

Greater Manchester Culture and Social Impact Fund Committee

Date: 19 December 2022

Subject: Greater Manchester Culture Portfolio Update

Report of: Councillor Neil Emmott, Chair of the Culture and
Social Impact Fund Committee

Purpose of Report:

To inform the Culture and Social Impact Fund Committee about activity delivered by the Greater Manchester Culture Portfolio between April 2022 and October 2022.

Recommendation:

The Committee is requested to note the content of the report.

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1. Purpose of Report

- 1.1 All recipients of Culture funding were required to submit a six-month report in October 2022, outlining activity delivered using GMCA investment. This report gives an overview of activity delivered so far.

2. Background

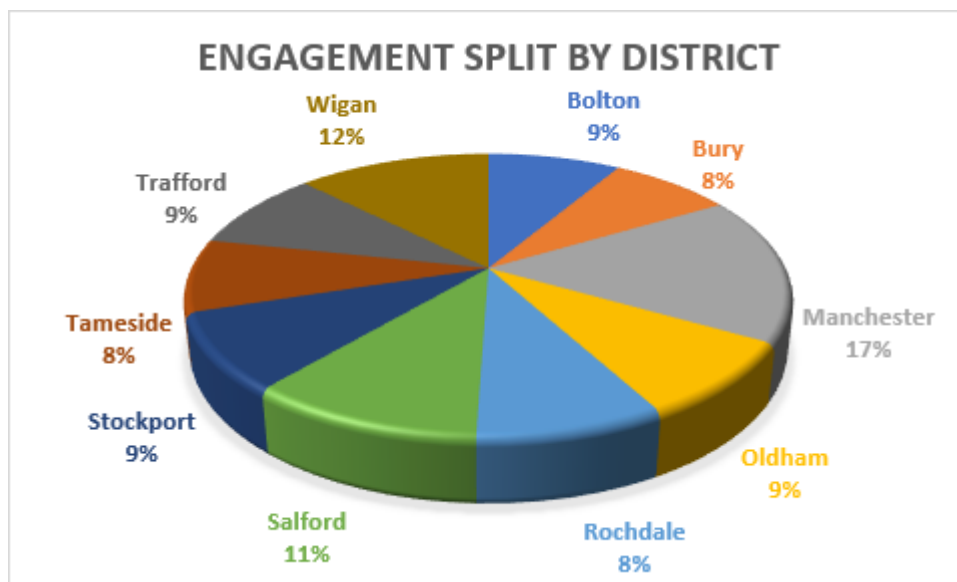
- 2.1 In January 2020, GMCA agreed to invest £3.8m p/a in 35 organisations to deliver activity in four priority areas. Organisations are funded to;
- Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater 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 In 2021 in recognition of the challenging times faced by cultural organisations supported by GMCA, it was agreed that investment would be rolled over for 1 year with the intention to go out to application again in Autumn 2022.

This report summarises activity delivered by the 35 organisations in the culture portfolio between April and October 2022, the first six months of this rollover year.

- 2.3 As well as direct investment into cultural organisations, GMCA also manages a strategic budget of £270,000 p/a which supports activity that cannot be delivered by a single organisation, including Town of Culture, Creative Improvement Districts, Arts, Health and Wellbeing, Culture and Ageing, WeEuro, Redesigning Freelancing, StreamGM and the GM Artist Network, Greater Manchester Music Commission.

3. Six Month Delivery

- 3.1 Analysis of all returns shows that, in the first six months of delivery Culture and Social Impact funding supported 2.6m cultural engagements; 1,474,454 with Greater Manchester residents and 1,143,071 for visitors to our city region. These levels are similar to engagement levels in 2019, which represents an encouraging return to pre-pandemic levels. If engagements continue at a similar rate for the one year rollover funding period, that will mean 2.9m GM resident engagements and 2.2m visitor engagements, a total of 5.2m engagements.
- 3.2 Q1 and Q2 investments equates to £1,754,108. Which means that, GMCA spent, on average, 67p on each funded engagement with culture in Greater Manchester. 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, especially when inflation is considered, as spend per engagement is similar to 2019 levels. More detailed analysis of GVA created will be undertaken at the end of year one. This will show the direct and indirect and induced GVA impact of investment.



- 3.3 In the first six months of the Culture fund, engagement by district was appropriately split across all 10 districts, especially when considering population split and concentration of cultural infrastructure in the city of Manchester, and the likelihood of residents travelling into Manchester to engage with culture.

- 3.4 In 2020, the portfolio agreed by GMCA leaders had investment in each of the 10 districts for the first time. The split of engagement demonstrated here represents a much fairer split of benefit to previous years where engagement in Manchester was around 24%. It is encouraging to see the broadening of investment result in a more equitable split of benefit, which would indicate that our current approach is working.
- 3.5 In developing the Culture and Social Impact Fund we have been clear that, while numbers around levels of engagement are important, to demonstrate value for money and distribution of investment, we also need to demonstrate the more qualitative impact of our investment. This is especially important given the variety of activity supported through the Culture and Social Impact Fund.
- 3.6 At the end of the funding period GMCA officers will compile an annual report bringing together activity delivered by all 35 organisations. For the purpose of this six month report, GMCA officers have invited one organisation to give a much fuller picture of the type of activity supported by GMCA. This committee has previously had the opportunity to ask questions of the Manchester Jewish Museum, based in Cheetham Hill. To show the diversity of activity supported by this investment at this meeting Committee members will have opportunity to ask questions of ARC, and arts health and wellbeing organisation based in Stockport.

4 Recommendation

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