

A high-angle, night-time photograph of a large outdoor event. The foreground and middle ground are filled with a dense crowd of people. In the lower-left, there is a complex structure of metal scaffolding illuminated with warm, orange lights. A stage area is visible in the center, with performers and bright spotlights. In the background, there are buildings and structures, some with signs like 'Howard Foundation' and 'The Keith Howard Foundation'. The overall atmosphere is vibrant and festive.

LEEDS
YEAR OF
CULTURE **2023**

Evaluation

Quarter 1 Report

January – March 2023

Compiled by The Audience Agency



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Overview

This report provides a picture of delivery and engagement for the first quarter of LEEDS 2023 - it focuses on The Awakening opening event, Community, Learning and Education activity and developmental activity related to upcoming Signature Events.

It also provides contextual insight on awareness and response to LEEDS 2023 as a whole.

As the first quarterly report it will form a baseline for assessment of outcomes and impacts for LEEDS 2023 through its delivery year.

Accompanying reports provide further baseline insight on population profiles and cultural engagement, cultural partners delivering the programme, Neighbourhood Hosts and My Leeds. Further reports will be provided on individual Signature events and an overview of delivery and engagement in the development period 2021 - 2022. A separate report on digital engagement is also supplied. All data tables are also available where required.

The report uses the data available at time of writing of this report. Sources of data and bases are indicated.

Outline of the report

- Headlines and progress against KPIs
- The Awakening overview, followed by all data relating to The Awakening as available
- Further insights into Signature Projects in preparation - WOW Barn and My Leeds.
- Cultural Partners
- Volunteers
- CLE work - schools and communities
- Digital engagement
- Economic impact (in progress)
- Sustainability (main report to be supplied by SAIL)
- PR, Comms and awareness
- Fundraising
- Staff monitoring
- Further insights

Photography credits:

Page 1, 13 top, 39: The Awakening, JMA Photography

Page 6, 7, 13 bottom, 16, 20, 245, 28, 33 : The Awakening, Tom Joy

Q1 Outputs and KPIs Overview 2023

Activity	Engagement	Tracking data for KPIs [not final KPIs]
Source: activity logging Jan - Mar	Sources: activity logging/ tix/ analytics	Source: audience surveys* Green - on track Orange - some work to do
<p>No. opportunities to engage in person = activities/events 223 different types of activity/events (405 including those repeated)</p> <p>Including:</p> <ul style="list-style-type: none"> ○ The Awakening: 33 ○ Waking the Artist: 54 ○ Other Signature Projects: 70 (85 including repeated events) ○ Other CLE: 66 (233 including repeated activities) <p><i>Source Signature & CLE Events from Airtable</i></p> <p>Partner Events): 19 activities/events Promote Events from Airtable: 5 activities/events</p>	<p>Signature Projects audience engagements: 2,374 Ballot entrants for The Awakening 5,256 attendances at The Awakening launch event (9,517 booked and 510 on waitlist)</p>	<p>% of Leeds residents - The Awakening: Leeds residents 79% Attendees from elsewhere 21% <i>Base 512 valid postcodes from The Awakening event audience survey</i></p>
<p>No. digital content/experiences Tbc Q2</p> <p>Awareness of LEEDS 2023 through digital channels: 55.4% jump in LEEDS 2023 website views from Oct-Dec 2022 to Jan-Mar 2023</p>	<p>No. audience engagements with content digitally Tbc Q2</p>	<p>% low engaged Audience Spectrum profiles: 18% lower culturally engaged <i>(average for Leeds 19%)</i> <i>See below for Base</i></p>
No. schools engaged: 65	No. of participations: 6,092	% 'Makes me proud to live in Leeds':

<p>No. Schools activities: 55 different events/activities (88 including repeated sessions)</p>		<p>90% agreed (includes 64% strongly agreed)</p> <p><i>The Awakening audiences, Leeds residents only Base 397 margin of error +/- 5%</i></p>
<p>No. of community engagement sessions: 66 Including:</p> <ul style="list-style-type: none"> ○ The Awakening: 2 (of overall 33 associated events) ○ Waking the Artist: 19 ○ Other: 45 	<p>No. wards involved in targeted activity 33</p> <p>Most activity in Little London & Woodhouse, Hunslet & Riverside & Headingley & Hyde Park</p>	<p>Across local travel, F&B/merchandise, accommodation, shopping outside the event, other purchases average spend was: ^{**1}</p> <p>Leeds Residents: £27.19</p> <p>Non-Leeds Residents: £60.54</p> <p><i>The Awakening audiences Base 512</i></p>

***A full economic impact assessment will be made at the end of the year - this average spend is not as yet assessed in terms of additionality into the Leeds economy i.e. whether it would have been spent anyway if LEEDS 2023 event had not been happening.*

Further information on the ballot entrants is available on the [Open Innovations LEEDS 2023 microsite](#)

¹ Majority of spend on travel, food/drink at the event, shopping outside the event etc. (not on accommodation as 4% stayed overnight in Leeds)



The Awakening Signature Project

Three stages of activity:

The Ballot

- The Awakening - Ballot Entrants 2,374

The Awakening event

Summary of activity:

- Number of audiences attended - 5,256 (9,517 booked and 510 on waitlist)
- Number of artists involved - 59
- Number of active participants (mass participation) - 141
- Number of associated in person activities and events - 33 (2 of which community events)

Waking the Artist Exhibition

w/c 3 April

Number of engagements across the 5 days - 2,451

Associated events:

- Number of community engagement activities/events - 19

- Examples of activities/events:

- Waking the Artist: Valentine's Day event
- Waking the artist facilitated session (Home School Network), The Tetley - March 2023
- Waking the artist valentines event The Awakening, Trinity Leeds - February 2023

The Awakening event audiences

Demographic overview - audiences

- 50% 35-54 years (over-represented compared to the Leeds population) and 22% 16-34 years.
- 81% White: British (Leeds population 73%), and under-represented for Asian or Asian British and Black or Black British.
- Respondents 78% female, 1% non-binary
- 95% attended in groups, 42% of those in groups were with people Under 16 years
- 12% identified as disabled

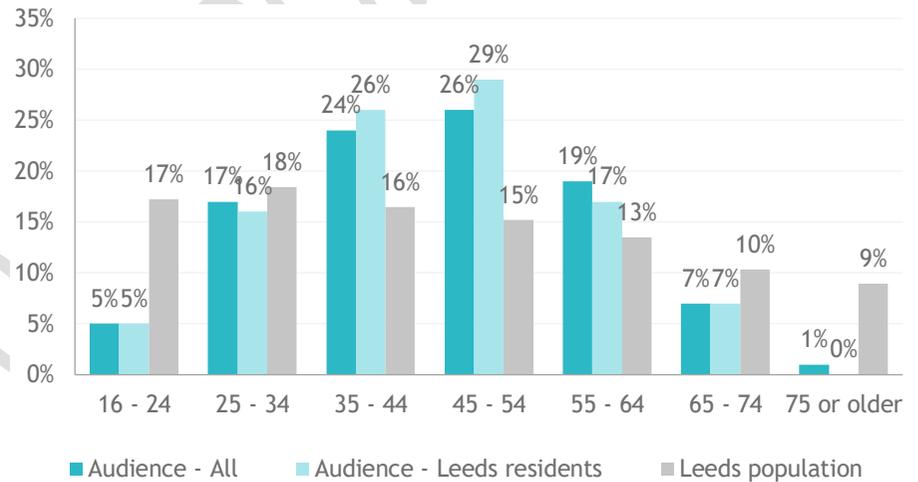
Source: The Awakening event audience survey delivered to respondents 16+ years only

N.B: future quarterly reports will aggregate all Signature Project audience data.

Demographics of respondents

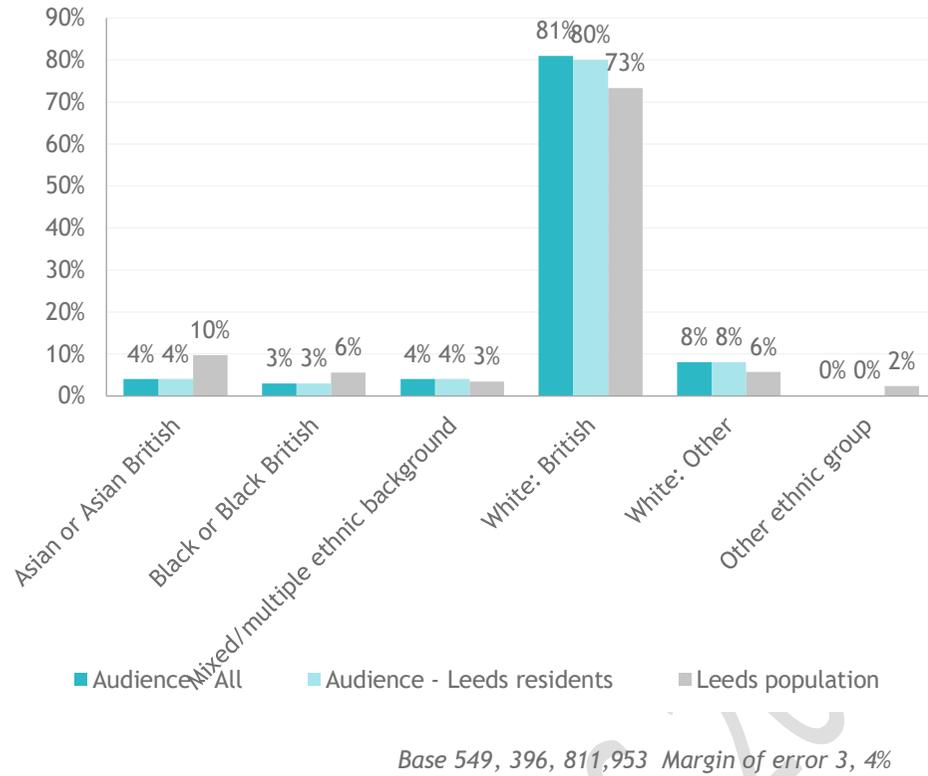
Population comparison is the Leeds population 16+years

Age

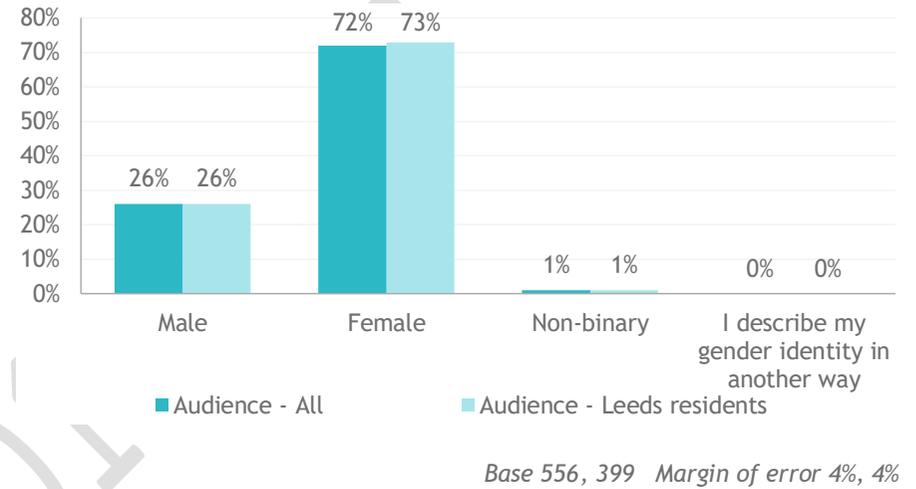


Base 565, 402, 658, 468 Margin of error 3%, 4%

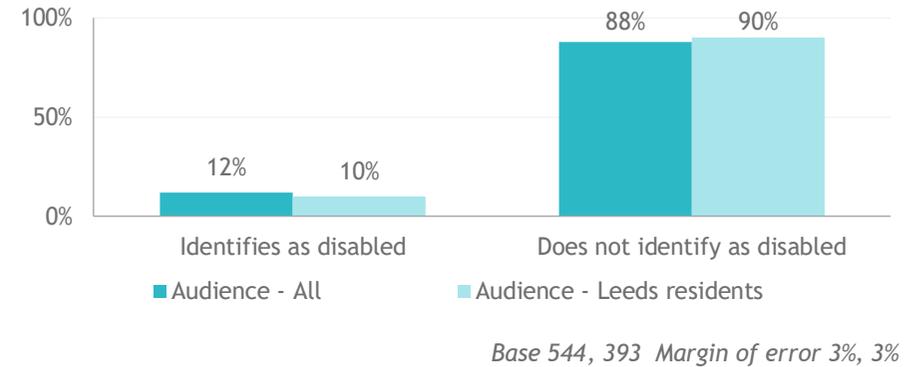
Ethnicity



Gender



Disability



Groups' attendance - The Awakening event survey respondents

- 95% attended with other people Base 566
- 42% of those who were in groups attended with people Under 16 years Base 228

The Awakening event audience geographic engagement

Ward penetration map The Awakening audiences (survey data)



Engaged wards - The Awakening audiences (survey data)

Highest engaged wards - in terms of number of respondents/ward

- Headingley & Hyde Park
- Adel & Wharfedale
- Little London & Woodhouse
- Horsforth
- Alwoodley
- Weetwood
- Moortown
- Roundhay
- Kirkstall
- Chapel Allerton

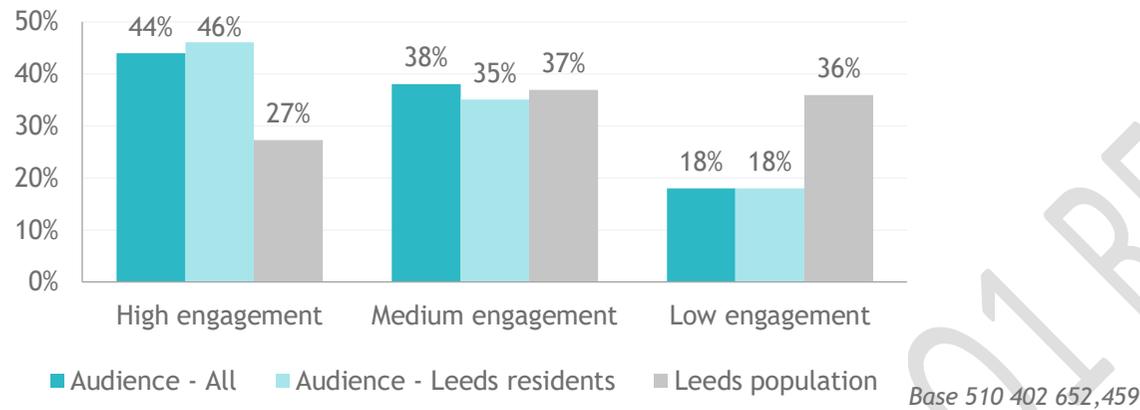
Lowest engaged wards - in terms of number of respondents/ward

- Otley & Yeadon - Up Our Street and Frontline Families
- Garforth & Swillington - Up Our Street and Frontline Families
- Morley North - Up Our Street and Frontline Families
- Pudsey - Up Our Street and Frontline Families
- Middleton Park - Frontline Families and Kaleidoscope Creativity

Future reporting will characterise all activity by LEEDS 2023 within each ward, and refer to ward profiles for more insight.

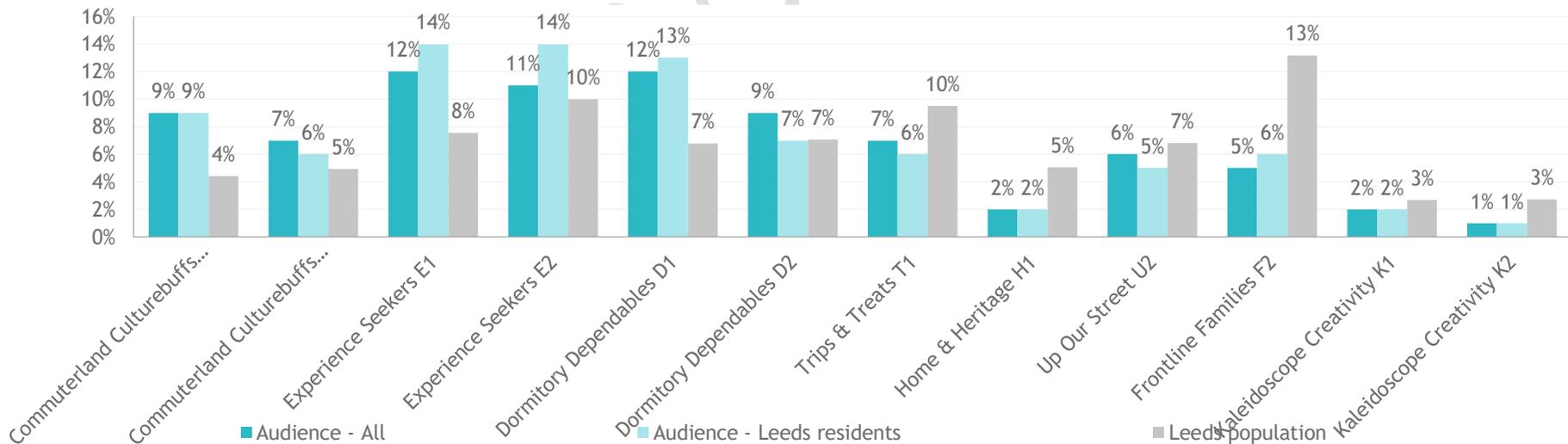
The Awakening event audience segmentation

The Awakening audience survey respondents



- 18% of audiences were from lower engaged segments - Up Our Street and Frontline Families
- Frontline Families under-represented against the population
- 38% of audiences from medium engaged.
- Primary segments - Experience Seekers 1 and 2, Dormitory Dependables 1

Priority segments for LEEDS 2023 - The Awakening audience survey respondents



The Awakening – Audience Experience

Experience Overview

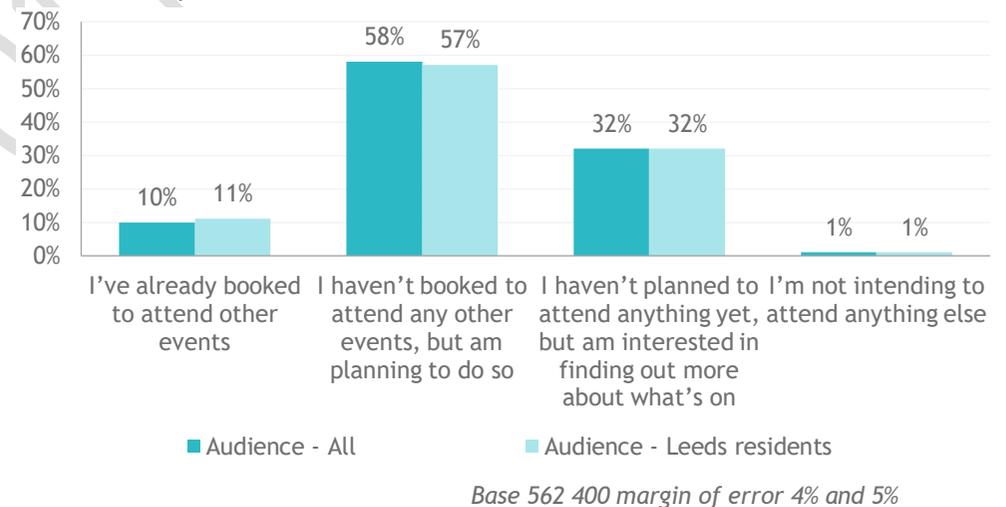
- Over 95% agreed on overall experience and elements of it.
- Access needs agreed at 77%
- 68% pro actively planned/planning to attend events
- 85% positive impact of attendance on likelihood to attend more
- Digital offer needs more information to increase engagement
- 67% of audience survey respondents had submitted artwork in the Ballot

Enjoyment	97% agreed (65% strongly agreed)	Base 567, margin of error 4%
Inclusive and everyone was welcome	95% agreed (72% strongly agreed)	Base 566, margin of error 4%
Meeting access needs	77% agreed (53% strongly agreed)	Base 563, margin of error 4%
Rating staff and volunteers	96% good (77% very good)	Base 566, margin of error 4%

² Net Promoter Score

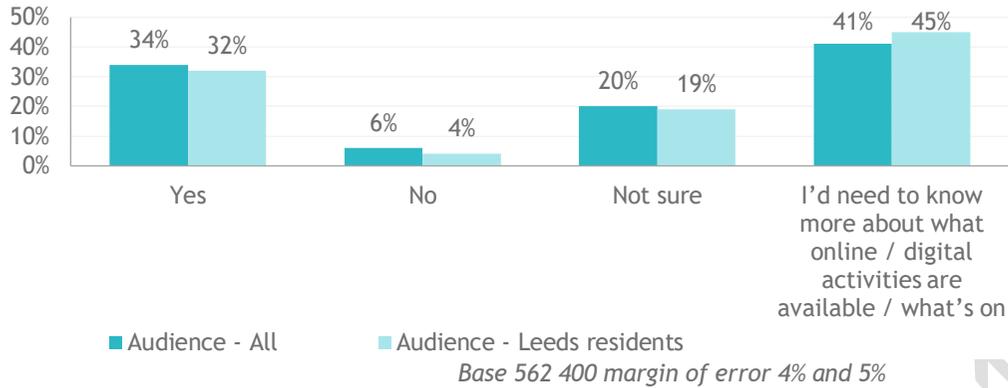
Overall experience	95% good (66% very good)	Base 565, margin of error 4%
NPS ² score	67 All Respondents 68 Leeds resident respondents	Base 543 margin of error 4% Base 387 margin of error 5%

Which of the following best describes your plans to attend LEEDS 2023 events / activities in person in the future?

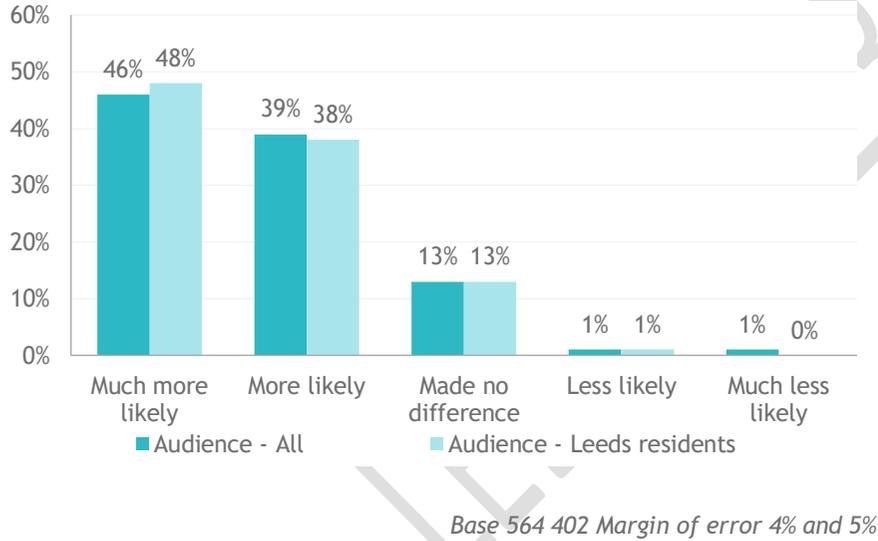




And do you plan to take part in more LEEDS 2023 online / digital performances or activities?



Would you say your experience at The Awakening has made you more or less likely to attend other LEEDS 2023 events?



The Awakening event audience outcomes

The Awakening Outcomes overview

- Pride at 90% agreed as a result for Leeds residents
- 98% agreed on outcomes related to Connect i.e. a collective experience and time with friends/family
- 94% agreed on outcomes related to Take Notice i.e. enjoyment, inclusivity, welcome and first time experience
- 64% agreed on outcomes related to Learn i.e. discovery about people and place and doing something new

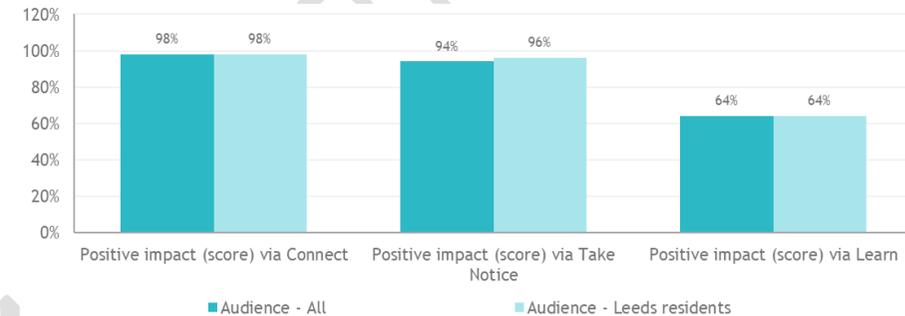
Connection to Leeds

'The event made me proud to live in Leeds' 90% agreed (63% strongly agreed)

Base 438 margin of error 5%

Wellbeing outcomes

'Five ways to Wellbeing' % of respondents who were assessed to have felt a positive impact as a result of attending³



Literal Comments - The Awakening Audiences

The vast majority are positive in terms of all aspects of the event as the quantitative data shows - including praising of the content, staff, celebration of Leeds, inclusivity.

"The atmosphere was amazing, the staff were all friendly and helpful, the performances were amazing, we loved it!!! Thankyou ?????"

"I thought the event did something very special - it was moving and unified us all in what could be achieved in a city like Leeds. "A city full of artists". I also liked the fact it

³ The Appendices outline how these scores were calculated.



talked about kindness. Simon Armitage's poem was really powerful and captured the magic of Leeds."

"Took 14yr old grandson who really enjoyed it too. I am a retired teacher after working over 40years all around Leeds it was so good to see Leeds being shown positively instead of the Grim up North stereotype. I am also a lifelong artist and I actually cried when I saw the outdoor art gallery and we found our own work! I am involved in providing the celebration for my area and I think it is long overdue for Leeds to show we value and can produce exciting public art."

Leeds Residents

It was fantastic. What a super community feeling it generated. The inclusivity was exceptional! To see children and adults of different backgrounds and needs performing and attending in the audience was excellent.

Non-Leeds Resident



The Awakening active participants

The Awakening event active participants

Number of active participants (mass participation) - 141

- Higher proportion than audiences of non-White British (19% agreed audiences compared to 31% active participants)
- Higher wellbeing outcomes for Learning than audiences (64% agreed audiences compared to 75% active participants)
- Meeting access needs improved compared to audiences (77% agreed audiences compared to 89% active participants)

Mass movement (The Awakening) demographics and outcomes

Base 40 participants responded to the survey

“I really loved the inclusiveness of this meeting new friends from such diverse backgrounds and abilities and getting together to perform a fantastic piece of art to a live audience will stay with me for a long time. We worked hard and helped and encouraged each other having many laughs and memories along the way. Love to do it all again.”

“If the camera lady who recorded my dancing legs could be found, it would be great to see the footage. She filmed during the 'I get knocked down' song”

Participants - adults and students from Northern School of Contemporary Dance, Leeds Beckett and Leeds Universities and Leeds Conservatoire, with half engaged individually and half through a community group.

Demographics - all ages, 31% non-White British, 15% identified as disabled and 78% female.

Leeds Residents - Around three quarters were Leeds residents.

Sources of information - a third through recommendation (Leeds residents slightly more likely to find out this way); another third via LEEDS 2023 social media or website.

Top motivations (over 80%) - “It sounded like an interesting opportunity”, “For fun / to enjoy myself”, followed by (over 60%) “To celebrate culture and creativity in Leeds”, “To do something new / out of the ordinary”, “To meet new people”.

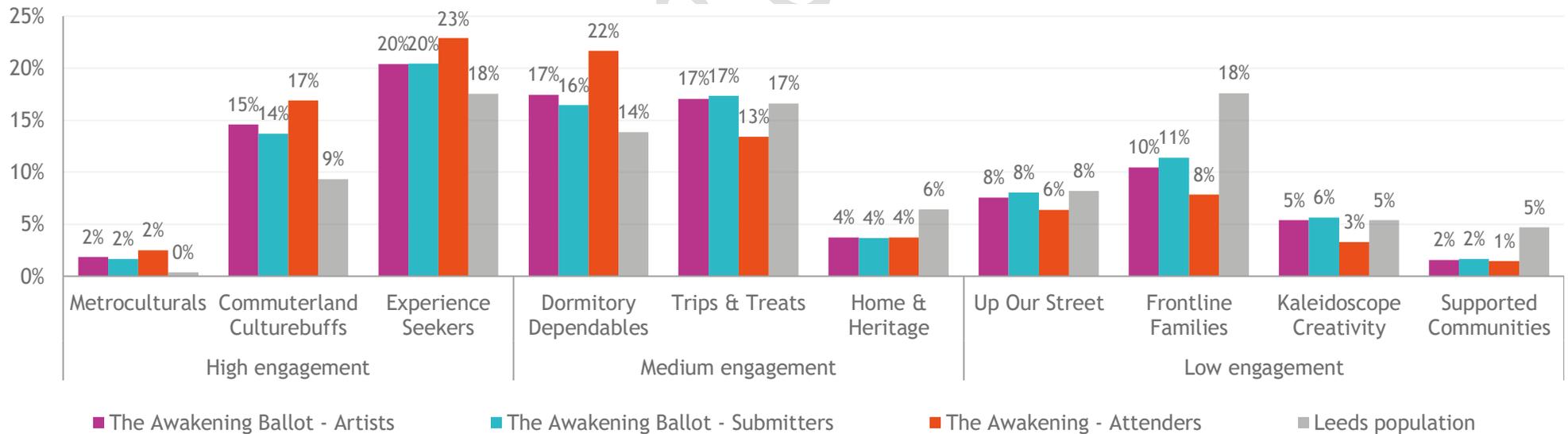
Pride - 94% of Leeds residents said “the activity made me proud to live in Leeds” (Base 31)

Well-being scores - 98% positive impact for Connect, Be Active, Take Notice, and 75% for Learn

Skills - 50% strongly agreed they gained new or developed skills

Experience		
Enjoyment	98% agreed (80% strongly agreed)	Base 40
Inclusive and everyone was welcome	98% agreed (85% strongly agreed)	Base 40
Meeting access needs	89% agreed (74% strongly agreed)	Base 40
Rating staff and volunteers	94% good (79% very good)	Base 40
Overall experience	98% good (85% very good)	Base 40

The Awakening Ballot participants segmentation



Base 1,863, 2,086, 485 (event survey sample), 652,459

Artists/creatives/creative services

Number of artists involved in The Awakening - 59

Artists survey

24 artists respondents - main and group artists plus those providing creative services or learning responded - including 21 who were involved in The Awakening.

Participants - 42% based in Leeds and working in Leeds, three quarters had presented work in Leeds previously, over half performing arts and three quarters established professionals, with half self-employed

Demographics - all ages, 30% non-White British, 13% identified as disabled and 50% female/male.

Pride - 92% of Leeds residents agreed “Working for LEEDS 2023 increased my pride in Leeds” (Base 12)

Outcomes - top three outcomes “Collaborate in new or different ways with artists and creatives” (92%), “Engage or collaborate in new and creative ways with audiences, participants and/or communities” (71%), “Do a project I would not otherwise have had the opportunity to deliver” (63%)

Professional development - Top three benefits “Developed local (Leeds) relationships with cultural organisations, artists and creatives” (91%), “Develop working relationships with existing partners / collaborators” (64%), “Increased my reputation or profile locally” (64%), “Increased my capacity (e.g. knowledge and skills)” (55%)

Experience

I felt comfortable in the work place	100% agreed (88% strongly agreed)	Base 24
I felt inspired by those working around and with me	100% agreed (79% strongly agreed)	Base 24
I felt confident to express myself through my work	94% agreed (79% very good)	Base 24
My needs to work effectively were met by LEEDS 2023	95% agreed (75% very good)	Base 24
My ideas and suggestions were listened to by those working around and with me	92% agreed (63% very good)	Base 24
I was able to achieve my vision and ambition as part of LEEDS 2023	98% agreed (85% very good)	Base 24
My skills and experience were valued by LEEDS 2023 and those I worked with	96% agreed (79% very good)	Base 24

Signature projects in preparation

WOW Barn 2022/2023

The Barn will be raised over 24 hours from 6pm Sun 30 April to 6pm on Monday 1 May, with a programme of activity culminating in the Festival on 13 May 2023

WOW Barn activity/events

- WOW Think-Ins - 8 drop in events October - December 2022 to inform the programme
- WOW Barn raisers - x 300 - recruited and trained to 'raise the Barn' through a boot camp of 3 hour sessions.
- WOWsers - 9 x 16-18 year olds developing a programme of events for the Barn - started 2 March 2023
- Dreambuilders - a series of craft workshops to create tiles for the Barn delivered across West Yorkshire, and the tiles will be displayed on the outside of the Barn - started 13 March 2023
- WOW Barn Festival - 13 May 2023 - pay what you decide in advance or on the day (including some ticketed events)
- Use of the Barn as a 'classroom resource' once it is built 9-12 May 2023.

- A commercial hires programme of shows and performances delivered as a ticketed programme taking place in the Barn during the day from 2 May 2023.
- The Space is leading a digital project with Leeds Trinity Academy associated with The Barn.

WOW Barn - Barn raisers applicants monitoring data

Age Monitoring

	Applicants
16 - 24	15%
25 - 34	28%
35 - 44	25%
45 - 54	18%
55 - 64	10%
65 - 74	3%
75 or older	1%
Base	182

- 93% Female / 4% Non-binary
- 2% I describe my gender identity in another way

- 19% identified as disabled

Ethnicity Monitoring

	Applicants
Asian or Asian British	9%
Black or Black British	1%
Mixed/multiple ethnic background	7%
White: British	75%
White: Other	8%
Other ethnic group	1%
Base	181

Making a Stand

To begin from 16 June 2023

My Leeds

Neighbourhood Hosts baseline survey

25 respondents in total filled out the survey delivered in February 2023

- 2 respondents over 65, 4 aged between 50-59, 11 aged between 40 - 49, 6 aged between 30 - 39, 1 under 29.
- 84% female
- 68% White British / 16% Asian or Asian British / 8% Black or Black British
- 20% disabled
- 80% have lived in Leeds 10+ years / 76% live in the ward for which they are NH (but 74% have not always lived in this ward while living in Leeds). 50% have lived in their current ward for 10+ years.
- Occupation status - 40% self-employed, 20% full time, 24% part time
- Motivations - Celebrating culture and creativity in Leeds (84%), the fact it was an interesting opportunity (72%) and meeting new people (72%).

- Skills development - 60% motivated to apply to learn something and develop skills and 60% applied for their own professional development.
- Anticipated personal outcomes - 56% finding new ways of collaborating with artists and creative, 52% new ways of collaborating with audiences/participants/communities, 52% improving employability and 52% workplace experience.

The most significant changes Neighbourhood Hosts aim to make

A yearly event that can be carried on.

Leave a legacy of celebrating culture and diversity while encouraging all ages and people to participate

To try new things and see what is available to them in the community.

To show that my area is bigger and richer than the sum of its parts

For people to feel proud, excited and engaged with what is happening in their communities

They feel like some one there for them to be heard x

To have given my community the freedom and space to creatively and culturally express themselves in a way that's most authentic to them.

raising awareness of hidden talents within the ward and the diverse culture

Connecting people from all backgrounds where people will walk away learning something about one another, breaking down cultural stereotypes!

To make my ward whole not fractures

To understand the rich diversity of cultures in my ward

Support and pay professional freelance creative who are often undervalued and asked to work on a voluntary basis

Increased awareness of the organisations and opportunities on our doorstep.

Other 'Produce' strand activities

- Beginners Guide to Creative Livestreaming using OBS Creative Technologists upskilling - March 2023
- Leeds Secondary Poetry Slam Authors Abroad - March 2023
- Leeds Secondary Poetry Slam Authors Abroad - March 2023
- Audio Editing for beginners using Audacity Creative Technologists upskilling - February 2023
- Audio Editing for beginners using Audacity - Hamara Centre - March 2023
- Video Editing for Beginners using DaVinci Resolve - March 2023
- Beginners Guide to Creative Livestreaming using OBS - Garforth - February 2023
- Beginners Guide to Creative Livestreaming using OBS - Morley Salvation Army - March 2023



Cultural Partners

No. cultural partners projects in Q1 2023 - 19

Activities/events include:

- Rugby League World Cup 2021 Cultural Festival Rugby League World Cup - January 2022
- Light Night - October 2022
- Leeds Sauce 2022 Compass Festival - November 2022 and March 2023
- INSIDE/OUT: Knowing the Score: How music works with film Leeds Beckett - February 2023
- Leeds Literature Festival - February - March 2023
- Launchpad and PRS Foundation Talent Development Conference Leeds Beckett - February 2023
- Arts Foundation Future Awards 2023 - February 2023
- Goldberg Variations - Ternary Patterns for Insomnia - March 2023
- The Magician Slung Low - March 2023
- Charanga, Pachanga and the enduring influence of Latin Music Leeds Beckett - March 2023
- Photo North Festival #4 - March 2023

- Creative Networks x LEEDS 2023 introduce Keith Khan Creative Networks - March 2023

Cultural Partners which have completed a baseline survey for first quarter 2023:

- Light Night Leeds, Leeds City Council
- David Ntantu/ 2 Worlds 1 Voice
- Leeds Jazz Festival
- Yorkshire Dance/ Performing Gender, Dancing in Your Shoes
- Peter Spafford/ Unsung Sports
- Babeworld /No Home Advantage
- Slung Low/ Noah's Flood Community Opera
- Gracefool Collective/ Kick Off
- Opera North/ As You Are

Partnership and Signature strands cultural organisations baseline survey headline findings

18 partners responded to this survey to date (half delivering Signature Projects and half Partner projects), 14 on behalf of an arts/cultural/heritage organisation and 4 as an individual artist/creative.

- Most organisations are based in Leeds, across a range of wards, range of sizes, range of SIC codes, 5 NPOs, 9 not NPOs
- Projects targeted a range of people - across diversity characteristics, socio-economics, locations, and types of engagement with culture.
- 8 projects are working with schools or in educational settings
- 12 Projects were motivated to 'Do a project you / your organisation would not otherwise have had the opportunity to deliver'.
- 6 Projects include international collaborators, 4 of which are new collaborations.
- 12 Projects were motivated to 'find new and creative ways of engaging or collaborating with audiences, participants and/or communities' (9 projects motivated to 'involve young people in creative activities').

- 20 Projects involve new connections/partners/collaborations (9 projects were motivated to 'find new ways of collaborating with artists and creatives')

Ways of engaging with people (Partner Projects)

The documentary we are filming and making will incorporate some testimonials from local residents and help to shape the music we are creating. The aim is to showcase the study we are doing into how Leeds and Lagos are similar and also how they differ in culture, trying to find common ground and focus on how people are coping with life after the pandemic in our respective cities. Events are spread across the city centre and suburbs to reach as many communities as possible. Jazz Festival

We have developed a 'Company of People' - an intergenerational performance company of people aged 12 - 92 years. Participants have come through outreach projects led in Chapeltown and Harehills with the support of a variety of partners such as RJC Dance and Feel Good Factor. The Company of People will engage directly in the residencies and the exchange with an international community. Yorkshire Dance

We are working with sports clubs and their communities.

Unsung Sports

Event structure and delivery designed for marginalised participants. Babeworld

We expect families and friends of the young performers to be in attendance along with other Holbeck & Beeston residents. Slung Low

We have three pre-selected groups that we will work with - Rebel Grannies, Leeds United Young Girls and NSCD students. Gracefool

The support of Leeds 2023, means that we can support 3 opportunities to bring international artists over to Leeds with a focus on co-creation with local communities.

Yorkshire Dance

The creative team is the same as in Phase 1 of Unsung Sports but the artists will be working with different sports and communities in Phase 2, demanding new ways of thinking, inventing, creating. Unsung Sports

The first co-production between Slung Low and Manchester Collective . Slung Low

New ways of working

Brownny Pondis is an artists based in Nigeria. We are writing a collaborative music project together. Doing this over the internet where we have live zoom writing session is something that we are exploring for the first time...We are trying to find new ways to connect with audiences, in a post pandemic environment can we utilise platforms and technologies that were made popular in the pandemic to connect with audiences on a micro and macro level to showcase our message and music. 2 Worlds 1 Voice

Volunteers

First cohort outcomes survey to be reported in Q2

Volunteer monitoring data

Volunteer sign-ups	
Count - Volunteer sign-ups (applicants & confirmed)	1,047
Count - Confirmed volunteers	358
Sum - Number of shifts to date (applicants & confirmed)	1,256
Sum - Number of volunteer hours to date (applicants & confirmed)	3,221
Sum - Number of shifts to date (confirmed volunteers)	1,105
Sum - Number of volunteer hours to date (confirmed volunteers)	2,952

Age Monitoring

	Sign-ups	Confirmed volunteers
16 - 24	31%	31%
25 - 34	21%	19%
35 - 44	13%	8%

45 - 54	12%	13%
55 - 64	14%	18%
65 - 74	9%	11%
75 or older	1%	1%
Base	1,047	358

- 85% of sign ups and confirmed volunteers resident in Leeds
- 2% have access requirements
- 31% are students



CLE work - Schools

Numbers of different activities/events in schools - 55 (88 including repeat events and activities)

Number of schools engaged - 65

Pupils

22 pupils - one third year 5 and two thirds year 6 responded to the survey

- 29% think they will attend or participate in any other LEEDS 2023 events or activities and 33% maybe Digital Engagement

Experience		
The activity was interesting	59% agreed	Base 22
I was able to create something	59% agreed	Base 22
I have got new skills	38% agreed	Base 22
I enjoyed myself at the session and had fun	63% agreed	Base 22
I learned something new or unexpected	72% agreed	Base 22
The activity made me think in a different way	59% agreed	Base 22

Digital Engagement

In Q2 further insights will be provided on engagement with creative content for LEEDS 2023

Headlines:

- The beginning of the year (2023) saw a boom in impressions and engagement, website visits and new followers for LEEDS 2023. This was particularly pronounced on the website, which saw a **55.4% jump in Views from Oct-Dec 2022 to Jan-Mar 2023**.
- There was a significant burst in activity, followers and engagement between 7-9 January 2023 to coincide with The Awakening launch event for LEEDS 2023. Since then, engagement and activity has reduced despite regular posting on social media.

Demographics

- The social media audience is primarily female and aged 25-44
- We currently know the city location of 50% of website visitors. Of those visitors, people from Leeds make up 33% of website visitors, while users from London make up 12%.

Other cities in the top 10 are primarily in Yorkshire, the North West and West Midlands with the exception of Helsinki and Amsterdam(0.5%).

- This suggests that Leeds 2023 is succeeding at engaging local people, but there is an opportunity to encourage visitors from other cities and particularly London.
- UK users as a whole make up 92.7% of website users, and international users make up 7.3%.
- In contrast to website users, social media audiences are mostly based in Leeds - 50% on Facebook and 46.5% on Instagram.

Engagement

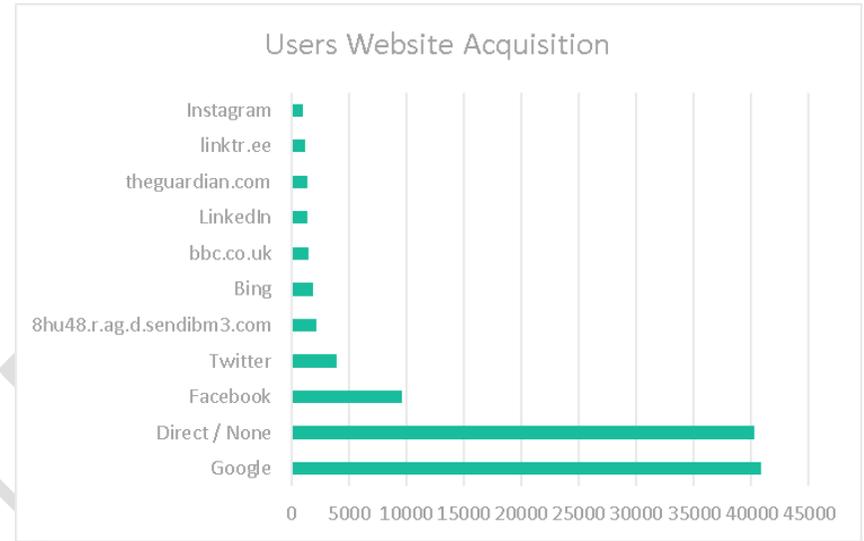
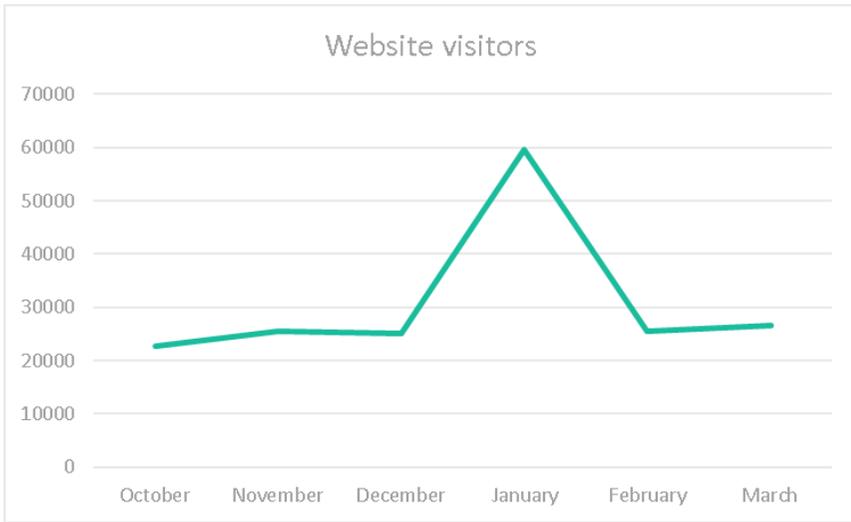
- For the most-engaged with posts the format of content is not necessarily a differentiating factor, though Videos do make up 4 out of the top 10 posts. Instead, a particularly compelling story or event tied to LEEDS 2023 is attracting the greatest engagement - the fake news announcement for The Awakening is a perfect example.
- Compared to Oct-Dec 2022, social media engagement saw a 45% increase to 73.3k and Impressions jumping 40% to 1.9m.

- A surprisingly large amount of traffic is coming directly to the website (30.6%) - which means people are using a bookmark or typing the URL directly into their browser. This is likely because there is no filter set up in Google Analytics 4 for internal traffic in historic data from before 15 January 2023.

- While LinkedIn enjoys the highest engagement rate, the most successful platform aimed at public audiences is Facebook at 6%

Building awareness of LEEDS 2023: Unique visitors - Source: Plausible





User website acquisition - Source: Plausible

LEEDS 2023 Q1



Economic impact

An interim assessment of economic impact will be made at the end of Q2 and a full economic impact study representing additionality as a result of LEEDS 2023 will be delivered at the end of the year.

- Across local travel, F&B/merchandise, accommodation, shopping outside the event, other purchases average spend was: ⁴
 - Leeds Residents: £27.19
 - Non-Leeds Residents: £60.54

The Awakening audiences Base 512

Sustainability

Of The Awakening Audiences

- 56% of all audiences, and 51% of Leeds residents travelled to the event by car
- A further 44% of all audiences and 49% of Leeds residents travelled to the event on foot.

⁴ Majority of spend on travel, food/drink at the event, shopping outside the event etc. (not on accommodation as 4% stayed overnight in Leeds)

- 17% of all audience, and 15% of Leeds residents, used the LEEDS 2023 shuttle bus.
- All other audiences used some sort of public transport, including 1% who travelled to the event by bicycle.
- SAIL Signature Project headlines supplied separately.

PR and Comms

Media Total Coverage

Coverage 1 January - 31 March 2023

Coverage	
International	74
National	83
Regional	187
Local	329
Trade	67
Total	814

- Total Circulation: 385,946,622
- Total UVPM: 557,796,630

- 100% Positive/neutral

Source: Anita Morris Associates, using Cision

Marketing

Coverage	
LEEDS 2023 Account sign-ups - on the website	
1 Jan - 28 Feb:	284
All time:	936
LEEDS 2023 Mailing e-list sign-ups	
1 Jan - 28 Feb:	823
All time:	6,733



International visits and delegations to Leeds

International partnerships

- Approx. 30 different partnerships involving international territories are associated with LEEDS 2023 events/activities

- Curators visit to The Netherlands supported by Mondriaan Foods (resulted in programming of Afra Eisma for Tetley's Summer Exhibition)
- Presentations to British Council's Global Network reaching colleagues from places including Viet Nam, New Zealand, Brazil, Egypt, India, Nigeria and Mexico.

Delegations and visits

No. of delegations	9
No. of delegates	56

- EUNIC Delegation (approx. 20 people)
- South Korea Delegation (approx. 14 people)
- Lille 3000 Delegation (4 people)
- German Ambassador (4 people)
- Estonia, Tartu 2024 (4 people)
- Netherlands Embassy (2 people)
- Germany, Chemnitz 2025 x 2 (approx. 6 people)
- British Council (UK) delegation (2 people)

Additional awareness raising activities:

Fundraising

Development team - Funding raised

New funding confirmed between 1 Jan 2023 - 10 Mar 2023: £98,235

Development team - Cultivation events

Between 1 Jan 2023 - 31 Mar 2023: 1
Over 2022/23 6

Staff Monitoring

FTE staff number 78.7 at 31 March 2023

Placements, internships and related opportunities: 395

- Total Placements, 27
- Total curriculum linked/other work experience, 18
- Total Internship, 10
- Total Internship/Year in Industry, 2
- Total paid work experience, 11
- Total Industry Insight, 278
- Total Creative briefs, 27

- Total Other Student Opportunity, 1
- Total In-Curriculum Opportunity, 21

Staff monitoring data collected 15 February 2023

Base 75, including 29 staff resident in Leeds.

Age Monitoring	Staff
16 - 24	20%
25 - 34	47%
35 - 44	19%
45 - 54	7%
55 - 64	4%
65 - 74	4%
75 or older	0%

- 26% Male / 68% Female / 4% Non-binary
- 1% I describe my gender identity in another way
- 22% identified as disabled

Ethnicity Monitoring	Staff
Asian or Asian British	5%
Black or Black British	3%
Mixed/multiple ethnic background	10%



White: British	74%
White: Other	8%
Other ethnic group	0%

Type of role	Staff
Employee	77%
Board / Trustee	11%
Placement / Apprentice / Internship	5%
Freelancer	4%
In another way	3%

Further insights

It is planned that the evaluation will also draw on data which illustrates the impacts for Leeds City Centre as a whole using footfall data and surveys of visitors to Leeds as well as tracking engagement with Leeds' wider cultural sector.



Appendices

Methods of data collection

- Audience Spectrum profiling using postcodes supplied by those who submitted artwork to the Ballot, claimed tickets, attended the event, and from the survey respondents
- Activity logging by LEEDS 2023 of all related activity, location, participants etc.
- Monitoring data from forms on application and/or engagement for active participants (WOW Barn raisers), volunteers (sign-ups and confirmed), staff
- Event audiences: e-survey link sent out on Monday 8 January with a reminder on Monday 16 January to invite responses to those who had attended The Awakening event by LEEDS 2023 - either by claiming a ticket through the ballot or the invited list of attenders. The survey was incentivised with a prize draw.
- Active Participants e-survey - mass participation for The Awakening sent out by LEEDS 2023
- Artists e-survey - for The Awakening sent out by LEEDS 2023

- Pupils survey from one workshop by CLE
- All other data collated by relevant departments in LEEDS 2023 or partners

Wellbeing 'scores' formula

Five Ways to Wellbeing - Audience survey questions

- 'Connect' questions
 - Agree statement: "It was good to be part of an audience / crowd experiencing the event together"
 - Agree statement: "I enjoyed spending time with friends and family at the event"
- 'Be active' questions
 - Agree statement: "It was good to spend time being physically active (e.g. get out and about/ to go for a walk / dance / run / other physical activity)"
- 'Take notice' questions
 - Agree statement: "I enjoyed myself at the event"
 - Agree statement: "It felt like an inclusive event where everyone was welcome"
 - Agree statement: "This is the first time I have visited this venue or place in Leeds"
 - Agree statement: "The event made me proud to live in Leeds"
- 'Learn' questions
 - Agree statement: "I discovered something about the people, places and culture of Leeds at the event"
 - Agree statement: "This is the first time I have attended a cultural or creative event like this"
- 'Give' questions
 - N/A for audiences

Five Ways to Wellbeing - Active participants survey

As above, plus:

- 'Connect' questions
 - From the 'Working together' question set
 - Agree statement: "I made new friends / met new people who are like me"
 - Agree statement: "I made new friends / met new people who are different to me"
- 'Take notice' questions
 - Agree statement: "I was able to do something creative"
- 'Learn' questions
 - Agree statement: "I gained new or developed my skills"
 - Agree statement: "As a result of engaging, I have discovered more about [e.g. the climate crisis]"
 - The 'Developing creativity' question set
- 'Give' questions
 - 'How were you involved' context
 - Agree statement - "I felt I belonged to my neighbourhood"
 - Agree statement - "I felt inspired to do more volunteering / work in or for my community"

Calculating the 'scores':

- All of the questions which feed into this are agree/disagree statements. So for each of the statements, they got a score of -2 for a Strongly disagree response, -1 for Disagree, 0 for Neither or NR, +1 for Agree and +2 for Strongly agree.
- I then added together the scores for each statement in relation to a particular area e.g. the score for Connect comes from these questions: “It was good to be part of an audience / crowd experiencing the event together” and “I enjoyed spending time with friends and family at the event”. If someone answered Agree to the first, and Strongly agree to the second, their score would be 1+2=3. If they answered Disagree to the first and Agree to the second, their score would be -1+1=0.
- If their total score was positive (above 0), then it's classified as having had a positive impact on their wellbeing, in relation to that area. Using the above example, the first person with a score of 3 we'd say experienced a positive impact on their wellbeing via Connect, as a result of the event - whereas the second person, with a score of 0, did not.
- So the number with positive scores are then presented as a % of the overall number of respondents.

Aims and Objectives table and evaluation outputs

1. To unlock opportunities for everyone to find enjoyment and live their best life through participating in creative activity	Activity logging / engagement tracking Experience ratings questions Outcomes (wellbeing) questions
a. Enhance the cultural education of children in the city b. Increase opportunities for people of all ages to access new skills and work c. Contribute to improving the health and wellbeing of our citizens d. Boost digital skills and increase the tools for communities to learn and develop their creative talent	Opportunities for schools, teacher and pupil feedback Skills development questions Outcomes (wellbeing) questions Digital engagement Community activity
2. To boost engagement in culture particularly among people who face barriers because of their experience or circumstances	Activity logging / engagement tracking Profiling - Audience Spectrum
a. Boost the visibility, representation and participation of our diverse communities through the LEEDS 2023 creative programme_ b. Improve the social connections between our communities c. Increase public engagement with the city's cultural heritage, green spaces, parks and nature.	Artists/creatives profiles Audience/participant profiles Outcomes (Connect and collaborate) questions Activity logging - focus on location

d. Increase audiences to cultural activity, including from those facing barriers	Profiling - Audience Spectrum	a. Boost Leeds' reputation and profile as a cultural destination	Visitor profiling LEEDS CC visitor data On street surveying tbc
3. To lead and showcase cultural transformation	Programming and activity	b. Increase employment opportunities in the cultural industries and support the retention of our creative talent within the city and region_	Cultural sector evaluation Artists/creatives evaluation
a. Amplify and bring international visibility to the work of existing artists and our exceptional artistic and cultural communities	PR tracking Digital reach Cultural Partners/artists evaluation	c. Generate an economic boost to the city and wider region including increased tourism and visitor spend	Economic impact study
b. Produce and curate original work, and attract partnerships, of a national and international significance to Leeds	Programme Activity logging Cultural partnership evaluation Cultural asset mapping Cultural partnership evaluation	d. Improve the understanding and influence of culture's role in transforming the city and wider region and improving people's lives_	Summative qualitative evaluation
c. Build capacity and grow creative talent in the city and wider region	Programmes - NH, Come Play with Me etc Artists/creatives Wider cultural sector	5. To create a diverse, inclusive and values driven organisation that can effectively deliver LEEDS 2023 and its legacy_	Organisational evaluation Staff surveys
d. Increase knowledge and understanding of the climate crisis and work sustainably to support Leeds' ambition to be net zero by 2030	SAIL framework Changed actions/perceptions by audiences/residents as a result of L23	e. Raise and manage effectively the funds required to deliver a 12 month programme of creative activity that includes a creative education programme and skills/capacity building programme	Documentation of fundraising
4. To play an active role in the city and region's social, economic and cultural recovery from the pandemic	Economic impact study Outcomes questions Cultural sector evaluation	f. Design an operating model that is effective and efficient and embeds	Systems analysis



<p>digital across the operations, artistic programme and communications</p> <p>g. Develop effective marketing and communications that support our fundraising and stakeholder engagement, as well as build profile and audiences</p> <p>h. Develop a robust research and evaluation framework that measures impact and reach</p> <p>i. Recruit and develop staff with the rights skills, expertise and values to deliver LEEDS 2023</p>	<p>Supported by the LEEDS 2023 Segmentation</p> <p>Peer review of framework and delivery</p> <p>Staff survey</p>
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LEEDS 2023 Q1 REPORT

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