

GREATER MANCHESTER COMBINED AUTHORITY

Date: 14 February 2020

Subject: GMCA Culture Fund 2020-2022

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

PURPOSE OF REPORT

To seek GMCA approval on organisations to be funded from the new GMCA Culture Fund 2020-2022, which will support delivery of the Greater Manchester Culture Strategy and Greater Manchester Strategy.

Further details are included as a more detailed report, considered in the confidential part of the agenda due to the information relating to the potential investments by GMCA and subject to GMCA approval.

RECOMMENDATIONS:

GMCA are requested to:

- Agree a budget of £8.6m over 2 years from April 2020 for the GMCA Culture Fund to fund the balanced portfolio of applications detailed within the Part B item of this report.
- Agree the list of organisations detailed within the Part B item of this report to be funded by the GMCA Culture Fund and the report made public within two months of this meeting.
- Delegate the GMCA Treasurer, in consultation with the Portfolio Chief Executive and Leader for Culture, to enter into grant funding agreements with the organisations, and for the amounts, lists in Part B of this report
- Agree that a report will be presented to GMCA over the following months that will set out a new sustainable approach to funding of GM's culture organisations from 2022.

CONTACT OFFICERS:

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Risk Management – see paragraph

Legal Considerations – see paragraph

Financial Consequences – Revenue – see paragraph

Financial Consequences – Capital – see paragraph

Number of attachments included in the report:

One – The Year in Review

1 BACKGROUND

- 1.1 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 increased GM investment via GMCA of £7m over two years go to 28 organisations, 11 of which had not received GM Culture funding previously.
- 1.2 In 2019, GMCA published its first ever Culture Strategy, 2019-2024, that set out the following ambition;

By 2024, Greater Manchester's cultural offer will reflect the diversity of our people, who feel empowered to share their stories with the world, improving their wellbeing and increasing the prosperity of our businesses and the attractiveness of our places.

The Greater Manchester Culture Strategy aligns well with recently released Arts Council England's 10-year strategy, Create.

- 1.3 The first year of the GM Culture Strategy (2019-2020) is being delivered by GMCA's Culture and Social Impact portfolio and using investment from Arts Council England and National Heritage Lottery Great Place project funding and leveraged match funding for Great Place. This paper proposes investment decisions to support the new approach to cultural investment to support the Cultural Strategy, between April 2020 and March 2022.
- 1.4 In October 2019, GMCA agreed that there should be a call for applications for the GMCA Culture Fund for the period 2020-2022. GMCA also agreed that the GM Culture Fund budget should also:
- Continue to support Social Impact organisations through ring-fenced budget of £460,024 p/a. for 2020-2022
 - Support programme management cost for the 2020-2022 portfolio at 2018-2020 levels of £70,000 p/a.
 - Within the funding envelope for the GM Culture Fund, create a strategic budget of £270,000 p/a which will be ring-fenced to support activity that cannot be delivered by a single organisation, eg Town Of Culture, Creative Improvement Districts, Yellow School Buses, Culture and Health and Culture and Ageing.
 - In reaching final recommendations about the portfolio of grants to award, consider a flexible approach will be needed to consider the issues of balance (across art form, geography and sustainability of the whole GM cultural ecosystem) 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.

2. INTRODUCTION

- 2.1 Engagement with the arts in Greater Manchester lags behind other cities and regions. In London, 68.4% of the population engage with culture. In Greater Manchester, engagement stands at 60.1%, behind Liverpool and Birmingham city regions.
- 2.2 The first year of the GM Culture Fund (2018-2019) saw an increase in the number of organisations funded and a consequent increase in the number of GM residents engaging with these cultural organisations; starting to address the gap in GM resident engagement when compared with national and comparative city regions.
- 2.3 GMCA launched a call for applications for the 2020-2022 GM Culture Fund in November 2019. 103 applications were received, well above the number received in the previous funding round. Of the applications received, seven were determined to be ineligible. The total financial ask of all eligible applications was £13.6m over two years, almost double the £7m funding allocation for the current 2018-2020 programme.
- 2.4 It was notable that the call for applications generated an increased number of applications from districts with little or no GMCA Culture funded organisations previously. It was also notable that, through appraisal there were a significant number of high scoring organisations bidding for GMCA Culture Funding.
- 2.5 Seven applications were deemed ineligible. The remaining 96 applications were appraised and given an aggregated score against elements that allowed organisations to evidence management and proposed delivery against the four criteria agreed by GMCA, namely:
 - 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; and
 - Be able to evidence how the project will make a positive contribution to improving residents' health and well-being and meeting our equality duties.

3 PROPOSED GMCA CULTURE FUND PORTFOLIO

- 3.1 Part B of this report proposes a final balanced portfolio of applicants and activities for the new GMCA Culture Fund. This represents an increased investment and portfolio that includes supporting the current ecology, funding the highest ranked bids and ensuring a balanced portfolio of investment across geography, art form, scale and diversity.
- 3.2 It is proposed to increase the funding available to the GMCA Culture Fund to create a strong new portfolio of GM cultural organisations, which recognises the importance of culture to GMCA and its role in the broader ambitions of the Greater Manchester Strategy, from place-making, social cohesion, skills development, reducing isolation and improving health outcomes for our residents.

4 2022 ONWARDS

- 4.1 An opportunity exists to work strategically with Arts Council England to focus on the sustainability of cultural organisations and the Greater Manchester cultural ecosystem, at the start of Arts Council England's new 10 year strategy, "Create" in 2022.
- 4.2 To allow organisations to plan for potential changes in funding from 2022, it is proposed that a further report is brought to GMCA in 2020 setting out options for the GM Culture Fund from 2022.

5 CONCLUSIONS AND RECOMMENDATIONS

- 5.1 Recommendations can be found at the front of this report.