

**GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND  
COMMITTEE 2020/21**

**ANNUAL GENERAL MEETING**

**DATE:** Thursday 3 September 2020

**TIME:** 11.30 am

**VENUE:** Live Microsoft Teams Event

**AGENDA**

**1. APOLOGIES**

**2. APPOINTMENT OF CHAIR AND VICE-CHAIR**

That the Portfolio Lead for Culture to be Chair of the Greater Manchester Culture and Social Impact Fund Committee 2020/21.

**3. TO NOTE THE MEMBERSHIP OF THE GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2020/21** 1 - 2

**4. CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS**

**5. MEMBER'S CODE OF CONDUCT AND ANNUAL DECLARATION FORM** 3 - 16

To remind Members of their obligation under the GMCA Member's Code of Conduct and to complete an annual declaration of interest form, which will be published on the GMCA website.

**6. TO NOTE THE COMMITTEE'S TERMS OF REFERENCE** 17 - 18

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

Please note that this meeting will be livestreamed via [www.greatermanchester-ca.gov.uk](http://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.

**ORDINARY BUSINESS**

**7. DECLARATIONS OF INTEREST 19 - 22**

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.

**8. TO APPROVE THE MINUTES OF THE LAST MEETING DATED 18 SEPTEMBER 2019 23 - 28**

**9. GM CULTURE FUND 2020-2022 29 - 34**

Report of Councillor David Greenhalgh, Portfolio Lead Leader for Culture For information/discussion - report approved by the GMCA on 14 February 2020.

**10. GMCA CULTURE FUND 2020-2022 PROPOSED PORTFOLIO 35 - 38**

Report of Councillor David Greenhalgh, Portfolio Lead Leader for Culture For information/discussion - report approved by the GMCA on 14 February 2020.

**11. ACTIVITY UNDERTAKEN SINCE MARCH 2020 39 - 46**

Presentation of Marie-Claire Daly, Principal - Cultural Policy, Strategy and Policy Team, GMCA. Item for discussion. Questions welcome.

**12. GM CULTURE RECOVERY PLAN 47 - 52**

Report of Councillor David Greenhalgh, Portfolio Lead Leader for Culture Item for discussion. Questions welcome.

**13. DATE AND TIMES OF FUTURE MEETINGS**

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

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## Greater Manchester Culture and Social Impact Fund Committee Membership 2020/21

Name	Organisation	Political Party
Councillor Norman Briggs	Oldham Council	Labour
Councillor Stephen Coen	Salford City Council	Labour
Councillor Leanne Feeley	Tameside Council	Labour
Councillor Kate Butler	Stockport Council	Labour
Councillor Martyn Cox	Bolton Council	Conservative
Councillor Paul Prescott	Wigan Council	Labour
Councillor Janet Emsley	Rochdale Council	Labour
Councillor Jane Black	Bury Council	Labour
Councillor Luthfur Rahman	Manchester City Council	Labour
Councillor Elizabeth Patel	Trafford Council	Labour
Councillor David Greenhalgh	Bolton Council	Conservative

For copies of papers and further information on this meeting please refer to the website [www.greatermanchester-ca.gov.uk](http://www.greatermanchester-ca.gov.uk). Alternatively, contact the following Governance & Scrutiny Officer: Jenny Hollamby, Senior Governance Officer  
✉ [kerry.bond@greatermanchester-ca.gov.uk](mailto:kerry.bond@greatermanchester-ca.gov.uk)

This agenda was issued on 25 August 2020 on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority, Churchgate House, 56 Oxford Street, Manchester M1 6EU

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## Membership of the Greater Manchester Culture and Social Impact Fund Committee for the 2020/21 Municipal Year

To note the Membership of the AGMA Statutory Functions Committee as agreed at the Joint GMCA and AGMA Executive Bard on 26 June 2020:

<b>Portfolio</b>	<b>Holder</b>	<b>Chief Executive</b>
Culture	David Greenhalgh	Alison McKenzie-Folan
<b>District</b>	<b>Member</b>	<b>Substitute Member</b>
<b>Bolton</b>	Martyn Cox (Con)	To be confirmed
<b>Bury</b>	Jane Black (Lab)	David Jones (Lab)
<b>Manchester</b>	Luthfur Rahman	To be confirmed
<b>Oldham</b>	Norman Briggs (Lab)	Mohammed Alyas (Lab)
<b>Rochdale</b>	Janet Emsley (Lab)	Susan Smith (Lab)
<b>Salford</b>	Stephen Coen (Lab)	David Lancaster (Lab)
<b>Stockport</b>	Kate Butler (Lab)	Tom McGee (Lab)
<b>Tameside</b>	Leanne Feeley (Lab)	Mike Smith (Lab)
<b>Trafford</b>	Liz Patel (Lab)	Mike Freeman(Lab)
<b>Wigan</b>	Paul Prescott (Lab)	Keith Cunliffe (Lab)

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**GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND  
COMMITTEE 2020/21**

Date: 3 September 2020

Subject: Members Code of Conduct and Annual Declaration Form

Report of: Jenny Hollamby, Senior Governance and Scrutiny Officer, GMCA

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**PURPOSE OF REPORT:**

To remind Members that the GMCA's Member Code of Conduct sets out high expectations with regard Members' conduct. As Members of the committee are co-opted on to a GMCA Committee the GMCA's code applies to them when they are acting in this capacity.

**RECOMMENDATION:**

Members are asked to note the GMCA's Member Code of Conduct (Appendix A) and to complete an annual register of interest form (Appendix B).

**CONTACT OFFICER:**

Jenny Hollamby, [Jenny.hollamby@greatermanchester-ca.gov.uk](mailto:Jenny.hollamby@greatermanchester-ca.gov.uk)

**BACKGROUND PAPERS:**

The following is a list of the background papers on which this report is based in accordance with the requirements of Section 100D (1) of the Local Government Act 1972. It does not include documents, which would disclose exempt or confidential information as identified by that Act.

None.

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## SECTION A: CODE OF CONDUCT FOR MEMBERS Part 1

### General Provisions

#### 1 Introduction and Scope

- 1.1** The Greater Manchester Combined Authority is determined to promote and maintain high standards of conduct by its Members, Co-opted Members and those councillors from Greater Manchester's districts appointed to roles in which they act on behalf of the GMCA. The GMCA has adopted a Code of Conduct for Members in line with its obligations under section 27(2) of the Localism Act 2011.
- 1.2** This Code mandatorily applies to those acting as Members of the GMCA (including the Mayor and Substitute Members), voting Co-opted Members of the GMCA's committees or Appointed Members of Joint Committees, and references to "official capacity" are to be construed accordingly.
- 1.3** Compliance with this Code is a statutory requirement for those identified in paragraph 1.2. To promote good governance the GMCA strongly recommends voluntary compliance with the Code by non-voting Co-opted Members of the GMCA's committees and by elected members from Greater Manchester's ten districts when they otherwise act for or represent the GMCA. Where a member is only subject to the Code through voluntary compliance (as described in this paragraph) they will not in law be subject to the statutory obligations relating to member conduct under Chapter 7, Part 1 of the Localism Act 2011 nor can the conduct of such a member, insofar as it concerns that member's GMCA role, amount to any of the criminal offences referred to in this Code. However, the conduct of a member who has agreed to voluntarily be subject to the Code may be considered under the GMCA's arrangements for determining whether a member has breached the Code.
- 1.4** In this Code – 'meeting' means any meeting of:
- the GMCA; or
  - any of the GMCA's Committees or Sub-Committees, Joint Committees or Joint Sub-Committees.
- 1.5** This Code does not have effect in relation to a member's conduct other than where it is in that member's official capacity.
- 1.6** This Code will be reviewed every two years by the GMCA's Standards Committee or earlier if required by a change in legislation.

## 2 General Principles

- 2.1** The Code and the associated guidance are based on the following general principles.
- 2.2** Members must behave according to the highest standards of personal conduct in everything they do when acting as a Member or voting Co-opted Member (or in the case of those voluntarily subject to compliance with the Code in accordance with paragraph 1.3 above, where they are otherwise acting on behalf of the GMCA). They must observe the following principles of conduct, some of which are set out in law. The seven principles of Standards in Public Life known as the Nolan Principles underpin the provisions of the GMCA's Code of Conduct for Members. They are set out in paragraphs 2.3 to 2.9 below.
- 2.3** Selflessness: holders of public office should act solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family, or their friends.
- 2.4** Integrity: holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might seek to influence them in the performance of their official duties.
- 2.5** Objectivity: in carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.
- 2.6** Accountability: Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.
- 2.7** Openness: Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.
- 2.8** Honesty: holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.
- 2.9** Leadership: holders of public office should promote and support these principles by leadership and example.
- 2.10** Where those covered by this Code act as a representative of the GMCA:
- (a) on another relevant authority, they must, when acting for that other authority, comply with that other authority's code of conduct; or

- (b) on any other body, they must comply with this Code, unless it conflicts with any other lawful obligations to which that other body may be subject.

**2.11** It is an individual's responsibility to comply with this Code. Failure to do so may result in a sanction being applied by the GMCA. A failure by a Member coming within the scope of paragraph 1.2 above to declare a Disclosable Pecuniary Interest may result in a criminal conviction and an unlimited fine and/or disqualification from office for a period of up to 5 years.

### **3 General Obligations for Members**

#### **3.1 You must not:-**

- a. Do anything which may knowingly cause the GMCA to breach the Equality Act 2010;
- b. Bully or be abusive to any person;
- c. Intimidate or attempt to intimidate any person who is or is likely to be:
  - a complainant
  - a witness, or
  - involved in the administration of any investigation or proceedings, in relation to an allegation that a Member (including yourself) has failed to comply with the GMCA's Code of Conduct; or
- d. do anything which compromises or is likely to compromise the impartiality of those who work for, or on behalf of, the GMCA.

#### **3.2 You must not:**

- a. Disclose information given to you in confidence by anyone, or information acquired by you which you believe, or ought reasonably to be aware, is of a confidential nature, except where:
  - i. You have the consent of a person authorised to give it;
  - ii. You are required to do so by law;
  - iii. The disclosure is made to a third party for the purpose of obtaining professional advice, provided that the third party agrees not to disclose the information to any other person; or
  - iv. the disclosure:
    - is reasonable and in the public interest; and
    - is made in good faith and in compliance with the reasonable requirements of the GMCA; or
- b. prevent another person from gaining access to information to which that person is entitled by law.

**3.3** You must not conduct yourself in such a way which could reasonably be regarded as bringing your office or the GMCA into disrepute.

**3.4** You:

- a. must not use or attempt to use your position as a Member improperly to confer on or secure for myself or any other person, an advantage or disadvantage; and
- b. must, when using or authorising the use by others of the resources of the GMCA:
  - act in accordance with the GMCA's reasonable requirements;
  - ensure that such resources are not used improperly for political purposes (including party political purposes); and
- c. must have regard to any applicable Local Authority Code of Publicity made under the Local Government Act 1986.

**3.5** When reaching decisions on any matter you must have regard to any relevant advice provided to you by:

- a. The GMCA's Treasurer (section 73 officer); or
- b. The GMCA's Monitoring Officer

where that officer is acting pursuant to his or her personal statutory duties.

**3.6** You must give reasons for all decisions in accordance with any statutory requirements and any reasonable additional requirements imposed by the GMCA.

**LOCALISM ACT 2011**

**GREATER MANCHESTER COMBINED AUTHORITY**  
**(GMCA)**  
**CODE OF CONDUCT FOR MEMBERS**

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

I, \_\_\_\_\_ (INSERT NAME)

Being a Member of the GMCA give notice that I have set out at PART 1 below under the appropriate heading the disclosable personal interests that I am required to notify to the GMCA's Monitoring Officer in accordance with Sections 30 and 31 of the Localism Act 2011 and The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 and/or by virtue of Rule 16 of the GMCA's Procedure Rules and that I have set out at PART 2 below the personal interests which I am required to notify to the GMCA's Monitoring Officer under Paragraphs 7.1 and 7.2 of the Code of Conduct for Members adopted by the GMCA at its meeting on 30 June 2017 and have put 'NONE' where I am not required to notify any disclosable personal interests or personal interests under any heading.

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

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

**PART 1**

**DISCLOSABLE PECUNIARY INTERESTS**

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

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

**2. SPONSORSHIP**

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

**3. CONTRACTS WITH THE GMCA**

<b>Member</b>	<b>Partner</b>

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

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

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

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

#### 4. LAND IN THE AREA OF THE GMCA

Member	Partner

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

#### 5. LICENCES TO OCCUPY LAND

Member	Partner

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

## 6. CORPORATE TENANCIES

Member	Partner

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

## 7. SECURITIES

Member	Partner

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

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

## **PART 2**

### **PERSONAL INTERESTS**

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

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

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

#### **2. INTERESTS IN CHARITIES, SOCIETIES AND OTHER BODIES**

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

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

### 3. GIFTS AND HOSPITALITY

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

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

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

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

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

Signed:

Date:

**OFFICE USE ONLY**

**RECEIVED**

Signed .....

Officer of the GMCA

Date .....

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## **CULTURE AND SOCIAL IMPACT FUND COMMITTEE**

### **TERMS OF REFERENCE**

1. The Culture and Social Impact Fund Committee (CSIFC) is a sub-committee of the Greater Manchester Culture and Heritage Steering Group.
2. The area covered by the Culture and Social Impact Fund Committee is the Greater Manchester Combined Authority Culture Fund.
3. The quorum of the CSIFC will be two thirds of participating parties for any particular function that is under discussion. The CSIFC will meet at least twice a year with additional meetings as required.
4. The CSIFC's functions in relation to the GMCA Culture and Social Impact Fund:

#### **Delegations:**

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

#### **Referred to make recommendations:**

- Make recommendations to GMCA and the Culture and Heritage;
  - Steering Group on overall policies, strategy and priorities;
  - Make recommendations to GMCA and the Culture and Heritage Steering Group on the budget for the GMCA Culture and Social Impact Fund.
5. The Chair of the CSIFC can call an Emergency Sub Committee meeting (consisting of the Chair, Vice Chair and one other minority Member) if any urgent decision is required.
  6. Any decisions made by the Emergency Sub Committee will then be brought back to the next full Committee meeting.
  7. The Committee has nominated deputies for each Member who may deputise at CSIFC and, in their absence, vote on his/her behalf

## **CULTURE AND SOCIAL IMPACT FUND COMMITTEE**

### **BACKGROUND AND STRUCTURE**

#### **GMCA CULTURE FUND**

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

1. Contribution to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
2. Making a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester;
3. Playing a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those at risk of disengagement or social isolation;
4. Being able to evidence how the project will make a positive contribution to improving residents' health and well-being.

We are now in the second round of GM Culture funding, which will run between April 2020 and March 2022.

**GM CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2020/21**  
**THURSDAY 3 SEPTEMBER 2020**

Declaration of Councillors' Interests in Items Appearing on the Agenda

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

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

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

## QUICK GUIDE TO DECLARING INTERESTS AT GMCA MEETINGS

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

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

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

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

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

### FAILURE TO DISCLOSE THIS INFORMATION IS A CRIMINAL OFFENCE

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

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

#### STEP TWO: DETERMINING IF YOUR INTEREST PREJUDICIAL?

A personal interest becomes a prejudicial interest:

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

#### FOR A NON PREJUDICIAL INTEREST

##### YOU MUST

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

#### FOR PREJUDICIAL INTERESTS

##### YOU MUST

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

have an interest

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

**TO NOTE:**

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

have a prejudicial interest (before or during the meeting)

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

**YOU MUST NOT:**

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

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# Agenda Item 8

## 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, MANCHESTER

### 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:

	<b>Portfolio Leader</b>	<b>Portfolio Chief Executive</b>
	David Greenhalgh	Alison McKenzie-Folan
<b>District</b>	<b>Member</b>	<b>Substitute Member</b>
<b>Bolton</b>	Martyn Cox (Con)	To be confirmed
<b>Bury</b>	Joan Grimshaw (Lab)	David Jones (Lab)
<b>Manchester</b>	To be confirmed	Vacancy
<b>Oldham</b>	Norman Briggs (Lab)	Mohammed Alyas (Lab)
<b>Rochdale</b>	Janet Emsley (Lab)	Susan Smith (Lab)
<b>Salford</b>	Stephen Coen (Lab)	David Lancaster (Lab)
<b>Stockport</b>	Kate Butler (Lab)	Tom McGee (Lab)
<b>Tameside</b>	Leanne Feeley (Lab)	Mike Smith (Lab)
<b>Trafford</b>	Jane Baugh (Lab)	Mike Freeman(Lab)
<b>Wigan</b>	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 in the first year of the Greater Manchester Culture and Social Impact Portfolio.

It was explained that all recipients of the Fund were required 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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## GREATER MANCHESTER COMBINED AUTHORITY

Date: 14 February 2020

Subject: GMCA Culture Fund 2020-2022

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

### PURPOSE OF REPORT

To seek GMCA approval on organisations to be funded from the new GMCA Culture Fund 2020-2022, which will support delivery of the Greater Manchester Culture Strategy and Greater Manchester Strategy.

Further details are included as a more detailed report, considered in the confidential part of the agenda due to the information relating to the potential investments by GMCA and subject to GMCA approval.

### RECOMMENDATIONS:

GMCA are requested to:

- Agree a budget of £8.6m over 2 years from April 2020 for the GMCA Culture Fund to fund the balanced portfolio of applications detailed within the Part B item of this report.
- Agree the list of organisations detailed within the Part B item of this report to be funded by the GMCA Culture Fund and the report made public within two months of this meeting.
- Delegate the GMCA Treasurer, in consultation with the Portfolio Chief Executive and Leader for Culture, to enter into grant funding agreements with the organisations, and for the amounts, lists in Part B of this report
- Agree that a report will be presented to GMCA over the following months that will set out a new sustainable approach to funding of GM’s culture organisations from 2022.

### CONTACT OFFICERS:

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

**Alison Gordon, GMCA ([Alison.gordon@greatermanchester-ca.gov.uk](mailto:Alison.gordon@greatermanchester-ca.gov.uk))**

**Marie-Claire Daly, GMCA ([Marie-Claire.Daly@greatermanchester-ca.gov.uk](mailto:Marie-Claire.Daly@greatermanchester-ca.gov.uk))**

Risk Management – see paragraph

Legal Considerations – see paragraph

Financial Consequences – Revenue – see paragraph

Financial Consequences – Capital – see paragraph

Number of attachments included in the report:

One – The Year in Review

## 1 BACKGROUND

1.1 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 increased GM investment via GMCA of £7m over two years go to 28 organisations, 11 of which had not received GM Culture funding previously.

1.2 In 2019, GMCA published its first ever Culture Strategy, 2019-2024, that set out the following ambition;

**By 2024, Greater Manchester's cultural offer will reflect the diversity of our people, who feel empowered to share their stories with the world, improving their wellbeing and increasing the prosperity of our businesses and the attractiveness of our places.**

The Greater Manchester Culture Strategy aligns well with recently released Arts Council England's 10-year strategy, Create.

1.3 The first year of the GM Culture Strategy (2019-2020) is being delivered by GMCA's Culture and Social Impact portfolio and using investment from Arts Council England and National Heritage Lottery Great Place project funding and leveraged match funding for Great Place. This paper proposes investment decisions to support the new approach to cultural investment to support the Cultural Strategy, between April 2020 and March 2022.

1.4 In October 2019, GMCA agreed that there should be a call for applications for the GMCA Culture Fund for the period 2020-2022. GMCA also agreed that the GM Culture Fund budget should also:

- Continue to support Social Impact organisations through ring-fenced budget of £460,024 p/a. for 2020-2022
- Support programme management cost for the 2020-2022 portfolio at 2018-2020 levels of £70,000 p/a.
- Within the funding envelope for the GM Culture Fund, create a strategic budget of £270,000 p/a which will be ring-fenced to support activity that cannot be delivered by a single organisation, eg Town Of Culture, Creative Improvement Districts, Yellow School Buses, Culture and Health and Culture and Ageing.
- In reaching final recommendations about the portfolio of grants to award, consider 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.

## **2. INTRODUCTION**

- 2.1 Engagement with the arts in Greater Manchester lags behind other cities and regions. In London, 68.4% of the population engage with culture. In Greater Manchester, engagement stands at 60.1%, behind Liverpool and Birmingham city regions.
- 2.2 The first year of the GM Culture Fund (2018-2019) saw an increase in the number of organisations funded and a consequent increase in the number of GM residents engaging with these cultural organisations; starting to address the gap in GM resident engagement when compared with national and comparative city regions.
- 2.3 GMCA launched a call for applications for the 2020-2022 GM Culture Fund in November 2019. 103 applications were received, well above the number received in the previous funding round. Of the applications received, seven were determined to be ineligible. The total financial ask of all eligible applications was £13.6m over two years, almost double the £7m funding allocation for the current 2018-2020 programme.
- 2.4 It was notable that the call for applications generated an increased number of applications from districts with little or no GMCA Culture funded organisations previously. It was also notable that, through appraisal there were a significant number of high scoring organisations bidding for GMCA Culture Funding.
- 2.5 Seven applications were deemed ineligible. The remaining 96 applications were appraised and given an aggregated score against elements that allowed organisations to evidence management and proposed delivery against the four criteria agreed by GMCA, namely:
  - Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
  - Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester;
  - Play a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those residents at risk of disengagement or social isolation; and
  - Be able to evidence how the project will make a positive contribution to improving residents' health and well-being and meeting our equality duties.

## **3 PROPOSED GMCA CULTURE FUND PORTFOLIO**

- 3.1 Part B of this report proposes a final balanced portfolio of applicants and activities for the new GMCA Culture Fund. This represents an increased investment and portfolio that includes supporting the current ecology, funding the highest ranked bids and ensuring a balanced portfolio of investment across geography, art form, scale and diversity.
- 3.2 It is proposed to increase the funding available to the GMCA Culture Fund to create a strong new portfolio of GM cultural organisations, which recognises the importance of culture to GMCA and its role in the broader ambitions of the Greater Manchester Strategy, from place-making, social cohesion, skills development, reducing isolation and improving health outcomes for our residents.

#### **4 2022 ONWARDS**

- 4.1 An opportunity exists to work strategically with Arts Council England to focus on the sustainability of cultural organisations and the Greater Manchester cultural ecosystem, at the start of Arts Council England's new 10 year strategy, "Create" in 2022.
- 4.2 To allow organisations to plan for potential changes in funding from 2022, it is proposed that a further report is brought to GMCA in 2020 setting out options for the GM Culture Fund from 2022.

#### **5 CONCLUSIONS AND RECOMMENDATIONS**

- 5.1 Recommendations can be found at the front of this report.

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This information was made public two months after the meeting.

## GREATER MANCHESTER COMBINED AUTHORITY

Date: 14 February 2020

Subject: GMCA Culture Fund 2020-2022 Proposed Portfolio

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

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### PURPOSE OF REPORT

To seek GMCA approval on organisations to be funded from the new GMCA Culture Fund 2020-2022, which will support delivery of the Greater Manchester Culture Strategy and Greater Manchester Strategy.

This Part B report provides further details on the proposed portfolio, particularly the organisations and amounts to be funded, subject to GMCA agreement.

### RECOMMENDATIONS:

GMCA are requested to:

- Agree the list of organisations detailed within this report will be funded by the GMCA Culture Fund 2020-2022
- Agree this report will be made public within two months of this meeting.

### CONTACT OFFICERS:

Alison Gordon, GMCA ([Alison.gordon@greatermanchester-ca.gov.uk](mailto:Alison.gordon@greatermanchester-ca.gov.uk))

Marie-Claire Daly, GMCA ([Marie-Claire.Daly@greatermanchester-ca.gov.uk](mailto:Marie-Claire.Daly@greatermanchester-ca.gov.uk))

## **PROPOSED GMCA CULTURE FUND PORTFOLIO**

- 1.1 Appendix One proposes a final balanced portfolio of applicants and activities for the new GMCA Culture Fund. This represents an increased portfolio that includes supporting the current ecology, funding the highest ranked bids and ensuring a balanced portfolio of investment across geography, art form, scale and diversity.
- 1.2 A number of organisations that are currently funded from the GMCA Culture Fund requested an increase in funding for the 2020-2022 period. No organisation presented an exceptional case for this additional funding, therefore it is proposed that no organisation currently funded via the 2018-2020 Culture Fund should receive an increase in funding for 2020-2022 period.
- 1.3 The proposed portfolio will include 35 cultural organisations. This means twelve new high-scoring cultural organisations will enter the Greater Manchester Culture Fund portfolio, namely:
  - Arts for Recovery in the Community – Stockport
  - English Folk Expo – Rochdale
  - Global Grooves – Tameside
  - Walk The Plank - Salford
  - Manchester Literature Festival, Comma Press, Pride (Superbia), Sheba Arts – Manchester
  - The Met - Bury
  - MancSpirit - Trafford,
  - The Turnpike, Old Courts - Wigan.
- 1.4 The proposed portfolio will see increased provision in Salford, Wigan and Tameside and will fund cultural organisations in all ten local authority districts for the first time.
- 1.5 This will include funding literature organisations for the first time – recognising Manchester’s UNESCO City of Literature status.
- 1.6 The portfolio proposed for agreement by GMCA will see no existing organisation receiving a cut in funding.
- 1.7 In achieving an ambitious and balanced portfolio, recognising the strength of currently funded organisations and new applicants to the fund, it is proposed that the funding for the GM Culture Fund increases from £3.5million per annum to £x.xxm per annum for the period 2020 to 2022.

## **2 RECOMMENDATIONS**

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

## Appendix One - Proposed GM Culture Fund 2020-2022

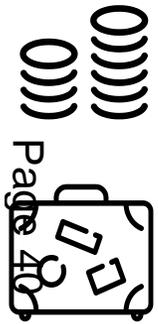
District	Organisation name	Art Form	2 Year Total
Manchester	The Halle	Music	£1,498,340
Stockport	Arts for Recovery in the Community	Combined Arts	£80,000
Salford	Quays Culture	Combined Arts	£380,000
Manchester	Contact	Combined Arts	£194,000
Rochdale	Cartwheel Arts	Combined Arts	£60,000
Manchester	Manchester Jewish Museum	Museum	£70,000
Manchester	Centre for Chinese Contemporary Arts	Visual Arts	£70,000
Manchester	Music Action International	Music	£25,160
Rochdale	English Folk Expo	Music	£70,000
Manchester	People's History Museum	Museum	£817,940
Tameside	Global Grooves	Carnival Arts	£80,000
Oldham	Oldham Coliseum	Theatre	£204,860
Salford	Walk the Plank	Combined Arts	£80,000
Manchester	Royal Exchange Theatre	Theatre	£438,680
Bolton	Octagon Theatre	Theatre	£214,400
Manchester	HOME	Combined Arts	£273,800
Manchester	Manchester Literature Festival	Literature	£80,000
Manchester	Z-Arts	Theatre	£99,500
Manchester	Manchester Jazz Festival	Music	£59,048
Manchester	Comma Press	Literature	£49,394
Manchester	Gaydio	Combined Arts	£26,000
Wigan	Old Courts	Combined Arts	£400,000
Manchester	Manchester Pride (Superbia)	Combined Arts	£60,000
Manchester	Manchester International Festival	Festival	£180,000
Manchester	Manchester Histories	Histories and heritage	£50,000
Salford	Art with Heart	Theatre	£165,712
Manchester	Company Chameleon Dance Theatre	Dance	£108,900
Wigan	Wigan STEAM CIC	Combined Arts	£99,000
Bury	The Met	Combined Arts	£100,000
Manchester	Sheba Arts	Combined Arts	£20,000
Wigan	The Turnpike	Visual Arts	£121,500
Manchester	Manchester Camerata	Music	£109,600
Manchester	Brighter Sound	Music	£29,088
Trafford	MancSpirit	Combined Arts	£89,512
Rochdale	GM Arts	Combined Arts	£612,000

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# The impact of Covid-19 on GM Culture



# The visitor economy prior to lockdown

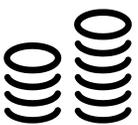


The Visitor Economy in Greater Manchester was worth £9billion, creating £2.6bn GVA and supporting 105,000 jobs. 119m visitors – 11m staying and 108m day visitors

119m visitors – 11m staying and 108m day visitors



3<sup>rd</sup> most visited international destination in UK after London and Edinburgh, with 1.4m international visitors



More than £66.2m combined investment p/a in culture, creativity and heritage from national partners including Arts Council England and Heritage Lottery Fund

## MUSIC ALONE



# Bringing life to GM and GM to Life

Beyond the economic impact of GM's cultural, creative and heritage sectors, we must recognise the role these industries and sectors play in Greater Manchester's international brand and in improving the health, wellbeing, resilience and happiness of all our residents.

These sectors play a vital role in the vibrancy of our places, from our town and city centres to our high streets, schools, colleges and care settings. They are transformative in terms of income-generation, job creation and export earnings and can contribute to the revitalising and reshaping local and national economies, the overall wellbeing of communities, individual self-esteem, quality of life, dialogue and cohesion.



# Survival into Recovery

- While many places and sectors have started to turn attention towards recovery, the cultural and Creative industries are still facing challenges around survival
- Council support as well as local and national financial support and the furlough scheme has protected many businesses operating in these sectors – allowing many to remain dormant and others to modify their business to continue trading or activity in some form e.g. digital cultural engagement
- When financial support ends and the national furlough scheme ends on 31<sup>st</sup> October, many of these businesses will still be unable to operate in a financially viable way due to restrictions around social distancing and public reticence to gather in large numbers
- We need to work out how GM can best support these businesses and our residents operating within them to adapt and survive until conditions change and we can start to look at recovery and how we might build back better

# The impact of lockdown – Culture & Creative

- Since lockdown was announced in March, all theatres, music venues, art galleries, and festivals shut their doors and cancelled all physical activity. While some have managed to maintain some level of digital delivery, or have supported wider GM responses in relation to supporting vulnerable residents, most staff have been placed on furlough and delivery has ceased.
- While some orgs are technically able to open, many are struggling to generate the earned income required to operate as a viable concern and will do so until there is no longer a requirement for social distancing.
- **Nationally, Oxford Economics research, commissioned by the Creative Industries Federation research projects;**
  - Drop of £74 billion for the UK's creative industries in 2020 (£1.4 billion a week)
  - 406,000 (1 in 5) creative jobs expected to be lost - more than nine times the entire workforce of British Airways or almost triple the workforce of Asda in the UK.
  - Creative industries GVA projected to fall by £29 billion (-25%), with the creative industries being hit twice as hard as the wider UK economy\*
  - Music, performing and visual arts projected to lose £11 billion in revenue (-54%) and 57% of jobs (178,000) with theatres, recording studios and concert venues remaining closed.

**GM is the second largest cluster of creative industries outside London and the South East, so the impact is likely to be felt more keenly than in other places around the country.**

# Measures Taken - Culture

- In March, GMCA Portfolio leads agreed to forward fund the first six months of Culture Fund grant payments to the 32 GM culture fund recipients with no expectation of delivery. The amount granted by GMCA to organisations for the first six months was £1.75m. This gave organisations, like the Halle, Royal Exchange, Bury Met, Oldham Coliseum, Bolton Octagon, Brighter Sounds, breathing and planning space so they could support their staff and adapt their business and programming as required.
- In March, GMCA Launched GM Covid Commissions – 60 grants of £500 to support individual artists to create a piece of work in response to Covid – providing musicians, poets, illustrators, artists, writers and designers with vital funds while creating an archive of creative responses to the pandemic.
- In April GM NTE Adviser Sacha Lord launched United We Stream, in swift response to the UK shut down due to coronavirus. The platform was designed to raise funds for the culture and night time economy sector to support the through this challenging time. In just eight weeks the platform has hosted more than 300 globally renowned artists and local breakthrough talent, has reached more than 14 million people across the world, promoting GM as a culturally vibrant and forward thinking place. United We Stream has raised £477,000 in donations, which are now being distributed to businesses and individuals in the creative and night time economy through the United We Stream Solidarity Fund.
- Throughout May, GMCA developed and delivered the Creative Care Packs project, distributing 22,000 Creative Care kits to young people who are not online, and so may be feeling more isolated and lonely during this difficult time.
- Liaison with districts and national bodies including Arts Council England, DCMS, Creative Industries Federation, Historic England and National Lottery Heritage Fund to develop understanding the scale of the crisis and develop a long-term response.

# Living with COVID-19

- Operators able to open on July 4<sup>th</sup> still face major challenges in making their businesses safe and sustainable, especially into Autumn as weather reduces potential to operate outside
- Concern over potential for premises to be location of infection or localised lock-downs and the impact that will have on staff, performers, businesses and customers. Clear communication and consumer confidence in the safety measures applied by these businesses key
- National and local attitude surveys indicate preference for staying/shopping/undertaking leisure activity locally, especially with current restrictions on public transport. While this provides opportunity for businesses in our suburbs, villages and local highstreets, additional support might be required to entice consumers back to our larger town and city centres.
- Businesses unable to reopen safely due to social distancing may need to lay dormant into 2021.
- Likely that there will be mass redundancies in the sector once government schemes cease. Need for support for those affected to be supported into new jobs in less affected sectors while ensuring there is still space for young people in the sectors most affected as part of build back better.
- Need to maintain international profile of Greater Manchester's vibrant, welcoming night life, hospitality and cultural sector, in line with GM's refreshed Internationalisation strategy

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## **GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE**

Date: 3 September 2020

Subject: Cultural Recovery in Greater Manchester

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

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### **PURPOSE OF REPORT**

To update Culture and Social Impact Committee members on plans for cultural recovery in Greater Manchester

### **RECOMMENDATIONS:**

Steering Group Members are asked to:

- Note activity to date.
- Note and discuss activity proposed to March 2021.

### **CONTACT OFFICER:**

Marie-Claire Daly, Principal Culture and Creative Policy, GMCA  
[marie-claire.daly@greatermanchester-ca.gov.uk](mailto:marie-claire.daly@greatermanchester-ca.gov.uk)

## **1 BACKGROUND**

- 1.1 Since lockdown began in March, 2020, the GMCA Culture Team has been working to support the sector, working with organisations in the GM Culture Portfolio, supporting digitally excluded residents through the Creative Care Pack project and entertaining and raising almost half a million pounds for the sector through United We Stream.
- 1.2 There is a longer-term need to support the sector which is still in a perilous position. Throughout July and August, the Culture Team has met with all recipients of GM Cultural funding to establish the organisational health of all businesses within the culture portfolio.
- 1.3 While there is no immediate risk of closure for any organisations within the GM Culture Portfolio, many have had to make some incredibly challenging decisions, from significantly reduced programmes to restructuring and consultation on redundancy for staff.
- 1.4 Most organisations feel that they will be able to continue operating through to the next financial year, but that the situation will become more challenging in 2021/22.
- 1.5 To help the sector have the best chance of survival, and to support organisations and freelancers through the challenging months ahead, the GM Culture Team are developing a Culture Recovery Plan which will explain how GM will target existing resource for the remainder of the financial year.
- 1.6 These measures are designed to work with the HM Treasury Cultural Recovery Package announced in July, 2020, providing support that might not be possible within the parameters of that funding. As the situation develops and financial support is delivered into 2021, the GM Culture Team will revisit the GM Recovery Plan with a revised series of actions for 2021/22.

## **2. HM TREASURY RECOVERY PACKAGE**

- 2.1 In July 2020 the Chancellor of the Exchequer, announced a £1.57billion support package for arts and culture. The main portion of the package is being delivered by Arts Council England and is designed to support organisations through to the end of this financial year, either by allowing organisations to lay dormant until they are able to open safely and viably, or by supporting them to make adjustments to their business model to operate with Covid-19. The first round of funding closed for applications on Friday 21st August.
- 2.2 The package comprises:
  - £1.15 billion support pot for cultural organisations in England delivered through a mix of grants and loans. This will be made up of £270 million of repayable finance and £880 million grants.

- £100 million of targeted support for the national cultural institutions in England and the English Heritage Trust.
- £120 million capital investment to restart construction on cultural infrastructure and for heritage construction projects in England which was paused due to the coronavirus pandemic.
- The new funding will also mean an extra £188 million for the devolved administrations in Northern Ireland (£33 million), Scotland (£97 million) and Wales (£59 million).
- This package will go to support heritage, cinema and television as well (BFI, Historic England, National Lottery Heritage) so the scope is much broader than the arts.

2.3 It is estimated there are around 200 ‘large’ cultural organisations and venues in GM. The number increases to more than 700 if the smaller lesser known community organisations are included. The GMCA Culture team will work with DCMS and Arts Council England to support the full cultural ecosystem in GM, from our large cultural organisations to our smaller community groups, recognising their importance to both places and communities.

2.4 Nationally, Treasury have stated there is no intention to extend the Job Retention Scheme or “furlough”, or to provide further support for self-employed workers, therefore in a sector so heavily reliant on freelancers and self-employed workers, there are likely to be further redundancies.

Support for freelancers and individual artists and musicians do not feature in the national Cultural Recovery package, therefore it is increasingly important to consider how they can be supported in Greater Manchester.

2.5 It is also important to reflect on the opportunity the CV19 pandemic has provided, in terms of how nationally, regionally and locally it is possible to build back better. This is particularly true of the culture sector where opportunity exists to improve diversity within it and relevance to all audiences.

### **3. GM CULTURE RECOVERY PLAN**

3.1 At the end of September, 2020, a Greater Manchester Culture Recovery Plan will be presented to GMCA. This will set out how GMCA will prioritise existing resources for the Culture portfolio for the remainder of this financial year. Resources include:

- Staff time
- Culture Portfolio investment

- Strategic funding
  - Great Place funding
- 3.2 The GM Culture Recovery Plan is being developed in collaboration with more than 30 cultural organisations, as well as representatives from all ten districts and delivery partners across the conurbation.
- 3.3 The emerging plan is likely to include priorities relating to:
- Supporting an extension of furlough/VAT measures/broadening of exhibition tax relief/particular focus on freelancer support nationally.
  - Supporting GM Culture Portfolio organisations and working with them to support the wider GM Cultural sector.
  - Working with GMCA Skills and Work teams to develop of a package of support/training for those who do need to leave the cultural sector.
  - Developing the legacy of United We Stream.
  - Continuation of delivery of the Great Place Project.
  - Encouraging GM LAs to continue their support and investment in culture in their localities – recognising that cultural and creative activity are essential in the recovery of places.
  - Programming activity to animate our town and city centres and provide opportunity for artists and those who work in cultural project economy.
  - Development of a Communication and Advocacy campaign to support the sector in Greater Manchester, including roll-out of the GM Culture Narrative developed earlier this year.
  - Publication of the GM Heritage Topic Paper, feeding in where appropriate to GM Spatial Framework Plans and commission GM Mills research programme with Historic England.
  - Working with Local Creative Education Partnerships across GM to coordinate and communicate the cultural offer for young people across GM.
  - Explore potential of linking cultural investment and support to social value clauses in public sector procurement contracts.

- Further explore the potential development of Creative Improvement Districts.
- Deliver recommendations of the GM Music Review.
- Support the development of the GM Night Time Economy recovery plan.

#### **4. RECOMMENDATIONS**

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

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