

PLYMOUTH CULTURE

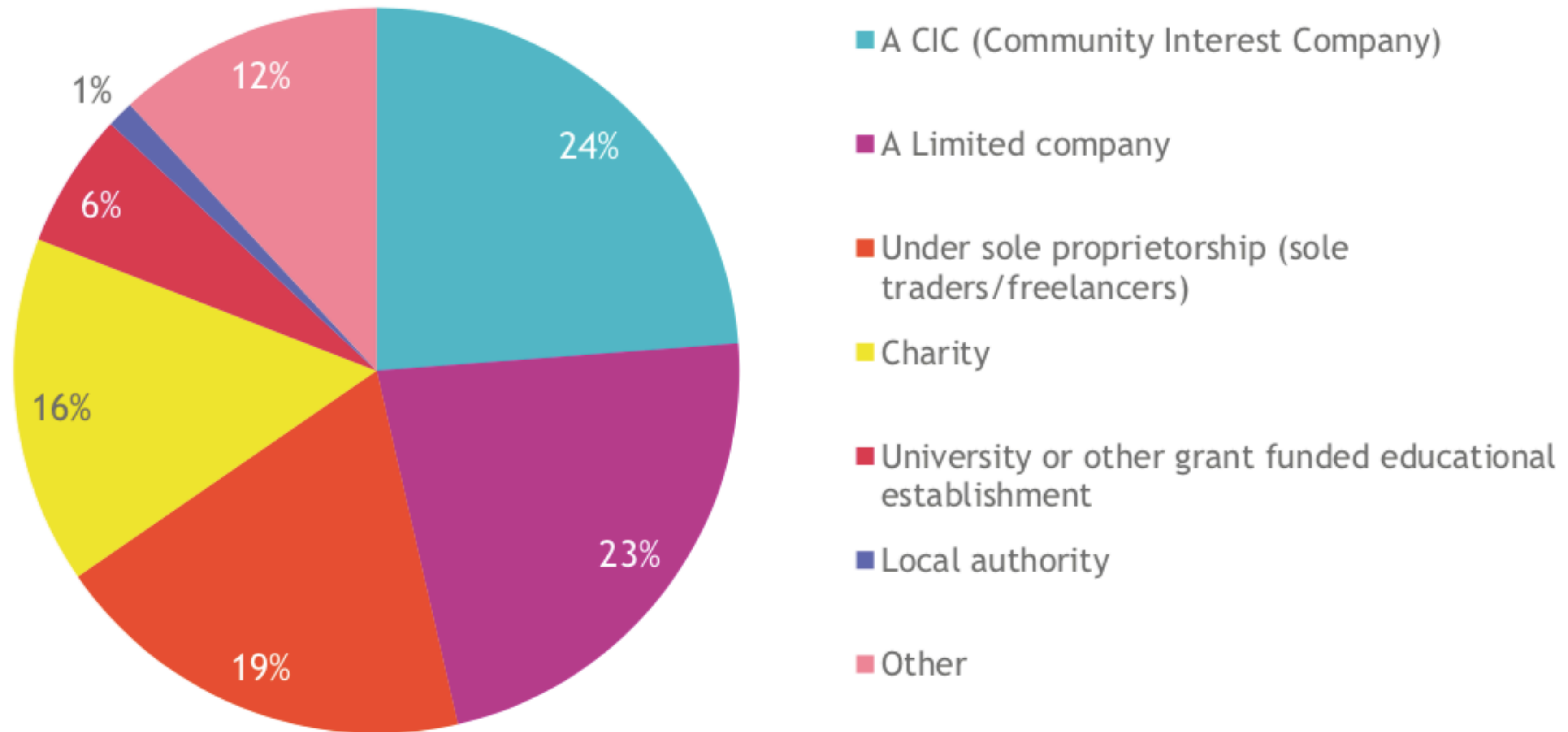
SECTOR SURVEY RESULTS

COVID IMPACT

RESPONDENTS

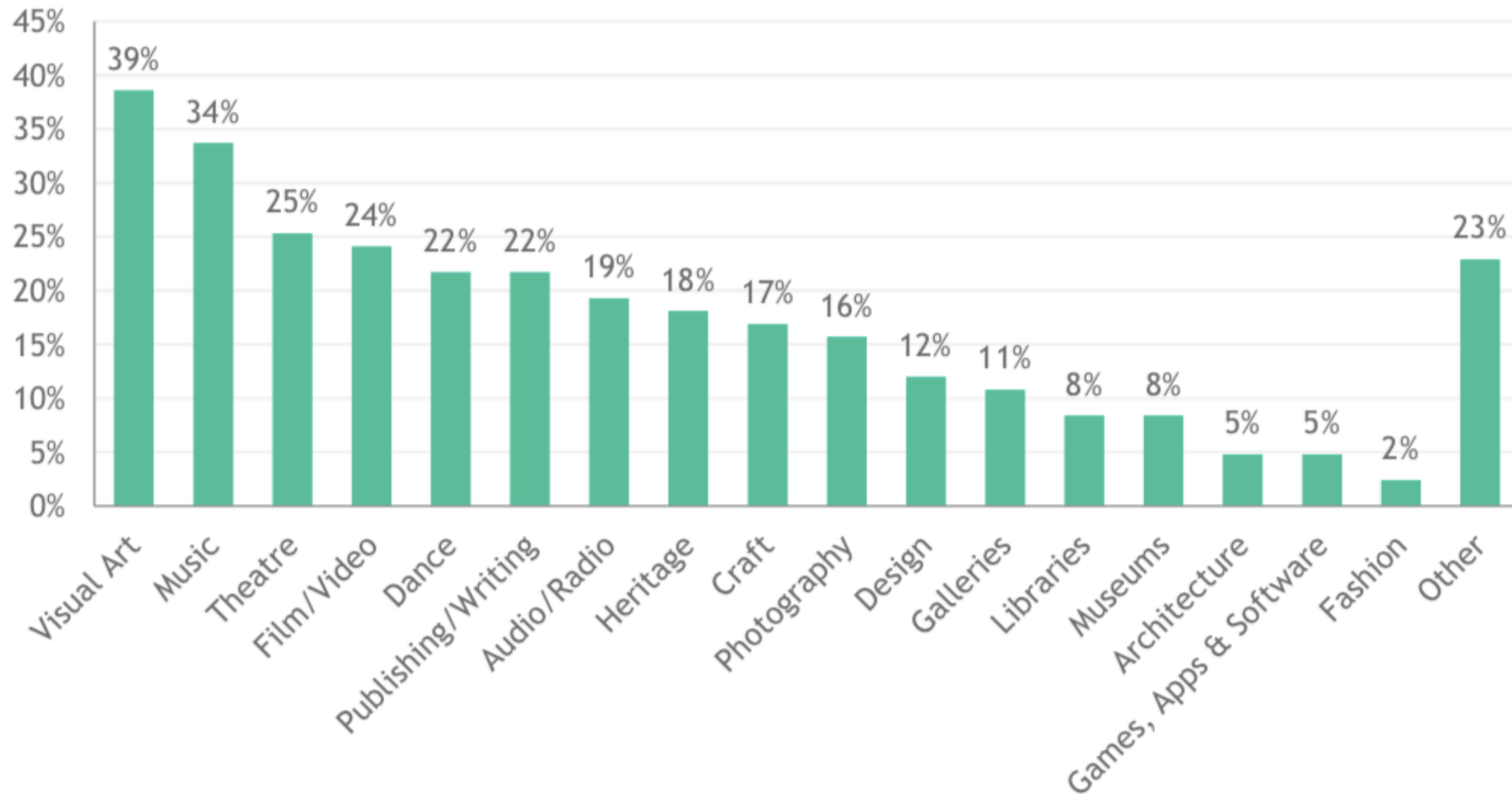
- ▶ The survey was issued directly to **164** individuals/organisations
- ▶ This included the arts and culture organisations, creative and digital sectors
- ▶ In total **114** responses were received
- ▶ Once cleaned we have a working sample size of **87** responses
- ▶ The data has been collected between the 20th of May and the 9th of June 2020

ORGANISATION TYPE



Base: 84 organisations

SECTOR/ARTFORM



Base: 83 organisations

79% OF ORGANISATIONS PROVIDE CULTURAL SERVICES, EVENTS OR OPPORTUNITIES TO THE PUBLIC

THESE ORGANISATIONS HAVE A COMBINED AUDIENCE OF JUST OVER ONE MILLION PEOPLE

94% OF AUDIENCE MEMBERS WERE RESIDENT IN PLYMOUTH

Services to the public

45% OF ORGANISATIONS PROVIDE CULTURAL SERVICES, EVENTS OR OPPORTUNITIES TO OTHER ORGANISATIONS

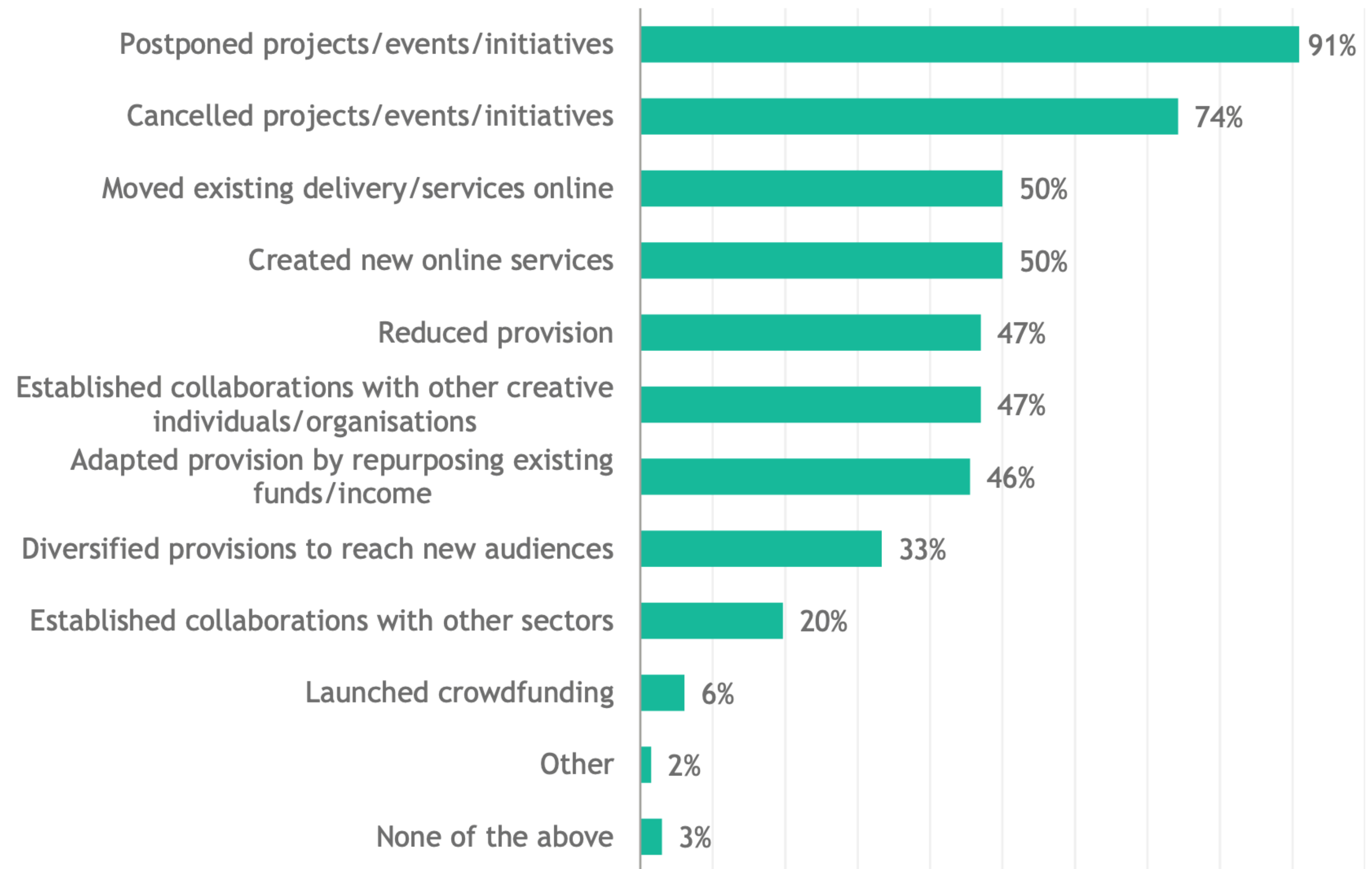
RESPONDENTS WORKED WITH 753 ORGANISATIONS IN 2018/19

79% OF THESE BUSINESSES WERE BASED IN PLYMOUTH

Services to other organisations

EARLY IMPACTS – WAYS OF WORKING

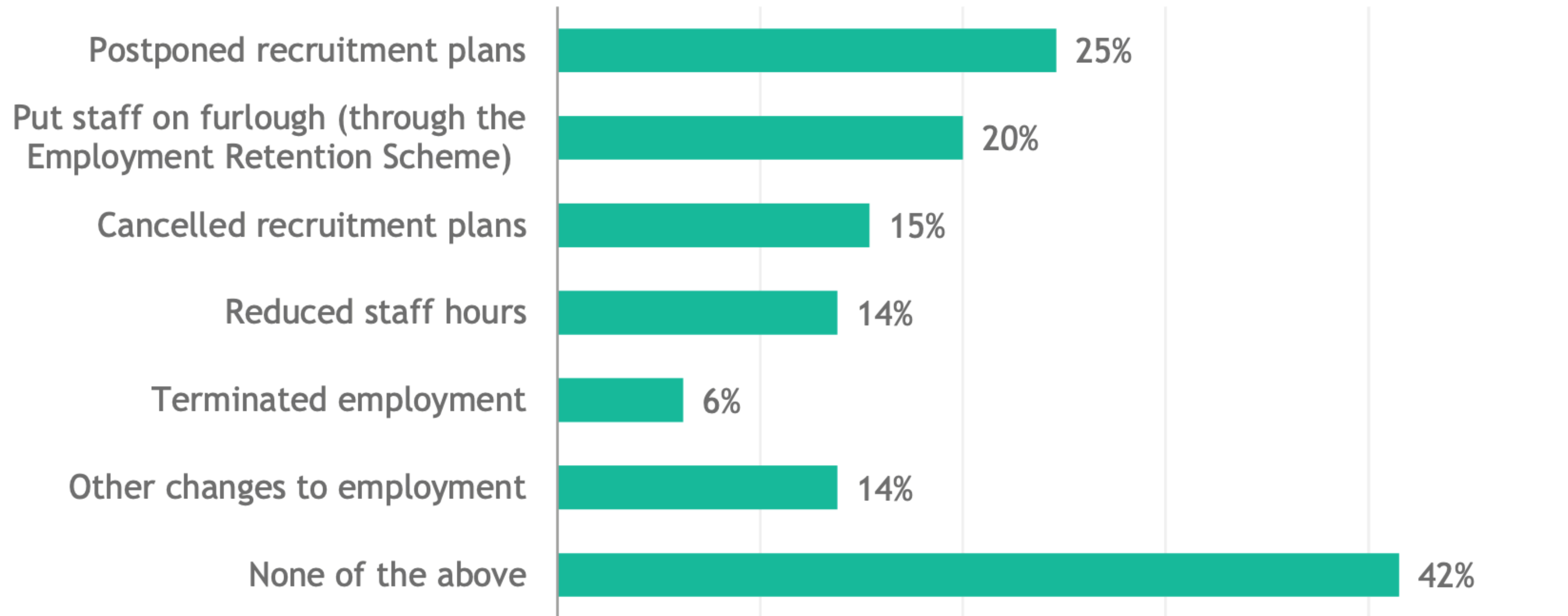
Q. WHAT CHANGES HAVE YOU MADE TO DATE TO THE WAY YOU OPERATE AS A DIRECT RESULT OF COVID-19?



Base: 66 organisations

EARLY IMPACTS - STAFFING

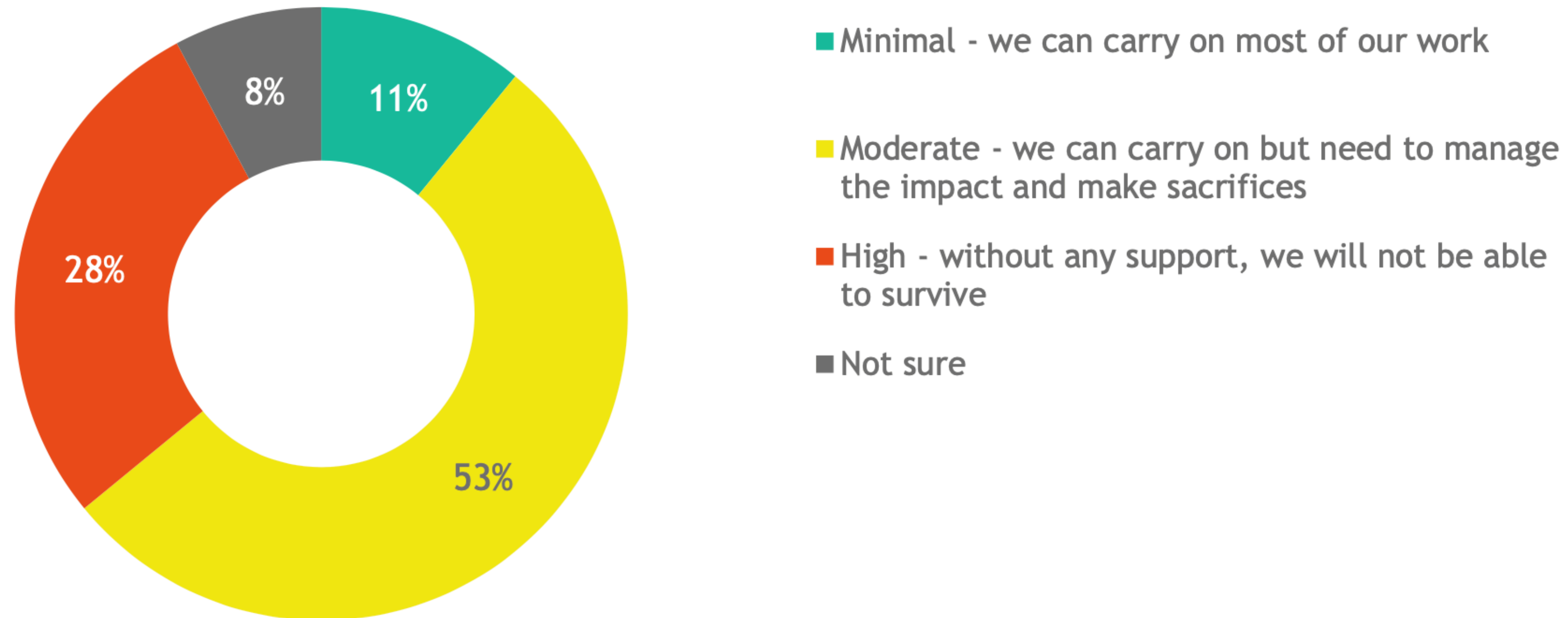
Q. WHAT IMPACT HAS COVID-19 HAD ON YOUR STAFFING DECISIONS TO DATE SINCE SOCIAL DISTANCING AND LOCKDOWN MEASURES WERE INTRODUCED ON THE 23RD OF MARCH?



Base: 65 organisations

EARLY IMPACTS - INCOME

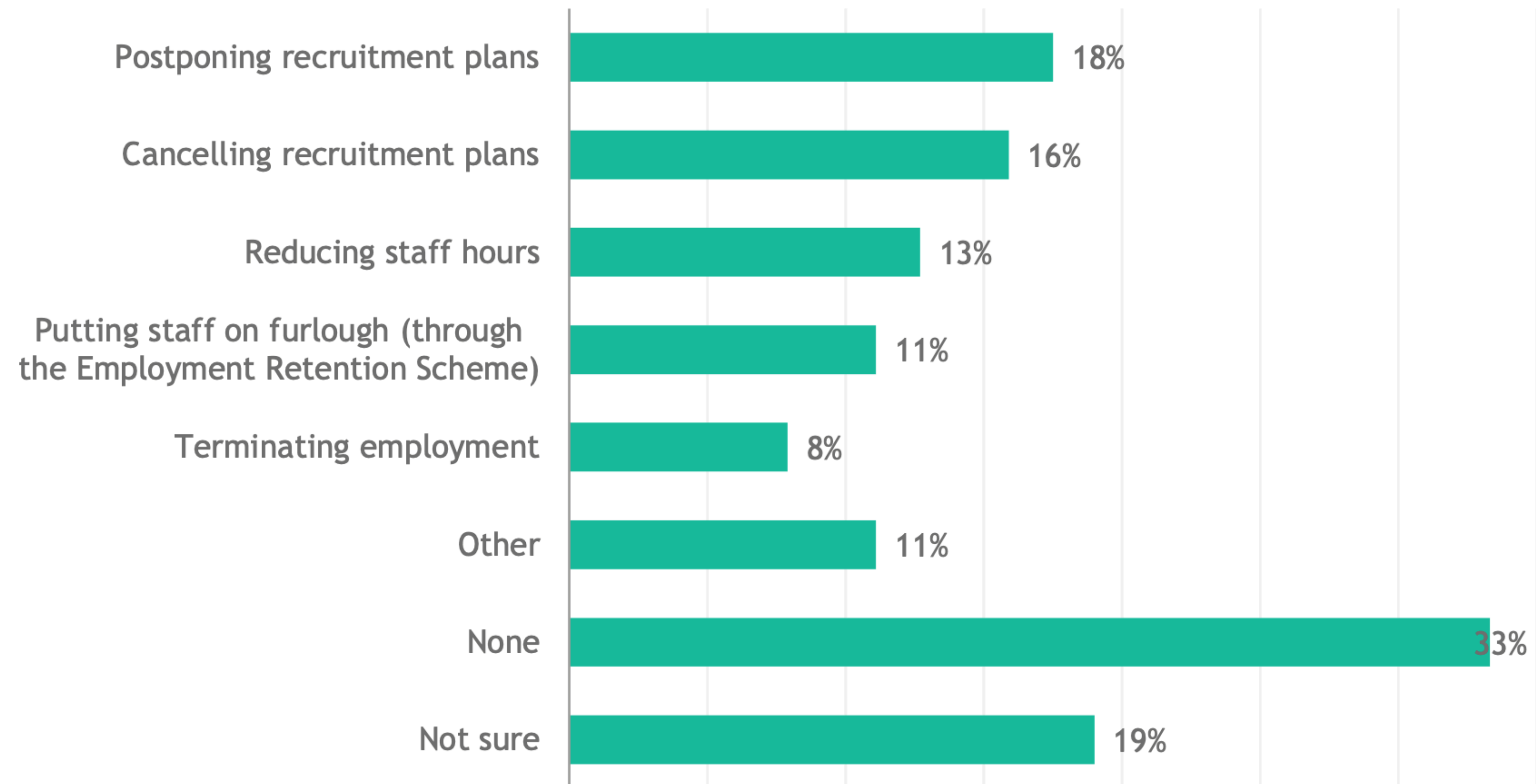
Q. WITHOUT ADDITIONAL SUPPORT (FINANCIAL OR OTHERWISE), WHAT LEVEL OF RISK DOES THE COVID-19 CRISIS POSE TO THE VIABILITY OF YOUR PRACTICE/BUSINESS/ORGANISATION OVER THE NEXT 12 MONTHS?



Base: 64 organisations

FUTURE IMPACTS - STAFFING

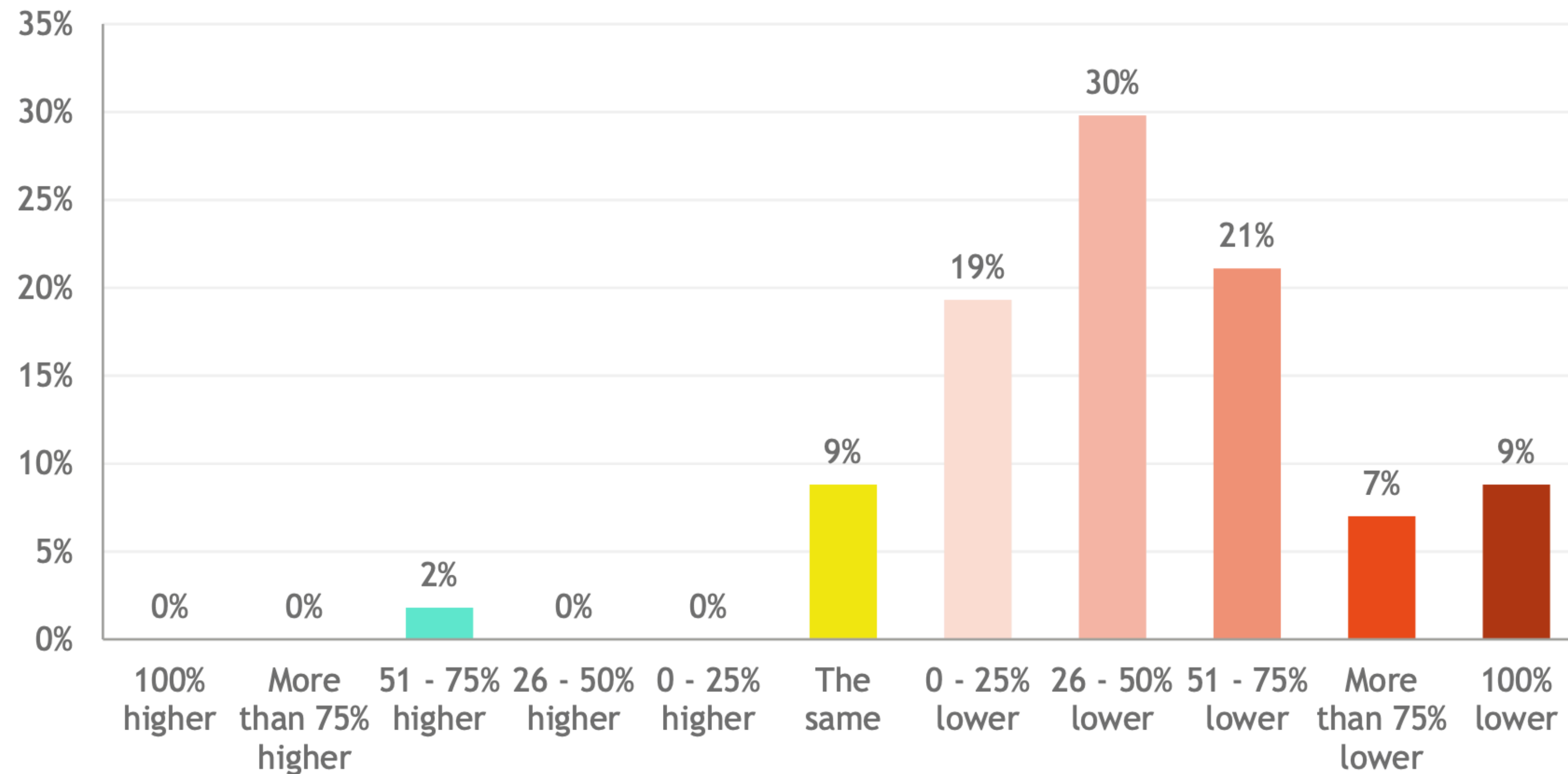
Q. WHICH CHANGES IN EMPLOYMENT DO YOU PLAN ON MAKING OVER THE NEXT 12 MONTHS, IF COVID-19 CONTINUES TO IMPACT DAILY LIFE?



Base: 63 organisations

FUTURE IMPACTS - INCOME

Q. IN PERCENTAGE TERMS, APPROXIMATELY HOW MUCH HIGHER/LOWER DO YOU THINK YOUR INCOME IN THE NEXT SIX MONTHS WILL BE?



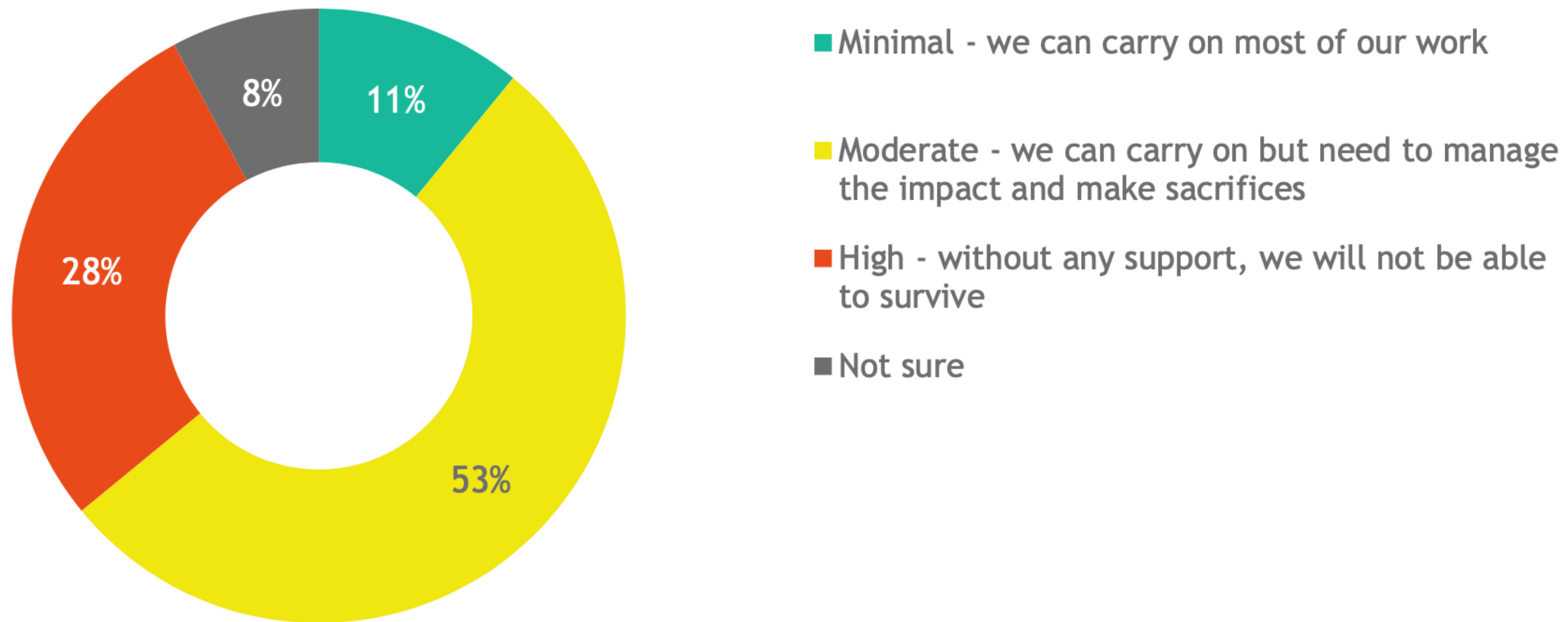
Base: 55 organisations

**ANTICIPATED OVERALL FALL OF OVER
£13.4M INCOME OVER THE NEXT 12
MONTHS**

Future Impact

RECOVERY AND SUPPORT

Q. WITHOUT ADDITIONAL SUPPORT (FINANCIAL OR OTHERWISE), WHAT LEVEL OF RISK DOES THE COVID-19 CRISIS POSE TO THE VIABILITY OF YOUR PRACTICE/BUSINESS/ORGANISATION OVER THE NEXT 12 MONTHS?



Base: 64 organisations

RECOVERY AND SUPPORT – IMPACT

Q. CONSIDERING ADDITIONAL IMPACTS OF THE COVID 19 CRISIS (OTHER THAN FINANCIAL) WHAT ELSE DO YOU THINK MAY BE AFFECTED IN YOUR ORGANISATION ?

- ▶ Collaboration opportunities
- ▶ Information and advice
- ▶ Ability to develop hybrid models of operating
- ▶ Audience confidence
- ▶ Impact on cultural tourism
- ▶ Fewer risks with programming
- ▶ Work around activism, social value and relevant work
- ▶ Lose of energy and momentum
- ▶ Mental health of those working or unable to work in the sector
- ▶ Business development and project funding

RECOVERY AND SUPPORT – SHORT TERM HELP

Q. BESIDES FINANCIAL AID/RELIEF, WHAT DO YOU THINK WOULD REALLY HELP YOU IN THE SHORT-TERM (THE NEXT SIX MONTHS)?


- ▶ Joined up approach to re-opening (including clarity and advertising)
- ▶ Shared strategy - agree city priorities
- ▶ Better connection and collaboration
- ▶ Training and mentoring to reopen and adapt
- ▶ Advocacy

RECOVERY AND SUPPORT – RETHINKING

Q. WHAT ARE YOUR MAIN CONCERNS ABOUT THE SECTOR IN THE CITY OF PLYMOUTH (AND REGIONALLY AND NATIONALLY) BEYOND THE CRISIS ITSELF?

- ▶ Impact on young people
- ▶ How we get audiences back
- ▶ How we share resources and collaborate
- ▶ Open communication
- ▶ Risk-averse programming
- ▶ Unemployment rates - impact on sector and audiences
- ▶ Return to previous challenges for the arts/culture
- ▶ Fractures under pressure
- ▶ Sector leadership

PLYMOUTH CULTURE

 the audience agency

Plymouth Culture is a sector support organisation funded through ACE and Plymouth City Council. We are an independent charity established to support the development of the sector, through advice and brokerage, and to provide strategic leadership across the creative and cultural industries in the city.

This survey was developed with the support of The Audience Agency, a mission-led charity with the purpose to enable cultural organisations to gain a deeper understanding of their current and potential audiences.