



# TEA Break

## Creative Places

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the audience agency

# Wider View of What People Do...

Activity	Overall
Food and drink activity	88%
Film	51%
Museum	48%
Historic house, castle, stately home	37%
Historic park or garden	36%
Visited [place] b/c historic character	35%
Library and archive	34%
Evening/night market visit	31%
Nature visit	31%
Watched live sport (not on TV)	30%
Other live music performance/gig	27%
Outdoor events entertainment	25%
Religious building (NOT for worship)	23%
Musical at the theatre...	22%
Zoo or aquarium	22%
Exhibition or collection of art	20%

Activity	Overall
Play at the theatre...	19%
Music festival	18%
Other visitors attractions	18%
Other outdoor festival etc	17%
Nightlife	16%
Children/ family arts	15%
Classical music	11%
Other live entertainment	11%
Archaeological site	10%
Books or writing event	8%
Dance event	8%
After hours museum visit	7%
Escape room	7%
Craft activity	6%
Other heritage place	4%
Other arts event – In person	2%

# Evenings...

Would you be more likely to visit a **museum/gallery** if they stayed **open into the evening?**

(e.g. if they were open until 9pm)

Yes - 33%

Maybe - 40%



Higher for ES, Black/Asian, U35s, those with young children, WFH

Would you be more likely to visit a **music/theatre** event if it started and **finished earlier** in the evening?

(e.g. if it finished by 9pm)

Yes - 35%

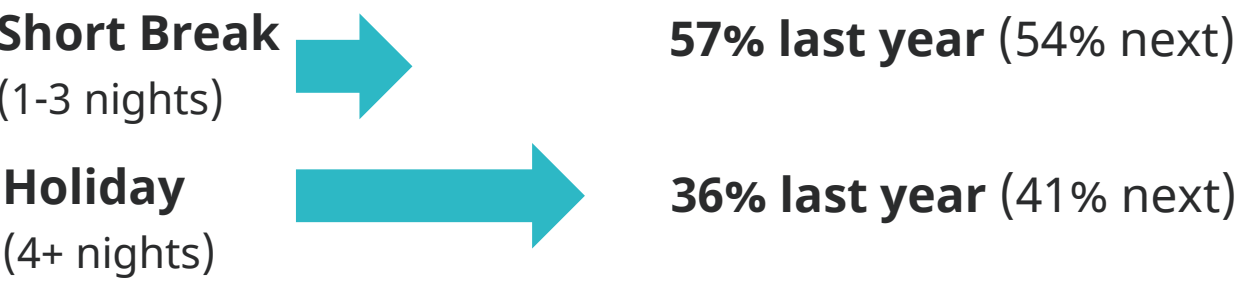
Maybe - 40%



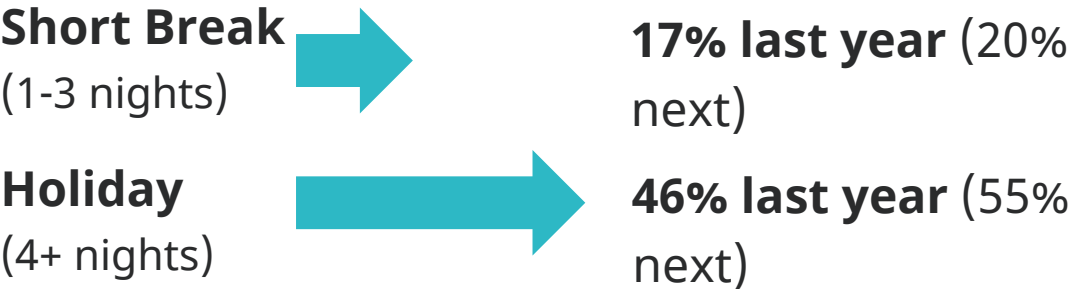
Higher for SE, Women, Black/Asian, younger esp. 25-34s, those with children (esp. younger), WFH

# Going on Trips and the Role of Arts & Heritage...

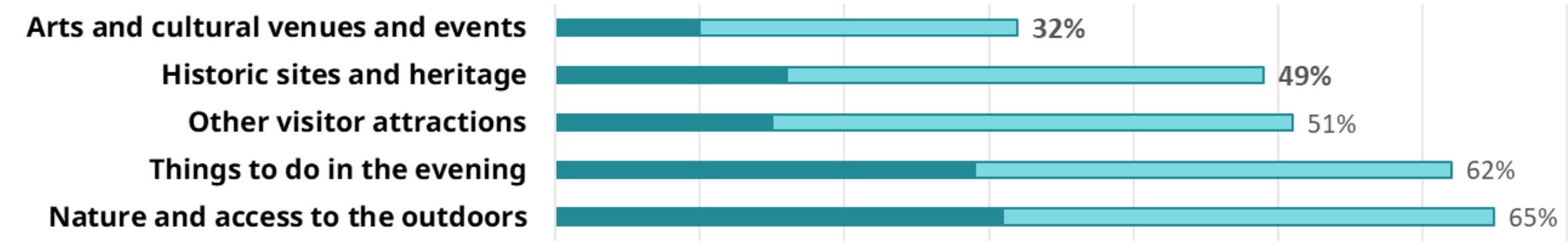
# UK



# Overseas



## Motivations



## Art & Culture

High for Mcl (51%), ES (45%), KC (46%) / London (50%)  
20-24s (45%) and 25-34s (48%)  
Children: oldest 0-5 (46%) and 6-10 (49%)  
WFH (42%), Senior Managers (43%), MA/PhD (54%)

## Historic Sites & Heritage

Same AS, but less different... (same for region, +SE)  
Same pattern re age: highest 25-34 (56%)  
High for all ages of children - max: oldest 6-10 (57%)  
Higher WFH/full time (both 55%), MA/PhD (65%)

# Changing Sense of Place

# Range of Places Visited for Entertainment

Increased:

A Lot 6%



Higher for: U35s/  
feeling better off/  
London/ MA or PhD  
/ Asian or Black

A Little 19%



About the same: 37%



A Little 26%



Higher for: O35s  
(esp. 45-54s)  
/Scotland & Wales

A Lot 11%

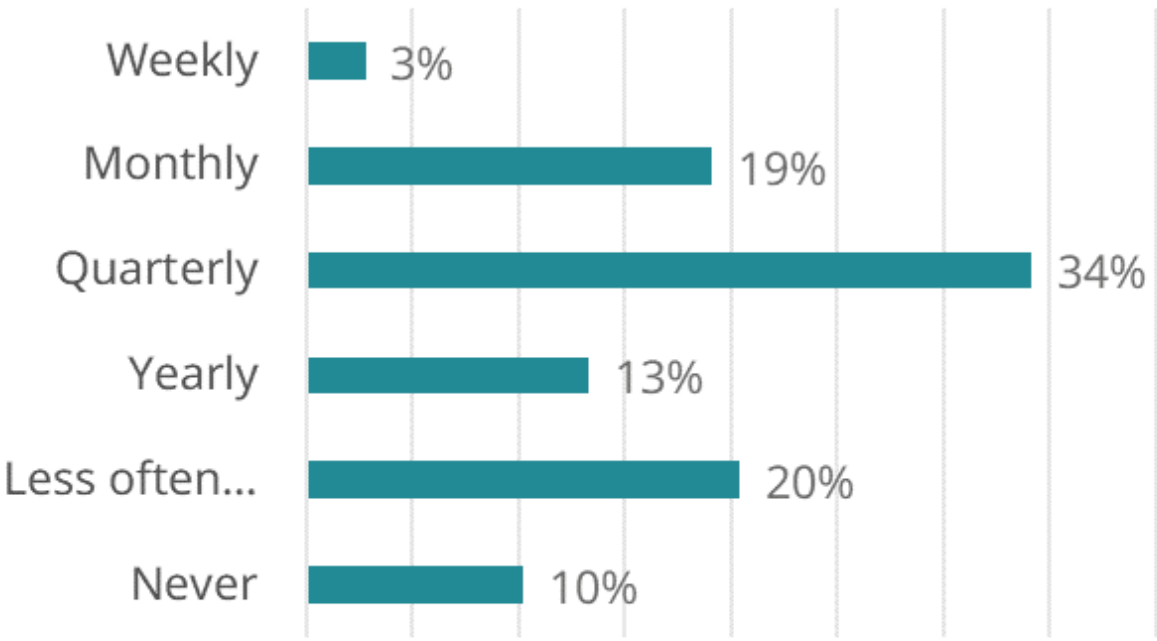


Reduced:

Net: -11%

Similar for range of places gone in day to day life

How often go outside local area for cultural events



Higher for: younger/ families/ feeling better off/  
WFH/ MA or PhD



# Implications

People experience creative places differently:

- Based on who they are
- Based on type of engagement

Some broad patterns in engagement and trends...

### **Culture is an important driver for visits**

(alongside other factors) but local audiences (inc. **hyperlocalism**) are key for much engagement. Variety and differentiation help.

We can help:

- PPR reports
- Creative programming
- Evaluation & impact
- Legacy



Response: Cara Pickering,  
Senior Consultant (Place based)

# Join us next time:

## 13<sup>th</sup> May: Attitudes to Heritage...

Book your place at <https://www.theaudienceagency.org/events/tea-breaks>

## Thank you!

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