Public Document

GMCA GREATER MANCHESTER COMBINED AUTHORITY

GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2019/20

DATE: **Thursday 16 January 2020**

TIME: **10.00 am**

VENUE: **Graphene Room, GMCA Offices, 1st Floor, Churchgate House, 56 Oxford Street, Manchester M1 6EU**

AGENDA

1. APOLOGIES

2. CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

3. DECLARATIONS OF INTEREST 1 - 2

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

4. MINUTES 3 - 8

To consider the approval of the minutes of the meetings held on 18 September 2019.

5. 2019/20 MEMBERSHIP OF THE COMMITTEE

To note the appointment of Councillor Paul Prescott to replace Councillor Carl Sweeney (Wigan) as agreed by the GMCA on 7 January 2020.

6. CHAIR'S UPDATE 9 - 78

Item for discussion, questions welcome.

BOLTON	**MANCHESTER**	**ROCHDALE**	**STOCKPORT**	**TRAFFORD**
BURY	**OLDHAM**	**SALFORD**	**TAMESIDE**	**WIGAN**

Please note that this meeting will be livestreamed via www.greatermanchester-ca.gov.uk, please speak to a Governance Officer before the meeting should you not wish to consent to being included in this recording.

7. GREATER MANCHESTER CULTURE FUND 2020-2022 79 - 102

Item for discussion, questions welcome.

8. EXCLUSION OF THE PRESS AND PUBLIC

That, under section 100 (A)(4) of the Local Government Act 1972 the press and public should be excluded from the meeting for the following items on business on the grounds that this involved the likely disclosure of exempt information, as set out in the relevant paragraphs of Part 1, Schedule 12A of the Local Government Act 1972 and that the public interest in maintaining the exemption outweighed the public interest in disclosing the information.

9. GREATER MANCHESTER CULTURE FUND 2020-2022 APPLICATIONS 103 - 106

10. DATE AND TIMES OF FUTURE MEETINGS

The Committee's Terms of Reference state that the Committee will meet at least twice a year with additional meetings as and when required.

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, Senior Governance & Scrutiny Officer kerry.bond@greatermanchester-ca.gov.uk

This agenda was issued on 8 January 2020 on behalf of Eamonn Boylan, Secretary to the Greater Manchester Combined Authority, Churchgate House, 56 Oxford Street, Manchester M1 6EU

GM Culture and Social Impact Fund Committee on 16 January 2020

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
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		Personal / Prejudicial / Disclosable Pecuniary

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MINUTES OF THE MEETING OF THE GREATER MANCHESTER SOCIAL & CULTURAL IMPACT FUND COMMITTEE HELD WEDNESDAY, 18TH SEPTEMBER, 2019 AT BOARDROOM, GMCA OFFICES, 1ST FLOOR, CHURCHGATE HOUSE, 56 OXFORD STREET, MANCHESTE

PRESENT:

MEMBERS:

Councillor David Greenhalgh (Chair)	Portfolio Lead for Culture
Councillor Martyn Cox	Bolton MBC
Councillor Norman Briggs	Oldham MBC
Councillor Janet Emsley	Rochdale MBC
Councillor Stephen Coen	Salford CC
Councillor Kate Butler	Stockport MBC
Councillor Leanne Feeley	Tameside MBC

OFFICERS IN ATTENDANCE:

Julie Oldham	Bolton Council
Philip Cooke	Manchester CC
Zoe Williams	Manchester CC
Sheena Macfarlane	Oldham Council
Darren Grice	Rochdale MBC
Peter Ashworth	Stockport MBC
Mandy Kinder	Tameside MBC
Georgina Bentley	Wigan Council
Marie-Clare Daly	GMCA
Kerry Bond	GMCA

SCIFC/01/19 APPOINTMENT OF CHAIR AND VICE-CHAIR

That the GMCA Portfolio Leader for Culture be Chair of the Greater Manchester Culture and Social Impact Fund Committee for 2019/20.

The Chair invited nominations for the role of Vice-Chair for the 2019/20 Municipal Year.

RESOLVED/-

1. That Councillor David Greenhalgh be appointed as Chair of the Culture and Social Impact Fund Committee for the 2019/20 Municipal Year.

2. That Councillor Janet Emsley be appointed as Vice-Chair of the Culture and Social Impact Fund Committee for the 2019/20 Municipal Year.

SCIFC/02/19 APOLOGIES

Apologies for absence were received from Councillors Bernard Stone (Manchester CC), David Lancaster (Salford CC), Mike Smith (Tameside MBC), Carl Sweeney (Wigan Council). Alison McKenzie-Folan, GMCA Chief Executive Portfolio Lead (Wigan Council).

Apologies for absence were also received from the following Officers, Alison McKenzie-Folan (Portfolio Lead Chief Executive), Alison Gordon (GMCA), Tony Trehy (Bury) and Caroline Barrow (Salford).

SCIFC/03/19 CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS

There were no Chairs' announcements or items of urgent business introduced at the meeting.

SCIFC/04/19 2019/20 MEMBERSHIP OF THE COMMITTEE

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

	Portfolio Leader	**Portfolio Chief Executive**
	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)

RESOLVED/-

That the Membership be noted.

SCIFC/05/19 DECLARATIONS OF INTEREST

Councillor Janet Emsley declared her interests in GM Culture and Social Impact Fund Annual Performance (Minute GMCSIF 09/19) as a member of the Halle Board for 2019/20.

SCIFC/06/19 TERMS OF REFERENCE

RESOLVED/-

That the Committee noted its Terms of Reference for the 2019/20 Municipal Year.

SCIFC/07/19 MINUTES

The minutes of the GM Culture and Social Impact Fund Committee meeting held on the 16 November 2018 were submitted for consideration.

RESOLVED /-
That the minutes of the GM Culture and Social Impact Fund Committee meeting held on the 16 November 2018 be approved, subject to the following amendment:

GMCSIF 18/18 - That meetings will be held twice per year, to allow scrutiny and attendance at organisations.

SCIFC/08/19 MEMBERS' CODE OF CONDUCT AND ANNUAL DECLARATION OF INTEREST FORM

Members were reminded of their obligations under the GMCA Members Code of Conduct and to complete an annual declaration of interest form which would be published on the GMCA website.

RESOLVED/-

That Members complete an annual declaration of interest form and return it to the Governance and Scrutiny Team for publication on the GMCA website.

SCIFC/09/19 GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND ANNUAL PERFORMANCE

Consideration was given to a report that updated Members on activity delivered in the first year by the Greater Manchester Culture and Social Impact Portfolio and detailed how we might capture and measure the impact of investment in the future.

Analysis of the organisations activity returns shows that the first year of the Greater Manchester Culture and Social Impact Fund (CSIF) (2018/19) supported 4.6m engagements a 39% increase compared to the 3.3m engagements in the last year of Section 48 (S48) (2017/18). This indicates that diversifying the portfolio to support more organisations, 19 organisations were supported by S48 to 28 organisations supported by CSIF, resulted in increased engagement and also demonstrates better value for investment, S48 investment equates to an average of £1 per engagement where CSIF investment using 2018/19 figures equates to an average of 77p per engagement. 2.6m of these engagements (58.7%) were by Greater Manchester (GM) residents, with the remaining 41% visitors to the city region.

Discussion ensued and it was agreed that the following be brought to the next meeting:

- Analysis of GVA created and return on investment will be undertaken, including a further breakdown of the 39% increase in engagements
- Detailed analysis of the audience of all arts activities
- Update on how this work links to local authorities

RESOLVED/-

1. To note the content of the report.
2. To note delivery so far and to receive updates of the following:
    - Analysis of GVA created and return on investment will be undertaken, including a further breakdown of the 39% increase in engagements
    - Detailed analysis of the audience of all arts activities
    - Update on how this work links to local authorities

a) GM CULTURE AND SOCIAL IMPACT FUND PERFORMANCE 2018/19

Members considered a report that informed the Committee about activity delivered it he first year of the Greater Manchester Culture and Social Impact Portfolio.

It was explained that all receptions of the Fund were requir4ed to submit an annual report, which outlined activity delivered using GMCA investment. The report provided an overview of activity delivered so far, as well as information on how Officers would capture and measure the impact of investment in the future.

The main points referred:

RESOLVED/-

1. That the report be noted.

2. That delivery so far was noted and Members provided comments on the areas for further investigation/conversation (see Minute CSIFC 09/19 above).

b) GM OUR YEAR IN CULTURE 2018/2019

The Committee considered the Greater Manchester One Year in Culture 2018/2019 brochure that was circulated with the agenda.

RESOLVED/-

That the report be noted.

SCIFC/10/19 GMCA CULTURAL INVESTMENT 2020-2022

a) GMCA CULTURE FUNDING 2020 ONWARDS

The Portfolio Leader introduced a report, which summarised progress of the first year of the GM Cultural Portfolio and outlined 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.

RESOLVED/-

1. That the Committee noted 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.

2. That Members 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 Greater Manchester.
    - That criteria for cultural organisations bidding for GMCA Culture Fund remain the same as 2018-2020 programme (set out in paragraph 3.3 of the report).
    - 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 £270k of the GM Cultural Fund per annum to GM Culture Strategy priorities where they could not be delivered by a single organisation, but would 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 would need to be given to issues of balance (across art form and geography) and overall resources available. As part of this process GMCA was minded to consider limiting the amount of funding any single cultural organisation could receive to no more than 15% of the Greater Manchester Cultural Fund.

SCIFC/11/19 DATES AND TIMES OF FUTURE MEETINGS

RESOLVED/-

1. That in accordance with the Committee's Terms of Reference, Members be provided with future dates and times of meetings.
2. That a meeting be scheduled for early December 2019.

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GMCA GREATER MANCHESTER COMBINED AUTHORITY

Greater Manchester Culture and Social Impact Fund Committee

Date: Thursday 16 January, 2020

Subject: Chair's Update

Report of: Cllr David Greenhalgh, Portfolio Lead Leader for Culture

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PURPOSE OF REPORT:

To update Culture and Social Impact Committee members on the work of the Greater Manchester Culture Portfolio.

RECOMMENDATIONS:

Members are asked to:

- Note activity undertaken since the last Culture and Social Impact Fund Monitoring Committee, 2019.

CONTACT OFFICER:

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

1. PURPOSE OF REPORT.

1.1 This report is to update members on activity undertaken to deliver portfolio priorities since the last Greater Manchester Culture and Social Impact Monitoring Committee.

1.2 This meeting, which falls outside the usual scheduled six-monthly meeting cycle, was requested at the last meeting in July to update members on the progress of the Greater Manchester Culture Fund. As there is a substantive item for this piece of work, it will not be covered in this paper.

2. ACTIVITY

2.1 Distractions

Distractions, which took place on July 18, 19 and 20 was a long weekend of debates, talks, panels, content and new music showcases, presented by Manchester International Festival, FutureEverything and Sound City, developed by the Mayor of Greater Manchester, Andy Burnham and Greater Manchester Combined Authority, with the support of Peter Saville, Rose Marley and Modern Designers. This pilot event was designed to position Greater Manchester at the cutting edge of digital and creative innovation.

THURSDAY 18 JULY – FUTUREEVERYTHING – ALTERNATE FUTURES

Instead of allowing technology to distract us, how can we harness digital tools to better shape the future together? Alternate Futures invites you to explore and develop ideas for an alternate future. A future that is more connected, more collaborative and one that makes space to amplify different voices. Alternate Futures showcases some of the amazing innovation and collaboration happening right here in Greater Manchester — a global testbed in digital leadership.

FRIDAY 19 JULY – SOUND CITY MANCHESTER

Tech is driving future entertainment. AR, VR, MR, 3D immersive technology, facial recognition in stadiums, ticketing and social media – they all make global entertainment bigger and more innovative than ever. The new talent of the future is as likely to be a digital designer as much they are a DJ or performer, a fact that raises questions and invites opportunity.

SOUND CITY MANCHESTER MUSIC SHOWCASE

Alongside the conference Sound City ran a free live music programme at Manchester International Festival Square, curated by an independent A&R panel, chaired by Oli Wilson. The showcase, compered by Jenna G, will shine a light on the very best musical talent in Greater Manchester.

SATURDAY JULY 20 – MANCHESTER INTERNATIONAL FESTIVAL – INTERDEPENDENCE – LIFE HACKED

In Manchester International Festival's final Interdependence summit, they examined how leaps forward in science and technology are enabling us to reconfigure our minds, bodies and relationships with each other. We'll join the artists, scientists and thinkers who are reckoning with the big questions of our automated age: what are the ethical considerations around AI? Should Facebook be paying you? How can we make the web more democratic? Can machines help us rebuild the planet faster than we are using them to destroy it?

The full line-up was as follows;

Alex Junawitz - Alex Nelson – ALLY - Andrew Hirst - Andy Wood - Anna Ridler - BBC Connected - BBC Radio Manchester - Brendan Dawes – Chunky - Claire L Evans - Clint Boon - Cllr Elise Wilson - Creative Diversity Network - Cubic Notion - Dame Wendy Hall - Dan Hett - Dan Parrott - Debs Williams - Deviate Digital - Digital Imagination - Dr Alex Lockwood - Dr Subramanian Ramamoorthy - Elen Parry – Evabee - Fingoplay – Francis Lung - Fresh – Fu Yihan Future Everything - Goldsmiths College - Grimm Twins - Howard Murphy - Jakob Kudsk Steensen - Jeff Thomson - Jiayu Liu - John McGrath -- Karen Boardman- Karen Gabay - Kiera Lawlor - La Duma - Leather Party - Lizzie O'Shea – Lottery Winners - LowFour - Lynch's - Manchester City Football Club - Manchester International Festival - Manchester Metropolitan University - Marketing Manchester – Marshmallow Laser Feast - Martin Bryant - Matthew Cox - Mia Moon - Michael Dugher - Mike Blake-Crawford - Mike Garry – Modern Designers - Modern English - Novara Media – Oppo – Ostereo - Paloma Dawkins - Paul Bason - Penny Macbeth - Peter Saville - Prima - Professor Sophie Scott - Rafael Lozano-Hemmer - Refik Anadol - Reform Radio – Resonate - Rose Marley - Sacha Lord - Sammy Andrews - Sarah Norford Jones - School of Digital Art - See Thru Hands - Sheona Southern - Slow Knife - Social Chain - Sound City Manchester - Sunderland University - Tech For Good Live – TEM - Terry Tyldesley -

UCL – UnConvention - University of Edinburgh - Verena Rieser - Vivien Sansour - Vrai Pictures - Wayne Hemingway – Yemi Balotiwa - YEO

GMCA Culture Creative and Digital teams and Andy Burnham are considering the best way to continue the more successful elements of the pilot alongside partners, with a view to fulfilling intention outlined in GM's Local Industrial Strategy.

2.2 **Greater Manchester Music Review**

On the second day of Distractions, GMCA and UK Music launched the Greater Manchester Music Review. The review was chaired by Inspiral Carpets bass player Martyn Walsh, BPI chair Ged Doherty and Co-Director of Crisis Management LLP Karen Boardman. The review makes a number of recommendations to enhance Greater Manchester's musical strengths. These recommendations have been informed by extensive consultation including three roundtables involving key music representatives from across Greater Manchester, as well as two public surveys.

The Greater Manchester Music Review recommended:

1. Setting up a new music board
2. Establishing a talent pipeline fund
3. Establishing a global music city region
4. Protecting grassroots venues through Agent of Change
5. Incentivise businesses with discounted rates
6. Coordinate music education services
7. Opportunities for emerging artists
8. Inclusive networking
9. Reaching out to every corner of the city region
10. Integrating transport

GMCA Officers, alongside GM Night Time Economy Sacha Lord, are exploring the best way of implementing the recommendations, with a programme of activity, relating directly to delivery of the recommendations in the report, being developed in early 2020, once there is clarity around what will be delivered through the Greater Manchester Culture Fund and where there might be need for additional activity and resource.

2.3 **Deeds Not Words**

Deeds Not Words was an attempt to ensure that Greater Manchester continues to have positive conversations with partners across Europe, regardless of the outcome of Brexit. Liverpool City Region and GMCA share an office in Brussels so decided to programme an event that reminded our European colleagues of our strong city-to-city relationships. Inspired by our shared progressive social history and international reputation as music city regions, we co-developed the event, supported by the UK Permanent Representation (UKREP) to the EU by Katrina Williams, Julie Ward MEP and the UK Women Brussels network.

The event was inspired by Brighter Sound's Both Sides Now project, which highlighted that Recent only 2% of UK songwriters, composers registered with PRS are women living in the North, only 15% of record labels are majority owned by women, and only 32.2% of employees across the industry are female.

Liverpool City Region and Greater Manchester Combined Authorities brought together more than 100 artists and leaders in Brussels for a symposium to debate how, by working collaboratively across Europe, we might improve gender equality in music and art.

DEEDS NOT WORDS - SPEAKERS & PRESENTERS				
SESSION 1: 2 - 3 PM				
CHAIR:	**5 mins**	Katrina Williams	Deputy Ambassador UKREP	Welcome and housekeeping
CONTEXT SETTING	**5 mins**	Pernille Kousgaard / Sarah Lovell / Marie-Claire Daly / Maria Gonzalez	LCRCA and GMCA	Introductions from LCRCA and GMCA - why this event, why now, who we are and overview of the day
PRESENTATIONS:				
RISE	**20 mins**	Alicia Smith	Arts and Participation Manager - Culture Liverpool	Video, ppt and presentations
		Sarah Meagan	Arts Development Officer - Culture Liverpool	
		Kate Hazeldine (LUNA)	Musician / Artist	
		Amina Atiq	Spoken Word Artist	Spoken word performance
BRIGHTER SOUNDS - Both Sides Now	**20 mins**	Deborah King	CEO Brighter Sounds	Video, ppt and presentations
		Kate Lowes	Project Manager - Both Sides Now	
		Hannah Ashcrosft and LOUQ	Artists, Both Sides Now	
		CHAINES	Artists, Both Sides Now	
Q& A	**10 mins**	Led by Chair, Alison Clark		To draw out the common themes / and what we might want to take forward to the CULT Committee?

SESSION 2: 3 - 4 PM				
CHAIR:	**5 mins**	Anna Lisi Boni		Introduction and focus of session
FOCUS: Female leadership, best practice and practical solutions.	**50 mins**	Simone Roche MBE	CEO Northern Power Women (UK)	Panel discussion with female artists, culture leaders and industry experts from across Europe
		Fiona Gibson	CEO Everyman & Playhouse Theatres & GM LEP Board member (UK)	
		Speaker 1	Grand Lyon	
		Speaker 2	Grand Lyon	
		Irini Vouzelakou	British Council	
		Isle Ghekiere	Voices of Culture, a dialogue meeting with the European	
		Nadine Plateau	Involved in the women's movement since 1970, co-founded the first women's house in Brussels in 1975.	
		Matias Flensborg	EU-Project Manager WILM (Denmark)	
		BabyRocks Sampler	Family friendly gigs in Manchester for parents & carers	
CHAIR	**5 mins**	Anna Lisi Boni		Summing up and what's next?
BREAK				
SESSION 3: 4:30 - 6 PM				
CHAIR:		Julie Ward	MEP	
FOCUS:What changes re gender equality and issues raised in previous sessions do we want to see in Europe?	**20 mins**	**INTERACTIVE DISCUSSIONS AND POST IT NOTES ON TABLES?**		
	30 mins	Alison Mackenzie Folan	CEO Wigan Council (UK)	Discussion of ideas shared with panel
		Rosanna Lewis	British Council	
			Scotland?	
		Deborah King	Brighter Sound	
	20 mins	Julie Ward	**SUMMING UP IDEAS**	Outcomes and ideas to be taken forward to CULT Committee
	20 mins	Panel members call to action....	**HOW WILL WE TAKE THIS FORWARD IN THE UK/EU?**	
NETWORKING 6 - 7 pm				
EVENING RECEPTION: 7 - 9 PM				
WELCOME	**10 mins**	Katrina Williams	UKREP- Deputy Ambassador?	
SPEECHES	**15 mins**	Julie Ward	MEP	
		Alison McKenzie Folan	EU rep	
PERFORMANCES	**1 hr?**	Hannah Ashcroft and LOUQ	BSN	
		LUNA	RISE	
		CHAINES	BSN	
FINISH 9 PM				

Committee Vice President, Julie Ward, shared policy suggestions developed during the symposium with the European Parliament's Committee on Culture and Education (CULT). Attendees and colleagues are currently working on a proposal, based on the event and supplementary questions arising from the event, which we will complete in early 2020.

2.4 **Towns and High Streets**

Since July, the Culture Team has been working extensively on policy around high streets and town centres, particularly in relation to regeneration, creativity and the night time economy.

Creative Improvement Districts

The GMCA Culture team, in collaboration with the Greater Manchester Night Time Economy Adviser and Arts Council England have developed an initiative to use culture, creativity and the night time economy as catalysts for economic growth and regeneration, particularly in the context of declining retail-led high streets. The definition of creativity is deliberately broad, from independent food and drink, to makers, to live music venues. The team are working with Oldham and Stockport on a pilot initiative. The team are also working with a group of advisers from a broad group of sectors, from live music venues, to promoters, to visual artists and food and drink experts, to understand the needs of the sector, as well as the Centre for Local Economic Strategies (CLES) to understand the socio-economic value and potential of this approach.

The pilot is looking at ways to create the conditions for creative businesses and creativity to flourish in towns. This includes looking at best practice examples such as Berlin, Liverpool's Baltic Triangle and Peckham Levels, and understanding what public sector assets and levers are available.

The advisory group for Creative Improvement Districts met in October, and the interventions and initiatives agreed on broadly fell in to the following categories:

- Spatial
- People
- Legislative
- Financial
- Branding

The Culture Team are now working with Oldham and Stockport to understand what interventions can be made. An initial event is planned for the 18th December to further understand what Oldham's creative community (and anyone looking to relocate to Oldham) want and need.

There has also been interest in this initiative from Wigan, Bolton, Rochdale and Tameside, and the Culture team will ensure learning is applicable across all of Greater Manchester.

This work sits alongside our commitment to support all successful districts in the preparation design and delivery of Heritage Action Zones, Historic High Streets, Future High Streets and Stronger Towns.

We have been working with Directors of Place and bid leads to ensure that culture, creativity, heritage and the night time economy feature where appropriate in the following;

Future High Street Fund

1. Bolton
2. Farnworth
3. Rochdale
4. Oldham
5. Stockport
6. Stretford
7. Wigan

Historic high streets

1. Wigan
2. Tyldesley
3. Stalybridge

Towns Fund

1. Cheadle
2. Oldham
3. Rochdale
4. Bolton

Town of Culture (general update, not discussion on applications)

In Autumn, 2019, GMCA launched its first ever Town of Culture Competition, which will see one town in the city-region awarded Greater Manchester Town of Culture status in 2020.
The accolade will see investment in 2020 totalling £120,000 designed to aid a burst of creativity in the town and across the borough with local people encouraged to devise or participate in cultural events which could range from festivals, family days, concerts, exhibitions and opportunities to explore, reflect on and enjoy the heritage of the area.

The Town of Culture accolade will be an annual award highlighting the distinctive creativity and diversity of one of Greater Manchester's many towns, putting a spotlight on the remarkable art, culture and heritage that exists across Greater Manchester.
Judging entrants took place in early December, with a panel overseen by Local Enterprise Partnership member, Chief Executive of Liverpool's Everyman & Playhouse Theatres Fiona Gibson, and Lisa Nandy, Chair of the Centre for Towns and recently re-elected MP for Wigan.

Town Centre Living Campaign

All our work around Town Centres will be brought together in a Town Centre Living Campaign, launching on December 18th and running throughout 2020. The campaign, managed by the GMCA comms team will;

- Celebrate what we have already
- Shine a spotlight on what's going on now
- Teasing what's in the spatial framwork
- Targeting what we need (where our hands are tied)

The campaign will also target messaging around the things we can't do due to Government legislation and funding allocations.

Areas of focus

We want to make sure every borough is involved in this campaign. Through looking at four key areas we can ensure every borough has a story to tell. The themes of the campaign will focus on:

- Culture
- Connectivity
- Power and responsibility
- Liveability

The campaign will include Mayoral visits to key sites, media activity, events, stakeholder briefings, regular social media content, amplification of new and existing activity and graphics that support the messaging around the campaign. To build a strong story we will create an activity plan that started in December 2019 and will run throughout 2020; activity will be managed during the mayoral pre-election period to ensure the campaign complies with the relevant codes.

Messaging

There will be three key messages that run through the entire campaign

- We're releasing and realising the potential of our town centres
- Town centres are untapped resources for living well
- We need more support to unlock the potential of our town centres. Our hands are tied and we need more legislative changes to make the most of our potential

2.5 **Heritage Topic Paper**

As part of regular engagement with GMCA's planning team, Historic England and planning colleagues from all ten Greater Manchester Districts, the GMCA culture team has worked to shape a Heritage Topic paper, which looks at the make-up and value of the historic environment of Greater Manchester.

The purpose of the paper is to explore the historic environment looking at related strategies and policies and the state of the historic environment in Greater Manchester. It identifies key messages and issues that the Greater Manchester Spatial Framework will need to address.

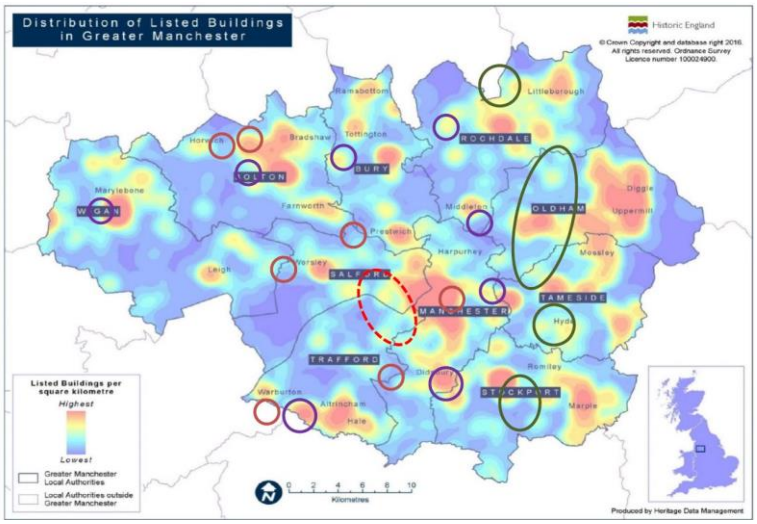
Heritage Assets

i. The majority of the heritage assets within Greater Manchester fall within the following categories:

- Industrial heritage: mills, commercial buildings, chimneys, civic buildings, churches and associated housing, parks and gardens and model villages;
- Transport infrastructure heritage: historic bridges (some of medieval origin), canals and railway infrastructure;
- Leisure heritage: public houses, swimming baths, billiard halls and cinemas;
- Religious heritage: churches, chapels and other buildings, serving all denominations;
- Large hall residences and their associated open spaces;
- Places of social, political and cultural reform and improvements: sites relating to historical events, institutions and commercial enterprise;

- Significant archaeological sites: associated with Roman and medieval activities; and
- Open spaces: those surrounding historic buildings, squares, markets and landscape infrastructure such as railing gates, walls and monuments.

The collective significance of Greater Manchester's heritage is recognised nationally through the statutory designations that apply to heritage assets and is evidenced locally through designated Conservation Areas (CAs) and the Greater Manchester Historic Environment Record (HER) database that has over 18,900 entries including monuments, buildings, find spots and historic places. These include nationally designated (including 3,892 listed building and 30 Registered Parks and Garden), scheduled (42 Scheduled Monuments), locally



designated (including 245 CAs, 278 designated assets in Salford and 464 designated assets in Stockport) and non-designated assets.

The paper (draft attached, Appendix 1) sets out a number of recommendations, to be discussed, reviewed, agreed and implemented in Greater Manchester's Spatial Framework (GMSF). It is recommended that the GMSF:

- Is in compliance with national policy and legislation;
- Provides a positive strategy for conservation, enhancement and enjoyment of the historic environment;
- Balances growth with the conservation and enhancement of Greater Manchester's historic environment, recognising the contribution that heritage

assets make to achieving the GMSF objective of building a sustainable and resilient city-region;
- Ensures that development reflects local character and distinctiveness and sense of place;
- Delivers high quality design in new development;
- Reduces the number of entries on the Heritage at Risk Register; and
- Provides a robust implementation strategy for the framework that gives equal weight to delivery of all aspects of the plan, including conservation of historic environment.

The GMCA Culture Team will commission further analysis of this report to explore how we might make the most of our rich built heritage, from improving our narrative to visitors to recommending new uses for heritage assets, in order to preserve them for the future. This work will sit alongside a GM Mills Study, co-commissioned by GMCA with Historic England.

Night Time Economy – Late Night Transport Survey

In August, GM Night Time Economy Adviser Sacha Lord, alongside Transport for Greater Manchester, launched an in-depth survey into the night-time travel patterns of Greater Manchester residents. The survey, which included specific questions about cultural activity, asked residents to describe what modes of travel they use between 6pm and 6pm, what their experiences are, and how public provision might be improved.

The survey, which closed in mid-November, received more than 11,000 responses, the largest single response rate to a survey in GMCA's history. GMCA Analysts are currently working through responses before a series of policy recommendations and actions will be agreed and implemented by TfGM, GMCA and Andy Burnham in early 2020.
Already, following the closure of the survey, TfGM agreed to pilot late-night trams during the festive period, extending weekend running hours to 2am on all routes.

Alongside this work, Sacha has also been piloting safety havens in Wigan Town Centre, in partnership with Wigan Council, St John Ambulance, Greater Manchester Police and Greater Manchester Combined Authority (GMCA). The Haven will be operational every Saturday throughout the Christmas period between 10pm and 4am, depending on reveller turnout, and will be located on College Avenue. The service will cover the King Street and Wallgate area and will provide free low-level medical attention and a place to go if partygoers lose their friends or need to charge their phones.

Appendix 1

Greater Manchester Spatial Framework

Heritage Topic Paper

Revision A

Prepared on behalf of:

Greater Manchester Combined Authority

September 2019

BDP.

	Revision A		
Date	September 2019		
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Executive Summary

Introduction

i. The purpose of the paper is to explore the historic environment looking at related strategies and policies and the state of the historic environment in Greater Manchester. It identifies key messages and issues that the Greater Manchester Spatial Framework will need to address.

Heritage Assets

ii. The majority of the heritage assets within Greater Manchester fall within the following categories:

- Industrial heritage: mills, commercial buildings, chimneys, civic buildings, churches and associated housing, parks and gardens and model villages;
- Transport infrastructure heritage: historic bridges (some of medieval origin), canals and railway infrastructure;
- Leisure heritage: public houses, swimming baths, billiard halls and cinemas;
- Religious heritage: churches, chapels and other buildings, serving all denominations;
- Large hall residences and their associated open spaces;
- Places of social, political and cultural reform and improvements: sites relating to historical events, institutions and commercial enterprise;
- Significant archaeological sites: associated with Roman and medieval activities; and
- Open spaces: those surrounding historic buildings, squares, markets and landscape infrastructure such as railing gates, walls and monuments.

iii. The collective significance of Greater Manchester's heritage is recognised nationally through the statutory designations that apply to heritage assets and is evidenced locally through designated Conservation Areas (CAs) and the Greater Manchester Historic Environment Record (HER) database that has over 18,900 entries including monuments, buildings, find spots and historic places. These include nationally designated (including 3,892 listed building and 30 Registered Parks and Garden), scheduled (42 Scheduled Monuments), locally designated (including 245 CAs, 278 designated assets in Salford and 464 designated assets in Stockport) and non-designated assets.

Legislation, Planning Policy and Guidance

iv. It is important that the GMSF takes in account primary legislation and policy for the historic environment. The Planning (Listed Building and Conservation Areas) Act 1990 is the primary legislation for heritage protection in England. Also of significance is the Ancient Monuments and Archaeological Areas Act 1979, Historic Buildings and Ancient Monuments Act 1953, Planning and Compulsory Purchase Act 2004, National Planning Policy Framework 2019, National Planning Practice Guidance and Best Practice, Historic England Advice notes, and local policy and studies.

The Value of Historic Environment

v. The historic environment is an asset of enormous economic, social and environmental value:

Environmental Value

vi. It provides a unique record of the development of Greater Manchester from Roman times to the present day through its unique quality, design and materials and thereby makes a very real contribution to quality of people's lives in Greater Manchester and the quality of its places. The sustainable use of existing buildings is a national priority as reflected within the NPPF and the historic environment plays a critical role in sustainable development by minimising energy, carbon and financial cost implications of new development.

Social Value

vii. The majority of people in England visit heritage sites and believe that they are important to local communities. The historic environment is valued for its positive contribution to our knowledge, sense of identity and community life, by boosting social capital, increasing mutual understanding and cohesion and encouraging a stronger place. Volunteering in heritage can contribute to people's personal development, and there is emerging evidence of a positive relationship between heritage participation, wellbeing and health.

Economic Value

viii. Heritage plays an important part in shaping peoples' perceptions and authentic experiences of a place and has a potentially powerful role to play in shaping distinctive, vibrant and prosperous places which are pull factor for business. The historic environment makes a positive contribution to UK GDP, particularly as a driver of overseas tourism, but also in making a place attractive to those looking to work, study or undertake business. Heritage-led regeneration is of particular value in areas of high economic and social deprivation, by transforming rundown derelict historic areas into vibrant places in which people wish to live, work and spend their money.

Trends

Heritage At Risk

ix. Heritage at risk can result in socio-environmental degradation including crime, vandalism, fly tipping and the consequent decline in the significance and character of an area. Greater Manchester has a relatively small proportion of heritage assets on the formal Heritage at Risk register; some 2% of listed buildings, 7% conservation areas and 2% of scheduled monuments, however there are considerable gaps in the evidence base. Condition information on conservation areas, is more detailed and perhaps provides a useful yardstick in terms of the state of the historic environment within the city-region. Overall 7% of conservation areas are 'at risk' but the proportion is much higher in some districts.

Vulnerability of Certain Building Typologies

x. Greater Manchester's historic mills are rapidly being lost with many more standing empty and neglected. Since the 1980s, 45% of Greater Manchester's historic mills have been lost. Notwithstanding mills, there is a wider diversity of vulnerable industrial heritage that is often non-designated. Other vulnerable typologies highlighted by stakeholders include agricultural and civic buildings and public houses.

Conservation and Economic Viability

xi. Change is often vital to facilitate the optimum viable use of heritage assets, so they can continue to receive investment but there are a range of challenging factors that can affect the scope and economic viability of adaptation from structural condition to geographical location. In order for development to become viable, some form of funding is required to meet the 'conservation deficit' either in the form of a grant (such as Heritage Lottery Fund and Future High Street Fund including heritage Action Zones), or 'enabling development'. Conservation Area status, Heritage Action Zones and Town Centre Challenge initiative can be a focus for attracting and channelling grant aid.

Local Identity, Character and Distinctiveness

xii. Greater Manchester is made up of many areas each with their own sense of place, local character and distinctiveness, which are particularly important at a local level. Therefore, it is crucial that new development reflects and enhances the built environment and avoids creating homogenous places that become undesirable to live and invest in. The historic environment, when well-managed, can be a valuable source of prosperity, wellbeing and community cohesion.

Heritage, Growth and Design

xiii. It is important to reconcile the need for economic and housing growth with the protection and enhancement of the historic environment. Whilst it is recognised that Greater Manchester will need to ensure that there is a long-term plan to deliver its high level of growth, it is important that this is balanced with the requirement that cultural and heritage assets are preserved for future generations. In considering development in historic environments, the need for development should be balanced against protecting / enhancing the historic environment, keeping in mind that good growth stems from an approach where heritage and development are considered as complementing rather than competing factors that contribue to the enhancement of place.

Heritage and Climate Change

Climate change will be a key driver of future change, but the overall quality, diversity and distinctiveness of our historic environment needs to be recognised as it evolves and responds to new pressures. Historic buildings vary greatly in the extent to which they can accommodate change without loss of their significance and taking into consideration the extent of the historic environment across Greater Manchester, improving the energy efficiency of existing buildings needs to be applied with particular care and sensitivity.

Recommendations

xiv. In order to be assessed a sound plan, the heritage paper recommends that development of the GMSF:

- Is in compliance with national policy and legislation;
- Provides a positive strategy for conservation, enhancement and enjoyment of the historic environment;
- Balances growth with the conservation and enhancement of Greater Manchester's historic environment, recognising the contribution that heritage assets make to achieving the GMSF objective of building a sustainable and resilient city-region;
- Ensures that development reflects local character and distinctiveness and sense of place;
- Delivers high quality design in new development;
- Reduces the number of entries on the Heritage at Risk Register; and
- Provides a robust implementation strategy for the framework that gives equal weight to delivery of all aspects of the plan, including conservation of historic environment.

1 Introduction

1.1 Purpose of this paper

1.1.1 This document is a topic paper on the historic environment that forms part of the evidence base to inform the preparation of the Greater Manchester Spatial Framework (GMSF).

1.1.2 The purpose of the paper is to explore the historic environment looking at related strategies and policies and the state of the historic environment in Greater Manchester. It identifies key messages and issues that the Greater Manchester Spatial Framework will need to address.

1.2 The Greater Manchester Spatial Framework

1.2.1 The Greater Manchester Combined Authority (GMCA) has prepared a draft of Greater Manchester's Plan for Homes, Jobs, and the Environment, otherwise known as the Greater Manchester Spatial Framework (GMSF). The GMSF sets out a plan for Greater Manchester's growth and development over the period to 2037, including the scale and location of new development across the ten districts, as well as other policies aimed at improving the lives of local residents and transforming Greater Manchester into a world-leading city-region.

1.2.2 The land proposed to accommodate the growth and development over the plan period has been identified through GMSF Brownfield Registers and a full land supply, which identified sites suitable to accommodate the Objectively Assessed Needs and Housing Targets. In line with GMSF's overarching goals to maximise potential of land and build at higher densities in the most accessible locations (e.g. city and town centres), the majority of development (including 87% of housing, 95% of offices and 50% of industrial and warehousing development) within the plan period will be on land within the urban area, most of which is brownfield land. GMSF therefore is expected to stimulate growth and regeneration across city-region's established urban area and act as an effective means of supporting investment in the existing built fabric of the city-region and its constituent towns and cities.

1.2.3 The regeneration of urban areas, particularly as locations for new housing, where heritage assets have a powerful and strong presence (e.g. through civic, religious, leisure and commercial assets) will be supported by strong policies to help regenerate the historic environment. Building on successful schemes, GMSF policies will help turn disused or underused buildings into creative spaces, offices, retail outlets and housing, making heritage work better for modern life. The GMSF overall approach to accommodating the majority of Greater Manchester's identified development in brownfield sites and town centres sits well with the conservation agenda and is compatible with the Government's recent programmes of funding positive changes in town centres and high streets.

1.2.4 The scale and distribution of development required to meet the needs of Greater Manchester will also require release of a limited amount of land from the city-region's Green Belt and safeguarded open land, however this will be dependent on the appropriate transport and other infrastructure at local level is provided to support the current and future population of those sites. The land taken from the Green Belt forms GMSF's 'site allocations,' which will contribute to the future growth of the city-region. These sites generally have little heritage merit, due to their location being mostly rural, however the GMSF will ensure through strategic policies as well as site-specific policies, that harm to the significance of the heritage assets, including effects on their setting, is avoided. The framework will also ensure that where possible, the development of the site allocations will act as a catalyst, presenting opportunities to tackle any heritage at risk and better reveal the significance of heritage assets through sensitively designed development.

1.3 GMSF and the historic environment

1.3.1 During the 18th and 19th centuries Greater Manchester's cotton industry led the world to the first industrial revolution and the commercial heart of that industry was the city of Manchester. There had been permanent settlements across Greater Manchester since the Roman times, but the impact of that particular period on urban growth and settlement has been substantial. The collective significance of Greater Manchester's heritage is recognised nationally through the statutory designations that apply to heritage assets and is evidenced locally through designated Conservation Areas (CAs) and the Greater Manchester Historic Environment Record (HER) database that has over 18,900 entries including monuments, buildings, find spots and historic places.

1.3.2 The decisions and actions that will occur through the implementation of planning policies will impact on what the historic environment will be like in the future. There is an opportunity to maximise and sustain Greater Manchester's heritage, protecting and enhancing assets in a positive and constructive manner.

1.3.3 In the preparation of the GMSF it is essential that the future needs and opportunities with regard to the historic environment are assessed as part of the overall evidence base for the plan. This Heritage Paper, part of the evidence base for the GMSF, seeks to do just that. It examines evidence relating to Greater Manchester's historic environment, to identify the state of the historic environment in Greater Manchester and the key messages that the GMSF will need to address.

1.3.4 This Heritage Paper has been influenced by a range of studies related to the historic environment as well as the valuable input of officers from GMCA, Historic England, the Greater Manchester Archaeology Advisory Service (GMAAS) and the ten GM districts, including a workshop held in July 2019.

1.4 Structure of this Paper

1.4.1 The paper is structured as follows:

- **Section 2:** A Profile of the Greater Manchester Historic Environment - describes the origins, development and character of Greater Manchester.
- **Section 3:** Heritage Assets – outlines Greater Manchester's historic environment today.
- **Section 4:** Legislation, Planning Policy and Guidance - provides an overview of relevant legislation, policy and guidance to the historic environment.
- **Section 5:** The Value of the Historic Environment – sets out why the historic environment is important to Greater Manchester, based on its economic, social and environmental value.
- **Section 6:** Trends - summarises the issues and opportunities pertaining to the historic environment as experienced in Greater Manchester.
- **Section 7:** Recommendations – concludes this topic paper, noting the different ways in which the issues raised in this paper can be addressed in the GMSF.

2 A Profile of the Greater Manchester Historic Environment

2.1 Introduction

2.1.1 This Topic Paper describes the origins, development and historic built environment of the city-region. It focusses on the City of Manchester, the commercial heart of the city-region, along with the network of towns and villages that developed across each of the ten Greater Manchester districts.

2.2 Origins and Development to the Beginning of the 20th Century

2.2.1 The origin of most towns and cities lies in the geography of their location. Inland settlements were generally established at river crossings and at strategic points along long-distance road networks. Manchester sits in the north-eastern corner of a plain defined to its north and east by the Pennine Hills. Many streams and rivers flow from these hills and down to the plain.

2.2.2 The earliest documented reference to Manchester is in the Antonine Itinerary, the Roman imperial road book of the 2nd Century AD, where it is variously named Mamucium and Mancunium. The site referred to is at the intersection of an extensive network of Roman roads running to forts at Chester, Buxton, Brough, York, Aldborough, Ribchester, Carlisle and Wigan. The rivers Irwell, Irk and Medlock flow through the area, whilst the Mersey lies just to the south. Transport and communications infrastructure would remain central to the development of Manchester over the next two millennia and become in itself a generator of urban form and development.

2.2.3 From the year AD 79 a large Roman fort and civilian settlement or vicus were progressively established on a raised area above the confluence of the rivers Irwell and Medlock in today's Castlefield. The Romans left in AD 410 and almost all of the remains of the Roman fort were demolished in the early 19th Century.

2.2.4 An entry in the Anglo-Saxon Chronicle for 923 records that King Edward the Elder of the Mercians and his queen Ethelflaed repaired and fortified Manceastre. The site this entry refers to is just under a mile to the northwest of the abandoned Roman fort on a steep sandstone bluff at the confluence of the rivers Irwell and Irk. This site (now occupied by the Collegiate Church domestic buildings of 1421 that are part of Chetham's School of Music) became the core of the medieval town of Manchester. Of this medieval town, nothing earlier than the 15th Century survives. However, the town grew and flourished, having a fine parish church, stone bridges and an extensive market place.

2.2.5 From the 16th Century Manchester became a major trading centre for the network of south Lancashire towns that specialised in the production of cloth. Whilst politically Manchester was simply a village - Daniel Defoe's 'Greatest Mere Village in England' – Manchester was and remains a 'Can-Do' place - you can come to Manchester and prosper. Herein lies the origin of the metropolitan hub at the centre of a ring of important towns that became Greater Manchester.

2.2.6 A commodities exchange, opened in 1729, and numerous large warehouses aided the growth in commerce. However, Manchester's prominence in the Industrial Revolution begins with the mechanization and expansion of its historic textile manufacture. By around 1750 pure cotton fabrics were being produced and cotton had overtaken wool in importance.

2.2.7 The Irwell and Mersey were made navigable by 1736, opening a route from Manchester to the sea docks on the Mersey. The Bridgewater Canal, Britain's first wholly artificial waterway, was opened in 1761, bringing coal from mines at Worsley to central Manchester. The canal halved both the cost of coal and the transport cost of raw cotton, leading to a boost in the region's economy.

2.2.8 In 1780, Richard Arkwright began construction of Manchester's first cotton mill. Significant textile manufacture took place in Manchester, but the great majority took place in the towns of south Lancashire and north Cheshire. Manchester began expanding at an astonishing rate around the turn of the 19th Century and soon became the world's largest marketplace for cotton goods. It developed a wide range of associated industries, so that by the 1830s Manchester was without doubt the first and greatest industrial city in the world. Engineering firms initially made machines for the cotton trade, but diversified into general light and heavy engineering. Similarly, the chemical

industry started by producing bleaches and dyes, but expanded into other areas. Commerce was supported by financial service industries such as banking and insurance.

2.3 Two Cities and Ten Metropolitan Boroughs

Introduction

2.3.1 Manchester is the geographical and commercial heart of the Greater Manchester city-region, with the nine other metropolitan boroughs closely encircling the centre. These nine boroughs are Salford (also a city in its own right), Trafford, Stockport, Tameside, Oldham, Rochdale, Bury, Bolton and Wigan. Each borough is a microcosm of the city-region, with a main commercial and administrative hub surrounded by a network of smaller towns and large villages. These boroughs and their constituent towns are linked by an extensive and radiating road, canal, rail and tram network, making Greater Manchester the most complex urban region in the UK outside London.

Manchester

2.3.2 The size and shape of the City of Manchester is largely due to political and administrative factors. The boundary defines an area some 5 miles (8km) east – west and 14 miles (22 km) north – south. Within the city are various former townships and villages including Baguley, Bradford, Burnage, Chorlton-cum-Hardy, Clayton, Didsbury, Fallowfield, Gorton, Harpurhey, Levenshulme, Longsight, Northenden, Openshaw, Ringway, Rusholme, Moss Side, and Withington.

Bolton

2.3.3 Situated in the Pennine foothills 10 miles(16 km) north-west of Manchester, the Metropolitan Borough of Bolton includes the towns of Farnworth, Blackrod, Horwich, Kearsley, Westhoughton and Little Lever. Bolton has been a production centre for textiles since Flemish weavers settled in the area in the 14th Century , introducing a wool and cotton-weaving tradition. During the Industrial Revolution Bolton grew rapidly as a centre of cotton spinning and weaving, coal mining, textile bleaching and dyeing.

Bury

2.3.4 Bury lies 8 miles (13 km) north of Manchester on the River Irwell. The borough includes the towns of Ramsbottom, Tottington, Radcliffe, Whitefield and Prestwich. The Roman road from Manchester to Ribchester runs through Radcliffe. A medieval market town with a castle, Bury developed rapidly during the industrial revolution with the construction of textile mills, foundries and coal mines.

Oldham

2.3.5 Located 7 miles (11 km) north-east of Manchester, Oldham sits in the Pennine hills between the rivers Irk and Medlock. The borough includes the outlying towns of Chadderton, Failsworth, Royton and Shaw and Crompton, the village of Lees, and the parish of Saddleworth. Historically in Lancashire, and with little early history to speak of, Oldham rose to prominence in the 19th Century as an international centre of textile manufacture. It was among the first ever industrialised towns, rapidly becoming at its zenith the most productive cotton spinning mill town in the world. Facilitated by its flourishing textile industry, Oldham developed extensive structural and mechanical engineering sectors during the 18th and 19th Centuries. The manufacture of spinning and weaving machinery in Oldham belongs to the last decade of the 19th Century, when it became a leading centre in the field of engineering.

Rochdale

2.3.6 Rochdale lies in the foothills of the South Pennines on the River Roch, 10 miles (16 km) north-east of Manchester. The Borough of Rochdale includes the towns of Middleton, Heywood, Littleborough, Milnrow and the village of Wardle. Rochdale flourished as a centre of northern England's woollen trade, but rose to prominence in the 19th Century as a centre of cotton manufacture.

Salford

2.3.7 The role of the ancient hundred of Salford in the history of the region is important. At the time of the Norman conquest Manchester, and most of what now constitutes Greater Manchester, lay in the Anglo-Saxon Hundred of

Salford. Salford was granted a charter in about 1230, making it a free borough of greater cultural and commercial importance than Manchester. Although Manchester became pre-eminent, the close relationship between the adjacent cities of Manchester and Salford is of great antiquity.

2.3.8 Salford lies directly west of Manchester City Centre in a meander of the River Irwell, which forms part of its boundary with Manchester. The most important road, rail and waterway links between Manchester and Liverpool run through Salford. Within the city boundary lie the towns of Barton, Eccles, Ellenbrook, Irlam, Little Hulton, Patricroft, Pendlebury, Swinton, Walkden, Weaste and Worsley.

2.3.9 During the Industrial Revolution Salford became a major cotton and silk spinning and, weaving town. The completion of the Manchester Ship Canal in 1894 triggered Salford's development as a major inland port. By 1914 the Port of Manchester, most of whose docks were in Salford, had become one of the largest port authorities in the world, handling 5% of the UK's imports and 4.4% of its exports. Commodities handled included cotton, grain, wool, textile machinery and steam locomotives.

Stockport

2.3.10 Stockport lies 7 miles (11 km) south-east of Manchester City Centre, where the Rivers Goyt and Tame merge to create the River Mersey. It lies on the historic post and coaching route from Manchester to London and includes the areas of Bramhall, Cheadle, Cheadle Hulme, Marple, Bredbury, Reddish, Woodley and Romiley.

2.3.11 In the 16th Century Stockport was a small town known for the cultivation of hemp and manufacture of rope. In the 18th Century the town had one of the first mechanised silk factories in the British Isles. However, Stockport's predominant industries of the 19th Century were the cotton and allied industries. Stockport was also at the centre of the country's hatting industry, which by 1884 was exporting more than six million hats a year.

Tameside

2.3.12 Tameside is named after the River Tame, which flows through the borough, and spans the towns of Ashton-under-Lyne, Audenshaw, Denton, Droylsden, Dukinfield, Hyde, Mossley and Stalybridge plus Longdendale. Its western border is approximately 4 miles (6.4 km) east of Manchester City Centre.

2.3.13 The settlements in Tameside were small townships centred on agriculture until the advent of the Industrial Revolution. The towns of the borough grew and became involved in the cotton industry, which dominated the local economy.

Trafford

2.3.14 Trafford lies directly to the south west of Manchester city centre. The River Mersey flows through the borough, separating the historic counties of Lancashire and Cheshire. Within the borough lie the towns of Stretford, Sale, Altrincham, Bowdon, (all lying along the line of the Roman road to Chester), Old Trafford, Partington, Urmston, and the village of Warburton.

2.3.15 Historically, the economy of Trafford was dominated by agriculture. This continued even during the Industrial Revolution, as the textile industry in Trafford did not develop as quickly or to the same extent as it did in the rest of Greater Manchester, partly because of a reluctance to invest in industry on the part of the two main land owners in the area, the Stamfords and the de Traffords. Until the late 19th Century Trafford Park, which occupies an area of 4.7 square miles, was the ancestral home of the Trafford family. It was sold it in 1896 and from 1897 the world's first planned industrial estate was established there.

Wigan

2.3.16 Wigan is located 17 miles (27 km) west-northwest of Manchester on the River Douglas. The Metropolitan Borough includes the towns and villages of Leigh, part of Ashton-in-Makerfield, Ince-in-Makerfield, Hindley, Orrell, Standish, Atherton, Tyldesley, Golborne, Lowton, Billinge, Astley, Haigh and Aspull. Under its Roman name Coccium, Wigan was a significant Roman site in the late first and second centuries. It is believed to have been incorporated as a borough in 1246 following the issue of a charter.

2.3.17 During the Industrial Revolution Wigan experienced dramatic economic expansion and a rapid rise in population. Although porcelain manufacture and clock making had been major industries, Wigan became known as a major mill town and coal mining district. A coalmine was recorded in 1450 and at its peak, there were 1,000 pit shafts within 5 miles of the town centre.

2.4 Early Building Materials and Building Types

2.4.1 In medieval times building materials for high status buildings comprised sandstone for walling, and lead and sandstone flags for roofing. Lower status buildings employed timber for building frames, woven timber and plaster wall infill panels and thatch for roofing. In Pennine areas where sandstone was abundant, it was sometimes used for lower status buildings. From the 17th Century brick became fashionable, at first for high status buildings, but eventually for most building types. From the 18th Century slate for roofing became increasingly available as transportation became more cost-effective. In the 19th Century factory-produced materials became available including faience, terracotta, large sheet glazing, asphalt and sheet metal, augmented from the end of the 19th Century by structural steel, concrete and flat roof membranes. However, the predominant building materials in the city-region are red brick, blue slate and sandstone, the latter more common in the Pennine areas.

2.4.2 Surviving buildings of the medieval period are comparatively few in number and generally of high status. They include parish churches, bridges and houses of the gentry. Examples include the parish churches of Ashton-under-Lyne, Cheadle, Eccles, Manchester, Middleton, Prestwich, Radcliffe, Standish, Stockport and Warburton. Medieval gentry houses include Firwood Fold, Smithills Hall and Hall i' the Wood in Bolton, Baguley Hall in Manchester, Ordsall Hall and Wardley Hall in Salford and Bramhall Hall in Stockport. The Collegiate Buildings at Manchester of 1421 are the finest college buildings of their date in England.

2.5 Transport Infrastructure 1700 to 1900

2.5.1 Whilst Manchester and the surrounding towns had an extensive road network, the transportation of goods was both difficult and expensive. Packhorse trains operated fairly regular services between towns and cities, employing tens of thousands of packhorses (about 1,000 packhorses a day passed through Clitheroe before 1750). The businesses that operated packhorse services were known as carrying companies – Pickfords was an example – but costs were high and volume limited. From the 18th Century roads were improved, new turnpikes constructed and local wagon traffic increased. In the late 19th Century there were tens of thousands of cart horses in Manchester, and urban stables and smithies were numerous. The railway and canal companies had extensive stabling facilities in their yards and depots. Public street transport expanded from horse-drawn buses to trams, allowing new working class suburbs to grow up within an increasing radius.

2.5.2 Between 1730 and 1900 a series of major innovations led to an extensive and sophisticated transport infrastructure that progressively and dramatically increased the volume of traffic, reduced the cost of transportation and stimulated the growth of the regional economy.

2.5.3 In 1712 the engineer Thomas Steers made proposals to make the Mersey and Irwell navigable from Manchester to Liverpool, and the navigation was completed to Quay Street in 1736. The Bridgewater Canal, the first modern canal in Britain running cross-country without relying on the course of streams or rivers, was constructed between 1759 and 1765, bringing coal to Manchester from Worsley in Salford. By 1773 it had been extended to connect with the River Mersey at Runcorn. A national boom in canal building followed and included the Rochdale Canal (constructed 1798 – 1804), the Manchester, Bolton and Bury Canal (1791 – 1808) and the Ashton and Peak Forest Canal (1796 – 1800). Canal termini – secure areas accommodating wharves and carriers' warehouses - were established at Castlefield and Piccadilly. Wharves and warehouses survive here and elsewhere in the city region, for example Portland Basin in Ashton-under-Lyne. Bridges and boathouses also survive along the routes along with extensive original canal banks and lock systems. These were constructed of sandstone ashlar and were considerable feats of engineering.

2.5.4 Pressure for further improvements, primarily for goods but increasingly for passenger traffic, led to the development of the Liverpool – Manchester Railway. Constructed between 1826 and 1830 this was the world's first railway connecting

major urban centres. As with canal construction there followed a major boom in railway construction, developing over subsequent decades into a national network connecting cities, towns and villages. Major railway stations were constructed at Manchester Piccadilly (1842), Manchester Victoria (1844) and Manchester Central (1880). Massive freight yards and warehouses were built close to the passenger stations and this pattern was repeated in the surrounding towns. The built legacy of the railways includes station buildings, warehouses, bridges and associated civil engineering works variously pioneering new technologies in masonry, iron and steel. The cast and wrought iron bridges of Manchester are exceptional.

2.5.5 Still the pressure for improved transport continued. In 1882 the idea of linking Manchester to the sea and providing port facilities for ocean going ships was proposed. Constructed between 1887 and 1894, the 36 mile long canal was the largest navigation canal in the world. The newly created Port of Manchester (actually located in Salford), alongside the rapidly developing Trafford Park, became Britain's third busiest port, and again led to a huge boost in the region's economy.

2.6 Urban Development 1700 – 1900

2.6.1 The medieval centres of Manchester and the other boroughs were generally organic in their layout, responding to local topography and growing over time from the key generators of roads, rivers, and bridges. By 1700 Manchester was expanding in a planned manner. The second church in the town, St Ann's (1709 – 12), was built in a classical revival style on the site of the town's annual fair on Acresfield, at the head of a new square lined with gentry houses. New streets of houses for both gentry and professional people were developed, for example along King Street. These houses were generally in a plain Georgian idiom, red brick, symmetrical, sometimes with expressed quoins and segmental window heads. The old Market Street Lane was widened to a site known as Daub Holes, this given by the Lord of the Manor Sir Oswald Mosley as the site of a new Infirmary with public gardens (1755) and re-named Piccadilly. Grid-iron development of houses, churches and institutional buildings grew along Oldham Street to the north-east and Mosley Street to the south-west. The land was sold in parcels by prominent landowners, the parcels often sub-divided several times. Both rich and poor lived in the town centre, the poor in small, low quality housing on cheap and often insalubrious sites. The gentry gradually erected private institutional buildings such as libraries and assembly rooms. Towards the end of the century and into the early 19th Century a Greek revival style in fine-jointed sandstone ashlar was popular for these cultural temples.

2.6.2 There was great pressure on land, and towards the end of the 18th Century when noisy and smoky factories and warehouses gradually encroached into residential areas those who could afford to move to new suburbs such as Ardwick Green.

2.6.3 From the beginning of the 19th Century as the pace of development accelerated, factories and warehouses were established along the routes of the new canals. The cotton spinning mills were enormous plain brick structures, often employing innovative iron frames and fireproof brick vaults. They were sometimes lightened by vestigial pediments or bell cotes, the latter signalling the times of shifts. Towards the end of the 19th Century ever-larger spinning and integrated textile mills employing steel frames were constructed, especially in the surrounding textile towns. There were iron foundries and engineering workshops, some on a vast scale producing railway locomotives and carriages, machine tools, static steam and gas engines. These industrial buildings and bulk warehouses used a stripped classical style, sometimes on a monumental scale.

2.6.4 The radial road network connecting central areas to suburbs became the principal location for shops, which lined these routes with increased concentration of premises at major road intersections. Behind these radial roads were vast areas of terraced housing laid out in seemingly endless lines. Front doors opened directly onto the streets, and all except the smallest back-to-backs had rear yards with outside lavatories. Terraces often had general grocery stores or pubs on the corner sites, and were separated at the rear by narrow service entries. The standard of construction and accommodation varied but was generally good. There was pride in the appearance of these houses and the communities they created were strong. Professionals and gentry also lived in terraced houses, these on a grander scale, with the more affluent living in villas with gardens. New developments were constructed further from the city centre in the surrounding villages, for example in Chorlton on Medlock and Victoria Park. The locations were influenced by the acceptable length of a carriage or tram journey.

2.6.5 The first pubs were little more than private houses with one room open to the public for the sale of beer. Soon, the traditional small pub was established – beer was cheapest in the vault, slightly more expensive in the lounge where accompanied ladies were allowed and take-home supplies offered at the off-sales counter. More affluent people would drink and eat at taverns and hotels.

2.6.6 More religious buildings of an increasing number of denominations were established. Churches were far more than places of worship – they offered Sunday Schools, classrooms, social spaces for dances and concerts. They often had companies of boy scouts or church lads brigade, these with their own bands for Sunday parades. Before the state made provision, simple education was provided by churches and in ragged schools, whilst medical care was offered by infirmaries and voluntary hospitals, these funded by private donations and subscriptions. Produce markets, courts, prisons and gasworks also became larger and more numerous.

2.6.7 In 1837 a young Charles Barry, who had designed the Greek Revival Royal Manchester Institution (now the City Art Gallery), completed a new member's library and reading room promoting adult education and called The Athenaeum. He based his design on the Italian Renaissance palazzo, and this style and imagery were taken up with great enthusiasm by the mercantile textile traders, bankers and insurance companies. The palazzo style textile warehouses which were emporia for marketing, quality control and export were built in great numbers along Princess Street, Portland Street and Piccadilly, with similar style banks and insurance offices nearby. They became the 19th Century classic commercial building.

2.6.8 The region has always been a fertile bed of ideas and this has sometimes led to new building types. As the industrial revolution developed, employers realised that they needed an increasingly skilled workforce. This led to the establishment of working men's educational institutions known as Mechanics' Institutes. During the 19th Century many of these institutions became technical colleges offering daytime and evening course. The Manchester Mechanics Institute of 1824 was the genesis of Manchester University. Similarly, beginning at the end of the 18th Century, groups of people who were determined to secure wholesome food for the working population at reasonable prices established the joint ownership principles eventually known as the Co-operative Movement. This was formally established by the Rochdale Pioneers 1844. The original premises survive and the movement grew, producing the ubiquitous Co-Op stores in most towns, especially in the north west region. The substantial headquarters of this movement remain in Manchester and include several impressive buildings.

2.6.9 As municipal government strengthened, improvements in sanitation included fresh water supplies, drainage, washhouses and bathhouses. Similar improvements were made in street paving and lighting and the provision of buildings for education and healthcare was made. Towards the end of the 19th Century, councils were empowered to build public housing, schools, and libraries and also to develop public parks, including sports grounds and playing fields. Gardening and horticulture for those without gardens was provided by municipal allotments that were rented out a low cost.

2.6.10 This period saw an increasing growth in leisure time for the working classes and a consequent increase in sporting activities. Greater Manchester has a rich and diverse sporting heritage greater than that of many countries, sports being enjoyed by both participants and observers. Sporting activity begins in childhood and is deeply embedded in local culture. Its history goes back at least to medieval times and is evidenced regionally in records of archery, early forms of football, running, wrestling, and bowling, much centering on annual fairs.

2.6.11 During the 19th Century there was a rapid growth in organised sports and leisure facilities such as gymnasia, Lads' Clubs, boxing, bowls, tennis, running, athletics, cricket, football, rugby and golf clubs, many with interesting surviving grounds and pavilions. Amateur football clubs were established with Saturday and Sunday fixtures. In 1888 the English and Welsh Football League, the oldest in the world, was founded in Manchester and football is now the most popular sport globally. Other spectator sports include rugby, cricket, athletics, greyhound racing and motorbike speedway. Municipal authorities played an important part in the provision of sporting and leisure facilities building sports pitches and swimming baths. Public parks included tennis courts, bowling greens, boating lakes, bandstands and conservatories. Private companies built snooker and billiard halls, ice rinks and also large sporting and leisure parks such as Belle Vue and White City. The built legacy, whilst often much altered, is widespread and spans all types and scales of stadia, buildings and grounds.

2.6.12 Municipal pride was expressed in a new generation of public buildings including town halls, museums and art galleries, these producing buildings of high architectural quality in both classical revival and gothic revival styles. There was rapid development in buildings for public gathering and entertainment – lecture halls and auditoria, concert halls, theatres and music halls. New retail developments included department stores and glazed shopping arcades. As the century developed, architectural expression and quality of construction became richer, reflecting the wealth and confidence of the period. This was even expressed in a new generation of large and opulent pubs, some with dining rooms, billiard rooms and bowling greens.

2.6.13 Development in the towns surrounding Manchester followed this pattern on a varying scale depending on the size of the settlement and the strength of the local economy. Although most buildings became soot-blackened by over a century of intensive coal burning, by the end of the 19th Century, Britain had some of the finest towns and cities in Europe.

2.7 Urban Development from 1900

2.7.1 The Edwardian period excelled its recent predecessor in the grandeur of its architecture. The Edwardian baroque style included the use of steel frames, without which buildings of their size would be difficult to achieve, and also the widespread use of terracotta and faience. The enormous textile packing warehouses along Whitworth Street in Manchester are excellent examples. Large banks and insurance offices, for example on Upper King Street and Spring Gardens, continued this opulent display, as did many town halls and other public buildings in the surrounding towns.

2.7.2 The First World War was a major watershed in the economy and development of the region. Gradually, overseas markets were lost and production of many types of goods began to move overseas. The Second World War effectively bankrupted the country. Industrial facilities, which had been starved of investment for years, now became redundant on a vast scale. Workers' housing was also dilapidated and no longer met acceptable or expected standards.

2.7.3 Following the end of the First World War visions of a better and more egalitarian country began to be realised. There was a boom in both public and private sector suburban housing, which followed the principles of the Garden City and Arts and Crafts movements in a simplified and affordable manner. Mostly located on greenfield sites, they included the provision of new schools, libraries, churches, pubs and shops. In 1920, town planner Patrick Abercrombie identified Wythenshawe as the most suitable undeveloped land for a housing estate close to the city, and 2,500 acres (1,000 ha) of land were purchased. Developed progressively over the following 40 years, it is the largest example of its type in the city region. Elsewhere there was expansion in modern industries including mechanical and electrical engineering, chemicals, pharmaceuticals, aircraft and automobiles.

2.7.4 The end of the Second World War saw even more radical ideas in reconstruction and redevelopment emerge. There was a widespread yearning to sweep away the dirty and outmoded buildings of the past and create bright modern towns and cities. The 1950s and 1960s were years of great optimism, and some buildings of high quality were produced by both public and private sector architects. The architectural department of, for example, Lancashire County Council, then responsible for much of the then metropolitan county, produced many good schools and libraries, and there was a new wave of church building. The built legacy of the 19th Century was erroneously regarded as work of little architectural or cultural merit.

2.7.5 Local authorities were given powers to compulsory purchase large areas of towns, move out existing residents and businesses, demolish properties and redevelop the cleared areas in accordance with current planning and architectural policies. Such area redevelopment included large social housing projects and also partnerships with property development companies to produce American-style shopping centres. Whilst vast areas of slum housing were cleared, many buildings and areas of great quality were lost, including fine market halls, civic and institutional buildings and much housing in need of only upgrading. Much of the redevelopment proved to be poor in both social and architectural outcomes, especially large social housing estate and town centre developments. The optimism of the 1950s and 60s was not to last.

2.7.6 Beginning in the late 1960s there was a rapid and dramatic collapse in the city region's industries. This was most severely felt in textile manufacture, heavy engineering and bulk chemical production. The Port of Manchester declined and was eventually closed. Vast tracts of cities and towns lay empty and cleared and many industrial buildings were abandoned. East Manchester (large parts of Ancoats, Bradford, Beswick, Clayton, Gorton and Openshaw) effectively became a wasteland. Many thought that the scale of decline was so great as to be irreversible. Building types which had been instrumental in the region's success such as foundries, light and heavy engineering works, chemical factories and pithead structures were almost totally lost. Tall masonry chimneys that had been the regional icon of the Industrial Revolution were demolished at an alarming rate, especially in the former textile boroughs, making the few that survive of even greater significance.

2.7.7 However, even in the 1970s concerted efforts involving local government, the universities, cultural and media industries, the finance and insurance sectors and central government started to put in place the building blocks which would eventually lead to re-invention and renewal. It is perhaps telling that the first steps were taken by building on the area's surviving historic fabric in areas such as Castlefield. Government-sponsored Urban Development Corporations spearheaded the regeneration of Manchester's historic waterways and the redundant former port area, now re-named Salford Quays. Visionary projects led to a massive expansion in university and college campuses, and in the provision of student housing. The construction of a new stadium to host the 2002 Commonwealth Games (this building on an earlier bid to host the Olympic Games) became the nucleus of the regeneration of East Manchester. As late as 1970 there was virtually no private housing in the centre of Manchester, so perhaps most amazing of all has been the re-introduction of private sector housing into central areas. This continues to grow at an exponential rate.

2.8 Transport Infrastructure as a Continuing Generator

2.8.1 Three transport systems demonstrate both the tradition of forward thinking and the ongoing significance of effective transport infrastructure in the city region's economic success.

2.8.2 Up to the outbreak of the First World War transport infrastructure was almost wholly provided by railways and tramways, with a declining role for the old narrow canals. From 1918 there began the significant development of motorized road transport leading to ever-increasing highway improvements. Of greatest significance in the post-war era was the construction of the region's extensive motorway network, and specifically the Manchester Ring Motorway the M60 which passes through eight of the ten boroughs. The region has the best motorway network outside London.

2.8.3 Manchester's first airport operator, Manchester Aerodrome Ltd, was formed in late 1910 and the first known use of Trafford Park airfield was on 7 July 1911. Various alternatives were used during the following years until, in the mid 1920s, it was realised that the city needed a permanent airport. In 1934 the Council voted narrowly in favour of Ringway as the preferred site and in May 1937 the first airplane landed. The airport developed substantially from the end of the Second World War and is now the third busiest airport in the UK. The airport is owned and managed by the Manchester Airports Group, a holding company owned by the Australian finance house IFM Investors and the ten metropolitan borough councils of Greater Manchester.

2.8.4 Following various studies and options assessments a scheme to develop a light rail system for Greater Manchester was adopted in 1988. The first services between Bury Interchange and Victoria began in April 1992. The network now has 93 stops along 62 miles (100 km) of standard-gauge track making it the largest light rail system in the United Kingdom. It consists of seven lines which radiate from Manchester City Centre to termini at Altrincham, Ashton-under-Lyne, Bury, East Didsbury, Eccles, Manchester Airport and Rochdale.

2.9 The Surviving Built Heritage

2.9.1 As outlined above, the decades immediately following the end of the Second World War saw a huge growth in building activity in which historic buildings counted for little. Gradually from the 1960s, and largely as a result of nationwide public campaigns, it was realised that the surviving historic built environment was of social, cultural and economic significance and that understanding, explaining and protecting this valuable legacy was in the public

interest. The impact of this change in development philosophy is evidenced in several areas of planning practice – statutory protection, economic benefit, environmental sustainability, cultural enrichment and well-being. This important new discipline is called Architectural Conservation, and is based on the identification and understanding of the special significances of each heritage asset in the formulation of proposals for their management or change.

2.9.2 The Ancient Monuments Act of 1882, amended in 1900 and 1913, provided protection to the most ancient structures, generally standing archaeological remains and ancient buildings no longer in use. The listing of buildings of special architectural or historical interest was established in the Town and Country Planning Acts of 1944 and 1947. The first survey, then under the Ministry of Housing and Local Government, was limited in its scope. It took nearly 25 years and produced 120,000 entries on the lists. Post-1800 buildings were given little attention. More extensive surveys with wider criteria and listing themes were instigated in 1968, 1980 and 1989, giving a current total of about 500,000 buildings nationally. Listed status confers protection on those buildings and added scrutiny on proposals to alter or demolish them, which must be rigorously justified and include appropriately designed alterations.

2.9.3 The protection of whole areas of identifiable architectural and historic interest and character was introduced in the Civic Amenities Act of 1967, revised in 1990. The identification of designed landscapes of special interest was formalised in the Register of Parks and Gardens through the National Heritage Act of 1983. Inclusion on the register does not confer statutory protection but is a material consideration in planning policy.

2.9.4 The protection of historic buildings from unnecessary alteration or demolition led to the question of what to do problematic buildings and how to justify the cost. Gradually planners, building owners, architects and property surveyors have become increasingly knowledgeable in the fields of architectural conservation and adaptive re-use. Careful alteration can render historic buildings eminently functional and therefore of economic value. Redundant textile mills, warehouses, civic buildings and churches have found new uses as housing, offices, hotels, museums, galleries and performance venues. The historic and architectural character of these buildings adds a special cachet making their re-use commercially and socially attractive. In some special cases where public benefit warrants, financial subsidy may be required, for example through the National Lottery Heritage Fund. Historic buildings and areas have proved themselves to be highly effective catalysts in the regeneration of declining areas.

2.9.5 Existing buildings contain huge amounts of 'embedded' energy, used in the original production, transportation and assembly of vast amounts of material now constituting in the fabric. The overwhelming amount of this material has many years' useful life remaining. Sometimes replacement buildings are justified, but in many cases, it is no longer acceptable to expend further cost and energy in dismantling and then replacing buildings. They represent a significant capital and energy reserve.

2.10 Buildings at Risk

2.10.1 Despite this acknowledged importance, the historic built environment remains at risk. Current threats come from ignorance or insensitivity on the part of those involved in maintenance and development, or from the pressure to disproportionately maximise financial return from development where potential site value exceeds existing building value. The siting of taller buildings close to historic buildings and conservation areas raise particular challenges.

2.10.2 It is nevertheless the case that some historic buildings pose very difficult problems due to their location away from areas of economic activity, or to long-term neglect by owners, or because of their construction and layout making re-use extremely difficult. The condition of such buildings declines to the point where they are placed on Historic England's Heritage At Risk Register to highlight and monitor their plight and see whether any special solutions can be found.

2.10.3 Building types come under risk when social and cultural practices change. There has been a staggering decline in church membership leading to the redundancy and closure of hundreds of churches. Many architecturally and historically important churches that display the highest standards of design and construction are kept open by the small but dedicated groups of members who provide time and funding on an entirely voluntary basis. Unlike other European countries, government provides no financial support for these organisations. At the other end of the spectrum, hundreds of pubs are closed each year in response to changes in licencing laws and drinking habits.

Internet sales have seen the drastic decline in traditional shopping, making an increasing number of retail premises and even whole high streets empty.

2.10.4 Some buildings pose very difficult problems as their construction and layout make re-use extremely difficult. This category includes textile-weaving sheds, large single-storey buildings with insubstantial glazed roofs. These, together with former engineering workshops, do not easily convert to residential use, which has provided viable futures for many other types of historic building. Redundant factory chimneys mentioned above make superb urban landmarks but individually are of little or no financial value. The condition of such buildings can decline to the point where they are placed on Historic England's Heritage at Risk Register to highlight and monitor their plight and see whether any special solutions can be found. If not, they are certain to be lost, most commonly by arson.

2.10.5 The historic built environment is highly valued by most civilizations. It is part of local identity and distinctiveness, knowing who we are and where we come from; it teaches us a lot about how communities and cultures flourish. Its importance in public enjoyment and well-being have been recognised over the years in a number of surveys. A poll conducted by MORI in 2000 on public attitudes to the historic built environment concluded that 98% felt it to be a vital educational asset and a means of understanding personal history, origins and identity. 88% felt it important to the national economy and 85% felt it important in regenerating towns and cities. A 2014 poll concluded that it had a positive impact on personal happiness and well-being.

2.10.6 In the 1960s who would have thought that Manchester would become a national and international tourist destination? It is now the third most-visited city in the UK with over 1.3 million visitors bringing hundreds of millions of pounds into the local economy. Whilst there are many reasons for this, history and built heritage is certainly an important element.

2.10.7 Greater Manchester has a rich and diverse history and built heritage including distinctive townscapes, thousands of listed buildings and hundreds of conservation areas. History is a process of change but change has to be properly managed – this is the fundamental principle of conservation. History tells us where we come from, what makes our region special and globally significant. It also guides us into the future.

3 Heritage Assets

3.1 Introduction

3.1.1 A profile of Greater Manchester's Historic Environment was provided in Section 2. This section provides an overview of Greater Manchester's surviving heritage assets. It provides a summary of the most important heritage assets that contribute to the distinctive character and identity of Greater Manchester, drawn from the findings of the previous section. It then quantifies and describes the types of heritage assets (including designated and non-designated) to be found in the city-region.

3.2 Heritage Assets Typologies

3.2.1 A distinctive list of heritage asset types within the Greater Manchester is provided below. The list is not exclusive but includes the typical elements of the historic environment that contribute most to the character and uniqueness of Greater Manchester:

- **Industrial heritage**: The typology largely relates to the textile industry but includes a built legacy representing a wider range of building types including mills, commercial buildings, chimneys, civic buildings, churches and associated housing, parks and gardens and model villages. In addition to the textile industry, this particular heritage type also includes other industrial related activities including coal and lime extraction, brewing, hat making, glassworks, chemical and locomotive manufacture.
- **Transport infrastructure heritage**: The built legacy of this heritage type includes historic bridges (some of medieval origin), canals and railway infrastructure, most particularly associated with the world's first intercity passenger line, the Liverpool to Manchester Railway.
- **Leisure heritage**: This heritage type includes public houses, swimming baths, billiard halls and cinemas.
- **Religious heritage**: Including churches, chapels and other buildings, serving all denominations including medieval buildings such as Manchester Cathedral and those built to serve the rapidly expanding population of the 19th Century.
- **Large hall residences and their associated open spaces**: The typology includes manorial and timber framed structures and moated sites.
- **Places of social, political and cultural reform and improvements**: Including sites relating to historical events, institutions and commercial enterprise such as the first and second world wars, Peterloo, the suffragette movement, the Anti-Corn Law League and the Co-operative movement.
- **Significant archaeological sites**: Associated with Roman and medieval activities.
- **Open spaces**: Including those surrounding historic buildings, squares, markets and landscape infrastructure such as railing gates, walls and monuments.

3.2.2 The built legacy of the heritage typologies described above is either nationally designated / scheduled, locally designated or non-designated. The following sections provide more detail on the designated and non-designated heritage within the city-region, where data has been available.

3.3 Heritage Assets Designation

3.3.1 A heritage asset is a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets and assets identified by the Local Planning Authority (including local listing).[1]

3.3.2 Table 3.1 presents a breakdown of Historic England's records for heritage assets in the ten Greater Manchester districts and the city-region as a whole.

[1] NPPF, Annex 2 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

Greater Manchester Heritage Assets							
Greater Manchester Districts	**Listed Buildings**				**Scheduled Monuments**	**Registered Parks and Gardens**	**Conservation Areas**
	Grade I	**Grade II***	**Grade II**	**Total**	**Total**	**Total**	**Total**
Bolton	3	17	335	355	4	6	26
Bury	5	10	227	242	4	1	14
Manchester	15	81	745	841	5	7	35*
Oldham	0	13	533	546	2	3	36
Rochdale	5	21	325	351	2	4	29
Salford	5	13	210	228	3	2	15**
Stockport	7	24	359	390	6	2	37
Tameside	2	21	307	330	4	1	9
Trafford	6	10	242	258	1	3	21
Wigan	1	31	319	351	12	1	23
Greater Manchester	**49**	**241**	**3,602**	**3,892**	**42**	**30**	**245**

Table 3.1: Greater Manchester Designated Heritage Assets (Source: Historic England)

* Cathedral Conservation Area boundary located party in Manchester and partly in Salford, is counted once and included in Manchester figures.

** Barton-upon-Irwell Conservation Area boundary located party in Salford and partly in Trafford, is counted once and included in Salford figures.

3.4 World Heritage Sites

3.4.1 World Heritage Sites are sites, places, monuments or buildings of 'Outstanding Universal Value' to all humanity - today and in future generations. The World Heritage List includes a wide variety of exceptional cultural and natural sites, such as landscapes, cities, monuments, technological sites and modern buildings.[2] There are 31 World Heritage Sites[3] nationally, none of which are in Greater Manchester.

3.5 Listed Buildings

3.5.1 A listed building (or structure) is one that has been designated as being of special architectural or historic interest.[4] Listed buildings are graded I, II* and II and are all nationally significant. Grade I assets are of outstanding interest and Grade II* are particularly important buildings or structures of more than special interest. Together they amount to 8% of all listed buildings in England. The remaining 92% are of special interest and are listed Grade II.[5] Within Greater Manchester there are 3,892 listed assets, of which 49 are Grade I, 241 are Grade II* and 3,602 are Grade II[6].

3.5.2 Table 3.2 provides a breakdown of the city-region's listed buildings by Grade and local authority area. Manchester has the greatest number of listed assets in total and by each grade. Oldham has the second highest number of assets in total and Grade II.

[2] Historic England https://historicengland.org.uk/advice/hpg/has/whs/
[3] UNESCO https://whc.unesco.org/en/statesparties/gb
[4] Planning (Listed Buildings and Conservation Areas) Act 1990 (S1) http://www.legisaltion.gov.uk/ukpga/1990/9/contents
[5] NHLE https://historicengland.org.uk/listing/the-list/
[6] Heritage Counts 2015 http://hc.historicengland.org.uk/

Greater Manchester Listed Buildings				
	Listed Buildings			
Greater Manchester Districts	**Grade I**	**Grade II***	**Grade II**	**Total**
Bolton	3	17	335	355
Bury	5	10	227	242
Manchester	15	81	745	841
Oldham	0	13	533	546
Rochdale	5	21	325	351
Salford	5	13	210	228
Stockport	7	24	359	390
Tameside	2	21	307	330
Trafford	6	10	242	258
Wigan	1	31	319	351
Greater Manchester	**49**	**241**	**3,602**	**3,892**

Table 3.2: Greater Manchester Listed Buildings (Source: Historic England).

3.5.3 Figure 3.1 illustrates the geographical distribution of listed assets across Greater Manchester. Clusters of listed assets are noticeable in the following locations:

- City Core – the commercial centres of Manchester and Salford.
- Town Centres – the main town centres: Wigan; Bolton; Bury; Rochdale; Oldham; Ashton-under-Lyne; Stockport; and Altrincham.
- Suburbs – smaller centres and their adjacent neighbourhoods: Brierfield; Bradshaw; Prestwich; Worsley; and Didsbury.
- Rural edge – the rural edges of Greater Manchester: the south Pennine foothills; Peak District; and Dunham Massey civil parish.

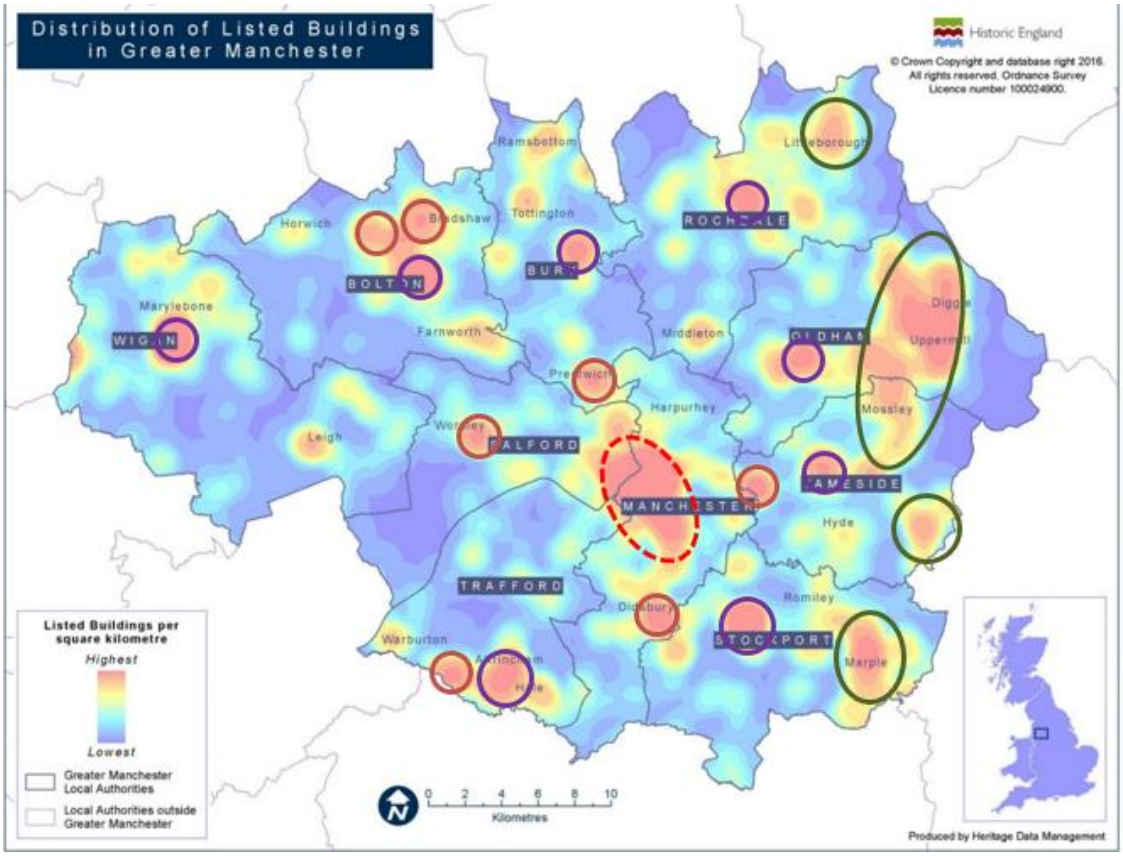

Figure 3.1: Distribution of Listed Buildings in Greater Manchester (Historic England)

3.5.4 The National Heritage List for England (NHLE)[7] maintains a register of listed assets' land use typologies, which is set out in table 3.3. The 'domestic' typology makes up the largest proportion of listings across Greater Manchester and in all but one of the ten districts, accounting for 26% of all assets. The 'commercial' type forms the second largest group and accounts for 15% of all assets and the largest proportion in the City of Manchester. Other important typologies include 'religious, 'agricultural' and 'transport,' which account for 13%, 12% and 9% of all assets respectively.

	Agriculture & subsistence	Civil	Commemorative	Commercial	Communications	Defence	Domestic	Education	Gardens parks & urban spaces	Health & Welfare	Industrial	Monument	Recreational	Religious ritual & funerary	Transport	Unassigned	Water supply & drainage
Bolton	29	10	17	**36**	2	1	**91**	20	6	3	24	7	5	**49**	25	28	2
Bury	**31**	4	18	13	1	1	**73**	4	6	0	3	6	4	**53**	10	12	3
Manchester	20	25	28	**270**	5	4	**109**	40	13	12	43	11	38	**91**	82	45	5
Oldham	**101**	4	11	**52**	3	0	**233**	8	3	2	28	4	8	40	27	14	8
Rochdale	**73**	4	15	29	0	0	**103**	7	13	0	12	8	7	**47**	30	1	2
Salford	3	5	23	**26**	2	1	**53**	6	7	2	6	7	11	**36**	23	13	4
Stockport	**68**	4	21	**48**	2	3	**76**	11	7	5	9	6	6	37	**68**	9	10
Tameside	**42**	8	19	16	1	0	**111**	11	4	1	15	6	5	**53**	32	3	3
Trafford	**44**	4	20	27	0	0	**70**	5	15	0	4	8	3	**36**	12	4	6
Wigan	44	12	11	**54**	4	0	**83**	10	3	3	18	15	10	**49**	24	8	3
GM	455	80	183	**571**	20	10	**1,002**	122	77	28	162	78	97	**491**	333	137	46

Table 3.3: Listed Building Typologies in Greater Manchester (Historic England) – top three typologies for each district listed in bold

[7] https://historicengland.org.uk/advice/hpg/heritage-assets/nhle/

3.5.5 The register also assigns a period for each listed asset. The greatest proportion of listed assets (87%) relate to the Post-Medieval period, which also covers the period of industrialisation during the 18th and 19th centuries:

- Roman period (43 - 410) - 1 asset
- Medieval period (410 - 1540) - 67 assets
- Post Medieval period (1540 - 1901) - 3,365 assets
- 20th Century period (1901 - 2000) - 452 assets
- Period unspecified - 7 assets

3.6 Scheduled Monuments

3.6.1 Scheduled Monuments are designated by the Secretary of State for Culture, Media and Sport, with the advice of Historic England and are designated because of their national importance. Scheduled monuments include single archaeological sites and complex archaeological landscapes. Scheduled monuments are not graded (like listed buildings for example). They cover human activity from the prehistoric era, such as burial mounds, to 20th Century military and industrial remains. There are 42 scheduled monuments within Greater Manchester (see Table 3.4 and Figure 3.2). Wigan has the greatest number of Scheduled Monuments (12).

	Scheduled Monuments	
	Number	Proportion
Bolton	4	10%
Bury	4	10%
Manchester	5	12%
Oldham	2	5%
Rochdale	2	5%
Salford	3	7%
Stockport	6	14%
Tameside	4	10%
Trafford	1	2%
Wigan	12	29%
GM	**42**	**100%**

Table 3.4: Scheduled Monuments in Greater Manchester (Historic England)

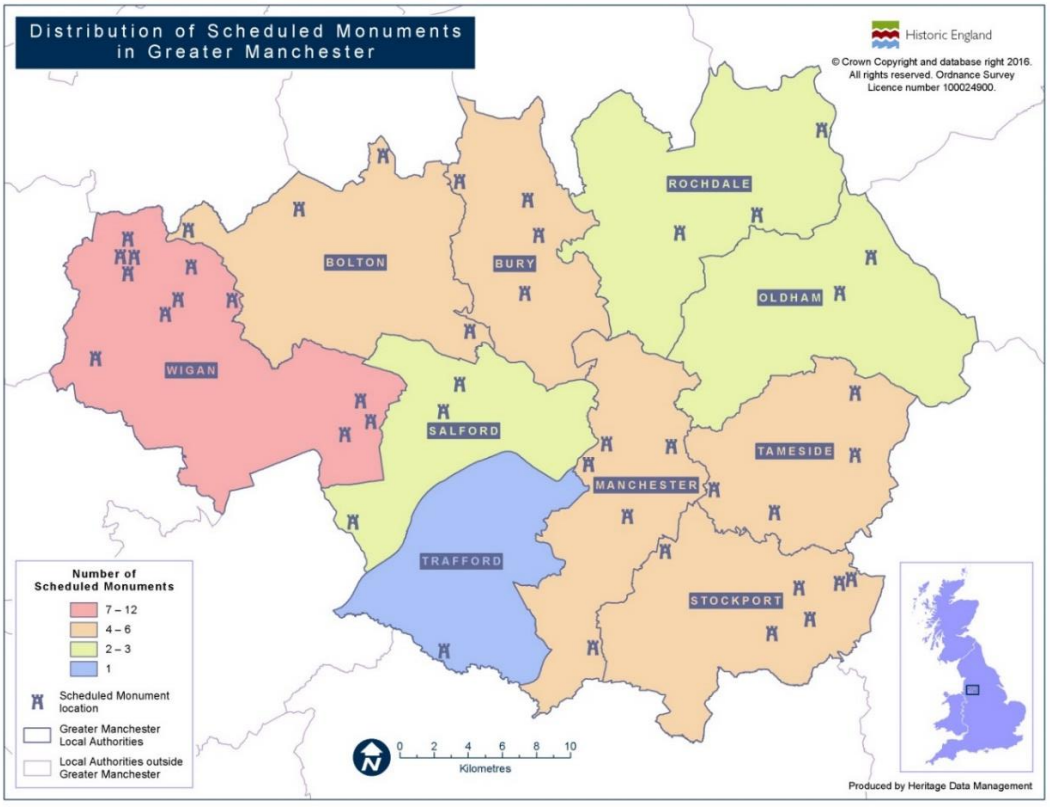

Figure 3.2: Distribution of Scheduled Monuments in Greater Manchester (Source: Historic England)

3.7 Registered Parks and Gardens

3.7.1 The Register of Parks and Gardens[8] classifies designated parks and gardens using the same designations as other heritage assets. These registered landscapes are graded I, II* or II and include private gardens, public parks and cemeteries, rural parkland and other green spaces. They are valued for their design and cultural importance and are distinct from natural heritage designations such as Area of Outstanding Natural Beauty (AONB) and Sites of Specific Scientific Interest (SSSI).

3.7.2 Table 3.5 shows that Greater Manchester has a total of 30 Registered Parks and Gardens, which includes three Grade II* and 27 Grade II assets. Wigan has a significant proportion of the total (40%).

	Registered Parks and Gardens	
	Number	Proportion
Bolton	4	13%
Bury	4	13%
Manchester	5	17%
Oldham	2	7%
Rochdale	2	7%
Salford	3	10%
Stockport	6	20%
Tameside	4	13%
Trafford	1	3%
Wigan	12	40%
GM	**30**	**100%**

Table 3.5: Registered Parks and Gardens in Greater Manchester (Historic England)

3.8 Registered Battlefields

3.8.1 Historic England's Register of Historic Battlefields[9] was established in 1995. Its aim is to protect and promote those sites where history was made through military engagement that can be securely identified on the ground. There are 46 registered battlefields nationally, none of which are in Greater Manchester.

3.9 Conservation Areas

3.9.1 Conservation areas are designated by local authorities and are areas of special architectural or historic interest, the character or appearance of which is desirable to preserve or enhance.[10] They can range from town and city centres to suburbs, industrial areas, rural landscapes, cemeteries and residential areas. They form the historic backcloth to national and local life and are a crucial component of local identity. There are 245 conservation areas in Greater Manchester (table 3.6).

	Conservation Areas	
	Number	Proportion
Bolton	26	11%
Bury	14	6%
Manchester	35	14%
Oldham	36	15%
Rochdale	29	12%
Salford	15	6%
Stockport	37	15%
Tameside	9	4%
Trafford	21	9%
Wigan	23	9%
GM	**245**	**100%**

Table 3.6: Conservation Areas in Greater Manchester (Historic England)

[8] https://historicengland.org.uk/advice/hpg/heritage-assets/nhle/
[9] NHLE https://historicengland.org.uk/listing/the-list/
[10] Planning (Listed Buildings and Conservation Areas) Act 1990 http://www.legislation.gov.uk/ukpga/1990/9/contents

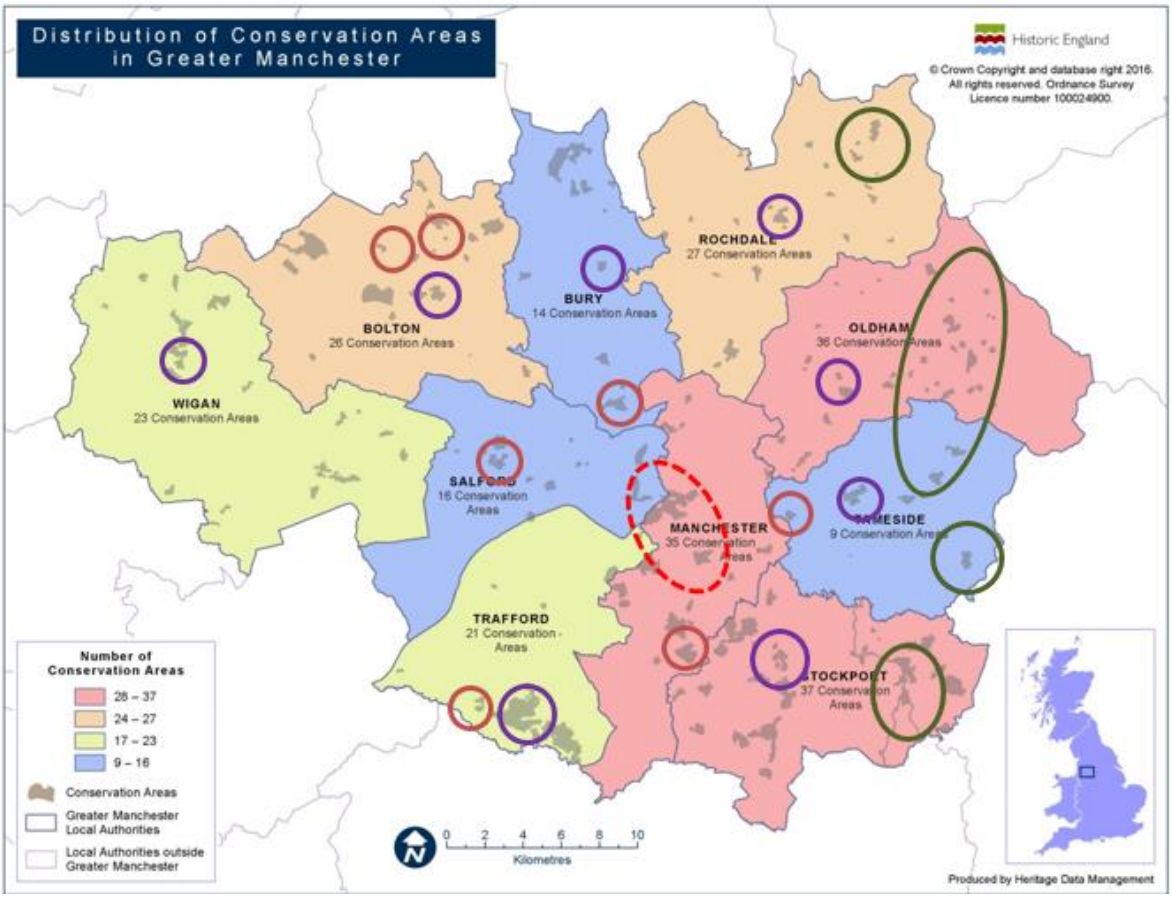

Figure 3.3: Distribution of Conservation Areas in Greater Manchester (Historic England)

3.9.2 Figure 3.3 shows the distribution of conservation areas across Greater Manchester's districts. Conservation areas also tend to cluster in the same areas of the city-region as listed buildings (namely the City Core, Town Centres, Suburbs and the rural edge).

3.9.3 Out of 245 Conservation Areas, 47% have a conservation area appraisal, outlining the character of the area, however only 19% of the conservation area appraisals are up-to-date (produced within the last five years). Only 24% have a management plan that puts forward proposals to deal with their enhancement and repair. These documents are an important part of the historic environment evidence base and can help identify opportunities for enhancement of conservation areas and managing development pressure.

3.10 Non-designated Assets and Archaeology

3.10.1 Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified as having a degree of significance meriting consideration in planning decisions but which are not formally designated heritage assets. In some areas, local authorities identify some non-designated heritage assets as 'locally listed'. [11]

3.10.2 The NPPF definition of heritage assets12 includes both designated and non-designated assets and highlights the importance of the latter to the historic environment. Other sites and structures form a vital part of the wider historic environment resource of the Greater Manchester area and contribute significantly to its character and sense of place, however they are not formally designated or protected. Information on many of these sites is available from a variety of sources including local lists, the Greater Manchester Historic Environment Record (HER), conservation area appraisals, urban characterisations and local studies.

3.10.3 Greater Manchester has a wealth of archaeological features, including pre-historic, Roman, medieval and industrial. As scheduling is discretionary, many archaeological sites of potential importance are not designated and around 95%

[11] Historic Environment Guidance: https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment#non-designated
[12] NPPF Annex 2 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

of archaeological sites have no statutory protection. The NPPF13 recognises the importance of non-designated archaeology of national significance, giving it the same protection as scheduled sites. It recognises that non-designated heritage assets should also be explored further together with opportunities to increase the understanding of the local environment14 through the dissemination of results from investigations for the benefit of the local and wider community.

3.10.4 The NPPF identifies that local planning authorities should either maintain or have access to a historic environment record. The Greater Manchester HER contains a dataset of over 18,000 entries including archaeological sites, designated and non-designated historic buildings, landscapes and find spots. It is maintained by GMAAS (Greater Manchester Archaeological Advice Service) and includes the following resources:

- GM HER database with over 18,900 entries, including 9,156 monuments, 1,028 find spots, 792 historic places and 96 landscapes;
- Around 54,000 Historic Landscape Characterisation records linked to MS Access software and MapInfo GIS;
- 3,067 'grey literature' (unpublished) archaeology reports including desk based assessments, evaluations, excavations, watching briefs, and historic building surveys;
- Circa 95,000 digital images in photographic archive;
- Paper archive from archaeological sites and projects around Greater Manchester, including the Greater Manchester Textile Mills Survey, GM Historic Parks and Gardens Survey, Relict Industrial Landscape Survey and North West Wetlands Survey.
- A library with local history and archaeology publications; and
- GMAAS staff's expertise on Greater Manchester's archaeology.

3.10.5 The quality and coverage of the data, however, varies as it has been built up in an ad hoc way. Some areas of Greater Manchester have good coverage and reliable data due to previous enhancement surveys, whereas others have not been studied:

- Stockport is the district with the most up-to-date and best HER coverage;
- Trafford and Bury have good coverage from enhancement surveys in the 1990s (and more recently for buildings in Bury) but generally could do with updating;
- Manchester has reasonable coverage, but needs reviewing to better represent its remarkable industrial period heritage;
- The HER coverage in Bolton, Rochdale, Oldham and Tameside is good in a few places but inadequate in many areas, and enhancement is strongly recommended; and
- Wigan and Salford had surveys in the 1980s but the quality of entries and accuracy of grid references is very uneven, whilst industrial heritage is under-represented. These districts are in great need of an update survey.

3.10.6 GMAAS has also undertaken a number of research projects that provide a great source of information about the historic environment across Greater Manchester, some of which are referenced in this report:

- Monuments Protection Programme;
- English Heritage national surveys e.g. hospitals, chapels, workhouses, farms etc;
- Local publications on archaeology / history;
- Defence of Britain;
- Greater Manchester Textile Mill Survey;
- North West Wetlands Survey;
- Greater Manchester Historic Parks and Gardens Survey;
- Manchester Glass Industry;
- Greater Manchester Textile Finishing Works, and

[13] NPPF, Para 139
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf
[14] NPPF, Para 128https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

- Specialist knowledge held by local heritage groups and individuals.

3.10.7 There is no formal local listing of buildings or structures covering the whole of Greater Manchester and only Salford and Stockport have an adopted list that is publicly available.

3.10.8 Salford's adopted local list of heritage assets includes 278 individual heritage assets, comprising approximately 628 individual buildings or structures. These figures represent the correct position in November 2013, however it should be recognised that the number of assets on the list might be subject to change[15].

3.10.9 There are 464 buildings of local architectural or historic interest in Stockport. Additions to the local list are being made as part of a phased local list review[16].

3.10.10 Wigan Council also has aspirations to compile a list of buildings of local interest, however this list in not publicly available at the current time.

3.10.11 Often, non-designated heritage assets will be identified as part of the planning application process and will be given the relevant consideration. New conservation area appraisals will highlight buildings that contribute positively to the conservation area. Non-designated heritage assets may also be identified through the neighbourhood planning process, providing an opportunity for local communities to identify potential local assets that are of historic value and hold local community significance.

3.10.12 Historic England has produced best practice guidance on the production of local lists[17]. It provides a toolkit to help encourage a consistent approach to the identification and management of a local list. There is also an opportunity to co-ordinate existing information to increase greater understanding of the historic environment and the HER.

[15] Salford Council: https://www.salford.gov.uk/media/386288/salford_local_list__november_2013.pdf
[16] Stockport Council: https://interactive.stockport.gov.uk/shed/
[17] https://historicengland.org.uk/images-books/publications/good-practice-local-heritage-listing/

4 Legislation, Planning Policy and Guidance

4.1 Introduction

4.1.1 It is important that the GMSF takes in account primary legislation and policy for the historic environment, which is set out in this section.

4.2 Legislation and Planning Policy Context

Planning (Listed Building and Conservation Areas) Act 1990

4.2.1 The Planning (Listed Building and Conservation Areas) Act 1990 is the primary legislation for heritage protection in England. It provides Local Planning Authorities with the mechanism for the protection of built heritage. The Act identifies a number of things including:

- The listing of buildings;
- Authorisation of works affecting listing buildings;
- Designation of conservation areas;
- General duties of Local Planning Authorities (LPAs); and
- Enforcement.

4.2.2 The GMSF should have regard to Local Planning Authorities (LPA) duties to ensure that proposals for heritage assets have due regard to the preservation and enhancement of their significance including setting.

Ancient Monuments and Archaeological Areas Act 1979

4.2.3 The Ancient Monuments and Archaeological Areas Act 1979 is an important piece of legislation concerned with the protection of archaeology and ancient monuments in England. It provides advice on the designation (scheduling) of Ancient Monuments. It also defines the process for applying for consent for works and operations and other issues including grants, access and compensation.

Historic Buildings and Ancient Monuments Act 1953

4.2.4 The Historic Buildings and Ancient Monuments Act 1953 makes provision for the compilation of a register of gardens and other land (parks and gardens, and battlefields).

Planning and Compulsory Purchase Act 2004

4.2.5 The Planning and Compulsory Purchase Act 2004 provides guidance on a variety of matters, including the need for local planning authorities to review elements of their areas that may affect development or the planning of development. This can include elements such as built environment, heritage, local character, landscape and the location and size of settlements. The GMSF should ensure that matters that affect the characteristics of an area are taken into due consideration in its strategy, policies and allocation of sites and are reviewed as necessary.

National Planning Policy Framework 2019

4.2.6 The NPPF recognises that the purpose of the planning system is the achievement of sustainable development (Paragraph 11), which is made up of economic, social and environmental considerations. One of the twelve core principal objectives of planning under the NPPF is the conservation of heritage assets for the quality of life they bring to this and future generations (Paragraphs 9&184).

4.2.7 Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites, which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. (Paragraph 184)

4.2.8 Chapter 16 is clear that conserving and enhancing the historic environment and seeking positive improvements to it is a key element in the achievement of sustainable development.

4.2.9 The development plan must include strategic policies to address each local planning authority's priorities for the development and use of land in its area. These strategic policies can be produced in different ways, depending on the issues and opportunities facing each area. (Paragraph 20). They can be contained in:

- Joint or individual local plans, produced by authorities working together or independently (and which may also contain non-strategic policies); and / or
- A spatial development strategy produced by an elected Mayor or combined authority, where plan-making powers have been conferred.

4.2.10 The NPPF stipulates that the preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals. (Paragraph 31)

4.2.11 Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account: (Paragraph 185)

- The desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;
- The wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- The desirability of new development making a positive contribution to local character and distinctiveness; and
- Opportunities to draw on the contribution made by the historic environment to the character of a place.

4.2.12 The NPPF also seeks to support development that makes efficient use of land, taking account of the desirability of maintaining an area's prevailing character and setting, or of promoting regeneration and change, along with other criteria such as identified need for other uses and typologies, local market and viability and capacity of infrastructure (Paragraph 122).

4.2.13 As well as the historic environment, the NPPF has a dedicated chapter to achieving well-designed places. Good design is one of the core principles of sustainable development, is indivisible from good planning and should contribute positively to creating better places. It is important that it secures improvements to places that will enhance the quality of life of those who live and work there. Good design should also take account of the individual character and roles of different places within the plan area, which recognises the different places that are important to people. This can also include:

- Establishing a strong sense of place;
- Responding to local character and history and the identity of local areas and materials;
- High quality and inclusive design for both buildings and spaces; and
- The use of good architecture and landscaping to create visually attractive places. (Paragraph 127)

4.3 National Planning Practice Guidance and Best Practice

4.3.1 The NPPG provides further guidance on plan-making concerning the historic environment. It states that plans' positive strategies can include the delivery of development that will make a positive contribution to, or better reveal the significance of, the heritage asset, or reflect and enhance local character and distinctiveness with particular regard given to the prevailing styles of design and use of materials in a local area. Historic England has also published advice on a number of different topics that assist with the protection and enhancement of the historic environment. This is not an exhaustive list and further information can be found by visiting Historic England's website.

The Historic Environment in Local Plans (Good Practice Advice Note 1) (2015)

4.3.2 This good practice advice note provides information to assist local authorities, planning and other consultants, owners, applicants and other interested parties in implementing historic environment policy in the National Planning Policy Framework (NPPF) and the related guidance in the National Planning Practice Guide (NPPG). It supports the

implementation of national policy and in accordance with the NPPF, it emphasises that all information requirements and assessment work in support of plan-making and heritage protection needs to be proportionate to the significance of heritage assets affected and the impact on the significance of those heritage assets. At the same time, those taking decisions need sufficient information to understand the issues and formulate balanced policies through a robust evidence base.

Managing Significance in Decision-Taking in the Historic Environment (Good Practice Advice Note 2) (2015)

4.3.3 Development proposals that affect the historic environment are much more likely to gain the necessary permissions and create successful places if they are designed with the knowledge and understanding of the significance of the heritage assets they may affect. This document expands on the NPPF and the related guidance in the Planning Practice Guidance (PPG). This includes assessing the significance of heritage assets, using appropriate expertise, historic environment records, recording and furthering understanding, neglect and unauthorised works, marketing and design and distinctiveness.

The Setting of Heritage Assets (Good Practice Advice Note 3) (2015)

4.3.4 The NPPF makes it clear that the setting of a heritage asset contributes to the significance of an asset. Setting is not fixed and can evolve over time as surroundings change, resulting in changes to understanding and the appreciation of significance. Contributions of setting to significance can be both positive and negative. This document provides advice in accordance with the NPPF, emphasising the need to provide enough information (no more than necessary) to support applications for planning permission and listed building consent to be able to understand the issues proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets.

The Historic Environment and Site Allocations in Local Plans (Historic England Advice Note 3) (2015)

4.3.5 The identification of potential sites for development within a Local Plan is an important step in establishing where change and growth will happen across areas, as well as the type of development and when it should occur. This document is intended to offer advice to help ensure that the historic environment plays a positive role in allocating sites for development. It offers advice on evidence gathering and site allocation policies, as well as setting out in detail a number of steps to make sure that heritage considerations are fully integrated in any site selection methodology.

Historic England Energy Efficiency and Historic Buildings (2015)

4.3.6 The guidance is aimed at preventing conflicts between energy efficiency requirements in Part L of the Building Regulations and the conservation of historic and traditionally constructed buildings. It also provides strategic advice on implementing measures, highlighting the various stages and issues that need to be considered when reducing energy use and thermally upgrading existing buildings.

Historic England Flooding and Historic Buildings (2015)

4.3.7 Although most historic structures are inherently durable and are relatively resistant to flooding compared with much modern construction, they are still vulnerable. Many of these buildings are not only at risk from flood damage but also damage from inappropriate remedial works carried out by contractors who have little understanding of historic fabric. The advice note includes types of flooding, being prepared for flooding, dealing with a flood, minimising flood damage in old buildings and further advice on grants and loans, sources of flood advice and other useful information.

Historic England Streets for All Advice for Highway and Public Realm Works in Historic Places (2018)

4.3.8 This guidance, together with the Streets for All regional documents, provides updated practical advice for anyone involved in planning and implementing highways and other public realm works in sensitive historic locations, including highways engineers, planners and urban and landscape designers. It looks at making improvements to public spaces without harm to their valued character, including specific recommendations for works to surfaces, street furniture, new equipment, traffic management infrastructure and environmental improvements. The Streets For All North West specifically discusses the importance of the public realm, landscapes and historic settlements in the north west and includes a Greater Manchester focused example - Altrincham High Street.

Heritage Works: The Use of Historic Buildings in Regeneration (2013)

4.3.9 Heritage Works outlines the case for heritage-led regeneration and reviews the different methods that contribute towards delivering successful schemes. The study includes a practical step-by-step guide on how to bring forward heritage-led regeneration projects, identifying common pitfalls and ways of overcoming or avoiding them. It is a useful resource and checklist for best practice in heritage-led regeneration.

Building in Context: New Development in Historic Areas (2001)

4.3.10 Building in Context was published jointly by the Commission for Architecture and the Built Environment (CABE) (now the Design Council) and English Heritage (now Historic England). Its purpose is to stimulate a high standard of design when development takes place in historically sensitive contexts. It uses a series of case studies to demonstrate where good development has happened, responding well to the historic character of what is already there, and has related the new building to its surroundings. It also offers a toolkit for training local authority members and staff.

4.4 Local Policy and Studies

4.4.1 It is not intended to provide detail of local policies for each of the ten districts in Greater Manchester. Further information on these can be found by visiting individual Local Authority websites. Highlighted below, are some resources of relevance to the historic environment of Greater Manchester at a strategic level.

Conservation in Greater Manchester (2002)

4.4.2 This report on the conservation of the built heritage of Greater Manchester was prepared for the Association of Greater Manchester Authorities by the Greater Manchester Conservation Officers Group. The report describes the evolution of Greater Manchester, components of Greater Manchester's historic environment, the value of conservation and development trends of the historic environment.

Greater Manchester Urban Historic Landscape Characterisation Project (GMUHLC) (2012)

4.4.3 The Greater Manchester Urban Historic Landscape Characterisation Project was carried out as part of the national characterisation programme co-ordinated by English Heritage (now Historic England) and was funded principally by English Heritage with contributions from the ten Greater Manchester local authorities. The study provides a better understanding of the cultural and historic urban landscape of Greater Manchester and how it has developed to what exists today. It provides an important tool in helping to manage the historic landscape resource, including the variety of unique assets and character that exists. It also establishes a baseline for further studies and for identifying the potential for archaeology or other historic assets that would merit further investigation or designation.

4.4.4 The study created a range of datasets that can be used to contribute towards a better understanding of the GMSF plan area. In particular it highlighted:

- The extraordinary pace of suburban growth, especially social and private housing estates since 1965;
- Historic development of communications networks that have had a great impact on the landscape, not just in themselves but also in the way in which they have acted as a catalyst for industrial and suburban growth; these include turnpikes, canals, trams and railways, roads, stations, airports and modern trams;
- The rapid expansion of industrial land use in the 19th Century followed by equally rapid decline of transitional manufacturing during the second half of the 20th Century;
- How local authorities have dealt with the challenge of replacing new economic regenerators and recreational space, the land previously occupied and often scarred with heavy manufacturing and extraction industries;
- A remarkable level of survival of field systems, especially in upland valleys and the Wigan area; but poorly understood and in many cases vulnerable to degradation; and
- Significant archaeological sites and historic landscapes that reflect the history and character of the Greater Manchester area generally lack recognition and appropriate levels of protection.

Greater Manchester Landscape Character and Sensitivity Assessment

4.4.5 This report includes a Landscape Character Sensitivity Assessment across all 10 districts as well as an overall assessment of the whole of the Greater Manchester. The assessment informs the overall development strategy of the GMSF and provides an evidence base for the landscape character / sensitivity of Greater Manchester, which takes account of changes in land use, pressures for change including characterisation of the landscape and identification of sensitive and non-sensitive areas. The assessment seeks to contribute towards the development of the GMSF by bridging the Natural England National Character Area profiles, North West Regional Character Framework and character assessments undertaken by individual districts. It also considers cross boundary matters, in particular views from the Peak District National Park and Natural Improvement Area (NIA) and identify anomalies and discontinuities as well as potential enhancements and improvements, and provides guidance and advice to help shape the scope of more detailed area specific assessments where required.

North West Research Framework for the Historic Environment

4.4.6 Greater Manchester's archaeological resource has been described and put in a regional context through the publication of the North West Archaeological Research Framework (2006). A sister volume set out a regional research framework that informs commercial and other archaeological projects in Greater Manchester. Historic England has recently commissioned a review of the research framework to update it with key archaeological discoveries over the last ten years. This project, which will run for two years, will have a broader scope so that it encompasses the historic built environment as well as archaeology, and will be available online.

Greater Manchester Culture Strategy

4.4.7 The GMCA has recently published its first culture strategy, which provides Greater Manchester with an exciting opportunity to refine and articulate the long-term ambitions for culture, heritage and the creative industries in the city-region, for the next five years, where the individual strengths of all ten districts, can come together for the benefit of everyone. The aspiration is to create a place where artists and cultural organisations are supported in order to deliver high quality culture that makes the city-region a leading centre for culture regionally, nationally and internationally and to ensure that Greater Manchester is the best place in the world to create, participate in and engage with culture and heritage.

5 The Value of the Historic Environment

5.1 Introduction

5.1.1 The historic environment is an asset of enormous economic, social and environmental value. It makes a very real contribution to quality of people's lives in Greater Manchester and the quality of its places. In 2018 Historic England published two important bodies of evidence demonstrating the importance of heritage to society (Heritage and Society) and the economy (Heritage and the Economy). The documents are based on a wide range of sources including major household panel surveys, systematic literature reviews, bespoke evaluation studies and public opinion surveys. Summaries of these reports are referred to in this chapter, supplemented by additional local information where available.

5.2 Environmental Value

5.2.1 The historic environment is primarily celebrated for its aesthetic value, its beauty and character. National legislation protects many historic assets because they are considered to be of special architectural or historic interest and contribute positively to the environmental quality of places. It is the environmental characteristics of the historic environment that fosters distinctive, interesting and enjoyable places that are valued by society. This is similarly linked to economic value of the historic environment due to the large number of economic activities that occur within it, are dependent on it or attracted to it.

History

5.2.2 The historic environment provides a unique record of the development of Greater Manchester from Roman times to the present day. Of particular significance are the mills, warehouses, commercial buildings and workers' communities that provide examples of the evolution of building design. These are an important reminder of the role of the city region in the 19th and 20th centuries as the cotton-manufacturing centre of Britain. Conservation of the historic environment ensures that significant buildings, monuments and sites are protected and maintained for future generations. Section 2 of this report provides a useful summary profile of the Greater Manchester historic environment, from its origins to development to the beginning of and during the 20th Century.

Variety

5.2.3 Historic buildings and spaces contribute to the diversity of the city region, and create distinct places with strong local identity. This includes isolated moorland farmsteads, early mills and workers' terraces in wooded river valleys, agricultural villages, market towns, canals, railways and clocks, textile complexes, ornate commercial buildings, city squares, Victorian suburbs and parks.

5.2.4 The distinctiveness created by the historic environment can however become lost in the areas where the historic urban fabric is not sustained or is broken due to inappropriate and insensitive developments in the main urban areas or presence of vast pockets of car parks, vacant buildings and bare infrastructure in industrial areas.

Quality

5.2.5 The good quality historic built environments of Greater Manchester are the result of a combination of physical characteristics – elements including architectural detail, street layout, methods of construction, landmark buildings and structures such as railway viaducts, waterways and dramatic moorland settings. The characteristics of their design in terms of scale, massing, layout, proportions and detailing provide a yardstick for quality in the context of new development.

Materials

5.2.6 The materials used for buildings and street surfaces in these areas are important and are of good quality. Early rural buildings, the first industrial settlements and prestigious buildings such as banks and town halls were constructed of local sandstone and gritstone, which gave them a solid, durable appearance. Later, in the 19th Century, brick was more widely used and at the end of the century, terracotta and faience were popular for commercial buildings. During

the 20th Century, because of improved transport, a variety of building materials from all over Britain have been used, particularly for high value town centre buildings, including Portland Limestone and polished granite.

Sustainability

5.2.7 The historic environment has an important role to play in assisting the city-region in meeting future challenges. By promoting the inherent sustainability of historic buildings and their surroundings and by learning from them and the other types of evidence left by the low carbon economies of the past, the city-region can make real progress in helping to mitigate and adapt to climate change. The sustainable use of existing buildings is a national priority. The historic environment plays a critical role in sustainable development, which is at the heart of all spatial planning, as reflected within the NPPF. Replacing building has significant energy, carbon and financial cost implications. Therefore, the retention of existing building stocks is preferred, where its energy performance is good or can be improved to appropriate levels.

5.2.8 Continuing to use old buildings or converting them to new uses is usually less wasteful than the construction of new buildings. For example, a typical property is constructed, used for approximately 100 years and then demolished. Resources used in its construction include a variety of building materials and energy to extract, process and transport them. Modern buildings are more costly in environmental terms because building materials are transported long distances, construction processes use a great deal of energy, yet they have shorter useful lives than traditional properties. The longer a building is used, therefore, the more efficient it is in the use of energy and natural resources. Retaining existing historic buildings and seeking to enhance their energy performance in sensitive ways that are consistent with the protection and enhancement of the asset's heritage significance will help promote sustainability and progress towards a low carbon society.

5.3 Social Value

The historic environment is enjoyed by millions

5.3.1 In England 99.3% of people live less than one mile from a listed heritage asset. It represents not only a daily presence but also acts as a tangible connection to the past, telling the story of local places and the nation collectively.

5.3.2 The Visit England survey of visits to visitor attractions in England, including visits to historic properties, reported in 2016 over 71.5 million visits to historic properties and over 1.6 million school visits to historic properties[18]. In 2016/17, almost three quarters (74.8%) of adults in England had visited a heritage site at least once during the year[19].

5.3.3 In Greater Manchester, visitor numbers to the city region's three historic properties totalled 313,850 visitors in 2017, up 37% from 2012. Dunham Massey Hall (Trafford) was the most visited historic property in Greater Manchester in 2017. The Museum of Science and Industry, which is housed in a number of listed buildings, was the most visited attraction overall in Greater Manchester (5th in the North West).[20]

5.3.4 Membership to heritage organisations continues to grow in England with the National Trust, English Heritage and Historic Houses Association's Membership reporting annual membership increases of 5%, 11% and 11% respectively between 2016 and 2017.[21]

Members of the public deeply value the historic environment

5.3.5 Public perception values conservation because of its positive contribution to the area in which they live, work and spend their leisure time. England's heritage inspires passion, intrigue and fascination. This stems from a deep emotional connection we have to the past, helping us to make sense of our place in the world and creating a sense of belonging and attachment to places.

[18] BDRC, 2017. Visitor Attraction Trends in England 2016. Available at: https://content.HistoricEngland.org.uk/content/heritagecounts/pub/2017/heritage-indicators-2017.pdf [Accessed June 2018]
[19] DCMS, 2017. Taking Part focus on: Heritage [pdf] Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/655949/ Taking_Part_Focus_on_Heritage.pdf [Accessed June 2018]
[20] Visit Britain, 2018. 2017 Summary tables of most visited attractions by region (North West) https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/most_visited_free_nw_2017.pdf [Accessed July 2019]
[21] Historic England, 2017 a. Heritage Indicators 2017. Available at: https://content.HistoricEngland.org.uk/content/heritagecounts/pub/2017/heritage-indicators-2017.pdf [Accessed 2017]

5.3.6 Below are some statistics showing how people appreciate the value of the historic environment:

- A YouGov survey of 1,731 adults in England in 2018 found that 71% agreed with the statement, 'I am interested in the history of the local area where I live'. In the same survey 87% agreed with the statement that 'finding new uses for historic buildings is better than demolishing them', with only 2% disagreeing with this statement[22].
- The Department for Digital, Culture, Media and Sport (DCMS) Taking Part household survey found that 94.2% of adults in England agreed or strongly agreed with the statement 'it is important to me that heritage buildings or places are well looked after'[19].
- A survey of more than 5,000 adults in England found that 38% of the public have taken action to protect a local historic building or local place from damaging change, or from becoming derelict or disused, with action including signing a petition, joining a membership group, fundraising/donating for local heritage and attending a public meeting about local heritage[23].

The historic environment is important for our health and wellbeing

5.3.7 There is a growing evidence base and recognition that the historic environment has a role to play in maintaining and improving our mental and physical health. The contribution is made by a wide range of historic assets, but in particular, historic parks and gardens play a significant role, by providing peaceful spaces for visitors and tourists to contemplate and relax. Sports England's recent studies have found parks and gardens to have potential to play a role in enhancing health and wellbeing of the individuals as well as communities at large.

5.3.8 Other ways heritage assets can contribute to health and wellbeing are village / rural tourism as well as canal tourism, usually linked to the historic routes and tracks being used by walkers and cyclists. Canal tourism within the Greater Manchester conurbation makes a particular contribution to heritage tourism and the health and wellbeing of the community, as well as visitors and tourists.

- Analysis of the Taking Part Survey demonstrates that visiting heritage sites a few times a year or more is a significant predictor of life satisfaction, happiness and anxiety. People who visited heritage sites reported higher life satisfaction and happiness scores than those who did not, and also reported lower anxiety[24]. Conversely, evidence from Understanding Society, a major household longitudinal survey, demonstrates that people who participate less often in heritage-related activities have lower life satisfaction and poorer physical and mental health[25].
- A recent study assessing the impacts of archaeological excavation on wellbeing found that personal, practical and voluntary involvement in archaeological excavations has the potential to positively influence wellbeing and personal happiness[26].
- From October 2013 to December 2016 IWM North and Manchester Museum delivered a volunteering, training and placement programme across 10 heritage venues in Greater Manchester. Over 75% of volunteers reported a significant increase in wellbeing after a year; almost 60% reported long-term sustained wellbeing improvement over 2-3 years; 30% gained employment or other new opportunities for getting into work; and for every £1 invested, the programme generated £3.50 in social and economic value. The final evaluation report also concluded that, 'in the Manchester context, the project has demonstrated that heritage spaces can be highly effective settings for tackling social needs and supporting essential local

[22] YouGov, 2018. Quality of places survey. Available at: https:// content.historicengland.org.uk/content/docs/research/ quality-of-places.pdf [Accessed June 2018]
[23] Historic England, 2015. Press release: New Evidence Shows Surge in Enthusiasm for Heritage. Available at: https:// HistoricEngland.org.uk/whats-new/news/enthusiasm-forheritage-surges [Accessed June 2018]
[24] DCMS, 2015. Taking Part 2014/15, Focus On: Wellbeing. Available at: https://www.gov.uk/government/statistics/taking-part201415-focus-on-reports [Accessed June 2018]
[25] NatCen, 2018. Culture, sport and wellbeing: Findings from the Understanding Society survey. Available at: http://natcen. ac.uk/our-research/research/culture-sport-and-wellbeing/ [Accessed June 2018]
[26] Sayer, F. 2015. 'Can digging make you happy? Archaeological excavations, happiness and heritage.' Arts and Health: An International Journal for Research, Policy and Practice, 7 (3). pp. 247-260. ISSN 1753-3015

services to unlock sustained long-term improvements in public health, wellbeing, as well as in employability.'[27]

5.3.9 Heritage led regeneration programmes can further help with the potential of health and wellbeing enhancements. Improvements to historic environments help to increase a sense of pride in the area and can be beneficial in reducing crime, which subsequently has impact on the amenity and health and wellbeing of the individuals and the community as a whole. A recent workshop with various GM Stakeholders as part of the evidence base gathering for the GMSF Heritage Paper (July 2019) suggested that in some areas such as Moston, crime levels had dropped following improvements to the historic environment.

The historic environment creates a strong sense of place

5.3.10 'Sense of place' is a term used to describe the ways in which people attach meaning and values to specific locations. It is a characteristic applied to places where the environment evokes positive feelings such as belonging, identity and pride. Historic buildings give an important sense of place and identity to the different districts of Greater Manchester. Special buildings in older areas such as schools, churches and town halls act as historic and visual landmarks. Their permanent nature is reassuring as they provide continuity and stability.

- In a recent survey of 1,731 adults in England, two-thirds (66%) agreed with the statement that 'Historic buildings are a source of pride in the local area where I live'22.
- In 2009, English Heritage commissioned Newcastle University's Centre for Urban and Regional Studies (CURDS) to review the link between the historic environment and sense of place. The review concluded that the historic environment contributes towards a distinctive sense of place and a sense of continuity, which can support a greater sense of people's self-esteem and place attachment[28].
- A 2010 study into the impact of historic environment regeneration found that people who live in areas with more heritage assets are likely to have a stronger sense of place. Adults and young people who live in areas with more heritage assets or cite a local building or monument as special are more likely to have a stronger sense of place (after controlling for other socio-economic factors that impact on sense of place). 92% of respondents to the on-street survey in areas that had seen significant historic environment led regeneration felt that the heritage projects had raised pride in the local area and 93% said that it had increased their sense of place[29].

5.3.11 The regeneration of Oldham Town Hall is a good example of historic environment led regeneration, which has helped in increasing a sense of pride and place locally, bolstering the Town Centre's family-friendly credentials, attracting more affluent customers into the Town Centre and laying the ground for an 'after-work' culture in the Town Centre and revitalised evening economy. Previously, the vacant Old Town Hall discouraged people from venturing further down Yorkshire Street. The new development, which contains a cinema and restaurants, has helped rebrand the Town Centre and create 'civic pride' – as evidenced by comments on social media[30].

5.3.12 Another example is the ambitious £6 million programme of regeneration on Altrincham High Street centred on the spine of the medieval town, which was placed on Historic England's register of Conservation Areas at Risk because of the poor condition of its public realm and empty retail shops. The programme began with the creation of a Public Realm Strategy, followed by detailed public consultation that was in turn underpinned by research into the character of the town's surviving historic fabric. One of the aims of the project was to redress the balance between vehicles and pedestrians. As a result, honey-hued stone paving now extends through the town centre up to the Lower Market and renowned Altrincham Market House. The transformation of the space has already attracted new uses, increasing property values and the prosperity of surrounding businesses. Street trees and robust furniture provide a

[27] Envoy Partnership, 2017. Inspiring Futures: Volunteering for Wellbeing - Final Report 2013-2016. Available at: http://volunteeringforwellbeing.org.uk/wp-content/uploads/2017/03/IF_VOLUNTEERING_FOR_WELLBEING_ REPORT_2013-16_SROI_IWM.pdf [Accessed June 2018]
[28] Centre for Urban and Regional Development Studies, Newcastle University, 2009. Sense of Place and Social Capital and the Historic Built Environment. Available at: https://content. HistoricEngland.org.uk/content/heritage-counts/pub/sense_ of_place_web.pdf [Accessed June 2018
[29] AMION and Locum Consulting, 2010. Impact of Historic Environment Regeneration. Available at: https://content. historicengland.org.uk/content/heritage-counts/pub/ImpactHE-Regeneration [Accessed June 2018]
[30] Oldham Council

human scale to the public spaces. The Grade II listed Market House is now home to some of the locality's finest food and drink traders and has set a precedent for town centre regeneration.[31]

The historic environment influences how we perceive places

5.3.13 The local diversity of styles and materials, the quality of its craftsmanship and the compelling sense of longevity makes historic buildings and structures an attractive part of the built environment. Its presence in our rural and urban landscapes has an attractive power that draws people and has a positive impact on their quality of life.

- In a recent survey of 1,731 adults in England on the quality of the built environment, the majority of respondents (58%) agreed with the statement that 'the age of a building makes a difference to the way I perceive its quality and design'. 84% of adults agreed that 'better quality buildings and public spaces improve people's quality of life'22 .
- The Heritage Lottery Fund's (HLF) report 20 Years in 12 Places summarises research into what people think about heritage and the local projects HLF have supported: 93% of 4,223 people surveyed said that local heritage has an impact on their quality of life; 80% of people they surveyed think local heritage makes their area a better place to live; and 56% of adults surveyed said that their local area's heritage is important for their personal sense of identity[32].
- In 2014, The Prince's Foundation conducted a review of 26 projects to understand what people want from new housing developments. The report identifies 'a desire for a strong sense of place and neighbourhood' and a 'desire to respect historic form, style and materials' as being amongst the most popular considerations in the design of new housing, (85% and 84% respectively)[33].

The historic environment brings people together

5.3.14 The historic environment has an important role in bringing people together, whether it is through providing attractive places to meet and relax together or by forming a common cause to gather around. Greater Manchester has a rich history of community engagement in the area's archaeology, such as Dig Greater Manchester,[34] which has involved thousands of adult volunteers and school children in exploring their local heritage and the Greater Manchester Archaeology Federation[35].

- Research suggests that incorporating community elements into heritage led projects can enable people to feel more connected to the people and the places around them, and result in increased wellbeing and personal happiness26 .
- A 2013 survey of 2,001 people on the role of community organisations and heritage properties found that 69% of UK adults believe that heritage buildings and sites are important to their local community, equivalent to approximately 35 million people[36].
- An evaluation of heritage-led regeneration projects found that over 90% of people living in areas where significant heritage-led regeneration had taken place, agreed that investment in the historic environment had resulted in a nicer place in which to live, work and socialise29.

5.3.15 Museums collect, conserve, and communicate heritage through exhibitions and displays. Both National and local authority museums often boast an eclectic collection or exhibition, incorporating social history, art and artefacts specifically relevant to the local area, whereas national museums hold collections to be considered of national importance. Both national and local museums play an important role in bringing people together in appreciating the value of the heritage and historic environments. An example in the context of the Greater Manchester is the Science and Industry Museum in Manchester, which was the most visited attraction in Greater Manchester in 2017.

[31] Historic England: https://historicengland.org.uk/images-books/publications/streets-for-all-north-west/heag149e-sfa-north-west/
32 Heritage Lottery Fund, 2015. 20 Years in 12 Places. Available at: https://www.hlf.org.uk/about-us/research-evaluation/20- years-heritage [Accessed June 2018]
33 The Prince's Foundation, 2014. Housing Communities: What People Want. Available at: http://www.housing-communities. org/Housing-Communities_DIGITAL.pdf [Accessed June 2018]
[34] Dig Greater Manchester
https://diggreatermanchester.wordpress.com/
[35] http://www.algao.org.uk/localgov/community/case_studies/GM_federation
36 Cebr, 2013. The Community Consensus Report. Available at: https://cebr.com/reports/impact-of-communityorganisations/ [Accessed June 2018]

5.3.16 To help people engage with collections and protect them for the future, Arts Council England encourages all museums to meet an agreed standard for accreditation. Table 4.1 below shows a list of accredited museums, art galleries and collections in Greater Manchester (true as 2012).

Accredited Museums, Art Galleries and Collections in Greater Manchester in 2012		
Astley Cheetham Art Gallery	Manchester Museum	Smithills Hall
Bolton Museum and Art Gallery	Museum of Science and Industry (MOSI)	Staircase House
Bolton Steam Museum	Museum of Transport, Greater Manchester	Stockport Air Raid Shelters
Bramall Hall	Museum of Wigan Life	Stockport Art Gallery
Chadkirk Chapel	National Football Museum	Stockport Story Museum
Chetham's Hospital and Library	NMSI, The Science Museum	Tameside Central Art Gallery
Gallery Oldham	Ordsall Hall Museum	The Fusilier Museum
Greater Manchester Police Museum	People's History Museum	The Lowry
Haig Colliery Mining Museum	Platt Hall, The Gallery of Costume	The Rutherford Gallery
Hall I'Th' Wood Museum	Portland Basin Museum	Touchstones Rochdale
Hat Works, The Museum of Hatting	Rochdale Arts and Heritage Store and Resource Centre	Trencherfield Mill
Heaton Hall	Rochdale Pioneers Museum	Vernon Park Museum (Stockport Museum)
Imperial War Museum North	Royal Northern College of Music Collection of Historic Musical Instruments	Whitworth Art Gallery
Manchester City Art Gallery	Saddleworth Museum and Art Gallery	Wythenshawe Hall
Manchester Jewish Museum	Salford Museum and Art Gallery	
Manchester Metropolitan University Special Collections	Setantii	

Table 4.1: Accredited Museums, Art Galleries and Collections in Greater Manchester in 2012 (Source: Heritage Counts)

The historic environment inspires learning and understanding

5.3.17 Cultural engagement can help shape reflective individuals, facilitating greater understanding of themselves and their lives, increasing empathy with respect to others, and an appreciation of the diversity of human experience and cultures[37].

- Research published in 2015 on the impact of the Heritage Lottery Fund's national heritage investment programme over the last 20 years revealed that 83% of residents, who had visited heritage sites or projects in their area, agreed that visiting had helped them understand more about the history of their area. The findings also suggest that local heritage sites and projects can broaden horizons as 67% of visitors agree that visiting has made them have a better understanding of other people's cultures32.
- Heritage Schools is a Historic England initiative funded by the Department for Education to help school children develop an understanding of their local heritage and its significance. Evidence from the programme evaluation shows that learning about local heritage inspires creativity and results in children who are increasingly proud of where they live. The evaluation of the 2016-17 Heritage Schools Programme surveyed participating teachers and cultural partners and several reported impacts for participating pupils: 99% agreed learning about local heritage improved pupils' sense of place; 97% agreed learning about local heritage improved pupil's sense of pride; 89% of teachers surveyed agreed that their pupils have an increased knowledge and understanding of local heritage; and 92% of teachers agreed that their pupils are more connected to the place they live in[38].

5.3.18 In the absence of written records, the material record, particularly archaeological deposits, provides the only source of evidence about our past. This is connected to the evidential value of historic environments, which derives from the potential of a place to yield evidence about past human activity through the physical remains of past human activity. These are the primary source of evidence about the substance and evolution of places, and of the people and

[37] Crossick, G. and Kaszynska, P. 2017. Understanding the value of arts and culture. Available at: http://www.ahrc.ac.uk/ documents/publications/cultural-value-project-final-report/ [Accessed June 2018]

38 Historic England, 2017 b. Heritage Schools 2016-17 Evaluation Report. Available at: https://HistoricEngland.org.uk/servicesskills/education/heritage-schools/teacher-survey/ [Accessed June 2018]

cultures that made them, and their evidential value is proportionate to their potential to contribute to people's understanding of the past. [39] The historic environment also provides a tangible link to social, economic, political and human history, helping to create a better understanding of contemporary society and contributing to effective education and learning.[40] In the Greater Manchester context, this includes links to the Co-operative movement, World War I and II, social reform, Emily Pankhurst, Peterloo among others.

5.3.19 A Greater Manchester example of how the historic environment can contribute to learning and understanding is the 'Cotton, Curry and Commerce' book and history project spanning three generations, made possible by the Lottery Heritage Fund. It is the culmination of a two-year Heritage Lottery Funded project celebrating the contribution made by the Oldham Asian Business Association (ABA) and Asian businesses to the economic life of Oldham. The project was the result of a partnership between the Oldham Asian Business Association and Oldham Local Studies and Archives supported by the Heritage Lottery Fund and the Oldham Business Leaders Group (OBLG). The project aimed to collect memories, reminiscences and archives from the Asian business community in order to create a unique resource for the exploration of the history and development of Asian business in Oldham. These resources were then used to publish a book celebrating the achievements of Asian entrepreneurs in Oldham, and the contribution of Asian businesses to the economy of Oldham. The story of 'Cotton, Curry & Commerce' is told through a collection of case studies including 22 oral history recordings from members of the Asian business community, migrant pioneers, subsequent generations of Asian entrepreneurs, business leaders and politicians active in Oldham to explore 50 years of change from the 1960s onwards. The archives of the Asian Business Association (catalogue reference M166), the oral history recordings (catalogue reference M185), and the book are available at Oldham Local Studies and Archives[41].

5.3.20 Contributions are still being made to understanding the region's archaeological history through the activities of GMAAS (including a range of publications) and local archaeology groups and societies. In Greater Manchester, an example is the well-regarded Greater Manchester Past Revealed Series, which presents the results of large-scale archaeological projects in an illustrated booklet. Other means of dissemination are information boards, guided tours and public open days, web based information and landscape interpretation.

5.4 Economic Value

5.4.1 Heritage makes a significant contribution to the UK economy, providing jobs and output across a number of industries. The Heritage sector's total estimated GVA contribution to the UK's GDP was £13.1 billion in 2016, equivalent to 0.75 per cent of UK`s total GVA. The heritage sector has had a total estimated employment of 196,000 in 2016, equivalent to 0.67 per cent of the workforce of the entire UK. [42]

5.4.2 For every £1 of GVA generated by the heritage sector in England, an additional £1.21 of GVA is supported in the wider economy through indirect and induced multiplier impacts of the sector. Indirect impacts are generated in the supply chains supporting the heritage sector, whilst induced impacts are generated when the direct and indirect (supply chain) employees spend their earnings on domestic goods and services. Once these impacts are taken into account, England's heritage sector had an estimated aggregate GVA impact of £29 billion in 2016.

5.4.3 The same logic applies to the heritage sector`s estimated employment multiplier of 2.34, so that for every job created in the heritage sector, an additional 1.34 jobs are supported in the wider economy, again through these indirect and induced multiplier impacts. Accounting for these wider multiplier impacts and adding them to the direct employment contribution, produces an aggregate employment impact of the heritage sector of approximately 458,640 jobs in 2016.[43]

[39] Historic Environment: https://historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesandguidanceapril08web/
[40] IHBC: https://www.ihbc.org.uk/skills/resources/IHBC-Valuing-Historic.pdf
41 Oldham Council: http://cottoncurryandcommerce.co.uk/
[42] The heritage sector in England and its impact on the economy, A report for Historic England (2018) https://historicengland.org.uk/content/docs/research/heritage-sector-england-impact-on-economy-2018/
[43] The heritage sector in England and its impact on the economy, A report for Historic England (2018) https://historicengland.org.uk/content/docs/research/heritage-sector-england-impact-on-economy-2018/

Heritage shapes peoples' perceptions of place

5.4.4 Heritage plays an important part in shaping peoples' perceptions and authentic experiences of a place. Places that are aesthetically pleasing have an attractive power that encourages people to congregate there. Historic environments are popular places to live, work, and spend leisure time in because they are generally attractive with a wealth of architectural detail lacking in modern developments. They are also familiar and have a lasting quality.

- One of the strongest arguments for investing and promoting the historic environment is its importance in affecting perceptions of how attractive a place is to visit. It is also an important factor in determining where people chose to live (74%) and work (63%)29.
- The GREAT Britain campaign showcases the best of what the UK has to offer to inspire the world and encourage people to visit, do business, invest and study in the UK. The campaign identifies heritage as one of 12 'unique selling points' of the UK. It is estimated that for every £1 spent on the GREAT campaign, overseas visitors spend £23 in Britain[44].
- People spend more in their local economy after investment in the historic environment. In areas that had received investment in the historic environment, approximately one in five visitors in a survey of 1,000 stated they spent more in an area after investment in the historic environment than they did before. One in four businesses stated that the historic environment investment had directly led to an increase in business turnover29.

5.4.5 Heritage assets also improve the overall appeal of places by providing an environment for a diverse leisure and retail experience. Examples in Greater Manchester include the renovation of Altrincham market, which has created an appealing venue for independent businesses. The re-opening of the River Roch and associated new public realm in Rochdale, which has formed a new focal point for events and markets. Manchester's Castlefield has also brought back to life a previously neglected area, attracting new residents and businesses.

Heritage is an important 'pull' factor in business location decisions

5.4.6 Distinctive and characterful working spaces are a 'pull' factor for businesses. Historic buildings form unique settings for a variety of activities such as business, entertainment, eating out and shopping. They are often more appealing than modern buildings and can also offer accommodation for small businesses that is smaller, more flexible and cost-effective.[51]

- The density of heritage assets is highly and positively related to the concentration of firms in a local economy including creative industries. A recent study into the role of culture and sport in place shaping found that the greater the density of cultural and heritage assets, the better the performance of the creative industries and the greater the level of specialisation towards the creative industries. Heritage density is also positively and strongly related to the overall movement of businesses into an area, which suggests that such assets are important 'pull' factors which influence business location decision[45.]
- A very high proportion of creative industries based in historic buildings are start-ups, with over 60% established between 2010 and 2013[46].
- One in four businesses in a survey of over 100 agreed that the historic environment is an important factor in deciding where to locate[33].

5.4.7 There are many good examples of historic buildings being renovated for new business uses within the city-region, including the regeneration of Manchester's Northern Quarter, Castlefield and Ancoats areas, as well as Abney Hall (Cheadle) and Islington Mill (Salford). Once again, the regeneration of Oldham's Old Town Hall demonstrates how heritage regeneration projects can have a positive influence on economic prosperity. A recent study on the economic impact of the development highlighted that nearby businesses had experienced a notable uplift in trade, opening

44 VisitBritain (2016). VisitBritain Annual Review 2015/16. [PDF] Available at: https://www.visitbritain.org/ visitbritainvisitengland-reports-year-record-growth-tourism [Accessed September 2018]

[45] TBR (2016). The role of culture, sport and heritage in place shaping. [PDF] https://assets.publishing.service.gov.uk/ government/uploads/system/uploads/attachment_data/ file/639028/CASE_Placeshaping_Report_-_The_role_of_culture__sport_and_heritage_in_place_shaping_.docx [Accessed September 2018]

[46] Heritage Lottery Fund (2013). New ideas need old buildings . [PDF] https://www.hlf.org.uk/new-ideas-need-old-buildings [Accessed September 2018]

hours had extended, new complementary businesses had located nearby and that the project had influenced existing businesses to stay in the Town Centre and to invest in refurbishments within a year of the completion of the project[47].

Heritage generates demand and a property price premium

5.4.8 With 5.1 million pre-1919 buildings in England, traditionally built properties make up 21% of the housing stock in England. 'Period' properties and historic features are highly sought after and residential property values can be enhanced by Listed Building and Conservation Area status. This is largely because historic buildings with original external and internal features, generous space standards and distinctive social cachet are a symbol of quality, seen as inherently valuable as period homes. Equally, the conversion of other types of historic buildings such as mills and warehouses provides greater opportunity for self-expression.

- Proximity to a listed building is associated with additional value and this value is greater than the premium associated with a newly built home. A study of six cities in England, which included Manchester, found that proximity to a listed building increased property prices by between 4.4% and 10.3%. The study concludes that beauty, a sense of place, and confidence that heritage will not be destroyed bring real and predictable value[48].
- There is a 9% price premium for homes in conservation areas. Research analysing 1,088,446 house sales between 1995 and 2010 showed that properties in conservation areas sell for 23% more on average than other houses. Even when location, property features and other factors affecting house prices are adjusted for, a premium of around 9% was still found[49].
- Listed properties generate a higher level of total return on investment compared to non-listed properties. A 2011 analysis of the Investment Property Databank (IPD) Index (a leading real estate industry data source for commercial property) shows that at the All Property level, the IPD Listed Property Index has generated a higher level of total return than the IPD Index for three, five, 10 and 30 year time periods[50].
- One of the strongest arguments for investing and promoting the historic environment is its importance in affecting perceptions of how attractive a place is to visit. It is also an important factor in determining where people chose to live (74%) and work (63%)[51] .

Heritage, breathing life into our towns and cities

5.4.9 Built heritage is a huge resource helping to shape how towns, cities and rural areas look and feel. The unique and distinctive nature of heritage adds value to places and has formed the cornerstone of many successful regeneration projects within the city-region creating significant benefits for local economies and communities. The conversion of large commercial premises in Central Manchester into apartments, for example, has brought new life into the city centre, creating activity in areas previously deserted at the end of the working day.

- The returns on heritage-led regeneration projects outstrip costs. A 2017 ex-post evaluation of the economic impact of six case studies from HLF's Heritage Grants Programme (2002-2007) demonstrated a net GVA of £8.4m generated annually and 135 direct / indirect jobs supported annually. Over the 10 years, this equated to £84m GVA across just six projects. The combined grant awarded for these six projects was £27.5m, which is a return of over three times what was originally invested. In addition, there were temporary economic benefits of £3.1m net GVA and 70 net jobs during the construction phases[52].

[47] Oldham Council: Economy Directorate, People and Place
[48] Boys Smith, N. Venerandi, A. and Toms,.K. (2017) *Beyond Location*. Create Streets. Summary available at: http://dev. createstreets.com/projects/create-streets-latest-report-beyond-location-published/ [Accessed September 2018]
[49] Ahlfeldt, G. Holman, N. and Wendland, N. (2012) *An Assessment of the Effects of Conservation Areas on Value*. [PDF] https://content.historicengland.org.uk/content/docs/ research/assessment-ca-value.pdf [Accessed September 2018]
[50] Colliers International (2011). *Encouraging Investment in Industrial Heritage at Risk.* [PDF] https://content. historicengland.org.uk/content/docs/research/encouraging-investment-industrial-heritage-at-risk-main-report.pdf [Accessed September 2018]
[51] Amion consulting and Locum Consulting (2010) Impact of Historic Environment Regeneration
[52] Heritage Lottery Fund (2017). *Ten Years On: The Impact of the Heritage Grants Programme 2002-2007*. [PDF] https:// www.hlf.org.uk/ten-years-impact-heritage-grants-programme-2002-2007 [Accessed September 2018]

- Investing in the historic environment generates economic returns for local places. On average, £1 of public sector expenditure on heritage-led regeneration generates £1.60 additional economic activity over a ten year period29.

5.4.10 The 'Discovering the Underbanks' project, is a Heritage Lottery Funded (HLF) project aimed at transforming Stockport's historic high street into a vibrant destination for businesses and visitors, whilst also telling the area's stories to new audiences. The scheme will includes improvements to property and the local area, skills training and community events designed to bring people into the area. The scheme was awarded Stage 1 of a Townscape Heritage grant in 2017 and a detailed Stage 2 application to HLF was submitted in 2018. Upon grant of the funds, the project will run for five years[53].

The opportunity costs of not investing in heritage

5.4.11 Heritage-led regeneration is of particular value in areas of high economic and social deprivation. Run down derelict historic areas can be transformed into vibrant places in which people wish to live work and spend their money.

- With 5,290 designated heritage assets 'at risk' in 2017, there is untapped economic potential. Research from 2017 examined the opportunities provided by vacant and underused textile mills in West Yorkshire and the North West. The research demonstrated that there were approximately 542 underused or vacant mills in Greater Manchester. Applying standard office floor space densities to the total amount of net vacant floor space in West Yorkshire, Greater Manchester and Lancashire's textile mills illustrates the potential to generate 283,000 new net additional jobs (equivalent to £12.4bn of Gross Value Added per annum) or 52,000 new homes.**Error! Bookmark not defined.**
- There are unrealised opportunities for new businesses in underused or vacant heritage assets. Businesses that occupy listed buildings generate £13,000 extra GVA per business per year. This extra GVA is the amount above that generated by an equivalent number of businesses in non-listed buildings.46
- While there is a 9% premium on properties in conservation areas, this advantage falls by 4 percentage points (or to 5 %) in conservation areas that are classified by local authorities as being 'at risk'.49

Heritage construction and development

5.4.12 There are over 5.1 million pre-1919 residential properties in England, representing over a fifth (21%) of all dwellings in England[54] . The on-going need to repair, maintain and restore these historic buildings creates strong dependencies between heritage and the construction and development sectors, often requiring specialist heritage skills, knowledge and expertise.

- Heritage construction and development contributes £6.6bn in GVA; there are 94,000 construction workers involved in heritage related activities, including building finishing and specialised activities such as bricklaying and stone setting, carpentry, cleaning of the exterior etc; there are 5,000 people employed as archaeologists in England; and 29,000 architects, building and civil engineers and chartered surveyors involved in heritage related activities.55
- In 2017 the Heritage Lottery Fund (HLF) reported the findings of an impact evaluation of grants distributed between 2002 and 2007. The assessment found 60% of a sample of projects led to the creation of new jobs. 22% reported regeneration impacts – by enhancing the character and distinctiveness of their local areas through the renovation, restoration and improvement of heritage assets, places have become more inviting and have attracted further investment.52
- A major survey of archaeological services in the UK estimates that commercial archaeology generated a total of £228m revenue in 2016-17.56

53 Stockport Council: https://www.stockport.gov.uk/rediscovering-the-underbanks
[54] Valuation Office Agency (2017). Council Tax: Stock of Properties 2017, Table CTSOP4.0. [URL] https://www.gov.uk/ government/statistics/council-tax-stock-of-properties-2017 [Accessed September 2018]
[55] Centre for Economics and Business Research (2018). The Heritage Sector in England and its Impact on the Economy. [PDF] https://historicengland.org.uk/content/docs/research/ heritage-sector-england-impact-on-economy/ [Accessed September 2018]
[56] Landward Research (2017). *Archaeological Market Survey 2016-17*. [PDF] https://www.archaeologists.net/sites/default/ files/Archaeological%20Market%20Survey%202016-17%20 101117.pdf [Accessed September 2018]

Heritage tourism

5.4.13 Heritage is an important part of the tourism industry in England, attracting millions of domestic and international tourists each year. England's heritage creates additional spending through tourism in two ways. Some tourists visit the UK primarily to visit heritage attractions, while others take part in heritage activities during trips that are made for other purposes, potentially extending trips and generating additional spending as a result.[57] This in turn supports millions of jobs and contributes to national and local economic growth. Heritage tourism represented 2% of the UK's gross domestic product (GDP) in 2011; this is the direct, indirect and induced effect of both built heritage and natural heritage tourism.[58] On a regional level, the total gross value added and jobs supported by heritage tourism in the North West region in 2015 was £1.4bn and 30,300 respectively[59].

- Two-thirds (34%) of domestic tourists cited being able to visit a historic building or monument as their 'sole reason' or a 'very important reason' why they took their domestic holiday or short break. This increases to 63% for day visitors[60].
- Heritage tourism is more popular in Britain, compared with most of Europe. 35% of UK citizens "totally agree" that the presence of cultural heritage influences their choice of holiday destinations. This is the fourth highest proportion of the survey respondents from the 28 EU countries[61].
- Over three quarters of visitors to historic attractions in England were local visitors in 2016, including both day trips and longer stays. The proportion of domestic visitors has been increasing steadily since 2008, suggesting that holiday trends in England are changing towards staying within the UK.62

5.4.14 The ten Greater Manchester districts invest more than £24.3m per annum in culture and heritage; directly supporting Greater Manchester theatres, galleries and cultural organisations and residents' creative activity[63]. The city-region is now a significant tourist destination, and many museums and galleries are often located in historic buildings.

5.4.15 Industrial heritage is also a major tourist attraction in the city-region. Visitors are attracted to Greater Manchester by the unique built environment created by the textile industry, mills, commercial and public buildings, waterways, railways and docks and by the facilities provided in diverse historic buildings. Many of these have been imaginatively adapted to new uses for example the Royal Exchange theatre in Manchester's former Cotton Exchange and the G-Mex Concert and Exhibition Centre in the former Central Station. Particular tourist attractions include the East Lancashire Railway, which originates in Bury, the Portland Basin in Tameside, Wigan Pier and the Country parks associated with rivers and canals, for example Heaton Park, Dunham Massey and the reclaimed Coral Irwell Valley.

Heritage volunteering

5.4.16 Volunteers are vital to the day-to-day running of many heritage organisations. They dedicate significant amounts of time, knowledge and expertise in a wide range of high skilled and low-skilled roles. These activities range from fundraising, outreach, events and exhibitions staffing, specialist conservation work, to governance roles and trusteeship.

- Heritage volunteering in numbers: 616,000 heritage volunteers in England, 2015/16; 5.7% of all volunteers in England, 2015/16; £520m estimated economic value of heritage volunteering based on national minimum wage in England, 2016.55

5.4.17 In addition to being beneficial to wellbeing, volunteering can help in skills development and support future employability.

[57] The heritage sector in England and its impact on the economy, A report for Historic England (2018) https://historicengland.org.uk/content/docs/research/heritage-sector-england-impact-on-economy-2018/
[58] Oxford economics (2013) The Economic Impact of the UK Heritage Tourism Economy
[59] Oxford economics (2016) The Impact of Heritage Tourism for the UK Economy.
[60] TNS (2015). *Valuing Activities*. [PDF] https://www.visitbritain. org/sites/default/files/vb-corporate/Documents-Library/ documents/England-documents/valuing_activities_-_final_ report_fv_7th_october_2015_0.pdf [Accessed September 2018]
[61] European Commission (2017). *Special Eurobarometer 466 - Cultural Heritage*.[PDF] https://ec.europa.eu/ commfrontoffice/publicopinion/index.cfm/ResultDoc/ download/DocumentKy/80882 [Accessed September 2018]
[62] BDRC (2018). *Visitor Attraction Trends in England, 2017*. https:// historicengland.org.uk/content/heritage-counts/pub/2018/ visitor-attractions-trends-england-2017/ [Accessed September 2018]
[63] Greater Manchester's Strategy for Culture and Creativity

6 Trends

6.1 Introduction

6.1.1 This section summarises the issues and opportunities pertaining to the historic environment in Greater Manchester. It has been informed by a workshop held in July 2019 with officers from GMCA, Historic England, the Greater Manchester Archaeology Advisory Service (GMAAS) and the ten GM districts.

6.2 Heritage at Risk

Introduction

6.2.1 Launched in 2008, the Heritage at Risk (HAR) Programme identifies sites that are most at risk of being lost as a result of neglect, decay or inappropriate development. Table 6.1 below shows a comparison between the total number of heritage assets and heritage at risk across Greater Manchester.

	Listed Buildings		Scheduled Monuments	Registered Parks and Gardens	Conservation Areas
	Buildings and Structures Entries	Place of Worship Entries	Total	Total	Total
GM Heritage At Risk[64]	26	63	1	0	18
GM Heritage Assets[65]	3,892		42	30	245

Table 6.1: Greater Manchester Heritage at Risk

Listed Buildings

6.2.2 As shown in the table 6.1 above, 89 listed assets within Greater Manchester are on the HAR register. Whilst this accounts for a relatively low proportion of listed buildings overall (some 2%) it is to be noted that there is no information on the state of Grade II listed buildings / structures other than places of worship. Since Grade II listed buildings make up the greatest proportion of listed buildings in the city-region, this represents a significant gap in the evidence base. Further research would help to increase the understanding of the state of the historic environment within Greater Manchester and the opportunities for conservation and enhancement.

Conservation Areas

6.2.3 Of Greater Manchester's 245 conservation areas, 18 (7%) are at risk[66]. Table 6.2 shows a breakdown of this by district.

District	Risk				
	At Risk	Vulnerable	Low / Not at Risk	Information Missing	District's Total
Bolton	2	15	9	0	26
Bury	2	6	4	2	14
Manchester	0	4	31	0	35
Oldham	1	20	15		36
Rochdale	2	8	15	4	29
Salford	4	7	4	0	15
Stockport	1	9	27	0	37
Tameside	1	3	5	0	9
Trafford	3	5	13	0	21
Wigan	2	5	16	0	23
Greater Manchester	**18**	**82**	**139**	**6**	**245**

Table 6.2: Greater Manchester Conservation Areas at Risk (Source: Historic England)

6.2.4 Salford has the highest proportion of conservation areas at risk, with four of 15 Conservation Areas (27%) being included in this category. Manchester is the only district with no conservation area at risk. As presented in Table 6.2,

[64] Historic England Heritage at Risk Register NW: https://historicengland.org.uk/images-books/publications/har-2018-registers/nw-har-register2018/
[65] Historic England Database
[66] Heritage Counts 2018 https://historicengland.org.uk/research/heritage-counts/indicator-data/

an additional 82 (33%) conservation areas are classified as 'vulnerable.' Table 6.3 identifies that 29 conservation areas (12%) have 'high' vulnerability.

District	Low	Medium	High	Information Missing	District's Total
Bolton	0	14	12	0	26
Bury	0	10	2	2	14
Manchester	26	8	1	0	35
Oldham	0	35	1	0	36
Rochdale	3	22	0	4	29
Salford	0	5	10	0	15
Stockport	37	0	0	0	37
Tameside	8	1	0	0	9
Trafford	11	10	0	0	21
Wigan	13	7	3	0	23
Greater Manchester	**98**	**112**	**29**	**6**	**245**

Table 6.3: Greater Manchester Conservation Areas Vulnerability (Source: Historic England)

6.2.5 As shown in Table 6.4, 123 (50%) of the total Conservation Areas are in fair condition, with 56 (23%) in optimal condition, 50 (20%) in poor condition and 10 (4%) in very bad condition.

District	Optimal	Fair	Poor	Very Bad	Information Missing	District's Total
Bolton	9	13	3	1	0	26
Bury	2	7	3	0	2	14
Manchester	16	17	2	0	0	35
Oldham	9	20	7	0	0	36
Rochdale	5	8	10	2	4	29
Salford	8	2	3	2	0	15
Stockport	0	28	8	1	0	37
Tameside	1	3	4	1	0	9
Trafford	2	12	5	2	0	21
Wigan	4	13	5	1	0	23
Greater Manchester	**56**	**123**	**50**	**10**	**6**	**245**

Table 6.4: Greater Manchester Conservation Areas Condition (Source: Historic England)

6.2.6 As shown in Table 6.5, there is an improving trend for the city-region's conservation areas. Whilst 150 (61%) of conservation areas have had no significant change in their condition, 61 (25%) have been improving and seven have improved significantly. Barton-Upon-Irwell in Trafford is the only conservation area that has deteriorated significantly. The condition of following 11 conservation areas has also deteriorated: Bury Town Centre (Bury); Rowlands / Brookbottoms (Bury); Oldham Town Centre, (Oldham); Cliff (Salford); St Augustine's (Salford); Houldsworth (Stockport); Church Lane (Stockport); Hillgate, (Stockport); George Street (Trafford); Empress (Trafford); and Tyldesley Town Centre (Wigan).

District	Deteriorating Significantly	Deteriorating	No Significant Change	Improving	Improving Significantly	Unknown	Information Missing	Total
Bolton	0	0	21	4	1	0	0	26
Bury	0	2	6	3	1	0	2	14
Manchester	0	0	19	14	2	0	0	35
Oldham	0	1	26	9	0	0	0	36
Rochdale	0	0	14	9	2	0	4	29
Salford	0	2	9	3	1	0	0	15
Stockport	0	3	23	4	0	7	0	37
Tameside	0	0	7	2	0	0	0	9
Trafford	1	2	10	6	0	2	0	21
Wigan	0	1	15	7	0	0	0	23
GM	**1**	**11**	**150**	**61**	**7**	**9**	**6**	**245**

Table 6.5: Greater Manchester Conservation Areas Trends (Source: Historic England)

Scheduled Monuments

6.2.7 'Peel Hall Moated site' in Wigan is the only Scheduled Monuments at risk in Greater Manchester,[67] however, 10 assets (24%) have been identified as being vulnerable as show in table 6.6. A total of 30 (73%) Scheduled Monuments within the Greater Manchester conurbation are at low risk or not at risk at all.

District	At Risk	Vulnerable	Low / Not at Risk	Information Missing	Total
Bolton	0	1	2	0	3
Bury	0	1	3	0	4
Manchester	0	1	4	0	5
Oldham	0	0	1	1	2
Rochdale	0	0	2	0	2
Salford	0	0	3	0	3
Stockport	0	1	5	0	6
Tameside	0	3	1	0	4
Trafford	0	1	0	0	1
Wigan	1	2	9	0	12
GM	**1**	**10**	**30**	**1**	**42**

Table 6.6: Greater Manchester Scheduled Monuments at risk (Source: Historic England)

6.2.8 Table 6.7 shows a breakdown of the Scheduled Monuments in Greater Manchester, across various condition types. Three assets (7%) have been identified to be in a generally unsatisfactory condition with major localised problems: Clayton Hall moated site (Manchester); Moated site at Arley Hall (Tameside); and Peel Hall Moated site (Wigan). An additional six monuments (14%) are identified as Generally Satisfactory but with significant localised problems.

District	Optimal / Generally Satisfactory	Generally Satisfactory but with minor localised problems	Generally Satisfactory but with Significant localised problems	Generally unsatisfactory with Major localised problems	Information Missing	Total
Bolton	1	2	0	0	0	3
Bury	1	2	1	0	0	4
Manchester	1	3	0	1	0	5
Oldham	1	0	0	0	1	2
Rochdale	0	1	1	0	0	2
Salford	1	2	0	0	0	3
Stockport	4	2	0	0	0	6
Tameside	0	2	1	1	0	4
Trafford	0	1	0	0	0	1
Wigan	3	5	3	1	0	12
GM	**12**	**20**	**6**	**3**	**1**	**42**

Table 6.7: Greater Manchester Scheduled Monuments' condition (Source: Historic England)

6.2.9 The majority of monuments are either in a stable or improving condition (see Table 6.8), however, the condition of seven assets has been identified as declining. This includes Ringley Old Bridge (Bury); Clayton Hall moated site (Manchester); New Hall Moat, Astley (Tameside); Medieval moated site and later fortified manor house known as Bury Castle (Wigan); Section of an early medieval boundary ditch known as the Nico Ditch in Platt Fields (Wigan); Peel Hall moated site (Wigan); and Post-medieval glassworks south east of Clarke's Bridge (Wigan).

[67] Heritage indicators 2018 https://historicengland.org.uk/content/heritage-counts/pub/2018/hc2018-heritage-indicators/

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District	Declining	Stable	Improving	Not known	Information Missing	Total
Bolton	0	2	1	0	0	3
Bury	1	3	0	0	0	4
Manchester	1	4	0	0	0	5
Oldham	0	1	0	0	1	2
Rochdale	0	1	0	1	0	2
Salford	0	3	0	0	0	3
Stockport	0	6	0	0	0	6
Tameside	1	1	0	2	0	4
Trafford	0	0	1	0	0	1
Wigan	4	8	0	0	0	12
GM	**7**	**29**	**2**	**3**	**1**	**42**

Table 6.8: Greater Manchester Scheduled Monuments trends (Source: Historic England)

Heritage at Risk – Conclusion

6.2.10 In headline terms, Greater Manchester has a relatively small proportion of heritage assets on the Heritage at Risk register; some 2% of listed buildings, 7% conservation areas, 2% of scheduled monuments and no Registered Parks and Gardens are on the list. The register only includes Grade II listed buildings that are places of worship, however, and since Grade II listed buildings make up the highest proportion of listed buildings in the city-region (almost 93%) and cover a much wider range of building typologies, there is currently a considerable gap in the evidence base. There is no mechanism in place to monitor the condition of Grade II buildings outside London and consequently the condition of the greater majority of the city-region's designated heritage assets is simply an unknown quantity.

6.2.11 Condition information on conservation areas, is more detailed and perhaps provides a useful yardstick in terms of the state of the historic environment within the city-region. Overall 7% of conservation areas are 'at risk' but the proportion is much higher in some districts, notably Bury (14%), Salford (29%) and Trafford (14%). Across the city-region a further 33% are classed as 'vulnerable' and in many districts the proportion of conservation areas that are 'at risk' or 'vulnerable' is higher than those that are not 'at risk,' namely Bolton (68%), Bury (57%), Oldham (58%) and Salford (71%). Indeed, only 23% of the Greater Manchester's conservation areas are in their optimal condition and 24% of conservation areas are in a poor / very bad condition, with Oldham (26%), Rochdale (41%), Salford (36%), Tameside (56%), Trafford (33%) and Wigan (26%) having above average concentrations of conservation areas in a poor / very bad condition. Overall, there is a trend that the condition of the city-region's conservation areas is improving (29%) rather than deteriorating (5%), but the deterioration of conservation areas is above average in Bury (14%), Salford (13%), Stockport (8%) and Trafford (14%).

6.2.12 Heritage at risk can result in socio-environmental degradation including crime, vandalism, fly tipping and the consequent decline in the significance and character of an area. There is a need across the city-region to ensure the protection of heritage at risk and the reduction in the number of entries on the register by exploring opportunities for regeneration and promoting the full repair and occupation of heritage assets or appropriate management. Officers attending the GM Heritage Topic Paper stakeholder consultation also identified the need for a more up-to-date 'at risk' register at the city-region level to inform strategy, policies and site allocations and a more rigorous approach in registering heritage assets that are at risk as a result of neglect, decay or inappropriate development or are vulnerable to becoming so. Up to date information will help to ensure that the districts better conserve and enhance the historic environment, heritage assets and their setting and reduce any risks due to a lack of understanding and information.

6.3 Vulnerability of certain building typologies

6.3.1 England's textile mills, once the workshop of the world, were the original Northern Powerhouse of the UK. What remains today of this industrial heritage is fundamental to the history, culture and landscape of northern England. A survey undertaken in 2011 found that the percentage of listed industrial buildings at risk was three times greater than the national average for listed buildings at risk.[68] Historic England subsequently commissioned the University of Salford in 2017 to prepare The Greater Manchester's Historic Textile Mills Buildings At Risk County Assessment Report.

[68] Historic England: https://historicengland.org.uk/advice/heritage-at-risk/industrial-heritage/

6.3.2 The report shows that Greater Manchester's historic mills are rapidly being lost with many more standing empty and neglected. Since the last study undertaken in 1980s, 45% of Greater Manchester's historic mills have been lost, with only 6% (33) of textile-mill complexes retaining all the structural elements of the original power system (the figure does not necessarily include those mills that have internal engine and boiler houses, a layout typical of early 19th Century mills).

6.3.3 Several significant concentrations of textile mills occur across Greater Manchester, with perhaps the most celebrated groups lying in Manchester, including those lining the Rochdale Canal in Ancoats, and the tastefully repurposed mills in Chorlton-upon-Medlock. The latter group, focused on Chorlton New Mills, incorporates the oldest surviving fireproof mill in Manchester. The group in Ancoats includes Murrays' Mills and McConnel & Kennedy's Mills on Redhill Street, and Beehive Mill on Radium Street, which cumulatively illustrate development in design and construction techniques from the 1790s to the early 20th Century.

6.3.4 An important group of 11 mills survive in the Oldham ward of Chadderton Central, for instance, a figure that compares favourably with the adjacent ward of Chadderton South, where all the textile mills recorded in the 1980s survey have since been demolished.

6.3.5 Two significant concentrations of textile mills occur across the borough of Wigan. The first of these important groups lies on the south-western fringe of the town centre and includes the large Swan Meadow Mill complex and the recently refurbished Trencherfield Mill, which are both afforded statutory protection as Grade II listed buildings. The second significant group of textile mills in Wigan lies along the corridor of the Bridgewater Canal (Leigh Branch). Most of the mills in this group are afforded statutory protection as listed buildings, and all lie within the Bridgewater Canal Conservation Area. The group include the spectacular Grade II* listed Leigh Spinners Mill.

6.3.6 In Tameside, an important group of textile mills occupy the canal corridor in Ashton-under-Lyne and Dukinfield, including the Grade II* listed Cavendish Mill and the non-designated Wellington Mill and Whitelands Mill.

6.3.7 In contrast to the urbanised parts of the city-region, the mills in the Saddleworth area of Oldham are predominantly of a late 18th and early 19th Century date, and most have strong associations with the woollen as opposed to the cotton industry. The early date of these mills is reflected in their relatively smaller size and scale, whilst most utilise stone in contrast to the brick fabric that characterises the later spinning and weaving mills across much of the city-region.

6.3.8 As may be anticipated, the largest proportion of surviving mills in Greater Manchester were built as cotton-spinning mills. This is particularly the case in Manchester, where 59% of the surviving textile-manufacturing sites were designed as cotton-spinning mills. Slightly less than one fifth were built to serve the textile-finishing trades, with lower numbers intended as weaving and integrated mills.

6.3.9 A total of 88 textile mills in Greater Manchester are afforded statutory protection as listed buildings, representing 16% of the total stock of surviving mills in the city-region. There are 17 Grade II* and 71 Grade II listed textile mill complexes; none of the textile mills in Greater Manchester benefit from a Grade I listing, although Ellenroad Ring Mill in Rochdale is afforded statutory protection as a Scheduled Monument. Some of these listed mills, however, are in poor or very bad condition. A few are beyond economic repair and their ultimate loss should be anticipated, whilst others have been subject to catastrophic fires that has compromised their future survival. Approximately 43% of the textile mills in Greater Manchester appear to be fully occupied, with a further 41% seemingly partially occupied.

6.3.10 In addition to these nationally designated heritage assets, 16 historic textile mills in Greater Manchester are afforded some consideration in the planning system through their inclusion on a Local List of significant buildings. The majority of these (13 in total) lie in the borough of Stockport, with an additional three in Salford.

6.3.11 Despite the crucial role that was fulfilled by the textile-finishing industry, only one such works in Greater Manchester (Wallsuches Works in the Horwich North East ward of Bolton) is afforded statutory protection as a Grade II listed building. Whilst the repurposing of this type of textile-manufacturing site can present significant challenges, not least due to their tendency for an ad hoc configuration of buildings of functional architecture and with contamination issues, the acclaimed adaptation of Wallsuches Works for residential purposes has demonstrated that such challenges can be overcome to achieve impressive results.

6.3.12 A large proportion of the standing mills (74%) are currently used for retail and / or business purposes, although 59 (11%) have been converted for at least partial residential use with 84 (16%) currently vacant. Only nine mills across the city-region have been converted for mixed retail / business and residential use.

6.3.13 An increasing trend of conversions of large mill sites for residential use, rather than demolition and replacement to furnish the housing market, is evident in Manchester City Centre, exemplified by current scheme at Murrays' Mills and Brownsfield Mill in Ancoats. Several large mills in the borough of Wigan have also been adapted for residential use, including Trencherfield Mill in the town centre, whilst Mather Lane Mills in Leigh is currently being converted into apartments. Similarly, in the borough of Stockport, the locally listed Reddish Spinning Mills and the smaller Marriott Street Mills have been adapted for residential purposes, whilst Elisabeth Mill in Reddish is currently being converted into apartments to accompany the adjacent and previously converted Victoria Mill. In Bolton, Atlas Mill No 8 provides another example of a successful residential conversion. In the boroughs of Oldham and Rochdale, the vast majority of residential conversions lie within the Pennine fringes in areas like Saddleworth. It is perhaps of note that none of the large late Victorian and Edwardian spinning blocks in the urban centres across the western part of the borough of Oldham have been converted for residential use.

6.3.14 In total, 209 of the 540 textile manufacturing sites in Greater Manchester (representing 39% of the total stock) are in good condition, with another 223 (41% of the total stock) in fair condition. Another 83 sites (15%) are in poor condition and 25 (5%) are in very bad condition. An estimated 28% of the total stock of textile mills in the city-region as a whole are considered to be 'Vulnerable' to change or loss, a figure that varies between the different boroughs. Approximately 40% of the total stock of textile mills in the boroughs of Tameside and Stockport are considered 'Vulnerable.'

6.3.15 Notwithstanding mills, there is a wider diversity of industrial heritage (often non-designated) to consider. Stockport has a comprehensive HER, which allows an understanding of the levels of survival for key industrial site types. The key industrial sites within Stockport include 30 hat works (18 left), 22 silk mills (3 left), 93 cotton mills (25 left), 23 cotton weaving mills (10 left), 11 dye works (5 left), 11 bleach works (4 left), 4 print works (1 left), 4 woollen mills (2 left), 15 engineering works (8 left), 14 weaver's cottages (9 left), 3 tram depots (all gone), 5 gas works (1 left), 11 water wheels, 7 coal mines and 5 lime kilns.

6.3.16 Other vulnerable typologies highlighted by stakeholders include agricultural and civic buildings and public houses. A report by the Office for National Statistics, notes a steep decline in the number of pubs in all the city-region districts since 2001, for example, ranging from 8% (Manchester) to 42% (Rochdale) [69]. Changing shopping habits are also impacting on the future of retail property with many town and local centres experiencing reduced footfall, leading to decreased investment and increased vacancy levels.

6.3.17 The emerging issues around these specific typologies require fresh thinking. There is an ongoing challenge in seeking to identify and care for our rich historic legacy in a manner that is compatible with contemporary living and the delivery of modern services. In seeking to meet this challenge, it is important to recognise the value of our heritage and try and identify sustainable long-term uses for Greater Manchester's heritage assets.

6.3.18 It is also important to recognise that non-designated assets are particularly vulnerable. Over and above their general responsibility to understand and seek to conserve nationally designated heritage assets, local planning authorities are encouraged to identify specific heritage assets in their area through a local list. Local lists help to distinguish buildings or sites of interest, which can provide a catalyst for their care and intervention through a more thorough Heritage At Risk Register. Local lists therefore give local authorities more power to manage challenges and initiate improvements. Currently only Salford and Stockport maintain a local list.

6.4 Conservation and economic viability

6.4.1 Change is often vital to facilitate the optimum viable use of heritage assets, so they can continue to receive investment but there are a range of challenging factors that can affect the scope and economic viability of adaptation from structural condition to geographical location. Industrial site, for example, may be located in sensitive locations

[69] ONS (2018) https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/articles/economiesofalesmallpubscloseaschainsfocusonbigbars/2018-11-26

such as proximity to river courses and may carry other additional costs, such as land remediation, which may also effect viability. Agricultural buildings may be located on greenbelt land where restrictive planning policies apply. A situation can often occur where the cost of converting a heritage asset is greater than the value it would have on completion of the works, especially in more marginal areas where adaptive reuse can be stymied by local market conditions.

6.4.2 In order for development to become viable, some form of funding is required to meet the 'conservation deficit' either in the form of a grant or 'enabling development.' The Heritage Lottery Fund can be a source of grant funding and the designation of heritage assets, such as conservation area status, can be a focus for attracting and channelling grant aid. Schemes can be established to grant aid the repair and reinstatement of original features, through the Townscape Heritage Initiative and Heritage Action Zones funds, for example. There may also be scope for funding through other initiatives. Phase 1 funding for the Future High Street Fund (FHSF), which aims to help high streets adapt to and meet the challenging expectations of today's retail sector, has been awarded to five locations within Greater Manchester: Wigan, Stretford (Trafford), Stockport, Oldham and Farnworth (Bolton). GMCA are working with Phase 1 FHSF bids to ensure that heritage and culture are embedded in phase 2 proposals.

6.4.3 The Greater Manchester Mayor's Town Centre Challenge is also an opportunity. The initiative introduced in 2017 reinforces the trend to support town centres through regeneration and is being undertaken in the context of increasing concern about the future of town centres across the whole of the country. The new drive to regenerate town centres across Greater Manchester is a response to their decline and the need to plan positively with new homes and non-retail offers. The initiative aims to regenerate smaller town centres across the city-region, so that they are cost-effective locations for businesses, housing and leisure. The initiative will be supported by new Mayoral powers to establish Mayoral Development Corporations, the use of Compulsory Purchase Orders (CPOs) and Mayoral grants to kick-start developments.[70]. Since the announcement of the initiative to date, nine town centres across Greater Manchester have been nominated including Stockport, Farnworth (Bolton), Leigh (Wigan), Prestwich (Bury), Stalybridge (Tameside), Swinton (Salford), Royton (Oldham), Rochdale and Stretford (Trafford).

6.4.4 Heritage Action Zones (HAZ) are other sources of funding. In May 2019, Historic England launched a £44 million fund, which will allow local authorities to find new ways to champion and revive historic high streets through the High Streets Heritage Action Zones scheme. Rochdale is the only district in the city-region with a Heritage Action Zone, centred on Drake Street - the historic route from the railway station to the Town Hall. The vision for the Rochdale Heritage Action Zone (HAZ) is to transform a failing, retail dominated street into a vibrant area of mixed-use development that acknowledges and celebrates heritage[71].

6.4.5 In the absence of grant funding, 'enabling development' is another method of bridging the conservation deficit. There is a danger, however, that the scale and demands of enabling development can sometimes effect the overall integrity of a heritage asset. The integrity of the historic environment depends on coherent, consistent and sustainable long-term management, based on a thorough understanding of significance both as a whole and in its respective parts. Enabling development must therefore avoid 'detrimental fragmentation of management of the significant place'[72] and be sympathetic to the character of the historic environment through the appropriate use of materials and high standards of design. Where there is potential to harm the integrity of heritage assets, there is a need to explore alternative development strategies, such as the scope for land assembly to provide additional development capacity to offset refurbishment costs.

6.5 Local identity, character and distinctiveness

6.5.1 Greater Manchester is made up of many areas each with their own sense of place, local character and distinctiveness, which are particularly important at a local level. Therefore, it is crucial that new development reflects and enhances the built environment and avoids creating homogenous places that become undesirable to live and invest in.

[70] GMCA: https://www.greatermanchester-ca.gov.uk/news/new-drive-to-regenerate-town-centres-across-greater-manchester/
[71] Historic England: https://historicengland.org.uk/services-skills/heritage-action-zones/regenerating-historic-high-streets/
[72] Historic England: https://historicengland.org.uk/images-books/publications/enabling-development-and-the-conservation-of-significant-places/enablingwebv220080915124334/

6.5.2 The historic environment, when well-managed, can be a valuable source of prosperity, wellbeing and community cohesion.[73] The Sunday Times' Best Places to Live included four Greater Manchester neighbourhoods, and whilst heritage does not feature as one of judging criteria, the neighbourhoods (Altrincham, Ancoats, Levenshulme and Ramsbottom) all clearly have a strong sense of place that is partly a product of their historic environment. The revitalisation of neglected heritage, such as Altrincham's market hall and Levenshulme's south station have played a positive role in creating new social and business opportunities, which have enhanced the image of their respective settlements and provide precedents for the regeneration of other Greater Manchester communities.

6.5.1 The NPPF emphasises the importance of local character and identity[74]. Conservation Area designation imposes a duty on the Local Authority to preserve or enhance its character. This involves a dual approach of drawing up policies to control alterations such as shopfronts, signs and shutters, in order to prevent the erosion of its appearance, and carrying out enhancement works such as repaving, new street furniture and landscaping. Conservation areas can result in an improved environment, thereby enhancing the confidence in a local area, creating a positive cycle of increased footfall and private investment.

6.5.2 A good understanding of what makes a conservation area special and active management once it is designated is key to its ongoing success. Local Planning Authorities are required by the Planning (Listed Buildings and Conservation Areas) Act 1990 to determine areas and to formulate and publish proposals for the preservation and enhancement of the conservation areas,[75] which forms the basis for Conservation Area Appraisals and Management Plans. Only less than half of Greater Manchester's conservation areas have a Conservation Area Appraisal (47%) with only 19% being 'up to date' (produced within the last 5 years), 24% having a CAA Management Plan. These documents are an important part of the historic environment evidence base, helping to identify opportunities for enhancement and manage development pressure. Given the scope offered by this designation, there is the opportunity to better address the preservation and enhancement of conservation areas by ensuring that Conservation Areas Appraisals and Management Plans are brought up to date. This will help to enhance the understanding of Greater Manchester's historic and any common trends and issues.

6.6 Heritage, growth and design

6.6.1 The GMSF makes the case for developing brownfield land in order to help address the need for housing. This has the potential to impact on historic fabric, in particular through the adaptation of historic buildings and the impact of development on the setting of heritage assets. It is important to reconcile the need for economic and housing growth with the protection and enhancement of the historic environment. Whilst it is recognised that Greater Manchester will need to ensure that there is a long-term plan to deliver its high level of growth, it is important that this is balanced with the requirement that cultural and heritage assets are preserved for future generations.

6.6.2 The redevelopment of underused brownfield sites and optimising site capacity provides the potential for transformational change that can revitalise historic townscapes. There is not a 'one-size-fits-all' approach and attention should be focused on solutions that positively respond to the special character and qualities of each individual area, requiring an emphasis on good design. Tall buildings can be a way of accommodating more units on a small site area, if designed sensitively. When proposing higher storey developments in historic contexts, it is vital to ensure they create a positive relationship with the surrounding area.

6.6.3 In addition to development, there is also a need to ensure that transport infrastructure and highway engineering does not negatively affect the historic environment. HS2 is a particular challenge. A good example is the Ordsall Chord, a series of new bridges and viaducts in one of the most important sites in the history of the railway, adjacent to Liverpool Road Station, which was the first passenger railway station in the world. The project of great importance to the north of England has linked Victoria and Piccadilly for the first time and is intrinsically linked to the whole northern programme that will bring faster and more frequent trains between all the major cities in the north and the communities of Greater Manchester.

[73] Historic England Places Strategy https://historicengland.org.uk/content/docs/planning/he-places-strategy-2019/
[74] NPPF Para 58 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf
[75] Historic England: https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/heag-268-conservation-area-appraisal-designation-management/

6.6.4 Town centres are another example of areas that need to capitalise on their heritage assets in order to remain successful. In the challenging economic landscape of today, heritage can provide a means of driving economic and social regeneration as well as providing a competitive advantage or ready-made selling point. Proposals for the enhancement of historic buildings in town centres and high streets – if carefully integrated in the wider context – can play an important role in regeneration schemes, creating a brand for the area, resulting in significant benefits for the local economy and community alike. The Greater Manchester Town Centre Challenge as previously touched upon has a focus on regeneration of town centres in the city-region. When paired with the potential of the GMSF to direct development to the right place - including re-using heritage assets in urban built areas through residential-led regeneration schemes – can provide an opportunity for sustainable growth.

6.6.5 The 'Transforming Places Through Heritage' programme, which is part of the Heritage Action Zone Initiative and available to Heritage Action Zones or places that have secured funding through the Future High Streets Fund, supports projects that will contribute to the transformation of High Streets and town centres, helping them become thriving places, strengthening local communities and encouraging local economies to prosper. The programme is aimed at individual heritage buildings in, or transferring to, community ownership and support charities and social enterprises to develop projects with the potential to bring new life to High Streets by creating alternative uses for redundant or underused historic buildings in town centres[76]. The programme can also play a role in bringing good growth to the urban areas where heritage environment has a powerful presence.

6.6.6 In considering development in historic environments, the need for development should be balanced against protecting / enhancing the historic environment, keeping in mind that good growth stems from an approach where heritage and development are considered as complementing rather than competing factors that contribute to the enhancement of place.

6.7 Heritage and Climate Change.

6.7.1 Climate change is one of the most pressing issues facing Greater Manchester, threatening the health and prosperity of the city-region. Effective spatial planning and development has a crucial role in responding to this challenge through climate change mitigation (measures taken to reduce the greenhouse gases that exacerbate climate change in an attempt to limit future change) and climate change adaptation (measures taken to adapt to climate change that's already inevitable). Climate change will be a key driver of future change, but the overall quality, diversity and distinctiveness of our historic environment needs to be recognised as it evolves and responds to new pressures.

6.7.2 It is recognised that the building stock is probably the largest single user of energy and therefore can make a significant contribution to cutting greenhouse gas emissions and assisting Greater Manchester in becoming a carbon neutral city by 2038. Taking into consideration the extent of the historic environment across Greater Manchester, improving the energy efficiency of existing buildings needs to be applied with particular care and sensitivity. Two principal areas of risk when upgrading older buildings is that such measures can cause unacceptable damage to their character and appearance and can also cause damage through technical conflicts between the exiting construction and changes to improve energy efficiency. This is reflected in Part L of The Building Regulations (2010), which contains some exemptions for historic buildings as well as circumstances where special considerations should apply. The Part L1B of the Building Regulations exempts 'listed buildings', 'building in conservation areas' and 'scheduled ancient monuments' from energy efficiency requirements where compliance would unacceptably alter the character and appearance of buildings.

6.7.3 Historic buildings vary greatly in the extent to which they can accommodate change without loss of their significance. These considerations will influence the extent of change that is appropriate to improve energy efficiency. When alterations for energy conservation are proposed, regard should be given to ensuring that the building and the impacts of the proposals are well understood, and that impacts are avoided, minimised or mitigated. It is also good practice to look for opportunities to better reveal or enhance the significance of heritage assets, through enhancing other aspects of significance through recording, disseminating and archiving important elements of the assets affected[77].

[76] http://ahfund.org.uk/england
[77] Historic England: https://historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-ptl/heag014-energy-efficiency-partII/

6.7.4 Helping the historic environment to be resilient in the face of climate change involves understanding potential risks and identifying possible adaptations, but there can be tensions around possible solutions and their impact on the integrity of the historic environment. An example is changes to the management of the water environment including sustainable drainage systems (SUDS), changes in land management and alteration of the physical characteristics of a water system.

6.7.5 According to UCL Institute for Sustainable Heritage, the most effortless way of adapting to the impact of climate change such as floods, intense rainfall, high winds and draught is by streamlining current monitoring, management and maintenance practices to enhance the stability of the historic environment. Preventive maintenance and emergency preparedness are also recommended. Moreover, two important foci of the purposeful adaptation of the historic environment to climate change are modifying drainage and rainwater goods in historic buildings and the discreet provision of irrigation and water storage in parks and gardens. Opportunities need to be found to roll out and integrate these measures into existing or planned initiatives in buildings, archaeology, parks and gardens[78].

[78] UCL Institute for Sustainable Heritage: https://www.ucl.ac.uk/bartlett/heritage/research/projects/project-archive/climate-change-and-historic-environment

7 Recommendations

7.1 Introduction

7.1.1 Paragraph 35 of the NPPF requires local plans and spatial development strategies to be prepared in accordance with legal and procedural requirements, and to be sound. Plans are assessed 'sound' if they are:

- **Positively prepared** – providing a strategy which, as a minimum, seeks to meet the area's objectively assessed needs;
- **Justified** – an appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence;
- **Effective** – deliverable over the plan period; and
- **Consistent with national policy** – enabling the delivery of sustainable development in accordance with the policies within the NPPF.

7.1.2 This heritage paper has provided an up-to-date evidence base on Greater Manchester's historic environment. It provides a thorough source of information for reference in the narrative of the GMSF from the vision through to strategic objectives and policy development.

7.1.3 Based on the most recent data available on heritage assets within the city-region, this paper identifies the key issues facing the sustainable conservation of the historic environment. The paper also helps with developing a better appreciation of the Greater Manchester's heritage and culture and the contribution that it makes to the unique characteristics and identity of the 10 districts, and the city-region as a whole, the local economy, the social value and sense of place and learning and education.

7.1.4 The following recommendations and directions provide an appropriate underpinning for the development of the GMSF, upon which its narrative, strategies, policies and justification around conservation of the historic environment within the city-region can be based, to be assessed as part of the framework's 'test of soundness'.

7.2 Recommendations and Directions

- **Ensuring that the framework is in compliance with national policy and legislation**
  It is the requirement for Local / Joint Plans' policies to be framed in the context of national legislation, guidance, evidence and analysis in ensuring the continued protection and sustainable enhancement of the historic environment. It is therefore recommended that the relevant paragraphs from the NPPF 2019 (including paragraphs 9, 11, 20, 31, 122, 127, 184 & 185) should be taken into account in shaping any policy concerning historic environments within the GMSF. The named paragraphs have been reviewed in Section 4 (Legislation, Planning Policy and Guidance) of this paper and ensure that local plan making and decision taking acknowledge the conservation and enhancement of the character and identity of the historic environment and do not have the potential to lead to detrimental impact on the historic environment. It is also recommended that regards should be given to other frameworks and guidance notes reviewed in the Section 4 of this paper.
- **Ensuring a positive strategy for conservation, enhancement and enjoyment of the historic environment**
  The appreciation of Greater Manchester's historic character and the value of heritage should be embedded in the GMSF's narrative, particularly its importance to delivering environmental, social and economic value and sustainable development. An appreciation of the city-region's historic environment should cascade down through the introduction, context, vision and strategic objectives and be disseminated throughout the policy framework, in order to acknowledge the cross-cutting nature of heritage, making it a recurring theme / common thread that links back to a single heritage objective. In particular:
  a) The GMSF 'Introduction' section needs to ensure that a summary appreciation of Greater Manchester's historic environment (Section 2 of this paper) is incorporated, in a proportionate fashion, in order to give equal weight to the historic environment of the city-region, as other matters discussed in the Introduction section of the framework;
  b) The framework's 'Context' should ensure that findings from Section 3 (Heritage Assets), Section 4 (Policy and Legislation) and Section 5 (Heritage Value) of this paper are incorporated in the narrative of the plan;

c) The framework's 'Objectives' should ensure that the overall GMSF conserves and enhances the Greater Manchester's historic environment (including landscape character), heritage assets and their setting and reduces any risks due to a lack of understanding and information. In ensuring this, it is recommended that the policy framework and guidance, heritage typologies and trends discussed in this paper to be taken into account;

d) There is need for the plan to set out supportive planning 'Policies' to promote the conservation and enhancement of historic environment, making best use of Section 5 (Heritage Value) and Section 6 (Trends) as justification for strategic policies. This includes both amending policies where necessary to acknowledge heritage and its related issues, as well as setting out new policies to guide development so that it respects Greater Manchester's character and distinctiveness. Specific policies could address the opportunity to produce local lists of heritage assets, to ensure that Conservation Areas and their respective character appraisals and management plans are appropriately reviewed and the scope to identify new conservation areas as a means for promoting regeneration;

e) The framework should ensure that the selection of site allocations where some degree of harm cannot be avoided, is consistent with legislative requirements and justifications are clearly stated and evidenced within the context of the framework. There is also need for site-specific policies to set out relevant criteria against which the development of site allocations need to be judged, in order to speed up the implementation process. It is therefore recommended that the specific policies at site allocations and the supporting text provide clear reference to the historic environment and specific heritage assets and their significance where they are present on site. The level of detail required in a site allocation policy will depend on various aspects including the significance of the heritage asset and its setting, nature of the development proposed and the size and complexity of the site. However, it needs to be detailed enough to provide information on what is expected, where it will happen on the site and when development will come forward including phasing. Mitigation and enhancement measures identified as part of the site selection process and evidence gathering are best set out within the policy to ensure that these are implemented; and

f) The framework is required to ensure that it clarifies through its strategic policies that the protection and enhancement of the historic environment should be proportionate to the significance of the assets / areas affected.

- **Balancing growth with the conservation and enhancement of Greater Manchester's historic environment and recognising the contribution that heritage assets make to achieving the GMSF objective of building a sustainable and resilient city-region**
  This heritage paper has detailed the economic, social and environmental value of the Greater Manchester's historic environment, as well as issues and trends facing its conservation and enhancement. The heritage paper has been prepared with a view to giving equal weight to the historic environment as other matters considered in the framework and revealing the wider economic, social and environmental value of the historic environment, which forms the basis for sustainable development and the objectives of the framework. Whilst it is recognised that Greater Manchester will need to ensure there is a long-term plan to deliver high levels of growth, it is important to reconcile the need for economic and housing growth with the protection and enhancement of the historic environment.
- **Ensuring that development reflects local character and distinctiveness and sense of place**
  Greater Manchester is made up of many areas each with their own sense of place, local character and distinctiveness that are particularly important at a local level. Section 2 of this paper provides a summary of Greater Manchester's distinctiveness. The narrative from this section should be incorporated into the GMSF to ensure that new development reflects and enhances the built environment and avoids creating homogenous places that become undesirable to live and invest in.
- **Ensuring the delivery of high quality design in new development**
  Relating to the above point, the quality of the built environment and how the public experiences it, is influenced by development that is of a high quality design. The GMSF should ensure that high quality design is promoted and encouraged.
- **Reducing the number of entries on the Heritage at Risk Register**

There are several buildings, structures and conservation areas on the Heritage at Risk Register in Greater Manchester. Ensuring their protection and reducing the number of entries on the register is important to ensure that they are not lost. Opportunities for their regeneration and the contribution they can make to delivering growth should be explored.

- **Ensuring a robust implementation strategy for the framework which gives equal weight to delivery of all aspects of the plan, including conservation of historic environment**
  The strategic objectives in the GMSF will be central to the achievement of the framework's vision and provide the basis for the plan's monitoring framework. It is therefore recommended that an appropriate mechanism for monitoring the successful implementation of the historic environment policies of the GMSF should be identified and applied.

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GMCA GREATER MANCHESTER COMBINED AUTHORITY

Greater Manchester Culture and Social Impact Fund Committee

Date: Thursday 16 January 2020

Subject: Culture Fund 2020-2022

Report of: Councillor David Greenhalgh, Portfolio Lead Leader for Culture

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PURPOSE OF REPORT:

To update Culture and Social Impact Fund Committee members on the Greater Manchester Culture Fund 2020-2022

RECOMMENDATIONS:

Members are asked to:

- Note process undertaken ahead of launch of Greater Manchester Culture fund in November 2020.
- Discuss overview of applications received.
- Note next steps

CONTACT OFFICERS:

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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.

2. INVESTMENT APRIL 2020 ONWARDS

2.1 The below approach, agreed by GMCA in October, 2019 has been 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.

2.2 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. Examples include the digital and creative festival Distractions, Town of Culture, yellow school buses taking schoolchildren to cultural activity and significant activity around Arts and Heath and Ageing. These projects 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.

2.3 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 was agreed that the criteria for Culture Fund investment remains the same.

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

2.4 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.

2.5 In order to move on from Section 48 and provide clarity on GMCA funding for Culture, it was agreed 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

2.6 A Greater Manchester Culture Fund, which provides direct investment to cultural organisations, is still the most appropriate way to support culture across Greater Manchester.

2.8 In reaching final recommendations about the portfolio of grants to award, a flexible approach will be needed to consider the issues of balance (across art form, geography and sustainability of the whole GM cultural eco-system) and overall resources available. As part of this process, GMCA agreed to consider limiting the amount of funding any single cultural organisation can receive to no more than 15% of the Greater Manchester Cultural Fund subject to understanding the impact on the viability of any organisation affected.

Strategic co-investment

2.9 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.

2.10 GMCA has agreed to ring-fence £270,000 of the GM Cultural Fund per annum, to deliver GM Culture Strategy priorities where they cannot be delivered by a single organisation.

Programme management costs

2.11 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.

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GREATER MANCHESTER
DOING THINGS DIFFERENTLY

Greater Manchester: **Our Year In Culture 2018/19**

October 2019

04 **Introduction**

06 **Culture And Social Impact Fund**

08 **Great Place**

12 **Looking Ahead**

This report outlines our progress over the last year, our plans for the future, what we hope to achieve, and how we ensure that world-leading arts, culture and creativity reaches every corner of Greater Manchester and beyond.

Introduction

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. Culture allows us to express ourselves and forge our place in the world.

Over the past year, culture and creativity have become more prominent in our work than ever before. Sometimes, culture can be viewed as a 'nice-to-have' or a 'bolt-on', but we take a different view in Greater Manchester. We see culture and creativity as fundamental to who we are, 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 that world-leading arts, culture and creativity reaches every corner of Greater Manchester and beyond.

Andy Burnham,
Mayor of Greater Manchester

“In an ever-troubled and changing world, culture is a foundation in what it is to be Greater Mancunian - outward facing, welcoming and diverse. Culture allows us to express ourselves and forge our way in the world.”

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, while 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

> "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."

> "the creative and cultural sector make a significant contribution to the economy of Greater Manchester"

Introduction

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 completion of the Greater Manchester Music Review, and the inclusion of culture and creativity in a number of key Greater Manchester strategies, including Greater Manchester's Local Industrial Strategy. In addition, March saw the Greater Manchester Culture Strategy published - setting out our ambition that 'Greater Manchester will be one of the best places in the world to create, locate, 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

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

£3.5m invested

28 Organisations supported

Activity in **all ten Greater Manchester districts**

4.6m cultural engagements with funded organisations

39% percentage point increase in annual engagement with Greater Manchester funded cultural organisations

GMCA Culture and Social Impact Fund

In December 2016, the Greater Manchester Combined Authority (GMCA) agreed to undertake the formal closure of the Section 48 AGMA Grants Programme and 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 Greater Manchester - has remained. A formal consultation launched and ran in summer and autumn 2017. The new GMCA Culture and Social Impact Fund was agreed by the 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 and value 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 will 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.

GMCA Culture and Social Impact Fund

Art With Heart

Art with Heart is a not for profit community interest company based in Salford, which creates 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 five 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 its 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, Both Sides Now, 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 four to eight 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.

> "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."

GMCA Culture and Social Impact Fund

Centre For Chinese Contemporary Art (CFCCA)
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-region.

CFCCA continues its research into social isolation and loneliness in the Manchester Chinese Community, exploring the role of art within wellbeing, 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-musical 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 four star review in The Guardian. The company also produced 'I am because we are', a new production which toured to 14 Greater Manchester 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.

47,000 people reached by Contact Theatre programme

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 Greater Manchester 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.

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.

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 Greater Manchester. 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 (Manchester), 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).

> "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."

GMCA Culture and Social Impact Fund

Greater Sport
Greater Sport is a charity with a strategic alliance with the Greater Manchester Health and Social Care Partnership and Sport England. Its vision is to change lives through physical activity and sport and help to make Greater Manchester the most active region in England. By 2021 Greater Sport aims to get two 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, and a programme of early years' activity.

Hallé
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 Hallé for Youth Come and Play concerts - approximately two thirds of the participants were from Greater Manchester. Of the 59,000 people involved in the Hallé's Education Programme 45,000 were under 19, approximately two thirds of whom were from Greater Manchester.

The Hallé 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 per cent 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.

Between April 2018 and March 2019 Culture and Social Impact funding supported 30,000 participants' involvement in The Hallé for Youth Come and Play concerts - approximately two thirds of the participants were from Greater Manchester. Of the 59,000 people involved in the Hallé's Education Programme 45,000 were under 19, approximately two thirds of whom were from Greater Manchester

More than 23,000 Greater Manchester residents participated in engagement activities, 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 Greater Manchester based community groups and voluntary organisations, including BAME groups, LGBTQ+ groups, refugees and asylum seekers, housing, homelessness, poverty, carers, rehabilitation, complex lived experience, and more.

More than 23,000 Greater Manchester residents participated in engagement activities

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 and The Lowry (Salford), Fred Aldous (Manchester); Stockport Central Library and St John's Centre (Trafford), The Museum of Wigan Life and Leigh Hackspace (Wigan), Touchstones (Rochdale), Gallery Oldham, Bury Art Museum and Sculpture Centre (Bury), and All Souls, Breightmet 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 that 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

GMCA Culture and Social Impact Fund

their family and friends.

Manchester Histories

Manchester Histories continues to develop work around the Peterloo 2019 programme with the themes of Protest, Democracy and 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 June 7-11, 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 Greater Manchester, drawing in tourists and attracting inward investment by positioning the city-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. The festival 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 city-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, two installations and a podcast.

More than 50 artists from across the UK staging 15 events, two installations and a podcast

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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 wellbeing. 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 wellbeing of all children participating and in some cases, an increase in wellbeing of 250 per cent.

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

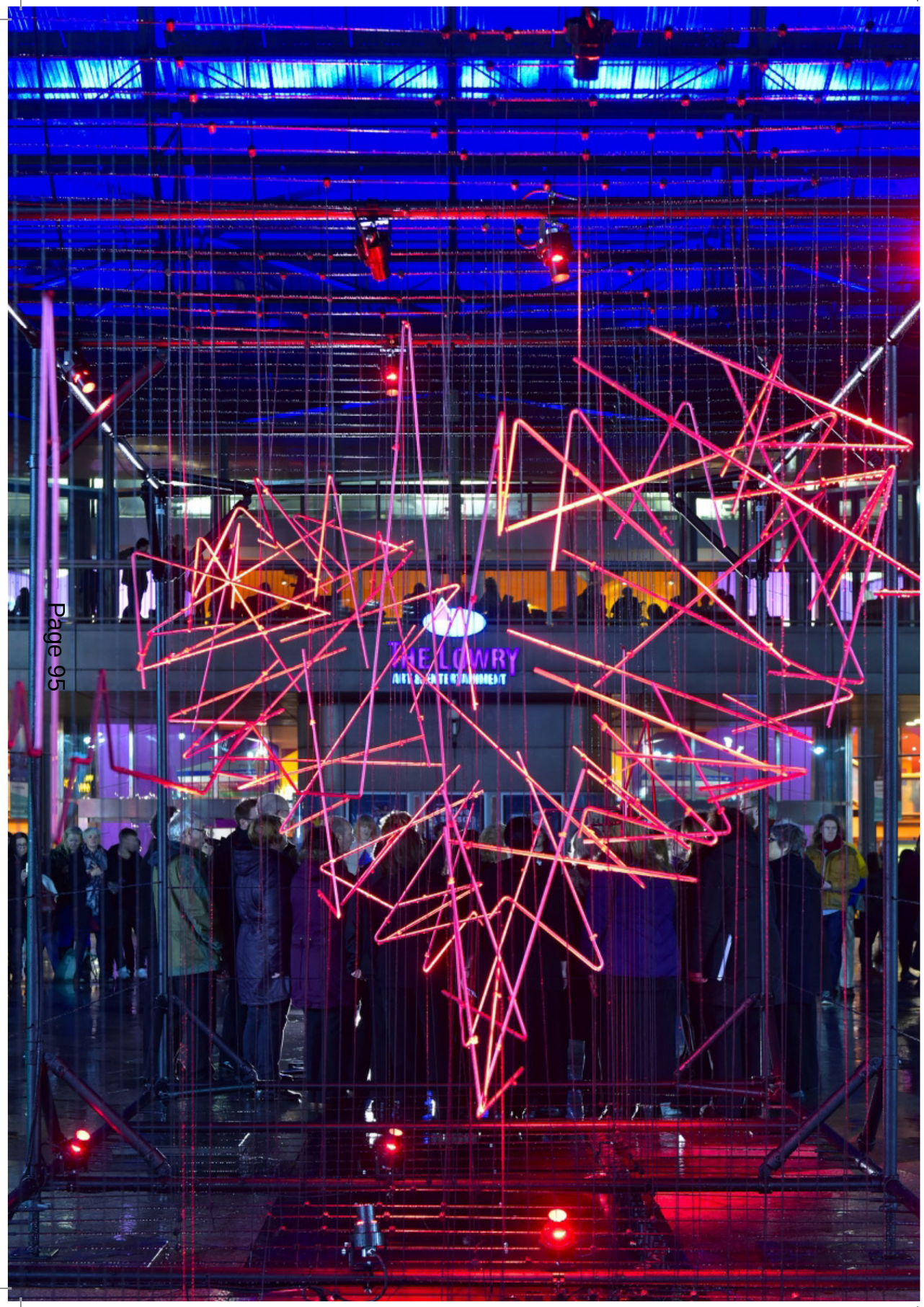
> It helps me keep my mental wellbeing healthy and active. I have found that I am not alone.
>
> **Farjana**

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 Greater Manchester, 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 their 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 Greater Manchester 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 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. One participant, speaking of involvement with the programme said '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.

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 Greater Manchester for a week of workshops and opportunities to learn new skills.



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.

GMCA Culture and Social Impact Fund

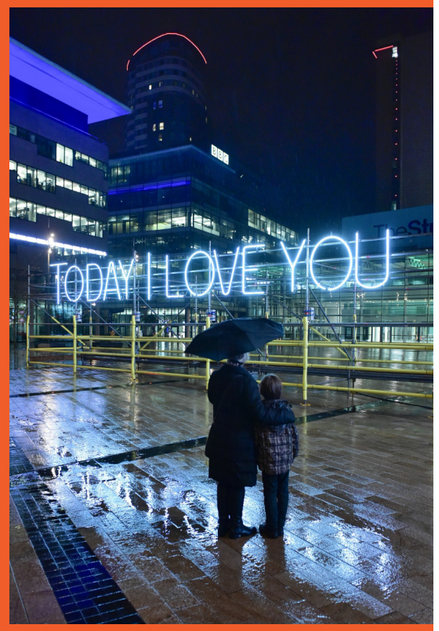
Royal Exchange Theatre

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 per cent of all participants coming from Greater Manchester. Throughout the year their Local Exchange programme focussed activity in the 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 Greater Manchester. RET also partnered with Greater Manchester housing associations in a project that saw One Manchester residents living in high-rise flats create a work in response to the Grenfell fire.

Young Company delivered a year-round training programme for 110 young people aged 14-25 with 95 per cent of all participants coming from Greater Manchester

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 ten 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 and 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 per cent 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 and 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.

GMCA Culture and Social Impact Fund

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 – and were viewed by more than 10,000 residents and visitors. In October 2018 Wigan STEAM 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 STEAM 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 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 Greater Manchester 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 Greater Manchester.

"Most dance and drama has not been accessible for my daughter and barriers have been put up to due to 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."

> Culture to me means coming together. Having things we can do, and get to, together.

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

> 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.

> I use culture to show my children that if you work hard and do well you will stand out.

> It's about spending quality time with your friends and family.

> 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

> Our old buildings are really beautiful.

> 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.

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

Great Place

Funded d 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 Greater Manchester and testing and evaluating 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.

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 Greater Manchester's Autism Strategy.

In 2018/19 Greater Manchester libraries began rolling out bespoke, autism awareness training to staff in every Greater Manchester library, with Library Autism Champions being identified in each Greater Manchester 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

Great Place – Age-Friendly Culture

Culture is a key component of the Greater Manchester Ageing 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 people, 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 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, community and voluntary services and health sectors and developing new approaches and partnerships and in 2018/19 we achieved the following:

- A one-year partnership post with Manchester Metropolitan University (MMU) to pinpoint culture, health and wellbeing best practice across Greater Manchester 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 Greater Manchester 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 embedding arts and culture activity into mental health provision for children and young people across Greater Manchester. 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.

> “By working together to generate opportunities to do things more creatively, we will contribute to the resilience and prosperity of Greater Manchester communities.”

Looking Ahead

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 Greater Manchester 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.

Cap and Dove
Cap and Dove is a beautiful, tiny arts centre created by the artist Joshua Sofaer. It will travel around all ten Greater Manchester districts, to market places, neighbourhoods, gatherings, and events. Cap and Dove will be a platform for performers and artists, a hub for local information and will promote opportunities for creative expression, exchange of ideas 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, Greater Manchester Creative Improvement Districts will test different approaches to culture-led regeneration of Greater Manchester's town centres and high streets. By bringing together local intelligence and national and international best practice, Greater Manchester 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 Greater Manchester and we are working with Curious Minds to further develop these offers with the cultural sector.

> "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

Photo Credits:

Image 1 - Barbershop Chronicles, Royal Exchange Theatre
Image 2 – A Taste of Honey, Oldham Coliseum
Image 2 - Accessible Music Productions, HOME
Image 3 – Both Sides Now, Brighter Sound
Image 4 - The Forest of Forgotten Discos, Contact
Image 5 – SPACE, Art With Heart
Image 6 – A Taste of Honey, Oldham Coliseum
Image 7 – Lightwaves, Quays Culture
Image 8 – Lightwaves, Quays Culture
Image 9 – Water Adventure Centre
Image 10 – The Wizard of OZ, Octagon, Bolton

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By virtue of paragraph(s) 2, 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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