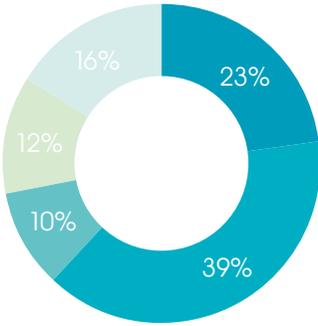


# Annual Review 2015/16

mac  
birmingham



# Financial Performance



## Income

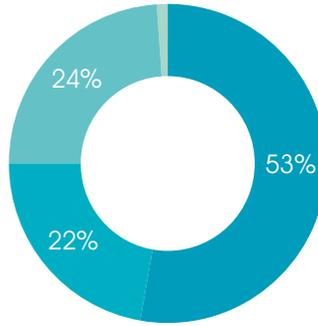
- Income from activities  
£1,102,904 23%
- Trading & investment income  
£1,827,647 39%
- Fundraising, Trusts, Foundations  
£472,958 10%
- Individuals & Companies  
£22,049 0%
- Birmingham City Council  
£540,000 12%
- Arts Council England  
£739,147 16%

## Total incoming resources

£4,708,705 100%

## Fund balances brought forward as at 31 March 2015

Building project: £2,413,070  
 Restricted project funds: £491,278  
 Net unrestricted funds: £(146,951) which comprise general funds: £364,521, designated funds: £393,019 and pension fund: £(904,491)  
 Overall funds carried forward: £2,757,397



## Expenditure

- Direct costs - Arts activities  
£2,395,361 53%
- Support costs - Arts activities  
£1,001,092 22%
- Trading  
£1,096,498 24%
- Governance  
£22,356 1%

## Total expenditure

£4,515,307 100%

## Fund balances carried forward as at 31 March 2016

Building project: £2,413,070  
 Restricted project funds: £441,054  
 Net unrestricted funds: £96,671 which comprise general funds: £421,386, designated funds: £514,128 and pension fund: £(838,843)  
 Overall funds carried forward: £2,950,794

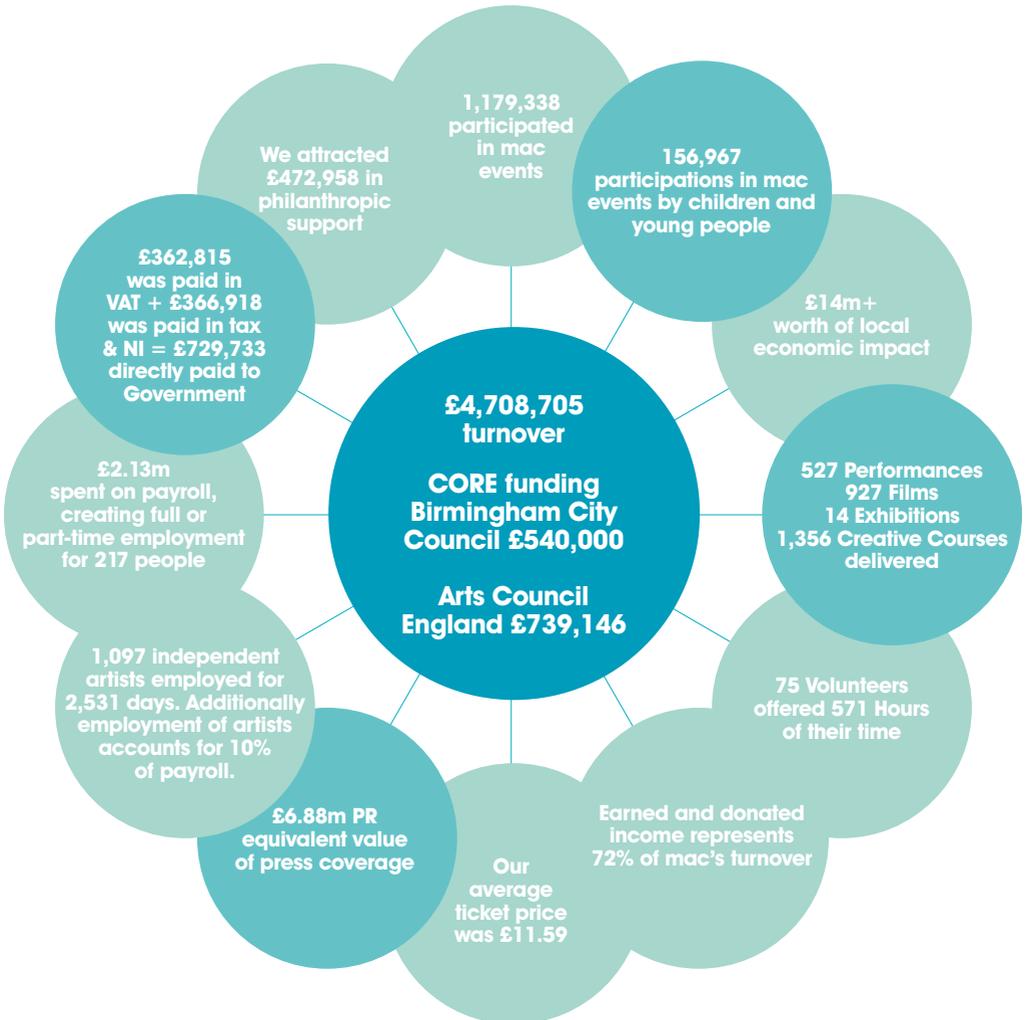
# Impact of public investment

- **Economic Impact of Public Investment**

£2.63 generated for every £1 of public investment

- **Cultural and Social Impact**

Broadening cultural engagement and social cohesion



# Delivering our ethos

mac's ethos is based on a set of values which inform the whole of our activities. The tensions within the values help to shape our work and add an extra, creative spark. Whilst all our activities fit these criteria, the following highlights some of our work in 2015/16.

## Artistically experimental activities – and ones striving to engage with their audiences.

- Film screening of *Brief Encounter* at Moor Street Station including wrap-around performances. Part of the BFI Love season.
- In Yer Face Theatre's *Trainspotting* in the dank spaces under the railway arches of clubland Digbeth.
- *(h)experiment* – a season of new work which included *Slot Together*: a collaboration with Stan's Café to create eight new theatre commissions using the same stimulus of props and theatrical rules. Also *Sparks May Fly* – gigs bringing two different musical artists together for the first time with only 24 hours to prepare.
- *Wi-Fi Wars* – an interactive show where children and their families could collectively play retro computer games using their own devices (i.e. tablets/phones).



## Celebrating diversity – and strengthening social cohesion.

- *Disrupted*: An exhibition and collaboration with DASH which placed Noëmi Lakmaier as **mac's**
- Disability Artist in Residence for 12 months. Temporarily re-shaping **mac's** ground floor spaces the exhibition featured work from six disabled artists and also fed into a diversity symposium, *Awkward Bastards*.
- *Kali Theatre's Twelve*: a theatrical and dance-based response to 'honour' killings.
- Making Tracks: a series of regular World Music events.
- Film Festivals including the *London Indian Film Festival*, *Behind the Curtain: Eastern European Film Festival* and *SHOUT*, a festival of Queer culture.
- *Screening Rights* – International programme of film and discussion about human adversity.

## Offering equal opportunities to everyone – and recognising the uniqueness of artistic talent.

- *Cannon Hill Art School*: 72 artists from all backgrounds and levels of experience took up places on the Summer School, a project developed with artist Trevor Pitt as an ongoing legacy of previous open exhibitions. The remit was to challenge students and foster innovation. The syllabus included lectures from Cornelia Parker OBE and curators Gavin Wade and Kathrin Bohm. Concluded in an exhibition of the *students* work.
- **mac makes music** provides innovative music making opportunities for children and young people in challenging circumstances. Working with Pupil Referral Units, Charities, Hospitals, Primary Schools, Children's Services and Special Schools the project influences sustained music making activity for those with limited access to music provision.



## Increasing the accessibility of the arts – and respecting their complexity.

- Increased work for children including relaxed sessions for those with sensory and communication disorders.
- *Learning & Participation Taster Sessions* – Free drop-in sessions to try courses from across our huge programme taught by practising artist tutors.
- *Disability Access Day* – a programme of fully accessible free learning activities, film screenings.
- *Somewhere to* – Offering free space, guidance and event management to over 40 new and emerging young artists.

## Giving users and audiences more involvement in, and control over, programming – and introducing them to new challenges and innovations.

- **mac's** tenure as Arts Champions for the Hall Green constituency came to a conclusion in February with an exhibition and showcase at **mac**, bringing together over 180 people from a cross section of the local community most of whom were new to **mac**.
- *The Icing Agency* – a supported marketing and audience development group of young people formed from the *Next Generation* programme to connect with youth audiences across the city.
- *SNDTRX* – a *BFI* supported programme for young people to screen a classic title and curate a multi-art form event around those themes.
- *One Beat Festival* – a one day outdoor festival featuring the best breakthrough bands from all over the UK curated by our *Next Generation* programme participants.



**Making the most of the social benefits of the arts – and valuing the pleasure people gain from their own individual artistic expression.**

New Shoes is a creative learning project set up by **mac birmingham's** Next Generation programme with Beatfreaks in order to encourage the development of creative and community conscious young people in Birmingham.

"Before I started New Shoes I couldn't talk to anyone, I hardly did anything and I had no confidence. Since taking part in New Shoes I have noticed that I can do public speaking, I am much more confident and I believe in my skills. I am also better at writing creatively which helps me to unleash some of the stuff in my head. The skills I have learnt in New Shoes includes speaking, photography and writing. This project gives people the opportunity to express themselves through the creative arts and to develop new skills. Before I came to New Shoes, I was in a very difficult place, now I am looking forward to a bright future, planning events and considering what college to go to."

— G - Participant

**mac makes music**

Through their work with this project both the young people, their carers, parents and teachers can see palpable benefits.

"It was a great way to get the children together, be part of a community and have fun. They were made to feel special. The music leader was constantly picking up on the children's ideas and interests and following these through. The children came first. They were given freedom to express themselves and they were never told that anything they did in the music making was 'wrong'."

— Arc Lead Practitioner,  
Bishop Wilson and Valley Schools

"We are all in the team together."

"I realise this is bigger than I thought and it can lead to lots of things. I will take responsibility and come every week."

"The music comes from our heads and sometimes our heart, we tend to rock the band floor, we like sharing our talents with other people."

# mac birmingham exists to promote innovative, creative arts activities in ways which help to establish them as an important part of people's lives.

## Governance

Dorothy Wilson MBE FRSA  
Artistic Director and Chief Executive

## Charity Board

Jonnie Turpie MBE (Chair)  
Mary Martin (Interim Chair / Vice Chair)  
Greg Lawson (Vice Chair)  
Cllr Matt S Bennett  
Yetunde Dania  
Gwenda Hughes  
Emrys Jones  
Sharon Lea  
Louise McCathie  
Sara Meyer  
Linda Saunders  
Sue Scholes  
Cllr Martin Straker-Welds  
Michael Williams

## Trading Board

Adam Gregory (Chair)  
Anthony Howard  
Tracey Johnson  
Guy Owen

## Our Supporters

Thanks to:



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**ARTS COUNCIL  
ENGLAND**



**Birmingham City Council**



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Baron Davenport's Charity  
The BBC Performing Arts Fund  
The Birmingham Bodenham Trust  
BHSF Group Ltd  
The Cole Charitable Trust  
The Douglas Turner Trust  
Edward & Dorothy Cadbury Trust  
The John Feeney Charitable Trust  
The Rowlands Trust  
The Roughley Trust  
The Saintbury Trust  
We Clean  
Youth Music  
Zurich Community Trust

## mac birmingham

Cannon Hill Park  
Birmingham B12 9QH

0121 446 3232  
macbirmingham.co.uk

Registered company no. 718349

Registered charity no. 528979