

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 11 October 2018

Subject: Manchester International Festival

Report of: Deputy Chief Executive

Summary

This report provides a picture of work carried out by Manchester International Festival (MIF) to widen participation since the last Festival in July 2017.

Recommendation

The Committee is invited to note the report.

Wards Affected: All

Alignment to the Our Manchester Strategy Outcomes (if applicable)

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	MIF supports economic growth by substantially raising the city's profile, drawing in national and international visitors and attracting inward investment by positioning Manchester as a leading cultural city with an ability to showcase major large-scale events. 504 staff were contracted to work on the 2017 Festival which had an economic impact of £40.20 million; The Factory is projected to create almost 1,500 full-time jobs and add £1.1 billion to the city's economy over a decade. We are focussed on diversifying our staff base, increasing representation from within the city of Manchester and from diverse communities: 28.5% of our current workforce are now from the City of Manchester, with 72.5% from Greater Manchester; we've seen a 40% increase in ethnic diversity, a four-fold increase in disability representation.
A highly skilled city: world class and home grown talent sustaining the city's economic success	MIF delivers world class training placements and programmes working with schools, colleges, universities and training providers across the City and world. We have recently appointed 3 new posts to drive this area of work including 4 new

	<p>traineeships aimed at harder-to-reach groups, new talent development programmes for local artists, work introductions for Care Leavers, collaborative sector-based work academies to broaden access to entry level roles, local, national and international placements and training projects and driving a new Cultural Skills Consortium to establish 50 new and world-class creative apprenticeships by the time The Factory opens. Within all of this activity there is a focus on making arts careers more accessible and attractive to Manchester's residents.</p>
<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<p>MIF has grown and extended its audience and engagement programmes significantly over the past year to connect with more diverse communities. We have a new Youth Forum and a significantly more diverse Board; we now deliver engagement work year-round, all across the City - including MIF socials, micro-Festivals in people's houses, MCC library meet-ups and talent development opportunities. We co-design our work with a growing community of almost 1500 individuals who want to help shape our work and our MIF volunteers continue to support us year round. We create new cultural experiences, creative capability and networks for our local communities and have been shortlisted for a number of cultural and community awards including Creativity in the Community at the Manchester Be Proud awards.</p>
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	<p>Manchester International Festival plays a significant role in making Manchester a liveable city and a great place to live, work and study. Our widening participation work drives local cultural enjoyment and new audience development, and skills development, health, wellbeing, education and learning were all evident as key outputs. Commitment to social and environmental sustainability runs through all of our activity; carbon literacy training is now mandatory for all permanent staff and we are committed to reusing or recycling 75% of our props and sets with no more than 15% of waste from Festival Square going into landfill.</p>
<p>A connected city: world class infrastructure and connectivity to drive growth</p>	<p>MIF aims to be a world-leading Digital arts organisation with technology at the heart of what we create, how we reach people and how we build our partnerships. Our 2019 Festival programme will include new and ambitious digital partnerships, art, live-streams, skills development and platforms that support growing digital industries and</p>

	infrastructure in the city. During the 18 days of the 2017 festival, we reached over 10.3million people in 160 countries worldwide through our social channels and websites. Our work continues to tour globally reaching international audiences of 130,000 since July 2017 and helping to build new partnerships and inward investment into the City. Every month in 2018 there is an MIF show being presented somewhere in the world.
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Background documents (available for public inspection):

None

1.0 Executive Summary

'One of the leading worldwide incubators for new, cutting-edge art. Though the festival has an international outlook and reputation, it also showcases Manchester stories and talent.' New York Times, June 2017

- 1.1 This is a time of unprecedented change for Manchester International Festival (MIF) as the organisation prepares to deliver its next Festival of world-class contemporary art in July 2019 and develops the capacity to run The Factory – Manchester's new flagship cultural venue and one of the most exciting cultural projects happening across the world.
- 1.1.1 The work of The Factory will be informed by staff, participants, audiences and artists who reflect the vibrant diversity of our global city. We are proud to already involve a wide-ranging community in our decisions, programmes and plans for MIF and will extend this even further over the coming years. Whilst continuing to be a globally significant international arts Festival **MIF17** was the most open and accessible edition to date attracting more diverse participants and audiences than ever before and welcoming close to 5000 local residents to be an integral part of their City's Festival through volunteering, participation, skills, training and development activity.
- 1.1.2 Since then we've made even greater strides to broaden our reach. **Organisationally** we've established a **new MIF youth forum** of 20 young people from across Manchester; we've made 9 new board appointments including **our first young person's board member Amy Lawrence**, British artist and local champion **Lemn Sissay** and Wakelet Founder **Jamil Khalil**, all originally from the Manchester region and representing diverse communities. We've increased our Creative Engagement team from 5 to 7 and added a **new skills and training team** to drive a new city-wide Consortium to revitalise the creative skills, training and employability agenda across the City. Internally we've seen a **40% increase in ethnic diversity** and a **four-fold increase in disability representation** through making our jobs more accessible and higher profile to more diverse communities. We are now projected to be ranked 10 out of 100 for Equality and Diversity amongst Arts Council England's Band 3 National Portfolio Organisations.
- 1.1.3 Over the past year we've grown and extended our audience and engagement programmes to connect year-round with more diverse Manchester communities. We invited one of Belgium's leading children's theatre companies to perform to **557 people from Manchester schools and families** at the Manchester Communications Academy in Harpurhey; also delivering workshops and placements on the show to **158 young people from North Manchester schools**; we've forged international connections between **117 young Mancunians** and New York's The DREAM Ring via *BREATHE* – a street dance and spoken word activity in Hulme, with similar numbers to come in Harpurhey this November; we've co-presented a national conference in Manchester for 150 young creative leaders (including 10 young leaders from our city who attended for free and over 2000 additional online viewers); we're currently inviting **500 young Mancunians** to attend our pre-Factory music gigs

for free in November 2018; and we continue to work with **refugee and asylum seeker** groups, and **Homeless** groups, through our ToGather and Manchester Street Poem legacy work, with a key role in the International Arts & Homelessness Festival this coming November. We have been shortlisted for 4 Manchester Culture Awards and a Be Proud award for Creativity in the Community.

- 1.1.4 Alongside this we've supported residents from **Hulme, Whalley Range, Crumpsall, Ancoats, Cheetham Hill, Moss Side, Ardwick, Beswick, Levenshulme, Wythenshawe, Old Trafford, Chorlton and Deansgate** to plan their own micro-international Festival via our ***Festival in My House*** initiative. This uses the knowledge and skills of the MIF team to help individuals and communities develop an original and ambitious Festival idea and deliver it within the homes and community spaces of Manchester residents, helping to build local skills and knowledge of creating and producing live events. 10 editions of Festival in My House have so far taken place in 10 different wards across the city. Each Festival has been different and has showcased the unique creativity and culture of a particular Manchester individual or community. This has included **Grime artists from Hulme, the Ukranian community in Wythenshawe, African and West Indian culture in Moss Side, Pakistani wedding culture in Crumpsall, slam poets in Old Trafford and Latin-American dancers in Cheetham Hill**. FIMH is open to all: 14 people have hosted a Festival and together they have worked with over 50 local artists, performers and food providers as well as welcoming over 500 audience members. As we head towards the next MIF in July 2019, Festival in My House is expanding into Greater Manchester and we are continuing to work with the people of Manchester through a new initiative, Festival in My Neighbourhood, where individuals or groups partner with each other in a communal space (such as a local park, library, place of workshop or community centre) to plan and host their own micro-international Festival.
- 1.1.5 Beyond our flagship, now year-round creative projects we've delivered a series of community socials to expand our reach. These have so far taken place in **Moston Miners Club, Hulme Community Garden, The Wonder Inn, PLANT NOMA, Old Granada Studios and Leaf** and been attended by close to 1000 people drawn from communities across the City. We've held additional sessions to **co-design our creative engagement** programmes and developed a new pilot partnership with **MCC Libraries** to connect with new people via their local library spaces. As part of this work we've already employed over 20 local artists and connected with a wide range of local people with plans for significant expansion in the lead up to the Festival next July.

- 1.1.6 All MIF engagement activity is free, open to all and connects MIF more deeply and regularly with more diverse communities in the city. We are seeing our reach and profile across the city grow and have employed a new **Cultural Connector** to develop this further. As we head towards our next edition we've also reduced the cost of our discounted tickets for Manchester residents on a lower wage from £12 to £10, and plan to launch a new young person's scheme offering exclusive access to Festival events and cultural activities.
- 1.1.7 As we develop our capacity to run The Factory, we are making good progress with our commitments to new **skills and training** pathways making arts careers more accessible and aspirational. This includes: a **new skills and training Director and Coordinator** focusing on the development of a **new city-region-wide Cultural Skills Consortium** which by the time Factory opens will employ **50 apprenticeships** on a transformational new development programme working across the City. Work under development also includes new **sector-based work academies** to support out of work or vulnerable residents to access their first roles in the arts; **4 new traineeships** at MIF (to be advertised in October 2018) and the development of new national cultural apprenticeships with Manchester cultural employers taking the national lead.
- 1.1.8 The totality of this work aims to ensure that as we head towards MIF19 and The Factory we continue to deliver an internationally significant arts Festival bringing national and international profile, visitors and investment to the city, whilst ensuring that MIF's work drives cultural engagement, training, skills and new audience development for the benefit of all of our City's residents.

Feedback on MIF Creative Engagement activity:

'MIF is lifting the culture out of the city and putting it on a pedestal' Young local artist

"This was a long journey with an amazing ending. Never experienced anything like it". Participant with BREATHE

"Studio Orka's production of INUK was so incredibly brilliant. An extremely engaging quartet of actors. It was completely captivating privileged to be hosting it at @ManComAcademy in conjunction with @Z_arts_mcr @MIFestival"

"Never heard of MIF, never bothered with it, arty farty. I just thought it was all Tracey Emin and him who put that cow in that water stuff. Art just never interested me. Street Poem was brilliant; it really got a message out to a lot of people about the homeless and my role was kind of saying what it's like on the street and what these people are going through, with the experience I've got. I walked away with a new way of explaining homelessness to people" Manchester Street Poem

"Olia is my neighbour so I got an invite [to Festival in My House] via the Something Ukranian website. I must say Ukranian Culture and music was fantastic. I'm South African so it helps me learn a little bit about my new community and the diversity we have." FIMH audience member

“I am here to have my first ever performance, taking a leap and putting myself out there really and not hiding.” Local spoken word artist for Slam Poetry Festival in My House.

“[The host] opened up his home to his immediate neighbours, to warm his community up to what he does and introduce them to him. Sometimes people can misunderstand each other and people can have preconceptions and stereotypes about each other so there is still room for people to open up their door and say come in, share some food, listen to some music and break the ice a bit.” Co-curator FIMH.

2.0 Detailed information

2.1 Organisational development

Key progress:

- 2.1.1 9 new Board appointments in Autumn 2017 including **a new, young person’s board member - Amy Lawrence**, the artist **Lemn Sissay** and Wakelet Founder **Jamil Khalil**, all originally from Manchester and its surrounds and representing diverse communities;
- 2.1.2 **a new MIF Youth Forum** to ensure the voices and ideas of young people are represented in MIFs work and planning; this will shortly be joined by **a new People’s Panel** with a similar remit and feeding into MIF’s Artistic Director, creative and communications teams;
- 2.1.3 **a significant expansion of the Creative Engagement team** at MIF from 2FTE in 2016 to 7 FTE in 2018 including new roles of **Cultural Connector** (working on the ground across the city to connect more widely), **Community Producer** (working with communities and individuals to enhance their own creative capability) and **Talent Development Manager** (working to build mutually supportive connections between MIF and local artist communities). The team now deliver an enhanced, year-round programme outlined in Section 3.
- 2.1.4 **a new skills and training team** including a Director-level appointment to drive a progressive new cultural skills and training agenda both within MIF and The Factory and across the city;

2.1.5 **enhanced recruitment processes** to increase the number and diversity of applicants. This has led to:

- a 40% increase in ethnic diversity amongst MIF employees in 9 months (MIF is now above the ACE, NPO, GM and UK figures);
- an increase in disability representation among core staff from 1% to 4% (now in line with the ACE NPO figure);
- a more even representation of age amongst staff at MIF;
- a 10% increase in staff who define as gay/bisexual/other (comparing very positively in comparison to ACE, NPO and Overall UK Workforce statistics).

2.1.6 **just under 200 individuals** attended two informal open evenings at MIF offices to meet the team and explore job opportunities available.

2.1.7 a projected* ranking for Equality and Diversity amongst Arts Council England's top tier (Band 3) National Portfolio Organisations of 10 out of 100

**MIF is not currently included in these rankings due to previous work force size.*

2.1.8 Additionally, MIF has stepped up its role in strategic, city-wide collaboration on creative engagement, training and skills by convening and coordinating networks of cultural and education professionals, in particular the Local Cultural Education Partnership and the Creative Engagement network. This includes working with **MCC's Intelligence Hub** to develop an online resource to support mapping and coordinating where cultural organisations are developing engagement work across the city to address issues around cold spots.

2.2 **Audience development**

Key progress:

2.2.1 A number of artistic events and audience development activities have been delivered outside of the core Festival dates to connect with and develop new audiences (including local family audiences from focus areas, young people and national and international visitors). Examples include:

- **Family audiences:** in July 2018 MIF and Z-arts presented performance by one of Europe's most prestigious theatre companies - Studio ORKA – at the Manchester Communications Academy in Harpurhey. The show, performed in a specially built set inside a shipping container on site at the school, was performed to 557 people with a further 158 young people engaged in workshops or education placements. Students from the Academy received front of house training to welcome audiences and gained invaluable insight into the roles and responsibilities of MIF staff in Technical Production, Producing and Press. Our Creative Engagement team and Z-Arts hosted a range of drama workshops with Manchester Communication and Primary Academy in Harpurhey to promote student understanding of INUK as well to invite their families to the performances. The school also hosted a special VIP opening

night for students where craft activities were offered inspired by the performance.

- **Young People:** MIF has continued to collaborate with New York's The DREAM Ring to bring **BREATHE** - a dance and spoken word competition in which pairs of dancers and poets battle against each other – to Manchester. This Autumn sees the second instalment of the collaboration taking place at Factory Youth Zone in Harpurhey. This follows its first presentation in Hulme in April 2018.
- **Trailblazer events** for The Factory take place in October and November 2018 aimed at developing new audiences in the Under 26's (MIF vs The Warehouse Project) as well as attracting new national and international visitor markets (*Everything that happened and would happen*). This includes inviting 500 young people to attend the artist Bugzy Malone's gigs free of charge in partnership between MIF and with youth groups across the city region.
- In September 2018 MIF is co-presenting in Manchester a national conference aimed at aspiring and emerging cultural leaders, change-makers and creative entrepreneurs under 30 years of age. Featuring a dynamic programme of leadership insights and thought-provoking debate, with the space to network and exchange ideas, **Emerging Futures 2018** tackles the key issues of our time – **technology, cultural democracy, wellbeing and leadership** and is presented with the Clore Leadership Programme. A number of bursaries have been made available for young leaders from Manchester who might not otherwise be able to attend to ensure their place.
- In October 2018 MIF will **launch the first of its new commissions for 2019** and we are hard at work with partners to plan audience development strategies for each new event. Alongside the launch of our new programme we will continue to offer **£10 tickets for Greater Manchester residents on a lower wage** and will also launch **a new Young Person's Scheme** offering ways for more of our region's young people to gain exclusive access to Festival events and cultural offer.
- MIF continues to attend and contribute to key cultural and community events in the city to raise awareness of our cultural offer; including, for example, the recent Festival of Manchester. We continue to work with our partners from Manchester Street Poem to imagine what **a homeless friendly Festival offer** would look like, and we continue to work with our refugee and asylum seeker participants from ToGather to better understand and plan how they might access and be a part of MIF19.

2.3 **Creative Engagement**

- 2.3.1 MIF's creative engagement programme experienced unprecedented growth in MIF17 as part of a strategic shift to increase the depth and range of connections across the city. Record numbers of residents took part and the team worked with **68 different education partners. Members of the public were involved in 57 performances** across the Festival. Seven of the

Festival's key commissions included participatory activity, with three commissions having Manchester residents at their core.

- 2.3.2 This activity enhanced a sense of place, ownership and legacy for the Festival as communities and artists were brought together in new, transformative and powerful ways. **Skills development, health, wellbeing, education and learning were all evident as key outputs.**
- 2.3.3 This work has continued since the closing of MIF17 so that alongside the biennial international festival, a year-round calendar of activity now takes place across Manchester including **regular MIF Socials, library meet ups, micro-festivals in people's homes and opportunities to develop your talent.** This new programme of work is **FREE, open to all** and serves to connect the work of the Festival more deeply and regularly with more diverse communities in the city.

Key progress:

- 2.3.4 Growth in membership of MIF's Creative Community: currently 15% of our participatory community (approximately 500 individuals) are from those areas within Manchester considered a focus (referred to as key wards). This suggests that good progress has already been made in encouraging individuals living in these key wards to become involved; a map based on postcode analysis helps indicate both those areas of the city where further Festival activity might help build interest, such as Crumpsall, and areas which are relatively cold and might need more focused attention, such as parts of East Manchester and Wythenshawe;
- 2.3.5 Engagement of Manchester residents in shaping our programme of work: through co-design and consultation sessions taking place throughout Autumn 2017 to share ownership of MIF programmes and to explore ideas and interest in MIF evolving its existing programmes of work to greater support communities to develop their own creative capacity.
- 2.3.6 Festival in My House, which helps people in Manchester to create micro-festivals for their own community (and helps them to develop festival and event management skills in the process) has to date delivered 10 editions with 12 more in planning; a new initiative Festival in My Neighbourhood extends the model beyond individuals to groups of people planning a micro-festival for their community. FIMH activity has already, or is planned to, take place in the following wards: Hulme, Whalley Range, Crumpsall, Ancoats, Cheetham Hill, Moss Side, Ardwick and Beswick.
- 2.3.7 Quarterly socials act as touch points for engagement year-round and take place across the city; to date these have included activity in Leaf, The Wonder Inn, PLANT NOMA, Old Granada Studios Moston Miners Club and Hulme Community Garden, employed a range of local artists and attracted close to 1000 attendees.

- 2.3.8 A new partnership with MCC Libraries pilots the potential for further MIF meet-ups in libraries across the city; our next event is on 12th November at North City Library.
- 2.3.9 Pre-Factory events and activity provide further opportunity for engagement including, for example, 15 individuals participating in the rehearsals of Heiner Goebbels Everything that Happened and would happen.
- 2.3.10 A programme of creative engagement and participatory commissions continues to be developed for MIF19 which will again include local residents creatively collaborating with artists from across the city and the world. In collaboration with Laing O Rourke this will include a new programme of creative engagement around the construction of The Factory which will commence in January 2019. To date there are 12 commissions that have some element of participation or engagement as part of them.

2.4 **Skills and Training**

Key progress:

- 2.4.1 MIF welcomes **3 additional posts to lead on skills and training** in September 2018: Jocelyne Underwood joins the team from Laing O Rourke as **Cultural Skills and Training Director**, Katy Egan-Daynes, a former teacher, joins us as **Cultural Skills and Training Coordinator** and Punam Ramchurn, formerly Director of Rochdale Literature Festival, joins as **Talent Development Manager**.
- 2.4.2 **Cultural Skills Consortium:** In the lead up to Factory MIF will convene and coordinate a local Cultural Skills Consortium to develop a collaborative approach to apprenticeships and training. Envisaged to work across the full range of cultural sector employers - including publicly subsidised and private entities from large-scale to lone-trader – its aim to redefine and radically improve the creative training pathways and outcomes for young people in our city.
- 2.4.3 **Pre-employment training:** MIF is coordinating a group of local cultural employers in an exploration of bespoke pre-employment training for jobs in the creative industries. Developed with The Skills Company this would offer individuals currently out of work and in receipt of benefits pre-application training and a guaranteed interview. MIF is additionally working with Spectra to develop **pre-employment experience and support for Care Leavers**.
- 2.4.4 **Traineeships:** MIF will offer 4 bespoke traineeships for the 2019 Festival. Running from January to August 2019 these will be available for harder to reach groups, paid at the national living wage and recruited specifically from communities across Greater Manchester. The traineeships will inform the ongoing development of MIF's Apprenticeship offer as we head towards The Factory.

2.4.5 **Creative Producer Apprenticeship:** MIF is convening a group of leading cultural employers (13 from the North West plus 3 from the rest of the UK) in the development of a new Creative Producer Apprenticeship standard. This new apprenticeship will open the door to one of the most exciting and rewarding careers in the creative industries and will support young people in Manchester to better understand the routes to and rewards of these careers.

2.4.6 **Local Cultural Education Partnership:** MIF has taken a significant role in convening and coordinating the Local Cultural Education Partnership in collaboration with the bridge organisation Curious Minds, investing staffing resource and securing funding to support its development and coordinated group activity. The group is in its infancy but its vision is to establish a cross sector partnership that works together to join-up and improve cultural education for children and young people in their local area.

2.4.7 **Volunteers:** MIF's volunteer programme continues to contribute to Manchester's reputation as a leading cultural city, creating an engaged and active community around the Festival who are brilliant advocates for the city. In October and November 2018, 40 volunteers will support MIF's pre-Factory commissions by Heiner Goebbels and MIF/Warehouse Project and our full volunteer programme will recommence in Spring 2019.

2.5 **Summary and Forward Ambitions**

2.5.1 MIF has significantly widened its participation since 2016 and continues to make great strides in this area. The work, which remains in its infancy, is already attracting a broader demographic of people to MIF's organisation and its activities as evidenced by statistics from our organisational, creative engagement and audience development programmes.

2.5.2 As we head towards MIF19 our goal is to continue to deliver world-leading and inspirational new art that attracts international profile, creativity and investment to Manchester whilst ensuring that the all of the people of Manchester can find ways to creatively access and benefit from this work.