

Support for the culture sector in response to the impact of the COVID-19 pandemic

Update since the last report:

- Decisions on the second round of Government Culture Recovery Funding were pending & 31 March – 8.17m awarded to sustain Manchester companies.
- The sector has embraced opportunities to emerge from the third national lockdown in line with the Government's Road Map.
- Sector led collaborative work inc: Manchester Cultural Education Partnership (MCEP) and joint reopening campaign #HereforCultureMCR
- Culture Recovery Plan been revisited to update in light of extended impact of the pandemic.

Positive impacts of the original Culture Recovery plan

- Attracting significant financial support
- Developed MCEP through a joint project
- Developed Audiences Campaign
- Better integration with other MCC and GMCA recovery plans
- Reinforced the importance of culture in the city
- Given added focus to the work of Cultural Leaders Group

Emergency grant funding received

Grants received by Manchester's Cultural sector companies	
ACE Emergency funds & DCMS Culture Recovery Funds (CRF) Round 1	£18.04m
CRF Capital Kickstart funding	£23.14m
CRF Round 2	£8.71m
Heritage CRF Round 2	£0.64m
Cultural Hardship Fund for Freelancers	£0.31m
Additional Restrictions Grants	£2.34m
Total	£53.18m

Priorities going forward

Strategic and integrate approach for the next eighteen months to two years for the sector:

- Business/economic recovery
- Creating and Sustaining good jobs
- Innovation
- Healthy recovery
- Children, young people and education
- Inclusiveness
- Low carbon

Approach

Stabilisation

- Help organisations in accessing financial support in CRF Round 3
- Knowledge sharing between organisations
- Tailored flexibility with KPI's for MCC funded organisations as they return to full trading
- Supporting community organisations get ready for re-opening

Approach

Stimulus – social/economic focus

- Promotional activity
- Children, young people and schools
- Network development and support

Stimulus – economic/social focus

- Events
- Skills, workforce development and business growth
- Innovation

Underpinned by

- Capital Investment strategy

Stimulus Programme

Promotional Activity – audiences and participants need to be rebuilt and despite the evidence of latent demand this will take time and require careful campaigning

- Joint working between cultural organisations, Marketing Manchester and MCC
- Encouraging audiences to safely re-engage with Covid secure cultural events
- Work with the NHS to emphasise the health benefits of cultural activity
- Culture Awards

Key move: Establishing network for on-going campaign

Stimulus Programme

Children, young people and schools – MCEP now called MADE has a very clear plan and very strong and well defined purpose co-created with cultural organisations, educationists, children and young people.

MADE will work with cultural institutions to create a programme offer that meets the needs of children and young people and their education institutions to provide an offer unmatched in other UK towns and cities that includes curricular and extra-curricular activity, life skills and using art and creative skills in all aspects of education

Key move: building MADE into cultural partners' planning for their applications to Arts Council England

Stimulus Programme

Network development and support – networks will also need to play a central role the recovery and beyond given the scale of the challenges and scarcity of resources.

- Support transformation of Cultural Leaders Group (CLG) into a new Cultural Consortium
- Support the development of Manchester Music Cities project
- Support the development of MADE

Key move: evolution of Cultural Leaders Group

Stimulus Programme

Events – more strategic approach to events for economic and social impact to create jobs, rebuild audiences and brand Manchester

‘.. the next phase of the Events Recovery Plan needs to be defined by how the City Council can provide the leadership to re-energise the sector, to shape how events and festivals can be used as a tool for the longer-term economic recovery of the city..’

- Co-ordinate and manage a public events calendar for the city to maximise the event effectiveness.
- Joint promotion
- To establish the foundations for a revised long-term positioning platform for the City through events
- City Centre and parks
- Full spectrum – sport and culture, neighbourhood and international

Key move: Create an Our Manchester Events Commission

Stimulus Programme

Skills, Workforce development, business growth – diversity, entry level jobs, Skills and Training

- Factory Academy Consortium
- Kick Start
- Sustainability Leadership
- Diversity leadership
- Digital skills
- Employability
- Start up support
- Staff wellbeing
- Workspace/Live Workspace

Key move: Sector workforce development plan

Stimulus Programme

Innovation – We have a core strength in culture so we must build on our national/international leadership

- Digital
- Low Carbon/Sustainable working
- Networks
- Health
- Communities
- Education
- International working (post Brexit/ City to City relationships/ Low Carbon)

Key move: development of an innovation network

Stimulus Programme

Underpinning Capital Investment – Strategic capital investments in cultural organisations for buildings and de-carbonising projects will provide short and long-term economic impacts through stimulating the construction sector e.g:

- Manchester Art Gallery, Manchester Libraries, HOME, National Football Museum, Bridgewater Hall, Factory, Manchester Craft and Design Centre, Z-arts, Rogue Artists Studios, Victoria Baths, People's History Museum, Halle St Peter's, Halle St Michael's, Crossley House
- Cultural and Creative Innovation Centre/ park/ distributed feasibility/ proof of concept
- Publishing Hub
- Zero Carbon retrofit
- Live/work-space feasibility/proof of concept
- Maximise positive impact on neighbourhoods

Key move: Cultural and creative industries built into regeneration planning

Resources

Stabilisation - A package of external financial assistance is needed during 2021/22 totalling £15.2m

This will be from a combination of:

- Cultural Recovery Fund round 2 - £8.7m - secured
- Cultural Recovery Fund round 3 - to be announced
- Expanded Additional Restrictions Grants - £2.34m - completed
- Review of MCC funding KPIs as pandemic restrictions ease during Spring/Summer 2021

Resources

Stimulus - A package of financial assistance is needed during 2021/22 – 2023/24 totalling £10.5m (current estimated subject to review and excluding capital)

- £3m in 2021/22
- £5.25m in 2022/23
- £2.25m in 2023/24

This will be from a combination of the as yet unfunded:

- Cultural and Creative Phoenix Fund
- Levelling Up Fund
- UK Shared Prosperity Fund which replaces ERDF and ESF funding (launching 2022)
- UK Research and Innovation (UKRI) funding (links again to Queen's Speech and Government commitment to increase research and innovation spend)
- Horizon Europe Research and Innovation programme (€2bn available to bid for over 2021-2027)
- Re-purposed MCC events budgets