

IT ALL STARTS WITH A SPARK

A Cultural
Conversation with
Cllr Rahman

240,314

residents have been reached via social media

58,780

cross all bulletins and newsletters

There have been

9500

visits to the consultation website

1326

detailed survey responses have been sent to us and we have spoken in person to hundreds of local people in neighbourhoods

We have met with

51

groups representing

801

community voices

There have been

11

media pieces promoting the strategy consultation

We have engaged with thousands of people on-line and in person at:

Contact
Theatre

Afrocats
groups of
refugees &
asylum seekers

Moss Side
Powerhouse,
Leisure Centre

Longsight
Market

Longsight
Library

Gorton Hub

Abraham Moss
School

Burnage Good
Neighbours

Wythenshawe
Forum

Chorlton High
School

Age Friendly

Health Equity
Sounding
Board

Green House
Cafe

422 Longsight

Newton Heath
Library

Z-Arts
Hulme

Chatterbox
Project,
Charlestown/
Blackley

Manchester
Youth Council

We have engaged with thousands of people on-line and in person at:

CDM UK
Women's
Textile Project

Wythenshawe
library

North
Manchester
Inclusion
Partnership

*Group
Consultation
continuing
until 31
March...*

Hulme Library

Longsight
Pakistani
Community
centre

Caribbean &
African Health
Network

African
Rainbow
Family

Breakthrough
UK (disability
charity)

Rainbow
Haven

Health Equity
Sounding
Board

We have also spoken to -

Cultural
Corridor
Partnership

Cultural
Consortium

CLlr Bev Craig

Manchester Art
Gallery

Arts Council
England

National
Lottery
Heritage Fund

City Co

Marketing
Manchester

Creative
Manchester/ Uni
of Mcr

MADE
Education
Partnership
Network Event

Museum and
Galleries
Groups

GM Theatre
Group

Manchester
Youth Council

Animation
Festival

Elected
Members
event

Manchester
Metropolitan
University

Think Tank
event with 90
guests

Manchester
Culture Awards



Consultation Results - Headlines

Cultural matters!

In our survey for this framework **82% of our residents told us that culture brings happiness into their lives.**

98% of Manchester's schools engage with cultural organisations in the city.

Over **200 organisations large and small** are part of our cultural sector, from well-established cultural institutions to small charities.

Culture connects to the city's wider creative industries sector, recognised as one of Europe's largest with around **21,000 direct jobs.**

Culture was worth at least **£280 million in direct economic activity** for Manchester in our 2022/23 review.

Music brings around 800,000 tourists to the city each year and is worth £308 million and supports 6,800 jobs.

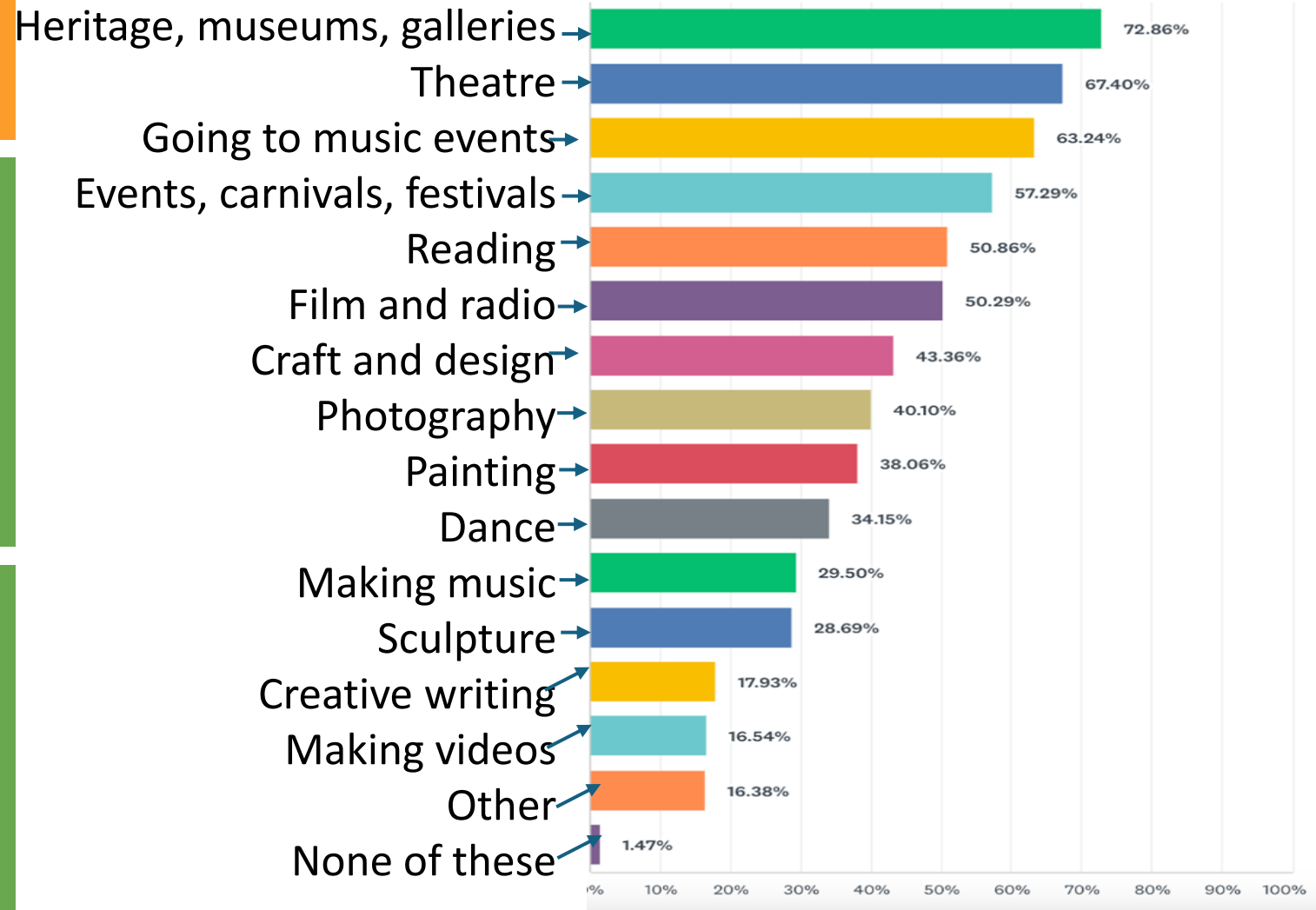
Each year Manchester City Council directly **invests around £7.5 million in culture, which generates over £80 million** in additional revenue for our cultural partners.

Residents: Engagement with culture

What do you love to see, do or make?

Most popular activities; visiting museums and heritage sites (73%), closely followed by the theatre (67%), and attending music events (63%),

Producing videos (on phones) and writing were the least frequently identified activities.

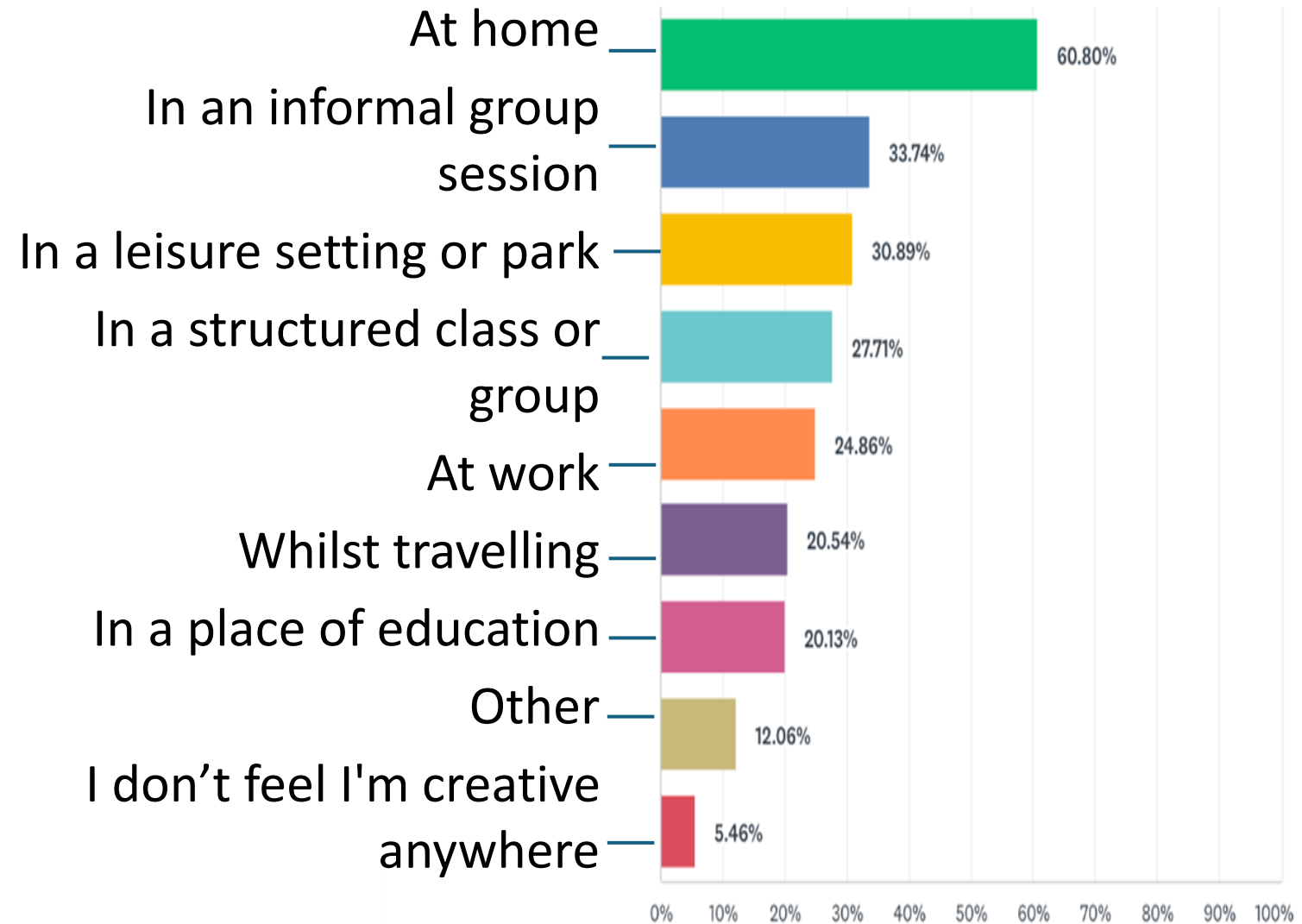


Residents: Engagement with culture

Where are you at your most creative?

Interestingly home seems to be where the creative heart is, with over 50% of survey respondents stating home is where they feel most creative.

Travelling provides an untapped opportunity for creativity to flourish with over 20% being at their most creative whilst travelling

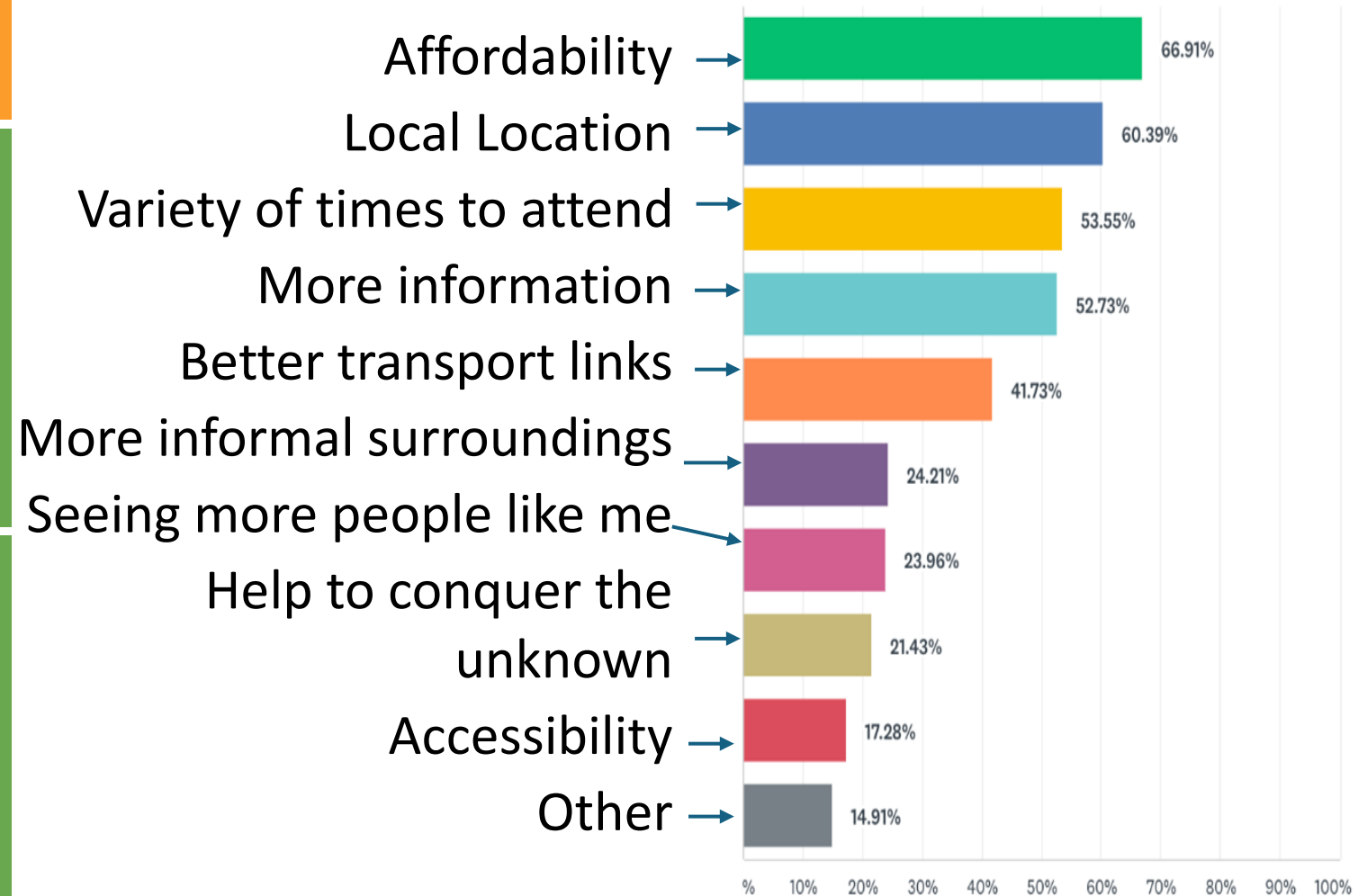


Residents: Engagement with culture

What would make you take part in culture more?

Affordability and the local location of activities are the primary drivers to increase attendance and involvement in cultural activities in Manchester.

Over 200 residents stated improved accessibility, whilst nearly 300 residents want to see increased representation in the sector.

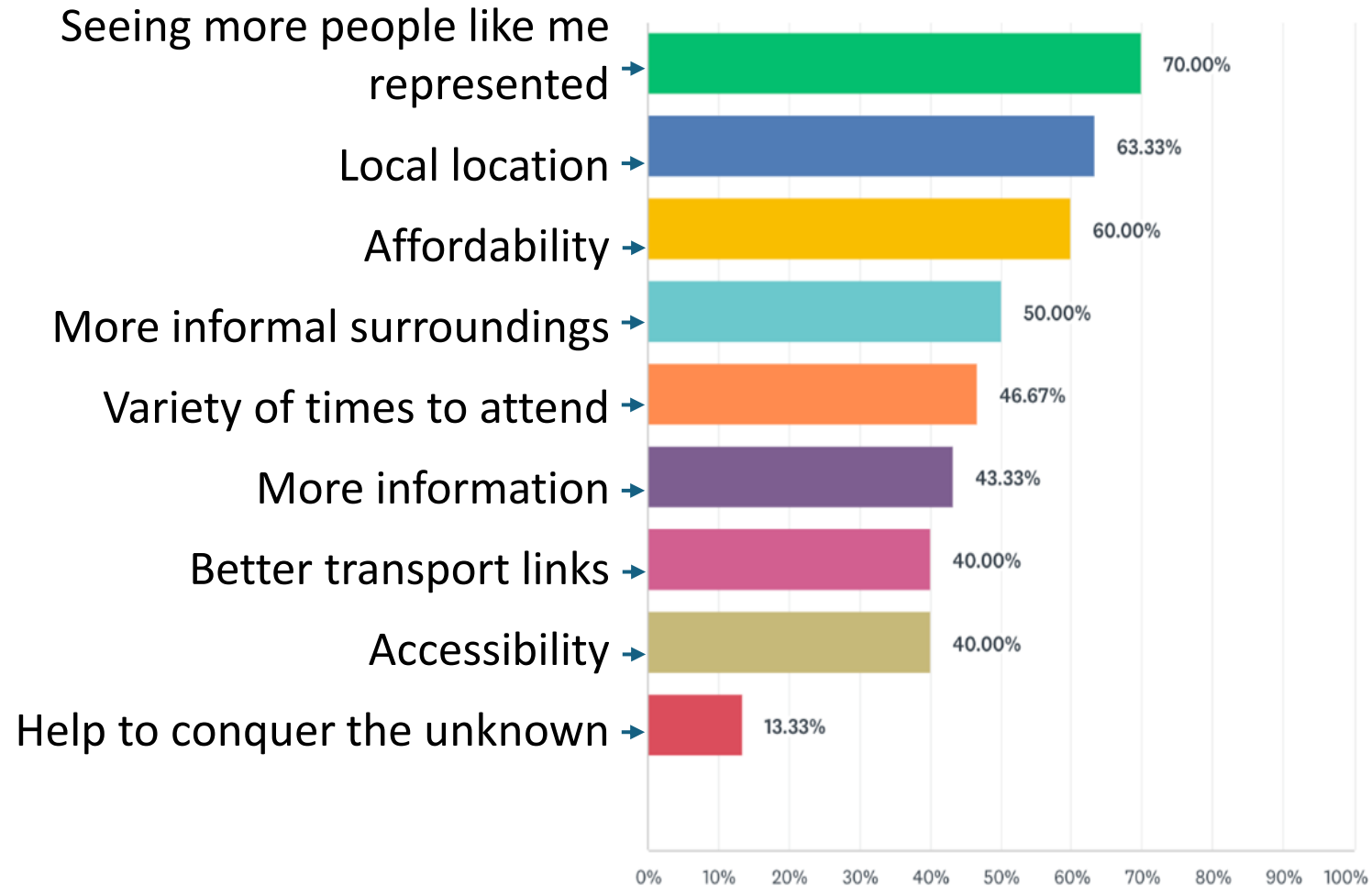


Young people: Engagement with culture

What would make you take part in culture more?

Representation is a key motivator for young people - seeing people within culture that look like them, sound like them, with activities/events based on topics that are relevant to them and their background is vital.

Local location also plays a significant role in whether they can attend/participate in culture especially without parents/guardians present and to reduce cost and transport needs.

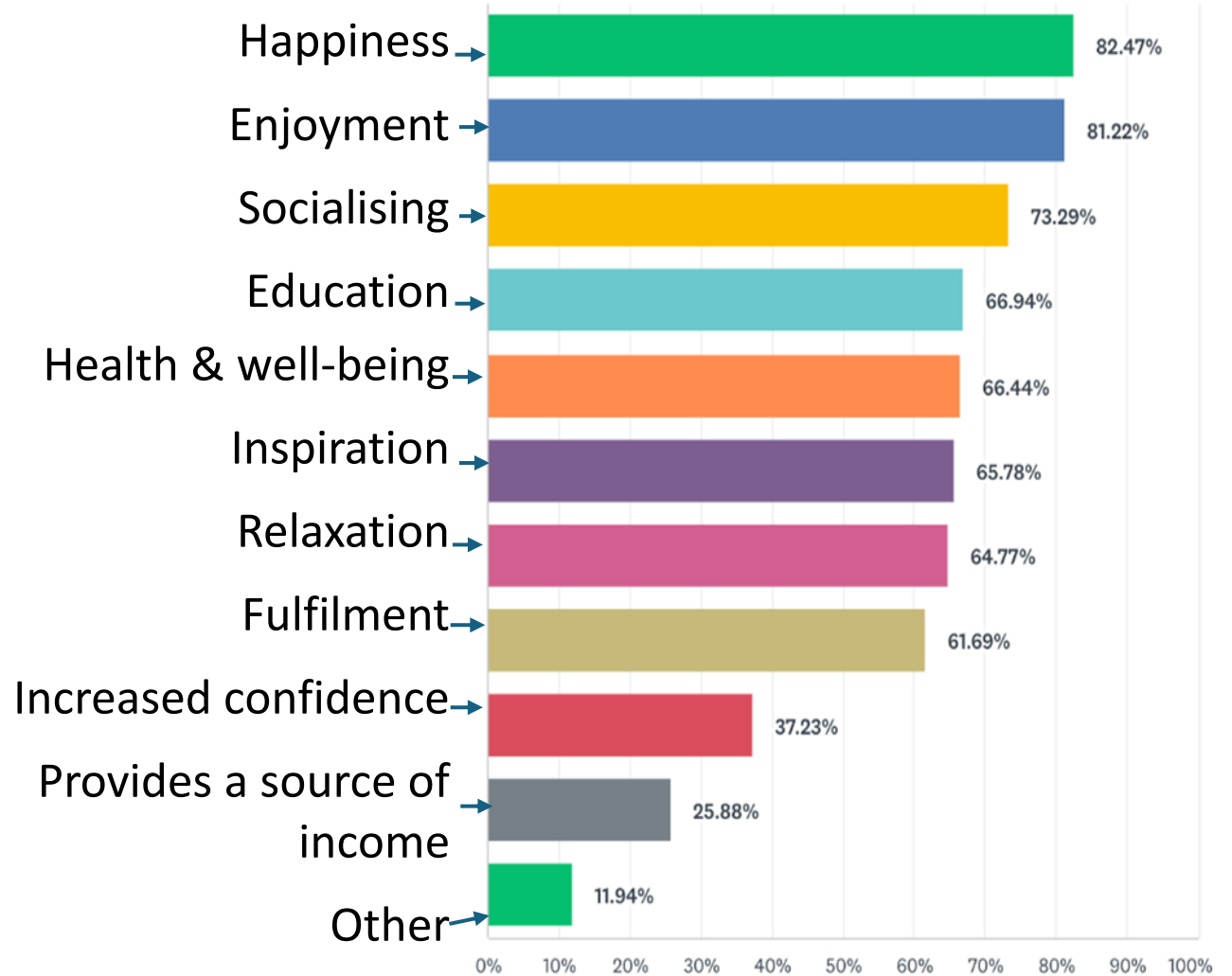


Residents: Engagement with culture

Why is culture important?

The emotional benefits of culture; bringing happiness and enjoyment were identified as the most important.

Culture also provides a social opportunity as well as providing a new skill, this was particularly valued by both the younger people and older generation that we spoke to.



What we have heard from people in the arts, culture and heritage sector:

Their priorities for the next ten years - a snapshot of responses

Our vision for learning disabled people to be recognised, celebrated and valued in the arts and in society

Offering more unique social history and music events of value to the city

Investing in public realm and connectivity in and around the museum.

More accessible and inclusive pathways into sustainable music careers.

Continuing to develop the connectedness of the Palace & Opera House with the city around us.

Greater community engagement

Creating world class work in the community that is green, diverse and inclusive.

Developing ambition of local artists to create relevant, quality, peer reviewed contemporary work for international touring.

Raising awareness of benefits of art practices for the vulnerable communities.

Creating more opportunities for families with young children from across Manchester to engage in creative learning opportunities and develop new skills and confidence to access culture

Well-being of staff and participants

Climate action

Strategy - At a Glance

The background features a series of overlapping diamond shapes (squares rotated 45 degrees) in various shades of green and teal. The colors range from a light, pale green to a darker, muted teal. The diamonds are arranged in a pattern that creates a sense of depth and movement, with some diamonds appearing to be in front of others.

Pillar One: Everything

Rethinking our idea of culture to take in much more of everyday Mancunian life and making sure culture connects with everything.

Pillar Two: Everywhere

Creating more spaces and places where culture happens;
delivering a distributed and equitable cultural life for all, wherever they are in Manchester or the World.

Pillar Three: Everyone

Widening access to culture for all, recognising the people that make culture happen, and creating a 'cultural welcome' to the city.

Our Focus?

Impact, Improvement Investment & Inspiration

- **Culture that delivers economic, social and positive environmental impact**
- **From places, to people, to programmes: delivering the next step change in culture across the city and importantly improving our reach across our diverse communities.**
- **Continuing to see culture as integral to our city's success, while drawing in greater and more diverse levels of investment and funding**
- **Getting people everywhere to unlock their own ability to do, create and make.**

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**Sli.do results
from residents at
the event**



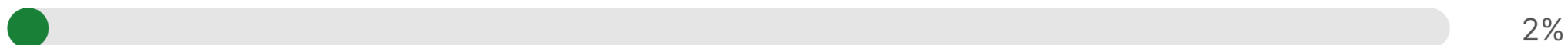
Is the City Centre your Cultural Hub or is it your local neighbourhood?

Multiple Choice Poll 51 votes 51 participants

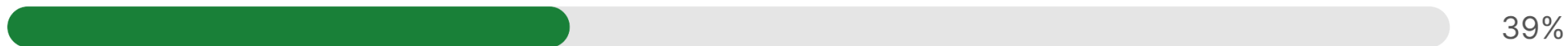
City centre - 32 votes



Neighbourhood - 1 vote



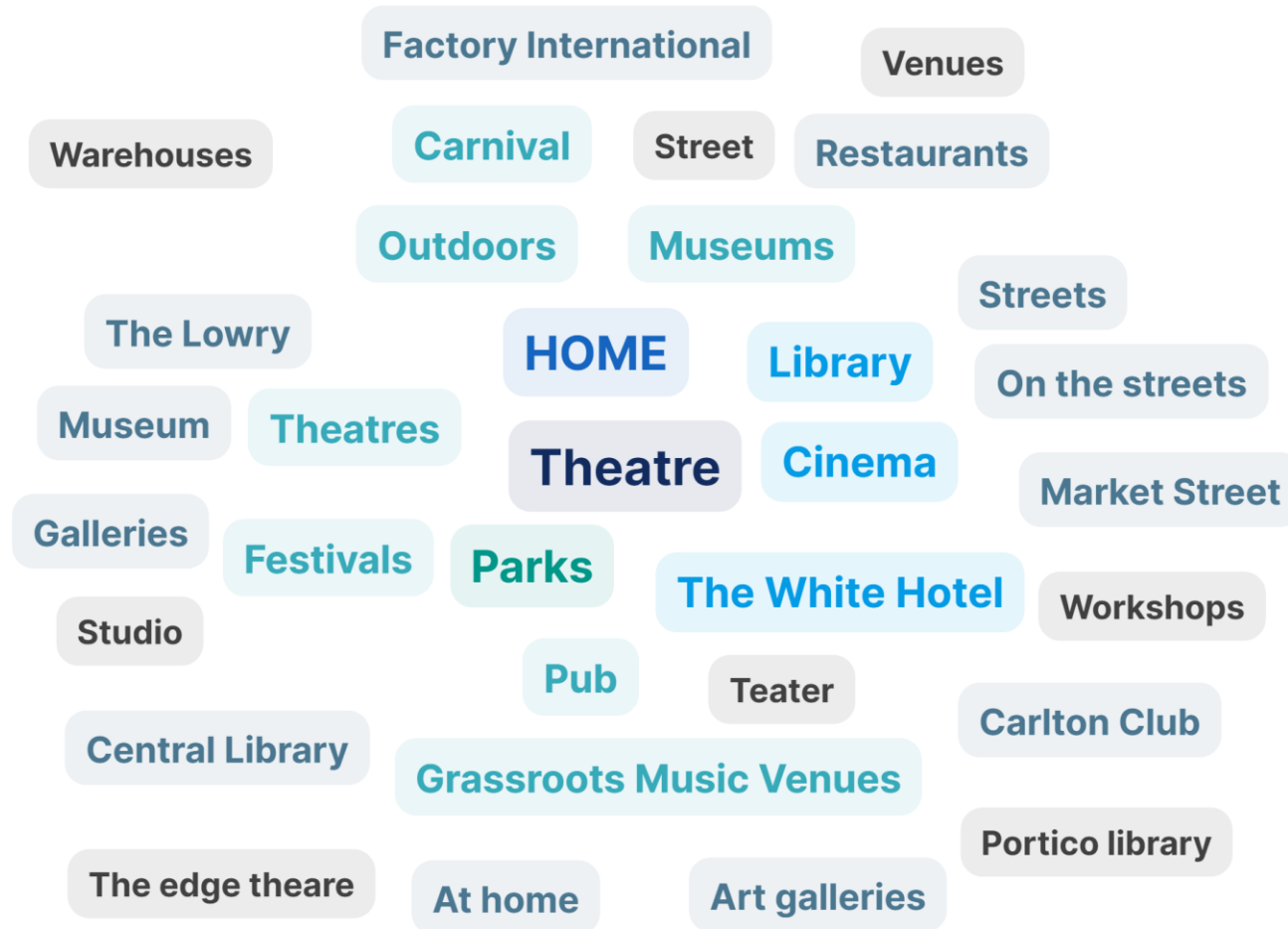
Both - 20 votes





What are your favourite places to enjoy Culture?

Wordcloud Poll 133 responses 59 participants





We want visitors to our cultural venues feel very welcome. What makes you feel welcome when you visit somewhere?

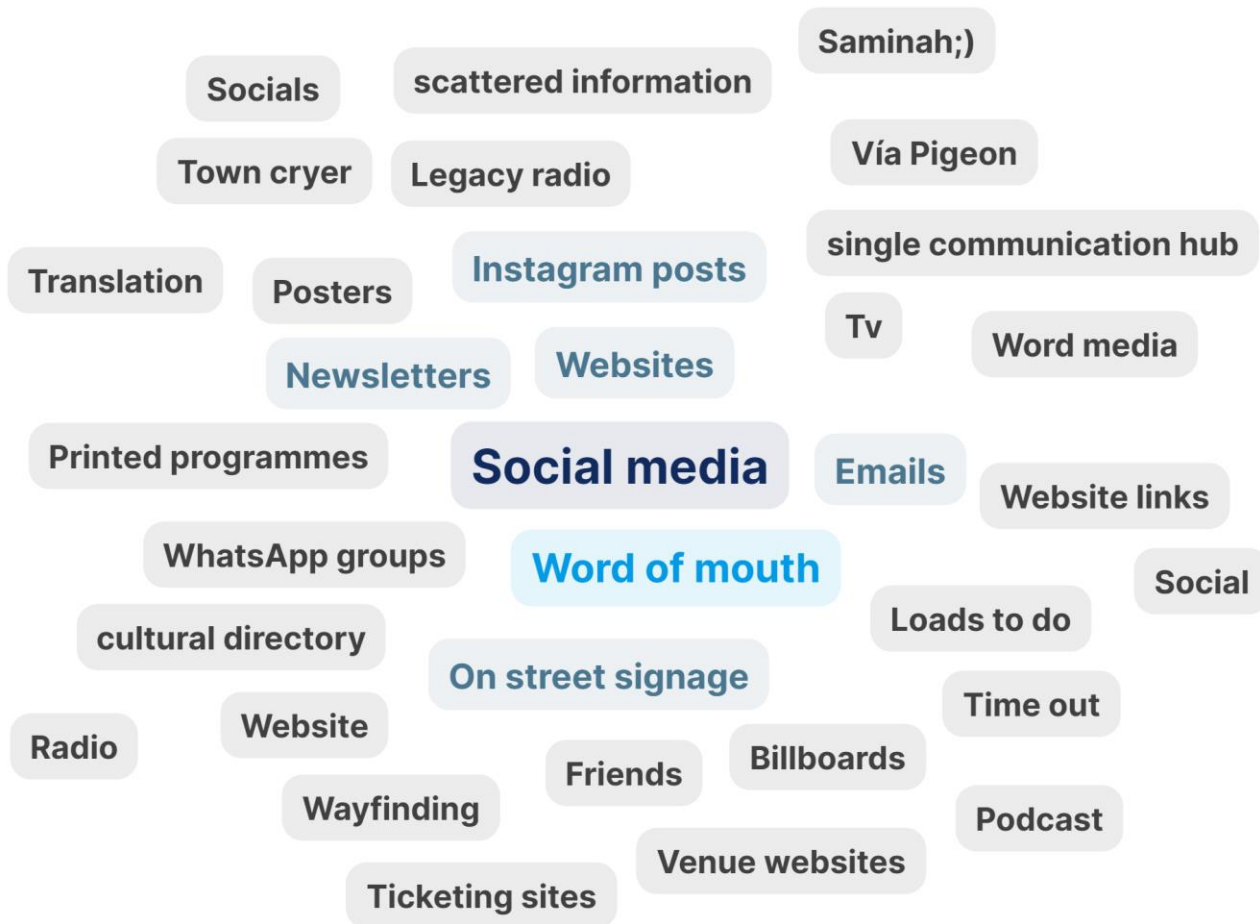
Wordcloud Poll 134 responses 56 participants





People have told us they find it hard finding out what's on. What would make it easier?
How do you like to find out what's going on across Manchester or in your area?

Wordcloud Poll 136 responses 55 participants




How to find out what's on!


Loads To Do What's on Places to go

Loads To Do **What's on** Places to go [My Favourites](#) [Recite](#) [Search](#)


Coming Up




Free Concerts by Chetham's School of Music students
Manchester Cathedral City Centre
September 30, 2024 - Monday May 27 2024
12:00pm - 1:00pm
[Free](#) Just drop in! →






Jazz Workshop
Band on the Wall City Centre
January 4, 2024 - Thursday Mar 14 2024
6:15pm - 8:45pm
[£95.00](#) →



Golden Voices
Band on the Wall City Centre
January 10, 2024 - Wednesday Mar 27 2024
10:30am - 12:30pm
[£5 per session \(includes](#) →




Baby Club - Morning Session
Band on the Wall City Centre
January 12, 2024 - Friday Mar 22 2024
10:00am - 11:00am
[£5.00 \(for 1 adult & 1 child\) + £1 for](#) →




Loads To Do **What's on** Places to go [My Favourites](#) [Recite](#) [Search](#)


Ongoing Events




Make It! Printing with Plants
Manchester Jewish Museum Cheetham Hill
April 4, 2024 - Thursday Apr 4 2024
10:30am - 12:30pm
[£5.00](#) →







Salt Dough Nature Modelling
Boggart Hole Clough Charlestown
April 2, 2024 - Tuesday Apr 2 2024
10:00am - 1:00pm
[Free](#) →



Easter Chick Arts & Crafts
Boggart Hole Clough Charlestown
April 3, 2024 - Wednesday Apr 3 2024
10:00am - 1:00pm
[Free](#) Just drop in! →

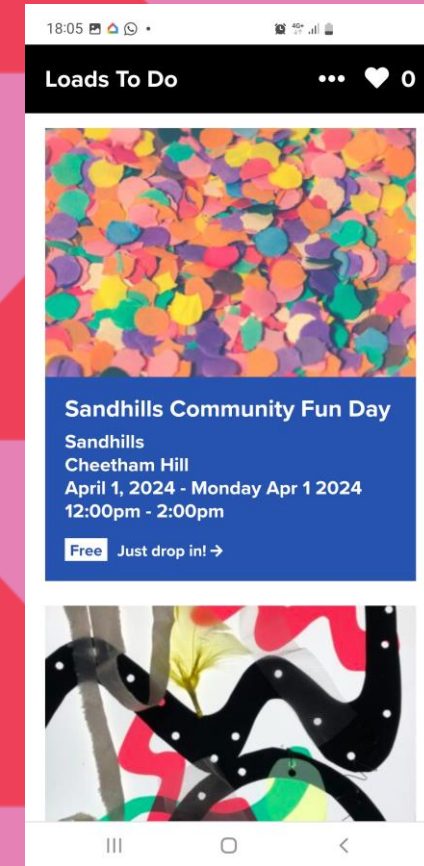
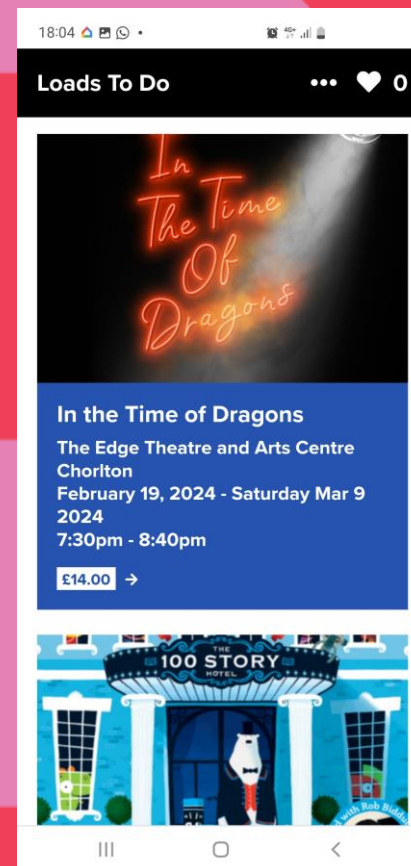
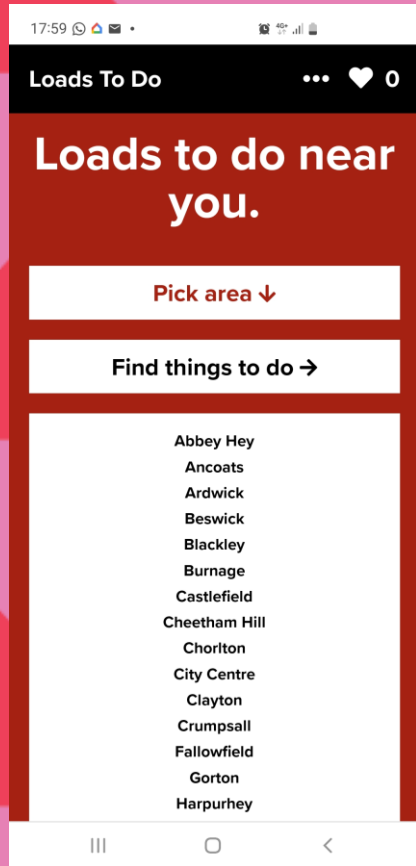


Nature Mandala Arts and Crafts
Boggart Hole Clough Charlestown
April 9, 2024 - Tuesday Apr 9 2024
10:00am - 1:00pm
[Free](#) Just drop in! →



www.loadstodo.co.uk

How to find out what's on!



www.loadstodo.co.uk

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Presentations from some of
Manchester's Cultural
organisations.



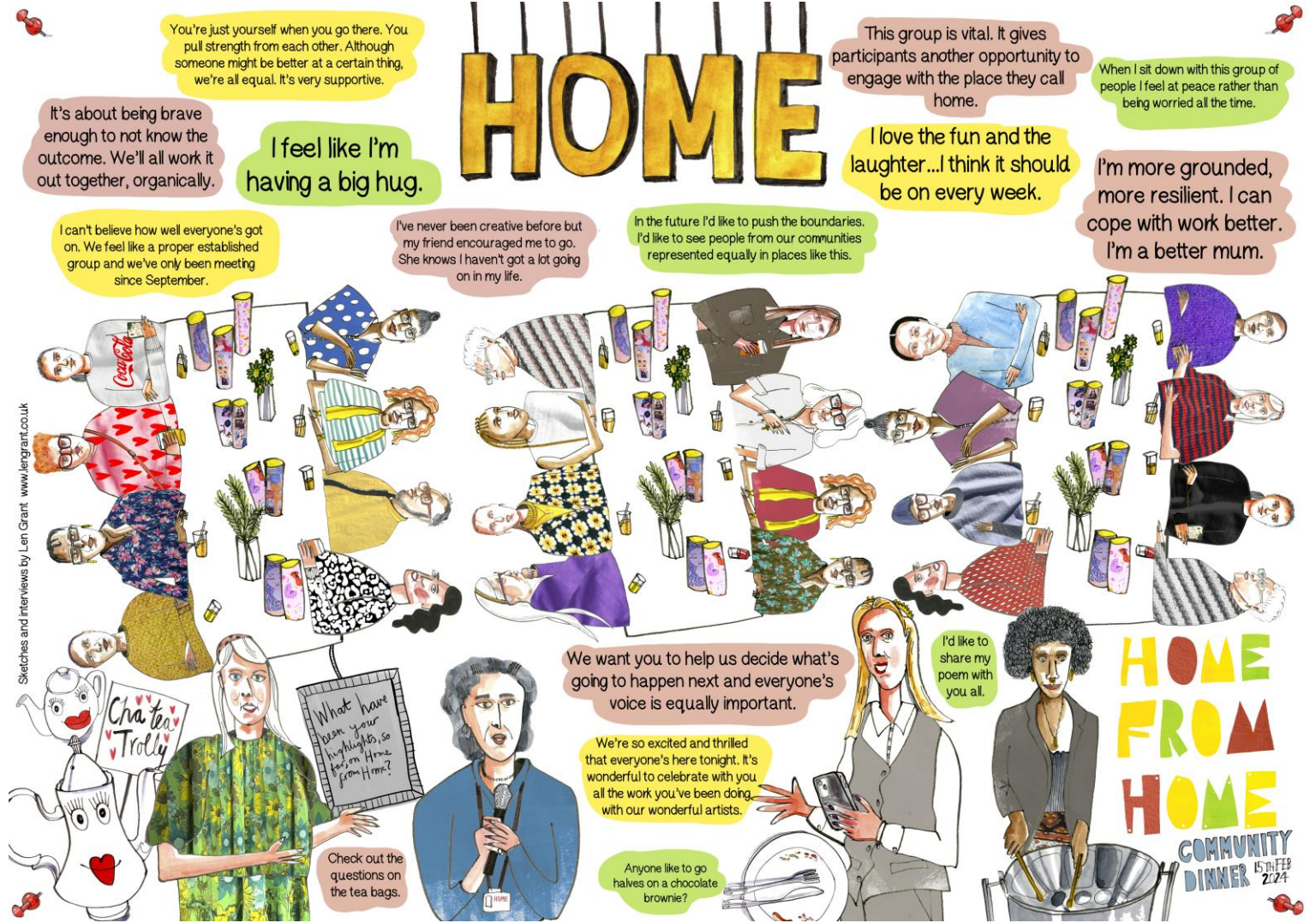
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ENGLAND**

CREATIVITY
 ACTIVISM
 TOGETHERNESS
 ON THE DOORSTEP
 OF MANCHESTER
 COMMUNITIES

HOME



HOME FROM HOME

A new flagship community development programme

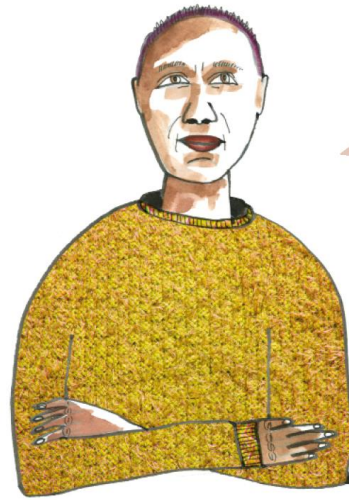
Delivered on the Doorstep of Manchester communities

A 5-Year presence across Gorton, Hulme & Moss Side

Rooted in Socially engaged cross-arts practice, led by specialist teams and co-designed with communities

Happening in a range of spaces including church halls, youth centres, community hubs & public spaces

Delivered in partnership with local services including Housing Associations, Health, Youth, Family & grassroots organisations



I've never been creative before but my friend encouraged me to go. She knows I haven't got a lot going on in my life. From that very first session we were made welcome, everybody is so nice.

You're just yourself when you go there. You pull strength from each other. Although someone might be better at a certain thing, we're all equal. It's very supportive.



Gorton is a very working class area. Often places like Home felt very intimidating. They're seen as exclusive to the middle classes. They'd walk past and think, that's not for me.

By running art workshops in Gorton and then bringing them here to celebrate their art, it makes them comfortable to use these spaces. That's really, really important and it's nice to see.

I think participants should be brought here throughout the year rather than just for one-off events. And to other spaces as well, to broaden their knowledge of Manchester and where they are able to go.



For just two hours or so it's a time away from your family, away from pressures. It's just for yourself.

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Manchester Histories connects people to explore the past and shape the future through histories and heritage.



History Matters.

Past - Present - Future

It matters because it connects people with those who've gone before and those who'll come after. We support people to explore these connections. It's why our work is vital.



What we do.

Bring History to life!

Reveal hidden histories & heritage

We work with people and places to tell stories that matter to them

We have a hub at Manchester Central Library -supported by volunteers

Proud to be part of the cultural landscape and be supported by Manchester City Council – Culture Team



Manchester Histories Festival.

Thursday 6th June – Sunday 9th
June 2024.

Partnership with both Universities
as they Celebrate 200 Years

Happening in four locations
across the city and online

We would love you join us at the
festival this year



Thank you.

Look forward to meeting you.

- www.manchesterhistories.co.uk

- Facebook

facebook.com/manchesterhistories

- Instagram

instagram.com/manchesterhistories

- Twitter (X) twitter.com/mcrhistfest

#MHF2024

karen@manchesterhistories.co.uk

daisy@manchesterhistories.co.uk

Lesa@manchesterhistories.co.uk



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CONTACT



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THE FACTORY ACADEMY TRAIN WITH US

PUBLIC ENGAGEMENT



YAYOI KUSAMA

YOU, ME AND THE BALLOONS

30 JUN - 28 AUG 2023
FACTORYINTERNATIONAL.ORG

factory international

MANCHESTER CITY COUNCIL ARTS COUNCIL



COMMUNITY PARTNERS





NEIGHBOURHOOD ORGANISERS





COMMISSION PARTICIPATION



**factory
international**

factoryinternational.org



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Welcome to the Royal Exchange Theatre





ROYAL
EXCHANGE
THEATRE

IBRO

SHAR...



**7 new
productions
in the last
year**

**7 new
productions
in the last
year**



A woman with blonde hair, wearing a light-colored button-down shirt and wide-leg trousers, stands in a dark room. She is positioned next to a large, glowing white sphere that is suspended within a dark metal frame. The frame has a gabled roof structure. The woman is looking down and to the left, with her right hand resting on the frame. The overall atmosphere is dramatic and artistic.

2 world premieres



2 world premieres

92,629
audience
members



92,629
audience
members



A group of people, including a man with a beard, a woman in a hijab and glasses, and a young man with curly hair, are gathered around a laptop. They appear to be in a workshop or a collaborative meeting. The scene is dimly lit, with a bright light source visible in the background. The text "We ran over 700 workshops" is overlaid on the bottom right of the image.

**We ran over
700 workshops**



We ran over
700 workshops

Developed 80 partnerships
including 50
schools



A group of students in school uniforms are performing on a stage at night. They are wearing blue blazers, white shirts, and green and blue striped ties. Some students are clapping, and one student in the foreground is playing a guitar. The stage is decorated with blue curtains and string lights. The background shows a building with a sign that says "SCHOOL".

**Developed 80 partnerships
including 50
schools**



2023/24 saw over 7000 participants get involved



2023/24 saw over 7000
participants get involved



8 Audience Focus Groups



8 Audience Focus Groups



100+ volunteers



100+ volunteers



**Recruited 70
Young Company
members**



**Recruited 70
Young Company
members**







BETFRED

FLORIDA
FRIED CHICKEN

CASINO
SLOTS EXPERIENCE

ADMIRAL

CASINO
SLOTS EXPERIENCE

SMASHOFFICIAL.CO.UK

SMASH
OFFICIAL



MAKING THEATRE FOR
THE PEOPLE OF GREATER
MANCHESTER & BEYOND



BOX OFFICE 0161
royalexchange

THIS

CONNECTION

DRY
CE!



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY



**THE OGLESBY
CHARITABLE TRUST**



**The Rayne
Foundation**



**WARNER BROS.
DISCOVERY**



The Granada
Foundation

**BEAVERBROOKS
NOËL COWARD
FOUNDATION**



**Garfield Weston
FOUNDATION**

**T H E
MACKINTOSH
FOUNDATION**



**Esmée
Fairbairn
FOUNDATION**

bruntwood

**The Bruntwood
Prize for Playwriting 2019**

in partnership with the **Royal Exchange Theatre**



The D'Oyly Carte Charitable Trust

Thank
You



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Reform Radio Presentation by Lewys Stocks

A video created by Reform Radio was presented with the link to view here.

[Reform Radio Round Up 2022 \(youtube.com\)](https://www.youtube.com/watch?v=...)



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www.startswithaspark.co.uk

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Voices of Manchester



02/11/2023

Ruth

Ruth thinks that arts should be as accessible as possible for young people.

[Read More](#)



02/11/2023

Noah

Noah wants to inspire primary age children.

[Read More](#)



02/11/2023

Aoife

Aoife has a vision for the future of creativity and culture.

[Read More](#)

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Voices of Manchester

Manchester's Conversation on Culture

What gives you goosebumps?

We are crafting a new ten year cultural plan for Manchester, hand-in-hand with the people and visitors of this city.

What BIG (or small) ideas do you have for the city?

We want to understand what type of creativity or culture gives you goosebumps, what BIG (or small) ideas do you have for the city and what is at the cultural heart of your community.

By 'culture' we mean everything from art and performance like dance and music, galleries and

HAVE YOUR SAY ON THE CONSULTATION

AS AN INDIVIDUAL

Have your say - your contribution will make a huge impact on what is available to see, hear and do in Manchester for the next ten years.

We're here to listen and be guided by you, if you live in Manchester please complete the survey below.

A translation of the survey can be made available in Arabic, Urdu, Polish, Farsi, Kurdish, Bengali, Pushto, Cantonese, French and Tigrinya.

If you require a translated version, a downloadable version or a Braille version of the survey please email spark@creativeconcern.com

COMPLETE THE SURVEY

AS A GROUP LEADER

Start a conversation on culture - we have created toolkits to enable individuals and organisations to lead their own sessions in the community.

If you are a group leader in a community setting please [download this toolkit](#). If you work with young people please [download this toolkit](#).

A Microsoft Word version of all toolkits is available on request.

Please [download a consent form](#) if you intend to take any photos/films during your session.

Please use your own experience of your group to judge how best to lead this workshop.

Whilst we have provided prompts within the toolkit and specific questions on the online survey, it's more important to us that all people of Manchester are represented in this strategy, so we would love to hear all your feedback.

Thank you



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