

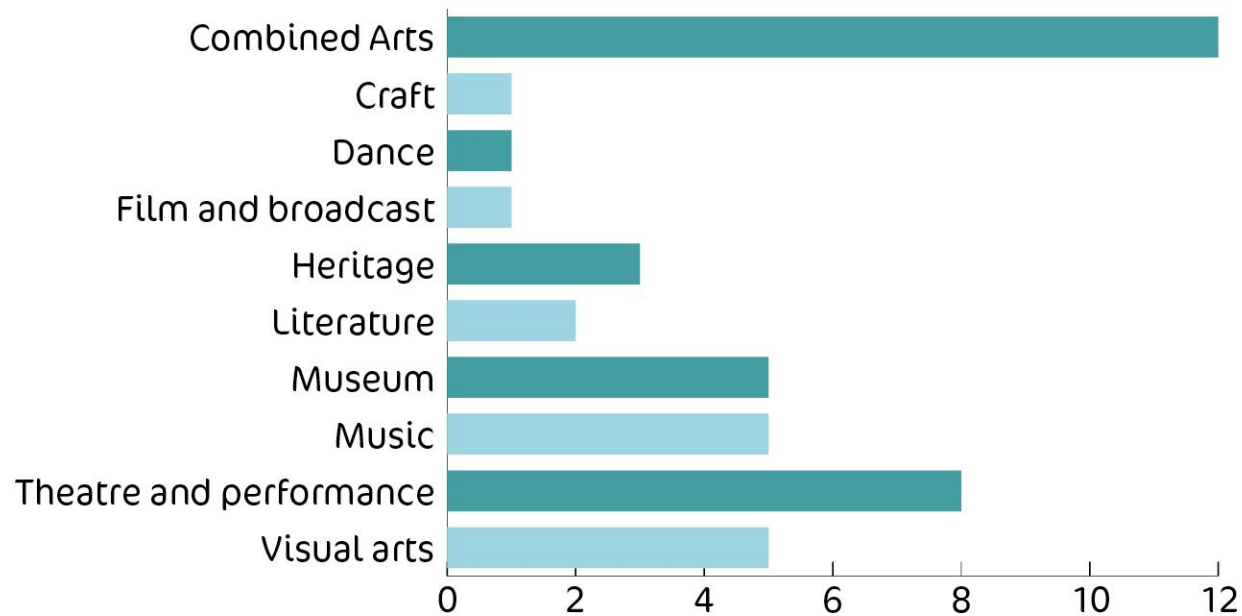
Manchester's Cultural Impact Survey 2021/22

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 how far the city's cultural sector has recovered from the pandemic. Where upward or downward trends are identified these relate to the 32 organisations that completed the survey in each of the last three years - 2019/20, 2020/21 and 2021/22 and how they have performed in 2021/22 compared to 2019/20
- Data within the survey is impacted by COVID-19 restrictions still in place for part of the reporting period, including the closure of venues and social distancing.

Organisations

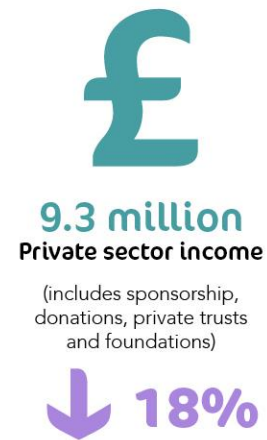
Total number of organisations responding...



43

Funding and income

Funds raised (by sector)...



Reach

Overall footfall at cultural venues was just over

3.6 million ↓ 56%

The highest proportion of footfall was for
Manchester Libraries at

1.3 million



Reach

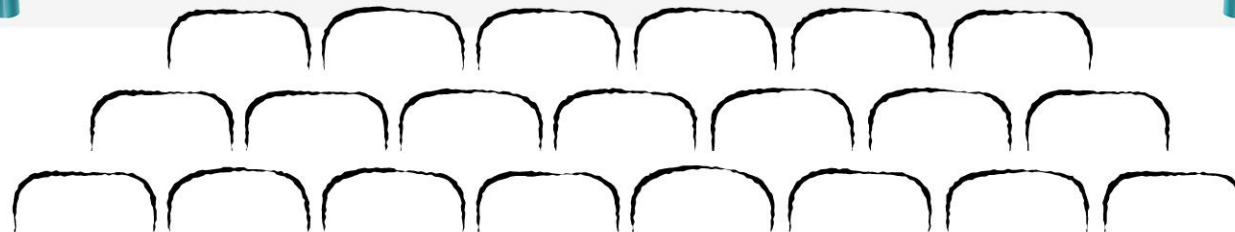
The cultural organisations
surveyed reached in-person
audiences of

3 million ↓49%

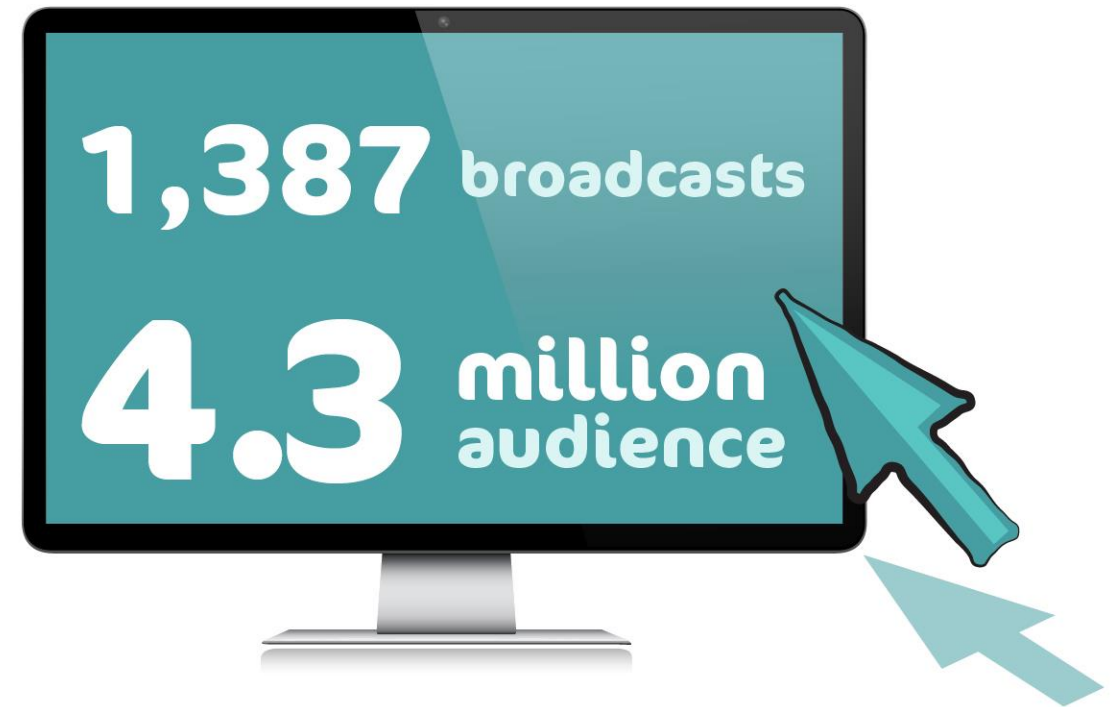
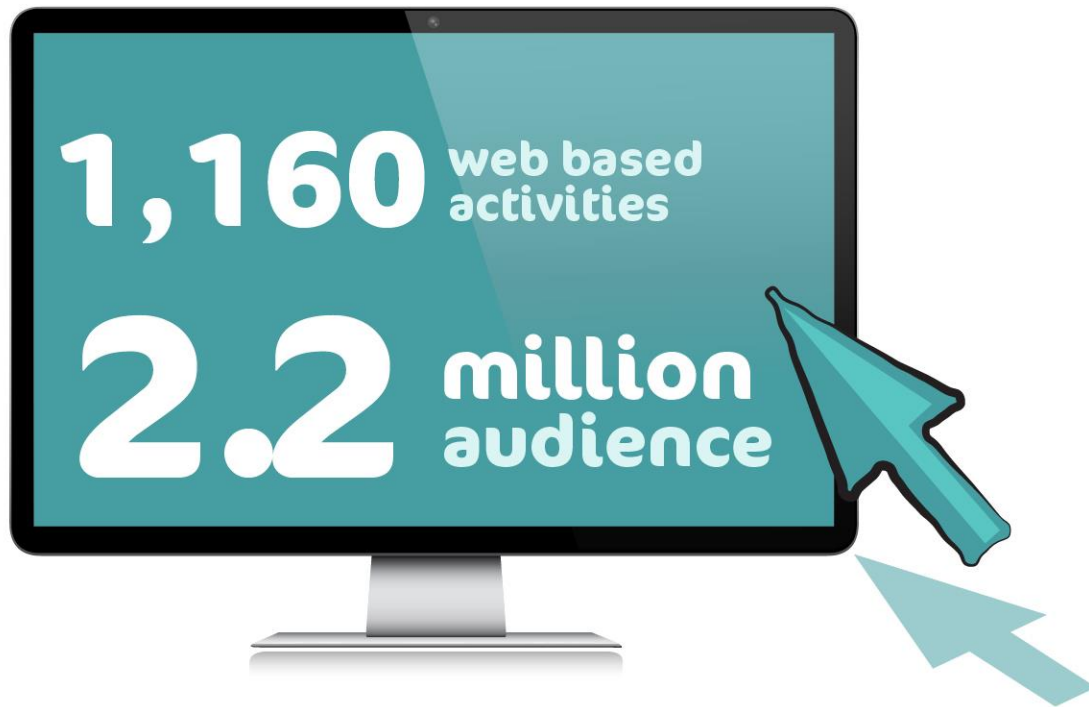
through

8,865 ↓2%

productions and commissions
in Manchester



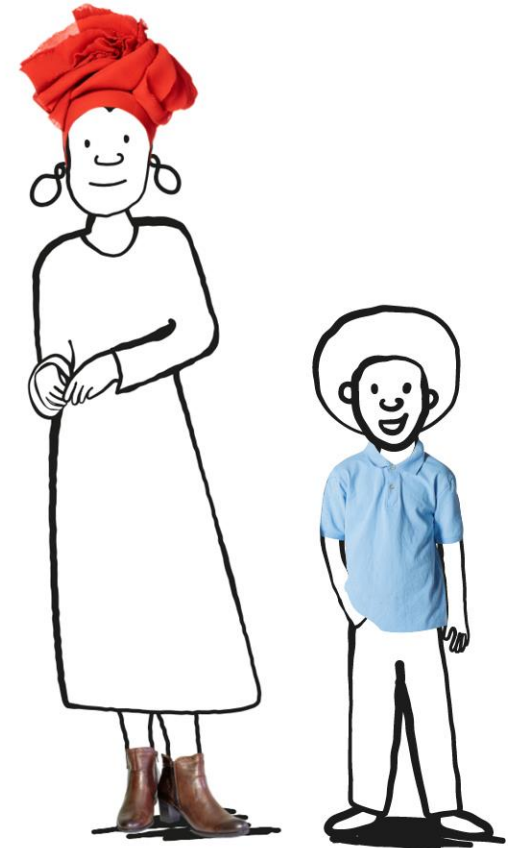
Digital Reach



Engagement and participation

(including schools)

229,268 participants ↓58%
14,985 sessions ↓66%
603,410 engagements ↓53%



Volunteering

2,442 volunteers ↓ 22%
99,805 volunteer hours ↓ 37%
of which **10,014 hours** were volunteered
by board members



Carbon Literacy

**427 employees
across 28 organisations
have received training in carbon literacy
from an accredited trainer**

24%

decrease

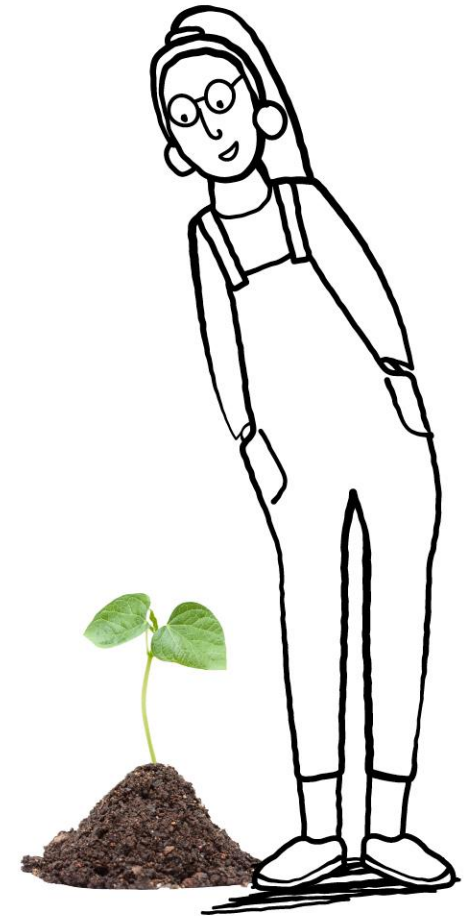
in trained
employees



35%

increase

in organisations with
trained employees



Zero Carbon

13 organisations (30%) have a Carbon Reduction Plan in place
25 organisations (58%) have a plan in progress or in revision

Made our new café
plant based and use
only locally sourced
and ethical

Applied to get Beryl
bike station outside
our venue

Programmed all UK
artists at our 2021 festival
to minimise carbon
footprint from flights

Encourage audience
to travel by more
sustainable means to the
festival where possible

Have increased the
amount of reused
materials within
exhibition builds



Health and wellbeing

70% of organisations

delivered activities with a health and wellbeing focus

£1.97m was secured for health and wellbeing activities

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

100% engagement and participation sessions

53% productions and commissions

57% therapeutic activity



Employment and skills

2,049 individual employees ↓ 3%
2,233 individual freelancers ↓ 28%
18 paid interns ↓ 40%
11 apprentices ↓ 25%
164 work experience participants ↓ 80%



Employment and skills

84% of the organisations pay staff
the Real Living Wage or higher

26% of the organisations are accredited
Real Living Wage employers



Feedback

Thank you for making this accessible. Most activities for children cost the earth and if you have more than one child it can be quite challenging to expose your children to different opportunities.'

It was genuinely a life changing experience. I feel so much more confident, motivated and sure of who I am as a person.

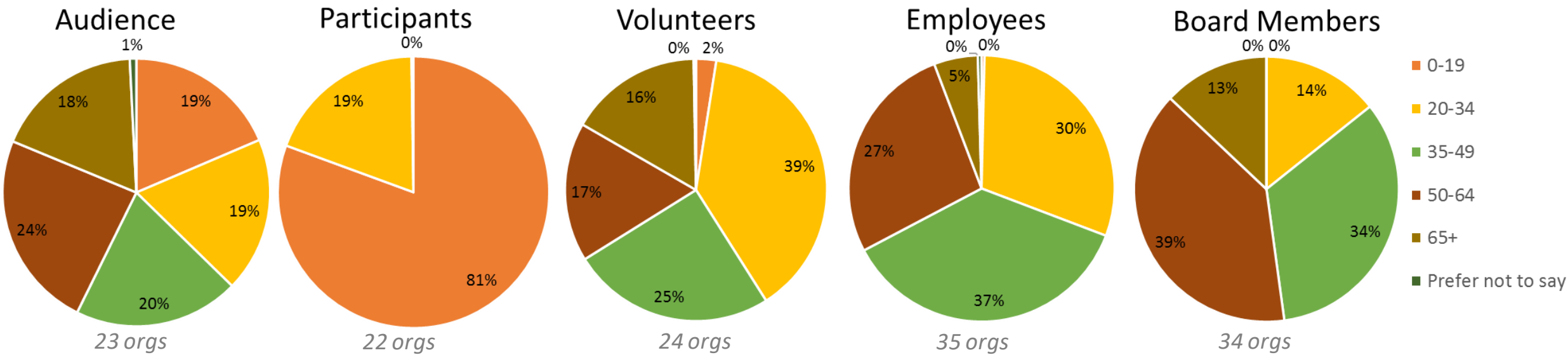
The show made me feel like I was worth something. I loved people's reactions. The laughing and the clapping - it was my highlight.

little moments of family miracles.

It has boosted confidence in my musical self and self in general. I feel connected to more musicians local to Manchester and more connected to a possible path I could take in my future music.

People Data

Age

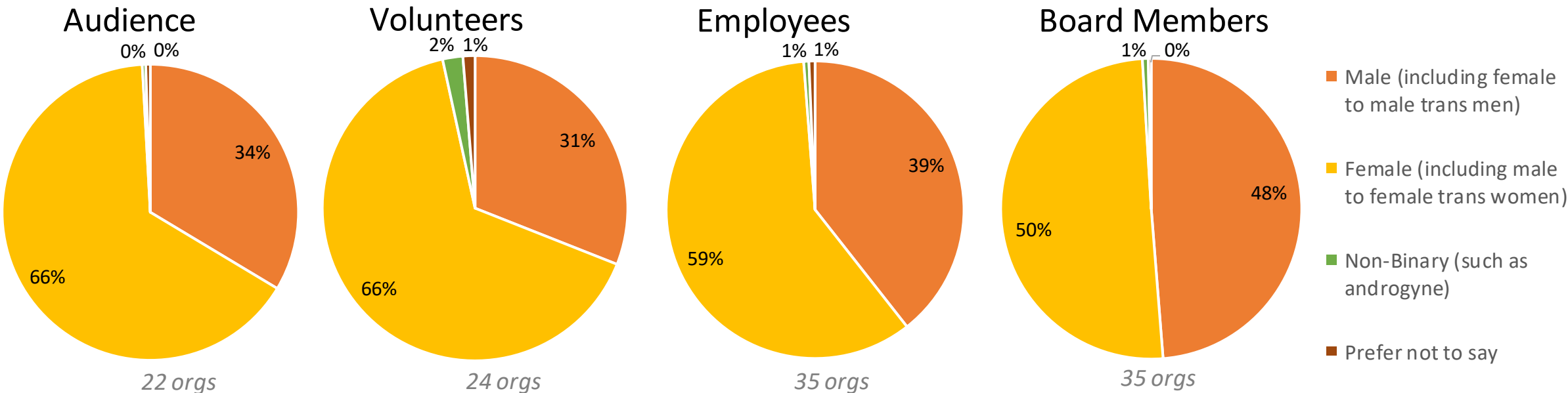


Manchester Resident Population (Census, 2021)

| 0-19 | 20-34 | 35-49 | 50-64 | 65+ |
|------|-------|-------|-------|-----|
| 27% | 29% | 20% | 14% | 9% |

People Data

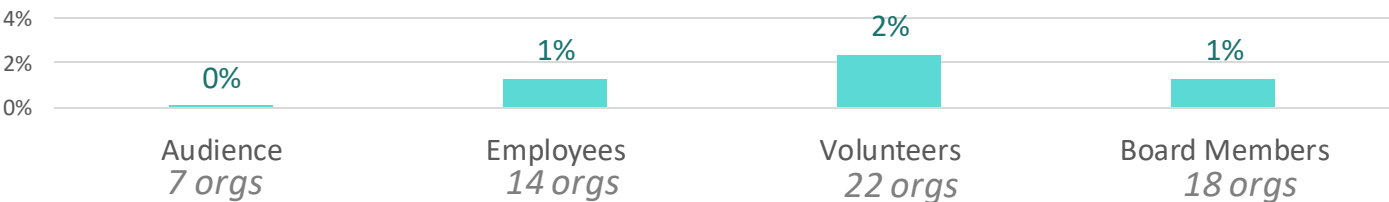
Gender



Manchester Resident Population (Census, 2021)

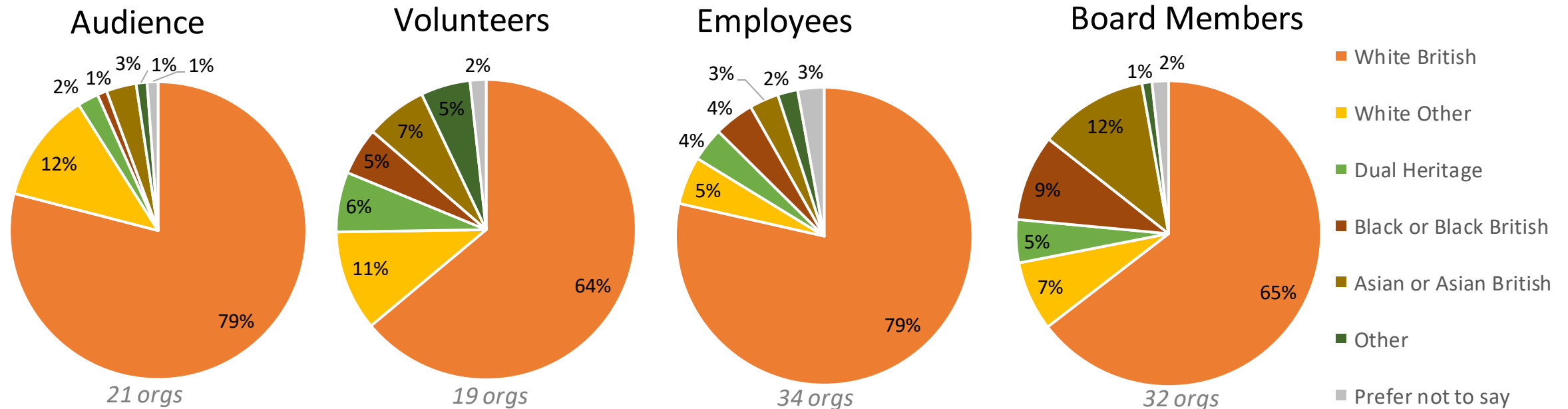
| Male | Female |
|-------|--------|
| 49.7% | 50.3% |

Percentage of people not identifying with the gender assigned at birth



People Data

Ethnicity

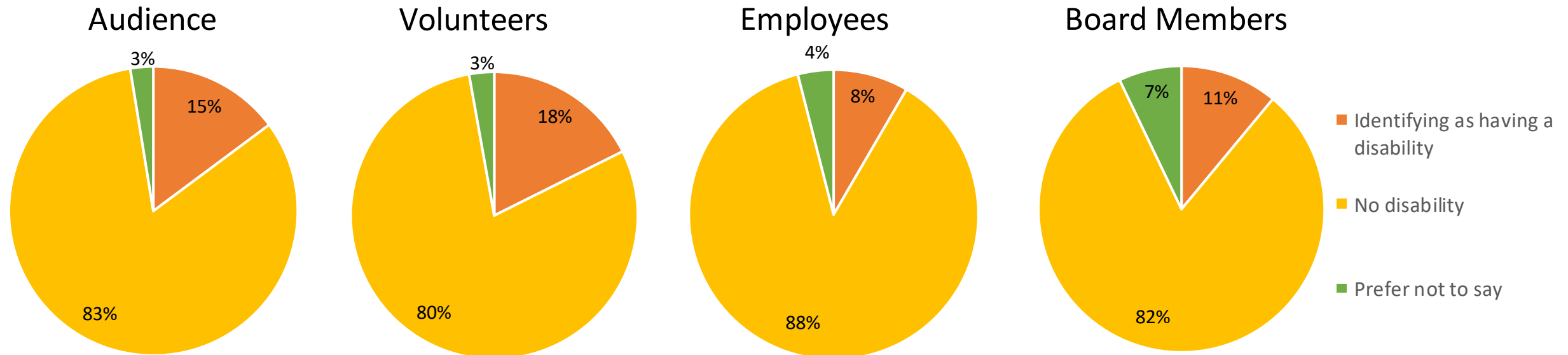


Manchester Resident Population (2021 Census)

| White British | White other | Dual Heritage | Black or Black British | Asian or Asian British | Other |
|---------------|-------------|---------------|------------------------|------------------------|-------|
| 49% | 8% | 5% | 12% | 21% | 5% |

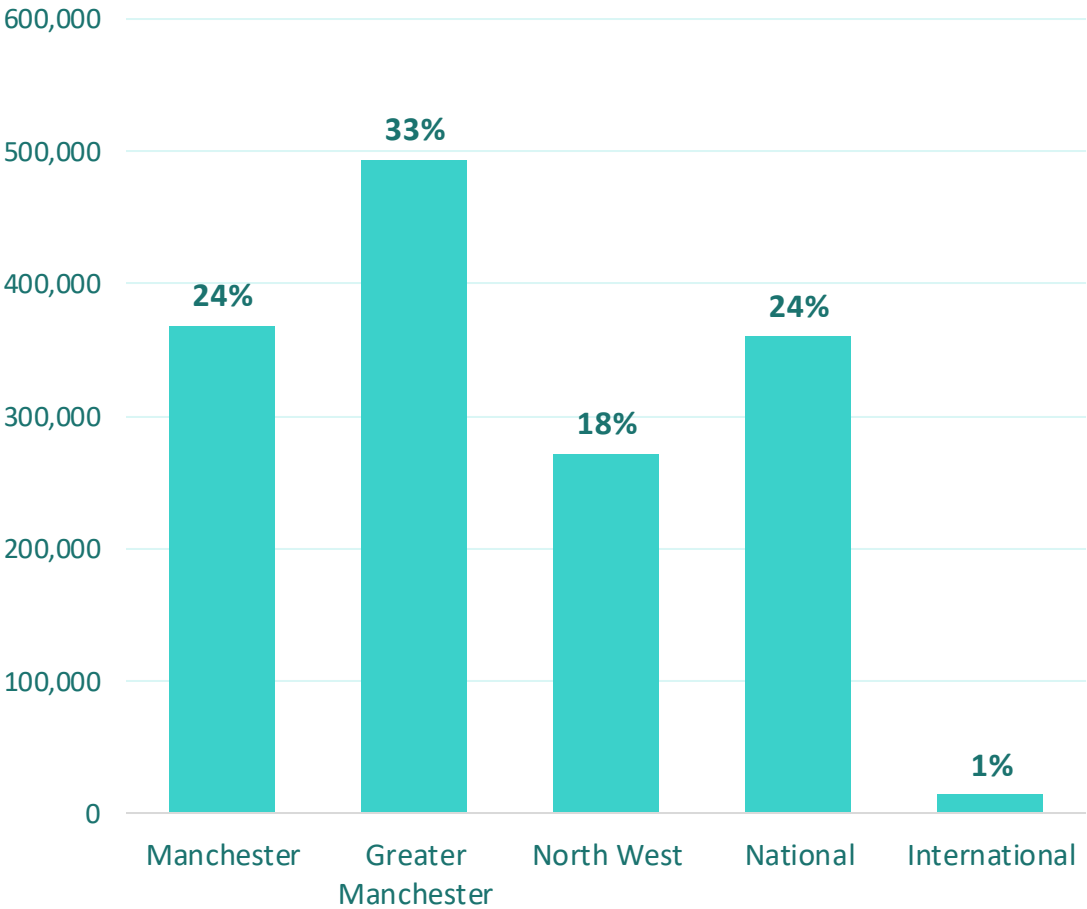
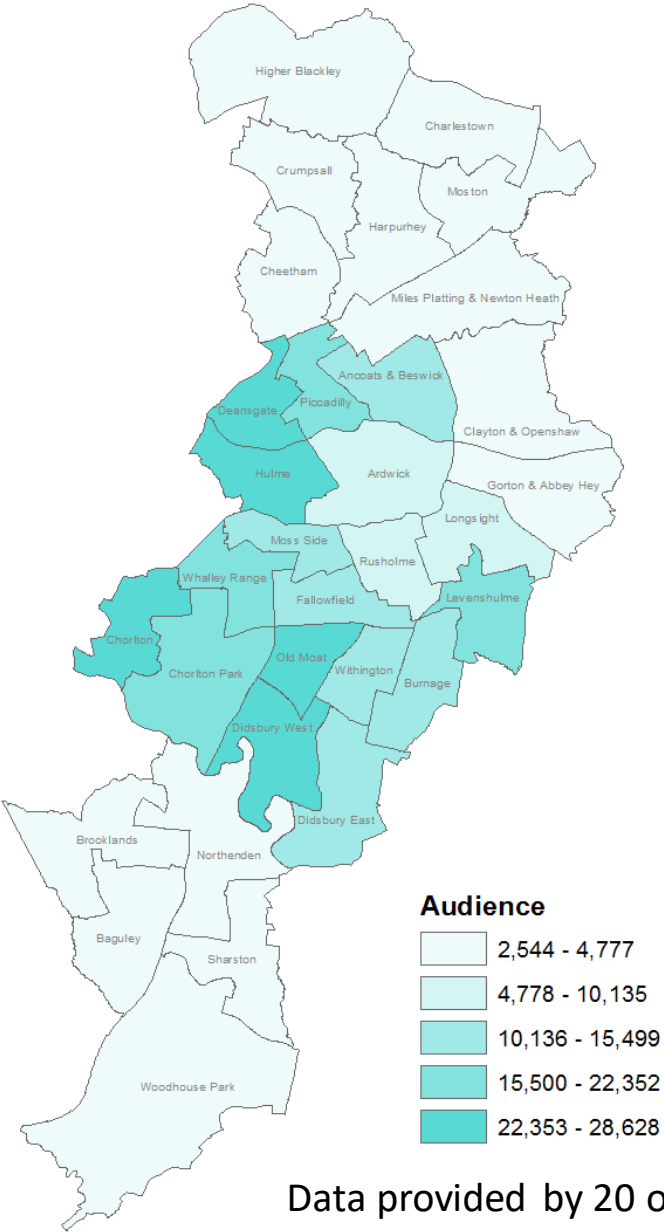
People Data

Disability

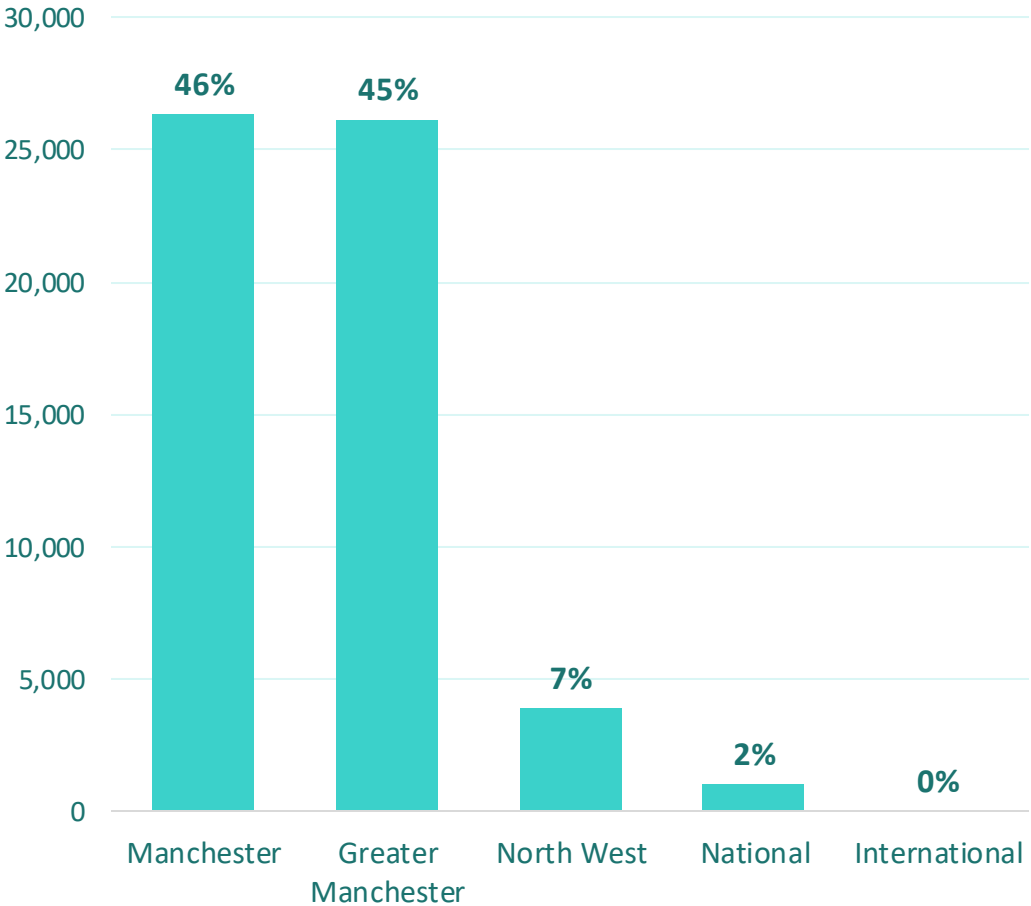
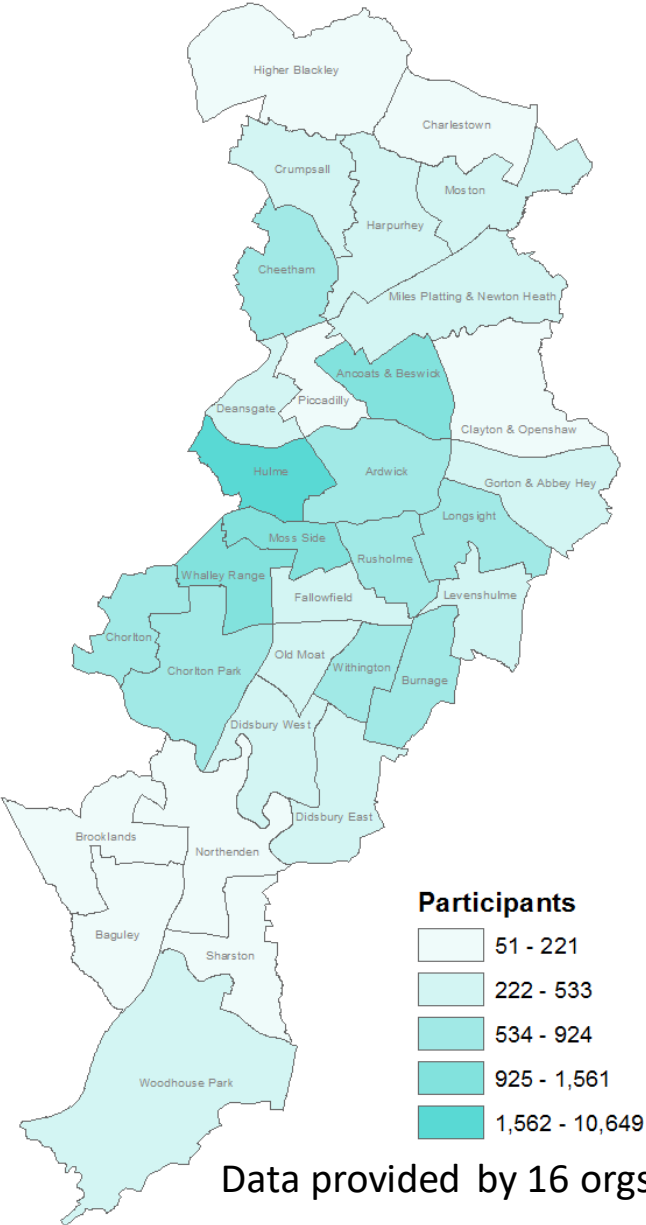


No resident population data available

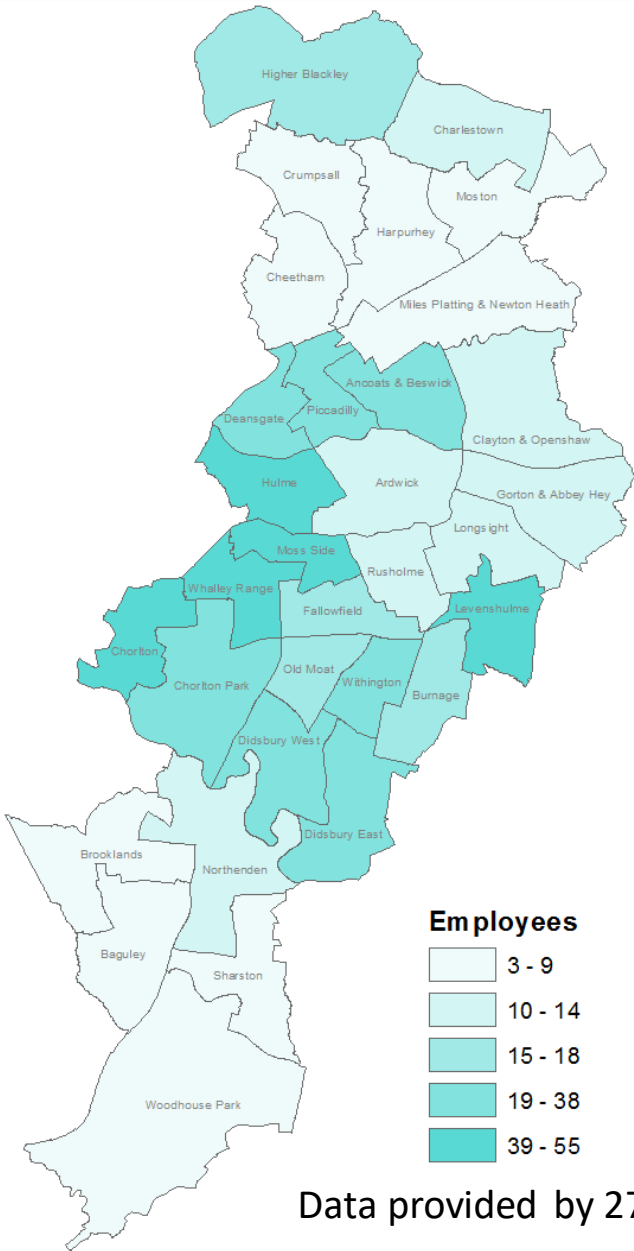
Place Audiences



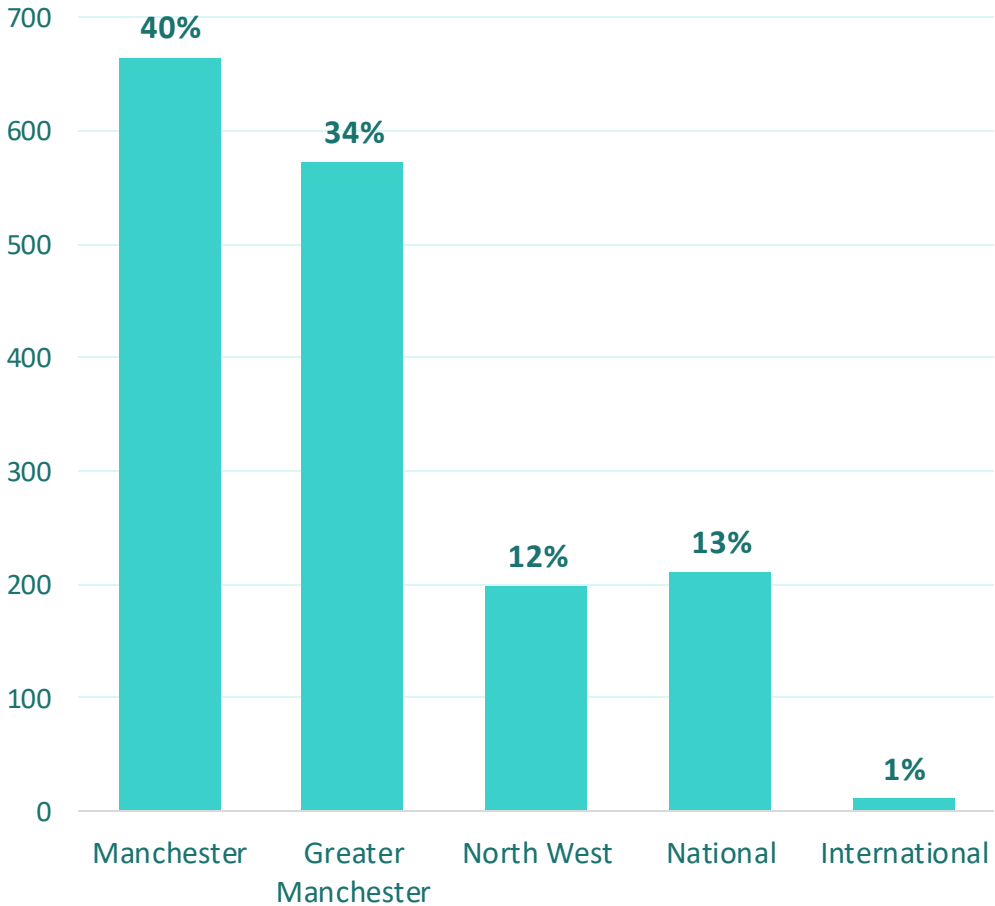
Place Participants



Place Employees

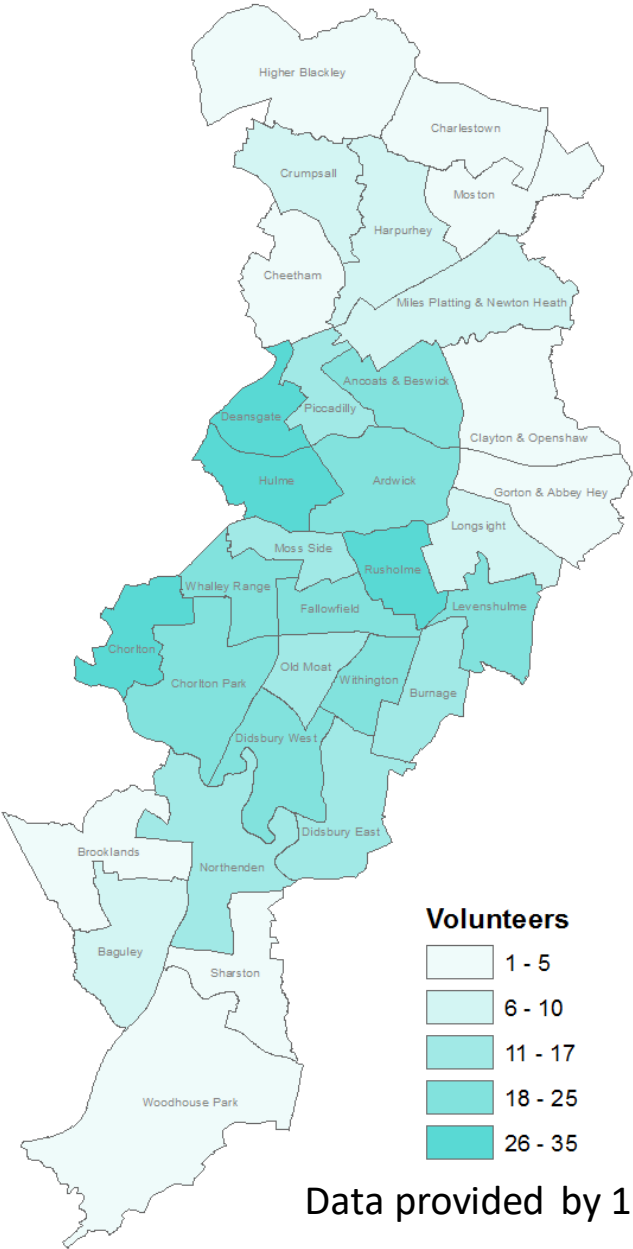


Data provided by 27 orgs



Place

Volunteers



Data provided by 15 orgs



Place

Board Members



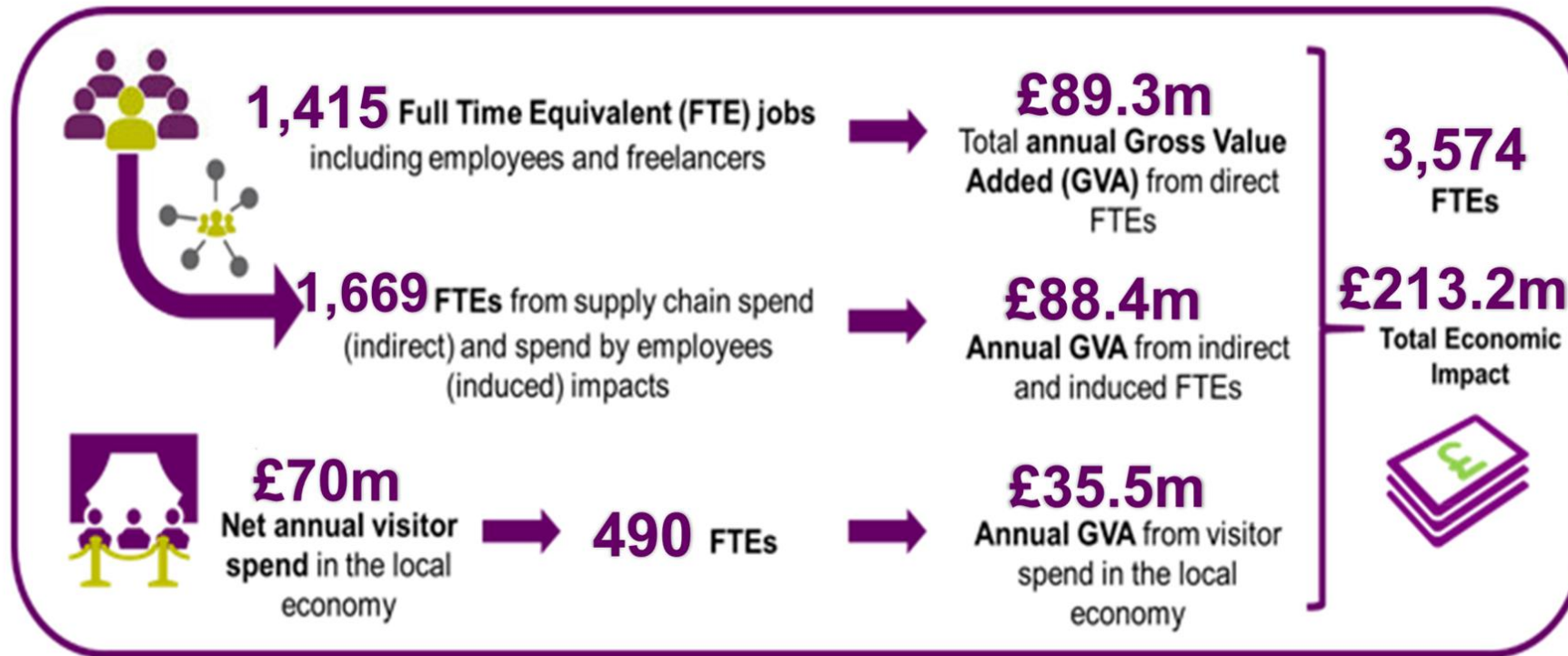
Data provided by 27 orgs

Overall cultural engagement by ward

| Highly engaged wards (based on wards with the highest number of participants) | |
|----------------------------------------------------------------------------------|--------|
| Hulme | 10,649 |
| Whalley Range | 1,561 |
| Ancoats & Beswick | 1,307 |
| Moss Side | 1,259 |
| Chorlton | 924 |

| Wards with low engagement (based on wards with the lowest number of participants) | |
|--------------------------------------------------------------------------------------|-----|
| Sharston | 51 |
| Brooklands | 51 |
| Baguley | 114 |
| Charlestown | 150 |
| Piccadilly | 157 |

Economic impact



Social value

