

Report Title: East Manchester Advisory Committee and funding for local good causes

Report of: Neil Fairlamb – Strategic Director of Neighbourhoods and John Rooney, Director of Neighbourhood Delivery

Report for: East Manchester Advisory Committee

Date : 20th March 2024

1.0 Background

1.1 As part of the development of Co-op Live, the East Manchester Advisory Committee was established as an advisory board in May 2022 to oversee –

- Progress on the general build of the Co-op Live arena and the wider community impact
- Progress on funding and the strategy for the Co-op Foundation
- Issues in East Manchester from residents
- Consider plans by City Football Group in relation to the Etihad Stadium
- Agree a framework for allocation of funding from Co-op Live to be allocated to community and voluntary sector within the 3 adjoining wards

1.2 Through the Section 106 agreement in relation to the Co-op Live development, Co-op Live offered to provide a total annual donation of £100k to local good causes within the wards of Ancoats & Beswick, Clayton & Openshaw and Miles Platting & Newton Heath, starting on the first arena event and concluding on the 9th anniversary (10 years). This is to be overseen by the East Manchester Advisory Committee (EMAC).

1.3 Further to this, there was also a £100k per annum contribution offered from the Co-op Foundation which they asked to be monitored through EMAC and directly relates to the 15 year arena naming rights agreement.

1.4 In effect, there is a total commitment of £200k for 10 years towards good causes. The relationship with Co-op Live and Co-op Foundation is for 15 years and there is a further opportunity to extend local giving for 5 years.

2.0 Membership of EMAC

2.1 Membership of the Advisory Committee, chaired by Sir Howard Bernstein, initially included –

Mark Donnelly – Oak View Group
Sara Tomkins – Co-op Live (Deputy Chair)
Neil Fairlamb – Manchester City Council
Nick Crofts – Co-op Foundation
Rebecca Birbeck – Co-op Group
Cllr Majid Dar (now replaced by Cllr Irene Robinson) – Ancoats and Beswick
Cllr Thomas Robinson – Clayton and Openshaw
Cllr John Flannagan – Miles Platting & Newton Heath

2.2 Since the second EMAC meeting in February 2023, there have been changes in political representation. As stated within the Section 106 agreement, it is for the council

to agree its elected member representation on EMAC. In order to ensure engagement of all members across the 3 wards, it is proposed that all elected members from the 3 designated wards are invited to future meetings of EMAC. It is recognised that this is helpful for transparency and building links and engagement on key issues relating to the campus.

2.2 Recommendation:

- 2.2.1 It is recommended that from now on all elected members from the 3 designated wards are invited to meetings of EMAC.

3.0 Management of the funding

- 3.1 At the EMAC Board meeting on 28th February 2023, it was indicated that Co-op Live and Co-op Foundation were open to the City Council allocating the funding being made available and for managing financial details. It is understood, through the Section 106 Agreement, that EMAC has an important role to monitor progress and ensure that funding has been spent in line with its requirements.

- 3.2 It is proposed that the total £100k per year be passported from the Co-op Live on an annual basis starting with the first event date (28th April) and then subsequent anniversaries for a further 9 years. It is proposed that a date be agreed with Co-op Foundation for their 10 year of funding with the opportunity for a further 5 years of £100k per year allocation relating to the arena naming rights.

- 3.3 The allocations/grant funding would be put into a ring-fenced account for the intended purpose within each ward. A separate grant funding agreement relating to this would be signed between the City Council's Finance service and both Co-op Live and Co-op Foundation. It is also proposed that there be some flexibility in the agreement to enable movement of funds allocated for a ward across financial years.

- 3.4 The City Council's Finance Service would coordinate and provide either an annual or 6 monthly update on how funding has been allocated and spent with relevant outcomes. These would be provided in advance of EMAC board meetings.

3.4 Recommendation:

- 3.4.1 (i) The Council recommends that it enters into a funding agreement (or separate agreements if required) with Coop Live and Coop Foundation to allow the transfer of funds into MCC on an annual basis and that these are managed through a ring-fenced account for deployment solely in the three wards of Ancoats & Beswick, Clayton & Openshaw and Miles Platting and Newton Heath.

(iii) That funding allocated per ward is allowed to be carried over into the following financial year to ensure effective allocation.

(ii) Monitoring information be provided on an annual or six-monthly basis based on requirements from Co-op Live and Co-op Foundation.

4.0 Allocation and distribution of funding

- 4.1 The Section 106 Agreement states that funding will be distributed to local causes with the direction of EMAC. These are defined as '*those community causes*

identified by EMAC for the Annual Donation to be applied towards in accordance with the objectives of, and in the proportions determined by EMAC (it being acknowledged that Council members from Local Wards on EMAC shall have a prominent role in the determination of these matters)'.

4.2 The initial meetings of EMAC Board confirmed that overarching objectives of this fund is to support the local voluntary and community sector in pursuit of the following:

- Employment opportunities for young people
- Improving health outcomes, specifically mental wellbeing

4.3 It should be noted that the definition of 'community causes' and criteria seem flexible as long as members of EMAC are in agreement. It is understood that Co-op Live and the Co-op Foundation would not support schemes which would be regarded as 'business as usual' and that there will be a requirement to know the benefits that the investment has made to the communities in each ward in terms of outcomes.

4.4 It is recognised that this fund has the potential to provide sustainability, focus and revolutionise our relationship with the voluntary and community sector in the North East of the City. Co-production and a recognition of capacity would be a key consideration.

4.5 It is also recognised that funding could be used to support local commissioning and build additional capacity into existing services or pilot new approaches in those wards. A strategic needs assessment would be required to support this approach.

4.6 It is important that communications in relation to the funding and the schemes that are funded recognise that funding has been provided through Co-op Live and Co-op Foundation.

4.7 Recommendation –

It is recommended that the following agreed criteria are confirmed and that funding for wards be based on providing added value rather than on areas or activity that could be seen as Business as usual.

- (i) Employment opportunities for young people
- (ii) Improving health and wellbeing outcomes
- (iii) Investment in other good local causes which support improvements in local communities and neighbourhoods

It is also recommended that all communications in relation to funded schemes recognise the grant monies from Co-op Live and Co-op Foundation and that there are joint communications in relation to all schemes.

5.0 Funding distribution to wards

There are a number of options that could be considered and it is recognised that the role of local members was clearly highlighted as crucial in the wording of the Section 106 agreement. In order to ensure an equitable spread on allocation, it is proposed that the annual funding allocation is split evenly within the 3 wards.

The priorities for spend would be decided by a meeting of the 3 ward members in each ward in May of each year with ratification through Co-op Live and Co-op Foundation.

In the event that members are unable to agree on schemes to fund or in the event that EMAC does not support the funding proposals, the Strategic Director of Neighbourhoods or Director of Neighbourhood Delivery would have authority to sign off the final schemes to be funded.

In terms of distribution this could be on an application basis mirroring other community-based funding, commissioning to build capacity or pilot new initiatives or a blend of both. This discussion can be had with ward members once allocation of funds has been agreed.

.3 Recommendation:

- (i) For the initial 10 years (2024-33) of funding, totalling £200k per annum, an even split be allocated and ring-fenced across wards each year - £66,666.
- (ii) Should the Co-op Foundation support a further 5 years (from 2034-38), the split in funding of £100k should also be evenly divided.
- (iii) As recommended earlier, whilst efforts will be made to allocate and spend all funding within year, it is proposed that allowance is made to carry over some unallocated funding to the next year.
- (iv) Members at a ward level would meet each year in May to decide on priorities for spend and later agree which schemes are funded (based on the earlier EMAC criteria). This would be subject to ratification with Co-op Foundation and Co-op Live
- (v) In the event that ward members do not come to an agreement on allocations within budgets, the Strategic Director or Neighbourhoods or Director of Neighbourhood Delivery would be the arbiter on final spend.

6.0 Next steps

- 6.1 Assuming approval of recommendations at EMAC, the Director of Neighbourhood Delivery will work with Finance and Legal colleagues in Co-op Live and Co-op Foundation to finalise the funding agreement (or agreements) in advance of first payments.