

# IV World Conference on Creative Economy

Inclusively Creative – A Shifted Reality

# Introduction

The confluence of historical significance, diverse population, educational institutions, supportive infrastructure, and a tradition of musical and cultural innovation has made Greater Manchester a rich and enduring cultural hub.

With a bustling music and creative scene, Greater Manchester has long been a central point for creatives, musicians and artists that have pathed their own way from a multitude of creative subscenes and ecologies.

Today I will highlight some of the current key activity, that is taking place across Greater Manchester and the work being delivered by myself and the GMCA Culture and Night-time Economy Team, and how this activity is generating thriving creative industries locally and nationally.

I will also include key creative projects I am currently working on across Greater Manchester.

# A bit about me...

**Rebecca Swarray**

**Senior Policy Officer- Creative  
Culture & Night-Time Economy**

**Freelance DJ, Event Curator,  
Producer and Programmer**



# GMCA Culture and NTE Team

**Marie Claire Daly- Head of Culture**

**Gareth Williams – Principle NTE**

**Joe Heys- SPO Culture & NTE**

**Holly Jones- SPO Music**

**Hafiz Khokhar – Project and Policy Officer Culture & NTE**



# Background & Statistics

- **The Visitor Economy in Greater Manchester is worth £2.6bn GVA p/a and supports 105,000 jobs.**
- **The Digital and Creative Industries in Greater Manchester are worth £4.4bn GVA p/a and supports 78,500 jobs**
- **Pre-pandemic, Arts Council England and National Lottery Heritage Fund invested more than £40m p/a in Greater Manchester.**
- **Organisations in Greater Manchester accessed more than £37m from DCMS's Culture Recovery Fund, additional to that annual investment amount.**
- **Music alone contributes £169m p/a to the economy of Greater Manchester**
- **Significant National support for culture in Greater Manchester, including more than £100m in core funding to cultural organisations**
- **Greater Manchester has one of the largest creative and digital clusters in the UK, employing 63,500 people and generating GVA of £3.1 billion each year.**

# GM Culture

**In August our new 5-year strategy CreateGM was launched and will set out how, we can protect, develop, and democratise culture, heritage, and creativity in Greater Manchester so we can continue to share our stories with the world and reap the societal and economic benefits of a thriving creative ecosystem.**

**We will better align our creative organisations and people with emerging opportunities in Greater Manchester like the Greater Manchester Baccalaureate that will give a clear path to all young people in Greater Manchester, whatever their interests, ambitions and passions.**

**The MBacc will guide the two in three young people in Greater Manchester who do not go into higher education towards subjects which will maximise their chances of getting a good job in our vibrant regional economy, providing culture, heritage and creative organisations with the talent they need to thrive while reducing inequalities within the sector.**

# GM Culture

As well as providing our young people with clear routes into our thriving creative industries, we will better harness the power of culture, heritage and creativity to inspire and provide a safe space for young people at risk of harm or on the cusp of criminality.

As Greater Manchester continues to develop at a pace, we will work with colleagues to ensure that culture and creativity are at the heart of new developments and that the history and heritage of our places are protected and promoted, recognising the importance of these sectors in the collective and individual identities of our people and the success and vibrancy of our places.

We will align culture, heritage and the creative industries with wider Greater Manchester plans for economic growth, ensuring they feature in Growth Location plans and that their full potential, as drivers and contributors to growth, are recognised.

# GM Night-time Economy

There are 448,700 people working in jobs or businesses that are significantly active at night, a drop from 464,000 people in March. This is around 33% of the Greater Manchester workforce.

There are 24,400 NTE businesses in Greater Manchester. The regional centre accounts for 11.3% of NTE businesses in Greater Manchester.

Greater Manchester's culture and leisure offer (as well as the retail sector and infrastructure that supports it) accounts for 42% of employment in the nighttime economy (197,760 jobs). 24-hour health and social care accounts for 32% (145,000), and other night-time economic activity (e.g. manufacturing and logistics) account for 26% (120,625).

89% of businesses in Greater Manchester are micro-sized, employing 0-9 people.

There were 98.4 business births per 10,000 residents of working age population in Greater Manchester in 2019, compared to 93.5 in the UK.



# Current Projects & Team Activity

**-GM Culture Fund- £4,425,000 total of cultural investment approach for Creative Culture and Social Impact organisations. £3,965,000 p/a is applied to all strands of the culture fund - Inspire, Spirit, Sustain, Collaborate and Strategic.**

**-Night Buses – launched 1<sup>st</sup> September covering two key areas in GM- Bolton and Leigh.**

**-StreamGM – all year-round programme platforming and celebrating GM culture, music and creatives.**

**-Greater Manchester Music Commission- originated from Andy Burnhams manifesto. Including 27 members, made up of music professionals provide advice, steer and lead on music led and inspired activity across GM.**

**-Creative Improvement Districts (CIDs)- placemaking and regeneration framework that focuses on boroughs across GM to align creative communities and creative industries.**

# Creative Improvement Districts (CIDs)

**Creative Improvement Districts (CIDs) are GMCA's approach to cultural, creative and NTE led town centre and high street regeneration.**

**The policy addresses long-standing challenges within both place making and culture; the decline of traditional retail, changes in consumer habits and a lack of creative and start up space.**

**The issues faced by NTE and cultural businesses are the same as those faced by creatives and artists; rent increases, redevelopment and local planning legislation.**

**There are several sectors that, if closely aligned, have the potential to combat these issues whilst transforming our town centres and growing the creative, culture and leisure sectors.**



# Creative Improvement Districts (CIDs)

The aim of CIDs is to drive the start-up, growth, development and re-location of creative, cultural and night- time economy businesses to a pre-determined area.

This will create good jobs, economic growth and vibrancy whilst ensuring places where people can live happy and meaningful lives.

The theory behind CIDs is driven by four foundations:

- Place
- Support
- Engagement
- Legacy



# Supporting Local Creatives and the Creative Industries

**-Short Video about the CID framework currently running in Salford, Greater Manchester.**

**-Short Video about StreamGM .**





## Summary

**In conclusion, Greater Manchester stands out as a thriving hub for creative industries, characterised by its rich cultural heritage, diverse talent pool, and robust support networks. The city has successfully integrated innovation and collaboration, fostering an environment where creative businesses can flourish. With significant investments in infrastructure, education, and technology, Greater Manchester is not only attracting top talent but also nurturing homegrown creatives. The vibrant arts scene, alongside initiatives that promote inclusivity and sustainability, solidifies its position as a leading creative city. As we look to the future, Greater Manchester is poised to continue driving creativity and economic growth, making it an essential player on the global stage.**

# Questions & Answers

# Resources & Further Reading

- **Create GM Strategy-**

[www.greatermanchester-ca.gov.uk/what-we-do/culture/greater-manchester-culture-strategy](http://www.greatermanchester-ca.gov.uk/what-we-do/culture/greater-manchester-culture-strategy)

- **Culture Portfolio & Inspire Fund-**

[Culture Inspire Fund - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](http://greatermanchester-ca.gov.uk)

- **Greater Manchester Music Commission-**

[Greater Manchester Music Commission - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](http://greatermanchester-ca.gov.uk)

- **Bee Network Buses / Transport -**

[Buzz in the air with just one week to go before launch of the Bee Network - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](http://greatermanchester-ca.gov.uk)

Thank you for listening!

**GREATER  
MANCHESTER**  
**DOING CULTURE DIFFERENTLY**

