

Since launching our initial strategy, we have made remarkable achievements throughout the sport, physical activity and movement sectors. From hosting the record-breaking Women's Euros to delivering free activities and hot meals for disadvantaged children or implementing social prescribing programs for the most inactive and those with long-term health conditions.

Alongside our considerable investment into world class facilities, the development of our community recreation facilities remained a key focus, helping us to champion vital improvements to park footpaths, playing pitches and other community recreation facilities. This work will continue and help us significantly increase access to essential free and low-cost activities to enable our mission to widen access for all Mancunians to lead healthier, happier lifestyles and move more.

Over the past 5 years, a global pandemic significantly impacted on all our lives, health inequalities broadened across our city, we declared a climate change emergency, and more recently, rising inflation and the cost-of-living crisis has further exacerbated these challenges.



With all this considered, the need for a refreshed strategy was paramount. We have;

- Introduced a new theme 'contributing to a zero-carbon city'
- Refined world class into facilities & major events and GB performance squads based in Manchester
- Updated Theme 1 to recognise the importance of supporting all residents to move more
- Prioritised localised free or low-cost provision and activities
- Opened up further volunteering and employment opportunities for all

It is important our strategy is relevant. For all. These priorities and actions will take us through to 2028 and make sure we respond effectively and proportionately to the health challenges across Manchester.

Councillor John Hacking Executive Member for Skills, Employment and Leisure, Manchester City Council

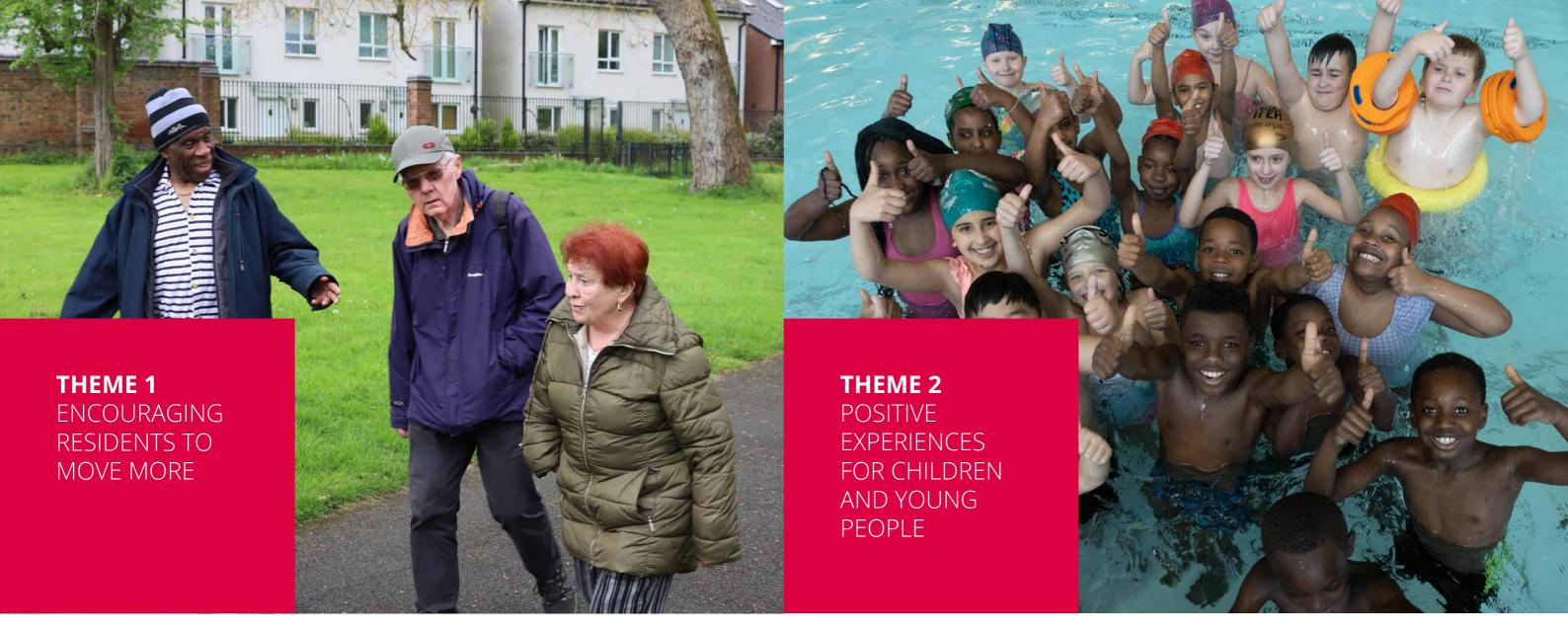


We understand that not everyone has the same opportunities or access when it comes to physical activity and movement. To ensure we are world class in everything we do, it is imperative we continue to break down both physical and perceived barriers, through creating inclusive environments where everyone can participate, regardless of age, ability or background.

Whether this be the implementation of legacy frameworks following major sporting events, combating 'unhealthy holidays' through our Holiday Activity and Food Programme or providing social prescribing activity pathways for those with long-term health conditions, our commitment is to ensure no Mancunian is left out in the cold. Through our continued work, we subsequently lay the foundations and provide the necessary inspiration for people to participate in and enjoy physical activity and movement, for everyone who calls Manchester home.

Chris Brindley OBE Chair, Manchester Active



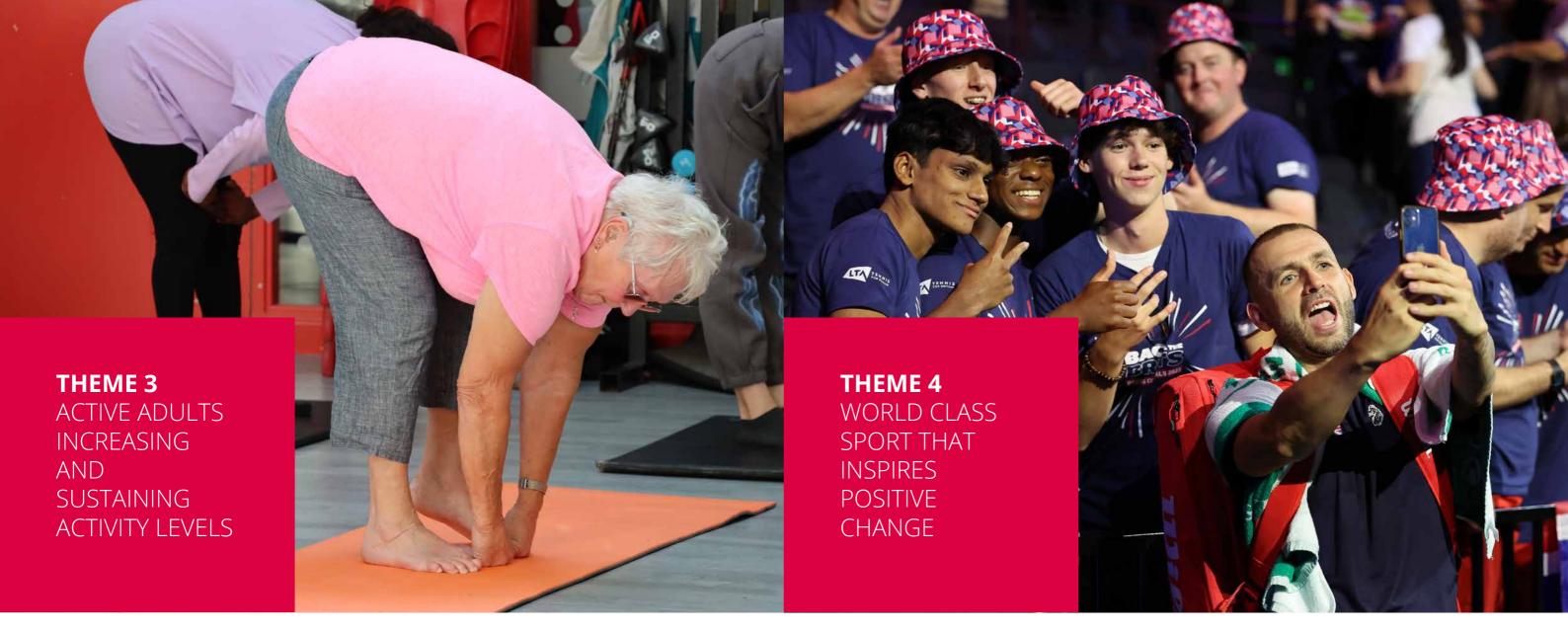


This theme is about supporting a decrease in the percentage of people physically inactive, with a focus on underrepresented groups such as, disabled residents, women and girls and older people. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Develop place-based approaches to tackle inactivity with residents and communities, particularly those with poor health.
- Work with partners to improve, develop and prioritise the link between physical activity, sport and local health systems.
- Ensure the ways we encourage people to move more are inclusive, providing opportunities and support for those who need new or different ways to take part, removing barriers and increasing access.

This theme is about supporting children and young people (aged 0-18) to have the best start in life, to enjoy taking part in sport and physical activity and support their all-round health & wellbeing, and to help each child reach their potential through sport and physical activity. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Embed physical literacy into young people's lives (0-5s) through parental education, through Early Years settings, and raising awareness for the Early Years workforce.
- Tackle childhood obesity by helping all children in Manchester **enjoy an hour of physical activity every day** through a range of interventions, i.e., the daily mile.
- Create a connected and visible city based talent system ensuring young people with talent reach their full potential in sport, either as a participant, volunteer or coach.



This theme is about growing participation amongst adults and that those already participating in sport and physical activity remain doing so. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Support programmes and activities **with mass appeal** (e.g., Great Manchester Run), work with open data, embrace technology, and different partners to open new opportunities, to help sport and physical activity become part of everyday life.
- Develop a new suite of sports specific plans, to grow and sustain high quality sports clubs, which results in additional resources leveraged.
- Encourage self-sufficient physical activity habits by increasing the amount of family friendly sessions and local, free / low cost, regular, volunteer led programmes and activities in local facilities such as parks and community venues.

This theme is about supporting high performance sporting success in the city, ensuring maximum sporting, social and economic benefits in return. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Position the Etihad Campus as a **global leading sports and innovation zone**, home to an increasing number of sports organisations. Resulting in global sporting knowledge capital and an economic driver for regeneration in East Manchester and the City.
- Position Manchester as **a global sporting headquarters** through improving our world class facilities, and hosting major sports events.
- Position Manchester as the home of GB / National Squads, supporting more performance sports clubs, and world class coaching, that connects and creates opportunities for residents, contributing to the economic growth of the city.



This theme is about developing more active and sustainable environments and communities. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Continue to invest significant resources to develop and sustain a world class **facilities infrastructure** over the next 10 years as identified within the suite of strategies for indoor and outdoor facilities.
- Widen access to and activate the existing 803 sport and leisure facilities, including local parks, community assets, local sport and leisure centres, and open up more school facilities beyond the school day. This includes the use of faith centres, community centres, and GP surgeries and exploring the timing of sessions, whilst building on the existing approach to community asset transfers.

This theme places residents at the centre of everything we do. Ensuring we get the right message to the right person in the right way, to help discover opportunities more easily. This theme gives residents and local Councillors a local voice, exactly as local provision is provided and developed. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- 1 Create 12 "locality active networks" encouraging collaboration amongst residents, members and partners to inform communication priorities and provide leadership and coordination to local provision. Networks will be connected to ward coordination and new governance arrangements for city wide sport and physical activity in Manchester. *(see below)
- Build a single communications platform and single user account, enabling one central digital location for sport and physical activity information in Manchester. This will ensure local residents can be communicated to seamlessly, and link participation opportunities to their individual interests.

^{*} The 12 locality active networks model will be aligned to the emerging administrative model for Health and Social Care, but will work directly with ward coordination and neighbourhood teams.



This theme is about developing a future fit for purpose workforce, with skills to support the least active to get active, to grow and sustain interest in sport, and to support elite success. This will provide employability skills, create jobs, and individual benefits to those engaged. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Develop a coordinated city-wide **Training Hub** providing CPD resources and training to upskill the sector workforce. The hub will, co-ordinate new apprenticeship opportunities, a programme of peer mentoring, work closely with the student sector to link training and work opportunities and create a new coaching framework for Manchester.
- Grow the volunteer base by working closely with residents, utilising platforms such as **MCR VIP** to identify, recruit, train and deploy volunteers in sport and physical activity opportunities
- "Champion an unrelenting emphasis on diversity, inclusion, skills, and behaviours, to open up and increase volunteering and employment opportunities for people from a broader range of backgrounds and experiences."

This theme is about creating a liveable and low carbon city, supporting the vision to be a 100% clean energy city, encouraging a low carbon culture, with our communities protected from a changing climate. Acting and evolving our practices to make sure we respond decisively to the climate change emergency and achieve our target to become a zero-carbon city before or by 2038. Manchester City Council, Manchester Active together with residents, local communities and partners will:

- Work to decarbonise the council owned sport and leisure facilities, through installing energy efficient & renewable technologies to reduce CO. emissions
- Influence, educate and advocate other sporting bodies connected to Manchester to rise to the challenge of climate change; and encourage sustainable working practices.
- Embed good active design principles and best practice into policy, practice, and governance.

