

**HOME Manchester
Annual Impact
Assessment 2022/23
November 2023**





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Summary

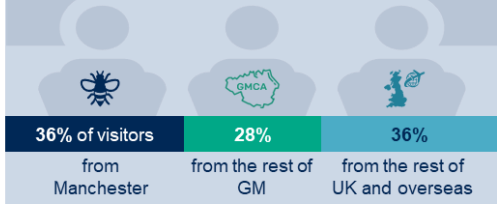
HOME MANCHESTER 2022/23 IMPACT



A Significant Visitor Attraction

HOME

760,000 footfall **195,000** visitors
(27% higher than 2021/22) (16% higher than 2021/22)



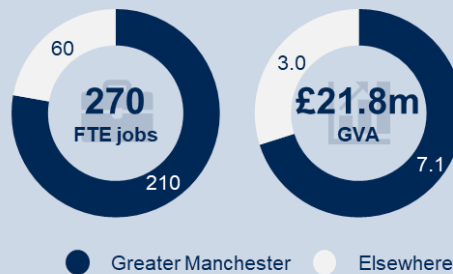
Outside the venue visitors generated:



Employment and Supply Chain Impacts



This supported total direct, indirect and induced impacts of:



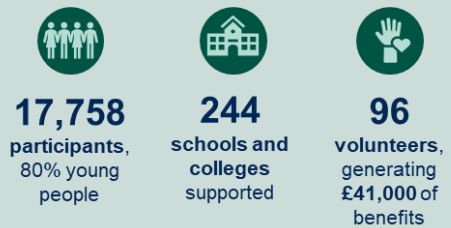
310 FTE jobs and **£24.6m** GVA total economic impacts

Social Impacts



£0.6m of cost savings for the NHS resulting from health improvements in HOME's audience

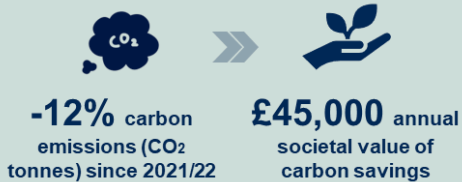
1,816 engagement activities involving:



540 work training opportunities including three apprenticeships generating **£8,000** of social value



Sustainability



£0.7m social, health and wellbeing, and environmental impacts

Cultural Impacts



1 Introduction

Report Purpose

This report estimates the gross economic and social impact of HOME – the contemporary arts centre in Manchester City Centre – during the 2022/23 financial year at a Greater Manchester (GM) level. The quantification of these impacts demonstrates the contribution of HOME to the conurbation's economy and communities.

The assessment acknowledges the varied contribution HOME makes to the economy and society, including:

- The direct economic impacts of HOME based on the employment it provides and the economic contribution these posts generate.
- The supply linkage (indirect) impacts due to HOME's purchases.
- The income (induced) effects associated with spend in the Greater Manchester economy from individuals who derive their income from the activities of HOME.
- The visitor impacts of HOME, with visitors generating wider benefits through their off-site spending (for example, in local hotels and restaurants).
- The social impacts of HOME generated through arts and community engagement activities, volunteering and sustainable practices.
- The role HOME plays in supporting the wider cultural and creative sector across Greater Manchester.

This commission builds on experience of preparing an annual assessment of the organisation's impacts over the last five years.

Information Sources

The following information sources have been drawn on to undertake the assessment:

- Information held by the Greater Manchester Arts Centre (GMAC – for which HOME is the trading name) and Wardley Ltd (the operator of HOME's on-site café bar) including staffing numbers; breakdown of spend by supplier; and KPI monitoring data.
- The application of benchmarks for the Gross Value Added (GVA) per full time equivalent (FTE) job, spend to support an FTE are calculated from the following official ONS datasets: the Annual Business Survey; Annual Population Survey; Regional Accounts; and Business Register and Employment Survey (BRES).
- The scale of multiplier (indirect and induced) effects is based on the HCA's latest additionality guidance and supplemented by sector specific reports by Cebr and Oxford Economics.
- Community investment values from the Social Value Bank published by HACT and Daniel Fujiwara (SIMETRICA).

The findings include both facility-specific information and the use of recognised assumptions and standards to estimate the gross impacts of HOME on the Greater Manchester economy.

Recognising the Assessment Context

During 2022/23, the cultural and tourism sector continued to be affected by the ongoing impacts of the Covid-19 pandemic. International tourism to the UK lagged behind the pre-Covid position, with 24% fewer visitors in 2022 compared to 2019 impacting upon the visitor economy. For instance, the

Association of Leading Visitor Attractions (ALVA), whose members include the UK's most visited museums and attractions, reported 23% lower footfall across its members in 2022 compared to 2019.

While there were no local Covid-19 restrictions during 2022/23, meaning HOME was able to operate uninterrupted by government guidelines, there have been additional significant socio-economic changes.

The emergence of the national Cost of Living Crisis has presented significant rises in the costs of food, transport, and energy, impacting upon residents' disposable income. The director of ALVA stated, "*We've seen the cost-of-living crisis really have an impact on visitor numbers...the British public are making tactical decisions about how they spend their leisure pounds and leisure hours*". A survey by ALVA found that 40% of the public feel "worse off" financially in 2022 than in 2021,¹ with research showing that free attractions are outperforming paid entry attractions in regard to growth in visitor numbers.² This is likely to have impacted upon both customer spend and visits to HOME during 2022/23.

Rising costs have also impacted businesses. According to the Business Insights and Conditions Survey, around 23% of UK business in the arts, entertainment and recreation sector reported being affected by recent increases in energy prices,³ while this percentage was only 13% by March 2022. This has meant there has been a rise in energy costs for HOME, their suppliers and artists engaged, so HOME's overall spend has increased.

Despite this challenging context, HOME's performance has improved from the previous year, but still isn't back to pre-pandemic levels. Overall, HOME has met or come close to meeting its annual targets across a range of indicators, demonstrating a strong recovery from previous years.

¹ <https://www.artspromotional.co.uk/news/visitor-attractions-face-significant-cost-living-barrier>

² [Paid-for attractions lag behind free sites as cost-of-living crisis bites | The Independent](#)

³ ONS, Business insights and impact on the UK economy, Wave 93 edition, 19 October 2023

2 Providing Local Employment

HOME Employment

HOME employed 152 people in total in 2022/23, 78% of which are Greater Manchester residents, providing a source of local employment opportunities. Based on the number of full and part time roles, this equates to a total of 105 full time equivalent (FTE) jobs, of which 82 are Greater Manchester based.

This employment is estimated to have generated Gross Value Added (GVA – a measure of economic output) of around £9.7 million, with £7.6m being generated by Greater Manchester workers.

Table 2.1: Direct Employment Impacts

	Total	GM
Employees	152	119
FTEs	105	82
GVA	£9.7m	£7.6m

Wage expenditure by employees in the local economy is captured by induced effects. According to analysis for Arts Council England by the Centre for Economic and Business Research (CEBR) published in 2020,⁴ for every one job in the sector, another 0.84 are supported by employee expenditure. According to the research, the North West multiplier effects are 11% smaller than the general national multiplier effects; hence, for every one job in arts and culture in the North West, another 0.75 are supported in the economy through the induced effects.

Induced impacts are therefore estimated to total another 80 FTEs supported in the wider economy, as a result of employee expenditure recirculating, generating a total GVA of around £6.5 million. Based on the proportion of employees living in Greater Manchester, suggests c.60 FTEs were supported in the sub-regional economy generating a GVA of £5.1 million.

Café Bar Employment

Wardley, the on-site café franchise employed 63 people in total, the equivalent of 43 FTE posts, all of which are Greater Manchester residents. This employment is estimated to have generated a GVA impact of £1.9 million in 2022/23.

Table 2.2: Café Bar Employment

	Total	GM
Employees	63	63
FTE	43	43
GVA	£1.9m	£1.9m

Oxford Economics' research suggests for every one job in the hospitality industry a further 0.21 are generated as the employees spend their income in the local economy.⁵ Therefore, as a result of the induced impacts of the Café Bar employment a further 10 FTEs are estimated to be supported in the wider economy, as a result of employee expenditure recirculating, generating a total GVA of around £0.7 million.

⁴ Contribution of the arts and culture industry to the UK economy, A Cebr report for Arts Council England, May 2020

⁵ Oxford Economics (September 2015), The economic contribution of the UK Hospitality Industry

Supply Chain Spend

In total, GMAC and café franchise Wardley spent £5.4m on goods and services for HOME in 2022/23. Almost half (49%) of total spend went to Greater Manchester based suppliers, supporting the local economy.

This level of spend is estimated to have supported around 30 FTEs and generated GVA of £2.8 million in 2022/23 in the wider economy. When looking at spend with Greater Manchester suppliers, around 20 FTEs are estimated to have been supported generating GVA of £1.4 million. This captures the significant indirect impacts on the local economy of HOME.

Table 2.3: Supply Chain Spend

	Total	GM
GMAC	£4.2m	£1.5m
Café Franchise	£1.2m	£1.2m
Total	£5.4m	£2.7m
FTEs	30	20
GVA	£2.8m	£1.4m

Total Direct, Indirect and Induced Impacts

Overall, in 2022/23 HOME, through the direct on-site employment, indirect impacts (spillover effects from supply chain) and induced impacts (knock-on consumer spending via wages), supported an estimated 270 FTEs, of which 210 are supported within Greater Manchester. The total of direct, indirect, and induced GVA for both HOME and Wardley's operations was around £21.8 million, with £16.6 million GVA captured in Greater Manchester.

Table 2.4: Direct, Indirect and Induced Impacts

	Total	GM
FTEs⁶	270	210
GVA	£21.8m	£16.6m

⁶ Rounded to the nearest ten.

3 A Visitor Attraction

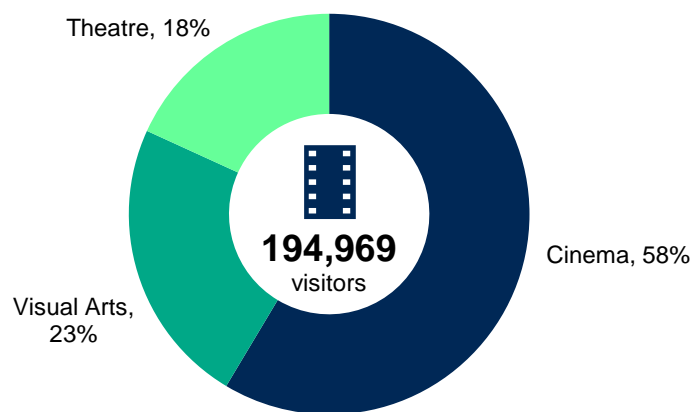
HOME Visitor Numbers

HOME's visitor numbers and footfall for 2022/23 show a stronger performance compared to 2021/22, with some progress made to recover towards pre-covid levels. According to HOME's monitoring records, in 2022/23:

- Total **annual footfall was over 760,000**, exceeding the annual target of 680,000 (112% of the target), and up by 27% on 2021/22 footfall.
- An **annual audience of 194,969** for HOME's visual arts, theatre and cinema screenings was reached, falling below HOME's target of 279,000 for that year, but representing a 16% uplift on the 2021/22 figures.

Given the socio-economic context, particularly in relation to the cost-of-living crisis, the uplift upon last year's figures shows a positive picture for HOME. However, footfall and audience numbers remain below the pre-Covid 2019/20 level.

Figure 3.1: Visitors by Art Form



Visitor Profile

HOME attracts a local resident audience as well as being an important visitor attraction for Manchester. In 2022/23:

- Around two thirds of audiences (64%) were Greater Manchester residents, of which over half (56%) were Manchester residents.
- Around 17% of audiences came from the North West outside of Greater Manchester (Cheshire, Merseyside, Lancashire, and Cumbria).
- 18% came from elsewhere in the UK.
- 1% of audiences came from overseas.

Figure 3.2: Visitors by Geography



Economic Impacts Arising from Visitor Spend

Spend by visitors outside of HOME generates benefits for the local economy including indirect employment across Manchester and the wider conurbation. This includes visitor spend in other visitor attractions as well as local shops, cafés, restaurants, or accommodation during their trip. Impacts of visitor spending within HOME (including on tickets, purchases from the shop and food and drink) have been captured in Chapter 2, in the form of the employment and the supplier spend supported by HOME and the café bar operations.

The **gross off-site spend** by HOME visitors in 2022/23 is estimated to total **£6.4m**, based on the estimated number of adult visits in 2022/23, using the 2019/20 HOME visitor survey⁷ and taking into account where audiences are based. This is sufficient to support **40 FTEs**⁸ and generate **GVA** of **£2.9m**.⁹

⁷ uprated to current prices.

⁸ Applying the average turnover per FTE for retail; accommodation and food services; and arts, entertainment and recreation sectors in the North West using ONS Annual Business Survey, and BRES data for 2019, uprated to current prices.

⁹ Applying the average GVA per FTE for retail; accommodation and food services; and arts, entertainment and recreation sectors in the Manchester using ONS Regional Accounts and BRES data for 2019, uprated to current prices.

4 Delivering Social Benefits

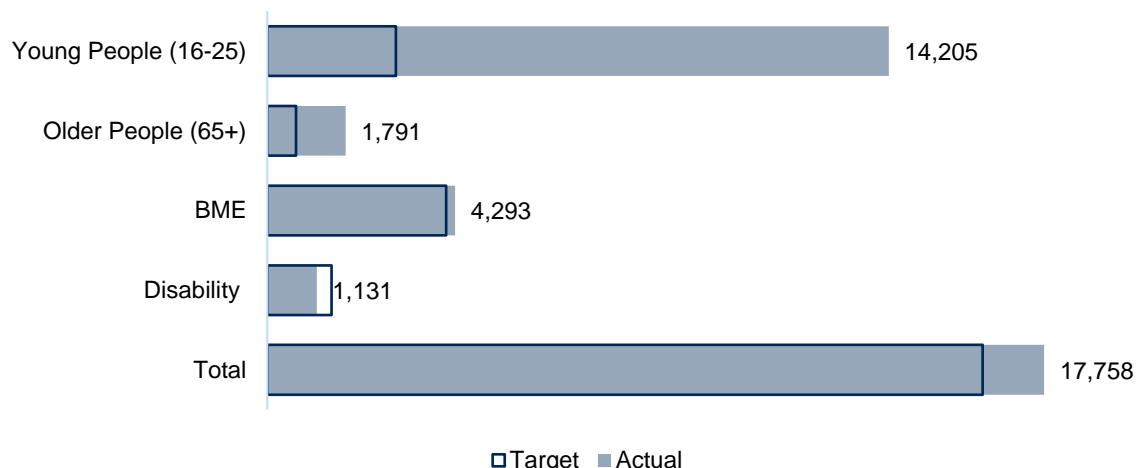
Engagement Activities

HOME delivers a wide range of engagement activities that aim to engage the local community, promote inclusivity, and provide opportunities for learning, qualifications and skills development. In 2022/23:

- **1,816 sessions** were delivered, 17.5% more than the previous year and 110% of HOME's target of 1,650.
- The number of **active participants reached 17,758**, 50% more than the previous year and 109% of the target for the year.

The chart below shows the profile of active participants against priority audiences for this year, showing the range of groups engaged, with targets exceeded for young people, over 65's and Black and Minority Ethnic (BME) audiences.

Figure 4.1: Active Participants in Engagement Programmes by Priority Group



The activities delivered during 2022/23 are set out in the table below.

Activity	Description
Schools and Colleges	
Schools and Colleges Programme	HOME worked with 244 schools or colleges in 2022/23, almost twice the annual target of 130. The programme provided opportunities for young people to experience the arts and encourage the use of creativity and art within teaching to enrich learning and inspire young people. The programme was aimed at students aged 14 to 19 studying GCSE, AS, A2, T-Level and equivalent qualifications.
Schools Linking	Schools Linking is a national programme led by The Linking Network supported by DfE, DLUCH and Pears Foundation which involves linking a Year 4 class with a class from another school in the district. HOME worked with 15 primary schools across Manchester in partnership with Manchester City Council. The project is expected to support achievement, wellbeing, confidence, and build trust and empathy between pupils from different schools.

Activity	Description
Young People	
BFI Film Academy	<p>The BFI Film Academy delivered a three-month intensive film project for 16- to 19-year-olds to make their own short film, learning filmmaking, technical and creative skills working with industry professionals.</p> <p>In 2022/23, HOME had 18 participants take part in practical filmmaking and film theory sessions. Six of the participants (33%) went on to take part in a residential film academy at the National Film and Television School and four participants (22%) have joined HOME's Young Film Collective group.</p>
Young Company	<p>HOME Young Company is a year-long theatre program for young people aged 14 – 18 who are interested in working with industry professionals to develop acting skills whilst taking part in various projects (including cross-art projects).</p> <p>During 2022/23 activities included a 'School of Protest' where over 80 young people participated in workshops dedicated to encouraging young people to express their beliefs through art.</p>
AMP	<p>Accessible Music Productions (AMP) – HOME's inclusive project for music lovers aged 18-25 – deliver monthly sessions at HOME. The autumn 2022 activities focused on song writing and career progression.</p>
National Theatre Connections 2022	<p>HOME was a partner theatre for the National Theatre Connections Festival in 2022 and 2023, working with Greater Manchester schools, colleges, and youth theatres.</p>
Communities	
HOME from HOME	<p>The communities programme, HOME from HOME, seeks to encourage a wide range of people to engage with and experience HOME as audiences and artists, working with various community groups, third-sector organisations, grass roots art organisations, and charities from across Greater Manchester. This includes:</p> <ul style="list-style-type: none"> • The Inspire Gallery, an exhibition space dedicated to showcasing work by partner organisations. • A City Seen, a quarterly film screening exploring the creativity of the city's most essential charities, community groups and voluntary organisations, providing a space for both discussion and debate. • £1 Ticket Inspire Scheme • Free behind the scenes building tours and gallery tours <p>In 2022/23 the HOME from HOME programme worked with communities in Hulme and Gorton and Abbey Hey targeting women and young people. This included around 250 attendees from Hulme and Gorton and Abbey Hey to theatre performances and events.</p>

Workplace Training

In 2022/23 HOME continued to deliver workplace training, helping to develop employability skills, contributing to the cultural sector's next generation workforce. HOME supported:

- Three apprenticeships, surpassing the target for the year, all of which were Manchester residents.
- Three paid internships, meeting the yearly targets, all of which were Manchester residents.
- 534 work experience placements, more than twice the annual target, 80% of which were Manchester residents.

The training delivered has helped to upskill and provide employability skills, contributing to the cultural sector's workforce pipeline.

Research has shown that gaining formal qualifications is associated with increasing earnings potential, supporting wellbeing benefits for learners, and increasing the productive potential across the wider economy. Applying the HACT social value indicator for apprenticeships (updated to 2023 prices), suggests around **£8,000** of social value was generated as a result of supporting the three apprenticeships.

The internships and work experience placements will have also supported greater social value, however in the absence of appropriate benchmarks, the value of the internships and placements has not been quantified within this report.

Volunteering

During 2022/23 there were **96 volunteers** (compared to the target of 100), who contributed **3,660 volunteer hours** (91% of the target), suggesting each volunteer contributed an average of 38 hours (52% more than the previous year).

It is widely recognised that volunteering generates benefits for the volunteers themselves including:

- increasing feelings of self-esteem, social connection, and wellbeing;^{10 11}
- positive changes in the brain associated with happiness and satisfaction;
- reduction of loneliness and isolation through face-to-face activities; and
- reduction of stress and improving individual's immune system, protecting them against disease and supporting healthier lives.

These psychological and physiological benefits can help to alleviate the burden on public health resources, in turn reducing demand and waiting times for key services, as well as leading to fewer sick days, supporting a positive impact on the economic productivity of organisations.¹²

Using the ONS replacement cost approach suggests volunteers generated benefits valued at **£41,000** during 2022/23.¹³

¹⁰ Brown KM, Hoyer R, Nicholson M. Self-Esteem, Self-Efficacy, and Social Connectedness as Mediators of the Relationship Between Volunteering and Well-Being. *J Soc Serv Res.* 2012 ;38(4) :468–83.

¹¹ <https://www.volunteerscotland.net/for-volunteers/why-volunteer/benefits-of-volunteering/>

¹² <https://www.open.edu/openlearn/education-development/working-young-people/what-are-the-benefits-volunteering>

¹³ Applying the median hourly wage for those working in the creative, arts and entertainment activities sector for the North West to total recorded volunteer hours.

Health and Wellbeing Benefits to Visitors/ Audiences

There is a body of literature on the health and wellbeing benefits of arts and culture participation and engagement. This includes:^{14,15}

- facilitating reduced stress levels
- improved life satisfaction
- lower levels of loneliness
- improving the mental health of mothers
- encouraging the emotional, social, and cognitive development of children
- promoting healthy ageing and counteracting loneliness within older people

According to research by SIMETRICA and the Department for Digital, Culture, Media, and Sport (DCMS):¹⁶

- The predicted reduction in GP visits as a result of good health associated with engaging in the arts as an audience member, has a value to society in that it leads to cost savings for the NHS of £6.22 per person per annum (updated to 2023 prices).
- The predicted reduction in the use of mental health services because of good health associated with engaging in the arts as an audience member, has a value to society in that it leads to cost savings for the NHS of £8.40 per person per annum (updated to 2023 prices).

In 2022/23, records show that there were approximately 195,000 visitors to visual arts projects and exhibitions, theatre performances and cinema screenings at HOME. Adjusting the audience number to take account of repeat visits and applying the SIMETRICA and DCMS benchmarks suggest that HOME helped to generate **cost savings of £0.6m for the NHS in 2022/23**.

Sustainability

HOME have committed to reducing their direct carbon emissions by 50% between 2020-2025 in line with the Manchester city-wide ambition.¹⁷

Since 2021/22 CO₂ emissions (in tonnes) from energy usage, water, waste, business travel and audience travel¹⁸ have fallen by around **12%**. This is estimated to have generated an **annual benefit of £45,000** in terms of **the societal value of carbon savings** in 2022/23.¹⁹ Looking back further to 2019/20 HOME has **more than halved its recorded CO₂ emissions (-57%)**, supporting an annual societal value of around £440,000.

¹⁴ Fancourt, D., and Baxter, L. (2020). Differential participation in community cultural activities amongst those with poor mental health: analyses of the UK taking part survey. Soc. Sci. Med. 261:113221. doi: 10.1016/j.socscimed.2020.113221

¹⁵ All-Party Parliamentary Group on Arts, Health and Wellbeing, Creative Health: The Arts for Health and Wellbeing (2017)

¹⁶ DCMS and SIMETRICA, Further Analysis to Value the Health and Educational Benefits of Sport and Culture (2015)

¹⁷ [Manchester Climate Change Framework 2020-25](#)

¹⁸ Excluding fleet travel which was not reported on pre-2022/23

¹⁹ Using DfT TAG Data Book Table A 3.4: Carbon Values, £ per Tonne of CO₂e (2023 prices), based on BEIS [Valuation of greenhouse gas emissions: for policy appraisal and evaluation - GOV.UK \(www.gov.uk\)](#)

In 2022/23 HOME:

- **Ensured 0% of waste went to landfill:** HOME have introduced waste monitoring and reduction, establishing a waste log to allow HOME to work with internal departments and Wardley in terms of reducing waste production.
- **Prepared an Action Plan demonstrating progress towards Zero Carbon:** HOME actively support Manchester's Zero Carbon strategies by embedding sustainability into the heart of the organisation and its operations and programming.
- **Trained 100% of staff in carbon literacy:** as the first arts and cultural venue in the world to have 100% of their staff accredited as carbon literate, HOME continued to train their workforce, enabling their staff to become sustainability champions, communicating climate awareness and driving change in the local community, audiences, partners, and stakeholders.
- **Signed up to a Carbon Reduction Programme:** HOME have delivered and embedded into the organisation a carbon reduction action plan based on staff pledges from the carbon literacy training. They have been reporting and measuring their carbon footprint.

HOME has a sustainable travel policy, is part of the Corridor Manchester Sustainable Travel Group and partners with Transport for Greater Manchester (TfGM) Travel Choices to promote best practice for staff travel. HOME encourages staff and audiences to travel sustainably to and from the venue, including by:

- Offering a cycle-to-work scheme;
- Providing onsite bike storage, lockers, and showers; and
- Delivering regular bike maintenance and training workshops.

In 2022/23 around **68% of employees commuted by sustainable means of transport.**

5 Supporting the Cultural and Creative Sector

HOME has continued to play an important role in the wider sector by creating opportunities for artists, supporting freelancers across Manchester, and helping develop a pipeline of creative talent for the local economy. Examples of activities delivered are outlined below.

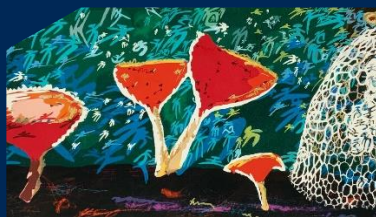
Talent Development

In 2022/23 HOME delivered talent development opportunities for 1,768 independent practitioners, artists, and companies across Greater Manchester. This achievement represented 136% of its annual target and reached 31% more people than in 2021/22. Around 39% of participants were BME and 18% had disabilities (above targets of 25% and 10%, respectively).

Commissioning New Works and Artist Opportunities

HOME commissioned 46 new works in 2022/23, including 11 theatre productions, providing new opportunities to artists and creators, exceeding the annual target of 40, and above the number achieved in the past three years. HOME has created many opportunities for artists, supporting the local creative and cultural sector. In 2022/23 500 artists were engaged/ commissioned, meeting the annual target.

Examples, supporting local artists and cultural ecosystem, include:

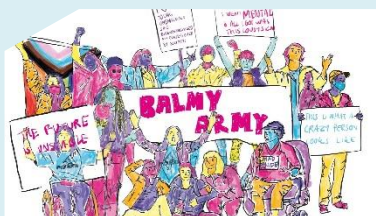


Venessa Scott:
Human. Nature
October – November 2022

Venessa Scott is **Greater Manchester** based public artist based in who works across painting, illustration and large-scale murals. Venessa is a specialist in Creative Education, recognised widely for her contribution to the arts and cultural sector in the North. Venessa been nominated and recognised as a 'Great Mancunian; A person who has had a significant cultural and creative impact on the City of Manchester and its surrounding areas'.

Venessa Scott presented a brand-new solo exhibition at HOME that considers what the world of fungi can teach us about being human through the observation of connected nodes and mycelium networks. Venessa is interested in drawing parallels with nature so we can contemplate what we can learn from the world around us and how it influences our everyday lives.

The exhibition brings together a series of smaller scale paintings that inform a larger-scale mural. The works explore the mystery, power, and untapped potential of vast networks of fungi that extend around our planet. Fungi are cited as one of the first complex life forms and Venessa takes inspiration from how they are intrinsically linked to the human experience and critical for life to survive on earth.



Balmy Army

The Balmy Army project worked with young people to explore art and activism, reflecting on the state of available mental health and disability support for young people. In 2022/23, this project involved 9 artists and 70 young artists aged 14-25 over 10 months, all with lived experience of mental health from across Greater Manchester, to reimagine Mental Health Care for Young People and reflect on the state of available support for Young People.

This work has led to the creation of an exhibition at HOME during summer 2023, featuring new works of video, performance,

painting, activism, and poetry created for the gallery, the street and social media.



Belonging
November to December 2022

Belonging is a group exhibition showcasing the work of **18 artists** from **Stockport-based collective, Underbank Studios** and was displayed in HOMEs Granada Foundation Galleries.

Through multiple mediums and practices each Underbank Studios artist explore their unique and personal sense of belonging. Collectively, the exhibit includes bright and conceptual drawings, paintings, prints and ceramics. Belonging raises a dialogue between the individual and their surrounding environments—whether they be physical spaces, inward reflections, fantasy worlds, or digital realms. Community and 'feeling at home' are important to the studio collective. The female-led organisation strives to create an inclusive space where people feel welcome and accepted. Belonging echoes, the studios inherent value of connection, which is intrinsic to how they work. The exhibition is an extension of the studio's intentions as a physical arts space and was also a homage to the feeling of being a part of the arts community within the Stockport area.



PUSH Festival 2023
January to February 2023

PUSH Festival is a **biennial festival celebrating North West creative talent**. Over four weeks, HOMEs stages, screens and spaces showcased and premiered works from around the region, as well as offering opportunities for creatives to meet industry professionals, share ideas and inspiration and develop their skills.

The 2023 festival included newly commissioned works across a range of artforms, including theatre from Isabella Leung and Liam Rees, a new digital work by Anna West (Idontloveyouanymore), a solo exhibition featuring new work by Tara Collette, an online soap opera by Lowri Evans, and Artist Films from Katie Mason and Suzy Mangion, Martha Jurksaitis, and Steve Oliver, presented as part of the Spit That Out Film Programme. A range of programmed work was also shown, including performances by Box of Tricks, Ink and Curtains, Monkey wood Theatre, Mothers Who Make, Darren Pritchard, Ugly Bucket, Panoptical, Josh Coates, Amy Townsend-Lowcock, a live podcast recording from Scottee, and a sound installation by artist Jenny Gaskell.

PUSH Festival 2023 also included a series of workshops and other artist development opportunities including playwriting workshops, producers' panel discussions, film making 101 sessions, clowning workshops, sound design workshops, writing for TV sessions and other practical events such as explaining tax returns for theatre makers. HOME worked with Wall to Wall, the production company behind the hit TV series *Waterloo Road*, who hosted a 'Get into TV' workshop as well as an 'Open Set' discussion about the roles available in TV in the Manchester region.

Manchester 2023 ISPA Congress

While not delivered in the 2022/23 financial year, HOME in partnership with Manchester City Council, GMCA, MIF and Marketing Manchester organised the Manchester 2023 International Society for the Performing Arts (ISPA) conference, which took place in June 2023. The conference attracted 393 delegates from 45 countries across the globe. As an evaluation of the event found, the conference

helped to promote Manchester's cultural ecology and foster relationships regionally, nationally and internationally which will continue to generate benefits going forward.

HOME Arches

Construction of HOME Arches commenced in the first quarter of 2023 and is due to complete in May 2024.²⁰ It is being funded through £2.3m of Government Levelling Up funding, a £0.7m contribution from Manchester City Council and £0.5m fundraised by HOME, including grants from the Foyle and Woolfson Foundation.²¹

HOME Arches will be used by artists from various backgrounds, allowing for expanded programmes of education and artistic development to be accommodated, benefiting both the current and prospects of the sector. The offer of free rehearsal space and the ability to accommodate an expanded programme of school engagement and training activity will play an important role in the creative sector's growth and resilience. The use of this space, once completed, will provide scope for HOME to continue to expand the benefits it generates for the city and wider sub-region in future years.

²⁰ [Historic Manchester railway arches to become artist training ground - Place North West](#)

²¹ [HOME Arches - HOME \(homemcr.org\)](#)

6 Conclusions

HOME remains an important contributor to Greater Manchester's economic and social well-being.

In 2022/23, through its multi-faceted roles as an employer, visitor attraction and purchaser of local goods and services, HOME is estimated to have supported **310 FTEs**, generating estimated **GVA of £24.6m**, when the direct, indirect and induced impacts are considered together. The impacts accruing to the Greater Manchester economy are expected to total 260 FTEs and £19.5m of GVA. These are significant contributions at a time when the creative and cultural sector continues to recover from the impacts of the pandemic and responds to the ongoing challenges presented by the cost of living and energy price crises.

HOME, through its broad engagement programme and volunteering activities, helps to actively engage residents in the arts and provide employment and training opportunities, generating a wide range of social benefits to individuals and communities. HOME is committed to reducing its carbon footprint and promoting sustainable travel. The quantified social value, health and wellbeing, and environmental impacts are estimated to total **£0.7m** for 2022/23. The unquantified benefits to individuals of participating in activities at HOME will also be significant, supporting quality of life and wellbeing objectives across the city and sub-region.

Supporting ongoing talent development and opportunities for those operating in the sector, alongside the planned completion of HOME Arches during the first half of 2024, provide potential for HOME to continue to expand its contribution in future years.

