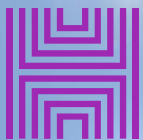




PLACE DES ANGES: AUDIENCE ACCESS EVALUATION

October 2016



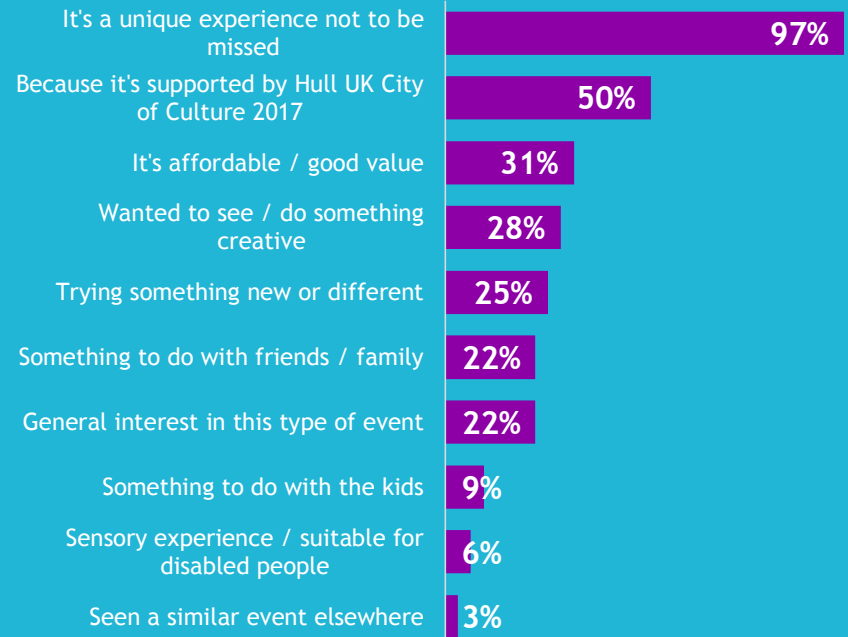
AUDIENCE ACCESS

- The survey was issued on 12 July and remained open until 4 August 2016
- The survey sought to gain feedback on access to the *Place Des Anges* event at Queens Gardens in Hull, as well as more general feedback on the event itself, as per the audience/visitor survey reported on separately
- The survey was conducted online via Survey Monkey, with respondents invited to take part via email. Those invited were from community groups with who Hull 2017's Audience Engagement Manager had consulted, and those who has requested access provisions when booking tickets via the Hull 2017 website
- 32 responded to the audience access survey, at least in part (a response rate of 57%) - at a confidence level of 95%, this gives a margin of error of +/-11, e.g. if 50% of respondents gave a particular answer we can be confident the true value is between 39% and 61%.

Q: Did you know prior to attending the event that Place des Anges was part of Yorkshire Festival / in association with Amy Johnson Festival?



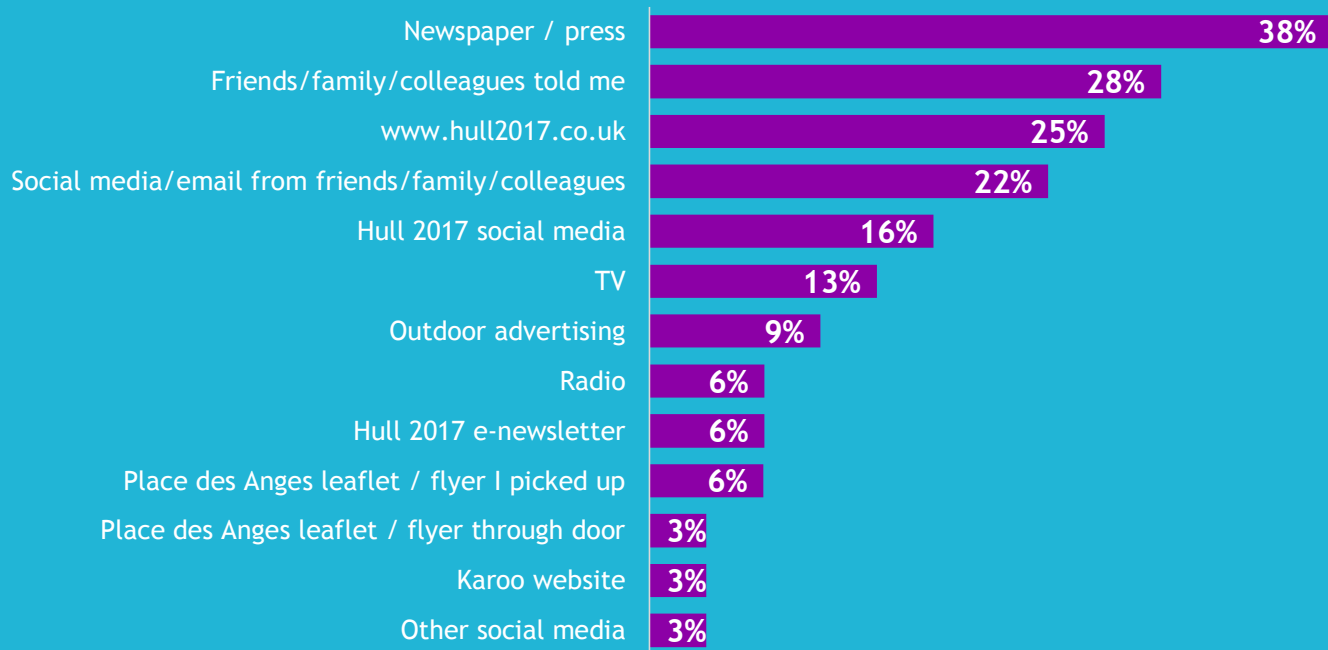
Q: What were your main reasons for attending Place des Anges? (select up to 3)



VISITOR MOTIVATIONS

Base: 32

Q: How did you find out about the event?



Q: How did you hear about the access provisions available at Place des Angés?



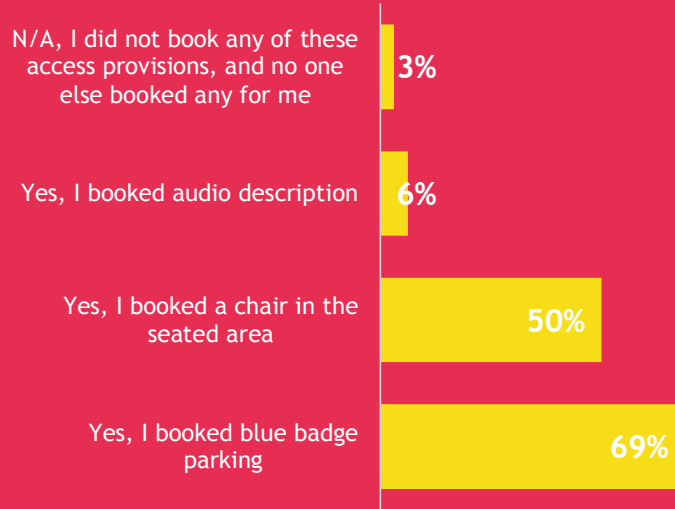
ACCESS PROVISIONS

Base: 30

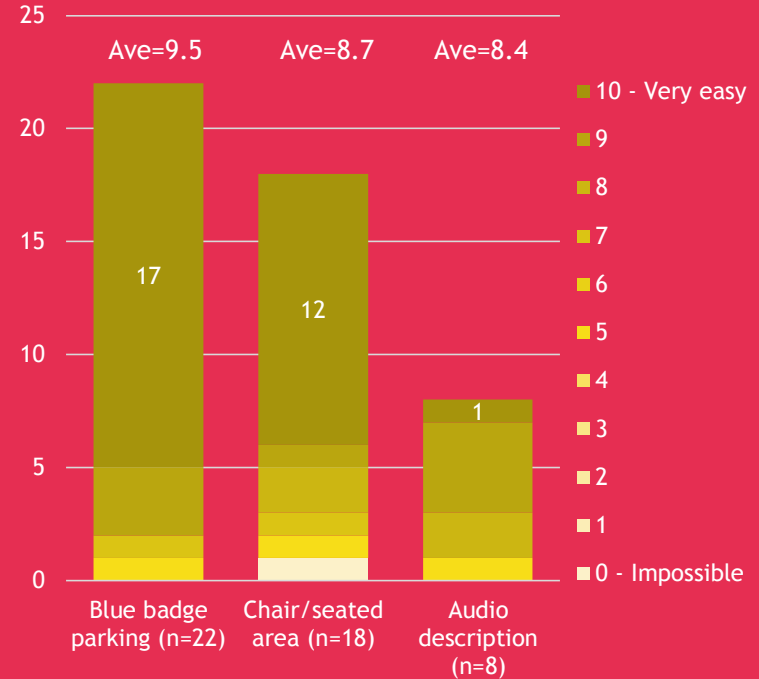
PRE-EVENT INFORMATION

- The vast majority of people said they wanted to attend Place des Anges 'because it's a unique experience not to be missed'. Around half said they wanted to come because of its association with Hull City of Culture. 31% said it was because it was good value / affordable.
- Most people knew that Places des Anges was associated with the Yorkshire Festival (78%) and Amy Johnson festival (69%) prior to arrival.
- Respondents found out about the event through a variety of different sources. The highest proportion - 38% - heard about it via the press, whilst word of mouth, the Hull 2017 website and social media were also frequently cited.
- Over half of respondents said they'd heard about the access provision for the event via the Hull 2017 website. Some also heard via a Hull 2017 staff member or volunteer, social media or by email (after booking tickets).


Q: Did you book any of the following access provisions for Place des Anges, for you or a member of your group? (Base: 32)



Q: Please rate the ease with which you were able to book the following...?



BOOKING ACCESS PROVISION

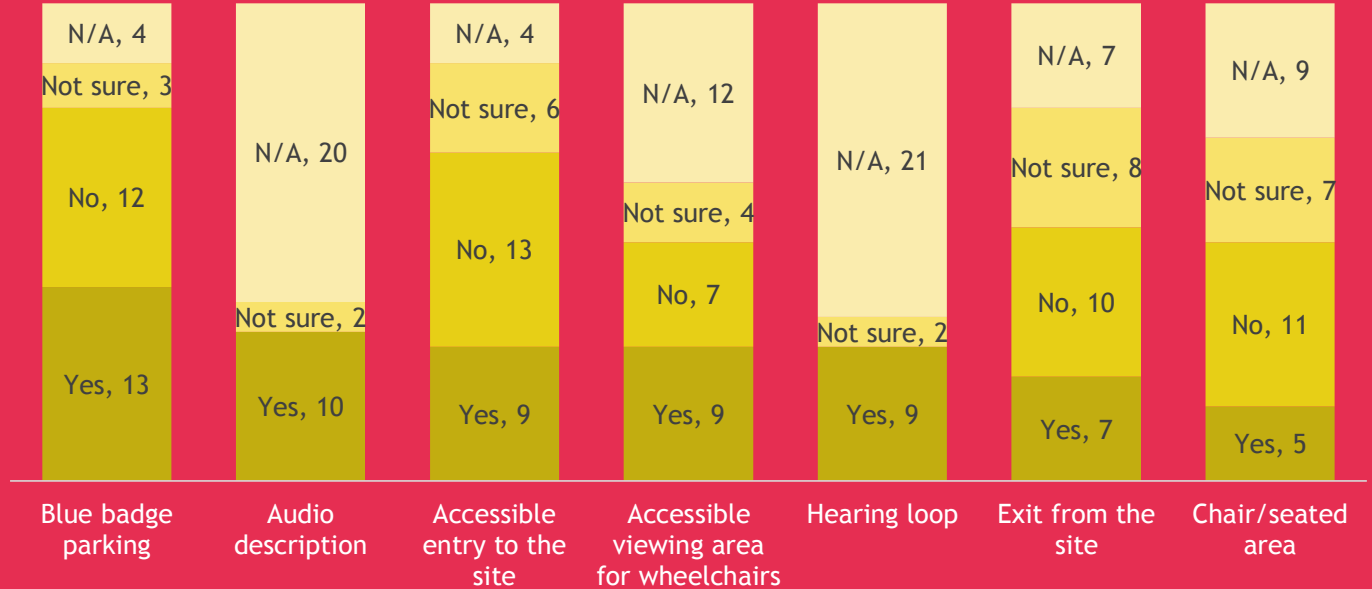


There were 6 negative comments and suggestions about how to improve the booking procedure for access provisions (19% of all respondents). They were as follows:

- *“Make your website accessible to people with visual impairments. Inform HERIB and various talking newspapers about events coming up and what accessibility will be available (i.e. audio description) and we will promote on your behalf.”*
- *“It would have been helpful to have more publicity about the event. It wasn't easy to get tickets and a lot of people missed out.”*
- *“Apart from seeing it on the Hull Daily Mail website, would not have known about it until the tickets had been sold out. Also think it is not good that tickets only available online as many people cannot access them.”*
- *“My only worry was that we did not receive extra booking provisions (seating) till the day before.”*
- *“I would have liked the information about the situation of the car park earlier. When I looked up Lowgate car park the site showed me an area behind the courts which made me apprehensive as to whether I would get there on time negotiating the drop kerbs I would have to find for my electric scooter.”*
- *“I would have liked to have gone, but in the end all the tickets had been reserved. I was able to get tickets for my elderly mother and friend as they had seats. Being able to get 6 tickets was too many and people were greedy with them, snapping up all 6 when they were not needed. I do know someone who signed up with different email addresses and ended up with 30 tickets and I also know people who would loved to have attended but all tickets had gone.”*

BOOKING ACCESS

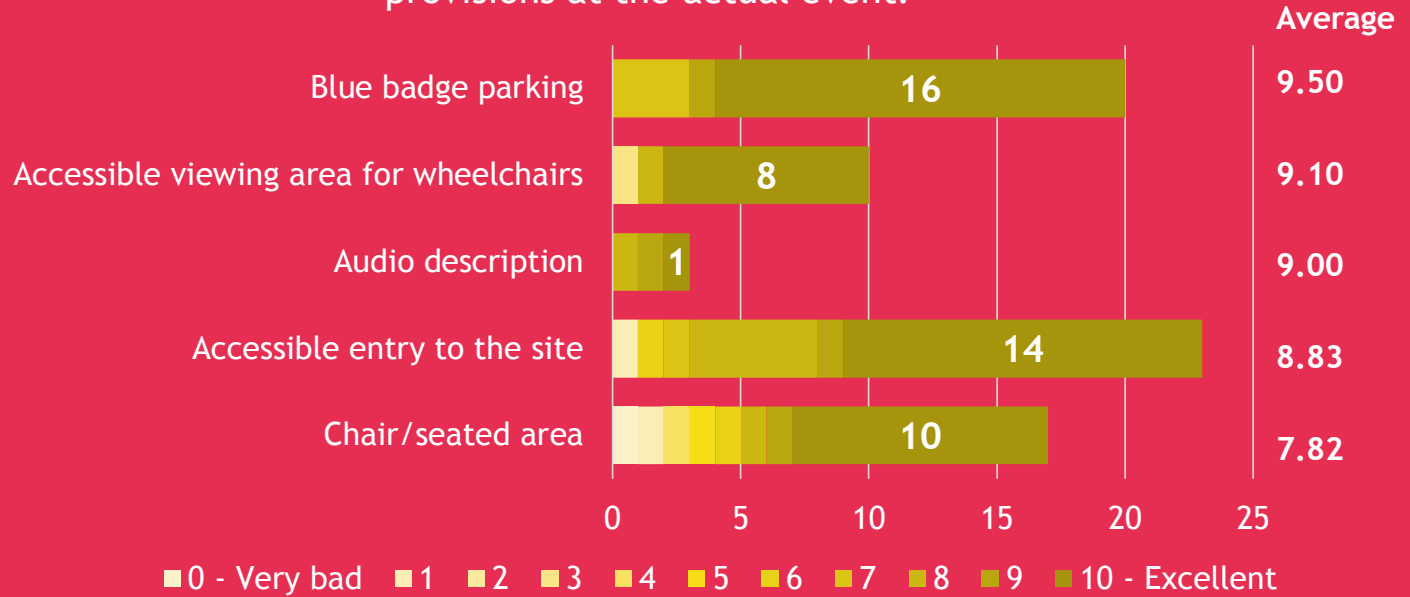
Q: Would you have still attended Place des Angles if the following access provisions weren't available?



ACCESS PROVISIONS


Base: 32

Q: How would you rate delivery of the following access provisions at the actual event?



ACCESS PROVISIONS

Base: 32



Everyone (n=29) said they would use the access provisions provided by Hull 2017 again.

When asked about improvements to the access requirements, 3 people (10%) suggested there should be more seating areas or chairs. A further 3 people felt the disabled area should have been in a different location.

2 people (7%) said there should have been more signage for disabled access and 2 said there had been problems accessing and exiting the car park.

“The only improvement for our group would possibly have been to have had some chairs available if possible in the areas where the audio description was being presented.”

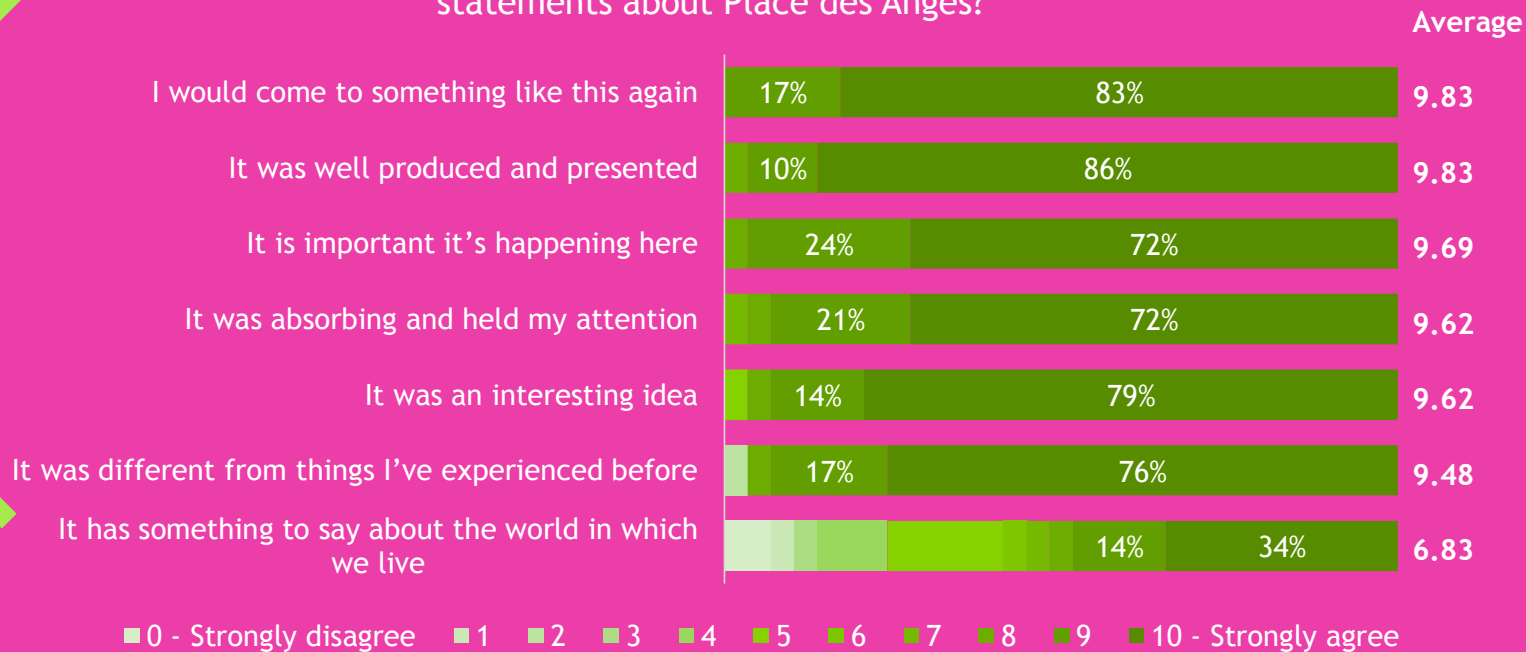
“Exit from car park after the event was the only downside - 20 minutes held in the car before we were allowed to leave.”

ACCESS PROVISIONS

ACCESS PROVISION

- Over two-thirds of respondents said they'd booked blue badge parking and half said they'd booked a chair in the seated area. The booking process was generally seen as straightforward for both, however a couple of people said they had found it difficult to book a chair in the seated area.
- The seated area had the lowest rating out of all the access provision with 7.8 out of 10 on average. The comments suggest that this was due to the location of the seated area, or the availability of chairs. All other access provisions were rated 8.8 out of 10 or higher on average.
- One of the main comments was to make tickets and information available earlier to give people more planning time. Some also felt that tickets should be available offline.
- Accessible entry and exit, blue badge parking and seated areas appear to be the most critical access provisions in terms of encouraging people to attend events.

Q: How much would you agree or disagree with the following statements about Place des Anges?



97% said they would be very or extremely likely (9 or 10 out of 10) to recommend this type of event in Hull to friends or family.

RATING THE EVENT

Q: How far would you agree with the following statements?

Average



RATING THE EVENT

Base: 29

RATING THE EVENT

Almost everyone said they would be very likely to recommend this type of event to friends and family and in general:

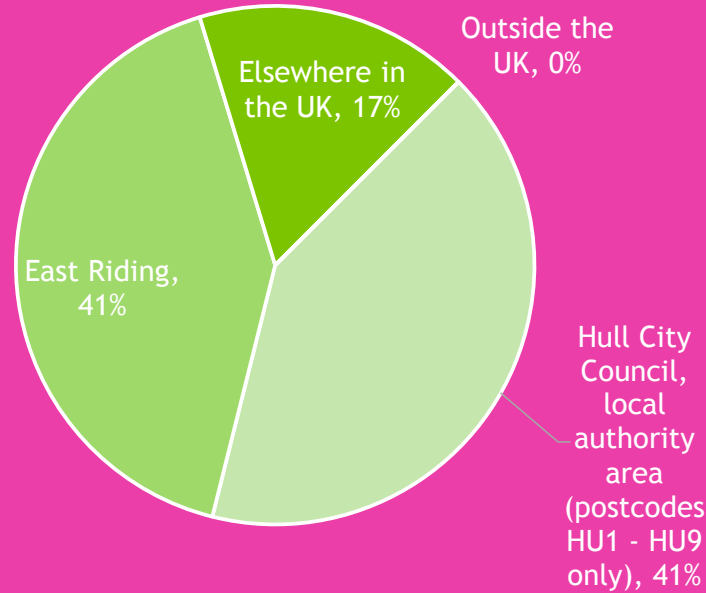
- They would come again
- They felt it was an important event for Hull
- It was interesting and absorbing
- It was well-produced

There was less of a feeling that the event had something to say about the world we live in.

Most agreed it had been an enjoyable experience, they had been welcomed by staff and it had encouraged them to attend similar events in future.

A third also felt that the event had made volunteering look like fun.

Q: Where do you live?

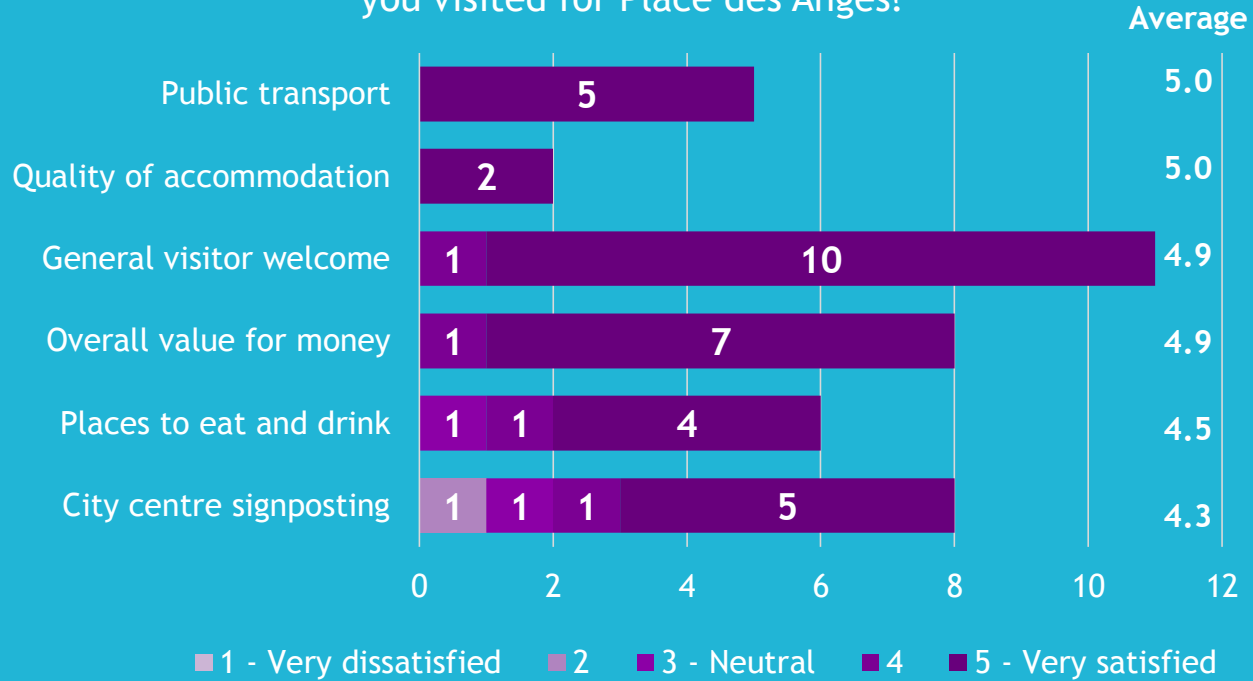


Everyone living outside of Hull said they had been to Hull before (n=19). 16 classed themselves as a day visitor; only one said they stayed overnight in Hull. This person said they had spent nothing on accommodation and their visit had been partly motivated by the Place des Anges event.

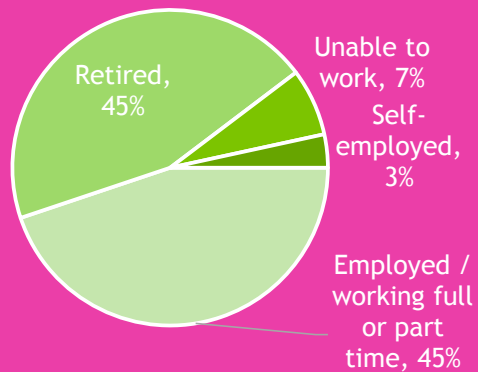
Of those from outside Hull, 9 (52%) said they were visiting to take in some arts / heritage / culture.

AUDIENCE PROFILE

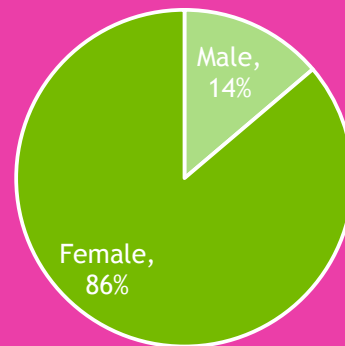
Q: How satisfied were you with the following on the day you visited for Place des Anges?



Employment status



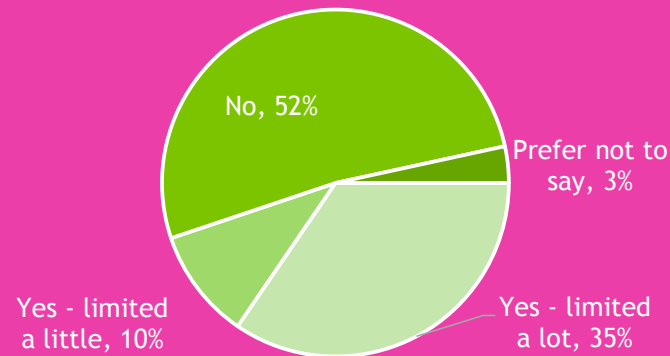
Gender



Ethnicity

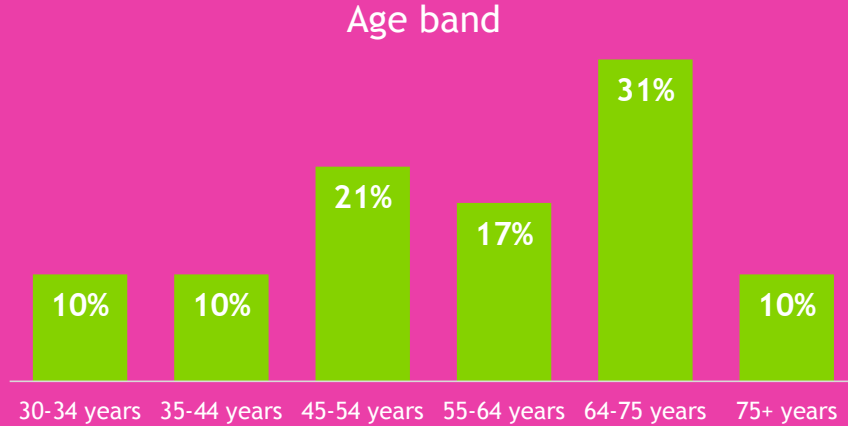


Health problems and disabilities



AUDIENCE PROFILE

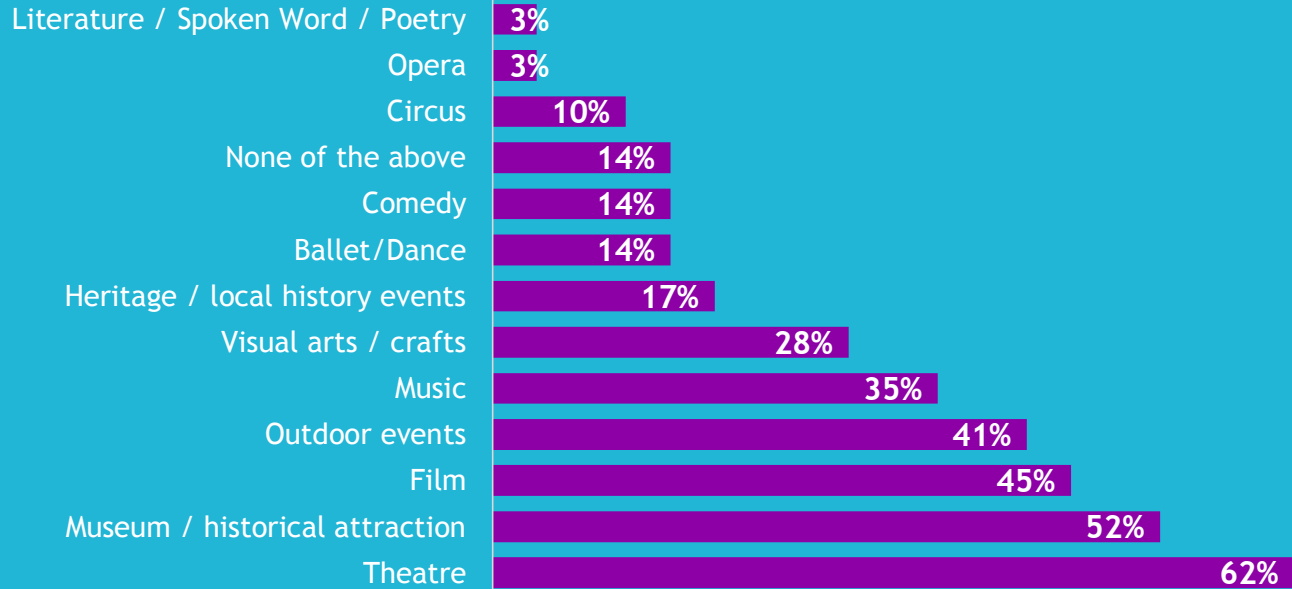
The average size of each party was 5. This was broken down into the age groups shown in the table opposite.



Age group	Total number
0-2 years	0
3-5 years	1
6-10 years	2
11-15 years	16
16-17 years	4
18-19 years	1
20-24 years	5
25-29 years	2
30-34 years	9
35-44 years	13
45-54 years	13
55-64 years	31
65-74 years	25
75+ years	17

AUDIENCE PROFILE

Q: Excluding this event have you participated or attended any of the following in the last 12 months?



OTHER EVENTS

Base: 29

AUDIENCE PROFILE

- Most respondents said they were from Hull or the East Riding, and 17% said they were from further afield.
- Satisfaction levels with transport, accommodation and visitor welcome were high. Only the city centre signposting elicited a small amount of negative feedback.
- Respondents tended to be older, female and White British. The average group size was 5 people.
- 62% had also visited the theatre in the last 12 months, and over half had been to a museum or historical attraction. 14% said they had not visited or taken part in any cultural event or activity in the last 12 months.