



## **Communities and Equalities Scrutiny Committee**

Date: Tuesday, 6 February 2024

Time: 2.00 pm

Venue: Council Antechamber, Level 2, Town Hall Extension

This is a **Supplementary Agenda** containing additional information about the business of the meeting that was not available when the agenda was published

### **Access to the Council 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 Communities and Equalities Scrutiny Committee 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 Communities and Equalities Scrutiny Committee**

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**Councillors** - Hitchen (Chair), Azra Ali, Appleby, Doswell, Good, Ogunbambo, H Priest, Rawson, Sheikh, Whiston and Wills

## First Supplementary Agenda

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8. **Community Events Fund 2023/24** 3 - 22  
Report of the Strategic Director (Neighbourhoods).

This report provides an overview of the purpose of the Council's Community Events Fund (CEF) to include details on how it is administered, and an outline of events funded in the financial year 2023-24. The report also outlines the challenges that the sector currently faces and considerations that may influence the City Council's approach to future funding for community events.

## 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, 30 January 2024** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 2, Town Hall Extension (Library Walk Elevation), Manchester M60 2LA

**Manchester City Council  
Report for Information**

**Report to:** Communities and Equalities Scrutiny Committee – 6 February 2024

**Subject:** Community Events Fund 2023/24

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

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**Summary**

This report provides an overview of the purpose of the Council's Community Events Fund (CEF) to include details on how it is administered, and an outline of events funded in the financial year 2023-24. Additional information is provided to support the understanding of the value and reach of the individual CEF supported events through participation and attendance data. The report also outlines the challenges that the sector currently faces and considerations that may influence the City Council's approach to future funding for community events.

**Recommendations**

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

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**Wards Affected:** All

**Environmental Impact Assessment** - the impact of the issues addressed in this report on achieving the zero-carbon target for the city.

Recipients of Community Event Funding support must:

- Demonstrate a commitment to implementing a range of sustainable event practices as part of the management of their event in order to support Manchester City Council's (MCC) Carbon reduction target through the adoption of the City Council's Sustainable Event Guide for Community Events as part of the planning, management and monitoring of sustainable practice.
- Work with MCC and partners to support Manchester in accelerating its efforts to encourage all residents, businesses, and other stakeholders to take action on climate change.

<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.
Community 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: supporting a diverse and distinctive economy that creates jobs and opportunities.	Community Events play an important role within the city's 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: world class and home-grown talent sustaining the city's economic success.	Engagement in cultural and community activities enables local residents to learn new skills and participate in creative programmes including volunteering.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities.	Engagement in arts and culture through Community Events enables local residents to improve their health and wellbeing, to develop confidence and resilience and to learn new skills
A liveable and low carbon city: a destination of choice to live, visit, work.	Community Events provide creative, artistic and heritage opportunities which engage local residents and visitors.
A connected city: world class infrastructure and connectivity to drive growth.	The supported community event organisations increasingly produce digital artistic content to support their activities which support connectivity with other places and extend the reach of their event beyond the local community.

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 officers above.

- Report to Communities and Equalities Scrutiny Committee - Community Events - 19<sup>th</sup> July 2022
- Report to Communities and Equalities Scrutiny Committee - Community Events - 18<sup>th</sup> July 2023

## **1.0 Introduction**

- 1.1. It is recognised that hundreds of successful locally focused community-led events take place each year within neighbourhoods. Voluntary, community and social enterprise (VCSE) organisations continue to face challenges in what are unprecedented times with the impact of the cost-of-living crisis and increased supply chain and energy costs.
- 1.2. The Council's Neighbourhood Directorate teams work closely with groups, organisations and charities to encourage, support and develop places and communities in which they live, to include events and initiatives that benefit local people. This support enables Manchester to showcase the city and its communities effectively and strengthens the city's commitment to equality, diversity, and inclusion. Guidance, resources and support are provided to ensure they continue to sustain, enhance and grow community events, fun days and festivals free or at low cost. The level of intervention varies for events dependent on their nature and level of maturity; guidance includes but is not limited to advice on event management, health and safety, access to equipment, volunteer recruitment, connectivity to partners and stakeholder engagement, highway closures, crowd management, advertising and procurement of funding – examples include Wythenshawe Games and Gorton Carnival in the Park.
- 1.3. The Council's Neighbourhood Investment Fund (NIF) is utilised as a funding source for small-scale focused events predominately targeted at one geographical community or neighbourhoods. The Council also forges connections between groups to secure external grants from organisations such as the Arts Council, MACC, Sport England, MCRactive and the We Love MCR Charity to enable locally focused events at ward level.
- 1.4. A separate mainstream funding allocation (Community Event Fund – CEF) of £156.5k is allocated to support external organisers to facilitate events that specifically promote and celebrate the diversity of the city and activate the participation of residents.
- 1.5. This report provides an overview of the purpose of the Council's Community Events Fund (CEF) to include details on how it is administered, and an outline of events funded in the financial year 2023-24. Additional information is provided to support the understanding of the value and reach of the individual CEF-supported events through participation and attendance data. The report also outlines the challenges that the sector currently faces and considerations that may influence the City Council's approach to future funding to support such events.

## **2.0 Background**

- 2.1. The impact of the Covid-19 pandemic on the Community Event Sector is still being felt and has presented a number of challenges to the organisational

capabilities and financial environment for event organisers. Challenges include but are not limited to:

- Reduction in public sector funding such as the Arts Council and National Lottery schemes, leading to oversubscription against the available funding pool.
- The slower recovery of commercial and sponsorship income streams means that opportunities to grow budgets remains compromised.
- The recovery and repositioning of much of the event supply chain has led to significantly increased costs (estimated at 25-30% when benchmarked against 2019).
- Levels of on-site spend at events are being impacted by the cost of living and economic inequality challenges impacting on secondary spend returns. This reduces the income opportunities that can be derived from traders and other on-site income sources.

2.2. The net impact is that confidence has not fully returned to the community event sector which remains in a position of post-pandemic rebuild and it is currently more difficult for new entrants to get activity off the ground. City Council funding, advice and event management support continues to be identified as the key requirements to help stimulate the sector and rebuild the programme. At the same time, it is critical that the City Council continues to look at how it can provide the development opportunities and toolkits during this period that will enable Community Event partners to understand and respond to key drivers of change in the event sector to include minimising the carbon footprint of events and the application of new legislative frameworks such as Protect Duty when it comes into force.

### **3.0 Community Events Funding (CEF)**

3.1. Manchester is proud of its diverse population and the City Council is committed to provide an accessible way for people to find out about the make-up of cultures and backgrounds that reflect the diverse population in the city enabling people to learn about each other through a range of activities in various settings.

3.2. The contribution that events make to communities, the local economy and City Council policy priorities are recognised. With rising inflation and a cost-of-living crisis impacting disposable income, it is imperative now, more than ever that localised free or low-cost provision activities are prioritised. The Community Events Fund (CEF) provides development funding to support organisers of community based not-for-profit events and festivals in Manchester that specifically promote and celebrate the diversity of the city and activate the participation of residents. The Neighbourhood Directorate funding has a mainstream revenue allocation of £156.5k that is administered by the Events Team.

3.3. A community event must involve the idea of the community in some form and encompass a celebration of this community. Common characteristics of a community event within the scope of the CEF include:

- A community event defined by ethnicity, country of origin, heritage or a nationally significant day of celebration which promotes a sense of shared identity and a sense of collective belonging.
- A community event that provides an accessible way for people to find out about other cultures and backgrounds.
- A community event that celebrates and positively promotes what an individual community represents – contributing to the social well-being of a community through participation, volunteering, involvement and the development of sense of identity / common interest and enhanced community relations.

3.4. The 2023/24 CEF has been allocated against two areas of assignment:

<b>a) Restricted Fund:</b> Designated to identified reoccurring and targeted annual events.	£71,500
<b>b) Unrestricted Fund:</b> A grant scheme available to support groups through an application process.	£85,000
<b>Total</b>	<b>£156,500</b>

3.5. It is important to note that the level of City Council funding provided against the individual applications to the CEF funding stream is usually less than 20% of what it costs to deliver the event and the established and recurring CEF events in the programme are reliant on City Council funding to enable them to leverage the balance of finance to deliver the event from other public funding mechanisms, earned income and or revenue generation.

### 3.6. **Restricted Fund**

3.7. The CEF restricted fund allocates annual budget to protect and contribute to event organiser's who have received historic grants that commemorate national celebrations (memorials, parades, possessions) or have been identified for pre-determined funding and additional specialist event support. These events are not subject to an application process. Officers continue to build capacity with event organiser's so that they can be in a more stable position which is less reliant on council funding, given the financial environment outlined, this however continues to be a challenge.

3.8. The allocation of funding in this area of CEF for 2023/24 is set out below:

	<b><u>Event</u></b>	<b>Budget Allocation</b>
1	International Women's Day (IWD)	£15,000
2	Holocaust Memorial Day	£1,000
3	Armed Forces Day	£4,000



4	Community Parades/Processions – incl. St Georges Day, Pride Parade, Italian Parade etc	£28,000
5	Manchester Mega Mela	£7,500
6	Community Event Development	£16,000
	<b>Total</b>	<b>£71,500</b>

- 3.9. An overview of the allocation assigned against each event in financial year 2023-24 is provided below:

**International Women’s Day**– IWD (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women’s equality. £15K CEF funding is allocated to support the Walk for Women and a range of events in Manchester which will take place this year on Saturday 9<sup>th</sup> March.2024.

**Holocaust Memorial Day** – Holocaust Memorial Day (27<sup>th</sup> January) is a national commemoration day dedicated to the remembrance of the Jews and others who suffered in the holocaust under Nazi persecution. £1K of CEF funding is allocated to support the staging of an event to mark National Holocaust Memorial Day which this year took place on 25<sup>th</sup> January 2024 in Central Library.

**Armed Forces Day** – AFD is an annual event celebrated in late June to commemorate the service of men and women in the British Armed Forces. £1k of CEF is allocated to support the delivery of an event in St Peter’s Square that draws an attendance of 5,000. The event took place in Manchester on Saturday 24<sup>th</sup> June 2023, additional funding (£6k) was leveraged from the Ministry of Defence.

**Community Parades/Processions** – This funding supports Community based activity that would not fully qualify against the CEF application criteria but has a value to the city and the individual communities. The £28k of CEF funding is assigned each year to support the safe provision of these free community events on our highways. Funding is used to support the closure of roads to facilitate the provision of a safe environment for spectators and participants. No funding is provided for the delivery of content which is the responsibility of the event organisers. Events within this area of investment drew in over 75,000 spectators and participants in 2023/24 and included the St Georges Day Parade in April (£12k) the Italian Madonna Del Pressario parade in July (£2k) and the Manchester Pride Parade in August (£12k).

**Manchester Mega Mela** –The organising committee of the annual Manchester Mega Mela was not able to deliver the event in 2023 due to a number of administrative and operational challenges but are planning to return in 2024. The allocated funding ensured that they remain a viable community organisation meeting a shortfall in the budget balance on the event in 2022 which had been significantly impacted by the ongoing impact of covid.

**Community Event Development** – The Caribbean Carnival and Chinese New Year events were identified as events that were exposed to increasingly high levels of risk that required additional and independent event management specialist support to address. An allocation of £16k CEF Pilot scheme funding in 2023/24 has been directed at providing 3<sup>rd</sup> party resources to plug identified gaps into the skills and knowledge base that left both organisations and by association the City Council vulnerable. Key stakeholders have acknowledged that the pilot has resulted in significant improvements in the event organisers accountability with more robust management in both the planning and delivery phases of the event.

- 3.10. The outcomes of the pilot schemes have been positive, evidencing the impact providing specialist support and a contribution of funding has in improving the delivery of a safe and more sustainable event for participants and spectators to enjoy. Future requirements for targeted specialist support to event organisers will be assessed by officers based on intelligence internally to the council and with external stakeholders.
- 3.11. **Unrestricted Fund – CEF Application**
- 3.12. An allocation of £85k in 2023/24 has been administered through the annual CEF application process. The funding enables support to external event organisers from social or community groups that share common and distinctive ethnic, religious or cultural origins that specifically reflect the communities that make up Manchester’s diverse population.
- 3.13. As a general rule the CEF funding is available for up to 20% of the total event cost. The maximum amount of grant funding available to one organising body for their event is £20k. CEF Funding is targeted to support:
- Large-Scale public space celebratory cultural events involving 5,000 or more participants/attendees.
  - Events that can demonstrate a citywide reach and impact.
  - Groups who can demonstrate a track record in event delivery and community engagement.
- 3.14. The funding does not provide funding to support religious or single faith-based content, political or single issue-based content, conferences, conventions, exhibitions or seminar programmes, commercial or for-profit events, private events, neighbourhood events specific to a single geographical location or council ward or organisations in receipt of a Manchester City Council Partnership Agreement Grant. For smaller scale events predominately targeted at one geographical community or neighbourhood the Neighbourhood Investment Fund (NIF) may be a more appropriate funding source.
- 3.15. The recipients of CEF funding are required to demonstrate the social and economic returns that the use of public funds can realise and how these returns make a positive contribution to Manchester’s social and economic wellbeing.

- 3.16. Event Applicants are also required to demonstrate how they will contribute to the Zero Carbon 2038 target. Event organisers must complete and submit the MCC Sustainable Event Guide for Community Events identifying which areas of Sustainability have improved over the period of funding and the organiser ambitions for the next year.
- 3.17. The main application period for CEF funding operates each year between November and February, however the opportunity remains for ad-hoc approaches for new event opportunities each year which can be considered outside of the standard process. Funding applications are subject to a score-based assessment by application against 12 outcomes criterion. See **Appendix One** for Breakdown of CEF Assessment Outcomes Criteria. The annual assignment against the available CEF budget is approved by the Executive Member for Skills, Employment and Leisure following an assessment by the officers of the individual application submissions.
- 3.18. In 2023/24, nine event organisers submitted an application to the CEF. Six applications were supported, and three applications were rejected as they did not meet the CEF Outcomes Criteria.
- 3.19. The table below provide an overview of the grants awarded in 2023/24 and highlights how the CEF funding contributes (up to a value of 20%) of the overall cost of the event delivery illustrating how the council's budget provides value for money to enhance and protect a sustainable programme of community events that celebrate the diversity of the city and active participation and education of residents. These events also capture other benefits such as community cohesion, civic pride, skill development, volunteering opportunities, and improved health and well-being.

<b><u>2023/24 Awarded Events</u></b>	<b>Total Event Budget</b>	<b>CEF Application Request</b>	<b>2023 / 24 CEF Budget Assignment</b>	<b>% total budget</b>
Caribbean Carnival	£164,500	£20,000	£20,000	12.5%
GobeFest (Eastern European Festival)	£102,500	£20,000	£10,000	10%
MACFEST	£115,000	£10,000	£7,500	6.5%
South Asian Heritage Month	£60,100	£12,000	£10,000	16.5%
Chinese New Year	£135,000	£20,000	£20,000	15%
Irish Festival	tbc	tbc	£17,500	Tbc
			<b>£85,000</b>	

<b><u>2023/24 declined applications</u></b>	<b>Application Total Event Budget</b>	<b>CEF Application Request</b>	<b>2023 / 24 CEF Budget Assignment</b>	<b>% total budget</b>
Nigerian Heritage Day	3,000	3,000	Didn't meet criteria	-

Northern Fashion Week	150,000	20,000	Didn't meet criteria	-
Diwali Mela	n/a	17,500	Didn't meet criteria	-

- 3.20. With two months remaining in the 2023/24 financial year, the community events Programme is not yet completed nor fully evaluated. It is projected that by the end of the financial year the City Council's CEF investment to external event partners will have supported the identified community event organisers to deliver **75 days** of live events activity attracting an estimated **250,000 attendees and participants**, generating in the region of **£550k of support funding**. Event Sustainability Data from the CEF funded events will also continue to be gathered through to the end of the calendar year and the information evaluated to inform next stage decisions.
- 3.21. Headline information about the individual events is outlined below. The tables identify the location where the event takes place however it should be noted that the reach of CEF Events draw a wider attendance from communities outside the immediate locale.

### Caribbean Carnival

Location	Alexandra Park – Whalley Range and Moss Side
Cost	Total Cost £164.5k – CEF allocation £20k (12.5% of overall event cost)
Outline	Celebrating the diverse cultural heritage of the carnivals of the Caribbean across 2 days (August 12 <sup>th</sup> and 13 <sup>th</sup> 2023) anchored by a two-day event in the park with a large-scale Carnival Parade and a smaller J'ouvert parade on the Saturday. Developed and delivered by Manchester Carnival Together CIC since 2021, Carnival has re-established itself as a major calendar event in the city calendar. The event has successfully attracted significant Arts Council funding and sustainable income streams through earned income such as trading concessions, grants and commercial sponsorship which collectively provide a positive evidence base that can realise future benefits and position the event for growth. This strengthened position enables the organisers to be resilient enough to meet 20%+ cost increases across the production and security supply chain.
Reach	1,300 participants (including 50 performers and 900 community artists 60% local / 40% national - 250 workshop participants and 100 volunteer opportunities) and 60,000 attendees (65% in the park and 35% on the parades – with 75% drawn from Manchester and 15% from the wider region).

### GobeFest

Location	Cathedral Gardens – City Centre
Cost	Total Cost £102.5k – CEF allocation £10k (10% of overall event cost)

Outline	Eastern European Communities Festival presenting music, dance and arts from Eastern/Central Europe between June 23 <sup>rd</sup> – 25 <sup>th</sup> 2023. Now in its seventh year the event draws from eastern European communities across the UK and in Greater Manchester including Romanian, Hungarian, Polish, Slovaks, Bulgarians and Serbian. GobeFest showcases performances from community groups, minority groups and children and young people as well as acts from Hungary, Romania, Slovakia and Poland and UK artists from Nottingham, Liverpool, Bristol, Chester, London and Wales. The quality of the event attracts Arts Council funding. The organisers have a strong track record and robust partnerships that provide confidence for future development and delivery.
Reach	700 participants (including 200 performers and 150 community artists – 50% local - 300 workshop participants and 25 volunteer opportunities) and 15,000 attendees (50% Manchester/ 30% Greater Manchester / 20% national).

### MACFEST

Location	Venues – Manchester and GM wide
Cost	Total Cost £115k – CEF allocation £7.5k (6.5% of overall event cost)
Outline	The Muslim Arts & Culture Festival (MACFEST UK) is an umbrella programme for small-medium scale events (75+) over a six-month period (February 18 <sup>th</sup> – July 30 <sup>th</sup> , 2023). MACFEST covers arts, culture, literature and education including panels, workshops and performances to bring diverse Muslim and Non-Muslim communities together across a number of themes including Women, Arab, African, South Asian, Youth and schools and colleges. Recipient of significant level of Arts Council funding, the festival utilises venues across Greater Manchester (including Whitworth Art Gallery, Central Library, Manchester Museum, Science and Industry Museum, John Rylands Library, Royal Exchange Theatre and the British Muslim Heritage Centre) alongside online platforms to extend the reach of the festival. MACFEST is a respected organising body that delivered an online festival during the pandemic and has been able to demonstrate year on year growth subsequently.
Reach	The festival targets over 11,500 participants (55% Manchester / 40% City region) including 100+ professional performers and 70+ community artists. 400 workshop participants, 50 volunteer opportunities and engagement with 11,000 school and college participants and 40,000 activity attendees. The audience is profiled as 50-60% Muslim (drawn from different ethnic and national backgrounds – Asia, Africa, Middle East and Europe) and 40-45% non-Muslim.

### South Asian Heritage Month

Location	Pakistani Centre, Longsight and online
Cost	Total Cost £60.1k – CEF allocation £10k (16.5% of overall event cost)
Outline	The South Asian Heritage Month is organised by the Anamika Group with activity taking place between July 18 <sup>th</sup> and August 17 <sup>th</sup> , 2023.

	With its roots in the Bangladeshi community, the inaugural SAHM was launched in 2020 and has built from online content and now developed to its next stage with an activity hub at the Pakistani Community Centre in Longsight. South Asian Heritage Month included 20+ workshops for over 500 participants and engaged over 5,000 attendees across the month. The programme covers 32-days of activity with contributions reflecting South Asian Communities that make more than 20% of the city's population including Afghani, Bangladeshi, Indian, Nepalese, Pakistani and Sri Lankan communities and cultures.
Reach	SAHM showcases over 700 participants (including 20 professional performers and 180 community artists, 500 workshop participants and 40 volunteer opportunities) and 5,000+ attendees (80% Manchester/20% Greater Manchester) – excluding online audiences. – drawn from family and ethnic profiles. The audience is profiled as 50-60% Muslim (drawn from different ethnic and national backgrounds – Asia, Africa, Middle east and Europe) and 40-45% non-Muslim.

3.22. Two further CEF events are scheduled to take place before the end of the financial year:

#### **Chinese New Year – February 2024**

Location	Chinatown – City Centre
Cost	Total Cost £135k – CEF allocation £20k (15% of overall event cost)
Outline and expected reach	A major community event based around activity in Chinatown on the 10 <sup>th</sup> and 11 <sup>th</sup> February 2024 to include a Dragon parade on 11 <sup>th</sup> February. Can attract in excess of 40,000 spectators in confined areas so identified as high risk for the organising body and additional 3 <sup>rd</sup> party specialist event company resourced to support development of event plans and production management to capacity build the organisation and mitigate risk.

#### **Irish Festival**

Location	Parade route from Irish Heritage Centre (Cheetham Hill) and City Centre content in development.
Cost	Final costs are being reviewed for the event in March – with £8k of the assigned funding held to cover the operational and health and safety functions against the Irish Festival Parade organised by the Irish Heritage Centre and the balance held to support the development of additional content.
Outline and expected reach	Plans in development for activity between 9 <sup>th</sup> and 17 <sup>th</sup> of March 2024 – with the parade application identifying an event that aims to bring together 450+ participants through dance groups, musicians, bands, floats, agriculture equipment, walking groups and local dignitaries and targets 20,650 attendees (20,000 local, 500 regional and 150 national).

## 4.0 Future Funding of Community Events

- 4.1. With rising inflation and a cost-of-living crisis impacting disposable income, it is imperative now, more than ever that localised free or low-cost provision activities are prioritised. This report recognises that community event organisers are continuing to operate in a challenging environment and the quality and scale of the events delivered within the CEF programme are testament to the resilience and tenacity of our external event partners from within our communities.
- 4.2. Confidence has not fully returned to the community event sector which remains in a position of post-pandemic rebuild and it is currently more difficult for new entrants to get activity off the ground. This is reflected in the Councils CEF application process where in 2019/20 there were 18 applications received (10 were funded) and in 2023/24 there were 9 applications (6 have been assigned funding). This reflects how more established community event organisers have been better placed to stabilise their event and reconnect with their communities but there has been limited movement of new entrants into the sector. Officers continue to build capacity with event organiser's so that they can be in a more stable position which is less reliant on council funding, given the financial environment outlined, this however continues to be a challenge. Furthermore, Officers continue to capacity build the community event sector and influence and support the emergence of new events.
- 4.3. The recurring City Council investment for over 20 years in events such as the Caribbean Carnival and Chinese New Year has realised benefit through the ability of these major events to weather the impacts of Covid-19 and ongoing economic uncertainty as they continue to demonstrate signs of growth and development. The development of more recent partnerships over the past 5 years with organisers of GobeFest, MACFEST and South Asian Heritage Month provides optimism that the platform for expanding the future programme remains.
- 4.4. The next cycle for CEF funding applications has a closing date of 5<sup>th</sup> February 2024 and the outcomes of the process are not known at the time of this report but will be an indicator of whether the current CEF model can support the development and delivery of new event opportunities for our communities or if the approach needs to be revisited.
- 4.5. Whilst the core CEF revenue budget will remain unchanged, the opportunity to expand the programme is being driven by targeting increased commercial event activity and aligning how the City Council can intensify the effort to grow commercial events to generate sufficient income to meet the needs of the host service area and to enable a proportion of the income generated to flow back into the CEF budget.
- 4.6. To facilitate growth in the programme, a commitment is already in place to support the Wythenshawe Games each year through a separate event funding stream. The development of additional localised community activity will be aligned with the financial returns that can be generated over the coming years

through the facilitation of commercial event properties in our parks and public spaces such as the Live From Wythenshawe Park concert series and Parklife Festival.

- 4.7. The City Council are continuing to align with the wider events industry developments and is taking part in the Green Events Code sustainable events pilot in 24/25 where officers will test the use of a national set of targets with free-to-access tools to support organisers of all sizes to improve the sustainability and accessibility of their events. The City Council place significant importance on our community events' role within this pilot programme, and acknowledging the capacity challenges they face, officers will prioritise how we identify and provide the support needed to ensure that CEF funded events can meet the City Council requirements.

## **5.0 Conclusion**

- 5.1. The City Council provides funding, advice and event management support to external community event organisers, ensuring that the city is able to provide a sustainable programme of major community events. This support enables Manchester to showcase the city and its communities effectively and strengthens the city's commitment to equality, diversity, and inclusion.
- 5.2. The 2023/24 CEF event calendar continues to rebuild the annual event programme. With two months remaining in the 2023/24 financial year, the community events programme is not yet completed nor fully evaluated. It is projected however that by the end of the financial year the City Council's CEF investment to external event partners will have supported those funded community event organisers to deliver 75-days of live event activity, attracting an estimated 250,000 attendees and participants, generating in the region of £550k of support funding. The great work that the community and voluntary sector do independently in delivering locally-focused events is recognised in addition to this.
- 5.3. Officers continue to build capacity with event organiser's so that they can be in a more stable position which is less reliant on council funding and influences the emergence of new events that qualify under the funding criteria, given the financial environment outlined, however this continues to be a challenge.

## **6.0 Recommendations**

- 6.1. The Committee is asked to note and comment on the contents of the report.

## **7.0 Appendices**

- 7.1. Appendix 1 - Community Event Criteria





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## Appendix 1 - Community Event Criteria

**Organisational Capabilities** – the credibility and capability of the organising body and their track record of event delivery.

**Community Fit** – how the event as presented fits with the identified community as defined by place, shared interest, heritage, day of celebration etc; how the activity celebrates or promotes an individual community and what opportunities the event provides for others to explore community culture/background.

**Event Rationale and Criteria Fit** – how the event demonstrates its fit with the three primary outcomes:

a) Community Leadership – how does the staging of the event support community cohesion, civic pride and empowerment by bringing people together from across the city to share common interests.

- Does the event demonstrate relevance to the target community, and a citywide level of community participation, volunteering and involvement in development and delivery.
- Will the event attract an audience from more than one community and from different backgrounds and age groups.
- Is there a development strategy that initiates partnerships, capacity builds (through volunteering, skills training etc) and diversifies activity.
- Does the event promote social inclusion – identifying barriers to access, developing activity that is relevant to the community and its interests and ensuring that the event will be neither threatening nor offensive.

b) Community Celebration – how does the event celebrate a community's distinctive cultural identity or engage with what others see as their 'identity'. How will the event and promote innovation, quality and creativity to raise the profile of the city and improve satisfaction and pride among residents.

- Does the application demonstrate that artistic, creative and innovative elements are included in the development of a quality event programme.
- Is the level of community engagement and participation strong enough to extend the reach of the activity.
- Will the staging of the event promote a positive profile in the media and amongst local and regional residents.
- Does the event enhance the cultural experience of people who live, work or visit Manchester.

c) Community Led Regeneration – how does the event provide the opportunity for community participation and commitment on a citywide basis, developing the use of public spaces and delivering economic benefits to the city through supporting skills, jobs and generating new visitor spend.

- Will the event attract visitors to Manchester, develop new audiences, generate economic benefit for the city and enhance the city's profile nationally and in the region.
- Will the event animate and interpret the physical environment or promote the use of our built assets.
- Does the event have the potential to deliver strong engagement and support from the city's business community and key stakeholders and/or support the development of wider strategic partnerships and collaborations.
- Will the event attract funding from other public sector or grant giving bodies and commercial sponsorship sources – and does the organiser demonstrate how they will maximise additional funding from earned income, donations, advertising revenue and in-kind support.

**Strength of Partnerships** – can the event organiser demonstrate that it has established (or can establish) strong partnerships with key supporters/stakeholders and leverage involvement from others outside the organising body.

**Skills Development** – does the application identify the skills required to develop and deliver the event, how local people can get involved in roles on the event and the level of volunteering opportunities.

**Reach** – does the application provide a realistic target for the number of performers/participants that will feature in the event – and of the number of day/stay visitors that will attend including detail of their demographics and origin.

**Marketing and Media** – what is the scale and reach of the promotion and media plan for the event – television, print, online, socials etc – and will the marketing plan support the attraction of an audience from its target area.

**Financial Management** – does the application provide assurance that the required approach to governance, accountability and procurement is in place and robustly monitored.

**Event Budget** – is the promoted budget realistic, evidence based and credible? Does the event application identify why public sector funding is justified the event and whether the event would happen without City Council support.

**Forward Planning** – is the proposed model sustainable, what is the ambition/growth potential of the event and is there potential to plan in an incremental decrease in City Council Funding as the event develops in future years.

**Event Sustainability** – does the staging of the event support Manchester City Council's commitment to tackle climate change in making Manchester a Zero Carbon city by 2038 and does the application demonstrate what sustainable event practices will be delivered as part of the management of the event in order to support MCC's Carbon reduction target.

**Identified Risk Factors** – are there potential negative impacts that need to be mitigated if

the City Council is to support (eg. Environmental, equality etc) – and does the event organiser have the relevant capability to deliver the event to the required standard.

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