

**Manchester City Council  
Report for Resolution**

**Report to:** Communities and Equalities Scrutiny Committee - 7 November 2019

**Subject:** Widening Access and Participation in Leisure, Libraries, Galleries and Culture - Update and Cultural Impact Survey Data

**Report of:** Strategic Director of Neighbourhoods

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**Summary**

This report provides an update about Widening Access to and Participation in Leisure, Libraries and Culture. The purpose of the Widening Access work is to understand resident engagement and to explore routes to increase participation among groups or communities that may be less engaged.

The report highlights progress made since and outlines the priorities proposed for future work.

**Recommendations**

The Committee is invited to:

1. Note the report; and
  2. Endorse Widening Access and Participation as a key priority to continue to be embedded in Leisure, Libraries, Galleries and Culture strategies and reporting going forward.
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**Wards Affected:** All

<b>Environmental Impact Assessment</b> - the impact of the issues addressed in this report on achieving the zero-carbon target for the city
Previous report on Culture noted the contribution and in future this will be captured as part of the Cultural Impact data.

<b>Manchester Strategy outcomes</b>	<b>Summary of how this report aligns to the OMS</b>
A thriving and sustainable city: supporting a diverse and distinctive economy	Our collective leisure, libraries and culture services play a major role within the city's growth strategy by attracting investment, creating employment opportunities and contributing to the city's tourism offer.

that creates jobs and opportunities	Capital developments at the city's sporting and cultural institutions generate further investment and capacity and support regeneration and place-making.
A highly skilled city: world class and home grown talent sustaining the city's economic success	Engagement in recreation, arts and culture enables local residents to learn new skills and participate in programmes for volunteering and apprenticeships. Opportunities across cultural organisations, and in future through the Factory Training and Skills Consortium, allow skills in creative disciplines to be grown and nurtured. Opportunity pathways for sporting talent development across the city.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Engagement in recreation, arts and culture enables local residents to improve their health and wellbeing, to develop confidence and resilience, to learn new skills, and above all to experience events and activities that they enjoy and can celebrate together. Widening Access and Participation is a key priority for this area of work.
A liveable and low carbon city: a destination of choice to live, visit, work	Creative and artistic opportunities generate commissioning, productions, performances and elite sporting events which attract national and international visitors as well as local residents.
A connected city: world class infrastructure and connectivity to drive growth	The city's cultural organisations and sporting landscape provides international reach and increasingly produce digital artistic products and opportunities for local and city-wide catalysts which support connectivity with other places.

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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 officers above.

Communities and Equalities Scrutiny Committee, Thursday 12 October 2017,  
Agenda item 7.

Communities and Equalities Scrutiny Committee, Thursday 11 October 2017,  
Agenda item 7.

## **1.0 Introduction**

- 1.1 Access to a varied leisure, libraries and cultural offer is vital to supporting community wellbeing, active citizenship and vibrant neighbourhoods. Manchester achieves this through a portfolio of city-wide, high quality facilities and a rich calendar of programming, events and participatory activities, as well as space and support for community groups to lead activity. The international, creative and sporting reputation of the city sits alongside the many opportunities for residents and community groups to volunteer, participate, watch and deliver activity that instils civic pride, activates engagement and builds personal and community capacity, wellbeing and resilience.
- 1.2 Feedback from residents to a number of consultation exercises - Manchester Parks Strategy, Sport and Physical Activity Strategy, Our Manchester resident survey - identify the city's leisure, library and cultural assets as being really important to them, in part, because many are free to access, they can take their families to learn and have fun together.
- 1.3 Responding to these consultation findings is a priority for our services and the cross service Widening Access and Participation Board was convened to ensure that opportunities to access and participate in leisure, libraries and culture are as wide as possible and inclusive of all Manchester residents.
- 1.4 Officer representation on the group includes Neighbourhoods, Leisure, Libraries, Galleries & Culture, Policy, Partnerships & Research, Communications and Youth Strategy. The Board has overseen the delivery of an initial 12 month Widening Access and Participation Action Plan and development of a draft Action Plan to 2020.
- 1.5 However, we recognise that we cannot achieve these ambitions on our own and continue to engage with a much wider cohort of partners in consultation and delivery. This includes internal and external partners such as, community groups, cultural organisations, Age Friendly Manchester, Community Explorers networks, Youth and Play providers, schools, Area Team Neighbourhood Managers and community groups.

## **2.0 Background**

- 2.1 The scope of provision for work on Widening Access and Participation includes;
  - 22 Libraries including Manchester Prison Library and Books2Go
  - Manchester Art Gallery
  - 25 Cultural Institutions
  - 20 Community Leisure Centres / National Sporting Centres
  - Community Access to Secondary Schools
  - 144 Parks and Open Spaces
  - Over 500 Community Organisations

2.2 The four improvement themes for Widening Access and Participation are:

- **Data improvement:** developing data capture and analysis methods to better inform future service planning and to track progress in relation to underrepresented groups of people, especially those with protected characteristics;
- **Targeted Activity:** Implementation of initiatives with / for underrepresented groups of people to widen access and participation;
- **Communication:** maximising joint and cross-promotion and information opportunities across the service areas; and
- **Engagement and Consultation:** Conversations with residents, using the Our Manchester approach, regarding opportunities to increase access and participation.

2.3 Through interrogation of data across the leisure, libraries and culture collective services, together with 'on the ground knowledge' and comparative national information, the following groups of people were identified as priorities for all the services to increase and deepen engagement with:

- Young people / young adults 13-19 years old (protected characteristic: age)
- Older people – 50+ (protected characteristic: age)
- Disabled people (protected characteristic: disability)
- Black, Asian and Minority Ethnic people (protected characteristic: race)
- Women and girls (protected characteristic: sex)

2.4 Widening Access and Participation has been a priority for these services within this context since early 2017. Achievements to date include:

- Launch of McrActive card and first phase website, which has included improved data collection and analysis;
- Launch of the new ten-year Sport and Physical Activity Strategy;
- Development and implementation of the Cultural Impact Survey;
- Introduction of Library Development Plans, specific to place and communities
- Good user response to joint social media campaigns to promote free holiday activities through re-focused All Sorts To Do campaigns;
- Libraries have increased engagement with schools through the use of a RAG rating system to inform more targeted communications;
- Development of libraries programming with cultural partners, extending the reach and engagement;
- Increased awareness of provision and targeted activity for underrepresented groups through regular leisure & libraries bulletins to Councillors and other stakeholders.
- Our Manchester resident pilot engaging 198 residents in conversation about leisure, libraries and culture delivered and outcomes disseminated.

2.5 The following sections of this report provide an update of work progressed under each of the four improvement themes over the previous 12 months and priorities for action over the next 12 months.

### **3.0 Data Improvement**

#### **3.1 Leisure**

3.1.2 The introduction of the MCRactive membership card, greatly improved leisure capture and understanding of participation data across Manchester as well as establishing a robust baseline of activity levels. It formed the first step on the MCRactive digital transformation journey, which has accumulated in the creation of a pioneering solution which will achieve the following:

1. A Website, User Portal and Standardised Booking System for MCC and private sports and leisure services;
2. A single reporting and dashboard function; and
3. A central data depository of all information on MCRactive members including the physical activity they undertake independently.

This solution will provide a data rich environment that will provide insight and intelligence from ward level to city wide and will shape and steer not only the MCRactive strategy and objectives but our strategic partners.

3.1.3 Finding out where to do activity and book, is something which has been identified as a barrier to participation. Sport England undertook a study which highlighted it was twice as easy to find and order fast food than to find and book a sport or activity. In order to see more people from all backgrounds taking part in sport and physical activity, we have ensured open data will play a big part in helping us achieve our objectives. As such the MCRactive digital solution will not only provide greater insight into gaps in provision and activity levels of under represented groups, but it will also create a one stop shop for finding quality assured ways to be more active within Manchester.

3.1.4 OpenActive is an ambitious, community-led project backed by Sport England, overseen by the Open Data Institute (ODI), which pushes for change across the sport and physical activity sector promoting the use of opportunity data to help people get active. The goal is to make this data on what, where and when physical activity sessions happen, openly available. This "opportunity data" includes details of a yoga class ("how much will it cost?") through to badminton court availability. ("where and when is a court available?"). Open data is data that anyone can access, use or share. MCRactive is an advocate of the open data standards and has been working in close partnership with OpenActive, ODI and Sport England to ensure Manchester is leading the way in opening its leisure operators opportunity data.

3.1.5 New regulations have come into force, that means every public sector website and app will need to meet certain accessibility standards. The Public Sector

Bodies Accessibility Regulations, aims to ensure public sector websites and mobile apps are accessible to all users, especially those with disabilities. The MCRactive digital solution not only meets the key acceptance criteria of these standards but has additional features included that will significantly increase its accessibility levels.

3.1.6 MCRactive recognises the importance of data and digital innovation as such it has created two new roles within the service to lead on digital transformation and innovative ways of growing and capturing robust data on participation levels. These two roles will work alongside the Business Intelligence and Insight Manager and the MarComms team to help drive MCRactive forward into the digital transformation and communications.

## 3.2 Libraries

3.2.1 Libraries have robust and detailed data on library members and this demonstrates that membership closely reflects the demographics of the city. Work has been undertaken to identify where the best data sets are to monitor and analyse engagement of target groups that have been identified as priorities for the service. This information is informing the development plans for each library, which also contain detailed demographic data, a schedule of activities and events currently offered, as well as key priorities for the next few years.

3.2.2 Libraries have also been working on developing a greater understanding of the use of Central Library across all wards. This is to monitor participation from all wards and to identify the usage of Central Library and awareness of it as a whole city resource. The data shows that a large percentage of most wards' library members are also users of Central Library.

3.2.3 A recent piece of work, as part of the Arts Council England funded Library Live and Creative Spaces Phase 3 project breaks down library membership and attendance at libraries cultural activities at 4 of the libraries in the city in much more granular detail than we have achieved previously. The summary is that for branch libraries the catchment area is geographically very close to the library, whereas Central Library's visitors are more geographically dispersed. Crucially, the report shows that library members and visitors to cultural activity in libraries are from residents who are least likely to engage with cultural activity in non-library institutions such as theatres, museums and galleries. This demonstrates the libraries role as cultural community hubs. This work will help inform communication methods to engage more people in the libraries cultural and other offers.

3.2.4 Work to address lower engagement by some schools with libraries continues to be undertaken. There has been a focus on performance management and data analysis. Libraries now use data which shows school engagement in the academic, rather than financial year. At a glance it is possible to see which schools (and colleges / universities) have visited a library, or received a visit

from the library/archives team in the last two years enabling local teams to plan their engagement more effectively by targeting schools who have not visited. Libraries have engaged with 69% of settings in the last 12 months, compared to 67% in 2017 / 18 and 57% in 2016 / 17. The number of class visits to libraries increased by 10% to 940 in 2018-19, compared to 850 in 2017-18. Appendix 1 is the most recent summary report.

### 3.3 Manchester Art Gallery

3.3.1 In January 2017, Manchester Art Gallery, as part of the Manchester Museums Partnership, employed a Data Manager, increasing capacity and expertise to collect, analyse and apply data in decision making. Changes this has enabled include:

- Implementation of new survey training for volunteers with a focus on minimising survey bias;
- Recruitment of new research volunteers to increase the size and diversity of the team of people conducting research at the gallery; and
- New approaches to the analysis and reporting of data, bringing this more closely into line with the gallery's strategic priorities e.g. regular reporting on reach by Manchester ward and comparison with priority areas of less engagement, identified by the Manchester's Cultural Impact Survey.

3.3.2 The Data Manager sits on the gallery's leadership team and also contributes to wider sector level discussions about cultural data and policy making. For example, Arts Council, England's Insightful steering group and the Policy and Evidence Centre (PEC) at the University of Manchester.

3.3.3 The evidence we now have on our reach tells a clear story of change at a ward level. Last year, Manchester Art Gallery worked with 35,000 residents in wards with the lowest levels of participation in funded culture and we have registered a significant increase in visits to the gallery in seven of the 12 wards identified as priorities. We can also see real progress in widening the ethnic diversity of visitors to be more reflective of the communities that surround us, with the proportion of ethnic minority audiences increasing from just 8% in 2014 / 15 to 19% today. We have seen similar increases in diversity amongst our volunteer teams too.

3.3.4 However, data on the ethnic diversity of staff demonstrates that as a workforce we do not currently reflect the diversity of Manchester's population. We also know class inclusion to be a significant issue, both within the creative industries workforce and within those accessing the gallery, but currently lack a robust way to measure or quantify the scale of this challenge and welcome the recent academic research in this area to develop new approaches.

3.3.5 More detail regarding Manchester Art Galleries engagement and reach was reported at the October 2019 Equalities and Communities Scrutiny Committee.



### 3.4 Culture and Cultural Impact Survey

- 3.4.1 The Cultural Impact Survey is in the third year of its current online format, following a comprehensive re-design in 2017. Completing the survey, which is an online process, is mandatory for those organisations included in the city council's Cultural Partnership Grants and Strategic Cultural Investment programmes and voluntary for non-Council funded organisations. It is undertaken in summer each year and collects data from the preceding financial year (e.g. the survey conducted in 2019 looks at the 2018/19 period). The survey is aligned with the annual reporting requirements of Arts Council England.
- 3.4.2 Organisations provide information about funding sources, artistic output and people and place data across audiences, participants, volunteers, staff and board members. The survey also collects data on schools engagement and actions supporting environmental sustainability and the zero carbon agenda.
- 3.4.3 The data collected through the survey helps to demonstrate the economic and social impact of culture for the city as a whole through Gross Value Added calculations, employment figures and volunteer numbers and hours. The data also provides intelligence about the breadth of the sector's reach and engagement, including highlighting communities, wards and schools in the city that experience less access to the city's funded cultural offer. The survey results are a resource for the sector, for example as evidence to support external funding applications and developing strategies to address gaps in provision.
- 3.4.4 The results of the survey are provided to participating organisations individually, collating the data they provided and also placing it in the context of the collective results from across respondents. In previous years' workshops, which were open to anyone from the sector and invited representatives from wider stakeholders, have been facilitated. In the previous two years, topics arising from the survey, which have been discussed at the workshops sessions include how to increase diversity of audiences and board members of cultural organisation, as well as addressing under-representation of a number of wards in engagement of audience and / or participants, schools and volunteering opportunities. The survey results are also reported annually to the Widening Access and Participation Board and to Manchester's Cultural Leaders Group.
- 3.4.5 The survey is still in its early days. However, by 2023, data from a stable cohort of organisations funded by the City Council and comprising of the Cultural Partnership 2018-22 Grant recipients and the Strategic Cultural Investments programme over the same period will be able to be tracked. The number and make up of these organisations, subject to annual budget setting, is not expected to change between 2018 and 2022 and completion of the survey is mandatory. Therefore, at that time it is anticipated that a review of targets and measures to monitor progress will be possible.

3.4.6 Manchester's approach to gathering cultural impact data is unique and has garnered interest from UK cities and cities abroad. Most recently the secretariat of Eurocities Culture Forum has requested further details on how we conduct the Cultural Impact Survey.

3.4.7 Headlines from the 2018/19 survey include:

- 39 organisations, representing 11 art forms, responded to the survey;
- Manchester organisations reported a total footfall of 3,719,257 people, with Manchester Art Gallery reporting the highest footfall (731,002);
- Manchester organisations reached audiences of 483,745 outside Manchester through touring their work;
- Activity was delivered in all 32 wards of the city;
- 38 cultural organisations who responded to this question employed a total of 2,010 people;
- 35 organisations who responded to this question provided opportunities for 2,451 volunteers who worked a total of 113,704 volunteer hours; and
- 23 organisations who responded to this question engaged with 148 (83%) of Manchester schools (excluding private and independent schools). Overall, the engagement sessions led by these organisations reached 9,846 individual participants.

3.4.8 Appendix 2 is a summary of the combined Cultural Impact Survey data, which will inform further analysis and be used to create more visual feedback materials.

3.4.9 Information relating to employment, volunteering and Board membership, which was requested by Committee members, can be found in sections 9 -11 in Appendix 2. Increasing the diversity across organisations, with a focus on leadership, will be a Widening Access and Participation priority going forward for the next year and beyond, in line with the Manchester Cultural Ambition to be the UK's most culturally democratic city. This also of importance to Arts Council England through the Creative Case for Diversity, which is a way of exploring how arts and cultural organisations and artists can enrich the work they do by embracing a wide range of influences and practices. Organisations funded by the Arts Council must demonstrate how they are contributing to this initiative. The Arts Council believes bring a focus on diversity in this way, will not only enrich the organisation's work, but also address other challenges and opportunities in audience development, public engagement, workforce and leadership, and collections development in museums.

#### **4.0 Wider Access for Under Represented Groups**

4.1 Widening Access and Participation as a priority is now a core part of service's strategies and delivery, as demonstrated in the service specific reports received by the committee. The concept and importance of widening access continues to be communicated to staff teams across Leisure, Libraries and Culture and with external partners in the cultural sector's strategic and

engagement leadership personnel. It is also a strong theme in Manchester's Cultural Ambition.

- 4.2 Collectively the service areas, together with the city's sport, leisure, library cultural and community partners, deliver a huge number of initiatives aimed at engaging underrepresented groups of people, many of whom have protected characteristics. Examples of these activities are being captured as part of Widening Access and Participation. Some examples of recent initiatives are detailed in the following sections of this report and in Appendix 3.

## **5.0 Leisure**

- 5.1 The MCRactive membership continues to grow at a rate of 4-5% per annum, well above the 2% rate set at the start of the year. As such it continues to provide valuable data to enable MCRactive to target those groups or residents who are currently underrepresented in physical activity provisions. Key MCRactive strategies and programmes that have been designed and implemented to specifically target these groups are:

### **5.2 Older People / Age Friendly Manchester**

In conjunction with Age Friendly Manchester and Age UK, MCRactive were successful in applying for Active Ageing (Sport England) funding allocated to Greater Manchester. A two year project to engage inactive older people (55 years plus) has been developed, a place based approach in Debdale and Gorton. A weekly activity session has been co-designed with older people who have struggled to engage in a physical activity offer and there is a focus on providing an outdoor offer in green and blue space.

The project features a variety of activities including kayaking, canoeing, sailing, walking and indoor bowling, indoor curling, darts, table tennis and archery. In addition, an evening "Social Paddle" session ran over the summer targeting those age 55 years plus who are still in employment and / or have caring responsibilities during the daytime. As well as delivering activities, the project focuses on upskilling those who volunteer and organise social activities for older people (e.g. arts and crafts, coffee mornings) to enable them to introduce and deliver physical activity as part of their social activity. (Appendix 3)

### **5.3 Low Socio-economic communities:**

In partnership with the Manchester Local Care Organisation, MCRactive launched the Winning Hearts & Minds programme in order to test new approaches to support inactive people to become more physically active. This programme is based in North Manchester and has already achieved the following in its first 12 months;

- 7 out of 8 Community Development Fieldworkers appointed to deliver intense community development in Cheetham, Collyhurst, Charlestown and Newton Heath as part of the Community Led Initiatives workstream;
- 6 Community Pharmacies delivering a new pathway to begin identifying people with undiagnosed hypertension;
- Range of alternative physical activity options in communities to tackle inactivity, including 'Wake up and Shake Up', 'Clubercise' and the Great Run Local at Boggart Hole Clough;
- Started to gather community insight into the wider social determinants of health and wellbeing, that ultimately impact on people's heart and mental health; and
- Established a baseline to record impact on the Winning Hearts and Minds approach that appreciates the value of impact on partners and the way that we work, as well as on people living in Manchester.

#### 5.4 Building access and capacity via partnership building and programmes:

In order to have as positive an impact as possible on the health of local people, in particular those from under represented groups, MCRactive and its partners within health and social care have recognised the need to establish stronger relationships and establish joint visions and ways of working. An example of this is the recent pledge by Manchester Health and Care Commissioning to support and contribute to the 7 themes of the Manchester's Sport and Physical Activity Strategy 2019 – 2028. which was launched earlier this year.

Last year Manchester secured a £1.5m to support an initiative developed in Partnership with Sport England which aims to accelerate the scale, pace and depth of the broader GM Moving implementation plan by focusing on three specific target audiences – those aged 5-19 in out-of-school settings, people out of work or those at risk of becoming out of work, and those aged 40-60 with, or at risk of, long term health conditions such as cancer, cardiovascular disease or respiratory disorders. Through this 'Local Pilot' programme, MCRactive aims to: improve physical activity levels and reduce physical inactivity, improve mental health and wellbeing, address health and social inequalities, embed physical activity across all sectors and communities, change culture to make physical activity the norm.

The pilot programme is the vehicle to deliver change working across a whole system within an identified community to reduce inactivity and tackle inequalities, enhancing knowledge and understanding through testing concepts and ideas and scaling where appropriate. The pilot is being delivered in the following four wards: Ancoats & Beswick, Clayton & Openshaw, Miles Platting & Newton Heath as well as Woodhouse Park in Wythenshawe. Engagement is fundamental to the project as it focuses on a bottom up, person centred approach so whilst engagement is the key focus for the 1st year of the project it will be ongoing throughout the duration of the project as we recognise that communities are constantly changing as do residents thoughts and views. The insight gained from the engagement work, will help to

shape thinking and establish new concepts and ideas to trial with the aim to help people be more active.

#### 5.5 Widening access to leisure centre programmes through careful programming:

Moss Side re-opened in October 2018 as the most accessibility compliant leisure facility within our portfolio. It has set the benchmark in terms of leisure facility accessibility and as such, moving forward MCRactive has made changing places and a pool lift, mandatory requirements of all future refurbishments leisure facilities. Programming our leisure facilities is a delicate task, one where MCRactive is seeking to balance a number of competing demands, including: providing statutory school programmes; teaching children the fundamentals of sport and physical activity; providing pay and play activities to the general public; supporting clubs; meeting the requirements of the Equalities Act 2010 by ensuring that targeted programmes meet the needs of under-represented / protected characteristic groups; meeting contractual requirements with funders (i.e. providing access to stakeholders such as the universities or national sports bodies); and finally, building the core market (i.e. general public footfall, which generates income to sustain the running costs of these facilities). Specifically in relation to under-represented groups and groups with protected characteristics, MCRactive has worked with its partners to introduce the following to help to widen access within facilities:

- Fun & floats inclusive sessions have been developed with Manchester Parent Champions specially for children with autism and additional needs;
- Autism awareness training was secured via the local offer team and has been delivered over the past 12 months to all leisure facility front line staff;
- A new Military Veteran Offer is due to be launched at the end of October 2019, which will see a 40% necessary rate for all Military veterans in partnership with Walking with the Wounded;
- Under 17s Free swim offer was extended to include a weekend offer across all Manchester pools; and
- In partnership with Social Services, improvements to the Looked After Children Pass have been made which ensures the activity offer is robust and accessing the card is regulated.

#### 5.6 Improving access for young people

The Active Schools programme continues to deliver high-quality swimming teaching to 151 schools, supporting over 8,000 pupils to become water confident each year. Manchester School Swimming programme achieves high National Curriculum Pass Rate of pupils swimming 25m unaided and for the first time this year set new baselines for lifesaving and recognised stroke at 45% and 63% respectively, with reports compiled to allow schools to report progress to government.

The Active Schools Programme delivered over 10,000 multi-sports sessions, working with Manchester Sports Clubs and National Governing Bodies to support every child to access the sporting pathway.

Discussions are underway with Young Manchester to ensure a joint strategy to advertise and promote young people activities is established between the two services. The MCRactive digital lead is also working closely with Young Manchester to ensure young people and youth providers benefit from the new investment and digital infrastructure that will be facilitated through the new digital solution.

As part of the 'Our Pass' scheme MCRactive is working with its two leisure operators to establish discounted or free leisure opportunities as part of this offer.

#### 5.7 Women and Girls:

Whilst the gender gap between active women and men continues to narrow and move in the right direction, there is still much to do to tackle stubborn inequalities in participation within this under represented group. As such MCRactive has applied for a further £100,000 worth of investment from Sport England to grow the MCR Girl Can campaign over the coming year.

#### 5.8 Protecting, providing and enhancing playing fields:

The Playing Pitch Strategy (PPS) for Manchester City Council and its partners provides a clear, strategic framework for the maintenance and improvement of existing outdoor sports pitches and ancillary facilities between 2017 and 2021. Since the adoption of the Manchester Playing Pitch Strategy by the executive in December 2017, a Citywide Action Plan has been devised which reflects (South, Central and North analysis areas) and 29 individual ward plans. The Plans have been updated to reflect the new Ward Boundaries adopted in May 2018.

The Playing Pitch Strategy and Action Plan provides robust evidence for capital investment priorities at a Ward and Area Level. The documents are used as evidence to inform decisions on planning applications and are also referred to by Sport England and NGB's in their role as statutory consultee.

#### 5.9 Disability, BAME and action plan moving forward:

Disabled people are twice as likely to be physically inactive (43 per cent) than non-disabled people. Specific barriers for taking part in physical activity exist for BAME groups and whilst Manchester has above national average representation of BAME participation there is still a significant amount of work to address both these under represented groups in Manchester. As such, MCRactive has created two new Widening Access and Participation in sport and activity roles to address and drive this agenda. This team will identify new partnerships and ensure widening access is embedded in MCRactive various strategies and departments.

### **6.0 Libraries, Galleries and Culture**

#### 6.1 Libraries continue to actively seeking to reach certain groups of people by increasing activities aimed specifically at those groups and then monitoring

take up of services. Examples are activities for older people, such as the Grand Day Out sessions at some of our libraries and the Sunday fundays at Central Library, aimed at increasing access for families. The examples below demonstrate libraries success at targeted activity relating to older people, younger people, people with disabilities, and BAME residents.

## 6.2 Age Friendly Libraries

Manchester Libraries host a wide range of social activities for older people. These include coffee mornings, Grand Day Out sessions, reading groups, local history talks and yoga. These activities help to promote mental health and well-being, increase social engagement and help to combat loneliness and social isolation. For example North City Library host a 'Grand Day Out' group every Monday afternoon enjoying 'Silver Surfer' computer sessions, craft activities, quizzes and cultural day trips. This group, with support from staff, has been successful in receiving funding to pay for trips out to museums, art galleries and other destinations. (Appendix 3)

During 2019, Libraries developed an Age Friendly Action Plan and consulted the Age Friendly Manchester Assembly on this. A key part of this is that all libraries will be assessed to see if they meet the Manchester Libraries Age Friendly pledge - see below. This will ensure all library facilities and services meet a set of common standards that older visitors can expect to find across all of Manchester's Libraries. This assessment will be done in partnership with volunteers, who are older people:-

### *Manchester's Age Friendly Library pledge*

Our library:

1. **Makes everyone feel welcome**, with a friendly smile. The library is your place.
2. **Encourages social engagement** – we will give you opportunities to meet others
3. **Is accessible** – no services are only accessible by stairs. You can fit a wheelchair in the door and between the furniture. The library is well lit. Even, clutter free flooring.
4. **Has places to sit** – feel free to 'Take a Seat'.
5. **Offers volunteering opportunities** – pass your experience onto others.
6. **Has large print books, talking books and e-books**
7. **Supports you with your computer use** – and has IT training sessions.
8. **Provides information**
9. **Displays leaflets and posters**
10. **Has toilet facilities** including accessible toilets

### 6.3 Widening access for young people

Over the last year, libraries and leisure have worked in partnership to establish youth only sessions at two joint library / leisure centre complexes - Arcadia and Moss Side Leisure / Hulme Library. These offer free leisure and / or library based activities and are a great opportunity for young people within the local area to access positive activities that will increase their health and well-being, contribute towards their social and emotional development and also offer the chance to gain new skills and volunteer experience contributing towards their economic development.

At Arcadia, library based activities are delivered by Levenshulme Youth Partnership every Friday evening. These have proved to be popular, with between 25-40 young people attending each session. As well as engaging young people in positive, creative activities such as song-writing, rapping and singing, the Youth Workers have used these sessions as a means to tackle difficult and/or contentious topics such as healthy relationships, knife crime. Youth focused culture has therefore been used as a means of engaging with these young people, which then enables positive relationships to be built and sensitive subjects broached.

### 6.4 Books to Go Service

As part of the library service, housebound customers can benefit from Books to Go. A selection of books are delivered to residents houses every four weeks. The service is used by people with disabilities, particularly older people. Access to this service has been improved over the last 12 months - both in terms of number of customers and quality of service.

The majority of the Books to Go customers for housebound people are older people. Over the past 12 months, the level of Books to Go customers has increased by 20% to 470. In addition to deliveries of books every 4 weeks, people are shown how to borrow ebooks and e-audio books, and use the libraries catalogue, and lend tablets to customers, if they don't have their own devices.

In addition to lending books, the service also now tackles digital exclusion experienced by many housebound people. The staff and volunteers offer to help the customer to use technology that they own - for example tablets, and loan tablets to customers who do not own them. Customers are then shown how to access the range of library digital resources such as the library catalogue, ebooks, e-audio books, emagazines and daily newspapers online.

### 6.5 Libraries of Sanctuary

We ensure we offer a great service and warm welcome to all BAME residents. Over the last 12 months, work has been developed on a particular initiative targeting asylum seekers and refugees. We are currently undertaking an



assessment process for four libraries (Central Library, Forum Library, Longsight Library, North City Library) to become Libraries of Sanctuary. By employing the principles of the national City of Sanctuary movement, these libraries help build confidence, self-esteem and resilience in new and transient communities and provide opportunities for people from different communities or backgrounds to come together and build relationships through a programme of activities, supported by a volunteer programme. We have received external funding from the Ministry of Housing, Communities and Local Government, in a joint project with Oldham Libraries and Bolton Libraries to help us build sustainable partnerships with community groups and develop a programme of co-produced activity, and ultimately become Libraries of Sanctuary. This project is increasing engagement with BAME communities, specifically asylum seekers and refugees.

6.6 Manchester Art Gallery continues to take increasingly innovative and collaborative approaches to engaging and creating dialogue with diverse audiences and voices, including influencing the gallery's programming.

#### 6.7 Manchester Art Gallery Volunteering

The gallery has developed its volunteer programme with a more socially impactful edge, ensuring that young people are developing skills, unemployed people are building confidence and routes back to employment, and retired residents are making new connections and feel they are making a meaningful contribution to the city. Last year nearly 100 volunteers worked with the gallery contributing over 4,000 hours of their time. The gallery also grew its number of volunteers aged 19-24 to 33% and British and Minority Ethnic volunteers to 14%. In addition, the gallery has set up a volunteering for well-being course that works with local charities to attract and train adults experiencing isolation back into volunteering and social engagement. This seven week course worked with 10 adults and achieved a 100% attendance rate throughout its duration. Following the conclusion it the trainees were successfully placed in volunteer roles at the gallery or at another cultural organisation.

#### 6.8 Inclusive programming

Manchester Art Gallery extended its connections with BAME young people by supporting Contact Young Company's production *Old Tools > New Masters ≠ New Futures* directed by Tunde Adefioye. The performances took the form of a public gallery tour in which the audiences were invited to think differently, dismantle the gallery experience and ultimately participate in decolonising public culture.

"It has felt important to engage with a partner that really wants to listen to the voices of young people and work towards shifting power and celebrating diverse culture in Manchester" Keisha Thompson, Young People's Producer, Contact.

The gallery's Making Conversations initiative continues to drive forward access opportunities for adults. The monthly sessions are specifically designed for people with access needs or those encountering social isolation. The experiential sessions regularly focus on making art, establishing the importance of creativity in all our lives. In addition the gallery also runs a vibrant programme of audio described tours and BSL tours, the latter growing as we extend our connections with deaf people and groups in Manchester.

*"It's made a lot of difference to me life-wise....So I've just gone and made a couple of good friends. To be honest, I'm getting more and more into art than when I could see."* Tony Chorley, Making Conversations.

MAG has developed an enduring relationship with Streetwise Opera. They hold weekly performances in the gallery and collaborated with us to deliver four public events, showcasing the talents of homeless people, one connecting with the City's commemoration of Peterloo. Gallery staff also received training and we've have increased contact with other council services, for example the Rough Sleepers Team and the police in an effort to provide a city-wide, cohesive solution.

*"It is true: art has the power to transform the world. It has transformed mine."* Member of Streetwise Opera.

*"Our group love to spend time in the gallery, and I receive countless reminders of what a nice place it is to learn and be creative in. Confidence within entering the space has led to members of the group begging to access other events within the gallery".* Gareth Smith Streetwise Opera, Manchester Co-ordinator.

6.9 The 15 organisations in the current Cultural Partnership Agreement grant programme 2018-22 and the City Council's 5 Strategic Cultural Investments serve diverse audiences and participants across North, Central and South Manchester as well as delivering a high quality cultural offer through a variety of art forms. The organisations are monitored regularly against a number of key performance and output measures, including geographic delivery and demographics. This is in addition to completion of the Cultural Impact Survey, which is mandatory for all organisations funded through city council culture grants.

6.10 Here are examples of the work delivered by 3 Cultural Partnership Agreement organisations following recent review and monitoring meetings.

The Edge is Manchester's Theatre for Participation, a professional entertainment venue and a creative hub for adults and children with learning disabilities and others deemed at risk or disadvantaged. With two theatre companies, a dance company, a youth theatre and an Observer award winning café with a training programme. The Edge is a popular hang-out for Learning Disabled people to meet, eat, dance, train, sing and act. Over 60 Learning Disabled people help us to shape our offer, working alongside

professional practitioners to make The Edge a welcoming and accessible venue. As a result, 53% The Edge's participants are Learning Disabled people. (Appendix 3)

Company Chameleon is an internationally renowned, Black-led dance company, founded in 2007 by local Manchester dancers Kevin Turner and Anthony Missen who were inspired to follow dance as a profession after being part of Trafford Youth Dance Company. Last year the company relocated to Rogue Studios, housed in the former Varna Street school buildings in Openshaw. The Company are committed and excited about being able to connect with the communities close to their venue, especially young people. Recently this has included; a free week long summer holiday project in partnership with Big People Music and The Architect School for Children, which invited 25 local young people aged 6 to 16 into the studios to take part in a unique free project, fusing dance, music and architecture. They made a film about the project, which can be viewed on the company's website or here. Company Chameleon also run Saturday dance sessions for young people as well as their senior Youth Dance company from their Openshaw base and look to take part in local events, such as performing at the 2019 Openshaw Festival.

Community Arts North West (CAN) is a long established Manchester arts development organisation working with urban communities across Greater Manchester to create access to cultural production for people that are excluded from or on the fringes of the mainstream. Over recent years CAN has developed a strong relationship with HOME, benefitting from the venue's excellent facilities, technical capacity and city centre location, whilst bringing new artists and audiences to HOME's programme and existing audiences. The staff from both organisations work closely together to deliver projects such as Horizons Festival, which creates a northern platform for Refugee Week, celebrating the huge contribution that refugees make to the cultural, political, social and economic life of the UK.

*"This concert highlighted the humanity of people who have had to leave their homes for a variety of reasons. They shared their sorrow through music, but also their joy, their love and their fun."*

#### 6.11 Age Friendly Manchester / Culture Champions

Culture has long been a key strand of the Age Friendly Manchester strategy and now the approach has been adopted by the more recently established Greater Manchester Ageing Hub. For example Age Friendly Champion groups are now operating in 3 more Greater Manchester authorities (Bolton, Bury, Salford), as well as continuing in Manchester, supported through the Ambition for Ageing programme and managed by Manchester Museum.

The Royal Exchange Theatre, which has a long history of supporting older people's involvement in arts and culture, supports Manchester's Culture

Champions and works closely with the city councils Age Friendly team and the Manchester Age Friendly Culture Working Group, comprising of around 15 organisations. Together they are working with volunteer Culture Champions to establish an age friendly 'arts check' that can be carried out by the volunteers as mystery shoppers in arts and cultural organisations in the city to assess the customer experience of venues. This will contribute to the resident engagement approaches we have piloted as part of the Widening Access and Participation priority. The Culture Champions will also be involved in shaping the arts and culture website currently in development, described at 7.13 and 7.14 of this report.

#### 6.12 Manchester Cultural Education Partnership

Work to establish the Manchester Cultural Education Partnership (MCEP) is being progressed through the following structure;

- Strategic Board - 20 senior representatives group providing strategic guidance. The group reviews, challenges and endorses Working Group and Forum proposals and will play an important advocacy role for MCEP going forward.
- Working Group - smaller group of individuals leading actions to develop the partnership and future governance. The Chair of the Working Group is Liz O'Neil, Chief Executive of Z-Arts. Liz is also a member of Manchester's Cultural Leaders Group.
- Wider Forum - a group of people interested in contributing to the cultural education partnership in the city. Individuals from this group have participated in several consultation events and are now coalescing to form a number of Task Groups to plan future action around several priority themes for MCEP.

All aspects of the MCEP structure aims to comprise of practitioners from across the education, cultural, youth and play and business sectors and the Local Authority. There are currently 15 schools and education settings actively involved in MCEP and we expect this to grow as the partnership develops. MCEP is also committed to ensuring that children, young people and their families have authentic involvement in shaping and leading the partnership at all levels - this is a priority for development. For example, all Task Groups will be Co-Chaired with a young person.

#### 6.13 MCEP has a working vision, but is doing further consultation work with children, young people and their families and the wider membership to make sure the final ambition and language for the vision is appropriate and that there is a shared understanding and ownership of what it means. The working vision is:

Driven by Manchester's Cultural Education Partnership, the city will become a beacon of cultural and creative excellence, where culture and creativity is truly valued and opportunities are varied and easy to access - so that everybody

can take part. Children and young people in Manchester will have the creative ability to flourish.

6.14 The Task Groups will begin to consider actions to support priority development areas of:

- Communication - improving access and communication about existing opportunities, this group's aim would be to increase and widen the take up, as well as develop new opportunities;
- Youth Voice and Leadership - how young people will be involved in the governance and delivery design on MCEP;
- Employability - support children and young people to improve life skills, critical thinking, creativity, experience and pathways;
- Creative Curriculum - potential of culture and creativity to support and enhance delivery across the academic curriculum, including visual and emotional literacy. This will also support the Skills for Life curriculum.

6.15 A formal launch of the MCEP is planned for March 2020.

### **6.16 Culture, Health and Wellbeing Partnerships**

6.17 Planning towards more formal shared vision, priorities and actions between libraries, galleries and culture, the Manchester Health and Care Commission and the Local Commissioning Organisation is beginning to take shape.

There is a growing recognition of the impact that taking part in the arts can have on health and wellbeing and an increasing number of organisations working within the cultural sector commissioning and delivering work with the express aim of improving individuals' health and wellbeing. Advocates for health and arts work see 'being creative as being well', identifying the following benefits:

- Everyday creativity plays a vital role in an individual's, and community's, sense of themselves and their well-being;
- Arts based activities promote social connections, generate activism, and give a voice to people who are frequently unheard;
- Arts activity can provide a therapeutic role for people with long term conditions, including mental health needs;
- Attending a museum, art gallery, film or concert regularly has positive health impacts;
- 10 minutes reading a day can help people relax, concentrate and stay mentally alert; and
- Positive return on investment, highlighted by evaluations of national and international arts and health programmes.

Health is working closely with a number of other sectors, outside of health and social care and connecting them more directly with the vision and work of the Locality Plan. Extending this approach to arts and culture, the intention is to build on the excellence of arts and health work in the city and consider how

adopting a more strategic approach and make an even greater impact for Manchester residents.

A small steering group, Chaired by Dr Ruth Bromley, Chair Manchester Health and Care Commission, is supporting actions to growing involvement in and understand the potential opportunities of this partnership. The initial actions are to:

- Scope existing arts, cultural and health work by partners in the city and identifying strengths, challenges and opportunities to develop larger scale interventions with increased impact on residents health and wellbeing. A survey has been circulated to gather initial information from the city's major arts organisations, libraries, health focussed community organisations delivering creative activity and health professionals;
- Work with some GP practices in the Wythenshawe Primary Care Network to map local creative opportunities, access routes/challenges and explore best referral methods for patients to take part in arts and creative activity. A collaboration with the Live Well Make Art initiative and the Great Place programme, which is providing the project funding;
- Identify clinical arts and health champions to train and support as clinical advocates within their peer groups; and
- Explore how to use MHCC and other health organisations communications channels to support libraries, galleries and cultural partner's work in increasing audiences across the city.

6.18 In parallel, a new relationship with the Winning Hearts and Minds initiative is also being established. The initiative is a joined up approach to improve people's long term heart and mental health, with initial focus on Collyhurst, Cheetham, Newton Heath and parts of Charlestown in the north of the city. It is a partnership developed and delivered by health & well-being partners in the city (MHCC, MLCO, Population Health & Wellbeing and MCRactive).

Whilst there is a workstream that looks at people's physical activity and how we can get inactive people (those doing less than 30 minutes per week) to do more, the central pillar of the programme is really around the delivery of community led initiatives, using the Our Manchester approach. Therefore, in the first instance, we are inviting members of cultural organisations engagement teams, library staff, Winning Hearts and Minds Community Development Workers to a structured session to share practice, knowledge and plan action as a first step to increasing collaboration.

### **6.19 Young Manchester**

Young Manchester, Manchester's youth trust, established in late 2017, has become a key partner in delivering Widening Access and Participation, with the trust's Director joining the Widening Access and Participation Board.

Through Young Manchester's funding and partner network the trust engages with organisations across arts and culture and leisure and sport and builds connections between these services to enhance the offer for all children and young people.

A key objective of Young Manchester's work is ensuring that the offer for children and young people is of high quality, inclusive and accessible. To aid this, a number of partnerships and projects are being established across the city, which will bring together different groups under shared objectives. Current activities include digital skills, mentoring and leadership development and girls and young women's work. This work is cross sector and involves partners across arts and culture and leisure and sport.

Young Manchester also supports local youth partnerships in the north and east, central Manchester and Wythenshawe. These partnerships are building strong networks at community level, and Young Manchester is able to support them to access and connect to the many opportunities in their area including arts, culture, leisure and sport.

Young Manchester's partnership with Curious Minds will see a new fund established in 2020 intended to support youth and play sector organisations to develop the way that they use or commission arts, culture and heritage to make a difference to children and young people's lives in Manchester and to embed quality arts practice and partnerships into their plans. This fund is an explicit step towards increasing the collaboration between youth and play and arts, culture and heritage sectors, as well as improving the coordination of this activity.

Young Manchester is also a key partner in Manchester Cultural Education Partnership and the trust is exploring further partnerships and projects with key stakeholders in the city, including MCRactive.

## **7.0 Communication**

### **7.1 All Sorts To Do**

7.2 The communications priority for Widening Access has focused on testing some different approaches to ensure we are promoting activities across the services in a more coordinated way. We have focussed on the promotion of our school holidays programme - All Sorts To Do.

7.3 Since the 2017 Easter holidays we have approached our communications differently, using a more interactive approach which focuses on the top 10 free activities and attractions to visit during the holidays. Working with the services, more engaging content has been developed - particularly short films to highlight all the different and fantastic free to access activities and venues on offer to children and families. Over the next year we need to make sure that we continue to gather and bank new and engaging content to allow us to continue to interest of our target audience.

- 7.4 Taking this approach further, on 13th August 2019, Communications led a Widening Access Take Over Day of the city councils Facebook and Twitter accounts, as part of the All Sorts to Do summer campaign.
- 7.5 The objectives of the take over were to showcase the variety of activities on offer for families during the summer holidays, to encourage people to try something different, to find out what it happening near them and to visit one of the city's award-winning parks. The campaign was targeted at families with children who are out of school during the summer holiday period.
- 7.6 21 social media posts were made during the day and this resulted in:
- 333 link clicks
  - 110k impressions
  - 1.24% engagement rate
  - 171 RTs/shares
  - 330 likes
  - 120 comments
- 7.7 Most clicks - to seek further information - were for the posts about new Aqua Splash inflatable obstacle course, which generated 186 on Facebook and 30 on Twitter. The most engaged with post on Facebook was the Treetop competition, with 60 entries and on Twitter, it was the poll, which received 823 votes, 31 comments, 9 RTs and 12 likes.
- 7.8 The introductory video featuring the Executive Member for Skills, Culture and Leisure in 11 locations demonstrating the different activities on offer generated a high level of engagement with 9.5k views on Twitter, 65 RTs and 114 likes. On Facebook it received 3.5k views, 46 likes, 12 comments and 32 shares.
- 7.9 Outputs from the take over day showed that the more 'out of the ordinary' activities and that the quirkier content engaged people better and in similar exercises in the future, more focus will be put on on slightly alternative activities to capture and engage interest.
- 7.10 Whilst these campaigns appear to be well engaged with on-line, understanding how this digital engagement translates to the numbers of participants attending the events is where the real success story lies. There is further work to do with our data and reporting systems to be able to provide a fuller picture of this success.
- 7.11 A successful joint promotion, of the extended U-17 free swimming offer between MCRactive and MCC MarComms teams, saw a significant increase in the uptake of the offer. The most significant being an uptake increase of 53% between 2018 Easter holidays and 2019



- 7.12 To help widen access, work is underway to establish new shared Marketing & Communications channels between MCRactive, MCC Comms, MLCO and both our contracted operators to provide continuity, share resources and improve awareness.
- 7.13 A strategic relationship has been established with 'We Love MCR Charity to become the Principal Charity Partner of MCRactive'. As a result mutual communication channels for fundraising opportunities, including support for Manchester 10k entrants preparing and getting fit for the 2020 race, along with the removal of race entry fee will be established.
- 7.14 The provision of good quality, accessible and relevant online information for residents to find out about arts, cultural and leisure activities available in the city is a key delivery objective the Widening Access and Participation priority. Resources are being developed across sport and leisure (MCRactive digital project), arts and culture and for children and young people. The purpose of these resources is to improve reach, knowledge, engagement and participation data for residents, they will enable better use of incentives and rewards to encourage involvement and provide the ability to target communications for specific audiences (e.g. families, health benefit, locality etc..) through specific campaigns and guides.
- 7.15 We are working closely together across leisure, libraries, culture and youth to ensure that the resources complement each other and to ensure that we maximise the potential of cross promotion and shared content to our audiences. The aim is the launch these on-line resources in Spring 2020, aligned to a communication and marketing plan for the three websites (MCRactive, Young Manchester, Arts and Culture).

## **8.0 Resident Engagement, taking an Our Manchester Approach**

- 8.1 Following the initial work on the analysis of engagement and participation data communication and engagement pilot with residents, using the *Our Manchester* approach, was undertaken. Just under 200 conversations were held with a range of groups and individuals in order to better understand people's experience of participating in activities, what works well and to hear their suggestions for improvement. The results of this were reported to this committee in October 2018.
- 8.2 Services are now encouraged to actively engage in these types of conversations with the public. For example, libraries have carried out a couple of practical examples recently;
- 8.3 Big Book Conversations took place between May and July 2019, in three libraries (North City Library, Longsight Library and Fallowfield Library), with staff speaking to customers about what type of books and what specific books they wanted in their library. Customers engaged well with these sessions and a large number of books were purchased as a result. Book suggestion boxes have been placed permanently in these libraries to encourage engagement

with book selection on an ongoing basis. These sessions will be repeated in early 2020 at Central Library, Avenue Library, Hulme High Street Library and Chorlton Library.

- 8.4 Library Development Plans are currently being developed for each library, which show the demographics of the catchment area of the library, what activity currently takes place in the library, and identifies priorities and action plan for the next three years. We have involved staff who work in the library with formulating those actions. Using the Our Manchest Own It toolkit, library staff came up with a list of possible actions and three definite actions to be included in their Library Development Plan.

## **9.0 Conclusion**

- 9.1 At the heart of this work is the recognition that Leisure, Libraries, Galleries and Culture all have an important role for growth, people and place. The belief that these service areas benefit good health and well-being, increase confidence, skills, aspiration, prospects, community cohesion and social connectedness is reflected in the Our Manchester strategy. Focussing on making sure our service areas easier to access, influence and connect with - for residents, community connectors and activists - is essential to growing the number of activities taking place and in enabling more people to get involved more often with active, learning, cultural and creative opportunities, both on their doorstep and elsewhere in the city.
- 9.2 The Widening Access and Participation work is important in helping to improve our data collection and analysis and define the forward strategies needed to ensure our services are relevant to our customers and participants and to inform future investment. Identifying the most productive areas for collaboration between Leisure, Libraries, Galleries and Culture, our shared partners and residents will enable us to engage more powerfully with other partners involved in public sector reform and service transformation, such as health and social care, education, work and skills and youth and play.
- 9.3 The focus the Widening Access and Participation priority has provided for Leisure, Libraries, Galleries and Culture services and partners is now very much embedded in our everyday thinking and language and will be a key part of services development and reporting going forward.

