

**Manchester City Council  
Report for Information**

**Report to:** Communities and Equalities Scrutiny Committee – 18 July 2019

**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.

---

**Contact:**

Name: Councillor Luthfur Rahman  
Position: Executive Member for Skills, Culture and Leisure  
Tel: 0161 234 4900  
Email: [cllr.l.rahman@manchester.gov.uk](mailto:cllr.l.rahman@manchester.gov.uk)

## **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 Culture and Leisure have sought to deliver these priorities over the past six months and is the first of twice yearly reports to this Committee, with reports being submitted to Scrutiny Committees at their May and November meetings from now on.

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

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

- Cultural Strategy
- Schools
- Events
- External Arts/Sports Bodies
- Galleries & Museums
- Indoor/Outdoor Leisure
- Libraries
- Markets and Hospitality & Traded Services
- Sport and Sport Development
- Youth Offer
- 14-19 Skills

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.

- Library Leadership Team have started to work with members in producing Library Development Plans as part of the widening access agenda for each of the 22 libraries across the city. These are 3 year plans that analyse existing library performance, activities and reach into communities and outline priorities for action in each locality in the context of the ward plans relevant to each branch. These give a wealth of information about our libraries and how they serve our communities, and show how local libraries draw in people from a wider catchment than would be expected.
- Progress being made on our investment through funding from Arts Council England in establishing three libraries as creative spaces - North City, Longsight and Wythenshawe including Forum which will enable us to establish our libraries as cultural hubs working with other cultural organisations and institutions to ensure that our residents have wider access to the cultural activity.
- Through the Central Library Development Trust we continue to support the programme of events and activities at Central Library and have established the library as a key part of the cultural ecology of the city and the most visited cultural venue in Manchester.
- We are seeing more people using our libraries and their services and continue to look at how we can widen access and participation of targeted groups and audiences in line with the priorities within the Manifesto.
- Cultural organisations engaged with 121 Manchester schools and delivered 872 engagement sessions with over 7,000 children.
- Activity took place in all 32 wards of the city increasing participation and widening access.
- 4,410 volunteers were engaged, contributing over 200,000 volunteer hours.
- Manchester was awarded UNESCO City of Literature status in October 2017, connecting us to 28 literature cities around the world. The board has been established and we appointed the chair through competitive process just a couple of weeks ago. We have also appointed the Executive Director last week.
- Developing a citywide strategy for converting unused buildings for artist studios with some to include accommodation is currently underway. I will report progress in my next report.

- Second Manchester Culture Awards launched in May which will celebrate but most importantly shine a spotlight on the depth and breadth of Culture, Arts and creativity in Manchester.
- We are working with cultural partners and schools to establish a Manchester Cultural Education Partnership that will deliver a programme of cultural experiences that will support the attainment and development of children. Scoping meetings have taken place and a steering group is now firmly established. I anticipate the launch of MCEP to take place early next year.
- Cultural, Arts and the Creative sector is a huge growth area for jobs, it is anticipated that the sector will grow by 3000 per year which is why it was essential that we create pathways and upskill our residents so that they can access these jobs. With that in mind we have established the Greater Manchester Cultural Skills Consortium.
- Manchester is the most linguistically diverse City in Europe and it is essential for people to be able to learn and speak multiple languages in this increasingly global economy but equally important was to celebrate the strength and benefits of being a linguistically diverse City therefore we have created the "Made In Manchester" poem which aims to capture every language spoken in Manchester. Currently we have sixty four languages.
- Manchester International Festival has already generated worldwide publicity but most importantly has connected the local with the International with major collaborations that includes local Manchester based groups and artists. Festival is my house is connecting some of our most disengaged communities to the Cultural offer of our City.
- As part of increasing participation I have introduced Free Swimming for Under 17's every weekend.
- We have launched our ten year Sports and Physical Activity Strategy. Unfortunately, not many members were able to attend the launch so as a follow I will be organising a full briefing session for members.
- We have launched in line with Sport England's strategy the "Move for 30 mins" campaign.
- Mcr Active is now Live and working towards delivering the 10 year Sports and Physical Activity Strategy.
- We have just successfully hosted a number of major international sports events including the World Taekwondo Championship and Cricket World Cup.
- Our community events continue to drive participation and audiences' numbers.

- The work to deliver our park strategy is progressing well with the first fifteen park plans completed and work to develop the next thirty five is underway.
- The restructure of parks staff/delivery team is almost complete. I will arrange a full briefing for members to update them on the park strategy and staff restructure.
- After the success of the pilot Curriculum for Life scheme which has now been rebranded Skills for Life we have now fully rolled out the scheme to all schools and children and young people settings.
- One of my priorities was to work with secondary schools to increase the number that are good or outstanding and I am pleased to report that we have seen a 12% increase in good or better secondary schools.

#### **4. Young People Matter**

- One of my priorities was to work with secondary schools to increase the number that are good or outstanding and I am pleased to report that we have seen a 12% increase in good or better secondary schools.
- Young Manchester continuing to attract investment in to Manchester and developing innovative partnerships such as the JD Young talent search.
- Good progress made on Young Manchester & Manchester City Council's single digital platform for all youth related activities, provision, support and engagement.
- Construction work progressing rapidly for 2nd Youth Zone, Chief Exec appointed and stakeholder forums established. Anticipated opening date January 2020.
- New head of Youth Service appointed to start in August.
- Youth Strategy has been refreshed with a clear focus on deliverable outcomes and integration of services. The service now sit in Neighbourhoods in order to achieve greater alignment and integration of youth provision across the city.
- Action plan and strategy to be launched in September. All members will be invited.