

**Manchester City Council  
Report for Information**

**Report to:** Communities and Equalities Scrutiny Committee – 22 June 2017  
**Subject:** Delivering the Our Manchester Strategy  
**Report of:** Executive Member for Culture and Leisure

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**Summary**

This report provides an overview of work undertaken and progress towards the delivery of the Council's priorities as set out in the Our Manchester strategy for those areas within the portfolio of the Executive Member for Culture & Leisure.

**Recommendations**

The Committee is asked to note and comment on the report.

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## **1. Introduction**

1.1 The Our Manchester Strategy was formally adopted by the Council in January 2016 and sets the ambitions for the city for the next ten years, to 2025, for Manchester to be:

- Thriving – creating great jobs and healthy businesses
- Filled with talent – both home-grown talent and attracting the best in the world
- Fair – with equal chances for all to unlock their potential
- A great place to live – with lots of things to do
- Buzzing with connections – including world-class transport and broadband

1.2 Executive Members are collectively and individually responsible for supporting the delivery of the Our Manchester Strategy and for providing political oversight and direction to officers for the better outcomes for Manchester residents. In October, the Executive also published its collective political priorities and those of individual Executive Members, all of which are aligned to the Our Manchester Strategy.

1.3 This report sets out how I, as the Executive Member for Culture and Leisure have sought to deliver these priorities over the past six months and is the first of twice yearly reports to this Committee, with reports being submitted to Scrutiny Committees at their May and November meetings from now on.

## **2. Executive Member for Culture & Leisure - Portfolio**

As Executive Member for Culture & Leisure, my portfolio includes:

- Cultural Strategy
- Events
- External Arts/Sports Bodies
- Galleries & Museums
- Indoor/Outdoor Leisure
- Libraries
- Markets and Hospitality & Traded Services
- Sport and Sport Development
- Youth Offer

The individual priorities for my portfolio are:

- Inclusive and Affordable for all Manchester residents with increased access to Culture and Leisure.
- Youth Trust, Youth Strategy and The Youth Offer
- Park Strategy and Libraries

### **3. Progress and Outcomes December 2016 – June 2017**

#### **Culture and Leisure**

- 3.1 Following on from my previous report we have now put in place a Manchester Cultural Ambition Strategy lead by the Cultural institutions. The document recognises the success of the cultural sector in Manchester whilst identifying the gaps and challenges and sets clear pathfinder projects that will deliver the ambition and aspirations which are set out in the cultural ambition strategy.
- 3.2 I regularly with key partners within the Cultural and Leisure services to discuss our work in widening access and increasing participation. I am pleased to report that all our partners are very supportive and see widening access as a key element to the future of their organisation and offer.
- 3.3 Manchester Art Gallery's "The New North & South" project which consists of a £1 Million investment in bringing the Contemporary art of South Asia to northern audiences is progressing well. We currently have the South Asian design exhibition on at the City Art Gallery.
- 3.4 I continue working closely with the director of Manchester Museum in connecting local residents in all stages of the new courtyard development that will be a new exhibition space for South Asian displays.
- 3.5 Our application to UNESCO for Manchester to be recognised as the City of Literature has successfully passed through stage one and we have been invited to formally submit our application which we launched on 15<sup>th</sup> June at Central Library supported by GM Mayor Andy Burnham. I will report back on progress at a future scrutiny meeting.
- 3.6 We have successfully reached One million people active in Greater Manchester. I am pleased to report that membership and usage of all our leisure facilities continues to be high however there is still a great deal we need to do to ensure all Manchester residents lead active lives by taking up some form of physical activity which is essential if we are to reduce the poor health inequalities that exist in Manchester.
- 3.7 I regularly meet with the Factory project team to monitor progress and ensure our priorities are reflected throughout the development stage.

#### **Youth**

- 3.8 Young people through the make your ballot, youth Council, Youth Parliament and the voluntary youth sector have identified a need for a "Curriculum for Life & Skills" which incorporates five key strands of; Health, Relationships, Self-Management, Citizenship and Skills for employment. I am pleased to report that we have developed a "Curriculum for Life & Skills" which we will pilot in some schools starting from the next academic year.

- 3.9 The Valuing young people board meets regularly to ensure that we are delivering on our Valuing Young people Strategy. We have also had regular feedback from various young people and young people’s organisations at the board.
- 3.10 Young Manchester has now recruited Michelle Farell-Bell as the chief executive. Work is now progressing to enable Young Manchester to take over the commissioning of Youth and play fund. Significant progress is also being made on leveraging additional funding.

### **Parks/Park Strategy**

- 3.11 The Park strategy is now completed with a launch event planned for July. Work on implementing the strategy will commence immediately with bespoke park plans developed for the first batch of parks during summer.

### **Widening Access & Participation**

- 3.12 A data collection and mapping exercise has been completed by officers and consultation with members, partners and stakeholders has commenced. We have had one member briefing/consultation session with further sessions arranged.