

UK LIVE MUSIC CENSUS



University
of Glasgow



Newcastle
University



Arts & Humanities
Research Council

Welcome to the first ever UK Live Music Census!

Thank you for taking part!

Briefing session overview

- What is the UK Live Music Census?
- Overview of Census methodology
- How to use SmartSurvey
- Venue Census night survey
- Audience Census night survey
- Good practice for sampling
- Safety
- Data protection
- Volunteer agreement
- Checklist

What is the UK Live Music Census?

A census of live music activity in towns and cities

– a *Springwatch* for live music, if you like

Why do a live music census?

Why do a live music census?

- Live music revenue in the UK **overtook** recording revenue in 2008 (Page and Carey 2009)
- **BUT little known** about live music activity other than PRS and UK Music data
- **Grassroots sector appears to be struggling**
 - 35% of grassroots music venues in London lost from 2007-2015 (Mayor of London's Music Venues Taskforce 2015)

Why do a live music census?

Appetite for data from policy-makers, local authorities, economic development groups, campaign and membership groups

Our starting point is that **live music is important** and hope that the census provides further evidence of this and the *ways* in which it is important

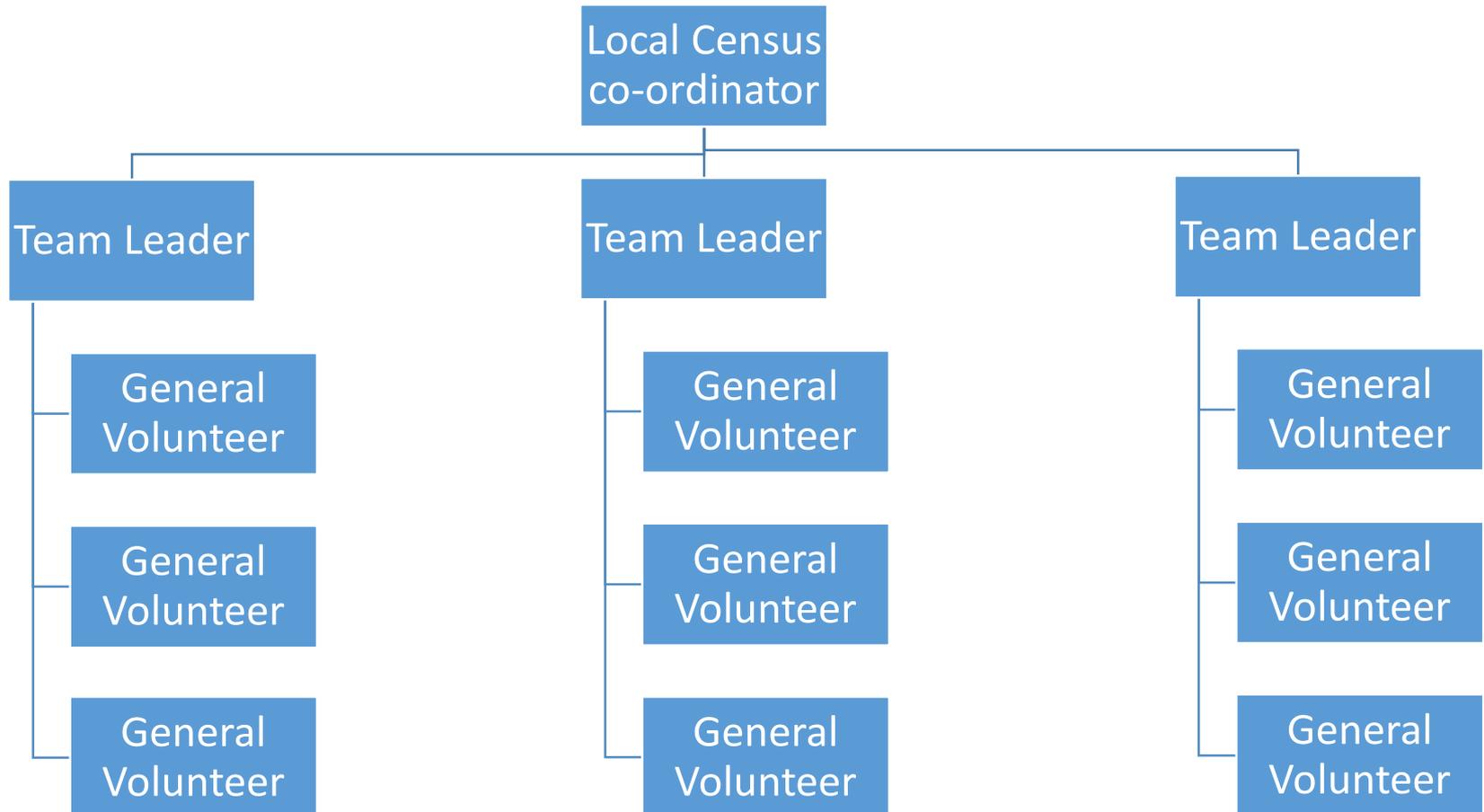


Overview of Census methodology

The Census uses two methods:

- (1) **snapshot censuses** from noon on Thursday 9th to noon on Friday 10th March 2017 of six case study cities: Glasgow, Newcastle, Oxford, Brighton, Leeds, Southampton
- (2) **nationwide online surveys** targeted at musicians, venues, promoters, and audiences which will remain open for three months from 9th March to 8th May 2017

How will it work?



Team Leader job description

- manage small team of General Volunteers
- responsible for ensuring that General Volunteers sign volunteer agreement forms and for signing on/off team members at the end of each shift
- responsible for ensuring that all venues' data has been submitted
- may be required to distribute expenses if the Census HQ is closed at the end of the Team's shift

General Volunteer job description

- Sign in with Team Leaders at the start of shift
- Visit events/venues as designated by Team Leader at certain times of day/night
- Complete venue and audience Census night surveys – work in pairs
- Distribute flyers to audience members asking them to complete surveys
- General Volunteers sign off at the end of shift with Team Leader and to debrief at HQ and receive expenses (if HQ is closed, sign off with Team Leaders instead)

Collecting data

Team Leaders AND General Volunteers

- (1) Venue Observation – collect observational data at venues

- (2) Audience Interviews – speak directly to audience members to ask them to complete surveys either with volunteer on volunteer’s device or on their own device

Both use SmartSurvey on smartphone/tablet devices

How to use SmartSurvey

- Able to be used online and offline – we are using in offline mode in case of any problems with internet connection but it can also be used online
 - Both the audience interview and venue online surveys ask for the name of the volunteer completing the survey in case of any follow-up questions
1. Download the relevant survey into your browser whilst online
 2. When offline, reload the survey to reach the Offline Mode screen

Offline survey mode menu

Offline Survey

Add New Response

Start Kiosk Mode

Upload All Local Responses

Completed Responses (1)

Response #1 - Wed, 23 Dec 2015 10:28:01 GMT

[upload](#) | [edit](#) | [delete](#)

Debug

SmartSurvey

- downloading surveys UK LIVE MUSIC CENSUS

3. Click Add New Response to start filling in a new survey
4. Start collecting data

Offline Survey

Add New Response

Start Kiosk Mode

Upload All Local Responses

Completed Responses (1)

Response #1 - Wed, 23 Dec 2015 10:28:01 GMT

[upload](#) | [edit](#) | [delete](#)

[Debug](#)

SmartSurvey

– collecting data



5. Once the survey is complete (Finish Survey), you will automatically be returned to the Offline Survey mode main menu
6. If you need to return to the main menu whilst completing a survey, click the blue Home button in the top-left corner of the screen
7. From the main menu, click 'Add New Response' each time you want to start a new survey

SmartSurvey – uploading data



8. Once you have finished collecting data and you are online again, click ‘Upload All Local Responses’, enter the unlock code (**census**)
9. Once you have been authenticated, **select ‘Upload All Local Responses’ again.** You should receive a confirmation message that all completed survey responses have been uploaded – there will be zero Completed Responses left in the cache

Offline Survey

[Add New Response](#) [Start Kiosk Mode](#) [Upload All Local Responses](#)

Completed Responses (1)

Response #1 - Wed, 23 Dec 2015 10:28:01 GMT

[upload](#) | [edit](#) | [delete](#)

[Debug](#)

At the start of your shift, ensure that you Check for Updates to ensure that you have the latest version of the survey!

The screenshot shows the SmartSurvey interface for the 'Audience Interview Survey'. At the top, the title 'Audience Interview Survey' is displayed in a large, bold, black font. Below the title, the text 'Offline Survey' is shown in a smaller, grey font. There are three buttons arranged horizontally: 'Add New Response', 'Start Kiosk Mode', and 'Upload All Local Responses'. Below these buttons is a green progress bar with the text 'Completed Responses (0)'. In the bottom right corner, there is a link 'Check for Updates | Debug' which is circled in red.

Audience Interview Survey

Offline Survey

[Add New Response](#) [Start Kiosk Mode](#) [Upload All Local Responses](#)

Completed Responses (0)

[Check for Updates | Debug](#)

SmartSurvey: Practice session

Go to this link and complete the short test survey

- Download it **online**
- Complete it **offline**
- Upload it **online**

<http://www.smartsurvey.co.uk/s/uklmctest/>

Any questions?

SmartSurvey: Practice session – results

1. To see the results, click this link (p/w census) - <https://reports.smartsurvey.co.uk/MnY7x5IBCHeJY7IMMHAPjkfqe/298913>
2. To see only the results for your city, click 'Filter Summary'
3. Select the filter for the city you wish to view
4. To show results as a chart, select a question and 'Create Chart'

Collecting **observational** data at venues

1. Gather observational data about the venue and/or performance space
2. Follow-up questions – if the manager/promoter or other relevant staff member is busy on Census night, set a date/time to return/call – if not, let your team leader/local co-ordinator know that you haven't been able to answer these questions but upload anyway

<http://www.smartsurvey.co.uk/s/venueobservation/>

Any questions?

Collecting
audience data at venues

Brief overview for audience interviewees

What? The UK Live Music Census is the first ever national music census in the world to attempt to map live music activity across a whole country.

Who? It is being run by researchers at the Universities of Edinburgh, Glasgow and Newcastle.

Why? Your data will help to understand the value of live music and help to protect it. In addition, you will be entered into a prize draw to win an iPad if you give us your contact details.

How long will it take? This survey should take around 5 minutes.

What happens to my data? Your data is protected under the Data Protection Act 1998, and will only be shared with other parties as set out in the participant information.

Collecting audience data at venues

You MUST ensure that the audience member has seen and read through the participant information before they start the survey

Hard copy – volunteers show the interviewee a hard copy of the participant information

Browser – participant information is in the Volunteer section on the UKLMC website so volunteers will need both tabs open in your browser

Collecting **audience data at venues**

The audience member **MUST** click the button to say that they have read and understood the information before they start the survey

The survey has been set up so that the volunteer can answer Q1–3 while the respondent is reading the participant information on hard copy

Collecting **audience** data at venues

Gather data about audience members at the venue(s)

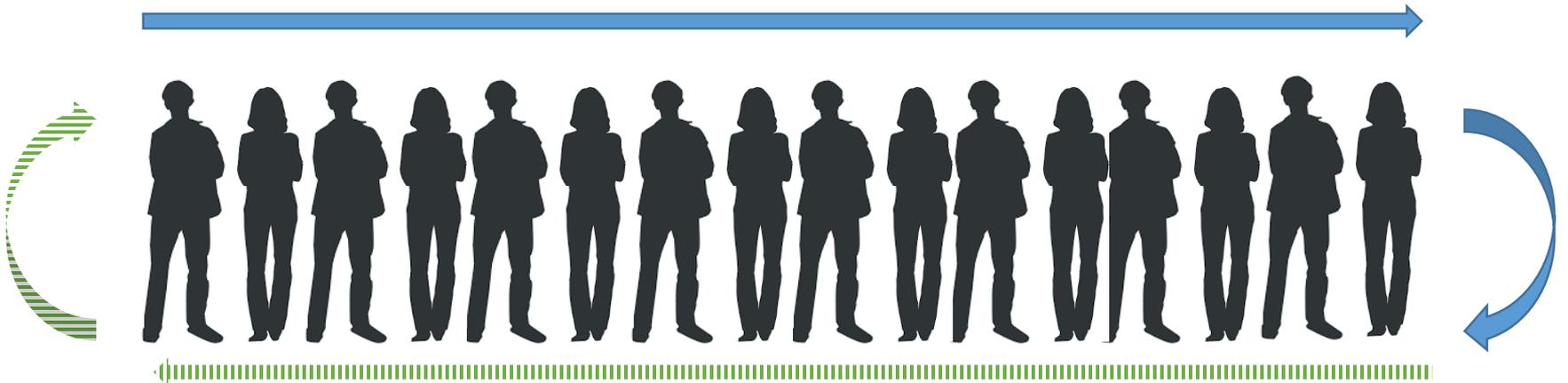
<http://www.smartsurvey.co.uk/s/audienceinterview/>

Any questions?

NB If an audience member wishes to complete a survey on their own device whilst online, direct them to www.uklivemusiccensus.org and ask them to click on the **audience** button (this will take them to an online version of the audience interview survey)

Collecting audience data at venues

- You can work through surveys with individual audience members
- OR to collect larger numbers of respondents, set up respondents and return to ensure completion



Collecting **audience** data at venues

- Hand out flyers to audience members with audience survey URL + social media links
- Point out that they could win an iPad!



Social media

- On the night, we also need volunteers to take photos and videos to post to Twitter and Facebook to help generate social media activity
- Twitter @ukmusiccensus and #ukmusiccensus hashtag
- Facebook: ukmusiccensus
- Instagram: ukmusiccensus

Good practice for sampling

- We can't collect data from every audience member so we need to take a sample
- Sample = representative portion of a population that we are interested

Audience Agency (2016)

How many people do I need to speak to?

- Ideally 30 people each per venue
- Face-to-face or ask audience members to complete surveys by themselves
- Ask Census co-ordinator for your individual target for each venue in

1) Minimising interviewer bias

To ensure that the sample is as random as possible:

- Approach every second person or group passing by;
- If approaching a group, interview person with soonest birthday

Audience Agency (2016)

2) Sampling in a crowded environment

- Position yourself near an entry/exit where steady flow of people;
- Try to be methodical;
- Walk backwards and forwards in a straight line and ask, for instance, every third person that comes within one metre.

Audience Agency (2016)

2) Sampling in a crowded environment (cont.)

- Approach people in queues and bar areas
- BUT don't miss out people who may use a different entrance or bar area, e.g. disabled people

Audience Agency (2016)

3) How to maximise response rates

- Be confident!
- The respondent should be clearly informed about purpose, length, and incentive;
- The respondent is assured of confidentiality;
- You need to be properly briefed about the purpose and scope of the research

Audience Agency (2016)

Census day/night

UK LIVE MUSIC
CENSUS

- Busking – if you have spare capacity it is recommended that you use a pair of volunteers to record any busking activity in city centres and/or other hotspots
- Similarly, volunteers may also be used to report any live music activity in restaurants (e.g. Pizza Express) which may not have been identified in advance

ID cards

- All volunteers will be given and should carry an ID card which needs to include your name and the signature of the Census co-ordinator to prove to venues that the volunteer is a genuine UK Live Music Census volunteer
- **IT IS UP TO YOU TO ENSURE THAT YOUR ID CARD HAS BEEN SIGNED BY THE CENSUS CO-ORDINATOR!**

Safety

- Work in pairs at all times
- Be aware that you are going into potentially dangerous environments
- Identify yourself to the venue staff
- Use your common sense

Safety (cont.)

- **Look after your tablet/smartphone devices!!!**
- Protect your hearing
- Avoid excessive alcohol while doing the Census!
- Locate the fire exits as soon as you enter the venue
- Ensure you consider the safety of others as well as yourself
- If you feel unsafe at any time, leave the venue immediately and contact your Team Leader
- Report any incidents to the Team Leader/Local Co-ordinator ASAP

Volunteer agreement

- You are participating in the UK Live Music Census at your own risk
- You are using your own smartphone/tablet – any loss or damage to this device is your own responsibility
- **YOU NEED TO COMPLETE AND SIGN A VOLUNTEER AGREEMENT FORM - SEE YOUR TEAM LEADER**

Data protection

- You are responsible for protecting the data you collect
- Upload (sync) surveys as quickly as possible once complete – they will be automatically deleted from your device
- Any data you collect is bound by the Data Protection Act as set out in the participant information

- **DO NOT SHARE THE DATA WITH ANYONE ELSE**
- **DO NOT DISCUSS THE DATA WITH ANYONE ELSE**

Pre-Census checklist



- General Volunteers – do you know which team you are on and who your Team Leader is? Do you have their contact details? Do they have *your* contact details?
- Team Leader – do you know which General Volunteers are on your team? Do you have their contact details?
- Volunteer agreement – signed and returned to Team Leader/Census co-ordinator
- **REMEMBER TO CHARGE YOUR SMARTPHONE/TABLET!**

Checklist of volunteer paperwork



- SmartSurvey links – download in advance!
- Venue/event lists + maps
- Flyers
- Participant information sheets
- Hard copy surveys (in case of technological failure)
- ID cards – signed by Census co-ordinator
- Emails from promoters/venues where required

Any questions?

**Thank you and good
luck!**

References

- Audience Agency (2016) *Guide | Good practice for sampling*. Available from: <https://www.theaudienceagency.org/insight/good-practice-guide-to-sampling>, accessed 19-Dec-16.
- Mayor of London's Music Venues Taskforce (2015) *Rescue Plan*. Available from: https://www.london.gov.uk/sites/default/files/londons_grassroots_music_venues_-_rescue_plan_-_october_2015.pdf, accessed 18-Nov-16.
- Mayor of London's Music Venues Taskforce (2017) *Rescue Plan Progress Update*. Available from https://www.london.gov.uk/sites/default/files/rescue_plan_for_londons_grassroots_music_venues_-_progress_update_-_jan_2017.pdf, accessed 31-Jan-17.
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