

Greater Manchester Combined Authority

Date: 12th July 2024

Subject: CreateGM: The Greater Manchester Strategy for Culture, Heritage, and Creativity

Report of: Councillor Neil Emmott, Portfolio Lead for Culture and Alison McKenzie-Folan
Portfolio Lead Chief Executive for Culture

Purpose of Report

This report provides an overview of CreateGM, the new Greater Manchester Strategy for Culture, Heritage and Creativity and the process taken to develop it. The full strategy is attached to this report.

Recommendations:

The GMCA is requested to:

1. Approve CreateGM, the Greater Manchester Strategy for Culture, Heritage, and Creativity

Contact Officers

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Equalities Impact, Carbon, and Sustainability Assessment:

Recommendation - Key points for decision-makers

Insert text

Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	
Health	G	
Resilience and Adaptation		
Housing		
Economy	G	
Mobility and Connectivity		
Carbon, Nature and Environment		
Consumption and Production		
Contribution to achieving the GM Carbon Neutral 2038 target		

G	Positive impacts overall, whether long or short term.	A	Mix of positive and negative impacts. Trade-offs to consider.	R	Mostly negative, with at least one positive aspect. Trade-offs to consider.	RR	Negative impacts overall.
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Carbon Assessment

Overall Score	#DIV/0!	
Buildings	Result	Justification/Mitigation
New Build residential	N/A	
Residential building(s) renovation/maintenance	N/A	
New build non-residential (including public) buildings	#DIV/0!	
Transport		
Active travel and public transport	N/A	
Roads, Parking and Vehicle Access	N/A	
Access to amenities	N/A	
Vehicle procurement	N/A	
Land Use		
Land use	N/A	

No associated carbon impacts expected.	G	High standard in terms of practice and awareness on carbon.	B	Mostly best practice with a good level of awareness on carbon.	A	Partially meets best practice/ awareness, significant room to improve.	RR	Not best practice and/ or insufficient awareness of carbon impacts.
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Risk Management

n/a

Legal Considerations

n/a

Financial Consequences – Revenue

n/a

Financial Consequences – Capital

n/a

Number of attachments to the report: 1

Comments/recommendations from Overview & Scrutiny Committee

n/a

Background Papers

CreateGM: The Greater Manchester Strategy for Culture, Heritage, and Creativity

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution?

No

Exemption from call in.

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

n/a

GM Transport Committee

n/a

1. Introduction/Background

- 1.1** The importance of culture, heritage and creativity to the vibrancy, prosperity, and wellbeing of people in Greater Manchester is well understood. Over the past five years, Greater Manchester has increased investment in culture by 40%.
- 1.2** The first ever Greater Manchester Culture Strategy, *Grown in Greater Manchester, Known Around the World*, was published in Spring, 2018. The five-year strategy drew inspiration from and was supported by the ten districts of Greater Manchester, with a focus on codifying a shared vision for culture in the city region that capitalised on the unique strengths and opportunities available in Greater Manchester.
- 1.3** Much has happened since the first GM Culture strategy was published, from COVID-19, Brexit, and national political change to brand new technologies that will forever change the creative landscape.
Importantly, all ten districts of Greater Manchester have significantly developed their individual strategic approaches to culture, heritage, and creativity in their borough resulting in a marked shift in the importance placed on culture, heritage, and the creative industries in every district of Greater Manchester. This means that a different approach is needed for Greater Manchester; a strategy that explicitly focuses on activity that should be undertaken at a Greater Manchester level.
- 1.4** Between November 2023 and May 2024, the GMCA Culture team has undertaken a process of desk research and consultation with key local and national stakeholders to develop CreateGM, the new strategy for Culture, Heritage, and Creativity in Greater Manchester.
- 1.5** The strategy builds on significant consultation around culture, heritage and creativity undertaken by all ten districts, as well as horizon scanning to identify key local, national and international trends that will impact the sector over the life of this strategy.
- 1.6** This paper sets out the key themes within CreateGM (included as Appendix A) alongside activity to deliver priorities within the strategy.

2. STRATEGY SUMMARY

2.1. Appendix A – the new culture strategy for Greater Manchester – CreateGM - is the culmination of months of desk research, a call for evidence, consultation, and strategy sessions with key local and national partners.

2.2. This includes a vision and mission statement that articulate the importance of culture, heritage and the creative industries to Greater Manchester and the actions required to protect and develop our cultural infrastructure, workers, places, and practices.

VISION

Greater Manchester: A place of rich history, innovation, and compassion, where the creativity of our people and the distinctiveness of our places can delight, inspire, provoke, and change our world for the better.

MISSION

Greater Manchester will care for and invest in our artists, audiences, heritage assets and cultural organisations, creating the conditions for creative businesses and communities to thrive and for people to enjoy, create, learn, understand, and express themselves.

2.3 Beneath the vision and mission statements are CreateGM priorities, split into two distinct areas; Foundational Priorities and Thematic Priorities.

FOUNDATIONAL PRIORITIES

Foundational Priorities are areas where conscious action needs to be taken to ensure the sustainability, success and accessibility of culture, heritage, and creativity in Greater Manchester over the life of this strategy.

Foundational priorities will shape **how** we deliver our thematic priorities, improving transparency and accountability while working with partners to improve understanding and conditions within the sector.

1) INSIGHT

2) REPRESENTATION

3) CARE

4) ETHICS

Insight, data, research, representation, and space to discuss complex local, national, and international issues, as well as conscious care for our buildings, stories, creative, heritage and cultural workers and organisations, will be key to the success of culture, heritage, and creativity in Greater Manchester.

We will work with partners to develop, deliver, and manage structures, programmes, and policy across the four foundational priorities to ensure that Greater Manchester is providing the very best support, guidance, and intelligence to sector partners in the region.

THEMATIC PRIORITIES

Thematic Priorities are areas of existing strength or opportunity with Greater Manchester, where our sector partners are already delivering exceptional work or where there is real opportunity to better align the work of culture, heritage and the creative industries with Greater Manchester's wider strategic priorities and ambitions.

1) WELLBEING

Health, Wellbeing, Ageing Well

2) PROSPERITY

Economy, Education, Skills, Talent

3) ENVIRONMENT

Place, Environmental Sustainability

4) REPUTATION

Visitor Economy, Trade, Vibrancy

Future investment in culture, heritage and creativity will be guided by these thematic priorities. We will support exceptional people, projects and organisations that contribute to these key areas of focus as well as improving links between the sector and partners in Greater Manchester.

3. OBJECTIVES

3.1 CreateGM has seven objectives that will guide activity through the life of the strategy. Each objective will be accompanied by measurable targets, which will be

co-developed with partners across Greater Manchester and beyond during year one of the strategy. By 2030 we will work to ensure that;

- 1) Greater Manchester residents are represented in policy development and governance. Key decisions about culture, heritage investment and policy are based on robust insight and data.
- 2) All Greater Manchester residents have the opportunity to create, contribute to and enjoy Greater Manchester's rich culture and heritage offer.
- 3) Culture, heritage and the creative industries are properly recognised in the development and delivery of wider GM policies and strategies, including the MBacc, Places for Everyone, Growth Locations, Harm Reduction, Ageing Well and more.
- 4) There are clear and equitable pathways between talent and opportunity for those who want to pursue and develop a career in culture, heritage, and the creative industries.
- 5) People working in culture, heritage and the creative industries in Greater Manchester are treated with care and respect and receive fair remuneration for their work.
- 6) Greater Manchester is known around the world for its distinctive creative output that reflects our people, places and history and supports our residents to explore, navigate and make sense of their future.
- 7) Culture, heritage, and the creative industries in Greater Manchester are valued, supported, and protected in recognition of the vital role they play in the vibrancy and prosperity of our places and the wellbeing of our people.

4. DELIVERY

4.1 Each year we will develop a programme of activity that delivers the eight priorities within CreateGM.

4.2 A full list of delivery activity 2024/25 can be found on pages 20-21 of the strategy.

4.3 In January 2025, the GMCA Culture team will work with stakeholders and partners, within new governance arrangements, to develop delivery activity for 2025/26.

