

**Our Manchester**

# State of the City 2024

## February 2025



# **The Vision – Manchester 2025**

## **Manchester will be in the top-flight of world-class cities**

It will be a city:

- with a competitive, dynamic, sustainable and fair economy that draws on its distinctive strengths in science, advanced manufacturing, and culture, creative and digital business, to cultivate and encourage new ideas.
- with highly skilled, enterprising and industrious people.
- that is connected, internationally and within the UK.
- that plays its full part in limiting the impacts of climate change.
- where residents from all backgrounds feel safe, can aspire, succeed and live well.
- that is clean, attractive, culturally rich, outward-looking and welcoming.

# Our Manchester Strategy 2035 draft priorities

## Our **people** will:

- Have support to be happy, healthy and active from childhood to adulthood.
- Be proud of our diversity, feeling valued and included, knowing they belong.
- Get support to participate, engage and influence decisions about their communities and neighbourhoods.
- Have a great education and be able to learn new skills as they grow older.
- Be safe in person and online.

## Our **neighbourhoods** will all:

- Have enough good quality, genuinely affordable homes.
- Be attractive and well-kept with good facilities, services and green spaces.

## Our **city** will:

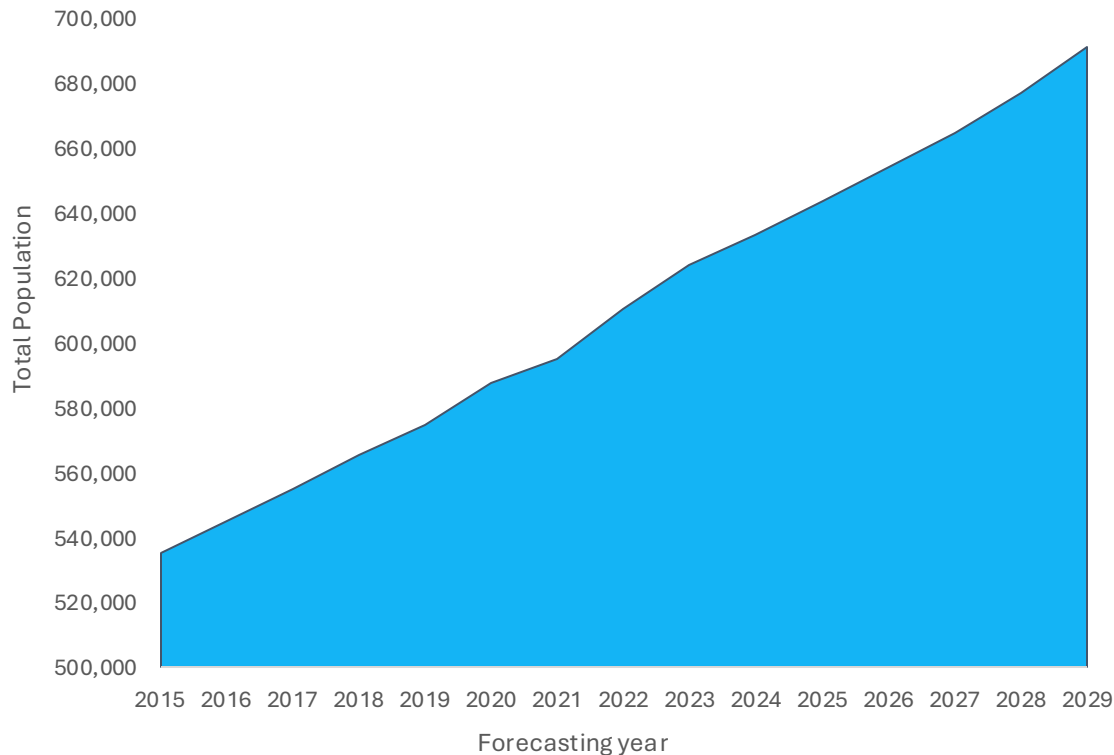
- Have a growing economy that provides jobs and equal opportunities for everyone.
- Adapt to a changing climate and rapidly reduce our carbon emissions.
- Enjoy world-renowned things for everyone to see and do, showcasing our talent for sport and culture.
- Have reliable transport that gets you where you want to go, quickly, cheaply, safely and cleanly.
- Embrace technology to achieve our aims, safely and ethically.

# A thriving and sustainable city



# Growing population

Manchester's population estimates and forecast, 2015–2029

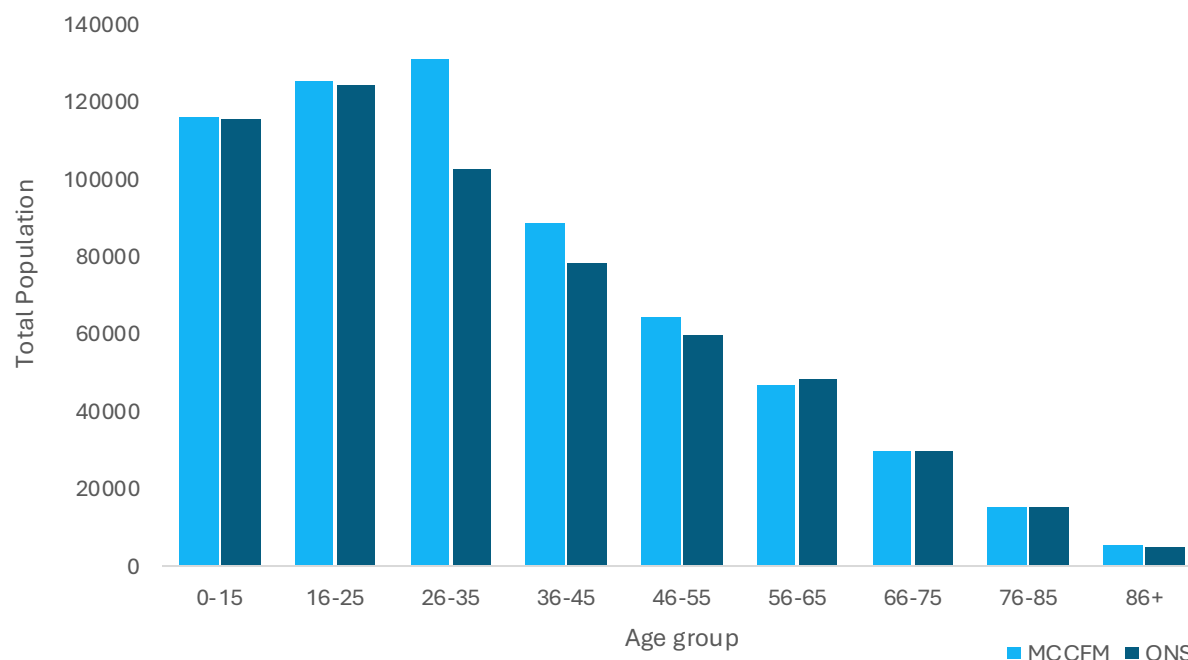


Source: MCCFM W2024 (provisional), Manchester City Council, 2025

- The 2024 mid-year population estimate for Manchester is at over **630,000 people**, which is growth of 94,500 people (18%) during the last ten years of the Our Manchester Strategy.
- The number of **people living in the city has grown** since the launch of the Our Manchester Strategy in 2016 (according to our forecasting model) and there is a **current expectation of further growth** over the next five years.
- Manchester's population continued to grow strongly to mid-2024, with the city welcoming **record numbers of new residents** since 2022. This growth included workers from non-EU countries and a large number of students. Manchester has also built a significant number of new homes across the city

# Diverse and growing population

Manchester population estimates by age group, mid-2023

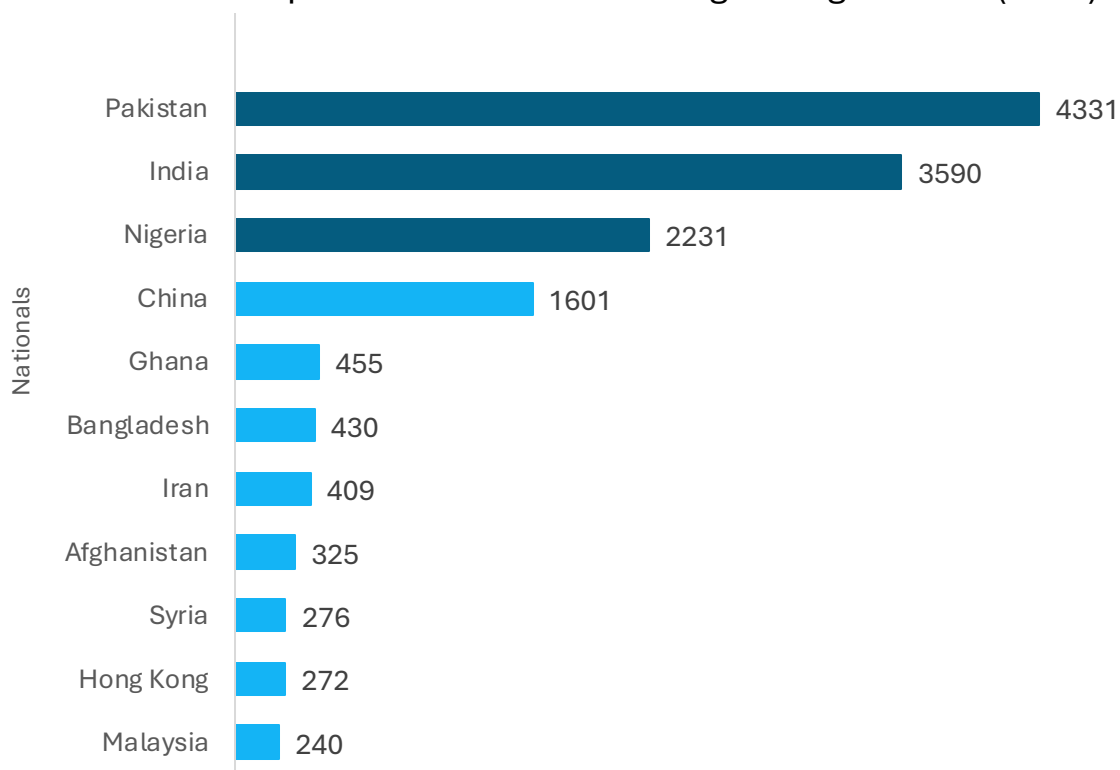


Source: 2023 mid-year estimates from ONS © Crown Copyright November 2024 and Manchester City Council Forecasting Model (MCCFM) W2023, Manchester City Council (PRI) December

- MCC is working with Office for National Statistics (ONS) to **address the shortfall of residents aged 20-39** in the 2021 Census, which is still affecting their current estimates.
- ONS projections for the city's population do not take account of the **significant growth in housing stock**, the impact of the pandemic, or the **recent high rise** in the number of international residents.
- The **growth in new residents from abroad** between 2021 and 2024 is due to an unprecedented rise in students, graduates and health and care workers attracted to Manchester as a destination to work and study.
- As **visa rules** become **more restrictive**, numbers may reduce over the next year.

# Diverse and growing population

Top Nationalities of adults registering for NINo (100+)



Number of registrations in Manchester

- There are **particularly high numbers** of National Insurance registrations (NINo) from Pakistan, India, Nigeria and China.
- Manchester has well established communities from many countries making it an **attractive to place to settle**.
- Black, Asian and Minority Ethnic population **increased** from 33.4% in 2011 Census to 43.2% in 2021 (51.3% non-White British).
- This change is **likely to accelerate** as the school census shows around 60% of primary and secondary school pupils are non-white.



# Thriving business and city

**Manchester is the economic heart of the North and one of the UK's fastest-growing cities, contributing over £28 billion in GVA annually.**

- Manchester now has the **top 2 largest capacity indoor arenas** in the UK, alongside the city's existing list of cultural destinations. Spring 2024 saw the opening of the **UK's largest indoor entertainment arena Co-op Live**. In autumn 2023, opening of **Aviva Studios**, the home of Factory International and a new landmark cultural venue designed to push the boundaries of contemporary art; these were both followed by **major events** including **WOMEX Worldwide Music Expo**, **Beyond the Music Festival** and the **MTV European Music Awards**.
- 2024 marked the **200<sup>th</sup> anniversary of the University of Manchester** and Manchester Metropolitan University, with a programme of activity reflecting the important roles these academic institutions play in the city.
- **Manchester Airport's transformation** programme is due to be completed in 2025.
- Significant pipeline of commercial development including Sister innovation district on the **Oxford Road Corridor** (estimated 10,000 new jobs), **Central Retail Park** (7,000 jobs) and **MIX Manchester** (Manchester Innovation Exchange) near Manchester Airport (8,000 jobs).
- **English National Opera (ENO)** announced its first wave of plans as part of its partnership with Greater Manchester over the next three years, including productions with Factory International and the Bridgewater Hall. Late 2025 will also see the formation of the **Greater Manchester Youth Opera Company**, working with **young people from backgrounds underrepresented and underserved** by the arts across the city-region.
- Work is **progressing** on the £300m **Etihad Stadium expansion**. The project will **increase capacity** to more than 60,000 and see a new 3,000 capacity fan zone, club shop, hotel and museum.



**MEMA** | Manchester 2024





# A highly skilled city



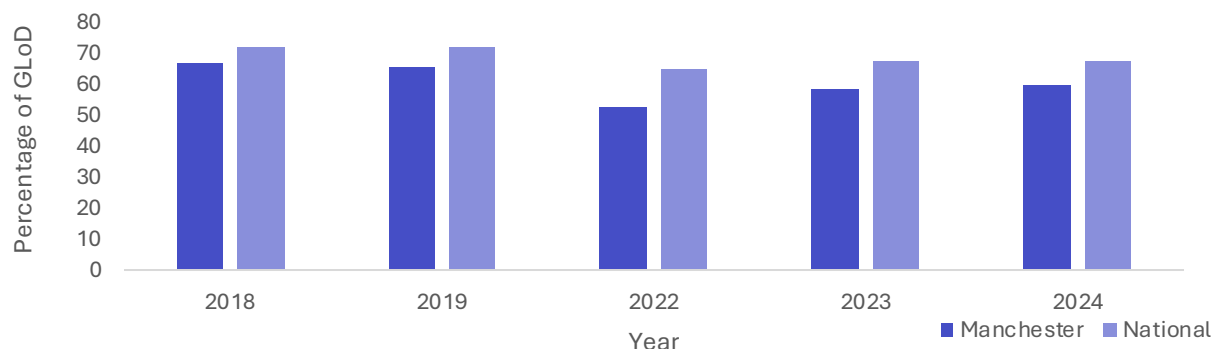
# A Highly Skilled City

- Reflecting on the last ten years of the Our Manchester Strategy, skills remain a critical factor for the continued economic growth of the city. Skills are at the heart of our Education Strategy 2024-2034, Work and Skills Strategy 2022-2027 and the Investing in Success Economic Strategy 2023-2033.
- On the whole, Manchester's economy has recovered well from the pandemic, with strong investment in the city's growth sectors and a significant growth in the city's employment base. Productivity in Manchester has increased beyond national levels and that of other large cities. There have also been clear challenges in recent years due to inflation impacting the cost-of-living such as food, energy and housing costs. This has impacted the labour market, creating volatility, which emphasises and reinforces the need for high skill levels in the city.
- Manchester continues its upwards trajectory to be highly skilled with 60% of Manchester residents now qualified to Regulated Qualification Framework (RQF) Level 4 or above. Manchester now ranks higher than the Greater Manchester and England qualification averages, underpinned by world class education and training facilities.
- As the population of the city has grown, our labour market has expanded rapidly, to 426,000 employees. As a result of our rising population, we have seen an increase in demand for primary and secondary education places in the city. These larger cohorts of children are now reaching the end of their education in school and demand is moving to post-16 college places. We expect this to peak in 2028 and are working to manage any capacity challenges.

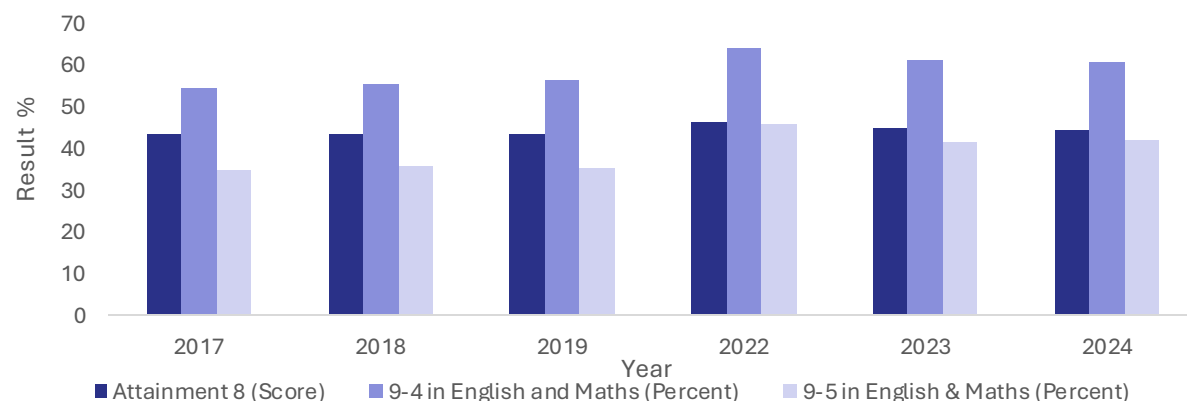
# Education

## Mixed picture in terms of attainment in 2024

Percentage of children reaching good level of development aged 5



KS4 GCSE Result



Both source: Manchester and national KS4 outcomes, 2019-2024 (source)

- **Early Year Foundation stage (EYFS):** 59.6% of children have a good level of development. An increase from 58.5% in 2023. There is still a significant 8 percentage point gap to the national level though.
- **Key Stage 2:** 56% of pupils in Manchester met the expected standard in reading, writing, and maths combined, compared to 61% nationally.
- **2024 GCSEs:** Attainment 8 in Manchester is score 44.5, compared to 44.8 in 2023. Whilst slightly below the 2023 figure, progress 8 figure is +0.07, which is higher than the 2024 national figure (-0.03).
- **Pupils achieving GCSE English and Maths at grade 5+:** 41.8% compared to 41.3% in 2023. GCSE English and Maths grade 4+: 60.9%.
- **GCSEs achieved at Grade 7+:** 23% compared to 21.6% nationally and 18.6% in the North West.

# State of Inequalities

## unemployment and creating good jobs

Over the ten years of the Our Manchester Strategy, the employment rate in Manchester of working age residents has fluctuated quite considerably.

### Wage gap

£4,460

Average wage gap

There is **still a significant gap** between average resident wages and Manchester worker wages of **£4,460 per year** in 2024 compared to **£4,404** in 2023

### Employment

63,690

Are not in employment

**Out of 95,250** Universal Credit claimants, **7.2%** are **working age residents** who are claiming Universal Credit or Job Seekers Allowance in Manchester

### NEET

5.3%

Young people Not in Education, Employment or Training (NEET)

**Increased** from 3.4% (2023)

# Education – Case Study

## Making a difference to the lives of young people

- **The BREE Initiative:** The Building Relationships with Employers and Educators (BREE) initiative was launched in October 2024. Providing a structured platform for employers to connect with schools, colleges, and youth support organisations across Manchester.
- 30 employers have joined BREE and made 100 connections with educators across the city. The programme prioritises support for young people with limited social capital, by engaging with schools where there are more students eligible for free school meals.

### Case Study

Sisk Construction supported local schools through BREE. They delivered a series of mock interviews in school, and selected 28 students to visit Sisk construction sites at the Eliza Yard and Jersey Wharf project and the Etihad Stadium, providing insights into project management and site operations.

During the visits, students shadowed professionals in key roles, including quantity surveyors, project managers, graduate apprentices, BIM designers, planners and site managers. Each student had the chance to experience a ‘day in the life’ of the roles, gaining practical knowledge about the responsibilities and challenges involved in construction and engineering projects. The feedback from both students and staff was overwhelmingly positive, with students expressing newfound enthusiasm for future opportunities in the field.

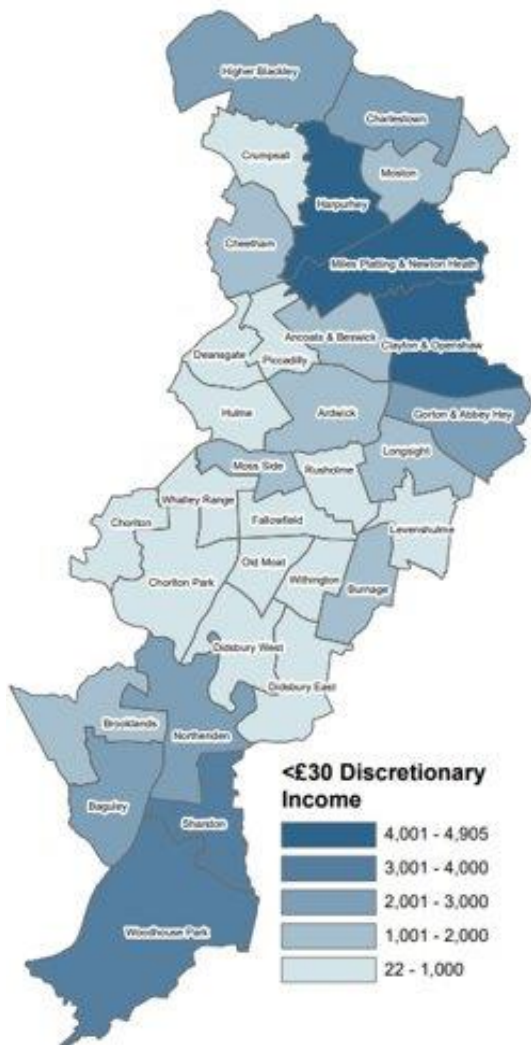
# A progressive and equitable city



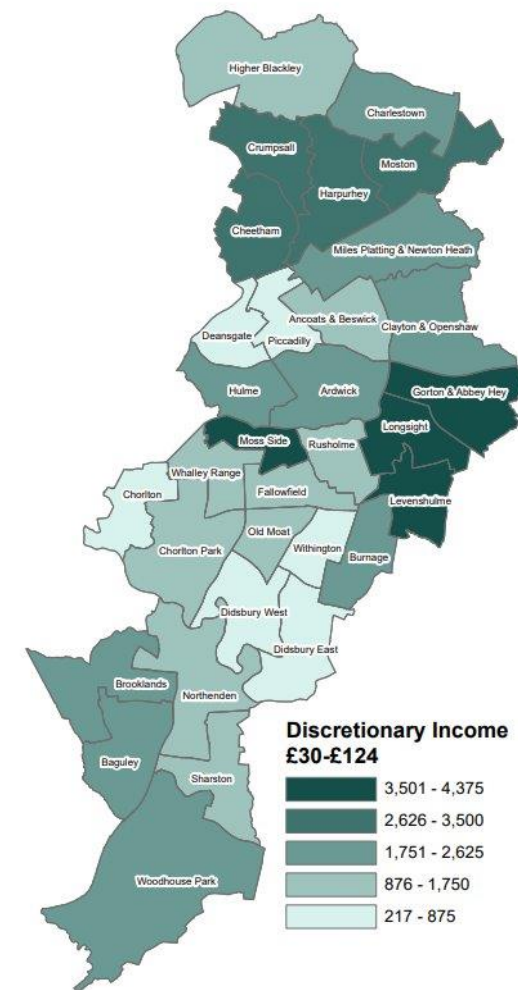


# Poverty and cost of living

## Targeted support in place to help with cost of living crisis



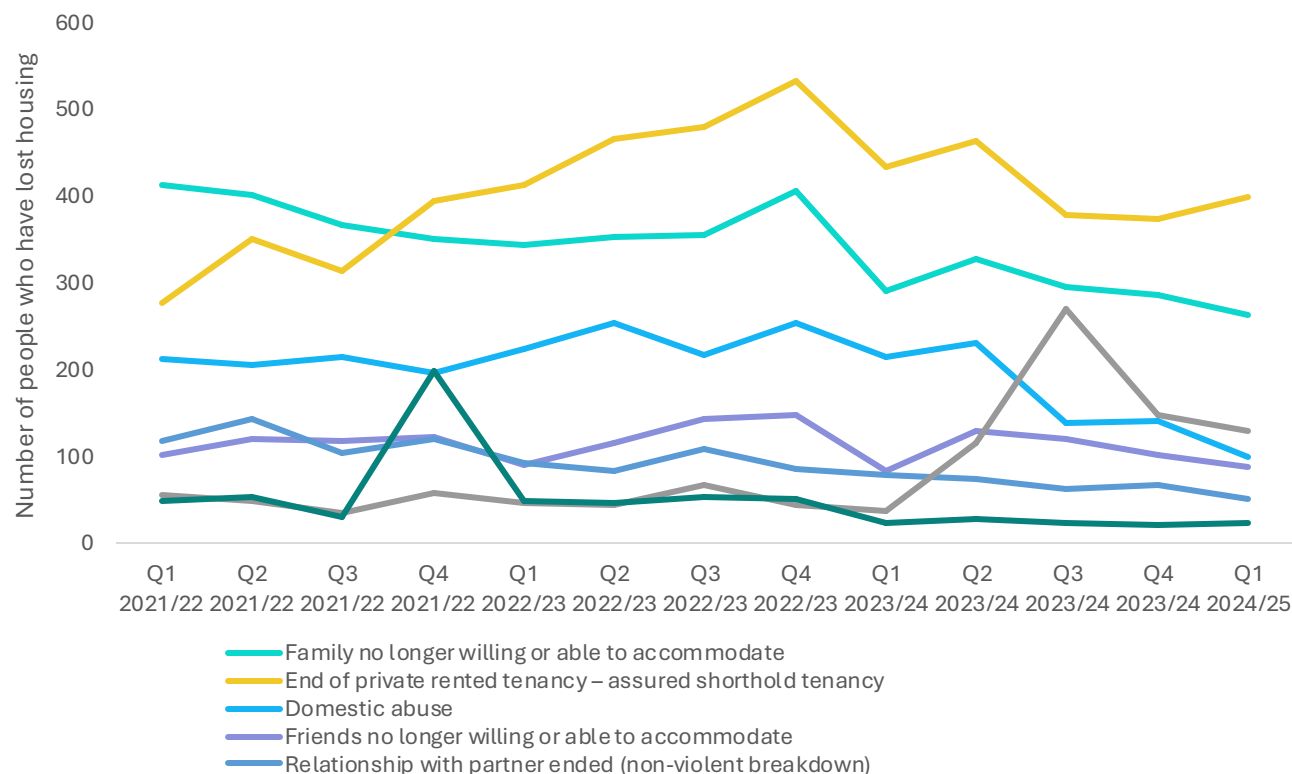
- In 2022/23 there were 63,266 children living in poverty (households with less than 60% median income after housing costs), an increase of 4,133 (or 7%) on the previous year and more than 50% worse than in 2014/15. This translates to 47.9% of all children living in Manchester. This is the third worst rate of local authority areas in England and an increase from 44.7% in 2021/22.
- In 2022/23 21% of households were likely to have less than £30 per month of discretionary income.
- The number of hours a Universal Credit claimant had to work increased from 15 hours per week to 18 hours in May 2024
- Over 10,000 people now earn the Real Living Wage. In April 2025, the Living Wage (wage rate is calculated as a percentage of average earnings) which now stands at £11.44, will rise to £12.21.
- £1.9m Discretionary Housing Payment awards paid to 1,126 households by 30 September 2024 to help people remain in their homes.



# Ensuring support for homeless

## Significant pressures on homelessness prevention services

Reasons for loss of settled home in last 4 years

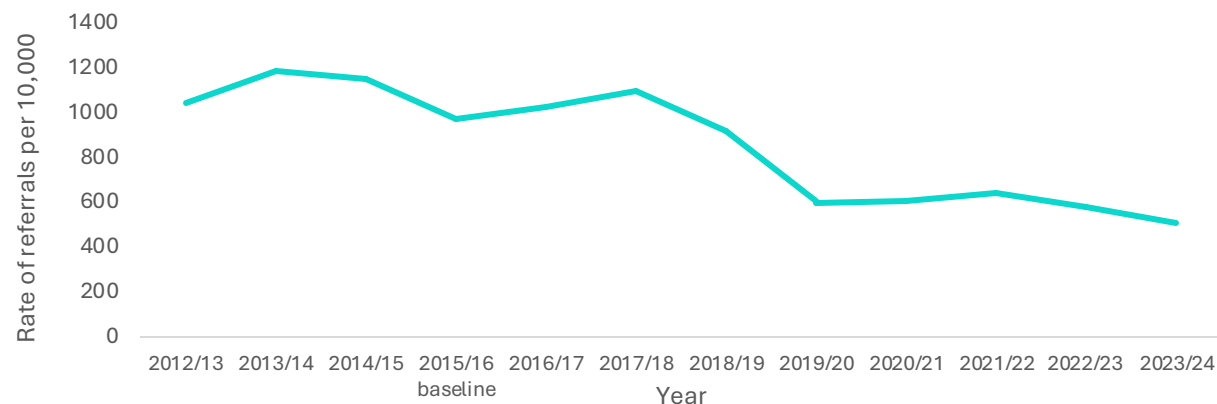


- Number of **households in Temporary Accommodation** are still high around 2,700 however, it has **gradually decrease** by 12.2% since December 2023.
- Number of **families placed in B&B** are **now almost or zero**.
- Number of **people sleeping rough** in the city has made **significant progress in reducing** from a high of 123 November 2018 to 46 in November 2024. A reduction from 60 in November 2022.
- **Increase in demand for social housing.** At December 2024, Manchester housing register (known as Manchester Move) stands at 18,533 household registrations, with 11,182 of these being in housing need.

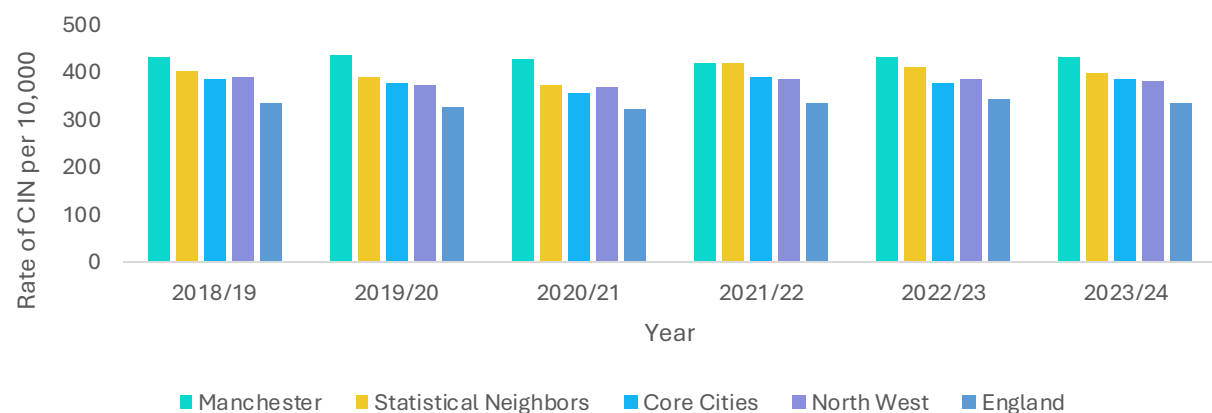
There are many reasons for people to present as homeless and although personal circumstances vary, these include leaving Home Office accommodation, family reunion, family breakdown, eviction from private-rented sector (Section 21), domestic abuse, friends no longer willing to accommodate, and termination of a relationship with a partner (non-domestic violence).

# Children in need of help and support

Rate of Referrals per 10,000 of the Child Population



Rate of Children in Need (CIN) per 10,000 of the child population aged under 18, on 31 March 2024



- **Children and Young People's Plan: Our Children (2020 – 2024)** prioritises 'building a safe, happy, healthy and successful future for children and young people'.
- **Referrals to Children's Services reduced significantly:** to 503 per 10,000 in 2023/24 from 1,092 per 10,000 in 2017/18.
- **Reduction in numbers of looked after children:** 1,303 at the end of March 2024, a decrease from 1,332 at the end of March 2023 and 1,410 at the end of March 2020.
- **Child Protection Plans:** have fallen significantly to 44 per 10,000 in 2023/24 from 81 per 10,000 in 2017/18,
- **Children in Need (CIN) rate:** In Manchester, the CiN rate has risen to 432 in 2023/24, back to a similar rate of 2019/20 of 434, following a low of 417 in 2021/22.

# Health inequalities

The health of people in Manchester has been among the poorest in England across a range of outcome measures, with noticeable differences between the most and the least disadvantaged areas within the city.

## Vaping

18%

children aged 11- 17 had tried vaping.

Youth vaping is thought to have tripled from 2020 to 2023.

Almost one in ten young people in Manchester claim to vape regularly.

## Mental Health

16.4%

Adult over 16 years old, had a long-term mental health problem.

**Higher** than England (12.7%)

**Increased** from 11.8% in 2018.

A long-term mental health problem in Manchester has **risen faster** than across England as a whole.

## Alcohol-related

483.7

Admissions to hospital for alcohol related.

**Decreased** from 553.8 since 2021/22.

We are **continuing to see a growth** in the number of Manchester residents **accessing support for their substance use**.

# Achieving Better Outcomes Together (2024-27)

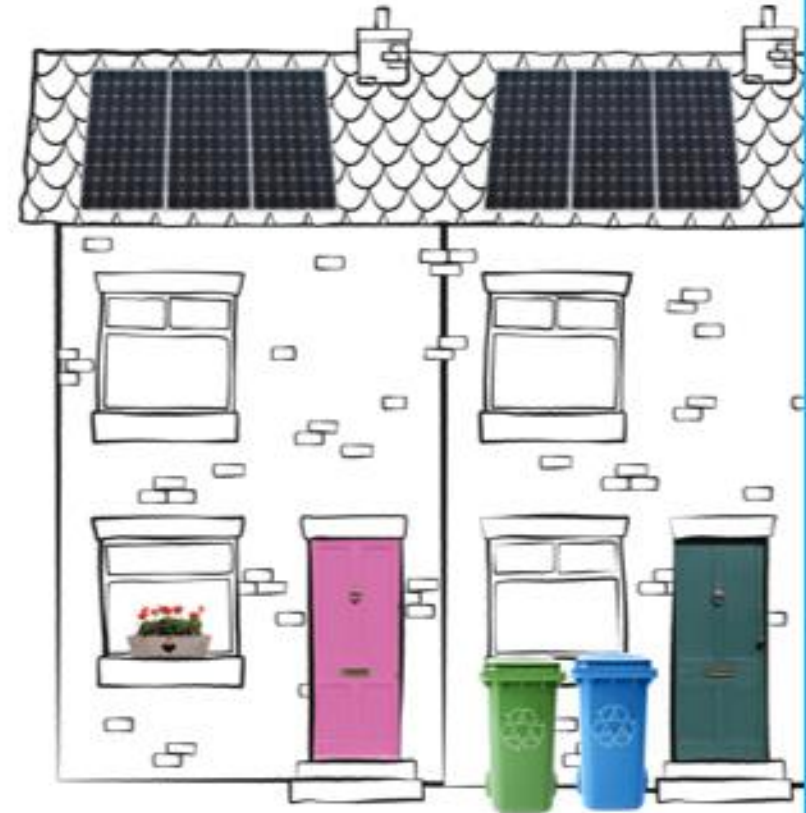
Achieving Better Outcomes Together is focused on the supporting systems and partnerships around practice that can have a significant impact on people's experience of care and support, enabling the continued development of a smarter, strengths-based service.

This is in the context of the next phase development of Manchester Local Care Organisation including integrated neighbourhood team arrangements. This builds on Better Outcomes, Better Lives which has delivered significant transformation, reduced demand, improved outcomes, cost avoidance and delivery of savings:

- Investment in **Early Help** has enabled more contacts to be resolved at the Contact Centre (55% in April 22 to 66% in Feb 24), fewer repeat contacts and fewer inappropriate calls sent through to Social Work teams enabling the increasing demand for social care support to be managed within existing resources.
- £23 million cost avoidance from **reablement** helping people live independently at home for longer, reducing the need for **home care packages and care home placements**. 74% of people who are supported by reablement need no further care. During the last 3 years (21/22 to 24/25) Reablement has led to £23 millions of homecare costs being avoided.
- Extra Care has led to £16 million of costs avoided over 15 years for people starting their support in the last 3 years (21/22 to 24/25) comprising £13 millions of residential care costs avoided and £3 millions homecare costs avoided.
- Applying the maximising independence principles to **support packages for people with Learning Disabilities** resulted in £2.7m of savings and cost avoidance adult's TEC, changes in placements and alternative sources of funding secured.
- Over £300k cost avoidance from use of **Technology Enabled Care**.
- Around 66% of contacts to the **adult's front door** dealt with effectively there and not requiring Care Act assessments.

**Up to £39.33 millions** of costs avoided attributed to the Better Outcome, Better life programme

# A liveable and zero-carbon city





# Increasing housing demand

## Residential pipeline continuing to deliver large number of homes

Here are a number of long-term, large-scale, mixed tenure regeneration projects:

**Victoria North** a total of 15,000 new homes (including 3,000 affordable). Construction has already started on the first phases at Victoria Riverside and across several plots in Collyhurst.

**Strangeways** an ambition to create a new city centre neighbourhood with c.6,000 new homes including c.1,600 affordable homes alongside employment space and a new city centre park.

**Holt Town** where estimates suggest we could deliver up to 4,500 new homes (including 1,000 new affordable homes).

**Grey Mare Lane** where initial plans include at least 1,000 homes – many of which would be designated affordable.

- In the first 2 years between 2022 to 2024, there have been 4,925 total completions, including 1,018 affordable homes.
- Around 14% of the total Housing Strategy target (36,000) delivered in the first two years of the 10-year period and just over 10% of the 10,000 affordable completions target.
- A 10-year target of 36,000 new homes in total, including 10,000 affordable homes, by 2032.
- 13,800 new homes (both market and affordable) currently under construction across the city and over 8,300 more with planning approval, but yet to start on site.
- Recently completed development at Silk Street in Newton Heath was responsible for rehousing 37 of the 99 households rightsized through Manchester Move in 2023-24.

# Reducing carbon emissions of the Council's buildings

**Council is currently remaining on track to becoming a zero carbon by 2038.**

Source: Manchester City Council

Council has reduced direct CO2 emissions by 67% since 2009 and currently remains on track to become a zero-carbon organisation by 2038.

## **Case study: Estates Carbon Reduction Programme.**

Zero Carbon Estates Programme was designed to reduce emissions across over 300 Council buildings. Through investments of over £50 million from Council and grant funding, into the Council's Zero Carbon Estates Programme, we have been able to:

- implement a variety of energy efficiencies.
- decarbonise heat energy.
- introduce energy generation measures.
- reduce CO2 emissions from the operational estate by 37% since the baseline year 2018–19.

**Energy Saving measures** were completed on two buildings this year: **The Sharp Project** and **Manchester Velodrome**.

**Carbon reduction site surveys** were undertaken on 80 operational buildings which included many of our top carbon emitters. The surveys are being used to create the roadmap for zero carbon estates which will plan out the investment and resources required for the full estate's decarbonisation by 2038.

# Recycling more of our waste

## A reduction in fly tipping

	Refuse kg per household per year	Recycling rate	Kerbside organic tonnage	Kerbside dry recycling tonnage
<b>2015/16 baseline</b>	519	32%	24,776	26,213
<b>2016/17</b>	471	36%	28,990	29,643
<b>2017/18</b>	438	39%	30,413	31,045
<b>2018/19</b>	409	40%	30,406	30,971
<b>2019/20</b>	417	40%	30,861	31,239
<b>2020/21</b>	463	37%	30,772	31,700
<b>2021/22</b>	426	40%	30,539	32,919
<b>2022/23</b>	401	39%	27,878	30,844
<b>2023/24</b>	396	40%	28,532	31,301

Source: WasteDataFlow

- **Household recycling rate:** dropped to 396kg per household per year in 2023/24 from 519kg per household per year in 2015/16.
- **Fly-tipping tonnages:** fell to an average of 256 per month in 2023/24 from 303 tonnes in 2016/17, a decrease of 15% on the base line. The first two quarters of 2024/25 also show a 1% decrease from 2023/24.
- In 2016/17, 898 **fly tipping investigations** were carried out resulting in 160 successful prosecutions and a total of £32,259 in fines. This is compared to 5,908 investigations, **298 prosecutions** and **£130,034 in fines** for 2023/24.
- **Keep Manchester Tidy** promoted the Great British Spring Clean with our biggest spring clean yet in 2024. 220 litter pickers attended the campaign launch event at Bradford Park. Over 2,000 sets of equipment and 4,000 bags were delivered to volunteers.
- **Winner of Best Council for Volunteer Support Award 2024** at the Keep Britain Tidy awards.

# Vibrant libraries, Leisure and Events

## Libraries:

- Launched a **new Creative Space** at Wythenshawe Forum Library.
- Major **refurbishment** of Chorlton Library, re-opening in 2025 with extra meeting rooms and an increase of 20 opening hours per week.
- The **opening hours** have also increased by four hours per week at both Gorton Library and Newton Heath Library.
- **SIM cards** providing six months' free access have been donated to over 4,000 residents, and 300 **free laptops** to communities.

## Leisure (MCRactive) :

- Leisure centres across Manchester welcomed **3.5 million visitors**, marking a 25% increase from the previous year.
- 10,332 pupils each week attending **Education Swimming programme** across 148 schools.
- **Parks Tennis** experienced significant growth in 2024, with 28,310 court bookings and 84,950 players participating.
- Manchester was awarded the prestigious title of **European Capital of Cycling** for 2024.
- City hosted **24 major sporting events** including the Speedway of Nations and Wheelchair Basketball International.

## Events:

- Manchester launched the **Walk Safe app** in September 2024 aimed at helping people make safe journeys.
- Over 90% of visitors (around 603,862 visits) said their visit to the **Manchester Art gallery** had a positive impact on their happiness and wellbeing.
- The 2024 **MTV European Music Awards** were broadcast from Manchester to over 150 countries.
- Over 60 organised or facilitated events across 130 live event days, drawing in an estimated **1.1m visitors/ participants** into the city.



# A connected city



# Doing Digital Together (2021-2026)

## Vision for Manchester to be a world-class digital city

### Key achievements in 2024:

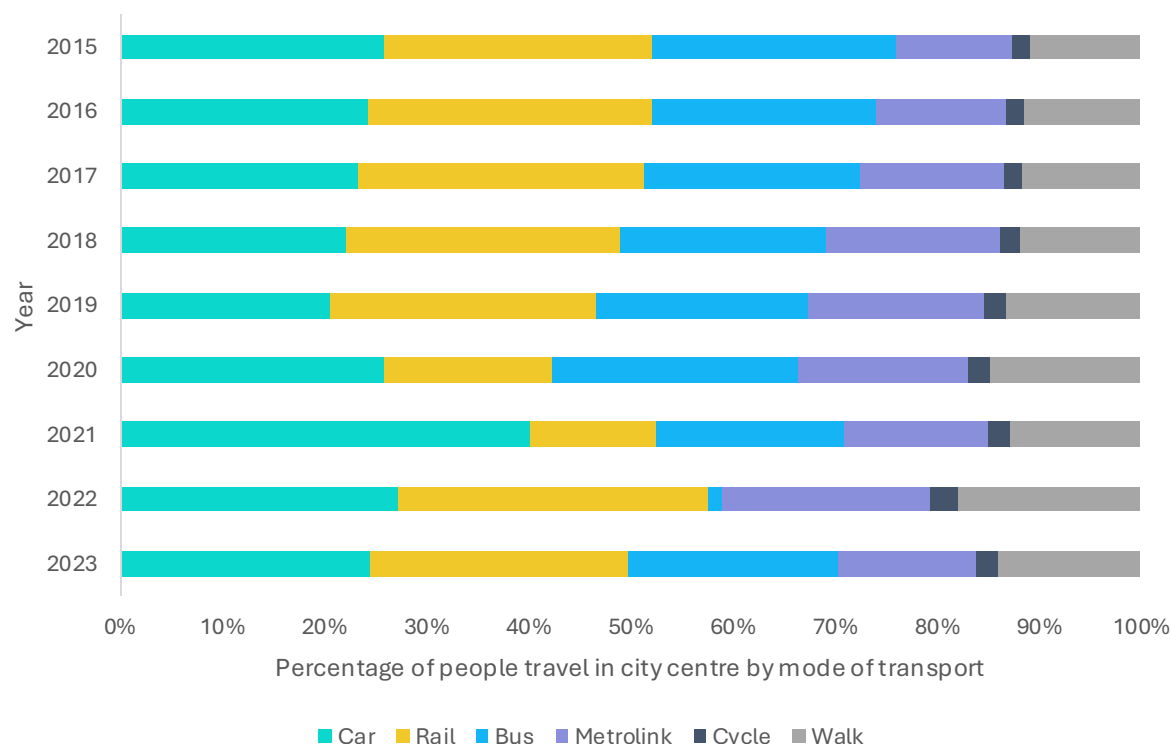
- **Greater Manchester's digital economy:** employed over 88,000 people and the digital sector is expected to continue growing, with significant contributions from Artificial Intelligence (AI) in 2024.
- **The Digital Inclusion Toolkit:** 25 grassroots organisations have pledged to become National Databank Centres and 28 digital skills volunteers have been trained.
- **The Digital Skills Framework:** Launched in March 2024 and led by the University of Manchester, this aims to build strong connections between employers.
- **AI for All and People's Panel on Artificial Intelligence:** The AI for All event was held in June as a call to action for developing AI systems and approaches that prioritise human values and needs.
- **CommuniCity:** Manchester is the first UK city outside of London to join the EU Horizon programme.
- **Digital sustainability and the Electricity Data Dive:** Delivered by Open Data Manchester in partnership with the Manchester Climate Change Agency, this project has made available open data on electricity use.
- **Green Data Centre workshops:** Bringing together technology experts, businesses, academics and public bodies to better understand the energy challenges that data centres are facing; whilst sharing good practice on prioritising green energy



# Transport use

## Travel into city centre down for all modes of transport

Trips into Manchester City Centre by mode of Transport



Source: Manchester city centre cordon count, TfGM

- **78%** of journeys into the city centre **during the morning peak** were made by sustainable modes in 2023.
- **More people are travelling by bus:** 58.6 million passenger journeys made on the Bee Network.
- There were **4,323 battery electric** cars and light goods vehicles (LGVs) registered in Manchester in June 2024.
- There are 427 **Electric Vehicle (EV) charge points** in Manchester, more than double the amount in place a year ago since July 2024.
- **Bee Network Cycle Hire scheme:** public hire bikes and e-bikes, now fully operational and title sponsorship by Starling Bank began in January 2024.
- 2024 saw the busiest ever year on the **Metrolink network**, with **45.7 million passengers using trams** across Greater Manchester. This is a 14% increase compared to 2023.

# Summary for 2024

1. Manchester is one of the UK's fastest-growing cities, with a significant track record of delivering economic growth, regeneration, and public service reform, underpinned by strong civic leadership and deep partnerships across the public, private, and voluntary sectors.
2. The population continues to grow rapidly to over 630,000 people, which is 94,000 more than ten years ago, and is significantly more diverse and relatively younger than the national average.
3. 2024 has been a strong year for culture, tourism and leisure visitors to the city.
4. Skills and qualification levels of residents continue to improve. A number of education outcomes are improving but there remain challenges compared to national levels.
5. Manchester continues to face significant challenges given the extent of poverty and inequalities in the city, including 48% of children in poverty, across our different neighbourhoods and communities.
6. There are strong ambitions and plans for a more inclusive and equal economy than at present. Key challenges include the resident wages gap, levels of unemployment, economic inactivity and young people not in education, employment and training.

# Summary for 2024

7. Homes and affordable homes are being built at significant pace but the Housing Strategy ambitions are high and this needs to continue.
8. There is a strong development pipeline and an ambition to go even further and faster, enabled by the opportunities of devolution to Greater Manchester and the integrated financial settlement.
9. Manchester has a track record of reforming public services and improving outcomes, mitigating demand pressures on public services, but the next phase of reform needs to go further and faster, for children and young people, adults health and care, work and skills, and on homelessness.
10. Health and care integration has delivered significant improvements for residents but there are significant financial and delivery challenges that all partners need to recommit to delivering.
11. Delivering the next phase of carbon dioxide emissions to help tackle climate change will be very challenging. Although the Council has made good progress reducing its direct emissions, there needs to be a rapid and significant increase in the delivery of the City's overall ambitions.
12. Improving public transport and digital connectivity remain key challenges in a rapidly growing city, with significant improvements under way including the roll out of the Bee Network.