Manchester City Council
Report for Information

Report To: Communities and Neighbourhoods Overview and Scrutiny Committee – 8 March 2011
Subject: Manchester’s Cultural Strategy
Report of: Director of Culture

Summary

To report on progress in Manchester’s Cultural Strategy including work to support neighbourhood regeneration and specific projects including Events, Green Wave and the Manchester International Festival.

Recommendations

The Committee is asked to note this report, the progress that has been made to date and the future proposals and priorities for delivering cultural activities in neighbourhoods.

Wards Affected:

All SRF areas

<table>
<thead>
<tr>
<th>Community Strategy Spine</th>
<th>Summary of the contribution to the strategy</th>
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<tbody>
<tr>
<td>Performance of the economy of the region and sub region</td>
<td>Promoting access to employment in the cultural sector; delivering a world class tourist offer to attract visitors and improve the profile of the city</td>
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<tr>
<td>Reaching full potential in education and employment</td>
<td>Providing local opportunities for cultural participation which will raise aspiration and have positive outcomes for education attainment and progression to employment</td>
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<tr>
<td>Individual and collective self esteem – mutual respect</td>
<td>Encouraging the formation of local groups which bring people together across age, gender and race to promote understanding and respect</td>
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<tr>
<td>Neighbourhoods of Choice</td>
<td>Supporting community festivals, events and physical works of public art which contribute to sense of place, community pride and belonging</td>
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Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

**Financial Consequences – Revenue**
The recent budget report included a proposal for revision of the current revenue grant arrangements and introduction of a framework for cultural grants.

**Financial Consequences – Capital**
None directly arising from this report

**Contact Officers:**

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<tr>
<th>Name</th>
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<th>Telephone</th>
<th>E-mail</th>
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<tbody>
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**Background documents (available for public inspection):**
The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Cultural Ambition
Snapshot
Manchester City Council Executive Report 13th January 2010: Manchester International Festival
1.0 Introduction

1.1 This report provides the Overview and Scrutiny Committee with an update on progress in taking forward Manchester’s Cultural Ambition, including how this has supported neighbourhood regeneration and the contribution this has made to the Community Strategy. It also references how cultural investment in festivals and events has contributed to the vibrancy and success of the regional centre, attracting visitors from within and outside the city and provides an update on the Greenwaves project.

2.0 Background

2.1 Manchester’s cultural strategy was refreshed during 2010 with the publication of ‘Cultural Ambition’.

2.2 The themes of Cultural Ambition are:
- Culturally distinctive: to create a more innovative, ambitious and distinctive cultural sector
- Community inspired: to extend opportunities for cultural participation and to ensure that culture makes the fullest possible contribution to the health and wellbeing of Manchester’s communities
- Creative investor: to be a world leading city in the creative, digital and new media sector
- Talent city: to nurture, retain and attract talent
- Culturally connected: to achieve better value and co-ordination across the City’s cultural offer

2.3 The Cultural Partnership has been re-structured with the main funding agencies (Arts Council, Museums Libraries and Archives Council, Sport England, Heritage Lottery Fund, English Heritage and strategic delivery partners including Marketing Manchester) working together to ensure a collaborative approach to investment and outcomes aligned with Cultural Ambition priorities. This is a unique partnership in the UK and aims to focus investment in culture on a shared agenda.

2.4 Discussions are also underway to take forward the next stage of the successful Renaissance North West programme and further develop a world class museums offer in the city. Manchester’s work on this programme is nationally recognised, and it currently brings in £2.5M p.a. to support the city’s differently governed museums. Together the major museums have an annual economic impact of £32M p.a.

2.5 Manchester City Council has directly contributed to Cultural Ambition through its continued support for the Manchester International Festival, planned investment in a new cultural facility to house Cornerhouse and the Library Theatre, the redevelopment of the Central Library and Archive, the National Football Museum, and plans for Sport City.

3.0 Cultural and Neighbourhood Regeneration

3.1 Cultural activity has been delivered across four Strategic Regeneration Framework (SRF) areas, focused on those wards with the highest levels of deprivation. This activity is celebrated in the ‘Snapshot’ publication which offers a photographic documentation of work that has taken place.
3.2 In North Manchester the main focus has been on community events: Blackley Midsummer Madness, Crumpsall Carnival, Moston Day Parade, North City Festival, Broadhurst Field Fest, Cheetham Festival, Blackley Extreme Sports and other events. These have been successful in promoting local pride and bringing people together.

3.3 In Central Manchester the focus has been on ensuring local people are fully connected with the many opportunities available to them and encouraging the celebration of the rich heritage and diverse culture that characterises this area. This has included exploring the hidden history of the Ardwick Heritage Trail; involving residents in the Maine Road public art programme and enabling people to develop their own projects for example residents in Longsight from all ethnic backgrounds participating in Bangladeshi dance.

3.4 In Wythenshawe there has been a massive increase in the range of opportunities available locally, supporting residents to deliver their own projects and integrating culture into the physical and social regeneration of the area. This increase is particularly evident in dance and there are now 54 dance classes in the area each week teaching everything from Bollywood to Modern Sequence and a Wheelchair Ballroom Dancing course. The Garden City Festival has involved people learning traditional skills and enterprise as well as a celebration of the community.

3.5 In East Manchester local groups have been supported, including Music Stuff which is a first point of contact for artists working in the area and Gorton Visual Arts. Links have also been made with city centre festivals and projects including the Manchester International Festival, Chinese New Year and Band on the Wall.

4.0 Citywide priority: Culture and Worklessness

4.1 Over the last year there has been a particular emphasis on worklessness including raising aspiration of young people of all ages to improve education attainment and opening up pathways to employment in the cultural industries through apprenticeships and Future Job Fund opportunities.

4.2 A new Creative Apprenticeship qualification was introduced and Cultural Strategy brought together a consortium of cultural employers to support a cohort of apprenticeships in partnership with the Manchester College. Most cultural organisations have traditionally recruited graduates and this apprenticeship has opened up a new non graduate route which is more accessible for young people in the city.

4.3 The Cultural Strategy Team is contributing to the Ardwick pilot, with cultural organisations offering opportunities for active participation for long term unemployed people.

5.0 Greenwave Project

5.1 The REELmcr project involved working with residents in the Higher Blackley and Charlestown wards of Manchester to script, produce and premiere a film about climate change. This was a new approach which sought to bring about increased community cohesion in two hard to reach communities and create a 45 minute DVD as a legacy for the future. A total of 89 local residents were involved in making the film, including 48 young people.
5.2 The project has enthused and educated a large number of residents and MCC will be working with these to promote and contribute to a low carbon community.

5.3 A You Tube film is available on the web - http://youtube.com/watch?v=GYUbmfEta68

6.0 Events and Festivals

6.1 Manchester City Council’s events team supports an annual programme of events which bring people into the city and attract visitors and tourists. In 2005, MCC designated seven festivals and events as Pillar Events and independent consultants were appointed to undertake an economic evaluation of these events and undertook a benchmarking exercise.

6.2 Events within the 2010/11 calendar which were given pillar event status were as follows: Manchester Jazz Festival, Manchester Pride Parade, Manchester Food and Drink Festival, Manchester Literature Festival, Manchester Comedy Festival, FutureEverything, 24:7 Theatre Festival, Queer Up North, Urban Moves.

6.3 Based on self-evaluation data produced by the Pillar Event organisers MCC’s investment delivered outcomes as follows:

<table>
<thead>
<tr>
<th>MCC Funding Total event value</th>
<th>Leverage per £1 of MCC investment</th>
<th>FTE jobs</th>
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<tr>
<td>£247,000 - 13.6% of total event value</td>
<td>£1,816,013</td>
<td>£6.35</td>
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7.0 Manchester International Festival

A full report on the outcomes of the 2009 Festival was made to the Executive in January 2010. The overall economic impact of the Festival was estimated to be £35.7M and generated press coverage with a value of £20M. A total of 231,455 people attended, an increase of 15% on 2007 figures, and of these 168,339 attended free events. The Festival attracted 1289 international visitors and 25% of attenders were from outside the North West. Alongside the main Festival programme, key features were the volunteer programme, community box office and two Creative Training initiatives with 331 volunteers and 2683 education participants taking part. The Festival contributes very strongly to the Cultural Ambition objective of distinctiveness. An external evaluation of the Festival concluded that the clarity of its unique commissioning model is a key driver of success, enabling the City to attract artists of recognised international standing to create new work for Manchester.

8.0 Future proposals and priorities

8.1 In 2011/12, cultural regeneration activity will be aligned with other community based services within Neighbourhood Services including outreach activity in parks and libraries and the active lifestyles programme. The emphasis going forward will be on building community capacity and enabling local groups to
access support and funding to deliver cultural activities in their locality

8.2 The budget proposals for 2011/12 include plans to review the existing funding arrangements for culture and introduce a commissioning framework which will ensure that cultural grants are targeted to areas of high level of deprivation and contribute directly to the health and wellbeing of residents and the sustainability of neighbourhoods.

8.3 The worklessness strand will be consolidated with an emphasis on volunteering as a pathway to employment and supporting education partners including secondary schools and academies in improving their awareness of vocational routes in culture.

8.4 The budget proposals for events will reduce the overall investment by the Events Unit, however funding will be targeted towards those events that have most benefit to Manchester’s communities and which have the highest economic impact.

8.5 Support for the Manchester International Festival will be sustained in recognition of the economic impact and the profile that this brings to the City.

9.0 Contributing to the Community Strategy

(a) Performance of the economy of the region and sub region

9.1 The City’s cultural offer Culture creates a sense of place and identity which can attract skills, talent and investment. It also contributes strongly to the tourism economy by investing in key cultural organisations, festivals and events. The cultural industries including sports industries, digital media and creative industries and tourism represent a major area of growth in the city region economy.

(b) Reaching full potential in education and employment

9.2 Participation in cultural activities builds the capacity of individuals through ‘soft skills’ which contribute to confidence and employability as well as specific technical and creative skills. There is also potential to open up pathways to employment in the creative industries for Manchester residents

(c) Individual and collective self esteem – mutual respect

9.3 Providing opportunities for individuals to develop their creative talents and to have a role developing artistic content and programming to build aspiration and leadership; to celebrate the diversity of new cultures and communities through festivals and events.

(d) Neighbourhoods of Choice

9.4 Providing opportunities to celebrate the distinctiveness and diversity of communities and neighbourhoods through opportunities for creative expression and active participation and by promoting the sustainability of communities and the health and well being of residents

10. Key Policies and Considerations

(a) Equal Opportunities

10.1 A key objective of Cultural Ambition is to promote access to the cultural offer of the city and to enable Manchester’s communities to participate actively as creators and producers of culture.
(b) Risk Management
10.2 There are no specific risks identified in this report

(c) Legal Considerations
10.3 There are no specific legal considerations relating to this report