



## **Executive**

Date: Wednesday, 18 October 2023  
Time: 2.00 pm  
Venue: Council Antechamber, Level 2, Town Hall Extension

This is a **3<sup>rd</sup> supplementary agenda** containing additional information about the business of the meeting that was not available when the agenda was published.

### **Access to the Antechamber**

Public access to the Council Antechamber is on Level 2 of the Town Hall Extension, using the lift or stairs in the lobby of the Mount Street entrance to the Extension. There is no public access from any other entrance.

### **Filming and broadcast of the meeting**

Meetings of the Executive are 'webcast'. These meetings are filmed and broadcast live on the Internet. If you attend this meeting you should be aware that you might be filmed and included in that transmission.

## **Membership of the Executive**

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### **Councillors**

Bev Craig (Chair), Akbar, Bridges, Hacking, Igbon, Midgley, Rahman, Rawlins, T Robinson and White

## **Membership of the Consultative Panel**

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### **Councillors**

Ahmed Ali, Butt, Chambers, Douglas, Foley, Johnson, Leech, Lynch and Moran

The Consultative Panel has a standing invitation to attend meetings of the Executive. The Members of the Panel may speak at these meetings but cannot vote on the decisions taken at the meetings.

## Supplementary Agenda

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|---|-----------------------------|
| <b>4. Our Manchester Progress update</b><br>Report of the Chief Executive attached                                      | <b>All Wards</b><br>3 - 14  |
| <b>9. Manchester - Major Event Funding Model (Part A)</b><br>Report of the Strategic Director (Neighbourhoods) attached | <b>All Wards</b><br>15 - 26 |

## Further Information

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For help, advice and information about this meeting please contact the Committee Officer:

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This supplementary agenda was issued on **Tuesday 17 October 2023** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 2, Town Hall Extension, Manchester M60 2LA

## Manchester City Council Report for Information

**Report to:** Executive – 18 October 2023

**Subject:** Our Manchester Progress Update

**Report of:** The Chief Executive

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### Summary

The report provides an update on key areas of progress against the Our Manchester Strategy – Forward to 2025 which resets Manchester’s priorities for the next five years to ensure we can still achieve the city’s ambition set out in the Our Manchester Strategy 2016 – 2025

### Recommendation

The Executive is requested to note the update provided in the report.

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### Wards Affected - All

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| <b>Environmental Impact Assessment</b> - the impact of the decisions proposed in this report on achieving the zero-carbon target for the city |
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| <b>Equality, Diversity and Inclusion</b> - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments |
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| Our Manchester Strategy outcomes  | Summary of how this report aligns to the OMS/Contribution to the Strategy   |
|---|---|
| A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities | The work to reset the Our Manchester Strategy considered all five of the Strategy’s existing themes to ensure the city achieves its aims. The themes are retained within the final reset Strategy, Forward to 2025. |
| A highly skilled city: world class and home grown talent sustaining the city’s economic success                   |   |
| A progressive and equitable city: making a positive contribution by   |   |

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| unlocking the potential of our communities                                    |  |
| A liveable and low carbon city: a destination of choice to live, visit, work  |  |
| A connected city: world class infrastructure and connectivity to drive growth |  |

**Full details are in the body of the report, along with any implications for**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

### **Financial Consequences – Revenue**

None

### **Financial Consequences – Capital**

None

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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.

*Executive Report – 17th February 2021 - Our Manchester Strategy – Forward to 2025*

## **1.0 Introduction**

- 1.1 This is the latest in an ongoing series of reports highlighting examples of areas where strong progress is being made against key strategic themes identified in the Our Manchester Strategy.

## **2.0 Crossacres Family Hub**

- 2.1 The Crossacres Family Hub is the third such one-stop-shop for families to open in city and follows the opening over the summer of similar family hubs in Longsight and Cheetham.
- 2.2 The hubs provide a range of advice, support and services, all targeted at parents, children, and young adults.
- 2.3 With more than 136,000 young people aged 0-19 in Manchester the family hubs aim to make sure they and their families get the support they need, at the time they need it, from birth through to adulthood.
- 2.4 Unlike Sure Start Centres which largely provide support aimed at younger children, the age range of those supported through the hubs is from pre-birth, through the infant and toddler stage, all the way up to age 19 years, or up to 25 for young adults who have special needs.
- 2.5 The hubs have been set up to provide access to a wide range of services to help families navigate all aspects of family life - from health issues such as infant feeding, mental health support, and stopping smoking, to building better relationships, accessing school and education support, as well as providing advice on jobs, skills training, and next steps post-18.
- 2.6 Manchester is one of 14 trailblazer areas nationally chosen earlier this year to receive additional funding from the government's Family Hubs and Start for Life programme, to fast-track delivery of these new services.
- 2.7 The family hubs are one element of the broader five-year Making Manchester Fairer action plan which aims to address inequalities in the city, recognising that these can start early on in life and affect everything from people's work and housing prospects to their life expectancy. The plan also includes work around tackling cost of living pressures and poverty, which are also integral to improving health and wellbeing.

### **Relates to Our Manchester Strategy themes:**

- Progressive and Equitable City
- Thriving and Sustainable City
- Highly Skilled City

### **3.0 Council Tax Support**

- 3.1 Manchester residents are currently being consulted on proposals to increase Council Tax Support for the city's poorest working-age households.
- 3.2 Under the city's current Council Tax Support scheme, the Council will reduce the amount owed by a household by up to 100% for pension-age residents with the lowest incomes and up to 82.5% for working-age residents with the lowest incomes.
- 3.3 It is proposed that from April 2023 the maximum reduction for working-age residents is increased by 2.5% to 85% - meaning that the maximum those eligible for Council Tax Support would need to pay would be 15% of the bill rather than 17.5%.
- 3.4 At the same time, it is proposed that rules allowing reductions to be backdated where someone has a good reason not to have claimed sooner are extended to allow up to a year's back payments rather than up to six months as is currently the case.
- 3.5 It is estimated that these proposed changes which are part of a wider package of support for residents struggling with the cost-of-living crisis - would cost the Council around £770,000 in 2024/25.
- 3.6 The Council Tax Support scheme currently provides around one fifth of Manchester households with help paying their bills.
- 3.7 The consultation runs until Sunday 12 November and can be found at [www.manchester.gov.uk/counciltaxsupportchanges](http://www.manchester.gov.uk/counciltaxsupportchanges)

#### **Relates to Our Manchester Strategy themes:**

- Progressive and Equitable City
- Thriving and Sustainable City

### **4.0 Wythenshawe Town Centre**

- 4.1 The procurement process has begun for a joint venture partner to drive the transformative development plan for Wythenshawe town centre over the next 15 years.
- 4.2 The Council acquired Wythenshawe Civic Centre in 2022 and has since undertaken consultation with local people and businesses around the investment proposals for the area.
- 4.3 Taken together, the 1970s shopping centre and surrounding cleared land and car parks represents an outstanding regeneration opportunity in South Manchester for an aspirational development programme to deliver a zero carbon commercial

and cultural space with new shops, a new public square and around 1,600 new homes. The housing will include a mix of tenures including homes for affordable rent and shared ownership.

- 4.4 The appointed partner will take a leading role in the ongoing management of the existing shopping centre while also considering the wider Council-owned land for redevelopment. The entire development opportunity consists of more than 7.5 hectares.
- 4.5 Expressions of interest from potential joint venture partners are being accepted until Friday 8 November 2023.

**Relates to Our Manchester Strategy themes:**

- Thriving and Sustainable City
- Liveable and Zero Carbon City
- Connected City

**5.0 Rough sleeping and winter provision**

- 5.1 Comprehensive plans are being drawn up to provide assistance and emergency accommodation for people rough sleeping during periods of severe cold or other extreme weather this winter.
- 5.2 Every year the Council works with local partners and health services to put plans in place under the Severe Weather Emergency Protocol (SWEP.) Nationally, the benchmark for such protocols to come into force is when the temperature is forecast to drop to zero or below for three consecutive nights. But in Manchester the temperature only needs to be forecast to drop below zero for a single night for the plans to be activated and emergency accommodation and assistance provided for people sleeping rough.
- 5.3 In 2022/23 the severe weather protocol was activated on three separate occasions – in December 2022, January 2023 and February 2023 – for a total of 29 days, helping up to 142 people on each occasion.
- 5.4 A verification process was introduced, based on interactions with the Council's Outreach team and other partners, to ensure that those accessing the service were sleeping rough and not sofa surfing or in other insecure accommodation to ensure that accommodation was available for those in immediate need.
- 5.5 During the February 2023 outreach a night time outreach offer was introduced between midnight and 4am with the Council's Outreach team together with partners from Manchester Homelessness Partnership working to ensure rough sleepers are located and encouraged to come indoors.

- 5.6 Accommodation was predominantly provided at Etrop Grange Hotel, which has been developed as an off-street offer for people sleeping rough. It has 74 bedspaces and can accommodate dogs, a key consideration for some people sleeping rough. Additional emergency overnight sit-up provision was also made available.
- 5.7 The proposed model for 2023/24 will build on lessons learned during 22/23 to deliver a comprehensive cold weather offer to people sleeping rough and be activated when temperatures are forecast to drop below zero for one night or when the Met Office issue a red weather warning.
- 5.8 When SWEP is activated it will trigger a robust street outreach operation from midnight to 4am, again from the Council's outreach team working with partner agencies, to target known rough sleeping 'hotspots' and respond to reports of rough sleeping. There will be at least 24 hours notice for partners ahead of the Council activating severe weather services.

**Relates to Our Manchester Strategy themes:**

- Progressive and Equitable City

**6.0 Single Use Plastics**

- 6.1 The Environment, Climate Change and Neighbourhoods Scrutiny Committee meeting last Thursday, 12 October, received a progress update on the Council's work to eradicate the unavoidable use of Single Use Plastics (SUPS) by the end of 2024.
- 6.2 Plastic waste contributes to global pollution, litter and to climate change because fossil fuels are used in production. Tackling their use is complex because there are instances – such as for health and safety reasons – where no viable alternatives currently exist. The focus is therefore on eliminating non-essential use within the Council's operations as well as influencing stakeholders to follow suit wherever possible.
- 6.3 The Council's Climate Change Action Plan 2020-25 looks to cut out avoidable SUPs within the council's operational estate – cafes, markets, council-run events and other events held on public land and the procurement of goods.
- 6.4 A Sustainability Project manager has been appointed to lead this drive.
- 6.5 Extensive work has been undertaken to understand SUP use within the Council's operations and identify where such items can be removed altogether or, where they are necessary to service provision and no viable alternatives exist, reduced or recycled.
- 6.6 A working group, chaired by the Head of Commissioning and Procurement, was established in April 2023 to oversee this work and develop an action plan, helping



ensure that SUP reduction practices are embodied in decision-making process across the Council.

#### 6.7 Actions already undertaken include:

- Catering: SUP reduction practices embedded in catering concession agreements
- Licensing: Under the new Licensing Policy, which is implemented later this year, applicants are required to meet SUP-free expectations.
- Cleaning: Engagement with cleaning product suppliers to deliver a switch to bulk containers rather than individual bottles.
- Key performance indicators on SUP reduction will be added to the Council's commissioning process from early 2024.

6.8 In June 2023 the Council signed up to the Refill campaign, working with not-for-profit organisation City to Sea in a 12-month pilot to encourage re-use, for example highlighting the Council and other buildings where members of the public can fill up reusable water bottles for free. The Council is also helping to raise awareness among residents and businesses of new national regulations, which came into force earlier this month, banning single use plastic plates, bowls, trays, containers, cutlery and balloon sticks (with some exemptions.)

The Council continues to play an active role in the Greater Manchester Single Use Plastics working group, chaired by GMCA working with the 10 local authorities.

#### **Relates to Our Manchester Strategy themes:**

- Liveable and Zero Carbon City
- Progressive and Equitable City

#### **7.0 UEFA 20228**

7.1 Manchester's Etihad Stadium has been named as one of the host stadiums for Euro 2028.

7.2 Manchester City FC's home ground is one of 10 stadia, and one of only six in England, which will hold matches in the tournament which UEFA confirmed earlier this month will be held in the UK and Ireland.

7.3 This is the first time a men's international football tournament has been hosted in this country since EURO 96, when Manchester was also a host city.

7.4 As a renowned football city, Manchester is recognised for a strong track record of welcoming major events including staging matches in last year's successful UEFA women's EURO 22.

7.5 It will be another in a long line of international sporting competitions hosted in the city, which recently included one of the group stages in the Davis Cup, the World Cup of tennis. Such events support the city's visitor economy as well as providing a legacy of inspiration and inclusion.

7.6 Fixture and ticket sales details for EURO 2028 will be released nearer the time.

**Relates to Our Manchester Strategy themes:**

- Thriving and Sustainable City
- Progressive and Equitable City

**8.0 Youth and Play Commissioning**

8.1 Manchester recognises that young people must be at the heart of its strategies and places great importance on developing and growing an enriched youth offer with access to a variety of services and activities. There are currently approximately 134,000 young people aged 10-24, which accounts for almost a quarter of the city's population.

8.2 Since the Covid-19 pandemic there has been a significant uplift in funding for youth and play provision. Through a combination of Council and external contributions, investment in these services has grown by £4.6m from a base budget of £2.8m since 2020.

8.3 The current commissioning programme was transferred from Young Manchester to the Council on 1 April 2022. It was scheduled to end on 31 March 2023 but was extended to 31 December 2023 at the request of the sector. Grant awards for the last quarter of 23/24 and 24/25, to commence on 1 January 2024 and subject to due diligence, have been announced.

8.4 The decision-making process had three stages: A young people's advisory panel, officer recommendations and ratification by the Executive Member for Early Years, Children and Young People and Strategic Director of Neighbourhoods. Considerations included ensuring a good spread across the city and demonstrable links to the Our Manchester Strategy and related initiatives such as the UNICEF child-friendly city programme and Making Manchester Fairer.

8.5 Altogether 48 individual applications and 13 partnership applications were received, with £400,000 available for the last quarter of 2023/24 and £1.6m in 2024/25.

8.6 The following individual applications are to receive funding for 15 months, the last quarter of 23/24 and the whole of 24/25:

- 42<sup>nd</sup> Street (services accessible to residents of all wards) - £104,114

- Yellow Jigsaw media clubs (delivering in all wards except Didsbury East and West, Fallowfield, Old Moat, Sharston and Northenden) - £20,700
- Manchester Youth Academy (Hulme, Levenshulme, Longsight, Piccadilly, Rusholme, Ardwick, Deansgate, Gorton & Abbey Hey) - £52,614
- The Proud Trust (services accessible to residents of all wards) - £106,123
- Z-Arts (Hulme and Rusholme) - £41,089
- Unity Radio (all wards except Charlestown, Deansgate and some in South Manchester) - £17,660
- Wythenshawe Community Initiative (Baguley, Brooklands, Northenden, Sharston, Woodhouse Park) -£36,264
- N-Gage (Baguley, Brooklands, Burnage, Didsbury East, Didsbury West, Fallowfield, Withington) - £52,750
- Manchester Young Lives (Wythenshawe, Moss Side, Ardwick, Baguley) - £152,800
- Community on Solid Ground (Burnage, Chorlton, Chorlton Park, Fallowfield, Whalley Range, Withington, Moss Side, Longsight and Hulme) - £71,075
- Whalley Range Youth Opps Assoc (Whalley Range, Chorlton, Rusholme) - £52,600
- Groundwork (citywide but concentrating on Crumpsall, Harpurhey and Gorton) - £35,220

8.7 The following partnership applications are to receive funding for 15 months, the last quarter of 23/24 and the whole of 24/25:

- 4CT (Delivering in Ancoats & Beswick, Clayton & Openshaw, Harpurhey, Miles Platting & Newton Heath, Gorton & Abbey Hey) - £162,463
- YPAC (Ancoats & Beswick, Clayton & Openshaw, Harpurhey, Miles Platting & Newton Heath, Gorton & Abbey Hey) - £86,092
- Manchester Youth Zone (Charlestown, Crumpsall, Harpurhey, Higher Blackley, Moston) - £144,449
- Young Manchester (Cheetham and Crumpsall) - £46,704
- Rainbow Surprise (Charlestown, Cheetham, Crumpsall, Harpurhey, Higher Blackley, Moston) - £46,092
- Hideaway (Moss Side, Hulme, Rusholme) - £31,870
- M13 Youth Project (Ardwick, Gorton & Abbey Hey, Levenshulme, Longsight, Rusholme) - £121,713
- Powerhouse (Moss Side, Moston, Ardwick, Gorton & Abbey Hey, Hulme, Longsight, Rusholme, Chorlton, Chorlton Park, Fallowfield) - £100,689
- Highway Hope (services available for children and young people in all wards) -£36,526
- Barlow Moor Community Association (Chorlton, Chorlton Park, Withington, Didsbury West) - £92,817
- Old Moat Outreach Project (Chorlton, Chorlton Park, Old Moat, Withington) - £89,502

- Wythenshawe Community Housing Group (Ancoats & Beswick, Clayton & Openshaw, Harpurhey, Ardwick, Gorton & Abbey Hey, Hulme, Longsight, Moss Side, Baguley, Brooklands, Burnage, Chorlton Park, Didsbury West, Fallowfield, Northenden, Old Moat, Sharston, Woodhouse Park) - £141,138

8.8 An additional £500,000 has been set aside by the Council in 2023/24 to support commissioning and sector development with organisations receiving up to £7,500 to support volunteer training, accredited training in youth and play work, capacity building and so on.

**Relates to Our Manchester Strategy themes:**

- Progressive and Equitable City
- Thriving and Sustainable City

**9.0 Youth Investment Fund (YIF)**

9.1 In August 2022 DCMS launched the second phase of its Youth Investment Fund (YIF) capital programme to deliver new and refurbished youth facilities in the most deprived parts of England. Manchester is eligible to apply for this funding, which must be spent by the end of March 2025.

9.2 Seven Council-led YIF bids for schemes totalling approximately £10.5m have been submitted, and a number of standalone schemes led by other organisations are also being supported.

9.3 The following Council-led site proposals have been submitted:

- NACRO: New modular build in Wythenshaw Park – approx £1.9m
- Groundwork and Rainbow Surprise: New modular build in Crumpsall Park – approx £1.2m
- N-Gage: Demolition and new modular build on Burnage Lane site – approx £2.94m
- OMYOP: Demolition and new modular build on the Old Depot site in Old Moat – approx £1m
- Unity Arts: Medium-scale refurbishment of Brookfield House in Chorlton Park – approx £400,900
- Unity Arts: New modular build on Field of Oz site in Chorlton - £1.2m
- 4CT: New modular build on Sterling Centre site - £1.7m

9.4 The below standalone proposals are also being supported by the Council.

- Powerhouse: Large scale renovation and refurbishment of existing building in Moss Side – approx £2.32m
- Manchester Youth Zone - £1m
- Community on Solid Ground: Large-scale renovation and extension of existing premises in Whalley Rang - £750k

- 42<sup>nd</sup> Street: Mid-scale renovation of existing building - £300k
- Anson Cabin: Small-scale renovation of existing building or mid-scale new build - £100k to £1m
- MYL: Mid-scale renovation or refurbishment to one or more of its existing adventure playgrounds - £250k to £1m
- Z-Arts: Small-scale refurbishment to existing building - £100k
- WRYOA: Small-scale refurbishment to existing building - £100k
- BMCA: Small-scale refurbishment to existing building in Chorlton Park ward - £50k
- Trinity House: Small-scale refurbishment to existing building in Rusholme - £50k
- Reform Radio: Small-scale refurbishment to existing building - £30k

9.5 A decision from DCMS on these applications is expected later this month.

## **10.0 Contributing to a Zero-Carbon City**

10.1 Achieving Manchester's zero carbon target has been reflected throughout the work on the Our Manchester Strategy reset, with sustainability being a key horizontal theme throughout. Forward to 2025 restates Manchester's commitment to achieving our zero carbon ambition by 2038 at the latest.

## **11.0 Contributing to the Our Manchester Strategy**

11.1 The reset of the Our Manchester Strategy will ensure that the city achieves its vision. The five themes have been retained in the reset Strategy, with the new priorities streamlined under the themes.

## **12.0 Key Policies and Considerations**

12.1 There are no particular equal opportunities issues, risk management issues, or legal issues that arise from the recommendations in this report.

## **13.0 Recommendations**

13.1 The Executive is requested to note the update provided in the report.

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## Manchester City Council Report for Resolution

**Report to:** Executive – 18 October 2023

**Subject:** Manchester – Major Event Commission

**Report of:** Strategic Director (Neighbourhoods)

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### Summary

The purpose of this report is to update the Executive on the formation of an Event Commission, which was set out as part of the Manchester Events Strategy that was adopted in 2019. The Strategy set out a vision 'To be an Eventful City' with a focus on developing a diverse, balanced and benefits-driven events portfolio driven by partnerships. The Events Strategy identified how we would re-purpose our funding to support Events and Festivals, differentiating our investment between events that are aimed principally at supporting community cohesion and animating the city and events aimed at generating significant economic value and profile for the City.

To align Manchester with global best practice in city events planning and strategy, the Manchester Events Strategy identified how the city could establish a collaborative partnership mechanism around events. This would provide a strengthened platform on which the City Council can develop its long term strategic planning and be competitive in identifying, bidding for and securing major events in the future.

### Recommendations

The Executive is recommended to:

- (1) Note and endorse the intent to form an Event Commission for the City in order to secure major events in Manchester and to bring in contributions from key partners.
- (2) Request that the Strategic Director of Neighbourhoods and the City Solicitor complete the Terms of Reference and governance arrangements for the proposed Event Commission in consultation with key funding partners.
- (3) Note the proposed budget requirement that will be considered as part of the overall 2024/25 budget options.
- (4) Delegate responsibility to the Chief Executive, the Deputy Chief Executive and City Treasurer and the City Solicitor in consultation with the Leader of the Council to agree and secure major events through the Event Commission model.

- (5) Endorse the establishment of a project team with the Strategic Director of Neighbourhoods as SRO to develop the next phase of the creation of the Event Commission with the key strategic partners and manage the process through the Event Commission for ongoing review and approval.

**Wards Affected:** All

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|---|
| <b>Environmental Impact Assessment</b> - the impact of the issues addressed in this report on achieving the zero-carbon target for the city   |
| Major event partners will need to demonstrate a commitment to implementing a range of sustainable event practices as part of the planning, management and monitoring of their event in order to support Manchester City Council's (MCC) Carbon reduction target. Exposure to best practice from across the world will help accelerate the City's efforts to encourage all residents, businesses and other stakeholders to take action on climate change |

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| <b>Equality, Diversity and Inclusion</b> - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments  |
| Major Events contribute directly to Objective 3 of the City Council's approach to Equality - Celebrating Our Diversity - providing a key indicator that we will continue to support and deliver a broad range of events that promote the achievements and contributions of our diverse communities and overcome barriers to attendance and participation. |

| <b>Manchester Strategy outcomes</b> | <b>Summary of how this report aligns to the OMS/Contribution to the Strategy</b>  |
|-------------------------------------|---|
| A Thriving and Sustainable City     | Major Events play an important role within the city's economic growth strategy by attracting investment, raising the profile of the city, creating employment opportunities, and contributing to the city's resident and visitor offer.   |
| A highly skilled city               | Engagement in high-profile world-class events provides an opportunity for the local event sector to be exposed to industry best practice and new opportunities, enables local residents to learn new skills and to participate in associated creative programmes including volunteering, provides opportunities to improve talent retention in our creative sectors and creates sustainable employment opportunities across the wider event ecosystem and supply chain. |
| A progressive and equitable city    | Engagement in sports, arts and culture through Major Events enables local residents to improve their health and wellbeing, to develop confidence  |



|                                |  |
|--------------------------------|--|
|                                | and resilience and to learn new skills. Major events also provide the opportunity to build new diverse younger audiences from within and outside the City.   |
| A liveable and low carbon city | Major events raise the profile of Manchester as a safe, welcoming and diverse city region with a strong cultural, sport and place offer making us one of the best places in the world to live, visit, study and invest. Working alongside international event companies provides the opportunity to develop best practice approaches to delivering sustainable events and to develop against the Council's commitment to deliver zero carbon growth. |
| A connected city               | Major Event partners increasingly produce bespoke digital event content to support their activities which support connectivity with other places and extends the reach of their event beyond the local community.  |

### Financial Consequences - Revenue

As part of the 2024/25 budget process approval will be sought for additional annual funding of £2m to support the events commission budget, it will be proposed that the funding will be included as a commitment against the Capital Fund and this will be funded through the growth in retained business rates income as an increased contribution towards the Event Commission. This will be included as a commitment, and the necessary approvals for this budget increase will be sought as part of the overall 2024/25 Council budget approvals. The City Council resources will be supplemented by other partnership funding to provide an annual budget that will be managed by the Events Commission and held by the City Council. Due to the nature of the budget, whilst there will be annual contributions from partners and spending will be aligned to an agreed events commissioning strategy, it will be a rolling budget that will entail any in year unused resources to be carried forward, and this may be part of the events strategy if bids are to be made for larger events that will require increased resources as part of the bidding process.

The proposed annual contribution will provide an ongoing budget for commissioning events and will reduce the need for any in year approvals for one off budget requests when opportunities have arisen. The Councils funding will be alongside funding contributions from other partners which are currently being negotiated. The setting up of the events commission budget will enable;

- Provision of event pump-prime funding which will attract wider public and private sector partnership funding – and facilitate access to wider funding sources - leveraging a minimum external investment of £4 for every £1 of funding

- Opportunities to generate net additional spend/Economic impact benefits through major events - £10 for every £1 invested as a minimum.
- Achieving National and International media reach and profile.
- Generating significant social impact for residents beyond the delivery of event itself.

### **Financial Consequences – Capital**

N/A

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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.

Reports to Communities and Equalities Scrutiny Committee:  
 Manchester Events Strategy 2019-2029 10.01.2019

## 1.0 Introduction

- 1.1 Manchester has seen a significant investment over the last two decades in delivering World-Class events starting with the 2002 Commonwealth Games. We regularly host major music and sporting events, managing the logistics of having over 200,000 visitors at our venues in a single day. This has helped develop a reputation for the city of being one of the very best visitor destinations in the World.
- 1.2 However, if we want to be a global top twenty city, we have to keep giving reasons for people to look at Manchester and major events can be both the hook for the conversation – creating a reason for visitors to come and experience us - and a positioning tool to showcase the sectors that will help differentiate Manchester’s offer in the global marketplace.
- 1.3 Manchester Events Strategy 2019 – 2029 set out a vision “To be an Eventful City” with a focus on developing a diverse, balanced and benefits-driven events portfolio driven by partnerships, which would:
  - build on Manchester’s strengths and distinctiveness,
  - improve how we effectively promote the city as a top tourism and events destination
  - position Manchester as an events leader in a global marketplace,
  - contribute to the aim of creating a livable city with improved green spaces and access to world-class sports, leisure and cultural facilities,
  - ensure benefits to the economy are achieved through jobs, visitor spend and long-term opportunities
  - ensure residents benefit from events and are engaged, feeling a strong sense of citizenship and pride in the city.
- 1.4 The Events Strategy identified how we would re-purpose our funding to support Events and Festivals, differentiating our investment between
  - a) events that are aimed principally at supporting community cohesion and animating the city – the baseline calendar of annual activity that creates animation and vibrancy.
  - b) events aimed at generating significant economic value and profile for the City – the high impact, high profile Statement Events that deliver significant visitor impact and international reach and reflect the vision and ambition of the city.
- 1.5 The City Council’s strategic approach to events to date has been successful in creating a broad annual calendar of events that continues to showcase the vibrancy of the city and some of the unique characteristics of the city region. However, Manchester’s approach has become reactive to major event

opportunities. To be competitive and delivery better value for money, Manchester needs to be more proactive in identifying and prioritising the major event targets. These should be more effectively aligned to our wider economic, social, sporting and cultural outcomes.

1.6 A best practice review of successful event cities on the global stage identified that they shared a number of key characteristics:

- Recognition that major events remain heavily reliant on public sector funding, and have a credible planned investment fund aligned to regional funding to secure and activate major events and governance arrangements with key regional partners to oversee this.
- Alignment is made with regional and national actors to build a collective funding pot and secure external funding.
- Resources are pooled to reduce costs, centrally coordinate a city region's event strategy, and maintain competitiveness.
- A wide range of alternative funding sources and capacity building strategies are utilised including the commercialization of event expertise and building match-funding and value-in-kind propositions.

1.7 Whilst major events continue to offer the strongest opportunity to showcase Manchester's events capability on a world stage, successful event cities increasingly recognise that hosting one significant major event every few years is not enough to make them truly great event hosts and the priority must be to create a calendar of annual events that keep funders, rights holders, organisers, participants and visitors coming back year after year.

1.8 To align Manchester with global best practice in city events planning and strategy, the Manchester Events Strategy identified how the city could establish a collaborative partnership mechanism – termed an Event Commission. The Commission is to provide a strengthened platform on which the City Council can develop its long term strategic planning and leverage increased resources for events that will enable accelerated investment to secure, acquire and develop signature sporting and cultural events of national and international significance.

1.9 With the ability to collectively capitalise on key industry and individual sector insight and ensure that there are strong relationships with external funding bodies and decision makers, the Event Commission will accelerate the delivery of the Event Strategy by:

- Moving away from investing as separate organisations and identifying co-investment opportunities between the partners for events.
- Securing representation and buy-in from key funding stakeholders to ensure there is a sector wide and long-term focus.
- Incrementally building and developing the approach, starting by bringing new event concepts and opportunities to Manchester from 2024 onwards.

- Developing a programme which resonates with all parts of the public, private and third sector, ensuring they have a genuine stake and role – large or small - to play in planning, securing, supporting and delivering events in the city region.
- 1.10 Acknowledging that figures are difficult to compare like for like, published reports indicate that Manchester needs to increase its investment capability in order to be competitive with comparator UK cities. Some competitor cities are less constrained by event resources and are maximizing the use of national support funding (eg Event Scotland), accommodation BID levy funding, Combined Authority Funds and other financial incentives to drive investment.

## **2.0 Manchester Event Commission**

- 2.1 The City Council has been in discussions with Greater Manchester partners, the A-BID, CityCo and Marketing Manchester about the formation of an Events Commission for the City.
- 2.2 The approach being developed will strengthen collaboration between the public and private sector partners in Manchester and provide a viable mechanism for acquiring, investing, developing and leveraging major events to Manchester from 2024 onward. The focus will be to:
- Align Manchester's current structures and partnerships for the collective good and create an events body that is empowered and representative and can work to deliver a unified city event strategy and facilitate the long term strategic planning that is essential to attract and sustain investment
  - Strengthen collaboration with the private sector which is currently underplayed to provide a more effective public-private integration model that can address weaknesses and provide a platform to effectively target new opportunities.
  - Build a collective investment pot which leverages - directly or indirectly - a greater contribution from those sectors who benefit from events being delivered in Manchester
  - Identify and target world circuit events that allow the city region to showcase its particular expertise and strengths as a destination
  - Establish a stronger programme of a small number of high impact home-grown events - which builds over time and where the Intellectual property remains within Manchester - and support non-city-owned events to scale up and increase international and domestic visitor impact.
- 2.3 The Event Commission investment principles would be based on:
- Seeking to make significant (at scale) targeted investments in a small number of statement projects that will be a marker for the city region on the global

stage over the next decade - not an across-the-board uplift in funding for existing baseline events.

- Building a defined programme, built on existing strengths in Culture, Music, Sport, Innovation, Business and Conferencing.
- Providing pump-prime funding which will attract wider public and private sector partnership funding – and facilitate access to wider funding sources - leveraging a minimum external investment of £4 for every £1 of funding
- Generating net additional spend/Economic impact benefits - £10 for every £1 invested as a minimum.
- Achieving National and International media reach and profile.
- Promoting sustainable impact on the event sector ecosystem that will provide year-round benefit and facilitate measurable sector growth and utilise the event assets and facilities within the city.
- Generating significant social impact for residents beyond the delivery of event itself.

2.4 Whilst the City Council’s approach to events is currently successful in creating a broad annual calendar of events that continues to showcase the vibrancy of the city, there is little doubt that the approach is reactive to opportunities rather than being proactive in identifying event targets that are aligned to wider economic and social outcomes and the funding is insufficient to meet the wider ambition. We need to be collectively smarter; have a more nuanced and differentiated offer; leverage our partnerships, grow our national and international networks and elevate our profile and influence to shape and maintain our competitive edge and support the future growth of the city-region built on people, place and prosperity.

2.5 The delivery of a selective number of statement events through an Event Commission model will lay the foundations for the initial five-year period that will take us from 2024 through to 2028 and the delivery of the recent successful UK and Ireland bid for the 2028 UEFA Euro’s – for which Manchester is proposed as a key host city.

2.6 The Event Commission model will ultimately focus on event opportunities for 2 – 3 years ahead, however, the option to lay down a marker of our future intent and ambition can be achieved from the outset in 2024 – utilising national/ international profile events opportunities already in development to establish the city region firmly within the marketplace.

2.7 The City Council is already committed in 2024 to the Great Manchester Run (final year of current contract), the WOMEX music conference and showcase, Tour Of Britain 2024 (Women’s Final Stage), World Para Powerlifting Championships 2024, the National Badminton Championships, Davis Cup Group Stage Tennis 2024, the British Athletics Championships and the UCI Track Champions League and the opportunity to enhance this programme and make a statement of intent against future ambition can be realised through other significant opportunities.

2.8 Additional event opportunities are already on the options plan for 2025 and beyond and The Event Commission would be the primary mechanism to identify the priority targets that should be advanced and funded, with opportunities currently in scope including NBA European Games (2025-27), UK Sport's Major Events Programme opportunities (to be aligned to 2028 LA Olympic pathway), Urban/Action Sports event properties, World Triathlon opportunities, the 2025 Women's Rugby World Cup and British Cycling event properties (Track and Road) as well as high profile national profile events such as the BRIT Awards and the MOBO Awards.

### **3.0 Major Event Fund - Investment Model**

3.1 The City Council currently invests £2.55m per annum from the core mainstream budget to support the baseline annual programme of events, in addition a significant number of other events have been funded on either a rolling basis, as one off opportunities or on a more ad hoc basis. These have included world level events in sports such as swimming, cycling, football, etc.. as well as cultural events such as WOMEX, Manchester International Festival and cultural programmes and live site for global events such as the Olympics and the FIFA World Cup. The Events Commission will enable Manchester to regularise this approach and provide sufficient funds to reduce the requests for one-off investments that are not part of a wider strategic investment plan.

3.2 In line with the Event Strategy 2019-2019, it is advised that the Council should differentiate the c.£1.4m budget for small scale, community and civic events and the festive programme. It is proposed that work is undertaken to seek to increase the gross budget from community events through realising new income opportunities from commercial event activities.

3.3 Separately, it is proposed that existing MCC investments which are currently made into Sports Events bidding, Conferencing and Festivals – along with an initial support staff resource - are deployed as part of the Event Commission (circa £1.15m pa). It is proposed that additional annual funding of £2m is deployed from the growth in business rates income as an increased contribution towards the Event Commission. This will be included as a commitment against the Capital Fund, and the necessary approvals for this budget increase will be sought as part of the overall 2024/25 Council budget approvals. The City Council resources will be supplemented by other partnership funding to provide an annual budget that will be managed by the Event Commission and held by the City Council. Due to the nature of the budget whilst there will be annual contributions from partners and spending will be aligned to an agreed events commissioning strategy, it will be a rolling budget that will entail any in year unused resources to be carried forward, and this may be part of the events strategy if bids are to be made for larger events that will require increased resources as part of the bidding process.

- 3.4 The Event Commission would then seek to grow the core funding for major events by between £4.35m - £4.85m pa to provide a 'core' seed funding pot of £5.5m - £6.0m per annum – with the capability to roll-forward underspends in any year to meet event opportunities in future years.
- 3.5 Conversations have been held with other public funding bodies regarding them contributing to the Events Commission model for 2024 onward. These conversations have been positive, and officers will further these discussions once the Council has made a commitment to establish an Event Commission. It is anticipated that this will further increase the investment capability of the Events Commission by c.£1m-£2m per annum.
- 3.6 Support to provide additional financial contributions on an event-by-event basis has been confirmed by the A-Bid – dictated by the set-up of their event funding allocation. Engagement with other key beneficiary partners will further inform resource deployment.
- 3.7 The momentum in securing 'buy-in' from the key city, regional and national partners - including Arts Council England and UK Sport - to develop a new major event investment and delivery model in Manchester provides confidence that the overarching aim can be achieved, and the City Council should be exploring opportunities to capitalise on this from the outset in 2024.

#### **4.0 Summary**

- 4.1 The UK Event Industry is signalling a recovery to its pre-pandemic value of £70 billion pa of which £39 billion was contributed by the leisure events sector, including arts and cultural events, music events and festivals, and sporting and recreational events. At present, the City Council Events Team partners each year with around 40 event organisations in this sector to deliver or facilitate a programme of around 60 calendar events – 170 days of live events – which attracts more than 1.2 million people and generates an estimated £45m+ pa of economic impact through direct spend. The targeted investment into major events under an Event Commission model will significantly strengthen this return and drive a measurable uplift in the visitor economy.
- 4.2 A 2022 study of the eleven Edinburgh Festivals identified that these major events were underpinned by £11m public sector investment but contributed £420m to the Edinburgh economy - £620m when wider Scotland benefits were accrued - and drew in 31% of visitors from outside the country. For every £1 of public sector investment a return of c£33 was delivered, with non-ticket spending accounted for across Accommodation (51%), Food and Drink (25%), Shopping (19%), Transport and Entertainment (6%). The Manchester Event Commission model will position the city to be able to start to target a realisation of these scales of return in the visitor economy, but critically it will also deliver year-round benefits to the event ecosystem of the city region – helping to create and sustain job



opportunities, build and develop the city's specialist skills base and stimulate future investment.

**5.0 Recommendations**

5.1 See recommendations at front of the report.

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