



**LOTTERY FUNDED**

Appendix 2

# **GPS-READING PLACE OF CULTURE UPDATE - OCTOBER 2018**

# RESEARCH AND EVALUATION



1. Whitley Researchers
2. Young Researchers at JMA
3. Participatory Research:
  - Well being
  - Perceptions
  - and barriers of arts, culture and heritage in Reading, with impact on wellness and civic pride





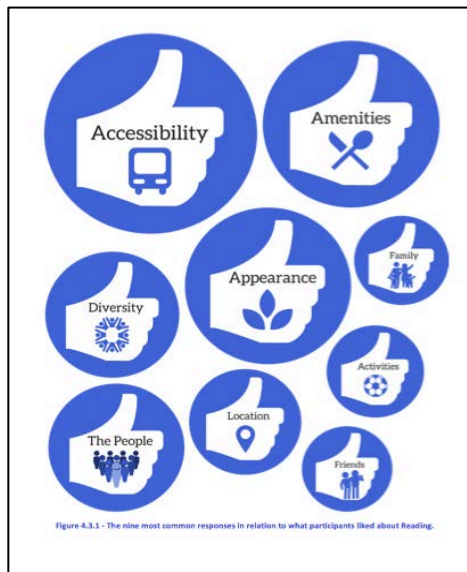
# RESEARCH AND EVALUATION



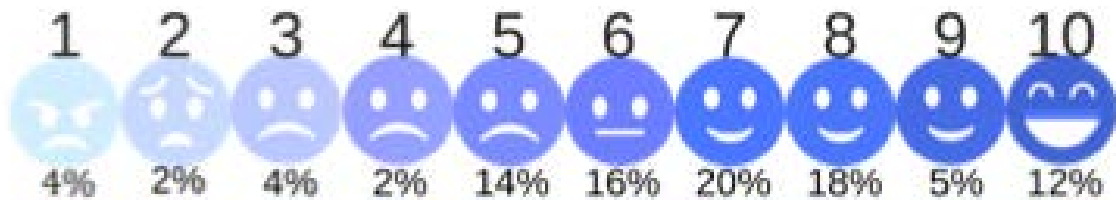
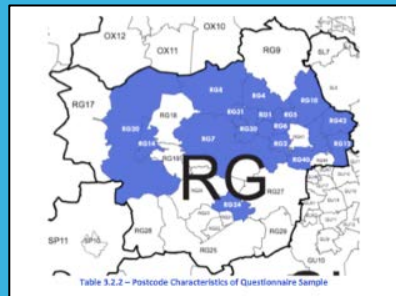
# INVESTIGATING PERCEPTIONS AND BARRIERS OF ARTS, CULTURE AND HERITAGE IN READING, WITH IMPACT ON WELLNESS AND CIVIC PRIDE

236 face to face questionnaires (mini-interviews):

- Current perceptions
- Well being and cultural practices
- Barriers to engagement
- Place



Barrier (in order of importance)	% respondents affected
Time	33%
Money	29%
Find it difficult to hear about events	28%
Travel	14%
Nothing on that interests me	8%
Unable to access care for dependents	6%
Poor health (mental or physical)	6%

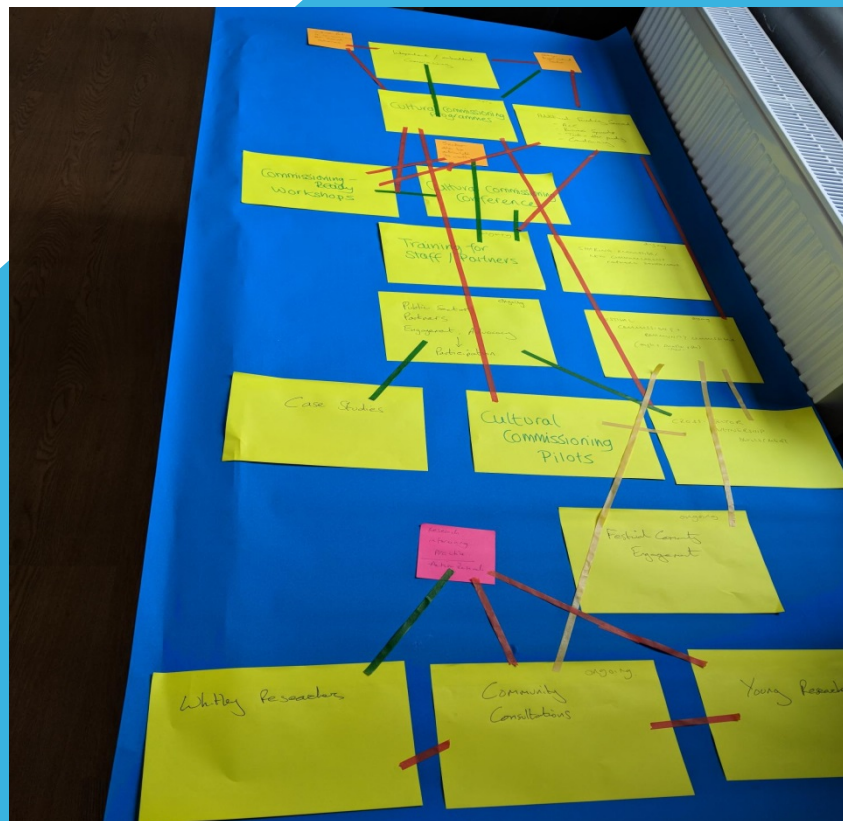




# CULTURAL OUTREACH PROGRAMME FOR TARGETED COMMUNITIES

## Research and Consultations

- Over 200 individuals consulted
- Desk research
- Exploration of existing commissioning relationships
- Leading to good practice and priority building workshops
- Contributed to the writing of year 1 Cultural Commissioning Specification



# CULTURAL OUTREACH PROGRAMME FOR TARGETED COMMUNITIES



## **Cultural Commissioning Programme:**

- Robust procurement process developed
- 11 applications
- 3 programmes commissioned
- Creative Employment pilot also commissioned
- Stories of Change completed and action research begins

# READING-ON THAMES FESTIVAL

- 11 days: 6-16 September 2018 an increase of 37% from 2017
- 69 events, 24 different venues an increase of 176% from 2017
- Over 138 artists and cultural organisations took part an increase of 590% from 2017
- Most events sold out / full, with audience attending events = 8500+ an increase of 6.5% from 2017





# READING-ON THAMES FESTIVAL

- High Calibre programme with internationally acclaimed artists presenting in Reading for the first time including *Cirque Bijou*, *In Place of War*, *GRRL*, *Theodore Zeldin*, *London Short Film Festival*, *BFI London Film Festival Short film programme director*, *London Mozart Players*.
  - 19 new artistic commissions an increase of 72% from 2017





# READING-ON THAMES FESTIVAL



- Over 40% of programme delivered by home grown organisations.
- Ticketing strategy provided heavily subsidised ticketing of 50% reductions for low income audiences.
- Over 600 free tickets provided for local community groups audiences.

# READING-ON THAMES FESTIVAL



**Reading UK Festival survey – data is in train with final evaluation due late October, key headlines:**

- + 98% felt the festival represented a high-quality arts, culture and heritage added to Reading's reputation
- + 21% of audiences were visiting audiences from outside of Berkshire, including visitors from London, Oxford, Hampshire and international visitors representing 3% (Canada, Netherlands, Hungary, France.)
- + 64% new audiences/ had not visited or heard of the festival previously
- + 58% of local audiences felt proud to live in Reading with 87% of audiences believing festival increased pride in Reading.



# READING-ON THAMES FESTIVAL



## Reading community and cultural networks, and Stakeholder / partnership engagement

- New relationships developed with prestigious trusts and foundations and individuals including PRS Foundation and The High Sheriff of Berkshire;
- Reading Buses provided heavily subsidised transport to Cirque Bijou outdoor event
- Broad Street Mall provided in kind digital outdoor screen support



# ECONOMIC DEVELOPMENT AND BUSINESS ENGAGEMENT



- £24,000 private sector income
- High Sheriff network meeting
- Reading Relocation Guide
- Reading Economic Forum
- Local businesses - spaces in a new light as spaces open to arts and cultural events, e.g. The Oracle Riverside.

