

MEDIACITYUK

...A HEALTH IMPACT ASSESSMENT



Health, well-being and the environment are interdependent. We need to take care of them together, by making strategic and collaborative decisions early on and by being efficient with resources

.... Commission for Architecture and the Built Environment (CABE)

A CONCURRENT AND RAPID (PARTICIPATORY) HEALTH IMPACT ASSESSMENT OF MEDIACITYUK

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Foreword

It is now widely recognised that various factors combine in different ways to determine the health and wellbeing status of individuals and population groups. Included among these determinants of health are socio-economic, environmental, biological and lifestyle factors. Health impact assessment (HIA) seeks to make projections, in a systematic way, about the ways (and pathways) in which any human endeavour can affect the health and wellbeing of a given population. The overall aim of such assessments is to promote public health through maximising identified positive impacts and also recommending steps for mitigating possible negative impacts.

This HIA is the first phase and a rapid assessment which gives general/ broad indications of the likely health impacts of the MediacityUK development. The next phase of the assessment effort will be more comprehensive (in-depth) and aim to characterise, and possibly quantify the health impacts of the project. This would entail a longitudinal study that would provide a public health strand in monitoring and evaluating the development and contributions of MediacityUK to the health and wellbeing of the people connected with it.

Acknowledgement hereby goes to all the people who have contributed to this health impact assessment. In particular, thanks go to the members of the Steering Group, Debbie Fox for being one of the focus group facilitators, Salford University (VC-ECRS Scheme) for sponsoring the HIA, and everyone who took part in the focus group discussion.

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Cover Photograph of MediacityUK from <http://www.mediacityuk.co.uk/>

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LIST OF ABBREVIATIONS

BBC	: British Broadcasting Corporation
BREEAM	: BRE Environmental Assessment Method
CHD	: Coronary Heart Disease
CSR	: Corporate Social Responsibility
CVD	: Cardiovascular Disease
DOH	: Department of Health
JSNA	: Joint Strategic Needs Assessment
GMPT	: Greater Manchester Public Transport Executive
GONW	: Government Office for the North West
GP	: General Practice/ General Practitioner
HIA	: Health Impact Assessment
HPP	: Healthy Public Policy
IMR	: Infant Mortality Rate
MCIUK	: MediacityUK
NHS	: National Health Service
NWRDA	: North West Regional Development Agency
ODPM	: Office of Deputy Prime Minister
PCT	: Primary Care Trust
SCC	: Salford City Council
SME	: Small and Medium Enterprise
TOR	: Terms of Reference
URC	: Urban Regeneration Company (Central Salford)

MEDIACITYUK

Health Impact Assessment

INTRODUCTION/ EXECUTIVE SUMMARY

This Health Impact Assessment has been sponsored by the University of Salford under the Vice Chancellor's Early Career Research Scholarship (ECRS) scheme, to assess the potential health and wellbeing impacts of the MediacityUK (MCUK) project currently being developed; the overall aim is to identify opportunities for maximising the potential positive health & wellbeing impacts and minimising any potential negative impacts.

The specific objectives of this impact assessment are to:

1. Identify health and wellbeing impacts of the development project:

Specifically, to identify and prioritise the potential direct and indirect health impacts on the users of MediacityUK (employees, students, and visitors), residents in Salford Quays, and local people (those living in surrounding neighbourhoods) during the construction and operational phases of the scheme.

2. Develop a set of recommendations for optimising the impacts on health and wellbeing:

Specifically, to develop a range of mitigation and enhancement measures to minimise any potential negative health impacts and maximise the positive health benefits of the project. Measures must be feasible, financially viable and deliverable; and able to be incorporated into the on-going design and implementation of the MediacityUK project.

3. Identify possible monitoring and evaluation indicators:

Specifically, to identify possible monitoring and evaluation indicators to judge, monitor and evaluate the actual health and wellbeing impacts of the project.

The HIA draws on previous and current work on developing sustainable, viable and healthy urban regeneration schemes.

Key positive impacts identified from the health impact assessment are as follows:

- The planned creation of about 15,000 jobs over time, coupled with the attendant economic empowerment, has the potential for major positive health impacts on those offered employment as well as the families to which they belong. This is essentially because poverty has been shown to have major negative influence on health¹
- MediacityUK along with other developments in Salford Quays will contribute to the overall regeneration and transformation of the immediate neighbourhoods and the city of Salford as a whole. This will lead to raised community pride, enhanced social capital and positive mental & psychological health impacts.
- Evidence points to the fact that exposure to natural spaces such as parks, gardens, greenspaces and open countryside has positive health benefits. The pathways for bringing about these benefits include psychological effects and encouragement of physical activities (walking, cycling) and building social capital². In this regard, the well kept and beautiful landscape of MCUK will improve the quality of the outdoor environment with potential for significant positive health impacts.
- The quality green space/ outdoor environment encompassing MCUK and Salford Quays have the potential of having major positive mental health impact on residents, visitors and users of the facilities located within it.
- It is also noteworthy that there is the plan to provide 300 bicycle parking bays within MediacityUK³. This strategy has the prospect of encouraging cycling which is a low carbon emission means of transport as well as opportunity for physical exercise.
- The Watersports facilities provide recreational, leisure and physical exercise opportunities, all of which can have positive physical and mental health impacts on users.

¹ Marmot, M.2004 The Status Syndrome: How Social Standing Affects Our Health and Longevity. London Bloomsbury

² Health, place and nature: How outdoor environments influence health and well-being: a knowledge base. Sustainable Development Commission

³ MediacityUK-background briefing 2010: MediacityUK

- There are ample leisure and recreational facilities and spaces within MediacityUK and Salford Quays such as the Lowry Arts centre and the Piazza; leisure and recreation afford opportunities for rest, refreshment, learning, and entertainment; all of which can have moderate to major positive impact on physical and mental health and wellbeing
- The primary businesses at MediacityUK which relate to the digital media and creative industry are inherently inclined towards promoting social and community life (building social capital); such increased community participation has been identified to be an essential strand in sustainable health and general development⁴, with positive health impacts.
- The proposed establishment of a new health centre and pharmacy store would ease the burden on existing GP practices⁵, and complement them in providing services which are appropriately tailored to the health needs of residents and other users of MCKU.
- The digital and media related services & activities to be delivered from MediacityUK provide opportunities for greater access to general and health-related information; such enhanced access to general and health-related information has the potential to make people more aware, better enlightened, empowered and more able to make informed and healthy choices – with positive health impacts.
- Due to the expected population increase in people who will do business at MediacityUK (employees, students and visitors), there is the likelihood that more people will also visit, live in, and engage in other productive activities in the areas surrounding the city. Such a development has the potential to contribute to the regeneration of these areas with possible positive health impacts.
- It is worthy of note that world class sustainability was incorporated into the design of MediacityUK thereby making the project a global leader for green communities. MCKU is reckoned to be the first scheme in the world

⁴ World Summit on Sustainable Development (WSSD), Johannesburg, SA, Aug 26-Sep 4, 2002; WHO. <http://www.who.int/wssd/en/> (accessed 9/3/11)

⁵ MediacityUK-background briefing 2010: MediacityUK

to become a BREEAM⁶ approved sustainable community⁷. Sustainable approaches to development endeavours have financial, health and corporate social responsibility (CSR) benefits to organisations and individuals.

Key negative health impacts identified from the health impact assessment are:

- There is the likelihood for relocation/ adjustment distress for new employees and residents moving into MCK; this will have to do with the adequacy of facilities and the natural time required to get used to a new locality and work setting. Due to the planned increase in the population of MCK and its environs, there could also be tensions between new comers and already existing residents, especially in closely knit neighbourhoods such as Ordsall and Langworthy
- There is inadequate public transport links into MediacityUK which causes long waits and delays for public transport and can lead to mental stress and fatigue
- There could be construction related injuries to construction personnel and pedestrians through the area. Similarly, disruptions, dust & noise pollution are bound to occur.
- Risk associated with various activities in and around MediacityUK, such as during gathering of large number of people for events which can lead to disturbances and antisocial behaviours; there are also possible health and safety risks associated with the water bodies within MCK and Salford Quays in general. All of these can have negative health impacts.

⁶ BREEAM: BRE Environmental Assessment Method; a voluntary measurement rating for green non-domestic buildings, established in UK by the Building Research Establishment (BRE). See <http://www.breeam.org/> (accessed 15/4/11)

⁷ MediacityUK-background briefing 2010: MediacityUK

Measures for optimising positive health impacts and mitigating negative impacts include the following:

Fostering employment & economic transformation:

In order to ensure that the socio-economic benefits envisaged from employment generation at MediacityUK does impact on the immediate neighbourhoods and Salford in general, it is recommended that apprenticeship and volunteering programmes should be targeted at local residents who may not have the required education and learning to compete for employment opportunities.

Adequate maintenance of greenery and aesthetic environment

In order to derive maximal projected benefits from the green spaces and outdoor environment, efforts should be made to manage and monitor the parks and greenbelts to ensure that they remain attractive and conducive for walking and physical exercise; they should not be allowed to degenerate to sites for litter and antisocial behaviours.

Harnessing the skills and facilities for health promotion

Deliberate efforts should be made to foster partnership working with the health authorities in order to take advantage of the media and creative industry skills available at MediacityUK for the propagation of health and general information; and for health promotion. The media has always played vital roles in disseminating health messages/ information and MCUK therefore presents a special opportunity for partnership working across sectors for health improvement.

Health and safety measures

Robust Health and Safety procedures and guidelines should be put in place and adhered to in the use of Watresports facilities, construction works (considerate construction) and during gathering of large number of people at events (e.g. at the piazza). These would minimise the risks of harm and injury to workers and sports users

Improvement in access to MediacityUK by public transport

Transportation and access to MediacityUK would need to be enhanced through a variety of measures that would include more efficient community

transport services and increased frequency of other transport services to complement the tram link.

Sustainability at MediacityUK

In order to maintain the sustainable development credentials of MediacityUK, efforts should be made to maintain high environmental performance within the city. Undertakings such as proper waste management, recycling, energy efficiency approaches etc should be encouraged across the various organisations to be located within the city.

1.1 INTRODUCTION

The international Gothenburg Consensus defines Health Impact assessment (HIA) as “a combination of procedures, methods and tools by which a policy, program or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population.”⁸ HIA is a systematic approach to identifying the differential health and wellbeing impacts, both positive and negative, of plans and projects

HIA uses a range of structured and evaluated sources of qualitative and quantitative evidence that includes public and other stakeholders' perceptions and experiences as well as public health, epidemiological, toxicological and medical knowledge. It is particularly concerned with the distribution of effects within a population, as different groups are likely to be affected in different ways. Therefore HIA looks at how health and social inequalities might be reduced or widened by a proposed plan or project.

The primary aim of HIA is to add value to the decision making process by making available a systematic analysis of the potential impacts as well as recommending options, where appropriate, for enhancing the positive impacts, mitigating the negative ones and reducing health inequalities. This is especially so given the increasing realisation that enabling healthy lifestyles can mean long-term savings in the costs of health treatment.⁹

HIA applies both the biomedical and social definitions of health, and therefore recognises that although illness and disease (mortality and morbidity) are useful ways of understanding and measuring health they need to be fitted within a broader understanding of health and wellbeing in order to be properly useful. A range of factors are known to influence the health status of

⁸WHO European Centre for Health Policy; Health impact assessment: main concepts and suggested approach; Gothenburg consensus paper; WHO Regional Office for Europe; 1999.

⁹ CABI 2000. Future health: sustainable places for health and well-being. Commission for Architecture and the Built Environment (CABI).

individuals and groups within a given population. The factors range from individual genetic make-up to lifestyle and wider socio-economic conditions. In other words, good health is determined by a range of factors and conditions, many of which are linked to the quality, accessibility and sustainability of the physical environment; these factors are collectively referred to as the determinants of health, some of which are illustrated in figure 1¹⁰.

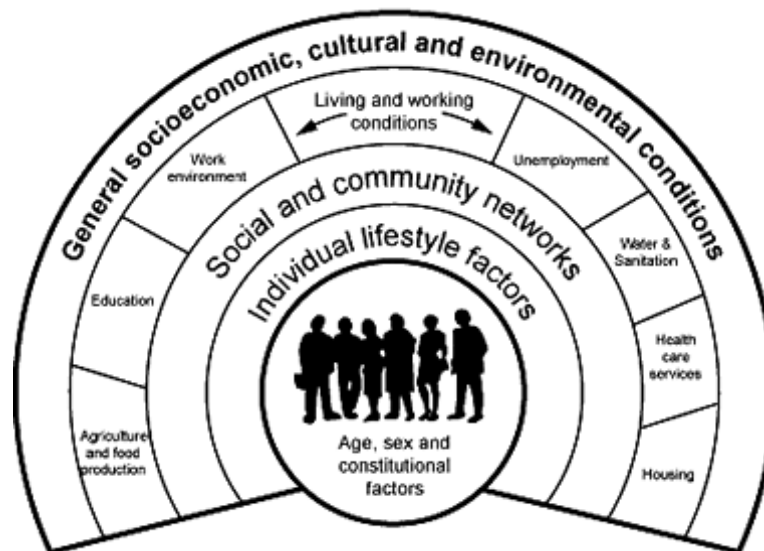


Figure 1: Wider determinants of health

Health Impact Assessment consequently uses the following broad World Health Organization (WHO) psycho-social definition of health as: “the extent to which an individual or group is able to realise aspirations and satisfy needs, and to change or cope with the environment. Health is therefore a resource for everyday life, not the objective of living; it is a positive concept, emphasizing social and personal resources, as well as physical capacities.”¹¹

The above definition builds on, and is complementary to the longer established World Health Organization definition that “Health is a state of

¹⁰ Dahlgren G and Whitehead M 1991: Policies and Strategies to Promote Social Equity in Health. Stockholm, Institute for Future Studies

¹¹ WHO 1984: Health Promotion: A Discussion Document on the Concepts and Principles; WHO Regional Office for Europe; Copenhagen

complete physical, social and mental wellbeing and not simply the absence of disease or infirmity”¹².

1.2 METHODOLOGY AND SCOPE

The methodology used in this assessment and report is based on established good practice guidance on HIA developed by the Department of Health; it also incorporates procedures outlined in the Merseyside Guidelines for health impact assessment and the Rapid Appraisal Tool for Health Impact Assessment^{13,14,15}

This HIA therefore takes a holistic approach or ‘systems view’ of potential health impacts in conceptualising the general links between development & regeneration programmes and their possible health and wellbeing impacts.

1.3 GENERAL STEPS IN HIA

1.3.1 Screening

This stage assesses the value of carrying out an HIA by examining the importance of a plan or project and the significance of any potential health impacts. The following were some of the considerations that pointed to the added value derivable from undertaking an HIA of the MediacityUK project:

- The scale of the project and the huge amount of financial resources to be expended - £650 million in phase 1.
- The large population under consideration, and who are likely to be affected by the project – 15,000 jobs and about 19,000 residents in Ordsall and Langworthy Neighbourhood.
- The long term nature of the project

¹² WHO1946: Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June 1946, and entered into force on 7 April 1948.

¹³ Health Development Agency (2002), Introducing health impact assessment (HIA) informing the decision-making process, England

¹⁴ Scott-Samuel et al 2001: The Merseyside Guidelines for health impact assessment. IMPACT, Liverpool

¹⁵ Ison, E 2002: The Rapid Appraisal Tool for Health Impact Assessment. Institute of Health Sciences, Oxford

- The necessity of addressing established health needs of the population in the surrounding neighbourhoods, and Salford in general; as well as identified issues relating to health inequalities
- The international reach of MediacityUK and the need to strengthen the Healthy Public Policy (HPP) Initiative being championed by the World Health Organisation (WHO).¹⁶

1.3.2 Scoping

This stage outlines the modalities for carrying out the HIA by setting the ‘terms of reference’ for the HIA i.e. the aspects to be considered, geographical scope, population groups that might need particular focus, what will be excluded from the HIA, how the HIA process will be managed and so on.

A multi-agency Steering Group was established to plan and support the HIA (appendix 1 shows the membership and terms of reference of the Steering Group)

The scope of this HIA was the ongoing buildings and facilities included in the MediacityUK development, including the BBC offices & studios, University of Salford campus, Pie Factory building and the Holiday Inn. Also included are the residential areas around MediacityUK, the retail & leisure facilities on Salford Quays. Also considered are the two immediately adjoining wards namely Ordsall and Langworthy; as well as the digital, technology, academic, social and community services intended to be provided within MCKU.

¹⁶ WHO 1988. Adelaide Recommendations on Healthy Public Policy; Second International Conference on Health Promotion, Adelaide, South Australia, 5-9 April 1988. <http://www.who.int/healthpromotion/conferences/previous/adelaide/en/index1.html> (accessed 15/1/11)

1.3.2.1 Study population

The population scope of this HIA was:

- Employees of the numerous organisations located at MediacityUK
- Students who will be using the University of Salford facilities on MCKU
- Visitors to MediacityUK and the other leisure, retail and work facilities on Salford Quays
- Residents on Salford Quays as well as local residents in Ordsall and Langworthy which are immediately surrounding MediacityUK

The key population sub-groups that this HIA focused on were men, women, older people; people with disabilities, children and young people; people from minority ethnic backgrounds and those on low incomes or unemployed.

1.3.2.2 Determinants of health considered

The key determinants of health and wellbeing considered were:

1. Infectious and non-infectious/ chronic diseases and other health conditions that were of concern to the study population
2. Physical injury
3. Mental health and wellbeing (including nuisance and annoyance effects)
4. Employment and enterprise
5. Transport and connectivity
6. Learning and education
7. Crime and safety
8. Health and social care
9. Social capital and community cohesion
10. Culture and leisure
11. Lifestyle issues
12. Energy and waste

1.3.3 **Baseline assessment and community profile**

This stage uses routine national and local datasets (e.g. national census, local surveys, area profiles, and other demographic, social, economic, environmental & health information) to develop a community profile with a strong focus on health and wellbeing issues, and identification of vulnerable

groups. The community profile serves as a baseline from which to assess the potential positive and negative impacts on health and any health inequalities.

This HIA utilised already existing health and community profiles available from the national census, NHS Salford and the Salford City Council.

1.3.4 Stakeholder consultation and involvement

This stage uses workshops, questionnaires, interviews, surveys and other methods of consultation and involvement to engage key stakeholders, in particular local people, in the identification and appraisal of the potential health and wellbeing impacts; in the development of mitigation and enhancement measures; and in developing options for monitoring and evaluating the identified impacts.

Stakeholder involvement in this HIA included specific focused discussions with key public sector stakeholders involved in the development of the MediacityUK scheme, while community engagement was undertaken with local residents who participated in the HIA evidence generation focus group discussion.

The focus group was attended by 16 people from different stakeholder organisations, as well as local residents living in Salford Quays and from the Ordsall area. Organisations represented included University of Salford, NHS Salford/ local GP, Salford City Council, Peel Media and MediacityUK Public Sector Partners. (A broader stakeholders workshop and community engagement is planned for subsequent phases of the HIA, as part of a more comprehensive assessment).

The focus group session was held in order to widen participation and accommodate a wide range of interest groups and individuals. Participants were allocated into two groups for the assessment, each of which considered the different aspects of the MediacityUK project - proposed services, the building design and access, community partnerships, and equality & diversity issues.

1.3.5 Evidence and Analysis

Being a rapid participatory assessment, evidence was gathered from a variety of sources including published and web-based literature, other HIA reports, consultation with stakeholders in the MediacityUK project, as well as a few residents of Salford Quays and the neighbouring Ordsall.

The HIA used a matrix table (appendix 3) to analyse the potential positive and negative health and wellbeing impacts. The identified impacts were then classified using the levels defined in Table 1. Actual quantification of health impacts was outside the scope of this assessment; consequently the health impacts were described in broad generic and descriptive terms.

Significance level	Criteria
Major +++/-- (positive or negative)	Health effects are categorised as major if the effects could lead directly to mortality/death or acute or chronic disease/ illness. The exposure tends to be of high intensity and/or long duration and/or over a wide geographical area.
Moderate ++/-- (positive or negative)	Health effects are long term nuisance impacts or may lead to exacerbation of existing illness. The exposure tends to be of moderate intensity and/or over a relatively localised area.
Minor/ Mild +/- (positive or negative)	Health effects are generally nuisance level/ quality of life impacts e.g. noise, odour etc. The exposure tends to be of low intensity and/or short/intermittent duration
Neutral/ No effect ~	No effect or effects within the bounds of normal/ accepted variation

Table 1: Classification of impacts¹⁷

¹⁷ Institute of Occupational Medicine (IOM) 2008: Strategic Consulting Report: 644-002061. London

For each potential health impact ten key issues were considered

- Which population groups are likely to be affected and in what way?
- Is the effect reversible or irreversible?
- Does the effect occur over the short, medium or long term?
- Is the effect permanent or temporary?
- Does it increase or decrease with time?
- Is it of local, regional or national importance?
- Is it beneficial, neutral or adverse?
- Are health standards or environmental objectives threatened?
- Are mitigating measures available and is it reasonable to require these?
- Are the effects direct, indirect and or cumulative?

1.4 Recommendations

A set of general recommendations were developed for the construction and operational phases of MediacityUK, with the purpose of furthering positive health impacts and mitigating possible negative health impacts.

1.5 Follow up

An analysis was made on the possible monitoring and evaluation indicators that could be used. The essence of project monitoring is to observe the performance of a given project in relation to set standards and modalities, in order to avoid a deviation from the set standards. For this report *Outcome evaluation* is proposed in order to assess the extent to which the anticipated positive effects on health, wellbeing and equity were in fact enhanced, and any negative ones minimised¹⁸. Outcome evaluation is also useful to find out the factors that have a bearing on the realisation of the HIA predictions.

It is envisaged that the monitoring and evaluation will be incorporated into the longitudinal study that will form part of the subsequent phase of a more comprehensive health impact assessment of MCIUK.

¹⁸ Taylor L and Blair-Stevens C (2002): Introducing health impact assessment (HIA): Informing the decision-making process. Health Development Agency, London

BACKGROUND AND DESCRIPTION OF PROJECT

2.1 BACKGROUND

Located at Salford Quays, and on Manchester's historic waterfront, MediaCityUK is planned to be a vibrant waterside community of workers, residents, students and visitors. Peel Media, the major developer, is investing £650 million in a bespoke environment, designed around the specific needs of the creative and digital industries¹⁹. It is envisaged that MCUK will not just be an innovative place to work – it will also be a great (and hopefully healthy) place to live, study and visit.

MediaCityUK is being developed and managed by Peel Media, a division of the Peel Group, one of the leading property and transport companies in the UK, with an asset value in excess of £6 billion. Construction began in June 2007; phase one (completing in 2011) covers more than 36 acres, with the potential to develop up to 200 acres in the future.

2.2 The MediaCityUK community²⁰

2.2.1 The British Broadcasting Corporation (BBC) is moving more than 2,300 staff to MediaCityUK from 2011. This includes BBC Breakfast and five departments currently based in London (Radio 5 live, Children's, Sport, Learning, and Future Media and Technology); in addition to all of the BBC's existing Manchester city centre operations.

2.2.2 Satellite Information Services Ltd (SIS) has formed a joint venture with Peel Media to manage MediaCityUK Studios, post production, content and technical services at MCUK. SIS will also relocate its London-based production and engineering operation to MCUK between 2011 and 2013. SIS Live is a world leader in the television industry, operating the largest fleet of satellite uplink and outside broadcast units in Europe.

¹⁹ Make it your MediacityUK: MediacityUK

²⁰ MediacityUK-background briefing 2010: MediacityUK

2.2.3 **The University of Salford** is creating a new higher education campus at MediaCityUK, designed to accommodate around 1,500 students and staff. It will be an extension of the university's main campus, acting both as a showcase for cutting-edge projects and exhibitions, and a hub for research and teaching activities.

2.2.4 **The Pie Factory** is a production base next door to the current MediaCityUK construction site. The Pie Factory offers three sound stages, and associated facilities such as make-up and green rooms. It is also home to 25 'on the lot' companies offering services ranging from casting to kit hire. Since opening in 2007, The Pie Factory has welcomed a growing number of TV, film and commercial clients.

2.2.5 **Vision and Media** – This is the organisation responsible for leading, promoting and supporting the region's creative and digital industries; it relocated to MediaCityUK in autumn 2009. The agency occupies a refurbished building opposite The Pie Factory, allowing it to establish a MediaCityUK presence ahead of the completion of Phase 1.

2.2.6 **The Holiday Inn** at MediaCityUK, operated by Peel Leisure, opened its doors in October 2010. Situated at the heart of the development within one of the studio towers, the 218-bedroom hotel offers maximum flexibility and convenience to visitors.

2.2.7 **Booths, WHSmith and Costa Coffee** are among the retailers which will open within the year.

2.2.8 **Public Sector partners**

The Northwest Regional Development Agency (NWRDA), Salford City Council (SCC) and Central Salford Urban Regeneration Company (URC) are key strategic partners in maximising the economic, employment, social and educational benefits of MediaCityUK locally, nationally and internationally

2.3 PROPOSED FACILITIES AND GENERAL SERVICES

Phase 1 - summary

The initial 36-acre site (the equivalent of roughly 18 football pitches) will consist of:

- Office space – 700,000 sq ft (65,032 sq m) (spread across five buildings)
- Studio block (studios of various sizes) – 250,000 sq ft (23,225 sq m)
- Retail/leisure space – 80,000 sq ft (7,432 sq m) (divided into units)
- 378 apartments (divided between two towers, *The Heart* and *Number One*)
- 218 bed Holiday Inn
- Five-acre public realm area, including piazza capable of holding 5,000 people
- Tram terminus, extending the current line (opened autumn 2010)
- Foot bridge across the Manchester Ship Canal, linking Salford Quays with Trafford Wharf
- 300 cycle bays
- Multi-storey car park with approximately 2,200 spaces

2.4 FORECASTS AND ASSUMPTIONS^{21,22}

Following are important highpoints and assumptions pertinent to this health impact assessment:

- It is estimated that MediacityUK will accommodate over 15,000 jobs
- The project will generate over £1bn for the North West Region
- The studio block will also house the Open Centre – a split level reception area featuring a bar, cafés and an information point
- More than 2,300 BBC staff to move into MediaCityUK from 2011
- 1500 university of Salford staff and students
- 378 Residential apartments
- 218-bedroom Holiday Inn opened for business in autumn 2010.

²¹ MediacityUK-background briefing 2010: MediacityUK

²² Make it your MediacityUK: MediacityUK

- Five-acre public realm area, including piazza capable of holding 5,000 people
- Tram terminus, extending the current line to Eccles and Manchester City centre
- Foot bridge across the Manchester Ship Canal, linking Salford Quays with Trafford Wharf
- 300 cycle bays
- Multi-storey car park with approximately 2,200 spaces
- Amenities including shops, restaurants, cafés, bars, a Booths food store and medical services

2.5 SALFORD COMMUNITY PROFILE^{23,24}

Salford profile at a glance:

Salford is one of the 10 Boroughs within the Greater Manchester conurbation. It is the 15th most deprived Local Authority in England (out of 354) and 2nd most deprived within Greater Manchester, with rates of poverty above both regional (North West) and national averages. Salford has a population of about 220,000 and almost 54% of Salford's residents are living in the wards which are among the 25% most deprived in England. Many residents suffer from high crime rates, low incomes, unsuitable housing and poor health. A significant gap persists between the life expectancy of men and women in Salford and the rest of England, as well as continuing inequalities across the city.

Salford has a relatively young population compared to the rest of the country, with more people in their 20's and fewer aged above 35 years than would be expected. The most prominent group are those aged 20-24 years. According to the mid-2007 year estimate from the Office of National Statistics, 68% of Salford's population is in the working age group, with 17% and 15% classed

²³ ODPM (2007): Indices of multiple deprivation. Office of the Deputy Prime Minister

²⁴ Salford City Council; Joint Strategic Needs Assessment 2010 update

as children and pensioners respectively. Most recent estimates suggest that for England and Wales, these figures are 66%, 18% and 16% respectively.

Life expectancy for males and females in Salford is lower than average both for the North West and for England. There is a strong relationship between life expectancy and deprivation. In Salford the difference in life expectancy for males and females varies by approximately 10 years between those people living in the most and least deprived areas. The biggest causes of premature death (in people under 75 years) in Salford are cardiovascular disease, cancers, and respiratory disease. However, child obesity rates in Salford in 2008-09 were lower than those for the North West and England.

Salford is viewed by its cabinet members as having a relatively strong and well-performing economy with business start up rates being among the highest in Greater Manchester.

2.6 ORDSALL AND LANGWORTHY LOCAL HEALTH PROFILE^{25,26}

A detailed community profile of Ordsall & Langworthy neighbourhood can be found in Appendix 4. The main points from this profile were presented to participants during the HIA Focus group, prior to the group work for generating evidence of possible health impacts. A summary of the local health profile is as follows:

2.6.1 Population and families:

- The population of Ordsall and Langworthy is around 19627 people, with overall decrease of 2.3% since 2001. 12 out of 13 (92%) Lower Super Output Areas (LSOAs) in Ordsall & Langworthy are in the 10% most deprived in England
- Salford Quays (which includes MediacityUK) is an important landmark site in the area which includes the Lowry, an international arts centre. Other facilities in Ordsall and Langworthy include two recreation centres, the Watersports Centre and two municipal parks.

²⁵ Salford City Council (2010):Ordsall and Langworthy (Neighbourhood profiles) (Dec 2010)

²⁶ NHS Salford: Salford Public Health Annual Report 2009/10 (Neighbourhood Health)

- 10.3% (Langworthy) and 10.6% (Ordsall) of the people claim unemployment benefits/JSA
- 48% (Ordsall) and 42.9% (Langworthy) of all 16 to 74 year-olds have no qualifications – higher than the England average (28.9%).
- Around 61% of people in Ordsall and 56.5% in Langworthy say that they have 'good health'. This is lower in comparison to the figure for England and Wales in which 68.6% say they are in 'good health.'

2.6.2 Health and care

- Life expectancy for males and females in Ordsall and Langworthy is amongst the lowest in Salford, and is lower than the England life expectancy
- For most of Ordsall and Langworthy, the death rate for males and females is significantly higher than would be expected for England. The death rates from cancer and cardiovascular disease (CVD) are significantly higher than for England in males and females.
- It is estimated that Ordsall and Langworthy have some of the highest rates of smoking in Salford, and this needs to be reduced in order to tackle inequalities within the City. Smoking is a major risk factor for a number of health conditions e.g. CVD, respiratory disease and cancer. The 2003-05 estimated smoking prevalence for Salford (approximately 31.4%) is significantly higher than for England (26%).
- Child obesity in Year 6 in 2008-09 for Ordsall and Langworthy was not significantly different to the England rate; although Child obesity rates in Salford in 2008-09 were lower than those for the North West and England
- In 2005-7 Ordsall and Langworthy were each classed as 'hotspots' for teenage conceptions. A 'hotspot' is classified as where there are more than 60 conceptions per 1000 young women who are under 18 years old.

2.7 POLICIES RELEVANT TO THE MEDICITYUK HIA:

This section summarises the key policy context in relation to the MediacityUK development and the connection with the health impact assessment.

2.7.1 National Policies

2.7.1.1 The Public Health (Choosing Health) White Paper²⁷

The Public Health White Paper sets out the key principles for supporting the public to make healthier and more informed choices in regards to their health. It emphasized the need to step up action across government and throughout society to tackle the causes of ill-health and reduce inequalities. There is a holistic approach to health with the aim for everyone to achieve greater health and mental wellbeing by making healthier choices. That means ensuring that those people in disadvantaged areas and groups have the opportunity to live healthier lives.

The Public Health White Paper also stresses the imperatives for a multi-agency (partnership) approach to health care delivery that would involve government and non-governmental organisations working together to provide services and tackle the various factors that contribute in determining the health status of individuals and communities.

The Choosing Health White Paper refers to the need to undertake HIA of both local and national policies and projects, such as the MediacityUK, which have the potential for impacting on the built environment, outdoor environment/activities, and local social and community facilities and services. It is, therefore, important that an HIA be carried out on the MediacityUK project to evaluate the potential impacts on the health of the people who will use it or be connected with it directly or more remotely.

²⁷ DOH 2004: Public Health White Paper. TSO, London

2.7.2 Regional (North West) Policies

2.7.2.1 Government Office for the Northwest Corporate Plan 2008-11²⁸

Government Office for the North West (GONW) was one of the nine Regional Government Offices (GOs) which represented central government across England until March 2011 when they ceased to exist and their functions transferred to other government departments. GONW worked with organisations across the North West region to deliver government policies and programmes, and to contribute a regional perspective to the development of these policies and programmes. GONW had drawn out a Corporate Plan for the period 2008-11 in which it outlined a vision for an “economically prosperous, socially inclusive region with high quality environment.”

In order to achieve this vision, the Corporate Plan identified four broad themes which will receive priority attention; these were:

1. Tackling inequalities
2. Stronger communities
3. Sustainable economic growth
4. A secure and sustainable environment

For the priority to tackle inequalities there was an objective to reduce health inequalities and improve wellbeing. The need to tackle inequalities can be appreciated in view of the fact that the North West lags behind other English regions in terms of life expectancy. There is up to six years difference between the worst performing places (Liverpool and Manchester) and the best (South Lakeland).

Under the broad theme of building stronger communities, the Regional Government set the following objectives:

- Make communities safer and reduce harm from drugs and alcohol
- Build more cohesive, empowered and active communities
- Improve outcomes for children and learners

²⁸ GONW Corporate Plan 2008-11
(http://www.gos.gov.uk/497468/docs/347089/Corporate_Plan_GONW2008.pd (accessed 15/06/09))

All of the above objectives are supported directly (or indirectly) and to different extents by the MediacityUK development and the other interactions it would create between different organisations and people who would be directly or indirectly connected with it.

GONW also endorsed the use of multi-agency action to tackle the wider socio-economic determinants such as employment, education, housing, transport and the environment²⁹. The Regional Government had a public health agenda to lead improvements in the health of people in the North West, of which a key part of the work was to ensure a partnership approach to health with public services, local businesses, voluntary and community sector bodies and local people joining together to create a strong and effective public health system.

Such multi-agency action can be harnessed and strengthened through the different statutory and voluntary sector organisations that will be located in MediacityUK and others that will have operational relationships with the city.

2.7.3 Local policies on regeneration of Salford:

2.7.3.1 Salford's Sustainable Community Strategy 2009-2024³⁰:

The vision for the borough of Salford is outlined in Salford's Sustainable Community Strategy (Connecting people to opportunities) which was launched in 2009. The strategy highlights immediate goals as well as long term visions for the overall development and regeneration of the borough and the wellbeing of the residents. Key themes covered in the community strategy include community cohesion, strong and vibrant economy, health and wellbeing for all, and education. Other areas are children and young People, improved and valued environment, culture and decent Homes for all. The overall vision of the Community Plan is to make Salford, by 2024, "a beautiful and welcoming city, driven by energetic and engaged communities of highly

²⁹ Government Office for North West (GONW) (2009): <http://www.gonw.gov.uk/gonw/AboutUs/AimsObjectives/> (accessed 15/06/09)

³⁰ Salford's Community Strategy (2009-2024) – Connecting people to opportunities. Partners IN Salford

skilled, healthy and motivated citizens, who have built a diverse and prosperous culture and economy which encourages and recognises the contribution of everyone, for everyone.”

The implementation of the Community Strategy is managed by the Local Strategic Partnership (Partners IN Salford) which is a multi agency group that leads the actions in the strategy and co-ordinates the use of resources for the achievement of the targets set within the strategy. The Partners IN Salford represents a wide range of organisations within Salford and provides opportunities for a multi-sectoral approach to neighbourhood renewal and also recognises the great significance of health within the wider regeneration of Salford.

Consequently, the Community Strategy document firmly establishes health as a high priority in the development and regeneration agenda. The vision for health and well-being as stated in the community Strategy (2009-2024) is “to improve health across the city and remove health inequalities...taking a broad view of health which considers the impact of the environment, physical activity and how to connect people to other health opportunities.”

More specifically, with regards to health, the Partners IN Salford aim to implement and achieve the following:

- Combat social exclusion, tackle inequalities and improve health and social well being of local communities
- Develop holistic service planning and delivery
- Tackle the social determinants of poor health, whether it has to do with poor housing, aspirations or access to opportunities to improve health
- An approach to a healthy city that is centred on prevention rather than cure and promotes behavioural change and empowers individuals, families and communities to take responsibility for their health and wellbeing.
- Adopt a neighbourhood approach which includes promoting skills and employment opportunities as well as tackling health issues.

Other relevant and contributory local strategies for health improvement in Salford include the Teenage Pregnancy Strategy and reviews, Supporting People programme, and Healthy Weight Strategy³¹. Also important is the Joint Strategic Needs Assessment³² which addresses the need for health and social agencies to work together to satisfy the health needs of the people of Salford. All of these policies are geared towards health improvement in Salford and emphasise the whole system approach to health care delivery with collaboration from several agencies.

MediacityUK is considered in the Salford Sustainable Community Strategy as one of the development projects which can foster the agenda of connecting people to opportunities – for employment, entrepreneurship, community engagement and recreation.

2.7.3.2 NHS Salford's Strategic Plan (2009-14) ³³,

The Borough of Salford is undergoing improvement and regeneration with significant investments in health, housing and social infrastructure. A key healthcare organisation in this respect is NHS Salford which has developed a 5 year strategic plan for delivering efficient health care services to the city. NHS Salford's Strategic Plan (2009-14) re-enforces the vision of the Salford Community Strategy, and seeks to ensure "that the people of Salford will live longer, healthier lives, supported by a world class health system...adding life to years and years to life " .

The Strategic plan identified a range of determinants that contribute to the poor health burden in Salford, which include high level of deprivation, high levels of worklessness, poor housing and low income. It also places a high premium on the need for positive lifestyle changes for all ages in relation to stopping smoking, less harmful alcohol consumption, adopting healthy diets and increasing exercise; as well as adopting partnership approach with other

³¹ NHS Salford/ SCC: Positive about Young People and their potential: <http://www.salford-pct.nhs.uk/documents/PnS/TeenagePregnancyStrategy.pdf>

³² Salford City Council; Joint strategic Needs Assessment 2010 update

³³ NHS Salford Strategic Plan 2009-2014: <http://www.salford-pct.nhs.uk/documents/StrategicPlanMarch09.pdf>

organisations and the people for effective health care delivery and health outcomes.

In view of the foregoing, the MediacityUK development can be viewed as one of the key enablers in the process to promote public health and well being and improve access to public services. This can be accomplished through the planned creation of jobs, the development of improved community infrastructure and general socio-economic empowerment; and also the enabling built and outdoor environments which can facilitate positive lifestyle changes such as walking, cycling and other physical activities.

2.8 HEALTH INEQUALITIES:

Health Inequality can be defined as “differences in health status or in the distribution of health determinants between different population groups”³⁴. An example of health inequality is the differences in mortality rates between people from different social classes³⁵. Consequently, tackling health inequalities requires deliberate and concerted efforts from all those within the political, health and socio-economic spheres of society.

Salford ranks as the 15th most deprived local authority out of 354 in England³⁶ and has a varied mix of areas of high deprivation and high health needs as well as places of relative wealth and better health status. Within Salford there are significant differences in the levels of deprivation. Whilst the overall health and wellbeing of people living in Salford is improving, more people are dying of preventable illness and not living as long as in other parts of England. Salford has one of the worst rates of life expectancy for both men and women and people’s life expectancy varies by as much as 6 to 7 years depending on where people live in the city. A significant gap persists between the life expectancy of men and women in Salford and the rest of England, as well as continuing inequalities across the city³⁷.

³⁴ Taylor L, Gowman, and Quigley (2003): Addressing inequalities through health impact assessment. Health Development Agency, London

³⁵ Wilkinson R (1996): Unhealthy Societies: the Affliction of Inequality. Routledge, London

³⁶ ODPM 2007: Indices of Multiple Deprivation

³⁷ Salford City Council; Joint strategic Needs Assessment 2010 update

Salford has historically experienced significantly higher levels of child poverty than the national and regional averages, with the proportion of children living in households dependent on out of work benefits at 27.8% in April 2007, in comparison to a national average of 19.7% and North West average of 2.2%. This means that there are more than 6,000 households in Salford where no adult is in paid employment and in excess of 12,000 dependent children living in out of work poverty. Child poverty is closely correlated to deprivation and, within Salford, child poverty is not evenly distributed. The proportion of children living in out of work poverty ranges from 4.6% in the CAS wards of Worsley and Boothstown to 55.7% in Pendleton³⁸.

The Salford Public Health Annual Report (2009/10)³⁹ acknowledges that significant health inequalities exist between Salford and the rest of England as well as between Salford wards and neighbourhoods. These differences in health and some of the factors that influence health can result in the people who live in more deprived areas dying earlier than in other areas. The differences also mean people in these areas may spend more of their lives with a long term limiting illness. Accordingly, reducing these differences or health inequalities is considered one of the major objectives of the NHS Salford strategic Plan.

Consequently, in order to tackle health inequalities and improve life expectancy (especially for Ordsall and Langworthy), the Salford Joint Strategic Needs Assessment suggests improvements across all health issues but especially in the following:

- Reducing premature deaths from cardiovascular disease
- Reducing premature deaths from all cancers
- Reducing teenage conceptions
- Reducing child obesity
- Increasing breastfeeding.

³⁸ Salford City Council; Joint Strategic Needs Assessment 2010 update

³⁹ NHS Salford: Salford Public Health Annual Report 2009/10 (Neighbourhood Health)

The report by Lord Acheson in 1998⁴⁰ attached great importance to addressing the underlying determinants of health, and saw HIA as key to achieving this. The report emphasised the need to evaluate and implement policies and programmes in such a way that they can reduce, rather than worsen health inequalities. The report specifically recommends that policies...*”should be formulated in such a way that by favouring the less well off they will, wherever possible, reduce such (health) inequalities”*.

In the same vein, the Strategic Review of Health Inequalities in England post-2010 (The Marmot Review)⁴¹ proposes a more encompassing strategy for reducing health inequalities from 2010, based on policies and interventions that address the social determinants of health inequalities. The Review argues that previous attempts to reduce health inequalities have not been successful because there has been a focus on mortality and morbidity to the exclusion of the wider determinants of health.

2.9 POLICY ANALYSIS

Overall, the proposed developments at MediacityUK can be very strongly linked with national, regional and local policies in relation to improving local health status, and tackling the wider socio-economic and environmental determinants of population health.

MediacityUK is an important part of the wider agenda to regenerate, develop and modernise the Salford Quays area, and to improve the health and general well-being of all the citizens of Salford. It has the potential to also contribute meaningfully to the quest for a more sustainable, inclusive and cohesive Salford where everyone is proud to belong (Salford’s Community Strategy 2009-2024).

MediacityUK developments can support the goals of improving the health and wellbeing of local people; increasing employment opportunities and

⁴⁰ Acheson D (1998): Independent Inquiry Into Inequalities in Health: Report. TSO, London

⁴¹ Marmot et al (2010): Fair Society, Healthy Lives: The Marmot Review.
<http://www.marmotreview.org/AssetLibrary/pdfs/Reports/FairSocietyHealthyLivesExecSummary.pdf>

entrepreneurship; increasing the accessibility of health and social care facilities and other services and amenities; and generally helping in tackling health inequalities within the Ordsall & Langworthy area in particular and Salford as a whole.

HEALTH IMPACTS OF THE MEDIACITYUK PROJECT

3.1 INTRODUCTION

This chapter provides a summary of the key evidence on the health impacts of the MediacityUK development project. Health impacts are the direct or more remote consequences that interventions, development policies, programmes, and other human activities can have on the health of other individuals or population groups⁴². While these impacts can affect the health of individuals in very direct (immediate) and clearly comprehensible manners, in other instances the health impacts can touch on populations through indirect influences on the wider determinants of health⁴³.

Furthermore, such impacts may be felt immediately, in the short term, or after a longer period. Since health impacts can be either positive or harmful, it is important that a balanced approach is adopted, so that likely positive and negative health consequences of development activities are properly identified and captured through the HIA process⁴⁴.

There are several research reports and evidence bases on housing and urban regeneration schemes and their possible health effects^{45,46}. While some of the general findings can apply to some aspects of the MediacityUK project, this HIA has been able to relate these and other more specific findings to the peculiar contexts within which Salford and MediacityUK are situated.

This health impact assessment focused on the likely positive and negative health impacts of the MCIUK development on the health of the population of the employees of the numerous organisations to be located at MCIUK,

⁴² Scott-Samuel et al (2001): Merseyside Guidelines for health impact assessment. IMPACT, Liverpool

⁴³ Dahlgren G and Whitehead M (1991): Policies and Strategies to Promote Social Equity in Health. Stockholm, Institute for Future Studies

⁴⁴ IMPACT 2004: Introduction to health impact assessment. University of Liverpool

⁴⁵ CIEH 2008: Good Housing Leads To Good Health – A toolkit for environmental health practitioners. Chartered Institute of Environmental Health

⁴⁶ Health, place and nature – How outdoor environments influence health and well-being: a knowledge base. Sustainable Development Commission.

students who will be using the University of Salford facilities on MCUK; visitors to MCUK and the other leisure, retail and work facilities on Salford Quays; residents on Salford Quays as well as local residents in Ordsall and Langworthy which are immediately surrounding MediacityUK.

The general health impacts of the MediacityUK project are through:

- Access to services and amenities
- Emissions and air pollution (especially during construction phase)
- Risk of Injuries (also more significant during construction)
- Noise pollution & nuisance effect to surrounding premises
- Safety and perceptions of safety
- Community partnerships & social capital
- Social inclusion
- Equity/ inequality

3.2 POSITIVE HEALTH IMPACTS

3.2.1 Economic empowerment and health

The planned creation of about 15,000 jobs over time, along with the attendant economic empowerment, has the potential for major positive health impacts on those offered employment as well as the families to which they belong. This is essentially because poverty has been shown to have major negative influences on health⁴⁷.

When people are economically poor or less well off they are unable to afford many of the necessities of life and wellbeing such as good housing, healthy food options, leisure and recreation as well as other health products. The creation of employment opportunities and the resultant economic empowerment is envisaged to be able to have significant positive health impacts.

⁴⁷ Marmot, M.2004 The Status Syndrome: How Social Standing Affects Our Health and Longevity. London Bloomsbury

Furthermore, when people are in employment their self esteem, aspiration and motivation are raised with positive mental health impacts. It is envisaged that the cycle of poverty can be broken in some families that live in the surrounding neighbourhoods, which are largely deprived, through the opportunities to be created by MediacityUK.

Employment also brings people out of social exclusion and isolation, while also distracting from engagement in criminal & anti-social behaviours; all of these can have positive physical and mental health impacts. Such impacts are likely to be major over the immediate to long term duration of MediacityUK; and the magnitude of the impacts arising from employment generation will be closely related to the number of people employed and the types of jobs they are employed to do.

3.2.2 Social transformation and health

MediacityUK along with other developments in Salford Quays will contribute to the overall regeneration and transformation of the immediate neighbourhoods and the city of Salford as a whole. This will lead to raised community pride, enhanced social capital and positive mental/ psychological health impacts. Aspirations are likely to be raised and the presence of Salford University campus within the vicinity of Ordsall and Langworthy (deprived areas) is likely to lead to raised ambition and more people encouraged to pursue further and higher education (and possibly go to University) from the community.

The predicted positive health impacts will arise partly because education is seen to be a strong positive determinant of health through raised awareness, greater control of life circumstances, and increased opportunities for employment, volunteering, and social engagement.

3.2.3 Outdoor environment, access to quality green space

Evidence points to the fact that exposure to natural spaces such as parks, gardens, green spaces and open countryside has positive health benefits. The pathways for bringing about these benefits include psychological effects

and encouragement of physical activities (walking, cycling) and building social capital⁴⁸.

Research from across Europe has found that people living in areas with high levels of green areas and walk-friendly greenery are more likely to be physically active and 40% less likely to be overweight or obese than those living in areas with low level of greenery. Furthermore, the location of shops and services, along with travel connections to them, can determine whether people attend healthcare appointments and also influence levels of physical activity and social contact⁴⁹. In this regard, the well kept and beautiful landscape of MediacityUK provide quality outdoor environment with potential for significant positive health impacts.

Some of the possible ways in which the physical environment of MediacityUK can positively impact on the health of the people of Salford, especially the employees, students and other service users include the under listed:

- a) A cleaner and more welcoming environment and facilities such as the ones within the new development are less likely to serve as breeding ground for germs and disease vectors. The aesthetic beauty & qualities of the buildings (and built environment) can also result in positive mental health impacts
- b) As part of the wider regeneration of the Ordsall and Langworthy areas the new and modern Mediacity will contribute to higher sense of civic and community pride among the residents within the immediate neighbourhoods, and the people of Salford in general. Such feeling of pride and satisfaction are known to have positive mental health impacts⁵⁰.
- c) The ultra modern and high tech facilities (with improved working equipment and infrastructure) can also serve as a positive motivational factor for the employees, media practitioners and service providers. It

⁴⁸ Health, place and nature – How outdoor environments influence health and well-being: a knowledge base. Sustainable Development Commission.

⁴⁹ Department of Health 2004. Choosing Health: Making healthy choices easier. London, TSO

⁵⁰ Pretty J, Peacock J et al 2007. Green exercise in the UK Countryside: Effects on Health and Physiological Well-being, and Implications for Policy and Planning. *Journal of Environmental Planning and Management*, **50** (2), 211-231

may also be a contributory factor in attracting and retaining competent personnel who will in turn render improved services for the benefit of the service users.

- d) Building to sustainable standards will make for energy efficiency and enhanced environmental performance with cost savings for the partner organisations and benefits to individuals⁵¹.

Overall the positive impacts that would arise from the modern physical structures and environment of MediacityUK are likely to be major in magnitude, especially when considered over the long term span of the project.

With obesity becoming a major problem in the UK and Salford (including Ordsall and Langworthy)⁵², every effort must be made to create an environment that encourages people to be physically active. Obesity is associated with cardiovascular disease, diabetes, osteoporosis, certain cancers and premature death⁵³. The prevalence of obesity has increased three-fold over the last two decades with the UK having the highest level of obesity in the EU⁵⁴.

3.2.3.1 *Positive mental wellbeing impacts*

Evidence increasingly suggests that people with access to quality green space are healthier and have improved mental well-being; being outside can relieve stress, enhance social cohesion, overcome isolation and alleviate physical problems so that fewer days are lost to ill health. It has been shown that even moderate physical activity can help against cognitive decline. Consequently, quality green space should be a goal encompassed in local, regional and national planning processes⁵⁵.

⁵¹ HM Government 2005. Securing the future: delivering UK sustainable development strategy. London, TSO

⁵² NHS Salford: Salford Public Health Annual Report 2009/10 (Neighbourhood Health)

⁵³ Foresight 2007. Tackling Obesities: Future Choices Project – Obsogenic Environments Evidence Review. London, Department of Innovation, Universities and Skills.

⁵⁴ Department of Health 2007. Health Profile for England 2007

⁵⁵ CABE 2000. Future health: sustainable places for health and well-being. Commission for Architecture and the Built Environment (CABE).

In view of the foregoing, it can be postulated that the quality green space & outdoor environment encompassing MediacityUK and Salford Quays have the potential of having major positive mental health impact on residents, visitors and users of the facilities located within it.

3.2.4 Cycling at MediacityUK

It is also noteworthy that there is the plan to provide 300 bicycle parking bays within MediacityUK. This strategy has the prospect of encouraging cycling which is a low carbon emission means of transport as well as opportunity for physical exercise.

3.2.5 Watersports on Salford Quays

The Watersports facilities provide recreational, leisure and physical exercise opportunities, all of which can have positive physical and mental health impacts on users. The level of usage and health benefits to be derived from the Watersports facilities will depend on whether or not people meet any stipulated criteria for participation (such as skills) and ability to afford the costs for involvement.

3.2.6 Impact of leisure and recreational facilities

Leisure and recreation afford opportunities for rest, refreshment, learning, and entertainment; all of which can have moderate to major positive impact on physical and mental health and wellbeing⁵⁶. There are ample leisure and recreational facilities and spaces within MediacityUK and Salford Quays such as the Lowry Arts centre, the Piazza, Watersports facilities, the Imperial War Museum, Old Trafford football ground, and other relaxation spots.

⁵⁶ Health, place and nature – How outdoor environments influence health and well-being: a knowledge base. Sustainable Development Commission.

3.2.7 Building social capital and health

Social capital has been defined as "*....the rules, norms, obligations, reciprocity and trust embedded in social relations, social structures and society's institutional arrangements which enable members to achieve their individual and community objectives*"⁵⁷. It accrues from constructive human social relations and has been identified to be an essential strand in sustainable health and general development,⁵⁸ with positive health impacts.

The primary businesses at MediacityUK which relate to the digital media and creative industry are inherently inclined towards promoting social relations and community life. For example, the piazza at MediacityUK which is available for open/ live performances and activities, along with other leisure and community facilities all have the potential for mild to moderate positive health impacts through building community life and social capital.

Additionally, the MediacityUK Piazza and other community facilities have the potential to enhance community cohesion and partnerships, which have also been shown to have positive health impacts⁵⁹. Such strengthening of community partnerships will also contribute to the achievement of one of the strategic visions enunciated in the Salford Community Strategy (2009 - 2024) which is to make Salford a safe and inclusive city. The Strategy aims to "*...create cohesive communities which will celebrate and support equality and diversity across the city...To enable our diverse communities to feel safe and protect them from hate crime and harassment. We will empower everyone, including the most vulnerable and isolated individuals, ensuring that all public services are accountable to local communities.*"⁶⁰

Community related services offer a veritable avenue for implementing health promotion and prevention activities using strategies that are people friendly

⁵⁷ Narayan (1997) *Voices of the Poor: Poverty and Social Capital in Tanzania*, World Bank, Washington D.C., USA.

⁵⁸ Swan C and Morgan A (2002): Social capital for Health. Insight from qualitative research. Health Development Agency

⁵⁹ Swan and Morgan (2002): Social capital for health. Health Development Agency

⁶⁰ Salford's Community Strategy (2009-2024) – Connecting people to opportunities. Partners IN Salford

and effective. Health education programmes can also be effectively incorporated into community and social services with the potential for positive health outcomes.

3.2.8 Direct impact of proposed health centre, pharmacy and other health shops

A Pharmacy and healthcare facility are planned for MediacityUK⁶¹ although full details are not available at the time of this initial assessment; however it is envisaged that these would cater for the increased population of residents, employees and other service users within MediacityUK. Such a service would ease the burden on existing GP practices, and complement them in providing services which are appropriately tailored to the health needs of residents and other users of MediacityUK.

3.2.9 Opportunity for greater access to information:

The digital and media related services & activities planned to be delivered from MediacityUK provide opportunities for greater access to general information. There is also the opportunity for increased access to health-related information in collaboration with relevant agencies such as the Salford PCT; as well as the Health centre and pharmacy planned for the city. Such enhanced access to general and health-related information has the potential to make people more aware, better enlightened, empowered and more able to make informed and healthy choices – with positive health impacts.

Information is acknowledged to be a resource for production, wealth creation and the empowerment of individuals⁶². Consequently, Information, Education and Communication (IEC) has been a long established health promotion strategy⁶³. Given the very wide coverage of broadcasting activities (including health related programmes) from MediacityUK (BBC, ITV etc), it can be

⁶¹ MediacityUK-background briefing 2010: MediacityUK

⁶² Evans J. 1992. Information as a Resource.

<http://www.pngbuai.com/600technology/information/info-as-resource1992.html> (accessed 2/4/11)

⁶³ Manandhar M. 2000: Social Research for the IEC Strategy (Nepal Safer Motherhood Project). <http://www.nsmo.org/pdf/Manandhar-IEC-Study.pdf> (accessed 2/4/11)

appreciated that the positive health impacts of health broadcasting will reach a wide audience and for virtually throughout the life span of MediacityUK. This is a major positive health impact.

3.2.10 Opportunity for the regeneration of Ordsall, Langworthy and other surrounding areas

Due to the expected high number of employees, students and visitors who will do business at MediacityUK, there is the likelihood that more people will also visit, live in, and engage in other productive activities in the areas surrounding the city; especially in Ordsall and Langworthy. Such a development has the potential to contribute to the regeneration of these areas with possible mild to moderate positive health impacts. Such impacts are likely to arise in the mid- to long term periods of the Mediacity project.

3.2.11 Small and Medium Enterprises (SMEs) and Health

Being a large scale and huge capital investment (with international reach), the MediacityUK development has the potential to give rise to many other small scale enterprises (SMEs) both within Salford Quays (retail outlets, shops, restaurants, cafes, bars etc) as well as direct and indirect suppliers to other organisations involved with the MediacityUK project. Such SMEs would create further employment and provide essential services to different segments of population groups within and further away from MediacityUK.

One important category of SMEs in the light of this HIA, are those which will be outlets for the sale of fresh fruits, vegetables and other healthy meal options. Such enterprises will make direct contributions to the positive health and wellbeing of the MediacityUK community.

3.2.12 Sustainable Development at MediacityUK

Sustainable development is considered to be an approach to development which *“maintains a strong, healthy and just society, whilst respecting environmental limits, through using sound science responsibly, promoting*

*good governance and achieving a sustainable economy*⁶⁴. Concern for human health and wellbeing is at the centre of sustainable development. Principle One of the Rio Declaration states that "Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature"⁶⁵. Some of the specific activities within this approach include reduction in carbon dioxide (CO₂) emission, energy conservation, recourse to more renewable energy sources, and optimisation (rather than waste) of resources. Sustainable approaches to development endeavours have financial, health and corporate social responsibility (CSR) benefits to organisations and individuals.

It is worthy of note that world class sustainability was incorporated into the design of MediacityUK thereby making the project a global leader for green communities. MediaCityUK is reckoned to be the first scheme in the world to become a BREEAM⁶⁶ approved sustainable community⁶⁷. Phase one of MediaCityUK has incorporated many features to meet the BREEAM criteria, in particular using its greatest asset - water from the Manchester Ship Canal - to power, heat and cool the buildings on the 36-acre site. Buildings including the Holiday Inn and the seven HD and two audio studios, will benefit from the use of a combined heat and power plant energy system known as Tri-Gen, which has many benefits including reducing CO₂ emissions.

Another sustainable initiative at MediacityUK is the opening of the new waterside tram terminus to connect with the existing tram stop at Broadway and Harbour City to provide a service in both directions (Eccles and city centre bound). The two mile journey into Manchester city centre takes around 15 minutes by tram, providing a connection with the national rail network at Piccadilly station.

⁶⁴ Health, place and nature – How outdoor environments influence health and well-being: a knowledge base. Sustainable Development Commission.

⁶⁵ World Summit on Sustainable Development (WSSD), Johannesburg, SA, Aug 26-Sep 4, 2002; WHO. <http://www.who.int/wssd/en/> (accessed 9/3/11)

⁶⁶ BREEAM: BRE Environmental Assessment Method; a voluntary measurement rating for green non-domestic buildings, established in UK by the Building Research Establishment (BRE). See <http://www.breeam.org/> (accessed 15/4/11)

⁶⁷ MediacityUK-background briefing 2010: MediacityUK

The Tram link is going to assist in reducing the use of personal vehicles to MediacityUK and encourage walking (physical exercise); it can also lead to less air pollution within the area; all of these can have moderate to major health impacts depending on the level of usage of the tram services.

3.3 NEGATIVE HEALTH IMPACTS:

3.3.1 Relocation / adjustment distress for new settlers

There is the likelihood for relocation/ adjustment distress for new employees and residents moving into MediacityUK; this will have to do with the adequacy of facilities and the natural time required to get used to a new locality and work setting. Due to the planned increase in the population of MediacityUK and its environs, there could also be tensions between new comers and already existing residents, especially in closely knit neighbourhoods such as Ordsall and Langworthy. This could be exacerbated due to existing conditions of deprivation.

The above conditions can have negative physical and psychological health impacts on the people who may be so affected. The extent of such impacts, although envisaged to be mild to moderate, will depend on the extent of such adjustment constraints and conflicts of interests.

3.3.2 Inadequate public transport links into MediacityUK

Apart from the newly established Tram link into MediacityUK, there is an infrequent bus service into the city from Manchester city centre. Although there is also the Local Link bus service (a phone bus service on demand), many of the local residents did not seem very aware of. This situation causes long waits and delays for public transport and can lead to mental stress and fatigue (mild to moderate negative health impacts).

3.3.3 Construction related injuries due to extensive construction works.

During the extensive building activities in MediacityUK, there is the risk of construction related injuries to construction personnel and pedestrians through the area. Similarly, disruptions, dust & noise pollution are bound to

occur. The risks and possible health impacts are considered mild especially if construction guidelines (considerate construction) are adhered to.

3.3.4 Risks associated with various activities in and around MediacityUK

- A) Risks associated with large gathering of people and crowd control (especially at the piazza and other public spaces, e.g. on football days). Particular attention need to be paid to vehicle crime and violence.
- B) Water bodies within the city: while some are for water sports and others for swimming and aesthetic beauty there is the risk of people falling into them and possibly drowning, especially when people are drunk or during events attracting large crowds of people.
- C) While some shops can be outlets for health enhancing products such as fresh fruits and vegetables, it is also possible that some can be outlets for the sale and promotion of alcohol, cigarettes and other harmful substances.

All of the above can result in mild to major negative health impacts depending on their severity.

3.3.5 Nuisance to residents and businesses

During the operations of MedacityUK, for example during major events in the piazza, there is the possibility of nuisance to residents and businesses within the city. Such nuisance can be in the form of noise, increased traffic with attendant increase in air pollution, vandalism, violence, graffiti, etc. All of these can result in mild negative health impacts upon those residents and businesses.

3.4 CONCLUSIONS

The MediacityUK project has the potential to bring about several positive health impacts on the people who would be directly and remotely connected with it. Its location within Ordsall and Langworthy which are relatively more deprived wards, is a huge step towards tackling the prevalent health inequalities within Ordsall/ Langworthy, in comparison to other wards in Salford and England as a whole.

Overall the MediacityUK project will have major and significant positive and beneficial health impacts on employees, residents, students, visitors and other users of the city's facilities and services.

However, there are contextual factors that are likely to influence the use and take up of health and community services, some of which have been identified to be able to have negative health impacts on the people using and living in MediacityUK. These factors are likely to be critical in delivering the positive health benefits of the MediacityUK development.

RECOMMENDATIONS, MONITORING AND EVALUATION

4.1 MEASURES TO OPTIMISE POTENTIAL HEALTH IMPACTS

The following are recommendations that would be helpful towards enhancing some of the identified positive health impacts and also mitigating some of the negative impacts:

4.1.1 In order to ensure that the socio-economic benefits envisaged from employment generation at MediacityUK impacts on the immediate neighbourhoods and Salford in general, the following suggestions would be helpful:

- Apprenticeship and volunteering programmes should be organised for the young and long-term unemployed members of the local population who may not have the required learning and skills to secure employment and take advantage of the opportunities offered by the MediacityUK development. This would enhance their prospects for employability.
- Wherever feasible, workers, service providers and suppliers of work materials should be sourced locally.

4.1.2 In order to derive maximal projected benefits from the green spaces and outdoor environment, efforts should be made to manage and monitor the parks and greenbelts to ensure that they do not become sites for litter, or anti-social behaviours. If the gardens are not properly managed, they can discourage usage and the projected benefits will not be achieved

4.1.3 Since 300 bicycle parking bays are provided for, it would be helpful to incorporate cycle paths and pedestrian walkways (wherever possible) within MediacityUK so that people can feel safe to walk and use bicycles. This will help to maximise the envisaged health and wellbeing benefits of increased cycling and physical exercise.

4.1.4 Robust Health and Safety procedures and guidelines should be put in place and adhered to in the use of Watersports facilities, construction works (considerate construction) and during gathering of large number of people at events (e.g. at the piazza). These would minimise the risks of harm and injury to workers and sports users. Additionally, security provision should be made available during large events to forestall violence and other possible antisocial behaviours which can undermine health and wellbeing of people.

4.1.5 Although a Joint Strategic Needs Assessment (JSNA) document⁶⁸ exists for the provision of health and social services to different neighbourhoods and wards in Salford, the document would need to be updated in due course to cater more specifically for the workers, residents and visitors to MediacityUK and Salford Quays. This proposition is made as it is envisaged that these new entrants to Salford may present with different health and social needs. Such a Needs Assessment would enable the planned health centre to deliver more targeted services to the MediacityUK community.

4.1.6 The organisations saddled with providing health care services to Salford residents (NHS, PCT etc) and other concerned agencies should make deliberate efforts to harness the high level skills in media and creative industry at MediacityUK, to propagate/ publicise health information to the people of Salford. Appropriate messages can be disseminated towards combating persisting health problems such as obesity, smoking, teenage pregnancy, cancer and CVD, and for promoting healthy lifestyles.

The media has always played vital roles in disseminating health messages and MediacityUK presents a special opportunity for joint/ partnership working across sectors for improved health outcomes.

4.1.7 Although it has been recognised that SMEs are bound to spring up within MediacityUK (and further afield), it is important to control these and minimise outlets for the sale of alcohol, or those that can unduely facilitate

⁶⁸ Salford City Council; Joint Strategic Needs Assessment 2010 update

smoking, drug abuse or unhealthy lifestyles. Extant regulations in these regards should be adhered to.

4.1.8 In order to maintain the sustainability approaches to development credentials of MediacityUK, efforts should be made to maintain high environmental performance within the city. Undertakings such as proper waste management, recycling, energy efficiency approaches etc should be encouraged across the various organisations to be located within the city. This would have economic, environmental and corporate social responsibility (CSR) benefits for the organisations and ultimately individuals.

4.1.9 In order to enhance integration and faster settling in for new comers, especially into neighbouring wards surrounding MediacityUK, it would be helpful to create awareness about the value of such integration through special publicity and community engagement activities. Neighbourhood Managers and community representatives (e.g. from residents' associations) would be among key players in this direction.

4.1.10 Transportation and access to MediacityUK would need to be enhanced through a variety of measures that would include more efficient community transport services such as the Local Link Bus service which is a reduced fare service. It may also be helpful, where feasible, to redirect existing main bus routes in such a way that would enhance access to MediacityUK through public transport

4.1.11 Every step should be taken to ensure equality of access to service provision, especially for more vulnerable groups such as the older people, less educated, people from ethnic minority groups, as well as people with disabilities or long term illnesses. Like the Acheson Report (1998)⁶⁹ recommends, policies...*"should be formulated in such a way that by favouring the less well off they will, wherever possible, reduce such (health) inequalities"*.

⁶⁹ Acheson D (1998): Independent Inquiry Into Inequalities in Health: Report. TSO, London

4.1.12 The need to bridge the 'equality gap' in health status and access to services deserves special attention in view of the fact that prominent health inequalities have been clearly established to exist among different neighbourhoods and groups in Salford as already highlighted in section 2.7. Findings from the focus group discussion which provided some of the evidence for this HIA predictions suggest that there exists some barriers to free movement and interaction between the residents of Ordsall/ Langworthy on the one hand; and Salford Quays on the other.

The focus group participants alluded to a lot of reluctance from residents of Ordsall and Langworthy to attend events on Salford Quays. In the light of the expected benefits of MediacityUK, efforts will need to be scaled up to remove any such barriers. One area that has the potential to maintain the divide is the cost of housing and accommodation within MediacityUK which may be unaffordable to poorer segment of society and is likely to widen the gap between the residents on both divides – hence the need to do more towards integration.

Following are some suggestions for achieving the desired integration and social inclusion:

- i) It may be helpful to consider discounted fees/ rebates for use of community and meeting venues by local residents (associations, charities etc) and other groups of low income earners. This can serve as additional incentive for members of disadvantaged groups to use and benefit from the facilities at MediacityUK
- ii) Targeted information dissemination in surrounding neighbourhoods about opportunities and activities at MediacityUK in order to assist in enhance community cohesion (rather than severance).
- iii) Disabled access and facilities such as automatic doors, disabled parking spaces and drop off points close to entrances, lifts, and dedicated conveniences

- iv) Conduct regular Health Equity Audits to identify any areas or groups that may be unduly disadvantaged and measures taken to remedy any identified gaps

4.2 MONITORING AND EVALUATION OF POTENTIAL HEALTH IMPACTS

This section identifies some useful indicators that could be used to monitor and evaluate the health impacts of the MediacityUK development project. Both direct and indirect indicators are considered, along with suggestions about agencies that can take the lead in this process.

Monitoring and Evaluation

S/No	Indicator	Data to be collected	Remarks*	Lead Agency
1	Employment and Socio-economic improvement	<ul style="list-style-type: none"> - Number of Salford and Ordsall/ Langworthy residents employed in MCKU (and job types) - Number of volunteers and apprentices 	Socio-economic improvement is one main determinant of health envisaged to be positively affected by MCKU	MCKU, SCC, Neighbourhood Managers
2	Level of aspiration	<ul style="list-style-type: none"> - Trends in GCSE grades (credits) for Ordsall/ Langworthy - Number of local residents who proceed to FE/HE/University (compare before and after MediacityUK) 	<p>MediacityUK is envisaged to be able to raise level of aspiration of Salford residents and encourage the drive towards further/ higher education.</p> <p>Widening participation is top on UK government and Salford University agendas</p>	Salford City Council (SCC)
3	Cancers (all types)	Trends in cancers and related hospital treatment and admissions	Cancers are a major cause of mortality in Salford and the wards surrounding MediacityUK	NHS Salford, SCC
4	Levels of respiratory diseases and coronary heart disease (CHD)	<ul style="list-style-type: none"> - Trends in respiratory diseases and related hospital treatment and admissions. - Trends in CHD and mortality rates 	<p>Respiratory diseases are linked with the high prevalence of obesity in Salford and nationally.</p> <p>CHD are a major cause of mortality in Ordsall/ Langworthy and Salford; CHD also linked with the high prevalence of obesity in Salford</p>	NHS Salford, SCC
5	Mental health status	Number of residents from Ordsall and Langworthy/ Salford who are in and out on mental health clinics	The outdoor, built environment and opportunities in MediacityUK are envisaged to have positive mental health impacts	NHS Salford, SCC
6	Use of cycle bays	Number of bicycles parked at cycle bay (capacity utilisation)	Helpful in gauging the level of cycling and physical activity within MediacityUK	MediacityUK
7	Service uptake	Number of patients from MediacityUK registered with GP practices and attending services (both at other facilities and the	Helpful in conducting Needs Assessment for MediacityUK service users and updating existing Salford Joint Strategic Needs Assessment (JSNA)	NHS Salford, GP practices

		proposed new health centre when established)		
8	Community cohesion	Trends in usage of community services, especially by local associations and other disadvantaged groups	The community and social services can assist in promoting cohesion and social inclusion	MediacityUK Public Sector Partners
9	Ease of transport to MediacityUK	Number and frequency of buses and trams into MediacityUK; Number of residents and people using community transport (Local Link) to access facility	Access to MediacityUK by public transport has been identified as a problem that can have some negative health impacts	GMPTE, Transport operators
10	Health and safety concerns	Number of incidents/ accidents at watersports facility, other water bodies around MediacitUK, and during piazza events	Risks of accidents associated with watersports, water bodies and during large gatherings were seen to be able to have negative health impacts	MediacityUK, Police
11	Environmental Sustainability	Rates of recycling, energy efficiency & performance of buildings and other sustainability indices	It is helpful to keep up MediacityUK as a green community with sustainable development practices.	Estate/ Facility Managers
12	Complaints by residents and surrounding businesses regarding nuisance/ annoyance and perceived danger from construction work	-Number, frequency and issues being complained about (e.g. traffic, illegal parking of vehicles, noise) -Number of satisfactorily resolved complaints	To monitor any negative impacts on residents within the vicinity of the facility, on account of construction work and from events attracting large number of people.	Building contractor, MediacityUK, Security services
13	Crime and anti-social behaviour statistics	Number of crime/ graffiti/ vandalism/ anti social behaviour incidents involving the events at MediacityUK	Concerns raised about the possibility of crime and anti-social behaviour due to social activities and large gatherings at MediacityUK.	Police, Salford Security Partnership
14	Conflicts within wards	Number of incidents of conflicts between new comers and existing residents in the wards	There is the possibility of tensions as new people move in to settle in neighbourhoods around MediacityUK	Police, Neighbourhood Managers
15	Equality and Diversity	Health Equity Audit	The percentage of people from ethnic minorities in Salford is increasing and it	MediacityUK Public Sector

			would he helpful to monitor the trend in relation to the MediacityUK development.	Partners
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Appendix 1: HIA Steering Group members and Terms of Reference

MEMBERSHIP AND TERMS OF REFERENCE FOR THE STEERING GROUP (SG) FOR MEDIACITYUK HEALTH IMPACT ASSESSMENT (HIA)

Proposed Membership:

In view of the participatory nature of the HIA, as well as the broad perspective approach to the definition of health, it is recommended to have a broad-based group to be composed of the following:

1. Prof. Lindsey Dugdill (College of Health & Social Care, Salford University)
2. Dr. Cal Douglas (Environmental Management, Salford University)
3. Dr David McKelvey (GP, Ordsall Health Centre/ NHS Salford)
4. Alistair Fisher (Health and Wellbeing, Salford City Council)
5. Jane Deane (Programme Director, MediacityUK Public Sector Partners)
6. Paul Newman (Director of Corporate Communications, Peel Holdings)
7. Paul Ward (MediacityUK Programme Office, Salford University)
8. Dr. Marcus Chilaka (Researcher/ Lead Impact Assessor, Salford University)

Responsibilities of the Steering Group (SG):

- To agree the Terms of Reference of the Health Impact Assessment
- To provide advice and support as the HIA develops

Terms of Reference for Steering Group (SG) (TOR 1):

The purpose of the TOR 1 is to provide a quality assurance procedure for the work being undertaken. The TOR 1 is outlined as follows:

- The SG shall comprise of 8 members. A Chair and Secretary shall be appointed from among the members and other specific roles for members shall be agreed upon by the SG
- The Group shall meet to receive a feedback from the Lead Assessor, among other businesses as may be agreed by the group
- To agree on the Terms of Reference (TOR 2) for the impact assessment
- To contribute to the generation of ideas, relevant information and evidence towards the HIA process, as stakeholders in the MediacityUK projects

- To participate in the final appraisal of the assessment exercise and be involved in drawing up recommendations as ultimate output of the HIA.
- To facilitate the HIA exercise as much as may be necessary and appropriate
- The SG will be influential in seeing to the acceptance and implementation of the recommendations of the health impact assessment.

**TERMS OF REFERENCE (TOR 2) FOR THE LEAD ASSESSOR FOR
MEDIACITYUK HEALTH IMPACT ASSESSMENT PROJECT**

1. The assessment shall be rapid in depth and participatory in approach
2. The model of health to be adopted is the socio-environmental model, which views health and the determinants thereof from a broad socio-environmental perspective. In this regard, health will refer not only to the absence of disease and infirmity, but also to be seen as a state of physical, emotional and psychological well being (WHO definition)
3. The methods to be employed in the HIA shall involve, as may be appropriate, the following:
 - Policy analysis
 - Profiling the areas and communities affected
 - Involving stakeholders and key informants in predicting potential health impacts, using the model of health in paragraph 2 above. Involving members of the local communities shall be a vital aspect of the assessment
 - Evaluation of the importance, scale and likelihood of predicted impacts
 - Considering alternative options and making recommendations for action(s) to enhance or mitigate impacts.
4. The output of the HIA shall be a written report with recommendations.
5. The HIA shall be completed on or before 30 June 2011. The report shall be submitted to the Office of the Pro-Vice Chancellor (Research and Innovation), Salford University. Copies would also be made available to the major stakeholders in the MediacityUK project.

6. It is envisaged, in keeping with the academic/ research connotation of this project, that the output/ report of the HIA would be published in relevant media such as journals and other publications. Such an undertaking will however be done in collaboration & negotiation with interested stakeholders.

Appendix 2: Focus group Agenda



PROGRAMME FOR MEDIACITYUK HEALTH IMPACT ASSESSMENT (HIA) FOCUS GROUP

27 January 2011, Central Salford Urban Regeneration Company (URC),
No. 1 Lowry Plaza, Salford Quays M50 3UB

Time	Activity	Who?
11:00 – 11:30	Arrival, registration, coffee	
11:30 – 12:10	Welcome & Presentations: - MediacityUK - HIA Process	Paul Newman Jane Deane Marcus Chilaka
12:15 – 13:15	Group discussions - (Participants in 2 groups)	Facilitators
13:15 – 13:45	Lunch Break	
13:45 – 14:15	Joint feedback/ Review	Debbie Fox
14:15 – 14:25	Evaluation sheets	Marcus
14:30	Close	

Appendix 3: MediacityUK Health Impact Assessment (HIA) Matrices

MEDIACITYUK HIA HEALTH MATRIX (1)

Population groups: Employees, Students, Visitors, Local residents, any vulnerable groups? etc...

Intervention / Priority area of focus	Determinants of health	Possible effects on determinant	Likely health impact (+ve/-ve)	Population groups affected	Period of effect (Short-, Mid-, or Long-term)	Occurrence (Certain/ Probable)	Suggestions for improvement
PROPOSED SERVICES - Retail/ leisure - Hospitality - Offices - University campus - Studios - Residential apartments - Public realm area - New tram link - BBC - Health centre	Social & Economic Poverty, employment, social exclusion, benefits, community networks, crime						
	Lifestyle & Behaviours Diet, physical activity, smoking, alcohol, drugs, sexual behaviours, coping skills						
	Access to services Education, health services, transport, Leisure						
	Environment Air, water, housing, pollution, noise, risk of injury, disease vectors						

HIA HEALTH MATRIX (2)

Population groups: Employees, Students, Visitors, Local residents, any vulnerable groups? etc...

Intervention / Priority area of focus	Determinants of health	Possible effects on determinant	Likely health impact (+ve/-ve)	Population groups affected	Period of effect (Short-, Mid-, or Long-term)	Occurrence (Certain/ Probable)	Suggestions for improvement
PYSICAL STRUCTURE & FACILITY LOCATION -Accessibility issues -Special cost implications -Aesthetic factors - (Design and access statement) - 300 cycle bays - Foot bridge linking Salford Quays with Trafford Wharf - Multi-storey car park (2,200 spaces)	Social & Economic Poverty, employment, social exclusion, benefits, community networks, crime						
	Lifestyle & Behaviours Diet, physical activity, smoking, alcohol, drugs, sexual behaviours, coping skills						
	Access to services Education, health services, transport, Leisure						
	<u>Environment</u> Air, water, housing, pollution, noise, risk of injury, disease vectors						

HIA HEALTH MATRIX (3)

Population groups: Employees, Students, Visitors, Local residents, any vulnerable groups? etc...

Intervention / Priority area of focus	Determinants of health	Possible effects on determinant	Likely health impact (+ve/-ve)	Population groups affected	Period of effect (Short-, Mid-, or Long-term)	Occurrence (Certain/ Probable)	Suggestions for improvement
STRENGTHENING COMMUNITIES AND PARTNERSHIPS -Integration of services - Facilities for community/ social functions - Links with Ordsall & Langworthy - Employment for local residents -	Social & Economic Poverty, employment, social exclusion, benefits, community networks, crime						
	Lifestyle & Behaviours Diet, physical activity, smoking, alcohol, drugs, sexual behaviours, coping skills						
	Access to services Education, health services, transport, Leisure						
	<u>Environment</u> Air, water, housing, pollution, noise, risk of injury, disease vectors						

HIA HEALTH MATRIX (4)

Population groups: Employees, Students, Visitors, Local residents, any vulnerable groups? etc...

Intervention / Priority area of focus	Determinants of health	Possible effects on determinant	Likely health impact (+ve/-ve)	Population groups affected	Period of effect (Short-, Mid-, or Long-term)	Occurrence (Certain/ Probable)	Suggestions for improvement
EQUALITY & DIVERSITY ISSUES + WHAT ABOUT THE VULNERABLE GROUPS? - People with disabilities - Influence on deprivation in Ordsall/ langworthy - Any hard to reach groups?	Social & Economic Poverty, employment, social exclusion, benefits, community networks, crime						
	Lifestyle & Behaviours Diet, physical activity, smoking, alcohol, drugs, sexual behaviours, coping skills						
	Access to services Education, health services, transport, Leisure						
	<u>Environment</u> Air, water, housing, pollution, noise, risk of injury, disease vectors						

Appendix 4: Ordsall & Langworthy profile

Health in Langworthy and Ordsall

(Source: Salford Public Health Annual Report 2009/10. <http://www.salford-pct.nhs.uk/documents/PublicHealthAnnualReport0910.pdf>)

Ordsall and Langworthy forms the southern most part of Salford's inner city and is bounded by the Manchester Ship Canal on two sides. Around 19,627 people live in the area. This neighbourhood has developed considerably over the last ten years particularly with regards to new accommodation. The Salford Quays area is part of Ordsall and in this area we have seen many new business, housing and leisure facilities. Development and regeneration of housing has also taken place in Ordsall and Langworthy. 92% of LSOA's in Ordsall and Langworthy are in the top 10% most deprived in England.

In Langworthy:

- The number of women continuing to breastfeed their baby to 6-8 weeks is lower than average for England.
The number of children who are obese in school reception class is similar to the England average. The number of children who are obese in school year 6 is also similar to what is average for England.
- The number of teenagers getting pregnant is high – Langworthy is considered a 'Hotspot' and has the highest number for Salford.
- The number of admissions to hospital for alcohol related liver disease and alcohol related mental illness is higher than the average for England.
- The number of children with decayed teeth is higher than the average for England.
- How long people live for (life expectancy) is lower than average for England and for Salford. More people die from CVD and cancer than the England average.

In Ordsall:

- The number of women continuing to breastfeed their baby to 6-8 weeks is lower than average for England.
The number of children who are obese in reception is similar to the average for the rest of England. The number of children who are obese in school year 6 is also similar to the average for England.
- The number of teenagers getting pregnant is high – Ordsall is considered a 'Hotspot'.
- The number of admissions to hospital for alcohol related liver disease and alcohol related mental illness is higher than the average for England.
- The number of children with decayed teeth is higher than the average for England.
- How long people live for (life expectancy) is lower than average for England.
 - The number of people dying from cancer is higher than the England average

