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Introduction

Garsington Opera for All is a three year partnership between Garsington Opera, the charitable trust Magna Vitae, and the Coastal Communities Alliance, and is supported by Arts Council England's Strategic Touring Fund.

The project covers Thanet (Kent), Grimsby, Skegness and Somerset. In these partnership areas the programme delivers free public screenings of live performances of the opera from Garsington Opera, alongside a wider programme of participatory learning sessions for schools and adult groups aiming to promote, develop and sustain cultural opportunity in each area.

The screenings took place on:

- Saturday 1 July 2017, SO Festival, Skegness
- Saturday 22 July 2017, Ramsgate Festival
- Saturday 29 July 2017, Bridgwater Quayside Festival
- Sunday 15 October 2017, Whitgift Film Theatre, Grimsby*

This report covers the evaluation of the public screenings delivered in 2017 only, and does not cover evaluation of the project as a whole. The audience monitoring report is accompanied by an evaluation of the impact of the partnership for those organisations which presented the public screening (subject of a separate report).

*Data from the Grimsby screening is not included in this analysis as the sample size collected was too small to be significant.

Evaluation objectives

The overall aim of the evaluation presented here is to provide more robust data on public audiences for the 2017 public screenings.

Broadly the evaluation objectives are:

- Estimating audience numbers
- Understanding audiences - socio-demographics, geography, levels of existing cultural engagement
- Feedback on the experience and potential impact of attending

Event dates and locations

Location	Date	Audience numbers	Data collection sample size
SO Festival, Skegness	1 July 2017	200	41
Ramsgate Festival	22 July 2017	450	50
Bridgwater Quayside Festival	29 July 2017	400	71
Whitgift Film Theatre, Grimsby	15 October (data not included in the report)	30	10

Executive Summary

Overall results

The following is the amalgamated results from all locations.

Who attended? What was the diversity of attenders?

Overall - Demographic profile

- 67% of respondents identified as female. This is significantly higher than England and local populations* (51%) and slightly higher than the Outdoor Arts Benchmark (60%). Ramsgate Festival had the highest proportion of female respondents at 75%.
- 64% of respondents are aged 45 or older, compared to 51% in the local populations and 41% - 42% in the England population and for the Outdoor Arts Benchmark. Ramsgate Festival has a slightly older profile, with 69% aged 45 or older, while Bridgewater Quayside has a slightly younger profile with 40% aged under 44.
- 99% of respondents identified as being from a White ethnic background. This is reflective of the local populations (97%) and significantly higher than **England's** population (85%) and the Outdoor Arts Benchmark (82%).
- 1% of respondents said they had a disability or limiting health problem which limited them a lot and 7% which limited them a little. This is lower than the local populations (11% and 12%) and the England population (8% and 9%) yet is relatively similar to the Outdoor Arts Benchmark (2% and 5%).
- 98% of respondents were from the UK, with 82% - 98% from the relevant regions and 64% from the local authority areas within which the individual festivals were located.
- Of respondents in the UK, 57% came from within a 15-minute drive time and 34% came from over a 30-minute drive time. Compared to the Outdoor Arts Benchmark (40% come from within a 15-minute drive time) Opera for All **attender's** travel less far to attend the festivals.
- In terms of group type 26% were single adult, 36% adult groups, and 37% family groups*. This group composition sees a higher number of single adults and a lower number of adult groups compared to the Outdoor Arts Benchmark (16% single adults, 46% adult groups). Ramsgate Festival has the highest proportion of Single adults (62%), while Bridgewater Quayside had the highest proportion of Adult groups (49%)
- The average group size was 3.

- The Audience Spectrum profile indicated attendance from audiences with different levels of general cultural engagement, with the highest proportion from the middle culturally engaged segments (53%), followed by 29% of the lower culturally engaged segments and 19% of high culturally engaged segments. The most dominant Audience Spectrum profiles were the medium engaged Trips and Treats (22%), Home & Heritage (16%), Dormitory Dependables (15%) and the lower engaged Up Our Street (14%).
- Lower culturally engaged segments are under-represented in the Opera for All profile (29%), compared to 42% in the local populations and 35% in Outdoor Arts Benchmark, while high culturally engaged segments are over-represented (19%) compared to the local populations (6%) yet under-represented compared to the Outdoor Arts Benchmark (32%).

Differences among the local populations to be noted:

- Sedgemoor has a higher proportion of the higher and middle engaged Commuterland Culturebuffs (9% compared to 1% East Lindsey and 6% Thanet) and Dormitory Dependables (17% compared to 9% East Lindsey and 11% Thanet) population along with a lower proportion of the lower engaged Up Our Street (15% compared to 20% in East Lindsey and Thanet)
- East Lindsey has a higher proportion of the middle and lower engaged Home & Heritage (27% compared to 21% in Sedgemoor and 19% in Thanet) and Heydays (15% compared to 5-6% in East Lindsey and Thanet) and a lower number of the more highly engaged Commuterland Culturebuffs (1% compared to 9% in Sedgemoor and 6% in Thanet).

*This question was only asked at Ramsgate Festival and Bridgewater Quayside.

**The local population amalgamates data (CENSUS 2011) from the local authorities in which the Opera for All events took place, this includes East Lindsey, Thanet, and Sedgemoor. This is useful as the local populations are not typical of England as a whole, but have distinctive demographics.

What did they do?

Overall - Attendance patterns

- 53% of respondents had attended the *festival* before, so on average 47% were new attenders**. Ramsgate Festival had the highest proportion of new attenders (60%).
- Of those that had previously attended the *festival*, 91% attended the year before and 10% between two and three years ago*.

- 20% of respondents had attended an *Opera for All* screening before, so on average 80% were new attenders. Bridgewater Quayside had the highest proportion of new attenders (91%), with SO Festival and Ramsgate Festival having a slightly lower proportion (72% / 71%).
- 70% of respondents had not previously seen an *opera performance*, so on average 30% it was their first time. SO Festival had the highest proportion of new to opera (53%) and Bridgewater Quayside and Ramsgate Festival had the highest proportion of previous attenders of opera (84% / 74%)
- Of those that had previously attended an *opera performance*, 54% had been more than four times.

*These questions only asked at SO Festival and Ramsgate Festival as it was the first year of Bridgewater Quayside Festival

Overall - Decision making

- 59% of respondents cited that the ‘main reason’ they came to the area was for the *festival*, with 20% citing it was ‘one of the reasons’ they came and a further 20% citing they came for ‘another reason’.
- 51% of respondents cited that the ‘main reason’ they came to the event/festival was for the *Opera for All screening*, with 30% citing it was ‘one of the reasons’ they came and 19% citing they came for ‘another reason’*.

*This question was only asked at Ramsgate Festival and Bridgewater Quayside.

What was their experience?

Overall - Ratings and experience

- The words most often used to describe the experience of attending the festivals were ‘entertaining’, ‘interesting’, ‘enjoyable’ and ‘fun’.
- Overall ratings were positive, with 98% of respondents rating their experience as very good (53%) or good (45%). This was reflected in the literal responses, where several positive themes emerged, relating to festival atmosphere and organisation, the sense of community created, and the occurrence of these festivals in their locality.

“Very nice to have Opera explained and shown in such an open, inclusive and entertaining way.”

“The workshop was a really fun and enjoyable experience - and I do hope it gets repeated. All in all it was a great event”

“Loved the community spirit trying to get everyone involved”

- The ‘ease of physical access’ and ‘quality of the events & performance’ received the highest overall ratings, with 97% / 96% of respondents saying these were very good (55% / 51%) or good (42% / 45%). **Although still very high, ‘The welcome’ received the lowest overall rating at 95% (44% very good, 51% good).**
- 94% of respondents strongly agreed (56%) or agreed (38%) that the festival atmosphere was inclusive/welcoming*.
- 86% of respondents strongly agreed (32%) or agreed (54%) that they enjoyed watching Opera outdoors*.

*These questions were only asked at Ramsgate Festival and Bridgewater Quayside.

Overall - Likelihood to recommend and future attendance (These questions were only asked at Ramsgate Festival and Bridgewater Quayside)

- The average net promoter score for the Opera for All festivals is 51. 59% of visitors are likely to be active promoters for the festivals, having given their likelihood to recommend a visit to others a rating of 10 (38%) or 9 (21%).
- 90% of respondents said that attending this festival has made them more likely to attend the event in future, with 35% much more likely and 55% more likely.
- 49% of respondents said that attending this festival has made them more likely to visit the local area in the next 12 months, other than to attend this event, with 50% citing it made no difference.
- 87% of respondents said that that attending this festival has made them more likely to attend other cultural events in the area in the next 12 months, with 54% much more likely and 33% more likely.
- 69% of respondents said that that attending this festival has made them more likely to attend Opera in the future, with 31% citing it made no difference.

Conclusions

All in all the screenings outdoors (excluding Grimsby's screening for which there is no robust audience monitoring data) were successful in introducing a broader audience to opera. Further, in the cases of Ramsgate and Bridgwater particularly, establishing an appetite for similar experiences going forward.

- The screenings attracted a diverse audience in line with the local populations. This diversity particularly spanned age and level of cultural engagement reflective of the national Outdoor Arts benchmarks collected through Audience Finder.
- There was a sense of expectation in audiences as around half of audiences had attended purposefully to see the Opera for All event (Ramsgate and Bridgwater).
- There were relatively high proportions of new attenders both to the festivals and opera itself.
- The screenings definitely provided audiences who would not ordinarily chose opera a great introduction to the artform.
- The community engagement work and the wider context of the festivals were crucial in terms of providing a more accessible context for experiencing opera for the first time.
- Audiences were relatively local so the potential for changing perceptions of the area were integrated, and many audiences were considered returning to the location as well as recommending a visit to the festival to others.
- A good proportion of audiences expressed that they are more likely to seek out opera in the future

The conclusions here chime with the findings of the evaluation of the delivery partners' experience of the screenings. This project demonstrates that presented in a supported and inclusive way artforms such as opera can make up an integral part of festivals and have an impact for audiences, even where it is not an artform that a proportion of local residents were likely to seek out previously.

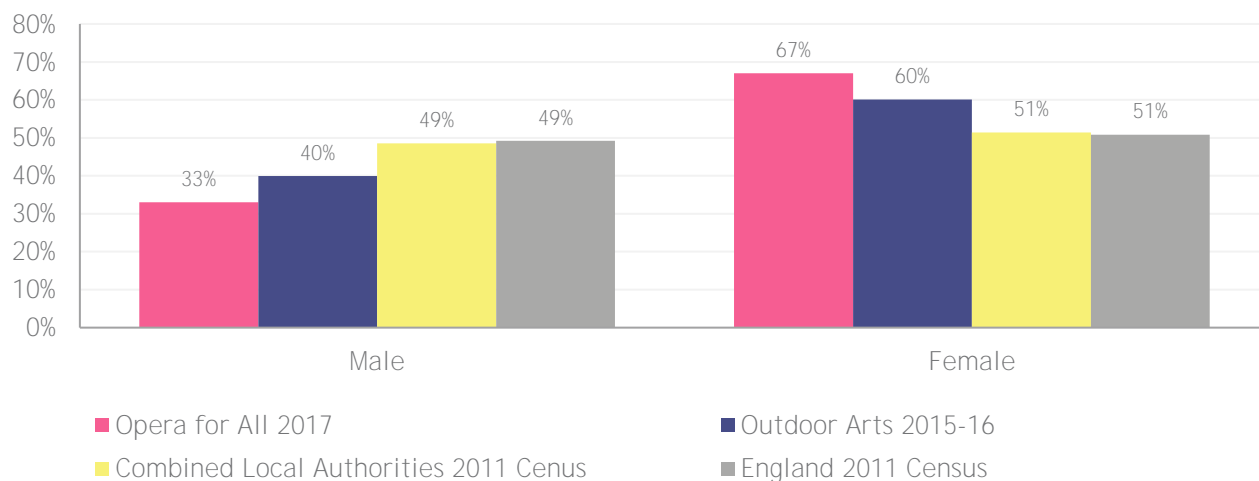
Results in full

Who attended?

The local population comparator combines the three local authorities in which the Opera for All screening events took place, Sedgemoor, East Lindsey and Thanet. This profile **provides a useful comparator but some differences between the local authorities'** demographic profiles should be noted:

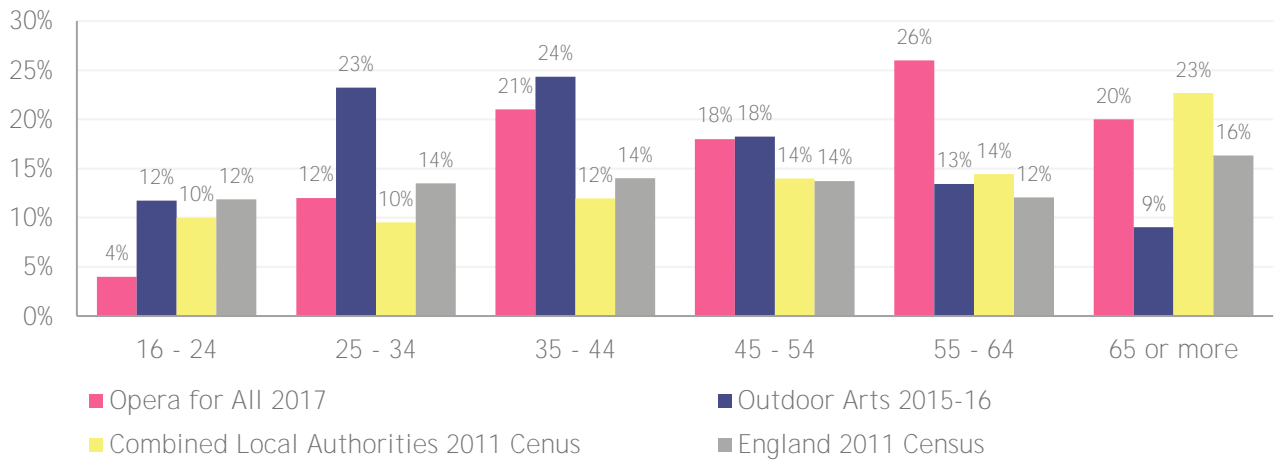
- East Lindsey has a slightly older age profile, with 26% aged over 65 compared to 20% / 21% in Sedgemoor and Thanet.
- Thanet has a slightly more diverse ethnic profile, with 2% Mixed/multiple ethnic group (compared to 1% in Sedgemoor and East Lindsey), 2% Asian/Asian British (compared to 1% in Sedgemoor and East Lindsey) and 1% Black/Black British (compared to 0% in Sedgemoor and East Lindsey)
- Reflecting the older age profile East Lindsey has a slightly higher proportion of those limited by a long-term health problem or disability, 26% compared to 23% in Thanet and 20% in Sedgemoor.

Sex



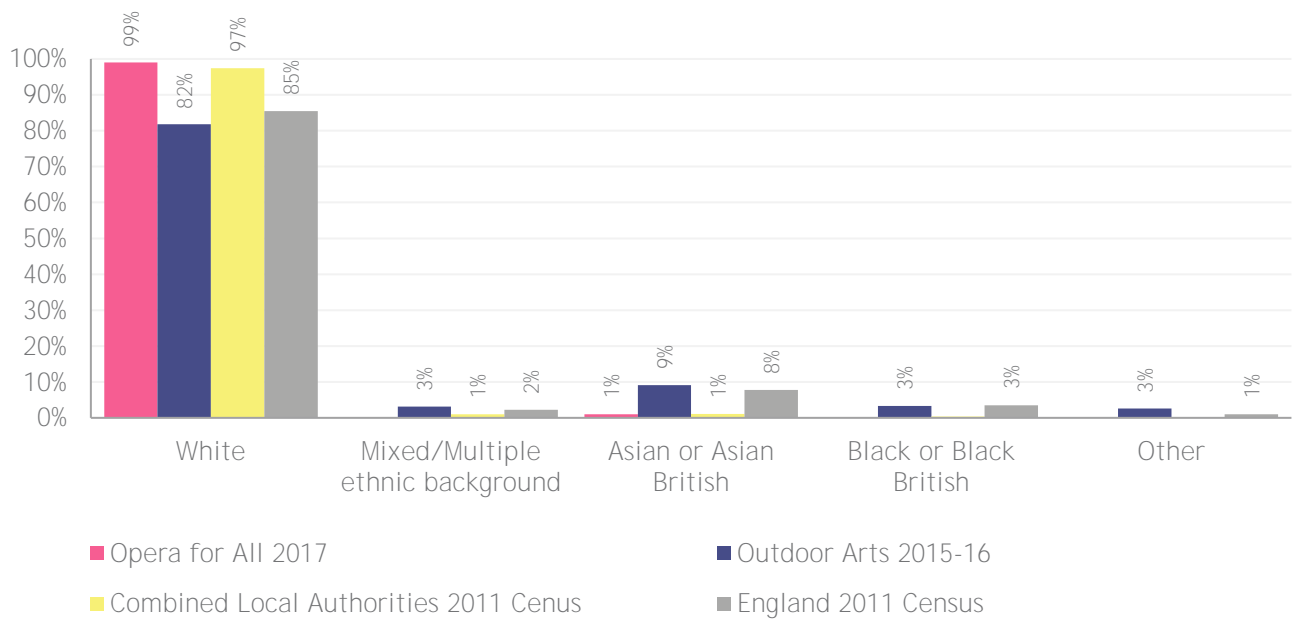
Base: 157 / 6,748 / 385,174 / 53,012,456 Margin of Error \pm 7.22

Age group



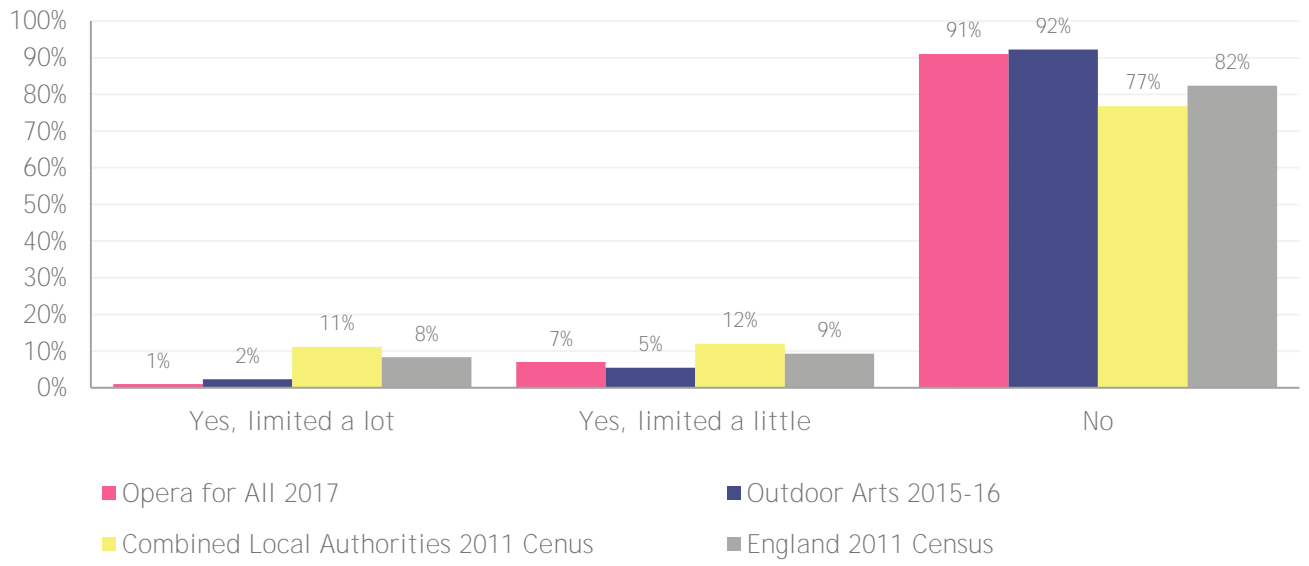
Base: 156 / 7,404 / 385,174 / 53,012,456 Margin of Error ± 7.24

Ethnicity



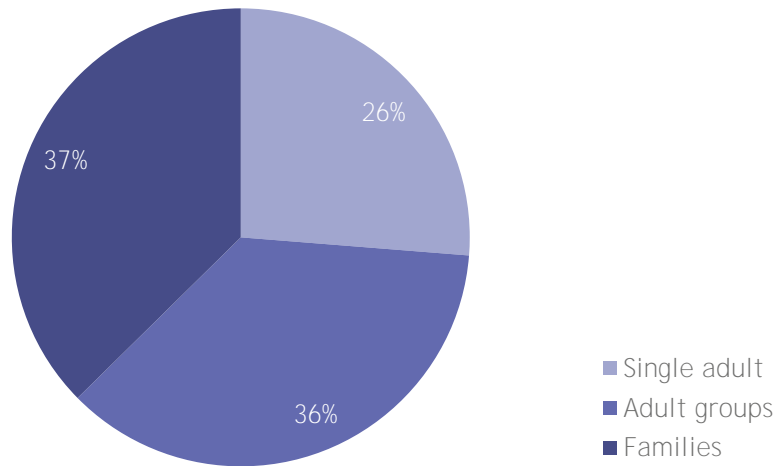
Base: 153 / 7,255 / 385,174 / 53,012,456 Margin of Error ± 7.33

Limiting disability or health problem



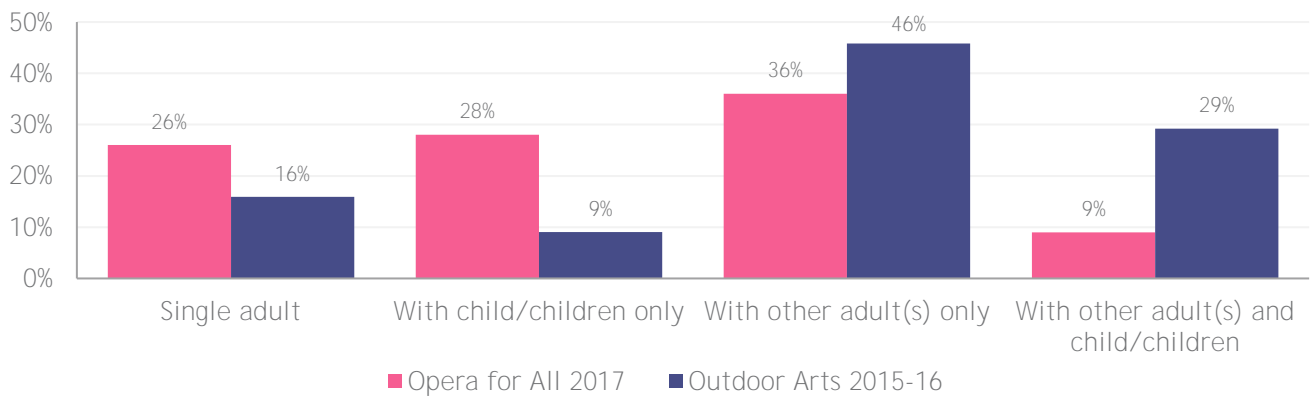
Base: 152 / 5,946 / 385,174 / 53,012,456 Margin of Error ± 7.35

Group type - overall (grouped)



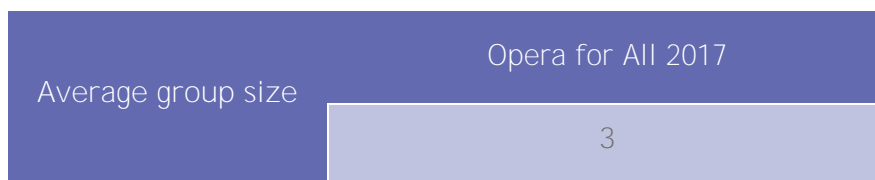
Base: 95 Margin of Error ± 9.48

Group type



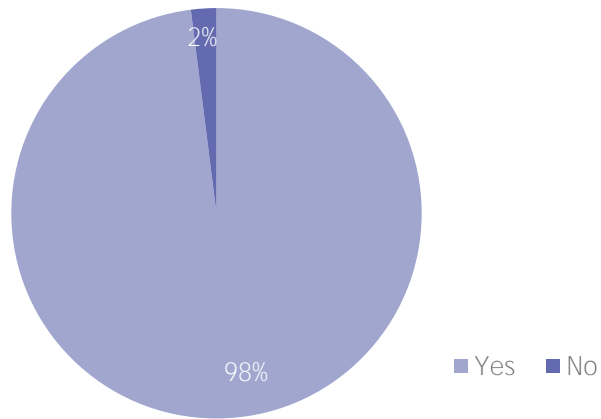
Base: 95 / 6,389 Margin of Error ± 9.48

Group size



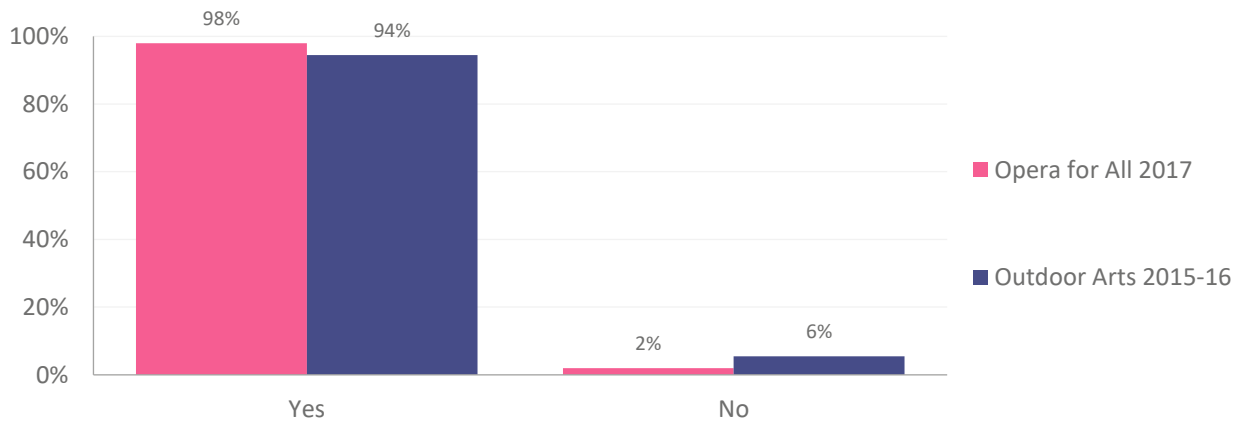
Base: 154 Margin of Error ± 7.3

UK/overseas attenders



Base: 117 Margin of Error \pm 8.42

UK/overseas attenders - outdoor arts

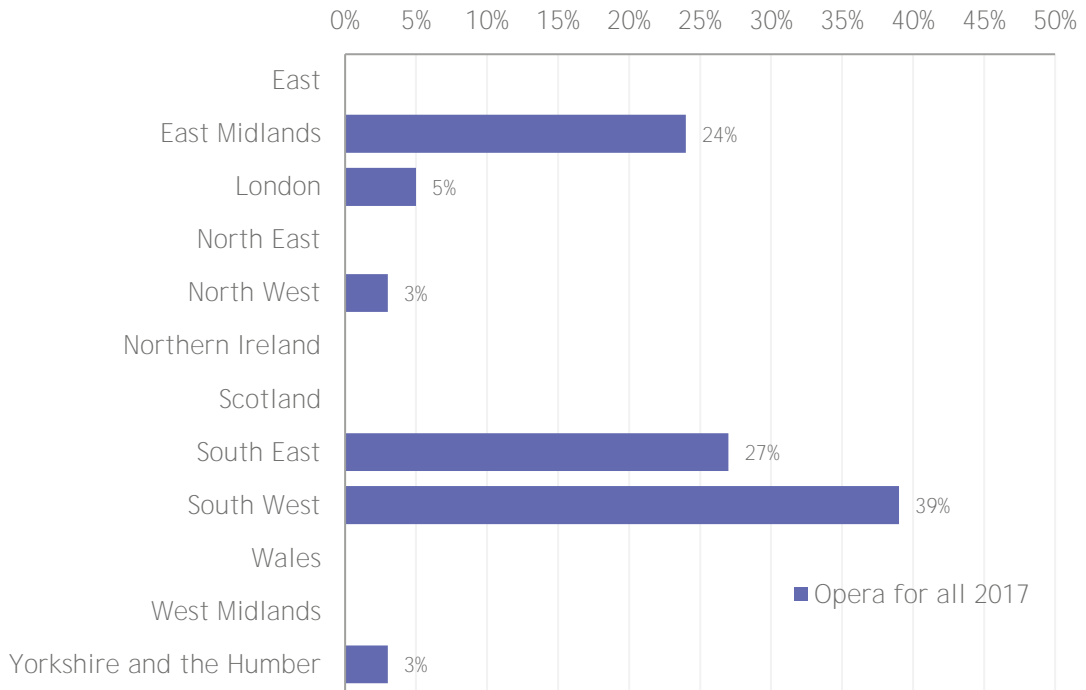


Base: 117 / 7,173 Margin of Error \pm 8.42

Overseas visitors

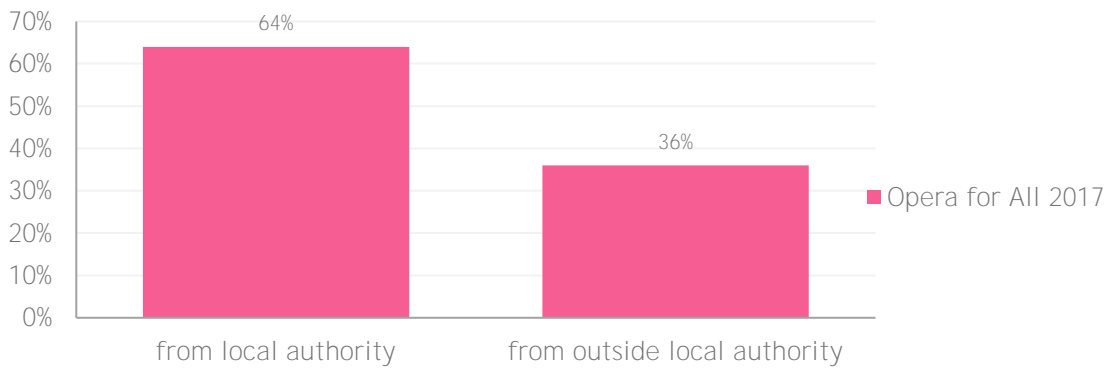
Overseas visitors country of residence
Germany (1)
Jamaica (1)
Poland (1)
Base (3)

UK regions (UK residents only)



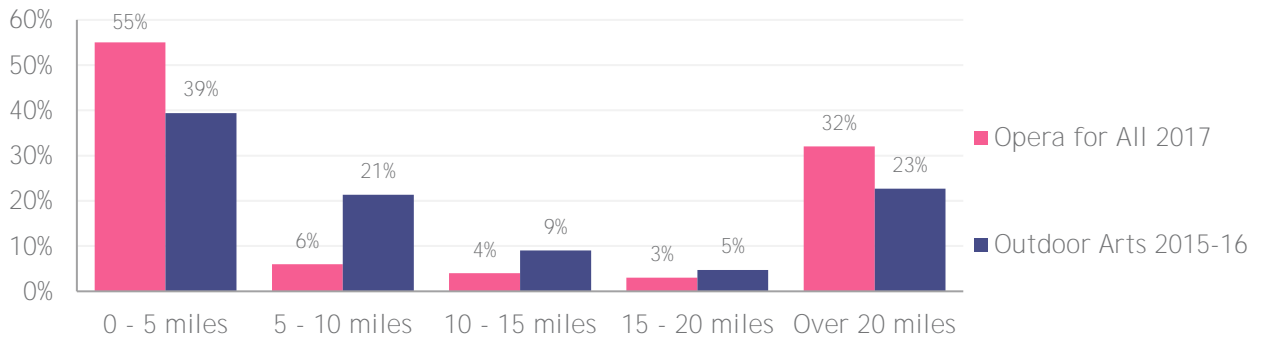
Base: 119 Margin of Error ± 8.46

Audience from inside/outside the local authority



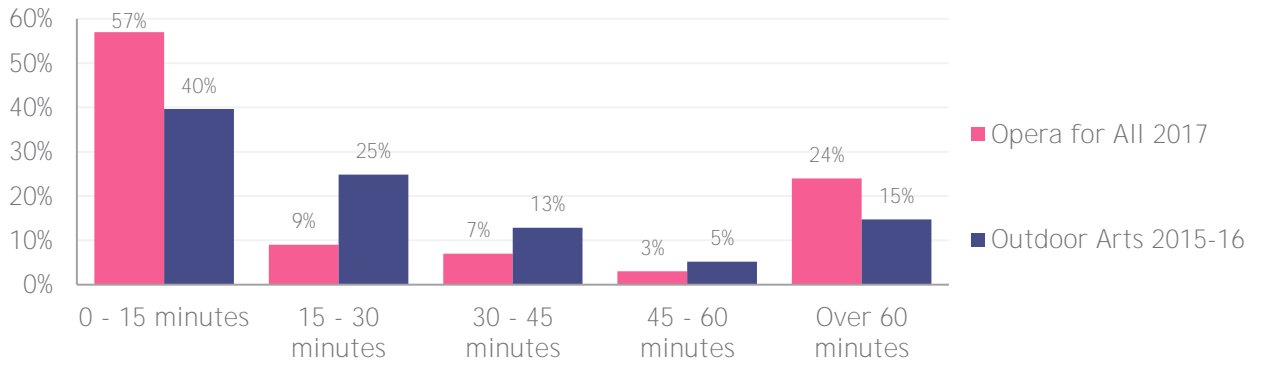
Base: 119 Margin of Error ± 8.46

Drive distance



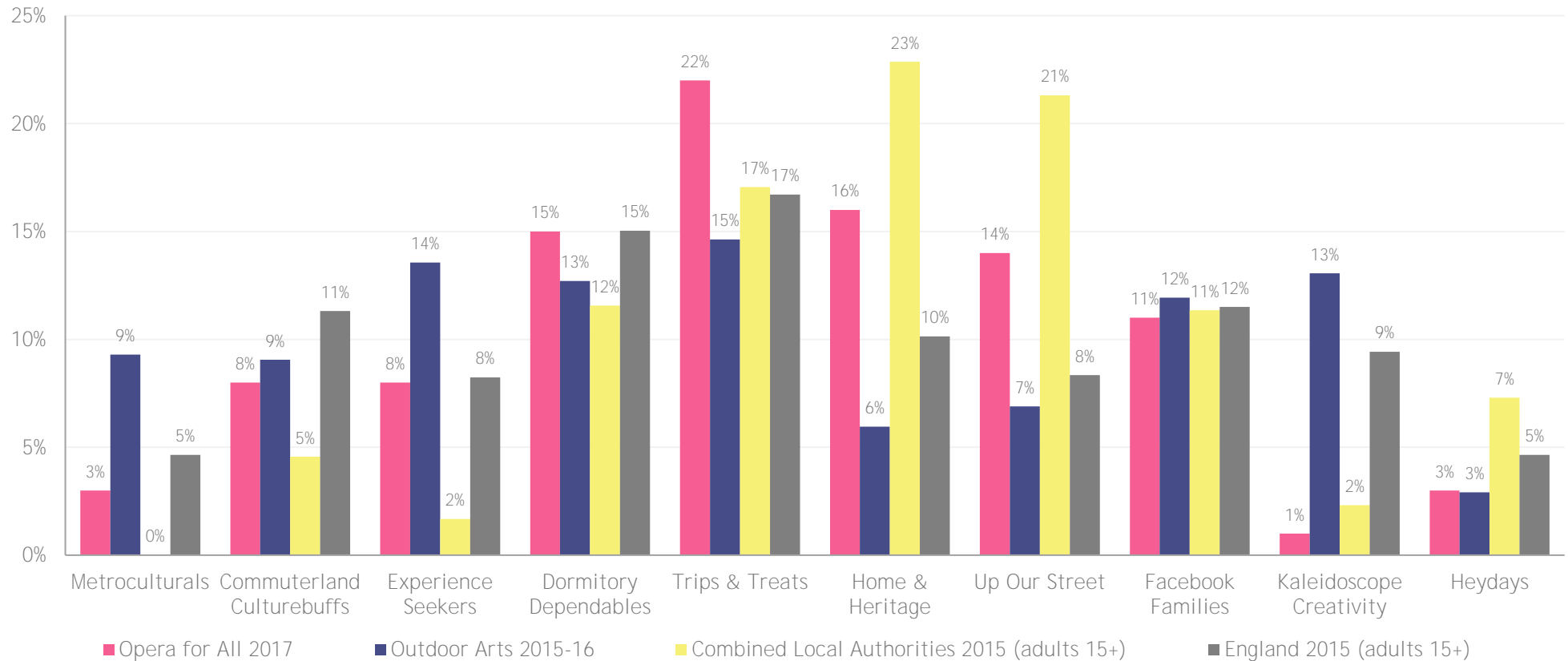
Base: 119 / 9,104 Margin of Error ± 8.46

Drive time



Base: 119 / 9,104 Margin of Error ± 8.46

Audience Spectrum



Base: 118 / 8,984 / 333,820 / 44,174,196 Margin of Error ± 8.5

Local authorities benchmark includes: East Lindsey, Sedgemoor, Thanet

The three most prominent Audience Spectrum segments in the Opera for All audience profile are Trips & Treats (22%), Home & Heritage (16%) and Dormitory Dependables (15%). 53% of all attenders belong to one of these three groups. See appendices for more details on the Audience Spectrum segments.

Audience Spectrum segment	Combined Local Authorities 2015 (adult 15+)	Sedgemoor	East Lindsey	Thanet
Metroculturals	0%	0%	0%	0%
Commuterland Culturebuffs	5%	9%	1%	6%
Experience Seekers	2%	0%	0%	4%
Dormitory Dependables	12%	17%	9%	11%
Trips & Treats	18%	19%	13%	21%
Home & Heritage	23%	21%	27%	19%
Up Our Street	19%	15%	20%	20%
Facebook Families	12%	10%	13%	13%
Kaleidoscope Creativity	2%	2%	2%	1%
Heydays	9%	5%	15%	6%
Adults 15+ estimate 2016	328,956	98,515	118,135	112,306

The ‘**Combined Local Authorities 2015 (adults 15+)**’ Audience Spectrum profile consists of the three local authorities in which the Opera for All screening events took place, Sedgemoor, East Lindsey and Thanet. This profile provides a useful comparator but some notable differences between the local authorities should be considered:

- Sedgemoor has a higher proportion of Commuterland Culturebuffs (9% compared to 1% East Lindsey and 6% Thanet) and Dormitory Dependables (17% compared to 9% East Lindsey and 11% Thanet) along with a lower number of Up Our Streets (15% compared to 20% in East Lindsey and Thanet)
- East Lindsey has a higher proportion of Home & Heritage (27% compared to 21% in Sedgemoor and 19% in Thanet) and Heydays (15% compared to 5-6% in East Lindsey and Thanet) and a lower number of Commuterland Culturebuffs (1% compared to 9% in Sedgemoor and 6% in Thanet).
- Thanet has a higher proportion of Experience Seekers (4 % compared to 0% in Sedgemoor and Thanet)

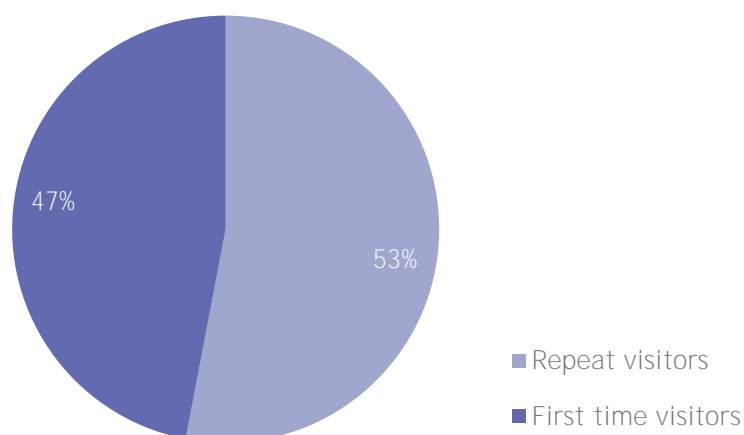
Audience Spectrum - individual festivals

Due to the low number of postcodes collected the below comments on the individual festivals audience profiles should only be taken as indicative.

- Audience Spectrum profiling shows that the audiences for SO Festival indicate 3% of audiences were highly culturally engaged, 56% medium culturally engaged and 41% lower culturally engaged. The medium culturally engaged segments Trips & Treats (23%) and Home & Heritage (23%) are the most dominant, followed by the lower culturally engaged Facebook Families (19%).
- For Ramsgate Festival Audience Spectrum profiling show 33% of audiences were highly culturally engaged, 54% medium culturally engaged and 13% lower culturally engaged. The medium culturally engaged segments Home & Heritage (21%), Dormitory Dependables (18%) are the most dominant, followed by Trips & Treats (15%) and the higher culturally engaged Experience Seekers (15%).
- Bridgewater Quayside's **Audience Spectrum profile** shows 14% of audiences were highly culturally engaged, 52% medium culturally engaged and 34% lower culturally engaged. The medium culturally engaged segments Trips & Treats (27%) and Dormitory Dependables (17%) are the most dominant, followed by the lower culturally engaged Up Our Street (15%) segment.

What did they do?

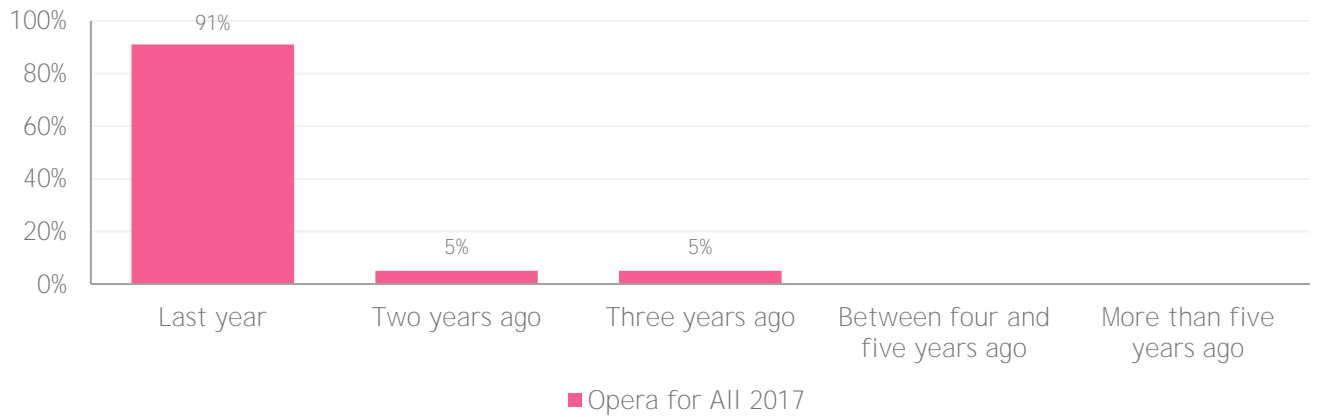
Previous visit - overall



Base: 90 Margin of Error \pm 9.6

Previous visit - previous editions

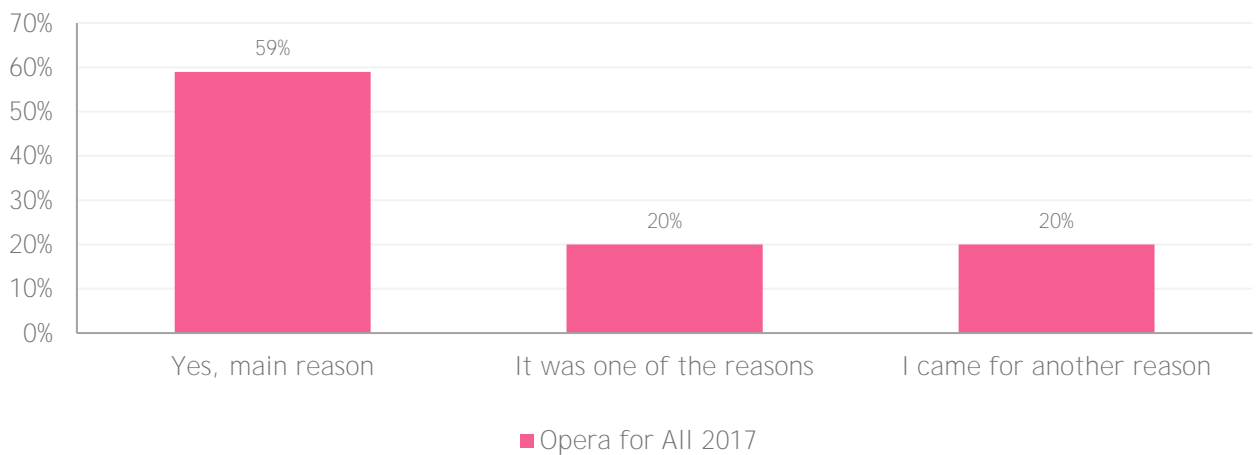
When was your last visit before this year?



Base: 43 Margin of Error \pm 14.45

Previous visit - visit to the local area

Did you come to [local area] specifically for [festival]?

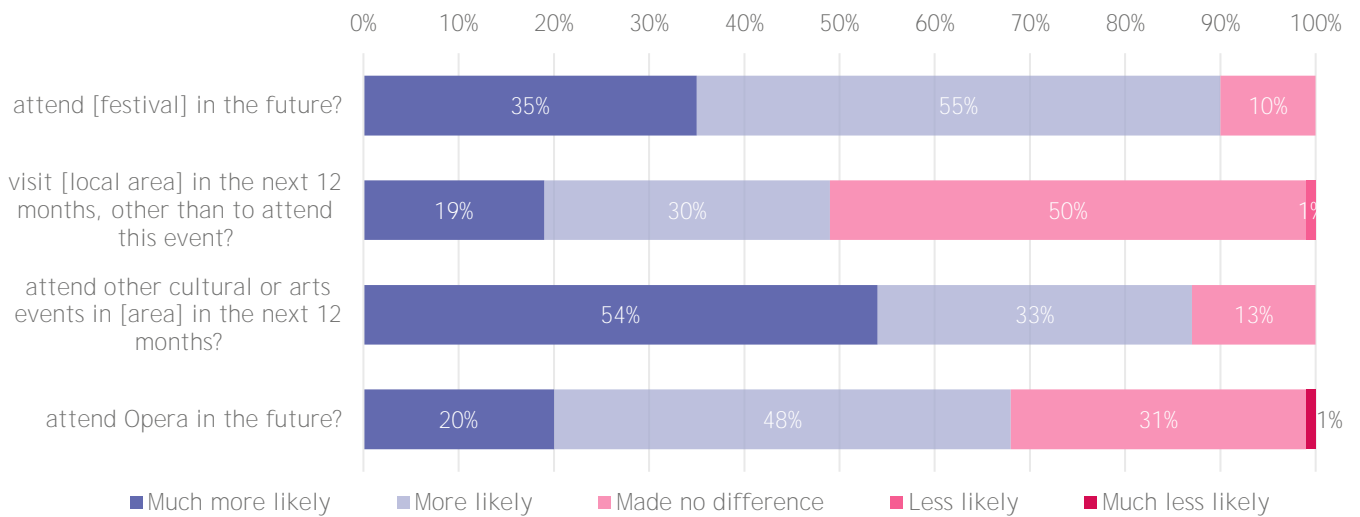


Base: 152 Margin of Error \pm 7.35

Future intentions

Future intentions

Has attending this festival made you more or less likely to...?

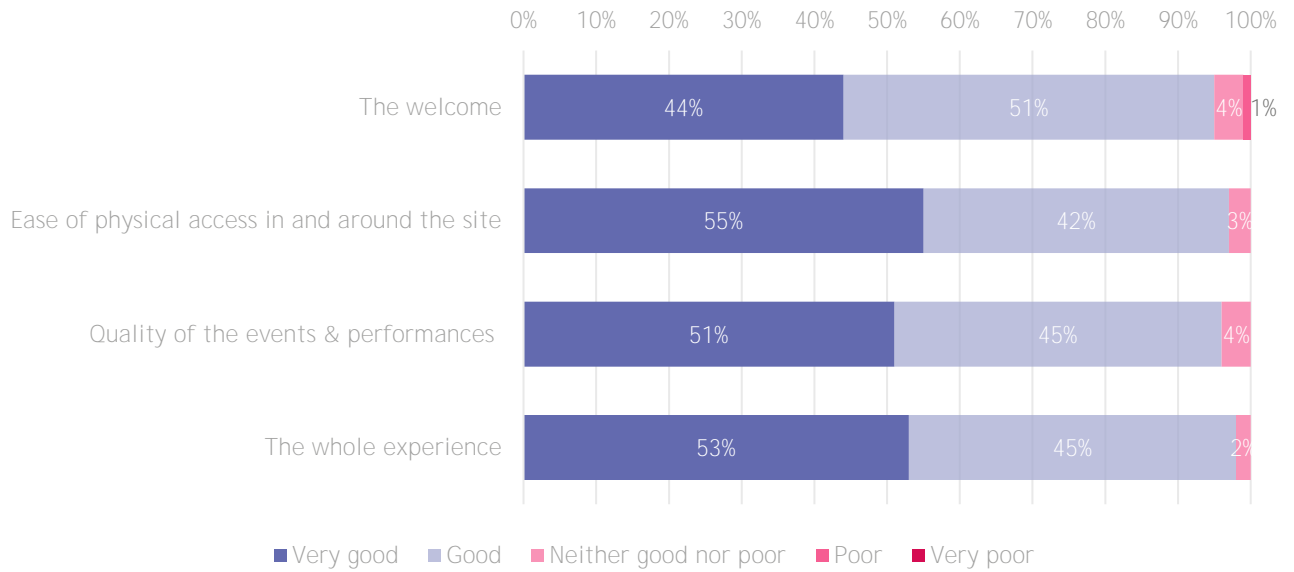


Has attending this festival made you more or less likely to...	Opera for All 2017			
	attend [festival] in the future?	visit [local area] in the next 12 months, other than to attend this event?	attend other cultural or arts events in [area] in the next 12 months?	attend Opera in the future?
Much more likely	35%	19%	54%	20%
More likely	55%	30%	33%	48%
Made no difference	10%	50%	13%	31%
Less likely	0%	1%	0%	0%
Much less likely	0%	0%	0%	1%
<i>Base</i>	117	101	46	122

Margin of Error ± 8.42, ± 9.16, ± 13.71, ± 8.35

Ratings - overall

How would you rate the following?

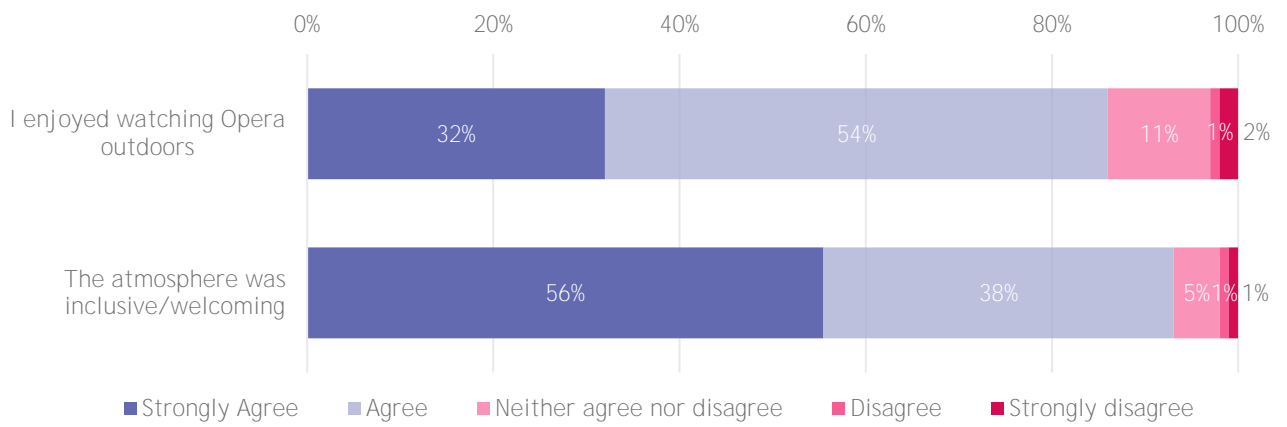


Opera for All 2017				
Visit ratings	The welcome	Ease of physical access in and around the site	Quality of the events & performances	The whole experience
Very good	44%	55%	51%	53%
Good	51%	42%	45%	45%
Neither good nor poor	4%	3%	4%	2%
Poor	1%	0%	0%	0%
Very poor	0%	0%	0%	0%
Base	143	146	113	151

Margin of Error ± 7.62 , ± 7.53 , ± 8.71 , ± 7.38

Ratings - overall

To what extent do you agree that...

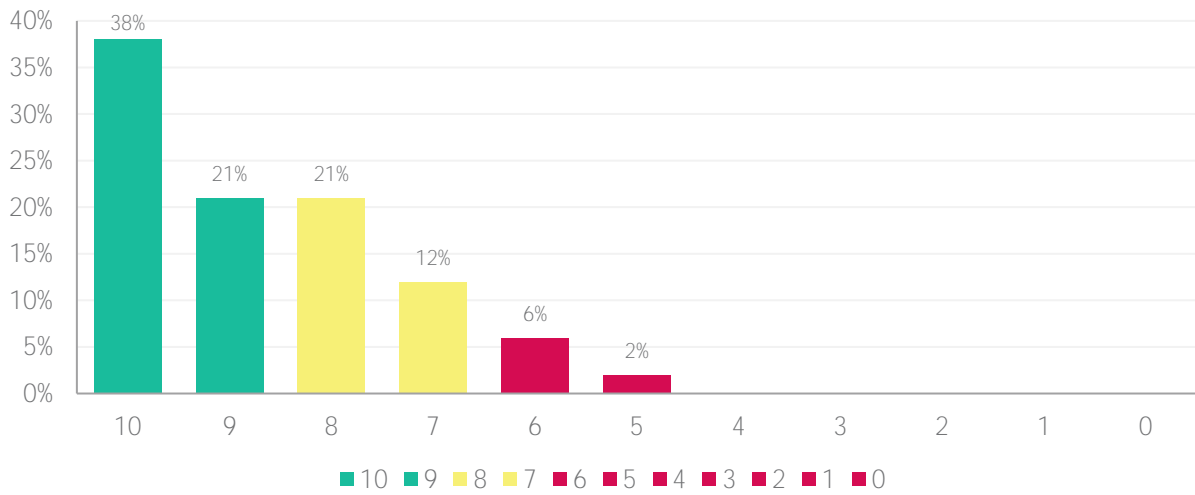


To what extent do you agree that...	Opera for All 2017	
	I enjoyed watching Opera outdoors	The atmosphere was inclusive/welcoming
Strongly Agree	32%	56%
Agree	54%	38%
Neither agree nor disagree	11%	5%
Disagree	1%	1%
Strongly disagree	2%	1%
Base	91	88

Margin of Error ± 9.71, ± 9.9

Recommendations

On a scale of 0-10, how likely is it that you would recommend [festival] to a friend, family member or colleague?



Base: 117 Margin of Error ± 8.42

Net Promotor Score

Net promotor score		Opera for All 2017
Promoters	59.0%	
Detractors	8.0%	
NPS score	51.0	

Base: 117 Margin of Error ± 8.42

Other comments

Is there anything else you would like to say about your experience at the event today?

The literal responses to this question were positive overall, but specific themes emerged for each festival in terms of positive experiences and suggestions for improvement.

Positive themes related to festival atmosphere and organisation, the sense of community created, and the occurrence of these festivals in their locality.

It should also be noted that many of the comments refer to the overall festival experience, rather than the specifics of the screening.

Ramsgate Festival

“Very nice to have Opera explained and shown in such an open, inclusive and entertaining way.”

“Excellent sound & vision”

“I live in Ramsgate and feel very happy that this event took place here”

“Uplifting local culture. Yay!”

SO Festival

“The Opera welcome area is lovely, like the setting really nice when the sun is out.”

“Loved the community spirit trying to get everyone involved”

Bridgewater Quayside

“The workshop was a really fun and enjoyable experience - and I do hope it gets repeated. All in all it was a great event for Bridgewater”

“Loved aerial work. Amazing for this to happen here”

“Great for kids”

Themes for suggested improvements overall included:

- more publicity i.e. involving local schools to promote the event
- technological aspects i.e. subtitles, screen positioning, and the desire for a LIVE performance over a screening
- use of the festival site i.e. this was particularly relevant to SO Festival, where several respondents identified that better use could have been made of the beach for the arts award tent & family space and/or seating

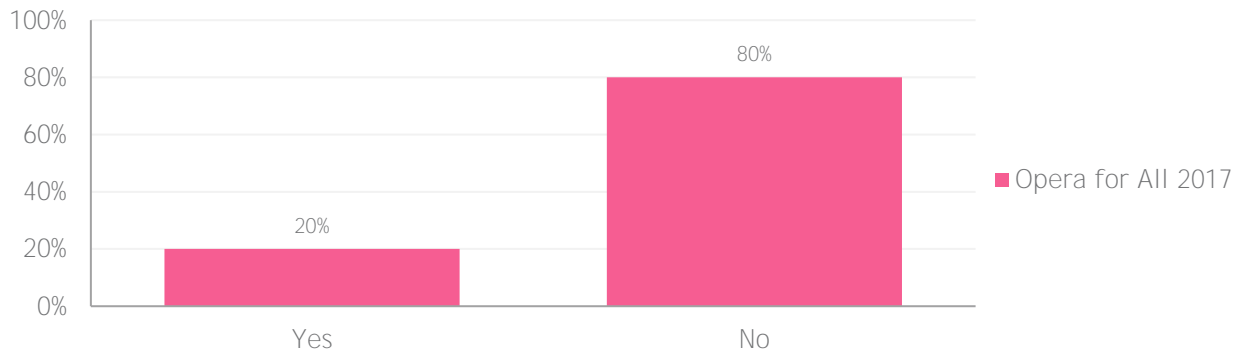
- scheduling, interactivity, and amount of programme content i.e. a more even spread of scheduled activities and more content overall run till later in the day. Specifically, a respondent at SO Festival mentioned the lack of interactive visual arts and roaming performances throughout that day, along with the uneven spread of programmed content leaving a big gap with nothing to do.
- **while it didn't rain at any festivals**, respondents identified the provision of wet weather facilities / options
- car parking facilities

Please see the appendices for the full list of literal responses.

Opera for All and opera attendance

Previous attendance to an Opera for All screening

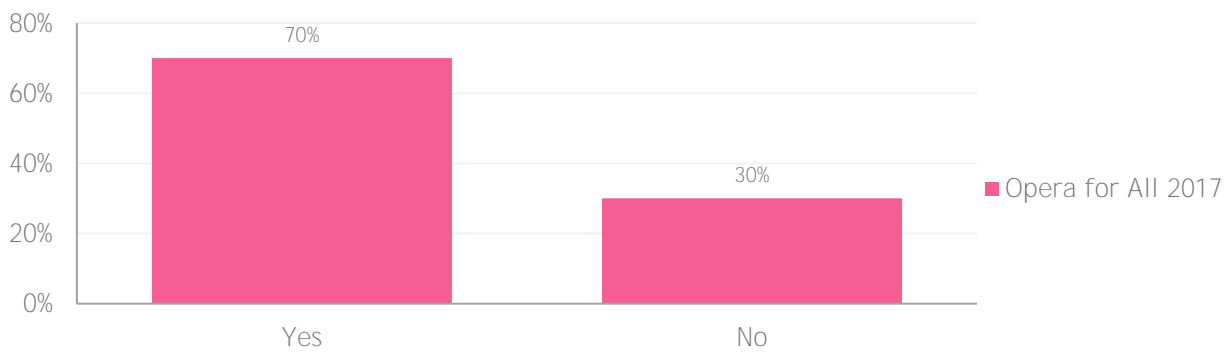
Have you seen an Opera for All screening before?



Base: 110 Margin of Error \pm 8.85

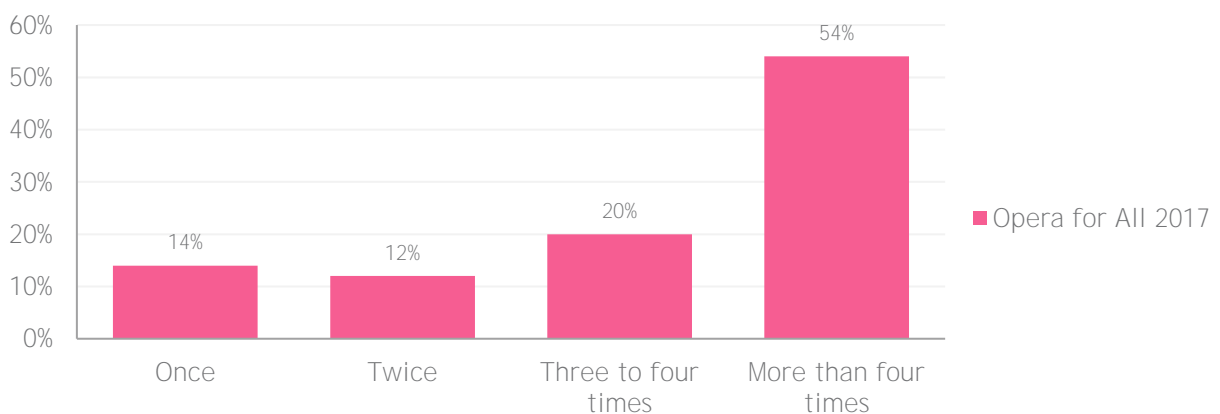
Previous attendance to opera performances

Have you seen an Opera performance before?



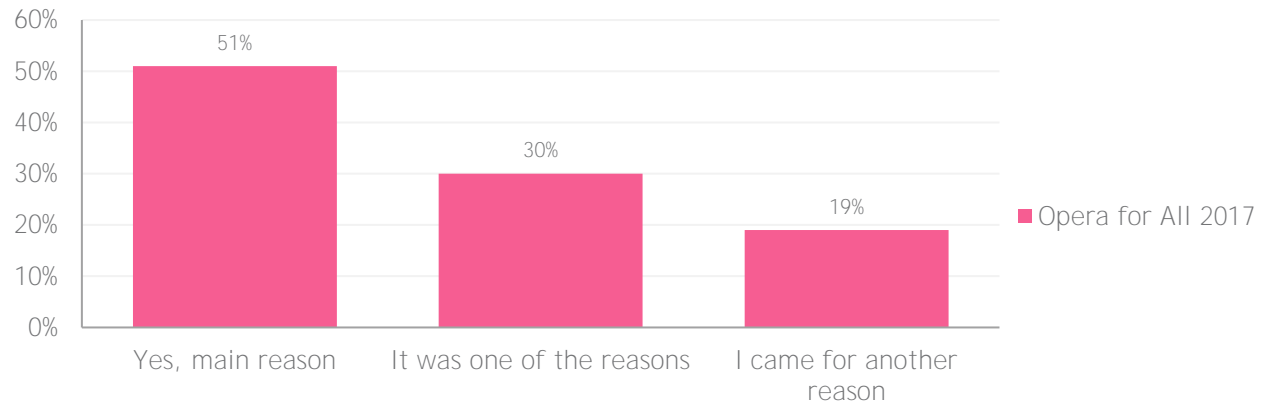
Base: 131 Margin of Error \pm 8.01

If yes, how many times have you seen an Opera performance?



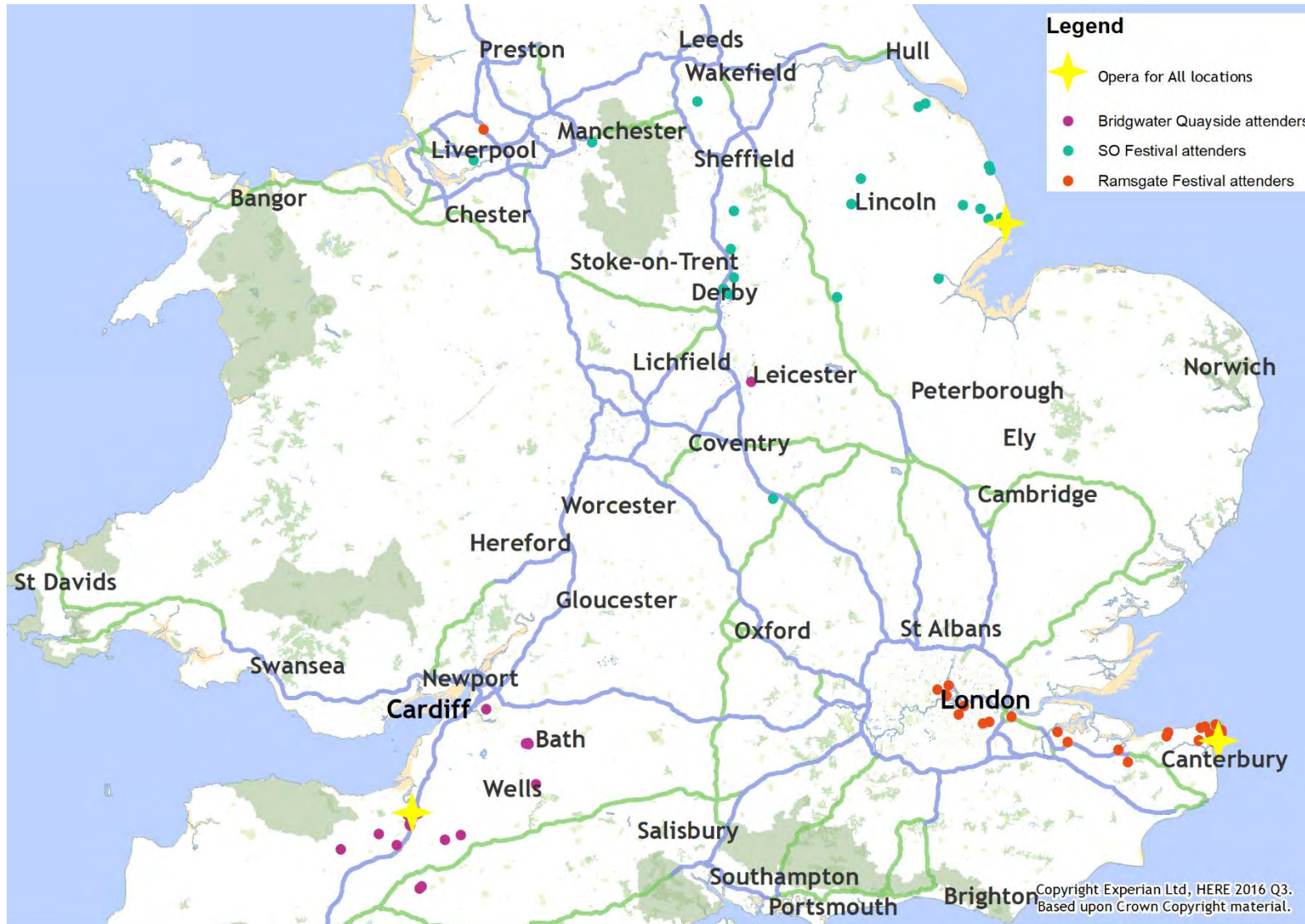
Base: 92 Margin of Error \pm 9.76

Did you come to [festival] specifically for the Opera For All screening?



Base: 88 Margin of Error \pm 9.9

Appendix i: Pinpoint map



Appendix ii: survey questions

	SO Festival	Ramsgate Festival	Bridgwater Quayside
Sex			
<i>Are you...</i>	✓	✓	✓
Age			
<i>Which of the following age groups do you belong to?</i>	✓	✓	✓
Ethnicity			
<i>What is your ethnic group?</i>	✓	✓	✓
Disability			
<i>Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?</i>	✓	✓	✓
Audience Spectrum			
<i>Audience Spectrum segmentation</i>	✓	✓	✓
Previous attendance			
<i>Have you attended [Festival] before?</i>	✓	✓	✗
<i>Did you come to [local area] specifically for [festival]?</i>	✓	✓	✗
<i>Did you come to [local area] specifically for [festival]?</i>	✓	✓	✓
Group composition			
<i>Group type</i>	✗	✓	✓
<i>Group size</i>	✓	✓	✓
Visit ratings - How would you rate...			

<i>The welcome</i>	✓	✓	✓
<i>Ease of physical access</i>	✓	✓	✓
<i>Quality of the events</i>	✓	✓	✓
<i>Whole experience</i>	✓	✓	✓

To what extent do you agree that...

<i>I enjoyed watching opera outdoors</i>	✗	✓	✓
<i>The atmosphere was inclusive</i>	✗	✓	✓

Recommendation

<i>On a scale of 0-10, how likely is it that you would recommend [festival] to a friend, family member or colleague?</i>	✗	✓	✓
<i>Net promotor score</i>	✗	✓	✓

Three words description

<i>Which three words would you use to describe your experience of today's event?</i>	✗	✓	✓
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Opera for All and opera attendance

<i>Have you seen an Opera for All screening before?</i>	✓	✓	✓
<i>Have you seen an Opera performance before?</i>	✓	✓	✓
<i>If yes, how many times have you seen an Opera performance?</i>	✓	✓	✓
<i>Did you come to [festival] specifically for the Opera For All screening?</i>	✗	✓	✓

Future intentions - Has attending this festival made you more or less likely to...

<i>Attend festival in the future</i>	✗	✓	✓
<i>Visit local area in the next 12 months</i>	✗	✓	✓
<i>Attend other cultura events in the area</i>	✗	✓	✗
<i>Attend opera in the future</i>	✓	✓	✓

UK/Overseas

<i>Do you live in the UK?</i>	✗	✓	✓
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Overseas visitors:

<i>Overseas visitors country of residence</i>	✗	✓	✓
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Other geometrics

<i>Region of attenders</i>	✓	✓	✓
<i>Drive distance</i>	✓	✓	✓
<i>Drive time</i>	✓	✓	✓
<i>Audience from LA/ouside LA</i>	✓	✓	✓

Appendix iii: Literal question responses

Is there anything else you would like to say about your experience at the event today?

Ramsgate Festival

Excellent sound & vision

I live in Ramsgate and feel very happy that this event took place here

Live performance preferable

Prefer live events. Screening was good though. Organisers very friendly - but you account for a miserable audience!

Screen higher up - couldn't see subtitles

So good. More than we expected. Looking forward to next year

Thank you for such a splendid festival

Think there should be more

This would be good Pre-performance at Garsington

Uplifting local culture. Yay!

Very nice to have Opera explained and shown in such an open, inclusive and entertaining way. Thank you.

SO Festival

A shame the beach wasn't used, would have been great for the arts award tent & family space. Seemed to be less visual arts to interact with and less roaming performances during the day. Lots were repeated meaning we had a big gap between 5-8pm where nothing was available for us to do or see as we had done it all!

Bring back the live local bands in tower gardens

Good that the family area is next to the opera

Have been to the Opera every year in Skegness, missed the tea van this year though

Loved the community spirit trying to get everyone involved, just feel the publicity is limited. Maybe get all the local schools and pre-schools either involved in the event or to help with the publicity.

opera welcome area very good but a bit windy

The Opera welcome area is lovey, like the setting really nice when the sun is out.

Bridgwater Quayside

Car parking was ok, more in future?
maybe a field?

Closed to soon

Do it again

Enjoyable

Enjoyed it

Enjoyed myself

Enjoyed Opera

Great day

Great for kids

I am intrigued as to whose idea this was

I would like to see more of these times of
events

Its been very nice

Its great for Bridgwater

Keep it up, great idea.

Loved aerial work Amazing for this to
happen here

Maybe more in one place than scattered

More please

More publicity

Ok

Sunny

Tell me when you do it again

Thank god it didnt rain, more indoor
options.

Thank you

The festival was brilliant in every way. I
hope it continues next year!

The workshop was a really fun and
enjoyable experience - and I do hope it
gets repeated. All in all it was a great
event for Bridgwater,

This is a smashing idea

No it was a good idea Thank you

No it was superb

Not really

Well done

Car parking was ok, more in future?
maybe a field?

Closed to soon

Do it again

Enjoyable

Enjoyed it

Appendix iv: Audience Spectrum descriptions

Metroculturals

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Commuterland Culturebuffs

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Experience Seekers

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

Dormitory Dependables

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off mature couples or busy older families; lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Trips & Treats

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, **this group are led by their children's interests and strongly influenced by** friends and family.

Home & Heritage

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside

the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events.

Heydays

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

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