

# Annual Review 2018 – 2019



**Artistic Highlights / Financial Performance / Impact of Public Investment**



# Welcome



**Deborah Kermode**  
Chief Executive and  
Artistic Director

It is our privilege at MAC that we are able to mark moments of great social and political importance across a range of art forms. Above all, MAC strives to be relevant to the diversity of Birmingham, providing a social hub and a safe space for often unsafe conversations.

As the climate for arts organisations becomes increasingly challenging, it is heartening too that MAC's audiences, participants and supporters continue to prove MAC's vital position within the community. Their passion and creativity powers the heart of our organisation, enabling us to support both emerging and established artists with opportunities ultimately driving the ecology of this industry.



**Jonnie Turpie MBE**  
Chair

2018/19 was a year of extraordinary achievements at MAC, both artistically and organisationally. Maintaining visit levels in excess of 1 million, MAC retains the title of the VisitEngland's most visited unpaid attraction in the West Midlands, and claims the 12th spot in the national rankings. MAC's resilient business model ensured that over 82% of its income was self-generated and we continue to be grateful for the continued support of Arts Council England, Birmingham City Council and the players of People's Postcode Lottery, who over the last five years have bestowed £1.55m of support on MAC and its users. With 82% of those visits being from local residents, MAC remains a vital resource for the community, driving over £14m of local economic impact.

We look forward to the next few years, as we bring our creative energies to the celebrations around the Birmingham Commonwealth Games, as well as MAC's 60th anniversary.

# Impact of Public Investment

## Economic Impact of Public Investment

£4.69 generated for every £1 of public investment

## Cultural and social impact

Broadening cultural engagement and social cohesion



**1,058,837 visits to MAC**

**201,179 children and young people making, seeing and doing at MAC**

**£14m + of local economic impact**

**444 Performances, 951 films, 23 exhibitions, 1,081 creative courses delivered and 94 free events**

**Earned and donated income represents 82.4% of MAC's turnover**

**Average ticket price is £14.87, 42% lower than the West Midlands average**

**£8.3m PR equivalent value of press coverage**

**783 independent artists employed for 2,740 days**

**Artists account for 11% of payroll**

**£2.3m spent on payroll creating full or part-time employment for 225 people**

**£256,409 paid in VAT + £395,342 in Tax and NI = £651,751 paid directly to government.**

**We attracted £805,150 in philanthropic support**

# Artistic Highlights from 2018/19

## Beyond Windrush Season

During 18/19 we were delighted to recognise the 70th anniversary of the Windrush Generation with a celebratory season of exhibitions, dance, spoken word and special events, featuring work by local and international artists.

The season reflected on the impact and experience of migration and real-life experiences of the Caribbean community, while also recognising the contribution of newly arrived citizens coming to the UK today. The now-familiar debate about identity and citizenship was sparked when the first Caribbeans arrived. In our pre-Brexit world these issues are as relevant, if not more so, than they were 70 years ago.



*Riverhouse, Kingston Jamaica ©Andrew Jackson*

## MAC was awarded Outstanding for its contribution to Arts Council England's Creative Case for Diversity during 2018-19

*"MAC demonstrates a clear leadership role for diversity in the sector"*



*Vanley Burke: 5000 Miles and 70 Years. Photo: David Rowan*



*Sue in the Blue* Artist: Sue Austin. Photo: Norman Lomax. © [www.wearefreewheeling.org.uk](http://www.wearefreewheeling.org.uk)

## Focus on Diversity

Diversity in its broadest sense continues to be at the core of our work. Our programme included Matthew Krishanu's popular exhibition *The Sun Never Sets*. Two of his paintings were later acquired by international collectors.

Our family-friendly Diwali event celebrated the globally-observed festival with dance and music, attracting a sell-out audience.

We also opened up artistic opportunities for people with Profound and Multiple Learning Disabilities (PMLD) offering high-quality multi-sensory experiences through the kaleidoscopic *Colourscape* installation in Cannon Hill Park, new work by theatre company *Frozen Light* and at the *Sensibility Festival* through our partnership with *Sense*.

***"MAC punches above its weight based on the size of the venue... a cultural haven that is well worth some quality time."***

Trip Advisor

Funding from Arts Council England enabled us to launch our new initiative *Celebrating Age* which is supporting isolated older people to unlock their creative potential.

Our award-winning Youth Music-funded programme *MAC Makes Music* continued to provide innovative music-making opportunities for children and young people, by opening up access to music provision, addressing physical, learning or social barriers and supporting the development of the music education workforce.



*MAC Makes Music*: Photo Nick Hyman

## Digital and Young People

We strengthened our position as a 'making, seeing and doing' space with our learning programme providing the back bone for Little Geeks, a season of digital arts experiences aimed at children.

## Artistic Development

This year's new commissions included a record-breaking run for our Christmas show, Rudolf, by Pins & Needles.

MAC's Craft Fellows scheme supported five graduates on their journey to working confidently as professional makers.

We continued to work closely with MAC's Associate Artists, Johnny Autin, Jaivant Patel and Sid Peacock to nurture excellence in their practice.



Pins & Needles: Rudolf

# Financial Performance

## Income

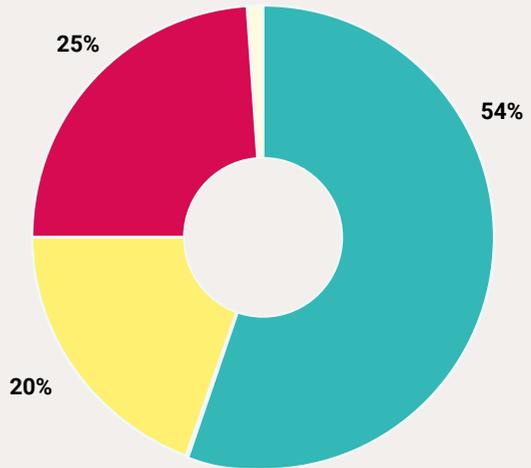
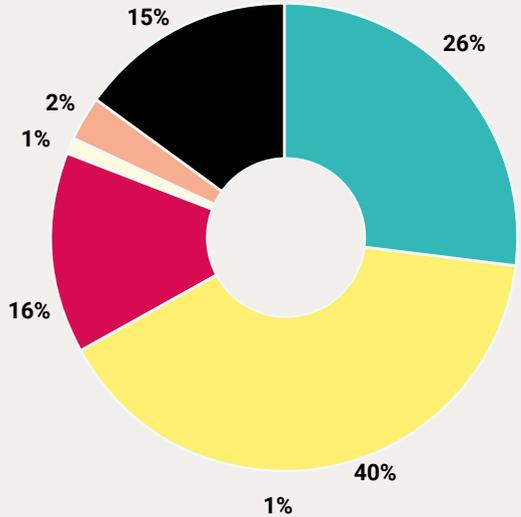
Income from activities	£1,260,628	26%
Trading & other income	£1,959,421	40%
Fundraising, Trust and Foundations	£773,965	16%
Individuals and Companies	£31,185	1%
Birmingham City Council	£120,000	2%
Arts Council England	£739,146	15%

**Total Incoming Resources**  
**£4,884,345** 100%

## Expenditure

Direct Costs – Arts activities	£2,584,089	54%
Support Cost – Arts activities	£968,354	20%
Trading	£1,209,748	25%
Governance	£23,450	1%

**Total Expenditure**  
**£4,785,640** 100%



## Reconciliation of Funds

### Fund balances brought forward

Unrestricted funds and other projects	£1,154,689
Pension reserve	(£786,398)
Building Project	£2,982,892

### Fund balances carried forward

Unrestricted funds and other projects	£1,188,820
Pension reserve	(£711,951)
Building Project	£2,973,020

# Governance

## 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.



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



- Arts Council England
- Players of People's Postcode Lottery through Postcode Culture Trust
- Youth Music
- The Baring Foundation
- Birmingham City Council
- The Roughley Trust
- The Saintbury Trust
- The Cole Charitable Trust
- The John Feeney Charitable Trust
- British Film Institute
- The Edward and Dorothy Cadbury Trust
- The Esmee Fairbairn Foundation
- The Rowlands Trust
- The Oakley Charitable Trust
- Mill Dam Trust
- Individual donors

Front Cover:

**Phoenix Dance - Windrush, The Movement Of The People**

Smaller Images L-R:

**Artist/photographer Vanley Burke at the launch of MAC's Windrush season**

**Matthew Krishanu: Kashmir, 2014, oil on canvas, 125 x 175cm**

**Olivia Colman in The Favourite**

Midlands Arts Centre

Cannon Hill Park | Birmingham | B12 9QH

**0121 446 3232 | [www.macbirmingham.co.uk](http://www.macbirmingham.co.uk)**

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