

Introducing The Bounce Forwards Evidence Hub – Video transcript

The Audience Agency has created the **Bounce Forwards Evidence Hub** on our website to bring together a range of resources and information to help you and your organisation respond to COVID.

It has five sections so far:

1. The **Revenue Tracker** summarising current and previous ticketing data
2. The free **Digital Audience Survey**, for online audiences
3. Information about **Audience Spectrum in the Time of COVID-19**
4. A wider **Research Round-up**
5. A series of **Route Maps** to answer key questions, linking to the most useful resources.

Let's look at each of these in turn.

1. The **Revenue Tracker** is made up of four resources: The Ghost Light and Back Light reports, an interactive online dashboard, and a forecasting tool.
 - The Ghost Light report, named after the light kept on when theatres are dark, tracks income through 2020. It's updated fortnightly and tracks weekly and cumulative sales for the year, for all Audience Finder venues as well as Arts Council England National Portfolio Organisations in particular.
 - The Back Light report looks at what a 'typical year' would look like, so we can see how far this year has differed and in what ways. It's based on average sales from 2017-2019 and includes more detailed analysis of that typical picture, including weekly breakdowns by artform, Area of the country and audience type, using Audience Spectrum. It helps to show which areas, artforms and audiences are likely to be most affected, depending on when venues are able to reopen.
 - The dashboard lets you access and interrogate this data, so you can focus in on the time period, artform and/or segments that you want.
 - The forecaster combines sales-to-date data from Ghost Light with your estimate of the monthly sales going forward, as a proportion of typical sales, from the Back Light report.
2. The free **Digital Audience Survey** helps you understand who is accessing your online content and what they think about it. It's designed to be complementary to Audience Finder surveys for live audiences, for those who have them to compare. There are also some low-cost enhancements available, for example if you want to add tailored

questions, or your own branding. We'll also share aggregate findings from the surveys via the Evidence Hub.

3. For many organisations, Audience Spectrum is an important means to understand their audience and local population. In the **Audience Spectrum in the Time of COVID-19** section, we'll share insights and resources specifically about these segments. For example, which segments were most likely to have been shielding, or home schooling? Whose income is likely to be most impacted? This section draws on overall profiles, specific interpretation in relation to COVID and will also integrate findings from the Digital Audience Survey and other new research.
4. We highlight some of the most useful reports and resources from elsewhere in the **Research Round-up** section. There's a lot out there, so we've picked some of those we think are most useful, grouped by theme to make it easier to find what you're looking for.
5. Because there's so much information available at the moment, in the Evidence Hub and elsewhere, and we know that things are particularly busy and challenging, we're also producing a series of **Route Maps**. These take key questions (for example: 'How to Use to Use Audience Spectrum to Plan for Reopening?') and show how to go about answering them. These take you through step by step, and provide links to the most useful resources. Do let us know if there are particular additional Route Maps that you would find helpful: we're here to support the sector how we can.

Future developments

We'll keep adding to the Evidence Hub and welcome your requests for what would be useful. One thing we're planning is a **Population Monitor**, a nationally-representative population survey, developed in partnership with a range of other sector support organisations and sector bodies, to find out about COVID's impact. This will include how it has affected different groups, as well as how their cultural engagement has been, and will be affected. For example, which groups are likely to be first to return? What measures will make most difference to their willingness to attend? The Population Monitor will look at the whole population, linked to Audience Spectrum, allowing you to also link the insights to other tools and resources.

To keep up to date on the Evidence Hub and resources available, **do sign up to our newsletters** (via the Evidence Hub page).