



Greater Manchester:
**Our Year In Culture
2018/19**



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This report outlines our progress over the last year, our plans for the future, what we hope to achieve, and how we ensure that world-leading arts, culture and creativity reaches every corner of Greater Manchester and beyond.

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Introduction

Introduction

Culture is essential to our identity in Greater Manchester. We have always understood the value of it here. In an ever-troubled and changing world, culture is a foundation in what it is to be Greater Mancunian - outward facing, welcoming and diverse. Culture allows us to express ourselves and forge our place in the world.

Over the past year, culture and creativity have become more prominent in our work than ever before. Sometimes, culture can be viewed as a 'nice-to-have' or a 'bolt-on', but we take a different view in Greater Manchester. We see culture and creativity as fundamental to who we are, essential to the success of our economy and a key enabler for our residents to fulfil their full potential.

The Independent Prosperity Review, the largest economic review we've undertaken in ten years, highlighted creativity and digital as key areas for economic growth in Greater Manchester, and we must build on this to see our economy and residents flourish. Whilst we can't know what employment opportunities might look like in ten, 20 or 50 years, we can ensure that our residents have the creative skills necessary to adapt and develop to the jobs of the future.

Equally, beyond Greater Manchester, our international reputation, and subsequent visitor economy, is driven by our position as a leading cultural destination. This report outlines how far we have come in the last year, and the hard work of the brilliant 28 organisations we fund through our Culture and Social Impact Fund.

This report also outlines our progress over the last year, our plans for the future, what we hope to achieve, and how we ensure that world-leading arts, culture and creativity reaches every corner of Greater Manchester and beyond.

Andy Burnham,
Mayor of Greater Manchester

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Culture and creativity help us to understand our place in the world and express who we are, and the creative and cultural sector make a significant contribution to the economy of Greater Manchester. We want everyone in Greater Manchester to have access and opportunity to express their own creativity - making, participating, contributing to, enjoying and celebrating the distinctive cultural landscape that makes Greater Manchester a great place to live, visit and invest in. We already have a high quality cultural offer. Greater Manchester is a place where artists and cultural organisations deliver high-quality culture that is reflective of our talent and maintains the height of our ambition, while positioning Greater Manchester as one of the leading centres for culture regionally, nationally and internationally.

David Greenhalgh,

Leader Bolton Council, Greater Manchester Portfolio Lead, Culture

We are rightly proud of our rich cultural heritage and thriving cultural sector, from grass-roots community and heritage groups to internationally significant cultural organisations and cutting edge digital festivals, Greater Manchester has a diverse and distinctive offer. We understand that culture and creativity aren't just the preserve of professional artists and cultural organisations. Creativity can be found throughout Greater Manchester, in our homes, on our streets, in our nurseries, schools, colleges, workplaces and in our care settings.

Alison McKenzie-Folan,

Chief Executive, Wigan Council, Greater Manchester Portfolio Lead, Culture

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Introduction

Purpose Of Document

2018/19 was a phenomenal year for culture across Greater Manchester, with world-class activity taking place on our stages, in our galleries and museums and in our schools, streets and care settings. The year saw the establishment of the Greater Manchester Culture and Heritage Steering Group, the completion of the Greater Manchester Music Review, and the inclusion of culture and creativity in a number of key Greater Manchester strategies, including Greater Manchester's Local Industrial Strategy. In addition, March saw the Greater Manchester Culture Strategy published - setting out our ambition that 'Greater Manchester will be one of the best places in the world to create, locate, participate and engage with culture and heritage.



Significantly, the ten councils do not see the arts as an add-on. Culture, heritage, and creativity will be included in other Greater Manchester strategies, including its industrial, internationalisation and aging strategies. Ambition runs through the entire strategy – even the title - Grown in Greater Manchester. Known Around The World – suggests that this is more than a municipal talking point but a project which has its eyes on international horizons.

Patrick Kelly, Arts Industry

In year one of the fund, we saw...

£3.5m invested

28 Organisations supported

Activity in **all ten Greater Manchester districts**

4.6m cultural engagements
with funded organisations

39% percentage point increase in
annual engagement with Greater
Manchester funded cultural
organisations

GMCA Culture and Social Impact Fund

In December 2016, the Greater Manchester Combined Authority (GMCA) agreed to undertake the formal closure of the Section 48 AGMA Grants Programme and the development of a new funding programme for culture under GMCA. The Culture and Social Impact Fund was designed as the replacement fund.

The Greater Manchester Grants Scheme, known as Section 48, was established in 1986. Over that period, priorities and criteria for the scheme have changed, but its core purpose - to support organisations to deliver cultural, social or community activity and services across the ten districts of Greater Manchester - has remained. A formal consultation launched and ran in summer and autumn 2017. The new GMCA Culture and Social Impact Fund was agreed by the GMCA in September 2017 and opened for applications in October 2017.

The new portfolio has seen increased investment in Rochdale (Cartwheel Arts) and Salford (Art with Heart) and for the first time ever, an organisation based in Wigan (Wigan STEAM). The new portfolio has also seen significant diversification into visual arts for the first time (Centre for Chinese Contemporary Arts) and young musicians (Brighter Sound). The portfolio also now supports the only Jewish history museum outside of London (Manchester Jewish Museum) and understands the importance and value of the relationship between digital, creative and business, resulting in a near-doubling of funding for digital-creative organisations.

Over the next few pages, we will highlight some of the amazing activity delivered through Greater Manchester's Culture and Social Impact Fund between April 2018 and March 2019. This is just a snapshot, designed to give a flavour of the type of work we have supported. So much activity, supported directly by Greater Manchester Combined Authority, our individual districts and by national partners, has taken place. We can, and should, celebrate and be proud of our rich cultural offer, the creativity of our people and the vibrancy of our places.

GMCA Culture and Social Impact Fund

Art With Heart

Art with Heart is a not for profit community interest company based in Salford, which creates high quality, accessible artistic experiences. 2018/19 saw the company develop Stan, a new play for children which explores communication, friendship, identity, the family unit and dinosaurs. Named after the T-Rex at the Manchester Museum, Stan tells the story of a blossoming friendship between a boy who is struggling to cope with the departure of his father, and a deaf girl. A bilingual production performed in English and British Sign Language (BSL), Stan positively demonstrates how we can overcome language barriers, and challenges preconceptions of deafness, presenting a strong deaf character in a lead role.

Art with Heart also developed and undertook a national tour of Declaration, described as ‘a fun, frank and fearless exploration of ADHD, mental health and diagnosis’. Developed in consultation with medical professionals and mental health support groups, it has collected five star reviews. The British Theatre Guide calls Declaration “a terrific piece of work—charming, funny, playful and genuinely poignant” as it examines the faces we wear to fit in, and what happens when we dare to stand out. Across 18/19 Art with Heart shared its holistic mobile wellbeing room SPACE and discussion based Equalities workshop to every district across Greater Manchester.

Brighter Sound

Brighter Sound is a pioneering music charity based in central Manchester. Their work paves the way for the music makers of the future, rebalancing the music landscape so that diversity and creativity can flourish and be celebrated. Support from GMCA's Culture and Social Impact Fund allowed Brighter Sound to deliver high-profile projects that promote the amazing talent within Greater Manchester.

Supported activity included the Hexagon Project, part of Great Exhibition of the North, Both Sides Now, Manchester Hill, A commemoration of the WW1 battle with young, emerging and professional musicians from Greater Manchester, Disruption & Emergent a young musician's commission, including a commission of a young disabled musician, Modul Meets, a course in digital improvisation and collaboration for young adults aged 18-25, Junior Jam, a monthly creative music making for children aged four to eight and LGBTQ awareness training for music facilitators working with young people who identify as LGBTQ.

Cartwheel Arts

Rochdale-based Cartwheel Arts promotes social inclusion, cohesion, diversity and regeneration through community participation in vibrant, innovative, high-quality arts projects. GMCA Culture and Social Impact funding supported Cartwheel Arts to develop projects in Rochdale, Oldham, Bury, Wigan and North Manchester and to promote the development art and examples of good practice across the North West.

Cartwheel's focus is on participation, enabling people who may have had little experience of the arts to explore and develop their creativity and talents, generating a sense of ownership and pride. In July, 2018, Cartwheel delivered The Natural Festival. The festival was developed with Chrysalis, a disability organisation who run a day centre for young adults with multiple and complex needs.

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GMCA Culture and Social Impact Fund

Centre For Chinese Contemporary Art (CFCCA)

For over 30 years CFCCA has been at the forefront in bringing Chinese contemporary art to a UK audience, contributing to the recognition of Greater Manchester as the leading UK region in connecting with China, bringing international art to reflect back an interest in Chinese culture that attracts Chinese investment, tourists and artists. GMCA Culture and Social Impact investment has supported continued delivery of their award winning talent development and artist residency programme, strengthening Greater Manchester's status as pioneers in talent exchange and international artistic research, bringing new talent to the city-region.

CFCCA continues its research into social isolation and loneliness in the Manchester Chinese Community, exploring the role of art within wellbeing, working with and having a tangible positive impact on local community organisations such as Chinese Health and Information Centre, Manchester Chinese Centre, Tung Sing Housing Association and Wai Yin Community Centre - vitally identifying challenges faced by the community and the opportunities to reduce levels of loneliness through arts and culture.

Contact Theatre

Contact is the leading national theatre and arts venue to place young people at the decision-making heart of everything, delivering a programme that is diverse, accessible and exciting. Across the year Contact delivered an ambitious programme of shows, events and festivals outside of its building while it was undergoing full expansion and refurbishment, reaching over 47,000 people.

Culture and Social Impact investment supported Contact to develop a new piece of circus-inspired theatre that saw young people from Manchester and Rochdale work with the internationally-renowned aerial company, Ockham's Razor, and beat-boxer-musical Bellatrix, to create a beautiful piece of movement-based theatre. Investment also supported the development and performance of 'Oh Man!' in a site-specific location in Salford. Oh Man! Was an exploration of masculinity based on interviews with men of all ages from across Greater Manchester, and received a four star review in The Guardian. The company also produced 'I am because we are', a new production which toured to 14 Greater Manchester venues including churches, community centres and support groups, as well as to healthcare professionals in Rochdale, Tameside and Wigan, exploring HIV stigma within black African communities in the UK.

**47,000 people
reached by
Contact Theatre
programme**

Dance Manchester

Dance Manchester represents Greater Manchester by attendance at and engaging with the National Dance Network, alongside a range of other national organisations, profiling the Greater Manchester dance offer, alongside organisations such as the Royal Opera House, Sadlers Wells, and more. The company recently worked with the Dance of the African Diaspora section of One Dance UK in 2018 as an advisory partner.

Gaydio

Manchester-based Gaydio is the world's biggest gay radio station, staffed by around 150 registered volunteers. GMCA funding has supported core staff to train to better support those volunteers.

Many Gaydio volunteers choose to spend time at Gaydio because it's a place they feel safe and unjudged. The youngest volunteer, 14, who is being home schooled because of bullying, volunteered at Gaydio to have a safe space to interact with others. That volunteer is now a valued member of the team who has grown in confidence and technical ability. Having his first pieces aired meant a huge deal to both him and his family.

GM Arts

GM Arts works with communities across all ten districts of Greater Manchester, delivering activity in the heart of neighbourhoods that speaks of them and to them. GMCA investment supports GM Arts to develop and deliver cross-borough activity, as well as investing directly in local cultural provision and increasing the reach and scale of existing activity. In 2018/19, GM Arts supported 94 projects across all 10 districts of Greater Manchester. Activities took place in over 60 wards and were enjoyed by almost 400,000 Greater Manchester residents.

Greater Manchester organisations and events commissioned and supported by GM Arts included Global Grooves, Circus Sensible, Illuminos, ARC – Arts for Recovery, Cabasa, Carnival Arts, Oldham Theatre Workshop, Hack Oldham, Manchester Literature Festival, Unity Radio, Journeys Festival (Manchester), Creative City, Young Identity, HerArt, Journeys Festival, MadTheatre, Bolton Film Festival and more. Impact on the residents has been hugely positive: "I love coming here, it gives me a reason to get up..." (Sense of Place participant Tameside).

“
The cultural project
has given me my
confidence back!
I volunteered at
Gaydio to bulk up
my CV but feel so
overwhelmed with
the education I've
had. For free.
”

GMCA Culture and Social Impact Fund

Greater Sport

Greater Sport is a charity with a strategic alliance with the Greater Manchester Health and Social Care Partnership and Sport England. Its vision is to change lives through physical activity and sport and help to make Greater Manchester the most active region in England. By 2021 Greater Sport aims to get two million Greater Manchester residents moving (30 minutes or more of physical activity per week). Working with partners across Greater Manchester, Greater Sport develops and delivers numerous key strategic projects. Between April 2018 and March 2019, these included a project to get military veterans more active, a project to promote workplace wellbeing across Greater Manchester, and a programme of early years' activity.

Hallé

The Hallé has a reputation for artistic excellence, ranking it amongst the world's top symphonic ensembles. Now in its 161st season, the Hallé continues to seek ways to enhance and refresh what it undertakes, with aspirations to provide leadership through performance standards, education, understanding and training. Between April 2018 and March 2019 Culture and Social Impact funding supported 30,000 participants' involvement in The Hallé for Youth Come and Play concerts - approximately two thirds of the participants were from Greater Manchester. Of the 59,000 people involved in the Hallé's Education Programme 45,000 were under 19, approximately two thirds of whom were from Greater Manchester.

The Hallé also had number of, very favourably reviewed, large-scale projects such as the Damnation of Faust and Siegfried. The Orchestra continues its regular visits to festivals such as the BBC Proms and the Edinburgh Festival and to broadcast regularly for the BBC, giving national and international profile to the culture of Greater Manchester.

Home

HOME is a landmark multi-arts venue that boasts five cinemas, two theatres and three galleries, as well as bars, restaurants and retail space. 79 per cent of the visitors experiencing art at HOME in 2018/19 were from Greater Manchester. HOME continued to raise the profile of the region on the international cultural map in October 2018, when it was selected to host the London Film Festival's UK Premiere of Mike Leigh's Peterloo. HOME worked with partners Counterpoints and Community Arts Northwest to create and deliver a hugely successful Refugee Artist Festival in June at HOME as part of Refugee Week.

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More than 23,000 Greater Manchester residents participated in engagement activities, which included the launch of AMP (Accessible Music Productions) - a project for music lovers, makers and shakers aged 18-25 with different abilities and additional needs. HOME's Inspire scheme, a nationally renowned initiative to engage new audiences, went from strength to strength in 2018/19 with tickets being used by Greater Manchester based community groups and voluntary organisations, including BAME groups, LGBTQ+ groups, refugees and asylum seekers, housing, homelessness, poverty, carers, rehabilitation, complex lived experience, and more.

MADLAB

MadLab is a grassroots innovation organisation that develops and delivers projects across Greater Manchester, with a focus on science, technology, arts and culture. Culture and Social Impact funding supported the organisation to work on high-profile programmes focusing on digital making, learning, and innovation - as well as several nationally and regionally significant cultural programmes. Most notably, investment supported MadLab to expand its community venue network for grassroots events in areas of high deprivation. This included events in Portland Basin Museum (Tameside), The Landing and The Lowry (Salford), Fred Aldous (Manchester); Stockport Central Library and St John's Centre (Trafford), The Museum of Wigan Life and Leigh Hackspace (Wigan), Touchstones (Rochdale), Gallery Oldham, Bury Art Museum and Sculpture Centre (Bury), and All Souls, Brightmet Library (Bolton).

Manchester Camerata

Culture and Social Impact investment supported Manchester Camerata in its work redefining what an orchestra can do. Famous for innovation, the orchestra pops up in all sorts of places, from concert halls to care homes, and collaborates with a spectrum of artists, from classical superstar Martha Argerich to iconic band, New Order.

Throughout 2018/19, Manchester Camerata has engaged with multiple dementia support groups across Greater Manchester to capture and tell the stories of younger people living with dementia.

Dementia Voices is a new theatre piece that has been created through a programme of public engagement and creative enquiry into the lived experience of young onset dementia.

Shining a light on both the positives and negatives of living with dementia, the groups have considered how it affects someone of a younger age and

**More than
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GMCA Culture and Social Impact Fund

their family and friends.

Manchester Histories

Manchester Histories continues to develop work around the Peterloo 2019 programme with the themes of Protest, Democracy and Freedom of Speech. The main highlights of the year included Manchester Histories Festival in June 2018, and the development of the different strands of activity for Peterloo 2019.

Manchester Histories Festival June 7-11, 2018 offered a packed long-weekender of discovering histories and heritage through music, film, debate, talks, theatre, performance, walking tours, arts and much more. The hub of the festival was located in the iconic Manchester Central Library. 2018 saw Manchester Histories Festival feature a brand-new format, with a programme of work curated by Manchester Histories, alongside partner events happening across Greater Manchester, and all inspired by the festival themes of protest, democracy and freedom of speech.

Manchester International Festival

While the first year of GMCA Culture and Social Impact funding did not fall on a festival year, that does not mean there hasn't been significant activity around Greater Manchester, supported by this investment. This globally significant Festival continues to contribute to Greater Manchester's status as a world-class cultural city-region with its internationally renowned reputation for quality and innovation. It drives economic development by raising the profile of Greater Manchester, drawing in tourists and attracting inward investment by positioning the city-region as an international centre for culture.

An increasing amount of creative engagement activity is growing year round, building an active and invested community of residents in MIF leading towards the Factory. Projects like Festival in My House, which invites Greater Manchester residents to host their own micro-international festival at home is a prime example. The programme has helped people present everything from slam poetry to classical music in homes across Greater Manchester.



Manchester Jazz Festival

Manchester Jazz Festival is the longest running music festival in Manchester and is unlike any other event on the jazz festival circuit. Award-winning and renowned throughout Europe for their uncompromising commitment to commissioning and presenting new music, MJF develops local and regional talent and pioneers advances in art form and audience development.

Manchester Jazz Festival takes place over the last week of May. The festival is accessible to all - with multiple free events that include contemporary jazz from the Northwest, the UK and abroad, as well as national premières of original work.

Culture and Social Impact funding goes to support the week-long festival, as well as developing and delivering a year-long programme of artistic opportunities across Greater Manchester, working with partners such as colleges, youth jazz orchestras, recording studios, local venues, and pubs and clubs across the city-region.

Manchester Jewish Museum

MJM is only Jewish museum outside of London, sharing stories of Jewish Manchester to as broad an audience as possible and in doing so actively promoting an appreciation and understanding of all faiths and cultures. They tell stories of flight and sanctuary, migration and identity – then, and now. Together, they use the past to build a more tolerant, culturally rich future. GMCA funding will be used on a strand of activity – a two year outreach programme with schools and BAME community groups across Greater Manchester.

Highlights from the first year of activity Monthly food workshops at Cheetham Hill's community drop-in centre, the establishment of a Muslim Jewish Textile group, a series of ESOL (English for Speakers of Other Languages) sessions, a two-week live art and performance festival about leaving, loss and legacy called the 'Festival of Leaving', the most ambitious programme ever staged at the museum, with more than 50 artists from across the UK staging 15 events, two installations and a podcast.

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GMCA Culture and Social Impact Fund

Music Action International

Manchester-based Music Action International are people from around the world using the power of creativity to transform lives devastated by war, torture and persecution. They design and deliver creative programmes with refugee, asylum seeker and Roma people, connecting and communicating with local people in ways that would otherwise not be possible. Their specialist approach and multi-lingual team of artists use music to reduce the effects of trauma and to bring people together, producing high-quality, thought-provoking and inspiring performances making residents proud of Manchester as a City of Sanctuary.

Culture and Social Impact funding was used to deliver Harmonise, a national schools programme inspiring empathy between refugees and children from all backgrounds and increasing wellbeing. In 2018/19, the programme reached over 2000 primary school children in Salford, Bolton, Manchester, and Stockport, culminating in performances in local schools and at The Bridgewater Hall. Through Harmonise, refugee and local children make friends, gain confidence and create their own music in different languages together. A study in 2019 evidenced that Harmonise increases the wellbeing of all children participating and in some cases, an increase in wellbeing of 250 per cent.

Octagon Theatre Bolton

Octagon Theatre Bolton connects with the people of Bolton and beyond through theatre. The Octagon makes quality, exciting, enriching theatre inside, outside and online, ensuring that every young person can enjoy theatre and the arts and that people are given space to develop and achieve their potential. In 2018, the Octagon closed for a transformational capital project that will open up the building and make it fit for the future. The theatre's programme has not diminished, however, with acclaimed shows taking to the streets, parks, and football grounds of Bolton and programmes of engagement throughout Bolton, including youth groups, groups for the over 50s, groups for adults with additional needs and a scheme offering reduced entry to Octagon shows, delivered in partnership with Bolton at Home.

One of the most successful schemes is the Octagon's Women's Group for asylum-seekers and refugees, providing opportunity to develop drama skills and make new friends in a relaxed and friendly environment. "It helps me keep my mental wellbeing healthy and active. I have found that I am not alone." Farjana

It helps me keep my mental wellbeing healthy and active. I have found that I am not alone.

Farjana

Oldham Coliseum

Oldham Coliseum Theatre delivers a comprehensive and diverse programme of work for visitors to the city-region and its residents. It plays a pivotal role in engaging diverse audiences, artists and participants through theatre, other art forms, community engagement and participation. During 2018/19 the Coliseum delivered a programme of seven shows made in Oldham or with national partners, three of which were world premieres, two of which were commissions especially for the Coliseum and two of which toured nationally. It continued to actively engage with communities in Oldham and across Greater Manchester, working to address community cohesion, social isolation and health issues such as dementia. It actively supported young people into work and further education through the Teaching Theatre Pathways programme, helping them to develop their skills and confidence. Last year the Coliseum worked with 44 schools and colleges through the Children's Shakespeare Festival, curriculum enrichment programme and secondary partnership. As part of its artist development programme, the Coliseum hosted the Cultivate Festival, welcoming 200 artists from across Greater Manchester for a week of workshops and opportunities to learn new skills.

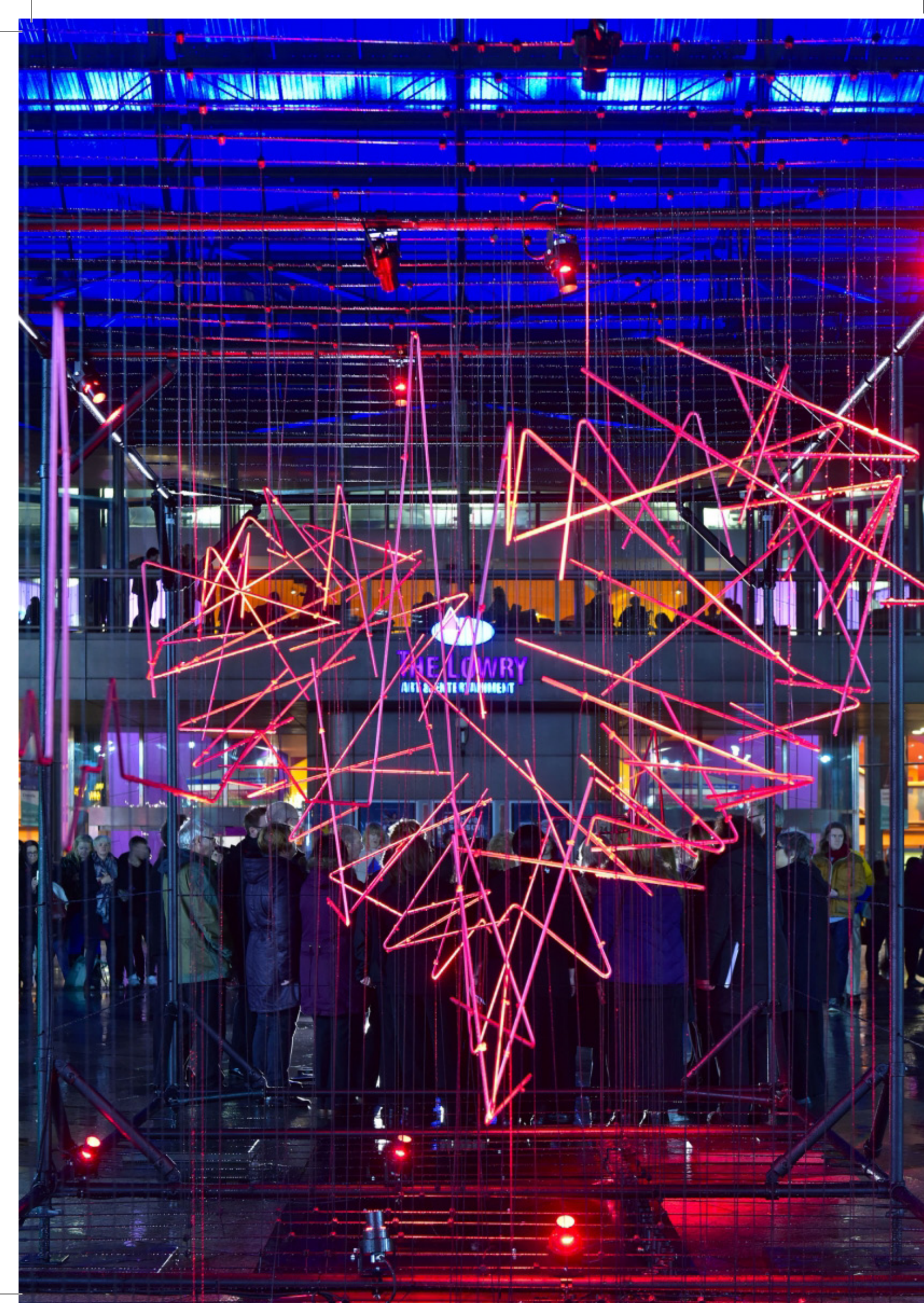
People's History Museum

The People's History Museum (PHM) believes in a future where democracy, equality, justice and co-operation are thriving - one where people are engaged, involved and actively playing their part. The museum continued to thrive in 2018 with Represent! Voices 100 Years On, commemorating 100 years since some women and all men got the right to vote. PHM worked intensively with a number of partner organisations including Safety4Sisters, Digital Women's Archive North, Manchester Pupil Referral Unit and Falinge Park High School in Rochdale. One participant, speaking of involvement with the programme said 'I loved learning about the great origins of Rochdale' 'Some people have bad opinions about Rochdale, whereas what we create is happy, creative and symbolic.'

During the year, PHM appeared on BBC Breakfast, the One Show, Who Do You Think You Are?, BBC National News and more. PHM also continues to receive awards, including Best Exhibition at the first Manchester Culture Awards for Never Going Underground in 2017.

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GMCA Culture and Social Impact Fund

Royal Exchange Theatre

The Royal Exchange is an award-winning producing theatre with audiences and communities at the heart of everything it does. Throughout 2018/19 RET delivered a programme with 11 brand new productions and co-productions ranging from Maxine Peake starring in 'Happy Days' to Christmas show 'The Producers' and 'Queen Margaret'. In 2018/19 their Young Company delivered a year-round training programme for 110 young people aged 14-25 with 95 per cent of all participants coming from Greater Manchester. Throughout the year their Local Exchange programme focussed activity in the boroughs of Rochdale, Tameside and Wigan. Working in partnership with other cultural organisations such as Touchstones (Rochdale), Portland Basin Museum (Tameside) and Turnpike Gallery (Wigan) they delivered community events and activities in libraries, churches and other cultural venues in Greater Manchester. RET also partnered with Greater Manchester housing associations in a project that saw One Manchester residents living in high-rise flats create a work in response to the Grenfell fire.

Quays Culture

As part of GMCA Culture and Social Impact activity, Quays Culture hosted a Greater Manchester wide art exhibition, in partnership with the University of Salford. Celebrating the breadth of digital talent across Greater Manchester, one artist representing each of the ten boroughs showcased a unique artwork incorporating digital techniques. The team worked closely with cultural officers from each borough to identify artists for this opportunity. The free month-long exhibition was displayed in the public foyer of the MediaCityUK campus and the University subsequently requested to retain two of the artworks for longer term display, paying the artists an additional fee. The exhibition was well received by audiences, achieved significant local coverage and successfully raised the profile of the artists involved. In June 2018, Quays Culture presented a free outdoor performance of Charge by Motionhouse on MediaCityUK Piazza. Quays Culture collaborated with Motionhouse to adapt the digital performance for an outdoor space which attracted an audience of more than 2000 people. The programme

Young Company delivered a year-round training programme for 110 young people aged 14-25 with 95 per cent of all participants coming from Greater Manchester



was expanded to include a family-friendly performance by Max Calaf Seve in the build-up to the event. Quays Culture hosted a YES (Youth Employability and Skills programme) participant during the installation of the event, sharing knowledge of technical outdoor installations. A targeted marketing campaign was delivered to attract an audience with low cultural engagement, including increased spend on digital marketing. A social media competition in collaboration with commercial partner The Alchemist generated significant broad interest and successfully reached new audiences.

The Proud Trust

The Proud Trust is a life-saving and life-enhancing charity supporting lesbian, gay, bisexual and trans people (plus those with related identities such as non-binary and intersex – known as 'LGBT+ people'). They work directly with over 20,000 people each year, 80 per cent of whom are Greater Manchester residents. Their mission is to end stigma and fear of stigma through group and 121 work directly with LGBT+ young people, as well as supporting and influencing wider communities, professionals and society.

Water Adventure Centre

The Water Adventure Centre (WAC) is a registered charity with a play/youth work ethos delivering canoeing and water play activities with local communities and groups from Greater Manchester. Since 1977 they've delivered work designed to accommodate and attract hard to reach young people to canoeing i.e. people with educational and behavioural difficulties, not in education, employment or training, looked after young people and those from low socio-economic backgrounds. They deliver kayak and canoeing sessions to young people and a wide range of community groups i.e. LGBTQ, people with disabilities, young parents, ethnic minority groups, womens' groups, asylum seekers and refugees.

The renovation WAC's Clubhouse in 2018 has improved access and comfort levels for everyone as well as enabling the organisation to deliver group work simultaneously to training. Improved non-gendered changing rooms has given us the necessary space to minimise safeguarding issues where people can change more flexibly.



GMCA Culture and Social Impact Fund

Wigan Steam

Wigan STEAM is a future focused collective of artists, scientists, engineers and creative technologists, delivering a programme of high quality creative activity for children, young people, and the wider community. Their ambitions for the future are clear and strategic, with outcomes that are sensible, measured and achievable. They deliver strategically designed projects including immersive installations, e textiles, coded music, kinetic art projects and creative invention sessions.

In August 2018 artworks from the 'I'm From Wigan, Me' exhibition were selected to be displayed on Millgate - one of the main thoroughfares in Wigan Town Centre – and were viewed by more than 10,000 residents and visitors. In October 2018 Wigan STEAM partnered with Wigan Libraries Arts Council England supported D Circus Project to deliver the Wigan and Leigh Light Night Project. This project utilised an innovative approach to community co-creation alongside commissioned artworks.

The Natus Gallery and Commissioning programme has commissioned new artworks by new and emerging artists from the national and international Sci-Art sector. These artists include Cat Scott, Claire Phelan and Keith Bloody Mary. The Natus programme continues to challenge perceptions about digital art and to provoke discussion about art, science and ethics. The Art Lab programme has worked with more than 600 children and young people to develop art works and installations inspired by the STEAM subjects. It has also offered opportunities for participants to improve their creative and digital skills, and accredit their learning with Arts Award and iDea Award. In September 2018 Wigan STEAM became an Artsmark supporter, supporting schools to achieve and retain Artsmark accreditation.

Z-ARTS

Z-arts is Greater Manchester's venue for children and families, offering best practice in CYP (children and young people)'s creative provision, nationally. Their mission is to inspire and enable generations of young people from Greater Manchester and beyond to use creativity to maximise their potential. They have specialised in delivering excellent participatory creative activities in all art forms for ages 0-13 for almost 20 years. Their vision is to provide an artistic programme that reflects and stimulates a 21st century family, embracing all its diversity. Over several years Z-arts has increasingly played a key role developing children's theatre nationally. "Through Z-arts Big Imaginations network, they reached 5,932 audiences across six boroughs. The company delivered 112 education projects across all ages of education,

against a target of 86, across eight Greater Manchester boroughs. This includes running a START project with 360 school children in Tameside, delivering workshops in drama, drawing, hat-making and visual art as well as trips to the theatre and other cultural engagement visits to partner heritage sites in Tameside. Z-Arts has also delivered 543 creative learning activities for children and young people, across Greater Manchester.

"Most dance and drama has not been accessible for my daughter and barriers have been put up to due to her disability. The attitude here is so different, I can see my daughter relaxing and growing in confidence because people believe in her."

“ My child loves coming to Z-arts as the staff are so nice, welcoming and supportive. The classes are creative and enjoyable. ”

“ Culture to me means coming together. Having things we can do, and get to, together.

“ Dancing makes me feel important, like I have some sort of skill and I can make people feel some kind of emotion with it.

“ The most successful civilisations are the most diverse ones, so we should encourage culture in all its forms.

“ For me it's all about the music scene and having a good time.

“ I use culture to show my children that if you work hard and do well you will stand out.

“ It's about spending quality time with your friends and family.

“ Culture gives me a sense of my place in history.

“ We're very proud of our arts and culture. It's one of the reasons I've not disappeared to London

“ Our old buildings are really beautiful.

Greater Manchester is a great place to be if you're interested in art or interested in creating art.

“ Culture is about coming together and expanding your mind. Seeing or experiencing something you've not seen or done before.

“ Artists making music are a voice for us. What they are saying is truthful and they say things we might not be able to.

Great Place

Funded d by Arts Council England and National Lottery Heritage Fund, the Great Place scheme was designed to enable cultural and heritage organisations to make a step-change in how they work together, and with other organisations in other sectors, in order that arts, culture and heritage contribute more to meeting local social and economic objectives.

New partnerships and ways of working are the cornerstone of the programme. We are building evidence primarily by working with residents to understand how they engage with arts and culture and why it is important to them. We are also focusing on new ways to support the sustainability of the cultural sector, creating new links between culture and other sectors in Greater Manchester and testing and evaluating new models of local delivery within the city-region.

One of the first projects of the Great Place programme was a mass consultation, taking to the streets, markets and shopping centres of Greater Manchester to see what our residents enjoy and would like to see more of. Conversations were led and recorded by Belle Vue and fed-in to the development of the Greater Manchester Culture Strategy.

Great Place – Diversity And Inclusion

GMCA is committed to the idea that culture is not just “nice to have” but a vital part of the lives of our residents. For example, by working in partnership with the library sector across Greater Manchester, the Great Place programme is opening up opportunities for autistic people, whatever their age, to express their creativity and identity and to enrich the cultural life of the city-region. This initiative was announced as part of the launch of Greater Manchester's Autism Strategy.

In 2018/19 Greater Manchester libraries began rolling out bespoke, autism awareness training to staff in every Greater Manchester library, with Library Autism Champions being identified in each Greater Manchester district. Champions will work together and with autistic young people and their families, to promote libraries as autism friendly cultural spaces.

The next step in 2019/20, will be to launch a new programme of autism friendly cultural activity, co-produced with and for autistic young people in libraries across the city-region.



Great Place

Great Place – Age-Friendly Culture

Culture is a key component of the Greater Manchester Ageing Strategy and Great Place is helping to mainstream culture within ageing priorities and practice. We share a commitment with the Ageing Hub that cultural engagement is a key tool for reducing isolation and loneliness in older age and have a joint focus on promoting cultural engagement by those least likely to participate.

We share a second joint commitment to enable and promote later life creativity and talent and two meet both these goals have rolled out the Culture Champions project to six districts across Greater Manchester.

Culture Champions is a large-scale cultural activism and leadership scheme. In each district, the project is actively engage older people with age friendly cultural activities and events in their local area and working to ensure that older people are reflected in and have influence over the local cultural offer. Activity includes co-producing new, local arts activities specifically for older people, developing older people as arts producers and an artist in residence scheme for older artists. Culture Champions is currently working in the following areas:

Manchester (Royal Exchange)

Bolton (Bolton at Home)

Trafford (Stretford Public Hall)

Salford (Salford CVS)

Bury Art Museum in partnership with the Met, Bury Transport Museum,

Bury Fusilier Museum and Age UK Bury

Stockport (Stockport Council)

Great Place – Culture, Health And Wellbeing

Greater Manchester's expertise combined with the freedoms afforded by devolution of our Health and Social Care budgets, makes us ideally placed to lead international and national developments in creative health and ultimately contribute to improved health outcomes for the people of Greater Manchester. By working together to generate opportunities to do things more creatively, we will contribute to the resilience and prosperity of Greater Manchester communities.

Through Great Place, GMCA is building on established collaborations between the cultural, community and voluntary services and health sectors and developing new approaches and partnerships and in 2018/19 we achieved the following:

- A one-year partnership post with Manchester Metropolitan University (MMU) to pinpoint culture, health and wellbeing best practice across Greater Manchester and where this can be scaled up, identify where investment can have most impact, and make recommendations for sector development. Recommendations will be incorporated into Greater Manchester Cultural Strategy delivery plans and future partnership working with the Centre for Arts, Health and Social Change at MMU.
- A partnership with the Greater Manchester i-THRIVE programme to embedding arts and culture activity into mental health provision for children and young people across Greater Manchester. This includes developing training for mental health professionals and arts professionals, commissioning pilot activity and exploring effective outcome measures.
- Working with Action Together Tameside, we began an action research project to increase access to creative activity as part of the social prescribing service in Tameside.
- Great Place has funded a series of professional development and networking events, micro grants and professional development opportunities with the aim of strengthening networks and stimulating new activity in culture, health and wellbeing. This has been delivered through a partnership with Live Well Make Art, a social movement connecting health, arts and heritage professionals and activists.

“

By working together to generate opportunities to do things more creatively, we will contribute to the resilience and prosperity of Greater Manchester communities.

”

Looking Ahead

Looking Ahead April 2019-March 2020

Over the next year, alongside the continuation of the great work undertaken by Culture and Social Impact Fund Recipients, the Greater Manchester Culture Portfolio has a number of key partnerships and projects, set to take place over the next twelve months

Distractions

Distractions is a three-day summit in Manchester that debates the future of entertainment – a long weekend of debates, talks, panels, content and new music showcases with some of the world’s leading tech companies, artists and producers.

Town of Culture

An annual opportunity to shine a spotlight on the very best arts and culture taking place in one of Greater Manchester’s many towns.

Cap and Dove

Cap and Dove is a beautiful, tiny arts centre created by the artist Joshua Sofaer. It will travel around all ten Greater Manchester districts, to market places, neighbourhoods, gatherings, and events. Cap and Dove will be a platform for performers and artists, a hub for local information and will promote opportunities for creative expression, exchange of ideas and protest.

Deeds Not Words

A pan-European project, developed and delivered in collaboration by Greater Manchester Combined Authority and Liverpool city-region, Deeds not Words will see the two North West authorities lead a conversation around gender equality in art and music. The project will culminate with an event at the Ambassador’s Residence in Brussels in autumn, 2019.

New Investment Approach

To support delivery of the Greater Manchester Strategy for Culture and Creativity, GMCA will develop a revised investment approach that builds on the successes outlined in this document. The new investment approach will be launched in autumn, 2019.

GM Creative Improvement Districts

Developed in collaboration with Greater Manchester’s Night Time Economy Adviser Sacha Lord and Arts Council England, Greater Manchester Creative Improvement Districts will test different approaches to culture-led regeneration of Greater Manchester’s town centres and high streets. By bringing together local intelligence and national and international best practice, Greater Manchester Creative Improvement Districts will provide places and creatives with a framework to develop local plans with creativity firmly at their heart.

Yellow School Buses

Transport for Greater Manchester currently owns 87 yellow school buses, which are leased to private operators who bid and tender for commercial purposes. These vehicles are largely only used for journeys to and from school meaning that during a large period of the day – the vehicles are unused. GMCA, TfGM and Curious Minds are co-developing a costed approach to test with operators, schools and cultural organisations, where these school buses will be available to schools and cultural organisations to use.

Our Pass

Our Pass offers free bus travel for all 16-18 year olds in Greater Manchester, as well as compelling offers on apprenticeships, work, sport, cultural and leisure. This is a huge audience development opportunity for cultural organisations in Greater Manchester and we are working with Curious Minds to further develop these offers with the cultural sector.

“

Creativity can be found throughout Greater Manchester, in our homes, on our streets, in our nurseries, schools, colleges, workplaces and in our care settings.

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Alison McKenzie-Folan,
Chief Executive,
Wigan Council,
Greater Manchester
Portfolio Lead,
Culture



Photo Credits:

Image 1 - Barbershop Chronicles, Royal Exchange Theatre

Image 2 – A Taste of Honey, Oldham Coliseum

Image 2 - Accessible Music Productions, HOME

Image 3 – Both Sides Now, Brighter Sound

Image 4 - The Forest of Forgotten Discos, Contact

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Image 5 – SPACE, Art With Heart

Image 6 – A Taste of Honey, Oldham Coliseum

Image 7 – Lightwaves, Quays Culture

Image 8 – Lightwaves, Quays Culture

Image 9 – Water Adventure Centre

Image 10 – The Wizard of OZ, Octagon, Bolton