



#assemblefest2017

**ASSEMBLE
FEST**
PERFORMANCE WHERE YOU LEAST EXPECT IT

2017 EVALUATION PACK



[View the festival programme](#)

www.assemblefest.co.uk

BOX OFFICE

This year, Assemble Fest had fierce competition from numerous events, especially due to the excellent Hull UK City of Culture 2017 programme.

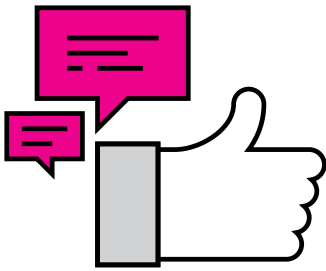
Despite this, the festival sold out throughout the day.

	Capacity	Actual Total Audience
Bellow Theatre	120	127
Theatre on the Edge	160	161
Indigo Moon Theatre	48	48
Brick by Brick	160	173
She and SeeGold	120	125

As you can see from the table above, this year's shows reached full capacity, with extra seats being added where possible.



DIGITAL MARKETING



SOCIAL MEDIA

Followers	June 2014	June 2015	June 2016	June 2017
Facebook	760	1,230	1,537	2,035
Twitter	563	1,107	1,541	1,951
Instagram	191	396	617	809

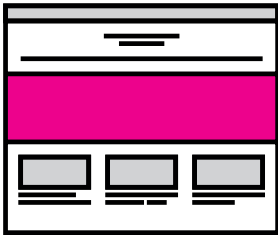
During May and June 2017, the social media channels saw the following activity:

Facebook

253,758 unique impressions
8,316 unique engagements
10,972 video views

Twitter

102,900 impressions
6,205 profile visits
386 link clicks
301 retweets
478 likes
57 replies



WEBSITE

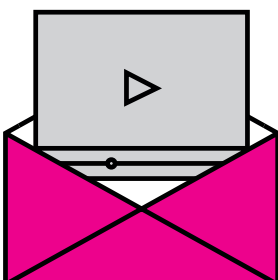
Analytics

During May and June 2017, assemblefest.co.uk saw the following:

4,693 sessions
3,458 unique visitors
31% returning visitors
69% new visitors
25,841 page views
1m36s average session time
6% bounce rate
930 page views to the blog

Acquisition

45.4% organic search
31.3% social media
18.7% direct traffic
4.6% referral



EMAIL CAMPAIGNS

In total, seven email campaigns were sent to a database of 810 subscribers. The average open rate is 40%. Every campaign had a click rate above the industry average of 23%, according to MailChimp.

THE CHASE

Hull Carnival Arts with Bandanarama and Mambo Jambo

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

A: Amazing work on the street and into the evening with a proper feel good urban festival vibe up and down the street. Great mentoring from Petra Massey, and good sharing practice workshops with fellow practitioners.

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: Lack of communication as to the amount of extra admin workload generated for all the companies involved.

Lack of sufficient time to action requests for copy/press calls/blogs etc

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: The chance to collaborate with other artists (Mambo Jambo) produce a piece of work with future touring potential, and learn new skills and develop existing performance skills with the advice of a mentor.



 @HuCarnivalArts
@mamjambo
@Bandanaramaband

 www.hullcarnivalarts.org.uk
www.mambojambo.co.uk

HONEY, I STEREOTYPED THE KIDS

SeeGold Productions & She Productions

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

A: The opportunity to collaborate with another company to create a very topical piece of theatre has been a fantastic experience. Access to advice and guidance from a varied group of industry professionals has given both our companies food for thought for future projects.

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: Our main challenge has been creating a schedule to please everyone. We understand the consistency and quality assurance needed but have found it difficult to encompass the festival, mentors and both companies' needs into our schedule.

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: We have experienced a successful collaboration between She Productions and See Gold which we hope we can return to in future work. We have developed a new effective devising strategy to ensure all voices are heard which we She Productions are already using for their next project.



 @ProductionsShe
@SEEGOLDProd

 www.sheproductions.co.uk
www.seegold.co.uk

GOBBLE

Bellow Theatre

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

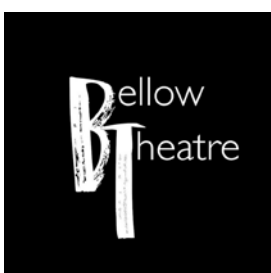
A: Support to make work embedded within the local community and chance to continue to grow a connection with audiences there.

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: None.

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: Possibility to experiment with new work, grow connections with creatives and audiences, feel embedded in a local experience.



@bellowtheatre



www.bellowtheatre.com

OMNI-SCIENCE

Brick by Brick

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

A: The main highlight for us this year was feeling a much stronger connection to the other companies that took part in the festival. We gave feedback after our first year show that we didn't feel involved enough with the other companies but that was definitely not the case this year. We felt like we had ample opportunity to learn about the other shows and aid in their creative processes by giving feedback on their work.

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: The biggest challenge was certainly created by the tech heavy and site-specific nature of our piece. We were well aware that it would be difficult to effectively rehearse the show anywhere except in the venue. I do believe that we handled this challenge well by managing our rehearsals appropriately. We were also very grateful for the extra time we were given in PIPER although we feel that we missed out on a potential rehearsal due to being told that we had already used too much time in the space. We understand that this was to avoid overburdening the venue but with a site specific tech heavy show every second counts.

Other challenges were related to scheduled time in the space, such as a cancelled tech day. We are of course aware that this is down to the venue cancelling last minute/not reading emails properly and I feel that we responded very well to these challenges and made the most of our time.

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: We have created a new piece of work that we are incredibly proud of and intend to develop further. We have created a relationship with Alan Lane that we believe will really help us develop in the future and we will have received a wide range of feedback about our work. The festival was a fantastic opportunity that has really benefitted us.



 @BrickByBrickHul

 www.brickbybricktheatre.weebly.com

MERMARELLA

Indigo Moon Theatre

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

A: The profile raising as a local (not just national) company.

Feeling part of the local theatre community for a change, even if we were all too busy to see each others' rehearsals or shows.

It provided an important incentive for me to launch a larger project, for which this formed an important first target.

Some of my team said this festival was smoother than past ones - (perhaps due to working with a different company too... :)

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: Mainly the time scale as already described - a wonderful local platform - yet without enough time to do it the same justice as our other premieres. Sometimes communication could have been better. Having to write a blog while really busy on production- until I wasn't sure if it was still necessary. The worst risk assessment process I have ever encountered :0 .

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: This has been a really great experience - as a company at a time of great change - "re-emerging" perhaps.

The local profile raising, team building, & all benefits already described.



 @_Indigo_Moon

 www.indigomoontheatre.com

YOU ARE CORDIALLY INVITED...

Theatre on the Edge

Q: What have been the highlights/strengths of Assemble Fest 2017 from your perspective as a commissioned company?

A: The variety and artistic strength of this year's programme was a positive.

The further development and more formal organisation of the mentor scheme were beneficial.

Receiving additional funds to our requested budget was a pleasant and most useful bonus.

The positive and constructive "scratch" session was useful. Invited audience dress/technical rehearsals were useful.

The very visible, continuous, and high profile coverage of this year's event was beneficial. The finale of "Our Street, Our Stage" provided an appropriate conclusion to the event.

Q: What have been the challenges? (Were there any major or minor weaknesses in the management, or production of the festival from your perspective as a commissioned company?)

A: Box office glitches on the day with the first two performances having empty seats while turning potential audience members away. Errors in times of shows for the box office and website, etc. In-kind support from Newland Avenue businesses. One of our aims was to try to use Newland Avenue businesses as much as possible; however this did not develop as much as we had hoped.

Q: How have you as an artist and your company benefitted from Assemble Fest?

A: The positive relationship with our mentor, Gemma Kerr, was beneficial in refining our production. The use and development of audience and community participation has been a positive experience. The increase in marketing and link to City of Culture has raised our company visibility and profile.

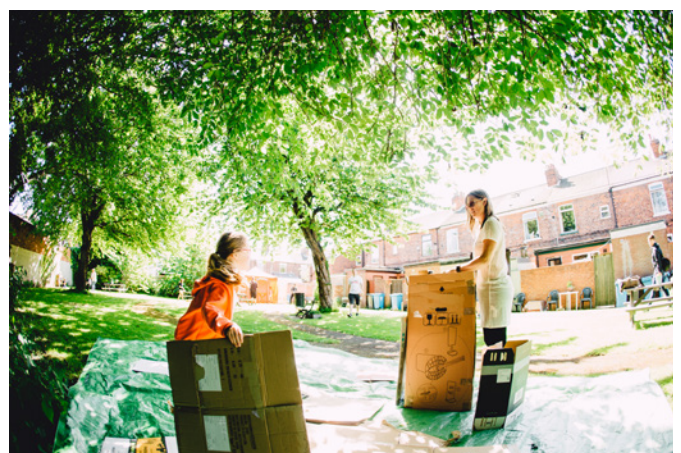


 @OnTheEdgeHull

 www.theatreontheedge.co.uk

ADDITIONAL ACTIVITY

Assemble Fest also organises free activity for all ages. This year included workshops, live art, face painting, street dance, science buskers, walkabout characters, traditional flea circus, and much more.



FEEDBACK: NEWLAND AVENUE TRADERS

Just Desserts

"Brought a lot of people to the avenue, it is always our busiest day of the year"

The Hull Pie

"Footfall was up. sales did increase but when the street closed we went quiet as it was further down, would be good to see the whole street closed"

The People's Republic

"There was an increase in footfall in the afternoon while the band was on, and following the Our Street Our Stage as Larkins was so busy"

Tessies

"Hard to tell if anyone new has been in as we'd have to ask everyone! But on the day had people in due to the treasure hunt who said they'd never been in before and would be back!"

Café One

"On the day the street, was 'packed out' the weather warm and sunny. Turnover up by 70% on the day and turnover up by 100% the day after. Increased turnover all week after despite atrocious weather"

Recycling Unlimited

"On the Saturday our takings at the yard were about double our average Saturday's takings. I believe this to be due to people coming to Newland Avenue that do not normally do so"

Lydia's Cakeaway

"Definite increased footfall, not as much as last year, but probably because I didn't have one of the productions still great for business though! Approx. 10% busier"

Joshua Tree

"We certainly had a lot of new customers visiting our shop so future potential sales"

The English Muse

"Not as busy as the first year but we were packed all day. Money wise we were the same as every Saturday but like I said, packed all day"

Relax Cafe

"I saw new faces on that day, and generally it was good for Newland Avenue"

Nofrete Cafe Bar

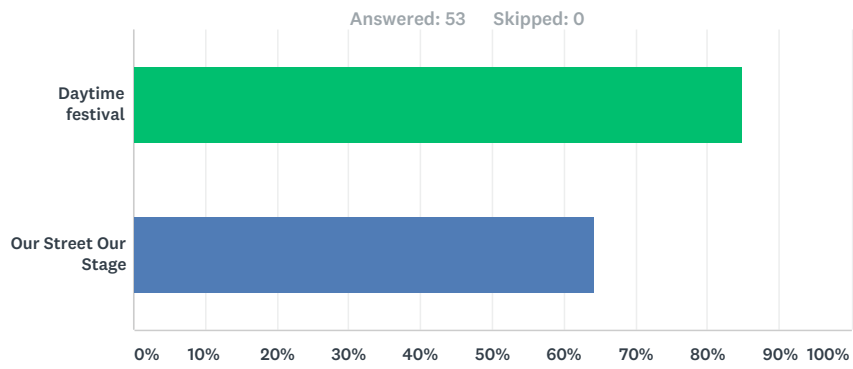
"It was a really good and very busy day more customers came in"

Madison Deli

"We were really busy all day. There was a definite increase in sales!"

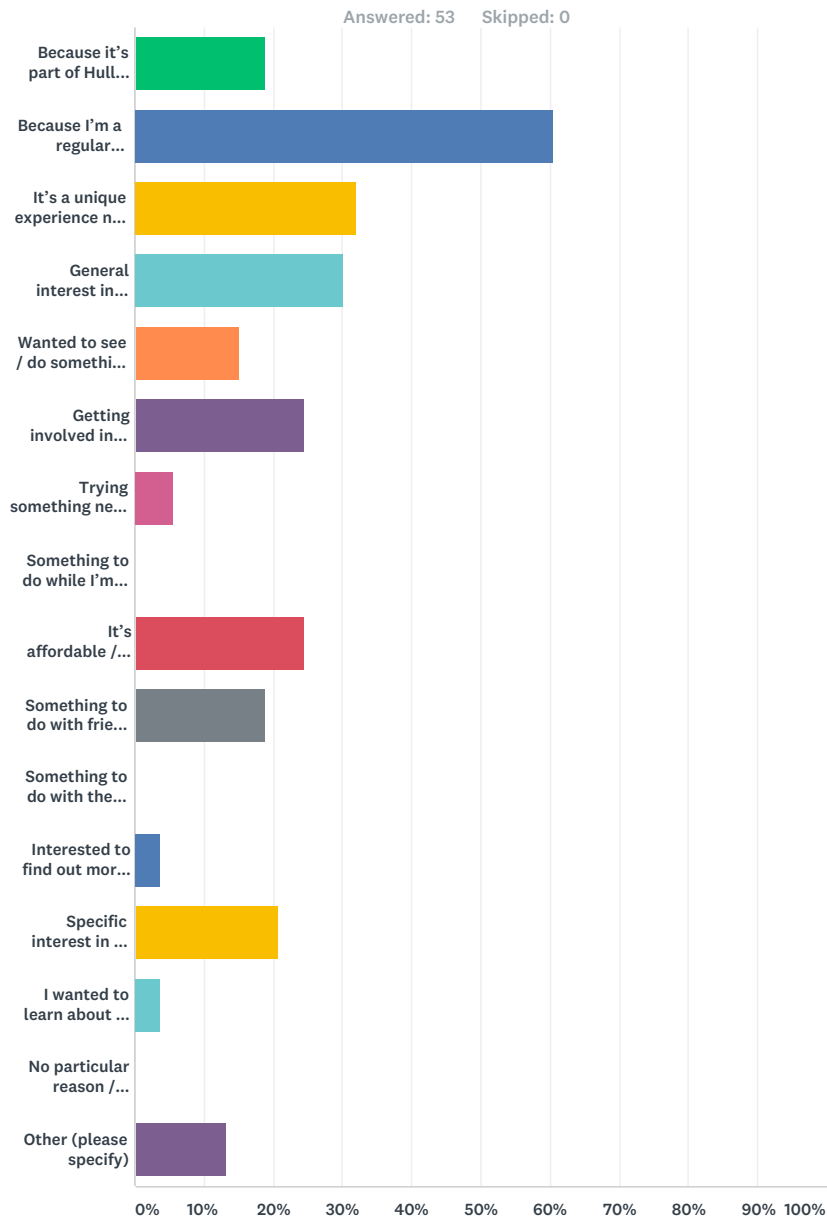
AUDIENCE FEEDBACK

Q1. Which events did you attend at Assemble Fest 2017



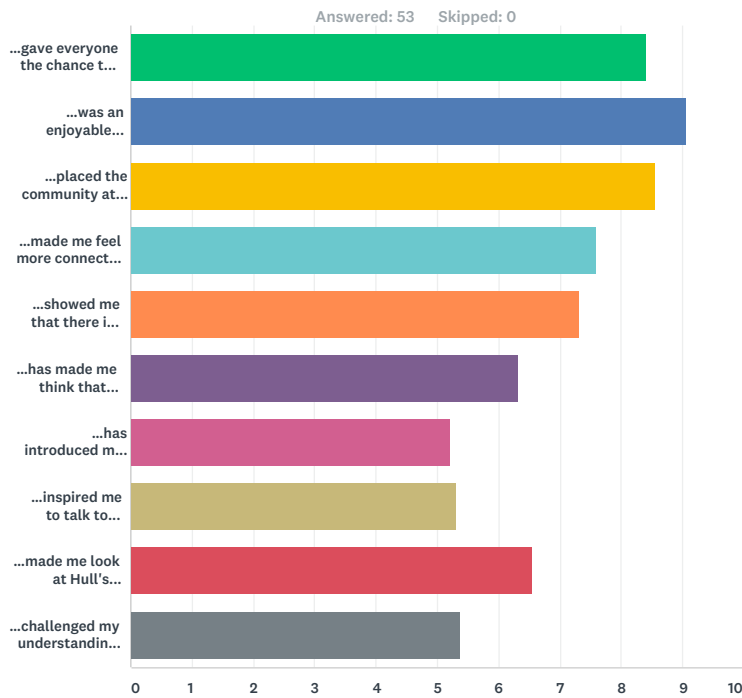
Answer Choices	Responses
Daytime festival	84.91% 45
Our Street Our Stage	64.15% 34
Total Respondents: 53	

Q2. What was your main reason for attending?



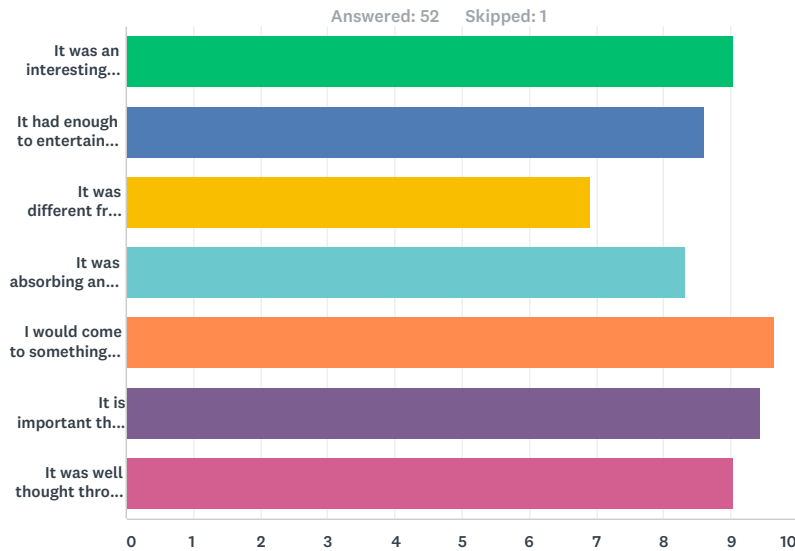
Answer Choices	Responses	Count
Because it's part of Hull UK City of Culture 2017	18.87%	10
Because I'm a regular attendee of Assemble Fest	60.38%	32
It's a unique experience not to be missed	32.08%	17
General interest in this type of event	30.19%	16
Wanted to see / do something creative	15.09%	8
Getting involved in what's happening	24.53%	13
Trying something new or different	5.66%	3
Something to do while I'm in Hull on business	0.00%	0
It's affordable / good value	24.53%	13
Something to do with friends / family	18.87%	10
Something to do with the kids	0.00%	0
Interested to find out more about Hull	3.77%	2
Specific interest in the actor / artist involved	20.75%	11
I wanted to learn about the heritage of the area	3.77%	2
No particular reason / someone else's idea	0.00%	0
Other (please specify)	13.21%	7
Total Respondents: 53		

Q3. How far would you disagree or agree with the statements? Assemble Fest and Our Street Our Stage...



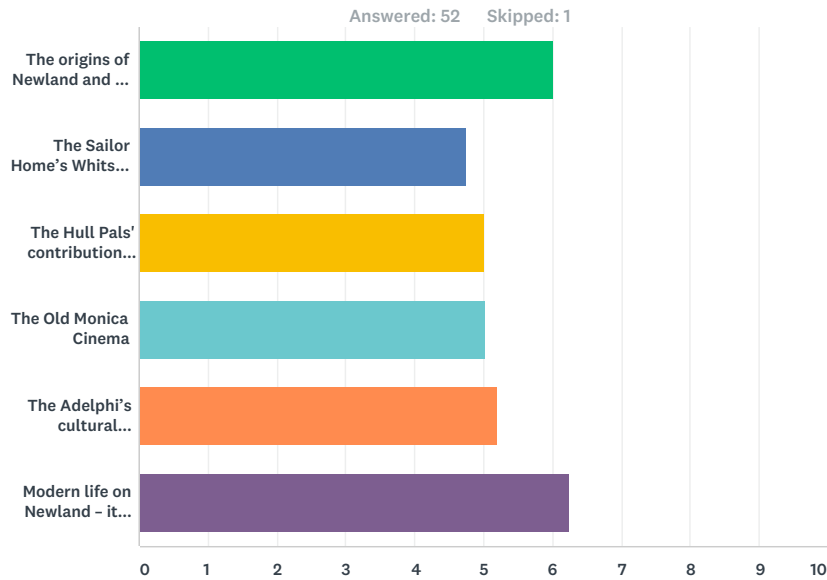
	Strongly disagree	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	Strongly agree	N/A	Total	Weighted Average
...gave everyone the chance to share and celebrate together	0.00% 0	0.00% 0	1.96% 1	0.00% 0	1.96% 1	3.92% 2	9.80% 5	7.84% 4	13.73% 7	21.57% 11	39.22% 20	0.00% 0	51	8.41
...was an enjoyable experience	0.00% 0	1.89% 1	0.00% 0	0.00% 0	0.00% 0	1.89% 1	0.00% 0	3.77% 2	16.98% 9	22.64% 12	52.83% 28	0.00% 0	53	9.06
...placed the community at the centre	0.00% 0	0.00% 0	1.89% 1	0.00% 0	0.00% 0	5.66% 3	3.77% 2	7.55% 4	24.53% 13	15.09% 8	41.51% 22	0.00% 0	53	8.55
...made me feel more connected with the stories of Hull and its people	1.92% 1	1.92% 1	3.85% 2	1.92% 1	1.92% 1	5.77% 3	3.85% 2	15.38% 8	23.08% 12	7.69% 4	30.77% 16	1.92% 1	52	7.59
...showed me that there is more to Hull than I expected	0.00% 0	7.69% 4	0.00% 0	3.85% 2	0.00% 0	7.69% 4	7.69% 4	19.23% 10	11.54% 6	11.54% 6	26.92% 14	3.85% 2	52	7.32
...has made me think that getting involved in a project as a volunteer looks like fun	5.66% 3	3.77% 2	7.55% 4	3.77% 2	3.77% 2	9.43% 5	7.55% 4	13.21% 7	9.43% 5	11.32% 6	18.87% 10	5.66% 3	53	6.32
...has introduced me to heritage of Newland for the first time	7.55% 4	13.21% 7	9.43% 5	1.89% 1	7.55% 4	7.55% 4	11.32% 6	15.09% 8	3.77% 2	5.66% 3	15.09% 8	1.89% 1	53	5.21
...inspired me to talk to people from other generations about the stories presented	5.66% 3	5.66% 3	7.55% 4	3.77% 2	9.43% 5	18.87% 10	7.55% 4	16.98% 9	3.77% 2	7.55% 4	7.55% 4	5.66% 3	53	5.32
...made me look at Hull's buildings and public spaces in a different way	1.89% 1	9.43% 5	0.00% 0	1.89% 1	5.66% 3	15.09% 8	11.32% 6	11.32% 6	11.32% 6	11.32% 6	18.87% 10	1.89% 1	53	6.54
...challenged my understanding of art	7.69% 4	3.85% 2	5.77% 3	9.62% 5	7.69% 4	15.38% 8	7.69% 4	17.31% 9	7.69% 4	7.69% 4	7.69% 4	1.92% 1	52	5.37

Q4. How much would you agree or disagree with the following statements about Assemble Fest's daytime festival?



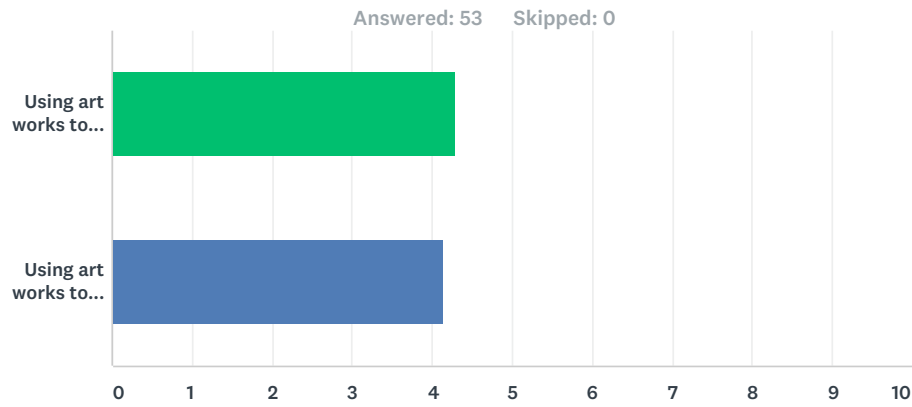
	Strongly disagree	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	Strongly agree	N/A	Total	Weighted Average
It was an interesting idea	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.92% 1	0.00% 0	1.92% 1	9.62% 5	17.31% 9	13.46% 7	55.77% 29	0.00% 0	52	9.04
It had enough to entertain me throughout the day	0.00% 0	0.00% 0	1.92% 1	1.92% 1	0.00% 0	3.85% 2	3.85% 2	7.69% 4	15.38% 8	7.69% 4	46.15% 24	11.54% 6	52	8.59
It was different from things I've experienced before	3.85% 2	1.92% 1	7.69% 4	1.92% 1	0.00% 0	11.54% 6	1.92% 1	17.31% 9	15.38% 8	13.46% 7	19.23% 10	5.77% 3	52	6.90
It was absorbing and held my attention	0.00% 0	1.92% 1	1.92% 1	1.92% 1	3.85% 2	1.92% 1	0.00% 0	11.54% 6	15.38% 8	13.46% 7	42.31% 22	5.77% 3	52	8.33
I would come to something like this again	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.85% 2	3.85% 2	15.38% 8	75.00% 39	1.92% 1	52	9.65
It is important that it's happening here	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.92% 1	0.00% 0	5.77% 3	3.85% 2	21.15% 11	65.38% 34	1.92% 1	52	9.43
It was well thought through and put together	0.00% 0	1.92% 1	0.00% 0	1.92% 1	0.00% 0	1.92% 1	1.92% 1	1.92% 1	7.69% 4	25.00% 13	55.77% 29	1.92% 1	52	9.04

Q5. How much have you learnt about the following heritage as a result of attending Our Street Our Stage?



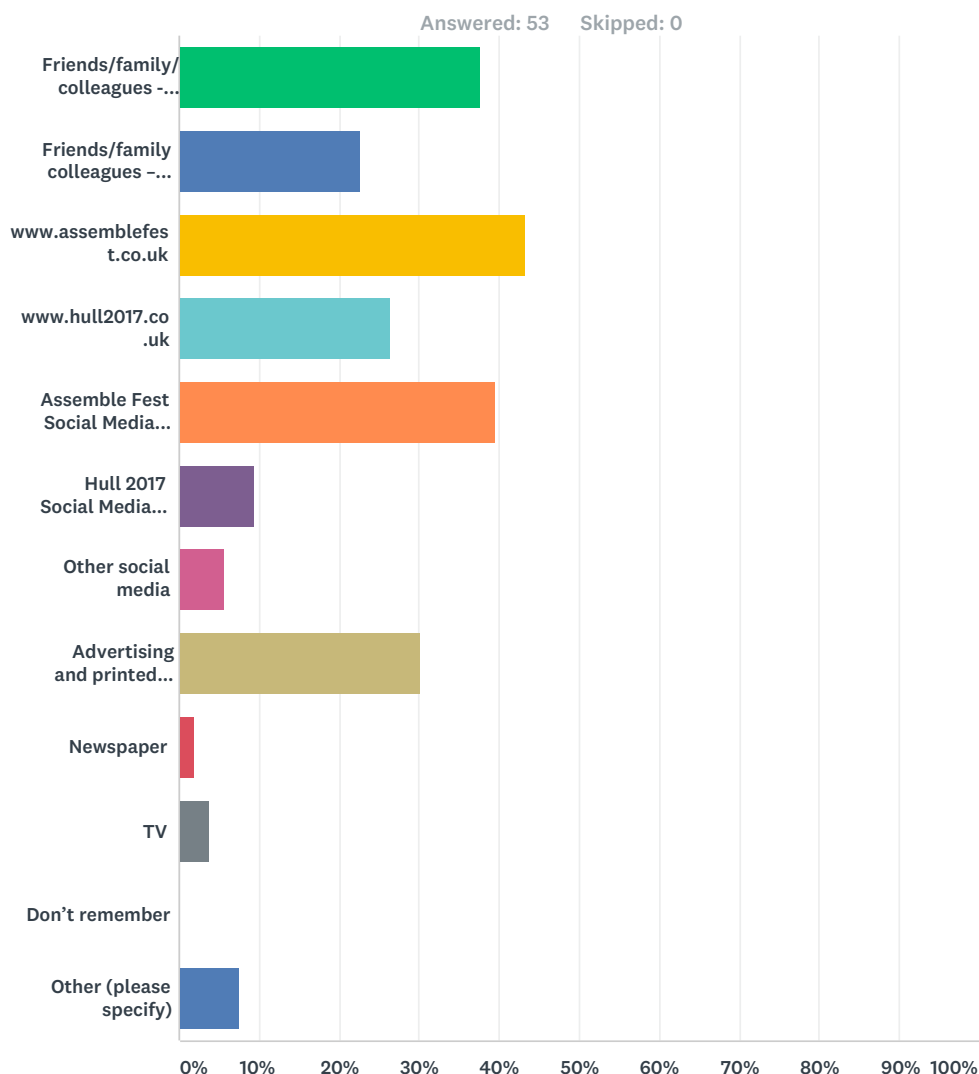
	Nothing at all	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	(no label)	A lot	N/A	Total	Weighted Average
The origins of Newland and how the area began	11.54% 6	3.85% 2	3.85% 2	1.92% 1	5.77% 3	0.00% 0	7.69% 4	5.77% 3	15.38% 8	7.69% 4	15.38% 8	21.15% 11	52	6.00
The Sailor Home's Whitsun Carnivals	23.08% 12	3.85% 2	1.92% 1	3.85% 2	1.92% 1	5.77% 3	1.92% 1	5.77% 3	9.62% 5	11.54% 6	7.69% 4	23.08% 12	52	4.75
The Hull Pals' contribution to WW1	19.23% 10	1.92% 1	3.85% 2	1.92% 1	5.77% 3	1.92% 1	5.77% 3	11.54% 6	5.77% 3	7.69% 4	9.62% 5	25.00% 13	52	5.00
The Old Monica Cinema	19.23% 10	1.92% 1	3.85% 2	0.00% 0	5.77% 3	5.77% 3	1.92% 1	9.62% 5	13.46% 7	5.77% 3	7.69% 4	25.00% 13	52	5.03
The Adelphi's cultural standing within the city	19.23% 10	1.92% 1	0.00% 0	3.85% 2	3.85% 2	5.77% 3	5.77% 3	9.62% 5	7.69% 4	5.77% 3	11.54% 6	25.00% 13	52	5.18
Modern life on Newland - it's community and its traders	9.62% 5	1.92% 1	1.92% 1	1.92% 1	1.92% 1	11.54% 6	3.85% 2	9.62% 5	17.31% 9	5.77% 3	13.46% 7	21.15% 11	52	6.24

Q6. How far would you agree or disagree with the following statements?



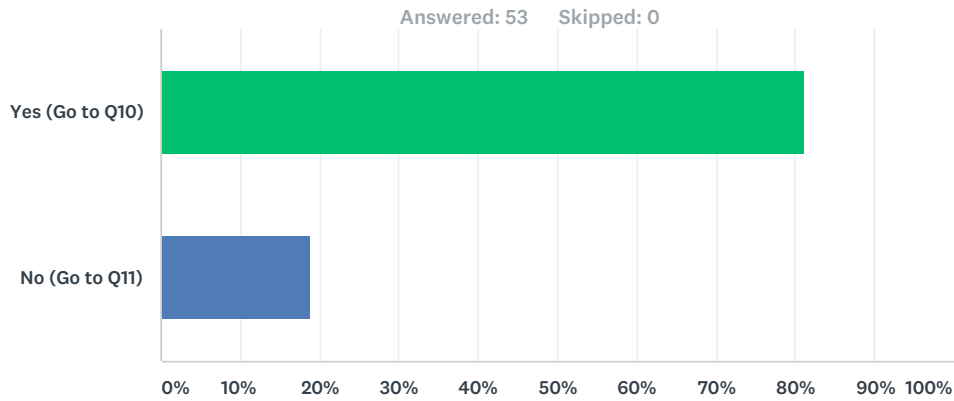
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Total	Weighted Average
Using art works to present the history and heritage of Hull makes the history and heritage more interesting	1.89% 1	1.89% 1	5.66% 3	47.17% 25	43.40% 23	53	4.28
Using art works to present the history and heritage of Hull makes the history and heritage easier to understand	1.92% 1	1.92% 1	13.46% 7	44.23% 23	38.46% 20	52	4.15

Q7. How did you find out about Assemble Fest and Our Street Our Stage? (Please tick all that apply)



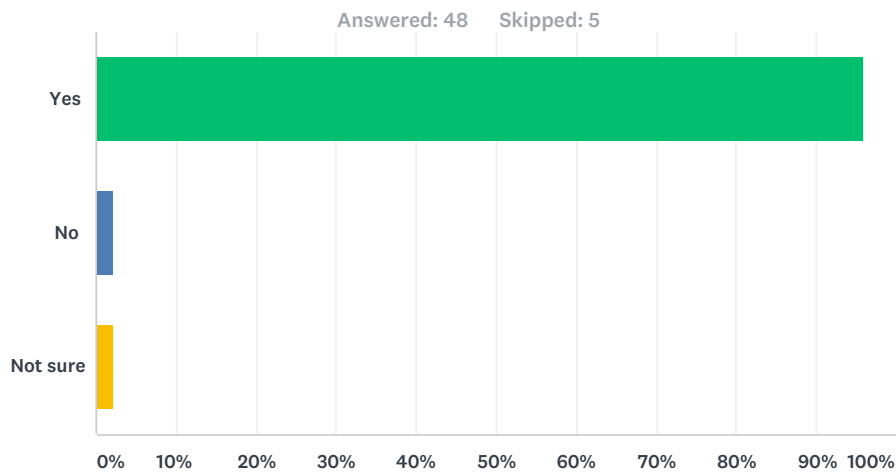
Answer Choices	Responses	
Friends/family/colleagues - told me in person	37.74%	20
Friends/family/colleagues - via social media / email	22.64%	12
www.assemblefest.co.uk	43.40%	23
www.hull2017.co.uk	26.42%	14
Assemble Fest Social Media or E-newsletter	39.62%	21
Hull 2017 Social Media or E-Newsletter	9.43%	5
Other social media	5.66%	3
Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard)	30.19%	16
Newspaper	1.89%	1
TV	3.77%	2
Don't remember	0.00%	0
Other (please specify)	7.55%	4
Total Respondents: 53		

Q8. Do you live in Hull?



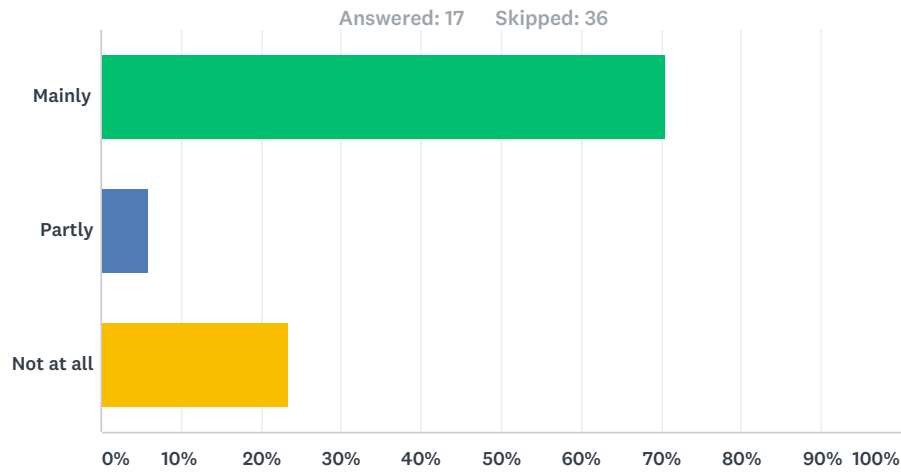
Answer Choices	Responses	
Yes (Go to Q10)	81.13%	43
No (Go to Q11)	18.87%	10
Total		53

Q9. Are you planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017?



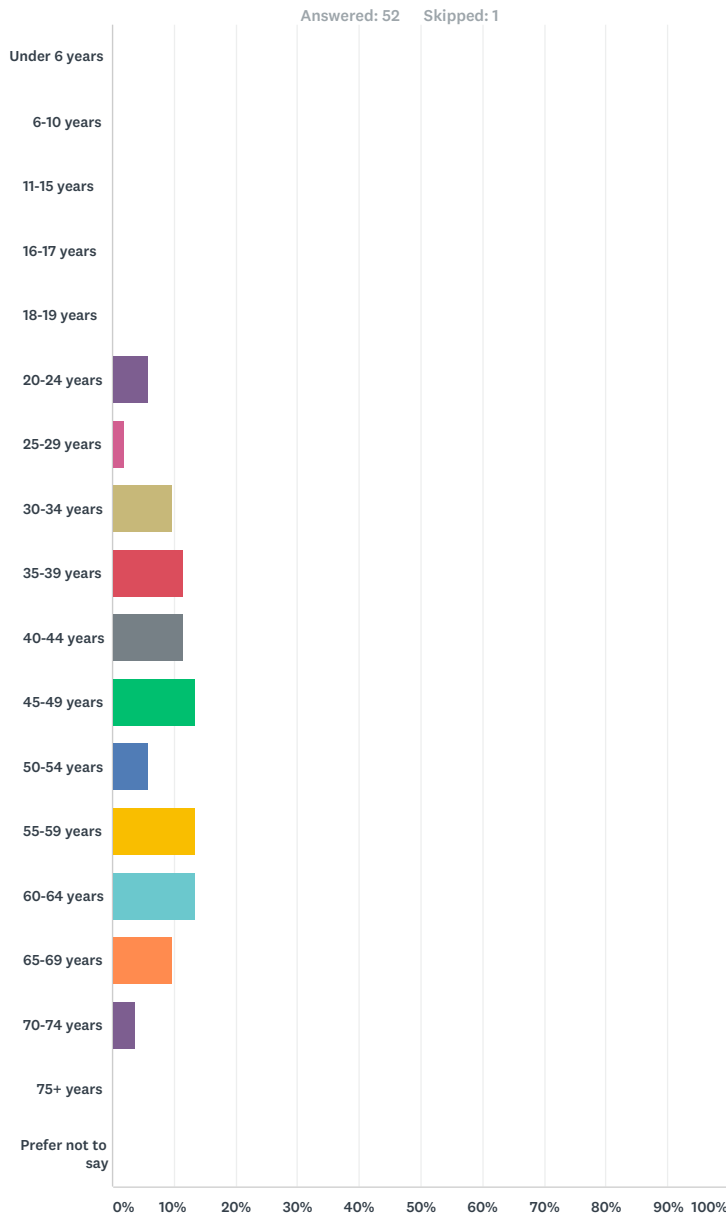
Answer Choices	Responses	
Yes	95.83%	46
No	2.08%	1
Not sure	2.08%	1
Total		48

**Q10. Is/was your visit to Hull on the day you attended Assemble Fest/
Our Street Our Stage mainly, partly or not at all due to the event?**



Answer Choices	Responses	
Mainly	70.59%	12
Partly	5.88%	1
Not at all	23.53%	4
Total		17

Q11. Which of the following age groups do you fall into? (Please select one answer only)



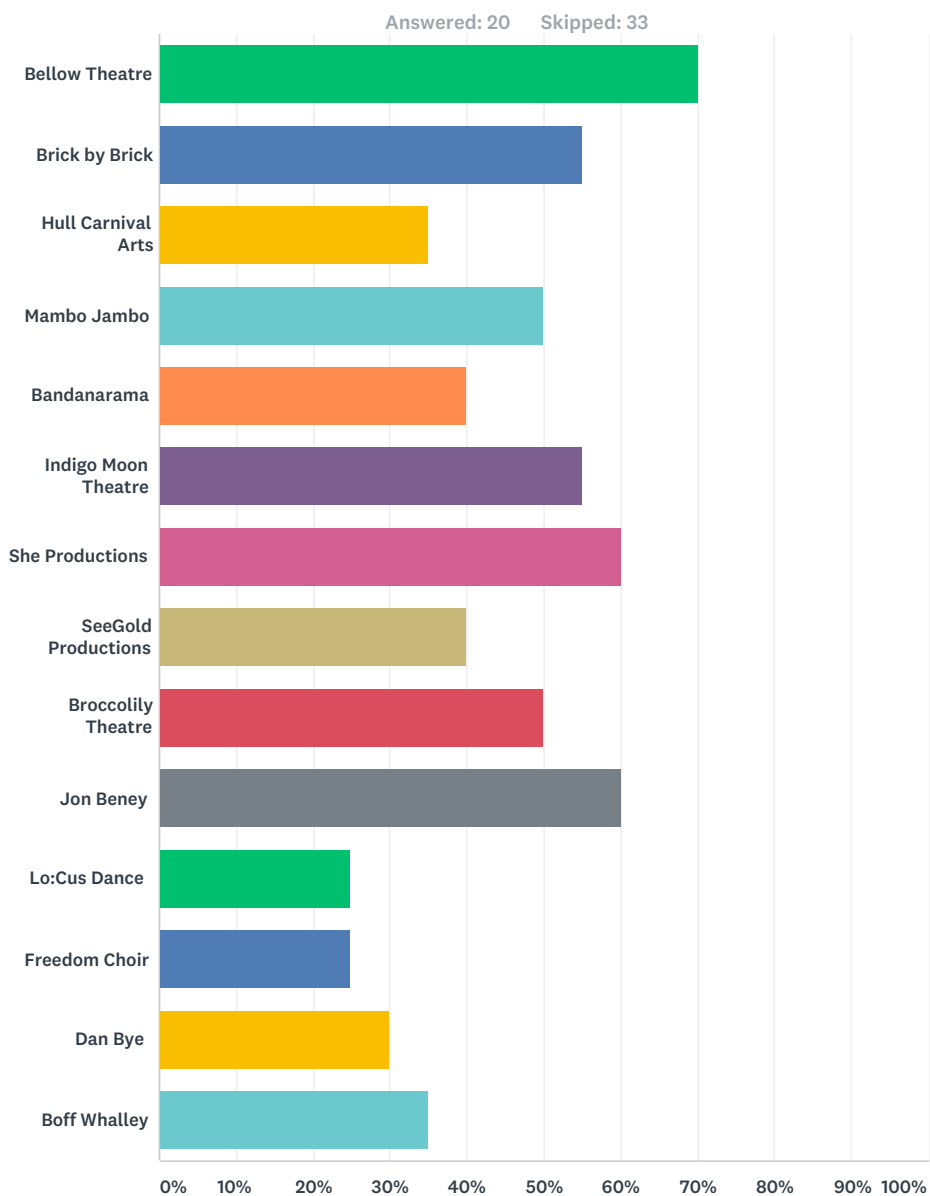
Answer Choices	Responses	Count
Under 6 years	0.00%	0
6-10 years	0.00%	0
11-15 years	0.00%	0
16-17 years	0.00%	0
18-19 years	0.00%	0
20-24 years	5.77%	3
25-29 years	1.92%	1
30-34 years	9.62%	5
35-39 years	11.54%	6
40-44 years	11.54%	6
45-49 years	13.46%	7
50-54 years	5.77%	3
55-59 years	13.46%	7
60-64 years	13.46%	7
65-69 years	9.62%	5
70-74 years	3.85%	2
75+ years	0.00%	0
Prefer not to say	0.00%	0
Total		52

Q12. Including yourself, how many people were there in the group in each of the following age categories?

Answered: 47 Skipped: 6

Answer Choices	Responses	
0-2 years	10.64%	5
3-5 years	8.51%	4
6-10 years	12.77%	6
11-15 years	8.51%	4
16-17 years	4.26%	2
18-19 years	4.26%	2
20-24 years	17.02%	8
25-29 years	21.28%	10
30-34 years	21.28%	10
35-39 years	27.66%	13
40-44 years	19.15%	9
45-49 years	17.02%	8
50-54 years	25.53%	12
55-59 years	23.40%	11
60-64 years	34.04%	16
65-69 years	14.89%	7
70-74 years	14.89%	7
75+ years	4.26%	2

Q13. Would you like to be added to the mailing list for any of the theatre companies that took part in Assemble Fest/Our Street Our Stage?



Answer Choices	Responses	Count
Bellow Theatre	70.00%	14
Brick by Brick	55.00%	11
Hull Carnival Arts	35.00%	7
Mambo Jambo	50.00%	10
Bandanarama	40.00%	8
Indigo Moon Theatre	55.00%	11
She Productions	60.00%	12
SeeGold Productions	40.00%	8
Broccolily Theatre	50.00%	10
Jon Beney	60.00%	12
Lo:Cus Dance	25.00%	5
Freedom Choir	25.00%	5
Dan Bye	30.00%	6
Boff Whalley	35.00%	7
Total Respondents: 20		

ASSEMBLE FEST

PERFORMANCE WHERE YOU LEAST EXPECT IT

GET IN TOUCH

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