

**Manchester Health and Wellbeing Board  
Report for Information**

**Report to:** Manchester Health and Wellbeing Board – 20 March 2019

**Subject:** Establishment of Manchester Active and efforts to address the challenge of physical inactivity in Manchester

**Report of:** Strategic Lead - Parks, Leisure & Events, Manchester City Council  
Chief Operating Officer, Manchester Active

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**Summary**

This report provides headline detail on the establishment of Manchester Active, and goes on to describe the work currently being undertaken to address the challenge of physical inactivity in Manchester.

**Recommendations**

The Board is asked to note the contents of this report and specifically the progress made in the development of Manchester Active and its key role in the delivery of a sport and physical activity strategy that can deliver a positive impact on health and wellbeing outcomes for our residents.

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**Board Priority(s) Addressed:**

<b>Health and Wellbeing Strategy priority</b>	<b>Summary of contribution to the strategy</b>
Getting the youngest people in our communities off to the best start	Manchester Active is concerned with ensuring physical activity and its health benefits are embedded across the life course, including prenatally, postnatally and throughout the early years.
Improving people's mental health and wellbeing	In particular through the Winning Hearts and Minds programme, but also through its wider activities, Manchester Active recognises the role that physical activity can play in improving people's mental health and wellbeing.
Bringing people into employment and ensuring good work for all	
Enabling people to keep well and live independently as they grow older	The role physical activity can play to assist residents to age well is clear, and this is a key remit of Manchester Active (e.g. Active Ageing).
Turning round the lives of troubled families as part of the Confident and Achieving Manchester programme	

One health and care system – right care, right place, right time	
Self-care	Raising the profile of physical activity and its various benefits is an important aspect of enabling self-care for all residents in the city.

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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 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Communities and Equalities Scrutiny Committee (24 May 2018) & Executive (30 May 2018), Future Leisure Arrangements Report

Executive Report, Sport and Leisure Arrangements – 2018 onwards (26 July 2017)

GM Moving - The Plan for Physical Activity and Sport 2017-2021

## **1 Introduction**

- 1.1 This report sets out the background to the changes to sport and leisure governance in the city that began to be implemented in late 2018, and which will conclude with the formation of Manchester Active in April 2019.
- 1.2 The report goes on to summarise some of the key ways in which Manchester Active will be working in order to begin to address the challenge of physical inactivity in Manchester.

## **2 Background**

- 2.1 The Sport and Leisure Team within the Council work in partnership with a range of organisations locally, regionally and nationally to set a clear vision, strategy and framework for development of this important area of neighbourhood activity. Across the city there are over 757 sport and leisure facilities available for public use, ranging from the National Centres of Excellence such as the HSBC UK National Cycling Centre, to tennis courts in parks. There are over 100 different facility and community service providers spanning the public, private and voluntary sector. This provision ensures that 65.6% of our residents are active for more than 150 minutes per week, which is higher than the national average. However, 23.8% of our residents are currently physically inactive, meaning that they are undertaking less than 30 minutes of moderate to vigorous physical activity per week.
- 2.2 Greater Manchester's blueprint for physical activity, Greater Manchester Moving, which aligns to the Greater Manchester Population Health Plan and wider reform agenda, seeks to reach a target of 75% of people active or fairly active by 2025.
- 2.3 In line with the existing strategy for sport and leisure, the Council has been moving towards establishing its role as an enabler, where the vast majority of activity is supported to either be self-sustaining from trading, commissioned against outcomes, or is contracted to leisure operators.
- 2.4 Following an options appraisal in 2017, detail of which is set out in the Executive Report, Sport and Leisure Arrangements – 2018 onwards (26 July 2017), it was determined that the Council would pursue a 'split' strategic service and operational contract model in order to both deliver high quality leisure provision, but also to enable a clear focus on the strategic context of sport and physical activity as a vehicle for impacting on health and wellbeing outcomes for our residents. The strategic service element of this split is the remit of Manchester Active, a subsidiary company of the Council, working in partnership with Sport England, and whose governance arrangements include director representation from Sport England and Health (via Ian Williamson, Chief Accountable Officer of Manchester Health and Care Commissioning), alongside the Council.

### **3 Manchester Active**

- 3.1 Following agreement at the Council's Executive and Communities and Equalities Scrutiny Committee in May 2018, under new Articles of Association, Eastlands Trust<sup>1</sup> will be re-defined and re-purposed as Manchester Active, and will be a joint Teckal company acting on behalf of the Council and Sport England – this effectively means it is treated as in-house, although technically it is a separate legal entity, influenced by other stakeholders.
- 3.2 From 1 April 2019, Manchester Active will be responsible for implementing the Manchester Sport and Physical Activity Strategy on behalf of the Council and developing the plans which underpin the strategy, brokering and facilitating relationships which will deliver it. In the sphere of physical activity, Manchester Active's work includes:
- 3.2.1 the development of strategic links and partnerships with stakeholders involved in sport and physical activity and health and wellbeing in the local community;
  - 3.2.2 promoting and improving the physical and mental health of the local community through physical activity; and
  - 3.2.3 promoting physical and mental wellbeing, individual development, social and community development and economic development.
- 3.3 The company will implement a city wide and neighbourhood approach. This approach will ensure significant resources are provided to front line arrangements whilst maximising the benefits from a city wide strategic resource. Front line arrangements will provide the face for Manchester Active, and these arrangements will work as part of virtual integrated neighbourhood teams. Citywide strategic arrangements will interface with strategic area leads from the Council's Neighbourhoods teams and the community voice will be placed at the centre of Manchester Active's work.

### **4 Manchester Active and the Physical Inactivity Challenge**

- 4.1 As noted above, due to all the known health and wellbeing benefits that derive from having a more physically active population, the challenge laid down by the GM Moving blueprint for physical activity is to see 75% of residents active or fairly active by 2025.
- 4.2 In its embryonic form, and in partnership with colleague across the Council and Manchester Health & Care Commissioning, Manchester Active is already working cross-organisationally on a number of projects which include a remit around increasing levels of physical activity for those who are currently inactive. These include the programme of work detailed below.

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<sup>1</sup> Eastlands Trust Limited is a wholly owned company of the Council and has the appropriate governance, legal, financial, audit, and people frameworks in place, but is currently set up for a very different purpose.

## **5 Winning Hearts & Minds**

- 5.1 The Winning Hearts & Minds Programme is an ambitious programme of work to improve heart and mental health outcomes in Manchester. It is a citywide programme with some targeted interventions in the most socially disadvantaged areas of the city, in order to address health inequalities. The programme aims to:
- 5.1.1 improve the conditions that create health in the most socially disadvantaged neighbourhoods;
  - 5.1.2 reduce levels of physical inactivity;
  - 5.1.3 reduce the number of heart attacks, strokes and cardiovascular events;
  - 5.1.4 improve the physical health of people with Severe and Enduring Mental Illness (SEMI); and
  - 5.1.5 strengthen connections, relationships and collective action for healthy lifestyles.
- 5.2 Within the programme, Manchester Active is leading a tackling inactivity initiative. This has taken a co-production and co-design approach, working in two local areas to test new approaches to supporting inactive people to become more physically active. In Collyhurst, the programme is working with Gateway Debt Advice and Money Education Centre to enable that charity to consider physical activity as part of its work with local people using its services. In Cheetham, we are working with Communities For All in a similar way, and throughout 2019, we will be piloting approaches with these organisations to reach an audience that 'traditional' physical activity interventions have had limited success in supporting. The tackling inactivity initiative is being externally evaluated by Manchester Metropolitan University, and will conclude in late 2019.
- 5.3 Manchester Active is also playing a Programme Lead role for the wider programme, covering all the work being undertaken under the Winning Hearts & Minds banner, working very closely in partnership with colleagues in the Population Health & Wellbeing Team and within the CCG to deliver such programmes of work as smoking cessation advice being co-located on the mobile lung health check units in North Manchester, and a new community hypertension pathway being developed to ensure better utilisation of community pharmacies to support the detection and treatment of high blood pressure.

## **6 Local Delivery Pilot**

- 6.1 Manchester's Local Delivery Pilot (LDP) is a £1.5m investment from Sport England (as part of a wider £10m GM project) to embed the contribution of sport and physical activity in achieving the outcomes set out in the various strategies covering population health, such as *Taking Charge 2015* and the

*Population Health Plan 2017-2021* and also the Greater Manchester Strategy, *Our People, Our Place*.

- 6.2 The pilot programme is about working across a whole system within an identified place to reduce inactivity and tackle inequalities, enhancing knowledge and understanding through testing concepts and ideas and scaling where appropriate. Across GM, the programme is intended to focus attention across three population groups:
  - 6.2.1 Children and young people aged 5-18 in out of school settings;
  - 6.2.2 People out of work or at risk of becoming workless; and
  - 6.2.3 People aged 40-60 with a long term condition, specifically cancer, cardiovascular disease and respiratory disease.
- 6.3 An initial steering group of cross-partner representatives from Manchester has reviewed the inactivity and other relevant health statistics across the city, and has determined that attention should be focussed on the Ancoats & Clayton, Beswick & Openshaw, Miles Platting & Newton Heath and Woodhouse Park wards. Local Members have also been briefed, and early work is now underway to engage within these communities to understand what work can be undertaken to develop a whole system change approach over the next 2.5 years of the programme.
- 6.4 This programme of work is taking an iterative and 'test and learn' approach, with an initial headline submission of plans for the next 12 months to be submitted to the GM Moving Executive team this month.

## **7 Active Ageing**

- 7.1 Since late Summer 2018, in its shadow form, Manchester Active has been leading an Active Ageing project in the city, working in partnership with Ambition for Ageing colleagues and other interested parties, to increase levels of physical inactivity among physically inactive older people.
- 7.2 The programme has taken a twin pronged approach following consultation with older people at a Manchester and GM wide level. One part of the programme has taken a place based approach, with a specific focus on enabling use of green and blue spaces at Debdale Park to encourage older people to be more physically active. A weekly session now runs at the venue, with opportunities to use indoor spaces in inclement weather for socialising as well as activities such as table tennis and indoor bowls, whilst during better weather, the session now sees older people taking to the boats on the water and walking around the green spaces that the venue offers. All of the activities are undertaken with a clear focus on being socially active, with the physical activity element almost a 'hidden' add on.
- 7.3 The second part of the Active Ageing programme work is focussed on supporting volunteers at groups that don't currently offer physical activity to introduce opportunities for physical activity to their users. This has entailed providing a bespoke training programme for willing volunteers, and ongoing

support and mentoring to enable them to gradually introduce physical activity to their existing social activities.

7.4 The Active Ageing programme will run for two years.

## **8 Wellbeing Services**

8.1 Manchester Active is playing a leading role in a small working group with representatives from GMMH and Population Health & Wellbeing to re-design the City's commissioned physical activity for health offer. Included within the scope of the review are services such as physical activity on referral (PARS), weight management and Active Lifestyles.

8.2 The aim of the work currently being undertaken is to ensure that the city has a new service in line with the Well Being redesign in 2021. Within this time the current commissioning arrangements that are the focus of attention will come to an end, and a more connected model can be introduced.

## **9 Walking and Cycling**

9.1 A key finding from the engagement undertaken during the development of the new Sport and Physical Activity Strategy, as well as key findings from work for both Winning Hearts & Minds and the Local Delivery Pilot, is that opportunities for people to be able to walk and cycle are hugely important for making population-scale changes to levels of physical activity.

9.2 There is significant work at a citywide and GM level in relation to physical infrastructure that can be developed to support the aspiration to make GM the first walking and cycling city region in the country, most notably through the Bee Network. Manchester Active will play a key role in supporting these developments, with a key focus on the activation of the physical infrastructure.

9.3 Walking and cycling will doubtless also be a key part of both the Winning Hearts & Minds and Local Delivery Pilot work given the evidence that is being collated about residents' needs and wants, and so Manchester Active is well placed to play a lead role in this area for these projects but also more broadly across the city.

## **10 Recommendations**

10.1 The Health & Wellbeing Board is asked to note the contents of this report and the progress made in the development of Manchester Active, together with its key role in addressing the challenge of physical inactivity within the city.