

**GREATER MANCHESTER CULTURE  
AND SOCIAL IMPACT FUND COMMITTEE  
ANNUAL GENERAL MEETING**

**DATE:** Wednesday 17 November 2021

**TIME:** 3.30 pm

**VENUE:** Friends' Meeting House, 6 Mount Street, Manchester  
M2 5NW

**AGENDA**

1. **APOLOGIES FOR ABSENCE**
2. **APPOINTMENT OF CHAIR AND VICE-CHAIR FOR THE 2021/22 MUNICIPAL YEAR**

To note that the GMCA Portfolio Lead for Culture (Councillor Martyn Cox, Bolton) be Chair of the Greater Manchester Culture and Social Impact Fund Committee for the 2021/22 Municipal Year.

The Committee is asked to appoint a Vice-Chair for the 2021/22 Municipal Year.
3. **TO NOTE THE MEMBERSHIP OF THE GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2021/22** 1 - 2
4. **MEMBER'S CODE OF CONDUCT AND ANNUAL DECLARATION FORM** 3 - 16
5. **TO NOTE THE COMMITTEE'S TERMS OF REFERENCE** 17 - 18

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

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## ORDINARY BUSINESS

6. **CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS**
7. **DECLARATIONS OF INTEREST** 19 - 22

To receive declarations of interest in any item for discussion at the meeting. A blank form for declaring interests has been circulated with the agenda; please ensure that this is returned to the Governance & Scrutiny Officer 48 hours before the meeting.

8. **TO APPROVE THE MINUTES OF THE LAST MEETING HELD ON 19 APRIL 2021** 23 - 26

9. **GMCA CULTURE PORTFOLIO FUNDING 2022/23** 27 - 36

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

10. **PORTFOLIO UPDATE: MANCHESTER JEWISH MUSEUM (VERBAL)**

Presented by Max Dunbar, Chief Executive Officer, Manchester Jewish Museum

11. **GREATER MANCHESTER TOWN OF CULTURE 2022** 37 - 40

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

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

That meetings be organised in accordance with the Committee's Terms of Reference (at least twice a year). Please can Members bring their diaries to the meeting so a future date can be arranged?

|               |                   |                 |                  |                 |
|---------------|-------------------|-----------------|------------------|-----------------|
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| <b>BURY</b>   | <b>OLDHAM</b>     | <b>SALFORD</b>  | <b>TAMESIDE</b>  | <b>WIGAN</b>    |

## COMMITTEE MEMBERSHIP

| <b>Name</b>                  | <b>Organisation</b>     | <b>Political Party</b> |
|------------------------------|-------------------------|------------------------|
| Councillor Martyn Cox        | Bolton Council          | Conservative           |
| Councillor Hilary Fairclough | Bolton Council          | Conservative           |
| Councillor Charlotte Morris  | Bury Council            | Labour                 |
| Councillor Tim Whiston       | Manchester City Council | Labour                 |
| Councillor Norman Briggs     | Oldham Council          | Labour                 |
| Councillor Janet Emsley      | Rochdale Council        | Labour                 |
| Councillor Stephen Coen      | Salford City Council    | Labour                 |
| Councillor David Sedgwick    | Stockport Council       | Labour                 |
| Councillor Leanne Feeley     | Tameside Council        | Labour                 |
| Councillor Elizabeth Patel   | Bolton Council          | Labour                 |
| Councillor Paul Prescott     | Wigan Council           | Labour                 |

For copies of papers and further information on this meeting please refer to the website [www.greatermanchester-ca.gov.uk](http://www.greatermanchester-ca.gov.uk). Alternatively, contact the following

Governance & Scrutiny Officer: Jenny Hollamby  
✉ [jenny.hollamby@greatermanchester-ca.gov.uk](mailto:jenny.hollamby@greatermanchester-ca.gov.uk)

This agenda was issued on 9 November 2021 on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority, Broadhurst House, 56 Oxford Street, Manchester M1 6EU

|               |                   |                 |                  |                 |
|---------------|-------------------|-----------------|------------------|-----------------|
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## Membership of the Greater Manchester Culture and Social Impact Fund Committee for the 2021/22 Municipal Year

To note the Membership of the Greater Manchester Culture and Social Impact Fund Committee:

| District          | Member  | Substitute Member     |
|-------------------|---|-----------------------|
| <b>Bolton</b>     | Martyn Cox (Con) Chair as GMCA Portfolio Lead for Culture |                       |
| <b>Bolton</b>     | Hilary Fairclough (Con)                                   | To be appointed       |
| <b>Bury</b>       | Charlotte Morris (Lab)                                    | Richard Gold (Lab)    |
| <b>Manchester</b> | Tim Whiston (Lab)   | To be appointed       |
| <b>Oldham</b>     | Norman Briggs (Lab)                                       | To be appointed       |
| <b>Rochdale</b>   | Janet Emsley (Lab)  | Susan Smith (Lab)     |
| <b>Salford</b>    | Stephen Coen (Lab)  | David Lancaster (Lab) |
| <b>Stockport</b>  | David Sedgwick (Lab)                                      | Tom McGee (Lab)       |
| <b>Tameside</b>   | Leanne Feeley (Lab)                                       | Mike Smith (Lab)      |
| <b>Trafford</b>   | Liz Patel (Lab)   | Mike Freeman(Lab)     |
| <b>Wigan</b>      | Paul Prescot (Lab)  | Keith Cunliffe (Lab)  |

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## Greater Manchester Culture and Social Impact Fund Committee

Date: 17 October 2021

Subject: Member's Code of Conduct and Annual Declaration Form

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

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### **PURPOSE OF REPORT:**

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

### **RECOMMENDATION:**

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

### **CONTACT OFFICER:**

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

### **BACKGROUND PAPERS:**

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

None.

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## SECTION A: CODE OF CONDUCT FOR MEMBERS

### Part 1 General Provisions

#### 1 Introduction and Scope

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

## 2 General Principles

- 2.1 The Code and the associated guidance are based on the following general principles.
- 2.2 Members must behave according to the highest standards of personal conduct in everything they do when acting as a Member or voting Co-opted Member (or in the case of those voluntarily subject to compliance with the Code in accordance with paragraph 1.3 above, where they are otherwise acting on behalf of the GMCA). They must observe the following principles of conduct, some of which are set out in law. The seven principles of Standards in Public Life known as the Nolan Principles underpin the provisions of the GMCA's Code of Conduct for Members. They are set out in paragraphs 2.3 to 2.9 below.
- 2.3 Selflessness: holders of public office should act solely in terms of the public interest.
- 2.4 Integrity: holders of public office **must avoid** placing themselves under any obligation to **people or** organisations that might try inappropriately to influence them in the work. **They should not act or take decisions on order to gain financial or other material benefits for themselves, their family, or their friends. They must disclose and resolve any interests and relationships.**
- 2.5 Objectivity: **Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.**
- 2.6 Accountability: Holders of public office are accountable for their decisions and must submit themselves to whatever scrutiny is appropriate to **ensure this.**
- 2.7 Openness: Holders of public office should **act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for doing so.**
- 2.8 Honesty: Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.
- 2.9
- 2.10 Leadership: Holders of public office should **exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.**Where those covered by this Code act as a representative of the GMCA:
- (a) on another relevant authority, they must, when acting for that other authority, comply with that other authority's code of conduct; or
  - (b) on any other body, they must comply with this Code, unless it conflicts with any other lawful obligations to which that other body may be subject.

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

### 3 General Obligations for Members

#### 3.1 You must not:-

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

#### 3.2 You must not:

- a. Disclose information given to you in confidence by anyone, or information acquired by you which you believe, or ought reasonably to be aware, is of a confidential nature, except where:
  - i. You have the consent of a person authorised to give it;
  - ii. You are required to do so by law;
  - iii. The disclosure is made to a third party for the purpose of obtaining professional **legal** advice, provided that the third party agrees not to disclose the information to any other person; or
  - iv. the disclosure:
    - is reasonable and in the public interest; and
    - is made in good faith and in compliance with the reasonable requirements of the GMCA; **and I have consulted with the Monitoring Officer prior to its release or**
- b. **Do not improperly use knowledge gained solely as a result of your role as a Councillor for the advancement of yourself, friends, family members, employer or business interests**
- c. Prevent another person from gaining access to information to which that person is entitled by law.

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

**3.4** You:

- a. must not use or attempt to use your position as a Member improperly to **the advantage or disadvantage** for myself or any other person, ; and
- b. must, when using or authorising the use by others of the resources of the GMCA:
  - act in accordance with the GMCA’s reasonable requirements;
  - ensure that such resources are not used improperly for political purposes (including party political purposes) **or be conductive to, gthe discharge of the functions of the GMCA or of the office to which I have been appointed;** and
- c. must have regard to any applicable Local Authority Code of Publicity made under the Local Government Act 1986.

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

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

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

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

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

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

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

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

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

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

**PART 1**

**DISCLOSABLE PECUNIARY INTERESTS**

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

|  |  |
|--|--|
|  |  |
|--|--|

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

**2. SPONSORSHIP**

|  |
|--|
|  |
|--|

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

**3. CONTRACTS WITH THE GMCA**

| <b>Member</b> | <b>Partner</b> |
|---------------|----------------|
|               |                |

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

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

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

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

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

| Member | Partner |
|--------|---------|
|        |         |

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

#### 5. LICENCES TO OCCUPY LAND

| Member | Partner |
|--------|---------|
|        |         |

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

## 6. CORPORATE TENANCIES

| Member | Partner |
|--------|---------|
|        |         |

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

## 7. SECURITIES

| Member | Partner |
|--------|---------|
|        |         |

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

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

## **PART 2**

### **PERSONAL INTERESTS**

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

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

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

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

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

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

### 3. GIFTS AND HOSPITALITY

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

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

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

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

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

Signed:

Date:

**OFFICE USE ONLY**

**RECEIVED**

Signed .....

Officer of the GMCA

Date .....

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## **CULTURE AND SOCIAL IMPACT FUND COMMITTEE TERMS OF REFERENCE**

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

### **Delegations:**

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

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

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

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

### **GMCA CULTURE FUND**

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

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

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

**GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE 2020/21  
17 NOVEMBER 2021**

Declaration of Councillors' Interests in Items Appearing on the Agenda

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

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

| <b>Minute Item No. / Agenda Item No.</b> | <b>Nature of Interest</b> | <b>Type of Interest</b>                                   |
|--|---------------------------|---|
|  |                           | <b>Personal / Prejudicial /<br/>Disclosable Pecuniary</b> |
|  |                           | <b>Personal / Prejudicial /<br/>Disclosable Pecuniary</b> |
|  |                           | <b>Personal / Prejudicial /<br/>Disclosable Pecuniary</b> |
|  |                           | <b>Personal / Prejudicial /<br/>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 have an interest

#### FOR PREJUDICIAL INTERESTS

##### YOU MUST

- Notify the governance officer for the meeting as soon as you realise you have a prejudicial interest (before or during the meeting)

- 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.

- 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 MEETING OF THE CULTURE & SOCIAL IMPACT FUND COMMITTEE HELD ON MONDAY 19 APRIL 2021, VIRTUAL LIVE MEETING

### MEMBERS:

|                                     |                            |
|-------------------------------------|----------------------------|
| Councillor David Greenhalgh (Chair) | Portfolio Lead for Culture |
| Councillor Hilary Fairclough        | Bolton Council             |
| Councillor Jane Black               | Bury Council               |
| Councillor Luthfur Rahman           | Manchester City Council    |
| Councillor Janet Emsley             | Rochdale Council           |
| Councillor Stephen Coen             | Salford City Council       |
| Councillor Kate Butler              | Stockport Council          |
| Councillor Elizabeth Patel          | Trafford Council           |

### OFFICERS IN ATTENDANCE:

|                       |                                  |
|-----------------------|----------------------------------|
| Alison Mckenzie-Folan | Lead Chief Executive for Culture |
| Sam Elliott           | Bolton Council                   |
| Zoe Williams          | Manchester CC                    |
| Sabnum Hariff-Khan    | Oldham Council                   |
| Peter Ashworth        | Stockport Council                |
| Sheena MacFarlane     | Oldham Council                   |
| Marie-Claire Daly     | GMCA                             |
| Alison Gordon         | GMCA                             |
| Jenny Hollamby        | GMCA                             |
| Kerry Bond            | GMCA                             |
| Steve Annetttt        | GMCA                             |
| Kerry Bond            | GMCA                             |
| Darren Grice          | Link4Life                        |

### S&SIFC/01/21

### APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Norman Briggs (Oldham), David Lancaster (Salford), Leanne Feeley (Tameside) and Paul Prescott (Wigan).

### S&SIFC/02/21

### CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS

The Chair explained how the virtual meeting would be conducted and the procedure and protocols to be adopted throughout the meeting.

**S&SIFC/03/21**

**DECLARATIONS OF INTEREST**

Councillor Janet Emsley declared a personal interest in Item 5 – Greater Manchester Culture Recovery Plan and In Year Review by virtue of her GMCA appointment on the Hallé Orchestra Board and being Portfolio Holder for a Safer and Inclusive Community at Rochdale Council, which included Link4Life.

Councillor Jane Black declared a personal interest in Item 5 – Greater Manchester Culture Recovery Plan and In Year Review by virtue of her appointment as Trustee of the Bury Metropolitan Arts Board.

**S&SIFC/04/21**

**TO APPROVE THE MINUTES OF THE LAST MEETING HELD ON 3 SEPTEMBER 2020**

**RESOLVED/-**

That the minutes of the last meeting held on 3 September 2020 be approved as a correct record.

**S&SIFC/05/21**

**GREATER MANCHESTER CULTURE RECOVERY PLAN & IN YEAR REVIEW**

It was explained that in February 2020, GMCA agreed the two-year Greater Manchester 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 delivered the ambitions outlined in the Greater Manchester Culture Strategy that could not be delivered by a single organisation.

In March 2020 cultural organisations in Greater Manchester closed their doors because of the Covid-19 national lockdown. Whilst many managed to deliver activity during lockdown and beyond, the sector nationally and across Greater Manchester continued 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.

Whilst it had been a challenging year for one of the sectors hit hardest by the pandemic, significant activity had taken place that had supported people and places through the first year of the pandemic. The activity was outlined in detail in Appendix A of the report.

As the rollout of the vaccine continued, the report outlined how the GMCA would work with the sector and partners across Greater Manchester to emerge from the pandemic and contribute to the wider national and local recovery and presented for agreement a draft Greater Manchester Cultural Recovery Plan detailed in Appendix B of the report.

The key points referred:

- a) Any questions that were not answered by the report should be forwarded to the GMCA's Culture and Creative Policy Principal.
- b) The Chair thanked Officers for the report and commented that culture would play a huge part in the wellbeing recovery of residents coming out of the pandemic.
- c) A Member asked about commemorative events and Local Authorities (LA). Conversations had commenced last week with Officers. It was explained that the current focus was on reopening. However, within the next month information on what events were taking place in Greater Manchester would be gathered. It was envisaged that events would take place in summer 2021 when restrictions had been lifted and venues were open. Cultural organisations within the portfolio would also be consulted. Once a programme was developed, it would be shared with residents.
- d) A Member raised paragraph 2.2 of the report and the size of the cultural economy sector in Greater Manchester. It was suggested that more emphasis should be placed on this to raise awareness.
- e) In terms of the Greater Manchester Covid Commissions, it was reported that Bury Council had supported six of their own grants this year. It was important that this be continued and developed.
- f) A Member commented that the link with the regeneration of town centres especially high streets was crucial and creative improvement should be strengthened with the work of LAs. It was explained that LAs had been asked to contact the GMCA for support. A presentation had been provided at the Directors of Place meeting to raise awareness and to make sure culture was a feature of funding.
- g) Officers were asked for further information about strengthening the support for volunteers. It was reported that conversations were taking place with the GMCA's Voluntary Sector Lead to work out how cultural volunteering fitted into the wider volunteering picture and how they would be supported.
- h) The Chair commented that culture should be a focus for all LAs in terms of funding and planning. It was important that collaborative work with LAs take place regularly.
- i) A Member was sad to see that some organisations previously funded by the GMCA had not received funding from other streams.
- j) Popup events that complied with Covid restrictions were highlighted as the way forward.
- k) A Member was pleased that the United We Stream event could potentially become more permanent.

- l) In terms of the roadmap, a live comedy event was planned in Trafford from 17 May 2021 as part of the pride in Trafford programme. The event was being broadcast live and for half the price residents could watch from home. In terms of audience confidence, this was suggested as a way forward. The Hear and Now installation as part of the twenty fifth birthday lottery celebrations would be open from 17 May 2021.
- m) A Member asked how well the culture portfolio was working with other GMCA areas and priorities. It was further asked if culture resources be used to target groups such as young people and those that were shielding that had lost confidence through the pandemic. It was explained that once the full picture of activities and a programme was known, gaps would be identified, and work would take place with the relevant organisations to develop those areas.
- n) At the next meeting, the Chair asked for factual detail and information on what cultural activity had taken place, the successes and where there had been issues. It would also be beneficial for the Committee to assess the reopening of venues and how this had taken place. Members also requested a report on partnership development, learning and new ways of working. It was also suggested that learning from Liverpool's large event experiment be considered.
- o) Any Member wanting to serve as a Contact Theatre Board Member was asked to contact the GMCA's Culture and Creative Policy Principal.

#### **RESOLVED/-**

1. The Greater Manchester and national activity to date, including the GMCA Culture Year In Review was noted by the Committee.
2. That the Committee discussed the Greater Manchester Culture Recovery Plan as noted above.

**S&SIFC/06/21**

#### **DATES AND TIMES OF FUTURE MEETINGS**

It was agreed that a meeting would take place in June 2021.

## **Greater Manchester Culture and Social Impact Fund Committee**

Date: 17 November 2021  
Subject: GMCA Culture Portfolio Funding 2022/23  
Report of: Councillor Martyn Cox, Portfolio Lead for Culture

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### **PURPOSE OF REPORT:**

The recommendations in the paper, to roll-over GMCA cultural investment (£3.84m p/a) for one year (2022-2023) to provide surety to the organisations funded by GMCA and support the continuation of strategic cultural activity including Town of Culture, Creative Improvement Districts, StreamGM and the GM Music Commission, were agreed by GMCA in September 2021.

### **RECOMMENDATION:**

Members are asked to note the proposal agreed by GMCA on 24 September 2021.

### **CONTACT OFFICER:**

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BOLTON  
BURY

MANCHESTER  
OLDHAM

ROCHDALE  
SALFORD

STOCKPORT  
TAMESIDE

TRAFFORD  
WIGAN

## Equalities Impact, Carbon and Sustainability Assessment:

| Impacts Questionnaire  |  |  |
|--|--|--|
| Impact Indicator   | Result   | Justification/Mitigation   |
| Equality and Inclusion   | G  |  |
| Health   | G  |  |
| Resilience and Adaptation  | G  |  |
| Housing  |  |  |
| Economy  | G  |  |
| Mobility and Connectivity  |  |  |
| Carbon, Nature and Environment   |  |  |
| Consumption and Production   |  |  |
| Contribution to achieving the GM Carbon Neutral 2038 target  |  |  |
| Further Assessment(s):   | N/A  |  |
|  Positive impacts overall, whether long or short term. |  Mix of positive and negative impacts. Trade-offs to consider. |  Mostly negative, with at least one positive aspect. Trade-offs to consider. |
|  |  |  Negative impacts overall.   |
| Carbon Assessment  |  |  |
| Overall Score  | <input type="text"/>   |  |
| Buildings  | Result   | Justification/Mitigation   |
| New Build residential  | N/A  |  |
| Residential building(s) renovation/maintenance   | N/A  |  |
| New Build Commercial/Industrial  | N/A  |  |
| Transport  |  |  |
| Active travel and public transport   | N/A  |  |
| Roads, Parking and Vehicle Access  | N/A  |  |
| Access to amenities  | N/A  |  |
| Vehicle procurement  | N/A  |  |
| Land Use   |  |  |
| Land use   | N/A  |  |
| No associated carbon impacts expected.   |  High standard in terms of practice and awareness on carbon.  |  Mostly best practice with a good level of awareness on carbon.             |
|  |  |  Partially meets best practice/ awareness, significant room to improve.     |
|  |  |  Not best practice and/ or insufficient awareness of carbon impacts.      |

**Risk Management:**

*The proposal will provide stability for cultural organisations currently funded by GMCA. Any organisation eligible for roll-over funding following this decision will undergo a full organizational health check and due diligence process before contracts are signed in March 2022. Following signing of contracts, organisations will be expected to fulfil payment and monitoring conditions before payments are released.*

**Legal Considerations:**

*Contained within the report at para 3.6*

**Financial Consequences – Revenue:**

*This proposal will mean GMCA will be funding the GMCA Culture Fund 2022/23 at the same level as 2020/2021 and 2021/2022. This will be £2.84m district contributions and £1m future retained business rates.*

**Financial Consequences – Capital:**

*N/A*

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

*N/A*

**Comments/recommendations from Overview & Scrutiny Committee**

*N/A*

| <b>TRACKING/PROCESS</b>  |                               |
|--|-------------------------------|
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution?  | No                            |
| <b>EXEMPTION FROM CALL IN</b>  |                               |
| Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency? | n/a                           |
| GM Transport Committee   | n/a                           |
| Overview & Scrutiny Committee  | 8 <sup>th</sup> October, 2021 |

# 1. INTRODUCTION/BACKGROUND

- 1.1 In February 2020, GMCA agreed the two-year GM Culture Fund budget at £3,840m p.a., which included £3.5m a year support to 35 cultural organisations from across Greater Manchester, £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 and £70k p.a. for programme management. The GMCA investment agreed was for two years: April 2020 to March 2022. This settlement was the second time that GMCA had agreed an increase to the GMCA Culture budget, to bring more organisations into the portfolio and increase access to culture for GM residents. The first increase in 2017, saw the culture (and social impact) budget increase from £2.7m to £3.04m. In 2019, the budget was increased from £3.04m p/a to £3.84m p/a in recognition of the important role culture plays in the lives of our people and the reputation of our places. These increases saw the culture portfolio grow from 19 GM organisations to 35, with organisations based in every GM district and increased investment in disability, LGBTQ+ and BME-led organisations.
- 1.2 Approval would be needed as part of 2022/23 GMCA budget for continued funding from District contributions (£2.84m 2021/22) and future retained business rates (£1m 2021/22). The existing retained business rates reserve held by GMCA is now fully committed as agreed at GMCA meeting on 27th November 2020.
- 1.3 As part of the February 2020 GMCA report, and following feedback from Leaders and colleagues across GMCA and strategic partners including Arts Council England and National Lottery Heritage Fund, it was agreed that a further report would be brought to GMCA in 2020 outlining a new approach to cultural investment in GM, with potential to align to Arts Council England's National Portfolio investment (four year funding settlement).
- 1.4 In March 2020, cultural organisations in Greater Manchester closed their doors because of the COVID-19 national lockdown. While many organisations delivered some activity, the culture sector nationally and across Greater Manchester continues to be in a precarious position. Many organisations have received financial support from local authorities, the furlough scheme and through DCMS's £1.57billion Culture Recovery Fund. The majority of cultural organisations are a long way from pre-pandemic levels of income, and it continues to be a very challenging time for the sector and that challenge is expected to last through 2022 as long-term impacts of the pandemic become clear.
- 1.5 The cultural and creative sector have a vital role to play in Greater Manchester's broader recovery. From the economic recovery of our high streets and town centres, where culture and experience-led activities are likely to overtake retail-led regeneration to supporting our residents' physical and mental health. If properly supported through this challenging period, the culture and creative sector can play an integral role in building back better.

## **2 THE STATE OF THE SECTOR**

- 2.1 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.
- 2.2 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 at the start of the pandemic. There are still significant challenges ahead, however, as much of the sector in Greater Manchester has been unable to generate earned income for more than a year. While extensions to furlough and SEISS and a third round of DCMS's Cultural Recovery Fund are welcome, there are still expected to be significant challenges for the sector. These will become particularly acute as support tapers off, but trading hasn't returned to pre-pandemic levels, especially given that many organisations have had to deplete reserves to survive.
- 2.3 Research from the Creative Industries Federation, published in February 2021 found that:
- 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.

## **3. CULTURE RECOVERY PLAN**

- 3.1 In March 2021, GMCA approved the one-year GM Culture recovery plan, 'Protect, Restore, Heal, Grow'. The plan outlined how GMCA would draw on all available resources to support the sector over the next twelve months, taking forward some of the learnings of the past year, including significant digital advances to widen access

to culture, and a greater love and pride in our local places and cultural and heritage assets.

3.2 The plan outlined how GMCA would continue to invest in the 35 organisations in the GM Culture Portfolio for the second year of the 2020-2021 funding round, asking organisations in return to prioritise delivery in the following areas;

- providing paid employment for artists and freelancers;
- providing cultural activity for GM residents, especially in relation to mental health, education, physical health and reducing inequality;
- working with and in our high streets, towns and city centre.

3.3 The remainder of the plan outlined the three thematic areas that would guide spend of the GM Culture Strategic Budget, as follows:

**(i) Digital Developments**

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 2021, before moving to a hybrid model, when restrictions allow, through two trailblazing digital projects, StreamGM and GM Creative Connections.

**(ii) Coming Together**

This strand of activity looks at how we start to emerge from the pandemic, we will be able to start to think about what was lost while living through lockdown, including the enjoyment of 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 to use culture to bring vibrancy back to our places and bring people together in joyous shared experiences. GMCA is focussing activity in this area in two key projects: 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.

**(iii) Healing**

GMCA recognises the need to find ways to make sense of the unprecedented events of 2020 and 2021 and start to heal, individually and collectively, from what has been a terrible time. We are in the process of developing and delivering 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. GMCA is currently investing the Creative Ageing Development Agency, in a shared post with GM HSCP and in the Ripples of Hope Festival.

3.4 Given the huge difficulties already faced by the cultural sector and the challenges likely to arise throughout 2022 as recovery starts to build, the sector needs surety. While it would be possible to go out for a new GMCA Culture funding round in Autumn 2020, bidding into the fund would place significant pressure on cultural organisations

who will hopefully be fully focussed on their initial few months of ‘normal’ trading for more than 18 months.

- 3.5 With this in mind, GMCA is asked to agree to rolling over existing cultural investment for one year (April 2022-March 2023). This would support the current portfolio of organisations and strategic activity at the same financial level as 2020/21 and 2021/22. Many funders (including Arts Council England) are doing similar with their

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

portfolio investment by rolling forward funding for their portfolio organisations for the financial year 2022/3, before introducing a new investment approach in 2023/4. In the same way, a roll forward on GMCA funding would provide surety to the organisations of the GMCA funds, as well as allowing continued strategic activity (including the next Town of Culture competition, Creative Improvement Districts, StreamGM, Health, Wellbeing and the Arts, Centre for Ageing, GM Music Board). Proposals around a revised approach to cultural investment from 2023/4 onwards will be brought to GMCA early in the financial year 2022/3.

- 3.6 Legal advice has been sought regarding possible challenges to this action and it is considered that since there have been no assurances regarding future funding it is unlikely that a successful challenge could be made by other organisations. The health checks referred to elsewhere in the report should be carried out to seek reassurance regarding the continued financial viability of each member of the portfolio.

## 4. THE PORTFOLIO

- 4.1 There are portfolio organisations based in every district of Greater Manchester, with many delivering activity across all ten districts. The portfolio is diverse in terms of artform representation and scale and delivers a broad range of activity, from classical music and traditional theatre to carnivals and contemporary art.
- 4.2 More than 100 organisations applied to be in the GM Culture portfolio 2020-2022. The 35 organisations currently included scored highest against the outlined criteria, once balancing factors like geography, artform and diversity were considered.
- 4.3 All funded organisations have delivered significant activity throughout the pandemic and there are no concerns around quality of work or impact on GM communities. Similarly, while many organisations are in a precarious position following more than a year of significantly reduced income, the 35 organisations in the portfolio are currently in a limited but relatively sustainable financial position.

- 4.4 Many of GMCA's supported cultural organisations did receive some financial support from the national Cultural Recovery Fund. This was primarily in the form of grants to cover lost income as well as to cover the cost of keeping venues closed during CV19 restrictions, although at least one GMCA funded organisation received repayable loan funding from the Culture Recovery Fund.
- 4.5 If a roll-over were to be agreed, GMCA would undertake an organisational health-check with all funded organisations to understand the impact of CV19 restrictions on the organisation's finances as well as any national Culture Recovery Funding (including loan repayments if relevant) on the stability and financial health of each organisation to understand if the full GMCA grant is still required, ahead of investment.
- 4.6 Providing these organisations with stability, and not asking them and other cultural organisations to apply for competitive funding when they will have only been operating fully for a few months after restrictions will offer much-needed steadiness to these organisations who have undergone significant difficulties over the past 18 months. These organisations also use many freelance creatives in GM, so continuing investment in these organisations will, in turn, support freelancers and the broader supply chain and ecosystem.
- 4.7 A decision to rollover funding will have a negative impact on organisations currently not in the portfolio, who will not be able to apply for funding for one year. However, letting these organisations know early and not asking them to apply for funding when the majority will be unsuccessful, will support them in their financial planning for 2023 onwards.
- 4.8 Arts Council England is taking a similar approach to National Portfolio Organisations or NPOs (organisations in receipt of four-year funding) and will roll-over investment to these organisations in 2022/23 before announcing a new approach to investment from 2023/4 onwards. Arts Council England currently invests £26.6m p/a in GM in this way. Around 60% of the organisations in the GMCA Culture portfolio are currently NPOs. A rollover year would align GMCA investment with this revised approach from Arts Council England.

## **5. STRATEGIC ACTIVITY**

- 5.1 As part of the funding agreement in 2020, GMCA agreed a strategic culture budget of £270k p/a, which supports activity that cannot be delivered by a single organisation. This investment has been vital in supporting the sector through COVID and is core to the way in which GMCA is able to make strategic interventions and support the development and delivery of cultural provision across GM.
- 5.2 In 2020/21, part of this strategic budget supported United We Stream, which raised more than £600,000 for struggling creative businesses and freelancers and provided a platform for Greater Manchester talent to be seen all over the world while our venues were closed, with more than 20 million global views. Investment also supported the Creative Commissions project, 60 micro grants for artists from Greater Manchester to help them through the early months of the pandemic when income for

many stopped completely. Strategic funding also supported the Creative Ageing Development Agency, which supports the cultural sector to be more age-friendly with research, training and advocacy for older creatives. There was also investment into GW Theatre, based in Tameside, for a programme around arts and health, investment into the development of Chat Moss as a visitor attraction in Greater Manchester, investment into delivering the recommendations of the Greater Manchester Music Review, investment into the Creative Improvement Districts programme, placing culture and the night time economy at the heart of the regeneration of our town centres and high streets. The strategic budget also supported Marketing Manchester's culture campaign, the Ripples of Hope Festival and provided investment into Bury as GM's inaugural Town of Culture.

- 5.3 In 2021/22 the GMCA strategic budget will support the delivery of the GM Culture Recovery Plan, agreed by GMCA in March 2021. This includes investment into StreamGM, the legacy of United We Stream, providing a global platform for GM talent. There is also further investment into Creative Improvement Districts and the development of a resource to match artists, performers and musicians with opportunities and spaces across Greater Manchester. The strategic budget will also be invested into creative ageing and in arts and health activity, building on the recommendations of A Social Glue. The 2021/22 budget will also be invested in the establishment of a Music Commission for Greater Manchester and the continuation of the GM Town of Culture programme.
- 5.4 A one-year rollover of the GMCA Culture budget at current levels would support the continuation of many of these strategic interventions that will help the cultural sector in Greater Manchester return stronger. A reduction to the strategic budget would require some activity to cease completely, and funds would need to be found to support the delivery of some of the mayoral manifesto pledges including Town of Culture and the GM Music Commission.

## **6. ACTIVITY 2022/23**

- 6.1 If a one year rollover of investment is supported and agreed by GMCA, officers will work with the existing portfolio on an organisational health check in Autumn 2021 before co-developing one year delivery plans, aligned to the delivery of the Greater Manchester Culture Strategy. New grant funding agreements will be signed in February 2022 and delivery will start in April 2022. Priorities for strategic investment, beyond those outlined in 5.4 would be developed with the sector in early 2022.
- 6.2 Investment approaches from 2023/4 onwards would be dependent on the outcome of this decision. If a rollover is agreed, officers will work with colleagues across GM and with national partners to develop new investment proposals from 2023 onwards, aligning where possible with Arts Council England's funding round.

## **7. RECOMMENDATION**

- 7.1 The recommendation can be found at the front of this report.

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## **Greater Manchester Culture and Social Impact Fund Committee**

Date: 17 November 2021  
Subject: Greater Manchester Town of Culture 2022  
Report of: Councillor Martyn Cox, Portfolio Lead for Culture

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### **PURPOSE OF REPORT:**

This report sets out a proposal for GM's second Town of Culture in 2022 as put forward in the GM Culture Strategy. The report also provides an update on GM's first Town of Culture, Bury with activity delivered in 2021 as a result of CV19 restrictions preventing delivery in 2020. This paper was approved by GMCA in October 2021.

### **RECOMMENDATION:**

The Committee is asked to note the paper and process agreed by GMCA in October 2021

### **CONTACT OFFICER:**

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

BOLTON  
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WIGAN

## Equalities Impact, Carbon and Sustainability Assessment:

### Risk Management:

*The successful applicant will fully address risk management of the Town of Culture programme in their place*

### Legal Considerations:

N/A

### Financial Consequences – Revenue:

*£50,000 from the “strategic projects” element of the GM Culture Fund 2022/23. The GM Culture Fund budget was agreed in September 2021, this represents no increase in that total.*

### Financial Consequences – Capital:

N/A

### Number of attachments to the report:?

N/A

## Comments/recommendations from Overview & Scrutiny Committee

### BACKGROUND PAPERS:

GM Culture Strategy

GMCA report Greater Manchester Town of Culture – 27 Sept 2019

|  |   |   |
|--|---|---|
| <b>TRACKING/PROCESS</b>  |   | [All sections to be completed]                            |
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution   |   | Yes / No<br>[Delete as appropriate]                       |
| <b>EXEMPTION FROM CALL IN</b>  |   |   |
| Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency? |   | Please state the reason the report is exempt from call-in |
| GM Transport Committee   | Overview & Scrutiny Committee                                   |   |
| [Date considered at GM Transport Cttee if appropriate]   | [Date considered by the relevant Overview & Scrutiny Committee] |   |

## **1. BACKGROUND**

- 1.1 The GM Culture Strategy set out an ambition to ‘Celebrate the distinctive identity of our cities and towns, developing cultural programmes that reflect and respond to place’. To deliver this ambition, in 2019 GMCA ran its first ever Town of Culture programme, supported by Strategic Project funding from the GMCA Culture budget. The process was approved by GMCA in September 2019 and was followed by an invitation for expressions of interest from GM’s ten local authorities.
- 1.2 The quality of proposals was high with an independent panel awarding Bury the first GM Town of Culture and £50,000 from the GMCA Culture Fund to support programming. Bury put forward an ambitious and exciting programme called “Happy” celebrating Victoria Wood. Delivery was planned for 2020.
- 1.3 As a result of CV19 restrictions in 2020, the difficult decision was made to postpone Bury’s Town of Culture programme to 2021. A hugely successful programme was delivered in 2021, while the country was under some form of restrictions for more than half the year. Despite this, organisers were able to curate and deliver a hybrid programme of online and live events, starting the year with a 24-hour United We Stream party being beamed into more than four million homes in more than 22 countries around the world. Throughout the year there were a host of programmes, initiatives and events, including Happy Festival (with The Halle), investment in local artists and a final two-week festival, Burrs Live, which saw the Bury park play host to Head For The Hills featuring Everything Everything and Badly Drawn Boy.
- 1.4 £50,000 investment from GMCA brought in more than £150,000 in additional funds for the programme from Bury Council, Arts Council England and the Victoria Wood Foundation, bringing the total budget to £200,000. There is strong legacy for the programme in Bury with the town in the process of developing a Culture Strategy, with a focus on placing culture at the heart of economic regeneration of towns in the borough.

## **2. PURPOSE**

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

### **3 PROPOSED TOWN OF CULTURE PROGRAMME**

- 3.1 To establish the 2022 GM Town of Culture, it is proposed that local authorities will be invited to put forward a single proposal for Town of Culture within their borough. This short proposal should set out the proposed programme, ambition, and impact of securing Town of Culture for their nominated town.
- 3.2 To ensure a focus on the town when the very best activity is happening, LAs will be able to nominate the length of their programme (min. 3 months, max. 6 months), providing flexibility if a place has a particularly strong summer, autumn, or winter programme.
- 3.3 The GM Town of Culture will build on existing cultural strengths within the selected town, as well as being able to work with GM Culture Fund recipients (35 current recipients including the Halle, The Lowry, Bolton Octagon, The Royal Exchange, Oldham Coliseum, Bury Met, etc) to build a programme of activity.
- 3.4 An independent panel made up of non-LA members or representatives from the GM Culture and Heritage Steering Group will select the winning bid, based upon the bids ambition, impact and additionality. As previously, it is intended this group will be co-chaired by Lisa Nandy MP (Chair - Centre for Towns) and a member of GM LEP.
- 3.5 The successful 2022 Town of Culture borough would be awarded up to £50k programming budget, allocated from the Strategic Projects element of the GM Culture Fund 2022/3. It is expected that this amount would be matched either in cash or kind with the support of the relevant local authority. Places will be encouraged to approach local businesses and organisations to support activity.

### **4. TIMESCALES**

- 4.1 The second GM Town of Culture will be in 2022.
- 4.2 Local authorities will be able to submit a single short proposal (no more than 5 pages) identifying their proposed Town of Culture and the proposed programme of activity by the deadline of Friday 10th December 2021.
- 4.3 The independent panel will consider proposals and the selected proposal announced by the 7<sup>th</sup> January 2022.
- 4.4 As with the first GM Town of Culture, the programme will be evaluated, and any learnings will inform the process and timescales for future rounds of GM Town of Culture.

### **5. RECOMMENDATION**

- 5.1 The recommendation can be found at the front of the report.