

Arts & Cultural Survey 2024



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Context

Between the 1 October and 8 December 2024 Spelthorne Borough Council consulted with members of the public at a range of events and activities across the summer, to understand what arts, cultural and heritage activities they are currently engaging with and what they might like to see in future.

123 respondents completed the 2024 survey and the data/findings have been presented below. **88%** were residents of Spelthorne.

A similar surveys were carried out by Spelthorne Borough Council in 2021 and 2023. Where possible the surveys have been compared to gain greater insights about our community as well as create a baseline for Arts and Cultural engagement in the borough.

187 respondents completed the 2021 survey.

289 respondents completed the 2023 survey.



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Engagement in 2024

27% of respondents visited an arts and cultural activity in Spelthorne during the survey period

Satisfaction in 2024

100% Strongly Agreed/Agreed they enjoyed the activities they visited

88% Strongly Agreed/Agreed they would like to have more arts and cultural activities locally

94% Strongly Agreed/Agreed activities like these make them feel like it is a good place to live

97% Strongly Agreed/Agreed that the activities were good value for money



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How did you find out about the arts and cultural activity you attended?

Word of Mouth
Website
Email/newsletter
Local Library
Member of a group
Facebook
Spelthorne Museum
Spelthorne Borough Council Communications
Previously attended
Flyers/Posters

Other: newspaper, a meeting, Instagram, can't remember



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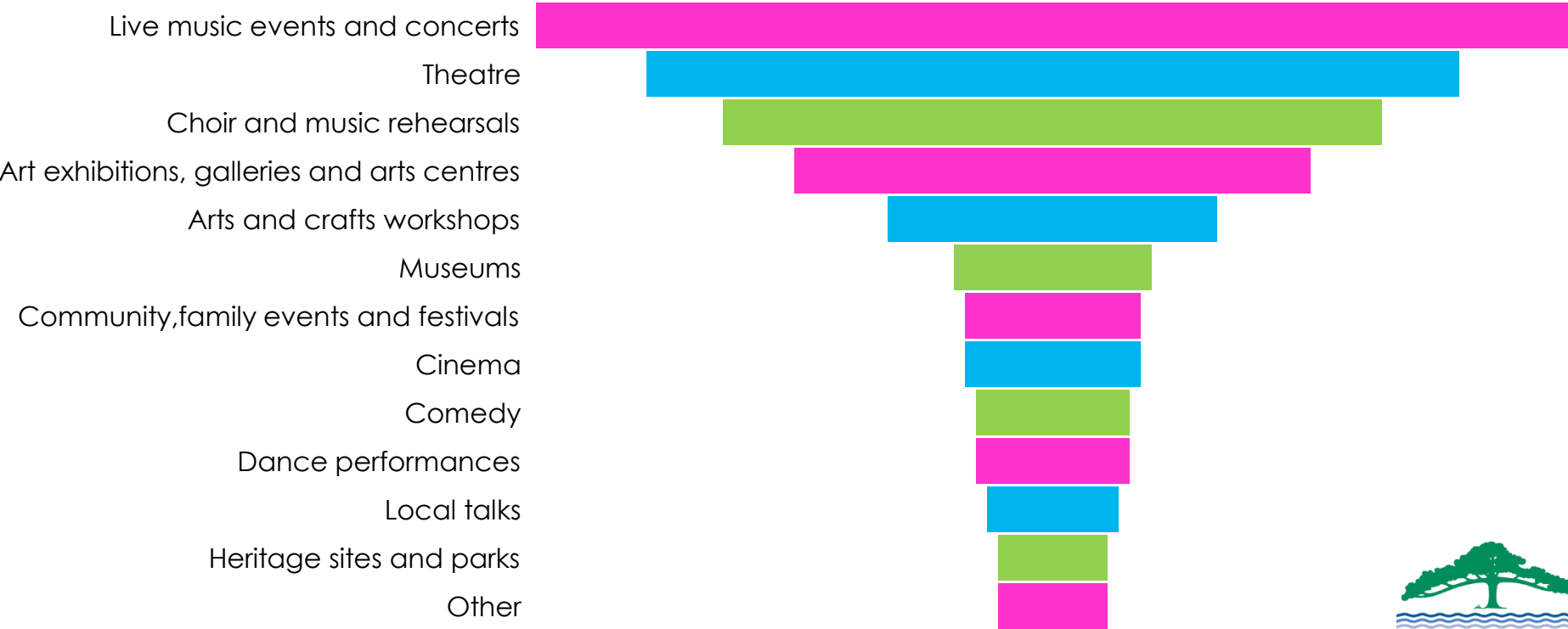
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57% of people said they already attend a regular arts and cultural activity/activities, these included:



We have compared the survey data across multiple years to track any changes:

	2021	2023	2024
When taking part in these activities where do you go?			
Stayed in Spelthorne Often/Quite Often	39%	54%	37%
Went out of the borough Often/Quite Often	87%	65%	29%
I would spend more time doing these activities if...			
There were more offers locally	83%	69%	64%
I had more information about what was available	48%	64%	51%
I had more money	48%	15%	13%
I had more time	32%	26%	20%
The activities were more in keeping with my interests	29%	33%	43%
I had someone to go with	15%	15%	8%
Other (please Specify):	n/a	6%	3%

Other: Accessibility (disability and neurodiverse)



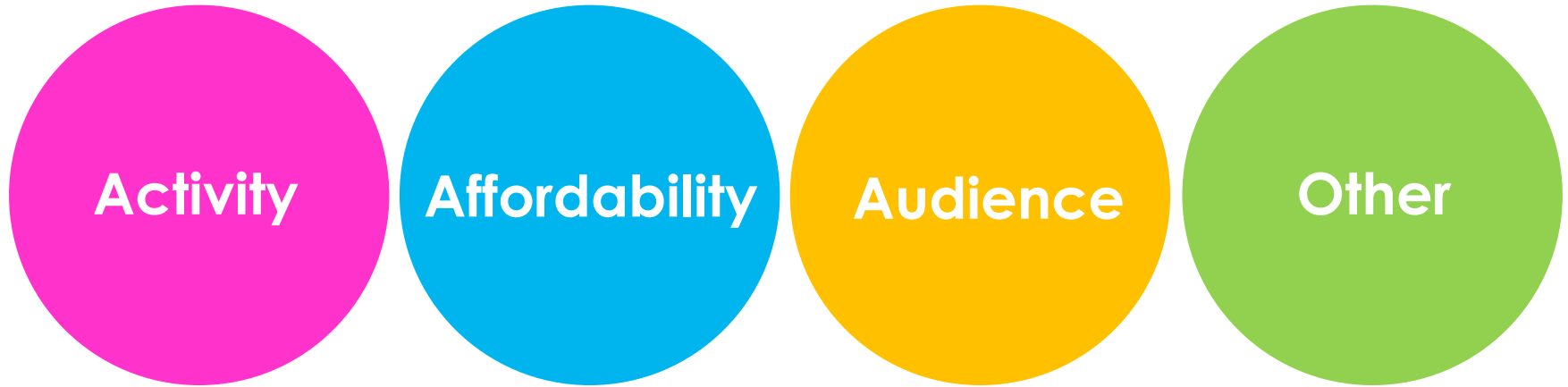
When deciding how to spend your time, what are the <u>THREE</u> most important things to you?	2021	2023	2024
Spending time with family and friends	140 (75%)	191 (66%)	82 (66%)
Having fun	104 (56%)	164 (57%)	74 (60%)
Having new experiences	93 (50%)	158 (55%)	55 (45%)
Being inspired by artists or experts	53 (28%)	102 (35%)	38 (31%)
Forgetting my worries for a while	45 (24%)	63 (22%)	40 (33%)
Meeting new people	43 (23%)	60 (21%)	33 (27%)
Learning new skills	40 (21%)	66 (23%)	18 (15%)
Practicing or expressing my culture	8 (4%)	26 (9%)	4 (3%)
Other (please specify):	n/a	12 (4%)	2 (2%)

Other:

- Affordability
- Accessibility



The 2024 survey asked respondents 'What other Leisure activities would you like to see happening locally?' (e.g arts, culture and heritage activities, sports and physical activities and community activities) 4 themes emerged from the responses:



Activity

'Borough wide arts festival, with workshops, heritage open day events, guided history walks'

'Self defence classes, museum tours, art galleries, a place for a mixture of arts, hospitality and culture'

'Comedy nights, outdoor cinema, more riverside activities, outdoor sport and fitness classes'

'More local skills clubs and showcases of different cultures'

'Events in parks e.g picnic in the park, exercise classes and family trails'

'Sports, climbing and paddle'



Affordability

'Family events, affordable river trips'

'Affordable craft workshops, local history events, afternoon events for lonely people'

'Leisure centres are no longer affordable - more free open days for the community'

'Craft markets that are affordable to sell at, affordable clubs and workshops'

'Free or affordable concerts'



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Audience

'SENDS clubs for young people, more activities for 18-25 year olds'

'Family arts and sports activities'

'Art workshops, dance classes for over 50s, craft workshops that are affordable and accessible'

'Better spread of adult education classes. Activities with grandchildren, crafts classes'

'More cultural sensitivity'

'Affordable craft activities for older people'





3%

An increase in creative spaces e.g Arts Venue, Theatre, Exhibition Spaces

3%

An increase in opportunities for people to perform, exhibit and sell work

3%

Would like to see an increase in outdoor activity

'A concert hall, exhibition space and integrate the museum and a café – for example, the Oast House. A maker's hub with fully kitted out tools, machines and experts on hand'

'More support got local amateur organisations to do more events and involve more people'

'Community art projects that improve the local area. More greening initiatives or small visual improvements like painting fences'



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What does leisure mean to you?



Based on responses from
Survey on Arts & Culture in
Spelthorne 2024

