

## **Manchester City Council Report for Information**

**Report to:** Health Scrutiny Committee - 9 October 2024

**Subject:** Making Manchester Fairer

**Report of:** Director of Public Health

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### **Summary**

This report provides an overview of progress made from October 2023 to October 2024 on the Making Manchester Fairer (MMF) Action Plan. During this period the programme has made significant progress, including:

- Establishing a Making Manchester Fairer Community Forum to strengthen the contribution of local people with lived experience to the programme governance.
- Developing an Anti-Poverty Toolkit and sharing with all schools as a way to support and minimise the impacts on families through the additional cost of the school day.
- Commissioning of co-located advice to be delivered in schools as so that services are taken to where people are.
- Developing and implementing a Work and Health Kickstarter focused on North Manchester; patients of Manchester Foundation Trust (MFT) with Musculo-Skeletal conditions (MSK) identified as needing employability support are referred for assessment by the Growth Company before being referred onto one of several employability programmes.
- Developing an approach for Manchester City Council to formally adopt the Socio-Economic Duty and integrate it into its policy development and decision-making processes, demonstrating the council's commitment to social justice and contributing to a more equitable city.
- Delivery of a comprehensive and immersive education programme on Race and Health Equity. This programme, which had 75 participants from partners across the council, health and housing partners, will enable our workforce to be better informed, equipped and confident to implement the right solutions that will improve outcomes for communities impacted by racial inequality.

### **Recommendations**

The Committee is recommended to:

- Consider and comment on the progress made in delivering the Making Manchester Fairer Action Plan, including the work that is taking place across partner organisations to integrate the Making Manchester Fairer approach and principles system-wide.
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**Wards Affected:**  
(All Wards)

<p><b>Environmental Impact Assessment</b> - the impact of the issues addressed in this report on achieving the zero-carbon target for the city</p>	<p>One of the eight themes of Making Manchester Fairer is: “Improving our surroundings, the environment where we live, transport and tackling climate change”. Work is detailed in the body of the report, but in summary the theme is being progressed through a number of initiatives, including but not limited to, In Our Nature community-led projects and actions to allow better understanding, mitigation and adaptation to the effects of climate change, including an Extreme Heat Plan.</p>
<p><b>Equality, Diversity and Inclusion</b> - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments</p>	<p>The underlying principle of Making Manchester Fairer is equality, diversity and inclusion. As Manchester City Council’s five-year action plan to address health inequalities in the city, the programme focuses on improving the social determinants of health to reduce unfair inequalities for those with protected characteristics and goes wider than the Equalities Act by also looking at socio-economic inequalities. How the programme addresses this is detailed in the body of the report.</p>

Manchester Strategy outcomes	Summary of how this report aligns to the Our Manchester Strategy/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	<p>There is a recognition that COVID-19 had a disproportionate impact on certain communities in our city. In delivering Making Manchester Fairer we will address the health inequalities that have been exacerbated by the pandemic and the cost of living crisis.</p> <p>The report sets out how we will build on the strengths of Manchester as a city and the amount of work that is already taking place to improve lives for residents, reflecting the Our Manchester Strategy outcomes:</p> <ul style="list-style-type: none"> <li>• A progressive and equitable city: We will strive to create a truly equal and inclusive city, where everyone can thrive at all stages of their life, and quickly and easily reach support to get back on track when needed.</li> <li>• A highly skilled city: world class and home grown talent sustaining the city's economic success.</li> <li>• A liveable and low carbon city: a destination of choice to live, visit, work.</li> </ul>
A highly skilled city: world class and home grown talent sustaining the city's economic success	
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	
A liveable and low carbon city: a destination of choice to live, visit, work	
A connected city: world class infrastructure and connectivity to drive growth	

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

### Financial Consequences – Revenue

N/A

### Financial Consequences – Capital

N/A

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**Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to four years after the date of the meeting. If you would like a copy, please contact one of the contact officers above.

Making Manchester Fairer, Tackling Health Inequalities in Manchester 2022-2027 – Health Scrutiny Committee, 12 October 2022.

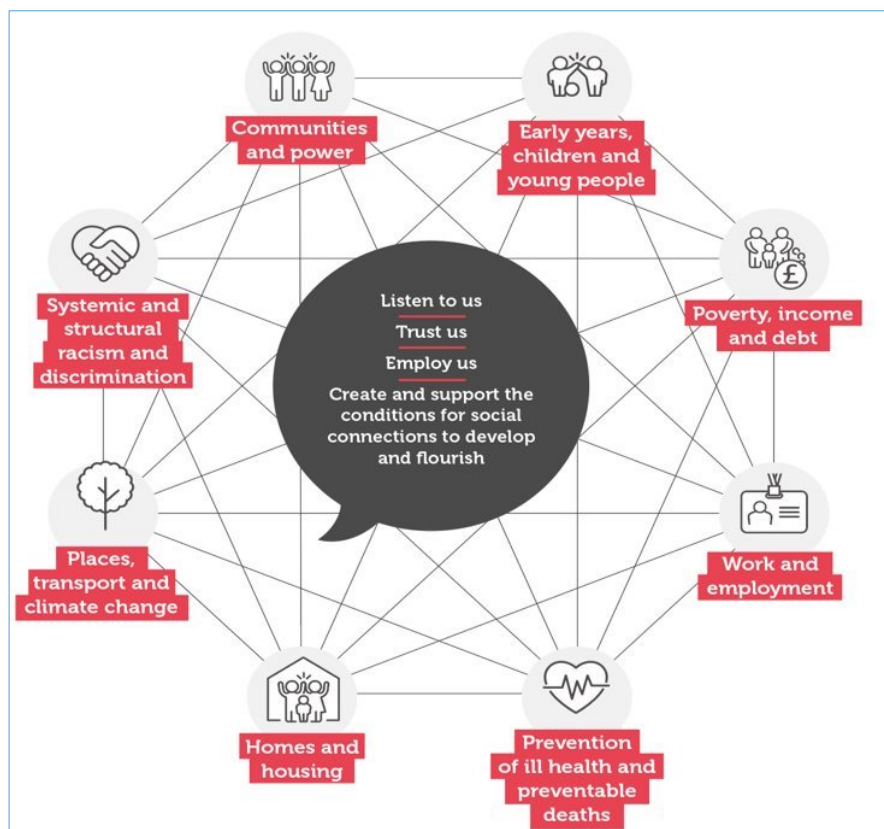
Making Manchester Fairer - The Anti-Poverty Strategy 2023-2028 – Economy Scrutiny Committee, 18 January 2023.

Manchester Housing Strategy (2022-2032) – Annual Monitoring Report – Economy and Regeneration Scrutiny Committee, 18 July 2023.

Making Manchester Fairer, Tackling Health Inequalities in Manchester 2022-2027 – Health Scrutiny Committee, 5 October 2023.

## 1.0 Introduction and background

- 1.1 This report provides an overview of progress made from October 2023 to October 2024 on the Making Manchester Fairer Action Plan.
- 1.2 Making Manchester Fairer (MMF) is Manchester City Council's five-year action plan with a longer-term ambition to address health inequalities in the city, focusing on the social determinants of health.
- 1.3 In the wake of the COVID-19 pandemic and the cost-of-living crisis, the need to tackle inequalities in the city continues to be a corporate and political priority.
- 1.4 The delivery of Making Manchester Fairer can be summarised by its eight themes and four ways of involving communities (shown in Figure 1), as well as the six principles that underpin the way the programme will be delivered.



*Figure 1: Making Manchester Fairer themes and ways of involving communities.*

- 1.5 The following principles underpin the actions in the plan to ensure that it adds value to the work already taking place:
  - Focus on what we need to do to achieve equity
  - Collaboration and creativity with a whole system approach
  - Tailored to meet the needs of Manchester
  - Monitoring to assure that we are Making Manchester Fairer

- Responding to and learning from the impacts of COVID-19
- Take a life course approach with action on health inequalities starting before birth and right through to focus on ageing and specific needs of older people

1.6 The programme is overseen by the MMF Programme Board to provide strategic direction, hold delivery partners to account and to ensure activity is in line with the programme's principles, aims and objectives. A task force of leaders from across the system drive delivery of actions in each of the themes to review progress, share updates, work collectively on challenges and feedback on proposals. The programme team is responsible for the operational delivery of the plan, monitoring progress and collaborating on shared challenges and goals. The cross-directorate nature of the team has been a critical success factor for the programme.

1.7 The programme is ultimately accountable to Manchester's Health and Wellbeing Board and provides regular reports which focus on specific areas of the programme. Between October 2023 and October 2024, areas of focus have included:

- Deep dives and delivery updates on themes; Communities and Power, Tackling Systemic Racism and Discrimination and Places, Transport and Climate Change
- Updates on the delivery of the Kickstarter schemes.

## 2.0 Where are we now?

2.1 The Making Manchester Fairer annual 'temperature check' has been updated (September 2024) and the full report can be seen in Appendix 1. The indicators which make up the 'temperature check' are based on the Marmot Beacon indicators but have been developed as a more focused, locally-informed set of measures which reflect where progress is expected to be made. Data that supports these indicators has been gathered to identify current performance and trends, and to identify where further development might be needed to meet the ambition to report gaps in outcomes between groups alongside overall performance.

2.2 Figure 3 provides a high-level visual summary of the annual temperature check relating to children, families and homes. Accessible text from the figure is captured below:

- Children eligible for Free School Meals (52.2%) are less likely to be **school ready** than those not eligible for Free School Meals (61.9%). School readiness in the city overall is significantly lower than England (53.1% versus 65.2%) and is worse in more deprived areas.
- The **income gap** between Manchester residents and the workforce was £4,688 in 2023. This has decreased from 2022 (£4,964) but is the highest in Greater Manchester and the Core Cities (Belfast, Birmingham, Bristol,

Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield).

- The percentage of **young people not in education, employment or training (NEET)** increased from 4.3% in July 2023 to 5.3% in July 2024 and is higher in more deprived areas.
- 48,555 children in Manchester lived in **relative poverty** (below 60% median income) in 2022. This increased from 44,870 in 2021.
- The **pupil persistent absence rate** in Manchester is 22.5%, 1.7% lower than the England rate.
- 2,781 households in Manchester were in **temporary accommodation** in July 2024. There has been a 12.9% reduction in households in temporary accommodation since the peak in December 2022. This contrasts to national data which shows an increasing trend.
- 16% of jobs paid less than the **Real Living Wage** in 2022. There were 316 Real Living Wage employers in Manchester in August 2024 compared to 277 in August 2023.
- 4.6% of residents aged 16-64 have **no qualifications**. This is a reduction from 9.6% in 2022.

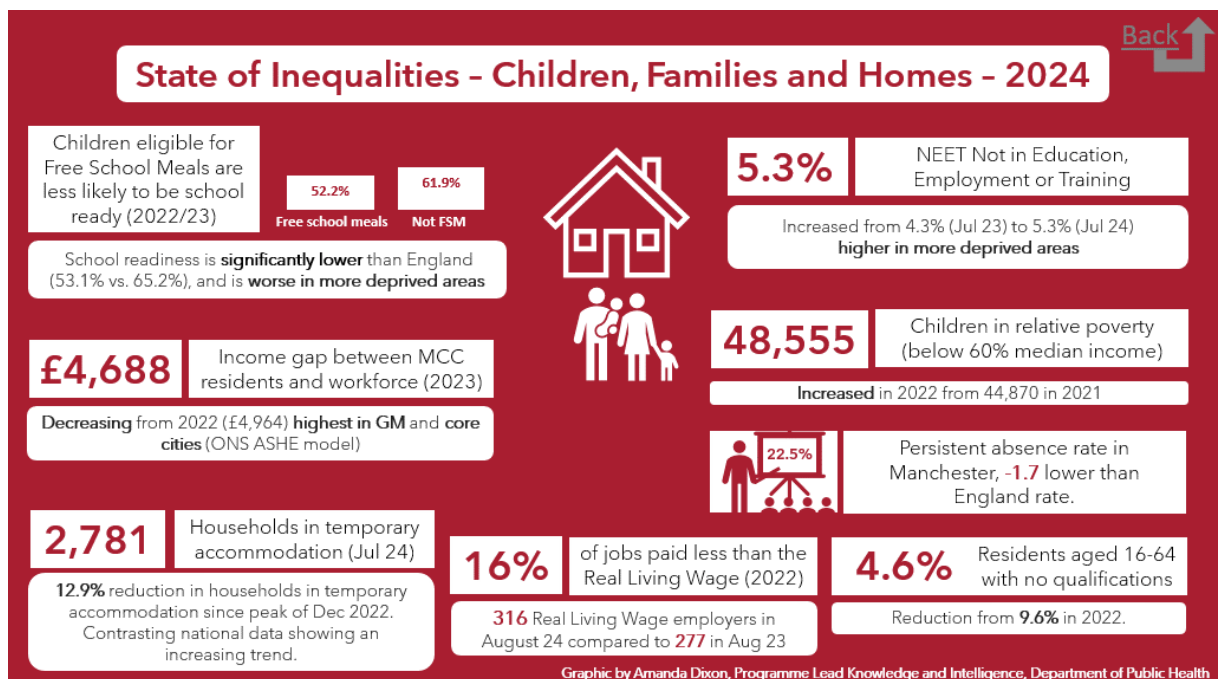


Figure 3: Summary of annual temperature check for children, families and homes

2.3 Figure 4 provides a high-level visual summary of the annual temperature check related to places, communities and services. Accessible text from the figure is captured below:

- 22.7% of patients registered with a Manchester GP have **no ethnicity information recorded**.
- There are nine live **selective licensing schemes** as of August 2024, covering around 2,000 private rental homes.
- 603 **affordable homes** were completed in 2023/24) out of a target of 10,000 over 10 years.
- There were 344 excess deaths during **five heat episodes** in Manchester in 2022.
- 86% of **residents feel safe** in their local area, which is the same as the Greater Manchester average.
- There were four nitrogen dioxide (NO<sub>2</sub>) **air quality breaches** at the Oxford Road site in 2023 (compared with two in 2022).
- 76% of **trips into the city centre** in the morning peak were without a car, with 2.1% being by bicycle.
- The estimated mortality attributable to **air pollution** was 5.9% in 2021.
- There was a 10.2% gap to the target uptake of **MMR vaccine** (one dose by age two) in 2022/23.
- **Screening uptake** was significantly lower than England in 2023, with the gap increasing. For breast screening the gap was -15.8%, for cervical screening (for ages 25-49) it was -10.4% and for cervical screening (for ages 50-64) it was -7.3%.



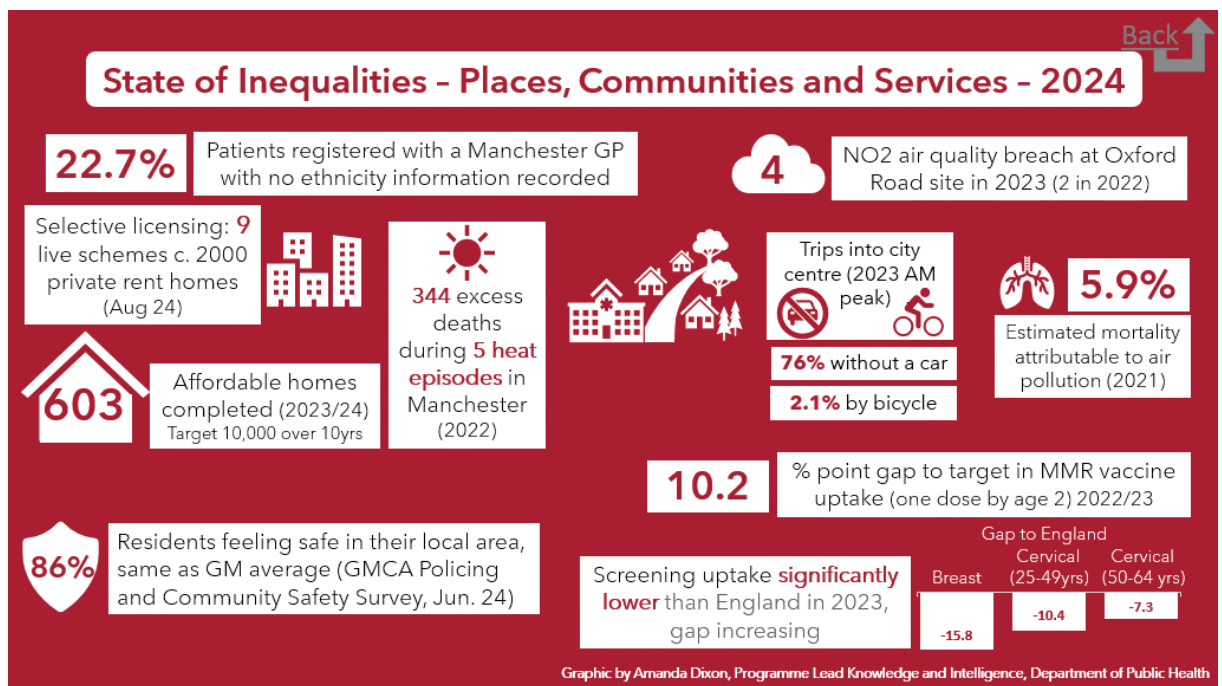


Figure 4: Summary of annual temperature check for places, communities and services

### 3.0 Progress on Mainstreaming Health Equity

3.1 The overall ambition for Making Manchester Fairer will only be realised through “mainstreaming” the principles and approaches to achieving health equity across the agencies, organisations and sectors that contribute to population health. As part of the evolving evaluation of the programme, demonstrative examples of how this is working in practice are being collated. Some examples are described below.

#### ***Driving Proportionate Universalism across local system partners***

3.2 Resourcing and delivering universal services at a scale and intensity proportionate to the level of need (Proportionate Universalism) is a key principle of the Making Manchester Fairer Action Plan. In the past year, proportionate universalism has been gaining traction as the expected approach to allocation of resources and targeting of work programmes. These include

- Manchester Locality Integrated Care Board (GMICB) applied MMF principles to the allocation of resources to Primary Care Networks specifically to avoid widening existing inequalities in the delivery of the National Diabetes Prevention Programme within General Practice.
- Education Services overlaid inequalities data with routinely collected data in the design of children’s kickstarter to determine the schools selected for the scheme
- Targeted investment to increase immunisation coverage for Measles, Mumps and Rubella (MMR) has been allocated via MMF principles, working in partnership with Manchester Local Care Organisation and Primary Care Networks

### ***Measuring Health Inequalities Toolkit (local and national research practice)***

- 3.3 The [Manchester Measuring Inequalities Toolkit](#) is a free-to-access, interactive, online, training package that covers the most common methods for measuring health inequalities. Designed to improve development and monitoring of interventions to address inequalities, the Toolkit was co-produced with analysts and other potential users to ensure that it was user-friendly and widely relevant.
- 3.4 The Toolkit was launched at a webinar hosted by the Health Equity Network (HEN) on 15 July 2024 attended by over 150 people nationally, including academics, students and NHS and local authority staff. The work was subsequently presented at the International Festival of Public Health at the University of Manchester and the national Health and Care Analytics (HACA) conference 2024. Feedback to date has been overwhelmingly positive.
- 3.5 The Toolkit has potential to widen awareness and practice that focuses on health equity in Manchester and beyond. The Toolkit is a 'living' resource that adapts in response to user needs and opinions. Users are directed to an online feedback survey on completion of the Toolkit with an option to participate in a follow-up survey in six months. This will help us to refine the training and further gauge the long-term reach and benefits of the training.

### ***Inclusive recruitment***

- 3.6 Two rounds of recruitment to our Programme Board were carried out to ensure that it reflected the diverse population of Manchester. Learning from this process was captured during a "lessons learned" session, where those involved reflected on the process and gained feedback from other staff members.
- 3.7 The second round of Programme Board recruitment was more targeted and transparent around the desired outcomes of the recruitment process than the first and focused specifically on attracting applicants from South Asian communities in Manchester, who were under-represented in applications to round one. Applicants were also invited to have an informal chat with the Making Manchester Programme Team. Applicants were able to talk more about their lived experience and motivation for applying to the role, and the panel were able to identify any potential conflicts of interest in applying for the post.
- 3.8 The learning from this process will be formalised and disseminated across Manchester City Council in order to make it easier for people from under-represented communities to apply for roles. This will support health equity. More equal representation within our staffing structures would not only model equitable practice, it will also help to ensure that our services are developed with relevant insight, in ways that are appropriate for all Manchester communities. Key to this process is encouraging an in-depth consideration of who needs to be represented in the recruitment process and advertising of a

new role. Deciding on the desired outcomes and potential barriers to achieving them prior to advertising a new role is an important starting point.

#### **4.0 Making Manchester Fairer Kickstarter Schemes**

4.1 Making Manchester Fairer is a broad and ambitious plan that has taken time to become established. In recognition of that, specific schemes were identified to 'kickstart' delivery of the plan, with a focus on improving health equity and exemplifying the Making Manchester Fairer principles. These are:

- Children and young people (Early Years and Foundation Stage)
- Children and young people (Young People's Mental Health)
- Early Help for Adults experiencing multiple and complex disadvantage
- Work and Health: integrating employment, health and wellbeing services

4.2 The purpose, approach and emerging learning and impacts of the Kickstarters is described below.

##### **4.2.1 Children and Young People Kickstarter (Early Years and Foundation Stage)**

**Purpose:** Addressing the attainment gap in children achieving 'Good Level of Development' (GLD) at the end of Early Years Foundation Stage between Manchester and Greater Manchester (GM), North West and England. Inequality in achievement of GLD is greatest in more deprived areas and where English is a second language.

**Approach:** Inequalities data was layered against routinely collected data by the Council's education department to develop a three-tiered approach (Intensive, Targeted and Universal support) to supporting primary schools where pupils' Good Levels of Development appeared to be most affected by the COVID-19 pandemic.

##### ***Intensive support (implemented from April 2023)***

- 10 schools (GLD under 34%);

Multi-agency taskforce focused on identified and emerging needs, offering bespoke school and family support; educational psychology; speech, language and communication support (SaLT); social and emotional regulation; early years outreach workers, and practical support including finance, housing, digital inclusion.

##### ***Targeted support (online launch July 2023)***

- 42 schools (GLD under 50%)
- Direct advice and support

##### ***Universal support***

- Access to drop-ins, training, advice and events provided by Speech and Language Therapy and Educational Psychology
- Early Years outreach workers
- Summer transition read

**Emerging Impacts:** Early evaluation indicates that the Children's kickstarter has had a **significant impact** on children aged 7 and under supported by the scheme.

- The ratio of children progressing against their baseline in reading who are within /outside the scheme is **4:2**
- The ratio of children progressing against their baseline in writing who are within /outside the scheme is **3:1**
- 25 children showing improvement within Social, Emotional and Mental Health (SEMH) Assessments (10 children moving from high to moderate needs, 3 from high to no needs, 2 from moderate to no needs)
- 31 children where staff noted improvement in social and emotional regulation, including regulation, attention and listening, boundaries and expectations, relationships, confidence and expression, relationships, co-operation, happiness.
- **100 children/families supported** by Early Years outreach services with
  - *Parenting/school readiness.* Playing & reading with child, confidence in addressing behaviour, accessing health visitor support for weaning/toileting
  - *Cost of living.* Food/nutrition, debt and housing support
  - *Child/school interface.* Improved punctuality and attendance, SEND advice and support, oral health and dental registration, audiology for hearing support.
  - *Parent support.* Improved parental confidence, self-reliance and empowerment. Improved communication between school and parent, accessing mental health services, managing household tasks, take up of smoking cessation support, registration with Sure Start and library services.

Full year data is now being analysed and a report will be available later this year.

**Next Steps:** Responding to learning and needs identified in Year One, the scheme will focus on **earlier intervention with support to be offered to 44 Primary schools and 40 Private, Voluntary and Independent settings.** There will be an increased focus on Speech Language and Communication Needs and Social, Emotional Mental Health needs, and an increase in joint working with VCSE groups and organisations. All schools will continue to access the universal SLCN offer.

#### **4.2.2 Children and Young People Kickstarter (Young People's Mental Health)**

**Purpose:** Reduce the inequality/gap between the general young people population and young people who are at increased risk of experiencing poor mental or emotional health and wellbeing because of their socioeconomic or family circumstances, and other lived experiences. Over 50% of mental health problems are established by the age of 14, and 75% by age 24. There are significant waiting times for access to all mental health support services in the city.

**Approach:** There are two components to the kickstarter. The first element is delivery of **targeted mental health support** for young people aged 13-25 by a VCSE provider (42<sup>nd</sup> Street) which has high levels of trust amongst young people. This commenced in November 2023, focused on particular communities of identity

- Those most impacted by poverty
- Those from racially minoritised communities
- Those who are LGBTQ+
- Care-experienced children and young people

Delivery in numbers (to September 2024)	
<p><b>409</b> children and young people have been assessed, allocated to Kickstarter-specific wait lists, and offered 'holding' interventions/support while waiting.</p>	<ul style="list-style-type: none"> <li>▪ 100% from at least one targeted community of identity, with 41% being from two or more communities of identity.</li> <li>▪ 62% living in poverty or impacted by the cost of living crisis.</li> <li>▪ 50% are from racially minoritised population groups.</li> <li>▪ 43% identify as LGBTQ+.</li> </ul>
<p><b>156</b> children and young people have commenced their chosen modality of support <b>77</b> have completed their support</p>	<ul style="list-style-type: none"> <li>▪ 29% had self-harmed.</li> <li>▪ 47% had had suicidal ideation.</li> <li>▪ 20% had thought of acting on this.</li> <li>▪ 18% had previously attempted suicide.</li> </ul>

The second element is a programme of **bespoke, multi-component training targeted at practitioners and managers within the VCSE sector working** with children and young people which commenced in June 2024. The objective is to increase skills, capacity and infrastructure in the VCSE sector to indirectly support a larger number of young people with their mental health and wellbeing over a longer period, thereby reducing the impact of mental ill-health.

42nd Street recruited three Young Training Practitioners to co-produce and deliver the training alongside existing training practitioners. Each of them has relevant lived experience in relation to the targeted cohorts, were brought up in Manchester and have experienced first-hand the geographical, cultural and identity-based issues that the Kickstarter is seeking to address

***Emerging learning and impacts (targeted mental health support):***

- **Identity-based work is improving recovery rates.** When a young person works with a worker they identify with, the recovery rates are proving to be much higher. For example, usually young Black males have a recovery rate of approximately 55% but with a Black male worker it rises to approximately 75%. With an LGBTQ+ young person and an LGBTQ+ worker, the recovery rates are around 9% higher than the normal rate.
- Young people identified for Kickstarter support are bringing **greater complexity** than those receiving general support from 42nd Street (this is despite many not having a formal diagnosis). All of those identified for Kickstarter support meet the clinical threshold whereas only 88-90% of the

general population of young people supported typically meet the clinical threshold.

***Emerging learning and impacts (training element):***

- Trainees report being **better able to support young people** to access and engage with universal, targeted and specialist mental health and wellbeing services
- **High levels of desensitisation** among young people to knife crime, serious violence and death being reported by practitioners
- Urgent need for **community and young-people specific training**
- High value and impact of having **Young Training practitioners** – invaluable to the development of the training and how it has been received by community partners
- Common concerns being raised by practitioners around the **significant impact of social media, the cost of living crisis and navigating relationships/sexual health on young women** and in turn the impact on their mental health.

**Next steps:** A Social Return on Investment (SROI) exercise is underway and initial modelling is demonstrating that for every £1 invested a return of £36 is realised. Further work to complete this exercise as the scheme continues is in progress. An independent evaluation to capture learning and feedback from the capacity-building element of the kickstarter is in progress to be completed in February 2025.

**4.2.3 Early Help for Adults Experiencing Multiple and Complex Disadvantage Kickstarter**

**Purpose:** Providing support to adults who experience multiple barriers to health and wellbeing including homelessness, mental ill-health, substance misuse and unemployment. Many of these individuals will have grown up in challenging social conditions and experienced adverse childhood experiences which compound these factors.

**Approach:** A Multi-Agency Prevention and Support (MAPS) delivers a city-wide model across seven areas, bringing together locality-based professionals with intelligence and experience working with adults who require supportive interventions to tackle health inequalities.

Early Help Support to individuals is delivered as a partnership by three local providers – Shelter, Big Life, Back on Track – who have experience of working across sectors with adults facing multiple disadvantages (e.g. homelessness, mental ill-health, alcohol or drug misuse, and unemployment) via the Bringing Services Together for People in Places (BST PiP) programme in Manchester. The service is underpinned by the key principles of early intervention and prevention, person-centred and strengths-based approaches and developing resilience, to deliver evaluated positive outcomes and impacts for individuals and the city. The service makes meaningful, sustainable and transformational changes to local systems. They draw on the intelligence of all MAPS and other

VCSE partners to provide a bespoke holistic support intervention and a single point of contact for the individual receiving support.

**Emerging learning and impact:** A review and evaluation of the commissioned activity has been undertaken which included costed case studies within the evaluation. This shows that people have received support which has **reduced demand** in the following areas:

- Need for crisis interventions for mental health
- Homelessness services and time spent in homeless temporary accommodation
- Domestic abuse incidents.
- Risk of financial abuse.
- Calls to 999.
- Substance use.
- Improvements in physical health.

**Next Steps:** A new performance monitoring framework has been co-produced with the commissioned providers and MAPS team, which includes a Social Return on Investment Model to link expenditure on the services to an assessment of the potential benefits of the outcomes. Quarter 3 will offer further insight on the impact of the service, including the savings that could be achieved within statutory services and demonstrate that the money invested into the Kickstarter schemes produces tangible outcomes, indicating that there is a financial benefit to the interventions.

#### **4.2.4 Work and Health Kickstarter**

**Purpose:** To create secondary care pathways for people with Musculoskeletal conditions (MSK) to employability services to prevent long-term economic inactivity.

**Approach:** The Kickstarter is a partnership between Manchester Foundation Trust (MFT), Growth Company (employability provider) and Manchester City Council. It is using existing resources and is an innovative example of integration between work and health systems. The Kickstarter is focused in North Manchester. There were 19,000 MSK patient consultations in North Manchester in 2023/24 and high levels of economic inactivity in this part of the city due to long term sickness or disability. The scheme launched in June 2024.

MFT patients with Musculo-Skeletal conditions (MSK) are identified by clinicians as needing support and referred into an online portal (Kickstarter bespoke) developed by the Growth Company. Once referred, the MSK patient is assessed by Growth Company for bespoke employability support and is able to access one of several employability programmes. Growth Company are contracted to deliver these programmes by Greater Manchester Combined Authority (GMCA). This has enabled the Kickstarter to be developed using existing resources at minimal cost, but with the limitation that many of the programmes are due to end by March 2025.

**Emerging learning and impact:** The scheme is at an early stage of delivery, and has taken 28 referrals from secondary care in the first twelve weeks, with excellent stakeholder feedback. The scheme has enabled the development of a further opportunity using Greater Manchester WorkWell Vanguard funding to expand the Kickstarter from December 2024 to be city-wide until March 2026, integrating the employability offer further into MSK clinical pathways including co-location. This work will be evaluated as it progresses.

## 5.0 Thematic Updates

This section provides a summary of the progress made across all themes and their areas of focus for the next six months. Case studies for each theme are contained in Appendix 2.

### 5.1 Theme 1: Giving children and young people the best start in life

5.1.1 The central focus of this theme has been the development and delivery of the Children's Kickstarter scheme described in Section 4 of this report. Highlights from the past year of other work exemplifying the Making Manchester Fairer principles are described below.

5.1.2 An extensive **Equalities Impact Assessment was completed for Manchester's four Family Hubs**: Longsight; Crossacres (Sharston, Wythenshawe); Woodville (Cheetham and Crumpsall), and; Gorton Sacred Heart (Gorton, Abbey Hey and Openshaw). Monitoring evidenced that the reach to under-fives and the uptake of the 18-month review from communities impacted by racial inequalities was higher in Family Hub areas. A VCSE grants scheme went live for Gorton Family Hub, aimed at increasing uptake of services and targeting communities who have yet to engage or are at risk of poorer outcomes through co-design and co-production.

5.1.3 The **Bump to Baby Course** was strengthened, following consultation that highlighted accessibility of information as a barrier. Training was provided by midwives to volunteers for the Happy Homes project around the barriers that some families face in applying to the Healthy Start voucher scheme.

5.1.4 A targeted approach was taken to **improving school attendance**, with a focus on Wythenshawe as well as two secondary schools with low attendance. 'Attendance sweeps' were carried out over three days in June and July, with 346 home visits taking place involving 22 schools and 30 staff from a range of agencies including Early Help, Neighbourhood Services, Family Hubs, Greater Manchester Police, Social Care and the Anti-Social Behaviour Team. Feedback from school staff indicated that collaborating with other services on home visits provided valuable learning. The exercise yielded important information about the barriers to school attendance, such as lack of correct uniform, enabling these issues to be addressed by schools. Attendance improved within the targeted schools during the period of the "attendance sweeps".



#### 5.1.5 Priorities for the next six months:

- Develop a co-ordinated approach to the recruitment and support of volunteers in the Family Hub areas.
- Continue to focus on co-design of services with families, ensuring they have the confidence and skills to be involved, and develop services to meet community needs.
- Use evaluation findings to develop and sustain an approach across Family Hubs and wider partnerships that connects to Making Manchester Fairer priorities.

## 5.2 Theme 2: Lifting low-income households out of poverty and debt

5.2.1 Theme 2 is being delivered through the integrated **MMF Anti-Poverty Strategy (APS)**. The strategy contains 53 actions across 12 priorities and four themes and sets out our vision that the whole of Manchester will work together to reduce poverty and lessen the impact of poverty on our residents. Highlights from the delivery over the past year are described below.

5.2.2 **An Anti-Poverty School Toolkit** was launched with audit templates, survey tools, cost calculators and links to resources and support, to assist schools to identify poverty-related barriers to education in their settings and to make meaningful change to policies, practice and procedures.

5.2.3 The **socio-economic duty** serves as a valuable mechanism to ensure that Manchester City Council consistently addresses the needs of residents experiencing socio-economic disadvantage. The APS and the Council's Equalities team are working towards the duty officially being adopted and embedded within process and decision making via the Equalities Impact Assessment process.

5.2.4 The Anti-Poverty Strategy is supporting a Pension Credit Top Up campaign with Age Friendly Manchester and in partnership with national charity Independent Age (who will provide dedicated phone advice/support on Pension Credit but also other entitlements such as Attendance Allowance and Carers Allowance). This campaign will be Age Friendly in use of images and messaging in digital and non-digital resources. The pilot Peer Ambassador project, where older people talk to older peoples' groups about their experience of getting Pension Credit and Attendance Allowance is being extended and now includes Gorton, Levenshulme, Longsight, and Ardwick, with take-up advice also extended to Cheetham.

5.2.5 The tender for Manchester City Council's Citywide Advice Service was launched; whilst later than originally planned, its design benefitted from extensive wider stakeholder engagement, particularly with communities that are impacted by racial inequalities.

5.2.6 Manchester City Council's Food Partnership Team was integrated into the Making Manchester Fairer Programme to enable stronger collaborative working. The aims include working with stakeholders to support and maintain a strong eco-system of food provision, giving access to healthy, affordable and culturally appropriate food for residents who are food insecure. £100,000 of additional Household Support Fund funding was secured to provide food support for summer 2024, and a jointly-funded Our Manchester VCSE grants scheme was launched that included up to £500,000 for food-related activity. £30,000 was awarded to the Rafiki Network (formerly known as the Manchester BME Network) to allocate funding for culturally appropriate food support to smaller VCSE organisations via a series of events.

5.2.7 A Making Manchester Fairer Anti-Poverty Insight Group is being developed in order to provide professional and lived experience insight and challenge to the delivery Anti-Poverty Strategy.

5.2.8 Priorities for the next six months:

- Commence delivery plan for embedding the Socio-Economic Duty and training rollout.
- Complete impact assessment of 2023's Food Partnership funding activity.
- Establish the Anti-Poverty Insight Group.
- Commission financial literacy programmes in school and youth settings to support young people's understanding of money and budgeting.
- Delivery of the co-located advice in schools as part of the Children's Kickstarter.

### 5.3 Theme 3: Cutting unemployment and creating good jobs

5.3.1 The objectives of this theme have been set within the context of how long-term unemployment can contribute significantly to poor health, low wellbeing and increase the risk of early deaths, whereas being in a good job is usually good for health and can contribute to managing ongoing health conditions. Highlights exemplifying the Making Manchester Fairer principles include:

5.3.2 The **Ambition In-Work Progression Service** was launched, supporting residents in low paid work and targeting wards where discretionary income is lowest. Building on learning from a Communities Impacted by Racial Inequality pilot, two new £30,000 programmes were commissioned in Longsight and Cheetham to deliver employment support to Bangladeshi and Pakistani women; evaluation of these bespoke programmes will be used to inform future Greater Manchester Devolution programmes.

5.3.3 Work clubs were commissioned to deliver **employability provision to the city's most vulnerable residents** on 'one plus one' year agreements, engaging communities beyond mainstream provision. An additional £266,000 of UK Shared Prosperity Funding was secured to provide projects for young people not in education, employment or training across culture, construction, health, sports and housing sectors. The projects were designed based on

recent feedback from young people collected as part of specific youth voice events.

5.3.4 The city's approach as an **accredited Living Wage Place** is paramount to developing an inclusive economy that lifts residents out of poverty. Targets for 2023/24 have been exceeded for the number of new Real Living Wage employers at 290 (target of 208), lifting the earnings of 8,973 employees (target of 6,056). The success achieved to date is welcomed, although we recognise there is more to do.

5.3.5 Priorities for the next six months:

- Design, commission and implement the £1.2 million Manchester WorkWell programme.
- Implement programmes dependent on funding bids to Greater Manchester Combined Authority to provide employability and English for speakers of other languages (ESOL) services for pre-decision refugee and asylum seekers, and to expand the Ambition In-Work Progression service which would support residents on low incomes.

#### **5.4 Theme 4: Preventing illness and early death from the big killers**

5.4.1 This theme focuses on how we might reduce the large inequalities in death and illness seen in relation to serious diseases such as heart disease, lung disease, diabetes and cancer.

5.4.2 Making Manchester Fairer principles were applied to reduce inequalities for **people living with diabetes**. Funding was allocated using proportionate universalism to support Primary care to increase uptake of the annual 'eight care process checks' that are recommended for people living with diabetes. Extended reviews have been provided for people with early onset diabetes and longer appointment checks given to younger people with diabetes. A Population Health Management approach was used to develop tools for practices to identify and review patients at high risk of cardiovascular disease, leading to identification of additional priority areas of work in terms of geographic coverage, target populations and clinical pathways.

5.4.3 Funded projects to improve heart health in North Manchester and in Black African and Caribbean communities as part of the **Healthy Hearts Programme** progressed well, including a 'point of care' testing project in the community.

5.4.4 Manchester's **Mental Wellbeing Framework** was signed off by the Health and Wellbeing Board following extensive engagement with wider partners. The framework is an overarching, all-ages and system-wide approach for improving mental health and wellbeing, preventing mental ill-health and reducing mental health inequalities for Manchester residents.

5.4.5 Priorities for the next six months:

- Host a workshop on Theme 4 so that partners can be involved in setting new objectives for the theme
- Have the community forum review objectives to make sure they resonate with the experience of residents
- Ensure sustainability of funding for the Winning Hearts and Minds programme, which addresses heart disease and mental health in North Manchester
- Complete review of current structured diabetes education programmes being delivered in Manchester.
- Act on the findings of behavioural insight work in East African communities commissioned to support increased uptake of Measles, Mumps and Rubella (MMR), and review effectiveness of all access and inclusion projects delivered in 2024 to increase vaccination and immunisation coverage.

## 5.5 Theme 5: Improving housing and creating safe, warm and affordable homes

5.5.1 The Homes and Housing theme focuses on the importance of good quality housing and how this contributes to the health and wellbeing of our residents. We know that poor quality and overcrowded housing is harmful to health and widens inequalities for residents. This knowledge and experience remains critical as the cost of living crisis continues to impact Manchester residents. In July 2022 the Executive endorsed the Council's new Housing Strategy (2022-2032). Considering the current climate, the strategy has a strong focus on tackling inequalities. Furthermore, the commitment to Making Manchester Fairer through improved housing means going beyond our own council homes and is a strategic priority of the Manchester Housing Providers Partnership.

5.5.2 Highlights from the delivery of work under this theme exemplifying the Making Manchester Fairer principles include:

5.5.3 A new **three-year Homelessness and Rough Sleeping Strategy** with Making Manchester Fairer principles at its heart was launched, supported by a detailed action plan setting out how the Council will work with the voluntary, community and faith sector plus schools, health services and early help services to prevent homelessness, reduce rough sleeping and source more suitable and affordable accommodation. Work commenced to refresh a Joint Strategic Needs Assessment (JSNA) for people seeking sanctuary which will inform a Manchester "Local Authority of Sanctuary" action plan.

5.5.4 Phase 1 of the **Selective Licensing** programme came to an end. Consultation commenced with residents and landlords about new selective licensing schemes in eight locations across Moss Side, Levenshulme, Longsight, Cheetham and Rusholme. Periods of designation last for five years and include statutory and general conditions aimed at ensuring privately rented properties are safe, meet basic standards and are managed in a satisfactory way.

5.5.5 **603 new affordable homes** were delivered by partners during 2023-24, the highest number in recent history, and the first stage of public consultation

closed for the first phase of This City, the Council's newly formed housing initiative. Proposals for a residential development at Rodney Street include 128 new adaptable mixed size and tenure types, 30% of which are designated for Manchester Living Rent, to be rented out at or below Local Housing Allowance (LHA) levels.

#### 5.5.6 Priorities for the next six months:

- Identify portfolio of Manchester City Council owned sites that can be used to accelerate the delivery of supported housing.
- Work with Manchester Housing Provider Partnership to accelerate the delivery of new affordable homes on Manchester City Council owned land.
- Accelerate delivery of zero carbon programme in council homes.
- Bring delivery of adaptation service in house from registered providers and agree revised spend criteria.
- Respond to the next quarterly monitoring update of the Homelessness and Rough Sleeping Action Plan due in November.

### 5.6 Theme 6: Improving our surroundings, the environment where we live, transport and tackling climate change

5.6.1 To support progress of this theme a number of work programmes have been prioritised where there is a collaborative approach to advancing the actions within the plan.

5.6.2 **In Our Nature** projects delivered positive outcomes, including: insight into effective communication strategies for particular groups on the topic of food, sustainability and health; a chef-led event with families in Gorton to share plant-based West African dishes; a project aiming to address barriers to people in North Manchester using public transport; improvements to Crumpsall and Cheetham Hill allotments to make them more accessible, and; workshops helping people with learning disabilities and complex needs save energy and money at home through useful tips and tricks.

5.6.3 **Local carbon footprints were published online**, looking at the most up-to-date energy use and transport-related emissions for each ward in Manchester.

5.6.4 An **Impact of Climate Change on Health** report was endorsed, including actions to allow better understanding, mitigation and adaptation to the effects of climate change. The first draft of an **Extreme Heat Plan** was completed looking at vulnerability, inequality and how to build resilience. The plan was developed with the Council's Age Friendly Team, drawing on learning from Project Heatwave, a VCSE-led system of support for older people during a period of extreme heat in Salford.

#### 5.6.5 Priorities for the next six months:

- In Our Nature held a celebration event in August, produced an annual report (August/September) and are prepping for round three of the open call application process.

- Finalise and test the Extreme Heat Plan.
- Continue the roll out of Clean Air Practices across the city targeting areas with high asthma and Chronic Obstructive Pulmonary Disease (COPD).

## 5.7 Theme 7: Tackling Systemic Racism and Discrimination

5.7.1 Improving the experience and outcomes of communities experiencing racial inequality and other communities marginalised or facing discrimination is a fundamental component in addressing inequalities in the city.

5.7.2 A comprehensive **Race and Health education programme** on tackling structural racism and discrimination was commissioned to support our workforce from across the Manchester system to be better informed, equipped, and confident to implement the right solutions to improve outcomes for communities experiencing racial inequality and discrimination.

5.7.3 The programme was aimed at increasing understanding of racism and discrimination and its impact on health outcomes and inequalities; developing the skills, knowledge, and expertise to implement anti-racist and anti-discriminatory practices; building confidence to challenge racism and discrimination in the workplace, and; effectively engaging and involving inclusively with racially minoritised communities.

5.7.4 From the outset there were clear learning outcomes defined as part of the programme which included;

- Understanding how racial inequity operates at different levels within a system and the impact that has on health outcomes - racism is a public health issue
- A better understanding of Manchester's population and its demographics with the ability to use data and insight effectively to make informed decisions
- An understanding of the importance of involving communities in co-designing and co-creating solutions to inform actions to reduce inequalities
- The development of knowledge, skills, resources, tools, and confidence to create more inclusive practices and approaches to services giving participants the time, space, encouragement, and permission to collaborate on planning and improving delivery

5.7.5 A **Women of Colour Leadership Programme** launched in January 2024, comprising a menu of activities to support 21 Women of Colour-led organisations from across Manchester. It aimed to increase the skills, confidence and motivation of Women of Colour in order to better enable their voices to inform and influence commissioning decisions. As a direct consequence of the programme an informal networking group has been established.

5.7.6 Priorities for the next six months:

- Plan for and deliver 2024/25 Race and Health Equity Education Programme, drawing on learning from the external evaluation.
- Undertake a system-wide Inclusive Data Maturity Assessment to understand the strengths and weaknesses of the data system in Manchester and where there are existing programmes of work or areas of good practice that can be built on.

## 5.8 Theme 8: Community Power and Social Connections

5.8.1 Connected communities, where people feel valued and involved in decisions that affect them and have a greater sense of control over their daily lives, are good for health and wellbeing and improving health equity. Communities may be groups of people living in the same place or people that share a common identity or experience. Creating the conditions for individuals and communities to be empowered is essential for a long-term approach to addressing inequalities.

5.8.2 Highlights from the delivery of work under this theme exemplifying the Making Manchester Fairer principles include:

5.8.3 An external provider, TPXimpact, was commissioned to conduct a **maturity assessment of community engagement and involvement approaches**; this involved a range of methods including focus groups with key colleagues across the Manchester system and undertaking observations. As an outcome of this work, a set of **community engagement quality standards** have been developed which are being tested through “Community Power Pioneers”. It has been important to test these standards out in different settings. The Pioneers therefore take the form of services (Neighbourhood Teams and HROD), a partner organisation (A Housing Provider) and a place (Cheetham). More detail is included in the Appendices, and case studies will be generated ahead of a wider autumn launch.

5.8.4 The **Building Stronger Communities Together Strategy**, focusing on improving social cohesion, was finalised and endorsed by the Communities and Equalities Scrutiny Committee ahead of a formal launch in May. Place-based action plans for three pilot areas have been developed and are now being delivered. A fuller report on this piece of work will be presented to October Communities and Equalities Scrutiny.

5.8.5 Recommendations and options for the future equity-focused structure of Manchester City Council’s Community Development function were developed following its successful transfer from Greater Manchester Mental Health Trust (GMMH) into Manchester City Council’s Neighbourhoods Directorate.

5.8.6 Priorities for the next six months:

- Develop a toolkit to promote best practice in terms of building community power

- Develop a programme of activity that takes the learning from the Community Power Pioneers that helps embed the standards across the Manchester system
- Ensure connections to other opportunities such as the development of the Our Manchester Strategy where residents have told the Council that they have a desire to be more engaged and involved.
- Progress plans to further deliver against the priorities identified in the Building Stronger Communities Together Strategy.

## 5.9 Working together across Themes 7 and 8

5.9.1 Due to the close relationship between Themes 7 and 8, a number of actions are being delivered jointly to deliver objectives for both themes.

5.9.2 The **Health Determinants Research Collaboration (HDRC)** is a local government-led partnership which connects councils, academics and local people to work together to improve health outcomes. The aim is to increase research capacity in areas where there are high levels of need with focus on listening to less-heard voices in the community. Manchester was successful in its bid to the National Institute for Health and Care Research (NIHR) to secure a “development year” year of funding with a view to becoming a full HDRC a in 2025.

5.9.3 In June the **Equality Objectives Report**, setting out the final Equality Objectives (2024-2028) was taken to the Communities and Equalities Scrutiny Committee. The accompanying high level twelve-month Delivery Plan includes: delivery of refreshed Manchester City Council Workforce Equality Strategy and developing a better understanding of the diversity of Manchester City Council’s supply chain; work to build the capacity of grassroots VCSE organisations from marginalised and underserved communities; undertaking a strategic review of Community Health Equity Manchester (CHEM); a comprehensive Equality Impact Assessment training and development programme; and developing an Inclusive Data Strategy and Plan.

5.9.4 The new **VCSE Infrastructure Support** contract was awarded to Manchester Alliance for Community Care (MACC); the Making Manchester Fairer approach is central to the specification, making explicit the expectation for providers to support organisations that are led by and/or directly support communities impacted by racial inequalities and those based in North Manchester. In addition, the service offer is expected to reflect the demographic, cultural and ethnic diversity of the city, demonstrate cultural proficiency and inclusive behaviours and proactively address underrepresentation in or inaccessibility of services, providing culturally appropriate, inclusive and where necessary targeted support.

5.9.5 Priorities for the next six months:

- Strengthen governance for Theme 7 and 8 joint delivery work
- Develop a race equity collaborative and community of practice to enable system working where we can share and practice on how we use our



levers and quality standards to improve engagement and address structural racism, and create conditions where racially minoritised communities can flourish.

## 6.0 The Making Manchester Fairer Approach and Enablers

- 6.1 The principles and approach to delivering the programme - “the how”, is just as important as the actions that have been identified - “the what”. These principles are even more important if the longer-term ambition to mainstream health equity approaches is to be realised.
- 6.2 Over the past year a number of activities have taken place beyond the specific thematic and Kickstarter deliverables to enable this. These also demonstrate the way in which **communications** approaches are being adapted to achieve health equity -the agreed tenets on how we work with and listen to local people and communities about what matters to them running through these approaches.

### *The MMF Community Forum*

- 6.3 The establishment of the Community Forum was seen as critical to ensuring that the voice of lived experience and community perspective is embedded in the governance structure. The forum will work with and support the Programme Board by reviewing, questioning, and supporting the development of Making Manchester Fairer delivery plans. It will also have a role in supporting the Programme Board to hold partners to account from a community perspective. 16 forum members have been identified and will be supported by a forum facilitator. Elected Members of Manchester Youth Parliament will join the Community Forum to represent the youth voice.

<b>MMF Community Forum – Recruitment Communications Campaign</b>	
Key Features	Outcomes
<ul style="list-style-type: none"> <li>The campaign objective was to recruit 16 residents to join the Community Forum and reflect the diversity of the Manchester resident population designed around the protected characteristics of the Equality Act as well as the extra characteristics observed by Manchester City Council.</li> <li>Various image options, designed to speak to many different communities of interest, using culturally appropriate materials were used</li> <li>Key sector-wide partners were identified linked to the protected characteristics so they could help to distribute the opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Over 191 applications after a three-week campaign.</li> <li>The most applications came from those wards targeted for cost-of-living support.</li> <li>There was a good response from the over-50s, and people with disabilities and long-term conditions.</li> <li>50% of applications were from people from Black, Asian and Minority Ethnic groups; 38% were from White British applicants; and 12% were from people who preferred not to say.</li> </ul>

<ul style="list-style-type: none"> <li>• Several communication techniques were used, such as phone media, to specifically target the messages.</li> </ul>	<ul style="list-style-type: none"> <li>• 45% of applicants had caring responsibilities.</li> </ul>
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### ***The Cost-of Living Campaign***

6.4 Making Manchester Fairer is at the heart of the current integrated cost of living and wellbeing campaign. Learning from the programme informed the scope and delivery of a bespoke campaign so that messages and support are matched to areas, communities and target groups. The latest phase of the cost-of-living campaign has included an updated creative, featuring relatable icons and diverse photography that people could identify with.

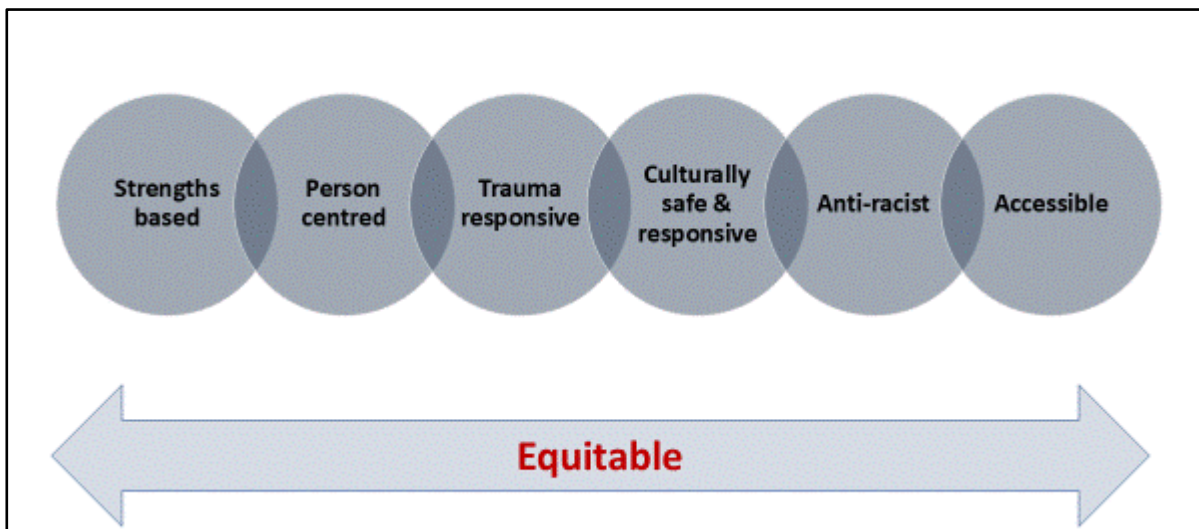
<b><i>Cost of Living Campaign</i></b>	
<b>Key Features</b>	<b>Outcomes</b>
<ul style="list-style-type: none"> <li>• Targeted social media assets for emergency cash grants using videos and animated gifs.</li> <li>• The 'Get set for September' checklist: a targeted social media campaign where parents can get support with areas such as free school meals and uniforms, as well as checking children are up to date with vaccinations.</li> <li>• Messages around pension credit and winter pressures.</li> <li>• Assets on vaccination that were informed by parent/carer feedback on uncertainty as to what vaccines should be given, when and why. In response, an EasyRead booklet was produced which set information against child age and stage, showing which parts of the body can be affected through the disease and how the vaccine protects against the disease.</li> <li>• A film on whooping cough was produced, also using a 'sensory approach': this used the sound of the condition to identify the disease, instead of a medical name.</li> </ul>	<ul style="list-style-type: none"> <li>• The 'Get Set for September' social media campaign ran for two weeks, targeting parents of school-age children in the 15 city wards most affected by the cost of living crisis. It generated 3,877 link clicks to Manchester City Council's 'helping hands' website pages for families.</li> <li>• This generated: 1,600 web page views to the free school meals information; 589 views for support with school uniform costs; 95 views for free school holiday activities; 102 views for health advice and food vouchers, and; 78 views for support to get online.</li> <li>• Early feedback on the vaccination booklet has been promising, including from immunisation service providers, some of whom are currently using it with their vaccine invite letters.</li> </ul>

## ***Workforce Engagement and Development***

6.5 It is recognised that to contribute to the delivery of the Making Manchester Fairer Plan and create health equity, our wider system workforce needs to be informed, motivated and highly skilled in developing equitable services which the residents of Manchester can benefit from and will positively impact on health and wellbeing outcomes.

6.6 Figure 2 shows our Service and Workforce Development principles:

- Strengths based
- Person centred
- Trauma responsive
- Culturally safe and responsive
- Anti-racist
- Accessible



*Figure 2: Service and Workforce Development*

6.7 On the pathway to improvement, we have begun to:

- Engage the Manchester City Council and system-wide workforce on the reasons for Making Manchester Fairer and what the plan to achieve this looks like.
- Gather evidence on interventions and approaches that contribute to better health outcomes and equitable services already being delivered in collaboration with the wider workforce, with a view to the adoption and scaling up of existing good practice.

6.8 In addition to the workforce engagement and scoping work, and ensuring our workforce are provided with the tools, knowledge and skills to deliver equitable services and contribute to health equity, Manchester City Council's Human Resources Team are supporting leaders now and for the future through a new leadership framework. The Organisation Capability Framework is being

developed and will define what it means to lead in this organisation, with clear expectations, support and guidance.

- 6.9 The framework will set out the skills and expertise required to lead in Manchester, recognising the strengths and challenges we face. It is expected to include areas such as cultural competence, understanding and using data and intelligence, systems thinking and place leadership. The themes will be cross-cutting and will support service delivery and programmes such as Making Manchester Fairer and Child Friendly City. It will link to the culture element of the new Future Shape programme. In autumn engagement will continue to ensure we have the right capabilities agreed and to start to build the package of support around it.

### ***Stakeholder Engagement***

- 6.10 In addition to engaging with the workforce, residents and communities, there are several other stakeholder groups that we need to collaborate with on the ongoing development and delivery of the Making Manchester Fairer Action Plan.
- 6.11 In November 2023 the Making Manchester Fairer Network was launched on the Institute for Health Equity's Health Equity Network, providing a virtual platform for professionals working in the inequalities space to connect and collaborate around the ongoing delivery and development of the Making Manchester Fairer Action Plan.
- 6.12 The group is administrated by the programme's Engagement Workstream lead who works with the wider programme team and key stakeholders to share relevant information, supporting and encouraging engagement on the platform. At the end of August 2024 the Network comprised 86 individuals from across a range of sectors, including local government, VCSE, academia, health and local government.
- 6.13 One consequence of this work has been the development of a strong relationship with the Institute for Health Equity's Health Equity Network leads, enabling Making Manchester Fairer to utilise the Network as a platform for a webinar launching the [Measuring Inequalities Toolkit](#) in July which was attended by over 150 participants. The Health Equity Network's reach means that this valuable resource has been shared with a wide audience and has drawn national interest.
- 6.14 Regular meetings of the **Making Manchester Fairer Academic Insights Group** are also being hosted, with the aim of linking local academics with an interest in tackling inequalities with research opportunities within the programme.
- 6.15 The MMF team have continued to deliver and support the delivery of presentations and discussions at a range of multi-agency meetings and forums to raise awareness and engagement for further collaborative action on health inequalities.

## **7.0 Conclusion and Next Steps**

7.1 The Making Manchester Fairer Action Plan first came to Health Scrutiny in October 2022 with a follow-up report in October 2023. Over that time period, the programme has made progress on key outcomes that will be critical to the longer term ambition including:

- Cross-system awareness of issues associated with health inequalities and equity
- Representation from minoritised communities in decision making
- An “inequalities first” approach to monitoring and evaluation
- Services and resources focused on disadvantaged children, young people and vulnerable adults.

7.2 The programme is currently being reviewed and evaluated to inform a refresh of its objectives and action for the next phase. Priorities that have already been identified include:

- Making Manchester Fairer at a place/neighbourhood level – using neighbourhood structures, assets and community-led work to deliver locally. The connections between spaces, places and themes are critical.
- Strengthen the focus and voice of young people, particularly given the current and future size of Manchester’s young population. This will align with our UNICEF Child Friendly City ambitions to improve health outcomes and life chances of young people with a rights-based approach.
- Integrate the State of Inequalities report with the next State of the City Report.
- Exploring and developing a thematic approach to social investment to enable a sustainable approach to the contribution of VCSE organisations and groups.
- Further developing the approach to evaluation of the programme to allow us to identify what is working well and where further learning and development is needed.

## **8.0 Recommendation**

8.1 Consider and comment on the progress made in delivering the Making Manchester Fairer Action Plan, including the work that is taking place across partner organisations to integrate the Making Manchester Fairer approach and principles system-wide.

## **9.0 Appendices**

Appendix 1: Making Manchester Fairer: State of Inequalities 2024

Appendix 2: Case studies