

PRESS RELEASE

1 Dec 2020

New report: Arts venue HOME had £26 million impact on Greater Manchester economy in 2019/20

- Assessment report shows the financial value of arts venues to towns and cities
 - Figure includes £1 million cost saving to the NHS
- HOME Director and CEO Dave Moutrey says: "Without arts organisations cities are poorer not just metaphorically – but literally."



Embargoed until: 00.01am Wed 2 Dec 2020

Manchester multi-arts venue HOME had an economic impact to the city of £26 million in 2019/20 according to a new assessment, including £1 million in health and wellbeing cost savings for the NHS.

Dave Moutrey, Director and CEO of HOME, said: "At a time when it feels more important than ever for arts organisations to show their worth, this assessment proves that not only

HOME

does HOME play a vital role in the arts ecology of Greater Manchester, it plays a crucial part in the region's financial success as well.

"We're exceptionally proud of the results of this assessment. The fact that these figures are so high despite the impact of Covid-19 starting to be felt in February and March shows how devastating the loss of arts venues would be to the city.

"Without arts organisations cities are poorer not just metaphorically – but literally."

The assessment was carried out by economic research and consultancy firm Ekosgen and took into account HOME's role as a provider of local employment, as a driver of visitors to the city and the organisation's purchasing power within local supply chains.

The details are released the day HOME was due to reopen following the national lockdown (2 Dec). Under Tier 3 rules, arts venues must remain closed, despite having made significant investment into becoming Covid-secure, in a move Moutrey criticised in [an open letter to MPs](#) for preventing "one of the few joyous and safe options available to families this Christmas."

Through direct employment at HOME and their catering partner Wardley plus induced employment – jobs in the city that are supported by the spending of employees at HOME – the assessment calculated a Gross Value Added (GVA) figure of HOME as an employer of £12.3 million per year.

Additionally, the report shows just what a huge percentage of employees at HOME live in the local area – with four-fifths of HOME's staff Greater Manchester residents while among those working for Wardley, HOME's catering partner who run their bar and restaurant operation, that figure rose to 100 per cent.

As a visitor attraction, Ekosgen calculated that HOME added £11.2 million to the local economy in visitor spending, and almost £1.5 million added to the local economy through purchasing goods and services in the local supply chain.

The social value was calculated by looking at the value of volunteering hours delivered by the organisation, and using research which highlights the social benefits arising from engagement in arts and culture.

In addition to drawing audiences for its three artforms – film, theatre and visual art – HOME runs an extensive engagement programme which in 2019/20 worked in partnership with 124 schools and colleges, and supported three paid internships, four apprenticeships, 364 work experience participants and 2,795 talent development opportunities. Over the course of the year, the team delivered 3,528 sessions engaging 21,910 active participants.

Using research by Simetrica and the Department for Digital, Culture, Media and Sport (DCMS) which identified engagement with the arts as reducing GP visits and the use of



mental health services, the report calculates that HOME generated a cost saving of £1 million per year for the NHS.

NOTES TO EDITORS

Copies of the full assessment report are available on request. For more information or interview requests, please contact Kat Harrison-Dibbits, Head of Communications at HOME, on 07833 523295 or email Kat.Harrison-Dibbits@homemcr.org

Figures breakdown:

Economic benefits (£24.9 million):

- Benefits from local employment - £12.3 million annual GVA
- Benefits from HOME as a significant visitor attraction - £11.2 million annual GVA
- Benefits to local supply chain - £1.4 million annual GVA

Social benefits (£1 million):

- 8,149 volunteer hours delivered by 285 volunteers resulting in £77,600 of social capital
- £1 million health and wellbeing cost savings

Report completed by ekosgen, August 2020. Assessment draws on multiple information sources, including information held by HOME and Wardley Ltd, 2019/20 visitor surveys, official ONS datasets, HCA's latest additionality guidance and sector specific reports by Cebr and Oxford Economics. The resulting findings reflect both facility specific intelligence and the application of recognised assumptions and benchmarks to allow the gross impacts of HOME in the Greater Manchester economy to be recognised.

HOME is Manchester's centre for international contemporary culture. Since opening in May 2015, HOME has welcomed over two million visitors to its two theatres, five cinemas, art gallery, book shop and restaurants. HOME works with international and UK artists to produce extraordinary theatrical experiences, producing an exciting mix of thought-provoking drama, dance and festivals, with a strong focus on international work, new commissions and talent development.

HOME's ambition is to push the boundaries of form and technology, to experiment, have fun, take risks and share great new art with the widest possible audience. The patrons of HOME are Danny Boyle, actress Suranne Jones, playwright and poet Jackie Kay CBE, artists Rosa Barba and Phil Collins, filmmaker Asif Kapadia, and actress and author Meera Syal CBE. www.homemcr.org
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