

Manchester City Council Report for Information

Report to: Environment and Climate Change Scrutiny Committee - 9 March 2023

Subject: Zero Carbon Culture

Report of: Strategic Lead, Resources & Programmes

Summary

This report provides an overview of the progress that the Council's Culture Team has made in responding to the climate emergency, and how the team is working in partnership with the cultural sector to support Manchester's progress towards its 2038 zero carbon target. Manchester's cultural sector has been recognised nationally and internationally as a pioneer in working to address the climate emergency. The Council has worked in partnership with the cultural sector as well as exploring ways to further influence and facilitate change, in particular through funding arrangements. The Culture Team is continuing to develop this approach and to embed zero carbon in all areas of work.

Recommendations

The Committee is invited to consider and comment on the information in the report.

Wards Affected: All

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

This report outlines how cultural organisations are working both individually and collectively to respond to the climate emergency and the city's zero carbon target. It identifies the ways in which the Council's Culture Team is working with the cultural sector to further facilitate and inspire action, using levers such as funding agreements to embed a zero carbon approach. The report highlights future workstreams including the development of further measures to assess future progress.

Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

Supporting cultural activities and a cultural sector that benefits all the city's residents is key to the council's Culture Team service plan, with a stated priority to "Widen participation and access to culture for all Manchester residents with focus on people and places with greatest need." The Council works with cultural partners to understand the challenges and create better equity of opportunity with individuals and groups to increase access to culture and creativity. This includes informing and engaging partners in the city's strategy development, sharing data and consultation to encourage evidence-based approaches and facilitating connections with partners

from other sectors to support delivery and impact, as well as opportunities to share good practice within the sector.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS/Contribution to the Strategy
<p>A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities</p>	<p>The city’s cultural offer is an intrinsic part of the economic and social life of Manchester and is interconnected with the hospitality sector, night-time and visitor economies. Manchester is the only UK City to feature in Lonely Planet’s Best in Travel 2023 list of top 30 global cities and in which Manchester’s dynamic arts scene is highlighted. The cultural sector was under significant pressure with COVID-19 restrictions and a Manchester Culture Recovery Plan alongside numerous sector-led projects have contributed to the city’s recovery and return to a vibrant and diverse cultural offer.</p>
<p>A highly skilled city: world class and home grown talent sustaining the city’s economic success</p>	<p>The cultural and creative industries sector employs a wide variety of staff, freelancers, and creative practitioners. The strength of Manchester’s highly skilled talent pool is a key feature in the city’s attractiveness for inward investors. The sector generates a wide range of projects and programmes that nurture the talent and skills of the city’s residents, provide pathways into the sector and support access to employment.</p>
<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<p>The cultural sector delivers entry-level jobs and levels up educational achievement for residents. It also provides a range of targeted opportunities for training, volunteering and learning to support inclusive growth. The cultural sector also delivers bespoke and targeted programmes for the benefit of some of the city’s vulnerable residents, using the power of arts, culture and heritage to connect, engage and support health, wellbeing and life chances.</p>
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	<p>Manchester has a world-leading cultural offer for residents and visitors to access. It adds to the vibrancy of the city centre, providing key visitor attractions which engage local people and connect to the city’s schools and education offer. It brings neighbourhoods together in mutual understanding and proudly showcases the diversity in our communities. Cultural organisations have showed individual and collective leadership in response to the climate crisis and the Culture Team continues to work with the sector to further develop climate action.</p>

A connected city: world class infrastructure and connectivity to drive growth	Culture plays a vital role in making Manchester a city with an international profile, supporting our visitor economy. In response to the pandemic, the cultural sector has moved significant elements of delivery to a digital format, increasing opportunities for people both within and outside Manchester to engage in creative content and activities.
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Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

It is not expected that there will be any financial consequences to the Revenue budget that should arise from the content of this report.

Financial Consequences – Capital

It is not expected that there will be any financial consequences to the Capital budget that should arise from the content of this report.

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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.

Manchester City Council Climate Change Action Plan 2020-25
Manchester City Council Climate Emergency Declaration July 2019
Manchester Climate Change Framework 2020-25 Updated 2022
Report to the Communities and Equalities Scrutiny Committee: “Culture Annual Report”, 7 February 2023

1.0 Purpose of the report

- 1.1 The purpose of this report is to provide an overview of the work of the Council's Culture Team in response to the climate emergency, and how the team is working in partnership with the cultural sector to support Manchester's progress towards its 2038 zero carbon objective.
- 1.2 Manchester's cultural sector has been recognised nationally and internationally as a pioneer in work to address the climate emergency. The Council has worked in partnership with the cultural sector as well as exploring ways to further influence and facilitate change, in particular through funding arrangements. The Culture Team is continuing to develop this approach and to embed zero carbon in all areas of work.

2.0 Background

- 2.1 In 2009 the Council launched the city's first plan for collective climate action, called Manchester: A Certain Future, and have continued to lead this agenda by working in partnership with our major organisations and through the establishment of the Manchester Climate Change Agency (MCCA) in 2015 and Manchester Climate Change Partnership (MCCP) in 2018. MCCP and MCCA are responsible for driving actions outside of the Council. The cultural sector (through the umbrella body of Manchester Arts Sustainability Team) have been one of the 10 partners in the MCCP from its inception.
- 2.2 In 2019 the Council declared a climate emergency. This announcement was made to accelerate action with new targets set for the city to reach net zero by 2038 and reduce 50% of direct emissions by 2025.
- 2.3 The Council is currently on track to achieve its target to reduce its own CO2 emissions by 50% by 2025, as part of the city's journey to zero carbon by 2038. However, the wider city is not on track to achieve its targets making the Council's role to support and influence the city's residents and organisations more important than ever.

3.0 Manchester's cultural sector and zero carbon: individual organisations

- 3.1 Manchester's cultural sector has shown leadership in responding to the climate crisis for many years. This can be seen both in the work of individual organisations and in collective action. The catalyst for change in the culture sector has been the ever-growing threat of the climate emergency, and the understanding that without action and a unified response, there will irreversible damage done to the planet and our communities.
- 3.2 Much of city's cultural activity takes place in Manchester's cultural venues – and as custodians of these buildings the cultural sector has worked to explore adaptation and to reduce emissions. In some cases these are Council-owned buildings where the Council's Estates team is working alongside a cultural tenant to make improvements – such as the recent £1.9million project to upgrade air handling, heating and cooling systems at the National Football

Museum which will make energy usage more efficient; and the recent upgrade to the roof structure at Z-arts prior to the installation of solar panels.

Case study: HOME

Since its establishment in 2015, HOME has been an exemplar for how a theatre and arts venue can operate sustainably. This stems from highly engaged leadership that embedded zero carbon policy and practice early on, with a commitment to reducing direct carbon emissions by 50% by 2025 in line with the City's ambition.

A standout achievement for HOME has been getting 100% of its staff to be accredited as carbon literate, the first arts venue in the world to do so. This has empowered the workforce by providing skills and knowledge to communicate climate awareness and drive change. HOME is one of three organisations worldwide to be accredited with the top status of a Platinum Carbon Literate Organisation.

HOME has also worked hard to green the supply chain. One way it has done this is in the café bar and restaurant, by offering seasonal produce from regional suppliers. The café has adopted a Zero-to-Landfill policy with all in-house waste composted, recycled or turned into biofuel.

HOME has also embedded a wide range of other initiatives throughout its operations, from a Sustainable Travel Policy through to establishing beekeeping on the roof.

Further information can be found on the [HOME sustainability page](#).

- 3.3 Whilst the total emissions which arts and culture are responsible for are much lower than some other sectors, the cultural sector is uniquely placed to respond to the climate crisis and to inspire, engage and influence individual people to take action. The Council's annual Cultural Impact Survey shows that pre-pandemic in 2019/20, Manchester's cultural organisations reached audiences of over 5.4million as well as 740,000 participants. The wider footfall of visits to cultural venues was over 7.9million. Therefore as well as exploring ways to run venues and activity with a reduced carbon impact and encourage sustainable travel, cultural organisations can use artistic content and creative approaches to engage audiences and participants on topics around climate change, climate action and climate justice.

Case study: The Hallé Orchestra - Goddess Gaia

During lockdown, when the Hallé's education programme had to virtually stop, the department looked at how to use the time in a creative way to produce digital resources for schools. One of those projects - Goddess Gaia explores the beauty and fragility of the natural world. The Hallé recognised that addressing climate change, saving the planet and looking after the environment was becoming an important topic in schools and felt that the organisation could make a positive contribution with music.

The project brought together composers, writers and animators to create videos centred around an animated character called Goddess Gaia, who is travelling around the world learning about the impacts of climate change. The videos have musical accompaniment composed for Flute, Cello, and Harp, and they are accompanied by guides for joining in through singing and playing percussion. There is also an extensive teachers' pack dealing with all the issues and containing a variety of connected schemes of work, which has since been shared across all ECO schools (a programme through which schools can become accredited for the work they do to engage young people on the environment and climate change).

Goddess Gaia is active in 150 schools nationwide, most of which are in Greater Manchester. Further information can be found on the [Halle Goddess Gaia page](#).

- 3.4 Many of the city's cultural organisations have provided accredited carbon literacy training for the employees. Manchester's Cultural Impact Survey for 2020/21 showed that a total of 427 employees across 28 cultural organisations have received training in Carbon Literacy from an accredited trainer, representing 35% increase in the number of organisations with trained employees when compared with 2019/20.
- 3.5 Manchester's cultural organisations also work closely with volunteers – in 2019/20 a total of just under 4,000 volunteers was reported across the organisations responding to the survey, with a total of 186,000 hours volunteered during the year. Ensuring that volunteers have a good understanding of the climate crisis and the city's zero carbon ambition is therefore particularly important for the cultural sector. Many organisations are now taking forward carbon literacy training for their volunteers.

Case study: Manchester Histories

In June 2022, Manchester Histories delivered a five-day festival exploring the history of climate change. The Manchester Histories team is very small and volunteers play a major role in delivering events. As the focus of this particular festival was on climate change, it was essential that volunteers were aware of carbon impacts on our planet. Therefore, each volunteer had the opportunity to participate in Carbon Literacy Training. This was delivered in partnership with GMAST (Greater Manchester Arts Sustainability Team), on a train-the-trainer basis. The festival's Community Engagement Manager delivered the training and can now continue to deliver the training for future events, providing a longer-term impact for future volunteers beyond the festival year.

The training was shown to give volunteers more confidence in having informed conversations with members of the public on issues surrounding climate during the festival. Volunteers were able to learn new things about the history of climate change, and they also had the chance to meet new people and engage with different organisations and communities to encourage others to be more aware of the climate crisis.

Further information is available on the [Manchester Histories Festival 2022 page](#).

4.0 Manchester's cultural sector and zero carbon: collective action

- 4.1 The cultural sector has come together to engage in collective action on climate change in a number of ways.
- 4.2 Nationally this has included "Culture Declares" – a declaration of the climate emergency by the sector which was signed by Manchester institutions such as HOME, Manchester Art Gallery, Manchester Museum and Manchester Histories. There are also a wide range of national initiatives providing support and guidance to the sector on how to respond to the climate crisis with a carbon reduction plan – these include Julie's Bicycle (a leading not-for-profit organisation in supporting cultural organisations to take climate action), the Theatre Green Book, Vision 2025, Greener Festival and Greener Arena.

Greater Manchester Arts Sustainability Team (GMAST)

- 4.3 In Manchester the cultural sector came together on the climate crisis as early as 2011, with the establishment of Manchester Arts Sustainability Team (MAST) across the cultural and creative sectors. MAST began by bringing together some of Manchester's cultural leaders and called for them to address the environmental performance of the cultural and creative industries, in line with the city's strategic ambitions.
- 4.4 The network meets quarterly to share experience and learning and develop ideas for collaboration and capacity building. Importantly it has also been represented on the Manchester Climate Change partnership since it was established in 2018.

- 4.5 MAST introduced member contributions to help fund small projects and by working with sector sustainability experts, Julie's Bicycle, it began annual reporting. This enabled the group to track progress against its 7% annual reduction target. A core group of 13 organisations demonstrated a reduction of 16% in energy emissions between 2012/13 and 2015/16, saving 1,400 tonnes of CO₂e. Julie's Bicycle has continued to work closely with MAST and the city to create a sustainable arts model that is leading the way both nationally and internationally.
- 4.6 The network has recently expanded to cover a Greater Manchester footprint with over 50 members, rebranding as GMAST, and over time the network has inspired other similar groups to be set up in other cities – including Liverpool and Leeds. GMAST also played a key role in the Manchester City Council led C-Change project (see 5.2 below).
- 4.7 GMAST reports to Manchester's Cultural Leader's Group, which is chaired by the city's Director of Culture. The Cultural Leaders Group brings together 40 leading cultural organisations in the city to discuss their individual and collective approaches to delivering the culture in Manchester. Many of the members also work together directly as part of GMAST. With the support of leadership from Esme Ward, Director of Manchester Museum, the Cultural Leaders Group co-hosted a Culture Climate Summit in January 2023 with GMAST.

5.0 The Council's Culture Team and zero carbon: role and achievements

- 5.1 The Council's Culture Team has a strong ethos of partnership working with the cultural sector, and for many years has worked alongside cultural partners on climate action. However, the declaration of a Climate Emergency by the Council in 2019 brought a new level of urgency to this work, and initiated a more proactive approach to supporting, facilitating and influencing the sector in this field. Some of the key achievements in the last few years are highlighted below.

EU URBACT C-Change project

- 5.2 The C-Change project was a collaboration led by Manchester City Council, with GMAST, the Manchester Climate Change Agency and Julie's Bicycle along with five other European cities – Águeda (Portugal), Gelsenkirchen (Germany), Mantova (Italy), Šibenik (Croatia) and Wrocław (Poland). GMAST was endorsed by URBACT as a "Good Practice Model" and the project worked to explore the model with other cities and to further build capacity in Manchester. This allowed the transfer of learning across Europe, elevating Manchester's status as a leader in cultural climate action and bringing in additional funding for the city.
- 5.3 The C-Change project brought forward work in a number of areas which will have a lasting legacy for Manchester's cultural sector and its efforts to achieve zero carbon:

- C-Change provided funding for Julie’s Bicycle to codesign zero carbon guidance for Council-funded organisations. This guidance was then finalised by the Council’s culture team and rolled out across funded organisations. Cultural organisations receiving Council core funding are now required to submit a plan that meets these requirements and to report annually on progress. A [Zero Carbon Culture Guide](#) was also created which provides a template for a carbon reduction plan and signposts key resources and support. (See Section 5.5 – 5.6 for further detail).
- C-Change provided funding for the creation of a Reusable Cups Guide (to reduce Single Use Plastics) for event organisers working with the Council’s Events Team, which now sits alongside the Council’s Sustainable Events guides.
- C-Change funded the development, digitisation and delivery of carbon literacy training for the sector with GMAST for staff at cultural organisations. The course is suitable for anyone within the sector including artists, technical engineers and venue staff with an emphasis on CEOs and culture leaders engage who can influence change. C-Change also funded the development of a training pilot for volunteers at cultural events.
- C-Change led to the creation of the Guide to Taking Action online training tool with GMAST. This provides deeper theoretical training around climate change and its impact on the cultural sector in Manchester. It is a free online training programme that is available for anyone to complete from the [GMAST website link](#).
- Through C-Change the Council’s Culture and Events Teams have both developed close working relationships with Julie’s Bicycle, which provides an opportunity for developing future work with this nationally leading organisation in cultural climate work.
- Further training was provided for GMAST members to encourage the use of carbon calculators such as the Julie’s Bicycle Creative Green Tool, to better understand their impact and develop zero carbon action plans.

Cultural funding agreements

- 5.4 The Council’s 2020-25 Climate Change Action Plan included a specific action on funding arrangements with cultural organisations. Within Workstream 5: Influencing behaviour and being a catalyst for change, there was an action which committed the Council to “build addressing climate change into the grants to Voluntary and Community Sector organisations and cultural organisations”.
- 5.5 To take this forward, the Culture Team worked with Julie’s Bicycle as part of the C-Change project to run a codesign process with cultural organisations. Working together these partners developed guidance on the requirements a funded organisation must meet. The guidance was finalised in early 2022 and highlights the key features of a zero carbon approach which are:

- Commitment – a public commitment to the city’s 2038 ambition and with senior leadership and ownership of the targets
- Understanding – an understanding of the organisation’s impact through a carbon footprint
- Skills – roll out of carbon literacy training for staff and other key partners
- Action – a carbon reduction action plan for the organisation
- Engagement – artistic and creative engagement with audiences and participants on climate change

The guidance differs slightly depending on the level of funding received. It was rolled out to cultural organisations in 2022 so that all cultural organisations in receipt of core funding from the Council must put a Zero Carbon Plan together which responds to the guidance, and report on progress annually. In the case of larger cultural investments, Key Performance Indicators within funding agreements track and monitor achievements and performance on zero carbon.

5.6 In addition to this guidance, Julie’s Bicycle put together a [Zero Carbon Culture Guide](#) for Manchester’s cultural sector. This provides a template for a carbon reduction plans and signposts key resources and support. It is a helpful resource for funded organisations but is available on the Council’s website as a resource for all cultural organisations in the city.

5.7 In Spring 2022 the Culture Team started a co-design process for the new round of Cultural Partnership Grants. This programme launched for applications in September 2022 and the funding will run from April 2023 to March 2026. Zero carbon emerged as a strong theme from early in the codesign process, showing the commitment of the sector in tackling climate change. It was endorsed by a subsequent sector consultation, and was one of the four priorities which applicant organisations had to respond to. It involved demonstrating an understanding of the organisation’s climate impact and wider influencing role, a commitment to addressing climate change at leadership and decision-making levels in line with Manchester targets, and significant progress in developing or implementing an action plan. Applications have been scored and assessed and those funded in the new portfolio notified of the funding decision subject to a due diligence process. The programme of funded organisations will be announced in early March 2023.

5.8 The Culture Team’s approach to funding requirements is complemented by those of Arts Council England’s core investment programme. Arts Council requires all National Portfolio Organisations (NPOs) to demonstrate that they meet the Investment Principle of Environmental Responsibility. Arts Council requires NPOs to use the Julie’s Bicycle Creative Green Tool to report and measure emissions.

Manchester Culture Awards

5.9 The Manchester Culture Awards are an annual celebration to recognise the very best of culture, creativity and the arts in the city - from the grassroots to

the international. Since its conception in 2018, the awards have spotlighted sustainability with a “Promotion of Environmental Sustainability” award.

- 5.10 In 2022 the award for ‘Promotion of Environmental Sustainability’ was won by Roots and Branches – an ambitious project supporting museums to play a role in addressing the climate crisis and social inequality.

Case study: Roots and Branches

Roots and Branches is a collaboration between the Carbon Literacy Project, Museum Development England and Manchester Museum, supported using public funding by the National Lottery through Arts Council England. It aims to train and certify 1,500 people from 300 museums as carbon literate over the next two years and give an opportunity for museums to converse, experiment and test new ideas for a more sustainable future. The “Roots” of the project are hosted at Manchester Museum, where a co-working hub for cultural environmental action will be created. The “Branches” will create an active environmentally aware and responsible sector. The Carbon Literacy for Museums Toolkit has been co-created with the museums sector and is available both online for to face to face delivery. Through this project, Manchester provides a focus for climate across museums nationwide.

- 5.11 Organisers of the Culture Awards worked to further improve the sustainability standards of the event this year. It was a conscious decision to have a digital-only programme rather than a printed programme for each guest. Travel data has also been gathered which will be utilised for future events to influence decisions on event location and to understand whether shuttle buses for guests would be viable to limit single car use.

Training and development

- 5.12 Over the last year the Culture Team has worked jointly with the Council’s Events Team on training and development for staff. Julie’s Bicycle have provided training sessions and coaching time as the teams begin to embed new zero carbon requirements within funding agreements.
- 5.13 The Culture Team has also developed a Climate Change Action Plan to take learning from the past year into a set of future actions for the team itself. The plan is structured around actions that the team can take in day-to-day work to reduce carbon emissions as well as the ways in which the team can continue to engage and inspire the cultural sector to take action.

6.0 The Council’s Culture Team and zero carbon: next steps

- 6.1 The Council’s Culture Team has made good progress in embedding zero carbon as a core priority and rolling out guidance for funded organisations. The Culture Team’s Climate Change Action Plan will be the tool that ensures climate action is implemented across the breadth of the team’s work programmes going forward.

6.2 Some of the key priorities for the next year will include;

- Building on collaboration with Julie's Bicycle, GMAST and the Council's Events Team, ensuring that working in partnership with and learning from the sector remains at the heart of the Culture Team's approach.
- Establishing a mechanism for collecting carbon emissions data for all of the Council's funded organisations, so that this can be reported on annually by 2023. This will include support for funded organisations to understand how to calculate their emissions.
- Providing support to the new portfolio of Cultural Partnership Grant recipients and exploring ways to bring additional capacity to these smaller organisations.

7.0 Recommendations

7.1 The Committee is invited to consider and comment on the information in the report.