

# Draft Indicator Set

Audiences UK has received a grant from Arts Council England to work with the sector to develop a free practical benchmarking tool for arts organisations. The funding covers:

1. A swift but comprehensive consultation with the sector on a basket of core indicators based on existing indicators developed during the Audience Data UK programme and by other benchmarking programmes in the UK and internationally including the TMA.
2. The development of an on-line Hub for data storage and reporting that can be accessed by individual organisations and industry bodies.
3. Developing a sector-led advocacy programme to encourage organisations to start posting their own data and using benchmarking intelligence to improve their performance via Era 21 industry umbrella bodies.

For more information of the initiative, visit <http://www.audiencesuk.org/data-and-resources/download/slb>

This document lists the proposed indicators for the national sector-led organisational benchmarking initiative as proposed by our advisory group:

- Dan Bates, Sheffield Theatres
- Nicholas Crosson, Philadelphia Cultural Alliance
- Hiraani Himona, South London Gallery
- Keith Jeffrey, Quad
- Anne Kellaway/Cathy Morris, Arts Council of Wales
- Charlotte Wilson, Culture Sparks
- Mhora Samuel, Theatres Trust

This is your chance to say what it is you'd really like to compare about your performance against another similar arts organisation. The amount of secondary spend per visitor? Your reliance on subsidy v. earned income? How much you spend on print? The number of visitors to your website?

We've got all those. But what is crucial that we've missed?

Those lucky enough to make it into Arts Council England's National Portfolio will be thinking about what should be their Key Performance Indicators. We think KPIs are very important, but 100 times more useful when you can compare your performance against other similar organisations. Are the proposed benchmarks useful for your KPIs? If not, how could they be?

**Please email your comments and suggestions to [benchmarking@audiencesuk.org](mailto:benchmarking@audiencesuk.org) by Friday 22<sup>nd</sup> July.**

Remember, this is a free on-line resource that will need your input to make sure it is worth your time and effort to upload your data. Five minutes of your thinking now could give you substantial free benefits for years to come.

This Audiences UK initiative is being led by Audiences South and Cultivate, with lead consultants Kate Sanderson (Indigo) and Miranda Jacobs.

## **The Draft Indicator Set**

<a href="#">Key</a>	<a href="#">3</a>
<a href="#">About your organisation (I)</a>	<a href="#">3</a>
<a href="#">Total Income &amp; Expenditure (T)</a>	<a href="#">5</a>
<a href="#">Grant Income (G)</a>	<a href="#">5</a>
<a href="#">Contributed Income (C)</a>	<a href="#">5</a>
<a href="#">Earned Income (E)</a>	<a href="#">6</a>
<a href="#">Use of Project Funds (U)</a>	<a href="#">9</a>
<a href="#">Expenditure (F)</a>	<a href="#">9</a>
<a href="#">Staffing (S)</a>	<a href="#">10</a>
<a href="#">Marketing and Audience Performance Indicators (M)</a>	<a href="#">12</a>
<a href="#">Programme and Operational Performance Indicators (P)</a>	<a href="#">15</a>

## **General information before filling in the survey& Key**

This survey is for arts organisations with a direct relationship with their audiences, not for support agencies. These are to be filled in when an organisation joins the research programme. They can be checked annually, and changed if necessary - but most will rarely change. All organisations should fill in their information for the relevant year only.

**Rust** Rust coloured indicators will be automatically filtered and only answered by appropriate organisations

**Blue** Blue coloured indicators will be generated automatically by calculations based on the answers given to other indicators

---

## **About your Organisation (I)**

**I1 Trading Name of organisation**

**I2 What sort of organisation are you?** Mainly producing, Mainly presenting

**I3a Are you primarily building based or non building based (i.e. do you run a building or not)**  
Building based / non building based

**I3b Are you festival based?**

**I4 What is your MAIN focus** Producing/Curating/Commissioning OR Presenting/taking touring work

**I5 Was the main focus of your work in the year being reported on here work taking place in your own building, touring work or site specific work**  
Work in my own building/ work touring to other venues / site specific work

**I6a Which activities were you involved in this year? (1. Please tick all that apply, 2. Please tick one main activity)**

THEATRE (Plays/Drama, musicals, children's/youth theatre, entertainment, other theatre);

DANCE (ballet, contemporary dance, culturally specific dance and other dance);

MUSIC (Classical Music, Opera, Jazz, Folk, culturally specific music, popular music, other music);

VISUAL ARTS AND CRAFTS (Visual Arts, Crafts);

LITERARY (live literary events, library events);

COMBINED ARTS;

FILM SCREENINGS;

MUSEUM (non art) EXHIBITIONS

DIGITAL;

COMMUNITY / EDUCATIONAL ARTS;

TALKS;

OTHER EVENTS.

**I8a Nation:** England /Scotland/Northern Ireland /Wales

- I9a Region (for England):** E East of England, EM East Midlands, L London, NE North East, NW North West, WM West Midlands, SE South East, SW South West, Y Yorkshire and the Humber
- I9b Region (for Wales):** North, Mid/West and South Wales
- I10 Are you a registered charity** Yes / No
- I11 Company Number (if applicable).** For main organisation if you run more than one company.
- I12 Is your organisation run and funded by a local authority** Yes / No
- I13 Is your organisation run and funded by a university** Yes / No
- I14 Is your organisation run and funded by a private trust** Yes / No
- I15 Are you any of these:** an Arts Council National Portfolio Organisation (England), RFO (Wales) Foundation/Flexibly Funded Organisation (Scotland) or an ASOP (Northern Ireland)
- I16 Is your retail operation (if you have one) run in house or is it a franchise? A retail operation is defined as any sales of merchandise at your events in addition to programmes/catalogues. If you only sell programmes/catalogues then tick 'no retail operation'**  
In House / Franchise / No retail operation
- I17 Is your bar and catering operation (if you have one) run in house or is it a franchise?**  
In House / Franchise / No bar and catering operation
- I18 Main contact name**
- I19 Main contact telephone**
- I20 Main contact email**

## **Total Income & Expenditure (T)**

All figures are net of VAT and are for previous year's revenue income only, excluding all income raised for capital expenditure and all capital expenditure unless otherwise stated.

**T1 Total Income (Revenue and Capital)**

**T2 Total Revenue Income** (Total income minus total income for capital purposes (i.e. capital reserves))

**T3 Total Revenue Expenditure** Total expenditure minus total capital expenditure

**T4 Cost to the organisation per visit**

Total expenditure divided by total number of visitors or users (in own venue and outside venue)

---

## **Grant Income (G)**

**G1 Total Public Subsidy** Not including Capital

a) total; b) Arts Council Grants; c) Local Authority Grants; d) Internal Funding (e.g. for Local Authorities, University Run Organisations, organisations mainly funded by a private trust etc) i.e. where funds for the arts organisation come from a central budget that also covers other, non arts area of operation; e) Other Grant income

**G2 Public Subsidy - Core Costs** (Unrestricted Funding). Not including Capital

a) total; b) Arts Council Grants; c) Local Authority Grants; d) Internal Funding (e.g. for Local Authorities, University Run Organisations, organisations mainly funded by a private trust etc) i.e. where funds for the arts organisation come from a central budget that also covers other, non arts area of operation; e) Other Grant income

**G3 Public Subsidy - Project Costs** (Restricted Funding). Not including Capital Funding

a) total; b) Arts Council Grants; c) Local Authority Grants; d) Internal Funding (e.g. for Local Authorities, University Run Organisations, organisations mainly funded by a private trust etc) i.e. where funds for the arts organisation come from a central budget that also covers other, non arts area of operation; e) Other Grant income

---

## **Contributed Income (C)**

**C1 Total Contributed Income** Corporate Sponsorship + Corporate Membership + Donations + Charitable Trusts and Foundations + Other Contributed income (not including in kind)

**C2 Corporate Sponsorship**

Corporate Sponsorship; i.e. giving from commercial companies in return for profile or other benefits

**C3 Corporate Membership Schemes** Income from corporate membership schemes

**C4a Donations (Legacies)** Donations (gift or contribution where no benefit is received in return) from Legacies

- C4b Donations (Trustees)** Donations (gift or contribution where no benefit is received in return) from Trustees
- C4c Donations (individual)** Donations (gift or contribution where no benefit is received in return) from Individuals (not including trustees or legacies)
- C4d Donations (organisations)** Donations (gift or contribution where no benefit is received in return) from Organisations (not including trustees or legacies)
- C5 Charitable Trusts** Charitable Trusts and foundations
- C6 Other contributed income** Other Contributed Income
- C7 In kind income**  
Best estimated value of all support given free or charge. This might include volunteer labour, donated equipment, services donated from other companies or organisations, use of premises or office space. In kind support should not include time or services of any employee even if working extra hours free of charge or the value of discounts on equipment.

---

## **Earned Income (E)**

### **E1 Total Earned Income**

#### *Ticket Sales and Cultural Hires*

#### **E2a Income from ticket sales/admissions for events in your own venue- VENUES ONLY**

Total income from tickets sold for events presented in and promoted by your own venue. Include tickets sold for cultural hires of your venue. Do not include site specific work presented and promoted by you within your venue's audience catchment area (e.g. if you are a theatre who is presenting its summer family show in the local park instead of in the theatre). Don't include tickets sold for events outside your venue and promoted by another organisation, or, for example if you have acted as a ticket agent. Don't include complimentary tickets or tickets for free events (e.g. an education showcase).

#### **E2b Income from hire of space for cultural events (VENUES ONLY)**

Total income from hiring space for cultural events that appear in your programme and/or are promoted by you

#### **E2c Income from ticket sales/admissions for events promoted by you in another venue or on tour. VENUES ONLY**

Total income from tickets sold for events presented outside your own venue. Only include events promoted by you and for which you take the box office income, not those promoted by another organisation or venue or, for example, if you have acted as a ticket agent. Don't include complimentary tickets or tickets for free events (e.g. an education showcase).

- E2d Income from own shows on tour / co productions and/ or further exploitation of work. VENUES ONLY**  
 Include hire fees, co-promotion income, income from further exploitation of work (artistic). Anything not already included in ticket income
- E3a Total income from ticket sales - NON BUILDING BASED ORGANISATIONS INCLUDING FESTIVALS**  
 Total income received from ticket sales
- E3b Total income from fees for artistic work - NON BUILDING BASED ORGANISATIONS INCLUDING FESTIVALS** Total fees earned for artistic work
- E4 Value of tickets offered for sale VENUES ONLY** i.e. if all tickets were sold at full price over the year
- E5 Percentage of cash value achieved VENUES ONLY** Actual income / value of tickets %

*Bars & Catering*

- E5a Bars and Catering income (OWN VENUE)**  
 Bars and catering income gross, net of VAT. Should include bars, restaurants, sweets, ices in own operation or franchise income if franchise.
- E5b Bars and Catering Income (SITE SPECIFIC)**  
 Bars and catering income gross, net of VAT. Should include bars, restaurants, sweets, ices in own operation or franchise income if franchise.
- E6a Bars and catering expenditure (OWN VENUE)**  
 Include: Bars, Restaurants, Sweets, Ices. Not including staff costs. If franchise, only include any costs paid by you after the franchise fee.
- E6b Bars and Catering Expenditure (SITE SPECIFIC)**  
 Include: Bars, Restaurants, Sweets, Ices. Not including staff costs. If franchise, only include any costs paid by you after the franchise fee.
- E7 Average Spend per visitor to your venue in the bars/café/catering operation (OWN VENUE)**  
 Total catering income /total visits to Gallery (not including school visits or hires)
- E8 Average transaction value in bar/catering operation (OWN VENUE)**  
 Total income from bars and catering [E7a] divided by number of transactions
- E9 Bars and Catering Profit (OWN VENUE, ON TOUR and SITE SPECIFIC)**  
 Total Bars and Catering income minus bars and catering expenditure. Not including staff costs. Net of VAT

*Retail, Shop and/ or Merchandise*

- E10 Retail Income**  
Shop/Merchandise. Gross, net of VAT. Retail should NOT include catalogue/programme sales
- E11 Retail expenditure**  
Includes stock, display, research, travel, trade fairs. Stock as held at year end. Not including staff costs. DOES NOT include spend on programmes and / or catalogues
- E12 Programmes / catalogue income** Programme and / or catalogue income for all shows / exhibitions
- E13 Programmes / Catalogues expenditure** Programme / catalogue costs. Not including staff costs.
- E14 Programmes / catalogue profit** Programme / catalogue income minus programme / catalogue expenditure . Not including staff costs.
- E15 Average Spend per visitor on retail**  
Total retail income /total no of visits to organisation (home venue and on tour).
- E16 Retail Profit** Retail income minus retail expenditure, including programmes/catalogues
- E17 Secondary/Trading Income** Include bar, restaurant, sweets, ices, merchandise & programmes, shop
- E18 Total Secondary/Trading Profit** Include bar, restaurant, sweets, ices, merchandise & programmes net of all costs. Not including staff costs.

*Other Earned Income*

- E19 Earned income raised from Educational Activity**  
Earned Income generated from educational activity or events in addition to core activity (e.g. from selling tickets to educational workshops and events). Educational activity is about learning in the arts (skills and techniques), about the arts (knowledge and appreciation) or through the arts (using the arts to develop in other areas such as personal and social skills or history).
- E20 Royalties**
- E21 Hire fees / space rental (non-artistic) (Earned Income)** Non-cultural hires of space (for commercial use etc), equipment and staff. Not already included in ticket income
- E22 Membership Income (membership schemes for individuals)**  
Only applies to organisations with schemes. Gross, net of VAT. Individual schemes not corporate.
- E23 Average yield per membership (schemes for individuals)** Membership income / no. of members
- E24 Commission received on artwork sales** For any organisation selling artwork. Gross, net of VAT

**E25 Other Earned Income** Not described anywhere above. Could for example include ticket income for organisations acting as ticket agents. Gross, net of VAT

**E26 Average spend by known users**

Total spend per annum (i.e. total income from audiences or visitors - tickets, retail and catering) divided by total number of users/audience/ticket purchasers in the year. Not including VAT

**Use of Project Funds (U)**

**U1 Funds raised for Project Costs for all projects excluding education and capital work (Restricted)**

Total value of all project funds raised exc those specifically for education work & capital programme(s)

**U2 Funds raised for Project Costs Education (Restricted)** Total value of all funding raised and earmarked specifically for education work

---

**Expenditure (F)**

Some, but not all areas of key expenditure are listed here.

*Artistic/Programming*

Relevant costs are likely to include production costs and venue hire. Do not include staff or freelance staff costs or core costs such as running costs of building, marketing or education. If your organisation is solely engaged in educational activity, please put £0 here and enter the full amount in the education expenditure box.

**F1 Costs of own productions / exhibitions**

**F2 Costs of co-productions /exhibitions in partnership with other organisations**

**F3 Fees paid to third parties for brought in productions / exhibitions/ other artistic events**

*Education*

**F4 Education Programme**

All costs relating to education programme. Not including staff costs and freelance staff costs. If your main activity is educational in nature, enter data here rather than in artistic programme line.

*Development*

**F5 Cost of generating funds**

Costs associated with generating incoming resources from all sources other than from undertaking charitable activities. This is most notably the costs of fundraising and generating voluntary activity, but also of managing investments. Not including staff costs, but including freelance costs

*Overheads*

**F6 Overheads**

Details of all overheads such as administration costs (post, telephone, insurance etc) and premises costs (rent, heating, lighting etc). Do not include staff costs

---

**Staffing (S)**

**S1 Gross salary costs of permanent staff** (i.e. permanent staff and staff who have worked freelance/on contract for more than 52 consecutive weeks by the end of the financial year described)

a) **Total Staff**, b) Artistic Staffing, c) Marketing and PR Staffing, d) Education staffing, e) Staffing involved in Management and Administration, f) Staff generating Funds (i.e. Development), g) Staffing involved in Technical and Maintenance; i) Staffing Box Office and Front of House, h) Staffing Bars & Catering, i) Retail staff, j) Any other staff costs.

**S2 Numbers of full time equivalent permanent staff**

a) **Total Staff**, b) Artistic Staffing, c) Marketing and PR Staffing, d) Education staffing, e) Staffing involved in Management and Administration, f) Staff generating Funds (i.e. Development), g) Staffing involved in Technical and Maintenance; i) Staffing Box Office and Front of House, h) Staffing Bars & Catering, i) Retail staff, j) Any other staff costs.

**S3 £ Freelance / temporary staff** (excluding those who have worked freelance/on temporary contract for more than 52 consecutive weeks by the end of the financial year described)

a) **Total Staff**, b) Artistic Staffing, c) Marketing and PR Staffing, d) Education staffing, e) Staffing involved in Management and Administration, f) Staff generating Funds (i.e. Development), g) Staffing involved in Technical and Maintenance; i) Staffing Box Office and Front of House, h) Staffing Bars & Catering, i) Retail staff, j) Any other staff costs.

**S4 Average Salary (Median)**

i.e. put all full time equivalent salaries into order from smallest to largest and write down the middle figure. If there are two middle numbers, take an average of the two of them)

**S5 Total Number of permanent employees**

Count people irrespective of whether they are full or part time. Staff on fixed term contracts of 52 weeks or more should be counted as permanent.

**S6 Total number of contractors: Number of individual freelance/commissioned individuals employed**

e.g. directors, actors, musicians, artists, designers, writers, fundraisers. Count individual contracts, so if one person was employed on two different contracts in the year, this counts as 2. Contracts that start in the financial year are counted here.

*Training and professional development*

**S7 Staff Training** Total Staff Training Spend (do not include freelancer training, only core team. Only include actual costs incurred)

- S8 How many work-placements or unpaid internships did your organisation offer to further or higher education students?**  
Count all those that started in the financial year
- S9 During the year, how many days in total did your work-placements or unpaid internships work for?**
- S10 What is the ethnicity of the permanent staff, full- and part-time combined, in the organisation.** Make sure that all staff are accounted for once.  
a) White, b) Asian or British Asian, c) Black or Black British, d) Chinese, e) Mixed or Dual Heritage, f) Any other ethnic Group, g) Ethnicity Unknown
- S11 Total number of volunteers / unpaid staff**  
**Not dependent on hours worked. These who actually volunteered in the year, not those *available* to help. Not including Board of Management.**
- S12 Number of members on Board of Management**

## **Marketing and Audience Performance Indicators (M)**

### *Marketing Expenditure*

Not exhaustive; representing some of the likely key areas of expenditure.

**M1 Design & Print**

Include all posters, leaflets & other print. Include all print, not just that relating to specific events. Include Private View print. NOT including season brochure. Not including catalogues

**M2 Website** All costs associated with website. Including hosting.

**M3 Digital/ online marketing**

All digital marketing, including newsletters/ emails/ social media. Not including online advertising

**M4 Direct Mail**

Include print/ copying, design costs & postage costs for mailers. NOT including cost of leaflets included below. Including Private view mailings.

**M5 Season Brochure** print & design costs. Not including distribution

**M6 Other Print & Design costs** print & design

Include all posters, leaflets & other print. Include all print, not just that relating to specific productions/ shows. NOT including costs of season brochure

**M7 Distribution costs** brochure, individual show and other print

**M8 Advertising costs** including online

**M9 Public Relations** all costs, excluding staff

**M10 Market Research** including costs of research consultancy

**M11 Other Marketing Expenditure**

**M12 Total Marketing Expenditure**

**M13 Marketing Spend as % total revenue expenditure**

**M14 Marketing Spend per visit**

Amount spent on marketing per known visitor (at own venue and on tour or site specific)

### *Ticket Sales, Audiences & Visitors*

**M15a Total number of tickets sold for own venue (VENUES ONLY)**

Total number of tickets sold for events presented in and promoted by your own venue. Include tickets sold for cultural hires of your venue. Do include site specific work presented and promoted by you

within your venue's audience catchment area (e.g. if you are a theatre who is presenting its summer family show in the local park instead of in the theatre). Don't include tickets sold for events outside your venue and promoted by another organisation or, for example if you have acted as a ticket agent. Don't include complimentary tickets or tickets for free events (e.g. an education showcase)

**M15b Total number of tickets sold in another venue or on tour (VENUES, TOURING COMPANIES, FESTIVAL)**

Total number of tickets sold for events presented outside your own venue on tour and out of your building's catchment area. Only include events promoted by you and for which you took the box office income, not those promoted by another organisation or venue or for example, if you have acted as a ticket agent. Don't include complimentary tickets or tickets for free events (e.g. an education showcase).

**M16a Number of tickets sold online for your own venue (VENUES)**

How many tickets did you sell online for your own events in your own venue. Do not include tickets sold by yourself when acting as ticket agent for another organisation.

**M16b Number of tickets sold online (ALL TYPES OF ORG)**

How many tickets did you sell online for your events on tour. Do not include tickets sold by yourself when acting as ticket agent for another organisation.

**M17a % Online sales from your own box office (for your venue) (VENUES)**

**M17b % Online sales from your own box office (on tour) (VENUES)**

**M18 Number of tickets sold at full price (in own venue and on tour)**

Of the total number of tickets sold in M15, how many were sold at full price (i.e. with no discounts)

**M19 % tickets sold at full price**

**M21a Total known or estimated attendance at unticketed events (own venue) (VENUES and FESTIVALS)**

**M21b Total known or estimated attendance at unticketed events (on tour) (VENUES, TOURING COMPANIES, FESTIVALS)**

**M22a Total number of tickets available for sale in own venue (VENUES ONLY)**

**M22b Total number of tickets available for sale at other venues or on tour (VENUES, TOURING COMPANIES, FESTIVALS)**

**M23 % total capacity filled**

**M24a Average ticket yield in your venue (VENUES ONLY)**

**M24b Average ticket yield (on tour) (VENUES AND NON-BUILDING BASED)**

*Internet & Social Media*

- M25 Annual total Visits for main website**
- M26 Annual total Unique visitors for main website**
- M27 Annual total Pageviews for main website**
- M28 Time spent on site**
- M29 Bounce Rate**
- M30 % traffic from search engines**
- M31 % traffic from direct**
- M32 % traffic from referrals**
- M33 Visits from mobile devices**
- M34 Total number of current Facebook Fans/don't use Facebook**
- M35 Total number of current Twitter followers / don't use Twitter**
- M36 Does your organisation have a regular blog?**

## **Programme and Operational Performance Indicators (P)**

### *Performing Arts*

This section is about the number of different productions not individual performances

**P1 Number of own productions/events (in own venue and/or on tour)**

number of different own productions/ events rather than individual performances, presented in:  
a) own/home venue, b) other UK venues/ locations, c) other International venues/ locations.

**P2 Number of co-productions (in own venue and/or on tour)**

number of different co-productions/ events rather than individual performances, presented in:  
a) own/home venue venues/ locations, b) other UK venues/ locations, c) other International venues/ locations.

**P3 Number of touring shows brought in from organisations (venues and festivals only)**

Defined by guarantee/ fee paid by venue or box office split. Count number of shows, not performances (i.e. a 3 night run counts as 1). Touring shows brought in to your venue NOT touring shows produced by your venue. Presented in own/ home venue

**P4 Number of productions/events (cultural events) for which you hire your space (venues and festivals only)**

Defined by hire fee, Include cultural events only, i.e. not corporate events, meetings, etc. Number of different productions/events rather than individual performances. Presented in own/home venue

### *Visual Arts*

This section is about the number of different exhibitions not individual performances

**P5 Number of own exhibitions (in own venue and/or on tour)**

number of different own produced exhibitions/ events rather than individual events as part of a run. Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P6 Number of co-produced exhibitions (in own venue and/or on tour)**

number of different co-produced exhibitions/ events rather than individual events as part of a run. Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P7 Number of touring exhibitions brought in from organisations (venues and festivals only)**

Defined by guarantee/ fee paid by venue or box office split. Count number of different exhibitions/events, (i.e. a 3 day run of the same event counts as 1). Touring exhibitions/events brought in to your venue NOT touring shows produced by your venue. Presented in own/home venue

**P8 Number of exhibitions/events (cultural events) for which you hire your space (venues and festivals only)**

Defined by hire fee, Include cultural events only, ie not corporate events, meetings, etc. Number of different exhibitions/events rather than individual performances. . Presented in own/home venue

*Numbers of Performances, Events & Exhibition days*

**P9 Number of Theatre Performances**

Plays/ Drama, musicals, children's/ youth theatre, entertainment, other theatre). Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P10 Number of Dance Performances**

Ballet, contemporary dance, culturally specific dance, other dance. Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P11 Number of Music Performances**

Classical music, opera, jazz, folk, culturally specific music, popular music, other music. Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P12 Number of Literary Events**

Live literary events, library events. Presented in:  
a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P13 Number of Combined Arts Performances .** Presented in:

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P14 Number of film screenings** Total number of screenings rather than different films. Presented in:

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P15 Number of Digital Events** Presented in:

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P16 Number of Community/ Educational Arts performances/ events** Presented in:

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P17 Number of Talks** a) own/home venue, b) at other UK, c) at other International.

**P18 Number of Other events** Presented in:

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

**P19 Number of Visual Arts & Crafts exhibition days at**

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

If you have more than one gallery/exhibition space, count total number of days each of these has been open to the public

**P20 Number of Museum (non art) Exhibition days at**

a) own/home venue, b) other UK venues/ locations , c) other International venues/ locations.

If you have more than one gallery/exhibition space, count total number of days each of these has been open to the public

**P21 Total number of Performances**

all live performances plus film, plus community & education, plus talks, other. a) own/home venue, b) at other UK, c) at other International.

**P22 Total number of exhibition days all visual arts & crafts plus Museum exhibition days**

a) own/home venue, b) at other UK, c) at other International.

*Number of Educational Events*

A session is defined as a half day (i.e. one session equals a morning, an afternoon or an evening)

**P23 Total number of Sessions**

a) formal education (work with groups from nurseries, schools, colleges and pupil referral units), b) informal groups (participatory sessions with groups and individuals outside formal education including children, young people and adults)

**P24 Known attendance at Sessions**

a) formal education (work with groups from nurseries, schools, colleges and pupil referral units), b) informal groups (participatory sessions with groups and individuals outside formal education including children, young people and adults)

**P25 Estimated attendance at sessions (not already included in P24 – known attendance)**

a) formal education (work with groups from nurseries, schools, colleges and pupil referral units), b) informal groups (participatory sessions with groups and individuals outside formal education including children, young people and adults)

**Commissions and Residencies**

**P26 Number of Commissions of new work** (Count only residencies with a start date during the year)

**P27 Number of completed artists' residencies** (Count only residencies with an end date during the year)

**P28 Number of new art commissions** (Count only residencies with a start date during the year)