

UNBOXED: Creativity in the UK

Annex 8: Physical Engagement Methodologies

March 2023

This annex provides an overview of the different methodologies utilised to monitor, count and measure estimations for live attendance across each of the ten commissions. Methodologies were developed and implemented in conjunction with a framework of independent research and fieldwork agencies, based on industry standard methods.

1. About Us

Manual count of attendees for an identified 10mx10m area, applied across the zoned audience area. Final data weighted based on distribution per show, excludes any methods to capture audiences attending multiple shows.

2. Dandelion

Crowd counting data provided by security / stewarding staff for main festival utilising gated clickers to manage crowd ingress and egress at the event site. Crowd counting support was provided by fieldwork agency at specific locations, including events and activities at seed giveaways, cube Installation tours, the second festival and Harvest Festivals on specific days. Data from crowd counts averaged with event organiser crowd counts. For smaller locations and community events, third party data provided from contracted event manager.

3. Dreamachine

Attendance reported for every session on every day live event was open in a location. Electronic data collected on the number of people registered, registered attendees, no shows and walk ups. Final engagement number includes all attendees, including on the day walk up attendances.

4. GALWAD

Crowd counting was undertaken with support of fieldwork agency. Crowd count results were averaged across fieldworkers.

5. Green Space Dark Skies

Attendance of Lumenators was recorded for each event as part of technical equipment distribution. All pre-registrations and 'no show' data excluded from final data.

6. Our Place in Space

Electronic counters were utilised to provide raw data for engagement calculations. For the final location, additional observational counts, dwell time assessments and primary fieldwork were undertaken to triangulate the data with audience behaviour and weight final data. Data was augmented for some locations with observational counts from trail guardians. Where available, data was triangulated with data monitored by the site operator (e.g. National Trust). For the live events not part of the trail, registration was required, with ticketing and/or entry data used to monitor attendance.

7. PoliNations

Crowd counting undertaken by fieldwork agency using a mixed methodology approach of photographic evidence weighted with dwell time data collected through primary research. The cameras captured the site on the hour, every hour, with this then gridded and mapped to site plans. Weighted daily average dwell for the site was calculated for weekdays and weekends to account for changes in audience profile. People who intentionally walked around the outside of the Victoria Square installation as a general commuter, were not counted and excluded from the final data. Liv events had individual attendee counts so that participation numbers could be monitored.

8. SEE MONSTER

A combination of fieldwork agency resource and event security / stewards were utilised the record audience data across different elements of the physical installation. A mixed methodological approach was adopted, combining crowd counting, dwell time data, site entry data and photographic evidence.

Final data is inclusive of the physical SEE MONSTER installation, and audiences for three specially commissioned drone shows, the Awakening programme, group visits and community activities delivered by the SEE MONSTER team throughout the project. Audience numbers varied throughout the extended run, notably on half term and weekends. Those who accessed the main SEE MONSTER platform entered through single entrance and single exit, managed by stewards who were

9. StoryTrails

Data from electronic counters at libraries were utilised alongside security staff providing manual clicker counts. For the live showing of the People's Piazza: A History of Covent Garden, attendance figures were provided by the cinema hosting each screening.

10. Tour de Moon

Data for indoor events was calculated utilising ticketing software data scanned on entry combined with security / stewarding clicked data. For outdoor events, a mixed methodology of stewarding and security data, combined with local authority.