



Why MCRactive?

- 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?

- 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?

1st December 2018

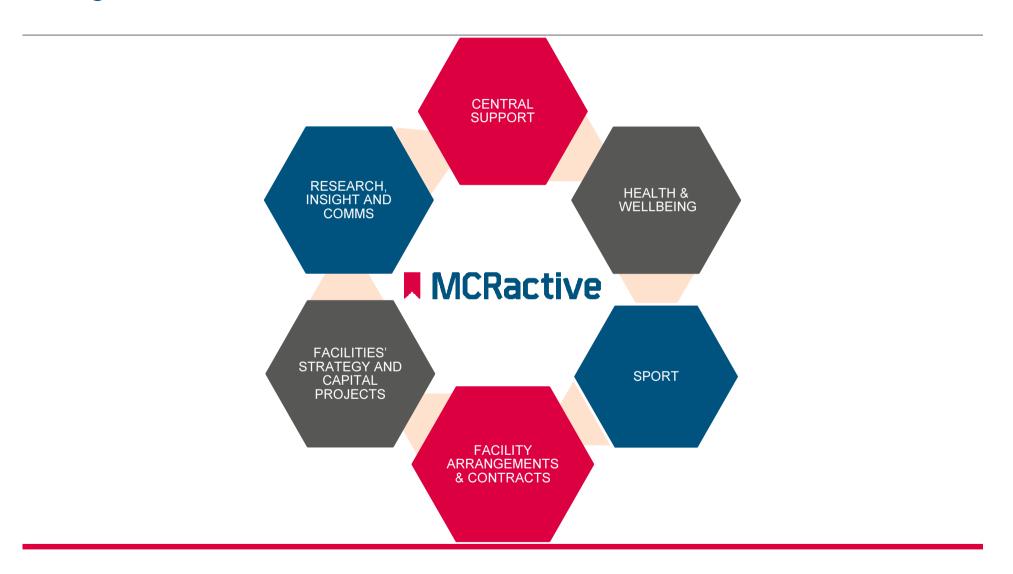
- New Operator contract commenced
- Name change from Eastlands Trust to Manchester Active
- Removal of British Cycling Federation Director
- Commencement of interim arrangements through to 31 March 2019

• 1st 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





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)



Taxi driver badminton



Fitness at the Mosque



Areas for Exploration

- 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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