

## Survey Results 2024

We have run five market research surveys this year:

- The membership survey, about members' perceptions of VIG/BAW
- The exhibitors survey, about their experience of taking part in BAW this year
- The BAW visitors survey about their experience visiting us this year
- The Stowe visitors survey, about their experience of the event
- The Stowe exhibitors survey, about their experience of taking part in this year's event

This paper has two parts: a summary of findings; and a (longer) paper outlining the responses to the surveys.

### Part one: Key findings

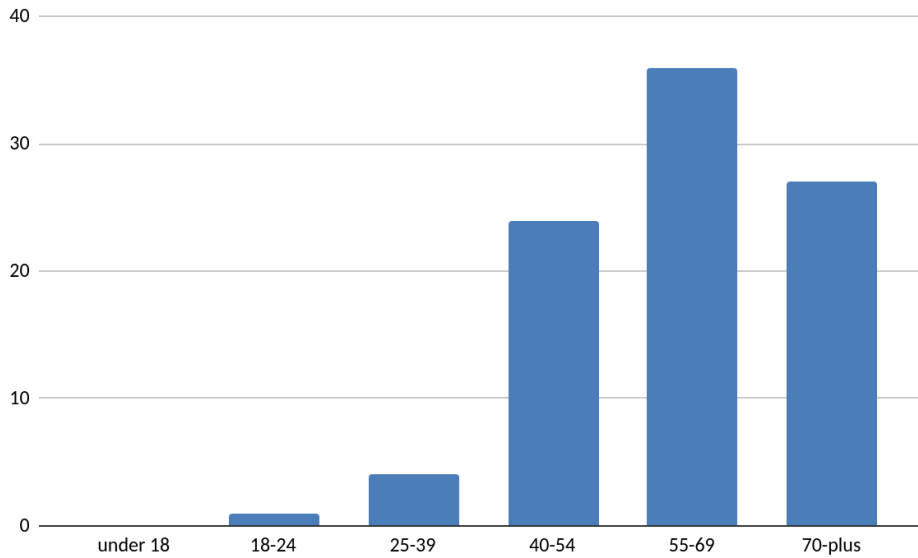
- The loyalty cards seemed to work well although more instructions were needed. The simplest way to increase visitor numbers is to encourage them to visit somewhere else after a visit.
- More and bigger signage was suggested
- Opening days/times: in general, artists didn't want it to last so long, visitors wanted it to last longer.
- In the volunteering section of the members survey, a time-limited and exhibition-focused role was probably the most popular way that people could see themselves helping
- Low footfall and quiet days were a key concern in the exhibitor feedback
- Directories - they clearly do a good job and a good proportion of artists wanted more copies. Very positive feedback on this year's edition!
- Posters - some comments that they were too big or not used. Could we produce an adaptable template for people to produce their own, instead or as well as one for the whole event?
- Can we include a tick box for if they want to be on an art trail on the membership/joining forms and correspondence?
- There is still some anxiety about using the website - can we have a physical session to register together or some walk-through videos?
- Members want to know sooner who is taking part in their area. They would like an interactive map where people are marked as soon as they join?
- The age profile of our members is worrying - we need some under 40s!
- The key pleasure for visitors is being able to meet and talk to artists directly - this does not happen in those group venues which are really just mini-exhibitions.
- People are keen for social media training/coaching
- People who read the Members newsletter appreciate it, but many don't read it.

## Part two: Survey results

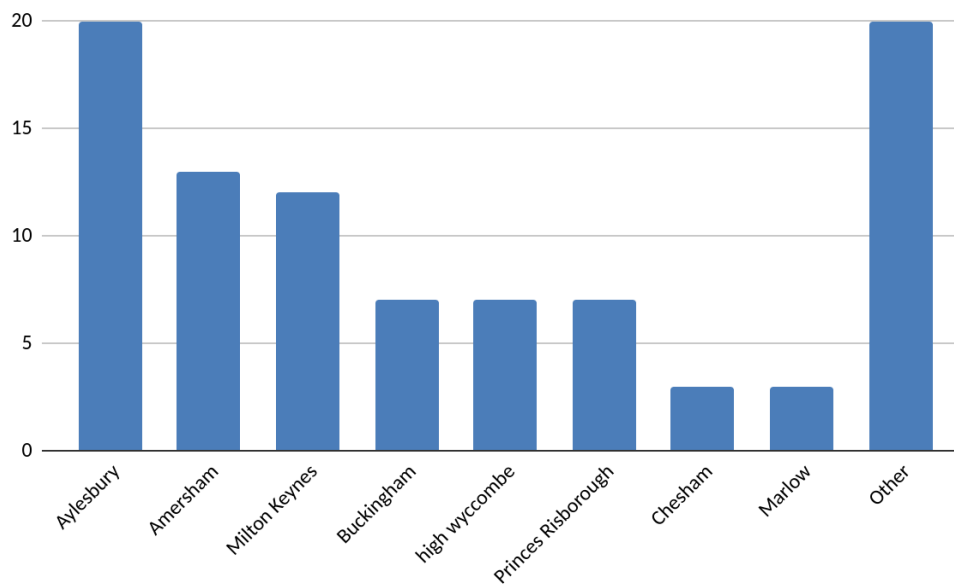
### Survey 1: Membership survey about perceptions of VIG/BAW

92 members responded

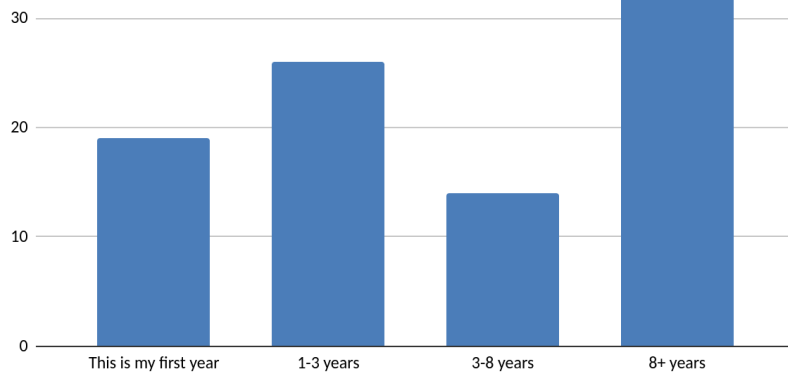
How old are you?



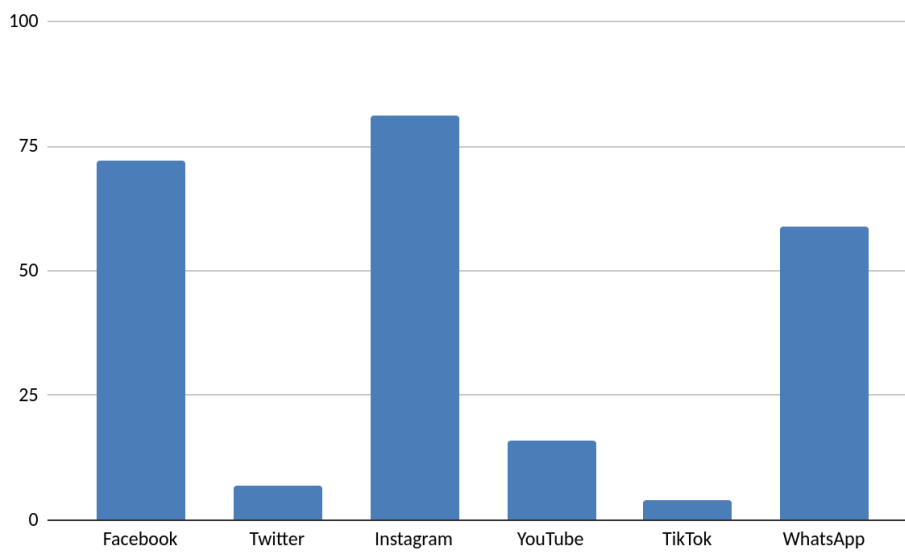
Your nearest town in Bucks?



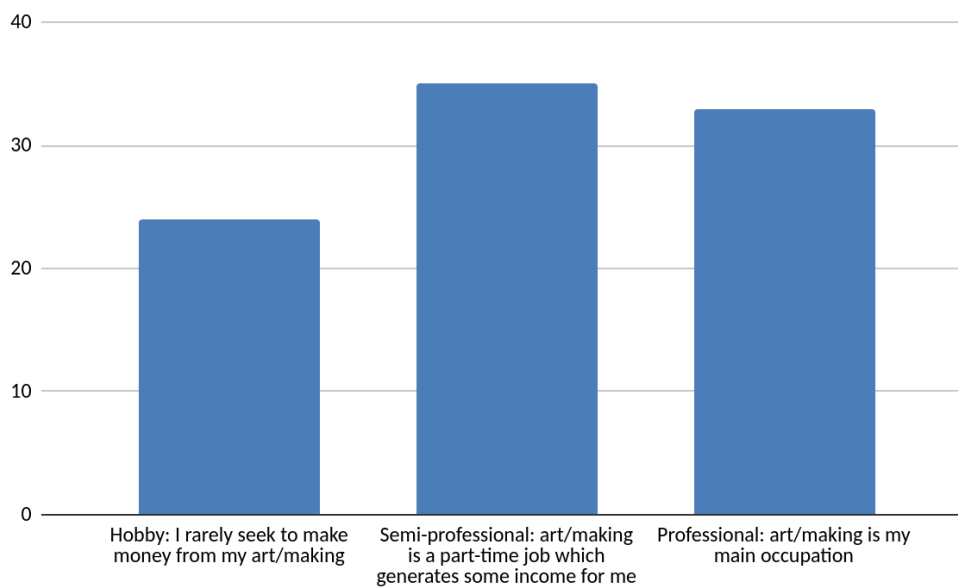
### How long have you been a member of Visual Images Group?



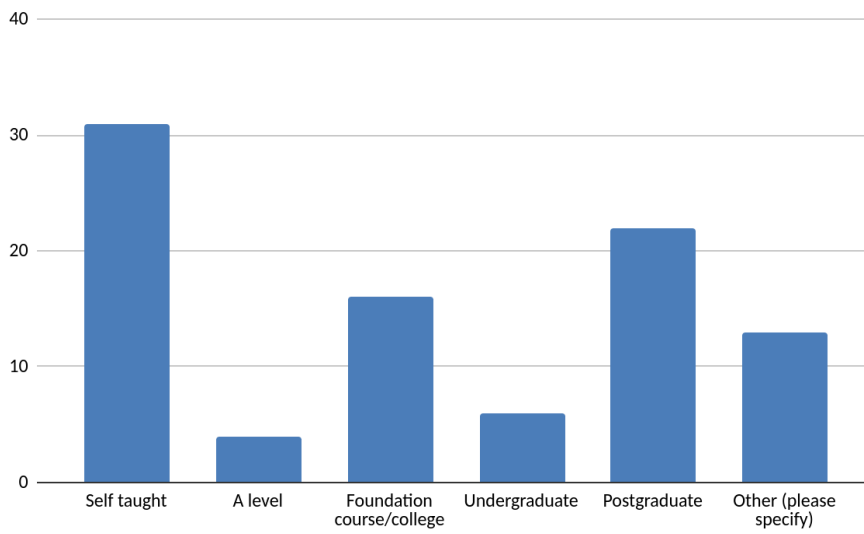
### Which social media do you use?



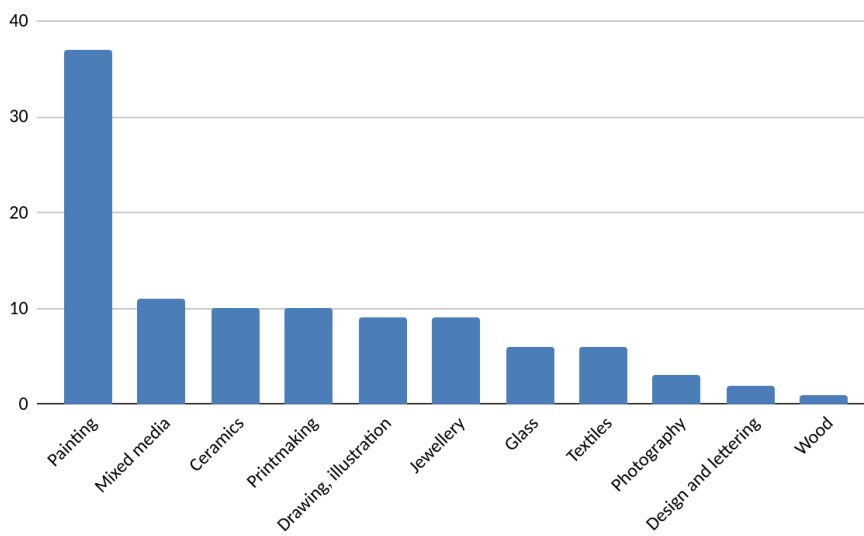
### How would you describe your professional status as an artist/maker?



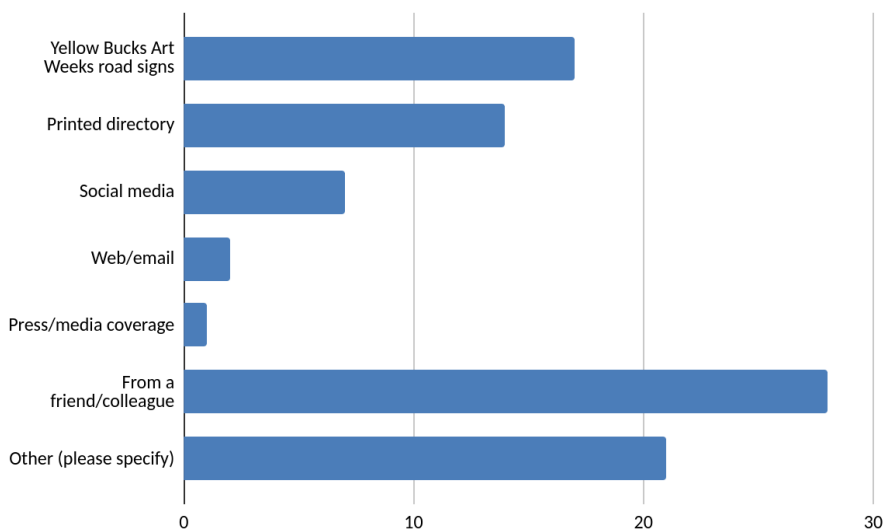
### Your background and training in visual arts/crafts?



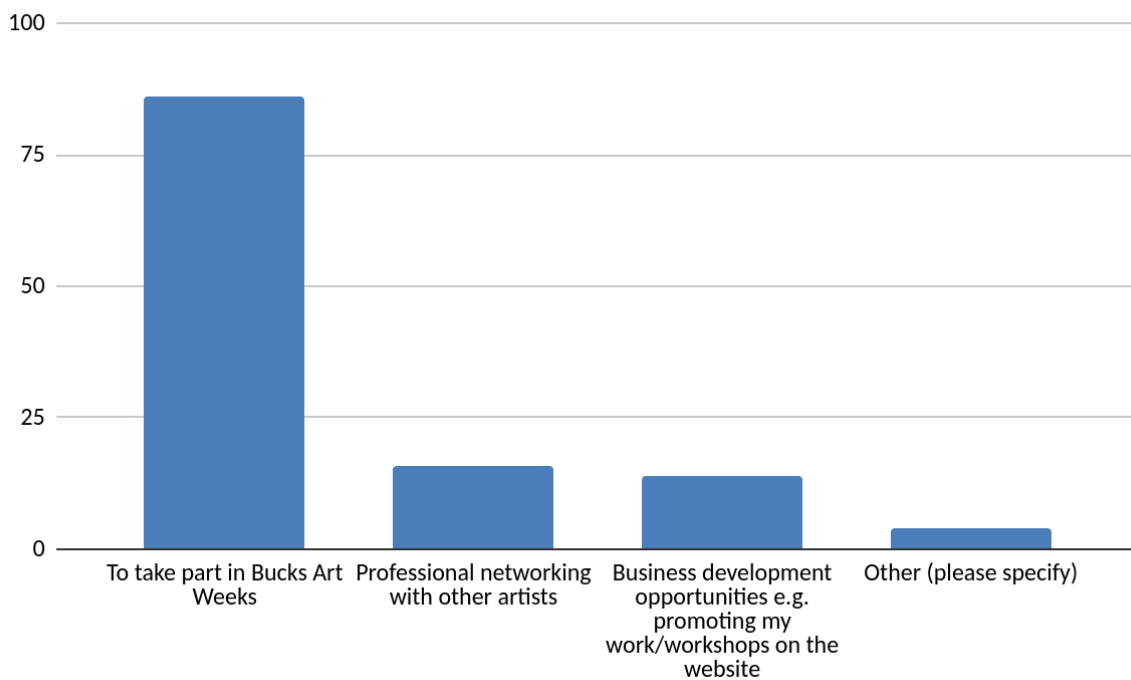
### Your discipline/media



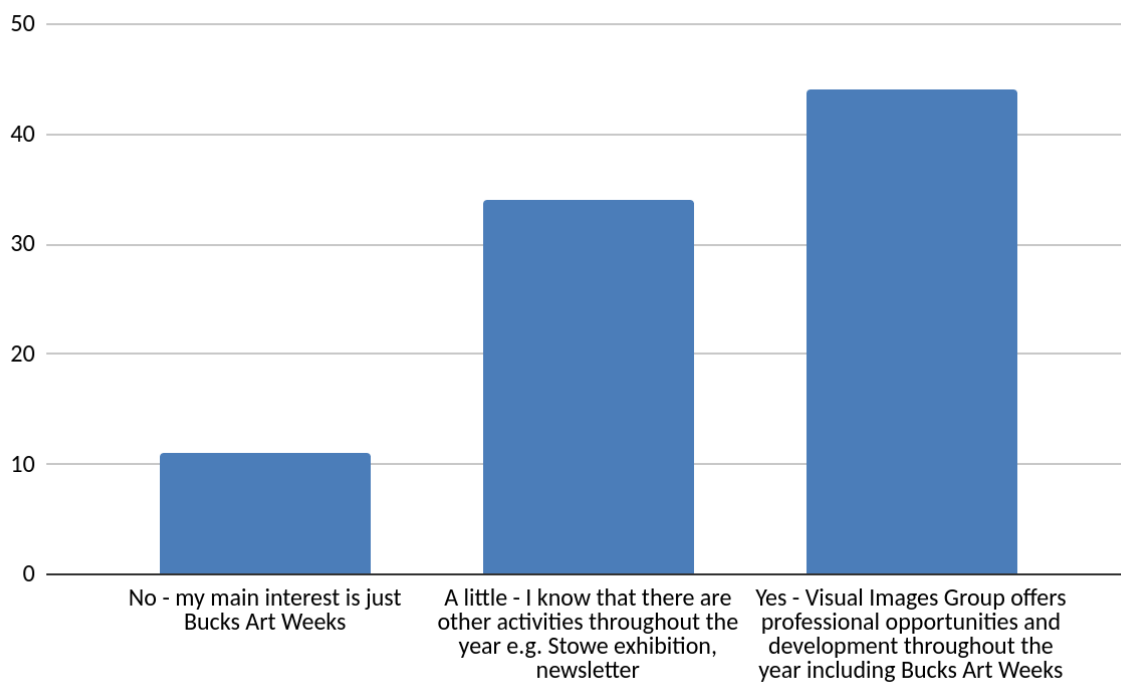
### How did you first hear of Bucks Art Weeks/Visual Images Group?



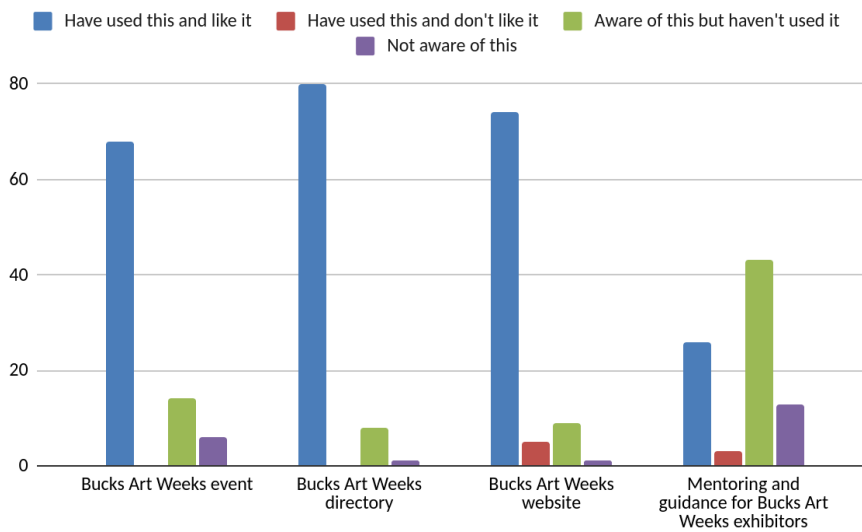
### Why did you join Visual Images Group?



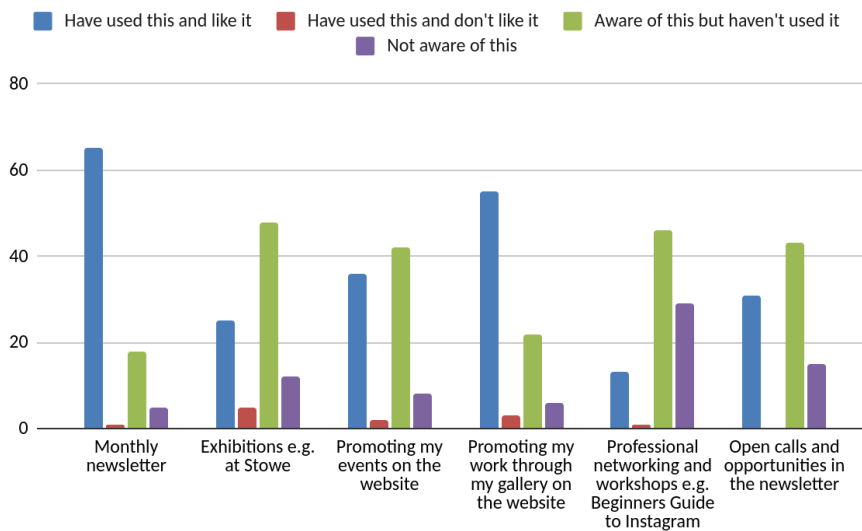
### Are you aware of Visual Images Group as a separate entity to Bucks Art Weeks?



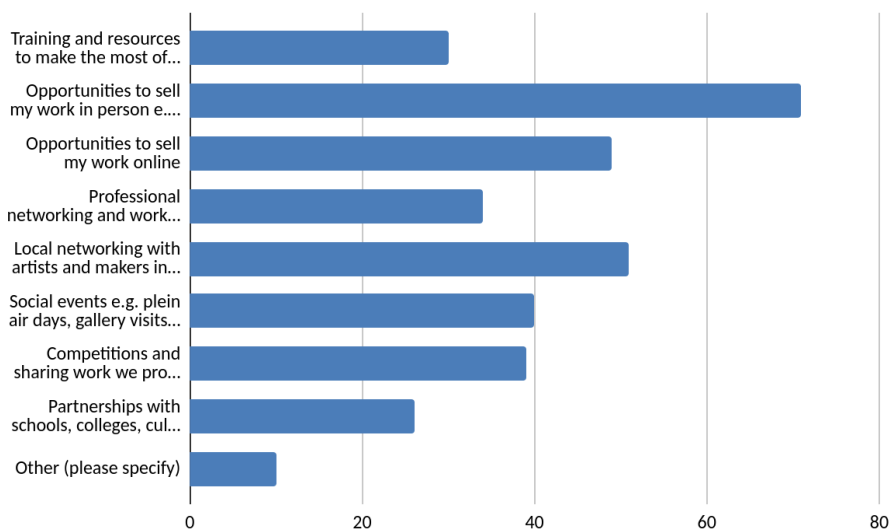
## What do you think of these Bucks Art Weeks activities?



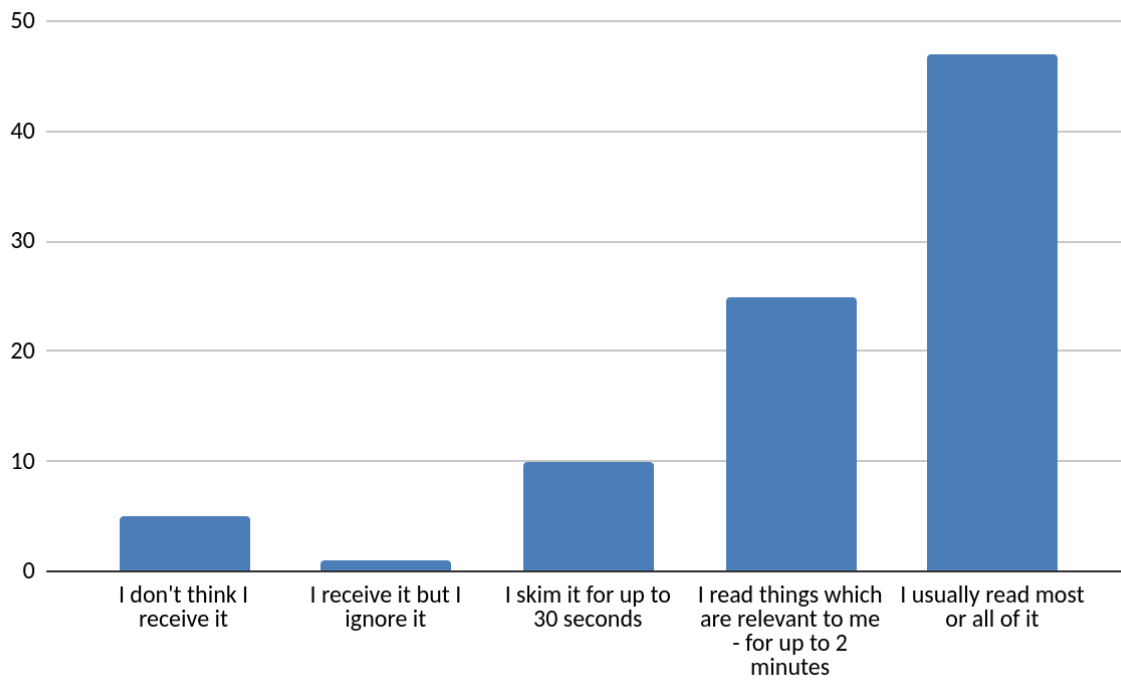
## What do you think of these activities that Visual Images Group offers?



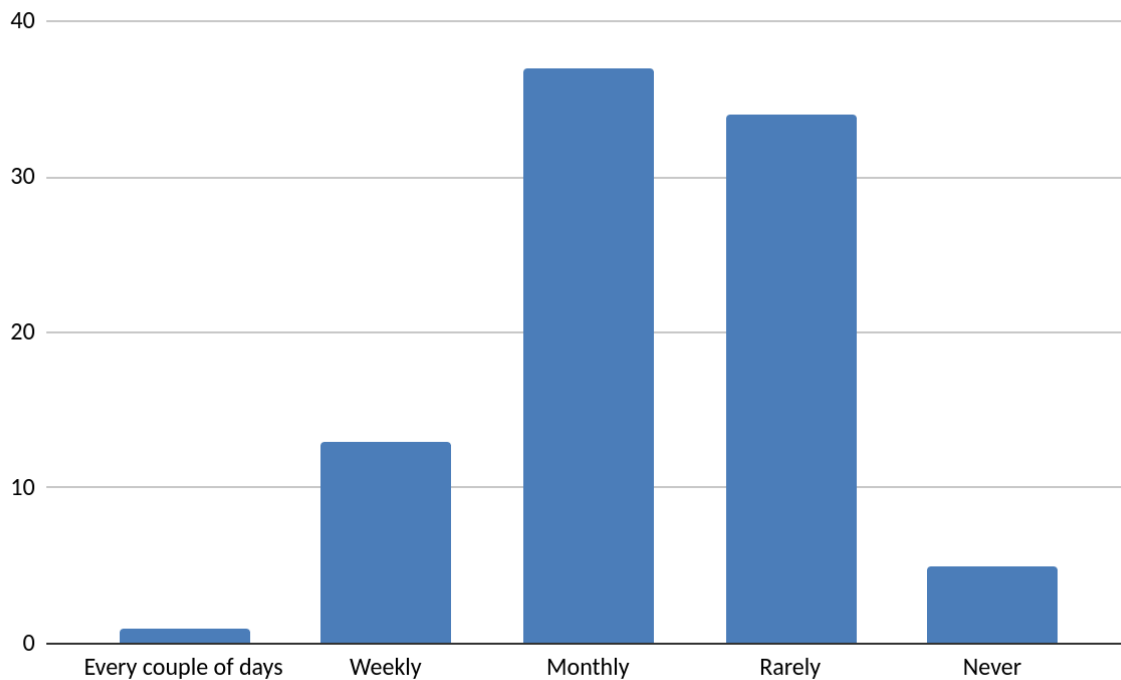
## What activities would you like to see more of?



How much use do you make of the monthly Visual Images Group newsletter?



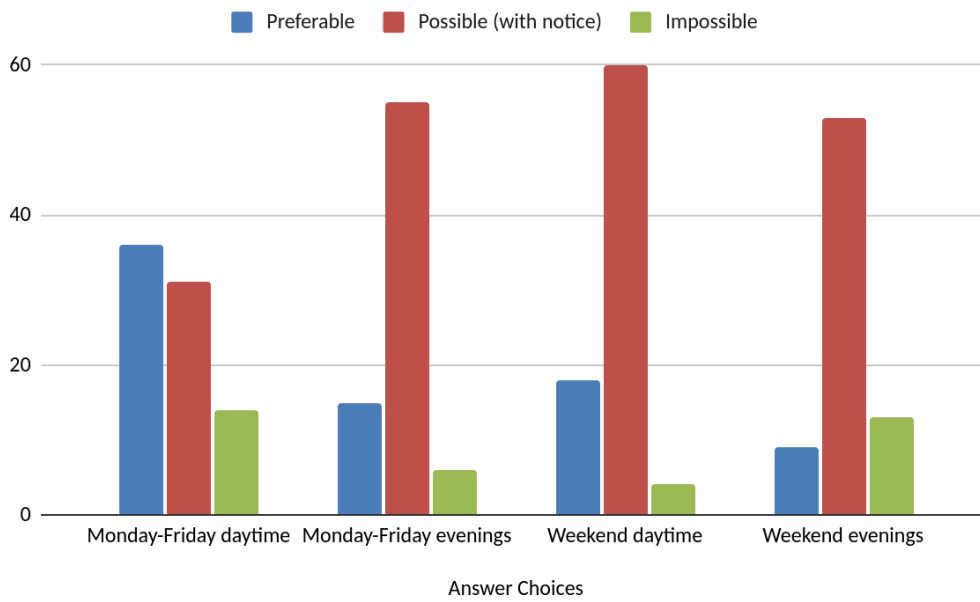
How often do you look at the Bucks Art Weeks website?



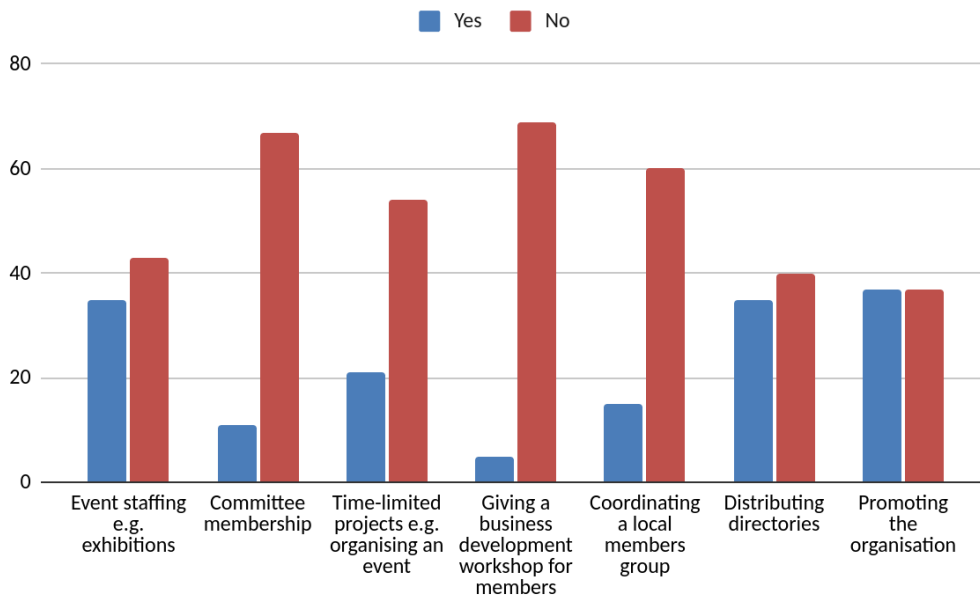
How likely are you to recommend Visual Images Group/Bucks Art Weeks to a friend or fellow creative?

- This was a sliding scale option, the average answer was 81%.

### When can you take part in activities we might organise?



### Would you be willing to volunteer with any Visual Images Group events and activities?

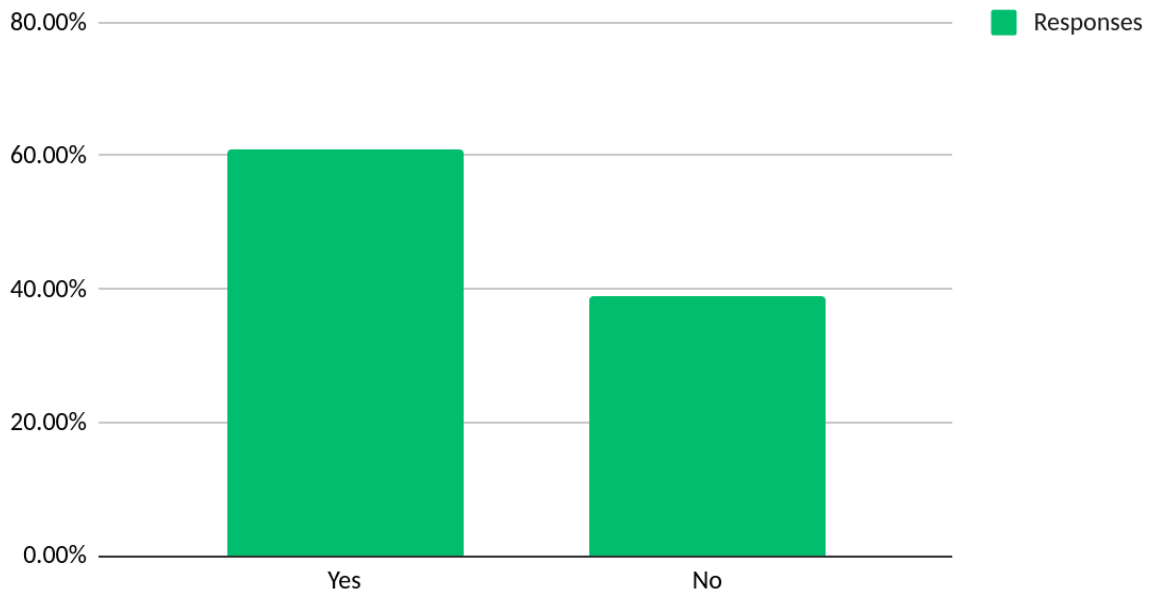




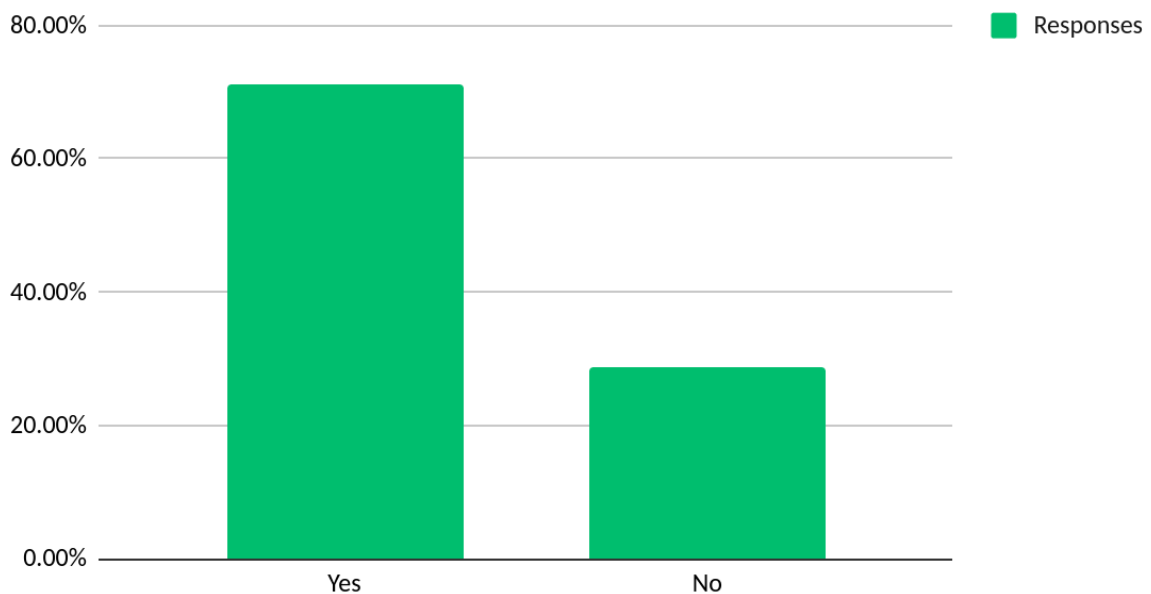
## Survey 2: Exhibitors survey about their experience of taking part in BAW this year

105 people responded from a good geographical mix around the county.

### Were you part of a group?



### Were you part of a local art trail?



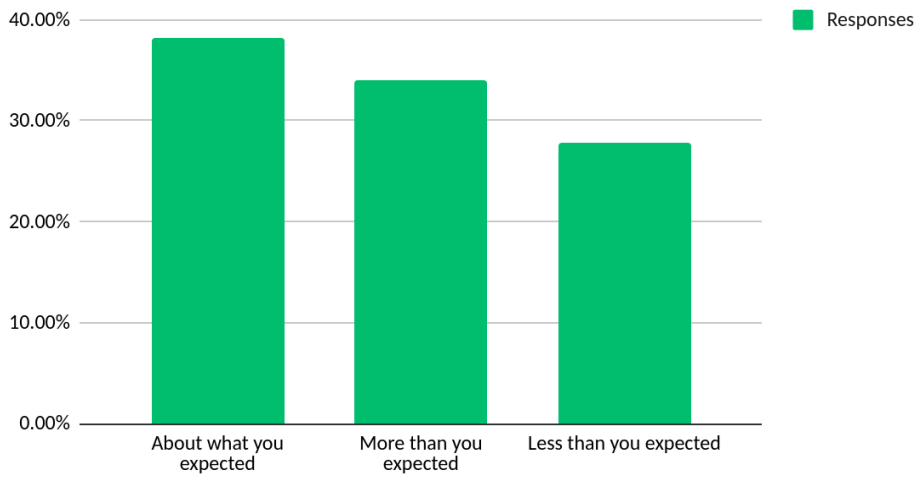
Number of visitors: A total of 14,413 ranging from 10 to 1,400

Mean average 206

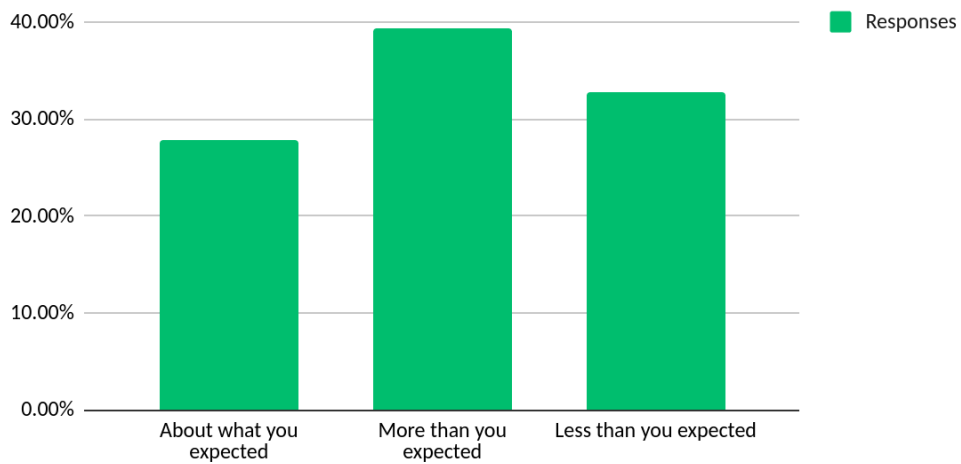
Median average 100

Mode average 10

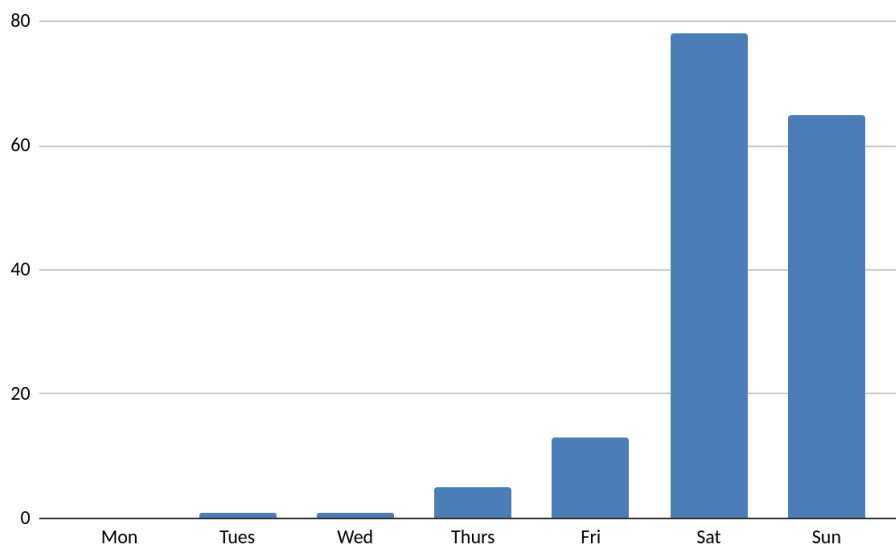
### Was this number...?



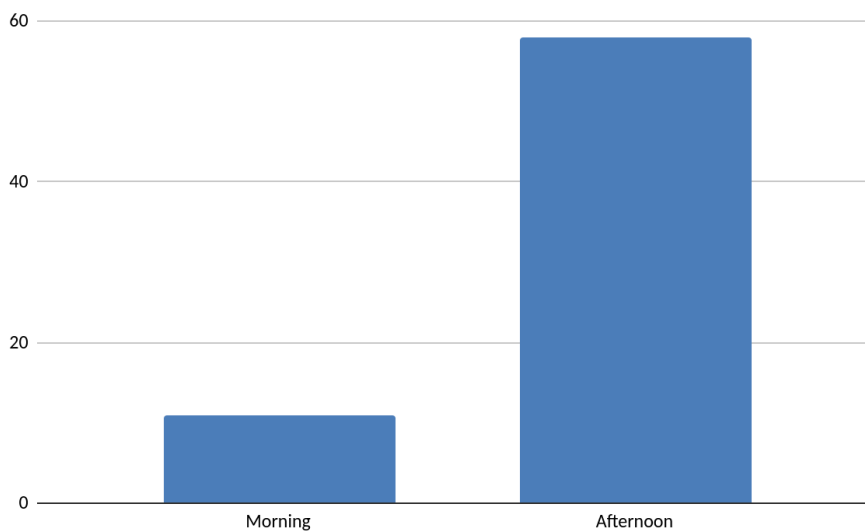
### Thinking about the amount of work you sold, were your takings...?



### Most popular days for visitors:



### Most popular times for visitors:



### Typical customers:

Female, coming in couples or small groups, 50+ years old, local, regulars, friends and acquaintances, some families, some people who travelled specially or from further afield.

### Most successful product:

Earrings, cards, paintings, prints, craft kits, tableware, decorations, scarves, rings, workshops

Mean average price £55

Median average price £35

Mode average price £2.50

### Most enjoyable part of the experience

Responses focus mostly on working with other artists, meeting people and talking about your work, demonstrating, selling, a lovely venue.

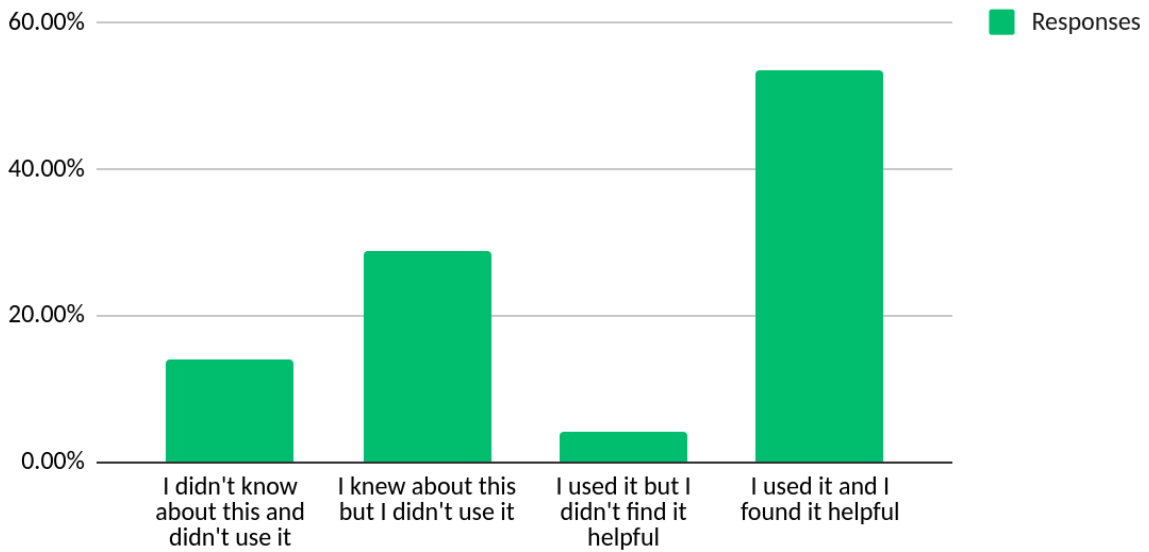
### Most challenging part of the experience

Responses focus mostly on the weather, group dynamics, low footfall, time management, PR and promotion.

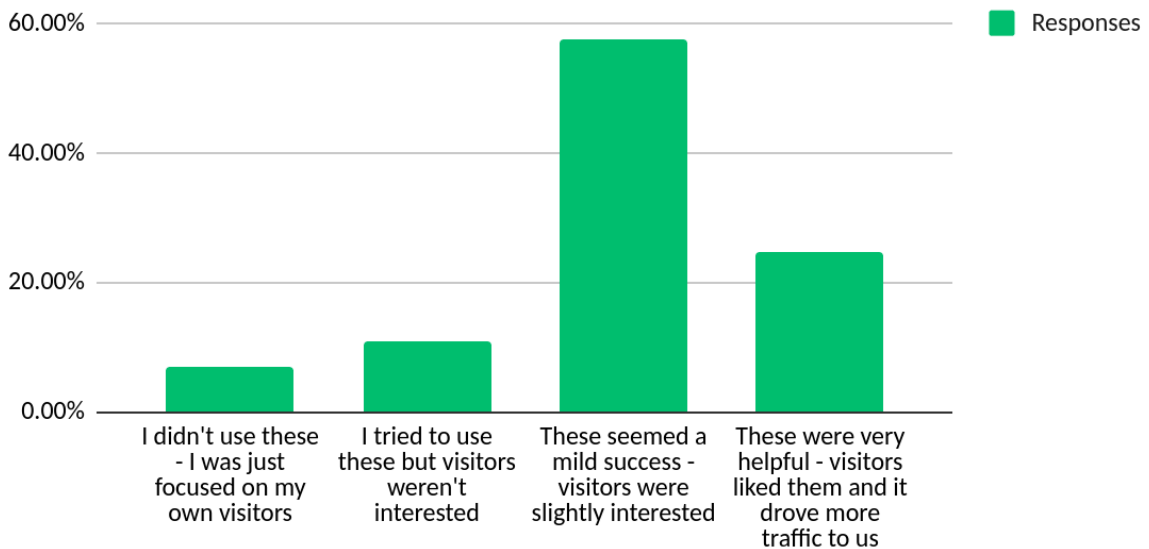
### Is there something you wish you'd known before taking part?

The majority (57 respondents) answered no to this question. Of the rest, comments focus on neighbouring groups/art trails, footfall, signage and expense.

## About your Bucks Art Weeks handbook (and extracts of it in the newsletter)



## About the Bucks Art Weeks loyalty cards to encourage people to visit more venues



How many directories would you like next year?

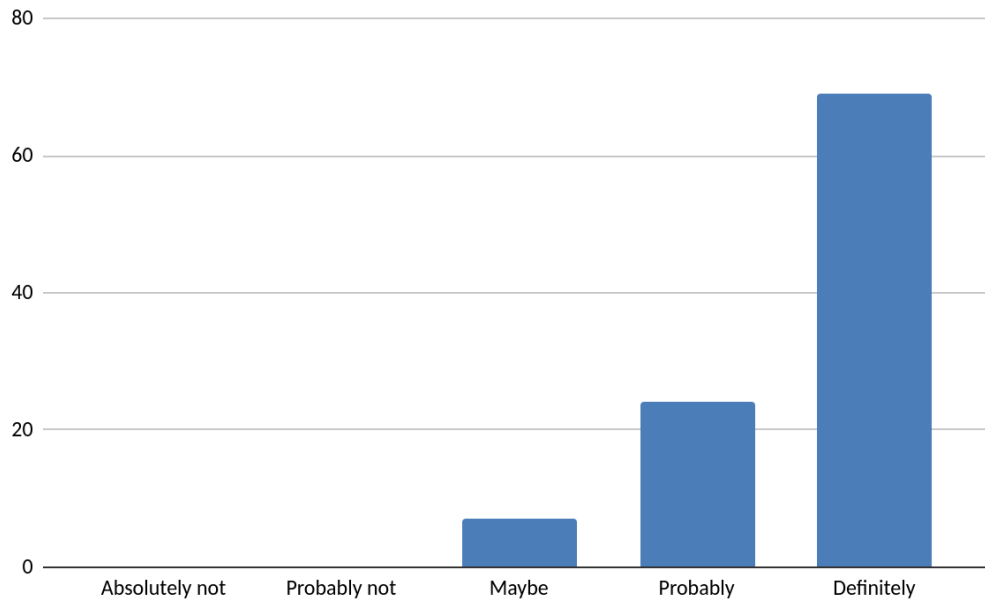
These answers ranged from 4 to 250:

The mean average was 62

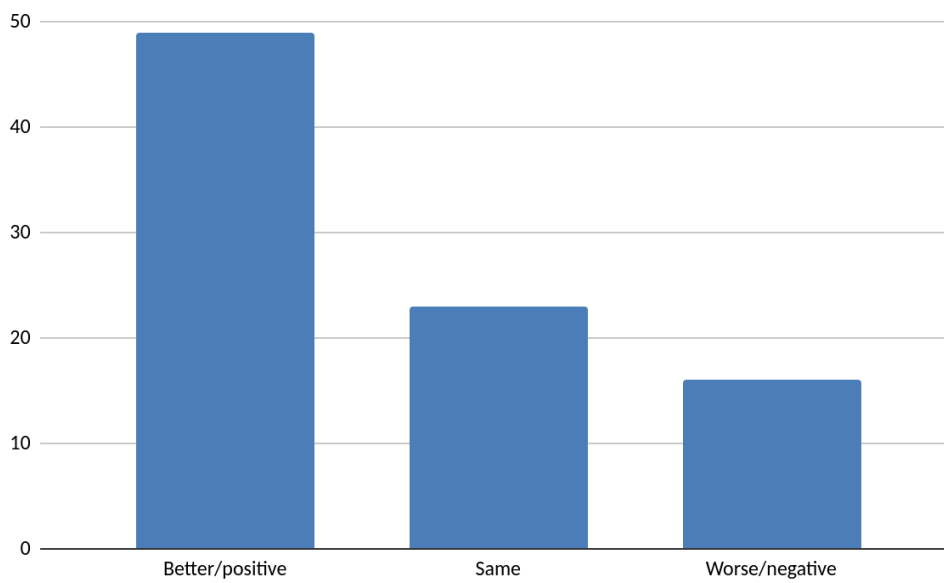
The median average was 50

The mode average was 50

Would you recommend the experience of taking part in Bucks Art Weeks to friends and colleagues?



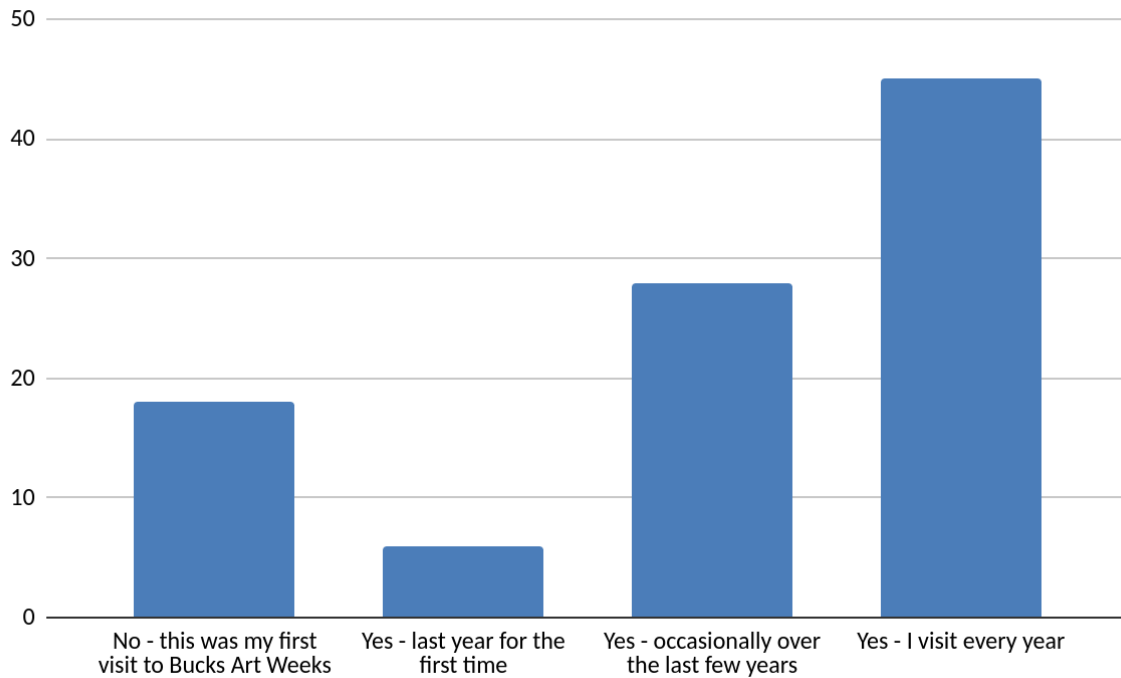
How did this year compare to previous years?



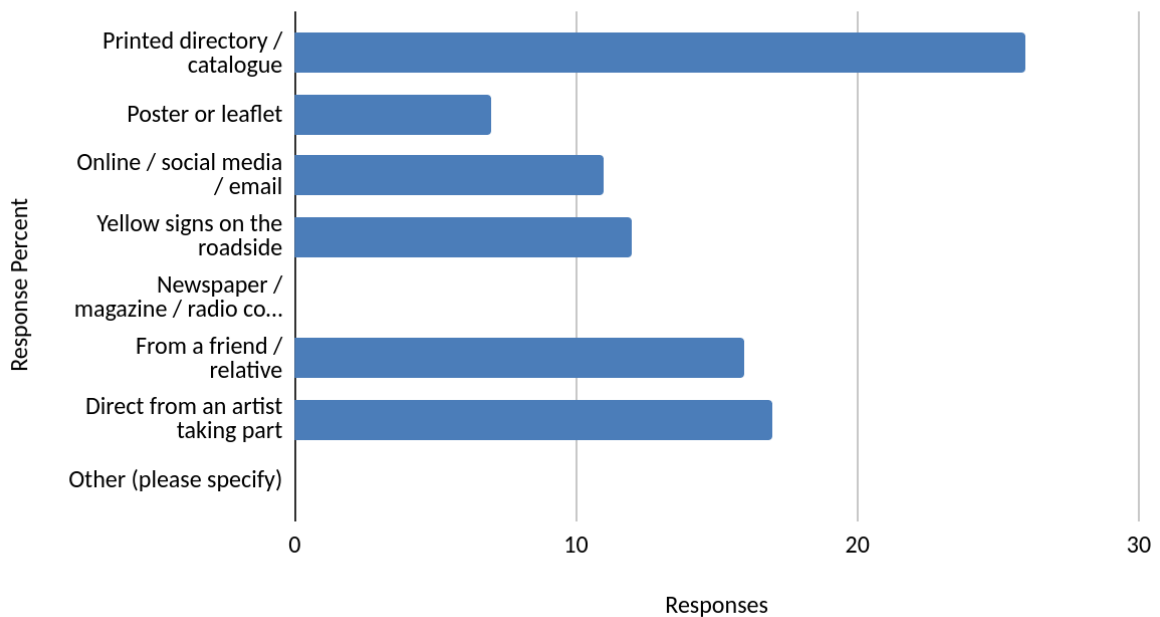
### Survey 3: Visitors survey about their experience visiting BAW this year

94 people responded to this survey...

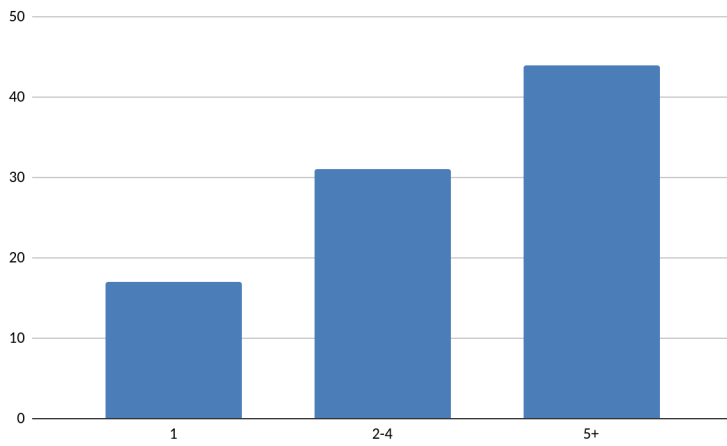
Have you visited Bucks Art Weeks before this year?



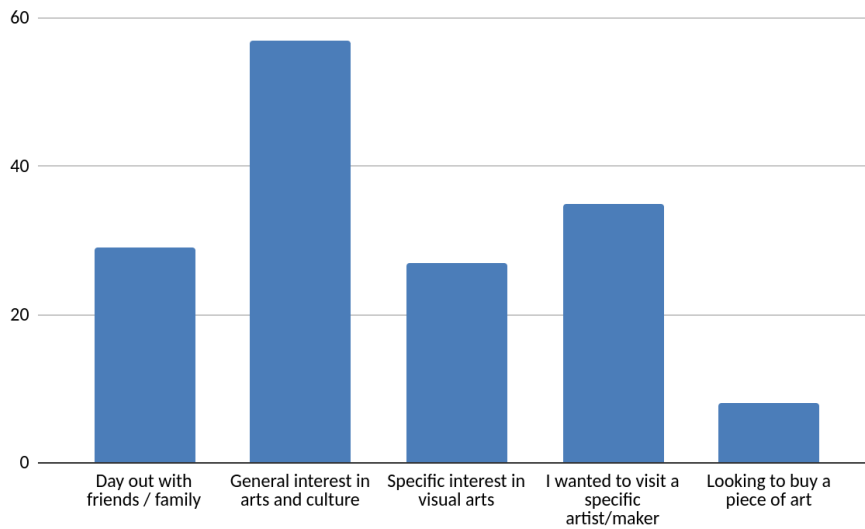
How did you first hear about Bucks Art Weeks?



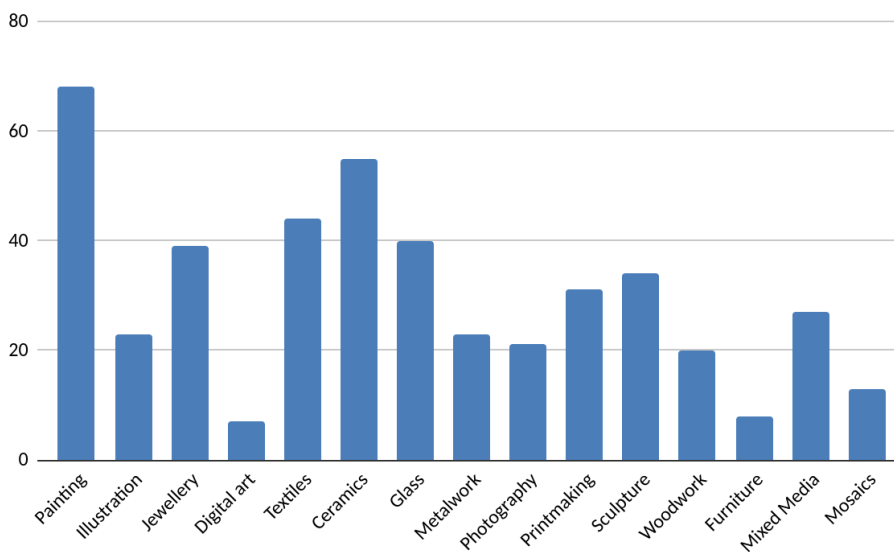
### How many venues did you visit during Bucks Art Weeks this year?



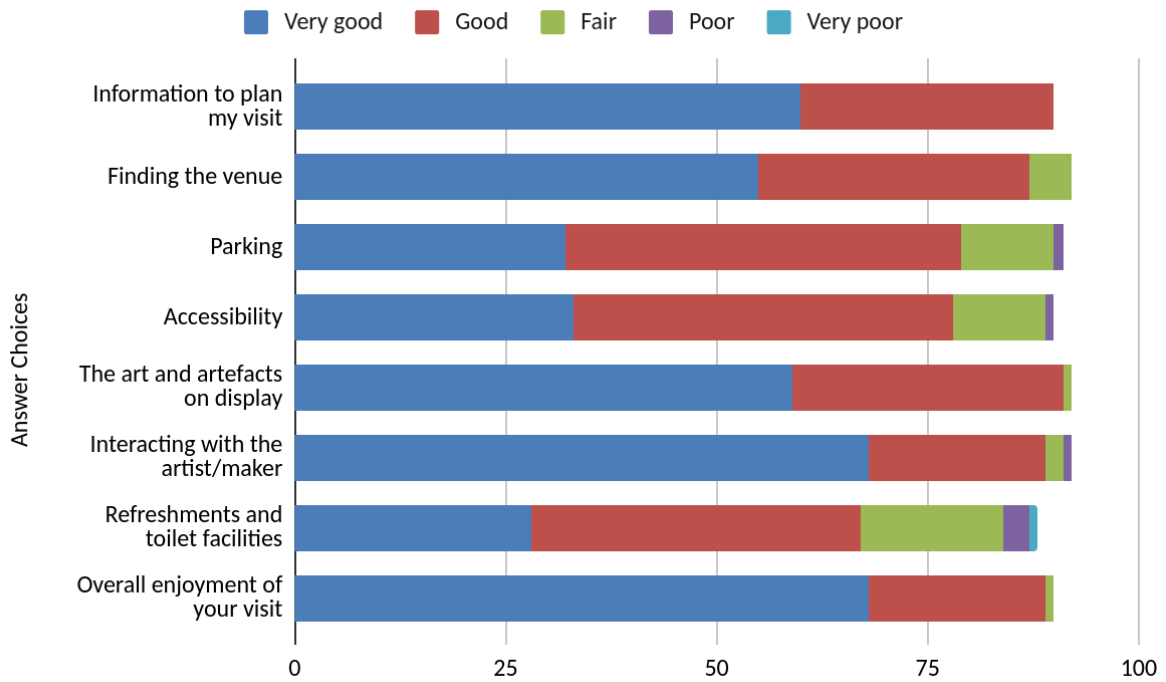
### Why did you visit Bucks Art Weeks?



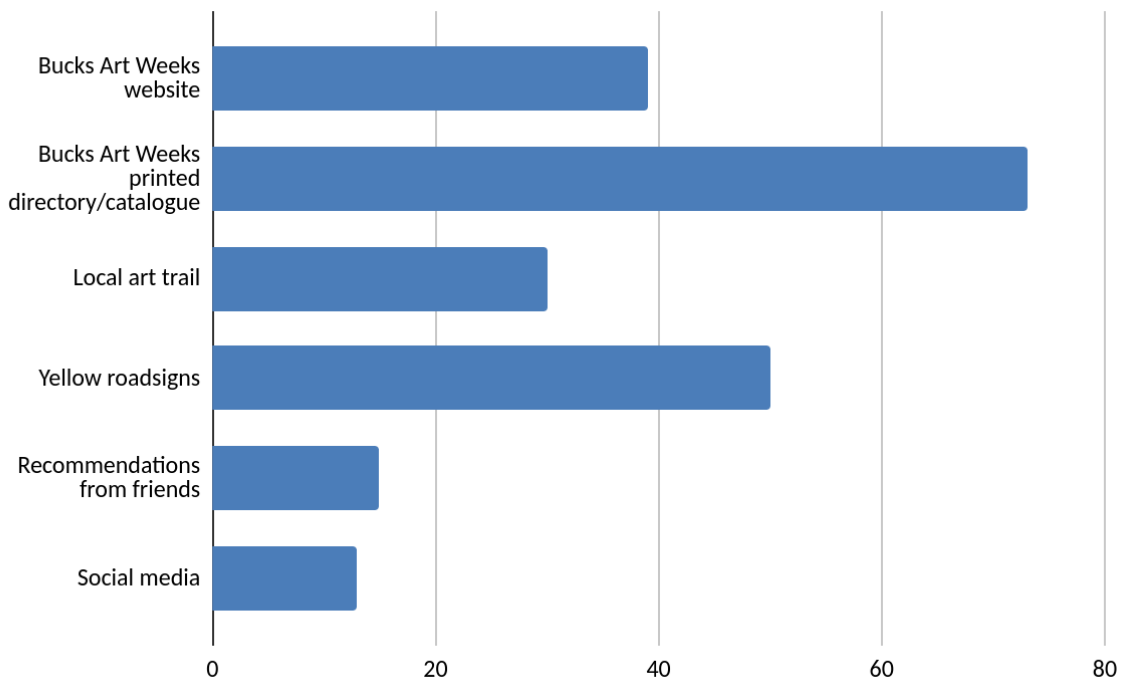
### Can you tell us the types of work you were most interested in visiting?



How would you rate each of the following?



Did you use any of the following to plan your visit?

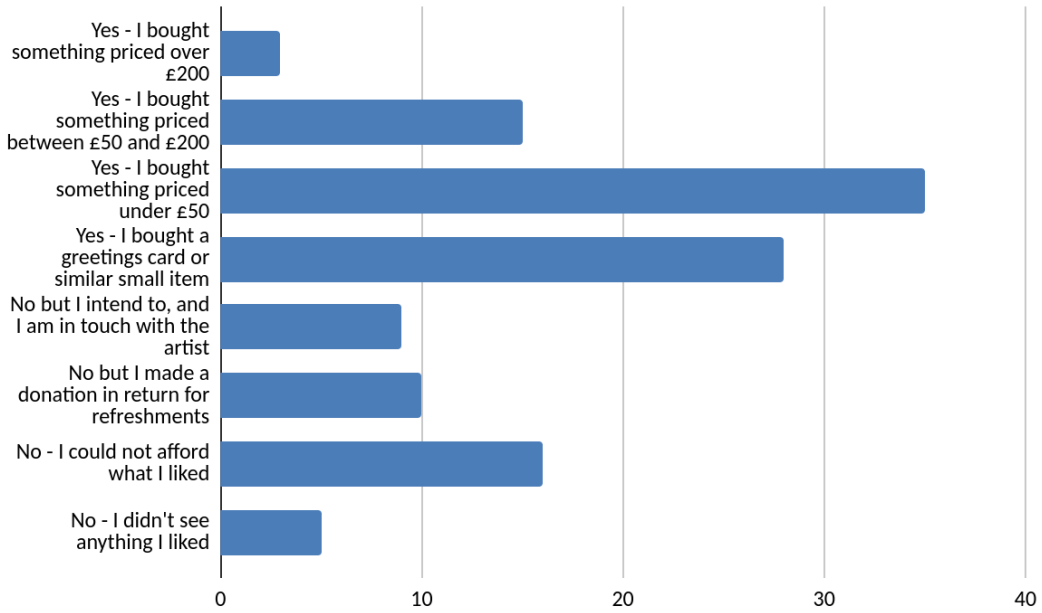


If you did use any of these, how informative and useful were they?

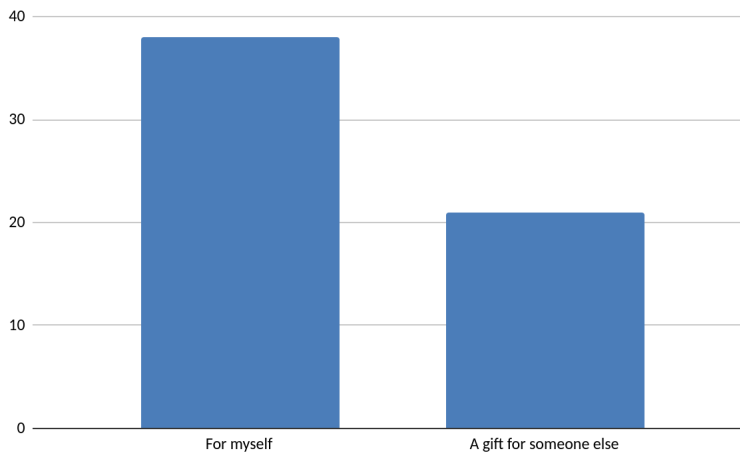
- We gave people a sliding scale to answer this question; the average result was 87%.



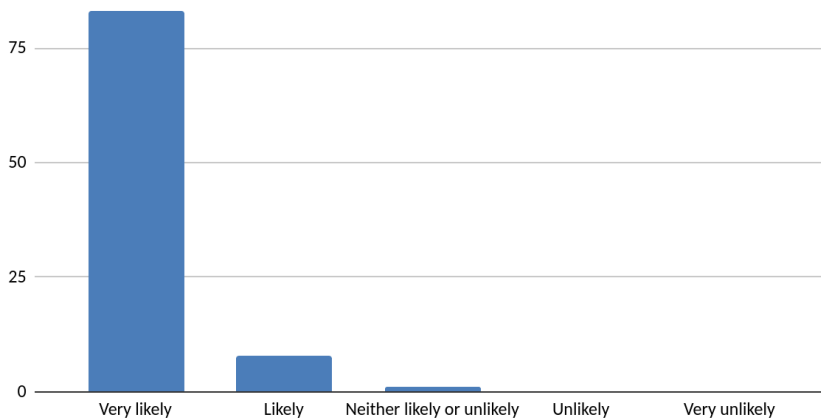
### Did you buy anything during your visit?



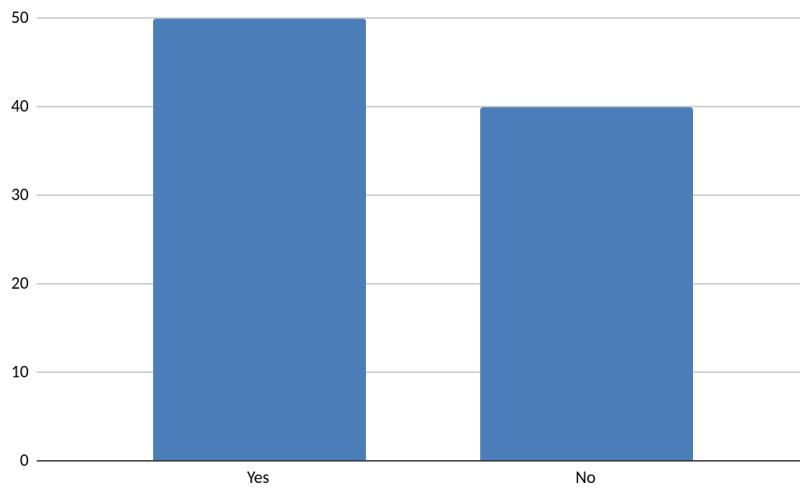
### If you bought something, was it for yourself or a gift?



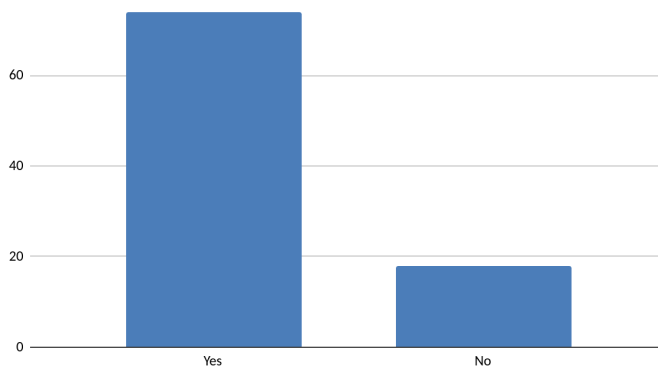
### How likely are you to visit Bucks Art Weeks again in the future?



Did you know that there was a loyalty card scheme this year to encourage visitors to see more venues?



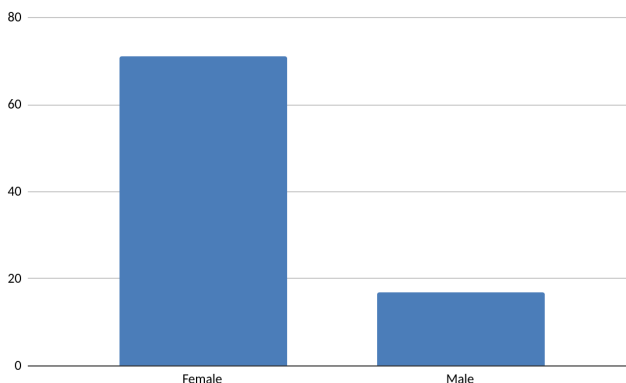
Do you live in Buckinghamshire?



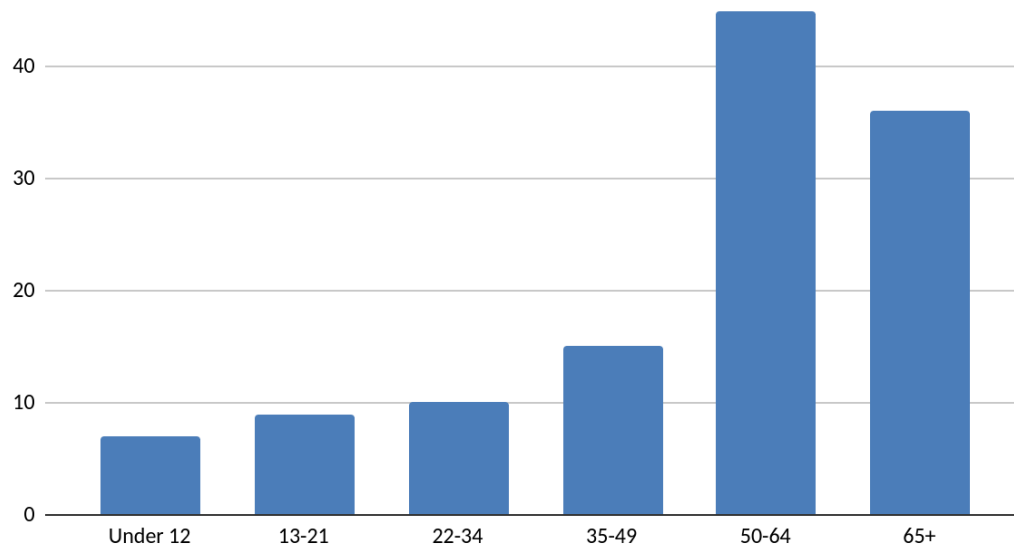
If yes, where in Buckinghamshire do you live? (please give the nearest town/village)

- Most popular answers were Aylesbury and Amersham, followed by Princes Risborough, Marlow, Milton Keynes and Chesham.

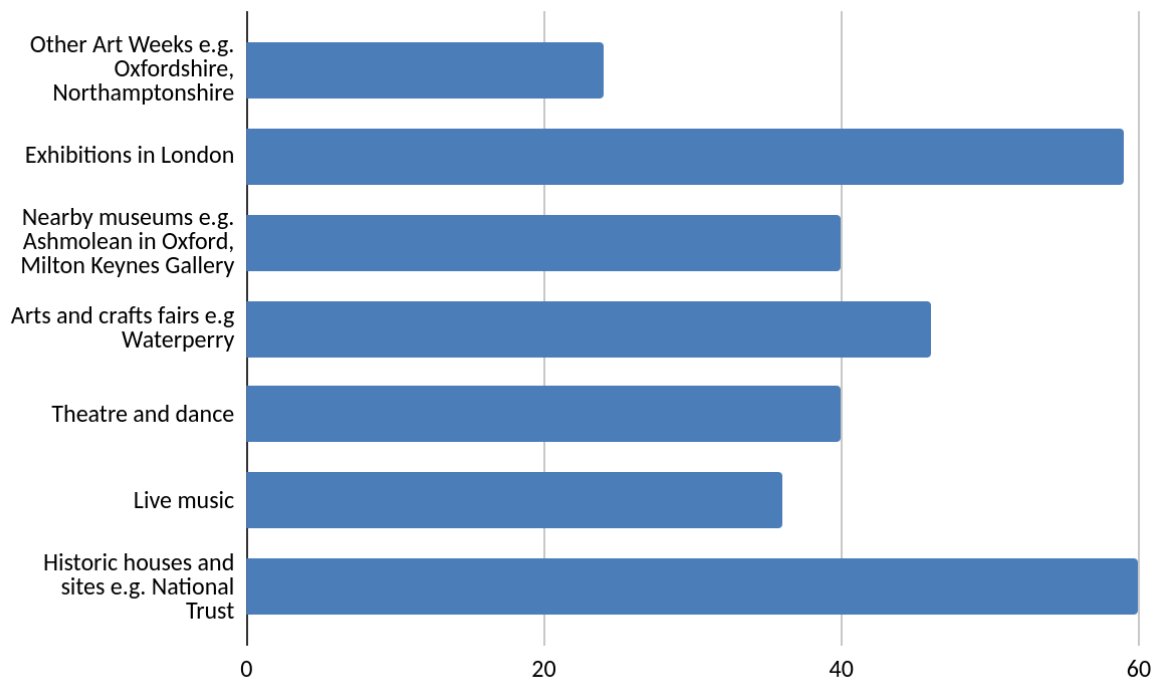
Do you identify as...



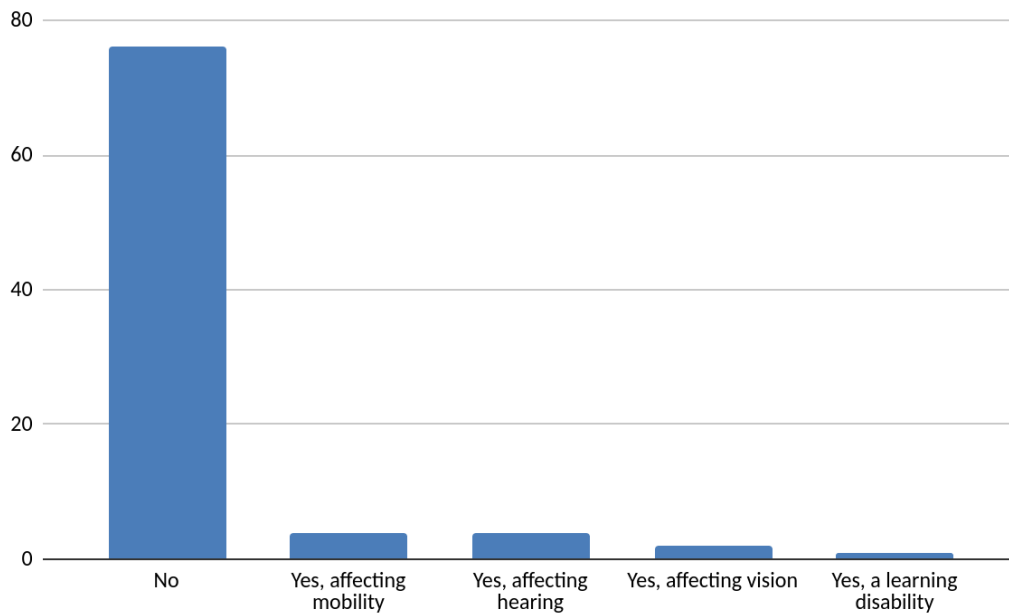
Including yourself, please specify in the relevant age categories, how many people were in your group during your visit:



We are interested in understanding more about what arts and culture people enjoy. Have you visited any of the following in the last year?



Do you consider yourself to have a disability?



#### Survey 4: Feedback from visitors at the Stowe event

We received around 85 completed surveys. Average results are as follows (1 is strongly disagree, 5 is strongly agree):

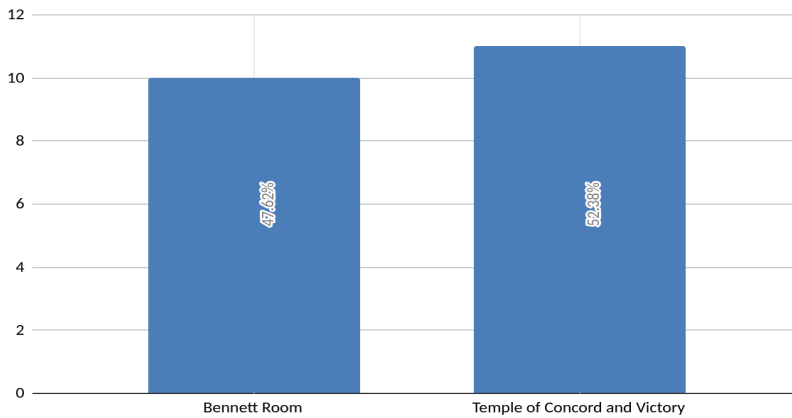
I enjoyed my visit to the exhibition	4.60
The work on show interested me	4.64
I enjoyed talking to the artists	4.13
I've been to BAW before or visited this exhibition last year	2.97
I knew the exhibition was on and it's why I came to Stowe today	3.18
I'm interested in arts/crafts and exhibitions	4.12
I would come to an event like this again	4.49

Overall, a positive visitor experience and proof that we are reaching new stakeholders.

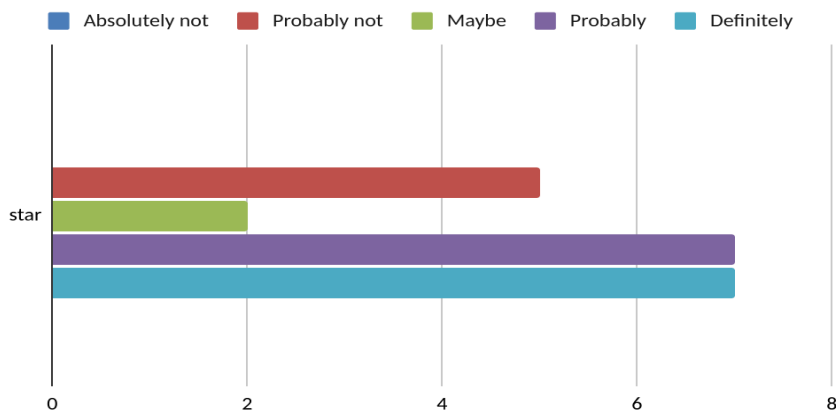
## Survey 5: Feedback from exhibitors at the Stowe event

21 surveys were completed...

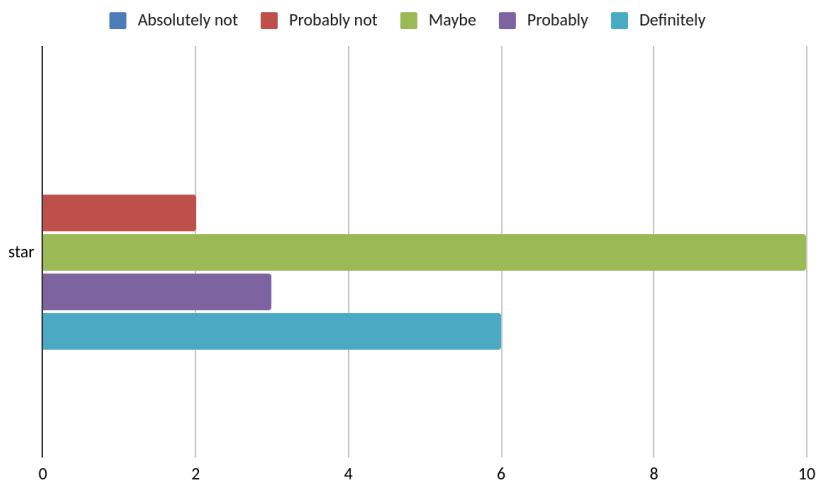
Which venue were you in?



Would you take part in this event again next year?



Would you recommend taking part in this event to friends and colleagues?



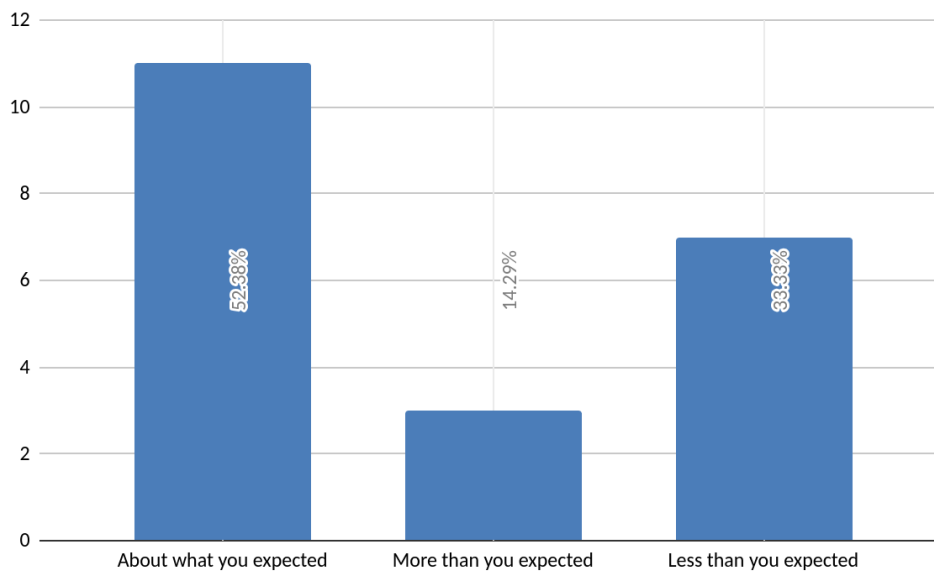
What was the most enjoyable part of the experience?

- Responses focused on chatting to visitors and other artists, and the grand venue

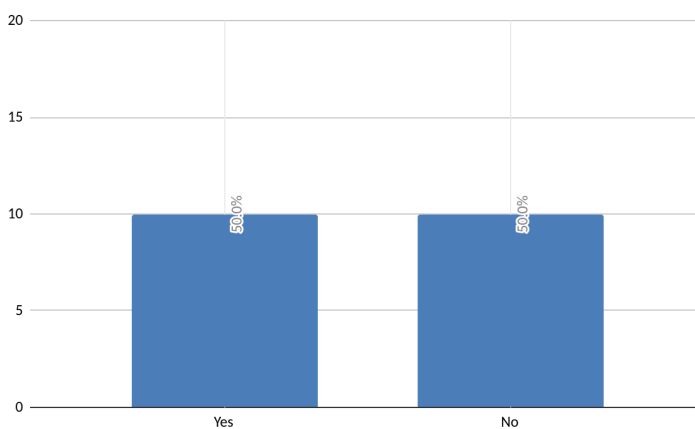
What was the most challenging part of the experience?

- Responses focused on the distance, lack of signage, accessibility and charge to visit the Temple, lighting, visitors unaware that it was a sales event, crowded Bennet Room, putting up boards, and weather

Was the number of visitors...?



Did you give out all of the flyers that you were given to promote the event?



Did you promote the event on social media and/or your own networks?

