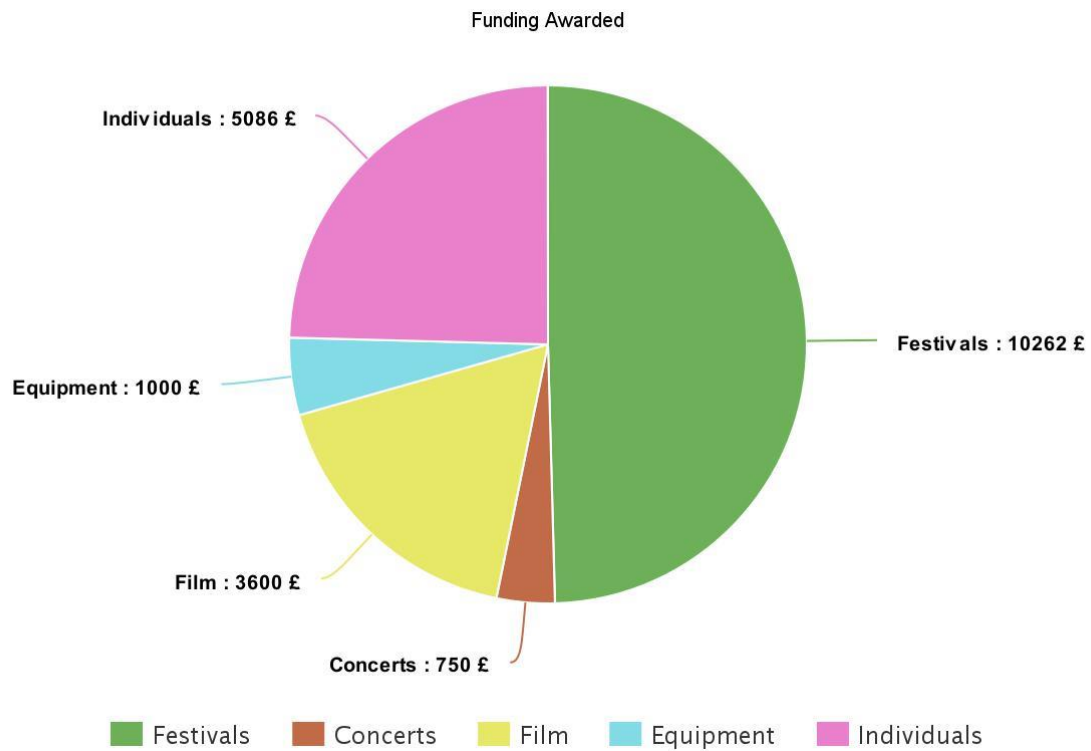
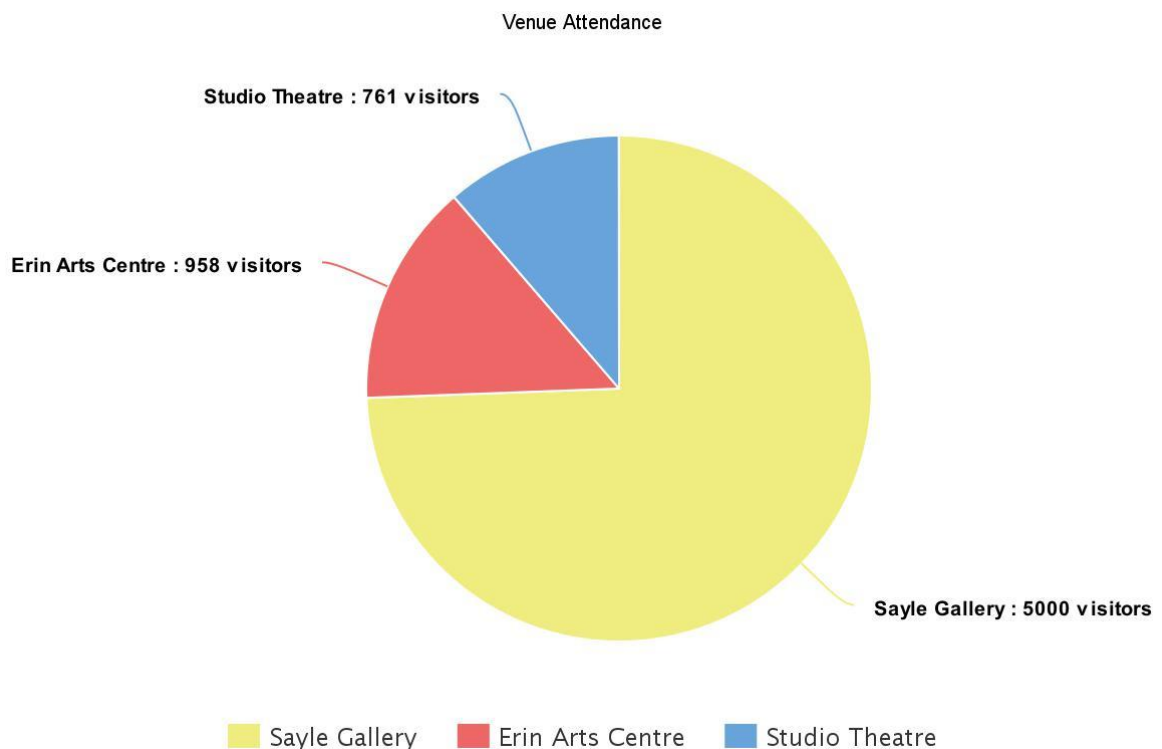
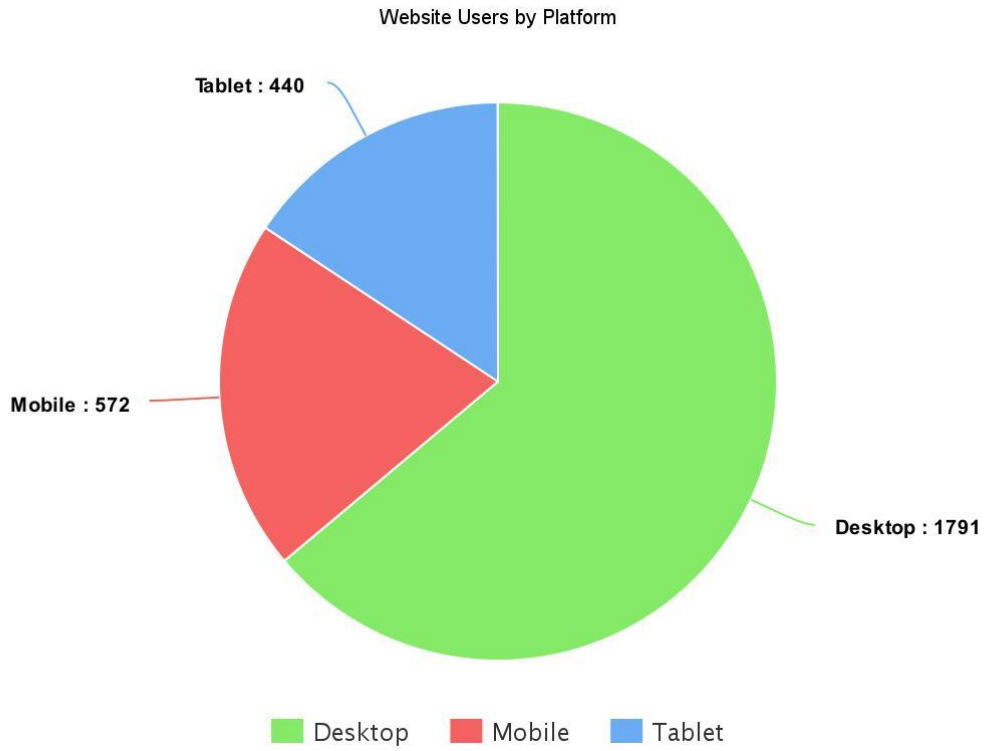


# Quarterly Engagement Report: July/August/September

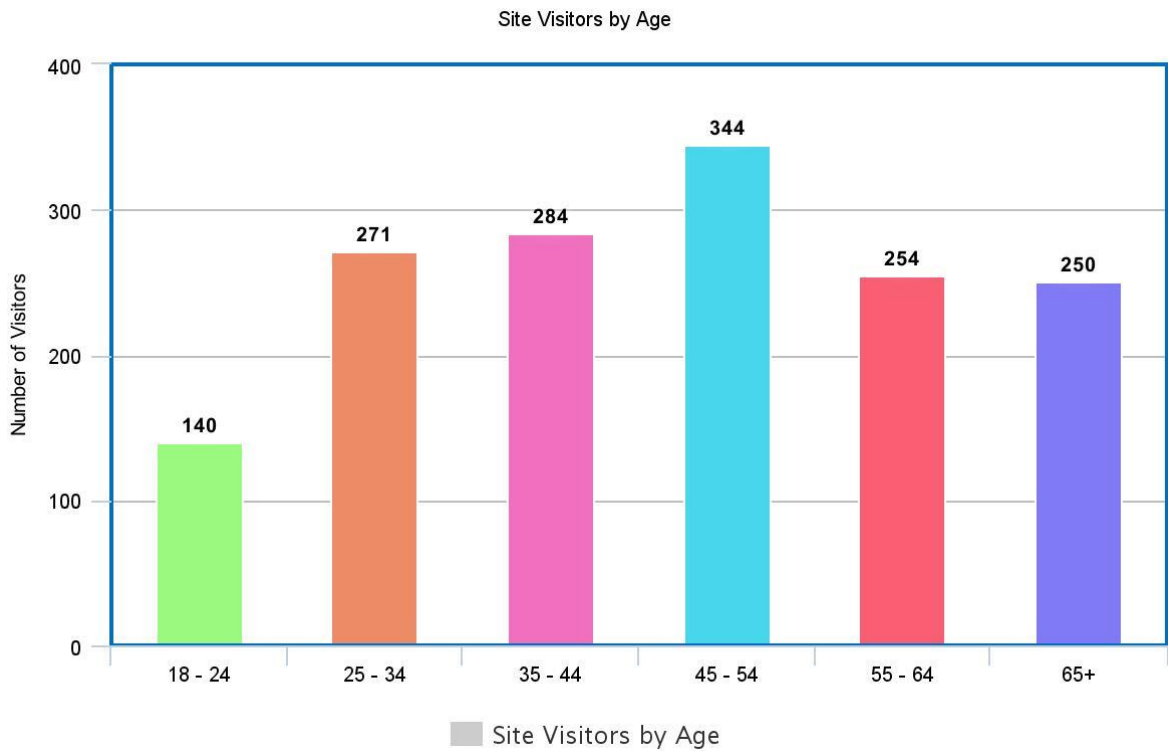


Just like in the last quarter the biggest chunk of funding went to festivals. This included the Isle of Man Film Festival and costs involved in travelling to festivals outside the Island.

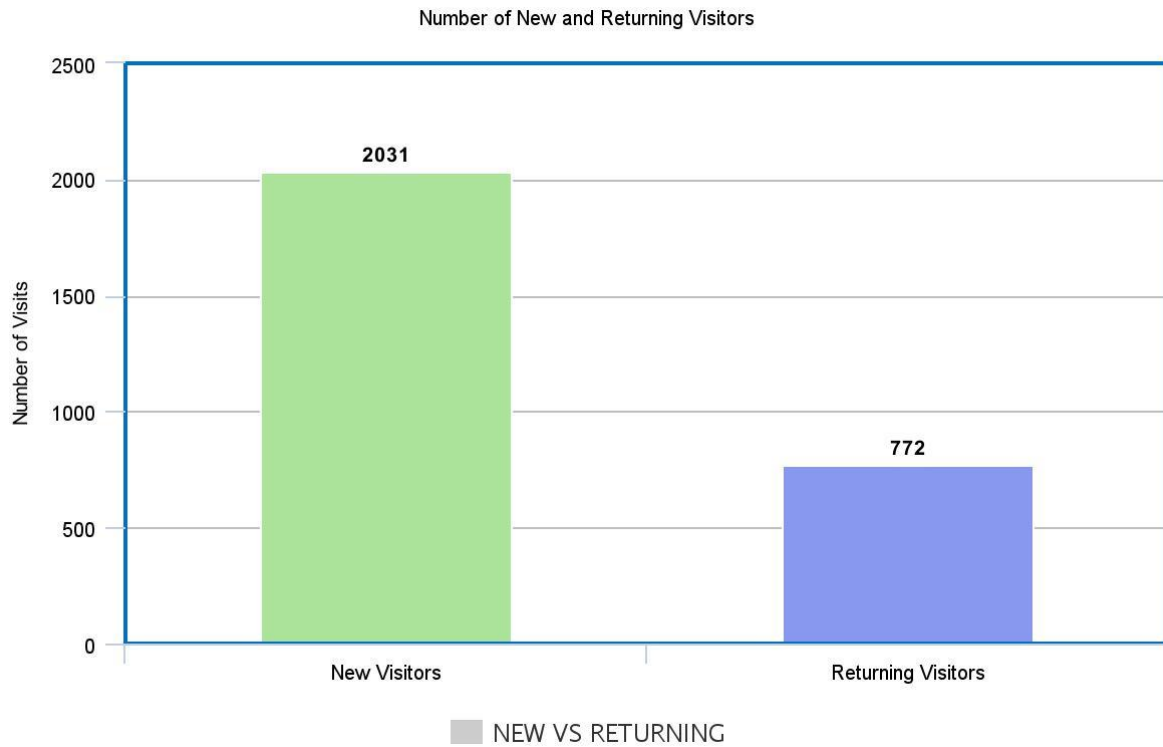




The majority of users are accessing the site via a desktop/laptop computer suggesting they're looking at the site at work or at home rather than on the go.

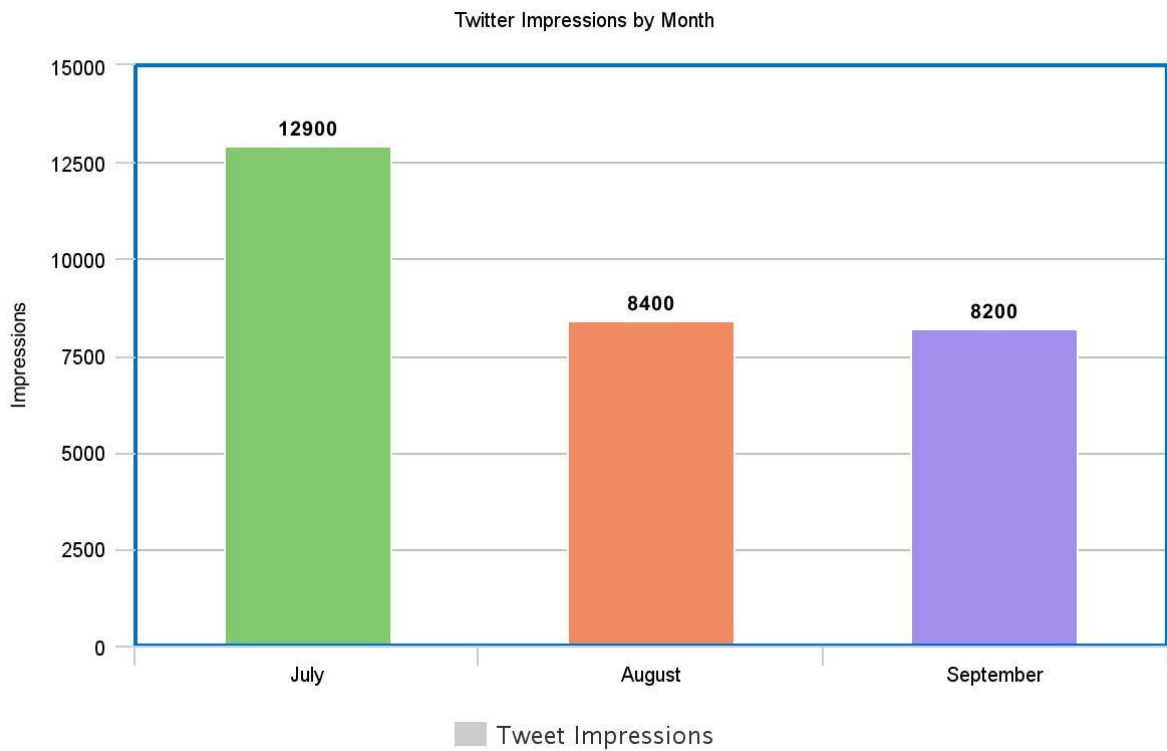


45-54 is the age group using the site most as we would expect. The total number of visits to the site is up by 360: An increase of 30.4%.

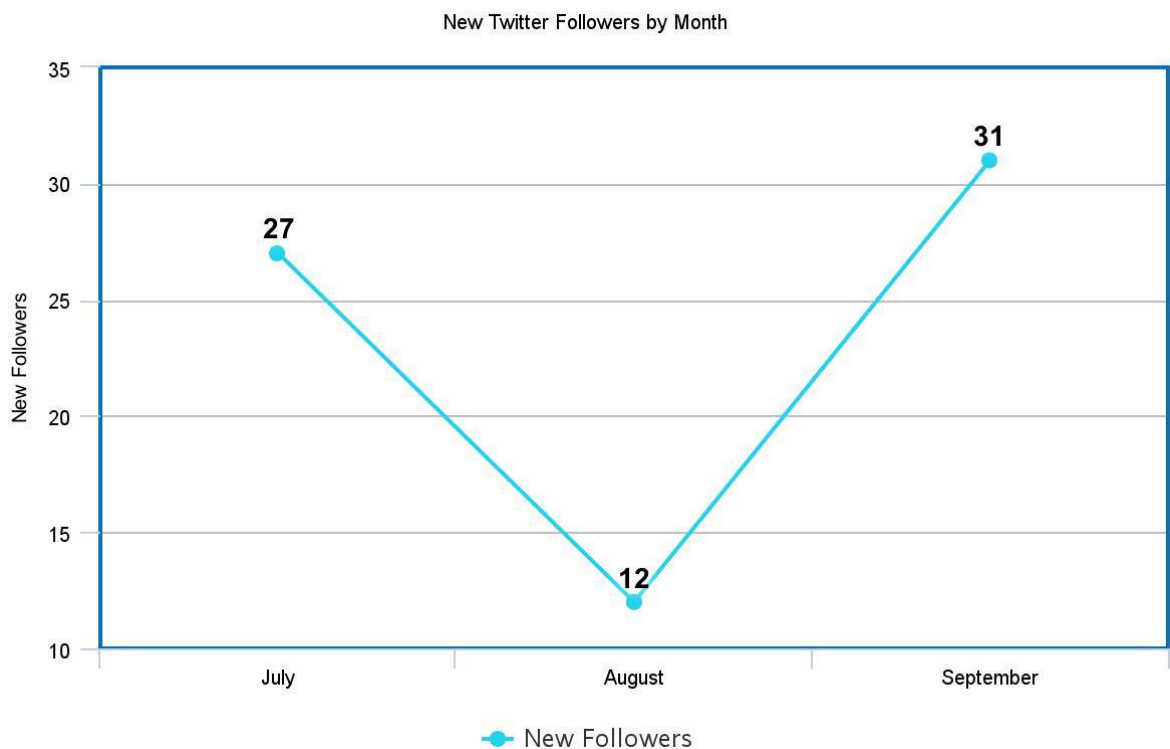


As in the last quarter there are still a large number of site visitors not returning.

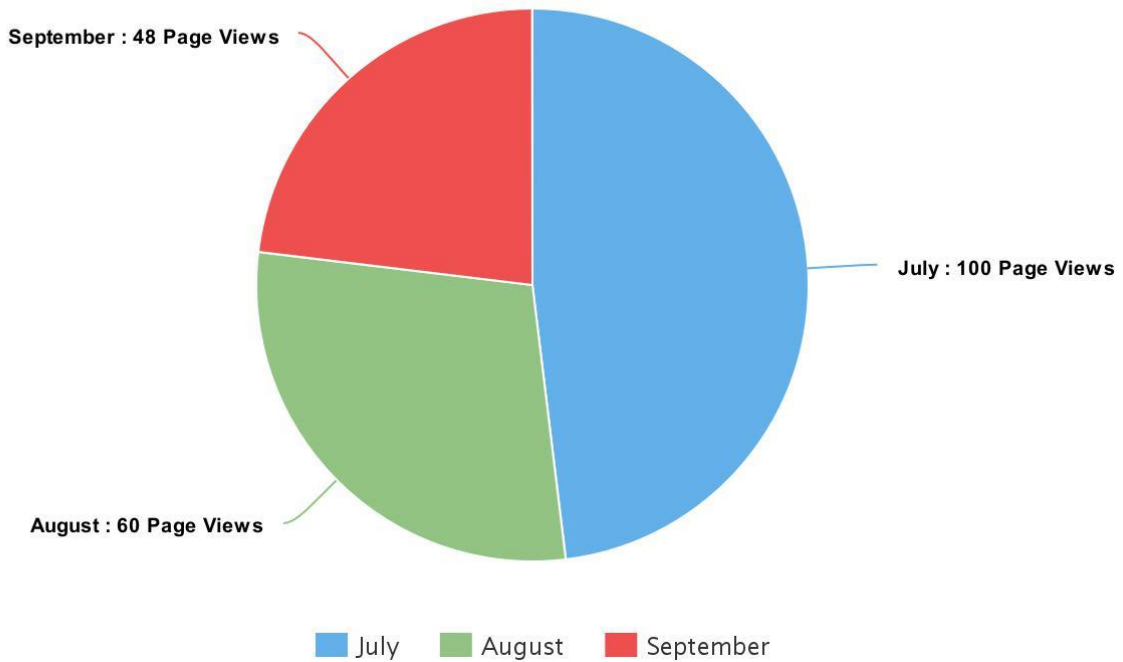
Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	<b>8,850</b> % of Total: 100.00% (8,850)	<b>7,174</b> % of Total: 100.00% (7,174)	<b>00:00:43</b> Avg for View: 00:00:43 (0.00%)	<b>2,803</b> % of Total: 100.00% (2,803)	<b>54.58%</b> Avg for View: 54.58% (0.00%)
1. /	<b>1,396</b> (15.77%)	<b>1,163</b> (16.21%)	00:00:43	<b>1,113</b> (39.71%)	33.69%
2. /who-we-are/members/geoff-corkish/	<b>432</b> (4.88%)	233 (3.25%)	00:00:18	73 (2.60%)	26.03%
3. /whats-on-where/	<b>323</b> (3.65%)	263 (3.67%)	00:01:32	59 (2.10%)	79.66%
4. /what-we-do/our-initiatives/theatrefest/	<b>285</b> (3.22%)	240 (3.35%)	00:02:55	126 (4.50%)	84.92%
5. /news/newsletters/value-of-arts-underlined-a-s-new-arts-council-members-welcomed/	<b>253</b> (2.86%)	236 (3.29%)	00:01:05	226 (8.06%)	88.50%
6. /who-we-are/	<b>252</b> (2.85%)	208 (2.90%)	00:00:29	22 (0.78%)	45.45%
7. /funding/	<b>246</b> (2.78%)	203 (2.83%)	00:00:25	51 (1.82%)	17.65%
8. /who-we-are/officers/emma-callin/	<b>235</b> (2.66%)	139 (1.94%)	00:00:17	13 (0.46%)	46.15%
9. /news/	<b>230</b> (2.60%)	174 (2.43%)	00:00:36	29 (1.03%)	51.72%
10. /artists/	<b>213</b> (2.41%)	182 (2.54%)	00:00:36	78 (2.78%)	46.15%



There's a steady drop in Twitter impressions (number of people who have seen tweets from the AC Twitter). There were more tweets posted in August/September to promote Theatrefest so the lack of impressions is unusual. There was a large increase in followers in September at the time that Theatrefest was being heavily promoted.

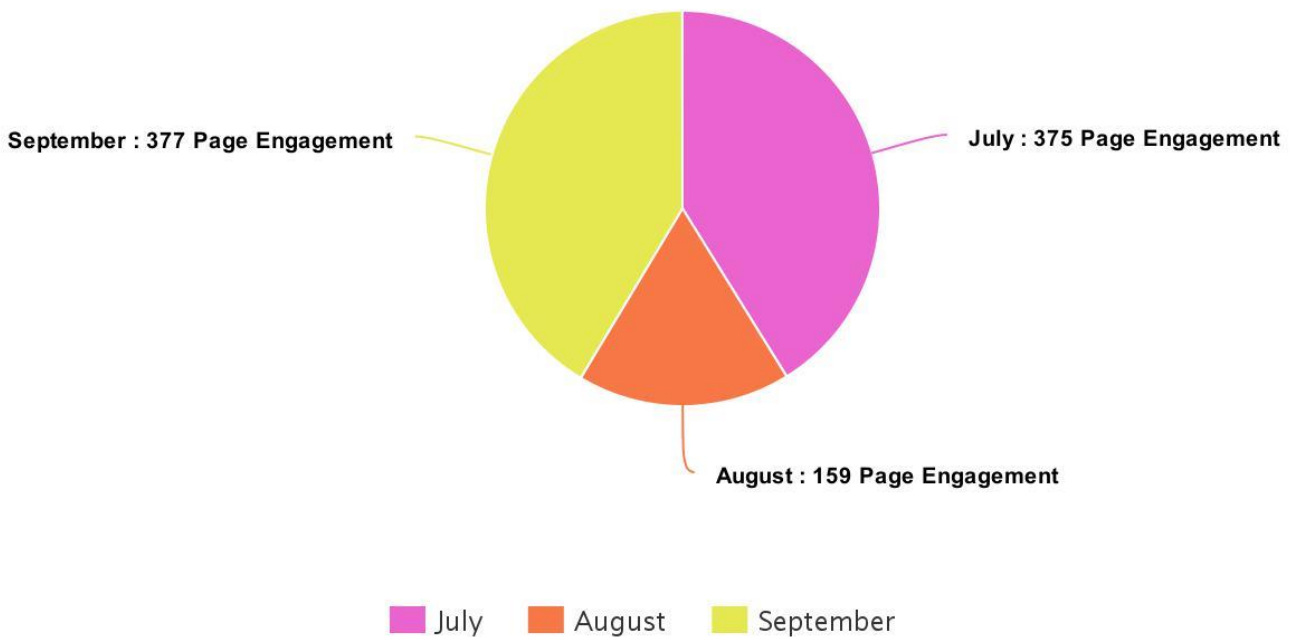


Facebook Page Views by Month

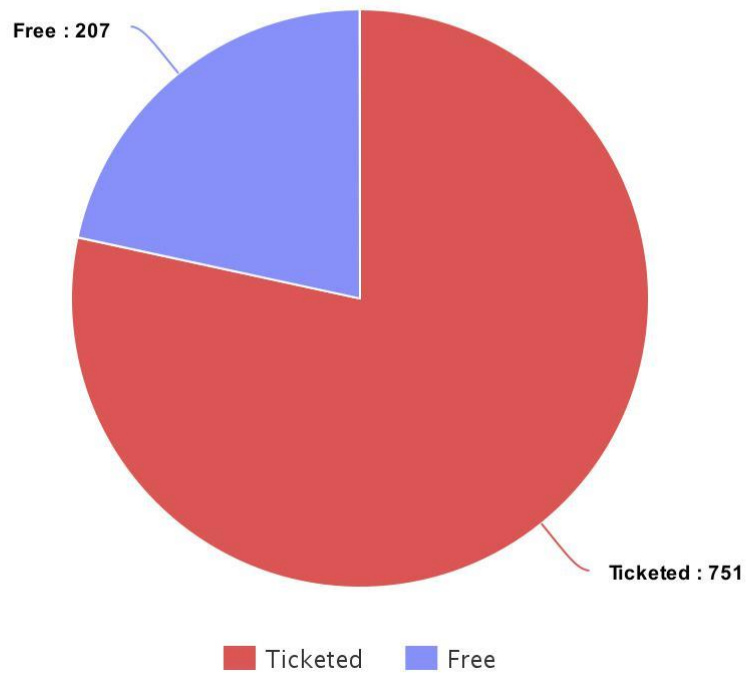


There are more people seeing the posts from the 'Isle of Man – Arts Council' Facebook page than are actually visiting the page. As long as people are seeing the posts I don't see this as a problem.

Facebook Page Engagement by Month

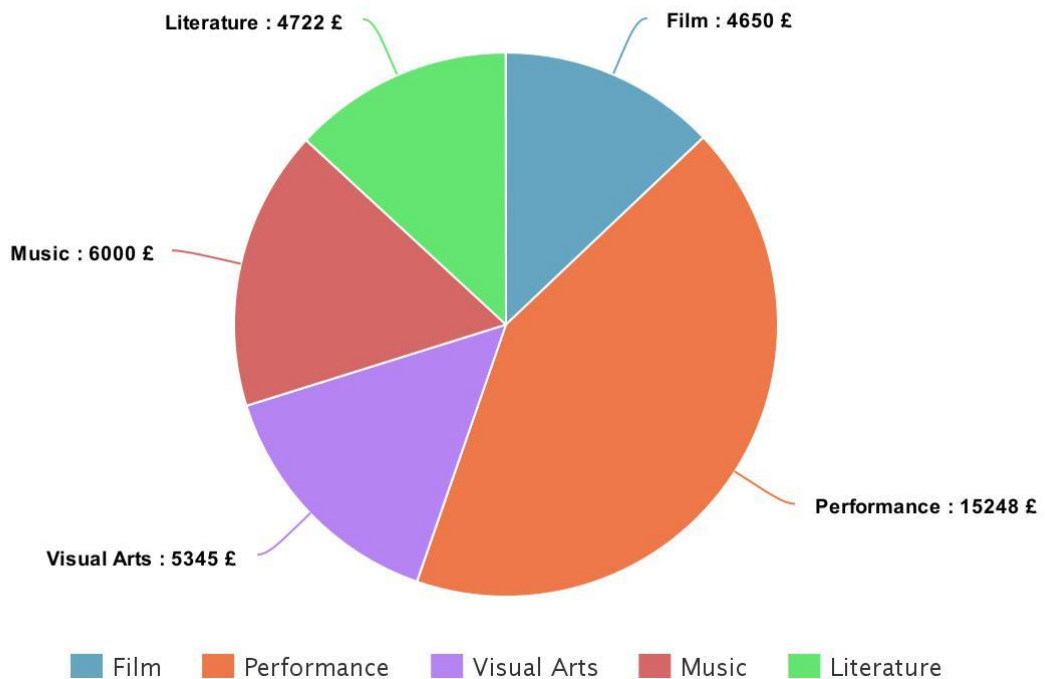


EAC Attendees by Ticketed/Free Entry



The majority of people going to the Erin Arts Centre were buying tickets. Ticket sales equalled £9,806 in this quarter. The majority of this income comes from the EAC live screenings.

Funding by Art Area



The majority of funding goes to performance based art (drama, dance, musical theatre etc). A lot of this funding is support for students at dance/drama schools however.

## Theatrefest '16 – John Young Workshops

Five out of seven feedback forms were returned for the John Young workshops. Three said that communication prior to the workshop was excellent; one person said it was good and one said it was just satisfactory.

The satisfactory respondent suggested improvements in communication could be made by:

- Confirming times and dates earlier
- More details of workshop content beforehand
- Information about Theatrefest concessions sent before the workshop.

When asked what the most valuable aspects of taking part in the workshops were responses included:

*"John has a refreshing attitude towards young people and was full of anecdotes about his time as a member of the MNYT which gave heart to the group. He was clever and very inventive as the size of the group (over 30) and the very different age range meant there was a wide range of abilities for him to reach. He managed very well and it was a pleasure to have him here."*

*"Demonstrating that drama can be both productive and fun. Re-inforcing that drama is a disciplined activity."*

*"A totally new/unusual experience. Life is full of twists and turns and a session like that was a totally new and worthwhile challenge. For the most part though, it was valuable because it was fun."*

All together around 265 people attended these workshop events.

