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**Manchester City Council  
Report for Information**

**Report to:** Children and Young People Scrutiny Committee – 5 December 2017

**Subject:** Sport and Active Lifestyles for Children and Young People

**Report of:** Director of Education, Director of Health and Wellbeing and Strategic Lead (Parks, Leisure and Events)

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**Summary**

This report provides the committee with details of the current and proposed strategy to engage with partners and parents to promote sport and active lifestyles to children and young people.

**Recommendations**

The following recommendations are made for the committee to:

- Note and comment on the current strategy and future approach to engage with partners and parents to promote sport and active lifestyle to children and young people.
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**Wards Affected: All**

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**Background documents (available for public inspection):**

None

## 1.0 Introduction

1.1 A number of Council Services are working collaboratively to develop and deliver a strategy for Sport and Active Lifestyles for Young People. Education, Manchester Health and Care Commissioning and Sport and Leisure Services, provide leadership to the Manchester Physical Education, School Sport and Physical Activity Strategy Board, which is a partnership forum providing strategic oversight for Sport and Active Lifestyles for young people, both within and beyond the curriculum. This report sets out a summary of that work.

1.2 The network of providers for Sport and Activity for young people is significant. There are 757 sports facilities in Manchester, provided by over 100 different providers, including the 29 secondary schools. In addition to this, a further 134 primary schools and 16 special schools and PRUs, play a significant role in the lives of young people, encouraging and supporting active lifestyles.

1.3 This report provides information relating to the current approach, shaped by the recently developed Our Manchester Strategy, Locality Plan and the new Children and Young People's plan - Our Manchester, Our Children. The report also shares information about the emerging new Manchester Sport and Physical Activity Strategy being led and developed by the Council and its partners.

## 2.0 Background - What are we trying to achieve?

### 2.1 Our Manchester, Our Children

2.1.1 The Our Manchester Strategy sets out a clear vision for Children and Young People - described through the following statement: **“Our Manchester – building a safe, happy, healthy and successful future for children and young people.”**

2.1.2 Children and young people matter in Manchester, as our city's long-term future and prosperity will only be secured with them. The Our Manchester, Our Children Strategy recognises this, placing children at the heart of its vision for Manchester to be in the top flight of world-class cities by 2025. It aims to open up new opportunities for our children and young people in the fields of education, work, leisure and family life. The plan is a partnership plan, jointly held by all the city's agencies and organisations that work with children and young people. It's four priorities are: Happy, Healthy, Safe and Successful.

2.1.3 Hundreds of children and young people fed into the development of Our Manchester, writing postcards on what they wanted Manchester to be like – opportunities for having fun, opportunities for work, and opportunities for making friends. Some of the key commitments in relation to children and young people include:

- More young children will arrive at school ready to learn, increasing their life chances, and supporting their future independence
- Educational attainment will improve to above the national average, with a particular focus on science, technology, engineering, maths, digital skills and creativity

- The next generation will be inspired by opportunities to upskill and succeed -meaningful work placements will be encouraged for every young person; there will also be more apprenticeships and higher-level apprenticeships in a wide range of fields
- A radical improvement in health outcomes
- Resilient and vibrant communities of people including support to people with complex and multiple problems to get their lives back on track.

2.1.4 Alongside this, Manchester's Locality Plan sets out our vision for integrated, place-based working and commissioning in health and social care. The plan, which is jointly owned by a range of partners sets out a shared ambition that children and young people in the city are safe and have the opportunity to thrive as they become adults. The development of a Single Hospital Service and Local Care Organisation (LCO) will also provide a number of opportunities to shape the delivery of health services for children and young people.

## **2.2 Manchester Sport and Physical Activity Strategy**

2.2.1 Over the summer of 2017, the Council commenced consultation on a revised Strategy for Sport and Physical Activity. 2,266 people joined in the conversation and provided overwhelming support (89.5%) for a revised vision for Manchester, which is 'to establish Manchester in the top flight of world class sport cities, with all residents active across the lifecourse, helping to transform their health and well-being'. The guiding principle of the strategy is to be more inclusive and widen access to sport and physical activity. This will be achieved by focusing on the complex needs of people and understanding behaviour change (organisations and people). There are also four key themes for the Strategy:

- tackling inactivity;
- growing regular sports participation;
- starting well – engendering a culture of physical activity and sport at a young age; and,
- developing sporting excellence that inspires.

These themes are underpinned by investment into:

- facilities and green spaces;
- marketing and communication; and,
- the people who make sport and physical activity happen in neighbourhoods.

## **3.0 Context - Why is this important?**

3.1 Children growing up in Manchester have a great number of opportunities. As a city we have two top-class universities, excellent parks, museums, and leisure facilities, all of which have the potential to contribute to a high quality offer for our children and young people. We are also a vibrant, multicultural city with a recent study identifying Manchester as the most linguistically diverse city in Western Europe.

3.2 However, despite these successes, we recognise that we are on an improvement journey and there is still some way to go both in how we engage with children, young people and families and how we work together to improve outcomes. More generally:

- One in four children in reception class are overweight or obese
- 6.0% of 16-18 year olds in Manchester are not in education, employment or training (NEET), one of the highest figures in Greater Manchester and above the overall North West average of 4.8%
- The number of Looked After Children is still too high at over 1,200 (as at September 2016)
- Nearly 50% of adults in contact with alcohol and drug treatment in Manchester are parents (Joint Strategic Needs Assessment, 2016).

3.3 In addition to the local picture, the national and sub-regional strategic and policy context has also recently changed, recognising the need to shift focus to tackle inactivity and improve health.

3.3.1 **Government Strategy** - The government has produced its first Sports strategy for over a decade – “**Sporting Future – a new strategy for an active nation**” which clearly provides the policy context that sport and physical activity should directly deliver against the following five outcomes: Physical Wellbeing, Mental Wellbeing, Individual Development, Social and Community Development and Economic Development. In response,

3.3.2 **Sport England** has produced its strategy (2016 – 2021) “**Towards an Active Nation**”, setting out a clear vision for how the government strategy will be delivered. Sport England’s vision is that *“everyone in England, regardless of age, background or level of ability, feels able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone - meets their needs, treats them as individuals and values them as customers”*.

3.3.3 **Greater Manchester** has produced a new local strategic approach for the region - **GM Moving - The Plan for Physical Activity and Sport 2017-21**, which responded to the consultation that 55% of people in Greater Manchester want to get more active, whilst over 70% of people in Manchester want to do more sport than they currently do. The GM Moving plan sets the ambition of “Everyone in Greater Manchester more active, to secure the fastest and greatest improvement to the health, wealth and wellbeing of the 2.8m people of Greater Manchester.

#### **4.0 Current Approach - Support for Children and Young People through school**

##### **4.1 Physical Education, School Sport and Physical Activity Strategy**

4.1.1 Developed seeking to improve outcomes for children and young people, Manchester has developed and is currently implementing a new strategy for Physical Education, School Sport and Physical Activity (PESSPA), the vision for which is to

**“create more active and successful young people across the city”**. A PESSPA Strategy Board, chaired by the Director of Education, provides strategic leadership to the network of providers and organisations and seeks to coordinate programmes and activities, making a more clearly defined offer to schools, young people and families. Working with local partners and The Youth Sport Trust, there are four PESSPA key outcomes and six strategic priorities, described as follows:

#### 4.1.2 PESSPA Key Outcomes

1. Improved physical, social and emotional well-being for all children and young people in Manchester City
2. Using PESSPA to improve life skills and life chances for all children and young people in Manchester City
3. Improved social and community opportunities through Physical Education, school sport and physical activities
4. A sustainable and effective sports sector accessed by all.

#### 4.1.3 PESSPA Strategic Aims

1. Increasing activity for all children and young people
2. Increased sporting pathways
3. High quality education and training to improve standards in the PESSPA workforce
4. Gathering, analysing and sharing data to evidence the impact of opportunities
5. Strong communication and governance for PESSPA across the city
6. Access to facilities and open spaces.

4.1.4 As part of the aim of strong communication, MCR Active Schools use the Headteacher Briefings throughout the year to promote key messages and gather feedback. At the Summer Term briefing, all headteachers in attendance were asked to sign a ‘pledge’ confirming their support of the strategic plan and key priorities. Following this phase of briefings 71 headteachers have signed the pledge and work continues to ensure 100% of head teachers make this commitment going forward.

## 4.2 Healthy Schools

4.2.1 Manchester Health Improvement Service for Children and Young People delivers the health improvement programme known as **Manchester Healthy Schools**. This programme provides a framework for schools to address the health and wellbeing needs of their students. 96% of primary and secondary schools and 90% of special schools are engaged in the programme.

4.2.2 The Health Check is a core component; this is a tool that enables the Health Improvement Service to develop and deliver appropriate public health interventions at a universal, specialist, and targeted level. The Manchester Health Improvement Service is responsible for recruiting schools onto the Manchester Healthy Schools Programme, agreeing and delivering appropriate interventions, and monitoring and

reporting on implementation and impact. Data collected from schools using the Healthy Schools Health Check demonstrates that:

- 56% of schools in Manchester have active travel plans,
- 81% are delivering high quality PE,
- 69% of schools have quality assurance of school physical activity providers and;
- 35 schools have implemented the daily mile.

4.2.3 The Service over the longer-term, will make a significant contribution to securing better outcomes for children and young people, including better health outcomes, reducing health inequalities, securing educational inclusion and raising attainment.

**Direct influence on outcomes**

- Improved knowledge and understanding of positive wellbeing
- Improved knowledge and understanding of the benefits of health eating and physical activity

**Indirect influence on outcomes**

- Reduction in the incidents of bullying
- Reduction in the % of children and young people who are overweight or obese

4.2.4 This academic year, 90 schools have prioritised addressing healthy lifestyles. They will be supported by the Healthy Lifestyles Lead to implement programmes, resources and training. Between January 2016 and June 2017, 62 training sessions were provided on Healthy Lifestyles in schools and there were 12,367 team contacts with schools (these contacts are not just on physical activity).

4.2.5. In March 2017 the Healthy Lifestyles Lead worked with Living Streets to deliver three primary pupil voice sessions themed around Physical Activity and Walk to School Week. The sessions covered the importance of physical activity, why we promote active transport to school and an introduction to Living Streets and the Walk to School Once a Week programme. School Council members presented on how the school helps them be active including active travel, the range of clubs on offer and physical activity initiatives such as The Daily Mile and Wake Up Shake Up, to share good practice between schools. Pupils were then tasked with coming up with solutions to common barriers to walking to school. Finally School Councils were set a challenge to run the Walk to School Week campaign in the school this year (15-19<sup>th</sup> May), to get as many children walking (or actively travelling) to school. Schools had to produce a case study of what they did to increase participation in Walk to School Week to enter the competition and be in with a chance to have Strider (the Living Streets mascot) visit their school to present their winner's plaque and an hours aerobic session for the whole school to take part in. Feedback from the session from pupils and staff was extremely positive.

### **4.3 Primary Premium Funding**

4.3.1 From 2013, the Government has provided additional funding of £150m each year to improve provision of physical education (PE) and sport in primary schools in

England. Manchester schools received on average £8-10k each (£1,346,580 total for all schools) to spend solely on the self-sustaining improvement in the quality of PE and sport and a long term vision that all pupils leave primary school physically literate and with the knowledge, skills and motivation necessary to equip them for a healthy lifestyle and lifelong participation in physical activity and sport. This funding has been used for a range of activities including sports competitions and coaching activities as well as for teacher training and development.

#### 4.4 School Based Programmes

4.4.1 Work shaped by the PESSPA strategy and wider plans, the Council, Schools and a significant range of partners; commission, facilitate and deliver an extensive amount of physical activity and sporting opportunities for children and young people which is described below.

4.4.2 As part of the MCR Active strategy, the **Manchester Active Schools Programme** works with a wide range of partners and providers with the aim of providing every Manchester pupil the opportunity to participate in high quality PE, School Sport and Physical Activity to enhance their learning, health and mental well-being through;

- Development of physical literacy and sports specific skills linked to National Curriculum outcomes
- CPD for school staff to enhance their knowledge and confidence in sports and physical activity
- Development of leadership, communication and confidence in young people
- Increased participation in sporting events
- Providing access to a wide range of activities, including visits to new and unfamiliar venues

New for this academic year, The **MCR Active Schools** Team are ensuring that schools are fully supported when investing the increased PE and Sport Premium for primary schools. Working closely with Headteachers, Heads of PE and school Governors, the team are advising how best the money can be spent to ensure sustainability.

4.4.3 The Active Schools Programme includes the best **School Swimming Service** in the country teaching 10,000 Manchester primary school pupils to swim each week. 83% of these pupils achieve the national curriculum pass rate of swimming unaided for 25m - almost double the national average. The programme ensures pupils become water confident and competent and provides the introductory skills to enable young people to enjoy aquatics activity. Access to the online system, 'Swimphony', bespoke to Manchester's school swimming service, allows parents and teachers to remain up to date with their child's progress and achievements during the period they are learning to swim.

4.4.4 The **School Games**, funded by Sport England and delivered by the Youth Sport Trust is a government led programme designed to deliver competitive sport to all young people. A network of School Games Organisers (SGOs) and Local



Organising Committees (LOCs) work alongside the YST to deliver three levels of competition. 143 schools have access to a comprehensive competition calendar that covers a wide range of sports.

4.4.5 To highlight some of their work in schools, both **City in the Community (CITC)** and the **Manchester United Foundation (MUF)**, provide a significant support to children and young people through schools. CITC provide support and activity to a significant number of primary schools in Manchester and MUF have a partner school's strategy working with 9 secondary schools in Manchester, including for example Manchester Enterprise Academy.

#### **4.5 Current Approach - support for Children and Young People in the community**

4.5.1 **MCR Active** is a new approach, led by the Council to widen access to programmes, activities and facilities by local residents. A new website [www.mcractive.com](http://www.mcractive.com) has been launched and a new user card - MCRactive card (for all ages) is now operational across Manchester Leisure centres with over 13,000 people signed up to the card in the first 9 weeks since it launched on 1st September 2017. The card encourages residents to register their details by offering up to 30% of regular pay and play prices compared to those who do not sign up for the card. This scheme will result in significantly increased levels of data capture leading to improved insight to inform the planning of leisure services.

4.5.2 **Eastlands Trust**, the Council's appointed operator of our Elite Sports facilities, i.e the National Cycling Centre, is committed to providing opportunities for children and young people to experience a range of sporting activities both within its facilities, and in the community. Current activity for children is focussed on providing introductory opportunities in a range of sports, including athletics, tennis, BMX, mountain-biking, track cycling, rugby, basketball and squash. Some sessions cater for parents and carers too, enabling the entire family to learn and have fun together. Progressive coaching programmes introduce young people to the sport but then supports those individuals who wish to further develop skills or have a talent to progress to an elite level.

4.5.3 Working closely with the Council, **GLL** (operator of the Council's community Leisure Centres) have a focus on youth activity. With the support of the MCC Communications Team this has been promoted through the **All Sorts To Do campaign** and social media. This led to a 20% increase in **under 17 Free swimming** during Summer 2017 compared to the same period in 2016 and a 44% increase in **junior gym activities**. The Free Swimming programme is also available young people in Manchester at all GLL operated Leisure Centres. This programme provides free access to pools to residents aged 16 and under in the school holidays. Over the last 12 months, 29,500 visits have been recorded. Furthermore, in performance terms GLL have recorded 132,978 visits by children and young people aged 0-16 and 78,034 visits by young people aged 17-19 in the past 12 months (Oct 16-Oct 17).

4.5.4 **Wythenshawe Forum (WFT)** and **Abraham Moss Leisure Centre** in partnership with local organisations have introduced Saturday and Friday night youth

nights. Both sessions offer gym and football, along with swimming at the Forum. **The National Cycling Centre** delivers Urban Expression Youth Project on Saturday evenings engaging young people in BMX, Art and DJ activities. WFT has also developed the 'Summersonic' programme, which provides school holiday activities for children across Wythenshawe on a year-round basis. Working with partners and the community, Summersonic utilises indoor & outdoor venues to make a wide range of sport, leisure and activity based sessions available. This year they have started to roll out Summersonic across the city through the Manchester Community Games Project and we are looking to expand this citywide offer in the future. WFT is one of the major sponsoring partners of the Wythenshawe Games and its legacy programmes, many of which are aimed at children. The games, which are held annually, give children the opportunity to try out sports old and new and then create local sessions so that they can continue to participate.

4.5.5 The **Active Lifestyles Service** is a city wide service funded by Public Health but managed and delivered by the Sport and Leisure team. Delivering 58 sessions per week, in 24 wards at 39 different venues with 5,958 participants in the last 12 months. For 2017, up to the end of September, over 1200 children aged 0-17 are members of Active Lifestyles. The sessions for babies and preschoolers are the most popular sessions, with over 5700 visits being recorded within these first 9 months.

4.5.6 The **Manchester Community Games** is a community sport and physical activity event and associated programme for all ages which last year engaged an incredible 14,000 participants. Events such as the Olympic Summer programme form part of the Manchester Games programme and this year's programme consisted of 119 free sessions over the summer. Local Community Games Activators deliver the programme across 61 venues which are supported by 795 volunteers as well as develop local partnerships and fundraise.

4.5.7 **ParkRun** is a free to enter 5k run event programme that is delivered across the Country. Manchester's Park Runs take place at 9am every Saturday morning at Platt Fields Park, Heaton Park and Wythenshawe Park with an average attendance of 1300 participants. There is currently one Junior ParkRun in the south of the city for 4-14 year olds, which has, over the last 12 months, attracted 1,931 participants – an average of 37 per week.

4.5.8 **Street Athletics** is a Manchester born national programme engaging young people in sprinting at a local neighbourhood level. Local Athletics coaches put on street races (heats) in car parks, parks and community venues. 11 heats were put on this summer in Manchester which attracted 660 participants. Winners of local heats compete at the Manchester Final at a purpose built athletes track in Albert Square. The winners of the Manchester final compete the next day at the National Final. This year and for the 3<sup>rd</sup> year running, Manchester were crowned National Street Athletics Champions.

4.5.9 **Community Amateur Sports Clubs (CASCs)** are non profit volunteer led sports groups and play a vital role in widening access to sport and leisure activity. All CASCs do an incredible job creating teams to play in formal competitions and leagues as well as offer recreational non competitive opportunities for people to get into sport. An army of local volunteers run 100s of weekly sessions in parks, leisure

centres, community facilities, 3G artificial grass pitches. Approximately 500 sports clubs in Manchester with over 1000 teams (the vast majority of which are junior football teams) and participants make sport happen at a neighbourhood level.

4.5.10 Clubs like **Manchester Youth Academy** provide local young people opportunities to participate in Sport following an agreement with the Council to lease the Rushford Park facility. The club have secured investment to transform the community football facilities and provide artificial grass pitches and improvements to the club house.

4.5.11 The Council works with and often provides small grants to many **community based organisations**. Local charities and community based organisations provide regular weekly activities to Manchester residents, these include; City in The Community Foundation, Manchester United Foundation, Manchester Youth Academy, Youth on Solid Ground, M13 Youth Project, Manchester Young Lives, Fathers Against Violence, Trinity House Project, Housing Associations.

4.4.12 **City in the Community (CITC)** and **Manchester United Foundation (MUF)** use football as a tool to engage young people. Each delivers to thousands of young people in the community through a range of health, education, inclusion, community and volunteer projects right across Manchester.

## 5.0 Emerging new approach

5.1 Since the launch of the Our Manchester Strategy, Locality Plan, Children and Young People's plan, PESSPA Strategy, a number of recent developments are emerging that will have a positive impact on the promotion and available provision of sport and activity for young people going forward. A summary of these developments are provided below.

5.2 A new **single governance vehicle for Sport and Leisure** (Manchester Active) and a single operating contract for The Council's Sport and Leisure Facilities has been agreed by the Executive in July 2017. Design of this new Manchester Active company is currently underway as is the procurement of a single operating contract. The outcome of these pieces of work will be reported to the Executive in March 2018 with a view implementing a new approach in July 2018.

## 5.3 Barriers to Participation facing children and young people

5.3.1 The 6,000 conversations across Greater Manchester, the 2,266 conversations across Manchester and the discussions with the stakeholders, partners and the network of providers have provided extensive insight into the barriers which prevent participation in sport and physical activity. Some of these barriers are:

- **Cost** is the biggest barrier for over school age young people, e.g. fees for gyms and team sports
- **Pressure** of school work
- Sport is perceived as becoming more serious, therefore placing **greater demand on young people's time**
- **Gender differences** - boys look up to sporting role models whereas girls are more worried about their image and their figure

- **Low confidence/satisfaction with body image**
- **Young people like sport** and outdoor games but there is a strong call for more informal sport
- **Free provision in youth clubs** is important, but parents worry about area conditions and supervision
- **Fear** dampens enthusiasm for using local parks or sports facilities
- **Poor area conditions** have a huge impact
- **Leaving school is a cliff edge** for sport
- Engagement with sport is **led by what their social group** is into and how sport/activity are seen as fitting in with this
- **Young people's lives are dominated by technology** - leaving less time to engage in physical activity/sport
- **Motivation/commitment/regular participation is lacking** - even for those interested in sport.

## 5.4 Emerging Priorities

5.4.1 This insight has helped to shape the following emerging priorities:

- **Establishing new partnerships** - Foster new and exciting strategic partnerships that support the achievement of the strategic priorities.
- **Joint working** - Where appropriate co-commissioning and co-designing with Health and Social Care and Sport England, commissioning a mix of local organisations best placed to reach the inactive.
- **Stronger insight** – developing stronger insight and intelligence through more extensive on-going engagement with residents (users and non users) and improve data capture enabling greater performance analysis to assist with service development.
- **Harnessing the assets** of the sector to act collectively to support a social movement, building community strength, through a range of new engagement approaches which fosters a stronger culture of volunteering and community activation. This should support growing clubs and community groups, establishing local activity networks and stimulating delivery in non-traditional environments.
- **A whole system approach** - Activate the whole publically accessible sport and leisure offer (757 facilities currently). Ensuring the full range of service contracts, grant funding, lease arrangements and community use agreements are delivering against the strategy.
- **Sustainable financial model** - Remove duplication, deliver greater efficiency and create a more sustainable system.
- **Channelling investment** – A clearer and wider set of commissioning arrangements across the voluntary and community sector, that specifically targets:
  - o Engaging the inactive
  - o Increasing participation in sport and physical activity
  - o Supporting talented athletes, coaches and volunteers
- **Commercial focus** - Generate new commercial opportunities to sustain the assets and the strategy.

- **Quality** – Ensuring the whole offer is quality assured from an outcomes, customer, safeguarding and health and safety perspective.

5.5 These emerging priorities and conversations with residents are helping to shape and develop a new **single Manchester Strategy for Sport and Physical Activity** with a key strategic theme around Starting Well - engendering a culture of physical activity and sport at a young age being a core focus.

5.6 New **Primary Premium investment** has come into Manchester to support sport and activity in schools. For the 2017/18 academic year, the **Primary PE and Sport Premium** funding was doubled to £320million, providing schools with a minimum of £16,000 to spend in this area of the curriculum. This means a total of £2,734,460 investment into primary schools in Manchester. Using local insight, the Active Schools Team proactively supports schools in investing this funding in the best way possible and with input from partners, improvements as a result of the funding are expected to include:

- the engagement of all pupils in regular physical activity – the Chief Medical Officer guidelines recommend that all children and young people aged 5 to 18 engage in at least 60 minutes of physical activity a day, of which 30 minutes should be in school.
- the profile of PE and sport being raised across the school as a tool for whole school improvement.
- increased confidence, knowledge and skills of all staff in teaching PE and sport.
- broader experience of a range of sports and activities offered to all pupils.
- increased participation in competitive sport.

## 5.7 Service developments

5.7.1 **MCRActive** developments include:

- Development of the MCRActive website to become the single place for all sport and physical activity provision in the city.
- Development of the MCRActive card to become the single user account for all users, both pay and play and all membership types.
- Development of a single data hub enabling greater tracking and reporting on sport and physical activity behaviours for all users.

5.7.2 **Healthy Schools** developments include:

- A **Healthy Lifestyles Survey** aimed at secondary school pupils to ensure that the Healthy Lifestyles support offered by the School Health Service and Weight Management Service is meeting the needs of young people
- Conducting some focus groups with secondary school pupils to further explore their ideas around Healthy Lifestyles. Focus groups have already taken place at Newall Green High School

- and Manchester Health Academy, and the ideas and opinions of the young people have been really valuable
- Build on the success of the current **Change4Life club programme** across Manchester
  - Working with **Manchester United** and **MCR Active Schools** to offer a number of benefits and rewards to members of Change4Life clubs, to ensure that the less active children have the opportunity to be inspired by a range of different sports and activities. MCR Active Schools have already agreed that Healthy Schools can have a quota of sporting tickets for this purpose. The number of celebration events will also increase from two to three, further increasing the number of participation events pupils are exposed to.

#### 5.7.3 **Active Schools** developments will include:

- Ensuring all schools are aware that external sport providers delivering in schools are receiving quality assurance assessments to ensure high quality delivery
- Building a strong, quality approved provider framework so we are confident that providers delivering on behalf of Active Schools are delivering high quality sessions and have all the necessary operating standards
- Enhancing the PESSPA offer to ensure school staff are receiving high quality professional development
- Working with local partners, providers, community sport clubs and NGB's to ensure our schools are receiving the exceptional benefits and offers to improve their PE and School Sport offer.

#### 5.7.4 **School Swimming** developments will include:

- Developing an online system to track and monitor attainment based on targets set, which will allow us to put interventions in place to support under-achieving schools
- Full Quality Assurance process in place to undertake formal conversations on all providers delivering on the school swimming programme, this support development of staff and supplies providers with information that can support CPD programme of staff
- Working more closely with all providers including regular half termly reviews to monitor performance and ensure all targets are being met as well as offering support where needed

#### 5.7.5 **ParkRun** developments include:

- With support from NHS Central Manchester CCG, GreaterSport and Diane Modahl Sports Foundation, ParkRun are currently in the process of setting up a new Junior ParkRun in Alexandra Park Whalley Range/Moss Side, due to start in January 2018 Marketing materials have been released to recruit volunteers to

manage this Additional CCG funding has been discussed for more Junior ParkRuns once the Whalley Range one is established.

#### 5.7.6 **Facility Operators** developments include:

- Eastlands Trust will work with schools to provide additional taster opportunities and major sports events legacy programmes
- Wythenshawe Forum Trust and Wythenshawe Community Housing Group are working with the Wythenshawe Youth Alliance on a consortium bid to the new Young Manchester Trust to sustain and grow opportunities for local children across a number of themes
- GLL will develop an active schools offer to raise awareness and engage more children and young people in GLL venues and service and ensure a young people (0-18) offer is available in every centre/partnership (term time and holidays) that offers participation opportunities and sporting pathways.

### 6.0 **Communication of the Offer**

6.1 Communicating the current offer to children and young people is currently complex and fragmented. With so many providers promoting activity to parents and young people, it is inefficient and difficult to find out what and when is available. Leisure Centre providers, schools, clubs, community groups all have their individual websites and social media platforms, resulting in a confusing landscape.

6.2 The conversations with 2,266 people during this summer indicated that overwhelmingly, residents preference for how they should be told about Sport and Physical is via social media.

6.3 Given the above, the development of the MCRactive website to become the single largest communication platform for Sport and Physical Activity provision in Manchester with an associated social media strategy will be key to simplifying the current approach. This platform will link together other web systems so that a seamless search link can be made within the sector. We have a long way to go, but other sectors are a model to learn from, such as travel sites, hotels etc.

### 7.0 **Measuring Success**

7.1 Similar to the issues relating to communications, measuring success, especially amongst secondary and post 16 providers is complex and challenging. It is not an Ofsted requirement to measure the Health and Well-being of school pupils and given the nature of academy schools, it's complex to fully assimilate the city wide picture in relation to sport and physical activity provision in schools.

7.2 In terms of community provision, we have built into our new single operating contract for Council owned Sport and Leisure Centres, provisions to manage the engagement of young people and those aged 16-19, and the Council through various grant funding monitoring arrangements can build a picture with funded providers. In

the absence of these arrangements it is difficult to develop a detailed community participation picture for children and young people.

7.3 The development of a single data hub for Sport and Leisure will go some way to obtain a more rounded picture amongst providers who agree to be part of the system. New data sharing legislation needs to be worked through to ensure compliance with this legislation, but with consent via data sharing agreements and with Sport England's Active Lives Survey it will be possible going forward to develop greater insight, a greater knowledge capacity around performance measurement from a range of providers.

## **8.0 Conclusion**

8.1 Manchester is starting from an incredibly strong base in terms of service provision and available facilities and many schools already offer an average of two hours of PE or other physical activities per week. However, we need to do more to encourage children to be active every day. Every primary school child should get at least 60 minutes of moderate to vigorous physical activity a day. At least 30 minutes should be delivered in school every day through active break times, PE, extra-curricular clubs, active lessons, or other sport and physical activity events

8.2 Given the considerable new funding that the soft drinks industry levy will make available for school sports, The Council and its range of partners are committed to ensure that schools are supported as much as possible in how they spend the available funds for maximum impact. This is further supported through the mechanism of Ofsted inspections assessing how effectively leaders use the Primary PE and Sport Premium and measure its impact on outcomes for pupils, and how effectively governors hold them to account for this.

8.3 Physical activity will be a key part of the new healthy schools rating scheme, and so schools will have an opportunity to demonstrate what they are doing to make their pupils more physically active.

8.4 In Manchester the Healthy Schools Programme goes above and beyond this new rating scheme. Healthy Schools, alongside MCR Active Schools Team will work to integrate this scheme into their programmes in order to ensure the exceptional engagement level is maintained and increased and schools receive the support, training and resources they need to improve children's physical activity levels.

8.5 With the planned developments of the MCR active website and data hub, much greater promotion of activities in a much simpler way to parents and young people (via social media) will occur and much more informed success measurement will be possible.