

Greater Manchester Culture and Social Impact Fund Committee

Date: Thursday 16 January, 2020

Subject: Chair's Update

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

PURPOSE OF REPORT:

To update Culture and Social Impact Committee members on the work of the Greater Manchester Culture Portfolio.

RECOMMENDATIONS:

Members are asked to:

- Note activity undertaken since the last Culture and Social Impact Fund Monitoring Committee, 2019.

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1. PURPOSE OF REPORT.

- 1.1 This report is to update members on activity undertaken to deliver portfolio priorities since the last Greater Manchester Culture and Social Impact Monitoring Committee.
- 1.2 This meeting, which falls outside the usual scheduled six-monthly meeting cycle, was requested at the last meeting in July to update members on the progress of the Greater Manchester Culture Fund. As there is a substantive item for this piece of work, it will not be covered in this paper.

2. ACTIVITY

2.1 Distractions

Distractions, which took place on July 18, 19 and 20 was a long weekend of debates, talks, panels, content and new music showcases, presented by Manchester International Festival, FutureEverything and Sound City, developed by the Mayor of Greater Manchester, Andy Burnham and Greater Manchester Combined Authority, with the support of Peter Saville, Rose Marley and Modern Designers. This pilot event was designed to position Greater Manchester at the cutting edge of digital and creative innovation.

THURSDAY 18 JULY – FUTUREEVERYTHING – ALTERNATE FUTURES

Instead of allowing technology to distract us, how can we harness digital tools to better shape the future together? Alternate Futures invites you to explore and develop ideas for an alternate future. A future that is more connected, more collaborative and one that makes space to amplify different voices. Alternate Futures showcases some of the amazing innovation and collaboration happening right here in Greater Manchester — a global testbed in digital leadership.

FRIDAY 19 JULY – SOUND CITY MANCHESTER

Tech is driving future entertainment. AR, VR, MR, 3D immersive technology, facial recognition in stadiums, ticketing and social media – they all make global entertainment bigger and more innovative than ever. The new talent of the future is as likely to be a digital designer as much they are a DJ or performer, a fact that raises questions and invites opportunity.

SOUND CITY MANCHESTER MUSIC SHOWCASE

Alongside the conference Sound City ran a free live music programme at Manchester International Festival Square, curated by an independent A&R panel, chaired by Oli Wilson. The showcase, compered by Jenna G, will shine a light on the very best musical talent in Greater Manchester.

SATURDAY JULY 20 – MANCHESTER INTERNATIONAL FESTIVAL – INTERDEPENDENCE – LIFE HACKED

In Manchester International Festival's final Interdependence summit, they examined how leaps forward in science and technology are enabling us to reconfigure our minds, bodies and relationships with each other. We'll join the artists, scientists and thinkers who are reckoning with the big questions of our automated age: what are the ethical considerations around AI? Should Facebook be paying you? How can we make the web more democratic? Can machines help us rebuild the planet faster than we are using them to destroy it?

The full line-up was as follows;

Alex Junawitz - Alex Nelson – ALLY - Andrew Hirst - Andy Wood - Anna Ridler - BBC Connected - BBC Radio Manchester - Brendan Dawes – Chunky - Claire L Evans - Clint Boon - Cllr Elise Wilson - Creative Diversity Network - Cubic Notion - Dame Wendy Hall - Dan Hett - Dan Parrott - Debs Williams - Deviate Digital - Digital Imagination - Dr Alex Lockwood - Dr Subramanian Ramamoorthy - Elen Parry – Evabee - Fingoplay – Francis Lung - Fresh – Fu Yihan Future Everything - Goldsmiths College - Grimm Twins - Howard Murphy - Jakob Kudsk Steensen - Jeff Thomson - Jiayu Liu - John McGrath -- Karen Boardman- Karen Gabay - Kiera Lawlor - La Duma - Leather Party - Lizzie O'Shea – Lottery Winners - LowFour - Lynch's - Manchester City Football Club - Manchester International Festival - Manchester Metropolitan University - Marketing Manchester – Marshmallow Laser Feast - Martin Bryant - Matthew Cox - Mia Moon - Michael Dugher - Mike Blake-Crawford - Mike Garry – Modern Designers - Modern English - Novara Media – Oppo – Ostereo - Paloma Dawkins - Paul Bason - Penny Macbeth - Peter Saville - Prima - Professor Sophie Scott - Rafael Lozano-Hemmer - Refik Anadol - Reform Radio – Resonate - Rose Marley - Sacha Lord - Sammy Andrews - Sarah Norford Jones - School of Digital Art - See Thru Hands - Sheona Southern - Slow Knife - Social Chain - Sound City Manchester - Sunderland University - Tech For Good Live – TEM - Terry Tyldesley -

UCL – UnConvention - University of Edinburgh - Verena Rieser - Vivien Sansour - Vrai Pictures - Wayne Hemingway – Yemi Balotiwa - YEO

GMCA Culture Creative and Digital teams and Andy Burnham are considering the best way to continue the more successful elements of the pilot alongside partners, with a view to fulfilling intention outlined in GM’s Local Industrial Strategy.

2.2 Greater Manchester Music Review

On the second day of Distractions, GMCA and UK Music launched the Greater Manchester Music Review. The review was chaired by Inspiral Carpets bass player Martyn Walsh, BPI chair Ged Doherty and Co-Director of Crisis Management LLP Karen Boardman. The review makes a number of recommendations to enhance Greater Manchester's musical strengths. These recommendations have been informed by extensive consultation including three roundtables involving key music representatives from across Greater Manchester, as well as two public surveys.

The Greater Manchester Music Review recommended:

1. Setting up a new music board
2. Establishing a talent pipeline fund
3. Establishing a global music city region
4. Protecting grassroots venues through Agent of Change
5. Incentivise businesses with discounted rates
6. Coordinate music education services
7. Opportunities for emerging artists
8. Inclusive networking
9. Reaching out to every corner of the city region
10. Integrating transport

GMCA Officers, alongside GM Night Time Economy Sacha Lord, are exploring the best way of implementing the recommendations, with a programme of activity, relating directly to delivery of the recommendations in the report, being developed in early 2020, once there is clarity around what will be delivered through the Greater Manchester Culture Fund and where there might be need for additional activity and resource.

2.3 Deeds Not Words

Deeds Not Words was an attempt to ensure that Greater Manchester continues to have positive conversations with partners across Europe, regardless of the outcome of Brexit. Liverpool City Region and GMCA share an office in Brussels so decided to programme an event that reminded our European colleagues of our strong city-to-city relationships. Inspired by our shared progressive social history and international reputation as music city regions, we co-developed the event, supported by the UK Permanent Representation (UKREP) to the EU by Katrina Williams, Julie Ward MEP and the UK Women Brussels network.

The event was inspired by Brighter Sound's Both Sides Now project, which highlighted that recent only 2% of UK songwriters, composers registered with PRS are women living in the North, only 15% of record labels are majority owned by women, and only 32.2% of employees across the industry are female.

Liverpool City Region and Greater Manchester Combined Authorities brought together more than 100 artists and leaders in Brussels for a symposium to debate how, by working collaboratively across Europe, we might improve gender equality in music and art.

DEEDS NOT WORDS - SPEAKERS & PRESENTERS			
SESSION 1: 2 - 3 PM			
CHAIR:	5 mins	Katrina Williams	Deputy Ambassador UKREP
CONTEXT SETTING	5 mins	Pernille Kousgaard / Sarah Lovell / Marie-Claire Daly / Maria Gonzalez	LCRCA and GMCA
PRESENTATIONS:			
RISE	20 mins	Alicia Smith	Arts and Participation Manager - Culture Liverpool
		Sarah Meagan	Arts Development Officer - Culture Liverpool
		Kate Hazeldine (LUNA)	Musician / Artist
		Amina Atiq	Spoken Word Artist
BRIGHTER SOUNDS - Both Sides Now	20 mins	Deborah King	CEO Brighter Sounds
		Kate Lowes	Project Manager - Both Sides Now
		Hannah Ashcroft and LOUQ	Artists, Both Sides Now
		CHAINES	Artists, Both Sides Now
Q& A	10 mins	Led by Chair, Alison Clark	
			To draw out the common themes / and what we might want to take forward to the CULT Committee?

SESSION 2: 3 - 4 PM			
CHAIR:	5 mins	Anna Lisi Boni	Introduction and focus of session
<i>FOCUS: Female leadership, best practice and practical solutions.</i>	50 mins	Simone Roche MBE	CEO Northern Power Women (UK)
		Fiona Gibson	CEO Everyman & Playhouse Theatres & GM LEP Board member (UK)
		Speaker 1	Grand Lyon
		Speaker 2	Grand Lyon
		Irini Vouzelakou	British Council
		Isle Ghekiere	Voices of Culture, a dialogue meeting with the European
		Nadine Plateau	Involved in the women's movement since 1970, co-founded the first women's house in Brussels in 1975.
		Matias Flensburg	EU-Project Manager WILM (Denmark)
		BabyRocks Sampler	Family friendly gigs in Manchester for parents & carers
CHAIR	5 mins	Anna Lisi Boni	Summing up and what's next?
BREAK			
SESSION 3: 4:30 - 6 PM			
CHAIR:		Julie Ward	MEP
<i>FOCUS: What changes re gender equality and issues raised in previous sessions do we want to see in Europe?</i>	20 mins	INTERACTIVE DISCUSSIONS AND POST IT NOTES ON TABLES?	
	30 mins	Alison Mackenzie Folan	CEO Wigan Council (UK)
		Rosanna Lewis	British Council
		Deborah King	Scotland?
	20 mins	Julie Ward	Brighter Sound
20 mins	SUMMING UP IDEAS		Outcomes and ideas to be taken forward to CULT Committee
	Panel members call to action....		HOW WILL WE TAKE THIS FORWARD IN THE UK/EU?
NETWORKING 6 - 7 pm			
EVENING RECEPTION: 7 - 9 PM			
WELCOME	10 mins	Katrina Williams	UKREP- Deputy Ambassador?
SPEECHES	15 mins	Julie Ward	MEP
		Alison McKenzie Folan	EU rep
PERFORMANCES	1 hr?	Hannah Ashcroft and LOUQ	BSN
		LUNA	RISE
		CHAINES	BSN
FINISH 9 PM			

Committee Vice President, Julie Ward, shared policy suggestions developed during the symposium with the European Parliament's Committee on Culture and Education (CULT). Attendees and colleagues are currently working on a proposal, based on the event and supplementary questions arising from the event, which we will complete in early 2020.

2.4 Towns and High Streets

Since July, the Culture Team has been working extensively on policy around high streets and town centres, particularly in relation to regeneration, creativity and the night time economy.

Creative Improvement Districts

The GMCA Culture team, in collaboration with the Greater Manchester Night Time Economy Adviser and Arts Council England have developed an initiative to use culture, creativity and the night time economy as catalysts for economic growth and regeneration, particularly in the context of declining retail-led high streets. The definition of creativity is deliberately broad, from independent food and drink, to makers, to live music venues. The team are working with Oldham and Stockport on a pilot initiative. The team are also working with a group of advisers from a broad group of sectors, from live music venues, to promoters, to visual artists and food and drink experts, to understand the needs of the sector, as well as the Centre for Local Economic Strategies (CLES) to understand the socio-economic value and potential of this approach.

The pilot is looking at ways to create the conditions for creative businesses and creativity to flourish in towns. This includes looking at best practice examples such as Berlin, Liverpool's Baltic Triangle and Peckham Levels, and understanding what public sector assets and levers are available.

The advisory group for Creative Improvement Districts met in October, and the interventions and initiatives agreed on broadly fell in to the following categories:

- Spatial
- People
- Legislative
- Financial
- Branding

The Culture Team are now working with Oldham and Stockport to understand what interventions can be made. An initial event is planned for the 18th December to further understand what Oldham's creative community (and anyone looking to relocate to Oldham) want and need.

There has also been interest in this initiative from Wigan, Bolton, Rochdale and Tameside, and the Culture team will ensure learning is applicable across all of Greater Manchester.

This work sits alongside our commitment to support all successful districts in the preparation design and delivery of Heritage Action Zones, Historic High Streets, Future High Streets and Stronger Towns.

We have been working with Directors of Place and bid leads to ensure that culture, creativity, heritage and the night time economy feature where appropriate in the following;

Future High Street Fund

1. Bolton
2. Farnworth
3. Rochdale
4. Oldham
5. Stockport
6. Stretford
7. Wigan

Historic high streets

1. Wigan
2. Tyldesley
3. Stalybridge

Towns Fund

1. Cheadle
2. Oldham
3. Rochdale
4. Bolton

Town of Culture (general update, not discussion on applications)

In Autumn, 2019, GMCA launched its first ever Town of Culture Competition, which will see one town in the city-region awarded Greater Manchester Town of Culture status in 2020.

The accolade will see investment in 2020 totalling £120,000 designed to aid a burst of creativity in the town and across the borough with local people encouraged to devise or participate in cultural events which could range from festivals, family days, concerts, exhibitions and opportunities to explore, reflect on and enjoy the heritage of the area.

The Town of Culture accolade will be an annual award highlighting the distinctive creativity and diversity of one of Greater Manchester's many towns, putting a spotlight on the remarkable art, culture and heritage that exists across Greater Manchester.

Judging entrants took place in early December, with a panel overseen by Local Enterprise Partnership member, Chief Executive of Liverpool's Everyman & Playhouse Theatres Fiona Gibson, and Lisa Nandy, Chair of the Centre for Towns and recently re-elected MP for Wigan.

Town Centre Living Campaign

All our work around Town Centres will be brought together in a Town Centre Living Campaign, launching on December 18th and running throughout 2020. The campaign, managed by the GMCA comms team will;

- Celebrate what we have already
- Shine a spotlight on what's going on now
- Teasing what's in the spatial framework
- Targeting what we need (where our hands are tied)

The campaign will also target messaging around the things we can't do due to Government legislation and funding allocations.

Areas of focus

We want to make sure every borough is involved in this campaign. Through looking at four key areas we can ensure every borough has a story to tell. The themes of the campaign will focus on:

- Culture
- Connectivity
- Power and responsibility
- Liveability

The campaign will include Mayoral visits to key sites, media activity, events, stakeholder briefings, regular social media content, amplification of new and existing activity and graphics that support the messaging around the campaign. To build a strong story we will create an activity plan that started in December 2019 and will run throughout 2020; activity will be managed during the mayoral pre-election period to ensure the campaign complies with the relevant codes.

Messaging

There will be three key messages that run through the entire campaign

- We're releasing and realising the potential of our town centres
- Town centres are untapped resources for living well
- We need more support to unlock the potential of our town centres. Our hands are tied and we need more legislative changes to make the most of our potential

2.5 Heritage Topic Paper

As part of regular engagement with GMCA's planning team, Historic England and planning colleagues from all ten Greater Manchester Districts, the GMCA culture team has worked to shape a Heritage Topic paper, which looks at the make-up and value of the historic environment of Greater Manchester.

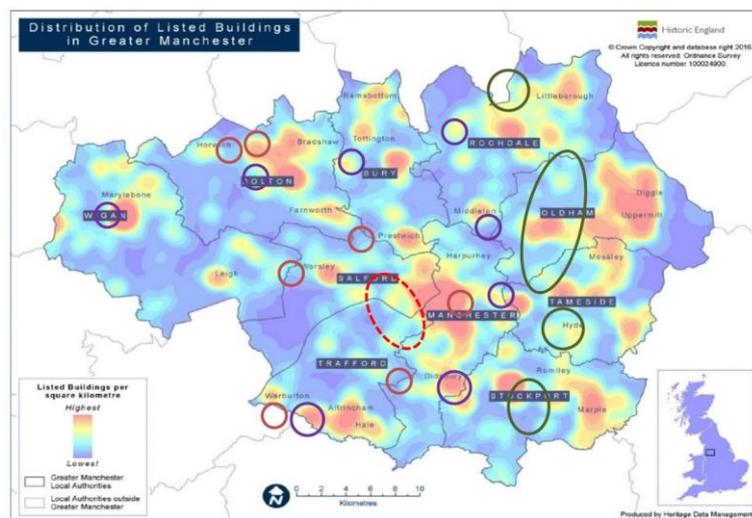
The purpose of the paper is to explore the historic environment looking at related strategies and policies and the state of the historic environment in Greater Manchester. It identifies key messages and issues that the Greater Manchester Spatial Framework will need to address.

Heritage Assets

- i. The majority of the heritage assets within Greater Manchester fall within the following categories:
 - Industrial heritage: mills, commercial buildings, chimneys, civic buildings, churches and associated housing, parks and gardens and model villages;
 - Transport infrastructure heritage: historic bridges (some of medieval origin), canals and railway infrastructure;
 - Leisure heritage: public houses, swimming baths, billiard halls and cinemas;
 - Religious heritage: churches, chapels and other buildings, serving all denominations;
 - Large hall residences and their associated open spaces;
 - Places of social, political and cultural reform and improvements: sites relating to historical events, institutions and commercial enterprise;

- Significant archaeological sites: associated with Roman and medieval activities; and
- Open spaces: those surrounding historic buildings, squares, markets and landscape infrastructure such as railing gates, walls and monuments.

The collective significance of Greater Manchester’s heritage is recognised nationally through the statutory designations that apply to heritage assets and is evidenced locally through designated Conservation Areas (CAs) and the Greater Manchester Historic Environment Record (HER) database that has over 18,900 entries including monuments, buildings, find spots and historic places. These include nationally designated (including 3,892 listed building and 30 Registered Parks and Garden), scheduled (42 Scheduled Monuments), locally



designated (including 245 CAs, 278 designated assets in Salford and 464 designated assets in Stockport) and non-designated assets.

The paper (draft attached, Appendix 1) sets out a number of recommendations, to be discussed, reviewed, agreed and implemented in Greater Manchester’s Spatial Framework (GMSF). It is recommended that the GMSF:

- Is in compliance with national policy and legislation;
- Provides a positive strategy for conservation, enhancement and enjoyment of the historic environment;
- Balances growth with the conservation and enhancement of Greater Manchester’s historic environment, recognising the contribution that heritage

assets make to achieving the GMSF objective of building a sustainable and resilient city-region;

- Ensures that development reflects local character and distinctiveness and sense of place;
- Delivers high quality design in new development;
- Reduces the number of entries on the Heritage at Risk Register; and
- Provides a robust implementation strategy for the framework that gives equal weight to delivery of all aspects of the plan, including conservation of historic environment.

The GMCA Culture Team will commission further analysis of this report to explore how we might make the most of our rich built heritage, from improving our narrative to visitors to recommending new uses for heritage assets, in order to preserve them for the future. This work will sit alongside a GM Mills Study, co-commissioned by GMCA with Historic England.

Night Time Economy – Late Night Transport Survey

In August, GM Night Time Economy Adviser Sacha Lord, alongside Transport for Greater Manchester, launched an in-depth survey into the night-time travel patterns of Greater Manchester residents. The survey, which included specific questions about cultural activity, asked residents to describe what modes of travel they use between 6pm and 6pm, what their experiences are, and how public provision might be improved.

The survey, which closed in mid-November, received more than 11,000 responses, the largest single response rate to a survey in GMCA's history. GMCA Analysts are currently working through responses before a series of policy recommendations and actions will be agreed and implemented by TfGM, GMCA and Andy Burnham in early 2020.

Already, following the closure of the survey, TfGM agreed to pilot late-night trams during the festive period, extending weekend running hours to 2am on all routes.

Alongside this work, Sacha has also been piloting safety havens in Wigan Town Centre, in partnership with Wigan Council, St John Ambulance, Greater Manchester Police and Greater Manchester Combined Authority (GMCA). The Haven will be operational every Saturday throughout the Christmas period between 10pm and 4am, depending on reveller turnout, and will be located on College Avenue. The service will cover the King Street and Wallgate area and will provide free low-level medical attention and a place to go if partygoers lose their friends or need to charge their phones.