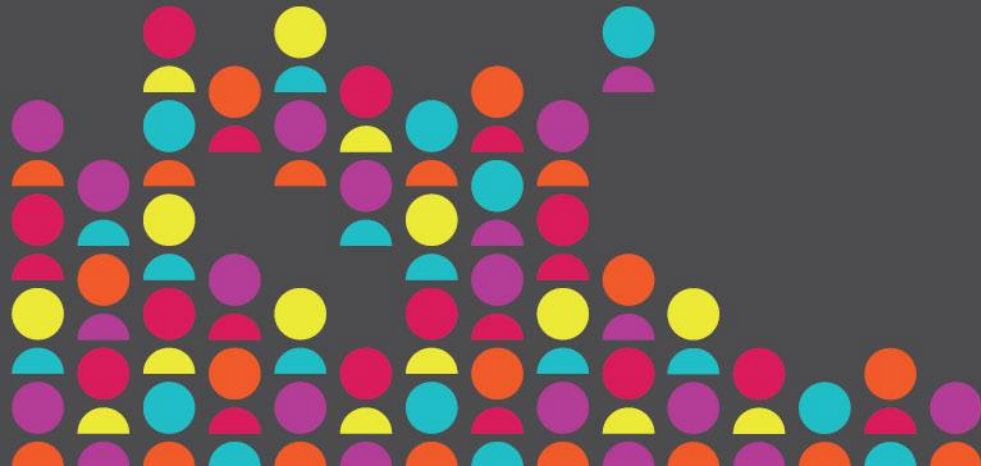


# Engaging audiences

*Feedback from the SHOWTIME audience research*



# Engaging audiences

Who attended the events?

What did they think?

What were the wider impacts of SHOWTIME?



# The approach we used

SHOWTIME touring  
programme

44 events

Attended by avg.  
3,300 per event



the audience agency

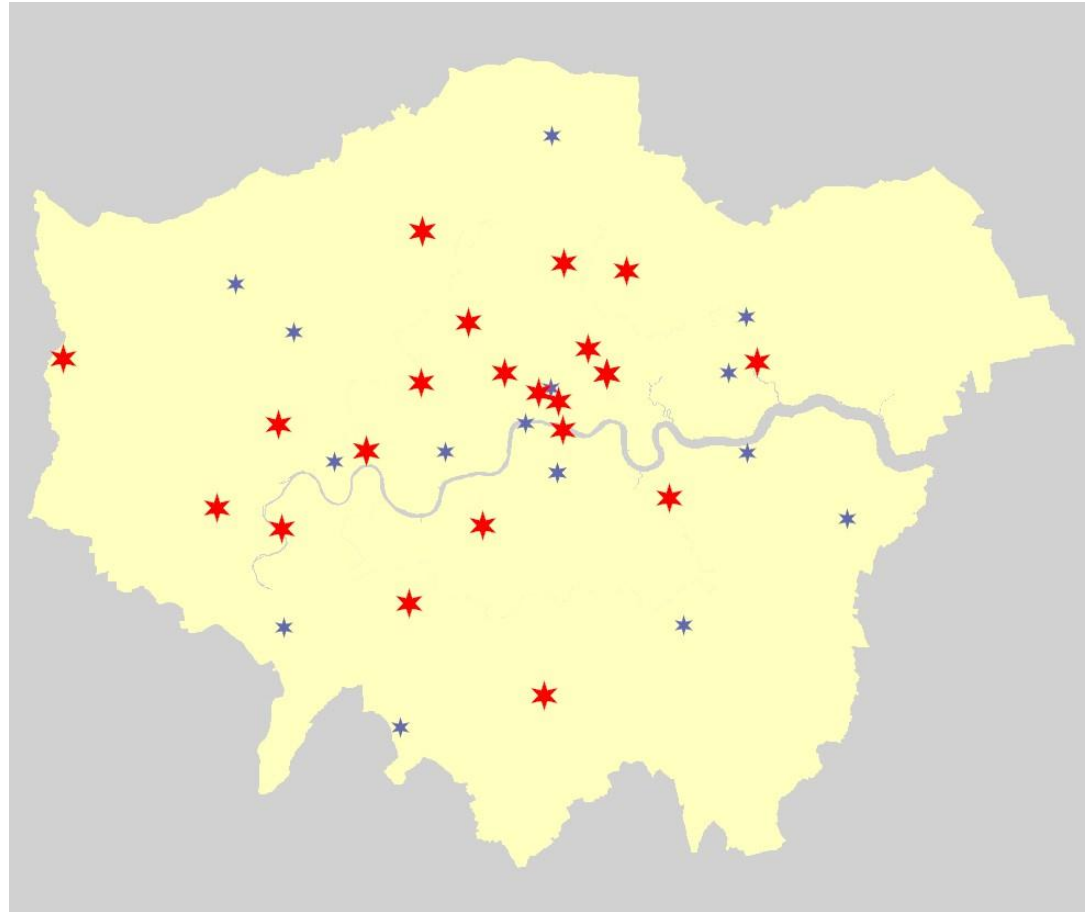


# The approach we used

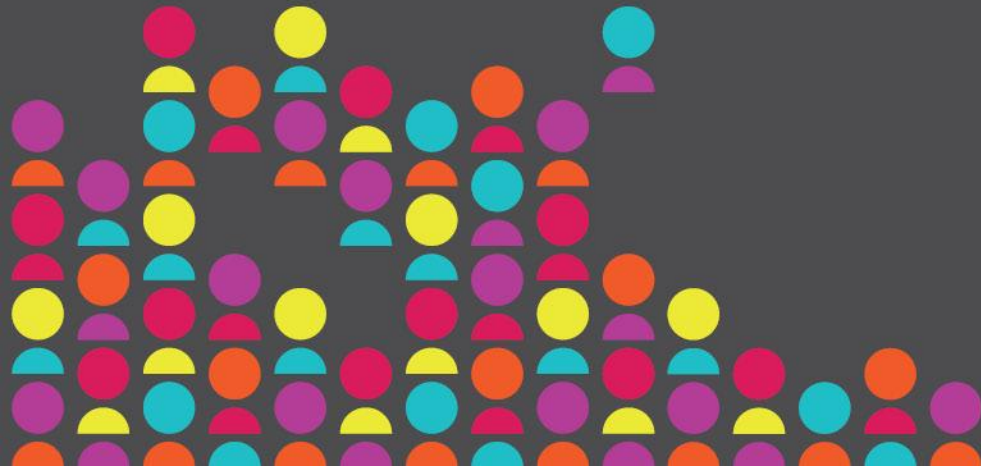
Collected surveys  
at 25 events (★)

2,128 responses

Largest ever survey  
at outdoor event



# Who attended the events?



# Where were they from?

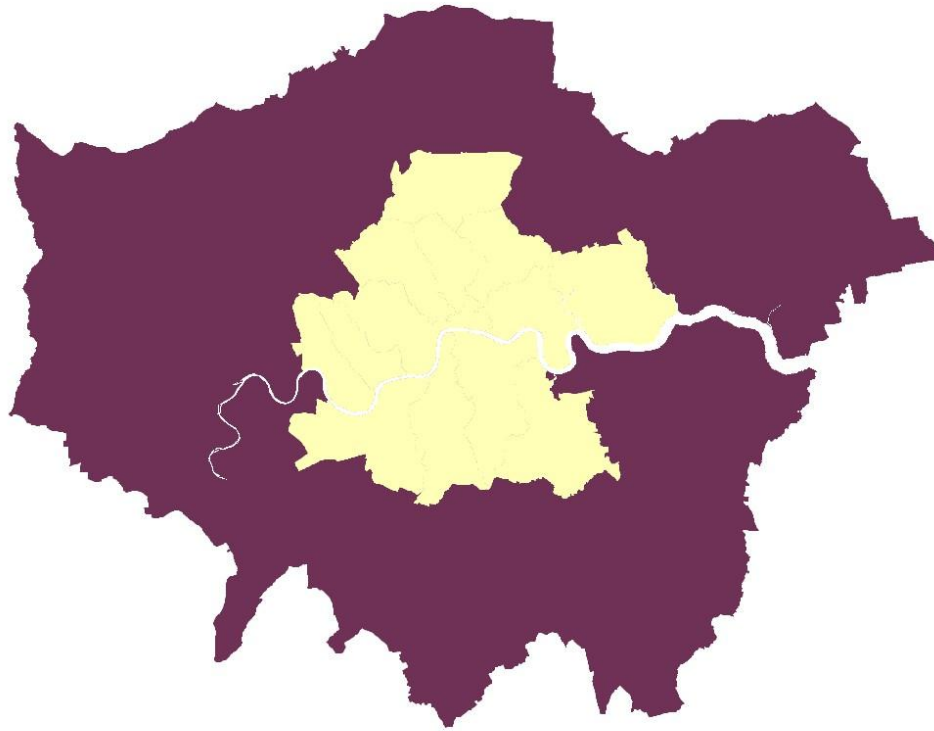


16% from the rest  
of the UK

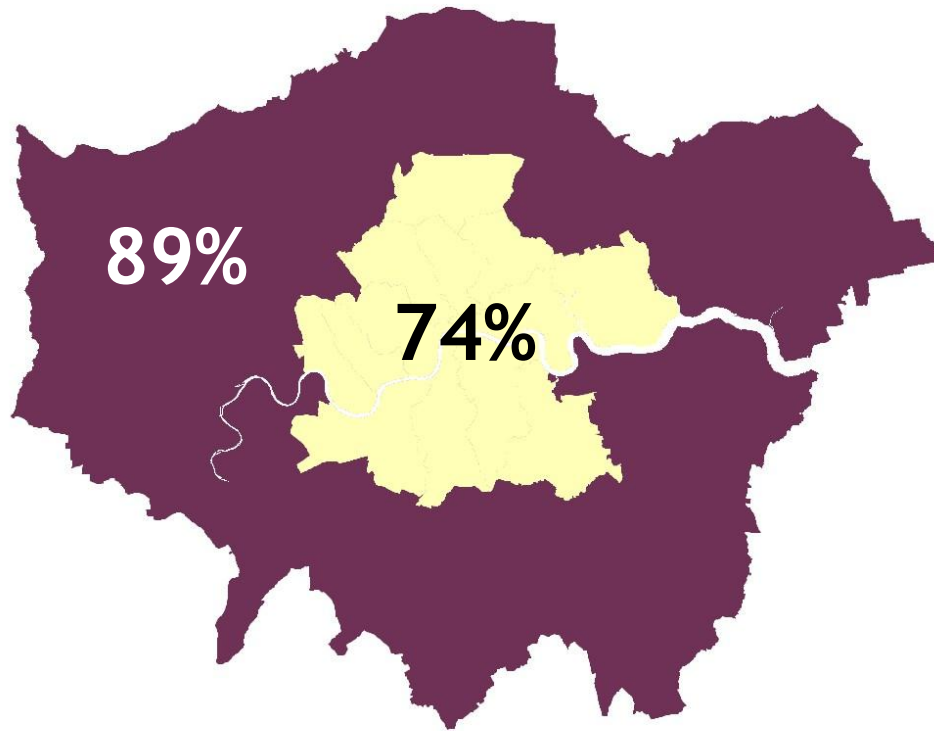
5% visiting from  
overseas



# Where were they from?



# Where were they from?

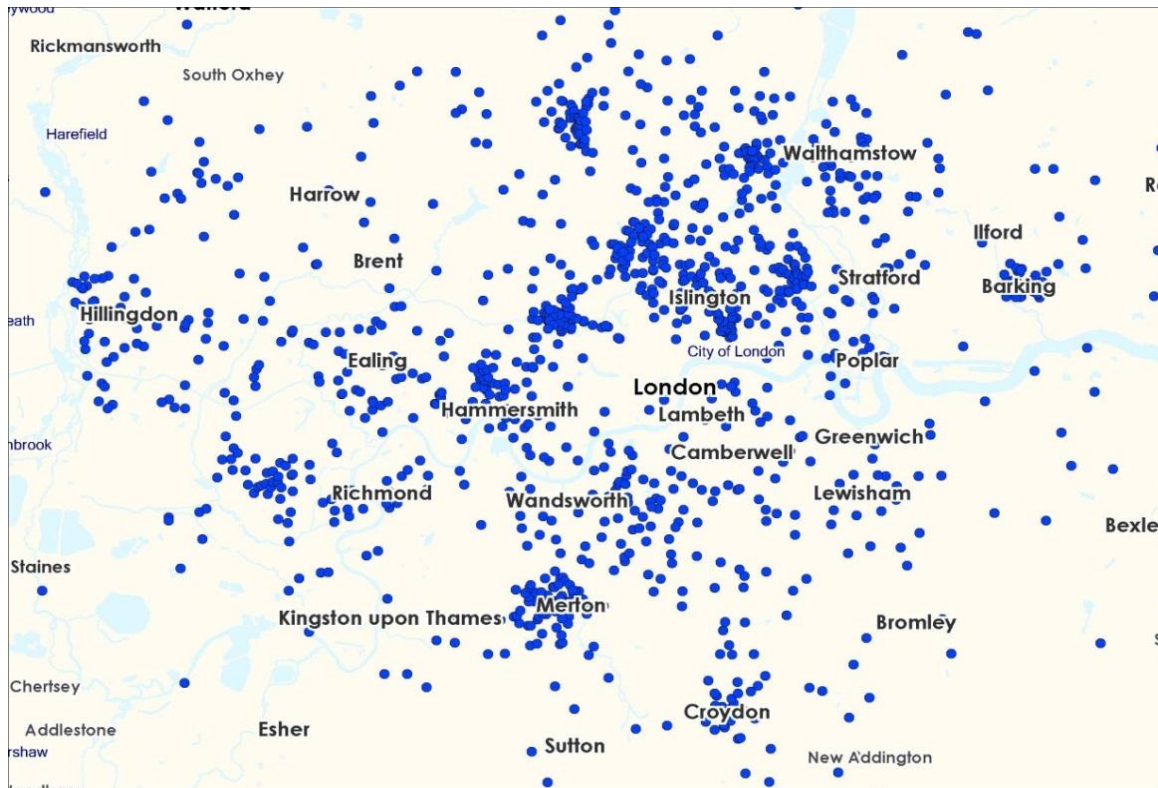


Proportion from  
London

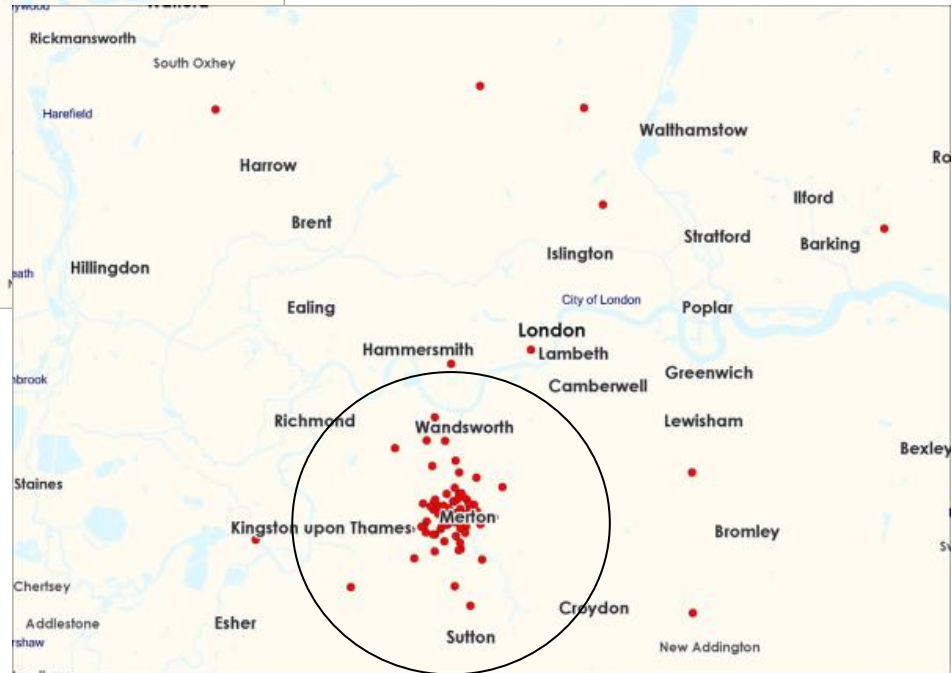
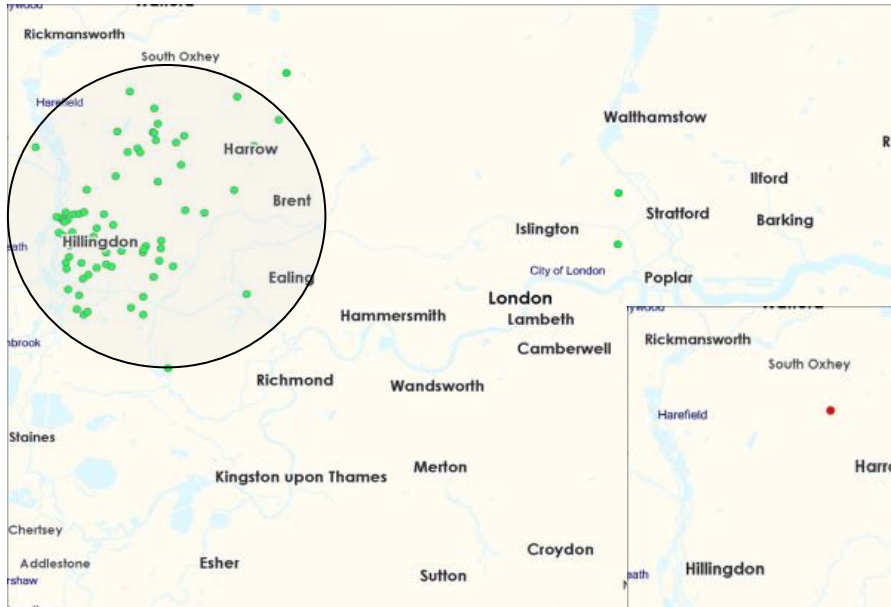




# Who attended the events?

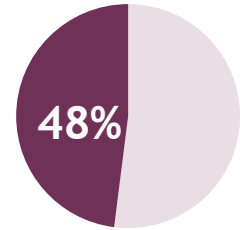


# Who attended the events?

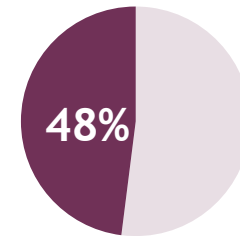


# The SHOWTIME audiences

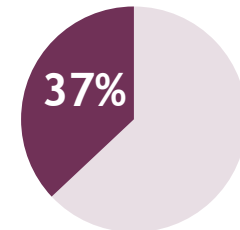
Almost half chanced upon the SHOWTIME event



Almost half had not attended 'an event like this' before



More than a third were in a group including under 16's

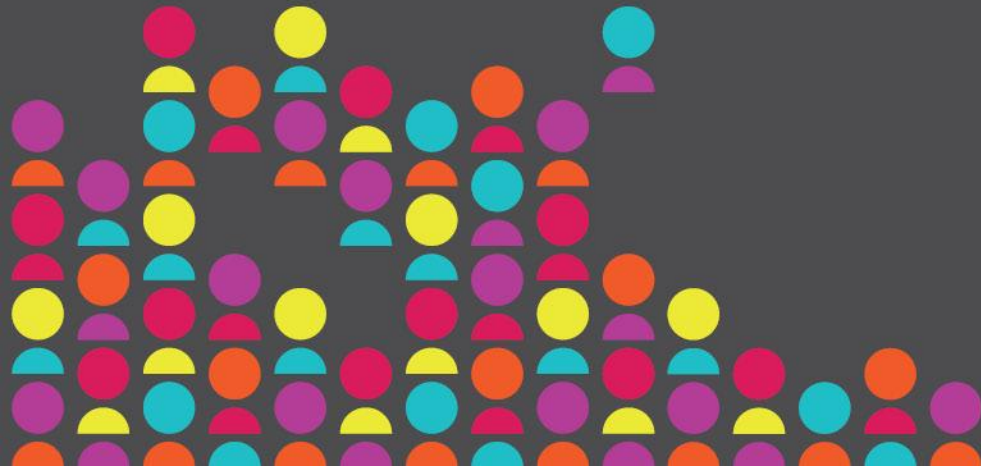


# The SHOWTIME audiences

Audience profile was more similar to the local population than that of 'typical' arts attenders



# What did they think?









# What did they think?

*“Relaxing, stress reducing, I can't pass by and not watch it. Attracted like a magnet”*

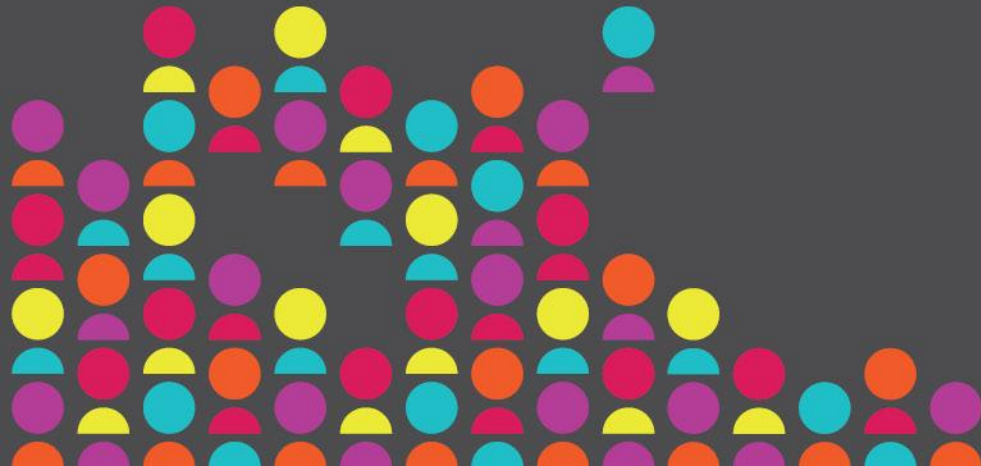
*“Surprised at activities put on. First time I have seen activities like this in the area and it's good for the kids.”*

*“It has brightened up my day”*



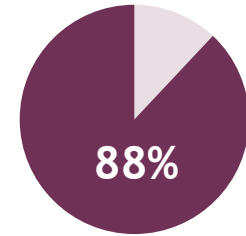


# What were the wider impacts?

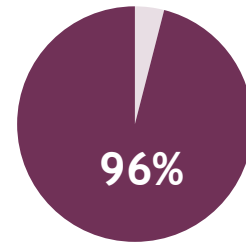


## A sense of place

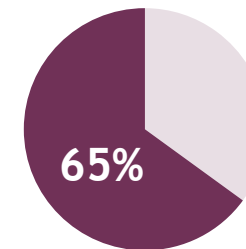
It brought excellent outdoor art to the area



It makes London feel vibrant



It made me feel part of the Olympic & Paralympic celebrations



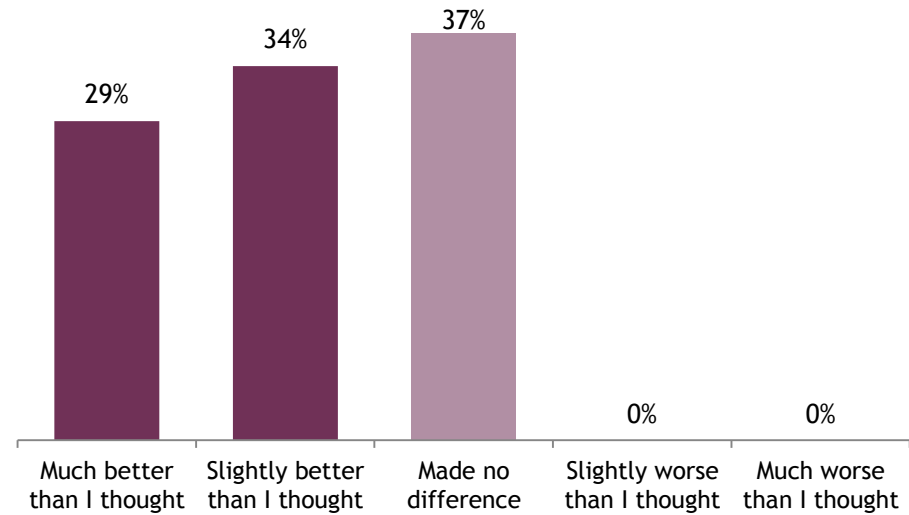
# Changing perceptions



the audience agency

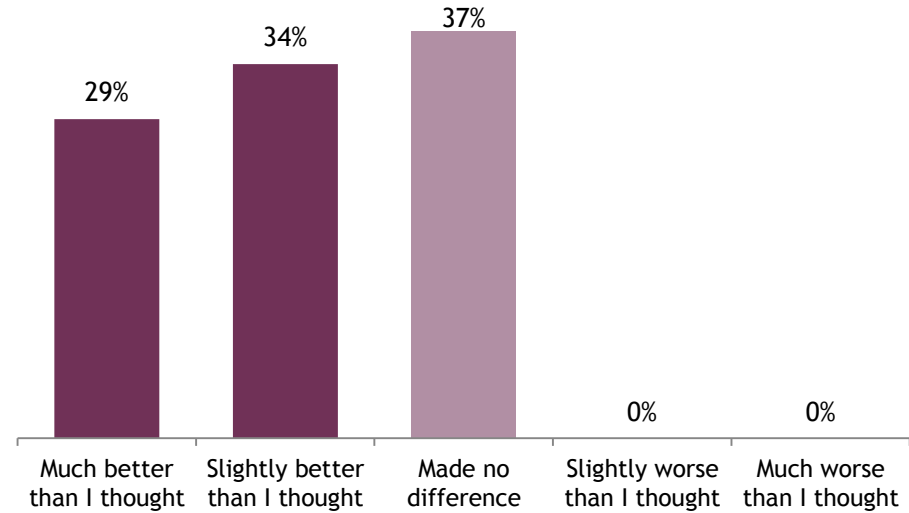
# Changing perceptions

Two thirds improved perception of area

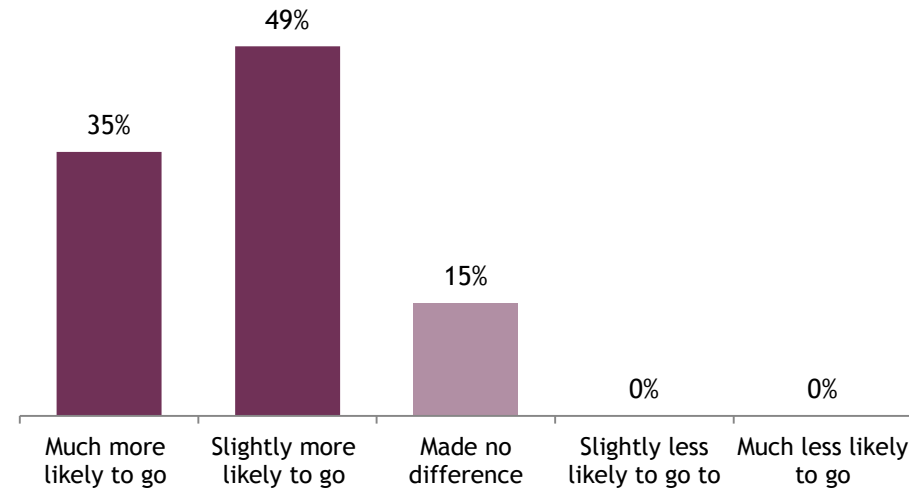


# Changing perceptions

Two thirds improved perception of area



More likely to attend events in future



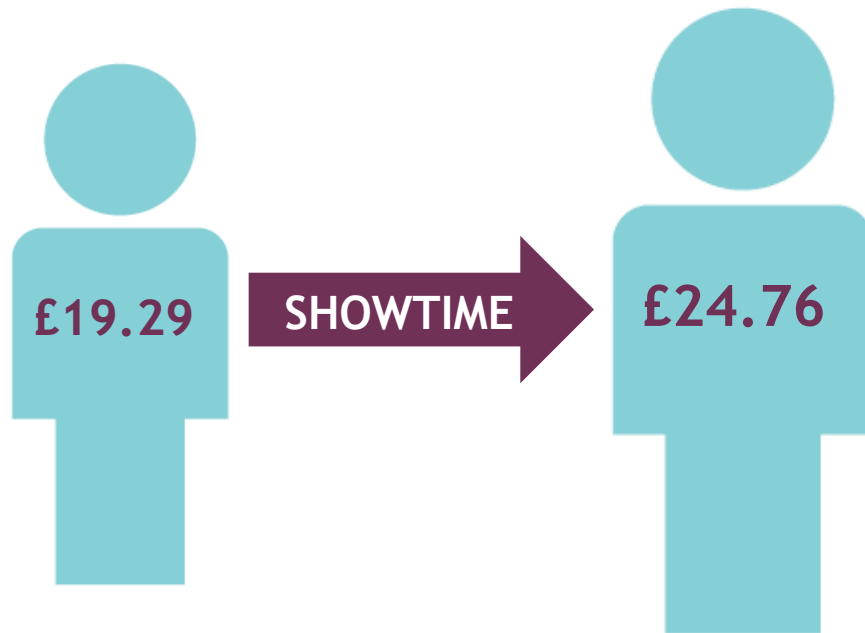
# Economic Impact

We collected spend per head figures...



# Economic Impact

We collected spend per head figures...



£800K increase  
£18K per event



## The wider impacts

Improved perception of the area

Felt connected to the Olympics and Paralympics

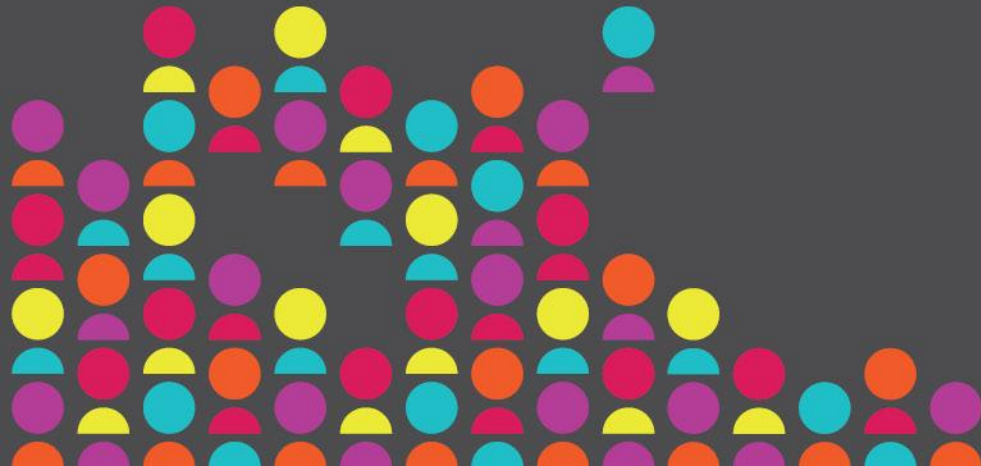
Would be interested in seeing more!

There was a net positive economic impact





# Informing future research



# Informing future research

Further report

Outdoor arts benchmark

Toolkit further developed

Key part of ‘Audience Focus’



# Thank you

*Feedback from the SHOWTIME audience research*

