

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

**DATE:** Friday, 10th September, 2021

**TIME:** 10.30 am

**VENUE:** Main Hall, Friend's Meeting House, 6 Mount Street,  
Manchester. M2 5NS

<https://meetinghousemanchester.co.uk/find-us/>

**AGENDA**

1. **WELCOME AND APOLOGIES FOR ABSENCE**
2. **CHAIR'S COMMUNICATIONS AND URGENT BUSINESS (IF ANY)**
3. **DECLARATIONS OF INTEREST** 1 - 4
4. **MINUTES** 5 - 14  
  
To consider the approval of the minutes of the previous meeting of the Committee, held on 9 July 2021, as a correct record.
5. **GREATER MANCHESTER STRATEGY REFRESH** 15 - 18  
  
To receive an update on the work to date and progresses made in the refreshing of the Greater Manchester Strategy, and to seek views from Members on its further development.
6. **EDUCATION, WORK, SKILLS AND YOUNG PERSON'S GUARANTEE** 19 - 42  
  
To receive presentations on Education, Work and Skills and the Young Person's Guarantee.
7. **COMMITTEE WORK PROGRAMME** 43 - 48  
  
Members are asked to note and comment on the Committee Work Programme.

<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>

**8. GMCA REGISTER OF KEY DECISIONS** 49 - 64

Members are asked to note and comment on the GMCA Register of Key Decisions for the period 1 September 2021 to 31<sup>st</sup> December 2021.

**9. GMCA CULTURE PORTFOLIO UPDATE** 65 - 108

**10. 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.

**11. CULTURE FUND 2022/23 - To Follow** 3

To receive a report on the 2022/23 Culture Fund.

## MEMBERS OF THE COMMITTEE 2021/22

Name	Organisation	Political Party
Councillor Barry Brotherton	Trafford	Labour
Councillor Kate Butler	Stockport	Labour
Councillor Ray Dutton	Rochdale	Labour
Councillor Andrea Finney	Bolton Council	Conservative
Councillor Susan Haworth	Bolton	Labour
Councillor Michael Holly	Rochdale	Conservative
Councillor Stephen Homer	Tameside	Labour
Councillor George Hulme	Oldham	Labour
Councillor Jim King	Salford	Labour
Councillor Charles Rigby	Wigan	Labour
Councillor Becky Senior	Stockport Council	Liberal Democrats
Councillor Greg Stanton	Manchester	Labour
Councillor Mary Whitby	Bury	Labour
Councillor Michael Winstanley	Wigan	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

Senior Governance & Scrutiny Officer: Paul Harris

✉ [paul.harris@greatermanchester-ca.gov.uk](mailto:paul.harris@greatermanchester-ca.gov.uk)

This agenda was issued on Thursday 2<sup>nd</sup> September 2021 on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority, Broadhurst, 56 Oxford Street, Manchester M1 6EU

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**ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE – 10<sup>TH</sup> SEPTEMBER 2021**

Declaration of Councillors' Interests in Items Appearing on the Agenda

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

<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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## **MINUTES OF THE ANNUAL MEETING OF THE GREATER MANCHESTER COMBINED AUTHORITY ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW & SCRUTINY COMMITTEE, HELD ON FRIDAY 9 JULY 2021**

### **Present:**

Bolton:	Councillor Andrea Finney Councillors Susan Haworth
Bury:	Councillor Mary Whitby
Manchester:	Councillor Greg Stanton
Oldham:	Councillor George Hulme
Rochdale	Councillor Michael Holly (Chair) Councillor Raymond Dutton Councillor Tom Besford (substitute)
Salford:	Councillor Jim King
Stockport:	Councillor Kate Butler
Trafford	Councillors Barry Brotherton
Wigan:	Councillor Charles Rigby Councillor Debra Wailes (substitute)

### **Officers in attendance:-**

GMCA	Joanne Heron, Statutory Scrutiny Officer, GMCA
GMCA	John Wrathmell, Director of Research and Strategy, GMCA
GMCA	Ian MacArthur, GM Growth Company
GMCA	Paul Harris, Governance and Scrutiny, GMCA

### **EO&S21/01 APOLOGIES FOR ABSENCE**

Apologies for absence were received and noted from Councillors Michael Winstanley, Stephen Homer and Becky Senior

Apologies were also received and noted from Councillor Elise Wilson, GM Lead Member for Economy and Business, Simon Nokes, Executive Director, Policy and Strategy, GMCA and Amy Foots GMCA.

### **EO&S21/02 APPOINTMENT OF CHAIR 2021/2022**

The Statutory Scrutiny Officer sought nominations for the appointment of chair of the committee for the 2021/22 municipal year.

A nomination of Councillor Holly was moved and seconded. There were no other nominations made.

### **RESOLVED/-**

That Councillor Michael Holly be appointed as Chair of the Committee for the 2021-22 municipal year.

## COUNCILLOR HOLLY IN THE CHAIR

### EO&S21/03 APPOINTMENT OF VICE-CHAIR 2021/2022

The Chair sought nominations for the appointment of a vice-chair of the committee for the 2021-2022 Municipal Year.

A nomination of Councillor Andrea Finney was moved and seconded. There were no further nominations received.

#### RESOLVED/-

That Councillor Andrea Finney be appointed as vice chair to the Committee for 2021/22 municipal year.

### EO&S21/04 MEMBERSHIP OF THE GREATER MANCHESTER ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE

The Committee was asked to note its Membership for the 2021/22 Municipal Year:

The Chair extended a welcome to Councillors Andrea Finney, Kate Butler and Ray Dutton as new members on the Committee.

The Chair also offered thanks to retiring members Councillors Samantha Connor, Basat Sheikh, Daniel Meredith and Kerry Waters for the contribution that they have made to the work of the Committee..

#### RESOLVED/-

That the following membership of the committee for the 2021/2022 Municipal Year, as agreed by GMCA at its meeting on 25 June 2021, be noted -

Councillor Barry Brotherton	Trafford	Labour
Councillor Kate Butler	Stockport	Labour
Councillor Ray Dutton	Rochdale	Labour
Councillor Andrea Finney	Bolton	Conservative
Councillor Susan Haworth	Bolton	Labour
Councillor Michael Holly	Rochdale	Conservative
Councillor Stephen Homer	Tameside	Labour
Councillor George Hulme	Oldham	Labour
Councillor Jim King	Salford	Labour
Councillor Charles Rigby	Wigan	Labour
Councillor Becky Senior	Stockport Council	Liberal Democrats
Councillor Greg Stanton	Manchester	Labour
Councillor Mary Whitby	Bury	Labour
Councillor Michael Winstanley	Wigan	Conservative

**EO&S21/05 MEMBERS' CODE OF CONDUCT AND ANNUAL DECLARATION FORM**

Members were reminded of their obligations under the GMCA Members' Code of Conduct. Members were also requested to complete an annual declaration of interests form, noting that the completed declaration will be published on the GMCA website.

**RESOLVED/-**

That the Members code of conduct and annual declaration of interests requirements.

**EO&S21/06 TERMS OF REFERENCE**

Members were provided with the Economy, Business Growth and Skills Overview and Scrutiny Committee's Terms of Reference.

**RESOLVED:**

That the Committee's Terms of Reference be noted.

**ORDINARY BUSINESS**

**EO&S21/07 CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS**

There were no items of urgent business reported.

**EO&S21/08 DECLARATIONS OF INTEREST**

There were no declarations of interest made by any member in respect of any of the items on the agenda.

**EO&S21/09 MINUTES OF THE MEETING HELD ON 12 MARCH 2021**

The minutes of the previous meeting of the Committee, held on 12<sup>th</sup> March 2021 were submitted for approval as a correct record.

**RESOLVED/-**

That the minutes of the Economy, Business Growth and Skills Overview and Scrutiny Committee, held on 12<sup>th</sup> March 2021, be approved as a correct record.

Members received an update on the economic impact of Covid and Brexit.

The report explained that Brexit and Covid-19 continues to present a range of challenges to Greater Manchester's businesses and economy. Members noted that this is closely monitored through the GMCA's Economic Resilience Dashboard which summarises the key data on the performance of the city region's economy. Members noted that the data from the dashboard is brought together with feedback from key stakeholders and provided commentary on the labour market, business sentiment, wider economic and behavioural trends and specific Brexit impacts.

Members raised the following questions and comments:-

- In relation to the data highlighting the numbers of furloughed workers by district, officers undertook to highlight data for Wigan. Members noted that the dashboard allows for identifying information by district to be shown.
- A Member asked how current unemployment levels compared to pre-pandemic levels. In response, officers noted that unemployment, although reducing, remains significantly higher than before the pandemic. A clearer understanding of the true unemployment rates in GM will be known once the current furlough scheme ends. It was also noted that in GM, the take up of Government loans, such as the Bounce Back loan scheme has resulted in a larger level of indebtedness of GM businesses, circa £2.6 billion, which wasn't there before the pandemic. In terms of projections and forecasts of GM economy risks, it was noted that risks would likely be different across sectors. Officers undertook to explore Bank of England analysis in this regard and share details with Members.
- A Member noted that the impact of the pandemic has not been evenly distributed across the population and highlighted the different impact on working men and working women. The member asked if there was granular data which identifies this difference. Officers noted that data from the Office of National Statistics (ONS) is used to inform monthly analysis to the Economic Resilience Group and this information will be shared to the committee to provide an insight into the GM labour market, including the impacts on men and women.
- A Member highlighted that generally women in the workforce will be impacted greater where schools are forced to close and children are asked to isolate.
- A Member referenced the issue of skills shortages in GM. The Member noted that although there is work taking place to address this shortage in skills, it will still take time for any retraining or upskilling to see its way into the workforce. In response, officers noted that the noted the work and skills response to the pandemic will be included in a report to the Committee in September. In relation to opportunities following Brexit, it was noted that trade links were being developed with Japan and details of this engagement will be provided at an upcoming meeting of the Committee, as part of the report on the GM International Strategy.

- In response to an enquiry from a Member regarding responses and the number of businesses contacted as part of the rolling survey, officers undertook to share information on this after the meeting.
- A Member, in supporting the comments on working women, highlighted the research undertaken by the Women's Budget Group and the Fawcett Society in relation to the impact of the pandemic on women in the workforce. The Member highlighted the impact has been harder in areas like GM, where pay is lower. A mis-match of skills to fill current jobs vacancies was also highlighted, including chef roles. The Member asked if there were other roles which are seeing vacancies. In response, officers highlighted the Women's and Girls' Panel had established a sub group to look at skills and employment and it was suggested that a paper on this work be brought to a future meeting of this committee.
- A Member highlighted the increased unemployment claimant count whilst roles such as chefs and lorry drivers were in demand. The Member suggested that upskilling may help to address these job shortages and other professional roles in the workforce. The competitiveness of the GM region has been negatively affected by this job and skills gap with productivity in the region lower than the south-east of England. In response, officers noted that work was taking place by Jobs Centre Plus to address gaps in the workforce. Brexit has had some impact with businesses being unable to fill roles with overseas workers.  
It was noted that that pay, working conditions and flexibility of some roles were not attractive to some people. Members noted that upskilling, particularly in the digital sector, has proved successful during the pandemic.
- A Member asked if there was any separation in the collection of data to understand the respective, segmented, economic impact of Brexit and the pandemic. In response, officers noted that the causes of impact would be challenging to analyse and will take time to untangle. To make international comparisons would allow to compare the impact of the pandemic.
- A Member noted that the numbers of EU citizens applying to remain in the UK was very high and noted the importance of having robust data in order to understand outputs and individual measures was important.
- A Member highlighted that of the firms researched, just 1.1% of firms were considering making redundancies. The Member enquired if job losses will increase following the end of the furlough scheme. In response, it was noted that the measure of firms considering redundancies has remained pretty constant throughout the pandemic but will continue to be monitored as the changes to the furlough scheme come in to affect.
- A Member enquired what the impact of the removal of the Universal Credit uplift will have on the GM economy. The member also asked what support would be available to help expected new covid cases and for business should then need to close. Officers noted that they would explore the impact of ending of the Universal Credit uplift. In terms of support for business, it was noted that a significant level of disruption is anticipated over the upcoming months.

## **RESOLVED/-**

1. That the update on the economic impact of Covid and Brexit, be noted.

2. That it be noted that the work of the Women's and Girls' Panel sub group to look at skills and employment be brought to the next appropriate meeting of the committee.

## **EO&S21/11                    LIVING WITH COVID RESILIENCE PLAN - QUARTER THREE PROGRESS UPDATE**

A paper was presented which provided Members with a progress update on the Living with Covid Resilience Plan and the refresh of the Greater Manchester Strategy, as reported to GM Combined Authority on 25 June 2021.

The report provided an update on activity and system developments in support of the implementation of the Living with Covid Resilience Plan and also provided an update on the early stages of refreshing the Greater Manchester Strategy, and how this is being shaped and informed by the development and delivery of the Living with Covid Resilience Plan. Information was also provided on the extensive work underway to develop Greater Manchester's collective ability to evidence, target and more effectively respond to inequalities present, and how these approaches are being developed and embedded as future ways of working.

The update also provided information in relation to the Greater Manchester Strategy Refresh, the work of the Independent Inequalities Commission and the Marmot review.

Members raised the following comments and questions:-

- A Member highlighted concerns regarding the ending of the evictions ban and enquired if there was any data on the numbers of people affected by this policy change. In response officers undertook to pass this enquiry on to the Housing & Planning Scrutiny Committee as it falls into their remit.
- In relation to the Marmot report, a Member highlighted the work of Greater Manchester Poverty Action Group, particularly in respect of the living wage campaign.
- A Member highlighted that some workers in roles or business sectors will now experience profound change. In response, it was noted that this is notable for those workers that are self-employed.
- In relation to the target for zero carbon, a Member asked what was being done to address the reported target shortfall and developing the green economy in GM. In response, officers noted that it is vital to link economic recovery with the transition to carbon neutrality and that work is underway to do so.
- A Member highlighted the older members of the community that may have been made unemployed and the challenges they have re-entering the workforce. It was suggested that this older cohort has a wealth of experience and measures should be put in place to reach out to these people. In response, it was noted that, from the Office for National Statistics' data, the biggest employment impacts have been at both ends of the age distribution. A version of this analysis will be shared with members. In addition, the work of the Ageing Hub in GM as well as skills and work to support older workers was noted.
- A Member enquired if the level of food poverty in Greater Manchester is known. In response officers explained the recommendation of the Inequalities

Commission will be addressed as part of the refreshed Greater Manchester Strategy.

- In terms of the take up of apprenticeships, a Member asked if it was anticipated that apprentice take up will improve after the pandemic. In response officers noted that it wasn't clear how apprenticeship take up will improve after the pandemic. Representations have been made to Government to for GM to be afforded greater local involvement in apprenticeships, although a response to this request is still awaited. An update on this issue will be brought to the next meeting of the Committee as part of the Skills update.
- A Member noted that the resident survey on take up of vaccines was 80%. In response, officers noted that this is a monthly survey and take up is on a trajectory to provide a high level of immunisation.

#### **RESOLVED/-**

1. That the overall update on the system developments in response to the ongoing pandemic, as set out in the report be noted.
2. That the proposed approach, work to date and further development in refreshing the Greater Manchester Strategy, as set out in the report be noted.
3. That the overall progress being made to develop new mechanisms and ways of working to better understand and respond to inequalities, as set out in the report, be noted.
4. That the progress and development of activity being delivered to support attainment of the deliverables in the Living with Covid Resilience Plan, as set out in the report, be noted.
5. That an update on Apprenticeships, as part of the report on Skills, be brought to a future meeting of the Committee.

#### **EO&S21/12 GREATER MANCHESTER GOOD EMPLOYMENT CHARTER**

Ian MacArthur, GM Growth Company, introduced a report which informed the committee on the work and activities taking place to support the Greater Manchester Good Employment Charter.

The report explained that on the 31st May 2019, the GM Combined Authority agreed funding for the of the implementation of the Greater Manchester Good Employment Charter. (£233,00 2019-20, and £236,000 p.a. for 2020-22). It was reported that since then, work has been undertaken to create the Charter Implementation Unit and delivery mechanisms for the Charter, which is overseen by a steering group, and now Board consisting of business groups, trade unions, professional bodies, VCSE sector employers, public sector employers and academics.

Members also noted how the Charter has been delivered, its impacts and reflects upon the challenges that the COVID-19 pandemic has presented to the good work agenda and indeed the changing nature of work. In particular it will reflect:

- How the Charter can help support the COVID recovery plan including how it will support the Build Back Better efforts especially regarding inequalities in the workplace and supporting both individual employers and the broader Supporters Network in strengthening their resilience.
- How the Charter will continue to create a good employment 'movement' in Greater Manchester, not only expanding its reach generally, but will focus on engagement with sectors that require the most support and development to improve employment practice.
- The Charter will continue to work with its partners to deepen the pool of supporting resource and provide a platform for the Good Employment community to spread and support good practice.
- How the Charter will work with partners to develop innovative approaches to good employment practice and to continually evolve and develop new solutions.

A discussion took place and Members raised the following comments and questions:-

- A Member highlighted the benefits of flexible working. In response, it was noted that work was taking place with a partner to develop resources for employers to understand the benefits of flexible working.
- A Member enquired as to how many employers had been approached but were not signed up. In response, it was noted that currently, there are challenges to engage with businesses but also noted that as we come out of the pandemic, this intervention will make a real difference for those staff in low paid, insecure work. The Growth Company has also been working with the GM Poverty Action Group.
- A Member suggested that this work if successful will provide an exemplar for GM. The Member commented that some people working from home may not be doing so in the best working environment and enquired if employers were required to make checks on their staff. In response officers explained that if an individual is working from home they were covered by the provisions in the Health and Safety at Work Act. The Charter tries to go beyond what is a legal minimum. Payment of the Real Living Wage criteria is currently a requirement of Charter membership, but it was noted that sick pay and pension provision were also important to for good employment. Ethnicity pay gap reporting was being explored.
- The Good Employment Charter is seen as an exemplar and is being picked up in other regions. The importance of consistency of approach in all regions to the Charter was highlighted, particularly when working with national employers. Work is taking place to have mutual recognition across regions.
- In welcoming this initiative, a Member enquired as to what mechanisms are there to engage with resistant employers to make them Charter ready and if resources were sufficient to enable progress to be made. In response, it was noted that resistance generally comes from employers regarding the Real Working Wage and also Trade Union involvement. To help address any scepticism from employers a support network of peers has been developed. There is a suite of support also available from the Business Growth Hub.
- A Member suggested local employer charters can be developed which might help engage with local employers. A Member suggested the use of white labelling help with marketing and engage with businesses. In response, officers



noted that they would continue to work with local officers. The matter of white labelling will be raised at an upcoming Good Employment Charter Board meeting.

- A Member suggested that an approach should include soft skills for good work and not just for hard times. Wellbeing is important. In response, it was noted that good employers will put wellbeing at the heart for what they are doing.
- A Member noted that flexible working is key. The Member asked if the Good Employment Charter can use procurement to incentivise businesses to be a good employer. In response it was noted that discussions were taking place with procurement officers.

**RESOLVED/-**

That the update on the Good Employment Charter be noted.

**RESOLVED/-**

**EO&S21/13 REGISTER OF KEY DECISIONS**

Members considered the register of key decisions.

The Chair asked that for future reports, details of those key decisions which are within the remit of this committee be highlighted.

**RESOLVED/-**

That the Register of GMCA Key Decisions as set out in the report be noted.

**EO&S21/14 COMMITTEE WORK PROGRAMME 2021-2022**

Members considered the committee work programme for the 2021-2022 municipal year.

**RESOLVED/-**

That the Committee Work Programme be noted.

**EO&S21/15 DATES AND TIMES OF FUTURE MEETINGS**

**RESOLVED/-**

That the following programme of meetings of the Committee for 2021-2022, be noted: -

Friday 10 September 2021, Friday 8 October 2021, Friday 12 November 2021, Friday 10 December 2021, Friday 14 January 2022, Friday 4 February 2022, Friday 11 March 2022.

Meetings will commence from 10:30 am.



## **GREATER MANCHESTER ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW & SCRUTINY COMMITTEE**

SUBJECT: Greater Manchester Strategy Refresh  
DATE: 10<sup>th</sup> September 2021  
FROM: Andy Burnham, Mayor of Greater Manchester

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### **PURPOSE OF REPORT:**

To provide an update on the work to date and progresses made in the refreshing of the Greater Manchester Strategy, and to seek views on its further development.

### **RECOMMENDATIONS:**

Committee Members are requested to:

1. Note, review and provide comment on the emerging approach for the refreshed Strategy set out in the paper
2. Note the headline timeline for the Strategy's further development and sign off process
3. Agree that a further update and early draft of the refreshed Strategy be brought back to the Committee's meeting in October.

### **CONTACT OFFICERS:**

Simon Nokes, Executive Director of Policy & Strategy, GMCA,  
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Amy Foots, Head of Implementation GMCA [amy.foots@greatermanchester-ca.gov.uk](mailto:amy.foots@greatermanchester-ca.gov.uk)

## **1. INTRODUCTION/BACKGROUND**

1.1 The last Greater Manchester Strategy, agreed in 2017, ran for three years. It was due to be refreshed in 2020, but the Covid pandemic and delays to local elections meant that it was delayed for a year. Over the last year the 'One Year Living with Covid Plan' has provided a bridge to this year's refresh, assessing the impacts of Covid and co-ordinating responses. A priority of the Living with Covid Plan was to assess and respond to the inequalities exacerbated and highlighted by the pandemic.

## **2. FEEDBACK FOR THE REFRESHED STRATEGY**

2.1 The GM Independent Inequalities Commission, and Marmot Review of GM, contained analysis and made recommendations which are helping to shape the Strategy refresh. The refresh will incorporate the LEP's Economic Vision and support the development of economic priorities and opportunities. There has also been wide engagement since the start of the year to get feedback on the 2017 Strategy and guidance for shaping the new one. Feedback has also been gathered through meetings with Local Authorities Chief Executives and Leaders, discussion with the VCSE Leadership Group and Faith Advisory Panel, meetings with Health and Transport representatives and thematic leads. In addition a series of engagement sessions with Equality Panels have been undertaken facilitated by Greater Manchester Equality Alliance (GMCVO).

2.1 Key themes coming from engagement and discussions have been that:

- The refreshed Strategy should look ahead 10 years, giving a consistent longer-term direction, but be accompanied by a 3 year delivery plan to be regularly revised.
- Since 2017, strategies, plans and blueprints have been developed across priority areas and at different spatial levels. The refreshed Strategy should not duplicate or repeat those, but should draw together those issues/actions where a system wide response is needed behind a set of common objectives.
- It needs to be more focused on place, and recognising, understanding, and responding to the cities, towns, communities and neighbourhoods across our city region and particularly the interdependencies between them;
- It needs to show how we will address the Climate Emergency;
- It needs to set out how we level up within the city region;
- It should focus on Wellbeing, as recommended by the Inequalities Commission;
- It should take a system-wide approach to delivering outcomes rather than focusing just on individual portfolio areas;
- It should include floor targets for neighbourhoods – levels which no part of GM should fall below.

## 3. EMERGING APPROACH

### 3.1 Headline vision

The proposal based on feedback and suggestions so far is that the refreshed Strategy:

- Sets a headline goal: To be a great place to grow up, get on and grow old. To be a great place to invest, do business, visit and study
- The strategy will also show how it links in with national and global frameworks, in particular the United Nations Sustainable Development Goals.

### 3.2 Shared Outcomes and Commitments

The refreshed Strategy will then have a small number of headline **Shared Outcomes**, which are shared across the city region, and will span the ten year time frame of the strategy, for example:

- **Outcomes based around GM's place in the world** (e.g. Greater Manchester becomes a leading city region in the UK and globally, in key areas such as low carbon and digital).
- **Outcomes based around the experience of our residents** (e.g. Our people have good lives with better jobs, better homes, better transport and better health).

**Shared Commitments** will then deliver these Shared Outcomes, focused on the three year time frame for delivery, based around:

- Our place priorities, which are integral to the success of all parts of GM and are being put together with districts (e.g. Gateway North, Victoria North, Stockport MDC).
- Our system priorities, tackling inequality, improving our environment, prosperity and safety.

These Commitments will be discussed and developed through the engagement and drafting process over the coming weeks and will be underpinned by the three-year delivery plan.

### 3.3 Ways of Working

Discussions have highlighted that delivering our Shared Commitments will depend on how we work, as much as what we work on. The proposal is therefore for the refreshed Strategy to also set out how systems, institutions and communities need to work together to deliver them.

- Examples of those 'ways of working' may include:
  - Embedding the Public Service Reform principles across the system;
  - Using the Social Value Framework, and links to procurement, to drive priorities;
  - Using local insight and community intelligence to ensure we are responding to community needs;

### 3.4 Indicators and Targets

The Outcomes will be underpinned by a set of indicators, assessing progress on their delivery. A progress framework will be aligned to the shared outcomes, commitments and ways of working. The framework will provide a blended approach to measures and metrics, some specifically targeted, some which will be tracked and others will provide the necessary checks, balances and assurances to ensure the activity delivering the Greater Manchester Strategy is in line with the overall ambitions.

Based on the feedback so far, the proposal is also that three or four 'floor targets' are developed and tested, which would indicate if any neighbourhood is falling behind, to the detriment of all, with resources responding accordingly.

## DRAFT STRUCTURE

Based on this approach, the proposed structure for the refreshed document is:

<b>Greater Manchester Strategy (10 Years)</b>	
<b>1. Introduction</b>	<ul style="list-style-type: none"> <li>• Vision and Purpose</li> <li>• Evolution from 2017 GMS</li> </ul>
<b>2. Places: descriptor and ambitions</b>	<ul style="list-style-type: none"> <li>• Distinct but interdependent places make up GM (cities/towns/districts/local centres/neighbourhoods)</li> <li>• Levelling up within GM important and benefits all / Covid impact</li> <li>• Priorities for districts and growth locations</li> </ul>
<b>3. Shared Outcomes/Commitments</b>	<ul style="list-style-type: none"> <li>• Headline outcomes/commitments</li> <li>• Cross thematic key actions to deliver shared commitments</li> </ul>
<b>4. Ways of Working</b>	<ul style="list-style-type: none"> <li>• How the GM system will work to underpin delivery of key actions including embedding PSR principles, social value/procurement</li> </ul>
<b>5. Progress Measures and Targets</b>	<ul style="list-style-type: none"> <li>• Headlines and sub-targets</li> <li>• Cross cutting aligned to outcomes / commitments</li> </ul>
<b>Greater Manchester Strategy Delivery Plan (3 Years)</b>	<ul style="list-style-type: none"> <li>• Detailed plan made up from the key actions needed to achieve the shared commitments</li> </ul>

## 4. NEXT STEPS

During August work has focused on the development of targets and baselines including a small number of floor targets (for targeting resources). These will feed into a first draft of the document for comment. Alongside this will be work relating to equality and environmental impact assessments.

September/October will see production of the final draft and formal sign off of the document will be the GMCA meeting in October 2021.

## 5. RECOMMENDATIONS

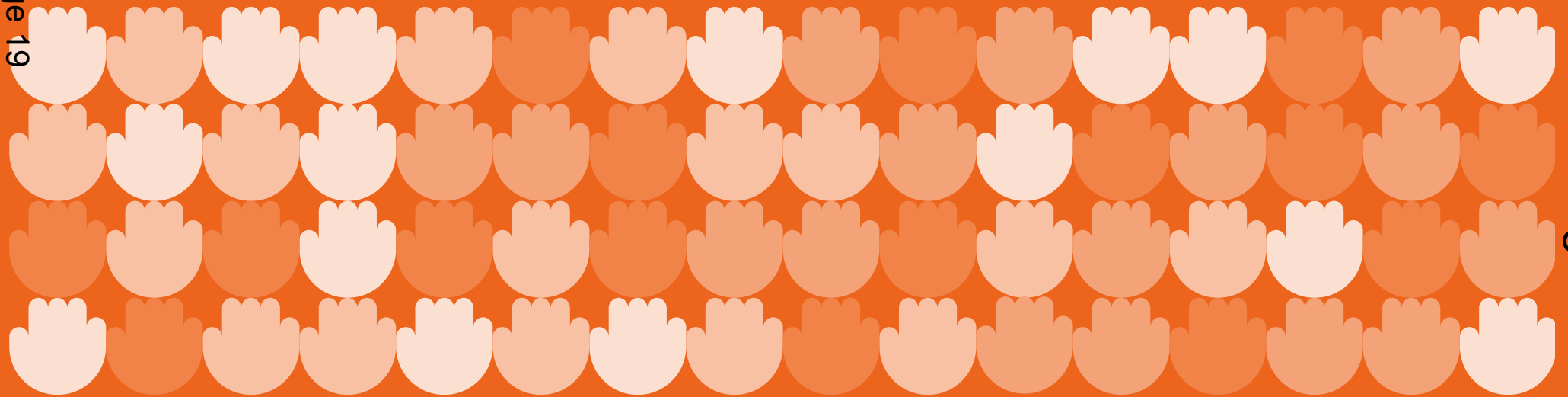
The recommendations are set out at the front of this report.

**Education, Skills & Work Directorate update**

**Scrutiny: September 2021**

**Cllr Andrew Western: Leader Trafford Council**

**Gemma Marsh: Director GMCA**



# Aim of the presentation & Recommendations

- Aim of the presentation is to provide Scrutiny with an update on some key programmes of activity across the Education, Skills & Work Directorate.
- Welcome discussion on how the impact of Covid is playing out in LA's and how the programmes are supporting: gaps & need
- Outline some issues around national Government policy changes.

## Recommendations:

Scrutiny are asked:

- To note and discuss the presentation
  - To note & consider the updates on current and new programmes of activity
  - To note the approach to the proposed approach for new and existing programmes.
    - ESF NEET & Youth Unemployment: Update and renewed Delegation requested at same level set out in GMCA paper in June 2020
    - AEB no decision just an update: Delegation already approved 26<sup>th</sup> March 21 GMCA
    - ESF Skills for growth: update and renewed Delegation requested at same level set out in GMCA paper in June 2020.
    - Digital Bootcamps/National Skills Fund: Note progress and renewed Delegation requested at same level set out in GMCA paper in March 2019 in case further funding is received.
    - Construction/Retrofit bootcamp as above.
    - Working Well: Update only no decision at this stage.
    - Apprenticeships: Update only no decision
    - Young people: Update only.
- 
- **This presentation will be turned into a paper for the GMCA in September following discussion with Scrutiny.**
-



# Our 4 Priorities

Cllr Eamonn O'Brien

1. Young people leave education and training ready to succeed in the labour market, with a balance of academic, technical and 'life ready' skills.

Young People



2. Adults can acquire the skills, mindset and support they need to fulfil their career potential and adapt to changing employer needs throughout their lives, from entering employment for the first time through to highly skilled careers and retraining.

Adults



Cllr Western

3. Employers have access to a system that is flexible, resilient and adaptable, and which meets their needs in the rapidly changing 21st century world of work, driving a sustainable economic future for GM in which companies compete on the basis of high productivity, good quality work, and excellent employment practices.

Employers



4. Residents are supported by a welfare system, under Universal Credit, that provides access to good work for those who can, support for those who could, and care for those who can't.

Support



Tackling Inequalities using the data and evidence from the projects/programmes to inform smarter policy & commissioning

# GMCA Education, Skills and Work Programmes in numbers over past year

- The full grant has been spent on projects, meeting the spend deadline targets from MHCLG.
- Non transport's allocation was £143.02m and spend was fully achieved by 31<sup>st</sup> March 2021

Local Growth Fund 

- Skills provision commissioning is taking place across a number of sectors and total approx. £30m.
- Further commissioning activity in late Q1 will include: digital transformation and bootcamp, manufacturing and health and social care

Skills for Growth 

**Levy Matchmaking Service:** 345 new apprenticeship starts funded by the Levy with a total value of £3.9m since launch in August 2019.

- Removing Barriers:** 7 projects funded to tackle and better understand under-representation in our apprentice population since September 2020. 99 learners engaged across the 7 projects, with 95 still on programme with 9 starting apprenticeships
- National Apprenticeship Week 2021:** saw 684 attendees tuning in to online events
- Older Apprentices:** 160 over 50's were surveyed to understand their views of undertaking an apprenticeship to further their career or re-train

Apprenticeships 

**Work & Health Programme:** Referrals at 106% over the last 12 months with 15,106 programmes starts achieved by end of March 2021. 9,000 people completed the programme. 26.8% achieved an Earnings Outcome at GM's higher Real Living Wage threshold

**Job Entry Targeted Support:** Started October 2020 with 5,275 starts to date (103% of profile vs 80% nationally)

**Specialist Employment Support:** Programme delivery started August 2020, with a gradual increase seen in referrals and programme starts during Q4

Working Well 

Challenges of Covid have continued into the 2020/21 academic year, however the majority of procured providers have forecasted 100% delivery against their contract, with the following flexibilities in place:

- pastoral funding to support activity that has taken place throughout the pandemic
- Maintaining flexibilities implemented in the first academic year in response to Covid, and expanding on these for 20/21
- GM Local Level 3 offer

Adult Education Budget 

- 207 schools and colleges in the Enterprise Adviser Network
- 173 Enterprise Advisers matched to schools and colleges
- Fantastic response from schools – nearly 6,800 Year 10s took part in Life ready survey
- All Careers Leaders within the Network have receive regular CPD alongside support from their Enterprise Coordinator and Enterprise Adviser
- All Careers Hub Careers Leaders have received dedicated training.
- 34 schools/colleges are fully implementing all eight Gatsby Benchmarks and nearly a quarter are fully implementing seven Gatsby Benchmarks.
- Just under 90,000 student logins to GMACS (89,094)
- Meet Your Future campaign reached just under 50,000 young people in 2020/2021

Young People 

**Enterprising You (Self Employment):** Q4 (Jan-Mar 21) has been the highest performing quarter bringing the total participants to 1,029.

**Digital Fast Track:** GMCA received £5m of funding from DCMS & DfE to deliver digital bootcamps. 1,328 participants been through a digital retraining programme.

**Future Workforce Fund:** The provider has a six month extension and aims to increase interventions from 6,300 to 7,739.

HMT Skills Pilots 

# Ensuring local integration and support

- Support and manage local integration of GMCA Education, Skills and Work programmes including
    - Integrating new programmes of activity within Locality Areas
    - Ensuring existing programmes of activity are actively complementing each other
    - Support existing programmes of activity to reach residents in need in each locality area
  - Report appropriate and relevant intelligence from Locality Areas to ESaW Principals, including but not limited to:
    - Local Demand for provision
    - Local Challenges
    - Local Opportunities
- Page 23
- Support the development and implementation of locality Education, Skills & Work plans
- Produce Locality Packs per area, linked to locality Education, Skills & Work plans and responsible for relevant actions
- Act as an additional resource for Local Authorities Skills & Work Teams
  - Manage and maintain relationships with Locality colleagues, including but not limited to:
    - Local W&S Leads
    - Locality W&S Teams
    - Locality Digital Inclusion Leads
    - Locality 16-19 Leads
    - Locality Apprenticeship Leads
-

# Strategic risks, challenges and opportunities (1)

## Government-facing: DfE

- Education recovery (encompassing early years, schools and colleges): Significant lack of funding nationally (one-tenth of the value recommended by the Education Recovery Commissioner), impacting our ability to support young people in transition and counteract the risk of increased NEETs due to Covid.

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### FE Reform White Paper - *Skills for Jobs*:

- Local Skills Improvement Plan (LSIP) trailblazer and Strategic Development Fund Eols unsuccessful but working with GMCC, GMCG and other core partners to take forward approach anyway, building on our industry intelligence work and ESF Skills for Growth programme
  - Skills Bill associated with White Paper – developing our policy and legal position (both in GM and collectively with M10);
  - Funding and Accountability consultation underway: some potentially welcome funding changes proposed but unclear how many of the proposals might play out in devolved areas
-

# Strategic risks, challenges and opportunities (2)

## Government-facing:

### DWP:

- Strong working relationship with local JCP
- Employment Support – integrating new/emerging measures into the landscape and avoiding Covid support ‘cliff-edge’
- Community Renewal Fund outcomes awaited impact in this area if not successful across all LA’s

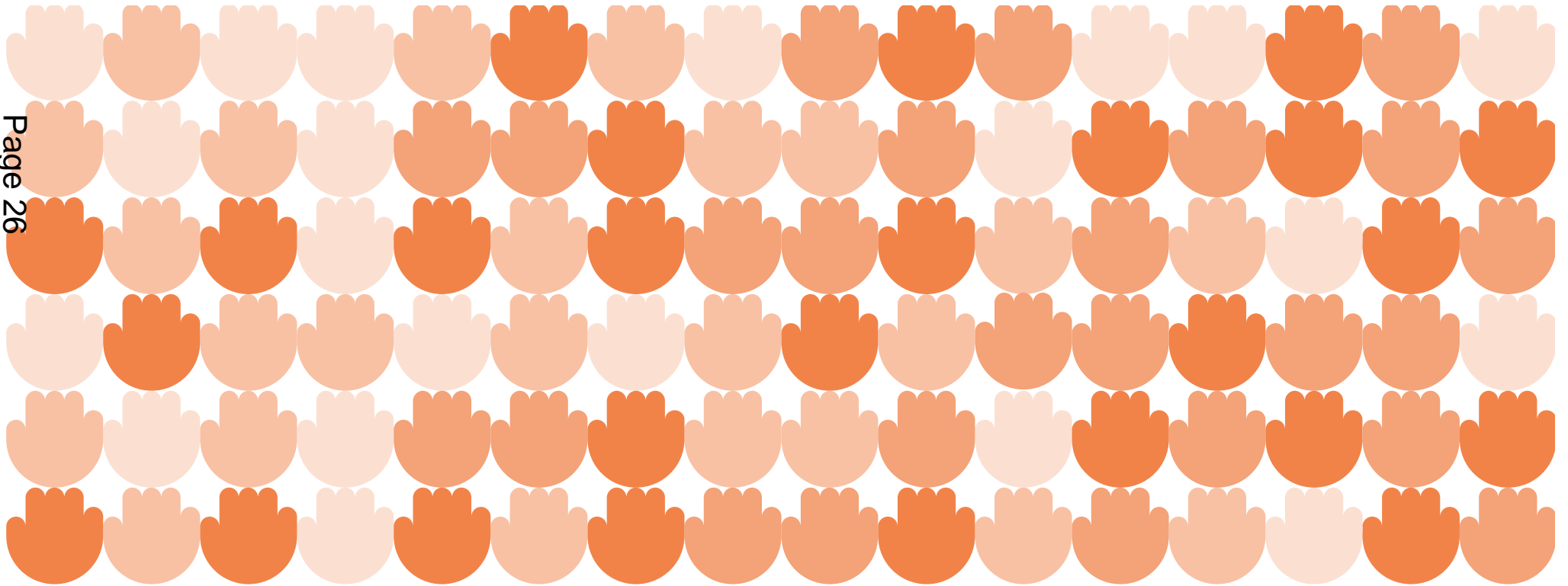
### EIS:

- Innovation Strategy published (July 21): exploring opportunities, challenges, etc
- Brexit implications for business & skills

### HMT:

- Updating/revising CSR submission:
    - Including proposals to bring together skills and work programmes in a coherent multi-year, place-based settlement rather than the current series of piecemeal, short-term siloed programmes
  - Influence shape and focus of UKSPF (£1.5bn pa) – significant risks and opportunities
-

# Annex 1: Programme Specific update



# ESF NEETs and Youth Employment

- £10 million funding to support 15-24 year olds who have barriers to education, training or work
  - Will support at least 6000 young people across GM up to September 2023
  - Objectives of programme:
    - Reduce numbers of young people who are NEET
    - Close the disadvantage gap
    - Address sub-regional variances
    - Address skills gaps
    - Raise hopes and aspirations
  - Consultation taken place with partners, LAs, providers. Aim to include young people in the commissioning/ design
  - Focus on priority groups and those with complex barriers, and ensuring added value to existing provision
  - Programme to be commissioned Sept/ Oct with contract award(s) expected Nov 2021
-

# GMCA Devolved Adult Education Budget

**What is GM's overarching vision for Adult Education – A Long-term journey of change**, to deliver positive outcomes for GM's residents aimed to support:

- **Closer work with AEB providers**, with a focus on positive outcomes and progression.
- Create a more **place-based approach** to the delivery of adult skills across all the ten local authorities, recognising a 'blanket approach' to provision will not achieve increased productivity and better outcomes for residents.
- Working with local and internal stakeholders to **better respond to employer skills/talent needs**, linked to the GM Local Industrial Strategy.
- **Better understanding of residents' barriers** to accessing adult education bringing local **stakeholders and AEB providers together to respond directly** to local challenges and remove barriers to learning.

- Supported over **51,000 residents** to access over **114,000 courses**, given the impact of the **first COVID-19 lockdown**.
- **Reduced** the Provider base from over **300** to **36 Lead AEB Providers** and **approx. 70** in the supply chain with a **dedicated officer** allocated to manage individual contracts.
- **All lead providers are Outstanding or Good** for overall or adult learning in their **Ofsted Inspections**, with **3 AEB-funded Providers inspected** pre COVID-19 resulting in **Good or Outstanding gradings**.
- **Provided financial support** for all AEB skills providers due to the **impact of COVID-19**.
- **Developed a suite of programmes** to support the **skills challenges as a result of Covid-19** from Summer 2020 - Supporting Safe Returns to Work; Rise of the Keyworker; Short Retraining Programme with **2062 course enrolments**.

Year 1 – achievements / challenges



- Supported over **48,000 residents** to access over **106,000 courses (as of June 2021)**.
- No **Ofsted** Inspections have been held **12 AEB-funded Providers** have **received monitoring** visits during the pandemic.
- **Continued to provide a level of financial support** for all AEB skills providers due to the continued **impact of COVID-19**.
- Developed and implemented a **specific GM Level 3 adult offer** with **7 AEB providers engaged** and **£420k of funding allocated** for last term of 20/21 (**79 course enrolments to date**)
- Residents able to access the new **Digital Entitlement** supporting residents up to & including **Level 1 in ICT Skills (5,570 course enrolments)**, including enabling access to **Level 2** for GM residents (**1,095 course enrolments**)
- **£1.5m Grants** supporting LAs to **alleviate barriers for adults accessing Adult Education, ESOL** and targeting **DI**

Year 2 – Progress so far



- Continued focus on targeting the **GM Level 3 adult offer**, with **£3m allocated** to this for 21/22 and inclusion of **additional qualifications** relating to **key occupational areas** i.e. **retrofit – 29 providers** accessing the funds.
- Greater development of **GM Level 2 Digital Entitlement** over and above the national offer.
- Reviewing and updating **existing flexibilities** i.e. **Level 3 unit** offer updated to allow **modular delivery**
- Increased focus on how we support **more residents** to engage in adult education post pandemic
- Links with **wider commissioning** across GMCA i.e. GM Integrated rehabilitation Services
- Continue the LA Grant from Yr2 onwards to support relevant & targeted activity
- Supporting **College Specialisation** around **higher technical**
- Supporting **Higher Level Skills** linked to key development opportunities eg Northern Gateway

Year 3 & onwards



## Who is Adult Education supporting

AEB is accessible to all residents who want to improve their education and skills, whether to move into employment or change their career. AEB will support residents who are:

- aged **19 and over**.
- whether **economically inactive, unemployed or employed**.
- continually reviewing **eligibility** to ensure **residents access** what they need

- ❖ **Engage in education and skills**, whether for the first time or after a long break.
- ❖ Improve their **basic skills** (maths, English, & Digital skills) and support those with ESOL needs.
- ❖ Support residents to prepare for a career with qualifications from **Level 1 through to Level 3**, which respond to employer skills / talent needs.
- ❖ Through the **devolved capabilities**, GMCA is implementing additional **flexible policies** to target areas of concerns i.e. improving opportunities for **all adults** to access **Level 2** qualifications.



# ESF Skills for Growth



## Programme overview

- £42m European Social Fund, to deliver Skills for Growth to people working in Greater Manchester
- The programme will work with more than 3000 SME's, helping them identify and realise growth opportunities related to skills in GM.
- The programme will support more than 25,000 individuals, employed in GM, to gain new skills and progress in their careers.
- Designed to build a truly collaborative programme using real time intelligence
- Shapes skills delivery and responds to skills needs that emerge throughout the programme's lifetime

## Story so far

- SME support, delivered by Growth Company is now 9 months into delivery and has supported more than 500 SME's, also feeding our intelligence function. [Home | Skills for Growth - SME Support \(skillsforgrowthsmc.co.uk\)](https://skillsforgrowthsmc.co.uk)
- Intelligence gathering with employers is producing powerful skills gap knowledge, helping to steer commissioning and work across the Directorate, reports are available on Low Carbon Buildings, Health & Social Care, Manufacturing, Digital at [Skills for Growth - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://greatermanchester-ca.gov.uk)
- Award of the Retrofit Skills Hub to Low Carbon Academy, that will upskill more than 1000 people in GM with Retrofit knowledge and skills. Commencing delivery in July 2021.
- Partnered with York Consulting to help us evaluate the impact of the programme.
- Flexible Procurement System (FPS) helping us build a base of quality providers we can use for delivery [Flexible Procurement System - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](https://greatermanchester-ca.gov.uk)
- Greater Manchester Individual Tracker (GMIT) is the software we have developed and will use to track the 25k individuals across the programme.
- 4 Summer commissions now live, Manufacturing, Digital upskill & Reskill, Digital Skills for Growth & Productivity, Health and Social Care which will benefit over 9000 people

## Next steps

- Continuing to commission skills delivery based on intelligence gathering.
- Regular market engagement, strategic briefings and comms shared with a wide variety of stakeholders.
- GMIT operational, producing ESF claims and powerful data on the programme
- Regular evaluation points and findings shared across GM

# Digital Skills Bootcamps: Progress Update

- Multi Year £5m partnership: DCMS, DfE, GMCA & Lancashire LEP. Key Objectives: retrain residents for digital roles & support employers to address local digital skill gaps and diversify their workforce.
- 30+ consortia of employers and providers have delivered digital skills training including software development, content creation, data analytics, additive manufacturing and much more.
- Over 1000 GM residents started on a digital skills bootcamp; 76% of which completed (during a pandemic). Reasons for leaving; family problems, mental health and course is not for them.
- 33% of people that started courses have progressed into employment so far. 65% of whom were unemployed prior to starting the course – JCP have played a key role here.

## Demographics of participants:

- Gender: 55% Male, 45% female
  - Age: 69% of participants under 35, just 10% 45+.
  - Ethnicity: 55% of participants were from ethnic minorities.
  - Prior Employment Status: 59% unemployed, 40% in-work, 1% in education.
  - Prior Skill Level: 89% had L3+ quals, nearly 45% were educated to degree level.
- Skills Bootcamps are now being rolled out nationally by DfE and expanded to other sectors.
  - **Approach:** As the policy moves to national roll out GM needs to use intelligence to focus provision on occupational clusters within places with particular skills gaps e.g. advanced machinery in Rochdale, creative content around MediaCityUK. Opportunity to seek further devolution of funds to test innovative approaches with Government.
-

# Construction/Retrofit Skills Bootcamp: New Project

- For GM to reach its low carbon targets 62,000 homes need to be retrofitted annually. New skills are required at scale to carry out work to the required PAS2035 standard.
- This £500k DfE funded “skills bootcamp” project aims to create pathways into retrofit for 200-250 unemployed people / career switchers in GM ensuring they are trained to the appropriate standard to work on retrofit projects and meet the demand for a skilled workforce.
- The “retrofit skills bootcamp” will work in harmony with the ESF funded low carbon academy as part of a longer term plan to develop the skills required for retrofitting.

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The delivery model incorporates; practical skills training in insulation/fenestration, access to accredited pathways in energy efficiency/insulation, training for retrofit specific roles e.g. retrofit co-ordinator and wider construction skills interventions e.g. health & safety. **The key point is a pick & mix of pathways for each individual based on their interests and employer need.**

- The project links to construction/retrofit job vacancies e.g. with housing providers, contractors, orgs facilitating the willing to pay market. **All candidates offered a guaranteed interview.**
  - Timeline: provider appointed following a competitive procurement process. Currently in contracting stage. Mobilisation from September – project will complete end of March 2022.
-

# Working Well: Progress Update



Committing more than £100 million in employment provision in Greater Manchester

Specialist Employment Service	Work and Health Programme	Job Entry: Targeted Support (JETS)	Early Help	Enterprising You	Over 50s Employment Pilot
<ul style="list-style-type: none"> <li>£4m, three year programme launched August 2020 for up to 1200 participants with complex health needs and disabilities.</li> <li>Comprises Supported Employment for people with a learning disability and/or autism via GM's ten local authorities and Individual Placement and Support for people with a severe mental illness integrated into GM's 3 mental health trusts.</li> <li>Slow start due to Covid but now starting to ramp up and plans already underway to extend IPS element with Mental Health commissioners</li> </ul>	<ul style="list-style-type: none"> <li>£52m programme supporting 22.5k people</li> <li>By July 21 was supporting 16.5k people with c6k moving into work.</li> <li>GM programme incentivises Real Living Wage outcomes rather than NLW, which is DWP's measure of success</li> <li>10 x as many referrals into other local services than DWP – embedding social prescribing in delivery model</li> </ul>	<ul style="list-style-type: none"> <li>£19.5m extension of the Work and Health Programme</li> <li>Designed as a light touch programme to support those impacted by Covid to rapidly move back into work</li> <li>Started in Oct 20 and by June 21 had already supported c10k people, achieving 125% referral profile, and over 200% job outcome target.</li> <li>Funding secured from DWP to extend service for further 12 months.</li> </ul>	<ul style="list-style-type: none"> <li>£6.5 million test and learn programme launched March 2019</li> <li>Designed to test an early intervention support system geared to support individuals who are at risk of falling out of work, or are newly unemployed due to their health complications and/or disabilities.</li> <li>By June 21 had supported over 3,000 people with 62% of participants on medical leave returning to work &amp; 23% of unemployed participants returned to work</li> </ul>	<ul style="list-style-type: none"> <li>£10 million DfE investment in a test and learn programme designed to support self-employed small business owners and is the only programme in the England to support those working in the gig economy.</li> <li>Commenced in March 2020 and will run for two years, supporting 2500 GM residents.</li> <li>Exploring potential to extend programme for further 12 months.</li> <li>More information on separate slide.</li> </ul>	<ul style="list-style-type: none"> <li>Significant investment from Centre for Ageing Better for co-design test and learn project in GM via strategic partnership with GM Ageing Hub.</li> <li>Co-design process commenced Summer 2020 with Humanly - specialists in human-centred design.</li> <li>Currently prototyping a number of co-designed propositions which if successful will turn into larger pilots in late 2021.</li> </ul>

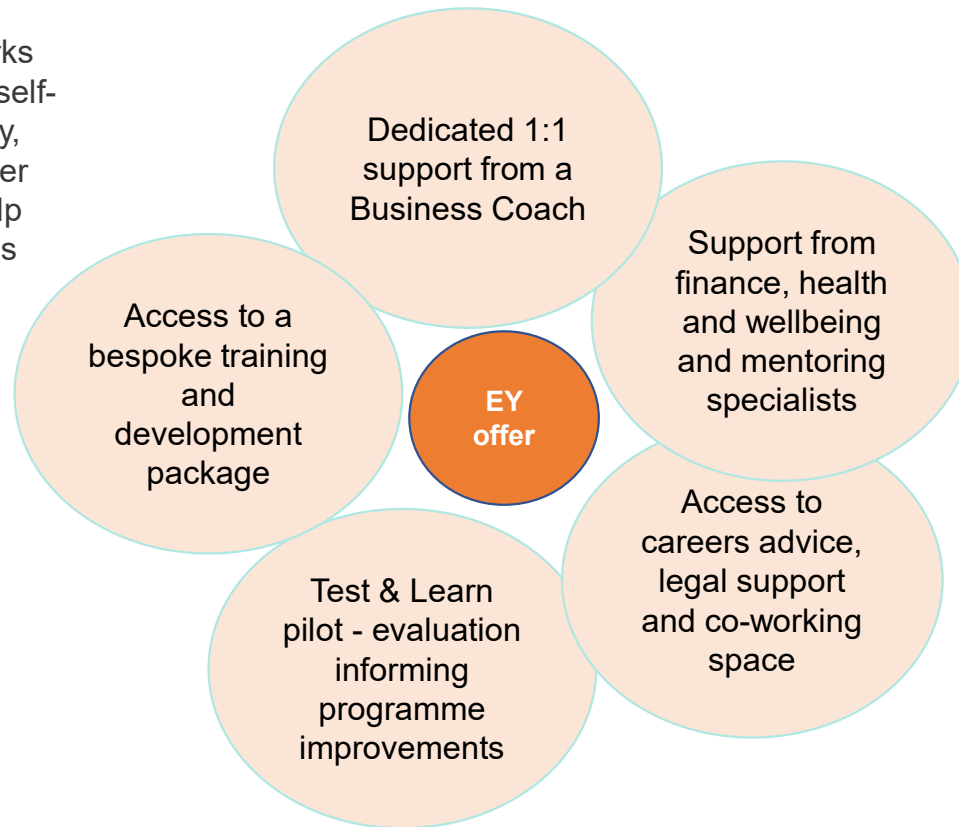
# EnterprisingYou

## Supporting the self-employed in Greater Manchester

- Pilot programme to test what works best to support those working in self-employment and the gig economy, particularly those who are on lower incomes who need support to help grow and sustain their businesses

- Programme was funded by DfE as one of the Treasury Skills Pilots and commissioned by GMCA.

- Jointly delivered by The Growth Company and People Plus – launched in February 2020 and will support 2000 GM residents over two years to March 22



### Up to July 2021:-

- Over **1350** people supported through the programme
- **480** programme completions

### Following their time on EY;

- **64%** of participants have increased business turnover
- **54%** of participants have increased business profitability
- **59%** of participants have improved stability and longevity of their business
- **71%** of participants report having improved skills to run their business

# Apprenticeships – GM projects

**GREATER  
MANCHESTER**

DOING THINGS DIFFERENTLY FOR OUR WORKFORCE



European Union

European  
Social Fund

## Programme overview – Removing Barriers to Apprenticeships

- Total of £328,000 awarded to 7 projects across GM tackling a range of barriers to apprenticeships
- Projects operate on a test and learn basis, and with different groups of learners, but all have a target of at least 10 apprenticeship starts which are sustained for at least 4 months
- Projects come together to share learning on a quarterly basis and are evaluated by an external partner (Little Lion Research)

## Story so far

- Projects look at barriers related to gender, ethnicity, personal circumstance (lone parents), learning disabilities, age, and distance from the labour market
- 108 learners engaged so far on pre-apprenticeship programme
- 9 apprenticeship starts to date, predominantly in the Salford project
- Evaluation partner in the process of creating 3 qualitative case studies looking at the themes of gender, ethnicity and LLDD

## Next steps

- All projects on track to meet or exceed targets, meaning a minimum of 70 sustained apprenticeships starts
- Continue to share knowledge and evaluate projects
- Knowledge created by the project will inform future commissioning activity
- Significant interest in LLDD and especially the success of the Salford project – project team will be invited to share their work with external partners including other MCAs

## Programme overview – Levy Matchmaking Service

- Total of £205k funding over 4 years through underspend of the devolved AGE grant
- Originally formed one strand of the SME Support package but has been renewed independently
- Facilitates large companies to transfer unspent Apprenticeship Levy funds to SMEs to fully fund apprenticeship training
- Delivered by Growth Company

## Story so far

- Initial contract ran for 1 year but was extended for another, and then renewed for another 2 years (2019-2023)
- Monthly reporting of activity to GMCA
- 395 apprenticeship starts through the service to date (July 2021)
- More than £5mil agreed as transfers so far, which would otherwise have gone back to central government as levy underspend
- 85 of our own (GMFRS) firefighter apprenticeships have been funded through transfers
- Relationships developed with several large employers with a presence in GM, including Lloyds Banking Group, Asda, Co-op, and Bentley
- Lloyds Banking Group apprenticeship awards 2021 included an SME category for those supported through transfers

## Next steps

- Engaged with DfE to support development of their national matching system – will work in parallel with GM service
- New employers (large and small) continue to register with the service
- Potential for the website to be developed to provide more cohesive signposting to apprenticeship support for employers





# Young People Overview: Leave education and training ready to succeed in the labour market, with a balance of academic, technical and 'life ready' skills.

## Our Focus

- Young people must be **life-ready and work-ready**.
- They must be able to **see clear lines of sight into local education, training and employment opportunities** in sectors that are active and growing, together with the support that will help them get ahead in their chosen career.

## Issues

- **Careers education and inspiration must help to raise aspirations and awareness**, linked to real-time labour market and to mechanisms that enable young people to access those opportunities.
- For **young people who are not in education, employment or training**, and for young adults who have never worked or have done so only sporadically, **tailored support must be in place to help build skills, employability confidence, aspirations and hope for the future**

## Mayoral Pledges

- We will implement the **Young Person's Guarantee**
- We will approach all **bigger employers** in GM and ask them to register at **least five job-related opportunities on GMACS**
- We will develop a plan, working with industry and education providers, **to get all under-25s online** and expand digital skills provision
- We will lobby Government for **full devolution of post-16 skills policy**
- We will **continue to build GMACS** as an alternative to the UCAS system

- Continue to **increase the number of, and access to, opportunities for young people** and begin to tackle some of the more systemic challenges that cannot currently be overcome
- Continue to **co-work directly with young people**, ensuring that services (e.g. **GMACS and Curriculum for Life**) are designed with them at the heart and are responsive to GM's current economic picture: **building on the YPG**
- Continue working with schools, colleges and careers partners to **increase the standing of careers education so that it is prioritised and embedded within the curriculum**, with links to the local labour market strengthened
- Continue to improve how **technical pathways** (including Apprenticeships and T-levels) in GM are explored by young people and their support
- Push the boundaries of **best careers education practice**, in partnership with CEC and our local models, to **connect education and business**
- Continue to **support youth employment**, working with JCP to support the Youth Employment Programme and Youth Hubs for 18-25 year olds, system stewardship of programmes such as Kickstart, and by addressing gaps in support for 'hidden' young people

## What we are doing

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## Young Person's Guarantee (YPG)

Karen Clarke  
Programme Lead YPG

Recommendation:

Scrutiny Committee are asked to note and discuss the progress of the Young Person's Guarantee



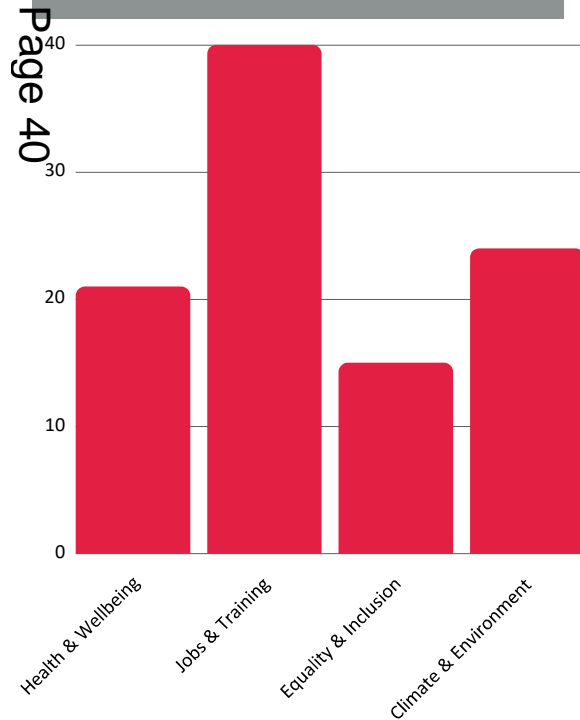
## What is the Young Person's Guarantee?

- The 'guarantee' is that the GM system will listen to and act on the priorities expressed by young people themselves
- A 'moment in time' snapshot of young people's concerns
- In the context of the pandemic and with a view to concerns for social, educational and economic recovery
- A system-wide model to coordinate responses to the priorities of GM young people aged 11-30
- Children and Young People's voices at the heart of the ongoing delivery
- Key role in linking parts of the GM system together to deliver against the YPG priorities

# The key themes and issues young people told us about

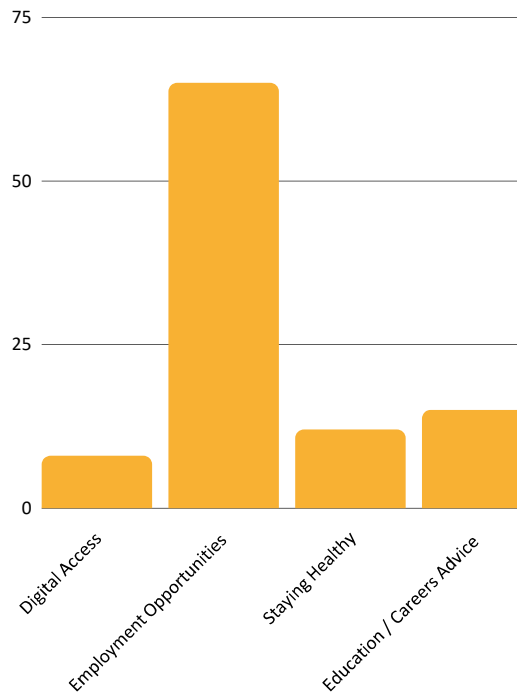
Which of these is most important to you right now?

Health & Wellbeing - 21%  
Jobs & Training - 40%  
Equality & Inclusion - 15%  
Climate & Environment - 24%



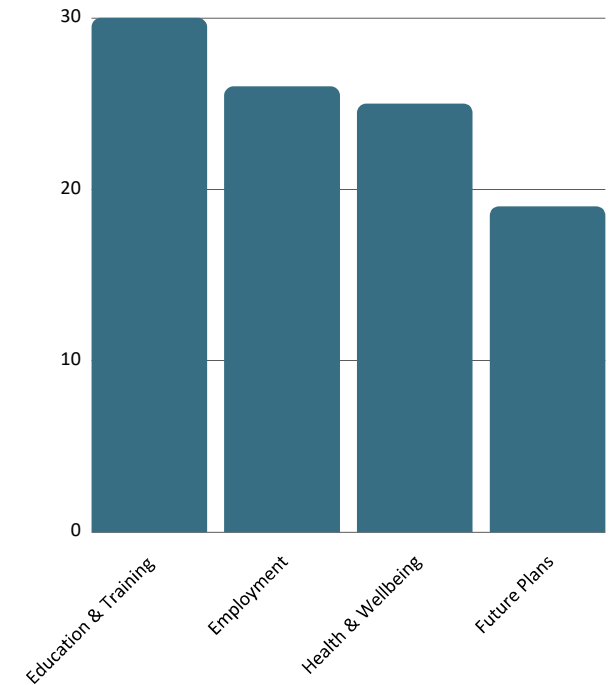
What do you most need support with right now?

Digital Access - 8%  
Employment Opportunities - 65%  
Staying Healthy - 12%  
Education / Careers Advice - 15%



What has the coronavirus pandemic affected the most?

Education & Training - 30%  
Employment - 26%  
Health & Wellbeing - 25%  
Future Plans - 19%



YPG Priorities

YPG Workstreams

Keeping Connected

- More digital kit and better connectivity
- Support to help young people work online
- Public transport easier and safer to access
- improved alternative forms of transport

Care Leaver Digital Offer  
Youth Voice Network

Staying Well

- Improved access to mental health support for those not in employment or education
- Better signposting to mental health support
- More opportunities and signposting to participate in positive social action and wellbeing/ personal development activities
- Safe learning environments

Young People's Mental Health: Care Leavers  
Waiting Times

Making Effective Transitions

- Address potential disadvantage caused by school & exam disruption
- More professional careers advice
- Improve life skills and financial literacy in the curriculum
- Increase availability of education, training and reskilling opportunities for NEET and redundant young people
- More self-employment and entrepreneurship support
- More work experience placements to those in need
- Increase number and availability of diverse and representative leaders and mentors

Care Leavers/LAC  
GMACS YPG Content

Reducing Economic  
Inequalities

- More support to employers to encourage creation of more jobs and apprenticeships for young people
- Ensure inclusive and equitable access to new employment opportunities and employability schemes, particularly for those with more needs and barriers
- Increase the level of job/ apprenticeship support given to unemployed young people
- Develop mechanisms that increase job security

YPG pledges: employment and training  
opportunities sign-up Hype Day

## Current status and next steps

- Ongoing system engagement
- Gap analysis against YPG priorities
- Definition of YPG-owned issue for each of the priority theme areas – starting with mental health theme following July Reform Board – waiting times
- Define Youth Voice plan by end September 2021
- Current priority group – Care Leavers/Digital Inclusion
- Working on enhancing GMACS with YPG-specific content
- Youth Voice/Employer/GMACS event October 2021



## **ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE**

**DATE: 10<sup>TH</sup> SEPTEMBER 2021**

**SUBJECT: ECONOMY BUSINESS GROWTH AND SKILLS WORK PROGRAMME  
2021/2022**

**REPORT OF: JOANNE HERON, STATUTORY SCRUTINY OFFICER, GMCA**

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### **PURPOSE OF REPORT**

To provide a summary of those items considered by the Committee 2020/2021

### **RECOMMENDATIONS:**

Members are invited to note the report.

### **CONTACT OFFICERS:**

Joanne Heron  
Statutory Scrutiny Officer, GMCA  
[Joanne.heron@greatermanchester-ca.gov.uk](mailto:Joanne.heron@greatermanchester-ca.gov.uk)

Paul Harris  
Governance and Scrutiny Officer, GMCA  
[Paul.harris@greatermanchester-ca.gov.uk](mailto:Paul.harris@greatermanchester-ca.gov.uk)

**Equalities Implications:**

N/A

**Climate Change Impact Assessment and Mitigation Measures –**

N/A

**Risk Management:**

N/A

**Legal Considerations:**

N/A

**Financial Consequences – Revenue:**

N/A

**Financial Consequences – Capital:**

N/A

**BACKGROUND PAPERS:**

Report to the Economy, Business Growth and Skills Overview and Scrutiny Committee on 9<sup>TH</sup> July 2021.



**2021/22 COMMITTEE WORK PROGRAMME**  
**FOR ECONOMY, BUSINESS GROWTH AND SKILLS SCRUTINY**

The table below sets out the Economy, Business Growth & Skills Scrutiny’s work programme for the full meeting for Members to develop, review, and agree. It is important that over the next 12 months, the work programme has enough space for consideration of relevant Covid recovery plans and is focused on reducing risks, increasing resilience and ultimately building back better.

This is a ‘live’ document and will be reviewed and, if necessary, updated at each meeting to ensure that the Committee’s work programme remains current.

For information, those items considered previously to Economy, Business Growth & Skills Scrutiny in 2020/21 are listed in appendix 1.

<b>MEETING DATE</b>	<b>TOPIC</b>	<b>CONTACT OFFICER</b>
9 July 2021	• Economic Impacts of Covid & Brexit (Economy Dashboard);	• Simon Nokes/John Wrathmell
	• Living with Covid Plan & Refresh of the Greater Manchester Strategy;	• Simon Nokes/John Wrathmell/Amy Foots
	• Good Employment	• Ian MacArthur (Growth Company)
10 September 2021	• Skills & Work Plan / Young Persons’ Guarantee Update	• Gemma Marsh
	• Greater Manchester Strategy Update	• Simon Nokes/John Wrathmell/Amy Foots
	• Culture Recovery Update	• Alison Gordon
	• 2022/23 Culture Funding Update (Part B)	• Alison Gordon
8 October 2021	• Innovation & Science.	• Simon Nokes/John Wrathmell
	• Comprehensive Spending Review;	• Simon Nokes/John Wrathmell
	• Local Industrial Strategy	• Simon Nokes/John Wrathmell

12 November 2021	<ul style="list-style-type: none"> <li>• International Strategy/Trade &amp; Investment;</li> </ul>	<ul style="list-style-type: none"> <li>• Simon Nokes/John Wrathmell</li> </ul>
Mayor attending	<ul style="list-style-type: none"> <li>• Implementation of the GM Independent Inequalities Commission recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Amy Fooks/John Wrathmell</li> </ul>
10 December 2021	<ul style="list-style-type: none"> <li>• Economic Growth &amp; the Environment;</li> <li>• Business Support</li> </ul>	<ul style="list-style-type: none"> <li>• Simon Nokes/John Wrathmell</li> <li>• Mark Hughes/Growth Company</li> </ul>
14 January 2022	<ul style="list-style-type: none"> <li>• Digital;</li> <li>• GM Local Enterprise Partnership Update</li> </ul>	<ul style="list-style-type: none"> <li>• Phil Swan</li> <li>• Simon Nokes/Dave Rogerson/LEP Chair</li> </ul>
4 February 2022 Mayor attending	<ul style="list-style-type: none"> <li>• MIDAS/Marketing Manchester International &amp; Marketing Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Mark Hughes/Growth Company/ Tim Newns/Sheona Southern</li> </ul>
11 March 2022	March: Tbc	

## Appendix 1

Items considered in 2020-21 by the Economy, Business Growth and Skills Overview and Scrutiny Committee

<b>MEETING DATE</b>	<b>TOPIC</b>	<b>CONTACT OFFICER</b>
10 July 2020	Local Industrial Strategy	Simon Nokes
	Innovation and Science	Steven Heales/John Wrathmell
11 September 2020	Work and Skills	Gemma Marsh
	GM Living with Covid Resilience Plan	Simon Nokes
	International Strategy/Trade and Investment	Simon Nokes
9 October 2020	Business Support inc productivity update	Mark Hughes/Growth Company
	Northern Growth Body/Comprehensive Spending Review	Simon Nokes
	Development of the Women and Girls' Panel Inc consideration on the report of the Fawcett society on women's employability.	Amy Fooks/John Wrathmell
13 November 2020	Labour Market & Business Impacts of Covid-19 and Developing a GM Response	Simon Nokes
	Culture Recovery Plan	Alison Gordon
		<u>GM Mayor was in attendance</u>
4 December 2020	GM Local Enterprise Partnership Update (deferred to March 2021)	Simon Nokes
	Young Person's Guarantee	Gemma Marsh/Nicola McLeod
5 February 2021	Recovery plan update –look at progress.	Simon Nokes
	Local Industrial Strategy	Simon Nokes

	Brexit - Potential Economic Implications for GM	Simon Nokes <u>GM Mayor was in attendance</u>
12 March 2021	Adult Education Budget	Gemma Marsh
	Digital	Phil Swan
	Local Enterprise Partnership Update	Simon Nokes/Dave Rogerson
	MIDAS/Marketing Manchester 3 Year International & Marketing Programme	Mark Hughes

## **ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE**

**DATE: 10<sup>TH</sup> SEPTEMBER 2021**

**SUBJECT: GMCA REGISTER OF KEY DECISIONS**

**REPORT OF: JOANNE HERON, STATUTORY SCRUTINY OFFICER, GMCA**

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### **PURPOSE OF REPORT**

To advise Members of those items listed in the GMCA Register of Key Decisions, for the period 1 September 2021 to 31<sup>st</sup> December 2021, that have particular relevance to the work of the Economy, Business Growth and Skills Overview and Scrutiny Committee.

In addition, the report also includes those key decisions not within the remit of this Committee for information.

### **RECOMMENDATIONS:**

Members are invited to note the report.

### **CONTACT OFFICERS:**

Joanne Heron  
Statutory Scrutiny Officer, GMCA  
[Joanne.heron@greatermanchester-ca.gov.uk](mailto:Joanne.heron@greatermanchester-ca.gov.uk)

Paul Harris  
Governance and Scrutiny Officer, GMCA  
[Paul.harris@greatermanchester-ca.gov.uk](mailto:Paul.harris@greatermanchester-ca.gov.uk)

**Equalities Implications:**

N/A

**Climate Change Impact Assessment and Mitigation Measures –**

N/A

**Risk Management:**

N/A

**Legal Considerations:**

N/A

**Financial Consequences – Revenue:**

N/A

**Financial Consequences – Capital:**

N/A

**BACKGROUND PAPERS:**

GMCA Register of Key Decisions at the Economy, Business Growth and Skills Overview and Scrutiny committee on 9<sup>th</sup> July 2021.

# REGISTER OF KEY DECISIONS: 1 SEPTEMBER 2021 TO 31 DECEMBER 2021

Published on 20<sup>th</sup> August 2021

<p><b>What is a Register of Key Decisions?</b></p> <p>The Register is a published list of the key decisions which are due to be taken by the:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Greater Manchester Combined Authority (GMCA)</b></li> <li><input type="checkbox"/> <b>Greater Manchester Elected Mayor</b></li> <li><input type="checkbox"/> <b>Joint GMCA &amp; AGMA Executive Board</b></li> <li><input type="checkbox"/> <b>Transport for Greater Manchester Committee;</b></li> <li><input type="checkbox"/> <b>GMCA Resources Committee;</b></li> <li><input type="checkbox"/> <b>GMCA's Waste &amp; Recycling Committee;</b></li> <li><input type="checkbox"/> <b>Key decisions delegated to officers</b></li> </ul> <p>These decisions must be published on the Register at least <b>28 clear days before the decision is to be taken</b>, whether in public or private. The Register is updated at least once a month.</p> <p>This Register of Key Decisions has been prepared in accordance with <a href="#">Combined Authorities (Overview and Scrutiny Committees, Access to Information and Audit Committees) Order 2017</a> ('the Order').</p> <p>The Register is published on the GMCA's website <a href="http://www.greatermanchester-ca.gov.uk">www.greatermanchester-ca.gov.uk</a> and hard copies are available at the offices of:</p> <p>Greater Manchester Combined Authority &amp; Greater Manchester Mayor Churchgate House Oxford Street Manchester M1 6EU</p>	<p><b>What is a Key Decision?</b></p> <p>A key decision defined by 'the Order' is a decision which, in the view of the Greater Manchester Combined Authority's Overview and Scrutiny Committee, would result in any of the decision makers listed:</p> <ul style="list-style-type: none"> <li>(i) incurring expenditure over £500,000, or making significant savings of £500,000 or more relating to the budget for the service area to which the decision relates; or</li> <li>(ii) be significant in terms of its effects on persons living or working in an area of more two or more wards or electoral divisions of Greater Manchester.</li> </ul> <p>The GMCA's has three thematic Scrutiny Committees:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Corporate Issues and Reform</li> <li><input type="checkbox"/> Economy, Business Growth and Skills</li> <li><input type="checkbox"/> Housing, Planning and Environment</li> </ul> <p>These Committees' role is to contribute to the development of GMCA's strategies and policies, to scrutinise decisions of the decision-makers listed above and to consider any matter affecting those who live, work, study or run businesses in Greater Manchester.</p>	<p><b>How to find out more on these proposed decisions</b></p> <p>The report (other than those which contain confidential or exempt information) relating to these decisions will published on the GMCA's website five working days before the decision is to be made see <a href="http://www.greatermanchester-ca.gov.uk">www.greatermanchester-ca.gov.uk</a>.</p> <p>For general information about the decision-making process please contact:</p> <p>GMCA Assistant Director Governance, Scrutiny &amp; Business Support Julie Connor <a href="mailto:julie.connor@greatermanchester-ca.gov.uk">julie.connor@greatermanchester-ca.gov.uk</a></p>
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**REGISTER OF KEY DECISIONS:1<sup>ST</sup> September 2021– 31st December 2021**

**KEY DECISIONS PERTINENT TO THE WORK OF THE ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE**

<b>Decision title</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Greater Manchester Town of Culture 2022 process	Greater Manchester Combined Authority	29 Oct 2021	GMCA to agree process for identifying the 2022 GM Town of Culture	Report with Recommendations	Alison Gordon alison.gordon@greatermanchester-ca.gov.uk
Agreement of the refreshed Greater Manchester Strategy	Greater Manchester Combined Authority	29 Oct 2021	Agreement of the refreshed Greater Manchester Strategy	Report with Recommendations	Simon Nokes simon.nokes@greatermanchester-ca.gov.uk
GMCA Culture Fund 2022 - 2023	Greater Manchester Combined Authority	24 Sep 2021	Approval of GMCA Culture Fund proposal and budget for 2022/23	Report with Recommendations	Alison Gordon alison.gordon@greatermanchester-ca.gov.uk
National Skills Fund: Construction/Retrofit Skills Bootcamp	Greater Manchester Combined Authority	Between 1 Jul 2021 and 30 Sep 2021	Award of contract to a provider to deliver a construction/retrofit skills bootcamp. Which will support 200-250 unemployed GM residents to enter the construction industry and gain the skills to	Report with Recommendations	Steve Wilson Steve.Wilson@greatermanchester-ca.gov.uk



Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
			work on retrofit projects.		
One Network Outline Business Case	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To approve the funding arrangements and the procurement approach for the Greater Manchester One Network proposal	Report with Recommendations	Phil Swan Phil.Swan@greatermanchester-ca.gov.uk
Greater Manchester Business Funds	Greater Manchester Combined Authority	Between 1 Apr 2021 and 31 Dec 2021	To conditionally approve business investments to proceed to due diligence and/or note commercial changes to existing investments, including where relevant negotiated settlements.	Report with Recommendations	Kirsteen Armitage kirsteen.armitage@greatermanchestre-ca.gov.uk

Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
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**REGISTER OF KEY DECISIONS: 1st February – 30th April**

**DECISIONS OUTSIDE THE REMIT OF THE ECONOMY, BUSINESS GROWTH AND SKILLS OVERVIEW AND SCRUTINY COMMITTEE**

Decision title	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
Large Scale Foam Making Equipment (Firefighting)	Treasurer GMCA	Between 1 Oct 2021 and 30 Nov 2021	Approval to award successful bidders a place on a Framework for use by North West FRS's which will also be available for National FRS's to utilise.	Contract Award Report	Leon Parkes parkesl@manchesterfire.gov.uk
Greater Manchester Working Well Working Health Programme: JETS ((formally WW Lite) - Contract Extension	Greater Manchester Combined Authority	24 Sep 2021	<p>To approve a variation to the Working Well Health Programme Contract.</p> <p>To utilise additional funding allocated made available by HMT/DWP for the WW HP JETS initially introduced in October 2020 for one year and one year possible extension</p> <p>GMCA now wish to extend the existing service offer to continue to support people impacted by unemployment due to the impact of CV19 and the</p>	Report with Recommendations	Mat Ainsworth Matthew.Ainsworth@greatermanchester-ca.gov.uk;

Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
			move into employment		
GM Cycle Hire Tariffs	Greater Manchester Combined Authority	24 Sep 2021	Approval of the tariff structure associated with the GM Cycle Hire scheme, and delegation to TfGM for future tariff changes and the establishment of promotional offers	Report with Recommendations	Steve Warrener <a href="mailto:steve.warrener@tfgm.com">steve.warrener@tfgm.com</a>
Clean Bus Fund (CBF) - Replacement	Greater Manchester Combined Authority	24 Sep 2021	To grant Capital Programme Entry and grant approval to release funding in line with the business case and delivery plans submitted to JAQU.	Report with Recommendations	Simon Warburton <a href="mailto:simon.warburton@tfgm.com">simon.warburton@tfgm.com</a>
GMCA, Environment Agency and United Utilities Partnership Agreement/Memorandum of Understanding	Greater Manchester Combined Authority	24 Sep 2021	To agree to a partnership agreement/Memorandum of Understanding with the Environment Agency and United Utilities	Report with Recommendations	Andrew McIntosh <a href="mailto:andrew.mcintosh@greatermanchester-ca.gov.uk">andrew.mcintosh@greatermanchester-ca.gov.uk</a>
GM Cycle Hire Tariff Proposals	Greater Manchester Combined Authority	24 Sep 2021	GM Cycle Hire Tariff Proposals	Report with Recommendations	Steve Warrener <a href="mailto:steve.warrener@tfgm.com">steve.warrener@tfgm.com</a>

<b>Subject / Decision</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Bus Service Improvement Plan	Greater Manchester Combined Authority	Between 1 Sep 2021 and 31 Oct 2022	Approval of the Bus Services Improvement Plan for publication	Report with Recommendations	Bob Morris bob.morris@tfgm.com
Rapid Transit Strategy	Greater Manchester Combined Authority	Between 1 Sep 2021 and 31 Dec 2021	Approval of the GM Rapid Transit Strategy	Report with Recommendations	Simon Warburton simon.warburton@tfgm.com
Greater Manchester Resource and Waste Strategy - Outline Proposals	Greater Manchester Combined Authority	Between 1 Sep 2021 and 31 Dec 2021	To agree outline proposals and to commence public consultation	Report with Recommendations	David Taylor david.taylor@greatermanchester-ca.gov.uk
Intra-city Transport Settlement grant	Greater Manchester Combined Authority	September 2021	Approve the addition of £8.6m to the 2021/22 Transport revenue budget for the Intra-City Transport Settlement grant from Department for Transport	Report with Recommendations	Steve Wilson Steve.Wilson@greatermanchester-ca.gov.uk
European Social Fund (ESF) NEETs and Youth Employment programme	Chief Executive Officer GMCA & TfGM	29 Aug 2021	Commissioning of a GM Programme funded by GMCA's ESF allocation to support young people aged 15 -24 who are facing barriers to Education, Employment and Training.	Report with recommendations	Mat Ainsworth Matthew.Ainsworth@greatermanchester-ca.gov.uk;

Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
To award contract to preferred supplier for GM Cloud Hosting Solution for period of 3 years.	Greater Manchester Combined Authority	July 2021	To award cloud hosting solution contract to preferred supplier for a period of 3 years to facilitate the move to an enterprise agreement in order to realise Government negotiated savings on Microsoft Azure	Report with Recommendations	
Greater Manchester: Hydrogen and Fuel Cell Strategy	Greater Manchester Combined Authority	Between 30 Jul 2021 and 31 Aug 2021	The adoption of the GM Hydrogen and Fuel Cell Strategy authored by Manchester Metropolitan University	Report with Recommendations	Mark Atherton mark.atherton@greatermanchester-ca.gov.uk
Greater Manchester: Green Homes Sustainable Warmth Fund	Greater Manchester Combined Authority	Between 30 Jul 2021 and 30 Sep 2021	<p>Subject to a successful bid to the Sustainable Warmth Fund, delegate authority to GMCA Treasurer and Solicitor, in consultation with the Lead Portfolio Holder to:</p> <p>a) Sign a Grant Funding agreement with BEIS to receive grant funding of cr£15m for a GM Sustainable Warmth Fund Retrofit Programme; and</p> <p>b) expend the awarded grant funds either directly or defray via the funding partners</p>	Report with Recommendations	Mark Atherton mark.atherton@greatermanchester-ca.gov.uk

Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
			<p>i.e., 10 GM Local Authorities, and registered housing providers and or a OJEU procured delivery partner</p> <p>Any expenditure and/or claims, will be subject to confirmation of delivery and quality assurance checks.</p>		
<p>Appointment of biowaste treatment Contractors 2022-2026</p>	<p>Greater Manchester Combined Authority</p>	<p>Between 23 Jul 2021 and 30 Sep 2021</p>	<p>To appoint biowaste treatment contractors to manage 15 'tonnage packages' (lots) of biowaste collected from households across Greater Manchester from 2022 to 2026</p>	<p>Report with Recommendations</p>	
<p>Revenue and capital budget updates</p>	<p>Greater Manchester Combined Authority</p>	<p>Between 1 Jul 2021 and 28 Feb 2022</p>	<p>Approve revisions to revenue budget and capital programme</p>	<p>Report with Recommendations</p>	<p>Steve Wilson Steve.Wilson@greatermanchester-ca.gov.uk</p>
<p>Salford Bolton Network Improvements - Bolton Delivery Package 5 Phase 4 Bradshawgate</p>	<p>Greater Manchester Combined Authority</p>	<p>Between 1 Jul 2021 and 31 Oct 2021</p>	<p>Funding Approval</p>	<p>Report with Recommendations</p>	<p>Steve Warrener steve.warrener@tfgm.com</p>

<b>Subject / Decision</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Local Growth Deal ( 1, 2 and 3) six monthly progress update	Greater Manchester Combined Authority	Between 1 Jul 2021 and 30 Sep 2021	To grant Full or Conditional Approval and/or release funding / approve expenditure and allocate/reallocate funding across the programme for schemes within the Growth Deal 1,2,3 and/or the Transforming Cities Fund.	Report with Recommendations	Steve Warrener steve.warrener@tfgm.com
Streets for All Strategy	Greater Manchester Combined Authority	Between 1 Jul 2021 and 31 Oct 2021	To approve the final version of the Streets for All Strategy	Report with Recommendations	Simon Warburton simon.warburton@tfgm.com
Award of Brownfield Housing Fund Schemes	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Aug 2021	To confirm schemes and award grant funding received from MHCLG under the Brownfield Housing Fund.	Report with recommendations	Andrew McIntosh andrew.mcintosh@greatermanchester-ca.gov.uk
Development Support to Districts	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Aug 2021	To agree approach to providing development support to districts	Report with recommendations	Andrew McIntosh andrew.mcintosh@greatermanchester-ca.gov.uk
Land Acquisition	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Jul 2021	Approval to acquire a site and the cost of acquisition be included into the Capital Programme.	Report with Recommendations	Steve Warrener steve.warrener@tfgm.com

<b>Subject / Decision</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Clean Funds Scheme (CFS)	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Aug 2021	To grant Capital Programme Entry and grant approval to release funding in line with the business case and delivery plans submitted to JAQU.	Report with Recommendations	Simon Warburton simon.warburton@tfgm.com
Public Sector Decarbonisation Scheme – GMP & GMFRS Schemes	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Aug 2021	Agree to the procurement of a design & supply contract for solar PV and battery storage schemes at both GMP and GMFRS which are funded via the public sector decarbonisation scheme	Report with Recommendations	Chief Executive Officer GMCA & TfGM
Community Accommodation Service – Tier 3	Greater Manchester Combined Authority	Between 1 Jun 2021 and 31 Aug 2021	To decide on the allocation of funds to deliver the Community Accommodation Tier 3 on behalf of HMPPS.	Report with Recommendations	Jane Forrest jane.forrest@greatermanchester-ca.gov.uk
GM Active Travel Fund Governance Update	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To approve the proposed governance and scheme of delegation for the GM Active Travel Fund	Report with recommendations	Simon Warburton simon.warburton@tfgm.com
UKG Community Renewal Fund - award decisions announcements by the UKG for the area of Greater Manchester.	Greater Manchester Combined Authority	Between 1 May 2021 and 30 Sep 2021		Report with Recommendations	Simon Nokes simon.nokes@greatermanchester-ca.gov.uk



<b>Subject / Decision</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Electric Vehicle Charging Infrastructure Strategy	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	Approval of the GM Electric Vehicle Charging Infrastructure Strategy	Reports with Recommendations	Simon Warburton simon.warburton@tfgm.com
Local Transport Grant and Pothole and Challenge Funding	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	Approve the update to the GMCA Capital Programme for the Integrated Transport Block and allocations for Highways and Pothole funding to 10 Greater Manchester Local Authorities	Report with Recommendations	Steve Warrener steve.warrener@tfgm.com
Transport 2040 Pipeline and Funding Bids	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To determine the priorities for the Transport 2040 Pipeline and bids for government funding.	Report with Recommendations	Simon Warburton simon.warburton@tfgm.com
Local Growth Fund - use of Unallocated Contingencies	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To agree the potential uses of unallocated contingency allowances and to delegate decision for development of projects and investment programmes. To agree an increase in the GMCA capital programme	Report with Recommendations	Steve Wilson Steve.Wilson@greatermanchester-ca.gov.uk
Cycling and Walking	Greater Manchester Combined Authority	Between 1 May 2021 and 30 Apr 2022	Approval to release funding to progress the development and delivery of schemes	Report with Recommendations	Steve Warrener steve.warrener@tfgm.com

<b>Subject / Decision</b>	<b>Decision Maker</b>	<b>Planned Decision Dates</b>	<b>What is the decision?</b>	<b>Documents to be considered</b>	<b>Officer Contact</b>
Forthcoming Changes to the Bus Network in Greater Manchester	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To approve forthcoming changes to subsidised bus services.	Report with Recommendations	Stephen Rhodes <a href="mailto:stephen.rhodes@tfgm.com">stephen.rhodes@tfgm.com</a>
Transforming Cities Fund 2 - Challenge Fund Approval and Funding	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To grant Programme Entry, Full or Conditional Approval and/or release funding for cycling and walking schemes within the Transforming Cities Fund – Challenge Fund.	Report with Recommendations	Steve Warrener <a href="mailto:steve.warrener@tfgm.com">steve.warrener@tfgm.com</a>
GM Infrastructure Programme	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Dec 2021	Decision to utilise retained business rates to fund work in relation to a GM Infrastructure Programme.	Report with Recommendations	Andrew McIntosh <a href="mailto:andrew.mcintosh@greatermanchester-ca.gov.uk">andrew.mcintosh@greatermanchester-ca.gov.uk</a>
GM Business Growth Hub	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	To agree GMCA funding	Report with Recommendations	Steve Wilson <a href="mailto:Steve.Wilson@greatermanchester-ca.gov.uk">Steve.Wilson@greatermanchester-ca.gov.uk</a>
GMCA Gas supply contract	Greater Manchester Combined Authority	Between 1 May 2021 and 31 Jul 2021	Agree to the procurement of a gas supply contract via a Yorkshire Purchasing Organisation (YPO) framework with a contract duration of 4 years	Report with Recommendations	Steve Wilson <a href="mailto:Steve.Wilson@greatermanchester-ca.gov.uk">Steve.Wilson@greatermanchester-ca.gov.uk</a>
Clean Air Funding Plan	Greater Manchester Combined	Between 1 May 2021 and 31 Jul 2021	To grant approval to release funding for all GM Clean Air Plan measures	Report with Recommendations	Simon Warburton <a href="mailto:simon.warburton@tfgm.com">simon.warburton@tfgm.com</a>

Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
	Authority		in line with the business case and delivery plans submitted to JAQU and approved by the GM Authorities.		
Receipt and Award of HE Revenue Funding to Great Places Housing Group	Greater Manchester Combined Authority	Between 1 May 2021 and 30 Sep 2021	To award revenue grant funding from HE to Great Places Housing Group to progress the next stage of MMC investigations and the Business Case.	Report with Recommendations	Andrew McIntosh andrew.mcintosh@greatermanchester-ca.gov.uk
Greater Manchester Housing Funds	Greater Manchester Combined Authority	Between 1 Apr 2021 and 31 Dec 2021	To conditionally approve housing investments to proceed to due diligence and/or note commercial changes to existing investments	Report with Recommendations	Andrew McIntosh andrew.mcintosh@greatermanchester-ca.gov.uk
Greater Manchester Property Funds	Greater Manchester Combined Authority	Between 1 Apr 2021 and 31 Dec 2021	To conditionally approve property investments to proceed to due diligence and/or note commercial changes to existing investments.	Report with Recommendations	Kirsteen Armitage kirsteen.armitage@greatermanchestre-ca.gov.uk
ESF Skills for Growth Commissioning	Greater Manchester Combined Authority	Between 1 Apr 2021 and 31 Mar 2022	To proceed with the procurement and contracting of providers and activity relating to the GM Skills for Growth programme.	Report with Recommendations	Gemma Marsh gemma.marsh@greatermanchester-ca.gov.uk

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Subject / Decision	Decision Maker	Planned Decision Dates	What is the decision?	Documents to be considered	Officer Contact
Next Steps for a Tobacco Licensing System and Extending Smoke Free Spaces in Greater Manchester	Greater Manchester Combined Authority	Between 1 Mar 2021 and 31 Dec 2021	To agree the process to take forward a tobacco licensing system and extend smoke free spaces in Greater Manchester in line with the Making Smoking History Strategy, including funding.	Report with Recommendations	Carolyn Wilkins carolyn.wilkins@oldham.gov.uk

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

Date: 10<sup>th</sup> September, 2021

Subject: GMCA Culture Portfolio Update

Report of: Councillor Martyn Cox, Portfolio Lead for Culture and Alison McKenzie-Folan, Portfolio Lead Chief Executive for Culture.

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### **PURPOSE OF REPORT**

In February 2020, GMCA agreed the two-year GM Culture budget, which included £3.5m a year support to 35 cultural organisations from across Greater Manchester and £270k p/a to support strategic activity that delivers the ambitions outlined in the Greater Manchester Culture Strategy that cannot be delivered by a single organisation.

In March 2020 cultural organisations in Greater Manchester closed their doors as a result of COVID-19 national lockdown. While many managed to deliver activity during lockdown and beyond, the sector nationally and across Greater Manchester continues to be in a precarious position, with many still unable to open venues and operate and most unable to generate earned income, vital to the long-term sustainability of the sector.

While it has been a challenging year for one of the sectors hit hardest by the pandemic, significant activity has taken place that has supported our people and places through the first year of the pandemic. This activity is outlined in detail in our Year In Review - Appendix A.

In March, 2021, GMCA agreed the second GM Culture Recovery Plan, which will run between April 2021 and March 2022, that outlines how GMCA will support the culture sector in Greater Manchester to emerge from the pandemic and contribute to the wider national and local recovery (Appendix B).

### **RECOMMENDATIONS:**

Economy, Business Growth and Skills Overview and Scrutiny Committee is requested to:

- 1. Note GMCA-funded activity (Appendix A).**
- 2. Note the GMCA Culture Recovery Plan 2021/22 (Appendix B)**

### **CONTACT OFFICERS:**

Alison Gordon, Assistant Director, Place

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

Marie-Claire Daly, Principal Culture and Creative Policy, GMCA

[marie-claire.daly@greatermanchester-ca.gov.uk](mailto:marie-claire.daly@greatermanchester-ca.gov.uk)

**Equalities Implications:**

*Several measures outlined in the Culture Recovery Plan 2021-22 have been specifically developed to increase access to opportunity and culture for those from protected character groups. A separate equality impact assessment will be undertaken as a delivery plan for this work is developed.*

**Risk Management:**

*Risk to investment is monitored on a quarterly basis as part of payment release conditions.*

**Climate Change Impact Assessment and Mitigation Measures –**

*Increased efficiencies around equipment purchase and hire through partnership working and digital solutions included in the paper have potential to mitigate any concerns around negative climate change impacts and all GMCA Culture fund grant recipients committed to green growth as part of two-year funding agreements.*

**Legal Considerations:**

*N/A*

**Financial Consequences – Revenue:**

*Plan to be delivered within resource committed by GMCA in February 2020.*

**Financial Consequences – Capital:**

*N/A*

**Number of attachments to the report:?**

- 1. Appendix A – Our Year In Review*
- 2. Appendix B – GM Culture Recovery Plan*

## **1. INTRODUCTION/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 more than half a million pounds for the sector through United We Stream.
- 1.2 While the year has been challenging for cultural organisations, artists and freelancers, the sector has shown real resilience and government support schemes like the Job Retention Scheme and the Culture Recovery Fund has meant that GM hasn't yet seen the scale of closures or redundancies expected earlier in 2020. There are still significant challenges ahead, however, as much of the sector in Greater Manchester has only recently been able to return to anything near approaching full operation after being unable to generate earned income for more than a year.
- 1.3 In July, 2021 most restrictions affecting the cultural sector were lifted, with venues of all sizes and types able to operate at full capacity, albeit with measures in place to stop the spread of the virus. While restrictions have been lifted it will take time before all our residents are willing or able to return to our cultural venues though early anecdotal evidence is positive.
- 1.4 The GMCA Culture Recovery Plan, published in March, 2021 outlines how GMCA will support the sector and our residents through the year and has been developed in collaboration with colleagues from across Greater Manchester and national stakeholders, including district arts officers and cultural organisations.

## **2. IMPACT ON THE SECTOR**

- 2.1 In February 2021, the Creative Industries Federation released a report highlighting the impact on the sector so far;
  - Since the start of the pandemic, 63% of respondents have seen their turnover decrease by more than half, with creative freelancers seeing the biggest drop in revenue.
  - Three quarters of those working in areas dependent on live audiences have seen a drop in income of more than 50% since the pandemic began.
  - Freelancers and those based outside of London have been among the hardest hit:
  - Freelancers were 20% more likely than organisations to have seen a drop in income of 75% or more since the pandemic began.
  - Respondents outside of London were 8% more likely to see decreases in turnover of more than 75%.

- Whilst half of respondents said that they had been able to deliver a small number of activities online, 80% said that digital activities had only delivered a little income (34%) or not delivered any income at all (47%).
- Outside of London, respondents were 39% more likely to be unable to deliver activities online and 28% more likely to say that new digital activities have been unable to deliver any income.

2.2 While data is not available to city-region level, as Greater Manchester is the second largest creative cluster in the United Kingdom and the creative industries identified as one of the four growth sectors in the Independent Prosperity Review prior to the pandemic, the potential impact on the economy of Greater Manchester is significant.

- The Visitor Economy in Greater Manchester is worth £2.6bn GVA p/a and supports 105,000 jobs.
- The Digital and Creative Industries in Greater Manchester are worth £4.4bn GVA p/a and supports 78,500 jobs
- Pre-pandemic, Arts Council England and National Lottery Heritage Fund invested more than £40m p/a in Greater Manchester.
- Organisations in Greater Manchester accessed more than £37m from DCMS's Culture Recovery Fund, additional to that annual investment amount.
- Music alone contributes £169m p/a to the economy of Greater Manchester

2.3 As we begin to emerge from the pandemic it is vital that we support the organisations and individuals who make such significant contribution to our economy and, importantly to the vibrancy of our town and city centres, our global reputation, and the health, wellbeing and happiness of our residents.

### **3. ACTIVITY TO DATE**

3.1 A full report, on activity delivered in 2020/21 by the GM Culture Portfolio and with GM Culture Strategic Funds and Great Place funding is attached (Appendix A). The majority of GMCA cultural investment goes to the GM Culture Portfolio (84%, Portfolio, 13% Strategic funding, 3% programme management). The portfolio comprises 35 organisations, based in every district of GM.

3.2 Activity undertaken by the GM Culture team in 2020/21 included

Renegotiated contracts with 35 GM Culture Portfolio recipients, focussing deliverables in four priority areas;

- Supporting individual artists and freelancers;
- Providing cultural activity for communities hardest hit by COVID-19;



- Providing opportunity for young people in Greater Manchester; and
- Reduce inequality in the cultural sector, with a particular focus on BAME and working class artists and professionals.

GM Covid Commissions – 60 individual grants of £500, providing musicians, poets, illustrators, artists, writers and designers with vital funds and creating an archive of work that documents the first few months of lockdown.

United We Stream – from its first show on April 3<sup>rd</sup>, 2020 to the final show of the year on New Years’ Eve, 2020, United We Stream produced 308 hours of live content, amassed more than 20 million global views in more than 150 countries, provided a platform for more than 448 artists and cultural organisations and raised £583,300 for 130 cultural organisations and individuals affected by the pandemic and supported 30 charities including Nordoff Robbins and Manchester Mind.

Publication of the GM Night Time Economy Recovery Blueprint and establishment of the Night Time Economy office, providing advice and support for NTE businesses impacted by the pandemic.

Since the start the pandemic, Greater Manchester’s Great Place project has delivered a significant amount of activity. This has included Old Frame New Picture; a photography competition and billboard campaign to challenge narratives around ageing. Using supermarket billboards, this managed to reach an audience of 84,000 with 1.6 million impressions, even during lockdown. Creative Care Packs were developed in response to the pandemic and brought together 50+ cultural organisations, all ten local authorities and their community response hubs, the voluntary sector and more than 300 volunteers to develop and deliver more than 50,000 packs of creative activities, ideas and materials to digitally excluded residents in GM, including school children, young adults and older residents.

- 3.2 This activity was delivered alongside significant local and national advocacy for the sector, regular consultation with artists, organisations and regional and national stakeholders, and leading national and local policy discussions around culture and NTE with politicians, APPGs, universities and think tanks.

#### 4. **GM CULTURE RECOVERY PLAN**

- 4.1 Following the easing of restrictions in July 2021 most of the sector, from theatres and music venues, to festivals, museums and galleries have been able to open their doors to full capacity audiences, albeit with measures in place to reduce the spread of the virus. Some organisations are still operating at limited capacity and producing hybrid online and in-person events, following feedback from audiences around customer confidence. The GMCA cultural recovery plan was drafted to support organisations, businesses and individual artists, freelancers and creatives until the true impact of the pandemic on the sector has becomes clear.

- 4.2 The cultural and creative sector has a huge role to play in the recovery of our economy, high streets and town centres, increasing consumer confidence and growing national and international reputation and, equally importantly, in Greater Manchester's collective healing; from commemorating, marking and trying to make sense of the events of the past year, to supporting our residents' physical and mental health, providing educational opportunities for our young people and bringing people together, as a community again.
- 4.4 We will be making the most of shared experience, resource and networks, especially in relation to marketing and audience development and formal and informal education. The Team will work with cultural organisations across the conurbation to share audience intelligence and insight and develop shared, thematic 'seasons' of activity, communicating clearly with GM residents about activities on offer across Greater Manchester. GMCA will also work with Arts Council England, Curious Minds and Local Education Partnerships to support young people in any attempts to increase wellbeing support and/or catch-up with education missed as a result of the pandemic.
- 4.5 Without action to support cultural organisations, businesses, collectives, freelancers and creatives through Q1 and Q2, they will be unable to undertake the necessary actions required in Q3 and Q4, where GMCA's continued investment and support for the sector throughout the pandemic will begin to bear visible fruit, as the cultural sector in GM recovers faster and in a more equitable way than other areas where support has not been so forthcoming. This recovery builds on the GM Culture Recovery Plan 2020/2021 and complements the GM Night Time Economy COVID-19 Recovery Blueprint, developed and delivered by the GM Night Time Economy office and GM Night Time Economy Adviser Sacha Lord.
- 4.6 The GMCA Culture Team will continue to work with local authorities on the development of Creative Improvement Districts as set out in the current Cultural Recovery Plan and the Night Time Economy Blueprint – looking to the cultural and creative sector to support town centres and high streets to thrive by diversifying the range of uses and activity, and the re-purposing of buildings and spaces for cultural and creative use.
- 4.7 Activities outlined in the culture recovery plan (Appendix B) will be delivered within already committed budget, as part of the Cultural Fund two-year settlement agreed by GMCA in February, 2020, though some partnership funding will be sought to increase reach and maximise impact of some strands of strategic activity.
- 4.8 This plan will be delivered by and with the 35 organisations in the GM Culture Portfolio, by each of the 10 local authorities that make up Greater Manchester, with strategic partners including Marketing Manchester, GM Health and Social Care Partnership, Arts Council England, National Lottery Heritage Fund and Historic England and a whole host of cultural organisations and individuals from across the city region.

## **5. RECOMMENDATIONS**

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

## GM Culture Fund 2020-2022

Organisation name	2 Year Total
The Halle	£1,498,340
People's History Museum	£817,940
GM Arts	£612,000
Royal Exchange Theatre	£438,680
Old Courts	£400,000
Quays Culture	£380,000
HOME	£273,800
Octagon Theatre	£214,400
Oldham Coliseum	£204,860
Contact	£194,000
Manchester International Festival	£180,000
Art with Heart	£165,712
The Turnpike	£121,500
Manchester Camerata	£109,600
Company Chameleon Dance Theatre	£108,900
The Met	£100,000
Z-Arts	£99,500
Wigan STEAM CIC	£99,000
MancSpirit	£89,512
Arts for Recovery in the Community	£80,000
Global Grooves	£80,000
Walk the Plank	£80,000
Manchester Literature Festival	£80,000
Manchester Jewish Museum	£70,000
Centre for Chinese Contemporary Arts	£70,000
English Folk Expo	£70,000
Cartwheel Arts	£60,000
Manchester Pride (Superbia)	£60,000
Manchester Jazz Festival	£59,048
Manchester Histories	£50,000
Comma Press	£49,394
Brighter Sound	£29,088
Gaydio	£26,000
Music Action International	£25,160
Sheba Arts	£20,000
Programme Management	£140,000
Strategic Funding	£540,000
<b>Total</b>	<b>£7,696,434*</b>

# OUR YEAR IN REVIEW

GM CULTURE 2020/2021



Quays Culture – Mystery Bird

# GM CULTURE

The majority of GMCA cultural investment goes to the GM Culture Portfolio (84%, Portfolio, 13% Strategic funding, 3% programme management).

This report outlines activity undertaken by the GM Culture and Night Time Economy teams, as well as highlighting activity delivered by the GM Culture Portfolio of 35 organisations, between April 2020 and March 2021. This is just a snapshot of activity delivered throughout the year.

Despite significant challenges faced by cultural, creative and night-time economy businesses, artists and freelancers, the sector in Greater Manchester has shown huge resilience and compassion, not just keeping going, but proactively supporting and entertaining our residents throughout the year.

## UNITED WE STREAM

One of the biggest projects developed and delivered by the GM Culture and Night Time economy teams during the pandemic was United We Stream. From its first show on April 3<sup>rd</sup>, 2020 to the final show of the year on New Years' Eve, 2020, United We Stream produced 308 hours of live content, amassed more than 20 million views, provided a platform for more than 448 artists and cultural organisations and raised £583,300 for 130 cultural organisations and individuals affected by the pandemic and supported 30 charities including Nordoff Robbins, Manchester Mind, Manchester Cladiators and the GM Mayor's Charity, supporting rough sleepers.

The project was instigated by GM Night Time Economy Adviser Sacha Lord and GM Mayor Andy Burnham was developed and delivered by GMCA Culture, Night Time Economy and Comms departments alongside digital media and creative production company Badger and Combes, PR Firm LG Publicity, The Met in Bury and a host of media and corporate partners.

The power of culture, to bring people together and reduce feelings of isolation was demonstrated in the thousands of messages from our audience telling us how important UWS was in feeling connected to people throughout the pandemic. Our audience numbers and levels of engagement on social media are testament to people's desire to feel part of a community. We provided moments of joy that lifted peoples' spirits and reminded people of better times in the most challenging of years. The impact of the incredible artists and organisations we worked with, in providing those moments of joy, helping people feel connected and raising money for those in need is a true demonstration of the collective power of culture. Audiences reached by a core team of six during this nine-month project would have filled Manchester Arena 1000 times. Talent from Greater Manchester was given a global platform, with shows streamed in more than 150 countries around the world, keeping Greater Manchester culture on the global stage while our physical stages were closed.

The project has already won a number of awards, including Prolific North – Social Media campaign and Digital Campaign of the Year, Global Content Awards – Charity/Not For Profit Content Campaign of the Year and Northern Digital – Best Digital Marketing Campaign.

***‘You have created a platform that is not only spreading a public health message but also bringing joy at a time when it is seriously needed – not just those watching at home but also those performing. Lockdown has been so tough but performing on UWS has really helped me’***

***‘Everyone involved has been incredible. You lifted us up during some of our lowest points of 2020 and it felt like community. Thank you for that.’***

***‘You have been my saviour through 2020 and have kept me dancing in my kitchen’***

***‘You’re making me feel less alone. Thank you UWS, I love you’***

***‘UWS will be remembered as a cultural event with every bit as much resonance as the summer of love. Brilliant’***

## UWS ARTIST LIST

3 Muses	Chloe Foy	Giant Rooks	Jordan Lee	Lucy Deakin	Nile Marr	Shay Rowan
A Certain Ratio Sound	Chris Donnelly	Gina Breeze	Jose Dias Quartet	Lucy Scott	Nishla Smith	Shifting Spheres
Aalice	Chris Jam	Glass Caves	Josh Connolly	Luke Unabomber	Nodding Dog Comedy	Shirley May
Abbie Ozard	Chris Maude	Glue 70	Josh Widdecombe	Madchester	Norman J	Simon Donohoe
Abena	Chris Payne	Gong Bath	JSKY	Maja Bugge	Not Bad For A Girl	Simon Woods
Ad Hoc Dave	Clint Boon	Graeme Park	Julie Wells	Mali Hayes	Not Quite Light	Skeltr
Afriquoi	Cold Cave	Greg Wilson	Justin Eagleton	Manchester Camerata	Nothing But Thieves	Skiddle
Aitha Chaudry	Contact Young Identity	Grimm Twins	Justin Moorehouse	Manchester City Of Literature	NTS	Solarado
Al and Al	Corrie Stars	Hacienda	Justin Robertson	Manchester Cladiators	Nutters Restaurant	Sonice
Al Baker	Crazy P Soundsystem	Hacienda Classical	Karen Harding	Manchester Food and Drink	Olivia Moore	Sophie Sviensson
Alan Carr	Criss Nicksson	Hanz	Karen McBride	Manchester Jazz Festival	One Tree Island	Soul Central
Alberto Mombelli	d.clemente	Harriet Dyer	Katbrownsugar	Manchester Mind	Ordinary Friends	Stanley Chow
Alex Casa	Damani Dennisur	Hattie Pearson	Kate Lowes	Manchester Pride	Paul Hartnoll	Stealing Sheep
Allister Whitehead	Dan Nightingale	Head For The Hills	Kate Robbins	Manchester Queens	Paul Husband	Stephen Morris
Amy Burdon	Danny Beard	Headstock Festival	Kath McDermott	Manchester Survivors Choir	Paul Oakenfold	Steve Rotherham
Amy Coney	Danny Tenaglia	Henge	Keisha Thompson	Mancsy	Paul W Dixon	Sticky Heat
Andrea Trout	Dave Gorman	Herbie Saccini	Kelli-Leigh	Mandla Rae	PBR Streetgang	Stone Icon
Andrew Nutter	Dave Haslam	Herbie Scani	Kelly Wood	Marco Gianni	Perisu	Stretford Food Hall
Andy Burnham	Dave Viney	Herbivorous	Kevante A.C Cash	Mark Birchall	Pete Obsolete	Stuart Barkley
Andy Scott	David Blake	Hermanito	Kevin Saunderson	Mark Lanegan	Peter Hook	Stuart Hadfield
Angela Hartnett	David Fox	Hewan Clarke	Kiana	Mark Reeder	Peter Saville	Sub Sub
Anna FC Smith	David Gleave	Hidden	Kiana	Marketing Manchester	Peter Walsh	Suddi Raval
Anthony Mulryan	David Kam	Hidden Gems Quartet	Killing No-One	Martin Loose-Cuts	Phuture	Sufragette City
Anthony Barkworth Knight	David Morales	High Hoops	Kim Catrall	Martin Moscrop	Pippy Eats	Take Me To Church
Archipelago	David Morales	Hits Radio	Kirsty Almeida	Mark XTC	Pixie Lott	Tampopo
Argh Kid	Dean McCulloch	Homoelectric	Kit Downes	Marvin Jay	Prospa	Tamsin Embleton
Arron J Dean	Debra King	Hong Kong Ping Pong	K-Klass	Mary-Ellen McTague	Qubek	Tez Ilyas
Art Battle Manchester	Dev C	Horse Meat Disco	Kodaline	Massey	Rachel Fairburn	Thanda Gumede
Arthur Baker	Diving Station	House Gospel Choir	Korzi	Matty White	Rachel Stockley	The Beat
Atike	DJ Black Betty	House Of Ghetto	Krafty Kuts	Maurizio Cecco	Rainbow Noir	The Black Madonna
Auntine Anna P	DJ Brace	Husk	Krysko	Maxine Peake	Ralph Little	The Creameries
Aurie Styla	DJ Caino	Inner City	Krystal Klear	MC Finchy	Randolph Matthews	The Hinchcliffe Arms
Baba Youngblood	DJ Danny Mac	Isiah Hull	Kwasi	Meat Free	RebeccaNever Becky	The Killers
Bad Fun	DJ Harvey	Izzy Bizu	La Discotheque	Meduula	Red Rack'Em	The Met
Badly Drawn Boy	DJ Jake Slater	J Casa	Lady Beige	Mel C	Red Saunders	The Mouse Outfit Soundsystem
Baked A La Ska	DJ Kenty	Jack Curley	Lady Ice	Melanie C	Reece Williams	The Other
Baratxuri	DJ Kyle	Jack Whitehall	Lancashire Hotpots	Melanie Williams	Ren Harvieu	The Slow Readers Club
Basilico	DJ Obeka	Jackie Kay	Lapsley	Mi Gusta	Rich Reason	The Soul Twins
BB	DJ Paulette	James Bay	Lara Jones	Micky Finn	Richard Davis	Third Man Productions
Beardyman	DJ Pierrer	James Fry	Larkins	Mike Garry	Richy V	Tim Spector
Bec Hill	DJ Woody	James Greenwood	Larkins	Mike Hall	Ricky Hatton	Todd Terry
Becky Hill	DJ Woody	James Hall	Lauren Pattinson	Mike Joyce	Riot Jazz	Tom Harris
Ben Cottrell	Doves	James Lyons	Lee Ridley	Mike Tracey	Rita Ora	Tom Wainwright
Bernard Sumner	Dr Radha	Jamie Bull	Lenny Fontana	Mike Tracey	Rob Da Bank	Tom Wainwright
Bethany Black	Dub FX	Jardel Rodrigues	Leo B Stanley	Mikey Donn	Rob Kerford	Tom Woodward
Bez	Eat Well Manchester	Jason Singh	Levi Love	Mix-Stress	Rob Owen-Brown	Tony Ashworth
Big Daddy Kane	Ed Kaniek	Jay Taylor	Lewis Wright	MLO	Rob Tissera	Tony Humphries
Bill Brewster	Elbow	Jay Wearden	Liam Brownie	Moby	Robyn March	Tony Husband
Black Eyes	Elephant Sessions	Jaye Ward	Liam Eshghi	Mooving Festival	Roger Sanchez	Tony Walsh
Black Pride	Elixir Nicholson	Jazzanova	Liam Frost	Mr B The Gentleman Rhym	Roger Shelley	Tony Walsh
Blok Presents	Ella Otomewo	Jenna G	Liam Gallager	Mr Scruff	Roisin Murphy	Trust A Fox
Blue Rose Code	Emily Capell	Jennifer Hardy	Limo	Mr Scruff	Roma Havers	Ubnunye
Brandon Bloc	Emily Gilhespy	Jenny Ryan	Limbo Radio	Mr Vast	Ross Parker	Vince Vega
Brandon Flowers	Erol Alkan	Jesca Hoop	Lisa Allen	Mr Wilson's Second Liners	Roy Davis Jr	Vzion
Bright Light Bright Light	Faithless	Jill Furmanovsky	Lisa Godwin	Mr Wilson's Second Liners	Russel Kane	Walk The Plank
Brighter Sound	Fat Pride	Jim Salvesson	Logan and Wilcox	Mystique	Saf	Warren Jackson
British Culture Archive	Fat Tony	Jim Stanton	Lone Lady	Nasima	Salvis	Werkha
Cameron Brown	Faye MacCalman	Joe Motion	Lost Control	Nasima Bee	Sam Fischer	Wes Eisold
Capital FM	Fleetmac Wood	Joel Corry	Lost Voice Guy	Natalie McCool	Sarah Heneghan	WiggleDance
Carl Craig	Francine Luce	John Bramwell	Lottery Winners	Nemone	Sarah Tandy	Will Tramp!
Carl Kennedy	Funkademia	John Helliwell	Louie Vega	New Order	Save Our Scene	XS Manchester
Casa House Party	Gareth Brooks	John McGuinness	Louise Redknapp	Nick Kagame	Scruff of The Neck	Yaatri
Catherine Tyldesley	Gary Usher	John Thompson	Louise Wallwein	Nicole May	Shamshad Khan	Yoga Rave
Ceeow	George King	Johnny Ball	Lovebirds	Nigel Clucas	Shari Denson	Yohan
Chande	Georgia Meek	Jon Dasilva	Lovebreak	Nigel Turner	Sharples	Yousef
Cheddar Gorgeous	Georgina Robinson	Jon Richardson	Lovescene	Night & Day	Shaun Ryder	Zoe Ball

# GREAT PLACE PROJECT

Through Great Place funding provided by Arts Council and National Heritage Lottery Fund, Greater Manchester has established new collaborations between the cultural, voluntary and health sectors, exploring new ways to improve the health and wellbeing of residents. This includes creative approaches to children and adolescent mental health, creative social prescribing, the wellbeing of LGBTQ older people in the housing sector and cultural activism and volunteering as a way to combat social isolation in older people through the Culture Champions programme.

One of the principal findings from the action research element of the Great Place programme has been to identify the health sector as a key partner in the drive to diversify and increase audiences and participation for arts and culture. Research by Manchester Metropolitan University has confirmed Greater Manchester's position as a national lead and potential worldwide reference in the field of Culture, Health and Wellbeing and made recommendations as to how this can be maintained and built upon.

During the first lockdown in March 2020, GMCA, project partners and the Great Place project manager were able to replan the Great Place programme to continue during restrictions. Subsequent lockdown in GM (autumn/winter 2020) and the national lockdown in January 2020 made it impossible to deliver against this new plan. We have again replanned the programme to be Covid safe; that is, it can be delivered under Covid restrictions. The exception to this is the largescale project Cap & Dove which is reliant on local authorities permitting public gatherings.

Since the start of Covid-19, Great Place has delivered a significant amount of activity, some as part of the original programme plan as some as a response to the pandemic. This has included Old Frame New Picture; a photography competition and billboard campaign to challenge narratives around ageing. Using supermarket billboards, this managed to reach an audience of 84,000 with 1.6 million impressions, even during lockdown. Creative Care Packs was developed in response to the pandemic and brought together more than 50 cultural organisations, all ten local authorities and their community response hubs, the voluntary sector and more than 300 volunteers to develop and deliver more than 50,000 packs of creative activities, ideas and materials to digitally excluded residents in GM, including school children, young adults and older residents.

There is also a significant amount of activity that was unable to be delivered in its planned format, due to restrictions in place across the city region and before September, 2021, we will deliver this activity in a Covid safe manner. This includes This Place of Mine; a partnership with FutureEverything and young people in Beswick, Stalybridge, Oldham, Leigh and Rochdale to co-imagine the future of our high streets and town centres through digital art, culture and creativity; Back in the Closet; exploring homophobia in older person's residential schemes in partnership with housing associations and LGBT Foundation and Escape Room; an immersive theatre experience co-created with and for autistic young people in partnership with Libraries GM.



# NIGHT-TIME ECONOMY

As well as instigating and delivering United We Stream, the GM NTE team spent the year supporting businesses throughout Greater Manchester, convening and supporting the GM NTE Recovery Taskforce, hosting webinars to help with specific issues affecting the sector including licencing, mental health and making premises covid-secure.

The team liaised with key national and local partners including the Night Time Industries Association, UK Music and various government departments to advocate for the sector, leading national conversations around appropriate support for the sector.

In November 2020, the Night Time Economy Office, led by Night-Time Economy Adviser Sacha Lord published the GM Night Time Economy Recovery Blueprint, The blueprint details for priorities for local government support for the sector. Focuses will include lobbying of central government on the industry's behalf, support for businesses to adapt and diversify in new trading conditions, and mental health support for workers in the sector.

The night-time economy supports 33% of Greater Manchester's workforce, and over the last 20 years growth in the sector has outpaced the wider economy in the city-region, however, workers are disproportionately low-paid compared to the wider economy. The sector has also been disproportionately hit by Covid-19 restrictions, with 90% of night-time businesses closed during lockdown, and a larger proportion of jobs in Greater Manchester are in 'shut-down' sectors compared to other UK regions.

In February 2021, the team launched the Night Time Economy Office, a resource for organisations and individuals within the night time economy, offering bespoke support and signposting to guidance and funding opportunities to support the sector through this challenging time.

The Night Time Economy team has been piloting GM's Creative Improvement Districts, a way of working with districts across Greater Manchester to support culture-led regeneration of our high streets and town centres. This has culminated in a part-time secondment to Oldham Council to help embed principles and deliver activity on the ground.

## OTHER STRATEGIC INVESTMENT

In March, GMCA Launched GM Covid Commissions—individual grants of £500, providing musicians, poets, illustrators, artists, writers and designers with vital funds and creating an archive of work that documents the first few months of lockdown. 60 artists were supported and the submissions provided focus and funds for artists in GM and received critical acclaim, with airplay on Guy Garvey's BBC 6 Music Show and publication in Caught By The River.

*'I want to thank you, as by giving me the chance to make the commission, you showed me that I was able to do something so big and quite scary. Since this happened, I have finally opened an online shop and I've already had orders! My life is really changed for the best'.*

Gm Strategic funding was also used to support a variety of projects and partnerships, including Bury Town of Culture, the Creative Ageing Development Agency, Low Four, The North Will Rise Again, Ripples of Hope Festival, Marketing Manchester, GW Theatre and Chat Moss.

# GM CULTURE PORTFOLIO

## Art with Heart

During 2020/21 Salford-based Art with Heart used GMCA funding to engage with more than 51,000 residents. They were one of Arts Council England's top cultural picks of 2020 and provided work for 63 freelancers 88% of which have identities listed under the Equality Act 2010.

They hosted training, webinars, artist brew days and mentoring to more than 856 artists and creators in Greater Manchester. They paired five artists with 25 digitally excluded GM elder residents, facilitating more than 150 hours of creative conversations that resulted in a portfolio of co-created films and poems. To mark the 10th anniversary of the Equality Act 2010, a team of 18 GM artists all protected under the act explored if 'protection' is enough and what was need to have a more equal society in a post-pandemic world in a podcast. They hosted confidence boosting, resilience workshops for children to explore and feel safe, comfortable and understand their ADHD and supported 11 working class freelancers living and working in GM to create new work and develop their skills.

## Arts for Recovery in the Community

Arc is an arts organisation based in Stockport that serves communities across GM. through workshops, exhibitions and participatory arts projects to explore the links between creativity and wellbeing.

With ongoing funding from GMCA, Arc was able to transform its creative wellbeing programmes to online/remote delivery model and continue offering a lifeline to people experiencing mental ill health throughout 20/21. The team worked intensively with over 121 people experiencing serious mental health challenges. They also engaged a further 280 people from the community in online creative wellbeing courses, and had more than 2,000 people accessing online resources from Tameside and Trafford to Moscow and Texas! The Young People's Arc programme continued to support children, teenagers and families who were already particularly vulnerable and a new scheme, Culture Buddies supported older isolated people in Stockport through mailart.

*'This experience has been life changing for me, it's been amazing, I have had so much support and have really enjoyed connecting with the other mums...I feel very thankful'*  
Participant in project for women experiencing perinatal depression.

*"I attended Arc after I was discharged from hospital for my mental health. Arc gave me structure for the week which is something I struggle with... I'm still doing regular sessions and I love the #KeepingUsTogether online activities."* Adult participant.

## Brighter Sound

Manchester-based music charity Brighter Sound continued to provide opportunity for established and aspiring musicians from Greater Manchester. Activity delivered included a free programme inviting women and non-binary people to build a vision of what their career in music can be, recognising the significant gender imbalance in the music industry.

Brighter Sound also ran online music sessions for young people aged between 13 and 19, encouraging them to explore new ways to make music, and/or looking at music as part of their future career. They supported creative practitioners from across Greater Manchester with a series of online workshops around themes of health and wellbeing.

## Bury Met

The Met has worked hard during lockdown to look after its customers and communities by staying as accessible as possible for those who need it most. But the venue has combined local support with global reach as base for GMCA's United We Stream project.

Groups like Bury Youth Theatre and The Met's disability arts groups Met Express and Aiming High have been supported to move online to maintain creative and social links. The building had been made safely available for those unable to participate online whenever restrictions have allowed. The groups have been able to share work and recruit new members as creativity and sociability have become ever-more important in people's lives.

The Met has been lucky to keep its stages and studio alive with music and collaboration as plans for digital development hit fast forward during lockdown. As the production hub for United We Stream The Met was been seen by millions worldwide during 2020, hosting live bands, epic DJ sets, poetry and comedy. With Bury as the inaugural GM Town Of Culture The Met has been able to collaborate with Manchester City of Literature, Manchester Jazz Festival, Contact Theatre, Manchester Camerata, Headstock Festival and many more creative organisations across the city region to raise funds and share great art.

The Met's own digital work has included livestream gigs from the likes of The Slow Readers Club (who recorded their Top 20 album 91 Days In Isolation at The Met's Edwin St Recording Studios during lockdown) and The Lottery Winners. They have hosted artist conversations, shared the history of the building online and supported staff to learn a range of new skills that will help keep bringing music and creativity to new people. An ongoing programme of digital work to support independent and emerging musicians as lockdown eases will continue to reach new audiences.

The Met has also helped to create and commission new work from artists during lockdown, with the LGBT+ Arts & Culture network and Bury Town of Culture bursaries and in-kind support, and the newly-established Creative Case for Diversity group starting work on a hate crime awareness project.

## Cartwheel Arts

Cartwheel Arts delivered worked tirelessly throughout the pandemic using art to support disadvantaged and isolated residents in Rochdale. They delivered 6,000 family art packs across the borough, as identified by Rochdale Borough Council Equalities Team. Packs were delivered to schools and community organisations by Sky TV engineers volunteering in support of the community response.

Their Draw The Day programme, a 10 week online programme with storytelling and an interactive gallery supported asylum seekers and refugees in the borough to create 100 pieces of art.

*"My daughter (who has Severe learning Difficulties and Autism) is loving the activities you are providing, including the story telling. I think what you're doing is brilliant...I cannot thank you enough!"*

## Centre for Chinese Contemporary Arts

Since the onset of the pandemic, CFCCA focused on new ways to engage audiences and support artists and communities, particularly those hardest hit by COVID-19. Their Dumpling Social Club for older residents of the Manchester Chinese community was rolled out online, extending its reach across GM for those at most risk of isolation while the Art of Volunteering provided professional development opportunities for over 30 unemployed GM residents.

They opened two exhibitions Multiplicities of Flux and Autopsy of a Home and moved other activity online to include a new digital residency programme and digital commissions strand. A highlight includes nineteen ways of looking an Instagram Opera by artist Jasmin Kent Rodgman which raised awareness of COVID-racism in SE Asian communities.

## Comma Press

Throughout the pandemic, Comma continued to support emerging GM talent through various short story commissions and development opportunities. In partnership with Manchester Metropolitan University, it hosted a week-long creative writing conference aimed at aspiring authors across the North of England featuring workshops, pitching sessions and panels with industry professionals. It successfully transitioned its 12-week short story courses online (usually held in 7 cities across the North of England), and created bespoke events and workshops with cultural partners across the sector, including libraries, literature festivals and independent bookshops.

Comma also coordinated a short story prize with the University of Central Lancashire and developed a new series for its award-winning podcast, featuring several writers and academics from Greater Manchester. In order to support and engage local translators, Comma hosted Manchester-in-Translation, a series of talks and panels on the art of translation, as well as interactive workshops in some of the city's community languages (Urdu, Punjabi and Spanish). It also delivered various CPD workshops for independent publishers based in the North of England, with a focus on digital skills, and also co-ordinated a mentorship for aspiring publishers.

## **Company Chameleon Dance Theatre**

Despite dance's dependence on close physical proximity, Company Chameleon continued to support artists and residents in Greater Manchester throughout 2020 and 2021. On a weekly basis, Company Chameleon created and shared high-quality online content. As well as continuing to create as a company they facilitated hundreds of online dance sessions and challenges, keeping Greater Manchester moving, inspired and entertained throughout many lockdowns.

Highlights of the year included a performance of Amaranthine at Greenwich & Docklands International Festival in London, the country's first dance festival since lockdown and their Digital Pro Class comprising 40 free classes over 8 weeks with a different teacher each day of the week.

## **Contact Theatre**

Despite the challenges of Covid-19, in many ways Contact has never been busier. With additional/extension funding from several trusts and foundations, they have been able to keep most staff unfurloughed throughout, providing consistent delivery of their youth work. They were at the point of taking possession of their refurbished and expanded building in March '20 when the first lockdown struck, so moved all their youth programmes online, distributing laptops to young people lacking access (through support from Young Manchester). Those projects working with vulnerable young people - The Agency in North Manchester, music activity with Pupil Referral Units, and some of Contact's arts and health work - was able to continue face to face under National Youth Agency guidelines. In the summer they made the decision to move all public programming online, delivering a major programme of shows, festivals and events including: Our City Speaks, a United We Stream live spoken word event marking Black Lives Matter; commissioning young poets for Black History Month for CBBC Blue Peter; delivering Black Gold Arts Festival as a fully digital event in October; the Emerging Futures national youth leadership symposium; I Read Me: More Black Authors in Schools event; and Link Up, a series of GM LGBTQ+ artists' talks as a Queer Contact Festival trailblazer. Their family and schools festive show in December was a digital remake of previous Contact show The Forest of Forgotten Discos, written, directed and performed by an integrated disabled ensemble. Meanwhile Contact Young Company created a new show, 'The Starter Kit', exploring young people's role in social movements. In 2020-21 they have had 4,632 digital event attendances (with a further 30,000+ attendances at live-streamed activity), delivered 1,512 free participations for GM young people, and provided professional leadership training to 174 young people.

## **English Folk Expo**

When the pandemic hit English Folk Expo focussed on helping artists and the music industry keep afloat, learn new skills and prepare for the future. Under the banner of 'Folk Talk' they commissioned a series of talks about maximising social media opportunities for artists, about online music collaboration, and about all aspects of the music industry from respected and experienced industry professionals. They ran conferences exploring the lack of diversity in the folk sector, the latest changes in streaming licensing, running COVID-safe events and

more. They lobbied media and government to keep folk music in the public eye, specifically pressing the BBC to reinstate regional folk programmes and set up informal networks to provide cooperation and support amongst communities of artists, booking agents, promoters, disabled musicians and more.

They worked with the Official Charts Company to launch the first Official Folk Albums Chart on the weekend of Manchester Folk Festival with a massive live stream (25,000+ views), now running monthly to introduce audiences to great new folk albums. This included building partnerships with Folk on Foot to create a new monthly chart show and podcast reaching several thousand people each month. They built international partnerships to create one of the largest online sharing of folk music globally (Global Music Match), seeing 96 artists collaborate across 14 countries during 6 weeks of content, building new audiences for UK artists overseas and expanding their networks internationally.

## **Gaydio**

Despite the challenges that everyone has faced over the past year, Gaydio has remained on air and become a lively and engaging source of entertainment and support for many people across Greater Manchester. Their audience has doubled in the period as many people turn to radio while at home. They have kept in regular touch with artists and organisations, promoting their work and helping them to prepare for the re-opening of the cultural sector. During this time they have delivered a series of online workshops that skill people to become our cultural reporters and have a bank of talented and ambitious individuals raring to promote the GM cultural sector as the economy begins to unlock.

## **Global Grooves**

Global Grooves is Mossley based social enterprise that uses inspirational carnival arts practice to increase community capacity, boost cultural engagement and bring people together to celebrate their shared spaces and stories.

Whilst working together to overcome the immediate challenges of Covid and source emergency recovery funding to sustain their efforts, the Global Grooves team continued to develop creative projects to reach out into communities in Tameside.

They delivered a 12 week 'Creative Wellbeing' course in visual arts skills and seasonal crafts, funded by ESF. Their Heritage Lottery funded 'Cotton Culture' programme kept momentum, inviting a raft of guest speakers to speak about English folk arts, international links through wax printing, and local history – all building to a final exhibition at their Carnival Centre of Excellence, set to open in autumn 2021. They hosted 26 online performances via their 'Vale Live' programme, featuring local folk artists to appearances from international artists.

Global Grooves offered intensive fundraising support and training to raise over £400,000 supporting over 60 other UK and international artists and organisations rocked by the effects of the pandemic. Several of the team worked with Tameside Arts Ltd to design, kit out and transform their community space into a unique accessible theatre, dance and music studio at the Create Centre in Denton. They co-delivered a series of networking and practice-sharing 'Creative Conversations' with Creative Wellbeing Tameside and supported a cohort of 7 local organisations with bespoke training, coaching, fundraising and seed funding to prepare for post Covid face to face activity.

## GM Arts

Greater Manchester Arts has had boots on the ground in every GM district during the crisis delivering activity informed by local insight and need. Key work streams included;

Adapting planned activity. Funding supported at home digital activity in every GM district based on local interests, collections and assets. Examples include; Diverge in Trafford, BAM online and the Happy Festival in Bury, Express Yourself! Creative Spaces in Manchester, Get Creative at Home, Light Up Lockdown' in Oldham and an adapted Christmas show in Rochdale. GM Arts also looked at creative ways to record the pandemic's impacts on communities, such as Wigan Borough's Covid-19 Archive project.

Delivering an accessible cultural offer to those residents who might not be able to access digital cultural activity. Theatre by Telephone was provided in Tameside, 5,000 arts packs for Children were issued in Rochdale and a pop-up art show staged in Bury. Keeping Us Together was supported in Stockport whilst in Oldham, a trail of winter-themed windows was created by 18 freelance artists and local creative organisations. In Wigan, reminiscence packs were provided to residents in all 54 care homes in the borough.

Supporting colleagues in Public Health in the challenge of better communicating with residents. They commissioned ten micro-projects across GM focussing on communities of interest (care home residents, C & YP, those from a BAME background, economically marginalised etc.). These commissions tested out different approaches to generating connection and reducing social isolation.

GM Arts used the bulk of its funding to commission local artists across all GM districts. Members also supported skills development via webinars, online conferences and digital learning packages. Example include; Wedge Unlocked Bury, Preparing Your Creative Business for Christmas Bolton, and the Northern Lights Writers Conference Trafford. In Wigan, a Creative Freelancer COVID Fund was established, investing £47,000 through grants of up to £1,500 supporting 37 freelancers locally.

## Halle

The COVID-19 pandemic has had a significant impact on the work of the Halle over the past year. Their Education and ensembles programme works in partnership with GM and the Music Hubs to provide over 90,000 learning engagements – from care-homes to prisons, bringing music to people across the whole community. Due to lockdown restrictions, the organization has re-invented and even expanded many these educational and performance projects digitally using Halle St. Peter's as a base from which to disseminate projects with its childrens/youth choirs, ensembles, youth orchestra as well as the main Halle choir.

The new Ancoats Community Choir also flourished, and 9 local Workplace Choirs met regularly and involved over 150 singers (including an NHS choir) which had a positive impact on the mental well-being of its participants. These activities taking place in such difficult circumstances garnered many appreciative comments from participants, parents and carers. "We really appreciate the work all at the Hallé have put in to being so welcoming, accommodating and maintaining such rigorous safety standards whilst still allowing a degree

of socialising and music making with the children. It's been a real lift to my daughter after such a hard year, particularly for a 13-year old who was just finding her feet with independence as it was then all taken away.' Halle Youth Orchestra parent.

With concert halls closed to audiences, the orchestra worked in partnership with Bridgewater Hall and Halle St. Peter's to produce a critically acclaimed filmed Winter series of 10 concerts, broadcast across Greater Manchester, the UK and internationally: "All hail the Halle, as the North's great orchestra returns in Style" Daily Telegraph. The series included an array of diverse talent with range of artists including Jess Gillam, Simon Armitage, Lemn Sissay and Isata Kanneh-Mason, as well as specially commissioned new works from Hannah Kendall and Huw Watkins. A free Christmas concert featuring Halle ensembles, choirs and youth orchestra participants from across the GM region was watched by just over 40,000 people.

The Halle's Education department has worked closely with the two GM music hubs delivering an array of projects. Digitally produced schools' projects have included an Adopt a player project in 4 GM schools, filmed Set Works concerts for GCSE and A Level Students which was taken on by over 120 schools – watched by over 9000 young people. The Halle produced and created animated music films, such as "Goddess Gaia" which was seen across 150 primary schools and taken on by Eco Schools and organisation representing over 20,000 schools in the UK.

## HOME

Within weeks of the first lockdown being announced, HOME started the process of commissioning artists to make work in their homes for an audience confirmed to theirs. The Homemakers series included over 30 commissions, watched by almost 3,000 people in 34 countries. They also commissioned artist Nick Burton to create a weekly online comic strip, *Our Plague Year*, which is distributed via email to 3,900 subscribers each week and have been working with film distributors to make their trademark curated independent film selection available from home.

Engagement activity such as the Future 20 project, the BFI Film Academy and monthly AMP sessions for artists with different abilities and additional needs also pivoted to online, providing an important opportunity for young people to develop their artistic and business skills. Between 1 April and 30 Sep, HOME ran 589 engagement sessions across a range of projects online.

## MancSpirit

Trafford-based MancSpirit's journey with GMCA Culture started just as the Pandemic broke out. Working with GMCA has given the charity the platform to do so many positive things, with their creative community festivals providing a strong focus for rallying optimistic community activity and hope. It had been their intention to run these week long festivals in venues across each Borough but it became apparent very quickly that they needed to adapt and take everything online and in many ways this has worked better, opened up opportunity and enabled them to make their offer more inclusive and accessible.



With the festivals as a focus, they have worked extensively with Young Carers, Adult Carers, Older people and are currently developing this further to include Military Veterans and children with Special Education Needs and Disability (SEND) requirements, with a separate programme supporting their parents. They use Culture and Creativity as a basis for reaching out to over 1,000 older people to improve Digital Inclusion, delivered creative online sessions to embed co-design and co-delivery into the provision for unpaid Carers in Trafford, provide paid sessional work for freelance 'creatives' in Music, Visual Arts, Crafts and Spoken Word throughout the year when their earnings were most affected. We also produce the Podcast 'That Great Manc Pod' which explores how creativity in all its forms helps people overcome difficult challenges and benefits vulnerable people in Greater Manchester Communities, including 'Our Trafford' festival specific 'special episodes' to support the work they do with GMCA Culture.

## Manchester Camerata

Generous support from ACE Emergency and CRF funds, Trusts and Foundations, and individuals has enabled the organisation to maintain its programme in schools and in care homes online, and to stream some concerts in 20/21. They took advantage of the furlough scheme and also made some redundancies in the office team and moved out of the city centre office, to Gorton. The drastic curtailment of engaged work throughout the UK and internationally has had a huge impact on freelance community and on business.

They reached 1,227,455 live / online across through a range of work, including a 10 episode series for 5 – 7 year olds - Mini Music Makers, an InnovateUK funded new platform for training & supporting carers in Dementia care settings throughout GM *'This has had an amazing result both on him and other residents and taught them how to communicate with each other through music.'* Carer, Salford

Untold – A new digital format series funded by private donations, focusing on story telling gained over 157k views on trailers and featured on United We Stream, as did two Hacienda Classical streams attracting over 1 million people. With Artistic Partners AMC Gospel they created a 6 short films from The Monastery – see 'Joyful' here attracting 57,000 views and with partners at HOME a programme focusing on Renewal which was filmed in the restaurant – see here. Radio 3 Broadcast in early January and further streaming has provided some work for the freelance community and provided GM audiences with some events. They've commissioned new work from RNCM alumni Daniel Kidane, worked with the poet Jackie Kay and wherever possible supported GM freelancers on streaming, capture, audio production and more.

## Manchester Histories

DigiFest 2020 took place online from Manchester Central Library on Friday 4th and Saturday 5<sup>th</sup> September. It celebrated 50 years of the landmark legislation "The Chronically Sick and Disabled Person's Act 1970", affectionately known as 'Alf's Act'. The themes were 'celebrate, challenge, learn' and through an open call out to individuals and groups in Greater Manchester and beyond, a wonderful montage of disabled people's lives, histories, art, music, political struggles, and joyous creativity was produced. Compered by comedian Jackie Hagan, audiences were led into thought provoking, moving, entertaining and

fascinating contributions exploring the positive legacy of Alf's Act as well as the contemporary challenges of today.

The People's River project is a community-led project that explores the hidden histories of people who live and work alongside the River Irk. The project is inspired by the life and works of Friedrich Engels and marked the two hundredth anniversary of his birth in 2020.

Manchester Histories commissioned artist Liz Wewiora, a socially engaged photographer to work on the project with community groups in Angel Meadow, Collyhurst and Harpurhey. The No. 93 Wellbeing Centre (formerly Harpurhey Wellbeing Centre), part of Greater Manchester Mental Health Trust, was also one of the community partners for the project and Liz joined their weekly walking club, where residents met to walk around Queens Park for health and wellbeing.

Through the Covid safe history walks, on-line talks by historian Jonathan Scofield and on-line creative photography activity with community groups a series of photography led stories about the local area were produced. All the stories and the photographs of the River Irk are now being curated to be revealed as part of series of public exhibitions in Spring/Summer 2021. Despite the pandemic, the project still managed to engage with over 300 people from across Greater Manchester.

## **Manchester International Festival**

Since lockdown MIF has been playing an active and open role in Greater Manchester, providing active support and employment for artists and freelancers. Early on in the crisis they offered daily drop-ins with the festival's Artistic Director and Creative Director for independent artists and freelancers to share information and receive advice and support.

They actively contributed to the new GM Artist Hub, providing bespoke information and advice to artists and continue to support Greater Manchester artists and freelancers and communities through creative opportunities and moving projects into the digital space.

In response to the Black Lives Matter movement across the World, the MIF Young People's Forum, a collective of individuals from Greater Manchester aged between 16 and 28, came together in July to host A Conversation for Change, exploring how to effect change within the arts sector in Manchester. Over 50 representatives of Greater Manchester's cultural organisations attended the event and participated in an anonymous survey to help inform development of a creative manifesto which the Young People's Forum will soon be sharing widely with the sector.

Throughout the pandemic they continued to commission and present creative work, employing new models and partnerships to adapt to the moment. Together in One Voice saw a one-off, city-wide, spirits-lifting, socially-distanced community singalong in May 2020, closely followed by the Factory's first one million visitors engaging with the first commission for Virtual Factory via the global gaming platform Fortnite Creative, and the release of Riz Ahmed's livestream edition of The Long Goodbye in January '21. They also continued to commission creative engagement and learning including, for example, working with artist Tina Finch to support a Creative Young Carers scheme for 50 young carers in partnership with Bolton Lads and Girls Club and with Wigan & Leigh Young Carers Group,

expanding MIF's popular Have a Word project, which welcomes GM residents to join in free online conversations on the third Wednesday of every month, and sustaining it as a valuable, consistent space for attendees to connect, keep talking and to share experiences of the pandemic with others across the city; and recruiting a new team of Neighbourhood Organisers to deepen connections across Manchester, Rochdale, Salford and Tameside.

They collaborated with Curious Minds and sector skills Council, Creative & Cultural Skills to get 58 Kickstart roles approved for GM Arts and Culture organisations; and developed Kickstart Creative – new wrap around support training to support employers and people in Kickstart roles. A new Factory Futures Programme launched, responding directly to the rising levels of youth unemployment and aims to reengage and build confidence/prepare people for entry roles in the creative sector. 29 people completed DWP approved Factory Futures programme with a BTEC in workskills, and 30 more are starting a training academy for Broadcast & Film. They developed a partnership with The Growth Company to support up to 200 employers in the sector with productivity plans and individual skills plans, and started market engagement around a new employer led training body for GM – The Creative Industries Training Alliance.

## **Manchester Jazz Festival**

The impact of the outbreak of Covid-19 on Manchester Jazz Festival was immediate and profound, not least as the 2020 edition of the festival, which was scheduled to take place between 21 May 2020 - 25 May 2020, had to be cancelled as a live event with less than eight weeks notice. Despite these challenges, Manchester Jazz Festival has been able to deliver significant activity over the last year, producing the 2020 festival as a four-day online experience, and pivoting two talent development programmes - Hothouse and Soundcheck - to online delivery.

MJF2020: Jazz Unlocked took place as a fully digital event between 21 May 2020 - 24 May 2020 and provided audiences and artists with a distinctive engagement experience during the first wave of the Covid-19 pandemic. It was produced in partnership with Jazz North and United We Stream. In addition to specially-created content recorded by artists from remote locations, it presented a programme of socially distanced ensemble performances streamed from the Bury Met Theatre, the first jazz performances of this type in the UK during the 13-week lockdown that started on 23 March 2020. In a virtual landscape quickly populated with online content of variable quality, Jazz Unlocked reflected the organisation's vision and its ambitions for high quality and diversity.

Both MJF Talent Development programmes were redesigned over the summer to enable them to be delivered online. The fifth round of Hothouse, their groundbreaking talent development programme for musicians in the North of England, was relaunched this January. Hothouse: Level Up trials a new model for supporting artists in their next steps while live performances are not possible, focusing instead on funding for artists, skills development in bid writing/planning, and increased international industry relationship development.

Soundcheck, the festival's new talent development programme for 18-25 year olds living in Greater Manchester, launched this February, also as an online programme. Programme components have included workshops, mentoring and peer-to-peer leaning. The nine

participants are drawn from across the GM boroughs; they will conclude their time on Soundcheck this March with an online sharing of music they've developed while on the programme.

## Manchester Jewish Museum

Despite the challenges of this year, Manchester Jewish Museum's £6m capital project has progressed well and the building will finally be completed in April. The new museum will be twice the size as before, with a new gallery, learning studio & kitchen, café and shop. The museum's historic synagogue has also been fully repaired and refurbished, with its original 19<sup>th</sup> century decorative scheme reinstated. The museum is planning to re-open to the public this summer. Over the past year, due to Covid restrictions, the museum had to adapt its programming to keep engaging with its audiences and to continue supporting artists, volunteers, local schools and community partners. The museum has continued working with artists as they activated the archives through music, drag, food, theatre and art as they question what are the stories we need to hear right now. Museum events in 2020 included a high-camp drag quiz night with cabaret artist Chanukah Lewinsky; intimate conversations with female music artists on the frontline of the UK Jewish music scene; young activists' responses to keeping past stories alive for Holocaust Memorial Day; and a culinary taste journey through their collection with Theatre Chef Leo Burtin.

## Manchester Literature Festival

GMCA funding enabled Manchester Literature Festival to expand its Little Reads project for children aged 2 - 6 and their families. Sessions involve reading, creating stories, imaginative thinking, creative play, craftwork, singing and dancing. They are fully inclusive and aimed at developing important foundation skills; encouraging parents/carers to engage with their children's learning and foster a love of reading and learning in preparation for starting school. During the first Covid national lockdown they broadcasted 4 Little Reads videos via the MLF You Tube channel attracting 6300 views. In October 2020 they started delivering live interactive Little Read sessions via zoom. Working in partnership with 10 GM libraries (Stockport Hazel Grove, Stockport Brinnington, Moss Side & Hulme, Salford Broughton, Salford Pendleton, Levenshulme, Longsight, Old Trafford, Stretford and Manchester Central) they have been able to target these sessions at some of the families most impacted by the pandemic. The sessions are delivered by a diverse team of freelance storytellers including Carla Henry, Debbie Bandara and Hyacinthe Brindley, who was originally a volunteer at Little Reads Levenshulme. 380 families have engaged with Little Reads since October 2020 of which 39% identify as BAME. They have had lots of positive feedback from families about how much they have been enjoying the Little Reads sessions and how they are helping them feel less socially isolated:

*'The zoom class was lovely & wonderful. Coco is really struggling with home schooling due to the lack of connection with other children, so the session [today](#) was perfectly timed - beautifully balanced, inclusive and the lady reading was great at bringing all the children into the stories - which was melodic, engaging and just wonderful. So lovely to see another mummy we had previously lost contact with having met in the library too! We cannot thank you and your charity enough!'* Coco and mummy (Little Reads participants).

GMCA funding has also contributed to MLF's core costs this year enabling us to produce a scaled down, digital iteration of the Festival in October 2020. #MLF20 comprised 17 events featuring high profile authors, poets, artists and activists from across the globe, including conversations with Tori Amos, Angela Davis, Nick Hornby, Maaza Mengiste and Kae Tempest. It attracted an audience of 5000 people from 53 countries. They had many heartfelt messages of thanks from audience members:

*'You cannot underestimate the importance of the festival and its impact on my mental health and wellbeing. This is true every year but this time it is even more significant and poignant. It's like getting a hug from a good friend'*

## Manchester Pride

Due to the impacts of the pandemic, Manchester Pride rapidly adapted its usual physical event output to a digital delivery plan. This included turning around a physical conference and executing a full digital offering within a week as lockdown measures were announced in March 2020. They also delivered the Alternative Manchester Pride Festival in August 2020 which consisted of an extensive programme of virtual events and cultural output across three days ranging from a 12 hour stream of high-quality programming, in partnership with United we Stream, to digital yoga classes and bake-a-longs to holding a virtual Candlelit Vigil, so they could ensure all LGBTQ+ communities were still able to celebrate Pride at home.

With regards to Superbia, Manchester Pride's year-round arts and culture programme for and by LGBTQ+ people, they were able to re-strategise delivery to be fully digital including a weekly online Superbia Spotlight series showcasing LGBTQ+ artists and creatives from across Greater Manchester, in partnership with Manchester Finest. Through this partnership, they were able to showcase over 30 LGBTQ+ artists from Greater Manchester and provide new opportunities. They were able to offer 10 commissions to LGBTQ+ artists and creatives from across the entire LGBTQ+ spectrum, QTPOC, older LGBTQ+ artists and young LGBTQ+ creatives. The commissions enabled artists to develop new digital work and provided one-to-one mentorship to ensure they were supported in adapting their creative practices for the online world we now found ourselves in. In addition to the commissions, they were able to provide larger grants to independent LGBTQ+ arts organisations and artist collectives to ensure they were able to continue delivering vital opportunities for LGBTQ+ artists and creatives across Greater Manchester. This included supporting Transcreative to deliver a mentorship programme for Trans artists and their first digital festival, supporting textile artist Sarah-Joy Ford in creating an online space for her exhibitions and enabling the QTPOC artist collective Plan B to continue exploring their creative practice and to develop new work. 100% of the artists Superbia worked with in 2020 stated that Superbia had helped them grow and develop their artistic/creative practice and provided significant support during the pandemic. Feedback from artists included;

"The Superbia grant gave me a boost of energy and something to pour my creative thoughts into. The commission motivated me to produce new work after a long period of feeling creatively stifled as a result of the pandemic."

"The Superbia commission supported our practice during this critical moment in the pandemic. This commission enabled us to continue our drive to discover stories and make ground breaking work about our own hyper-local heritage and share those stories with the community in which they have been created."

“As an all LGBTQ+ co-op, it has been wonderful to be supported by an organisation that understands and celebrates us.”

“Having my work platformed by an organisation like Superbia was a big boost to my confidence as a young artist. It was a highlight of the year and something good to remember about 2020.”

## Music Action International

Creative sessions with refugee torture survivors collective Stone Flowers took place online from April 2020 and 3 original songs were written via Zoom and shared at interactive events in partnership with Migration Matters, Refugee Week and Imperial War Museums. Stone Flowers are now creating a new music video via Zoom with Liva Vision, to accompany the song written about the pandemic "The Rush is on Pause" to be released in June 2021.

Online sessions with a mother & baby group of asylum seekers who have survived war in their home country will begin in partnership with Rainbow Haven with Manchester and Salford residents. Music Action International also hope to begin face-to-face with teenage asylum seekers in May, working towards releasing an EP with high-profile artists of refugee heritage in September. Schools sessions are on hold for now, but are promoting online resources for teachers to use in the classroom/online.

## Octagon, Bolton

The Octagon was due to re-open after a £12m redevelopment in July 2020. Instead, Covid delayed completion of construction and has created difficult conditions to complete the fit-out and preparations for re-opening. The building will be ready to open when restrictions ease later in 2021. Their Creative Engagement work has continued throughout the pandemic with nearly 4,000 participations in online activity ranging from a virtual summer school for young people to an online theatre club for over 55s. They also participated in the GM Creative Care Packs for young people and older people. They joined local and national partners to support the freelance community including the GM Artists Hub, and offered a number of commissions and incubations for new work. They created a range of digital productions including work for young people, a zoom production of *A Midsummer Night's Dream*, and they are currently a partner in a new online production of *A Picture of Dorian Gray*. In May 2020 they launched Future Fund to support the Octagon's survival and future success. Through public and charitable donations they have so far raised nearly £600k of support with donations coming from across the world. Bolton has endured the longest restrictions in the North, and the reimaged, re-opened Octagon is now ready to play a vital role in the borough's recovery – bringing people safely together, bringing visitors to the town centre, and creating new opportunities for cultural experiences.

# Old Courts, Wigan

In response to forced closure of premises and with commitment to the arts in mind, the organisation launched 'The Old Courts Live' in May along with several other bespoke projects designed to adapt what they do to fit with this incredibly difficult year.

Thanks to Greater Manchester Combined Authority they were able to launch **The Old Courts Live** which is a brand-new online performance platform and has allowed the organisation to continue supporting artists with paid work whilst offering much needed entertainment to audiences who are isolated at home.

Aside from a boost to the mental health of audience and performers this activity brings, they have paid over 400 freelance artists at a time when their work was virtually non-existent. To date, these online events have been viewed over 70,000 times online.

Old Courts has also provided free-to-attend virtual workshops delivered by paid artists to offer deeper engagement for individuals desperate for creativity amid the monotony of lockdown and have just completed a **self-published book** of new pieces of creative writing and imagery submitted by the general public. The book features 109 local contributors and aim to support them all with further opportunities to develop their skills and interests.

In December they toured a surprise mini panto on the back of a truck around Wigan and Leigh to 8 locations. The response was phenomenal and they had over 500 people watch the shows outdoors in a safe and socially-distanced manner. The Tour focussed on the most challenging areas of Wigan borough with historically had very low levels of engagement, and for a number of Children this was the first time that they had seen any live performance outside of School if at all.

As well as the artistic programme, they have been supporting local freelance artists to access funding opportunities and commissions. They created and launched an online artist information portal to highlight current available opportunities and the development team have been on hand to help with bid writing and networking.

In January 2021 they made a donation to The Boulevard, a Grass Roots music venue in Wigan which had been added to the Music Venue Trusts at severe risk of closure list. Through donation and support the Venue has now been taken off the list ensuring another critical part of the cultural infrastructure remains viable for the future.

Due to a shared feeling of responsibility, the Old Courts closed their doors to the public over a week before hospitality was forced to close and the furlough scheme was introduced. They contacted Wigan Council to offer their services and ended up coordinating volunteers covering various areas of Wigan.

Working alongside friends at Fur Clemt who provided the food, they delivered over 700 essential packages, and help to distribute GMCA Arts packs across the borough as well as making also made over 1000 welfare calls to lonely and isolated residents with a 100 strong volunteer team. The Old Courts also teamed up with Fur Clemt and Wigan. Eat. Drink to provide 10,000 packed lunches to those in need during October half term. More recently they teamed up with Daffodil Dreams to help them with their Clothes Poverty project by organising the collection of clothes donations from around Wigan.

## Oldham Coliseum

Oldham Coliseum has maintained – and extended – their artistic output during the pandemic, moving some projects online and acquiring new digital skills.

During lockdown they added a number of digital opportunities to their repertoire. The Coliseum's associate artist Hafsah Aneela Bashir created the Poetry Health Service in partnership with HOME, Manchester. This creative service, in which users are gifted a complimentary poem, offers both contemporary and classical poetry as a tool for connection and healing. It embodies and champions the importance of art in supporting mental and emotional health and is still accessible from the Coliseum website.

With Oldham subject to additional restrictions, the Coliseum was unable to re-open. Without their planned Christmas activity, they commissioned a series of short Advent plays (filmed under Covid-safe conditions at the Coliseum) which ran until December 24th. They also provided a digital panto option for people to watch at home, delivering two simultaneous panto-inspired performances to multiple schools.

The Coliseum continues to plan for a new season themed around 'Adventure', encouraging new audience experiences and different forms of engagement. They are working with Riptide theatre (Leeds), SBC Theatre, Front Room Productions and Bradford Producing Hub amongst others. They recently released three micro-commissions for open submission, each for an 'at home' experience and worth £1,000 per commission.

They are currently working on a series of films commissioned by Oldham Council for Hate Crime Awareness week and hope to develop this area of partnership with the local Council. They have maintained support for the Oldham community through Learning & Development activity, moving work online whilst unable to meet in person. This includes delivering a programme for young people with the Prince's Trust, meeting with the Full Circle over-50s group via Zoom and maintaining social contact by offering coffee and chat by phone for those who are most at risk of isolation.

## People's History Museum

PHM has delivered a brilliant programme of engagement activities for diverse audiences – Ideas Worth Exploring: at home and online – including learning resources for young people, a new 3D tour of the museum, family friendly activities, collections highlights and online exhibitions. This has secured work for the museum's freelance team of artists, musicians and story-tellers who have delivered online and connected the museum's story with current events including the pandemic, black lives matter protests and climate crisis. PHM opened for 2 months in 2020 and was delighted to welcome visitors back in a covid-secure way to enjoy its collections and exhibits, receiving lots of positive feedback. The museum has also used digital channels to diversify income, launching an online shop and a successful crowdfunding campaign and looks forward to opening in 2021 working in partnership with a new local and ethical café provider.



## Quays Culture

Quays Culture created a new travelling light installation called 'Mystery Bird' in response to the COVID19 Pandemic. The work was made to travel to people's homes and visited 22 locations across GM and was viewed by over 4,500 people on its four day tour in December. 'Mystery Bird' consisted of a huge birdcage on the back of a flatbed truck, filled with 360 degree projected birds accompanied by a bespoke soundscape. The birds were seemingly 'released' from the cage and flew free across buildings, trees and the streets of Greater Manchester. Inspired by the public's increase awareness of nature during the first lockdown it was devised by Creative Programme Producers, Jude Jagger and Gemma Saunders and realised by a collaboration of 5 artists: Helen Musselwhite (paper artist), Illuminos (projection artists), Jason Singh (sound artist), M3 Industries (designer fabricators) and Jack Hardiker (digital and AR artist). 650 Creative Packs were door-dropped to residents and a new Instagram filter was downloaded 8100 times .

## Royal Exchange Theatre

Royal Exchange Theatre is committed to being an accessible civic space for Greater Manchester. Staying present in the lives of artists, audiences and participants in this exceptional year was vital and helped to drive a vibrant programme of work that kept communities connected.

As an initial step REX moved online creating pathways for their Elders Company, Children's Company, Young Company, Local Exchange Ambassadors and audiences to remain attached to the theatre. All of these groups received support to access online workshops, ensuring people could join any activity. The Elders Company thrived, sessions helped to build confidence and increases feelings of being connected. This activity resulted in projects such as PHONE A FRIEND (for those who could not get online) and an original documentary film A FUNNY THING HAPPENED IN ISOLATION. Since April 2020 the Elders have met every day over zoom for coffee (including Christmas Day!). Local Exchange Ambassadors from Cheetham Hill, Tameside and Leigh joined forces with writer Chris Thorpe to create a celebratory spoken-word film called KEEP IT IN THE DAY which was shared online and by the website I Love Manchester. The Young Company continued their regular sessions online, creating new work such as CONNECT FEST (an intergenerational online soap-opera), MMXX and MOMENTS OF CONNECTION which brought young people together with professional actors and directors, supporting both additional learning opportunities and freelance artists. Nine original pieces of work were made with actors including Julie Hesmondhalgh and Geraldine Somerville supporting this work.

They celebrated plays by releasing recordings of THE ALMIGHTY SOMETIMES and THE HOUSE OF BERNARDA ALBA for free. ROCKETS AND BLUE LIGHTS, which closed after two performances, was recorded as part of BBC Arts Culture in Quarantine and aired on Radio 3. In response to Black Lives Matter Artistic Director Roy Alexander Weise created a digital reading of Katori Hall's powerful play THE MOUNTAINTOP was streamed for free. At Christmas they wanted to celebrate Manchester and its people, so commissioned six writers, including Russell T Davies, to make short plays for an advent calendar.

This project brought to together a collective of over 40 artists from sound designers to actors to community performers. ALL I WANT FOR CHRISTMAS was viewed over 117K times across all digital platforms. Most recently they have commissioned six Greater Manchester artists to help us celebrate international women's day, working with Jigsaw Homes they created free art packs which will be delivered to over 650 residents in Dukinfield Estate, Cavendish Mill and via the Tameside Women's Centre.

## **Sheba Arts**

Due to the lockdown, Sheba Arts repurposed funding and moved online. Using this fund, they held a digital festival in August 2020 and provided four commissions of £300 to artists from refugee and migrant communities to create a new piece of work responding to the pandemic, the black lives movement, and the refugee crisis. Their work was showcased as part of the festival and attracted 5k audiences. Additionally, they held five seminars with 18 guest speakers from across the country to discuss diversity in the arts and future perspectives.

## **The Turnpike**

With no firm understanding of when their building could re-open, the Leigh gallery decided in March to suspend its exhibition programme and instead became an artist-led testing ground; commissioning artists to explore and develop impactful, responsive, socially engaged practice with local communities. The Turnpike has therefore become a catalyst for community co-creation, with artists working closely with the community to create ideas for a positive future, supporting local people to develop skills, bonds & confidence that will support their resilience through the recovery. For the next 18 months, they have commissioned a series of 'Activations', ambitious socially-engaged commissions that are made by artists through a process of deep engagement with communities & groups in the town. Exploring central themes of climate change, social resilience, environmental justice & diversity, projects have been commissioned from NW-based but internationally-practicing artists who have made meaningful connection with communities, green spaces and the town. Activations, creates a significant shift in the Turnpike's organisational development and programming: an entirely new artistic offer, that builds on learning from previous work. They have imbedded a new dynamic way of working that does not rely on exhibition-based models alone but embraces the full range of how artists might bring their practices to Leigh.

They have continued their Community, Learning and Engagement programme developing a blended offer of digital, face-to-face and home delivered activities, talks and resources. Within strict safety guidelines, The Turnpike have continued to deploy artists into schools and during a temporary reopening of their space in October, they successfully offered a cultural education programme engaging pupils entering into Year 7 during the pandemic, supporting them with safe, socially distanced, fun and creative artist-led workshops. With support from GMCA they recruited the first cohort of artists for The Making of Us – a new professional development programme supporting 15 mid-career socially engaged artists who live and work in Greater Manchester.

## **Walk The Plank**

Walk the Plank have continued to deliver work across Greater Manchester during lockdown including Begin the World Over Again – a podcasting project in partnership with the Working Class Movement Library, and Digital Diwali.

The podcast achieved almost 1000 downloads and connected to training and activity for young people in Salford, including a youth panel.

Diwali celebrations included online storytelling, 550 mail-out lantern making kits, live broadcasts of dance and fire drawing. The project connected a huge range of Hindu organisations both in Greater Manchester and India creating an international reach online and laying foundations for a digital activity around the festival for the future. The numerous digital elements of the programme (<https://digitaldiwali.co.uk/>) reached 8257 people in 47 countries, with the highest levels of engagement being recorded in the UK (1,798), and India (4,986). With further engagement through our community and creative partner's platforms, of 38,241.

## **Wigan STEAM CIC**

Despite Wigan STEAM's physical premises being closed for the majority of the time, they have engaged with over 8000 people in some way over the last year - delivering in-person workshops when permitted (which engaged 37 young people), Facebook live sessions, Zoom sessions, delivered projects with artists, created an online exhibition (which had 500 visitors), and even managed to produce one physical exhibition in its gallery (which had 730 visitors).

The pandemic has proved just how important Wigan STEAM's work is for young people in particular. Based on feedback from parents many of the young people they work with have been struggling with their mental health, and fortnightly Young Makers sessions have been an important resource for them to socialise and be creative in a relaxed space. Young Makers has been described by parents as a 'lifeline', and a 'highlight' of the young people's weeks. One Young Makers' parents said: "I can't tell you how much Josh looks forward to the sessions and seeing him smile like this makes my heart sing. Can't tell you the impact Young Makers has had on his life. Thank you all so much for what you do." From January 2021 they decided to double the intake of Young Makers and establish a new digital arts group in order for us to increase impact and support more young people.

Wigan STEAM has also put a lot of work into providing artists with paid opportunities over the last year. Their residency programme, which will support eight artists/collectives with paid development opportunities, launched in late 2020 and will continue through to Spring 2022. Although the gallery has been closed and in-person workshops haven't been possible, the artists have continued to work on their projects and have engaged with people over the internet. They've also supported other artists in the area and have delivered 30 artist-led workshops over the last year - with most of these sessions being delivered via Zoom.

## **Z-Arts**

Z-arts transferred all workshops for children online back in March 2020, quickly honing them to the most effective interactive methods of engagement. They have engaged thousands of families online through these activities, with Make & Believe Family activities and Yoga being most popular. They've posted arts packs across GM for children and young people, and developed relationships with food banks to deliver arts packs and activities to families in

need. They've offered laptops, notebooks and data packages to families so they can access online activities.

Their Band Of Boroughs was due to begin in December 2020 but has been delayed until April 2021. 'Music outreach project Band Of Boroughs will reach over 100 children across 5 different boroughs of Greater Manchester (including Manchester, Tameside, Stockport, Salford and Oldham). Weekly sessions with music industry professionals and facilitators will lead up to performances, masterclasses and sharing opportunities across 10 months. This will lead to happier, more confident and more musically active children in areas where music making opportunities are at their lowest.'

In February half-term Z-Arts hosted a Big Imaginations Storytelling Festival online, reaching audiences across the NW region, with partners broadcasting 23 performances including from Manchester, Oldham, Trafford, Wigan, Rochdale and Tameside.

As a key member of the GM Artists Hub they have been supporting artists, as well as specifically supporting artists making work for young audiences, including Art With Heart, Elayne Ogbeta and Proud & Loud in Salford, Chad Taylor, Darren Pritchard, Louise Wallwein, Ros Norford, Hawk Dance, Emmanuella and Company in Manchester, and Ria Moorthy in Tameside.

**PROTECT.  
RESTORE.  
HEAL.  
GROW.**

# INTRODUCTION

As the roll-out of the COVID-19 vaccine continues apace, it's looking likely that the cultural sector in Greater Manchester will be able to open and operate physically in some way, gradually, from Summer 2021. By Autumn, 2021 we expect most of the sector, from theatres and music venues, to festivals, museums and galleries, to open in some way, albeit with a reduced or blended programme. This cultural recovery plan is drafted with that in mind, supporting organisations, businesses and individual artists, freelancers and creatives until we can start to operate in a more recognisable, if forever changed, way.

The cultural and creative sector has a huge role to play in the recovery our economy, high streets and town centres, consumer confidence and national and international reputation and, equally importantly, in Greater Manchester's collective healing; from commemorating, marking and trying to make sense of the events of the past year, to supporting our residents' physical and mental health, providing educational opportunities for our young people and bringing people together, as a community again.

There is still a need for a bespoke package of support for individual artists and freelancers, many of whom have been excluded from government support to date. The potential loss of talent is significant and will have an impact on our economy and international reputation for generations to come.

Without action to support the organisations, businesses, collectives, freelancers and creatives through Q1 and part of Q2, they will be unable to undertake the necessary actions required in Q3 and Q4, where our continued investment and support for the sector throughout the pandemic will begin to bear visible fruit, as the cultural sector in GM recovers faster and in a more equitable way than other areas where support has not been so forthcoming. This recovery builds on the GM Culture Recovery Plan 2020/2021 and complements the GM Night Time Economy COVID-19 Recovery Blueprint, developed and delivered by the GM Night Time Economy office and GM Night Time Economy Adviser Sacha Lord.

Activities outlined in this culture recovery plan will be delivered within already committed budget, as part of our two-year settlement agreed by GMCA in February, 2020, though some partnership funding will be sought to increase reach and maximise impact of some strands of strategic activity.

This plan will be delivered by and with the 35 organisations in the GM Culture Portfolio, by each of the 10 local authorities that make up Greater Manchester, with strategic partners including Marketing Manchester, GM Health and Social Care Partnership, Arts Council England, National Lottery Heritage Fund and Historic England and a whole host of cultural organisations and individuals from across the city region.

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# GM CULTURE PORTFOLIO

The majority of GMCA cultural investment goes to the GM Culture Portfolio (84%, Portfolio, 13% Strategic funding, 3% programme management). The portfolio comprises 35 organisations, based in every district of GM. In February 2020 GMCA agreed to fund these organisations for two years, from April 2020 to March 2022.

Art with Heart	HOME	Oldham Coliseum
Arts for Recovery in the Community	Manchester Camerata	People's History Museum
Brighter Sound	Manchester Histories	Quays Culture
Cartwheel Arts	Manchester International Festival	Royal Exchange Theatre
Centre for Chinese Contemporary Arts	Manchester Jazz Festival	Sheba Arts
Comma Press	Manchester Jewish Museum	The Halle
Company Chameleon Dance Theatre	Manchester Literature Festival	The Met
Contact	Manchester Pride	The Turnpike
English Folk Expo	MancSpirit	Walk the Plank
Gaydio	Music Action International	Wigan STEAM CIC
Global Grooves	Octagon Theatre	Z-Arts
GM Arts	Old Courts	

Despite many being unable to open their doors through most of 2020, these organisations delivered phenomenal activity, in the most difficult circumstances. They entertained residents online and continued established creative projects and provided educational activities for our young people through lockdown. They sewed and manufactured PPE, delivered food parcels and rang and visited our most vulnerable residents to reduce social isolation. These organisations also supported their staff and the wider creative community, providing paid work for artists and freelancers unable to access government support and hosting weekly drop-in sessions to support the careers and mental health of our brilliant artists, musicians, curators and technicians. An overview of the activity delivered by the Portfolio throughout 2020 is available in Our Year In Culture, 2020/2021.

While restrictions remain in place, we will ask these organisations to continue delivering this vital work, as well as supporting them to unlock and provide physical creative opportunities for our residents as restrictions ease. These organisations will be vital Greater Manchester's collective recovery. This will include supporting residents' physical and mental health, helping them make sense of the global, national, local and personal impacts of Covid-19. When permitted, these organisations will also help with the recovery of our places and have a vital role to play in increasing resident confidence to return to our high streets and town and city centres and in bringing life and vibrancy to our public spaces, especially places that have seen retail closures and significant reduction in occupancy of commercial space. While we gradually unlock, and, again, when it is safe to do so, these organisations will be key in attracting local, national, and international visitors to our city region, maintaining our global reputation as a centre of creative excellence, and encouraging use of our brilliant hospitality businesses, from hotels and restaurants to bars and cafes.

Organisations will be asked to focus delivery in 2021/22 in the following areas; providing paid employment for artists and freelancers; providing activity for GM residents, especially in relation to mental health, education, physical health and reducing inequality; and working with and in our high streets, town and city centres. The GM Culture Portfolio will continue to deliver themes referenced throughout this paper, helping our places and residents to heal; marking and making sense of the events of the past year.



# GM GREAT PLACE PROJECT

In 2017 GM was one of 16 places awarded funding by Arts Council England and National Lottery Heritage Fund, to 'pilot new approaches to local investment in arts and culture'. 2021/22 will be the last year of Great Place funding, so it is vital that we use this time to secure the legacy of Great Place and embed the learning and new partnerships and approaches developed throughout the project.

Since the start of Covid-19, Great Place has delivered a significant amount of activity. This has included Old Frame New Picture; a photography competition and billboard campaign to challenge narratives around ageing. Using supermarket billboards, this managed to reach an audience of 84,000 with 1.6 million impressions, even during lockdown. Creative Care Packs was developed in response to the pandemic and brought together 50+ cultural organisations, all ten local authorities and their community response hubs, the voluntary sector and more than 300 volunteers to develop and deliver more than 50,000 packs of creative activities, ideas and materials to digitally excluded residents in GM, including school children, young adults and older residents.

There is also a significant amount of activity that was unable to be delivered in its planned format, due to restrictions in place across the city region and before September 2021, we will deliver this activity in a Covid safe manner. This includes This Place of Mine; a partnership with FutureEverything and young people in Beswick, Stalybridge, Oldham, Leigh and Rochdale to co-imagine the future of our high streets and town centres through digital art, culture and creativity; Back in the Closet; exploring homophobia in older person's residential schemes in partnership with housing associations and LGBT Foundation and Escape Room; an immersive theatre experience co-created with and for autistic young people in partnership with Libraries GM. While these projects are delivered and evaluated, the main focus of Great Place activity to September 2021 and beyond, will be to continue to develop and secure strategic partnerships and activity to support and improve the health and wellbeing of our residents through creative engagement.

In March 2020 we published 'A Social Glue'; a report commissioned by GMCA and delivered by Manchester Metropolitan University exploring Greater Manchester as international leaders in culture, health and wellbeing practice and then setting out recommendations on how to build on this for both the benefit of the cultural sector and the residents of Greater Manchester under the banner of GM: Creative Health City Region. A Social Glue suggests that cultural resources may offer a key to nurturing hyper-local solutions to city-region issues and critically, that through co-design, people can identify the issues *and* be the means of change. It makes clear, that *now is the time* to capitalise on growing international awareness around the potency of culture to influence mental and physical health and the factors that underpin wellbeing. This research and associated delivery plan, strategic partnerships with GMHSCP and a strategy for Creative Ageing in GM which includes investment in CADA; England's Creative Ageing Development Agency based at the UoM, will be a key legacy of the Greater Manchester Great Place Programme.

# DIGITAL CONNECTIONS

Throughout 2020, while we were unable to meet or create or be entertained physically, many cultural organisations developed enterprising digital solutions. While digital should never completely replace live entertainment or face-to-face interaction, and we must continue to reach out to connect to digitally excluded audiences, artists and residents, digital developments necessitated by COVID-19 have opened-up new ways of working, new local, national and global audiences and partnerships, and will provide new solutions to long-standing problems. GMCA will prioritise digital development and delivery in the first six months of 2021, before moving to a hybrid model, when reduced restrictions allow, through two trailblazing digital projects, United We Stream / Stream GM and GM Creative Connections.

Instigated by the GM Mayor and GM Night Time Economy Adviser Sacha Lord, United We Stream produced and streamed quality artistic content, raising more than £600,00 for people impacted by COVID-19. In nine months, UWS produced and broadcast 48 shows, had more than 20m views and provided a platform for more than 400 artists and creative organisations to entertain and excite and reach new global audiences. As joint leaders (with Berlin) in the United We Stream global network, the largest clubbing and creative brand in the world, we will develop the legacy of United We Stream, transitioning into StreamGM, an ethical live-streaming platform, platforming and promoting the very best talent in Greater Manchester, while developing a best-practice framework for live streaming that focusses on fair payment and rights contracts for creatives and shares learning and experience with organisations across the country. In April 2020 we will launch StreamGM at the Digital Cities Festival and will produce at least four digital showcases a year.

Throughout 2020 the GMCA culture team took part in hundreds of conversations around how we might best support individual artists and creative freelancers through the pandemic and beyond. While we were able to provide some financial support to individuals, through the Creative Commissions project, it became increasingly clear that our limited time and resources could be better used strategically supporting individuals to find paid opportunity, connecting them with commissioners, producers and casting directors looking for talent. In collaboration with the sector, and with considerable consultation with freelancers, we developed the Creative Connections concept, a website that allows designers, actors and creative practitioners and musicians and sound techs based in GM to upload a profile that lists their experience, qualifications, availability, the type of work they want to do and how far within GM they would be willing to travel for work. Theatres, festivals, museums, galleries, schools and local authorities would then sign up to search for 'creatives' to hire. To use the service, employers would have to sign up to some best-practice employment terms, linked to the Good Employment Charter. The site will also list spaces and services available for hire across the city region.

Creative Connections will 'open up' the employment pool at a critical time, so organisations don't just hire people they've already worked with, helping to improve diversity of opportunity. Research and feasibility was undertaken in early 2021. A tender brief for development of the website will be issued in April 2021, with a soft-launch for the site planned in Summer 2021.

# COMING TOGETHER

Throughout 2020, the priority for national and local government, public services and all our residents, was dealing with the immediate impact of the pandemic, whether that was the implementation of measures designed to reduce the spread of Covid-19 or dealing with the personal impact of the Pandemic; be that personal loss, illness or poor mental health or trying to manage competing priorities of working from home while caring for or educating loved ones.

As we start to emerge from this immediate crisis management, we are able to start to think about what we lost while we were living through lockdown; one of the key areas being the enjoyment of enjoyable collective experiences. This desire for collective experiences, combined with the decline of the traditional high street and the need to attract people back to our town and city centres provides us with an exciting opportunity, from Summer 2020 onwards, to use culture to bring vibrancy back to our places and bring people together in joyous shared experiences. We will focus our activity in this area in two key ways; delivery of the inaugural Town of Culture in Bury and planning for the second iteration of the event and through our Creative Improvement District framework.

In December 2019, we announced that Bury would be the first GM Town Of Culture, with activity planned for the summer of 2020. When the first UK lockdown was announced in March 2020, it quickly became clear that activities would not be deliverable as planned and, while some activities were put online, the majority were subject to repeated postponement throughout the year, before the decision was made by GMCA in Autumn, 2020, to postpone celebrations to 2021. In April 2021 we will announce the full physical programme for Bury's Town of Culture celebrations, keeping the festival's original title and theme, Happy. Throughout the year, as lockdown eases, we will work with Bury Council to deliver their Town of Culture Programme, with a series of high-profile, joyous events that celebrate and promote talent in the borough and attract visitors, from GM and beyond to the town. In Autumn, 2021, we will invite applications to be GM's Town of Culture 2022, with the intention of announcing the winner in Winter, 2021.

While we are celebrating and promoting Bury's excellent programme, we recognise the need to work with and in other GM districts to support their cultural ambitions. In 2019 the GM Culture and Night Time Economy team commissioned the Centre for Local Economic Strategies to develop a framework that would inform our work with districts in this area. As Levelling Up, Towns Funds, Heritage High Streets and many more government programmes recognise the importance of culture and creative businesses in revitalising the high street, we will use the Creative Improvement Districts framework to shape our conversations and work with districts, using the distinctive assets and resources in districts to co-develop programmes that respond to and support local plans. There is also significant opportunity to harness the potential of much-loved heritage assets in our towns, city centres and high streets, working with National Lottery Heritage Fund, Historic England and Arts Council England through schemes like Heritage Action Zones and Historic High Streets. We tested our approach in the final round of ERDF which resulted in significant investment in Islington Mill. The Creative Improvement Districts report states that;

*The high streets of the UK's towns are experiencing a period of turbulent change. The twin forces of internet shopping and out of town retail mean that the halcyon days of high streets populated by national brands are long gone and unlikely to return. In response, many local authorities are now developing plans for a future for their high streets that incorporates a mixture of uses and are looking beyond the economic value once produced by big name*

*retailers and towards a future in culture, food and beverage, night time economies and services uses.*

*The pandemic has exacerbated some of the issues that were present pre-crisis. The so called 'death of the high street' - a pre-pandemic trend towards lower occupancy rates of retail and leisure spaces evident in many towns and cities across the country - has intensified as a result of the government-mandated closure of these businesses and the resulting increase in reliance on internet shopping. Local authorities are hence ever more receptive to ideas which have the ability to maintain and increase growth and employment whilst breathing life into neglected looking high streets.*

*The cultural and night time economies play a central role in developing distinctive and valuable place brands that, in turn, sell places to multiple stakeholder audiences: residents, tourists, investors and government funders.*

*Through our Creative Improvement District framework, we will work with places to establish incentives, from business and comms support and use of space to support in securing event licences and grants, depending on the levers available at local authority level, that will support and attract musicians, music venues, festivals and pop-up events, increasing the vibrancy of our town and city centres and high streets, providing spaces to create and show the significant talent we have in Greater Manchester.*

We will work with colleagues in the GM Ageing Hub, PSR and GMHSCP to explore new models for place-based working, including the role of the cultural sector in neighbourhood service delivery. Post Covid, and with the potential reluctance of the population to travel great distances, new delivery models will be essential for the sustainability of the cultural sector.

# HEALING

As we emerge from the immediate impacts of the pandemic, throughout 2021, we will need to find ways to make sense of the unprecedented events of 2020 and start to heal, individually and collectively, from what has been a terrible year. We will develop and deliver schemes and programmes that support the physical and mental health of our residents and that start the healing process, that will last for many years to come.

As previously mentioned, supporting the physical and mental health of our residents, through research, strategic partnerships and co-developed and delivered activity, will be a key legacy of Greater Manchester's Great Place project. We will deliver the recommendations in 'A Social Glue' and work with cultural organisations in GM, with GMHSCP and leading practitioners and academics, to provide opportunities for our residents, including social prescribing and other creative health opportunities across the life course and across both the health and care sectors. We will build on our work with GM i-THRIVE to develop a creative mental health offer for children and young people which can be delivered in partnership with the cultural sector and we will deliver the first ever social prescribing pilot in four GM sixth form colleges in partnership with Street Games, Curious Minds and the Association of Colleges.

Through investment in CADA, the National Creative Development Agency, based at the University of Manchester, we will continue our partnership with the GM Ageing Hub, leading and delivering internationally significant research and lines of enquiry that support our residents to age well, by staying creative in older age.

As well as direct impact on the physical and mental health of our residents, COVID-19 has instigated important conversations around equality and human rights. Prior to the Pandemic, the Robert Kennedy Foundation had planned to host its inaugural Ripples Of Hope Festival in Greater Manchester and had been co-developing an internationally-significant programme with GM residents and working with young people in schools across the city region to explore what human rights means in GM. The Festival, which was postponed in 2020, provides a timely opportunity to pick up those conversations across GM. We will invest in the Festival, curated by Jude Kelly and with confirmed speakers including Marcus Rashford, to maximise impact across GM with a focus on the following themes; Dignity and Justice, Culture, Participation, Equality and Environment.

# PLANNING FOR THE FUTURE

As we deliver the activity outlined above we will also undertake research and strategic activity to plan our support for culture in Greater Manchester from 2022 onwards.

## **GREATER MANCHESTER MUSIC REVIEW**

In 2019, UK Music and GMCA published the Greater Manchester Music Review which included 10 recommendations on how the city region could support and develop music in Greater Manchester. Where recommendations don't feature in our broader plans (eg GM Culture Portfolio, Creative Improvement Districts, StreamGM) we will develop activity that supports their delivery.

Greater Manchester's musical strength comes from its diversity, from our bands and orchestras to our DJs, MCs and solo singer-songwriters, from our grass-roots venues, to our arenas and music festivals. In recognition of this diversity, and to ensure that that all artists, genres, record labels and venues have opportunity to be heard and influence policy. One of our first actions will be to establish the GM Music Commission. The commission will meet three times a year to discuss how we can build on the legacy of Greater Manchester's musical history and ensure that talent can flourish in the future.

In-between meetings, the commission will support the sector with advice and advocacy, representing our great city region in local, national and international discussions, ensuring that our artists, bands, venues, orchestras, festivals, teachers, studios and labels have a voice. A call-out for members of the commission will take place in Summer 2021 and the first meeting will take place in Autumn 2021, before a regular cycle of meetings, in January, May and October, begins.

One of the first tasks of the Commission will be to explore how to best support talent in Greater Manchester, bringing together partners, funders, schools and colleges and businesses to establish clear career routes for talented individuals, artists, promoters, practitioners and technical staff. GMCA, Arts Council England, PRS, Princes Trust and DFE, through Music Education Hubs, already make significant investment in talent in our city region. Rather than duplicating any existing funds, we will explore how to maximise the impact of this investment and these opportunities in Greater Manchester, making career pathways clear.

To demonstrate our commitment to talent in Greater Manchester, once a year, the team behind United We Stream will put on a showcase of the very best emerging talent in the city region. The Greater Manchester Music Showcase will feature talent from all ten districts, either on stage or behind the scenes, providing paid opportunities for artists in Greater Manchester who get to showcase their talent on a global stage.

## **CHAT MOSS**

Chat Moss is a large area of agricultural land, nature reserves and wetlands that makes up part of the City of Salford, Metropolitan Borough of Wigan, Warrington and Trafford MBC in Greater Manchester and Cheshire. The area is surrounded by significant heritage assets and visitor attractions from RHS Bridgewater to Lancashire Mining Museum and the GM Wetlands. The area is under disparate ownership but has significant potential as a significant attraction adding value to the assets it sits at the heart of. Many partners, from Peel Holdings, to the Lancashire Wildlife Trust, local authorities and GMCA and the Walking and Cycling Commission are committed to working together to increase the profile, use and accessibility of the area. We will invest in and support this partnership, recognising its potential to be a significant attraction for residents and visitors, with a view to securing external funding to support its development.

## **VOLUNTEERING**

As we emerge from the Pandemic, we need to properly recognise the significance of cultural volunteering in Greater Manchester. Many of our volunteer-led amateur and heritage organisations have been unable to access government funding and many of our volunteers are reluctant to return to volunteering roles, even when vaccinated. We will work with the VCSE sector, cultural organisations and existing volunteer networks to investigate the best way to support sustainable volunteering, recognising the importance of volunteering to physical and mental health, skills development and intergenerational skills exchange, talent pathways and the sustainability of many cultural and heritage organisations across our city region.

## **COLLECTIVE ACTION**

Another priority during this period will be making the most of shared experience, resource and networks, especially in relation to marketing and audience development and formal and informal education. We will work with cultural organisations across the conurbation to share audience intelligence and insight and develop shared, thematic 'seasons' of activity, communicating clearly with our residents about activities on offer across Greater Manchester. We will also work with these organisations, Arts Council England, Curious Minds and Local Education Partnerships to support our young people in any attempts to increase wellbeing support and/or catch-up with education missed as a result of the pandemic, supporting national programmes expected to take place throughout the summer holidays.

## **FUTURE CULTURAL INVESTMENT IN GM**

GMCA's funding package for the cultural sector was agreed between April 2020 and March 2022. GMCA's Culture Strategy runs until March 2024. Throughout 2021, we will work with key stakeholders in all 10 districts and investment partners, including Arts Council England and National Lottery Heritage Fund, to establish the best way to support the sector and empower our residents to enjoy our world-class cultural offer, cognisant of increasing pressures to local authority funding. By late Summer, 2021, we will have developed a range of proposals for future GMCA culture funding for March 2023 onwards, recognising that if there are to be changes to the portfolio, we will need to let organisations know if they need to apply by Autumn 2021.

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