

JACK SCOUT

PARTNERS 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, 40 organisations and individuals who had been made a contribution of financial support, in-kind support, or advice to the performance project were invited to give feedback in an online survey. There were 11 responses to the survey, a response rate of 27.5%. This quantitative and qualitative data provides evidence of significant long term impacts of the production. The survey data supplements evidence from an audience survey also undertaken in 2012, and the 2010 project evaluation report¹. 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
Q1. Background information	
Your name	11
Name of your organisation	10
Your role in the organisation	10
Q2. Please identify any public or local impacts on the rural arts you are aware of as a result of the <i>Jack Scout</i> performance	
Greater awareness of what rural site-specific or rural walking performances might involve	10
People more likely to attend other rural site-specific or walking performances	7
People more likely to attend other rural arts events	1
Increased attendances at rural arts events	0

Comments

Certainly made us think, rethink and challenged our assumptions about arts being urban ...
Morecambe Bay Partnership

We contributed some funding towards this project specifically because it was to take place in Silverdale. The project brought together a range of partners and had the potential to offer something a little different that would benefit the local community and visitors. From the feedback from the audiences who attended the performances it's clear that they enjoyed the experience of a rural walking performance particularly as they moved around Jack Scout following a guide. The research into the story which unravelled throughout the performance was clever and kept the audiences interested throughout the performance. The short walks between performances allowed time for the

¹ http://www.lancs.ac.uk/fass/projects/jackscout/docs/jackscout_evaluation_report.pdf.

audience to discuss with each other what they had just experienced. Many stated that they would like to attend similar events in the future.

In terms of audience development we are seeing hunger for the sited and outdoor performances we are developing this summer (2012), including one with Louise Ann Wilson – some of whom cite Jack Scout as a reason for wanting to find out more. Live at LICA

This is on purely anecdotal evidence from having spoken to audience members after the event, twice directly after a performance and once some weeks later.

There were one or two negative comments from the public, but overall comments were good. Like, it's great to have something different. RSPB

Q3. Please identify any other public or local impacts you are aware of as a result of the Jack Scout project.

Greater awareness of the Silverdale area	11
Increase in visits to the Silverdale area	4
More people taking children and young people to the Silverdale area	3
Increase in custom for Silverdale cafés, galleries or other businesses	3
Increased interest in the ecology and history of the Silverdale area	2
Increased understanding of the ecology and history of the Silverdale area	3
Increased awareness of general environmental issues, eg pollution, wildlife conservation, climate change	1
Increased awareness of how the behaviour of individuals might affect the environment	2
People making positive changes in their behaviour to affect the environment, eg driving less, re-cycling more, reducing home energy use	0
Increase in volunteering for your organisation	0
Increase in volunteering for a conservation organisation (eg, National Trust, RSPB, AONB, Morecambe Bay Partnership)	0
Volunteers are more committed, informed, or skilled	0
Enhanced experience for volunteers	4
Increase in visits to other rural areas	1
More people taking children and young people to other rural areas	2

Comments

Increase in enquiries about the Silverdale area. Interest in/enquiries about the performance and how it would work in the outdoor space.

I can't comment on the impact that this project has had following its completion, however during the project and the series of performances it was evident that quite a large number of the audiences were visitors to the area, some for the first time. In fact in my group we had a couple who were on holiday from America who stated that they would love their town to offer such opportunities. I spoke to the owner of the Garden Centre/Cafe where the event started from each night and they had seen an increase in takings as a direct result of this project. I'm also aware that a number of volunteers found the whole experience very rewarding.

Personally, having not visited the location before (though living close by in Lancaster), I have since repeatedly visited, have taken postgrad students on a field trip there, have taken my parents and kids on days out etc. Live at LICA

I go out there a lot more than I used. 18 months after the project finished I met a local person who'd

seen the performance and who told me that he never goes out onto the Jack Scout without thinking about the show. Musician

These are purely personal reactions and I have no evidence of anyone else's relationship with the work.

Q4. Please identify any professional impacts of the *Jack Scout* project you are aware of from the list below

The project has enhanced knowledge exchange, eg between any of the following: academics, artists, educational and environmental specialists, local people	7
The project has enhanced professional links, eg between any of the following: artistic, cultural and environmental organisations, Lancaster City Council, local businesses	6
The project has made us think about how we, or other organisations, deliver services or activities	5
Changes to the delivery or form of any service for the public	2
Changed practices for any specific groups, eg young people, people with disabilities, Black and minority ethnic groups	0
Enhanced our professional practice and skills	5
Influence on Continuing Professional Development	1
Development of resources to enhance professional practice	4

Comments

This project involved a range of partners including Artists, the Arts Council, Ridgway Park School, RSPB Leighton Moss Bird Sanctuary, Lancaster University, The National Trust, Morecambe Bay Partnership, Local Fishermen, Arnside & Silverdale AONB. Two primary schools from Lancaster also attended a performance. As you can appreciate we had a number of partners who were interested in the environmental elements of the project, others looking at how such an event would attract visitors and what effect it would have on the rural economy of Silverdale, other who were interested in the performance, the 'art'. The project made us all think about how we could all work together and achieve are aims. I believe that we learnt quite a lot from the process including just what benefits could be gained from projects like this. A full evaluation was completed by the organisers. The project has given me more confidence to support similar projects such as the 'Lancashire Witches' as this will include a rural site specific outside performance.

I utilised the Jack Scout project as a case study in teaching to develop students' understanding of how to set up a project to meet the agendas of several partner organisations. LICA

The project, and the partnerships it developed continue to have a legacy and are extremely useful in getting current projects up and running. The links and greater understanding with arts partners, city council, AONB and RSPB continue to pay dividends. The project also increased awareness of us as an arts organisation with new audiences locally and from across the UK.

We were trialling our new online ticketing system at the time and this was one of the first projects we delivered. Although quite a complicated process it all worked fine in the end and we feel we worked well with the arts organisations to provide a good ticketing service. We used this process to inform how we developed our ticketing service and worked with other organisations following this project.

It was a great project to be invited to work with. Thank you. Lisa Whistlecroft Freelance Sound Artist

I have formed a band with the other musician, Matt Robinson, and have adapted "Matchless" from the show for our set. There is a video of this song online shot at Jack Scout. Musician

Q5. Please identify any ways you are aware of in which the *Jack Scout* project has affected peoples' appreciation of the natural world:

As a place to observe, visualise, map, or think about?	4
As a place to listen to, smell, touch, move through?	3
As a place to understand through conversations, stories and histories?	6
As a place beyond human understanding and scale?	1

Comments

It was thrilling to see the Bay itself being used as a backdrop for a performance and being outdoors added a depth and atmosphere unattainable indoors. Morecambe Bay Partnership

All these themes came out in writing exercises and discussions I led with postgrad art students (none of whom experienced the show directly). Live at LICA

Jack Scout combined the location and performance with an imaginative story based on some historical facts which seemed to bring the whole thing alive. I believe that the audiences really appreciated this.

Difficult to comment as I didn't attend the performance. I would have enjoyed seeing the impact on the audience, I haven't heard of any comments elsewhere. RSPB

This is purely personal.

Q6. If you were involved in the research phase of the *Jack Scout* project, please comment on any impact of this process for you, others in your organisation, or your users

Comments

I was involved at the start with discussions around the habitat when the seasons are etc. I found this very interesting and useful to look at nature in a different way. RSPB

I saw the performance and installation elements develop over an extended period of time, and saw the influence of the feedback early showings received continue to help refine and inform the final events. This has important lessons to teach in terms of developing similar projects in future, and the timescales needed to effectively and sensitively develop work in such locations. Live at LICA

We were only really involved in the ticketing side of things and it was quite a learning curve to determine how best to offer the tickets to customers (prices, types of tickets, how to send tickets out to them etc) and also what information we needed to supply (details about clothing / footwear, safety, transport, etc); we feel it all came together in the end and following the project we learned from these questions and tweaked our procedures.

The project widened my personal artistic practice, and also reignited some interests with the Silverdale area.

It healed an arthritic knee! My engagement with ruralness in general changed very positively. I go out there couple of times a month. It has become a very special place for me. Musician

I had only a tiny involvement, making the soundscape for one of the installations. But I do know that the Jack Scout ranger was fascinated by this extension of what he already knew/heard. Lisa Whistlecroft Freelance Sound Artist

Q7. If you have any other comments about the impact of the *Jack Scout* project or performance please add below

Comments

Jack Scout made the Bay one of the chief protagonists in the performance – and being a central character has given the way we see the Bay a new frisson. The piece joined stories with histories; natural with cultural heritage and so has added new depth and layers to our appreciation of the place, creating a significantly enhanced sense of place. Morecambe Bay Partnership

One of the best things I've ever done. Impacted my attitude to being outside. Feel lucky to have been able to spend so much time out there. The sense of inner space it gives me is indispensable.
Musician

It was very clear that audience groups were engaged and affected by the performance and that some individuals remember it long afterwards. For me, it was a brilliant opportunity to work on something entirely new in my own practice. And a very new kind of collaborative work. Thank you. The final piece affected me deeply – I went to see it 4 times. Lisa Whistlecroft Freelance sound artist

Q8. Please could we include your comments as quotes in the project case study?

Yes, with the name of your organisation	6
Yes, but without the name of your organisation	5
No	0

M.Curran 18 July 2012