
**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 12 October 2017

Subject: Widening Access and Participation, Leisure, Libraries, Galleries and Culture - Update

Report of: Deputy Chief Executive (Growth and Neighbourhoods)

Summary

This report updates members on Widening Access to Culture and Leisure. The purpose of the Widening Access work is to understand resident engagement in services provided by Leisure, Libraries, Galleries and Culture, and to explore routes to increase participation among groups or communities that may be less engaged.

Recommendations

That members of the committee consider and provide comment on the content of the report.

That members consider an invitation to participate in an Our Manchester facilitated discussion as part of the engagement exercise described in Section 6 of this report.

Wards Affected: All

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Background documents (available for public inspection):

None

1.0 Introduction

- 1.1 Access to a varied cultural, leisure, recreational and library offer is vital to supporting community wellbeing, active citizenship and vibrant neighbourhoods. Manchester achieves this through a portfolio of city wide, high quality facilities and a rich calendar of programming, events and participatory activities, as well as space and support for community groups to lead activity. The international creative and sporting reputation of the city sits alongside the many opportunities for residents and community groups to volunteer, participate, watch and deliver activity that instils civic pride, activates engagement and builds personal and community capacity, wellbeing and resilience.
- 1.2 Feedback from residents to a number of recent consultation exercises, Manchester Parks Strategy, Sport and Leisure Strategy, Our Manchester resident survey and the budget consultation, identify the city's leisure, library and cultural assets as being really important to them, in part, because many are free to access, they can take their families to learn and have fun together.
- 1.3 Responding to these consultation findings is a priority for our services and a cross service Widening Access and Participation Board has been convened to ensure that opportunities to access and participate in leisure, libraries, galleries and culture are as wide as possible and inclusive of all Manchester residents.
- 1.4 Officer representation on the group includes Neighbourhoods, Leisure, Libraries, Galleries and Culture, Policy, Partnerships & Research, Communications and Youth Strategy. The Board is overseeing delivery of an initial 12 month Widening Access and Participation Draft Action Plan, to be completed by the end of January 2018.
- 1.5 However, we recognise that we cannot achieve these ambitions on our own and we are engaging with a much wider cohort of partners in consultation and delivery. This includes internal and external partners such as, Breakthrough UK, Age Friendly Manchester, Community Explorers networks, Youth and Play providers, Area Team Neighbourhood Managers and community groups.

2.0 Background

- 2.1 The scope of provision for work on widening access and participation includes;
 - 22 Libraries
 - 29 Cultural Institutions
 - 20 Sport and Leisure Centres
 - Community Access to Secondary Schools
 - 144 Parks and Open spaces
 - Over 500 community organisation
- 2.2 Initial work has been undertaken on the analysis of participation data, this is set out in section 3. The next phase of work will focus on communication and

engagement with residents, using the Our Manchester approach. This engagement will help to shape how, in the future, we will develop services to respond to the priorities for residents and in particular those who under-represented.

2.3 The target groups identified are:

- Young people/young adults 13-19 years old
- Older people – 50+
- Disabled people
- Black, Asian and Minority Ethnic people
- Women and girls

2.4 The services, working with partners, will engage people from these target groups - those who use our services and those who don't – in strength based, open conversations about:

- Where people spend their leisure time now;
- What they like about where they go and opportunities for improvement;
- What level of awareness people have about Leisure, Libraries, Galleries and Culture in the city;
- How people find out about what's on and what might encourage them and their peers to explore/engage further;
- What part community groups and individuals think they could play to increase opportunities for access and engagement.

2.5 This is the start of a process for our service areas, with the intention to further embed the Our Manchester approach in service development and delivery. The long-term purpose is to establish partnerships and practices that help to change the conversation we have with residents and partners, talking and reflecting more regularly about leisure, libraries and culture in neighbourhoods and the city and agreeing future actions to maximise access to the beneficial impacts of physical, educational and creative activity.

2.6 Other reports on the agenda of this committee about Libraries, Manchester International Festival and the Cultural Ambition provide further context and detail about work that is deepening engagement with residents, volunteers and partners across the city, in ways that are supporting the Our Manchester strategy's ambition for Manchester people to be proud of their cultural institutions and for them to reflect and celebrate diversity and engage a broad audience.

3.0 Context

3.1 Extensive existing datasets from across the service areas have been analysed to gain insight into participation in Leisure, Libraries, Galleries and cultural organisations.

3.2 It was not possible to make direct comparisons between the service areas due to the differences in the categories and the level of data collected, however the

information did highlight gaps in data collection that needed to be addressed by individual services in order for us to develop a fuller picture of engagement and participation for the future. Further detail about this is included in section 3.

- 3.3 Through interrogation of the data, together with 'on the ground knowledge' and comparative national data, we identified that the groups of people detailed at 2.2 are priorities for all the services to increase and deepen engagement with.
- 3.4 An analysis of communication channels used by the service areas was also carried out and revealed that although we used similar distribution channels - such as internal communications, free external channels, web presence and direct contact through email databases, community networks and outreach work - we are not seeking opportunities for cross or joint promotion as pro-actively as we could.
- 3.5 These initial scoping exercises provided the context for the four improvement themes in the Widening Access and Participation Draft Action Plan, these are:
- i. **Data improvement:** developing data capture and analysis methods to better inform future service planning and to track progress in relation to underrepresented groups people;
 - ii. **Targeted Activity:** Implementation of initiatives with/for underrepresented groups of people to widen access and participation;
 - iii. **Communication:** maximising joint and cross-promotion and information opportunities across the service areas;
 - iv. **Engagement and Consultation:** Conversations with residents, using the Our Manchester approach, regarding opportunities to increase access and participation.
- 3.6 The following sections of this report provide an update of work progressed under each of these four themes.

4.0 Progress – Data Improvement

- 4.1 Data improvement, in the first instance, has been addressed individually by each of the service areas.

4.2 Leisure

- 4.2.1 Leisure work with Greenwich Leisure Limited (GLL) to collect data on members and utilisation, the data reflects local communities' use of their local centres. The current landscape demonstrates the following; Women are slightly overrepresented at all centres in terms of membership but underrepresented in terms of visits. BME groups are well represented except at Hough End and Manchester Aquatic Centre. Over 65's are underrepresented except at North City and Abraham Moss, Disability (limiting

long term illness) levels are high at all centres compared to those disabled members registered. The data included in Appendix A illustrates the proportion of underrepresented groups for quarter 1 of 2017/18.

- 4.2.2 Leisure membership data available at the inception of this work was estimated to account for approximately 55% of all users as there was no data available on residents accessing leisure facilities on a pay-by-use basis. Leisure have begun to address this gap through the implementation of the MCRActive card scheme.
- 4.2.3 The MCRActive card was launched on 1st September with the new non-member pricing being introduced in November. The card encourages residents to register their details by offering exclusive rates compared to those who do not sign up for the card. Current pay and play members will also be automatically enrolled in MCRActive and participants on other programmes, such as Manchester Leisure Pass holders and participants on the under 17s and 60+ free swimming, will also be migrated onto the new scheme.
- 4.2.4 Over 2,000 people signed up for the scheme in the first two weeks of operation. This scheme will result in significantly increased levels of data capture leading to improved insight to inform the planning of leisure services.
- 4.2.5 The next phase of this project is to put in place a central data hub for tracking and reporting on participation in sport and physical activity in Manchester, including activities taking place outside of Council owned centres. This will also allow us to expand MCRActive, with the potential for people to record self-initiated physical activities, community-based programmes and small to large scale sports events, combined with additional incentives (such as rewards and loyalty programmes) for residents to sign up to and participate.

4.3 Libraries

- 4.3.1 Libraries have robust and detailed data on library members and this demonstrates that membership closely reflects the demographics of the city, further detail about this can be found in the report on Manchester Libraries included on the agenda for this committee. Work has been undertaken to identify where the best data sets are to monitor and analyse engagement of target groups that have been identified as priorities for the service. Once the Widening Access consultation and engagement exercise is completed, Libraries will determine targets for percentage increases in take-up by these groups, and monitor progress using the identified data sets.
- 4.3.2 The percentage of library members per ward is included in Appendix 1. Libraries have also been working on developing a greater understanding of the use of Central Library across all wards. This is to monitor participation from all wards and to identify the usage of Central Library and awareness of it as a whole city resource. The data included as Appendix 2 shows that a large percentage of most ward's library members are also users of Central Library.

4.3.3 Work to address lower engagement by schools with libraries in some areas of the city is being undertaken. For example, schools which are near to Gorton, Hulme and Moss Side Powerhouse libraries, but do not take up any of our services have been identified for partnership opportunities. Elected members have indicated that they may be able to support this where they have relationships with schools, for example as school governors. Library staff plan to contact relevant elected members in the case of those schools, where other methods have not succeeded.

4.4 Galleries

4.4.1 The Manchester Partnership has employed a data manager to better understand the demographics of audiences to Manchester Art Gallery, Manchester Museum and The Whitworth. The data manager has worked with colleagues across all three venues to improve methods of data collection and the first annual audience report was completed in September. The report highlights significant growth in visitor numbers across the Partnership, with visiting up 26% between 2015/16 and 2016/17. Manchester Art Gallery welcomed 607,809 people through its doors in this period. 42% of these visitors are from the C2DE socio-economic group, 9% are BME, 18% are aged 65 or older. Findings from the report are being incorporated into The Art Gallery and Partnership business plans for 2018-22, which will include audience development strategies to further increase the diversity of visitors to the venues.

4.5 Culture

4.5.1 Gathering data on access to culture is more complicated, as these services are provided by a large number of independent organisations in the city. In the last few years work has been undertaken to develop a Manchester Cultural Impact Survey for the sector, collecting data on organisations economic and social impact. Over the last year improvements have been made to the content and format of the survey and this was relaunched, on-line, in June to collect data for 2016/17.

4.5.2 Completion of the Cultural Impact Survey is a requirement for cultural organisations that are funded by the Council, although the Council invites all organisations in the sector to provide a response. For 2016/17 a total of 39 responses were received and it is hoped that this number will increase over the next few years.

4.5.3 The redesigned survey has been aligned with data collected by Arts Council, England and responds to the Widening Access work by asking for people and place data across audiences, participants, volunteers, staff and board members. The survey also collects data on schools engagement. The data collected through the survey allows us to identify communities and geographical areas in the city which may be less engaged by culture, and to work with cultural partners on responding to these areas or groups. The data collectively also demonstrates the economic and social impact of culture in the city as a whole, and is a resource for cultural partners when bidding for

external funding or undertaking research for future projects. A full analysis of the data collected will be available in the next few weeks.

5.0 Progress – Wider Access for Underrepresented Groups

5.1 The Widening Access and Participation priority has been communicated to staff teams across Leisure, Libraries and Galleries and is part of the services' Management Action Plans.

5.1.2 Our cultural partners have been engaged through the Cultural Leaders Group and the recent Cultural Partnership Agreement grant review meetings. This area of work has been positively received and we are encouraging organisations to incorporate it within their business plans. Widening Access and Participation is also a strong theme in the Cultural Ambition, which is the subject of a further report to this committee.

5.1.3 Collectively the service areas, the city's cultural organisations and our many partners deliver a huge number of initiatives aimed at engaging underrepresented groups of people. A small selection of examples, in line with the priorities for this work, are provided below and further examples can be found on the Manchester Libraries (6.1) and the Cultural Ambition reports on the agenda elsewhere.

5.2 Young People

5.2.1 The Council, working closely with Greenwich Leisure Limited (GLL), have prioritised youth activity by focusing on under-17 free swimming in school holidays and junior gym activities. 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.

5.2.3 Wythenshawe Forum 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.

5.2.4 Over the last year HOME has run a talent development programme called Project X for a collective of 18-25 year olds. The group of young creatives and producers were brought together from across the city to take part in this year-long residency, which culminated in a month-long takeover programme called This Is Human which took place in August 2017. The collective decided to create a programme that was about being human - accessible to everyone. They specifically wanted to attract new and diverse audiences to the venue and as part of their work, they programmed an exciting series of live events and put on work including installations, live performances, interactive experiences and celebrations in HOME's galleries, cinemas, theatres and public foyer areas. The programme achieved the aims set out by the collective

and was extremely popular with new and diverse audiences, attracting 10,000 people to 48 events in just a few weeks. A community strand of the project also brought in 18 different community groups who HOME is continuing to build relationships with. The project has connected HOME with new audiences and it has enabled HOME to reflect on how the programme can be opened up and the building be used in different ways in the future.

Audience quotes:

"It was brilliant to see such a diverse group of people in HOME and it was suitable for all ages. My kids played on the computer game and with the puppet for ages."

"When I looked at the website I thought, this is what Manchester is about, or what it should be about anyways- it's young, it's vibrant. You (PX artists) are the future."

- 4.2.5 Future Creatives is a strand of Manchester Art Gallery's work to engage young people. It is specifically for Manchester's sixth form students, generally those involved in art, design and technology. Working with their tutors, the gallery sets a design brief, requiring the students to respond with a prototype fit for realisation as a finished product. Up to ninety students are involved in the initial submission. In a format that mirrors selection in the design industry, this is whittled down to thirty who are invited to fulfil their designs which are then displayed and celebrated the gallery. In the production phase the students are matched up with professionals from the sector, including photographers, film makers, and designers, and are introduced to industry and sector practices. But for all ninety students the experience is a rich one and provides them with material for their portfolios and UCAS applications.

"It has definitely confirmed to me that I want a future career in fashion and the creative industries as I was totally in my element and I loved every aspect of the process" Future Creative.

5.3 Older people

- 5.3.1 East Manchester Leisure Centre have introduced a new 50+ morning to encourage usage of the centre by this underrepresented group. To help launch this an open day was held, with over 200 people in attendance. The regular session is now up and running on a Wednesday morning from 10am to 1pm. The open day was supported by Greater Manchester Police, Marie Curie and Dementia Friendly organisations, and promotion of the regular weekly session has been supported by MCC, including Libraries, and the Age Friendly Network.
- 5.3.2 Dementia Friendly Swimming has been introduced in all leisure centres across the city through a partnership with Swim England, with at least one hour of pool activity offered per week at each centre. This provides people affected by dementia, both personally and as a carer, with the option of a dementia friendly swimming session somewhere in the city, from Monday to Friday. In

total there are ten hours of Dementia Friendly Swimming provision available weekly across Manchester.

- 5.3.3 At several libraries we hold a Grand Day Out drop in session every week, facilitated by library staff. Anyone over 50 can attend these warm and welcoming social groups to take part in activities such as talks, social events, crafts, arm chair yoga and to enjoy a good chat and a cup of tea, all helping to combat social isolation.
- 5.3.4 In line with our ambition to increase access and participation by older people we introduced a new weekly Grand Day Out session at Beswick Library, from August 2017. We were able to build on the both the Grand Day Out sessions already held in Libraries and the successful Just for Men social group that meets weekly in Beswick Library. Although it is still early days the sessions are proving to be popular.
- 5.3.5 This year, working with the Manchester International Festival, we arranged theatre trips to the Bridgewater Hall and the Royal Exchange Theatre for participants from the North City Grand Day Out. Feedback from one of the women from the group was that she was delighted as she had never visited either of these venues before and said she would never have gone to the theatre of her own accord. We will continue to develop cross service collaborations like this.
- 5.3.6 Each spring, a growing number of age friendly champions come together at Manchester Art Gallery. They meet with learning managers and curators and select an exhibition that they want to work with. Over a series of sessions, they visit other venues, meet artists and other creatives and work up a Thursday Late event that takes place in July. This Age Friendly takeover is one the gallery's most popular annual takeover events attracting an audience of 600 made up of families, friends and neighbours from across Manchester wards. The older participants tell us that the event and its lead up helps them stay active, connected to the city and gives them the feeling of contributing to the city's wider cultural offer.

5.4 Disabled people

- 5.4.1 Venture Arts Cultural Enrichment Programme, supported by the Heritage Lottery Fund, recognises that very few learning disabled people access cultural venues. Working closely with the city's museums, theatres and galleries, Venture Arts has established a programme for learning disabled participants, which incorporated learning about both the collections and daily delivery at the venues. Venture Arts work closely with venues to create bespoke programmes, tailored for individuals. Participants will also visit specialist departments and learn about the collections and their care in more depth.
- 5.4.2 After several successful years of running the Cultural Enrichment Programme Venture Arts has ongoing partnerships with organisations, such as, Manchester Museum, People's History Museum, Royal Exchange Theatre,

Whitworth Art Gallery and HOME. All the programmes have been a great success, seeing all the participants' self-esteem increase and gain more confidence to visit more cultural venues as a result. Some participants have gone on to gain more permanent volunteer work at The Royal Exchange and Manchester Museum.

- 5.4.3 GLL deliver a number of targeted swim sessions across the city for disabled residents the most successful being at North City with an average attendance of 30 disabled people plus carers. GLL work in partnership with Level Water to deliver one to one swimming lessons for disabled children at the Aquatics Centres, North City, Wythenshawe Forum and will expand the programme to include Arcadia and Abraham Moss.
- 5.4.4 Access to leisure provision is a major barrier for disabled people. To ensure there is an equitable offer at leisure centres Changing Places facilities have been provided in 5 of the 7 community leisure centres, Moss Side and Abraham Moss will have new installations when refurbished.
- 5.4.5 Manchester Art Gallery runs a yearly programme of enhanced access events and activities for disabled visitors. This includes monthly British Sign Language tours of exhibitions and collections, quarterly audio described tours, in partnership with Henshaws Society for blind and visually impaired people and monthly Open Doors sessions for families with autistic children. The latter is being improved and developed in a new partnership with Manchester's Grange School for the local autistic community, with an additional focus on Autism Awareness week. In 2017 the gallery piloted a collaboration with the disabled artists' charity, Proud and Loud Arts. This led to a new Thursday Late disabled artists' take over that will now become an annual event.

"The artists loved being at the gallery. They were given respect as artists and treated like adults. That doesn't happen very often. They felt they owned the space.." Artistic Director, Proud and Loud Arts.

5.5 Black, Asian and Minority Ethnic People

- 5.5.1 After analysing demographic information about the make-up of Manchester's population, the Manchester Partnership identified that the programme of city's major museum and galleries should better reflect the city's increasing South Asian population. Working with partners in the city (HOME, Band On The Wall, Museum of Science and Industry), the Partnership has led a network of eleven arts organisations from across the North of England and South Asia to develop, New North and South a three year programme, of co-commissions, exhibitions and intellectual exchange to celebrate shared heritage across continents and develop artistic talent.
- 5.5.2 A programme of outreach activity will be delivered throughout 2017 and 2018, of which, Manchester Art Gallery's initiative, Stories we Share is an example. Stories we Share is an object discussion table based in the South Asian Design Gallery. 6 volunteers engaged and supported by the gallery now deliver a weekly event using South Asian design objects to inspire participants

to be curious and share stories. 5 of the 6 volunteers are of South Asian heritage. The volunteers took part in a three week training programme before embarking on delivering events.

- 5.5.3 Stories We Share has been very well received by visitors and the volunteers. 'It's giving me the chance to reconnect with some of my heritage and talk to my family more'. One of the volunteers is a Talk English learner who has increased hugely in confidence with language and talking about art.
- 5.5.4 The Gallery and volunteers have also facilitated Stories we Share sessions at the Cheetham Hill Festival, at the Welcome Centre open day and Bignor Street Park festival.

5.6 Women and Girls

- 5.6.1 Data for swimming in Manchester shows women are underrepresented, this is in line with national trends. Addressing this is a key priority nationally and locally and this forms an important strand of the 'This Girl Can' TV campaign. The Council utilises Sport England market segmentation data to inform decision making. This data estimates that the latent demand for participation (those currently not participating but would like to) in swimming for Manchester equates to 51,017 adults, of which 31,241 are women (61%). In order to address this issue a total of 46 hours a week of women only provision is offered across the city in our leisure facilities, providing access to either exercise classes, swim only sessions, learn to swim sessions or general women only mornings incorporating the health suite and gym and swim.
- 5.6.2 Arcadia Library and Leisure Centre will be introducing a trial Women's Only night in October for all wetside activity, giving women exclusive access to the health suite and pools and targeting women who are underrepresented at Arcadia Library and Leisure Centre.
- 5.6.3 Manchester Art Gallery successfully attracts a significant female audience. In 2016-17 60% of visitors were women. The gallery recognises the importance of building on this strength and programmes activities and events that increase the role of women's voices and creativity in the local art scene. Every year the gallery works with Creative Tourist to launch Wonder Women, the city's annual celebration of International Women's Day. This results in a commission to the feminist collaborative, Instigate Arts, who curate a takeover event with pop up artist's interventions that showcase women artists from across the city and attracts an audience of 800.

5.7 Cross Service Initiatives

- 5.7.1 Leisure, Libraries, Galleries and Culture are increasing opportunities to work together, both where services are co-located in neighbourhoods and through new management structures combining elements of Libraries, Galleries and Culture.

- 5.7.2 Staff at Hulme High Street Library, which is co-located with Moss Side Leisure Centre, worked with GLL and Leisure colleagues to make it possible for years 4 and 5 from St Wilfred's school to come for a combined trip: a swimming session followed by a fun and educational session in the library. It has been difficult to overcome logistical problems to achieve this trip and we are hoping to use the experience to facilitate more one off and special author event trips. We are also working with Z-Arts (who are based in Hulme) to run class visits to Hulme High Street Library to increase engagement with children and families.
- 5.7.3 In Gorton, the new Libraries digital offer for schools, funded by a grant from the Wolfson Foundation, has been successful in drawing St Francis's Primary School to several events at the library. Every child at Divine Mercy School has now joined Moss Side Powerhouse Library and a programme of visits is planned for the autumn.
- 5.7.4 As part of the expansion of Central Libraries successful cultural events programme, Library Live, Libraries, Galleries and Culture are piloting a similar approach in 3 branch libraries - North City in Harpurhey, Longsight and Wythenshawe Forum. The ambition is for these libraries to become an important part of the city's cultural infrastructure as neighbourhood creative hubs with a programme of community and professional arts, culture and heritage activity.
- 5.7.5 An example for the kind of relationships we are seeking to develop is that between Longsight Library and Manchester Museum who have joined forces to enable the display of two museum exhibits - a Peacock and a Crane - in the library. As well as inducting library staff in learning and talking with the public about the exhibits, the venues have also worked together to develop related arts activity and storytelling integrated within the library's family programming. For the museum, this has also been an opportunity to promote and engage residents in their forthcoming new South East Asian Gallery development. This part of a developing long term relationship between the Museum and Libraries (a giant tortoise is also on display at the Forum Library).
- 5.7.6 Also as part of the Library Live programme Central Library, the 3 branch libraries, Manchester Art Gallery and Z-Arts are working in partnership towards a Creative Participatory Spectacular Event for families at Central Library on May 12th 2018. This exciting event is being co-designed with families from communities surrounding Longsight, Wythenshawe and North City Libraries. The Gallery's Mary Greg Collection will be used as a stimulus to generate ideas and themes for the event. The families will then work together with a range of creative practitioners across art forms to develop a programme of visual arts, theatre, dance and music performances for other families to enjoy. During 2018 objects from the Mary Greg Collection will be displayed in the 3 local libraries alongside interpretation created by families during the project.

6.0 Progress – Communication

6.1 The communications priority for Widening Access has focused on testing some different approaches to ensure we are promoting activities across the services in a more coordinated way. We have started by re-focussing the promotion of our school holidays programme - All Sorts To Do.

6.1.1 Since the 2017 Easter holidays we have approached our communications differently, using a more interactive approach which focuses on the top 10 free activities and attractions to visit during the holidays. Working with the services, more engaging content has been developed - particularly short films to highlight all the different and fantastic free to access activities and venues on offer to children and Families. For example we have created short films to promote:

- free swimming for under 17s in school holidays;
- Manchester Art Gallery family activities;
- a film showing some of the city centre's top free locations for families including Central Library, Manchester Museum and the Whitworth; and
- sport sessions in parks.

6.1.2 Our evaluation shows that this new approach is having a huge impact on the amount of people visiting our website to view activities. Over the summer holiday period our unique webpage views grew from 1,683 visits in 2016 to 13,974 in 2017 and in our peak weeks the traffic to our site was overwhelming, largely directed from Facebook. Our social media analysis shows that over the 2017 summer holidays period the All Sorts To Do campaign had:

- Over 9,000 link clicks
- 1,100,000+ impressions (more than 400,000 organic ones)
- 2,500 retweets/shares and lots of endorsement by the public and organisations.

6.1.3 Whilst these statistics are very impressive, understanding how this increased digital engagement translates to the numbers of participants attending the events is where the real success story lies. It is early days and there is further work to do with our data and reporting systems to be able to provide a fuller picture of this success. Whilst the services are still evaluating the summer holiday programme, we do know at this early stage that free swimming over the summer holidays saw a 20% increase from 2016, with 18,217 swims happening across the city this year.

6.1.4 Future work will include a piloting other communications approaches such as very targeted promotion to increase participation in particular areas or wards, as well as, looking at better cross-promotion of the activities and events on offer across the Leisure, Libraries, Galleries and Culture services.

6.1.5 In terms of service specific communications activity, both Leisure and Libraries have introduced new monthly information bulletins for elected members.

7.0 Progress – Resident Engagement, taking an Our Manchester Approach

- 7.1 Following the initial work on the analysis of engagement and participation data, the focus of the officer group is now on communication and engagement with residents, using the Our Manchester approach.
- 7.2 The broad focus for engagement will be with the groups of people, which data and 'on the ground' knowledge identified as being less engaged with the provision in scope. In most cases this underrepresentation is also reflected in national level data.
- 7.3 As indicated earlier (2.2), the groups of people identified are:
- Young people/young adults 13-19 years old
 - Older people (over 50)
 - Disabled people
 - Black, Asian and Minority Ethnic people
 - Women and girls
- 7.4 Conversations will take place with groups during November. We are working in consultation with other Council service areas who have regular contact with these groups of people, as well as Voluntary and Community Sector partners. The aim is to hold two conversations with each of the groups identified, with a total of ten sessions taking place. We are working with group coordinators to ensure that sessions are delivered appropriately and are either peer-led or supported.
- 7.5 In alignment with Our Manchester pilot areas, conversations will also take place with members of the public in Higher Blackley, Gorton and West Wythenshawe. These conversations will be one-to-one engagements and the intention is to capture the views of people who are not necessarily already involved with our services.
- 7.6 Officers from across the service areas are working closely with consultation experts from Research and Intelligence, as well as the Our Manchester project team to develop the structure for conversations and this will be tested out and refined with representatives from Age Friendly Manchester, Youth Forum, the Disabled Staff Group and some of the coordinators of the groups we are engaging with before further delivery.
- 7.7 Briefing sessions for Council and partner organisations' staff, as well as community group coordinators volunteering to facilitate and support the sessions will be offered and including training in Our Manchester, strength based conversations.
- 7.8 The conversations will be recorded by a scribe and responses from across the engagements will be coded and analysed in a similar way to the Family Poverty Strategy consultation. This will involve coding the responses received to identify common keywords and themes across conversations, which can

then be categorised according to frequency to gain an understanding of the issues of most importance to the contributors.

- 7.9 As part of the analysis, we will also reflect on key findings from other recent consultations; such as the Manchester Parks Strategy, Sport and Leisure Strategy, the Healthier Manchester Locality Plan and Our Manchester resident survey, as well as feedback from service-specific project focus groups. This will provide a richer and more robust context for the qualitative information.
- 7.10 This is a new way of working for these services, both in terms of collaboration across the service areas and in using the Our Manchester approach, as opposed to more traditional methods of consultation. There will be a need to review and reflect on what we have learned from this pilot process and further thought and consultation about how talking and reflecting more regularly with residents and other stakeholders becomes more integrated with service delivery and development.
- 7.11 Whilst it is not possible or desirable to predict outcomes from this exercise, some examples of what it might influence the future are:
- Increasing focus on how we use what people say to change what we do;
 - Establishing a network of community 'reflectors' and advocates, supporting and widening ongoing engagement;
 - More direct consultation about specific issues / innovations;
 - Implementation of changes as result of feedback at service and cross service level and in arrangements with partners;
 - A better understanding of the range of activity and venues people access;
 - Development of new partnerships with voluntary and community groups/networks and individuals.

8.0 Conclusion

- 8.1 By early 2018 we will have access to better qualitative information through our engagement conversations and improved quantitative data methodologies, which will contribute to setting our baselines, targets and actions for increasing access and participation. National benchmark data, such as the DCMS Active Lives survey and the Library PLUS Survey results, will provide additional context to the local picture.
- 8.2 We will be able to report on these findings and seek views on options for longer term aspirations, including targets and actions to 2020, to be taken forward by the Widening Access and Participation Board.
- 8.3 At the heart of this work is the recognition that Leisure, Libraries, Galleries and Culture all have an important role for growth, people and place. The belief that these service areas benefit good health and well-being, increase confidence, skills, aspiration, prospects, community cohesion and social connectedness is reflected in the Our Manchester strategy. Focussing on making sure our service areas easier to access, influence and connect with - for residents, community connectors and activists - is essential to growing the number of

activities taking place and in enabling more people to get involved more often with active, learning, cultural and creative opportunities, both on their doorstep and elsewhere in the city.

- 8.4 The Widening Access and Participation work will be important in helping to define the forward strategies needed to ensure our services are relevant to our customers and participants, realise the potential impact our service areas and investment. Identifying the most productive areas for collaboration between Leisure, Libraries, Galleries and Culture, our shared partners and residents and enable us to engage more powerfully with other partners involved in public sector reform and service transformation, such as health and social care, education, work and skills and youth and play.

Q1 2017-18

Appendix 1

Key Measures by Ward

Wards	Active Users			New Members		Events (based on ward where activity took place)				Education Sessions (based on ward where activity took place)					Loans	
	Quarter		Rolling	Quarter	Rolling	Number of events /		Attendance		Number of sessions		Attendance			Jul 16 -	Loans per
	Q1 2017-18	% Popn	Jul 16 - Jun 17	Q1 2017-18	Jul 16 - Jun 17	Quarter	Rolling	Quarter	Rolling	Quarter	% Schools engaged	Rolling	Quarter	Rolling	Jul 16 - Jun 17	person (popn)
Ancoats and Clayton	1,959	10%	1,959	142	636	0	3	0	59	5	17%	6	227	283	17,323	0.91
Ardwick	2,740	14%	2,740	145	708	112	117	1,565	1,759	3	29%	16	101	1,181	31,892	1.68
Baguley	1,797	12%	1,797	92	406	0	7	0	274	0	0%	18	0	825	20,354	1.36
Bradford	2,392	13%	2,392	141	774	74	238	990	4,866	3	25%	20	163	984	20,257	1.11
Brooklands	1,009	7%	1,009	65	291	42	257	579	6,739	0	0%	24	0	918	14,622	1.01
Burnage	2,110	14%	2,110	80	479	79	273	1,479	5,277	6	67%	10	227	367	26,720	1.73
Charlestown	2,099	14%	2,099	110	489	49	198	690	2,438	5	17%	13	120	449	20,963	1.42
Cheetham	3,144	13%	3,144	188	990	0	3	0	111	5	43%	16	552	878	24,266	1.00
Chorlton	2,773	20%	2,773	124	608	141	608	2,678	12,173	4	40%	14	230	863	45,645	3.27
Chorlton Park	2,327	15%	2,327	111	596	17	46	317	830	3	11%	37	212	2,189	33,798	2.21
City Centre	1,686	8%	1,686	129	727	304	1,561	11,345	47,288	0	-	0	0	0	17,273	0.83
Crumpsall	2,492	14%	2,492	128	740	61	228	769	4,367	10	25%	35	364	1,155	25,852	1.50
Didsbury East	2,195	15%	2,195	98	466	0	0	0	0	2	33%	10	70	711	36,862	2.58
Didsbury West	2,033	16%	2,033	104	472	139	507	1,763	8,264	0	0%	1	0	112	35,627	2.86
Fallowfield	1,522	10%	1,522	78	391	16	194	190	3,694	0	0%	11	9	379	18,120	1.14
Gorton North	2,553	15%	2,553	112	656	108	430	2,085	7,599	0	0%	12	0	419	21,925	1.26
Gorton South	3,346	16%	3,346	136	736	0	0	0	0	4	10%	26	87	881	32,036	1.50
Harpurhey	3,587	18%	3,587	181	964	87	418	973	4,358	6	30%	36	342	1,534	27,243	1.40
Higher Blackley	2,226	16%	2,226	97	501	0	3	0	950	5	11%	25	241	978	22,181	1.55
Hulme	2,015	11%	2,015	107	549	5	48	79	1,927	3	29%	25	368	1,206	21,337	1.15
Levenshulme	2,369	14%	2,369	100	504	0	20	0	702	1	14%	23	68	945	33,187	2.03
Longsight	3,358	21%	3,358	121	758	6	264	158	7,159	32	50%	104	1,050	4,036	29,502	1.86
Miles Platting and Newton Heath	2,290	15%	2,290	128	571	134	549	1,263	7,082	5	29%	42	153	1,263	22,168	1.43
Moss Side	3,002	14%	3,002	181	913	68	110	788	1,934	2	25%	28	171	1,709	27,655	1.31
Moston	1,403	9%	1,403	81	383	19	65	369	1,159	0	0%	4	0	183	23,332	1.53
Northenden	1,769	12%	1,769	86	380	16	59	169	840	9	20%	13	302	430	21,717	1.45
Old Moat	2,269	15%	2,269	135	598	163	586	1,517	5,832	0	0%	7	0	325	27,039	1.79
Rusholme	1,620	11%	1,620	81	435	1	1	20	20	3	33%	13	100	508	18,462	1.27
Sharston	2,266	13%	2,266	148	516	0	1	0	7	0	0%	12	68	448	19,915	1.17
Whalley Range	2,661	17%	2,661	162	749	2	2	55	55	22	25%	30	820	1,131	37,485	2.43
Withington	1,728	12%	1,728	97	533	0	1	0	60	4	25%	33	128	1,296	24,990	1.78
Woodhouse Park	2,049	15%	2,049	132	469	211	884	3,778	15,687	13	75%	24	394	694	18,060	1.30
Total	72,789		72,789	3,820	18,988	1,855	7,699	33,649	154,256	160		731	7,080	31,379	817,808	1.54

Members - Demographic Breakdown

Appendix 1

Wards	Gender			Age										Ethnicity									
	Total No.	% Male	% Female	Total No.	0-4	5-16	17-24	25-34	35-44	45-54	55-64	65-74	75+	Total No.	Arab	Asian / Asian British	Asian British - Chinese	Black / Black British	Mixed / Multiple	Other Ethnic Group	White - Other	White British	Non White-British
Ancoats and Clayton	1,954	53%	47%	1,959	3%	21%	14%	28%	17%	8%	4%	2%	1%	1,384	1%	6%	4%	19%	4%	2%	16%	48%	52%
Ardwick	2,734	50%	50%	2,740	3%	27%	16%	20%	17%	10%	4%	2%	1%	1,956	4%	25%	7%	28%	5%	4%	9%	18%	82%
Baguley	1,793	55%	45%	1,796	6%	27%	11%	16%	14%	10%	7%	6%	4%	1,144	1%	7%	1%	11%	3%	2%	6%	71%	29%
Bradford	2,389	52%	48%	2,392	6%	31%	12%	19%	14%	9%	5%	2%	1%	1,561	1%	8%	6%	29%	5%	3%	8%	39%	61%
Brooklands	1,006	56%	44%	1,009	6%	28%	7%	15%	14%	9%	10%	7%	5%	630	0%	8%	2%	9%	2%	1%	7%	71%	29%
Burnage	2,104	60%	40%	2,107	6%	36%	10%	13%	12%	9%	6%	5%	3%	1,402	3%	33%	1%	6%	3%	1%	6%	46%	54%
Charlestown	2,093	57%	43%	2,097	4%	24%	11%	17%	16%	12%	7%	5%	4%	1,372	1%	5%	2%	21%	3%	2%	7%	60%	40%
Cheetham	3,141	52%	48%	3,144	4%	39%	13%	18%	14%	7%	3%	1%	0%	2,065	5%	49%	2%	14%	4%	3%	10%	12%	88%
Chorlton	2,764	57%	43%	2,773	7%	23%	6%	17%	17%	11%	9%	7%	2%	1,796	1%	8%	1%	2%	2%	1%	10%	75%	25%
Chorlton Park	2,322	60%	40%	2,324	7%	25%	7%	18%	17%	11%	7%	5%	2%	1,468	3%	11%	2%	8%	4%	2%	10%	61%	39%
City Centre	1,686	51%	49%	1,685	2%	2%	26%	35%	16%	10%	4%	3%	1%	1,374	3%	7%	9%	4%	3%	2%	22%	49%	51%
Crumpsall	2,489	53%	47%	2,491	5%	35%	12%	15%	14%	9%	6%	3%	2%	1,588	2%	46%	1%	11%	4%	2%	8%	26%	74%
Didsbury East	2,183	59%	41%	2,191	8%	25%	6%	14%	13%	10%	9%	9%	6%	1,293	2%	12%	2%	2%	3%	1%	11%	68%	32%
Didsbury West	2,026	57%	43%	2,029	7%	19%	6%	19%	15%	10%	8%	9%	7%	1,260	2%	7%	2%	2%	2%	1%	11%	73%	27%
Fallowfield	1,519	54%	46%	1,521	4%	30%	17%	17%	12%	8%	6%	3%	2%	991	6%	28%	2%	11%	4%	3%	10%	36%	64%
Gorton North	2,543	55%	45%	2,552	5%	32%	12%	15%	16%	9%	6%	4%	2%	1,768	2%	17%	2%	28%	5%	4%	7%	35%	65%
Gorton South	3,338	51%	49%	3,345	5%	35%	11%	16%	17%	8%	3%	3%	1%	2,479	1%	40%	1%	19%	4%	4%	6%	27%	73%
Harpurhey	3,583	54%	46%	3,585	4%	29%	11%	16%	18%	13%	5%	3%	1%	2,162	2%	5%	3%	34%	5%	4%	10%	37%	63%
Higher Blackley	2,223	58%	42%	2,225	5%	28%	11%	15%	15%	10%	8%	6%	3%	1,417	0%	8%	1%	18%	2%	2%	7%	63%	37%
Hulme	2,011	51%	49%	2,014	4%	17%	17%	28%	16%	11%	5%	1%	0%	1,483	5%	6%	5%	25%	5%	4%	16%	34%	66%
Levenshulme	2,365	55%	45%	2,367	6%	29%	11%	18%	16%	8%	6%	4%	2%	1,754	3%	36%	1%	8%	3%	3%	7%	39%	61%
Longsight	3,356	50%	50%	3,356	5%	37%	13%	17%	14%	7%	4%	2%	1%	2,490	2%	61%	1%	11%	4%	3%	6%	12%	88%
Miles Platting and Newton Heath	2,286	54%	46%	2,289	5%	29%	10%	16%	15%	9%	8%	4%	3%	1,580	1%	2%	3%	23%	3%	2%	5%	61%	39%
Moss Side	2,996	52%	48%	3,000	6%	36%	17%	17%	12%	8%	3%	2%	1%	2,145	6%	17%	2%	39%	6%	4%	10%	17%	83%
Moston	1,401	55%	45%	1,401	6%	27%	10%	13%	15%	11%	7%	6%	5%	890	1%	4%	3%	24%	3%	2%	7%	57%	43%
Northenden	1,765	58%	42%	1,767	6%	27%	9%	15%	14%	9%	9%	7%	4%	1,073	1%	7%	1%	10%	2%	1%	7%	71%	29%
Old Moat	2,255	54%	46%	2,265	5%	23%	15%	22%	14%	8%	7%	4%	2%	1,387	3%	16%	3%	8%	4%	2%	11%	54%	46%
Rusholme	1,619	51%	49%	1,617	3%	26%	18%	21%	13%	9%	5%	3%	1%	1,208	4%	38%	1%	12%	4%	4%	14%	24%	76%
Sharston	2,262	57%	43%	2,263	6%	25%	11%	18%	16%	9%	7%	6%	3%	1,358	1%	11%	1%	8%	2%	2%	6%	69%	31%
Whalley Range	2,647	54%	46%	2,660	7%	30%	8%	18%	16%	11%	6%	4%	1%	1,701	4%	29%	1%	7%	4%	2%	10%	43%	57%
Withington	1,724	53%	47%	1,725	6%	21%	16%	22%	15%	6%	6%	6%	4%	1,077	3%	16%	2%	5%	3%	2%	14%	55%	45%
Woodhouse Park	2,046	58%	42%	2,048	5%	24%	11%	20%	14%	11%	8%	5%	3%	1,228	0%	7%	0%	7%	3%	1%	9%	72%	28%
Total	72,623	54%	46%	72,737	5%	28%	12%	18%	15%	9%	6%	4%	2%	48,484	2%	20%	2%	16%	4%	3%	9%	44%	56%

Appendix 1

PLUS SURVEY

What do you think of this library?

- Overall
- Opening Hours
- Attractiveness Outside
- Attractiveness Inside
- Customer Care

What did you think of the books?

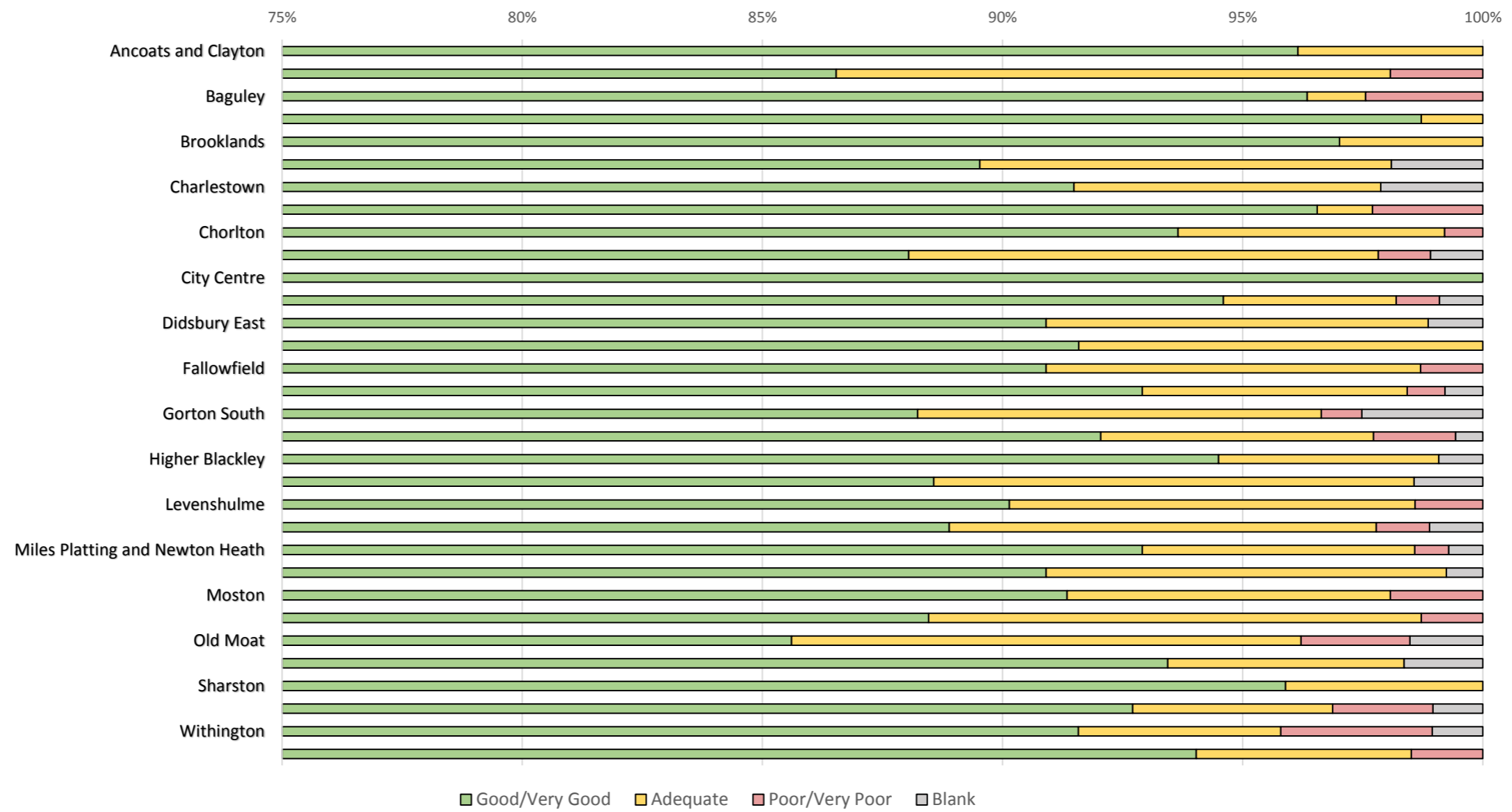
- Choice
- Physical Condition

What do you think of information provision in this library?

- Information Provision

Thoughts on PCS

- PCs



Borrowing books

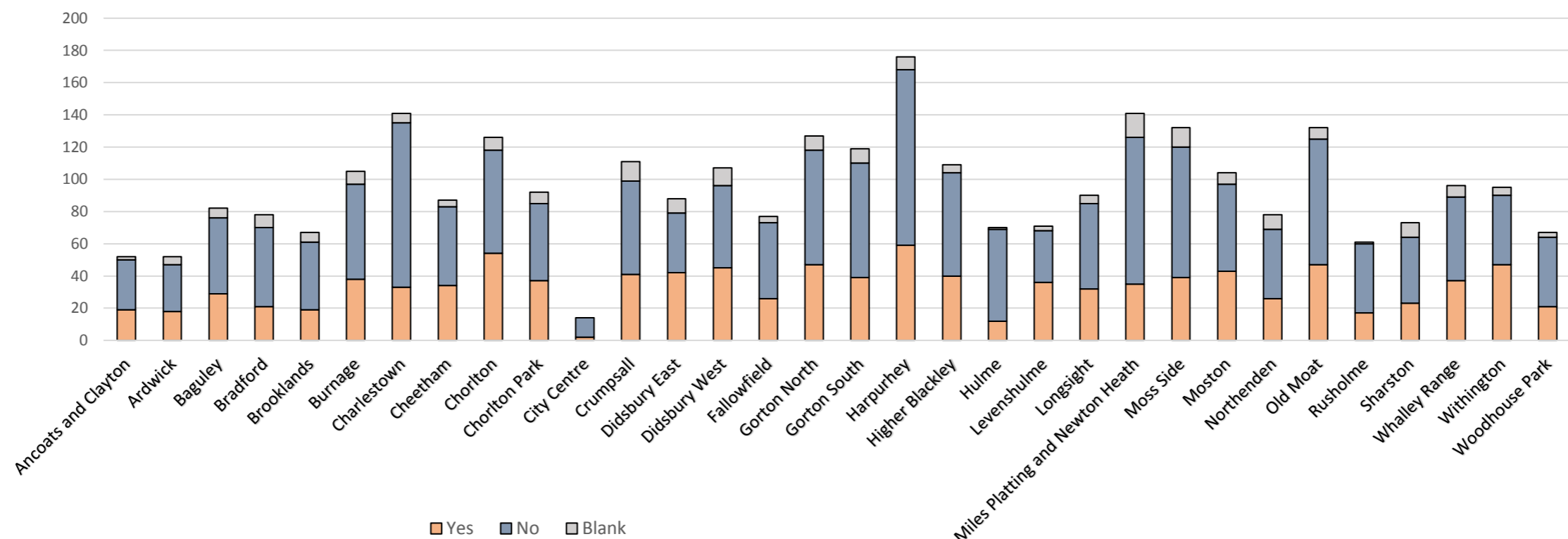
- Intending to
- Actually borrowed

Library Computer Usage

- Intend
- Actually used
- Used own PC

Did you come here today to...

- Find something out
- If yes, did you succeed?



Number of users (note if a customer uses more than one branch they will be included multiple times in the figures)

Appendix 2

Library	Ward																						
	Ancoats and Clayton	Ardwick	Baguley	Bradford	Brooklands	Burnage	Charlestown	Cheetham	Chorlton	Chorlton Park	City Centre	Crumpsall	Didsbury East	Didsbury West	Fallowfield	Gorton North	Gorton South	Harpurhey	Higher Blackley	Hulme	Levenshulme	Longsight	Miles Platting and Newton Heath
Abraham Moss	50	48	6	33	1	8	79	2,134	9	10	62	1,742	5	9	13	21	29	166	213	49	26	25	34
Arcadia	27	196	7	35	5	274	10	19	22	24	21	18	35	28	42	142	1,757	29	7	24	1,500	609	31
Avenue	22	14	4	23	2	4	1,388	50	2	5	2	194		2	4	24	23	327	1,748	6	8	11	64
Barlow Moor			3	1	1	5	1	3	20	347				15	4	2	2			1	4	2	2
Beswick	648	74	2	1,482	2	9	18	32	4	2	3	20	5	3	9	190	52	81	14	19	28	17	164
Books To Go	12	18	27	17	15	18	28	6	6	11		19	15	25	9	7	11	20	19	3	23	7	23
Brooklands		5	482		591	9	1	5	5	13	3	5	4	8	6	2	1	4		4	1	2	1
Burnage	3	6		3		894		2	3	3		2	27	9	4	8	38	1	2	1	189	32	
Central Library	1,132	1,065	194	753	156	356	347	979	654	586	1,554	540	391	440	462	489	536	796	325	1,206	570	552	554
Chorlton	22	48	36	12	42	48	5	30	2,437	1,391	41	13	61	117	331	19	38	11	6	135	60	44	14
Didsbury	12	38	28	7	43	546	2	11	79	489	16	11	1,811	1,592	122	11	28	7	5	29	89	22	6
Fallowfield	5	11	6	4	1	11	1	7	7	18	4	1	5	9	490	7	10	2	2	14	18	24	2
Forum	8	8	1,227	8	301	35	1	8	35	57	8	1	21	25	31	15	14	10	7	20	21	12	4
Gorton	46	108	7	239		21	8	11	8	12	3	5	14	5	36	1,649	710	26	12	11	37	56	24
Hulme High St	18	63	18	19	3	26	11	14	72	62	14	12	2	9	88	19	32	11	12	807	18	32	12
Longsight	81	1,684	14	120	13	215	43	51	27	37	52	35	31	17	102	537	992	62	24	69	490	2,639	50
Miles Platting	86		1	9		1		9				4	1			1	1	27	4	2	1	1	171
MS Powerhouse	6	17	2	9	1	3	4	4	5	6	8	3		2	54	9	14	5		110	11	18	3
New Moston	3	2	1				92	1		1	1	4	1		2	3	2	18	11			1	20
Newton Heath	62	10	2	40		5	84	15	2	2	4	21	3	3	6	18	20	164	26	3	5	9	1,567
North City	74	32	11	56	3	7	660	263	4	4	5	417	2	2	6	53	30	2,803	320	13	17	25	201
Northenden	1	1	8		25	2	1	2		3	2		4	5	1	4	2	3			1	2	
Withington	16	61	32	17	32	472	5	24	63	227	25	17	321	350	415	29	49	21	7	46	156	63	10
Grand Total of Usages (includes multiple library users)	2,334	3,509	2,118	2,887	1,237	2,969	2,789	3,680	3,464	3,310	1,828	3,084	2,759	2,675	2,237	3,259	4,391	4,594	2,764	2,572	3,273	4,205	2,957
Total unique members living in ward (with matched postcodes)	1,959	2,740	1,797	2,392	1,009	2,110	2,099	3,144	2,773	2,327	1,686	2,492	2,195	2,033	1,522	2,553	3,346	3,587	2,226	2,015	2,369	3,358	2,290
% of members using Central Library	58%	39%	11%	31%	15%	17%	17%	31%	24%	25%	92%	22%	18%	22%	30%	19%	16%	22%	15%	60%	24%	16%	24%
ONS 2015 MYE Ward Population	18,943	18,975	14,967	18,248	14,485	15,459	14,728	24,181	13,979	15,317	20,876	17,233	14,275	12,477	15,952	17,443	21,363	19,483	14,270	18,602	16,356	15,849	15,482
% of resident population	10%	14%	12%	13%	7%	14%	14%	13%	20%	15%	8%	14%	15%	16%	10%	15%	16%	18%	16%	11%	14%	21%	15%

Number of users (note if a customer uses more than one branch they will be included multiple times in the figures)

Appendix 2

Library	Moss Side	Moston	Northenden	Old Moat	Rusholme	Sharston	Whalley Range	Withington	Woodhouse Park	Manchester Total	GM: Bolton	GM: Bury	GM: Oldham	GM: Rochdale	GM: Salford	GM: Stockport	GM: Tameside	GM: Trafford	GM: Wigan	Other English LA	Total Users Matched to Ward / Local Authority	Total individual members registered at the library
Abraham Moss	63	81	11	7	36	6	14	10	4	5,004	29	304	30	64	331	33	33	55	21	177	6,081	6,321
Arcadia	74	11	18	43	212	12	54	60	6	5,352	9	11	15	10	36	229	26	51	10	71	5,820	2,725
Avenue	7	160	4	4	4	4	2	1	3	4,116	9	53	61	391	29	10	8	10	2	33	4,722	3,913
Barlow Moor	5		4	6		2	10	2	2	444		5			1	2		2		2	456	168
Beswick	21	27	5	8	14	2	4	9	2	2,970	2	10	25	15	31	12	114	15	2	34	3,230	2,920
Books To Go	11	25	21	10	6	7	8	21	12	460			2	2	1	2	1	1		1	470	537
Brooklands	4	2	180	1	1	49	6	5	35	1,435		5		2	8	21	2	209	5	10	1,697	1,077
Burnage	4	1	2	13	14	5	6	51	2	1,325	1	4		2	2	82	5	9		10	1,440	1,381
Central Library	1,010	338	229	521	676	179	709	475	144	18,918	517	1196	902	728	3573	1620	1061	2402	289	3029	34,235	25,271
Chorlton	251	11	45	133	60	21	1,992	71	21	7,566	9	30	28	19	97	104	18	1499	14	180	9,564	8,633
Didsbury	63	7	195	370	87	35	65	307	21	6,154	6	7	11	11	35	487	22	81	1	136	6,951	5,578
Fallowfield	350		7	45	116	4	45	41	8	1,275	2	3	2	2	6	10		17	2	41	1,360	1,393
Forum	27	2	1,140	28	8	2,040	17	17	1,886	7,042	3	9	13	4	25	303	18	148	2	84	7,651	7,811
Gorton	34	7	2	17	16	5	9	11	8	3,157	4	6	8	7	23	53	103	20	2	24	3,407	3,214
Hulme High St	740	1	10	23	63	15	249	16	3	2,494	9	3	11	6	49	33	5	221	4	57	2,892	1,565
Longsight	249	18	24	75	601	14	67	88	16	8,537	14	17	30	24	65	226	64	88	10	101	9,176	9,252
Miles Platting	3	3	1	1						327		1	4	1	2		2			3	340	444
MS Powerhouse	859	2	2	12	39	7	46	7	1	1,269	1		2	1	7	2	4	30	1	7	1,324	1,376
New Moston	1	252	1				4			421		2	35	3	1		2	3		3	470	617
Newton Heath	11	319	3	6	2	2	6	2	5	2,427	1	4	120	17	10	3	21	8	4	9	2,624	2,194
North City	28	679	8	3	10	7	11	7	12	5,773	14	43	64	149	76	10	22	16	3	47	6,217	5,409
Northenden			225	3		8	2	2	5	312				2	3	2	1	14	1	3	338	331
Withington	212	7	122	1,719	201	38	85	1,199	34	6,075	7	14	17	15	41	135	13	103	7	304	6,731	5,525
Grand Total of Usages (includes multiple library users)	4,027	1,953	2,259	3,048	2,166	2,462	3,411	2,402	2,230	92,853	637	1,727	1,380	1,475	4,452	3,379	1,545	5,002	380	4,366	117,196	97,655
Total unique members living in ward (with matched postcodes)	3,002	1,403	1,769	2,269	1,620	2,266	2,661	1,728	2,049	72,789	576	1,522	1,225	1,243	4,030	2,768	1,377	4,137	341	3,876	93,884	
% of members using Central Library	34%	24%	13%	23%	42%	8%	27%	27%	7%	26%	90%	79%	74%	59%	89%	59%	77%	58%	85%	78%	36%	
ONS 2015 MYE Ward Population	21,088	15,250	14,948	15,146	14,510	17,068	15,416	14,057	13,866	530,292												
% of resident population	14%	9%	12%	15%	11%	13%	17%	12%	15%	14%												

Appendix 3 Widening Access Leisure data

Current patronage data for GLL Community Leisure Centres

This data is for members only as demographics of pay and play customers is not collected at this time

Below tables demonstrate regular data collection and analysis which has informed positive programming for groups with protected characteristics

Age Group	2016	2017
0 - 4 years	0.80%	0.90%
5 -10 years	3.90%	4.20%
11-15 years	2.50%	2.40%
16 - 44 years	68.80%	66.70%
45 - 59 years	16.00%	16.90%
60+	8.00%	8.90%

Ethnicity Type	2016	2017
Asian	18.20%	17.60%
Black	9.40%	9.20%
Mixed	9.80%	9.20%
Other	0.60%	0.50%
White	62.00%	63.60%

Gender	2016	2017
Female	40.80%	41.30%
Male	59.20%	58.70%

Disability Type	2016	2017
Health	0.20%	0.20%
Hearing	0.10%	0.10%
Learning	0.20%	0.10%
Multiple	0.40%	0.30%
No Disability	96.60%	96.10%
Not Specified	2.10%	2.50%
Physical	0.40%	0.50%
Visual	0.10%	0.10%