



# Cultural Research Report

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# INTRODUCTION

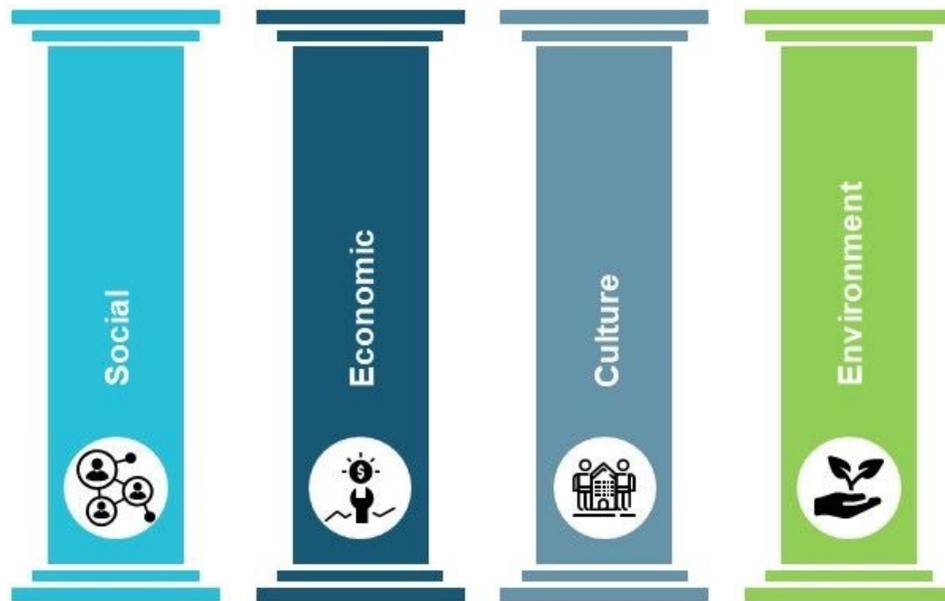
## What is the 'Eventful City' concept?

An eventful city is a concept that observes how cities use events to enhance economic growth, perceptions of the city's image, create social cohesion and physically redevelop.

A city with events	An Eventful City
Sectoral	Holistic
Tactical	Strategic
Reactive	Proactive
A container of events	A generator of events
Ad hoc	Coordination
Competitive	Cooperative
Left-brain thinking	Right-brain thinking
Event policy	Events as a policy tool
Market-led	Market Leader
City marketing	City-making
Spectacle	Involvement

# INTRODUCTION

## The 4 pillars of Sustainability:



## Two meanings of Culture:

1. Particular way of life
2. The works and practices of intellectual and artistic activity

**People, Profit, Place, Planet**

## RESEARCH AIMS

### **The purpose of the cultural research as set out in the brief was:**

- 1.** To identify and assess the levels of cultural activity within West Lindsey District, collecting and analysing data using the Eventful Cities Concept.
- 2.** Form a cultural positioning statement based on the data collection and key findings.
- 3.** To draw out from this evidence the recommendations for a cultural and 'eventful' strategy.

## RESEARCH AIMS

**Developing the number, range and type of events creates more eventfulness.**

To help add eventfulness there are 5 considerations for the design and planning:

Placement

Fit

**Reach**

Frequency

Size

# RESEARCH METHODOLOGY

**8 weeks** of research

**Start:** 12<sup>th</sup> April 2021

## **State of the nation during the research:**

- In stage 2 of the easing of the lockdown restrictions and roadmap to recovery, transitioning into stage 3.

Research and analysis was conducted through a triangulated method of:

- Quantitative event and activity research
- Semi-structured qualitative interviews
- Historic data collection in the form of reports, surveys, plans and marketing efforts.

Data was coded and analysed thematically to discover new phenomena.

## CULTURAL OBSERVATIONS: CONTENT

In total, there are **232 events** within the 2021 events portfolio across West Lindsey District.

As a comparison, the City of Lincoln held 365 events throughout 2019.

Typology of cultural activity	Total
<b>Spectacle</b>	22
<b>Festival</b>	21
<b>Ceremony</b>	2
<b>Carnival</b>	1
<b>Parade / Procession</b>	1
<b>Exhibition</b>	29
<b>Exposition</b>	4
<b>Activity</b>	33
<b>Entertainment/ Performance</b>	25
<b>Market</b>	143

## CULTURAL OBSERVATIONS: CONTENT

**Cultural events and activities that are identified to be significant to the event portfolio across West Lindsey include:**

- Illuminate Lantern parade
- West Lindsey Churches Festival
- Lincolnshire Wolds Walking Festival
- Mayflower400

Other major cultural observations across West Lindsey District include themes of:

- Aviation
- Agriculture and Farming
- Open Spaces
- History and Heritage
- Markets

## CULTURAL OBSERVATIONS: PLACEMENT

Destination with West Lindsey	Total
<b>Caistor</b>	37
<b>Cherry Willingham</b>	1
<b>Gainsborough</b>	135
<b>Market Rasen</b>	89
<b>Brocklesby</b>	1
<b>Hackthorn</b>	2
<b>Sudbrooke</b>	1
<b>Scampton</b>	25
<b>Wickenby</b>	17

Gainsborough has the most amount of cultural activity, which includes the regular markets, entertainment and performances at the Trinity Arts Centre, and other activity in venues in the surrounding rural Gainsborough area.

## CULTURAL OBSERVATIONS: FIT

**Some events and cultural activity are identified to have a purpose within the event calendar, recognising local and national key dates, including:**

- National School Holidays
- Christmas
- Lincolnshire Day
- Guy Fawkes / Bonfire Night
- Mayflower

The purpose of many events are for joy and entertainment or celebration of heritage or cultural assets within the district. For example:

- West Lindsey Churches Festival  
**Celebration and recognition of religious heritage**
- Rand Farm Park Christmas Events  
**Joy & entertainment for families with young children**
- Market Rasen Races  
**Joy & entertainment for adults**

## CULTURAL OBSERVATIONS: REACH

### The top three typology of events for the Adult (Mixed) identify as:

- Weekly markets at Gainsborough, Market Rasen and Caistor
- Horse races at Market Rasen Racecourse
- Cultural entertainment and performances held at the Trinity Arts Centre and Lincolnshire Showground.

Primary Audience of cultural activity in West Lindsey	Total
<b>Children (under 18)</b>	3
<b>Teen Audience (11 - 17)</b>	1
<b>Young Adult (18 - 25)</b>	0
<b>Adult (Mixed)</b>	262
<b>Families with Young Children</b>	40

## CULTURAL OBSERVATIONS: REACH

The results reveal that the primary marketing location for **93% of the events and cultural activity is held on the organisers or venues own website.**

Most event organisers and venues also promote their activity on more than one other external digital platform too.

### **External Website Marketing Platforms in Lincolnshire:**

- Visit Lincoln
- Visit Lincolnshire
- Discover Gainsborough
- Lincoln Box Office
- West Lindsey District Council
- Love Caistor
- Lincolnite
- Lincolnshire Live
- Love Lincolnshire Wolds
- Eventbrite
- Facebook & Instagram

## CULTURAL OBSERVATIONS: FREQUENCY, SIZE & SIZE TYPOLOGY

Frequency Status	Total
<b>Weekly</b>	133
<b>Monthly</b>	16
<b>Annual</b>	57
<b>Biannual (Twice annual)</b>	2
<b>Biennial (Every other year)</b>	0
<b>One-off</b>	88
<b>Other</b>	18

Size and Size Typology	Total
<b>Small/Micro</b>	51
<b>Medium</b>	174
<b>Large</b>	62
<b>Mega-event</b>	9
<b>Major-event</b>	14
<b>Hallmark / Special event</b>	4

# SWOT ANALYSIS: STRENGTHS & WEAKNESSES

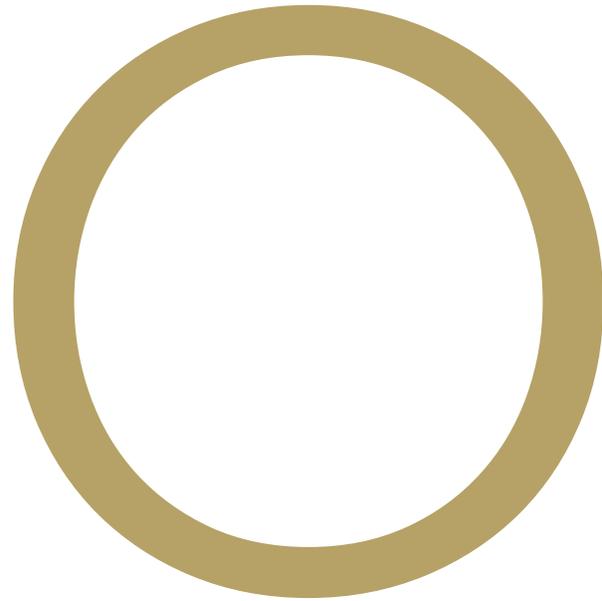


Range of cultural activity  
Markets  
Award-winning businesses  
Heritage venues & listed buildings  
Art & theatre  
Event generator  
Participation & involvement

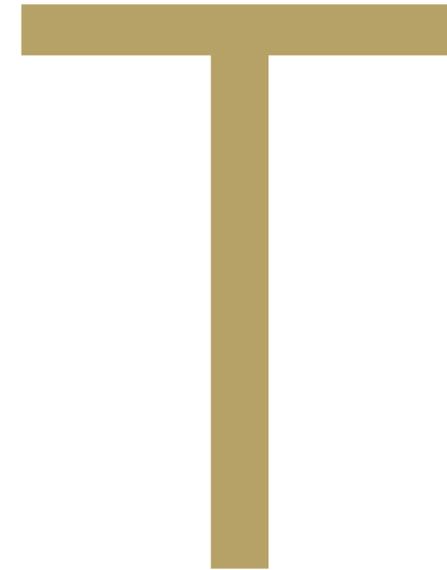


Communication platform  
Knowledge of activity  
Sectoral approach  
Contain events  
Reactive funding & organisation  
Staff capacity & skills  
Placements gaps  
Audience targeting

# SWOT ANALYSIS: OPPORTUNITIES & THREATS



Destination making  
Partnership  
Recruitment and resourcing  
Learning & cultural education  
Appetite for culture  
Creation of jobs  
Enhance local economy  
Civic pride & sense of belonging



Funding  
Community Engagement  
COVID Restrictions  
Rejection  
Participation levels

## CURRENT EVENTFUL POSITION...

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## CULTURAL IDENTITY & POSITION

West Lindsey is a large district with a good events portfolio throughout the year, even in a pandemic year. There are over 200 cultural events taking place across the district, of which do not take into consideration activity-based workshops, clubs, sporting activity and other leisure things to do. While the target audience for cultural activity is mostly a mixed demographic of adults, there is a selection of events for families with young children.



## CULTURAL IDENTITY & POSITION

There is a demand and appetite for a carefully programme of events to be designed, a holistic marketing strategy created, and security provided through funding. Participation levels are high, however due to the common size and size typology of events and cultural activity being classified as medium sized, this is easily achievable. There are also questions and concerns surrounding West Lindsey's cultural identity.



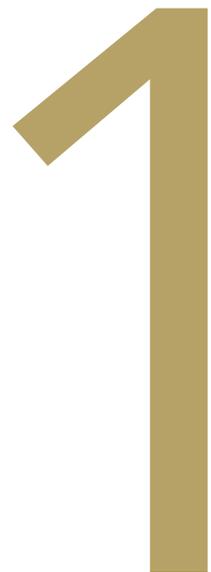
## CULTURAL IDENTITY & POSITION

Here, three key themes are identified that make up the overall identity of West Lindsey in relation to the cultural activity present, and historic and local culture: History & Heritage, Countryside & Farming, and Markets. These key themes are recommended to make up the ongoing efforts to secure an eventful future for the district, in a bid to positively and sustainably impact Civic pride, the building of a legacy, and to reach the current underrepresented community.



### Develop a destination making cultural strategy

Develop a destination making cultural strategy that considers not just how marketing will be conducted, but looks at the **overall fit and purpose of cultural activity** to develop the destination and become more eventful to:



#### Promote Civic Pride & Identity

- Building relationships with the community from the inside out
- Expand on existing strengths with the weekly markets and rebrand to give them an identity and presence
- Continue to support community groups and help to generate cultural content organically

## RECOMMENDATIONS

### Develop a **destination making cultural strategy**

Develop a destination making cultural strategy that considers not just how marketing will be conducted, but looks at the **overall fit and purpose of cultural activity** to develop the destination and become more eventful to:



#### **Build a legacy**

- Through coordinated and holistic marketing and communications, build on one platform that can amplify the cultural content within the district.
- Consider partnership relationships and key stakeholders, giving them a voice and being inclusive.
- Develop a strong events portfolio that has a balanced mix of small, medium, large, special and hallmark events.

## RECOMMENDATIONS

### Develop a **destination making cultural strategy**

Develop a destination making cultural strategy that considers not just how marketing will be conducted, but looks at the **overall fit and purpose of cultural activity** to develop the destination and become more eventful to:

# 3

#### **Reach underrepresented communities**

- Invite the community to participate in generating events through support workshops and groups and ringfenced funding opportunities.
- Ensure the events portfolio includes activity across the district where there are currently gaps.
- Target hard to reach areas with a voice and image they can relate to.