



Manchester City Council

27th November 2019

A presentation on social value

Pete Bradshaw : Head of Sustainability, Manchester City Football Club



This is our city...

Manchester City's earliest origins lie in 1880, with a vicar and his family, who were already **supporting the community of Manchester**. Reverend Connell from St. Mark's Church in Gorton had harnessed the transformative social power of football to help to develop a healthier community identity.

The club brought people together to use football as a release from the pressures of industrial life.

Lads clubs were being started up to give young people a better start in life and to distract them from the rise in violent street fighting (scuttling) which had risen in industrialised Manchester.

By 1890 it was said that there were more youths being held in Strangeways prison for street fighting than for any other offence.

Sport, and especially football was promoted as an alternative form of competition.

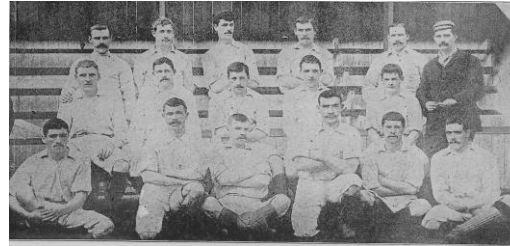


1894

Queen Victoria formally opened the Manchester Ship Canal to a city centre full of people and decorated with ribbons and flags and people lined the streets.

In a room just half a mile away **Joshua Parlbly** stood in front of the League Committee and made the best speech of his life.

He talked passionately about how Manchester needed a football club to unify the entire city, to bring everyone together and to be bigger and more ambitious than anything that had gone before. That same day, Manchester City Football Club, was accepted into the League.



New Football Club for Manchester.

1986

Manchester City became one of the six founder members of Football in the Community – now **City in the Community**, over 30 years later outreaches and creates opportunities for people across the city and Greater Manchester.



Social Impact, Investment and Values



The Club is building on its local social investment and realising social value:

- 74% local employment
- 86% local procurement
- 14,000 training hours
- 148 apprenticeships – new pathways – applied learning
- Positive environments
- Continuous review

74% apprentices

86%

£206m
Local public value over the next ten years

10 REDUCED INEQUALITIES

8 GOOD JOBS AND ECONOMIC GROWTH

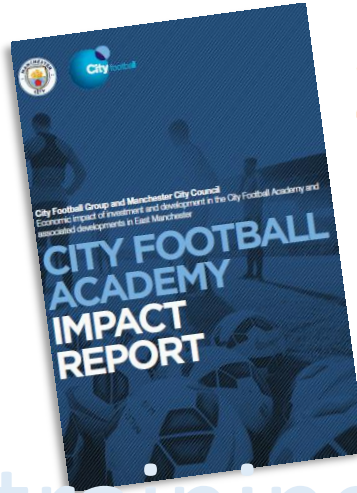
7 AFFORDABLE AND CLEAN ENERGY

2000+ mature trees, 5km of hedgerow, seven acres of wildflower and wild grass meadows

Community facilities supported including East Manchester Leisure Centre and the Connell College

Efficiency in energy and water

Sustainable Materials Sourcing



IMPACT

Local employment, training and procurement contributed to the local economy, health and wellbeing and to further regeneration

Community

MCFC's contribution to community facilities

190m
Span of new bridge between the Academy and the Etihad Stadium, the length of two football pitches

29 Hours
Time on CFA pitches each week allocated to local college, community and disability teams

5.5 Acres
On CFA site donated to community for Connell Sixth Form College and Beswick Community Hub (Leisure Centre and Swimming Pool)

£3m
Financial contribution to new community facilities

Regeneration

Environmental benefits

80 Acres
Of brownfield site remediated

2,000
New mature trees brought on site

46 Acres
Of managed grass, wildflower meadow and landscape

80%
Proportion of water needed to irrigate pitches provided by water tank under CFA

Economic benefits: Key CFA targets

70%
Proportion of the workforce drawn from Greater Manchester

80%
Proportion of project value spent in the North West

25%
Proportion of employees from East Manchester

10%
Proportion of people on site that were previously unemployed

Economic benefits: Further construction stats*

95
Apprentices and trainees working towards qualification

14,000
Hours of training for apprentices

34
Work experience placements

883
Contracts awarded to local companies

Following their completion, permanent jobs created at these new facilities include:

- 47** FTE jobs at the City Football Academy
- 24** FTE jobs at the East Manchester Leisure Centre
- 56** FTE jobs at the Connell Sixth Form College
- 24** FTE jobs at the Manchester Institute of Health and Performance (most of which are apprenticeships)

The development of the CFA has had a transformative impact on local environmental quality and biodiversity, including:

- 80 acres** of overhead land
- 46 acres** of managed grass, wildflower meadow and landscape
- 2,000** new mature trees



As independently reported by: **new economy**

City in the Community...

What has been achieved – 2018 - 19:

800,000

Hours of Community sessions delivered

6,600

Hours of volunteering and work experience placements

500+

Local young people gaining qualification through CITC

320+

Schools/Colleges worked in weekly

31,600

Community sessions delivered

35,000+

Unique participants engaged through CITC programmes

95%

CITC participants surveyed that said they've learnt something new

4,750

Hours of FREE football sessions delivered across the season

£3.1million Record amount raised



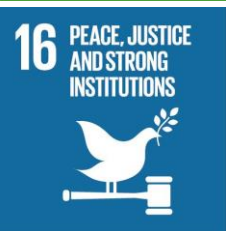
CITY IN THE COMMUNITY

Established 1986 – CITC uses football to:

**Create opportunities
Build futures
Touch lives in a unique way**

Three key themes

**HEALTH
EDUCATION
INCLUSION**





Top procurement sustainability priorities: (2019)

- Work with suppliers to ensure that not only are they sustainable but also this ethos runs throughout their supply chain.
- With new contracts coming live, ensure that sustainability is at the heart of the contracts and that we introduce robust SLA's and KPI's around this to ensure these are implemented and measured.
- Working as part of the sustainability team at Manchester City ensure that we set new benchmarks in sustainability and ensure that all suppliers we onboard are aware of this and will work to the same, if not higher, standards.

- **Ethical and sustainable**
- **KPI' and SLA's – measured and assured**
- **Setting and reviewing benchmarks**
- **Local engagement:**
supply, jobs, training, skills

The Club's procurement process also ensures best value throughout and a process that meets local, regional and EU directives





Environmental Impact

habitats

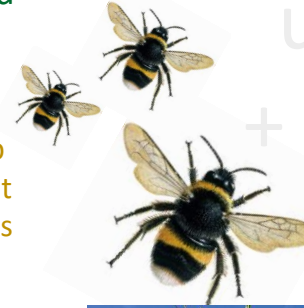


We changed all our stadium building and concourses lighting to LED saving some 1/2million kwh of electricity and around seven tonnes of CO2 every year

800,000 single use cups + removed



1000's of bees have made their home at CFA in the past few years... the Club Biodiversity team is now learning about honey bees and protecting bee habitats



...water voles, beetles, bats and birds have all found new habitats thanks to **our land management**



1/2million kwh saved



In the past year the Club has removed over 800,000 single use cups from match day, plastic cutlery, sachets and milk bottles –
- We are now working on PET, all packaging and materials provenance

With more than 7 acres of wildflower meadow and grass land; 44 acres of managed grass pitches and almost 3000 mature trees and 6km of hedgerow to our name – **we have created and protected** wildlife habitats that make our world



... and we're working for new travel and transport options...



City Football Group



“ It is our ambition to increase participation in football on and off the field, to find and develop the best footballing talent, and to deliver an exciting and forward playing game.

By achieving these ambitions – playing attractive football, engaging our community of passionate fans and adopting a uniquely global yet local approach – we are growing a sustainable and socially responsible organisation, consistent with what ‘City’ football has meant to people for over a century.

Each Club’s vision to use football for social good is delivered in part through City in the Community...”

City Football Group



Football Clubs:

- Manchester City Football Club
- New York City Football Club
- Melbourne City Football Club
- Yokohama Marinos Football Club
- Girona Football Club
- Club Atletico Torque
- Sichuan Jiuniu FC

Offices and services in:

- Abu Dhabi
- London
- Singapore
- Shanghai
- Shenzhen



Seven clubs
Twelve offices
Twenty+ countries

One Global Vision



City's sustainability embraces our *Social, Environmental & Economic* programme and planning.

It helps us achieve the best in efficiency and supports good, continuous operations, growth and development.

We seek to do this responsibly in all matters and ensure that we are agile, resilient, caring and engaging.



As part of our sustainability action plan, we have committed to the UN Sustainable Development Goals; To Manchester 2038; with external verification - and as such - a series of action groups have been established to drive our programme...





UN Sustainable Development Goals - and our actions

Manchester City has committed to the UN SDGs to promote best practice, to further social investment, engagement and value; to work towards inclusivity contributing actively for a fair world and safe planet.

Eight action groups will help drive the programme...



| | action group | | |
|----------|---|--|---|
| 1 | ENERGY AND UTILITIES | | Improved efficiency; New energy generation, shared local knowledge; supporting end to (local) energy poverty – the total management and use of our precious water needs |
| 2 | SUSTAINABLE MOBILITY | | Accessible, affordable, active transport options, people movement for health and wellbeing; responsible and responsive operational matters across the business |
| 3 | PEOPLE AND PLACE | | Engaging our fans, community, neighbourhood and workforce; understanding, measuring and mitigating our activity impacts – promoting inclusion and opportunity |
| 4 | BIODIVERSITY (& Food) | | Custodianship of our land and planet – natural and built landscapes, greens spaces and habitats – the management and protection of food sourcing/supply |
| 5 | SUSTAINABLE DEVELOPMENT | | Planning, designing, building and operating an estate that is wholly and fully sustainable, mitigates activity impact and represents the best in sustainable practice |
| 6 | WASTE, RESOURCES & MATERIALS | | To procure and manage all our materials, products, consumables and waste that is best in business practice and reflects the expectations of our widest community |
| 7 | SHARED LEARNING | | Create and manage a sustainability, climate change and an applied learning programme that fits our business needs and engages people at every level |
| 8 | ACCREDITATION & REVIEW | | Ensure that what we do works, is relevant, protects our interests and yet ensures that our sustainability actions are authentic and credible throughout |

The action groups coordinate through a Club sustainability forum



A sense of place...

BUILD ON THE CAMPUS' LEGACY... ..COMMUNITY:
PARTICIPATION, ENAGEMENT, HEALTH, LEARNING, PLACE, WORK...



ETIHAD
CAMPUS



ETIHAD
CAMPUS



CITY'S SUSTAINABLE DEVELOPMENT PLANNING ...
ENERGY, WATER, TRANSPORT, MATERIALS, FOOD, INNOVATION, WASTE...





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Corporate Social Responsibility



GOLD

