

WITHOUT WALLS ASSOCIATE TOURING NETWORK 2017 KEY HIGHLIGHTS

We are a group of festivals working together to extend the reach and benefits of the existing Without Walls programme in areas where there is low engagement with the arts, bringing high quality outdoor art to diverse audiences across England.

Supported by Arts Council England through the Strategic Touring Programme, it is a 3-year project (2016-2018) that aims to strengthen the outdoor sector and enable audiences across England to enjoy high quality outdoor work produced by British artists.

-  **17** WITHOUT WALLS SHOWS
-  **126** PERFORMANCES
-  **94** ARTISTS SUPPORTED
-  **121** AUDIENCE DEVELOPMENT ACTIVITIES
-  **4793** LOCAL PARTICIPANTS



574,185

audiences reached across England

3,157

audience surveys completed

59%

of respondents had previously attended the festival compared to **45% in 2016**

94%

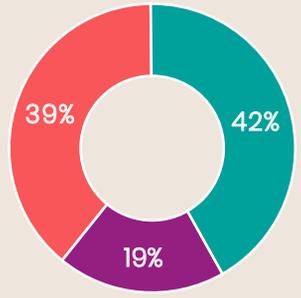
of respondents rated the experience 'very good' and 'good'

80%

of respondents are much more likely or more likely to attend outdoor arts in the future

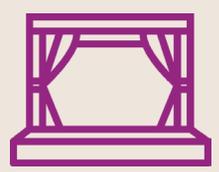
ATN AUDIENCE PROFILE

- Lower culturally engaged
- Medium culturally engaged
- Highly culturally engaged



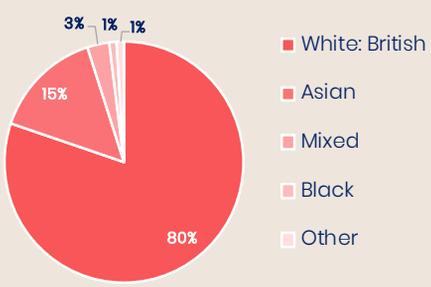
81% of attendees belong to medium or lower engaged segments.

The ATN benchmark for 2017 shows that the profile of audiences for the festivals is closer to that of the population of England than the performing arts (Dance, Plays and Drama)*.



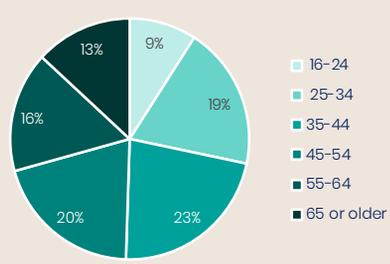
*Audience Finder benchmarks have been used to make these comparisons. Visit www.audiencefinder.org for more information

Ethnicity



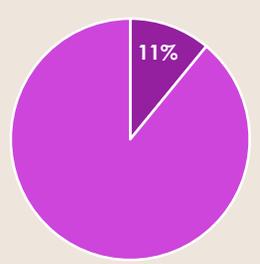
2017 saw an increase in audiences of an Asian ethnicity from 8% to 15%. There is also an increase of Mixed/Multiple ethnic background from 1% in 2016 to 3% to 2017.

Age



The age profile of festival respondents shows a younger profile (62% 25-54 years old) than the local population which has 41% 25-54 years old

Disability



11% of audiences indicated that their day-to-day activities were limited because of a health problem or disability, compared to 19% of local population

ARTISTIC PROGRAMME

Each year of the project, festival members have access to shows previously commissioned by Without Walls. The shows have proven to be well-suited in attracting local audiences who are currently under-engaging with the arts.

The shows that have toured to the ATN in 2017 include:

Akademi
Sufi_Zen

Artizani
Bees! The Colony

Candoco
You and I know

Circus Geeks x Pangottic
Project_Vee

Company Chameleon
Of Man and Beast

Far from the Norm
H. O. H.

Gandini Juggling
8 Songs

Gobbledegook Theatre
Ear Trumpet

Highly Sprung
Urban Astronaut

Joli Vyann
Lance Moi En L'Air

Kuljit Bhamra
Chutney

Miss High Leg Kick
Audition Project

New Art Club
Campervan of Love

NoFit State & Motionhouse
Block

Periplum
451

Plunge Boom
Vegetable Nannies

Wet Picnic
The Lift

“Working with the ATN and Without Walls with small-scale outdoor pieces helped us to reach people that may not normally engage with contemporary dance to encounter at close quarters, concise, high quality work created and performed by a professional inclusive cast.” – *Candoco Dance Company*

AUDIENCE DEVELOPMENT

Without Walls is excited to be supporting the Associate Touring Network partners with their audience development activities. All of the partners are located in areas where people typically have low engagement with arts and culture. In 2017 each of the ten partners delivered a range of activities to increase engagement with target audiences.

Activities included:

Taster Tours, Ambassador Schemes, Artists' site dressing, Workshops, Participation events and more.

Spotlight on Leicester's Diwali Audience Development Activity

Diwali celebrations in Leicester are one of the biggest outside of India, with approximately 40,000 people attending the 2017 switch on event and more attending Diwali Day itself, in the heart of the city's Asian community.

In 2017 Leicester City Council continued its collaboration with Leicester Mela to increase engagement with South Asian communities as part of the Diwali celebrations. Rangoli workshops were taken into 3 schools and 2 Neighbourhood centres, where children and their families had the opportunity to create an original piece using traditional methods and materials.

Over 400 children and young people engaged with the Diwali Leicester creative activity as a direct result of this project. The project was very successful in integrating a high quality arts programme in to the Diwali festival, engaging current audiences with an ambitious arts programme and building a diverse audience for outdoor arts.

See more case studies at www.withoutwalls.uk.com/audiencedevelopment

For more information: www.withoutwalls.uk.com/ATN | info@withoutwalls.uk.com