

**MANCHESTER CITY COUNCIL
REPORT FOR INFORMATION**

COMMITTEE: Social Strategy Overview and Scrutiny Committee

DATE: 21 June 2006

SUBJECT: Role of Area Cultural Regeneration Officers

REPORT OF: Chief Executives

Purpose of report

To inform Members about the role of the 4 Area Cultural Regeneration Officers (CROs).

Recommendations

The Committee is asked to:

- To note the remit of the CROs and their contributions to Manchester City Council aims and objectives, particularly in relation to regeneration, ward and cultural strategy priorities.
- To invite a further presentation about the impact of the Cultural Regeneration Officers' work in December, when they will all have been in post for at least 12 months.

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Background documents

The Cultural Strategy.
Area Strategic Regeneration Frameworks.
Cultural Regeneration Officers' quarterly activity reports.

1. Introduction: Role of Area Cultural Regeneration Officers

1.1 The Cultural Regeneration Officers (CRO) took up post between May and September 2005. They are employed by the Cultural Strategy Team and are based within and line managed by an area Regeneration Team:

- Ada Nzeribe: North Manchester Regeneration Team
- Lela Cribbin: New East Manchester Team
- Sam McCormick: Central Manchester Regeneration Team
- Dawn Warriner: Wythenshawe Regeneration Team

1.2 The role of the CRO's is to work with other Cultural Services and Council departments, public and private agencies and the voluntary and community sectors to develop cultural responses to regeneration issues. Some of the aims the CRO's share are:

- To increase the number of residents participating in cultural activities.
- To strengthen local community and voluntary sector cultural provision.
- To enhance the role that culture plays in developing community cohesion, addressing the respect agenda, tackling crime and community safety, improving education, health and the environment and supporting the economy.

1.3 The Cultural Strategy and the Regeneration Teams work in partnership to agree the CRO's annual work programmes and work jointly on some areas of work.

1.4 Since appointment all 4 CRO's have developed locally appropriate cultural programmes, responding to the cultural priorities in their Strategic Regeneration Framework and the Cultural Strategy. Their quarterly activity reports provide examples of this.

1.5 The CRO posts and the area cultural programmes are funded through the Cultural Partnership's Neighbourhood Renewal Funding, although all CRO's have successfully accessed additional resources to deliver activity.

2. Principles of delivery

2.1 All 4 CRO's have developed successful partnership approaches to delivering their work in order to maximise strategic relevance and local benefit.

2.2 These partnership approaches include:

- Cross-departmental working within Cultural Services and the established voluntary cultural sector, particularly establishing contacts with local groups and initiating partnerships.
- Seed funding and fundraising support to community organisations to deliver grassroots activity.
- Delivering within multi agency partnerships focussing on young people, health, education, physical development etc.
- Linking with Manchester Youth Arts Network priorities.

- Facilitating partnerships between local cultural organisations, artists and agencies.

3. Examples of work

3.1 A project from each area is described below to provide examples of the kind of work the CRO's develop and deliver.

3.2 North

- Ada Nzeribe led on development and delivery of a visual arts intergenerational project supporting Manchester Art Gallery's war memorial conservation programme. The project focussed on Collyhurst's war memorial and culminated in an exhibition in June 2005. Outcomes included:
- 30 participants from Collyhurst Youth Centre and Harpurhey Neighbourhood Project.
- A high quality exhibition of local work in the foyer of the new Harpurhey Library. MANCAT are now likely to use the space in the same way in the future.
- 4 of the 10 older people who participated in the project have taken up digital photography courses with the Harpurhey Neighbourhood Project.

3.2 East

- Lela Cribbin provided funding, organisational and publicity support to Rainbow Heaven Drop In (part of East Manchester's Community Forum) for their Fashion Fusion event in July 2005. This was a women only event, in which local residents, refugee communities and MANCAT fashion students participated. The outcomes included:
- 100 women attended the event.
- MANCAT and Manchester Adult Education Services, partners in the event, promoted education and employment opportunities through information stalls and expert advice.
- The event was listed in East Manchester's first ever event guide, which was produced as part of East Manchester's Arts and Cultural programme. 72,000 copies of the guide have been distributed locally.

3.3 Central

- Sam McCormick is working with the Victoria Baths Trust, supporting them to develop partnerships and a programme of activities with and for local residents, artists and organisations, especially young people. The first initiative was a Black History Month in October 2005. The outcomes included:
- 20 stalls at the event with information about Black History from museums and community groups, as well as performances of music, dance and story telling.
- 543 people attended the event; previous open days in 2005 achieved an average of 265 people.
- Delivery of a second event celebrating International Women's Day in March 2006.

3.4 Wythenshawe

- Dawn Warriner organised activities to support community engagement and improve the use of The Birtles shopping precinct during the 2005 Christmas period. The outcomes included:

- A community performance stage, community stalls, seasonal craft activities and increased festive decoration over the five days of Christmas Markets in the precinct.
- 242 members of the community performed on the stage, and the shopping precinct saw an increase in footfall of over 400.
- Christmas lantern workshops were held in two schools and the new Addy Community Centre, culminating in a parade to the Wythenshawe Forum along the Black Path, a pedestrian route that is being redeveloped.
- 171 children participated in the workshops and parade and 139 parents accompanied the parade.

4. Conclusion

4.1 The major benefit of the CRO's has been in developing local knowledge and contacts about their area's cultural and community sectors and being able to provide these sectors with support and development opportunities.

4.2 A large part of this support has been to help link mainstream cultural and other service providers to relevant local regeneration initiatives, priority groups and wards.

4.3 An update with further examples of the CRO's work and the impacts it has on neighbourhood regeneration will be provided later in the year when all the officers have been in post for at least 12 months.