

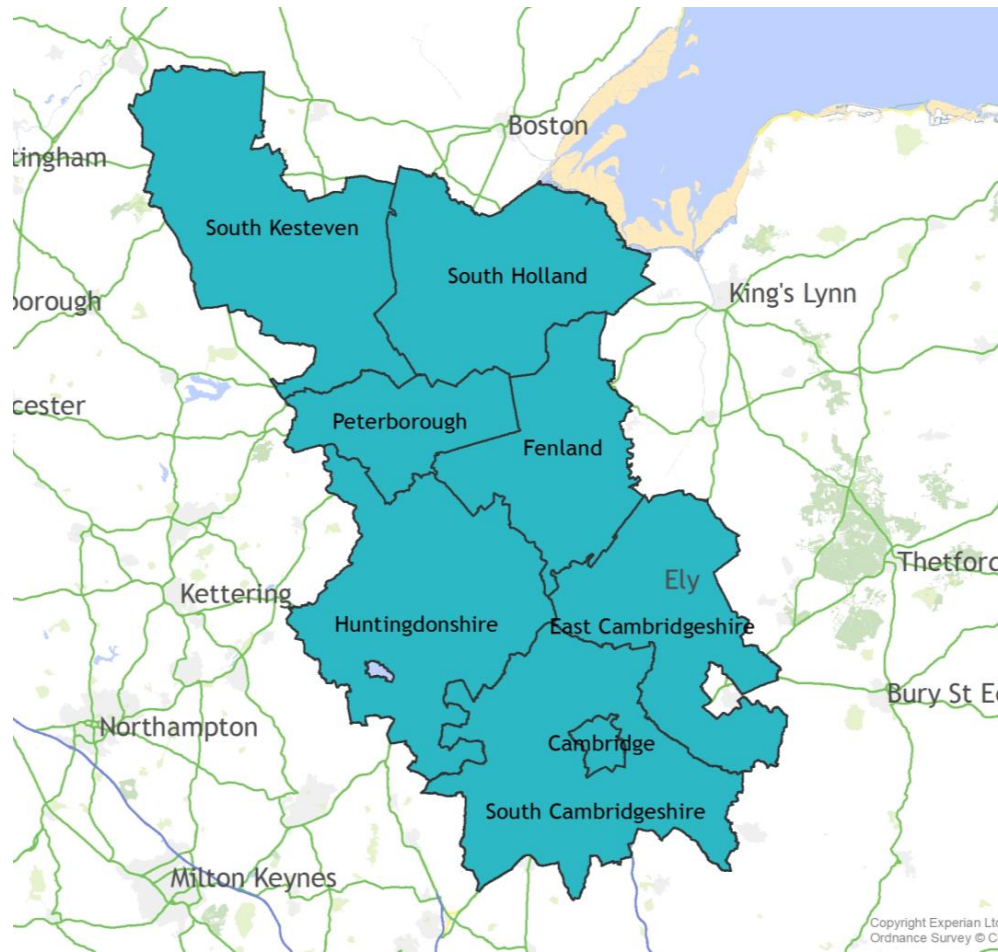
Fenlands

Place Based Insights

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Levels of Information



UK

- Cultural Population Monitor

Fenlands

- Cultural Population Monitor / Audience Spectrum / Audience Finder

Borough

- Audience Spectrum / Audience Finder (ticketing & survey) / Census / TGI

Ward

- Audience Spectrum / Audience Finder (ticketing) / APR+

 audience
spectrum

Population
segmentation using
multiple data sources
based specifically on
arts and cultural
interests



Data Sources

5 key data sources



Taking Part - National depth survey

Cultural Proximity - Convenience of offer

Experian Data Universe - wider consumer data

Population/Census - core demographics

Behavioural data: survey and ticketing



Example: Experience-Seekers Pen Portrait

Download

Experience Seekers statistical appendix

Engagement rank: 3

Population: 8% of English households

Arts attenders: tbc

Rating: Higher



Highly active, diverse, social and ambitious, engaging with arts on a regular basis

- Make up an important and significant part of urban arts audiences
- This group are highly active, diverse, social and ambitious singles and couples, regularly engaging with the arts on a regular basis
- Often students, recent graduates and in the early to mid-stages of their careers
- Tend to live close to city centres, so have easy access to and attend art galleries and heritage sites
- Interests cover mainstream, contemporary and culturally diverse activities, and are active in their social lives
- They are mostly in search of new things to do and have disposable income for leisure activities like sports/arts memberships, visits to cafes, bars and restaurants
- Typically digitally savvy, they will share experiences through social media

- Overview

Lifestage & location

A high proportion are singles and couples in their 20s and 30s across the country but 56% focused in the South.

Opportunity

Seeking new experiences to support and drive their interests. They are active in mainstream and alternative offers. Mostly digital and social media savvy, they like to 'share' and follow recommendations. They are likely to form key influencers amongst their peers.

+ Interests

+ Location

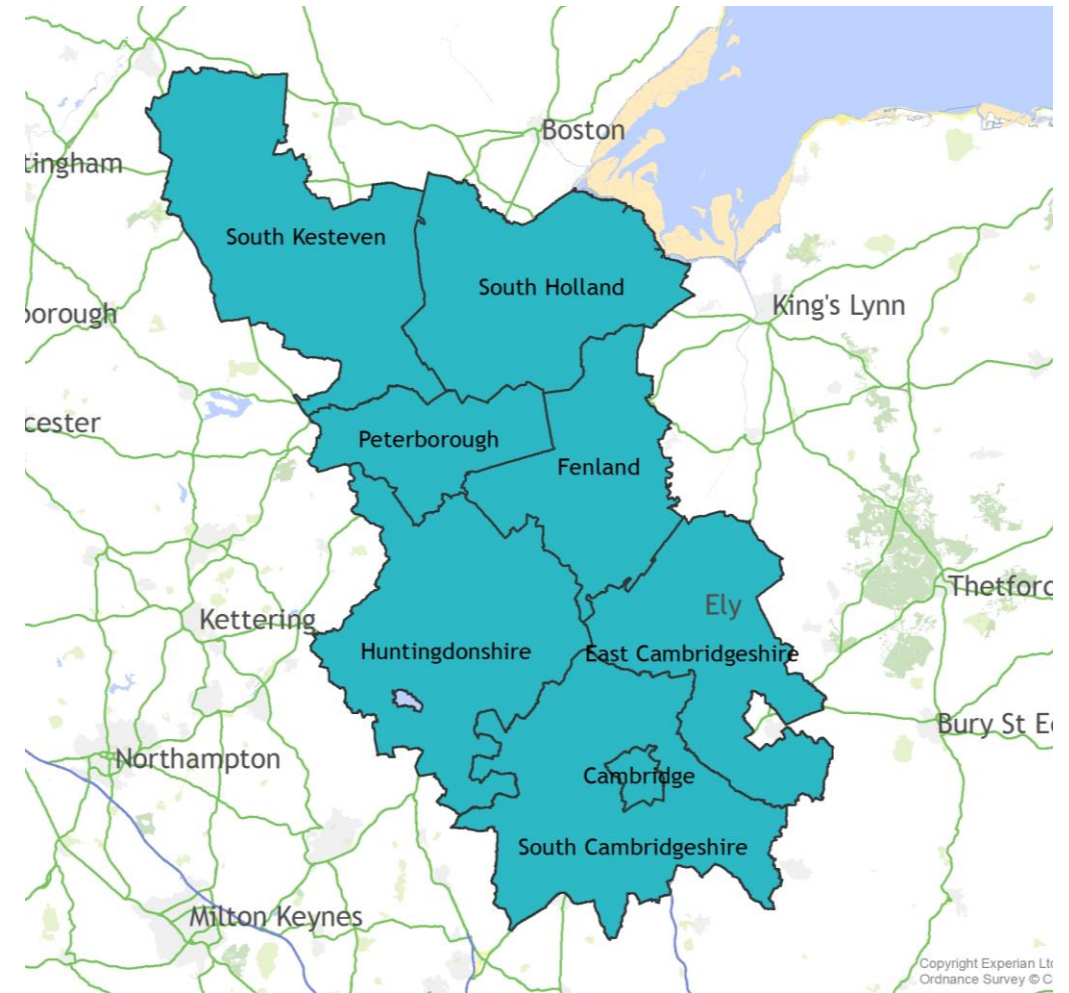
+ Preferences

+ How to engage

Local Population

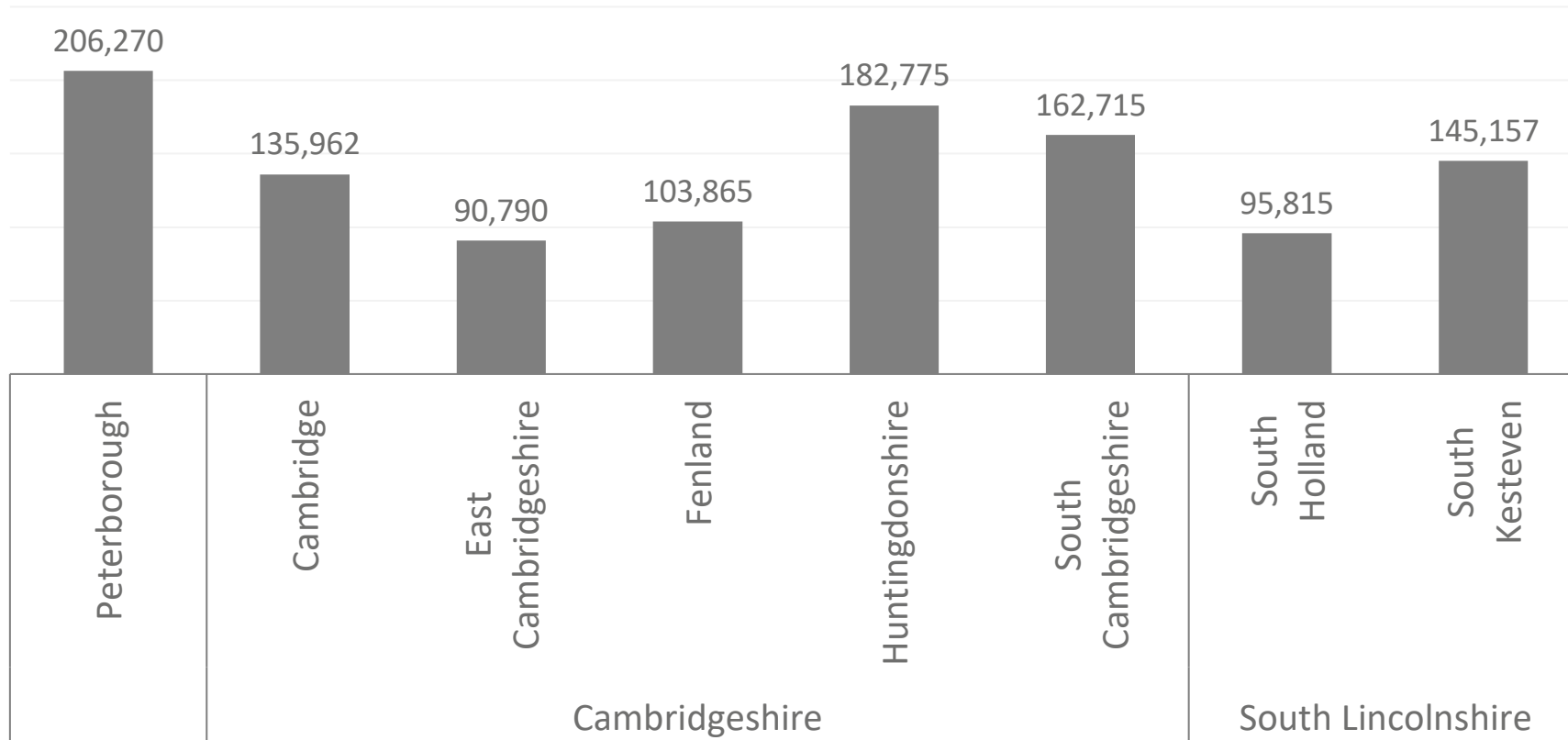
Local Area and Population

- Overview of demographics
- Audience Spectrum, inc. maps:
 - Largest segment
 - Each of the three largest segments



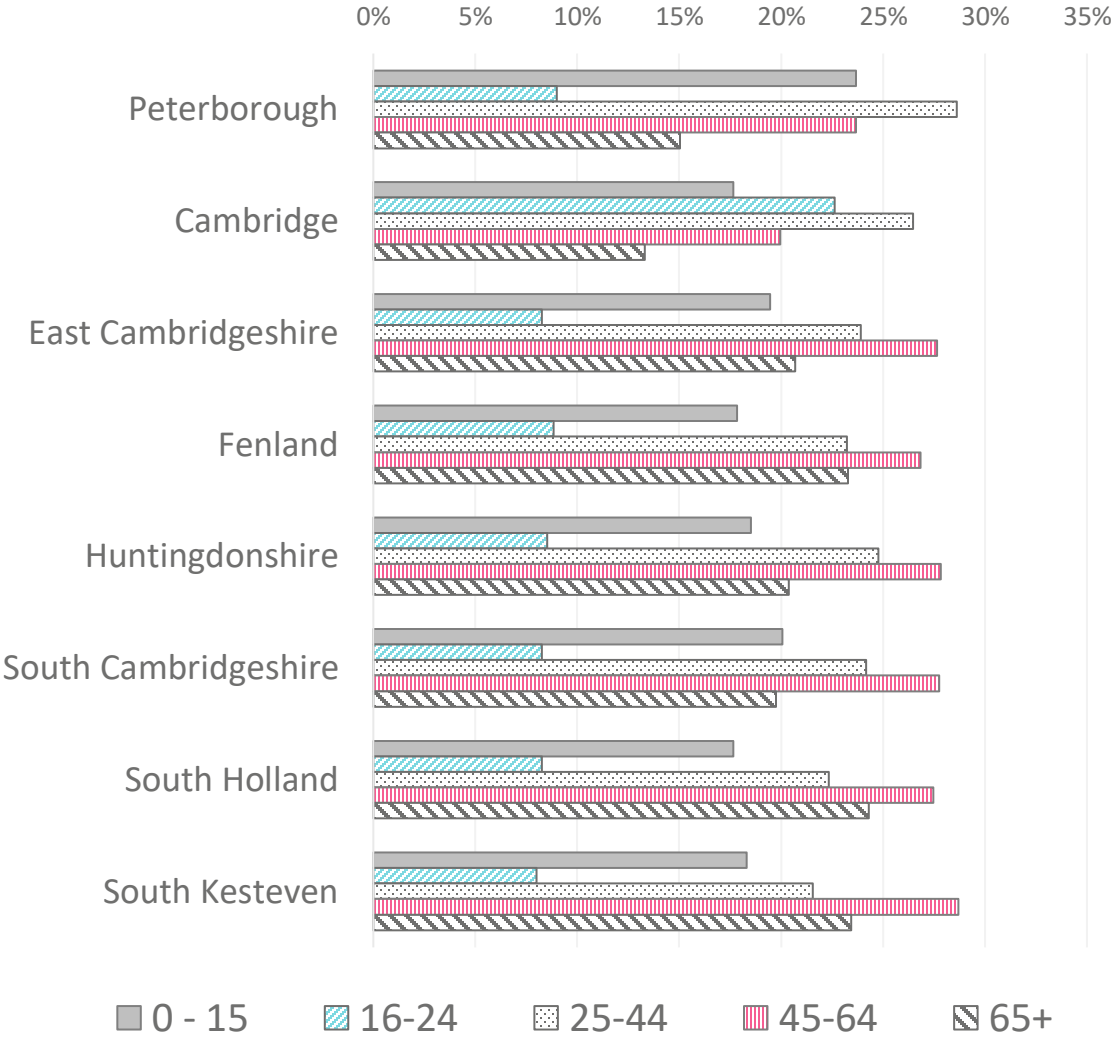
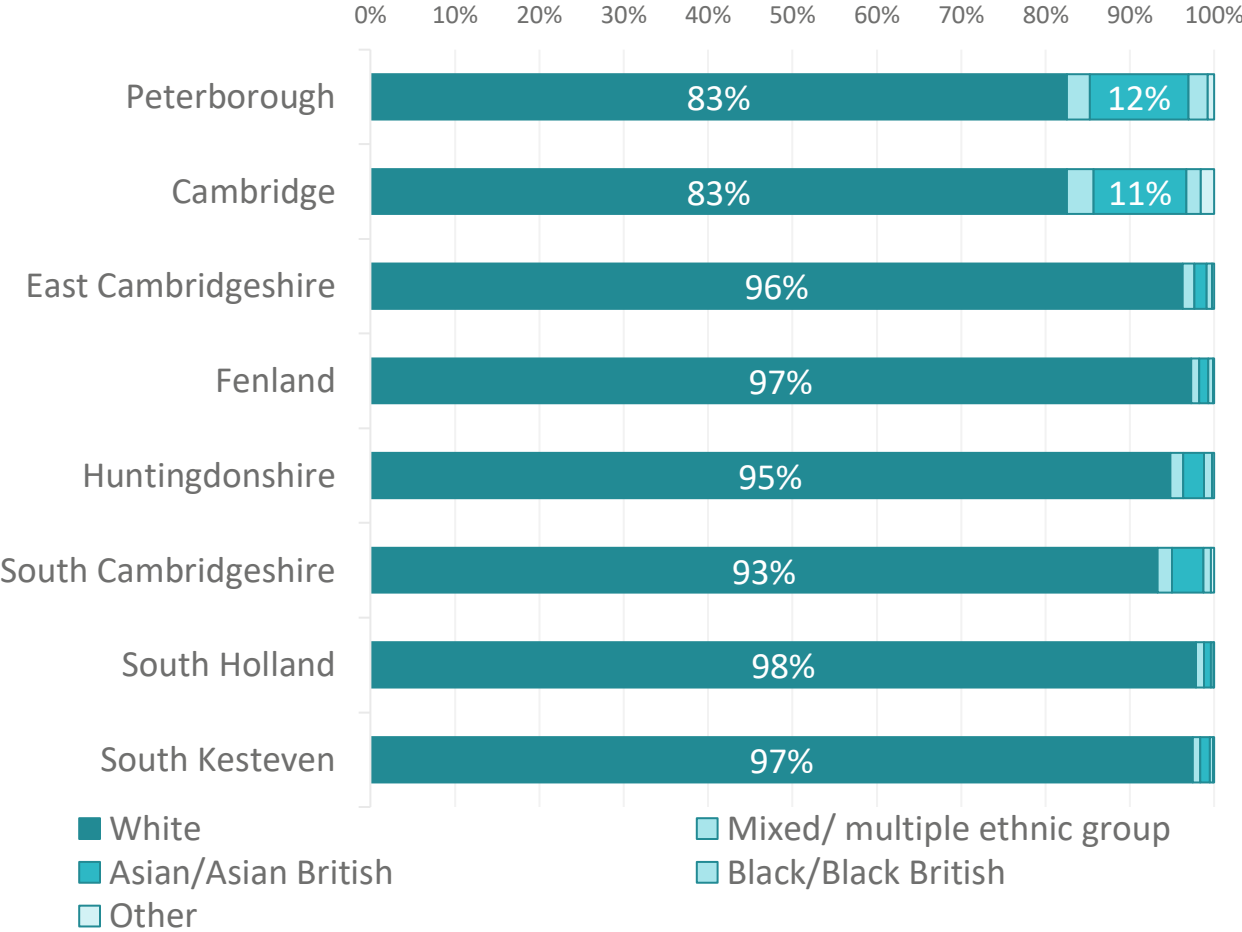
Population data – comparing the local areas

Population estimate 2020



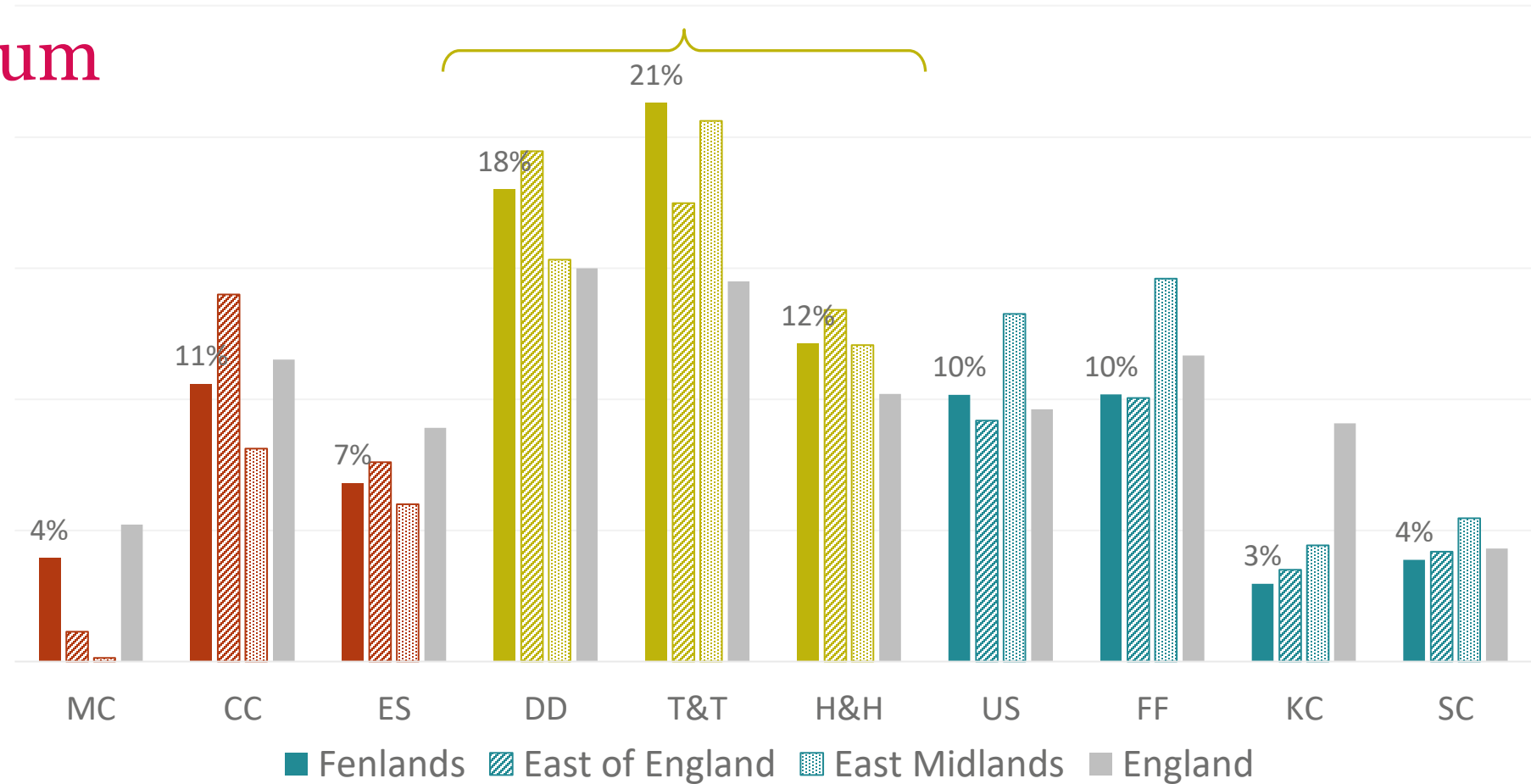
- Percentage of children: from 22% Cambridge to 29% in Peterborough.
- 22% students in Cambridge, max 4% elsewhere (and 7% retired cf. 12-19% elsewhere).

Population data – comparing areas



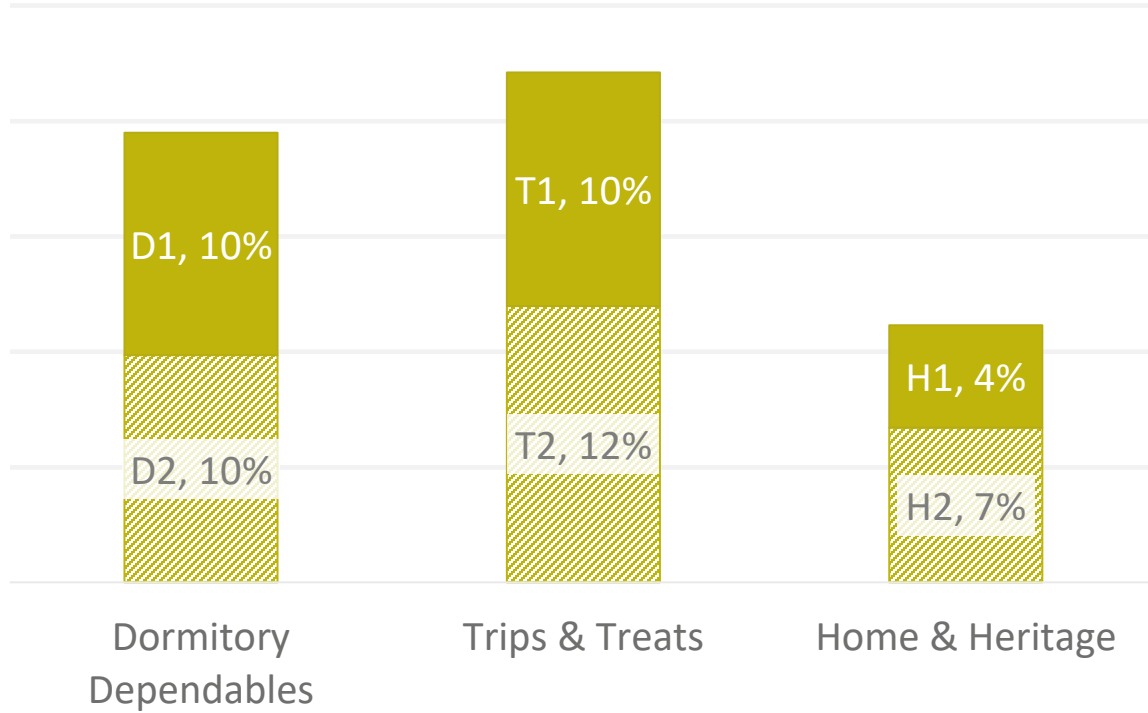
Overall Population Audience Spectrum Profile

Medium-engaged segments make up 51% of the population
Audience Spectrum profile for the base population (adults 15+)



Overall Audience Spectrum Profile: Enhanced

Top 3 Audience Spectrum Segments - Enhanced



D1: Settled, comfortable residents, enjoying regional life.

D2: Commuter-town families, investing for the future.

T1: Settled suburban families with established lifestyles.

T2: Modern young families, building a comfortable future.

H1: Affluent residents of rural idylls.

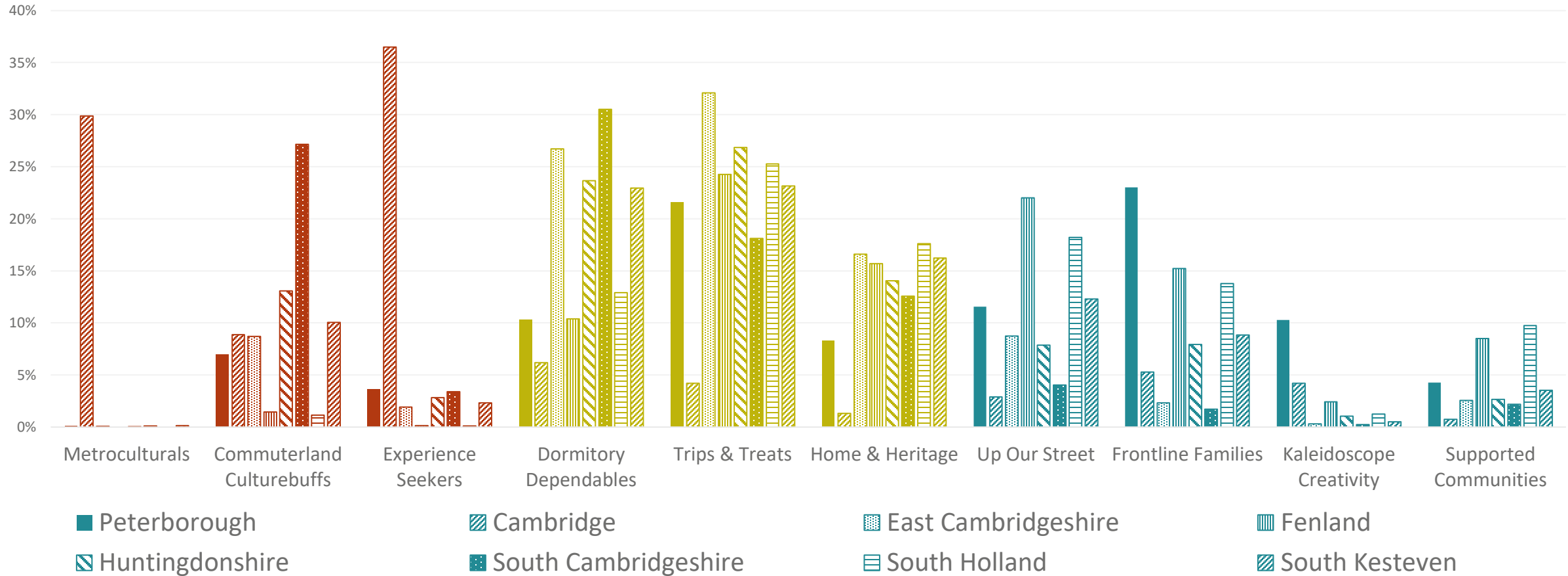
H2: Settled suburban seniors.

Audience Spectrum Enhanced Profile

Segment Name	Percentage
Metroculturals M1	2%
Metroculturals M2	2%
Commuterland Culturebuffs C1	4%
Commuterland Culturebuffs C2	7%
Experience Seekers E1	5%
Experience Seekers E2	2%
Dormitory Dependables D1	10%
Dormitory Dependables D2	10%
Trips & Treats T1	10%
Trips & Treats T2	12%
Home & Heritage H1	5%
Home & Heritage H2	6%
Up Our Street U1	5%
Up Our Street U2	5%
Frontline Families F1	6%
Frontline Families F2	4%
Kaleidoscope Creativity K1	2%
Kaleidoscope Creativity K2	1%
Supported Communities 1	0%
Supported Communities 2	3%

Audience Spectrum Profile by Local Area

Metroculturals and Experience Seekers are in Cambridge, Peterborough has more Frontline Families, Commuterland Culturebuffs are in South Cambridgeshire

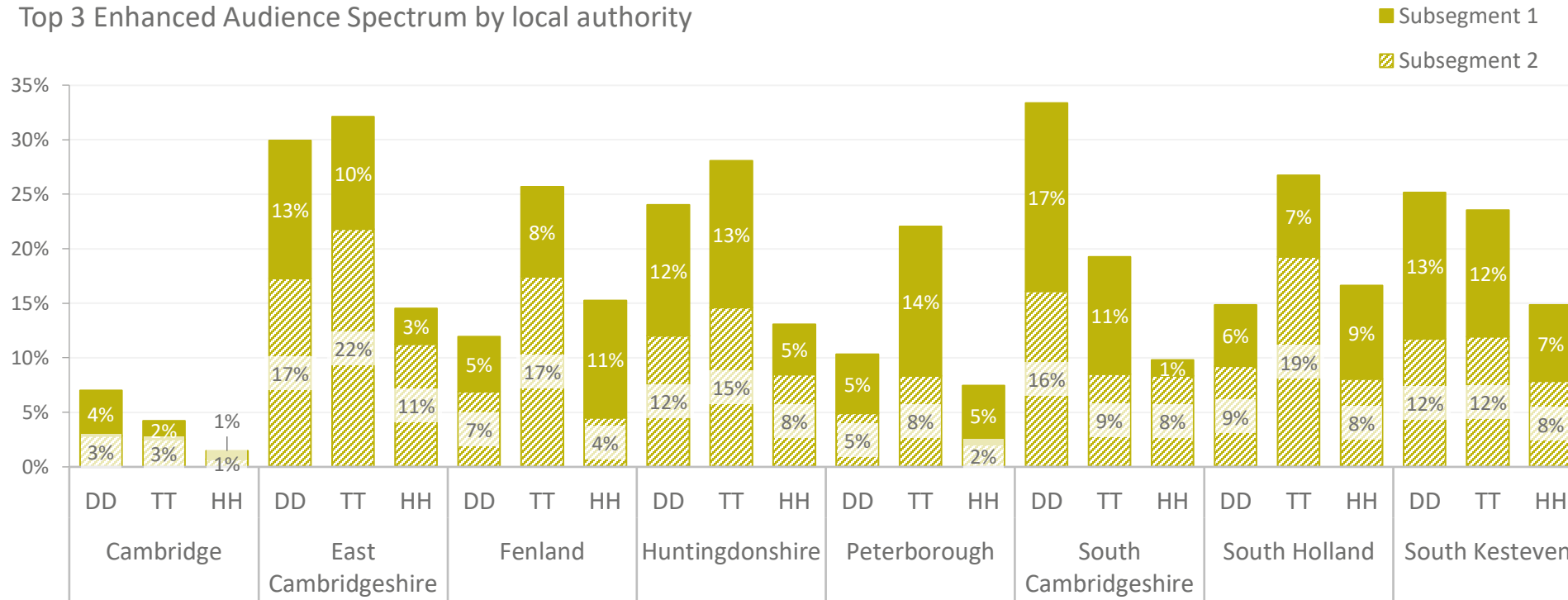


Audience Spectrum Profile by Local Area

Segment	Peterborough	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	South Holland	South Kesteven
Metroculturals	0%	30%	0%	0%	0%	0%	0%	0%
Commuterland Culturebuffs	7%	9%	9%	1%	13%	27%	1%	10%
Experience Seekers	4%	36%	2%	0%	3%	3%	0%	2%
Dormitory Dependables	10%	6%	27%	10%	24%	31%	13%	23%
Trips & Treats	22%	4%	32%	24%	27%	18%	25%	23%
Home & Heritage	8%	1%	17%	16%	14%	13%	18%	16%
Up Our Street	12%	3%	9%	22%	8%	4%	18%	12%
Frontline Families	23%	5%	2%	15%	8%	2%	14%	9%
Kaleidoscope Creativity	10%	4%	0%	2%	1%	0%	1%	1%
Supported Communities	4%	1%	3%	8%	3%	2%	10%	4%

Audience Spectrum Profile by Local Area – Top Segments Enhanced

Top 3 Enhanced Audience Spectrum by local authority

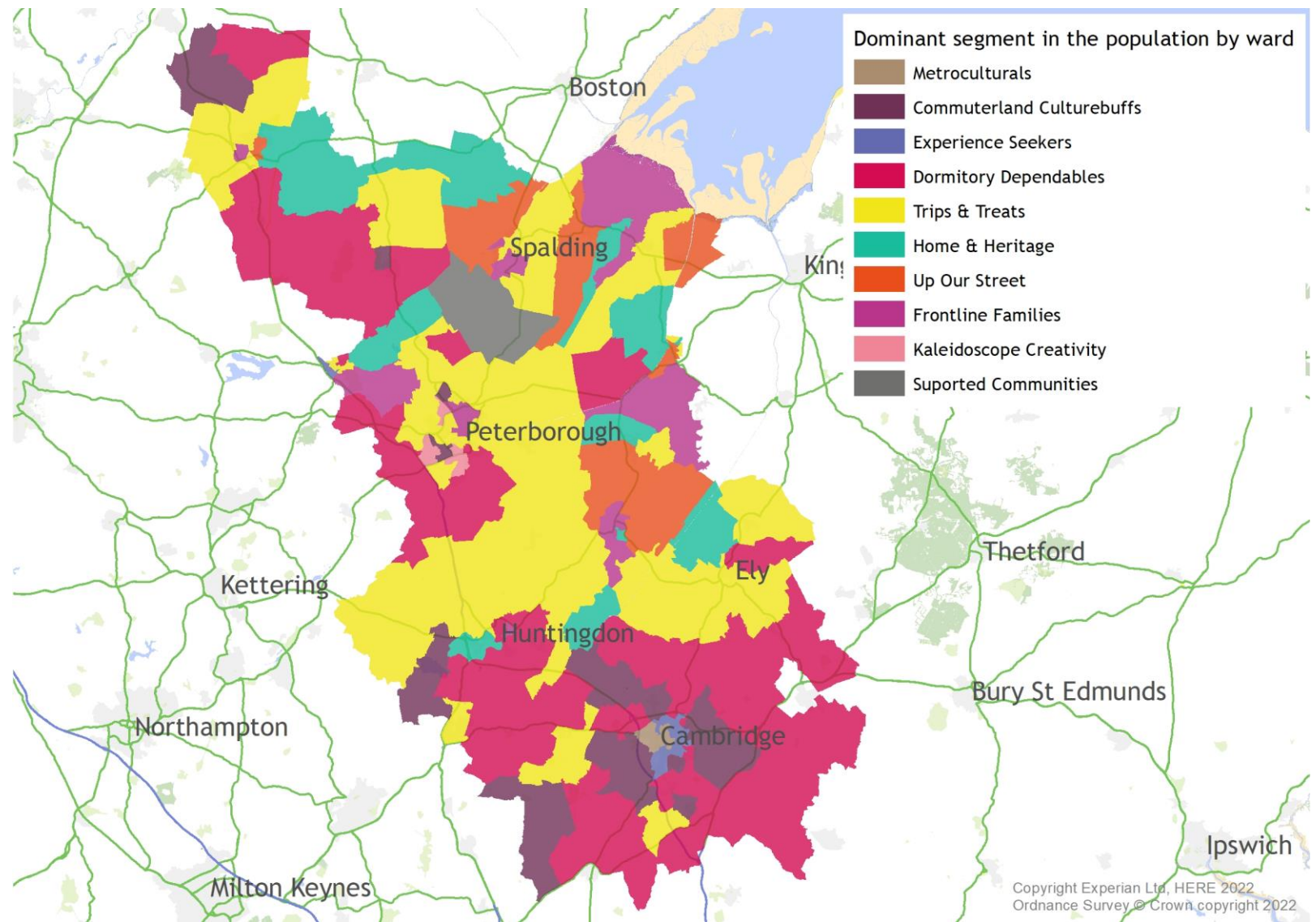


- D1:** Settled, comfortable residents, enjoying regional life.
- D2:** Commuter-town families, investing for the future.
- T1:** Settled suburban families with established lifestyles.
- T2:** Modern young families, building a comfortable future.
- H1:** Affluent residents of rural idylls.
- H2:** Settled suburban seniors.

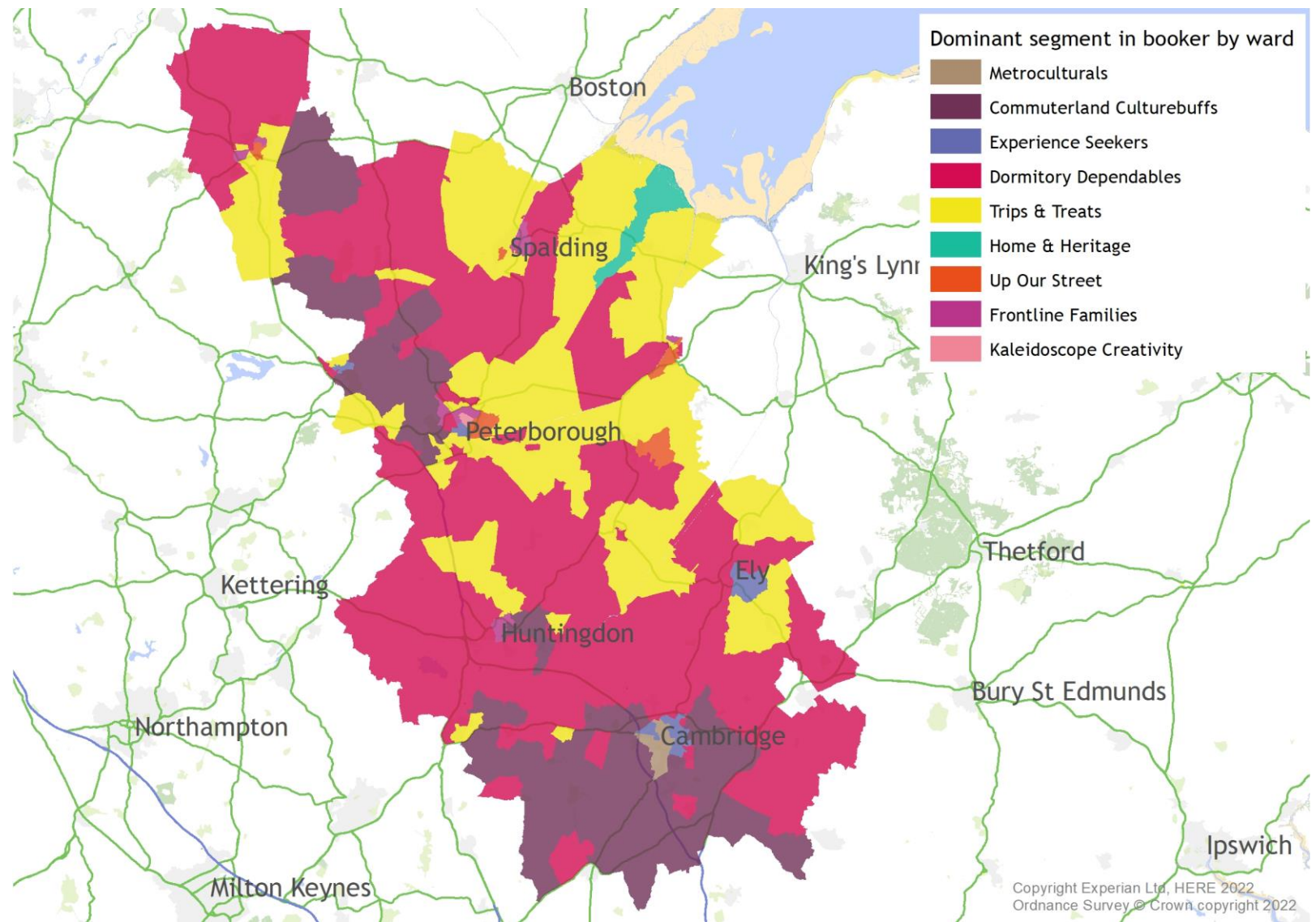
All enhanced segments by Local Area

SubSegment Name	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	Peterborough	South Cambridgeshire	South Holland	South Kesteven
Metroculturals M1	17%	0%	0%	0%	0%	0%	0%	0%
Metroculturals M2	13%	0%	0%	0%	0%	0%	0%	0%
Commuterland Culturebuffs C1	7%	2%	0%	4%	2%	10%	0%	2%
Commuterland Culturebuffs C2	2%	6%	1%	9%	5%	16%	1%	8%
Experience Seekers E1	26%	2%	0%	2%	3%	3%	0%	1%
Experience Seekers E2	11%	0%	0%	1%	1%	0%	0%	1%
Dormitory Dependables D1	4%	13%	5%	12%	5%	17%	6%	13%
Dormitory Dependables D2	3%	17%	7%	12%	5%	16%	9%	12%
Trips & Treats T1	2%	10%	8%	13%	14%	11%	7%	12%
Trips & Treats T2	3%	22%	17%	15%	8%	9%	19%	12%
Home & Heritage H1	1%	3%	11%	5%	5%	1%	9%	7%
Home & Heritage H2	1%	11%	4%	8%	2%	8%	8%	8%
Up Our Street U1	0%	6%	12%	4%	3%	3%	12%	5%
Up Our Street U2	3%	2%	8%	4%	10%	1%	5%	8%
Frontline Families F1	4%	2%	7%	6%	10%	1%	11%	4%
Frontline Families F2	1%	1%	7%	3%	12%	0%	4%	5%
Kaleidoscope Creativity K1	3%	0%	2%	1%	8%	0%	1%	0%
Kaleidoscope Creativity K2	1%	0%	1%	1%	2%	0%	0%	0%
Supported Communities 1	0%	0%	2%	0%	1%	0%	0%	0%
Supported Communities 2	1%	2%	5%	2%	3%	2%	7%	3%

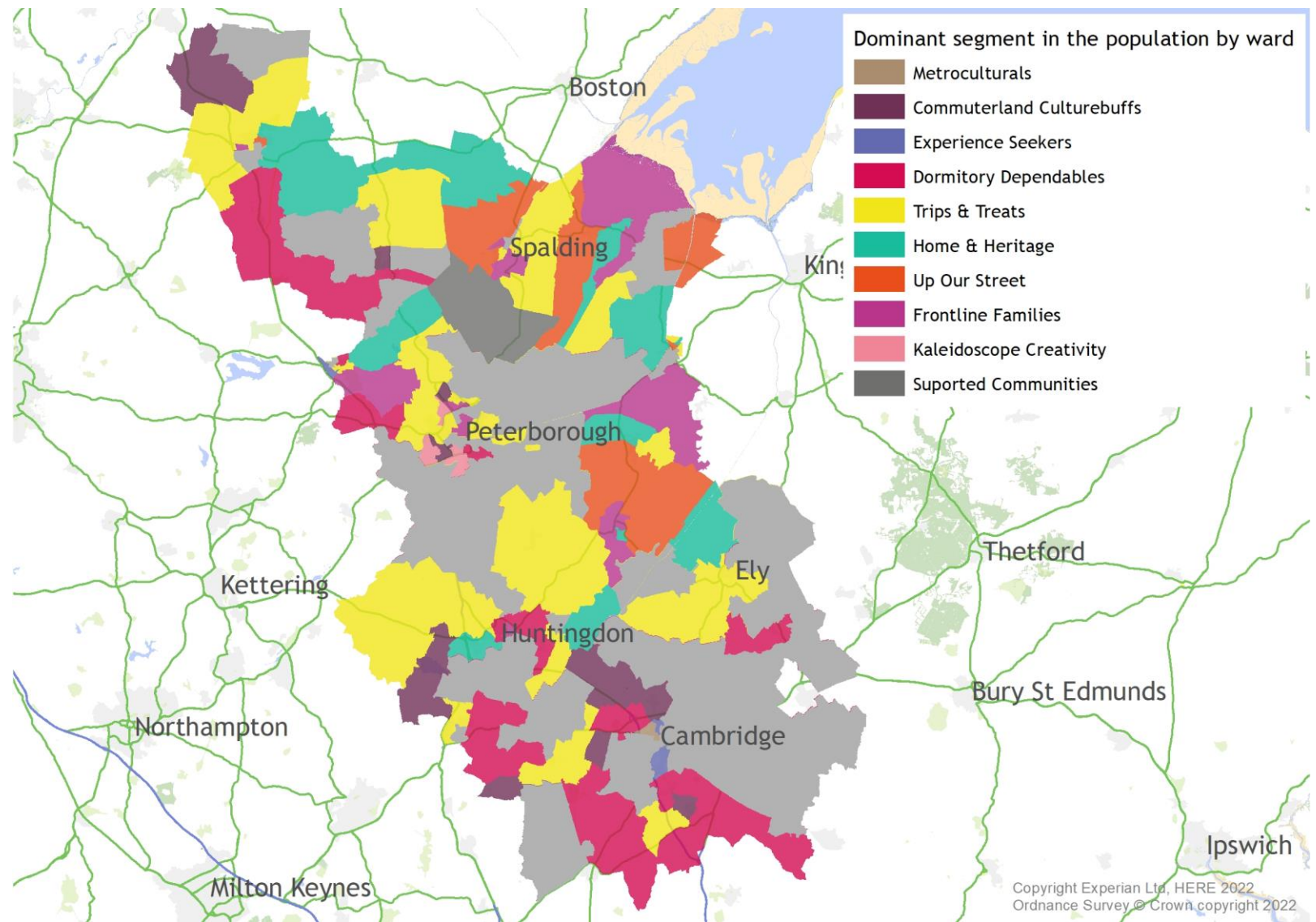
Dominant Audience Spectrum Segment by Ward - Population



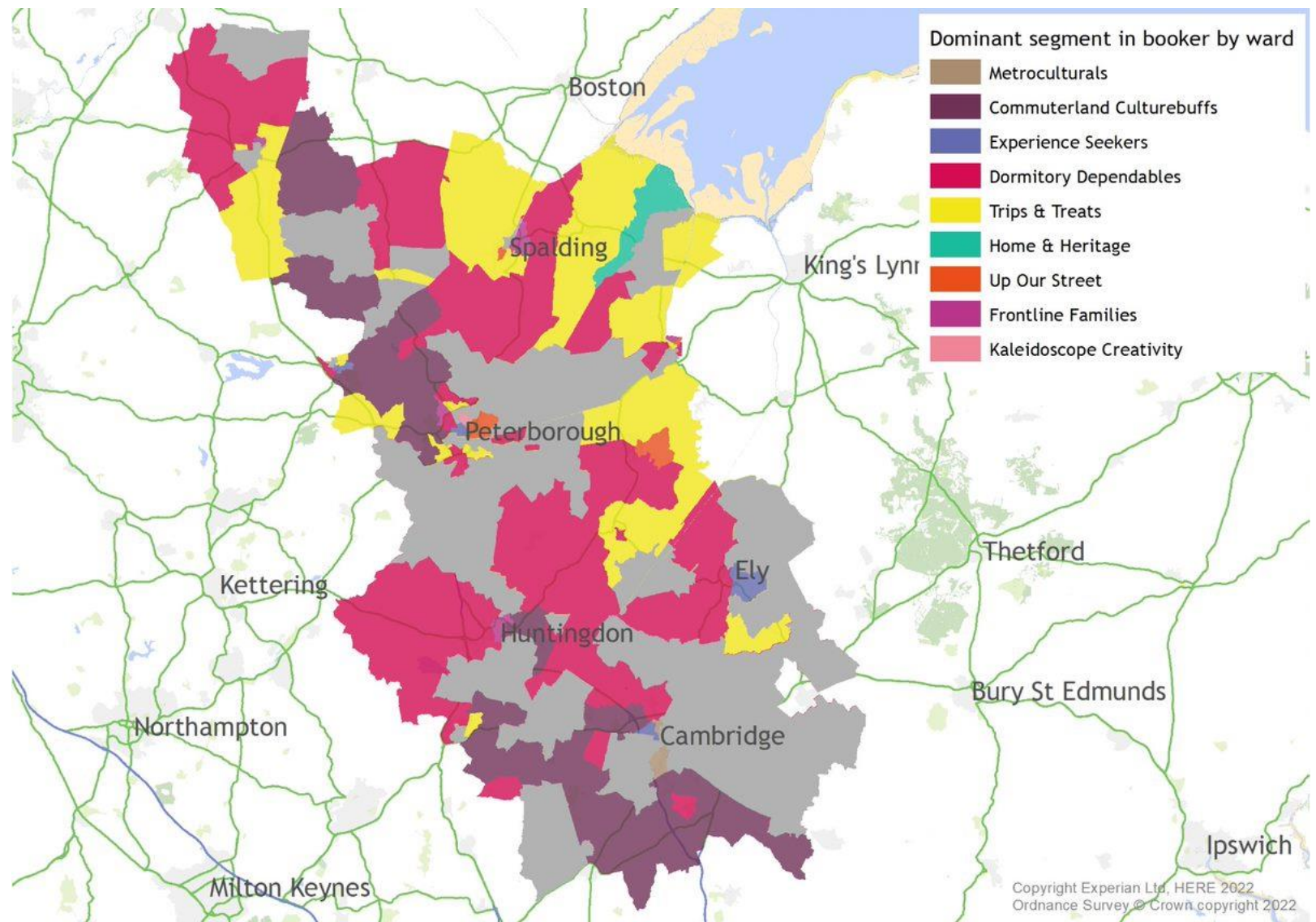
Dominant Audience Spectrum Segment by Ward - Bookers



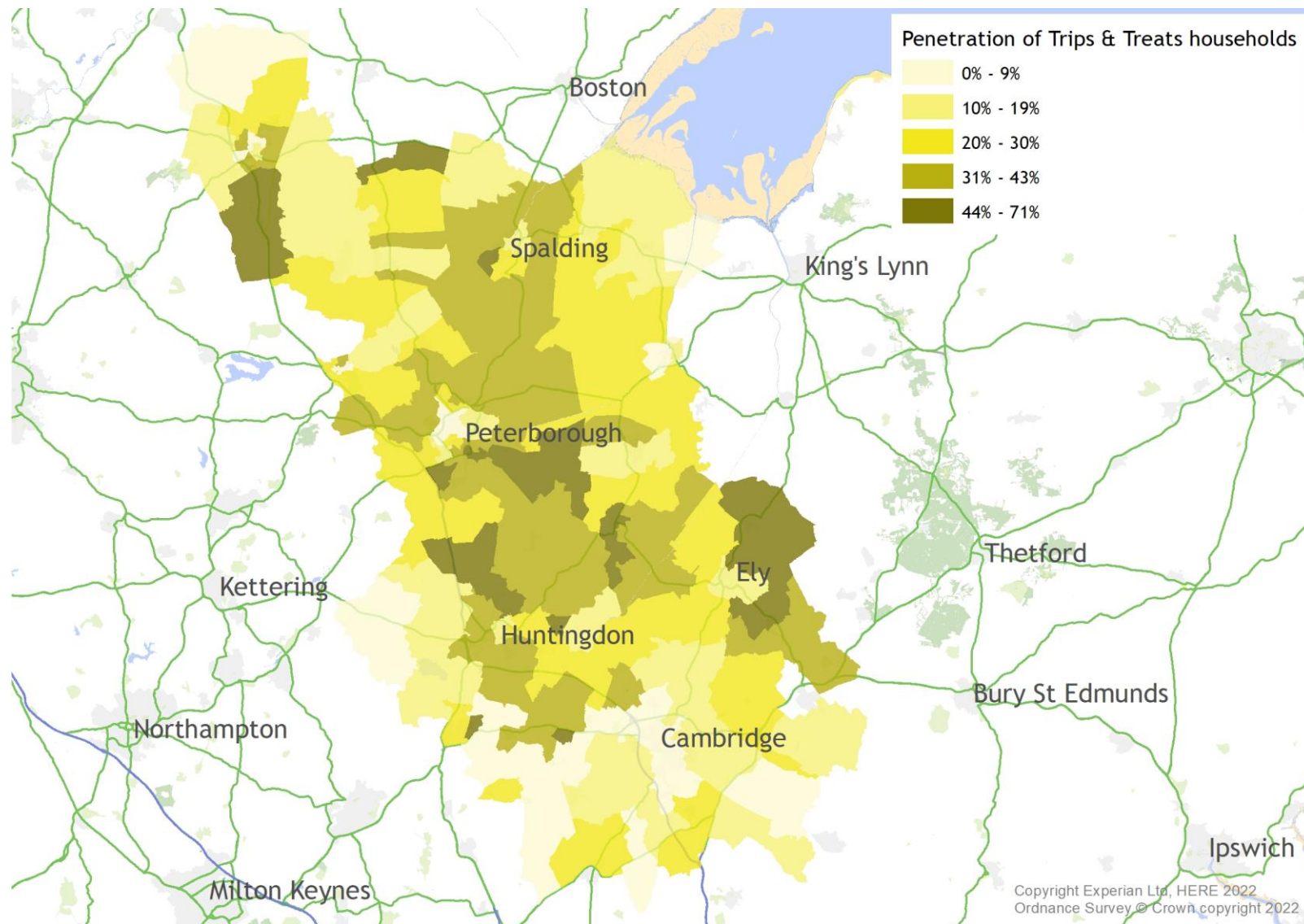
Dominant Audience Spectrum Segment by Ward - Population



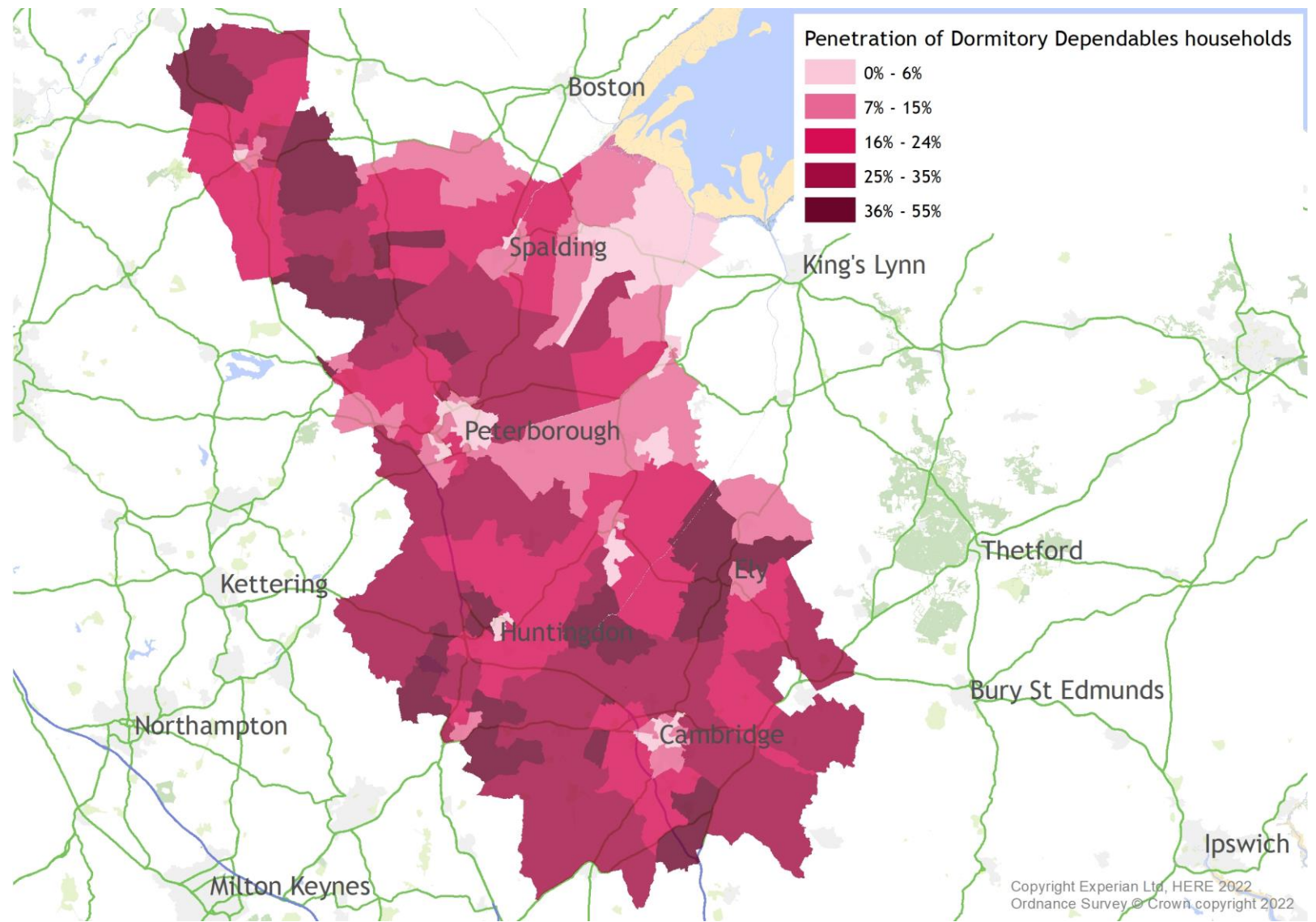
Dominant Audience Spectrum Segment by Ward - Bookers



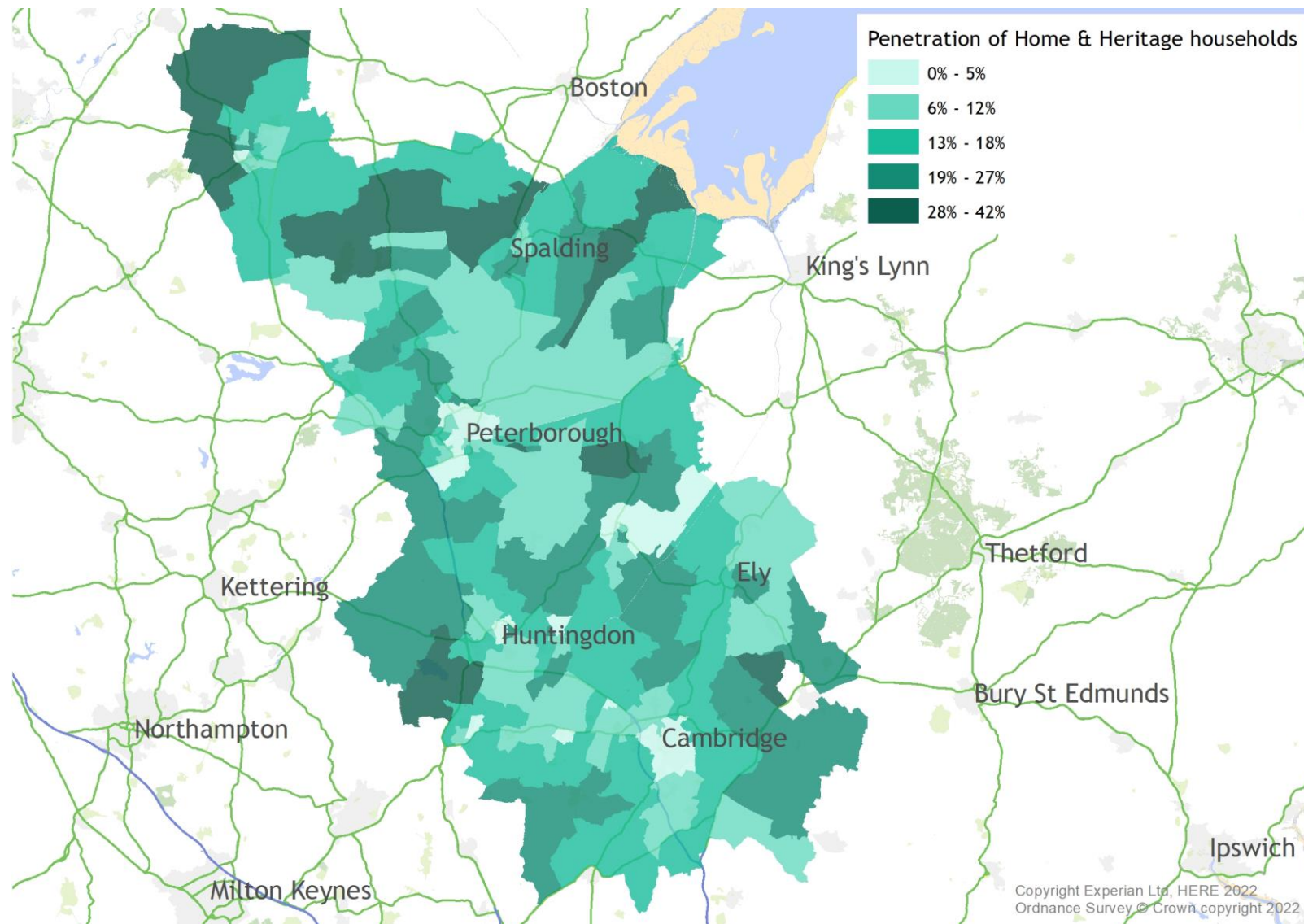
Penetration of Audience Spectrum Population by Ward



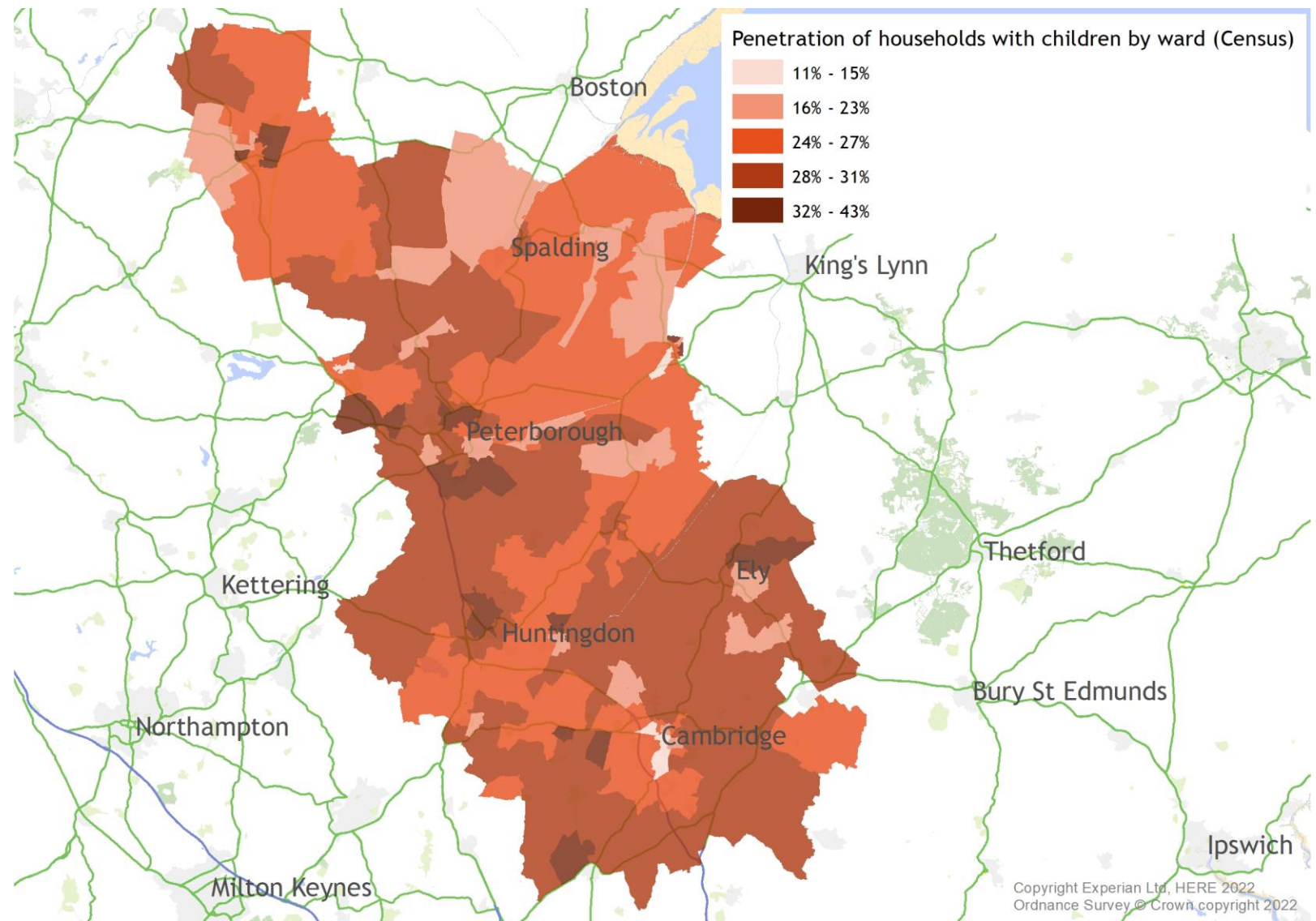
Penetration of Audience Spectrum Population by Ward



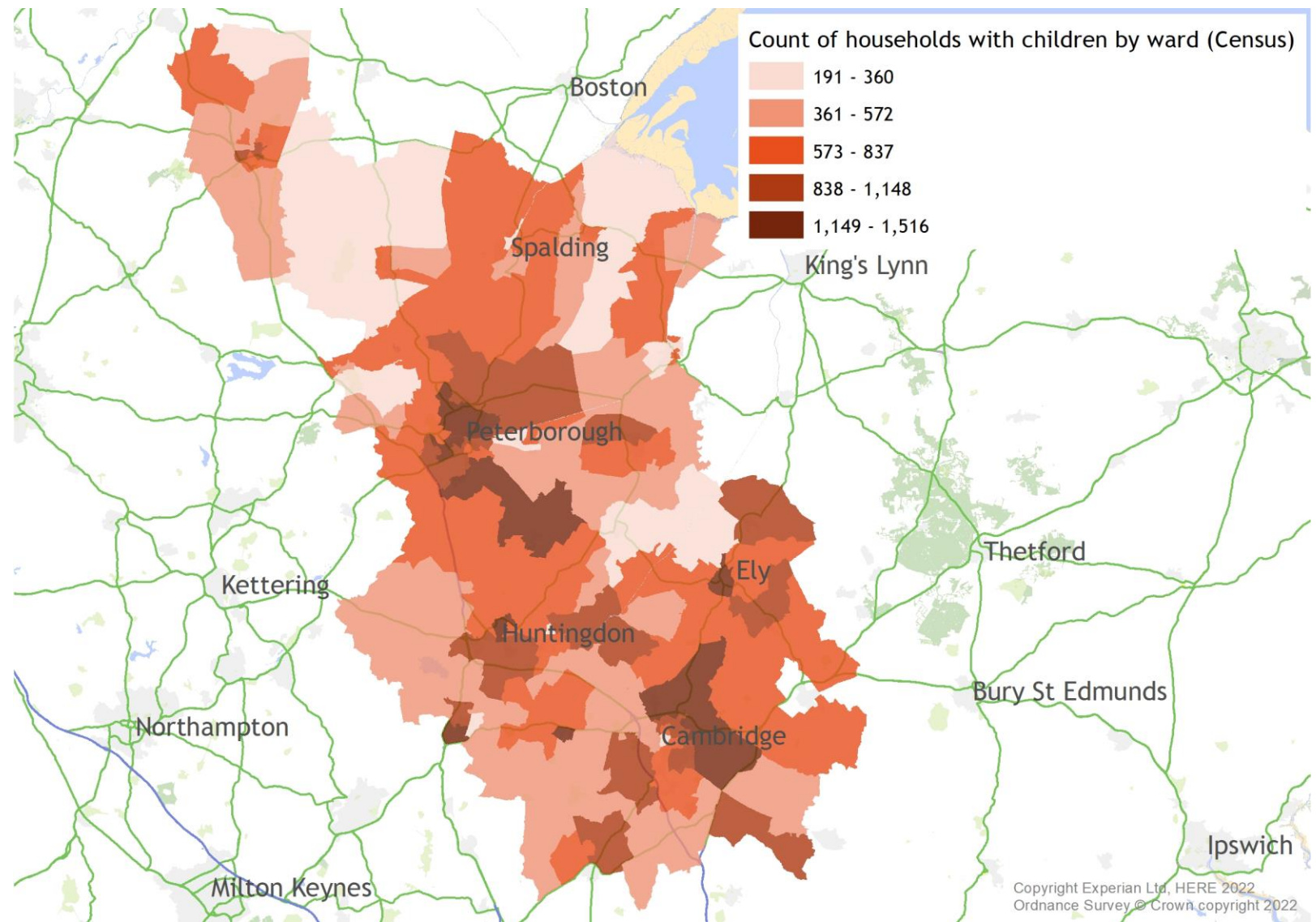
Penetration of Audience Spectrum Population by Ward



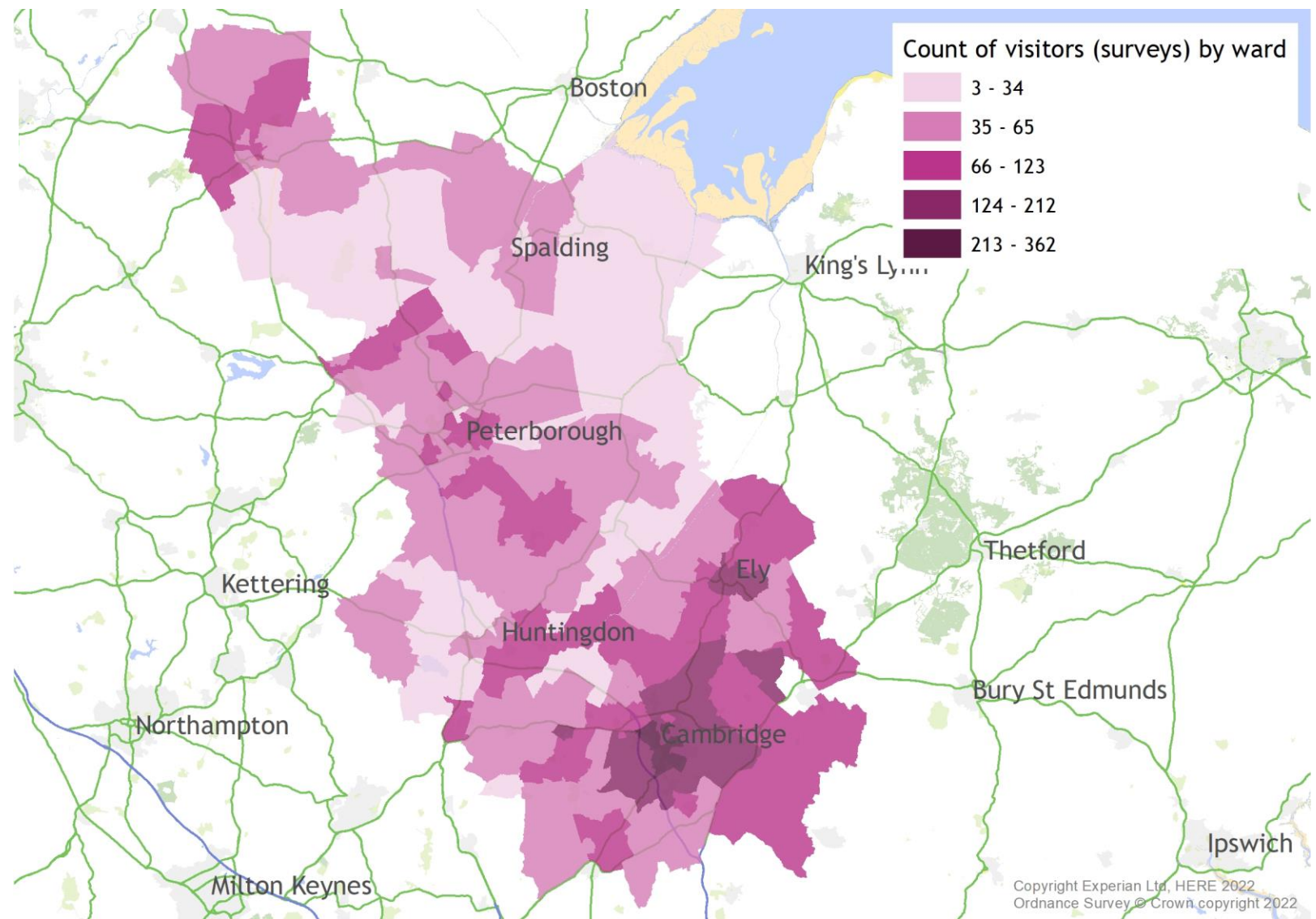
Families by Ward - %



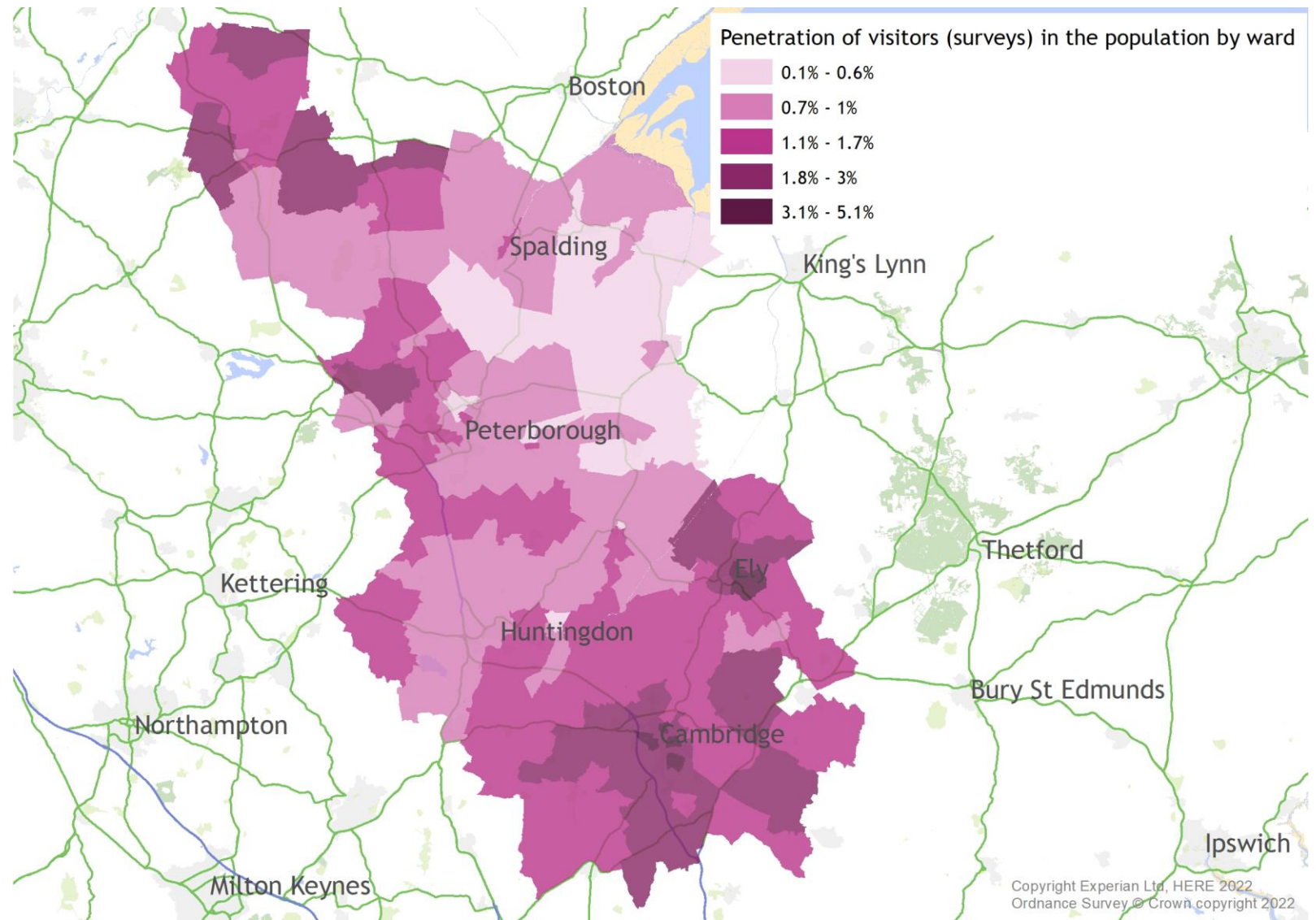
Families by Ward - Count



Audience Finder Survey visitors



Penetration of Audience Finder Survey visitors



Local Audiences

Sales and Profile

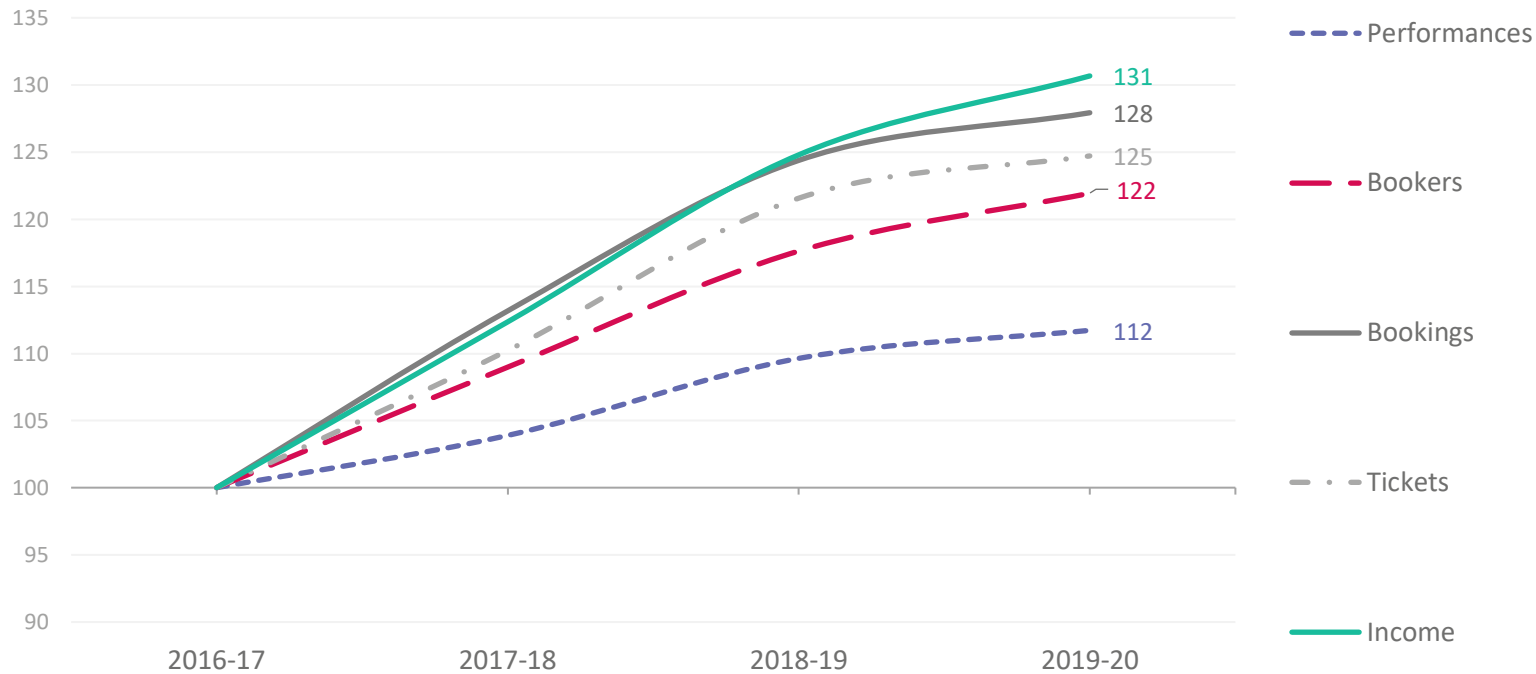
About Local Audiences

Audience Finder ticketing:

	16-17	19-20	Increase
Bookers	71K	86k	15k
Bookings	164k	209k	45k
Tickets	390k	486k	96k
Income	£8.0M	£10.4M	£2.4M

Sales Trends

Sales trend - index



Based on local residents across a consistent cohort of Audience Finder venues.

2019/20:

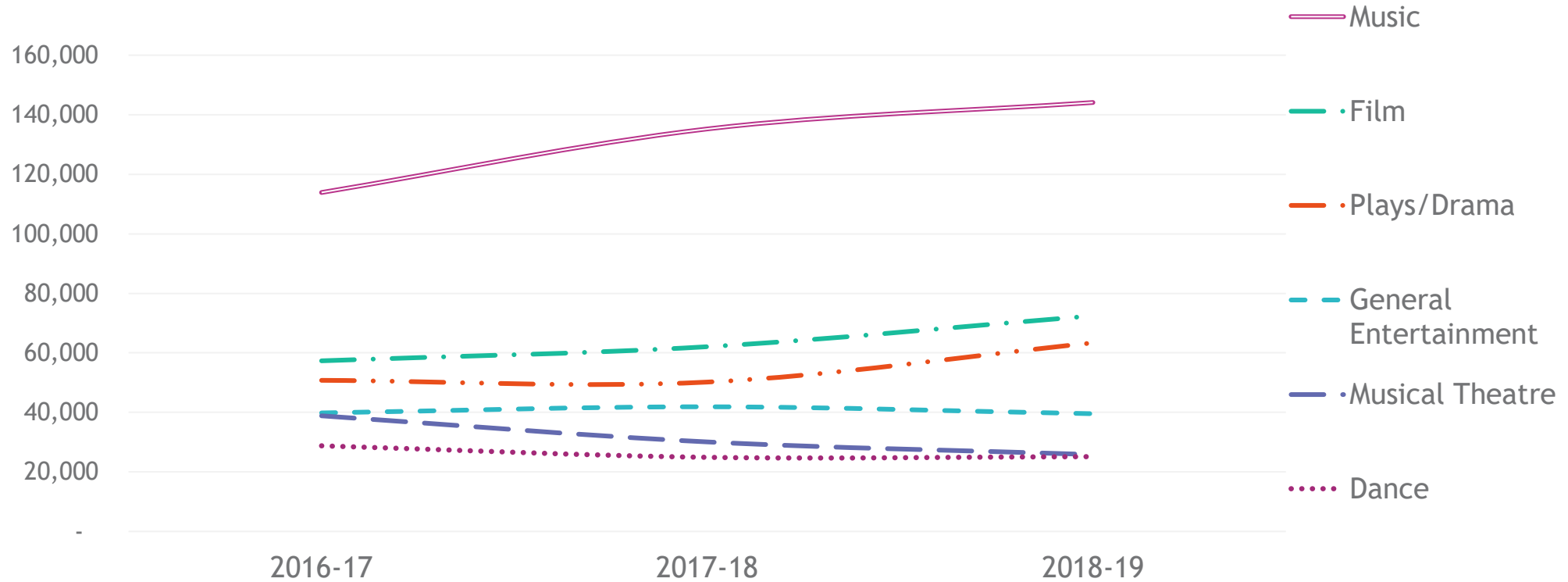
Avg. income/ticket: £21.73, **+5%**

Avg. bookings/booker: 2.4, **+5%**

Avg. tickets/booking: 2.3, **-2.5%**

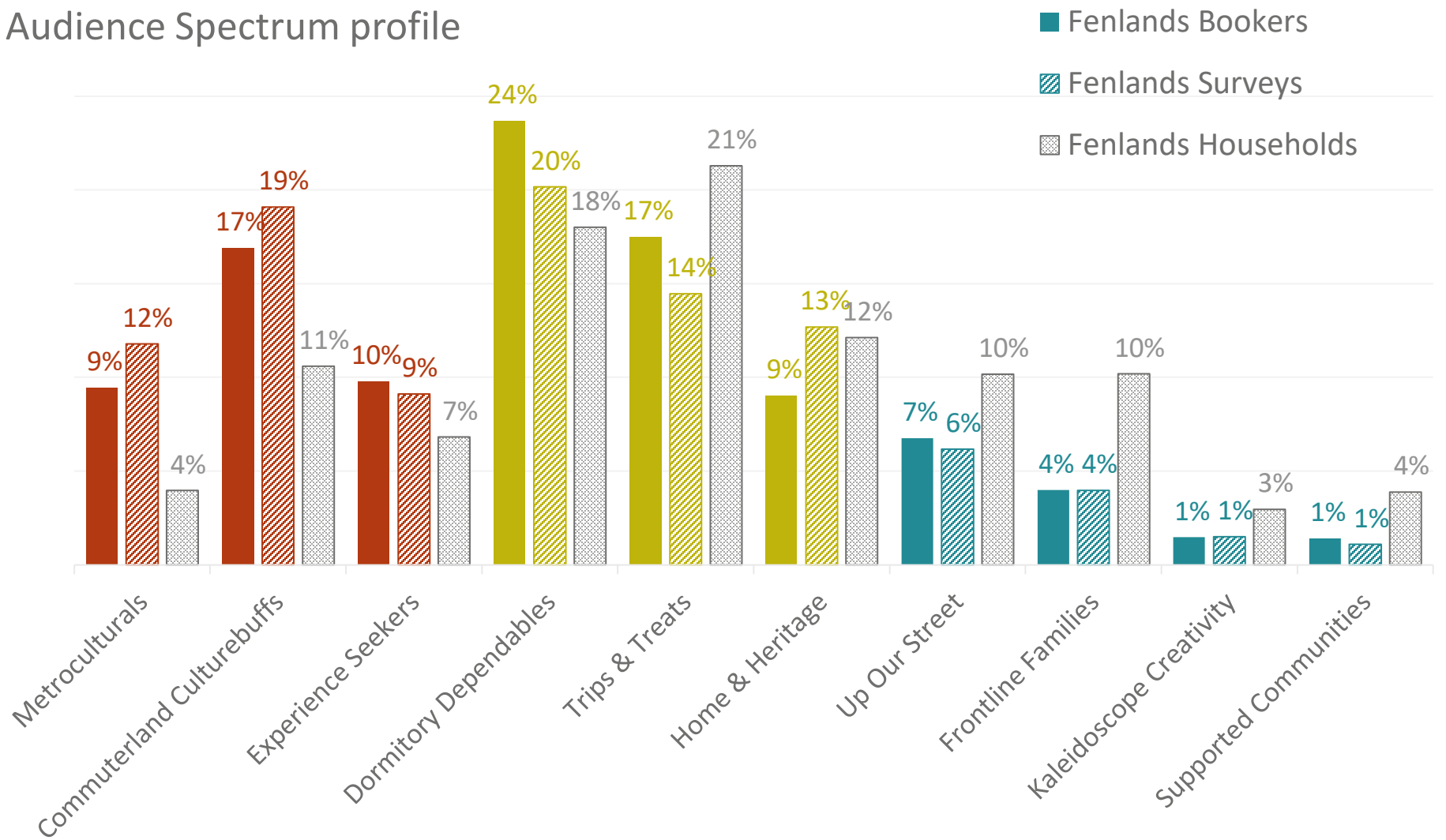
Audience Trends

Ticket sales by year for six most popular artforms

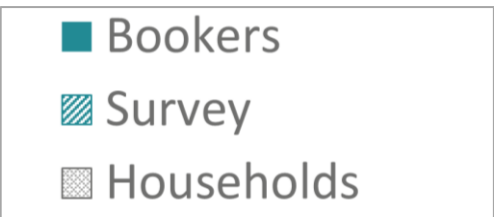


About Local Audiences

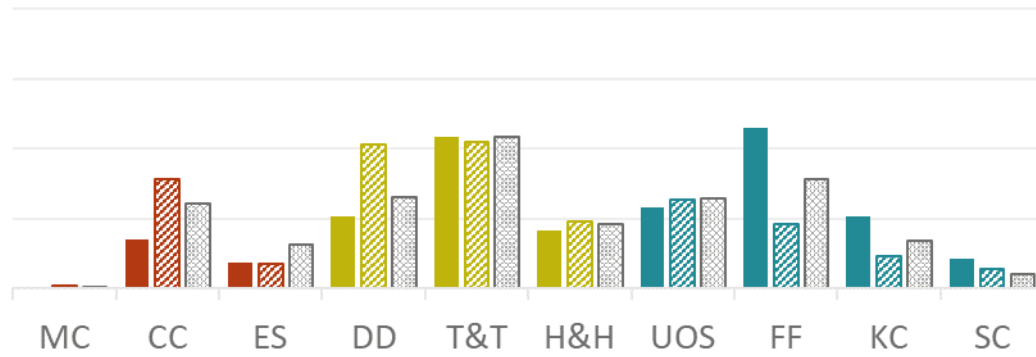
Audience Spectrum profile



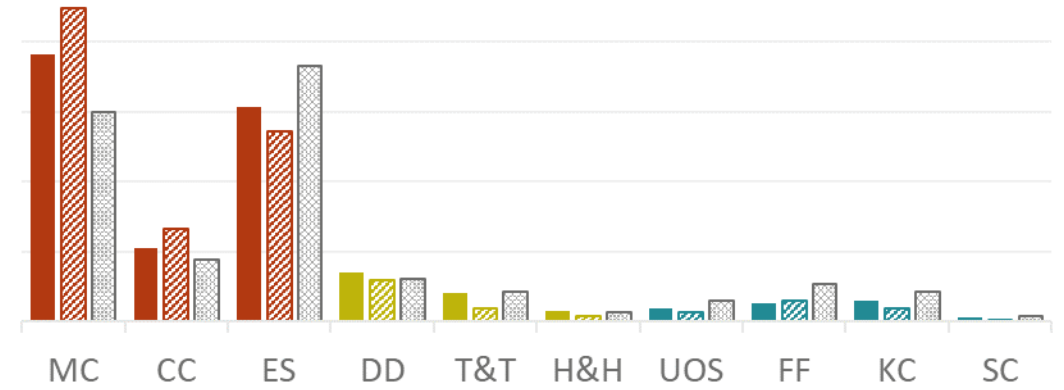
About Local Audiences



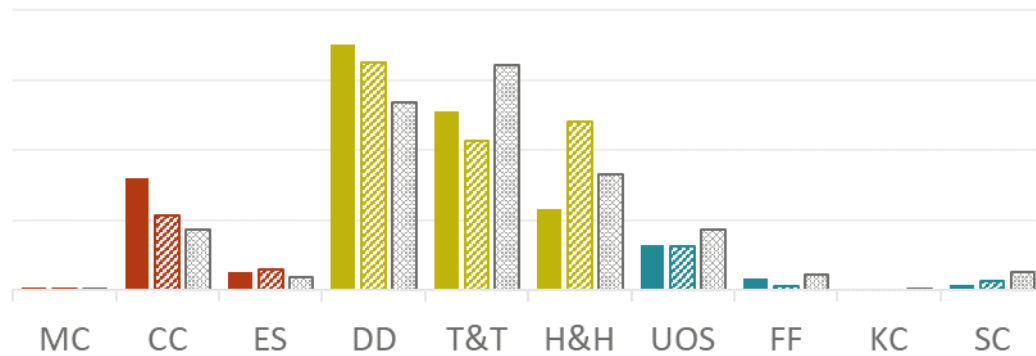
Peterborough



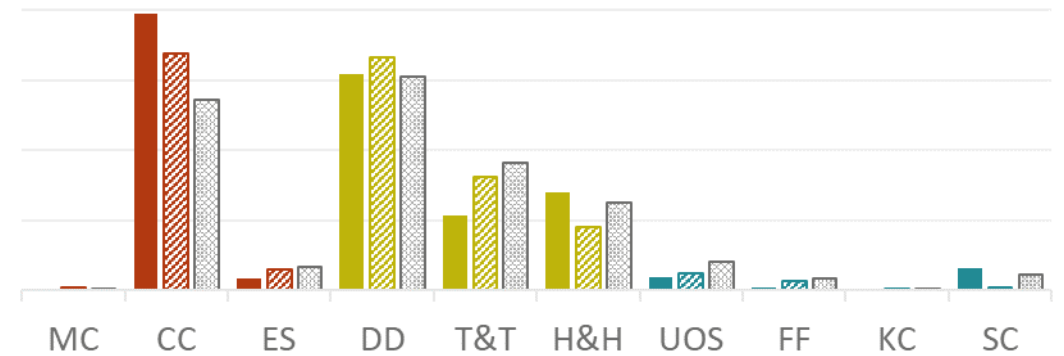
Cambridge



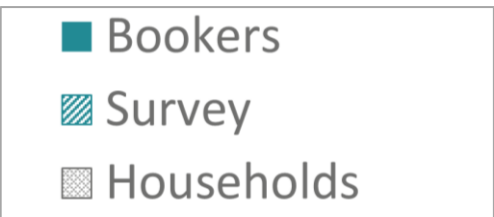
East Cambridgeshire



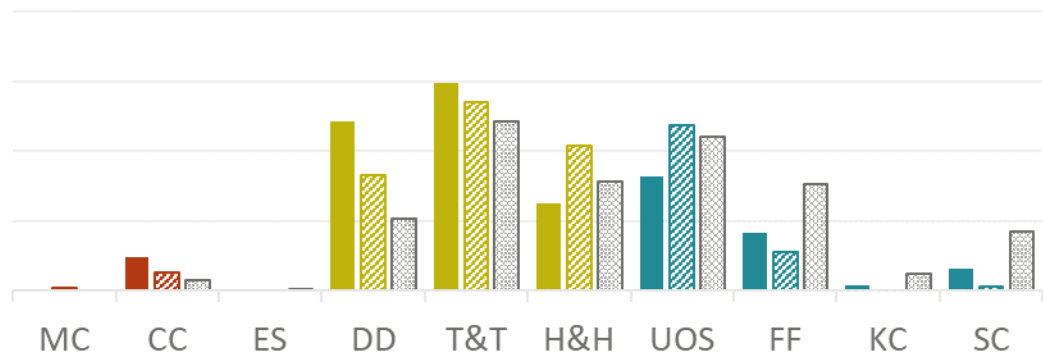
South Cambridgeshire



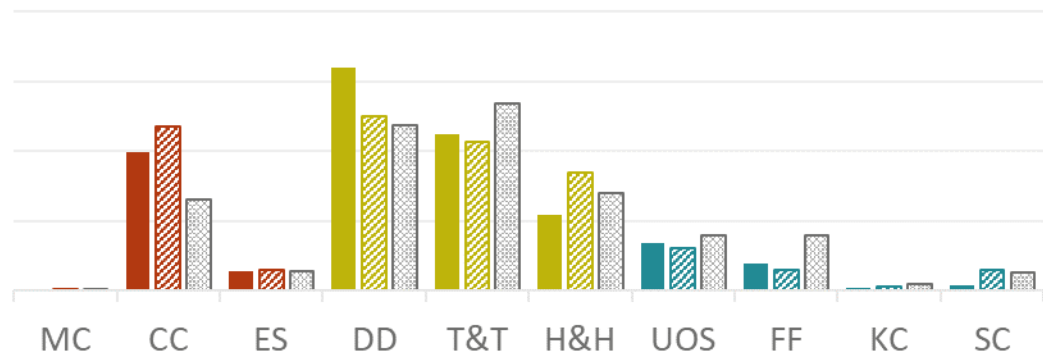
About Local Audiences



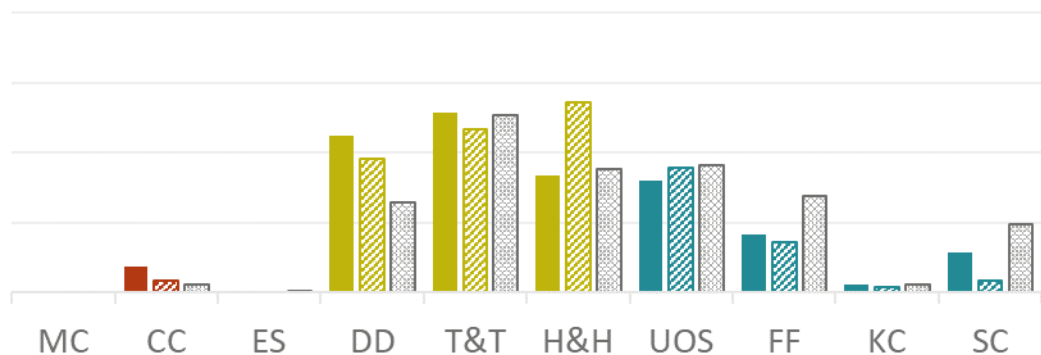
Fenland



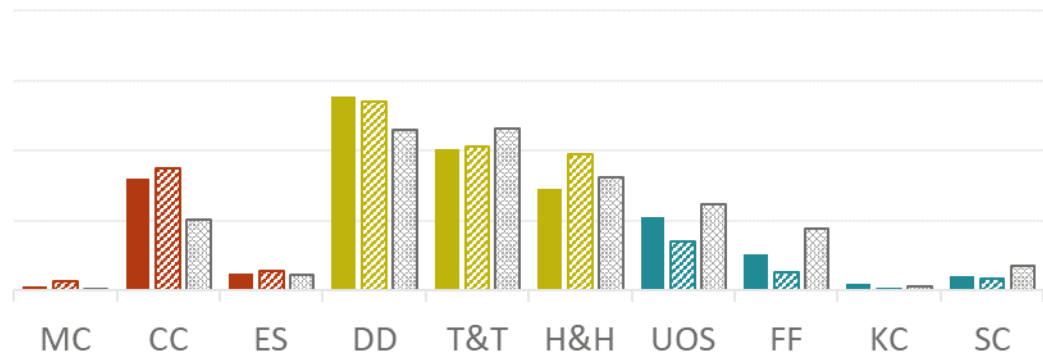
Huntingdonshire



South Holland



South Kesteven



Audience Trends

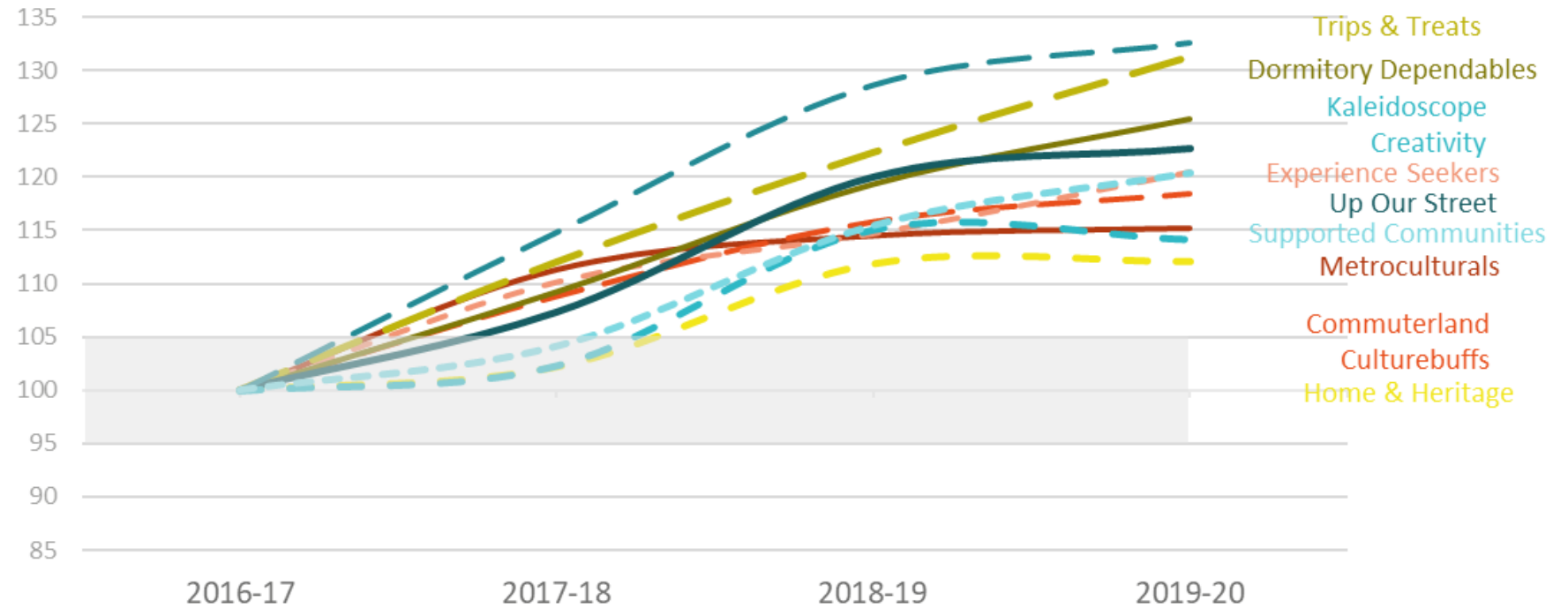
(Lower Income) Families



Older / Higher-engaged



Audience trend - index



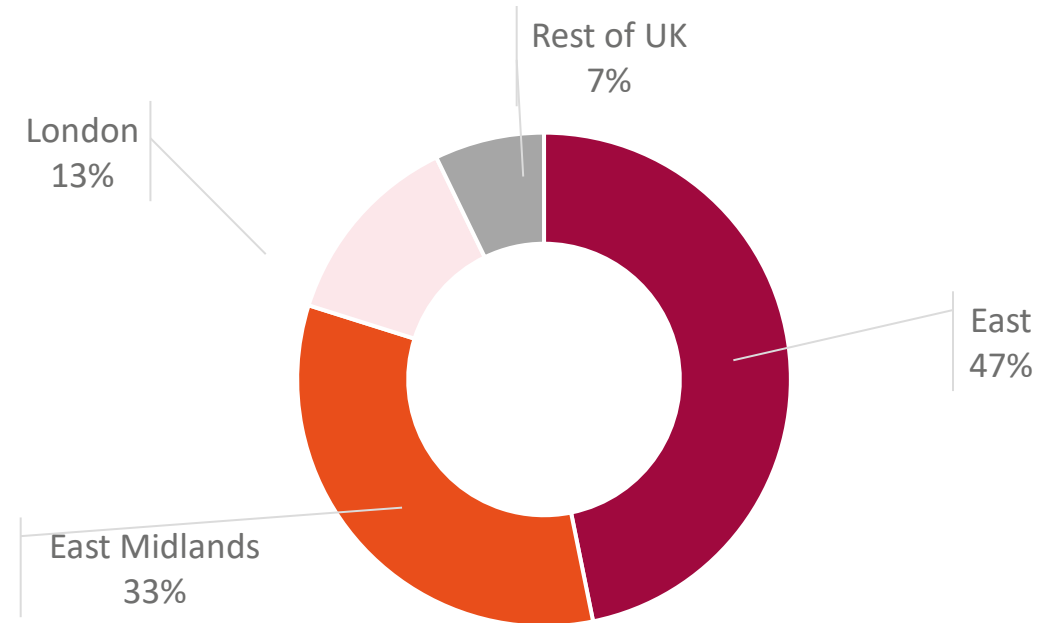
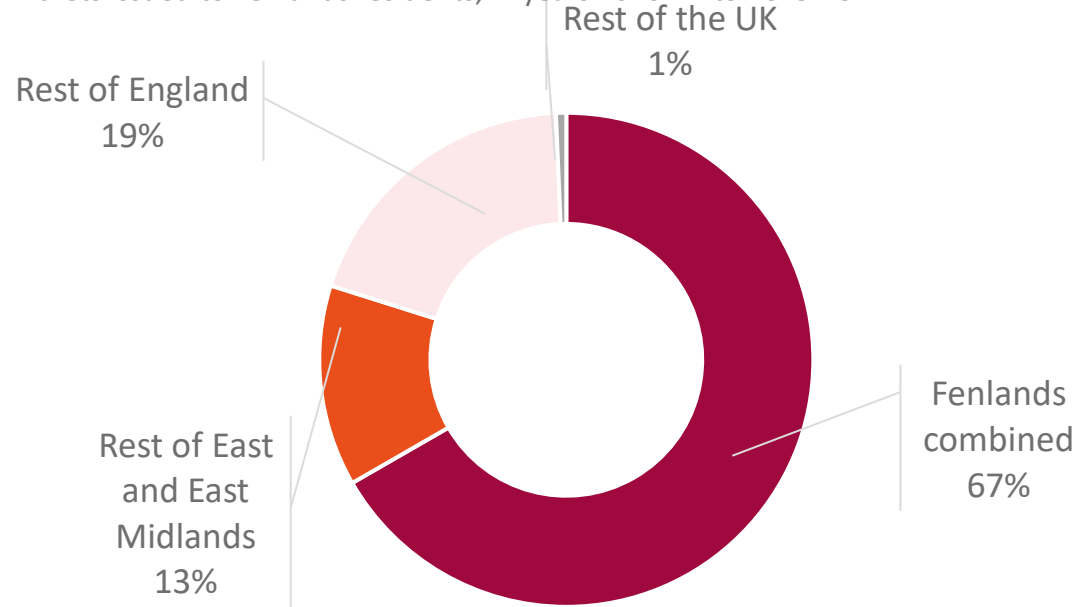
Local Audiences

Geography

Non-Local Audiences

Two thirds of all tickets were to Fenlands organisations, 80% of all tickets were to organisations in the East/East Midlands

Tickets issued to Fenlands residents, in years 2016-17 to 2019-20

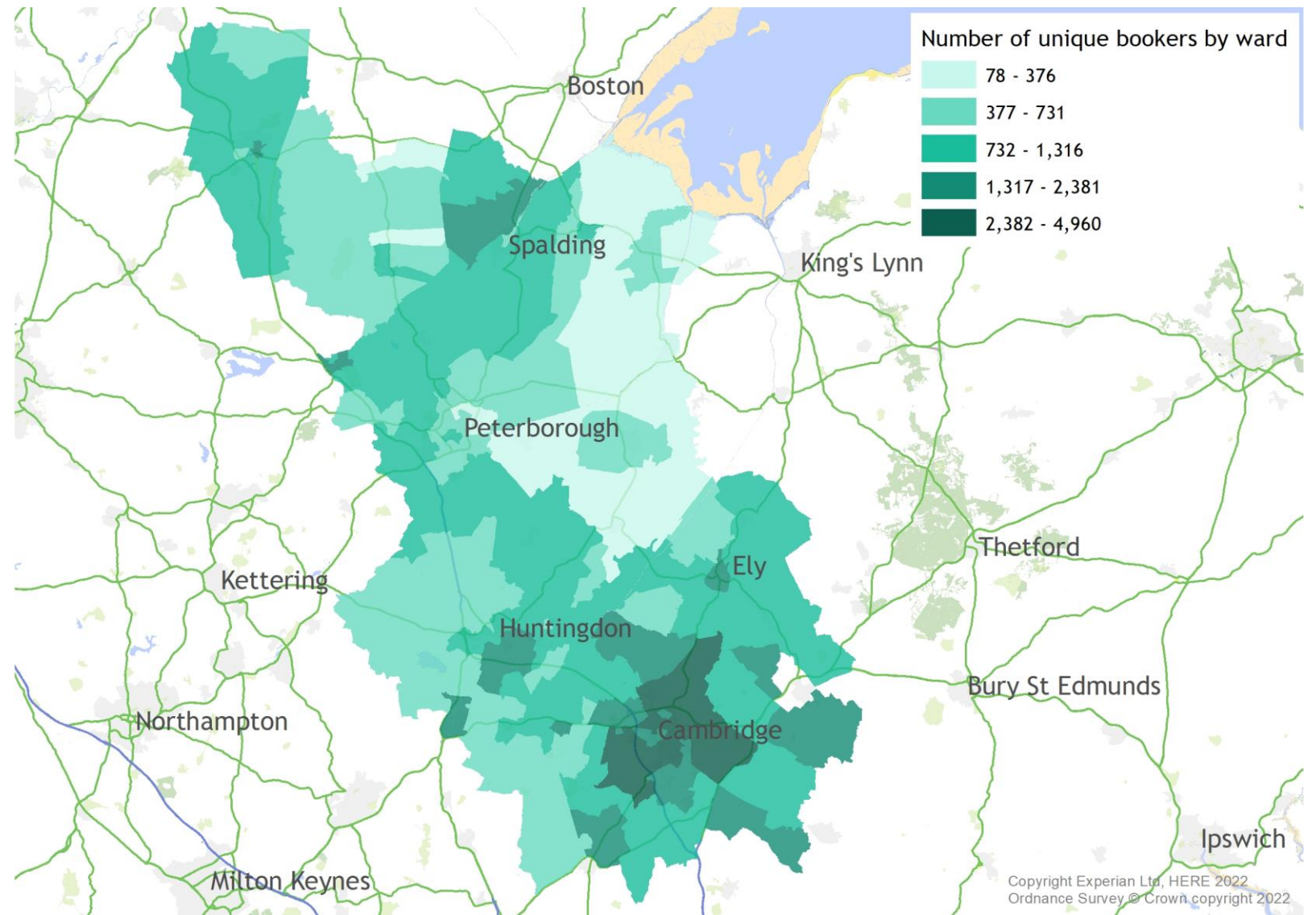


Audience Finder Surveys: 58% of survey respondents from the local area were visiting organisations locally

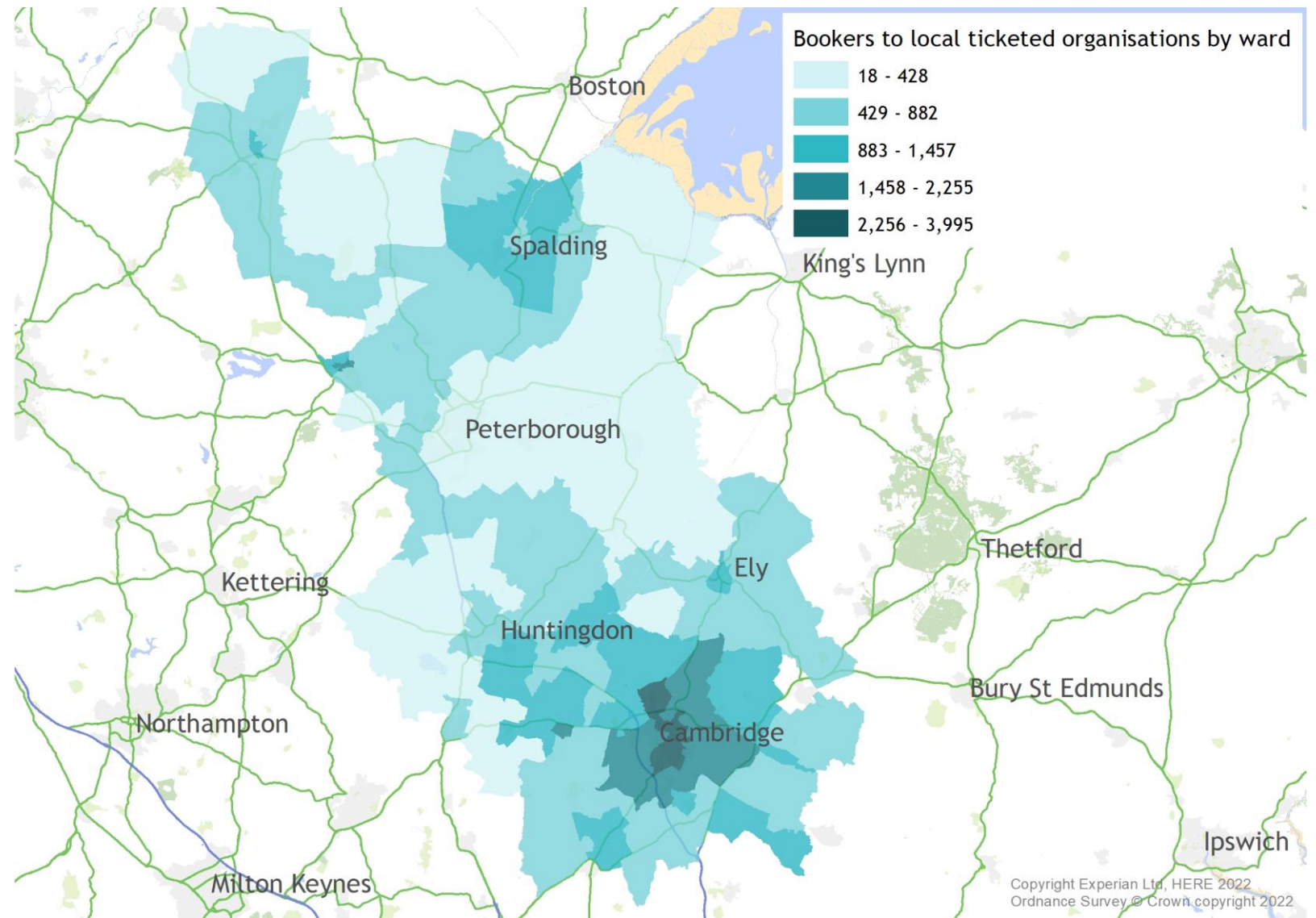
Ticket sales by Local Area

Tickets to organisations in:	%	Tickets
Peterborough		-
Cambridge		700,051
East Cambridgeshire		-
Fenland		-
Huntingdonshire		-
South Cambridgeshire		-
South Holland		178,775
South Kesteven		307,147
Fenlands combined	67%	1,185,973
Rest of East and East Midlands	13%	234,198
Rest of England	19%	346,262
Rest of the UK	1%	11,915
	Total	1,778,348

Audience Concentrations

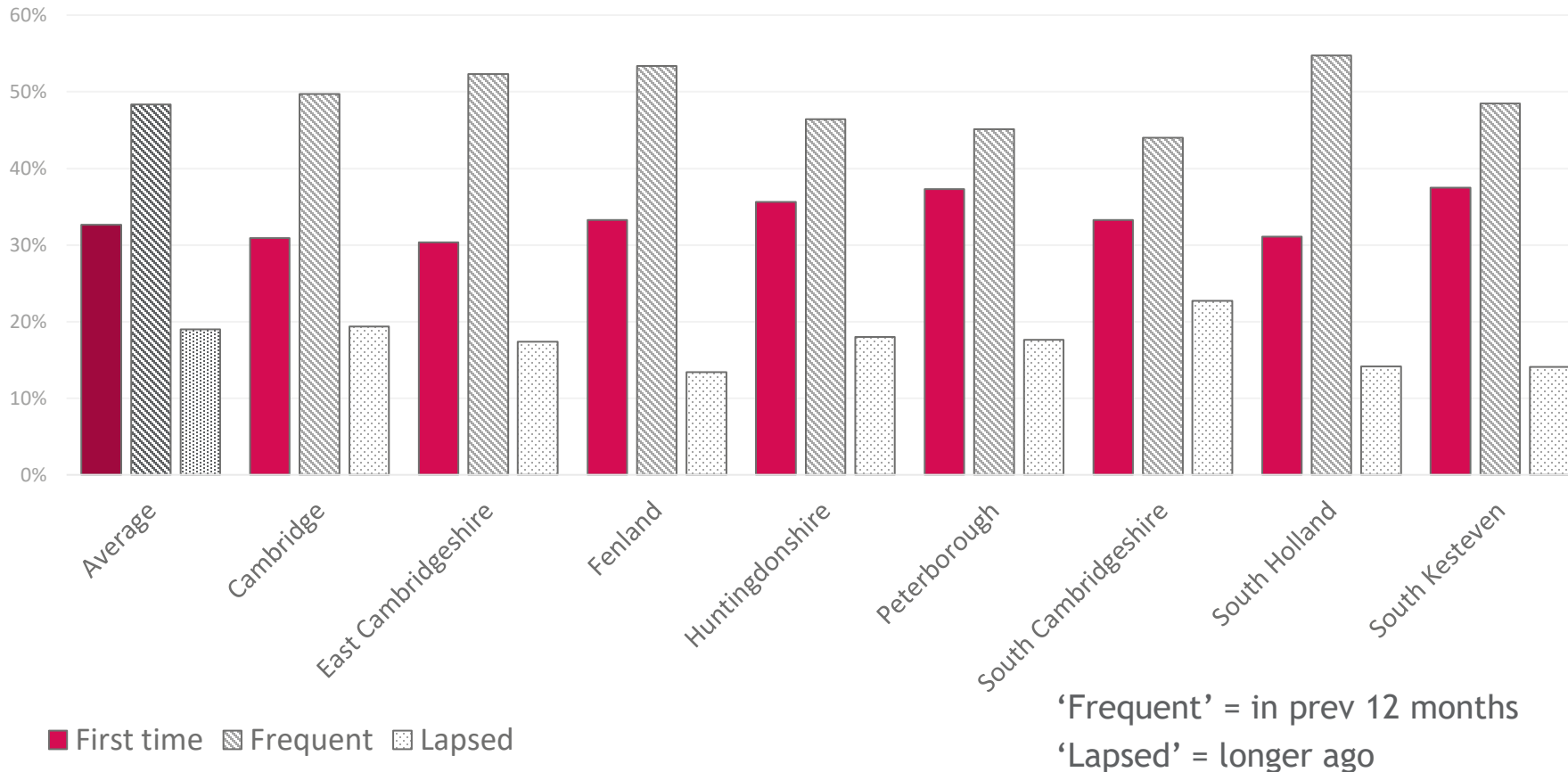


Audience Concentrations – Local organisations

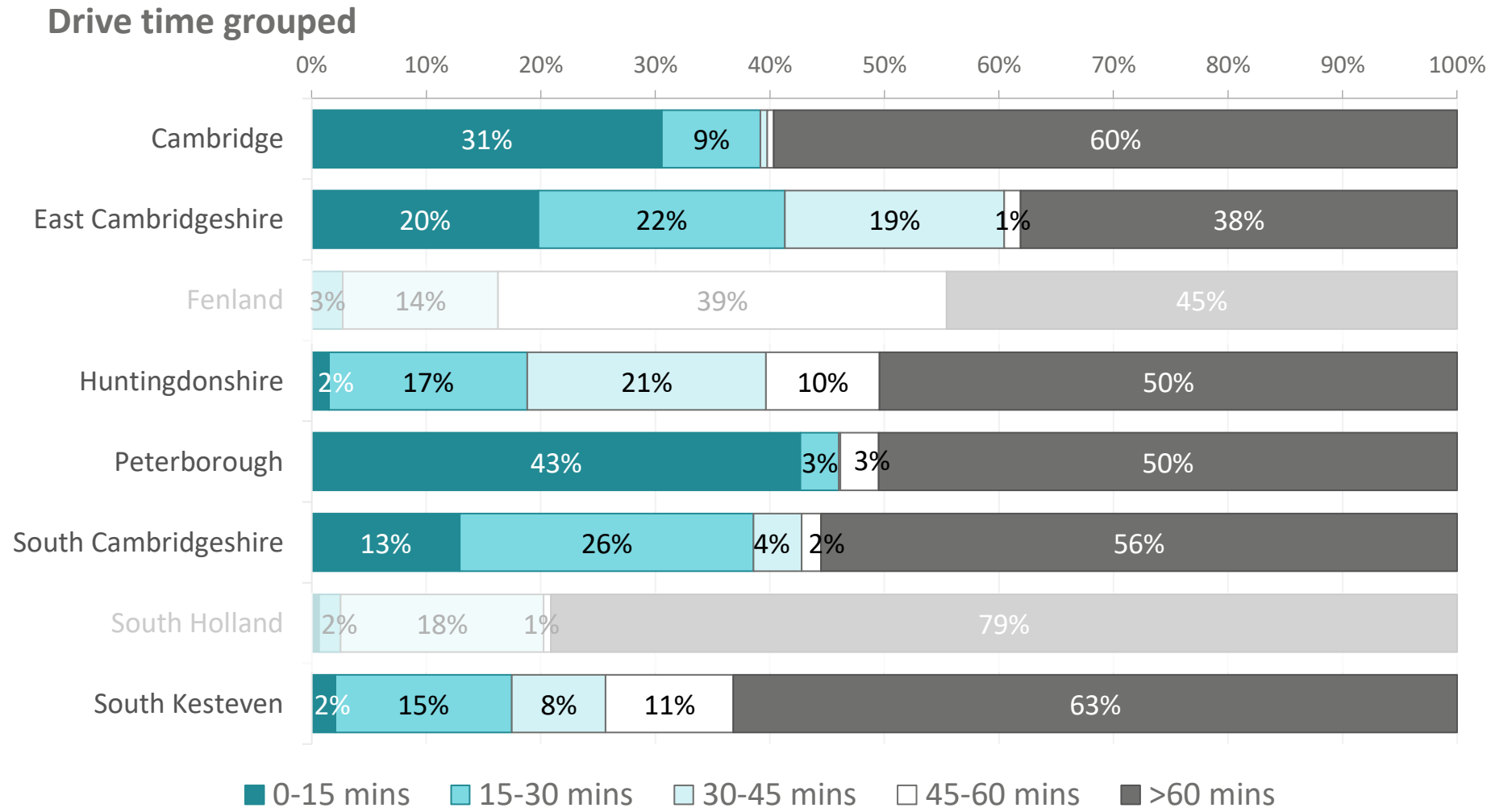


From Surveys: Visit Frequency

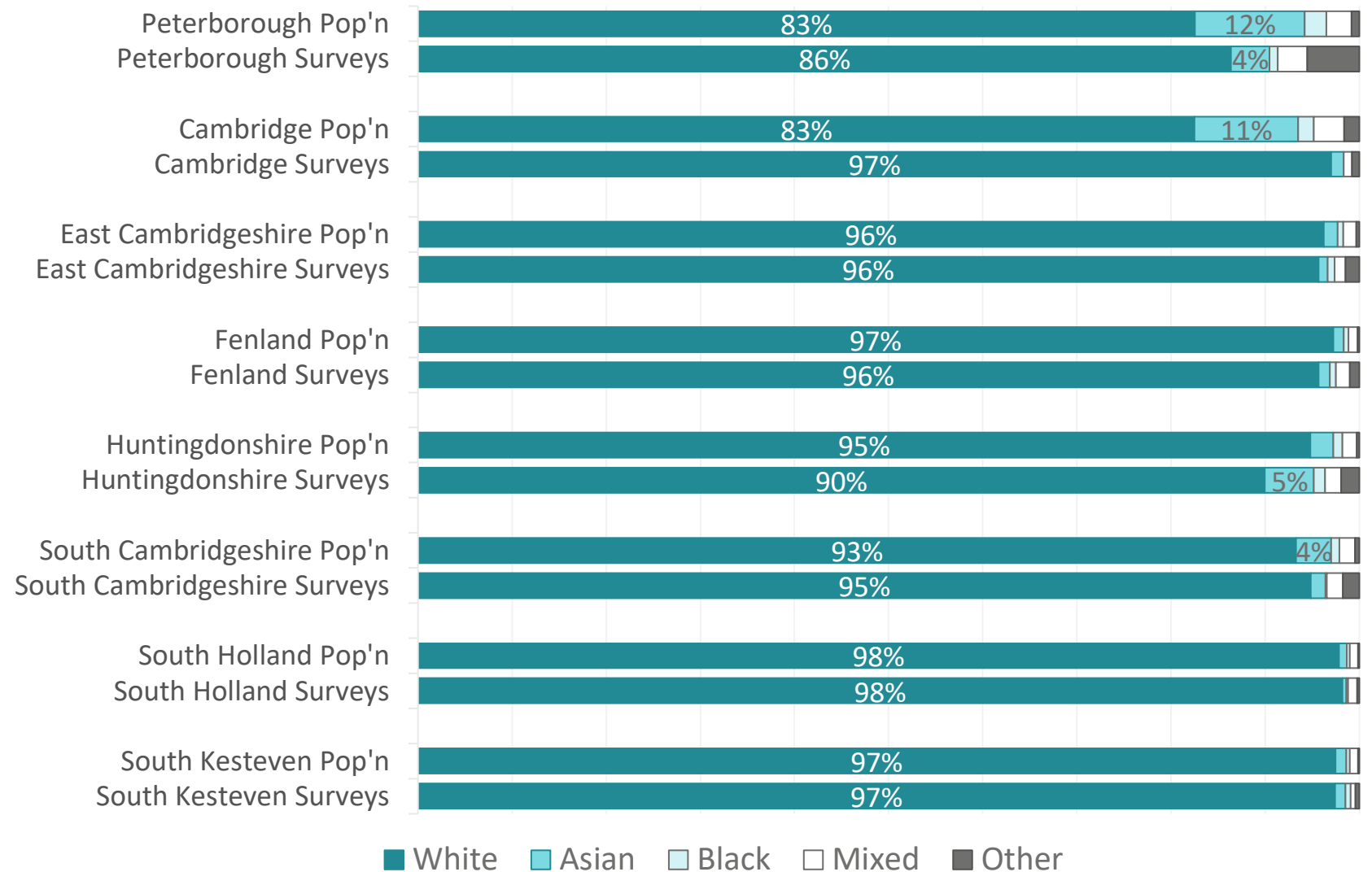
Visitors from South Holland were more likely to be frequent visitors



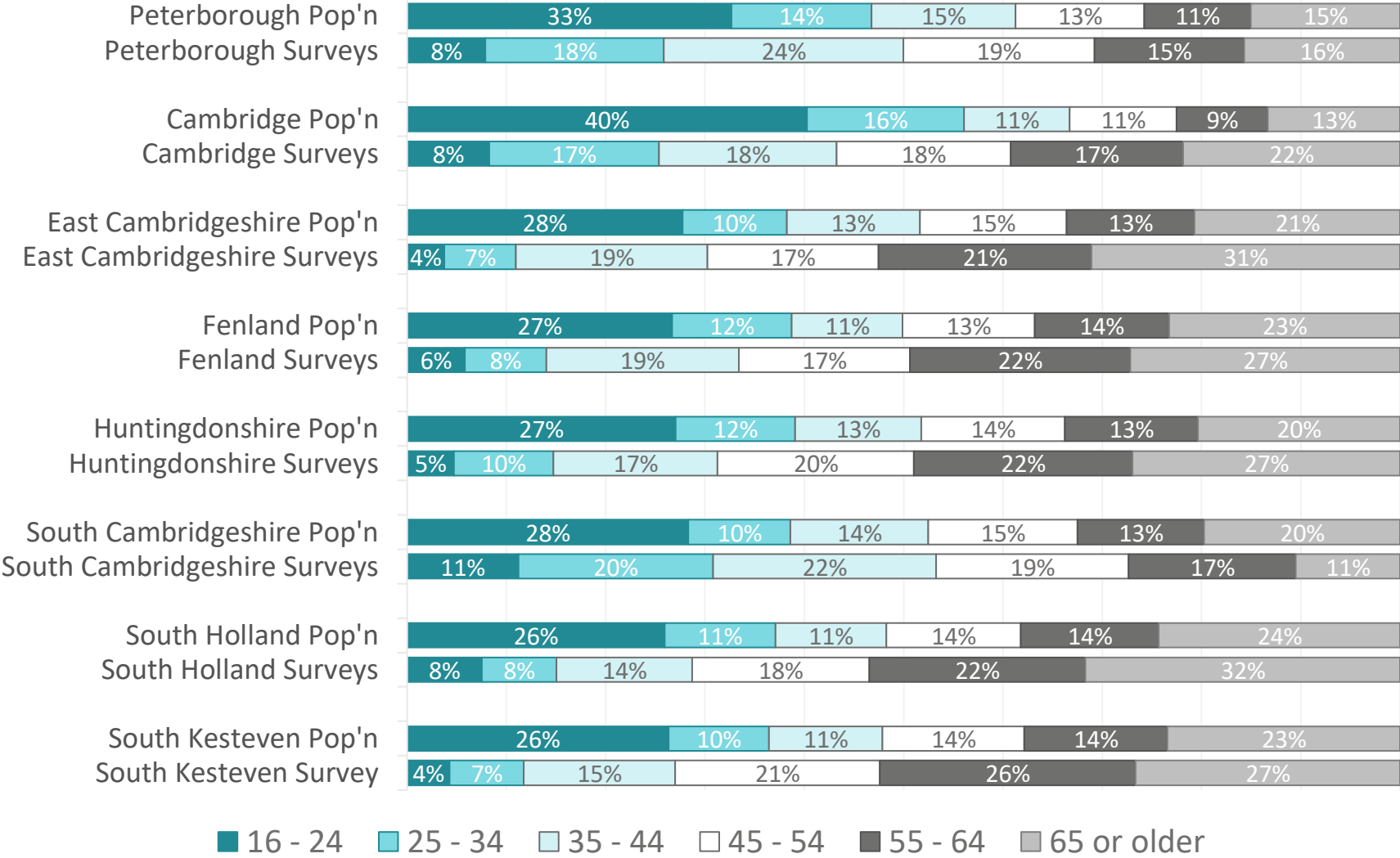
Surveys: Drivetime



Surveys: Ethnicity



Surveys: Age group



Population and survey comparison tables

Ethnicity	Peterborough Pop'n	Peterborough Surveys	Cambridge Pop'n	Cambridge Surveys	East Cambridgeshire Pop'n	East Cambridgeshire Surveys	Fenland Pop'n	Fenland Surveys	Huntingdonshire Pop'n	Huntingdonshire Surveys	South Cambridgeshire Pop'n	South Cambridgeshire Surveys	South Holland Pop'n	South Holland Surveys	South Kesteven Pop'n	South Kesteven Surveys
White	83%	86%	83%	97%	96%	96%	97%	96%	95%	90%	93%	95%	98%	98%	97%	97%
Asian	12%	4%	11%	1%	1%	1%	1%	1%	2%	5%	4%	2%	1%	0%	1%	1%
Black	2%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%
Mixed	3%	3%	3%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%
Other	1%	6%	2%	1%	0%	1%	0%	1%	0%	2%	0%	2%	0%	0%	0%	0%

Age	Peterborough Pop'n	Peterborough Surveys	Cambridge Pop'n	Cambridge Surveys	East Cambridgeshire Pop'n	East Cambridgeshire Surveys	Fenland Pop'n	Fenland Surveys	Huntingdonshire Pop'n	Huntingdonshire Surveys	South Cambridgeshire Pop'n	South Cambridgeshire Surveys	South Holland Pop'n	South Holland Surveys	South Kesteven Pop'n	South Kesteven Survey
16 - 24	33%	8%	40%	8%	28%	4%	27%	6%	27%	5%	28%	11%	26%	8%	26%	4%
25 - 34	14%	18%	16%	17%	10%	7%	12%	8%	12%	10%	10%	20%	11%	8%	10%	7%
35 - 44	15%	24%	11%	18%	13%	19%	11%	19%	13%	17%	14%	22%	11%	14%	11%	15%
45 - 54	13%	19%	11%	18%	15%	17%	13%	17%	14%	20%	15%	19%	14%	18%	14%	21%
55 - 64	11%	15%	9%	17%	13%	21%	14%	22%	13%	22%	13%	17%	14%	22%	14%	26%
65 or older	15%	16%	13%	22%	21%	31%	23%	27%	20%	27%	20%	11%	24%	32%	23%	27%

Discussion

In Conclusion...?

From Evidence Presented:

- Peterborough and Cambridge very young - but in very different ways. Cambs only 5th largest population.
- Overall very White population outside those two (and all in survey cf. population - exc. Huntingdonshire - ?)
- Very local audience, but with variation.
- Positive sales picture (music [and plays/film] up, musicals down).

From Discussion:

- Some people suggested their audience numbers were back at pre-Covid levels, and some said not there yet, but overall with a shift in profile towards e.g. younger people.
- In regions with limited public transport (e.g. no late train), this determines whether people can attend.
- Survey data is hard to collect in person, and certain types of people fill them out, in reality people are seeing more diverse audiences (e.g. ethnically, age range) than surveys would indicate.
- The pandemic has helped older age categories become more digitally savvy.

In Conclusion...?

Metroculturals/Experience Seekers:

- Hugely over-represented in Cambridge; 38% and 31% of bookers there (66% of population)
- Keener post/during COVID

Commuterland Culturebuffs:

- Hugely over-represented in South Cambridgeshire (and Dormitory Dependables, but less so)
- Mixed picture re returning - cautious re Covid-19.

Mid-engaged:

- Overall very mid-engaged pop'n (whatever cf.) - 51%; and 50% of bookers.
- High almost everywhere in the area
- Need clear, high-profile offer, suited to social /entertainment/family motivations (esp. the latter post-Covid?). Home & Heritage more reluctant)

Lower Engaged:

- Fenland high for Up Our Street; Peterborough for Frontline Families and Kaleidoscope Creativity.
- More exposed re cost of living crisis/financial impact of Covid-19.

In Conclusion...?

Immediate:

- Slides (and follow-up conversation?) on the TAA Community (<https://community.theaudienceagency.org/>)
- Survey (!)
- Get in touch with any questions: oliver.mantell@theaudienceagency.org

Future:

- Audience Finder groups
- ‘Know your community’ free surgeries
- In Practice sessions
- Community Forum Live
 - Audience Finder Onboarding (25/5)
 - Christmas Shows (26/5)
- TEA Breaks (8/6 re Creative Participation & monthly)

Thank you

Please get in touch: theaudienceagency.org
oliver.mantell@theaudienceagency.org

 the audience agency