

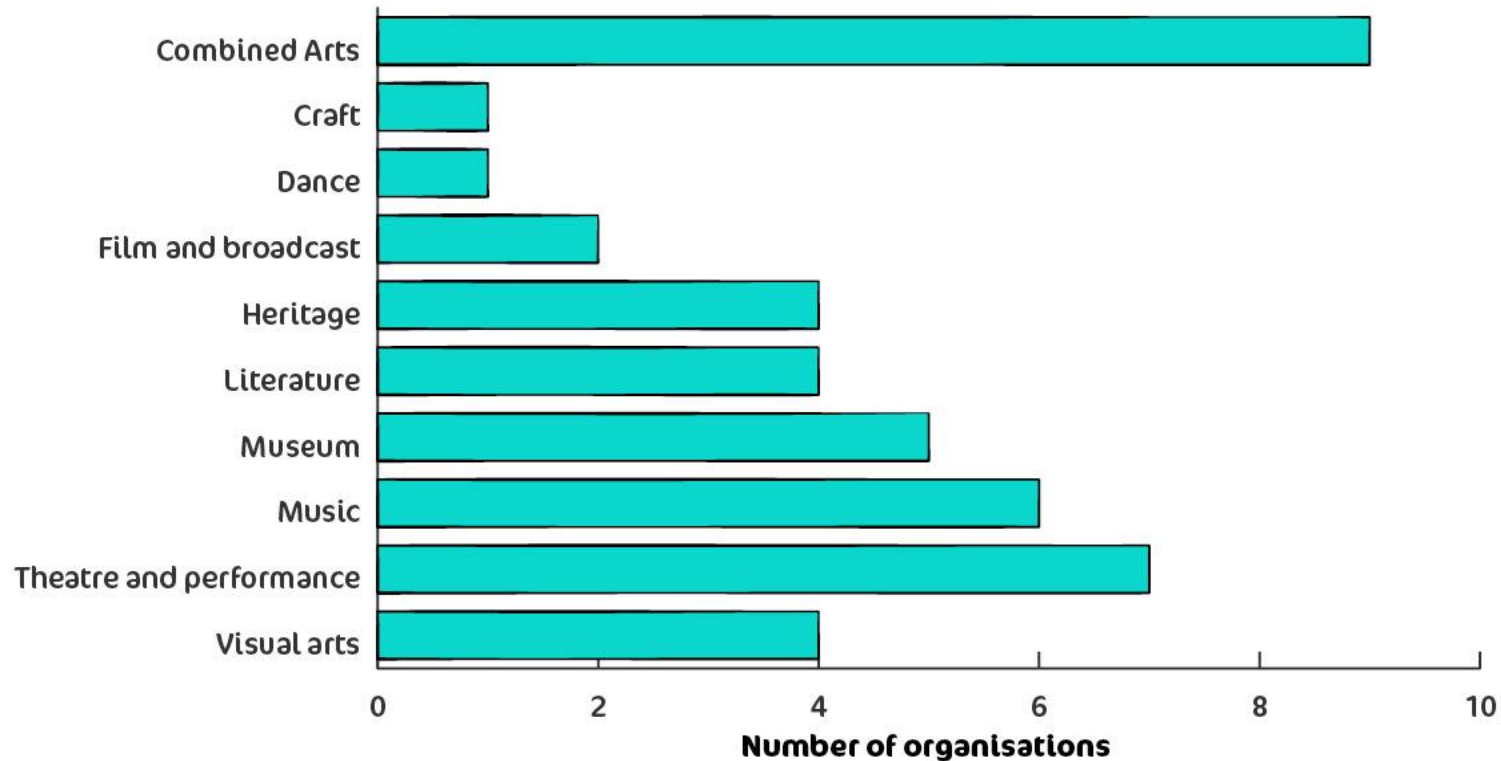
Manchester's Cultural Impact Survey 2022/23

Overview

- An annual survey of 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 progress in relation to widening access and participation for Manchester residents, as well as the extent of the cultural sector's recovery in the city from the pandemic.
- Where upward or downward trends are identified in these slides, the percentage changes relate to the 32 organisations that completed the survey both in 2019/20 and 2022/23 and the comparisons between the two years.

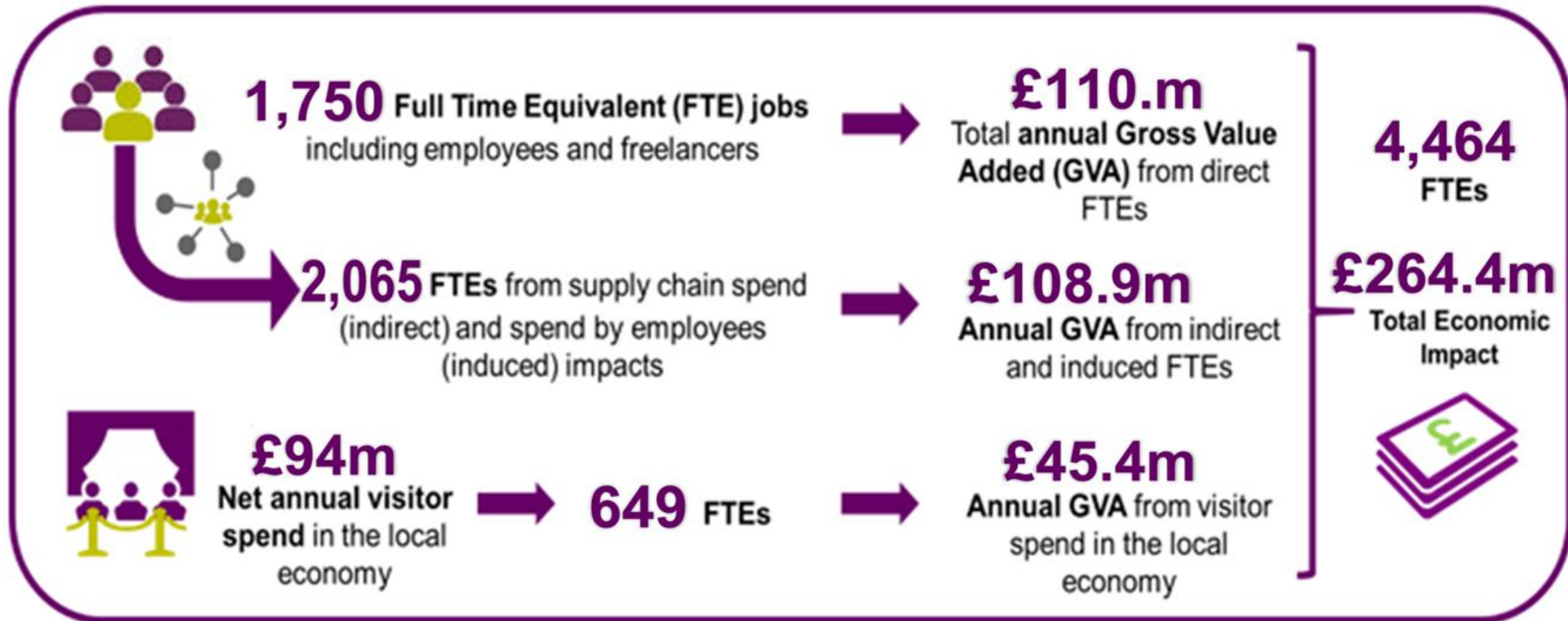
Organisations

Total number of organisations responding...

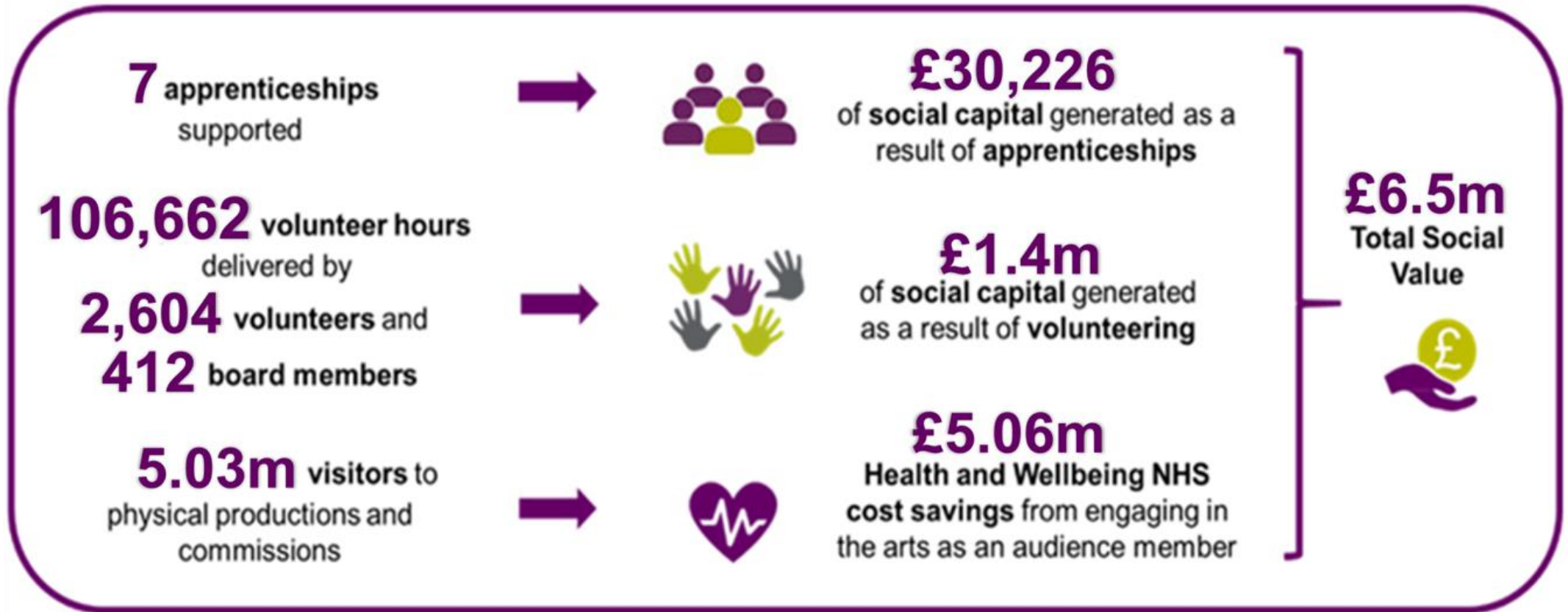


43
responses

Economic Impact



Social Value



Reach

Overall footfall at cultural venues was just over

6.9 million

↓ 28%

The highest proportion of footfall
was for Manchester Libraries at

2.4 million



Funding and income

Funds raised by sector



£19.2 million

MCC investment
(grants, contracts
and operational)

↑ 19%



£22.9 million

Private sector income
(includes sponsorship,
donations, private trusts
and foundations)

↑ 25%



£31.6 million

Other public sector grants
(includes Arts Council,
Heritage Lottery, Big Lottery
and university grants)

↓ 10%



£68.8 million

Earned income
(includes ticket sales, retail,
catering, membership, venue
hire and consulting fees)

↑ 0.1%



£142.5 million

Total combined income

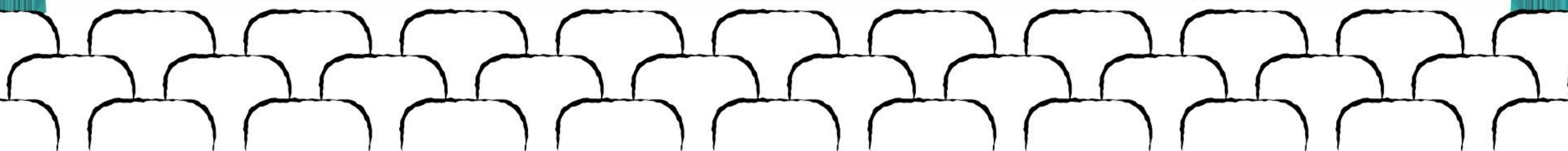
↑ 4%

Reach

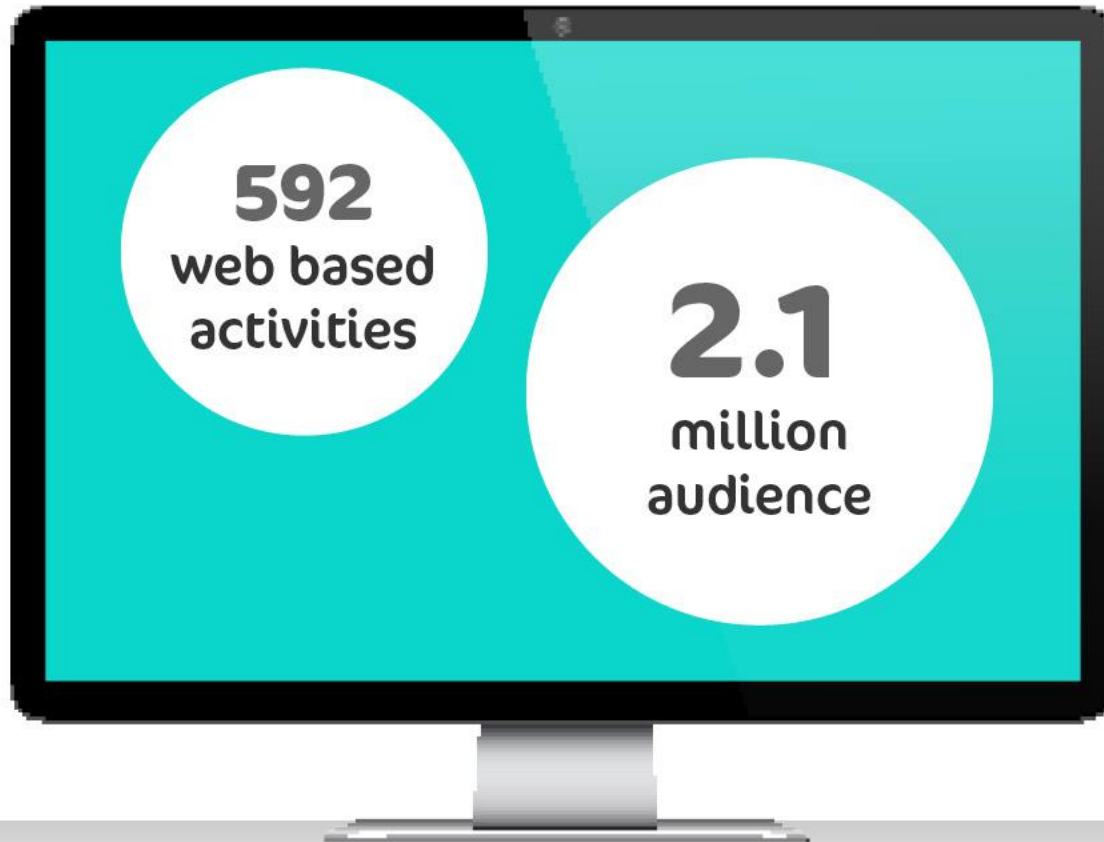
The cultural organisations surveyed
reached in-person audiences of

5 million ↓ 18%

through **12,301** ↑ 20% productions
and commissions in Manchester



Digital reach



Engagement and participation

Including schools



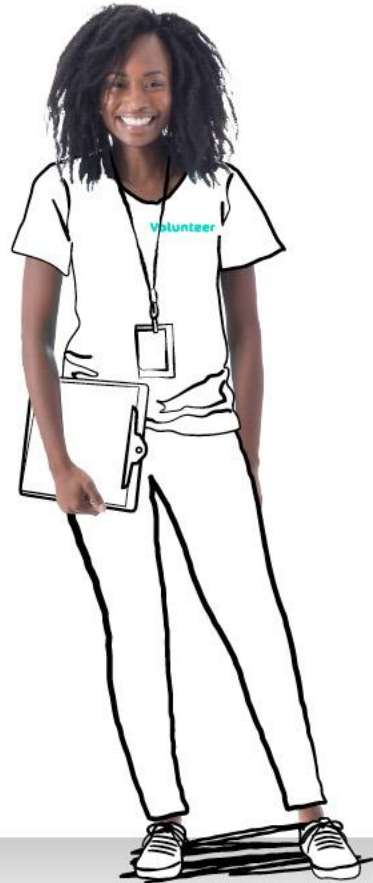
253,401 participants ↓ 6%

28,736 sessions ↓ 8%

1.3 million engagements ↑ 1%



Volunteering



2,604 volunteers

↓ 8%

93,915 volunteer hours

↓ 38%

plus **12,747** hours
were volunteered by board members



Zero Carbon

21 organisations

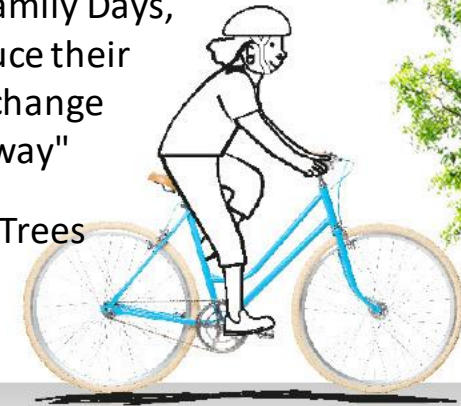
(49%) have a Carbon Reduction Plan in place

19 organisations

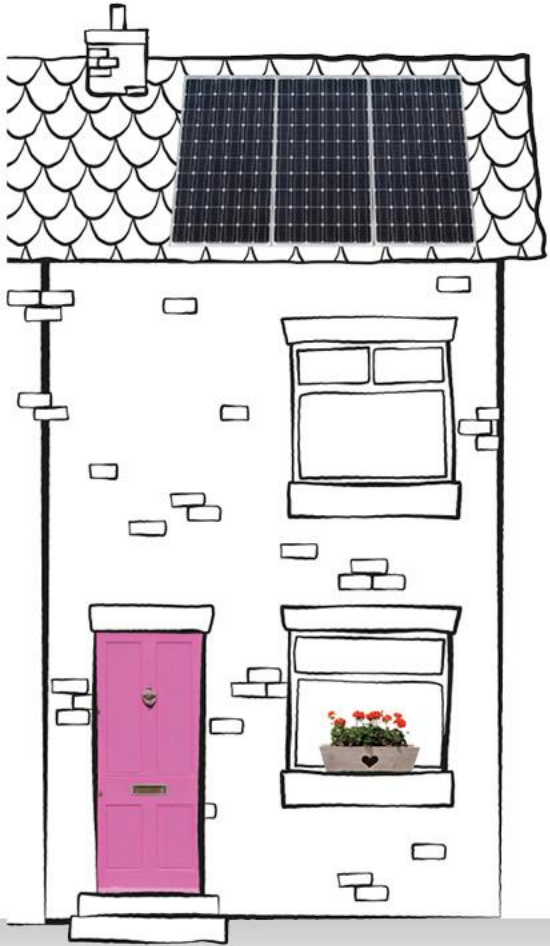
(44%) have a plan in progress

- "Scheduled a public performance programme in Autumn 2023 with a sustainable theme, 'The Future is Green'"
- "We've changed our main energy account to a 100% renewable supplier"
- "We've sourced environmentally friendly catering for staff and board days"

- "We ran themed Little Reads Family Days, encouraging parents to introduce their children to important climate change issues in a fun and interactive way"
- "We participated in the City of Trees scheme, donating £1 per ticket to the Community Forest"



Carbon literacy



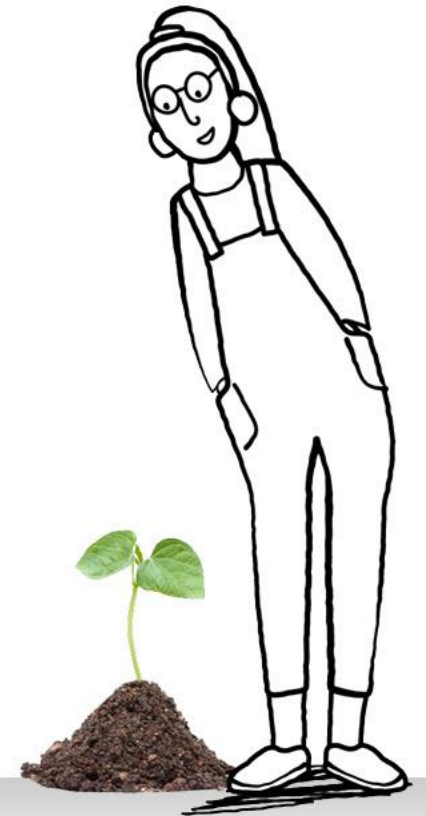
564 employees
across **29 organisations**
have received training in carbon literacy
from an accredited trainer

↑ 49%

increase in trained
employees

↑ 71%

in organisations with
trained employees



Health and wellbeing

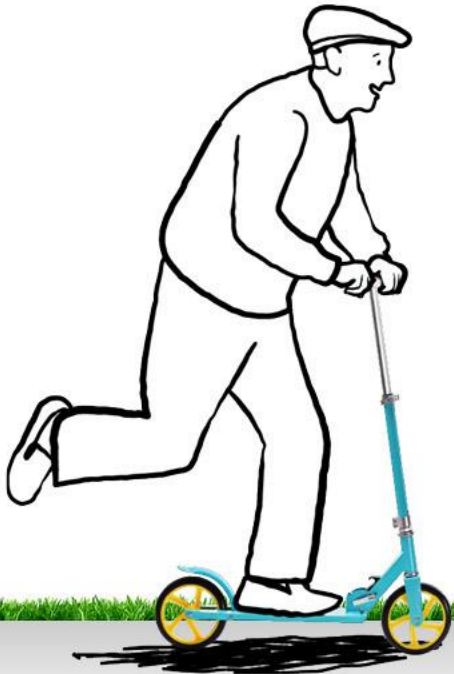
70% of organisations
delivered activities with a health and wellbeing focus

£957,000

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
- 40% productions and commissions
- 53% therapeutic activity



Employment and skills



2,518 individual employees ↓ 3%

1,866 individual freelancers ↓ 41%

20 paid interns – 0%

7 apprentices ↓ 33%

654 work experience participants ↑ 11%

32% of the organisations are accredited
Real Living Wage employers



What impact does your organisation have?

Some quotes from survey respondents:

"We have a significant impact on our community. With an ambitious array of theatrical productions and community initiatives, for local audiences on our doorstep, we act as a cultural hub, fostering a sense of unity and shared experience among diverse audiences"

"In 2022/23 we welcomed record visitor numbers, an increase on pre-Covid engagement and growth in school and educational visits"

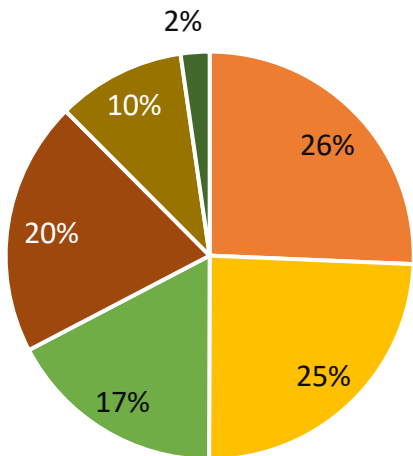
"Our organisation is playing a strategic role in developing a more diverse future workforce for the Creative Industries, and for Manchester. We're proud to have supported over 300 young people through our projects and programmes in the last year"

"Our organisation is dedicated to supporting, empowering, and upskilling young, marginalized residents of Manchester during a pivotal stage in their lives"

People Data

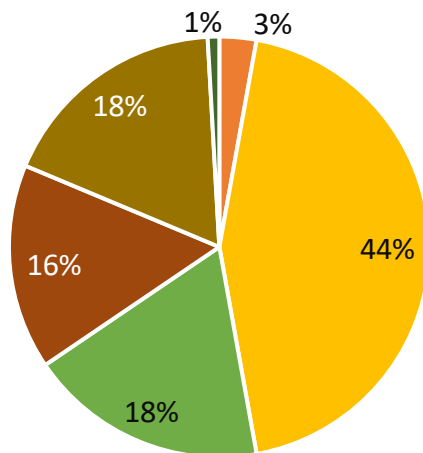
Age

Audience



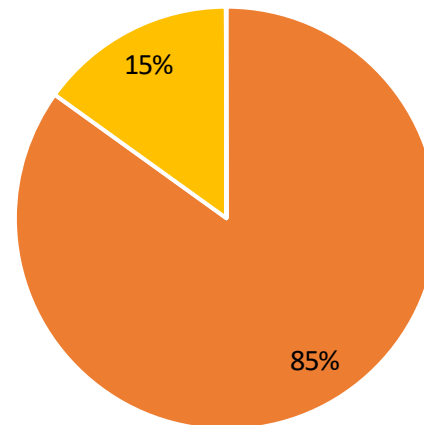
21 Organisations

Volunteers



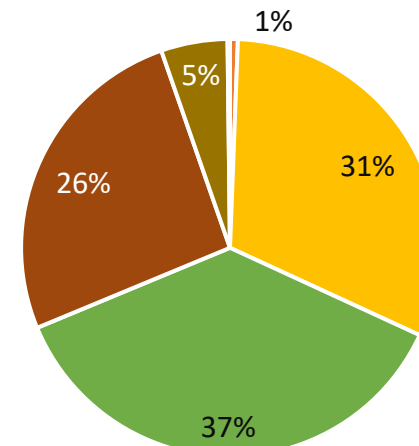
27 Organisations

Participants



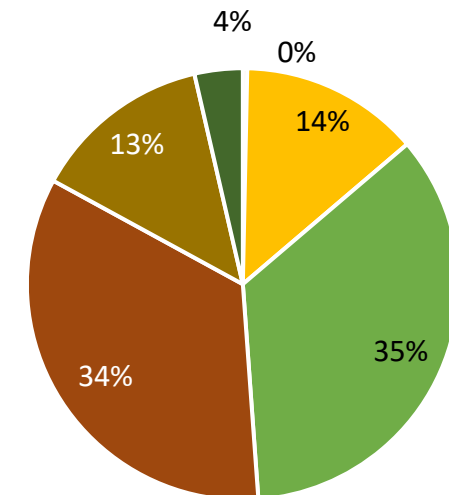
28 Organisations

Employees

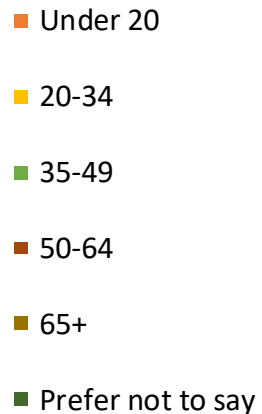


36 Organisations

Board Members



32 Organisations



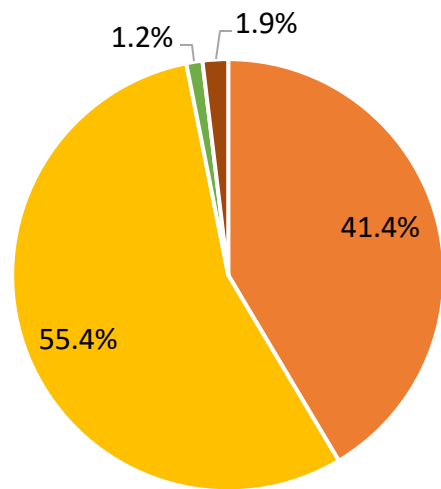
Manchester Resident Population - Age Categories (Census, 2021)

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

People Data

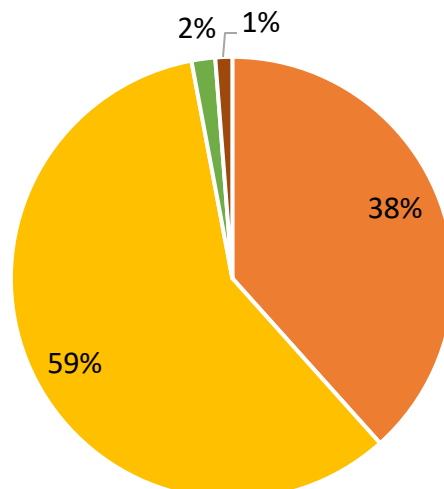
Gender

Audience



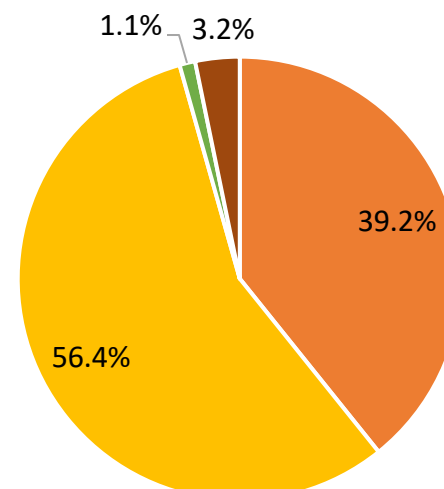
19 Organisations

Volunteers



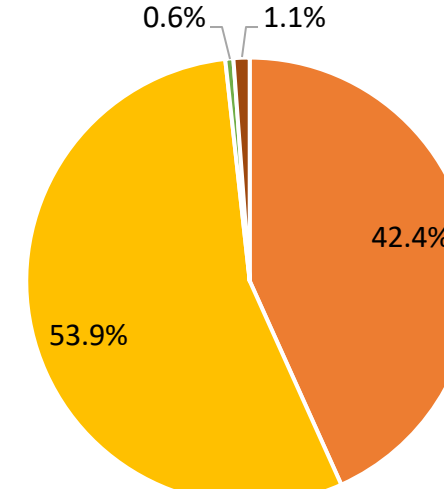
26 Organisations

Employees



38 Organisations

Board Members



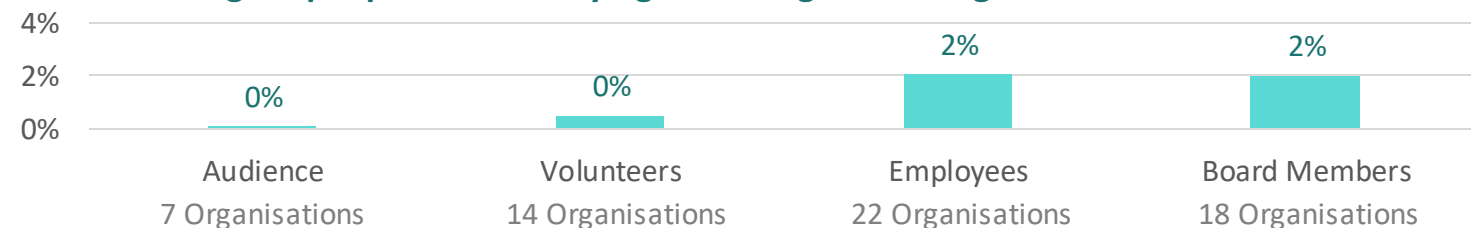
34 Organisations

- Male (including female to male trans men)
- Female (including male to female trans women)
- Non-Binary (such as androgyne)
- Prefer not to say

Manchester Resident Population: Sex (Census, 2021)

Male	Female
49.7%	50.3%

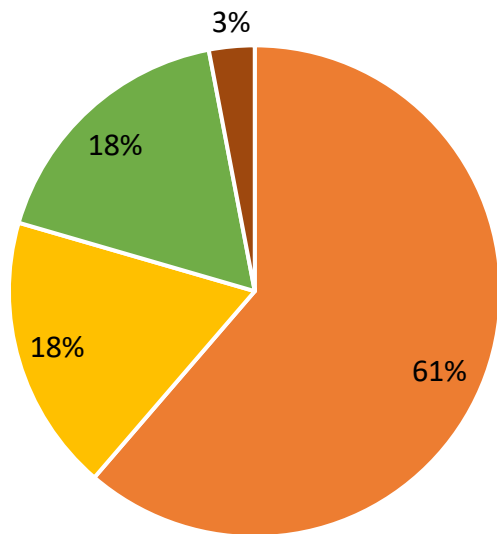
Percentage of people not identifying with the gender assigned at birth



People Data

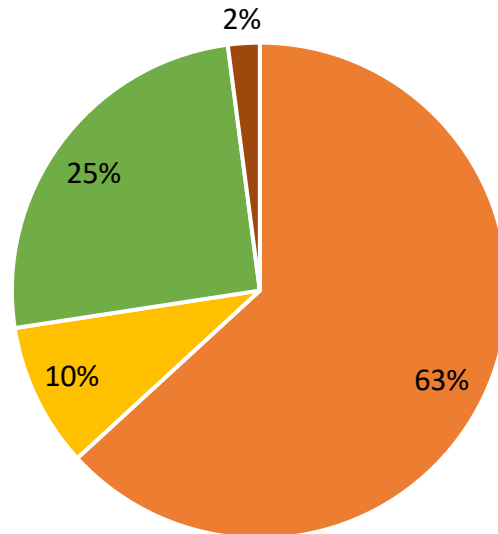
Ethnicity

Audience



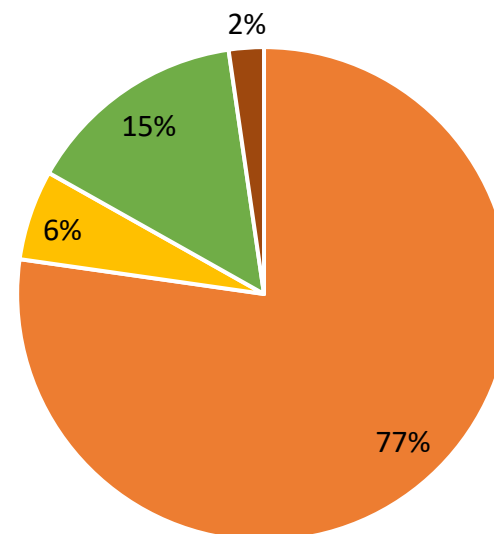
16 Organisations

Volunteers



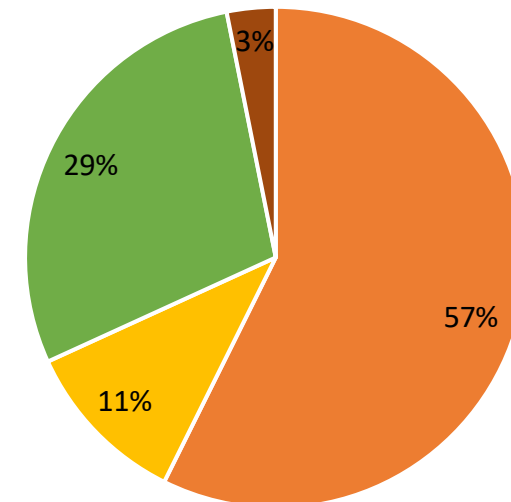
23 Organisations

Employees



35 Organisations

Board Members



31 Organisations

- White British
- White Other
- Other than White
- Prefer not to say

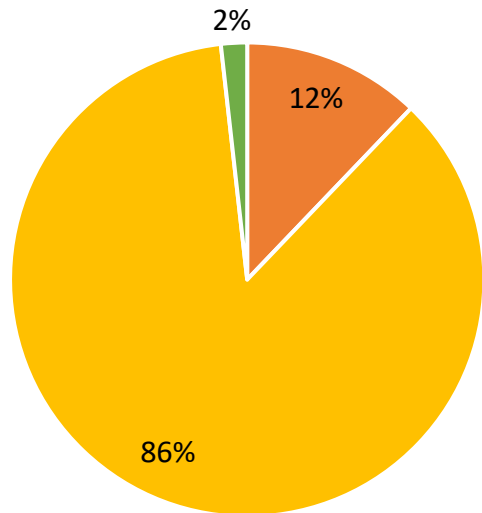
Manchester Resident Population: Ethnicity (2021 Census)

White British	White other	Other than White
49%	8%	43%

People Data

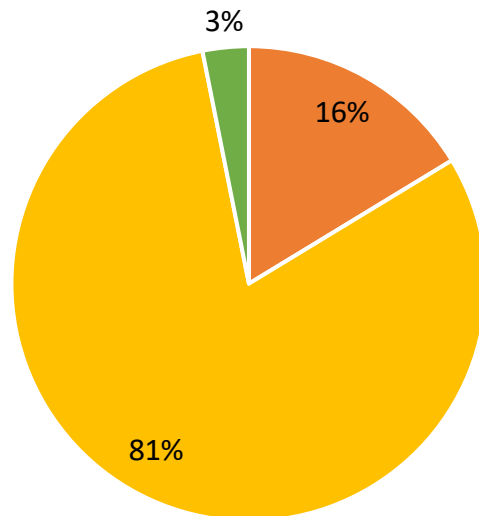
Disability

Audience



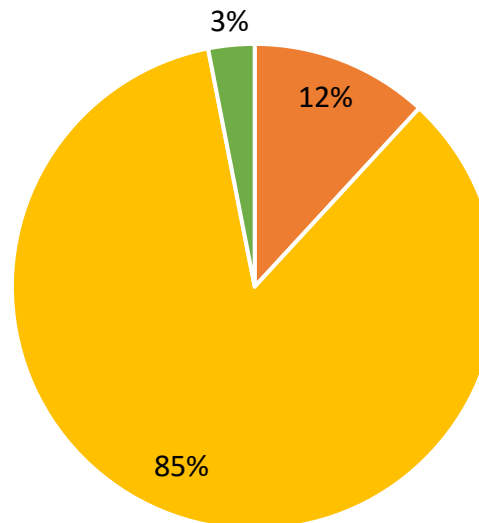
20 Organisations

Volunteers



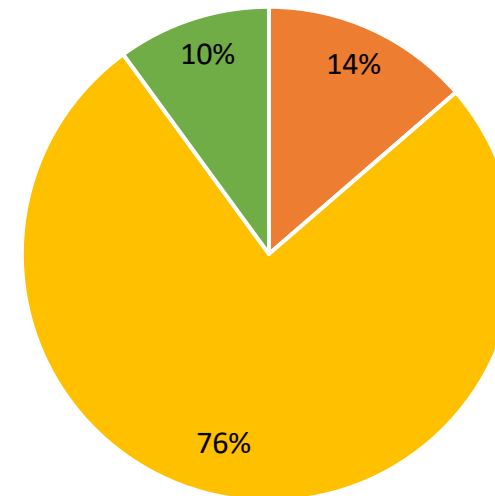
24 Organisations

Employees



35 Organisations

Board Members

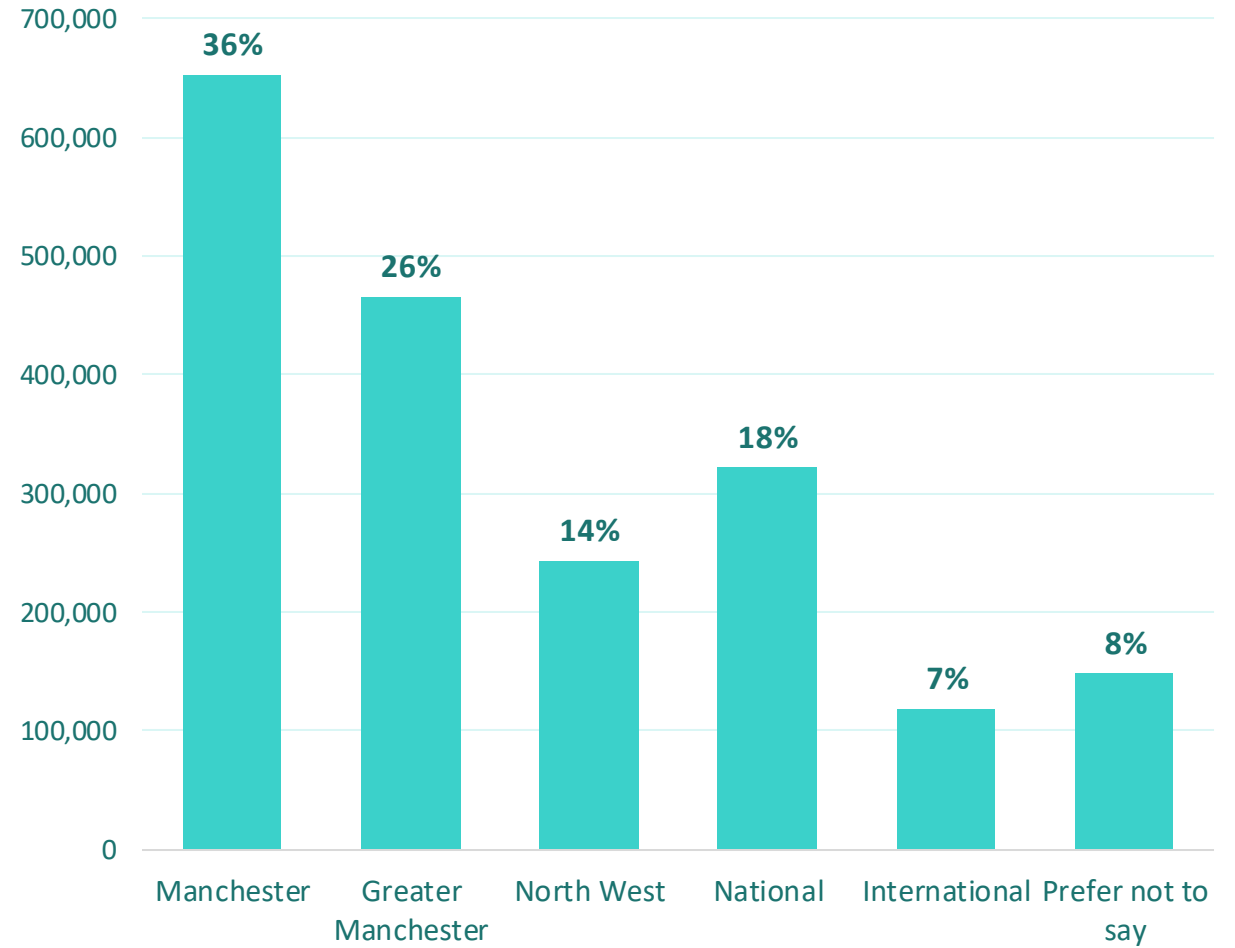
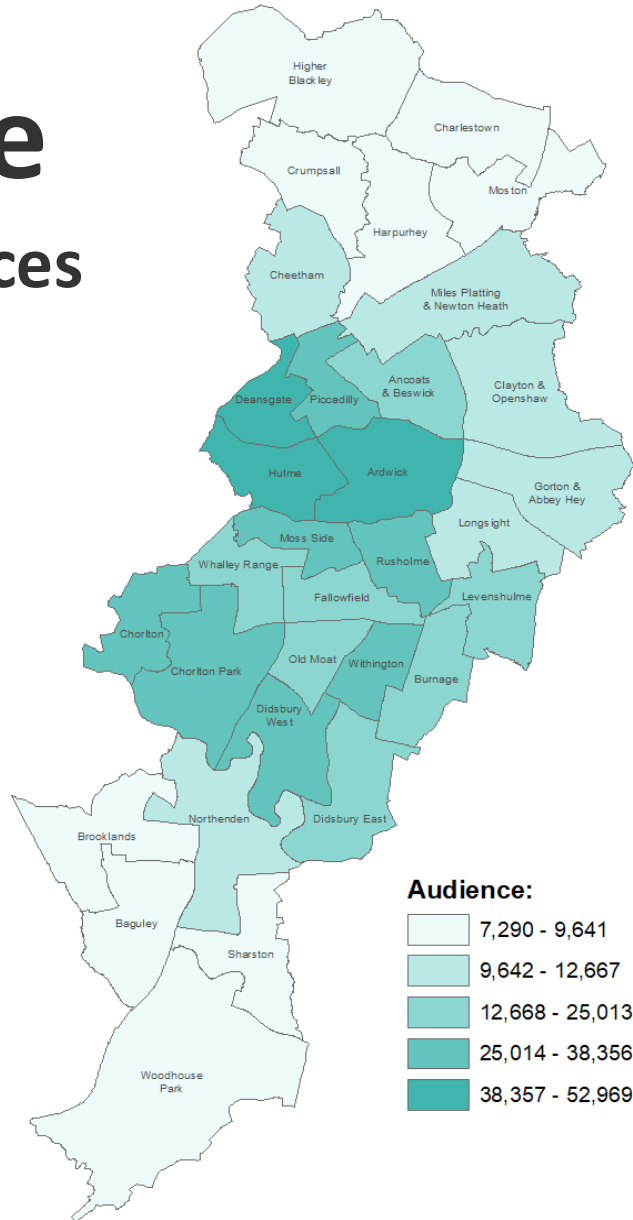


30 Organisations

- Identify as having a disability
- No disability
- Prefer not to say

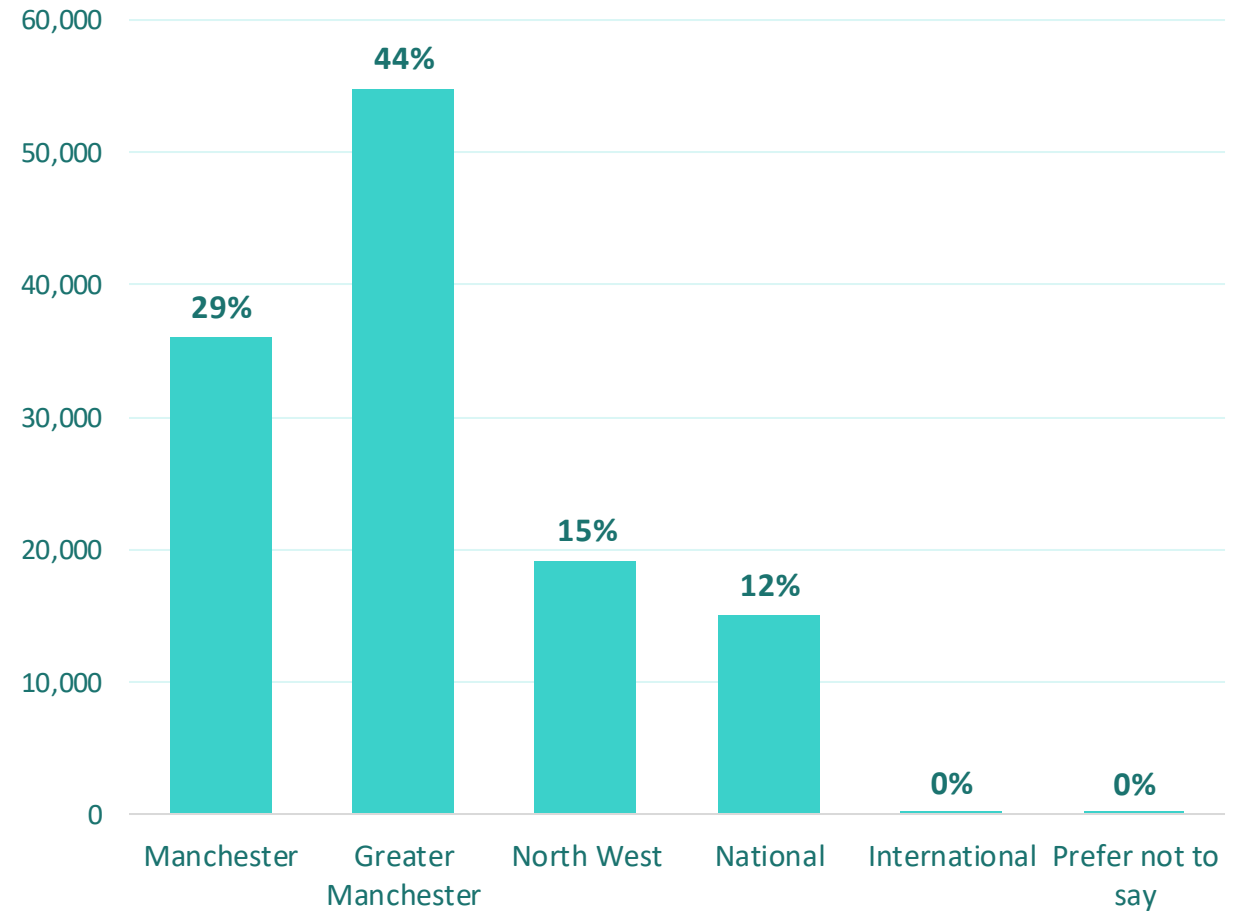
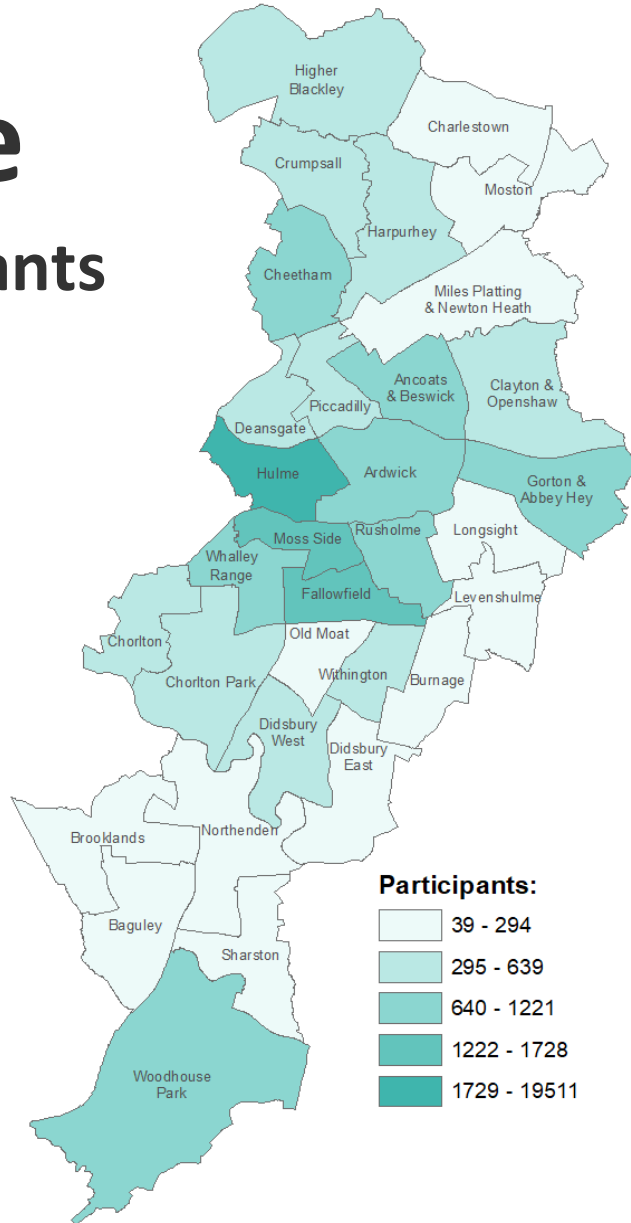
No fully comparable resident population data available

Place Audiences



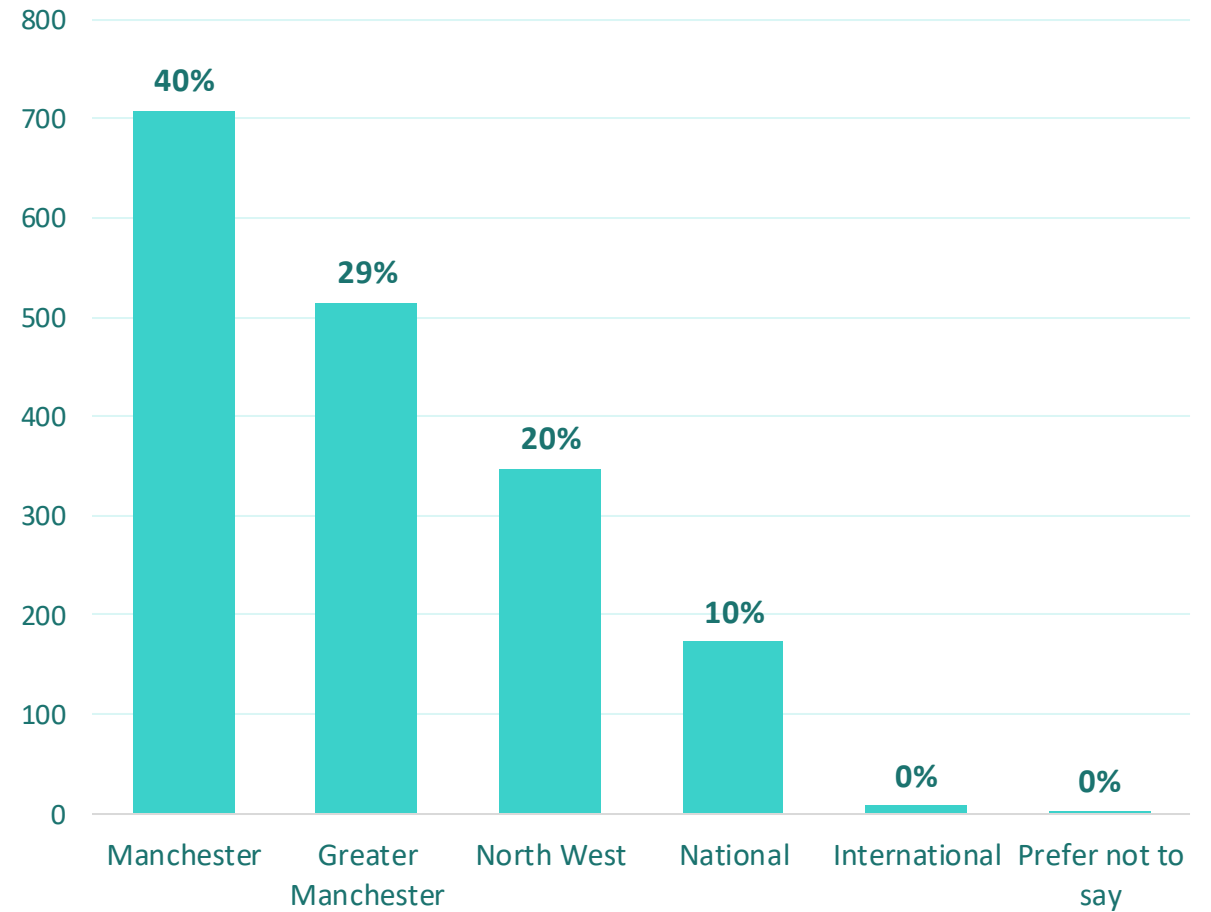
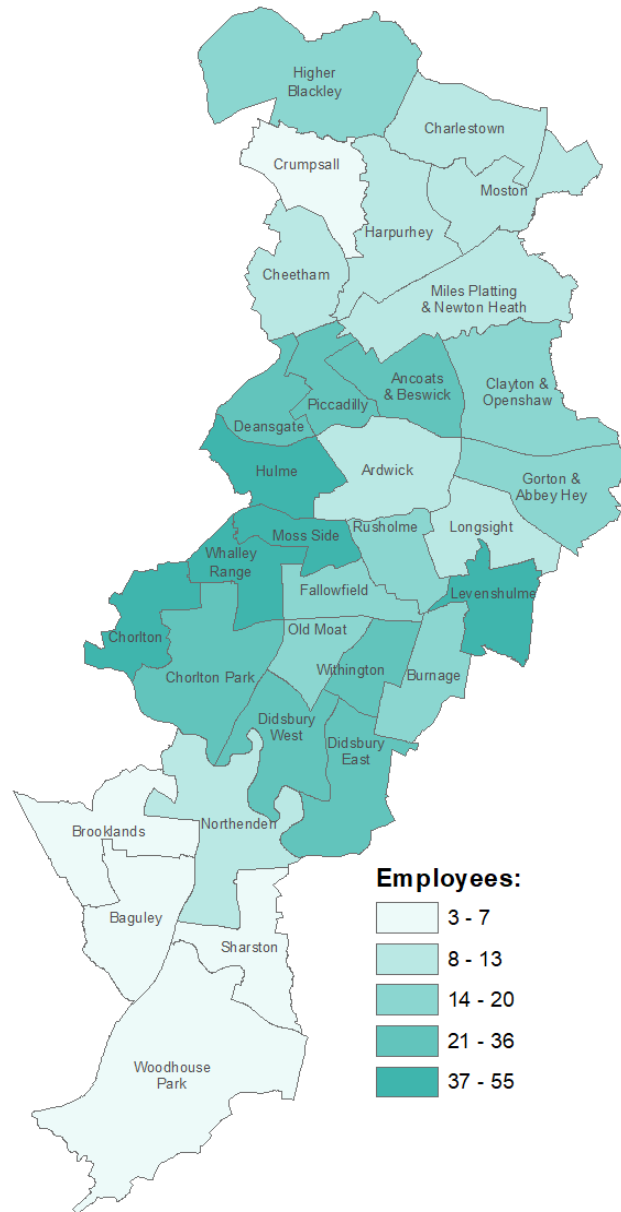
Data provided by 21 Organisations

Place Participants



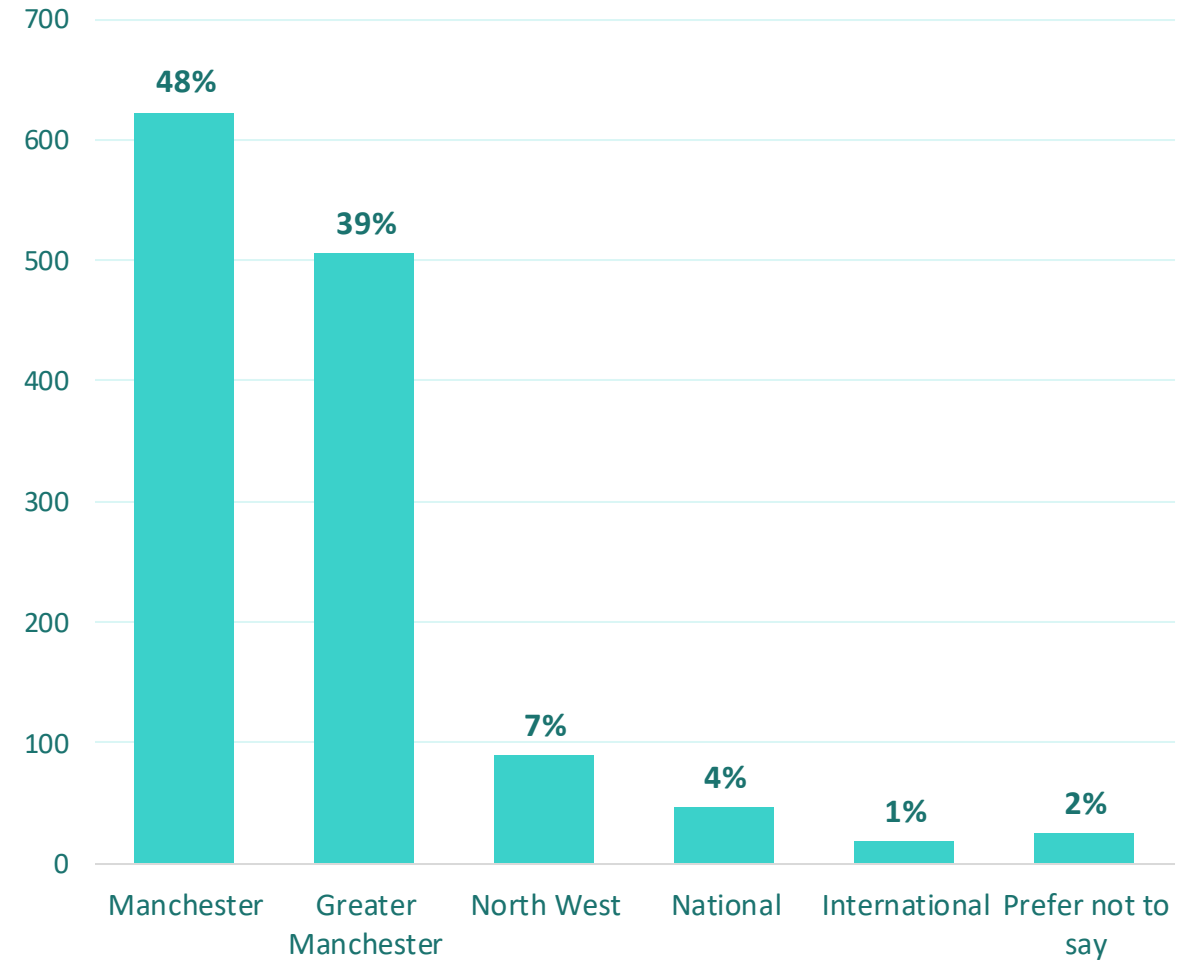
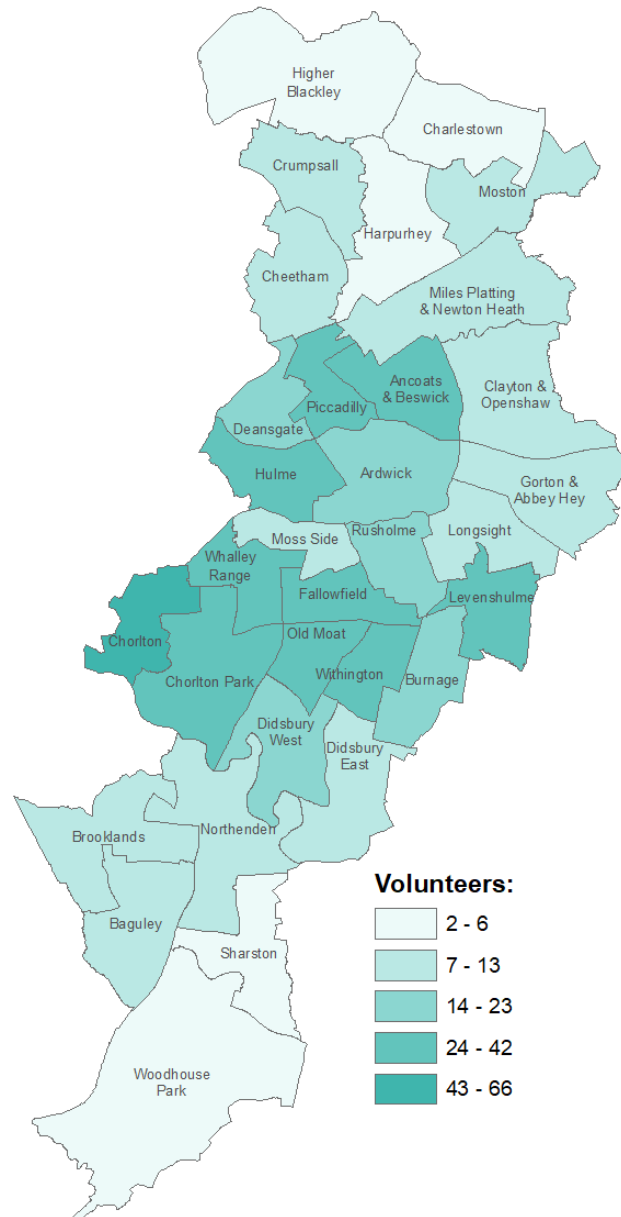
Data provided by 21 Organisations

Place Employees



Data provided by 33 Organisations

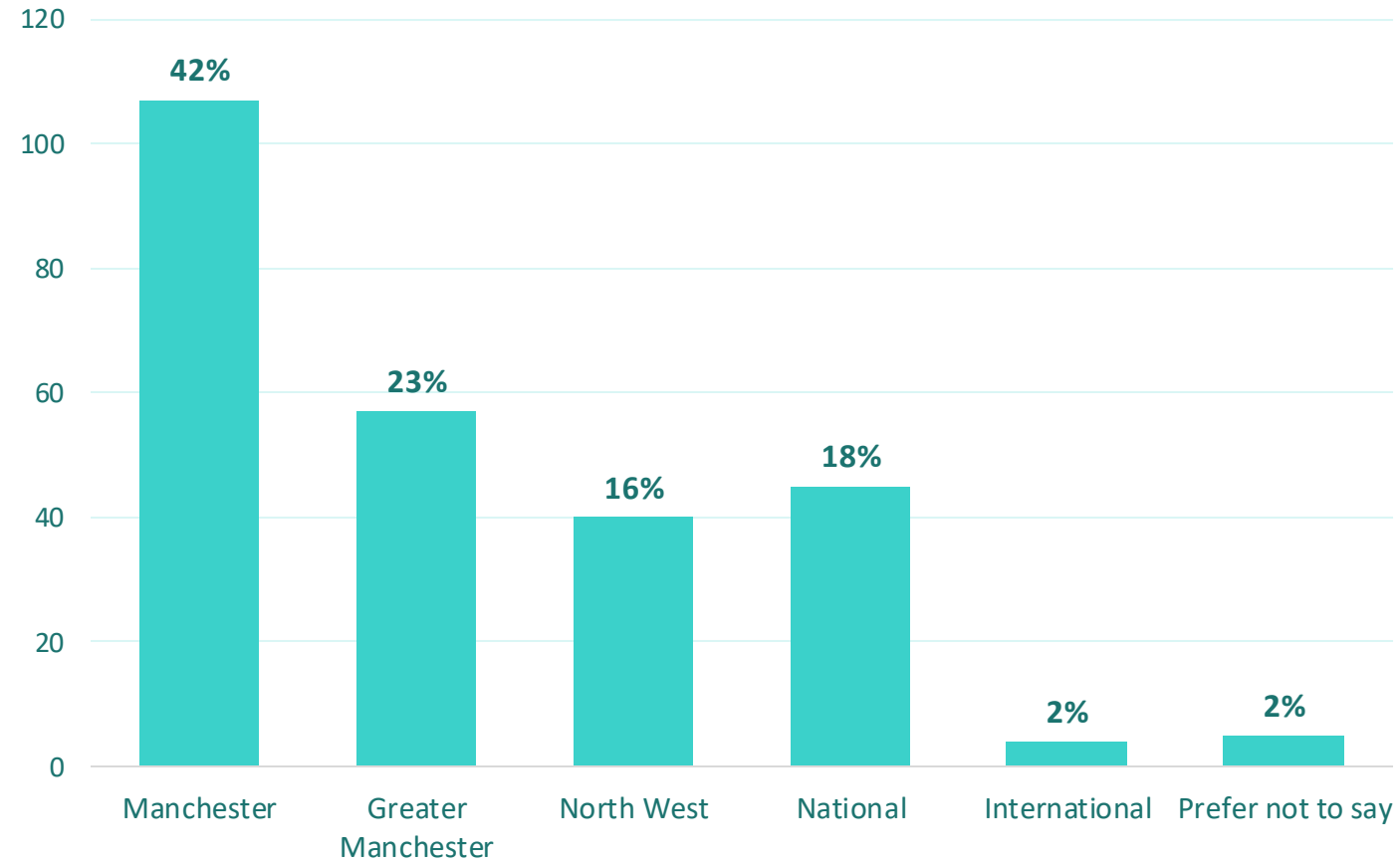
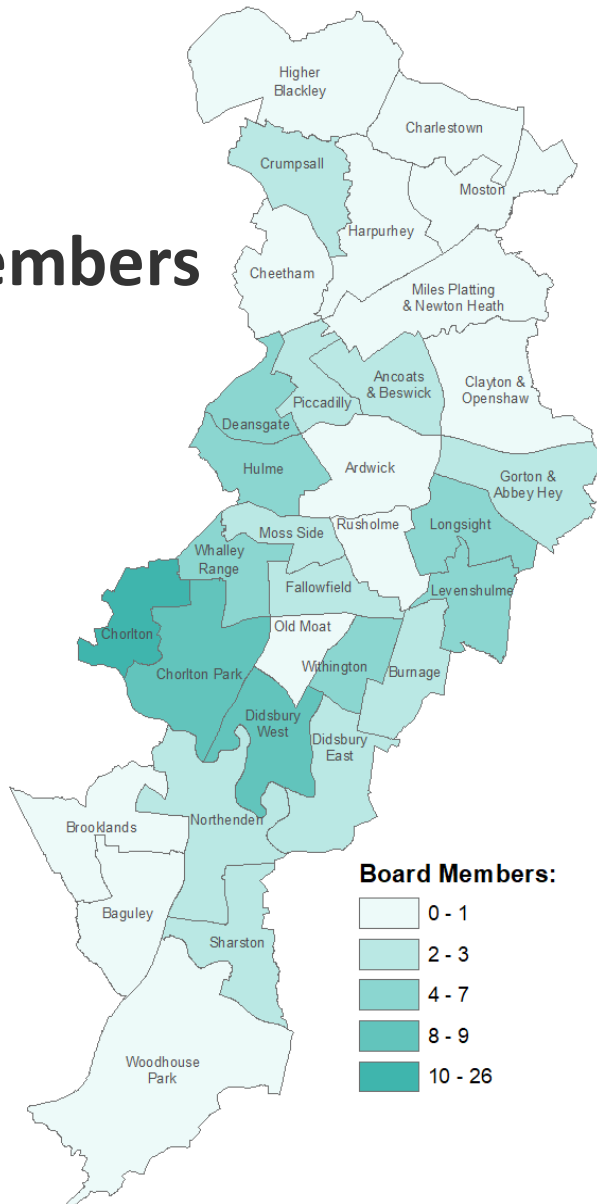
Place Volunteers



Data provided by 16 Organisations

Place

Board Members



Data provided by 24 Organisations

Overall Cultural Engagement by Ward

Highly engaged wards (based on wards with the highest number of audience and participants)	
Hulme	69,689
Deansgate	53,303
Ardwick	49,500
Piccadilly	38,748
Moss Side	33,380

Wards with low engagement (based on wards with the lowest numbers of audience and participants)	
Crumpsall	7,879
Higher Blackley	7,940
Sharston	8,081
Woodhouse Park	8,685
Charlestown	8,703