

Annual Review 2016/17



Barbara Walker

Manifesto / Financial Performance / Impact of Public Investment



James Wilton Dance



Moonlight

Welcome



Deborah Kermode
– MAC CEO and Artistic Director

This year in review marks the end of my first year as MAC's Chief Executive and Artistic Director and the 55th year of this remarkable organisation. I'd like to thank our staff, board, funders and most importantly our visitors for ensuring MAC continues to be a vital gateway to the arts for audiences and artists alike.

This was a challenging year which saw unprecedented cuts in funding from the local authority but I was heartened by the response to our campaign "If You Love Us, Help Us. Use Us." Thousands of people engaged with the campaign and pledged their support. Together we are determined to keep the doors of MAC open to everyone for many future generations to come.

There is an exciting plan ahead for MAC, recognised by Arts Council England as they confirmed support for the next four years by awarding us a place as part of their National Portfolio of Organisations. 2016/17 was a year we expanded our work in diversity, early years and digital practice. And I can confirm both our ambitions in these areas, and our commitment to deliver artistic excellence remains at the very heart of this charity.



Jonnie Turpie
– MAC Chair

2016/17 was a year of new beginnings for MAC as we welcomed a new Chief Executive and Artistic Director, Deborah Kermode and myself in the first full year as Chair.

MAC has continued to grow its visitor numbers in excess of 1m. MAC retains the title of the VisitEngland's most visited free attraction in the West Midlands 2016, and claims the 11th spot in the national rankings. With 82% of those visits being from local residents, MAC remains a vital resource for the community, driving over £14m of local economic impact.

In the face of an ever-reducing public purse, income generated by our commercial activities are more important than ever in sustaining our charitable work. But we are also tremendously grateful for the continued support of Arts Council England and other generous supporters such as the players of People's Postcode Lottery, Birmingham City Council and our visitors who so often see fit to make a small donation as they buy their tickets.

As Birmingham and the wider West Midlands enjoy a unified national presence, MAC - the Midlands Arts Centre - is well placed to contribute to the region's arts and creative industries young, digital and diverse talent base.

Impact of Public Investment

Economic Impact of Public Investment

£3.23 generated for every £1 of public investment

Cultural and social impact

Broadening cultural engagement and social cohesion

1,125,807m visits

£270,878 was paid in VAT + £394,160 was paid in tax and NI = £665,039 directly paid to government

£2.15m spent on payroll, creating full or part-time employment for 213 people

1,116 independent artists employed for 2,189 days. Additionally, employment of artist accounts for 33% of payroll

£6.58m PR equivalent value of press coverage

Our average ticket price was £12.70

Earned and donated income represents 77% of MAC's turnover

61 volunteers offer 944 hours of their time

384 Performances 927 Films 15 Exhibitions
1362 Creative Courses delivered

£14m+ worth of local economic impact

202,646 participations in MAC events by children and young people

We attracted £572,332 in philanthropic support

Manifesto

– everyday creativity for all

Children and young people have a right to experience high quality art

We are committed to showing the best that the UK has to offer. In 2016 our Christmas offering, an enchanting adaptation of *The Bear* for early-years audiences saw record-breaking attendances across the run, whilst an immersive production of *Trainspotting*, hosted in a Digbeth club warehouse, pushed the boundaries of theatre to its limits with all performances sold out. Our digital courses have thrived and gaming experience shows such as *Wifi Wars* have won intergenerational audiences.



The Bear

Promoting art which reflects the diverse make up of our city

We are committed to offering long-term experiences that offer gateways into increased development within the arts. **Spectra** and **mac makes music** – the former a performance project working with disabled young people and the latter an innovative music-making project working with young people in challenging circumstances, continues to support each individual, enabling them to work alongside professionals, create and perform regularly. The projects also provide professional development and a framework for award-winning research. **mac makes music's** *Tune into Listening* project achieved the National Excellence in Primary/Early Years Award for its action research tool kit which offers practical advice on how to create rich music-listening experiences for early-years children.



Switch



Spectra

Wealth should not entitle anyone to greater access to art

Everyone should have access to great art, irrespective of their background. Throughout the year young and old can enjoy world-class exhibitions and events free of charge. High profile exhibitions included local artist Barbara Walker. Her large-scale drawings, highlighting the often forgotten contribution of Black servicemen and women gained widespread recognition and emotional responses from visitors. Internationally renowned political artist and activist Peter Kennard exhibited **Off Message** at MAC engaging aficionados of his work alongside new, diverse audiences. Kennard said: *'I think MAC is a perfect place to show my work. It is very much part of the local community, where people of all ages appear to consider it very much a part of their lives... without the respectful hush that pervades many cultural citadels...I always believe that art for social change should be accessible...[MAC] has a creative energy that encourages people to open up to ideas so that they become creators rather than consumers, it demonstrates that the arts, if they are publicly funded, can be an integral part of all our lives.'*



Peter Kennard

MAC believes that everyone has the ability to shine as an artist

Our competitively-priced creative learning programme, led by experienced artist tutors, continues to offer a wealth of variety for all levels and ages within a safe environment. With over 130 courses on offer each week, MAC continues to evolve reflecting the interests of our visitors. Course participants have the opportunity to exhibit as part of our **made at mac** year-round exhibitions.



MAC is a thriving charity with social and artistic ambitions

Our popularity as a welcoming venue, attended by our diverse surrounding communities, is borne out in our ever increasing visitor figures – last year rising to 1.1 million, ranking us the most visited free attraction in the West Midlands throughout 2016. 82% of our audience comes from our neighbouring communities. Our contemporary, experimental programme continues to explore, dissect and reflect the world, informing their lives through international and independent films, festivals, theatre, music and comedy, dance, exhibitions and spoken word.



Mark Thomas

Financial Performance

Income

| | | |
|------------------------------------|------------|-----|
| Income from activities | £1,157,376 | 24% |
| Trading & Investment income | £1,921,889 | 40% |
| Fundraising, Trust and Foundations | £572,332 | 12% |
| Individuals and Companies | £29,965 | 1% |
| Birmingham City Council | £400,000 | 8% |
| Arts Council England | £739,146 | 15% |

Total Incoming Resources

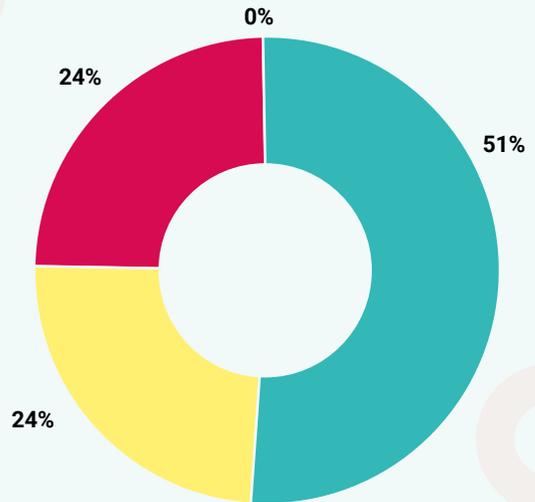
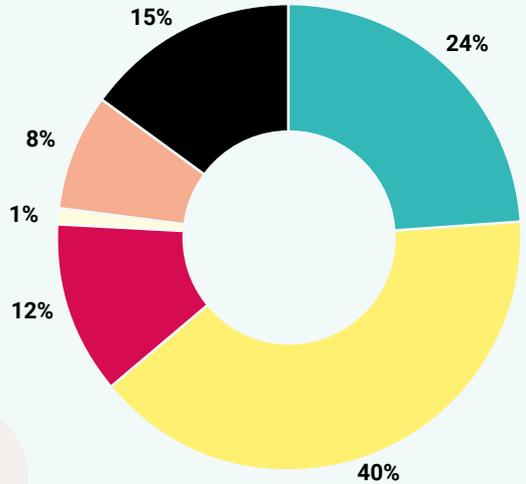
£4,820,708 100%

Expenditure

| | | |
|--------------------------------|------------|-----|
| Direct Costs – Arts activities | £2,354,100 | 51% |
| Support Cost – Arts activities | £1,080,343 | 24% |
| Trading | £1,117,305 | 24% |
| Governance | £21,776 | 0% |

Total Expenditure

£4,573,524 100%



Totals carried forward

Fund balances brought forward as at 31 Mar 2016

| | |
|--|------------|
| Unrestricted funds and other restricted projects | £935,514 |
| Pension reserve | (£838,843) |
| Building Project | £2,854,124 |

Fund balances carried forward 31 Mar 2017

| | |
|--|------------|
| Unrestricted funds and other restricted projects | £1,136,992 |
| Pension reserve | (£885,554) |
| Building Project | £2,946,540 |

Our supporters

To everyone that has supported MAC and is considering doing so in the future, we say a huge thank you – every gift makes a difference and is greatly appreciated.



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BHSF Group Ltd
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The Cole Charitable Trust
The Esmée Fairbairn Foundation
The Grimmitt Trust
The Headley Trust
The Radcliffe Trust
The Roughley Trust
The Saintbury Trust
William A. Cadbury Trust
Youth Music

Governance

Deborah Kermode Chief Executive and Artistic Director – September 2016 to date

Dorothy Wilson MBE FRSA, Artistic Chief Executive and Artistic Director until August 2016

Charity Board

Jonnie Turpie – Chair
Greg Lowson (Vice Chair)
Mary Martin (Vice Chair)
Cllr Matt Bennett
Junaid Bhatti
Stephanie Dale
Yetunde Dania
Owen Dutton
Gwenda Hughes
Emrys Jones
Sharon Lea
Louise McCathie
Sara Meyer
Linda Saunders
Sue Scholes
Cllr Martin Straker-Welds
Mike Williams

Trading Board

Tony Howard – Chair
Tracy Johnson
Guy Owen
Mark Reeves
Mike Williams





Vamos Theatre



Trainspotting

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