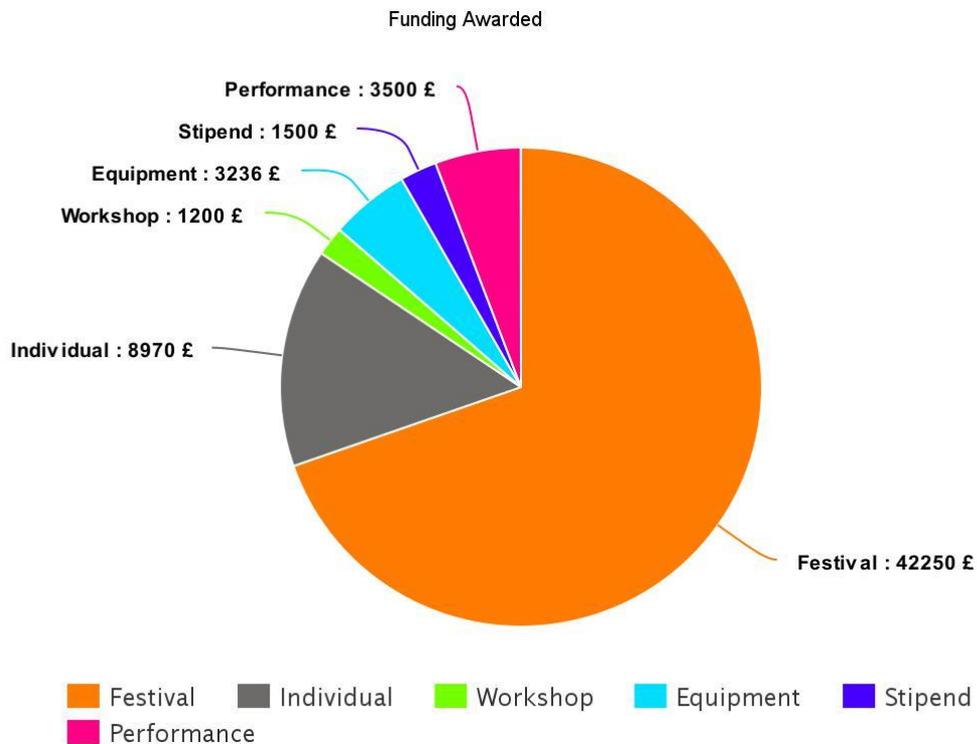


Arts Engagement Quarter One 2016



69.7% towards Festivals

This includes the annual Manannan festival which received £15,500 in funding.

14.8% towards Individuals

Course costs and travel costs made up the majority of the funding provided to individuals.

5.8% towards Performance

Performances included Groudle Glen clifftop concerts and plays at the Erin Arts Centre.

5.3% towards Equipment

Included a mixing desk and projector for the Peel Centenary Centre.

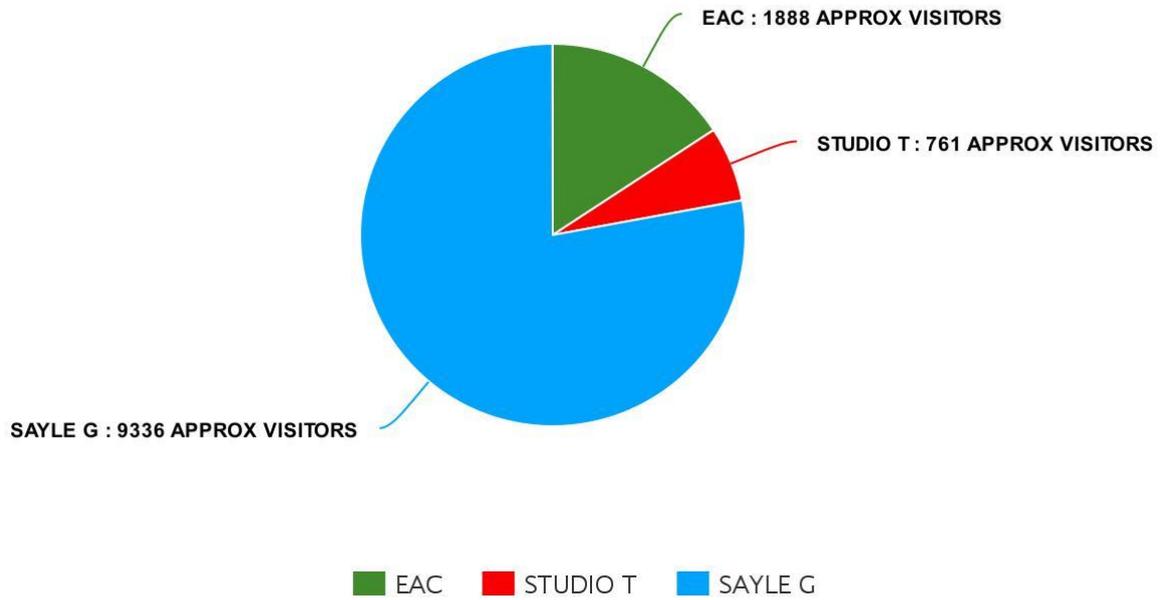
2.5% towards a Stipend

The Manx Bard received all of the £1500 stipend funding.

2% towards Workshops

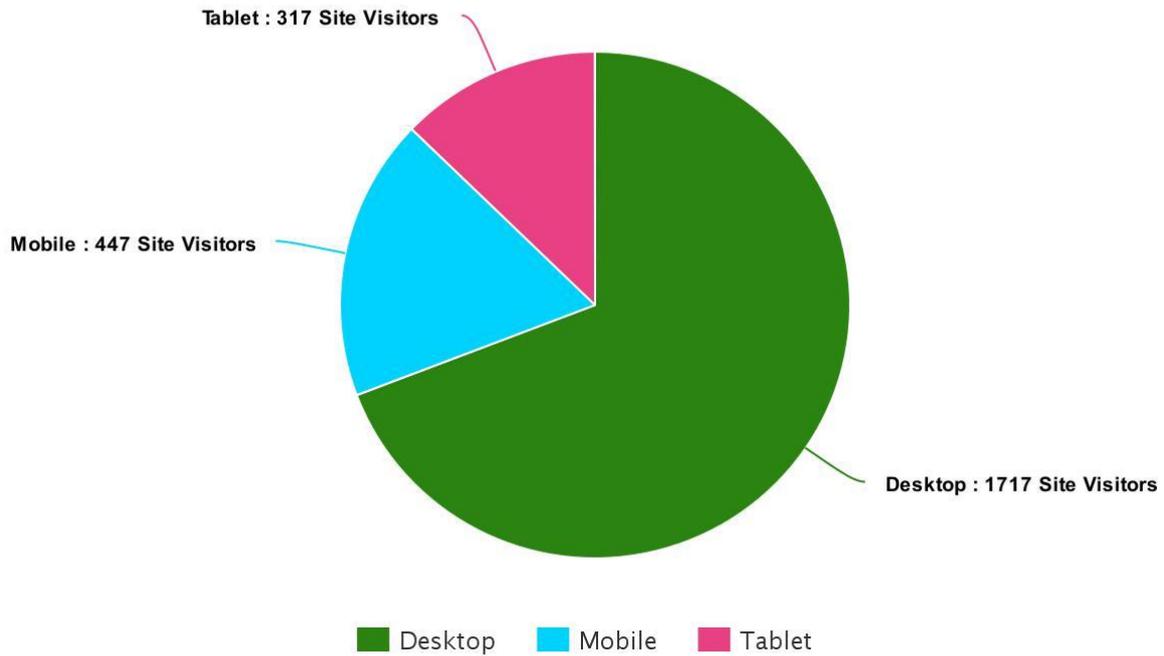
Only two workshops were awarded funding in this quarter.

VENUE VISITORS APR-JUN '16



The Sayle Gallery has the most visitors (approximately) but the people who visit don't necessarily spend money there whereas the Erin Arts Centre and the Studio Theatre's visitors are paying for tickets so revenue is generated from every visitor.

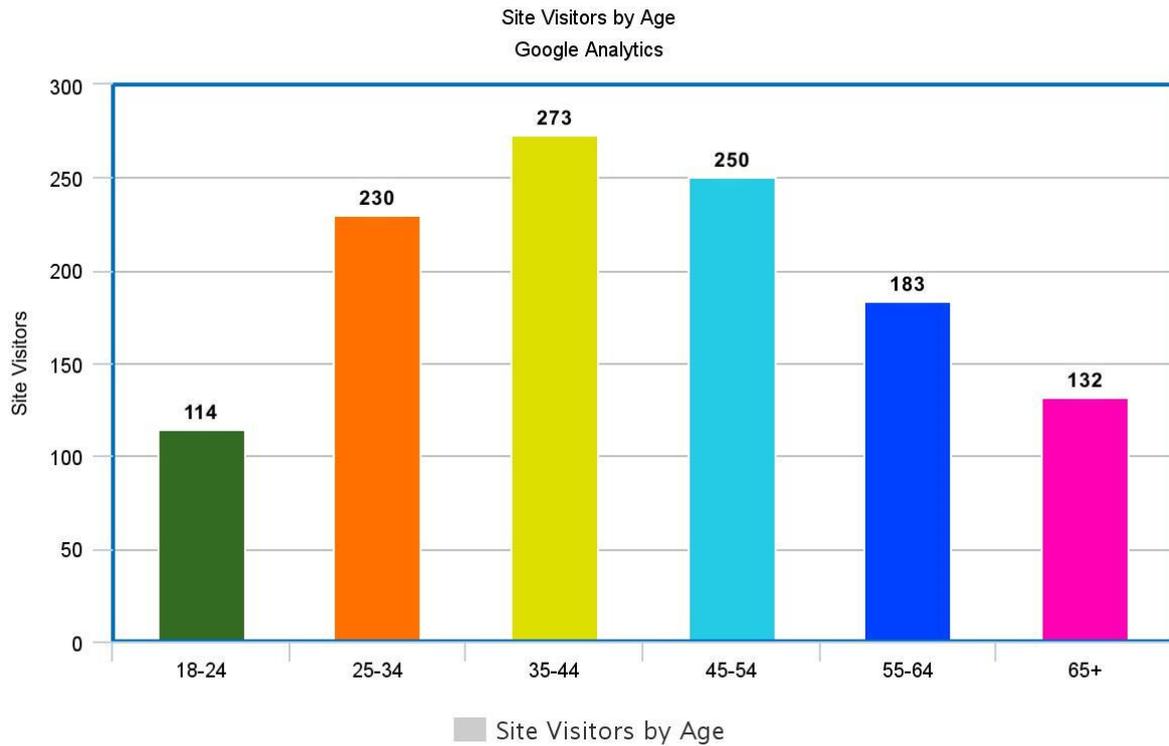
How Are People Accessing the Website?
Google Analytics



Data taken from April 1st to June 30th

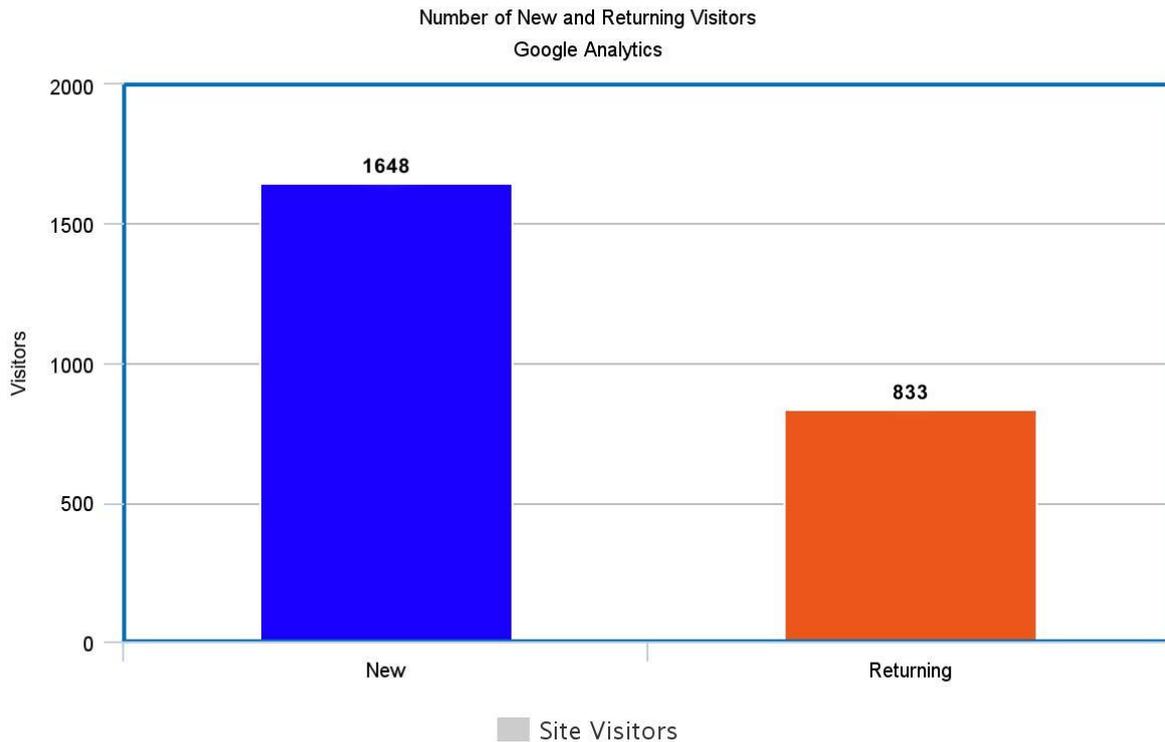
Desktop computers are the most common platform the website is accessed on with 69.2% of the site visitors using this platform. This suggests that the audience are checking the site from home or work rather than on the go.

The data in this graph correlate well with the information in the demographic by age graph. The age group with the least amount of visits to the site is the 18-24 group, the group most likely to use a smartphone to access the site. Older generations are a lot less likely to own a smartphone and so won't be using one to access the site (In 2015 a UK study revealed that only 18% of people over 65 owned a smartphone compared to 87% of 25-34 year olds and 80% of 35 – 54 year olds).



As expected the majority of the visitors are relatively young people.

Google analytics is a fairly reliable source of demographic data. It can determine the age of people visiting the site based on the information they've already given Google in any accounts affiliated with the company (Gmail, Google+, YouTube etc.). If the information isn't already provided it will examine the search engine history of the user (People in the 18-24 age group are more likely to be searching "Kim Kardashian feud with Taylor Swift" on Google than the 55-64 age group).



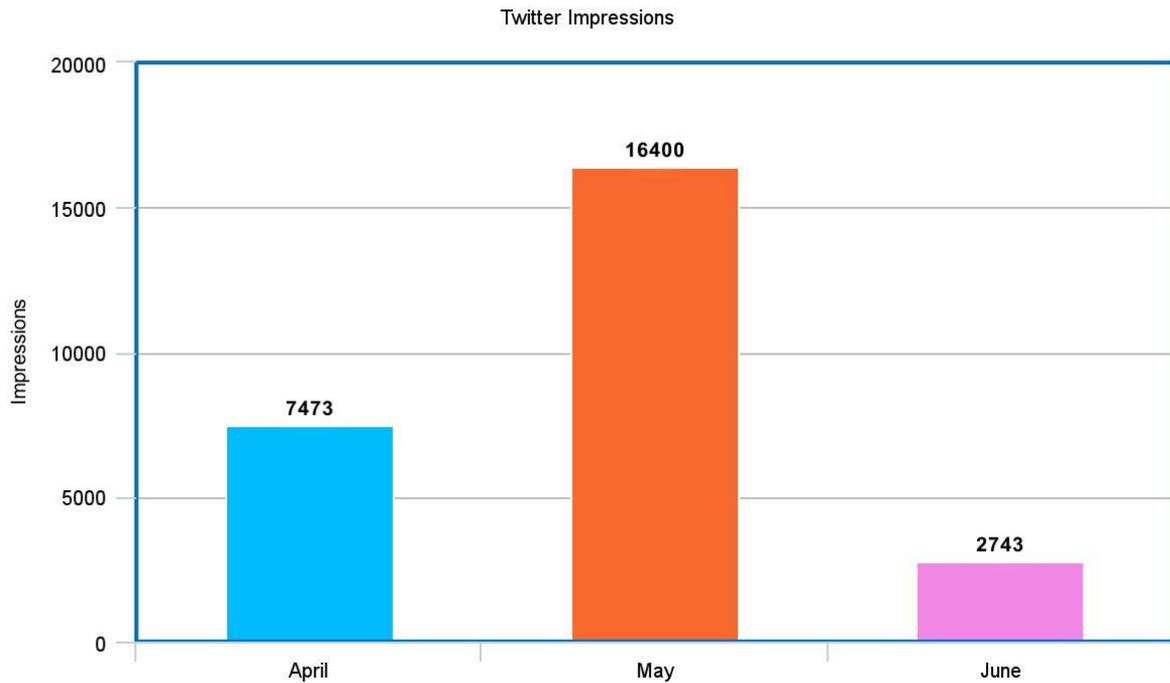
There aren't any figures that tell us how many times those returning are actually coming back to the site so it's difficult to say if these are people who are checking regularly or just a couple of times.

Page ?	Pageviews ? ↓	Unique Pageviews ?
	2,736 % of Total: 100.00% (2,736)	2,205 % of Total: 100.00% (2,205)
1. /	443 (16.19%)	380 (17.23%)
2. /who-we-are/members/geoff-corkish/	136 (4.97%)	72 (3.27%)
3. /whats-on-where/	99 (3.62%)	85 (3.85%)
4. /news/articles/arts-council-appoints-first-patrons-as-it-develops-island-of-culture-2014-legacy/	94 (3.44%)	85 (3.85%)
5. /what-we-do/our-initiatives/theatrefest/	81 (2.96%)	75 (3.40%)
6. /artists/	80 (2.92%)	65 (2.95%)
7. /who-we-are/officers/emma-callin/	76 (2.78%)	43 (1.95%)
8. /www1.free-share-buttons.top	76 (2.78%)	26 (1.18%)
9. /funding/	72 (2.63%)	57 (2.59%)
10. /who-we-are/	65 (2.38%)	57 (2.59%)

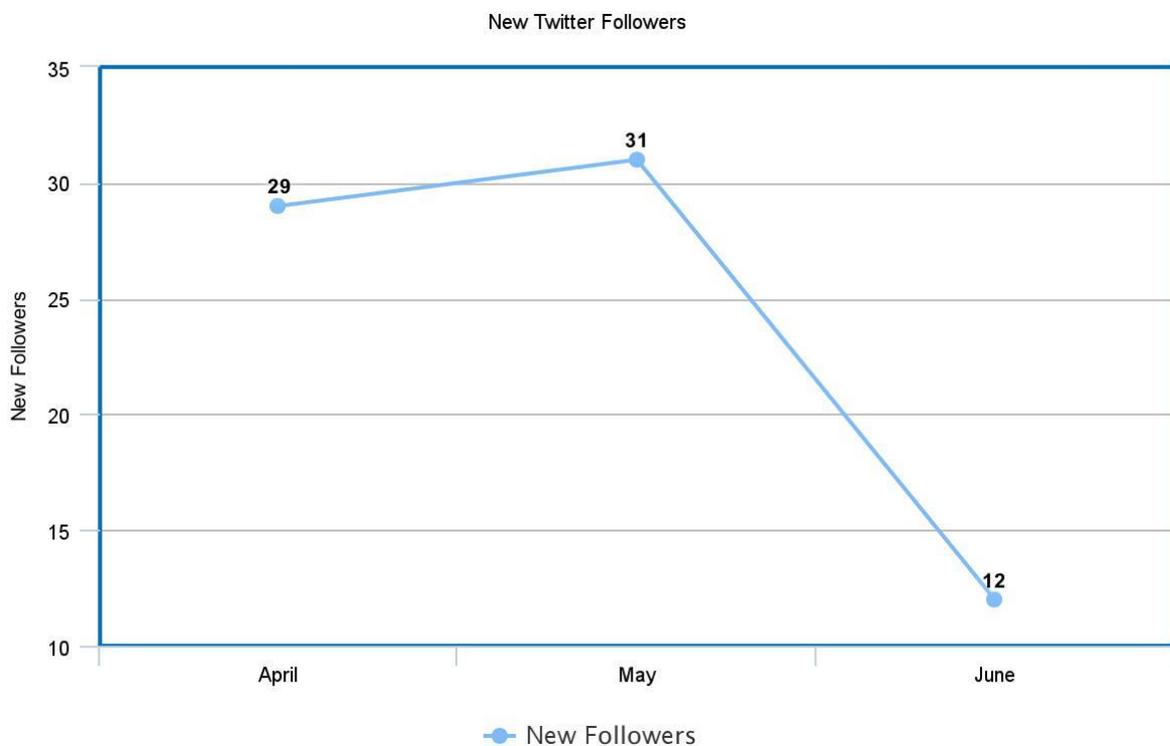
These are the website pages most commonly accessed.

/ is the home page which is the most viewed page (as expected).

It appears that the site is used more to find out information about who to contact in the council rather than to check up on what the council is actually doing.



Huge increase in tweet impressions (tweets seen by people) during May then a drop during June. The drop will be caused by the lack of tweeting actually done in June, 3 tweets were posted compared to 25 tweets in May. The lack of tweeting was due to the departure of the previous Arts Engagement Officer.



The number of new followers dropped significantly after May, as did the number of impressions.