

GM4WOMEN2028

CULTURE & ACTIVE LIVES GROUP

Briefing Report 2023

2022 Scorecard:

- **Indicator 1: Percentage of women in most senior strategic decision-making in National Arts Council portfolio (the regularly funded organisations) in Greater Manchester.**
The increase from 40% in 2018 to 45% in 2019 (46% in the North and nationally) was one of the few areas of progress on the Pankhurst-Fawcett Scorecard that year. Data for 2021 was not collated as Arts Council England waived the need for reporting returns due to the pandemic. .
- **Indicator 2: Sport England's Active Lives data for women in Greater Manchester.**
Prior to the Covid pandemic levels of inactivity amongst women had been reducing year on year in Greater Manchester, however, the data for 2020 showed a reversal from the trend due to the pandemic, with an increase in women living sedentary lives by 4.7% in November 2020, (the exact change was from 27.3% to 32.0%).

2023 Scorecard:

- **Indicator 1: Percentage of women in most senior strategic decision-making in National Arts Council portfolio (the regularly funded organisations) in Greater Manchester.**
the data for 2021/2022 is positive suggesting a further increase with 52% of leadership positions held by women across the 42 Arts Council funded National Portfolio Organisations (NPOs) based in Greater Manchester,
- **Indicator 2: Sport England's Active Lives data for women in Greater Manchester.**
The data for Nov 2021 suggest activity rates are starting to recover, with a slight decrease in inactivity to 31.1% (inactivity is defined by the World Health Organisation as less than 30 mins of physical activity a week).

2022 Survey of Women in Greater Manchester One of the barriers to women and girls' participation in culture and active lives is a lack of safety or perception of being unsafe. Data gathered in 2022 through a survey exploring '*What Women Want: Capturing Women's Diverse Experiences and Perspectives across Greater Manchester*', led by Rosalind Shorrocks (University of Manchester) and Anna Sanders (University of York) in collaboration with GM4Women, has provided useful insight to help inform the work of this group and our key asks.

In summary, the survey reported that across Greater Manchester, 84% of women said that they feel safe in culture and leisure venues, 75% feel safe on high streets in their local area, and 72% feel safe on residential streets in their local area. Women said that they feel less safe in night-time economy venues and local parks, with 63% and 62% of women saying that they feel safe in these areas respectively. There is little variation across each of the different local authorities



Art & Culture

After an [incredibly challenging few years for the sector](#) it has been good to see Greater Manchester's leaders restate their commitment to inclusive arts and culture, including the launch of the first [Greater Manchester Creative Health Strategy](#) on 2 November 2022. The success of GM as a creative health city region will be measured by a number of system outcomes including: 1) Creative, cultural and heritage opportunities and activities are accessible to GM residents, whoever and wherever they are, playing a part in people's daily lives at all ages and stages; and 2) The demographics of those benefiting from creative health activities have diversified in accordance with a Core20PLUS5 approach.

Art and culture: The city region has continued to receive awards and accolades for putting arts and culture at its heart and investment into the sector includes creative health investment from GM Integrated Care Service, the GMCA Culture Fund, Culture Recovery Funding from the government in the sum of £600,000 to Greater Manchester, and long-term Arts Council investment into cultural venues and organisations including further funds for the development of Factory International in Manchester. Local Authority investment and subsidies into arts and culture in the North West have also shot up, with a rise of 26.5% between 2021 and 2022¹. It is currently hard however to gain a full and accurate picture of how much investment into the sector benefits women and girls either in the workforce or as participants. One of our asks is therefore for improvements to data collection and sharing to increase transparency and analysis.

Women in TV, Film, and theatre: These are the three most influential communication channels used by society, and research has proven that what people see on their screens shapes their attitudes, ambitions, and values. Yet, on stage and screen, women remain underrepresented. For example, women remain outnumbered by men 2:1 on our screens². In the creative industry within Manchester, (and the North in general) female participation is significantly below average (23% compared to 42%)³. According to the BFI, there was a higher percentage of women on UK screens in 1913 than in 2022⁴, years before some women got the right to vote.

Discrimination against women of colour is also evidenced across the industry. For example, only 1:5 of protagonists of films are women of colour⁵, with most leading women (at 57.1%) from popular films in the past decade depicted with hairstyles that conform to European standards of beauty as opposed to natural Black hairstyles⁶. Furthermore, 29.3% of Black female characters are more likely to be shown as violent than white female characters⁷.

¹ Arts Council England National Portfolio Organisations and Annual Data Survey Report 2021-2022, n.d.)- <https://www.artscouncil.org.uk/research-and-data/our-data/our-npos-and-annual-data-survey>

² ERA 50:50, 2020, under 'Our Campaign; Why is this important?'

³ Dr Katie Milestone, Department of Sociology, Manchester Metropolitan University, 'Northernness', gender and Manchester's creative industries.' p.3

⁴ ERA 50:50, 2020, under 'Our Campaign; Why is this important?'

⁵ Geena Davis Institute, 2020, 'Representations of Black Women'

⁶ Geena Davis Institute, 2020, 'Representations of Black Women'

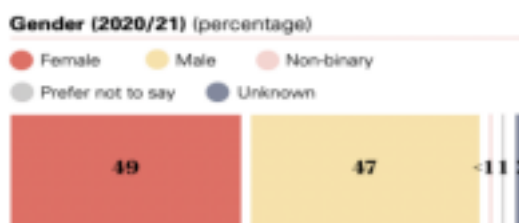
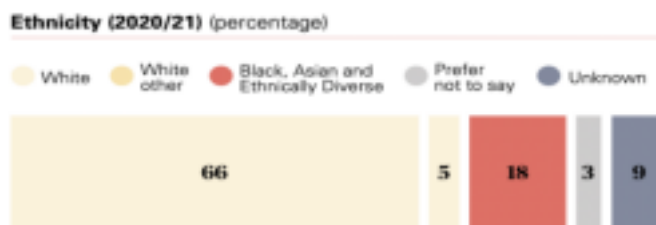
⁷ Geena Davis Institute, 2020, 'Representations of Black Women'



Gendered disparities across the workforce: Gender wage gaps in UK Television networks are 28.6% at Channel 4, 16.4% at ITV, 10.7% at BBC, and 5.2% at SKY⁸. This is a concern for Greater Manchester, as television companies with stark gender wage gaps- ITV & BBC - employ over 4,200 people in Media City, Salford⁹. Findings from Manchester’s **Cultural Impact Data** show the active roles which women take in the wider GM cultural organisations, comprising 60% volunteers; 57% paid employees, and 49% board members. National Portfolio Organisations (NPOs) funded under the Arts Council indicate a regional disparity for women. In 2021 most of the workers in these organisations (54%) in the South were women, whereas, in the North, women made up less than half of the NPOs workforce at 46%¹⁰.

Gender is represented differently across art forms and cultural professions: 57% of ACE-funded museums identified as women, compared to 30% men, whereas this relationship is reversed in Music where 32% men (compared to 41% men). These patterns are repeated in other data: Labour Force Survey data suggests 81% of museums workforce are women, compared with just 29% of those working in TV, film, and radio (and 54% in the combined sectors of music performing, and visual arts)¹¹. According to PRS statistics, in 2019 only 18.4% of *PRS for Music’s* writer membership identify as female signaling slow progress across the music industry to address gender disparity in the profession¹². This figure was just 13% in 2011, however, the regional analysis revealed that just 2% of PRSF songwriters were women living in the North¹³.

Analysis of social mobility and inequality in the cultural industries shows reveals entrenched disadvantages for women compounded by intersectionality. For example, whilst the Arts Council data for 2020-2021 shows that 62% of NPO managers are women, and in the North 52% of Chief Executives, and just 9% of Managers come from BME backgrounds. Furthermore, 45% of Artistic Directors and 40% of Chairs of women, but BME



Gender and Ethnicity make up of ACE NPO Boards

Source: Arts Council England, Equality, Diversity, and Inclusion, A Data Report, 2020-2021¹⁷

⁸ Concrete, 2022, ‘The Gender Pay Gap on Screen’

⁹ Media City UK ITV, Archived from 2018 -

[https://web.archive.org/web/20180808202555/http://mediacityuk.co.uk/whos-here/key-occupiers/itv / BBC Breakfast, Moving to Salford, archived form Original from 2010 -](https://web.archive.org/web/20180808202555/http://mediacityuk.co.uk/whos-here/key-occupiers/itv/BBC%20Breakfast,%20Moving%20to%20Salford)

<https://web.archive.org/web/20221024143103/https://www.bbc.com/news/entertainment+arts-10634416>

¹⁰ Arts Council England, Equality, Diversity, and Inclusion, A Data Report, 2020-2021

¹¹ Orion Brook, Dave O’Brien & Mark Taylor, 2020., Culture is Bad for You, Manchester University Pres, p.60

¹² PRS, The Big Number Infographic, 2019 -

<https://www.prsformusic.com/-/media/files/prs-for-music/corporate/financials/the-big-numbers/the-big-numbers-infographic-2019-full.pdf>

¹³ PRSF cited by Kate Lowes, Brighter Sound <https://www.brightersound.com/both-sides-now/>



people make up just 14% of these roles¹⁴. Arts Council Data for 2021-2021 also shows us that whilst women make up 49% of board members of NPOs, only 18% of these board members are BME people¹⁵. Moreover, only 43% of artists funded by Arts Council England are women, and only 21% of all of these artists come from BME backgrounds.

In terms of cultural consumption, women have long been evidenced as making up the majority of arts audiences. Arts Council England suggests that in 2021 women made up 64% of audiences nationally, and Manchester Cultural Impact data suggests; 62% of participants are women. Taking Part national statistics show that women make up a higher proportion of attendees in every art form bar live music, carnival, and video art¹⁶. The percentage of women in arts audiences is highest in the North at 68%, compared to 58% in the Midlands where it is at its lowest.

Calls To Action...

GMCA to improve the gender and diversity monitoring of investment in arts, culture, music and creative health in Greater Manchester, and to share this information with GM4Women so that we can help track this data.

Public, private and VCSE action to prioritise women and diversity in any new commissioning of public art and music, including statues, murals, temporary street art and music.

¹⁴ Arts Council England Creative Case for Diversity Data Report 2018-2019 Supplement - <https://www.artscouncil.org.uk/publication/equality-diversity-and-creative-case-data-report-2018->

¹⁵ Arts Council England, Equality, Diversity, And Inclusion, 2021, - <https://www.artscouncil.org.uk/research-and-data/our-data/our-npos-and-annual-data-survey>



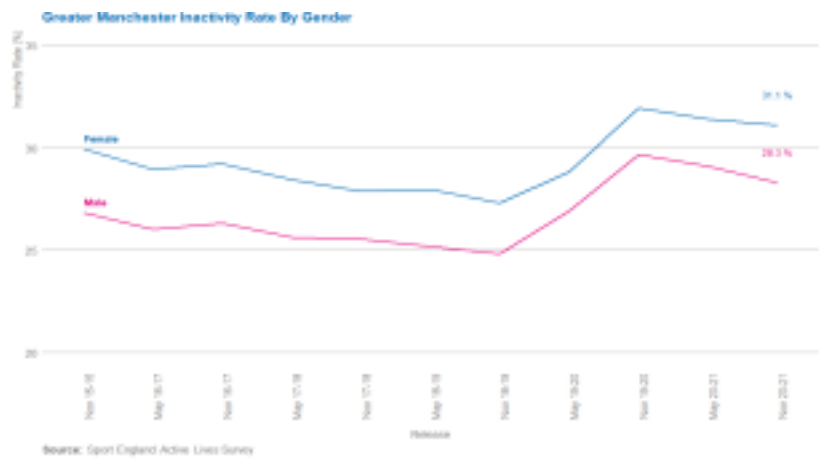
Active Lives

Women and girls experience a myriad of barriers to participation in physical activity and sport and in living an active life. These include time pressures due to the triple whammy of work, caring and community responsibilities and commitments. A lack of safety and perception of being unsafe are another barrier along with cost and perceived cost of being physical active.

Greater Manchester is committed to enabling Active Lives for All, a ten year strategy for achieving this was launched in 2021, see '[GM Moving in Action](#)'. This takes a whole-system approach to physical activity. Further information is available on the [GM Moving website](#) to include a space for sharing data, learning stories, priorities and action to enable Active Lives for all women and girls in GM.

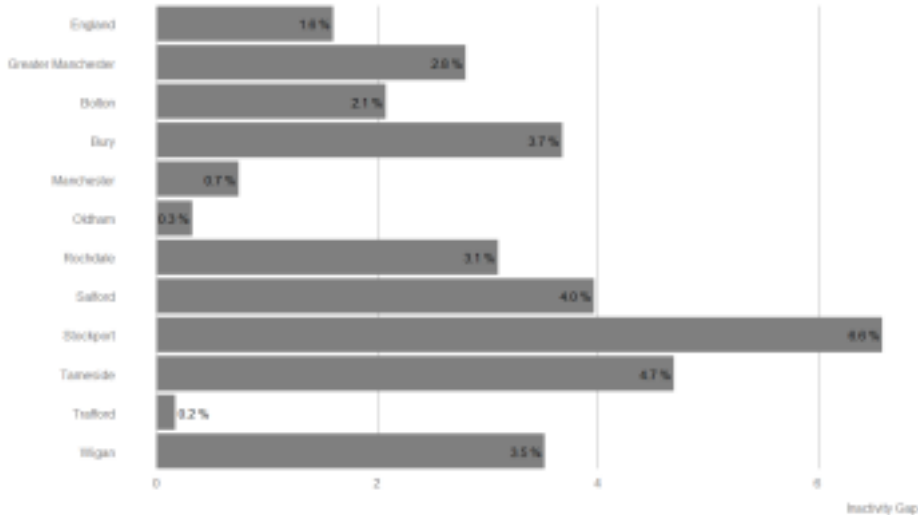
Impact of the Covid pandemic: Activity levels in Greater Manchester dropped for both men and women during the pandemic and in both cases this drop was bigger than the national average due to the unequal impact of Covid on different people and places. The good news is that activity levels are now recovering for both men and women and the latest data suggests that activity levels for children and young people, of both sexes, has risen above pre-pandemic rates, with Greater Manchester showing a quicker than average recovery.

Women in GM are more likely to be inactive than men. The latest data (November 2020-21) shows a gap in inactivity levels between men and women of 2.8%, in comparison to 2.3% in the data for November 2019-20. This is an increase in the gap of 0.5%. This is higher than the national gender gap for inactivity which was 1.6% for England for November 2020-21.



Source: Sport England Active Lives Survey

Gender Inactivity Gap by Area



Source: Sport England, Active Lives Survey

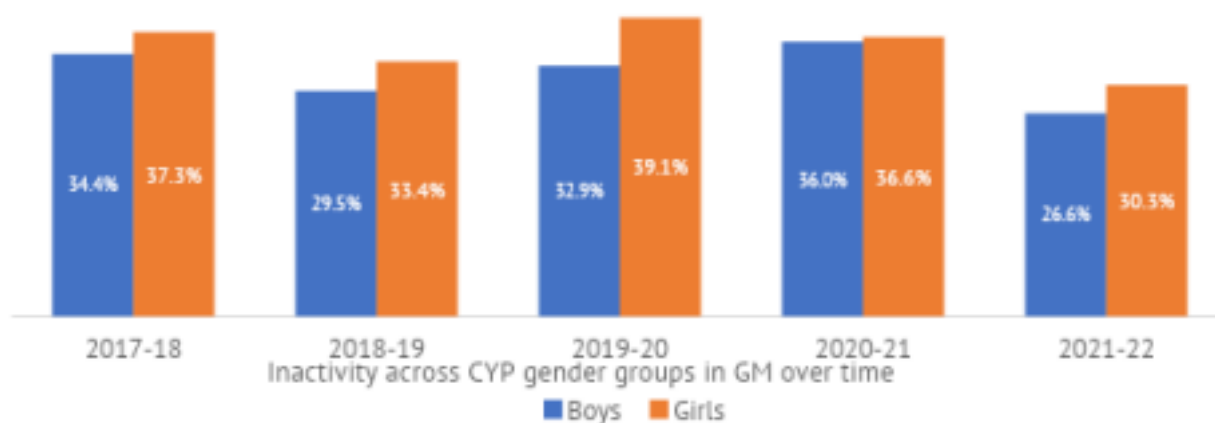
Every GM District shows a gender gap. The breakdown for each District shows the biggest gender gap in Stockport.

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



groups¹⁶

In terms of the younger generation, active lives data for the Academic Year 2021-22 showed a gap of 3.7% between inactivity levels of boys (26.6%) in GM and girls (30.3%). Girls have seen a reduction in inactivity by 6.6% but the reduction for boys has been greater (9.4%). This means the gender gap for physical activity has increased by 0.6% since the previous release.



Active Lives Calls to Action

GM local authorities, TfGM, GMP, and GM local authorities to draw on the learnings from the #RightToTheStreets project, Make Space for Girls, gendered design, the #IsThisOkay campaign and local Night Time Economy Charters to put more emphasis on ensuring that the safety of women and girls is designed into the planning and operation of our streets, public spaces, parks and public transport*

GM education providers and employers to facilitate and promote physical activity during the school and working day to include active travel and permission to wear active soles – joining and promoting the #ActiveSoles movement!

GM sport, leisure and physical activity institutions and providers to promote and widen access and participation for women and girls in all forms of physical activity, in particular mums, carers, low-income families, and women experiencing ethnic, religious or other forms of marginalisation - using the GM Women and Girls Football Board and the International Working Group for Women and Girls Sport and Physical Activity (IWG) as a springboard for sustained change.

¹⁶ ¹⁶ Orion Brook, Dave O'Brien & Mark Taylor, 2020., Culture is Bad for You, Manchester University Press, p.60



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To join the Culture & Active Lives group to discuss these points further. Contact gm4women2028@gmail.com

^{17*}This call to action cuts across and is also a priority of the Safety group.

