**CreativeTorbay.com**

**Residents & Visitors Services**

**Partnership Development**

**Survey Results**

**December 2012**

Data was collected between 26 October and 2 December 2012

|  |  |
| --- | --- |
| **Method** | **Number of questionnaires returned** |
| Online | 93 |
| **Total** | 93 |

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# Introduction

The Creativetorbay.com website has now been up and running for four years and Torbay Council was concerned to find out from the website users how and why they use the site as well as understanding what they like and don’t like about the site.

The managers also wish to understand how the site may have directed its users towards any cultural activity or whether it has connected them to fellow practitioners who they may have gone on to work with.

The information to be gathered is intended to help in the development of the Creativetorbay.com website and potentially attract the funding to do so.

# [Methodology](#Methodology)

Surveys were made available online.

The survey was promoted among potential respondents by way of a feature on the creativetorbay website itself and on the main council website. Additionally links were sent out to the partners of the website and it was also featured on the Facebook and Twitter pages/feeds.

Creativetorbay contained questions covering:

* The newsletter
* The usefulness of the weekly newsletter
* The type of content being added to user profiles
* The benefits of contacts made through the site
* The site as a main web presence
* The usefulness of the new mobile site
* Prevalence of visits to particular areas of the site and their ratings
* Content sharing
* Importance as a resource
* Sources of information for local events
* Design & ease of use of the site and its features
* Levels of general cultural activities

The profile of respondents to this survey is as follows:

* A total of 93 surveys were returned
* Three quarters were aged 35 or over (76.4%)
* Two thirds were female (67.4%) compared to male (32.6%)
* The majority of respondents were white British (94.7%)
* Fewer than ten percent of respondents said they had a disability (9.8%)
* Over three quarters were in employment either full or part time (83.9%)

# Summary of results

**Newsletter**

* Most respondents were in receipt of the weekly newsletter either because they had a profile on the site or had directly subscribed (87%).
* Nearly all of the recipients found the newsletter useful to them (96.8% of subscribers / 95.9% of profile holders).
* Just under two thirds (64.5%) said that it (the newsletter) had prompted them to attend something new.

**The Main Website**

* Just under a fifth (18.8%) of those with profiles used the website as their main web presence.
* Just under a third (29.2%) said that Creativetorbay.com had sent traffic to their home website and 37% said that it had sent traffic to their business.
* 37.8% said that it had assisted in driving footfall to an event that they had listed.
* Just under a fifth (17.2%) said that the site had enabled them to contact another user or to be contacted by another user.
* Of these 86.7% said that the ‘connection’ had had a result.
* Just under two thirds (63%) said they had shared content on the site.
* The majority (80.9%) of respondents found the site easy to navigate.

.**The Mobile Website**

* Few respondents had used the mobile website (13.8%).
* Only 8.3% had book marked the site on their mobile telephones.
* Of those who had used it, two thirds (66.7%) rated it as Good or Very good.
* A third of respondents (66.7%) said that they would recommend it to a friend.

# Full Results

# 4.1 Types of User

The initial section of the questionnaire looked at the activities and responses of the different types of users for the site. Essentially there are three types:

* Those who have built up a profile on the site and are automatically sent a copy of the weekly electronic newsletter.
* Those who have no profile but who have subscribed to receive of the weekly electronic newsletter.
* Those who have no profile and are not subscribed to the newsletter but who do use the site.

For each group the features open to them on the site are different with profile holders having the widest range open to them including the facility to up load a variety of content for others to view. Section 1 of the questionnaire was arranged so that detailed answers, including comments, were only requested from the particular members of each of these first two groups.

|  |  |  |
| --- | --- | --- |
| **Q1) Which of these types of user are you?** |  |  |
|  |  |  |
|  | **Number** | **Percent** |
| I have created a profile for myself and get the weekly newsletter | 49 | 53.3% |
| I am a weekly newsletter subscriber | 31 | 33.7% |
| I don't have a profile or receive the newsletter but I do use the site | 12 | 13.0% |
| **Total** | **92** | **100.0%** |
|  |  |  |

Just over half (53.3%) of the respondents said they had created a profile and receive the weekly newsletter. Of those respondents with a profile, just under a fifth (18.8%) used the website as their main web presence.

Those who were just subscribers to the newsletter were asked about how useful they found them.

**Q1ai) As a subscriber, do you find the newsletter useful?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 30 | 96.8% |
| No | 1 | 3.2% |
| **Total** | **31** | **100.0%** |

The majority (96.8%) had found the newsletter useful and comments made about this highlighted how informative it was about local events.

*“Good to know what's going on as it's rather difficult here in Torbay. Usually I hear about things after they've happened!”*

*“It's useful to see at a glance what is happening locally.”*

*“Local events which are not advertised anywhere are given space to promote.”*

Those with profiles were asked about a wider range of questions; again beginning with how often they updated their profile followed by whether they found the website useful.

**Q1aii) Updating / Use of profile**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Update your profile regularly e.g. once a month or once a week? | 29 | 65.9% |
| Just use it to help other people navigate to your website | 15 | 34.1% |
| **Total** | **44** | **100.0%** |

**Q1bi) As a profile holder do you find the newsletter useful?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 47 | 95.9% |
| No | 1 | 2.0% |
| Don't know | 1 | 2.0% |
| **Total** | **49** | **100.0%** |

The majority (95.9%) had found it useful and comments made about this highlighted how informative it was about local events with particular reference to jobs.

*“I look for current opportunities, plus, newsletter keeps me aware of the activities/events assoc with other practitioners in the Bay.”*

*“It is a great way of finding out about events and individuals.”*

*“Like to see what's going on around the region, and sometimes go to events listed.”*

*“Good because it’s so regular, I know to expect it. Also short and snappy - easy to read.”*

Respondents were asked whether the regular newsletter, (with its listings of local and other events), had prompted them to attend anything new.

**Q1bii) As a profile holder, has the newsletter prompted you to attend anything new?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 20 | 64.5% |
| No | 5 | 16.1% |
| Don't know | 6 | 19.4% |
| **Total** | **31** | **100.0%** |

Comments on this were positive and as well as mentioning numerous events by type some were also singled out by name.

*“Got me visiting Lupton House which is now a big part of my life, theatre visits, choir work and craft activities with my children.”*

*“I have attended a craft fair and the theatre after seeing them advertised in the newsletter. I also share details with friends of events that I think they will enjoy.”*

*“Shakespeare in the caves, Open Space event.”*

Profile holders were asked about the type of content they upload to the website and to indicate all that were relevant.

**Q1c) Do you add any of the following types of content?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent\*** |
| Events | 31 | 33.3% |
| News | 25 | 26.9% |
| Jobs | 7 | 7.5% |
| Media items (e.g. pictures, films or audio) | 26 | 28.0% |
| Other | 4 | 4.3% |

*\*Please note respondents could select more than one choice. Percents reported are the percent of respondents who gave each answer, figures may not add up to 100%.*

A third of users uploaded content about events (33.3%), while 28% uploaded media items and just over a quarter (26.9%) uploaded news content.

All respondents were asked about contacts that they might have made or received through the Creativetorbay.com website.

**Q2) Have you ever contacted or been contacted by a user of the site with a view to working together?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 16 | 17.2% |
| No | 77 | 82.8% |
| **Total** | **93** | **100.0%** |

Just under a fifth (17.2%) said that the site had enabled them to contact another user or to be contacted by one with a view to working together. A follow up question sought to establish what, if anything had happened as a result of these contacts.

**Q2a) Did anything happen after this ‘connection’?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 13 | 86.7% |
| No | 2 | 13.3% |
| **Total** | **15** | **100.0%** |

A substantial majority of these (86.7%) said that the ‘connection’ had had a result for them. Nine comments were received which described how these had been positive and had often resulted in additional work for themselves or joint projects with others.

*“Ongoing freelance work.”*

*I’m doing some research for the Tourist Board on the 1913 Centenary, looking at a bid with the Geopark, an alternative history walk of Torquay followed by a music event, supplied some photos of 1960s folk performers to local folk clubs, ...”*

*“Volkhardt Muller was able to print his lino cuts in my studio using my press for his recent exhibition (Summer 2012) at RAMM\*, in Exeter.”*

\*RAMM is the abbreviation for the Royal Albert Memorial Museum & Art Gallery in Exeter.

# 4.2 The Mobile Website

The mobile version of the website has recently been launched by Creativetorbay.com and a series of questions was asked to determine how it was viewed, how much it was used and book marked and whether people thought sufficiently highly of it to recommend it to friends.

**Q3) Have you used the mobile version of the site?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 12 | 13.8% |
| No | 74 | 85.1% |
| Don't know | 1 | 1.1% |
| **Total** | **87** | **100.0%** |

It was found that only a minority of respondents had used the mobile website (13.8%) and fewer still (8.3%), as shown by question 3b below, had book marked it on their mobile telephones.

**Q3a) What do you think of the mobile version of Creativetorbay.com?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Very good | 2 | 16.7% |
| Good | 6 | 50.0% |
| Adequate | 4 | 33.3% |
| Poor | 0 | 0.0% |
| Very poor | 0 | 0.0% |
| **Total** | **12** | **100.0%** |

Two thirds (66.7%) of those people who had used the mobile site rated it as Good or Very good, with the remaining third (33.3%) rating it as Adequate.

**Q3b) Have you bookmarked our mobile site on your phone?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 1 | 8.3% |
| No | 11 | 91.7% |
| **Total** | **12** | **100.0%** |

Of those who had used the mobile site, 66.7% said that they would recommend it to a friend.

**Q3c) Would you recommend our mobile site to a friend?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 8 | 66.7% |
| No | 0 | 0.0% |
| Don't know | 4 | 33.3% |
| **Total** | **12** | **100.0%** |

# 4.3 The Main Website

The main website contains five major areas of information, namely:

* Jobs/opportunities
* Profiles
* News
* Media items
* Events

These can be uploaded by those with profiles, are reported in the weekly newsletter and can be accessed by all visitors to the site.

In examining how the site is used, all respondents were asked how often they visited each of these areas.

**Q4) Please say how often you visit the following areas of Creativetorbay.com.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Daily** | | **Weekly** | | **Monthly** | | **Annually** | | **Never** | |
|  | **Number** | **%** | **Number** | **%** | **Number** | **%** | **Number** | **%** | **Number** | **%** |
| Jobs/ opportunities | 1 | 1.2% | 32 | 38.1% | 29 | 31.2% | 6 | 6.5% | 16 | 17.2% |
| Profiles | 1 | 1.2% | 15 | 18.1% | 41 | 44.1% | 10 | 12.0% | 16 | 19.3% |
| News | 0 | 0.0% | 49 | 55.7% | 29 | 33.0% | 5 | 5.7% | 5 | 5.7% |
| Media items | 0 | 0.0% | 37 | 45.7% | 24 | 29.6% | 5 | 6.2% | 15 | 18.5% |
| Events | 2 | 2.2% | 55 | 59.8% | 26 | 28.3% | 5 | 5.4% | 4 | 4.3% |

This question established that the bulk of visits were taking place at weekly or monthly intervals across the five categories.

Respondents were then asked how they rated the individual areas with follow up questions to determine whether they shared any of the content with other people and, if so, how they did this.

**Q5) Please rate the parts of the site that you use.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Very Good/Good** | | **Adequate** | | **Poor/Very Poor** | |
|  | **Number** | **%** | **Number** | **%** | **Number** | **%** |
| Jobs/ opportunities | 56 | 67.0% | 12 | 17.4% | 1 | 1.4% |
| Profiles | 58 | 80.5% | 14 | 19.4% | 0 | 0.0% |
| News | 66 | 79.5% | 17 | 20.5% | 0 | 0.0% |
| Media items | 57 | 80.2% | 14 | 19.7% | 0 | 0.0% |
| Events | 73 | 85.9% | 11 | 12.9% | 1 | 1.2% |

The majority of respondents rated all sections as Very good or Good. In this combined group the lowest rating was 67% and the highest was 85.9%.

Just under two thirds (63.0%) of respondents said that they shared content which had been published on the site.

**Q6) Do you ever share any of the sites content?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 58 | 63.0% |
| No | 32 | 34.8% |
| Don't know | 2 | 2.2% |
| **Total** | **92** | **100.0%** |

**Q7) Where do you share it?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Facebook | 32 | 34.0% |
| Twitter | 13 | 14.0% |
| Pinterest | 2 | 2.2% |
| Stumbleupon | 1 | 1.1% |
| Google+ | 0 | 0.0% |
| By email | 41 | 44.1% |
| Other | 12 | 13.0% |

*Please note respondents could select more than one choice. Percents reported are the percent of respondents who gave each answer, figures may not add up to 100%.*

The top three methods for sharing content were given as email (44.1%), Facebook (34.0%) and Twitter (14.0%).

However, there were 29 qualitative comments regarding the sharing of information and inter-personal promotion of the website. The most commonly described way that details were passed along was verbally (34.5%) to friends, family and colleagues with similar interests. Equally common was by use of email in which material was actually forwarded; again to friends, family and colleagues with similar interests.

Specific types of material that are shared / forwarded included details of jobs / opportunities (17.2%).

*“I have verbally told other people about the site and especially the opportunities section. But not sure if this is what you mean.”*

*“Verbally with friends. I also share details of events on a private Facebook group that I am part of for cheap/free ideas to entertain kids.”*

*“Mine and other artists profiles/events/jobs to Facebook / personally / e mail.”*

Respondents were asked how they viewed Creativetorbay.com as a resource in terms of their agreement or disagreement with a series of statements about its use to them, residents of Torbay and tourists.

**Q8) How much do you agree/disagree with the following statements about Creativetorbay.com?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly agree/Agree** | | **Neither agree nor disagree** | | **Disagree/Strongly disagree** | |
|  | **Number** | **%** | **Number** | **%** | **Number** | **%** |
| It is my primary source of news about arts and culture in South Devon | 60 | 65.2% | 20 | 21.7% | 12 | 13.1% |
| It is a very important resource for me to access | 63 | 70.0% | 18 | 20.0% | 9 | 10.0% |
| It showcases Torbay in a good light | 78 | 86.7% | 6 | 6.7% | 6 | 6.7% |
| It is a good resource for Torbay residents | 76 | 84.5% | 10 | 11.1% | 4 | 4.4% |
| It is a good resource for tourists to Torbay | 58 | 65.1% | 22 | 24.7% | 9 | 10.1% |

Respondents were then asked more generally about the sources of information which they might use in order to find out about local events in Torbay they might wish to attend.

**Q9) Please can you tell us where you find out about local events in Torbay you may wish to attend?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Creativetorbay website | 56 | 60.2% |
| Creativetorbay newsletter | 68 | 73.1% |
| Local newspaper | 33 | 35.5% |
| Thisissouthdevon.co.uk | 33 | 35.5% |
| Torbay Council website | 11 | 11.8% |
| English Riviera Tourist Board / website | 20 | 21.5% |
| Posters / leaflets | 48 | 51.6% |
| Local radio | 23 | 24.7% |
| Local TV | 17 | 18.3% |
| Friends / Word of mouth | 77 | 82.8% |
| Other | 19 | 20.4% |

*Please note respondents could select more than one choice. Percents reported are the percent of respondents who gave each answer, figures may not add up to 100%.*

Of the options provided the highest category chosen was word of mouth/friends at 82.8% followed by the two Creativetorbay options; its newsletter at 73.1% and its website at 60.2%. Next highest was posters/leaflets at 51.6% while all of the others were below 35.5%.

There were 15 comments regarding other ways to find out about events. The highest single source mentioned was social media (40.0%) with Facebook the most prominent followed by Twitter. Details from libraries was mentioned twice (13.3%) as were emails (13.3%).

Because of the way in which the website has grown over its four years of operation respondents were asked whether the scope and reach of the website (4,300 subscribers and 10,000 visits a month) made it more likely that they would set up a profile or reactivate an old one and add content.

**Q10) Does 4,300 subscribers and 10,000 visits a month make you more likely to set up a profile or reactivate an old one and add content?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 61 | 65.6% |
| No | 18 | 19.4% |
| Maybe | 14 | 15.1% |
| **Total** | **93** | **100.0%** |

Just over two thirds (65.6%) of respondents said the number of subscribers and visits would make them more likely to set a profile.

Twenty people out of the 32 respondents who had answered “No” or “Maybe” provided comments on what might bring them back or start their more active use of the site.

One key element, which was repeated in differing forms was the difficulty experienced and / or the amount of time taken to find things from among the profiles. Within this group were suggestions also that a better search function would be useful.

*“Um, there are so many profiles and they do seem a bit random. Feel like I have to trawl through a lot to find something specific. A case of relativity I think and time prevents me from the trawl. Perhaps ,a more obvious way of negotiating one's way around, without having to enter every profile to find out who, how, where.”*

*“I'm not a social media user - I just enjoy seeing what’s available artistically and culturally in my area.”*

*“Perhaps receiving the newsletter so I can see more information/events. Generally time constraints /work are why my activity is low.”*

*“Improved clarity, better search, etc.”*

Questions 11 and 12 asked respondents about improvements and changes to the website and received numerous responses, a selection of which are given below. The general consensus appears to be aimed at generating positive improvements to the benefit of all those involved with the website.

*“The site looks a bit dated, so it could do with an image overhaul. Think it could be more user-friendly as well. it would be great to have it more integrated into Facebook so people can chat and make plans to attend events.”*

*“An easily accessed forum so that local artist can communicate better - communication between creatives at the moment isn't good. Artists new to the area are at a loss as how to get to know fellow artists.”*

*“I only found Creativetorbay by accident and I live in Plymouth. I have never seen CT listed anywhere else on the web. Maybe more marketing? I think the problem with art websites is that most artists do not know how to,or have the time to promote themselves, which in turn, promotes CT.”*

*“Less confusing. All the attachments / layout can make it confusing. 2. Way too big at times - can it all be zipped or checked for size? 3. Clearer headings - events, jobs, news I find confusing. Yes - there's a l to of good stuff in it, but I can often find it hard to sort out wheat from chaff. Could it be headings, which then expand if you’re interested in that area?”*

*“Better events filtering. A breakdown by type would be more useful for me than a breakdown via distance. For example I want to see a breakdown of "Theatre" events, or a "Painting" event. This can be done with search, but categorisation would be a cleaner way of doing it, similar to the discipline in the directory. Further categories would be useful as well. Having artist is too broad. A Sub category would be good. i.e Watercolour, Pastel, Oils, etc.”*

# 4.4 The Design and Ease of Use of the Website

For all websites a key issue is how easy its visitors find it to use and navigate their way around. Respondents were asked this general question before going into specific aspects of the site.

**Q13) Do you find it easy to navigate around the website?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 72 | 80.9% |
| No | 9 | 10.1% |
| Don't know | 8 | 9.0% |
| **Total** | **89** | **100.0%** |

The majority of respondents (80.9%) found the site easy to navigate.

A specific feature of the site is the ‘floating atoms’, the coloured circles that drift across the screen. Respondents were next asked the degree to which they liked or disliked these. Just over half (52.3%) said liked them (Strongly like and like) while 28.9% either Disliked or Strongly disliked them.

**Q14) How much do you like the homepage ‘floating atoms’ (the coloured circles that drift across the screen)?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Strongly like | 14 | 15.6% |
| Like | 33 | 36.7% |
| Adequate | 17 | 18.9% |
| Dislike | 14 | 15.6% |
| Strongly dislike | 12 | 13.3% |
| **Total** | **90** | **100.0%** |

While three respondents referred back to the critiques they had provided to Question 12 one provided a comprehensive opinion about the website.

*“Navigation options feel lacking short of going to a section, particularly events, and then searching for a specific term. It's difficult to browse in the normal sense. I am less likely to use the website as a casual information tool, but more when I am looking for something in particular. Lack of white space and too much information on the list pages make for a difficult to read view. A change in colour scheme would possibly also help that.”*

**Q15) Should the ‘floating atoms’ be changed for a more ‘standard’ home page view like our sister sites?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 24 | 26.4% |
| No | 36 | 39.6% |
| Don't know | 31 | 34.1% |
| **Total** | **91** | **100.0%** |

Taking a broader outlook respondents were asked about visits to similar, sister sites in Somerset and West Sussex and then if they would like their own area to have a site similar to ours.

**Q16) Creativetorbay.com has sister sites in Somerset and West Sussex – have you ever visited them?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 21 | 22.6% |
| No | 70 | 75.3% |
| Don't know | 2 | 2.2% |
| **Total** | **93** | **100.0%** |

**Q17) Would you like your own area to have a similar site to ours; for instance CreativeDorset?**

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 23 | 29.5% |
| No | 13 | 16.7% |
| Don't know | 42 | 53.8% |
| **Total** | **78** | **100.0%** |

With so few respondents (22.6%) having visited the other sites in neighbouring areas it is unsurprising that more than half (53.8%) were in the “Don’t know” group for having a similar area.

# 4.5 Levels of General Cultural Activity

This section covered the questions that were asked of respondents while trying to get a baseline level for General Cultural Activity.

The first questions asked about the frequency of visits to events that had been noted on the Creativetorbay website and dealt with events and activities both inside and outside Torbay.

**Q18 & 19) In the past year you have attended events / activities after seeing them on Creativetorbay.com**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Inside Torbay** | | **Outside Torbay** | |
|  | **Number** | **Percent** | **Number** | **Percent** |
| Never | 14 | 15.2% | 48 | 52.7% |
| Once | 22 | 23.9% | 13 | 14.3% |
| Two or three times | 38 | 41.3% | 20 | 22.0% |
| More than three times | 18 | 19.6% | 10 | 11.0% |
| **Total** | **92** | **100.0%** | **91** | **100.0%** |

Responses show that more had attended events inside (84.8%) than outside (47.3%) Torbay and over three times as many had never gone to events outside Torbay after seeing them on the website (52.7% compared with 15.2% inside Torbay).

**Q20) In the past 12 months what other cultural artistic activities have you participated in or attended?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Inside Torbay** | | **Outside Torbay** | |
|  | **Number** | **Percent** | **Number** | **Percent** |
| Any Performance in a Theatre | 46 | 49.5% | 39 | 41.9% |
| Street Theatre / Carnival | 37 | 39.8% | 28 | 30.1% |
| Open Air Theatre | 5 | 5.4% | 17 | 18.3% |
| Cinema | 46 | 49.5% | 31 | 33.3% |
| Ballet | 2 | 2.2% | 7 | 7.5% |
| Contemporary Dance | 4 | 4.3% | 18 | 19.4% |
| Classical Music | 5 | 5.4% | 13 | 14.0% |
| Opera | 1 | 1.1% | 4 | 4.3% |
| Pop / Rock | 22 | 23.7% | 29 | 31.2% |
| Jazz | 5 | 5.4% | 9 | 9.7% |
| Art Galleries / Art Exhibitions | 62 | 66.7% | 51 | 54.8% |
| Stately Home or Castle visit | 30 | 32.3% | 42 | 45.2% |
| Museum visit | 36 | 38.7% | 43 | 46.2% |
| Cockington Court | 69 | 74.2% | 2 | 2.2% |
| Brixham Museum | 9 | 9.7% | 0 | 0.0% |
| Torquay Museum | 32 | 34.4% | 0 | 0.0% |
| Torre Abbey | 42 | 45.2% | 0 | 0.0% |
| Other | 20 | 21.5% | 18 | 19.4% |

Within Torbay, with the exception of Cockington Court (74.2%), which is specific to the Bay the top three selections were:

* Art Galleries / Art Exhibitions (66.7%)
* Any Performance in a Theatre (49.5%)
* Cinema (49.5%)

Selections for outside the Bay were:

* Art Galleries / Art Exhibitions (54.8%)
* Museum Visit (46.2%)
* Stately Home or Castle visit (45.2%)

The range of comments made in answer to Question 21 about the exhibitions or arts and cultural activities within Torbay was large. There were, altogether, 32 comments.

Of these 12 were directly positive about the events put on and 10, while positive also pointed out that greater publicity and better access were needed to improve matters for those with disabilities and to raise awareness of what was taking place.

*“Torbay has had some fantastic exhibitions over the last couple of years and I am really looking forward to the first big ceramics festival in the south west next year, what a scoop for Torbay.”*

*“They are good but could be more accessible. Often seem to be within places like Torre Abbey that you have to pay entry for. More street arts and music events would be great. (Or maybe I am just not hearing about them).”*

*“I like Cockington but it's difficult to access by car / with a disability, plus car parking fees. It's also expensive and not central enough.”*

Three raised the issue of dedicated and / or more affordable quality venues which could provide venues for the widest possible range of artists.

*“We need a good space for an arts centre similar to Flavel in Dartmouth or Harbour House in Kingsbridge or Exeter Phoenix”*

*“We need more diverse venues at affordable rates ranging from the highest quality to the pop-up. It would be great to be able to exhibit work that is not just about selling.”*

*“More are needed, and we urgently need a good central arts centre for the Bay.”*

A further three commented that cultural activities in Torbay seemed to be mostly aimed at tourism or children. One such states:

*“The cultural activities in Torbay seem mainly aimed at tourism or children. This is all good but I would like to see more art events where the local communities are no.1 target and perhaps aimed at grown ups. Let’s celebrate our own creatives as well as importing them.”*

# 4.6 Respondent Profile

## Q22) Working Status

Working status of respondents

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Working Full-Time (30 hours plus per week) | 44 | 47.3% |
| Working Part-Time (Under 30 hours per week) | 17 | 18.3% |
| Wholly retired from work | 1 | 1.1% |
| Unemployed and available for work | 3 | 3.2% |
| Permanently sick / disabled | 2 | 2.2% |
| On a government supported training programme (e.g. Modern Apprenticeship / Training for Work | 1 | 1.1% |
| Self employed full or part time | 17 | 18.3% |
| Full time education at school, college or university | 1 | 1.1% |
| Looking after the home | 1 | 1.1% |
| Doing something else | 6 | 6.5% |
| **Total** | **93** | **100.0%** |

## Q23) Gender

Gender of respondents

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Male | 30 | 32.6% |
| Female | 62 | 67.4% |
| Total | **92** | **100.0%** |

## Q24) Town

Distribution of respondents across Torbay

|  |  |  |
| --- | --- | --- |
| **Town** | **Number** | **Percent** |
| Torquay | 30 | 33.7% |
| Paignton | 15 | 16.9% |
| Brixham | 5 | 5.6% |
| Other | 39 | 43.8% |
| **Total** | **89** | **100.0%** |

## Q25) Age

Age profile of respondents

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| 16-24 | 7 | 7.5% |
| 25-34 | 15 | 16.1% |
| 35-44 | 24 | 25.8% |
| 45-54 | 26 | 28.0% |
| 55-64 | 17 | 18.3% |
| 65-74 | 2 | 2.2% |
| 75+ | 2 | 2.2% |
| Total | **93** | **100.0%** |

## Q26) Disability

Disability profile of respondents

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Yes | 9 | 9.7% |
| No | 83 | 89.2% |
| Missing response | 1 | 1.1% |
| **Total** | **93** | **100.0%** |

## Q26a) Type of Disability

Disability as described by respondents with a disability

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| Hearing | 7 | 7.5% |
| Mobility | 2 | 2.2% |
| Vision | 0 | 0.0% |
| Other | 6 | 6.5% |
| **Total** | **15** | **16.0%** |

*Please note respondents could select more than one choice. Percents reported are the percent of respondents who gave each answer, figures may not add up to 100%.*

## Q27) Ethnic Origin

Ethnic distribution of respondents

|  |  |  |
| --- | --- | --- |
|  | **Number** | **Percent** |
| White: British | 72 | 94.7% |
| White: Irish | 1 | 1.0% |
| White: other | 2 | 2.1% |
| Mixed: Other | 1 | 1.0% |
| Total | **76** | **100.0%** |

# Appendix 1: Full Text Responses

For clarity may of the questions asked provided a box into which free text could be typed so that more detail could be given than was provided for in the primary choices available to respondents.

Where possible the relative proportions of major groups of text answers that ran along similar lines have been provided in the sections above. So that the full scope of the comments can be considered this Appendix contains the text of the questions asked and that of the answers given, exactly as they were received.

The layout of the questions and responses below follows that of the original questionnaire and the analysis. Some questions attracted no comments.

## Question: As a subscriber do you find the newsletter useful?

|  |
| --- |
| Excellent up to date info on artists, exhibitions etc. |
| Finger on the pulse of a variety of arts events suiting varied tastes. Good to have stuff beyond Torbay (which is a bit limited for my contemporary tastes) i.e. Exeter, Totnes, Teignmouth, Bristol and beyond. Be good to have even broader news and more each week of events tailor made to individuals and to have newsletter of those types of events only. I.e. what are people looking at (can you quantify that?) and attending. Sometimes newsletter is a little late for forward planning, but eminently better than ye olde Herald Express and a good directive starting point. |
| Good to know what's going on as it's rather difficult here in Torbay. Usually I hear about things after they've happened! |
| I know more what’s going on and can share this with my family and friends. |
| I like to know what's happening in the bay. It's also good to know that things are happening even if I don't attend. |
| Informative about what's going on. |
| Interesting to see what is going on and also I have applied for two of the jobs advertised. |
| It's useful to see at a glance what is happening locally |
| I've been to many events that I wouldn't otherwise have known about which has been great. |
| Lets me know what's going on. |
| Local events which are not advertised anywhere are given space to promote. |
| Particularly opportunities. |
| Useful information about what is happening locally |
|  |

## Question: As a profile holder do you find the newsletter useful?

|  |
| --- |
| Don't really get to read it. Too much to read! |
| Especially for events. |
| Especially for jobs, I am a fundraiser. |
| Especially for jobs/commissions and opportunities etc. |
| For finding out what's going on locally. |
| Good because it’s so regular, I know to expect it. Also short and snappy - easy to read. |
| Great to read about all the cultural, art and events across the region. |
| Helps keep me up to date as to the art scene locally. |
| I don't really see myself as part of an artistic community, but feel there should be more working between sectors, in my case health & social care... The Newsletter helps me stay in touch with local events and trends... |
| I have found loads of events and news that I have found useful, both personally and professionally. |
| I like to know what is happening in the arts in the Devon region. |
| I like to see what else is going on in the bay and which other users have similar interests to us. |
| I like to share your news with other artists in the area via my own Facebook art group. |
| I look for current opportunities, plus, newsletter keeps me aware of the activities/events assoc with other practitioners in the Bay. |
| I think my office manager gets the newsletter as it goes to our general email. |
| I think some folk think the newsletter IS Creativetorbay. A myth that needs busting maybe? |
| It is a great way of finding out about events and individuals. |
| It's good to see what is happening within our local area. |
| It’s really developed since it started and is now useful and well populated. |
| Jobs, audio files, what new folks are up to. |
| Just enjoy finding out what's going on in the area. |
| Keeps me informed about art activities in my locality. |
| Like to see what's going on around the region, and sometimes go to events listed. |
| Love to get the news letter to see what’s happening. |
| Nice to keep up to date with events and I forward the job adverts to my daughter. |
| Often see things that I wasn't previously aware of. |
| To find local events. |
| Very useful - keeps me up to date on what a range of artists and groups are doing. |
| When I get really busy I forget to check the website, so it's really good at keeping me up to date with what's going on. |

## Question: As a profile holder has our newsletter prompted you to attend anything new?

|  |
| --- |
| Arts and crafts for my daughter |
| Cockington events, bands. |
| Got me visiting Lupton House which is now a big part of my life, theatre visits, choir work and craft activities with my children. |
| I have attended a craft fair and the theatre after seeing them advertised in the newsletter. I also share details with friends of events that I think they will enjoy. |
| I have been interested in a few things but been unable to attend owing to prior commitments but as above I have applied for two of the jobs advertised. |
| Lots of art exhibitions and musical events |
| Many events over the past few years but in particular music and art |
| Shakespeare in the caves, open space event. |
| Spanish Barn |
| Yes, Workshops in Performance Poetry at The Blue Walnut Torquay (am now doing the odd gig and have been asked to sign up for a slot at The Open mic night in the future. When I'm brave enough!) Open mic performance poetry night at Epicentre, Paignton and some free Tues late afternoon performance Poetry workshops beforehand. Lots of connectivity with contemporary arts anyway, but great to engage in processes again and to get to know new people face to face. Also attended events at The Bike Shed, Exeter. Fantastic space, fantastic welcome and extremely supportive around Disability. Also, all of these events are realistically affordable. Mainly because the long term aims seem to be about collective ownership of projects. See The Bike Shed for ideas. Would attend a lot more, but health determines ability and of course parking and assisted access. |
|  |

## Question: As a profile holder do you add any of the following types of content?

|  |
| --- |
| I have an added a profile. |
| Images of my work, links to my website + my Facebook page. |
| Spaces. |
| The Torquay's Other History Month in August. |

## Question: If you have listed an even or it is featured on our site does it assist in driving footfall to the event?

|  |
| --- |
| ... visits to the web site. |
| Folks came to a gig at the blue walnut last year having read about it on creative Torbay. |
| I had an exhibition in Birdwood House Gallery in February 2012 and more than one group of visitors said they came to the exhibition as a result of seeing it on the newsletter. |
| I update the Gallery at Birdwood House. Since being on the site it has more than trebled enquiries. |
| No visitors have mentioned that they have seen events on Creative Torbay. |
| The events listed will drive footfall to our website link. |
| This summer, listed events assoc with 'over the horizon' at Berry Head – i.e. family workshops and the Opening, plus the exhibition. Had definite responses to info on Creative T, and clear traffic between CT and our project blog (and we think traffic to TCCT sites who were partnering project). |
| We ask customers as and when they book how they heard about the shows, CT is one of the mentions. |
| Yes people do say they saw it on the site. |

## Question: Please use this space to tell us how the site helps you as a creative practitioner?

|  |
| --- |
| As a way of getting word out about our artist-led organisation and its activities and opportunities. |
| Connecting with people doing similar work. Info about events. |
| Creative Torbay is a good online platform for showing work and raising my company profile / presence online. It's also a great place for creative inspiration. |
| CT helps us to promote our forthcoming events to our local area and surrounding areas alike. It also enables us to see what other events are taking place in and around the Bay. |
| Doesn't really have an effect, but it is interesting to see what is going on in the area. |
| Excellent disseminator of news. |
| For me, it is another place where people can hear about me. It keeps me informed of many things in the bay that otherwise I would never know. If I remember rightly, I found my current job on there. |
| Good design is really important, it is very open and as I work across lots of different groups/arts it is also open and so helps. |
| Great to hear about uncreative jobs that are around, and events!! |
| Helps advertise my small dance school in Dartmouth. |
| I am not yet online with my own website so this is a good way to start getting a presence in the creative community. It is also a really good way of finding other creative practitioners! |
| I have only recently started to use the site but it gives me an instant idea of the type of arts events that are happening in the locality as well as other artists working in the region. |
| information about events, exhibitions, jobs and other artists; opportunity to publicise my own events, increase my web presence, feel connected. |
| It enables me to reach a wide audience with a very generous portfolio of images/ contact other local creatives and inform them of any news/info I may have and want to share quickly. |
| It gives us the opportunity to promote our services to a wider audience, who may not have considered to look at our own website. |
| It has been an invaluable tool for me in terms of networking with other local artists/practitioners, but also in terms of staying connected with regard to job opportunities and local events. |
| It has helped start me off as far as web presence is concerned - paying for my own website at the moment wouldn't be feasible. |
| It helps me to gain an overview of creative practise in the area, it enables me to have information on my exhibitions and other news reach a wider audience, it has sent up opportunities I have applied for and occasionally been accepted for. I have met other creative people through events I've attended. |
| It helps me to realise the amazing artistic talent that is on our own doorsteps. I can sometimes be motivated and inspired to try new mediums and art styles to gain more experience in my art practices. |
| It keeps me up to date with news in the industry in the area, and lets me know about jobs and events coming up. |
| It links like-minded people across the Bay. |
| It's early days for us so not sure yet. |
| It’s useful to advertise a specific event to an interested audience. I have found it useful to have a look at other work being made in the area and other practitioners. |
| Keeps me in touch with other venues and artists. |
| Looking for opportunities. |
| Makes me feel good and part of a wider scene. |
| More pr is preferable especially in Torbay. |
| Promotion, marketing, networking, sourcing artists, jobs, opportunities. |
| Seeing what's going on. Thanks to the 'Open Space' event it has also helped me connect with other creative types. |
| Still a new visitor to the site but I am trying to use it more. |
| The site always seems to come up high in the search engines and I know a lot of creative practitioners and local visitors see us on there. |
| The site gives me inspiration looking at other artists work and keeps me informed about what is going on in the bay which may be of interest and help to me. |
| To post my events/exhibitions, also for local artists group I belong to. |
| Very easy-to-use, attractive web presence which is simple and quick to update (once I got started). I direct arts profs to CT site (e.g. Arts Council local officer who is also involved with Somerset Arts - doubly good as CT is linked to Creative Somerset). The documented site hits are fantastic evidence for evaluation. |

## Question: Have you ever contacted or been contacted by a user of the site with a view to working together?

|  |
| --- |
| Artist and poetry evening. |
| Exhibition enquiries for the gallery and job applications. |
| For our Tagore call out for teachers a year ago. |
| I have had requests from gallery owners wishing to stock my work. |
| I have offered my space (i.e. my studio) for artists in residence. Several artists have applied, two were successful in their applications. Clare Mahoney used my studio as artist in residence after contacting me through creativetorbay. Also Volkhardt Muller has been an on-going artist in residence. |
| Not because of the site, but the industry uses the site generally. |
| The site has increased knowledge of the Torquay's Other History site. The Conference brought together a range of ideas and possible projects. I was approached as attendees had seen the site via links at Creative Torbay. |
| Was contacted by someone via the site a long while ago, only a dim recollection but think shared a name with Gormley (or s'one) I remember the name was a famous one and I had wondered if it was a relative of Anthony. But think the opportunity or interest it wasn't quite what /where I was at, at the time so though I did contact the guy I didn't work with him. |

## 

## Question: Did anything happen after this ‘connection’?

|  |
| --- |
| All sorts. |
| I have connected with new outlets |
| I'm doing some research for the Tourist Board on the 1913 Centenary, looking at a bid with the Geopark, an alternative history walk of Torquay followed by a music event, supplied some photos of 1960s folk performers to local folk clubs, ... |
| Joint Project. |
| Ongoing freelance work. :) |
| Use of Oak tree photograph in snow used in publications |
| Volkhardt Muller was able to print his lino cuts in my studio using my press for his recent exhibition (Summer 2012) at RAMM, in Exeter. |
| We did a performance together. |
| We helped co-plan workshops at Dartington |

## Question: Have you used the mobile version of the site?

|  |
| --- |
| Can't afford a smart phone! |
| Didn't know about it. |
| Didn't know about it. |
| Didn't know there was one |
| Do not have mobile internet. |
| Don't have a mobile device |
| Don't have a smart device to do this... :) |
| Don’t have internet enabled mobile |
| Don't have internet on my phone |
| Don't have one of those phones! |
| Excellent. |
| Have been away so haven't had chance yet to digest this new move? |
| Haven't tried it yet. |
| I do not have a smart phone. |
| I do not own or use a mobile. |
| I just don't have the technology. |
| Love computers but don't use a mobile for the internet. |
| My mobile doesn't do that sort of thing! |
| My phone isn't really set up for it. |
| No access to mobile internet. |
| Not yet but I will now I know there is a mobile version. |
| On my iPhone but not often, I prefer to use the desktop version. |
| On my iPod. |
| Very easy to use. |

## Question: Would you recommend our mobile site to a friend?

No comments received

## Question: Did you ever share any of the sites content?

|  |
| --- |
| And I also encourage other creatives I know to join the site. |
| But this is something I am looking into in the foreseeable future. |
| Either mail links to people or mention it via word of mouth. |
| Events I have listed are sometimes shared on Facebook. |
| Forward email occasionally. |
| I have forwarded things to others or drawn their attention to them. |
| I have verbally told other people about the site and especially the opportunities section. But not sure if this is what you mean. |
| I like to share content with my fellow, local artists. |
| I promote Creativetorbay.com at any opportunity that comes along as I think it's a splendid facility for creatives. |
| If not via the Internet, in conversation with people who have similar interests. I've introduced quite a few friends to the website. |
| Mine and other artists profiles/events/jobs to Facebook / personally / e mail. |
| Occasionally - but I usually pass on the address so people can self access |
| Occasionally (and not recently) – opportunities. |
| Occasionally when it’s relevant. |
| Occasionally. |
| On Facebook, text word of mouth. |
| Only to family & friends via email. |
| Sometimes if looking interesting or jobs I think friends/colleagues would be interested in. |
| The photo competition to win tickets to Paignton Zoo (shared via Facebook on daughters timeline). |
| This is something that we will look at for one of our attractions as it will be a great value to work in partnership with like minded organisations. |
| To friends with similar interests. |
| Verbally with friends. I also share details of events on a private Facebook group that I am part of for cheap/free ideas to entertain kids. |
| Will forward anything interesting to appropriate people/groups. |
| Will pass on info to friends and book events or jobs that they may be interested in. Sometimes discuss/debate the site. Its plusses and minuses. |
| With family. |
| With other sites I moderate or use e.g. the PRSD, Torbay Carer’s Forum etc. |
| Yes I often forward stuff to friends and family. It’s a great site and lots of interesting news and events. |
| Yes on Twitter and Facebook and our Devon Guild website opps page. |

## Question: Where do you share it?

|  |
| --- |
| By word of mouth. |
| Have mentioned it to friends wom (word of mouth). |
| Haven't shared. |
| Home computer. |
| In conversation. |
| Links on other sites e.g. the PRSD, Torbay Carer’s Forum. |
| Local friends. |
| Love e-mail and occasionally use Facebook but never use the others. |
| Phone and face to face! At one event may discuss another or one to look out for and arrange to go. |
| Talking to friends. |
| Verbally. |
| Via my blog, but probably mostly via email. |
| Word of mouth. |
| Word of mouth. |

## Question: Please can you tell us where you find out about local events in Torbay you may wish to attend?

|  |
| --- |
| Beach Hut... Why don't you join forces? Get the Beach Hut online? |
| By signing up to each place/space person and receiving news directly by email. Tend to avoid obviously statutory websites, don't know why really. Never buy local paper or listen to local radio. (Radio Devon very occasionally) Radio 4/6 and The I.Guardian or The Beachhut, when I call buy to see Pa in Preston, Paignton. |
| Creative Community Devon. |
| E-mails from individual organizations. |
| Facebook. |
| Facebook. |
| Facebook event sharing. |
| Facebook, groupon, Twitter. |
| Library. |
| Magazines/newspapers. |
| PRSD. |
| Social media. |
| social media (Facebook and Twitter). |
| TCCT website/leaflets; ERGG website/leaflets; library. |
| TDA website, bottom of Cockington emails. |

## Question: Currently we have around 4,300 subscribers to our newsletter and are visited by over 10,000 people per month. Does knowing this make you more likely to set up a profile or reactivate an old one and add content?

|  |
| --- |
| At the moment I only really use the site to browse through other people's work as I'm not an artist however I would consider setting up a profile from the point of social networking with local artists. |
| Don't like having profiles on-line. |
| Find the site very confusing to use. |
| Having more time or a change of circumstance. |
| I don't have a need to at present but may consider it. |
| I don't want a profile. |
| If I feel the need to set up a profile I will do it but not sure how it would benefit me. |
| I'm not a participant in the arts sector. |
| I'm not a social media user - I just enjoy seeing what’s available artistically and culturally in my area. |
| Improved clarity, better search, etc. |
| It would depend on the time available to me. I am a single mum that works full time and I am studying for an honours degree so I tend to dip in and out of the site. |
| I've nothing to contribute at the moment. |
| Knowing how many of these visits are by people who have profiles on the site, and how many are from other visitors. |
| More of a way for people to interact. |
| No |
| Not applicable as I already have one! |
| Nothing |
| Nothing. I'm just an interested member of the public. |
| Perhaps receiving the newsletter so I can see more information/events. Generally time constraints / work are why my activity is low. |
| Um, there are so many profiles and they do seem a bit random. Feel like I have to trawl through a lot to find something specific. A case of relativity I think and time prevents me from the trawl. Perhaps a more obvious way of negotiating one's way around, without having to enter every profile to find out who, how, where. |

## Question: Creativetorbay.com is constantly evolving and trying to keep up with online developments. Is there anything you would like to see incorporated on the site?

|  |
| --- |
| A forum would be nice. |
| Add the tweet/fb etc buttons to home page? |
| An area for people to talk. |
| An easily accessed forum so that local artist can communicate better - communication between creatives at the moment isn't good. Artists new to the area are at a loss as how to get to know fellow artists. |
| Beach Hut magazine. Listings of what bands or events are happening in pubs Listing of any public meetings which would affect the culture of the Bay |
| Facility for the public to buy artists work? |
| Happy with content |
| I only found Creativetorbay by accident and I live in Plymouth. I have never seen CT listed anywhere else on the web. Maybe more marketing? I think the problem with art websites is that most artists do not know how to, or have the time to promote themselves, which in turn, promotes CT. |
| In the first two years I used the site more than I do now - in the past I used it daily now only once a week & sometimes not even that. It needs something but I don't know what! |
| Is there a twitter? |
| It would be easier to keep up with what a particular person or organisation is doing if there was a 'follow' button. |
| Just keep building it up |
| Link with other people, perhaps it's there but I don't know how to access it. |
| Maps of where some of the smaller venues are. |
| Maybe some sort of calendar of fairs and shows with application deadlines. |
| Maybe you could show some of the artists being interviewed, this would be really interesting. |
| More attention paid to creatives and offering help and advice – i.e. GRANTS. Most of us with contemporary practices rely on funding / grants to make anything happen - we have NOTHING TO SELL, so cannot make it in a commercial way. We've had to go to South Hams CVS to get advice on things like - 'how to set up a not-for-profit arts org', and who is good to apply to for funding. There are many local charities who would fund creative projects, so maybe listing them on CT would be helpful to creatives? |
| More children’s events |
| Nothing springs to mind! |
| Possibly links to articles of interest on other sites eg the Herald, national RSS feeds etc. |
| profile of the arts team, developments in the short and long term plan |
| Room for writing (stories/poems etc) on the profiles. There are pictures, videos and music but no obvious place for the written word. |
| The site looks a bit dated, so it could do with an image overhaul. Think it could be more user-friendly as well. it would be great to have it more integrated into Facebook so people can chat and make plans to attend events. |
| There probably is, but I'm not that online savvy really. Would love to see more relevant workshops specific to expressed interests. (I haven't expressed them here though!) |
| Video links. |

## Question: Is there anything on the site that you would change?

|  |
| --- |
| 1. Less confusing. All the attachmnets/layout can make it confusing. 2. Way too big at times - can it all be zipped or checked for size? 3. Clearer headings - events, jobs, news I find confusing. Yes - there's a l ot of good stuff in it, but I can often find it hard to sort out wheat from chaff. Could it be headings, which then expand if youe interested in that area? |
| A gossip section about cultural stuff - provocations & reportage. |
| Although I've marked yes to the below question, I do think there's room to improve the navigation. Also the My Creative Space login link on home page is not obvious enough. Should read 'Login' imho. |
| An easily accessed list of Torbay only artists.(The smallest parameter is 10 miles which includes large areas outside Torbay ). An easily accessed forum. Don't have a dark background to the printed word, I know people that have to "highlight" the content (i.e.white letters on blue ground )in order to read it. Black on white might not be "arty" but is best. |
| At first I found it a bit hard to get into updating my area through 'My creative Space' as that menu item isnt the first obvious portal to get in but other than that perfect |
| Better events filtering. A breakdown by type would be more useful for me than a breakdown via distance. For example I want to see a breakdown of "Theatre" events, or a "Painting" event. This can be done with search, but categorisation would be a cleaner way of doing it, similar to the discipline in the directory. Further categories would be useful as well. Having artist is too broad. A Sub category would be good i.e. Watercolour, Pastel, Oils, etc. |
| Better layout of website |
| Better opportunities section - there are always many more appropriate opps available (both regional and national)if you look via other resources than get listed on CT site. You could include deadlines for grants/funding as well? |
| Colour scheme is very dark/heavy |
| Get rid of the animated circles - very confusing more user friendly colours across the site, find it difficult to read on the dark background tidy up the content, make it simpler to read/view/find |
| I am bored with the floating atoms. |
| I find it confusing to navigate, and the moving circles are annoying as you can't really use them to get to anything - they are an odd way of navigating around the site. It would make a far more interesting and appealing homepage, especially for tourists, to have the latest postings in each category on the homepage. The circles design is nice as a background but not an effective way of giving the impressino that Torbay is a creative place. Some images of the creative activities in Torbay would be nice too. Also on the listings for each category, the design of each summary is very hard to see, could the layout be changed into a two column one with a larger box for each listing, and maybe rotate the featured listings? |
| I think the navigation could be made simpler, sometimes I get a bit lost! |
| I think we need to silo break. At the Conference I was struck that I knew very few people. At other Bay conferences (health, social care, planning, poverty, the Local Plans etc)I would know a majority. We need to imbed 'Arts' and culture to progress social objectives. |
| I would change the dark background to something light and neutral, but it’s not too important. |
| I would encourage more face to face meeting opportunities, but I know that is happening anyway through First Fridays. |
| I would like the newsletter to have events further in the future as I don't access my email every day I sometimes miss events because I didn't have enough notice. |
| I'm happy with it as it is! |
| I'm not getting the 'atom' view, but then I am new to the site. |
| Indexing of businesses into business types. Change the layout of the directory, so that more profiles can be seen on each page (it takes a LONG time to trawl through the list, Unless you know what profile you are looking for). This might make it easier for visitors to discover new profiles. |
| Its a bit too wordy; and very small print More graphics less print |
| Make the homepage more engaging and informative! Get rid of the flying discs!!!! |
| Maybe a points system where artists, who share their events, etc, gain a point which could be used for free tickets to art events in the area. |
| More personalisation of the profile pages would be good. The homepage is fun, but doesn't show off what's going on so clearly. |
| No |
| No |
| No |
| No |
| No it is great |
| None |
| Not qualified enough to comment. It would be interesting as a small time computer user to hear/see the views of others? I don't know if you have a forum for Newsletter recipients? Or a non statutory place to chat face to face informally. A bit of small group brainstorming over a beer. |
| Not sure |
| Proof read the Creative Torbay Newsletter Introduction to put in the apostrophes… It doesn’t look professional having grammatical errors. |
| Sometimes I find the amount of info sent out too much? Feel like I don’t have the time to look at everything on the weekly newsletter? |
| The front page atom things. The text colour/background - sometimes it's very difficult to read (i.e. when I receive an e-mail from the site that a message has been sent, it's dark text on a dark background. |
| The look and usability could do with a bit of an overhaul. |
| The stats are really important to me for funding applications and now that they are in graph form this is really not great for me. I have to do a lot of calculation. I need fast access to weekly, monthly and yearly stats. If we don't have stats I wouldn't be interested in keeping my site up its a great incentive, both for funding and to get a sense of the worth and interest of what you are doing and what you are posting. |
| When listing events, it's sometimes difficult to get them to display properly, that is the location doesn't appear in the title, or short heading that appears in the newsletter. It's also difficult to get images to appear the right shape/size to be fully visible |
| Would have some vouchers or discounts for some of the children’s arts and crafts as they can be expensive. |
| Yes, make sure the events are listed well in advance of the date and make sure the event has not passed before advertising also the dates above the event don't always correspond with the actual dates the event is taking place. |

## Question: Do you find it easy to navigate around the website?

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| I find it difficult and illogical to navigate and not conducive to arts marketing |
| Navigation options feel lacking short of going to a section, particularly events, and then searching for a specific term. It's difficult to browse in the normal sense. I am less likely to use the website as a casual information tool, but more when I am looking for something in particular. Lack of white space and too much information on the list pages make for a difficult to read view. A change in colour scheme would possibly also help that. |

## Question: Do you have any comments about the exhibitions or arts and cultural activities within Torbay?

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| All seems to be fairly proactive. |
| Feels like there is a lot going on. |
| Good for tourism. |
| Good, but we could do with more! |
| I enjoyed Nowhere Island, important that Torbay was one of the chosen venues. Don't know how it would have been received by the general public though. I'd go to more quality art events, was sorry to miss Bernard Leach at Cockington, I never noticed it was on. Cockington is a great venue but it needs a lot more promotion re the shows there. I commented re this to other people and they were stunned we had not known. We need a dedicated venue for high quality contemporary Art in Torbay, I would suggest The Spanish Barn as a suitable venue. To link in with Cockington Kitchen Gallery, with Torre Abbey itself, with the museum and site specific installations at other key Geopark sites. I think we need a Biennial here and active promotion of Torbay as a cultural destination for culture vultures. I suggest a progamme of residencies. |
| I have a feeling it is very steadily 'improving'. the quantity is getting better but the quality or diversity needs to continue to develop |
| I like Cockington but it's difficult to access by car/ with a disability, plus car parking fees. It's also expensive and not central enough. |
| I particularly enjoy anything done by ROC Creative and am delighted that others have the opportunity to see what they do. I've always been impressed by the service users' achievements and professionalism and particularly enjoyed 'Through the Rabbit Hole' in the summer. A lovely exhibition. |
| Keep it simpler - clearer sign posting. Artists who want a visually stimulating site can design their own - given this is supposed to a generalist site. |
| Looking forward to Torre Abbey reopening. Cockington Court still has some work to do - signage to parking areas, variety of work (not just contemporary). |
| More are needed, and we urgently need a good central arts centre for the Bay |
| More Exhibitions across the Museums. |
| More please |
| My children particularly enjoyed the Robert Lenkiewicz exhibition at Torre Abbey. They also loved the Damien Hurst, Mother and Child Divided. They were less than impressed about the thought of going to see an art exhibition before we got there and this has really encouraged them to try new things. |
| No |
| Not enough cultural diversity |
| Not really. |
| Not sure where to put this: I have not been to much in the past year due to illness but am now back 'in the loop'. |
| Please bring more national & International artists of renown to Torbay. |
| The cultural activities in Torbay seem mainly aimed at tourism or children. This is all good but I would like to see more art events where the local communities are no.1 target. and perhaps aimed at grown ups. Lets celebrate our own creatives as well as importing them. |
| The more ambitious the better. Controversy is good. Torbay seems culturally alive and exciting. |
| The tick box above is hard to fill in. I responded first with an Opera attendee not Pop/rock |
| There is a lot of good quality, small-scale activity that doesn't seem to get much publicity. |
| They are good but could be more accessible. Often seem to be within places like Torre Abbey that you have to pay entry for. More street arts and music events would be great. (Or maybe I am just not hearing about them). |
| Torbay has had some fantastic exhibitions over the last couple of years and i am really looking forward to the first big ceramics festival in the south west next year, what a scoop for torbay. |
| Torbay is as vibrant as a city and would benefit from seeing itself as such. |
| Torbay often manages to look good on publicity material but often fails to live up to it? Not sure if this is to do with quality, vision or funders/funding (lack of ?) |
| We need a good space for an arts center similar to Flavel in Dartouth or Harbourhouse in Kingsbrige or Exeter pheonix |
| We need a quality, professional Gallery to show a regular mix of artists, national and local who are working in a more challenging and individual way. That is between the traditional and the fashionable. We also need to put some energy into creating income for serious professional artists, and to this end we need to engage more people with the funds to privately support the visual arts. We need to make efforts to put together those with funds and the artists in the area, and foster a greater understanding of the huge amount of time, energy and talent that artists puts in free of charge. Artists are usually the last people to be paid, and we often fund events ourselves.I sometimes wonder how anyone thinks we survive! Many of us work long hours for very low incomes or no income at all. |
| We need more diverse venues at affordable rates ranging from the highest quality to the pop-up. It would be great to be able to exhibit work that is not just about selling. |
| Yes, meet the objectives set out in "A Strategy for the Arts and Creative Industries in Torbay 2006-2016". |
| You provide an exciting and informative service, well done. |