

ALWAYS, EVERYWHERE

Manchester's
Cultural
Ambition
2024–2034

Culture is at the heart of our city. It shapes our communities and broadcasts a Manchester story right across the world. Our ten-year framework for cultural ambition is the next chapter in this story, waiting to be written by the people of the city themselves.

Culture inspires us. It's a magnet that pulls people, talent, ideas, jobs and partners closer to us. Our cultural life is as healing as it is energising. It happens everywhere.

EVERYONE!

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

Cultural democracy

We will launch a renewed focus on equality, diversity and inclusion in culture with a proactive plan and open up more affordable, accessible and varied cultural opportunities. We will ensure that everyone feels welcome as audience members, participants, as artists and within the workforce and that everyone experiences the health, wellbeing and educational benefits of culture

People shape culture

We will draw up a cultural workforce development plan, support new talent starting with children and young people, and promote awareness of jobs in the cultural sector to enrich the diversity of people working in our sector from all backgrounds.

Welcome to (cultural) Manchester

We will ensure that our cultural offer is on a par with our international peer cities with an exciting major events programme and campaigns to attract visitors and promote the city. We want residents and visitors to have an inspiring and welcoming, age and family friendly experience of visiting cultural venues, with better information on 'what's on'.

EVERYTHING

Rethinking our scope for culture to take in much more of everyday Mancunian cultural and creative life, and making sure culture really does connect with the issues that matter.

What culture means to us

We will ensure our cultural offer is genuinely representative of the people of Manchester and their experiences, while being of a truly global standard, and we are reframing our definition of culture to capture a wide set of artistic, creative and heritage activities.

The makers of culture

We recognise the creativity in everyone, regardless of background, celebrating what people do, make and create. We will ensure that Manchester is a place where artists can be successful, and we will make better connections between grass-roots everyday culture and opportunities for people to get into a cultural-sector career.

Making connections

We want to connect our cultural world to Manchester's zero carbon ambitions and to the wider success of the city. We will develop a new network of cultural champions in key growth sectors, acknowledging in some areas e.g. music, our cultural education work will generate the future talent for these economically important areas.

Telling the story

We aim to celebrate the story of the city more creatively, inclusively, truthfully and powerfully through culture. We embrace Manchester's varied origin stories, including celebrating the diaspora that brought our people to the city and openly recognising our economy's post-colonial legacy. We will strive to ensure that culture can be used to explore a wide range of issues in a city where artists have freedom of expression.

OUR STRATEGY

It is 'our' strategy and we are all jointly responsible for its delivery and success.

This strategic framework has been co-designed with residents and partners, and its delivery is a shared commitment on the part of Manchester City Council, cultural organisations, funders, the business community and the voluntary sector.



SICK! Festival: Love Letters
Claire Angel

WHAT IS CULTURE?

Culture and Creativity is deeply rooted in our history. It is a defining characteristic of what it means to be human and access to culture is enshrined in UN Article 27 as a human right.

For this strategy, Culture describes our artistic and creative lives, the arts in all its forms, history and heritage, activities like watching films, reading, attending festivals and events, and the creative things we love to do, make and experience.

Culture is also about behaviours, shared traditions and beliefs. Through our consultation we know that language, food and dress are important to people's cultural lives and acknowledging and including these things will make a difference to people's interest in activities and events.

EVERYWHERE

Creating more spaces and places where culture happens, and delivering a distributed and equitable cultural life for everyone, everywhere.

Making space for culture

In our rapidly changing city, we will integrate culture into major urban renewal programmes and use public art to enhance our city centre and neighbourhoods.

We will maximise the use of our libraries to the full to increase opportunities to engage in culture and develop a network of neighbourhood hubs for this.

Manchester – the global city

We want an internationally recognised and globally connected cultural offer in Manchester that is as diverse as and reflects the city's community and which utilises creative talents from all over the world. We will help creative producers in Manchester to tour and export more of their work, reaching new audiences and attracting international industry events to the city.

Reaching across the North

Where transport provision and disabled parking need improving, we will work with Transport for Greater Manchester and other partners to address the issue. We will promote access to the newly established Bee Network as a low-carbon, affordable and much more reliable public transport system that offers a safe, great alternative to taking the car.

Seeing is believing

We want everyone to be aware of what's on, especially at street level and through digital platforms.

To find out what's on, visit [LoadsToDo.co.uk](https://www.loadsToDo.co.uk) and [VisitManchester.com](https://www.visitmanchester.com) or visit Central Library.



Chanel Metier d'Art Exhibition Embroidery Tables

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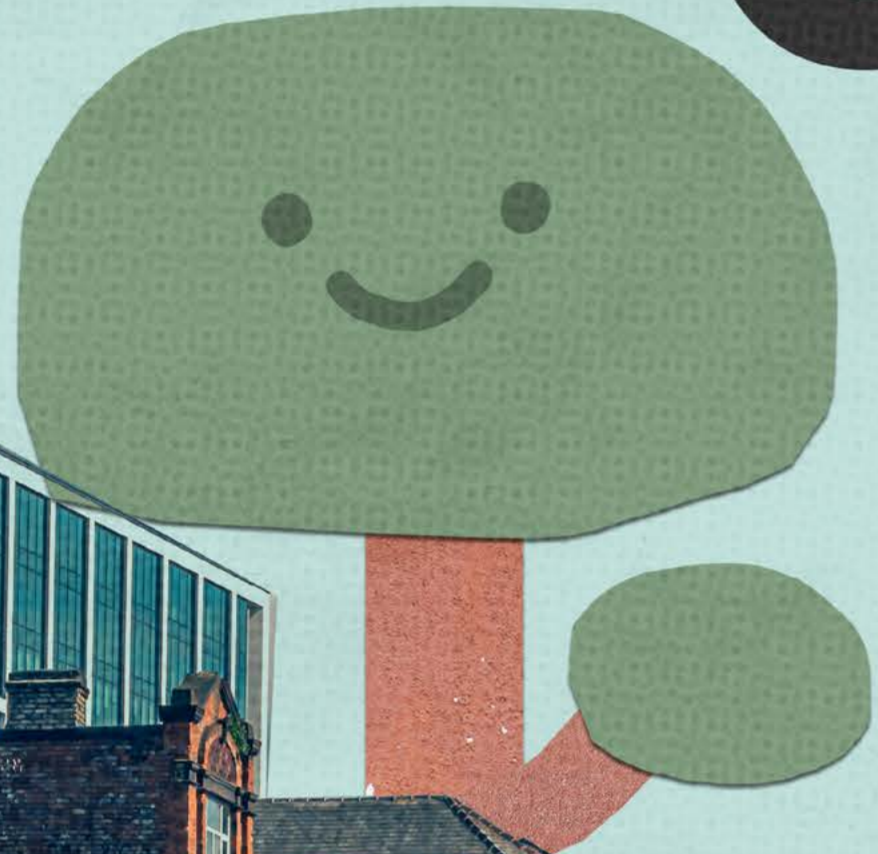
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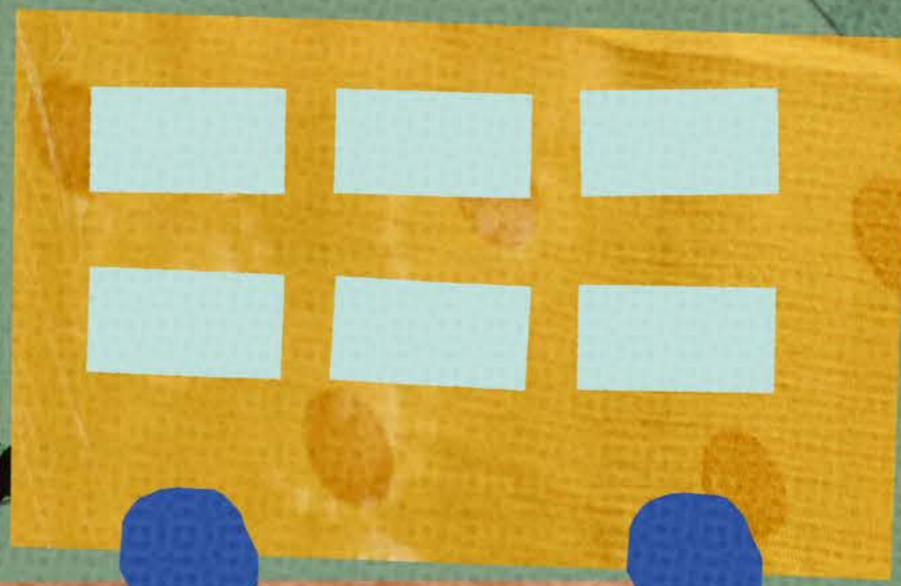
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