UK LIVE MUSIC CENSUS

UK Live Music Census Toolkit

'How-to' Guide

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LARGE PRINT VERSION

Introduction

For 24 hours from noon on Thursday 9th March 2017, an army of volunteers in cities across the country went out and about to live music events, from pub gigs to massed choirs to arena concerts. Data was collected on audiences and venues in Glasgow, Newcastle-Gateshead, Oxford, Brighton, Leeds and Southampton (and in Liverpool on 1st June), and nationwide online surveys for musicians, venues, promoters and audiences were online from March until June. The UK Live Music Census covered all genres and took a broad definition of live music to include events featuring (named) DJs.

For more information see **uklivemusiccensus.org**

The intention was to help measure live music's social, cultural and economic value, discover what challenges the sector was facing and inform policy to help it flourish.

The UK Live Music Census was organised by researchers from the Live Music Exchange research group, a collaboration across the universities of Edinburgh, Newcastle and Turku, Finland. In 2015, the same researchers organised a pilot census in Edinburgh, inspired by work in Melbourne in 2012. For the UK Live Music Census we are indebted to the students and staff at the University of Glasgow, Newcastle University, Sage Gateshead, Bucks New University and Oxford Brookes University for their invaluable help with local censuses in March 2017. Affiliate institutions also organised their own live music censuses in 2017 in Brighton (British and Irish

Modern Music Institute, Brighton), Leeds (Leeds Beckett University), Liverpool (LIPA/University of Liverpool) and Southampton (Southampton Solent University).

Disclaimer: This guide forms part of a toolkit which was produced by researchers at the University of Edinburgh and Newcastle University ('we'). Note that this is a guide only and, while we encourage people to use it if they believe it will be helpful, ultimately the live music census that you run is your own and this toolkit is provided on an 'as is' basis. You can amend the methods according to suit your circumstances or not, but we accept no responsibility for, or any liability arising from, any census organised using this toolkit or from any other use of this toolkit. No warranties, promises and/or representations of any kind, whether expressed or implied, are given as to the nature, standard, accuracy or otherwise of the toolkit, nor the suitability or otherwise of the toolkit for your particular circumstances.

The UK Live Music Census toolkit is intended for any people or organisations seeking to measure the value of live music in their local area. It draws on our own experiences of running live music censuses in cities across the UK and contains advice and tools for conducting a successful live music census.

Our intention is that the toolkit should be a guide rather than being prescriptive and is based on how we ran our live music census in March 2017. However, how your live music census will actually be conducted in practice will vary according to context.

The toolkit consists of this 'how-to' guide and online appendices containing, among other things, the methodology for calculating economic value, suggested text for emails, a guide to web scraping and suggestions for profile interviews and data analysis. It also includes the survey questions from our UK census, which were devised in conjunction with a number of stakeholders within the UK's live music sector and subsequently refined following the 2017 live music census. These stakeholders included our partners on the project, the Musicians' Union, the Music Venue Trust and UK Music, and organisations such as Attitude is Everything, Julie's Bicycle and PRS for Music. The methodology for calculating economic value was devised by Professor Jake Ansell at the University of Edinburgh.

We hope that the toolkit will continue to be refined in subsequent live music censuses.

If you carry out your own live music census, please let us know and keep us informed at

uklivemusiccensus@gmail.com

Good luck!

Matt Brennan, Adam Behr, Martin Cloonan, Emma Webster with Jake Ansell

Outline

Before the census

- Apply for funding and ethical approval

- Choose and confirm the snapshot census date

- Plan and deliver publicity campaigns

- Undertake mapping of venues and events

- Identify and contact the snapshot census date venues

- Recruit and train volunteers for the snapshot census date

Snapshot census date

- Conduct final training briefing with volunteers

- Collect audience interview and venue observation data at venues

- Launch online surveys

After the snapshot census date

- Publicise online surveys to venues, musicians, promoters and audiences

- Collect additional venue data via follow-up surveys

- Conduct data analysis and write and disseminate final report

Timeline

2-3 months before

- Apply for funding and ethical approval

- Choose and confirm the date and location of your census

- Start mapping local live music ecology

- Plan publicity campaigns and volunteer recruitment

2 months before

Launch publicity campaign part 1 to announce census

6 weeks before

- Book snapshot census HQ

- Liaise with institutional legal department

3 weeks before

- Launch publicity campaign part 2 to recruit volunteers

- Identify, allocate and contact snapshot census date venues

- Set up and test online surveys

2 weeks before

Design and print flyers for snapshot census date

1 week before

- Launch publicity campaign part 3 to publicise the census and launch online surveys

- Conduct pre-census training for volunteers

1 day before
Print out paperwork

Census Date
- Conduct final training briefing with volunteers

- Collect audience and venue data

1 week after
Publicise online surveys immediately after the snapshot census date

1 month after
Publicise online surveys and collect venue survey data

2 months after
Publicise online surveys and collect venue survey data

3 months after
- Close online surveys

- Analyse data, conduct profile interviews and write and disseminate final report

Thank you for running this survey. It all helps, somehow, further down the line. Grateful to play a small part in it and good luck for all the ensuing work.

Musician survey respondent, UK Live Music Census 2017

Methodology

The live music census uses five methods:

1. Mapping local live music ecology.

2. Snapshot census over 24-hour period.

3. Online surveys targeting musicians, venues, promoters and audiences which remain open for three months after the snapshot census date.

4. Follow-up venue surveys (long and short).

5. Profile interviews for report.

Mapping local live music ecology

Desk research of local listings to produce a list of a) venues and
b) events on snapshot census date.

Snapshot census date

Working in shifts, volunteers visit venues hosting live music over one 24-hour period.

The volunteers complete short surveys using survey software and hard copy paper surveys comprising a) audience interviews and b) venue observation data collected during the 24-hour period.

Online census period

Up to four online surveys collect data on audiences, musicians, venues and promoters for the three months following the snapshot census date.

Each survey should have its own URL and respondents should be able to choose which survey they wish to complete. Respondents should only complete one survey of each type but are allowed to fill out more than survey type (for example, as a promoter *and* as a musician).

Venue follow-up

The aim is that venues will complete an online survey. However, any missing online venue data from local venues will need to be collected in person by volunteers and/or the local census co-ordinator using a hard copy version of the long online survey and/or a shorter follow-up survey.

Profile interviews for report

Profiles of local venues, musicians, promoters and audience members.

There are up to seven different surveys in total:

2 Audience interview and venue observation on the snapshot census date.

4 Online surveys during the online census period (up to 3 months after the snapshot census date).

1 Follow-up SHORT venue survey during the online census period.

Before the census: Top tips

1.   Start the ethical approval process with your institution as early as possible in the project.

2.   Be mindful of external events which will impact on or skew the results of your census, such as local football matches or events like St Patrick's Day.

3.   If possible, include the snapshot census enumeration as a formative assessment on a taught module. If not, point out that getting involved will be a fun and memorable part of students' university education!

4.   Contact venues by telephone in advance if you have the resources to do so.

5.   Get local 'movers and shakers' such as journalists on board with the project early on.

6.   Use a social media app such as WhatsApp to create a group which all volunteer enumerators should join.

7.   Make sure that you test each survey on relevant (and friendly) test subjects.

Before the census: 2-3 months before

Apply for funding and ethical approval

Apply for funding

You may wish to research and apply for funds for the following if required, bearing in mind that the most expensive aspect in running a census is likely to be the time cost:

- Research assistance with the census;

- Volunteer expenses;

- Incentive for survey participation such as an iPad or festival tickets;

- Survey software subscription (if required).

Apply for ethical approval

Points to remember

The census survey(s) asks for personal information, including the following:

- Location (including postcode for UK respondents (for a UK census) and country of residence for those living overseas);

- Email address (for the purposes of entering a prize draw and for any follow-up questions);

- Age/date of birth;

- Legal marital or same-sex civil partnership status;

- Number of children under 16 in household;

- Current employment status;

- Ethnic group;

- Health status (disability and/or health problems);

- Total household income.

It is advised that the census does not gather data on people under the age of 18 so as to avoid any potential ethical issues.

For a template funding application, see Online Appendix: **Template for funding application text.**

It is advised that you start the ethical approval process as early as possible in the project. Depending on your institution's ethics procedures, this could be light touch or much more intensive, so get started as early as possible.

Choose the snapshot census date and geographical area

There is no 'typical' day of the week or month of the year for live music but we suggest that a Thursday in February-June or September-November are the most appropriate periods for your snapshot live music census. This will also be the date that the online survey period starts.

Thursday is generally regarded as the point between the quieter end of the week and the weekend and is thus seen as a compromise between Monday and Saturday.

February-June and/or September-November are recommended because a) students will generally be around and available for volunteer enumeration, and b) this avoids the quieter summer months and the 'Christmas effect' as December is often a disproportionately busy time for live music compared to the rest of the year.

You also need to set the location for your census. For example, are you collecting data from only one part of a city, from a local authority area, or even from an entire county? The local censuses which took place as part of the 2017 UK Live Music Census project based their data collection as far as possible on local authority area.

Be mindful of external events which will impact on or skew the results of your census; for example, St Patrick's Day or student exams.

Start mapping local live music ecology

Mapping the local live music ecology[1] will enable you to create a list of venues and other spaces for live music in your locale and will provide the basis for the list of events

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[1] For more about the live music ecology, Behr, A., Brennan, M., Cloonan, M., Frith, S. & Webster, E. 2016. Live concert performance: An ecological approach. Rock Music Studies, 3(1): 5-23.

taking place on the snapshot census date. The mapping is done via desk research of local listings. It is recommended that you use web 'scraping' software to 'scrape' data from listings websites and other online sources.

We recommend that you start compiling listings *at least* three months before the snapshot census date in order to capture all the spaces for live music in your locale, including those that only host live music occasionally.

If you work with students then this could be an exercise that they oversee and manage themselves.

Compile list of local musicians, promoters, and venues

Create and maintain a list of venues and other spaces for live music in your town/city and make a note of the venue type (see Glossary) and contact details. As well as helping you to plan your snapshot census, this list will also enable you to later analyse your local live music ecology in terms of the number and spread of venue types. Ensure that you include spaces for which the presentation of live music is not the primary purpose; for example, restaurants, hotels, stadiums, etc.

It is also recommended that you also create and maintain a list of promoters and other live music organisations such as choirs or orchestras. This contact list can be used to publicise the online surveys on or around the snapshot census date.

For a guide to creating lists of venues and events, data cleaning and wrangling, and a guide to web scraping, see **Online Appendix: Mapping local live music ecology.**

For a useful template into which to start adding venues, see **Online Appendix: Template for venue database.**

Plan press and publicity campaigns

It is good practice to start thinking about your press campaign well in advance of the snapshot census date. We recommend that you contact your institutional press office three months before this date in order to give them enough time to plan the press campaign.

We suggest that the press campaign is in three stages:

1. Press release two months in advance of the snapshot census date to inform magazines and other media with a long lead-in time that the census will be taking place;

2. Local press release three weeks ahead of the snapshot census to recruit volunteers;

3. Local press release one week before the snapshot census date to inform journalists, etc. who work to short timescales.

We recommend that you work with your press office to draw up a list of suitable publications, aiming across all genres, and that you work with them to write the press releases.

If you do not have an institutional press office, it is recommended that you draw up a list of potential media outlets and write a press release yourself.

Organise an incentive to encourage participation

It can be expedient to offer an incentive to encourage people to participate in your live music census. It needs to be arranged early on so as to form part of your publicity campaign. The incentive could be a material object (for example, an iPad) or you may be able to organise free tickets to a festival or local venue.

For suggested text for a press release **see Online Appendix: Publicity campaign part 1.**

Plan campaign to recruit volunteers

On the snapshot census date you will be relying on volunteers to collect audience and venue data and to help to promote the online surveys. You will therefore need to plan in advance how best to recruit volunteers.

Feedback from the 2017 UK Live Music Census was that it was a great team-bonding exercise and that volunteers really enjoyed themselves.

Points to promote:

• Opportunity to get involved in hands-on research;

- Potential for high media coverage and impact;

- Great way to get to know a town/city and its live music scene;

- Fun!

As well as offering hands-on research skills, additional student activities which would enhance the range of skills being taught and developed could include:

- Mapping local live music ecology (desk research and web scraping);

- Data analysis;

- Ethnographic diaries;

- Profile interviews with venue staff, etc.

You may also wish to recruit a team of audiovisual students to create a short film of the snapshot census and/or to take photos, although be aware that this may require consent forms for audience members and/or signage.

If you are a course or module leader, the recommended method is to include the snapshot census enumeration as a formative or even summative assessment on a taught module. Making participation compulsory should increase turn-out on the day.

If inclusion in a module is not possible, we recommend that you recruit volunteers via a local press campaign which takes place at least three weeks before the snapshot census date, alongside mail-outs to all relevant student

societies and student cohorts, and other local music societies and contacts.

Point out that getting involved will be a fun and memorable part of students' university education.

Thank you for giving me the opportunity to participate in such an amazing project! It's a great honour and it has truly been a life-changing learning experience.

Liverpool census volunteer 2017

Before the census: 2 months before

Publicity campaign part 1 to announce census

Press release #1: Census date announcement

Send out a press release two months in advance of the snapshot census date to inform magazines and other media with a long lead-in time that the live music census will be taking place.

Set up social media accounts and website

We recommend that you set up Facebook and Twitter accounts for your census in order to recruit volunteers and later to help publicise the online surveys. You may also wish to set up a dedicated website for your census and/or a page on an institutional website or similar. Also set up private groups on social media apps such as Facebook and WhatsApp to allow for internal communication with and between volunteers.

Contact local live music stakeholders

Contact all local venues, musicians, music organisations and promoters about the upcoming census. Flag up the fact that you also will be approaching those venues which are hosting a live music event on the snapshot census date to discuss getting access (tickets or guestlist) for volunteers if required.

It is recommended that you contact venues by telephone in advance if you have the resources to do so. While it can be time-consuming, this should ensure that you have the correct contact details for the most appropriate person at the venue (owner, manager, booker, programmer) and also that they are on board in advance of the snapshot census date.

For suggested text for the press release and for emails to venues, promoters and music groups, see **Online Appendix: Publicity campaign part 1.**

The importance of getting key local individuals on board cannot be overstated. Local 'movers and shakers' such as journalists or key venue staff can be incredibly helpful in spreading the word about the census closer to the time.

To ensure that your census includes local BAME (Black, Asian, Minority Ethnic) communities, it is recommended that you contact the body responsible for equality and diversity (in the UK, the Equalities and Diversity Commission) and/or their local authority equivalent for advice on the best channels to ensure that all relevant venues and events are covered within your live music census.

Before the census: 6 weeks before

Book snapshot census date HQ

Select a suitable venue to act as the snapshot census date HQ, preferably a central (music or non-music) venue which has facilities for presentation and is free to use. Ensure that it is not too noisy so that you will be able to speak to the entire group of volunteers when necessary and still be heard. You may also wish to book a room at your institution in order not to incur any costs and/or if presentation facilities are not available at your chosen HQ.

You will need to book the HQ venue (or room at your institution) for the pre-census training session, which we recommend should ideally take place in the week before or even on the snapshot census date itself. We recommend that you try to run more than one training session in order to maximise the number of people who can attend.

You will also need to book the HQ venue for the snapshot census date itself in order to deliver the final training briefing and to act as a central meeting point for volunteers. As the census runs for 24 hours from noon till noon, this should preferably be from 10am on the morning of the snapshot census date to the venue's closing time, and from when the venue opens until at least 1pm the next day to capture any pre-noon live music events.

Bear in mind that you may have to speak to dozens of volunteers at the same time so try to book a room in the snapshot census date HQ which is separate from the general public to prevent you from having to shout!

Liaise with institutional legal department

Volunteer agreement forms

Your institution should ideally have a general volunteer agreement form which ties into its insurance policy. Ensure that this covers the use of personal devices if possible, and also covers health and safety. A volunteer agreement form will need to be signed by every volunteer who takes part in the snapshot census.

If your institution does not have a form, you can use the template in the online appendices but do get it checked by your institution's legal department first. Ensure that you leave enough time to do this.

Participant information and data protection

Before filling in any of the surveys, survey respondents will need to read - and confirm that they have read - the participant information. This contains details about the purpose of the project and what will happen to their data. On the snapshot census date, we recommend that volunteers carry hard copies of the participant information document to show to respondents, and that the information is also available for those respondents who complete the survey(s) online. We recommend that the first question of the online survey asks the respondent to tick to say that they have read and agreed to the participant information, which should be readily available. The question should be

mandatory, i.e. the respondent cannot move to the second question until they have ticked the box.

Your institution's legal team should be able to work with you to ensure that your participant information documentation is all in order and that it adheres to the Data Protection Act (or equivalent data protection legislation in your country).

For an example volunteer agreement form and participant information documentation, see **Online Appendix: Volunteer paperwork.**

Before the census: 3 weeks before

Publicity campaign part 2 to recruit volunteers

Press release #2: Recruit volunteers

This will be a local press release sent out to journalists three weeks ahead of the snapshot census date, the purpose of which is to recruit volunteers.

Social media: Recruit volunteers

As well as the press release, we recommend that you use social networks to recruit volunteers and to spread the word about the census. You can ask volunteers to register interest via a web form on your census webpage or use a free service such as Google Forms (although be aware of possible data protection issues with using providers such as Google).

Ascertain which volunteers are willing (and suitable) to be team leaders and which will be general volunteers, and the time of day that each volunteer is available (remember that the snapshot census runs for 24 hours, noon till noon). Point out that being a team leader looks good on volunteers' CVs/résumés!

Volunteer job descriptions

General volunteers will go to the assigned venue(s) on the snapshot census date and collect venue and/or audience data, as designated by the team leader. They will be responsible for submitting data at the end of their shift (via hard copy surveys and/or survey software) and for

completing any follow-up questions with venues where required.

Team leaders will manage a small team of general volunteers. The team will be allocated an area of the town/city and venues by the local census co-ordinator and supplied with maps and venue lists. Team leaders are responsible for ensuring that general volunteers sign the volunteer agreement form and for signing on/off team members at the end of the shift. Team leaders are responsible for ensuring that all venues' data has been submitted at the end of the shift (via hard copy surveys and/or survey software). Team leaders may be required to distribute expenses if the census HQ is closed at the end of the team's shift.

For suggested text for press release #2, see **Online Appendix: Publicity campaign part 2.**

If you are having difficulty appointing team leaders, it can be useful to have members of staff or experienced postgraduates in charge of a particular group of volunteers.

Managing volunteers before the census snapshot date

Keep in touch with your volunteers before the census starts so that they are well-informed and enthusiastic on the day itself.

Ensure that you inform the volunteers in advance via email/social media about:

- Pre-census training session date(s)/time(s);

- What the census is for;

- What is expected of them on the snapshot census date;

- Recruiting more volunteers on your behalf.

Promote census via website and social media

Promote the live music census over social networks and online communities to encourage venues/promoters/musicians to fill out the online surveys (when they are live) and to create a buzz around the census. Ask your volunteers to help you to spread the word.

Use a social media app such as WhatsApp to create a group of which all volunteers are members. This allows you to communicate with all the volunteers on the snapshot census date itself, but it can also be used before and after the snapshot census date. Furthermore, it also allows the volunteers to communicate with each other and can be used to help keep track of which venues have been covered on the snapshot census date, as well as helping to generate team spirit.

Contact local agencies

Contact local authorities and tourist agencies to advise them of the census and to engage their cooperation.

Publicise via posters in local live music venues

Put up posters in local live music venues about the snapshot census date and online survey period, and include the census website and social media pages.

Identifying, allocating and contacting snapshot census date venues

Identify snapshot census date venues and events

To identify which venues are hosting live music events on the snapshot census date (from noon till noon), undertake desk research of listings sources at least three weeks beforehand.

Refer to the list of venues you created in the earlier **mapping exercise** to ensure that you have a comprehensive list. Check individual venues' websites and social media pages to ensure that you collect details of all the events taking place on the snapshot census date.

You may also wish to check local listings sites and print media to ensure that you have a comprehensive list of all live music activity across all genres on the snapshot census

date. Examples in the UK include *Time Out*, *Ents24*, *The List*, *The Skinny* and *Songkick* as well as local newspapers and listings sites.

Your live music census should cover all genres and take a broad definition of live music to include events featuring (named) DJs playing recorded music.

Identifying events and venues is a time-consuming process as many events - particularly regular ones - may not be listed and may require you to search via individual venues' websites and social media pages. You may also need to telephone venues if no information is available online.

See the **Glossary** at the end of this document for important and useful definitions of live music events and venues.

For a template and guide to collecting venue and listings data, see Online Appendices: **Mapping local live music ecology**; and **Template for venue database.**

Ensure that as well as concerts and gigs you check for club events featuring named DJs and that you have addresses and postcodes for each venue. Ensure that any ineligible events are excluded (for example, regular choir practices or dance workshops).

Allocate snapshot census venues to volunteers

Divide snapshot census venues into postcode areas or areas (for example, city centre). Some postcodes will be more heavily represented and these will require further subdivision. In order to visually map out your venues more easily and allocate them to volunteers by location, you may wish to use free mapping software such as BatchGeo, for which you will need venues' postcode data.

Depending on the number of volunteers and allowing for inevitable drop-off between sign-up and the actual numbers of volunteers on the day, we recommend that you allocate one team leader and around five volunteers per postcode area (or subdivided postcode area) where possible.

In order that you deploy your resources (volunteers) as sensibly as possible, categorise events as 'high priority' and 'low priority'. High priority will be events such as gigs and concerts at key local venues; low priority will be events such as church services which include music as a key feature (for example, evensong).

Add the optimal time for data collection to your list of events and make a note of when doors open and when the event actually starts ('curtain up'/stage times) and, if appropriate, when it ends.

For each team of volunteers, list the venues in order of the recommended time of visit, bearing in mind the start and finish times of the performances, alongside a timetable as a guide for the maximum time spent at each venue and travel times to the next.

In the training session, ensure that your volunteers are made aware that for events with strict rules on audience behaviour, such as classical concerts, data will only be able to be collected before the concert or during the interval. When allocating venues, you should therefore plan for your volunteers to arrive at the venue while the audience is in public areas. However, many other events are more relaxed in terms of when audience data can be collected - for example, open mic gigs - and so volunteers' arrival times can be more flexible.

For a template for the snapshot census date event schedule and team lists, see **Online Appendix: Template for venue database.**

Be prepared for the likelihood that volunteers will drop out on the day itself and ensure that you are ready to re-allocate at short notice based on events' high/low priority.

The snapshot census runs over 24 hours and therefore volunteers need to be allocated sensibly to ensure that they are not working two four-hour shifts in a row. Volunteers should work in teams of at least two in order to ensure their safety. This also allows them to 'buddy up' so that one collects venue data while the other collects audience data.

Contact snapshot census date venues

Contact snapshot census date venues (again) to confirm their participation in the census. In particular, request that volunteers are allowed access to the venue on the snapshot census date.

Prioritise those events which have an entrance fee so as to ensure that the volunteers can get in via the guestlist. If you haven't already done so, also ask permission to put up posters in the venue before the snapshot census date.

For suggested text to email to venues see **Online Appendix: Publicity campaign part 2.**

Allow enough time for contacting venues in advance. Tracking down the right person to speak to can be time-consuming, especially as many venue staff work 'unsociable hours'.

Set up and test online surveys

Based on the survey templates supplied in the online toolkit, set up the online surveys. Note that the questions in the surveys were devised in the UK with our project partners and advisors. However, you may wish to adapt or include questions that are more relevant to your local area and/or project partners.

There are four online surveys (venues, promoters, audiences, musicians) and three hard copy surveys (audience interview, venue observation, venue short follow-up). (We have also included a hard copy version of the online venue survey - named 'venue LONG follow-up

survey' - for following up in person after the snapshot census date.)

All seven surveys need to be set up online. The audience interview, venue observation, and venue follow-up surveys have been set up in the toolkit ready to print as hard copy versions but will also need to be set up as online surveys for collection via volunteers' smartphones/tablets on the snapshot census date. Ensure that the survey functions as you would expect it to, particularly if you are using skip logic.[2]

We recommend that either you or someone you work with should have a good grasp of survey design and data analysis. We also recommend that the surveys are well tested before publishing to ensure that they function in the way that you expect and that they are collecting data that will be both useful and relevant to you and which is in the format that you expect.

Your institution may already subscribe to appropriate survey software such as Qualtrics, Bristol Online Survey tool (BOS), etc.

Some commercial survey providers offer free accounts (for example, SurveyGizmo) but these are limited as to how much data you can collect and how many questions you can ask.

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[2] Skip logic is a feature in some survey software that changes which question or page a respondent sees next based on how they answer the current question. It is also known as 'conditional branching' or 'branch logic'. So, for example, if a person answers 'yes' to Q1 then they are taken to Q2 but if they answer 'no' they are taken instead directly to Q3.

Ideally, the software should be able to function offline in case of connectivity problems on the snapshot census date and to allow data collection in underground venues, but this is not essential.

You will need to consider how you are collecting your data and where it will be stored. Bear in mind that it will be subject to data protection laws and that this may have an impact on your choice of online survey software. For example, at the time of writing in February 2018, EU data is not allowed to leave the EU therefore it must be stored on EU-based servers rather than US-based servers.

For all survey templates, see **Online Appendix**:

Audience interview survey.

Audience online survey.

Musician online survey.

Promoter online survey.

Venue observation survey.

Venue online survey.

Venue LONG follow-up survey.

Venue SHORT follow-up survey.

Ensure that you test each survey on relevant (and friendly) test subjects such as a local venue or promoter.

It is strongly advised that you use hard copy surveys to collect data on the snapshot census date as well as online surveys, in case of technological failure and also to increase participation. Some respondents are resistant to answering online surveys on smartphones and so it is essential to have hard copy versions available as well. Bear in mind that these will require inputting manually after the snapshot census date.

Before the census: 2 weeks before

Design and print flyers for the snapshot census date

To increase the response rate, it is recommended that you print flyers for the snapshot census date to distribute to audiences and to leave in venues while the online surveys are open.

See **Online Appendix: Suggested copy for flyers.**

Before the census: 1 week before

Publicity campaign part 3 to publicise the census

Press release #3: Publicise snapshot census date

This will be a local press release sent out to journalists one week ahead of the snapshot census date but no later than three or four days beforehand.

You may wish to set an embargo on the press release so that journalists are aware that the census is happening and can make time for it in their schedules or make room for it in their publications but cannot report on it before the date you set.

We recommend that you increase the number of posts from your social media accounts in the run-up to the snapshot census date. You may even wish to set up a 'countdown' on your website.

Launch online surveys

Launch the four online surveys: musicians, audiences, promoters and venues. This is to ensure that if any press activity occurs before the snapshot census date itself then the surveys are open and ready to start collecting data.

Conduct pre-census training for volunteers

Conduct one or more training sessions for all volunteers at a suitable venue; for example, the census HQ. Make sure that volunteers check that their devices work with any survey

software/platforms you plan to use. Use the training sessions to identify any problems with electronic survey tools on particular browsers or phone platforms.

If appropriate, the final allocation of teams can be communicated to the volunteers via email (or similar) shortly after the training session.

You may even wish to conduct the training session on the afternoon of the snapshot census date itself so that you know exactly how many volunteers you have and so that they are freshly trained. If you carry out the training session on the snapshot census date itself then you will need to allow 1-2 hours for it before you intend for volunteers to start collecting data.

In order to maximise the number of people who can attend the training session it may be advantageous to offer more than one session. Ensure that you give potential volunteers plenty of notice in advance of each session.

For an exemplar of a training session which includes an overview of the census, the methodology, advice on data collection, data protection and health and safety, see **Online Appendix: Training session presentation for volunteers.**

I think that doing the volunteer training session on the day had a lot of advantages – but obviously it also adds to the workload on the day of the census itself.

Professor Martin Cloonan, Glasgow local census co-ordinator, UK Live Music Census 2017

Before the census: 1 day before

Print out paperwork

The day before the snapshot census date, print out the following:

Item to print	Quantity	Location in toolkit online appendices
Master list of live music events on the snapshot census date for volunteers	1 list per volunteer	Template for venue database
Volunteer forms for each volunteer to sign and return to the local census co-ordinator	1 form per volunteer	Volunteer paperwork
Participant information sheets	1 sheet per volunteer	Volunteer paperwork
Hard copy audience interview surveys	c. 40 survey forms per volunteer	Audience interview survey

Hard copy venue observation surveys	1 survey form per volunteer	Venue observation survey
ID cards to prove to venue staff that the volunteer is a genuine live music census volunteer. Each card should be signed by the local census co-ordinator	Print enough to enable 1 card per volunteer	Volunteer paperwork
Expenses claim form (if expenses are available for volunteers) for local census co-ordinator to keep record of payments	Print 2-3	Volunteer paperwork
Emails from venues/promoters as proof of agreement for tickets where necessary	Give 1 copy of each email to the relevant team leader/general volunteer	Relevant emails between the venue/promoter and the local census co-ordinator

Snapshot census date: Top tips

1. Be prepared for the likelihood that volunteers will drop out on the day itself and ensure that you are ready to re-allocate at short notice based on an event's high/low priority.

2. Prioritise those events which have an entrance fee and ensure that the volunteers can get in via the guestlist or organise tickets in advance with the venue/promoter.

3. Make sure that on the day you get all volunteers to write down their mobile phone number before they leave the final training briefing for both their team leader and the local census co-ordinator and/or ensure that they are a signed up to any WhatsApp (or similar) groups.

4. On the snapshot census date make sure that your volunteers are made aware that for events with strict rules on audience behaviour, data will only be able to be collected at certain times such as intervals.

5. Volunteers MUST alert a member of venue staff to their presence upon arrival at the venue.

6. Make sure that all volunteers' completed hard copy surveys have the venue/event name at the top!

7. Be prepared to think on your feet.

Snapshot census date: On the day

Conduct final training briefing with volunteers

The local census co-ordinator should ideally stay at census HQ as much as possible in order to provide a central information point for volunteers, although the co-ordinator will most likely be required to collect data.

Team leaders and general volunteers will meet at census HQ at the start of each shift (where appropriate) where they will receive a final training briefing as to the conduct of the snapshot census and will be given their paperwork.

HQ will need to reallocate venues/teams in event of volunteer no-shows and manage any issues arising.

If fewer volunteers participate than expected then volunteers should reduce the time spent at each venue and the number of audience members spoken to, relying instead on handing out flyers to audiences and asking them to complete the surveys online in their own time.

Ideally, every team leader will manage five general volunteers each who will work in pairs (including the team leader). Team leaders must ensure that their general volunteers sign the volunteer agreement form if they have not already done so. This ensures that they are aware of any potential risks and that they agree to proceed with the activity at their own risk. Volunteers should be reminded about safety aspects and about their data protection responsibilities. In addition:

• All volunteers should work in pairs;

- Volunteers must ensure that respondents' data is secure and securely handed over to the team leader/local census co-ordinator as appropriate;

- Team leaders are responsible for signing on/off team members at the end of the shift to ensure that everyone is accounted for;

- Team leaders are also responsible for ensuring that all volunteers have a list of events/venues, flyers, hard copies of the surveys and participant information sheet and the relevant online survey links;

- All volunteers will also be given an ID card which needs to include their name and the signature of the local census co-ordinator to prove to venue staff that the volunteer is a genuine live music census enumerator;

- Where necessary, volunteers will be given copies of emails from venues/promoters which contain agreement about tickets/guestlist;

- Team leaders are also responsible for ensuring that all venues' data has been submitted in whatever form - either online or in hard copy - and that all hard copy surveys have been collected from the volunteers and include the name of the event/venue.

If expenses are available for volunteers, these should be distributed once the volunteers have returned to HQ at the end of their shift.

For an exemplar of an expenses claim form and a sheet of ID cards to print, see **Online Appendix: Volunteer paperwork.**

Make sure that on the day you get all volunteers to write down their mobile phone number for both team leaders and the local census co-ordinator before they leave the training session. This is in case they don't return to census HQ at the end of the night but you still need to contact them for any reason. If using a social media app such as WhatsApp then ensure that all volunteers are added to the group.

In our experience there will be people who have promised for months that they will volunteer on the day but who then don't turn up, therefore you will have to rearrange the teams on the day and there must time and space to do that.

On the day

At Census HQ Local census co-ordinator delivers final training briefing, manages sign in and out of volunteers, and allocates final	Each team should have 6 people: 3 pairs incl. 1 team leader	At each venue volunteers collect data either inputted directly into survey software or via hard copy surveys, hand out flyers with links to online

teams, resources and venues. Volunteers load the survey into their smartphones and tablets, collect lists, flyers, hard copies of surveys and ID cards.		surveys, and ensure that hard copies are handed back to team leaders at the end of the shift.

There is a kind of 'organised chaos' element to running a live music census, particularly with the details on the ground as you get to the night itself. We've laid everything out in this guide that we can think of, but even the best laid plans are subject to unforeseen circumstances, so do be prepared to think on your feet.

Dr Adam Behr, UK, Newcastle and Edinburgh local census co-ordinator

Collect data

The task for volunteers is twofold:

Venue observation: Volunteers will gather observation data about the venue and/or performance space, including a headcount of the number of audience members in the

venue. To obtain more accurate attendance figures, volunteers will also need to try to speak to venue staff in order to ascertain the maximum number of people expected at the event. Before doing so, venue staff should be informed about the census so that they know who is conducting the project, why, how long it will take and what will happen to their data. Data can either be inputted directly into the online survey software or using the hard copy of the survey.

Audience interviews: Volunteers will collect data about audience members including how far they have travelled, how much they have spent on various items, how they found out about the event, and personal data including age and postcode. Before doing so, all audience interviewees should be given a brief overview of the census (who, what, why, how long) and shown the hard copy participant information sheet containing data protection information, which they should ideally also be able to access online.

We recommend that volunteers are able to collect audience interview data in three ways: (1) face-to-face using volunteers' smartphone devices; (2) interviewees complete surveys on their own tablet/smartphone devices; and/or (3) hard copy paper surveys.

(1) Face-to-face

Volunteers should complete the (online) audience interview survey with the audience interviewee on the volunteer's tablet/smartphone device. This is the least efficient method of collecting data as it takes time to capture interviewees'

data. However, it is also the least prone to errors, ensures that all questions are answered and means that no data input is required after the event.

As the surveys are online, it is recommended that volunteers use their own devices (for example, smartphones or tablets) to collect data. However, if the local census co-ordinator is able to access institutional equipment such as tablets then this can help to increase respondent numbers. This is because some respondents will view data collection via a tablet as more 'professional' than via a smartphone. It also ensures that you don't lose any data because you will be able to check that all of the data on the device has been uploaded to the server once the device has been returned to you by the volunteer. This is particularly useful if you use survey software which allows for offline data collection.

Volunteers MUST alert a member of venue staff to their presence upon arrival at the venue.

Remember that some respondents will be resistant to answering online surveys on smartphones, that not all volunteers will have their own smartphone and that not all volunteers will be confident in approaching members of the public. To allow for this, you should print hard copy versions of the surveys as well (see next page).

(2) Respondents' own devices

To enable larger numbers of survey returns, rather than going through the whole survey with individual respondents it may be possible for volunteers to instead ensure that each respondent has started and finished the survey correctly on the respondent's *own* device. For example, if a volunteer approaches people in a queue then it may be possible to work their way up the queue to start each respondent off on their own device, and then, if possible, to return to the start of the queue to ensure that the surveys have been completed.

Each pair of volunteers will also be issued flyers advertising the links to the online audience surveys and the census social media pages and website, with the instruction to hand out the flyers to audiences in the venues they visit with whom they were unable to speak in person.

(3) Hard copy paper surveys

If volunteers are less confident about approaching audience members and/or to speed up data collection, volunteers can also distribute hard copy surveys to as many audience members as possible in a venue and collect them once they have been completed. This method is the most efficient at collecting data on the snapshot census date itself but requires resource-intensive data input after the event.

All teams should report to the census HQ at the conclusion of their shift to hand over their hard copy surveys to the

team leader/local census co-ordinator. If the HQ is closed then team leaders will need to take on this responsibility or else the local census co-ordinator should make alternative arrangements to collect the hard copy surveys.

For the survey questions for the snapshot census date, see **Online Appendix:**

Audience interview survey;

and

Venue observation survey.

Make sure that all volunteers' completed hard copy surveys have venue/event name at the top!

We recommend that you provide pens to volunteers for audience members to complete hard copy surveys.

After the snapshot census date: Top tips

1. Bear in mind that email is not always the most effective call to action for getting people to complete online surveys and that follow-up phonecalls or in-person visits to venues may also be required.

2. Ensure that you make a note of all communication with venues in the venue database.

3. Before visiting venues in person, it is recommended that they are telephoned or emailed first to ask if it might be possible to make an appointment with an owner, manager or duty manager if/when they have a quiet moment during the day.

After the snapshot census date: Online survey period: Day/week after the census

Publicising online surveys: immediately after the snapshot census date

Thank local venues/promoters and ask them to complete online surveys

This can be a time-consuming process as it involves either calling or even visiting the venue to speak with the relevant member of staff where appropriate. Remember that email is not always the most effective call to action for getting people to complete online surveys and that follow-up phonecalls or in-person visits may also be required.

Chasing venues to complete online surveys is time-consuming but essential!

Publicise online surveys to local contacts

Email local contacts (musicians, promoters, etc.) to ask them to complete online surveys.

Follow-up with volunteers

Report back to the volunteers to thank them for their involvement and to update them as to the success of the snapshot census (for example, the number of surveys collected on the snapshot census date) and encourage them to stay engaged with the project via social media.

Ask volunteers to use their networks and social media accounts to encourage participation in the online surveys. Remind them of the prize draw incentive (if used).

For some suggested text for thank you emails to snapshot census date venues and to local contacts asking them to complete online surveys see **Online Appendix: Suggested text for online survey period emails.**

The survey was really well composed and comprehensive - just wanted to pass that on!

Venue survey respondent, UK Live Music Census 2017

After the snapshot census date: Online survey period: One month after the census

Publicising online surveys: one month on

Continue to promote the audience, musician, promoter, and venue online surveys via social media and by emailing and calling venues.

Venue follow-up #1: hard copy versions of the online venue survey

To ensure that as much venue data is collected as possible, we recommend that the local census co-ordinator (and/or general volunteers/team leaders) visit venues in person with hard copy versions of the longer online venue survey (follow-up LONG venue survey). This will create some extra work in that the hard copy responses will need to be inputted manually but hopefully many of the venues/promoters will have already filled out the online survey.

We recommend that you focus on venues which were open on the snapshot census date and on significant local live music venues if they did not host an event on the snapshot census date.

If no duty manager or similar is around when you call in but venue staff seem interested in participating, leave the survey for the appropriate person to complete in their own time, and either telephone or call back in person at a later date to remind them to complete the survey. You may also

wish to leave copies of the hard copy surveys with stamped addressed envelopes and a short cover letter explaining what it is for.

Visiting venues in person is time-consuming but well worth the effort. Remember that venues/promoters are busy people for whom filling out surveys is often the last item on their to-do list, so allow plenty of time for this task. To make it less time-consuming, you could ask some of your keener volunteers to get involved.

See **Online Appendix: Follow-up LONG venue survey.**

Before visiting, we recommend that venues are telephoned or emailed first to ask if it might be possible to speak to an owner, manager or duty manager if/when they have a quiet moment during the day. Use this contact to explain what the census is for if you haven't already done so, and to reassure them that their data will be anonymised and that no commercially sensitive data will be passed on.

Ensure that you make a note of all communication with venues in your venue list, including the names of staff members you speak to.

After the snapshot census date: Online survey period: Two months after the census

Publicising online surveys: 2 months on

Continue to promote the audience, musician, promoter and venue online surveys via social media and by emailing and calling venues. Make sure to flag up the approaching deadline for the surveys and the incentive (if used).

Venue follow-up #2: short venue surveys

Towards the end of the online survey period, there will most likely be some venues who have not yet completed an online venue survey or the hard copy version.

To ensure that you capture *some* data rather than none, ask venues to complete the follow-up SHORT venue survey, again prioritising the snapshot census date venues and also key music venues in the city which were not open on the snapshot census date.

The most effective method for the short follow-up venue survey is to call the venue first to locate the relevant person at the venue (probably a manager, owner or booker), explain what the census is all about (if they are not already aware) and establish a good time to visit in person. When you are at the venue, give them the follow-up SHORT venue survey and then say that you will be back in 10 minutes to collect it. Hopefully this means that they will fill it out there and then and also means that they do not feel under pressure by your being there.

Alternatively, you could leave a stamped address envelope for the venue to send back the completed short survey, but collection in person is most effective. Again, you will probably need to chase venues by phone and by email to return the survey. Make it clear that the census online survey period is due to end shortly to try to encourage them to complete the survey and to remind them about the incentive if you have one.

See **Online Appendix: Follow-up SHORT venue survey**.

For suggested text for email to venues after follow-up phonecall see **Online Appendix: Suggested text for online survey period emails.**

After the snapshot census date: Data analysis: Three months after the census

Close online surveys

The online surveys should close after three months and then data analysis can commence. If you have set up a prize draw, any prize draw winners should be contacted and their prize(s) delivered.

Data analysis and final report

There are a number of strands to the data analysis and final report, including:

- Research and write up profile interviews;

- Merge and clean data from surveys;

- Analyse data;

- Write report based on census data and profile interviews;

- Create additional outputs;

- Disseminate findings.

Research and write up profile interviews

As well as including quantitative survey data, to make your census report come alive it should also include profiles of

local venues, musicians, promoters and perhaps even audience members.

The selection of profile interviewees is dependent on the stories that the survey data is telling you. For example, if you find that a significant proportion of venues are struggling with noise complaints, it may be that one of your profiles should be of a venue which itself has had noise issues and, importantly, if these were resolved and how.

For suggestions for profile interview questions see **Online Appendix: Data analysis and final report.**

Where possible, the profile interviews should promote best practice. Therefore you may wish to focus on, for example, a venue which displays best practice on accessibility for Deaf and disabled users or environmental sustainability.

To give further insight into local conditions for musicians, you may wish to select a musician who is particularly identified with your city and plays an important role in the local 'scene'.

Merge and clean data from surveys

Before you can analyse the survey data you will need to merge and clean the datasets. Data from musicians and promoters comes from the online surveys only. Data from audiences and venues comes from the snapshot census date surveys *and* from the online surveys. In order that you can analyse the audience/venue datasets as a whole, they will need to be combined as follows:

- Audience interview + audience online

- Venue online + venue follow-up + venue observation

You will notice that some questions appear in more than one type of venue survey (for example, venue capacity information). In cases where you have data for a question from one or more sources, the hierarchy of data is as follows: 1) venue online; 2) venue follow-up; 3) venue observation.

If you have more than one venue observation survey for a venue because two volunteers collected data from the same venue at the same time, use the higher audience headcount figures and discard the lower ones because the audience attendance figure should be based on the highest number available. For example, if one volunteer counted 30 audience members and another volunteer counted 60 then the audience attendance for that event is 60. However, if you have final audience attendance figures from the online survey or, failing that, from venue staff on the snapshot census date then use these instead.

If you have more than one venue observation survey for a venue because there has been more than one event at the venue (for instance, a matinee and an evening performance), add together both sets of data to give the final audience attendance for that venue on the snapshot census date.

Merging data can be time-consuming and awkward. It is recommended that you use Excel or a free spreadsheet programme such as OpenOffice's Calc in order to merge the datasets. You need to be comfortable with cutting and pasting columns of data. In Excel 2007 onwards, the Insert Cut/Copied Cells function is invaluable here!

The data will need to be cleaned; for example, to remove duplicates, overseas respondents or under-18s (if you do not have appropriate ethical approval).

For a guide to data cleaning and wrangling, see **Online Appendix: Mapping local live music ecology.**

Analyse data

It is expected that the data will be analysed by someone with a good grasp of statistics and data analysis. Therefore instructions will not be given here but some suggestions for

data analysis can be found in the online appendices, including the methodology for calculating economic value.

Write report based on census data and profile interviews

Within your own timeframe, it is recommended that you use the data analysis and profile interviews to write a report.

You may wish to consult some examples of other live music census reports for reference (click the name of the report to download it):

- Adelaide Live Music Census 2015;

- Austin Music Census 2015;

- Bristol Live Music Census 2016;

- Edinburgh Live Music Census 2015;

- UK Live Music Census 2017;

- Victoria Live Music Census 2012;

- Victoria Live Music Census 2013.

Note that these are included purely for the purposes of showing various approaches and that we are not endorsing either the methodologies or the presentation.

You may wish to use these free tools to help you visualise the data in interesting and engaging ways. Click on the name of the tool to go straight there:

RAWGraphs

Piktochart

Creative Bloq

For suggestions about analysing data and for a step-by-step guide to calculating economic value, see **Online Appendix: Data analysis and final report and Example economic methodology.**

Create additional outputs

You may also wish to produce other outputs; for example, a journal article, a briefing sheet for ministers and civil servants and/or a press release. These will all need to be written to suit each target audience:

- Journal article: Aimed at academics, so use of more technical language is fine;

- Briefing sheet: Aim for three pages, maximum six, use bullet points, ensure the main thesis is encapsulated in the first paragraph. Keep it simple and avoid jargon;

- Press release: Aim for 1-2 pages maximum. The press release is for journalists so help them to find the 'hook' around which they can write their story.

For more about 'triple writing' and engaging with policy-makers more broadly, read this article (click on the link to go straight there):

Making an impact: how to engage with policy makers.

Disseminate findings

Either liaise with your press office to send out a press release which contains the headline figures from the report or compile a list of publications and journalists to send out the press release yourself.

You may wish to send copies of your report to the following:

- Local councillors;

- Planning officers;

- Environmental health officers;

- Licensing officers;

- Local MPs;

- Arts councils and other funding bodies;

- Music industry bodies such as (in the UK) Music Venue Trust, Musicians' Union and UK Music;

- Local music activists such as promoters, musicians, venues, etc.

You may also wish to send copies of your report to local and national libraries and archives (for example, the UK's British Library), and to parliamentary reference libraries (in the UK, for example, the House of Commons and House of Lords libraries).

Glossary

Live music event

We appreciate that there will be some grey areas as to what constitutes a live music event but, after consultation with stakeholders, we agreed on the following definition for the UK Live Music Census:

A live music event is one in which musicians (including (named) DJs) provide music for audiences and dancers gathering in public places where the music is the principal purpose of that gathering.

For a live music activity where the purpose is less clear - for example, a singer in a restaurant or a DJ in a nightclub - we have included it in the census if the event is advertised as a live music event (for example, jazz at the Ashmolean Restaurant) and/or the performer was named (for instance, Carl Cox at Fabric).

It is also worth bearing in mind that by its nature a live music event needs:

- A place in which to happen;

- Performers;

- An audience;

- A catalyst - someone or something to bring these things together;

- Appropriate technology to enable the event to happen such as instruments or microphones.[3]

The live music activity in question should therefore have these five elements.

Finally, does the event pass the 'elephant test', i.e. would the promoter/organiser, audience and/or performer consider it to be a live music event?

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[3] For more about the definition of a live music event, read Frith, Simon (2012) Live Music 101 #1 – The Materialist Approach to Live Music. Live Music Exchange [website], 2 July.

Live music venue types

The following list of venue types should cover the majority of venues used for live music although bear in mind that there will be grey areas. The list was devised and developed for the UK Live Music Census but you may need to adjust it depending on your location. Bear in mind, however, that using the same categories allows for more substantive comparisons across censuses. Some venues will have more than one function but you should consider the primary function of the venue where possible.

- Arena (5,000-20,000 capacity): large, covered, multi-purpose arena or conference centre;

- Arts centre (200-2,000): multi-arts, multi-purpose venue;

- Bar/pub with music (20-100): main focus is alcohol sales with occasional music;

- Church/place of worship: place of worship which hosts live music events beyond its regular services;

- Concert hall/auditorium (200-3,000): dedicated music venue, mainly seated gigs;

- Hotel or function room;

- Large music venue (651-5,000): dedicated music venue, mainly standing gigs;[4]

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[4] For further detail on small, medium and large dedicated music venues, read Music Venue Trust's work in Mayor of London's Music Venues Taskforce (2015) London's grass-roots music venues rescue plan. London: Greater London Authority.

- Large nightclub (>500): dedicated nightclub, mainly for dancing;

- Medium-sized music venue (351-650): dedicated music venue, mainly standing gigs;

- Outdoor (greenspace): for example, parks used for festivals;

- Outdoor (urban): for example, particular sites used regularly by buskers;

- Restaurant/café with music (20-100): main focus is food sales with occasional music;

- Small music venue (<350): dedicated music venue, mainly standing gigs;

- Small nightclub (<500): dedicated nightclub, mainly for dancing;

- Social club/community centre/village hall/sports hall: meeting place, generally formed around a common interest, occupation, activity or location;

- Stadium (5,000-100,000): large, usually uncovered, main purpose usually for sports;

- Student union/university building;

- Theatre/opera house (500-2,500): mainly theatre with some live music/opera;

- Other (20-1,000): venues which are used for live music occasionally and do not fit into the above categories.

Checklist

Task	No. of weeks/ months before census date	Completion date	Complete (✓)
Apply for funding	2-3 months		
Apply for ethical approval	2-3 months		
Choose and confirm the date and location of your census	2-3 months		
Start mapping live music events and venues	2-3 months		
Compile list of local musicians, promoters and venues	2-3 months		
Contact your institutional press office to start planning publicity campaigns	2-3 months		

Start to plan volunteer recruitment	2-3 months		
Organise an incentive for census participation	2-3 months		
Press release #1 to announce census	2 months		
Set up social media accounts and website	2 months		
Contact local musicians, promoters and venues	2 months		
Book census HQ premises	6 weeks		
Liaise with institutional legal department where necessary to obtain volunteer agreement	6 weeks		
Press release #2 to recruit volunteers	3 weeks or earlier		
Social media / email campaign to recruit volunteers	3 weeks or earlier		

Promote census via website and social media	3 weeks		
Contact local agencies (local authorities, tourist agencies, etc.)	3 weeks		
Put up posters in local live music venues	3 weeks		
Identify snapshot census date venues	3 weeks		
Allocate snapshot census date venues to volunteers	3 weeks		
Contact snapshot census date venues	3 weeks		
Set up and test online surveys	3 weeks		
Design and print flyers for snapshot census date	2 weeks		
Press release #3 to publicise snapshot census date	1 week		

Launch online surveys	1 week		
Conduct pre-census training for volunteers	1 week		
Print out paperwork	1 day before		
SNAPSHOT CENSUS DATE			
Thank local venues/promoters and ask them to complete online surveys	1 day/week after		
Publicise online surveys	1 day/week after		
Follow-up with volunteers	1 week after		
Continue to publicise online surveys	1 month after		
Venue follow-up #1: follow-up LONG venue surveys	1 month after		

Continue to publicise online surveys	2 months after		
Venue follow-up #2: follow-up SHORT venue surveys	2 months after		
Close online surveys	3 months after		
Research and write up profile interviews	3 months after		
Merge and clean data from surveys	3 months after		
Analyse data	3 months after		
Write report based on census data and profile interviews	3 months after		
Disseminate findings	3 months after		

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