



# MCRactive

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## Why MCRactive?

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- To establish a new **single governance arrangement** overseeing the strategic development of sport, leisure and physical activity related services in Manchester
- To develop a **transformative** approach by **maximising resources** from the Council, Sport England and Health, driving a more **efficient model** whilst improving **outcomes**
- Enabling the Council, Sport England and Health to **collaborate** to produce joint arrangements in order to provide a more streamlined commissioning function and to achieve a greater degree of integration between health, sport and leisure
- Developing a new strategic commissioning approach for increasing **participation, tackling inactivity and developing talented athletes**
- National and local organisations (Sport England, Manchester City Council, NHS) **co-investing for shared outcomes**

## What's Different?

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- NEW membership and governance arrangements
- NEW joint working arrangements with Health, Sport England and the Council – *Bringing Services Together*
- Resources (people and budget) deployed differently to deliver on NEW strategic priorities
- NEW opportunity for shared approach to improved outcomes
- NEW approach to locality working
- Efficiency in contract management enabling greater emphasis on **MAXIMISING COMMUNITY USE OBLIGATIONS** in all facility arrangements in localities
- **GREATER RESOURCES** to bring forward capital plan (34 pipeline projects - £100m +)
- More streamlined and efficient **SINGLE SYSTEM** for sport in communities (school, community and elite sport aligned)
- NEW communications platform and single user account



# Where Are We Now?

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- **1<sup>st</sup> December 2018**

- New Operator contract commenced
- Name change from Eastlands Trust to Manchester Active
- Removal of British Cycling Federation Director
- Commencement of interim arrangements through to 31 March 2019

- **1<sup>st</sup> April 2019**

- Development of Target Operating Model and final deployment of 39 people
- Articles of Association and legal documents in final form
- New Directorship to represent health
- Formal TUPE transfer

# Organisation Clusters

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# Health & Wellbeing: We Are Already...

- Working cross-organisationally with Health colleagues:
  - Winning Hearts & Minds
  - Well-being Services review
  - Local Delivery Pilot
  - JSNA development for physical activity
  
- Working cross-organisationally between existing and future MCRactive personnel:
  - Active Ageing programme
  - Group patient sessions for COPD
  - Get Out Get Active disability programme
  - Active Lifestyles



# Winning Hearts & Minds – Tackling Inactivity Initiative (Cheetham)

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**Taxi driver badminton**



**Fitness at the Mosque**

## Areas for Exploration

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- Working with GP's and health professionals to develop a broader approach to social prescribing
- Joined up approach to commissioning services that have a connection to physical activity
- Collaborative approach to facilitate increased levels of walking and cycling
- Assignment and connectivity on Marcomms to support relevant programmes





# Any questions?

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