

**MadLab //**

**Annual Survey,  
Postcode Survey,  
& Community  
Group Audit - 2017**

**“MadLab makes the impossible seem possible.”**

## **Methodology //**

In January 2017, MadLab conducted three surveys:

- **Annual Survey**  
291 responses gathered via an [online questionnaire](#) (in order to keep data private, please request access)
- **Postcode Survey**  
692 user postcodes compared using Audience Agency spectrum data, plus statistical analysis using ONS' official UK Indices of Multiple Deprivation
- **Community Group Audit**  
22 face-to-face / telephone interviews

This report is an overview of the data gathered.

### **Notes on this report:**

Unattributed quotes are taken from Annual Survey responses

Figures are rounded up/ down to the nearest whole number

# Annual Survey //

## Overall experience of MadLab

Very Good	76%
Good	23%
Average	1%

'Very good' being the highest rating

## Type of involvement with MadLab

Attended a community group or meetup	64%
Talks and discussions	28%
Training and professional development	26%
Public under-18s workshops	24%
Public workshops	24%
Collaborated on a project with MadLab	10%
Volunteering	9%
Conferences	7%
Exhibitions	7%

**MadLab is very  
diverse and  
welcoming.”**

## **Audiences & Diversity**

We asked our audience whether they **identified** as male or female:

Identify as male	53%
Identify as female	46%
Non-binary	1%
Prefer not to say	1%

(UK makerspace national average of 80:20<sup>1</sup> M/F)

### **CASE STUDY: Manchester Java Community**

Since forming at MadLab in 2014, the group has grown from an average of three weekly attendees to over 35. The Java Community group is led and run by women, and its audience is 50% female.

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<sup>1</sup> Source: Nesta open dataset of UK makerspaces

## Ethnicity

White/White other	85%
Asian/Asian British	6%
Mixed Race	5%
Black/Black British	3%
Other	2%

MadLab's programmes aimed at deprived communities - such as *Make Stuff* - have attracted a high proportion of non-white audiences. The *Make Stuff* audience is regularly over 50% BAME.

## Disability

13%	of our users say their day-to-day activities are limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months
2%	report that they are 'severely impaired' due to a health problem or disability

**“I brought my 10 year old brother to MadLab because he was interested in a job in programming like me - and now he knows that's what he definitely wants to do.”**

# Age

under 16	4%
16-19	1%
20-24	7%
25-34	36%
35-44	31%
45-54	14%
55-64	5%
65-74	2%
75-84	NA
85+	1%

**“The writing group I attend helped me get my novel commercially published.”**

**Outcomes: employment, career progression, and new business**

As a direct result of using MadLab:

12%	got a new job, or went on to further employment
4%	received a work promotion

Survey comments:

***‘It’s allowed me to take my knowledge and turn it into a course for MadLab, whilst allowing me to keep learning. It’s been one of the cornerstones of my creative professional life in the city, and I’m sure the same is true for many others.’***

***“I achieved my dream of turning an idea for a web app into a reality due to a course hosted at MadLab - a significant milestone for me.”***



## **CASE STUDY: Manchester Java Community**

Former Java group volunteer Roberto Nerici and Elizabeth Chesters both received promotions as a result of their involvement with the group. Roberto went on to become a Technical Architect at the BBC. Elizabeth Chesters left Manchester to take up a senior UX position in London. Elizabeth says:

***“The impact of MJC was incredible for me. To not only be an active member but also invited to be on the committee gave me huge rapport, especially at a time when I needed it most, being a student. It gave me a very good stepping stone into the industry meetup world. I met a lot of great people who felt more like friends than colleagues whom I could still discuss work things with and be understood. The impact also continued in London, where I was welcomed into the London Java Community with open arms and also spoke for earlier this year.”***

Java organiser Alison McGreavy met her current employer through the group, having been told about the the role at a Java meetup.

Volunteer Debbie Roycroft was offered a job in IT at the Co-op after networking with (MadLab Advisory Council member) Gemma Cameron.

## **CASE STUDY: MCR WordPress usergroup**

The WordPress group has made several changes in the last year, the most significant of which is the addition to its monthly meeting of an hour's training for attendees new to WordPress. This session is run by up to 15 volunteers at a time, and has resulted in an influx of new members and employment outcomes.

Mike Little, MWUG organiser says:

***'MWUG attendees comprise a wide mix of people: the inexperienced, those who don't have confidence, and experts.'***

***As a result of being part of the group, a number of younger regulars have decided to become WordPress freelancers, or received jobs with agencies.'***

***After meeting other people in the WordPress community and realising she knew a lot more than she thought she did, one lady gained the confidence to become a full-time WordPress developer.'***

**“MadLab have enabled me to significantly improve my technical skills, network with a wide range of artists and technologists and provided advice on grant applications. As a result, I have been able to gain funding for further social tech/ creative arts projects.”**

## Lifelong learning - and skills sharing

37%	had gone on to learn more informally
11%	had go onto further education
61%	shared knowledge & skills learnt at MadLab with others

***“Seeing and doing things are always impactful. I could see 3D printing happening in front of me and that is an unforgettable experience. When I go to school tomorrow I have lots to talk about the latest technologies.”***

### Case Study: DMLabs North West

DMLab supports the development of new accessible musical instruments for disabled musicians. They meet monthly at MadLab, and comprise a strong community of makers and musicians who bring their musicality, ideas, innovations, dreams, specific access needs and technical know-how. From this “simply amazing new musical instruments and projects are conceived and developed”.

Examples of recent projects include: a ‘Hair Grip Sequencer,’ collaborative project ‘Beyond Vocal Norms’ (presented at MMU's International Conference, ‘Theorising Normalcy And The Mundane’) and a ‘Musical Zip’ (to encourage self-dressing).

DMLabs recently launched a disabled music innovation hackathon challenge, in association with Brighter Sounds.

**“MadLab showed me how great a community Manchester has around it, and helped me figure out how to offer my skills so I could help others.”**

## **Volunteering**

2016/17 has seen a marked increase in volunteers, especially in the delivery of community meetups.

Quantitative and qualitative feedback in the form of a questionnaire and interview conducted with organisers/ volunteers in the past six months has revealed that:

- Each group has between four and six volunteers. This is reflective of their growth over the last 24 months and the need for volunteers to take on specific responsibilities (e.g. social media management, bid writing, workshop delivery)
- Assuming a five volunteer average per group, the number of volunteers has climbed to 410, nearly three times the previous estimate

*“Through my volunteering work with Madlab my personal confidence has grown, as well as my contact network. I was able to start a coding group for adults in my area through conversations while mentoring at a MadLab junior hackathon.”*

**764 volunteers**

**26692 hours donated**

GM-wide, MadLab has **764 volunteers** comprising:

*410 community group volunteers / 9 board members / 86 volunteers for project-specific events / 180 CodeUp volunteers / 4 Code Club volunteers / 1 Arts + Tech support assistant / 30 volunteer-mentors (Arts+Tech accelerator - most of whom ran free public workshops during their tenure) / 6 office admin, project management, audit volunteers / 24 Rails Girls volunteers / 14 volunteers on overseas projects*

Together, they contributed **26692 volunteering hours**

**“MadLab made me realise that the things I dreamed of doing with my life are not just pipe dreams.”**

## **Confidence & Well-being**

60%	expanded social networks
50%	developed greater personal well-being, happiness and/or confidence

***“MadLab made me more confident, [and has] given me the ability to push myself and have the drive to try something new.”***

***“It made me realise meeting new people isn't scary at all, it's fun!”***

# Postcode Survey //

*"MadLab reaches a high proportion of the audience segments which make Greater Manchester most distinctive" - The Audience Agency*

Based on cross-correlating 692 user postcodes (from across multiple MadLab activities) with the ONS' official UK Indices of Multiple Deprivation, we are able to ascertain that:

27% of users fall into the bottom 20% most **socio-economically deprived** areas taken across the UK as a whole

Additional data:

41% of users are amongst the 30% most deprived in the UK

56% in the 40% most deprived

66% in the 50% most deprived (i.e. below UK average)

Based on the Income IMD Rank, part of the Office of National Statistics' Indices of Multiple Deprivation 2015:

25% of users are in 20% most **economically deprived** wards in the UK