

WORCESTERSHIRE OPEN STUDIOS 2019 HEADLINE DATA

FROM THE ARTISTS SURVEY

Worcestershire Open Studios 2019 took place over the August Bank Holiday weekend, 23 – 26 August. 83 venues took part across the county with the expansion being as far as Clent in the North, Broadway in the South, Whitbourne in the West and Redditch in the East.

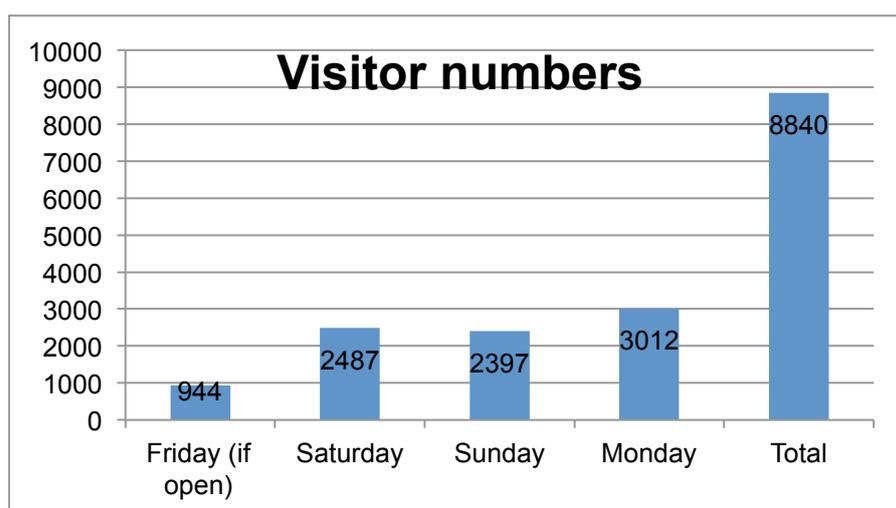
72 venues responded to this survey and this document provides headline information from their responses to an online survey, using Survey Monkey.

Visitor numbers:

72 venues gave answers for Saturday, Sunday and Monday.

This year artists had the option to be open on the Friday and 37 venues chose this option. However 44 venues gave figures for this day as they had opened privately.

The table below shows the total number of visits each day.



The average number of visits per venue across Saturday, Sunday and Monday was 109. However, some artists had low visitor rates with one having only 11 across the event and another single artist have 110 on one day. The average is also affected by the visitor numbers at group settings, which tend to be higher, for example one group venue had 162 visitors on one day.

The average number of visits on the Friday was 22, however one artist had no visitors and a group had 88.

To identify the number of visitors as opposed to visits we have always worked on the assumption that each visitor would visit at least 3 venues. Therefore we estimate that 2,946 people visited the event.

Categories of visitors



How many visitors were known to the artists

On average the 70 respondents to this question knew 25% of their visitors, therefore 75% of their visitors were a new audience for their work.

How many of the visitors were from out of county

Only 57 venues responded to this question and they gave a total estimated number of 1101 visits were from out of the county. The following word cloud illustrates the areas that people travelled from:



Artists sales

Each year we ask artists to record the number of sales they make in various categories; we also ask them the average price for each category. As with last year, with a higher number of diverse participants (e.g. galleries and large groups as well as individual artists) and the diverse range of art work it is not possible to average the amount of sales. Below is a table showing the number of sales in each category.

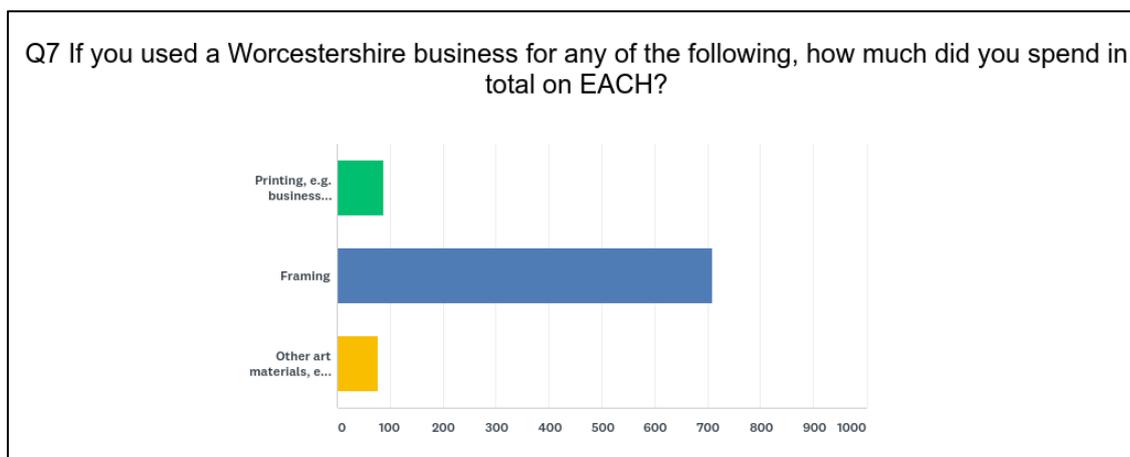
Type of sale	No. of sales
Cards	2553
Prints	227
Original art	591
Other art	168
Total sales	3539

PURCHASES FROM WORCESTERSHIRE BUSINESSES

To assess the financial contribution of the event to the county, it is useful to know the amount spent, by artists, with local businesses for card production, print production, framing and 'other' costs.

Type	No. of artists	Amount spent £s
Printing	26	3342
Framing	24	5750
Other art materials	18	2375
Total spend		11467

This economic activity is also described in the chart below:



Artists' experience of Worcestershire Open Studios

By far the majority of respondents reported that it had been a positive, affirming experience. The following quotes sum of the areas that artists were positive about:

- Meeting a new audience for their work. Great to meet members of the public to get direct feedback. Met interesting people and added to my mailing list for the future. Always a good experience, especially meeting and talking to people about art and, especially, making art; plus selling stuff!
- Increased workshop signups
- A very pleasant/ 'fabulously busy arty' weekend.
- Overall very professionally run and very well organised. Beautifully organised
- Confidence building
- Hard work; rewarding; exhilarating and exhausting
- A really brilliant experience

The few offering a less positive experience said:

- It was quieter this year; poor compared to last year
- I found it very hard work
- For the amount of visitors, not worth the effort and trouble of being open

How likely artists are to take part again

The table below demonstrates that 79% of the respondents (57 venues) were likely to take part again, 16% (11) venues were very unlikely to take part the next year (with some planning to open every other year) and 6% (4 venues) didn't know.

Q9 How likely are you to take part in Worcestershire Open Studios again?

