

## Creative People and Places postcode analysis 2020 - 2021

As part of the national evaluation of CPP, Arts Council England have commissioned The Audience Agency to provide Audience Spectrum and Mosaic profiles of project participants - the people who see, hear and take part in the events and activities you are delivering.

This work has been carried out for each year of CPP activity so far and has been instrumental in helping show the success of the project and highlighting the activity which has led to this success.

**N.B existing and extension fund CPPs:** Previously this work was carried out according to calendar year, however from 2020 - 2021 this will now be aligned with the financial year.

### What we're asking you to do

We need you to send us **postcodes of as many of your participants as possible** for activity in the financial year of April 2020 - March 2021. By participants, we mean people who have had an interaction with the programme (i.e. not people who have only signed up to a mailing list). Postcodes could come from questionnaires or feedback cards you have used, from the ticket booking process, or they may have been collected for this specific purpose. The submission process is very simple; just paste all your postcodes into a spreadsheet at the end of the financial year and send it to us.

For each event for which you're providing postcodes, we also need to know the **number of participants at that event** (or an estimate if you don't have an exact number to hand). Finally, we also need to know the **total number of participants** your activity reached during the financial year. We'll provide you with a simple form through which to submit this data.

### Guidelines for submitting postcodes

#### Representativeness

In order for your profile to be as accurate as possible, try and ensure the postcodes you submit are representative of your whole audience. This means considering your entire range of activities, collecting data throughout the year, and covering all sorts of participants.

#### Using the template

We will send you a template Excel spreadsheet in advance of the submission window.

### Postcodes

Please paste your postcode data into this sheet. We require **full postcodes** - not just the first part (e.g. SE1) or the postal sector (e.g. SE1 3). For each postcode, we also need to know the **event/activity at which it was collected** and the event date.

Please submit every postcode that you have collected at each event. For the purposes of this analysis include all multiple attendances rather than grouping in series as we are seeking to understand the data at an event level.

Where possible, use the same event names that you have used on your quarterly progress report form and use the date format dd/mm/yyyy.

### Participant figures

By participants, we mean people who have had an interaction with the programme (i.e. not people who have only signed up to a mailing list or digital audiences).

For each event for which you're providing postcodes, we also need to know the **number of participants at that event** (or an estimate if you don't have an exact number to hand). Please enter this information on the 'Events' tab.

Finally, we also need to know the **total number of participants** your CPP activity reached during the financial year. This number may be larger than the combined total of for the events postcodes were collected at, if you didn't collect postcodes at all events. Please enter this number where indicated at the top of the 'Events' tab.

**N.B extension fund CPPs:** when submitting the above data, you will also need identify whether a postcode, event or participant figure relates to your original project area or your extension project area. Your data collection spreadsheet will contain an additional column to record this information.

### **What you'll get in return**

In April 2020 you'll receive a **population profile**, which tells you about the Audience Spectrum and Mosaic profile of your local population (i.e. people who live in your project area).

After submitting your completed data collection spreadsheet, including the total number of participants, you will receive an **Audience Spectrum profile** of your participants, compared to your local population. This will enable you to understand the underlying arts and cultural

behaviours, attitudes and preferences of your audience, and how this compares to the wider population.

You will also receive a **Mosaic profile** for these participants, which will describe your audience in terms beyond arts and culture, such as employment, family status, marketing preferences and other leisure choices.

Extension projects will receive three participant profiles comparing their original project area, extension project area, and the two combined.

### Timings

There is a six week window for submitting postcodes which opens shortly after the end of the financial year. The timings for upcoming activity are as follows:

- Apr 2020 - March 2021: Postcode collection for activity in this period
- 1<sup>st</sup> Apr - 14<sup>th</sup> May 2021: Postcode submission
- June 2021: Place Profiling of 2020/21 postcodes

You're more than welcome to send your postcodes to us quarterly if you would find this helpful, however we won't analyse them until April 2021. Postcodes returned after the submission window closes (14<sup>th</sup> May 2021) may not be profiled or included in the national report.

We'll send you your participant profile report within **three weeks** of receiving your postcodes. This will compare your participants with the population of your local area, so you can see which types of participant your work is reaching (and who it's not.)

Please send your data to [peta.cooke@theaudienceagency.org](mailto:peta.cooke@theaudienceagency.org)

### The national analysis

Your postcodes will be added to the national analysis, which describes the audience for the national CPP programme and the extent to which target audiences have been reached. Just like your own reports, this will be produced for each financial year of activity. Only topline results and figures will be shared in this report; **individual postcodes will not be shared** at any point and will be held securely by The Audience Agency.

## Audience Spectrum and Mosaic

[Audience Spectrum](#) is a segmentation of the population based on people's cultural habits and preferences. There are 10 segments that have distinct profiles, with different demographics and levels of arts and cultural engagement. If you are familiar with Mosaic or ACORN, Audience Spectrum works in a similar way - you can use it to describe your audience in terms of their segments based on just a list of their postcodes. You can also use it to describe the population of the area in which your project is based in order to understand which segments your activities are reaching most effectively.

[Mosaic](#) is a segmentation of the population based on a wide variety of factors, including age, employment, home ownership, media preferences and other consumer and household data. There are 15 groups and 66 types, meaning you can understand your audience and local population in a lot of detail, and target specific sorts of individual or area. As with Audience Spectrum, all this insight is available from a list of your participants' postcodes.

## Extra options

You can order additional extras with your standard reports, either before or after you have received them from us. The following reports are all based on participant postcodes, but analysed in a different way. They would typically cost around £75-£150; get in touch with us if you'd like to discuss what these might be able to do for you.

- Location analysis - tables showing the number and percentage of participants per:
  - postal sector
  - postal district
  - postal area
  - local authority
- Distance analysis - average drive time, drive distance and straight line distance of all participants from the events they attended, overall and for each event.
- Mapping, either of participants or events - for example:
  - Pinpoint map, showing each participant/event as a dot on a map
  - Count map, showing the number of participants from each postal sector in your area
- A written summary of your profiles, picking out key figures, trends and comparisons from the analysis



- Comparisons with benchmarks - i.e. how similar are your participants to the 'average' audience in your area, or the 'average' visual arts audience?

### Contacts

If you have any questions, please contact Peta Cooke, Research Officer at The Audience Agency on 0207 3670 814 / [peta.cooke@theaudienceagency.org](mailto:peta.cooke@theaudienceagency.org).