

## **GREATER MANCHESTER CULTURE AND SOCIAL IMPACT FUND COMMITTEE**

Date: 3 September 2020

Subject: Cultural Recovery in Greater Manchester

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

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### **PURPOSE OF REPORT**

To update Culture and Social Impact Committee members on plans for cultural recovery in Greater Manchester

### **RECOMMENDATIONS:**

Steering Group Members are asked to:

- Note activity to date.
- Note and discuss activity proposed to March 2021.

### **CONTACT OFFICER:**

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## **1 BACKGROUND**

- 1.1 Since lockdown began in March, 2020, the GMCA Culture Team has been working to support the sector, working with organisations in the GM Culture Portfolio, supporting digitally excluded residents through the Creative Care Pack project and entertaining and raising almost half a million pounds for the sector through United We Stream.
- 1.2 There is a longer-term need to support the sector which is still in a perilous position. Throughout July and August, the Culture Team has met with all recipients of GM Cultural funding to establish the organisational health of all businesses within the culture portfolio.
- 1.3 While there is no immediate risk of closure for any organisations within the GM Culture Portfolio, many have had to make some incredibly challenging decisions, from significantly reduced programmes to restructuring and consultation on redundancy for staff.
- 1.4 Most organisations feel that they will be able to continue operating through to the next financial year, but that the situation will become more challenging in 2021/22.
- 1.5 To help the sector have the best chance of survival, and to support organisations and freelancers through the challenging months ahead, the GM Culture Team are developing a Culture Recovery Plan which will explain how GM will target existing resource for the remainder of the financial year.
- 1.6 These measures are designed to work with the HM Treasury Cultural Recovery Package announced in July, 2020, providing support that might not be possible within the parameters of that funding. As the situation develops and financial support is delivered into 2021, the GM Culture Team will revisit the GM Recovery Plan with a revised series of actions for 2021/22.

## **2. HM TREASURY RECOVERY PACKAGE**

- 2.1 In July 2020 the Chancellor of the Exchequer, announced a £1.57billion support package for arts and culture. The main portion of the package is being delivered by Arts Council England and is designed to support organisations through to the end of this financial year, either by allowing organisations to lay dormant until they are able to open safely and viably, or by supporting them to make adjustments to their business model to operate with Covid-19. The first round of funding closed for applications on Friday 21st August.
- 2.2 The package comprises:
  - £1.15 billion support pot for cultural organisations in England delivered through a mix of grants and loans. This will be made up of £270 million of repayable finance and £880 million grants.

- £100 million of targeted support for the national cultural institutions in England and the English Heritage Trust.
- £120 million capital investment to restart construction on cultural infrastructure and for heritage construction projects in England which was paused due to the coronavirus pandemic.
- The new funding will also mean an extra £188 million for the devolved administrations in Northern Ireland (£33 million), Scotland (£97 million) and Wales (£59 million).
- This package will go to support heritage, cinema and television as well (BFI, Historic England, National Lottery Heritage) so the scope is much broader than the arts.

2.3 It is estimated there are around 200 'large' cultural organisations and venues in GM. The number increases to more than 700 if the smaller lesser known community organisations are included. The GMCA Culture team will work with DCMS and Arts Council England to support the full cultural ecosystem in GM, from our large cultural organisations to our smaller community groups, recognising their importance to both places and communities.

2.4 Nationally, Treasury have stated there is no intention to extend the Job Retention Scheme or "furlough", or to provide further support for self-employed workers, therefore in a sector so heavily reliant on freelancers and self-employed workers, there are likely to be further redundancies.

Support for freelancers and individual artists and musicians do not feature in the national Cultural Recovery package, therefore it is increasingly important to consider how they can be supported in Greater Manchester.

2.5 It is also important to reflect on the opportunity the CV19 pandemic has provided, in terms of how nationally, regionally and locally it is possible to build back better. This is particularly true of the culture sector where opportunity exists to improve diversity within it and relevance to all audiences.

### **3. GM CULTURE RECOVERY PLAN**

3.1 At the end of September, 2020, a Greater Manchester Culture Recovery Plan will be presented to GMCA. This will set out how GMCA will prioritise existing resources for the Culture portfolio for the remainder of this financial year. Resources include:

- Staff time
- Culture Portfolio investment

- Strategic funding
  - Great Place funding
- 3.2 The GM Culture Recovery Plan is being developed in collaboration with more than 30 cultural organisations, as well as representatives from all ten districts and delivery partners across the conurbation.
- 3.3 The emerging plan is likely to include priorities relating to:
- Supporting an extension of furlough/VAT measures/broadening of exhibition tax relief/particular focus on freelancer support nationally.
  - Supporting GM Culture Portfolio organisations and working with them to support the wider GM Cultural sector.
  - Working with GMCA Skills and Work teams to develop of a package of support/training for those who do need to leave the cultural sector.
  - Developing the legacy of United We Stream.
  - Continuation of delivery of the Great Place Project.
  - Encouraging GM LAs to continue their support and investment in culture in their localities – recognising that cultural and creative activity are essential in the recovery of places.
  - Programming activity to animate our town and city centres and provide opportunity for artists and those who work in cultural project economy.
  - Development of a Communication and Advocacy campaign to support the sector in Greater Manchester, including roll-out of the GM Culture Narrative developed earlier this year.
  - Publication of the GM Heritage Topic Paper, feeding in where appropriate to GM Spatial Framework Plans and commission GM Mills research programme with Historic England.
  - Working with Local Creative Education Partnerships across GM to coordinate and communicate the cultural offer for young people across GM.
  - Explore potential of linking cultural investment and support to social value clauses in public sector procurement contracts.

- Further explore the potential development of Creative Improvement Districts.
- Deliver recommendations of the GM Music Review.
- Support the development of the GM Night Time Economy recovery plan.

#### **4. RECOMMENDATIONS**

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