

GREATER MANCHESTER ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE

DATE: Friday 13 September 2019

TIME: 2.00 - 4.00pm

VENUE: Boardroom, GMCA, Churchgate House, 56 Oxford
Street, Manchester, M1 6EU

1. APOLOGIES

2. CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

(if any) at the discretion of the chair

3. DECLARATIONS OF INTEREST

1 - 4

To receive declarations of interest in any item for discussion at the meeting. A blank form for declaring interests has been circulated with the agenda; please ensure that this is returned to the Governance & Scrutiny Officer at the start of the meeting.

4. MINUTES OF THE MEETING HELD ON 12 JULY 2019

5 - 12

To consider the approval of the minutes of the meeting held on 12 July 2019, as a correct record.

5. CRICKET IN GREATER MANCHESTER

13 - 22

Report of Mayor Andy Burnham and Jim Taylor, Portfolio lead Chief Executive for Economy. Jim Taylor will be in attendance at the meeting.

6. GREATER MANCHESTER BREXIT PREPARATIONS UPDATE REPORT

23 - 26

Report of Sir Richard Leese, Portfolio Holder for Economy, and Jim Taylor, Portfolio Lead Chief Executive for Economy. Jim Taylor will be in attendance at the meeting.

7. GMCA CULTURE FUNDING 2020 ONWARDS 27 - 74

Report of Cllr David Greenhalgh, Portfolio Holder for Culture, and Alison McKenzie-Folan, Portfolio lead Chief Executive for Culture. Alison McKenzie-Folan will be in attendance at the meeting.

8. GM TOWN OF CULTURE 75 - 82

Report of Cllr David Greenhalgh, Portfolio Holder for Culture and Alison McKenzie-Folan, Lead Chief Executive for Culture. Alison McKenzie-Folan will be in attendance at the meeting.

9. WORK PROGRAMME 83 - 86

Report of Joanne Heron, Statutory Scrutiny Officer, GMCA

10. ITEMS FOR INFORMATION

11. REGISTER OF KEY DECISIONS

https://www.gmcameetings.co.uk/downloads/file/1204/register_of_key_decisions_-_published_16_august_2019

12. DATE OF NEXT MEETING

Friday 11 October at 2pm, GMCA Offices

MEMBERSHIP OF THE COMMITTEE FOR THE CURRENT MUNICIPAL YEAR

Councillor Michael Holly	Rochdale;
Councillor Barry Brotherton	Trafford;
Councillor Mudasir Dean	Bolton;
Councillor Susan Haworth	Bolton;
Councillor June Hitchen	Manchester;
Councillor Stephen Homer	Tameside;
Councillor George Hulme	Oldham;
Councillor Jim King	Salford;
Councillor Colin MacAlister	Stockport;
Councillor Daniel Meredith	Rochdale;
Councillor Luke Raikes	Manchester;
Councillor Charles Rigby	Wigan;
Councillor Kerry Waters	Stockport;
Councillor Mary Whitby	Bury;
Councillor Michael Winstanley	Wigan;

For copies of papers and further information on this meeting please refer to the website
www.greatermanchester-ca.gov.uk.

Alternatively, contact the following Governance & Scrutiny Officer:

✉ jamie.fallon@greatermanchester-ca.gov.uk

☎ 0161 778 7000

This agenda was issued on 5 September 2019 on behalf of Julie Connor, Secretary to the
Greater Manchester Combined Authority, Churchgate House, 56 Oxford Street,
Manchester M1 6EU

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ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE

Declaration of Councillors' Interests in Items Appearing on the Agenda

NAME: _____

DATE: _____

Minute Item No. / Agenda Item No.	Nature of Interest	Type of Interest
		Personal / Prejudicial / Disclosable Pecuniary
		Personal / Prejudicial / Disclosable Pecuniary
		Personal / Prejudicial / Disclosable Pecuniary
		Personal / Prejudicial / Disclosable Pecuniary

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Please see overleaf for a quick guide to declaring interests at GMCA meetings.

QUICK GUIDE TO DECLARING INTERESTS AT GMCA MEETINGS

This is a summary of the rules around declaring interests at meetings. It does not replace the Member's Code of Conduct, the full description can be found in the GMCA's constitution Part 7A.

Your personal interests must be registered on the GMCA's Annual Register within 28 days of your appointment onto a GMCA committee and any changes to these interests must notified within 28 days. Personal interests that should be on the register include:

- Bodies to which you have been appointed by the GMCA
- Your membership of bodies exercising functions of a public nature, including charities, societies, political parties or trade unions.

You are also legally bound to disclose the following information called DISCLOSABLE PERSONAL INTERESTS which includes:

- You, and your partner's business interests (eg employment, trade, profession, contracts, or any company with which you are associated)
- You and your partner's wider financial interests (eg trust funds, investments, and assets including land and property).
- Any sponsorship you receive.

FAILURE TO DISCLOSE THIS INFORMATION IS A CRIMINAL OFFENCE

STEP ONE: ESTABLISH WHETHER YOU HAVE AN INTEREST IN THE BUSINESS OF THE AGENDA

If the answer to that question is 'No' – then that is the end of the matter. If the answer is 'Yes' or Very Likely' then you must go on to consider if that personal interest can be construed as being a prejudicial interest.

STEP TWO: DETERMINING IF YOUR INTEREST PREJUDICIAL?

A personal interest becomes a prejudicial interest:

- where the well being, or financial position of you, your partner, members of your family, or people with whom you have a close association (people who are more than just an acquaintance) are likely to be affected by the business of the meeting more than it would affect most people in the area.
- the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice your judgement of the public interest.

FOR A NON PREJUDICIAL INTEREST

YOU MUST

- Notify the governance officer for the meeting as soon as you realise you

FOR PREJUDICIAL INTERESTS

YOU MUST

- Notify the governance officer for the meeting as soon as you realise you

have an interest

- Inform the meeting that you have a personal interest and the nature of the interest
- Fill in the declarations of interest form

TO NOTE:

- You may remain in the room and speak and vote on the matter
- If your interest relates to a body to which the GMCA has appointed you to you only have to inform the meeting of that interest if you speak on the matter.

have a prejudicial interest (before or during the meeting)

- Inform the meeting that you have a prejudicial interest and the nature of the interest
- Fill in the declarations of interest form
- Leave the meeting while that item of business is discussed
- Make sure the interest is recorded on your annual register of interests form if it relates to you or your partner's business or financial affairs. If it is not on the Register update it within 28 days of the interest becoming apparent.

YOU MUST NOT:

- participate in any discussion of the business at the meeting, or if you become aware of your disclosable pecuniary interest during the meeting participate further in any discussion of the business,
- participate in any vote or further vote taken on the matter at the meeting

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**ANNUAL GENERAL MEETING OF THE GREATER MANCHESTER COMBINED
AUTHORITY (GMCA) ECONOMY, BUSINESS GROWTH AND
SKILLS OVERVIEW AND SCRUTINY COMMITTEE
FRIDAY 12 JULY AT 2.00 PM AT GMCA OFFICES, CHURCHGATE HOUSE**

Present: Councillor Michael Winstanley (in the Chair)

Bury: Councillor Mary Whitby
Manchester: Councillor Greg Stanton (substitute)
Oldham: Councillor George Hulme
Rochdale: Councillor Patricia Sullivan (substitute)
Salford: Councillor Jim King
Stockport: Councillor Kerry Waters
Councillor Colin MacAlister
Trafford: Councillor Barry Brotherton
Wigan: Councillor Charles Rigby

In attendance

GMCA Councillor Richard Leese, Portfolio Lead for Economy
Councillor Sean Fielding, Portfolio Lead for Education, Skills, Work and
Apprenticeships
Simon Nokes, Executive Director Policy & Strategy
Lisa Dale-Clough, Head of Industrial Strategy
Joanne Heron, Statutory Scrutiny Officer
Jamie Fallon, Governance and Scrutiny Officer

E63/19 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Susan Howarth (Bolton), Musadir Dean (Bolton), June Hitchen (Manchester), Luke Raikes (Manchester), Daniel Meredith (Rochdale), Michael Holly (Rochdale), Stephen Homer (Tameside),

E64/19 CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

Members were informed that Councillor Michael Holly was unable to attend as he was recovering from a recent operation. The Committee wished Councillor Holly all the best in his recovery.

E65/19 DECLARATIONS OF INTEREST

There were no declarations of interest received.

E66/19 MINUTES OF THE MEETING HELD ON 12 JULY 2019

The minutes of the meeting held on 12 July 2019 were submitted for approval.

RESOLVED:

That the minutes of the meeting held on 12 July 2019 be approved as a correct record.

E67/19 WORK PROGRAMME

Joanne Heron, Statutory Scrutiny Officer, introduced the 2019/20 work programme, provided for Members to develop, review and agree. The Committee agreed that the outstanding 2018/19 action to consider a report on the economic impact of Manchester Airport, including a potential site visit be included in the Work Programme.

RESOLVED:

1. That the Committee consider the economic impact of Manchester Airport at a future meeting.
2. That a visit to Manchester Airport be arranged for Members.

E68/19 GREATER MANCHESTER LOCAL INDUSTRIAL STRATEGY IMPLEMENTATION

Sir Richard Leese, Portfolio Lead for Economy, provided an update on the implementation of the Greater Manchester Industrial Strategy (LIS), which had been developed in collaboration with Government and jointly launched on 13th June 2019.

The following key points were raised:

- It will be critical that districts are at the heart of the implementation and it is envisaged that the GM Growth Board (which is chaired by the Deputy Mayor for Business/Economy and its membership includes the economic development (or similar) portfolio holder member for each of the 10 GM districts) will have joint accountability for implementing the strategy, alongside the GM Local Enterprise Partnership (GM LEP). The Directors of Place Group (which is made up of the 10 Place Directors or similar from each district) acts as advisors to the Growth Board and will take a lead on ensuring that actions taken forward at a district and GM level are coordinated. This will ensure strong district input and leadership of both the development of the Implementation Plan and delivery thereafter.
- Appendix 1 sets out the main, non-business as usual, actions that were included in the GM LIS, whilst section 3 within the report sets out the priority actions for 2019/20. It was expected that the full Implementation Plan would be finalised and agreed with Government in autumn 2019, at which point a further update would be provided to the Committee. A key priority for 2019/20 would be embedding the strategy in Greater Manchester's (GM) governance framework, decision-making mechanisms, and the planning processes of delivery partners.

Members raised the following questions to Sir Richard Leese, Simon Nokes, Executive Director Policy & Strategy, and Lisa Dale-Clough, Head of Industrial Strategy, who were also in attendance:

- A Member referred to paragraph 2.5 within the report and sought clarity as to whether the GMCA would be carrying out their own evaluation as the strategy is rolled out. It was confirmed that planning was underway to develop an evaluation programme locally, noting that further information would be available in the autumn. The evaluation would include a suite of indicators which would be reported on regularly throughout the year.
- How will the LIS align with the cross-cutting activity referred to at paragraph 3.1? It was explained that the paragraph included activity that was already underway, accentuating the need to ensure that the activity is linked to the implementation plan.
- A Member highlighted the broad number of representatives on the Innovation Partnership on Healthy Ageing (referred to at paragraph 3.4) and questioned how effective it would be in its decision-making. It was acknowledged that the governance needed to be participative and inclusive. It was important that the executive arrangements, which sat under bodies, ensured that it was effective in its delivery.
- A Member referred to Annex 1 (page 9) within the report, noting that some districts had accelerated their targets to '2030' and explored how this would align to the GMCA's target of '2030.' It was confirmed that the GMCA's view was to seek to accelerate activity where possible,
- A Member requested clarification on the term a 'foundational economy'. It was explained that a foundational economy referred to the number 'low paid, low quality jobs with low productivity', which were mainly in the retail, hospitality, tourism and social care sectors as highlighted within the Independent Prosperity Review. The LIS recognised the need for action to improve jobs in those sectors such as the development of the 'Tourism Sector Deal' with government.
- A Member referred to the target of; '100 per cent full fibre coverage by 2033, and full rollout of 5G technologies by 2028' (Annex 1 priority 33) and queried who would be to blame if the targets were not met. It was confirmed that the Committee would consider an update report on full fibre roll out at a future meeting, noting that £23 million DCMS funding had been secured to maximise full fibre coverage within 1300 public sector buildings in GM, which was currently at procurement stage. In addition, private sector roll out had already commenced, with the switch on of Vodafone's 5g network.
- Could the LIS be subject to change if a new Mayor was elected in 2021? It was confirmed that the Mayor was clearly one of the signatories to the LIS, but if any changes were proposed they could only be implemented with the consent of the GMCA (two thirds majority) and Government.
- A Member requested further information on the 'cooperative intellectual property bank' (referred to in Annex 1 priority 37). It was advised that the idea was not a year one priority, and was still in embryo form, noting that funding had not yet been identified. It was envisaged that it would become a 'knowledge sharing bank', accessing intellectual property which had not been exploited by larger companies, and making it available to smaller companies or innovators to tackle problems and commercialise them.
- The Committee considered the GM LIS 2019/20 priority actions, within their remit, and agreed to consider post 16 skills, and management and leadership skills in more detail throughout the year.

RESOLVED:

1. That the joint sign off and launch of the Greater Manchester Local Industrial Strategy be noted.

2. That the governance arrangements for implementing the Greater Manchester Local Industrial Strategy in Greater Manchester be noted.
3. That the GM LIS 2019/20 priority actions; post 16 skills, and management and leadership skills be included within the 2019/20 work programme.

E69/19 SKILLS INVESTMENT

Councillor Sean Fielding, Portfolio Lead for Education, Skills, Work and apprenticeships, outlined the proposed approach to bring forward innovative skills provision, linked to employer needs and skills gaps, by building on a sector approach, (agreed by the GMCA in October 18) and supporting the Local Industrial Strategy (LIS) focus on skills, as a driver for growth, particularly at the higher technical level.

The following key points were highlighted:

- In reviewing the LGF spend (as set out in a previous paper) an opportunity had arisen to allocate £8m to developing a proposal for an investment pot for skills, that will support specific LIS sectors, and also where appropriate bring this together with loan/equity sector investment funds to truly drive growth. There was also the potential to add further value to such a pot via other sources of funding for skills in particular those targeting certain cohorts.
- GM's growth sectors were underpinned by STEM skills and was therefore important to create a talent pipeline for STEM, where opportunities to develop skills and knowledge were made available for all residents. This would be achieved by enhancing the current offer by developing higher-level technical skills provision for the benefit of current and future STEM industries, as well as key growth sectors. This would create an agile and diverse workforce, which is flexible and responsive to developing technology and STEM needs.
- It was recognised that there was no one size fits all solution to addressing the skills gaps that employers face now, and would continue to face into the future. Any solution needed to bring together the key partners in a local area, and by improving coordination between employers, who could identify the roles they need to fill, and the skills needed, along with training providers, who can help design bespoke courses and work with training candidates. The fund would be as flexible as possible placing the onus on employers, providers (and any other relevant stakeholders) to devise provision including high quality equipment/facilities that they can both commit to that will use innovative approaches to meet both their needs.
- There was an opportunity to test this type of learning through the recently announced budget funding for a Digital Skills Pilot via DCMS. This funding is scheduled to go live in late June and would pilot innovative models of skills linked to specific job roles & vacancies. Also, where appropriate it was proposed to use the skills provision outlined, alongside the sector investment approach to loan/equity funds as set out in the recently updated GMCA Investment Strategy. Finally, if successful, it was proposed that this targeted approach to tackling key skills gaps would be used to roll out to other sectors via future funding sources such as the UK Shared Prosperity Fund.

Members posed the following questions to Councillor Sean Fielding and Simon Nokes, Executive Director Strategy and Policy:

- A Member queried how we could encourage employer buy in? It was advised that GM had a unique relationship with employers, noting their representation at the Employment and Skills Advisory Panel, along with other key stakeholders including DfE and DWP. It was acknowledged that the nature of the employment market was changing, and it may be necessary for some people to retrain to do something different at different points in their careers. It was noted that the £8m provided a great opportunity to focus on new sectors. If successful, it was envisaged that the new UK Shared Prosperity Fund (previous EU funding) would enable the approach to be rolled out to wider sectors (GM had previously received £160m in EU funding for training).
- Had an analysis been undertaken which identified employers who were unable to find resource with the required skills? It was confirmed that an analysis had been conducted in order to understand the extent of skills gaps, and how to pin point solutions. In addition, a vast amount of work was underway with employers/ employer groups to understand the nature of the roles and the required skills, such as within the digital sector, where some of businesses reported that they had lost work due to a lack of available skills.
- How did employers feed into the GMCA? Employers were able to provide information via the Employment & Skills Advisory Panel, along with via sector intelligence. An annual statement of skills was also produced, along with data regarding the movement of sectors within the economy, and associated occupations in order to identify skills gaps. It was acknowledged that there were various pots of funding (mainly from Government) focused on attaining level 1 and 2 skills, however, there was limited funding for technical skills. The Independent Prosperity Review highlighted the gaps at levels 3 and 4, along with technical skills.
- A Member reported issues in accessing the Adult Education Budget (AEB) funding. It was confirmed that the AEB was used to support people who were moving towards or into employment. The ambition was to improve the quality of education so that young people were able to attain their level 2 skills first time. The budget could also be used to support the attainment of higher-level skills whilst continuing to support people into employment.
- Could organisations like 'Think Employment' who are part funded by the European Parliament, and provide various courses including; English, maths, and the European Computer Driving Licence (ECDL) apply to deliver the training? It was acknowledged that the question related to the broader AEB, which was subject to a tendering process. Companies were welcome to tender for services commissioned by the GMCA if they met the specified criteria. It was highlighted that the Digital Skills Pilot taking place over the summer period would seek to encourage employers and training providers to work collaboratively to fill specific vacancies.
- What types of barriers to employment have been identified (paragraph 4.4)? It was confirmed that the statement applied to all skills provision, noting that the GMCA is committed to supporting priority groups who experience barriers to employment such as over 50's or people with disabilities. The Working Well programme was highlighted as an example of where the GMCA was supporting those that are close to or have fallen out of the labour market, and helping them retrain or up skill. It was confirmed that an analysis had been conducted and would be shared with the Committee.
- How can we evidence that we are world leading in the digital sector if employers are reporting at 30% shortage in skills? The Independent Prosperity Review emphasised our strengths in industries such as digital and creative. It was acknowledged that GM is already home to the largest cluster outside London due to the substantial talent pool we already have.

- A Member explored whether the LIS would seek to develop skills that could be used across GM, or focus on developing skills in areas where there is a high concentration of a specific role e.g. digital at Salford Quays. It was confirmed that the strategy was region wide. Did all of the 10 districts stand to be benefit from the LIS? It was acknowledged that it could not be considered in isolation, and must be considered in the round of everything the GMCA does in GM, which provides opportunities across the conurbation. It was confirmed that in addition to the £8m detailed within the report, there was additional funding for the AEB (£92m) and EU funding (£160m).
- A Member queried whether the criteria for assessing bids had been developed and explored whether the Committee would have the opportunity to pre-scrutinise the criteria. It was agreed that the criteria would be circulated to the Committee for comments as it develops. The Committee were informed that the pilot over the summer (which the Committee had previously reviewed) would provide lessons which would be incorporated into this proposal.

RESOLVED:

1. That Members agree to the proposed programme and priorities identified for an ‘investment Pot for Skills’ to be considered by the GMCA in July 2019.
2. That the priority groups analysis be circulated to the committee for information.
3. That the application criteria be circulated to the committee for comments as appropriate.

E70/19 LOCAL GROWTH FUND ROUND 3 – CHRISTABEL PANKHURST INSTITUTE FOR RESEARCH INTO HEALTH, TECHNOLOGY AND INNOVATION (‘THE PANKHURST INSTITUTE’)

Simon Nokes, Executive Director of Strategy and Policy, provided an update on the Full Business Case which had been put forward by the University of Manchester to the Local Growth Fund (LGF) for the Pankhurst Institute. The report was submitted to the Committee for information.

It was confirmed that since the £450m funding had been received from Government it had primarily been used to fund transport schemes and skills capital programmes, in terms of investing in skills providers, and other economic development projects.

Since a number of projects, including the Pankhurst Institute were formerly approved by the GMCA in 2017, the University’s plans had evolved. They now wish to establish a new institute which would exploit the University of Manchester’s strengths in advanced materials, digital technology and precision medicine to drive health benefit, business growth, productivity-gain, and employment in Greater Manchester (GM), filling a critical gap in the GM health innovation ecosystem.

A Full Business Case had been submitted for approval by the GM LEP and GMCA, following the process set out in the Assurance Framework agreed between GM and Government.

The following question was raised:

A Member referred to paragraph 2.6 and explored how the return of investment and impact would be measured? It was agreed that further information would be circulated to the Committee.

RESOLVED:

1. That it be noted that the GM Local Enterprise Partnership was being advised to approve the Pankhurst Institute business case (Gateway 3) at its July meeting. Subject to agreement at the July GMCA Board meeting, the GMCA (as the Accountable Body) would then issue a grant agreement to the University of Manchester.
2. That the Committee receive further information on the measurement of economic outcomes

E71/19 REGISTER OF KEY DECISIONS

RESOLVED:

That the register of key decisions be noted.

E72/19 DATE AND TIME OF NEXT MEETING

Friday 13th September 2.00 – 4.00pm, GMCA Offices

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Economy, Business Growth and Skills Overview & Scrutiny Committee

Date: Friday 13 September 2019

Subject: Cricket in Greater Manchester

Report of: Andy Burnham, Mayor of Greater Manchester and Jim Taylor, Portfolio lead Chief Executive for Economy.

PURPOSE OF REPORT

The attached report for the GMCA provides members with an overview of the proposed Cricket Strategy for Greater Manchester, the action plan that sits beneath it, and funding requirements.

RECOMMENDATIONS:

Scrutiny members are asked to:

1. Note the discussions taking place between cricketing organisations, districts and the Combined Authority.
2. Review the scope of the action plan set out below, and what will be achieved by the proposed Greater Manchester wide partnership with the ECB, Lancashire Cricket Club and other partners.
3. Note the request for £600k of funding over three years to support the actions outlined in paragraph 4.3, to be sourced from retained business rates, subject to an agreement between three districts and the ECB to develop three Urban Cricket Centres across Greater Manchester.
4. Engage their own local authorities in the development and delivery of the strategy, including the development of Urban Cricket Centres.

CONTACT OFFICERS:

John Wrathmell, Assistant Director, Strategy & Policy
john.wrathmell@greatermanchester-ca.gov.uk

Nick Fairclough, Strategy & Policy Officer, Strategy Team
nick.fairclough@greatermanchester-ca.gov.uk

Risk Management – N/A

Legal Considerations – N/A

Financial Consequences – Revenue – see paragraph 4

Financial Consequences – Capital – see paragraph 4

Date: GMCA Meeting: 27 September 2019

Subject: Cricket in Greater Manchester

Report of: Andy Burnham, Mayor of Greater Manchester

PURPOSE OF REPORT

This report provides GMCA with an overview of the proposed Cricket Strategy for Greater Manchester, the action plan that sits beneath it, and funding requirements.

RECOMMENDATIONS:

The GMCA is asked to:

1. Note the discussions taking place between cricketing organisations, districts and the Combined Authority.
2. Review the scope of the action plan set out below, and what will be achieved by the proposed GM wide partnership with ECB.
3. Approve the request for £600k of funding over three years to support the actions outlined in paragraph 4.3, to be sourced from retained business rates, subject to an agreement between three districts and the ECB to develop three Urban Cricket Centres across Greater Manchester.

CONTACT OFFICERS:

John Wrathmell, Assistant Director, Strategy & Policy
john.wrathmell@greatermanchester-ca.gov.uk

Nick Fairclough, Strategy & Policy Officer, Strategy Team
nick.fairclough@greatermanchester-ca.gov.uk

Risk Management – N/A

Legal Considerations – N/A

Financial Consequences – Revenue – see paragraph 4

Financial Consequences – Capital – see paragraph 4

Number of attachments included in the report: N/A

BACKGROUND PAPERS: N/A

TRACKING/PROCESS		
Does this report relate to a major strategic decision, as set out in the GMCA Constitution		No
EXEMPTION FROM CALL IN		
Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?		No
TfGMC	Overview & Scrutiny Committee	
N/A	N/A	

1. INTRODUCTION

- 1.1 The Combined Authority has been approached by the England and Wales Cricket Board (ECB), Lancashire Cricket Club and other cricketing bodies to agree a long-term partnership to develop the sport in Greater Manchester and use it as a tool to deliver our long-term ambitions for the city region.
- 1.2 This year is a particularly significant one for cricket in Greater Manchester, with an Ashes Test Match, England's success in the Cricket World Cup and preparation for the launch of the new 100 ball format.
- 1.3 The ECB, Lancashire Cricket Club, Chance to Shine (a cricketing charity), Cheshire Cricket Board and GreaterSport have proposed a partnership and action plan that would use cricket to improve young people's lives and create stronger, healthier communities in Greater Manchester.
- 1.4 By working in long-term partnership, they are seeking to leverage the expertise, resources and influence of their organisations and local government to deliver outcomes that will make Greater Manchester a better place to grow up and get on, whilst ensuring cricket flourishes in our communities for the next generation. GreaterSport, the city region's sport partnership, will link the proposal to wider sports development work across the conurbation.
- 1.5 Discussions have been taking place between sports development officers from districts, the GMCA, ECB, Lancashire Cricket Club and Greater Sport to develop the action plan, which is set out in greater detail in the remainder of this report.

2. ACTION PLAN

- 2.1 The action plan focuses on:
 - a) Creating a network of community run cricket facilities that will provide access to cricket in urban, non-traditional settings; and
 - b) Delivering a range of cricket programmes that are focused on providing wide ranging benefits to communities across Greater Manchester.
- 2.2 Over the three years of the partnership, the partners are proposing to use cricket to:

Strengthen our communities by...

 - Installing 100 new Non-Turf Pitches to reduce inequality in access to sports facilities
 - Building 3 Urban Cricket Centres that will become sporting and social community hubs

- Delivering 14 new Chance to Shine Street projects to provide the opportunity for disadvantaged youngsters to play sport
- Growing the South Asian Female Activators programme to engage socially isolated women in volunteering

Equip our young people for life by...

- Delivering Chance to Shine to 200 new Primary Schools to teach young children physical and social skills through cricket
- Growing the Healthy Hearts schools programme to teach children the importance of healthy lifestyles
- Delivering Chance to Shine in 20 new Secondary Schools to improve resilience and leadership skills in teenage girls
- Delivering a suite of employability programmes, including 30 “Volunteer It Yourself” projects at cricket clubs, to support young NEETs through education, training and into employment

Celebrate the city region’s sporting innovation by...

- Providing 5,000 tickets per year as part of Our Pass to mobilise the next generation into sport
- Piloting and launching “The Hundred” clubs and schools programme to give people the opportunity to play a new, exciting format of cricket

3. URBAN CRICKET CENTRES

- 3.1 Urban Cricket Centres are a new concept in community sports provision and the flagship initiative within the proposed partnership.
- 3.2 The principle behind an urban cricket centre is to repurpose an existing site into a cricket focussed community centre with indoor cricket facilities alongside further spaces that can be used for sport, education, community organisations, health services and any other community service. To ensure the centre’s versatility is utilised to best effect, they will be linked to the broader One Public Estate programme in their locality.
- 3.3 Detailed modelling and supply-demand analysis conducted by the ECB indicates that each centre will be used by over 2,500 people each year across sport and other activities, including people heavily involved in volunteering roles. They will bring communities together and be catalysts for local, community led activities.
- 3.4 The first urban cricket centre in the UK opened on 26th June this year in Waltham Forest, East London and the scheme is being rolled out nationwide, with two further pilots under development across the country.
- 3.5 The partners are looking to accelerate the roll out of these centres in the city region by committing to building three centres in Greater Manchester districts over the next three

years, using assessments of demographic patterns and inactivity levels to identify the most suitable sites.

- 3.6 Each centre will be unique, depending on the site, requirements of the local community and ambition of the local authority.
- 3.7 Development of an Urban Cricket Centre would require partnerships between local authorities, the ECB and other local partners on:
- Identification of suitable sites (e.g. regenerating former industrial sites)
 - Financial investment in the build
 - Identification and support of local community-run projects to be delivered in the centre
- 3.8 Following a meeting of sports development officers on 16th July, six districts have expressed an interest in hosting an Urban Cricket Centre. These are:
- Bolton
 - Bury
 - Manchester
 - Oldham
 - Rochdale
 - Trafford
- 3.9 Given more than three Greater Manchester districts have now expressed an interest in hosting an Urban Cricket Centre, the ECB will shortly conduct an exercise to identify the optimum three sites across those districts. If more than three sites provide a compelling case for investment, there may be an opportunity for further discussions about additional centres in the city region.
- 3.10 The ECB will work with these districts, and others that express an interest, to understand potential opportunities within their localities and the level of district financial contribution that would need to accompany any ECB investment.

4. FUNDING

- 4.1 In order to justify the disproportionate investment in the city region from the ECB, compared with other parts of the UK, the action plan as developed would require a financial contribution from Greater Manchester. Whilst options can be scaled as financial considerations require, the current programme would require a £600,000 contribution (over three years) from the GMCA, with an additional financial contribution towards the three Urban Cricket Centres from host districts. Together, this funding commitment would unlock over £3 million investment from the cricketing organisations.
- 4.2 It is proposed that the GMCA contribution towards the action plan is sourced from retained business rates. Funding for centres from individual local authorities is likely to vary depending on the proposed site and ambition for each facility. Districts interested in

hosting a centre would need to work with the ECB and other partners to develop a business case, including longer term funding.

4.3 The GMCA contribution towards the strategy will go towards the following actions, on a match-funded basis with the cricketing organisations:

- Delivering 14 new Chance to Shine Street projects to provide the opportunity for disadvantaged youngsters to play sport
- Delivering Chance to Shine to 200 new Primary Schools to teach young children physical and social skills through cricket
- Growing the Healthy Hearts schools programme to teach children the importance of healthy lifestyles
- Delivering Chance to Shine in 20 new Secondary Schools to improve resilience and leadership skills in teenage girls
- Delivering a suite of employability programmes, including 30 “Volunteer It Yourself” projects at cricket clubs, to support young NEETs through education, training and into employment

4.4 Whilst the actions listed above will be funded on the basis of a 50-50 split between cricket and the GMCA, it should be noted that four of the ten actions within the plan will be funded in their entirety by the cricketing bodies. These are:

- Installing 100 new Non-Turf Pitches across the conurbation
- Growing the existing South Asian Female Activators programme
- Provide 5,000 tickets per year to Our Pass
- Piloting and launching “The Hundred” clubs and schools programme

4.5 Districts engaging with the strategy will need to work with the ECB to agree the location and maintenance arrangements for the Non-Turf Pitches.

5. EVALUATION

5.1 The cricket organisations have proposed a partnership with a local academic institution to deliver a full impact report on the outcomes and impact of the partnership, to be used as a case study for similar sport-local government partnerships across the country.

5.2 Funding for evaluation is included within the figure quoted above for delivery of the whole programme.

6. NEXT STEPS

6.1 Detailed plans will now be developed to enable delivery of the programmes outlined above from Summer 2020.

- 6.2 The ECB will shortly start engaging more formally with districts that have expressed an interest in hosting an Urban Cricket Centre, regarding the potential required financial contribution and selection of the optimum sites for development of a centre.

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ECONOMY, BUSINESS GROWTH & SKILLS OVERVIEW AND SCRUTINY COMMITTEE

Date: 13th September 2019

Subject: Greater Manchester Brexit Preparations Update Report

Report of: Sir Richard Leese, Portfolio Lead for Business and Economy and Jim Taylor,
Portfolio Chief Executive for Business and Economy

PURPOSE OF REPORT:

To provide an update on the preparations underway across Greater Manchester for Brexit, and considering possible mitigating actions to minimise the impact should the UK exit the EU without a deal.

RECOMMENDATION:

That Scrutiny Members note the update on Brexit preparatory work underway across Greater Manchester.

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1. INTRODUCTION

1.1 The UK is due to leave the EU on 31st October. The Prime Minister has vowed to leave on the 31st October “come what may”. The Government is however facing significant opposition to their current approach and, at the time of writing, the national situation remains extremely uncertain.

2. GM Brexit Preparedness

2.1 A small amount of funding has been awarded to Local Authorities, Local Resilience Forum and the Combined Authority to support Brexit readiness. Agencies from across Greater Manchester have been meeting monthly to consider possible impacts arising from Brexit and to ensure appropriate preparatory actions are being taken. Those meetings of the GM Brexit Preparedness Group have now been increased in frequency to fortnightly as we near Brexit day. The membership of the Brexit Preparedness Group includes: GMCA, Local Authority representation, AGMA Resilience Unit, GMP, Growth Company, TfGM, NHS, GMCVO and Manchester Airport.

2.2 As part of the national preparations for EU exit, each Local Authority and Combined Authority has nominated a Brexit Lead Officer. In Greater Manchester we are bringing together these Lead Officers to ensure coordination of activity and consistency in approaches across GM. The district Brexit Lead Officers have joined the wider GM Brexit Preparedness Group.

2.3 In recognition of the potential for short and longer term economic impacts from the on-going uncertainty and potential no deal exit from the EU, a multi-agency Economic Resilience Taskforce has been established, bringing together key GM bodies to try to ensure a coherent and comprehensive package of support as possible is provided to businesses and individuals facing any threat of redundancy should we exit under a no deal scenario or an economic downturn occurs. The membership of the taskforce includes, GMCA and Local Authority representation, the Growth Company, Jobcentre Plus, the Cities & Local Growth Unit, Business representative organisations (including the GM Chamber of Commerce and FSB), GMCVO, Citizens Advice and Trade Union representatives.

2.4 To support and inform the work of the Economic Resilience Taskforce, a dashboard of leading indicators is being developed, to track how the national and GM economy is performing, in order to identify any possible economic shocks as early as possible. The Taskforce (and dashboard) are considering arising impacts in terms of overall economic resilience; business & sector impacts; and, impacts on GM residents. The draft dashboard is currently under development and will be shared as soon as it is completed.

2.5 In addition to the Economic Resilience Taskforce, wider preparations are being led by the GM Brexit Readiness Group and the Local Resilience Forum. Preparations are underway or being considered in the following areas:

- **Borders** – Manchester Airport is liaising directly with Government, as a point of entry to the UK. Assurances have been received regarding ongoing airport operations for both passengers and freight. Port Salford and City Airport are not considered points of entry to the UK.
- **Transport & Infrastructure** - Assessments are ongoing to ensure transport and infrastructure projects continue. A register of major infrastructure projects (over £10m) across GM is being compiled; along with an assessment of the risks potentially posed to their delivery.
- **Health & Social Care** – Preparations for the health sector is being led nationally by NHS England and Department for Health. There has been no requirement for local NHS to stockpile any medicines or medical supplies. The reliance on EU workers in the health & social care sector is a particular risk. Work has been undertaken to support health and care workers to complete the EU settlement scheme. As preparations ramp up towards October, local agencies will again engage and align with the national model.
- **Food, Water & Energy** - Activity will be led by the Local Resilience Forum, liaising with national government as required. Specific shortages are not anticipated, regular liaison with the relevant Government departments are underway.
- **Business & Economy** – Additional to the work of the Economic Resilience Taskforce, activity is ongoing to support GM businesses and raise awareness of the need to ensure preparations are underway for the changes resulting from Brexit. Concern has been raised regarding the preparedness of the SME sector specifically. The Growth Company, working with Local Authorities are planning a series of events for businesses to support them to deal with the potential effects of Brexit. They are also working with partners to improve real time information available on companies at risk. The Growth Company is also aware of the need to adapt and flex services in response to changing business needs. Additional to this, the Business Growth Hub is providing:
 - Monthly ‘podcast’ updates to the LA economic development teams – 10 minute updates on the business support and any changes in the info that may have an impact in SMEs
 - Monthly blogs issued – on key topics such as EU Settlement Status, retaining EU talent and supply chain issues.
 - Weekly Brexit news updates onto GC Business Growth Hub Brexit Website
 - Updates via Social media

Government has announced its intention that a UK Shared Prosperity Fund will be put in place following the UK’s anticipated withdrawal from EU Structural Funds. EU Structural Funds have been a key source of locally-responsive funding for regeneration, economic development, and skills and work activity across GM over recent decades. An announcement on the design and implementation timeline for the UK Shared Prosperity Fund has been expected for some time and it was anticipated that Government would make an announcement in the September Spending Round.

However, no formal announcement was made which creates a risk that there will be delays to the Fund coming on stream.

- **Engagement with Government** - Regular reporting requirements to Government are expected to increase in volume and frequency as Brexit day nears. The Local Resilience Forum and members of the Brexit Readiness Group are engaging with the relevant departments and ensuring information requests are dealt with in a coordinated and timely manner. Engagement across working groups, analysis of impact data released, and direct departmental requests for information and local Brexit planning information have been undertaken.
- **Civil Contingencies** - Work has been undertaken to understand possible impacts on current and future risk scenarios, in both the short and medium terms. Scenario based planning exercises have taken place, and the Local Resilience Forum continues to consider possible impacts arising. Further events will be delivered to test future risk scenarios. Also, work has been delivered to ensure agencies have in place up to date and robust business continuity plans.
- **Higher Education Sector** - Work has been undertaken to understand the possible impacts on the numbers of EU students and lecturers. Early testing of the EU settlement scheme was used in the sector and support continues to be provided to ensure EU citizens apply for settled status. Assurances continue to be sought from Government for future EU research funding.
- **Organisational Readiness & Impacts** – Public sector organisations have been considering the possible impacts on their own operations arising from Brexit, including workforce and legal implications. As Brexit day nears, organisations have expressed concerns regarding potential capacity issues to meet the necessary reporting requirements and take the appropriate actions required. All districts and GMCA now have signposting information on their websites to support EU citizens resident in their area.
- **Data** - Under a no-deal scenario, the flow and transfer of personal data may be impacted. Information has been shared with public sector agencies to ensure all are undertaking the necessary preparations and advice is being passed onto businesses to ensure they can put in place any necessary mitigating actions

3. RECOMMENDATION:

3.1 That Scrutiny Members note the update on Brexit preparatory work underway across Greater Manchester.

ECONOMY, BUSINESS GROWTH, AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE

Date: 13 September 2019

Subject: GM Culture Funding 2020 Onwards

Report of: Cllr David Greenhalgh, Portfolio Holder for Culture, and Alison McKenzie-Folan,
Lead Chief Executive for Culture

PURPOSE OF REPORT

To outline the proposed Greater Manchester Culture Investment Fund process from 2020 to 2022. The purpose of the fund is to implement the agreed Greater Manchester Cultural Strategy.

RECOMMENDATIONS:

The Committee is requested to:

1. Note the impact of the first twelve months of the Greater Manchester Cultural and Social Investment Fund.
2. Provide views on the proposed Greater Manchester Cultural Investment Fund 2020-2022 structure and process.

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Date: 27 September 2019

Subject: GMCA Culture Funding 2020 onwards

Report of: Cllr David Greenhalgh, Portfolio Lead Leader for Culture and Alison McKenzie-Folan, Portfolio Lead Chief Executive for Culture

PURPOSE OF REPORT

This report summarises progress of the first year of the GM Cultural Portfolio and outlines a proposed revised approach to GMCA investment in culture, to support delivery of the Greater Manchester Culture Strategy: Grown in Greater Manchester, Known Across the World, from April 2020 onwards.

RECOMMENDATIONS:

GMCA is asked to:

- Note progress to date within the GM Cultural Portfolio, in particular the increase of 39% in engagement with GMCA funded cultural organisations as a result of a new investment approach agreed by GMCA for 2018-2020.
- Agree the proposed revised approach to GMCA investment in culture from April 2020 onwards, namely:
 - continuation of GMCA investment in cultural organisations and activity across GM;
 - that criteria for cultural organisations bidding for GMCA Culture Fund remain the same as 2018-2020 programme (set out in paragraph 3.3);
 - top-slicing into a separate budget, and at current percentage, non-cultural activity funding currently funded via the GM Cultural and Social Impact Fund;
 - Ring-fence up to £270,000 of the GM Cultural Fund per annum to GM Culture Strategy priorities where they cannot be delivered by a single organisation, but will work with multiple cultural organisations and partners to increase cultural activity and resident engagement.
 - Agree that, in line with current practice, the portfolio and programme management costs should be found from within the GMCA Cultural Fund budget.
 - That the GMCA Culture Fund programme should be in place for two years (2020/21-2021/2022)

- That, in reaching final recommendations about the portfolio of grants to award, consideration will need to be given to issues of balance (across art form and geography) and overall resources available. As part of this process GMCA is minded to consider limiting the amount of funding any single cultural organisation can receive to no more than 15% of the Greater Manchester Cultural Fund

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1 BACKGROUND

- 1.1 In 2016, GMCA established a new Culture, Arts and Leisure Portfolio, recognising the importance of culture to the economic growth, social well-being and attractiveness of Greater Manchester.
- 1.2 The GMCA Culture and Social Impact Fund (CSIF) was launched in 2017 and began funding from April 2018, building on the success of AGMA's Section 48 scheme. The new portfolio saw GMCA investment of £7m over two years go to 28 organisations, 11 of which had not received GM Culture Funding previously.
- 1.3 GMCA agreed the requirement for a Greater Manchester Cultural Strategy, to identify and articulate priority activity and to inform future investment. The Greater Manchester Culture Strategy was agreed by GMCA in March, 2018.
- 1.4 The first year of the strategy (2019-2020) is being delivered by GMCA's Culture and Social Impact portfolio and using investment from Arts Council England and National Heritage Lottery Great Place project funding and leveraged match funding for Great Place. This paper proposes an updated investment approach to support Cultural Strategy delivery between April 2020 and March 2022.

2. CURRENT INVESTMENT

- 2.1 The portfolio now includes 28 organisations, 11 of which have not received GM Cultural Funding previously, saw increased levels of investment in Rochdale (Cartwheel Arts) and Salford (Art with Heart), and was able to fund for the first time an organisation based in Wigan (Wigan STEAM). The new portfolio also includes investment in visual arts for the first time (Centre for Chinese Contemporary Arts) and allows GM to support young contemporary popular and jazz musicians for the first time through investment in Brighter Sounds, as well as increasing our support for cultural festivals. GMCA investment in activity delivered by Manchester Jewish Museum for the first time not only supports the only museum of Jewish history outside of London, but also supports a bespoke programme of engagement with BME communities across Greater Manchester. The portfolio also sees a more balanced spread of

investment across art-form delivery as well as increasing the delivery of culture to those from protected characteristic groups across GM.

- 2.2 Analysis of the first year's performance of the GM Culture and Social Impact recipients shows that GMCA investment supported 4.6m cultural engagements in the first 12 months; a 39% percentage point increase on the final year of the AGMA Section 48 grant programme which it replaced. 59% of these were with GM residents and 41% were visitors to our city region. This indicates that diversifying the portfolio to support more organisations resulted in increased engagement.
- 2.3 Quality of engagement has remained high and is spread well throughout Greater Manchester. A draft full annual review, which will be shared with local and national stakeholders, is provided as Appendix A.
- 2.4 The GM Cultural Portfolio has also benefited from Great Place project funding (as agreed by GMCA in January 2019), which has allowed the Portfolio to embed and grow the role and impact of culture in GM communities and wider public sector institutions. Great Place has levered in financial support in a variety of strategic projects that cannot be delivered by a single organisation and require a strategic, rather than delivery focus, and in projects that deliver activity not already supported through the Culture and Social Impact Fund. These include:
- a research partnership with MMU to identify excellence and further develop world-leading practice in Arts and Health;
 - development of an online portal to signpost residents to cultural opportunities across GM;
 - a partnership with the i-THRIVE programme to embed arts practice into childrens' and adolescent mental health services;
 - collaboration with the Health and Social Care Partnership and Action Together Tameside to embed the cultural sector into a GM social prescribing offer;
 - activity with TfGM including support for Our Pass and roll out of a programme that uses yellow school buses to create access to cultural opportunities for GM school children;
 - consolidation of GM as a world leader in Ageing Well through partnership with the GM Ageing Hub and including the roll out of ageing and culture activity across GM;
 - establishing a national centre for Ageing and the Imagination in GM;
 - a major GM-wide commission commemorating Peterloo; and
 - a partnership with GM Libraries to establish libraries as autism friendly cultural hubs, including a programme of staff training and the development of a new, autism friendly cultural activity, contributing to the delivery of the GM Autism Strategy.
- 2.5 Other activity in development or being delivered to support the GM Culture Strategy, includes the Greater Manchester Music Review, support for Greater Manchester's Night Time Economy Adviser, a music and technology festival - Distractions, Greater Manchester

Town of Culture, research looking at culture-led regeneration in Greater Manchester and a culture campaign being delivered by Marketing Manchester.

- 2.6 The current programme of Culture and Social Impact funding will end in April 2020. Great Place funding finishes at the same time. GMCA needs to explore how best to support and invest in culture from April 2020 onwards, to secure the implementation of the GM Culture Strategy. This is against the backdrop of securing the legacy of the Great Place project and more recent changes including the Independent Prosperity Review and the development of the Local Industrial Strategy, which highlights the creative industries as a key growth sector for Greater Manchester. Since GM established a culture portfolio in 2016, we have moved from a direct funding relationship through Section 48, to a mix of direct funding, strategic co-investment direct commissioning and co-development. Tables 1.1 and 1.2 show the growth and diversification in GM's approach to investment and support for culture and demonstrates the range of partners the GMCA Culture team collaborate with on a regular basis.

Table 1 – 2015/18 AGMA Section 48 Investment (AGMA funded £3.3m p.a.)			
<i>Strategies</i>			
Greater Manchester Strategy			
<i>Direct Investment</i>			
Contact Theatre	Dance Manchester	GM Arts	GMCVO
Greater Sport	Halle	Home	M6 Theatre
Madlab	Manchester Camerata	Manchester International Festival	Bolton Octagon
Oldham Coliseum	PANDA	Peoples' History Museum	Proud Trust
Quays Culture (The Lowry)	Royal Exchange Theatre	Water Adventure Centre	

Table 2: 2018/19 GMCA Culture Portfolio				
<i>Greater Manchester Strategies</i>				
GMS	Culture Strategy	Local Industrial Strategy	Spatial Framework	Digital Strategy
Internationalisation Strategy	Ageing Strategy	Population Health Plan	Reform White Paper	Autism Strategy
<i>Greater Manchester Partners</i>				
GM LEP	GM Growth Hub	Health & Social Care Partnership	Marketing Manchester	TfGM
Bridge GM	NTE Advisor	Ambition for Ageing	GM Libraries	GM Archives
GM Ageing Hub	MIDAS			
<i>National Partners</i>				
DCMS	Arts Council England	National Heritage Lottery Fund	Historic England	Creative and Cultural Skills
UK Music	I-Thrive	Big Lottery		
<i>Delivery Partners</i>				
University of Manchester	MMU	Centre for Arts, Health and Social Change	Curious Minds	Manchester Museum
Live Well Make Art	Action Together Tameside	Belle Vue Productions	Sound City	Manchester International Festival

FutureEverything	Rose Marley Management	GM Arts	Company Chameleon	Manchester Histories
Modern Designers	Liverpool City Region CA	Salford CVS	Bolton at Home	Trafford Housing Trust
UMNHSFT	Creative Tourist	Micra	Queen Mary University, London	
<i>Direct Investment</i>				
Art with Heart	Brighter Sounds	Cartwheel Arts	CCCA	Contact Theatre
Dance Manchester	Gaydio	GM Arts	GMCVO	Greater Sport
Halle	Home	Madlab	Manchester Camerata	Manchester Histories Festival
MIF	Manchester Jazz Festival	Manchester Jewish Museum	Music Action International	Bolton Octagon
Oldham Coliseum	People's History Museum	Royal Exchange	The Lowry	The Proud Trust
Water Adventure Centre	Wigan Steam			
<i>Strategic Projects</i>				
Town of Culture	Distractions	Our Pass	Yellow School Buses	GM Music Review
Deeds not Words	Peterloo	Culture Champions	Relative Values	People's Palace Projects
Artivists	Historic Environment TP	Museum, Arts and Culture Festival	Marketing Manchester Culture Campaign	Enterprise Advisors
Meet Your Future	RLWC Festival of Festivals			

3. INVESTMENT APRIL 2020 ONWARDS

- 3.1 Cultural investment proposals below are driven by the evidenced success in increasing engagement in culture as a result of the decision made by Leaders in 2017/8 to increase and diversify the number and range of cultural organisations benefiting from GM cultural investment.
- 3.2 As demonstrated in Table 1.2, the reach and influence of the GM Portfolio has increased significantly, with a range of recently-established partnerships and projects developed, both as part of the Great Place project, and as strategic interventions that deliver GMS and Mayoral priorities, like digital and creative festival Distractions, Town of Culture, yellow school buses taking school children to cultural activity and significant activity around Arts and Health and Ageing. These are projects that cannot be delivered by a single organisation. Below is set out how, without an additional financial ask, the GM Culture portfolio can continue to support cultural organisations directly, as well as resourcing strategically important partnerships and projects that benefit the widest possible group of residents, businesses and places across Greater Manchester.
- 3.3 In 2017, GMCA agreed a set of criteria to assess bids for the GM Culture and Social Impact Fund 2018-2020. As Table 3 below shows the criteria used in 2018-2020, align well with the majority of GM Culture Strategy outcomes, therefore it is proposed that the criteria for Culture Fund investment remains the same.

Table 3: GM Culture Fund Criteria alignment with the 11 GM Culture Strategy Outcomes

GM Culture Fund Criteria 1 - Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester	
Culture Strategy Outcome 5	Increased international recognition of Greater Manchester as a cultural destination, evaluated in partnership with Visit Manchester
Culture Strategy Outcome 11	Improved communication of Greater Manchester's culture and heritage offer that reflects the diversity of our people and places, evaluated through press coverage and resident surveys
GM Culture Fund Criteria 2 - Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester	
Culture Strategy Outcome 1	Increased engagement with culture to 70%, as demonstrated by the Active Lives Survey
Culture Strategy Outcome 7	Increased the uptake of cultural subjects at GCSE, A-Level and in cultural and creative apprenticeships and degrees.
Culture Strategy Outcome 10	Developed our reputation as an international leader in arts, heritage, health, wellbeing and ageing, evaluated through number of academic studies, conferences and international collaborations.
GM Culture Fund Criteria 3 - Play a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those residents at risk of disengagement or social isolation	
Culture Strategy Outcome 1	Increased engagement with culture to 70%, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 2	Achieved parity in engagement across all our boroughs, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 3	Achieved parity in engagement levels from protected characteristic groups, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 8	Developed a cultural output more reflective of Greater Manchester's people, places and history, evaluated through press coverage.
Culture Strategy Outcome 11	Improved communication of Greater Manchester's culture and heritage offer that reflects the diversity of our people and places, evaluated through press coverage and resident surveys
GM Culture Fund Criteria 4 - Be able to evidence how the project will make a positive contribution to improving residents' health and well-being and meeting our equality duties.	
Culture Strategy Outcome 10	Developed our reputation as an international leader in arts, heritage, health, wellbeing and ageing, evaluated through number of academic studies, conferences and international collaborations.
GM Culture Strategy Outcomes to be delivered outside of GM Culture Fund	
Outcome 4 - Increased the number of people working in the Creative Industries in Greater Manchester as demonstrated by UK Labour Market statistics.	
Outcome 6 - Increased the number of creative businesses in Greater Manchester, as demonstrated by the UK Business Survey.	
Outcome 9 - Increased our international reputation as international leader in co-commissioning and creation and people understand how to access opportunities.	

Social Impact organisations

3.4 The GM Cultural and Social Impact Fund investment 2018-2020 reflected the legacy of the AGMA Section 48 funding it replaced by supporting non-cultural activity and included

investment in GMCVO, Greater Sport, the Water Adventure Centre and the Proud Trust at a cost of £460,024 p.a., or 13.1% of the current £3.5m annual budget.

- 3.5 In order to move on from Section 48 and provide clarity on GMCA funding for Culture, it is proposed that for 2020-2022, the same percentage of financial support (13.1%) is top-sliced from the GM Culture Fund to support non-cultural activity. the delivery of GM’s VCSE Accord and delivery of strategic support for sport across GM and LGBTQ activity across Greater Manchester.

Growing the portfolio of cultural fund beneficiaries

- 3.6 A Greater Manchester Culture Fund, which provides direct investment to cultural organisations is still the most appropriate way to support culture across Greater Manchester.
- 3.7 The evidence of increased engagement by growing the number of cultural organisations is set out above, however this does not provide an indication of the quality and value for money of each engagement. It is therefore proposed that applicants will be able to set out a more sophisticated composite measure of value for money covering quality, depth and breadth of engagement as part of the application process.
- 3.8 In reaching final recommendations about the portfolio of grants to award, consideration will need to be given to issues of balance (across art form and geography) and overall resources available. As part of this process, GMCA is minded to consider limiting the amount of funding any single cultural organisation can receive to no more than 15% of the Greater Manchester Cultural Fund

Strategic co-investment

- 3.9 Over the past two years, as resource and activity to support the GM Cultural Portfolio has increased, so too have significant opportunities to grow, support and sustain culture in GM. This includes the activity undertaken by the Great Place project which is working with and across the public sector to embed the essential role of culture in meeting a broad range of Greater Manchester priorities.
- 3.10 The demonstrated track record of Great Place in securing national and local partnership funding represents an opportunity to grow the strategic impact of the Greater Manchester Culture Strategy, whilst not increasing the financial ask to GMCA. The current model of the GM Cultural Fund does not allow for seed-funding, match funding or partnership building activity to increase GM cultural activity and resident engagement that goes beyond what a single Cultural Fund beneficiary can deliver.
- 3.11 Partnerships developed over the past two years, including Arts Council England, Heritage Lottery Fund, CC Skills, Screen Skills and BFI, alongside partnerships within the GMCA family (TfGM, Marketing Manchester, GM Health and Social Care Partnership) are now well placed to co-develop co-funding approaches which will better deliver all our strategic aims.

- 3.12 It is proposed that GMCA ring-fences £270,000 of the GM Cultural Fund per annum, to deliver GM Culture Strategy priorities where they cannot be delivered by a single organisation.. A snapshot of the type of project supported by these strategic funds currently provided by the Great Place project, in which partners have indicated a desire to co-invest, include;
- Culture Champions, networks of older engaged residents who encourage peers to take part in cultural activity across Greater Manchester to increase engagement in culture.
 - Town of Culture – an opportunity to shine a spotlight on the diverse culture of Greater Manchester’s towns, again increasing access to culture for GM residents
 - Distractions – an annual event to position Greater Manchester at the forefront of international thought leadership around the interface between digital and creative, delivered in partnership with FutureEverything and Manchester International Festival.
 - Continuation of the yellow school buses scheme, working with Transport for Greater Manchester, using yellow school buses at times not in use to transport Greater Manchester school children to museums, galleries, theatres and cultural activity across the city region, removing a significant barrier to increasing in-school engagement with culture.
- 3.13 Evidenced leverage from Great Place and ongoing positive discussions with partners indicates this ring-fenced amount would deliver additional match funding of up to £1m of investment a year to support the delivery of the GM Culture Strategy.
- 3.14 Additional funds would be invested in supporting a number of strategic projects which supports cultural organisations and increased resident engagement through 2019/20 and 2020/21.

Programme management costs

- 3.15 Programme and portfolio management costs of the GM Culture Fund would remain at the same level as the current programme at £70,000 per annum and will be found from within the GM Culture Fund as is the case with the current GM Culture and Social Impact Fund programme.

Lifespan of GM Cultural Fund

- 3.16 Currently the GM Cultural and Social Investment Fund is a two year programme, this allows adequate time for beneficiaries to plan an impact programme of activity to support the priorities of the investment. However, the majority of the cultural organisations supported also receive a level of support from Arts Council England (ACE), who currently operate on a four year funding cycle – 2018-2022.
- 3.17 Arts Council England is in the process of developing its next ten-year strategy, which will run between 2020-2030. Should the GM Cultural Fund investment be available to support cultural organisations for four years rather than two, this would work well for Arts Council

England, who are keen to develop and test new approaches to place-based funding, ahead of its next investment round, which will commence in 2022.

- 3.18 It is proposed that the programme beginning April 2020 should run for two years, with a future proposal coming to GMCA for a four year cultural investment programme from 2022/3 to align with Arts Council England funding cycle.

4. Recommendations

- 4.1 The recommendations can be found at the front of the report.

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**GREATER MANCHESTER:
OUR YEAR IN CULTURE
2018/2019**





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- 2) CULTURE AND SOCIAL IMPACT FUND
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- 4) LOOKING AHEAD



INTRODUCTION

Culture is essential to our identity in Greater Manchester. We have always understood the value of it here. In an ever-troubled and changing world, culture is a foundation in what it is to be Greater Mancunian, outward facing, welcoming and diverse; to express ourselves and forge our place in the world.

Culture and creativity has become more prominent in our work over the last year than ever before. Sometimes, culture can be viewed as a 'nice-to-have', a 'bolt-on' but we take a different view in Greater Manchester; we see culture and creativity as fundamental to who we are, but also essential to the success of our economy and a key enabler for our residents to fulfil their full potential.

The Independent Prosperity Review, the largest economic review we've undertaken in ten years, highlighted creativity and digital as key areas for economic growth in Greater Manchester, and we must build on this to see our economy and residents flourish. Whilst we can't know what employment opportunities might look like in ten, 20 or 50 years, we can ensure that our residents have the creative skills necessary to adapt and develop to the jobs of the future.

Equally, beyond Greater Manchester, our international reputation, and subsequent visitor economy, is driven by our position as a leading cultural destination. This report outlines how far we have come in the last year, and the hard work of the brilliant 28 organisations we fund through our Culture and Social Impact Fund. This report also outlines our progress over the last year, our plans for the future, what we hope to achieve, and how we ensure world-leading arts and culture reaches every corner of Greater Manchester and beyond.

Andy Burnham, Mayor of Greater Manchester

Culture and creativity help us to understand our place in the world and express who we are and the creative and cultural sector make a significant contribution to the economy of Greater Manchester. We want everyone in Greater Manchester to have access and opportunity to express their own creativity; making, participating, contributing to, enjoying and celebrating the distinctive cultural landscape that makes Greater Manchester a great place to live, visit and invest in. We already have a high quality cultural offer. Greater Manchester is a place where artists and cultural organisations deliver high-quality culture that is reflective of our talent and maintains the height of our ambition, whilst positioning Greater Manchester as one of the leading centres for culture regionally, nationally and internationally.

David Greenhalgh, Leader Bolton Council, Greater Manchester Portfolio Lead, Culture

We are rightly proud of our rich cultural heritage and thriving cultural sector, from grass-roots community and heritage groups to internationally significant cultural organisations and cutting edge digital festivals, Greater Manchester has a diverse and distinctive offer. We understand that culture and creativity aren't just the preserve of professional artists and cultural organisations. Creativity can be found throughout Greater Manchester, in our homes, on our streets, in our nurseries, schools, colleges, workplaces and in our care settings.

Alison McKenzie-Folan, Chief Executive, Wigan Council, Greater Manchester Portfolio Lead, Culture

PURPOSE OF DOCUMENT

2018/19 was a phenomenal year for culture across Greater Manchester, with world-class activity taking place on our stages, in our galleries and museums and in our schools, streets and care settings. The year saw the establishment of the Greater Manchester Culture and Heritage Steering Group, the initiation of the Greater Manchester Music Review, inclusion of culture and creativity in a number of key GM strategies, including GM's Local Industrial Strategy and Greater Manchester Culture Strategy and was published on 22 March, 2018, and sets out our ambition that 'Greater Manchester will be one of the best places in the world to create, participate and engage with culture and heritage.'

'Significantly, the ten councils do not see the arts as an add-on. Culture, heritage, and creativity will be included in other Greater Manchester strategies, including its industrial, internationalisation and aging strategies. Ambition runs through the entire strategy – even the title - Grown in Greater Manchester. Known Around The World – suggests that this is more than a municipal talking point but a project which has its eyes on international horizons.' Patrick Kelly, Arts Industry

GMCA CULTURE AND SOCIAL IMPACT FUND

In December 2016, the Greater Manchester Combined Authority agreed to undertake the formal closure of the Section 48 AGMA Grants programme and to the development of a new funding programme for culture under GMCA. The Culture and Social Impact Fund was designed as the replacement fund.

The Greater Manchester Grants Scheme, known as Section 48, was established in 1986. Over that period, priorities and criteria for the scheme have changed, but its core purpose - to support organisations to deliver cultural, social or community activity and services across the ten districts of GM - has remained. A formal consultation launched and ran in Summer and Autumn 2017. The new GMCA Culture and Social Impact Fund was agreed by GMCA in September 2017 and opened for applications in October 2017.

The new portfolio has seen increased investment in Rochdale (Cartwheel Arts) and Salford (Art with Heart) and for the first time ever, an organisation based in Wigan (Wigan STEAM). The new portfolio has also seen significant diversification into visual arts for the first time (Centre for Chinese Contemporary Arts) and young musicians (Brighter Sound). The portfolio also now supports the only Jewish history museum outside of London (Manchester Jewish Museum) and understands the importance of the relationship between digital, creative and business, resulting in a near-doubling of funding for digital-creative organisations.

Over the next few pages, we'll highlight some of the amazing activity delivered through Greater Manchester's Culture and Social Impact Fund between April 2018 and March 2019. This is just a snapshot, designed to give a flavour of the type of work we have supported. So much activity, supported directly by Greater Manchester Combined Authority, our individual districts and by national partners, has taken place. We can and should celebrate and be proud of our rich cultural offer, the creativity of our people and the vibrancy of our places.

In year one of the fund, we saw...

£3.5m invested

**4.6m cultural
engagements
with funded
organisations**

**39% percentage point
increase in
annual engagement
with GM-funded
cultural organisations**



ART WITH HEART

Art with Heart are a not for profit CIC based in Salford who create high quality, accessible artistic experiences. 2018/19 saw the company develop *Stan*, a new play for children which explores communication, friendship, identity, the family unit and dinosaurs. Named after the T-Rex at the Manchester Museum, *Stan* tells the story of a blossoming friendship between a boy who is struggling to cope with the departure of his father, and a deaf girl. A bilingual production performed in English and British Sign Language (BSL), *Stan* positively demonstrates how we can overcome language barriers, and challenges preconceptions of deafness, presenting a strong deaf character in a lead role.

Art with Heart also developed and undertook a national tour of *Declaration*, described as ‘a fun, frank and fearless exploration of ADHD, mental health and diagnosis’. Developed in consultation with medical professionals and mental health support groups, it has collected 5 star reviews. The British Theatre Guide calls *Declaration* “a terrific piece of work—charming, funny, playful and genuinely poignant” as it examines the faces we wear to fit in, and what happens when we dare to stand out. Across 18/19 Art with Heart shared their holistic mobile wellbeing room SPACE and discussion based Equalities workshop to every district across Greater Manchester.

BRIGHTER SOUND

Brighter Sound is a pioneering music charity based in central Manchester. Their work paves the way for the music makers of the future, rebalancing the music landscape so that diversity and creativity can flourish and be celebrated. Support from GMCA’S Culture and Social Impact Fund allowed Brighter Sound to deliver high-profile projects that promote the amazing talent within Greater Manchester

Supported activity included the Hexagon Project, part of Great Exhibition of the North, Manchester Hill, A commemoration of the WW1 battle with young, emerging and professional musicians from Greater Manchester, Disruption & Emergent a young musician’s commission, including a commission of a young disabled musician, Modul Meets, a course in digital improvisation and collaboration for young adults aged 18-25, Junior Jam, a monthly creative music making for children aged 4 to 8 and LGBTQ awareness training for music facilitators working with young people who identify as LGBTQ.

CARTWHEEL ARTS

Rochdale-based Cartwheel Arts promotes social inclusion, cohesion, diversity and regeneration through community participation in vibrant, innovative, high-quality arts projects. GMCA Culture and Social Impact funding supported Cartwheel Arts to develop projects in Rochdale, Oldham, Bury, Wigan and North Manchester and to promote the development art and examples of good practice across the North West.

Cartwheel’s focus is on participation, enabling people who may have had little experience of the arts to explore and develop their creativity and talents, generating a sense of ownership and pride. In July, 2018 Cartwheel delivered The Natural Festival. The festival was developed with Chrysalis, a disability organisation who run a day centre for young adults with multiple and complex needs.



CENTRE FOR CHINESE CONTEMPORARY ART

For over 30 years CFCCA has been at the forefront in bringing Chinese contemporary art to a UK audience, contributing to the recognition of Greater Manchester as the leading UK region in connecting with China, bringing international art to reflect back an interest in Chinese culture that attracts Chinese investment, tourists and artists. GMCA Culture and Social Impact investment has supported continued delivery of their award winning talent development and artist residency programme, strengthening Greater Manchester's status as pioneers in talent exchange and international artistic research, bringing new talent to the city.

CFCCA continues its research into social isolation and loneliness in the Manchester Chinese Community, exploring the role of art within well-being, working with and having a tangible positive impact on local community organisations such as Chinese Health and Information Centre, Manchester Chinese Centre, Tung Sing Housing Association and Wai Yin Community Centre; vitally identifying challenges faced by the community and the opportunities to reduce levels of loneliness through arts and culture.

CONTACT THEATRE

Contact is the leading national theatre and arts venue to place young people at the decision-making heart of everything, delivering a programme that is diverse, accessible and exciting. Across the year Contact delivered an ambitious programme of shows, events and festivals outside of its building while it was undergoing full expansion and refurbishment, reaching over 47,000 people. Culture and Social Impact investment supported Contact to develop a new piece of circus-inspired theatre that saw young people from Manchester and Rochdale work with the internationally-renowned aerial company, Ockham's Razor, and beat-boxer-musician/ Bellatrix, to create a beautiful piece of movement-based theatre. Investment also supported the development and performance of "Oh Man!" in a site-specific location in Salford. Oh Man! Was an exploration of masculinity based on interviews with men of all ages from across Greater Manchester, and received a 4* review in The Guardian. The company also produced 'I am because we are', a new production which toured to 14 GM venues including churches, community centres and support groups, as well as to healthcare professionals in Rochdale, Tameside and Wigan, exploring HIV stigma within black African communities in the UK.

DANCE MANCHESTER

Dance Manchester represents Greater Manchester by attendance at and engaging with the National Dance Network, alongside a range of other national organisations, profiling the GM dance offer, alongside organisations such as the Royal Opera House, Sadlers Wells and more. The company recently worked with the Dance of the African Diaspora section of One Dance UK in 2018 as an advisory partner for a commission to an artist/company working in dance forms of the African Diaspora.



GAYDIO

Manchester-based Gaydio is the world's biggest gay radio station, staffed by around 150 registered volunteers. GMCA funding has supported core staff to train to better support those volunteers.

Many Gaydio volunteers choose to spend time at Gaydio because it's a place they feel safe and unjudged. The youngest volunteer, 14, who is being home schooled because of bullying, volunteered at Gaydio to have a safe space to interact with others. That volunteer is now a valued member of the team who has grown in confidence and technical ability. Having his first pieces aired meant a huge deal to both him and his family. One volunteer wrote "*The cultural project has given me my confidence back! I volunteered at Gaydio to bulk up my CV but feel so overwhelmed with the education I've had. For free. I used to work for BBC Wales but I lost my confidence. Since I've been at Gaydio that confidence is coming back. For some things in life you don't need a paycheck. With Gaydio I'm paid in experience and knowledge*".

GM ARTS

GM Arts works with communities across all ten districts of Greater Manchester, delivering activity in the heart of neighbourhoods that speaks of them and to them. GMCA investment supports GM Arts to develop and deliver cross-borough activity, as well as investing directly in local cultural provision and increasing the reach and scale of existing activity. In 2018/19, GM Arts supported 94 projects across all 10 districts of GM. Activities took place in over 60 wards and were enjoyed by almost 400,000 Greater Manchester residents.

Greater Manchester organisations and events commissioned and supported by GM arts included Global Grooves, Circus Sensible, Illuminos, ARC – Arts for Recovery, Cabasa, Carnival Arts, Oldham Theatre Workshop, Hack Oldham, Manchester Literature Festival; Unity Radio; Journeys Festival (Mcr); Creative City; Young Identity, HerArt, Journeys Festival, MadTheatre, Bolton Film Festival and more. Impact on the residents has been hugely positive; "I love coming here, it gives me a reason to get up..." (Sense of Place participant Tameside).

GREATER SPORT

GreaterSport is a charity with a strategic alliance with the GM Health and Social Care Partnership and Sport England. Their vision is to change lives through physical activity and sport and help to make Greater Manchester (GM) the most active region in England. By 2021 Greater Sport aims to get 2 million Greater Manchester residents moving (30 minutes or more of physical activity per week). Working with partners across Greater Manchester, Greater Sport develops and delivers numerous key strategic projects. Between April 2018 and March 2019, these included a project to get military veterans more active, a project to promote workplace wellbeing across Greater Manchester, a programme of early years activity.



HALLE

The Hallé has a reputation for artistic excellence, ranking it amongst the world's top symphonic ensembles. Now in its 161st season, the Hallé continues to seek ways to enhance and refresh what it undertakes, with aspirations to provide leadership through performance standards, education, understanding and training. Between April 2018 and March 2019 Culture and Social Impact funding supported 30,000 participants' involvement in The Halle for Youth Come, and Play concerts, approximately two thirds of whom were from Greater Manchester. Of the 59,000 people involved in the Halle's Education Programme 45,000 were under 19, approximately two thirds of whom were from Greater Manchester.

The Halle also had number of, very favourably reviewed, large-scale projects such as the Damnation of Faust and Siegfried. The Orchestra continues its regular visits to festivals such as the BBC Proms and the Edinburgh Festival and to broadcast regularly for the BBC, giving national and international profile to the culture of Greater Manchester.

HOME

HOME is a landmark multi-arts venue that boasts five cinemas, two theatres and three galleries, as well as bars, restaurants and retail space. 79% of the visitors experiencing art at HOME in 2018/19 were from Greater Manchester. HOME continued to raise the profile of the region on the international cultural map in October 2018, when it was selected to host the London Film Festival's UK Premiere of Mike Leigh's *Peterloo*. HOME worked with partners Counterpoints and Community Arts Northwest to create and deliver a hugely successful Refugee Artist Festival in June at HOME as part of Refugee Week.

More than 23,000 GM residents participated in engagement activity which included the launch of AMP (Accessible Music Productions) a project for music lovers, makers and shakers aged 18-25 with different abilities and additional needs. HOME's Inspire scheme, a nationally renowned initiative to engage new audiences, went from strength to strength in 2018/19 with tickets being used by GM based community groups & voluntary organisations, including BAME groups, LGBTQ+ groups, refugees & asylum seekers, housing, homelessness, poverty, carers, rehabilitation, complex lived experience & more.

MADLAB

MadLab is a grassroots innovation organisation that develops and delivers projects across Greater Manchester, with a focus on science, technology, arts and culture. Culture and Social Impact funding supported the organisation to work on high-profile programmes focusing on digital making, learning, and innovation - as well as several nationally and regionally significant cultural programmes. Most notably, investment supported MadLab to expand its community venue network for grassroots events in areas of high deprivation. This included events in Portland Basin Museum (Tameside); The Landing, The Lowry (Salford); Fred Aldous (Manchester); Stockport Central Library; St John's Centre (Trafford); The Museum of Wigan Life, Leigh Hackspace (Wigan); Touchstones (Rochdale); Gallery Oldham; Bury Art Museum and Sculpture Centre (Bury); All Souls, Brightmet Library (Bolton).

MANCHESTER CAMERATA

Culture and Social Impact investment supported Manchester Camerata in its work redefining what an orchestra can do. Famous for innovation, the orchestra pops up in all sorts of places, from concert halls to care homes, and collaborates with a spectrum of artists, from classical superstar Martha Argerich to iconic band, New Order.

Throughout 2018-19, Manchester Camerata has engaged with multiple dementia support groups across Greater Manchester to capture and tell the stories of younger people living with dementia. Dementia Voices is a new theatre piece has been created through a programme of public engagement and creative enquiry into the lived experience of young onset dementia. Shining a light on both the positives and negatives of living with dementia, the groups have considered how it affects someone of a younger age and their family and friends.



MANCHESTER HISTORIES

Manchester Histories continues to develop work around the Peterloo 2019 programme with the themes of Protest, Democracy & Freedom of Speech. The main highlights of the year included Manchester Histories Festival in June 2018, and the development of the different strands of activity for Peterloo 2019.

Manchester Histories Festival 7–11th June 2018 offered a packed long-weekender of discovering histories and heritage through music, film, debate, talks, theatre, performance, walking tours, arts and much more. The hub of the festival was located in the iconic Manchester Central Library. 2018 saw Manchester Histories Festival feature a brand-new format, with a programme of work curated by Manchester Histories, alongside partner events happening across Greater Manchester, and all inspired by the festival themes of protest, democracy and freedom of speech.

MANCHESTER INTERNATIONAL FESTIVAL

While the first year of GMCA Culture and Social Impact funding did not fall on a festival year, that does not mean there hasn't been significant activity, around Greater Manchester, supported by this investment. This globally significant Festival continues to contribute to Greater Manchester's status as a world-class cultural city-region with its internationally renowned reputation for quality and innovation. It drives economic development by raising the profile of the city-region, drawing in tourists and attracting inward investment by positioning the region as an international centre for culture.

An increasing amount of creative engagement activity is growing year round, building an active and invested community of residents in MIF leading towards the Factory. Projects like Festival in My House, which invites Greater Manchester residents to host their own micro-international festival at home is a prime example. The programme has helped people present everything from slam poetry to classical music in homes across Greater Manchester.

MANCHESTER JAZZ FESTIVAL

Manchester Jazz Festival is the longest running music festival in Manchester and is unlike any other event on the jazz festival circuit. Award-winning and renowned throughout Europe for their uncompromising commitment to commissioning and presenting new music, MJF develops local and regional talent and pioneers advances in art form and audience development.

Manchester Jazz Festival takes place over the last week of May. MJF is accessible to all, with multiple free events that include contemporary jazz from the Northwest, the UK and abroad, as well as national premières of original work.

Culture and Social Impact funding goes to support the week-long festival, as well as developing and delivering a year-long programme of artistic opportunities across Greater Manchester, working with partners such as colleges, youth jazz orchestras, recording studios, local venues, and pubs and clubs across the region.



MANCHESTER JEWISH MUSEUM

MJM is only Jewish museum outside of London, sharing stories of Jewish Manchester to as broad an audience as possible and in doing so actively promoting an appreciation and understanding of all faiths and cultures. They tell stories of flight and sanctuary, migration and identity – then, and now. Together, they use the past to build a more tolerant, culturally rich future. GMCA funding will be used on a strand of activity - a two year outreach programme with schools and BAME community groups across Greater Manchester.

Highlights from the first year of activity Monthly food workshops at Cheetham Hill's community drop-in centre, the establishment of a Muslim Jewish Textile group, a series of ESOL (English for Speakers of Other Languages) sessions, a two-week live art and performance festival about leaving, loss and legacy called the 'Festival of Leaving'; the most ambitious programme ever staged at the museum, with more than 50 artists from across the UK staging 15 events, 2 installations and a podcast.

MUSIC ACTION INTERNATIONAL

Manchester-based Music Action International are people from around the world using the power of creativity to transform lives devastated by war, torture and persecution. They design and deliver creative programmes with refugee, asylum seeker and Roma people, connecting and communicating with local people in ways that would otherwise not be possible. Their specialist approach and multi-lingual team of artists use music to reduce the effects of trauma and to bring people together, producing high-quality, thought-provoking and inspiring performances making residents proud of Manchester as a City of Sanctuary.

Culture and Social Impact funding was used to deliver Harmonise, a national schools programme inspiring empathy between refugees and children from all backgrounds and increasing well-being. In 2018/19, the programme reached over 2000 primary school children in Salford, Bolton, Manchester, and Stockport, culminating in performances in local schools and at The Bridgewater Hall. Through Harmonise, refugee and local children make friends, gain confidence and create their own music in different languages together. A study in 2019 evidenced that Harmonise increases the well-being of all children participating and in some cases, an increase in well-being of 250%.

OCTAGON THEATRE BOLTON

Octagon Theatre Bolton connects with the people of Bolton and beyond through theatre. The Octagon makes quality, exciting, enriching theatre inside, outside and online, ensuring that every young person can enjoy theatre and the arts and that people are given space to develop and achieve their potential. In 2018, the Octagon closed for a transformational capital project that will open up the building and make it fit for the future. The theatre's programme has not diminished, however, with acclaimed shows taking to the streets, parks, and football grounds of Bolton and programmes of engagement throughout Bolton, including youth groups, groups for the over 50s, groups for adults with additional needs and a scheme offering reduced entry to Octagon shows, delivered in partnership with Bolton at Home.

One of the most successful schemes is the Octagon's Women's Group for asylum-seekers and refugees, providing opportunity to develop drama skills and make new friends in a relaxed and friendly environment. *"It helps me keep my mental wellbeing healthy and active. I have found that I am not alone."* Farjana



OLDHAM COLISEUM

Oldham Coliseum Theatre delivers a comprehensive and diverse programme of work for visitors to the city-region and its residents. It plays a pivotal role in engaging diverse audiences, artists and participants through theatre, other art forms, community engagement and participation. During 2018/19 the Coliseum delivered a programme of seven shows made in Oldham or with national partners, three of which were world premieres, two of which were commissions especially for the Coliseum and two of which toured nationally. It continued to actively engage with communities in Oldham and across GM, working to address community cohesion, social isolation and health issues such as dementia. It actively supported young people into work and further education through the Teaching Theatre Pathways programme, helping them to develop the skills and confidence. Last year the Coliseum worked with 44 schools and colleges through the Children's Shakespeare Festival, curriculum enrichment programme and secondary partnership. As part of its artist development programme, the Coliseum hosted the Cultivate festival, welcoming 200 artists from across GM for a week of workshops and opportunities to learn new skills.

PEOPLE'S HISTORY MUSEUM

The People's History Museum (PHM) believes in a future where democracy, equality, justice and co-operation are thriving; one where people are engaged, involved and actively playing their part. The museum continued to thrive in 2018 with the Represent! Voices 100 Years On, commemorating 100 years since some women and all men got the right to vote. PHM worked intensively with a number of partner organisations including Safety4Sisters, Digital Women's Archive North, Manchester Pupil Referral Unit and Falinge Park High School in Rochdale. *'I loved learning about the great origins of Rochdale' 'Some people have bad opinions about Rochdale, whereas what we create is happy, creative and symbolic.'*

During the year, PHM appeared on BBC Breakfast, the One Show, Who Do You Think You Are?, BBC National News and more. PHM also continues to receive awards, including Best Exhibition at the first Manchester Culture Awards for Never Going Underground in 2017.

ROYAL EXCHANGE

The Royal Exchange is an award-winning producing theatre with audiences and communities at the heart of everything it does. Throughout 2018/19 RET delivered a programme with 11 brand new productions and co-productions ranging from Maxine Peake starring in 'Happy Days' to Christmas show 'The Producers' and 'Queen Margaret'. In 2018/19 their Young Company delivered a year-round training programme for 110 young people aged 14-25 with 95% of all participants coming from GM. Throughout the year their Local Exchange programme focussed activity in the GM boroughs of Rochdale, Tameside and Wigan. Working in partnership with other cultural organisations such as Touchstones (Rochdale), Portland Basin Museum (Tameside) and Turnpike Gallery (Wigan) they delivered community events and activities in libraries, churches and other cultural venues in GM. RET also partnered with GM housing associations in a project that saw One Manchester residents living in high-rise flats create a work in response to the Grenfell fire.

FROM THE CITY
OF
PANIKHURST
WITH LOVE

QUAYS CULTURE

As part of GMCA Culture and Social Impact activity, Quays Culture hosted a Greater-Manchester wide art exhibition, in partnership with the University of Salford. Celebrating the breadth of digital talent across Greater Manchester, one artist representing each of the 10 boroughs showcased a unique artwork incorporating digital techniques. The team worked closely with cultural officers from each borough to identify artists for this opportunity. The free month-long exhibition was displayed in the public foyer of the MediaCityUK campus and the University subsequently requested to retain two of the artworks for longer term display, paying the artists an additional fee. The exhibition was well received by audiences, achieved significant local coverage and successfully raised the profile of the artists involved.

In June 2018, Quays Culture presented a free outdoor performance of Charge by Motionhouse on MediaCityUK Piazza. Quays Culture collaborated with Motionhouse to adapt the digital performance for an outdoor space which attracted an audience of more than 2000 people. The programme was expanded to include a family-friendly performance by Max Calaf Seve in the build-up to the event. Quays Culture hosted a YES (Youth Employability & Skills programme) participant during the installation of the event, sharing knowledge of technical outdoor installations. A targeted marketing campaign was delivered to attract an audience with low cultural engagement, including increased spend on digital marketing. A social media competition in collaboration with commercial partner The Alchemist generated significant broad interest and successfully reached new audiences.

THE PROUD TRUST

The Proud Trust is a life-saving and life-enhancing charity supporting lesbian, gay, bisexual and trans people (plus those with related identities such as non-binary and intersex – known as 'LGBT+ people'). They work directly with over 20,000 people each year, 80% of whom are Greater Manchester residents. Their mission is to end stigma and fear of stigma through group and 121 work directly with LGBT+ young people, as well as supporting and influencing wider communities, professionals and society.

WATER ADVENTURE CENTRE

The Water Adventure Centre (WAC) is a registered charity with a play/youth work ethos delivering canoeing and water play activities with local communities and groups from Greater Manchester. Since 1977 they've delivered work designed to accommodate and attract hard to reach young people to canoeing i.e. people with educational and behavioural difficulties, not in education, employment or training, looked after young people and those from low socio-economic backgrounds. They deliver kayak/ canoeing sessions to young people and a wide range of community groups i.e. LGBTQ, people with disabilities, young parents, ethnic minority groups, womens' groups, asylum seekers and refugees.

The renovation WAC's Clubhouse in 2018 has improved access and comfort levels for everyone as well as enabling the organisation to deliver group work simultaneously to training. Improved non-gendered changing rooms has given us the necessary space to minimise safeguarding issues where people can change more flexibly.



WIGAN STEAM

Wigan STEAM is a future focused collective of artists, scientists, engineers and creative technologists, delivering a programme of high quality creative activity for children, young people, and the wider community. Their ambitions for the future are clear and strategic, with outcomes that are sensible, measured and achievable. They deliver strategically designed projects including immersive installations, e textiles, coded music, kinetic art projects and creative invention sessions.

In August 2018 artworks from the 'I'm From Wigan, Me' exhibition were selected to be displayed on Millgate, one of the main thoroughfares in Wigan Town Centre. being viewed by more than 10,000 residents and visitors. In October 2018 Wigan STEAM CIC partnered with Wigan Libraries Arts Council England supported D Circus Project to deliver the Wigan and Leigh Light Night Project. This project utilised an innovative approach to community co-creation alongside commissioned artworks.

The Natus Gallery and Commissioning programme has commissioned new artworks by new and emerging artists from the national and international Sci-Art sector. These artists include Cat Scott, Claire Phelan and Keith Bloody Mary. The Natus programme continues to challenge perceptions about digital art and to provoke discussion about art, science and ethics. The Art Lab programme has worked with more than 600 children and young people to develop art works and installations inspired by the STEM subjects. It has also offered opportunities for participants to improve their creative and digital skills, and accredit their learning with Arts Award and iDea Award. In September 2018 Wigan STEAM CIC became an Artsmark supporter, supporting schools to achieve and retain Artsmark accreditation.

Z- ARTS

Z-arts is Greater Manchester's venue for children and families, offering best practice in CYP (children and young people)'s creative provision, nationally. Their mission is to inspire and enable generations of young people from Greater Manchester and beyond to use creativity to maximise their potential. They have specialised in delivering excellent participatory creative activities in all art forms for ages 0-13 for almost 20 years. Their vision is to provide an artistic programme that reflects and stimulates a 21st century family, embracing all its diversity. Over several years Z-arts has increasingly played a key role developing children's theatre nationally. "Through Z-arts Big Imaginations network, they reached 5,932 audiences across six boroughs.

The company delivered 112 education projects across all ages of education, against a target of 86, across eight GM boroughs. This includes running a START project with 360 school children in Tameside, delivering workshops in drama, drawing, hat-making and visual art as well as trips to the theatre and other cultural engagement visits to partner heritage sites in Tameside. Z-Arts has also delivered 543 creative learning activities for children and young people, across GM.

"Most dance & drama has not been accessible for my daughter and barriers have been put up to due her disability. The attitude here is so different, I can see my daughter relaxing and growing in confidence because people believe in her."

"My child loves coming to Z-arts as the staff are so nice, welcoming and supportive. The classes are creative and enjoyable. My child was so scared to dance elsewhere and loves it only in Z-arts. She is much more confident."



GREAT PLACE

Funded by Arts Council England and National Lottery Heritage Fund, the Great Place scheme was designed to enable cultural and heritage organisations to make a step-change in how they work together, and with other organisations in other sectors, in order that arts, culture and heritage contribute more to meeting local social and economic objectives.

New partnerships and ways of working are the cornerstone of the programme. We are building evidence primarily by working with residents to understand how they engage with arts and culture and why it is important to them. We are also focusing on new ways to support the sustainability of the cultural sector, creating new links between culture and other sectors in GM and testing and evaluate new models of local delivery within the city region.

One of the first projects of the Great Place programme was a mass consultation, taking to the streets, markets and shopping centres of Greater Manchester to see what our residents enjoy and would like to see more of. Conversations were led and recorded by Belle Vue and fed-in to the development of the Greater Manchester Culture Strategy.

**“Culture to me means coming together.
Having things we can do, and get to, together.”**

“The most successful civilisations are the most diverse ones,
so we should encourage culture in all its forms.”

“For me it’s all about the music scene and having a good time.”

“Culture gives me a sense of my place in history.”

**“We’re very proud of our arts and culture. It’s one of the
reasons I’ve not disappeared to London.”**

“Greater Manchester is a great place to be if you’re
interested in art or interested in creating art.”

**“Culture is about coming together and expanding your mind.
Seeing or experiencing something you’ve not seen or done before.”**

“Dancing makes me feel important, like I have some sort of skill
and I can make people feel some kind of emotion with it.”

**“Artists making music are a voice for us. What they are saying is
truthful and they say things we might not be able to.”**

“It’s about spending quality time with your friends and family”

**“I use culture to show my children that if you
work hard and do well you will stand out”**

“Our old buildings are really beautiful”



Alix



Brenda



Daniel



Janice



Guaranga



Anna



John



Precious



Janine & Mackenzie



Laurence



Naziya



Judy



Rhyder



Phil



Zak



Margaret



Ricky



Richard

GREAT PLACE – DIVERSITY AND INCLUSION

GMCA is committed to the idea that culture is not just “nice to have” but a vital part of the lives of our residents. For example, by working in partnership with the library sector across Greater Manchester, the Great Place programme is opening up opportunities for autistic people, whatever their age, to express their creativity and identity and to enrich the cultural life of the city region. This initiative was announced as part of the launch of GM’s Autism Strategy.

In 2018/19 GM Libraries began rolling out bespoke, autism awareness training to staff in every GM library and Library Autism Champions being identified in each GM district. Champions will work together and with autistic young people and their families, to promote libraries as autism friendly cultural spaces.

The next step In 2019/20, will be to launch a new programme of autism friendly cultural activity, co-produced with and for autistic young people in libraries across the city region.

GREAT PLACE – AGE FRIENDLY CULTURE

Culture is a key component of the GM Ageing Well Strategy and Great Place is helping to mainstream culture within ageing priorities and practice. We share a commitment with the Ageing Hub that cultural engagement is a key tool for reducing isolation and loneliness in older age and have a joint focus on promoting cultural engagement by those least likely to participate.

We share a second joint commitment to enable and promote later life creativity and talent and two meet both these goals have rolled out the Culture Champions project to six districts across Greater Manchester.

Culture Champions is a large-scale cultural activism and leadership scheme. In each district, the project is actively engage older people with age friendly cultural activities and events in their local area and working to ensure that older people are reflected in and have influence over the local cultural offer. Activity includes; co-producing new, local arts activities specifically for older poeple; developing older people as arts producers and an artist in residence scheme for older artists. Culture Champions is currently working in the following areas:

- Manchester (Royal Exchange)
- Bolton (Bolton at Home)
- Trafford (Stretford Public Hall)
- Salford (Salford CVS)
- Bury Art Museum in partnership with the Met, Bury Transport Museum, Bury Fusilier Museum and Age UK Bury
- Stockport (Stockport Council)



GREAT PLACE – CULTURE, HEALTH AND WELLBEING

Greater Manchester's expertise combined with the freedoms afforded by devolution of our Health and Social Care budgets, makes us ideally placed to lead international and national developments in creative health and ultimately contribute to improved health outcomes for the people of Greater Manchester. By working together to generate thought leadership and opportunities to do things more creatively, we will contribute to the resilience and prosperity of Greater Manchester communities.

Through Great Place, GMCA is building on established collaborations between the cultural, CVS and health sectors and developing new approaches and partnerships and in 2018/19 we achieved the following:

- A one-year partnership post with MMU to pinpoint culture, health and wellbeing best practice across GM and where this can be scaled up; identify where investment can have most impact; and make recommendations for sector development. Recommendations will be incorporated into GM Cultural Strategy delivery plans and future partnership working with the Centre for Arts, Health and Social Change at MMU.
- A partnership with the Greater Manchester i-THRIVE programme to embed arts and culture activity into mental health provision for children and young people across GM. This includes developing training for mental health professionals and arts professionals, commissioning pilot activity and exploring effective outcome measures.
- Working with Action Together Tameside, we began an action research project to increase access to creative activity as part of the social prescribing service in Tameside.
- Great Place has funded a series of professional development and networking events, micro grants and professional development opportunities with the aim of strengthening networks and stimulating new activity in culture, health and wellbeing. This has been delivered through a partnership with Live Well Make Art; a social movement connecting health, arts and heritage professionals and activists.



LOOKING AHEAD APRIL 2019-MARCH 2020

Over the next year, alongside the continuation of the great work undertaken by Culture and Social Impact Fund Recipients, the GM Culture Portfolio has a number of key partnerships and projects, set to take place over the next twelve months

Distractions

Distractions is a three-day summit in Manchester that debates the future of entertainment – a long weekend of debates, talks, panels, content and new music showcases with some of the world's leading tech companies, artists and producers.

Town of Culture

An annual opportunity to shine a spotlight on the very best arts and culture taking place in one of Greater Manchester's many towns.

Protest Academy

Protest Academy is a beautifully decorated service vehicle that will travel around the 10 Greater Manchester districts, to market places, housing estates, gatherings, and events. The Academy will be a hub for local information, a platform for performers and artists and will promote opportunities for democracy, freedom of speech and protest.

Deeds Not Words

A pan-European project, developed and delivered in collaboration by Greater Manchester Combined Authority and Liverpool City Region, Deeds not Words will see the two North West authorities lead a conversation around gender equality in art and music. The project will culminate with an event at the Ambassador's Residence in Brussels in Autumn, 2019.

New Investment Approach

To support delivery of the Greater Manchester Strategy for Culture and Creativity, GMCA will develop a revised investment approach that builds on the successes outlined in this document. The new investment approach will be launched in Autumn, 2019.

GM Creative Improvement Districts

Developed in collaboration with Greater Manchester's Night Time Economy Adviser Sacha Lord and Arts Council England, GM Creative Improvement Districts will test different approaches to culture-led regeneration of GM's town centres and high streets. By bringing together local intelligence and national and international best practice, GM Creative Improvement Districts will provide places and creatives with a framework to develop local plans with creativity firmly at their heart.

Yellow School Buses

Transport for Greater Manchester currently owns 87 yellow school buses, which are leased to private operators who bid and tender for commercial purposes. These vehicles are largely only used for journeys to and from school meaning that during a large period of the day – the vehicles are unused. GMCA, TfGM and Curious Minds are co-developing a costed approach to test with operators, schools and cultural organisations, where these school buses will be available to schools and cultural organisations to use.

Our Pass

Our Pass offers free bus travel for all 16-18 year olds in Greater Manchester, as well as compelling offers on apprenticeships, work, sport, cultural and leisure. This is a huge audience development opportunity for cultural organisations in GM and we are working with Curious Minds to further develop these offers with the cultural sector.

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ECONOMY, BUSINESS GROWTH, AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE

Date: 13 September 2019

Subject: GM Town of Culture

Report of: Cllr David Greenhalgh, Portfolio Holder for Culture and Alison McKenzie-Folan, Lead Chief Executive for Culture

PURPOSE OF REPORT

To outline the process to establish a Greater Manchester Town of Culture from 2020.

RECOMMENDATIONS:

The Committee is requested to:

Provide views on the proposed Greater Manchester Town of Culture structure and process.

CONTACT OFFICERS:

Alison Gordon
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Marie-Claire Daly
Principal Culture and Creative Policy
marie-claire.daly@greatermanchester-ca.gov.uk

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Date: 27 September 2019

Subject: Greater Manchester Town of Culture

Report of: Cllr David Greenhalgh, Portfolio Lead Leader for Culture and Alison McKenzie-Folan, Portfolio Lead Chief Executive for Culture

PURPOSE OF REPORT

This report sets out a proposal for an annual Greater Manchester Town of Culture programme as set out in The Greater Manchester Strategy and the GM Cultural Strategy.

RECOMMENDATIONS:

GMCA is asked to:

- Agree the proposal for an annual Greater Manchester Town of Culture programme as set out in Section 3 of this report.
- Subject to GMCA agreement to the proposed GM Culture Fund, agree a programming budget of £50,000 per year for 2020 and 2021.
- Agree the timescales set out in Section 4 of this report.

CONTACT OFFICERS:

Alison Gordon, GMCA (Alison.gordon@greatermanchester-ca.gov.uk)

Marie-Claire Daly, GMCA (Marie-Claire.Daly@greatermanchester-ca.gov.uk)

1 BACKGROUND

- 1.1 The refreshed GMS and recently adopted GM Culture Strategy set out an ambition for a Greater Manchester Town of Culture. This report proposes a GM Town of Culture programme following extensive engagement with stakeholders including LA arts Leads, national funding organisations and other city-regions already delivering similar activity.

2 PURPOSE

- 2.1 A GM Town of Culture programme will provide an opportunity to spotlight and celebrate the distinctive culture of GM towns as well as to raise local ambitions for cultural provision, a night-time economy, increase pride in our places and where relevant align with the GM Town Centre Challenge.
- 2.2 The Town of Culture programme will also help better understand existing cultural provision in GM towns, increasing GMCA and LAs ability to support activity in local areas and that local residents care about.

3 PROPOSED TOWN OF CULTURE PROGRAMME

- 3.1 In order to build momentum, create a recognisable brand and competition, it is proposed Greater Manchester creates an annual Town of Culture programme. This will allow a regular opportunity to highlight the distinctive culture of towns.
- 3.2 Local authorities will be invited to put forward a single proposal for Town of Culture within their borough. This short proposal should set out the proposed programme, ambition and impact of securing Town of Culture for their nominated town.
- 3.3 To ensure a focus on the town when the very best activity is happening, LAs will be able to nominate the length of their programme (min. 3 months, max. 6 months), providing flexibility if a place has a particularly strong summer, autumn or winter programme.
- 3.4 The GM Town of Culture will build on existing cultural strengths within the selected town, as well as being able to work with GM Culture Fund recipients (28 current recipients including the Halle, The Lowry, Bolton Octagon, The Royal Exchange, Oldham Coliseum, etc) to build a programme of activity.
- 3.5 An independent panel made up of non-LA members or representatives from the GM Culture and Heritage Steering Group would select the winning bid, based upon the bids ambition, impact and additionality. This group will be co-chaired by Lisa Nandy (MP, Centre for Towns) and Fiona Gibson (GM LEP, Interim Chief Exec, Liverpool Everyman and Playhouse) Terms of reference and membership of the GM Culture and Heritage Steering Group is set out in Annex A.
- 3.6 Subject to GMCA agreement on the future GM Culture Fund, the successful Town of Culture borough would be awarded up to £50k programming budget, allocated from the strategic projects element of the GM Culture Fund. It is expected that this amount would be matched

either in cash or kind with the support of the relevant local authority. Places will be encouraged to approach local businesses and organisations to support activity.

4. TIMESCALES

- 4.1 The first Town of Culture will be in 2020.
- 4.2 Local authorities will be able to submit a single short proposal (no more than 5 pages) identifying their proposed Town of Culture and the proposed programme of activity by the deadline of Friday 1st November 2019.
- 4.3 The independent panel will consider proposals and the selected proposal announced by the end of November 2019.
- 4.4 Subject to GMCA agreement of the GM Culture Fund, the £50,000 programming budget will be granted to the relevant local authority in April 2020.
- 4.5 The first year of GM Town of Culture will be evaluated and any learnings will inform the process and timescales for the second annual Town of Culture in 2021.

4. RECOMMENDATIONS

- 4.1 The recommendations can be found at the front of the report.

Annex A

Terms of Reference

Greater Manchester Culture And Heritage Steering Group

V0.2

Date agreed	Version	By whom
February 2019	V0.1	GM Culture and Heritage Steering Group
Updated August 2019	V0.2	GMCA Culture

Purpose

Greater Manchester is rightly proud of its rich cultural heritage and thriving cultural sector, from grass-roots community and heritage groups to internationally significant cultural organisations and cutting-edge digital festivals, Greater Manchester has a diverse and distinctive offer.

Culture helps us understand and express who we are and makes a significant contribution to the wellbeing of our residents while contributing to the economic prosperity of our city region. Feedback from the Greater Manchester Strategy consultation indicated that one of the main reasons residents like working, living, learning, doing business or visiting Greater Manchester is because of its rich culture and arts offer.

While there is much to celebrate, there are significant challenges we must address, including improving the diversity of the sector, increasing access for all residents and ensuring our organisations are robust and ready for the future.

In recognition of the importance of culture and heritage, Greater Manchester was the first devolved authority to establish a culture portfolio, tasked with setting the strategic direction for cultural provision and investment across the city region, ensuring culture and creativity are accessible to all our residents and raising the profile of our considerable cultural offer.

Roles and Responsibilities

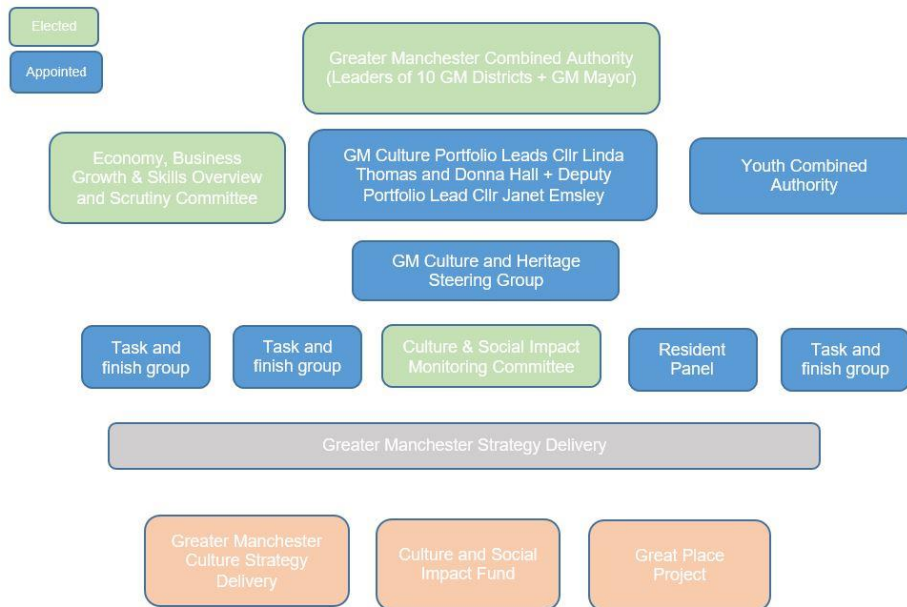
The Greater Manchester Culture and Heritage Steering Group brings together artists, local and national partners to provide expert advice on the needs of the sector and to act as critical friends.

Members of the group are asked to;

- Give insight into issues affecting culture and heritage in Greater Manchester, drawing on personal experience, but also looking beyond it to what actions and policies will make Greater Manchester the best place to enjoy, create and participate in cultural activity
- Highlight opportunities and offer advice on how Greater Manchester might best address locally and nationally significant issues

- Help Greater Manchester to shape policy and activity that ensures that all have access to the very best cultural activity and that their creative expression is supported and encouraged

Relationships with other GM groups and boards



Accountability

The GM Culture Steering Group is accountable to the GMCA.

Ways of Working

The following ways of working are agreed:

- The Chair may invite guests appropriate for the agenda.
- Any member of the Group may propose an agenda item for consideration with a minimum of a fortnight's notice. In addition there will be a standing "Any Other Business" item on the agenda for brief items to be raised.
- Recorded actions of the meeting will be distributed to all Group Members.
- A quorum of at least five Group Members is required to agree decisions and actions at a Group Meeting.
- Decisions require the support of the majority of meeting attendees.
- The Chair or Deputy Chair will the GM Culture and Heritage Steering Group at the GMCA.
- At discretion of the Steering Group Chair, working groups can be created to work on specific tasks and report back to the Group.

- Urgent decisions needing resolution between Steering Group meeting dates can be resolved via email with the agreement of the Chair or Deputy Chair.

Meeting dates

The Steering Group will meet quarterly with dates set 12 months in advance.

Membership

The membership of the Steering Group is necessarily broad, reflecting sector interests, programmes and individuals. Membership is:

Chair: Councillor **David Greenhalgh**, Leader of Bolton Council and GMCA Culture Portfolio Lead Member

Deputy Chair: Councillor Janet Emsley, Rochdale Council and GMCA Culture Portfolio Deputy Lead Member

Supported by: Andy Burnham, Greater Manchester Mayor

Lead officer: **Alison McKenzie-Folan**, Chief Executive of Wigan Council and GMCA Culture Portfolio Lead Officer.

Board members:

- Abid Hussain – Director of Diversity, Arts Council England
- Adrian Mills, General Manager, BBC North
- Abigail Ward – Manchester Digital Music Archive (Co-Founder), Drake Music (Project Manager), Musician/DJ
- Anthony Missen – Artistic Director, Company Chameleon
- Dave Moutrey, CEO, HOME, Director of Culture, Manchester
- Fiona Gibson, Greater Manchester Local Enterprise Partnership
- Helen Williams / Kate McGavin, Deputy Directors, Arts, Libraries and Digital Culture, Department for Culture, Media and Sport
- Julia Fawcett, CEO, The Lowry, Director of Culture, Salford
- Keisha Thompson, Writer, Performer, Young Peoples' Producer Contact
- Kwong Lee – Producer and Curator
- Linda Merrick, Principal, RNCM
- Nathan Lee – Head of Region, North West, Heritage Lottery Fund
- Darren Grice – Chair, Greater Manchester Arts
- Sacha Lord – MD Warehouse Project/Parklife, Greater Manchester Night time Economy Adviser
- Sally Macdonald – Director, Museum of Science and Industry
- Sarah Maxfield, Area Director, North, Arts Council England
- Sheona Southern – Managing Director, Marketing Manchester
- Shirley May, Poet, Director Young Identity

Support / Secretariat

The Steering Group will be supported by the GM Culture team at the GMCA.

2019/20 WORK PROGRAMME FOR ECONOMY, BUSINESS GROWTH AND SKILLS SCRUTINY

The table below sets out the Economy, Business Growth & Skills Scrutiny’s work programme for the full meeting for Members to develop, review, and agree. This is a ‘live’ document and will be reviewed and, if necessary, updated at each meeting to ensure that the Committee’s work programme remains current.

For information items taken previously to Economy, Business Growth & Skills Scrutiny in 2018/19 are listed in appendix 1.

The Committee receive the GMCA’s monthly Brexit Monitor, and will also be circulated with the GMCA’s register of key decisions whenever it is updated and the GMCA’s monthly decision notice.

MEETING DATE	TOPIC	CONTACT OFFICER
13 th September 2019	Cultural Investment 2020-22	Alison Gordon
	Cricket Strategy	Nick Fairclough/ John Wrathmell
	GM Town of Culture	Alison Gordon
	Brexit Update	John Holden
11 th October 2019	Work and Skills with a focus on Apprenticeships	Gemma Marsh
	Digital & Creative Investment	Alison Gordon/ Phil Swan
	Local Industrial Strategy	John Holden
	Brexit Update	John Holden
8 th November 2019	GM Strategy Update	Simon Nokes
	Innovation (linked to LIS)	Mike Blackburn/ David Rogerson
6 th December 2019	Work and Skills (Transition Points KS2)	Gemma Marsh
	Attendance of Growth Company	Steven Heales / John Holden
10 th January 2020	Women’s Employability	Amy Foots
	Internationalisation Strategy	

7 th February 2020		
13 th March 2020	GM Strategy Update	Simon Nokes

Items considered at previous meetings

MEETING DATE	TOPIC	CONTACT OFFICER
14 June 2019	GM Strategy Update	Simon Nokes
12 th July 2019	GM Local Industrial Strategy (LIS) Implementation	John Holden
	Skills Investment	Gemma Marsh
	Pankhurst Institute Proposal	John Holden

Appendix 1 - Items considered in 2018-19 by the Committee

12.04.19	<ul style="list-style-type: none"> • Business • Science
15.03.19	<ul style="list-style-type: none"> • Mayoral Update • Women's Employability/Equalities • GM Cultural Strategy • HMT Skills Pilot • Adult Education Budget Grant Agreements and Contracts • GM Careers Application Platform • Local Industrial Strategy – Presentation
08.02.19	<ul style="list-style-type: none"> • Skills and Employment • Draft Employment Charter • Full Fibre Programme • Local Industrial Strategy (Statement of intent)
11.01.19	<ul style="list-style-type: none"> • Digital • Welfare Reform & Work and Health • Skills Capital
17.12.18	<ul style="list-style-type: none"> • Brexit • Culture • Internationalisation
16.11.18	<ul style="list-style-type: none"> • Skills/Employment • Industrial Strategy/ Devolution • Mayor of Greater Manchester Andy Burnham • GMS 6 Month Update and refresh of implementation plan
12.10.18	<ul style="list-style-type: none"> • Northern Powerhouse • AEB Procurement • Work and Skills Underspend
21.09.18	<ul style="list-style-type: none"> • Business • Science • Local Industrial Strategy
17.08.18	<ul style="list-style-type: none"> • Culture • Digital
13.07.18	<ul style="list-style-type: none"> • Brexit • GM Internationalisation Strategy Implementation Plan Update • Local Enterprise Partnership (LEP) • Digital Full Fibre • Welfare Reform
08.06.18	<ul style="list-style-type: none"> • Manchester Airport Economic Impact as a significant asset • Low Pay/Report on Task and Finish Group 'A Fair Economy and Fair Wages' • Adult Education Budget • Amendment to Skills Funding • LGF Application – Skills Capital

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