

Summary of evaluations for OFA19

OFA Data Form

26 venue forms returned, 30% response

Average numbers of visitors per day –

Single artist venue - overall	8	Small group 2-4 artists overall	19
Single artist venue Poundbury	14	Small group Poundbury	44
Single artist venue Dorchester	6	Small group Dorchester	7
Single artist venue Weymouth	5	Small group Weymouth	16
Single artist venue Portland	9	Small group Portland	9

Larger Groups

Strangways, Abbotsbury	total 942	average per day 105
Upwey Potters	total 1053	average per day 66
Old Town Hall	total 735	average per day 46
The Heights Hotel, Portland	total 1012	average per day 63

Conclusions

From the limited response we cannot draw hard and fast conclusions. First time venues did not get as many visitors as those with an existing following and groups of 2 artists did not get as many visitors as groups of 4 and little better than single artists.

Sales results were confidential but it is clear that numbers of visitors did not automatically mean better sales. Some venues with larger than average visitor numbers did not do as well as some single artist venues, with lower than average visitor numbers in terms of sales. Being in a large group did not guarantee good sales. Poundbury, on the results we had in, did particularly well for both visitors and sales.

We had no results from unmanned by artist venues so are unable to comment on OFA19 results, but these historically do well for visitors but not as well for sales.

Least popular days for visitors were on average Tuesday, Wednesday and Thursday.

There were less than 30% under 40's age group

Results from Survey Monkey survey for individual participating artists

44 surveys filled out

Tables show percentages and number of respondents

Q1 TYPE VENUE

Comments

Should have been advised not to go in own venue as first timer.

In previous years exhibiting in your own venue where visitors can meet the artist, although not having the best visitor numbers, were more likely to result in higher sales. It does appear that the last 2 years in particular has seen this alter. Unfortunately, we have no crystal ball and so it is impossible to predict these things

Q2 VISITOR NUMBERS

Answer Choices –	Responses –
Far fewer than I expected	11.36% 5
Fewer than I expected	29.55% 13
About what I expected	27.27% 12
More than I expected	22.73% 10
Far more than I expected	4.55% 2
Don't know	4.55% 2
Comments	
Many (12) first timers with nothing to compare,	
Com	
A few (4) visitors numbers sim to previous Open studio events	

Answer Choices –	Responses –
Lower (3) than previous Open studio events	
Q3 SALES	
Much less than I expected	22.73% 10
A little less than I expected	25.00% 11
About what I expected	29.55% 13
More than I expected	13.64% 6
Much more than I expected	9.09%

Comments

11 first time exhibiting so no comparisons

4 more than in previous years (OFA 18/DAW/PAW)

6 less than in previous years (OFA 18/DAW/PAW)

One comment on less enthusiastic buyers, more just browsing

Q4 PLEASE RATE QUALITY OF BROCHURE

Answer Choices –	Responses –
Poor	0.00% 0
Satisfactory	2.27% 1
Good	36.36% 16
Excellent	61.36% 27

Comments

Described as good clear colourful great quality easy to use

Some suggestions for improvement

4 suggested an artists' index alongside venue numbers **we are listening but have to balance cost of extra pages with their importance**

Clearer and colour indexed maps with road names **there isn't room for so much detail we may consider publishing more detailed maps like Poundbury and Dorchester did**

Less on each page **an unnecessary expense**

Q5 PLEASE RATE QUALITY OF ORGANISATION AND COMMUNICATION

Answer Choices –	Responses –
Poor	0.00% 0
Satisfactory	2.27% 1
Good	18.18% 8
Excellent	79.55% 35
TOTAL	44

Comments

Amazing, brilliant, very good clear regular communication, organisers easily accessible, felt very included and supported

One commented that they would have liked the opportunity to exhibit at the Duchy **There was only room for a taster show for Dorchester and Poundbury artists, Prince Charles visit was only confirmed after this had been organised. However, group taster shows are a good way forward, but these need a lot of organisation and suitable venues**

Q6 PLEASE RATE THE QUALITY OF OUR SOCIAL MEDIA AND OTHER PROMOTIONAL CAMPAIGNS

Answer Choices –	Responses –
Poor	0.00% 0
Satisfactory	6.82% 3
Good	27.27% 12
Excellent	56.82% 25
Don't use social media	9.09% 4

Comments

Frequent regular postings appreciation of help and support from a brilliant team. Need more reposting from participating artists. Prince Charles was a scoop

Suggestions for improvements

It would have been good to have one hashtag for both Instagram and Facebook as I found myself using a few different ones, unsure which was best.

Social media seemed to focus on individual venues only.

I thought there could have been a bit more of an 'OfA' image

All suggestions will be discussed with Social media team

Q7 PLEASE LET US KNOW ABOUT BROCHURE AND SIGNAGE NUMBERS

Answer Choices –	Responses –
Too few	2.33% 1
Sufficient	76.74% 33
Too many	6.98% 3
Don't know	13.95% 6
TOTAL	43

Comments

About right number of brochures

Suggestions for improvements

More Signs Larger signs No dates and direction signs so can reuse

Extend brochure distribution coverage, post out to key art venues further afield. **Good idea but remember we rely on you artists to distribute brochures further afield, particularly if you live or work there**

Q8 PLEASE RATE OUR WEB SITE FOR PARTICIPANTS AND VISITORS

Answer Choices –	Responses –
Confusing, insufficient information	2.50% 1
Adequate	15.00% 6
Good and clear	72.50% 29
Excellent	10.00% 4

Comments

Good, clear easy to find information

Suggestions for improvements

Not so clear on mobile Maps and on-line brochure appear earlier

Answer Choices –**Responses –**

Know number of visits to the site

All useful suggestions to discuss with web designer

Q9 HOW LIKELY ARE YOU TO TAKE PART IN THIS EVENT AGAIN?

Answer Choices –	Responses –
Very unlikely	0.00% 0
Possibly	18.18% 8
Probably	43.18% 19
Definitely	38.64% 17
TOTAL	44

Comments

A mainly positive response. Many see the need to reconsider type and position of their venue and type of artists they are exhibiting with and type of items they are selling. Also commented on was the hope that buyers will be more forthcoming after BREXIT has been resolved and is behind us

Q10 WHAT TYPE OF PURCHASES WERE YOUR VISITORS INTERESTED IN MAKING. PLEASE TICK ALL RELEVANT AND COMMENT ON MOST POPULAR IN BOX BELOW

Answer Choices –	Responses –
cards	81.82% 36
small craft and other merchandise	36.36% 16
mounted prints	36.36% 16
originals, less than £100	50.00% 22
originals greater than £100	40.91% 18
commissions/workshops	22.73% 10
browsing only	56.82% 25

Total Respondents: 44

Answer Choices –**Responses –****Comments**

Very mixed responses. Most visitors were just browsing and buying lower value items.

However, this was not the case with a significant number of the venues who commented that they had sold the more expensive items.