

Appendix 3: Full analysis report

Here we provide additional information behind the facts we've presented in our evaluation report, including further charts and analysis.

Start events – what happened?

Most events (78%) have a universal appeal to general audiences and nearly half (40%) are targeted at families.

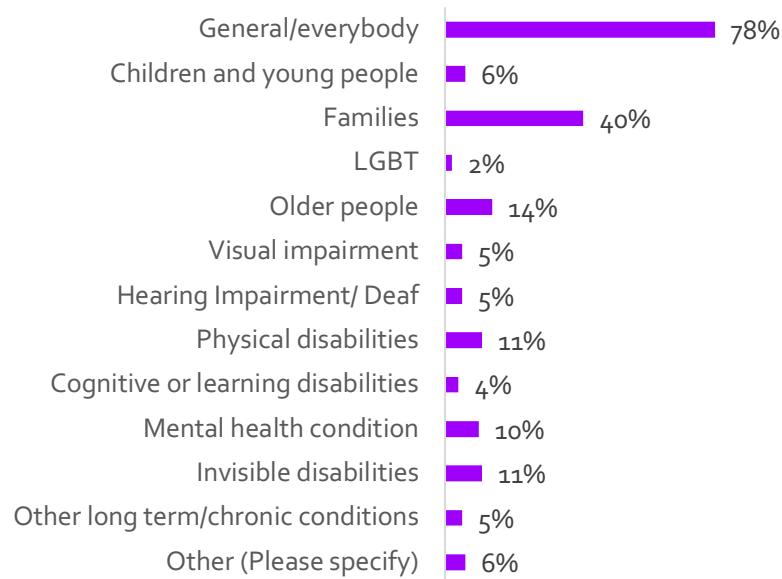


Figure 1: Target audiences. Base = 103 events

Common main art forms include theatre (19%) and craft (17%) as well as other (17%), which includes panel meetings. Other popular art forms, either main or secondary, include combined arts, digital and music.

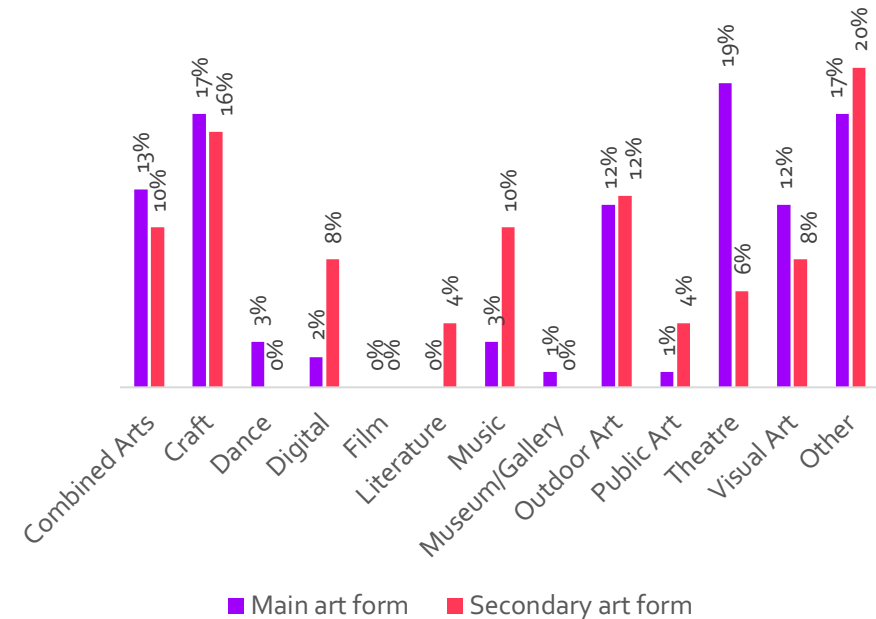


Figure 2: Main and secondary art form. Base = 103 events

Most events (87%) contained some digital content. A third each had digital artistic content and ticket sales and audience feedback facilities.

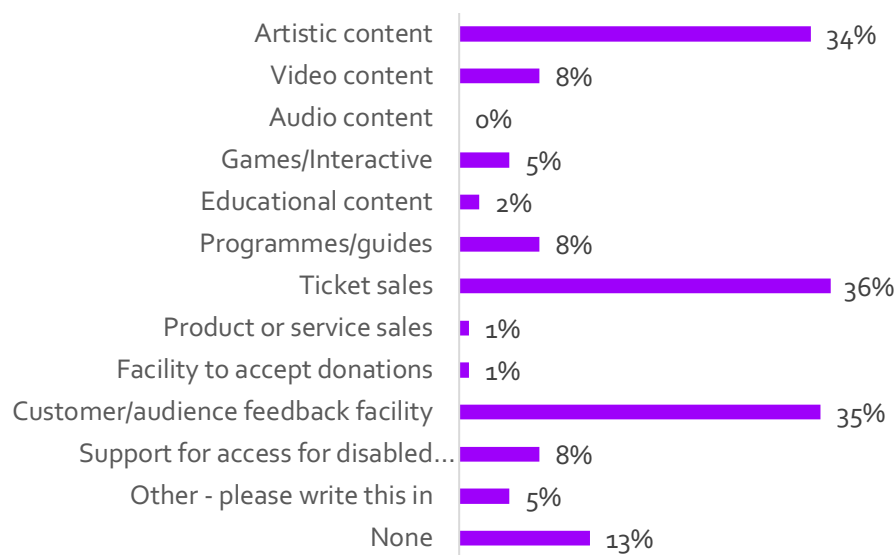


Figure 3: Digital content. Base = 103 events. Events could contain more than one element

Demographics – who came along?

Here we present who came along to Start Thurrock CPP events this year.

Start Thurrock audiences tend to be younger female adults who come from professional backgrounds.

82% identify as female, 17% as male and 1% as non-binary. Less than 1% identify as trans, and no one identified as intersex. 9% identify as LGBTQIA+.

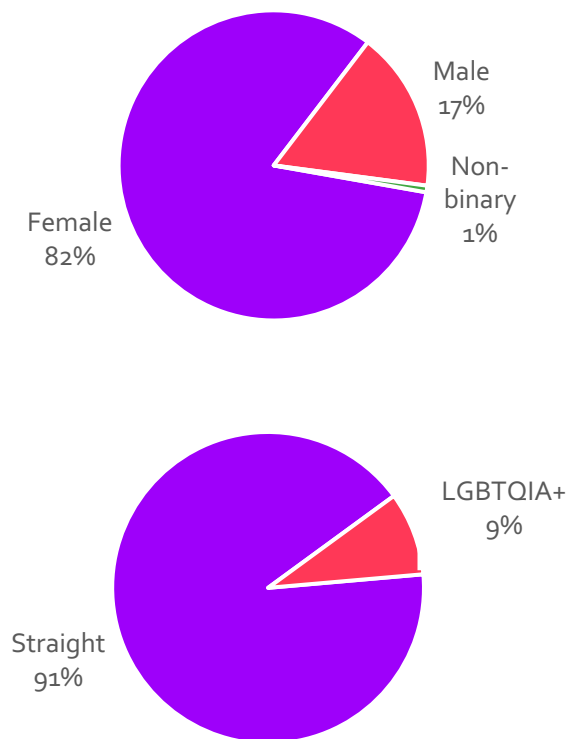


Figure 4: Gender identity and sexual orientation. Base = 101 and 104 respectively

Audience members are far more likely to be aged 25 to 44 than the average for the Thurrock population. Many do attend with children (as shown below), but they are unlikely to fill out the surveys, so we have limited the age chart here to adults 16+ to provide an accurate comparison.

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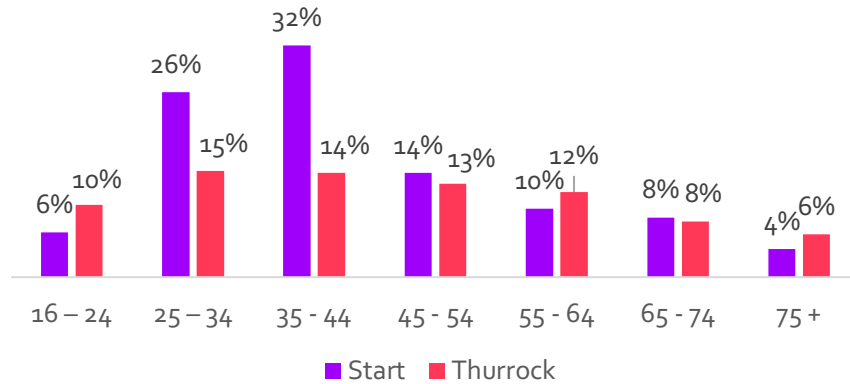


Figure 5: Start audience adult ages. Thurrock comparator (ONS). Base = 484

Slightly less people from Start Thurrock audiences (14%) identify as disabled than from the general population of Thurrock (17%).

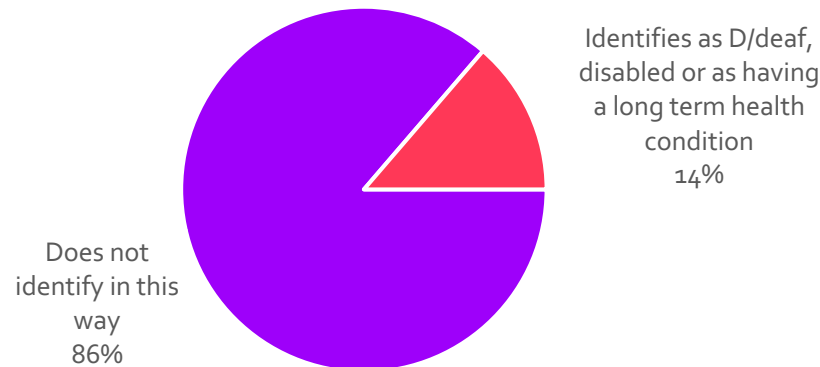


Figure 6: Do you identify as D/deaf, disabled or as having a long term health condition? Base = 168

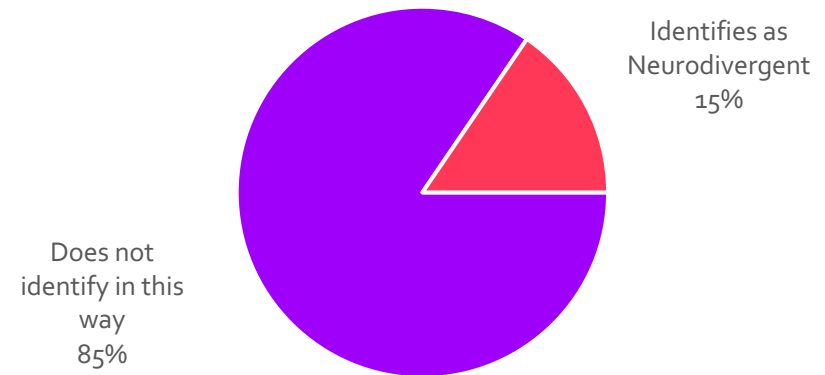


Figure 7: Do you identify as Neurodivergent? Base = 177

Start audiences are most likely to come from managerial and professional occupations, and this is almost twice as likely as for the population of England.

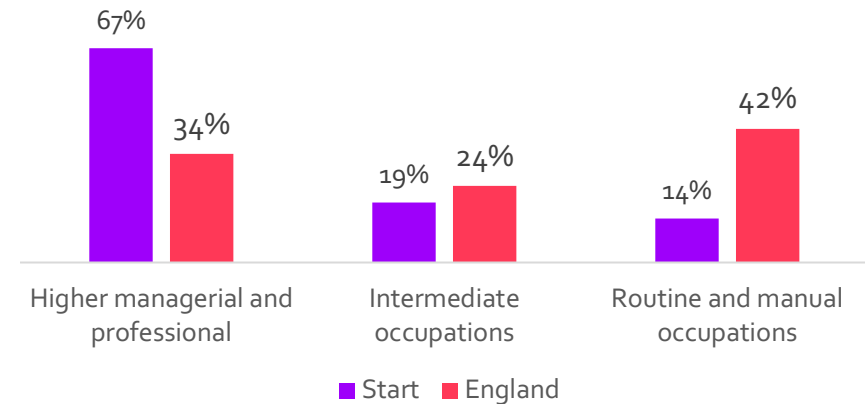


Figure 8: Socio-economic group of Start audiences against average for England (ONS NSSEC). Base = 101

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Start Thurrock audiences are less likely to be White and more likely to be Black, Black British, Caribbean or African than the Thurrock population in general:

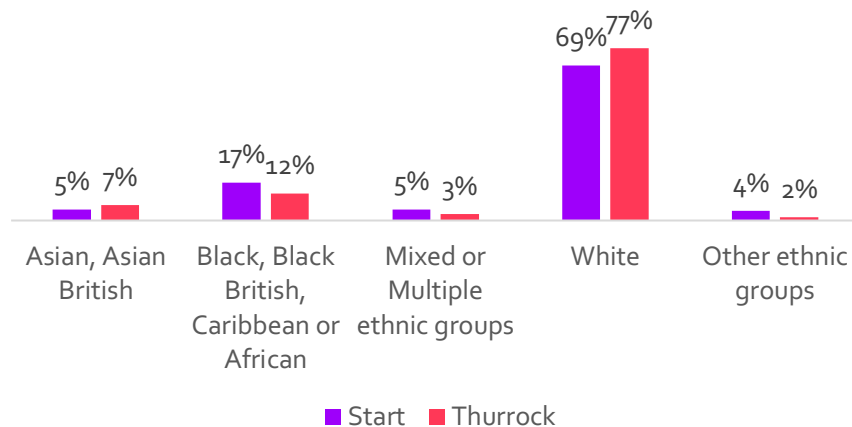


Figure 9: Start audience ethnicity. Thurrock comparator (ONS). Base = 476

84% of Start Thurrock audiences attended with their friends and family, 9% by themselves, 6% through an organised visit and 1% other.

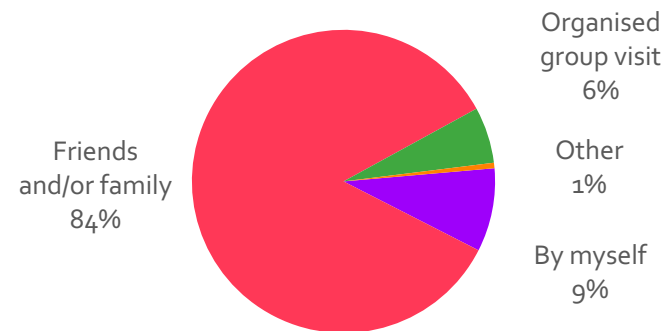


Figure 10: Who did you attend with? Base = 517

Of those who attended with others, two-thirds came along with other adults, two-thirds came along with children aged 5 to 11, almost half brought along very young children aged 0 to 4 and over a third brought teenagers 12 to 15 as shown in the chart.

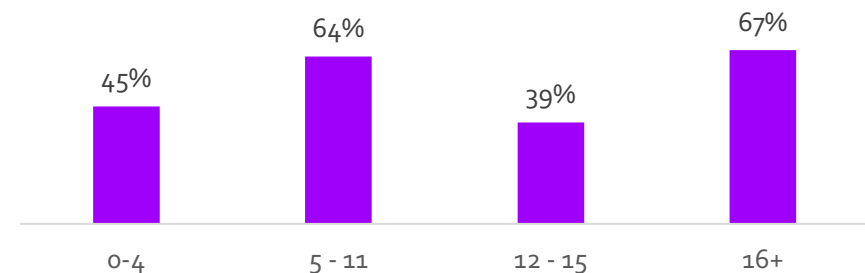


Figure 11: If you did not attend by yourself, how many people attended with you of each age? Base = 115

70% of Start Thurrock audiences do not already regularly engage in arts and culture events. To explore this further, we conducted postcode analysis to understand current engagement of Start audiences.

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Reaching those least likely to engage

Indices of Multiple Deprivation

Here we consider the extent to which Start Thurrock CPP have reached audiences who are traditionally least likely to engage in arts and culture activities. We present the results of two pieces of analysis of audience postcodes. The first is Indices of Multiple Deprivation analysis¹.

The chart below shows the levels of deprivation for Start Thurrock engagements this year, compared with those for the Thurrock and England populations as a whole. It shows the proportion of people who live in each 'decile' – the lower the decile the higher the levels of deprivation, with 1 being the 10% most deprived areas of England.

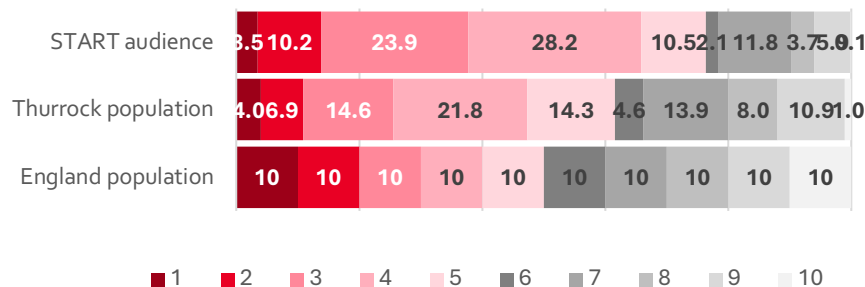


Figure 12: Indices of Multiple Deprivation analysis. Base = 1,817

¹ Indices of deprivation are an official way of measuring levels of deprivation in local authorities in England. They rank local authorities using a number of metrics such as employment, income, health deprivation and crime. For more on Indices of Deprivation please see <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

This shows that levels of extreme deprivation are relatively low in Thurrock (4%) as well as for Start Thurrock engagements (3.5%) compared with the 10% most deprived areas nationally. However, Start audiences are substantially more likely to come from the 30% most deprived areas of England (37.7%) than the Thurrock population (25.5%). Overall, this shows that Start Thurrock are doing well to reach those who will benefit most from their programming. However, slightly more hyperlocal events could be held within the 10% most deprived areas to increase the proportion of attendees from this group.

Audience Spectrum

Audience Spectrum² analysis uses postcode data to categorise audiences into three levels of arts and culture engagement: low, medium and high.

Start Thurrock's four target audience segments are:

- Supported Communities: those who are culturally low engaged, health poor, taking part in craft and church groups and typically in the senior and youth age groups.
- Kaleidoscope Creativity: those who are urban low engagers preferring free, local, culturally specific arts and festivals of mixed ages.
- Dormitory Dependables: those who live in suburban and small-town areas who are interested in heritage activities and mainstream arts.

² For more, please see The Audience Agency's website <https://www.theaudienceagency.org/audience-spectrum>

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- Trips & Treats: those who enjoy mainstream arts and are popular culture fans, who are influenced by children, family and friends.

Overall, we find that 34% of Start Thurrock audiences come from groups least likely to engage in arts and culture activities, compared to 29% of the Thurrock population in general, meaning that Start are successfully reaching those least likely to engage with their targeted programming.

In terms of the four target segments, Start Thurrock are reaching Supported Communities (6%) and Kaleidoscope Creativity (5%) at a slightly higher rate than the Thurrock population (5% and 4% respectively). The reach for Dormitory Dependables (16%) is slightly lower than the population (17%) and the reach for Trips & Treats (33%) is in line with Thurrock. Reach in line with the population is a great start, showing that Start are engaging residents across Thurrock. Although not a target group, Start Thurrock have far better reach with Frontline Families (20%) than the population (14%); these are one of the low engagement groups which shows that Start Thurrock is achieving the ambition to reach audiences from areas of least engagement.

The chart shows the reach for Start Thurrock audiences (pink columns) compared with the population of Thurrock as a whole (green bars).

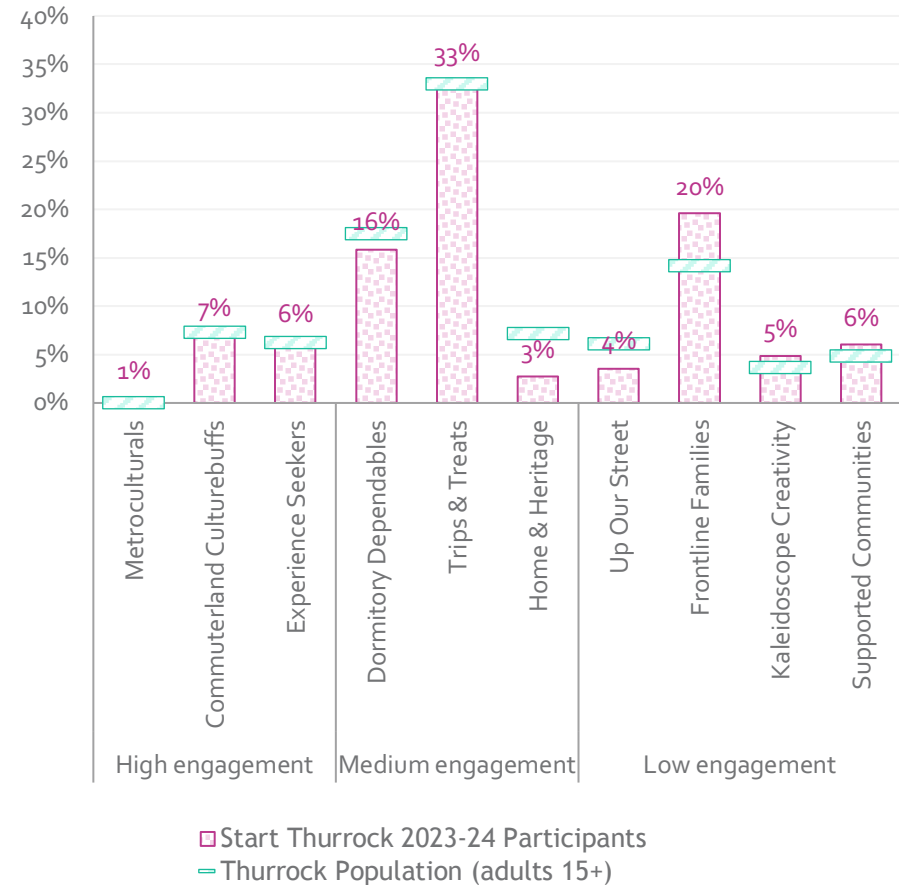


Figure 13: Audience Spectrum analysis. Base = 2,026

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What did they think?

The atmosphere at events this year has been one of **excitement and enjoyment**. Audiences rate them very highly – 95% said they were excellent (63%) or good (31%) and the remaining 5% being neutral, meaning they did not have a single negative rating.

Children have been encouraged to join in with events, and the Start Thurrock team have built good relationships with their audiences through their **warm, inclusive and friendly approach**. **91% would recommend Start events** to friends and family.

The set up of the space was very accommodating for younger children; the songs and interactions with the children made this event extra enjoyable.

Showcasing acceptance, understanding of disabilities [and] that everyone is different, and to respect each other – lovely for kids and parents.

Audience members, via survey

Events felt buoyant and fun - even when it rained at the Chadwell Taster event, people were joining in and laughing in the rain. Activities such as face painting drew in large crowds and added to the enjoyment of the day. Freebies such as school uniform, fruit and water given out on stalls spread good cheer with the community, and increased engagement as people were bringing others along to join in.

The atmosphere, joyful people. I wasn't expecting it but me and my family really enjoyed it!!

Chadwell Big Lunch Audience member, via survey

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Audience members enjoyed the chance to engage with their **community** and learn new skills or have new experiences. Some were experiencing things for the very first time, such as tightrope walking and other circus activities. The chart here shows the outcomes reported by audience members at Green Light events.

Highlights from all the events. I got to know my area more, learn new skills, visit venues I'd never been to, meet members of my community. I got to experience this with my kids.

Green Light Audience member, via survey

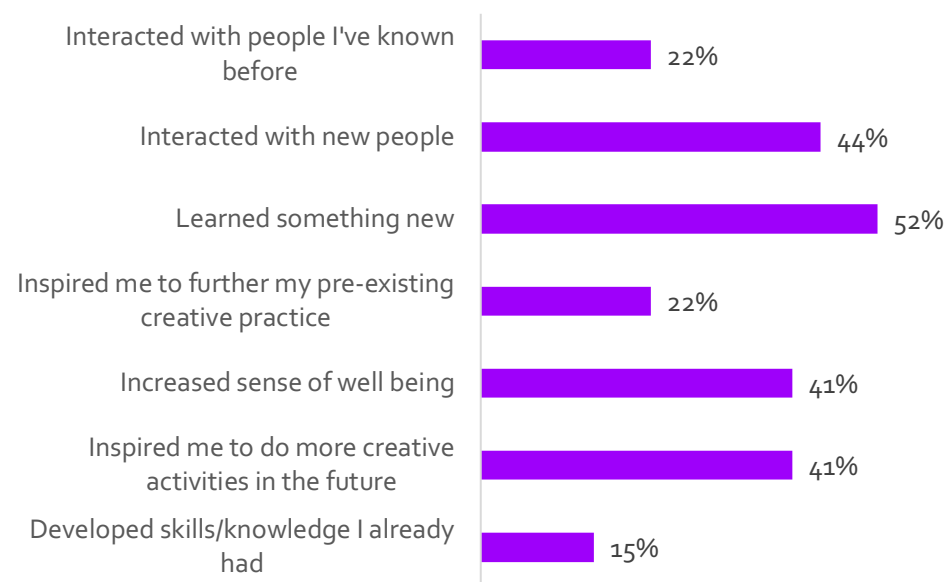


Figure 14: Which of the following benefits do you feel this experience has provided you with? People could choose more than one benefit, so numbers do not total 100%. Base = 27

One attendee at the Drama Improvisation Workshop said that she felt that, through her life experiences, she had lost herself and



forgotten that she had a voice. She spoke about how she had isolated herself and now didn't leave the house often, but that she wanted to get back into culture and drama and that coming to the workshop that day felt like a breath of fresh air. Although she was initially nervous during the workshop, she was enthusiastic and engaged, and quickly warmed into it with incredible creative energy.

The events also made audiences **see their local area in a new light**:

As I walked around the Grays Park, I literally was thinking I could be anywhere – Paris, London, Milan or any culture city – not in a Park in Grays which quite frankly is a no go area after dark! It was amazing, and what a turn out people of all ages from every part of our community.

Light Up Thurrock Audience member, via survey

People found the events **surprising and really family-friendly**, and were excited to come back and **engage further**.

It was very well organised and everyone was very welcoming. The ladies running the session were very helpful and patient. It was so good, we would definitely be interested in attending other workshops in the future. Thank you.

Green Light Audience member, via survey

Overall, **88% of audience members felt the events met or exceeded their expectations**. A breakdown is shown below.

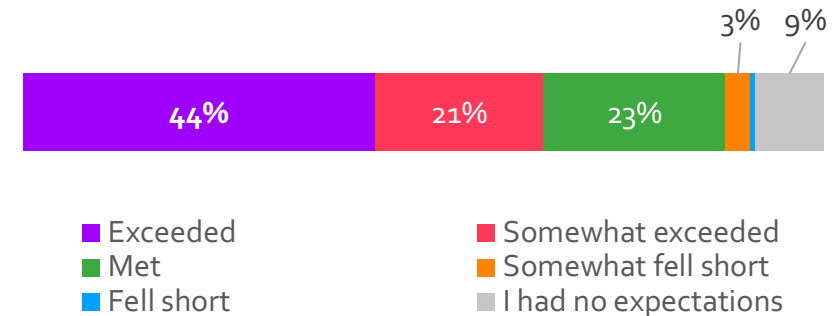


Figure 15: How did the event compare to your expectations? Base = 434

There were a few areas highlighted for improvement. For instance, the sound system for Little Legs at the Chadwell Taster event was very loud. This had its advantages for some, as it held the attention of the audiences and children loved it, but some found the volume overwhelming. One audience member said that being autistic the loud music made her feel anxious, and others moved away or covered their ears. For better inclusion of those who may be Neurodivergent or likewise feel uncomfortable with very loud music, future events could consider setting up designated 'Quiet Zones', providing spaces for audiences to feel included away from potential sensory overwhelm.

It was also mentioned that people wanted more advertising of events, in particular using 'offline' methods.

If not for the family hub, I wouldn't have known this was happening! More advertising needed for your great work!

Audience member, via survey

This sentiment is mirrored by data from audiences where they were asked 'How did you hear about this event?' The chart below shows that a third of audiences are hearing via word of mouth and

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another third via social media such as Facebook. Nearly a fifth (19%) are recommended by community or arts organisations. Just 18% are attracted by flyers and posters so increasing these methods could help reach audiences who are less likely to have access to online advertising methods.

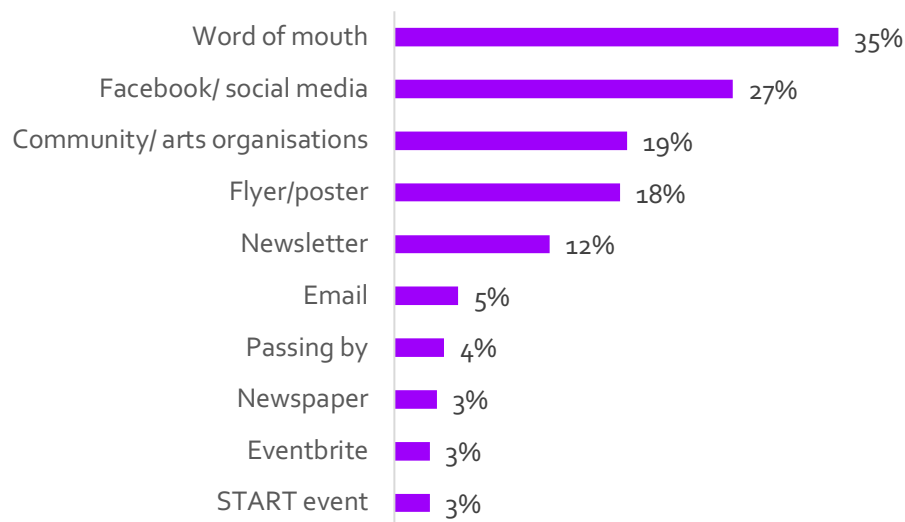
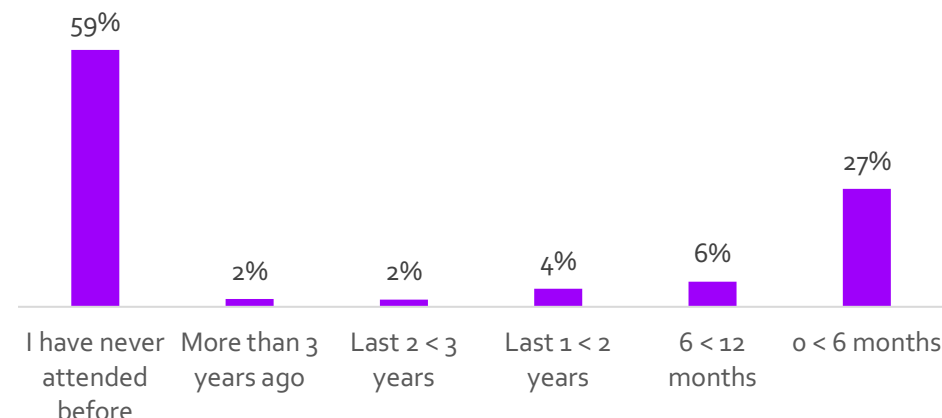


Figure 16: Audience responses to 'How did you hear about this event?' People could select more than one so totals do not equal 100%. Base = 178 responses

4% of audiences just happened to be passing by when they were drawn to Start Thurrock events, which highlights the benefit of visible hyper-local events, and 3% had previously been to other Start events, which shows that Start Thurrock are not only reaching lots of new audiences but that they are creating a returning loyal audience base too. Indeed, the chart below shows that overall 59% of people are new to Start, and 27% are returning audiences who have recently engaged.



A few people also felt there could be more for older children and teenagers.

However, lots of people, when asked what would improve their experience, said the events were perfect as they were:

I don't think it could've been improved!

For me it was perfect.

I would not change a bit :)

It was 10/10 I don't think it could be better. Except I want to see it all again.

Audience members, via survey

Start Thurrock's fun and welcoming atmosphere also extends to their data collection via methods such as 'Pots and Pebbles'. At events, Start Thurrock team members set up tents with a series of pots arranged on tables and posed a question to audiences: 'What type of activity would you like to see more of where you live?' The

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chart below shows that Start audiences most want Music and Dance, followed by Comedy, Theatre and Carnival.

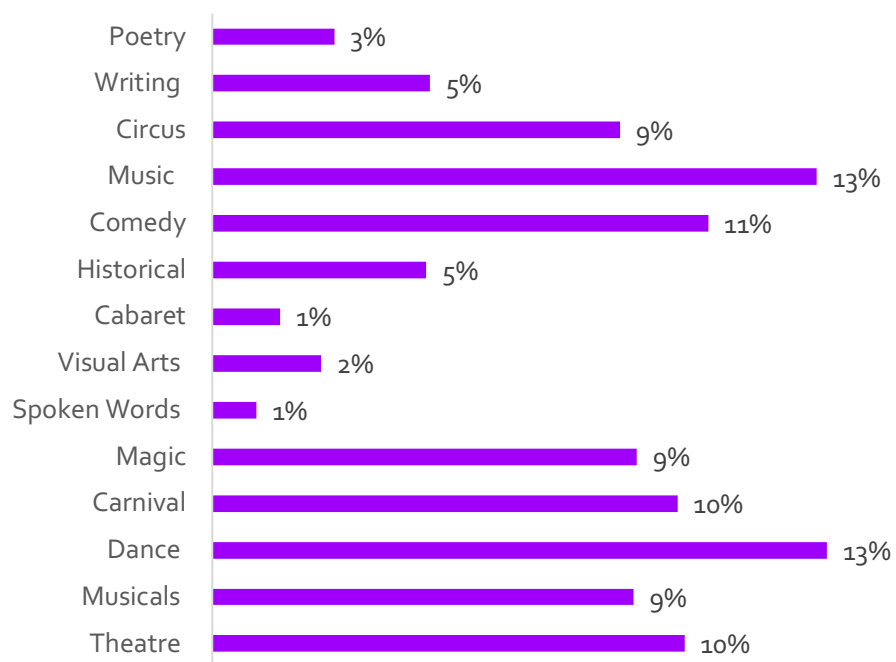


Figure 17: Audience responses to activities they want to see in their local area. Base = 1,378

This light-hearted, interactive data collection tool has proven very successful, with over a thousand responses from just a few events. This confidence of their audiences to ask for what they want to see is covered more in the next section.

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