



Glasgow Grows Audiences

Glasgow Grows Audiences is an arts marketing and audience development agency whose aim is to improve accessibility to arts and cultural events in the West of Scotland. As well as increasing audience's sizes, Glasgow Grows Audiences aims to encourage a diverse audience and create an all round positive environment in which the arts can thrive. They provide arts organisations with valuable market research, training programs and inclusion in targeted audience development campaigns. Glasgow Grows Audiences works with over 30 arts organisations, agencies and stakeholder in Glasgow including the City Council, Scottish Enterprise, Glasgow City Marketing Bureau, Visit Scotland and Glasgow's Leading Visitor Attractions.

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Glasgow Grows Audiences (GGA) has been using Purple Seven's VS Agency program since May 2006. GGA was attracted to Purple Seven's Vital Statistics programs because several other agencies had been using Vital Statistics in the UK and as far as they could see it is the only data analysis tool that allows the extraction and manipulation of data remotely without requiring direct access to a box office. The VS Agency module also allows several venues' data to be accessed giving the opportunity for city-wide or regional analysis.

What is GGA's role as a VS Agency?

As a VS Agency we provide our member venues with quarterly analysis of their transactional data which include Mosaic analysis, frequency of attendance, pareto analysis, booking time, drive time and venue/art from crossover. Within these reports the individual venue is compared to an overall Glasgow benchmark (combined data for all venues).

In addition to quarterly reports, venues also receive an annual report and participate in bi-annual user group meetings where all venues meet and discuss the results and opportunities for working collaboratively.

As well as venues, we also do bespoke analysis for touring companies as and when they require. Venues may also ask us for specific art form analysis, which we can also provide.





What are some examples of Glasgow Grows Audiences' recent use of Vital Statistics and the outcomes achieved, including how Vital Statistics informs its clients'/members' audience development and marketing activities?

In 2007 GGA completed a VS report for Celtic Connections, a major traditional music festival which is run by Glasgow's Concert Halls. Using a specific coding system for the festival, we produced a festival report (same as usual venue reports). Celtic Connections used this information, particularly the Mosaic analysis, to approach potential sponsors for the festival. As a result, they secured major sponsorship from Scottish Power.

Working with GGA, the Arches and the Tron now do cross-leafleting as a result of high levels of venue crossover amongst patrons. The VS reports consistently show high crossover. The Venues dedicated a space for a specially designed leaflet rack in each of the venues. Although this has not been running for long, crossover levels are increasing.

What benefits does Vital Statistics provide to GGA and its clients or members?

The main benefit that GGA provides to its members and clients through the use of VS is in-depth analysis of actual activity around a venue, art form or event. It extends the use of box office analysis and provides useful insight on attenders.

In addition, touring companies have found it hugely beneficial, as never before have they had such in-depth information on their audiences.

What has Vital Statistics enabled GGA and its clients or members to do in terms of audience data and strategic marketing that GGA and its clients and members could not have done otherwise?

This is a first generally for arts organisations in Glasgow and we are all still learning, but certainly a better grasp of audiences and what they do is allowing marketers to plan more effectively.

It has also given us information for the first time on the Glasgow arts marketplace, which at a city-wide level has strategic implications in terms of funding. It also allows us to measure ourselves against our own strategic objective of growing audiences in Glasgow.

What, if any, implementation or integration challenges has GGA encountered in its VS agency role and how were these dealt with?

No initial issues, some venues have recently changed box office systems and getting them reinstalled in Vital Statistics has been difficult. This is not the fault of the vital statistics program but has been frustrating due to some technical issues and the transfer of historical data.





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What would you advise an organisation or group of organisations intending to adopt the VS Agency program to make the most out of Vital Statistics and ensure its ongoing, effective use?

Take the time to learn the system at the start. Always interrogate the data. If something looks odd, question it as Vital Statistics can't tell what happens at every venue in every region, it is our job to highlight inconsistencies. Importantly be in contact with Purple Seven, it helps that they are so approachable.

What do you consider are the pre-requisites for success in adopting and using VS?

Anyone can use it, it is easy to learn and understand and can be manipulated easily to interrogate what you want. If there is anything I don't know, I phone Purple Seven and they always help, or between us we find a way of getting the correct information.

