

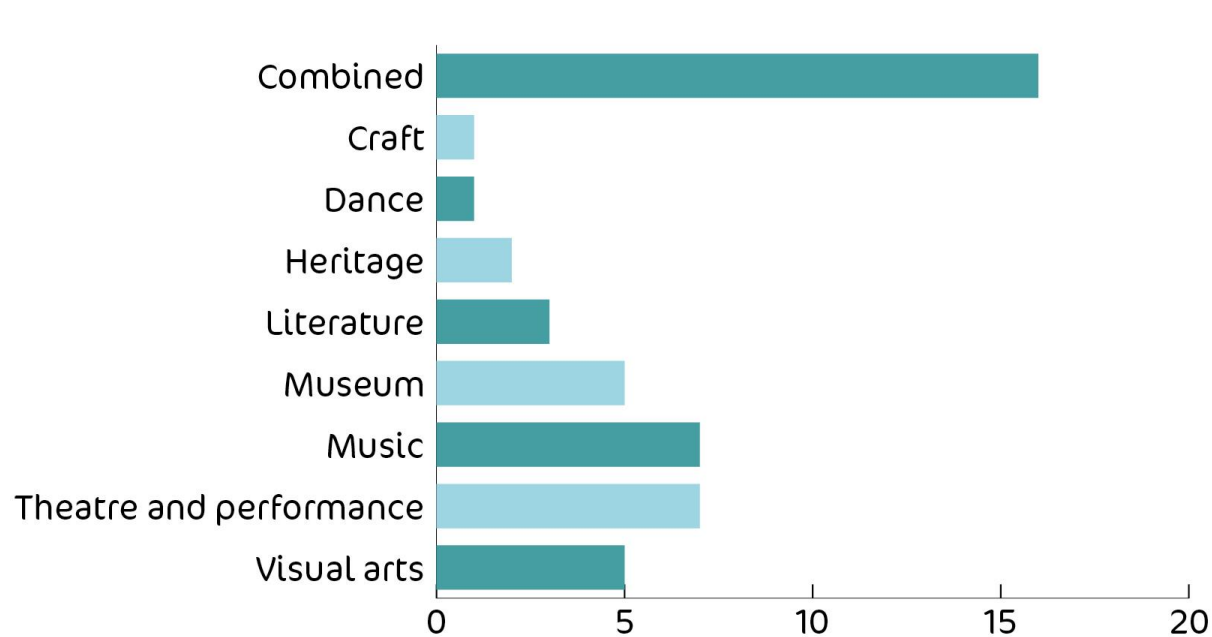
# Manchester's Cultural Impact Survey 2020/21

# Overview

- An annual survey on the economic and social impact of Manchester's cultural organisations
- Open to all cultural partners based in Manchester or delivering most of their work in the city – compulsory for Council-funded organisations
- Cultural Impact data creates a resource and an advocacy tool for the Council and the cultural sector
- This year's survey illustrates the impacts of the COVID-19 pandemic on the city's cultural sector from April 2020 to March 2021
- We cannot calculate economic impact or social value this year because pandemic restrictions mean that our usual methodology cannot be applied.

# Organisations

Total number of organisations responding...

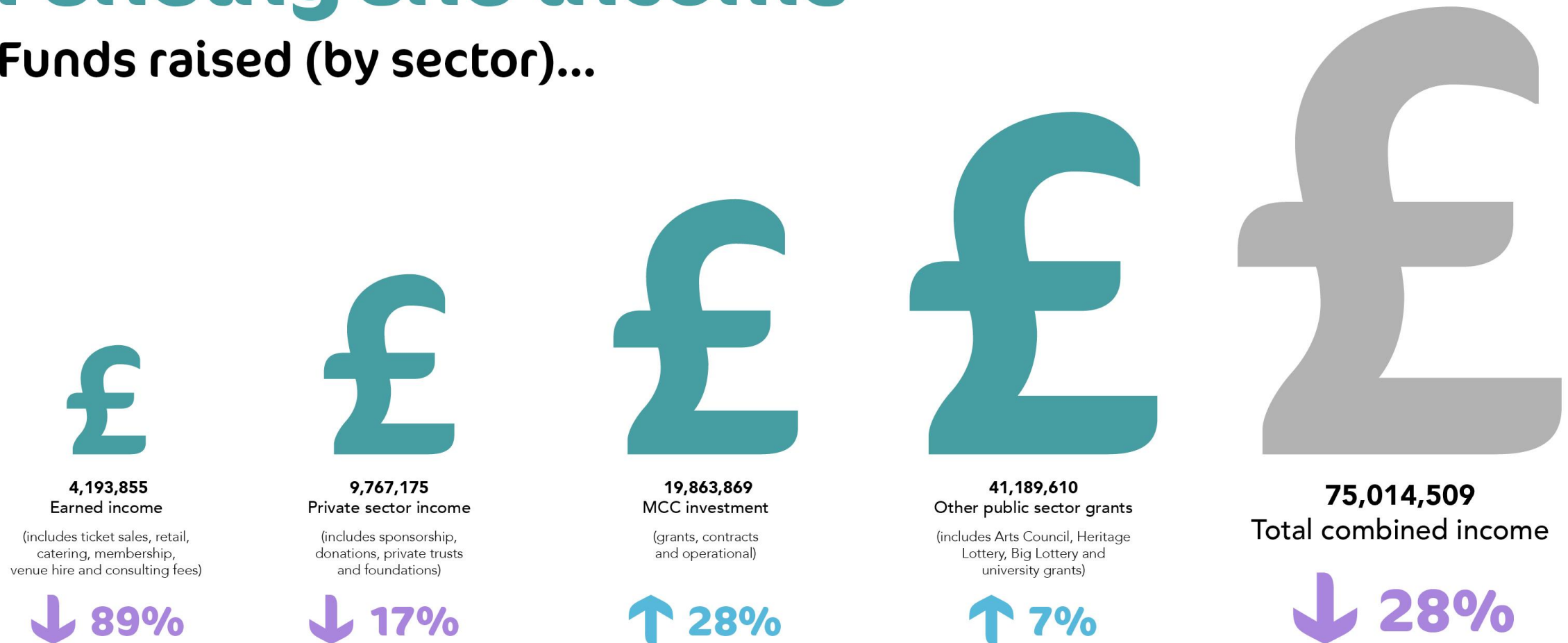


47

**39 organisations responded to the survey both in 2019/20 and 2020/21. All of the percentage changes in the presentation are based on these 39 organisations**

# Funding and income

## Funds raised (by sector)...



# Reach

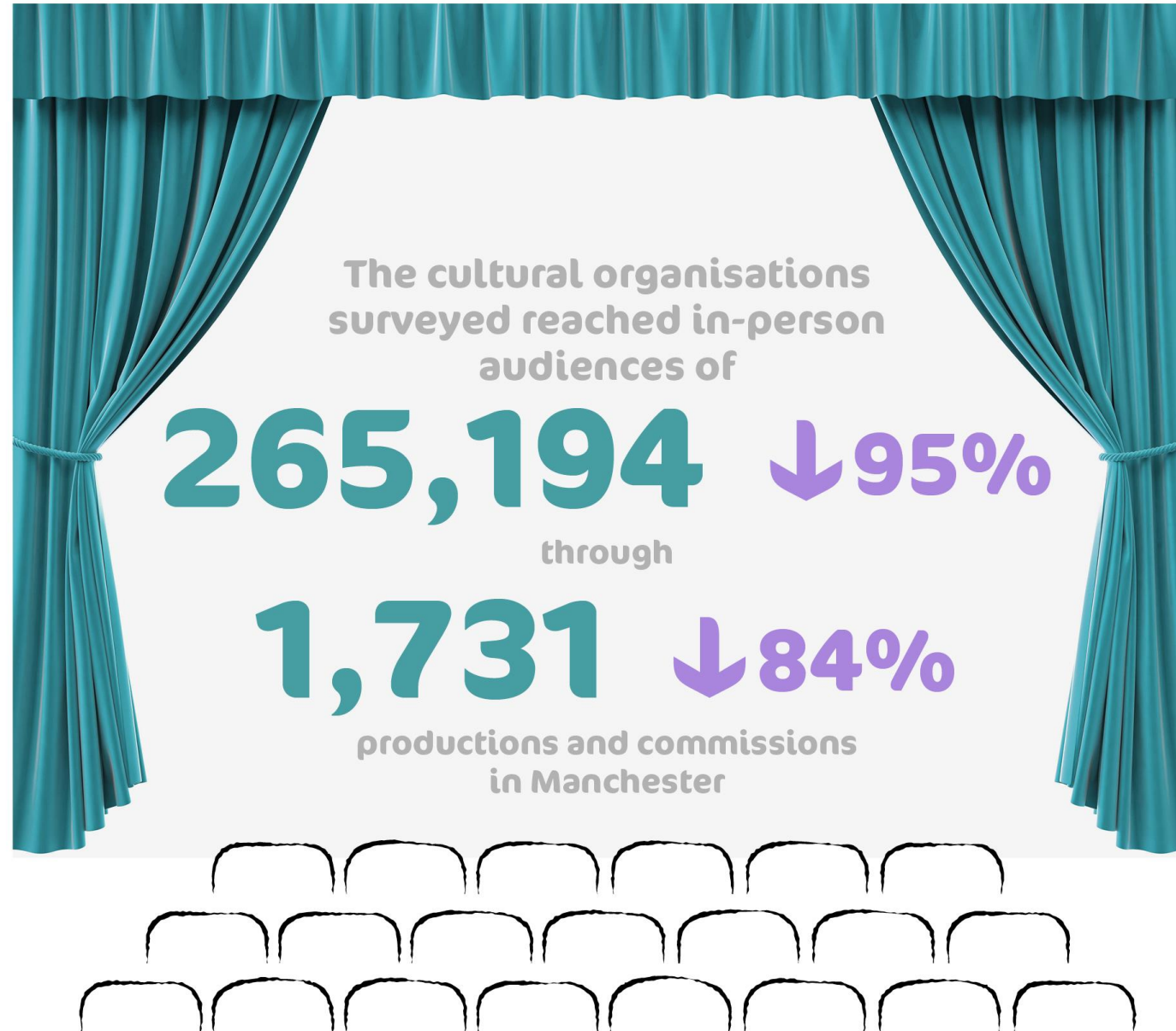
Overall footfall at cultural venues was just over

383,160

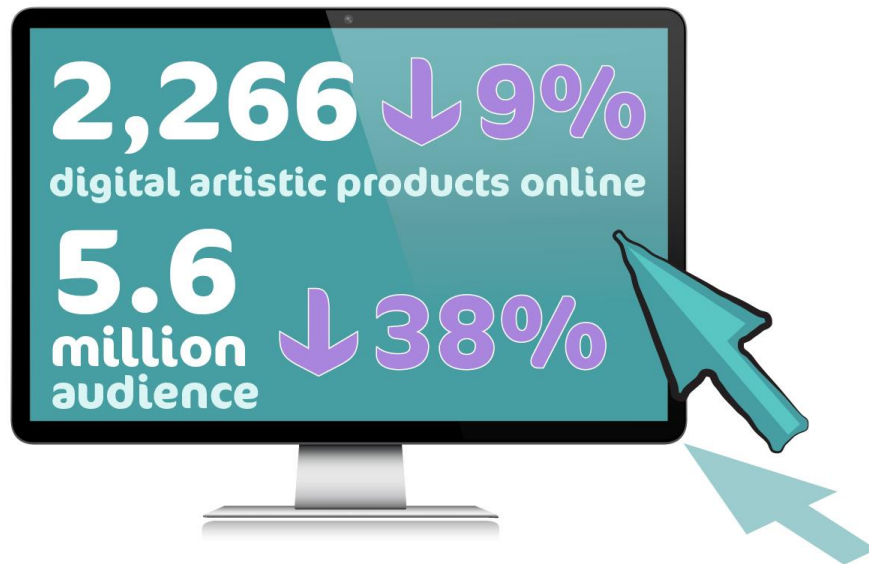
↓ 94%



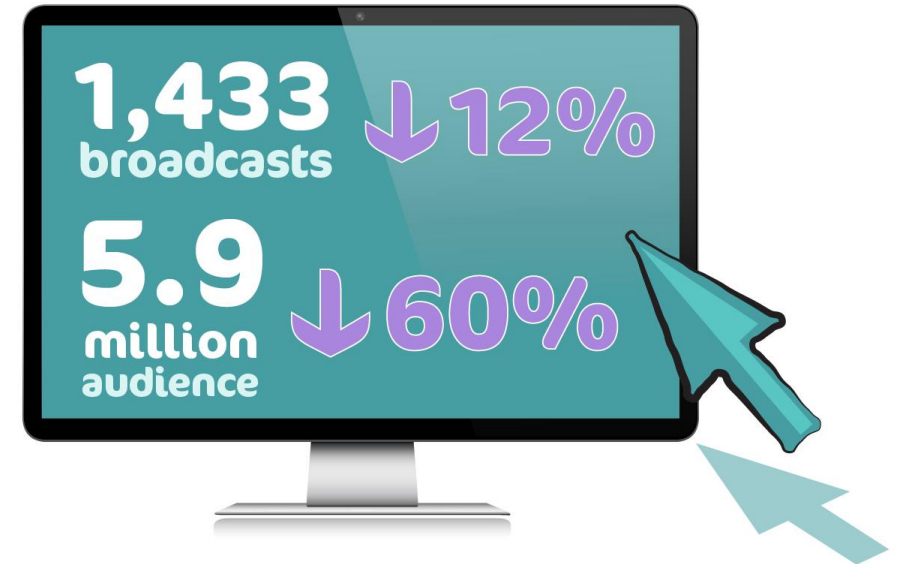
# Reach



# Digital Reach



**69%** **increase** in the number of organisations creating digital artistic products



**21%** **increase** in the number of organisations broadcasting content

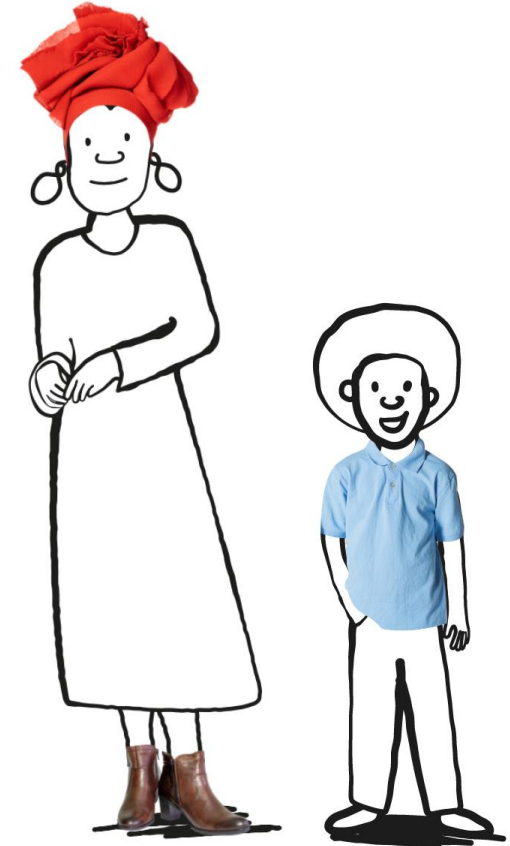
# Engagement and participation

(including schools)

298,187 participants ↓ 64%

29,713 sessions ↓ 32%

601,581 engagements ↓ 57%



# Volunteering

**2,359 volunteers** ↓ 26%  
**22,365 volunteer hours** ↓ 87%  
of which **17,215 hours were volunteered**  
**by board members** ↑ 62%

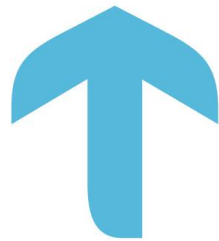


# Carbon Literacy

**434 employees  
across 30 organisations  
have received training in carbon literacy  
from an accredited trainer**

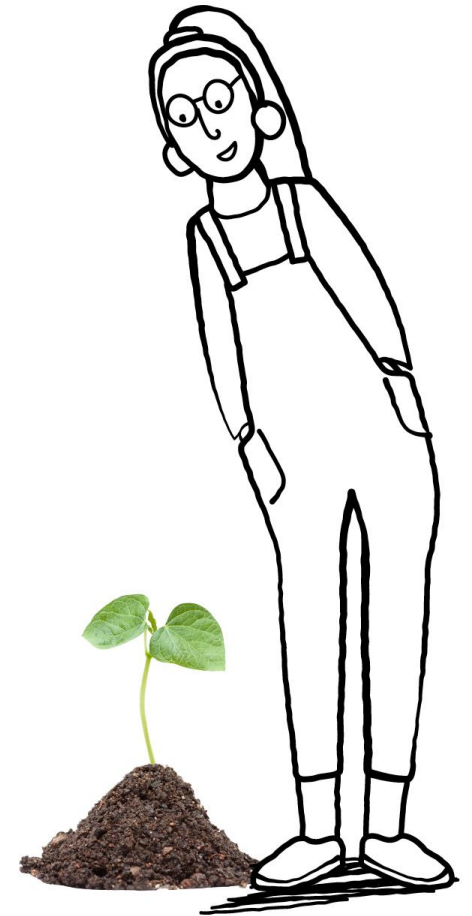
**33%**

increase  
in trained  
employees



**59%**

increase  
in organisations with  
trained employees



# Zero Carbon

**20 organisations (43%)  
have a Carbon Reduction Plan in place**

**Only using recycled  
costumes and props**

**Serving only  
vegetarian food  
at events.**

**A year of focus  
on climate and  
sustainability  
planned for 2022**

**Plus many more actions in place**



# Health and wellbeing

**66% of organisations**

delivered activities with a health and wellbeing focus

**£1.57m** was secured for health and wellbeing activities

**Percentage of organisations delivering each type of activity with a health and wellbeing focus:**

**90% engagement and participation sessions**

**39% productions and commissions**

**32% therapeutic activity**



# Manchester Schools

Engaged with cultural organisations

68%



32%

# Employment and skills

2,350 individual employees ↓ 3%

2,282 individual freelancers ↓ 38%

5 paid interns ↓ 82%

12 apprentices ↓ 61%

277 work experience participants ↓ 59%



# Employment and skills

**85%** of the organisations pay staff  
the Real Living Wage or higher

**17%** of the organisations are accredited  
Real Living Wage employers



# Feedback

Each creative session gives me a boost for 3 or 4 days ... it stays with me ... then I look forward to the next one

I have become a voice where I was just an echo

They supported me when I felt so low and made me feel part of something

The project has made me believe more that I might have a future in the industry, in the way that prior to our sessions, it just felt like a dream that was out of reach