



annual review

2013 – 2014 **mac birmingham** annual report
Cannon Hill Park | Birmingham | B12 9QH

Opened in 1962, **mac birmingham** is a pioneering arts centre for everyone. **mac** is a national leader in developing work with children, families & young people from all backgrounds.

mac offers a busy programme of theatre, dance, independent cinema, music, comedy, spoken word exhibitions and special events, as well as around 120 practical classes each week covering all aspects of creativity, from playing musical instruments to ceramics and jewellery-making.

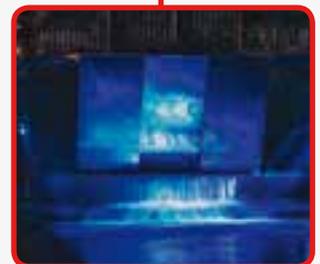
From Summer 2012 to Autumn 2013 we celebrated our 50th year with **mac at 50**, a series of signature pieces across all art forms representing our on-going commitment to inspiring artists, communities, businesses and audiences. Find out more at www.macbirmingham.co.uk

chair's report mac

L-R: Wanjiku Nyachae, Dorothy Wilson MBE (Chief Executive and Artistic Director of **mac**), Anita Bhalla OBE



Simon Hadley



Adrian Burrows

As **mac** concludes its birthday celebration year I have decided that the time has come for me to stand down as Chair of the Board, a position I have been privileged to hold for almost 20 years.

I leave the organisation in remarkable health. With attendances increased across all artforms, and footfall at a record high, I want to thank everyone who in any way enables this incredible organisation to keep doing its extraordinary work: our public investors, Birmingham City Council and Arts Council England; the many companies, trusts, foundations and private individuals who give us financial support; the artists who sustain and develop **mac**'s creative work; our audiences and participants, new and old; my colleague Board members; and the staff team at **mac**, who show us repeatedly just what is possible with a limited budget and an unlimited imagination.

I am delighted to be passing on the mantle as Chair of the Board to my colleague Wanjiku Nyachae with whom I have been working closely on the transition.

Anita Bhalla OBE

921,793 building visits

£13m local economic impact of **mac** and its activities

Live Performance Streaming: New audiences were created by screening live work from National Theatre Live, Royal Shakespeare Company, V&A, Glyndebourne Festival, Bolshoi Ballet and English National Opera.

By investing in a new 4k Sony Projector for the cinema, we were able to recycle existing equipment to add screening capability in our main theatre.

Sundown Cinema: a pilot programme of outdoor screenings in our arena.

Cine Excess Cult Film Festival and Conference at **mac**.

Flickpic: Part of **mac at 50**, where audiences controlled the programme voting for their favourite films from each decade of **mac**'s history.

National
Theatre
Live

Screen Juniors

38,719 tickets sold to 243 different titles and 867 screenings

film

Cinema
Bambino



The Screen Juniors and Cinema Bambino programmes are supported by the players of the People's Postcode Lottery, focussing on reaching new audiences of families and children, and those least able to pay.



Sep - Nov 2012:
Visual Arts

Vanley Burke: By the Rivers of Birminam

Diversity and Community: Exhibition of Birmingham photographer, Vanley's portraits show the city's Caribbean community from 1967 to present day. This is the first retrospective exhibition of one of the country's most prolific black photographers.

A surrounding programme included extensive outreach work with the Handsworth community.

performance

52,643 attendances at 406 performances

Biggest Christmas show audiences since re-opening for New International Exchange Theatre's Hansel and Gretel (picture right) and Tall Stories' The Snow Dragon.

Sounding the River: Closing **mac** at 50 with a magical night-time journey of sound, light and performance along the River Rea and through Cannon Hill Park. Artists, staff and volunteers came together to realise this commission which sold out over 4 nights.

"Excellent, creative and fascinating. Very well done - including the stewards."
Visitor



signature pieces: reflecting our values



Dec 2012: Performance and Exhibition

Jane Packman Company: The Woods, The Wake

Nurturing Emerging Artists: An installation and performance transforming the gallery into a reflective sensory space. **mac birmingham** has supported Jane since 2005 both artistically and commercially.

Jul - Sep 2012: Visual Arts

Kosuge1-16: The Playmakers

Children and Young People: A hands-on playful nod to our past connection with puppetry and focus on children and young people. Devised by a family of Japanese artists-in-residence with community input from local residents.

October 2012 - August 2013: Film

Flickpic: You Choose What's Viewed

Encouraging Debate Amongst Audiences: Regular cinema screenings selected by public vote. Covering each of the decades of **mac birmingham**'s fifty years, cinema goers were encouraged to vote for their favourite film and engage in digital debate.

Nov 2012: Dance

Akaar - Celebrating ten years. Sonia Sabri Company

Supporting local arts organisations: Sonia Sabri Company is a **mac birmingham** Associate Company. As part of Sonia's ten year celebration of dance, she nurtured dance students and worked with local groups to produce Akaar, supported by **mac birmingham**.

5 mac
mac at fifty

May - August 2013 Multi-Arts

Outdoor Programme

Commissioning New Work: Summer arena programme: music, theatre, comedy, family, film screenings. Including a **mac birmingham** commission by Pif-Paf: Somebody to Hold, which also featured as part of the city's 4 Squares Weekender festival celebrating the opening of the Library of Birmingham.

October 2013: Performance and Visual Arts

Sounding the River

Investing in Cross-Artform Work: A magical night-time journey of sound, light and performance along the River Rea and into Cannon Hill Park. Led by artist Jony Easterby (Powerplant) who started his artistic practice at **mac birmingham** as a child.

Nov - Dec 2012: Theatre

Knick Knack and Doo Dad - Reasons to be Cheerful

Children and Young People: An interactive Christmas for show families produced by Lyngo Theatre in association with **mac birmingham** and The Lowry. The performance was also supported with workshops for children.



Adrian Burrows

visual arts



Chris Keenan



Bert Hackett: The Gemini Years
- Thatcher Surfs Back

921,793 viewings over 28 exhibitions

51,427 participations in making art



William Kentridge, Unremember, 2012

32,339 viewings of two touring exhibitions

learning



mac makes music created over seventy original songs and musical compositions, working with 1,043 children and young people in challenging circumstances in 16 centres across five local authorities – Birmingham, Coventry, Solihull, Warwickshire and Worcester. Major funders include Youth Music and the players of the People's Postcode Lottery.



made at mac Students from our learning programme now have the opportunity to exhibit their work in an exhibition programme in a brand new space alongside the first floor gallery.



access at mac

We introduced the first relaxed performances in the city, making work more accessible to those with sensory/communication disorders or a learning disability

Artist Noëmi Lakmaier awarded a residency at **mac** as part of a joint commission in partnership with DASH as part of the IN (Disability in the Mainstream) project.

Working with MENCAP on work experience placements within our Customer Service team.

Members of SIMORGH: Midlands-based network, which creatively involves the mainstream sector in understanding and promoting disability equality.



community

209 People directly employed including 60+ artist tutors

10,250 users of commercial hire services

863 artists given 751 days of free rehearsal space to create at **mac**, with a cost equivalent exceeding £127,000

Next Generation

Young people as artists, producers and critics. With financial support from Monument Trust, J Paul Getty Jr Charitable Trust, the players of the People's Postcode Lottery, and partnership support from IdeasTap and Somewhere_to, we continue engaging hard-to-reach young people (aged 16-24) to help them shape their future creative careers.

Opportunities for 350 young artists to make work seen by more than 8,000 young people. Projects included;

- **Cannon Hill Collective:** a group of 15 young people aged between 16-24 engaging with **mac** birmingham's programme; initiating, producing and delivering their own projects and advising on **mac**'s wider young people's programme
- **What's the Agenda?** Members of **mac**'s Cannon Hill Collective produced a festival of art, music and performance to incite positive social change through creative activities.
- **One Beat:** A music festival designed and delivered by young people with Brumnotes.
- **Cannon Hill Lectures:** sessions that demystify the creative and cultural sector

500 workshops for 3000 young people



Creative digital



Strange Birds (still from video)
Gemma Marmalade

Nov: Lessons in Geography visual arts conference (8-9 Nov) was streamed live courtesy of respected visual arts blog, *This is Tomorrow*.

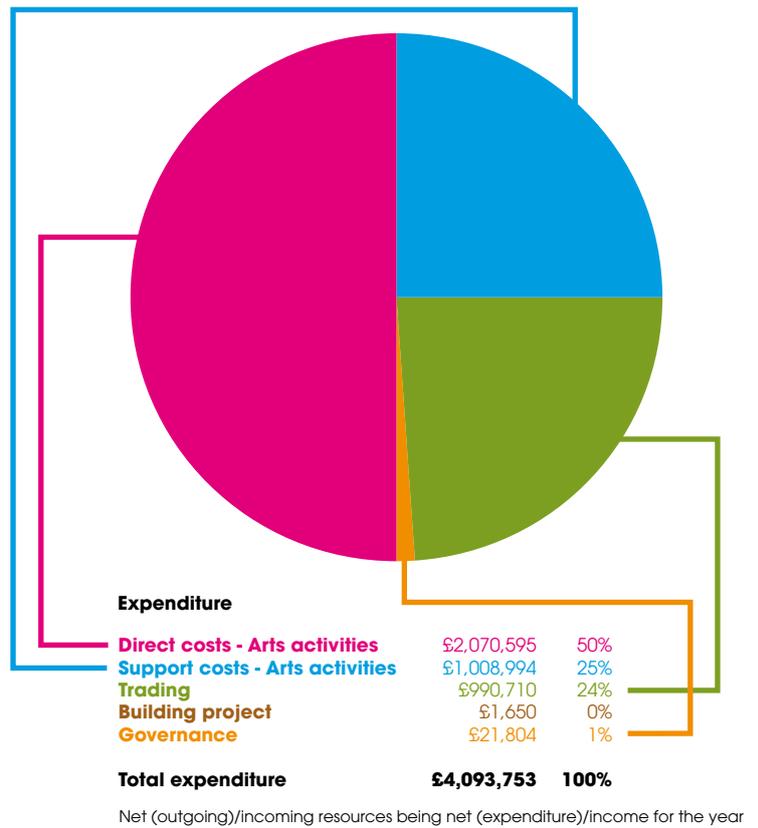
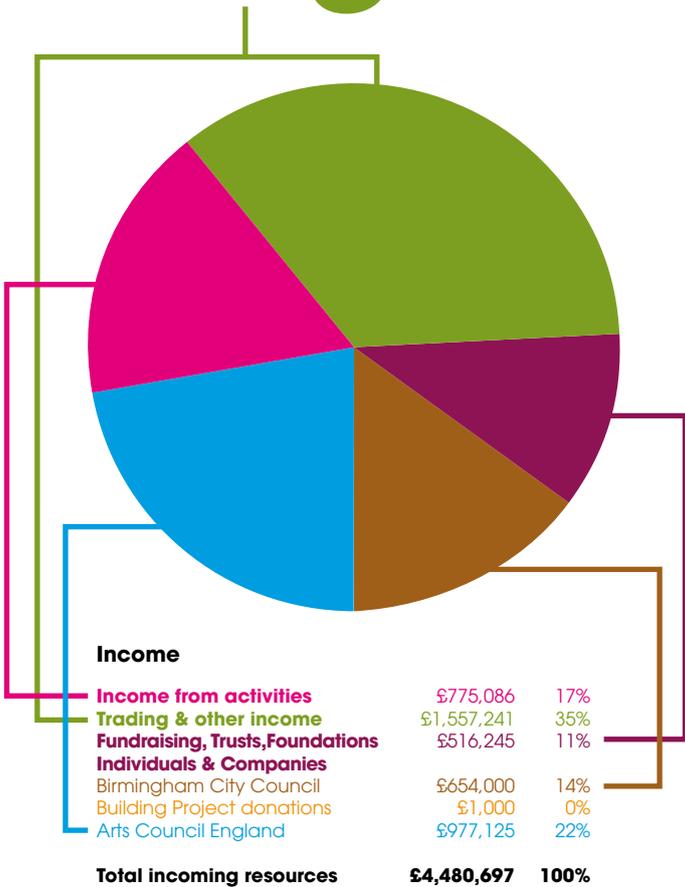
A new website launched in February 2013 aimed at greater flexibility to represent our work both in the building and beyond, our partnerships and our ethos.

mac future

- The Open Project – following on from 2011's Anticurate, an open submission exhibition curated by groups of young people through our Next Generation programme.
- New customer services and income to support our artistic activities through retail offer
- Monthly food and craft markets
- Jerrel Jackson (Next Gen, Arts Team) has been honoured with a Young Educator, Inspire Birmingham Award, which highlighted his activities on the New Shoes Next Gen project.



the figures



Reconciliation of funds

Fund balances brought forward:

Unrestricted funds and other restricted projects: £990,131
 Building project: £2,256,864

Fund balances carried forward:

Unrestricted funds and other projects: £1,366,782
 Building project: £2,267,157
 Fund balances carried forward: £3,633,939



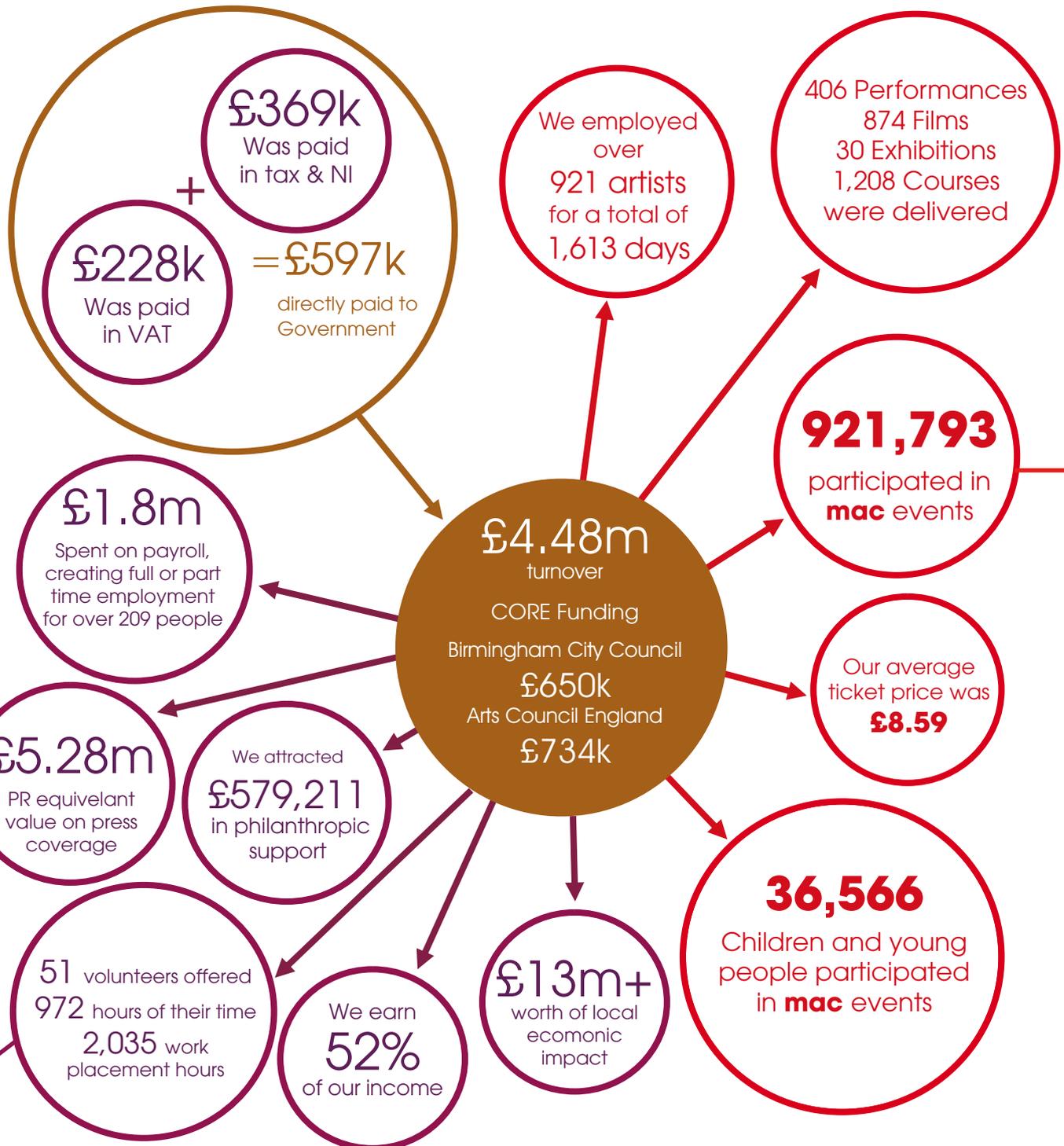
Adrian Burrows / Geoff Sims

Sustainable mac

- Recycling Points in building
- Solar Panels installed on the roof
- Switch to majority LED lighting
- Energy efficient boilers installed provide heating and hot water across site
- Water-saving features installed across the building
- mac Green Group meet quarterly to discuss energy efficiency measures and how to implement them
- Staff awareness campaigns run regularly to encourage staff to turn off equipment and save energy



impact of public investment



Economic Impact

£6.89 GENERATED FOR EVERY £1 OF BIRMINGHAM CITY COUNCIL FUNDING

Cultural & Social Impact

BROADENING CULTURAL ENGAGEMENT & SOCIAL COHESION

joint ventures

mac is formally a member of the following organisations:

- Arts and Business
- Arts Marketing Association
- Birmingham Arts Partnership
- Birmingham Chamber of Commerce and Industry
- Cinema Exhibitors Association
- BFI Film Hub SW + WM
- ENGAGE
- Independent Theatre Council
- Marketing Birmingham
- National Campaign for the Arts
- Theatrical Management Association (renamed UK Theatre from Jan 2014)
- The National Institute of Adult Continuing Education
- Touring Exhibition Group
- Visita Group – Heart of England
- BFI SWWM Film Hub
- National Partnership of Arts Centres



mac is a member of Birmingham Arts Partnership (BAP), a group of all the major city based arts companies and venues working collaboratively to strengthen every aspect of the city of Birmingham by maximising the benefits of culture.

In September 2013, BAP delivered Four Squares Weekender: a free weekend of outdoor arts to support the opening of Library of Birmingham. It was estimated that the event attracted around 42,000 unique visitors, with related economic activity valued at £995,813.

At any one time mac is working with hundreds of partners

board and trustees

Anita Bhalla OBE (Chair) | Viv Astling - Vice Chair (resigned 25 Sep 2013) | Mary Martin (appt. Vice Chair 31 Mar 2014) | Greg Lawson (appt. Vice Chair 27 Nov 2013) | Emrys Jones | John Smith | Mike Williams | Ken Sloan | Chris Cuthbert | Linda Saunders (appt. 20 May 2013) | Gwenda Hughes (appt. 27 November 2013) | Wanjiku Nyachae (appt. 27 November 2013) | Cllr James Hutchings | Cllr Martin Straker-Welds

our supporters



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Austin & Hope Pilkington Trust
BFI
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Bayfield Charitable Trust
The Cole Charitable Trust
Creative England

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The George Henry Collins Charity

The John Feeny Charitable Trust
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