Marine Parade's Parade

Counting What Counts / Insights Report

03 October 2020   Festival   Combined arts   Lee-on-the-Solent   Attendance: 100

Creative Intentions

This parade incorporated young people from the local area displaying their visual artworks via a parade of movement. The pieces of visual art were inspired by Lee-on-the-Solent's connections with the navy and aviation. The most important factor of this parade was that it would prompt feelings of pride in the local area and the community. We want people to feel connected through their shared location and to enjoy the experience.

Responses

Dimension Outcomes

Dimension Averages

These are radar charts. Each corner of the chart represents a dimension, and each dot represents the average result for that dimension. A similar shaped chart indicates a similar set of dimensions results across each respondent group. Note: only dimensions shared across all respondent groups are shown in these charts.
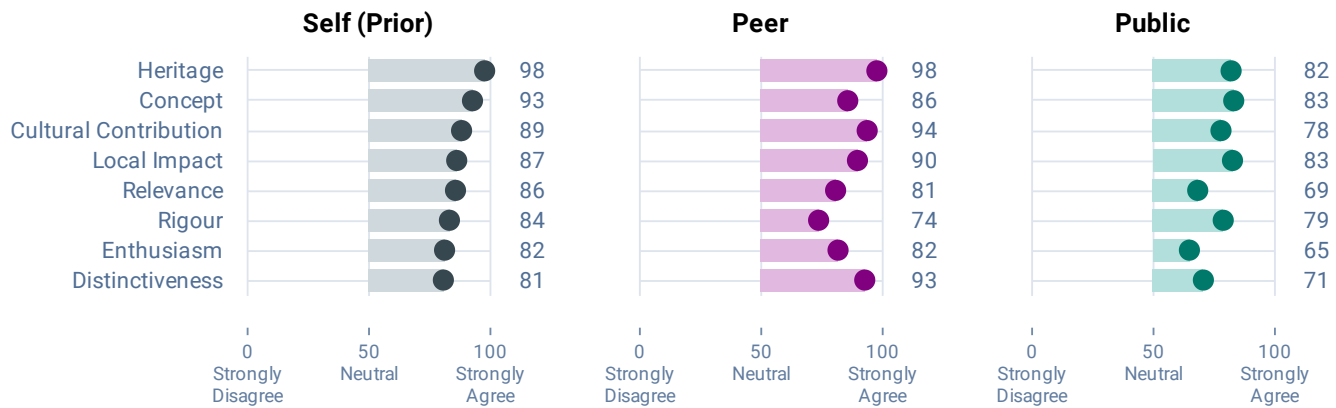
Self (Prior)   Peer   Public
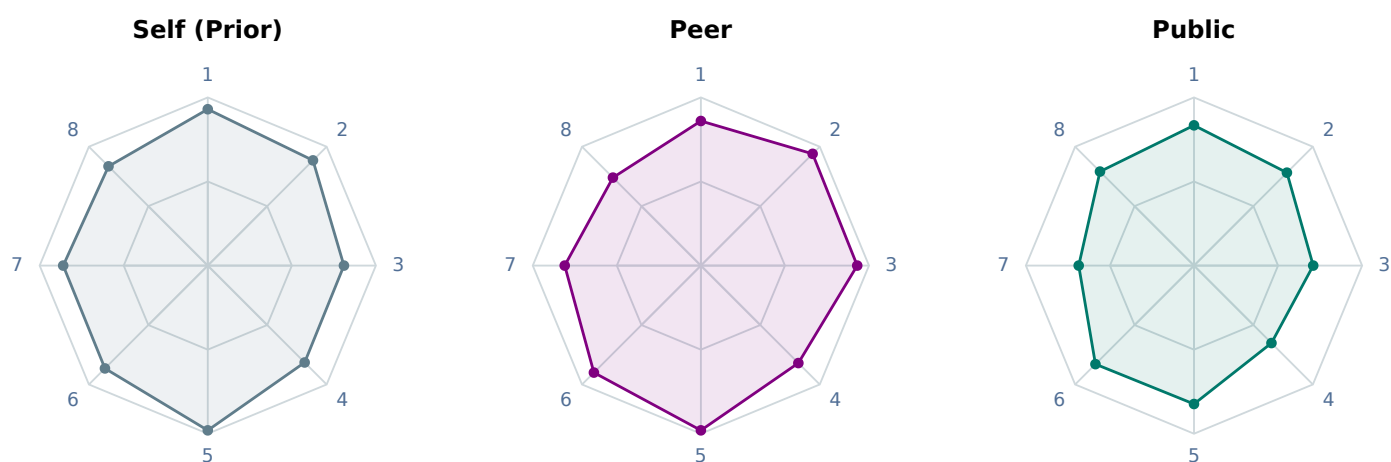
Shared Dimensions

1. **Concept:** It was an interesting idea
2. **Cultural Contribution:** It provides an important addition to the cultural life of the area
3. **Distinctiveness:** It was different from things I've experienced before
4. **Enthusiasm:** I would come to something like this again
5. **Heritage:** It made me feel connected to a shared history/culture
6. **Local Impact:** It's important that it's happening here
7. **Relevance:** It had something to say about the world in which we live
8. **Rigour:** It was well thought through and put together

These dimensions comprise the mandatory dimensions for Creative People and Places delivering events and a couple of self-selected dimensions: Heritage and Concept.

Intention vs Outcome

This chart shows self prior, peer and public averages. Dimensions are ordered from highest to lowest self prior. No line means that dimension was not asked of that respondent group.

Self (Prior)

Dimension	Score
Heritage	98
Concept	93
Cultural Contribution	89
Local Impact	87
Relevance	86
Rigour	84
Enthusiasm	82
Distinctiveness	81

Peer

Score
98
86
94
90
81
74
82
93

Public

Score
82
83
78
83
69
79
65
71

0 Strongly Disagree — 50 Neutral — 100 Strongly Agree

We were much more closely aligned with this evaluation than our others, which is pleasing as it shows that we were more 'in-tune' with the audience. However, there are still a few instances of where there are sizable differences between self-assessors' intentions and the public's experiences: Concept, Heritage, Relevance. Concept and Heritage are dimensions we chose to add to the survey as we felt they were both important to the success of the event. We are pleased to see that Local Impact is the highest scoring dimension, and that Cultural Contribution is not far behind. These are both important aspects of this event. However, we would have liked to have seen Heritage to score higher, as this dimension considers the connection between people, due to this heritage. We would like to foster this connection more in future activities. However, overall, we are pleased with the high scores of this event.

We are very pleased with the high scores provided by the peer reviewers. There is also some successful alignment between the self assessors' expectations and peer reviewers' experiences.
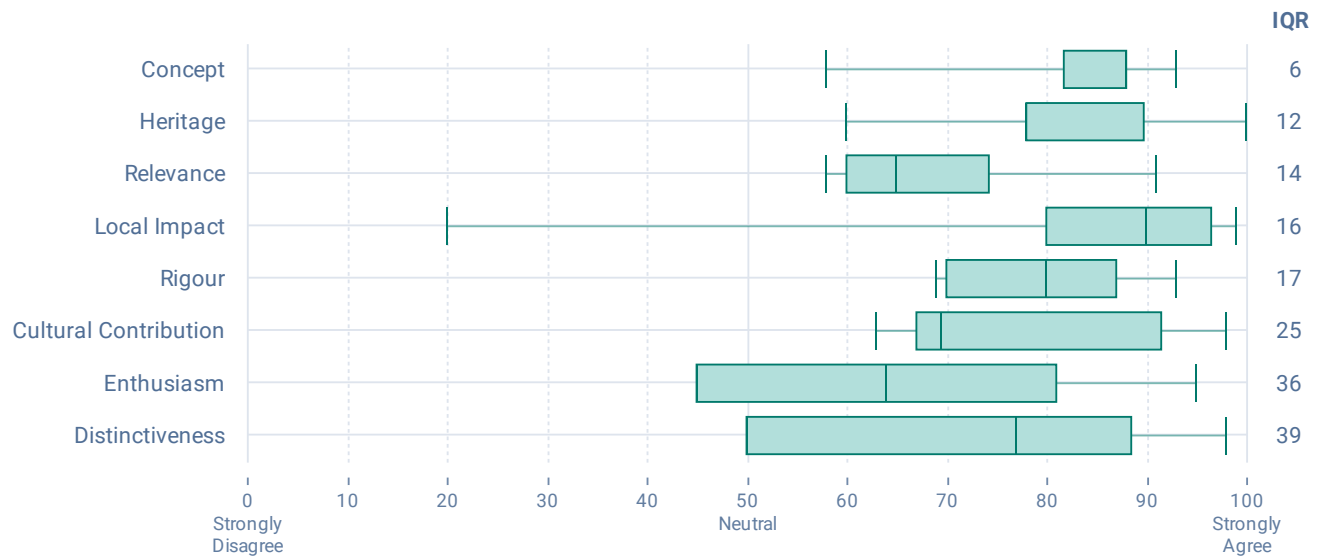
Margin of error Public

This table shows the margin of error for each of the public dimensions. The confidence interval indicates the range where the true average might lie if 100% of the audience was sampled.

Dimension	Responses	Average	Confidence Interval	Margin of Error
Concept	14	84	80 − 89	5%
Cultural Contribution	15	81	75 − 87	8%
Distinctiveness	15	74	65 − 82	12%
Enthusiasm	15	68	60 − 77	13%
Heritage	14	85	79 − 90	7%
Local Impact	14	84	74 − 94	12%
Relevance	15	72	66 − 77	8%
Rigour	14	79	75 − 84	6%

Public Response

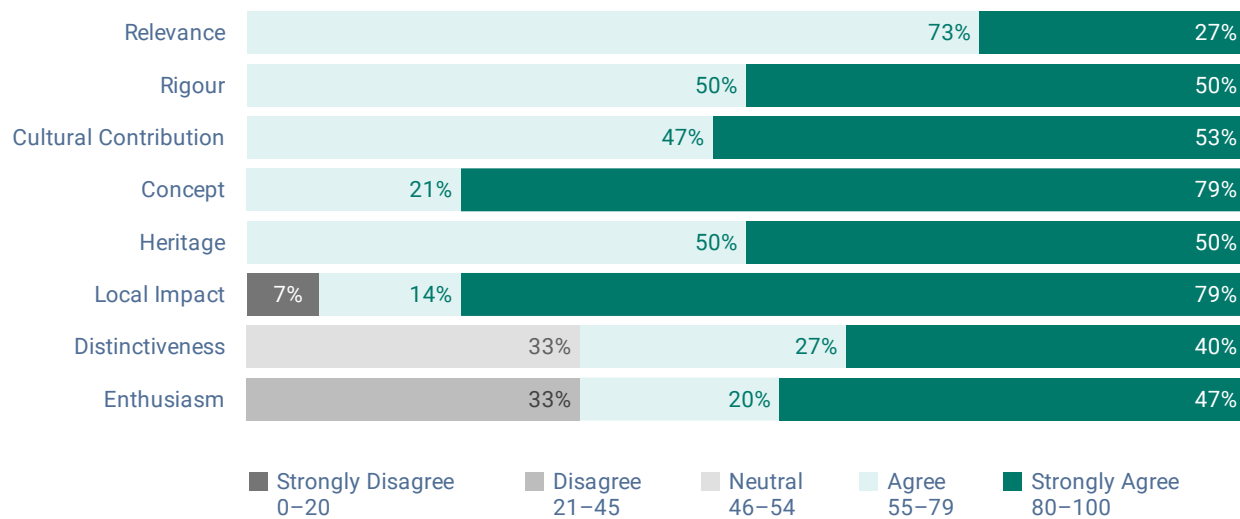## Variation in public score Public

This chart is a box plot. The vertical line shows the median public score. The green bar shows the interquartile range. The middle 50% of public responses lie within this range.

Dimension	IQR
Concept	6
Heritage	12
Relevance	14
Local Impact	16
Rigour	17
Cultural Contribution	25
Enthusiasm	36
Distinctiveness	39

0 — Strongly Disagree
50 — Neutral
100 — Strongly Agree

It is useful to see the data presented this way as we can understand that there is a big outlier on Local Impact at 20, when the majority of responses are between 80 and 96 (approx.). This helps us to understand that the mean average result will have been affected. The large IQRs for Enthusiasm and Distinctiveness are interesting as they imply a divided audience. As it is, they're split mainly between neutral and agree, but it is worth thinking about. We are happy for the Distinctiveness dimension results to be split, as this shows that we are reaching audiences of different exposure to similar works, and this aligns with our aim to reach people who believe that art and culture 'is not for them'. However, we would like to investigate the large IQR for Enthusiasm further. We would hope that there would be a small IQR for this dimension and we will explore other answers and the raw data to see if we can understand the reason for this division.
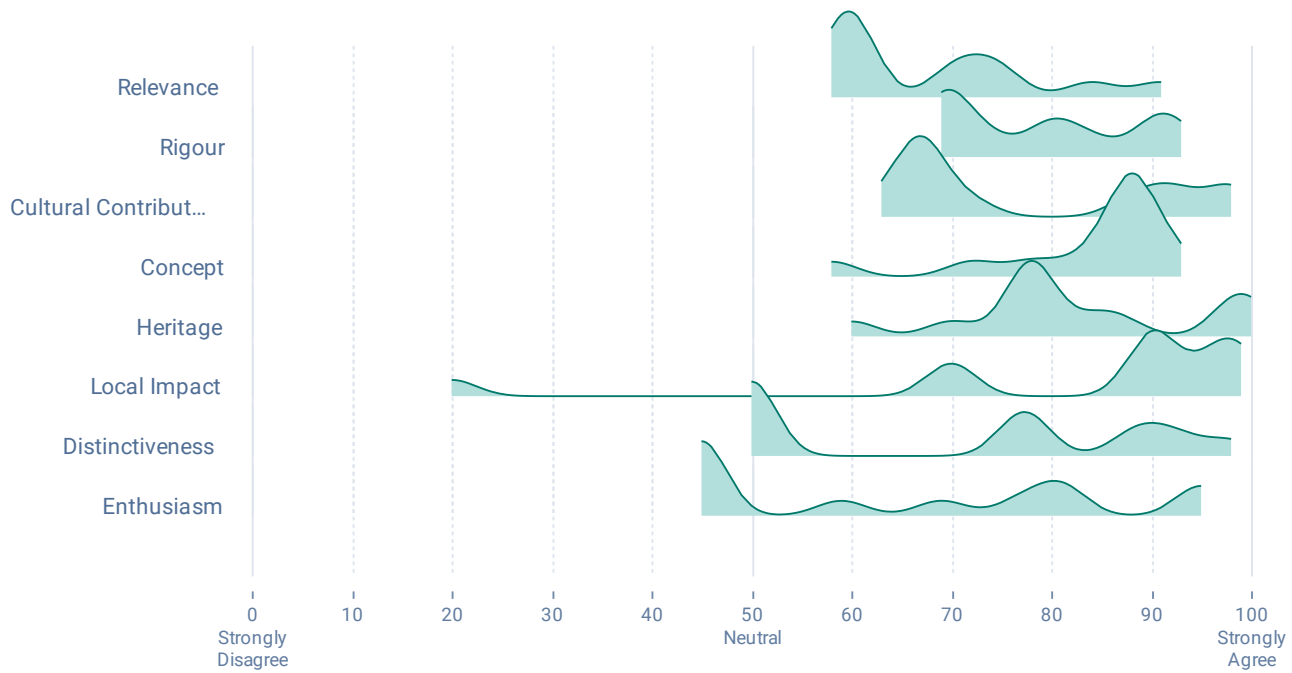
Stacked level of agreement Public

This is a stacked bar chart. It shows the % of public responses which fall within a given range. Each range is represented by the different coloured bars with labels below.

Dimension	Strongly Disagree 0–20	Disagree 21–45	Neutral 46–54	Agree 55–79	Strongly Agree 80–100
Relevance				73%	27%
Rigour				50%	50%
Cultural Contribution				47%	53%
Concept				21%	79%
Heritage				50%	50%
Local Impact	7%			14%	79%
Distinctiveness			33%	27%	40%
Enthusiasm		33%		20%	47%

Response Distributions Public

These distributions offer a more in-depth look at how the public varied in their opinions. The taller the line at any given point, the larger proportion of the public respondents who gave that response. A single large peak indicates most people agreed. Multiple peaks indicate that there were varied opinions amongst the public respondents.
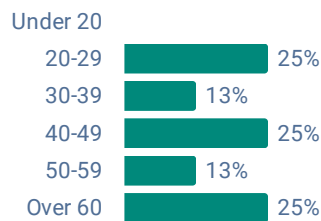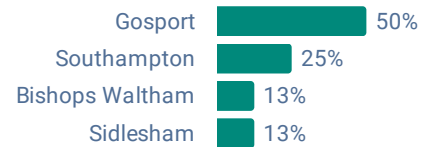

Relevance
Rigour
Cultural Contribut…
Concept
Heritage
Local Impact
Distinctiveness
Enthusiasm

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

Strongly Disagree   Neutral   Strongly Agree

Public Demographics

Gender

Male	14%
Female	71%
In another way	14%

Age

Under 20	
20-29	25%
30-39	13%
40-49	25%
50-59	13%
Over 60	25%

Location

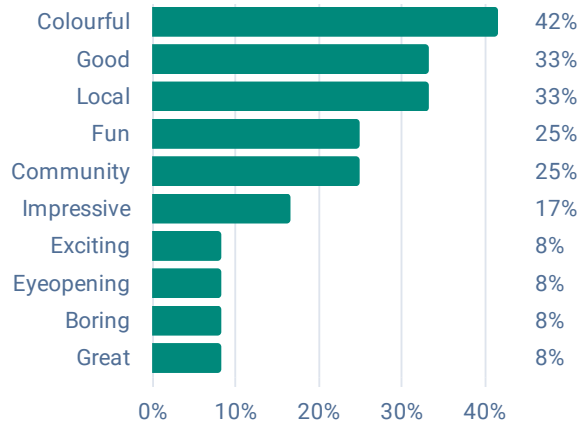|	
Gosport	50%
Southampton	25%
Bishops Waltham	13%
Sidlesham	13%

We are very pleased to see that the majority of respondents were local to the Parade. There is also a nice spread of ages. Next time, we will try to encourage younger attendees (aged under 20) to respond. We will think about how we can incentivise them to complete surveys.

Public Survey

Please write three words to describe your experience

Word	Percentage
Colourful	42%
Good	33%
Local	33%
Fun	25%
Community	25%
Impressive	17%
Exciting	8%
Eyeopening	8%
Boring	8%
Great	8%

Responses: 12

We really like that the most frequently used word by members of the public was 'colourful', as experience of colour can be considered uplifting.

How did you get to Marine Parade?

Mode	Percentage
Walk	64%
Bicycle	9%
Bus	9%
Car	9%
Train then walk	9%
Motorbike	
Taxi	
Other	
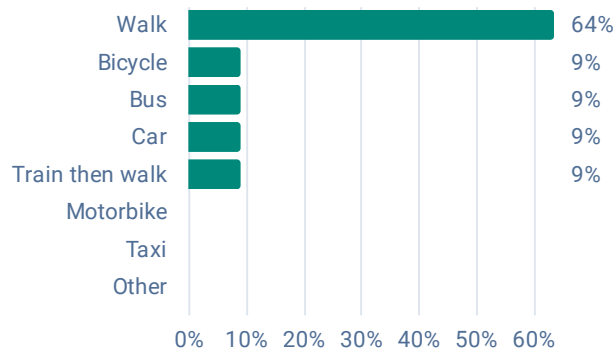
Responses: 11

The fact that the majority of respondents walked to the parade indicates that they are local. We are pleased to see that this event attracted people nearby and also that no respondents drove to the parade; as an organisation, we are thinking about how to improve our environmental impact.

Insights

We feel that this evaluation has been really insightful. We will continue to engage more with peer reviewers and intend on exploring more possible question additions, dependent on the work being evaluated. We feel that combining the required questions with our own additions helps to give us more tailored insight, specific to our organisation.

Since we carried out this evaluation, we have learned of other dimensions and the newly developed question banks. We will therefore explore the complete set of inbuilt questions so that we can tailor future evaluations further, ensuring that they align with our organisation's purpose statement and the aims of each event.

Over time, we hope to build a comprehensive picture of our impact as an organisation and to focus our programming to ensure that our organisation's purpose is at the centre of all we do.

For reference, organisation's purpose:

CWC uses bodily movement to connect people to their local area and to each other. We aim to introduce dance, a creative form of bodily movement, to people that may believe it 'is not for them' and to encourage self-expression through the medium of dance, movement and interesting experiences.