

# AUDIENCE & PARTICIPATION REPORT

JANUARY 2018 –  
DECEMBER 2019





# WE'RE FUNDED BY ARTS COUNCIL ENGLAND TO ENABLE MORE PEOPLE IN NORTH KIRKLEES TO TAKE PART IN ARTS AND CULTURAL EVENTS AND ACTIVITIES.

IN THIS AREA, PARTICIPATION IS BELOW THE NATIONAL AVERAGE. HERE ARE SOME INTERESTING STATS FROM JANUARY 2018 TO DECEMBER 2019 ABOUT THE PEOPLE AND PLACES WHO HAVE BEEN PART OF CREATIVE SCENE.



people have been to see an event, show or festival presented by Creative Scene.

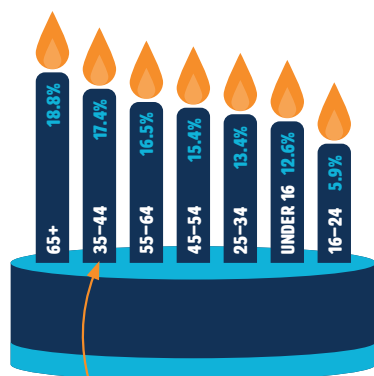


people have actively participated in events or activities by Creative Scene.



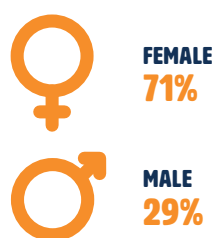
times our short films have been viewed on Facebook and YouTube.\*

## AGE



Our family shows tend to attract parents, playworkers and carers in the 35-44 age range.

## GENDER



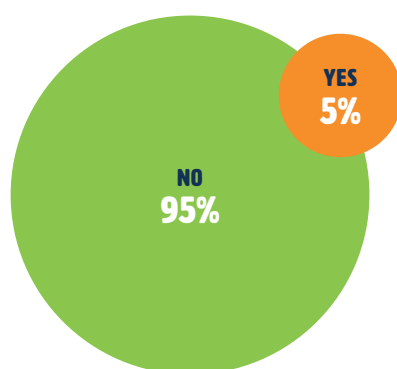
Our male audience members tend to come along to The Local, our series of shows in pubs and social clubs.

## ETHNICITY



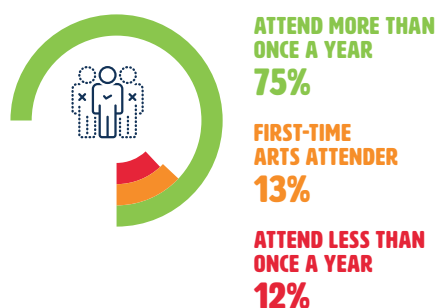
In Kirklees, 77% of residents are White British, with 15% from an Asian or Asian British background.

## DISABILITY



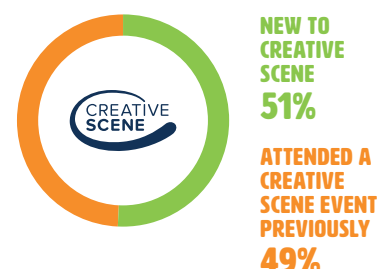
We don't have our own venue, we pop up in community centres, pubs and parks, and we try to make our events accessible for all.

## PREVIOUS ARTS ATTENDANCE



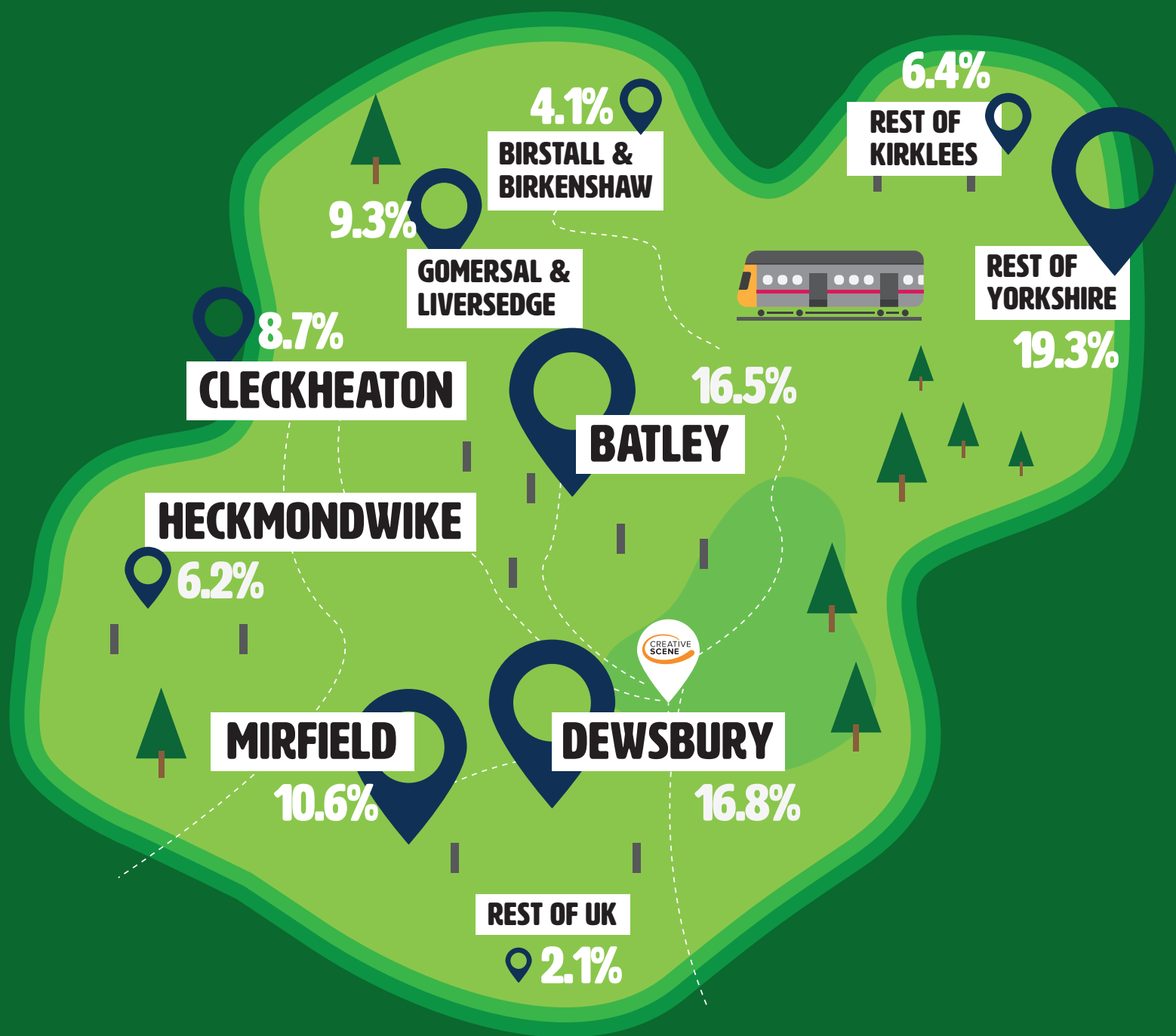
25% of our audience are classes as 'lesser engaged' – and we have some serious culture vultures with 17.2% of our audience attending an arts event more than once a month.

## COMING BACK FOR MORE



We're proud to have developed a regular audience for our work since 2014, with loyal audience members attending 3 or 4 times a year.

# 📍 WHERE ARE OUR AUDIENCES COMING FROM?



**72.2%**

**OF OUR AUDIENCE IS COMING FROM NORTH KIRKLEES.**

We are creating a more sustainable model to bring together different communities at our events – we're keen to appeal to medium to higher engaged audiences and those who have never attended before.

We've also been successful in drawing audiences from the neighbouring local areas – such as Leeds, Wakefield and Huddersfield – with experienced arts audiences coming to see work which they wouldn't otherwise get to see. This demonstrates we are building the profile of artistically excellent events, shows and festivals being programmed in our area.

# ON TOUR FAMILY

IMAGE CREDITS:  
TOP – MARK BICKERDIKE  
BOTTOM – ROGER MOODY

Over the past five years, we have built up a loyal audience of return bookers for On Tour Family – our strand of programming which allows families to get together to see family-friendly theatre on their doorstep, for a low cost. We have also started to build up a solid audience from outside North Kirklees, with families travelling from Huddersfield, Leeds and Wakefield to come and see our shows.

While attendance for On Tour Family can vary, we have noticed a rise in engagement and interest when we commission home-grown family-friendly shows, telling stories of our area on stage.

Rabbit Girl and the Search for Wonder was brought to life by 154 Collective, who spent time in local libraries speaking to families, and capturing stories from South Asian families living in North Kirklees. As a result of their engagement with our communities and commitment to magical storytelling, we had five sell-out performances.

We were also glad to see that 24% of our audience came from an Asian or Asian British background – compared to an average 10% attendance for previous On Tour Family shows.

**"I THINK IT BLEW MY KID'S MIND. IT WAS SUCH A NICE FAMILY EVENT AND IT WASN'T EXPENSIVE... OFTEN ARTS AND CULTURE DON'T REPRESENT ANYTHING FROM OUR OWN SUBCULTURE OR OUR RELIGION... IT WAS REALLY NICE TO HEAR A SOUTH ASIAN STORY WITHIN THAT. TO HAVE SOMETHING TO RELATE TO"**

**AUDIENCE MEMBER AT RABBIT GIRL AND THE SEARCH FOR WONDER**



# THE LOCAL

IMAGE CREDITS:  
TOP – MATT AUSTIN  
MIDDLE – FIELD&MCGLYNN  
BOTTOM – RAGGED EDGE

The Local is a series of cabaret-style shows that pop up in pubs, social clubs and community centres. Working with our network of venues and their punters, we are creating the opportunity for people to see professional theatre, on their doorstep, which discusses contemporary issues and themes.

We have a loyal following of audience members for The Local, who tend to be over 55 and have become repeat bookers.

In 2018–19, we hosted 11 shows as part of The Local included riotous rap retelling of the Luddite uprising Jeremiah, Milk Presents' JOAN, a radical retelling of Joan of Arc, and The Chef Show which starred the head chef from Lala's, a local curry house in Batley.

We're always looking to expand our venue network and to reach new audiences for The Local. When we ventured out to Hanging Heaton Cricket Club for the first time and brought Nick Ahad's The Chef Show to the club, 80% of our audience had never attended a Creative Scene event before.

**"WHAT A TREAT TO SEE SUCH HIGH-QUALITY RELEVANT THEATRE IN OUR LOCAL"**

**AUDIENCE MEMBER AT JEREMIAH**

**"A REAL INSIGHT – MADE ME REMEMBER WHY STRONG WOMEN ARE VITAL"**

**AUDIENCE MEMBER AT JOAN**





# FESTIVALS

We co-produce and co-commission with Batley Festival, HeckmondLIGHT and Cleckheaton Folk Festival to provide engagement and participation activities, and develop the capacity for marketing, evaluation and strategic development.

Festivals provide an ideal opportunity to widen people's opportunities to see high-quality outdoor arts and work commissioned around the identity of the town.

All the festivals draw a local and diverse audience, with audiences taking pride in the festivals being held in their area. The events and activities we co-produce and co-commission as part of the festivals are free, family-friendly and have hands-on creative activities which families can get stuck into.

We co-ordinate the engagement strand for each festival, which aims to get local people participating in the festival before it starts, making the local community's creativity part of the festival.

In 2019 at Cleckheaton Folk Festival, we created an opportunity for early career folk musicians to take part in a masterclass with Paul Sartin. Although a niche opportunity, five musicians from across West Yorkshire took part. All rated their experience 5/5 and some made valuable friendships with their peers.

**"IT BRINGS EVERYONE TOGETHER. ALL THE CULTURES FROM THE AREA COME BECAUSE EVERYONE IS HERE. YOUNG, OLD, CHILDREN, GRANDPARENTS"**  
BATLEY FESTIVAL ATTENDEE

**"I HAVEN'T SEEN ANYTHING LIKE THIS IN HECKMONDWIKE FOR YEARS... IT'S REALLY CHEERED ME UP"**  
HECKMONDLIGHT ATTENDEE



IMAGE CREDITS:  
TOP – MUFTI GAMES  
MIDDLE – MARK BICKERDIKE  
BOTTOM – NATHAN TOWERS

# COMMISSIONS

We create unique opportunities for communities to commission work that celebrates local heritage and identity.

In 2018, we staged Batley Variations at St Mary's Social Club in Batley, which saw 266 participants come together to produce a musical about their town, with all four performances selling out.

Being part of the production had a huge impact on participants' friendships, wellbeing and sense of belonging, and has led to some creative innovations by the people involved. One participant decided to give stand-up comedy a go, another kickstarted her career in community engagement and another started a local ukulele group for wellbeing.

Another commission was BLINK, an installation of five giant eyes in Dewsbury town centre, which audiences could interact with to see peace differently. BLINK was produced by young people from Dewsbury, who were part of a national cohort of young producers.

Advance tickets sold out, with 43% of the audience being new to Creative Scene. Our audience reflected the diversity of Kirklees, with 66.7% of the audience coming from a White British background, and 20.8% coming from an Asian/Asian British background.

BLINK had universal praise from audiences who experienced it, with many commenting on unusual it was to see something of that scale and quality in Dewsbury town centre.



**"WE THOUGHT ABOUT WRITING THINGS DOWN ON PAPER AND LETTING IT GO. ALL THINGS THAT WE DIDN'T LIKE AND LETTING BAD THINGS GO. AND IT HONESTLY MADE A BIG DIFFERENCE BECAUSE I FELT REALLY CALM AND LESS UNDER PRESSURE"**  
AUDIENCE MEMBER AT BLINK

**"AS A BATLEY LAD OF 76 YEARS IT WAS ABSOLUTELY BRILLIANT. PROUD OF BATLEY"**  
AUDIENCE MEMBER AT BATLEY VARIATIONS



# BRIGANTIA

IMAGE CREDITS:  
MIDDLE – NATHAN TOWERS  
BOTTOM – JODIE BEARDMORE

Brigantia is our hub of participation and creative activity in the centre of Dewsbury. Formerly an unused office, we took over the fifth floor of Empire House in 2017, with a programme of creative classes and workshops, and a studio space for local artists to develop their work.

Run as a membership scheme, Brigantia is the home of Dewsbury's Creative Breakfasts, supportive creative classes, film screenings, conferences and a place where, once a month, people who work independently in the arts get together for Freelance Thursdays, with guest speakers, networking and social opportunities.

The space supports emerging local artists to run workshops. In 2018–19, we have hosted workshops on developing a personal brand, marketing, making films for social media and an introduction to producing.

Local organisations also use Brigantia to host workshops and events. In 2018–19 we have welcomed the Fourth Congress of Psychogeography, Men's Talk and 6 Million+ for The Sunday Social.



# ONLINE AUDIENCES

IMAGE CREDIT:  
ALISTAIR MACDONALD

By creating digital content we're creating opportunities for new audiences to access our work – and to attract national and international audiences. Over the past two years, we have commissioned filmmaker Alistair Macdonald to make two short film series.

The first of these commissions was 12 Short Films About Life In Our Towns that showcased the brilliant things happening in our area, like the Underwater Hockey Club, Dewsbury's oldest shop and the farm in Thornhill.

In 2019, we produced Ripping Yarns, as part of Woven – a festival about textiles in Kirklees. Alistair went behind-the-scenes at local textile businesses that are at the forefront of innovation in the sector.

We premiered Ripping Yarns at pop-up screenings in Brigantia, Oxfam Wastesaver and an old James Walker mill in Mirfield, while 12 Short Films About Life In Our Towns received a popcorn premiere in Dewsbury town hall. Both sets of films have also found a permanent home on our digital channels. So far, they have received over 22,000 views.



**"WE'RE A MAJOR INDUSTRY. IT'S GOOD TO HAVE EVENTS LIKE THESE AS MOST OF MY FAMILY WORKED IN TEXTILES"**

AUDIENCE MEMBER AT RIPPING YARNS

**"GREAT TO SEE OUR TOWN REPRESENTED IN SUCH A GREAT WAY!"**

AUDIENCE MEMBER AT POPCORN PREMIERE



# ARTS ADVENTURERS

IMAGE CREDITS:  
TOP – MARK BICKERDIKE  
BOTTOM – PAULINE LEITCH

**Arts Adventurers are a pool of local people who work with us and use their local knowledge to get the word out about our events and get feedback from our audiences.**

Made up of people from North Kirklees with diverse backgrounds and experiences, who are all familiar with our work and the neighbourhoods they're working in, Arts Adventurers promote our events by dropping off posters and flyers around North Kirklees and talk about our upcoming events to people in cafes, local history groups, libraries and playgroups.

Arts Adventurers are the face of Creative Scene – they welcome audiences into the venue, take care of our pop-up box offices and ask collect data and evaluation.

From time-to-time Arts Adventurers also work in the Creative Scene office, helping us with data entry and admin.



# WHO WE WORK WITH

IMAGE CREDITS:  
BOTTOM – MARK BICKERDIKE

**We've developed a network of partners and venues - arts groups, pubs, community centres, parks, social spaces and libraries that co-produce, commission and promote arts and culture to North Kirklees. These are just some of the people and places that have helped grow the Creative Scene in 2018 and 2019:**

- 6 Million +
- Batley Bulldogs RLFC
- Batley Community Choir
- Batley Festival
- Batley School of Art
- Batley & Spen Youth Theatre
- Birstall Community Centre
- Brian Jackson College
- Cleckheaton Folk Festival
- Cleckheaton Town Hall
- Dewsbury Partnership
- Dewsbury Town Hall
- Elim Church Drop-in Centre
- Greenwoods, Dewsbury
- Hanging Heaton Cricket Club
- Healey Community Centre
- Heckmondwike Community Alliance
- Holme Bank Mill
- Kirklees Libraries and Museums
- Kirklees Musica
- Lala's, Batley
- Mill Valley Brewery, Cleckheaton
- Navigation Tavern, Mirfield
- Northorpe Hall
- Oxfam Wastesaver, Batley
- Roberttown Community Centre
- St Mary's Social Club
- The Leggers Inn, Dewsbury
- Thornhill Sports and Community Centre





IMAGE CREDIT:  
MARK BICKERDIKE



## STAY IN TOUCH

[creativescene.org.uk](http://creativescene.org.uk)



Search Creative Scene

**Creative Scene,**  
2nd Floor, 9 Wellington Rd,  
Dewsbury, West Yorkshire,  
WF13 1HF



**BATLEY  
FESTIVAL**



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**ARTS COUNCIL  
ENGLAND**

Kirklees Theatre Trust Company Limited by Guarantee 1504033 England Registered Charity 510693 Creative Scene is the Creative People and Places project for North Kirklees, West Yorkshire, supported by a consortium including The Lawrence Batley Theatre, Kirklees Council and Batley Festival.