

GM4WOMEN2028

CULTURE & ACTIVE LIVES BRIEFING NOTE 2023

2023 Pankhurst-Fawcett GM Scorecard Culture & Active Lives Indicators:

- **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 2022/23 suggests 52% of leadership positions are held by women across the 42 Arts Council funded National Portfolio Organisations (NPOs) based in Greater Manchester. This is the same as for 2021/22.
- **Indicator 2: Sport England's Active Lives data for women in Greater Manchester.** The data for 2022 shows a further decrease (of 2.4%) in inactivity to 28.7% in the last year (inactivity is defined by the World Health Organisation as less than 30mins of physical activity a week).

Art & Culture

Arts Council England Equality Analysis - Gender¹

Workforce, leadership, and governance

Overall, the arts sector is made up of proportionately more women workers than men (although this varies across art forms/disciplines, e.g. nationally 57% women in museums and 32% women in music). At a Leadership level this balance changes slightly, with less women Chairs within National Portfolio Organisations. Female led organisations (self-definition) make up 31% of the portfolio.

The data for 2022/23 shows 52% of leadership positions are held by women across the 42 Arts Council funded National Portfolio Organisations (NPOs) based in Greater Manchester. This is the same as for 2021/22. It compares to 55% of these positions held by women nationally.²

The 2022/23 Manchester Cultural Impact Survey shows that the active roles which women take in the wider GM cultural organisations, comprising 55.4% audiences, 59% volunteers; 56.4% paid employees, and 53.9% board members³.

¹ Extract from Equality Analysis of the 2023-2026 Investment Programme <https://www.artscouncil.org.uk/equality-analysis-2023-2026-investment-programme#t-in-page-nav-3>

² Arts Council England National Portfolio Organisations and Annual Data Survey Report 2021-2022

³ Manchester Cultural Impact Survey 2022 – 2023, Manchester City Council



Generally, the arts and cultural sector employs proportionally more women freelancers than the wider workforce, making them particularly vulnerable to economic down-turns. Women were more likely to have lost their jobs than men as a result of the impact of Covid-19.

Evidence shows that Black, Asian and Ethnically Diverse women workers in the arts and entertainment sector were particularly impacted by job losses as a result of Covid 19 and the impact of this has been long-lasting.

A report by the Women and Equalities Committee of the House of Commons has recently shone light on misogyny in the Music industry throughout the country with the resulting problems of discrimination, harassment, and abuse.⁴

Audience and engagement

Women's engagement in arts, museum/galleries and libraries is higher than men's engagement. From NPO data, women's audiences were higher across all art forms and disciplines. In the North female audiences represent 65% of the total⁵, so more than half. This is the highest figure in England alongside the Southwest. The North also has the highest number of White audiences at 94%, more than any other region in England.

Investment

Arts Council England investment in women led organisations is at a lower level, particularly investment in women led National Portfolio Organisations which accounts for approximately 25% of overall funding. There is a need to invest in sector women led organisations in the portfolio.

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.

Active Lives

⁴ <https://committees.parliament.uk/publications/43084/documents/214478/default/>

⁵ Pg.33 Arts Council England Equality, Diversity and Inclusion, A Data Report 2021 - 2022



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

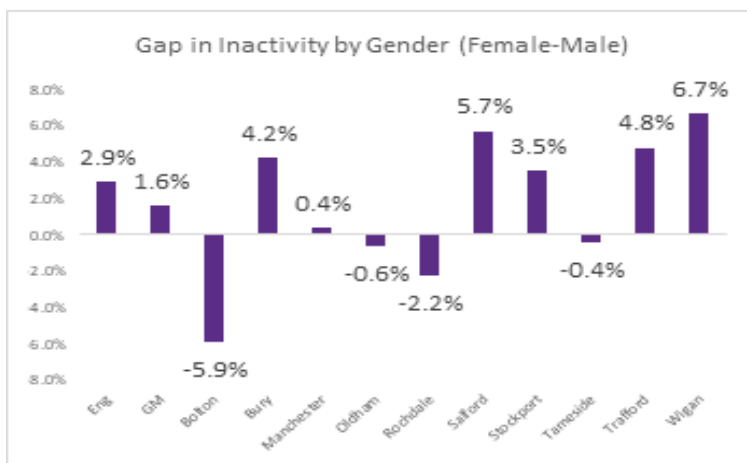
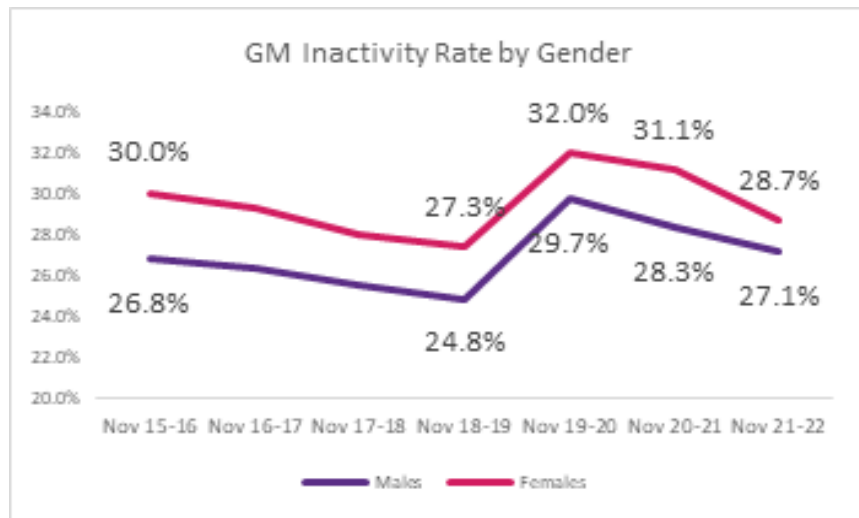
perceived cost of being physical active.

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.

The data

Women in GM are more likely to be inactive than men and more likely to be defined as 'inactive' than men (inactivity is defined by the World Health Organisation as less than 30mins of physical activity a week).

The data for November 2021-22 shows a gap in inactivity levels between men and women of 1.6%, in comparison to 2.8% in the data for November 2020-21. This is a decrease in the gap of 1.2%. This is lower than the national gender gap for inactivity which was 2.9% for England for November 2021-22.



Comparative data across the ten districts

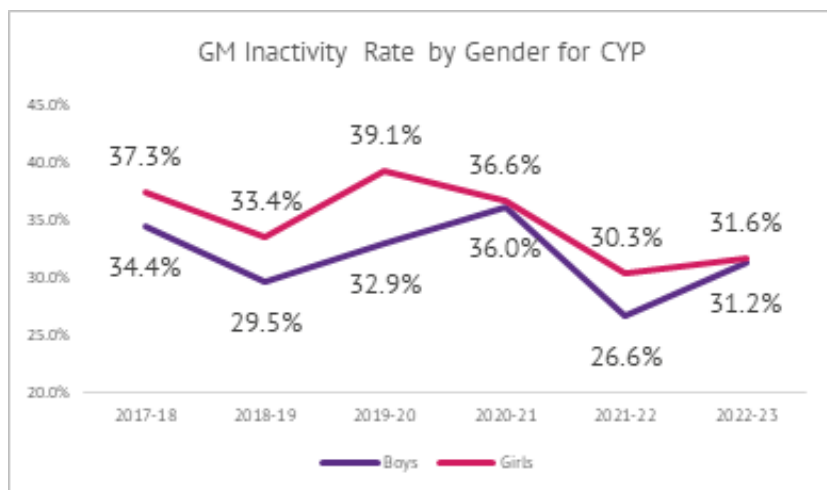
The 2021-22 data suggests women are less active than men in six of the ten GM districts. The breakdown for each District shows the biggest gender gap in Wigan.

Inactivity levels are higher for disabled women, women of African, Caribbean, South Asian and East Asian heritage and women in lower socio-economic groups.⁶



In terms of the younger generation, active lives data for the Academic Year 2022-23 showed a gap of 0.4% between inactivity levels of boys (31.2%) in GM and girls (31.6%) an decrease of 3.3% from the previous release. Girls have seen a increase in inactivity by 1.3% but the increase for boys has been greater (4.6%).

Sport England Active Lives Children and Young People data for Sept 22 – July 23 shows an increase in inactivity of 3.5% from the previous academic year (2021-22).



Active Lives Calls to Action

GM local authorities, TfGM, GMP, and GM local authorities to continue 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, disabled women 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.

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