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**Manchester City Council  
Report for Resolution**

**Report to:** Community Engagement Task and Finish Group – 15 August 2012

**Subject:** Manchester City Galleries and the Manchester Partnership – Engagement of local communities in arts and culture

**Report of:** Maria Balshaw, Director of Manchester City Galleries and Whitworth Art Gallery

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**Summary:**

This report outlines the work being undertaken by Manchester City Galleries and the Manchester Partnership (Manchester City Galleries, Whitworth Art Gallery, The Manchester Museum) to meet the key questions asked by the Cultural Engagement Task and Finish Group:

- What are Manchester City Galleries and the Manchester Partnership doing to engage residents of the city in arts and culture?
- What are Manchester City Galleries, the Manchester Partnership and other strategic partners doing together to engage local communities in projects, especially those linked to galleries and museums?
- What evidence is available to monitor and evaluate our activities in these areas?

**Recommendations:**

Members are asked to note the report.

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Wards Affected: All

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Background documents (available for public inspection): None

## **1.0 Introduction**

- 1.1 Manchester City Galleries sits within Manchester City Council's Neighbourhood Services directorate and forms part of the Strategic Partnership between Manchester City Council and the University of Manchester. In April last year, the City and University brought Manchester City Galleries and the Whitworth Art Gallery closer together, with the appointment of Dr Maria Balshaw as joint Director.
- 1.2. The Manchester Partnership brings together three organisations from the City and University - Manchester City Galleries, Whitworth Art Gallery and The Manchester Museum. The Partner organisations work together, across governance structures, to deliver the city's objectives and promote Manchester as a centre of knowledge, creativity and culture. In January this year, a three year Major Grant funding package from Arts Council England (ACE) was awarded to the Partnership – the largest sum offered to any museum and gallery service in the country. The Manchester Partnership attracts a total of 844,000 visits each year; this represents over 50% of the total museum and gallery visits in the city.
- 1.3. The Partnership also provides regional leadership for museums. Working with a Consortium of museums in Cumbria, it secured a £300,000 annual award to deliver Museums Development across the North West. The service has strong partnerships with major regional and national museums in the UK and overseas. It works collaboratively with Manchester International Festival and is delivering a major part of MIF's 2013 programme.
- 1.4. The Partnership is now in a position to make a step change in its performance in engaging people with collections, by sharing programming around key priority audiences such as early years, schools, young people and the elderly. The venues will collaborate on programmes focused on health and well-being and creating opportunities for volunteering.
- 1.5. This report provides details of cultural and arts activities that benefit all local residents who visit the galleries and museums. It provides more detailed information about arts and cultural activities aimed at adults and children/young people; activities supported at neighbourhood level; the engagement work being undertaken and information about the audience segments reached.

## **2.0 Cultural and arts engagement – All Visitors**

- 2.1 Manchester City Galleries, Whitworth Art Gallery and Manchester Museum provide significant cultural opportunities to a large and diverse local audience through free exhibitions and public events that showcase the excellence of the city's collections and make them relevant to local residents today, as well as allowing them to see the best of contemporary art from around the world.
- 2.2 The demographics of the visitors to the three institutions match the demographics of the city overall – a highly unusual fact for major museums

and galleries. This reflects the concerted effort over the past five years to connect to local audiences who would not conventionally see themselves as cultural consumers. Across the 3 organisations 30% of visitors are from priority groups (defined as BME, C2DE and disabled groups), which equates to just over 300,000 visitors annually. The largest proportion of these visitors are coming to the galleries and museums as part of family visits.

- 2.3 All three institutions have seen an increase in family visits and a significant increase in active family participation since the economic downturn. The fact that all three institutions offer a wide range of free, drop-in family activities – especially in school holidays – has meant that many more local families are choosing to take advantage of the galleries and museums offer. The following sections breakdown this work by audience segment to highlight particular areas of benefit.

### **3.0 Cultural and arts engagement – Adults**

#### **3.1 Lifelong Learning**

There has been significant growth in the adult/lifelong learning audiences, with almost 55,000 learners reached. There has been a 25% increase in participation over the last three years.

As part of this lifelong learning offer, we work with visitors from minority groups and diaspora communities, targeted through specific programming and delivered in partnership with broader community networks, such as neighbourhood teams and MAES New Arrivals. Our Partnership aspires to be at, or better than, the current museum and gallery participation levels across the local population for each audience group. Over the last 3 years non-family BME audiences have increased by 4 percentage points from 8% in 2008-09 to 12% in 2010-11. In real terms, this represents an increase across the Partnership of around 37,000 visits from non-family BME visitors.

#### **CASE STUDY**

##### *In Translation*

A Collaboration between Manchester Art Gallery and the Wai Yin  
Spring-Summer 2012

Community Engagement Team

In Translation is a collaborative, Arts Council funded project exploring issues of migration and identity. It has been delivered in partnership with Manchester's Wai Yin Chinese Women's Society. The Gallery commissioned the Manchester-based artist collaborative The Ultimate Holding Company (UHC) to work with the Wai Yin and two other regional groups representing migrant women.

39 migrant women worked with six artists to examine and reinterpret a series of 1920s empire themed posters through a facilitated creative process involving research trips, workshops and events. The exhibition, *In Translation: Women, Migration and Britishness* is on display at Manchester Art Gallery until May 2013, and will be seen by approx. 100,000 visitors. There has been a series of events led by the women and UHC including a panel discussion, a sharing event with Refugee

Action, a creative families weekend and an evening performance event in November 2012. The outcomes for the women involved growth of confidence from sharing views of cultural identity and an increased awareness of both traditional and contemporary views of Britishness.

Participants commented:

*"I liked the fact that I was able to participate in this project with so many women with different migratory experiences. I very much enjoyed the interpretation of the poster session, where I realised that there are as many different interpretations of the posters as many individual migration experiences."* Project participant

*"We have recently migrated to the UK from Africa. This exhibition and event have helped us feel accepted"* Gallery visitor

### **3.2 Older People, those over 55**

Across the Manchester Partnership approximately 11% of our audience is classified as Older People. All three institutions are heavily involved in the Valuing Older People Cultural offer, part-funded by the Baring Foundation. Work to date has been developed in partnership with older people and their associated organisations, including WEA, Wear Purple and AgeUK.

The Manchester Partnership is developing an intergenerational grandparenting scheme, exploring creativity, ageing and digital media, extending and evaluating work with dementia patients and geriatric day units across Manchester hospitals, recruiting and supporting socially isolated older people as volunteers and increasing the number and scope of the Valuing Older People Cultural Champions to encourage older visitors to participate in the cultural life of Manchester.

#### **CASE STUDY**

Community Engagement and Valuing Older People  
Summer 2012

Manchester Art Gallery piloted a new form engagement with three older residents' groups as part of the contribution to the Valuing Older People agenda. These groups were Age Concern at Miles Platting, residents from George Halstead Court (North Ward Housing Association) and Manchester Nigerian Women's Group.

The pioneering aspect was the use of an object-handling box featuring the Gallery's Mary Greg Collection. Mary Greg left a vast collection of objects to Manchester Art Gallery that include the everyday, the bizarre and the obsolete, the decorative, the homemade and the manufactured. The Gallery's community development team created this travelling box of curiosities to be a mobile, handling collection – to "bring the Gallery collection to you".

The trial sessions showed that the objects in the box help trigger memories and enable people to share stories about their history and lives. People chose to share stories about work, family, childhood and also their own personal collections. There is the potential for the resource to help individuals with dementia adjust to their present lives. The sessions also developed Gallery expertise in working with older people.

*“This collection of objects can be used with a wide range of people from young children to older adults. They can help carers get to know individuals better and provide explanations in the past for things that are happening today. The Mary Greg collection was fantastic. It gets lonely when you get older and this has been the most meaningful conversation I've had for a long time.”* Miles Platting Age Concern group member

### **3.3 Arts and Health**

Our *Who Cares?* arts and health programme has had a significant impact on participants, practice and partnership development over the last 3 years. The Manchester Partnership is developing engagement with more staff, patients and clients within health partner organisations, as well as leading a marketing and advocacy campaign across Central Manchester Hospitals Trust to promote cultural participation by adults, parents and siblings. At Manchester hospitals, we are focussing on developing mobile collections, artist-led programmes with geriatric units and staff-focused training

#### **CASE STUDY**

Our Arts and Health work has attracted several public accolades this year, most notably an award for Most Innovative and Outstanding Contribution to Arts and Health Practice and Research from the Royal Society for Public Health. In partnership with the NHS Trust Manchester, the Whitworth-led work on *Creativity and the Curriculum* with the Manchester Schools Hospital Service includes bespoke projects delivered at the Leo Kelly Centre (which offers full-time education to primary and secondary pupils with medical needs, who are out of school with long-term illnesses, and pregnant schoolgirls), an Arts and Health Mentoring Scheme for young in-patients, which includes weekly visits by student volunteers to children on renal, neuro and oncology wards and the residential psychiatric unit, and a project at Galaxy House Residential Psychiatric Unit to transform the clinical environment into warm, welcoming creative spaces.

The Arts and Health work across the Partnership was showcased in an exhibition *Who Cares?* at the Whitworth Art Gallery, which attracted over 37,000 visitors during a three-month period. An eight-week long cultural programme accompanied it, organised in partnership with the Department for Health, North West and Third Wave (a third sector organisation supporting refugees, asylum seekers and new arrivals). The programme targeted diaspora communities, refugees and asylum seekers from across the city, as well as local families and general adult visitors, and over 3,000 people participated in total.

## **4.0 Cultural and arts engagement – Children, Families and Young People**

### **4.1 Early Years**

The Partnership offers a comprehensive and complementary programme of activities that connects with and supports children and families across the city-region at every stage of their development – from birth to higher education and training. Collectively we work with over 60,000 families (283,298 individuals) and 57,500 school students per year.

In 2010-11 participation in informal learning activity in The Manchester Partnership amongst Early Years children reached almost 30,000, an annual increase of 23%. Families are the most significant audience for the Partnership, representing 41% of total visits, and with a 37% increase over the last three years, from 206,345 to 283,248.

#### CASE STUDY

Culture Baby: Work with 0 -2 year olds

Manchester City Galleries, Whitworth Art Gallery and Manchester Museum are working collaboratively to highlight innovative, cultural practice with the under-twos and share creative ideas for working in early intervention – particularly in relation to language and social development. This includes weekly sessions for 0 – 2s and their carers at all three institutions. In November last year, a national seminar, Culture Baby, was delivered at Whitworth Art gallery, looking at how current policy and opportunities can be harnessed through museums and galleries. Over 100 delegates attended including policy makers, Cabinet Member for Culture, health professionals as well as representatives from museums, galleries and other cultural organisations.

This comprehensive offer for Early Years won The Clore Award for Museum Learning 2012. The £10,000 award reflects the outstanding quality of The Manchester Partnership programme. Judges noted that the Partnership was unique nationally in its focus on earliest intervention, being one of only a handful of museums and galleries that work with babies and their carers.

*“The early years partnership work that has taken place in Manchester Galleries and Museums has been an exciting and innovative collaboration that has had significant impact on early years practitioners, children and their families in Manchester.”* Sarah Murray, Former Strategic Lead, Early Years, Manchester City Council

#### 4.2 Formal Learning

We have worked closely with schools and teacher training providers to ensure that teachers, the wider children’s workforce and parents/carers are confident in using our venues and collections as a learning resource. We currently receive 57,500 formal visits by school age children each year. We have strong links with specific Manchester schools, especially primary schools and are now actively building relationships across the city-region with newly forming clusters and organisations by promoting ourselves as open to a wide range of uses, including drop-in surgeries, governors’ meetings, community events and whole school training. Our schools programme reaches a very diverse demographic with 31% of young people being from minority ethnic groups and 30% of school children having English as their second language.

#### CASE STUDY

Embedding galleries as a core learning resource

The Whitworth Art Gallery has developed a *Schools in Residence* programme over the last four years, where a local school visits us weekly throughout the year. Building on this, we are currently developing a weekly programme with the Whitworth Primary School Cluster, which consists of several local primary schools situated in areas of social and economic deprivation. This network meets regularly with Learning staff, and teachers receive free CPD training on how to maximise the use of

the Gallery and its collections. Schools programme their visits via a year long, weekly schedule of opportunities related to the foundation and primary curriculum.

## 5.0 Support for Culture and Arts at Neighbourhood Level

### 5.1 Volunteers

The Partnership has been at the forefront of volunteer development for the past five years. The volunteering programme at Manchester City Galleries has been developed to offer volunteering opportunities across the sites within curatorial, learning and front of house teams, and encourages volunteering from adult groups including young people, black and minority ethnic groups, and older adults. Manchester Museum's multi-award-winning *In Touch* volunteer programme targets long-term unemployed and socially excluded adults, and has been awarded £500,000 from HLF to develop volunteering opportunities for socially excluded adults across the Partnership.

#### CASE STUDY

##### We Face Forward Volunteering programme

We have particularly encouraged participation from members of our West African communities to support our *We Face Forward: Art from West Africa Today* exhibition programming. *We Face Forward: Bite Sized* is a series of public events led by trained volunteers, developed in partnership by Manchester Art Gallery and the Whitworth Art Gallery. This project has seen a team of 15 British, Ghanaian and Nigerian volunteers (all residents in Manchester) trained to deliver a programme of public discussion events throughout the summer - 33 public sessions in total. Two volunteers lead each session. The volunteers have been thrilled to develop their public speaking and event management skills, create new social and creative networks, and share their passion for West African cultural heritage with wider audiences.

Henry says: *"It's really made me think about how I see the public, I thought they would know nothing about West Africa but that American lady knew more than me."*

#### CASE STUDY

##### Events volunteers

We have an evolving cohort of events volunteers, some of whom may be retired and stay with us for many years, others who spend a few months with us before securing paid employment, and others who work volunteering around their jobs. By continuing to include volunteers in delivery of public events we are able to offer our visitors a personalised and high quality experience, while the volunteers get to share in a creative workplace, socialising with artists, writers, dance professionals and one another to create their own new networks and communities.

Carla says: *"I always like coming to the Gallery of Costume, I relax as soon as I come through the door and I like to bring my ESOL groups back with me when I'm not volunteering here."*

Dena says: *"I started off volunteering at Manchester Art Gallery and never looked back. I was soon taken on as a freelance artist and now I work full time at Manchester Craft and Design Centre."*



## 5.2 Community Consultation

Community Consultation is an area of particular expertise within Manchester City Galleries and across the Partnership. Expertise has been shared across Neighbourhood Services – so that the extensive consultation process for Archives + development and Heritage Lottery bid was led and co-ordinated by the Galleries Partnership Manager with strategic partners across the city. This resulted in 7 Consultation events involving over 70 participants; 6 Advocacy events involving over 50 participants; and a significant increase in recognition of Archives + as a major new development for the city's heritage offer.

## 5.3 Community Engagement

The Manchester Partnership actively supports a wide range of community events, festivals and programmes across the city-region. These have included Whitworth Park Community Archaeology Project, Harpurhey Bioblitz, Victoria Park Butterfly Watch, Wythenshawe Forum Garden City Festival, Picnic Piccadilly and Refugee Action World Cup event, to name a few. Off-site work also includes *Museum Comes To You* (mobile collections outreach programme). This has focused primarily on working with socially isolated older people within their communities, and working with a range of local residential homes and day units, but we have also developed partnerships with Booth Centre Homeless Charity at Manchester Cathedral and Manchester Mental Health Trust Day Centre.

## CASE STUDY

### *We Face Forward* Art Bus

Manchester's ArtBus was inspired by the highly decorated buses that are the main form of transport throughout West Africa. As part of Manchester's *We Face Forward* programme, the Museum and Gallery Partnership commissioned a local arts collaborative, the Nigerian linked Creative Hands Foundation, to decorate a Manchester ArtBus.

The ArtBus has become the most outwardly visible part of our summer programme as it travels around the city with West African music playing from its external speakers, and then acting as a "mobile gallery", delivering West African inspired art workshops.

The ArtBus has had a marked presence at the Manchester Day Parade and the Torch Relay Party, and has delivered workshops at Collyhurst Family Fun Day, Longsight Festival, and at Wythenshawe Games. It has delivered music and art sessions at Beswick Library, Powerhouse, Chorlton Library, City Library and North City Library, and Gorton and Withington Libraries. We'll be present at the Manchester Picnic in Piccadilly Gardens, Manchester's Caribbean Carnival, and the re-scheduled Manchester Mega Mela.

## 5.4 Young people

The Manchester Partnership is extremely successful at engaging young people. The Manchester Museum has junior and senior youth boards. As part of the Whitworth Archaeology Project, the Youth Board worked with the Race Relations Archive and Friends of Whitworth Park as part of the Community Day, subsequently securing funding for an environmental and

intergenerational project working with the Friends of Whitworth Park to create natural habitats to encourage insects and bees.

The Whitworth Art Gallery and Gallery of Costume at Platt Hall have worked in partnership, focussing on developing remarkable opportunities for young people as part of 'Stories of the World', one of several major projects at the heart of the Cultural Olympiad. Over the three years of the project different groups of young people have worked with staff in the University's School of Materials (Textile Design and Design Management) to develop a handling collection of cotton clothing items 'upcycled' by re-modelling charity shop finds and incorporating new digital prints developed in association with a lecturer on the Textile Design degree. They have also worked with IT specialists to develop two computer games about children working in the cotton industries in the past and today. A group of Manchester secondary pupils took part in a study visit to Ahmedabad, the "Manchester of the East", to research ethical and trade issues around cotton.

## CASE STUDY

Manchester Art Gallery's Creative Consultants, 2011-12

Groups of young volunteers from the Gallery of Costume and Manchester Art Gallery respectively, between the ages of 14-25, have been involved in bringing new interpretations to the Galleries' collections and have developed key personal and employment skills as a result. Many of these young volunteers have included their experiences on University and job applications and say that the nature of working with creative individuals within a respected professional environment has improved their confidence and made them more ambitious to achieve their own career goals. There have been a total of 15 young people in each group with both projects running from October 2011 to June 2012 and on-going. Each project has included a further 15 people who have maintained less regular contact. The young people in the *More Than Fashion 2012* group have come from Fallowfield, Hulme, Rusholme, and beyond.

## 6.0 Visitor numbers and trends for the Manchester Partnership 2011-12

Active Participants - All	<b>133,845</b>
Active Participants - BME	<b>15,267</b>
Active Participants – Older (65+)	<b>7615</b>
Active Participants – Young (16-24 years)	<b>21,480</b>
Active Participants - Children (15 and Younger)	<b>87,160</b>
Number of active participants involved in projects generating content	<b>21,433</b>
No of informal learning visits/sessions for Children and Young People (On site)	<b>90,130</b>
No of Adult informal learning visits/sessions (On site)	<b>49,796</b>
Number of outreach sessions	<b>404</b>
Number of people participating in outreach sessions	<b>22,395</b>
Attendees – All visitors	<b>924,839</b>
Number of visits by Manchester residents	<b>242,463</b>
Percentage of Visitors rating experience good or excellent	<b>93%</b>
Percentage of Visitors who would recommend	<b>94%</b>
Number of website visits	<b>990,192</b>

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No of individuals engaged in volunteering	<b>782</b>
No of volunteering hours	<b>21,736</b>
Estimated value of volunteering hours	<b>£165,193</b>