



TEA Break

Talking evidence and audiences

June 2022:

Creative Participation

Welcome

Cultural Participation Monitor: Creative Participation

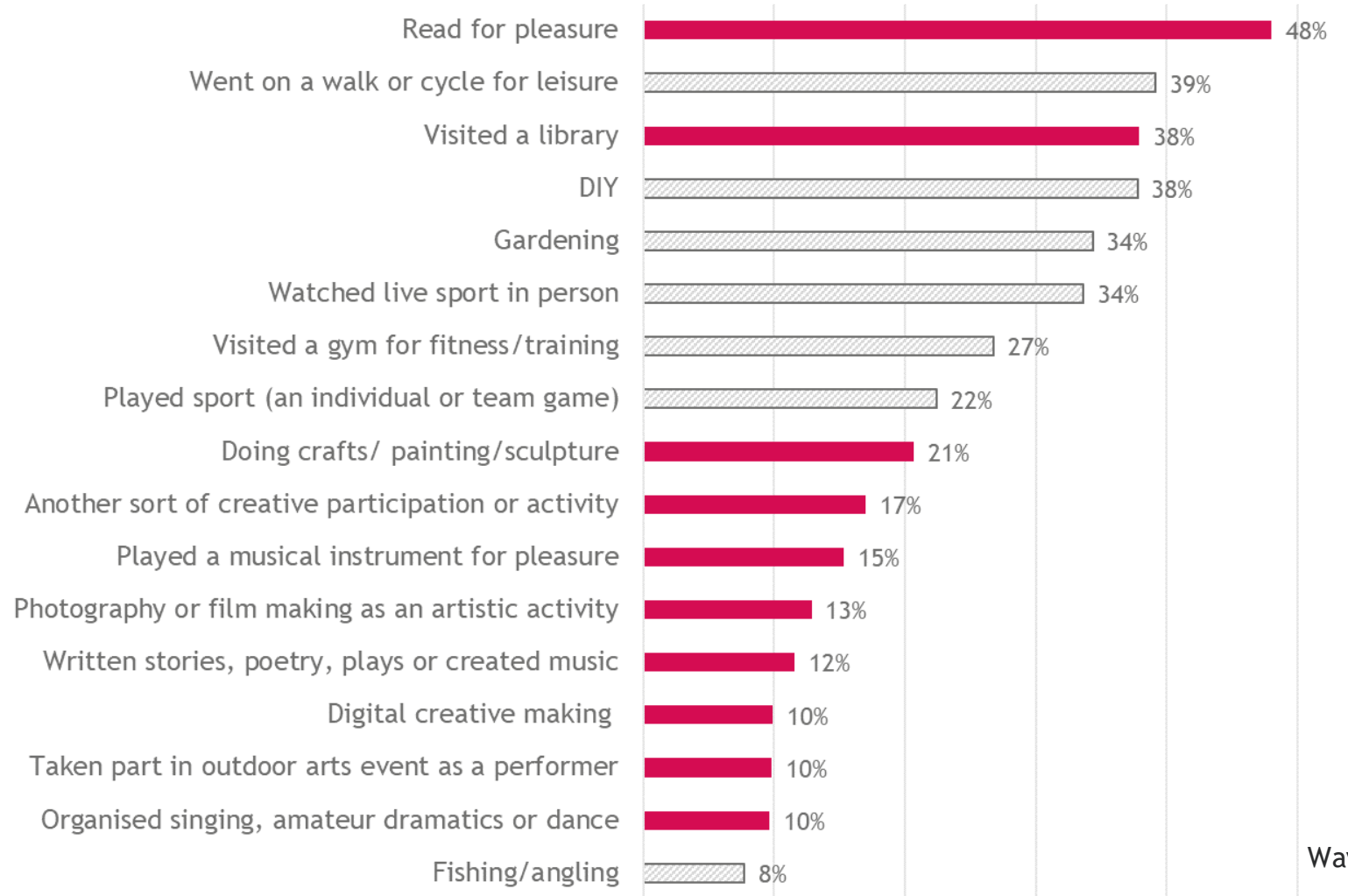
Overall participation levels

Any creative activity during the pandemic (without reading/library):
45%

Any creative activity during 2021 (without reading/library):
37%

Wave 6

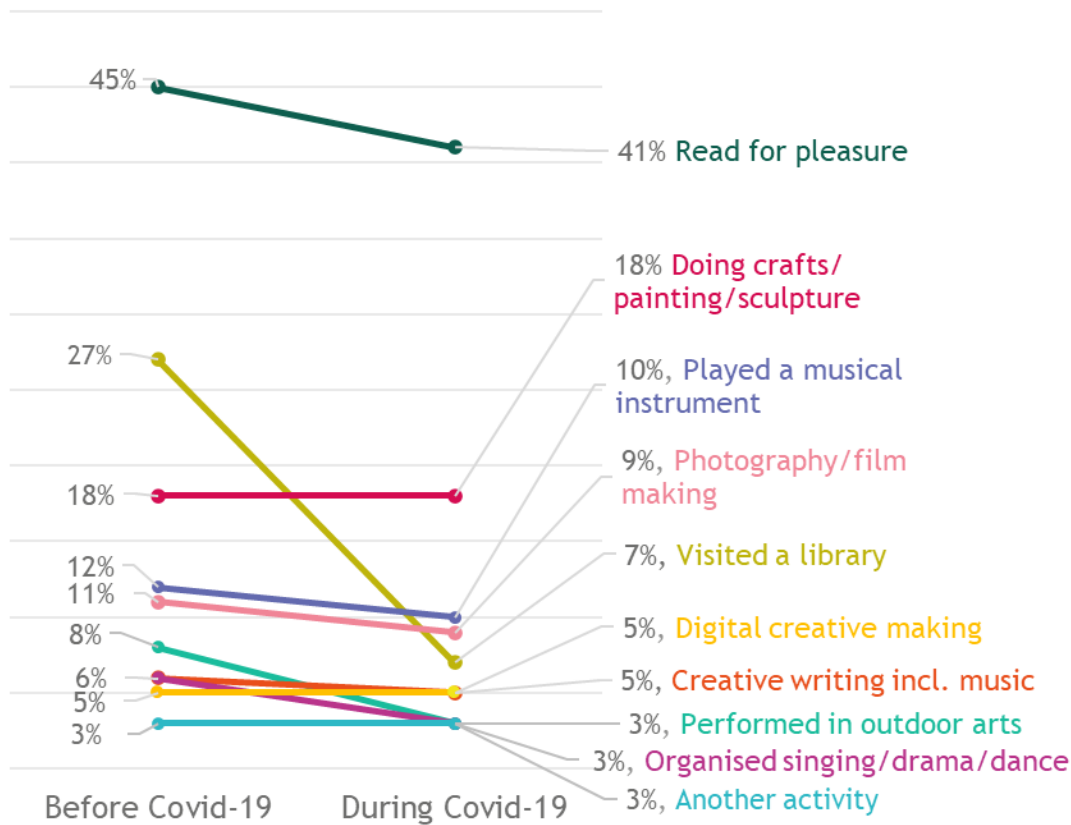
Activities in the 12 Months Before Covid-19



Wave 1

Changes to engagement during the pandemic:

Engagement Before/During Covid-19

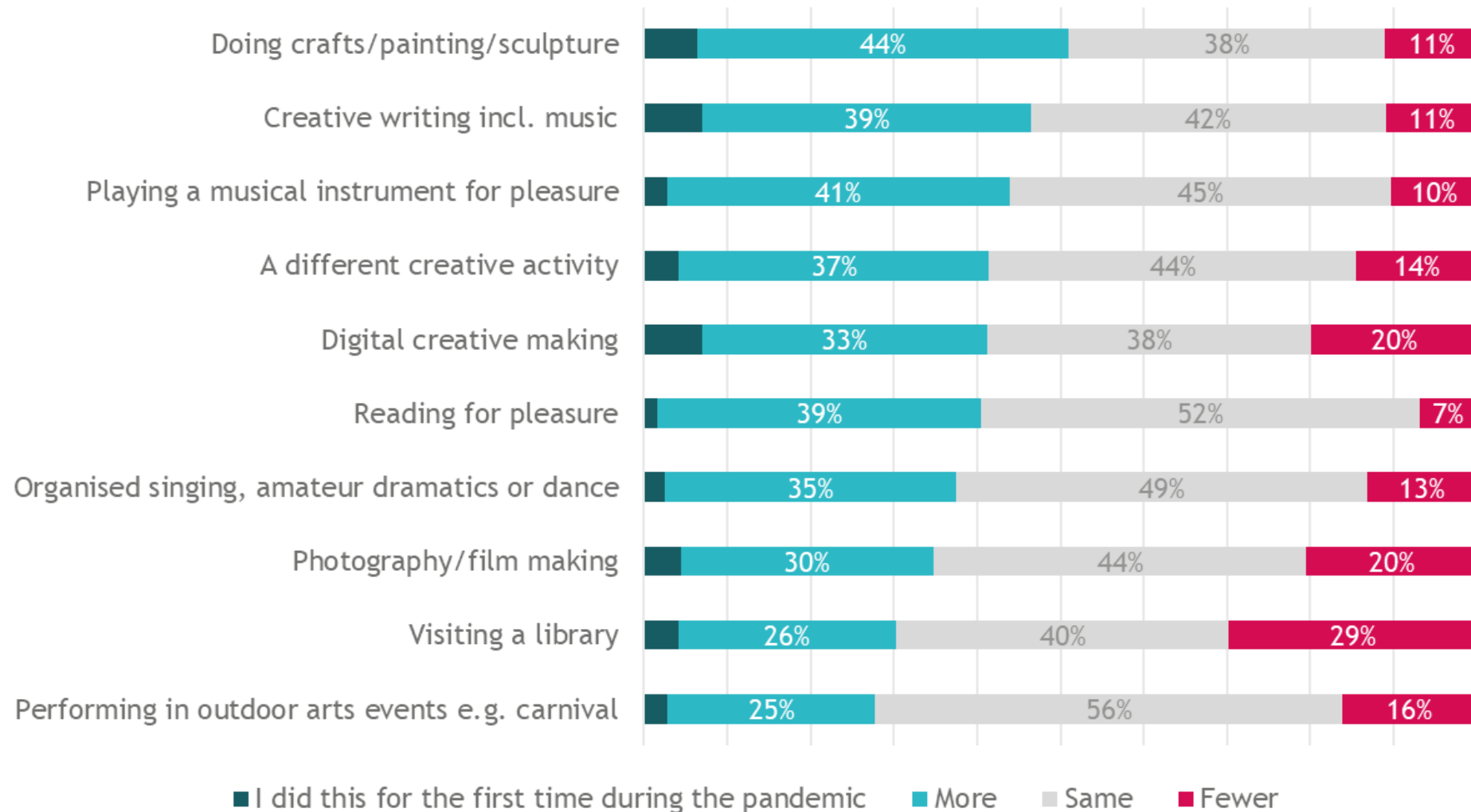


Wave 6

2020 to 2021 % Pt Change	16-24	25-34	35-44	45-54	55-64	65-74	75+
Played a musical instrument for pleasure	-2%	-1%	1%	2%	0%	-1%	0%
Organised singing, amateur dramatics or dance	3%	1%	3%	1%	1%	1%	0%
Performing in outdoor arts events e.g. carnival	5%	5%	3%	3%	1%	0%	1%
Photography or film making	5%	1%	4%	1%	1%	2%	1%
Digital creative making	1%	4%	3%	1%	1%	1%	0%
Doing crafts/painting/sculpture	2%	3%	1%	2%	2%	2%	2%
Creative writing including music	2%	1%	2%	2%	3%	0%	0%
Another sort of creative participation or activity	1%	-1%	2%	2%	0%	1%	1%

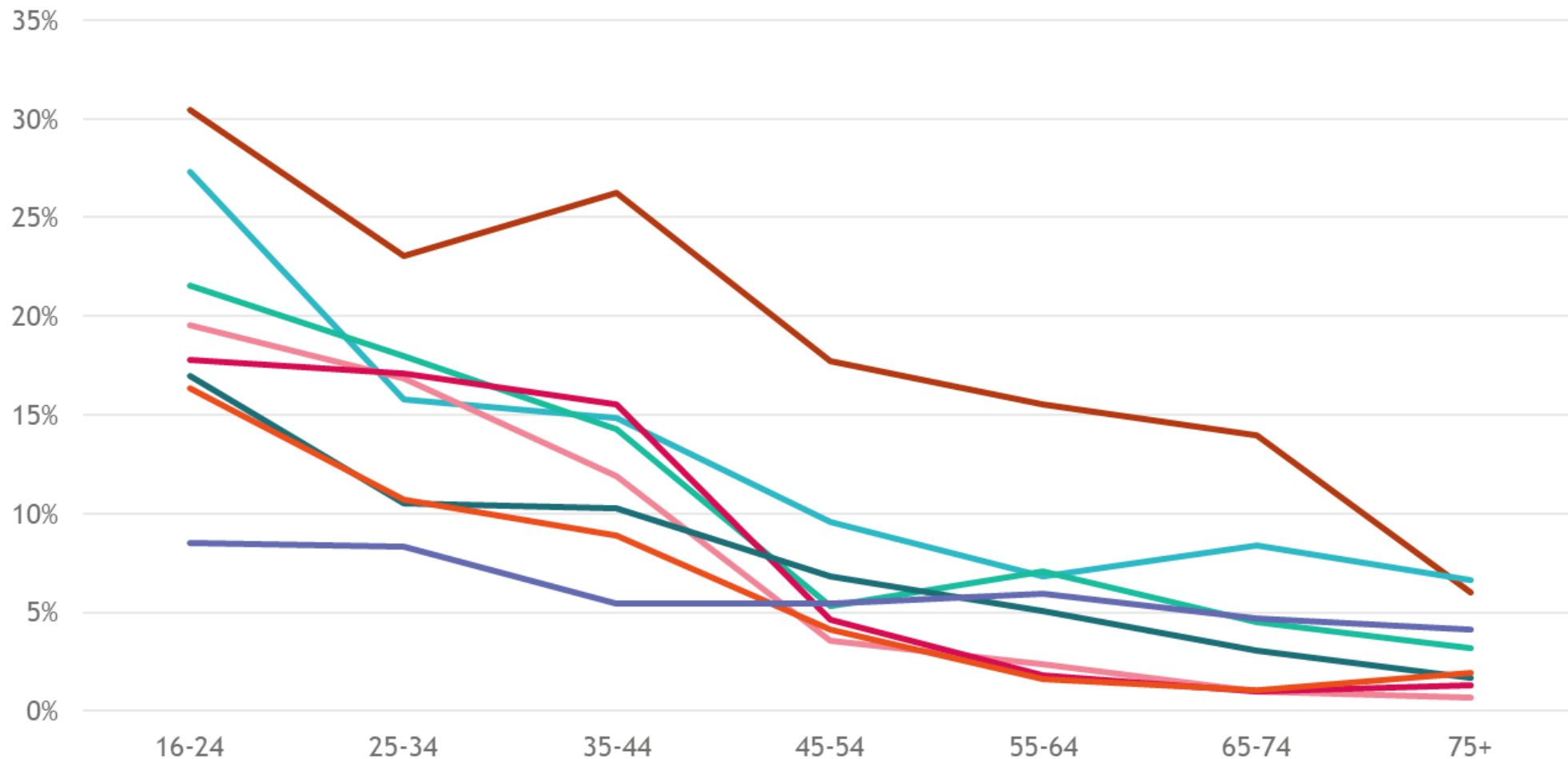
Change in engagement amount

Whether Participants Did Activities **More** or **Fewer** Times During Covid-19



Engagement by age

Activities by Age



- Doing crafts/painting/sculpture
- Played a musical instrument for pleasure
- Photography or film making as an artistic activity
- Digital creative making
- Performing in outdoor arts events e.g. carnival
- Written stories, poetry, plays or created music
- Organised singing, amateur dramatics or dance
- A different creative activity

Engagement by age

	Overall	16-24	25-34	35-44	45-54	55-64	65-74	75+
Doing crafts/painting/sculpture	20%	30%	23%	26%	18%	16%	14%	6%
Played a musical instrument for pleasure	13%	27%	16%	15%	10%	7%	8%	7%
Photography or film making as an artistic activity	11%	22%	18%	14%	5%	7%	5%	3%
Digital creative making	8%	20%	17%	12%	4%	2%	1%	1%
Performing in outdoor arts events e.g. carnival	9%	18%	17%	16%	5%	2%	1%	1%
Written stories, poetry, plays or created music	8%	17%	11%	10%	7%	5%	3%	2%
Organised singing, amateur dramatics or dance	7%	16%	11%	9%	4%	2%	1%	2%
A different creative activity	6%	9%	8%	5%	5%	6%	5%	4%

In Summary:

- Creative activities are widespread (45% done 'Any' since start of Covid-19)
- Covid-19 didn't change that greatly
- Increase from 20-21 was mainly young people attending outside the home.
- Although we also saw increases in amount done for some art forms / groups.
- Age is a key differentiator in breadth of engagement overall...
- ...which interacts with families, another important factor...
- and there are a few other key factors: being neurodivergent, London [age?], gender (esp. female respondents for visual arts/crafts).

Reflections: Barbara Eifler, Making Music

Barbara Eifler from Making Music



About Making Music

Leisure-time music in the UK

making music

CURRENTLY REPRESENTS

3570 GROUPS

27% OF THE UK-WIDE SECTOR

31%
INSTRUMENTAL

12%
PROMOTER

57%
VOCAL

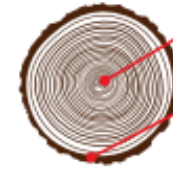


OVER 13,300 MUSIC GROUPS ACROSS THE UK

GROUP TYPES

- CHORAL SOCIETIES
- ORCHESTRAS
- COMMUNITY CHOIRS
- MARCHING BANDS
- BRASS BANDS
- DRUMMING CIRCLES
- BARBERSHOP
- UKULELE GROUPS
- ACCORDION ORCHESTRAS
- FLUTE CHOIRS
- STEEL ORCHESTRAS
- MANDOLIN AND GUITAR ENSEMBLES
- HANDBELL RINGERS
- JAZZ ENSEMBLES
- FOLK ENSEMBLES
- WIND BANDS
- POP BANDS
- GOSPEL CHOIRS
- AND SO MUCH MORE!

OUR GROUPS HAVE BEEN RUNNING FOR AN AVERAGE OF **48 YEARS**



OLDEST GROUP: **180 YEARS OLD**
YOUNGEST GROUP: **1 YEAR OLD**



13,448

PERFORMANCES PER YEAR BY MEMBERS

AVERAGE AUDIENCES: **142 PER CONCERT**

TOTAL AUDIENCES: **1.9M PER YEAR**

89% OF OUR MEMBERS ARE CHARITIES OR NOT-FOR-PROFIT GROUPS

GROUP ANNUAL INCOME

UNDER £7.2K = 46%
£7.2K – £14.5K = 24%
£14.5K – £21K = 10%
£21K – £31K = 9%
31K – £100K = 9%
OVER £100K = 2%



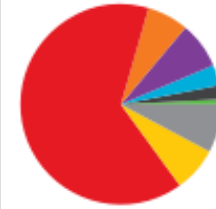
TOTAL INCOME OF ALL OUR GROUPS
£48,055,572

9% MAKE A SURPLUS | 70% BREAK EVEN | 21% MAKE A LOSS

AVERAGE GROUP SIZE IS 57
THIS SUGGESTS **176,700** PARTICIPANTS IN OUR PERFORMING GROUPS, AND UK-WIDE AN ESTIMATED **654,444** PARTICIPANTS



PERFORMANCE VENUES



PLACE OF WORSHIP/CHURCH HALL 64.5%
 LOCAL AUTHORITY VENUE 7.8%
 CULTURAL VENUE 7.6%
 EDUCATIONAL ESTABLISHMENT 7.3%
 COMMUNITY HALL 6.5%
 OPEN AIR 3.3%
 PRIVATE RESIDENCE 2.2%
 CATERING OR RETAIL PREMISES 0.7%

PERFORMING GROUPS

TOP THREE FUNDING STREAMS FOR GROUPS

MEMBERSHIP SUBSCRIPTIONS
 TRADING
 INDIVIDUAL DONATIONS AND FUNDRAISING

61,533 TOTAL RAISED BY OUR MEMBERS ANNUALLY FOR CHARITIES

VOLUNTEERS RUN AND MANAGE GROUPS - THAT'S AN AVERAGE OF 20 PER GROUP

1.2M VOLUNTEER HOURS A YEAR

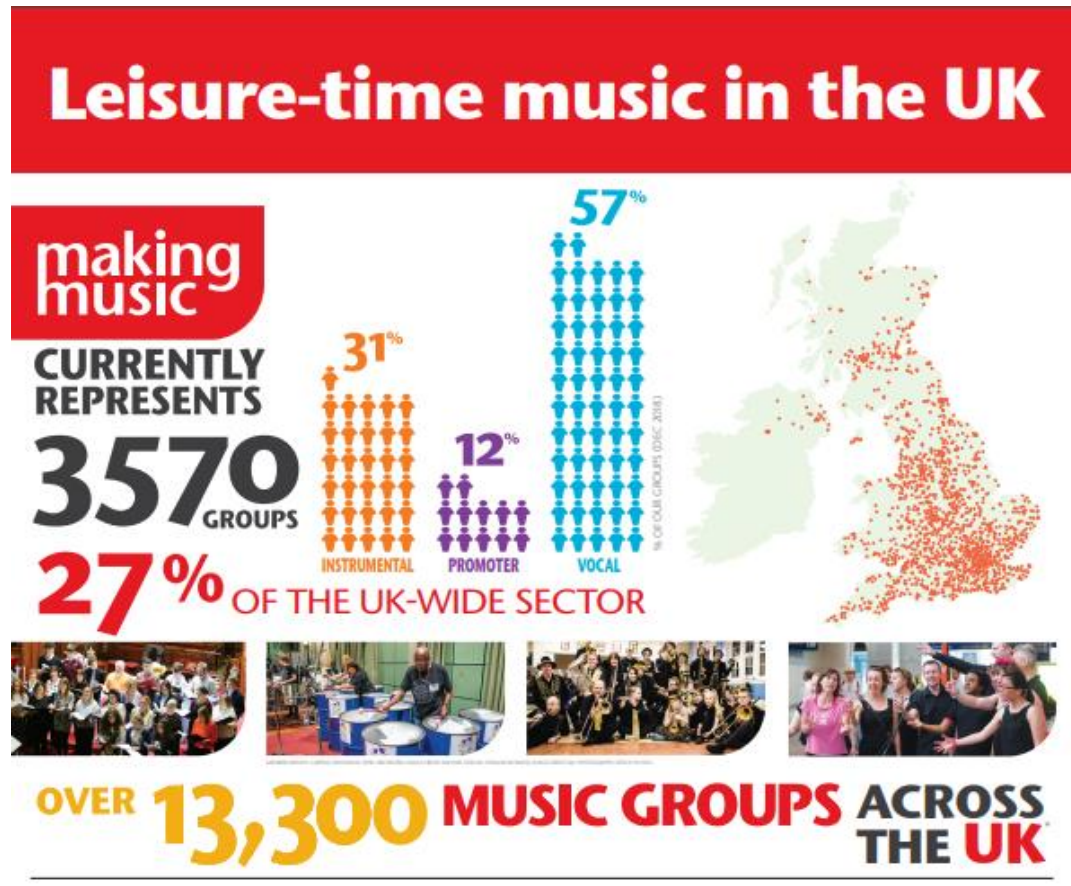


£1.9M

*EXTRAPOLATED DATA FROM DCMS OUR CREATIVE TALENT SURVEY 2008

About Making Music

What does suspending activity mean for your members and group?:



Reflections: Carly Henderson, TAA



TEA Break

Talking evidence and audiences

Your Reflections / Q&A

Join us next time

TEA Break: Audience Spectrum Subsegments Wednesday 13 July 2022

This session will look at the new subsegments to Audience Spectrum, inc. examples of how they provide additional insights into populations and audiences.

Book your place at <https://www.theaudienceagency.org/events/tea-breaks>

Thank you

Please get in touch: theaudienceagency.org
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 the audience agency