



**culture
team**

Bristol City Council

Bristol Cultural Impact Survey 2023/24

Guidance document for organisations

Survey Closing Date:

Friday 17th January 2025

Link to survey:

[Smart Survey: Cultural Impact Survey](#)

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Welcome

Hello and welcome to the guidance for the Bristol Cultural Impact Survey! We're glad you found your way here.

If you are an organisation that creates cultural work, run events, festivals, club nights, are designers, makers, dancers, studio managers, libraries, museums and more, then we need you!

We want as many cultural organisations to fill this out as possible so we can show the impact of the sector on maintaining and shaping Bristol as a cultural city, and use the evidence to support action and policy locally, regionally, and nationally.

This guidance document gives you the background to the survey and the step-by-step information on the questions.

Use what is useful to you; the online survey has all the information by the questions too so you could easily just jump straight in there, but if you prefer to have more detail, read on.

If you have any questions, we will be running some sessions to talk people through the survey which will be advertised here:

- Online session: [Bristol Cultural Impact Survey online session Tickets, Tue, Nov 19, 2024 at 1:00 PM | Eventbrite](#)
- In person Session: [Bristol Cultural Impact Survey - in-person session Tickets, Thu, Nov 21, 2024 at 10:30 AM | Eventbrite](#)

Or you can email the Arts Development Team on ArtsDevelopment@bristol.gov.uk

What is the Bristol Cultural Impact Survey?

The Cultural Impact Survey is an annual survey for the cultural sector in Bristol that aims to provide a long-term picture of the organisations and the sector within the city. It will also measure economic impact and social value to understand economic and social trends across the culture sector. This information will be used to advocate for culture in the city to political and council leaders, other funders, West of England combined Authority and to share with you, the city's culture sector.

Gathering information from organisations working in and across arts, events, culture, heritage and libraries, we will create an annual report that:

- Evidences the economic and social value & impact of the sector, and how it acts as a driver for growth and investment and sustainable working practices.
- Is a tool for advocacy to support conversations within the council, and externally regionally and nationally to maintain and attract inward investment and funding.
- Creates a data-driven evidence base that highlights opportunities and gaps in provision e.g. training, to show where interventions or additional support, funding or advocacy is needed.
- Organisations who complete the economic and social value questions will be given evidence of their individual impact in the cultural ecology of the city, giving them a resource to apply for funding.

This year is the first time we are running the survey. It is crucial to gather responses from as many organisations as possible. Doing so will help us create a strong and accurate baseline of cultural impact for Bristol that truly reflects the value and diversity of our cultural sector.

The data will be used as evidence to support existing work such as the development of a new Cultural Strategy for Bristol (as seen below).



Image: Outcomes of the Cultural Impact Survey and the development of the Cultural Strategy

Image shows a flow diagram with cultural organisations completing the Cultural Impact Survey 23/24, and how it will be used. An arrow from the cultural impact survey is the data being analysed and outputs shown in three separate boxes, evidences social value impact, economic impact and creates a public cultural dataset for Bristol. There are broken arrows showing there is a flow of social value impact and economic impact data back to organisations themselves (note this is if organisations have completed the relevant questions in the survey only). The next arrow shows that this evidence and data then goes to support the creation of the New Cultural Strategy for Bristol. Four additional arrows feeding into the strategy are the Cultural ecosystem, Sector engagement and consultation; Cultural Infrastructure Survey and the Cultural Investment Programme. The final output from the new cultural strategy for Bristol is an action plan and initiatives.

Who is it for?

We want to be able to evidence the impact of the cultural sector. For these purposes, culture has been defined as those who work in the following artforms and uses a combination of Department for Digital, Culture, Media & Sport (DCMS) groupings, Arts Council England and Bristol-specific focuses:

- Circus, Combined Arts, Crafts, Dance, Design, Digital Arts, Literature / Poetry / Spoken Word, Live Art, Music, Photography, Theatre, Visual Art, Heritage, Museums, Libraries and the Night time Cultural Economy (NTCE) Festivals and events (including food, excluding sport), Nightclubs and electronic music spaces (NTCE), Live music venues (NTCE), Cinema (NTCE) or any combination of these art forms.

If the main purpose of your organisation is listed above, then we would like you to complete the survey.

Additionally, if your organisation has been in receipt of Cultural Investment Programme funding (e.g. Imagination or Openness grants), you will need to complete the Impact survey as part of your grant conditions and final reporting. This will replace the final year evaluation report you may have completed in previous years.

What are you asking for and how long will it take?

We are asking organisations to complete the survey with data from the previous financial year, for example if you're completing in November 2024, it would be using data from April 2023 – March 2024.

You can do the survey at your own pace and save and return to where you left off, so it isn't essential to complete in one go. **The survey will close on 10th January 2025 and the analysis will be available in Spring 2025.**

This is an in-depth survey and we are asking for information on the following areas:

- **Your organisation**
- **Organisational impact**
- **Cultural infrastructure**
- **Funding, income and expenditure**
- **Employment**
- **Activities and audiences**
- **Education engagement**
- **Environmental sustainability**
- **Workforce demographics**
- **CEO declaration**

To complete it in full, you will need to have access to a range of information including management accounts, most recent end-of-year reporting, employment data, and information on what you've delivered, where and with whom. **Depending on how you currently collect and hold your data, and how much you have, it may take a day or two to complete this.**

We appreciate that as this is the first year, you may not have all the data collected in the same format in 23-24. Please complete the survey to the best of your ability, and where reasonable, include it in your future collection and reporting methods e.g. postcodes of partners working with.

A spreadsheet version is available for you to use as a collection sheet if this is helpful, and we are using Smart Survey which has the functionality of being able to save and return to where you left off.

Once you have started your Smart Survey, you will be emailed a link to your personal survey. You can save this and keep returning to your submission, and saving as you go. You can also request the completed survey is sent to you when you submit, and the survey software will send you your completed copy.

How will the information be analysed?

We are gathering information to better understand the impact organisations have on both the local economy and the wider community. This survey is designed for a range of cultural organisations, from volunteer-led groups to well-established cultural institutions.

For both commercial and not-for-profit organisations, we can measure economic impact by looking at factors like contribution to the local visitor economy and Gross Value Added (GVA). Alongside this, we will also be collecting data to assess social impact, such as how an organisation supports community wellbeing, cultural engagement, and social inclusion. By combining both economic and social factors, we aim to provide a well-rounded assessment of the full impact organisations bring to the local area.

The data will be used by Bristol City Council, [BOP Consulting](#) (who will be doing the analysis for the first year of the survey) and the West of England Combined Authority.

Information provided will be treated in the strictest confidence and in accordance with the UK General Data Protection Regulation (UK GDPR). Personal and sensitive information will be used solely for the purpose of monitoring the impact of the cultural sector in the city to ensure that everyone is treated fairly.

[Our privacy policy, which explains how we will process your personal information, how long we will retain it and your rights as a data subject is available here.](#)

Following the survey, it will be possible to provide organisations that have completed the social and economic value questions with figures specific to their individual economic and social impact. This will be done through population of a template/methodology that has been developed in partnership with BOP Consulting, a leading cultural consultancy. These results will help support your funding bids and advocacy efforts by quantifying the impact you have in the city.

The information and reporting will be used to support decision-making within Bristol City Council, and more widely with the West of England Combined Authority.

Background to the survey

The survey has been developed in response to conversations with the [One City Culture Board](#) around the need for a robust evidence base to support culture.

Manchester City Council have been running an annual survey for over 10 years which is used to set policy, and advocate for the culture sector. This model was a starting point for the Bristol version, and working with external stakeholders including The West of England Combined Authority and Bath & NE Somerset, the One City Culture Board, various teams across Bristol City Council and a pilot test group of a range of sizes of organisations in the city, the survey has been tested and honed to where it is now.

BOP Consulting as specialists in cultural and creative sector analysis, have been involved in supporting the creation of the survey and its framework, and will be doing the analysis of this first year.

The ambition is that the questions will create a universal method that can then be rolled out regionally and give comparable evidence of the sector more widely.

Guidance for filling in the survey (step by step)

1. Your Organisation

In this section of the survey, we will ask you to complete some basic details about your organisation.

- 1. Organisation name**
The name you give for your organisation needs to be the same as the full name shown on your governing document. If you have another name you are known by (for example, a trading name) then please add this in brackets after your formal name.
- 2. Organisation postcode**
Please use the postcode of your organisation's registered address, or the postcode of the correspondence address you regularly use.
- 3. Contact email**
Please enter the email address for the main contact in your organisation who is completing the application form. They will also receive an email confirmation when the application is submitted.
- 4. Company number**
Please enter your company registration number. This is the number your organisation is listed under with Companies House or with the Charity Commission. If you are a new organisation and don't yet have this, skip this question.
- 5. Art form your organisation focuses on; please select as many options from the list as relevant to your organisation. If the relevant artform is not listed, please select 'other' and specify the relevant artform(s).**

Cinema, Circus, Combined Arts, Craft, Dance, Design, Digital Arts, Festivals/Events (including food, excluding sport), Heritage, Libraries, Literature/Poetry/Spoken Word, Live Art, Live Music Venues, Museums, Music, Nightclubs/Electronic Music Spaces, Photography, Theatre, Visual Arts, Other, please specify

6. What is the relevant UK SIC Code for your organisation? Please select from the drop-down menu:

- A SIC Code (Standard Industrial Classification of economic activities) is a specific number or code that identifies the main type of business activity a company is involved in. When a company registers with Companies House, it uses this code to indicate its primary operations to help people understand what kind of work the company and its employees do. Arts Council England also uses SIC codes in their analysis of the sector. This means we have comparable data, and can also make use of secondary data sources to make the evidence as strong as possible.
- Further information related to SIC codes can be found at the following website: <https://www.gov.uk/government/publications/standard-industrial-classification-of-economic-activities-sic>

In column 1, 'Primary activity', please select one code which relates to the primary activity of your organisation (defined by what the people working in your organisation spend most of their time working on).

- We appreciate that you may not be able to identify a SIC code which is a perfect fit for your organisation, but ask that you select the code you consider to be most appropriate for the purpose of this analysis.
- The SIC codes listed have been selected based on the Department of Culture Media and Sport (DCMS) Creative Industries SIC codes list, and refined to align with the definition of culture established for this work. If the relevant SIC code is not listed, please select 'If another SIC code feels more appropriate than any of those listed, please specify' and specify the relevant SIC code. Where possible, please provide both the code and the associated description.

In column 2, 'Any other relevant activities', please select any other relevant codes which your organisation also delivers against.

7. Please select any other relevant UK SIC Codes which your organisation also delivers against.

Please select from list of options available.

2. Organisational Impact

In this section, you can tell us about the work you have been most excited about or proud of in the last financial year (from 1st April 2023 until 31st March 2024) and give any context to what has been happening for your organisation that differs from a typical year. You can tell us whether or not you're happy for Bristol City Council to follow up with you to create a public-facing case study.

8. Reflecting on the last year, what area of your work are you most proud of or excited about? (150 words)?
9. In the last year, if your organisation's performance was different from a typical year, could you provide any reasons or context for this change? (150 words)
10. Would you be willing for a member of the Bristol City Council team to follow up with you via email to discuss this further, with the potential of developing a public-facing case study/impact story?

Please select either yes or no.

3. Cultural Infrastructure

In this section, we want to know about the spaces in the city used for cultural activity and producing creative works. This includes public venues where people go to see or take part in an activity, like a theatre, music venue, and other spaces used primarily to make or create, such as a studio space, or your organisation's office.

This will help us to understand what spaces there are, how often they are used, and track any changes over time through our annual surveys and other work on creative spaces.

This section is split into two, either answering as an organisation that manages the space (e.g. runs the theatre, music venue and possibly rents out to tenants) **OR** as the organisation that is a tenant (e.g. in a building with multiple studio spaces, hiring a venue for a regular night).

11. Do you own or manage space(s) where culture and creative activities take place or are produced? For example, arts or community centres, theatres, museums, music studios, or light industrial spaces used for cultural purposes?

Please select either yes or no. Please note that this does not include hired spaces, i.e. if you hire space(s) from another organisation, please select 'no'.

12. What is the capacity of your space(s) used for cultural activities that is open to the public? Please provide the combined total capacity of all performance/event spaces.

In this question, when referring to 'capacity' we are referring to the total number of people that these spaces have the capacity to host, e.g. number of seats in a theatre. For

example, if you have 10 different cultural spaces within your organisation, your capacity would be the total number of people that could be hosted across those 10 spaces combined.

- 13.** What is the capacity of your space(s) used for production of culture (e.g. number of studio spaces / recording studios)?

In this question, when referring to 'capacity' we are referring to the total number of people that these spaces have the capacity to host, e.g. number of seats in a theatre. For example, if you have 10 different production spaces within your organisation, your capacity would be the total number of people that could be hosted across those 10 spaces combined.

- 14.** From 1st April 2023 to 31st March 2024, on average how many days/nights a week was your space(s) open?
- 15.** Do you hire space(s) to produce or deliver cultural and creative activities from another organisation, such as arts or community centres, theatres, museums, music studios, libraries, or light industrial spaces used for cultural purposes?

Please select either Yes or No.

- 16.** From 1st April 2023 to 31st March 2024, how many days/nights of the year did you rent/lease the space(s)?

4. Funding, Income and Expenditure

The questions in this section will provide us with an understanding of how cultural organisations in Bristol are funded, what the opportunities and risks are, and where it may be helpful to invest in additional support.

- 17.** Please have your most recent management accounts and/or end of year reporting to support in responding to this question. The survey is for the most recent financial year, so we are asking for figures from 1st April 2023 – 31st March 2024 when filling it in in Oct-Dec 2024. Did you receive funding from Bristol City Council in the financial year 2023/24?

Please select either Yes or No

- 18.** Is your organisation classified as a non-profit, such as a charity or foundation?

Please select either Yes or No

- 19.** Please provide your income breakdown for 2023/24 (£).

Please note this question contributes to your economic impact value.

In the first column, please provide a response in £ GBP. Due to the time of year, we appreciate these may be estimate figures rather than actuals.

In the second column, please provide an outline of what this figure includes, i.e. grant/contract names, fund names, funders, income sources etc.

Income	£	Supporting Information
Total Income for 23/24		
Bristol City Council investment (grants)		
Bristol City Council investment (contracts)		
Any other public investment? Examples include Arts Council England, West of England Combined Authority, Heritage Lottery, Big Lottery and university grants. Please provide information such as grant names in your supporting explanation.		
Contributed income? Examples include sponsorship, donations, fundraising events, private trusts and foundations.		
Earned income? Examples include: ticket sales, retail, catering, membership, venue hire and consulting fees, bank interest and expected income from tax relief claims.		
International funding? Funding received from organisations based outside of the UK.		

20. What was your gross profit for the most recent financial year (2023/24)?

Gross profit is the amount an organisation earns from its sales after deducting the cost of providing goods and services. Please enter 0 if your organisation did not make a profit in 2023/24.

[Please note this question contributes to your “Gross Value Added” Score](#)

21. What was the total amount you spent on employee salaries and individuals’ fees for the most recent financial year (2023/24)?

For the analysis, please include freelancers, artists/performers in this figure.

[Please note this question contributes to your “Gross Value Added” Score](#)

22. What was the total amount you spent on programming/activities for the most recent financial year (2023/24)?

[Please note this question contributes to your economic impact value.](#)

23. What was the total amount you spent contracting third party suppliers for the most recent financial year (2023/24)?

By third party suppliers we mean organisations and companies that provide goods and services essential to your operations, such as security companies, consultants, goods suppliers (e.g. office supplies) or infrastructure suppliers for events. Please note, individual freelancers are not included in this category.

Please note this question contributes to your economic impact value.

24. Please indicate whether the figures provided in questions 19-23 are actual or estimates. Please select one option: Actual, Estimate OR a Combination of the two.

25. Please provide a breakdown for the following benefits received from Bristol City Council in 2023/24 (£).

	£
<p>Bristol City Council directly operated facilities:</p> <p>Where you benefit from using Bristol City Council directly operated facilities, please roughly estimate the difference between what you are charged, and what the rent would be on the open market.</p>	
<p>Bristol City Council properties at reduced rates:</p> <p>Where you benefit from a reduced rent from Bristol City Council, please roughly estimate the difference between what you are charged, and what the rent would be on the open market.</p>	
<p>Bristol City Council Business Rates Relief</p>	

26. In the financial year 2023/24, were you an Arts Council England National Portfolio Organisation (NPO)?

- If you want to find out more about the Arts Council England National Portfolio Organisations please click [here](#).

27. In the financial year 2023/24, were you a recipient of Bristol City Council's Cultural Investment Programme (CIP)? If yes, please indicate which fund you are a recipient of. Please select one option from drop down menu.

28. Have you undertaken an economic impact assessment of your event/venue/organisation? Please select either Yes or No.

29. Please upload your economic impact assessment.

30. Based on your economic impact assessment, what proportion of spending by your audience occurs in the following places?

Please note this question contributes to your economic impact value.

- a) at your event/venue/organisation
- b) elsewhere in Bristol
- c) outside of Bristol (please specify location)

Please provide a figure which is the percentage value.

5. Employment

In this section, we are asking for specific data about the number of people currently employed by your organisation, and how many people have worked for you in the past financial year.

It is broken down into the types of contract people have. This includes Full Time, Paid Interns, Apprentices, Volunteers, Part Time, Freelancers, Artists & Performers and Third-Party suppliers. We want to know the total number against each heading, and the number of people who live in certain area postcodes in Bristol, or if they live outside of the city.

We are collecting the first section of the postcode only to ensure that we don't identify individuals. This will be used to help calculate the Social Value figure. If people are based in priority postcodes, the figure is higher. This is part of the analysis which aligns with the council's Social Value Policy, which in turn is delivered and measured against national Themes Outcomes and Measures (TOMs).

Please answer these questions. Whilst we appreciate this may take some time to do depending on the size of your organisation, your responses will help strengthen the wider evidence of the impact of culture across Bristol. Additionally, it will contribute to your organisation's Social Value Impact figure, which we can share with you at a later stage.

31. How many of the following did you have in your organisation between 1st April 2023 and 31st March 2024?

Please also provide a breakdown by postcode areas.

	Total number based inside and outside of Bristol	Total number based in BS2, BS4, BS5 or BS13 postcode areas	Total number based in BS1, BS3, BS6-12 or BS14-16 postcode areas
Full Time Equivalent (FTE) employees Please note this question contributes to your Social Value Figure			

Paid interns			
Apprentices Please note this question contributes to your Social Value Figure			
Volunteers			

32. How many of the following did your organisation engage/contract between 1st April 2023 and 31st March 2024?

Please also provide a breakdown by postcode areas, and detail the total number of hours worked by each group. This information is collected to convert the following categories of employment into FTE basis to enable social value calculation.

Please note this question contributes to your Social Value Figure

	Total number based inside and outside of Bristol	Total number based in BS2, BS4, BS5 or BS13 postcode areas	Total number based in BS1, BS3, BS6-12 or BS14-16 postcode areas	Total number of hours worked per week
Part-time employees				
Individual freelancers				
Artist & Performers				
Third-party suppliers: These are organisations and companies that provide goods and services essential to your operations (excluding individual freelancers), such as theatre companies, security companies or infrastructure suppliers for events.				

- 33.** What is the total number of weeks of work placements your organisation provided in between 1st April and 31st March?
 Work placements here can be defined as being either 1-6 week student placements (unpaid) or longer internships (paid living wage). This figure should not include voluntary work. In this question, we are looking for the number of weeks rather than number of places.

Please note this question contributes to your Social Value Figure

Total number of weeks	
Total number of weeks undertaken by participants based in BS2, BS4, BS5 or BS13 postcode areas	
Total number of weeks undertaken by participants based in BS1, BS3, BS6-12 or BS14-16 postcode areas	

- 34.** Do you pay all staff the Real Living Wage or higher?

(£12.00 per hour as of 2024, in comparison to the National Living Wage in 2023/24, which was £10.42: <https://www.gov.uk/national-minimum-wage-rates>). Detail on the Real Living Wage can be found here: <https://livingwage.org.uk/>

Please select either Yes or No

- 35.** Are you an accredited Living Wage Employer?

Please select either Yes or No

- 36.** Do you have a professional development offer available to staff?

Please select either Yes or No

- 37.** Do you have a professional development offer available to freelancers you engage?

Please select either Yes or No

6. Activities and Audiences

In this section, the questions we are asking will help us to build a picture of what is happening where, and who has access to the cultural activities and events offered by cultural organisations in Bristol.

For this section, the term 'audiences' refers to people who took part in or attended the cultural event/activities in question, i.e. audience members, visitors and participants, rather than those just passing through a space in which an activity or event was taking place.

- 38.** Where your organisation was the lead partner, please provide the number of each type of activity/event delivered and the total attendance figures across these activities/events.

Please do not include any work focused with Early Years settings, schools or Further Education Colleges as these will be counted separately in education engagement. Non-educational youth based activity taking place outside of education settings should be captured here.

Attendance can be established using the following rationale: an individual may have attended three cultural events in Bristol in 2023/24, and therefore they will be counted three times.

Event type	Total Number of activities and/or events	Total attendance /audience
<p>In-person cultural events and activities which took place within the Bristol City Council (BCC) authority area in 2023/24.</p> <p>This includes but is not limited to performances, workshops, exhibitions, screenings, festivals, concerts, publications – please do not include digital distributions or broadcasts in this figure, as these will be counted separately.</p> <p>Please note this question contributes to your economic impact value.</p>		
<p>In-person cultural events and activities which took place outside the Bristol City Council (BCC) authority area in 2023/24</p> <p>This includes but is not limited to touring works, performances, workshops, exhibitions, screenings, festivals, concerts, publications – please do not include digital distributions or broadcasts in this figure, as these will be counted separately.</p>		
<p>Cultural events and activities distributed digitally in 2023/24</p> <p>(E.g. Through simulcast, livestream, event cinema, recordings, online tours, etc.)</p>		
<p>Web based content and activities in 2023/24</p> <p>This refers to creative content product created to be consumed online. e.g. Podcasts, Vlogs, Twitch, Games, Applications, Interactive Stories, Online Learning Resources, Online Publishing. Excludes online documentation of an activity that has existed elsewhere (e.g. online version of a physical gallery or published). The audience refers to total views, downloads and plays.</p>		
<p>Broadcasts in 2023/24</p>		

Any production created specifically for television or radio and broadcast live or as a recording.		
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39. For cultural events and activities which took place **within the Bristol City Council (BCC) authority area** in 2023/24, please provide numbers for the following categories; if not known, please assume every visitor is a day visitor.

[Please note this question contributes to your economic impact value.](#)

A day visitor is anyone who attended a cultural event or activity, regardless of whether they are from Bristol or another location. An overnight visitor is someone who stayed overnight in Bristol as part of trip that involves visit to the cultural attraction.

Visitor Type	Number of Visitors
Day Visitor	
Overnight Visitor	

40. Please indicate whether the figures provided in questions 38-39 are actual or estimates. Please select either Actual, Estimated or A Combination of the two.

41. Do you survey your audiences?
Please answer Yes or No.

42. What are the average spends on trips to you (both at your venue and more broadly in local economy) for the following categories?

This question is asking how much how your visitors have spent as part of their visit to your venue or event. This includes travel to the venue, ticket price, food and drinks at the venue, gifts as well as any activities, and accommodation for non-local visitors. Some organisations may not collect data on visitor travelling metrics, but if you do, please include this in your answer.

A day visitor is anyone who attended a cultural event or activity, regardless of whether they are from Bristol or another location. An overnight visitor is someone who stayed overnight in Bristol as part of trip that involves visit to the cultural attraction.

Visitor Type	£
Day Visitor	
Overnight Visitor	

[Please note this question contributes to your economic impact value](#)

- 43.** Please provide the postcodes of where your cultural activities and events took place, e.g. BS1 4RN. If it was in a park or open space, please just include the first section of the postcode from the nearest street.

This should include activities based in Bristol and outside of Bristol. We will use this information to understand where culture happens, and be able to get a picture of which communities have access to culture locally, and where there may be areas of focus to support.

Please provide your answer in the text box.

- 44.** What percentage of your work in 2023/24 was delivered through partnership and collaborations?

Please provide a number in the text box.

Please give the organisations name(s) and postcode(s) (e.g. BS1 4RN) that you have worked with where possible.

This should include organisations based in Bristol and outside of Bristol. This will be used to understand and show the connections of culture in the city and beyond, including artistic and non-artistic connections.

Please provide your answer in the text box.

- 45.** Is your organisation part of any professional networks? For example, DIY Arts Network, Museums Association, etc.

Please answer Yes or No.

- 46.** What percentage of your programme or activity spend (as noted in Section 4 Question 22) was focused on health and wellbeing?

For example, this could include workshops or activities addressing wellness issues, healthy nutrition, physical health, or campaigns and programmes aimed at fostering community acceptance and reducing stigma around mental health.

[Please note this question contributes to your Social Value Figure.](#)

7. Education Engagement

The questions in this section will help us to build a picture of the activities and events offered by cultural organisations to Early Years settings, schools and Further Education Colleges.

Educational engagement is part of the Social Value measures, and this data will help to establish the social value added as a financial figure from culture to the city. Each organisation who submits this

information will also be given their own social value added figure which will help with future bids or advocacy.

- 47.** Please indicate the age groups for which your organisation provided physical, in-person learning and participation sessions, events, or visits between 1st April 2023 and 31st March 2024, and provide the known or estimated attendance figures. Be sure to include both toured and non-toured activities.

To help calculate the social value figure, please also specify if and where the Early Years setting, school, or Further Education college was located in Bristol.

[Please note this question contributes to your Social Value Figure.](#)

	Total number of sessions/events/workshops taking place across all areas (inside and outside Bristol)	Total hours (including preparation/development) of sessions/events/workshops in BS2, BS4, BS5 or BS13 postcode areas	Total hours (including preparation/development) of sessions/events/workshops in BS1, BS3, BS6-12 or BS14-16 postcode areas	Total attendance (please estimate if not known)
Early Years: (0-4 years old)				
Year 1 - Year 6 (Primary school 5-11 years old)				
Year 7 - Year 11 (Secondary School 11-16 years old)				
Year 12 - Year 13 (Sixth Form/FE College 16-19 years old)				
0-19 mixed ages				
20+				

- 48.** Please indicate the age groups for which your organisation provided online or digital learning and participation sessions, events, or visits between 1 April and 31 March, and provide the known or estimated attendance figures.

[Please note this question contributes to your Social Value Figure.](#)

	Total number of sessions/events/workshops taking place across all areas (inside and outside Bristol)	Total hours (including preparation/development) of sessions/events/workshops in BS2, BS4, BS5 or BS13 postcode areas	Total hours (including preparation/development) of sessions/events/workshops in BS1, BS3, BS6-12 or BS14-16 postcode areas	Total attendance (please estimate if not known)
Early Years: (0-4 years old)				
Year 1 - Year 6 (Primary school 5-11 years old)				
Year 7 - Year 11 (Secondary School 11-16 years old)				
Year 12 - Year 13 (Sixth Form/FE College 16-19 years old)				
0-19 mixed ages				
20+				

8. Environmental Sustainability

Bristol City Council declared a climate emergency in 2018 and pledged to become carbon neutral and climate resilient by 2030. In this section, we are asking questions to understand what steps your organisation is taking to reduce or mitigate the environmental impact of your organisation and its activities. This includes your workforce/work environment as well as what you deliver, create or produce. A number of these questions relate to Bristol Social Value Policy and will add to your organisation's Social Value assessment.

49. Do you have a Carbon Reduction Plan in place for your organisation and its activities which has been externally verified?

Please select either Yes or No.

50. Carbon emission reduction: From 1st April 2023 to 31st March 2024, have you taken action to reduce the carbon emissions of your organisation and its activities?

Please select either Yes or No.

If you have selected no, please move on to Question 52.

[Please note this question contributes to your Social Value Figure.](#)

If yes, please specify the amount your carbon emissions have been reduced by as a result of this action in CO2.

- 51. Waste Management:** Do you record the amount of waste you have diverted from landfill for your organisation and its activities?

Please answer Yes or No.

Please note this question contributes to your Social Value Figure.

Please provide the amount of waste your organisation diverted from landfill (e.g. reused or recycled) in the last financial year (2023/24) in tonnes.

- 52.** Has your organisation/event signed up to Bristol City Council's One City Climate Pledge? More information can be found here: <https://www.bristolonecity.com/climate/>

Please answer Yes or No.

9. Workforce Demographics

This section asks that you provide detailed demographic data for your workforce between 1st April 2023 and 31st March 2024. This includes permanent staff, contractual/freelance staff, volunteers, board, leadership.

We want to build a picture of who works in the cultural sector in Bristol and this level of detail helps to do that.

Most of the data is requested in the same format as the data collection required for Arts Council England's National Portfolio Organisations (NPO). If you are an NPO you will have the option to upload your existing report Section A) Workforce.

For those organisations who do not currently hold NPO status, we believe that this will be a beneficial process, providing an opportunity for the capture and collation of data that will support future bids to funders and advocacy opportunities.

- 53.** Have you completed an Arts Council England's National Portfolio Organisations submission?

Please answer Yes or No.

If you select 'yes', you will be asked on the following page to upload Section A (Workforce) from your NPO submission. If you select 'no', you will go to a page with a set of standard questions which mirror those found in the NPO submission.

- 54. If you selected Yes:** Please upload your Section A) Workforce.

If you selected No: Which of the following sections of your workforce can you provide demographic data for?

Demographic data will include information on:

- Sex (i.e. male, female, intersex)
- Gender identity (i.e. woman, man, non-binary)
- Age
- Disability (i.e. D/deaf and/or disabled person, or having a long term health condition)
- Ethnicity
- Sexual Orientation
- Socio-economic background (based on occupation of main household earner at age 14 and category of respondent's current job role)

Please choose all that apply from the following list:

- Permanent staff
- Contractual/freelance staff
- Volunteers
- Board
- Leadership
- None of the above

If you selected any category above (excluding the None of the above option), you will then continue to further questions (see section below). If you selected multiple options, you will answer one page of questions per category.

If you select the Volunteer Category, there are a few additional questions.

If you select the Board category, there are some slightly different questions. We will ask the same demographic questions as seen in this guidance but the columns in the tables below (specialist staff, managers, artists, other staff) will not be listed on the online survey.

Further Questions

55. In the last financial year did you employ any [Selected Category]?

Please answer Yes or No.

56. How many of these were Full time and Part time?

Please provide your answer in the text box.

58a. If you selected the Volunteer category, you will also be asked the following question:

How many people are you returning data on here?

57. Please complete the table to show the sex of the [Selected Category] in your organisation at for the financial year 23/24:

Specialist Staff refers to those working within an area of specialism. This would include directors, choreographers, producers, programmers, curators, conservators etc., and includes the artistic/museum director. This category also includes educational, marketing and audience development staff.

Managers refers to executive or senior management staff, for example chief executive, executive director, finance director, chief accountant, general manager, human resources manager and legal advisor.

Artists refers to artists, dancers, actors, singers, musicians, writers, composers and designers, as well as any other producing artists.

Other staff refers to both administrative and technical staff, for example finance, reception, box office or ticketing staff, and lighting or sound technicians.

	Specialist Staff	Managers	Artists	Other Staff
Female				
Male				
Intersex				
Prefer Not to say				
Not known				

58. Please complete the table to show the gender identity of the [Selected Category] in your organisation for the financial year 23/24:

	Specialist Staff	Managers	Artists	Other Staff
Woman				
Man				
Non-Binary				
In another way				
Not applicable				
Prefer Not to say				
Not known				

59. Please enter the number of the [Selected Category] whose gender identity is different to their sex as registered at birth.

Please provide your answer in the text box.

60. Please complete the table to show the age bracket of the [Selected Category] in your organisation for the financial year 23/24:

	Specialist Staff	Managers	Artists	Other Staff
0-19				
20-34				
35-49				
50-64				
65-74				
75+				
Prefer Not to say				
Not known				

61. Please complete the table to show the disability of the [Selected Category] in your organisation at financial year 23/24:

	Specialist Staff	Managers	Artists	Other Staff
D/deaf and/or disabled person, or have a long term health condition				
Non-disabled				
Prefer Not to say				
Not known				

62. Please complete the table below to show the number of neurodivergent [Selected Category] at 31 March 2024, if known.

	Specialist Staff	Managers	Artists	Other Staff
Neurodivergent				

63. Please complete the table to show the ethnicity of the [Selected Category] in your organisation at 31 March 2024:

	Specialist Staff	Managers	Artists	Other Staff
Indian				
Pakistani				
Bangladeshi				
Chinese				
Any other Asian background				
Black African				
Black Caribbean				
Any other Black background				
White & Black Caribbean				
White & Black African				
White & Asian				
Any other Mixed background				
White British				
White Irish				
Gypsy, Roma or Irish Traveller				
Any other white background				
Arab				
Latin American				
Any other ethnic group				
Prefer not to say				
Not known				

64. Please complete the table to show the sexual orientation of the [Selected Category] in your organisation at 31 March 2024.

	Specialist Staff	Managers	Artists	Other Staff
Bisexual				
Gay Man				
Gay Woman/Lesbian				
Heterosexual/Straight				
Queer				
In another way				
Black Caribbean				
Prefer not to say				
Not known				

66a. If you selected the Volunteer category, you will also be asked the following question:
Please give the number of hours worked by volunteers at your organisation.

Round your answer up to the nearest hour.

65. Please complete the table to show the Socio-Economic background of the [Selected Category] in your organisation at 31 March 2024.

Please enter the number of people by occupation of the main/highest income earner in their household when they were 14.

	Specialist Staff	Managers	Artists	Other Staff
Modern Professional Occupations				
Clerical and Intermediate Occupations				
Senior Managers and Administrators				
Technical and Craft Occupations				
Semi-Routine Manual and Service Occupations				
Routine Manual and Service Occupations				
Middle or Junior Managers				
Traditional Professional Occupations				

Self employed				
Short Term Unemployed				
Long Term Unemployed				
Retired				
Not applicable				
Don't know				
Prefer not to say				
Other – please specify				
No answer given/question not asked of individual				

66. Please complete the table to show where the current roles of the [Selected Category] in your organisation are best aligned at 31 March 2024:

For the Board category, this applies to their role outside of the board.

	Specialist Staff	Managers	Artists	Other Staff
Modern Professional Occupations				
Clerical and Intermediate Occupations				
Senior Managers and Administrators				
Technical and Craft Occupations				
Semi-Routine Manual and Service Occupations				
Routine Manual and Service Occupations				
Middle or Junior Managers				
Traditional Professional Occupations				
Self employed				
Short Term Unemployed				
Long Term Unemployed				
Retired				

Not applicable				
Don't know				
Prefer not to say				
Other – please specify				
No answer given/question not asked of individual				

67. If you selected the Board category, you will also be asked the following question:

Please complete the table to show the demographics of your senior leadership:

	Equivalent position if different	Black, Asian, Ethnically diverse	Disabled	LGBTQ+	Female	Occupation of highest income earner at age 14?
Chief Executive						
Artistic Director						
Executive Director						
Chair						

10. CEO Declaration

In this final section, we will ask for confirmation from the CEO of your organisation to verify that the information you have entered is correct to the best of their knowledge.

- On behalf of the organisation, I confirm that the information contained in this cultural impact survey is true and correct.
Please select either Yes or no.
- CEO Name
Please input the name of the CEO confirming this statement.

Finally, click submit.

You can request for a copy of your submission to be sent to your contact email address and this will be sent to you.

Before you start the online survey

Before you start the survey, please make sure you have read the guidance. To complete the survey in full you will need to have access to a range of information for your organisation that covers the last financial year 1st April 2023 – 31st March 2024. This includes your organisation's management accounts, most recent end-of-year reporting, employment data, and information on what you've delivered, where and with whom.

You can do the survey at your own pace and save and return to where you left off, so it isn't essential to complete in one go. **The survey will close on 17th January 2025.**

Submitting your survey response

On the final page of the survey, please make sure your organisation's CEO has checked and verified all of the information you are submitting. Once submitted, you will not be able to edit any of your answers.

After you submit your survey response

Once you have submitted your survey response, you will automatically be emailed a copy of your submission as a PDF.

The information will be analysed by BOP Consulting and depending on the completeness of / the detail provided within your response, we will be able to send you your organisation's unique Economic Impact Value and Social Value Figure. These results will help support your funding bids and advocacy efforts by quantifying the impact you have in the city.

Collectively, the data will be used as an evidence base to inform the development of the new Cultural Strategy for Bristol.

FAQs and Contact us

If you have any questions, experience challenges accessing the application guidance documents or filling in the Cultural Impact Survey please contact us:

Email: ArtsDevelopment@bristol.gov.uk

You might find an answer to your question in our [FAQS](#). We will update this regularly with any questions we receive so that information is accessible to all. All questions will have personal identifying information removed.

Thank you for taking part in the Bristol Cultural Impact Survey 2023-24. We look forward to receiving your response.