

# **Liverpool Arts and Regeneration Consortium Key Data Report 2009/10**

**Ruth Melville, LARC Thrive Research Advisor - December 2010**

## LARC Headline Messages – 2009/2010<sup>1</sup>

In 2009/10, LARC partners:

- Delivered 1,101 performances, including a wide range of theatre, dance, music, comedy, spoken word, performance art and live art; screened 287 films; and 42 exhibitions with a total of 5,000 exhibition days.
- Commissioned 51 new works, including 12 public realm projects and undertook 23 artist residencies.
- Attracted 5.6million audience and visitor experiences through their artistic programmes, and sold over 300,000 tickets, over a third of which were concessions.
- Delivered over 5,100 workshops, educational sessions and schools performances, with almost 730,000 attendances by young people aged 0 to 18, and a further 204,000 attendances by people of all ages, including many families.
- Gave opportunities to almost 700 volunteers who supported shared LARC activities like Long Nights and Open City, as well as working with individual organisations in everything from administration to assisting in education workshops.
- Provided 48 work placements, including apprenticeships, internships and work experience opportunities, across the eight partners, enabling young people to develop new skills, explore career opportunities and build their professional experience.
- Delivered a combined turnover of over £63million. They had almost 1,100 permanent employees and provided contractual employment for another 950 people, including commissioned artists, freelancers, self-employed workers and consultants.
- Deepened its collaborations with senior management at Liverpool City Council, the city's regeneration, tourism and inward investment agencies and key services such as police and the transport authority, Merseytravel. The partners continued to foster special relationships with both the health and education sectors, and develop their role as a key player in the development of city business partnerships such as Liverpool Waterfront Partnership, Ropewalks Partnership and the Hope Street Partnership.

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<sup>1</sup> Prepared by Tamsin Cox and Jon Flinn from DHA Communications from this report with input from Ruth Melville



## 1. Introduction

The following report is based on information provided by the eight Liverpool Arts and Regeneration Consortium (LARC) member organisations:

- the Bluecoat
- Everyman and Playhouse Theatres
- FACT
- Liverpool Biennial
- National Museums Liverpool (NML)
- Royal Liverpool Philharmonic (RLP)
- Tate Liverpool
- Unity Theatre

The data is taken from a range of documents provided by the participants, with the core information coming from Arts Council England (ACE) annual returns, except for Tate Liverpool and National Museums Liverpool, which receive no core funding from ACE. The data is from the 2009/10 ACE returns or latest annual reports, recent research and feedback on an individual basis to a set of data requests from the research team. The level of data quality and quantity was dependent on individual and organisational response and given the lack of specific research/information function in almost all organisations is unlikely to be a complete record of activity.

This is the fourth in a series of annual reports covering the period 2006-2010, providing an opportunity to make preliminary comparisons of the data over the four year period. Earlier reports were produced by Impacts 08 and data from these are used for year-on-year comparisons. When making comparisons to previous years it is important to note the two significant events in 2008: Liverpool hosting the European Capital of Culture (ECOC); and the reopening of the Bluecoat, as well as the cyclical nature of the Liverpool Biennial (running in autumn of even years) which affects visual arts figures.

## 2. Employment

- The LARC partners between them employ an estimated 1092 permanent staff, around the same as 2008/09 but an increase of 10% from 2007/08 (before Capital of Culture year).
- In addition, in 2009/10 the ACE funded organisations provided employment for at least 950 contractors (commissioned artists, freelance, self employed, consultants, etc), similar levels to 2007/08, but 200 less than in 2008/09, Capital of Culture year. .
- The LARC partners involved an estimated 683 volunteers in 2009/10, and also offered over 48 labour force development opportunities including both short-term work experience, and HE placements as well as longer term internships and apprenticeships.

Placement Types	Total in ACE RFOs only
Work experience for under 18s	9
Higher education placement	5
Diploma	0
Internship	20
Creative apprenticeship	6
Other accredited apprenticeships	1
<b>Total ACE RFO work placements</b>	<b>41</b>

*Diversity in the workforce:*

- Seven of the eight LARC partners reported the gender split in their workforce. Women represent 54% of all permanent employees of these seven organisations and 48% of contractors for the six organisations that gave a breakdown by gender for contractual staff. These figures are similar to previous years.
- LARC has 94 disabled staff (between 5 and 9% of the workforce), which is an improvement on previous years and approximately meets the levels of disabled people compared to the general population.<sup>2</sup> In addition LARC members who responded to the questions reported 3 disabled board members.
- There are low proportions of staff from BME communities, at 4% for permanent staff and 6% for contract staff. these are similar figures to last year, Liverpool's BME population is estimated at 11.8%<sup>3</sup>.

**3. Education and Social Inclusion**

- All of the LARC partners have an education or training programme supported by a written strategy and delivered by specialist education staff with artists.
- Put in figure on education spend.
- Over 5,000 workshops and other educational sessions were delivered in 7 LARC organisations alone (this figure excludes all sessions at NML which aren't recorded in the same way and which represents around 90% of the educational attendance for LARC). In addition 101 schools performances were held among the performing arts venues.
- There were 777,700 educational session attendances by children and young people under 19 in 2009/10, includes both formal school trips and visits, informal community and family group visits and attendance at schools performances. This represents an increase (of around 18%) since last year, some of which may be attributable to LARC running the pilot of 'Find your Talent' for the Liverpool City Region. It is hard to estimate the total number of children and young people reached through these sessions but, for example, in one organisation, on average each young person attends ten sessions<sup>4</sup>
- Just under 500,000 (a rise of 33% on 2008/09) of these attendances were as part of a school group, with the vast majority (82%) of these school visits attending NML venues. A further 236,275 attendances were with informal family or community based groups, more than tripling official figures from 2008/09.
- LARC also put on education session which generated 204,112 mixed age attendances (these would typically represent family groups), similar figures to the previous year overall but representing over 60% increases for ACE funded organisations.
- Schools concerts generated attendance of 41,628, which is likely to represent nearly that many actual children reached as multiple attendance at schools performances at one venue is unlikely.<sup>5</sup>

**4. Artistic Development**

- There have been significant changes in audience levels across LARC between 2008/9 and 2009/10. It is worth bearing in mind that 2009/10 is not a Biennial year which would be expected to affect figures (and hence comparator figures for visual arts have been given for 2007/8 as well as 2008/9.<sup>6</sup>
- 51 new works were commissioned by LARC partners in 2009/10, including 12 public realm works, lower than 2008/9 but slightly above the 49 in 2007/8 the previous non-Biennial year. Approximately one third of

<sup>2</sup> Census data shows 5.5% of the population of England & Wales aged 16 – 74 identify as permanently sick or disabled <http://www.statistics.gov.uk/pdfdir/health0203.pdf> (viewed 23/09/2009).

<sup>3</sup> Based on 2007 mid year estimates, 11.8% of the Liverpool population are of Black or Minority Ethnicity, Liverpool PCT

<sup>4</sup> Based on data from Royal Liverpool Philharmonic

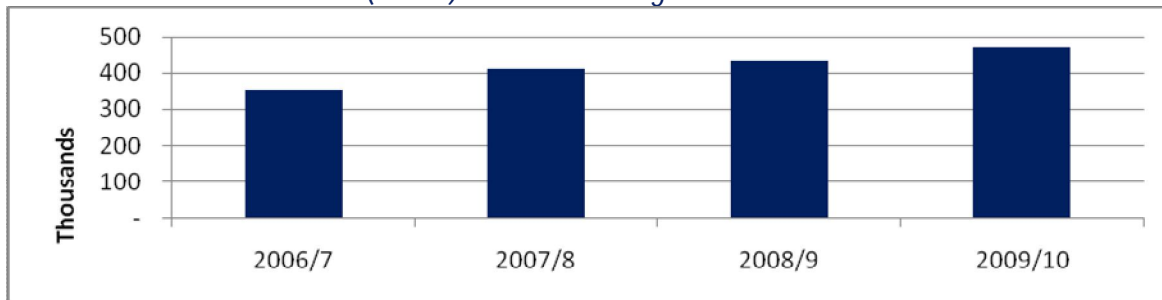
<sup>5</sup> Bear in mind the possibility of overlap between venues which may be fairly high as more enthusiastic schools make links with more than one venue. Research on the overlap between LARC organisations and schools engagement is being considered.

<sup>6</sup> Apart from where specifically stated, these figures always exclude attendances and visits specifically categorised as within the learning and education programmes – for which see Section 3 above

these were from internationally based artists. There were also 23 residencies completed in 2009/10, approximately 40% from internationally based artists.

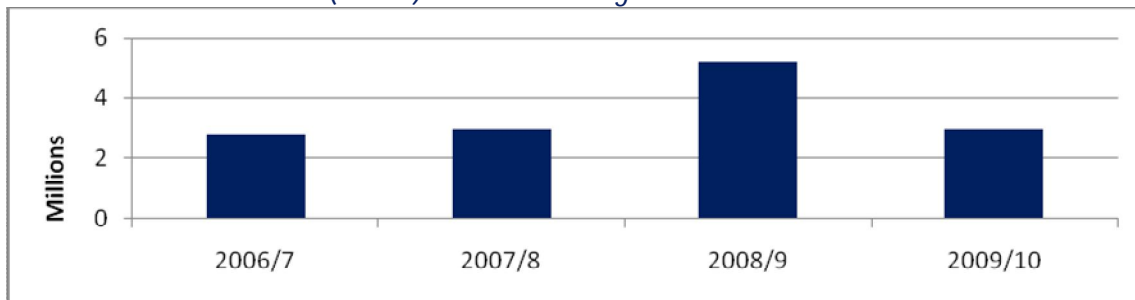
- In 2009/10 LARC partners put on 1,101 performances, screened 287 films, and put on 42 exhibitions, totalling over 5,000 exhibition days.
- There were over 300,000 tickets sold, of which over one third were concessions. The average ticket yield (where data available) was £10.75.
- The total number of visits and attendances (excluding within the education and learning area) across LARC for 2009/10 was 3.5m, with an additional estimated 1.5m, including the education and learning sessions attendance the (known) number rises to 4.4m.
- The total known audience figure for performances across LARC was 470,630 in 2009/10 with an additional estimated audience of 13,284, an 8% rise on 2008/9 known audience figures.

Figure 1: Performance Attendance (known) across LARC organisations



- The total number of known exhibition visits across LARC visual arts venues and museums was just under 3 million (2.98m), with an estimated additional 1.4 million visits. Although this represents a large drop (of 42%) in known visits from 2008/9 numbers (covering the majority of the Capital of Culture 'year'<sup>7</sup>), it is around the same as 2007/8 figures which do include the Turner Prize and the first six months of the Capital of Culture period. They represent a 7% rise on (pre-Capital of Culture) 2006/07 figure.

Figure 2: Exhibition Attendance (known) across LARC organisations



- Film audience was again reduced on 2008/09, falling from over 25,000 to 11,832, however this was slightly up on 2007/8 figures of 8,858.<sup>8</sup>

<sup>7</sup> Liverpool 08 viewed the start of European Capital of Culture 2008 as Autumn 2007, with the hosting of the Turner Prize at Tate Liverpool, the official end was in Jan 2009.

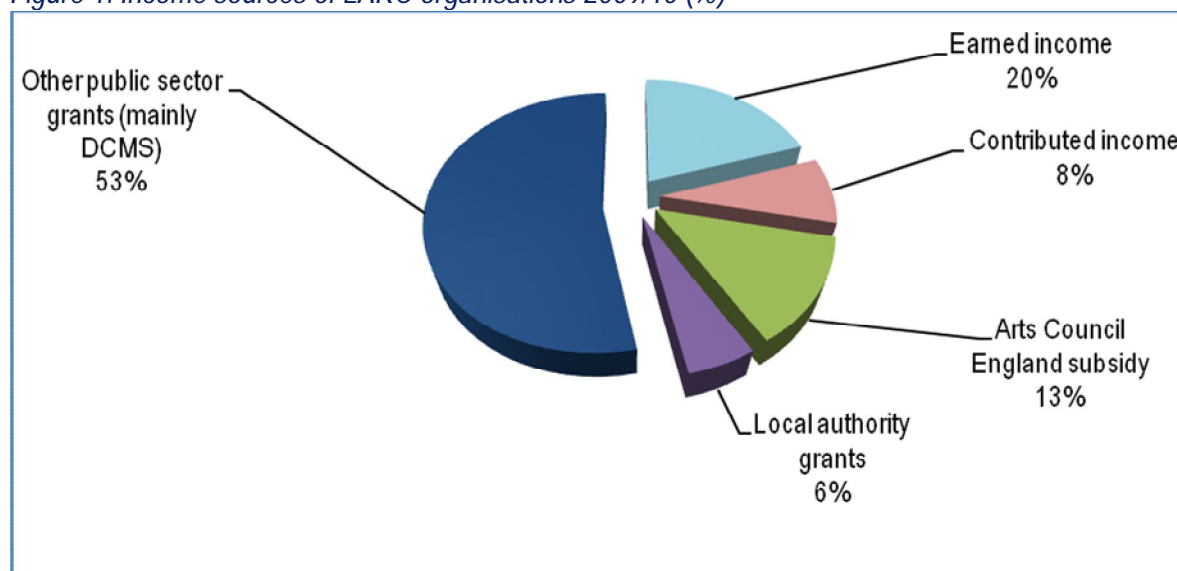
<sup>8</sup> NB this decrease occurs within both FACT and RLP – the two major film screening venues and thus probably doesn't relate to the lack of Biennial in 2008/9.

## 5. Finance

There are significant differences between funding structures across the LARC partnership, including income levels and funding sources. Any joint analysis is therefore unrepresentative of individual LARC organisations.

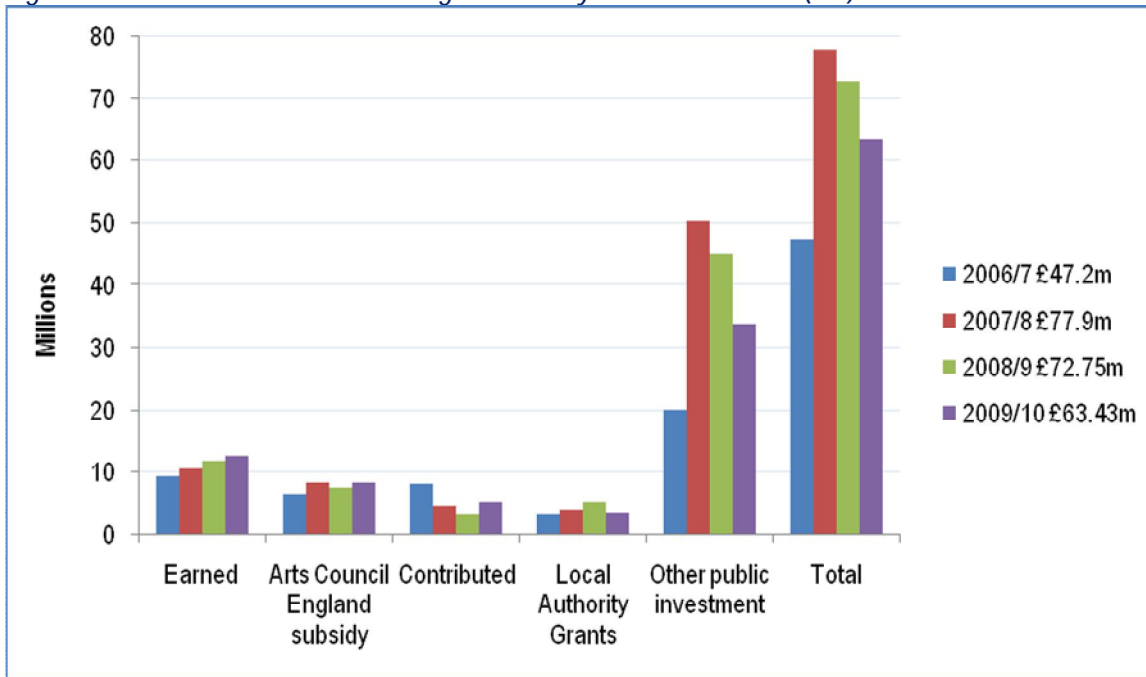
- Total income within the LARC partnership has reduced by 13% since last year (which was 6.6% lower than 2007/8. However this year's drop must be seen in the light of a drop in public subsidy with the end of ECoC related funding and in fact earned income is up by 25% across the 7 organisations for which we have data.<sup>9</sup> *Figure 1* below shows the sources of income for LARC organisations in 2008/9.
  - Earned income represents funding for core activity, educational activity and any supplementary activity (as returned on the regularly funded organisations annual *submission* to Arts Council England).
  - Contributed income is made up of sponsorship, trusts and donations.
  - Lottery revenue partnership funding has been included in other public sector investment.
- Earned income within the LARC partnership is 20% of total income, compared with 16.4% in 2008/9 and 13.7% in 2007/8.
- Liverpool City Council and other local authorities invested approximately £3.4m in LARC organisations in 2009/10, a reduction of about a third on 2008/9. The vast majority of local authority funding comes from Liverpool City Council. Across the eight LARC organisations, for every £1 of local authority funding contributed, approximately £17.70 is raised from other sources.
- LARC organisations had a total expenditure of £54.5 million in 2008/9. Of this £9.3m (17%) was spent on education and outreach programming and staffing.

*Figure 1: Income sources of LARC organisations 2009/10 (%)*



<sup>9</sup> Tate finances work differently due to being part of a wider national organisation, hence their earned income levels have been left out of this calculation. Also this rise of 25% doesn't represent a consistent figure across LARC, with some organisations increasing total earned income (most by 25-40%, but one by 71%) while there was a considerable drop in a couple of organisations.

Figure 2: Income sources of LARC organisations years 2006 – 2010 (£m)



N.B. Year 2006/7 income includes returns from seven partners only.

Ruth Melville, Dec 2010