

GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2019/20

- DATE:** Wednesday 18 September 2019
- TIME:** 1.00 pm
- VENUE:** Boardroom, GMCA Offices, 1st Floor, Churchgate House, 56 Oxford Street, Manchester M1 6EU
- MAP:** A location map can be found on page 1-2 of this agenda.
The closest tram stop is St Peter's Square <https://tfgm.com/public-transport/tram/stops/st-peters-square-tram>

An AGMA Statutory Functions Committee will take place at the rise of the Greater Manchester Culture and Social Impact Fund Committee

Annual General Meeting

1. APPOINTMENT OF CHAIR AND VICE-CHAIR
2. APOLOGIES
3. CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS
4. 2019/20 MEMBERSHIP OF THE COMMITTEE

To note the 2019/20 Membership of the Committee as agreed at the Greater Manchester Combined Authority (GMCA) on 28 June 2019:

Portfolio	Holder	Chief Executive
Culture	David Greenhalgh	Alison McKenzie-Folan
District	Member	Substitute Member
Bolton	Martyn Cox (Con)	To be confirmed
Bury	Joan Grimshaw (Lab)	David Jones (Lab)
Manchester	To be confirmed	Vacancy
Oldham	Norman Briggs (Lab)	Mohammed Alyas (Lab)
Rochdale	Janet Emsley (Lab)	Susan Smith (Lab)
Salford	Stephen Coen (Lab)	David Lancaster (Lab)
Stockport	Kate Butler (Lab)	Tom McGee (Lab)
Tameside	Leanne Feeley (Lab)	Mike Smith (Lab)
Trafford	Jane Baugh (Lab)	Mike Freeman (Lab)
Wigan	Carl Sweeney (Lab)	Bill Clarke (Lab)

5.	DECLARATIONS OF INTEREST	3 - 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.	
6.	TERMS OF REFERENCE	5 - 6
	To note the Committee’s Terms of Reference	
7.	MINUTES	7 - 12
	To consider the approval of the minutes of the meeting held on 16 November 2018 as a correct record.	
8.	MEMBERS' CODE OF CONDUCT AND ANNUAL DECLARATION OF INTEREST FORM	13 - 24
	To remind members of their obligations under the GMCA Members Code of Conduct and to complete an annual declaration of interest form which will be published on the GMCA website.	
	Members who have not previously, are requested to complete the Annual Declaration of Interest Form and return to the Governance and Scrutiny Team Officer in attendance.	
9.	GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND ANNUAL PERFORMANCE	
9.a	GM CULTURE AND SOCIAL IMPACT FUND PERFORMANCE 2018/19	25 - 38
	Report of Marie-Claire Daly, Principal – Cultural and Creative Policy, GMCA	
9.b	GM OUR YEAR IN CULTURE 2018/2019	39 - 74
10.	GMCA CULTURAL INVESTMENT 2020-2022	
10.a	GMCA CULTURE FUNDING 2020 ONWARDS	75 - 84
	Report of Councillor David Greenhalgh, Portfolio Lead for Culture and Alison McKenzie-Folan, Portfolio Lead Chief Executive for Culture	

11. DATES AND TIMES OF FUTURE MEETINGS

That meetings be organised in accordance with the Committee's Terms of Reference (at least twice a year) and circulated to Members.

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:

✉ jenny.hollamby@greatermanchester-ca.gov.uk
☎ 0161 778 7009

This agenda was issued by Jenny Hollamby on 10 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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Directions to NCP car park for Churchgate House (reduced rate of £7 per day)

Please note there is no access to the car park off Oxford Road and there is no vehicle access on the section of Oxford Road, directly outside of Churchgate House, between 6am and 9pm (please see second map and the following website for more details - <https://www.tfgm.com/maps/oxford-road>). To access, please go via Great Bridgewater Street. Please check in advance, the instructions given by your sat nav, to ensure it hasn't planned a route which takes you down the restricted part of Oxford Road.

Address for NCP Manchester Oxford Road - M1 5EJ

Address for Churchgate House - Churchgate House, 56 Oxford St, Manchester, M1 6EU



-  Between 6am and 9pm only buses, bicycles, hackney carriages, emergency and authorised vehicles are permitted to use this section. Camera enforcement in operation.
-  One way traffic
-  Two way traffic
-  No right turn
-  No left turn
-  Compulsory right turn
-  Compulsory left turn
-  Ahead only
-  Rail station and line
-  No entry



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GM Culture and Social Impact Fund Committee on 18 September 2019

Declaration of Councillor's Interests in Items Appearing on the Agenda

NAME: _____

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
		Personal / Prejudicial / Disclosable Pecuniary

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CULTURE AND SOCIAL IMPACT FUND COMMITTEE

TERMS OF REFERENCE

1. The Culture and Social Impact Fund Committee (CSIFC) is a sub-committee of the Greater Manchester Culture and Heritage Steering Group.

2. The areas covered by the Culture and Social Impact Fund Committee are:

The Greater Manchester Combined Authority Culture and Social Impact Fund.

4. The quorum of the CSIFC will be two thirds of participating parties for any particular function that is under discussion. The CSIFC will meet at least twice a year with additional meetings as required.

5. The CSIFC's functions in relation to the GMCA Culture and Social Impact Fund:

Delegations

Delegated authority to ensure the proper operation and application of a performance management framework of the Culture and Social Impact Fund;

Referred to make recommendations

Make recommendations to GMCA and the Culture and Heritage Steering Group on overall policies, strategy and priorities;
Make recommendations to GMCA and the Culture and Heritage Steering Group on the budget for the GMCA Culture and Social Impact Fund.

6. The Chair of the CSIFC can call an Emergency Sub Committee meeting (consisting of the Chair, Vice Chair and one other minority Member) if any urgent decision is required.

Any decisions made by the Emergency Sub Committee will then be brought back to the next full Committee meeting.

7. The Committee has nominated deputies for each Member who may deputise at CSIFC and, in their absence, vote on his/her behalf.

CULTURE AND SOCIAL IMPACT FUND COMMITTEE

Background and Structure

GMCA Culture and Social Impact Fund

The GMCA Culture and Social Impact Fund was established in 2018, building on the success of AGMA's Section 48 scheme. The fund has four main priorities;

- o Contribution to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
- o Making 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;
- o Playing a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those at risk of disengagement or social isolation;
- o Being able to evidence how the project will make a positive contribution to improving residents' health and well-being.

Grants to be awarded for 2 years, subject to an annual review of delivery against outcomes.

**MINUTES OF THE GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND
COMMITTEE HELD ON 16 NOVEMBER 2018 AT GREATER MANCHESTER COMBINED
AUTHORITY, CHURCHGATE HOUSE, MANCHESTER**

MEMBERS:

Councillor Janet Emsley (Chair)	Rochdale MBC
Councillor John Byrne	Bolton MBC
Councillor Joan Grimshaw	Bury MBC
Councillor Bernard Stone	Manchester CC
Councillor Norman Briggs	Oldham MBC
Councillor Stephen Coen	Salford CC
Councillor Tom McGee	Stockport MBC
Councillor Leanne Feeley	Tameside MBC
Councillor Kevin Procter	Trafford MBC
Councillor Mike Freeman	Trafford MBC

OFFICERS IN ATTENDANCE:

Zoe Williams	Manchester CC
Sheena Macfarlane	Oldham Council
Darren Grice	Rochdale MBC
Mandy Kinder	Tameside MBC
Kerry Purnell	Trafford Council
Helen Seddon	Wigan MBC
Alison Gordon	GMCA
Marie-Clare Daly	GMCA
Kerry Bond	GMCA

GMCSIF 10/18 APOLOGIES

Apologies were received from Councillors Linda Thomas, GMCA Portfolio Lead and Nazia Rehman (Wigan Council). Donna Hall, GMCA Portfolio Lead, Culture, Julie Oldham (Bolton Council), Philip Cooke (Manchester CC), Peter Ashworth (Stockport MBC), Rob Sanderson (Wigan Council).

GMCSIF 11/18 CHAIRS ANNOUNCEMENTS

1. The Chair advised Members of an email she had received from a constituent expressing concerns regarding Trafford Council using the title and some content from a book she has written which is protected by copyright.

Having discussed the situation with officers, Cllr Emsley advised the lady that she would have to take this up with the individual council as responsibility lies with them, therefore suggested she made contact with Trafford Council.

GMCSIF 12/18 DECLARATION OF INTERESTS

Councillor Leanne Feeley declared her interests in *GMCA Culture Portfolio Update (Minute GMCSIF 16/18)* as Director of Brighter Sounds.

Councillor Janet Emsley declared an interest in *GMCA Culture Portfolio Update (Minute GMCSIF 16/18)* as an Observer on the Board of the Contact Theatre.

GMCSIF 13/18 MINUTES OF THE GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE MEETING HELD ON 22 AUGUST 2018

The minutes of the GM Culture and Social Impact Fund Committee meeting held on the 22 August were submitted for consideration.

Members were advised that the skill match detailed in minute GMCSIF 09/18 had not yet been completed and would be discussed under Item 7 and 8 on this agenda.

RESOLVED /-

That the minutes of the GM Culture and Social Impact Fund Committee meeting held on the 22 August 2018 be approved, subject to the amendment of Minute GMSIF 04/18 Cllr McGee being a Stockport Member.

GMCSIF 14/18 MEMBERS CODE OF CONDUCT AND ANNUAL DECLARATION OF INTEREST FORM

Members were reminded to complete the Annual Declaration of Interest Form and return it to the Governance and Scrutiny Officer in attendance.

GMCSIF 15/18 DRAFT TERMS OF REFERENCE

Consideration was given to the draft Terms of Reference contained within the agenda, which will be submitted to the GMCA meeting for formal approval.

RESOLVED/-

1. To agree that the Draft Terms of Reference be submitted to the GMCA meeting for formal approval.

GMCSIF 16/18 GMCA CULTURE PORTFOLIO UPDATE

Consideration was given to a report that updated Members on activity delivered in the first six months by the Greater Manchester Culture and Social Impact Portfolio.

Analysis of the organisations activity returns shows that, in the first six months of delivery the Culture and Social Impact funding supported 2.6m cultural engagements; 1,453,174 with Greater Manchester residents and 855,946 for visitors to our city region. Even though these figures indicate a 13 percentage point decrease in engagement levels from the Section 48 2017/18 scheme, if engagement continues at a similar level over the two year funding period, analysis shows that the increased levels of activity and large-scale events over the next 18 months, will result in increased engagement which would equate to a total of 10.4m engagements. Figures will be continually monitored and reported back to this Committee.

From April 2019, recipients of the fund will submit an annual performance report, providing information on delivery, as well as wider impact. The final report will be shared with key stakeholders at an advocacy event in summer 2019, this event will give fund recipients the opportunity to showcase the work supported by this investment.

Members were informed of and requested feedback on the reason for the lack of progression in schools of Artsmark, which is the creative quality standard for schools accredited by Arts Council England.

Artsmark provides a clear framework for teachers to plan, develop and evaluate arts, culture and creativity across the curriculum.

Due to the support and commitment required from Head Teachers to champion arts and culture within their schools, due to curriculum pressures, Artsmark is much easier to achieve at primary school level than at secondary.

Members highlighted that organisations should engage with similar bodies, whether funded by the Arts Council or the GMCA, for example Art with Heart should work in collaboration with bodies such as Artsmark and Curious Minds.

It was reported that given the scale of activity of the 28 organisations supported through the fund that at each 6 monthly activity report seven organisations would be highlighted. Art with Heart, Brighter Sounds, Cartwheel Arts, Centre for Chinese Contemporary Art, Contact Theatre, Dance Manchester and Gaydio reports are included at Appendix A of this report. It was further reported that applications would be assessed against a new criteria from April 2020.

Discussion of the organisations six monthly activity reports ensued, it was agreed that clarification on the following would be sought-

1. Art with Heart – over the next two years the company will be focussing on developing, working and touring within Greater Manchester level before nationally.
2. Stan – clarity requested on the areas that Stan has already visited, and request dates and venues for future visits across GM.
3. Space - their wellbeing spaces have been well received and have had positive feedback, clarification was requested as to whether visits had been made to the 10 GM districts or whether this will happen over the first 6 months of the grant.

4. Brighter Sounds – an anthology of work carried out by primary school children was shared with the Committee.
5. Cartwheel Arts – it was noted that this organisation is good at mentoring individuals and organisations.
6. Centre for Chinese Contemporary Art – works in partnership with other organisations, confirmation of works already carried out will be sought.
7. Contact Theatre – are a partner of Manchester City Council and have won awards for their commitment and excellent work.
8. Dance Manchester – share their work with Future Fires, supporting young people and entrepreneurs.

RESOLVED/-

1. That the contents of the report and delivery to date be noted.
2. Discuss most appropriate way of members receiving updates on the work of the Culture and Social Impact portfolio.
3. That organisations be made aware of the request to collaborate with other similar bodies.
4. That Curious Minds bring a presentation to a future meeting of this Committee, to clarify the reasons why Head Teachers cannot commit to delivery of Artsmark.
5. That detail on areas that Stan has already visited, and dates and venues for future visits across GM be sought.
6. That clarification be made on whether visits had been made to the 10 GM districts or if this is due to happen over the first 6 months of the grant.
7. That confirmation of works already carried out by the Centre for Chinese Contemporary Art will be sought.
8. That more information be gathered on the work Dance Manchester carries out with Future Fires, and that an email be circulated to Members.
9. That this Committee be used as a conduit to local authorities.
10. That a programme of organisations events be sought and circulated to Members and officers of this Committee.

GMCSIF 17/18 GREATER MANCHESTER CULTURE STRATEGY

Consideration was given to a report which seeks comments and recommendations on plans outlined in the current draft of the Greater Manchester Culture Strategy 2019-2024, detailing the process undertaken and results of the consultation so far. Members were also shown a short film linked to the Strategy.

The guide for development of the first draft of this strategy was to identify areas where working at a Greater Manchester level would improve the quality, reach, visibility and sustainability of our cultural offer. Alignment with Greater Manchester Strategy (GMS) priorities is equally important, ensuring all activity supported would contribute to the

delivery of GMS, in making Greater Manchester one of the best places in the world to grow up, get on and grow old.

Members made the following comments-

1. Transport cost and affordability should link into Strategies at a GM level. Integration of public transport to venues, with the ability to differentiate between people who require subsidised tickets.
2. Northern Rail weekend strikes need high level intervention.
3. Accessibility to venues should be included.
4. Lack of perception and understanding of what the term culture refers to.
5. Ability for venues to travel to locations to enable easier accessibility for the community.
6. Engagement in schools is required.
7. Fair distribution of resources is required in all districts.
8. Engage with local strategic priorities.
9. Communication Departments in local authorities have the responsibility to disseminate to their residents.
10. Link to social subscribing agenda, for example the Great Places Project.
11. GM what's on where guide, to be available in all venues.

RESOLVED/-

1. To note the process of development undertaken to get to the current draft of Greater Manchester's Culture Strategy.
2. To note the programme of consultation and results to date.
3. To agree the following recommendations for inclusion in the Strategy-
 - i. Accessibility
 - ii. Transport accessibility
 - iii. Terminology
 - iv. Local needs
 - v. Banding
 - vi. Communication of events and activities
 - vii. Include organisations other than art.

GMCSIF 18/18 FUTURE MEETINGS

RESOLVED/-

That quarterly meetings be set and circulated to Members.

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SHORT GUIDE

GMCA CODE OF CONDUCT FOR MEMBERS

1. WHO

Mandatory for

The Mayor
Members of GMCA
Substitute Members of GMCA
Voting Co-opted Members of GMCA's committees
Appointed Members of Joint Committees

Voluntary for

Non-voting Co-opted Members of GMCA's committees
Elected members from GM districts when they represent GMCA

2. WHEN

Acting in your official capacity, and

In meetings of:

- GMCA; or
- GMCA's Committees or Sub-Committees, Joint Committees or Joint Sub-Committees

3. CONDUCT

General Principles

Selflessness: the public interest not personal gain

Integrity: avoid undue influences

Objectivity: decisions made on merit

Accountability: scrutiny is the norm

Openness: transparent decisions with reasons

Honesty: declare interests and avoid conflicts

Leadership: lead by example.

DO NOT

- Unlawfully discriminate
- Bully or be abusive
- Intimidate a complainant, a witness, or an investigator under the Code of Conduct
- Compromise the impartiality of GMCA's officers
- Disclose confidential information without authority
- Deny lawful access to information
- Bring GMCA into disrepute
- Abuse your position
- Use GMCA's resources improperly

DO

- Pay due regard to the advice of the Treasurer and Monitoring Officer
- Register your interests
- Declare your interests

INTERESTS

A. Pecuniary interests (you, your spouse or your partner)

Register within 28 days

- Employment or other paid office
- Sponsorship – payment in respect of expenses as a Member of GMCA, or election expenses.
- Contracts – between you/your partner (or a body in which you or your partner has a beneficial interest) and GMCA:
- Land you have an interest in within Greater Manchester
- Corporate Tenancies – where GMCA is the landlord you/your partner (or a body in which you or your partner has a beneficial interest) is the tenant
- Securities – you have a beneficial interest in securities of a body which has a place of business or land in the area of the GMCA

Do not speak or vote at a meeting on a matter in which you have a disclosable pecuniary interest

Disclose the interest at the meeting

Withdraw from the meeting

It is a criminal offence to fail to register disclosable pecuniary interests and to participate in any discussion or vote on a matter in which you have a disclosable pecuniary interest.

B. Other Interests

Personal Interests

You have a personal interest -

- If your well-being or financial position would be affected (i.e. more so than other ratepayers)
- If the well-being or financial position of somebody close to you would be affected or the organisations in which they are employed
- If the well-being or financial position of body referred to below would be affected
 - A body of which you are in a position of general control or management and to which you are appointed or nominated by GMCA;
 - A body of which you are in a position of general control or management which
 - i. exercises functions of a public nature;
 - ii. is directed to charitable purposes; or
 - iii. one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union),
 - the interests of any person from whom you have received a gift or hospitality with an estimated value of at least £100.

Disclose the interest at the meeting

You may speak and vote

C Prejudicial Interests

You have a prejudicial interest -

Where your personal interest is one which a member of the public would reasonably regard as so significant that it is likely to prejudice your judgement of the public interest and it:

- affects your financial position (or those persons or bodies referred to in section B above); or
- relates to the determining of any approval, consent, licence, permission or registration

Do not speak or vote at a meeting on a matter in which you have a prejudicial interest

Disclose the interest at the meeting

Withdraw from the meeting

LOCALISM ACT 2011
GREATER MANCHESTER COMBINED AUTHORITY
(GMCA)
CODE OF CONDUCT FOR MEMBERS

**REGISTER OF MEMBERS' AND SUBSTITUTE MEMBERS' DISCLOSABLE
PECUNIARY INTERESTS (IN ACCORDANCE WITH SECTIONS 30 AND 31 OF THE
LOCALISM ACT 2011 AND THE RELEVANT AUTHORITIES (DISCLOSABLE
PECUNIARY INTERESTS) REGULATIONS 2012 (S.I. 2012 No. 1464)), AND
MEMBERS' AND SUBSTITUTE MEMBER'S PERSONAL INTERESTS IN
ACCORDANCE WITH PARAGRAPH 2.1 OF THE GMCA'S CODE OF CONDUCT FOR
MEMBERS**

I, _____ (INSERT NAME)

Being a Member of the GMCA give notice that I have set out at PART 1 below under the appropriate heading the disclosable personal interests that I am required to notify to the GMCA's Monitoring Officer in accordance with Sections 30 and 31 of the Localism Act 2011 and The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 and/or by virtue of Rule 16 of the GMCA's Procedure Rules and that I have set out at PART 2 below the personal interests which I am required to notify to the GMCA's Monitoring Officer under Paragraphs 7.1 and 7.2 of the Code of Conduct for Members adopted by the GMCA at its meeting on 29 June 2018 and have put 'NONE' where I am not required to notify any disclosable personal interests or personal interests under any heading.

I am aware that in accordance with Section 30(3) of the Localism Act 2011, I am required to notify at PART 1 both my own disclosable personal interests and also any disclosable personal interests of

- (i) my spouse or civil partner,
 - (ii) a person with whom I am living as husband and wife, or
 - (iii) a person with whom I am living as if we were civil partners
- ("my Partner"), where I am aware that my Partner has the disclosable personal interest.

PART 1

DISCLOSABLE PECUNIARY INTERESTS

1. ANY EMPLOYMENT, OFFICE, TRADE, PROFESSION OR VOCATION CARRIED ON FOR PROFIT OR GAIN.

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NB: You need to include details of any employment or business in which you or your Partner are engaged. Employees should give the name of their employer. You should give the name of any company of which you or your Partner are a partner or remunerated director. Where you or your Partner hold an office, give the name of the person of the body which appointed you or your Partner (in the case of a teacher in a maintained school – the local education authority; in the case of an aided school – the school’s governing body)

2. SPONSORSHIP

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NB You must declare any payment or provision of any other financial benefit (other than from the GMCA) made or provided to you in respect of any expenses incurred by you in carrying out your duties as a Member / Substitute Member of the GMCA or one of its Committees, or towards your election expenses, within the period of 12 months ending with the day on which you give your notification to the GMCA’s Monitoring Officer for the purposes of Section 30(1) of the Localism Act 2011 and/or by virtue of Rule 18 of the GMCA’s Procedure Rules. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.

3. CONTRACTS WITH THE GMCA

Member	Partner

NB You should describe all contracts of which you are aware, which are made between the GMCA and

- (i) either yourself or your Partner or
- (ii) a body in which you or your Partner have a beneficial interest (being a firm in which you or your Partner is a partner, or a body corporate of which you or your Partner is a director, or in the securities of which you or your partner have a beneficial interest),

which are not fully discharged and which are contracts under which goods or services are to be provided or works are to be executed.

Please note that the reference to “securities” means “shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

4. LAND IN THE AREA OF THE GMCA

Member	Partner

You should include any land (including houses, buildings or parts of buildings and any interests as mortgagee) within the GMCA’s boundaries in which you or your Partner, either alone or jointly, have a proprietary interest for your or your Partner’s benefit. You should give the address or brief description to identify it. **If you live within the GMCA’s boundaries you should include your home under this heading** either as owner, lessee or tenant. You should also include any property from which you or your Partner receive rent, or of which you or your Partner are the mortgagee.

5. LICENCES TO OCCUPY LAND

Member	Partner

NB You should include any land (including buildings or parts of buildings) within the GMCA’s boundaries which you or your Partner have a right to occupy for 28 days or longer (either alone or jointly with others). You should give the address or a brief description to identify it.

6. CORPORATE TENANCIES

Member	Partner

[NB You should list here any tenancies of properties of which you are aware, where the landlord is the GMCA and the tenant is a body in which you or your Partner have a beneficial interest (being a firm in which you or your Partner is a partner, or a body corporate of which you or your Partner is a director, or in the securities of which you or your partner have a beneficial interest).

7. SECURITIES

Member	Partner

- NB You should list here any beneficial interest of you or your Partner in securities of a body where –*
- (a) that body (to your knowledge) has a place of business or land within the GMCA's boundaries; and*
 - (b) either –*
 - (i) the total nominal value of the securities held by you or your Partner exceeds £25,000 or one hundredth of the total issued share capital of that body; or*
 - (ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you or your Partner has a beneficial interest exceeds one hundredth of the total issued share capital of that class.*

Please note that the reference to "securities" means "shares, debentures, debenture stock, Loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

PART 2

PERSONAL INTERESTS

1. BODIES TO WHICH YOU ARE APPOINTED OR NOMINATED BY THE GMCA

NB You should record here details of your **position of general control or management**, in any –

- *Body to which you have been appointed or nominated by the GMCA as its representative.*

2. INTERESTS IN CHARITIES, SOCIETIES AND OTHER BODIES

NB You should record here details of your **position of general control or management**, in any –

- *Public authority or body exercising functions of a public nature;*
- *Company, industrial and provident society, charity, or body directed to charitable purposes. (Freemasons should include here membership of the Masonic Grand Charity)*
- *Body whose principal purposes include the influence of public policy, including party associations, trade union or professional association.*

3. GIFTS AND HOSPITALITY

You should list here any person from whom you have received a gift(s) or hospitality with an estimated value of at least £100 (including multiple gifts and/or hospitality with an aggregate value of at least £100 from the same person). You should provide a description of the gift(s) or hospitality and the person you believe to be the source of the gift(s) and hospitality (including accumulative gifts and/or hospitality).

You should list any such gifts or hospitality which you have received within whichever is the shortest of the period of 3 years or the period since you were first elected as a Member / Substitute Member of the GMCA.

I recognise that it can be a CRIMINAL OFFENCE under Section 34 of the Localism Act 2011 to:-

- i) fail to comply with the obligation to notify the GMCA's Monitoring Officer of any disclosable pecuniary interests as required by Section 30(1) of the Localism Act 2011;**
- ii) provide information in relation to disclosable pecuniary interests that is materially false or misleading, and**
- iii) fail to comply with the obligation to notify the GMCA's Monitoring Officer of any further disclosable pecuniary interests that require notification in accordance with Sections 30(2) and 30(3) of the Localism Act 2011.**

I authorise this information to be made available in the GMCA's Public Register of Member's / Substitute Member's Interests which will be published on the GMCA's website as required by Section 29(6)(b) of the Localism Act 2011.

Signed:

Date:

OFFICE USE ONLY

RECEIVED

Signed

Officer of the GMCA

Date

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Date: 18 September 2019
Subject: GM Culture and Social Impact Fund Performance 2018/2019
Report of: Marie-Claire Daly, Principal – Cultural and Creative Policy, GMCA

PURPOSE OF REPORT

To inform the Culture and Social Impact Monitoring Committee about activity delivered in the first year of the Greater Manchester Culture and Social Impact Portfolio.

RECOMMENDATIONS:

Monitoring Committee Members are asked to:

- i) Note the content of the report
- ii) Note delivery so far and comment on areas for further investigation/conversation

CONTACT OFFICERS:

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

1. PURPOSE OF REPORT.

- 1.1 All recipients of Culture and Social Impact funding were required to submit an annual report, outlining activity delivered using GMCA investment. This report gives an overview of activity delivered so far, as well as information on how we might capture and measure the impact of our investment in the future.

2. BACKGROUND.

- 2.1 In January, 2018, GMCA agreed to invest £7m over two years from April 2018, in 28 organisations to deliver activity in four priority areas. Organisations are funded to;

- Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
- 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;
- 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.
- Be able to evidence how the project will make a positive contribution to improving residents' health and well-being.

- 2.2 Funding agreements were negotiated and signed throughout February and first payments were released from April 2018.

- 2.5 Post contracting, GMCA undertook an internal audit into the Greater Manchester Culture and Social Impact Fund, from consultation, design, application and appraisal to contracting, payment release and monitoring. While Section 48 funding had existed before, Manchester City Council undertook administration of that fund so the Culture and Social Impact Fund was the first time cultural funding has been administered by the Combined Authority. An audit provided us with an opportunity to reflect on the process and improve our approach and systems in the future.

Officers worked with the internal audit team to agree the scope of the audit, provide information on all stages of the process and interviews were undertaken with many involved in the process. The report found substantial assurance in three of the four areas, with one, around payment release and performance monitoring receiving limited assurance. A series of actions have been agreed and are now in place to improve systems and processes. Overall, the report was positive and provides a good level of assurance in the work of the Portfolio and confidence in quality, fairness and transparency of our processes.

The report was completed in early January and findings were shared with GMCA's Audit Committee, Chief Executive, Deputy Chief Executive, Treasurer and Monitoring Officer.

3. CULTURE AND SOCIAL IMPACT FUND DELIVERY, 2019/20

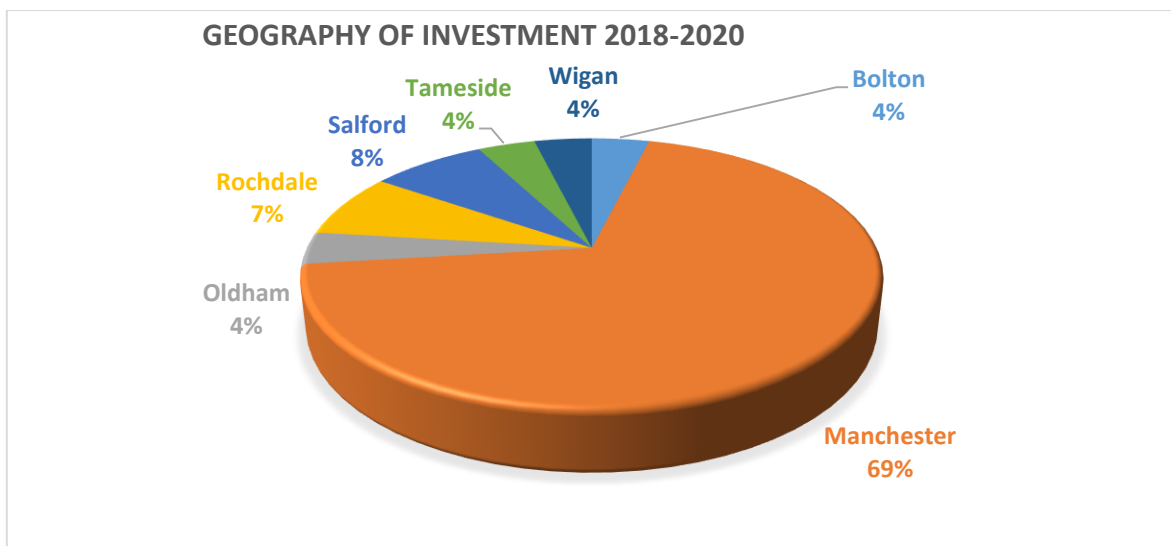
3.1 At the end of March, 2019 all Culture and Social Impact Fund recipients submitted their first year reports. Officers have undertaken initial analysis on these reports, looking at levels of delivery across Greater Manchester.

- At a headline level, the last year of Section 48 (2017/18) supported 3.3m engagements with cultural organisations across Greater Manchester.
- The first year of the Greater Manchester Culture and Social Impact fund (2018/19) supported 4.6m engagements, a 39% increase on engagements supported by S48.
- This indicates that diversifying the portfolio to support more organisations (19 orgs supported by S48 to 28 orgs supported by CSIF) resulted in increased engagement.
- The increase in engagement also demonstrates better value for investment.
 - S48 investment was £3.3m p/a – using 2017/18 figures, this equates to an average of £1 per engagement
 - CSIF investment is £3.5m p/a – using 2018/19 figures this equates to an average of 77p per engagement

While ‘levels’ of engagement vary, from one-off attendance at an event, to involvement in a bespoke, in-depth activity, this represents significant value for money. More detailed analysis of GVA created and return on investment will be undertaken.

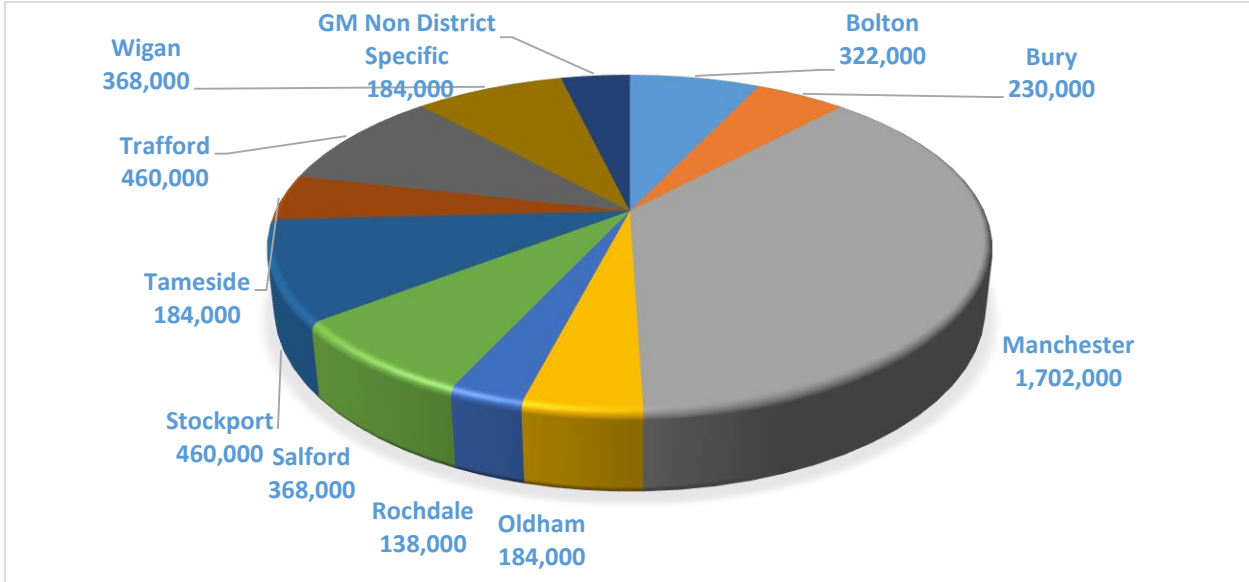
- 2.6m of these engagements (58.7%) were by GM residents, with the remaining 41% visitors to our city region.

3.2 The below chart shows the location of investment, 2018-20.



<u>BOLTON</u>	<u>MANCHESTER</u>	<u>ROCHDALE</u>	<u>STOCKPORT</u>	<u>TRAFFORD</u>
<u>BURY</u>	<u>OLDHAM</u>	<u>SALFORD</u>	<u>TAMESIDE</u>	<u>WIGAN</u>

The Chart below provides analysis of location of activity for 2018/19 shows that organisations are delivering in all ten districts of Greater Manchester. Given the proportion of visitors to the city region, who are more likely to concentrate visits to the city centre (41%), this break-down is reasonable.



As discussed at the last meeting, given the scale of excellent activity supported by GMCA’s Culture and Social Impact Fund we will report on highlighted activity from seven organisations in each six month report, in alphabetical order, provided as Appendix A. The last report included activity from Art With Heart, Brighter Sounds, Cartwheel Arts, Centre for Chinese Contemporary Art, Contact Theatre, Dance Manchester and Gaydio. This report will include information on activity from GM Arts, GMCVO, Greater Sport, Halle, HOME, Manchester Histories and Manchester Jewish Museum.

Appendix B, Year In Review, gives an overview of all activity delivered in year one of the fund.

4. PORTFOLIO CHANGES 2019/2020

Since the last Culture and Social Impact Monitoring Committee there have been two significant changes to portfolio delivery.

- 4.1 **Dance Manchester** - As part of ongoing conversations with Arts Council England and the wider dance community, Dance Manchester began a process of organisational development. GMCA officers were fully involved in this work and it was outlined as part of Y1 activity. GMCA officers were interviewed by the consultants undertaking this work. The final report was shared with Dance Manchester’s Board in early 2019 and the decision was taken that Dance Manchester would no lead on dance development in Greater Manchester. In consultation with Arts Council England, the board decided that Company

Chameleon, who applied to the GMCA Culture and Social Impact Fund, would be best placed to continue the strategic work of the organisation. Company Chameleon was the only other dance organisation to apply to the Culture and Social Impact Fund. We were unable to support them due to budget restrictions but their application scored strongly in all categories. The area in which they scored less well than others, was around having established links in all 10 GM Districts. The Dance Manchester board approached GMCA officers to see if it would be possible to novate Dance Manchester's Y2 grant to Company Chameleon. This was supported by GM Culture Team for a number of reasons:

- the expertise Dance Manchester will be able to impart to Company Chameleon about working in and with communities across GM
- to ensure that that communities across GM still receive dance provision
- the quality and reputation of Company Chameleon's work.

GMCA Culture team has agreed a programme of activity with Company Chameleon and undertaken formal novation of the grant.

4.2 **MadLab** - In 2018, Madlab undertook a number of pieces of work that would shift the future focus of the organisation and have decided to focus time on a number of strategic projects, rather than delivering activity contracted as part of GMCA's Culture and Social Impact Fund. MadLab completed Y1 of agreed activity but will not be drawing down funds or delivering activity in Y2. Given the relatively small amount of March 2019, GM Leaders agreed that funds could be re-purposed and could go towards capitalising on opportunities that would otherwise go unfunded, including Distractions, Town of Culture and the GMSF research.

5 RECOMMENDATIONS.

5.1 Recommendations can be found at the front of this report

APPENDIX B – ACTIVITY DELIVERED

GM Arts

CSIF Funding is used by GM Arts to support additional cultural activity or content at a local level, with an emphasis on engaging residents. It also supports cross-borough joint activity and some of the Grant is ring fenced for this. In 18/19 districts brought in an extra £355k of additional funding using CSIF grant monies as match. This enabled 94 projects to be supported at a local level across all 10 districts of GM. Activity took place in over 60 wards. A total of 395,000 cultural engagement interactions were supported in 18/19. Projects were of the following types; 1. commissioning of additional cultural content for high profile outdoor events (Bolton Food and Drink Festival, Manchester Day Parade) with an emphasis on promotion of culture and connecting communities to the cultural offer. 2. The commissioning of activity to involve residents in celebrations of place, such as; Homes in Your Heart project (Wigan), Touring Community Theatre (Rochdale), Rachel Kneebone project (Rochdale) Theatre in Parks (Tameside), Stockport Parade of Light, Trafford Live, Buile Hill Witches Walk (Salford), Festival Oldham and Illuminate Oldham. 3. CPD Activity to support local artists, such as; Creative Business Programme (Bolton) 4. Activity to increase opportunities for local children and young people to engage with culture such as Refract 19 (Trafford), Bury Creatives. 5. Targeted Health and Well-being projects such as; Body and Mind (Wigan), Early Break (Bury), ARC Cultural Project (Stockport). All projects were shaped by local need/assets and local strategic priorities. Specific activity was also delivered to target audiences including; older people at risk of Social Isolation (Salford) and refugee and asylum seekers (Bolton) amongst others.

The bulk of the monies were used to commission GM based artists and arts organisations. 1,919 days of freelance work were made possible through the funding. Of the monies spent approx. 80% stayed within GM. GM organisations that we worked with included; Global Grooves, Circus Sensible, Illuminos, ARC – Arts for Recovery, Cabasa, Carnival Arts, Oldham Theatre Workshop, Hack Oldham, Z arts, Royal Exchange, The Lowry, M6, Brighter Sound; Manchester Literature Festival; Dance Manchester, Contact Manchester: Unity Radio; Journeys Festival (Mcr); Creative City; Young Identity, HerArt, Journeys Festival, MadTheatre, Bolton Octagon, Bolton Film Festival. A significant number of non-cultural partners were also engaged in support of activity and achievement of outcomes around skills, health and wellbeing and community cohesion. Evaluation is carried out on all activity to help shape and inform future activity and delivery. 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), “We had to come up with warm-up and choreographic ideas, such as ice breakers. It has helped my confidence.” (Participant Body and Mind Workshop Wigan). Fantastic event every year gets bigger and better. Great to see all the community come together and be proud. Well done Oldham... Lots of smiles from everyone. Illuminate Oldham Event visitor.

GMCVO

<u>BOLTON</u>	<u>MANCHESTER</u>	<u>ROCHDALE</u>	<u>STOCKPORT</u>	<u>TRAFFORD</u>
<u>BURY</u>	<u>OLDHAM</u>	<u>SALFORD</u>	<u>TAMESIDE</u>	<u>WIGAN</u>

GMCVO has had many highlights over the past year. Below is their 'top ten'.

1. Our pioneering GM Social Investment programme has been hugely successful; we expect to have committed our full allocation of £2m from Access Foundation by this autumn. We have also secured £20m investment into community-owned capital assets (announced at the recent Green Summit) from Resonance. We have developed a model for place-based economic development in partnership with some of the GM districts, and this has shaped a national investment programme from which we anticipate securing funds to pilot the model.
2. We supported social enterprise leaders to develop a 'vision for SE' which was launched by the GM Mayor at a SE summit on SE Day in November; the event also saw (probably) the largest ever gathering of social enterprises in GM. We are now facilitating the development of a SE Strategy in collaboration with the Chamber and GMCA.
3. Developing and co-ordinating leadership within the VCSE sector has always been an important part of our role. We have continued to support the work of the VCSE Reference Group and other leadership groupings (local infrastructure, social enterprise, BME). We are very proud to be supporting 40 VCSE leaders to represent our sector on different GM boards and executives.
4. On the same leadership theme, we have been very involved in the leadership and workforce development programmes in GM, especially Leading in GM, and have successfully delivered elements of the programme.
5. Ongoing support for the GMBME Network (which we have supported and hosted for 13 years, and has more than 300 members). This year we have been able to support the emergence of a BME leaders group of well-connected leaders from every GM locality, with the aim of strengthening the BME voice in GM policy.
6. Recently we have worked with a small partnership of VCSE leaders to deliver a joint 'secondment' into the Joint Commissioning Hub, bringing years of experience both as a commissioned organisation, and a commissioner and funder in our own right.
7. Following our nationally recognised work through GM Talent Match (completed in December) and our evaluation research on our success in reaching and engaging 'hidden' young people (those who are NEET, not claiming, and often unknown to the authorities), recognition of the importance of this group has shot up the GM agenda. We are delighted that GMCA has been able to contribute match funding to a follow-up project focusing purely on hidden young people, which will enable us to understand much more about their barriers to work and how employers can adjust to benefit from their skills and commitment.
8. We have also collaborated with GMCA over a major issue of concern to both VCSE and public sectors – the delivery of welfare. Through our sponsorship of the GM All Party Parliamentary Group and by mobilising knowledge (and anger) within our sector, we hope to be able to support GMCA by putting pressure on government to give GM more control of the system.

9. Ambition for Ageing will be continuing for another two years. It is providing a great deal of significant learning about place-based working, resilience, social capital and equalities, which is much more broadly applicable to all place-based work.
10. The last highlight is not yet visible – but we have been working throughout the year on a new, modern and more navigable website, which we will be launching shortly.

Greater Sport

Through providing strong leadership, having excellent governance, sourcing investment to scale up what works and understanding place and people GreaterSport has influenced the system and developed strong and diverse relationships with partners that has resulted in a more active Greater Manchester (GM). By getting people moving more this has had the following impacts:

Increased Health, Wellbeing and Improved quality of life

Based on data from the Active Lives Survey, a total of 28,300 more adults and 8258 children in GM are meeting the Chief Medical Officer's guidelines of doing moderate intensity physical activity a week compared to 12 months ago. This recognises GM as the 30th most active region a continued improvement from 39th in 2016. In addition to the increase in people classed as active, the number of inactive adults – those doing fewer than 30 minutes of physical activity a week – has reduced (improved) three times faster than the national average. These figures mean that 73.2% of the Greater Manchester adult population are now classed as active or fairly active, with 26.8% now inactive. These increases in activity are positively linked with improved physical wellbeing with an improved quality of life and mental wellbeing such as enhanced life satisfaction, happiness, worthwhileness and a reduction in anxiety.

A more inclusive community with less inequality

The growth in activity has happened because for the first time Greater Manchester is seeing improvement in stubborn inequalities with more women (100,400), older adults (10,970), disabled people and those with long-term health conditions (8341) more active in the last 24 months. The latest survey shows increases in activity in Greater Manchester has contributed to higher levels of social trust in their community.

Improved the skills and education of the physical activity sector

Throughout the last 12 months GreaterSport has led a training programme to embed physical activity within every conversation and ensure the workforce has the skills to deliver the ambitions of GM Moving. This has seen 1025 people trained/qualifies and a new volunteer plan implemented set to create a more diverse workforce. In total 8732 volunteers from local communities have been directly supported.

Attracted new investment

GreaterSport, in partnership with GMCA and GM Health and Social Care Partnership, was succesful in Greater Manchester's application to be a pilot area for Sport England's new investment scheme named the 'Local Delivery Pilot'. Greater Manchester is only 1 of 13

areas to receive investment and will receive £10.9 million over 3 years (highest amount in England) with £2 million match funding from the GM Transformational Fund.

Halle

It has been a very good year artistically. From a slow start in 2018 overall ticket sales were good and we have exceeded our Box Office targets for 2018/19. The proportion of new attenders for the 2018-2019 financial year over all our series stands at 30%, beating our target for the period by 8%. Our campaign to target Under 30s has seen the number of people taking up the offer increase from 401 to 1,573 in four years, with our student ticket offer rising from 1,983 to 2,303 bookers. 15% of those new to our database in 2016-2017, 31 have, this season, bought either a 3 to 5 or 5+ subscription.

The Halle for Youth and Come and Play concerts involved participants of more than 30k, approximately two thirds of whom were from GM. Of the 59k people involved in the overall Education Programme 45k were children and young people – again approximately 2/3 from GMCA.

A number of, very favourably reviewed, large scale projects such as the Damnation of Faust and Siegfried, have captured the public's imagination. The Orchestra continues its regular visits to festivals such as the BBC Proms and the Edinburgh Festival.

Wagner's Siegfried has been recorded – completing the Ring. Other releases on the Halle CD label include Shostakovich and Elgar. On NMC works by Huw Watkins and Ryan Wigglesworth. We continue to broadcast regularly for the BBC.

We are moving forward with the Choral Network and are investing significant self-generated funds in a pilot programme of work which will have a significant impact on GM.

Our new rehearsal centre, St Peter's will be ready for use in the autumn of this year. We have achieved all of targets on capital and revenue for the new building as well as exceeding our overall fundraising target for the current year. We have developed the operational business plan for the completed St Peter's and this will be ratified as part of next year's budget setting process. Our ten year revenue target for activity was reaching well ahead of the planned target, and we are consequently launching a new fundraising initiative to coincide with the opening of the building at the end of this year. This will seek to deliver a further 10 years support for activity in St Peter's (approx. £2.5 million)

We have obtained funding through one of our major sponsors to enable us to start an international conducting competition in 2020 – the first prize winner will become the Hallé's next assistant conductor

We have created a post within the Education department with a special responsibility for project work in developing the Creative Case for Diversity. Initially she is helping the CEO put in place a training programme for all staff and the review of recruitment practices and policies.

The Hallé's CEO continues to Chair the Greater Manchester Music Hub and projects with it are a strong strategic thread running through out Outreach programme.

HOME

HOME was selected to host the London Film Festival's UK Premiere of Mike Leigh's *Peterloo* on 17 October, followed by a Q&A with the director and cast which was broadcast to cinemas across the country. This is the first time that an LFF UK premiere has taken place outside the capital, so is a real coup for HOME and for Manchester.

2018/19 is the first full year of HOME's new Talent Development strategy. To truly diversify those accessing talent development opportunities at HOME, we have launched Access Fund, a system of financial support for those who are facing financial hardship and would otherwise with precluded from participation. This ranges from providing low-level assistance with translation, transport, food or childcare costs to being able to see work at venues outside HOME.

HOME was invited back to curate a weekend of performance at the National Theatre's River Stage in July 2018. Over 2000 people attended the range of theatre, film, art, music and pop-up events that took place across the building during Refugee Week. Events were programmed in partnership with Community arts North West and profiled approximately 100 refugee artists from the region.

HOME Artist Film release, Andrew Kötting's *Lek and the Dogs*, was selected by Mark Kermode as film of the week in his Observer column in which he explicitly praised HOME for being artistically risk-taking.

HOME continues to be a vital part of GM's cultural landscape and visitor offer with an increasing profile nationally and internationally and works with a wide range of partners to attract new investment and to help deliver cultural experiences to Manchester residents and visitors that would not otherwise be seen in the city.

HOME Launched a new 15-25 membership card offering discounted tickets, money off in our café bar, pre-sale opportunities and special offers all targeted at those aged 15-25-years old. As part of a special mailing list, 15-25 members will be amongst the first to hear about our range of social, skills and talent development opportunities delivered at HOME.

Introduction of AMP (Accessible Music Productions), HOME's brand-new project for music lovers, makers and shakers aged 18-25 with different abilities and additional needs. Working in partnership with Venture Arts and made possible with financial support from Young Manchester, AMP includes monthly music workshops that will support musicians to write, play and create music from an eclectic mix of sounds plus House Party, a quarterly club night with open mic, live music, DJ's and dancing 'til late.

Community Arts Northwest, HOME and Counterpoints worked together to create and deliver a hugely successful refugee artist festival in June at HOME as part of Refugee Week.

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.

Highlights:

- TUC Day

TUC Day Celebrated the 150th Anniversary of the formation of the TUC (Trades Union Congress) in Manchester and Salford in 1868, Manchester Histories programmed a whole day of events that culminated in an In-Conversation with the general secretary, and first female leader of the TUC, Frances O’Grady hosted by Dave Haslam.

- Soapbox

Manchester Histories working in partnership with ManMet and an array of over 40 performers from across Greater Manchester took over All Saint’s Park on Oxford Road. Architect students from Manchester Metropolitan University and the University of Manchester transformed the park into a Speakers Corner, with a specially designed hustings so that people could have their say. Soapbox was hosted by special guests Toria Garbutt, a West Yorkshire based punk poet and spoken word artists from Young Identity.

- Not the Factory

A day of panel discussions chaired by Jennifer Lucy Allan, curated by Annex Agency and Project 13 exploring the often-hidden stories of working-class electronic music in Manchester.

The wondrous Manchester Histories Celebration Day also saw over 50 exhibition stands from histories and heritage organisations from across Greater Manchester, and performances from the renowned Hallé Youth Choir and Contact Theatre.

Developing the strands of work for Peterloo 2019 programme has been our main focus. This has also included developing a large public engagement programme at Manchester Central Library to take place from June – August 2019 and the development of a cultural event around the unveil of the new Peterloo Memorial by artist Jeremy Deller on 16th August 2019.

Strands of development:

- The appointment of a Project Manager, Digital Content Manager and Administrator to deliver the programme

- The Recruitment of 30 volunteers from across the ten boroughs of Greater Manchester and provide skill sharing and training session around diversity and accessibility of the history of Peterloo
- Create a robust nationally focused communication strategy for the project
 - Produce learning resources in collaboration with teachers, pupils, People's History Museum and Manchester Youth Combined Authority to deliver a programme of learning resources sessions across Greater Manchester
- Engage 15 young people from the RECLAIM to create Peterloo animation
- Develop an accessible website that tells the storey of Peterloo and the go to site for Peterloo2019.
- Engage with Manchester and Lancashire Family History Society and professional genealogist to hold an open day and trace 10 Peterloo decedents to create a short film about their connections and reflections of the Peterloo Massacre
- Commission three artists/groups to work with RNCM and create new work
- Engage with 18 young people to do a two month BFI film making programme based at HOME

All of the above strands and will be delivered from October 2018.

Other highlights of the work include forging new partnerships with the Guardian Newspaper, BBC Radio Manchester, British Council, and UK Parliament.

Manchester Jewish Museum

Highlights from Manchester Jewish Museum's first year of activity include

- Monthly food workshops at Cheetham Hill's community drop-in centre. Sessions ranged from exploring links between Jewish and Pakistani food to making South American Jewish cheeseballs for a Christmas party and a traditional Friday night dinner with the local Sikh community.
- In February we set up a Muslim Jewish Textile group. The group have started using our collection and synagogue as inspiration to explore patterns and cultural symbolism. They are now planning to embroider new synagogue seat cushions for when the museum reopens in 2021.
- Purim Family Fun Day (March 2019) – over 30 people learned about the Jewish festival of Purim by making traditional noise makers and baking Purim biscuits.
- A series of ESOL (English for Speakers of Other Languages) sessions (Jan-March), introducing many newly arrived migrants and asylum seekers in Greater Manchester to Jewish culture, exploring the similarities between different faiths and migrant communities.

- The appointment of a new Creative Producer, Dr Laura Seddon (sound artist and musicologist) has helped shape a more creative programme in 2018/19. Laura has also established a new artist’s network for the museum. Supported by our ‘Producing Consultants’, Battersea Arts Centre, we now have a database of 88 artists from across the UK – all interested in working with us on future projects.
- Artist’s Inspiration Day (July 2018) – 11 artists spent a day with museum staff exploring our collections and suggesting ideas for a pop-up museum in Central Library.
- Museum Sukkah (September 2018) – artists and volunteers came together to create a unique and colourful sukkah (a temporary hut created for the Jewish festival of Sukkot)
- A two-week live art and performance festival about leaving, loss and legacy. Called the ‘Festival of Leaving’ (November 2018) it was the most ambitious programme ever staged at the museum. Over two weeks we worked with 50+ artists from across the UK, staging 15 events, 2 installations and a podcast.

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





CONTENTS

- 1) INTRODUCTION
- 2) CULTURE AND SOCIAL IMPACT FUND
- 3) GREAT PLACE
- 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



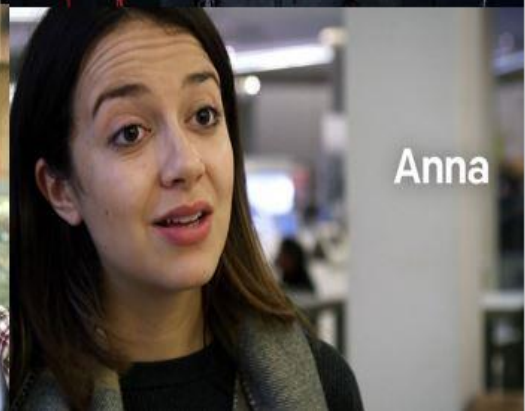
Daniel



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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Date: 18 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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