

Embracing Digital Technology During and After Lockdown - Cultural Services

Culture and Visitor Economy Overview and Scrutiny Committee – 15 September 2020

Michael Cross – Head of Arts



SOUTH
KESTEVEN
DISTRICT
COUNCIL



SOUTH KESTEVEN
DISTRICT COUNCIL

Online Arts Events Programme 2020

Ongoing link to patrons and our
regular Arts programme

Promotion and profile for local
practitioners across all disciplines

Platform to share high-quality cultural
activity from across South Kesteven
and beyond

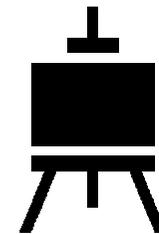
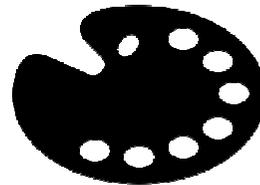
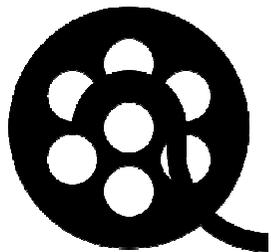
Creative outlet for the Cultural
Services team

STAMFORD • GRANTHAM • BOURNE • THE DEEPINGS



Online Arts Events Programme 2020 – Timeline

- Venues Closed in March
- First online event in April
- Online after Lockdown
- Autumn Programme begins in September 2020



Platforms

Zoom

Workshops and discussion groups, as well as live poetry readings have all been held on the video conferencing app.

- This provides opportunity for direct participation with audience.

Facebook

Filmed events can appear as 'live' premieres, with scheduled date of release. When viewed 'live' audiences can interact with one another. Video can be re-watched and shared easily.

- Large following and opportunity to publicise events to new audiences (through Facebook advertising and organic reach). Content can also be shared to **Instagram** easily.

YouTube

Access all filmed events in one place, ease of access for audiences not using social media. Events can also be premiered, allowing equal marketing opportunities across platforms.

- Channel created to provide wider engagement with programme, seen spike in views of events such as *Mrs Siddons in Lockdown* and *Music in Quiet Places*.



Early Programming and Activity

- e-Newsletter “**Arts @ Home**” – 14,000+ recipients, seven editions, initially fortnightly/monthly from September
- Stamford Poet Laureate event and other poetry events, Cinema Speaks, Karen Neale Arts Class, Jazz

Importance of Participatory Events:

- Pint of Poetry (live stand-up)
- Poetry Swaps (guest performances and open mic)
- Cinema Speak (film discussions)
- Sketching classes (artist led workshop)
- Dance workshops (artist led workshop)



Commissioned Pieces

- **Mini Mondays** – weekly (interactive storytelling for children – promotes joining in at home, crafts etc)
- **Jazz in the Yard** – monthly ('live' session performances with musicians outdoors)
- **Live in Lockdown** – 2 editions (cabaret night as in Cellar Bar – stand up comedy, music and poetry)
- **My Lockdown Diary** – ballad by James McDermott (filmed performance)
- **To the Moon and Back** – Barmpt Theatre (puppetry and storytelling video for families)
- **Newton in Lockdown** – 3 episodes (filmed performance)
- **Music in Quiet Places** – 2 online versions of summer concert season
Chapel Hill Duo at St Peter's Church, Ropsley and Freya Goldmark at Bourne Abbey
- **Mrs Siddons in Lockdown** – comedic theatre piece (filmed performance)
- **Anarchists Mobile Library** – online interactive event for children



Engagement Statistics

- Mini Mondays (7) 3812
- Jazz in the Yard (2) 4663
- Live in Lockdown (2) 2062
- My Lockdown Diary 462
- To the Moon and Back 1450
- Newton in Lockdown (3) 2176
- Music in Quiet Places 3678
- Mrs Siddons in Lockdown 8117
- Jazz in the Yard has seen a huge increase in engagement when compared to the live offer
- *Jazz in the Cellar Bar has a max audience capacity of 50*

Pint of Poetry	30
Poetry Swaps	15
Cinema Speak	12
Sketching classes	18
Dance workshops	35

Note - videos posted online are still available to view, therefore viewing figures can increase.



Plans for Autumn 2020

Continue success of:

- Jazz, Poetry, Sketching Classes, Mini Mondays, Cinema Speak

New events include:

- Groove (SEN) Disco
- Gravity Fields Day
- Stamford Shoestring Theatre and Dalloway (filmed theatre performances)
- Classical concert
- In Loco Parentis and Chantry Dance Company (filmed dance performances)
- History Talk
- Gulp! (Family/Schools performance)
- Lyngo Theatre (Christmas family performance)
- Stamford and Guildhall panto message



Longer Term Opportunities

- Hybrid programme - filming events and sharing digitally – MIQP, DLF
- Continue encouraging audiences to try new experiences
- Network programme – potential for wider engagement with the cultural sector
- Promoting the wider cultural offer
- Closer collaboration between venues

- In June we introduced a donation option for online audiences. Shared with all online events. It has raised c£505
- Ticket events as appropriate – with introduction of charges for some activities



Embracing Digital Technology During and After Lockdown

Questions?



SOUTH
KESTEVEN
DISTRICT
COUNCIL