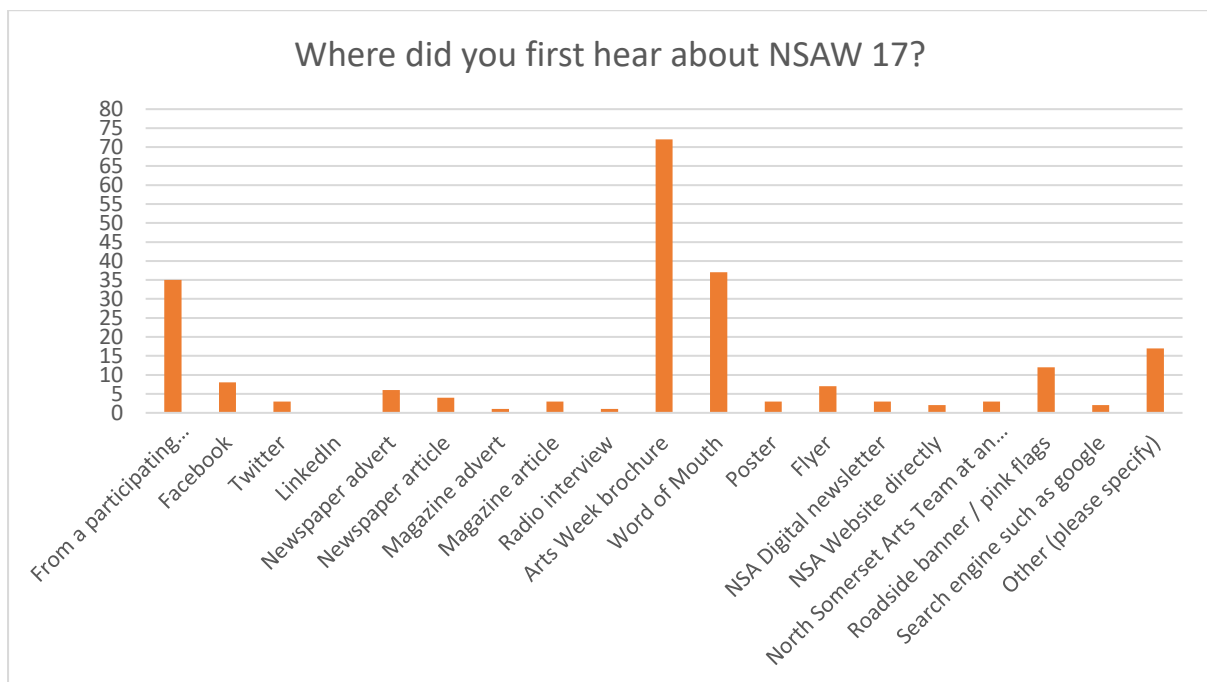


Evaluation Report for Arts Week 2017

Visitor survey results

168 surveys were returned, of those 68% of respondents were female and 10% male with the rest preferring not to say or not answering. Some respondents completed the survey jointly and some couples have ticked the male and female boxes, these results have been recorded as not responded. 43% of visitors were in the 45-64 age bracket and 38% were 65+ supporting the information from previous years, this may partly be to do with the demographic in the area where 1 in 5 people are over 65. 8% were 26-44, 7% did not respond and 4% were under 26. 21% of respondents came from outside North Somerset and 81% of those travelled specifically for North Somerset Arts Week 2017.

Most people visited Arts Week in pairs, 57%. 26% visited on their own, 13% with 3 to 5 people and 2% with 6 to 10 people, just 2% did not respond to this question.



This chart shows the most effective forms of publicity, with the brochure and participating artists at the top. Facebook is more popular than Twitter (LinkedIn was not used by NSA).

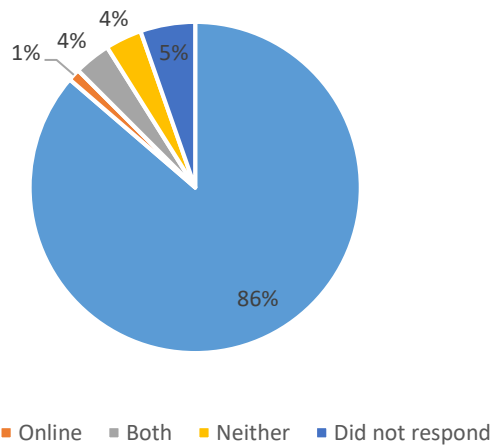
Artists suggested there weren't enough posters and this shows that posters were not very effective. Magazine adverts were one of the least effective methods of promotion, this may be because we only advertised in Evolver, which is aimed at artists rather than the general public.

Methods of promotion that were cited in the 'other' column included:

- Previous years
- People who were involved (not artists)
- Church
- Library (this may be the brochure)
- Various local stores (this may be the brochure)

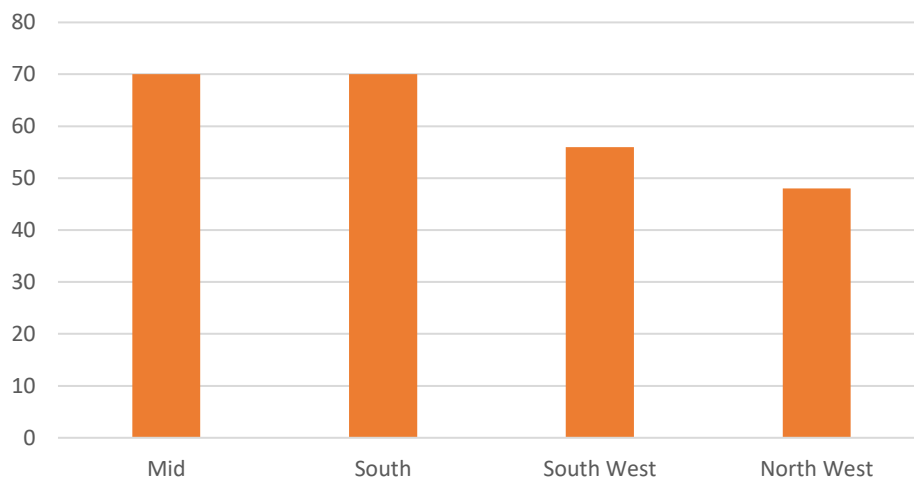
49% of respondents found out about the event more than a month before and 33% found out a month before demonstrating that early promotion was key, 12% found out a week before and 4% found out during Arts Week, 2% did not respond.

Which version of the brochure did you use?



The print brochure is the most important tools for Arts Week promotion and should continue to be produced in high numbers. There were some informal comments that the online brochure was difficult to use. ISSU was used to produce an online booklet but due to its unpopularity the PDF only version should be used in future.

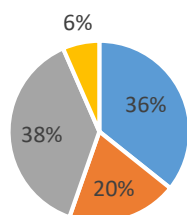
Which area did you visit?



Visits across the regions was fairly even with the North West getting the least visitors from survey respondents. However it was clear when entering this data that the cluster names confused some visitors. For example forms collected in the mid area didn't mentioned that they visited that area. Artists agreed that the names did not really mean much and they found the cluster names confusing.

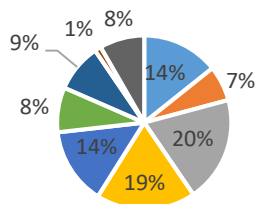
Most people visited between 1 and 6 venues over 1-3 days. A few visited just under half the venues and some spent between 4 and 6 days visiting Arts Week. Anecdotal evidence suggests that some visitors did visit all venues, they have not completed the survey.

Which days did you spend visiting Arts Week?



■ both ■ weekdays ■ weekends ■ Did not respond

Weekends were the most popular with visitors, however, 20% of people only visited on weekdays. The bank holiday may have skewed these results as some may have classed this day as a weekday and others a weekend.



■ I didn't buy anything ■ Refreshments only ■ Cards / Postcards
 ■ Under £25 ■ Under £50 ■ Under £100
 ■ Under £300 ■ Under £600 ■ Did not respond

This chart supports what some of the artists said that visitors were not generally big spenders. Only 2 people spent between £300 and £600 and 15 spent between £100 and £300. However most respondents did purchase something.

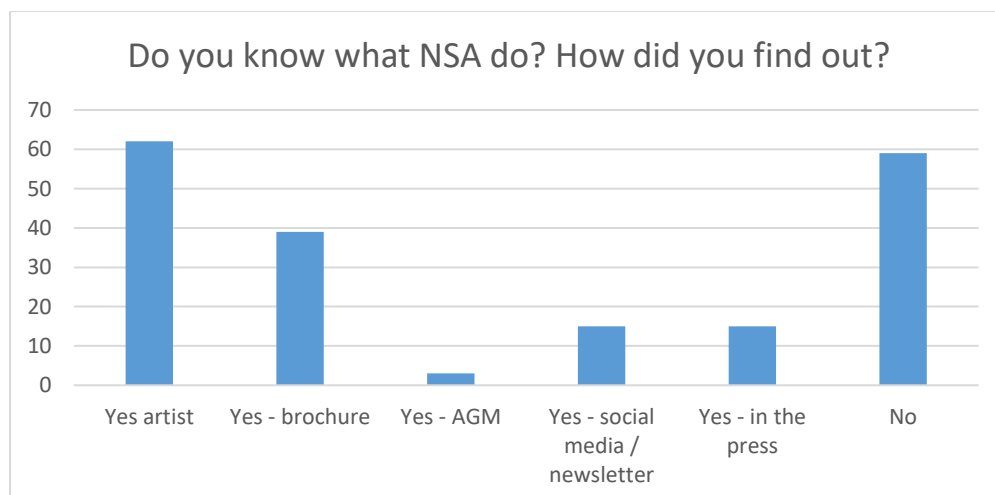
The next question asked about favourite venues, responses included:

- Multi artist venues
- Venue 10
- 6
- 23
- Portholes (Clevedon Pier)
- 32
- Barley Wood House
- Portishead Venues
- Polodango
- 41, Kingston Seymour
- 26
- 9
- 47
- 15
- 14
- 4
- Walled Garden
- Fire Station, Banwell
- Blue Room, Nailsea
- 20
- 13
- Claverham Meeting House
- Alterknit
- Refectory
- 40
- Creations by Fina
- 53
- Wood n Things
- 5
- 6
- Adam and Stuart Rush
- Old School Rooms
- 11
- 29 – Tim Haines
- Price and Pryce, Portishead
- 8

A huge variety of venues were cited as favourite, the majority of them were multi artist venues in interesting buildings. The main reasons given for these favourites include:

- Professional, high standard of work
- Lovely people
- More artists
- Well displayed
- Variety
- Welcoming
- Colourful
- The building
- Richard Brooks's work
- Exciting, inspiring life drawings.
- Unpretentious, un-precious venue
- Nice atmosphere
- Refreshments available
- New venue
- Very good exhibitors
- My favourite piece of art was there
- Carmel Eskill
- Lovely setting
- Interesting
- Lots to see at once
- Not a big push on selling
- Beautiful quilts
- Purchased a painting
- Interesting people, explained quilting and showed garden
- Bakers flamingos and wonderful feathers
- Work with meaning and power
- Fabulous wire work
- It also took me to a lighthouse I'd never seen before
- Passionate artists
- Bacon baps
- For the artists love of life
- Amazing creative work, laid out beautifully and explained by the artist really well
- Nice mix of crafts
- Claire Hall
- The beautiful glasswork
- Sat and knitted in a friendly environment
- Fun, Chill, Wool, ethical, cool
- Easy parking
- Unusual and brave. Striking images.
- Several venues close together
- Loved the ceramics
- Well planned
- Chance for amateurs to display
- Tasty cakes
- Good access
- Welcoming and peaceful
- I loved the artwork and chatting to Bridget
- Was totally blown away by the feather lady
- Quirky situation

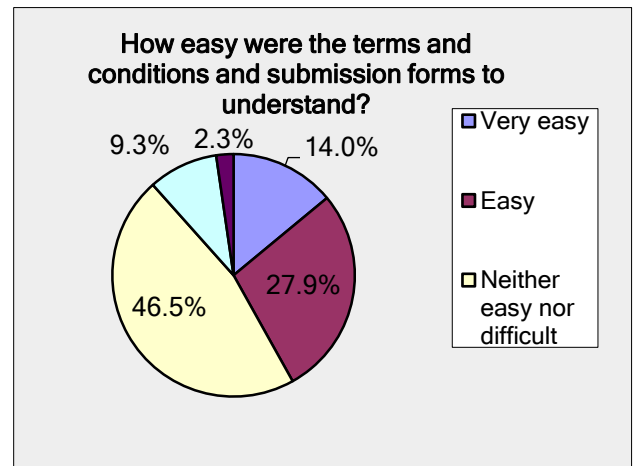
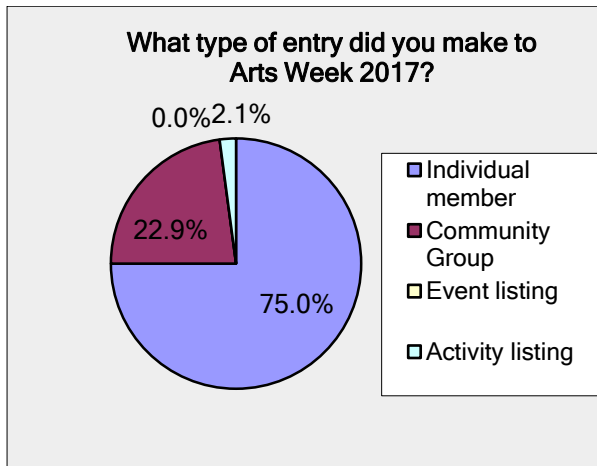
All respondents said they would recommend North Somerset Arts Week to a friend, only 6 people did not answer this question. Of those who did, most would be either highly likely or quite likely to recommend the event.



Participant evaluation

50 participants out of a possible 104 (plus additional artists part of community groups) responded to the survey. Respondents were split across the clusters with the least respondents from the North West cluster. The majority of respondents either exhibited on their own or with 3 or more other artists across a range of venues. 62% of respondents were in venues with multiple artistic disciplines and 26% were in venues with just one artistic discipline.

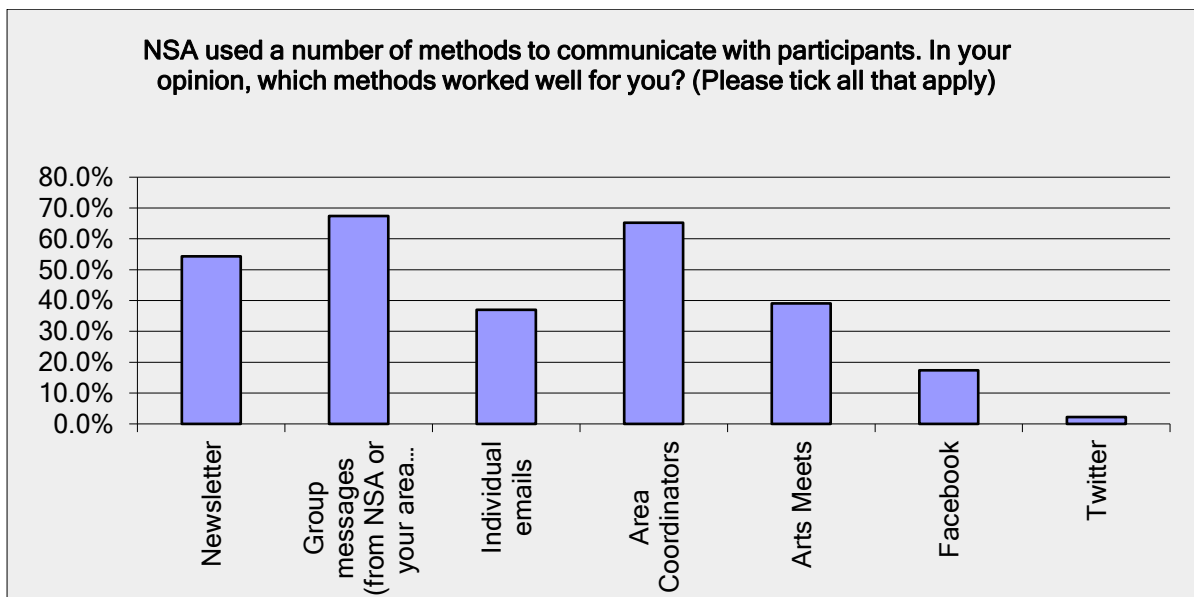
The survey asked participants about how they submitted their applications:



2 respondents skipped this question

This data shows that improvements can still be made to the terms and conditions and explanations on the submission forms. These could have been sent out when expressions of interest were gathered to allow additional time for queries. Anecdotal evidence suggests that the information on community groups wasn't clear as an amateur group thought it was £200 per artists rather than for the group.

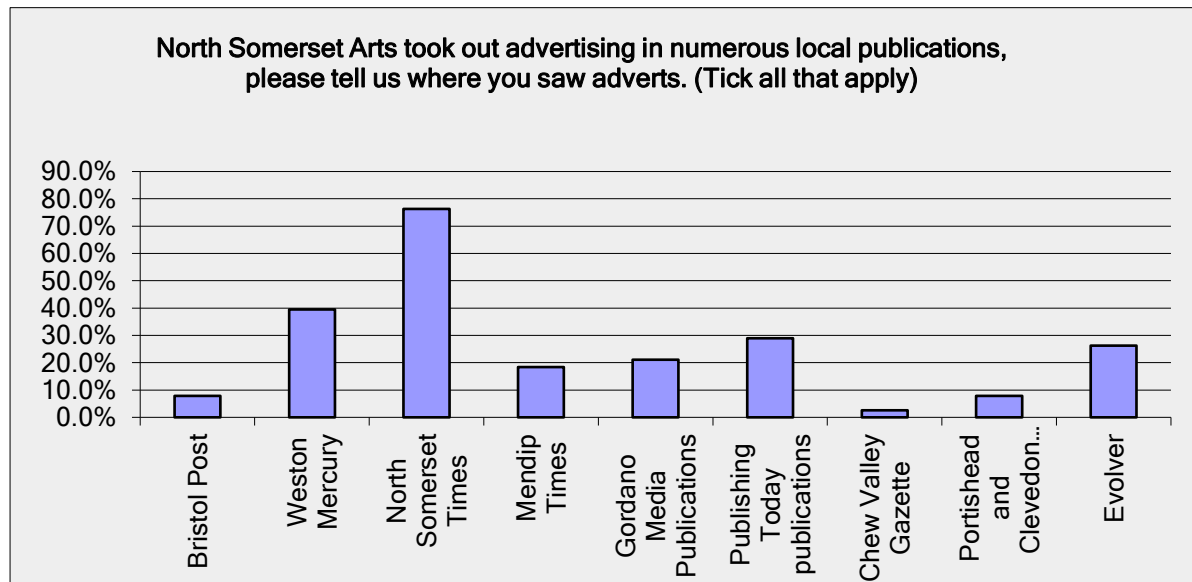
Participants were asked about their experience of the communication they received from NSA.



4 respondents skipped this question

This data shows communication was generally good. Area coordinators were given ratings of excellent and good by 45 artists who answered the question “how effective was communication between you and your area coordinator”.

Some artists did feel that more group/artist interaction would be beneficial and that it should be clearer that in order to get more out you need to put something in. Encourage this with cluster meetings and group emails and put area coordinators in place earlier to encourage group venues.



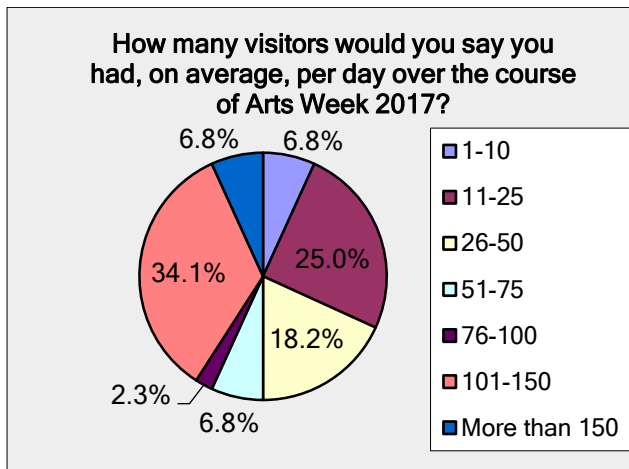
Advertising in the North Somerset Times and Weston Mercury are the most visible to artists followed by the publishing Today magazines and Evolver. The Bristol Post and Chew Valley Gazette weren't seen a much but artists were not located in these areas and these publications would help attract visitors from outside the area. The Portishead and Clevedon Residents magazine was seen by the smallest number of artists, however only 7 of the 50 respondents came from that area. Artists commented at the evaluation meeting that the press coverage was good. This year's advertising strategy could be repeated next time with minor tweaks.

Do you think NSA did enough to publicise the event?		
Answer Options	Response Percent	Response Count
Yes	83.7%	36
No	16.3%	7
If no what more should they have done?		7
<i>answered question</i>		43
<i>skipped question</i>		7

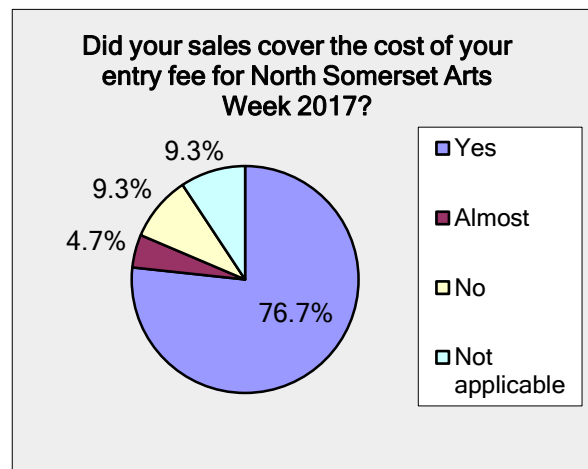
Suggestions to improve the event publicity include:

A number of respondents suggested more billboards / posters / placards / large banners placed earlier like the North Somerset show. Another suggestion was local TV and news, we did try to organise a press call and this should happen again, unfortunately no press were present this time. Another suggestion was on screen ads at local cinemas which would be unrealistic with our budget. A suggestion from the evaluation meeting is to get more promotion at local events and to produce leaflets which could be dropped through doors to promote the event nearer the time. It was felt that the postcards should have come out earlier and the flags were too small, this was also noted within the visitor survey. Another suggestion was to target primary schools with brochures/flyers.

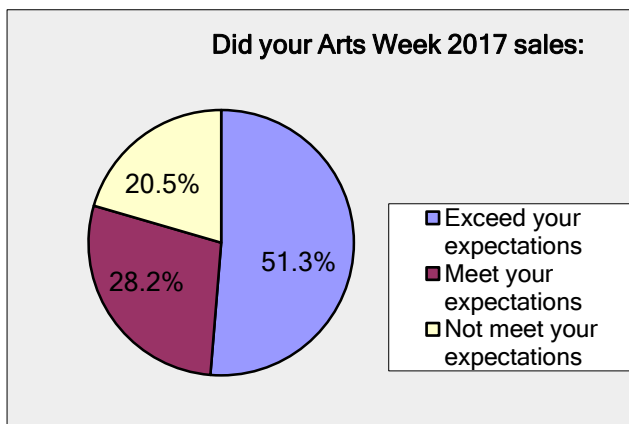
Some artists thought the use of social media was good though others felt it was a little disjointed. The use of social media should continue to be encouraged and representatives for each cluster could be built on but with more centralisation.



6 respondents skipped this question



7 respondents skipped this question



11 respondents skipped this question

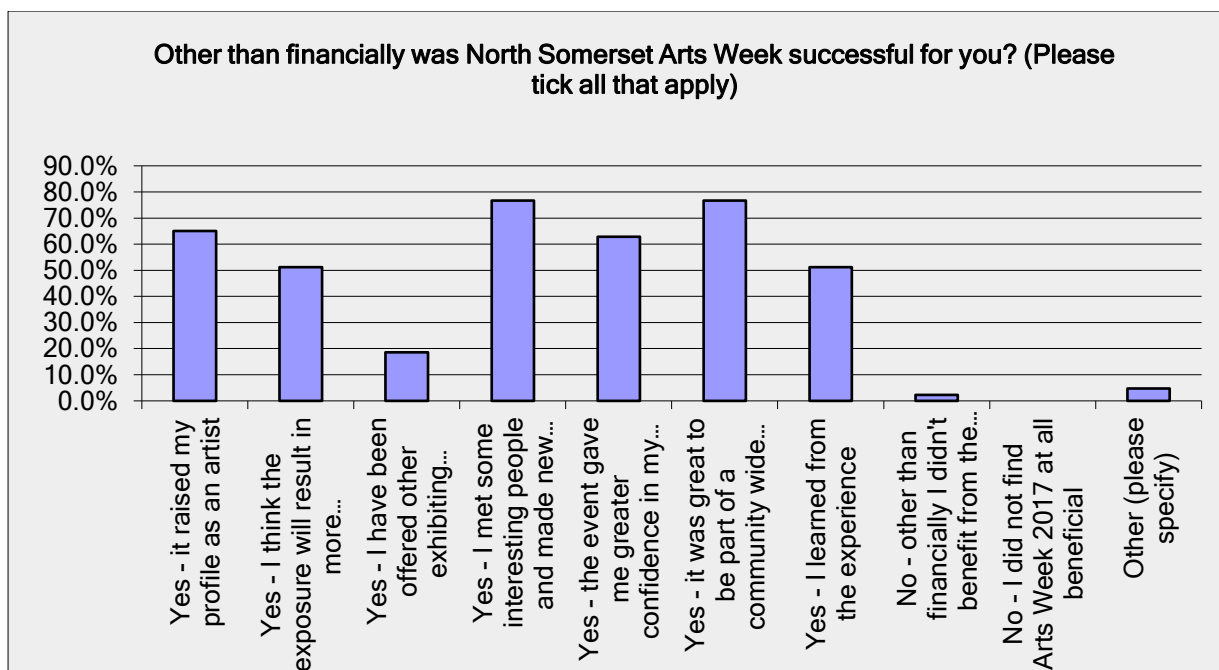
These three charts suggest the event was successful for artists and was financially more successful than previous years (sales exceeded 51.3 percent of artists expectations). This also suggests the marketing message was appropriate – to try to get visitors to buy from the artists and to put the artists in a selling mind set prior to Arts Week.

Although generally artists were pleased with their sales it was noted in the evaluation meeting that big sales were hard to achieve, £50 was the perceived limit. The visitor survey indicates this is a fair perception.

Some artists felt the proportion of sales to visitors was disappointing. Online conversion rates are about 2-3%, offline conversion rates vary by industry but are only around 20%.

Although overall visitor numbers seem to have improved and artists are pleased with their footfalls, artists in individual homes perceive a lower footfall. What is not clear is whether there are more visitors overall or if visitors were more concentrated because there were less venues.

Participants were asked what they thought of the cost of Arts Week. 61.9% of 42 respondents thought the price was reasonable and 35.7% thought it was expensive this was reiterated at the evaluation meeting, despite a large majority of artists covering their 2 year membership costs with Arts Week 2017 sales. Only 1 person thought it was cheap.



7 respondents skipped this question

Because the brochure is one of the biggest expenses for Arts Week participants were asked what they think about it.

The Arts Week brochure is one of the largest costs to cover, how important is the brochure, in its current format to you as a participant?

Answer Options	Response Percent	Response Count
Very important	61.4%	27
Quite important	25.0%	11
Neither important nor unimportant	4.5%	2
Not important	9.1%	4
<i>answered question</i>		44
<i>skipped question</i>		6

NSA publishes 30,000 Arts Week brochures, do you think this quantity should change?

Answer Options	Response Percent	Response Count
Increase	2.5%	1
Keep the same	57.5%	23
Decrease	40.0%	16
<i>answered question</i>		40
<i>skipped question</i>		10

Do you have any un-used brochures left?

Answer Options	Response Percent	Response Count
More than 2 boxes	0.0%	0
2 boxes	2.4%	1

1 box	7.1%	3
A handful	54.8%	23
No	35.7%	15
answered question		42
skipped question		8

This data suggests that no changes should be made to the production of the brochures. Comments from the evaluation meeting suggest the brochure should be smaller so it can be posted. Other suggestions for changes to the format include a fold out leaflet for each cluster or a back pocket sized brochure, though these weren't popular as the booklet gives a better impression and the size is appropriate to the average age of the NSAW audience. Feelings about the number of brochures seems to be to keep it the same or reduce it slightly.

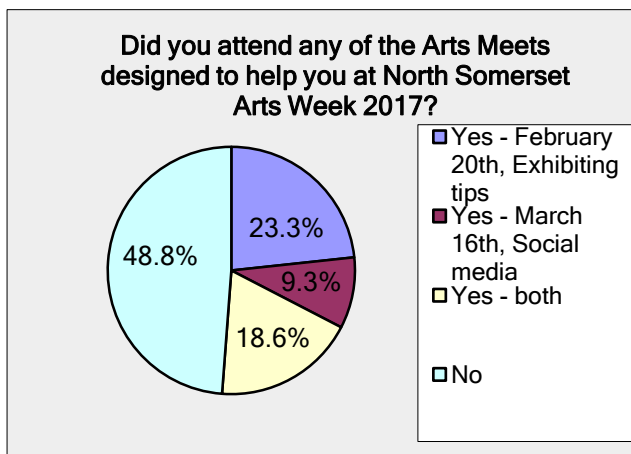
Artists suggestion from the evaluation meeting:

People feel a physical brochure with photos is important and that is supported by the visitor survey. Elements of the brochure which people would change are to not include the survey. To highlight individual venue opening times e.g. highlight closed days in red, a paragraph in the brochure should explain this. A fold out map in the brochure which could be bigger. It would be good to note venues which Sat Nav can't find and include better directions. Some artists said they really like the layout from 2009's event, this could be revisited. Also indicate which venues have toilets available and can take credit/debit cards.

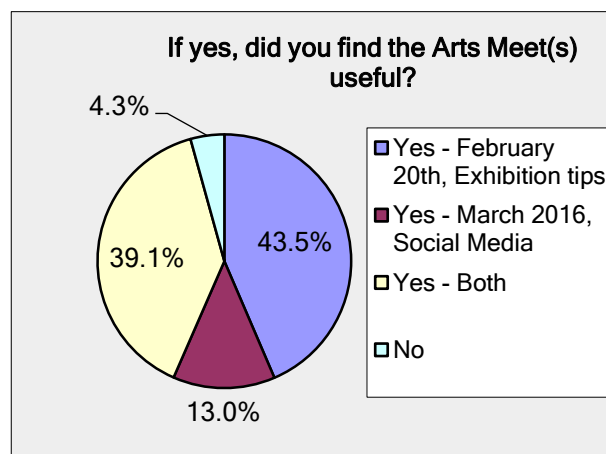
Artists would like to be able to proof read the map. The local area maps were not big enough and were a bit confusing for some, also Bleadon was not labelled on the map. These local maps are good and should continue to be included.

Brochure distribution was good, however the initial brochure collection was chaotic. Brochures should be distributed to Somerset libraries and out of area information centres. A hotline number should be included when delivering brochures so places displaying brochures can call for a top up.

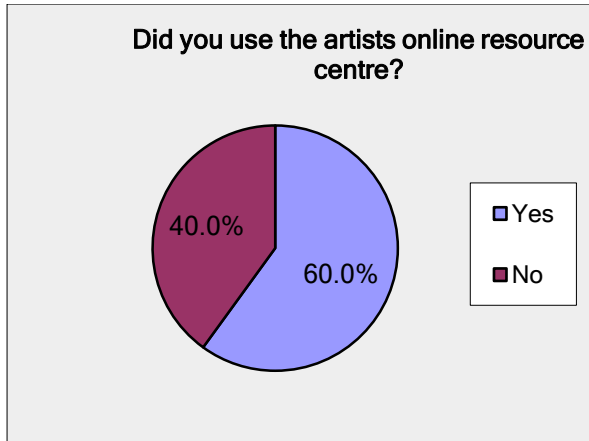
Participating artists were offered a variety of support to exhibit in Arts Week 2017.



7 respondents skipped this question



27 respondents skipped this question



Reasons for not using the resource centre include:

- I did not need to
- Didn't get round to it
- Other people did it for me
- Have exhibited before
- Not very IT savvy

If yes, did you find the tools helpful?

Answer Options	Response Percent	Response Count
Yes	100.0%	22
No	0.0%	0
What did you find most helpful / unhelpful?		8
<i>answered question</i>		22
<i>skipped question</i>		28

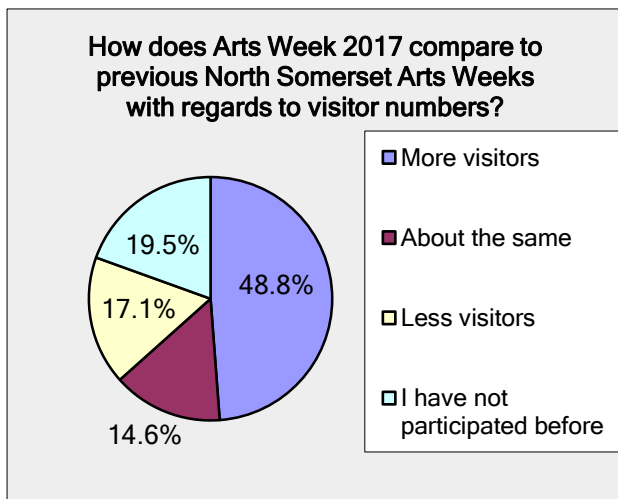
The most useful items seemed to be signage, poster templates, save the date cards and brochure distribution locations. People also mentioned logos, social media and flag info.

Is there anything else you would have liked to be included in the pack?

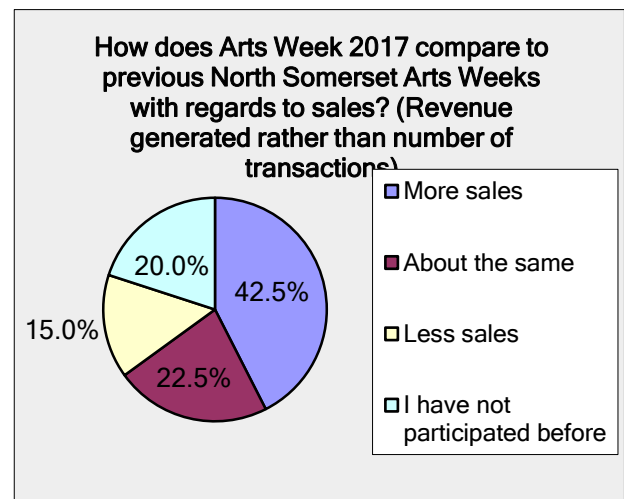
A standard print and put it up poster

More useful maps

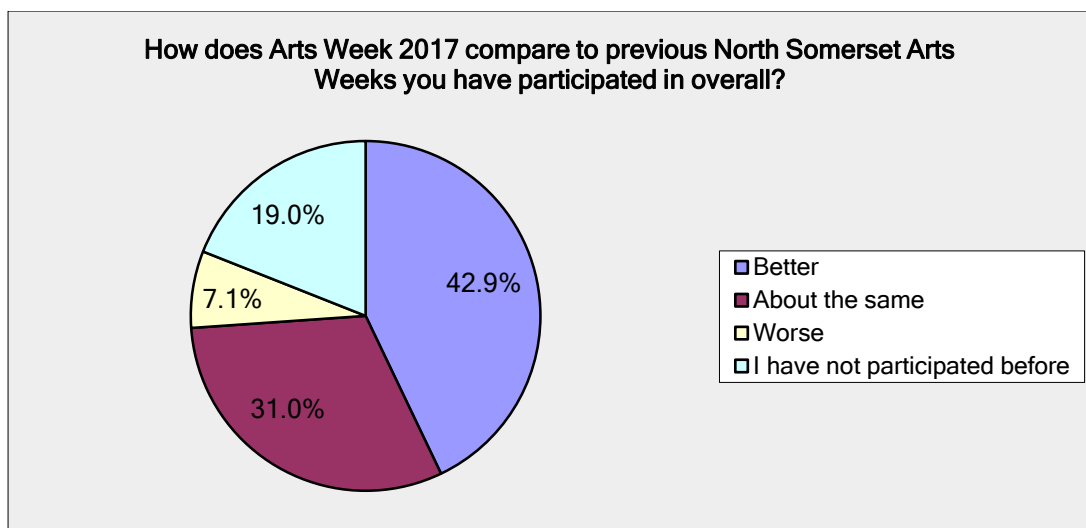
Template for printing on postcards



9 respondents skipped this question



10 respondents skipped this question



8 respondents skipped this question

These three charts suggest that Arts Week 2017 has been the most successful in terms of showcasing and driving revenue to our artists making it overall the most successful event to date.

Reasons artists cited for this include:

- I exhibited with two other artists whose work was of very high quality. We had a good variety of work and a wide price range. We were at a new venue which was also in a good cluster of popular venues nearby. We were open every day (except last Sunday) and all present during opening times.
- Having extra resources
- lower sales but maybe better exposure
- Although positive in many ways we had less visitors & fewer sales than in previous years.
- We had more visitors and such a great response
- More group venues this time so better to plan visits
- Change of venue being in a group on right side of the Valley
- A better exhibition; more visitors.
- New form of membership made it feel more like being part of an organisation than a one off event
- Turnover was the same over the 6 open days v 10 days last time
- I was in a different venue with more artists this time so didn't feel I could answer 26 and 27
- A few more visitors when I did it in 2011
- Because there were less venues in my area I think less people came. People like to have several venues close together to make a visit. If I hadn't invited lots of friends & neighbours my footfall would have been very small

Consequently 86.5% of 37 respondents said they would participate in Arts Week again and 94.3% of 35 respondents said they would recommend it to a friend.

Improvements not already mentioned that participants have suggested include:

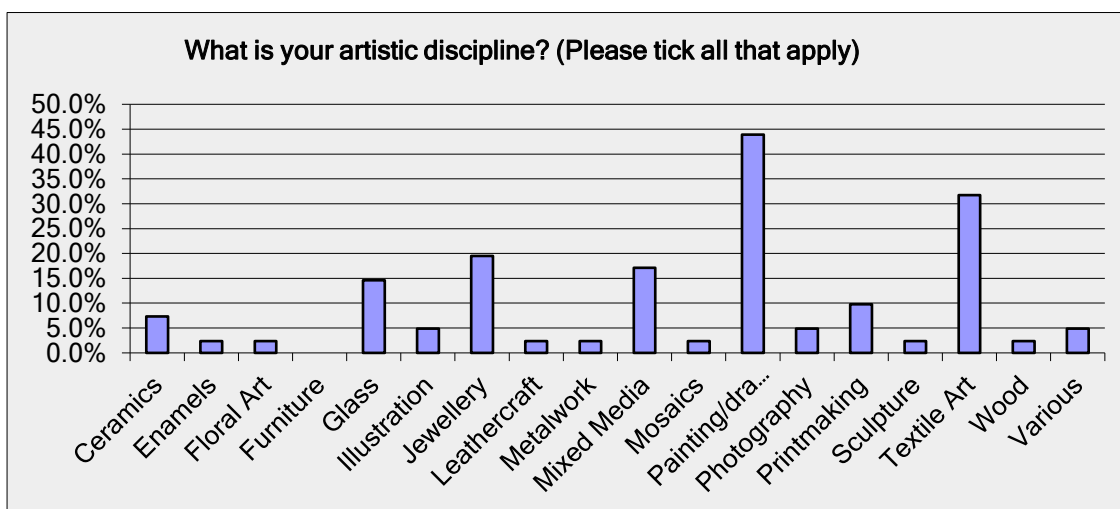
- Improve signage and visibility as people don't register that it's on
- Reduce the cost and make it obvious you do not include insurance
- Reduce the cost of entry and ensure it covers PL insurance.
- Reduce the amount of brochures and cost of entry
- Maybe consider a less expensive membership for new artists as I'm concerned that potential new participants may be deterred by the cost.

- I think that the next brochure should explain to the public that all the artists featured have to pay to be a member of NSA. Most of my visitors were surprised by this, believing that our entry was free!
- Getting the writing for the brochure right was very troublesome and could not be done directly, but only through the coordinator. Far too many errors even though we corrected them endlessly
- Increase the number of grouped venues, a lot of people don't like visiting artists at home
- over two weeks so you have time to visit more venues
- Have it on for longer and have a central group venue in Weston
- Improve on-line presence - NSA Facebook and especially the NSA website could have been much better
- It has lost it's inclusiveness and become artist orientated rather than community orientated. This is a shame. Reduce cost of individual entry. Produce fold out paper leaflet instead of brochure. Less need for advertising revenue, fewer overheads

Participants who completed the survey were:

What is your age?		
Answer Options	Response Percent	Response Count
18 to 24	2.4%	1
25 to 34	2.4%	1
35 to 44	2.4%	1
45 to 54	31.0%	13
55 to 64	21.4%	9
65 to 74	33.3%	14
75 or older	7.1%	3
<i>answered question</i>		42
<i>skipped question</i>		8

37 respondents were female and 4 male, 9 did not respond to this question.



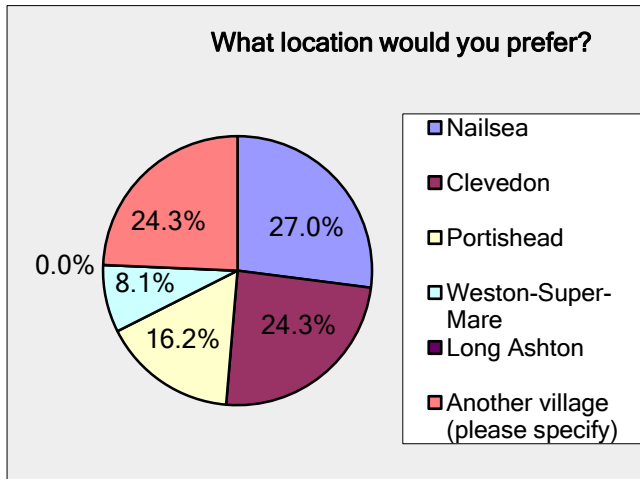
9 respondents skipped this question

Participant discussion results

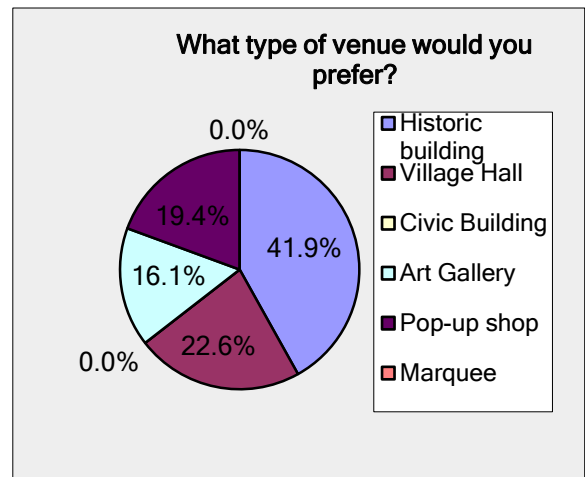
Artists comments from the evaluation meeting that have not already been covered were:

- Well organised
- Visitors were interested in the work
- Visitors came from far afield (there were lots of Bristolians)
- There were repeat visitors from previous years and earlier in the week
- Refreshments went well
- Too many painters within a group venue
- Some venues had parking issues – encourage participants to consider this when choosing their venue due to the nature of this Arts Trail.
- Generally venue standards were good, though there were some poor ones.
- Area clusters should have a chance to discuss opening times before they get fixed.
- Don't change Arts Week dates.
- Support from Jo Green was good.
- Referring onto other venues/artists worked well.
- The trails were easy to follow.
- There was an excellent standard and variety of work.
- The weather helped.
- The venues were welcoming.
- Home venues were very personal.
- There were comments about how great it is to talk to the artists.
- Artists could commit to Arts Week a year before so they can plan and budget for it.
- More events and workshops during Arts Week would be good. Including workshops with schools and nurseries. Gabbie Gardner did a hand painting workshop at a nursery.
- Some artists feel that members should be allowed one non-member to exhibit with them during Arts Week.
- Groups in clusters were good.
- Coordinators did a great job.
- Group area names didn't always make sense, replace these perhaps with colours.
- Provide banner options for groups to buy.
- Group venues worked really well and attracted lots of visitors. However don't make everyone exhibit in group venues as some artists have lots of work so couldn't participate.
- Could NSA look at potential venues for groups of artists
- There were too few venues in Clevedon. It helps to have more venues in a village e.g. Banwell.
- Weston is not an arty place, people don't go there for art and parking is difficult.
- Many venues raised significant amounts of money by offering refreshments, garden visits and donation bowls.
- Using the first day for private views started the week with a buzz that lasted the whole weekend. This could also be a way of encouraging press coverage with exclusive invites.
- Churches made good venues.

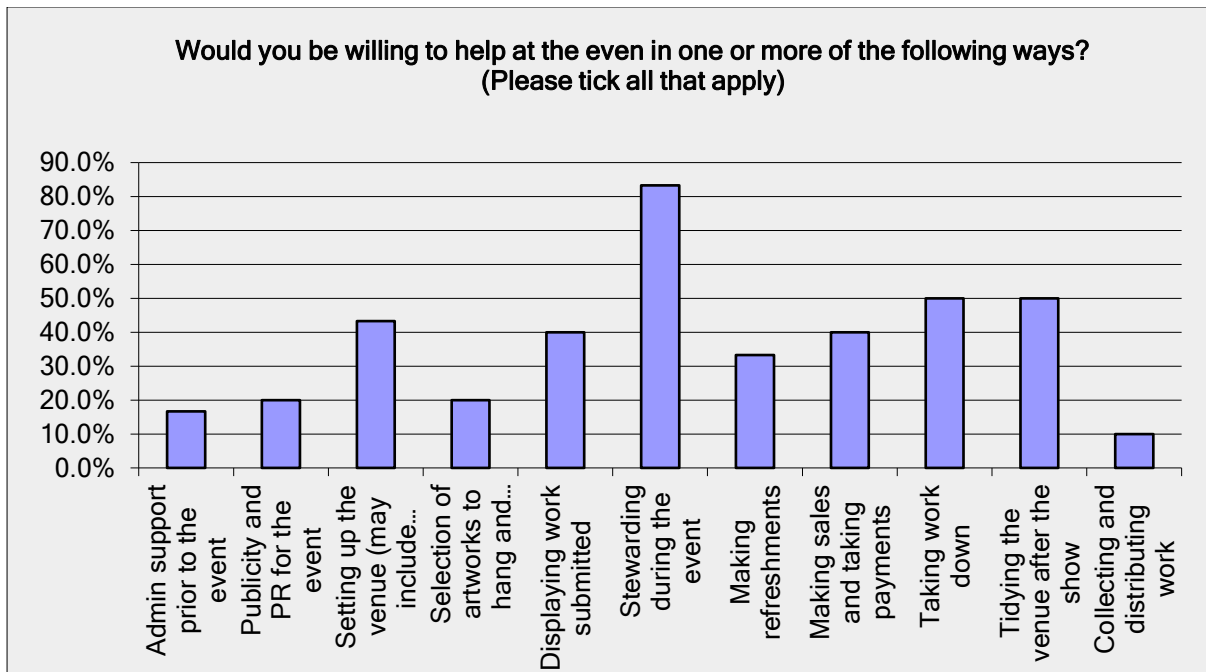
Participant survey results regarding the next event



13 respondents skipped this question



19 respondents skipped this question



20 respondents skipped this question

Suggestions from the evaluation meeting included an Art market for all levels of experience where individuals can set up stalls. This could be held somewhere like the Tropicana. Is there capacity for an open members only exhibition?