**Introduction to Customer Profiling Tool**

Following the release of 2011 Census data early in 2013, Hull City Council developed a bespoke customer profiling model for Hull. This model segments the resident population into 13 sub groups – each with their own distinct socio – demographic characteristics. Linking this model to key datasets allows council services and partners to develop a deep understanding of the behaviours, attitudes and needs of different citizens within the city.

The segments were developed by carrying out cluster analysis with 52 key census variables, specially selected as being most relevant to the population in Hull. Postcoded data can then be matched to these segments, building on top of the socio – demographic information with real local attitudinal and transactional data.

**Arts and Culture Segments**

This document provides a bespoke version of the customer profiling model specifically centred on arts and cultural engagement and participation. With 2017 City of Culture in mind, and working closely with Roots and Wings, Culture Company, Freedom Festival, Hull City Council services and external organisations and partners; the information in this document has been designed to identify the differences in attendance, participation and engagement as well as behaviours, attitudes and preferences at arts and culture provision.

The aim is to assist:

- Understand what makes audiences in Hull tick
- Find the best-fit audiences in your database by targeting specific areas
- Find new audiences in your catchment area
- Pinpoint more audiences like your current ones to extend reach
- Know how to appeal to a more diverse range of audiences
- Spot opportunities to collaborate with neighbouring or partner organisations
- Improve access by understanding different barriers for different audiences
- Plan with colleagues across your organisation to create experiences for different kinds of audiences
- Create and target your communications more effectively
- Profile you online and live visitors using the same segmentation
- Used for advocacy purposes to help make your case to stake holders

This document includes:

- A map of Hull and its 13 segments
- A breakdown of the population at ward level by the 13 segments
- An overview of each of Hull’s 13 segments; specifically focussed on arts and culture

**Data Sources**

Whilst the data used to create the original customer profiling tool was taken entirely from the 2011 Census, these profiles draw heavily on the Audience Spectrum profiles and work which was done identifying correlations between these two profiling tools. More information on the Audience Spectrum profiles can be found here: [http://audiencefinder.org/audience/audience-spectrum-summary](http://audiencefinder.org/audience/audience-spectrum-summary) and each profile in this document identifies it's most closely correlated Audience Spectrum profile(s).

Additional information is also included from Hull City Council, Freedom Festival, Hull Truck Theatre, Sports England, KC, Experian and People’s Panel.
NB: Shaded areas represent areas of low population density e.g. industrial areas, commercial areas and areas of green space.
### Total Population of Ward by Customer Segment

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Pensioners in Small Public Rented Flats

- Mostly single pensioners (aged 65+) living in social rented sheltered or specially adapted accommodation.
- Poor health is a particular issue – a high number report their health as bad and experience a LLLT or disability.
- Tend to believe that the arts are no longer important or relevant to them.
- Often excluded from many activities due to health, access and resource barriers.
- Engagement is largely participatory – crafts, knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

Key Wards:
- Ings
- Derringham

Key Neighbourhoods:
- Ings
- Derringham North
- Boulevard
- Anlaby Park
- Greenwood South

KEY OPPORTUNITY:
Their current propensity to engage is low. However, given their past enjoyment of a range of arts and cultural activities, some may well enjoy the arts again if the barriers that prevent them from taking part can be addressed through tailored activities.

Lifestyle

- Household Income: £22,751

- The vast majority are retired, and living on relatively low incomes.
- Few people in this group entered higher education, with a larger than average proportion having no formal qualifications.
- A significantly high proportion of this group have long standing health problems, for which regular care and / or support is required.

Interests

- A small proportion may attend arts events once a year or less often, and when they do it is most often for popular or mainstream events. It is very seldom they will be found at contemporary or culturally specific events.
- For many in this group, poor health and accessibility issues make visits to museums / galleries or heritage sites difficult.
- This is a relatively inactive group. Lifestage and circumstances dictate that most of their interests are centred on activities that can take place in and around the home. Watching television, listening to music, reading and doing crosswords / puzzles.
- Participatory activities which can be undertaken at home are relatively popular e.g. textile crafts. Pursuits which require physical activity or leaving the home are taken up by only a few.
Message Types
- Comforting
- Reassuring
- Community
- Traditional
- Easy to Understand
- Reliable
- Safe and Secure
- Friendly
- Cautious
- Gentle

Decision Making

Accepting
Take things at face value and open to advice and opinions of others

Digital Habits

Home Fixed Broadband 29% 11/13

Digital Shy – This group has significantly low levels of digital engagement.

Very high proportions do not use the internet at all and similarly high proportions do not own mobile phones. Fewer still use smart phones.

This means that very low numbers use the internet to browse art and culture websites, book tickets online, or to view or download digital media content. Similarly use of social media networking sites is low.

Influences

Media: Newspapers are an important media channel for this group with significant proportions taking a daily newspaper, including local daily papers. Television is also influential, with many frequently watching local news programmes such as Calendar and Look North.

Word of Mouth: This is an important mechanism for seeking information as this group rely heavily on recommendations and reassurance.

Post: Postal mailings are likely to elicit the best response from direct communications.

How to Engage With This Group

Many of the features that define this group also provide barriers which may act to reduce cultural engagement. As a result this group will prove challenging audiences to reach and harder still to retain.

However, as many used to enjoy attending and taking part in cultural activities, and many still exhibit an interest, through for example, their reading and music listening choices, there could be scope to engage some with specially tailored and organised activities.

There will be resource implications to developing these audiences and the results may be better measured by the quality, depth and value that these experiences may bring, rather than purely in terms of numbers.

Programme
- Those who do attend appear to have a preference for music performances or musicals. Comedy and programmes aimed at children / families do not tend to appeal.
- Content and subject matter which affords the opportunity to reminisce or revisit days gone by, or to link the past to the present might appeal, and there should be opportunities for museums and heritage sites to cater for this need.

Partnerships
- The arts and cultural sector have huge potential to enrich the lives of many within this often excluded or marginalised group.
- Various stakeholders such as local authorities, health authorities and trusts, voluntary organisations and charities working with the elderly or disabled have an interest in supporting positive interventions and funding may be available to support such initiatives.

Place
- The opportunity arts and cultural events provide for social interaction is perhaps one of the most important motivations or attractions for many who lead relatively isolated or confined lives.
- Accessing conventional arts venues and spaces can prove challenging for this group – it may be necessary to provide transport to and from events in access friendly, welcoming venues, or take events to the audience in care homes, day centres, social clubs etc.
- It may also be important that events are assisted by captioning, signing, and/or audio-description for those with impairments.

Participation and Attendance
- Organising opportunities to engage in activities that this group are able to take part in at home or in the places and spaces where they gather is likely to be a relatively effective strategy to increase participation. These might be tailored around existing interests, such as craft, or themes that are relevant to them like local history, gardening, music, reading and reminiscence activities.
- Word of mouth is an important tool. Talking directly to them or getting people who they know and trust to talk to them will be an effective strategy. Cultivating networks or ambassadors in and around their community may be the best approach to achieving this.
- Discount pricing is likely to be effective as part of the broader tailored marketing mix for residents of this group whose income levels are low enough to make price an important factor in the decision whether to engage or not.
### General Characteristics

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<td>Total Households</td>
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### Current Engagement Level

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<td>Museums</td>
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### Key Audience Spectrum Segments

- Facebook Families

### Key Barriers

- Lack of facilities / venues nearby
- Lack of transport
- Lack of info on what’s available
- Lack of time / family commitments
- Cost
- Perception that art isn’t for them

### Cultural Potential

- Participation: VERY LOW
- Attendance: VERY LOW

### Young Families with Dependent Children in Public Rented Houses

- Young families with dependent children living in areas of low income / high unemployment
- High proportion of lone parent families
- Don’t think of themselves as arty – art and culture play a small role in their life
- Don’t believe the arts are important
- Leisure time spent largely at home; watching TV, socialising with friends and family etc
- Will take part in family friendly activities / events – especially those aimed at young children e.g. pantomime, fun days, cinema. These activities are often seen as an expensive but necessary way of entertaining children.

### Key Wards:

- Orchard Park and Greenwood
- Bransholme East
- Marfleet

### Key Neighbourhoods:

- North Bransholme
- Orchard Park
- Greenwood North
- Garths
- Greatfield
- Bransholme West

### KEY OPPORTUNITY:

Free family friendly offers – local with a more popular or community focus e.g. music and festivals, fun days with non-bookable in advance drop in activities

### Lifestyle

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<th>Household Income:</th>
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- Financially squeezed and stretched. With low educational attainment and basic qualifications they have low job prospects or are employed in unskilled jobs. They live on a budget and many are claiming multiple benefits to make ends meet.
- Best deals are sought in low price shops like Iceland, Home Bargains, and Asda etc. which need to be local and accessible by public transport as these families are unlikely to have a car.

### Interests

- Low cultural engagement – they occasionally do some activities which meet the need of their families and within their budgets and locality. Guaranteed family enjoyment and fun will take precedence over consciously engaging with the arts, museums or heritage.
- Engaged in popular and mainstream – particularly family orientated activities e.g. cinema, pantomime, fun days, circus etc.
- Limited leisure time, money and opportunity – therefore do more home based activities. TVs and computer games consoles play a central role in the household.
- Place a high importance on friends and family with whom they socialise frequently – although trips to restaurants, cafes or bars are infrequent.
Message Types
- Uncomplicated
- Jargon Free
- Time Saver
- Easy to Understand
- Credit
- Kids
- Value / Cheap
- Mass Culture
- Mass Market
- Free Trail

Decision Making

Experiential
Open to new ideas, concepts and offers if they are presented in an original and entertaining way.

Digital Habits

Home Fixed Broadband 42% 8/13

Keeping In Touch Via Mobile – This group make extensive use of texting and free messaging to regularly communicate with friends and family. Many do not have a landline, so their mobile phones are their communication channel and lifeline. They use mobile broadband to access Facebook and other social media on a daily basis.

Low Home Broadband – Residents of this group are unlikely to have a laptop or desktop computer. While some will access information through library computers most will access the internet using mobile phones.

Influences

Media: Tabloid newspapers and local / free newspapers

Friends and Family: Particularly for big decisions or where they feel there is too much choice

Pester Power: As families with children, messages get filtered through schools and other community activities their children are involved with

TV: Big TV watchers and responsive to TV advertising, particularly with a strong emotional message

How to Engage With This Group

Local, free and family friendly are the watchwords for engaging with this group with a focus on entertainment and fun. A chance to get out with the children and enjoy some social time without having to worry about expense – although they will consider paying for a guaranteed product – popular and well known.

For all activities these families will be looking for endorsements through high profile local advertising or their own friends / family. Hidden costs may prove a barrier to engagement, so pricing strategies should consider add-ons such as transport, food etc. At a local level, engaging families in community activities provide opportunities if they are free and offer social opportunities for parents.

Programme
- Looking for a tried and tested product which has guarantees for enjoyment from their children.
- May engage with local culturally specific activities which happen in their community – most likely to be free.
- Introducing more ‘risky’ or contemporary products would need to involve community engagement or outreach work offering programmes, workshops and activities tailored to their needs.
- Range of products for different ages (without being too prescriptive) – not forgetting those older (but not yet teenage) ages.
- With extended families common, programmes and experiences suitable for inter generation groups may also be relevant.

Partnerships
- Local partnerships will be particularly effective – such as through schools or community groups which involve children.
- Local children’s Sure Start centres, nurseries or after school groups will also prove useful.
- Educating and informing residents of the availability of activities in partnership with local networks and community groups that engage with those who are on lower incomes or out of work may be effective.
- Making relationships between cultural organisations and local creative participatory activities would be effective – bridging the gap between participation and attending.

Place
- Family friendly facilities and an appropriate welcome for a group who are unfamiliar with cultural venues.
- Fundamentals – from baby changing to appropriately priced food and drink – as well as staff who are trained and empowered to ensure families feel able to take part, feel safe and looked after.
- This group rely on public transport to get to larger more central venues, which are likely to be difficult navigate, particularly with a large or very young family.

Participation and Attendance
- Participation is likely to come via children. Catering for different age groups is important – whilst also considering how to occupy those not directly involved and their parents.
- For adults, participatory activities with child care could be effective.
- Activities which develop skills and confidence and could support job prospects may be appealing, as well as opportunities for adults, representing time away from the family.
- Many local families just need an entry point to a local venue – family fun day, free or low cost event.
Hull CUSTOMER SEGMENT D

General Characteristics

Total Population 40,083
% of Hull Population 16%
Total Households 17,792
% of Hull Households 15%

Current Engagement Level 8/13

Hull Box Office AVERAGE
Hull Truck Theatre LOW
Hull Libraries AVERAGE
Adult Education HIGH
Freedom Festival VERY LOW
Ferens LOW
Museums AVERAGE

Key Audience Spectrum Segments

Facebook Families
Kaleidoscope Creativity

Key Barriers

- Poor health
- Lack of confidence
- Cost
- People to attend arts with
- Hasn’t crossed mind

Cultural Potential

Participation VERY LOW
Attendance VERY LOW

Low Income Families in Public Rented and Owner Occupied Houses

- Typically older families living on pleasant, well built council estates, where a significant proportion have exercised their right to buy.
- This group work hard to create a more comfortable life for themselves and there is less resilience on benefits than similar groups.
- Placing a low level of importance on arts and culture this group spend their leisure time relaxing and watching TV.
- Often responsible for looking after grandchildren – they will take part in low cost local activities but prefer activities enjoyed in and around the home.

Key Wards:

- Longhill
- Bransholme West
- Pickering

Key Neighbourhoods:

- Longhill
- Bilton Grange / Fleet
- Bransholme
- Old Bilton Grange
- Bransholme West
- Derringham Bank
- Pickering/Summernegroes

KEY OPPORTUNITY:

A local offer that provides residents with no commitment, none threatening introduction to the ‘arts’ – either as a way of connecting with personal heritage or having fun with younger relatives. Programmed and communicated correctly, viral marketing by word of mouth could occur across this closely networked community – breaking down barriers / challenging preconceptions and increasing attendance and participation.

Lifestyle

Household Income: £21,018 11/13

- While qualifications are low and unemployment is above average, this group tend to work hard in elementary routine and semi routine occupations to create a more comfortable life for themselves.
- This group suffers from poor health. Dinner is inevitably oven food – alternative healthier options tend to be too expensive. Levels of sport and physical activity are low and many have long entrenched unhealthy lifestyle habits such as smoking.

Interests

- After a long day, in an often manual job, this group tend to be too tired to do much with their evenings. A good dose of soaps provides some welcome relaxation or an evening down the local pub when funds permit.
- Often responsible for looking after grandchildren they occasionally do some activities which meet the need of their families and within their budgets and locality. As with group C guaranteed family enjoyment and fun will take precedence over consciously engaging with the arts, museums or heritage.
How to Engage With This Group

The ‘arts’ are an unfamiliar, and overlooked, concept for this group and need to be positioned as part of a broader leisure opportunity. Strategies that position arts engagement as a chance to make use of their skills (e.g. manual or craft skills), spend time with grandchildren or tell their story without commitment are likely to be most effective.

When communicating with this segment it is important to keep the tone informal and down to earth. Reaching out to this audience in pubs or community venues, and using existing local media and community networks are also likely to be effective ways to engage with them.

Programme

- In their spare time this group is looking to be entertained, not to keep up with the news or current affairs. They seek a tried and tested product which guarantees fun for them and their family.
- They are fairly conservative in their outlook and have little interest in other cultures. With a high level of pride in both their local area and their personal heritage they may engage with local ‘community’ activities where there is a chance to make use of their skills (e.g. manual or craft skills) or to tell their story.
- Unfamiliar to the arts and lacking in confidence it is unlikely that this group will engage with ‘risky’ or contemporary products or activities that require continued commitment.
- With many taking some responsibility for childcare of grandchildren, low cost local activities that appeal cross generationally could be effective.

Partnerships

- Residents of this group often belong to families that have lived in the local area for many generations. Many have family living nearby as well as old standing friendships with people they have known since childhood. Residents feel a sense of civic responsibility towards less fortunate members of the community in times of need and there is a rich network of formal and informal voluntary organisations and community associations.
- Social interaction benefits from the large number of different points of association residents have with each other. This heritage could be of considerable benefit for engaging with this group but will require the identification of key ‘community gatekeepers’

Place

- This group have had little previous engagement with arts and culture – any they have had is likely to have taken place a long time ago. They are therefore unfamiliar with the arts and lack confidence in both engagement and participation. Venues should be familiar and ‘none threatening’ and offer an appropriate welcome.
- Residents in this group tend to have good local facilities but due to their location towards the outer parts of the city may have to travel some distance to access central venues. Although public transports services are good many residents have long term health problems.

Participation and Attendance

- Participation is likely to come via grandchildren. Catering for different age groups is important.
- Activities which develop skills and confidence and could support job prospects or improve health may be appealing.
- Like Group C, many residents just need an entry point to a local venue and gentle reassurance that the arts can be for them.

Message Types

- Hard Working
- Down To Earth
- Jargon Free
- Traditional
- Simple
- Word of Mouth
- Value for Money
- Trustworthy
- Reliable
- Everyday

Decision Making

Adamant

Have set ideas on what they like based on firsthand experience or trusted opinion from friends or family

Digital Habits

Home Fixed Broadband 45% 7/13

Low Internet Users – Residents of this group are unlikely to have a laptop or desktop computer at home, nor to use one at work. They therefore rarely have access to the internet. As such they are unlikely to be aware of, or respond to, internet based campaigns. Where they do own a computer it was probably purchased for children / grandchildren and is not used to obtain information or make transactions.

Low Mobile Users – This group are infrequent mobile phone users. Those with mobile phones are likely to have basic pay as you go models without internet access. They may send the odd text but will use their landline telephone to make and receive calls.

Influences

Viral Marketing: This group place high levels of trust in their friends, family and neighbours – who they look to for advice. They are characterised by informal community networks and demonstrate a mutual respect for each other’s opinions.

TV: As heavy TV viewers this group is likely to respond to television advertising and programme sponsorship.

Media: Tabloid newspapers and local / free newspapers
General Characteristics

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Current Engagement Level 6/13

Hull Box Office AVERAGE
Hull Truck Theatre AVERAGE
Hull Libraries VERY HIGH
Adult Education HIGH
Freedom Festival LOW
Ferens AVERAGE
Museums LOW

Key Audience Spectrum Segments

Up Our Street
Facebook Families

Key Barriers

- Cost
- Finding Time

Cultural Potential

Participation LOW
Attendance AVERAGE

High Density Low Income Non Council Terraced Houses

- Containing low income singles / families in densely packed owner occupied and private rented terraces, these neighbourhoods provide a relatively cheap entry point into the housing market for those who do not qualify for social housing.
- An above average proportion of residents were born outside the UK; particularly in other EU countries.
- Despite low overall engagement, they are occasionally doing some activities which meet the needs of their families and within their budgets and locality.

Key Wards:

- Drypool
- Newington
- Southcoates West
- St Andrews

Key Neighbourhoods:

- New Bridge Road
- Boulevard
- Hawthorne / Dairycoates
- West Park
- Sculcoates / Spring Bank
- Drypool
- Gipsyville

KEY OPPORTUNITY:

While neither frequent nor adventurous attendees, people in this group do engage with a range of cultural experiences. They may be open to persuasion for the right offer in their area, perhaps with the encouragement of others in the community. This might include locally based activity that's tried and tested; outdoor festivals, theatre and music or live streamed events.

Lifestyle

Household Income: £23,498 8/13

- With higher than average unemployment; a large proportion of those in employment work in process, plant and machine or elementary occupations.
- This group consists of relatively deprived areas of White British residents living in close proximity to large groups of BME residents – particularly migrant families from Eastern Europe (Poland)
- Characterised by significantly low levels of neighbourhood satisfaction, this group express unhappiness with their immediate surroundings, lack trust in their neighbours and neighbourhood and are more likely to feel unsafe after dark. This is compounded by above average levels of crime and ASB in these areas

Interests

- Characterised as modest in their habits and in their means, value for money and low risk can be important factors in leisure decision making. Many spend their spare time in the home perhaps doing DIY, cooking and gardening.
- This group enjoy pastimes that can be done alone or in the home and that allow them to practice and make use of their practical skills.
Message Types
- Hard Working
- Down To Earth
- Value for Money
- Trustworthy
- Uncomplicated
- Reliable
- Everyday
- Jargon Free
- Simple
- Word of Mouth

Decision Making
Intuitive
Prefers simple straightforward messages, and doesn't like to be overwhelmed by facts and figures

Digital Habits
Home Fixed Broadband 36%  9/13
Keeping In Touch Via Mobile – This group make extensive use of texting and free messaging to regularly communicate with friends and family. Many do not have a landline, so their mobile phones are their communication channel and lifeline. They use mobile broadband to access Facebook and other social media on a daily basis.

Low Home Broadband – Residents of this group are less likely to have a laptop or desktop computer. While some will access information through library computers many will access the internet using mobile phones.

Influences
Word of Mouth: This is an important mechanism for seeking information as this group rely heavily on recommendations and reassurance. This is an opportunity that might well be used to good advantage through arts ambassador type schemes – existing audiences in the group who recruit friends and neighbours to attend.

Social Media: Staying connected via their mobile phone, residents of this group will use social media like Facebook to seek out recommendations and reassurance.

How to Engage With This Group
This group are relatively infrequent attendees but some will be open to encouragement to engage a little more with popular or mainstream arts and cultural events.

This group have difficulty with too much choice and so are swayed by other people's opinions. The goal should be to introduce something with which they're reasonably familiar and comfortable. Any introduction of risk, to which they are naturally adverse, should come further down the development line.

Programme
- Most cultural attendance happens at popular and mainstream events. Those opportunities likely to appeal will be easily accessible outdoor festivals, especially music or those based around a sense of local community,
- Museums may have an advantage and be able to exploit people's interest in their history and in their local community to package opportunities which chime with those cost conscious households.
- Participatory activities and events that take place within a defined 'local' setting provide a good opportunity to engage and should reach out to people, demonstrating an understanding of their needs, aspirations and local community
- Classical and contemporary events, with which many are not familiar, are much less likely to be taken up by this risk averse segment, unless the risk can be highly mitigated, perhaps by pricing strategies like “pay what you want” or as part of taster / free events.

Partnerships
- Although people might not necessarily be highly active within their neighbourhood and have significantly low levels of trust in their neighbours and neighbourhood, they do tend to live out much of their lives within them and have an interest in what's going on locally.
- Community services like media (community radio / papers), shops, clubs, church groups and healthcare providers will form regular touch points for this group that might make them effective partners for reaching these mutually shared households.

Place
- Events and activities programmed to take place within conventional theatres, museums and galleries may be met with limited success. Instead community based activities that take place on their home ground or in neutral outdoor and particularly open spaces are more likely to prove appealing / less alienating.
- Enjoying a drink with friends is a commonplace pastime, and perhaps making sure events have facilities to do so in comfortable surroundings might potentially be important.
- As culture forms something of a treat, a developed retail offer could present an opportunity to enhance the sense of 'treat' with access to food, shopping and all the trimmings.
- Car ownership is low, so easily accessed community events are key.

Participation and Attendance
- This group enjoy pastimes that can be done alone or in the home and that allow them to practice and make use of their practical skills. These might also form opportunities to socialise and share that all important drink with friends and similar like minded people.
- A focus on increasing frequency of attendance, or the number of those engaging will, by default, broaden reach into new audience areas.
General Characteristics

- Total Population: 23,183
- % of Hull Population: 9%
- Total Households: 10,977
- % of Hull Households: 9%

Current Engagement Level: 7/13

Hull Box Office: AVERAGE
Hull Truck Theatre: AVERAGE
Hull Libraries: VERY LOW
Adult Education: VERY LOW
Freedom Festival: LOW
Ferens: AVERAGE
Museums: LOW

Key Audience Spectrum Segments

- Commuterland Culturebuffs

Key Barriers

- Perceive age as a barrier
- Lack of time
- Lack of interest

Cultural Potential

- Participation: LOW
- Attendance: AVERAGE

Older Couples Living in Owner Occupied Semis

- Older, more conservative, families in owner occupied, larger houses. A high proportion has no children living at home.
- Moderately educated, and mixing retired and economically active residents; those in employment are more likely to work in higher occupational groups.
- Keen consumers of culture – with broad tastes that lean towards heritage and more classical or traditional offerings,
- Motivations are multiple, ranging from social and self improvement, to the pursuit of learning opportunities for older children.

Key Wards:

- Beverley
- Ings
- Pickering
- Sutton

Key Neighbourhoods:

- Haworth Park
- Pickering / Summergangs
- Ings
- Sutton
- Sutton Park
- Stoneferry
- Derringham North

KEY OPPORTUNITY:

Already somewhat engaged, this group are a sought after audience. They are open to high quality offerings, which they have the potential means to attend regularly. Leaning towards classical programmes, time is viewed as a valuable resource. Opportunities that offer exclusive access, added value events & tailored content may help to develop loyalty.

Lifestyle

- Household Income: £34,035

This group enjoy a relatively high standard of living. They are reasonably educated and work in higher occupational groups.
- Participation is as important as attendance. This group are more likely than others to be found involved in performing arts activities or where there are opportunities for public rehearsals and performances of plays and operas,
- Friends and family, reading, eating in restaurants, gardening and days out score above average, which may reflect the fact this group have more free time and some disposable income to enjoy culture and socialising.

Interests

- Attending arts and cultural events is an integral part of their social and family lives – and they can afford to pay for high quality artistic events which provide them with the opportunity to spend time with their family, socialise with friends and peers, and provide learning or self improvement opportunities.
- Tend to prefer classical offering. Many are open to contemporary programme choices, but a large proportion are risk averse to anything new. They represent one of the keenest audiences for classical music, choirs, orchestras and opera etc.
Message Types
- Conservative
- Established
- Intellectual
- Sensible
- Financially Prudent
- Balanced
- Informative
- Practical
- Reliable
- Quality

Decision Making
Adamant
Have set ideas on what they like based on firsthand experience or trusted opinion from friends or family.

Digital Habits
Home Fixed Broadband 56% 5/13

Essential Internet Users – Whilst this group have seen an increase in internet usage, they still see the internet as mainly an information source. With time viewed as a valuable resource, this group make good practical use of the internet without spending hours online. They may visit arts and cultural organisations’ websites to find out information or plan a visit.

They are much less likely to use social networking sites or to “browse” the internet and are not confident in their IT abilities.

Influences
Media: National and local media consumption is high in this group (newspapers, news, radio). Many will read a national newspaper such as the Daily Mail, Telegraph or Times together with the Hull Daily Mail. With an adamant decision making style they may respond to articles, but are generally dismissive / cynical towards advertising.

Reliable Sources: Suspicious of advertising (seeing it as intrusive and below them) they prefer tried and tested brands or making decisions based on reliable sources or expert opinion.

How to Engage With This Group
The arts tend to be an existing part of this group’s life. Attending and socialising with friends, family and peers go hand in hand for them, so opportunities for them to be both artistically stimulated and enjoy themselves socially need to be provided.

They see themselves as time poor, value time as a resource, and will pay higher prices for offerings they can be confident will provide high quality experiences. Open to a wide variety of arts and cultural experiences, they have a preference towards the classical. With some convincing they may try something new or “risky” e.g. contemporary, popular, mainstream.

Heritage sites and events are important for this group and they feel a sense of custodial responsibility towards conservation of cultural heritage. They consider that the arts and culture play an important role in local communities, support public funding and may make charitable donations.

Programme
- A regular programme of classical music, opera and ballet, as well as more mainstream theatre are core artistic choices.
- Guarantees of quality are important so classical or traditional productions and established performers and companies are popular. The endorsement of well-known and respected artists or experts will be well received and plenty of local media coverage will help connect and overcome concerns and natural inertia.

Partnerships
- There is a strong interest in heritage’s place in the community, and its conservation. These could form the basis of mutually beneficial partnerships.

Place
- Safe, pleasant and formally welcoming environments are highly valued. High quality facilities, including a quality cafe or restaurant, and good customer service would be important features to promote.
- Families tend to be older, but there are significant numbers (e.g. those with grandchildren) for who it would be worth foregrounding any family friendly features.
- Most enjoy relatively good health however this group are still more likely to perceive their age as a barrier to engagement. Day time offers may have traction where there are access concerns.

Participation and Attendance
- As fairly willing and active arts and cultural participants they are open to a wide range of opportunities such as craft, painting, sculpting and photography. These help enhance that the arts make up a significant part of who they are.
- Opportunities to either learn or improve artistic skills individually or collectively through tailored programmes or performance opportunities will be taken up.
- Ensuring quality of artistic experience, enabling social elements of attendance (cafe, restaurant, bar, shop etc) and maximising opportunities for depth of engagement (e.g. by enabling dialogue, encouraging input into the creative process, sharing and discussing experience and content) are likely to help build relationships.
- This group are more likely to be able to attend regularly, and will pay higher prices to ensure a high quality of experience. Discounting strategies may be less favoured compared to offering priority access, or opportunities to add value to the experience.
Hull CUSTOMER SEGMENT G

General Characteristics
Total Population 12,342
% of Hull Population 5%
Total Households 5,516
% of Hull Households 5%

Current Engagement Level 1/13

Hull Box Office VERY HIGH
Hull Truck Theatre VERY HIGH
Hull Libraries AVERAGE
Adult Education VERY HIGH
Freedom Festival VERY HIGH
Ferens HIGH
Museums HIGH

Key Audience Spectrum Segments
Metroculturals

Key Barriers
- Lack of time
- Work commitments
- Lack of information

Cultural Potential
Participation HIGH
Attendance HIGH

Affluent Professionals in Large Owner Occupied Houses

- Mixed age working adults living in a variety of large, usually owner occupied houses in areas of prosperity or growth.
- With above average levels of higher qualifications; significant proportions are employed in demanding but rewarding higher professional occupations. As a result income is high.
- Often choosing a lifestyle for the broad cultural opportunity it affords, this group are interested in a wide spectrum of activity, but many tend towards their own preferred art form or style.
- Tend to be more engaged with the arts and represent good prospects for new, innovative work.

Key Wards:
- Avenue
- University
- Bricknell
- Kings Park

Key Neighbourhoods:
- Dukeries
- Drypool
- Greenwood South
- Kingswood
- Newland Park

KEY OPPORTUNITY:
This group are the best prospect for arts & museum attendance & participation but competition for their attention is fierce. Confident in their own knowledge & tastes, they expect their needs to be addressed accordingly. While many enjoy classical works, this group represent the best prospect for new work & cultural innovation. Their recommendations may influence less confident & pioneering audiences.

Lifestyle
Household Income: £36,108 1/13

- Well educated & on high household incomes, this group play hard, but work even harder, in high status roles – particularly in health, education & other public sector organisations.
- A higher than average proportion considers themselves to bearty – and they are highly engaged in creative participation e.g. amateur dramatics, singing in choirs and playing a musical instrument.

Interests
- They are very likely to engage as attendees and participants of arts and culture. This holds true across many art forms, from street arts and museums to digital arts.
- Knowledgeable members of culturally aware and active networks, they bring a high degree of confidence in their own opinions when it comes to culture – they are therefore more likely than average to favour new work and contemporary forms.
- This group are out and about, taking part in a wide variety of activities from fitness and sport to debates and eating out. They are also avid travellers, taking frequent foreign trips to a wide range of destinations.
Message Types

- Eye Catching
- Informative
- Home
- Post Modernist
- Dynamic
- Practical
- Connected
- Quality
- Authentic
- Entertaining

Decision Making

Inquiring
Makes decisions based on research from either first or second hand sources

Digital Habits

Home Fixed Broadband  71%  2/13

Early Adopters – This group tend to be one of the earliest adopters of digital and other technologies. Constantly connected via their smart phones, they spend many hours online and it is an integral part of their daily life.

Bespoke Content – A large proportion watch on demand TV, use streaming, and download their own entertainment reflecting confidence in their own, rather than curated, tastes.

Influences

Niche Advertising: This group tend to be resistant to overt advertising messages and like to be supplied with enough information to make up their own minds. They are open to targeted, niche and interactive direct web and mobile communications. They enjoy being seen to be well informed and like to share their experiences with others – they are therefore useful influencers

Online Media: This group also enjoy accessing news and commentary online. Broadsheet editorial is a key source of information,

Culture is more than entertainment for this group, for many it forms part of their identity, challenging and stimulating them and influencing the way they see the world

How to Engage With This Group

This group are highly active socially and tend to be passionate about arts and culture. They are confident and knowledgeable in their preferences, diverse in age and background but united by their high levels of education, well paid jobs, & active lifestyles.

Personalised communications through digital media are the best way to compete for the time and attention of this group who are open to a wide ranging cultural offer.

Programme

- The most open minded of all the groups, these are the best prospect for any kind of experimental work. With wide and informed tastes they are obvious targets for more obscure or niche cultural offerings. However, as people with highly developed critical faculties they can be demanding.
- It is important to acknowledge their very wide ranging tastes, from early music to digital art. They appreciate that their refined interests are known and that these are recognised and inform communications directly to them.
- Cultural consumers in this group wield a good deal of influence on their peer networks. Their engagement with, and a good opinion of, an event or exhibition in its early stages could be crucial to its long term success.

Partnerships

- Media & publishing partnerships form obvious points of connection.
- This group are a good prospect for cultural festivals and other curated partnerships which create intensive or immersive cultural experiences and debate.
- Arresting creative partnerships between artists of contrasting styles and backgrounds are also likely to have good traction.

Place

- Environment is of lower importance to this group than average. For them, the art is the thing – they will follow their interests.
- Their proximity to a rich variety of venues helps feed this segments cultural habit. Ease of access may form part of the decision making process for people spoilt for choice and short on time.

Participation and Attendance

- There are prospects for premium participatory experiences which respect their knowledge. Participation could form the basis of a relationship building strategy.
- While regular attendees, this group tend not to be loyal to a single organisation, picking and choosing where they engage on the basis of the programme. High commitment to date, long lead times (in the case of subscription schemes), may be at odds with the lifestyles of some, and discounts offer limited appeal.
- One of the best ways to develop and maintain relationships is through personalised, digital communications which give an overview of the highlights as they are likely to perceive them. Collaborations with other similar or like minded organisations may offer people in this group the best service of all.
- Time is more important than money for busy, always on residents of this group. They are more likely than average to pay higher prices for a must see experience than for a good seat. Priority booking for in demand events is probably a more important membership benefit than discounting. It may well be that flexibility and convenience – late booking, ticket exchange, mobile ticketing – may be valued and also worth a premium
General Characteristics

- Total Population: 44,210
- % of Hull Population: 17%
- Total Households: 19,484
- % of Hull Households: 17%

Current Engagement Level: 4/13

- Hull Box Office: HIGH
- Hull Truck Theatre: AVERAGE
- Hull Libraries: AVERAGE
- Adult Education: AVERAGE
- Freedom Festival: HIGH
- Ferens: AVERAGE
- Museums: AVERAGE

Key Audience Spectrum Segments

- Trips and Treats

Key Barriers

- Lack of time
- Too busy
- Work / time commitments

Cultural Potential

- Participation: AVERAGE
- Attendance: AVERAGE

Economically Active Residents in Owner Occupied Terraces

- Economically active working age couples on reasonable incomes, many with dependent children, living in owner occupied terraced housing.
- They don’t view arts and culture as a passion, but are reasonably culturally active, despite being particularly busy with a wide range of leisure activities.
- With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to heritage sites and museums, they are led by their children’s interest and strongly influenced by friends and family.

Key Wards:

- Derringham
- Southcoates West
- Boothferry
- Holderness
- Bricknell

Key Neighbourhoods:

- Derringham, South
- Derringham Bank
- Derringham North
- New Bridge Road
- Summergangs / East Park
- Newland Park
- Anlaby Park

KEY OPPORTUNITY:

Positioning cultural events as fun, family friendly and educational provides opportunities for some additional adventurous attendance to encourage more frequent and lifelong engagement

Lifestyle

- Household Income: £27,981

- Averagely educated and employed in largely intermediate and lower supervisory occupations, their salaries while not high, offer them a comfortable standard of living in the main.
- This group are likely to be fairly active participants for arts and culture – as busy families these activities to a certain extent may revolve around children, but are led by parents who believe that creative participation is important and possibly educational.

Interests

- Not ‘arty’ but reasonably active culturally – focus is on the popular and mainstream arts as well as cinema. With above average attendance at museums, galleries and particularly heritage sites, cultural engagement of some sort is part of their lives.
- Live music, musicals, films, pantomime, circus and carnival are popular choices. There is some suggestion that family outings, including for special occasions, are reasonably frequent.
- Leisure pursuits are varied and relatively important for this group, reflecting busy family lives. They are reasonably sporty, undertaking activities such as team sports and dance for fitness.
- This group are keen shoppers; doing it with the family as part of their leisure time. Days out and going to restaurants and bars are not uncommon as opportunities to hang out with family and friends are important.
Message Types

- Mass Market
- Down to Earth
- Practical
- Everyday
- Value
- Family
- Reliable
- Competitive
- Established
- Mainstream

Decision Making

Intuitive
Prefer simple straightforward messages and doesn’t like to be overwhelmed with facts and figures.

Digital Habits

Home Fixed Broadband  58%  3/13

Cautious Users – Technically savvy, but not always seeking out the latest gadgets, this group tend to be light and cautious internet users. Those who are older are encouraged to use the internet by their children, and are becoming more confident, whilst those who are younger are keen social networkers and adept at managing their money online. All are using websites to research and seek out information, rather than make purchases online.

This group use social media to find out what’s going on locally and to chat about activities / cultural events, but not necessarily to follow cultural organisations.

Influences

Friends and Family: This group’s primary source of information is friends and family, whose opinions they trust to help them make decisions. Depending on how confident they are feeling some may take a few risks, but invariably they go with what they know or seek to lower the possibility of risk by drawing on a range of easy to access information sources.

Email: Also responsive to bulletins and passive, mass market adverts via email, typically if value / benefit driven.

How to Engage With This Group

Already as active as they might be, the challenge is to support their interest within a familiar offer whilst also encouraging them to broaden or deepen their engagement beyond the obvious. This group need endorsement from friends and family – as they do not have the time or the inclination to seek out new or different opportunities from the norm. Led by their children’s interests, depending on their age, a good family offer or accessible work offering a guaranteed family day or night out is what they are seeking.

Programme

- Annual events such as pantomime, carnival or circus and street arts will engage them, alongside branded shows, live bands or blockbuster exhibitions.
- It may be possible to support them with a more risky or unexpected offer, but this will involve a certain amount of hand holding – which may be effective through an initially participative route,

Partnerships

- Connections with local community groups may be effective e.g. links with groups supporting families such as children’s centres, family activities in libraries or local scouts and guide centres.
- Schools will be key partners to seek out and support, along with other cultural activities for young people, e.g. drama centres or colleges

Place

- At the younger end the environment needs to be family friendly, at the older end the environment would need space and opportunities for socialising – whether in a bar, restaurant, foyer or outside area.
- Happy to travel into the city centre, they are more likely to use the car, so parking facilities are important, as is security.

Participation and Attendance

- The participative route may be an effective entry route for many families into cultural activities. For younger families it will be about fun days and activity workshops programmed on a drop in basis, and for older families more educational or structured participation or making i.e. half term ‘courses’
- Connecting to local schools, nurseries or children’s centres offering outreach performances or workshops will also effectively introduce them to a different range of cultural events.
- Relationship building could initially focus on attracting them for regular annual events in the programme or for annual treats – for instance round birthdays or anniversaries when the family would like to celebrate together. Using that as a starting point frequency could be developed with a variety of offers.
- Good relations will rely on a high level of customer service and guaranteed experiences, which will encourage a family to repeat visit. Attention to the whole experience may also keep them coming back with the potential for loyalty to a organisation / venue activity.
- For larger shows / exhibitions, this group will expect to see prominent advertising and clear messages. For local activities, promotion via third party organisations at a community level may be effective.
- While able to afford a premium price on occasion, families in this group will still be looking for value for money – so family tickets (accommodating a range of family structures) will be welcomed as well as access to some discounts. The additional cost of a family outing should also be considered i.e. food and drink, while younger families will expect free or low costs for local activities.
General Characteristics

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Current Engagement Level 2/13

- Hull Box Office: VERY HIGH
- Hull Truck Theatre: HIGH
- Hull Libraries: VERY LOW
- Adult Education: AVERAGE
- Freedom Festival: AVERAGE
- Ferens: AVERAGE
- Museums: AVERAGE

Key Audience Spectrum Segments
- Dormitory Dependables

Key Barriers
- Lack of time / family commitments
- Limited access to an extensive cultural offer

Cultural Potential
- Participation: LOW
- Attendance: AVERAGE

Economically Active Residents in Owner Occupied Detached and Semis
- Economically active working age couples living in affluent owner occupied areas.
- Busy older families with dependent and non dependent children.
- Dependably regular, if not frequently engaged – this group form a significant proportion of arts audiences.
- Warm to museums and the arts, and in particular to more mainstream and popular events.
- Culture is more an occasional treat or family or social outing than an integral part of lifestyle

Key Wards:
- Kings Park
- Holderness
- Ings
- Sutton

Key Neighbourhoods:
- Stoneferry
- Kingswood
- Anlaby Park
- Sutton
- Newland Park
- Sutton Park
- Ings

KEY OPPORTUNITY:
A small increase in their individual engagement could potentially have a big effect on audiences overall. There is an opportunity to increase engagement by building relationships tailored to their needs – a suitably paced loyalty scheme, regular touring offer or live streaming events

Lifestyle
- Household Income: £34,035

- Comfortably well off – they tend to be either successful people in senior management positions, or highly experienced in lower managerial, supervisory or technical roles.
- More likely to think of themselves as sporty rather than arty, they do however feel it is important to have access to opportunities to enjoy cultural experiences, particularly museums, galleries and heritage sites e.g. as social occasions and days out – often organised with and around family and friends

Interests
- Do not think of selves as particularly arty people – but enjoy attending to be entertained and to socialise and relax with friends.
- Open to a broad range of arts and cultural activities but inclined towards popular and mainstream offerings. Museum and gallery visits are regular but infrequent, as are visits to heritage sites.
- Home is an important focus – many are keen DIY enthusiasts and gardeners. A high proportion regularly takes part in sports and exercise activities.
- Visiting restaurants, bars and clubs are also ways in which they like to use their leisure time, often with friends or family. They are very keen cinema goers and shopping is an important activity.
**Message Types**

- Family Orientated
- Practical
- Reliable
- Time Saving
- Aspirational
- Home
- Solid
- Variety / Choice
- Personalised
- Quality

**Decision Making**

**Inquiring**

Makes decisions based on research from either first or second hand sources

**Digital Habits**

**Home Fixed Broadband** 72% 1/13

**The Internet** – This group has the highest rate of home fixed broadband and therefore internet usage is high. Arts and cultural organisations’ websites are widely used, as a place to find out information about events, artists, performers and venues. However, they are less likely to book tickets, or to view arts and cultural content through cultural organisations’ websites.

Whilst unlikely to respond to internet advertising, this group will use it as a source of information to support their inquiring decision making style.

**Influences**

**Facts:** With an inquiring decision making style and high internet proficiency – this group like to see all the facts and consider their options before making rational, analytical decisions. Once they have all the data they’ll have no troubling at making a decision.

**TV:** Take up of satellite and digital TV packages is high in this group – with people prepared to pay for the content they want. Whilst unresponsive to TV advertising, they may notice programme sponsorship.

**How to Engage With This Group**

The arts provide this group with opportunities for social occasions, but their social lives do not depend on the arts. They do not attend arts and cultural events as frequently as the most highly engaged groups, but they do attend regularly, so there is merit in trying to persuade them to take part or attend more. As “warm” prospects and relatively large in number, successful efforts to engage them more frequently could have large impacts on audiences overall.

Popular and mainstream events are this group’s default preference, but they are not adverse to contemporary, and slightly more risky, experiences. The offer will be received more enthusiastically when it is geared towards an emphasis on the experience and all its trappings, rather than any overly deep focus on the artistic merits of the event.

**Programme**

- Live music is a chief interest, with an emphasis on the popular or mainstream.
- As their preference for the popular suggests, pantomime, musicals, live dance events and street arts are also relatively sought after. A number will attend plays and drama, but probably no more than a few items a year. Since a large proportion of families have children; a family friendly programme choice is important.
- Their interest in heritage, history and current affairs may also be a fruitful area to explore. Many have an interest in visiting art exhibition, displays and installations. These might be features that can be developed individually or in combination to good effect.

**Partnerships**

- This group are keen to explore new learning opportunities and stretch their intellect. They have an interest in supporting schools and higher education so partnerships with learning communities might be beneficially entered into by all parties.
- A high number participate in sport and exercise, so sports clubs, teams and related stakeholders might prove high profile enough to create popular partnership opportunities.

**Place**

- Reasons for attending the arts tend to focus on opportunities to relax, socialise and be entertained – often by way of a special treat – the surroundings need to mindful of this.
- The enquiring nature and thirst for knowledge of this group also requires information, so exhibitions and displays should provide rich background detail and an appropriate level of interpretive material.

**Participation and Attendance**

- This group are keen to participate in a wide range of activities, which can be tailored around opportunities to develop and showcase individual skills such as photography / playing musical instruments.
- A model of mixed pricing strategies might be required. Some discount based promotions around family or social groups might appeal - addressing the overall cost of attending and ‘risk’ factors where programming style veers away from popular / mainstream.
- Friends or membership schemes for which benefits are realised over multiple attendances will likely have limited appeal. Instead, strategies aimed at encouraging more frequent engagement (e.g. Test Drive) are likely to prove more effective. These could also be linked to their wider social motivations and incorporate catering offers or other incentives (which might be time limited).
**General Characteristics**

- **Total Population**: 12,471
- **% of Hull Population**: 5%
- **Total Households**: 4,890
- **% of Hull Households**: 4%

**Current Engagement Level**: 12/13

**Hull Box Office**: LOW  
**Hull Truck Theatre**: AVERAGE  
**Hull Libraries**: VERY LOW  
**Adult Education**: VERY LOW  
**Freedom Festival**: LOW  
**Ferens**: VERY HIGH  
**Museums**: VERY HIGH

**Key Audience Spectrum Segments**

- **Experience Seekers**

**Key Barriers**

- Study Commitments
- Cost
- Lack of Transport

**Cultural Potential**

- **Participation**: HIGH  
- **Attendance**: VERY HIGH

**University Students in Rented Accommodation**

- Young adults of multiple ethnicities in private rented terraces and flats studying towards a degree at the university. They tend to live alone or in wholly student households.
- They describe themselves as creative, stylish and optimistic and are highly active, diverse, social and ambitious singles.
- Tend to live close to the city centre or within easy reach by public transport – and see the city centre as an extension of their natural neighbourhood. This means they have easy access to a wide variety of arts, museums and galleries etc.

**Key Wards:**

- Newland  
- University

**Key Neighbourhoods:**

- Newland  
- Inglemire  
- Avenue

**KEY OPPORTUNITY:**

In general, this group has a positive attitude towards the arts – the challenge is convincing them to engage by positioning arts opportunities as ‘contemporary’, ‘trendy’, ‘fun’ and as an opportunity to spend time with friends. Also key is finding appropriate communications channels to encourage them, and creating more arts opportunities that correlate with their interests and fit in with their lifestyle.

**Lifestyle**

- **Household Income**: £24,662  
  - 6/13

- As the group is mostly made up of university students, leisure time can be limited and may also be focused on supporting their educational interests. However, the group frequently visit cafes, bars and restaurants close to the university; socialising with friends over a meal, beer or coffee.
- Many consider themselves sporty (although admit there is more they could do to be healthier) access to music on the move is important to them.
- Social media and mobile phones are used as a way of sharing information and keeping in touch with friends.

**Interests**

- Mostly seeking out new things to do this group express strong interest in engaging with art that is fun and entertaining.
- Whilst they mainly attend ‘mainstream’ arts events they also show an above average interest in the contemporary and culturally specific and a high number attend galleries and museums, public art, live music and film
Message Types

- Young
- Relaxed
- Informal
- Entertaining
- Chatty
- Cheap
- Sociable
- Funky
- Urban
- Edgy

Decision Making

Experiential
Open to new ideas and offers if they are presented in an original and entertaining way

Digital Habits

Home Fixed Broadband 57% 4/13

Digital Natives – This group use websites and social media mostly for entertainment, as well as to help them with their study.

The internet feeds this group’s thirst for entertainment and social media informs their decision making, complementing their experiential style.

Mobile – As prolific mobile users, this group make extensive use of text and other messaging services such as WhatsApp and SnapChat. Mobile data is used to access and post to social media including Facebook and Instagram and as a primary source of on the go information.

Influences

Must Have / Latest Trends: This group is open to advertising messages, and being image conscious are keen to stay up to date; they respond particularly to ‘must have’ items. They are most responsive to those which involve interactivity and are entertaining. As frequent users of social media they are looking for endorsements; suggestions and new ideas – mainly from their peers.

How to Engage With This Group

This group wants to live a varied, entertaining life of novelty and challenge – hence the varied array of art forms they show interest in and the level of risk they are willing to take. Their main reasons for attending arts events and activities tend to be for the social experience and to ensure they remain the ones in the know among their peer group.

Programme

- On one hand this group look for escapism and thrill in their leisure activities. They attend popular, mainstream events that have received widespread positive reviews and which they are guaranteed to enjoy – looking to pass time in an enjoyable and fun way with friends and to escape from the learning / applying themselves intellectually which applies to their day by day lives,
- On the other hand, whilst happy to attend mainstream events, they also often seek out more contemporary art forms such as live music and street art. They have a keen sense of adventure and desire to stand out from the crowd which encourages them to try new things, even if it means going out on their own.
- Open to a wide range of arts experiences, from culture to sports and music, this has to contend with an already busy lifestyle.

Partnerships

- In a group predominantly formed of students, the obvious partner is the university. This includes the University of Hull itself including any related academic departments or courses with whom a mutually beneficial relationship could be formed. It also included the Student Union and the various specialist groups and societies that the students themselves belong to.
- Opportunities may be available to work closely with businesses or organisations who also have a keen interest in being visible to students in the city – this might include letting agents, pubs and clubs, taxi firms, public transport providers etc

Place

- Their hectic lifestyle and urge for the new and exciting means they tend not to commit to one particular activity or venue for any length of time.
- This group are both familiar and comfortable within the university grounds and its buildings. They spend their leisure time in the cafes and bars of the nearby established ‘entertainment area’ that is Newland / Princes Avenue and tend to feel that the city centre is an extension of their natural neighbourhood.
- Whilst they are not adverse to spending money on the arts, as students their disposable income is fairly limited and the large range of activities that make up their spare time sometimes limits their arts expenditure.

Participation and Attendance

- This segment can be relatively straightforward to engage as they are already proactively looking out for new and interesting ways to spend their spare time. Alerting them to potentially interesting arts events at a sufficiently early juncture and focusing on the new, experimental, quirky and one off will encourage their attendance.
- There is little point in targeting this group with mainstream or blockbuster events – they will already likely know about them. However, letting them know about less well known, riskier events is a good way to generate interest. Their early adopter nature and desire to share their knowledge with others make them ideal to cultivate as brand ambassadors.
Educated Young Professionals in Private Rented Flats

- Highly active, diverse, social and ambitious single people or cohabiting couples living in private rented flats.
- Highly educated and employed in professional roles, they are often recent graduates and in early to mid stages of their career.
- Have access to & attend a wide variety of arts, museums, galleries & heritage.
- Interests cover mainstream, contemporary & culturally diverse offers and attendance is part of social life.
- In search of new things to do and have disposable income to spend on a variety of leisure activities.

Key Wards:
- Avenue
- Myton

Key Neighbourhoods:
- Dukeries
- Thornton
- Avenue
- Drypool
- City Centre
- Sculcoates / Spring Bank

KEY OPPORTUNITY:
Seeking new experiences to support and drive their social lives. This group are open to a wide range of mainstream and alternative offers. Mostly digital natives they search out information online and are keen to ‘share’ and follow recommendations. They are well informed, feel that they have a range of choices and are likely to form key influencers amongst their peers.

Lifestyle

- **Household Income:** £27,928
- **5/13**

- Highly engaged and educated – they are ambitious in their careers and adventurous in trying new things. Willing to take risks, be spontaneous and lead, they are looking to be well informed and are able to consider a range of options.
- Highly likely to be involved in a creative pursuit of some sort at some time in their lives. It is likely that while some of these will be solitary activities, many may be driven by social interaction and participation or related to a professional interest.

Interests

- Taking in all kinds of culture – their engagement is likely to be wide but not deep, though they are likely to consider themselves “arty”.
- They are mostly seeking out new things to do to accompany their social lives and easy access to a wide range of cultural offers from their home location makes this possible.
- As well as cultural activities, this group frequently visit cafes, bars and restaurants. They are not particularly ‘home bodies’, but consider themselves sporty; doing sport for fitness.
How to Engage With This Group

Open to a range of communication channels, adept at filtering out and curating things they are interested in – cultural activities should be familiar i.e. talked about, experiential, local or have an unusual element to catch their attention. They seek out new experiences and a certain element of risk and can be spontaneous in their choices. This group need quality, clear information to help them make decisions and assess whether an opportunity fits their needs and identity. Social opportunities are their driving force, so a focus on the whole experience is essential. Led by recommendations and the ‘vibe’ on social media, they are to an extent self organising, so finding entertaining and engaging ways of introducing new opportunities is vital – without it being a big ‘sell’. The challenge with this group is keeping their interest live through interactive content which they can share, but also acknowledging that they may have a preferred influencer.

Programme

- Open to most things, their cultural engagement will cross genres and art forms, indoors or not, familiar or alternative. Contemporary or historical. Loyal only to the idea of going out and engaging with new things, their social networks will drive their choices, as well as some spontaneous and random decisions.
- Unusual combinations may grab their attention – roof top cinema, late night openings etc. If there’s an element of cultural specificity, taking part or immersion, this may form part of the attraction.

Partnerships

- Partnerships to broaden the reach of the message – working through third parties either on or offline – to promote and endorse cultural offerings could be effective.
- Targeted media, tourist sites, local listings or organisations with a following that match the profile of this group e.g. health clubs, bars, cafes, restaurants could be effective.

Place

- The whole experience should be considered – food, drink, ambience, service, facilities. Site specific work in unusual venues, experiential or immersive offers from outdoor to pop up may all engage if they offer new experiences and opportunities to socialise.
- With easy access to most cultural activities this group will be happy to seek out new places as long as they are accessible. Describing the locations facilities is vital, so that they know what they can do around a cultural activity to make it a whole day / evening out.

Participation and Attendance

- Opportunities to take part and do will engage this group – whether as active watchers or in have-a-go workshops. Activities, special open days or tasters may well be the way to highlight an offer to this group, if they don’t connect with an organisations core offer.
- Value and price are important for this group – they will pay a premium for a guaranteed experience – but may have a mental cap for more unusual offers. Their frequency will also influence what they are willing to pay, so they will seek offers / discounts.
- Word of mouth is crucial, incorporating all the necessary information and content for an informed but not expert crowd to share digitally. Making digital content work beyond digital channels will broaden its reach by working in partnership or by simply making content easily ‘shareable’.

Message Types

- Intelligent
- Stylish
- Sociable
- Success
- Personalised
- Sophisticated
- Image Conscious
- Self Improvement
- Exclusive
- Aspiration

Decision Making

Intuitive / Inquiring

Prefers simple straightforward messages and doesn’t like to be overwhelmed by facts and figures

Makes decisions based on research from either first or second hand sources.

Digital Habits

Home Fixed Broadband 53% 6/13

Digital Natives – This group use websites and social media to manage their lives and to help plan and access news and information to make decisions. There is a high likelihood that they use library, arts, museums and galleries and heritage websites to access information.

They share experiences by ’chatting’ or posting content and a high proportion use Twitter, have a recent Smartphone/tablet, use SMS extensively and download Apps. They spend a lot of time online, including downloading and streaming music.

Influences

Must Have / Latest Trends: This group is open to advertising messages, and being image conscious are keen to stay up to date; they respond particularly to ‘must have’ items. They are most responsive to those which involve interactivity and are entertaining. As frequent users of social media they are looking for endorsements; suggestions and new ideas – mainly from their peers.
Hull CUSTOMER SEGMENT L

General Characteristics

Total Population 17,299
% of Hull Population 7%
Total Households 9,156
% of Hull Households 8%

Current Engagement Level 5/13

Hull Box Office LOW
Hull Truck Theatre AVERAGE
Hull Libraries VERY HIGH
Adult Education HIGH
Freedom Festival VERY HIGH
Ferens VERY HIGH
Museums HIGH

Key Audience Spectrum Segments

Kaleidoscope Creativity

Key Barriers
• Lack of activities of interest
• Cost
• Lack of time
• Cultural / language barriers
• Prefer outdoor activities

Cultural Potential

Participation HIGH
Attendance HIGH

Diverse Young Residents in Private Rented Flats and Terraces

Key Wards:
• Myton
• St Andrews
• Newland

Key Neighbourhoods:
• West Hull EA
• Sculcoates
• Spring Bank
• Boulevard
• Thornton

KEY OPPORTUNITY:

Positioning arts opportunities as a chance to socialise with others in their local area may be the most successful strategy – and help to improve low levels of neighbourhood satisfaction / trust in these areas.

Lifestyle

Household Income: £24,566 7/13

• A large proportion of residents do not have a car which means they do not tend to travel far from the local area.
• Typically working in routine / semi routine occupations, long hours and low incomes, mean they prefer to unwind by socialising together – eating and drinking. This tends to happen at home or at specific restaurants and venues centred on specific nationalities.
• This group tend not to identify with mainstream leisure offering in the local area.

Interests

• Low cultural engagement – they will attend events and activities such as carnivals and culturally specific festivals and dance events. Their attendance tends to be infrequent and is usually for fun or to socialise with family and friends, not for self expression or to expand horizons.
• Art forms such as film and live music are popular, with musical tastes wide ranging reflecting the diversity of backgrounds from which they are drawn.
• Positively disposed to arts events rather than museum and heritage offerings. Tend not to go to traditional cultural hubs or centres and more likely to engage in the arts when it is outside these traditional places in a community setting.
• See themselves as “arty” but don’t feel “the arts” are for them.
**Message Types**
- Approachable
- Inclusive
- Easy to Understand
- Jargon Free
- Uncomplicated
- Value / Cheap
- Sociable
- Young
- Relaxed
- Informal

**Decision Making**

**Experiential**
Open to new ideas, concepts and offers if they are presented in an original and entertaining way.

**Digital Habits**

**Home Fixed Broadband** 36%  10/13

**Mobile Info and Entertainment** – Group L are high mobile users, preferring to text rather than talk. They use SMS and 3G – as both a primary source of information and to share / download video and music.

**Library Computers** – Group L are the highest users of libraries in Hull - the groups’ high use of the public access computers is a major contributor to this. Residents of Group L use the computers to keep in touch with friends and family around the country / world via email and for general entertainment.

**Influences**

**Mobile Phones:** Responsive to SMS texts and information sent to their phone.

**Community Organisations / Leader:** Many have links to existing community groups e.g. faith groups or groups serving residents of specific nationalities. Similarly, there are a number of community leaders who represent segments of the Group L population. Information is often communicated via these channels to pockets of Group L residents who then communicate to a wider audience through regular word of mouth.

**How to Engage With This Group**

Participatory activities and festivals offer perhaps the best opportunity to engage this group, particularly those that take place within community and culturally diverse settings. Strategies for engaging with this segment should focus on community involvement – bringing a community together, building a sense of pride and promoting cross cultural understanding.

Efforts to increase engagement through arts and cultural events will require careful planning and long term strategies which seek to reach out to people, demonstrate an understanding of their needs and aspirations and are delivered in partnership with local communities. This is about building genuine relationships with communities and audiences – locating key community gatekeepers to foster these creative relationships will be important.

**Programme**
- The group’s favourable disposition towards culturally specific festivals are obvious offerings that might be developed or drawn upon and are likely to be well received.
- Mainstream and popular events such as carnivals and live music events, although less attended by Group L than the wider population, are actually attended by Group L in greater number than culturally specific events.
- Keeping activities free of charge or providing a range of suitable price discounting options would help to reduce the perceived financial risk of getting involved. Finding partners to enable free access, or other revenue streams (funding, sponsorship, retail etc) and volunteering opportunities to facilitate this is important.
- Incorporating games or competitions could stimulate interest from this group e.g. football world cup
- Events which showcase culture, build pride in a community and promote cross cultural understanding may help address low levels of neighbourhood satisfaction / trust in these areas.

**Partnerships**
- Local community clubs, youth programmes, churches, religious institutions, healthcare providers, the local authority, community support workers, voluntary organisations, shops and services all provide shared touch points with people in Group L that might have mutually beneficial relationships and common interests in engaging people through them.

**Place**
- Events and activities programmed to take place within conventional theatres, museums and galleries may be met with limited success. Instead community based activities that take place on their home ground or in neutral outdoor and particularly open spaces are more likely to prove appealing / less alienating.

**Participation and Attendance**
- Whilst this group show a low propensity to attend arts and cultural events, their disposition to take part in participatory activities is reasonably good.
- The group show an interest in dance (possibly culturally specific dance), playing and creating music, painting and taking part in outdoor events; activities such as street arts, carnivals and community festivals therefore provide a potentially good opportunity.