

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 5 March 2020

Subject: Community Events Funding and Applications Update

Report of: Strategic Director (Neighbourhoods)

Summary

This report provides an update on the funding of Community Events and additional information related to applications to the Community Events Fund.

Recommendations

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

Wards Affected: All

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

Recipients of Community Event Funding support must:

- Demonstrate a commitment to implementing a range of sustainable event practices as part of the management of their event in order to support MCC's Carbon reduction target.*
- Work with MCC and partners to support Manchester in accelerating its efforts to encourage all residents, businesses and other stakeholders to take action on climate change

It is a requirement that 'MCC's Sustainable Event Guide for Community Events' is used as part of the planning, management and monitoring of sustainable practice. The document has been produced to help support community event organisers incorporate good practice in to their event planning and delivery.

Our Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Community Events play an important role within the city's growth strategy by attracting investment, raising the profile of the city, creating employment opportunities and contributing to the city's resident and visitor offer.

A highly skilled city: world class and home grown talent sustaining the city's economic success	Engagement in cultural and community activities enables local residents to learn new skills and participate in creative programmes including volunteering.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Engagement in arts and culture through Community Events enables local residents to improve their health and wellbeing, to develop confidence and resilience and to learn new skills
A liveable and low carbon city: a destination of choice to live, visit, work	Community Events provide creative, artistic and heritage opportunities which engage local residents and visitors.
A connected city: world class infrastructure and connectivity to drive growth	The supported community event organisations increasingly produce digital artistic content to support their activities which support connectivity with other places and extend the reach of their event beyond the local community.

Contact Officers:

Name: Neil Fairlamb
Position: Strategic Lead: Parks, Leisure & Events
Telephone: 0161 219 2539
Email: n.fairlamb@manchester.gov.uk

Name: Mike Parrott
Position: Events Lead
Telephone: 0161 234 5242
Email: m.parrott@manchester.gov.uk

1.0 Introduction

- 1.1 Manchester is proud of its diverse population and the City Council is committed to providing opportunities to connect people from different backgrounds and to help people learn about each other through a range of activities in various settings
- 1.2 Community events in Manchester are an integral part of the fabric of the city and the City Council's support through Community Event Funding recognises the potential contribution that events can make to communities, the local economy and to Manchester City Council policy priorities.

2.0 Community Events Funding - Background

- 2.1 In line with the vision, principles and aims of the Manchester Events Strategy 2019 – 2029, the City Council's investment into events is differentiated between those that are aimed principally at supporting our communities and animating the city and those which generate significant economic value and profile for the City through the development of the visitor economy.
- 2.2 There are three identified strands to the community events offer in Manchester, these are:
 - Civic Community Events
 - Community Events Funding (CEF) Programme
 - Neighbourhood Events
- 2.3.1 **Civic Community Events:** These are major events developed and delivered directly by the City Council that offer city-wide community engagement, participation and attendance opportunities – and are underpinned by commercial income revenues and other funding streams. In 2019, funding was allocated to develop and deliver the civic community focused major events of Manchester Day, Festival of Manchester, Christmas Lights Switch On, New Year's Eve Fireworks and Park Bonfires.
- 2.3.2 **Community Events Funding (CEF) :** Designed to support externally organised 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 and the strengthening of community relations.
- 2.3.3 **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 funding is subject to individual applications and priorities for each ward and the services.

- 2.4 The three identified strands of support ensures that Manchester's community events offer extends beyond those funded via the administered Community Events Funding programme. Regardless of size or purpose, all these community events have a role to play in making Manchester the best it can be.
- 2.5 Common characteristics of a Community Event within the scope of CEF funding are identified as follows:
- A Community Event may be defined by ethnicity, country of origin, heritage or nationally significant day of celebration and will promote a sense of shared identity and a sense of collective belonging
 - A Community Event should provide an accessible way for people to find out about other cultures and backgrounds.
 - A Community Event should celebrate 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.
- 2.6 The eligibility criteria for CEF funding stipulates that events to be supported via this mechanism should be:
- 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.
- 2.7 As a general rule, CEF funding is not the appropriate mechanism to support:
- Religious or faith based content
 - Political or single issue based content
 - Conferences, conventions, exhibitions or seminar programmes
 - Commercial or for profit events
 - Private events
 - Neighbourhood events specific to a single geographic location or council ward.
 - Organisations in receipt of a Manchester City Council Cultural Partnership Agreement Grant

3.0 Community Events Funding (CEF) Programme 2019/20

- 3.1 The mainstream revenue budget allocation held annually for the purpose of the Community Events Funding Programme is £156,500. In 2019/20 the funding made available was increased to £161,000 through the realignment of other funding opportunities.
- 3.2 The allocation to the CEF programme delivered in 2019/20 is set out below.

<u>T1 - Existing Grant Allocations / Assignment:</u>	2019 /20 Budget Assignment
International Women's Day (IWD)	15,000
Manchester Pride Parade	12,000
Holocaust Memorial Day	2,000
Community Parades/Processions	3,000
Armed Forces Day	2,000
	Total £34,000

<u>T1 – Annual Applications (recurring)</u>	2019 /20 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
<u>T2 – Programme Development (new supported community events)</u>	
MACFEST	£7,500
AfroJam	£2,000
Windrush Day	£3,000
	Total £127,000

*An alternative funding source was set aside to support the Wythenshawe Games application.

<u>2019/20 Declined Applications</u>	Funding Requested
Manchester Folk Festival	£20,000
Greater Manchester Fringe Festival	£8,000
Nagar Kirtan	£2,000
Excavating The Reno	£19,968
Manchester International Textile Week	£1,250
Festival Of Nature	£5,000
International Music Festival	£15,000
International Women's Day – Well Being Day	£150

- 3.3 Whilst this year's community events programme has yet to be completed and fully evaluated, it is projected that by the end of the financial year the City Council's CEF investment will have supported 15 community event organisers to deliver 28 days of live events activity, attracting an estimated 275,000 attendees and participants and leveraging in the region of £750,000 of support funding.

4.0 2020/21 Community Events Funding

- 4.1 The City Council revenue funding available for Community events in 2020/21 remains at £156,500 for the ninth successive year, however, to facilitate growth in the programme an additional level of commercially generated income has been redirected back in to community events alongside the realignment of other funding opportunities. This promotes an 18% uplift in available Community Events Funding to £185,000 for investment in 2020/21.
- 4.2 The City Council will continue to fund the existing grant commitments / prescribed assignments from the available CEF budget not via the application process. This grant funding supports umbrella events with a reach across different communities eg International Women's Day, Holocaust Memorial Day and Armed Forces Day and facilitates small scale community parades/processions.
- 4.3 The balance of the budget is made available through the CEF application process. The assessment process for the Community Events Funding Programme 2020/21 is underway and 20 individual applications have been received. As in previous years the applications will be initially evaluated against the set criteria for funding.
- 4.4 The City Council will continue to provide its year on year support to established large scale annual community events, providing each event clearly continues to meet 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.
- 4.5 Growth in the programme is primarily provided via the Tier 2 CEF allocation which is directed at new or developing community events. Recognising that is not financially viable to support all events, funding in this category will be provided to events that meet an identified gap in the Community Events programme or to recurring events that have sustainable growth potential.
- 4.6 Whilst the identified funding uplift in 2020/21 continues to facilitate a level of growth in the programme, the ongoing ambition remains to address how the programme can be refreshed year on year and how existing and new funding mechanisms can be targeted to build on the progress made in recent years. The opportunities to be reviewed include:
- the generation of income from additional commercial event activities that can be redirected to support Community Events
 - the realignment of other areas of funding to offset pressure on the available Community Events Fund.
 - Capacity building with the established community event organisers to improve their ability to attract or develop other sustainable funding

streams, reducing the need for the City Council to invest at the same level year on year.