



CREATIVITY IN THE UK

**ANNEX 4: QUANTITATIVE SURVEY
ADMINISTRATION AND DISTRIBUTION**

SURVEY ADMINISTRATION AND DISTRIBUTION

Survey questions were developed to specifically answer the indicators detailed in the evaluation framework. Brennan Research developed a question bank which was finalised by UNBOXED in consultation with the independent evaluation team. Across all commissions, specific research group questions were selected from the generic bank and aligned to the outcomes detailed in their logic models. In addition to this commissions added 2-3 questions which were of interest to them.

Surveys across the Commissions and audiences were delivered via a combination of face-to-face and online methodologies. For face-to-face sampling, the specific events / dates on which to attend were agreed between M·E·L Research and the relevant Commission taking in to account:

- The type of event taking place and ensuring a good mix of different 'types' of event across each Commission (where relevant – e.g., Dandelion, Tour de Moon)
- A spread of weekdays and weekends and where relevant, school holidays
- Where possible and relevant a spread of times (e.g., morning and evening shifts for PoliNations)
- Taking into account all of the above, advice from the Commission on where they anticipate higher footfall / any specific audience types.

Where face-to-face surveys were utilised one of two approaches to sampling was taken:

- Where footfall made it feasible a **systematic sampling** approach was undertaken. This is a probability sampling approach which involves approaching every 'nth' person who passes by an interviewer at a fixed location. Where the 'nth' individual was in a group or party the person with the closest upcoming birthday was asked to undertake the survey. In an event setting, systematic sampling ensures that a random sample is attained without asking interviewers to 'randomly' approach people – which leaves interviewers open to their own internal biases for instance.
- For smaller events with less footfall, for instance 'Unexpected Garden' events within Dandelion, interviewers attempted to maximise completions on-site through a census approach to approaching audience members.

A detailed list of face-to-face interviewing shifts for each Commission is included later in this section. However, across each Commission interviewers were directed to specific locations:

Sampling - Interviewer locations¹

About Us: Interviewers were directed to be based near the entrance/exits to events. Attendees were approached as the show finished and before the next one began. Where attendees refused to complete the survey in person, interviewers collected contact details and utilised CATI surveys to administer the survey post-event.

¹ It should be recognised that many of the events took place in different locations and in differing conditions throughout the length of the Commission. At all times, interviewers were bound by the health and safety concerns of relevant members of the Commission teams on the ground and any requests to interview in specific locations for these reasons – or for any other reasonable concern – were adhered to.

<p>Dandelion: Interviewers were directed to be based near the entrance/exits to events. At the start of each shift interviewers attended a briefing with the team on the ground. At smaller events such as the Mobile Garden interviewers were instructed to approach attendees following engagement with the event activity.</p>
<p>GALWAD: Interviewers were directed to be positioned on the entrance/exit point to the site in Blaenau Ffestiniog, with an interviewer on each exit, to collect interviews as attendees exited after the event. The audience quickly exited the site after the event was conducted to go home, as such no live interviews were collected, however the interviewers collected email addresses of attendees prior to the event starting so that they could be emailed to complete the survey online.</p>
<p>GSDS: Interviewers travelled to the starting locations for each walk, collecting baseline surveys from Lumenators in the registration area, who weren't engaging with ongoing talks/workshops, prior to the walk starting</p>
<p>OPIS: Interviewers were directed to be positioned near to the beginning and end of the trail, or near to locations along the trail experiencing high footfall in discussion with the OPIS Commission team on the ground. At all locations interviewing shift locations were allocated to ensure that interviews were collected at multiple locations along the trail.</p>
<p>PoliNations: Interviewers were directed to collect interviews within Victoria Square, choosing a location with high footfall to locate themselves.</p>
<p>SEE MONSTER: Interviewers were directed to be located in the Tropicana, to speak to attendees as they exited the installation</p>
<p>StoryTrails: This was dictated by the StoryTrails team on-site who briefed the interviewer at the start of each shift and in relation to the specific setting. Interviewers did not interview and were there to encourage audiences to self-complete.</p>
<p>Tour de Moon: Interviewers at Moon Games and Moon Experiences were directed to collect interviews following each session as audiences left. At Moon Convoy, respondents were in a static location at each end of the routes to capture respondents exiting.</p>

Online survey delivery

Where surveys were delivered online, the majority were designed, scripted, hosted and managed directly by an independent research agency Ltd utilising Forsta survey software which is WCAG 2.1 AAA accessibility compliant. Commissions were provided with survey links for each audience, and these were shared via a number of channels, outlined in more detail below.

Where self-completion links were provided to commissions the channel distribution varied. The tables below detail how this was done for different respondents across the 10 commissions:

<p>About Us² – survey links for participants, teachers and students were emailed to respondents. Where necessary multiple emails were sent to increase the response rate. In order to achieve sampling quotas per location contact details of attendees were collected at live events and contacted via an online or CATI survey in the following weeks. Furthermore, survey links for attendees was also shared on About Us and UNBOXED social media channels to optimise the response rate.</p>
<p>Dandelion – survey links for teachers and partners were emailed to target respondents. Attendee self-completion surveys links were shared at smaller locations and where attendees had shared their contact details a link was sent.</p>

<p>Dreamachine – all attendee surveys (baseline and post-event) were completed online. For London and Cardiff, the baseline survey was not administered, and was only available for Belfast and Edinburgh. The post-event ((no-baseline) was sent to all Cardiff and London attendees. The post-event survey aligned to the baseline was accidentally administered to London attendees. Partner survey link was sent by Dreamachine.</p>
<p>GALWAD – at the live event at Blaenau Ffestiniog fieldworkers administered face-to-face surveys as well as collected recontact information. Where contact details were provided a survey link was sent via email by M.E.L Research. Online survey links were sent to people who registered their interest on GALWAD digital platforms and were also posted on GALWAD social media platforms. Teacher and partner survey links were sent by GALWAD.</p>
<p>Green Space Dark Skies – Participant baseline and post-event survey links were predominantly sent to registered Lumenators. The baseline survey was only completed after the commission had launched therefore Lumenators at earlier locations were sent the post-event (no baseline) survey link. To bolster baseline responses, fieldworkers were utilised at later locations to undertake the survey pre-event onsite.</p>
<p>Our Place in Space – face-to-face data collection at Derry-Londonderry was undertaken by Perspective Insights. Face-to-face data collection at the other three locations was undertaken by M.E.L Research. An online survey link³ was emailed to registered event attendees across all four locations by the OPIS team. Participant, teacher and partner survey links were emailed by OPIS to targeted respondents.</p>
<p>PoliNations – QR codes and survey links were disseminated by the PoliNations team onsite to attendees. The partner and participant survey links were sent via email by PoliNations to targeted respondents.</p>
<p>SEE MONSTER – attendee survey links were distributed to individuals who signed up to the SM newsletter. Teacher and partner survey links were emailed directly by the SM team to targeted respondents. Further education student survey links were sent to college teachers and asked for these to be disseminated to attendees.</p>
<p>StoryTrails – library attendees were provided a tablet to self-complete post-event. Participant and partner survey links were emailed to targeted respondents by the ST team.</p>
<p>Tour de Moon – all attendee surveys were completed face-to-face. Participant survey links were emailed by the TdM team directly to targeted respondents.</p>

Points of note:

- StoryTrails designed and scripted their own survey with agreement from UNBOXED, and subsequently shared data with the an independent research agency team. Data collection was initially conducted by StoryTrails team members who approached audiences and asked them to complete the survey on a tablet. Noting a low response rate initially, at later events, an independent research agency provided a number of fieldworkers who engaged audiences and encouraged them to complete the survey – however, this was a self-completion methodology.
- Face-to-face surveys for About Us were delivered by a third-party agency, prior to the commencement of the fieldwork contract delivered by an independent research agency. This data was subsequently shared.
- For both About Us and Tour de Moon, data on Spend by attendees (e.g. to calculate economic impact) was captured, but Willingness to Pay (e.g. to inform Contingent Valuation calculations) was not captured for attendees.

- Due to the requirement for ticket booking, Dreamachine was able to send out a pre-attendance Baseline survey and is hence an outlier in this.
- Face to face shifts were used at some Green Space Dark skies events to collect pre-event baseline surveys, as well as the survey being distributed directly to participants
- Dandelion combined their Partner and Participant surveys into a single script for ease of distribution, and respondents self-selected their role based on a number of pre-provided options. In the data cleaning process and subsequent analysis these were broken out into their relevant audience types, however as no participants completed the survey, no data tables were produced for this group. These are highlighted in orange below.
- Dreamachine and Dandelion combined their Teacher and Teacher CPD surveys into a single script, with respondents self-selecting the type of training they went on at the start of the survey, and shown relevant questions based on this selection. Respondents could select more than one option at this question and thus qualify for both the Teacher and Teacher CPD surveys. In data cleaning and analysis, results were broken out for the separate respondent types. The Dreamachine survey received no responses, so no data tables were produced for either group. In the Dandelion survey, all respondents who attended CPD training also indicated they attended another type of training as well, and therefore answered questions relating to both. As a result, the 34 who completed the Dandelion Teacher CPD survey also are included in the 114 who completed the Teacher survey.
- A handful of surveys were scripted and provided to Commissions, but on sharing the link with relevant respondents, received no completes. These are highlighted in purple below.

FACE-TO-FACE	Attendee baseline	Attendee post-baseline	Attendee post no baseline	Participant baseline	Participant post - baseline	Participant post-no baseline	Teacher	Teacher CPD	Student	Partner
About Us			1543							
OPIS			384							
GSDS				72						
Dreamachine										
Tour de Moon			345							
Dandelion			430							
StoryTrails										
PoliNations			369							
SEE MONSTER			684							
GALWAD			414							

ONLINE SELF COMPLETION	Attendee baseline	Attendee post-baseline	Attendee post no baseline	Participant baseline	Participant post - baseline	Participant post-no baseline	Teacher	Teacher CPD	Student	Partner
About Us						99	20		135	55
OPIS			410			16	64			10
GSDS				217	175	130				
Dreamachine	765	559	66							2
Tour de Moon						41				
Dandelion			25				114	34		7
StoryTrails			228			22				11
PoliNations			225			142				49
SEE MONSTER			12				12, 29 ⁵		70	12
GALWAD			107 ⁶			24	15			3

4 Given the nature of GALWAD's live event, interviewers collected email addresses from some attendees and a link was shared with them post event. 41 interviews relate to the experience of the Live Event.

5 29 responses as part of 'All Aboard' assembly and classroom resources.

6 107 interviews were completed via a link shared by the GALWAD team, relating to the Broadcast element of GALWAD.

DETAILED BREAKDOWN OF FACE-TO-FACE FIELDWORK DELIVERY

About Us

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location
01/03/2022	Tue	6:15-9:45pm	3.5	Paisley Abbey, Paisley
02/03/2022	Wed	6:30-9:30pm	3	Paisley Abbey, Paisley
05/03/2022	Sat	6:30-9:30pm	3	Paisley Abbey, Paisley
06/03/2022	Sun	6:30-9:30pm	3	Paisley Abbey, Paisley
15/03/2022	Tue	6:45-10:15pm	3.5	Guildhall Square, Derry-Londonderry
18/03/2022	Fri	7:00-10:00pm	3	Guildhall Square, Derry-Londonderry
19/03/2022	Sat	7:00-10:00pm	3	Guildhall Square, Derry-Londonderry
21/03/2022	Mon	7:00-10:00pm	3	Guildhall Square, Derry-Londonderry
30/03/2022	Wed	8:00-11:00pm	3	Y Maes, Caernarfon
01/04/2022	Fri	8:15-10:50pm	2.6	Y Maes, Caernarfon
02/04/2022	Sat	8:15-10:50pm	2.6	Y Maes, Caernarfon
05/04/2022	Tue	8:15-10:50pm	2.6	Y Maes, Caernarfon
14/04/2022	Thu	8:15-11:15pm	3	Town Hall, Luton
15/04/2022	Fri	8:30-11:00pm	2.5	Town Hall, Luton
16/04/2022	Sat	8:30-11:00pm	2.5	Town Hall, Luton
20/04/2022	Wed	8:30-11:00pm	2.5	Town Hall, Luton
30/04/2022	Sat	8:45-11:30pm	2.75	Queen Victoria Square, Hull
01/05/2022	Sun	8:45-11:15pm	2.5	Queen Victoria Square, Hull
02/05/2022	Mon	8:45-11:15pm	2.5	Queen Victoria Square, Hull
04/05/2022	Wed	8:45-11:15pm	2.5	Queen Victoria Square, Hull
05/05/2022	Thu	8:45-11:15pm	2.5	Queen Victoria Square, Hull
05/05/2022	Fri	8:45-11:15pm	2.5	Queen Victoria Square, Hull

Conducted by Marketing Means on behalf of Courtney Consulting: Paisley-396; Derry-Londonderry-129; Caernarfon-241; Luton-275; Hull-502.

Dandelion

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location	Notes
17/06/2022	Fri	11:30 am - 5:30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
17/06/2022	Fri	2-8pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
17/06/2022	Fri	2-8pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
18/06/2022	Sat	11:30am - 5:30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
18/06/2022	Sat	11.30am -5.30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
18/06/2022	Sat	11.30am -5.30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
19/06/2022	Sun	11:30am - 5:30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
19/06/2022	Sun	11.30am -5.30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
19/06/2022	Sun	11.30am -5.30pm	6	Dandelion Festival, Kelvingrove Park, Glasgow	
20/06/2022	Mon	5-7pm	2	Floating Garden Tour - Hamiltonhill Claypits, Glasgow	
22/06/2022	Wed	5-7pm	2	Floating Garden Tour - Southbank Marina, Kirkintilloch	
28/06/2022	Tue	4.30-7pm	2	Floating Garden - Manse Road Basin, Manse Rd, Linlithgow	
28/06/2022	Tue	4.30-7pm	2	Floating Garden - Manse Road Basin, Manse Rd, Linlithgow	
01/07/2022	Fri	4.30-7pm	2	Floating Garden, Leamington Lift Bridge, Edinburgh	
01/07/2022	Fri	4.30-7pm	2	Floating Garden, Leamington Lift Bridge, Edinburgh	

09/07/2022	Sat	12.30 - 4.15pm	3.75	Free For All, The Helix, Visitor Centre, Falkirk	
16/07/2022	Sat	12.30 - 4pm	3.5	Free For All seed giveaway event, Wilton Park Rd, Hawick	
21/07/2022	Thu	12.30 - 4pm	3.5	Free For All seed giveaway event, Herimtage Park, Helensburgh	
29/07/2022	Fri	11am-5pm	6	Installation Cube - V&A, 1 Riverside Esplanade, Dundee	
30/07/2022	Sat	11am - 5pm	6	Installation Cube - V&A, 1 Riverside Esplanade, Dundee	
06/08/2022	Sat	10am - 4pm	6	UNEXPECTED GARDENS - Caithness, Rosebank Playing Fields, Cliff Road, Wick	
07/08/2022	Sun	10am - 4pm	6	UNEXPECTED GARDENS - Caithness, Rosebank Playing Fields, Cliff Road, Wick	
13/08/2022	Sat	11am -5pm	6	Cubes Installation on Tour, Edinburgh College of Arts Lauriston Place	
13/08/2022	Sat	11.30am - 5pm	6	Unexpected Gardens - Alness - The Field, 4 River Cl N, Alness,	
17/08/2022	Wed	11am - 5pm	6	Cubes Installation on Tour, Edinburgh College of Arts Lauriston Place	
02/09/2022	Fri	3-9pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
02/09/2022	Fri	3-9pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
02/09/2022	Fri	3-9pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	

03/09/2022	Sat	TBC	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
03/09/2022	Sat	TBC	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
03/09/2022	Sat	TBC	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
04/09/2022	Sun	11am - 5pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
04/09/2022	Sun	11am - 5pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
04/09/2022	Sun	11am - 5pm	6	Dandelion Festival Inverness, Northern Meeting Park, Adross Street, Inverness	
10/09/2022	Fri	2.30 - 9.30pm	7	Harvest Festival @ Leven	<i>Originally planned, but event cancelled following the death of Her Majesty Queen Elizabeth II</i>
10/09/2022	Sat	2 - 7.30pm	5.5	Harvest Festival @ Dundee	Email addresses were collected and a self-complete sent out, following the death of Her Majesty Queen Elizabeth II
10/09/2022	Sat	10am-4pm	6	Harvest Festival @ Falkirk	Email addresses were collected and a self-complete sent out, following the death of Her Majesty Queen Elizabeth II
10/09/2022	Sat	12 - 4.30pm	4.5	Harvest Festival @ Alness	Email addresses were collected and a self-complete sent out, following the death of Her Majesty Queen Elizabeth II

GALWAD

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location	Notes
02/10/2022	Sun	5 - 9pm	3	Blaenau Ffestiniog in North Wales.	Email collection undertaken on arrival as aware that majority of attendees would leave en-masse at the end. Interviewers were Welsh speakers and supported by BSL interpreters.
02/10/2022	Sun	5 - 9pm	3	Blaenau Ffestiniog in North Wales.	Email collection undertaken on arrival as aware that majority of attendees would leave en-masse at the end. Interviewers were Welsh speakers and supported by BSL interpreters.
02/10/2022	Sun	5 - 9pm	3	Blaenau Ffestiniog in North Wales.	Email collection undertaken on arrival as aware that majority of attendees would leave en-masse at the end. Interviewers were Welsh speakers and supported by BSL interpreters.

Green Space Dark Skies

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location
06/08/2022	Sat	6.30 - 8.30pm	2	Anglesey
11/08/2022	Thu	12 - 6pm	6	Cairngorms
20/08/2022	Sat	2.30 - 6.30pm	4	Orkney Islands
24/09/2022	Sat	10.30am-1.30pm	3	Slieve Donard: Mourne AONB

Our Place in Space

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location
20/05/2022	Fri	10am - 4pm	6	General trail shift, Derry-Londonderry
21/05/2022	Sat	10am - 4pm	6	General trail shift, Derry-Londonderry
22/05/2022	Sun	10am - 4pm	6	General trail shift, Derry-Londonderry

Conducted by Perspective Insights: Derry-Londonderry-137

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location
18/06/2022	Sat	11am - 5pm	6	General trail shift - Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
19/06/2022	Sun	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
20/06/2022	Mon	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
21/06/2022	Tue	7- 11:30pm	4.5	Evening events - Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
25/06/2022	Sat	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
30/06/2022	Thu	3 - 6pm	3	Events, Cosmic Dance Party 3pm, 2 Royal Avenue
30/06/2022	Thu	7 - 9pm	2	Tour the Solar system 7:30pm - Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
01/07/2022	Fri	6.30-10.30pm	4	Museum Takeover with Reimagine Remake Replay, Belfast - Ulster Museum, Belfast
02/07/2022	Sat	1 - 3pm	2	From the Sun to Dark Energy, Belfast - Ulster Hall

02/07/2022	Sat	3 - 4.30pm	1.5	Play Ball at City Hall, Belfast City Hall, Donegall Square
03/07/2022	Sun	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
04/07/2022	Mon	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
08/07/2022	Fri	11am - 5pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
09/07/2022	Sat	10am - 4pm	6	General trail shift- Divis & the Black Mountain, Divis Road, Hannahstown, Belfast
30/07/2022	Sat	12 - 6pm	6	OPIS - Cow Hollow Wood, Waterbeach, Cambridge
30/07/2022	Sat	2 - 8pm	6	OPIS - Midsummer Common 2-4pm, Stourbridge Common, Cambridge
31/07/2022	Sun	12 - 6pm	6	OPIS - Stourbridge Common, Cambridge
31/07/2022	Sun	12 - 6pm	6	OPIS - Midsummer Common, Cambridge
06/08/2022	Sat	2 - 8pm	6	OPIS - Stourbridge Common, Cambridge
07/08/2022	Sun	12 - 6pm	6	OPIS - Midsummer Common, Cambridge
13/08/2022	Sat	5 - 11pm	6	OPIS - 5-9pm, Midsummer Common. From 9pm, Meteors on Midsummer Common
14/08/2022	Sun	12 - 6pm	6	OPIS - Stourbridge Common, Cambridge
20/08/2022	Sat	2 - 8pm	6	OPIS - Midsummer Common, Cambridge
21/08/2022	Sun	12 - 6pm	6	OPIS - Stourbridge Common, Cambridge
27/08/2022	Sat	12 - 6pm	6	OPIS - Stourbridge Common, Cambridge
27/08/2022	Sat	2 - 8pm	6	OPIS - Midsummer Common, Cambridge

28/08/2022	Sun	11am - 5pm	6	Picnic at the Planets OPIS - Midsummer Common, Cambridge
15/10/2022	Sat	11am - 5pm	6	Our Place in Space Trail - Liverpool
16/10/2022	Sun	11am - 5pm	6	Our Place in Space Trail - Liverpool
17/10/2022	Mon	11am - 5pm	6	Our Place in Space Trail - Liverpool
18/10/2022	Tue	11am - 5pm	6	Our Place in Space Trail - Liverpool
19/10/2022	Wed	11am - 5pm	6	Our Place in Space Trail - Liverpool
21/10/2022	Fri	11am - 5pm	6	Our Place in Space Trail - Liverpool
23/10/2022	Sun	11am - 5pm	6	Our Place in Space Trail - Liverpool
24/10/2022	Mon	11am - 5pm	6	Our Place in Space Trail - Liverpool
25/10/2022	Tues	11am - 5pm	6	Our Place in Space Trail - Liverpool
26/10/2022	Wed	11am - 5pm	6	Our Place in Space Trail - Liverpool
27/10/2022	Thu	11am - 5pm	6	Our Place in Space Trail - Liverpool
28/10/2022	Fr	11am - 5pm	6	Our Place in Space Trail - Liverpool

PoliNations

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location	Notes
02/09/2022	Fri	3 - 9pm	6	Chamberlain Square, Birmingham	
03/09/2022	Sat	9am - 3pm	6	Chamberlain Square, Birmingham	
03/09/2022	Sat	3 - 9pm	6	Chamberlain Square, Birmingham	
04/09/2022	Sun	9am - 3pm	6	Chamberlain Square, Birmingham	
04/09/2022	Sun	3 - 9pm	6	Chamberlain Square, Birmingham	
05/09/2022	Mon	3 - 9pm	6	Chamberlain Square, Birmingham	
05/09/2022	Mon	10am - 4pm	6	Chamberlain Square, Birmingham	
06/09/2022	Tue	10am - 4pm	6	Chamberlain Square, Birmingham	
06/09/2022	Tue	3 - 9pm	6	Chamberlain Square, Birmingham	
07/09/2022	Wed	2 - 8pm	6	Chamberlain Square, Birmingham	
07/09/2022	Wed	9am - 3pm	6	Chamberlain Square, Birmingham	
08/09/2022	Thu	2 - 8pm	6	Chamberlain Square, Birmingham	Shift cut short. Interviewer left at approximately 7pm following the announcement of the death of Her Majesty Queen Elizabeth II
09/09/2022	Fri	8am - 2pm	6	Chamberlain Square, Birmingham	Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II
09/09/2022	Fri	2 - 8pm	6	Chamberlain Square, Birmingham	Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II
09/09/2022	Fri	2 - 8pm	6	Chamberlain Square, Birmingham	Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II
10/09/2022	Sat	10am - 4pm	6	Chamberlain Square, Birmingham	Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II

10/09/2022	Sat	4 - 10pm	6	Chamberlain Square, Birmingham	<i>Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II</i>
11/09/2022	Sun	3 - 9pm	6	Chamberlain Square, Birmingham	<i>Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II</i>
11/09/2022	Sun	3 - 9pm	6	Chamberlain Square, Birmingham	<i>Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II</i>
12/09/2022	Mon	9am - 3pm	6	Chamberlain Square, Birmingham	<i>Originally planned, but cancelled following the death of Her Majesty Queen Elizabeth II</i>
13/09/2022	Tue	2 - 8pm	6	Chamberlain Square, Birmingham	
14/09/2022	Wed	11am - 5pm	6	Chamberlain Square, Birmingham	
15/09/2022	Thu	4 - 10pm	6	Chamberlain Square, Birmingham	
15/09/2022	Thu	10am - 4pm	6	Chamberlain Square, Birmingham	
16/09/2022	Fri	3 - 9pm	6	Chamberlain Square, Birmingham	
16/09/2022	Fri	10am - 4pm	6	Chamberlain Square, Birmingham	
17/09/2022	Sat	10am - 4pm	6	Chamberlain Square, Birmingham	
17/09/2022	Sat	4 - 10pm	6	Chamberlain Square, Birmingham	
17/09/2022	Sat	10am - 4pm	6	Chamberlain Square, Birmingham	
18/09/2022	Sun	2 - 8pm	6	Chamberlain Square, Birmingham	
18/09/2022	Sun	2 - 8pm	6	Chamberlain Square, Birmingham	

SEE MONSTER

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location	Notes
23/09/2022	Fri	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
23/09/2022	Fri	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
24/09/2022	Sat	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
24/09/2022	Sat	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
24/09/2022	Sat	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
25/09/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
25/09/2022	Sun	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
25/09/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
26/09/2022	Mon	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
26/09/2022	Mon	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
27/09/2022	Tue	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
27/09/2022	Tue	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
28/09/2022	Wed	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
28/09/2022	Wed	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
29/09/2022	Thu	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
29/09/2022	Thu	10am-4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
30/09/2022	Fri	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
30/09/2022	Fri	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
01/10/2022	Sat	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
01/10/2022	Sat	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	

01/10/2022	Sat	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
02/10/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
02/10/2022	Sun	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
02/10/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
03/10/2022	Mon	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
03/10/2022	Mon	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
04/10/2022	Tue	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
04/10/2022	Tue	2 - 8pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
05/10/2022	Wed	10am -4pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	Rig closed due to high winds for part of shift
06/10/2022	Thu	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
07/10/2022	Fri	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
08/10/2022	Sat	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
09/10/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
11/10/2022	Tue	12pm- 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
16/10/2022	Sun	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
17/10/2022	Mon	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
20/10/2022	Thu	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
24/10/2022	Mon	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
25/10/2022	Tue	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
27/10/2022	Thu	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	
28/10/2022	Fri	12 - 6pm	6	See Monster, 38 Beach Rd, Weston-super-Mare	

StoryTrails

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location	Notes
06/08/2022	Sat	10.30am - 4.30pm	6	Wolverhampton Central Library, Snow Hill	Did not interview - encouraged attendees to self-complete
07/08/2022	Sun	11am - 5pm	6	Wolverhampton Central Library, Snow Hill	Did not interview - encouraged attendees to self-complete
10/08/2022	Wed	11am - 5pm	6	Civic Centre, Oystermouth Road, Swansea	Did not interview - encouraged attendees to self-complete
11/08/2022	Thur	11am - 5pm	6	Civic Centre, Oystermouth Road, Swansea	Did not interview - encouraged attendees to self-complete
13/08/2022	Sat	11am - 5pm	6	Newport Central Library, Kingsway Centre, John Frost Square	Did not interview - encouraged attendees to self-complete
14/08/2022	Sun	11am - 5pm	6	Newport Central Library, Kingsway Centre, John Frost Square	Did not interview - encouraged attendees to self-complete
20/08/2022	Sat	11am - 5pm	6	Bristol Central Library, College Green	Did not interview - encouraged attendees to self-complete
21/08/2022	Sun	11am - 5pm	6	Bristol Central Library, College Green	Did not interview - encouraged attendees to self-complete
27/08/2022	Sat	11am - 5pm	6	Swindon Central Library, Regent Circus	Did not interview - encouraged attendees to self-complete
28/08/2022	Sun	11am - 5pm	6	Swindon Central Library, Regent Circus	Did not interview - encouraged attendees to self-complete
03/09/2022	Sat	11am - 5pm	6	Slough Library, The Curve, William Street	Did not interview - encouraged attendees to self-complete
04/09/2022	Sun	11am - 5pm	6	Slough Library, The Curve, William Street	Did not interview - encouraged attendees to self-complete

10/09/2022	Sat	11am - 5pm	6	Brixton Library, Brixton Oval, London	Email addresses were collected and a self-complete sent out, following the death of Her Majesty Queen Elizabeth II
11/09/2022	Sun	11am - 5pm	6	Brixton Library, Brixton Oval, London	Email addresses were collected and a self-complete sent out, following the death of Her Majesty Queen Elizabeth II
17/09/2022	Sat	11am - 5pm	6	Catford Centre, 23-24 Winslade Way, London	Did not interview - encouraged attendees to self-complete
18/09/2022	Sun	11am - 5pm	6	Catford Centre, 23-24 Winslade Way, London	Did not interview - encouraged attendees to self-complete

Tour de Moon

Date of Fieldwork	Day of Fieldwork	Shift Times	Shift Length	Location
27/05/2022	Fri	11am - 5pm	6	Moon Games - Walker Activity Dome, Wharrier St, Newcastle upon Tyne
27/05/2022	Fri	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
27/05/2022	Fri	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
27/05/2022	Fri	3:30 - 9:30pm	6	Moon Convoy - Grainger St x Nelston St, Newcastle upon Tyne
28/05/2022	Sat	11am - 5pm	6	Moon Games - Walker Activity Dome, Wharrier St, Newcastle upon Tyne
28/05/2022	Sat	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
28/05/2022	Sat	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
28/05/2022	Sat	3:30 - 9:30pm	6	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
29/05/2022	Sun	11am - 5pm	6	Moon Games - Walker Activity Dome, Wharrier St, Newcastle upon Tyne
29/05/2022	Sun	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
29/05/2022	Sun	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
29/05/2022	Sun	3:30 - 9:30pm	6	Moon Convoy - Grainger St x Nelston St, Newcastle upon Tyne
30/05/2022	Mon	11am - 5pm	6	Moon Games - Walker Activity Dome, Wharrier St, Newcastle upon Tyne
30/05/2022	Mon	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
30/05/2022	Mon	6:30 - 11:30pm	5	Moon Experiences - 51 Lime Street, Newcastle upon Tyne
30/05/2022	Mon	3:30 - 9:30pm	6	Moon Convoy - Grainger St x Nelston St, Newcastle upon Tyne
08/06/2022	Wed	6:00 - 9:30pm	3.5	Moon Convoy - Central Park, Plymouth
08/06/2022	Wed	6:00 - 9:30pm	3.5	Moon Convoy - Central Park, Plymouth
10/06/2022	Fri	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton

10/06/2022	Fri	11am - 5pm	6	Moon Games - Solent Sports Complex, E Park Terrace, Southampton
10/06/2022	Fri	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
11/06/2022	Sat	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
11/06/2022	Sat	3:30 - 9:30pm	6	Moon Convoy - Bargate, High St, Southampton
11/06/2022	Sat	11am - 5pm	6	Moon Games - Solent Sports Complex, E Park Terrace, Southampton
11/06/2022	Sat	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
12/06/2022	Sun	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
12/06/2022	Sun	11am - 5pm	6	Moon Games - Solent Sports Complex, E Park Terrace, Southampton
12/06/2022	Sun	3:30 - 9:30pm	6	Moon Convoy - Bargate, High St, Southampton
12/06/2022	Sun	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
13/06/2022	Mon	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
13/06/2022	Mon	11am - 5pm	6	Moon Games - Solent Sports Complex, E Park Terrace, Southampton
13/06/2022	Mon	6:30 - 11:30pm	5	Moon Experiences - 8 & 9 Hanover Buildings, Southampton
13/06/2022	Mon	3:30 - 9:30pm	6	Moon Convoy - Bargate, High St, Southampton
16/06/2022	Thu	2:20 - 8:20pm	6	Moon Convoy - Pedro Youth Club, 175 Rushmore Rd, Lower Clapton, London
16/06/2022	Thu	2:20 - 8:20pm	6	Moon Convoy - Pedro Youth Club, 175 Rushmore Rd, Lower Clapton, London
16/06/2022	Thu	2:20 - 8:20pm	6	Moon Convoy - Pedro Youth Club, 175 Rushmore Rd, Lower Clapton, London

APPENDIX – WILLINGNESS TO PAY QUESTIONS

BASE: ASK ALL - READ OUT

We'd now like to ask you a hypothetical question about how much you might pay for a similar innovative cultural experience to the event you have attended today. Sometimes people can over-estimate or under-estimate the amount they might pay for a ticket, so please take in to account your own financial situation and priorities when answering. There are no right or wrong answers.

Click here to enter text.QWTP1. Funding for this year's event has been provided as part of UNBOXED, a national funding programme.

If [EVENT NAME] were to run a similar event next year there may be a requirement for the event to self-fund.

Please imagine a situation where [EVENT NAME] is having to self-fund and therefore an entry fee is charged. Based on your experience today, please think about how much a visit to a similar innovative cultural event would be worth to you, if anything.

Would you be prepared to pay an entry fee to visit [EVENT NAME] next year, even if this were only a small amount?

1. Yes
2. Maybe

No (*GO TO QWTP5 + AUTOFILL £0.00 AT QWTP2*)

BASE: ASK ALL YES OR MAYBE

QWPT2. If the event was no longer free, what is the maximum you would be willing to pay, as an entry fee for one day, to attend a similar event?

*INTERVIEWER: SHOW PAYMENT CARD TO RESPONDENT + RECORD
SCRIPT PAYMENT CARD TWO COLUMNS, AS BELOW TO AVOID LEFT RIGHT BIAS
TOWARDS LOWER VALUES*

£0.10	£0.25
£0.50	£0.75
£1.00	£1.50
£2.00	£2.50
£3.00	£4.00
£5.00	£6.00
£7.00	£8.00
£9.00	£10.00
£12.50	£15.00
£17.50	£20.00

£22.50	£25.00
£27.50	£30.00
£32.50	£35.00
£37.50	£40.00
£42.50	£45.00
£47.50	£50.00
£55.00	£60.00
£65.00	£70.00
£75.00	£80.00

£0.00	<i>[GO TO QWTP5]</i>
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BASE: ASK ALL YES OR MAYBE

QWTP3. How certain are you that you would really pay this amount, if asked, to visit [EVENT NAME]?

3. 0-100% (*SCALE*)

BASE: ASK ALL YES OR MAYBE, SELECT ALL THAT APPLY

QWTP4. Why do you say you would be willing to pay [*get value from QWTP2*]?

1. I enjoyed my visit to the event
2. It is roughly what I have paid for a similar event in the past
3. I would like the event to be able to continue regardless of support from external funders
4. I think visitor enjoyment and/or the event could be improved if ticket sales generated more funds
5. I would like to return to the event in future years and would be willing to pay to do so
6. I don't believe that I would really have to pay
7. My willingness-to-pay is not just for this event, but also an expression of my support for the sector more broadly
8. Other [specify]

BASE: ASK ALL SAYING NO AT QWTP1 OR NOTHING AT QWTP2.

QWPT5. Why do you say that you would not be willing to pay for a ticket for this event?

1. Can't afford it
2. Don't agree with this type of question
3. More important things to think about than future events
4. Did not enjoy my visit much
5. Only visited because it is free, I would not pay to visit
6. Don't plan to ever visit again
7. UNBOXED events should be free for all, I don't agree with charging for admission
8. Already contributing to events like this
9. through my taxes
9. Don't mind making a donation but I don't want to pay an entry fee
10. Need more information to answer this question
11. Do not feel confident stating a value that I would be willing to pay in the current uncertain climate
12. Do not believe there will be future events
13. Other (please specify) (*REVIEW FOR PROTEST RESPONSES*)

BASE: ASK ALL

Please note, should an event similar to [EVENT NAME] be run again there are currently no plans by UNBOXED to charge for these. This is purely a hypothetical question to help us assess the value of the event to those taking part.

BASE: ASK ALL

QVisitation

Prior to your visit to [INSERT EVENT] had you ever attended a similar type of event before?

SINGLE RESPONSE

Code	Label	Condition	Notes	Routing
1	No, I had never been to a similar type of event before			
2	Yes, in the past 12 months			
3	Yes between 1 and 2 years ago			
4	Yes, between 2 and 5 years ago			
5	Yes, I had visited before but more than 5 years ago			
85	Don't know / can't remember			

BASE: ASK ALL

QINCOME.

What is your annual household income before tax?
Please include any income from pensions,
investments and benefits as well as earned income.

Less than £20,000

£20,000 - £39,999

£40,000 - £59,999

£60,000 - £99,999

More than £100,000

Prefer not to say