

APPENDIX 1: Build Back Fairer in Greater Manchester – Recommendations in full

Framework recommendations

1. Build Back Fairer for future generations	<p>Prioritise children and young people</p> <ul style="list-style-type: none"> Provide further support for early years settings in more deprived areas, including additional support for parents. Extend interventions to support young people's mental health and wellbeing at school and at work. Ambition for all young people, 18–25 years old, to be offered in-work training, employment or post-18 education. All policies assessed to consider impacts on health equity for future generations. Implement all recommendations and commitments in Greater Manchester's Young Person's Guarantee.
2. Build Back Fairer resources	<p>Rebalance spending towards prevention</p> <ul style="list-style-type: none"> Share expertise and evidence of prevention interventions across local authorities and public services, and continue to build capacity and partnerships. Double the budget for prevention in the total health care budget in Greater Manchester within five years and a system-wide prevention/health spending target for all of Greater Manchester to be developed by end of 2021, with incremental targeted increases over five years. Advocate for real terms percentage increase in the regional budget for public health.
	<p>Build Back Fairer opportunities for all</p> <ul style="list-style-type: none"> Ensure proportionate universal funding – increase funding in more deprived communities and particular areas of public services. Advocate for increases in local government funding and public service allocations and other regional shares of national budgets. Establish a Build Back Fairer Investment Fund in Greater Manchester to include contributions from businesses that support the Build Back Fairer agenda. Increase funding and support for training and apprenticeships in more deprived communities. Request that businesses invest in a regional Build Back Fairer Investment Fund or equivalent through social value approaches and corporate social responsibility.
3. Build Back Fairer standards	<p>Build Back Fairer commissioning</p> <ul style="list-style-type: none"> Extend social value commissioning to all public sector contracts and to businesses in Greater Manchester to enhance business contributions to Building Back Fairer.
	<p>Standards for healthy living</p> <ul style="list-style-type: none"> Identify the minimum income for healthy living in Greater Manchester and advocate for national resources to meet

	<p>this in public sector pay and support business to pay the minimum income for healthy living.</p> <ul style="list-style-type: none"> • Guarantee offer of universal access to quality services including existing public services and public health services and universal access to training, support and employment for young people. • Develop Greater Manchester minimum standards for quality of employment, environment and housing, and transport and clean air and advocate for enforcement powers and resources.
4. Build Back Fairer institutions	<p>Extend anchor institution approaches</p> <ul style="list-style-type: none"> • Implement Greater Manchester's social value framework and extend anchor institutions approaches to VCSE sector and businesses. • Extend the remit of anchor institutions to incorporate social value procurement and commissioning and contributions to the Build Back Fairer Investment Fund. <p>Scale up social value contracting and extend business role</p> <ul style="list-style-type: none"> • Health and social care act as leaders in social value commissioning and work in partnership across local authorities to develop local supply chain across Greater Manchester. • Embed widespread social value requirements in the Local Industrial Strategy and Good Employment Charter. • Add provision of apprenticeships for all ages to the social value framework. • Link Innovation Greater Manchester with social value framework.
5. Build Back Fairer monitoring and accountability	<p>Develop Build Back Fairer equity targets for Greater Manchester</p> <ul style="list-style-type: none"> • Based on the Marmot Beacon Indicators develop publicly accessible targets to monitor progress towards Building Back Fairer. • Report biannually on Marmot Beacon Indicators related to targets. • Invest in routine data collection to support monitoring of reductions in inequalities in wellbeing, opportunity and community cohesion within local authorities.
6. Build Back Fairer through greater local power and control	<p>Build Back Fairer devolution</p> <ul style="list-style-type: none"> • Advocate for increased local control of employment services, post-16 skills, labour market, social housing and early years policies and services. • Build on success of devolved services and advocate for further powers and resources to deliver local health and wellbeing needs. • Further involve communities in the design and delivery of interventions to support their health and wellbeing.

	<ul style="list-style-type: none"> • Enhance public visibility of the Build Back Fairer approach in Greater Manchester, including explicit commitments and offers to the public. • Develop publicly accessible data on equity in health, wellbeing and the social determinants of health.
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Themed recommendations

1. Communities and places	<ul style="list-style-type: none"> • Advocate for increased deprivation weighting in funding by level of area deprivation. • Advocate for a greater share of resources for regions and local authorities hit particularly hard by COVID-19 and containment measures, and based on remedying shortfalls in funding from the last 10 years. • Develop publicly accessible data on equity in health, wellbeing and the social determinants of health within local authorities and strengthen monitoring by ethnicity at the local level.
2. Housing, transport and the environment	<p>Improve the quality and affordability of housing</p> <ul style="list-style-type: none"> • Fully implement the Good Landlord Scheme. • Strengthen and enforce decent housing regulation and advocate for resources to enforce housing regulations. • All new housing to be built to net-zero emissions standards, with an increased proportion being either affordable or in the social housing sector. • Continue to reduce rough sleeping and hidden homelessness and extend action to reduce risks for homelessness.
	<p>Green spaces, air quality and quality high streets</p> <ul style="list-style-type: none"> • Fully implement clean air zones and monitor for inequalities in exposure. • Improve quality of existing green spaces and prioritise provision of new green spaces in areas of higher deprivation. • Adopt city-wide strategies that put health and sustainability at the centre of strategic planning. • Work with local communities to better include their local needs when reviving local high streets.
	<p>Transport and active transport</p> <ul style="list-style-type: none"> • Extend incentives to encourage people back to public transport. • Improve road safety by implementing 20mph speed limit in all residential streets and implement other road safety initiatives in deprived areas first.
3. Early years, children and young people	<p>Reduce inequalities in early years development</p> <ul style="list-style-type: none"> • Increase the quality and availability of parenting support programmes run through early years centres and schools. • The regional budget to meet the OECD average for the proportion of spending on the early years and increase funding per child for early years settings in more deprived areas. • Develop a new measure of school readiness for Greater Manchester.

	<ul style="list-style-type: none"> Ensure childcare workforce wages in public and private sector meet the Greater Manchester minimum income for healthy living. <p>Reduce inequalities in educational attainment</p> <ul style="list-style-type: none"> Increase catch-up tuition for more deprived students, beyond the UK Government programme, and give additional support to families with children with special educational needs and disabilities (SEND). Implement all recommendations and commitments in Greater Manchester's Young Person's Guarantee. <p>Prioritise and improve mental health and outcomes for young people</p> <ul style="list-style-type: none"> Prioritise improving the mental health of young people including through providing further mental health support/first aid training in all schools in Greater Manchester. Improve mental health treatment options for children and young people rapidly. Work with primary care and local charities to provide a whole-system and early response to improve mental and physical health and wellbeing in children aged 0–5 years through the hub-and-spoke model and to address the social determinants of health in local communities. Increase the provision of local youth services for young people, advocating for national resources. <p>Improve training and work prospects for young people</p> <ul style="list-style-type: none"> Extend offers of apprenticeships and training for young people linked to requirements for social value employers to participate. Achieve no NEETs in Greater Manchester by guaranteeing an employment or training offer for 18–25 year olds. Advocate to raise the minimum wage for apprentices. Increase mentoring opportunities (including in public services; the voluntary, community and social enterprise sector and business) and add provision of mentoring to the social value framework and Good Employment Charter.
4. Income, poverty and debt	<p>Reduce poverty</p> <ul style="list-style-type: none"> Establish a goal for everyone in full-time work to receive a wage that prevents household poverty. Develop a regional standard for minimum income for healthy living, to be used to establish the minimum wage for Greater Manchester. Support food aid providers and charities, and advocate for better national funding. Continue to advocate for additional £1,000 annual uplift to Universal Credit and explore other ways of providing this if it is cut. Extend eligibility for free school meals. Advocate for an end to the five-week wait for Universal Credit and extend cash grants for low-income households. <p>Reduce levels of harmful debt in Greater Manchester</p>

	<ul style="list-style-type: none"> • Increase financial management advice in schools and workplaces. • Further support community and voluntary sector provision of debt advice. • Work with Credit Unions to reduce the use of high interest loan businesses and further regulate loan agencies. • All local authorities in Greater Manchester to offer support for those who are in debt due to non-payment of council tax. <p>Monitoring for poverty and inequity</p> <ul style="list-style-type: none"> • Improve local data collection and collation of national and voluntary sector data to estimate inequalities in income and debt within local authorities.
5. Work and unemployment	<p>Improve the quality of work in Greater Manchester</p> <ul style="list-style-type: none"> • Fully implement the Greater Manchester Good Employment Charter and Local Industrial Strategy and monitor for inequalities, particularly the proportion of employers signing up to the Charter offering lower paid jobs. • Provide incentives via the Good Employment Charter to reduce precarious and insecure work. • Define and implement a Greater Manchester quality of work guarantee which extends commitments in the Good Employment Charter and is publicly available for each employer. • Lead discussions about a four-day work week. <p>Reduce unemployment and build skills</p> <ul style="list-style-type: none"> • Build on actions to increase local recruitment into all jobs and work with employers to improve retention rates. • Increase funding for adult education more in more deprived communities and link to job market demands. Offer training and support to older unemployed adults. • Incentivise the private sector to participate in training and skills development and link this to the social value framework.
6. Public health	<p>Reduce inequalities in vaccine uptake and in infection and mortality rates</p> <ul style="list-style-type: none"> • Advocate for local control over vaccination programmes, especially catch-up programmes, and focus vaccine rollout more on groups at higher risk and with lower vaccination rates. • Follow the principle of proportionate universalism and direct increased resources and supply to ensure the needs of the most deprived, diverse and more vaccine-hesitant communities are met. • Advocate for resources for adequate financial support and provide practical, clinical and wellbeing support for those who cannot work because of COVID-19 risk and those who have to self-isolate and ensure guarantees of return to employment. <p>Allocate public health resources proportionately, with a focus on the social determinants</p> <ul style="list-style-type: none"> • Advocate for real terms percentage increase in the regional budget for public health.

	<ul style="list-style-type: none"> • Strengthen the public health focus on the social determinants of health. • Public health to provide a key leadership role post-COVID-19 in plans to Build Back Fairer. • Continue to support Greater Manchester's integrated health and care system to be a true population health system, working in partnership with the 10 local authorities and the GMCA. • Develop equity targets for local authorities and the City Region, with clear lines of accountability to reflect priorities for reducing health inequalities and inequalities in the social determinants in the longer term.
	<p>Prioritise inequalities in mental health</p> <ul style="list-style-type: none"> • Increase mental health provision in workplaces. • Continue and expand existing programmes which focus on preventing mental health problems, and strengthen monitoring and evaluation for equity. • Work with planners to develop mentally healthy high streets and access to good quality green space within a 15–20 minute walk for all in Greater Manchester, including specific actions to reduce noise and air pollution, improve community safety and reduce anti-social behaviour.
	<p>Give prevention interventions time to succeed</p> <ul style="list-style-type: none"> • Invest for the long term, measure success over five and 10 years, and improve sharing of best practice between local authorities in Greater Manchester. • Identify and embed learning from the COVID-19 pandemic, including the value of place-based services and other 'bottom-up' approaches. • Place prevention and taking action on the social determinants at the centre of the integrated care system.