

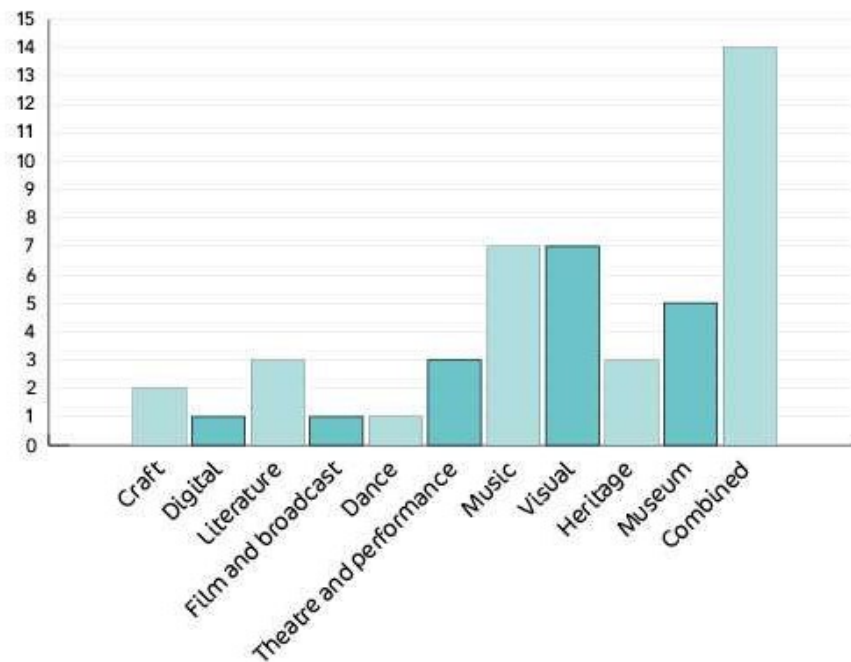
# Manchester's Cultural Impact Survey 2019/2020

# Overview

- The fourth year of the Council's annual survey on the economic and social impact of cultural organisations in Manchester
- Open to all cultural partners in the city – compulsory for Council-funded organisations
- Enables the Council and partners to:
  - Understand the city's cultural organisations in terms of estimated economic impact and social value
  - Demonstrate progress towards the Our Manchester Strategy and Cultural Ambition
  - Advocate for arts and culture and the Council's continued investment
  - Understand patterns of Manchester resident engagement in arts and culture (people and place) and identify any gaps or weaknesses
  - Create a resource for the Council and cultural organisations which supports future business planning and funding applications
- The 2019/20 survey will provide a pre-pandemic baseline.

# Organisations

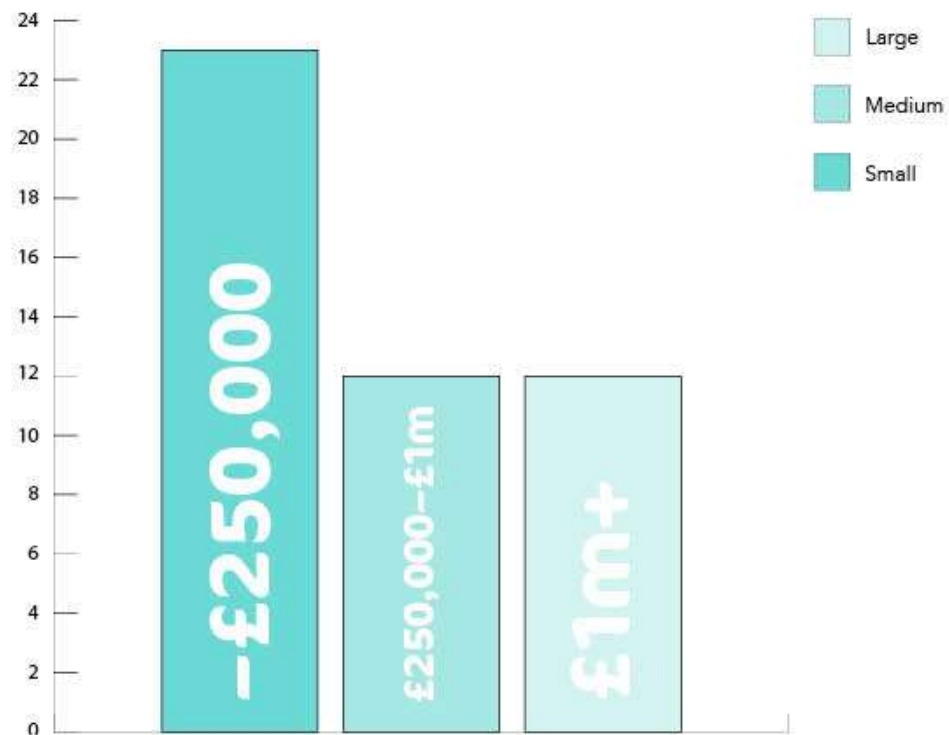
Total number of organisations responding...



47

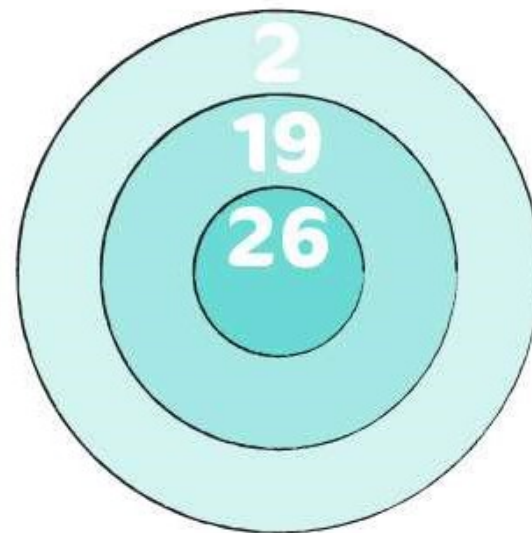
# Organisations

By size...



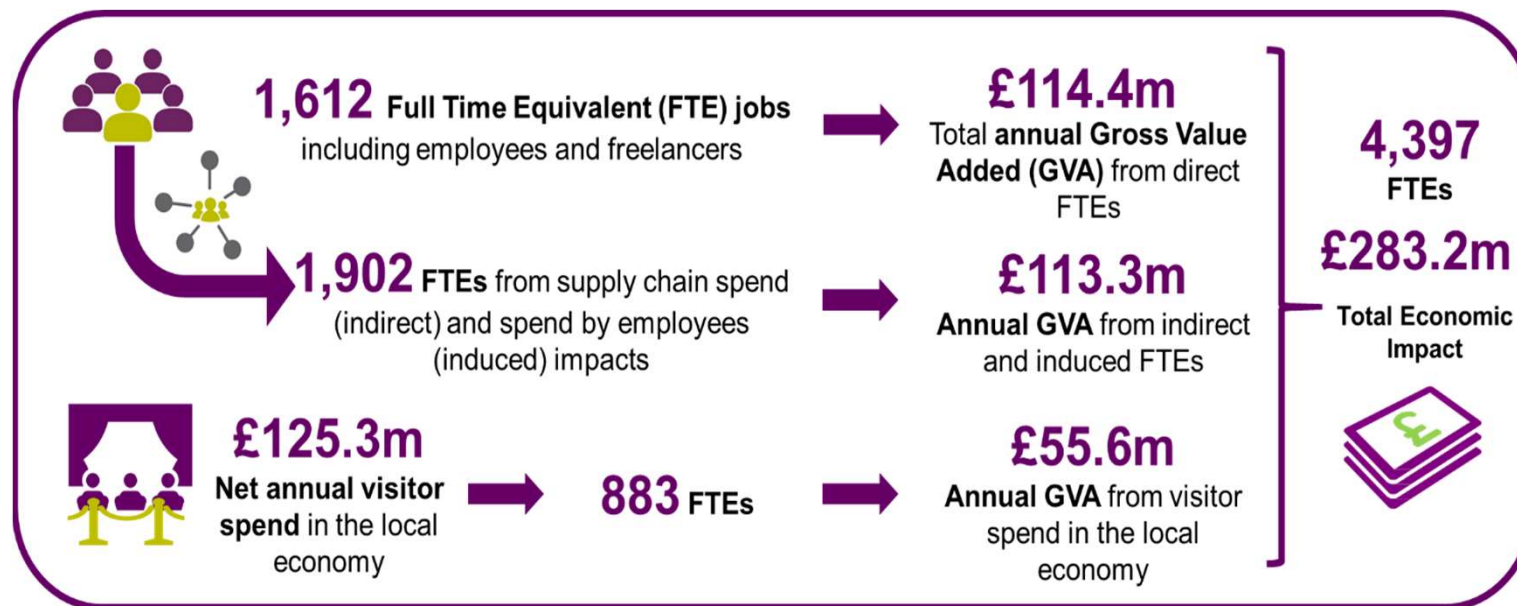
# Organisations

Where they're based...

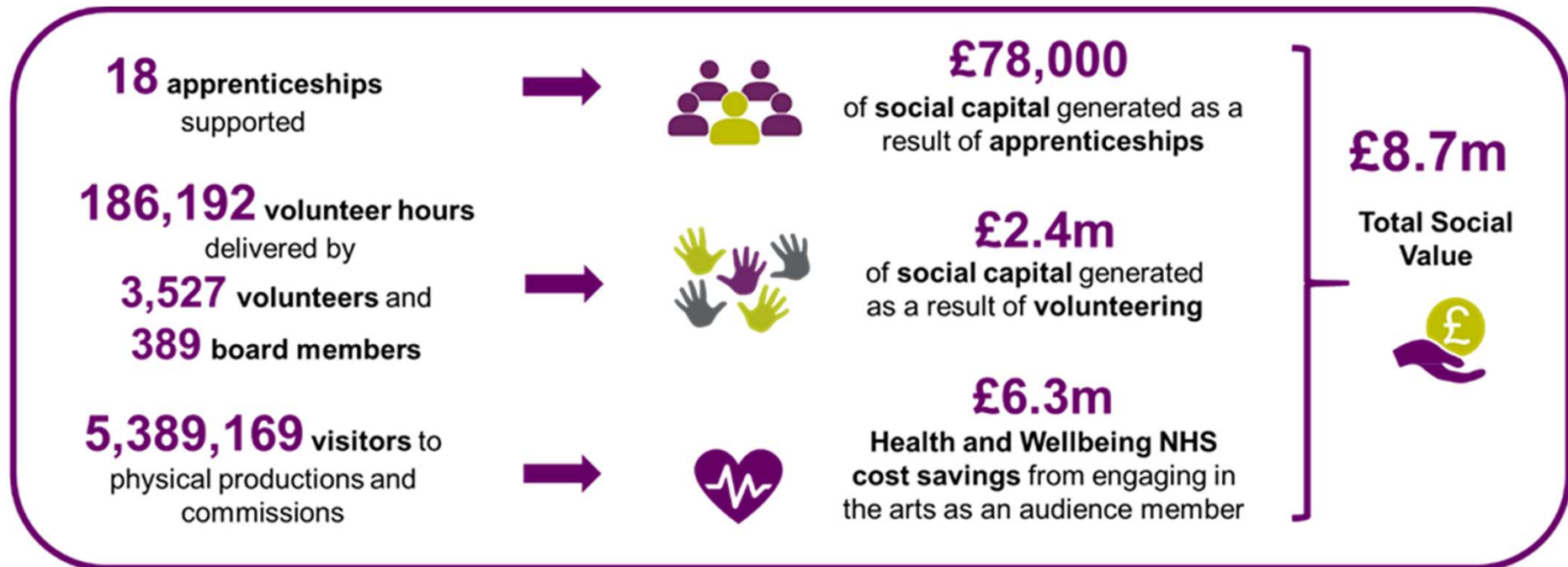


- City Centre
- Manchester Neighbourhoods
- Outside Manchester

# Economic impact



# Social value



# Funding and income

Funds raised (by sector)...

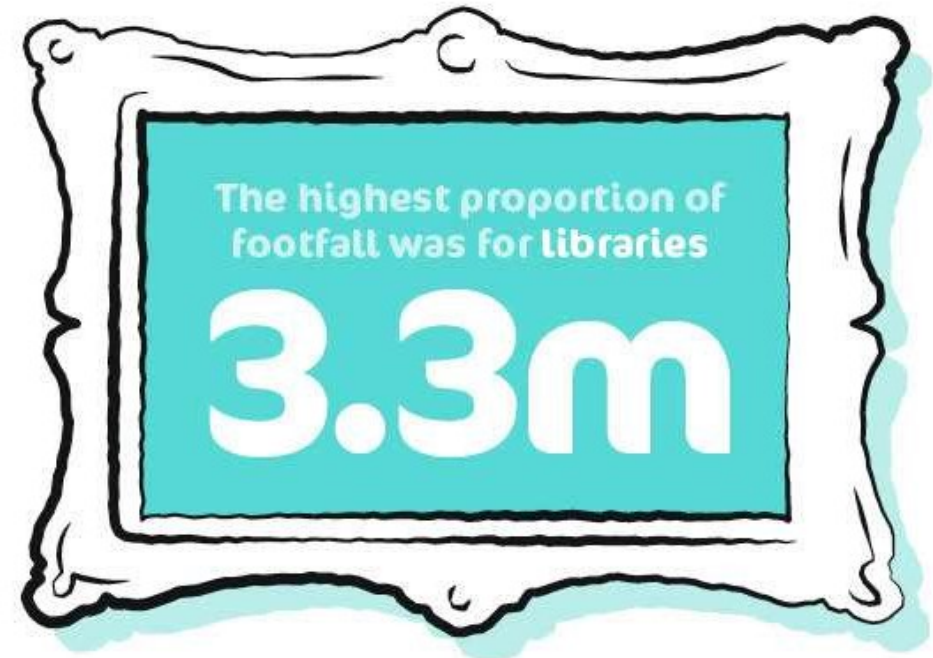




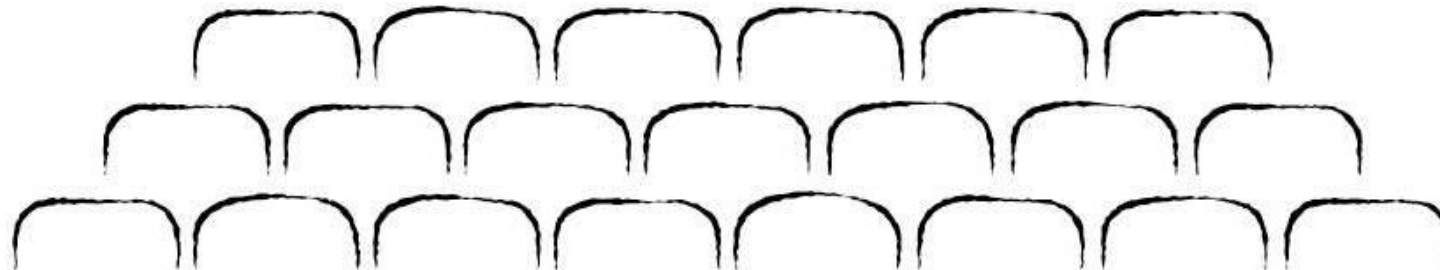
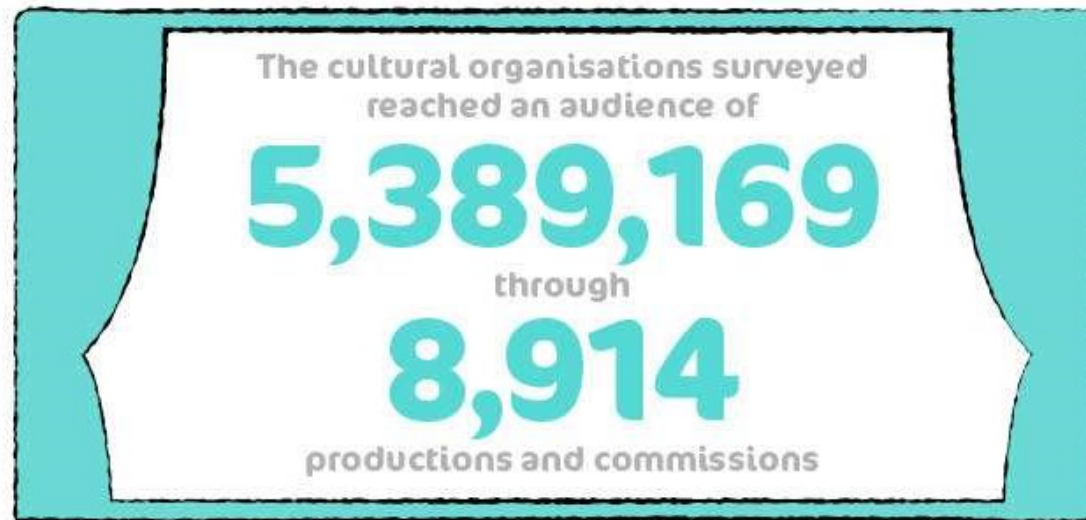
# Reach

Overall footfall at cultural venues was just over

**7.9 million**



# Reach

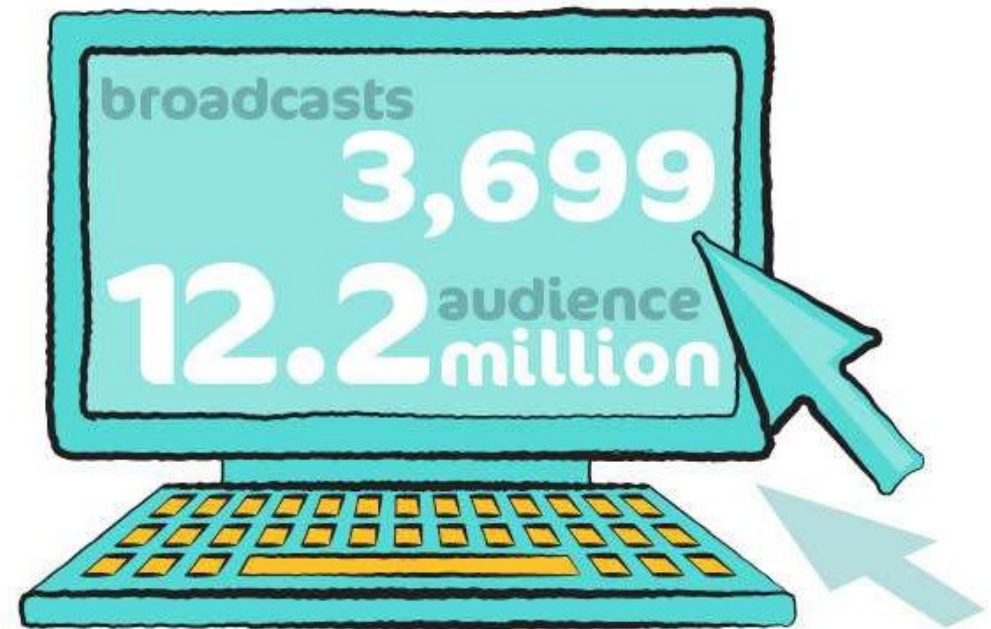


# Reach

**19 organisations** toured work  
outside their main venue – with **233 tours**  
reaching audiences of **921,030** in countries  
including **Russia, Spain and Romania**



# Reach

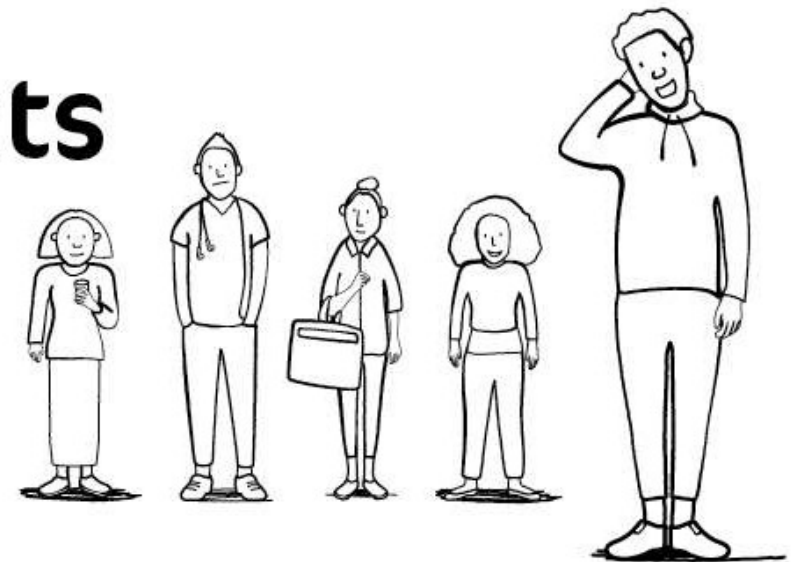


## Reach

**740,000** participants

**43,000** sessions

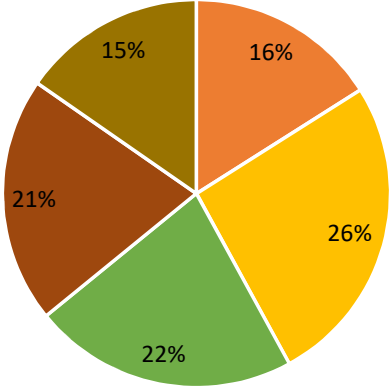
**1.3million** engagements



# People data

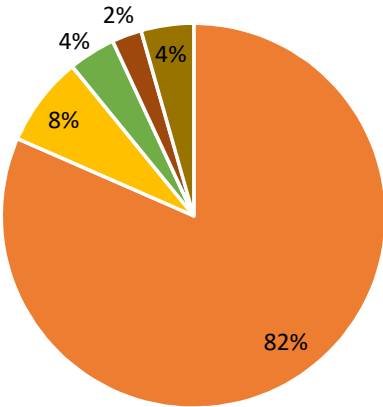
## Age

Audience



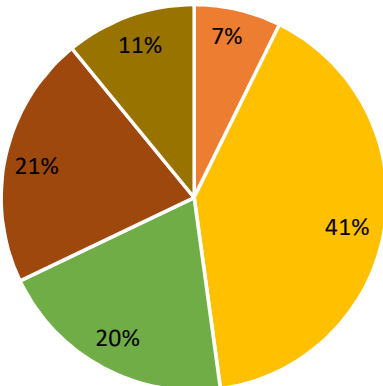
27 orgs

Participants



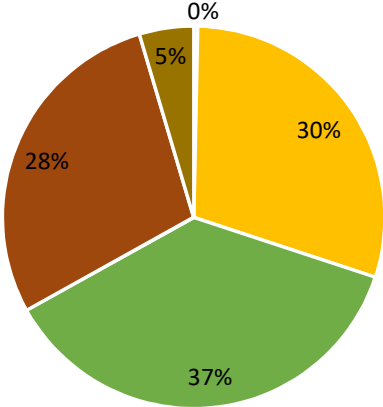
21 orgs

Volunteers



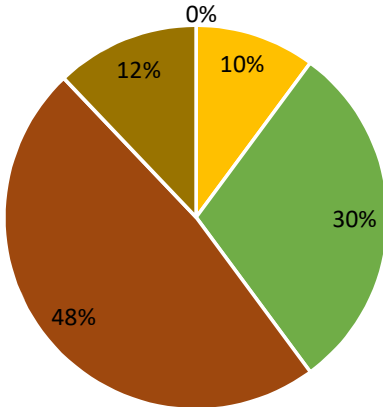
30 orgs

Employees



41 orgs

Board Members



39 orgs

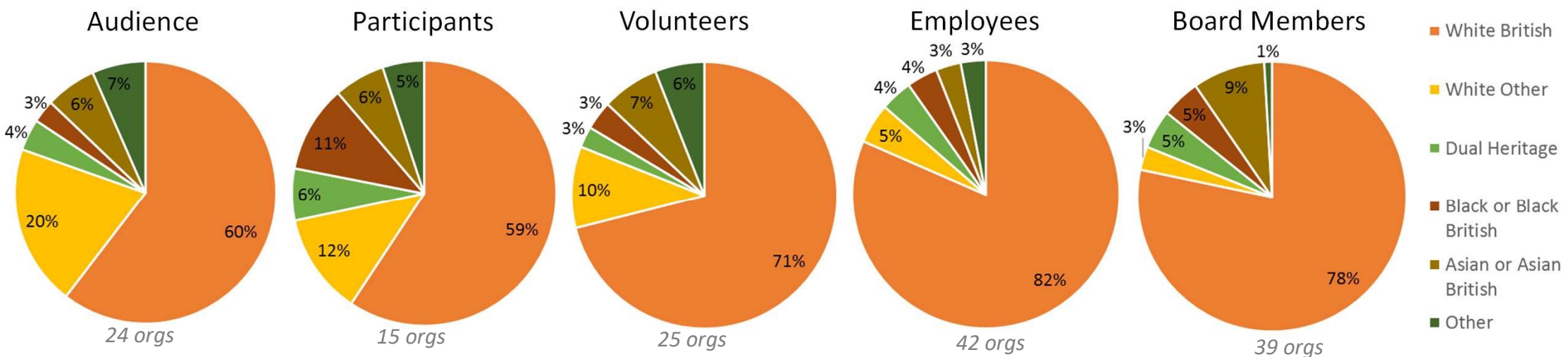
- 0-19
- 20-34
- 35-49
- 50-64
- 65+

Manchester Resident Population (2019 ONS MYE)

0-18	19-34	35-49	50-64	65+
23%	36%	18%	13%	9%

# People data

## Ethnicity



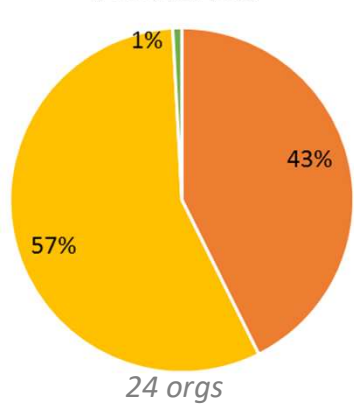
Manchester Resident Population (2011 Census)

White British	White other	Dual Heritage	Black or Black British	Asian or Asian British	Other
59%	7%	5%	9%	17%	3%

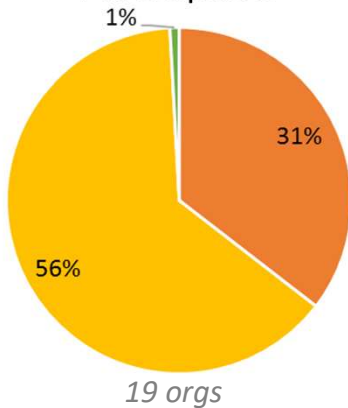
# People data

## Gender

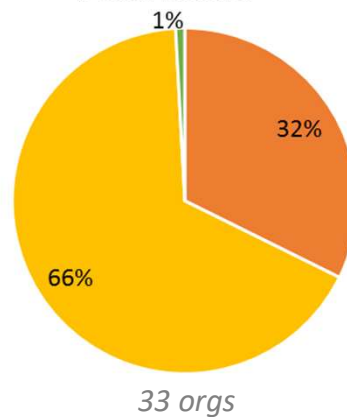
Audience



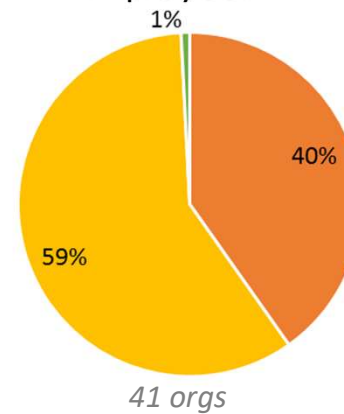
Participants



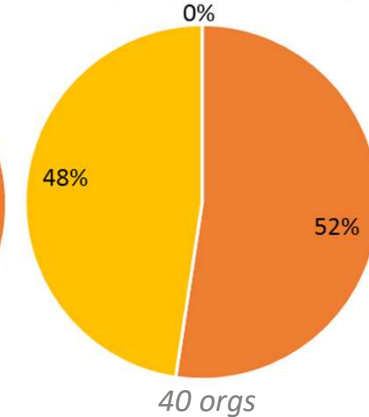
Volunteers



Employees



Board Members



- Male (including female to male trans men)
- Female (including male to female trans women)
- Non-Binary (such as androgyne)

Manchester Resident Population (2019 ONS MYE)

Male	Female
51%	49%

Percentage of people not identifying with the gender assigned at birth

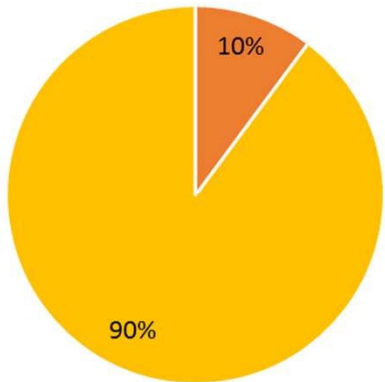




# People data

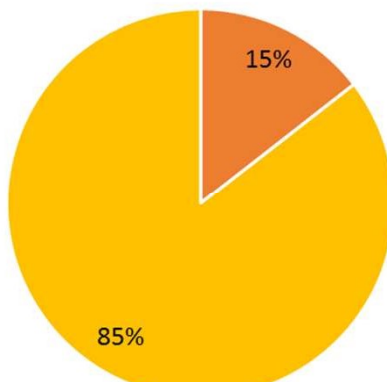
## Disability

Audience



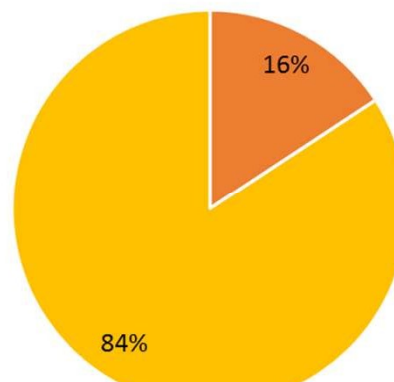
22 orgs

Participants



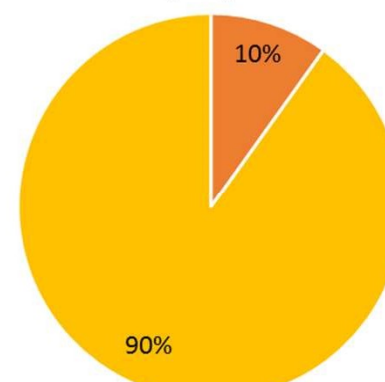
17 orgs

Volunteers



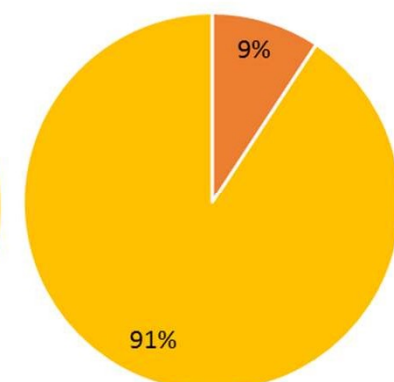
27 orgs

Employees



37 orgs

Board Members

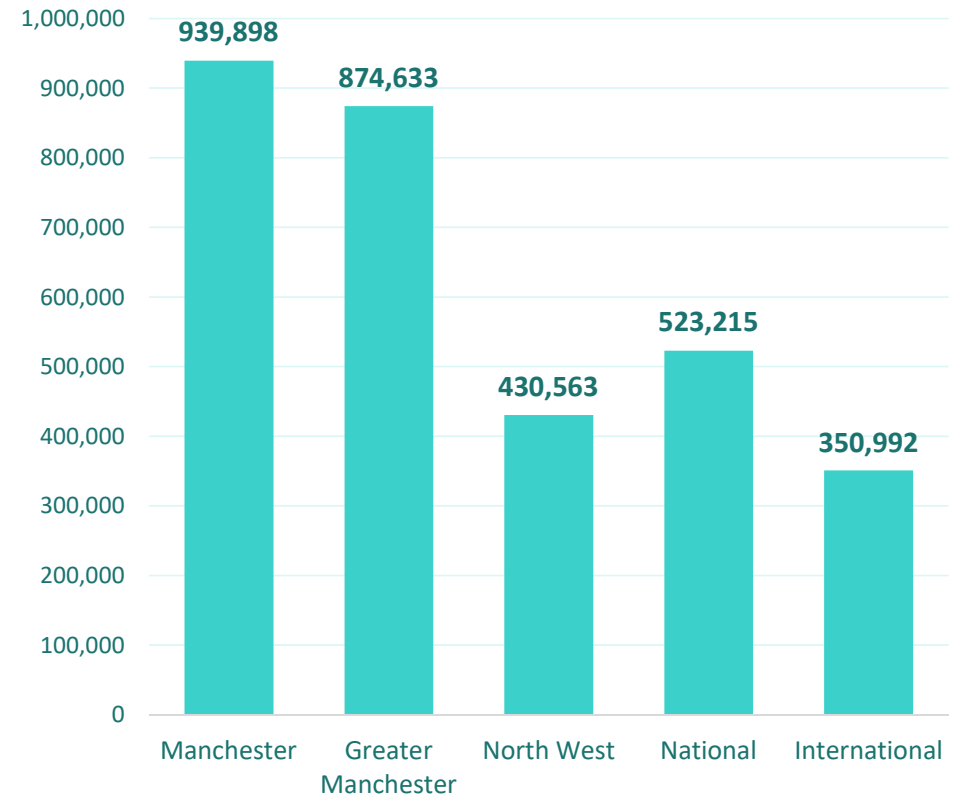
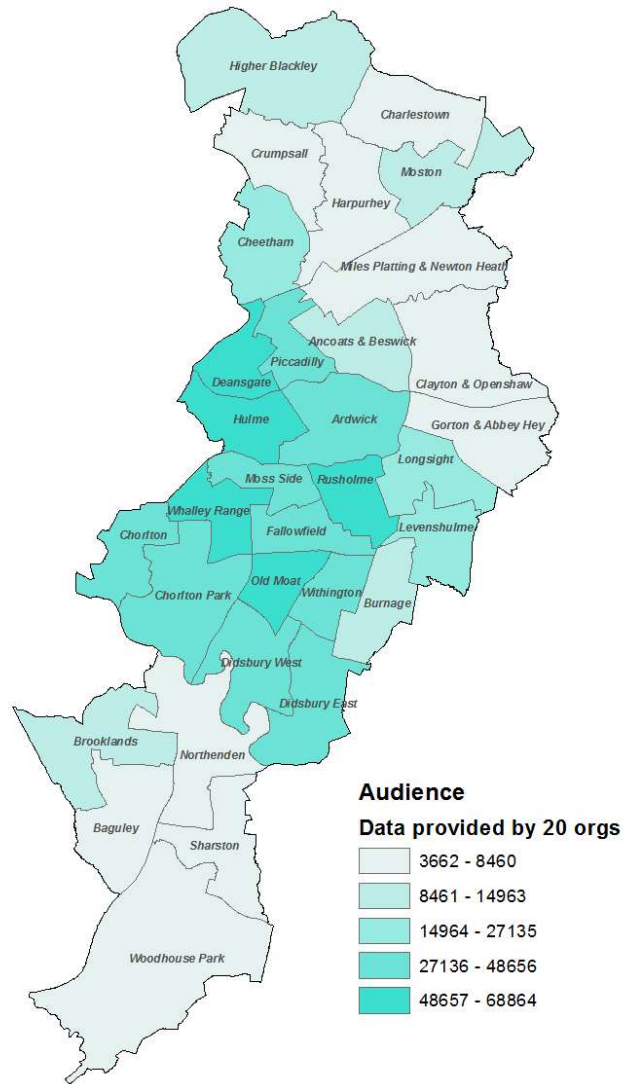


37 orgs

■ Identifying as having a disability  
■ No disability

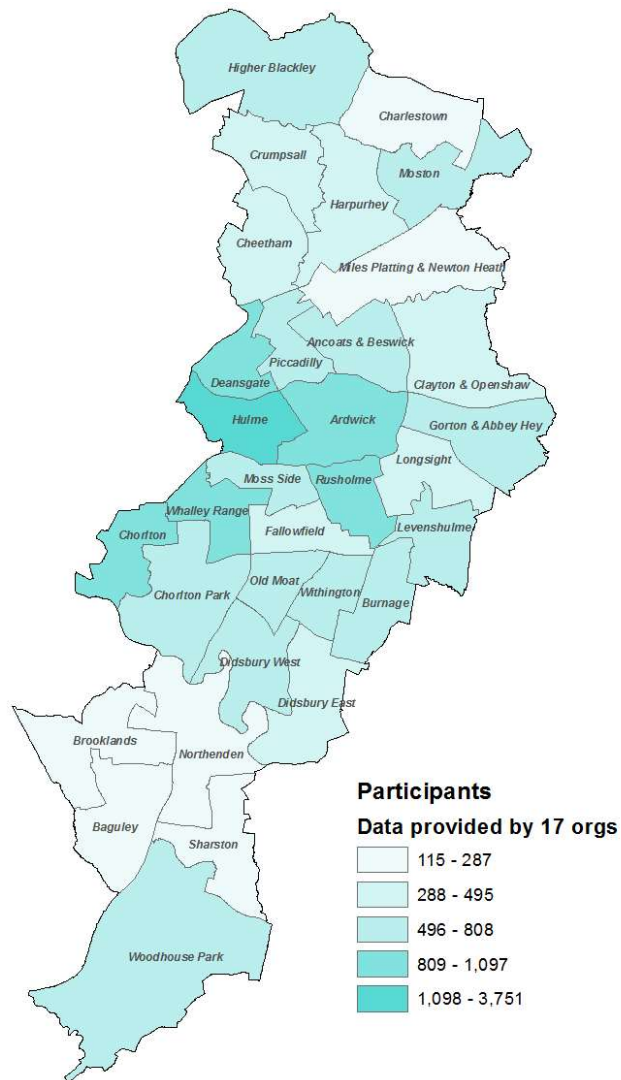
No resident population data available

# Place Audiences

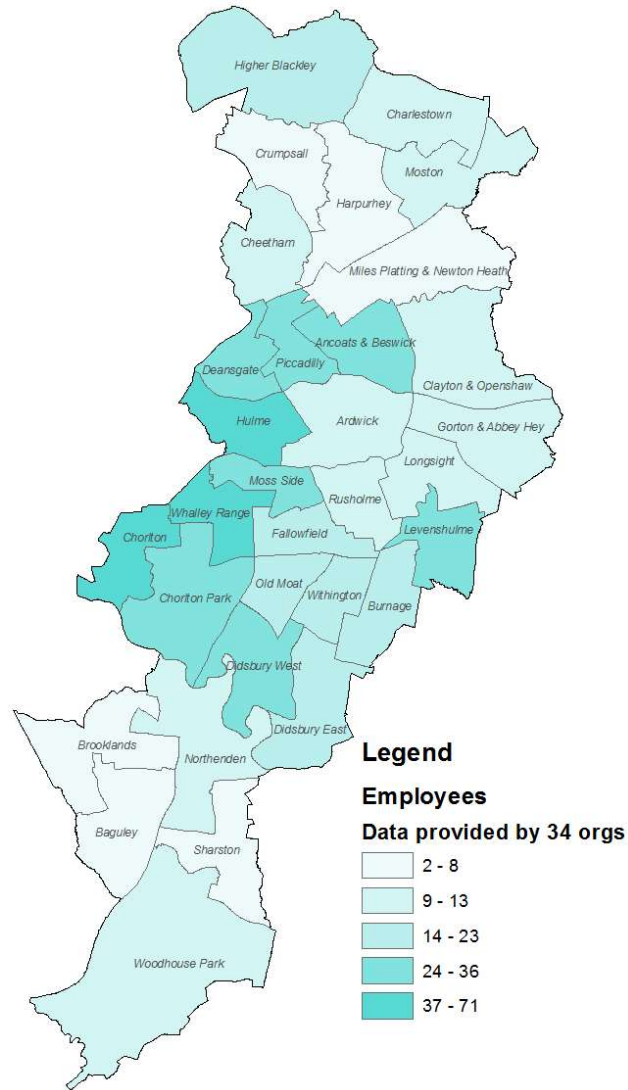


# Place

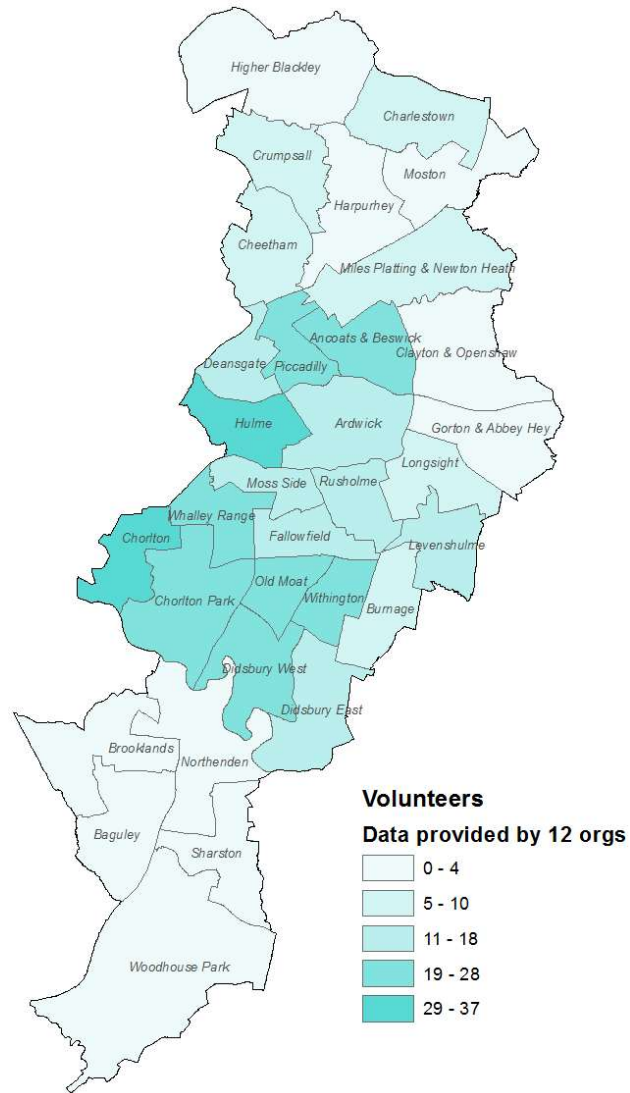
## Participants



# Place Employees

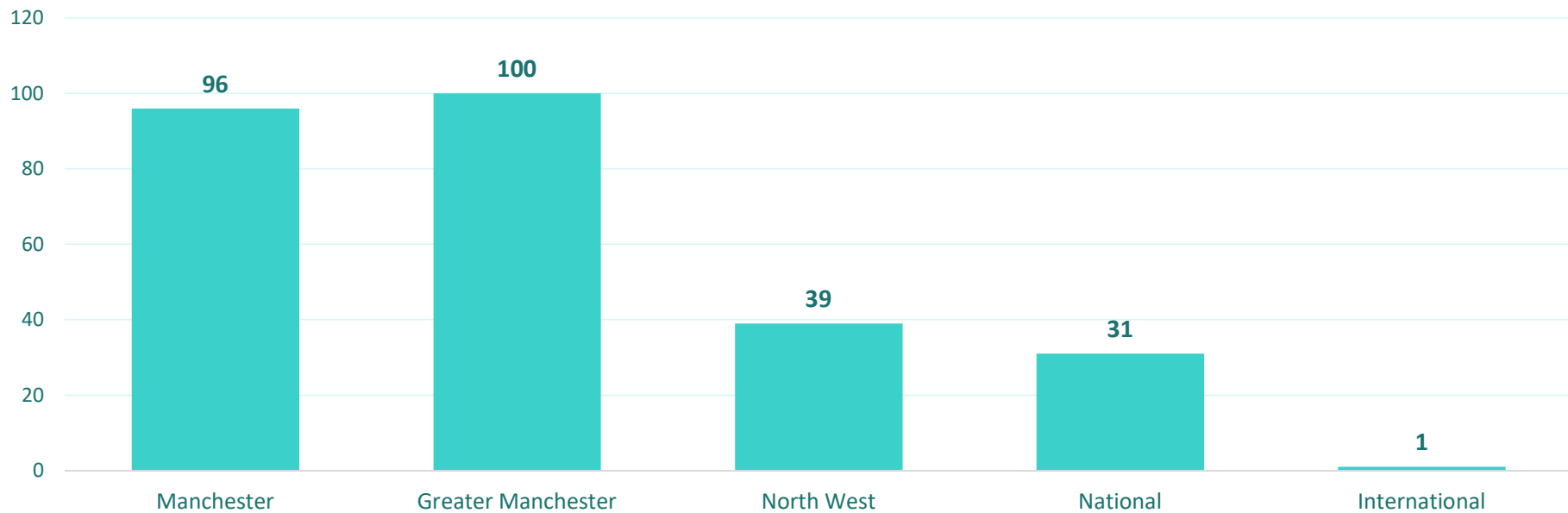


# Place Volunteers



# Place

## Board members




Data provided by 22 orgs

# Manchester Schools

Engaged with cultural organisations

98%

A hand-drawn illustration featuring a megaphone on the left, pointing towards the large teal number '98'. To the right of the percentage sign, there is a stack of two boxes, each labeled 'None' in a simple font. The boxes are drawn with black outlines and have a jagged, hand-drawn border around them, suggesting they are being highlighted or called out.

# Highest overall engagements

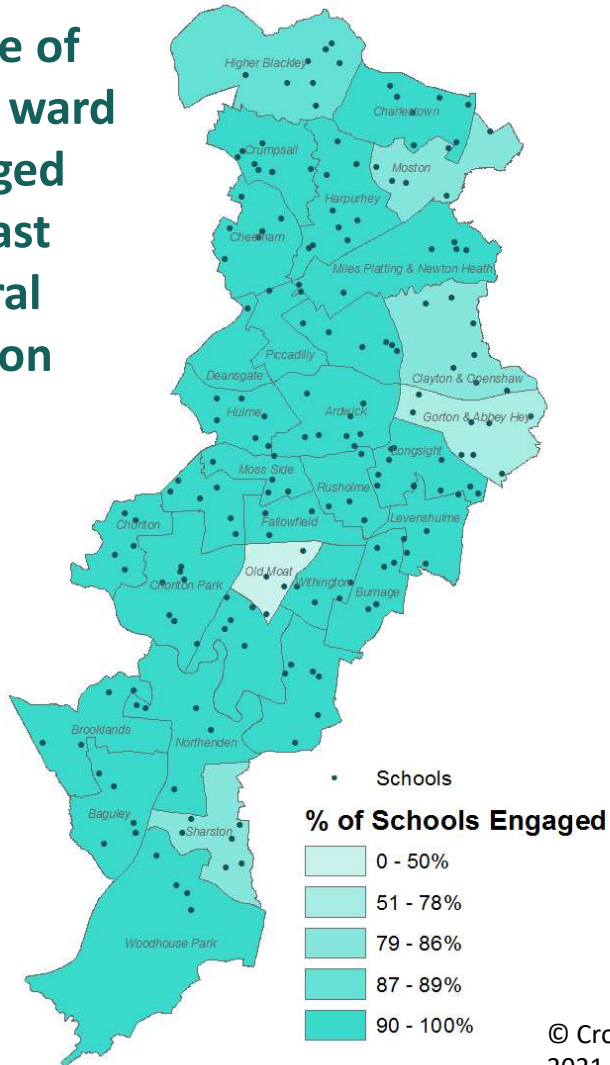




## Percentage of schools in ward that engaged with at least one cultural organisation

NB. Some wards have very few schools which skews the proportion engaged

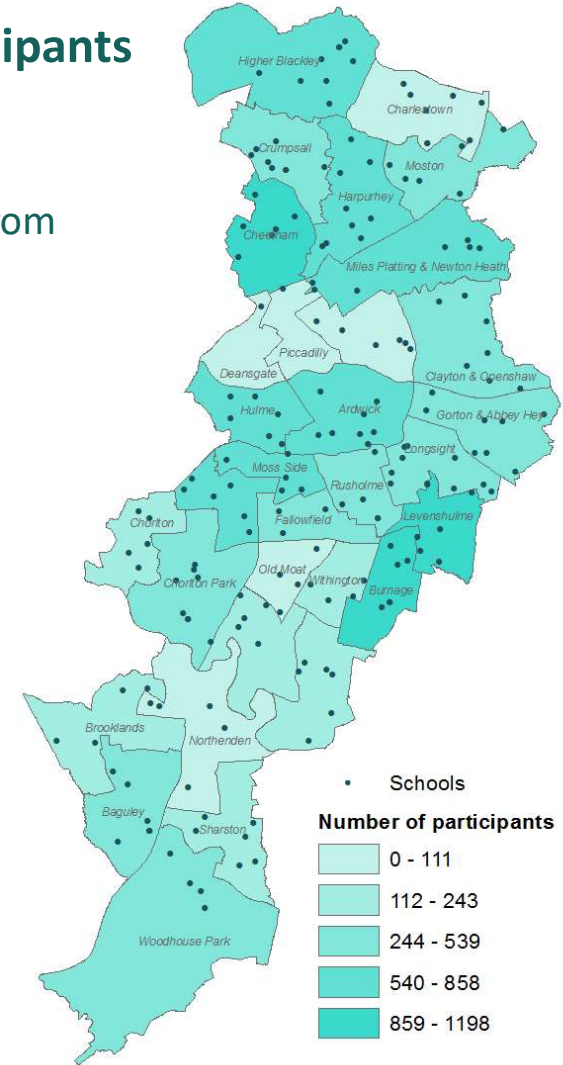
**98%** of schools engaged



## Total participants

**72,797**  
 Participants from  
 Manchester  
 Schools

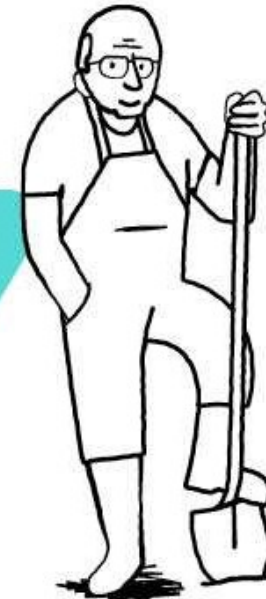
*Maps based on ward where school is located*



# Carbon Reduction

organisations with membership  
of a carbon reduction programme

33/47



# Carbon literacy

**organisations that have at least one member of staff with accredited training**



# Carbon literacy

individual employees  
across the cultural sector  
with accredited training



# Overall cultural engagement by ward

## Highly engaged wards

Hulme	3751
Whalley Range	1097
Rusholme	1070
Ardwick	1022
Chorlton	968

## Wards with low engagement

Charlestown	115
Sharston	147
Baguley	221
Northenden	231
Brooklands	268

“This kind of project made me felt valuable to the society and other people. Without meaning music is just sound, and the meaning to audiences is just as important as it is to the performers.”

“Now I know it is free, I’d go again”

“We are still, for many people, an invisible / invisibilised community and so we are really excited to have had this opportunity to take up space!”

“These sessions made me realise what life is”

“I want to be in public spaces with older people, younger people, artists and those who have, maybe struggled with life - and that is what we had!”

“I was able to develop and flourish as an upcoming artist and be able to afford a temporary studio, materials, equipment as well as have the chance to immerse myself within the creative community”

“How wonderful is this?”

“I feel more confident in joining other things now”