

# JACK SCOUT

## AUDIENCE SURVEY JULY 2012

### Background and purpose of the survey

*Jack Scout* was a walking performance in the Silverdale area of Morecambe Bay produced by Sap Dance and the Louise Ann Wilson Company in September 2010.

As part of a review of the impact of the *Jack Scout* project in July 2012, 131 people from an email list of audience members were invited to give feedback in an online survey. There were 43 responses to the survey giving a response rate of 32.8%, a high response rate for an audience follow up almost two years after the performance. This quantitative and qualitative data provides evidence of the long term impact of the project. The survey data supplements evidence from a partners' survey also undertaken in 2012, and the 2010 project evaluation report<sup>1</sup>. This data will inform a case study of *Jack Scout* that the Lancaster Institute for the Contemporary Arts (LICA) is preparing for the Higher Education Research Excellence Framework.

### Summary analysis of the survey

Survey Questions	Number of Responses
<b>Q1. Background information</b>	
Your name (optional)	36
The area or town where you live	43
Bolton-le-Sands, Caton, Chelmsford, Guildford, Halifax, Hebden Bridge x2, Hitchin, Holmfirth (at the time), Huddersfield, Ingleton, Kendal x2, Lancaster x13, Leeds, London, Midgley (West Yorkshire), Morecambe x2, Mumbai, Penrith, Ripponden, Sheffieldx3, Silverdalex2, Sowerby Bridge, Ulverston, Westcott near Dorking, Wetherby	
<b>Q2. Who attended the performance?</b>	
Children (0-15)	3
Adults (16+)	43
<b>Q3. Had you visited the Silverdale area before you went to the performance of <i>Jack Scout</i>?</b>	
Yes	30
No	13
<b>Q4. If you had not visited the Silverdale area before the performance, have you visited the area since the performance?</b>	
Yes	8
No	15

<sup>1</sup> [http://www.lancs.ac.uk/fass/projects/jackscout/docs/jackscout\\_evaluation\\_report.pdf](http://www.lancs.ac.uk/fass/projects/jackscout/docs/jackscout_evaluation_report.pdf).

**Q5. After the performance of *Jack Scout* have you:**

Been to the Silverdale area more frequently than you might otherwise have done?	8
Taken children or young people to the Silverdale area more frequently than you might otherwise have done?	2
Been to a café, gallery or other business in the Silverdale area more frequently than you might otherwise have done?	8
Visited other rural areas more frequently than you might otherwise have done?	6
Taken children or young people to rural areas more frequently than you might otherwise have done?	2

**Q6. The performance of *Jack Scout* took the audience on a journey across the open and closed areas of the heath, down to a beach, along the shoreline, into coves and over the sands. As a result of that journey can you say that you (or the people you were with) developed a greater appreciation of the natural world:**

As a place to observe, visualise, map, or think about?	20
As a place to listen to, smell, touch, move through?	20
As a place to understand through conversations, stories and histories?	27
As a place beyond human understanding and scale?	19

Comments

*I've started storytelling and the places where stories and folktales emanate from have become very important to me.* Audience member from Morecambe

*Very important to link the history of real people with real places.* Audience member from Lancaster

*The performance definitely raised my sensory awareness of the natural world in unanticipated ways. For example, the dancer dancing across the sands made me aware of the movement of the water across wide stretches.* Audience member from Lancaster

*I can't tick any of those because they all imply a generalising experience. The best art, for me, doesn't necessarily have consequences, or results, or change behaviour in ways that can be measured. It's the specific about art that usually respond to.* Audience member from Lancaster

*It was a brilliant and thought provoking experience – one of the best pieces of theatre I have ever been to. Please keep supporting this type of innovative work* Audience member from Sheffield

*I loved going back on walks to try and find the places where particular scenes happened in the performance to share with my husband. Exploring and navigating afresh, as area which I thought I knew quite well. Like a new hide and seek in the landscape!* Audience member from Lancaster

*Yes – for that time/place but already doing it anyway so I'm not sure it affected my relationship with other places!* Audience member from Caton

*A magical place exposed through the drama.* Audience member from Wetherby

*Splendid location.* Audience member from Bolton-le-Sands

**Q7. As a result of attending the performance of *Jack Scout* have you, your family, or those who attended with you:**

Become more aware of the ecology and history of the Silverdale area?	25
Found out more about the wildlife or plant life you experienced during the performance?	8
Visited any nature reserve or conservation areas?	9
Become more aware of general environmental issues, eg pollution, wildlife conservation, climate change?	2
Become more aware of how our behaviour might affect the environment?	5
Made positive changes in your behaviour to affect the environment, eg driving less, re-cycling more, reducing home energy use?	5
Become a volunteer for a conservation organisation (eg, National Trust, RSPB, AONB, Morecambe Bay Partnership)?	0
Had an enhanced experience as a volunteer for a conservation organisation?	1
Become more aware of what rural site-specific or walking performances might involve?	36
Attended another rural site-specific or walking performance?	13
Attended another dance performance?	16
Become more likely to attend other rural site-specific or walking performances?	34
Become more likely to attend other dance performances?	21
Become more likely to attend future performances by either Sap Dance or the Louise Ann Wilson Company?	33

Comments

*I did not know the history of the shipwreck in Silverdale and this given a new dimension to the landscape. I have joined the National Trust since the performance. And I have taken friends and family back to Jack Scout many times since I discovered it through the performance. Audience member from Lancaster*

*The event opened my eyes this kind of performance – I was not really aware of it. It really made me connect with the landscape and environment. I travelled to Silverdale specifically for the performance and took my family as well. I had never visited the area before and did not know about its beauty. A fascinating history and the contemporary engagement with the area was revealed to me. Audience member from Halifax*

*It is very difficult to claim a direct relationship of most of these to having experienced this particular performance – but I am confident that my sensitivity to the natural environment was enhanced – and a particular engagement with that specific geographical place was created specifically through the performance. Audience member from Leeds*

*Saw Louise Ann Wilson's work when she was with Wilson and Wilson and love the idea of using outdoor spaces as the theme of a performance. Audience member from Sheffield*

*I would like to tick more of these options but it's difficult to since some of them presuppose that I wasn't already aware of environmental issues, active in trying to protect the environment, and a regular visitor to conservation areas.*

*It's a bit hard to say that my behaviour is AS A RESULT of attending Jack Scout but over the last couple of years I have become more aware of behaviour affecting the environment, made positive changes, become a shareholder of a local growing organisation and visited nature reserve areas. Audience member from Lancaster*

*Done many of these things but not as a direct result of attending the performance – I was already very interested in nature, landscape, environmental issues, conservation, waste reduction etc! Also already interested in contemporary dance theatre (though don't travel long distances to see it). Audience member from Caton*

*It was a splendid performance, and of a type that is all too rare. Audience member from Ripponden*

*I thought it was magical. Audience member from Morecambe*

*I was already a committed environmentalist so the performance would not have impacted on me in a sense of changing my commitment to things like conservation.*

*Having attended many of the site specific dramas and walking performances each one gets better. Audience member from Wetherby*

*It was a very powerful experience. The final scene was heart-rending and stayed with me for a very long time. Audience member from Kendal*

**Q8. Is there anything else you would like to say about your experience of the *Jack Scout* performance?**

Comments

*I found the performance completely mesmerising. Very thought-provoking and beautiful. I work as a senior lecturer at a university and train teachers. As a result of the performance I have started to develop some ideas around a pedagogy of space and place. I have presented a reflective walk which was inspired by *Jack Scout* at conference to teacher educators, who in turn will have considered learning and the development of reflective thinking through the landscape and environment with their own trainee teachers. Audience member from Halifax*

*An exciting and moving way of story telling. The use of song, music and dancing to interpret the story in situ was, to us anyway, innovative and with greater meaning and effect than if it had taken place indoors/on stage. Audience member from Bolton-le-Sands*

*I felt the piece gave a nice journey for the audience and was able to play with the sense of scale that being in the natural environment allows. The use of a sighted space and drawing attention to it in the performance allowed for a greater awareness of the sight and of how performance can sit in a sight. Audience member from Lancaster*

*Had been to performances by Wilson and Wilson (Louise Ann's previous professional partner) and wondered whether this would be as good as the performance at Port Mulgrave – as it was. It was worth the journey from Sheffield through wind and rain to get there and worth getting wet for!*

*A uniquely memorable afternoon: my first and last images of the performance are Steve Lewis leaning against a wall strumming a very out-of-tune guitar; and a girl dancing in the sea, beating her chest. I remember the picture I drew after the performance: of a male dancer curled up in a dell. Now I'm going over it again as I write ... there was fruit – grapefruit? oranges? We gave chase to a ... gatekeeper? Elements of surprise, involving all the senses, a story. Since the performance I have tried to research the Matchless but not been able to find out much. Very pleased and privileged to have attended, indeed to have participated. Audience member from Lancaster*

*I was already very familiar with the Jack Scout area and the brilliant performance certainly enhanced my appreciation of that location. I loved the way that the players and dancers interpreted its nature. It was very moving, so memorable and utterly outstanding. I look forward to seeing the film in due course.* Audience member from Morecambe

*The weather was pretty poor (=wet), but in some ways it added to the performance, both by the sense of isolation it gave, and by highlighting the artists' technical skills. The warm tea + cake afterwards was much appreciated!* Audience member from Lancaster

*It was an imaginatively-conceived, well-researched, beautifully designed and well-performed artistic event in a magical, mystical area to which I have long been a regular visitor. These factors alone made it more than worth while.*

*More please.* Audience member from Morecambe

*The performance demonstrated a thoughtful integration of place and story and the means to bring these together and engage an audience in a deeper appreciation of this unusual landscape.*

*It was brilliant. Difficult to put into words how great it was. Fantastic!* Audience member from Sowerby Bridge

*Just that I really enjoyed it and found it moving and thought provoking.* Audience member from Penrith

*The whole performance was extremely moving and made a lasting impression upon me. I often think of the dance on the sand and in the cave in particular, and I'm very glad that I have a greater understanding of the history of shipwrecks and Morecambe Bay in particular. I belong to a local poetry group and did, in fact, write a poem following the performance. Also, I still have the cockle shell given at the end!* Audience member from Kendal

*I get the impression this is for some sort of grant helping thing so as much as I loved it, found it very physically and sensually involving, I don't really want to say anything that perpetuates the idea that good art has to have outcomes.* Audience member from Lancaster

*This performance made a lasting impression on me. The setting was magnificent, the story moving, the interaction between the performers and Nature wonderful to see. I can still remember the voice of the actor who led us round, and my first sight of the dancer in the woods and the woman on the hillside across the sands. I will never forget the dancer who moved in and out on the waves. I had hoped to participate in the weekend-long event around Ingleborough that came the next year, but was not able to because of prior commitments. I was disappointed as I'd looked forward to the event since the time I heard it might happen. The organisers, especially Nigel Stewart, made every attempt to help me to go, even offering me the chance to attend the dress rehearsal, but I was not able to take advantage of the opportunity. I would be very happy to hear about any other performances you are organising.*

*I can still remember it vividly. A very special occasion.* Audience member from Ripponden

*The area lends itself to drama and dance. The mystical quality in early evening enhances the performance.* Audience member from Wetherby

*It will live on in my memory as one of the most transcendent performances I have ever seen.* Audience member from Mumbai

*This was a superb event ... art that absolutely stays in the person. my memory as one of the most transcendent performances I have ever seen.* Audience member from Surrey

*An excellent project on an excellent scale. [...] The intimacy of the small groups at Jack Scout was powerful.* Audience member from Sheffield

*Thank you for a very memorable performance.* Audience member from Lancaster

*Thoroughly enjoyed the performance ... found it very moving. We were on a visit to Silverdale when we saw an advert for the performance ... the return trip the following week was more than worth it. Wonderful!!!! Please inform me of future performances.* Audience member from Hebden Bridge

*I know the areas used in the performance very well as we often walk in the area. Now when I am walking there – for example on Jack Scout itself – I have visual and aural memories of specific elements of the performance sparked by a heightened sense of place, history and mystery.* Audience member from Lancaster

*It was an experience that moved me, has stayed with me, and which I value highly.*

*I was involved – so that explains why I went the first time. But I did take two people who were visiting the UK from Australia – at almost no notice! They hadn't been to anything like it before and they absolutely loved it. And for them, it certainly made them much more aware of what site-specific performance could do. They talked about it a lot afterwards. Again it probably didn't raise their environmental awareness any further – they're already planting thousands of native trees to reclaim land lost to colonial tree-stripping and the environmental havoc caused by the Murray estuary barrages.* Audience member from Caton

*I found this to be a very memorable and profound experience. I can still picture clearly many parts of the performance – the dancer on the sands, the dancer in the cleft of the rock, the surprise of the sail unravelling ... At times there was a real blurring between performance and reality – it felt almost surreal sometimes. The inclement weather definitely helped create the overall effect.* Audience member from Lancaster

*Not knowing what to expect was slightly unnerving but maybe that was the idea or at least made me watch more carefully.* Audience member from Lancaster

*Have seen the majority (as far as I am aware) of what was "Wilson and Wilson's" site specific performance pieces. From "House" in Huddersfield, to "Mapping the Edge" in Sheffield, "Mulberry" I think near Scarborough in a woodland and out to the coast, "From the 7th Floor" in a Watford Department Store. The only one I am aware of missing was a weekend event which was too expensive to take part in (when you included accommodation). However the strength and memories arising from the work is normally worth the challenge of rediscovering whatever it is wherever it's performed!* Audience member from Huddersfield

*The images of the sands disappearing into the distance, following the performers, has stayed in my mind very strongly. I did not know the area so this was a new discovery for me – thank you!* Audience member from West Yorkshire

**Q9. Please could we include your comments as quotes in the project case study?**

Yes, but with no information about where you are from

5

Yes, identifying where you are from

34

No

4

M.Curran 18 July 2012