

12 months on: An Impact Report by Made By Mortals



This report covers April 2020 to April 2021.

Made By Mortals (MBM) create immersive podcasts, films and musical theatre shows in collaboration with world-class professional artists, health and social care organisations and a wonderful mix of community participants.

Our mission is to cultivate creative citizens and in this last 12 months we have been doing this with a bang!

In the last 12 months we have more than tripled our reach and more than doubled our turnover!

OUR MAIN PROGRAMMES HAVE BEEN:

The logo for 'Armchair Adventures' features the title in a gold, serif font. Below it, the tagline 'Share your imagination' is written in a smaller, blue, sans-serif font. To the left, there is a line drawing of four people standing together. To the right, a brown leather armchair is shown with various world landmarks like the Eiffel Tower, the Statue of Liberty, and the Leaning Tower of Pisa floating around it.

**ARMCHAIR
ADVENTURES**

"Share your imagination"

The logo for 'Hidden' features the word 'hidden' in a white, lowercase, sans-serif font. Below the text, a pair of white headphones is depicted with its cord looping around the letters.

hidden

Armchair Adventures - a participatory podcast/show/workshop/activity pack co-produced by older people for children.

A photograph showing a person sitting in a chair in a dimly lit room, possibly a kitchen or dining area. The scene is captured with a red and blue 3D effect, suggesting an immersive audio experience.

Hidden - an immersive audio experience, training resource and workshop challenging listeners to take a walk in another person's shoes.

"Armchair Adventures is really important and a really great podcast to highlight. It's podcasts like this that provide such an essential lifeline for people. It provides a sense of community and friendship and it's only going to continue to be a vital service."

Greg Cochrane, BBC Radio 4, reviewing 'Armchair Adventures'

Since April 2020 we have delivered **100+ online workshops** working with the following community participants:



20 older people (mostly in their 70s & 80s). Many have lived experience of long-term illness and mental health conditions. 50% were shielding.

14 people aged 25 to 60 with lived experience of mental health illness.

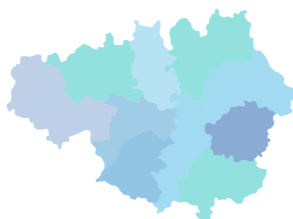
8 people aged 25 to 70 with lived experience of Learning Disability.

15 people aged 16 to 25 with lived experience of mental health illness.

12 young people who are Neurologically Diverse and/or have Special Educational Needs.

8 veterans of the Armed Forces.

Our participants live in Tameside 60%, Bolton 15%, Oldham 5%, Rochdale 2%, other areas of Greater Manchester 8% and Crewe 10%.



“It’s the only thing we do together. It gives us something in common to talk about and we now have shared friends too.”
Jean & Barry (current participants)

Impact on Mental Wellbeing: We have been tracking above participants’ experiences since April 2020 using SWEMWEBS:

100% reported feeling less lonely

100% felt they gained new skills

82% thought they made new connections with others

76% said they had increased confidence

72% saw their overall health and wellbeing improve

68% felt they had built resilience to the challenges they face

“Everybody’s ideas are important. As a group we listen, we question, everyone contributes something and feels part of the group. Everyone is included.”
Pat (current participant)

We have collaborated with the following freelance artists:

4 script writers,

12 musicians,

2 drama facilitators,

1 music facilitator,

2 music producers,

2 sound producers,

3 designers

and 2 filmmakers.

Over 25% of the artists we have worked with have been from ethnically diverse backgrounds.



Together we have produced:

10 podcasts

3 short films

A physical/online activity pack and supporting audio

6 live online shows

5 online interactive events

6 talks/presentations

22 interactive online workshops



ON AIR



This work has reached:

15000+ Listens on Podcast Apps (Spotify, Apple Podcast, Castbox etc) with 8000+ subscribers/follows.

800+ views on YouTube/Vimeo.

62 health and social care practitioners, representing 30 organisations.

37 community members with a diverse range of lived experience (supported by above organisations).

13 care home activity coordinators.

68 artists/arts organisations.

3000+ primary school children and their teachers and families.

“My Y4’s absolutely loved the workshop, they’ve even planned their own Armchair Adventure this afternoon!”
Headteacher, St. Peter’s CofE Primary School, Ashton Under Lyne

“I’ve heard the label psychosis but #Hidden podcast recreated experience and challenges for people relying on community connections to manage symptoms – amazing @MadeByMortals resource”
Julie Farley, Oldham Safeguarding Adults Board



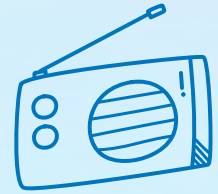
Impact on Socials:

Twitter - we have tripled our outgoing posts which has increased impressions from 21.9k/month to 50.7k/month. Profile visits have also increased from 556 visits/month to 3,391 visits/month.

Facebook - Over on Facebook success is replicated with a 38% increase in followers.

And there's more folks....

Armchair Adventures is currently in the top 1% of popular podcasts in the UK. The series was recommended by BBC Radio 4 Extra on their Podcast Hour Show and by Podcast Radio. The podcast also featured on FunKids Radio.



90% of our listeners come from the UK and we also have a considerable following across the world. We have charted as high as 17th in the UK Podcast charts for Stories for Kids, 25th in France and 38th in Australia and have recently charted in the top 100 for the first time in The U.S.A.

We have researched and emailed 300+ organisations and charities across the UK to help us reach audiences least likely to engage in arts and cultural experiences.

We've also taken on a sector leadership role around digital workshop delivery with talks to Health Innovation Manchester, Nesta and Tameside Creative Wellbeing network.

Since March 2020 MBM have been taking part in the Pilotlight Scheme and have been working with 4 business leaders. MBM director Paul Hine has also been accepted onto Clore Leadership Pulse on a full scholarship from The Wellcome Trust. Paul has written guest blogs for The Ideas Alliance and Workers Education Association and has had a debate article accepted by Public Money Management Magazine (out in November 2021). He has also contributed to Manchester Health Innovations Digital Tools in Primary Care report.

MBM was longlisted for a Calouste Gulbenkian Foundation Award for Civic Arts Organisation and featured in Arts Council England's 'Creativity In Lockdown'.



Major supporters and partners:

