



Manchester City Council
Economy & Scrutiny Committee
9th November 2016
Manchester Town Hall

City Football Academy
Local benefit

Pete Bradshaw
Director of Infrastructure & Estates
City Football Group





2015 WINNER BEST CORPORATE SOCIAL RESPONSIBILITY SCHEME

Football Business Awards

Summary of achievement

- 70% Local Employment
- 86% Local Procurement
- 0% Landfill
- Comprehensive re-use and recycling programme
- 46% re-use in construction materials
- 143 apprenticeships – all with onward journeys (CFA & Stadium)
- 23,000 hours of training
- 8m litre rainwater harvesting reservoir
- LEED Gold achieved
- 2000 mature trees,
- 74 acres of grassland and
- 5km of hedgerow planted
- Wildlife corridor thriving
- Sustainable Energy initiative
- Local food miles expanded
- Best Place to Work winner
- Over 50,000 people engaged in (CITC) community outreach
- 60 local projects improved
- Improved use of technology, reduced travel CO2 footprint
- CR engaged in international territories
- Part of the UN approved Global Reporting Initiative (Gold)
- Staff volunteering reaches over 40,000 hours....





CFA Construction apprenticeships

Working with BAM Construct and with UCATT :

The Club realised 90 apprenticeships and over 14,000 hours of training in construction skills.

70% of all apprentices were drawn from the local community and every apprentice received a post-construction onward opportunity.



Thomas Dickson
Bam Apprentice

Courtesy Bam Construct



Bam
Apprentices



CFA brought about 90 permanent FTE roles

New roles have been created across the football club including:

- **Catering**
- **Reception**
- **Events Management**
- **Grounds Maintenance**
- **Facilities Management**
- **Facilities Maintenance**
- **Security**
- **Aquatics**
- **Coaching**
- **Match & Event day stewarding**

The Club committed to and achieved 70% local employment in all its roles and is providing training and skills development.



Tara Massey, Wythenshawe
Apprentice Groundsperson
MCFC



Lewis Torpey, Middleton
Skilled Maintenance Operative
MCFC



External review – Snapshots : the impact of building CFA

Review by New Economy for
Manchester City Council (2015)

**new
economy**

“The investment made by Manchester City Football Club and Manchester City Council in supporting developments on **the Etihad Campus has supported the creation of 225 net FTE jobs** in Greater Manchester.

“In total, **around 6,500 people (full and part-time) worked on the construction of the City Football Academy** Training Ground (CFATG), Connell Sixth Form College and East Manchester Leisure Centre – the latter two schemes being part of the Beswick Community Hub. Construction employment for local people was a key part of the build programme – **around 1,100 of the construction jobs at the CFATG site were filled by East Manchester residents**, for example.”

“On an annual basis, the net FTE (full time equivalent) **jobs created within the Etihad Campus are contributing around £8.9million to the Greater Manchester economy.**

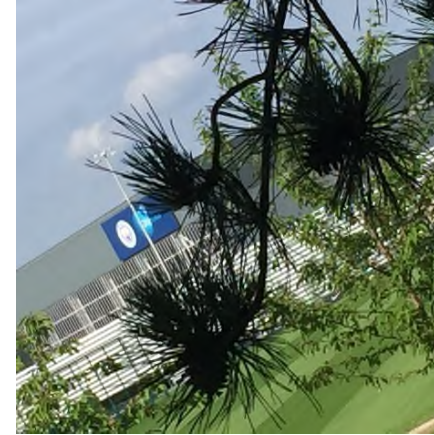
“Putting these figures into a longer-term perspective, over the next ten years the estimated value of **Gross Value Added** contributions as a result of the net FTE jobs is calculated to be **£73.7million in Greater Manchester.**

“Temporary Construction Jobs Development at the Etihad Campus has also generated a number of temporary jobs during the construction programme.

“In particular: **Construction of the CFA saw around 5,500 people work on the project during the 2.5 years it took to build** – in a mixture of full and part-time roles. Over **60% of the jobs were taken by people living in Greater Manchester.**”



City Football Academy has changed environments
and opportunities...



Manchester City ©



Wildlife is thriving at CFA



BIRDS AND BUTTERFLIES



BATS & BEES

MOTHS HEDGEHOG & FOXES



Initial belief that dormice are on site





Life in the long grass

In some parts and areas of the CFA landscape – typically just inside fence lines and around some tree clusters – there may be long grasses and wild flower – this is to ensure that the site hosts positive wildlife habitat for moths, crane flies, damsel flies, invertebrates and even damsel flies make their homes here too.

CFA is a site of activity in football and in wildlife – improving the environment not just locally, but also for the city and region.

The Club continues to look after and encourage all wildlife and keep a record of what is seen and where.



Manchester City ©



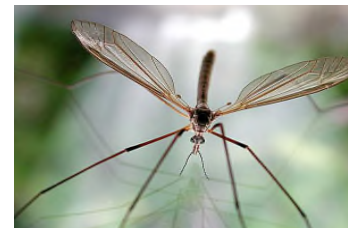
May Fly



Damsel Fly



Dragon Fly



Crane Fly



Various Invertebrates



Manchester City Women's Football Club (MCWFC)

City Football Academy is home to Manchester City Women's Football Club.

MCWFC plays its home games at the Academy Stadium and the team trains at CFA.

The success and enthusiasm of the team encourages women and girls into sport.



MCWFC 2016 - Manchester City ©



City in the Community Foundation

City in the Community (CITC) outreaches to some 40,000 people each year.

At CFA, CITC :

- **Realised new opportunity for local young people in football/sports coaching**
- **Disability soccer was able to access the facilities weekly**
- **Walking football was launched at CFA**
- **100 BTEC Students on site studying through CITC**
- **The ability to offer new, inclusive half-term coaching**

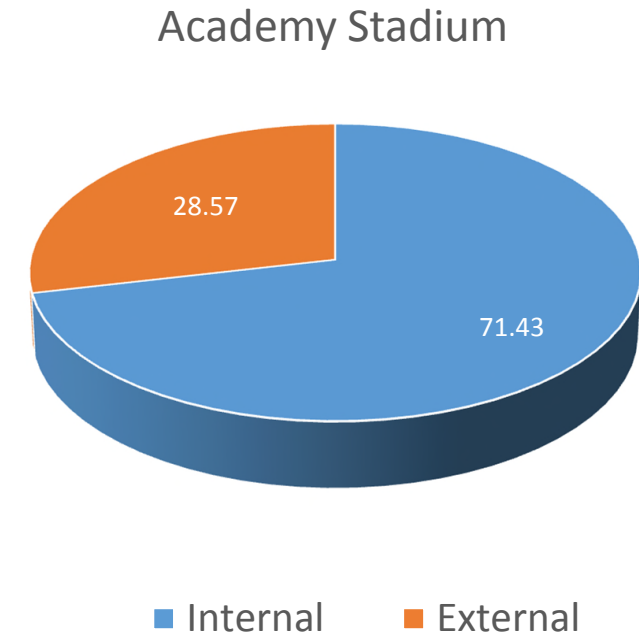
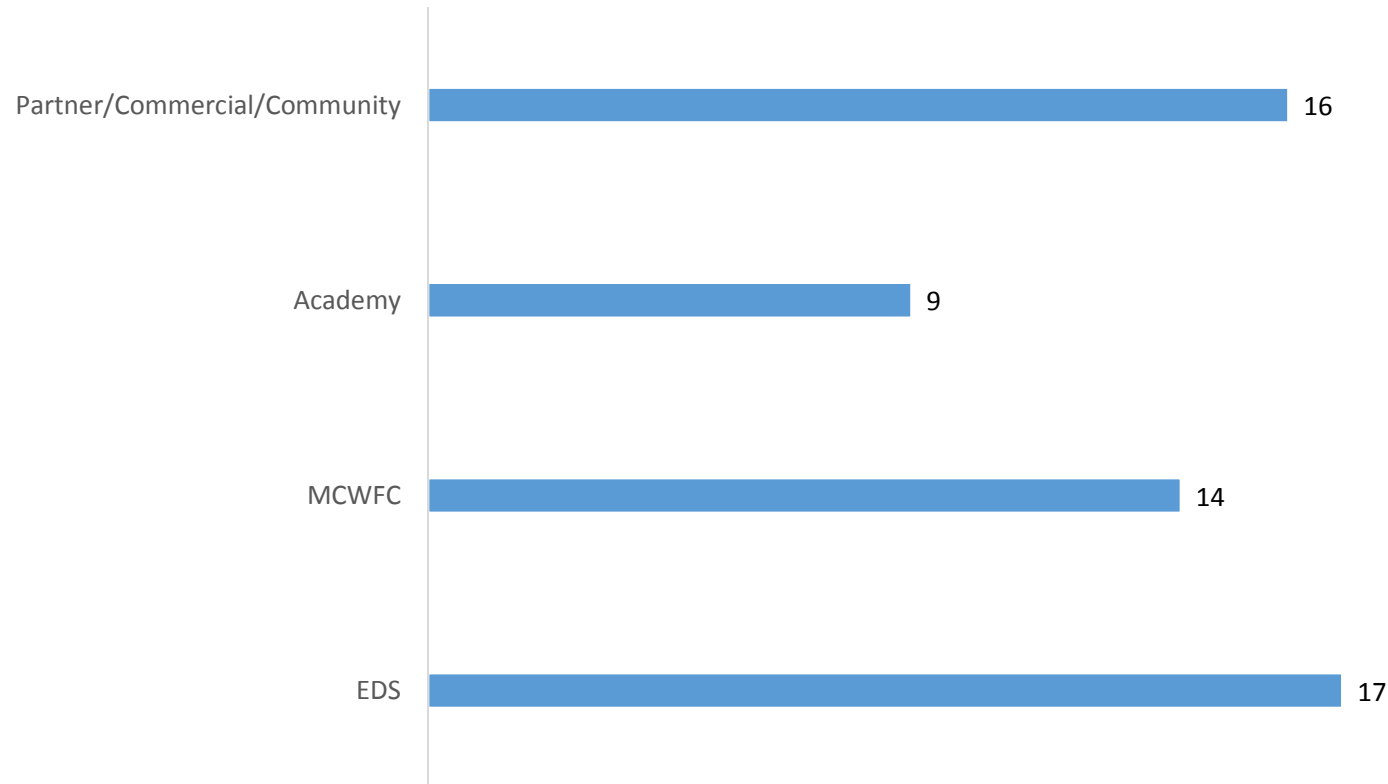


CITC Images 2016 : Manchester City ©



CFA Academy Stadium : Events – Overview of usage

Academy Stadium Games 2015/16 (Total 56)





City Football Academy 2016



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