

**Manchester City Council  
Report for Information**

**Report to:** Communities and Equalities Scrutiny Committee - 10 October 2019

**Subject:** Culture Overview

**Report of:** The Strategic Director of Neighbourhoods

**Summary**

This report provides an overview of work to support the city’s cultural offer. The report highlights work to deliver the Cultural Ambition and the 2019 Culture Awards. It also outlines work by the cultural sector to support the city’s zero carbon target.

**Recommendations**

The Committee is invited to;

- note the report; and
- agree to receive a presentation on the results of the 2018/19 Cultural Impact Survey at the next meeting.

**Wards Affected:** All

<b>Environmental Impact Assessment</b> - the impact of the issues addressed in this report on achieving the zero-carbon target for the city
The cultural sector’s contribution towards achieving the city’s zero carbon target is outlined in detail in Section 6.

<b>Manchester Strategy outcomes</b>	<b>Summary of how this report aligns to the OMS</b>
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Arts and culture play a major role within the city’s growth strategy by attracting investment, creating employment opportunities and contributing to the city’s tourism offer. Capital developments at the city’s cultural institutions generate further investment and capacity and support regeneration and place-making.
A highly skilled city: world class and home grown talent sustaining the city’s economic success	Engagement in arts and culture enables local residents to learn new skills and participate in creative programmes for volunteering and apprenticeships. Opportunities across cultural organisations, and in future through the Factory Training and Skills Consortium, allow skills in creative disciplines to be grown and nurtured.

A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Engagement in arts and culture enables local residents to improve their health and wellbeing, to develop confidence and resilience, to learn new skills, and above all to enjoy and celebrate great art. Widening Access and Participation in arts and culture is a key priority for this area of work.
A liveable and low carbon city: a destination of choice to live, visit, work	Creative and artistic opportunities generate commissioning, productions and performances which attract national and international visitors as well as local residents.
A connected city: world class infrastructure and connectivity to drive growth	The city's cultural organisations have international reach and increasingly produce digital artistic products which support connectivity with other places.

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**Background documents (available for public inspection):**

None

## **1. Introduction**

- 1.1 This report provides an overview of work to support the city's cultural offer. The report highlights work to deliver the Cultural Ambition and the 2019 Culture Awards. It also outlines activity within the cultural sector to support the city's zero carbon target. Detailed reports on Libraries, Galleries and Manchester City of Literature are considered elsewhere on the agenda. Widening Access and Participation will be considered at the next meeting of the Committee.

## **2. Priorities**

- 2.1 The Council's Culture Team works with artists, arts organisations, funders and communities to create the conditions for arts and culture to flourish in the city. A vibrant and dynamic cultural offer which benefits the city's residents plays an important role in the delivery of the Our Manchester Strategy vision of a thriving, creative and equitable city.

The Culture Team's core priorities are set out below;

### **1. Widening participation and access to culture for Manchester residents**

This forms part of the Council's Widening Access and Participation work, with a view to understanding resident engagement in services provided by Leisure, Libraries, Galleries and Culture, and to exploring routes to increase participation among groups or communities that may be less engaged. Particular projects which sit under this priority include asset mapping, the development of a resident-facing Culture Website, Creating a Cultural Education Partnership and delivering the Libraries Cultural Programme. A detailed report on Widening Access and Participation will be considered by the Committee at the next meeting.

### **2. Securing, managing and protecting funding for arts and culture**

The Council invests £4.6million per year in Strategic Cultural Investments and Grants, to support arts organisations with core costs. This includes a portfolio of long-term Strategic Investments in major institutions alongside a Cultural Partnership Agreements grants programme which supports small to medium arts organisations. The Council also works with partners to explore new funding opportunities to support and grow the city's cultural offer.

### **3. Working in partnership to create the places and spaces which artists and arts organisations need to thrive**

The Council recognises that provision of places and spaces to make and perform art make an essential contribution to the city's cultural infrastructure. To support this, the Council has commissioned research on the demand and supply of creative workspaces in the city and on storage space for cultural organisations, with a view to identifying new creative spaces in future. Council

officers also support individual cultural organisations with capital development programmes.

#### **4. Advocating for culture and influencing external partners**

An important element of the Culture Team's work is advocating for culture and influencing external partners. The Council's annual Cultural Impact Survey provides an important evidence base for this work; more detail on this is provided below.

#### **5. Promoting Manchester's cultural strengths and opportunities**

There is a particular focus on communicating and celebrating Manchester's diverse and thriving cultural offer, and the benefits for residents. This includes promoting the work of cultural organisations and collaborating with national and international partners on cultural projects. The 2019 Culture Awards, which recognise the significant contribution of the cultural sector, are detailed below. A separate report on Manchester's designation as a UNESCO City of Literature is considered elsewhere on this agenda.

### **3. The Cultural Ambition**

- 3.1 Cultural Ambition 2016-25 is a strategy and a call to action, which sets out a series of aspirations for art and culture over the next ten years and demonstrates how the cultural sector can contribute to the delivery of the Our Manchester Strategy. It articulates some of the ways in which cultural organisations can work to ensure that opportunities for access and participation are as wide as possible and inclusive of all Manchester residents. The Cultural Ambition is closely linked to the Our Manchester approach - in working with and for the people of Manchester, and seeing people and their talents and ideas as the city's greatest assets.

Cultural Ambition was informed by the city's largest and most diverse cultural sector conference to date in 2016, and is authored and overseen by the Cultural Leaders Group. Over the last year there has been a refresh of the Cultural Ambition, which has refined the principles, objectives and ways of working.

The revised Cultural Ambition is built around the following principles;

- Act together (cultural partners working collaboratively)
- Great art and great culture bring the greatest benefits
- Work with and for the people of Manchester

The Ambition is brought together under a single objective;

**Manchester will be the UK's most culturally democratic city, engaging with a much greater number and diversity of people across Greater Manchester.** People will produce distinctive work that could only have been made here. We value and nurture diversity, skills and creative talent.

The delivery of the Cultural Ambition is structured around three priority projects.

### **Priority Project 1: Talent and Skills development**

This will be delivered through a Training and Skills Consortium based around Factory, supporting the development of artists, creatives, and technicians from diverse backgrounds who can work in socially engaged ways. The Factory, working alongside others, is developing as a beacon for creative skills and training with local, national and international talent, creating new opportunities for Manchester and the wider North. Cultural Leaders are fully engaged with the development of the consortium, including the governance structure, range of apprenticeships offered and promoting opportunities to residents. In January 2020 the first cohort of Creative Venue Technician apprentices will start their training programmes. Additionally, the Cultural Leaders Group are working together on the delivery of other training projects - for example MAST (Manchester Arts Sustainability Team) are delivering a comprehensive programme of Carbon Literacy Training.

### **Priority Project 2: Joint work on arts and health, ageing**

World-leading arts and health practice has and continues to be developed in Manchester. The work of Manchester Museum, Manchester Camerata, Contact Theatre, Whitworth Art Gallery, HOME, Royal Exchange Theatre, Community Arts North West, Live Well Make Art and others informed the agenda of a major session at the World Healthcare Congress at Manchester Central earlier this year. The session led to publication of The Manchester Declaration on arts and health which came out of the recently launched Manchester Institute for Health and Social Change at Manchester Metropolitan University, led by Dr Clive Parkinson. The Manchester Declaration is informing how future projects are developed and delivered.

An important pilot project for arts and health is 'Winning Hearts and Minds' in North Manchester. This is in its early stages as the partnership develops but will provide an opportunity for culture to play a central role in supporting healthier lifestyles. It will enable methodologies to be shaped that will inform arts and health practice in other areas of the city. Another flagship programme is the 'Culture Champions', a large-scale volunteer ambassador scheme for older people within Manchester's communities. This is Our Manchester in action, celebrating the positive contribution older people can make to the life of Greater Manchester, and is led by Manchester Museum. Over 120 Culture Champions advocate, lead and programme cultural participation and activities for their peers and communities. We aim to double the number of Culture Champions by 2020.

### **Priority Project 3: Cultural democracy action research**

The Engagement Manager's Network, which brings together engagement leads in cultural organisations, is coming together in the autumn to undertake

an audit of practice across the city in order to get a better understanding of the starting point for great collaboration around practice development. The Edge, Manchester's Theatre for Participation, will host the workshop to build on their current thinking and sharing about programmes of work. The aim of this meeting will be to understand the current position, discover common priorities, plan for future work and explore how these plans can be delivered.

A particular focus for the day is to ensure the best and most joined-up participatory provision for Manchester. A resource to map geographically where and with whom cultural organisations are engaging already exists so the discussions will focus on:

- mapping the range of creative opportunities that are provided for all people across the city;
- measuring excellence in participation - both process and product;
- identifying gaps;
- identifying potential areas for collaboration and sharing of our resources; and
- identifying opportunities for sharing positive stories about the impact of the work.

An audit of wards with lower levels of engagement in arts and culture has taken place, which is being used to inform developing strategy for engagement activity.

Planning is underway to undertake an in depth review of audience data held in organisations across the city to identify partners and opportunities for collective and strategic audience development activity. The working group is planning to undertake a research deep dive into available audience intelligence and data in order to develop a shared understanding for a joint approach to audience development. This will culminate in a one day symposium with the following aims:

- Creating a common understanding of what audience data currently exists for GM and its hinterland;
- Creating a shared understanding of what the existing data is telling us;
- Identifying gaps within the data – what is it not telling us?
- Identifying what the trends in the data appear to be suggesting about the future;
- Identifying opportunities for potential audience growth;
- Identifying what tools are available to improve the analysis and use of the data going forward; and
- Agreeing a legacy for the data project.

The working group includes both commercial and subsidised organisations and performing and exhibition based organisations.

Further actions under this priority will be developed over the next six months and are likely to include developing the next generation of engagement

leaders/workers, increasing diversity, developing training, and exploring opportunities such as mentoring, placements and internships.

#### **4. Cultural Impact Data**

- 4.1 The Council's annual Cultural Impact Survey gathers data from arts organisations in the city to demonstrate the economic and social impact of culture. The data gathered through the survey enables the city to;
- understand the city's cultural sector in terms of economic impact and social value;
  - demonstrate progress towards the Our Manchester Strategy and Cultural Ambition;
  - advocate for arts and culture and the Council's continued investment;
  - understand patterns of Manchester resident engagement in arts and culture (people and place) and identify any gaps or weaknesses - supporting work on Widening Access and Participation; and
  - create a resource for the Council and partner organisations which supports future business planning and funding applications.
- 4.2 The Cultural Impact Survey has been running in its current form for three years. The survey is compulsory for organisations funded by the Council in order to meet annual monitoring requirements, and open on a voluntary basis for any other arts organisations working in the city. Approximately 40 organisations complete the survey each year, which provides a very good baseline for understanding the value, reach and impact of culture in the city; and informs the priorities for the Widening Access and Participation workstream on arts and culture.
- 4.3 The results of the 2018/19 survey are currently being analysed and it is recommended that the detailed findings are presented to the November meeting of this Committee, alongside the report on Widening Access and Participation.

#### **5. 2019 Culture Awards**

- 5.1 2018 saw the inaugural Manchester Culture Awards - an initiative to recognise and celebrate the creativity, innovation and cultural excellence that the city is known for, from small community-based organisations and major large-scale venues and events. As well as recognising excellence across performances, exhibitions and events, the awards also celebrate the great work carried out by the sector to promote equality and diversity; health and wellbeing and talent and skills. There are also awards to acknowledge young people contributing to the creative life of the city and a Manchester People's Culture Award, which is chosen through a public vote in association with the Manchester Evening News.
- 5.2 This year we have received 327 nominations, an increase of nearly 50 from 2018. The finalists, who will be announced at the end of September, will be

invited to the awards ceremony on Saturday 9th November at the Manchester Central convention centre.

5.3 The awards are a fantastic demonstration of the commitment, creativity and enthusiasm of the people and organisations that comprise Manchester's thriving cultural scene and the impact that it has on the city, its residents and visitors. By way of illustration, a summary of the 2018 award winners is included at Appendix 1.

5.4 A short film of the 2018 event can be viewed here:  
<https://www.youtube.com/watch?v=1Y9f8lcX00Y&feature=youtu.be>

## **6. Zero carbon and the Climate Emergency**

6.1 Manchester's Cultural Sector has been leading the way in responding to climate change and recognising that the arts has an important role in helping society face up to the challenge of climate change and create a more sustainable future for us all. Our cultural organisations are in a unique position to challenge, inform and engage audiences and communities about the environment.

6.2 The cultural sector is uniquely placed to respond to the climate emergency and to contribute to the city's ambitious targets. Whilst addressing organisational carbon footprints remains a priority (the sector is responsible for less than 1% of the city's overall emissions) there are also major opportunities for creative engagement and collaboration with audiences, participants and partners on climate issues.

6.3 In July the Council passed a resolution declaring a Climate Emergency - recognising the serious risks around climate change for residents, the city's leadership to date in agreeing an accelerated zero carbon target for 2038, and the recent wave of action particularly by young people, both in the city and worldwide. The Council resolved to continue to work with partners to accelerate progress towards the 2038 zero carbon target.

6.4 Some examples of the cultural sector's leadership in this field are provided below;

### Manchester Art Gallery

Following the Council's resolution in July, Manchester Art Gallery has signed up with Culture Declares to declare a Climate Emergency and commit to radical action in relation to its own carbon footprint. The gallery is currently reviewing its policy and approach, built around the following priorities;

- Making the physical gallery green and working towards being carbon neutral - focusing on exhibitions, loans, business travel, energy use, cafe, retail and events. A carbon budget will be allocated to all activities, overseen and monitored by a gallery panel drawn from across the gallery.



- Encouraging social responsibility through community and stakeholder involvement, supporting community climate champions. The gallery will establish a citizen-assembly (with external partners and stakeholders) to determine strategic direction of the gallery and to set key policy.
- Becoming a public platform for climate activism as a respected and trusted educational organisation promoting public dialogue and raising awareness. The gallery supports community activation (including Extinction Rebellion, Manchester Families: Rising Up!, and Youth Strike) and is exploring options for a permanent space within the gallery to support awareness raising and dialogue.

### Manchester Libraries

Manchester Libraries recognise that the city's network of libraries have a major role to play in achieving the city's zero carbon target. This includes;

- purchasing books for loan to numerous people, reducing the amount of books needing to be produced and reducing paper production;
- electronic loans - the lending of E-books in Manchester is increasing by over 25% each year - currently at over 120,000 per year. This reduces the production of books and thereby reduces paper production;
- the Central Library cafe has pledged to become plastic-free by 2020;
- the city's libraries provide access to Council and other public sector public services, avoiding the need to travel to access information and service support by undertaking transactions online close to home;
- libraries can provide workspaces for Council and other public sector staff, reducing the need for travel for work;
- libraries are community hubs which supply information to neighbourhoods and residents. Information relating to the climate emergency and what residents should do to help can be delivered in libraries; and
- libraries are well-used community venues where campaigns can be hosted (e.g. around recycling, energy reduction etc).

Future plans to accelerate progress towards the zero carbon target include;

- Repair Cafes - where people bring equipment to be repaired free of charge by other members of the community, rather than throwing it away and buying new equipment - this works for kettles and other electrical equipment.
- Mending cafes for clothes, using sewing machines that are held in some libraries
- Urban wildlife walks, starting and ending at branch libraries.

### HOME

HOME has led the way in carbon literacy training, advocating climate change awareness and implementing actions to reduce the environmental impact of their working practices, operations, programming and activities. This has included;

- a pilot training programme of work achieving the target of 100% of staff trained in carbon literacy, for which HOME was awarded Platinum Carbon Literate Organisation Status in 2018. This has included training some members of the team as trainers and supporting other arts organisations with consultancy and advice;
- workshops, e-learning and film screenings in partnership with MMU between September 2016 and April 2017;
- a sustainable procurement policy and sustainable travel plan; and
- two honeybee colonies supported on the roof of the building.

### Contact

Contact's building, currently undergoing redevelopment, is already in the top 1% of the most environmentally friendly public buildings in the North West. Contact is also one of the lead National Portfolio Organisations working with Arts Council England and Julie's Bicycle (a national charity that supports the creative community to act on climate change and environmental sustainability) to provide leadership in sustainability to cultural organisations nationally. The capital redevelopment project is extending the building's existing naturally-ventilated system, so that the whole building – old and new – will be naturally ventilated. It will also increase the efficiency of the existing ventilation and heating system and introduce a new Building Monitoring System, which will enable the optimisation of the building's environmental performance, resulting in greater energy and efficiency savings in the future.

Other ways in which Contact support sustainable energy include:

- investment in an all-electric van and charging station;
- a Green Champions scheme, supporting staff engagement in environmental matters, environmental sustainability is also on the agenda for both staff and board meetings;
- achieved a Display Energy Certificate rating of A for two years running;
- electricity supply supplied entirely from renewable energy sources;
- creating a communications strategy for the public awareness programme
- investment in e-tickets and digital payments, which has greatly reduced paper consumption; and
- printing the programme brochure using vegetable inks on FSC certified paper.

### Manchester Arts Sustainability Team (MAST)

The Manchester Arts Sustainability team is a group of cultural and creative organisations established in 2010 to respond to the city's climate change priorities through joint projects. There are now 35 organisations involved and membership and is beginning to cover a Greater Manchester footprint.

Examples of projects include;

- Carbon literacy training - MAST partners have developed culture-specific carbon literacy training for staff which has been successfully delivered

through HOME. The training is currently being revised to ensure that it responds sufficiently to the Climate Emergency.

- Developing a zero carbon roadmap for the culture sector as part of the Manchester Climate Change Framework 2020 - 2038.
- C-Change - part of the EU Urbact project on Climate Change Action in Cities. Manchester is a lead partner, working with cities across Europe to transfer knowledge around the MAST model and to develop MAST's ambitions further.
- BASEE - a partner in Boosting Access for SMEs to Energy Efficiency, the Greater Manchester SME Zero Carbon Accelerator project.
- The Accelerator Programme – working with Arts Council England and Julie's Bicycle as part of the first cohort exploring what a zero carbon city looks like and mapping the journey that the creative sector would need to take to support the city to achieve its zero carbon target.

A recent statement from Manchester Arts Sustainability Team sets out their position on the climate emergency:

Manchester Arts Sustainability Team recognises that we are now in climate crisis. We support our city's declaration and that of our sector. We are fully behind the climate strike with each organisation responding individually. In many cases organisations are staging a 'walk-in' to engage with their teams and their audiences. We are also sharing our good practice at the walk-in at We Work on 20<sup>th</sup> September to encourage other sectors to collaborate and take action.

### Manchester City Council Cultural Investments and Grants

As part of work to deliver the city's Zero Carbon ambitions, the Cultural Investments and Grants will embed zero carbon into the design and delivery of future funding programmes and agreements. This might include, for example, a requirement for funded organisations to deliver carbon literacy training to staff.

## **7. Recommendations**

7.1 Recommendations can be found at the front of the report.