



Eastbourne ALIVE Evaluation Report:

Appendix F: Counting

Last updated 25 Apr 2024

Here we provide additional information about how we counted participants, audiences and public art views. In total we recorded 12,759,039 engagements.

Counting audiences, participants and public art views

We worked closely with partners, providing monitoring support and resources where needed, to gather engagement figures. For participants and small audiences, there were counted directly by those who ran the events.

For larger audiences and public art views, we provided guidance on counting audiences based on best practice around counting for public art. This was shared with partners here:

<https://rmresearch.uk/resources/counting/>

Numbers

Who/what	Participants	Audiences	Public art views
Turner Prize exhibition at Towner Eastbourne	-	129,962	-
EA public art	-	4,457	6,257,492
Compass Arts	220	112,503	1,934,569
Devonshire Collective	102	1,300	984,871
Sussex Modern	22	-	3,317,000
Take the Space	178	55	-
Talent Accelerator	114	-	-
Towner Eastbourne	2,218	-	-
Any other associated or fringe events	2,521	8,060	3,395
Total	256,337	5,375	12,497,327