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1. Introduction

While Manchester Partnership (Manchester’s Local Strategic Partnership) is actively tackling the toughest problems residents say affect their lives, through the framework of the Community Strategy, it is important to regularly draw together a coherent evidence-based picture of the current state of the city of Manchester.

This State of the City Report is intended to fulfil that need. It is a position statement that presents an overview of Manchester’s current health and assesses whether things are improving or getting worse across key areas. Wherever possible the report compares Manchester with the most appropriate geographical areas, for example core cities, Greater Manchester or nationally. Where geographical comparisons are not possible, the report highlights the trend in Manchester over time. The use of different comparators throughout the report is often simply a factor of the availability of data.

The report provides high-level information available on issues facing the city and progress made. Information has been obtained from a wide range of sources but this report is not intended to cover every single facet of city life – it is a headline document. The report does not propose to address the issues it highlights. There are a wide range of strategies and policies in place setting out in detail action being taken to tackle the issues raised. The Manchester Board, the Public Service Board and Manchester City Council continually monitor progress with regard to the actions agreed to tackle the city’s big issues.

The report is intended for use by the Council, Manchester Partnership, public services, residents, schools and businesses. Its primary purpose is to raise awareness and provide a comprehensive evidence base to inform decisions and planning commitments to improve the city.
1.2 The Manchester Way – Manchester’s Community Strategy 2006–2015

The Manchester Way is the city’s sustainable Community Strategy. It is being delivered through actions that will benefit everyone who lives, studies, works in, or enjoys the original modern city. It will improve Manchester’s economic, social and environmental fabric. If the city achieves its vision by 2015, Manchester and its population will be very different in the next decade:

- All areas of the city will benefit from the city’s success; every neighbourhood will be included
- Manchester people will be wealthier, live longer, be healthier and enjoy happier lives
- Children and young people will be safer, more resilient and fulfil their potential
- There will be more working families
- Six out of ten homes will be owner-occupied
- Productivity (Gross Value Added per head) for Manchester will be greater than the UK average
- Manchester will be in the top 10 of European business cities
- The city’s population will have increased to 480,000.

The diagram below shows Manchester Partnership’s approach to achieving this vision: sustaining economic growth on the left and translating it, through the three spines in the middle, into outcomes for people on the right.

In order to measure progress, Manchester Partnership uses signposts known as indicators. The indicators are monitored regularly to check that the city is achieving its goals. The indicators are arranged on four levels, each of which tells something different about Manchester. Collectively they are known as the State of the City Indicators.

The Spines
Vision: Manchester – a world-class city

Driven by the performance of the economy of the city and subregion

Reaching full potential in education and employment
- Success – larger population – wealthier, living longer, happier and healthier lives, demographic mix (age and sex), diversity, stability

Individual and collective self-esteem – mutual respect
- Neighbourhoods of choice

The State of the City Level 1 indicators cover:
- Population (para 3.2)
- Gross value added (para 4.2)
- Median incomes (residence-based) (para 5.2)
- Life expectancy (para 5.2)
- Community cohesion (para 7.2)
- Resident satisfaction with Manchester as a place to live (para 6.2).

The State of the City Level 2 indicators cover:
- Reaching full potential in education and employment
  - Proportion of 16 to 18-year-olds not in education, employment or training (NEETs) (para 5.4.4)
  - Proportion of population with skills at NVQ Level 3 or above (para 5.3.6)
  - Proportion of pupils achieving at least five A*-C at GCSE and equivalent (para 5.3.4)
  - Employment rate (para 5.4.6)
  - Reducing number of residents receiving out-of-work benefits (para 5.4.1)
- Neighbourhoods of Choice
  - British crime survey – overall crime (para 6.4.3)
  - Measure of how safe people feel (para 6.4.2)
  - Improve liveability (para 6.6)
  - Vacant properties (para 6.3.1)
  - Greenest city programme targets (para 4.5)
- Self-esteem/mutual respect
- Percentage of people surveyed who feel they can influence decisions (para 7.3).

1.3 Report structure

The Report, which is structured around the spines described above, is divided into five sections:
- General context
- Economic success
- Reaching full potential in education and employment
- Neighbourhoods of choice
- Individual and collective self-esteem.

The general format of each chapter is:
- Introduction
- Level 1 State of the City indicators
- Issues – The examination of a number of key issues faced, including the consideration of the position reached on Level 2 State of the City indicators
- Priority Planned Activities – These activities are extracted from ‘The Manchester Way’ – Manchester’s Community Strategy – 2006–2015
- Case study – A practical example of work that has already made a successful contribution to improvement.

1.4 Updating and availability

Manchester Partnership intends to refresh the State of the City Report annually. This report will be made available in other formats to meet specific needs upon request.
2. Executive summary

Manchester’s State of the City Report 2006/2007

2.1 Introduction

Manchester is the UK’s fastest growing city economically, with levels of investment second only to London. It is predicted that 100,000 jobs will be created here over the next ten years. Schools’ results are improving but lag behind the national average, making it less likely that Manchester’s young people will be able to benefit from the future jobs boom. It’s the north west’s regional capital, the second most visited city in England, and the number one choice for further education students. It has world-class sport venues that are used regularly for international competitions and community events, and has cultural activities to rival any European city.¹

But Manchester also has some less positive statistics. There are too many people not working because they are unemployed or on incapacity benefit. Too many people suffer from ill health, causing men and women to die earlier than in other parts of the UK.

2.2 General context

The city covers some 117sq km with a population density that is seven times the average for the region. Manchester is committed to increasing its population. After falling through the 1980s and 1990s, the population of the city has been growing by one per cent per year between 2001 and 2005, which is twice the average rate of growth. In 2005 the population had reached 441,200 and by 2015 the population is expected to reach 476,800. This is expected to result in more but smaller households.

As the city’s population is increasing, its profile is changing. Between 2001 and 2005 the proportion of the population of working age increased, while children under 15 and those aged over 65 have decreased. Manchester values and celebrates the breadth and diversity of the city, and over recent years the population has become increasingly diverse. Currently, there are increasing numbers of residents from EU Accession States and Black African groups.

¹ Garden of Delights, Starbucks Manchester Jazz Festival, D.Percussion, Manchester Pride, Manchester Poetry Festival, Manchester Food and Drink Festival, Manchester ‘smile’ Comedy Festival

2.3 Economic success

Gross Value Added (GVA), which measures Greater Manchester’s contribution to the UK economy, has consistently shown positive growth over recent years. In 2004, National GVA per head stood at £15,934. In Greater Manchester South (which includes Manchester City as well as Trafford, Stockport and Salford) the figure was £19,781.

Manchester continues to build a strong and stable service and knowledge-led economy, focusing in particular on:

- Financial and professional services
- Life science industries
- Creative, cultural and media
- Manufacturing
- Communications.

Between 1998 and 2004 the total number of businesses in Manchester grew from 16,439 to 16,869. The city has a high proportion of non-banking finance (for example, financial management, consultancy, accountancy) and sales-related businesses.

Economic success in the city is highly dependent upon the quality of the city’s transport infrastructure. In this respect Manchester has:

- An international airport connecting over 22 million passengers with more destinations than any other UK airport
- Increasing numbers of rail and Metrolink journeys and bus passengers
- Sixty-four per cent of daily person trips to the regional centre by means other than private car.

It is recognised that well-organised events also contribute to the economic success of Manchester. The 2005 Pillar Events, levered in £2.73 for every £1 invested by the Council. The contribution of events to economic success is brought to life in the body of this report through a BUPA Great Manchester Run case study. The net economic impact from the Run was approximately £1.9 million.

Although the city is committed to economic growth, it is also committed to continually minimising the adverse impacts of such growth on the environment. Monitoring shows a reduction in mean concentrations of nitrogen dioxide between 2005 and 2006.

In 2004, Manchester’s domestic carbon dioxide (CO₂) emissions per person were 2.6 tonnes. This is higher than the other core cities of England, where CO₂ emissions range between 2.4 and 2.5 tonnes per person. The following priority actions have been agreed by Manchester Partnership for the subregion:

- Focusing upon growing five key economic sectors critical to the growth of the knowledge-based economy
- Committing to the expansion of Manchester Airport
- Increasing public sector transport capacity
- Committing to focus the attention of all agencies upon city performance so that opportunities to improve productivity and create jobs are exploited.
2.4 Reaching full potential in education and employment

A number of factors combine to provide the residents of the city with the opportunities to reach their full potential through education and employment. However, it is important to recognise that Manchester suffers significant levels of deprivation. The Index of Multiple Deprivation 2004 ranked the Council area as the third most deprived area in England. As such, Manchester is working hard to reduce poverty and reduce multiple deprivation, and reductions in the number of claimants receiving housing and council tax benefits between 2001 and 2005 show that progress is being made.

Health is clearly key as unhealthy residents will struggle to reach their full potential and the best overall measure of the health of the city’s population is life expectancy. Positive progress is being made in narrowing the life expectancy gap between Manchester and the England average, which is a major achievement. However, the city is starting from a low base as male life expectancy in Manchester is the lowest life expectancy in England, and female life expectancy is the fourth lowest in England. Manchester is working hard to reduce its higher-than-average infant mortality rate and teenage conceptions. Good progress has been made since 1996 in reducing mortality rates from major causes of death in Manchester.

There is a clear commitment to support all residents to achieve their full potential in education. Independent assessments show that the quality of educational provision is improving in Manchester’s schools and results at Key Stage 2 (age 11) are improving, but the city still falls below national levels of achievement. At secondary level there has been recent good improvement in English and mathematics at Key Stage 3 (age 14), but overall results are still below national averages. The greatest improvement in educational attainment in the past three years has been at Key Stage 4 (end of secondary school) where results have risen for five or more A* – C grades at GCSE by more than 10% since 2002 to 46.9% in 2006. However, when GCSE results including Maths and English are considered, just 29% of Manchester children are gaining five A*–C, compared to 45.8% nationally.

In terms of employment, Manchester has:

• Improving median gross weekly pay for residents, but pay still lags behind the north west and the UK generally
• Unemployment at 3.9% (January 2007) compared to the UK rate of 2.6%, but unemployment has been rising much slower in Manchester compared to England as a whole
• Made good progress in tackling long-term unemployment with levels experienced in Manchester now being lower than in the UK
• Reduced the number of people aged 16 to 18 not in education, employment or training from 13.6% in November 2004 to 10.9% in December 2006
• Skills gap issues in terms of both the 22.1% of residents that hold no formal qualification (which is higher than the rate for GB of 14.7%) and lower levels of NVQ 1, 2 and 3 within the working age population than those seen nationally.

A case study in the body of the report highlights how the Condition Management Programme has been successfully supporting people in receipt of Incapacity Benefit to reach their full potential by helping them back into employment. The following priority actions have been agreed by Manchester Partnership.

Transformation of children’s services through a number of key initiatives including:

• The review of Manchester Education Partnership
• Building Schools for the Future and Academies
• Integrated commissioning at district level and local multi-agency teams at local level
• Increasing the number of residents in employment
• Supporting young people to reach their full potential
• Making social care services more personalised so that they fit into peoples’ lives
• Supporting a Skills Board tasked with ensuring local people have the skills and qualifications needed by employers.

2.5 Neighbourhoods of Choice

A key priority for the city is to continually improve its neighbourhoods so that more people choose to live and work in Manchester. 64% of residents in Manchester are satisfied with their neighbourhood compared to a national average of 7.1%. The city has an imbalance in its housing stock with higher-than-average levels of low-value housing and this is being tackled through the £125million Manchester/Salford housing market renewal scheme. Manchester’s house prices are still below regional and national averages but the recent rate of increases are higher than regional and national averages.

In terms of creating neighbourhoods of choice, safety and crime are big issues for Manchester. The tackling of antisocial behaviour in the city is a key priority for Manchester Partnership. Manchester was recently selected as one of the United Kingdom’s 40 ‘Respect Areas’ and will continue to tackle behaviour and respect across the city. From April to September 2006 the city’s performance was 11% below target to meet the aim of reducing overall recorded crime by 20%, though since 2003 the overall level of crime has fallen by 8.5%. Manchester is performing very well in reducing theft of a vehicle, vehicle interference, domestic burglary and theft from a person.

As the case study in the body of the report (6.9) highlights, the regeneration framework for north Manchester has enlivened the environment for those who have lived there for a long time and attracted new families into the area.

Leisure, arts and cultural facilities make a key contribution to neighbourhoods of choice and resident satisfaction with facilities is improving and is higher than that experienced in other parts of the country. However, in the latest quality of life survey, only 31% of participants said that Manchester is a good place to bring up a family.

Manchester aims to become the Greenest City in Britain by 2010. Levels of recycling in Manchester have increased in recent years and are now similar to the national average – 17.61%.

The following priority actions have been agreed by Manchester Partnership:

• Reducing crime and disorder and antisocial behaviour
• Implementing strategic regeneration frameworks
• Renewing housing markets
• Aiming to be the Greenest City in Britain.
2.6 Individual and collective self-esteem

The fourth aim of individual and collective self-esteem/mutual respect recognises that the other aims cannot be achieved by public services alone and that enabling people to increase their self-esteem and sense of wellbeing will underpin success. This is not altruistic; the proposition is that people who are happier with a greater sense of wellbeing are better able to be economically successful and have healthier and longer lives.

A key priority for the city is to raise individual and collective self-esteem. Partner agencies are facilitating and supporting individuals and communities to achieve their full potential, to raise their ambitions, to have mutual respect both for themselves and their communities, and to get on well together.

Surveys show that Manchester is making good progress in creating the conditions where local people from different backgrounds get on well together, with 72% of participants agreeing that this is the case. In addition, about a third of survey respondents agreed that they can influence decisions about their local area.

On an ongoing basis there are whole ranges of initiatives taking place aimed at bringing communities together. For example, during last year’s 100 Days campaign, 2,500 people got involved in 119 ‘wildaboutmanchester’ or Parks and Leisure events.

As the case study in the body of the report (7.8) highlights, Mancunian Agreements are one of many ways to capture enthusiasm and commitment in this important area.

The following priority actions have been agreed by Manchester Partnership:

- Implementing the national Respect Action Plan
- Better understanding the needs of new and emerging communities and promoting connections between communities
- Creating opportunities to positively engage in volunteering.

2.7 Key conclusions

Manchester has set itself a number of challenging aspirations to be achieved by 2015 and, depending upon which particular aspect of the city you consider, the current position is not always the same. For example, in terms of a thriving economy there is no doubt that Manchester is already the UK’s fastest growing city. However, in terms of educational attainment, the city starts from a position below national averages. It is clear though, in terms of whichever aspect of city life you choose to consider, that progress is being made by the Manchester Partnership.
3. The city – general context

Manchester’s State of the City Report 2006/2007

3.1 Introduction

In the second half of the last century, the city suffered a massive decline in manufacturing and severe population loss. Between 1951 and 1991 the population of Manchester fell by 39%, from 703,000 to 432,000. However, this trend has been reversed and Manchester is now a thriving city at the heart of both the Greater Manchester conurbation and the region. The city covers some 117 sq km with a population density that is seven times the average for the region. Population migration both into and out of the city is significant.

3.2 General context

The city is committed to increasing its population. With figures falling through the 1980s and 1990s, the population of Manchester has been growing by 1% per year between 2001 and 2005 – twice the average rate of growth. The most up-to-date data from Mid-Year Estimates (MYE) released by the Office for National Statistics shows that in 2005 Manchester’s population had reached 441,200.

The age profile of the city is changing. Between 2001 and 2005 the proportion of the population of working age has increased, while children aged under 15 and those aged over 65 have decreased. However, there has also been an increase in the number of people aged over 85 and it is this part of the older population that is likely to have the greatest level of need. In addition, the number of children under five is also increasing.

Looking ahead, Manchester’s population is projected to grow to 476,800 by 2015.

As the overall population of the city is forecast to rise, the number of households will also increase. However, average household size is expected to fall as the table indicates.
School census data, which can be used as a proxy for change across the city as a whole, shows a tendency of some groups to locate in particular wards. For example, Nigerians tend to be in east and north Manchester, while the Pakistani ethnic group is more likely to be found in wards south of the city centre and in north Manchester. Clearly, this has implications for securing greater community cohesion.

Migration

Data on internal migration (from other parts of England and Wales) for 2005 shows that while 8,740 people moved into the city from other Greater Manchester districts, 12,780 people moved to those districts from Manchester.

The 2005 Mid-Year Estimates show that Manchester lost 580 people through net internal migration but gained 2,100 through international migration.

National Insurance Number (NINo) registrations to overseas nationals from the Department for Work and Pensions increased by a third between 2004/05 and 2005/06. During the same period, registrations to nationals from EU Accession States increased by 7% (1,430 to 3,880), with Poland the largest contributor.
4. Manchester city – economic success
Manchester’s State of the City Report 2006/2007

4.1 Introduction

The most recent data shows that economically Manchester is the UK’s fastest growing city with levels of investment second only to London. The city has experienced a renaissance in its economy over the past ten years. Manchester is unusual among the largest urban centres in that it has few affluent suburbs and 60% of its population, (234,000 people), live in the 10% most deprived areas nationally.

A number of factors combine to create the conditions for economic success. This chapter considers a key indicator Gross Value Added (GVA) and looks in more detail at the following areas:

- Structure of the city’s economy
- Transport
- Sustainability
- Events.

The section also includes a case study, (4.8) which demonstrates progress in this area, and Manchester Partnership priority improvement commitments.

4.2 Level 1 indicator

Gross Value Added (GVA), which measures Greater Manchester's contribution to the UK economy, has consistently shown positive growth over recent years. In 2004, National GVA per head stood at £5,934. In Greater Manchester South (which includes Manchester City, Trafford, Stockport, Tameside and Salford) the figure was £9,784. In Greater Manchester North (which includes Wigan, Bolton, Bury, Rochdale and Oldham) the figure was £9,483.

Between 2000 and 2004 GVA in Greater Manchester South has exceeded the UK growth rate, 6.4% compared to national growth of 5.9%. GVA in Greater Manchester South has increased faster than in London over the previous year.

Greater Manchester South has the highest GVA across all core cities, making it the only core city area to account for over 2% of the UK total.

4.3 The structure of the city’s economy

Manchester continues to build a strong and stable service and knowledge-led economy. Between 1998 and 2004 the total number of businesses in the city grew from 6,439 to 6,869. The city has a high proportion of non-banking finance and sales-related businesses.

The city has focused activity on five key economic sectors critical to the growth of the knowledge-based economy and global image and branding:

- Financial and professional services
- Life science industries
- Creative, cultural and media/Media Enterprise Zone
- Manufacturing
- Communications.

As seen across Great Britain, micro-businesses (less than 24 employees) account for almost nine tenths of all businesses. Proportionally though, Manchester has slightly fewer micro-businesses than regionally or nationally, the difference being transferred to medium-sized businesses of 25–299 employees.
### Industrial Profile of Businesses

<table>
<thead>
<tr>
<th>No.</th>
<th>Manchester</th>
<th>North west</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Banking</td>
<td>600</td>
<td>3.6</td>
<td>2.1</td>
</tr>
<tr>
<td>Construction</td>
<td>700</td>
<td>4.1</td>
<td>8.8</td>
</tr>
<tr>
<td>Education</td>
<td>400</td>
<td>2.4</td>
<td>2.8</td>
</tr>
<tr>
<td>Health and social care</td>
<td>900</td>
<td>5.3</td>
<td>5.1</td>
</tr>
<tr>
<td>Hotels and restaurants</td>
<td>1,500</td>
<td>8.9</td>
<td>7.6</td>
</tr>
<tr>
<td>Manufacturing and utilities</td>
<td>1,000</td>
<td>5.9</td>
<td>8.4</td>
</tr>
<tr>
<td>Non-banking finance</td>
<td>5,300</td>
<td>31.4</td>
<td>26.4</td>
</tr>
<tr>
<td>Other community services</td>
<td>1,300</td>
<td>7.7</td>
<td>8.2</td>
</tr>
<tr>
<td>Public administration</td>
<td>300</td>
<td>1.8</td>
<td>1.2</td>
</tr>
<tr>
<td>Sales-related</td>
<td>4,000</td>
<td>23.7</td>
<td>24.4</td>
</tr>
<tr>
<td>Transport, storage and comms</td>
<td>800</td>
<td>4.7</td>
<td>4.8</td>
</tr>
<tr>
<td>Total</td>
<td>16,900</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

4.4 Transport

4.4.1 Air Travel

An international airport is a prerequisite for the development of a globally competitive economy. Manchester Airport is the only global gateway to Northern England, currently connecting over 22 million passengers with more destinations than any other UK airport.

With approximately 19,000 people employed directly on the site and more than 100 of the world’s airlines operating services to every continent, Manchester Airport’s success reflects that of the city and the region it serves.

Current projections indicate that approximately 50 million passengers will travel through Manchester Airport each year by 2030. The growth of Manchester Airport is a massive opportunity, crucial to the wellbeing and prosperity of the region it serves.

4.4.2 Rail/tram/bus

All these modes of transport are key to both relieving congestion in Greater Manchester and allowing people to access all parts of the area in an efficient and effective manner. In 2005/06 the overall usage in Greater Manchester was:

- Rail – 19.7 million journeys (an increase of 9.4% on 2004/05)
- Metrolink – 19.9 million journeys (an increase of 2% on 2004/05)
- Bus – 219.4 million passengers (an increase of 0.6% on 2004/05).

Satisfaction with bus services in Manchester is increasing. In 2006/07, 69% (62% 2003/04) of people surveyed said they were fairly/very happy with bus services.

4.4.3 Roads

A series of surveys conducted using a Department for Transport methodology during 2005 and 2006 indicated that 64% of daily person trips made to the regional centre were made by means other than private car. This is the first such survey and comparisons will not be possible until the surveys are completed again in 2008/09. A further factor that contributes to economic success is the minimisation of road congestion allowing the effective movement of people and goods. There has not been any detectable increase in traffic congestion on local roads over the last year.

4.5 Sustainability

Although the city is committed to economic growth, it is also committed to continually minimising the adverse impacts of such growth on the environment. All the energy that the Council’s premises use is from renewable sources, recycling rates are growing above the national average, Metrolink carries 19 million passengers a year, and the city has gained Fairtrade status. In the private sector the city has the tallest office block outside London being covered in solar panels, and developments like the Green Building tapping into consumer interest in environmental projects.

In 2004 Manchester’s domestic carbon dioxide (CO₂) emissions per person were 2.6 tonnes. This is higher than the other core cities of England, whose CO₂ emissions range between 2.4 and 2.5 tonnes per person.

Manchester’s Ecological Footprint represents the amount of biologically productive land and water its residents use. The world-average Ecological Footprint is 2.2 global hectares per person. The Ecological Footprint of the UK is 5.4 global hectares per person. This is 65% higher than our ecological budget and the UK has an Ecological Footprint among the highest 15 countries on a per-person basis. Manchester’s Ecological Footprint is 5.4 global hectares per person, slightly higher than the national average.

The desired outcome for Greater Manchester is a reduction of 39% in emissions of oxides of nitrogen from traffic on local main roads from a 2004 base. Data on mean concentrations of nitrogen dioxide at three monitoring sites across Manchester show a reduction between 2005 and 2006 as follows:

<table>
<thead>
<tr>
<th>Mean Monthly Concentrations NO₂ in ug/m3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piccadilly (city centre)</td>
</tr>
<tr>
<td>2005: 45</td>
</tr>
<tr>
<td>2006: 44</td>
</tr>
<tr>
<td>Town Hall</td>
</tr>
<tr>
<td>2005: 43</td>
</tr>
<tr>
<td>2006: 42</td>
</tr>
<tr>
<td>South Manchester</td>
</tr>
<tr>
<td>2005: 17</td>
</tr>
<tr>
<td>2006: 15</td>
</tr>
</tbody>
</table>
4.6 Events

It is recognised that well-organised events contribute to the economic regeneration of Manchester. From the wide range of annual events held across the city, seven festivals and events were designated by the Council in 2005 as Pillar Events. The table below sets out the economic impacts associated with these events in 2005.

The profile of visitors, their expenditure and the work associated with the events create significant economic impacts.

<table>
<thead>
<tr>
<th>Type of impact</th>
<th>Pillar Event impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>Net 8.2 full-time equivalent jobs</td>
</tr>
<tr>
<td>Volunteer Support</td>
<td>134 volunteers: 2,065 hours worth £55,000</td>
</tr>
<tr>
<td>In-kind support</td>
<td>£174,000</td>
</tr>
<tr>
<td>Audience numbers</td>
<td>£550,000 (between 55,000 and 110,000 from outside NW)</td>
</tr>
<tr>
<td>Audience spend – on site</td>
<td>Net £8.3million (before leakages)</td>
</tr>
<tr>
<td>Audience spend – off site</td>
<td>Net £17million (before leakages)</td>
</tr>
<tr>
<td>Leverage</td>
<td>£2.73 for every £1 invested by the Council</td>
</tr>
</tbody>
</table>

4.7 Priorities 2007/08

While the Manchester economy is clearly on a growth trajectory, serious challenges remain, which, if left unchecked, will hamper the ability of the city region to deliver its true growth potential and to close the current productivity gap with the UK average.

The priorities for 2007/08 are as follows:

- To increase the economic productivity of the Manchester city region
- To ensure the best preparation for transition to working life for young people
- To improve the skills of the city’s residents and to enhance their employment
- To engage and support employers to enable them to employ workless residents
- To cultivate a culture of enterprise to increase total entrepreneurial activity
- To attract and retain business investment and talent
- To improve the performance, competitiveness and sustainable growth of the established business
- To secure the original modern concept by getting all major partners to sign up
- To put in place a continuing programme of Strategic Regeneration Frameworks across the city for Wythenshawe, east, north, central and south Manchester, which set out the core principles and key objectives within which the regeneration effort can respond. South Manchester is the only Framework yet to be undertaken
- Regional Spatial Strategy/Local Development Framework.

4.8 Economic success – case study

The following case study demonstrates how one particular initiative has contributed towards the economic success of the city.

The BUPA Great Manchester Run has been operating since 2003, organised by Nova International with support from Manchester City Council. The Run is part of Manchester City Council’s annual events programme and receives television coverage by the BBC. The Run has grown from 10,000 runners in 2003 to achieving its maximum of 50,000 applications in 2006. It has developed to become one of the world’s leading 10k races and is the home of the fastest ever 10k road run after Haile Gebrselassie completed the course in 27 minutes 29 seconds in 2005. The event starts and finishes in the city centre and involves participants with a range of abilities, including elite athletes, celebrities, runners and fun-runners.

The main findings of an evaluation of the event prepared by consultants are as follows:

- A total of 19,771 participants completed the Run, and it is estimated that approximately 17,000 spectators watched the event
- The following table summarises the direct, indirect and induced impacts of the event, before accounting for additionality.

**DIRECT, INDIRECT AND INDUCED IMPACTS**

<table>
<thead>
<tr>
<th>Type of impact</th>
<th>Direct impact</th>
<th>Indirect and induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>2</td>
<td>1.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Volunteer support</td>
<td>42,933</td>
<td>Not applicable</td>
<td>42,933</td>
</tr>
<tr>
<td>Participant numbers</td>
<td>19,771</td>
<td>Not applicable</td>
<td>19,771</td>
</tr>
<tr>
<td>Spectator numbers</td>
<td>17,000</td>
<td>Not applicable</td>
<td>17,000</td>
</tr>
<tr>
<td>Participant spend – Manchester</td>
<td>611,536</td>
<td>403,014</td>
<td>1,015,150</td>
</tr>
<tr>
<td>Participant spend – north west</td>
<td>43,184</td>
<td>28,501</td>
<td>71,685</td>
</tr>
<tr>
<td>Spectator spend – Manchester</td>
<td>741,788</td>
<td>489,580</td>
<td>1,231,368</td>
</tr>
<tr>
<td>Spectator spend – north west</td>
<td>48,034</td>
<td>31,702</td>
<td>79,736</td>
</tr>
<tr>
<td>Nova, BBC and Elite Participant Spend</td>
<td>296,485</td>
<td>195,680</td>
<td>492,165</td>
</tr>
</tbody>
</table>

- Net impacts have been presented for expenditure that occurred within Manchester, and expenditure that was incurred outside Manchester but within the north west. The following table presents a summary of the gross and net impacts within both Manchester and the north west.

**ECONOMIC IMPACT SUMMARY**

<table>
<thead>
<tr>
<th></th>
<th>Gross impact</th>
<th>Net impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester (incl. Greater Manchester)</td>
<td>£2,603,634</td>
<td>£1,708,838</td>
</tr>
<tr>
<td>North west</td>
<td>£286,470</td>
<td>£172,904</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£2,890,105</strong></td>
<td><strong>£1,881,742</strong></td>
</tr>
</tbody>
</table>

The net economic impact from the Run was approximately £1.9million. This includes £1.7million expenditure within Manchester and £0.2million within the north west.
5. Manchester city – reaching full potential in education and employment

5.1 Introduction
A number of factors combine to provide the residents of the city with the opportunities to reach their full potential in education and employment. For example, young people need the right skills to take advantage of the jobs on offer. This chapter considers key indicators in connection with life expectancy and pay levels and looks in more detail at the following areas:

- Education
- Unemployment
- Socio-economic status
- Health and care
- Improving attainment and skills.

The section also includes a case study, (5.8) which demonstrates progress in this area, and Manchester Partnership priority improvement commitments.

5.2 Level 1 indicators

5.2.1 Life expectancy
Life expectancy is a key indicator of the overall health of the population. If people are to reach their full potential in education and employment they need to be as healthy as possible.

Key stakeholders have made a commitment to narrow the life expectancy gap between Manchester and the England average and positive progress is being made towards that objective, which is a major achievement.

However, the city is starting from a low base as male life expectancy in Manchester is the lowest life expectancy in England and female life expectancy is the fourth lowest in England.

In 2005 there were a total of 3,993 deaths registered to Manchester residents. The biggest causes of death are circulatory diseases (34% of deaths), cancers (26%) and diseases of the respiratory system (16%). Diseases of the digestive system and external causes of death (including suicides) are also significant causes of death among Manchester residents (7% and 5% of all deaths respectively). Mortality rates are around 21% higher than England as a whole.

Since 1996 the city’s progress in reducing mortality from major causes of death has been mostly positive as the next table shows.
Major cause of death
- Circulatory diseases
- Cancers
- Respiratory diseases
- Suicides

Although there have been substantial improvements in mortality in Manchester, the gap between mortality rates in Manchester and the average for England as a whole is continuing to widen. For circulatory diseases the gap has increased by 21% since 1995–97 and for cancer the gap has increased by 10%. However, the gap has more than halved in terms of mortality from suicide.

5.2.2 Pay levels

Gross weekly pay for residents according to the Annual Survey of Hours and Earnings (ASHE) stood at £333 per week in 2006, an increase of £22.20 from the 2005 figure. The 2006 median resident wage in Manchester is lower than the ranges for the UK (£360.45 to £367.74) and the north west (£341.94 to £347.46) figures.

Total median pay for workers located in Manchester stands at £401.90, an increase of over £10 per week from the 2005 figure. This is higher than the corresponding figures for the UK (£364.10) and the north west (£344.20).

The chart below is particularly illuminating, since it shows that:

- Manchester has the highest median gross weekly workplace wages of the core city comparator group.
- The city also has one of the lowest median gross weekly resident wages of the core city group.
- The differential between resident and workplace pay is highest for Manchester.

This highlights that the city is successful economically but that residents are not always securing the city’s higher paid jobs, probably due to the fact that the higher skilled people choose to live outside of the city and commute into work. This reinforces the Manchester Partnership assessment of many of the big issues that the city needs to tackle. A key objective is to spread the increasing prosperity and employment prospects to city residents and then to keep them in the city by creating neighbourhoods where successful people choose to live.

Approximately 1.3% of jobs in the north west are estimated to be paid below the national minimum wage. These jobs are most common in the hotel and restaurant industry.

5.3 Improving attainment and skills

5.3.1 Education

There is a clear commitment to support all residents to achieve their full potential in education. The school age population includes over 38% from minority ethnic groups, and 150 languages are spoken in schools.

5.3.2 Early years

In early years services, recent independent assessments of private and voluntary sector providers by Ofsted rated all providers satisfactory or better, with over 75% judged as good or better. Across the city, 90% of under-fives are in some form of early years provision.

In 2005, 79% of under-fives had a good level of achievement and were working within early learning goals in personal, social and emotional areas of learning.

A total of 57% of children reached this level of achievement in the subject area of communication. However, Manchester is on average 4.5 percentage points lower than the national average.

5.3.3 Primary

Independent assessments show that the quality of educational provision is improving in Manchester’s schools and most are judged by Ofsted to be ‘good’. Three primary schools in Manchester have been assessed as the fastest improving schools in the country. Provision for pupils’ spiritual, moral, social and cultural development is judged as satisfactory or better in 90% of schools and is good or better in 66% of schools.

The percentage of pupils gaining Level 2+ at Key Stage 1 (aged 7) has increased year on year in line with, or above, national trends. However, results in Manchester are an average of eight percentage points below national figures. Comparing performance in 2006 with 2005 a slight fall was experienced in reading and writing, but mathematics results were at the same level.

At Key Stage 2 (aged 11) the city has seen consistent increases in the percentage of pupils gaining Level 4+ year on year in all subjects, with increases in mathematics and science narrowing the gap to national. Manchester’s results in the core subjects of English, maths and science at Key Stage 2 are improving at a faster rate than the rate of improvement nationally. However, in 2005, 23 of the 136 primary schools did not reach the national floor target of 65% in either English or mathematics.
5.3.4 Secondary
At secondary level there has been recent good improvement in English and mathematics, but overall results are still below national averages. Science performance is lower than all ten of Manchester's statistical neighbours. In 2005, four of the 23 high schools did not meet the national floor target at KS3 (aged 14) (of 50% gaining level 5+) in any subject, with 13 schools not meeting the target in science.

The greatest improvement in educational attainment in the past three years has been at Key Stage 4 (end of secondary school) where results have risen for five or more A* – C grades at GCSE by more than 10% since 2002 to 46.9% in 2006. However, when GCSE results including maths and English are considered, just 9% of Manchester students are gaining five A*–C, compared to 45.8% nationally.

5.3.5 General
5.3.5.1 Attendance
Manchester has experienced high levels of school absence over many years that have placed the Local Authority near the bottom of national tables for school attendance. In recent years there has been improvement in attendance in Manchester but this has plateaued in primary schools and started to decline in secondary schools, whilst other authorities have continued to improve, which means that overall Manchester remains the poorest performer in the country. In 2005/06, the percentage of half-days missed by children in primary schools was 6.46% and in secondary schools was 11.5%.

5.3.5.2 Special educational needs
More and more children with learning difficulties and disabilities who formerly attended special schools are now attending their local mainstream school. Data collected at the end of the first year (July 2005) showed that 83% of the children who transferred to a mainstream school had made good progress.

5.3.6 Skills
Just over a quarter of Manchester residents are qualified to degree level or above, a figure that stands marginally higher than the Great Britain average. At the same time 22.1% of residents hold no formal qualification, which acts as a major barrier to accessing the jobs available. The proportion of unqualified residents is a significant problem in Manchester as the corresponding figure for Great Britain stands at 14.7%. The large proportion of residents with no qualifications means that levels of NVQ1, 2, 3 and trade apprenticeships within the working age population are lower than those seen nationally. In terms of basic skills, the city fell behind the rest of England in 2003 in terms of entry-level basic skills in literacy and numeracy.
5.4 Unemployment

5.4.1 Inactivity
The 2001 Census found 94,364 of Manchester’s residents were economically inactive, which was 37.7% of the working age population. Of the 94,364 residents who were economically inactive 4,384 or 44.9% were males and 5,980 or 55.1% were females.

The majority of the city’s economically inactive population of working age were students (37%), which was much greater than the national average of 3.8%. This is due to the city having three universities at the time and another (Salford University) just outside its boundary. Manchester’s permanently sick or disabled population was higher than the national average of 0.7%, which may be as a result of the city’s industrial heritage.

The chart below shows that the number of residents on Incapacity Benefit (IB), Severe Disablement Allowance (SDA), Income Support (IS) and Jobseekers Allowance (JSA) is falling, but only very slowly.

Looking ahead to 2021, it is interesting to estimate what the skills demand for jobs will be. The change in the demand for skills can be summarised as a growth in level three qualifications and above, while the demand for lower level qualifications is expected to fall. Jobs requiring no qualifications are expected to see a reduction of almost 10%.

5.4.2 General unemployment
The recent trend both nationally and locally, has been a rise in the unemployment level (11,743 – January 2007) (seasonally unadjusted) and rate (3.9% – January 2007). The UK unemployment rate in January 2007 was 2.6%. Since October 2004, when unemployment started to rise, the rise has been much slower in Manchester compared to England as a whole. The next chart shows the relative change in unemployment for Manchester and England since 2002.
5.4.3 Long-term unemployment
Manchester has been making good progress in tackling long-term unemployment (over one year). In January 2002, 23% of total unemployment was long-term compared with 17% in the UK. Since then, long-term unemployment declined in both Manchester and the UK until July 2005. However, the decline was much faster in Manchester compared to the UK. From July 2005 to January 2007, the long-term unemployment started to increase both locally and nationally with some fluctuations over the period. However, the rise was slower in Manchester than the UK as whole. In January 2007, 15.5% of Manchester residents were long-term unemployed, compared to 16.5% nationally.

5.4.4 Youth unemployment
At December 2006, 10.9% of young people aged 16 to 18 were not in education, employment or training – an improvement on the same period last year and a reduction from 13.6% when the baseline was set in November 2004. From October 2003 until January 2007 the level of youth unemployment was lower than the UK level. In January 2007, youth unemployment in Manchester stood at 11.3% compared to 11.5% nationally.

5.4.5 Childcare places
Over twenty children centres have been designated Sure Start Children’s Centres, which means more children and families are now able to access high-quality integrated services at neighbourhood level, including childcare, family support and a range of health, training and employment services. However, there is no doubt that a lack of affordable childcare presents a barrier to parents taking up training and employment opportunities and as the next chart shows, there are still significant parts of the city with very few childcare places.
5.4.6 Employment rate
The employment rate for the city (taken from the Labour Force Survey) has shown a steady increase for the calendar year 2006:

<table>
<thead>
<tr>
<th>Employment rate</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.5 Socio-economic indicators
In general, Manchester suffers significant levels of deprivation. The Index of Multiple Deprivation 2004 (IMD) ranked the Council area as the third most deprived in England. Part of the city was ranked the second most deprived area in England and more than half of the city’s areas were in the most deprived 10% in the country. Deprivation is widespread across the city, but the most deprived areas were in north and east Manchester, the inner city south of the city centre and in parts of Wythenshawe. There are similar patterns of deprivation across different datasets such as, unemployment statistics, benefits claimants and free school meals. Data released by Department for Work and Pensions (relating to May 2006) on out-of-work benefit claimants shows that the highest claimant numbers tend to be in those areas ranking highest in the IMD. The IMD map shows the levels of IMD by super output area in relation to old Manchester ward boundaries. The map uses old ward boundaries and not the new ward boundaries because the super output areas upon which the map is built will only aggregate up to the old ward boundaries not the new, hence their inclusion.

The city is working hard to reduce poverty and reduce multiple deprivation. One way of assessing progress in tackling deprivation is to examine trends in a variety of different types of welfare support as set out in the table below.

<table>
<thead>
<tr>
<th>Type of Welfare</th>
<th>Change (March 2001 Support to March 2005)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Housing Benefit</td>
<td>–4,329</td>
</tr>
<tr>
<td>Income Support</td>
<td>1,503</td>
</tr>
<tr>
<td>Council Tax Benefit</td>
<td>–3,660</td>
</tr>
<tr>
<td>Households receiving free school meals</td>
<td>1,075</td>
</tr>
</tbody>
</table>

5.6 Health and care of our residents
5.6.1 Health and care of children and young people
Healthy children and young people are the key to Manchester’s continued success. The following section considers a range of factors that impact upon the health of our children and young people.

5.6.1.1 Low birth weight and infant mortality
Reducing the incidence of low birth weight and thereby reducing infant mortality is one of the priorities in the Children and Young People’s Plan for Manchester.

Babies born small are at higher risk of dying before the age of one, and low birth weight (<2,500g) is therefore one of the best predictors of infant mortality. Low birth weight babies are also more likely to experience ill health, both in childhood and as an adult. In 2005, 9.5% of babies born in Manchester weighed less than 2,500g, compared with 7.9% of births in England as a whole.

In 2005 there were 48 deaths of children aged less than one year in Manchester – an infant mortality rate of 7.2 per 1,000 live births compared with the England average of 5.6 per 1,000. The infant mortality rate is regarded as an important measure of the health of a community, although it is a somewhat crude measure because deaths occurring in the first year of life usually reflect a range of factors.

5.6.1.2 Childhood obesity
Baseline figures collected in September 2006 show that around 15% of children attending schools in Manchester are classed as obese. However, variations in childhood obesity do not appear to mirror variations in deprivation, indicating that childhood obesity is an issue in all parts of the city and not just in the most deprived areas.
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In 2005, there were 48 deaths of children aged less than one year in Manchester - an infant mortality rate of 7.2 per 1,000 live births compared with the England average of 5.0 per 1,000. The infant mortality rate is regarded as an important measure of the health of a community, although it is a somewhat crude measure because deaths occurring in the first year of life usually reflect a range of factors.

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5.6.1.3 Childhood dental decay
The prevalence of dental decay among five-year-olds in Manchester is well above the national average. In the academic year 2004/05, 57% of five year olds in Manchester as a whole had one or more decayed, missing or filled teeth (DMFT) compared to the national average of 40%. In every ward over half of all five-year-olds showed some evidence of dental decay (based on the location of the school attended).

The severity of dental decay was also higher than in the rest of the country. The average five-year-old in Manchester has been found to have nearly three decayed, extracted or filled primary teeth compared with one or two in England as a whole.

5.6.1.4 Teenage conceptions
In 2005 there were 589 conceptions to women aged under 18 in Manchester. This represents a rate of 70.2 per 1,000 women aged 15 to 17, compared with an England rate of 41.4.

Since 1998 the teenage conception rate in Manchester has risen by around 6.3%. Over the same period, the teenage conception rate in England as a whole fell by 11.1%. On the basis of recent trends, the city is unlikely to achieve the national target of a 55% reduction in under-18 conception rates by 2010.

5.6.1.5 Looked after children
At the end of December 2005 there were 1,447 looked after children and young people, 122 of whom were unaccompanied asylum seekers. 130 Manchester children per 10,000 are looked after by the Local Authority. The national figure is 55 children per 10,000.

5.6.2 Health of Adults including Older People
5.6.2.1 Lifestyle issues
Data for the year October 2005 – October 2006 shows that 20.8% of adults in Manchester have participated in a sport or recreational activity of moderate intensity on three or more days a week compared with the national average of 21%. The figures put the city in the middle 50% of local authorities in the country.

Alcohol use has been shown to have a negative effect on life expectancy. It has been estimated that men in Manchester can expect to lose nearly 14 months of life through excess alcohol consumption. Women can expect to lose around seven months of life. Alcohol use also places a significant burden on health services. Nationally, it is estimated that around 35% of Accident and Emergency attendances, 25% of intensive care unit admissions and a significant proportion of GP attendances are alcohol related. The main causes of this are falls, alcohol dependence/psychosis, assaults and other accidental injuries. Manchester also has some of the highest rates of crime attributable to alcohol in the north west.

Injecting drug use is associated with death from overdose and also increases the likelihood of contracting blood-borne viruses such as hepatitis and HIV. It is estimated that there are around 7,220 injecting drug users in Manchester, of which 38% (mostly heroin users) are in contact with drug treatment services.

5.6.2.2 Screening and prevention
During the period April 2005 to March 2006, smoking cessation services in Manchester helped almost 4,700 people over the age of 16 to successfully stop smoking (based on self-report) within four weeks (46% of clients who had set a quit date). The overall quit rate in Manchester (number of successful smoking quitters per 1,000 population aged 16 and over) was 13.5 compared with 8.2 in England as a whole.
5.7 Priorities 2007/08

Implementation of City Strategy to move out-of-work benefit claimants into work through:

• Extending employment information and advice to a wide range of settings including GP surgeries, children’s centres, libraries and housing offices.
• Extending skills provision through a series of sessions in the local community, including online job search classes at libraries.
• Improving access to childcare.

Throughout 2006/07 the gap between Manchester and the national average in educational attainment at GCSE narrowed. The priorities for children and young people in 2007/08 have been agreed with GONW and are:

• Sexual health and reducing teenage pregnancy
• Promoting mental health – resilience/happiness
• Improving secondary age attainment (Key Stages 3 and 4)
• Improving school attendance
• Reducing the numbers of and improving outcomes for looked after children
• Improving outcomes for 14 to 19-year-olds, particularly reducing the number not in education, employment or training (NEET)
• Implementing children’s trust arrangements.

A number of cross-cutting strategies support improvement in these priorities. Particularly important is the Positive and Responsible Parenting Strategy.

Progress within health-related indicators remains very good. We are currently below our target figures for both men and women, and the trend since baseline suggests that we will comfortably exceed the target. The latest figures show a slight rise in the life expectancy gap for men, caused by a slight drop in the rate of improvement in life expectancy in Manchester compared to recent years. The priorities for 2007/08 are as follows:

• Implementation of the smoking ban
• Improving levels of physical activity in the city
• Further integration of child accident prevention agenda with children’s planning and the launch of a new strategy
• Introduction of alcohol brief interventions agenda with children’s planning and the launch of a new strategy
• Teenage pregnancy
• Healthy eating
• Supporting the work of the City Strategy.

5.8 Reaching full potential – case study

Condition Management Programme

The Condition Management Programme (CMP) supports people in receipt of Incapacity Benefit to reach their full potential by providing vocational rehabilitation to help them return to employment. The Programme is a partnership between Manchester Primary Care Trust and Jobcentre Plus, supported by Manchester Joint Health Unit.

With 37,000 people on Incapacity Benefit in Manchester, reducing worklessness is a priority. The programme ensures that the health sector delivers its contribution by enabling local residents to make an early return to work.

The programme is delivered by a multidisciplinary team of healthcare professionals drawn from Occupational Therapy, Nursing, Physiotherapy and Social Care. Jobcentre Plus staff, who are trained to identify appropriate individuals for the programme, began referrals to the team in October 2006.

People with musculoskeletal, cardiorespiratory and mental health conditions have been identified as the priority groups for referral. The team delivers short courses and works one to one with participants to deliver support tailored to individual needs. The programme centres on pain management, motivational/confidence building, and cognitive non-treatment educational programmes with elements that are common to all conditions and are evidence-based.

The Condition Management Programme has made a successful start. The team has worked with 115 people to date, with the first entrants recently completing the programme and making the transition to employment. The programme will expand through 2007 further utilising expertise within the NHS, voluntary and private sectors to ensure people get back into work and can regain control and realise their aspirations.
6. Manchester city –
neighbourhoods of choice

Manchester’s State of the City Report 2006 / 2007

6.1 Introduction
A key priority for the city is to continually improve its
neighbourhoods so that people actually choose to
live and work in Manchester. For example, there is
no doubt that good-quality housing makes a
positive contribution towards improved health. This
chapter considers a level 1 indicator in connection
with resident satisfaction and looks in more detail at
the following areas:
• Housing
• Safety and crime
• Leisure, arts and cultural facilities
• Liveability
• Waste.

6.2 Level 1 indicator
The section also includes both a case study, which
demonstrates progress in this area, and Manchester
Partnership priority improvement commitments.

Resident satisfaction with neighbourhoods has
remained fairly static over time. In 2006/07 64% of
people surveyed were very or fairly satisfied with
their local area as a place to live; in 2003/04 the
figure was 65%. Nationally, the level of satisfaction
was 71%.

Overall, how satisfied or dissatisfied are you with
your local area as a place to live?

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
</tr>
<tr>
<td>Fairly satisfied</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
</tr>
<tr>
<td>Very dissatisfied</td>
</tr>
</tbody>
</table>

The five most important factors identified by
residents as making an area a good place to
live were:

- Levels of crime 69%
- Clean Streets 55%
- Affordable decent housing 44%
- Health services 36%
- Public transport 3%

Residents were also asked what most needs
improving in their area. The top five areas for
improvement were:

- Levels of crime 55%
- Activities for teenagers 46%
- Clean streets 42%
- Road and pavement repairs 36%
- Levels of traffic congestion 31%

In Manchester the percentage of residents who
felt that levels of crime most needed improving in
their local area fell from 71% in 2003/04 to 55% in
2006/07. During the same period the percentage of
residents who felt that activities for teenagers most
needed improving in their local area increased from
39% to 46%.

When residents are satisfied with their local area
they are more likely to say there is less of a problem
with antisocial behaviour in that area.
6.3 Housing

6.3.1 Stock profile

Overall, the number of properties in the city increased by 3.9% between April 2001 and April 2005. The breakdown of the change by tenure was as follows:

- Local Authority: -21.2%
- Registered Social Landlord: +11%
- Private sector: +12%

The city has an imbalance in its housing stock, with higher-than-average levels of low-value housing and pre-1919 terraced properties; these have led to a limited range of options and a lack of choice in the housing market.

The data collected in the 2006 social housing annual survey highlighted that there is still low demand property in the city. Some of the above issues are being tackled through the £125 million Manchester/Salford Housing Market Renewal scheme.
6.3.2 Cost of Housing
Manchester's house prices are still below regional and national averages, but the recent rates of increase are higher than regional and national averages. In the third quarter of 2006, the average price of a house in Manchester was £142,942 compared to £153,702 in the north west and £214,295 in England. However, some wards in the city continue to have average house price values that are considerably lower than the Manchester, regional and national average. In 2006 the average house price in Didsbury West was £521,021 whereas that in Harpurhey was £77,076.

6.4 Safety and crime

6.4.1 Antisocial behaviour
The tackling of antisocial behaviour in the city is a key priority for Manchester Partnership. Manchester was recently selected as one of the UK's 40 'Respect Areas' and is tackling behaviour and respect across the city. The Respect agendas for Manchester sets out a balanced framework of powers and approaches to come down hard on those committing anti-social behaviour, positively promote respect, tackle the causes of antisocial behaviour and continue to provide support for local people who are affected by it.

Overall, 29% of Manchester residents perceive high levels of antisocial behaviour in their local area (the city's respect score). In the 2006/07 Best Value survey over 68% of residents reported that parents not taking responsibility was the biggest problem in their local area.

There is, however, positive performance against the target for ensuring children and young people subject to an ASBO are kept from reoffending. This has been achieved through good cross-disciplinary working in children's services and the Youth Offending Team, and through the establishment of the Area Casework Panels, which are locally focused panels supporting individual children and their families so they do not return to their previous behaviour.

The city's national reputation for tackling antisocial behaviour is enhanced by an annual 100 Days Campaign aimed at making Manchester a cleaner and safer place to live. The fourth campaign got underway on 14 February 2007.

6.4.2 Perception/fear of crime and disorder
56% of residents perceive their area to be safe; this is similar to the percentage in 2004 (57%).
(2005/06 Best Value Citizen's Panel Survey).

The highest level of concern among residents was having their home broken into.

Percentage concerned about the following:

- Home broken into: 70%
- Being mugged in street: 56%
- Vehicle broken into: 55%
- Vehicle stolen: 52%
- Physical attack: 49%
- Sexual assault: 26%
- Assault due to religion/ethnic origin, gender or sexual orientation: 18%

2005/06 Best Value Citizen's Panel Survey
The gap between the city average and the six worst wards has increased rather than reduced. There has been a particular increase in crime in the city centre ward. The increase in BCS crime in the city centre has predominantly been made up of an increase in theft from motor vehicles. This has been experienced across the city but has had a greater impact in the city centre.

The city-wide average for the first six months of 2005 was 85 (856 – 006) crimes per ward; for the six worst it was 386 (385 – 006), a difference of 57 (69 – 006) crimes per ward or 70% (73 – 006) % more crime in the worst wards than the average.

Manchester has set a target to reduce the levels of Overall BCS Crime by 2007/08 to 5% lower than the 2003/04 baseline. Performance from April 2006 to January 2007 shows an 8.5% reduction in Overall BCS Crime. The breakdown of the latest crime statistics is highlighted in the table below:

<table>
<thead>
<tr>
<th>Crime Type</th>
<th>Apr 03 to Jan 04</th>
<th>Apr 06 to Jan 07</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theft or unauthorised taking of vehicle</td>
<td>4,252</td>
<td>3,358</td>
<td>-21.0</td>
</tr>
<tr>
<td>Theft from vehicle</td>
<td>8,181</td>
<td>9,528</td>
<td>+16.5</td>
</tr>
<tr>
<td>Vehicle interference</td>
<td>1,487</td>
<td>1,043</td>
<td>-29.9</td>
</tr>
<tr>
<td>Domestic burglary</td>
<td>8,182</td>
<td>6,040</td>
<td>-26.2</td>
</tr>
<tr>
<td>Theft or unauthorised taking of a cycle</td>
<td>1,090</td>
<td>1,565</td>
<td>+43.6</td>
</tr>
<tr>
<td>Theft from person</td>
<td>3,176</td>
<td>2,110</td>
<td>-33.6</td>
</tr>
<tr>
<td>Criminal damage</td>
<td>14,853</td>
<td>14,550</td>
<td>-2.0</td>
</tr>
<tr>
<td>Common assault (inc. on a police officer)</td>
<td>1,580</td>
<td>1,622</td>
<td>+2.7</td>
</tr>
<tr>
<td>Woundings</td>
<td>7,239</td>
<td>5,976</td>
<td>-17.4</td>
</tr>
<tr>
<td>Robbery of personal property</td>
<td>3,019</td>
<td>2,756</td>
<td>-8.7</td>
</tr>
</tbody>
</table>

Manchester is performing very well against the following subtargets: theft of a vehicle; vehicle interference; domestic burglary and theft from a person. Burglary rates show a 26.2% reduction against baseline year, though a 1.2% increase on the same period last year. This is well above the targeted reduction of 23% this year.

The areas of concern are: thefts from a vehicle, theft of a cycle, criminal damage, common assault, alcohol-related violent crime, and repeat racist incidents. Alcohol-related violent crime is a considerable cause for concern as Manchester is currently 75% over the target of 517 reported crimes for the first six months. This level is also 50% above the rate for last year. There has also been an increase in violent crime such as common assault, woundings and robbery.

However, in comparison to national averages for burglary and vehicle crime, the city does not perform well.

The gap between the city average and the six worst wards has increased rather than reduced. There has been a particular increase in crime in the city centre ward. The increase in BCS crime in the city centre has predominantly been made up of an increase in theft from motor vehicles. This has been experienced across the city but has had a greater impact in the city centre.

The city-wide average for the first six months of 2005 was 815 (856 – 2006) crimes per ward; for the six worst it was 1,386 (1,485 – 2006), a difference of 571 (629 – 2006) crimes per ward or 70% (73 – 2006) % more crime in the worst wards than the average.
6.5 Leisure, sports and cultural facilities

Manchester has an exceptional variety of leisure, arts and cultural facilities. Manchester City Council operates:

- Twenty-three public libraries, one theatre, four art galleries
- Over 160 parks, recreation grounds, recreational open spaces and river valleys
- Ten community leisure centres (with pools)
- Four sports centres (without pools)
- One football complex
- Three athletics tracks
- One sports development centre
- Thirty allotment sites
- Four school pools, and a variety of specialist cultural services and festival events.

The Council also operates two world-class facilities hosting major national and international events: Manchester Aquatics Centre and the Sportcity complex.

The Sportcity complex comprises an Indoor Tennis Centre, a National Squash Centre, an English Institute of Sport complex, an Indoor Athletics track, a covered 6,000-seat Outdoor Regional Athletics Arena, and a National Cycling Centre.

There are also a multitude of private sector facilities but statistical summaries of such facilities do not currently exist.

The following Best Value Survey results highlight a mixed picture in terms of usage, but satisfaction is improving and compares well with facilities in other parts of the country.

### Satisfaction with:

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>2006/07</th>
<th>Change since 2003/04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports/leisure facilities</td>
<td>61%</td>
<td>7%</td>
</tr>
<tr>
<td>Libraries</td>
<td>74%</td>
<td>5%</td>
</tr>
<tr>
<td>Museums/galleries</td>
<td>65%</td>
<td>2%</td>
</tr>
<tr>
<td>Theatres/concert halls</td>
<td>63%</td>
<td>3%</td>
</tr>
<tr>
<td>Parks/open spaces</td>
<td>73%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Best Value Survey 2006/07

### Percentage who have used facilities:

<table>
<thead>
<tr>
<th>Cultural and recreational activity</th>
<th>At least once a week</th>
<th>Once a month</th>
<th>Last six months</th>
<th>Last year</th>
<th>Longer ago</th>
<th>Never used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports leisure facilities/events</td>
<td>25%</td>
<td>19%</td>
<td>15%</td>
<td>8%</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>Libraries</td>
<td>21%</td>
<td>25%</td>
<td>16%</td>
<td>9%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Museums/galleries</td>
<td>3%</td>
<td>18%</td>
<td>29%</td>
<td>15%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Theatres/concert halls</td>
<td>2%</td>
<td>17%</td>
<td>28%</td>
<td>15%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Parks and open spaces</td>
<td>44%</td>
<td>24%</td>
<td>16%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Best Value Survey 2006/07

6.6 Stronger communities

There are a number of factors that contribute towards stronger communities in Manchester and its districts, and based upon recent surveys, resident views are mixed in overall terms. For example:

- Level of agreement that local area is a good place to grow old/bring up children
  31% say that Manchester is a good place to grow old, 31% say that Manchester is a good place to bring up a family.
  Source: Quality of Life Survey 2004/05

- Perceptions of safety in area
  57% say that their local area is safe
  47% say that their local area is safe for children
  82% said they felt safe walking in their local area in the daytime
  28% said they felt safe walking in their local area after dark
  89% said they felt safe in their own home during daytime
  63% said they felt safe in their home alone after dark
  Source: Quality of Life Survey 2004/05

| Source needed |
• Satisfaction with the way the Council runs things
In 2006/07, 57% of residents in Manchester said they were satisfied with the way the Council runs things. This is relatively high when compared to England as a whole (5%). In fact, Manchester achieved the 20th highest ranking of all 149 authorities for resident satisfaction with its council.

The overall national trend has been a decline in the percentage of residents who are satisfied with the council between 2003/04 and 2006/07. Nationally, resident satisfaction with the way the council runs things fell from 55% in 2003/04 to 51% in 2006/07; in the same period for the core cities resident satisfaction with the way the council runs things fell from 58% to 52%. However, in Manchester satisfaction levels have remained more constant.

31% think the authority’s performance is improving (compared to 14% who think it is getting worse) 74% think the Council is working to make their local area a better place to live 65% think the Council is working to make their local area safer 72% think the Council is working to make their local area cleaner and greener
Source: Best Value Survey 2006/07

• Satisfaction with parks/open spaces:
77% of people who have used parks and open spaces in the last 12 months are satisfied with them.
Source: Best Value Survey 2006/07

Also on a positive note, the percentage of land and highways that had deposits of litter and detritus below acceptable levels in 2005/6 was 18%, down from 22% in the previous year.

6.7 Waste
Levels of recycling in Manchester have increased in recent years and are now similar to the national average (17.61%) with almost 16.7% of rubbish recycled in 2005/06. Although the proportion of waste composting is improving, the rate of 2.31% in Manchester is significantly below the national rate of 8.95%. Manchester residents recycled 33,107 kgs, waste and sent 4,590 kgs of waste to be composted during 2006/06.

The following positive results have emerged from the 2006/07 Best Value Survey:
• Overall, 85% of residents in Manchester are satisfied with the waste collection service
• 62% are satisfied with waste recycling facilities, this has increased significantly from 53% in 2003/04
• 78% are satisfied with the local tipp facilities; this has increased from 73% in 2003/04.

In addition, there are a number of environmental activities/campaigns that are currently ongoing. Manchester aims to become the Greenest City in Britain by 2010. In March 2006 the Green City Network was set up consisting of residents, businesses and a host of other organisations.

Due to the 100 Days campaign from 14 Feb to 24 May 2007, the city’s partners are working with local communities and one of the three aims is around Green and sustainable living. The city is also committed to better energy use through its energy strategy 2005–2010.
6.8 Priorities 2007/08

The priorities within the Neighbourhoods of Choice spine for 2007/08 are as follows:

- Embedding neighbourhood working across public services
- Reducing perceptions of crime
- Launch of Safer Neighbourhoods initiative – police and other partners working with local communities to tackle local issues
- Reducing crime:
  - Reducing BCS crime by 25% by March 2008
  - Targeting prolific and priority offenders
  - Reducing alcohol-related crime
  - Reducing antisocial behaviour
  - Reducing racist incidents
- Increase public reassurance and community engagement
- Development of preferred options for Core Strategy of Local Development Framework
- Work on affordable housing and creation of supplementary planning document on housing choice
- Focus on the delivery of a quality environment as a key aspect of Neighbourhoods of Choice
- Completion of coverage of the city by Regeneration Frameworks with the adoption of the South Manchester Regeneration Framework.

6.9 Neighbourhoods of choice – case study

North Manchester Sixth Form College and North City Public Library

North Manchester was once the home to many of the area’s industrial workers; however, the departure of major employers in the 1970s and 1980s in more traditional manufacturing–industries, mainly due to globalisation and technological advance– has left a legacy of underemployed residents and long-term unemployment. Some parts of the area have experienced serious social and economic disadvantage, which led to housing market failure and the associated problems of crime, fear of crime, antisocial behaviour, ill health and poor educational attainment.

The Regeneration Framework for north Manchester is working towards creating a place where people now choose to live and study. The Framework adopted the approach of clustering together high-quality buildings from which a wide range of public services are provided. Alongside this, the Framework recognises the important link between good quality education provision and creating sustainable communities and the lack of such opportunities in north Manchester.

North Manchester Sixth Form College and North City Public Library addresses this by combining a new college and a public library service and students can use this to borrow books, receive advice on issues affecting them, and pay for Council services online. It is located within the North City Centre (previously Harpurhey District Centre) where retail is combined with other services, such as a leisure centre, Children’s Centre, police station and health facilities. The design of the building encourages public ownership as students and residents mingle in the high-quality communal spaces. The design enhances the college ethos of staff and pupil integration throughout the building, and encourages students to learn and to feel safe in their environment. There is a restaurant, garden area and meeting rooms, all of which stimulate and encourage community usage and integration across a wide range of age groups.

The entrance is inviting and directly on onto the street with subtle security, as too often educational establishments are behind gates and appear intimidating to non-students.

Enrolment figures have exceeded expectations, with a student population from a diverse ability and ethnic background, and there has been a threefold increase in library visits in the community.

The design of the college and library has played a pivotal role in attracting new families into the area, and supporting and enlivening the environment for those who have lived in the area for a long time and who are proud of their neighbourhood. The whole centre is now regarded as a community asset and is playing a key role in turning round the image of the area and contributing to improving the local housing market in surrounding neighbourhoods.
7. Manchester city – individual and collective self-esteem/mutual respect
Manchester’s State of the City Report 2006 / 2007

7.1 Introduction

The fourth aim of individual and collective self-esteem/mutual respect recognises that the other aims cannot be achieved by public services alone and that enabling people to increase their self-esteem and sense of wellbeing will underpin success. This is not altruistic; the proposition is that people who are happier with a greater sense of wellbeing are better able to be economically successful and have healthier and longer lives.

A key priority for the city is to raise individual and collective self-esteem. Partner agencies are facilitating and supporting individuals and communities to achieve their full potential, to raise their ambitions, and to have mutual respect both for themselves and their communities. Manchester values and celebrates diversity across the city. This chapter considers a level 1 indicator in relating to community cohesion and looks in more detail at the following areas:

- The democratic system and community representation
- Community participation in elections
- Sense of community
- Voluntary work.

The section also includes a case study, which demonstrates progress in this area and sets out Manchester Partnership priority improvement commitments.

7.2 Level 1 indicator

Increasing community cohesion is an important target for the city. Recent surveys indicate that the direction of travel is positive.

To what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together?

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely agree</td>
</tr>
<tr>
<td>Tend to agree</td>
</tr>
<tr>
<td>Tend to disagree</td>
</tr>
<tr>
<td>Definitely disagree</td>
</tr>
<tr>
<td>Too few people in local area</td>
</tr>
<tr>
<td>All the same background</td>
</tr>
</tbody>
</table>

Source: Best Value Survey 2006/07

Events aimed at strengthening community cohesion regularly take place in the city, for example:

- Three roadshows of the Agenda 2010 were held in early 2006. The roadshows were organised with the aims to raise the profile of Agenda 2010 among community groups and to enable people from the Black and Minority Ethnic communities to shape the agenda on improving race equality across Manchester. 220 participants attended and all rated the events excellent or good
- During last year’s 100 Days campaign, 2,500 people got involved in 119 wildaboutmanchester or Parks and Leisure events, and – through the Spring in 2 Action initiative – a further 5,000 people got involved in 100 community events across the city
- Pilot Mancunian Agreements – The project sought to promote interaction and positive relations between new immigrant groups and existing residents, and the recognition of the contribution these new residents can make to local neighbourhoods
- Black History and Diversity event – every year in October
- The Caribbean Carnival held in Moss Side on 13 August 2006
- Channd raath mela held in Longsight Market on 2 November 2006
- Irish Festival
- Pan-African congress commemoration reception at the Town Hall on 14 October 2006
- Eid celebrations
- Chinese New Year
- Divali celebrations
- International Women’s Week
- Manchester Pride.
7.3 The democratic system and community representation

Manchester is made up of 32 wards, or electoral areas. Each ward has three councillors who are elected for a period of four years. Elections take place on the first Thursday in May and in three out of every four years.

Manchester City Council has adopted a Leader and Cabinet model and the Council’s constitution is based on this approach with four basic elements: the Full Council; Council Committees; the Executive; and Overview and Scrutiny Committees. The Executive is appointed by the Council, has ten members and is responsible for implementing the budgetary and policy framework.

There are six Overview and Scrutiny Committees, and these are:
1. Children’s and Young People
2. Community Regeneration
3. Finance and General Purposes
4. Health and Wellbeing
5. Physical Environment
6. Social Strategy

Community engagement provides people with opportunities to have a greater say in what happens in their city and to be more active in decision-making. Manchester’s Community Engagement Strategy 2005 – 2008 directs the work and a Community Engagement Toolkit provides tools to carry out community engagement in different ways. It will be revised in 2008. The following surveys have asked the question: “Do you agree or disagree that you can influence decisions affecting your local area?”

<table>
<thead>
<tr>
<th>Do you agree or disagree that you can influence decisions affecting your local area?</th>
<th>Quality of Life Survey 2004/05</th>
<th>Citizens Panel 2005/06</th>
<th>Best Value Survey 2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely agree</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Tend to agree</td>
<td>25%</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Tend to disagree</td>
<td>28%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Definitely disagree</td>
<td>12%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>27%</td>
<td>29%</td>
<td>21%</td>
</tr>
</tbody>
</table>

7.4 Community participation in elections

7.4.1 Local elections

The 2006 local election resulted in an average 29.05% (46.55% – 2005) turnout. The 2005 turnout was higher because the election coincided with a general election. Turnout varies by ward, from 19% to 48% in 2004 and 16% to 43% in 2006.

7.4.2 National general election 2005

The Manchester turnout was relatively low.

<table>
<thead>
<tr>
<th>Constituency name</th>
<th>General Election 2005 Turnout</th>
<th>Rank Turnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester Blackley</td>
<td>46.4%</td>
<td>635</td>
</tr>
<tr>
<td>Manchester Central</td>
<td>42.8%</td>
<td>643</td>
</tr>
<tr>
<td>Manchester Gorton</td>
<td>45.9%</td>
<td>636</td>
</tr>
<tr>
<td>Manchester Withington</td>
<td>56.2%</td>
<td>501</td>
</tr>
<tr>
<td>Wythenshawe Sale East</td>
<td>51.1%</td>
<td>593</td>
</tr>
</tbody>
</table>

Manchester has three constituencies among the 15 constituencies with the lowest level of turnout in the UK. However, the percentage turnout for general elections in Manchester does fluctuate as shown in the chart below.

![Percentage Turnout in General Elections 1931-2001 in Manchester](chart.png)

Source: Election Commission
7.5 Sense of community

Survey results present a mixed picture in relation to the sense of community within the city. Over 50% of people speak highly of their neighbourhood but people feel more attached to Manchester than their street.

<table>
<thead>
<tr>
<th>Area</th>
<th>Strongly attached</th>
<th>Slightly attached</th>
<th>Not really attached</th>
<th>Not attached at all</th>
<th>Don’t really think about it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street</td>
<td>50%</td>
<td>30%</td>
<td>11%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Local Area</td>
<td>40%</td>
<td>37%</td>
<td>13%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Manchester</td>
<td>59%</td>
<td>28%</td>
<td>8%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Greater Manchester</td>
<td>25%</td>
<td>44%</td>
<td>20%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>North West</td>
<td>42%</td>
<td>36%</td>
<td>14%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>England</td>
<td>59%</td>
<td>25%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Britain</td>
<td>54%</td>
<td>28%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Citizen’s Panel 2005/06

7.6 Voluntary work

The city is successfully meeting its target of 8% for the proportion of residents who undertake formal volunteering.

<table>
<thead>
<tr>
<th>How often have you worked in a voluntary capacity in the last 12 months?</th>
<th>Quality of Life Survey 2004/05</th>
<th>Best Value Survey 2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least once a week</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Less than once a week but at least once a month</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Not at all in the past 12 months</td>
<td>90%</td>
<td>77%</td>
</tr>
</tbody>
</table>

7.7 Priorities 2007/08

In 2007/08 the priorities for Manchester are:

- The development of area/place-based Mancunian Agreements through collaborative working at a local level with residents, elected members, the voluntary and community sectors and ward co-ordination
- To create and promote, by working closely with the voluntary and community sector, opportunities for residents to engage in volunteering and linking the skills acquired through volunteering to enhance employment skills
- Launch the Sense of Place Framework to show how we are developing Sense of Place work to foster community cohesion, to develop methods for influencing decision-making, and to develop and support volunteering – as community engagement indicators and targets
- The development of three-year ward plans and consultation plans that reflect local priorities. These are to be monitored through the newly created District Public Service Boards.
7.8 Individual and collective self-esteem – case study

Mancunian Agreements

The idea for an agreement between residents and the city grew out of Manchester City Council’s 100 Days Challenge and other local activities. As people participated in events that focused on improving life in their neighbourhood, the feeling was repeatedly expressed that these positive actions should be developed and formalised in some way.

In surveys, residents said they felt proud of their city, passionate and enthusiastic and wanted to make their city even better. They wanted new ways to show respect for their neighbourhood and neighbours, they wanted to demonstrate their belief in their city, and they felt that positive action on the part of each individual could have a significant impact on driving Manchester forward as a place where everyone would want to live, work or study.

In July 2006, Manchester published a revised Community Strategy, which includes the vision for how the city should be in 2015 and ways in which this vision will be reached. The success of the strategy will be through everyone – the public services, businesses and local communities-getting involved. There was extensive consultation with residents and discussions with councillors, service providers and voluntary organisations on how people could play their part in making life better for themselves and each other. This resulted in the development of a concept of formal agreements around a local issue identified by residents. To progress this, seven pilot Mancunian Agreements were developed, each of which tackled a local problem or concern expressed by residents in that area.

The pilots covered a variety of issues. The ‘Fourways Litter Agreement’ involves schoolchildren, residents, local businesses, Council environment officers, and local community police officers working together to improve the neighbourhood by removing discarded sweet, chip, and crisp packets and other rubbish from the streets around the school, thus creating a sense of civic pride and responsibility to prevent further littering. The ‘Responsible Licensing Agreement’ involves off-licensees agreeing to check the ID of any customer who appears underage and to refuse sales if they are not legally allowed to buy alcohol. Furthermore, they have introduced posters and other ideas to promote responsible drinking and are now looking at ways of involving others in the community to address the problem of youths who congregate around their off-licences. The Agreement is developing by involving more and more people and local agencies in the project. Residents who have been concerned about antisocial behaviour linked to alcohol consumption by young people grouping together on the streets are becoming interested in joining in the Agreement.

The Agreements involve multiple agencies and individuals, and will develop and grow over time to include more and more people. The Agreements, whether they are an individual or collective commitment, are designed to be sustainable so that they bring about long-term improvements to areas where individuals will feel respected and as a consequence, will show respect for their neighbours and the place where they live.