

How I learned to love my data

James Akers, Wednesday 15 November 2023





Digital Culture Network

Free support

Slides and resources:



digitalculturenetwork.org.uk/place-based-peer-learning-network/



What is data?

**Facts and statistics collected
together for reference or analysis**





Search

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CPD & short courses

Types of data

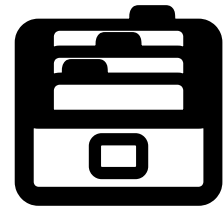
Internal

- Customer Relationship Management (CRM)
- Ecommerce / Ticketing
- Marketing campaigns
- Surveys
- Web analytics

External

- Demographic
- Partner organisations
- Google Trends
- Sector support

Internal data





**Where do you
keep your data?**

Systems

What platforms do you use?



Google Tag Manager



Google Analytics



Impact and Insight Toolkit

Audience Finder

West of England
Visual Arts Alliance



External data

● Pantomime
Search term

+ Compare

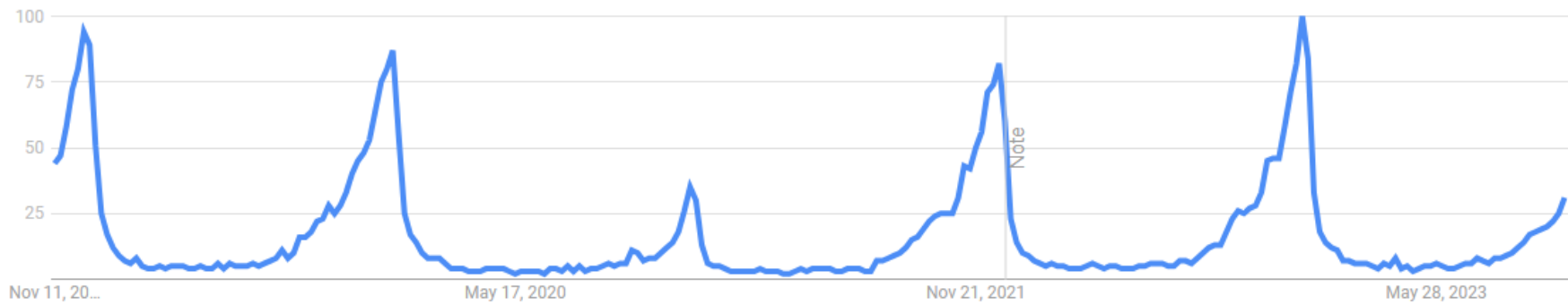
United Kingdom ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



● **Pantomime**
Search term

● **Festivals**
Search term

+ Add comparison

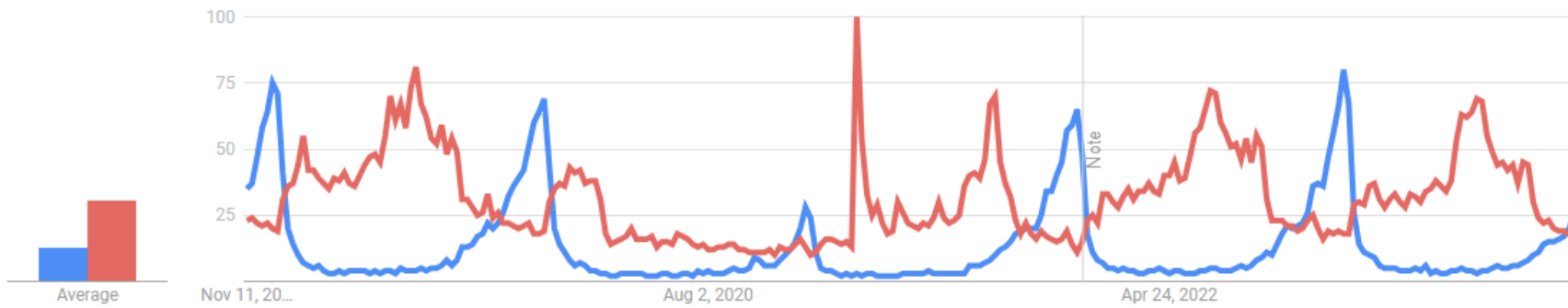
United Kingdom ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Ward Level

Use the dropdown below.

All ▼

To select multiple options, press and hold control while clicking the selections.



To select a neighbourhood, once a ward has been selected, click on the relevant neighbourhood in the ward on the map or via the dropdown list.

Market Segmentation

Population

City Averages

Total Population	Population Aged 25-64 (%)	IMD Score
366,785	63	24.9

Source: ONS Mid Year Population Estimate 2018 Source: ONS Index of Multiple Deprivation 2019

Selected Area

Total Population	Population Aged 25-64 (%)	IMD Score
6,809	49	13.2

Cultural Participation

National Averages

Adults Engaged With Culture (%)	Adults Engaged Three Or More Times (%)
77	63

Source: Active Lives 2018/2019

Cultural participation is counted as those who participate three or more times in a twelve month period.

City Averages

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
77%	51%	16%	464,727

Source: Household Survey 2018

Source: The Audience Agency (2018/19)

Selected Area

Total Cultural Participation	Cultural Participation Excl. Pubs and Cinemas	Attend Heritage Sites	Total Tickets Issued
97%	79%	17%	17,818

Social Cohesion & Safety

City Averages

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time
84%	34%	52%	76%	94%	74%

Source: Household Survey 2018

Selected Area

Satisfied With Local Area	Agree They Can Influence Decisions	Agree Involvement in Community	City Centre Satisfaction	Feel Safe - Day Time	Feel Safe - Night Time

Population - White	Population - Asian
234.0K	51.6K

Population - Black	Population - Mixed	Population - Other
17.8K	8230	5339

Source: 2011 Census, NOTE: Figures from Census not 2018 Population Estimate

Population - White	Population - Asian
5957	189

Population - Black	Population - Mixed	Population - Other
28	72	35

Household Income

Household Income (£)	Average Yield Per Ticket (£)
24,764.29	21.42

Source: ONS Household Income 2019 Source: The Audience Agency (2018/2019)

Household Income (£)	Average Yield Per Ticket (£)
28,900.00	23.27



Visit the main LEEDS 2023 Year Of Culture website

Events in My LEEDS 2023 series

128

Total activities held as part of My LEEDS 2023

Summer community grants applications

573

Total applications for My LEEDS 2023 Summer community grants

Volunteering hours

15,395

Total hours volunteered for the LEEDS 2023 volunteering programme

Volunteers confirmed

989

The number of volunteers who have been confirmed.

Engagements with pupils

25,927

Number of engagements with pupils.

Leeds schools engaged with

55%

Percentage of schools in Leeds which have been engaged.

Attendees at The Awakening

5,102

The number of people attending the event.

The Awakening ballot entries

2,374

The number of individual ballot entries recorded.

Total Call Out responses

1,166

The number of people responding to opportunities to get involved.

Social media audience

38,622

Audience across all LEEDS 2023 social channels.

Social media engagement

443,273

Total social media engagement with LEEDS 2023.

← [Dashboards](#)

Impact Dashboard

The Impact Dashboard aims to provide a sense of what LEEDS 2023 is achieving in key areas of interest through the use of near-real time data extracted from operational systems.

It does not not replace the evaluation report which will answer specific targets set at the start of the Year of Culture, and should be treated as an overview of some key topics that will be treated in depth in this report.

Partner events

225

Promote events

28

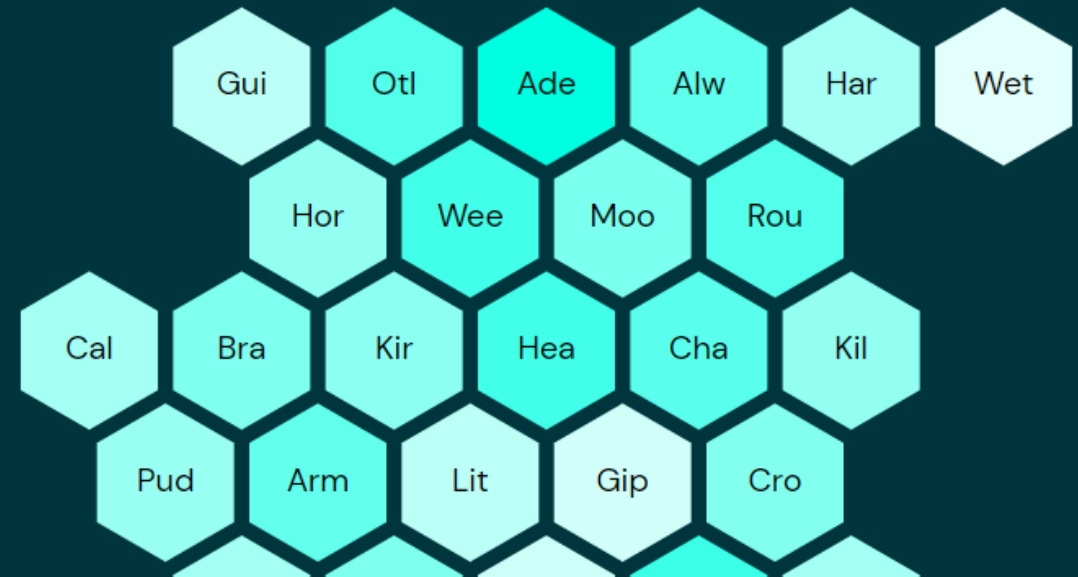
Funding prospects

80

Secured funders

49

School Engagement



Ask two questions:

- 1. Who is your audience?**
- 2. What do you want them to do?**



SPECIALISED COURSES



Web Chat

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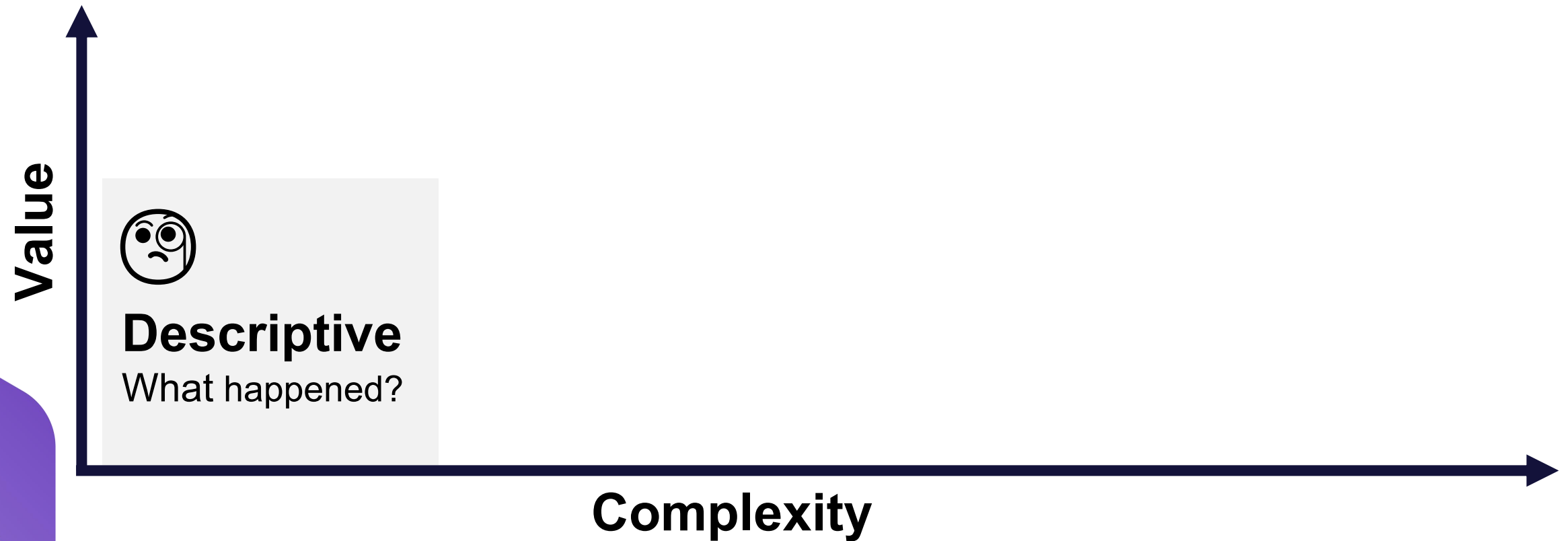
International

CPD & short courses

Reporting

**If data provides answers,
what is the question?**

Types of data analytics



Venture Arts

Through our studio programmes, exhibitions and collaborative projects, we remove barriers to the arts, we put artists in the lead, we champion neurodiversity and provide pathways for every individual to develop their creative identity.

Website overview

Select date range

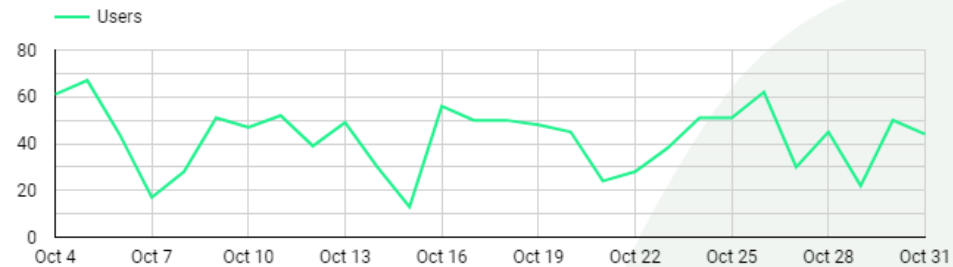
Change the date here

Users

1,019

↓ -17.1% from previous 28 days

This chart shows users over time



Newsletter sign ups

11

↑ 37.5%

Contact

10

↓ -23.1%

Shop purchases

3

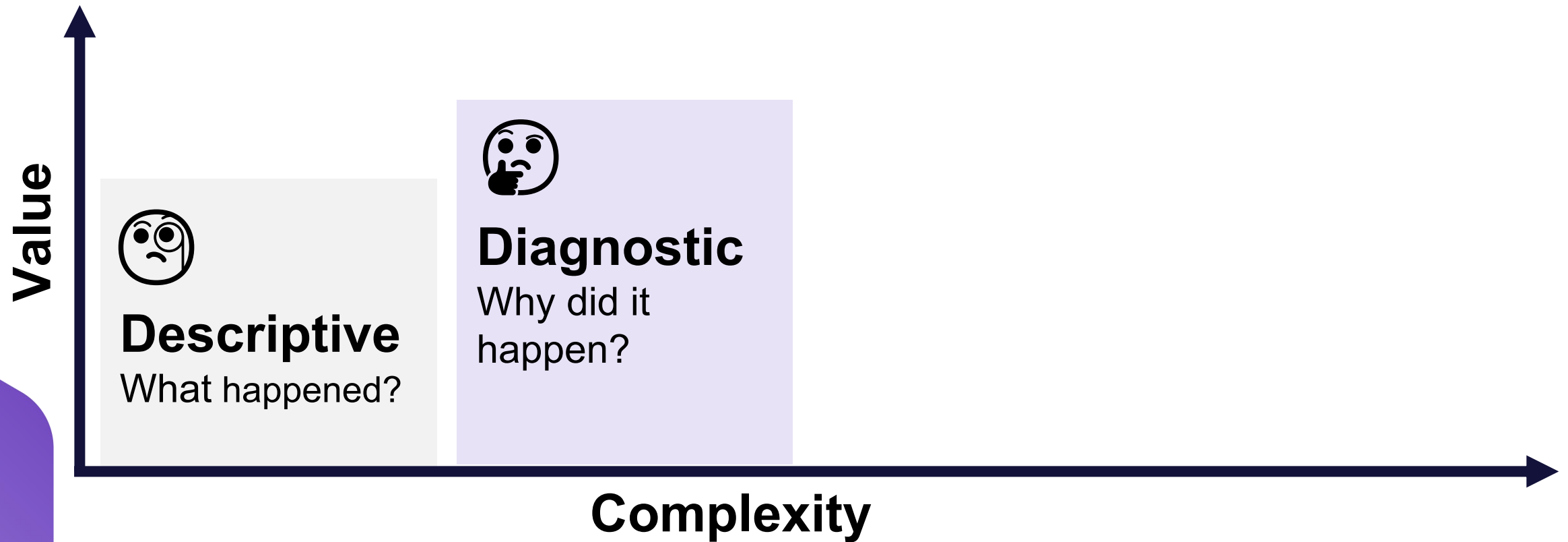
↑ 50.0%

Total revenue

£102.98

↑ 139.5%

Types of data analytics



Search...

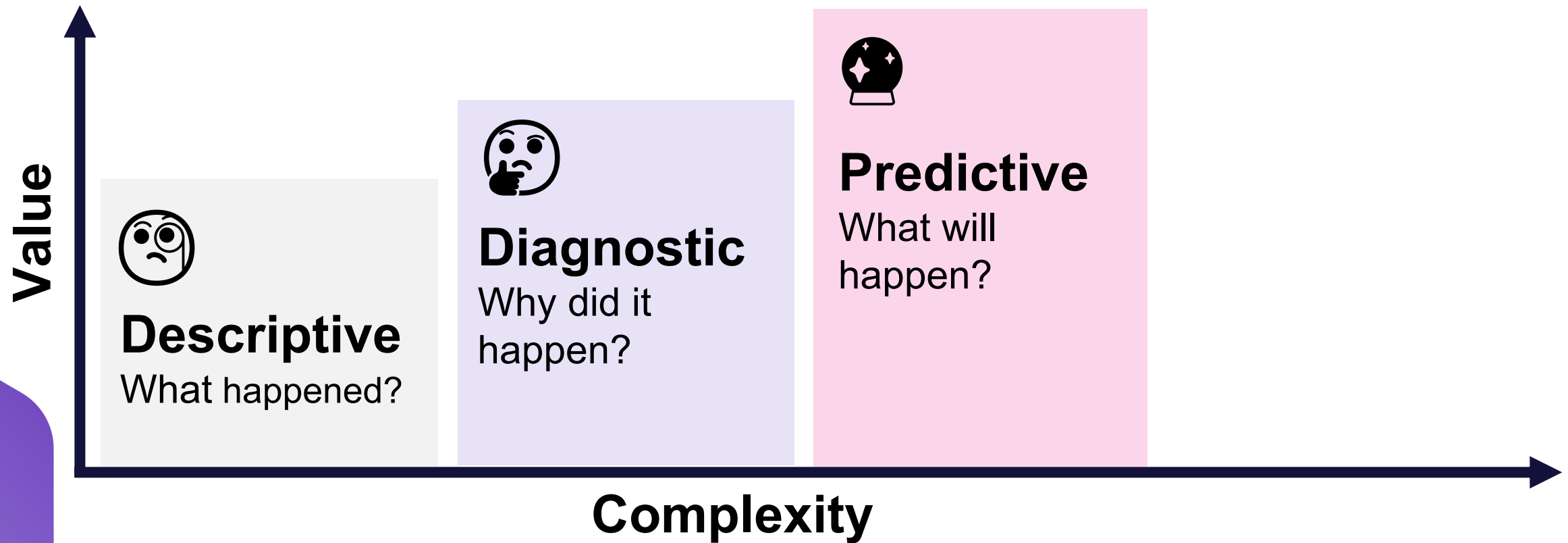
Rows per page: 10

Go to: 1

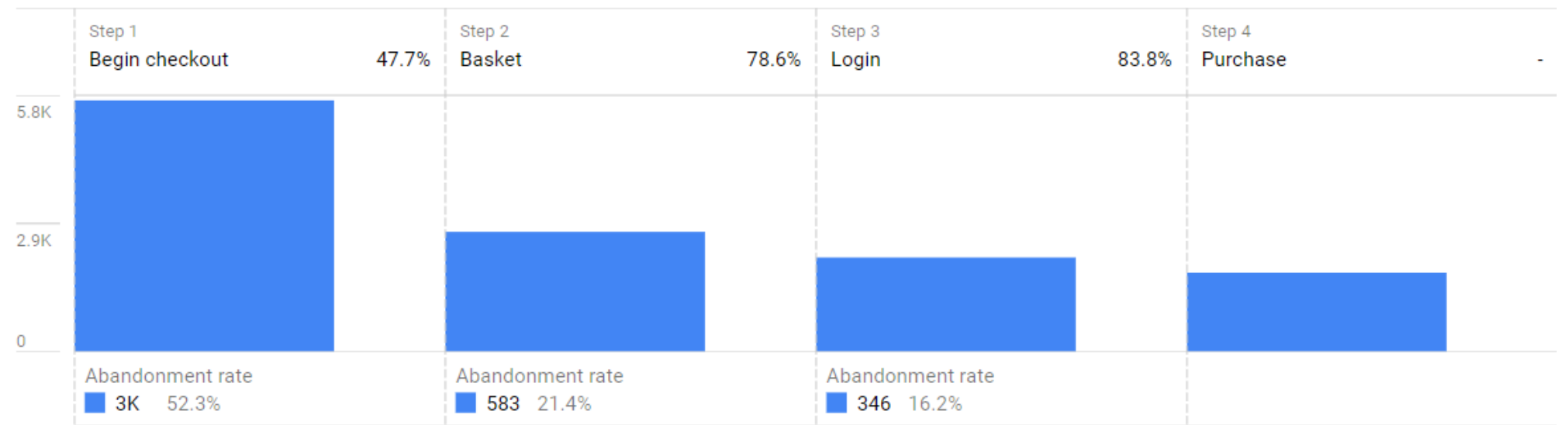
1-10 of 33

	Session campaign	Session source / medium	↓ Users	Conversions
				All events
			1,098 100% of total	93.00 100% of total
1	dcn_news_161023	ClickDimensions / email	361	23.00
2	dcn_news_101023	ClickDimensions / email	352	34.00
3	dcn_news_251123	ClickDimensions / email	239	9.00
4	dcn_webinar_follow_up	ClickDimensions / email	76	2.00
5	dcn_news_180923	ClickDimensions / email	30	1.00
6	dcn_gac	ClickDimensions / email	22	0.00
7	dcn_mydcn	ClickDimensions / email	21	6.00
8	order_confirm	eventbrite / email	21	0.00
9	following_published_event	eventbrite / email	16	8.00
10	dcn_news_170723	ClickDimensions / email	12	2.00

Types of data analytics

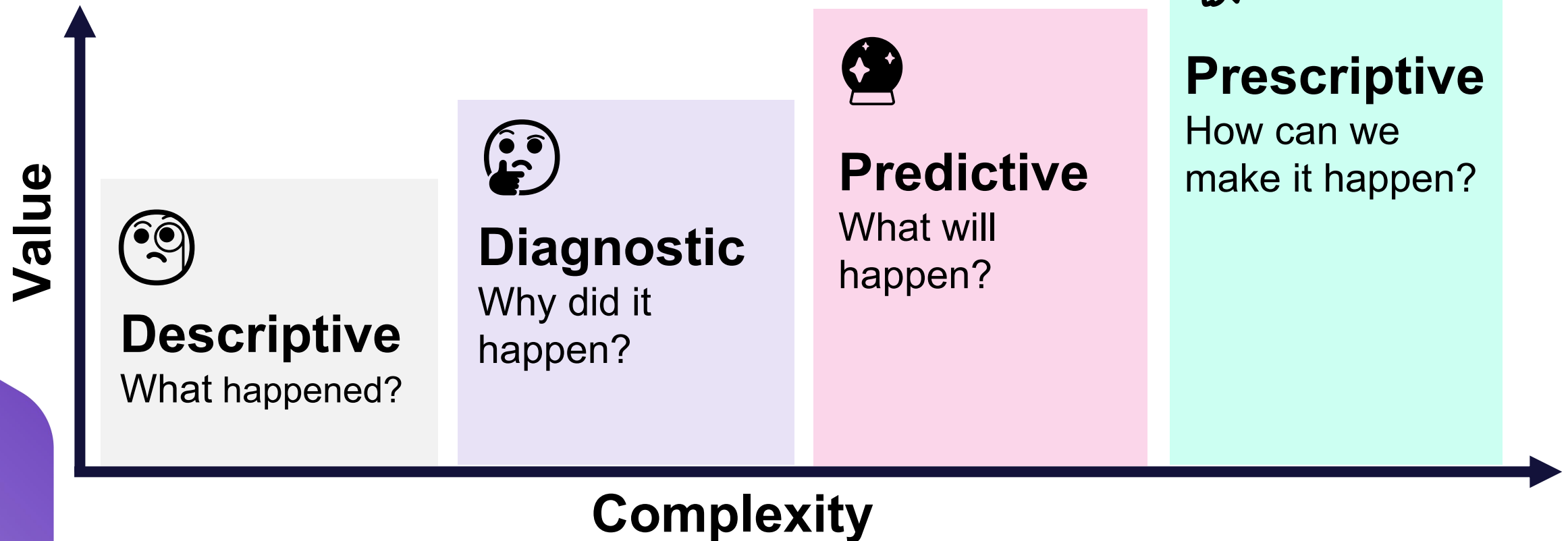


Funnel explor...

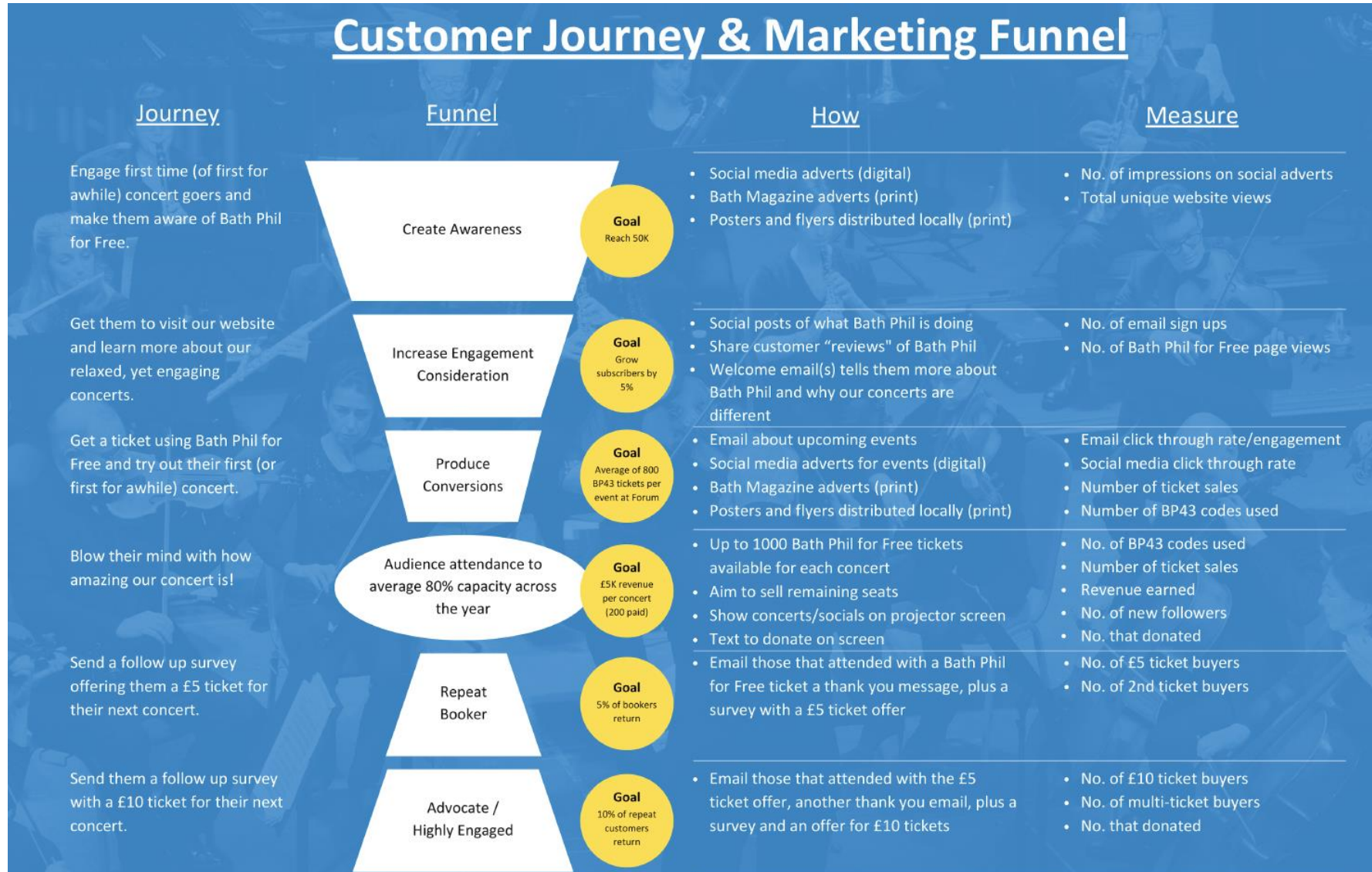


Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Begin checkout	5,707 (100.0%)	47.7%	2,986	52.3%
2. Basket	2,721 (47.7%)	78.6%	583	21.4%
3. Login	2,138 (37.5%)	83.8%	346	16.2%
4. Purchase	1,792 (31.4%)	-	-	-

Types of data analytics



Customer Journey & Marketing Funnel



Customer Journey & Marketing Funnel

Journey

Funnel

How

Measure

Engage first time (or first for awhile) concert goers and make them aware of Bath Phil for Free.



- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- No. of impressions on social adverts
- Total unique website views

Get them to visit our website and learn more about our relaxed, yet engaging concerts.



- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- No. of email sign ups
- No. of Bath Phil for Free page views

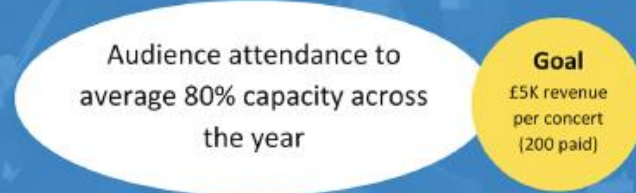
Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.



- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

Blow their mind with how amazing our concert is!



- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated

Send a follow up survey offering them a £5 ticket for their next concert.



- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

- No. of £5 ticket buyers
- No. of 2nd ticket buyers

Send them a follow up survey

Email those that attended with the £5

No. of £10 ticket buyers

Journey

Funnel

How

Measure

Engage first time (or first for awhile) concert goers and make them aware of Bath Phil for Free.

Create Awareness

Goal
Reach 50K

- Social media adverts (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- No. of impressions on social adverts
- Total unique website views

Get them to visit our website and learn more about our relaxed, yet engaging concerts.

Increase Engagement
Consideration

Goal
Grow subscribers by 5%

- Social posts of what Bath Phil is doing
- Share customer "reviews" of Bath Phil
- Welcome email(s) tells them more about Bath Phil and why our concerts are different

- No. of email sign ups
- No. of Bath Phil for Free page views

Get a ticket using Bath Phil for Free and try out their first (or first for awhile) concert.

Produce
Conversions

Goal
Average of 800 BP43 tickets per event at Forum

- Email about upcoming events
- Social media adverts for events (digital)
- Bath Magazine adverts (print)
- Posters and flyers distributed locally (print)

- Email click through rate/engagement
- Social media click through rate
- Number of ticket sales
- Number of BP43 codes used

Blow their mind with how amazing our concert is!

Audience attendance to average 80% capacity across the year

Goal
£5K revenue per concert (200 paid)

- Up to 1000 Bath Phil for Free tickets available for each concert
- Aim to sell remaining seats
- Show concerts/socials on projector screen
- Text to donate on screen
- Email those that attended with a Bath Phil for Free ticket a thank you message, plus a survey with a £5 ticket offer

- No. of BP43 codes used
- Number of ticket sales
- Revenue earned
- No. of new followers
- No. that donated
- No. of £5 ticket buyers
- No. of 2nd ticket buyers

Send a follow up survey offering them a £5 ticket for their next concert.

Repeat
Booker

Goal
5% of bookers return

- Email those that attended with the £5 ticket offer, another thank you email, plus a survey and an offer for £10 tickets

- No. of £10 ticket buyers
- No. of multi-ticket buyers
- No. that donated

Send them a follow up survey with a £10 ticket for their next concert.

Advocate /
Highly Engaged

Goal
10% of repeat customers return

How did I learn to love my data? 😍

1. Audited internal data collection
2. Found useful external data
3. Simplified reporting

Get in touch



digitalnetwork@arts council.org.uk



digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[showcase/digital-culture-network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)

Slides and resources:



digitalculturenetwork.org.uk/place-based-peer-learning-network/

Free



29 How to Collect High Quality Surveys

Date: 29 November 2023 14:30 - 16:00 GMT

Venue: Zoom

Online event 

Free



11 How to Collect Data in a Public Space

Date: 11 December 2023 14:30 - 15:30 GMT

Venue: Zoom

Online event 

As we collect more and more audience data, this practical session aimed at those who want to ensure the survey data you collect is of high quality. Fieldwork expert Jack Roscoe provides tips on survey design, sampling techniques and practical tips for face surveys with the public.

What to bring with you:

Bring along any colleagues who carry out surveys. At the session, look at any existing surveys you have and discuss the goals of any that you might want to do.

The session is aimed at anyone who is interested in how to like to develop their skills further.

The session will have automated captioning and live interpretation.

The presentation section of the session will not be recorded.

Do you wonder how many people viewed the mural you commissioned on the street corner, or how many people attended a performance at the shopping centre? Are you looking for inspiration on how to evaluate the outcomes of your works in public spaces? Then this session is for you! Jack Roscoe will cover how to create accurate quantifiable and qualitative data for art events and exhibitions in public spaces so that you can better evaluate their impact. This session is intended for team members who plan and carry out data collection.

What to prepare in advance:

This is not the time to be afraid to ask questions. It's a great opportunity to

[Register for this event](#)

How to contact the organiser

Place-Based Peer Learning Programme
PBPL@artscouncil.org.uk

Share event

[Share event](#)



Digital Culture Network