

A Vision for the Cultural Future of Southend.

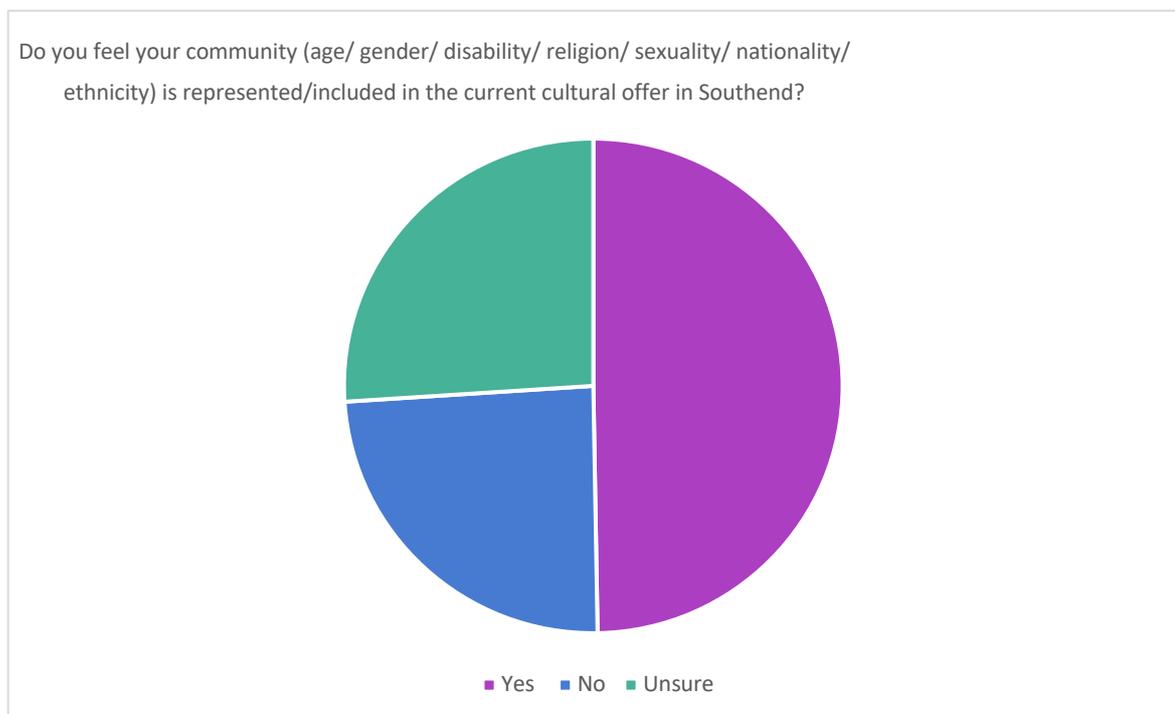
A total of 749 people accessed the campaign which ran from 30th January to 31st March 2020, being extended a further week to close on 7th April 2020.

The consultation was promoted across social media and was available online and in a hardcopy format if requested.

Please note - not all respondents participated or responded to every question.

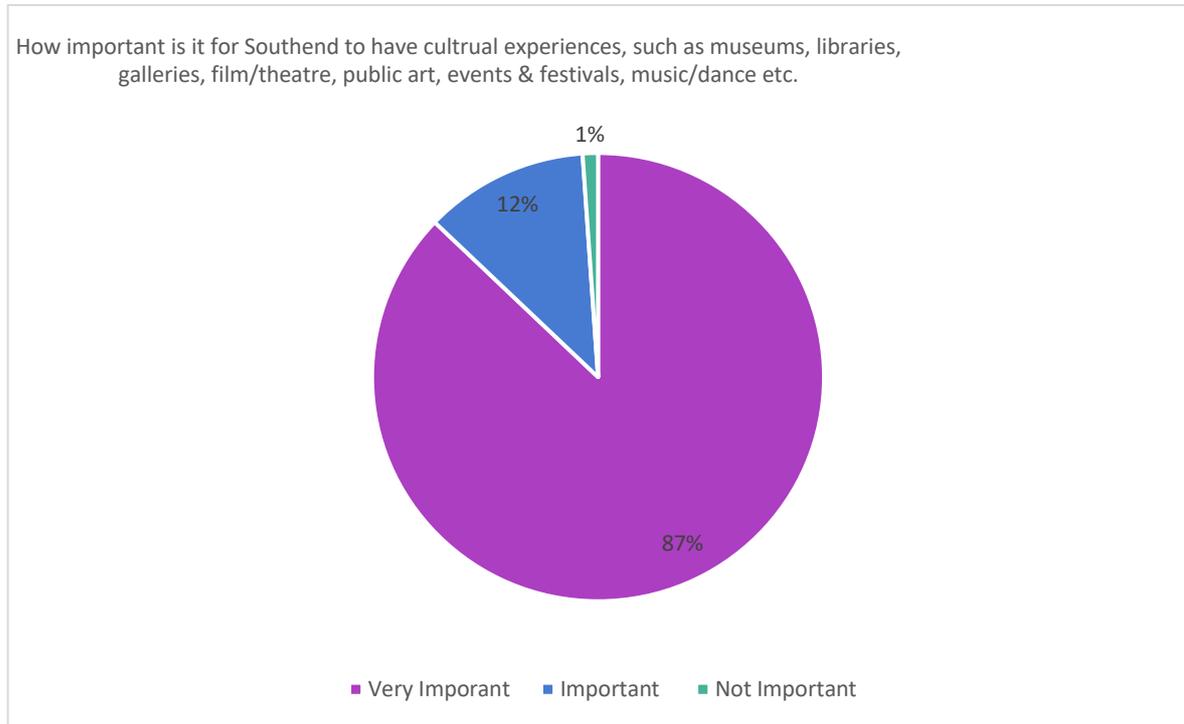
2 Do you feel your community (age/ gender/ disability/ religion/ sexuality/ nationality/ ethnicity) is represented/included in the current cultural offer in Southend?

This was a single response and was answered by 735 respondents with 50% stating this was the case.



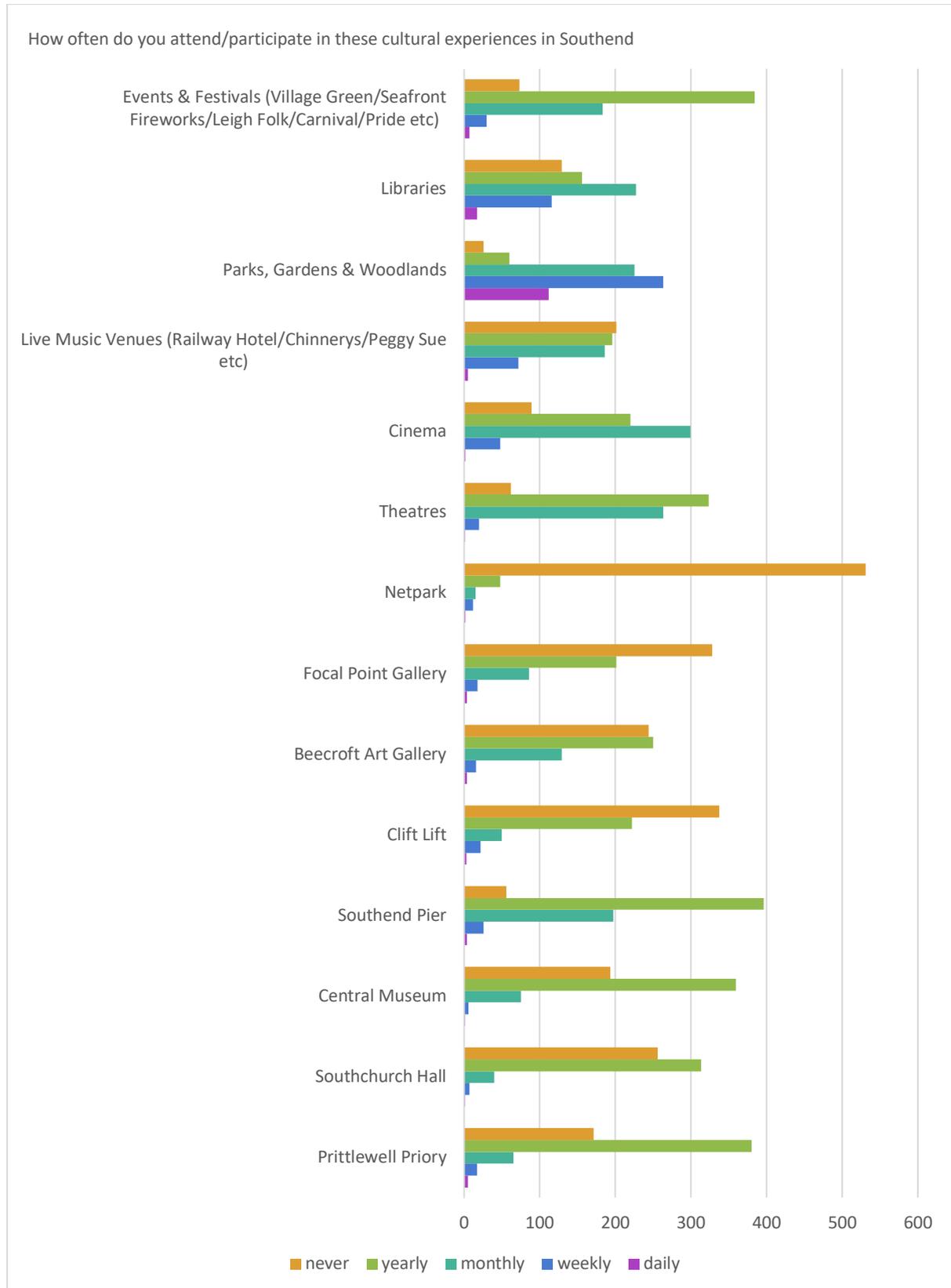
3 How important is it for Southend to have cultural experiences, such as museums, libraries, galleries, film/theatre, public art, events & festivals, music/dance etc.

This is a single response question and was answered by 732 respondents, overall 87% identified that it was very important.



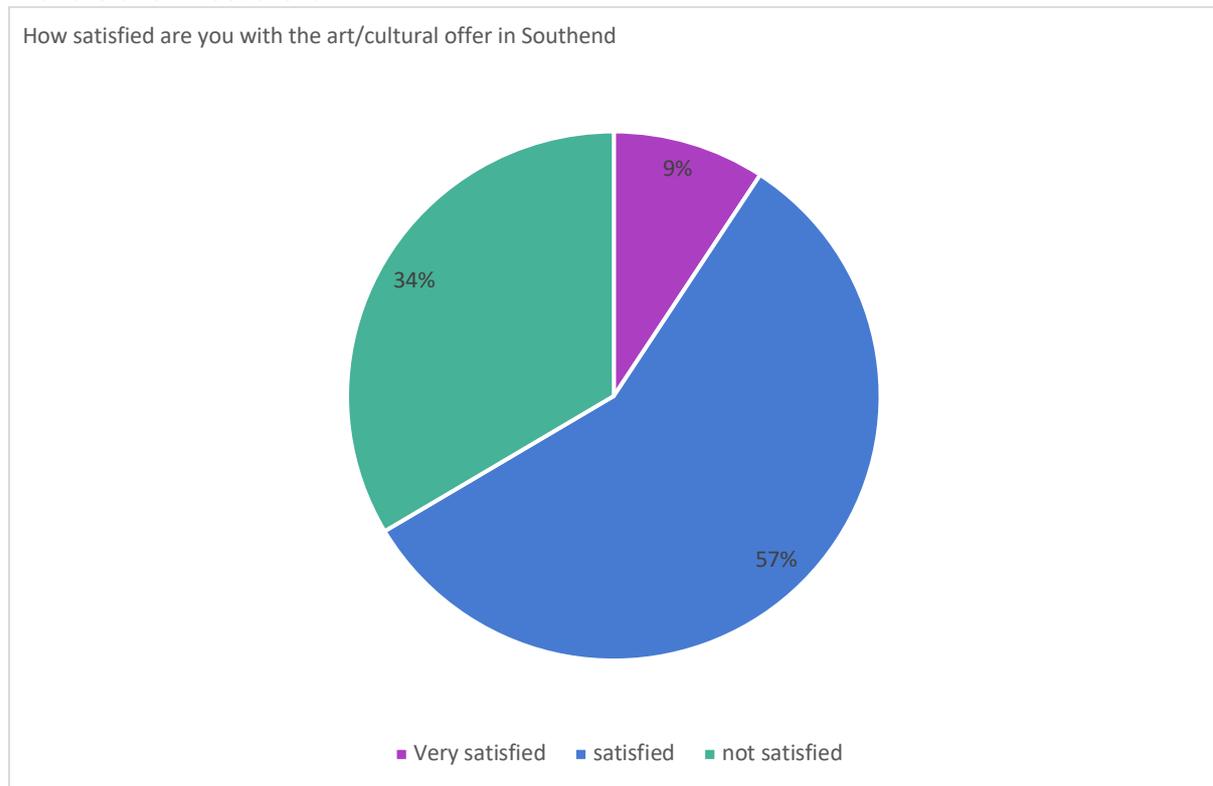
4 How often do you attend/participate in these cultural experiences in Southend

The overall picture is that a majority of those that responded visit monthly or yearly, to various places except for parks & gardens, and libraries which were visited weekly



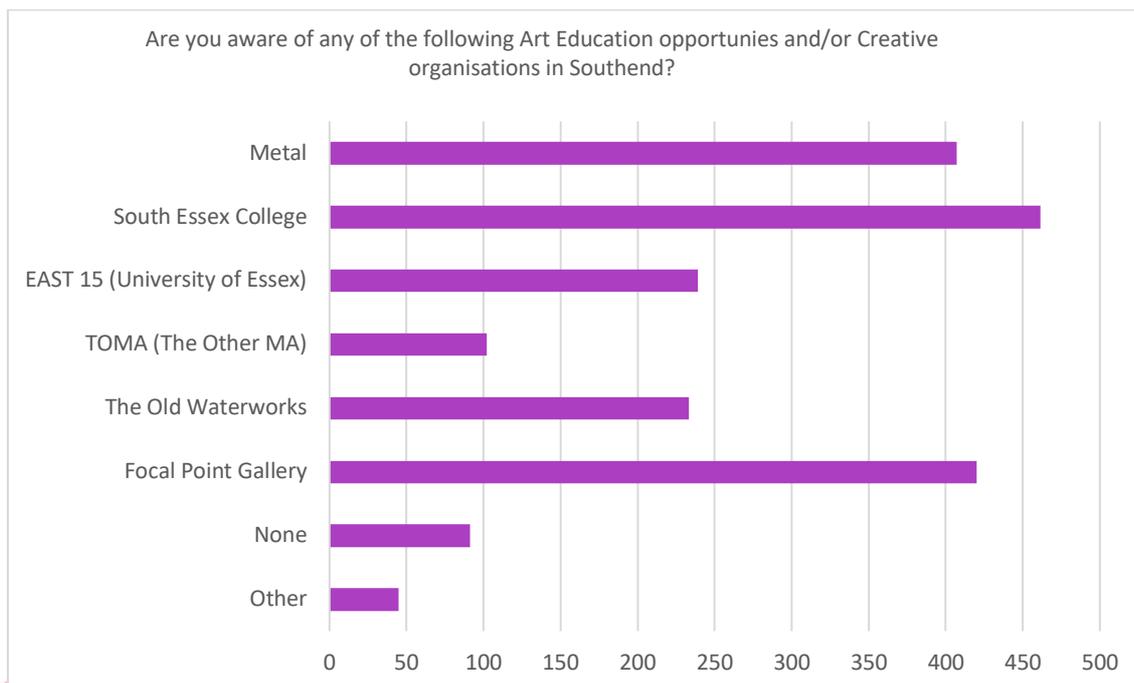
5 How satisfied are you with the art/cultural offer in Southend?

This was a single response question and 690 respondents answered with 57% were satisfied with the offer in Southend.



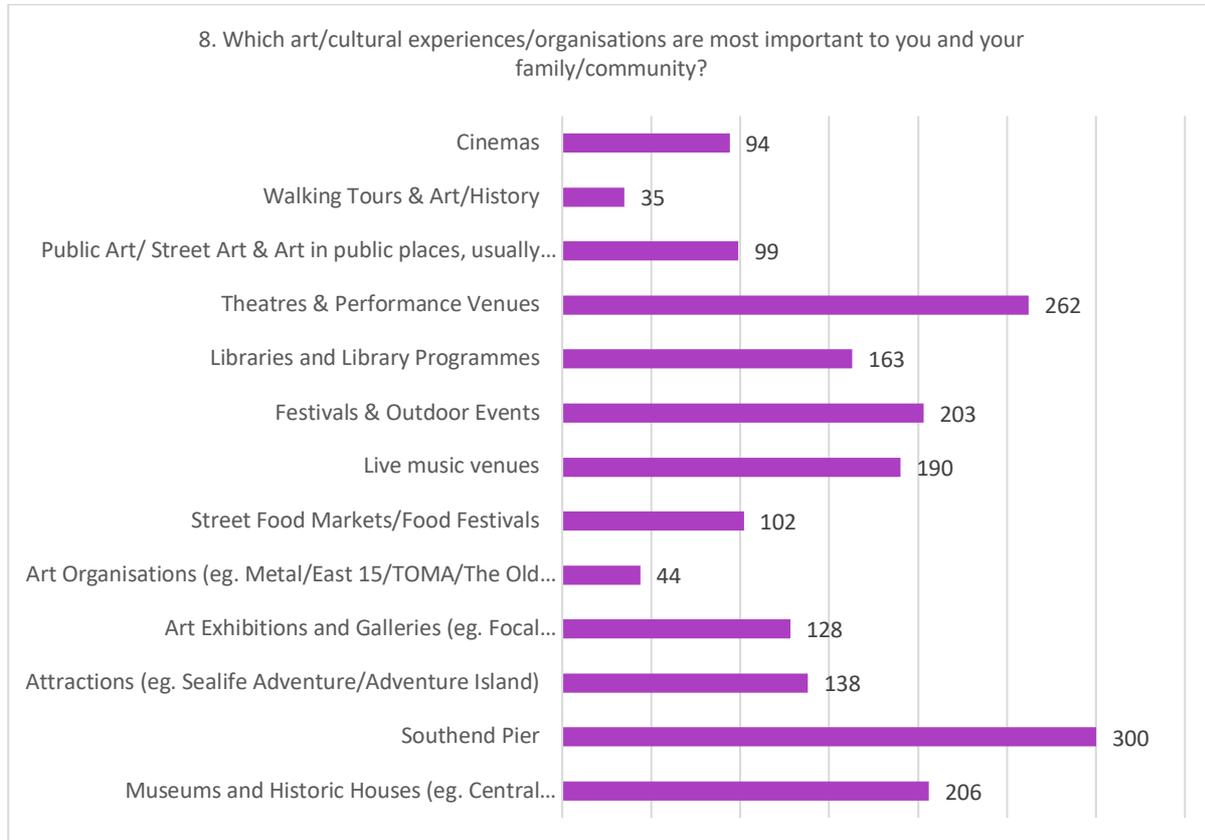
7 Are you aware of any of the following Art Education opportunities and/or Creative organisations in Southend.

67% of respondents are aware of South Essex College, closely followed by the Focal Point Gallery with 13% identifying that they were not aware of any of them.



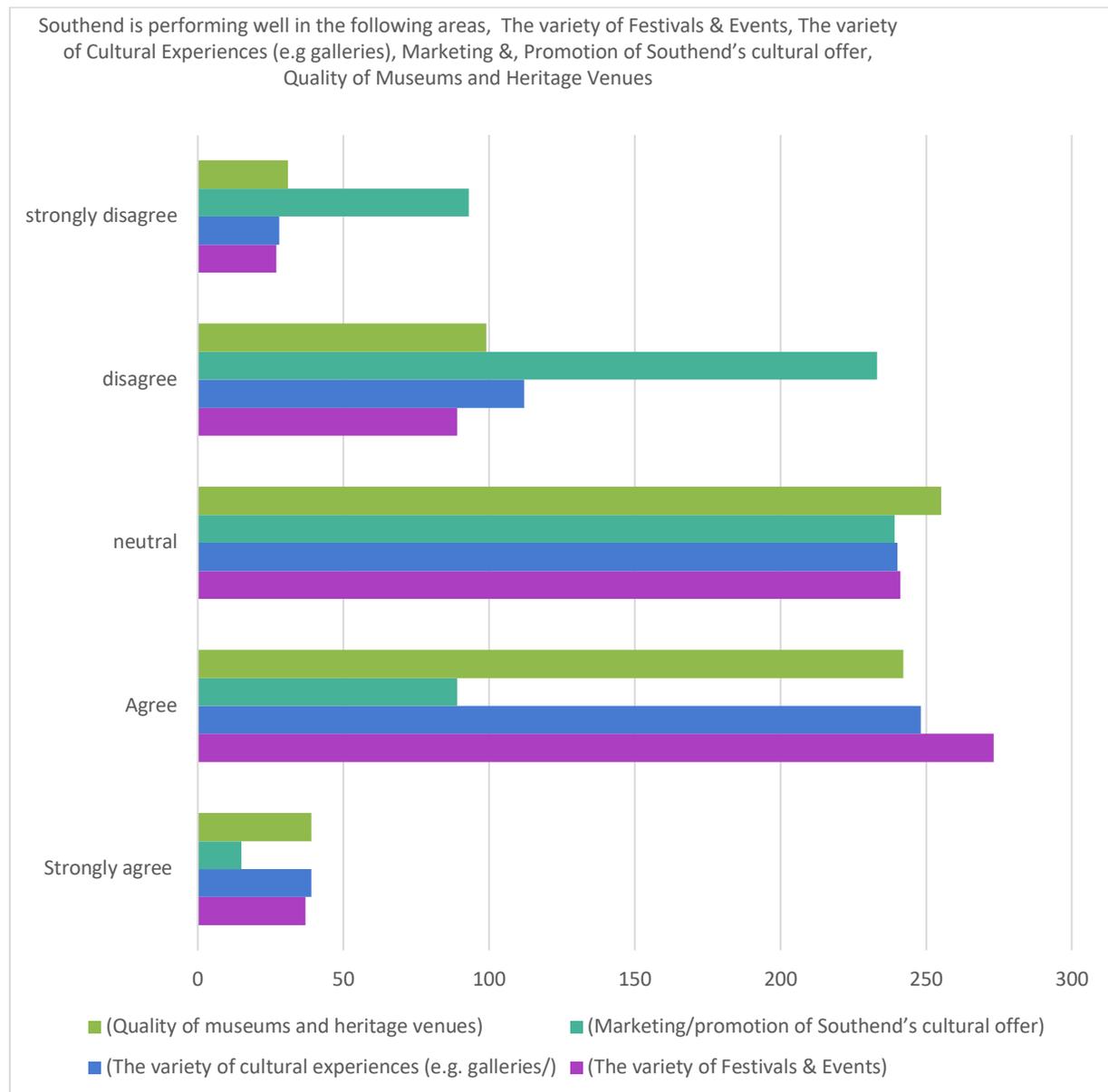
8. Which Art/cultural experiences /organisations are most important to you and your family/community.

This was a multiple response 44% identified Southend Pier as most important followed by Theatres and performance venues at 38%.



9. Southend is performing well in the following areas, The variety of Festivals & Events, The variety of Cultural Experiences (e.g. galleries), Marketing &, Promotion of Southend’s cultural offer, Quality of Museums and Heritage Venues

Of those responding most agree that Southend is performing well in the variety of festivals and events and in the quality of the museums and heritage venues. However, the Marketing and promotion of what is on offer requires improvement given the responses received.



10. If available, which of the following art/cultural experiences should be priorities for funding from Southend Council

The was a multiple response question and the top three

65% identifying Festivals and Community Events should take priority, closely followed by Preserving and celebrating heritage sites at 62% and 55% through celebrating local culture, history and artists.

