

## **Manchester City Council Report for Information**

**Report to:** Economy and Regeneration Scrutiny Committee – 6 February 2024

**Subject:** Annual Report on Culture

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

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### **Summary**

Arts and culture continue to be an intrinsic part of life in Manchester. 2023 alone saw the opening of Manchester International Festival's new home Aviva Studios as well as the reopening of Manchester Museum including its new China and South Asia galleries, the International Society for the Performing Arts holding its mid-year congress in Manchester, international music event WOMEX announcing its 2024 conference in Manchester, English National Opera announcing its decision to relocate its operations to Greater Manchester by 2029 and Chanel hosting its prestigious Metiers d'Art showcase in Manchester. In January 2024, the New York Times listed Manchester as one of the 52 places to visit world-wide, mainly based on the strength of its cultural offer.

As well as these internationally and nationally significant developments, Manchester's cultural organisations continue to deliver cultural provision across all wards of the city, providing important opportunities for residents in relation to employment, skills development, learning and volunteering. They support residents' health and well-being and create the environment in which people want to live, visit, invest and study. The most inspiring examples of their work across the city are recognised and celebrated at the annual Manchester Culture Awards which took place at Aviva Studios on 4 December 2023.

The cultural sector was badly affected by the Covid-19 pandemic, associated lockdowns and industry restrictions. The Cultural Impact Survey results included in this report cover the period April 2022 to March 2023. In January 2022, showing an NHS Covid Pass showing two vaccines or a negative test result on the NHS App was mandatory for entry into nightclubs and settings where large crowds gathered, including unseated indoor events with 500 or more attendees. With the emergence of the Omicron variant that winter, visitor attractions and public venues had again been hit with a loss of visitors, ticket sales and secondary earned income. By March 2022, the government had removed domestic restrictions in England and masks were no longer legally required in most public spaces, although they were still recommended in some situations and some cultural venues were still running socially distanced activities to help to build audience confidence.

Thanks to the efforts and support of sector leaders, government grants, the Council and cultural organisations themselves, the sector emerged from the crisis in a relatively good condition and saw a period of recovery when restrictions were finally lifted. Nevertheless, this recovery has not been straight-forward and linear. The pandemic was followed by a period of high inflation impacting acutely on the supply-side of cultural businesses:

- energy costs increases and significant volatility in the energy market have put pressure on the sector. A Council survey of cultural organisations in December 2022 revealed increases in electricity costs of between 200% and 400%. Out of the six companies that could provide comparable costs for gas consumption, the lowest increase for gas reported was 150% and the highest was a ten-fold increase in cost from 2019/20, with most companies reporting increases between 200-300%.
- raw materials and equipment, e.g. costs for theatre's set increased by almost 40% in 12 months.
- Increased cost of raising salaries to Real Living Wage levels are significantly impacting payroll.

Factors adversely impacting on the demand-side also challenged the sector, including:

- a cost-of-living crisis which dented audiences' ability to spend on culture.
- public sector funding remains broadly at standstill levels.
- trusts and foundations struggling to keep pace with demand in the sector.

Although inflation is slowing, the increase of costs has been significant and having a restraining impact on cultural organisations' activity levels, while at the same time audiences have less money to spend and public sector and voluntary sector funding is limited. This challenges organisational capacity, and this trend has been exacerbated by labour and skills shortages across the UK cultural sector. Consequently, some predominantly publicly funded organisations are having to adjust their business and delivery plans, which accounts for changes in activity levels reflected in the data under Item 3.

It is important to note that the cultural sector in Manchester continues to recover within the continuing difficult economic environment, albeit at a slower rate than was achieved before the cost-of-living crisis. The Council's financial and strategic support for the culture sector during the ongoing economic challenges is enabling organisations to continue to make significant positive economic and social impacts and remains crucial.

The Council provides funding to a number of cultural organisations as part of a Strategic Cultural Investment Portfolio and a competitive Cultural Partnership Grant scheme. A new round of the Cultural Partnership Grant scheme started on 1 April 2023 for the funding period 2023-2026, supporting 12 cultural organisations over three years with £313k per annum, with grants between £12k and £36k per organisation per annum, many of them with socially engaged arts practice at the heart of what they deliver to

Manchester residents. Manchester City of Literature joined the Strategic Cultural Investments portfolio in 2023-24.

## Recommendations

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

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### Wards Affected: All

<b>Environmental Impact Assessment</b>	Cultural organisations in Manchester continue to lead the way in their response to the climate crisis. Their individual carbon reduction strategies aim to reduce emissions and engage their audiences, participants and staff on climate issues. Since 2011 the Greater Manchester Sustainability Team (GMAST) has been operating as a collaborative group within the cultural sector, working to demonstrate climate change leadership and to develop and share resources such as bespoke carbon literacy training. The Council's Zero Carbon Culture Guide and the culture team's activities provide support and guidance to the arts organisations in taking forward their plans. Officers are currently designing and implementing formal requirements for Council-funded organisations to operate carbon reductions plans to reduce their carbon emissions as part of funding agreements. From 2024-25, the organisations which make up the Cultural Partnership Grant programme will be subject to annual monitoring of energy use, water consumption, waste generation and staff travel, as well as additional monitoring in relation to events, carbon literacy training and Zero Carbon planning. Most Strategic Cultural Investments are already subject to Zero Carbon monitoring while for the last remaining arrangements, it will be introduced from 2024-25.
<b>Equality, Diversity and Inclusion</b>	Widening participation and access to culture for all Manchester residents, with a focus on people and places with the greatest need, is a key priority for the Council's culture team and written in its service plan. All Council-funded cultural organisations are being monitored regularly on how they drive the widening participation-agenda and are required to respond to the Council's annual Cultural Impact Survey which

	explores the diverse make up of Manchester audiences, participants, volunteers, staff and trustees by gender, age, ethnicity, disability and postcode.
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<b>Manchester Strategy outcomes</b>	<b>Summary of how this report aligns to the Our Manchester Strategy /Contribution to the Strategy</b>
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Manchester’s cultural offer is an intrinsic part of the economic and social life of the city, providing employment, skills development and volunteering opportunities to residents, as well as quality of life. It has a significant impact on and is interconnected with the city’s hospitality sector, its visitor and nighttime economies. In the wake of the Covid 19-pandemic, the recovery rate for footfall in 2022/23 has risen to 72% compared to 2019-20, across all respondents who have participated in Council’s Cultural Impact Survey in the two years in question.
A highly skilled city: world class and home-grown talent sustaining the city’s economic success	The cultural and creative industries employ a wide variety of staff, freelancers and creative practitioners. The strength of Manchester’s highly skilled repository of talent is key for the city’s attractiveness for inward investment. The sector generates a broad range of projects and programmes that nurture the talent and skills of residents and provide pathways to volunteering and employment in the sector.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	The cultural sector delivers entry-level jobs and supports the educational achievement of residents. It also provides a range of opportunities for training, volunteering and learning which supports inclusive growth, e.g. through Factory International’s Factory Academy. The cultural sector also delivers bespoke and targeted outreach and engagement programmes for the benefit of some of Manchester’s most vulnerable residents, using the transformative power of arts, culture and heritage to connect, engage and support health and well-being, and improve life chances.
A liveable and low carbon city: a destination of choice to live, visit, work	Manchester has a world-leading cultural offer for residents and visitors. It adds vibrancy to the city centre and neighbourhoods, through visitor attractions which engage residents and connect to the city’s schools and wider educational sector. It fosters community cohesion by bringing communities together and showcasing Manchester’s diversity.

	Cultural organisations have shown individual and collective leadership responding to the climate crisis.
A connected city: world class infrastructure and connectivity to drive growth	Culture plays a vital role in positioning Manchester as a city with an international profile, contributing to its soft power resources and supporting its visitor economy. In 2023 Aviva Studios opened which generated press coverage around the world while Manchester also hosted the International Society of the Performing Arts' mid-year congress in June. In October, it was announced that WOMEX is to hold its 2024 conference in Manchester in October 2024.

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**

The following documents disclose important facts on which this 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.

Manchester Cultural Impact Survey 2022-23, Manchester City Council (2023).

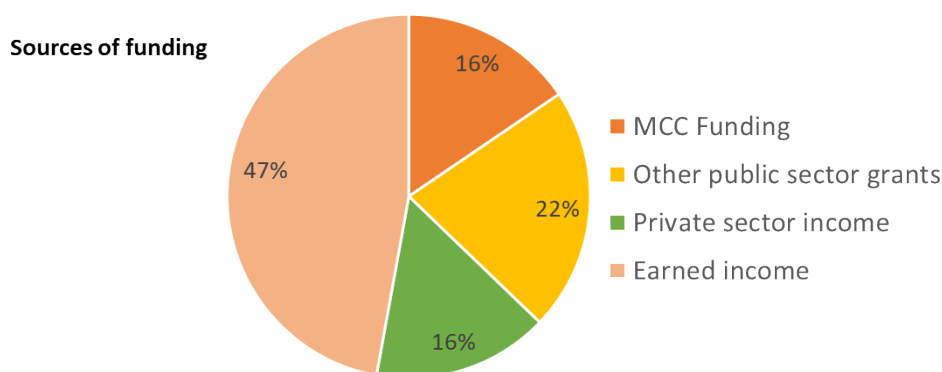
## 1. Introduction

1.1 This report is an annual culture update, which has been provided in previous years to the Communities and Equalities Scrutiny Committee. It sets out the full work programme of the Council's culture team which works, under the leadership of the Director of Culture and the Head of Libraries, Galleries, Culture, Youth, Play and Participation Services, as part of the City Policy and Neighbourhoods functions of the Council.

## 2. The Council's investments in arts and culture

2.1 The Council invested a total of c.£19.2 million in arts and culture in 2022-23, through grants, contracts and operational budgets for Manchester Libraries and Manchester Art Gallery. It has a longstanding commitment to investing in arts and culture, with the annual Cultural Impact Survey evidencing the significant return on investment that this generates. Manchester's cultural offer continues to be an intrinsic part of the life of the city, bringing joy, vibrancy and civic identity to residents and communities, attracting investments, businesses and visitors to the city, and creating employment and training opportunities for residents. Cultural organisations also create engagement, participation and educational activities for Manchester residents, supporting many of the city's most vulnerable groups and contributing to their health and wellbeing; while cultural venues and activities contribute to regeneration and place-making, creating animation, vibrancy and identity across all areas of the city.

2.2 The Council's ongoing investment in culture continues to enable the cultural sector to leverage significant levels of investment from other public and private funders, such as Arts Council England whose investment in Manchester in 2022-23 was just over £31.6 million. The graph below shows the breakdown of funding for the organisations that completed the 2022-23 Cultural Impact Survey.



2.3 Council investments worth approximately £5 million per annum are made through grants which break down into Strategic Cultural Investments (SCIs) and the Cultural Partnership Grant (CPG) programme, both managed by the Council's culture team. SCIs are long-term commitments by the Council to support

significant cultural assets in the city. In each case, the Council initiated the project, in many cases as part of a wider strategic approach to development, economic growth, social impact and/or place-making. These investments support the delivery of the Our Manchester Strategy and help to position Manchester's world-class cultural offer. In the longer term, core funding supports these investments to remain sustainable and to continue to deliver for Manchester. They include:

### **Factory International / Manchester International Festival / Aviva Studios**

- 2.4 The Council initiated Manchester International Festival following the Commonwealth Games in 2002 as a festival of new work, continuing to position the city on an international stage. From 2023, the Council's investment provides funding to the biennial Manchester International Festival (MIF) and funding to Factory International who will run Aviva Studios on a year-round basis.
- 2.5 Aviva Studios officially opened in October 2023, nine years after the then Chancellor of the Exchequer first announced the plan as part of the wider Northern Powerhouse scheme as part of the Autumn Budget in 2014. Earlier that year, it hosted some of the activities of Manchester International Festival 2023 before the construction work was concluded in early autumn. There is a separate report on MIF23 and Aviva Studios before the committee today.
- 2.6 The Council's annual investment in Factory International is £1.5million, while Greater Manchester Combined Authority contributes £99,000 and Arts Council England £9,908,150 per annum.

### **HOME**

- 2.7 The Council planned and built HOME as a new venue to bring together the Cornerhouse cinema and the Council's former Library Theatre in 2015, as both buildings were increasingly poorly suited to deliver their respective company's ambitions. The move of the Library Theatre supported the wider transformation of Central Library and HOME was a key part of the wider transformation of the First Street area. The Council's operational budget for the Library Theatre was transferred to HOME where it was consolidated with the residual Cornerhouse budget and contributed to the operation of two theatre spaces alongside five cinema screens.
- 2.8 The Council's annual investment in HOME is £1.27million while Greater Manchester Combined Authority contributes £150,590 and Arts Council England £1,321,977 annually.
- 2.9 In 2021, the Council successfully secured £2.3million Levelling Up funding from the Government to convert three railway arches adjacent to HOME into spaces



for cultural engagement and participation activities, to be operated by HOME. Completion of the construction project is due in June 2024.

### **National Football Museum**

- 2.10 The National Football Museum moved to Manchester from their previous location in Preston in 2012, following capital works to Manchester's iconic Urbis building which was part of the Millenium Commission's investment in the Medieval Quarter of the city centre.
- 2.11 The National Football Museum is a national cultural institution and helps Manchester position itself as a global city of football, attracting significant numbers of international visitors.
- 2.12 The Council's investment in the National Football Museum is £1.35million in 2023-24, reducing to £1.25million in 2024-25. Arts Council England contributes £350,000 per annum.

### **Bridgewater Hall and the Hallé Orchestra**

- 2.13 The Bridgewater Hall opened in 1996 as the city's international concert venue for symphonic music and the new home for Hallé Orchestra, following the decommissioning of the Free Trade Hall for the purposes of orchestral music performances. The venue was part of the development of the Petersfield area surrounding Manchester Central, and the building sits on 280 sets of isolation bearings that isolate the auditorium from the noise and vibrations emanating from the adjacent road and Metrolink line. Its acoustic properties are considered of world-class quality. The Hall is leased by the Council to Manchester Concert Hall Limited which has a management agreement with the venue operator.
- 2.14 The Hallé Concerts Society, founded by Charles Hallé in 1858, and its orchestra, are one of the oldest symphony orchestras and concert societies in the country. Under their current music director, in post since 2000, its reputation for musical excellence has steadily grown.
- 2.15 While the Council does not contribute revenue funding to the operation of the Bridgewater Hall, the culture budget supports the Hallé with its costs as the Hall's resident orchestra, contributing pre-paid fees to the hire cost for concerts and rehearsals. This is an investment of £337,000 per annum. Greater Manchester Combined Authority contributes £749,170 and Arts Council England £2,122,014 per annum to the Hallé.

## **Z-Arts**

- 2.16 Historically, the Zion Arts Centre in Hulme was a Council-run centre for children and families, but the management was transferred to an independent charity in the late 1980s, now operating as Z-arts. Z-arts has developed into the city's lead cultural organisation for children and families.
- 2.17 Z-arts is the lead partner for MADE, Manchester's Cultural Education Partnership which works to create meaningful cultural learning experiences for children and young people in collaboration with arts, education and youth organisations across the city, with an aim to counterbalance the decrease in take-up of arts subjects due to National Curriculum changes.
- 2.18 In 2022, Z-arts opened a new children's library in their building in partnership with Manchester Library Services.
- 2.19 The Council's annual investment in Z-arts is £184,488, while Greater Manchester Combined Authority contributes £54,725 and Arts Council England £401,853.

## **Manchester City of Literature**

- 2.20 Manchester City of Literature joined the portfolio of SCIs in 2023-24, having previously received annual core funding from other budgets since its inception. The independent charity was set up in 2019 to administer Manchester's 2017 designation as a UNESCO Creative City of Literature, by the Council, Manchester Metropolitan University and the University of Manchester. The charity supports the development of the city's literature sector and delivers a programme of related events and activities, including the Festival of Libraries and International Mother Language Day.
- 2.21 The Council's annual investment in Manchester City of Literature is £50,000, while the other commissioning partners Manchester Metropolitan University and the University of Manchester also contribute £50,000 each per annum.

## **Cultural Partnership Grants**

- 2.22 The Cultural Partnership Grants (CPG) programme was established in 2011 and provides an open, competitive process for cultural organisations to seek core funding grants from the Council. Its aim is to fund and support cultural organisations that contribute to making Manchester a thriving, equitable, vibrant and liveable city with high-quality cultural and creative experiences from which all Manchester people can benefit. It is currently in its fourth funding round (2023-26) and supports twelve organisations with grants between £12k and £35.7k per annum.

- 2.23 The Council's annual investment through the CPG programme is £313,000 while members of the portfolio also collectively receive £309,176 from the Greater Manchester Combined Authority and £2,001,523 from Arts Council England. The funding period 2023-26 was mirroring Arts Council England's National Portfolio programme to aid cultural organisations' business planning and provide vital core funding that can be matched to attract additional investment. Arts Council England, however, has only recently announced that their funding period will be extended by a year to 2023-27, and an assessment of the impact of this decision on the duration of the Council's CPG programme is still outstanding. The twelve organisations are as follows:

### **Brighter Sound**

- 2.24 Brighter Sound is a creative music charity working to change the lives of Manchester residents through music. Brighter Sound supports talent development and works to create a more diverse, democratic and vibrant music industry. The charity also supports the Manchester Music City sector body and is represented on the board of the Manchester Music Hub, "MyHub" (see items 7.15 to 7.20).

### **Community Arts North West (CAN)**

- 2.25 CAN is an arts charity developing and producing cultural programmes with displaced and marginalised people. It runs an arts programme, as well as participation and talent development, including residencies and placements.

### **Castlefield Gallery**

- 2.26 Castlefield Gallery is a contemporary art gallery and artist development organisation. It provides creative and career development, exhibition opportunities and commissions for visual artists and independents practitioners.

### **Contact**

- 2.27 Contact is a theatre venue and performing arts organisation with a focus on artistic programming, producing, participation, leadership, arts and health. It has a café and bookable workspaces. The charity works with young people from diverse ethnic backgrounds, supporting talent development and enterprise. Its longstanding commitment to young people significantly and positively impacts the talent pipeline for the local artistic community.

### **Hope Mill Theatre**

- 2.28 Hope Mill Theatre is a theatre and creative studio including writers, artists and designers, an in-house producing and receiving venue and events space, with a theatre school.

### **Manchester Histories**

- 2.29 Manchester Histories works with residents, historians, archivists and community groups to explore and tell Manchester's history. It runs a biennial heritage festival, and works with partners to reveal, share and celebrate histories and heritage through its festival and a year-round programme of activities.

### **Manchester Jazz Festival**

- 2.30 Manchester Jazz Festival is an annual jazz music festival across venues in Manchester celebrating diversity, innovation and creativity, with a year-round music talent development programme, recognised for its commitment to diversifying the artform.

### **Manchester Jewish Museum**

- 2.31 Manchester Jewish Museum's home is a former Sephardic synagogue on Cheetham Hill Road that was recently redeveloped with an award-winning extension to the building and improved visitor offer. The museum tells the story of city's Jewish community, promoting understanding of all faiths and cultures, and the values of a multicultural society.

### **Manchester Literature Festival**

- 2.32 Manchester Literature Festival is an annual literature festival taking place in venues across Manchester to celebrate imagination, ideas, stories, and voices from around the world.

### **Odd Arts**

- 2.33 Based in Moss Side, Odd Arts uses theatre to challenge inequalities and increase opportunities for people facing significant levels of discrimination and disadvantage. The charity works with participants to create theatre, from participants' own experiences with radicalisation, criminal exploitation, and issues including relationships and mental health.

### **Reform Radio**

- 2.34 Reform Radio delivers music, film, literature, digital, and visual skills development through producing and broadcasting music, writing, drama and arts, and delivering workshops for young adults in areas with high unemployment.

## **Venture Arts**

- 2.35 Venture Arts is an arts charity working with learning disabled artists, supporting them to play a key role in the culture sector in Manchester, nationwide and internationally, as artists, creative practitioners, activists, organisers and facilitators. Venture Arts' studio is based in Hulme and the charity holds exhibitions and events on-site as well as throughout the UK. The charity also works with children and young people.

## **Wythenshawe Culture Hub**

- 2.36 Manchester City Council submitted an initial proposal to convert the former Co-op department store building in Wythenshawe Civic Centre into a "culture hub" as part of a wider Levelling-Up Fund bid to the Government in the summer of 2022. The proposal was based on the results of a public consultation conducted before submission and on the analysis of development needs and opportunities in Wythenshawe. In November 2023, the Government announced its decision to support the proposal, including the culture hub as part of a wider regeneration package.
- 2.37 The Council's annual Cultural Impact Survey (see Item 6) consistently ranks four Wythenshawe wards, Sharston, Baguley, Northenden and Brooklands, among the city's wards with the lowest cultural engagement. These areas are therefore considered a priority in the context of widening access to and increasing participation in culture. The purpose of the proposed culture hub is to provide a collaborative model to grow the cultural animation of Wythenshawe Civic Centre as well as an opportunity for residents and visitors to enjoy and participate in an enhanced local cultural offer. The culture hub is proposed in conjunction with investment plans for Wythenshawe Library to also facilitate further cultural use. The Council has appointed Counterculture consultancy to undertake the feasibility study for the proposed culture hub and this work is currently underway, including further consultation with residents, the cultural sector and stakeholders.

## **3. Cultural Impact Survey**

- 3.1 The Cultural Impact Survey is an annual survey of the economic and social impact of Manchester's cultural organisations. It is open to all cultural partners which are either located in Manchester or deliver most of their work in the city, and it is compulsory for Council-funded organisations to complete. The data generated creates a resource and advocacy tool for the Council and its cultural partners, setting out their achievements in terms of funding, economic impact, audience development, widening participation, zero carbon and other metrics. The survey has been conducted in its current format since 2017. It helps the culture team measure the sector's achievements in terms of widening access to its offer and increasing the participation of Manchester residents in cultural activity. More recently, it has proved a valuable tool to chart the culture sector's

recovery from the Covid 19-pandemic and the impact of the current cost-of-living crisis.

- 3.2 A total of 43 organisations completed the survey for 2022-23, providing a robust set of data to assess the health of the sector and to demonstrate the sector's post-pandemic recovery and impact of the cost-of-living crisis. 32 of these organisations also provided a response in 2019-20, therefore this cohort has been used to illustrate patterns and changes in this year's data in the context of pandemic and sector recovery. The 2022-23 survey shows that in terms of key indicators such as footfall, audiences and participation, the overall sector still has not met pre-pandemic levels and continues to operate in a challenging environment in relation to operational costs and audience behaviour.
- 3.3 However, year-on-year comparisons broadly show a steady improvement and recovery when analysing data for the organisations that took part in both 2021-22 and 2022-23. Footfall at venue-based facilities saw an increase of 72%, this was boosted by an increase of 54% in audiences and a 23% increase in the number of productions and commissions in Manchester. The number of digital events and artworks increased by 36% and audiences for these products was 62% higher than last year, while the number of broadcasts increased by more than a quarter. The number of staff within surveyed organisations trained in carbon literacy rose by 42% compared to 2019-20.
- 3.4 Participant levels for organisations providing data in 2021-22 and 2022-23 also saw positive increases in terms of sessions and engagements, seeing increases of 84% and 120% respectively, although it must be noted that this was mainly because of one individual organisation reporting a large increase in engagement. Individual participant levels decreased compared to 2021-22, however, as with the sessions and engagements, this is mainly due to an organisation reporting much higher than average figures in 2021-22. Engagement with schools also improved compared to 2021-22; the average number of schools visiting venues more than doubled in 2022-23 while the average number of Manchester schools engaging with the cultural organisations who provided data for both years rose by 49%.
- 3.5 In terms of widening access, ethnicity of audiences diversified in 2022-23 compared to the previous year, for the organisations that submitted data in both years, with those identifying as other than White increasing by 7%. The proportion of volunteers identifying as other than White increased by 4%, while board members and employees remained the same. Younger audiences made up a larger proportion of audiences compared to the previous year, with an increase of 26% aged 0-19. Similarly, board membership saw a 4% increase in the age 0-19 category. With regards to gender, the proportions mostly remained the same as 2021-22 with a strong female bias, however the proportion of volunteers who were male increased by 12%. Board membership, which

historically has had a male bias, saw a 6% increase in the proportion of members who were female in 2022-23 compared to the previous year.

### **Economic and social impact**

- 3.6 Through Manchester's cultural organisations' important role as employers, purchasers of goods and services and visitor attractions, they have collectively supported 4,464 full-time equivalent jobs in the local economy generating Gross Value Added (GVA) of £264.4 million in 2022-23. This is based on data from the organisations completing the survey for 2022-23 and is made up of 1,750 FTE jobs, 2,065 FTEs from supply chain spend (indirect) and spend by employees (induced) impacts, and £93.6 million net annual visitor spend in the local economy. It is not possible to make a direct comparison between this year's figure and calculations in previous years. due to the variation in organisations responding to the survey. However, it is possible to interpret the figure as demonstrating continued recovery post-pandemic, which is especially positive, given that many of the multipliers used in the GVA calculations are based on 2021 data when restrictions were still in place.
- 3.7 The total social value of the organisations responding this year is £6.5 million. This is calculated using methodology that combines the monetised social benefits generated through the seven apprenticeships supported, 3,016 volunteers (including board members), 5 million visitors to physical productions and commissions and health and wellbeing NHS cost savings.

### **Funding and income**

- 3.8 The total combined income of the 43 organisations which completed the 2022-23 survey was £146 million.
- 3.9 In descending order of the size of the contribution, **earned income**, including ticket sales, retail, catering, membership, venue hire and consulting fees, represented the largest item at **47%**. This is followed by **other public sector grants**, including from Arts Council England, Greater Manchester Combined Authority, National Heritage Lottery Grant at **22%**. **Private sector income**, including from sponsorship, donations and private trusts and foundations, is next at **16%**. The **Council's investment** breaks down as follows: **12% operational budgets**, e.g. for its libraries and galleries, **3% in grants** and **1% in contracts**.
- 3.10 Broken down differently, **63%** of cultural organisations' total income is generated through **earned and private sector income** while **37%** is generated through **public sector investments**. The total of all Council grants and contracts and Manchester Art Gallery and Libraries budget is worth **£22.7 million** while Arts Council England and other public funding sources contribute **£31.6 million**.

- 3.11 An exact year-on-year comparison of the income figure and breakdown by different segments is difficult, mainly because of the impact of Covid-19 on budgets, and the additional public sector support measures that were put in place during the pandemic. Additionally, some organisations may submit data for one year but not the other, or there may be year-on-year variations in income or scale of operations affecting an organisation. This means that we must be cautious about how representative comparative financial data is. However, in terms of the organisations that provided income data for both 2019-20 and 2022-23, Council funding has risen by one fifth compared to pre-Covid levels, while other public sector funding has decreased by 10%. For the same cohort, private sector income rose by 5%, while earned income remained the same. Total income in 2022-23 for these organisations was 4% higher than the pre-Covid period of 2019-20.

### **Reach**

- 3.12 Overall footfall in cultural venues in 2022-23 was 6.9 million. Since 2019, Manchester Libraries contribute data to the survey and continues to significantly impact overall totals, 2.4 million in terms of footfall within our Libraries.
- 3.13 Compared to 2019-20, the last pre-pandemic year, for the cohort of organisations providing data in both years, footfall recovery rate is 72% (calculation based on footfall in 2022-23 as a percentage of footfall in 2019-20) illustrating the ongoing after-effects of the pandemic, successive lockdowns and social distancing measures. Encouragingly, for the cohort providing data in 2021-22 and 2022-23, footfall increased by 74% compared to 2021-22 which indicates that the sector is on a positive trajectory.
- 3.14 In terms of recovery rates across different art sectors, Craft and Heritage organisations generally exceeded their pre-pandemic footfall levels, while Music and Theatre and Performance organisations indicated a slower recovery rate at just over 50% of pre-pandemic level.
- 3.15 Five million audience members saw 12,301 Manchester productions and commissions, representing an average audience of 409 per production/commission. For the cohort of organisations that provided data for both 2019-20 and 2022-23, this represented a 20% increase in productions and commissions, but a decrease of 18% in audiences.
- 3.16 198 Manchester productions were also distributed digitally reaching an audience of 124k, an average of 626 per production. 592 web-based activities generated audiences of 2 million, an average of 3,500 per activity.



## **Engagement and participation**

- 3.17 The total number of individual engagement activities in 2022-23, including in schools, was 291,392, reaching over 142,043 active participants through 6,739 participation sessions. For the cohort of organisations that provided data for both 2019-20 and 2022-23, participation levels are still recovering compared to pre-pandemic levels.

## **Volunteers**

- 3.18 In 2022-23, the total number of volunteers was 2,604, contributing 93,915 volunteer hours while board members contributed 12,747 hours of volunteer time. Together, this represents a total in-kind added value of £1.9 million, based on the provisional Annual Survey of Hours and Earnings (ASHE) median hourly rate for the Manchester workforce.

## **Zero Carbon**

- 3.19 A total of 564 employees across 29 organisations have received carbon literacy training from an accredited trainer. This represents an increase of 43% from the previous year for those organisations providing data in both years. 49% of organisations responding to the survey had a carbon reduction plan in place while 44% had a plan in progress or under review.

## **Health and Wellbeing**

- 3.20 70% of organisations delivered activities with a health and wellbeing focus. 53% delivered therapeutic activities, 100% delivered participation and engagement sessions while 40% delivered audience-facing productions and commissions. Just under £1million of funding was secured by respondents for health and wellbeing projects.

## **Employment and skills**

- 3.21 Respondents to the 2022-23 survey reported 2,518 individual employees and 1,467 full-time equivalents, an increase on the previous year. Based on organisations that provided data for both 2019-20 and 2022-23, the number of individual employees was only 3% lower this year compared to pre-pandemic levels, while FTE levels were 1% lower than 2019-20, indicating confidence in employment opportunities in the cultural sector despite ongoing challenges.
- 3.22 In 2022-23, there were 1,866 individual freelancers reported working by the organisations which completed the survey, an equivalent of 283 FTEs, a decrease on the previous year. While employee levels have remained stable, for organisations providing data for both years, individual freelancer numbers fell by

41% in 2022-23 compared with 2019-20, with FTE numbers seeing a larger decrease of 56%.

- 3.23 32% of organisations were accredited Living Wage Employers.
- 3.24 Training and development opportunities such as apprenticeships and internships continued to be at low levels this year, while work experience placements increased by 11% in 2022-23 compared to 2019-20, based on organisations providing the data for both years.

### **Demographic data**

- 3.25 **Age:** Among **audiences**, under 19s were the largest segment at 26%, followed by the 20-34 group at 24%, then the 50-64 group at 20% and 35-49 group at 17.3%. Those aged 65 and over made up 10% of audiences. Compared to 2019-20 (for organisations providing data for both years), there was a considerably higher proportion of younger audiences last year, seeing a 9% increase, while the proportion aged 65 and over reduced from 17% to 10%. This means audiences are more broadly in line with the resident population than has been the case in previous years.

**Participants**, including those from schools, by nature of the activities and strong links with schools, have a younger profile with 85% aged below 19 years of age, compared to 15% aged 20 and older.

37% of **employees** of cultural organisations were in the 35-49 group, followed by 20-34 at 31%. 26% were 50-64, while 5% were 65+ and 1% were younger than 19.

In terms of **volunteers**, younger people were by far the largest cohort engaging, with 44% aged 20-34, followed by those aged 35-49 at 18%, aged 65+ at 18% and aged 50-64s at 16%. 3% were aged under 20.

For **board members**, 35% were between 35-49, closely followed by 50-64s at 34%. The 20-34 and 65+ groups each represented 13%.

- 3.26 **Gender:** As in previous surveys, there is a female bias across **audiences** (55%), **employees** (56%) and **volunteers** (59%), albeit not as pronounced as in previous years. For the second year running, there was a female representation of 55% amongst **board members**.
- 3.27 **Ethnicity:** in 2022/23, groups other than White accounted for 18% of **audiences**, with 3% preferring not to say. For the organisations that provided data in both 2019-20 and 2022-23, this represented a slight decrease of 4%, although the proportion was considerably higher in 2022-23 compared to the previous year

(+7%), suggesting that audience ethnicity is becoming more diverse post-pandemic.

For **employees**, groups other than White represented 15%, with 2% preferring not to say. For the organisations providing data for both 2019-20 and 2022-23, the proportion of groups other than White remained static across both years.

25% of **volunteers** were from groups other than White, with 2% preferring not to say, and 29% of **board members** with 3% not declaring their ethnicity. The proportion of volunteers and board members identifying as other than White in 2022-23 have increased compared to 2019-20, with increases of 7% and 5% respectively based on the organisations providing data in both years. It is important to note that the 2021 Census data showed that 43% of Manchester's population identify as other than White, illustrating that cultural organisations have yet more work to do to ensure that they reflect the communities they serve.

3.28 **Disability:** 12% of **audiences**, 12% of **employees**, 16% of **volunteers** and 14% of **board members** reported having a disability. For audiences, employees and board membership the proportion identifying as having a disability saw slight increases compared to 2019-20, based on organisations providing data in both years. There is no resident population data available against which to benchmark these percentages due to a difference in how the question is asked, particularly after changes were made to the 2021 Census questions, however 17.5% of Manchester residents are classified as disabled under the Equality Act (2010) meaning they have conditions that limit their day-to-day activities either a little or a lot.

3.29 **Place of residence:** The survey shows that 36% of **audiences** were from Manchester, while 26% were from Greater Manchester, 14% from the North West, 18% from the rest of the UK and 7% from overseas. The data reinforces that Manchester's cultural sector is recovering post-pandemic and drawing international audiences back to the city, with the number of audiences increasing eight-fold compared to 2021-22.

29% of **participants** were from Manchester while 44% were from Greater Manchester, 15% from the North West, and 12% from the rest of the UK. The proportion of Manchester participants is considerably lower than 2019-20 for those organisations providing data for both years, with a higher proportion of participants from outside of Greater Manchester.

40% of **employees** were from Manchester, 29% were from Greater Manchester, 20% from the North West and 10% from the rest of the country. For the organisations providing data in both 2019-20 and 2022-23, the proportion of Manchester resident employees remained static, whereas those living in Greater Manchester decreased by 10%, while those living outside of Greater Manchester increased by 10%.

48% of **volunteers** were from Manchester, 39% were from Greater Manchester, 7% from the North West and 4% from the rest of the UK. Volunteers living overseas represented 2%.

42% of board members lived in Manchester, while 22.5% lived in Greater Manchester, 15.8% in the North West and 17.8% in the rest of the UK. 1.6% of board members stated they lived overseas. Compared with 2019-20, for those organisations providing data for both years, the proportion of Manchester resident board members has increased by 19%.

## **Engagement**

- 3.30 The most engaged wards in the city based on the number of participants were Hulme, Fallowfield, Moss Side, Gorton and Abbey Hey and Ardwick; while the wards with the lowest participation engagement figures were Brooklands, Sharston, Baguley, Northenden and Charlestown.
- 3.31 Analysis was also undertaken to combine the participant and audience data to provide a ranking for overall engagement. The most engaged wards were all in the central area of the city: Hulme, Deansgate, Ardwick, Piccadilly and Moss Side. The wards with the lowest participant and audience numbers were Crumpsall, Higher Blackley, Sharston, Woodhouse Park and Charlestown. Apart from Woodhouse Park, the lowest engaged wards have consistently appeared in the top 10 rankings for wards with lowest engagement for the last five years.

## **4. Zero Carbon**

### **Cultural Partnership Grants Zero Carbon Monitoring**

- 4.1 Zero carbon actions for culture are included within the Council's Climate Change Action Plan. Over the last year, the culture team has been exploring methods to capture and monitor the carbon footprint of Council-funded cultural organisations, to ensure that we make and demonstrate progress towards reaching the targets of becoming carbon-neutral by 2038.
- 4.2 To establish a method of capturing and monitoring emissions of funded organisations, the culture team investigated best practice on incorporating sustainable commitments within external funding programmes, with internal and external partners such as Arts Council England.
- 4.3 In June 23, organisations funded through the Council's Cultural Partnership Grant (CPG) scheme were surveyed to understand which emissions they currently monitor as well as the barriers that prevent accurate monitoring in four key areas, building energy, waste, water and sewage, and staff travel. Consideration was given to organisations' existing monitoring requirements for

Arts Council England, to align approaches and reduce the overall burden of reporting as much as practicable.

- 4.4 The reporting model which will be implemented across the CPG portfolio from 1 April 2024 will ask for data on all four areas. Those partners who are unable to provide the full suite of data will be encouraged to improve data collection in the future with the support of the culture team and continue to introduce practices to reduce emissions. A sustainability monitoring form will be completed annually with each organisation detailing the actions that have been taken across the year to reduce emissions.

### **Zero Carbon Monitoring of Strategic Cultural Investment**

- 4.5 Most Strategic Cultural Investments (HOME, Manchester City of Literature, National Football Museum, Z-Arts) are already subject to Zero Carbon monitoring while for the last remaining arrangements (Factory International, Halle Concerts Society), it will be introduced from 2024/25. It is worth noting that both organisations are already subject to Zero Carbon monitoring as a condition of their Arts Council England funding relationship and that the implementation of introducing of similar monitoring by the Council is partly due to the cycle of funding and management agreements.

### **Eurocities “Call to Action on sustainable culture”**

- 4.6 At the 2022 Eurocities Culture Forum in Lille, the host city presented their “Call to action on sustainable culture” is an invitation for mayors and council leaders to commit to cultural priorities on the following two topic areas/pillars:
1. The ecological transition of local cultural policies and events (Sustainability)
  2. Inclusion in culture and through culture (Inclusion)
- 4.7 In June 2023, The Leader of the Council attended the Eurocities Urban Summit in Brussels to sign the “Call to Action”. The collective ambition articulates commitments and strategies like our own, as set out in the Sustainable Culture Guide and Manchester’s Climate Change Action Plan 2020-25. Signing the “Call to Action’ also strengthens our profile within Eurocities and across Europe, opening opportunities for future project collaboration and knowledge exchange with other cities.
- 4.8 Our endorsement involved becoming a signatory and committing Manchester to at least two of the low carbon/inclusivity priorities set out in the document (above). Manchester is already making significant progress on many of the priorities set out in the document and will continue to share best practice with other cities as well as learn from others in the network. The full list of cities is available upon request.

## **Zero Carbon at the Manchester Culture Awards**

- 4.9 The Manchester Culture Awards were awarded at a ceremony at the end of 2023. As outlined below under Item 6, this is an occasion to mark the City's best cultural contributions over the past year across thirteen categories, one of them the "Promotion of Environmental Sustainability". It was won by Manchester Histories for their delivery of the "The History of Climate Change" festival in 2022. Manchester Histories Festival events widened access to cultural and heritage activities and encouraged people to take climate-based action, including training the festivals volunteers to become carbon-literate.

## **Culture Team Zero Carbon Action Plan**

- 4.10 In early 2023, the Council's culture team developed a Zero Carbon Action Plan, with a focus on work areas that the team can influence across the sector and other teams in the Council as well as improving its own practice. It is based on the guidance of Julie's Bicycle, an environmental sustainability charity working with the arts sector. Progress on its ambitious suite of actions is reviewed annually.

## **5. Loads to Do**

- 5.1 The website <http://www.loadstodo.co.uk> is a Council-led initiative, promoting access to arts, cultural and leisure time activities the across the city. The purpose of the website is to widen access and participation by residents in these opportunities by providing a 'one stop shop' of information.
- 5.2 The website is populated by an increasing number and range of organisations, with information about the offer available across the city centre and neighbourhoods, and has supported successful campaigns, such as the use of Loads to Do as a central part of the communications on school holiday activities across the city. There is potential to improve and develop the site further and over the next year, with a focus on increasing content about provision in neighbourhoods, profiling more strongly opportunities that are free or low cost, piloting targeted communications with specific groups of people, as well as identifying resources to support the growth and development of the website.

## **6. Manchester Culture Awards 2023**

- 6.1 The Manchester Culture Awards were introduced in 2018 to celebrate and profile cultural and creative activity across Manchester. The initiative highlights the artistic achievements and international and national reputation of arts and culture in the city, as well as positive contributions across the city's diverse agendas, such as economic, social, education, health and wellbeing, and environmental sustainability.

- 6.2 The fifth Culture Awards took place in December 2023 at Aviva Studios, welcoming organisations and communities to the city's newest and largest cultural venue. Alongside lead host, BBC Northwest Tonight's presenter Annabel Tiffin, three young people co-hosted the evening of whom the youngest was 18-year-old Manchester College performing arts student, Aimee Swann. In addition, the 2022 winner of the Young Creative of the Year category, Yandass Ndlovu, joined the judging panel. Opportunities for young people's involvement were introduced during Manchester's 'Our Year' initiative and have added much value to the event.
- 6.3 Almost 400 nominations were received, with the awards celebrating 68 finalists from across a range of artforms and heritage and from small, medium and large organisations, as well as individuals. This reflects Manchester's distinctive, dynamic creative scene and vibrant history of cultural innovation and collaboration, with major cultural institutions sitting alongside a rich mix of smaller organisations.
- 6.4 The Manchester People's Award recognises work that shows dedication to culture and creativity in Manchester. It is unique in that the winner is chosen by a public vote in association with the Manchester Evening News. There were also three special recognition awards, to individuals who have had a significant impact on culture in Manchester over several years. These were awarded to the Hallé Orchestra's Music Director Sir Mark Elder and former Chief Executive John Summers for their leadership in growing the orchestra's reputation, and SuAndi, Manchester-born writer recognised for her significant contribution to art and culture, particularly to the Black arts sector.
- 6.5 The 2023 Manchester Culture Awards programme was only produced in a digital format, accessible to the audience via a QR code, to improve the sustainability of the event. The programme and the Manchester Evening News feature following the event have been circulated as an appendix to this report and demonstrates the excellence and diversity of activity and partners that support culture and creativity in Manchester.

## **7. International Partnerships and other collaborations**

### **Danish Cities Collaboration**

- 7.1 The Director of Culture with partners from Aalborg and Aarhus municipalities, Arts Council England, the Danish Embassy in London and the Danish Agency for Culture and Palaces continues to support cross-border projects covering art forms including literature and music, building on successful partnership projects with Z-Arts, Castlefield Gallery, Brighter Sound and Manchester Literature Festival among others. Currently, conversations are taking place between partners to select strategic priorities to put together a new portfolio of projects with support from Arts Council England and the Danish Agency for Palaces and

Culture. In early conversations, partners have agreed to explore environmental sustainability, equality, diversity and inclusion, literature and music as priority areas going forward.

### **Manchester Network for Cultural Collaboration with China (MANCCC)**

- 7.2 Work continues under the leadership of the Director of Culture with the MANCCC steering group, including partners such as the British Council, the Manchester China Forum and Esea Contemporary art gallery. This year will see a refresh of governance and purpose of the network, including priority projects for the year that form part of a wider strategic city-to-city relationships with China. Thematic strands may include residencies for Chinese artists and artists from the UK, as well as exploring potential links through music in the run up to WOMEX being hosted in Manchester this year.

### **Chemnitz**

- 7.3 Chemnitz and Manchester are celebrating the 40th anniversary of their sister city relationship, with recent visits by the Lord Mayor to the city with a delegation from Manchester. Chemnitz has been designated European Capital of Culture in 2025 and is working with several partner cities to inform its cultural wrap-around programme in a partnership called “Manchesters of Europe”, a network of cities with industrial heritage who look to Manchester as an example of how cities can thrive economically and culturally in a post-industrial era. This partnership work includes partners such as the Industry Museum Chemnitz, the Science and Industry Museum, the People’s History Museum, and Manchester Histories.

### **Barcelona**

- 7.4 The Director of Culture, along with leading outdoor arts company Xtrax, have formed strong relationships with Barcelona through previous work. This has led to Barcelona inviting Manchester to submit a proposal to potentially feature as the guest city at their annual “La Mercè” festival of culture in 2025 and develop our civic friendship and cultural exchange. This includes the two cities exploring how we engage through arts and cultural events in the public realm, with the support of Arts Council England, and other partners like the Catalan Institute for Cultural Companies (ICEC), the Institut Ramon Llull and Barcelona City Council.

### **International Society for the Performing Arts (ISPA)**

- 7.5 Manchester hosted ISPA’s mid-year congress in June 2023. ISPA, The International Society for the Performing Arts, is a global network of leaders in the performing arts. ISPA members include arts centres and venues, performing arts organisations, artist managers, festivals, funders, consultants, and other professionals working in the performing arts. ISPA congresses are held twice a year, bringing industry leaders together to exchange and develop ideas,



strengthen and nurture relationships, and commission and present new work. The provision of 12 bursaries and showcasing opportunities for UK artists and companies were also key features of the event.

- 7.6 In a Manchester International Festival year, and to coincide with the opening of Aviva Studios, the ISPA congress in Manchester presented the chance to promote the British cultural sector, and the city of Manchester, as an innovative, collaborative and international place. We welcomed 393 diverse arts leaders, 51% of whom were from outside the UK, from 58 cities and 45 countries from across the globe. Findings from the project evaluation concluded that amongst delegates, the perception of Manchester was hugely positive with all parties agreeing that Manchester is a collaborative, cultural, innovative and international city.
- 7.7 By hosting the main congress in the Bridgewater Hall, Aviva Studios, HOME, and New Century Hall, delegates were given a flavour of the city, its rich history and culture. The Lord Mayor's Reception for ISPA delegates was the first event held at Aviva Studios.
- 7.8 Hosting the Manchester ISPA congress was made possible due to the collaboration of cultural organisations working with regional and national stakeholders including the City Council and the four national Arts Councils across the devolved nations. The collaborative working approach to securing and delivering the Congress was widely praised by the stakeholders interviewed as part of the evaluation.

### **Music Cities Network**

- 7.9 Manchester is a member of the international Music Cities Network. This consists of ten member cities committed to working in cooperation, sharing research and policy expertise with city leaders and other music city stakeholders worldwide. In 2023-24, this included a European Music Policy Exchange programme, an annual summit and a winter summit in Valencia as the city joins the network. Manchester's participation in the Music Cities Network enables musicians and producers from the city to take part in the various talent development, showcasing, mentoring and collaborative opportunities available. In 2023, this included the European Music Business Taskforce initiative.

### **Manchester Music City**

- 7.10 Aligned to our membership of the Music Cities Network, the Council with partners including music charity Brighter Sound, the British Council, Youth Music and the PRS Foundation, have set up the Manchester Music City initiative to support the economic development of the city's music sector, enhancing international relationships and sustaining an inclusive grass roots music ecology. The projects this year have included:

- Establishing Manchester Music City as a limited company.
- Leadership of the plans and announcement of WOMEX being hosted in Manchester in 2024.
- Commissioning of a grass roots venue research project funded by the Council which will conclude in 2024.

## **WOMEX**

- 7.11 The Council with Manchester Music City and partners bid successfully for Manchester to host major World Music Expo event 'WOMEX' in 2024, backed by Arts Council England. This was formally announced in October 2023 and artists from Manchester joined the Manchester delegation to WOMEX 2023 in A Coruña, Spain with the support of the British Council. The Deputy Leader attended the event as part of the official handover to Manchester as the next host city and a Manchester exhibition stand with Marketing Manchester helped to promote the event to delegates. Plans for WOMEX 2024 in Manchester include:
- 7.12 A conference & trade fair to be held at Manchester Central:
- An international conference with 80 international speakers and mentors from 38 countries in over 20 conference sessions attended by 2,400 delegates from 90 countries.
  - A trade fair with 300 stand units and over 700 exhibiting companies.
  - Network meetings, presentations, receptions, and speed dating sessions.
- 7.13 An events programme at venues including Aviva Studios, Bridgewater Hall and HOME:
- Prestigious international showcase concert event with 50-60 concerts, open to the public.
  - DJ summit for world music influencers.
  - WOMEX Awards Event.
  - Launch event with a regional stage.
  - Film festival, subdivided into market screenings, public screenings and a film library featuring new releases, previews and premiers.
- 7.14 A wrap-around programme of events and business support activities that maximise the benefits of WOMEX on local young people, audiences, local and regional partners, artists and music businesses with a plan for a youth forum, showcase opportunities and links to national touring.

## **Music Education – MyHub**

- 7.15 MyHub is Manchester's Music Education Hub. Introduced in 2012, music education hubs are partnerships, led by a lead organisation, responsible for supporting, delivering, and enabling access to music education activity outside of

the formal music curriculum for children and young people within a local area. Hubs are charged with delivery of the National Plan for Music Education.

- 7.16 Arts Council England administers the music education hub grant programme on behalf of the Department for Education (DfE). Since its inception, Manchester City Council has been the lead administrative and financial body for MyHub, with all decisions on policy and funding delegated to the MyHub Strategic Board, which meets quarterly.
- 7.17 One Education Music is commissioned by MyHub to lead on the engagement, data collection and music education planning with schools. The focus for One Education Music is on providing weekly high quality music making opportunities in schools and music centres, complimented with continuous professional development for teachers and engagement with partners delivering music.
- 7.18 Some examples of delivery during the academic year 2022-23 include:
- Supporting 98% of Manchester schools to develop a School Music Education Plan.
  - Delivery of over 400 hours per week of musical activity across Manchester schools.
  - 900 children and young people engaged in music through seven music centres across the city, including provision for early years, SEND, ensembles, small groups and one to one tuition.
  - 5,000 children and young pupil performing at live events, including the Irish Music Festival (657 pupils from 15 primary schools, at Wythenshawe Forum and Irish World Heritage Centre); The Big Sing (1,800 primary pupils from 32 schools at Bridgewater Hall); High School Vocal Celebration (150 pupils from 6 secondary schools, at Victoria Baths)
  - Selection as one of ten partner hubs nationally by the Awards for Young Musicians (AYM), 2023-26 supporting up to 60 young people who would otherwise face financial barriers to accessing music provision.
  - Partnering with PlayVirtuoso who have provided 80% subsidised DJ equipment to five secondary schools, as well as access to world-class music production resources and tuition.
- 7.19 MyHub has consistently performed above the national average against Arts Council England's and DfE's performance indicators for this programme.
- 7.20 There are some challenges for music education in Manchester over the coming year. In September 2024, under new geographic configurations prescribed by ACE/DfE, there will be one music education hub for Greater Manchester. Currently MyHub covers the city of Manchester, whilst the other nine GM authorities partner in a Greater Manchester Music Hub, led by Bolton Music Service. Whilst autonomy over local delivery will be retained, this potential new configuration will involve some challenges in terms of geography, size (it will be

the biggest hub in England by some margin), as well as finance and decision making. The MyHub board is committed to ensuring that, under the new arrangements, the impact for children and young people in Manchester is not reduced and is actively exploring options to maintain strategic engagement, focus and resource growth for music education in Manchester.

### **Cultural Education Partnership – MADE**

- 7.21 MADE is Manchester's Cultural Education Partnership, launched in February 2020. It brings together partners from across culture, formal and informal education, training and employment with the aim to provide high quality, meaningful, multi-disciplinary cross-curricular creative learning experiences, connecting children and young people from all backgrounds with creative and cultural opportunities and culture in Manchester.
- 7.22 Youth voice was integral to MADE's inception, beginning with consultation engaging children and young people, and this has continued to be central to the partnership with involvement of young creative influencers. The influencers meet monthly to develop their own skills and gain experience in arts and culture across the city of Manchester, as well as advising MADE on how to be more youth-led.
- 7.23 In March, cultural partners, teachers and creative educators were invited to explore how creative education can champion youth voice and support the Council's ambition to become a UNICEF Child-Friendly City. In March 2023, creative influencers co-hosted a panel discussion at MADE's Big Event, which brought together 70 cultural partners, teachers and creative educators to explore how creative education can champion youth voice and support Manchester's ambition to become a UNICEF Child-Friendly City.
- 7.24 A snapshot of MADE's activity during the last year includes:
- 547 cultural education engagements with young people.
  - 10,000 children took part in Happy, Safe, Free, a citywide partnership project Stanley Grove Primary School's Building the Bridge initiative, which aims to increase access for local people to places of interest and learning, including cultural venues.
  - 79 new pupils engaged with 'diversifying the curriculum' workshops.
  - 96+ individual teachers joined the network.
  - 43 children involved in pilot health and wellbeing workshops.
  - 45 young people took part in consultation workshops to inform development of MADE's Continuous Professional Development offer for teachers.
  - 82 website resources, covering subjects such as, Black Lives Matter, creative careers, employability and more.
- 7.25 Alongside initial investment through Arts Council England's Covid Recovery Fund and local authority support, significant in-kind contributions from partner organisations through involvement in the board and working groups, as well as

resources to support project delivery with schools and teachers, have contributed to establish a successful, locally and nationally well-regarded partnership. Several larger organisations also make small, yet essential financial contributions to support MADE's administration and activity. The partnership's success is the result of substantial collaboration across cultural, educational and local authority partners.

- 7.26 From next financial year (2024-25), MADE will launch as an independent, charitable organisation, which is essential to the initiative's sustainability and growth. Many of the existing members of the steering group will continue to the board for the new organisation maintaining continuity. The new entity will be eligible for a wider range of funding opportunities and continue to grow involvement, particularly from schools and children and young people.

### **English National Opera and classical music audience collaboration**

- 7.27 In November 2022, Arts Council England as part of its wider announcement of investment decisions about the National Portfolio Organisation (NPO) programme 2023-26 (now 2023-27), withdrew NPO funding from English National Opera (ENO) from April 2023 and granted instead transition funding contingent on the company's move outside London. In 2023, ENO developed an assessment methodology to compare the various geographies which were considered for the company's new home and, since summer 2023 worked with a shortlist of three city regions on the assessment of a preferred city. In late 2023, a recommendation was made to and accepted by ENO's board to select Greater Manchester, a decision which was announced in December.
- 7.28 Work will begin in 2024 with partners and local authorities in Greater Manchester to develop the vision and operating model of English National Opera in the city region, a move that will be concluded by 2029. ENO is not planning to operate a venue in Greater Manchester and to collaborate with partners instead to produce opera in different venues, formats and at varied scales, creating different entry points for audiences into the art form. ENO will continue to run their current venue, the Coliseum in London's West End as an operator and to present a limited season of opera in London beyond 2029.
- 7.29 In 2019, the Council's culture team commissioned research into the diversity of orchestral music audiences, and in 2020, a group of industry leaders representing orchestras and ensembles, venues and music education, convened with support of the Council to review and implement the recommendations of the report. More recently, the Chief Executive of the Hallé Concerts Society has been chairing the group.
- 7.30 This collaboration, and the recommendation for the sector to jointly invest in audience development led to the first edition of a music festival on 24 and 25 June 2023 at Bridgewater Hall, "Mcr:Classical". Over two days, all major

orchestras and ensembles in the city performed 16 concerts, some of which were paid-for and ticketed in the main auditorium, albeit kept at affordable prices whereas some were free and performed in the front-of-house areas of the hall. Four of the concerts in the main hall were captured by BBC Radio 3 of which two were broadcast live and two were recorded for later broadcast. An audience of 5,500 attended the event, 19% of whom had not attended an event at Bridgewater Hall before. 93% of respondents to an audience survey rated the variety of programming as excellent while 78% rated the overall atmosphere as excellent. There are plans for further editions of Mcr:Classical to take place in the future.

## **Cultural Consortium**

- 7.31 The Council has been supporting partners to move to a new Cultural Consortium, consisting of a steering group and a wider cross-sector assembly. Following recommendations from a study which reviewed potential new models for cultural leadership in the city, a task-and-finish group of cultural partners and freelancers established the Cultural Consortium, launching it with an event in Central Library in March 2023.
- 7.32 The 18 members of the Cultural Consortium Steering Group represent a diverse range of artforms, work in community settings and venues, represent companies and some are individual freelancers. Their numbers were recently strengthened with three additional young people.
- 7.33 The Cultural Consortium Steering Group has been meeting regularly since July 2023 and has provided a vital sounding board for the development of Manchester's new cultural strategy. It has set out in its terms of reference its purpose to represent the interests of Manchester's diverse cultural sector, and the communities it serves. It is a collective force for arts and culture in Manchester and the group will work collaboratively to address issues of common concern within the sector. Included in its values is the aim to:
- Look outward as well as inwards ensuring Manchester retains its global status.
  - To be the connective tissue for Manchester's arts and cultural sector.
  - An effective conduit for knowledge sharing – the 'Go To' place.

## **8. Cultural Strategy**

- 8.1 Culture team officers started the process of creating a new cultural strategy for the city in 2023. With support from Arts Council England, the Council tendered for consultancy support, appointing Manchester-based company Creative Concern.

- 8.2 Plans for the strategy include an engagement programme and a communications plan to capitalise on the promotional opportunity for the cultural sector to reach new audiences, and to engage residents effectively in the development of a new strategic vision.
- 8.3 The first phase of consultation and engagement started in October and was completed in December 2023. It included gathering views from resident and community groups, an online survey, reaching out to voluntary sector organisations, meeting with stakeholders and holding a cultural sector think-tank event. In-person engagement been focused on parts of the city highlighted in the cultural impact reports as areas with low levels of cultural engagement. The team has visited 4 district centres and 18 different community localities across Manchester. They have spoken to a diverse range of groups such as the Chatterbox project in Blackley, children at Abraham Moss School and the Burnage Good Neighbours project.
- 8.4 A theme of “Everything, Everywhere, Everyone” has been identified to encapsulate the inclusive nature and breadth of cultural activity happening throughout the city and it is expected that the new strategy will have a focus on culture in all our lives as well as reflecting its role as a driver for economic activity and growth. Draft priorities and themes are being tested through a number of further consultation meetings and events in January, February and March 2024, with the aim that the final draft will be completed for consideration at the June meeting of the Economy and Regeneration Scrutiny Committee.

## **9. Recommendations**

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

## **10. Appendices**

Appendix 1 - Manchester Culture Awards 2023 programme