

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

**MEMBERS:**

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

**OFFICERS IN ATTENDANCE:**

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

**GMCSIF 10/18 APOLOGIES**

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

**GMCSIF 11/18 CHAIRS ANNOUNCEMENTS**

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

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

#### **GMCSIF 12/18 DECLARATION OF INTERESTS**

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

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

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

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

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

#### **RESOLVED /-**

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

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

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

#### **GMCSIF 15/18 DRAFT TERMS OF REFERENCE**

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

#### **RESOLVED/-**

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

## **GMCSIF 16/18 GMCA CULTURE PORTFOLIO UPDATE**

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

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

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

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

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

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

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

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

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

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

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

#### **RESOLVED/-**

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

#### **GMCSIF 17/18 GREATER MANCHESTER CULTURE STRATEGY**

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

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

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

Members made the following comments-

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

#### **RESOLVED/-**

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

#### **GMCSIF 18/18 FUTURE MEETINGS**

#### **RESOLVED/-**

That quarterly meetings be set and circulated to Members.