



# TeamMCR

THE POWER TO INSPIRE

STRATEGY

2022-27

# TeamMCR

**Team MCR** is a leading Greater Manchester charity passionate about **DEVELOPING THE WHOLE CHILD\*** through physical activity, sport and life skills with the aim to make Manchester's children & young people the most active in Greater Manchester.

Manchester excels in the development and delivery of the National School Games with an extended reach to incorporate Sport, Health, Wellbeing, Personal and Workforce Development.

Manchester Schools PE Association (MPEA) established as a charity in 2018 but has developed and evolved in the School Sport network since School Sport Partnership and Sports College days' back in 2002. Relationships are very important to us and have proudly and consistently engaged with in excess of 80% schools in Manchester. Our Board of Trustees have been integral to the growth and development of our Charity, all of whom come with a wealth of experience and knowledge in Education, Health, Sport, Finance and Marketing and have the ability to support and influence. This has enabled us, as a charity, to be well positioned locally, Greater Manchester wide and nationally.

Our charity closely supports National strategies in a local context, particularly, The Manchester Strategy, Manchester Health & Care Commission (working together for a Healthier Manchester), Department for Education, Sport England (Uniting the Movement), Youth Sport Trust (Believing in Every Child's Future) and Greater Sport (Changing Our Lives Together).

## Vision

"Giving young people the right to access life chances, choices and skills through sport and physical activity"

## Purpose

To provide the young people of Manchester with a rich and diverse range of enrichment opportunities that promote physical activity, sport and wellbeing to make a life-long positive impact to them and their communities.

## Objectives

- Ensure that MPEA supports and aligns with the recovery curriculum
- Champion physical and mental wellbeing across the network
- Provide a focus on equity and inclusion for young people and reduce inequalities
- To champion lifelong skills to enhance the resilience and confidence of young people
- Develop improved relationships with key stakeholders across Manchester and beyond
- Broaden the reach of what we do by extending our programmes and working collaboratively with others
- Explore appropriate funding opportunities to deliver our longer-term sustainability
- To continually measure the impact of MPEA enrichment programmes and the benefits they provide for the young people in Manchester.



## \*DEVELOPING THE WHOLE CHILD

### Physical Development:

being active for at least 60 minutes a day supports young people to have immediate and long term health benefits.

### Personal Development:

being physically active has a positive impact on young people's personal development, such as developing their leadership skills and resilience.

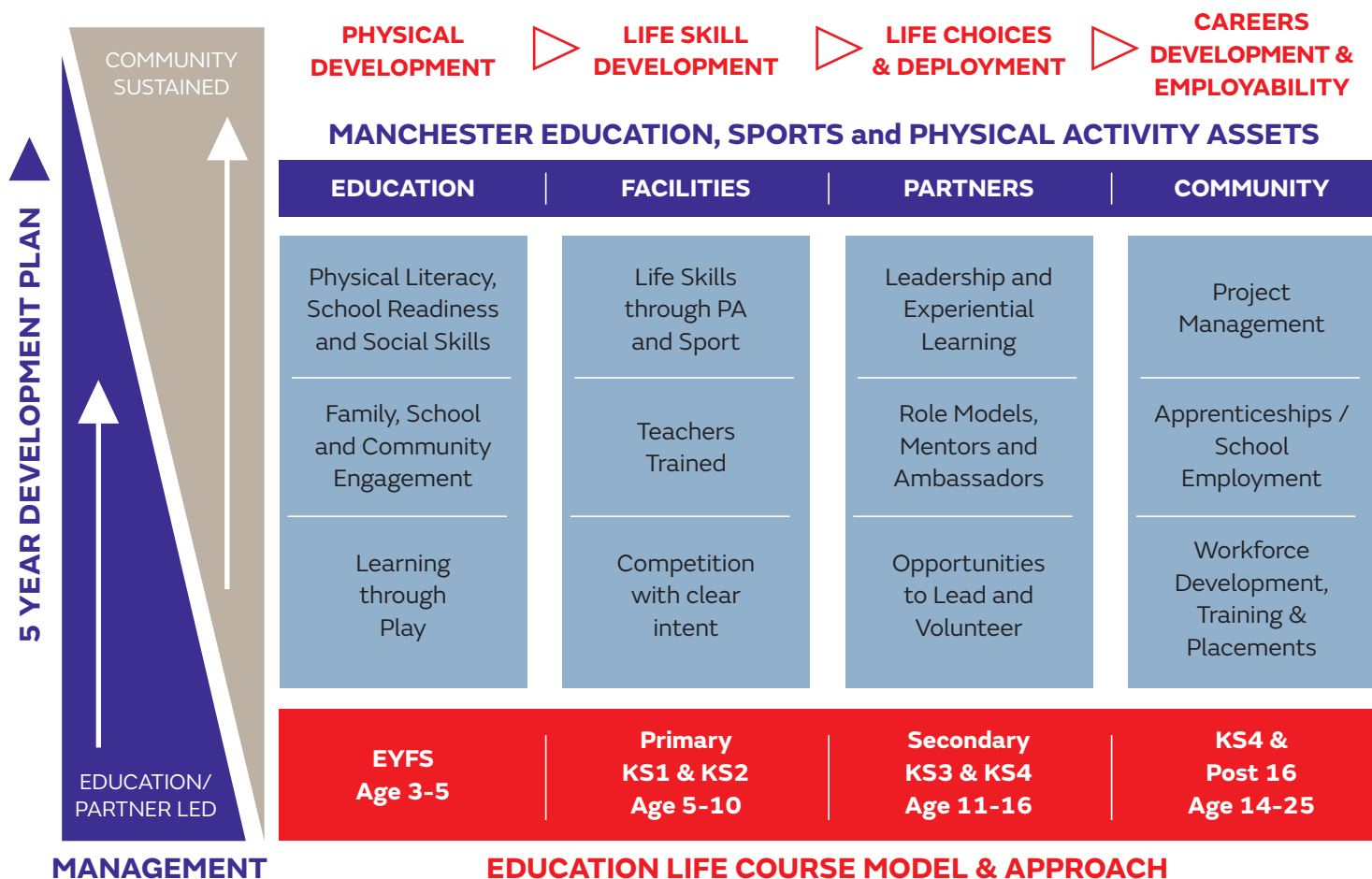
### Emotional Development:

sport and physical activity improves young people's self-esteem, reduces stress, supports their mental wellbeing and builds their resilience.

### Social Development:

providing a sense of belonging, enabling young people to develop their team work, communication, empathy and respect for others.





Team MCR Development Plan:

Education Life Course	Model	Approach
<b>Physical Development:</b> Pre-school/ KS1	Learning Through Play, Family, School and Community Engagement, Physical Literacy, School Readiness and Social	Workforce Development Health, Wellbeing and Personal Development Consultation & new programme development Multiskills training & delivery PALS training & delivery Balanceability Family & community engagement
<b>Life skill Development:</b> Primary KS2	Competition with clear intent, Teachers Trained, Life skills through PA and Sport	School Games Programme Competition Workforce development Events and Cultural Calendars Barclays Girls Football Programme Health, Wellbeing & Personal Development Nike Open Doors / Holiday Activity Fund (HAF) Opening School Facilities Commonwealth Games Legacy programmes
<b>Life Choices &amp; Deployment:</b> Secondary KS3/4	Opportunities to Lead and Volunteer, Role Models, Mentors Ambassadors, Leadership and Experiential learning	School Games Programme Competition Workforce development Health, Wellbeing & Personal Development Events and Cultural Calendars
<b>Careers Development &amp; Deployment:</b> 14 -25 Years	Training and Placements, Apprenticeships / School Employment, Project Management	Ambassador & Leadership Programme Health, Wellbeing and Personal Development Workforce development, training and placements

## TARGETED INTERVENTION

School Games Programme, Inclusive Heath Check and School Games Mark, Resources, Inspire events, Inclusion, training (YP and staff), transition, Pupil Voice

## EARLY YEARS

Workforce Development Health, Wellbeing and Personal Development Consultation & new programme development Multiskills training & delivery, PALS training & delivery, Balanceability, Family & community engagement

## SKILLS 4 LIFE

Workforce development training and resources, Leadership Academy, PALS, Pupil Voice, Young Ambassadors, School Sport Crews/ Councils, Volunteer opportunities

## HEALTH, WELLBEING & PERSONAL DEVELOPMENT

Mental Health Awareness Training, Bikeability, H&W Ambassadors, Change 4 Life Festivals, Change 4 Life Champions, Health Champions, Creating an Active School, Framework Pilot (CASf)

## UNIVERSAL OFFER

Excel competition, leagues, Inclusion & Inspire events, festivals, activities, Gifted & Talented competitions

## CULTURAL AWARENESS

Cultural events calendars, programme of events, activities and resources

## COMMUNITY DEVELOPMENT

Nike Open Doors, HAF, Opening School Facilities, Sport England Active Lives

## GIRLS FOOTBALL DEVELOPMENT

Barclays Girls Football Programme Training, resources, out of school hours participation and competitive and leadership opportunities

## BUILDING A LEGACY

Commonwealth Games Programmes and Initiatives, Women's Euros 2022

## BUSINESS AND FINANCIAL PLANNING

Accountancy, Membership, Marketing & Digital Development, Funding

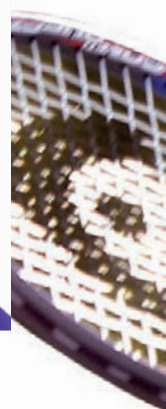
## STRATEGIC AND CHARITY DEVELOPMENT

Staffing, Strategic & Partner Development, Board & Trustee Development, Programme Development, Governance



## CONTEXT

Team MCR plays a pivotal role in the development, delivery and support of key partner strategies. With access to children and young people in a pre-school, school, college and university setting, Team MCR is well positioned to align 'what we do' locally to regional and national outcome delivery.



## THE MANCHESTER STRATEGY

**Vision:** Our vision is for Manchester to be in the top flight of world-class cities by 2025 when the city will:

- have a competitive, dynamic and sustainable economy – cultivating and encouraging new ideas
- possess highly skilled, enterprising and industrious people
- be connected, internationally and within the UK
- limiting the impacts of climate change
- be a place where residents from all backgrounds feel safe, can aspire, succeed and live well
- be clean, attractive, culturally rich, outward-looking and welcoming

**Web:** [https://secure.manchester.gov.uk/info/500313/the\\_manchester\\_strategy](https://secure.manchester.gov.uk/info/500313/the_manchester_strategy)

## MANCHESTER HEALTH & CARE COMMISSIONING

working together for a Healthier Manchester

We have developed a strategy to work towards making Manchester a healthier place to live. Below you will find the strategy aims, that focus on the priorities and how we will help to build a better future for all.

- Improve the health and wellbeing of people in Manchester
- Strengthen the social determinants of health and promote healthy lifestyles
- Ensure the services are safe, equitable and of a high standard with less variation
- Enable people and communities to be active partners in their health and wellbeing
- Achieve a sustainable system

**Web:** <https://www.mhcc.nhs.uk/about-us/what-we-do/our-strategy-aims/>

## MANCHESTER HEALTH & CARE COMMISSIONING

Manchester Healthy Weight Strategy: 2020-2025  
(A whole system approach)

Create an environment and culture where all people of Manchester have the opportunity and are supported to eat well, be physically active and achieve and maintain a healthy weight.

- To reverse the rising trend of overweight and obese children and adults in Manchester using a whole system approach.

## GREATERSPORT: GM MOVING IN ACTION 2021- 2031

“For a happier, healthier, more connected Greater Manchester”

**MISSION:** Active Lives for All

**Key priorities** People, families and communities:  
Active Children and Young People

- Early Years – ensuring all children get the best start in life with a focus on physical development.
- Active Education – supporting the education sector to take movement to its core.
- Safe Spaces in the Community – creating positive experiences in the community for all children and young people.
- Youth Voice – Highlighting opportunities and resources for young people to advocate for the importance of health and wellbeing and the connection to physical activity.
- Mental Wellbeing - utilising moving more as a way to support mental wellbeing.

**Web:** <https://www.gmmoving.co.uk/about/our-strategy>

## SPORT ENGLAND (UNITING THE MOVEMENT)

10-year vision to transform lives and communities through sport and physical activity

**Objectives:**

- Advocating for movement for sport and physical activity
- Creating the catalyst for change
- Joining forces on the FIVE big issues:
  - > Recover and Reinvent
  - > Connecting Communities
  - > Positive experiences for children and young people
  - > Connecting with health and wellbeing
- > Active environments

**Web:** <https://www.sportengland.org/why-were-here/uniting-the-movement>

## YOUTH SPORT TRUST (BELIEVING IN EVERY CHILD'S FUTURE)

The key objectives of the strategy  
‘Believing in every child's future’ are to:

**Vision:** A future where every child enjoys the life-changing benefits that come from play and sport

**Key objectives** of the strategy ‘Believing in every child's future’ are to:

- transform physical education (PE)
- remove barriers to sport
- unlock the potential of sport
- empower activism in young people
- champion insight
- strengthen foundations

**Mission:** We pioneer new ways of using sport to improve children's wellbeing and give them a brighter future

**Achieving:**

- Happier, healthier young people achieving their potential
- Better employees, colleagues and citizens
- Better friends, family and neighbours

**Web:** <https://www.youthsporttrust.org/about/what-we-do/our-strategy>

## DfE, DCMS & DHSC - School Sport & Activity Action plan

**Ambition:**

- All children and young people take part in at least 60 minutes of physical activity every day.
- Children and young people have the opportunity to realise developmental, character-building experiences through sport, competition and active pursuits.
- All sport and physical activity provision for children and young people is designed around the principles of physical literacy, focuses on fun and enjoyment and aims to reach the least active.

**Web:** <https://www.gov.uk/government/publications/school-sport-and-activity-action-plan>





# TeamMCR

THE POWER TO INSPIRE



## OUR PARTNERS

MPEA works with Companies, Government, Charities and other organisations to address the needs of children & young people in Manchester.

Our partners contribute more than money. Their ideas, skills and expertise, volunteer power, in kind support and more are helping to build safer, happier and stronger communities.



WEB [TeamMCR.co.uk](http://TeamMCR.co.uk)

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