



MANCHESTER'S SPORT & PHYSICAL ACTIVITY STRATEGY 2019 > 2028

**UNDERPINNED BY ONE
OF THE MOST EXTENSIVE
PUBLIC CONSULTATION
EXERCISES THE CITY
HAS EVER UNDERTAKEN,
ENGAGING WITH
THOUSANDS OF
RESIDENTS, PARTNERS
AND MULTIPLE
STAKEHOLDERS,
OUR 10 YEAR SPORT
AND PHYSICAL ACTIVITY
STRATEGY IS THE
CULMINATION OF
THE OVERWHELMING
RESPONSES WE RECEIVED.**



IT IS A LONG-TERM VISION FOR MANCHESTER, BY MANCHESTER.

Sport and physical activity is already a part of our city's identity, and of the lifestyles of so many, but we must break the deep-seated resistance to activity by removing barriers, widening access and helping all Mancunians lead healthier lifestyles and move more.

Manchester is unique in terms of the breadth of its focus on sport and physical activity – but achieving a common narrative is difficult. The language of winning medals and reducing health inequalities are very different but both are equally important to the city.

We know that establishing a narrative, achieving our vision, changing behaviour, and delivering our strategy cannot be achieved alone.

EVERYONE HAS A ROLE TO PLAY.

Working with the whole sport and physical activity sector in a collaborative manner is the only way to achieve our ambitions and deliver against the following 7 interrelated themes.

We love our city and all the spaces, people and things that make it great. And, together with you, we want our city to be more active and even greater over the next decade...

Councillor Luthfur Rahman

Executive Member for Skills, Culture & Leisure



THEME 1: ENCOURAGE RESIDENTS WHO ARE CURRENTLY INACTIVE TO BECOME REGULARLY ACTIVE

SUPPORTING A DECREASE IN THE PERCENTAGE
OF PEOPLE PHYSICALLY INACTIVE, WITH A
PARTICULAR FOCUS ON UNDERREPRESENTED
GROUPS – DISABLED RESIDENTS, WOMEN AND
GIRLS AND OLDER PEOPLE

WE WILL:

- **CO-PRODUCE NEW COMMUNITY LED INITIATIVES** with resident led groups and embed sport and physical activity as part of a **PLACE BASED INTEGRATED SERVICES** approach in priority areas within the city (people on low incomes and inactive people)
- Place physical activity at the heart of health related initiatives such as **SOCIAL PRESCRIBING** approaches across the city, educating and supporting the benefits of moving 30 minutes per day
- Ensure the sport and physical activity offer available is diverse, inclusive, affordable, accessible, and is **TAILORED TOWARDS TACKLING THE MAIN BARRIERS OF PARTICIPATION** (e.g. lack of time, lack of money, availability and timing of sessions) particularly amongst under-represented groups



THEME 2: HELPING YOUNG PEOPLE ENJOY BEING ACTIVE, HEALTHY AND REACH THEIR POTENTIAL

SUPPORTING CHILDREN AND YOUNG PEOPLE TO HAVE THE BEST START IN LIFE (AGED 0-18), TO ENJOY TAKING PART IN SPORT AND PHYSICAL ACTIVITY AND SUPPORT THEIR ALL-ROUND WELLBEING, TO REDUCE CHILDHOOD OBESITY, AND TO HELP PROVIDE THE SKILLS THAT WILL HELP THEM TO REACH THEIR POTENTIAL IN LIFE THROUGH SPORT AND PHYSICAL ACTIVITY

WE WILL:

- Embed physical literacy into young people's lives (0-5's) through **PARENTAL EDUCATION**, through **EARLY YEARS SETTINGS**, and through **RAISING AWARENESS AND EDUCATION** for the Early Years workforce
- Tackle childhood obesity by helping all children in Manchester **ENJOY AN HOUR OF PHYSICAL ACTIVITY EVERY DAY** through a wide range of interventions, i.e. the Daily Mile
- **CREATE A CONNECTED AND VISIBLE CITY BASED TALENT SYSTEM** ensuring those young people with talent are supported to reach their full potential in sport, either as a participant, volunteer or coach

- OUR VISION -

TO ESTABLISH
MANCHESTER
IN THE TOP FLIGHT OF
WORLD-CLASS SPORT CITIES,
WITH ALL RESIDENTS
ACTIVE ACROSS THE
LIFE COURSE,
HELPING TO TRANSFORM THEIR
HEALTH AND WELL-BEING



THEME 3: SUSTAIN AND INCREASE ADULT PARTICIPATION IN SPORT AND PHYSICAL ACTIVITY

GROWING PARTICIPATION AMONGST
ADULTS AND ENSURING THAT THOSE
ALREADY PARTICIPATING IN SPORT
AND PHYSICAL ACTIVITY REMAIN
DOING SO

WE WILL:

- Support programmes and activities **WITH MASS APPEAL** (e.g. Great Manchester Run), work with open data, embrace technology, and different partners who can open new opportunities, in order to help sport and physical activity become a more integral part of everyday life
- Develop a new suite of **SPORTS SPECIFIC PLANS**, which help to grow and sustain high quality sports clubs and results in additional resources leveraged
- Encourage self-sufficient physical activity habits by working to increase the amount of family friendly sessions and local, free / low cost, regular, volunteer-led programmes and activities in local facilities such as parks and community venues
- **EDUCATE, SUPPORT AND REINFORCE** the benefits of moving (a minimum of) 30 minutes per day



THEME 4: THE HOME OF WORLD-CLASS SPORT THAT INSPIRES PEOPLE

ACTIVELY SUPPORTING HIGH PERFORMANCE
SPORTING SUCCESS IN THE CITY, ENSURING THE
MAXIMUM SPORTING, SOCIAL AND ECONOMIC
BENEFITS IN RETURN

WE WILL:

- Position the Etihad Campus as a **GLOBAL LEADING SPORTS AND INNOVATION ZONE** that becomes home to an increasing number of sports organisations resulting in a global sporting knowledge capital and economic driver for continued regeneration in East Manchester and the city more generally
- Position Manchester to be known as a **GLOBAL SPORTING HEADQUARTERS** through improving our world class facilities, continuing to host major sports events, becoming the home of more Governing Bodies / National Squads, supporting more performance sports clubs, and supporting world-class coaching, which connects and creates opportunities for residents, contributing to the continued economic growth of the city



THEME 5: CREATING GREAT PLACES TO BE ACTIVE

DEVELOPING MORE ACTIVE AND
SUSTAINABLE ENVIRONMENTS
AND COMMUNITIES

WE WILL:

- Continue to invest significant resources to develop and sustain a world-class **FACILITIES INFRASTRUCTURE** over the next 10 years as identified within the suite of facility strategies for indoor and outdoor facilities
- **WIDEN ACCESS** to and activate all of the existing **900+ SPORT AND LEISURE FACILITIES**, including local parks, community assets, local sport and leisure centres and **WORK TO OPEN UP MORE SCHOOL FACILITIES** beyond the school day. Including the use of faith centres, community centres, and GP surgeries and exploring the timing of sessions, whilst building on the success of the existing approach to community asset transfers



THEME 6: HOW WE COMMUNICATE AND ENGAGE WITH ALL RESIDENTS

PLACING RESIDENTS AT THE CENTRE OF EVERYTHING WE DO BY ENSURING WE GET THE RIGHT MESSAGE TO THE RIGHT PERSON IN THE RIGHT WAY TO MAKE IT EASY TO FIND OUT ABOUT OPPORTUNITIES, GIVING RESIDENTS AND LOCAL COUNCILLORS A LOCAL VOICE IN HOW LOCAL PROVISION IS PROVIDED AND DEVELOPED

WE WILL:

- Create **12 “LOCALITY ACTIVE NETWORKS”** encouraging collaboration amongst residents, members and partners to inform communication priorities and provide leadership and coordination to local provision. These networks will directly connect to ward coordination and to new governance arrangements for city-wide sport and physical activity in Manchester*
- Build a **SINGLE COMMUNICATIONS PLATFORM AND SINGLE USER ACCOUNT, ENABLING ONE CENTRAL DIGITAL ‘MARKETPLACE’** for accessing sport and physical activity information in Manchester, ensuring local residents can be communicated to in a seamless way and to link real-time participation opportunities to their individual interests

* The 12 locality active networks model will be aligned to the emerging administrative model for Health and Social Care, but importantly will work directly with ward coordination and neighbourhood teams

- OUR ENGAGEMENT -

- 2,266 responses as part of the **CITY'S LARGEST PUBLIC CONSULTATION EXERCISE**
- **80% AGREEING** with all seven themes, and five themes **ACHIEVING 90%+**
- Including residents from **EVERY WARD** across Manchester
- Biggest barriers: **LACK OF TIME (43%), LACK OF MONEY (23%) AND AVAILABILITY / TIMING OF SESSIONS (22%)**
- **2 OUT OF 3 RESPONDENTS** wanted to be more physically active - across all inactive and active respondents
- Provision needs to be **LOCAL, ACCESSIBLE AND EASY TO FIND**
- Most common request: more local, **REGULAR PARK BASED RUNNING AND WALKING ACTIVITIES**
- **MORE FAMILY BASED ACTIVITIES** would appeal to largest number of resident and groups
- **PROVISION TIMINGS AND WORKING HOURS ARE KEY BARRIERS TO** Muslim community participation
- **KNOWLEDGEABLE, WELL TRAINED STAFF** are essential to better understand groups with specific needs



THEME 7: A SKILLED, MOTIVATED AND VALUED WORKFORCE (EMPLOYEES AND VOLUNTEERS)

DEVELOPING A FIT FOR PURPOSE WORKFORCE FOR THE FUTURE, WITH THE SKILLS TO SUPPORT THE LEAST ACTIVE TO GET ACTIVE, TO GROW AND SUSTAIN PEOPLE'S INTEREST IN SPORT, AND TO SUPPORT ELITE SUCCESS, PROVIDING EMPLOYABILITY SKILLS, CREATING JOBS AND OTHER INDIVIDUAL BENEFITS TO THOSE ENGAGED

WE WILL:

- Develop a coordinated city-wide **TRAINING HUB** which provides Continual Personal Development resources and training to help upskill the sector workforce. The hub will co-ordinate new apprenticeship opportunities, a programme of peer mentoring, work closely with the student sector to link training and work opportunities and create a new coaching framework for Manchester
- Grow the volunteer base by working closely with and to the strengths of residents, utilising platforms such as MCR VIP to **IDENTIFY, RECRUIT, TRAIN AND DEPLOY MORE VOLUNTEERS** in sport and physical activity opportunities



TOGETHER WE CAN ACHIEVE AN EXCITING
VISION AND SHAPE THE ROLE WE WANT
SPORT AND PHYSICAL ACTIVITY TO PLAY IN
MANCHESTER'S FUTURE AND ALL OUR LIVES.

THANK-YOU FOR YOUR TIME,
PASSION AND COMMITMENT.

FOR MORE INFORMATION ON
MANCHESTER'S SPORT AND PHYSICAL ACTIVITY STRATEGY:

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