

Greater Manchester Culture and Social Impact Fund Committee

Date: Thursday 16 January 2020

Subject: Culture Fund 2020-2022

Report of: Councillor David Greenhalgh, Portfolio Lead Leader for Culture

PURPOSE OF REPORT:

To update Culture and Social Impact Fund Committee members on the Greater Manchester Culture Fund 2020-2022

RECOMMENDATIONS:

Members are asked to:

- Note process undertaken ahead of launch of Greater Manchester Culture fund in November 2020.
- Discuss overview of applications received.
- Note next steps

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1 BACKGROUND

- 1.1 In 2016, GMCA established a new Culture, Arts and Leisure Portfolio, recognising the importance of culture to the economic growth, social well-being and attractiveness of Greater Manchester.
- 1.2 The GMCA Culture and Social Impact Fund (CSIF) was launched in 2017 and began funding from April 2018, building on the success of AGMA's Section 48 scheme. The new portfolio saw GMCA investment of £7m over two years go to 28 organisations, 11 of which had not received GM Culture Funding previously.
- 1.3 GMCA agreed the requirement for a Greater Manchester Cultural Strategy, to identify and articulate priority activity and to inform future investment. The Greater Manchester Culture Strategy was agreed by GMCA in March 2018.

2. INVESTMENT APRIL 2020 ONWARDS

- 2.1 The below approach, agreed by GMCA in October, 2019 has been driven by the evidenced success in increasing engagement in culture as a result of the decision made by Leaders in 2017/8 to increase and diversify the number and range of cultural organisations benefiting from GM cultural investment.
- 2.2 The reach and influence of the GM Portfolio has increased significantly, with a range of recently-established partnerships and projects developed, both as part of the Great Place project, and as strategic interventions that deliver GMS and Mayoral priorities. Examples include the digital and creative festival Distractions, Town of Culture, yellow school buses taking schoolchildren to cultural activity and significant activity around Arts and Health and Ageing. These projects cannot be delivered by a single organisation. Below is set out how, without an additional financial ask, the GM Culture portfolio can continue to support cultural organisations directly, as well as resourcing strategically important partnerships and projects that benefit the widest possible group of residents, businesses and places across Greater Manchester.
- 2.3 In 2017, GMCA agreed a set of criteria to assess bids for the GM Culture and Social Impact Fund 2018-2020. As Table 3 below shows the criteria used in 2018-2020, align well with the majority of GM Culture Strategy outcomes, therefore it was agreed that the criteria for Culture Fund investment remains the same.

GM Culture Fund Criteria 1 - Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester	
Culture Strategy Outcome 5	Increased international recognition of Greater Manchester as a cultural destination, evaluated in partnership with Visit Manchester
Culture Strategy Outcome 11	Improved communication of Greater Manchester's culture and heritage offer that reflects the diversity of our people and places, evaluated through press coverage and resident surveys
GM Culture Fund Criteria 2 - 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	
Culture Strategy Outcome 1	Increased engagement with culture to 70%, as demonstrated by the Active Lives Survey
Culture Strategy Outcome 7	Increased the uptake of cultural subjects at GCSE, A-Level and in cultural and creative apprenticeships and degrees.
Culture Strategy Outcome 10	Developed our reputation as an international leader in arts, heritage, health, wellbeing and ageing, evaluated through number of academic studies, conferences and international collaborations.
GM Culture Fund Criteria 3 - 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	
Culture Strategy Outcome 1	Increased engagement with culture to 70%, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 2	Achieved parity in engagement across all our boroughs, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 3	Achieved parity in engagement levels from protected characteristic groups, as demonstrated by the Active Lives Survey.
Culture Strategy Outcome 8	Developed a cultural output more reflective of Greater Manchester's people, places and history, evaluated through press coverage.
Culture Strategy Outcome 11	Improved communication of Greater Manchester's culture and heritage offer that reflects the diversity of our people and places, evaluated through press coverage and resident surveys
GM Culture Fund Criteria 4 - Be able to evidence how the project will make a positive contribution to improving residents' health and well-being and meeting our equality duties.	
Culture Strategy Outcome 10	Developed our reputation as an international leader in arts, heritage, health, wellbeing and ageing, evaluated through number of academic studies, conferences and international collaborations.
GM Culture Strategy Outcomes to be delivered outside of GM Culture Fund	

Outcome 4 - Increased the number of people working in the Creative Industries in Greater Manchester as demonstrated by UK Labour Market statistics.
Outcome 6 - Increased the number of creative businesses in Greater Manchester, as demonstrated by the UK Business Survey.
Outcome 9 - Increased our international reputation as international leader in co-commissioning and creation and people understand how to access opportunities.

Social Impact organisations

- 2.4 The GM Cultural and Social Impact Fund investment 2018-2020 reflected the legacy of the AGMA Section 48 funding it replaced, by supporting non-cultural activity and included investment in GMCVO, Greater Sport, the Water Adventure Centre and the Proud Trust at a cost of £460,024 p.a., or 13.1% of the current £3.5m annual budget.
- 2.5 In order to move on from Section 48 and provide clarity on GMCA funding for Culture, it was agreed that, for 2020-2022, the same percentage of financial support (13.1%) is top-sliced from the GM Culture Fund to support non-cultural activity. The delivery of GM's VCSE Accord and delivery of strategic support for sport across GM and LGBTQ activity across Greater Manchester.

Growing the portfolio of cultural fund beneficiaries

- 2.6 A Greater Manchester Culture Fund, which provides direct investment to cultural organisations, is still the most appropriate way to support culture across Greater Manchester.
- 2.8 In reaching final recommendations about the portfolio of grants to award, a flexible approach will be needed to consider the issues of balance (across art form, geography and sustainability of the whole GM cultural eco-system) and overall resources available. As part of this process, GMCA agreed to consider limiting the amount of funding any single cultural organisation can receive to no more than 15% of the Greater Manchester Cultural Fund subject to understanding the impact on the viability of any organisation affected.

Strategic co-investment

- 2.9 Over the past two years, as resource and activity to support the GM Cultural Portfolio has increased, so too have significant opportunities to grow, support and sustain culture in GM. This includes the activity undertaken by the Great Place project, which is working with and across the public sector to embed the essential role of culture in meeting a broad range of Greater Manchester priorities.
- 2.10 GMCA has agreed to ring-fence £270,000 of the GM Cultural Fund per annum, to deliver GM Culture Strategy priorities where they cannot be delivered by a single organisation.

Programme management costs

- 2.11 Programme and portfolio management costs of the GM Culture Fund would remain at the same level as the current programme at £70,000 per annum and will be found from within the GM Culture Fund, as is the case with the current GM Culture and Social Impact Fund programme.