



# Arts Alive 2007 Evaluation Report

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*Cover photographs (clockwise from top left):*

*Sarah Jane Morris of Melisma Music performing at the Arts Alive launch party (04/09/07)*

*Lantern Procession (27/10/07)*

*Dorking Group of Artists 'Painting in Public' (06/10/07)*

*Lantern Procession (27/10/07)*

*All photography by Andy Newbold*

# 1 Introduction

## 1.1 Background

Arts Alive 2007 was the eleventh festival in the Arts Alive series. The festival has expanded significantly since its inception from just 22 events in 1997 to 116 events in 2006, the festival's 10<sup>th</sup> anniversary year. Arts Alive 2007 was only slightly smaller than the previous year with 108 events in total.

Arts Alive is and continues to be a festival owned and enjoyed by the local community, where the majority of events are programmed and organised by local arts groups and/or artists. In addition the festival committee organise a small number of events. The festival does not have an Artistic Director as this is such a small number of events to programme. The committee decides on these events by looking at gaps in the programme. The committee also tries to attract high profile artists, organises an education programme and a distinctive calendar of literary events.

The aim of this report is:

- To evaluate Arts Alive 2007 and to measure how well it met the aims from the 2006 evaluation report.
- To give recommendations for Arts Alive 2008.

### Festival Committee 2007

Maurice Homewood	MVDC Councillor
Dick Jones	Director, Jones Creative Services (from May 2007)
Kath McCutcheon	Arts Development Officer, MVDC (from February 2007)
Peter Snell	Corbetts Bookshop
Khobi Vallis	Leisure Assistant, MVDC (from September 2007)
Samantha Watson	Marketing Manager, Dorking Halls (until September 2007)
Kathryn Woodruff	Leisure Assistant, MVDC (until September 2007)
John Usher	Chair, MVAF

## 1.2 Evaluation Methods

The results presented in this report were collected from a range of people involved in the festival using both quantitative and qualitative techniques. Questionnaires were distributed

to audiences at as many events as possible and were returned by freepost. Questionnaires were also distributed to the local arts organisations and artists who participated in the festival and were also returned by freepost. In addition committee members wrote reports for each event they attended. A photographer was also booked to capture visual evidence of the festival.

### **1.3 Abbreviations**

BBC	British Broadcasting Co-operation
MVDC	Mole Valley District Council
MVAF	Mole Valley Arts Forum



*Arts Alive Patron Louis de Bernières performing at the festival launch party (04/09/07)*

## 2 Audience Evaluation

In total 2000 customer questionnaires were distributed at events and 358 were returned giving a response rate of 18%. This is a good response rate, but readers should note that the results represent only a small proportion of the total festival audience which is over 20,000 people. Below is a summary of the data gathered from the audience evaluation. Readers should note that some respondents selected more than one answer per question and that the figures displayed have been calculated as a result of the total number of questionnaires returned.

### Opinion of the event(s)

Excellent	69%
Good	18%
Average	1%
Disappointing	2%
Thought provoking	10%
Good value for money	19%

The majority of customers had a positive opinion of the event(s) they attended with 69% describing their opinion as 'excellent'. Only a very small percentage described the event(s) they attended as 'average' or 'disappointing'.

### Reasons for attending

Something to do with the family	9%
Social outing with friends	22%
Simply wished to be entertained	22%
To see the content	46%
The reputation of the festival	9%
On holiday / visiting for the day	0%
Other	15%

The majority of respondents chose to attend for the content (46%). 38% of those who responded were attending an Arts Alive event for the first time.

### Marketing and publicity

Brochure	24%
Word of Mouth	15%
Through Menuhin Hall	11%
Other	10%
Through a local arts group	9%
Advertising	6%
Local Press	6%
Through Dorking Halls	5%
Poster/flyer	4%
No answer	4%
Through Leatherhead Theatre	3%
Arts Alive mailing list	1%
Email	1%
Internet	1%
Through MVDC	1%

The majority of respondents found out about Arts Alive through the brochure (24%) or through Word of Mouth (15%). However the percentages are all relatively small, showing that audiences found out about Arts Alive through a number of different marketing techniques.

### Impact on the local economy

Visit to a local café, bar or restaurant	25%
Making use of a local amenity (e.g. a leisure centre or shops)	5%
Travelled by car and paid for parking	8%
Stayed at a local B & B	1%
£0 - £10	36%
£11 - £50	57%
£51 - £100	3%
Over £100	2%

The majority of respondents (57%) spent between £11 and £50 in total (tickets, travel, accommodation) when attending an Arts Alive event. A quarter (25%) of respondents combined attending an event with visiting a café, bar or restaurant.

#### Audience profile

##### *Gender*

Male	32%
Female	60%
No answer	8%

##### *Disability*

Yes	3%
No	86%
No answer	11%

##### *Ethnicity*

86% of respondents were White British. 1% responded as other and 12% gave no answer.

##### *Age*

11 – 18	0%
19 – 24	0%
25 – 45	7%
46 – 60	16%
Over 60	61%
No answer	16%

##### *Distance Travelled*

0 – 10 miles	63%
11 – 25 miles	20%
26 – 50 miles	3%
Over 50 miles	3%
No answer	11%

The audience profile questions show that the majority of respondents were female (60%), aged over 60 (61%), white (86%), did not have a disability (86%) and travelled 0 – 10 miles to get to the event (63%). Whilst these are high percentages, readers should be aware that it was not possible to distribute questionnaires at every Arts Alive event and that the numbers returned represent only a small proportion of the overall festival attendance. A table of comments provided by respondents can be found in Appendix 1.



*The Chanticleer Folk Club presents: An Evening of Music and Poetry with Louis de Bernières (03/10/07)*

### 3 Artists and Organisations Evaluation

Every artist or organisation that participated in Arts Alive either by holding or performing in an event was asked to complete an evaluation form. A total of 47 forms were distributed and 35 were returned. This gives a good return rate of 74%.

The results showed that over 2000 people participated in the festival either as performers, exhibitors or facilitators. In addition to the many people who directly took part, over 200 volunteers helped to organise the events. Below is a list of data gathered from the organisation evaluation forms:

- 31% of organisations who completed the finance section of the form found their event raised less income than they had expected, compared with 17% who found they raised more and 20% who found they raised what they expected.
- The organisations involved estimated that 29% of their audiences came from within Mole Valley, 19% within 3 miles of the venue, 23% within Surrey and 5% from further afield.
- 66% of organisations said they used the Arts Alive logo on their posters and flyers, 49% acknowledged the festival in an opening speech, 31% used the logo on their programmes, 17% used the logo in their season brochure, 14% added a link to the Arts Alive website from their website and 3% used the logo on their tickets.
- On a scale of 1 – 5 ('5' = very successful, '1' = disappointing) 46% rated their event as 'very successful' (5) and 37% scored their event as a '4'. Only one organisation rated their event as disappointing (1).
- Over 75% of those who responded rated the communication, organisation and helpfulness of the Arts Alive committee as 'good' or 'excellent'. No organisations rated the committee as 'poor'.
- Over 70% of respondents rated the brochure as 'good' or 'excellent'. No organisation rated the brochure as 'poor'; 43% rated the website as 'good' or 'excellent' and 43% did not answer this question. Quite a few organisations commented that they were not aware of the website; 54% rated the support of BBC Southern Counties Radio as 'good' or 'excellent'; and 40% rated the support of the Dorking & Surrey Advertiser as 'good' or 'excellent'.

- Over 50% of respondents were either unaware of the publicity provided by BBC Southern Counties and the Advertiser group, or did not consider the support provided significant enough to comment on.

Please see Appendix 2 for a table of comments made by the artists and organisations.



*Dorking Group of Artists 'Creating In Colour' (06/10/07)*

## **4 Youth Events**

### **4.1 Committee Youth Events**

The Arts Alive committee organised the following youth events:

- A Schools Drama Showcase (participants: 60)
- Music Video Workshop (participants: 16)
- Pop-Up Book Making Workshop (participants: 25)
- Great Witch and Wizard Championships (participants: 15)
- 5 x Lantern-Making Workshops (estimated participants: 150)
- Lantern Procession (estimated participants: 150)

Total Events: 10

Total Participants: 416

### **4.2 Other Youth Events**

MVDC provided financial support for the following youth events:

- Priory School Sculpture Project (participants: 20)
- Head2Head Theatre workshop (participants: 39)
- The Family Brass Project (participants: 70)
- Melisma Music Workshop (participants: 30)
- Painting in Pubic 'Creating Colour' event (participants: unknown)
- 'Jack and the Amazing Technicolour Dreamstalk' (2 performances, participants: 70)
- Amphishock Bands Night (audience: 385, performers: 20)

Total Events: 8

Total Participants: 249

Total Audience: 385

The following groups also organised events for young people:

- St Teresa's Art Exhibition (participants: unknown)
- Applause Youth Theatre's BIG BANG (participants: unknown)
- Surrey Philharmonic 'A Family Concert' (participants: unknown)

- Shakespeare 4 Kidz presents 'Hamlet' (4 performances)
- Showcase Concert, Menuhin Hall (participants: 50)
- An Autumn Serenade, Dorking Chamber Orchestra
- Basil Brush in 'Basil of the Caribbean' (2 performances)
- Music Scholars of St John's School (participants: unknown)
- National Youth Ballet present 'Toad' (participants: unknown)
- Sooty's Magic Castle (participants: unknown)
- Organ Recital with Benjamin Sheen (participants: 1)

Total Events: 15

Total Participants: 51

### **4.3 Schools**

Table 3.1 below lists the fourteen different schools who participated in Arts Alive and details of their events.

Table 3.1: Schools in Arts Alive

<b>School</b>	<b>Event Name</b>	<b>Art Form</b>	<b>Age</b>	<b>Type</b>
Howard of Effingham School	A Schools Drama Showcase	Theatre	Secondary	State
Powell Corderoy School	Lantern-Making Workshop and Procession	Visual Arts	Primary	State
Powell Corderoy School	Melisma Music Workshop	Music	Primary	State
St Andrew's School	A Schools Drama Showcase	Theatre	Secondary	State
Newdigate Infants School	Family Brass Project	Music	Primary	State
St John's School	An Autumn Serenade	Music	Secondary	Independent
St John's School	The Polar World	Visual Arts	Secondary	Independent
St John's School	Music Scholars of St Johns	Music	Secondary	Independent
St John's School	Carlo Curly's Organ Extravaganza	Music	Secondary	Independent
St Joseph's School	Lantern-Making Workshop and Procession	Visual Arts	Primary	State
St Joseph's School	Family Brass Project	Music	Primary	State
St Martins School	Lantern-Making Workshop and Procession	Visual Arts	Primary	State
St Michaels School	Family Brass Project	Music	Primary	State
St Peter's School	'Jack and the Amazing Technicolour Dream Stalk'	Theatre	Primary	State
St Teresa's School	GCSE & A-level Art Exhibition	Visual Arts	Secondary	Independent
The Priory School	Sculpture Project	Visual Arts	Secondary	State
The Yehudi Menuhin School	Showcase Concert	Music	Secondary	Independent
Trinity School	'Jack and the Amazing Technicolour Dream Stalk'	Theatre	Primary	State
Woodlands School	Autumn in Oz (Head 2 Head Theatre Company Workshop)	Theatre	Secondary	SEN

#### **4.4 Youth Events Summary**

There were 33 opportunities for young people to get involved in Arts Alive as either performers, participants or audience members. This compares to 16 events in 2006. 716 young people took part either as performers, exhibitors, or workshop participants.

Total Participants: 716

Total Audience: 385 (Amphishock event only)

TOTAL YOUNG PEOPLE: 1101

Unfortunately it's not possible to calculate the total number of young people in the audience as most organizations were unable to itemize their audiences by age group. The 385 figure is a conservative number as it only includes the Amphishock event where the audience was entirely young people.



*Lantern Procession (27/10/07)*

## **5 Finance**

### **5.1 Sponsorship**

KBR is a long-standing sponsor of the festival and the committee was very grateful to receive £4000 this year, as well as in-kind support from its graphics department. The committee was very pleased to welcome Aerospace Logistics as a new sponsor in 2007 who gave the festival £5000. The 2007 sponsorship package included the following benefits:

- An invitation to the launch party.
- Free tickets to events.
- A full-page advertisement in the brochure.
- The company logo displayed in prominent locations on the following publicity: 1 x High Street banner, 50 x A1 posters, 30,000 x brochures, press releases, evaluation forms, website).

### **5.2 Fundraising**

The committee gratefully received £2500 from the Arts & Business 'Reach' Investment Programme. Through 'Reach' Arts & Business invest in mutually beneficial partnerships between business, the arts and the public sector and successful applicants receive up to £1 for every £2 invested by business. The committee was successful in their application for recognition of their new partnership with Aerospace Logistics.

### **5.3 Budget**

The festival came in under budget by £213.94. Please see Appendix 4 for the complete festival budget.

Actual Income:	£28,853.31
Actual Expenditure:	£28,639.37
Balance:	£213.94

## 6 Marketing and publicity

The total marketing budget was £8340.00 which is an increase of £1154.00 from last year. The committee was able to increase the marketing budget because of the extra sponsorship received. It was spent on:

- 30,000 x full colour brochures
- Brochure distribution
- 2 x pop-up stand banners
- 1 x High Street banner printing
- 1 x Booking High Street banner site
- 4 x Banners
- 50 x A3 posters
- 2000 x audience evaluation cards
- Hospitality
- Photographer

The actual marketing costs came under budget at £6392.76. This was mainly due to the decision to sell advertising space in the brochure which halved the brochure printing costs.

The festival received a lot of positive press coverage in both the Dorking and Surrey Advertiser. This included four front pages (Louis de Bernières, Surrey Ad; Priory School Sculpture, Surrey Ad; Aled Jones, The Guide; Marcus Brigstocke, The Guide). The Guide entertainment supplement dedicated a whole page to the festival each week.

BBC Southern Counties Radio was the festival's official media partner again, airing live interviews and welcoming committee members as guests. John Usher also gave an interview for Epsom Hospital Radio.

A new website was launched this year – [www.arts-alive.co.uk](http://www.arts-alive.co.uk). This was a useful addition to the marketing mix. Results from the customer questionnaires (chapter 2) showed that only 1% of respondents found out about the festival through the website.

Also many of the participating arts groups and artists were not aware of the site. The committee now needs to consider how to encourage more people to use the new website.



*MVDC Chairman Cllr Jean Pearson (in front of the pop-up stand)  
at the launch party (04/09/07)*

## 7 Summary and Recommendations for 2008

### 7.1 Summary

- At least 22,734 people attended an Arts Alive event.
- Over 2000 people performed or exhibited in the festival.
- Over 200 volunteers helped to organise festival events.
- There were 108 events in total.
- Over 1000 children and young people benefited from the festival.
- 87% of customers who returned audience evaluation cards rated the event(s) as 'excellent' or 'good'; 38% of respondents were attending an Arts Alive event for the first time; 57% spent between £10 and £50 in total.
- 46% rated their event as 'very successful'.

Arts Alive 2007 successfully met its aims from the 2006 evaluation report as detailed below:

1. *Work with the BBC again to produce a live recording.*  
BBC Radio 4 gave a live broadcast of 'Any Questions?' at the Menuhin Hall on Friday 12 October 2007.
2. *Maintain its large and successful literature programme.*  
Germaine Greer opened the festival with a talk about her latest book 'Shakespeare Wife' on Saturday 29 October at Denbies Wine Estate. Poet Laureate Andrew Motion talked about this biography at The Leatherhead Theatre on Wednesday 10 October. In addition many local literature groups organised events as part of the festival, including the Well Versed Poetry Reading Group, Mole Valley Poets, the U3A Creative Writing Group and The Moles Storytelling Group.
3. *Provide events for children and young people, particularly during the half term period.*  
There were three different workshops (Great Witch & Wizard Championships; Pop-up book making; Music Video) for children during the half-term. In addition Youth Voice organised the 'Amphishock' bands night. There were many other

opportunities for young people to get involved in the festival as either performers, exhibitors or audience members as described in chapter 3 above.

4. *Continue to promote the festival through the Advertiser Group and BBC Southern Counties, whilst also pursuing regional and national media.*

Successful meetings took place with Debbie Tucknott from The Guide and Rebecca Younger from The Surrey Advertiser in September. Both newspapers were supportive of the festival. Some of the comments from participants suggest that they were happier with the support they received from the Surrey Advertiser rather than the Dorking Advertiser. In terms of overall support for the festival, Arts Alive received press coverage every week, particularly in The Guide. The festival also managed to grab the front pages of both newspapers on four occasions.

A meeting took place in September with Mark Carter from BBC Southern Counties. Feedback from participants suggests that many do not listen to the station therefore and unaware of the support.

In terms of regional press the Surrey Life magazine were very supportive of Arts Alive and covered the festival in their October edition. Surrey Life interviewed five different people connected to Arts Alive and dedicated a full page to each interview. The festival unfortunately did not receive any national press.

## **7.2 Recommendations**

The Arts Alive committee met in November 2007 to carry out a general review and they discussed the following recommendations for Arts Alive 2008:

- Revise the Arts Alive logo so that it reads 'Mole Valley Arts Alive Festival'.
- Create a 'Participants Pack' for artists and arts organizations. This should include a list of terms and conditions for taking part in Arts Alive.
- Produce a marketing plan.
- Generate more publicity outside of Mole Valley.
- Increase the number of committee members.
- Introduce festival opening and closing events.

- Charge participants to take part in the festival.
- Revise the dates of the festival so that events do not drift into September or November.
- Support a charity.

The committee will meet again in January 2008 to finalise the recommendations for 2008.



*Dorking Round Table Firework Display (27/10/07)*

## 8 Appendix 1: Comments by Audience and Customers

<b>Germaine Greer</b>	
<b>Positive</b>	<b>Negative</b>
We are fortunate in this area to have such a good culture festival.	A: The first-floor hall in Denbies requires a small stage, even one step height to make presenter visible to all in the event. B: Directions to the above Hall need improvement.
Excellent - more speakers of this calibre please.	Extend number of visits to Beaverbrooks Chertley Court House itself ie other than gardens. Unable to book as only one day available and centralise booking office venue.
Very enjoyable event.	
<b>Andrew Motion</b>	
We are fortunate in this area to have such a good culture festival	Andrew Motion had a train to catch, so evening cut short. We had a very interesting question we wanted him to answer, but others were queuing to speak to him. Having paid £28 we were not impressed.
<b>BBC Any Questions</b>	
The Yehudi Menuhin concert hall is an excellent venue for such events.	
Keep it going - Mole Valley are doing a great job. (I'm an Elmbridge resident, Elmbridge leave arts and culture to others rather than being council pace setter.)	
<b>Lantern Making Workshop</b>	
Excellent opportunities to try out new things!	
<b>Jessica Cottis Organ Recital</b>	
Intend to go to other events in this year's festival	
<b>Ben Sheen Organ Recital</b>	
Excellent mix of events to suit all tastes.	
<b>Parsons Noyse</b>	
Excellent mix of events to suit all tastes.	I understand why you need these, but they are a nuisance to keep completing if you go to several Arts Alive events. Isn't there another way to get feedback.
<b>St Martin's Lunchtime Recitals</b>	
Very well organised. Can't praise it enough.	
Great idea - keep it going	
<b>Watermill Jazz (Lianne Carroll)</b>	
Watermill Jazz Club does a brilliant job - a great part of Arts Alive	

<b>Watermill Jazz (Taylor/Simcock)</b>	
This event was up to the high standard achieved by the Arts Alive festival. I look forward to attending other events in this years festival.	If this event was typical of Arts Alive then we will not be attending others.
We feel very fortunate to have such a superb hall as the Yehudi Menuhin Hall to enjoy - world class architecture and acoustics are rare and a great privilege to use.	The Menuhin Hall is a bit remote and not well signposted on a dark evening
Probably the best piano/jazz even have attended	
<b>Well Versed (Poetry and Art)</b>	
I am a visitor to the area and therefore I'm afraid I cannot comment on the festival in detail but I think it is an excellent idea hopefully other areas will copy.	Would like more information in the brochure about the events, to help decide which to attend.
<b>Mole Valley Poets (Poetry Pub)</b>	
I've wanted to attend for several years - finally managed to come from West Lancashire during term time.	
Very good evening look forward to the next.	
<b>Well Versed</b>	
Keep it up!	
Excellent introduction to poetry!	
<b>John Betjeman's Faith</b>	
Lance Pierson - brilliant as usual	Few people had AA programmes this year - presumably they weren't mailed out as in the past. Good to have a website though. Literature side poor this year. Apart from poetry - otherwise a good range of events.
Please ask Lance Pierson to return to Mole Valley Arts Alive	
I think it's really great - thoughtful, creative events at reasonable prices involving talented local people - long may it continue!	
<b>The Poet and The Harp</b>	
I think the Arts Alive festival is very good - I have attended various other quality venues as well.	
<b>In Dreams</b>	
The programme for the whole Arts Alive festival looks a good variety covering every aspect of 'the arts' - well done.	Wider publicity, especially the artists. Play some of their music on local radio.
Looking forward to our next booking	
<b>AYTCO Big Bang</b>	
This performance was a great contribution for Arts Alive. But sound system at Dorking Halls were inadequate which was a shame for the Applause group. Have noticed this before at other productions.	Sound equipment wasn't very good & there were no concessions for pensioners
	Trouble with sound equipment & we need concessions for pensioners.

<b>Schools Showcase</b>	
The performance of the group in the second half of the programme was of very high quality. Singing & dancing showed ability and maturity. Excellent enunciation of words.	
An excellent MVDC initiative. Long may it continue.	
I'd like to see the young singers/dancers go on to succeed professionally. Please pass on our congratulations.	
Costumes and dancing good	
<b>George Don't Do That</b>	
An infinitely more wholesome show than the previous DDOS show 'A slice of Saturday Night', which was totally disgusting - and I am not a prude!	
<b>One Night In Vegas</b>	
Very good. Visit other event this year and last year.	The visits are always spoilt by the excessive sound levels; almost to the point of distress. Could this be the reason for the theater never being full?
	Overall the premises were very grubby and tired. Could do with a good clean and toilets could be a lot cleaner and the corners!
<b>National Youth Ballet</b>	
A charming theatre of which the local community should be very proud.	Would not come again to the Leatherhead Theatre, as the toilets are not at all nice.
<b>Bad Film Club</b>	
	Poorly attended - Not enough advertising eg poster! I didn't feel the 'hosts' knew enough background info about film to commentate.
<b>The Naked Truth</b>	
More of this kind of entertainment pleased	Couldn't show have started at 8pm instead of 7.30pm? Very difficult for me to make it so early with 3 little children at home.
	I was sorry that theatre wasn't busier. The play was so good should've sold out. Perhaps advertising wasn't as good as it could have been. Poster could've been more exciting and flyers should've been given out all over area maybe! I think not enough people realised what was on!
<b>Embroiders Guild</b>	
More author events	A lot of events are expensive for OAPs.
<b>Chanticleer (Louis De Bernieres)</b>	
Good - keep it going	Normally a good idea, only this was a bit of a let down.
<b>Chanticleer Folk Club</b>	
Some very good events this year	Be nice to have some blues or country music
Arts Alive is an excellent festival. I hope you keep it going in future years. I wish my local council (Epsom & Ewell) would show as much initiative.	
<b>Voices For Hospices</b>	

Wonderful and would attend again - and would look for similar events	
The range of events is very exciting	
Long may it last!	
<b>Showcase Concert</b>	
Would it be possible to have a few details about the musicians, e.g. if young then age, how long have they been playing their instruments, did they have a musical family. Just 2 or 3 lines would make it even more enjoyable to learn about them.	Total absence of publicity about Arts Alive - is there a programme of events and what are these events?
<b>Bel Cantor</b>	
Hope that there will be future events of this nature jointly promoted by Yehudi Menuhin School & JMI/SOAS. It was wonderful.	
We attended two events - Germaine Greer and Bel Cantor. The first was deeply disappointing, the second inspirational.	
1) The Bel Cantor concert was one of the most wonderful I have ever attended. 2) I would like a concert with a propenderance of Vaughan Williams pieces and his contemporaries. 3) Pieces by Benjamin Britten.	
<b>Matthew Schellhorn</b>	
	I had no idea it was part of Arts Alive - it made no difference to my choice on whether I attended or not.
<b>Carlo Curley</b>	
A very varied programme for the festival. There is almost too much to choose from.	
<b>Brass Spectacular</b>	
An excellent concert at a nice venue	No public transport Caterham to Dorking. On Sunday awful on Sat. taxi £40 each way. Proving too expensive, bus pass granted but no bus to use. What use is that? Not enough daytime brass concert.
Would like to see more of this traditional entertainment	Dorking Halls management need to make proper provision for wheelchair users and their carers!
Essential that events like this continue. We brought friends who have therefore contributed to Dorking's economy and artistic life.	
Keep up the good work	
Look forward to attending this event. A fitting finale to the school half term.	
Icing on cake would be national anthem played at end	
Wonderful opportunity for local community! Wish we had our own community hall like Bookham. More textile events please.	
Fantastic concert - excellent value for money	
£20 spent for 3 tickets - free parking, excellent venue, friendly staff. A good afternoon outing.	

<b>DGA: Art Exhibition At Denbies</b>	
Very impressed by the quality and variety of art displayed. Thoughtfully arranged, excellent lighting.	More information re whereabouts of St Teresa's school
Postcards of art on exhibition	Suggest it would be better to have each artist in one place - rather dispersately.
<b>ShedArt &amp; Denbies</b>	
Enjoyable and thought provoking. Very varied artwork.	
<b>Comments For Varied Events</b>	
A brilliant programme - wish I could have gone to more.	In SE of MVDC area - poor events coverage in local press - consider more Charlwood Church monthly magazine, Horley post.
Well done MVDC!	The question is too narrow re. local economy. I choose to live in this area because there's lots going on culturally and because small voluntary groups are well supported by some commercial organisations and the local council. So all of my local spending and tax payment is a result of events like this. You can't measure quality of life issues like this.
It helped to make Dorking more interesting!	Website not easy to find
	Brochure not on prominent display at Dorking library (though they did comment they would move it after I had to ask for a copy).
	This form can only be used for one event in its current form. More choices for other events attended, e.g. event 1, 2, 3 etc.

## 9 Appendix 2: Comments by Organisations and Artists

Benefits and Drawbacks of Participating in Arts Alive 2007	
Benefits	Drawbacks
The publicity and the grant.	The timing is a little inconvenient.
It provided a focus for interpretation.	
Definitely over the successive festivals we have endeavoured to make this concert our 'big one' and a bit special. We now have a regular and growing audience for this event. The publicity and grant are very helpful.	None (other than having to wait for the fireworks on Meadowbank to finish before starting the concert!)
Help and ideas.	
We always view the Arts Alive festival as a lifeline - all the additional publicity and the credibility of being 'attached' is definitely beneficial.	
Listing in Arts Alive brochure. Networking at launch party.	
It is good to be part of a community festival.	
H2H is very pleased to be associated with the festival as it increases the company profile in schools (SEN).	
Publicity in the Arts Alive brochure. The chance to do a workshop at a local school. Funding from Arts Alive for concert and workshop.	
It brings poetry/creative writing into the local community.	
Further promoted my work.	
Excellent publicity and excellent opportunities to meet other artists and extend one's contacts. The launch reception is fabulous!	Not really, except the discovery of the grants based approach was quite a surprise. Organisation/admin can place quite a burden on artists who cannot employ staff or who do not have access to other 'members' (in the way that a group does) to assist.
Publicity for our group raised our profile made us all work for the project -group cohesion.	
The events offered a unique pub experience in Dorking so captured the imagination of the public. The Arts Alive programme and publicity were also of great value in promoting the events.	
Those who attended were people really interested in figurative arts and some made enquiries re participation.	
Some external advertising - but how effective it was is rather debatable given the audience size.	
An opportunity to perform selected work of the past year - this is our 8th year participating in the festival.	None - with the exception of not being able to prevent clashing with a similar happening on the same date e.g. last year 'The Queen' at The Theatre.
To gain a greater profile for our group. To be part of a larger organisation for arts. To make/consolidate contacts within Mole Valley.	

It kept us focused as a group. We received a small grant. We were able to share our work with a wider audience.	
Increased awareness of our organisation through broader appeal of and wider distribution of brochure.	
Yes - extended publicity for the Menuhin Hall	
The inclusion in the festival listing seems to have increased our audience in both of the years we have participated. It is also good to have the support of the Council, both financially and in kind.	
Huge benefits - publicity! Kudos of being part of the Arts Alive festival. Grant Aid.	
Increased exposure and publicity (both the brochure and an interview with Southern Counties) was very important for getting an audience.	Competing with other festival events on the same night.
Good local publicity as many people in the area do not know that the garden exists and what we do here.	
Raised profile of LHMF.	
It helps to build the Concertgoers image as providers of first class classical music in Mole Valley.	The only possible drawback (& we cannot quantify it) is that some potential audience may have been lured to attend other competing events (DDOS - Joyce Grenfell & Fetcham Players Music Hall)
We hope it has raised our profile.	
Very generous grant (£350). We had phone enquiries specifically related to brochure. Raised profile in community. 'Feel-good' factor in Society esp. actors.	
<b>Arts Alive Organising Committee</b>	
<b>Positive</b>	<b>Negative</b>
Clear info, received in good time.	Frequent emails but sometimes duplicated and different people (not sure who was who). Very nice tone and phone calls backed up well.
We seem to have little direct contact with the organising committee. Everything appears to be fine.	Did not get invite to launch day even though I was in the building with my Leroc club.
Very supportive - they reply to phone calls/emails very quickly.	Unfortunately Trevor Danby's entry for the booklet was omitted.
I thought the Arts Alive committee was great: always available, polite, informed and unhurried in their approach. Very respectful of MVP as a group. WELL DONE!	Distribution of brochures could perhaps have been done earlier/better.
Letters, responses, brochure production and availability, payment of grant etc. were all well organised and timely.	Only problem we had was discovering we were competing with other festival events on the same night.
We appreciate being made aware of the opportunities open via the festival. Communication was quick and responsive.	Did not receive leaflets, sent to use to publicise other events.
Always reply to emails.	
Calls were dealt with at once or returned promptly. We knew to whom we should speak.	

Good launch evening.	
Everything delivered as promised.	
Interesting work being done - good website.	
Things were done on time. Varied programme of events.	
Always willing to chat over ideas and give advice.	
Queries dealt with quickly and responsively.	
Friendly; problems addressed sympathetically, individual attention.	
<b>Arts Alive Brochure</b>	
<b>Positive</b>	<b>Negative</b>
Very useful. Gives a very professional 'feel' to the event.	The brochure did not say who we were when featuring our events.
Small and convenient.	Wasn't in challenger, just in press.
The concert appeared in a reasonable format.	
Comprehensive and widely available in sufficient quantity.	
Good to be featured.	
The brochure was very good.	
Brighter front cover, handy format and very informative.	
<b>Arts Alive Website</b>	
<b>Positive</b>	<b>Negative</b>
It is clear & comprehensive.	Not seen/used/unaware of it (x 5)
A useful adjunct to brochure.	Didn't have time to check it.
	Unaware of it.
	Not currently able to view online.
	Didn't use the Arts Alive website much.
	Not easy to get to, not much info, not early enough, was quite disappointing.
	Not aware 'til afterwards! Suggest refer to more in correspondence.
<b>BBC Southern Counties Radio</b>	
<b>Positive</b>	<b>Negative</b>
They were supportive & provided a breakfast show interview.	Did not hear/listen (x 7 comments).
	Not covered
	I had little contact with SCR and unfortunately live on the edge of their transmission so cannot pick them up easily. However as PR Officer for another major festival, I have brought in BBC SCR and know they can do a fantastic job.
	Did not get to hear feature, very brief interview - needed technical info from artist not gallery!
	One cannot expect too much in terms of time or frequency.
<b>Dorking/Surrey Advertiser</b>	
<b>Positive</b>	<b>Negative</b>
Surrey Advertiser good all through.	This is not a reflection on Arts Alive, but on the paper. The Dorking Advertiser is about Dorking, so surely "The Guide" should be focused on the festival? All we get is a poor 1 page at the back. Pathetic. The 'local paper' should be blitzing on

	the festival each week with upcoming events and reviews.
Debbie Tucknott supported us at the Surrey Mirror with an article and colour photo.	Dorking Advertiser poor prior to event.
Well publicised and gave specific coverage of our concert (after some persuasion)	Sorry - Live in Redhill - Surrey Mirror.
Featured several times.	Don't know (x 2 comments)
The interviews and programme coverage were very good indeed.	Felt they were less good this year than in the past. I'm aware there is a change of personnel at Surrey Mirror.
Hits target catchment area.	With exception of publicity for one event - no newspaper pieces on us as a group!
<b>Art forms of subject matter that organizations would like to see more of:</b>	
Competitions? For children/schools?	
Fireworks	
A very good spread at present, though a repetition of some events this year, perhaps a little excessive.	
More education events and contemporary art to challenge the local audience.	
It is always varied.	
History of area in art and photography. 'Sorry I haven't a clue' - unless they have already done a programme in Dorking.	
<b>Other comments</b>	
<b>Positive</b>	<b>Negative</b>
Arts Alive is an excellent and growing event. Well done.	My only slight concern this year was that it seems to be getting harder for all the events to attract their full audience. This may be part of the national trend (i.e. the arts are becoming saturated - too many artists/too many events, combined with national concerns over housing/interest rate rises etc).
Brilliant as always. Dorking Camerata has been part of the festival for seven years now and will hopefully continue to be so!	In future years we need to contact you and try to avoid competing for the same audience with similar festival events. Other than that you were helpful as ever.
A great festival as always.	There is an issue of getting enough people at an event - ours was not the only one. We have to stretch beyond Mole Valley to pull in an audience. That may be difficult and expensive but it needs to be done.
Having a venue with limited capacity we manage with very little media support.	We could have had larger audience numbers, but the show was a great success with audiences at both venues.
H2H is grateful for the support given by Mole Valley DC, making it possible for pupils with SEN to be involved in the festival.	
I would certainly be keen to be involved again in future years.	
For MVP Arts Alive is a worthwhile and enjoyable annual event. It also helps maintain a high standard of creative writing.	
Excellent festival. Would like to participate again in 2008.	
Arts Alive is a wonderful festival. MVDC deserves to be very proud and other councils ought to follow suit. Keep up the good work - a	

'thanks' and 'well done' to all!	
All good, keep up good work. Although I haven't given very detailed responses I think Arts Alive makes a valuable contribution to culture in Dorking and it's always great to be part of it.	
We are 'penciled in' for a concert at Dorking Halls on 4th October 2008. We are uncertain as yet what form this will take. Any suggestions are welcome to the SPO.	
Thank you for allowing us to promote our events. See you next year. Regards, Colin Saul.	
A positive experience overall. We look forward to participating next year.	
Thank you for your continued support.	
We hope to take part next year and have learned lessons this year to make a much more successful event. We have already booked a well-known speaker with an international reputation.	
We particularly appreciated the Arts Alive committee's understanding of our need to change our choice of play at a relatively late stage.	

## 10 Appendix 3: Committee Event Evaluation Reports

Events are listed in brochure order

### **WHEN NO-ONE WAS LOOKING**

**The Fire & Iron Gallery**

**Saturday 1 – Saturday 29 September**

***Publicity***

The event attracted circa. 6000 visitors during the month. On a par with other exhibitions at Fire & Iron Gallery.

***Communication***

No comments.

***Venue***

A small, compact gallery space.

***Audience***

Plenty of visitors but only two paintings sold.

***Other comments***

None

**GERMINE GREER – SHAKESPEARE’S WIFE**  
**Denbies Wine Estate**  
**Saturday 29 September**

***Publicity***

Publicity was well done and reflected the event correctly.

***Communication***

Denbies had a receptionist in place who was very helpful.

***Venue***

The bar stool provided for Prof. Greer was manifestly uncomfortable for her. We need notices or a duty officer to direct people to the upstairs room, people were puzzled when they arrived about where to go.

The venue is fully accessible with a lift to all floors. Acoustics – good. Stand and lapel mics provided but the hall is small enough to make hearing adequate for questions. A mic is advisable for speaker, of course. Sight lines – excellent.

***Audience***

A rowd of applause for Prof Greer as she appeared – without having spoken a word! Questions showed a lively understanding of her subject. There was a long queue for signed editions of her new book.

***Other comments***

We need to consider how to establish our presence better at Denbies. Notice outside door, guidance to upstairs room inside foyer. Wheelchair access needs checking – I think it’s OK, big lift, wide corridors.

**WATERMILL JAZZ: JOHN TAYLOR & GWILYM SIMCOCK**  
Menuhin Hall  
Saturday 29 September

***Publicity***

No comments.

***Communication***

No comments.

***Venue***

The only criticism is that we couldn't hear the announcements by the two soloists – they need microphones!

***Audience***

Audience reacted enthusiastically – great response to amazing playing.

***Other comments***

Audience size circa 175.

**SURREY LANDSCAPES**  
The Gentle Gallery  
Monday 1 to Wednesday 31 October

***Publicity***

There was only one Arts Alive brochure on display in the Gallery. We gave the gallery some more to display.

***Communication***

N/A

***Venue***

The Gentle Gallery is a small gallery on Dorking high street the venue is very accessible.

***Audience***

Hard to tell as people don't tend to specify why they have come to the gallery.

***Other comments***

I was surprised by how small this exhibition was – there were only about six paintings in total. I was expecting much more paintings. I would question whether it's worth listing an exhibition of this size as an individual Arts Alive event.

**CHANTICLEER FOLK CLUB: LOUIS DE BERNIERES**  
**Friends Provident Social Club**  
**Wednesday 3 October**

***Publicity***

Well supported by the press.

***Communication***

No comments.

***Venue***

Friends Provident Social Club is very accessible. Acoustics and sight lines were fine. Layout of the room was unfortunate with theatre style seating. A more informal setting with fewer seats would have been better. Chanticleer has no pre-booking system – there is no box office.

***Audience***

It was an unusual event for the folk club to run and it was not well attended (estimated audience size was around 50) but those there appeared to enjoy it.

***Other comments***

This was an experiment for the Chanticleer and while it would have brought them extra publicity it was not successful economically.

**JOHN BETJEMAN'S FAITH**  
**The Leatherhead Theatre**  
**Wednesday 3 October**

***Publicity***

I was slightly unsure of what it was going to be until I attended. I was under the impression it would be about Lance's views on faith not poetry reading of someone else's.

***Communication***

Lance and his assistant were really nice. His assistant was quick to deal with any problems and was helpful in making sure everyone received an Arts Alive evaluation form and brochure.

***Venue***

The acoustics were really good. I was at the back of the room and could hear very clearly, although I do believe this may have reflected more on the Artist than the room. The box office seemed well organised everyone got the room and had a ticket check and then progressed to a seat. The Theatre seemed to have set the room up efficiently, although the air con was really high and people were a little cold. The venue is extremely accessible although parking is not great we were nearly late in a I couldn't find anywhere to park!

***Audience***

The audience seemed to really enjoy the event. There were several applause; Feedback so far has been good. People were smiling and laughing too.

***Other comments***

I really enjoyed this event but it could've been a bit more broken up there was a lot of sitting and listening for long periods a few more breaks would have been good,

**ORGAN RECITAL BY JESSICA COTTIS**  
**Christ Church Leatherhead**  
**Wednesday 3 October**

***Publicity***

I took along the Arts Alive brochures and pop-up stand. The church didn't have the Arts Alive brochures already. The church produced their own flyers and posters and the Arts Alive logo was prominent on them. The concert was mainly promoted via word-of-mouth. There were approximately 50 people in the audience and aside from one young family they were predominately aged 50+.

***Communication***

Andrew Cairns from Christ Church was quick to respond to my emails.

***Venue***

Christ Church was fully accessible and appropriate for the recital. It would have been great if the organ could have been placed so that the audience could see the performer, however I understand that this might not have been possible for practical reasons

***Audience***

The audience seemed to be very positive about the event. There wasn't an interval but refreshments were served afterwards.

***Other comments***

No comments.

**ORGAN RECITAL BY MARTIN ELLIS**  
**St Martin's Church**  
**Thursday 4 October**

***Publicity***

I took along the Arts Alive brochures and pop-up stand. The church already had lots of brochures. This concert was part of a series of Thursday lunchtime recitals that the church organises between September and December. This is the 9<sup>th</sup> season of concerts that the church has organised. The recitals were listed under the heading 'Mole Valley Arts Alive Festival' in the programme. The logo wasn't included. There were approximately 40 people in the audience and they were predominately aged 50+. Martin Ellis himself said this was a large audience in the ratio of the audiences they get throughout the year.

***Communication***

No comments.

***Venue***

St Martin's Church is accessible and was appropriate for the recital. It was great that the organ was visible so that the audience could see the performer. Acoustics were good as the church is a good one for music recitals given that the arc isn't too narrow. Some sound lost with the height of the ceiling. Sight was good.

***Audience***

One member of the audience said that they thought it was a lovely thing to do during their lunch break!

***Other comments***

It's good to see lunch hour arts.

**SUN, SEA AND SKY FEATURING ALLIN BRAUND**  
**The Studio Art House**  
**6 – 28 October**

***Publicity***

Clear hand outs (would like to see the Arts Alive logo).

***Communication***

No comments.

***Venue***

Good, a private house converted to an art gallery. It's a very pleasant venue.

***Audience***

No comments.

***Other comments***

A good choice of art. Part of a regular series of exhibitions at the Studio Art House.

**DGA – DIAMOND ANNIVERSARY EXHIBITION**  
**Denbies Wine Estate**  
**Friday 5 – Sunday 7 October 2007**

***Publicity***

A well attended event.

***Communication***

No comments.

***Venue***

Denbies offer a good exhibition space and there is easy access by lift.

***Audience***

The audience reacted positively and a significant number of paintings were sold (around £12,000). Total attendees were circa 2500.

***Other comments***

No comments.

**IN DREAMS**  
**Leatherhead Theatre**  
**Friday 5 October**

***Publicity***

It wasn't immediately obvious that this event was part of the Arts Alive festival. The promoters produced their own programme which was part of the tour. The event was approximately  $\frac{3}{4}$  full (about 325 people).

***Communication***

Leatherhead Theatre was very helpful in terms of getting tickets to the events.

***Venue***

The venue was appropriate to this event.

***Audience***

The audience were very enthusiastic, some even got up and danced in front of the stage at the end.

***Other comments***

No comments

**ST TERESA'S ART EXHIBITION**  
**Mairlot Hall, St Teresa's School**  
**Saturday 6 October**

***Publicity***

It wasn't obvious that this event was part of the Arts Alive festival. The school had an open morning on the same day. Most of the audience for the exhibition were at the school for the open morning as well.

***Communication***

No comments.

***Venue***

The venue was appropriate to this event. The exhibition was located in the Mairlot Hall which was a new building which was light and airy. The exhibition was also located in the corridors outside the hall.

***Audience***

I visited in the afternoon when it was very quiet. The school teacher seemed very happy with the responses she received.

***Other Comments***

No comments

**DGA: PAINTING IN PUBLIC**  
**St Martin's Walk, Dorking**  
**Saturday 6 October**

***Publicity***

Well publicised. Banner across the High Street and leaflet carriers with bandoliers around the town. Artists at 3 different locations: St Martin's Walk, outside Barclays Bank and at Old King's Court made an effective presence in town, as did the children's corner at the far end of St Martin's Walk.

***Communication***

No comments.

***Venue***

Thank goodness it was a fine day! It worked really well.

***Audience***

The audience reacted very positively.

***Other comments***

This was a great way to publicise the DGA exhibition at Denbies and to get children interested in doing some art. Hats off to DGA for an interesting new approach!

**SURREY PHILHARMONIC – A FAMILY CONCERT**  
**Dorking Halls**  
**Saturday 6 October**

***Publicity***

I only saw the lighted sign outside Dorking Halls. The event was not well attended, only the bleachers were full circa 200 people.

***Communication***

No comments.

***Venue***

Dorking Halls is fine, just a bit too large for this event.

***Audience***

No comments.

***Other comments***

It was good to see Surrey Philharmonic doing something other than their 'Last Night of the Proms' concert for Arts Alive. I think this format could be extended (and maybe moved to a Sunday) to include a schools involvement to boost audience size.

**VOICES FOR HOSPICES**  
**Menuhin Hall**  
**Saturday 6 October**

***Publicity***

Disappointed not to see any mention of Arts Alive at all. It was good to have the portable vertical banner to place at the entrance.

***Communication***

No comments.

***Venue***

No comments.

***Audience***

A completely full house. 'Wonderful' is the word a number of people used to describe the evening as they left.

***Other comments***

We must press all to use the Arts Alive logo on materials.

**BAD FILM CLUB**  
**Dorking Halls**  
**Saturday 6 October**

***Publicity***

It wasn't immediately obvious that this event was part of the Arts Alive festival. Attendance was poor with only 11 people in the audience. This type of event would probably work better as part of a film festival.

***Communication***

No comments.

***Venue***

It would have been if there were more people attended. With only 11 people in a cinema it felt empty.

***Audience***

The audience seemed to enjoy the event.

***Other comments***

We must press all to use the Arts Alive logo on materials.

**APPLAUSE YOUTH THEATRE'S – BIG BANG**  
**Dorking Halls**  
**Sunday 7 October**

***Publicity***

'Arts Alive 2007' was acknowledged on the front cover of the programme, but this was just text, not the logo. The venue was approximately  $\frac{3}{4}$  full. Most of the seats were taken in the bleachers and stalls. The balcony wasn't used

***Communication***

N/A.

***Venue***

The venue was appropriate

***Audience***

No comments.

***Other comments***

No comments.

**EMBROIDERER'S GUILD EXHIBITION**  
**Friends Meeting House**  
**Monday 8 October**

***Publicity***

It was publicised within the Arts Alive Brochure.

***Communication***

N/A.

***Venue***

The venue was really appropriate and gave a good atmosphere and made it very accessible to view.

***Audience***

A few people decided to become members from the exhibition.

***Other comments***

No comments.

**WELL VERSED OPEN EVEVING**  
**Pippbrook, Dorking**  
**Monday 8 October**

***Publicity***

Twenty people attended in total, eight of these weren't regular members. They acknowledged Arts Alive well and had a photo afterwards by the pop-up stand.

***Communication***

N/A.

***Venue***

The noise from the fridge fans was a bit distracting when people were reading out their poems.

***Audience***

All seemed to be positive and hopefully Well Versed will get some new members from the evening.

***Other comments***

No comments.

**SHAKESPEARE 4 KIDZ PRESENTS 'HAMLET'**  
**Dorking Halls**  
**9 – 10 October**

***Publicity***

Several school groups present. Total audience (10/10 matinee) circa 100.

***Communication***

No comments.

***Venue***

No comments.

***Audience***

Very enthusiastically. It was pitched well at youngsters. Good set, good costumes. The musical numbers well presented. The acting and singing very convincing.

***Other comments***

Should a show like this be done in a school with full school attendance? Why could not more schools send their classes to Dorking Halls? What would it take to get a full house?

**BOTTOMS UP! SPIRITED QUIZ**  
**The Star Pub, Dorking**  
**Tuesday 9 October**

***Publicity***

I didn't really see it advertised in many places, I heard about it through a colleague.

***Communication***

N/A

***Venue***

The venue was ideal for the quiz and everyone that attended got involved in the spirit of it. The venue was easy to find and well prepared.

***Audience***

Everyone that took part, seemed to be in very high spirits and competitive. I think everyone was pleased they came, especially as some of the rounds like the Guinness pouring round and the guess the tune were different from other quizzes and made it lots of fun.

***Other comments***

I think the quiz was very well organised and well prepared. I do think that maybe the teams could have been for up to 6 people as our group could have done with a bit more input. The subject matter was difficult in some rounds however it enabled everyone to start off at a similar footing. It also got you really thinking. I think with better advertising this could become very well attended and would become a bit of a regular thing to do throughout the Arts Alive festival.

## **AN EVENING WITH ANDREW MOTION**

**Leatherhead Theatre  
Wednesday 10 October**

### ***Publicity***

It was our job to publicise it. The material was fairly accurate. We promoted it widely but audience numbers were a lot lower than we were expecting (53 total audience)

### ***Communication***

N/A

Andrew Motions agent was very helpful.

### ***Venue***

Last minute we changed from the Theatre to the Bar area, this was better with numbers as we were expecting C 400 to use the theatre but only 53 people brought a ticket. The audience said that the bar area gave it a more personal feeling but it wasn't ideal and meant we lost money on this event. The venue was badly organised and lead to a formal complaint being made.

### ***Audience***

The audience that were present seemed to really enjoy the event and everyone that had a question had it answered. There was good feedback apart from the length of the performance and his early departure.

### ***Other comments***

Overall an enjoyable evening but not a great success financially. The audience figures were disappointing for a headline event.

## **'ALLO 'ALLO**

**The Nomad Theatre  
Wednesday 10 October**

### ***Publicity***

House almost full for the two weeks run.

### ***Communication***

No comments.

### ***Venue***

Excellent venue.

### ***Audience***

The audience reacted very positively.

### ***Other comments***

The production was adequate but not great. The venue and the general enthusiasm of the Nomads is exemplary.

**'JACK AND THE AMAZING TECHNICOLOUR DREAMSTALK'**  
Development centre, Leatherhead  
Wednesday 10 October to Thursday 11 October

**Publicity**

They promoted it to the best of their abilities – full house every night!

**Communication**

The organisation responded quickly to all our queries.

**Venue**

The venue was ideal for handicapped people. Audience capacity of about 50 – it was fully booked for the entire run.

**Audience**

I had to leave before the show was underway but there have been enthusiastic responses at all performances to date.

**Other comments**

The maisonettes, the scenery, the staging were all wonderfully done.

**CHANTICLEER: AN EVENING WITH BRAN TAYLOR**  
Friends Provident Social Club  
Wednesday 10 October

**Publicity**

Publicity seemed to be limited to the Arts Alive brochure. Organisers were concerned that the brochure hadn't been widely distributed(?) It accurately reflected the event.

**Communication**

Yes no problem. Organisation all very good.

**Venue**

Appropriate venue. Acoustics and sight lines were good. Box office well organised and it was accessible. Very good.

**Audience**

A friendly crowd of 'regulars' so no problem

**Other comments**

None.

**MUSIC RECITAL – PIANO DUO**  
**St. Martin's Church**  
**Thursday 11 October**

***Publicity***

There was a good audience size, Arts Alive was promoted well at the top of the programme and I took along the pop – up stand.

***Communication***

We did not deal with the artists directly as they were dealt with by the director of music (Martin Ellis) who we dealt with too. He replaced those who couldn't perform on this day.

***Venue***

The venue is very good acoustically for loud piano pieces, sight lines weren't great but it is ideal for what it is.

***Audience***

The audience seemed to really enjoy it!

***Other comments***

None.

**PENNY READINGS**  
**Corbetts Bookshop**  
**Thursday 11 October**

***Publicity***

Disappointing that the programme did not carry the Arts Alive logo.

***Communication***

No comments.

***Venue***

Corbetts is fine for small literary events.

***Audience***

The audience reacted very well – it's a gentle event and appeals to a certain literacy group.

***Other comments***

As a event – its hard to find a way of improvement. There's not much space to make it bigger – but perhaps it shouldn't be.

**DON'T DRESS FOR DINNER**  
**Betchworth Village Hall**  
**Thursday 11 to Saturday 13 October**

***Publicity***

***Communication***

***Venue***

***Audience***

***Other comments***

**THE NAKED TRUTH**  
**Leatherhead Theatre**  
**Thursday 11 to Saturday 13 October**

***Publicity***

Publicity material was accurate to describe the event. I think it was under publicised as the audience size was not as large as I expected. More publicity in Dorking may have helped.

***Communication***

There were no queries that I needed dealt with. I was impressed that the ushers were handing out evaluation forms to everyone as they exited the auditorium.

***Venue***

The venue was appropriate, the acoustics and the lighting were very good. The performance was very good. Just a shame more people didn't attend although it must be noted I attended the Thursday performance the Friday and Saturday were probably more popular. Box office reports will have to be consulted on this issue.

***Audience***

The audience loved the event. There were cheers and laughter throughout everyone seemed to thoroughly enjoy it other than woman who exited the performance half way through the first half. In her opinion this was due to miss promotion as she was not clear on the language that the performance would include. This could be made more obvious on the posters next time

***Other comments***

A very enjoyable evening for all.

**SHOWCASE CONCERT**  
**Menuhin Hall**  
**Thursday 11 October**

***Publicity***

Again the Yehudi Menuhin School and the Menuhin Hall offered no mention of Arts Alive on their material.

***Communication***

We asked them to directly distribute customer questionnaires and mention Arts Alive from the stage which they agreed to do.

***Venue***

A very good venue. It is new, and appropriate for the use for most events.

***Audience***

They reacted very enthusiastically – a virtually full house with 300 of 314 seats filled.

***Other comments***

None.

**WATERMILL JAZZ: IAIN BALLAMY'S ANORAK**  
**Friends Provident Social Club**  
**Thursday 11 October**

***Publicity***

Good audience of 76.

***Communication***

No comments.

***Venue***

No comments.

***Audience***

The audience reacted well to this event.

***Other comments***

None.

**ANY QUESTIONS?**  
**Menuhin Hall**  
**Friday 12 October**

***Publicity***

Well publicised – reflected in a full house.

***Communication***

No comments.

***Venue***

Menuhin Hall – great venue.

***Audience***

I think the BBC's handling of the show was very smooth and professional.

***Other comments***

We must line up the BBC for Arts Alive next year again and make an early start to get them!

**CREATE TOGETHER**  
**Nomad Theatre**  
**Saturday 13 October**

***Publicity***

Bill emailed a flyer to all the Surrey Arts Development Officers. 13 people turned up which was a good number, however they were all people who were already switched on to Bill's message about encouraging local artists/art group to involve people with a whole range of disabilities in their work. I think the talk would have worked better if some members of local arts groups had turned up, however October is a difficult time to attract these groups as many are already busy with their Arts Alive events.

***Communication***

Bill was quick to respond to my queries and is always helpful.

***Venue***

'Create Together' took place in the bar area of The Nomad Theatre which was a good venue and just the right size. The Nomad Theatre is fully accessible.

***Audience***

The audience reacted positively to this event.

***Other comments***

Great home-made cake!

**LEITH HILL UNLEASHED**  
**Dorking Halls**  
**Saturday 13 October**

***Publicity***

Would have liked to have seen Arts Alive logo on programme.

***Communication***

No comments.

***Venue***

Dorking Halls good.

***Audience***

The audience reacted splendidly. A warm applause and a sense of camaraderie among the choirs.

***Other comments***

No comments.

**AN AUTUMN SERENADE**  
**The Chapel, St John's School**  
**Saturday 13 October**

***Publicity***

This event was well promoted, including an article in the local press. I also noticed quite a few posters around Dorking, including at DAPA. It was a pity that the Arts Alive logo wasn't displayed on the concert programme or tickets, however the conductor Keith Willis acknowledged the festival in a short introduction at the start of the concert.

***Communication***

Kathy was always quick to respond to my queries and was very helpful.

***Venue***

St John's Chapel was a nice venue. The sight-lines were good wherever you sat, as the seating gradually sloped upwards away from the stage area. There was only one toilet which was downstairs and the audience had to share this with the orchestra. I'm not sure if there was a lift downstairs.

***Audience***

The audience reacted positively to this event.

***Other comments***

It was a pity that no young musicians responded to Dorking Chamber Orchestra's invitation for them to rehearse and perform with the orchestra. However it was refreshing to see quite a few young faces in the audience and having the two children present the soloist with flowers was a nice gesture. The children seemed very proud to have been chosen to do this task

**AN AUTUMN PASTORAL**  
Christ Church, Leatherhead  
Sunday 14 October

***Publicity***

Well featured in URC but didn't see any other publicity. Total attendance circa 55.

***Communication***

No comments.

***Venue***

A good venue.

***Audience***

A warm applause.

***Other comments***

The programme of only 20<sup>th</sup> Century Music might have been too specialised to attract a wider audience.

**THE FAMILY BRASS**  
Leatherhead Theatre  
Monday 15 October

***Publicity***

***Communication***

***Venue***

***Audience***

**MOLE VALLEY POETRY PUB**  
**Lincoln Arms Hotel**  
**Monday 15 October**

***Publicity***

I didn't actually see any promotion of this event other than in the AA brochure although there was a lot of people there and one man had come from the other side of Surrey.

***Communication***

They were helpful with any queries I had.

***Venue***

The venue was perfect as it was a poetry pub and it was in a pub. The room was very spacious but looked full. The acoustics were good as a P.A was used so everyone was heard. Sight lines were good. The box office was organised on the door, everyone seemed forward to pay their bit. The Venue was very accessible with adequate parking and ample directions.

***Audience***

The Audience seemed to really enjoy the event. They applauded throughout. Everyone seemed very comfortable and a really positive atmosphere was formed!

***Other Comments***

Very community spirited event, enjoyed by all. Was very accessible to poets of all standards and those who simply like to listen.

**OPEN MOUTH**  
**The Star**  
**Tuesday 16 October**

***Publicity***

No comments.

***Communication***

No comments.

***Venue***

This was a near impossible venue. The pub would look full with 12 people in it – there were close to 60 at this event, squashed in like sardines. To overcome audience noise the sound system was turned on high – it was deafening and the “playback” from the mikes was dreadful.

***Audience***

Difficult to say how the audience responded. Many cheered their own groups and then talked loudly through others.

***Other comments***

What should The Star do? The bar is a poor shape for any audience event and the space is small anyway. It either needs to restrict numbers (how?) or find a better site. Banning smoking might help the atmosphere a little bit!

## **A SCHOOLS DRAMA SHOWCASE**

**Leatherhead Theatre**

**Tuesday 16 October**

### ***Publicity***

Handled by Arts Alive – special production of 5000 flyers distributed through schools, DAPA, shops and libraries in Dorking, Leatherhead, Ashted, Fetcham, Bookham and East Horsley. However attendance was only 127.

### ***Communication***

No comments.

### ***Venue***

The theatre is fine.

### ***Audience***

The audience reacted enthusiastically. There was a big contrast between the 6<sup>th</sup> form amateurism of St Andrews and the Howard and the near professionalism of DAPA – but that made for an interesting evening.

### ***Other comments***

I don't think the Arts Forum should directly promote and run this showcase again – if the schools want to do it – let them organise it with The Theatre directly. It is a lot of work and the schools support is not great.

## **RECITAL BY MATTHEW SCHELLHORN**

**Leatherhead Theatre**

**Wednesday 17 October**

### ***Publicity***

The publicity material reflected the event, however there was no acknowledgement that this was part of Arts Alive. There were 89 people in the audience which was quite small for a venue of 540 seats.

### ***Communication***

Louise was always quick to respond to my queries and was very helpful.

### ***Venue***

The venue was perhaps a bit too big for the recital. The sight lines were fine as the audience seating slopes away from the stage.

### ***Audience***

The audience reacted positively to this event.

### ***Other comments***

Matthew Schellhorn was a fantastic pianist. Lucky Leatherhead Theatre getting to look after a Fazioli piano for the day – I want one! The committee need to work with Leatherhead Theatre next year to make sure that the festival is acknowledged at their Arts Alive events.

**DDOS PRESENTS 'GEORGE DON'T DO THAT'**  
**The Green Room Theatre**  
**Wednesday 17 October**

***Publicity***

Reflected in full houses for all evening performances for the run.

***Communication***

No comments.

***Venue***

Yes, the Green Room is a nice 'bijan' theatre, excellent for this type of small scale event.

***Audience***

The audience reacted with great enthusiasm.

***Other comments***

An ingenious idea to have as many as 16 different performers being 'Joyce'. The show has a nice flow and was an interesting idea in sharing directors.

**MUSIC SCHOLARS OF ST JOHN'S SCHOOL**  
**St Johns school Chapel**  
**Wednesday 17 October**

***Publicity***

I saw the event publicised in the Arts Alive brochure and on the school website I don't know how much more publicity was done but the Chapel was only about 1/3. A large number of those who attended were pupils from the school there was a large group of OAPs who attended but very few other members of the public. It would be good if publicity could be more widely spread.

***Communication***

I didn't have any queries to be dealt with. In general I believe the school have been extremely helpful and dealt with all problems effectively.

***Venue***

The venue was extremely appropriate and was in fact very impressive with its good acoustics and good sight lines from its sloped seating; the event was free so there was no box office. The venue was very accessible but needed more parking.

***Audience***

The audience seemed to very much enjoy all the performances and applauded throughout.

***Other comments***

Very impressive talent showed by young people just a shame more people didn't get chance to see it.

## **SURREY FIGURATIVE ARTISTS OPEN STUDIO DAY**

**Dixon Hall, Leatherhead Institute**

**Thursday 18 October**

### ***Publicity***

This is a very small scale event where some of the Surrey Figurative artists, this year 8, interpret a live model onto canvas, paper or board using different materials (oil, water colour, charcoal, chalk)

### ***Communication***

N/A

### ***Venue***

Fine.

### ***Audience***

This year they had no visitors to the event. They don't need visitors to enjoy what they are doing but they like to have them especially if the visitor is ready to join in the painting effort.

### ***Other comments***

No

## **PARSON'S NOYCE**

**St Martin's Church**

**Thursday 18 October**

### ***Publicity***

This is one of a weekly series of Thursday lunchtime concerts. This one attracted an audience of around 40.

### ***Communication***

No comments.

### ***Venue***

Good venue – thought the church was pretty cold this lunchtime.

### ***Audience***

The audience responded well.

### ***Other comments***

This was a very pleasant lunchtime concert though too long piano trios – Haydn and Beethoven is not everyone's taste.

**CARLO CURLY'S ORGAN EXTRAVAGANZA**  
**St John's School, Leatherhead**  
**Thursday 18 October**

***Publicity***

Publicised accurately and well although attendance only around 120.

***Communication***

N/A

***Venue***

Venue was accessible. St John's School Chapel is a pleasant medium size venue

***Audience***

They loved the event. Carlo Curly is a good communicator and his stories – though self serving – added to the enjoyment.

***Other comments***

This was a good show - Pity about the audience size!

**WATERMILL JAZZ PRESENTS LIANE CARROLL TRIO**  
**Friends Provident Social Club**  
**Thursday 18 October**

***Publicity***

The Arts Alive logo was printed on the tickets, programme, posters and brochure. All the sponsors were also credited on the programme. Paul Hobbs also make a public acknowledgement of Arts Alive and the support of MVDC. Arts Alive calendars displayed as we entered, but no brochures. Paul Hobbs gave an introduction to the performance, during which he thanked MVDC. Good references to Arts Alive and KBR.

***Communication***

Always available on the telephone. Also kindly arranged seats for myself and two guests.

***Venue***

The venue for this event was very cosy, with comfortable chairs, a cheap bar and adequate sight lines and acoustics – a venue you would expect jazz to be played at. Friends Provident Social Club is very good.

***Audience***

Everyone seemed to be enjoying themselves and nodding along to the music. It was a long evening, lasting from 8pm until about 11.30pm.

***Other comments***

The quality of the performance was superb. Dorking is incredibly fortunate to have world-class jazz musicians performing on a weekly basis. This was the kind of performance you would expect to see at one of the London jazz clubs.

## **AROUND THE WORLD IN 50 MINUTES**

**Dorking Halls  
Friday 19 October**

### ***Publicity***

They publicised it accurately and well. It is a very relaxed lunchtime programme including lunch.

### ***Communication***

N/A

### ***Venue***

The Martineau Hall is great for this sort of show – not too large.

### ***Audience***

They liked it – enthusiastic response.

### ***Other comments***

Sarah Jane does a good job in attracting an audience of “oldies” – approximately 45 of them and this time a group of youngsters from the Powell Corderoy School where Sarah – Jane had run a workshop that morning. The package of concert and lunch is a very pleasant deal – the economics of it suspend belief!

## **FRIDAY NIGHT IS MUSIC NIGHT**

**Dorking Halls  
Friday 19 October**

### ***Publicity***

We used our own brochure, plus press releases, interviews with local press, posters and Arts Alive brochures.

### ***Communication***

N/A

### ***Venue***

Dorking Halls was great.

### ***Audience***

They loved it - Although the numbers were disappointing. Total attendance was 425.

### ***Other comments***

We were surprised at the low attendance for a high profile – live on Radio 2 – Show!

**AN OLD TIME MUSIC HALL**  
**Fetcham Village Hall**  
**Friday 19 & Saturday 20 October**

***Publicity***

Well attended Circa 100 – Full house!

***Communication***

N/A

***Venue***

A good venue, with good lighting and stage etc.

***Audience***

They enjoyed it a lot, though I think it needed more zip, zest & vitality.

***Other comments***

I have passed a list of producer's notes to BLOS to consider before going to Charlwood next week.

**FAMILY LANTERN - MAKING WORKSHOP**  
**Christian Centre, Dorking**  
**Saturday 20 October**

***Publicity***

There were lots of brochures already on display in the Christian Centre. The Arts Alive logo was displayed on the lantern procession flyers and booking forms. The workshop was full with 25 participants of ages varying from 4 – elderly

***Communication***

N/A

***Venue***

The venue was appropriate for the workshop. There were enough tables left out in the hall. Age Concern were using the foyer and set up tables quite close to the entrance but were quite happy to share the area with us.

***Audience***

The audience were very positive. There seemed to be great demand for this type of event.

***Other comments***

No

**CREATIVE FIBRES**  
**Headley Village Hall**  
**Saturday 20 October**

***Publicity***

Apart from Arts Alive brochure little was done apart from word of mouth.

***Communication***

A very friendly group of 10 ladies - demonstrating and talking about their craft.

***Venue***

Small – Headley village hall – but adequate.

***Audience***

Only 10 people visited during the day – lower than usual they said.

***Other comments***

This is a group of ladies (30 in the guild) who practice their craft happily on their own.

**BEL CANTOR**  
**The Menuhin Hall**  
**Sunday 21 October**

***Publicity***

Well publicised and accurate, as evidenced by a full house. Co – operation with the Jewish Music institute surely helped.

***Communication***

N/A

***Venue***

Excellent

***Audience***

No Comments

***Other comments***

Sadly, no reference to the Arts Alive Festival in the programme or another materials.

**GREAT WITCH AND WIZARD CHAMPIONSHIPS**  
**Dorking Halls**  
**Monday 22 October**

***Publicity***

It was the only half-term event that wasn't advertised as part of 72hr I think this was a massive draw back as the others sold out and this one we struggled to half fill. This is something to remember for next time.

***Communication***

Theatre Exchange were very good and extremely quick to respond to any queries I had when trying to advertise it and confirm booking arrangements.

***Venue***

The Masonic hall at Dorking halls was a good size for the amount of people we had but I think may have been a little tight if we had doubled the size of participants as we intended to. The room had all the lights and equipment that was needed and was a very accessible venue for all involved.

***Audience***

The children that took part seemed to really enjoy themselves but said it would have been better if more people had attended. The Parents who came to watch the participants show at the end were clapping and cheering and seemed to really enjoy that. The press photographer took some really good photos and it got covered in the press.

***Other comments***

I think it was a success but was a great shame we couldn't get more people to participate as it was thoroughly enjoyed by those who did.

## **AMPHISHOCK BANDS NIGHT**

**Dorking Halls  
Monday 22 October**

### ***Publicity***

385 tickets sold, total standing capacity of 900.

### ***Communication***

N/A

Security staff were quick to respond to any major problems but worked well with the young people so as not to ruin their fun unnecessarily.

### ***Venue***

Dorking Halls was an excellent venue for Amphishock. The sound quality was good and not too loud. The stage and lighting also looked very professional. Having the opportunity to perform in such a large professional venue must have been a memorable experience for the young musicians. The venue is fully accessible.

### ***Audience***

Everyone seemed to enjoy the bands night.

Nothing but positive comments were made.

The mosh pits and crowd surfing were a positive reaction to the music of the bands.

### ***Other comments***

The feedback from the band members were also positive, they very much appreciated the opportunity to perform in the venue and to a large audience. This event was yet again a success.

## **POP-UP BOOK WORKSHOP**

**Bfree Youth Cafe  
Monday 22 October**

### ***Publicity***

I think it was publicised extremely well as part of 72hr as each student in Mole Valley both primary and secondary school received one and it was in the local paper and it was in the Arts Alive brochure, it is very self-explanatory what it involves and was fully booked with people on the waiting list.

### ***Communication***

N/A

### ***Venue***

The venue worked well as there were plenty of tables and chairs and the café is designed to be youth friendly.

### ***Audience***

I think all the young people thoroughly enjoyed the event. It would seem that it was something not many of them had ever done before and they appeared to enjoy the challenge and most seemed to make new friends.

### ***Other comments***

Several young people asked if they could carry on all afternoon!

## LEATHERHEAD ART CLUB OPEN EVENING

Leatherhead institute  
Tuesday 23<sup>rd</sup> October

### **Publicity**

A brochure for the season – no mention of Arts Alive

### **Communication**

N/A

### **Venue**

The A. Dixon Hall at leatherhead Institute is a good space. Some 23 Artists were painting/ drawing etc and a guitarist. Not many (5 – 6) visitors only.

### **Audience**

The members enjoyed it and the club has expanded significantly over the past year.

### **Other comments**

N/A

## AN EVENING LINKING POETRY AND ART

Dorking Halls  
Tuesday 23<sup>rd</sup> October

### **Publicity**

There were lots of Arts Alive brochures already in Dorking Halls. 17 people attended this event.

### **Communication**

N/A

### **Venue**

Well Versed held their poetry reading in the Dorking Halls Show Bar. There was quite a lot of noise intrusion from the drink machines/fridges behind the bar. I thought it was a shame that there wasn't an event going on at the same time in the Martineau Hall so that other people might come across the poetry reading.

### **Audience**

The audience all seemed to be very positive. It was nice that there were lots of non-regular members there who also brought along and read poems.

### **Other comments**

Participating in the 2007 Arts Alive festival has been a success for the Well Versed Poetry Reading Group. It was helped to raise their profile in the local community and also to gain some new members.

**NATIONAL YOUTH BALLE**  
**Leatherhead Theatre**  
**Wednesday 24 to Saturday 27 October**

***Publicity***

I thought the event could have been more accurately publicised especially within the Arts Alive Brochure as it in fact consisted of 6 different Ballet performances not just Toad. All the performances were excellent and there were some outstanding dancers. I think it was publicised fairly well but there were still approximately 200 seats to spare.

There was no mention of Arts Alive anywhere within the publicity that was done.

***Communication***

Leatherhead Theatre agreed to hand out questionnaires but only when asked. Maybe it should be made clearer to them that it is compulsory for all events they have publicised under 'Arts Alive'.

***Venue***

The Venue was surprisingly well suited to the ballet. It is a small theatre but created a great atmosphere. The lighting, acoustics, sight lines and staging were excellent. The box office seemed well organised. The venue is extremely accessible but parking is in much demand. We arrived early and still could not find a space.

***Audience***

I think the audience thoroughly enjoyed the event. There was a lot of applause throughout. It was nice to see an audience of such mixed aged groups enjoying the same performance,

***Other comments***

A very enjoyable evening for all. Great to see so many young people involved. Some were as young as 4/5.

**MUSIC VIDEO WORKSHOP**  
**The Mulberry Youth Centre, Dorking**  
**Wednesday 24 October**

***Publicity***

This workshop was fully booked and had a waiting list so I think it was promoted completely successfully. I think this is due to the mass advertising under '72hr' to each school child in the district. The advertising was extremely accurate for what it was.

***Communication***

In my opinion Jelly tree were extremely helpful throughout all our work with them and street processions (sister company through out the festival) they dealt with all the young people in a very quick effective way. All my queries were answered quickly and effectively.

***Venue***

The venue was good for the workshop as it had lots of different areas that could be used for filming. It made their films feel more real and therefore more successful! The venue was extremely accessible. We had one young man in a wheel chair and there were no problems with access for him either. A box office wasn't used but the booking system within the office seemed to work well it thought.

***Audience***

The young people really enjoyed themselves, some had done it before and were doing it again because they enjoyed it so much the first time others hadn't tried it before. It was a great chance for young people to get involved with something that was a bit different and not usually on offer to them for them to widen their talents and opportunities for the future.

***Other comments***

I think this was a very successful event.

**CHANTICLEER: EXPECTRIATE GAME**  
**Social Club, Friends Provident**  
**Wednesday 24 October**

***Publicity***

I took along the Arts Alive brochures, pop-up stand and customer questionnaires. Chanticleer had forgotten their brochures so appreciated that I brought some along with me. They acknowledged the festival in an opening speech at the beginning of the evening. Chanticleer displayed laminated copies of their event page in the Arts Alive brochures on the walls.

***Communication***

Martina and Neil were both quick to respond to emails and calls. They were also very helpful in terms of getting comp tickets for their events for VIPS and press.

***Venue***

Friends Provident is an ideal venue for a folk club. It is fully accessible.

***Audience***

The audience seemed to be very positive about the event.

***Other comments***

No.

**ORGAN RECITAL BY BENJAMIN SHEEN**  
**St Martin's Church**  
**Thursday 25 October**

***Publicity***

This was the largest audience I have seen during the Arts Alive lunchtime recitals so I think publicity and reputation of Ben helped promote the event well. All publicity I saw was very accurate.

***Communication***

Throughout the festival Martin Ellis has arranged a number of Thursday lunchtime recitals and has been quick to respond to any queries that I had.

***Venue***

Clearly the church was a perfect venue for an organ recital, acoustically there wouldn't have been a better local venue. Box office wasn't necessary, the venue is extremely accessible. Sight lines were ok, not really a strong point of a church.

***Audience***

The audience seemed to enjoy the event. They applauded at the start and after each piece. There was a really good atmosphere and by the end people were strongly applauding.

***Other comments***

Another example of amazing young talent within the Arts. I think this should be encouraged by the festival.

**IN DREAMS: THE POET AND THE HARP**  
Corbett's Bookshop  
Thursday 25 October

***Publicity***

***Communication***

***Venue***

***Audience***

***Other comments***

**MARCUS BRIGSTOCKE**  
Dorking Halls  
Friday 26<sup>th</sup> October

***Publicity***

No publicity at all for Arts Alive. A healthy audience of 489.

***Communication***

N/A

***Venue***

Dorking Halls is good.

***Audience***

Very well – heavy applause brought a substantial encore at the end.

***Other comments***

This was an opportunity to recognise to an audience that was relatively unknown and unlocal that it was an Arts Alive event as apart from it being listed in the brochure – there was nothing.

**DORKING FIREWORKS DISPLAY & LANTERN PROCESSION**  
**Meadowbank, Dorking**  
**Saturday 27 October**

***Publicity***

The Arts Alive logo was on the lantern procession flyers. It would be good to tie in more with the Round Table so that the Arts Alive is included on their publicity materials, e.g. High Street banner, other smaller banners, tickets, their press releases etc. Also it would be good to take the Arts Alive banner on the procession at the beginning. This could be attached to a couple of canes to start the parade.

***Communication***

Both the Round Table (fireworks) and Street Processions (lantern artists) were quick to respond to my queries.

***Venue***

We experienced a few problems with lanterns getting caught on tree branches. I think we need to rethink the route next year – although we can chop branches, we can't chop down entire trees which I think was needed in places (e.g Elderflower tree on Meadowbank footpath). If we keep to the same route, Street Processions might have to consider producing smaller lanterns which would be a pity. Also I would like to look into the feasibility of getting the High Street closed and take the procession even further down the High Street to make the most of the carnival atmosphere.

***Audience***

The audience was positive. There was a real sense of community which could be developed even more. There was a long queue of people waiting to get into the fireworks after the procession. There were still a few comments about parents not wanting to pay. This needs to be made clear in the letters that the schools send out to parents.

***Other comments***

I think more entertainment is needed at this event. At the moment it is just fireworks, a fairground and the lantern procession. Ideas: asking Stuart Pearce butchers to do a hog roast for charity (a bit like at the Brockham bonfire). Is having a bonfire really out of the question?

## **BRASS BAND SPECTUCULAR**

**Dorking Halls  
Sunday 28<sup>th</sup> October**

### ***Publicity***

Nicely presented – used Arts Alive logo audience of 330.

### ***Communication***

No comments.

### ***Venue***

Dorking Halls

### ***Audience***

Very positively, but the 1<sup>st</sup> half of the programme at close to 2hours was far too long. Each group should have had a maximum of 3 items.

### ***Other comments***

Ian S Kelly was an excellent compare. This is a good way to end the festival.

## **MOLE VALLEY POETS: POET ON THE SOFA**

**Pippbrook, Dorking**

**Monday 29 October**

### ***Publicity***

I'm not aware of any other publicity other than the brochure text.

### ***Communication***

Charles Measures is very helpful and quick to respond to queries.

### ***Venue***

Venue was appropriate. There was some noise from the fridges but these were switched off temporarily.

### ***Audience***

No comments.

### ***Other comments***

No comments



## Appendix 4: Arts Alive Budget 2007

Income		Budget	Actual
MVDC	Confirmed	£12,200.00	£12,200.00
MVAF	Confirmed	£2,784.00	£2,775.67
KBR	Confirmed	£4,000.00	£4,000.00
Aerospace Logistics	Confirmed	£5,000.00	£5,000.00
Arts & Business	Confirmed	£2,500.00	£2,500.00
BBC Contribution	Confirmed	£100.00	£100.00
Ticket Sales	Variable	£1,798.00	£2,277.64
<b>TOTAL</b>		<b>£28,382.00</b>	<b>£28,853.31</b>
<b>Expenditure</b>			
Community grants		£6,000.00	£5,761.50
Marketing			
	Brochure (print)	£5,000.00	£2,410.00
	Brochure Distribution	£500.00	£1,107.00
	Banners	£250.00	£650.00
	High Street Banner Site	£240.00	£240.00
	High Street Banner printing	£750.00	£835.00
	Hospitality	£750.00	£354.76
	Evaluation Cards	£150.00	£136.00
	Photographer	£700.00	£660.00
Centrally organised events			
	BBC	£250.00	£445.00
	Literature Events	£3,000.00	£4,793.89
	Lantern Procession	£6,292.00	£7,631.00
	Youth Events	£2,000.00	£2,260.00
	Other Events	£2,501.00	£1,355.22
<b>TOTAL</b>		<b>£28,382.00</b>	<b>£28,639.37</b>