



**IT
ALL
STARTS
WITH
A
SPARK**

Community ToolKit

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WITH A
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Manchester's
Conversation
on Culture

1. The background

The background features a repeating pattern of overlapping diamonds. The diamonds are oriented with their vertices pointing towards the corners of the frame. The color palette consists of two shades of green: a darker teal and a lighter lime green. The diamonds are arranged in a staggered grid, creating a sense of depth and movement.

Welcome to the ‘it all starts with a spark’ toolkit.

This toolkit has been created to invite individuals and organisations to lead their own sessions in the community – **to start a conversation on culture.**

The feedback you gather will help co-create Manchester’s cultural strategy and will define the next ten years of cultural progression in the city.

In this toolkit you will find...

- Background to the strategy
- An overview of the flexible consultation approach
- Advice and links on consent and GDPR
- Workshop tools
- How to share the information you’ve gathered from the community

Alternative toolkits are available for Young People and for conversations within the Cultural Sector.

Thank you for your help and support in this important listening process.

Background

The key principles and vision for culture in Manchester were set out in the Cultural Ambition and adopted by Manchester City Council in 2016.

Now, we are creating a new 10-year Cultural Strategy for 2025-2035. This will be the basis for the city – in collaboration with residents, shareholders, cultural organisations and creatives – to re-imagine what makes our place distinctive and bring together activities and initiatives under a unified goal for Manchester.

The new Culture Strategy will:

- Create a shared vision about culture in the city
- Provide a set of shared priorities for the sector
- Reflect the needs of both the sector and the city's residents
- Benefit the city and our residents
- Link cultural activity to other city strategies
- Build upon the growth and development of culture within the city
- Be a live document, reviewed annually

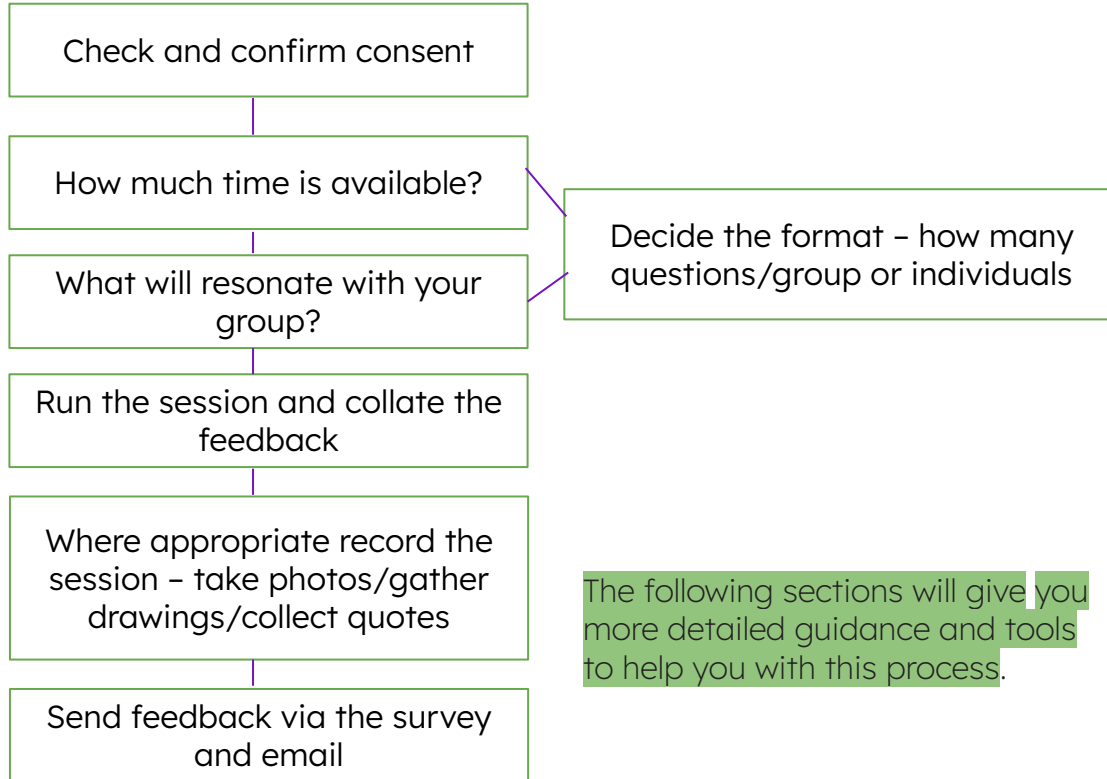
1. The approach

The background features a series of overlapping, nested diamond shapes. The colors are a mix of teal and lime green, creating a dynamic, geometric pattern. The diamonds are oriented with their vertices pointing towards the corners of the frame.

The new strategy is being designed to benefit the people of the city who live here now and who will live here in the future.

We hope the strategy will lead to more accessible cultural programmes and initiatives that empower all communities and individuals to explore their talents and passions.

The approach at a glance...



Notes for facilitators – check and confirm consent

This toolkit is to be used by facilitators to gather insights and feedback from community groups and residents within the 32 Manchester Wards. We thank you in advance for your support with this.

GDPR

The information that you provide will be treated by the council in line with GDPR policies – read the Policy, Partnerships and Research team's [privacy statement](#).

Please continue to work within your organisation's approach to GDPR. You can let your participants know that their feedback will be provided to the council and the consultants 'Creative Concern' that the council is working with to help to shape and inform the strategy.

Participants' feedback from this workshop will be anonymised, but if they fill in the survey themselves, they may wish to provide their email address.

Notes for facilitators – check and confirm consent

Photography consent forms

These are available for download from the consultation website. Where possible and permissible please take photos/short videos of people participating in your workshop. If you are working with under 18s and taking images/film you will need parental consent.

Translated version of the survey

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 please email **spark@creativeconcern.com**

Accessibility

A downloadable version of the survey is available for printing purposes.

A braille version is also available on request.

Please email **spark@creativeconcern.com**

Notes for facilitators – time and what will resonate with your group

You know best, please use your own experience of your group to judge how best to lead this workshop.

While 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.

- You can explore just one of the prompts with your group and turn it into a more interactive and creative session.
- You can adapt and rephrase the prompts to suit your audience.

If you choose to do any of the above, please continue to use the survey link to provide your feedback but also send any additional feedback to **spark@creativeconcern.com**

Facilitator role – running the session

Depending on the group or individuals you are engaging with you can be flexible with time and adapt the toolkit to fit best with the needs and availability of the group.

Here are some suggestions of how to use the tools in different time frames.

If you have 5 minutes...

Please provide the background on slide 15 to your group, share the consultation website and ask your group to complete the survey: www.itstartswithaspark.co.uk

If you have 15 minutes or longer...

As above + complete slides 16 and 17 (choose 1-2 prompts to explore) with your group and direct people to the website at the end to complete the survey.

If you have 30 minutes or longer...

We have provided the survey questions on slides 18-21. You can choose a few questions or work your way through them all with your group.

Facilitator role – sending in the feedback

As the facilitator please upload the outputs of your workshop to the survey by visiting:

https://www.surveymonkey.co.uk/r/startswithaspark_facilitator

During your session please take a record of the following so this can also be provided:

- How many people attended
- Age range

Please send any photos/films, consent forms, and responses to Slide 17 to: spark@creativeconcern.com

3. Workshop tools

The background features a series of overlapping, nested diamond shapes. The colors are a mix of teal and lime green, creating a dynamic, geometric pattern. The text '3. Workshop tools' is positioned in the upper left corner in a bold, white, sans-serif font.

Introduction to workshop

WE'RE HERE TO LISTEN AND BE GUIDED BY YOU.

We are crafting a powerful new 10-year cultural plan for Manchester, hand-in-hand with the people of this city.

Through a series of workshops, interviews, surveys and conversations we want to understand what type of creativity or culture gives you the goosebumps, what BIG (or small) ideas you have for the city and what is at the cultural heart of your community.

And when we say 'culture' we mean everything from the arts and performance like dance and music, galleries and museums, to hands on art and craft or making your own videos. It's about the things you do creatively and what you like to see and enjoy, including going to festivals and community events.

Open questions for workshop sessions

> **Myths**

What do you think people misunderstand, get wrong or have yet to learn about arts, culture and creativity? By 'people' we mean anyone from audiences and creators, to politicians or funders.

> **Magnets**

What events, activities or organisations are the most interesting and appealing to you, your family and friends?

> **Mountains**

What would you like Manchester known for in the future in terms of culture and creativity? Think BIG!

> **Magic**

What gives you goosebumps or makes you excited, in terms of culture and creativity?

Visual activity for workshops

Your cultural world

Draw us a sketch or a word cloud of the places and moments in your life that represent what you would call your 'world of culture'.

It could be a favorite place you love to go to – like a museum, library, community centre, park or public space where an event takes place.

Or it could be a memorable time you spent doing something creative or being at an event with friends or family.

Survey questions

Choose a few questions to explore with your group or, if your group would like to work through all of the questions individually, please use the online survey or the downloadable version.

Survey questions

1. **What should we shout about more? What do you think Manchester is famous for when it comes to everything from music and the arts to craft, design or events?**
2. **What do you love to see, do and make (if anything!) that you'd describe as taking part in culture, the arts or creativity?**

Design and craft (e.g. pottery, knitting, fashion)

Heritage & Museums

Events (carnivals, performances, etc.)

Attending music events including gigs

Theatre

Making music (of any kind e.g. with own instruments, equipment)

Literature and poetry

Painting

Sculpture

Photography

Film and radio

Dance

Producing videos (including on your phone)

Other

Survey questions

Survey questions

3. Is culture and creativity important to you?

Yes

No

Don't know

4. If you answered 'Yes' to Q3, can you tell us why is it important?

Happiness

Socialising

Education

Relaxation

Enjoyment

Fulfilment

Health and wellbeing

Inspiration

Increase confidence

Provides a source of income i.e. job

Other (please specify)

Survey questions

Survey questions

5. If you answered 'No' to Q3, can you tell us why culture and creativity is not important to you?
6. Where are you at your most creative?
 - At home
 - In a place of education
 - Travelling
 - At work
 - In a structured group session e.g. weekly sketch group
 - In an informal group session e.g. meeting up with friends
 - In a leisure setting e.g. coffee shop, pub, in the park
 - I don't feel I'm creative anywhere
 - Other (please specify)
7. What would make YOU take part in culture more?
 - Local location
 - Affordability
 - Better transport links
 - Variety of times of activities/performances
 - More information on what's available
 - Seeing more people like me represented (at the venue, or attending/performing)
 - Help to conquer the fear of the unknown (not sure what to expect going somewhere for the first time)
 - Accessibility
 - More informal surroundings (ability to move around, chat, eat own food etc.)
 - Other (please specify)

Survey questions

Survey questions

8. How important is it for creativity to help deliver a greener, more sustainable city? For example, by informing people about environmental issues/actions; by reducing environmental impact of venues and events; by including more greener themed events within their programme of activity

Please rate from 1 (not important), to 10 (incredibly important).

4. Next steps

The background features a series of overlapping, concentric diamond shapes. The innermost diamond is a light, pale green. This is surrounded by a ring of a slightly darker teal-green. The next ring is a vibrant lime green. The outermost visible ring is a medium teal. The diamonds are oriented with their vertices pointing towards the corners of the frame, creating a dynamic, geometric pattern.

Next steps

Your group's survey responses and workshop outputs will be used to help shape the direction of Manchester's cultural plan for the next ten years.

As the facilitator please upload the outputs of your workshop to the survey by visiting:

https://www.surveymonkey.co.uk/r/startswithaspark_facilitator

Your group will be credited in the report and photos provided may also be used so please ensure permission has been granted and you email permission forms alongside the photos.

Thank you so much for your support and time in delivering this workshop and ensuring the residents of this city are heard in this process.

If you have any questions please contact spark@creativeconcern.com

Thank you

Contact email: spark@creativeconcern.com

Date: October 2023



MANCHESTER
CITY COUNCIL



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ARTS COUNCIL
ENGLAND