

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 7 March 2019

Subject: Manchester Community Events

Report of: Chief Operating Officer (Neighbourhoods)

Summary

Following the report to Communities and Equalities Committee in January 2019, which set out the vision, principles and aims of the Manchester Events Strategy, this report provides an update on the approach to developing the Community Events Programme. In addition and following a request from the committee, the report also provides further details of how events supports volunteering within the city and specifically how the programme connects to the Manchester Volunteer Inspired Programme (MCRVIP).

Separately and as requested at the Committee in January 2019, a Part B report is provided, which sets out the funding landscape for major events more generally and the allocations for the Core Events programme – This information is restricted due to it being commercially sensitive.

Recommendations

Members are invited to note and comment on the content of the report.

Wards affected: All

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1.0 Introduction

- 1.1 Manchester is a city proud of its diverse population and the Council is committed to providing opportunities to connect people from different backgrounds and help people learn about each other through a range of community focused events that connect with the wider community of Manchester or celebrate an individual community's distinctive cultural identity and promote civic pride.
- 1.2 Community events play a significant role in promoting community cohesion and social development, showcasing our rich cultural diversity and optimising the social, cultural and economic benefits. Such events can range from small gatherings with a single focus to large complex gatherings involving thousands of people.
- 1.3 Whilst the Community Events Funding Programme is specifically designated to support a calendar of established community events, the City Council significantly widens its investment and in-kind support across the events programme – through Neighbourhood Investment Funding, mainstream events funding and other sources - to deliver direct and associative community impact.
- 1.4 In line with the vision, principles and aims of the Manchester Events Strategy 2019 – 2029 a priority will be to strengthen how we differentiate investment into events that are aimed principally at supporting communities and animating the city and those which generate significant economic value and profile for the City through the development of the visitor economy.
- 1.5 There are three identified levels to the community events offer in Manchester, these are:
 - 1.5.1 **Core Community Events Programme:** These are major civic and community events developed and delivered directly by the City Council or in partnership with external organisations that offer city-wide community engagement, participation and attendance opportunities.

In 2018, City Council funding was allocated to develop and deliver the community focused Manchester Day, Festival of Manchester, Christmas Lights Switch On, New Year's Eve Fireworks, Park Bonfires and the Community and Learning programme of Bee In The City.

- 1.5.2 **Community Events Funding Programme:** This programme is designed to support community events which celebrate and promote a sense of shared identity and a sense of collective belonging within communities. These events seek to provide an accessible way for people to find out about other cultures and backgrounds and positively promote what an individual community represents – contributing to the social well-being of a community through participation, volunteering, involvement and the development of a sense of identity / common interest and strengthening community relations.

The programme has two distinct funding tiers – Tier One is an open application process available to community based groups who are structured as not for profit organisations. Tier Two are direct funding awards that are made to promote key community activities/dates in the national events calendar. Examples of these are set out below:

Tier One - In 2018/19 following the application process support was provided to Chinese New Year, Caribbean Carnival, Summer Mela, St Georges Day Parade, Diwali Mela, GobeFest (Eastern and Central European) and the Irish Festival Parade.

Tier Two – Grant funding – to meet previously agreed levels of annual funding or from the transfer of existing funding from other areas in to the Community Events budget - was provided in 2018/19 to support umbrella events with a reach across different communities such as International Women's Day, Holocaust Memorial Day and Armed Forces Day.

- 1.5.3 **Neighbourhood Events:** An extensive programme of smaller community focused events are also delivered at a neighbourhood level, these are often supported by the individual wards through Neighbourhood Investment Funding and other resourcing provision including absorbing or waiving costs through the Parks Team, the Highways Team or the Neighbourhood Teams. The Council's collective annual financial contribution to these events is typically **£250-300k** per annum, but clearly the funding is subject to individual applications and priorities for each ward and the services. Whilst these events sit outside of the management remit of the City Council's Events Team and the specific funding allocated for events, these do contribute significantly to the overarching events strategy for the city.

In 2018/19 neighbourhood events such the Wythenshawe Games, Gorton Carnival, Philips Park Party in the Park, Didsbury Festival and Family Fun Day's etc. were promoted with the assistance of Council resources. These events provide an additional level of opportunity for locally based organisations to create activities that allow local people to participate, to volunteer or to simply attend.

- 1.6 The three levels of support ensures that the Manchester's community events offer extends beyond those funded via the administered Community Events Funding Programme. Regardless of size or purpose, all these events have a role to play in making Manchester the best it can be. The prioritisation across the programme is to provide the opportunity for residents to actively engage with major events or to enable a host community to lead and own their individual community events.
- 1.7 Following a review of lessons learnt from 2018/19 it is clear that community events whilst for the most part are extremely positive, they can sometimes have an adverse impact on some residents in the host areas – often influenced by the scale, location or complexity of an individual event. In 2019, alongside the funding and event management support provided to these events, the management of any extended impact on a host community - that

may take the form of noise disturbance, parking and traffic management, anti-social behaviour etc – will be strengthened.

- 1.8 Dependent on individual event circumstances, the appropriate strengthening measures may include the provision of an additional layer of preventative engagement through local partners, the appropriate application licensing provisions, the management of areas beyond the event site, the improvement of traffic management arrangements, an improved resident engagement and communications process and the commitment to provide additional staffing resources to influence change and reduce the risk of associative disruption. Such additionality often comes at a hidden but necessary cost.

2.0 Community Events Funding Programme 2018/19

- 2.1 In 2018/19 the City Council Events Team supported twenty two community events that ranged from the flagship Manchester Day and Festival of Manchester events (with over 3,200 community participants) and larger scale community organised events such as the Manchester Mega Mela and Chinese New Year, through to smaller events such as Holocaust Memorial Day, as well as providing assistance to non-funded community organisers to deliver a range of community activities such as the Pakistan Mango Festival and the Nagar Kirtan procession.
- 2.2 It is estimated that the City Council's investment and support in to this programme leveraged over £800,000 of partner funding, sponsorship and earned income to fund the community events and festivals and attracted a reported 547,000 attendees, provided platforms for 16,380 participants and performers and created over 1,400 volunteer opportunities.
- 2.3 The mainstream budget allocation held annually for the purpose of the Community Events Funding Programme is **£156.5k**. This is distributed in a range of direct awards or through small grant awards ranging from £1,000-£20,000 per event/ applicant.

The allocation to the community events funding programme delivered in 2018/19 is set out below.

<u>Tier One: Funding support by Application</u>	2018 /19 Budget Assignment
St Georges Day	9,500
Summer Mela	17,500
Caribbean Carnival	20,000
Diwali Mela	17,500
Irish Festival Parade	20,000
Chinese New Year	20,000
Gobe Fest	10,000
Contingency	3,000
	£117,500

<u>Tier 2 : Existing Grant Allocations / Assignment:</u>	2018 /19 Budget Assignment
International Women's Day (IWD)	15,000
Holocaust Memorial Day	2,000
Valuing Older People Christmas (VOP)	2,000
Manchester Pride Parade	12,000
Community Parades/Processions Traffic Mgt	6,000
Armed Forces Day	2,000
	£39,000

- 2.4 The reported programme metrics (2.2) do not include none recurring/ one off major community events, which take place from time to time. In 2018 there was a single one-off major event that truly showcased how events can inspire, instil genuine civic pride and connect back to our communities. The Bee in the City project, which coincided with the anniversary of the arena attack took place over nine summer weeks and was brought to life by 101 super-sized Bees painted by artists and 131 little Bees created by local children and young people.
- 2.5 The Bee in the City event was funded independently through the Council's ERF funding mechanism and significant in-kind operational and logistics support was provided by the City Council's Events team to enable the producer Wild In Art to shape and deliver the project. The **£125k** pump-prime funding was the catalyst to draw in around **£625k** private sector investment to deliver the project and was an exemplar of how the public and private sector can work together to create a collective experience that celebrates the character and personality of the community of Manchester. The independently evaluated impacts are set out below:
- The free, family-fun art event which animated the city's streets, parks, and cultural venues last summer was enjoyed by more than 695,000

people actively taking part in finding the Bees and contributed an estimated £10.2 million of GVA to the local economy.

- Nine out of ten people (89%) said that Bee in the City created a sense of community and 99% of Manchester residents said they felt proud to have the art trail in their city.
- As well as helping to bring people together and encouraging civic pride, the event has also encouraged people to be more active. More than 80% said the event encouraged them to walk more than usual (82%) and get outdoors more (83%).
- The 50-mile long route of 232 Bees weaved its way across Manchester city centre and into neighbourhoods, including Blackley, Wythenshawe, Clayton, Levenshulme and Longsight, highlighting landmarks and undiscovered gems.

Nearly a quarter of the big Bees from the art trail were designed by community groups and these sculptures have gone back to them to be displayed in their neighbourhoods as a lasting legacy. All 131 little Bees created by children and young people as part of the Learning Programme have made their way back to the schools and youth groups that designed them.

- Of key importance, the community value of the event extends beyond its time on the streets. The net proceeds from the Bee in the City auction are being used to support the We Love MCR Charity's Stronger Communities fund, which provides grants for initiatives that bring communities together to celebrate diversity and build stronger relationships.

- 2.6 As set out in section 1.5.3, an extensive programme of neighbourhood events were delivered in 2018/19, where the Council provided over **£250k** of cash and in kind resources. Typically the Council provides small contributions of circa £1k-3k for these events. The events are not governed or monitored at city-wide level due to the nature of the events and the localised funding strategy. These events are however monitored by the service providing financial or in-kind assistance and also at a ward level. The Council has been working to assist organisations to diversify their funding strategy for these events and reduce the reliance on continuous/ recurring funding and support from the Council.

3.0 2019/20 Community Events Funding

- 3.1 The assessment process for Community Events Funding Programme 2019/20 is underway and 21 individual applications have been received. As in previous years the applications will be initially evaluated against the set criteria for funding. The eligibility criteria is as follows:

- Large scale celebratory cultural events involving 5,000 or more participants/audience.
- Events which can demonstrate a citywide reach and impact.
- Groups who can demonstrate a track record in event delivery and community engagement.

3.2 Recognising that it is not financially viable to support all events, the City Council continues to provide its year on year support to established community events where that event clearly meets the needs of the target community and provides confidence that it is:

- set up right to meet the needs of the host community;
- providing assurance that effective practices of governance and transparency are in place; and
- is following best management practice to meet the demands of safely delivering the event.

3.3 The funding available for distribution in 2019/20 remains fixed at £156,500 for the eighth successive year. Whilst the funding has been fixed during this period, the ambition remains to address how existing and new funding mechanisms can be realised to facilitate growth in the programme. The opportunities under review that are targeted to deliver some growth in 2019/20 are:

- how new commercially modelled events can generate income that can be redirected back in to community events;
- the realignment of other funding opportunities to cover some cost areas that may relieve pressure on the available Community Events Fund. This includes the role of Manchester Active who will be encouraging residents to get active through participation events; and,
- how the existing established community event organisers can strengthen their offer and increase other revenue streams so that they reduce the demand for the City Council to invest year on year at the same level.

4.0 Volunteering – The Manchester Volunteer Inspired Programme (MCRVIP)

4.1 As identified above, the events programme – across community, cultural and sports activities – contributes to the social well being of a community through the opportunities it provides around participation and volunteering. It is clear that volunteering will continue to play a major role in the delivery of the Our Manchester Strategy and the ongoing development, growth and success of the City.

4.2 In 2017, the City of Manchester State of the Voluntary Sector report estimated that 110,900 residents were involved in some form of more formal volunteering - planting flowers in a Park, caring for older residents, mentoring young people to running a sports club etc. The events sector has been a significant beneficiary of this volunteering culture and the volunteer management system developed around events is in the process of being expanded across the Neighbourhoods Service which will assist to encourage more and more people to get involved in volunteering from a grass roots level

- 4.3 The Manchester Volunteer Inspired Programme (MCRVIP - <http://mcrrvip.com/>), currently used by our Sports, Leisure and Events teams, first arose from a strategic need to streamline and manage volunteers and match them to opportunities more effectively, thereby removing barriers to volunteering and therefore encouraging volunteering engagement in sport, leisure and cultural events. The aim is to ensure that “people from all backgrounds and areas of the community will be recruited with the sole objective of developing their skills and making them available to the people who really need help. No sports events, sports club, local community or school will be denied the knowledge and expertise these volunteers will bring”.
- 4.4 MCRVIP promotes volunteering at events/programmes in the city and also recruits and matches volunteers for these events through a cutting edge web based volunteer management system. Before the MCRVIP was introduced, volunteers would often miss out on potential opportunities simply because they did not know about them, and even when they did would often experience unnecessary barriers such as having to go through very similar, duplicated induction processes when volunteering across different activities and events.
- 4.5 The system was launched in 2008 and in its first year increased Manchester City Council’s sports/leisure volunteers from 30 to 3,000 in less than 12 months. MCRVIP has been expanded across Greater Manchester in recent years, partnered with the 5 Universities and today, there are over 6,200 registered volunteers with the site, 1,600 of whom are Manchester (MCC) residents. The system has led to over 54,000 hours of volunteering across a range of events and activities.
- 4.6 The system provides quick and efficient access to volunteering opportunities for both the volunteer and the volunteer provider network. This enables a smooth customer journey for the volunteer and MCRVIP are now able to record and share quality volunteer data to aid future planning. Through the system the Council is able match people’s skills to specific roles, to check an individual’s qualifications and compliance with child protection and DBS requirements. The Council is also able to offer access to training and career development.
- 4.7 Work is currently underway to ensure that the MCRVIP system is more visible to Council employees to ensure that the Council’s employee volunteering policy joins up. The aim is to ensure that throughout 2019 and going forward that employees are encouraged to think about volunteering at events to build a stronger Our Manchester approach that benefits the whole city.