reported across all Core Cities, despite ultrafast broadband availability being much higher.

Figure 6.4:
Fixed broadband take-up by speed (Mbit/s), 2018



Source: Ofcom 2018 Connected Nations report

Manchester is continuing to make progress in improving the coverage of digital connectivity to both residential and SME premises throughout the city. The availability of superfast broadband (>30Mbits/s) to residential and SME premises has risen from 88% in 2015 to 95% in 2018. At the same time, the take-up of superfast/ultrafast broadband by residential and SME premises has increased from 34% in 2015 to 52% in 2018. Average download speeds have also improved in this period by 17.2Mbits/s (2015: 28.6Mbits/s; 2018: 45.8Mbits/s).

There is a pressing need to increase broadband coverage in Manchester at a faster pace to secure the city's status as a leading digital centre. It is hoped that the pace of progress will quicken with the delivery by Openreach of fibre connections direct to premises, following the announcement in February 2018 that Manchester was to be one of the eight cities² that it is targeting with its Fibre First programme. Full-fibre broadband can offer speeds of 1Gbit/s. In 2018, full-fibre coverage had reached 14,907 premises in Manchester: 6.5% of premises compared to 6% across the UK. Although full-fibre coverage is still quite low across all the Core Cities, with the highest being in Leeds at 7.8%, Manchester ranks joint fifth with Glasgow, ahead of Nottingham (4.8%), Liverpool (3.8%), Birmingham (3.1%) and Sheffield (1.5%).

An integrated transport system

An integrated network is more resilient, more accessible and provides greater choice. In order to enable residents to easily access jobs, education and services, our network of connections needs to be fully integrated, attractive to users, and affordable.

Integrated transport systems should allow for combining several different modes of transport across a journey to provide a seamless end-to-end service. Integrated journeys can include elements that are active, and when integrated with virtual connectivity, time spent travelling can become more productive.

A fully integrated transport network should be easy to use and provide efficiency for the users in terms of time, costs, comfort, safety, accessibility and convenience, resulting in increased economic and social benefits. Investment in such a system should result in a higher uptake in active modes of travel (walking and cycling) and public transport, and reduce congestion and pollution.

² Birmingham, Bristol, Cardiff, Edinburgh, Leeds, Liverpool, London and Manchester

Integration doesn't just mean locating transport services in proximity to each other; it also means ensuring that timetables are planned in a way that makes them fully coordinated, providing such infrastructure as cycle parking and Park and Ride schemes at transport hubs, integrated travel information and route planning, and ensuring that ticketing systems are integrated across different modes and routes. Delivering an integrated ticketing system could be one of the more effective measures in the short term to make public transport easier and clearer to use, making it a more attractive option.

Within Manchester, there are three Park and Ride schemes attached to Metrolink stops; these have a total of 672 car parking spaces. A further site just outside the city boundary at Sale Water Park has an additional 300 spaces. This means that car journeys can be connected with Metrolink trips, reducing the need to travel the full distance by car. Worsley Park and Ride provides access to Manchester by bus rapid transit and has 230 spaces. The Park and Ride schemes help to reduce journeys by car that would otherwise add to congestion within Salford and Manchester.

There are four cycle hubs managed by Transport for Greater Manchester (TfGM) within Manchester. Two of them are located within the city centre at Tower City and Oxford Road, with additional locations at East Didsbury and Hollinwood, which provide secure cycle parking for a total of 304 cycles. There are a further 100 spaces at Salford Central Station adjacent to the city centre.

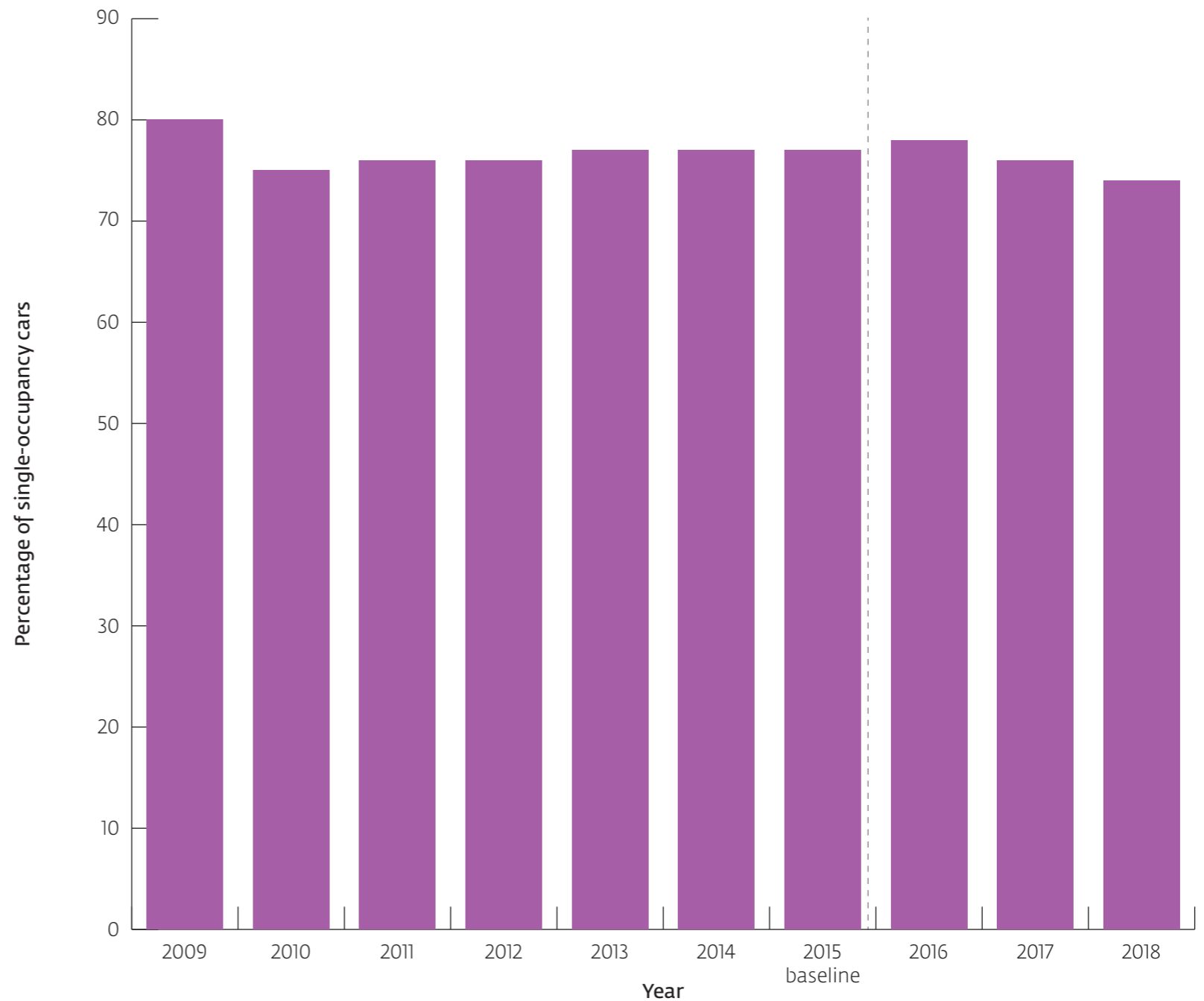
Although contactless payments are being introduced on buses and Metrolink, smart ticketing is not yet available across all modes in Manchester. However, the Get Me There travel cards are available for use on buses and Metrolink trams; these can be purchased online. Full integration across all modes in terms of ticketing and timetables is hindered by a lack of local control over all services, fragmented ownership, funding constraints, limited incentives to bus operators, and a lack of a culture for joined-up working. This is coupled with a lack of flexible tickets for those who work part-time and a lack of east-west cross-city public transport routes. The **Bus Services Act 2017** offers mayoral combined authorities, such as Manchester, the opportunity to address these issues.

Car Clubs provide access to a car without needing to own a car, and may be a way of supporting a more sustainable transport network if part of the wider transport mix. In addition, access to technology while travelling may be able to tip the balance towards public transport, and cycling could be comparatively so much cheaper that more people may be prepared to leave their cars at home. It is proposed to grow the Car Club across the city in terms of both the number of vehicles in the fleet and the number of locations from which they are available.

Encouraging walking and cycling, and the use of public transport

Currently within Greater Manchester, 88% of trips are five miles or less, and more than half of these are made by car. Although the percentage of single-occupancy cars travelling into the city centre during the morning peak time is reducing, as shown in Figure 6.5, car ownership overall is increasing (there was a growth of 9% in licensed cars in the city between 2015 and 2018: from 141,800 to 154,400).³

Figure 6.5: Percentage of single-occupancy car journeys into Manchester city centre (7.30–9.30am)

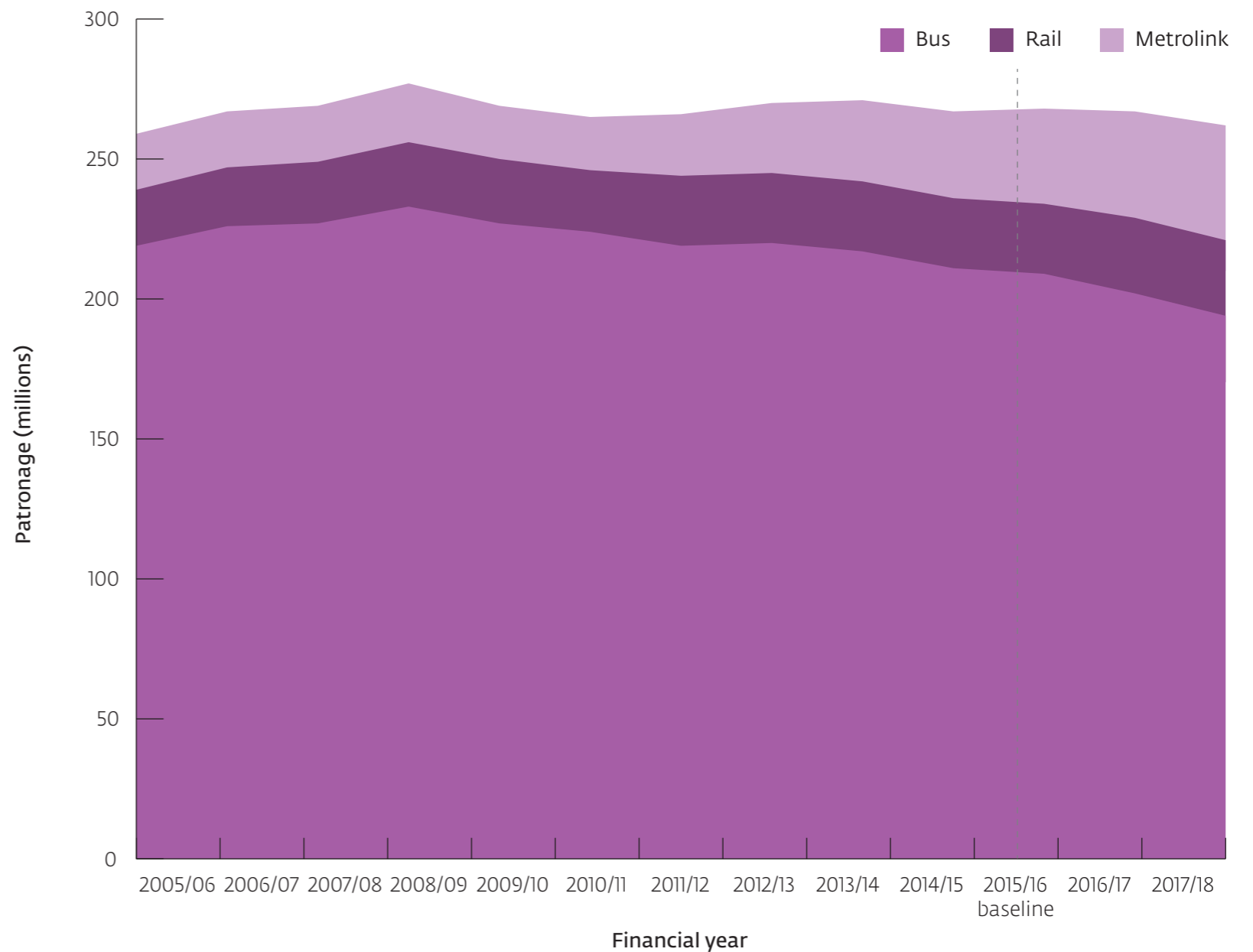


Source: TfGM © Crown Copyright 2018

³ Department for Transport vehicle licensing statistics

Figure 6.6 shows that public transport patronage across Greater Manchester was 2% lower in 2017/18 than it was in 2015/16. Over the past ten years, rail and Metrolink use has increased significantly, while bus use has been slowly declining. A number of measures to support the continued growth of rail travel and Metrolink, and reverse the decline in bus travel, are described below.

Figure 6.6:
Public transport patronage across Greater Manchester



Source: TfGM © Crown Copyright 2018

Bus travel

Bus travel is supported by the Council and TfGM in the following ways:

- **Investment in Bus Priority infrastructure** on key routes into the city centre, including the Leigh Guided Busway, Rochdale Road, and the Oxford Road Corridor. Recent work included the reconfiguration of the Portland Street/Chorlton Street/Charlotte Street traffic signals, which improved pedestrian-crossing facilities and reduced bus-journey times along Portland Street. This was achieved by removing a stage from the traffic signals.
- **The CityPlan Agreement** between the Council, TfGM and bus operators. Agreed in 2012, this is designed to ensure that bus services entering the city centre are managed to minimise impacts on congestion, safety and the environment. The plan is currently subject to a review.

The Bus Services Act 2017 provides Greater Manchester with powers to reform the local bus market. The Greater Manchester Combined Authority has agreed to prepare an assessment of a proposed franchising scheme in accordance with the Bus Services Act. The necessary preparatory work for the assessment is being undertaken by TfGM, with the overall intention being that the bus reform proposal delivers some of the agreed objectives of the 2040 Transport Strategy for Greater Manchester. Before any changes can be made, a full public consultation is required.

Metrolink

The Metrolink network has expanded to become the largest light rail network in the UK. Services now run on seven lines to 93 stops and cover nearly 60 miles. The network is currently undergoing significant improvements, with further improvements in development:

- The Trafford Park extension will run from the existing Pomona stop through the Trafford Park business area and on to the Trafford Centre. The line extension provides a further 5.5km of route and will include an additional six tram stops. Work started on the extension in 2016 and is due for completion in 2020.

- Legal powers exist to extend the Airport Metrolink extension through the completion of a western loop, which would connect the existing line to the new Terminal 2 and then in the future to the proposed HS2 station, to Wythenshawe Hospital and then connect back to the existing line. The current intention is to deliver the link to the new Airport terminal first, with the further extension following the construction of HS2.

Walking and cycling

There is great potential to increase the number of shorter journeys being made on foot or by bike. In order to improve health and access to jobs, and to alleviate pressure on our public transport system, levels of walking and cycling will need to continue to increase. There is a strong case to support walking and cycling in Manchester, and increasing the share of trips for these active modes has the potential to reduce car use, use our highway network more efficiently, and free up space on public transport. This will provide the capacity to support further sustainable growth. In addition, active modes improve the mental and physical health of our residents, reduce our carbon emissions, and improve air quality.

Walking and cycling have become significantly more popular in recent years and are beginning to be attractive alternatives to motorised transport for an increasing number of residents. This may partly explain why we are seeing fewer motorised vehicles on Manchester's streets, especially in the city centre; this is helping to make the city more accessible on foot and by bike, and more liveable, improving the feel of our public spaces.

Greater Manchester's Cycling and Walking Commissioner published the Made to Move document at the end of 2017. This document sets out 15 steps to be taken to create a genuine culture of cycling and walking within the city. The first step in this process is the production of a detailed Greater Manchester-wide walking and cycling infrastructure plan to be produced in collaboration with the district authorities and which is now known as the **Bee Network**. The draft of the Bee Network was published in the summer of 2018; following consultation, a revised version was published at the end of June 2019.

In order to implement and develop the Bee Network, initial funding of £160million was made available through the Mayor's Challenge Fund (MCF). This is available to all councils within Greater Manchester to apply for by submitting qualifying schemes. Seven bids have been agreed (up to July 2019) for the programme entry stage for funding within the Manchester district – six submitted by the Council and one submitted by TfGM – which includes the following schemes:

- **Chorlton Cycleway** – A 5km route partly funded by the MCF and the Cycle Cities Ambition Grant (CCAG)
- **Levenshulme Active Neighbourhood** – An active neighbourhood scheme that includes a series of signalised and minor junction upgrades, parallel crossings, modal filters and investment in streetscapes to encourage local trips on foot or by bike. Partly funded by MCF and Manchester City Council
- **Princess Road/Mancunian Way** roundabout improvements – Full junction upgrade, including removing the existing subways, and creating protected cycle tracks, pedestrian paths and a signalised crossing. Partly funded by MCF and local contributions

- **Piccadilly to Victoria 'PiccVic'** – Project to enhance the 'on foot and by bike' experience from Manchester Piccadilly to Manchester Victoria stations via the Northern Quarter. Funded partly by MCF and CCAG
- **Rochdale Canal** – The project includes improvements to the canal towpaths, improved access under a low bridge at Butler Street, and improved accessibility to four sets of steps. This project is funded by the MCF
- **Northern and Eastern Gateway Connectivity** – A parallel route to Great Ancoats Street providing a safe and convenient cycle link to the north of the MSIRR
- **Metrolink Cycle Parking** – Enhancements to the tram stops along the Bury line at Bowker Vale, Crumpsall, Abraham Moss and Queens Road to support integrated travel. This is a TfGM project.

During 2018/19, TfGM and Living Streets worked with 101 primary schools in Greater Manchester to encourage walking to school. Eleven of the schools are located in Manchester. Overall, active modes of travel increased by an average of 35% across Greater Manchester, and in Manchester schools there was an increase in walking all or part of the way to school from 57% to 67%. Meanwhile, the Bikeability scheme has provided funding for the Council to carry out cycle training in schools in the period 2016–20; up to March 2019, 13,572 cycle training places had been delivered.

Mobile connections

Being able to work or access entertainment services while travelling has the potential to transform journeys by public transport. The opportunity to access such facilities has the potential to make public transport a more attractive option over travel by car.

Developing business cases for investment will usually involve assessing savings in journey times. Access to technology has the potential to require a rethink of how journey times are factored into investment decisions if this time can become productive.

Wi-Fi is becoming more readily available across various modes of travel, and many bus operators now offer free Wi-Fi across most of their fleet. Some rail services also offer Wi-Fi, but it is not available across all franchise operators. Virgin and Transpennine Express are two rail operators that offer free Wi-Fi and entertainment services; however, for rail services the quality of the connection is determined by the coverage in the area through which the service is passing.

Charging facilities for devices is very limited across all modes. Overcrowding on most rail services in and out of Manchester limits the opportunities to work while travelling at peak times.

Data will be gathered for future State of the City Reports based on the availability of Wi-Fi and on the level of uptake of such facilities.

Mobile technology is also assisting motorists by providing navigational tools. The various apps available are making urban travel easier for the motorist, providing directions, intelligent route selection, live travel times based upon traffic conditions, and expected times of arrival. 'Connected vehicles' are therefore becoming more commonplace and will impact on how people use their vehicles and access parking spaces.

Sustainable connections supporting a thriving city

Our transport system is a major source of emissions; these damage our health by polluting the air we breathe and contribute to climate change. Reductions in these emissions are subject to both UK and EU legal limits, and the Government has mandated a number of cities, including Manchester, to produce Clean Air Plans. These are aimed at reducing concentrations of roadside nitrogen dioxide emissions to legal levels in the shortest possible time. Manchester is working with the other nine Greater Manchester authorities to develop a Clean Air Plan for Greater Manchester. This plan has yet to be finalised; however, the draft plan proposes the introduction of local measures to accelerate emission reductions to make Manchester a cleaner, healthier and safer place to live.

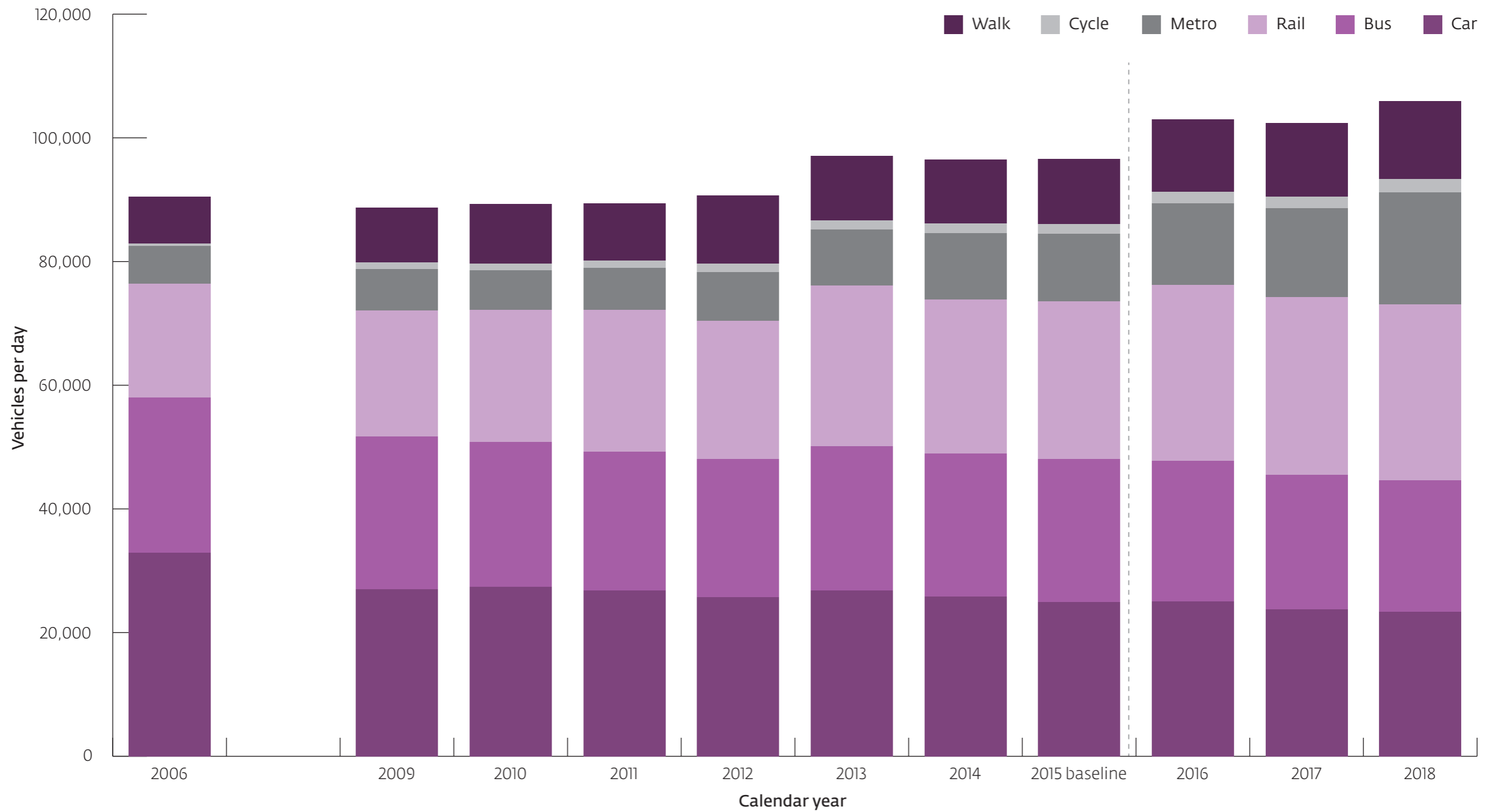
Ongoing increases in demand for travel, particularly into the city centre, illustrate the strong growth in the city's economy and population, as well as the challenge of accommodating further growth on our network. However, the fact that these increases are mainly being contained by sustainable, non-car modes of transport suggests that effective progress is being made to reduce the environmental impact of our transport network and make better use of sustainable transport infrastructure. Recent Metrolink expansion has enabled this trend to continue for more sustainable trips into the city centre. The challenge for the future is how this positive trend is maintained.

The award-winning Oxford Road and Wilmslow Road Cycleway, which carried over a million cycle trips in 2018, is put forward by many as an example of how our highway network could potentially increase capacity by accommodating more space-efficient modes of travel such as cycling. Another option being explored to increase the future capacity of our sustainable transport network is tunnelling to further extend our Metrolink network.

Modal shift to sustainable modes

Travel demand has grown significantly in recent years, to and from the city centre, reflecting increases in the number of jobs and the resident population; this is discussed in more detail in the 'A thriving and sustainable city' chapter. The number of morning peak-hour trips into Manchester city centre has increased by around 1% per year on average since 2006, but most of that growth has taken place since 2012, with an increase of 6% between 2015 and 2017. Trends in trips into the city centre vary across different modes of transport (Figure 6.7).

Figure 6.7:
Trips into Manchester city centre (7.30–9.30am) by various modes of transport



Source: Manchester city centre cordon count, TfGM © Crown Copyright 2018. Note: No data is available for 2007 and 2008.

Between 2015 and 2018, the following trends have been noted in travelling into the city centre:

- **Car travel** has declined by 6%. Car travel's share of city centre trips has fallen from 26% to 22%.
- **Bus travel** has seen the most significant decline, with the number of trips falling by 8%. Bus travel's share of city centre trips has fallen from 24% to 20%.
- **Rail travel** over this period has increased by 12%. Rail's share of city centre trips has increased from 26% to 27%.
- **Metrolink** accounted for most of the increase in trips over this period, growing by 65%. Metrolink's share of city centre trips has increased from 11% to 17%.
- **Walking and cycling** have increased by 19% and 29% respectively. Walking has increased its share of trips into the city centre from 11% to 12%, with cycling remaining at a 2% share. Although starting from a low base, cycling trips into the city centre have continued to grow, from 1,648 in 2015, to 2,129 in 2018. Further work on the walking trips is needed to determine how many are made by people parking outside the city centre and walking in, and how many are made by those who live nearby and walk into the city centre.

These changes are likely to have been driven by a range of factors, including:

- Improvements in public transport, particularly on the Metrolink network, which has expanded significantly in the past ten years. The decline in bus travel is of concern, but recent investments in Manchester's Bus Priority infrastructure should go some way to reverse this trend in future.
- Changing patterns of where people live and work. There have been increases in the city centre workforce and population, and more people now live in locations where public transport and active travel are attractive commuting options.
- Increasing journey times on the road network, which are likely to have made commuting by car and bus a less attractive option. While car traffic into the city centre has reduced, elevated journey times may be due to disruption from major roadworks in and around the city centre, alongside the rise of online deliveries, which have added to congestion. TfGM figures show that there have been increases in freight traffic in the past five years, which saw a 10% increase in van and HGV trips into the city centre.

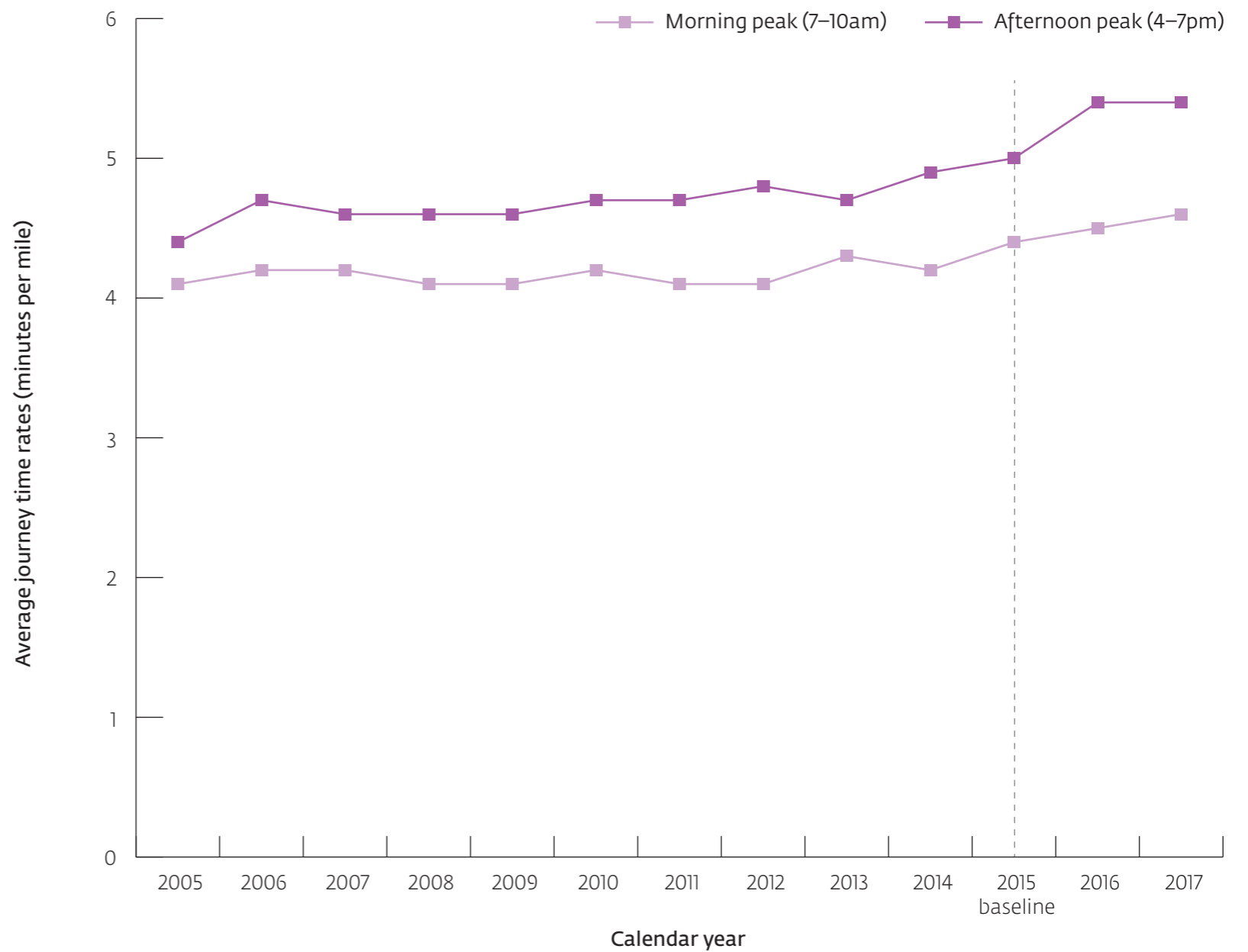
Cleaner air and reduced emissions

The Greater Manchester Clean Air Plan is being developed to tackle air pollution and reduce the high levels of pollutants, including harmful nitrogen dioxide (NO₂), which can be found on many of the region's roads. The draft plan is seeking investment from the Government to help Greater Manchester's HGV, bus, coach, taxi and private-hire vehicle operators to upgrade to cleaner vehicles. The introduction of a non-charging Clean Air Zone (CAZ) forms part of the plan. This is intended to encourage the switch to less polluting vehicles. The plan went out to a public consultation earlier in the year. Greater Manchester's proposal is that it should be implemented in two phases – in 2021 and 2023. Initially, this would cover HGVs, buses and coaches, and taxis and private-hire vehicles with a Class C CAZ; vans would be included in 2023. The CAZ does not include cars, because modelling showed that this would not bring forward the date at which NO₂ levels were within the legal limit. This is because privately owned vehicles are typically parked up and not in use for over 95% of the time. Including private vehicles would also have disproportionately affected those people who are least able to invest in a newer, cleaner vehicle.

Congestion

Figure 6.8 shows that average journey times on our network of A and B roads have been gradually increasing since 2005, with a greater increase in the afternoon peak. Journey times are an indication of the level of congestion on our roads.

Figure 6.8:
Journey time rates for A and B roads (average minutes per mile)



Source: TfGM © Crown Copyright 2017

It is assumed that most of the increase is due to more vehicles on the road and the amount of construction work under way across the city. The growth in delivery traffic is thought to be a major contributor to the additional traffic levels. Construction work is often an inevitable consequence of living in a successful and thriving city. Work is presently under way to improve the operation of the Manchester and Salford Inner Relief Road (MSIRR).

With increased congestion, the average speeds on A and B roads are reducing, albeit only marginally, from 14mph in the morning peak (7–10am) and 12mph in the afternoon peak (4–7pm), to 13mph and 11mph respectively.

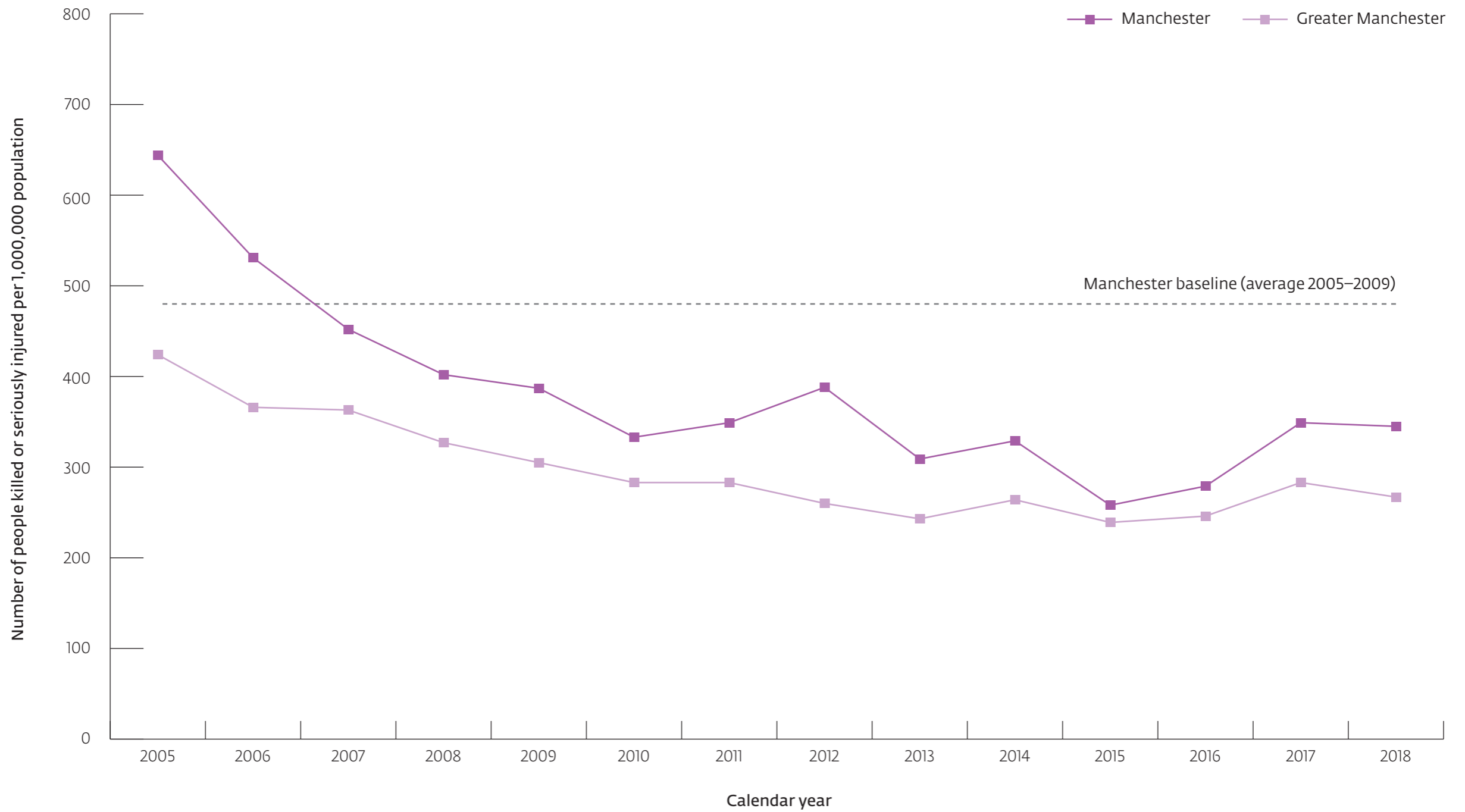
A place for people and innovation

Road safety

The Council works in close partnership with TfGM and Greater Manchester Police to improve the safety of our highway network, including investment in infrastructure to reduce accidents, and targeted enforcement operations to prevent dangerous driving. The data shown in Figure 6.9 suggests that road safety in Manchester was moving in the right direction, with a 60% decrease in the rate of people being killed or seriously injured on our roads between 2005 and 2015. However, between 2015 and 2018 there has been a marked increase of 34%, with a rate of 345 per one million population killed or seriously injured in 2018; this equates to 188 people killed or seriously injured on Manchester's roads, although still below the Manchester baseline figure of 222 (based upon an average of the five years 2005 to 2009).

We are investigating why there has been an increase in the number of people being killed or seriously injured on our roads. This is a trend that has been mirrored across Greater Manchester and nationally, and may partly be due to changes in the way injuries are recorded.

Figure 6.9:
Killed or seriously injured casualty rate on roads (per 1,000,000 population)



Source: TfGM © Crown Copyright 2018

20mph zones

In 2012, the Council embarked on a programme of making non-major residential streets 20mph zones to help reduce speeds and improve road safety. This was piloted across central, south and east Manchester, and an evaluation carried out by the Council in 2016/17 suggested that the impacts on road safety of the first phase of the scheme have been smaller than anticipated. Further investment in 20mph zones has been paused while a Council review of road-safety policy is carried out to understand how our budget can provide the best value for money in delivering the most significant safety improvements.

Further work is needed to understand the potential benefits in changing driver behaviour and the perception of residential streets, so that more people are comfortable and confident to walk and cycle.

Electric vehicles

The Government aims to ban the sale of new petrol and diesel cars by 2040. Increasing the use of electric vehicles is a key way in which we can reduce our carbon and air-pollution emissions. The number of ultra-low electric vehicles licensed within Manchester nearly tripled between 2015 and 2018, increasing from 168 to 495, but it still remains at a very low level.

This is currently supported by provision of the Greater Manchester Electric Vehicles (GMEV) public recharging network. The GMEV network went live in July 2013, with GMEV membership growing from a very low base to 2,526 members by March 2019. From installation up to October 2018, there had been 181,437 individual charging sessions, with an average of 42,430KW/h drawn from the GMEV network each month in 2018: an increase from 39,000KW/h in 2017. Members are accessing the network on average 4.4 times per month (August 2018), with an average power drawn per charging session of 8.5 KW/h.

The current GMEV network includes 318 charging points across the region, and there is a commitment to install 48 new rapid charges by the end of 2019. The Council is working with TfGM to develop plans to expand the network further to support a range of vehicles, including taxis.

The Council's Facilities Management Team have recently replaced their fleet of diesel vans with electric vans and reduced the fleet by two vehicles. This change will bring an 80% reduction in the fleet's carbon emissions every year – approximately 12 tonnes. The Council's Fleet Services Team have provided support

for this change along with funding from the Triangulum Project – an EU initiative supporting innovation to develop frameworks bringing cutting-edge technology to Europe's cities.

Automated vehicles

In 2017, a consortium – including the Council and TfGM – secured funding for £3.7million to trial a driverless electric shuttle service at Manchester Airport, and trial the use of autonomous vehicles between Stockport Railway Station and Manchester Airport in platooning formations of up to three vehicles. If platooning and EV technology become widely adopted, it would reduce congestion, improve air quality, and reduce the impact of transportation on climate change. In the short term it would deliver a novel and improved passenger experience at Manchester Airport, helping to boost Manchester's reputation as a leader in technology and transport innovation. It is hoped that the widespread introduction of autonomous vehicles will make our roads safer.

Digital investment

Greater Manchester Combined Authority successfully made a bid to the Government's Local Full Fibre Network Challenge Funding – a £190million fund to stimulate commercial investment in full-fibre networks. This will have a transformational impact by encouraging further fibre investment to the significant benefit of Greater Manchester residents, businesses and organisations. It will also enable public services across the region to benefit from future-proofed fibre connectivity and support innovation in public services.

Manchester technology firm UKFast has announced plans to expand onto vacant land opposite its Birley Field Campus, which will contribute to the ongoing regeneration of Hulme.

Technology demonstrators

CityVerve

During 2018/19 Manchester successfully completed CityVerve, the UK's Internet of Things Demonstrator project. This was headquartered at the Bright Building on Manchester Science Park, and involved a consortium of 21 technology partners. These included global companies such as Cisco and Siemens, alongside SMEs, public bodies and

universities. CityVerve's work produced innovations in health, energy, environment and transport, and sought to overhaul and devise new ways for cities to deliver services to their citizens through smart technology. These have been adopted and piloted in Manchester, and will hopefully have a global impact in the near future. To assist this process, two large-scale dissemination events were held. The 'Everything is Connected' conference saw more than 150 delegates from across Europe and the UK attend a series of workshops, presentations and a solutions marketplace, and the final event was used to showcase the Demonstrator project to an audience of key stakeholders.

Following the project, further funding was obtained to complete the smart homes and chronic obstructive pulmonary disease health pilots, and undertake a project evaluation. The pilot has seen technology extended into 50 residents' houses. It has an impact on hospital referrals and has formed the basis of a larger scaling up of this work in 2019/20. It is also intended that the findings of the completed project evaluation will be used to inform the future development of the city's digital strategy as a strand of the local industrial strategy of the city.

Triangulum

Manchester is working with the cities of Eindhoven and Stavanger in the European-funded Triangulum project to develop smart, low-carbon and energy-saving solutions that will reduce costs, reduce energy consumption, improve air quality, and continue to achieve energy savings and efficiencies. This work was recognised by the project winning the Public Building Energy Project of the Year at the 2018 Energy Awards. The project also enables Manchester to share and disseminate its experiences and findings from its partner cities, while also learning from them. In addition, the Synchronicity project has attracted funding from the European Union's research and innovation programme for three pilots within the city. These will look at developing active travel insights around walking and cycling, extending a smart bike light trial begun by CityVerve, and using data to provide better insight into recycling and waste issues in the city.

Conclusion

Political priorities, environmental concerns, changes to social expectations, as well as technological advances, are transforming the way people connect. The likely scale of transformation that will be seen over the coming years is starting to become more apparent within Manchester.

Although more needs to be done and significant further investment is needed, progress is being made, such as the continuing trend of more people travelling into the city centre by sustainable transport. Changes are needed to tackle congestion, reduce journey times, reverse the recent increase in collisions on our highways, improve air quality, and reduce emissions.

Although improving, the rates of availability and take-up of superfast and ultrafast broadband by residential and SME premises are lower than many other major UK cities, and this is adversely affecting Manchester's reputation as an aspiring global digital city.

Manchester is continuing to establish itself as a place where the transformative potential of the digital and technology sector can be harnessed and explored. It continues to attract established firms and to be a magnet for entrepreneurs who are confident in the supportive environment the city has created. This means the city is at the forefront of work to research, pilot and implement the use of digital technology to transform connectivity and improve how the city functions. This environment has seen the development of the Connected and Autonomous Vehicles (CAV) trial at the Airport, and the European-funded smart city demonstrator project along the Oxford Road Corridor.

Although Manchester offers good transport connectivity and continues to increase capacity, it is very important that the network serves people's changing needs, and that public transport in particular is affordable and accessible so that all residents can benefit fully from living in a truly connected city.

Appendix – Manchester’s wider city centre neighbourhood

