



DEVIZES OUTDOOR
CELEBRATORY ARTS

EVALUATION REPORT 2019/20

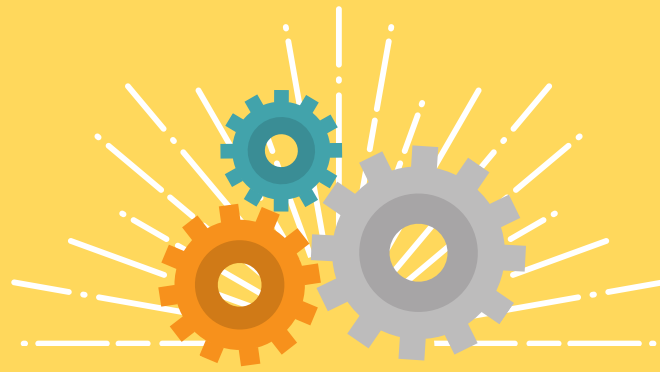


INTRODUCTION

This report refers to events and activities produced by DOCA for the activity period 01/04/19 - 15/05/20.

It refers specifically to data collection along with audience and volunteer (Festival Maker) feedback, collected, collated and analysed at the following events:

Devizes Carnival, Picnic in the Park, Devizes International Street Festival, Colour Rush, Confetti Battle, ticketed shows and Festival of Winter Ales



METHODOLOGY

the aims of our monitoring and evaluation seeks feedback on:

- Who we work with (people)
- The nature, quality, accessibility and impact of our work.

The system of data collection and feedback up to and including the ticketed shows described followed the procedures and forms that had been adopted prior to the appointment of the Development Manager in June. Although online audience feedback forms are available their use did not provide many responses, the vast majority of data collected was via face to face questionnaires. The summer events were used to look at the systems effectiveness in order to review and improve our evaluation methods which would inform a new evaluation plan and strategy. We trialled various creative ways of data gathering giving useful snapshot data or collected information in more efficient ways than clipboard surveys.



OUR ORGANISATION

- The management of our organisation is overseen by 6 Volunteer Trustees, all residents of Wiltshire and have expertise needed to ensure the successful running of DOCA complying with charity law.
- 3 part-time professional staff deliver the day to day work in the equivalent of 7.5 day working week, with additional staff being brought in on a task and finish basis such as Volunteer Co-ordinators, Graphic Designers or Workshop Leaders.
- Our Volunteers or Festival Makers join us for specific tasks or events throughout the year. During this financial year we clocked a total of 453 volunteer shifts (of 4 hours or more)
- We recruited 12 new Volunteer Festival Makers during the project period and worked with two student placements over four-week periods. We have 73 active Festival Makers taking into consideration having also lost 5 due to ill health and change of circumstance. We worked with one work experience student from Devizes School and one Undergraduate Student Placement from UWE during 2019

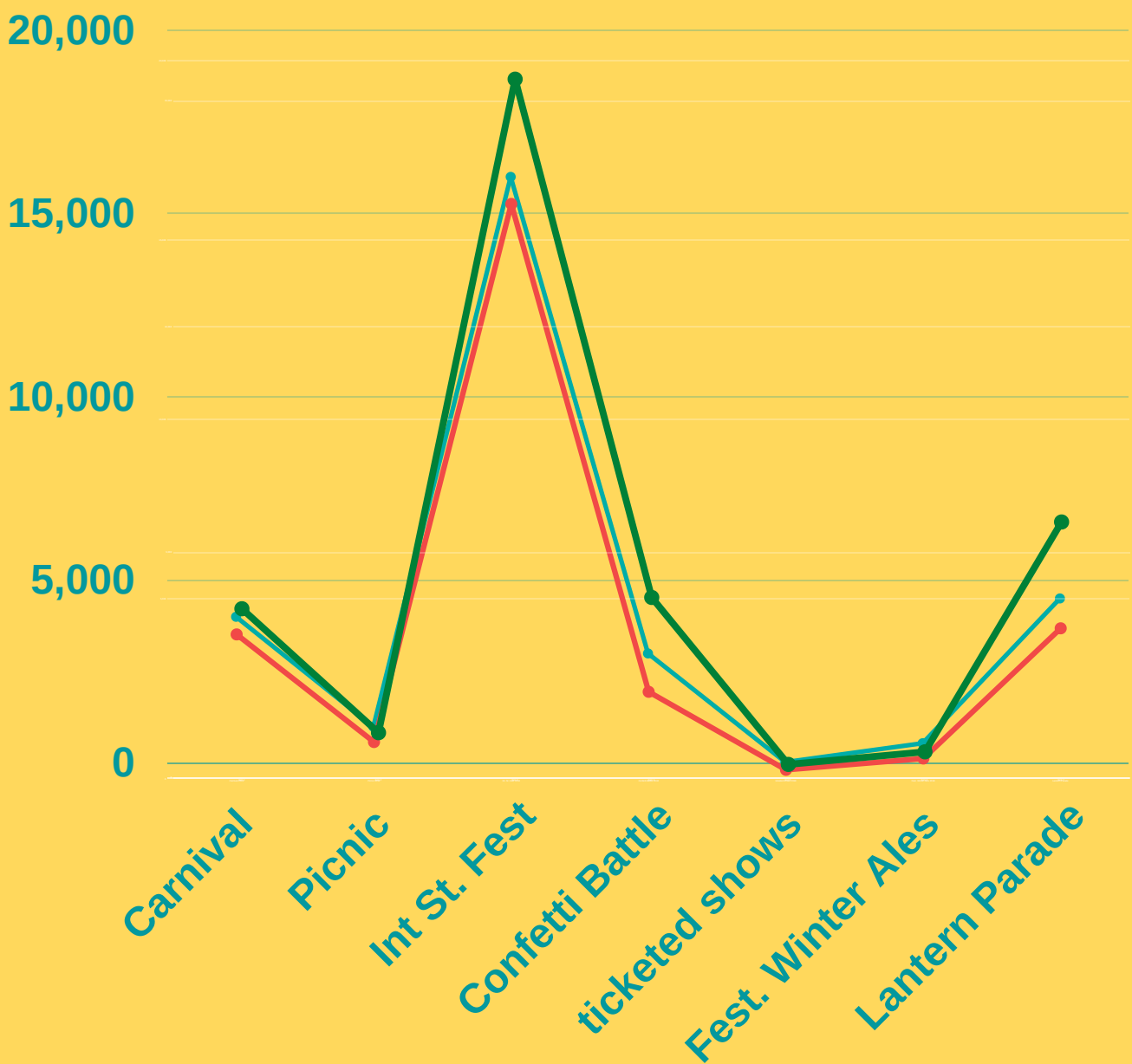


OUR AUDIENCES

- Our data shows either an increase or no change in attendance from 2018 for all events other than the International Street Festival Sunday only and the Carnival.
- The decrease in attendance at the Street Festival on Sunday may have been due to extremely high temperatures and lack of shade on the Green.
- Our target for Carnival audience was not met. We believe this was significantly impacted by the date change which was apposed by many local traditionalists.
- We saw an increase in new attendees from the Pewsey area, possibly resulting from a collaboration with Ginkgo Projects and the New Kings Carnival Project.
- Our audience numbers for indoor shows saw a significant increase - possibly due to lower ticket prices and increased marketing.
- Colour Rush and Confetti Battle saw a significant growth in numbers - this would have been impacted by the date change.
- Town centre audiences are measured through surveillance cameras analytics.



AUDIENCES IN NUMBERS



● Target for 2019

● Attendance 2018

● Attendance 2019



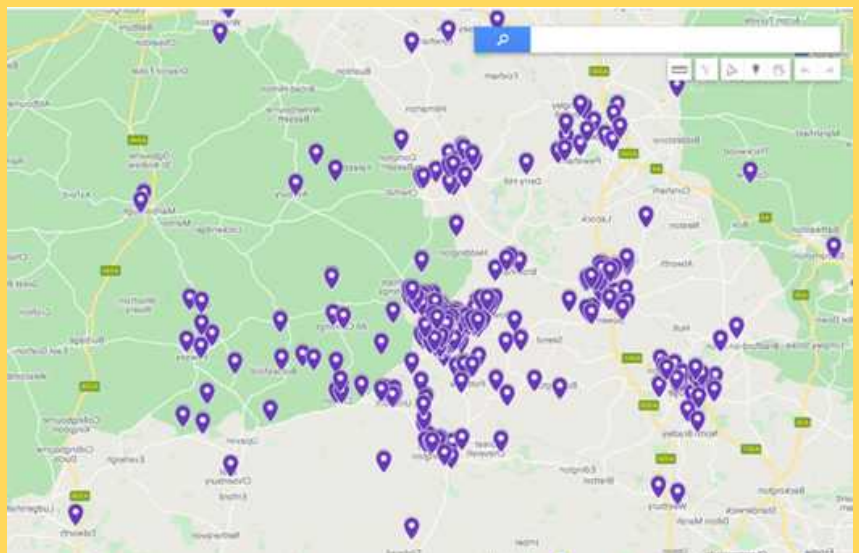
UNDERSTANDING OUR REACH

We like to know where audiences are from. These pins show audience locality for all our events based on information collected. We know that different events appeal to different audience demographics.



This information helps us to understand the potential to expand our reach and target our marketing more effectively.

We are now better equipped to talk to potential partners and sponsors and make a stronger case which will appeal to those considering advertising with us.





AUDIENCE ORIGINS

It is clear there is potential to attract audiences from outside Devizes, particularly villages in the wider Area Board boundary.

It is important to retain our local audiences and give them now and inspiring creative offers.

With no railway station and poor public transport links to nearby towns and cities of Bath and Bristol we have to focus on independently mobile audiences.

There is potential to explore ways to coordinate group travel from nearby towns.

Devizes is developing a reputation for tourism, our data shows that substantial audience members are visitors rather than residents - there is scope to deepen relationships with hospitality and tourism providers.

A total of 226 paying attendees at ticketed events as part of 2019 Festival Fortnight, with 70 comps given to sponsors & supporters

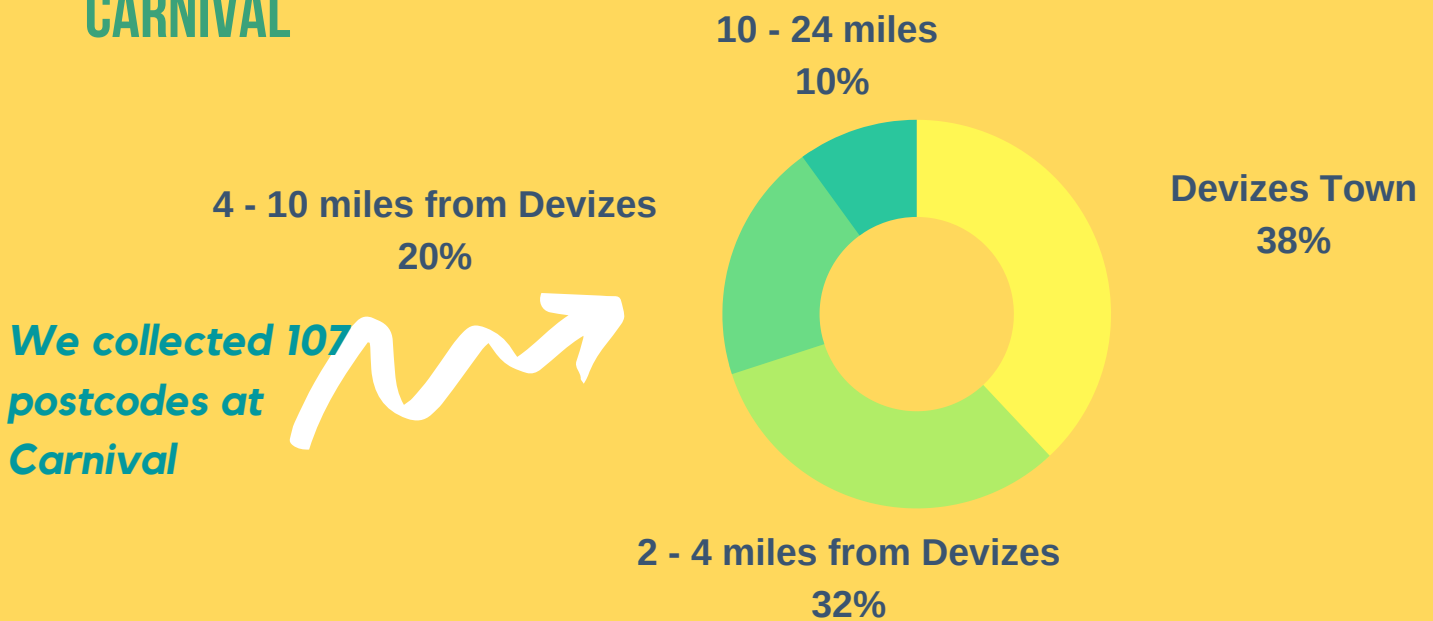
42% of our audience at We are Bronte had never attended a DOCA ticketed show in the past



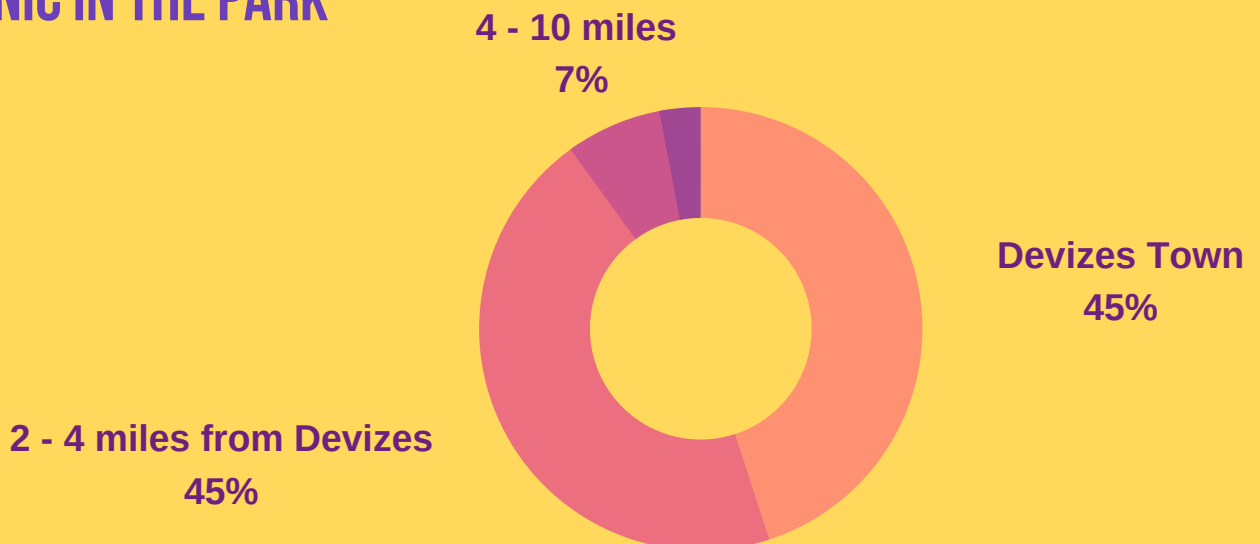
UNDERSTANDING OUR REACH

At each event we took a sample survey to work out the distances people travel to get to us and their age group. This helps us understand who the event appeals to so we can tailor our communications appropriately.

CARNIVAL



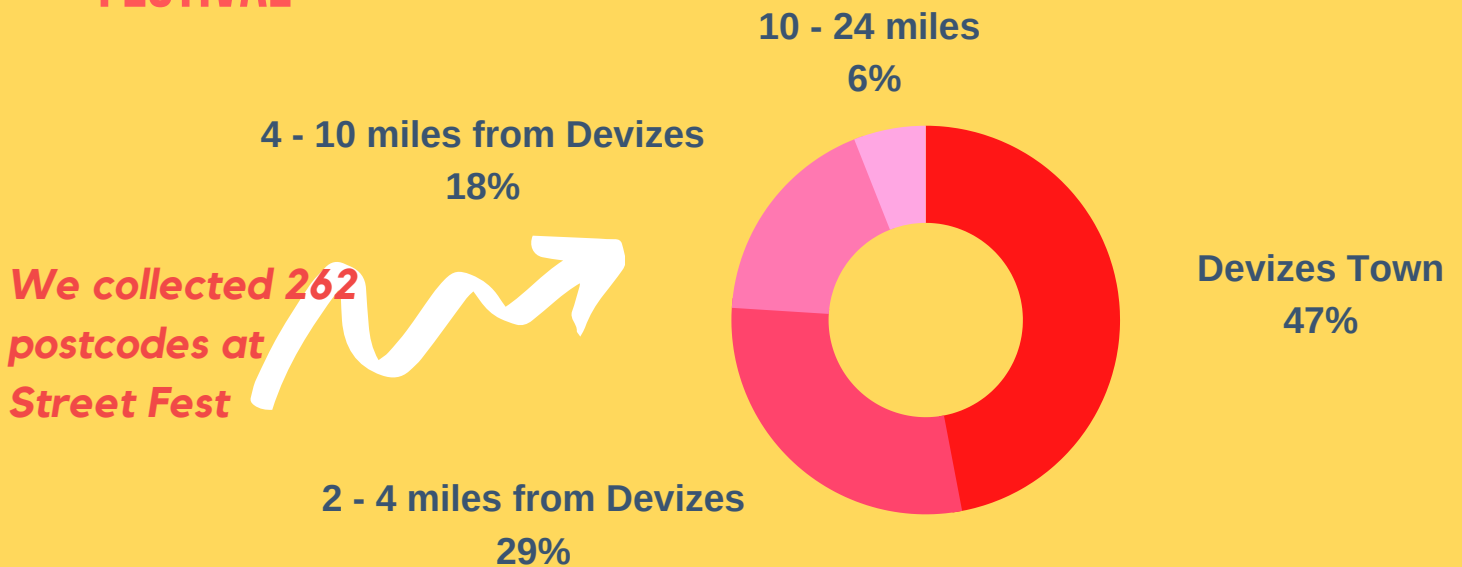
PICNIC IN THE PARK



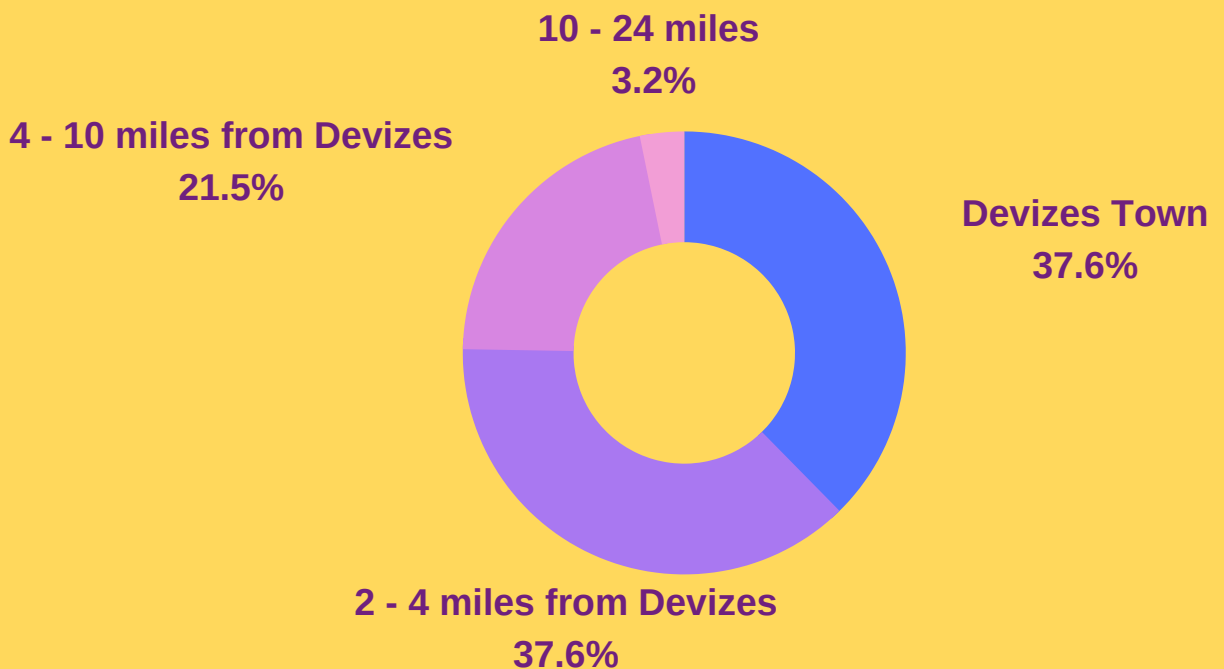


UNDERSTANDING OUR REACH

INTERNATIONAL STREET FESTIVAL



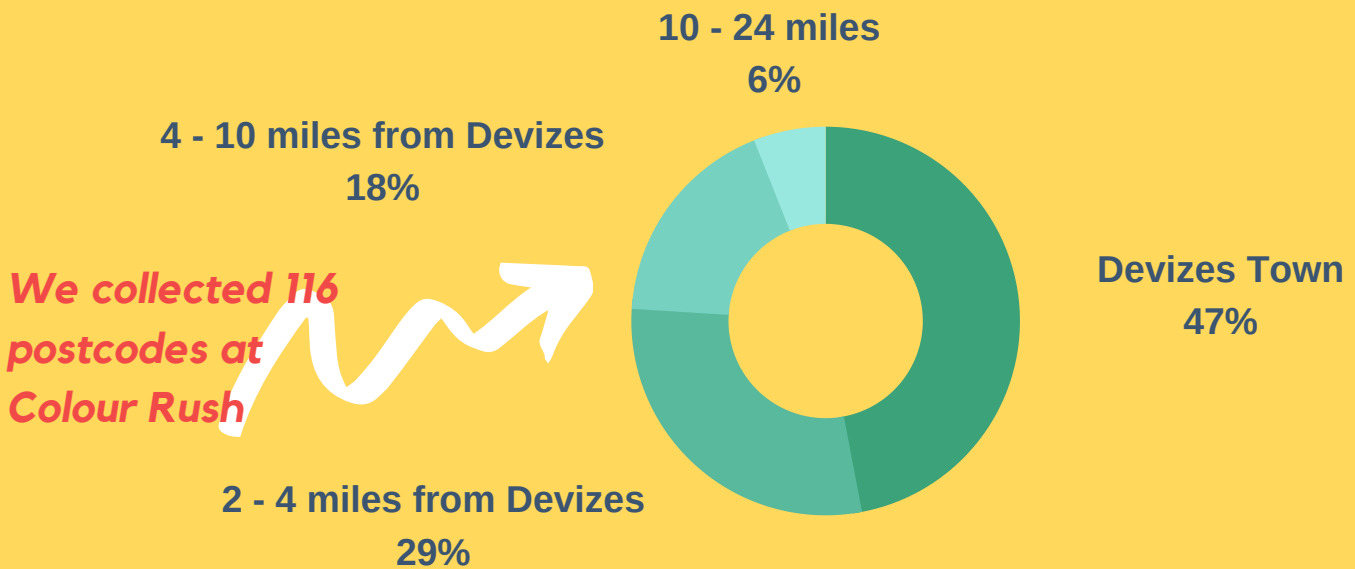
CONFETTI BATTLE



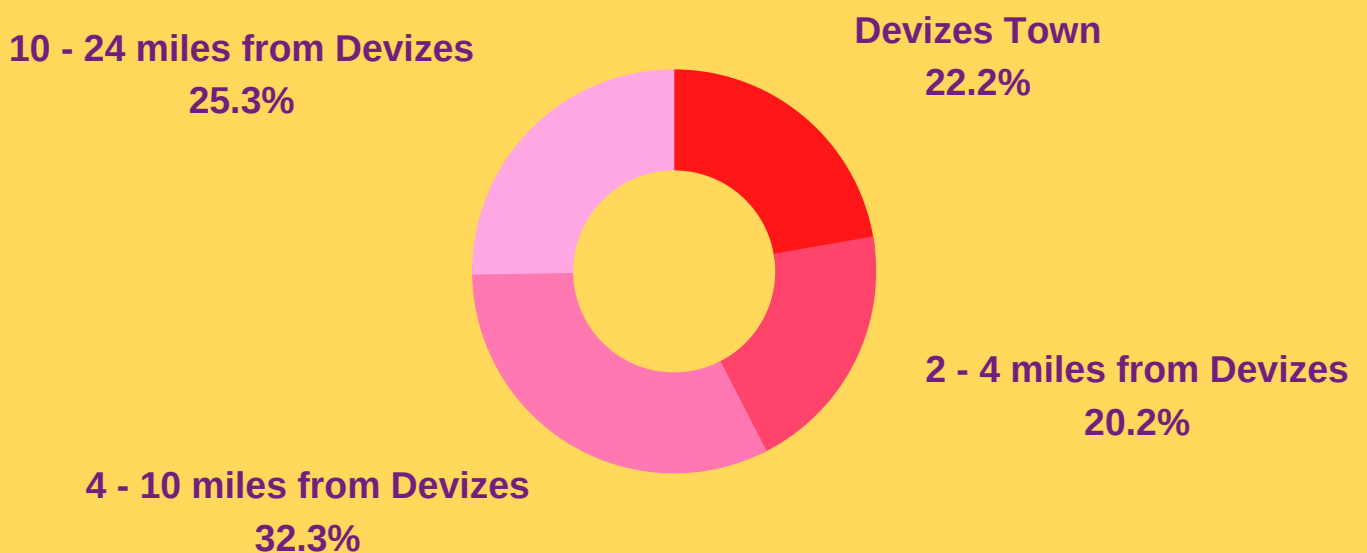


UNDERSTANDING OUR REACH

COLOUR RUSH



FESTIVAL OF WINTER ALES

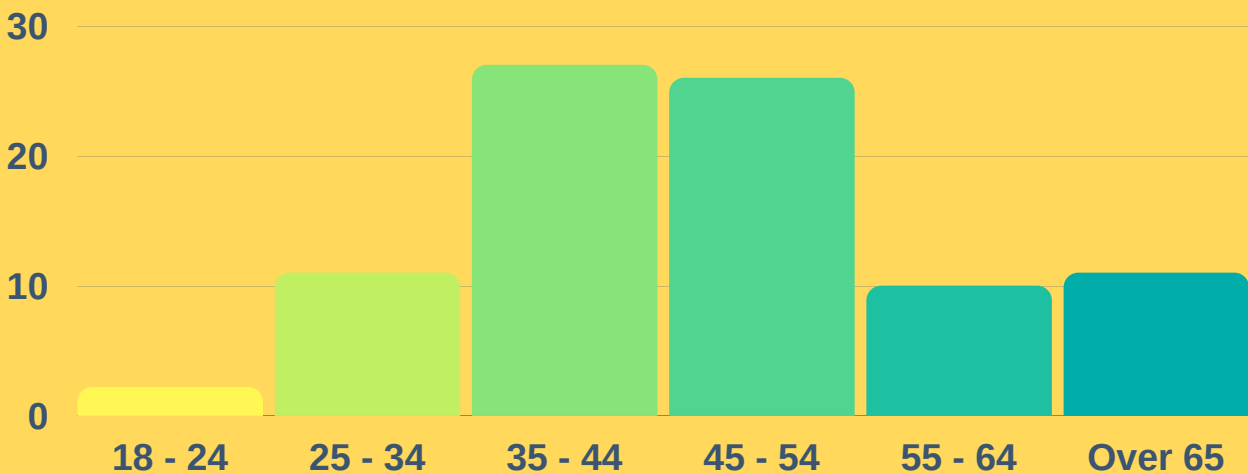




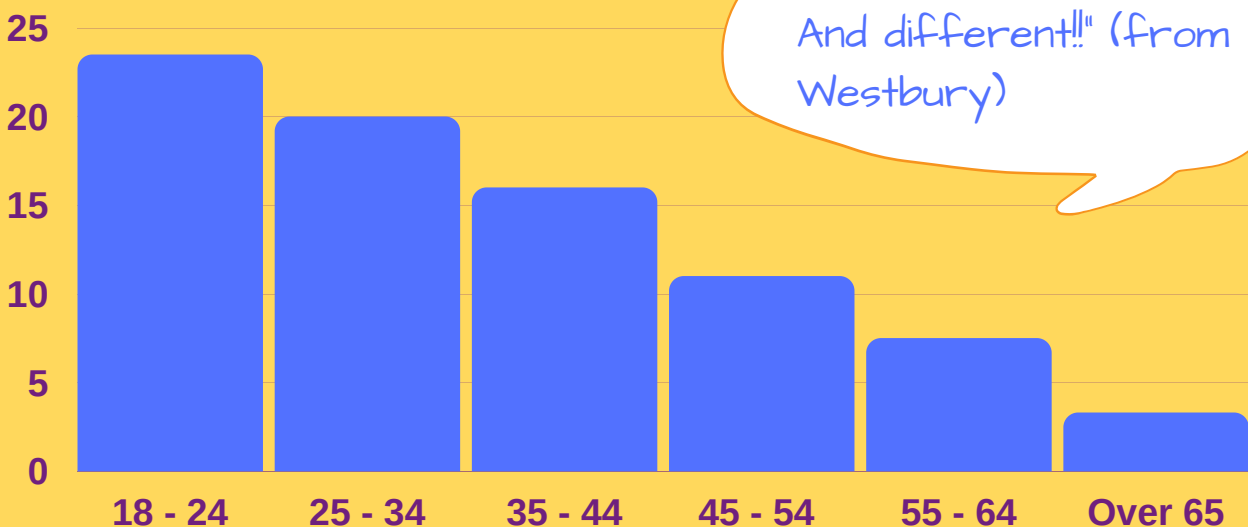
UNDERSTANDING OUR AUDIENCES

Our capacity to collect data varies at each event. The following data shows the breakdown of audience age group at each event according to our survey sample. Ticketed events such as Colour Rush are 100% accurate, others are taken from a sample of the audience through surveys.

CARNIVAL



CONFETTI BATTLE

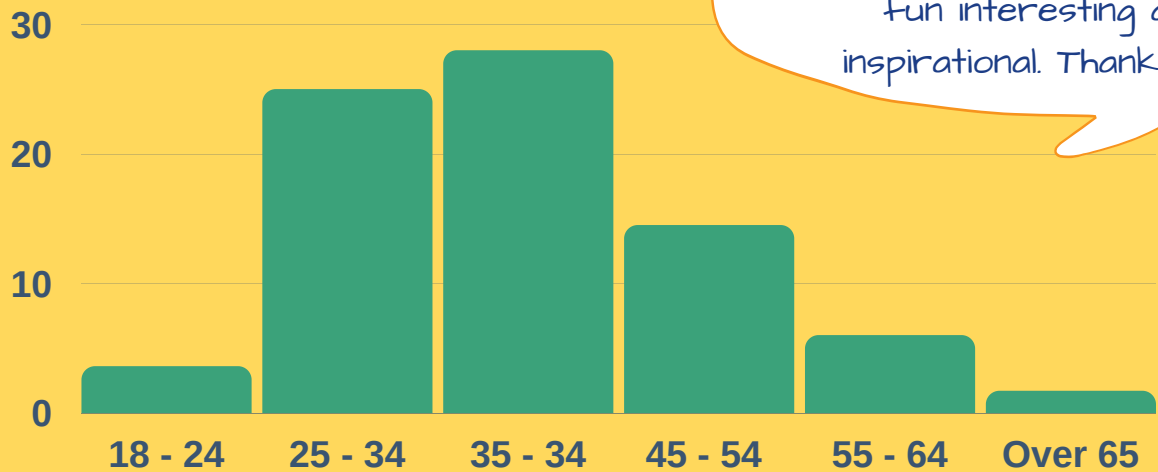


"Wowzers!! This is new!
And different!!" (from Westbury)



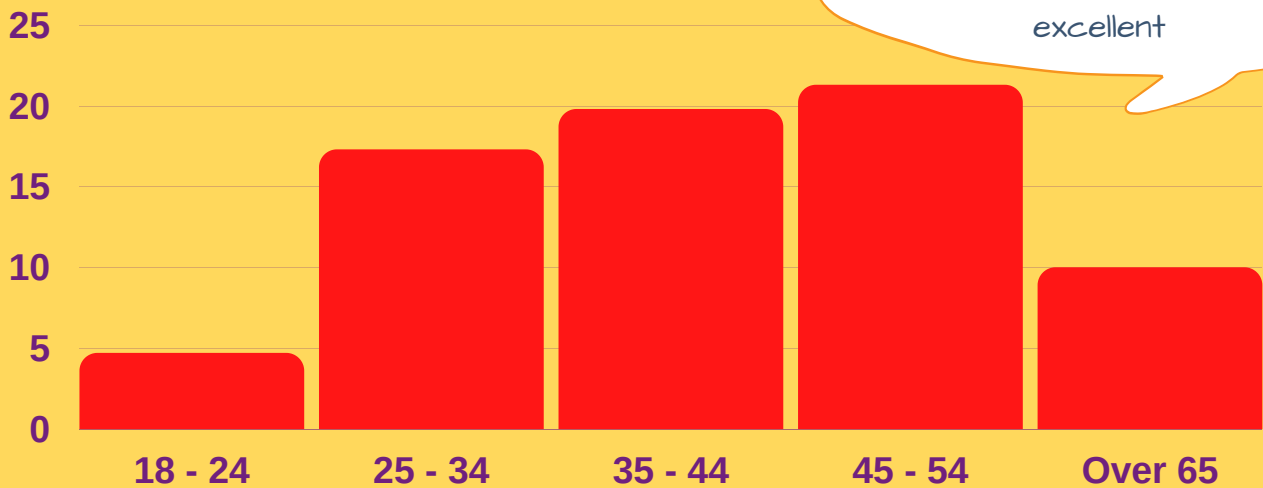
UNDERSTANDING OUR AUDIENCES

COLOUR RUSH



"We're new to Devizes and everything we've been to is fun interesting and inspirational. Thank You."

FESTIVAL OF WINTER ALES



"Plan to come again even after we've moved up north. Entertainment excellent"



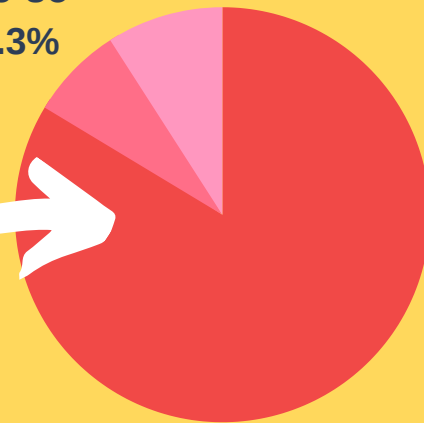
OUR AUDIENCE EXPERIENCE

Understanding how our audiences view our events is important to us, we use it to ensure our future planning evolves and responds to their preferences. Audience reaction to the quality of our work and their experience at our events is collected through paper questionnaires. Where rating has been cited as poor we have seen specific comments relating to this.

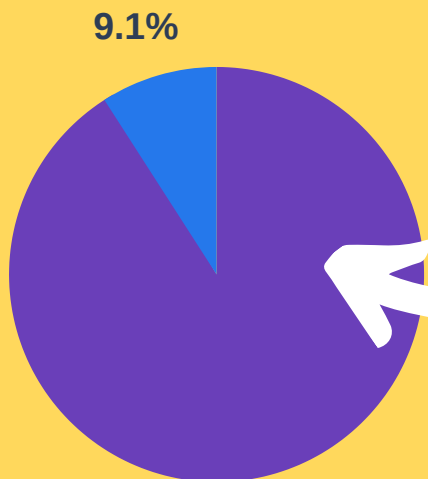
PICNIC IN THE PARK - MUSIC

WE ASKED 30 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE MUSIC WAS AT THE EVENT. THIS REPRESENTS 3% OF OUR AUDIENCE

So-so 9.1%
7.3%



Excellent/good
83.6%



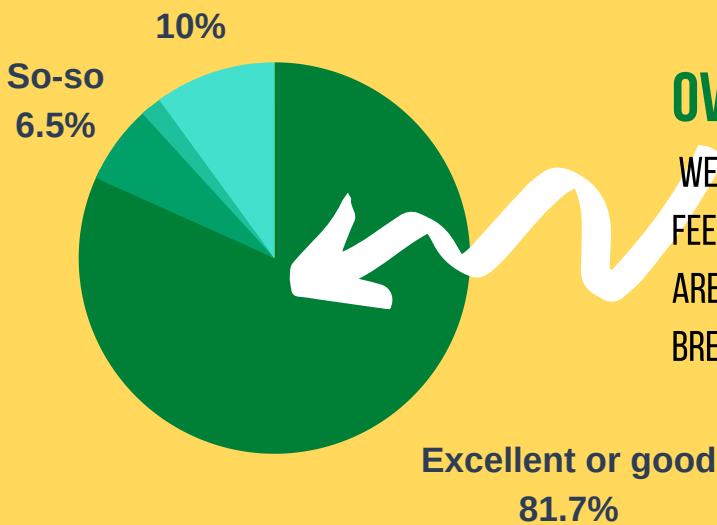
Excellent/good
90.9%

PICNIC IN THE PARK - WORKSHOPS

WE ASKED 10 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE CREATIVE WORKSHOPS WAS AT THE EVENT. THIS REPRESENTS 33% OF OUR AUDIENCE



OUR AUDIENCE EXPERIENCE

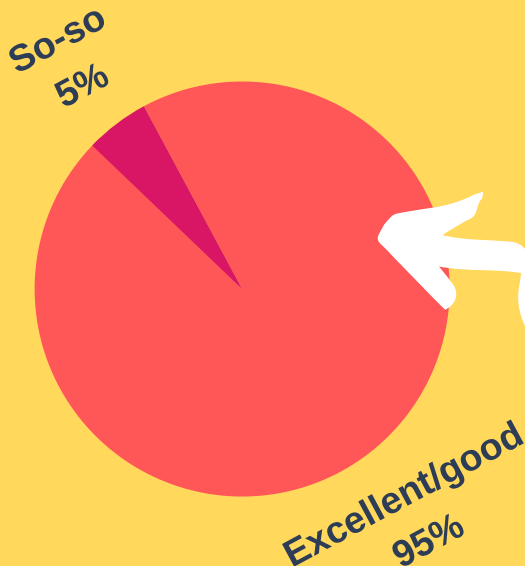
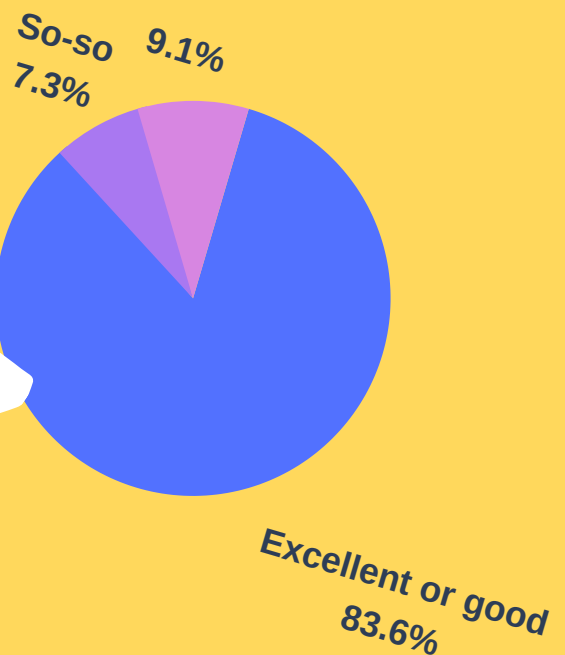


OVERALL - ALL EVENTS

WE ARE QUITE PLEASED WITH OUR OVERALL FEEDBACK. THIS IS A GOOD SNAPSHOT OF HOW WE ARE PERFORMING, FOR MORE DETAILS SEE THE BREAKDOWN ON THE FOLLOWING PAGES

PICNIC IN THE PARK - PERFORMANCE

WE ASKED 30 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE PERFORMANCE AT THE EVENT. THIS REPRESENTS 3% OF OUR AUDIENCE



WE ARE BRONTE

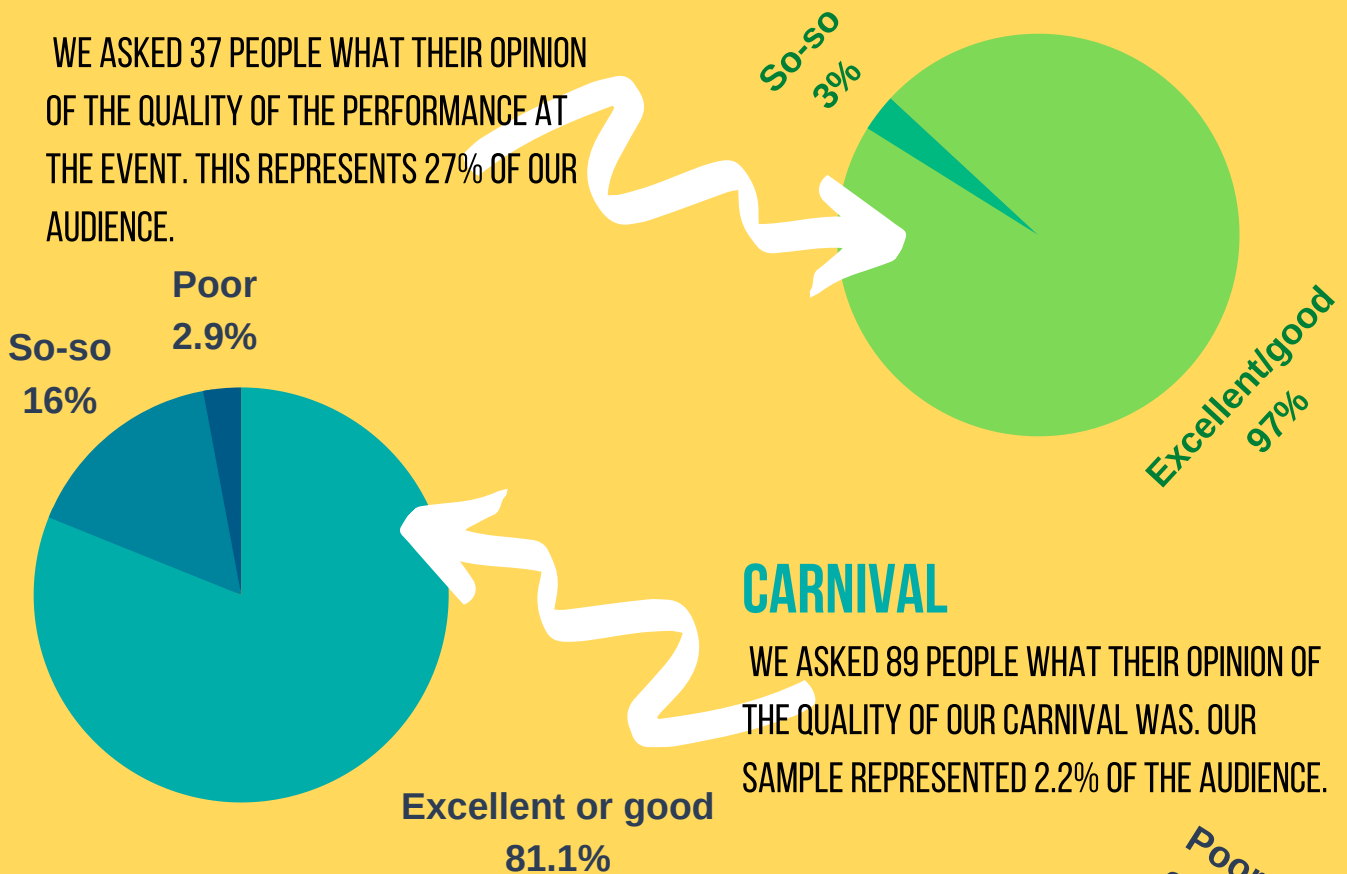
WE ASKED 30 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF OUR INDOOR TICKETED EVENT 'WE ARE BRONTE' WHICH WAS SOLD OUT. OUR SAMPLE REPRESENTS 25% OF THE AUDIENCE.



OUR AUDIENCE EXPERIENCE

UDUL BY LOS GALINDOS - PERFORMANCE

WE ASKED 37 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE PERFORMANCE AT THE EVENT. THIS REPRESENTS 27% OF OUR AUDIENCE.

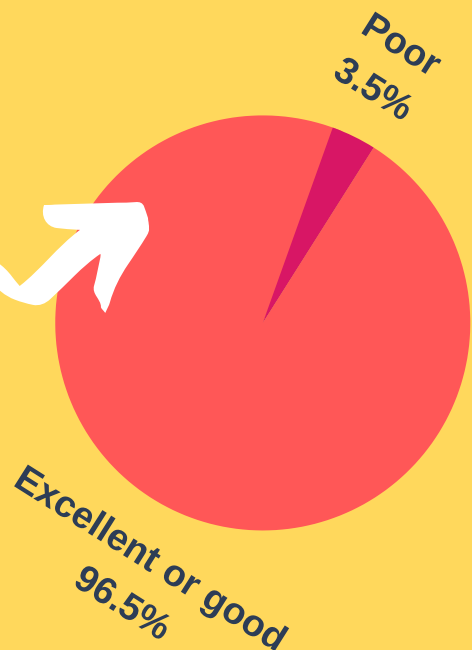


CARNIVAL

WE ASKED 89 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF OUR CARNIVAL WAS. OUR SAMPLE REPRESENTED 2.2% OF THE AUDIENCE.

INTERNATIONAL STREET FESTIVAL

WE ASKED 87 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF OUR STREET FESTIVAL WAS. OUR SAMPLE REPRESENTED 0.5% OF THE AUDIENCE.





OUR AUDIENCE EXPERIENCE

CONFETTI BATTLE

WE ASKED 56 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE EVENT. THIS REPRESENTS 1% OF OUR AUDIENCE.



FESTIVAL OF WINTER ALES

WE ASKED 152 PEOPLE WHAT THEIR OPINION OF THE QUALITY OF THE EVENT WAS. OUR SAMPLE REPRESENTED 26.5% OF THE AUDIENCE.



TO BE CONSIDERED

PEOPLE WHO CITED THAT THE CARNIVAL DID NOT MEET THEIR EXPECTATIONS COMMENTED:

- THEY DISLIKE THE DATE CHANGE AND THE LACK OF EVENT SCHEDULE LEADING UP TO THE EVENT.
- 2 RESPONDENTS FELT THAT THE CUSTOMARY (AND RESCHEDULED) CARNIVAL WEEK EVENTS ADDED TO THE ATMOSPHERE AND IT NOW FELT DISJOINTED.
- 1 PERSON RESPONDED THAT THERE SHOULD BE MORE FLOATS, LIGHTS, A CARNIVAL QUEEN AND CARNIVAL BABIES.

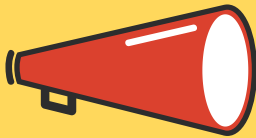
QUALITY RATING ACTIVITY

At our largest and smallest events we trialled collecting a snapshot of opinion for specific shows using speech bubble whiteboards and audio recordings. Examples of this are shown below. We trialled 'Whiteboard Counts' at UDAL performances, and at ISF shows Circus Raj, Ockhams Razor, Ian Deadly, Dansi, Rin Tins and Kongo Dia Ntotiia.





OUR LEARNING OUTCOMES



Trialing a variety of data gathering methodology at different events gave us an insight to how our audiences like to communicate and what works with our available resources and for our volunteers. This is what we found:

Speech Bubble Whiteboards:

- More engaging for both evaluator and responder
- More data collected quicker and with a potent focus on a specific evaluation task
- Effective in getting audience feedback on a show in a timely manner
- Less invasive of audience time
- We need to refine the process
- It's quick to collate the data at the end of the event.



Audio recording:



- Some audience members disconcerted by being recorded
- Ambient noise effects quality
- Transfer of information timely
- Some level of tech knowledge required to operate
- Useful snapshots gathered
- Not suitable for all event
- Limited by equipment available



THE WORD ON THE STREET

"VERY TALENTED PERFORMERS"

We Are Bronte

"WONDERFUL, LOVED IT. I'M A CHURCHGOER AT ST MARYS, SO THIS IS A BIT DIFFERENT FROM MY "NORMAL"

We Are Bronte

"We bring visitors down each year for it, have seen some great shows today"

Street Festival

"BRILLIANT LITTLE TOWN, AND BRILLIANT EVENT"

Confetti Battle

"Came last year and had a great time, so back for more this year"

Street Festival

"LOVE THE VIBE"

Festival of Winter Ales

"Club Shed had us all dancing, the oldies and the tots! How great is that! Great concept!"

Street Festival



UNDERSTANDING OUR PARTICIPANTS

Participation is key to DOCA's work. We rely heavily on a dedicated, skilled and willing team to make things happen, with the help of a huge team of volunteers, our appreciation of the good will and a pro active approach to nurturing a supportive cohesive and caring team is key to this work.

Public participation in our workshops and events is also central to our events. We aim to grow and improve the quality of participation wherever possible year on year. Our main participatory activities relevant to this report (excluding Lantern Parade) are:

CARNIVAL

In 2019 we ran our first series of schools Carnival workshops for many years. We engaged with 292 young people - this will be our benchmark to improve upon in future years.

COLOUR RUSH

As this is a ticketed event we have the contact details of all the participants which makes it easier to gather information and feedback.

PICNIC WORKSHOPS

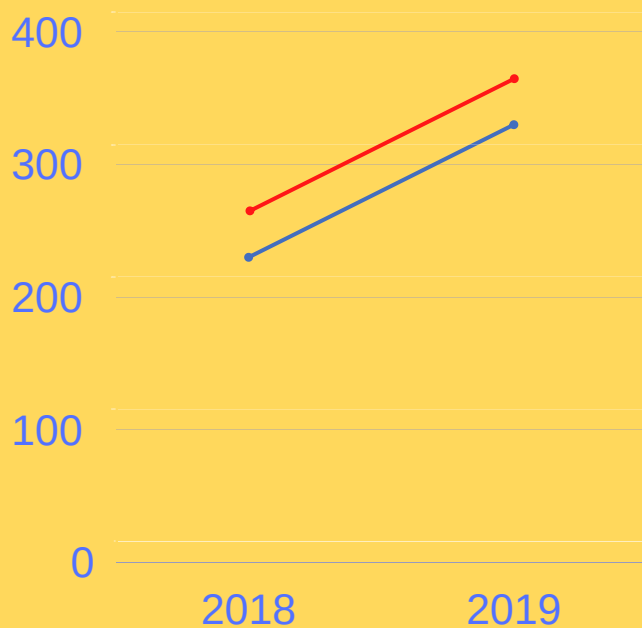
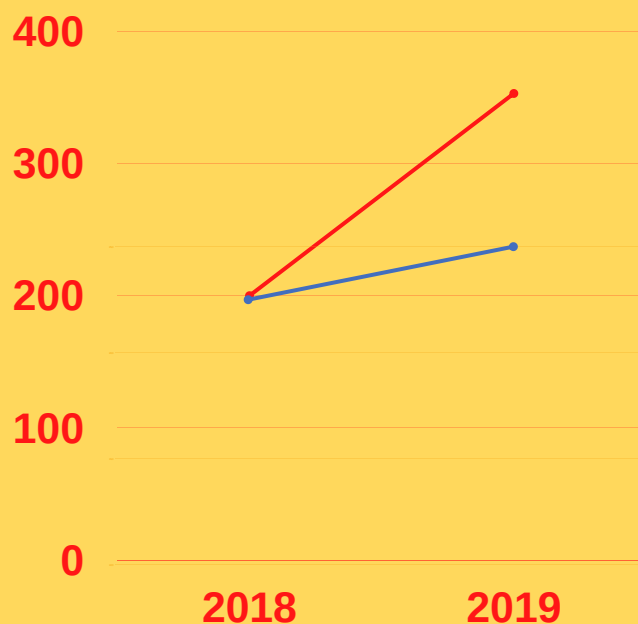
These workshops are delivered on a drop in basis, young people often attend unaccompanied or with siblings as their families are within eyeshot, this can make it difficult to gather feedback. We held participatory performance with a mass kazoo session in 2018 & the Balloo Toss in 2019.



OUR PARTICIPANTS

COLOUR RUSH

- TARGETS
- ACTUAL PARTICIPATION



PICNIC:

WORKSHOPS & PARTICIPATORY PERFORMANCE

- TARGETS
- ACTUAL PARTICIPATION



MEASURING OUR IMPACT

NUMBER OF NEW COMMISSIONS

● TARGET 15

● ACTUAL 35



DAYS EMPLOYMENT FOR ARTISTS & TECHNICIANS

● TARGET 85

● ACTUAL 93



NUMBER OF PERFORMANCE OR EXHIBITION DAYS

● TARGET 80

● ACTUAL 216



NUMBER OF SESSIONS FOR EDUCATION, TRAINING OR PARTICIPATION

● TARGET 150

● ACTUAL 156





UNDERSTANDING WHO BENEFITS

We aimed to touch the lives of 33,165 people we reached 40,491 including online interactions

ARTISTS, CREATIVES OR MUSEUM SPECIALISTS

TARGET 165

ACTUAL 216



PARTICIPANTS

TARGET 1500

ACTUAL 2101



AUDIENCE MEMBERS - LIVE

TARGET 30,000

ACTUAL 38,174



AUDIENCES ON LINE, THROUGH BROADCASTS OR WRITING

TARGET 1500

ACTUAL 6000



At our ticketed show
Udul by Los Galindos
100%
of the audience
agreed their
expectations were
met or exceeded



UNDERSTANDING WHO BENEFITS

We aimed to touch the lives of 33,165 people we reached 40,491 including online interactions

ARTISTS, CREATIVES OR MUSEUM SPECIALISTS

TARGET 165

ACTUAL 216



PARTICIPANTS

TARGET 1500

ACTUAL 2101



AUDIENCE MEMBERS - LIVE

TARGET 30,000

ACTUAL 38,174



AUDIENCES ON LINE, THROUGH BROADCASTS OR WRITING

TARGET 1500

ACTUAL 6000



At our ticketed show
Udul by Los Galindos
100%
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UNDERSTANDING WHO BENEFITS

ECONOMIC IMPACT

DOCA understands the need to capture data to quantify and validate the effect of its activities on the economy of Devizes. So far limited data has been collected to enable us to estimate the impact our events have on the town. Our Development Plan explores how this work can be done better in the future.

We have some basic data collected from our Carnival event which gives us some basic information to make some qualified estimates.



Carnival brings £48,750* into Devizes

*Taking the midpoint of each Spend Range collected, multiplying it by the number of responders gives an approximate average spend of £20 per person. Taken further, multiplied by 65% (as an adult / child split of total attendance) of the total estimated audience size (3750) this gives a calculation of $2437 \times £20 = £48,750$

GOING FORWARD

We now have benchmark figures to set targets against for future years, though we know that Covid 19 will have a huge impact on our work we hope to return to the successes we have seen this year, we will continue to improve our data collection methods and bring further depth into our research.