



CULTURE & ACTIVE LIVES GROUP

Pankhurst-Fawcett Report

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Scorecard - 2024

Women remain underrepresented in some areas of leadership, particularly ethnically minoritised women and disabled women.

48%

Indicator 1: Senior position in Arts Council National Portfolio Organisation (NPO)

Women comprise 48% of leadership roles in Greater Manchester's National Portfolio Organisations.

29%

Indicator 2: not physically active 30+ a week

The percentage of women not exercising 30 mins + a week in Greater Manchester is 29%.

The culture indicator shows a reduction from last year (Arts Council Annual Survey) and the data for the active lives is the same as last year, no improvements (Sports England Adult Active Lives).

Women in Cultural Leadership

In 2023/2024, women made up 48% of leadership positions of National Portfolio Organisations (NPOs) in Greater Manchester, in-line with national figures. Nationally this is a decrease from women's 52% representation the previous two years,, however overall still up significantly from 40% in 2018.

The Arts Council has recently started a new funding round, thus changes are to be expected and are due to the differences in the organisations being funded rather than differences within the staffing of NPOs. This shows the importance of the data collected by the Arts Council which insists that organisations receiving repeat funding report on protected characteristics.

With the exception of the indicator above provided to us by the Arts Council, data on women's participation in culture, including music, film and the arts within Greater Manchester or the North West region is difficult to come by. Much of the remaining data reported in this brief therefore includes national data, which may reflect the norm in our city region. Even at the national level however, data is poor, reflecting the SME nature of the sector which includes many freelancers, the fact that it covers disparate sectors and reflecting the historical lack of importance given to collecting such data. This is particularly the case when it comes to data around ethnicity and disability.

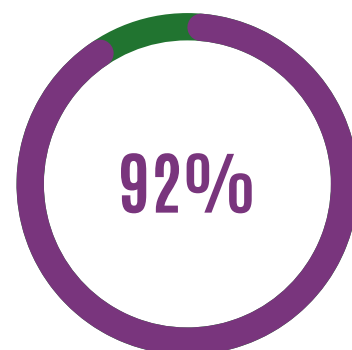


Culture is a key sector for our city region and so the **lack of this data** impacts on our ability to gain knowledge and campaign.

Because of the many SMEs in the sector we need strong and visible public and private initiatives to support the industry – including industry networks, bespoke government and Arts Council funding, business skills training as well as broad social interventions such as support for those with caring responsibilities in this precarious industry.

Engagement in the Arts

92% of adult women engaged with the arts physically between May 2023 and March 2024 in the UK, higher than men's engagement at 89%. This gives women **a strong voice to call for change and celebrate success**. In recent years conversations about content of galleries have got louder. Women artists have been less celebrated historically and are less known thus we encourage more galleries to report on the balance in their collections.



We have reached out to some GM galleries for their policies which we will report on in future reports. As reported below, there are organisations leading the way, such as the National Football Museum which has a 50/50 gender target for staffing, collections and archives.

Workforce Composition

The 2024 report by the Create Policy and Evidence Centre states that 61% of artists and 80% of librarians in the cultural sector in the UK were women. However, men constituted 66% of managers and directors in the creative industries, indicating a gender gap in leadership roles.

Gender Pay Gap in the Cultural Sector

In 2024 the gender pay gap in the cultural sector in the UK was 15.2%, with women earning 85p for every £1 men earn. This gap is even wider for women of colour and disabled women.

Women in UK Music Industry

In 2024, 48.3% of senior leadership positions in the UK cultural sector were held by women (up from 45.1% in 2022 and 40.4% in 2020). The Seat at the Table 2024 a report by Women in CTRL, a non-profit working for equality of representation in the music business found that women and non-binary individuals occupied 52% of board seats across 11 UK music industry trade bodies, up from 32% in 2020. This remarkable transformation is supported by case studies detailing measures including promoting role models, introducing bursaries for leadership training, developing organisational Equality Action Plans and introducing targets for recruiting underrepresented groups to the membership bodies and to organisational workforces. This could provide momentum and support for GM based industry organisations to make similar measures.

Despite increased representation, disparities persist. In 2024, women in the UK music industry earned an average annual income of £19,850, compared to £21,750 for men, indicating a gender pay gap of approximately 9%. Women constitute only 19% of those earning £70,000 or more annually from music., 35% of female musicians from Black, Asian, or minority ethnic backgrounds earn £7,000 or less, compared to 25% of white female musicians.

A report by the UK Parliament's Women and Equalities Committee highlights **persistent challenges for women in the music industry, including limited opportunities, lack of support, gender discrimination, and sexual harassment.**

Initiatives in Greater Manchester (2023-2024)

NPO National Football Museum has a 50/50 gender target for both staffing and its collections, Footballing Hall of Fame and archives. Its 2022 high-profile activities celebrating Manchester's hosting of the UEFA Women's Euro's included a succession of women's football exhibitions and contemporary collection events in fan zones targeting the collection of artifacts and stories from new and underrepresented voices. Energies have been sustained with a partnership with the Women's Super League. All 12 clubs donated artifacts to the museum.

Arts Council England funding focused on intersectional inclusion, supporting women-led projects, particularly those targeting women of colour and disabled women in theatre, music, and visual arts.

Manchester Pride Community Fund distributed **£1.5 million** in grants to 86 local organisations, promoting LGBTQ+ arts and culture, with a focus on gender equality and intersectionality.

Leadership programs such as Leadership Greater Manchester nurture diverse women, offering leadership development opportunities, especially for women from underrepresented communities.

Importantly, the GMCA Women and Girls' Equality Panel facilitated by the Pankhurst Trust and GM4Women aims to draw attention to the need for increased representation of women and girls in leadership roles, including in the cultural sector.



Active Lives data

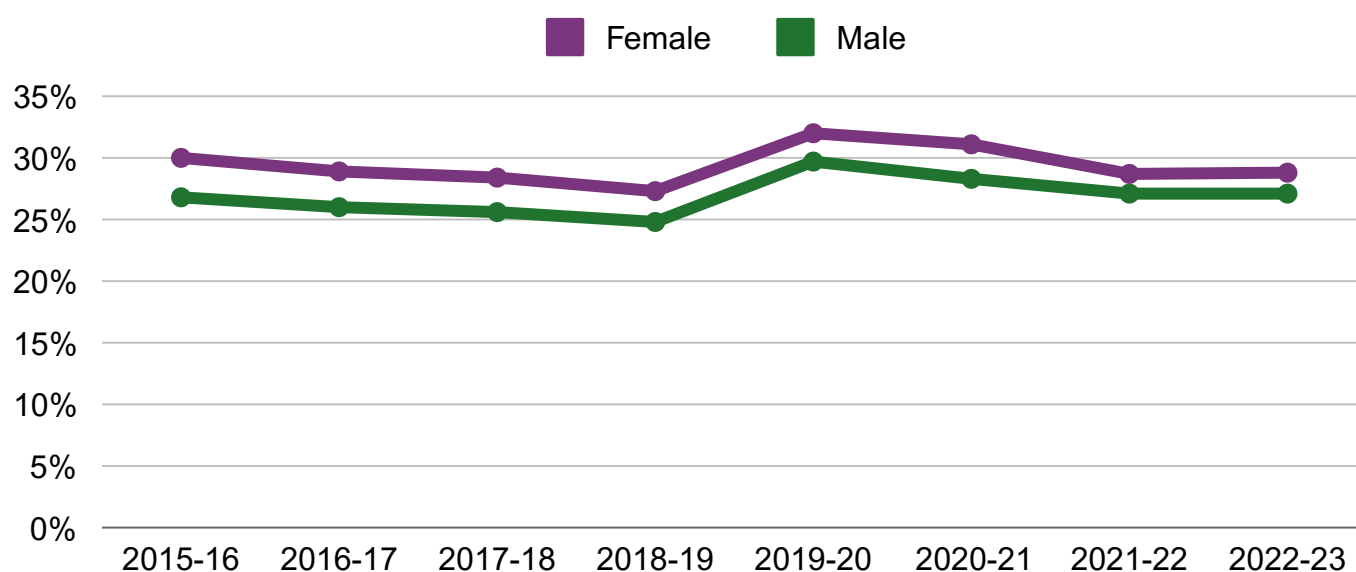
Movement matters to all women and girls, but they also face additional barriers to an active life. Everyone across Greater Manchester has a role to play to close the gender activity gap and address the intersectional inequalities within it. Despite much progress, women and girls still experience several complex and interconnected structural and systemic barriers to everyday movement, participation in physical activity and sport.

These barriers include affordability – women in general have less access to financial capital than men and are more reliant on infrastructure services to be active. Linked to this, women also experience more time pressures, often due to unpaid ‘care work’. This can include direct caring activities such as feeding a baby or caring for a relative, as well as indirect care such as cooking and cleaning (International Labour Office).

A lack safety and perception of being safe also creates a barrier to women and girls being active. This perceived threat to safety is rooted in reality, a survey of 2,000 women in the UK found that 25% of runners experience harassment on a regular basis. This threat to safety leads women and girls to change their behaviours when it comes to being active. New research from This Girl Can shows that 72% of women in the UK change their outdoor activity routines during winter. This includes, 24% of women who ensure to take well-lit routes and 23% of women who avoid certain areas altogether.

It is important to also note that these threats to safety are intersectional. Black women, women of colour, disabled women, trans women and women from other marginalised groups experience more and different types of harassment.

Figure 1. GM Inactivity Rate by Gender

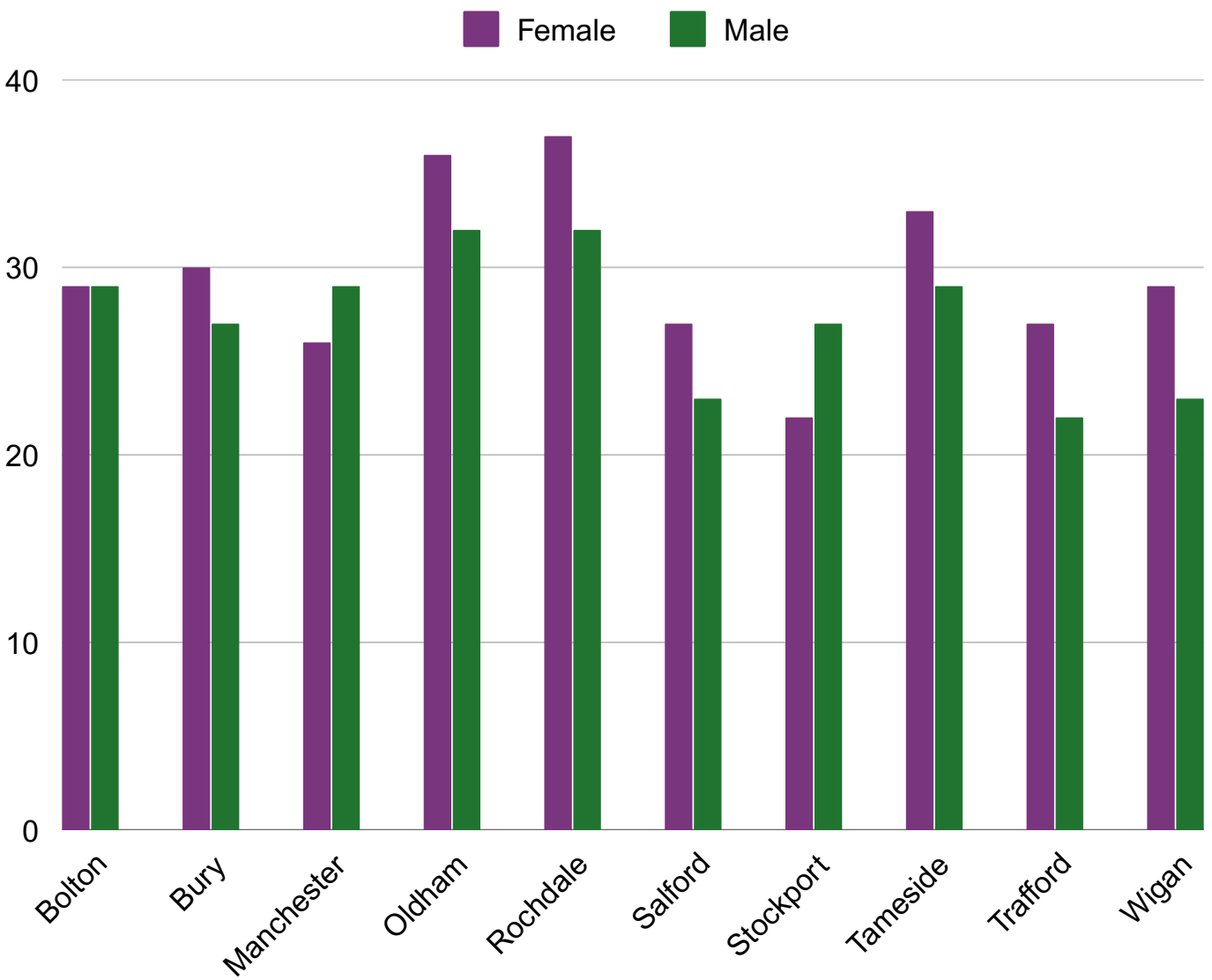


With these barriers in mind the Active Lives data from Sport England highlights that overall, women in GM are more likely to be inactive than men.

Whilst inactivity levels on the whole have been decreasing since the pandemic, with women’s inactivity levels reducing at a faster rate than men (3.2% to 2.1%), the gap in inactivity levels has risen slightly in 2022-23 due to a marginal upwards trend in women’s inactivity levels.

In 2022-23 across the ten boroughs that make up Greater Manchester, women are less active than men in seven. The biggest gap in inactivity levels between men and women is still in Wigan (6.2%), with gaps also significantly bigger in Rochdale (5.8%).

Figure 2. GM Inactivity Rate by Borough



Inactivity levels are higher for disabled women, women of African, Caribbean, South Asian and East Asian heritage and women in lower socio-economic groups.

If we compare female inactivity trends in GM with the picture for the rest of England we can see that GM has seen a faster rate of recovery from the impact of the pandemic on inactivity levels from 2019-20.

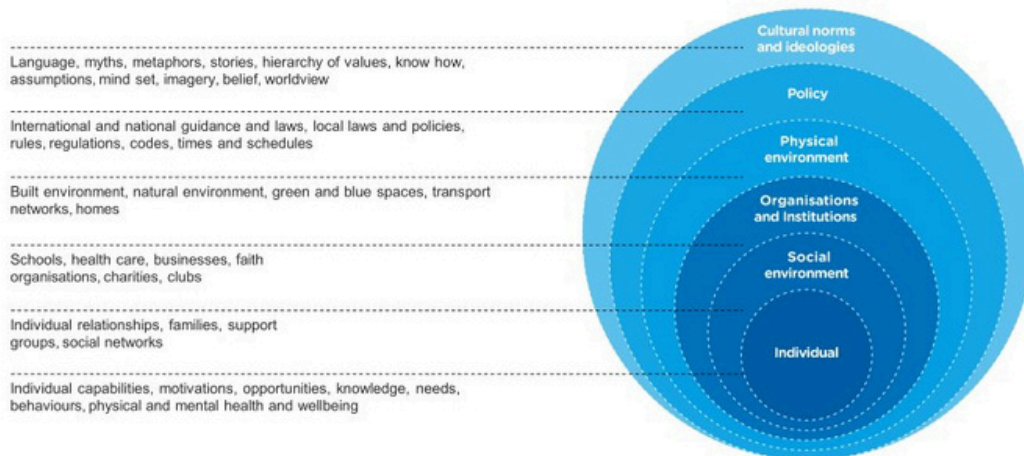
There is good progress to build on, in the post-pandemic recovery, and there are opportunities ahead to generate wide-ranging contributions to active lives for all women and girls.

Figure 3. Female Inactivity levels, GM vs England



Here are some examples of what this looks like in action:

Figure 4. **Socio-ecological model**, adapted for culture change by Hayley Lever, GM Moving and Scott Hartley, Press Red.



Cultural norms/ideologies - campaigns such as [#ThisGirlCan](#) and [#FeelGoodYour way](#) which centre the experiences of women and girls challenging perceptions of what movement/physical activity looks like.

Policy – [The Right to the Streets](#) project and the policy asks which emerged through the participatory legislative theatre process with community members in Trafford. The core policy proposal was focused on making public spaces and parks more welcoming.

Physical environment – the Right to the Streets card game facilitated with planners and engineers in GM to challenge preconceived ideas about what solutions to women’s safety concerns in the built environment look like. Encouraging the use of feminist design principles.

Organisational/institutional - GM Moving bring together National Governing Bodies in a forum where there has been a focus on women and girls and how sports clubs and organisations can create more inclusive spaces and opportunities for women and girls to be active. The LGBTQ+ forum, tackling inequalities network and other communities of practice are all addressing inequalities through their work. In localities, there are fantastic examples of community provision for women and girls in every borough of Greater Manchester from Mile Shy Club, Stronger at Home and activity focussed on addressing inequalities for Muslim women.

Social environment – social networks that promote inclusive spaces for women and girls to be active and provide peer support. Examples include Girls who walk, sole mothers, ride for women, in the 2024 edition of the GM Walking Festival women and girls were a targeted demographic.

Individual – take up of active bystander training, recognising the role we can all play as individuals in the creation of safer spaces for women and girls.

Culture & Active lives group calls to actions 2024

1

Women in culture

Our asks for the sector are to provide intersectional data, provide cross industry mentoring and business support initiatives and for women to use their vast strength as consumers in campaigns and in direct asks where they consume their culture.

2

Active Lives and Women - targeted approach to marginalised sector.

Let's take a targeted approach by centring the experiences of the most marginalised and inactive women and girls. We will shift the dial because we will address the myriad structural, systemic and cultural barriers that hold inactivity in place.

3

There will be many contributing factors to the steady reduction of inactivity for women in Greater Manchester.

People, community groups, clubs, schools, and stakeholders from a wide range of sectors from transport to planning and sport to violence reduction, are making a huge contribution to supporting women and girls' activity levels already.