

**Manchester City Council  
Report for Information**

**Report to:** Communities and Equalities Scrutiny Committee – 21 June 2018  
**Subject:** Delivering the Our Manchester Strategy  
**Report of:** Executive Member for Schools, Culture and Leisure

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**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
- 14-19 Skills

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 June 2017- June 2018**

#### **Leisure, Sports & Events**

- New Sports & Physical Activity Strategy adopted by Council.
- MCrActive, the new delivery model for our strategy designed and agreed by Executive.
- New 10-year leisure contract operators to be announced mid-July.
- Following on from the success of MCRActive.com, a singular website and digital platform for sport and leisure, we have now secured capital funds to develop a bespoke platform which is compatible with our leisure operators and easy to use for customers.
- MCRActive Pay & Play card currently has over 75,000 users, considerably exceeding our target.
- Women-only-gym at Belle Vue's number of users has exceeded our expectations. Plans to roll out women-only-gyms in our other facilities to be explored.
- City-wide Parks Strategy progressing well with work on Individual Park plans being developed in a number of parks in partnership with friends groups and stakeholders.
- And my personal commitment to the 'more active' mantra through the "if we can...you can" series of challenges with my fellow Councillors, residents and partners continues.

Major Sports events build on the city's global sporting profile, whilst bringing long-term social and economic benefits to Manchester and provide a platform for home grown sporting stars of the future.

I am excited about the positive strides we will take in 2018 to make Manchester more active for our local children and adults. The new Health & Fitness offer is currently underway across all our gyms to forge new healthy habits.

The robust data provided through the increasing use of the MCRActive card is helping us to understand and respond to our communities' behaviour towards health and activity. I have attached a progress report from MCRActive which highlights the level of active and inactive residents in Manchester. This data will enable us to target bespoke schemes and resources to areas and demographics of underrepresented groups.

#### **Culture & Events**

The levels of participation in all our cultural venues and activities continues to increase across the City with record number of visits. However, we must strive harder to engage underrepresented groups and underused localities within the City.

I am pleased to report that work on the Cultural Ambition Strategy is progressing well with key sub-strands delegated to individual leads. I would like to bring a progress report to scrutiny at a later date during this development cycle.

The contribution and impact culture makes to our economy, jobs and health and

wellbeing is considerable. I am therefore pleased to announce we have launched the first ever “Manchester Culture” awards. Nominations opened on the 29<sup>th</sup> May and will close 22<sup>nd</sup> July.

### **Youth Offer**

Young Manchester effectively doubled the commissioning budget to over £4 million following their successful bid to Big Lottery. They have now completed the commissioning process to youth organisations. They have been able to encourage collaboration and provide provision in every ward in the City in this round of commissioning.

Manchester’s Youth Buzz Awards have become a hugely anticipated event following the success of last year’s awards. Nominations will open shortly. The award ceremony to be held in November.

As I reported in my last report, the Youth Offer remains a challenge and certainly one that I will focus my attention on this year.

The first Youth Strategy Board convened in February and attendees included all Council Departments delivering some form of youth provision. An exercise to map provision and the levels of youth participation is currently underway and I expect to see the report at the next board meeting. The findings will inform how we can work closer together to produce a cohesive youth offer.

### **Parks/Park Strategy**

We continue to deliver on our manifesto promise to nurture the green lungs of our City with new parks in the Lower Irk and Medlock Valleys. Capital investment secured for our existing parks will enable us to deliver on the Park Strategy.

### **Libraries**

It has 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.
- Increase in social media followers & hits.
- Libraries used as an outlet for cultural performances.

Libraries are increasingly developing into essential community hubs. They respond to the needs of residents and provide real added value to core services. Libraries are becoming delivery vehicles for health, Culture, Arts and education.

Read Manchester are working on the “Made in Manchester” Poem which will be a poem that celebrates our linguistic diversity and it will be written in collaboration with Manchester residents to incorporate over 100 languages.

Also, updates on existing projects:

- Refurbishment of Withington Library (Progressing)
- High Street Library & Leisure Centre (Progressing )
- Investment to upgrade our ICT (Progressing)
- Self-service printing and RFID (Implemented in some Libraries)

## **Schools**

Our framework for Curriculum for Life has been completed. It is our aim to pilot this in the next academic year. A launch event with schools and providers is being planned for July.

As reported previously, 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.

My priority is to work with the Director of Education to identify why secondary schools are falling short of the required standard. We will 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 in this over the last few years and as a consequence there has been a surplus in primary school places for the first time.

However, demand continues to grow for secondary places and SEND places. There are a number of new-build secondary schools in the pipeline. I will also be working with our schools to ensure we have adequate SEND places.