

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 4 January 2018

Subject: Delivering the Our Manchester Strategy

Report of: Executive Member for Schools, Culture and Leisure

Summary

This report provides an overview of work undertaken and progress towards the delivery of the Council's priorities as set out in the Our Manchester strategy for those areas within the portfolio of the Executive Member for Culture & Leisure.

Recommendations

The Committee is asked to note and comment on the report.

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1. Introduction

- 1.1 The Our Manchester Strategy was formally adopted by the Council in January 2016 and sets the ambitions for the city for the next ten years, to 2025, for Manchester to be:
- Thriving – creating great jobs and healthy businesses
 - Filled with talent – both home-grown talent and attracting the best in the world
 - Fair – with equal chances for all to unlock their potential
 - A great place to live – with lots of things to do
 - Buzzing with connections – including world-class transport and broadband
- 1.2 Executive Members are collectively and individually responsible for supporting the delivery of the Our Manchester Strategy and for providing political oversight and direction to officers for the better outcomes for Manchester residents. In October, the Executive also published its collective political priorities and those of individual Executive Members, all of which are aligned to the Our Manchester Strategy.
- 1.3 This report sets out how I, as the Executive Member for Culture and Leisure have sought to deliver these priorities over the past six months and is the first of twice yearly reports to this Committee, with reports being submitted to Scrutiny Committees at their May and November meetings from now on.

2. Executive Member for Culture & Leisure - Portfolio

As Executive Member for Culture & Leisure, my portfolio includes:

- Cultural Strategy
- Schools
- Events
- External Arts/Sports Bodies
- Galleries & Museums
- Indoor/Outdoor Leisure
- Libraries
- Markets and Hospitality & Traded Services
- Sport and Sport Development
- Youth Offer

The individual priorities for my portfolio are:

- Inclusive and Affordable for all Manchester residents with increased access to Culture and Leisure.
- Youth Trust, Youth Strategy and The Youth Offer
- Park Strategy and Libraries

3. Progress and Outcomes December 2016 – June 2017

Leisure, Sports & Events

- Over the past year, we have introduced MCRactive.com, a singular website and digital platform for sport and leisure,
- MCRactive Pay & Play card signing up 15,000+ users in less than 3 months.
- 1,000 Mobikes in collaboration with TfGM.
- Active10 Public Health England’s app to encourage adults to build more activity.
- 9th annual MCR Sports Awards with record attendance.
- Women Only gym to great acclaim at Belle Vue.
- City-wide Parks Strategy up to 2026.
- New Floodlit Courts & Clubhouse at Alexandra Park.
- 250+ new Volunteers delivering over 5270 hours.
- Reunited an Olympic Gold-Medal Quartet for the first time since 2004.
- Opened Sport & Physical Activity Consultation – receiving the most responses ever to any council-led resident conversation.
- Successful Leisure & Parks Takeover week and Q&A.
- Secured Naming Rights for the National Cycling Centre, the first of its kind across our portfolio.
- And I’ve personally embraced the ‘more active’ mantra through the “if we can...you can” series of challenges with my fellow Councillors and Lord Mayor.

A year on from being named one of the world’s Ultimate Sports Cities by Sport Business Magazine, 2017 did not disappoint for events in Manchester either.

We have welcomed:

- The UCI World Track Cycling Championships.
- The Great Manchester Run.
- AEGON Manchester Trophy Tennis.
- British National Taekwondo.
- PSA World Squash Championship.
- World Squash Doubles.
- Manchester International Athletics & Swim Meet.
- Netball Super league Grand Final.

To name a few. These events continue to build on the city’s global sporting profile, whilst bringing long-term social and economic benefits to Manchester and a platform for locally grown sporting stars of the future.

The on-going series of “if we can...you can” challenges has certainly stretched my ‘active’ comfort zone; swinging across the tree tops in Heaton Park, kicking-off women’s football on the Etihad Campus, opening the National Squash Championships with a best of 3, charity 11-a-side at Belle Vue, canoeing at Debdale Water Sports, completing the MCR 10K, cycling a car-

free city in the UK City ride, staying upright on Clayton Vale MTB trails, throwing myself into parkour at the Wythenshawe games, (gracefully) accepting defeat to 4 x 100m Olympic gold-medallists, competing in inaugural basketball tournament at National Performance Centre and braving the 5m ramp on the indoor BMX track at the National Cycling Centre.

I am excited for the positive strides we will take in 2018 to make Manchester more active for our local children and adults. Starting with a new Health & Fitness offer across all our gyms to help form new healthy habits, along with renewed efforts to increase our Pay & Play cardholders to further understand and respond to our communities' behaviour towards health and activity. I will continue to lead by example with a new series of "if we can...you can" challenges, starting with cycling the boards of our world-famous medal factory. If any Councillors would like to join me I am always looking for additional active converts.

Culture & Events

We continue to grow participation in all our cultural venues and activities across the City with record number of visits however there is still a considerable amount of work needed to engage underrepresented groups and localities within the City.

I am pleased to report that the majority of Cultural organisations in Manchester have signed up to the Cultural Ambition Strategy and work in delivering the strategy with key strands within that delegated to individual leads is progressing well.

The contribution and impact culture makes to our economy, jobs and health and wellbeing are considerable and over the last year we delivered:

- The most successful Manchester International Festival yet with an overall economic impact of £40.2million. Equally importantly 2017's festival saw an increase in Manchester resident uptake, volunteers and resident engagement through the MyFestival programme.
- New Director appointed for Manchester Art Gallery & The Whitworth
- New CEO for the National Football Museum
- Highly successful calendar of community events, including Manchester Day all of which saw an increase in visitor numbers, volunteers and active community participation.
- Designated as a UNESCO City of Literature.
- Voted best Christmas Market in the UK
- Launch of the "Bee in the City Trail" which will see 80 bee sculptures placed around Manchester creating a trail of exploration, discovery and education for families and visitors.

Youth Offer

Young Manchester have now officially launched and are in the process of commissioning. The aspiration that was envisaged for an organisation that

would take responsibility for commissioning the funds Manchester City Council invested in young people and use that to leverage in additional resources has already been realised by Young Manchester who have successfully secured match funding which means there is now double the Council's fund.

Since my last report we have delivered:

- Launch of Young Manchester
- Match funding for Young Manchester
- First ever Youth Buzz Awards ceremony recognising the contribution they make to our City
- Manchester host's Debate Mate which I participate in as a panel member.
- The British Council in partnership with Manchester City Council host a youth conference following the findings of their Youth consultation on Brexit. I also participated as a speaker and responded to questions.

However the youth offer for Manchester remains a challenge, we currently have a number of policies and strategies with little or no deliverable action plan. The service as it stand is disjointed. This view is shared by young people who have told us in various forums, conferences, consultations and through the Youth Council that they feel that we don't listen because despite telling us time and again what their needs and aspirations are we fail to act but continue to ask questions of them which they have answered.

In January 2017 I will convene the first Youth Strategy Board which will be responsible for developing a clear action plan that will enable us to deliver a youth offer that responds to the needs and aspirations of children and young people in Manchester.

Parks/Park Strategy

The Park strategy has now launched at an event on 2nd December. Work on implementing the strategy will commence immediately with bespoke park plans developed for the first batch of parks from the new year.

Libraries

It's been another busy period for our libraries which has seen:

- An increase in use in all our libraries
- The success of Read Manchester campaign
- Public library user satisfaction now over 93% the highest ever
- 2,917,370 visits to our libraries, a 4% increase from 2016
- Increase in social media followers & hits
- Used as an outlet for cultural performances

Libraries are increasingly becoming embedded as community hubs responding to residents needs delivering in addition to the core services a vast array of provision. Including becoming delivery vehicles for health, Culture, Arts and education.

Works have also started:

- Refurbishment of Withington Library
- High Street Library & Leisure Centre
- Investment to upgrade our ICT
- Self-service printing and RFID

Schools

Currently, 87.5% schools in the City are good or better and 83% children attend a good or better school. This is due to the primary sector where 93.8% Primary schools in the City are good or better compared to 54.2% secondary schools.

The challenge for me is to work with our director of education to identify why secondary schools are falling short of the standard required. We will be working closely with schools to develop an action plan that starts to put in place mechanisms that will support secondary schools.

The other challenge for Manchester is to continue to meet the growing demand for schools places. We have invested considerably over the last few years with a combination of new schools and expansions of existing schools to meet needs.

However that demand continues to grow and there are a number of new build schools which I will be working on in the coming months.