

Date: 27 September 2019

Subject: Greater Manchester Town of Culture

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

PURPOSE OF REPORT

This report sets out a proposal for an annual Greater Manchester Town of Culture programme as set out in The Greater Manchester Strategy and the GM Cultural Strategy.

RECOMMENDATIONS:

GMCA is asked to:

- Agree the proposal for an annual Greater Manchester Town of Culture programme as set out in Section 3 of this report.
- Subject to GMCA agreement to the proposed GM Culture Fund, agree a programming budget of £50,000 per year for 2020 and 2021.
- Agree the timescales set out in Section 4 of this report.

CONTACT OFFICERS:

Alison Gordon, GMCA (Alison.gordon@greatermanchester-ca.gov.uk)

Marie-Claire Daly, GMCA (Marie-Claire.Daly@greatermanchester-ca.gov.uk)

1 BACKGROUND

- 1.1 The refreshed GMS and recently adopted GM Culture Strategy set out an ambition for a Greater Manchester Town of Culture. This report proposes a GM Town of Culture programme following extensive engagement with stakeholders including LA arts Leads, national funding organisations and other city-regions already delivering similar activity.

2 PURPOSE

- 2.1 A GM Town of Culture programme will 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 GM Town Centre Challenge.
- 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 In order to build momentum, create a recognisable brand and competition, it is proposed Greater Manchester creates an annual Town of Culture programme. This will allow a regular opportunity to highlight the distinctive culture of towns.
- 3.2 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.
- 3.3 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.
- 3.4 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 (28 current recipients including the Halle, The Lowry, Bolton Octagon, The Royal Exchange, Oldham Coliseum, etc) to build a programme of activity.
- 3.5 An independent panel made up of non-LA members or representatives from the GM Culture and Heritage Steering Group would select the winning bid, based upon the bids ambition, impact and additionality. This group will be co-chaired by Lisa Nandy (MP, Centre for Towns) and Fiona Gibson (GM LEP, Interim Chief Exec, Liverpool Everyman and Playhouse) Terms of reference and membership of the GM Culture and Heritage Steering Group is set out in Annex A.
- 3.6 Subject to GMCA agreement on the future GM Culture Fund, the successful Town of Culture borough would be awarded up to £50k programming budget, allocated from the strategic projects element of the GM Culture Fund. 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 first Town of Culture will be in 2020.
- 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 1st November 2019.
- 4.3 The independent panel will consider proposals and the selected proposal announced by the end of November 2019.
- 4.4 Subject to GMCA agreement of the GM Culture Fund, the £50,000 programming budget will be granted to the relevant local authority in April 2020.
- 4.5 The first year of GM Town of Culture will be evaluated and any learnings will inform the process and timescales for the second annual Town of Culture in 2021.

4. RECOMMENDATIONS

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

Annex A

Terms of Reference

Greater Manchester Culture And Heritage Steering Group

V0.2

Date agreed	Version	By whom
February 2019	V0.1	GM Culture and Heritage Steering Group
Updated August 2019	V0.2	GMCA Culture

Purpose

Greater Manchester is rightly proud of its rich cultural heritage and thriving cultural sector, from grass-roots community and heritage groups to internationally significant cultural organisations and cutting-edge digital festivals, Greater Manchester has a diverse and distinctive offer.

Culture helps us understand and express who we are and makes a significant contribution to the wellbeing of our residents while contributing to the economic prosperity of our city region. Feedback from the Greater Manchester Strategy consultation indicated that one of the main reasons residents like working, living, learning, doing business or visiting Greater Manchester is because of its rich culture and arts offer.

While there is much to celebrate, there are significant challenges we must address, including improving the diversity of the sector, increasing access for all residents and ensuring our organisations are robust and ready for the future.

In recognition of the importance of culture and heritage, Greater Manchester was the first devolved authority to establish a culture portfolio, tasked with setting the strategic direction for cultural provision and investment across the city region, ensuring culture and creativity are accessible to all our residents and raising the profile of our considerable cultural offer.

Roles and Responsibilities

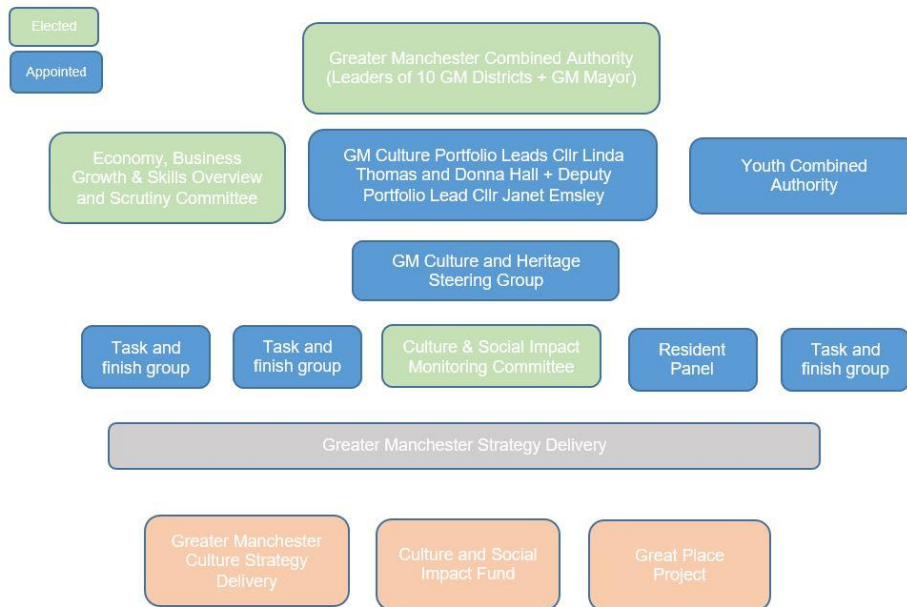
The Greater Manchester Culture and Heritage Steering Group brings together artists, local and national partners to provide expert advice on the needs of the sector and to act as critical friends.

Members of the group are asked to;

- Give insight into issues affecting culture and heritage in Greater Manchester, drawing on personal experience, but also looking beyond it to what actions and policies will make Greater Manchester the best place to enjoy, create and participate in cultural activity
- Highlight opportunities and offer advice on how Greater Manchester might best address locally and nationally significant issues

- Help Greater Manchester to shape policy and activity that ensures that all have access to the very best cultural activity and that their creative expression is supported and encouraged

Relationships with other GM groups and boards



Accountability

The GM Culture Steering Group is accountable to the GMCA.

Ways of Working

The following ways of working are agreed:

- The Chair may invite guests appropriate for the agenda.
- Any member of the Group may propose an agenda item for consideration with a minimum of a fortnight's notice. In addition there will be a standing "Any Other Business" item on the agenda for brief items to be raised.
- Recorded actions of the meeting will be distributed to all Group Members.
- A quorum of at least five Group Members is required to agree decisions and actions at a Group Meeting.
- Decisions require the support of the majority of meeting attendees.
- The Chair or Deputy Chair will the GM Culture and Heritage Steering Group at the GMCA.
- At discretion of the Steering Group Chair, working groups can be created to work on specific tasks and report back to the Group.

- Urgent decisions needing resolution between Steering Group meeting dates can be resolved via email with the agreement of the Chair or Deputy Chair.

Meeting dates

The Steering Group will meet quarterly with dates set 12 months in advance.

Membership

The membership of the Steering Group is necessarily broad, reflecting sector interests, programmes and individuals. Membership is:

Chair: Councillor **David Greenhalgh**, Leader of Bolton Council and GMCA Culture Portfolio Lead Member

Deputy Chair: Councillor Janet Emsley, Rochdale Council and GMCA Culture Portfolio Deputy Lead Member

Supported by: Andy Burnham, Greater Manchester Mayor

Lead officer: **Alison McKenzie-Folan**, Chief Executive of Wigan Council and GMCA Culture Portfolio Lead Officer.

Board members:

- Abid Hussain – Director of Diversity, Arts Council England
- Adrian Mills, General Manager, BBC North
- Abigail Ward – Manchester Digital Music Archive (Co-Founder), Drake Music (Project Manager), Musician/DJ
- Anthony Missen – Artistic Director, Company Chameleon
- Dave Moutrey, CEO, HOME, Director of Culture, Manchester
- Fiona Gibson, Greater Manchester Local Enterprise Partnership
- Helen Williams / Kate McGavin, Deputy Directors, Arts, Libraries and Digital Culture, Department for Culture, Media and Sport
- Julia Fawcett, CEO, The Lowry, Director of Culture, Salford
- Keisha Thompson, Writer, Performer, Young Peoples' Producer Contact
- Kwong Lee – Producer and Curator
- Linda Merrick, Principal, RNCM
- Nathan Lee – Head of Region, North West, Heritage Lottery Fund
- Darren Grice – Chair, Greater Manchester Arts
- Sacha Lord – MD Warehouse Project/Parklife, Greater Manchester Night time Economy Adviser
- Sally Macdonald – Director, Museum of Science and Industry
- Sarah Maxfield, Area Director, North, Arts Council England
- Sheona Southern – Managing Director, Marketing Manchester
- Shirley May, Poet, Director Young Identity

Support / Secretariat

The Steering Group will be supported by the GM Culture team at the GMCA.