

**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: Vicky Rosin, Assistant Chief Executive, Cultural Services

Purpose of report

To inform Members about the role of the 4 Area Cultural Regeneration Officers (CROs) and their contribution to the delivery of neighbourhood regeneration.

Recommendations

The Committee is asked 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.

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Background documents

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

1. Introduction: Role of Area Cultural Regeneration Officers

1.1 The Cultural Regeneration Officers took up post between May and September 2005. They are employed by the Cultural Strategy Team but are based and line managed by one of the following area based Regeneration Teams:

- 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, 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 together to agree the CRO's annual work programmes delivering to the Council's corporate aims and regeneration and the Cultural Strategy's objectives.

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 local regeneration issues.

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.
- Seed funding and fundraising support to community organisations to deliver grassroots activity.
- Contributing to multi agency partnerships focussing on young people, health, education, physical development etc.

- Linking with Manchester Youth Arts Network.
- Facilitating partnerships between local cultural organisations, artists and agencies.

3. Examples of work areas for 2006/07

3.1 Below is a small selection of the kind of project work the CRO's are involved in. More information can be provided on request.

3.2 North

- Implement, with Groundwork & MCC Project Managers, creative activity to encourage local people to explore and celebrate their heritage and to increase use and ownership of their open spaces, contributing to the Irk Valley Strategy.
- Ensure project work to address alcohol misuse amongst young people delivered by LIME (health & arts org.) fits with local priorities and target groups. Other partners include Alcohol Strategy Team, PCT and Education.
- Establish new local provision by Greater Manchester Music Action Zone as contribution in multi agency approach to improve engagement with young people at risk of anti social behaviour.

3.2 East

- Enable ALL FM community radio station and Eastserve to establish local provision, including recruiting and training local volunteers, making content for local broadcasts on issues relevant to East Manchester residents and regeneration.
- Establish initiatives to support the local cultural infrastructure, including regular information bulletin (Culture News: East), local events brochure, 'buddying' advisory scheme for event organisers, cultural network.
- Deliver a local fringe festival linked with the City Centre MCC Pillar Event, Manchester Food and Drink Festival, promoting healthy eating, fair trade, local sourcing and training opportunities in food retail.

3.3 Central

- Facilitate Maine Road Public Art Steering Group and implement a creative programme to engage residents in the physical development and to encourage community cohesion, as well as enhancing design.
- Consolidate partnerships established between Voyager Library Children's Service, Manchester Museum and the Art Gallery to engage families who haven't used the city centre facilities before. Enable programme of visits and creative educational activity using collections to support literacy development.
- Support Victoria Baths Trust to develop partnerships and a programme of activities with and for local residents, artists and organisations, especially young people, to improve local access.

3.4 Wythenshawe

- Following consultation in 05/06 develop, with Age Concern, a cultural programme through Valuing Older People to engage older people. Piloting in Sharston with a view to rolling this out across Wythenshawe.

- Increase community participation and the quality of the cultural offer of Wythenshawe festival by expanding the range of delivery partners and helping to build community capacity for future years, in partnership with Parks.
- Develop community activities in consultation with Manchester Markets and Town Centre management during the Christmas Market season in the Birtles shopping centre to raise its profile during the physical redevelopment of the area. Evaluate the impact of the project on footfall and traders' income for the period.

4. Conclusion

- 4.1 The major benefit of the CRO's has been to join up both locally generated and policy driven cultural and regeneration initiatives to maximise their impact. Previous to the facilitation and project work of the CRO's much of the opportunity to capitalise on local cultural strengths by tapping into wider initiatives and funding streams has not been exploited to its potential.
- 4.2 Their unique approach is the use of culture to motivate, communicate and engage local people and organisations in contributing to the improvement of their neighbourhoods and quality of their life.