

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 6 February 2020

Subject: Delivering the Our Manchester Strategy

Report of: Executive Member for Skills, Culture and Leisure

Summary

This report provides an overview of work undertaken and progress towards the delivery of the Council's priorities as set out in the Our Manchester strategy for those areas within the portfolio of the Executive Member for Skills, Culture & Leisure.

Recommendations

The Committee is asked to note and comment on the report.

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1. Introduction

1.1 The Our Manchester Strategy was formally adopted by the Council in January 2016 and sets the ambitions for the city for the next ten years, to 2025, for Manchester to be:

- Thriving – creating great jobs and healthy businesses
- Filled with talent – both home-grown talent and attracting the best in the world
- Fair – with equal chances for all to unlock their potential
- A great place to live – with lots of things to do
- Buzzing with connections – including world-class transport and broadband

1.2 Executive Members are collectively and individually responsible for supporting the delivery of the Our Manchester Strategy and for providing political oversight and direction to officers for the better outcomes for Manchester residents. In October, the Executive also published its collective political priorities and those of individual Executive Members, all of which are aligned to the Our Manchester Strategy.

1.3 This report sets out how I, as the Executive Member for Skills, Culture and Leisure have sought to deliver these priorities over the past six months and is a twice yearly report to this Committee, with reports being submitted to Scrutiny Committees.

2. Executive Member for Skills, Culture & Leisure - Portfolio

2.1 As Executive Member for Culture & Leisure, my portfolio includes:

- Cultural Strategy
- Skills
- Events
- External Arts/Sports Bodies
- Galleries & Museums
- Indoor/Outdoor Leisure
- Libraries
- Markets and Hospitality & Traded Services
- Sport and Sport Development
- Youth Offer

2.2 The individual priorities for my portfolio are:

- Park Strategy and Libraries
- Inclusive and Affordable for all Manchester residents with increased access to Culture and Leisure.
- Youth Trust, Youth Strategy

3. Quality of Life (Libraries, Culture & Parks)

Widening Access and Participation.

- Central Library busiest public library in the UK. New 5 Years of success publication produced - 8.3m visitors to Central Library.
- The 2019 Summer Reading Challenge, with the theme of 'Space Chase', saw almost 9,000 Manchester children taking part, a rise of 17 per cent from 2018, reading a total of 44,000 books. The highest number in the whole of the North West.
- Open Plus introduced at Wythenshawe Forum - increasing access by 20 hours to 65 hours per week.
- Our 'Read and Feed' programme in Manchester. This took place at Gorton Library, Newton Heath Library and Fallowfield Community Library, The Place at Platt Lane. The initiative is designed to tackle the holiday hunger felt by children who normally receive free school meals, and also to increase the number of children taking part in the summer reading challenge. At all three libraries, hundreds of children were fed during the summer holiday, whilst also having fun with activities such as magician sessions, learning circus skills or creative crafting.
- Library staff seminars held to reinforce widening access and participation with workshops for delivery teams in relation to autism, dementia friends programme, working with young people.
- Funding secured for a libraries post from GMCA that will manage a project to reduce digital exclusion in the City. Post started in Jan
- Successful bid to Home Office "Libraries of Sanctuary" project which will make 4 libraries, Libraries of Sanctuary - Central, Longsight, North City and Wythenshawe Forum.
- The Human Lending Library - Manchester branch opened matching charity and social enterprise leaders with successful entrepreneurs as mentors - Business Library.
- Creative Spaces Programme delivered a successful Autumn programme at Longsight, North City and Wythenshawe Forum with neighbourhood libraries supporting cultural events. Included partnerships with Manchester Literature Festival, Big Imaginations Children's Theatre Network, Brighter Sound and Manchester International Festival. A successful strand of festival events co-produced with young people and local creatives, as well as a joyful music gig for under 8's and their families by the Rockin' Rhinos!
- In October, 4 libraries became Fun Palaces for the day, with 1300+ people attending. This is now an established part of the libraries events programme,

with libraries offering an amazing range of activities and events throughout the day.

- Central Library was the Peterloo Hub for commemorative events and activities.
- Launched a new Lithuanian collection in Central Library.
- Addison Act Exhibition recently launched at Archives+ in Central Library. This fascinating exhibition celebrates 100 years since the Addison Act which effectively started the building of mass Council housing.
- Black History Events - range of events led by Ahmed Iqbal Ullah Race Relations Centre at Central Library celebrating history, heritage and culture.
- Increase in library participation, borrowing and use of IT/Wi-Fi.
- Manchester Libraries and Archives has been awarded £485,000 from the Heritage Lottery Fund to be the North West hub of the British Library's Unlocking the UK Sound Heritage. The project runs from 2019 to 2022
- New city of Literature collections at Central Library which promote Manchester authors and Manchester publishers.
- International mother language day events at forum, Longsight, north city and central (21 Feb).
- Forum Library and Central Library delivering STEM activities as part of a GMCA programme. One stem activity per month at each of these libraries using resources from Manchester science museum
- Preparatory work began on building the new multi-agency Gorton Hub, which will include a new library to replace the existing building. The new library will be the same size as the current library and will have the same facilities in terms of meetings rooms and an ICT suite.
- Libraries developed an Age Friendly Action Plan and consulted the Age Friendly Manchester Assembly on this. A key part of this is that all libraries will be assessed to see if they meet the Manchester Libraries Age Friendly requirements.
- Libraries Housebound Service now tackles digital exclusion experienced by many housebound people. The staff and volunteers offer to help the customer to use technology that they own - for example tablets, and loan tablets to customers who do not own them.

Culture

- Culture Awards - The winners of this year's prestigious Manchester Culture Awards were announced over the weekend at a special awards ceremony. This is only the second year of the awards, which were established last year to recognise the very best of culture in the city. The awards recognise both the massive contribution culture makes to the city's economy, and the role of culture in helping to make Manchester a vibrant place that people want to live in, work, and visit. The cultural call-out back in June saw 327 (an increase of 50) nominations made across twelve different award categories. This was another phenomenal year for the Manchester Culture Awards, both in terms of the number of entries and also the standard of those nominated - which was quite simply off the scale and world-class. What was so brilliant again about the entries is that they really showed off the incredible range and quality of cultural activity that has taken place in Manchester over the last year.
- Work to establish the Manchester Cultural Education Partnership (MCEP) is being progressed. The MCEP will comprise of practitioners from across the education, cultural, youth and play and business sectors and the Local Authority. There are currently 15 schools and education settings actively involved in MCEP and we expect this to grow as the partnership develops. MCEP is also committed to ensuring that children, young people and their families have authentic involvement.
- New website - Loads To Do, which will be a 'one stop shop' promote arts and creative opportunities across the city to all of Manchester residents is in development.
- Cultural Impact Survey undertaken and data being analysed.
- UNESCO City of Literature - has been formally constituted and registered, Chair and Director now appointed, the two further staff members recruited and Libraries Festival weekend being developed for 2020.
- Music Cities Network launch was held in October 2019 with an event at The Yard in North Manchester. I was joined by the lead from Aarhus Music City, Dave Moutrey and Kathy McArdel of the British Council to invite sector partners to start the visioning work for Manchester's designation.
- Music Research - ERF funds were secured to commission a major study of classical music audiences and good practice in programming and audience reach. Creative Tourist and the Audience Agency have been jointly commissioned to undertake the work, due for reporting in March / April 2020
- Ripples of Hope Festival launched last week.
- I addressed the annual Association of British Orchestras (ABO) conference on 31 January, as part of a panel discussion chaired by John Summers, CEO of the Halle Concerts Society

- Manchester Art Gallery welcomed 731,002 visitors last year, making us the most visited museum or gallery in Manchester. This represents a continuation of the upward trend in visiting we have seen at MAG in recent years: visitor numbers are 14% up on the previous year and almost double (94% increase) on visitor number in 2010.
- Manchester Art Gallery has developed 'Free for Manchester Schools' in partnership with, Manchester Central Library, Archives+ and Ahmed Iqbal Ullah Race Relations Resource Centre. These immersive learning experiences involve KS2 classes who spend a day visiting the Gallery and Library and use the city's collections to find out about either; Ancient Greece, Manchester and Writing.
- The schools' managers from Manchester Art Gallery and the Whitworth are working together to create a new Initial Teacher Training Programme with MMU that will be offered in the new academic year. This will come under the development of the Manchester Cultural Education Partnership.

Zero Carbon and the climate emergency

- 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.
- 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 there are also major opportunities for creative engagement and collaboration with audiences, participants and partners on climate issues.
- 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.
- Manchester Libraries recognise that the city's network of libraries has 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;

- 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'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.
- Manchester Arts Sustainability Team (MAST) 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.

Parks

- Secured £75k from European Grow Green Project to develop a strategy for the River Valleys in Manchester - Irk, Medlock, Mersey
- Partnership launched with Lancashire Wildlife Trust for the My Wild City Project will see the development of a biodiversity strategy for the city and parks have a significant role to play in this. This will also support our climate emergency response.
- Lancashire Wildlife Trust commissioned to develop work plans for Sites of Biological Importance. Work has commenced on the first 5 identified sites.
- 15 Park plans completed, 35 more identified

- North Team use bikes for park inspections and in the last year covered 903 miles, burnt 45,150 calories and saved 536kg of CO2.
- New catering contracts include environmental conditions and monitoring for CO2 reduction, recycling, eradication of single use plastics.
- Electric vehicle at Heaton Park has saved approx. 1.4 tonnes of CO2 per year.
- Increase in attendance of 40,947 at organised Firework Events 2019, compared to 2018
- Parks offer 106 activities per week based on physical activity, this has increased from 90 in the previous period.
- There are 4,500 events and activities per year, in Manchester Parks.
- Across the city there are 110,900 registered volunteers giving 278,600 hours per week. Approximately 10% of these volunteers give their time in parks.
- 4 capital schemes totalling 782k have been delivered in the last 6 months with a focus on play and physical activity.
- Funds of £200k, have recently been allocated from the remaining Clean City budget previously agreed for this purpose for the most urgent works in repairing safety surfacing, this programme is now in development for completion in March 2020.
- Commitment from Age Friendly Manchester to develop an Age Friendly standard across the city for Our Parks.
- New cafe contract awarded at Fletcher Moss Cafe and trial cafe launched at Fog Lane Park.
- Friends of Wythenshawe Park and Friends of Didsbury Park are first groups insured under MCC policy to work unaccompanied in our Parks
- Friends of Fletcher Moss Awarded UK's Best Park "Much Loved" through the Fields in Trust in September 2019.

4. Young People Matter

Strategy:

- The strategy has been re-written and now includes the Council's commitment to young people, emphasising the role of the Local Authority team. In addition, it focuses on the wider youth offer which includes the whole of the portfolio.
- The strategy now links directly to the Our Manchester strategy

- Skills for Life included in the strategy
- The strategy has been approved at scrutiny and executive.
- Comms are now producing a one-page document so we can have a strategy launch.
- new structure process underway with HR
- strong relationship developed with Young Manchester and the Youth & Play sector - heavy involvement in the recent funding round.

Youth Council:

- Make your mark: - another successful performance with over 24K young people participating in the ballot. This is a 50.3% turnout.
- Top performing GM authority in the ballot, and forth best performing in the North West.
- 8 schools received awards (presented by Fiona Worrall) for the numbers of young people participating in Make Your Mark
- Youth Council presented findings at the Children's Trust Board.
- The redesign of the youth council has commenced with the agreement that there will be a shadow youth cabinet.
- Youth Elections planned to begin in February.
- Re-launch of Manchester Youth Council following the elections
- Social media presence increased, with short videos.

Youth Buzz Awards:

- Youth Buzz Awards have received over 100 nominations, which is an increase on last year's nominations
- This year's nominations are more evenly spread, and include more nominations from youth providers.
- Jenny Powell and Lemn Sissay have been secured to be present at the event.
- Skills for life weaved throughout the categories.

Youth Climate Event

- The successful completion of the 2nd Youth Climate Summit
- 350 children and young people attended event
- This year there was a showcase of young people's projects, with 3 schools presenting to the summit the good work they have been involved in with relation to climate
- All schools involved submitted pledges
- 7 schools signed up to pilot the new skills for life environment badge.
- Amazing example of partnership working

Skills for Life

- Skills for life moved into the youth team in November.
- The procurement process for the skills for life app has now been completed, with Kloodle the successful company
- Toolkits have been produced for both primary and secondary schools
- Skills for Life officer is involved in the Wythenshawe Education board to investigate how the project can be used to support Wythenshawe children transitioning to local secondary schools.
- Quarterly briefings planned for Children's Service's staff teams to ensure connection remains strong
- CPD planning in process in place for secondary schools to launch new badges and activities

MCRactive

- MCRactive is now established, a unique organisation and the country's first governance collaboration between sport, health and a City Council, launching a 10-year strategy.
- Our leisure facilities are busier than they have ever been with over 3.4m visits per annum, an increase of 192,000
- 7,200+ young people learning to swim every week - the highest number ever achieved in Manchester.

- 10,000+ under 17 and over 60 locals who continue to enjoy Free Swimming in our pools, with more young people taking up the extended weekend access we introduced.
- Volunteering across the city has also never been stronger with 7,200+ volunteers (344 additions in 2019) delivering on average 2,483 hours per year.
- Events reputation strengthened as a world class sports city, showcasing the very best events in track cycling, football, BMX, squash, speedway, taekwondo, athletics, tennis and basketball.
- The Tour of Britain raced through the heart of Deansgate for the first time in 15 years and thousands more engaged in the Let's Ride Manchester, demonstrating collaboration with partners - bringing all ten GM boroughs together to host an event for the first time.
- Following a successful home Cricket World Cup, we connected local businesses with India, and delivered a GM wide investment for non-turf cricket facilities. 16 new non-turf wickets will soon be installed across 13 sites in Manchester.
- Over £10m+ invested into community facilities including Moss Side Leisure Centre, Belle Vue Leisure Centre, Debdale Outdoor Centre, East Manchester Leisure Centre, Denmark Road Sports Centre and North City Family & Fitness Centre.
- £1m investment in new Outdoor Athletics Track, in preparation to play a major role in the athletics calendar hosting the British Athletics Championships Olympic Trials as well as the English Schools Athletics Championships for the first time.
- Digital and data project committed over £550k that will transform the leisure digital marketplace in Manchester, providing opportunities to access and find inspiration on sport & physical activity.
- MCRactive Pay & Play card continues to grow from strength to strength having now signed up an additional 100,000+ users.
- Partnered with key health organisations; Manchester Local Care Organisation (MLCO) and Manchester Health & Care Commissioning (MHCC) laying the foundations for future transition and collaboration.
- Support secured from key sport and health partners, over £2.8m was committed to undertake engagement pilots that will revolutionise our communities' relationship with physical activity.
- Trialled the power premier league football, using MCFC 'fandom band' to drive health check-up attendance targeting aged 40+, M11 residents doing less than 30 mins per week.

- Active Streets delivered across neighbourhoods demonstrating 'social value', bringing together a range of services including waste and recycling, street cleansing and sport, 'closing off' 14 different streets in 12 wards, with nearly 600 adults & children enjoying activities.