



**5 senses**

**AUDIENCE  
FEEDBACK REPORT  
FOR SENSES OF THE  
SEA**

**A Culture of 5, Hull's Alive!  
production**

**ABSTRACT**

Following the finale of Senses of the Sea, 100 evaluation forms were distributed to members of the audience, 66 forms were returned, this document shows the results of the evaluation forms.

**Kate Howell**

## Audience Feedback Report

After the performance of “Senses of the Sea”, which took place on 24<sup>th</sup> March at Zebedee’s Yard and was the first of three shows to take place by the theatre group Culture of 5, Hull’s Alive! 100 evaluation forms were distributed to members of the audience. The evaluation forms asked 10 questions 7 of which were multiple choice questions laid out in an easy read format which required the reader to circle their preference.

In total 66 evaluation forms were returned, however some people were less willing to divulge their postcodes and ages on the forms so overall statistics in these areas are slightly lower.

### Audience Area Postcode Results

Out of the 66 evaluation forms returned 54 people completed the postcode question on the evaluation form, results are as follows:

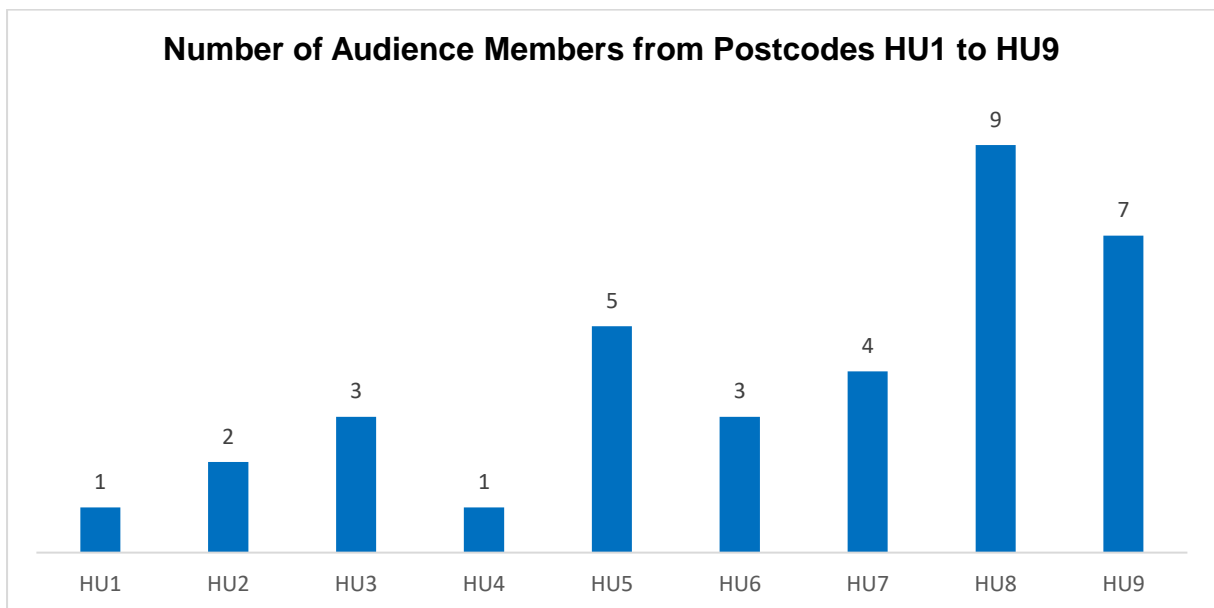


Chart 1

The results show that 35 of the 54 audience members live between the areas of HU1 and HU9. HU8 was the most popular postcode with 9 people living in this area, HU9 was next with 7 people coming from this area. Chart 1 shows that 63% of audience members who completed this question live within the HU1 to HU9 catchment areas.

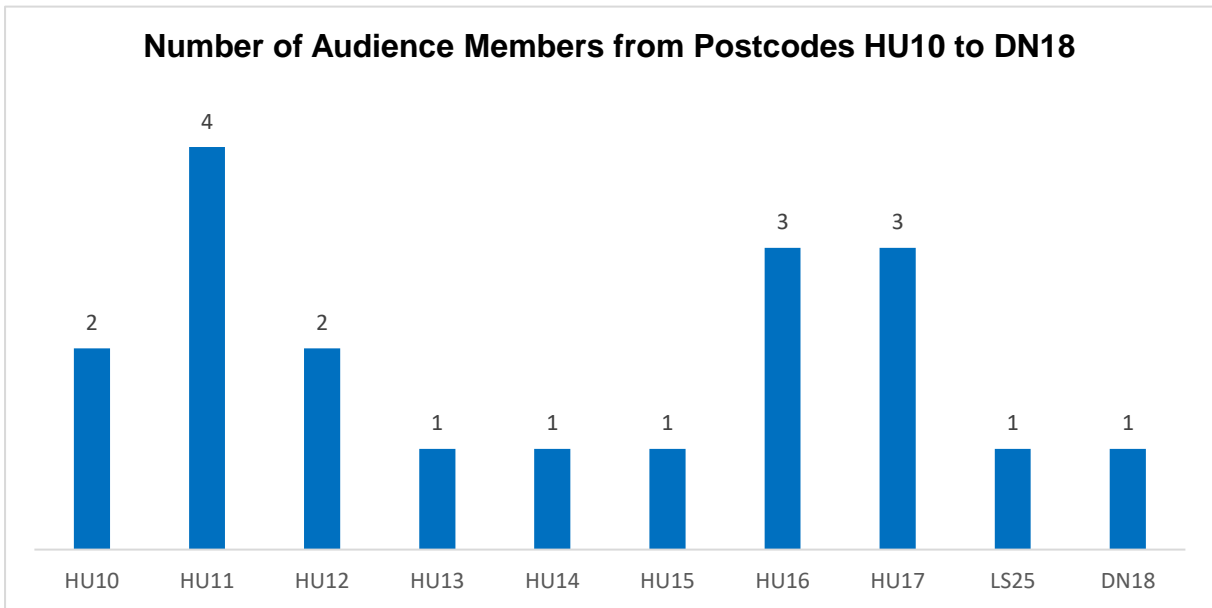


Chart 2

Chart 2 shows that 19 out of the 54 audience members came from further afield, with HU11 being the most popular area. One person also travelled from Barton-Upon Humber and another from as far as Leeds to see the performance.

### Audience Age Groups

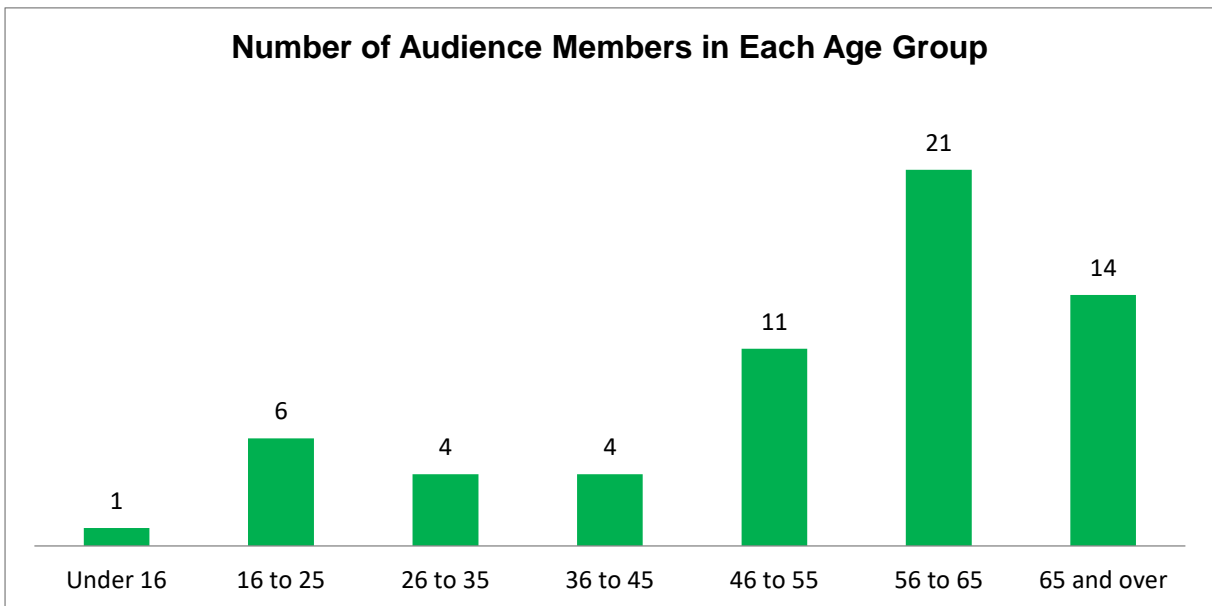


Chart 3

Out of 66 evaluation forms 61 people completed the age group question. Most of the audience members were over 46 with the most predominant age group being the 56 to 65 year olds (34%). This would make these audience members between the ages of 8 and 17 at the time of the triple trawler tragedy.

## Venue Rating

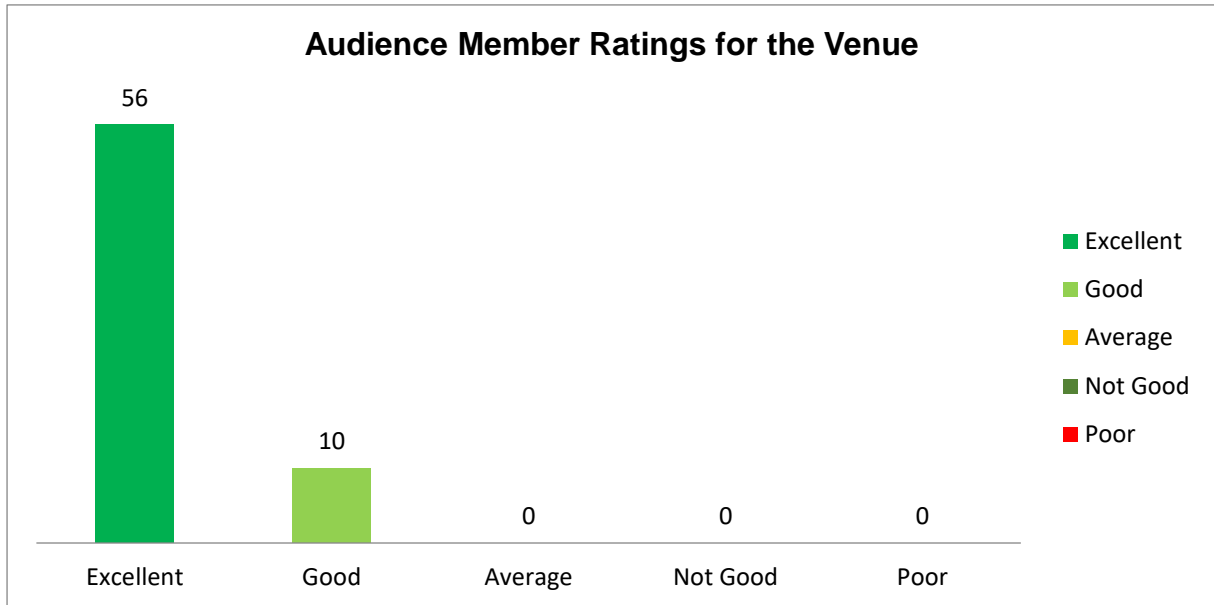


Chart 4

All 66 audience members completed the question regarding the quality of the venue, the results show that 85% of people thought the venue was excellent.

## Accessibility

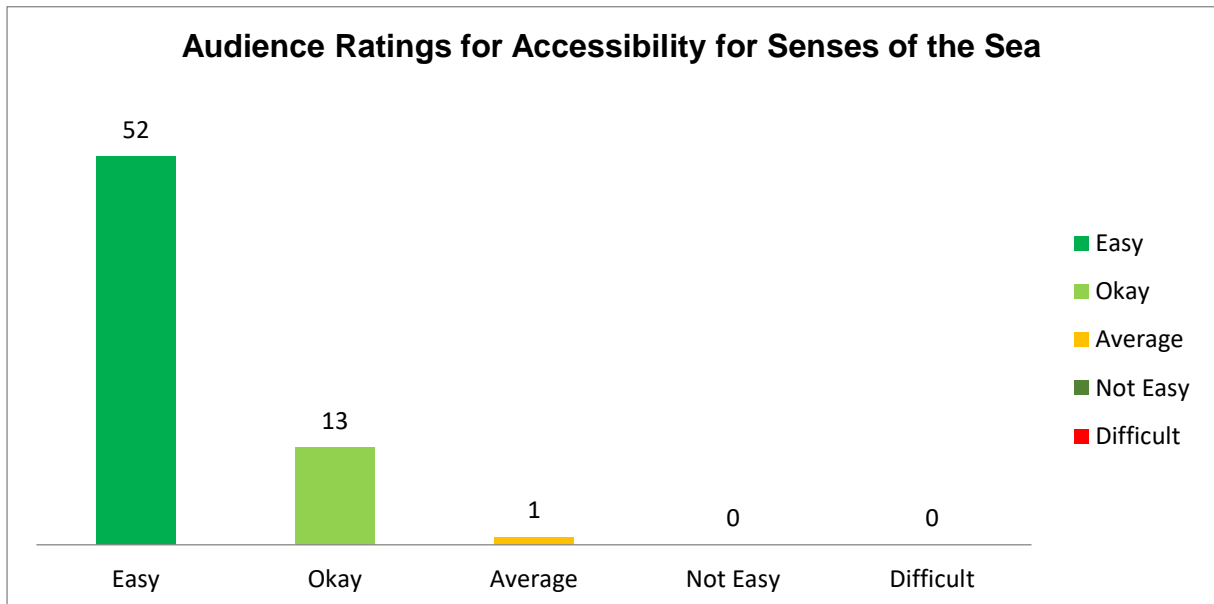


Chart 5

The figures show that 52 (79%) people were very happy with the accessibility of the venue, and one person found the accessibility to be average.

## Price

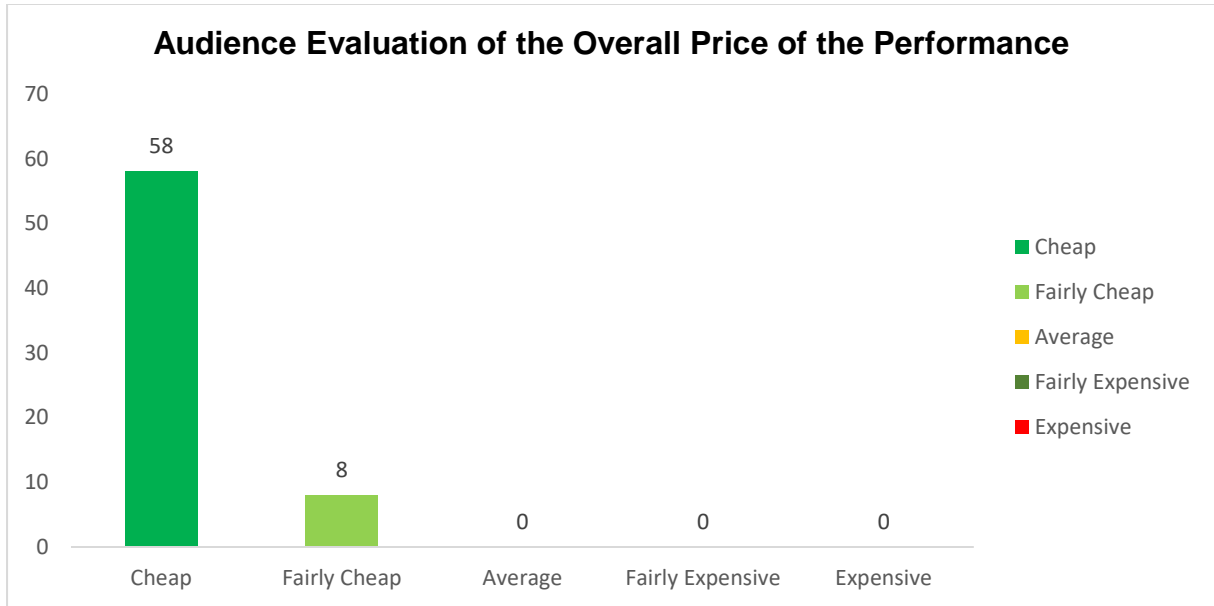


Chart 6

Chart 6 shows that 88% (58 people) of audience members who submitted evaluation forms thought that the price of tickets for the Senses of the Sea performance were cheap, a further 8 people (12%) thought that the tickets were fairly cheap.

## Sound

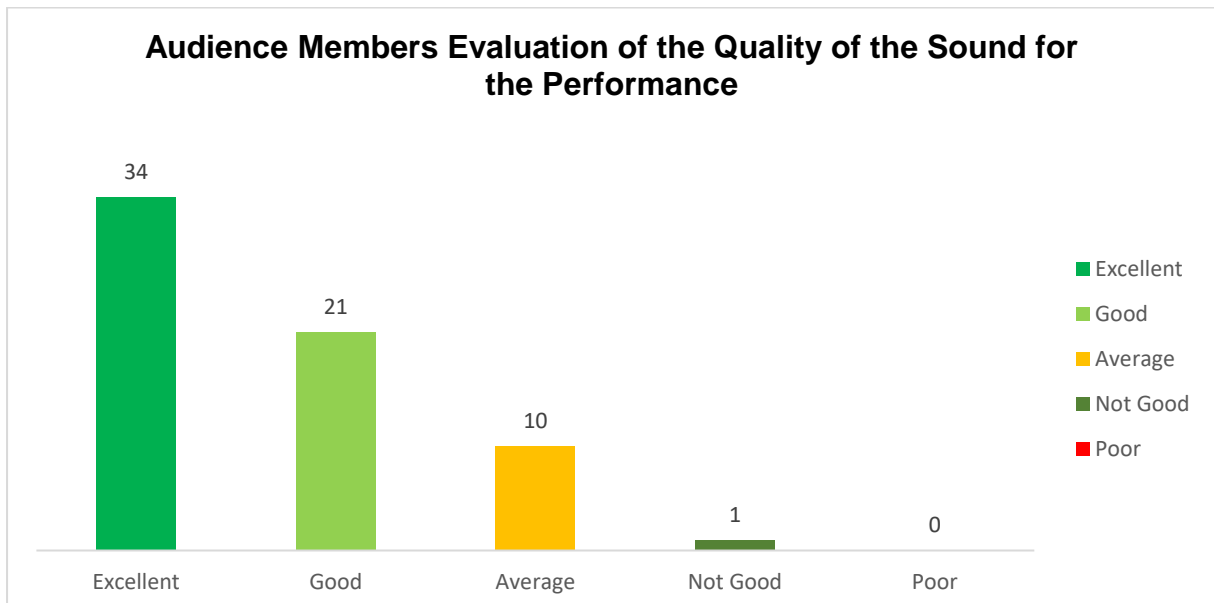


Chart 7

Chart 7 shows the most mixed reviews with scores ranging from "Excellent" to "Not Good". Although the majority of people (52%) commented that the sound quality was excellent, the Culture of 5 Hull's Alive! team are aware that this is an area that needs

more work for the next performance and are planning to create a more structured plan of action towards the sound quality for the next two shows in the 5 Senses calendar.

## Set Design

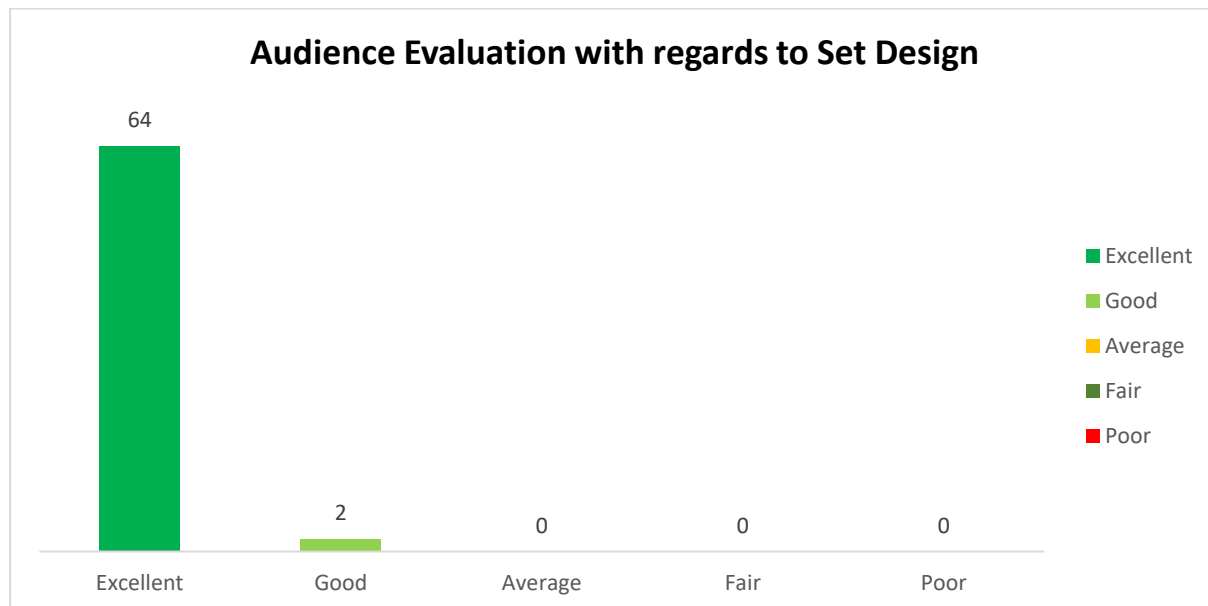


Chart 8

The overall feedback with regards to the production of set design and costumes was that the standard was excellent, with 97% of audience members agreeing that the quality was “Excellent”.

## Overall Performance

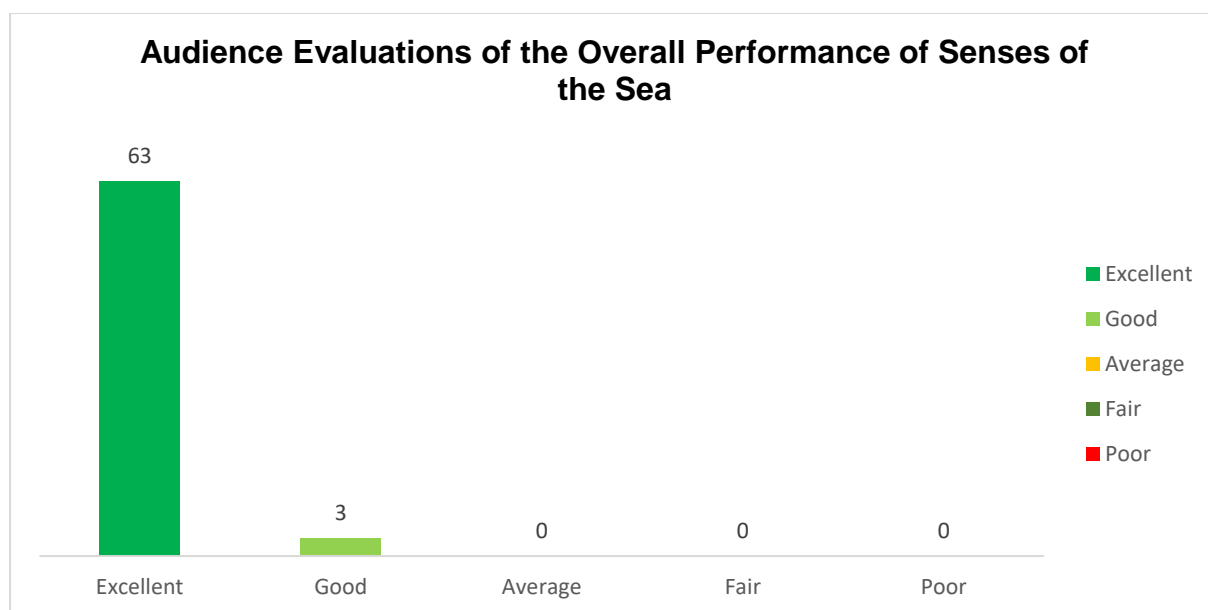


Chart 9

Chart 9 shows that 63 out of 66 people or 95% of people thought that the overall performance of Senses of the Sea was “Excellent”, whilst 3 people (5%) thought the production was “Good”. This is extremely positive feedback for the first 5 Senses production of the Hull City of Culture 2017 Season.

### Would You Come Back Again?

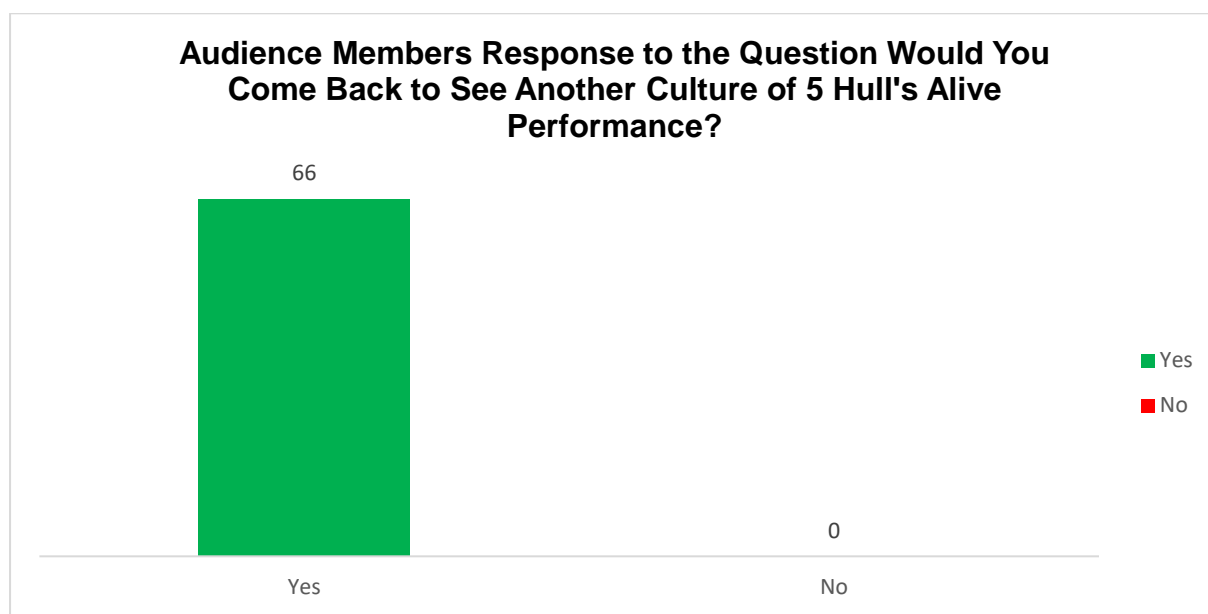


Chart 10

Finally, audience members were asked if they would come back to see another Culture of 5, Hull’s Alive! production, 100% responded with Yes they would.

### Conclusion

The feedback from the audience survey is extremely positive, with only slight negative scores pointed towards the quality of the sound.

With most of the questions completed by the 66 audience members and the majority of the questions receiving scores at the most positive end of the scale, the Culture of 5, Hull’s Alive! team hope to continue this feedback for the next two performances which are due to take place later in the year.

This feedback has been very valuable towards the next production and plans have already been put in place to ensure that a more robust action plan will be put in place before the next show to ensure that the sound quality does not let the next production down. The positive feedback has also been a great boost for both the project management team and the performers and has given both a great sense of achievement to receive such positive praise for their hard work.

## Audience Evaluation Form Feedback

1. Brilliant show, very well thought out, script, sets, everything. Need better promotion to get more people here! Well done!
2. Brilliant show, and enjoyed special school interaction. Loved it.
3. Very emotional, thought provoking.
4. Wonderful
5. **This show was amazing! Very moving - reminded us of the history and people of Hull, 5 Stars. Thank You**
6. Brilliant!
7. It was excellent, loved it, well done!
8. **Excellent, my son was in it!**
9. Absolutely brilliant work 5 Senses
10. Brilliant
11. **Better than a professional performance**
12. Really good, Nick was good so was all the cast
13. Amazing performance!!!
14. **Worth travelling from Leeds for, well done all!!!**
15. Great job!
16. **I follow you already. Will be back to follow the trilogy. Excellent afternoon. Thank you**
17. **Brilliant, made me cry, well done all involved**
18. Give the set designer a raise!
19. **Brilliant, very moving! What a treat and what a fitting tribute to the brave trawler men.**
20. **I learnt more about these trawlers today than ever before. I found the performance very very moving. Thank you**
21. Absolutely brilliant, would have liked more publicity and more chances for people to see the show
22. Loved it all - well done
23. Went to wrong gate! Please do it again! Amazing!
24. Very interesting and dramatic performance
25. Excellent
26. Ace fantastic show, so very moving
27. Excellent
28. Sound intermittent, Set design awesome! Amazing performance well done!
29. **Fantastic would like to see it again on anniversary of the tragedy next year**
30. Absolutely fantastic
31. Magnificent achievement! Wonderful well done! Really enjoyed it.
32. **Excellent show with much hard work from students and staff couldn't be better**
33. you have it
34. It was really good
35. Amazing, thank you
36. **Amazing!!!**
37. Great
38. **It was well worth seeing, you must all be very proud of yourselves xxx**



## Email Feedback

39. I recently came to watch your "Senses of the Sea" performance at Zebedee's yard. I thought it was brilliant...truly inspirational.
40. We all thoroughly enjoyed your show...it was fantastic! We talked about it a lot afterwards. We would like to say what a great job you the staff and the students did to recreate such a powerful and emotional performance.
41. ...all the people I know who came were blown away by the whole experience and one lady sitting the audience said she had been to see The Hypocrite the previous evening at Hull Truck but enjoyed your production far more...
42. That performance would certainly not be out of place at Hull Truck.