

ASSEMBLE FEST

PERFORMANCE WHERE YOU LEAST EXPECT IT

2016 EVALUATION PACK

'...sometimes it's the less flashy,
local initiatives that really celebrate
home-grown talent.'

The Guardian

'Assemble Fest is a prime example
of why Hull won the bid to become
City of Culture in 2017.'

Martin Green, CEO, Hull 2017



#assemblefest2016

www.assemblefest.co.uk



[View the festival programme](#)

BOX OFFICE

This year, Assemble Fest had fierce competition from numerous cultural events, especially the newly launched HU5 Festival and Hull City going to Wembley. In spite of this, the day went extremely well and Newland Avenue was buzzing with life. Though the total capacity filled was less compared to previous years, we also have to take into account the experimental nature of some shows, namely the 30 performances that took place inside moving taxis. Overall, we're very pleased with the result.

	2014	2015	2016
Presale comps	36	28	56
Presale single tickets	149	218	203
Presale special offer	0	25	0
Presale full day ticket	47	58	69
Tickets sold on the door	197	202	103
Total number of tickets issued	664	763	710
Total original festival capacity	621	812	795
Total capacity filled	107%	94%	89%
Number of ticketed shows	28	20	60
Average price (single ticket)	£2.67	£2.58	£3.05
Average box office taking per show	£59.84	£94.85	£83.02
Total box office takings	£1,675.50	£1,897.00	£1,992.50
Presale box office	£986.00	£1,291.00	£1580.50
On the day box office	£689.50	£606.00	£412.00

DATA CAPTURE

Following the 2014 festival, we had gathered just under 250 email addresses from people who had bought tickets and/or signed up to receive digital communications. Today, our database has over 750 contacts, with an average open rate of 34% (according to MailChimp, this is 10% above the industry average).

Our 2016 feedback survey brought the following information to light:

100% of respondents rated the festival's value money 4 or 5 out of 5

100% of respondents rated the festival's organisation 4 or 5 out of 5

90% of respondents rated the festival's quality 4 or 5 out of 5

100% of respondents said they will attend Assemble Fest 2017

Play in a taxi is a new direction for theatre company

By Hull Daily Mail | Posted: April 21, 2016

By Tareq Haddad

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0 COMMENTS > 0 SHARES



BACK-SEAT DRIVERS: From left, Six-Five Cars owner Mark Fleming with Lydia Marchant and Rich Sutherland, of Assemble Fest. Picture: Darren Casey

Read the full article:

www.hulldailymail.co.uk/play-taxi-new-direction-theatre-company/story-29147852-detail/story.html

Comments (0)

A GRIPPING theatre performance makes its audience feel right in the heart of the drama.

But this year's Assemble Fest in the Avenues has cranked this idea up a gear.

Dragon slayers - fantasy role-playing for Hull's Assemble Fest

By Hull Daily Mail | Posted: May 17, 2016

By Will Ramsey

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Dungeon Masters - Pub Corners Poets

Read the full article:

www.hulldailymail.co.uk/assemble-fest/story-29285165-detail/story.html

You might find yourself slaying a dragon, or meeting the troll that lives under Newland Avenue bridge.

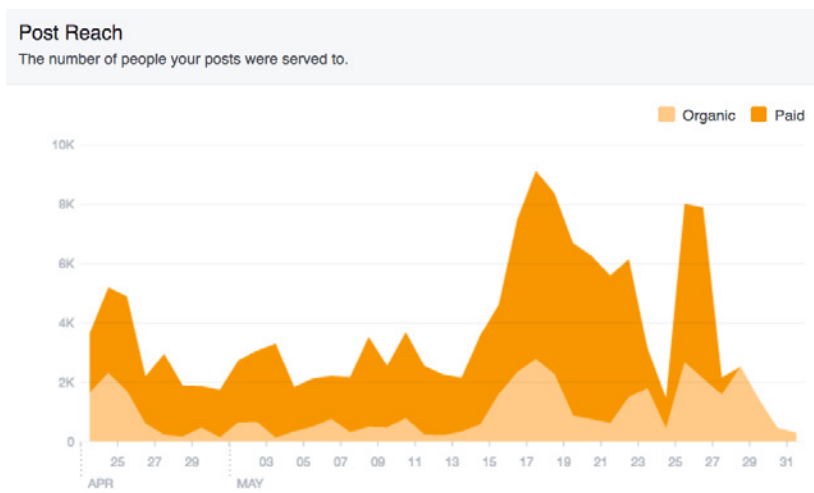
Slightly less magically, there could be a quest to get some more washing up liquid – with the support of a knight dressed in a cape made out of crisp bags.

SOCIAL MEDIA

Followers	June 2014	June 2015	June 2016
Facebook	760	1,230	1,537
Twitter	563	1,107	1,541
Instagram	191	396	617

Facebook

The graph below shows the importance of social media advertising, which helped to spread the word, grow the brand, and ultimately sell tickets for what was already an incredibly busy day in the Hull calendar (HU1 Festival, Wembley, rugby matches etc).



Twitter

During the 31-day period leading up to the festival, our Twitter channel earned 1.9K impressions per day. The event day itself saw a large leap in engagement, as the graphs on the right show.

Engagements

Showing 31 days with daily frequency

ENGAGEMENT RATE

1.6%

May 28
2.8% engagement rate



LINK CLICKS

198

May 28
21 link clicks



On average, you earned **6 link clicks** per day

RETWEETS

220

May 28
59 Retweets



On average, you earned **7 Retweets** per day

LIKES

195

May 28
57 likes



On average, you earned **6 likes** per day

REPLIES

32

May 28
15 replies



On average, you earned **1 replies** per day

BROCCOLILY THEATRE

"We've really enjoyed being part of Assemble Fest. We loved being part of a group of artists working in the city, who were all in conversation with each other. The support from the Assemble Fest team was great at all times. And just being given the opportunity to create a funded show was invaluable. The positive parameters of the festival format were great for our creative thinking as a company."



@Broccolilyuk



Broccolily Theatre

BELLOW THEATRE

"Overall we were really happy with the outcome of our production, we felt it allowed us to try out lots of new techniques and really enjoyed our interaction with the audience and the festival itself on the day. Management and support all day were fantastic, and we didn't find any hiccups."



MIDDLE CHILD

"The festival is truly inclusive, taking theatre to the community in exciting and non-patronising ways and carrying out vital work in engaging new audiences in Hull. It feels that a belief in artists is put at the core of the festivals and at no time did we feel as though our ideas or ability to deliver were doubted. Assemble Fest is a fantastic vehicle for companies to make fantastic work."



@MiddleChildHull



Middle Child

THE PUB CORNER POETS

"Overall our company had a great time and we feel we maximised on the opportunity. We also feel there is more to our project and would love to explore that too."



@PubCornerPoets



The Pub Corner Poets

THE ROARING GIRLS

"We love the festival. The day itself has a great atmosphere, and continues to be an exciting event. The opportunity to perform in an unusual venue and to connect with the local audience in such an intimate and informal way is wonderful, and something we feel aligns perfectly with our aims as a company. The support the festival provides throughout the process (mentorship, workshops, and a network of other companies) is also a huge appeal, as it has helped us to develop our work, and to evolve and challenge ourselves as a company."



@TheRoaringGirls



The Roaring Girls

THEATRE ON THE EDGE

"We received good communication via email from Madeleine, Jose, Mungo and Richard, which prompted us to meet deadlines and perform tasks like writing risk assessments on time. Useful meetings were arranged with Recycling Unlimited and Mungo and we were advised about invoicing in good time. Information was given out during workshops by Madeleine, making aims and objectives clear and keeping us informed about practicalities. Marketing was first class using social media and conventional media - giving the company good coverage in the programme etc. Support was friendly, down to earth and first class."



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, Punch and Judy, and much more.



FEEDBACK: MENTORS

Henrietta Duckworth - Executive Producer, Hull City of Culture 2017

"Animation on the street was great - much stronger than last year - festival spirit was present. The animals were a perfect choice to suit the quirkiness of Assemble - while the Gorgeous Girls were fascinating. Good audiences at all performances. Most performances I attended were well sold and some sold out."

Iain Bloomfield - Artistic Director, Theatre in the Mill

"This year's festival felt like a marked improvement in standards of commissions on last year, there was simply nothing that I didn't take pleasure in. The whole day was extremely well organised - staff were helpful, clear and friendly, shops reported a significant increase in sales and both maps and signage were very easily accessible."

Mikey Martins - Artistic Director, Freedom Festival

"Excellent concept and use of taxis. Very good acting and believable presence. Overall I really enjoyed this piece and the way it was set, would have liked to have seen more."

Hannah Butterfield - Theatremaker

"I found the day to be a real delight - evocative, funny, moving, clever... and I have to say the most organised, visible and accessible festival of this scale I have ever attended."

Jane Fallowfield - Director and dramaturg

"What a great day! Delighted to have played a small part in it."

Alan Lane - Artistic Director, Slung Low

"Assemble Fest in Hull remains vibrant, local, innovative and fun. A model worth paying attention to. Well done all."

FEEDBACK: NEWLAND AVENUE TRADERS

When asked for feedback from 24 traders, we received the following insight:

71% agreed that sales were up on the day

68% said they welcomed new customers

92% agreed that the festival is good for traders

94% want to be actively involved again

In terms of festival development, the data also sways toward traders preferring the street to remain open, although closing a small portion would be generally accepted.



Nick Goodman - Joshua Tree

"We had increased footfall and a lot of new customers. I'm sure we have had people come back to the shop."

Will Chalk - The Hull Pie

"We noticed increased business in general. We had numerous people asking about the poems cards and gave a lot out."

Lydia Coyle - Lydia's CakeAway

"It definitely increased sales and footfall and we have seen some visitors return after Assemble Fest."

Mark Wilson - Café One 11

"Footfall, customers' mood and sales were all up compared to normal Saturdays, and festival staff engagement was brilliant."

Janey Turner - Zoo Café

"The festival was expertly run! We were kept fully informed and supported. We had increased footfall, took extra money and I think we have new customers too. I was really pleased it happened because there were a lot of other events in Hull on the day - Springboard, HU1 Festival, Wembley etc."

Shaun Magee - Newland Pets and Gardens

"100% excellent day."

ASSEMBLE FEST

PERFORMANCE WHERE YOU LEAST EXPECT IT

GET IN TOUCH

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[#assemblefest2016](https://twitter.com/assemblefest2016)

www.assemblefest.co.uk