

Date: 18 September 2019
Subject: GM Culture and Social Impact Fund Performance 2018/2019
Report of: Marie-Claire Daly, Principal – Cultural and Creative Policy, GMCA

PURPOSE OF REPORT

To inform the Culture and Social Impact Monitoring Committee about activity delivered in the first year of the Greater Manchester Culture and Social Impact Portfolio.

RECOMMENDATIONS:

Monitoring Committee Members are asked to:

- i) Note the content of the report
- ii) Note delivery so far and comment on areas for further investigation/conversation

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1. PURPOSE OF REPORT.

- 1.1 All recipients of Culture and Social Impact funding were required to submit an annual report, outlining activity delivered using GMCA investment. This report gives an overview of activity delivered so far, as well as information on how we might capture and measure the impact of our investment in the future.

2. BACKGROUND.

- 2.1 In January, 2018, GMCA agreed to invest £7m over two years from April 2018, in 28 organisations to deliver activity in four priority areas. Organisations are funded to;

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

- 2.2 Funding agreements were negotiated and signed throughout February and first payments were released from April 2018.

- 2.5 Post contracting, GMCA undertook an internal audit into the Greater Manchester Culture and Social Impact Fund, from consultation, design, application and appraisal to contracting, payment release and monitoring. While Section 48 funding had existed before, Manchester City Council undertook administration of that fund so the Culture and Social Impact Fund was the first time cultural funding has been administered by the Combined Authority. An audit provided us with an opportunity to reflect on the process and improve our approach and systems in the future.

Officers worked with the internal audit team to agree the scope of the audit, provide information on all stages of the process and interviews were undertaken with many involved in the process. The report found substantial assurance in three of the four areas, with one, around payment release and performance monitoring receiving limited assurance. A series of actions have been agreed and are now in place to improve systems and processes. Overall, the report was positive and provides a good level of assurance in the work of the Portfolio and confidence in quality, fairness and transparency of our processes.

The report was completed in early January and findings were shared with GMCA's Audit Committee, Chief Executive, Deputy Chief Executive, Treasurer and Monitoring Officer.

3. CULTURE AND SOCIAL IMPACT FUND DELIVERY, 2019/20

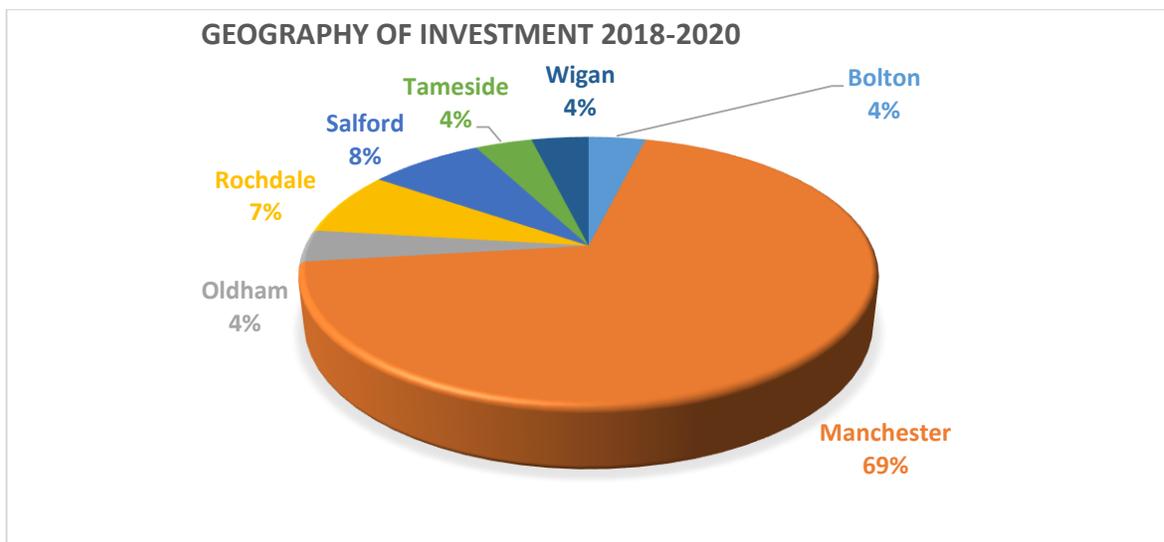
3.1 At the end of March, 2019 all Culture and Social Impact Fund recipients submitted their first year reports. Officers have undertaken initial analysis on these reports, looking at levels of delivery across Greater Manchester.

- At a headline level, the last year of Section 48 (2017/18) supported 3.3m engagements with cultural organisations across Greater Manchester.
- The first year of the Greater Manchester Culture and Social Impact fund (2018/19) supported 4.6m engagements, a 39% increase on engagements supported by S48.
- This indicates that diversifying the portfolio to support more organisations (19 orgs supported by S48 to 28 orgs supported by CSIF) resulted in increased engagement.
- The increase in engagement also demonstrates better value for investment.
 - S48 investment was £3.3m p/a – using 2017/18 figures, this equates to an average of £1 per engagement
 - CSIF investment is £3.5m p/a – using 2018/19 figures this equates to an average of 77p per engagement

While ‘levels’ of engagement vary, from one-off attendance at an event, to involvement in a bespoke, in-depth activity, this represents significant value for money. More detailed analysis of GVA created and return on investment will be undertaken.

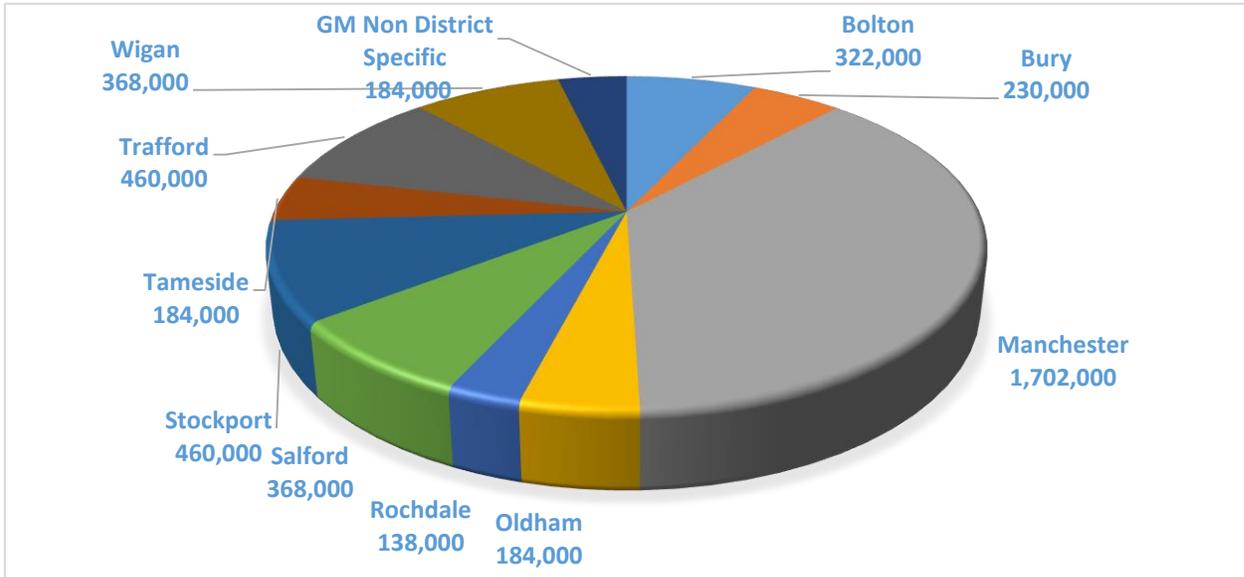
- 2.6m of these engagements (58.7%) were by GM residents, with the remaining 41% visitors to our city region.

3.2 The below chart shows the location of investment, 2018-20.



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The Chart below provides analysis of location of activity for 2018/19 shows that organisations are delivering in all ten districts of Greater Manchester. Given the proportion of visitors to the city region, who are more likely to concentrate visits to the city centre (41%), this break-down is reasonable.



As discussed at the last meeting, given the scale of excellent activity supported by GMCA's Culture and Social Impact Fund we will report on highlighted activity from seven organisations in each six month report, in alphabetical order, provided as Appendix A. The last report included activity from Art With Heart, Brighter Sounds, Cartwheel Arts, Centre for Chinese Contemporary Art, Contact Theatre, Dance Manchester and Gaydio. This report will include information on activity from GM Arts, GMCVO, Greater Sport, Halle, HOME, Manchester Histories and Manchester Jewish Museum.

Appendix B, Year In Review, gives an overview of all activity delivered in year one of the fund.

4. PORTFOLIO CHANGES 2019/2020

Since the last Culture and Social Impact Monitoring Committee there have been two significant changes to portfolio delivery.

- 4.1 **Dance Manchester** - As part of ongoing conversations with Arts Council England and the wider dance community, Dance Manchester began a process of organisational development. GMCA officers were fully involved in this work and it was outlined as part of Y1 activity. GMCA officers were interviewed by the consultants undertaking this work. The final report was shared with Dance Manchester's Board in early 2019 and the decision was taken that Dance Manchester would no lead on dance development in Greater Manchester. In consultation with Arts Council England, the board decided that Company

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Chameleon, who applied to the GMCA Culture and Social Impact Fund, would be best placed to continue the strategic work of the organisation. Company Chameleon was the only other dance organisation to apply to the Culture and Social Impact Fund. We were unable to support them due to budget restrictions but their application scored strongly in all categories. The area in which they scored less well than others, was around having established links in all 10 GM Districts. The Dance Manchester board approached GMCA officers to see if it would be possible to novate Dance Manchester's Y2 grant to Company Chameleon. This was supported by GM Culture Team for a number of reasons:

- the expertise Dance Manchester will be able to impart to Company Chameleon about working in and with communities across GM
- to ensure that that communities across GM still receive dance provision
- the quality and reputation of Company Chameleon's work.

GMCA Culture team has agreed a programme of activity with Company Chameleon and undertaken formal novation of the grant.

4.2 **MadLab** - In 2018, Madlab undertook a number of pieces of work that would shift the future focus of the organisation and have decided to focus time on a number of strategic projects, rather than delivering activity contracted as part of GMCA's Culture and Social Impact Fund. MadLab completed Y1 of agreed activity but will not be drawing down funds or delivering activity in Y2. Given the relatively small amount of March 2019, GM Leaders agreed that funds could be re-purposed and could go towards capitalising on opportunities that would otherwise go unfunded, including Distractions, Town of Culture and the GMSF research.

5 RECOMMENDATIONS.

5.1 Recommendations can be found at the front of this report

APPENDIX B – ACTIVITY DELIVERED

GM Arts

CSIF Funding is used by GM Arts to support additional cultural activity or content at a local level, with an emphasis on engaging residents. It also supports cross-borough joint activity and some of the Grant is ring fenced for this. In 18/19 districts brought in an extra £355k of additional funding using CSIF grant monies as match. This enabled 94 projects to be supported at a local level across all 10 districts of GM. Activity took place in over 60 wards. A total of 395,000 cultural engagement interactions were supported in 18/19. Projects were of the following types; 1. commissioning of additional cultural content for high profile outdoor events (Bolton Food and Drink Festival, Manchester Day Parade) with an emphasis on promotion of culture and connecting communities to the cultural offer. 2. The commissioning of activity to involve residents in celebrations of place, such as; Homes in Your Heart project (Wigan), Touring Community Theatre (Rochdale), Rachel Kneebone project (Rochdale) Theatre in Parks (Tameside), Stockport Parade of Light, Trafford Live, Buile Hill Witches Walk (Salford), Festival Oldham and Illuminate Oldham. 3. CPD Activity to support local artists, such as; Creative Business Programme (Bolton) 4. Activity to increase opportunities for local children and young people to engage with culture such as Refract 19 (Trafford), Bury Creatives. 5. Targeted Health and Well-being projects such as; Body and Mind (Wigan), Early Break (Bury), ARC Cultural Project (Stockport). All projects were shaped by local need/assets and local strategic priorities. Specific activity was also delivered to target audiences including; older people at risk of Social Isolation (Salford) and refugee and asylum seekers (Bolton) amongst others.

The bulk of the monies were used to commission GM based artists and arts organisations. 1,919 days of freelance work were made possible through the funding. Of the monies spent approx. 80% stayed within GM. GM organisations that we worked with included; Global Grooves, Circus Sensible, Illuminos, ARC – Arts for Recovery, Cabasa, Carnival Arts, Oldham Theatre Workshop, Hack Oldham, Z arts, Royal Exchange, The Lowry, M6, Brighter Sound; Manchester Literature Festival; Dance Manchester, Contact Manchester: Unity Radio; Journeys Festival (Mcr); Creative City; Young Identity, HerArt, Journeys Festival, MadTheatre, Bolton Octagon, Bolton Film Festival. A significant number of non-cultural partners were also engaged in support of activity and achievement of outcomes around skills, health and wellbeing and community cohesion. Evaluation is carried out on all activity to help shape and inform future activity and delivery. Impact on the residents has been hugely positive; “I love coming here, it gives me a reason to get up...” (Sense of Place participant Tameside), “We had to come up with warm-up and choreographic ideas, such as ice breakers. It has helped my confidence.” (Participant Body and Mind Workshop Wigan). Fantastic event every year gets bigger and better. Great to see all the community come together and be proud. Well done Oldham... Lots of smiles from everyone. Illuminate Oldham Event visitor.

GMCVO

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GMCVO has had many highlights over the past year. Below is their 'top ten'.

1. Our pioneering GM Social Investment programme has been hugely successful; we expect to have committed our full allocation of £2m from Access Foundation by this autumn. We have also secured £20m investment into community-owned capital assets (announced at the recent Green Summit) from Resonance. We have developed a model for place-based economic development in partnership with some of the GM districts, and this has shaped a national investment programme from which we anticipate securing funds to pilot the model.
2. We supported social enterprise leaders to develop a 'vision for SE' which was launched by the GM Mayor at a SE summit on SE Day in November; the event also saw (probably) the largest ever gathering of social enterprises in GM. We are now facilitating the development of a SE Strategy in collaboration with the Chamber and GMCA.
3. Developing and co-ordinating leadership within the VCSE sector has always been an important part of our role. We have continued to support the work of the VCSE Reference Group and other leadership groupings (local infrastructure, social enterprise, BME). We are very proud to be supporting 40 VCSE leaders to represent our sector on different GM boards and executives.
4. On the same leadership theme, we have been very involved in the leadership and workforce development programmes in GM, especially Leading in GM, and have successfully delivered elements of the programme.
5. Ongoing support for the GMBME Network (which we have supported and hosted for 13 years, and has more than 300 members). This year we have been able to support the emergence of a BME leaders group of well-connected leaders from every GM locality, with the aim of strengthening the BME voice in GM policy.
6. Recently we have worked with a small partnership of VCSE leaders to deliver a joint 'secondment' into the Joint Commissioning Hub, bringing years of experience both as a commissioned organisation, and a commissioner and funder in our own right.
7. Following our nationally recognised work through GM Talent Match (completed in December) and our evaluation research on our success in reaching and engaging 'hidden' young people (those who are NEET, not claiming, and often unknown to the authorities), recognition of the importance of this group has shot up the GM agenda. We are delighted that GMCA has been able to contribute match funding to a follow-up project focusing purely on hidden young people, which will enable us to understand much more about their barriers to work and how employers can adjust to benefit from their skills and commitment.
8. We have also collaborated with GMCA over a major issue of concern to both VCSE and public sectors – the delivery of welfare. Through our sponsorship of the GM All Party Parliamentary Group and by mobilising knowledge (and anger) within our sector, we hope to be able to support GMCA by putting pressure on government to give GM more control of the system.

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9. Ambition for Ageing will be continuing for another two years. It is providing a great deal of significant learning about place-based working, resilience, social capital and equalities, which is much more broadly applicable to all place-based work.
10. The last highlight is not yet visible – but we have been working throughout the year on a new, modern and more navigable website, which we will be launching shortly.

Greater Sport

Through providing strong leadership, having excellent governance, sourcing investment to scale up what works and understanding place and people GreaterSport has influenced the system and developed strong and diverse relationships with partners that has resulted in a more active Greater Manchester (GM). By getting people moving more this has had the following impacts:

Increased Health, Wellbeing and Improved quality of life

Based on data from the Active Lives Survey, a total of 28,300 more adults and 8258 children in GM are meeting the Chief Medical Officer's guidelines of doing moderate intensity physical activity a week compared to 12 months ago. This recognises GM as the 30th most active region a continued improvement from 39th in 2016. In addition to the increase in people classed as active, the number of inactive adults – those doing fewer than 30 minutes of physical activity a week – has reduced (improved) three times faster than the national average. These figures mean that 73.2% of the Greater Manchester adult population are now classed as active or fairly active, with 26.8% now inactive. These increases in activity are positively linked with improved physical wellbeing with an improved quality of life and mental wellbeing such as enhanced life satisfaction, happiness, worthwhileness and a reduction in anxiety.

A more inclusive community with less inequality

The growth in activity has happened because for the first time Greater Manchester is seeing improvement in stubborn inequalities with more women (100,400), older adults (10,970), disabled people and those with long-term health conditions (8341) more active in the last 24 months. The latest survey shows increases in activity in Greater Manchester has contributed to higher levels of social trust in their community.

Improved the skills and education of the physical activity sector

Throughout the last 12 months GreaterSport has led a training programme to embed physical activity within every conversation and ensure the workforce has the skills to deliver the ambitions of GM Moving. This has seen 1025 people trained/qualifies and a new volunteer plan implemented set to create a more diverse workforce. In total 8732 volunteers from local communities have been directly supported.

Attracted new investment

GreaterSport, in partnership with GMCA and GM Health and Social Care Partnership, was succesful in Greater Manchester's application to be a pilot area for Sport England's new investment scheme named the 'Local Delivery Pilot'. Greater Manchester is only 1 of 13

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areas to receive investment and will receive £10.9 million over 3 years (highest amount in England) with £2 million match funding from the GM Transformational Fund.

Halle

It has been a very good year artistically. From a slow start in 2018 overall ticket sales were good and we have exceeded our Box Office targets for 2018/19. The proportion of new attenders for the 2018-2019 financial year over all our series stands at 30%, beating our target for the period by 8%. Our campaign to target Under 30s has seen the number of people taking up the offer increase from 401 to 1,573 in four years, with our student ticket offer rising from 1,983 to 2,303 bookers. 15% of those new to our database in 2016-2017, 31 have, this season, bought either a 3 to 5 or 5+ subscription.

The Halle for Youth and Come and Play concerts involved participants of more than 30k, approximately two thirds of whom were from GM. Of the 59k people involved in the overall Education Programme 45k were children and young people – again approximately 2/3 from GMCA.

A number of, very favourably reviewed, large scale projects such as the Damnation of Faust and Siegfried, have captured the public's imagination. The Orchestra continues its regular visits to festivals such as the BBC Proms and the Edinburgh Festival.

Wagner's Siegfried has been recorded – completing the Ring. Other releases on the Halle CD label include Shostakovich and Elgar. On NMC works by Huw Watkins and Ryan Wigglesworth. We continue to broadcast regularly for the BBC.

We are moving forward with the Choral Network and are investing significant self-generated funds in a pilot programme of work which will have a significant impact on GM.

Our new rehearsal centre, St Peter's will be ready for use in the autumn of this year. We have achieved all of targets on capital and revenue for the new building as well as exceeding our overall fundraising target for the current year. We have developed the operational business plan for the completed St Peter's and this will be ratified as part of next year's budget setting process. Our ten year revenue target for activity was reaching well ahead of the planned target, and we are consequently launching a new fundraising initiative to coincide with the opening of the building at the end of this year. This will seek to deliver a further 10 years support for activity in St Peter's (approx. £2.5 million)

We have obtained funding through one of our major sponsors to enable us to start an international conducting competition in 2020 – the first prize winner will become the Hallé's next assistant conductor

We have created a post within the Education department with a special responsibility for project work in developing the Creative Case for Diversity. Initially she is helping the CEO put in place a training programme for all staff and the review of recruitment practices and policies.

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The Hallé's CEO continues to Chair the Greater Manchester Music Hub and projects with it are a strong strategic thread running through out Outreach programme.

HOME

HOME was selected to host the London Film Festival's UK Premiere of Mike Leigh's *Peterloo* on 17 October, followed by a Q&A with the director and cast which was broadcast to cinemas across the country. This is the first time that an LFF UK premiere has taken place outside the capital, so is a real coup for HOME and for Manchester.

2018/19 is the first full year of HOME's new Talent Development strategy. To truly diversify those accessing talent development opportunities at HOME, we have launched Access Fund, a system of financial support for those who are facing financial hardship and would otherwise with precluded from participation. This ranges from providing low-level assistance with translation, transport, food or childcare costs to being able to see work at venues outside HOME.

HOME was invited back to curate a weekend of performance at the National Theatre's River Stage in July 2018. Over 2000 people attended the range of theatre, film, art, music and pop-up events that took place across the building during Refugee Week. Events were programmed in partnership with Community arts North West and profiled approximately 100 refugee artists from the region.

HOME Artist Film release, Andrew Kötting's *Lek and the Dogs*, was selected by Mark Kermode as film of the week in his Observer column in which he explicitly praised HOME for being artistically risk-taking.

HOME continues to be a vital part of GM's cultural landscape and visitor offer with an increasing profile nationally and internationally and works with a wide range of partners to attract new investment and to help deliver cultural experiences to Manchester residents and visitors that would not otherwise be seen in the city.

HOME Launched a new 15-25 membership card offering discounted tickets, money off in our café bar, pre-sale opportunities and special offers all targeted at those aged 15-25-years old. As part of a special mailing list, 15-25 members will be amongst the first to hear about our range of social, skills and talent development opportunities delivered at HOME.

Introduction of AMP (Accessible Music Productions), HOME's brand-new project for music lovers, makers and shakers aged 18-25 with different abilities and additional needs. Working in partnership with Venture Arts and made possible with financial support from Young Manchester, AMP includes monthly music workshops that will support musicians to write, play and create music from an eclectic mix of sounds plus House Party, a quarterly club night with open mic, live music, DJ's and dancing 'til late.

Community Arts Northwest, HOME and Counterpoints worked together to create and deliver a hugely successful refugee artist festival in June at HOME as part of Refugee Week.

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Manchester Histories

Manchester Histories continues to develop work around the Peterloo 2019 programme with the themes of Protest, Democracy & Freedom of Speech. The main highlights of the year included Manchester Histories Festival in June 2018, and the development of the different strands of activity for Peterloo 2019.

Manchester Histories Festival 7–11th June 2018 offered a packed long-weekender of discovering histories and heritage through music, film, debate, talks, theatre, performance, walking tours, arts and much more. The hub of the festival was located in the iconic Manchester Central Library. 2018 saw Manchester Histories Festival feature a brand-new format, with a programme of work curated by Manchester Histories, alongside partner events happening across Greater Manchester, and all inspired by the festival themes of protest, democracy and freedom of speech.

Highlights:

- TUC Day

TUC Day Celebrated the 150th Anniversary of the formation of the TUC (Trades Union Congress) in Manchester and Salford in 1868, Manchester Histories programmed a whole day of events that culminated in an In-Conversation with the general secretary, and first female leader of the TUC, Frances O’Grady hosted by Dave Haslam.

- Soapbox

Manchester Histories working in partnership with ManMet and an array of over 40 performers from across Greater Manchester took over All Saint’s Park on Oxford Road. Architect students from Manchester Metropolitan University and the University of Manchester transformed the park into a Speakers Corner, with a specially designed hustings so that people could have their say. Soapbox was hosted by special guests Toria Garbutt, a West Yorkshire based punk poet and spoken word artists from Young Identity.

- Not the Factory

A day of panel discussions chaired by Jennifer Lucy Allan, curated by Annex Agency and Project 13 exploring the often-hidden stories of working-class electronic music in Manchester.

The wondrous Manchester Histories Celebration Day also saw over 50 exhibition stands from histories and heritage organisations from across Greater Manchester, and performances from the renowned Hallé Youth Choir and Contact Theatre.

Developing the strands of work for Peterloo 2019 programme has been our main focus. This has also included developing a large public engagement programme at Manchester Central Library to take place from June – August 2019 and the development of a cultural event around the unveil of the new Peterloo Memorial by artist Jeremy Deller on 16th August 2019.

Strands of development:

- The appointment of a Project Manager, Digital Content Manager and Administrator to deliver the programme

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- The Recruitment of 30 volunteers from across the ten boroughs of Greater Manchester and provide skill sharing and training session around diversity and accessibility of the history of Peterloo
- Create a robust nationally focused communication strategy for the project
 - Produce learning resources in collaboration with teachers, pupils, People's History Museum and Manchester Youth Combined Authority to deliver a programme of learning resources sessions across Greater Manchester
- Engage 15 young people from the RECLAIM to create Peterloo animation
- Develop an accessible website that tells the storey of Peterloo and the go to site for Peterloo2019.
- Engage with Manchester and Lancashire Family History Society and professional genealogist to hold an open day and trace 10 Peterloo decedents to create a short film about their connections and reflections of the Peterloo Massacre
- Commission three artists/groups to work with RNCM and create new work
- Engage with 18 young people to do a two month BFI film making programme based at HOME

All of the above strands and will be delivered from October 2018.

Other highlights of the work include forging new partnerships with the Guardian Newspaper, BBC Radio Manchester, British Council, and UK Parliament.

Manchester Jewish Museum

Highlights from Manchester Jewish Museum's first year of activity include

- Monthly food workshops at Cheetham Hill's community drop-in centre. Sessions ranged from exploring links between Jewish and Pakistani food to making South American Jewish cheeseballs for a Christmas party and a traditional Friday night dinner with the local Sikh community.
- In February we set up a Muslim Jewish Textile group. The group have started using our collection and synagogue as inspiration to explore patterns and cultural symbolism. They are now planning to embroider new synagogue seat cushions for when the museum reopens in 2021.
- Purim Family Fun Day (March 2019) – over 30 people learned about the Jewish festival of Purim by making traditional noise makers and baking Purim biscuits.
- A series of ESOL (English for Speakers of Other Languages) sessions (Jan-March), introducing many newly arrived migrants and asylum seekers in Greater Manchester to Jewish culture, exploring the similarities between different faiths and migrant communities.

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- The appointment of a new Creative Producer, Dr Laura Seddon (sound artist and musicologist) has helped shape a more creative programme in 2018/19. Laura has also established a new artist's network for the museum. Supported by our 'Producing Consultants', Battersea Arts Centre, we now have a database of 88 artists from across the UK – all interested in working with us on future projects.
- Artist's Inspiration Day (July 2018) – 11 artists spent a day with museum staff exploring our collections and suggesting ideas for a pop-up museum in Central Library.
- Museum Sukkah (September 2018) – artists and volunteers came together to create a unique and colourful sukkah (a temporary hut created for the Jewish festival of Sukkot)
- A two-week live art and performance festival about leaving, loss and legacy. Called the 'Festival of Leaving' (November 2018) it was the most ambitious programme ever staged at the museum. Over two weeks we worked with 50+ artists from across the UK, staging 15 events, 2 installations and a podcast.

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