

January to July 2019

Slough's cultural life transforms perceptions and aspirations for residents and local businesses

897 Sessions delivered in 7 months

Volunteers donated **11,112** HOURS to the programme



£95K
Generated in in kind support

ACTIVITY AT HOME ON THE HIGH STREET



78%
Workshops across all art forms



16%
Children & Families Workshops



3%
General Entertainment



3%
Play/Drama



1%
Music

Quality was highly rated, on average

77%

REASONS FOR ATTENDING

97% to try something new

30% to do something with family and friends

46%
of our audience haven't attended any other arts events

6,231
people participated in our events

27
Local people, community groups and partners used the space

MAJORITY OF PARTICIPANTS WOULD RECOMMEND US TO FAMILY AND FRIENDS



Over **50**

Young people helped to create two new pieces of public art



5 Summer festival performances brought to Slough



20 Artists/ Creative Companies brought to Slough

117 residents helped shape our briefs and commissions

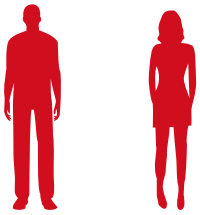
'The artist was amazing, so original and a fresh breath to Slough'

High Rise eState of the Mind

SLOUGH IN CONTEXT

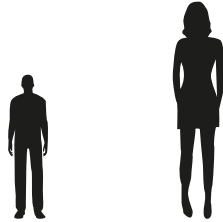
148,765 RESIDENTS

SLOUGH'S POPULATION BY GENDER



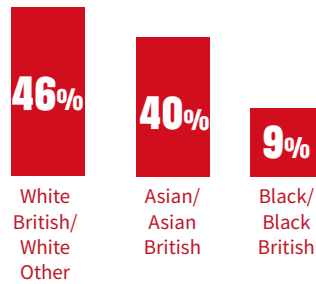
50% 50%

HOME SLOUGH'S AUDIENCE BY GENDER

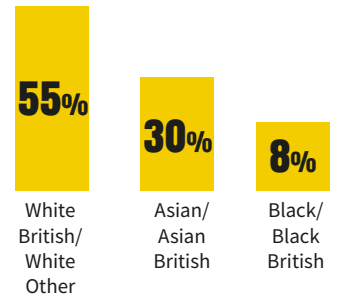


33% 66%

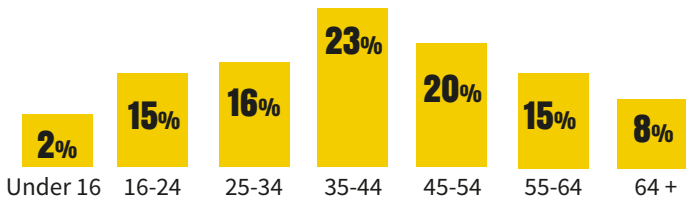
SLOUGH'S POPULATION BY ETHNICITY



HOME SLOUGH'S AUDIENCE BY ETHNICITY



HOME SLOUGH'S AUDIENCE BY AGE



Slough's population characterised by higher than average numbers of young children and adults aged 25 to 44

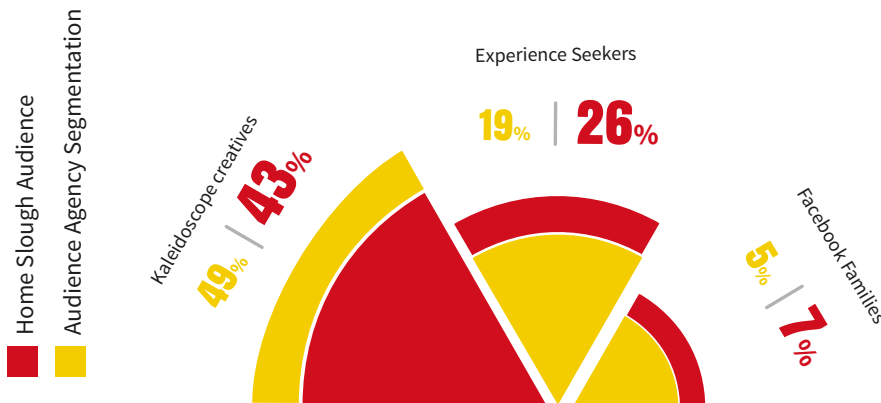


13% SLOUGH'S POPULATION BY LONG TERM HEALTH PROBLEMS OR DISABILITY



9% HOME SLOUGH'S AUDIENCE BY LONG TERM HEALTH PROBLEMS OR DISABILITY

OUR AUDIENCE BY AUDIENCE AGENCY SEGMENTATION



KALEIDOSCOPE CREATIVES

A group characterised by mixed age, low levels of cultural engagement, who enjoy free local events, outdoor arts and festivals.

EXPERIENCE SEEKERS

Highly active, diverse, social and ambitious, engaging with arts on a regular basis.

FACEBOOK FAMILIES

A younger, cash-strapped group living in areas of high unemployment, least likely to think themselves as arty. Arts and culture play a very small role in their lives.

HOME Slough's mission is to increase opportunities and awareness of all the arts in Slough, offering ways for everyone to fulfil their artistic potential. In the next two years we want to increase the number of people participating in arts and culture, building the foundations for Slough's creative future.