



Motionhouse

CAPTIVE

Audience Development Report

Written by Earthen Lamp on behalf of Motionhouse and Earthen Lamp



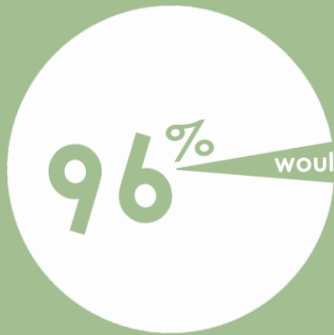
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Contents

1. Introduction	4
1.1 Context	4
1.2 About <i>Captive</i>	5
1.3 Partnerships with local authorities	6
2. Marketing activity	7
2.1 Delivery	7
2.2 Review of marketing activity	10
3. Research activity	11
3.1 Quantitative research	11
3.2 Qualitative research	12
3.3 Review of research activity	13
4. Stakeholder and audience feedback	14
4.1 Postcard and online survey	14
4.2 Interviews and focus groups	16
5. Observations and learning for the sector	20
5.1 Product	20
5.2 Marketing	21
5.3 Working with partners	22
5.4 Meeting priorities	24
6. Impact of <i>Captive</i> on Motionhouse's work	24
7. In conclusion	25

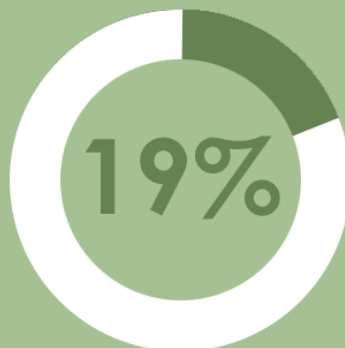
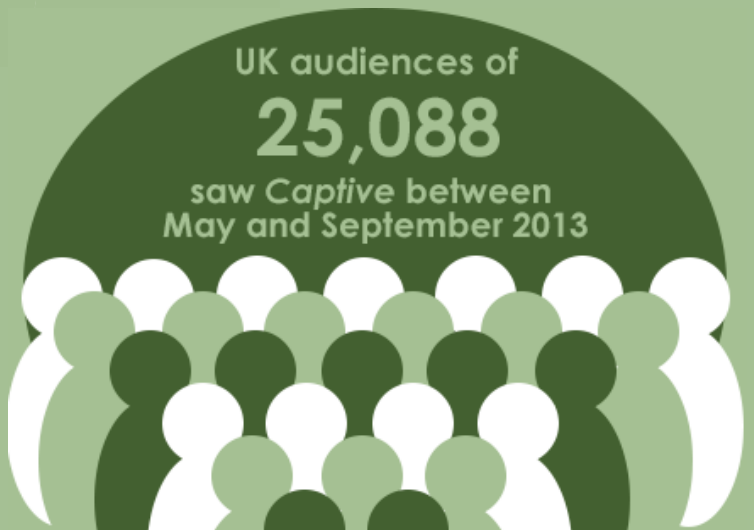


98% enjoyed the performance of *Captive*



would attend a similar event in the future

100% would recommend *Captive* to friends and family



never been to an outdoor event before *Captive*



never been to a dance event before *Captive*

1. Introduction

1.1 Context

In 2012/2013 Motionhouse developed *Captive*, a brand new, world-class piece of dance theatre for outdoor touring. As one of the UK's foremost dance theatre companies, Motionhouse has a wealth of knowledge and experience in producing short accessible outdoor work. Over the years the company has developed and refined a formula for producing and performing highly physical dance theatre that engages, connects with and moves a wide audience.

The idea for the *Captive* tour grew over a number of years and out of conversations with touring agencies and local authorities, including Arts Alive, Black Country Touring, Warwickshire County Council and Tamworth Borough Council. They shared Motionhouse's view that there is a lack of affordable audience focused outdoor dance available for booking within the region. Partners were excited at the potential presented through quality outdoor dance to support their delivery of strategic objectives. Through these conversations and the financial investment of Arts Council England's Strategic Touring Fund, the *Captive* tour was created.

Motionhouse approached audience development specialists Earthen Lamp to design and deliver a robust programme of audience development activity to accompany the *Captive* tour. The programme included in-depth audience and stakeholder research in four areas in the West Midlands identified as having low levels of arts engagement according to Arts Council England's *Arts Audiences: Insight*. Target areas were Bedworth and Kingsbury in North Warwickshire, Tamworth in Staffordshire and Wolverhampton in the West Midlands. Survey research was also conducted at all tour locations. The partnership helped to build on the company's extensive experience of delivering highly accessible dance to a broad audience and test new methods of engagement.

In addition to increasing access to, and an appetite for dance across the region, Motionhouse and Earthen Lamp were particularly keen to develop the following through *Captive*:

1. Working with local authority partners to:
 - Build awareness of and engagement in the arts
 - Explore how this work supports delivery of a range of local authority strategies and objectives
 - Test the sustainability and future potential of taking great art to areas with little or no arts provision

2. Working with touring agencies to:
 - Introduce new artforms to agencies' promoter networks and their audiences
 - Test the scope for development of this programming strand
 - Explore the interest and commitment in this sector in order to help bridge the gap in resources needed to deliver outdoor work and high quality dance to this market in the future

3. Working with existing festival markets to:
 - Deepen relationships with promoters
 - Expand the market and reach
 - Grow audiences beyond the usual suspects
 - Explore new engagement approaches

1.2 About *Captive*

Described as breath-taking, highly energetic and intoxicating, *Captive* was inspired by Rainer Maria Rilke's poem *The Panther*. Four dancers performed inside a large cage exploring the theme of captivity via an extraordinary blend of dance and aerial work. The piece was toured across 25 locations in the UK and was seen by 25,088 individuals from across all English regions, as illustrated in the map on the following page.

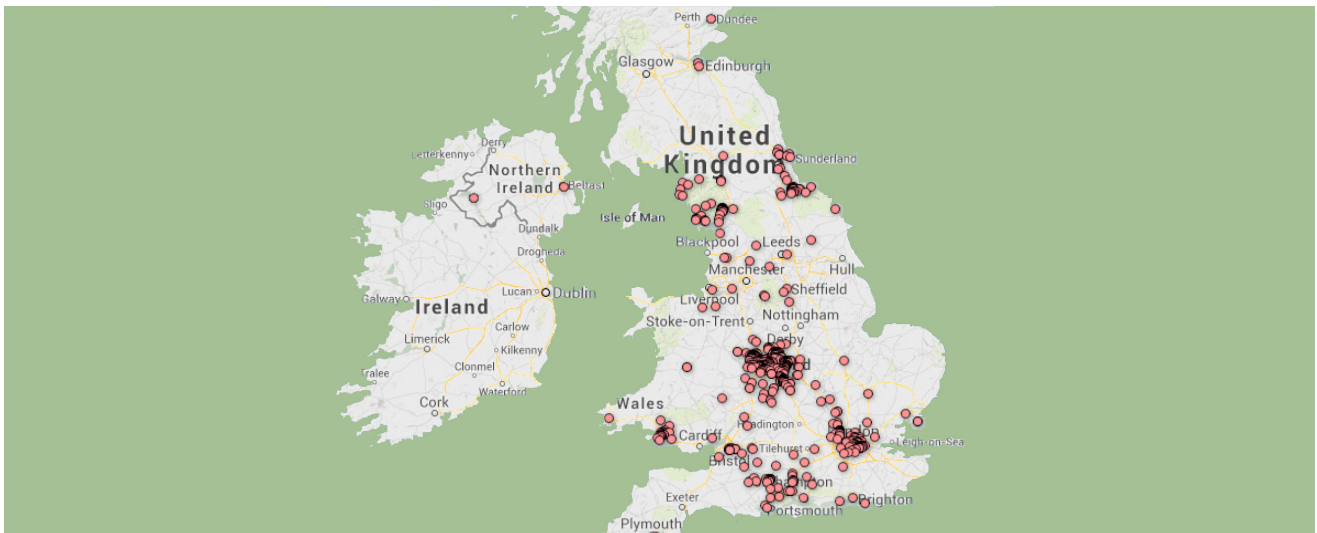


Figure 1: Map of respondents - UK

The *Captive* audience development project was developed in partnership with local authorities, festivals, and touring agencies. It included detailed interviews with project partners, discussion groups with potential audiences in target areas, interviews with individuals identified as gatekeepers to local communities, and open rehearsals for potential audiences and stakeholders. Earthen Lamp led on the research and consultations undertaken as part of the audience development initiatives.

1.3 Partnerships with local authorities

Motionhouse has developed and grown relationships with a number of local authority arts teams over the years and has recently been exploring how outdoor dance theatre could support their wider agendas, specifically those relating to civic pride, developing a sense of community, improving their constituents' self-esteem, and encouraging footfall and linger-time in specific areas in town centres. Nuneaton and Bedworth Borough Council, Tamworth Borough Council, Wolverhampton City Council, and Warwickshire County Council were particularly interested in testing whether outdoor dance helped them to meet their objectives.

Local authority partners' support was intrinsic to the success of the *Captive* tour in areas of low engagement. However, staff changes and reduced capacity within local authorities meant that some partners' levels of active involvement diminished during the early stages of the project. In some cases Motionhouse had to develop new relationships with key staff and plan the tour for a second time. These

challenges impacted on planned profile-raising and marketing activities and had a serious knock-on effect with the venue, timing and infrastructure planning. Motionhouse found that partnerships maintained throughout the planning, development and delivery stages resulted in performances that were significantly better in meeting partners' strategic objectives.

2. Marketing activity

The aim of the *Captive* marketing activity was to support the project partners to achieve the best audience response in attendance numbers and reaction. *Captive* provided a slightly different challenge for the Motionhouse marketing team as not all performances were programmed within a festival framework. It was necessary to market directly to audiences in target areas rather than through established festival marketing channels.

With 25 tour locations and a programme that ran over a period of several months (May to September 2013), it was vital that limited marketing budget and resources were used effectively. Motionhouse's experience of delivering marketing for both outdoor touring shows and for shows touring widely to theatres, meant that the company were realistic about what could and could not be achieved for *Captive*.

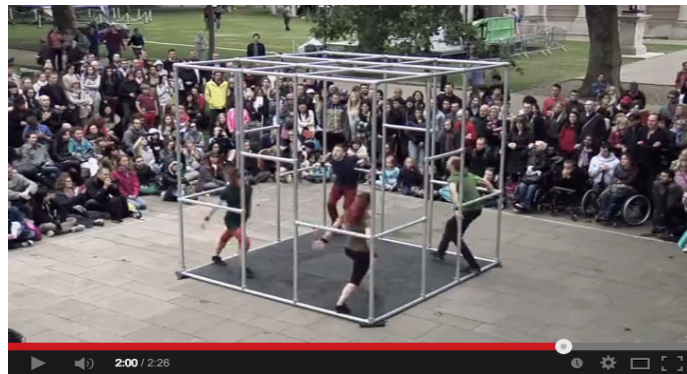
Motionhouse consulted with project partners in each of the target areas to explore established marketing channels and successful marketing approaches. This newly acquired intelligence and the knowledge and experience of Motionhouse's skilled marketing team shaped the final *Captive* marketing plan. It was important that the plan was flexible to allow for the incorporation of learning from the tour, especially from the in-depth consultations.

2.1 Delivery

A tour of this scale required a considerable amount of time and energy to successfully market it. In the lead up to, and during the tour, members of the Motionhouse marketing team spent between 60% and 80% of their time on *Captive*. The Marketing Manager, Marketing Assistant, and Creative Apprentice delivered the marketing. Motionhouse's external PR company also played an important role in wider profile raising activity for *Captive* by weaving messages about the tour through PR activities related to the company brand. Motionhouse

began marketing *Captive* three months before the first tour: Target audiences were identified, marketing messages developed, the PR company was briefed, and photographers and filmmaker were booked.

Two open rehearsals were run during the creation of *Captive*, one for partner organisations and stakeholders and one for community gatekeepers made up of individuals identified by Earthen Lamp as having influence with people in target areas. The open rehearsals aimed to ensure that partners and gatekeepers understood the show and could confidently promote it to their communities and through their networks. Open rehearsals also provided the artistic team and dancers with valuable feedback as the audience was encouraged to talk about what they had seen and how they interpreted the piece. Open rehearsals proved a useful tool for marketing, profile raising and audience development. Creative content captured on the day was also used in a teaser campaign.



Motionhouse has a long and successful history of creating quality content to both engage dance enthusiasts and to capture the imagination of non-dance audiences, and *Captive* was no exception. A short video trailer was developed prior to the tour along with a portfolio of visuals, and new content continued to be developed throughout the tour. Motionhouse was keen to take people on a journey, introducing them to exclusive behind the scenes images and video footage of the production process, rehearsals, the tour, and post performance activity. Unparalleled access to the inner working of a world-class dance company was revealed with the aim that an open and honest portrayal of dance and dance professionals would challenge and positively change perceptions about the artform as well as raising the profile of *Captive* and Motionhouse.

Audiences' responses to *Captive* were overwhelmingly positive throughout the tour and featured heavily across all marketing materials, further reinforcing the quality of the piece. Facts about the company, including news of the 25th anniversary, accompanied creative content to strengthen the Motionhouse and *Captive* brands.

Captive marketing also played an important role in driving ticket sales for Motionhouse's theatre production *Broken*, Motionhouse offered new audiences the opportunity to access more Motionhouse dance. Unusual views of previous shows were made available including a time-lapse video of *Cascade*, performed at the National Theatre. Information about partners and tour locations also featured in marketing.

All of this content was designed to excite, inspire and intrigue audiences. Project partners had access to a rich portfolio of creative content and were encouraged to use it in their own marketing activity. The aim was to create a ripple effect, spreading Motionhouse and *Captive* messages through a range of on and offline channels. Creative content featured in all marketing materials, including posters, eflyers, website, press releases, Facebook, Pinterest and Twitter.

Social Media played a significant role in marketing *Captive*. Motionhouse used existing relationships and fresh material to build momentum and engage new audiences, interacting with audiences in the run up to, during, and after each performance. Motionhouse responded quickly to audience questions, reminded people of show times, and acknowledged and thanked people for their feedback. Facebook and Twitter were perfect vehicles for drip-feeding creative content to build and maintain momentum throughout the tour.

Captive marketing activity had a significant impact on traffic to Motionhouse's website between April and September 2013. The tour date's page was viewed 3,787 times compared with 2,033 times in the same period in 2012, and the new production page created to accompany *Captive* was viewed 1,183 times. 2,442 people accessed the site via Facebook during the months *Captive* was on tour compared with 1,112 in the comparable period in 2012. The number of Facebook fans increased significantly compared to the same period in 2012 (36.9% in the first quarter and 20% in the third quarter).

On performance days marketing was an extremely important part of profile raising activity. Motionhouse staff wore branded t-shirts and handed out Motionhouse leaflets and *Captive* stickers. The set was dressed in a large branded cover, which apart from having a practical purpose of protecting the set from the elements, helped raise visibility of the brand and company. Similarly, the Motionhouse van acted as a giant on-site billboard when it was parked in close proximity to the performance space.

A flexible and responsive approach to marketing allowed Motionhouse to revise and enhance all marketing content which was updated in response to audience feedback, including elements of print. This refreshed the well received creative content via a second photo shoot and the production of a high definition video trailer of the show shot in situ at a festival site.



2.2 Review of marketing activity

Through the online survey Earthen Lamp found that at least 31% were motivated to attend the performances as they read about it online or in the press. Over a quarter of all audience members (27%) found out about *Captive* through printed flyers and around one in five (18%) accessed the *Captive* page on the Motionhouse website for information about the performances. At least 14% of online survey respondents found out about the performances through Social Media channels such as Twitter and Facebook.

Motionhouse was particularly pleased with on the day marketing and the success of *Captive* stickers, branded set covering and Motionhouse t-shirts. The stickers gave an opportunity to approach and talk to family groups about the show, many of whom were simply passing by. Young children were especially interested in peeling the stickers from the backing paper and proudly placing them on their clothes. The stickers were so popular that parents and children were actively seeking out members of staff to acquire their own *Captive* sticker. The stickers, or lack of stickers, helped Motionhouse staff to identify people that had yet to be approached about the show. The t-shirts meant that members of the audience who had questions about the organisation or the performance could easily identify Motionhouse staff. The branded set cover generated interest from passers-by and let people know that something was about to happen. The set cover worked best in the non-festival settings where it stood out against the backdrop of the busy high street or park. It should be noted that the proximity of the branded set to other performers during festivals could sometimes cause confusion about which company was performing.

Our learning from this experience, observations and recommendations for the sector are included in Section 5.

3. Research activity

To understand the success of *Captive* in meeting its objectives and recording the learning from the project Earthen Lamp and Motionhouse devised an extensive programme of quantitative and qualitative data collection and evaluation.

970
feedback cards

Information was collected from stakeholders, including local authority arts officers, festival organisers and touring agencies, and audiences and potential audiences (the local population where the production toured). The primary research focussed on self-completion forms, online surveys, telephone interviews and focus groups.

3.1 Quantitative research

Motionhouse and Earthen Lamp carried out primary research with visitors via self-completion data forms (postcards), which were handed out to and collected back from visitors at every performance. These data forms were incentivised with a prize draw to win £100 in High Street Vouchers. Email addresses collected via this approach were then used to send the visitors a link to a longer online survey to gather more detailed information about the visitor and collect feedback about their experience of *Captive*. All data collection staff were easily identifiable during the performances as they were dressed in Motionhouse branded t-shirts and were clearly part of the overall team. This added to the willingness of audience members wanting to engage with and give their feedback to the data collection staff.

In total 970 cards were completed. The forms were designed to collect information about the audience members' experience of *Captive*, experience

8
focus
groups

of dance, party size and postcode or residence. The party size information collected from the forms told us that the information collected represented the views of 2,698 individuals (i.e. 1,912 adults and 786 children). Earthen Lamp found that the average party size of audiences attending *Captive* was 3.2 people. These respondents were invited to join Motionhouse's mailing list and 715 individuals signed-up. In

total 152 members of the audience also went online and completed the *Captive* online survey which asked further questions about audience experience.

3.2 Qualitative research

Earthen Lamp collected qualitative data from local residents via focus groups in four target locations two weeks before and two weeks after the performances. In total eight groups were conducted in areas identified as having low levels of arts engagement, this included Tamworth, Bedworth, Kingsbury and Wolverhampton. Local residents were recruited to take part in discussions via community gatekeepers, email, telephone and Social Media. Posters were also distributed around the tour locations. Participants were given £10 each to cover their transport costs and provided with light refreshments during the two-hour sessions. The participants represented a broad range of ages, ethnicities and occupations. The discussion groups aimed to gather information about participants' leisure and cultural activities, better understand their experience and perception of outdoor arts and dance, and identify barriers and motivations for attendance to cultural events.

Prior to the tour Earthen Lamp interviewed 15 individuals with strong links in target areas. The aim was to better understand the local population and explore potential audience engagement ideas for *Captive*. These individuals were identified as gatekeepers to the community. Gatekeepers included shopkeepers (e.g. chip shops, corner shops, florists and charity shop owners), local community centre managers and coordinators. The gatekeepers gave an overview of the demographic profile of the area, leisure activities currently popular with people in the community, the local populations' perceptions of the arts, and current levels of cultural engagement. This demographic information supported development of marketing materials. Earthen Lamp carried out consultations over the phone and face-to-face during visits to the area. Earthen Lamp also consulted telephone interviews with 12 stakeholders, including local authority arts officers, programmers and festival organisers.

Trained research staff collected audience data following each performance of *Captive*. Motionhouse dancers were also integral to the data collection drive and proactively spoke to members of the audience about the piece and the company. They took time to talk, answer questions and collect qualitative feedback, which was passed on to the research staff.

15

community
gatekeeper
interviews

12

stakeholder
interviews

3.3 Review of research activity

The extensive nature of the research (970 respondents) is unique in the outdoor arts sector and has resulted in one of the region's largest current data sets available for this artform. The information collected also helped grow Motionhouse's mailing list by 715 people, which is extremely valuable for the organisation's future audience development activity. The consultations with project partners, stakeholders and audiences (pre- and post-performance) meant that marketing and audience development activities were tailored throughout the tour to be most effective in reaching people in areas with low levels of arts engagement.

Having a short postcard to gather instant reactions and demographic information proved to be very successful across most outdoor sites. The online surveys and interviews allowed time for reflection and detailed feedback.

A unique feature of the research relates to the role of the dancers in this activity. As with all Motionhouse shows the dancers that performed *Captive* took on the role of advocates and ambassadors for the art form, talking to audiences directly after performances.

The key findings from the research are included in Section 4. Motionhouse's and Earthen Lamp's learning from this experience, observations and recommendations for the sector are included in Section 5. A summary of the research activity carried out before, during and after the tour is included in the accompanying Appendices.

4. Stakeholder and audience feedback

4.1 Postcard and online survey

The charts give an overview of the level of arts engagement of audiences that saw *Captive* across the 25 location tour.



Figure 2



Figure 3

Figure 2: Previous visit to outdoor events

19% of all respondents (one in five) had never been to an outdoor event before their visit to *Captive*.

Figure 3: Previous visit to a dance event

Almost a quarter (22%) of all respondents had not been to a dance event before *Captive*.

98% of respondents indicated that they enjoyed *Captive* while 100% of all respondents would recommend *Captive* to their family and friends. Respondents to the online survey were asked whether they would have attended the event if it had not been free of charge and given a free text form field to show how much they would have been prepared to pay. 65% of respondents would have attended and the average price that they would have chosen to pay to watch the 28 minute show was £8. Respondents were asked what they liked best about *Captive*.

100% would recommend *Captive* to friends and family

Written feedback frequently referenced the energy and skill of dancers, and the accessibility of the piece.

I loved the simple production values of the set, which make it a wonderfully transferable performance, this being the beauty of the piece. I loved how it transformed the skate part in Tamworth into 'Arts for everyone'. it's great that you're taking it out to the community for all to enjoy and develop a love of dance and the arts.

Many others remarked on the storytelling elements of the performance and the use of the cage and the music.

I liked how it began with the dancers integrated within the audience before the piece started. It allowed the watcher to have a more personal experience in comparison to if it was seen as a theatre production and really enhanced the concept of the dancer's being 'Captive' and feeling sympathy for them. Very emotive!

I have never been to any art show before in my life and I was on my lunch break watching this show and I didn't want to leave as the show was very intense but yet calm and emotional in so many different ways.

I liked the use of the cage; complemented the dance and gave it a bit more oomph in an outdoor environment. It was something different.

The feedback also included appreciation of Motionhouse's particular style and commitment to the artform.

It's incredibly hard to put it down to a singular thing, due to loving every second of it. One of the many things is how the dancers are also acting. They're not just dancing, you could see the fear and anguish when they were first trapped, the desperation to get out, the need for each other. That's what makes Motionhouse stand out from other dance companies.

Respondents were also asked for recommendations on how their experience could be enhanced. The majority of respondents did not provide any recommendations and felt that nothing could be improved. Some of the areas where recommendations were offered related to the venue/site, the music, information provided about the piece and publicity and marketing. A full list of all responses is included in the accompanying Appendices.

Info about the actors/dancers, short story prior/after performance.

I think it was important to be able to see the whole space. If you weren't lucky enough to be near to the front then you would have lost a lot. Perhaps more people could have been persuaded to sit on the floor so that more people could have got fuller enjoyment.

It could have been better publicised. I only found out by chance that it was happening a couple of days before and still didn't know WHERE in the city centre it was happening.

4.2 Interviews and focus groups

Partners

Motionhouse interviewed project partners prior to and following the *Captive* tour. Priorities across partners for undertaking outdoor work were varied but could be grouped into the following areas; civic pride, social empowerment, community cohesion, increased footfall in town centres, economic impact and challenging people's perceptions of place.

In many cases, *Captive* enabled partner organisations to program outdoor dance for the first time and experiment with new performance spaces in a non-arts setting. All project partners reported that audience and staff perceptions of dance were challenged and/or positively changed as a result of seeing *Captive*.

The experience of working with Motionhouse provided several partner organisations with more confidence, knowledge and skill to commission and programme

Barriers:
Price
Access
Lack of
information
Lack of
provision

outdoor dance in the future. One partner has already approached Motionhouse to explore the possibility of commissioning a totally new performance for their town in 2014. *Captive* also had an impact on some partner organisations' senior team members, and in one case has 'opened the door for more high quality work to be programmed' in the town centre. It is fair to say that high quality outdoor arts activities can support achievement of a range of Local Authority objectives.

Arts Council England's Strategic Touring Funds enabled *Captive* to tour at a highly subsidised rate to partners who do not ordinarily programme outdoor arts. Looking ahead the unsubsidised cost may be a barrier which prevents some partner organisations from being able to book world class productions like this in the future.

Gatekeepers

Earthen Lamp consulted community gatekeepers to understand their potential to champion Motionhouse's work and other outdoor arts providers within their local area. Earthen Lamp spoke to gatekeepers on the phone and face-to-face during visits to the area.

The common barriers to engagement in the arts were price, access and lack of information. In addition, the lack of cultural provision was also a common reason for low engagement in these areas. The gatekeepers helped to identify what they believed would be the main motivation for local people to engage in the arts. They felt that the arts would give the local population a deeper sense of community and offer them an opportunity to engage in something that was positive. Spending time with family and children were also key motivations to engage in arts activities.

All gatekeepers said that they were happy to assist with marketing *Captive* in the local area through their networks although expectations of what this involved were undoubtedly varied. Word of mouth was identified as the most widely used and successful marketing mechanism in these areas although it remains hard to assess whether gatekeepers did introduce new audiences to the performances. Almost all the shops and community centres engaged through this programme of audience development were happy to display a *Captive* poster.

In summary, the gatekeepers were open to the idea of *Captive* and outdoor arts in general and felt that it would offer the local community a unique opportunity to engage in something new and exciting. The description of *Captive* and promotional materials made most people open to trying out the piece. Features

such as the performance being free, fast paced and short in length were especially appealing. Further consultation with gatekeepers after performances was not necessary as their input was primarily focused on informing the marketing strategy.

Audiences

Earthen Lamp consulted with residents in areas of low engagement via eight discussion groups before and after the performance of *Captive*. It was not always possible to re-engage and consult with the same people that attended the initial discussion groups. Several participants were on holiday or had work and/or childcare commitments, despite the follow-up discussion group events being programmed at times and dates requested by members of the groups.

Members of the groups have active social lives and regularly enjoy a range of leisure activities, including cycling, watching football, karaoke, going to gigs and visiting historic properties. The most popular outdoor events included outdoor theatre, events associated with the Olympics, and arts events linked with carnivals and celebration events such as Morris dancing, line dancing and choral singing. Street Art and graffiti, poetry readings, and sculptures on walking trails were also identified. Non-arts outdoors activities included historic re-enactments, music festivals, remembrance parades, and motorcycle and car shows.

Participants' exposure to dance was largely via local carnivals and festivals, and limited to clog dancing, Morris dancing and line dancing. Some participants from two discussion groups had seen performances by Surdhwani, Zoo Nation and Motionhouse before.

Free or low cost events, something to do with the family, and 'to be entertained' are the main motivations for members of the groups to engage in dance. Events and activities that inspire young people and involve the community are also of particular interest. On the other hand lack of time and information, perceptions of dance as not for them, transport, cost, personal safety, lack of seating in an outdoor arts setting, apathy, and the weather were the main reasons cited for not

***Captive* has
changed or
improved
perceptions
of dance**

normally engaging in outdoor arts.

Traditional marketing methods, including word of mouth, posters, leaflets and articles in the local paper were cited as the most effective ways to communicate with nearly all participants. Social Media (Twitter and Facebook), radio and outdoor advertising were also favoured by some members of the group as ways of finding out about arts and cultural activities. Members of the groups consulted required between two and four weeks' advance notice to attend an event.

Captive was pitched to all groups using portfolio of creative content (posters, video, photographs and marketing messages). All members of the groups thought *Captive* would appeal to a range of people of different ages and backgrounds because of the storyline, physicality and energy of the performance and the fact that it was being toured to places and spaces with high levels of footfall. Similarities with dance groups like Diversity from popular reality television programmes were also cited as a reason why people were likely to engage. The relatively short run time (20-25 minutes) and the fact that you could drop in and out of the show was also appealing. This information highlights the areas that can be explored by other outdoor arts providers.

Nearly all of the people consulted during the discussion group enjoyed the performance of *Captive*. The dancers' energy and animalistic movement, the quality and originality of the choreography and the passion and drama were appreciated by all. *Captive* has changed or improved their perceptions of dance. For traditional non-attenders it demonstrated that dance can include a broader range of activity and athleticism than they expected. For people with a broader understanding of dance *Captive* has positively strengthened and reinforced their feelings towards the artform. This outlines the importance of single performances on changing the perception of non-attenders. As a result of seeing *Captive*, all consulted would like to see more outdoor art in their local area.

In summary, the performances were accessible to people interested in dance and to first time attenders. The physical and emotive performance meant that the show was enjoyed on a number of levels. *Captive* inspired people, challenged their perceptions of dance, and provided entertainment for individuals and family groups. *Captive* has also created an appetite for this type of work in the future.

5. Observations and learning for the sector

Much of the intelligence gathered through the *Captive* audience development project has reinforced Motionhouse's approach and commitment to a style of audience focused work developed over 25 years.

Earthen Lamp and Motionhouse have compiled the following observations, learning and recommendations for organisations interested in touring to outdoor spaces in areas of low engagement:

5.1 Product

Quality and relevance of the piece:

The quality and relevance of the piece of outdoor art and standard of performance is the most essential factor in ensuring engagement from audiences. Without this, audience development in areas of low engagement would not be possible. The piece needs to be fit for purpose and be the right kind of work for the space. What works in a theatre or an enclosed space will not necessarily be suitable for outdoor audiences. It is not possible to segment an outdoor audience and for that reason the piece needs to be appealing and accessible to a broad range of people.

An outdoor piece of dance should be dynamic, theatrical and have striking content that the audience can relate to. It is very helpful to have a set which acts both as your stage and as a focal point for audiences. Shows should ideally not be longer than 25 minutes in duration, leaving audiences wanting more rather than growing bored. A shorter show allows for repeat performances during the day, which in itself generates increased audiences.

Timing and placing of the piece:

It is always preferable to place a work in an area of high footfall during busy periods (i.e. lunch hour, end of working day, summer evenings near bars, busy periods relevant to the space). However, this decision may not always be in your hands. Project partners and/or commissioners may want to test a new space or a specific time/date to engage a particular audience. It is important to prepare for the impact this may have on your performance (low audience numbers, limited vantage points and seating).

There are always challenges and restrictions relating to the performance space, the equipment that can be used onsite, and resources available on the day. It is vital to

have contact and continual dialogue with the on the ground staff at the venue/ space before the day of the performance.

5.2 Marketing

Flexibility and intelligence:

It is never easy to plan for the unexpected or to develop a flexible marketing strategy that can grow to incorporate new knowledge or insight. Motionhouse found that by simply acknowledging the fact that there would be changes and additions was a helpful process in advance planning. Development of the project was informed by focus groups and consultation in the *Captive* touring areas. Motionhouse delivered a comprehensive body of work within budget limitations and project parameters and could have increased impact with more resources.

Creative digital content:

Developing creative content is time-consuming and costly but Motionhouse find it an extremely useful tool in engaging and inspiring new and existing audiences. Motionhouse create interesting content often at the expense of other advertising. Strong, engaging and recognisable images are part of the company's visual identity and help to strengthen the brand. Motionhouse believe that providing new audiences with access to quality photographs and videos of work encourages them to seek out and watch performances. In Motionhouse's experience presenting creative content online removes some barriers to engagement by preparing audiences new to dance theatre with knowledge and insight into what to expect.

Editorial and adverts:

It is not always possible to include all marketing recommendations from audience consultation in your marketing plan. Local press advertising, for example, came up a number of times from the feedback that Earthen Lamp generated in areas of low engagement, but in reality there was insufficient budget to pay for adverts in several local papers for 2-4 weeks prior to each show across the 25 tour locations. Potential audiences consulted are often unaware of the expense of this type of promotional activity and in Motionhouse's experience it is not always an effective approach. The company find that editorial has much more impact in communicating marketing messages. Editorial, however, is time-consuming to arrange and coverage is often dependant on personal relationships with reporters and journalists. Motionhouse's marketing team invested time and energy in

developing relationships with local press and ensured that they were provided with engaging content. The company also know from this tour and wider experience that regional and local newspapers and magazines are more likely to include a story about *Captive* if some advertising space is purchased.

Capacity of the team:

Motionhouse were fortunate to have the support of a Creative Apprentice for a number of months during the tour. Their role was to support *Captive* marketing activity, specifically the distribution of creative content to partners and press. Given the scale and intensity of *Captive*'s marketing the project would have benefited from the support of another Creative Apprentice, or an apprentice with some prior experience and knowledge of arts marketing.

Ideas for engagement:

During the tour many engagement ideas were generated by the project team and by individuals consulted throughout the project. Ideas included activity sheets relating to captivity, artist talks and dance workshops. While the activity sheets were implemented, there was no capacity or resource to promote and manage the process. It is important to appreciate the time, effort and reaction speed required in implementing additional audience engagement tactics while a production is on tour in areas of low engagement.

5.3 Working with partners

Working with Local Authorities:

Shrinking arts teams can have a marked impact on the level of support in partnership work with local authorities. Specialist skills, enthusiasm, vision and aspirations for a project can be lost when key personnel leave a team. Throughout the delivery of *Captive* Motionhouse had to adjust and react to changes within local authority teams, which in some cases meant duplicating planning work and renegotiating details regarding specific performances.

Marketing with partners:

Partnerships are integral to the success of marketing any tour. Motionhouse found that being a project partner meant different things to different people. Some partners' involvement ended shortly after the booking process, whereas others took a more active role, supporting wider marketing of the show and getting involved on the day. Through *Captive* Motionhouse found that the level of engagement from

partners had an impact on the audiences' level of engagement. However, it is not possible to say that this had a direct impact on audience numbers as other factors, such as the performance spaces and weather had a role to play. Motionhouse anticipated that more partners would have capitalised on the opportunity, but limited capacity and resources were cited as reasons for low engagement.

Different ways of working with partners in non-traditional spaces:

Working in areas of low engagement and in spaces which may be used for a performance for the first time is very different to working with traditional venues and festivals. The lack of infrastructure, or skill and knowledge can result in the performing company having to walk partners through the process of hosting a performance, and in many cases provide additional support. As with many previous projects Motionhouse found it beneficial to go on site visits and scope out the performance with the staff on the ground before touring to those sites. It is also not uncommon to have to deal with some resistance from staff at the space (say shopping centre managers) who may not always see the direct commercial benefit of the performance.

Technical support:

When working in outdoor and non-traditional arts spaces it is essential to be as self-sufficient as possible with regards to technical support (e.g. sound, light and set). In the vast majority of places there will not be equipment or expertise to support delivery of a performance, performers need to be prepared to deliver all aspects within the team. If differing weather conditions are likely to impact on the performance this needs to be communicated clearly to partners before the day.

Data collection:

During the tour festivals and other partners were also collecting audience data as part of their monitoring and evaluation work. In some cases this caused duplication in data collection efforts. It is essential to consult with festival organisers to establish whether data is being collected at their site and if so to agree a mechanism which avoids duplication of efforts.

Buy-in and capacity:

Level of buy-in from partners will inevitably vary across different situations. In some partnerships despite provision of quality and relevant materials, buy-in will remain limited or non-existent.

5.4 Meeting priorities

Importance of outdoor work in generating footfall:

Programming work in areas of high footfall can sustain momentum in footfall. No matter how rigorous and successful a marketing campaign, many audiences may happen upon a performance through a chance encounter. Repeat performances in the same location will encourage excitement to spread via word of mouth, generating increased audiences via a ripple effect.

Programming work in areas of low footfall in the expectation that the work will increase footfall is challenging. Leading audiences who have seen a show from a performance in an area of high footfall, towards a similar experience in an area of low footfall is more successful.

Defining success:

It is important to work with partners to define the measure of success of an outdoor piece, especially in areas of low engagement. The success of a piece is not just measured by the size of the audience but may relate to depth of engagement, a change in relationships between audience members and a partner organisation, challenging or changing perceptions of the arts, a particular art form or location. Measures of success should clearly relate to the original ambitions of the project.

6. Impact of *Captive* on Motionhouse's work

The *Captive* audience development project has reinforced Motionhouse's commitment to creating work for outdoors and inspired Motionhouse to continue to find opportunities to take work to audiences within areas of low engagement.

Motionhouse will continue to seek out new partnerships within local authorities and touring agencies.

Motionhouse will find further opportunities to widen audience access by using tangible and proven engagement techniques, including stickers and branded set coverings.

Motionhouse will make a further commitment that dancers will continue to work across theatre and outdoor touring as the company believe that engagement with

audiences through outdoor work contributes to their skills and understanding as performers.

The overwhelming success of *Captive* with audiences has meant that the show will remain in Motionhouse's repertoire and continue to tour to new audiences in areas of low engagement as well as to the wider outdoor festival market.

7. In conclusion

The success of *Captive* is very much rooted in the quality of the piece and its ability to absorb and transfix the audience. The simplicity of the set, the energy of the music, the passion of the choreography, together with the compelling story telling is what made *Captive* an unforgettable experience. This emphasises the fact that for outdoor arts events, this level of audience engagement would not be possible without a compelling piece of work. This, combined with the culture of partnership working that is embedded both in day-to-day activity and in seeking new creative opportunities for development, is at the core of the success of the project for Motionhouse.

We must also acknowledge the unique role of the dancers in the success of *Captive*. Their commitment, passion, professionalism and energy gave *Captive* life. Their work was not restricted to the performance; they were hands-on and involved in consulting with audiences and dispelling myths about dance. They are advocates and ambassadors for the art form and for outdoor arts.

Project partners



Funding



Motionhouse: *Captive* Audience Development Report Appendices

Motionhouse



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**ARTS COUNCIL
ENGLAND**

Contents

Appendix 1: Methodology table	3	
Appendix 2: Audience feedback collected after the performance		4
Appendix 3: Audience feedback collected from online survey		21
3.1 What did you like best about <i>Captive</i> ?	21	
3.2 Recommendations from audiences	26	
3.2 Three words to describe <i>Captive</i> (summarised)		29
Appendix 4: Data collection postcard	30	
Appendix 5: Online questionnaire	31	
Appendix 6: Tour locations and audience figures	34	

Appendix 1: Methodology table

	Target	Mechanism	Location of activity	Time of activity	Outputs
Quantitative	Captive audiences	A5 Self-completion postcard	Post Captive performances at all 25 tour locations	Throughout the tour: May – September 2013	970 completed cards
	Captive audiences	Online survey	Online	Throughout the tour: May – September 2013 Distributed within 3 days of each performance	152 completed surveys
Qualitative	Potential audiences / local residents	Pre performance focus groups	One in each of the four target areas	Each session was conducted two weeks prior to the performance	8 focus groups
	Captured audiences / local residents	Post performance focus groups	One in each of the four target areas	Each session was conducted one week after the performance	
	Project Partners	Telephone consultation	In the four target areas	In advance of and following the tour: May-June and September-October 2013	12 interviews
	Community gatekeepers	Telephone consultation and face to face interviews	In four target areas	In advance of the tour: May – June 2013	15 interviews
	Captive audiences	Informal discussion	Post Captive performances (All 25 tour locations)	Throughout the tour: May – September 2013	n/a

Appendix 2: Audience feedback collected after the performance

Where comments were duplicated, the count is included as number of responses

- 1000% fantastic! :) Come back soon
- A beautiful captivating performance. Superb talent and ingenious choreography and design. I have seen the company before and always look out for your work
- A beautiful fluid moving piece of dance
- A real progression
- A sensational performance filled with emotion power strength and risk. Enjoyable to watch
- A very enjoyable evening. Lovely for Millom!!
- A very innovative dance show we all enjoyed it very much! It does have a dark side to it.
- A wonderful and brilliant performance that I enjoyed immensely. So pleased that I didn't miss this
- Absolutely amazing - such talent and emotionally challenging, easily the highlight of SIRF. Loved it!
- Absolutely amazing never seen anything like it before. Amazing strength and talent. Want the world to see it. Even better than spellbound. Thank you :)
- Absolutely amazing! Nailed it down to the ground. Most captivating dance group I have had the privilege of watching for some time. Epic performance. So powerful. Wow! You need to audition for BGT!!!
- Absolutely amazing, it was beautiful. I have a lot of admiration for the dancers. I am going to come back and watch the last show
- Absolutely beautiful, humanity, bestiality, love, discovery, hatred, anything in a cage and out
- Absolutely breath-taking, a fast paced amazing show
- Absolutely brilliant (4 responses)
- Absolutely brilliant!! Most entertaining. Thank you!
- Absolutely brilliant, high action, gripping like to see more...!
- Absolutely brilliant. Very well-choreographed and performed
- Absolutely fantastic (2 responses)
- Absolutely fantastic. Full of passion, energy and emotion. Incredible dance skill and attention to detail. Strong story which drew me in
- Absolutely fantastic. We saw Cascade last year. Worth coming back to see
- Absolutely incredible
- Absolutely inspiring - equal strengths from male and female
- Absolutely loved the piece. Amazing portrayal of dynamite within the relationships. Strength very evident between characters
- Absorbing and highly dynamic - thought provoking
- Abstract, inventive. Reminds me of other professional works by Sidi Larbi Cherkaoui (sp?). Cage is interesting. Would watch again.
- Acrobatics were brilliant. Not sure of the storyline
- Admire the skill strength and youth (damn them!)
- After reading the poem I thought it depicted very well the emotions

- and thought process in the same way the words on the page did
- Alasdair Stewart was amazing
 - All events were beautiful
 - All was very good!
 - Always enjoy your shows, this one was very intense and moving (got lots of photos if you want any?)
 - Amazeballs! The performance was physical and beautiful
 - Amazing (19 responses)
 - Amazing - really original
 - Amazing - thought provoking - highly energetic
 - Amazing - totally captivating. Great link between dancing around the bars. Inspired me as a dance student
 - Amazing, lovely. I enjoy every sec of it
 - Amazing acrobatics and expression. Made me think and made a magic moment
 - Amazing as usual. I work for a homeless teenage project in Swansea and brought a young person along to your DRIVEN performance. She was so inspired, she went on to do dance at college, uni. Keep up the good work guys. Amazing!
 - Amazing completely captivating
 - Amazing dancers
 - Amazing Enjoyable and very creative
 - Amazing Fantastic (2 responses)
 - Amazing feats of strength!
 - Amazing music and strength of dancers. Real emotional piece
 - Amazing performance - looking forward to seeing more work by Motionhouse
 - Amazing performance, truly captivating. A joy to watch
 - Amazing performance. Want to join Motionhouse
 - Amazing physicality
 - Amazing piece of theatre, very impressive and enjoyable
 - Amazing really impressive
 - Amazing riveting performance. Well done!
 - Amazing stamina, strength and artistry!!
 - Amazing strength and drama
 - Amazing strength was show stopping. Incredible
 - Amazing strength, control, really captivating
 - Amazing very atmospheric very intense and captivating
 - Amazing! Great that it's free
 - Amazing! So emotional best so far!! Well done guys!
 - Amazing! So talented! Kids age 5+ 8 (boys) captivated
 - Amazing! The dancers were really good and the choreography was exciting
 - Amazing! Thoroughly enjoyed the show/story. Thank you!
 - Amazing! Would love to watch it again
 - Amazing!! Great performance - well done to all. Xxx
 - Amazing!! Very refreshing to see something like this in Wolverhampton. Very inspiring
 - Amazing, awesome, brilliant, superb, wonderful, incredible, top stuff
 - Amazing, beautiful- moved me to tears

- Amazing, fantastic, brilliant! Massive well done to everyone, it was absolutely breath-taking
- Amazing, inspirational
- Amazing, it gets better each time I see it
- Amazing, powerful, impressive, best dancers I've ever seen
- Amazing, really impressive especially the physical strength of the dancers and their ability to perform in this heat
- Amazing, really inspiring! New and original, never seen anything like it before
- Amazing, spectacular dance
- Amazing, Strong, fluid, emotional
- Amazing, very intense, beautiful
- Amazing, very moving!
- Amazing, very unusual, very entertaining
- Amazing. Incredible strength
- Amazing. It's worth paying council tax for!
- Amazing. Really good use of such limited set
- Amazing. Really inventive and creative
- Amazing. Unbelievable. So beautiful you are well and truly captivated by 4 wonderful dancers!!
- An absolutely amazing performance. I was no longer in Kingsbury but transported to another place. The raw emotion of the dance was emotionally uplifting, thought provoking and simply irresistible.
- Another stunning performance. Like the use of the metal - particularly when the whole thing tipped towards us at the end
- As a theatre professional I felt it was an amazing performance. Well worth seeing! Thanks for coming to Wolverhampton!
- Astonishing! Thoroughly enjoyed. Thank you!
- Athletically impressive, interesting interpretation of music
- Awesome (3 responses)
- Awesome - fluent, moving, exciting, terrifying to watch!
- Awesome - loved the energy - so strong
- Awesome one unexpected surprise after another. Very impressive, strength and motion
- Awesome visual art and pure skill
- Beautiful (3 responses)
- Beautiful and powerful piece! Well done.
- Beautiful concept, choreography and inspiring creativity. Motionhouse are fundamental to developing and challenging contemporary arts. Thank you.
- Beautiful free
- Beautiful physicality - stunning piece of work
- Beautiful strong dancers
- Beautiful, amazing, captivating
- Beautiful, moving, a delight and such a refreshing change
- Beautiful, wonderful, strong, a feat!
- Beautifully and smoothly executed and very moving combination of visual and audio worked very well
- Best dance performance seen in last year. We loved it. Brilliant use of the space, utterly absorbing. Brave and emotional and inspiring
- Best thing all day! Awesome! Really good especially in the heat

- Bit jealous about the cage. Very elegant control
- Bit slow at the start but once it got going was really enjoyable and entertaining
- Bloody brilliant - same goes for Underground
- Bloody brilliant Dancers were amazing. I love watching physical pieces and that was one of the best movement material fitted theme. Really believes they were being held captive
- Bloody brilliant!!
- Both my grandchildren and I were spellbound. Well done
- Breath-taking, innovative, amazing
- Brill different
- Brilliant (15 responses)
- Brilliant - dancers are incredible and so strong, a very creative piece
- Brilliant - good. My four year old son was captivated
- Brilliant - Moving
- Brilliant and unusual dance performance
- Brilliant but angry! They are really strong
- Brilliant captivating show. Very professional and deserve a huge applause performing in hot sun
- Brilliant displaying strength and acrobatic skill as well as fantastic musical interpretation
- Brilliant emotive. I willed them to get out
- Brilliant event, dancers were very dramatic and excellent... really enjoyed it!
- Brilliant like the acrobatics
- Brilliant performance showing many emotions. Scared, panic, aggression, jealousy, isolation, love, possessions
- Brilliant performance with amazing physicality
- Brilliant performance, well done!
- Brilliant piece. Very emotive and inspiring
- Brilliant story telling. Engaging. Much more difficult than it looked. Well done
- Brilliant timing, very deep, emotional experience
- Brilliant! Extremely moving
- Brilliant! Heartfelt, energetic and very moving
- Brilliant! Nice to see something different and creative! Loved it :)
- BRILLIANT! STUNNING!
- Brilliant! Very powerful and dynamic!
- Brilliant, a beautiful piece of performance. Would love to see more performances like this in Wolverhampton.
- Brilliant, imaginative, emotive, great performance, loved the concept
- Brilliant, innovative and expressive
- Brilliant, not watched Motionhouse in a while. Still amazing
- Brilliant, very talented, very supple
- Brilliant. Amazed by dancing and intrigued by story
- Brilliant. Energetic. How did they remember it all?
- Brilliant. Nothing like it before
- Brilliant. Really told a story through dance
- Brilliant. Saw you in Salisbury earlier this year. What a gift to see this for free. Inspirational.
- Brilliant. The performers made it look so easy I could do any of it

- Brilliantly done - told a good story
- Brought tears to my eyes. Was firkin beautiful/amazing
- Calm, relaxing, intense
- Came to see this year's performance just because I saw last years. More physical theatre than last year's dance - but amazing
- Captivating - very impressive and enjoyed the open nature of it
- Captivating (I wonder how many times that has been written)
- Captivating and engaging - four very expressive performers - really worth watching
- Captivating sophisticated
- Captivating! (3 responses)
- Captivating! Bet no one ever wrote that before!
- Captivating! Strong both physically and emotionally. Up to the usual standard
- Captivating, beautifully choreographed and excellent performance, the best I have ever seen
- Captivating. Fab please come back
- Captivating...ooh...bad joke. No truly Captivating. The illustrated relationships between dancers was very engaging and the space took on such pressure it felt full and alive even after you left it.
- Children found it fascinating. Very good
- Clever, thought provoking, wonderful
- Completely breath-taking! Amazing
- Dark and disturbing. So surprising and powerful
- Dead good
- Different but enjoyable
- Different from normal dance routines. A cross between dance and trapeze
- Different. Need more info.
- Different. Really good.
- Dramatic, traumatic, beautiful and amazing Claire...pregnant - wow
- We say the Voyage last year so when we found out about Captive I was very keen to attend. I loved it - can't wait to see more
- Elegant, though provoking
- Emotional performance
- Emotional performance excellent acting and dance technique
- Emotional, beautiful xxx
- Emotional, exciting, intriguing, extraordinary. Thanks
- Emotional, strong, wonderful
- Emotional. Captivating
- Emotional. The timing was superb and the movement was great. I used to be a dancer and this brought me to tears (lady was in her 80s)
- Emotive journey accompanying music kept us captivated
- Emotive, beautiful and captivating
- Emotive, energetic and interesting
- Energetic but performance a little long
- Engaging and exciting. Thumbs up!
- Enjoyable, great location adds to the performance
- Enjoyable. Pity it was in term time (Schools break up tomorrow and no evening performance)
- Enjoyed performance. Thank you!
- Enjoyed the performance very much (2 responses)

- Enjoyed, was interesting and creative
- Entertaining, thought provoking, thank you!
- Enthralling we got caught up in the performance and the physicality of the performers were amazing
- Entrancing, very impressive. Totally absorbing
- Excellent (11 responses)
- Excellent - very moving and amazing use of space
- Excellent - very talented
- Excellent and mesmerizing
- Excellent but not enough homo moments
- Excellent concept - very modern and exciting
- Excellent performance
- Excellent performance. Thought provoking. Very physical. Interesting showed an amazing level of trust between performers. Thoroughly enjoyable
- Excellent show (2 responses)
- Excellent thought provoking performance, great for all ages
- Excellent! Outstanding control and at times heart stopping. Loved it - thank you
- Excellent! Really enrapturing
- Excellent, moving, fabulous
- Excellent, beautifully told story. Very impressive dance/skill
- Excellent, but shame about the house music
- Excellent, clever. Particularly swinging bit
- Excellent, exciting we really enjoyed it
- Excellent, told a story without any words
- Excellent. Amazing. Unique. Never experienced anything like this before.
- Excellent. Enjoyable to watch
- Excellent. Kept me totally interested. Really excellent group. Story made sense
- Excellent. Very original and very impressive!
- Exceptionally fit, interesting to watch. Caleb 4years old - liked them, he thought they were very clever climbing to the top of the frame
- Exciting and entertaining, thought provoking. Dancers were amazing- I was captivated
- Exciting enthralling performance. Very captivating
- Expressive and passionate piece. Makes me want to dance!
- Extraordinary, creative, amazing dance coordination
- Extraordinary. Inspired. Unique and captivating.
- Extremely involving, moving and beautiful
- Extremely well-choreographed, impressed with their fitness!
- Eye catching. Interesting to watch
- Fab Motionhouse always delivers
- Fab our kids loved it
- Fab, very professional. Impressive can't think of words. Loved it thank you
- Fabulous (2 responses)
- Fabulous great being so close to see and hear the dancers
- Fabulous, engaging!
- Fabulous, such grace and strength. Very thought provoking about when you can have freedom often it's easier to stay captive

- Fabulous, this is the second time I have seen Captive and really enjoyed it both times
- Face expressions fab!
- Fantastic (5 responses)
- Fantastic - the most emotionally charged and theoretical dance event I have seen this year
- Fantastic children sat mesmerised
- Fantastic performance (2 responses)
- Fantastic physicality. Wonderfully done!
- Fantastic show! Would love to see more!
- Fantastic show. Brilliant!
- Fantastic storytelling and incredible strength
- Fantastic! (2 responses)
- Fantastic! A joy to watch.
- Fantastic! Incredible storytelling!
- Fantastic, innovative and mesmerising
- Fantastic, innovative, great synchronisation, flowed well. Emotional, great expression and strength
- Fantastic, moving, emotional, great stuff
- Fantastic, strong - expressive
- Fantastic, very emotive!
- Fantastic, vibrant and energetic
- Fantastic, powerful, ambitious. Full of physical risk taking which made a very exciting watch
- Fantastic. Ballet on bars
- Fantastic. Have been to several lakes events and always enjoyed it.
- Fantastic. So creative and such energy. Great!
- Fantastic. Very impressive. Great choreography, amazing strength. Very interesting and effective concept
- Fantastic. Very very good.
- Good (3 responses)
- Good acting strong emotion displayed
- Good but not enough into beforehand
- Good choreography and music
- Good endeavour, Good ending
- Good idea cage
- Good performance (2 responses)
- Good physical skills, strong emerged, good ending
- Good to see performance work outside in Wolverhampton
- Gravity defying
- Great (2 responses)
- Great choreography, Music too strident and too loud
- Great costumes, strong performance accessible and captivating. Music could have done with ore variation
- Great dancers, choreography. A little behind their capabilities. Good operation of space
- Great experience to watch live
- Great expressional dance and use off scaffolding cube. My 8 year old daughter understood the story throughout most of it
- Great flow, chaos and calm. Dance gymnastics. Fantastic!
- Great good storytelling
- Great movement, loved how it showed emotions of captive animals, strong performances from dancers!

- Great outdoor piece, great performances, strong ideas
- Great show really unique and fun to watch
- Great show! (2 responses)
- Great show, the dexterity of the performance was amazing
- Great show. Thank you
- Great stuff, impressive
- Great talent, energy, well done. Would be nice to know more about the story of the piece perhaps
- Great to see it! Fantastic in Leamington
- Great! Brilliant use of frame combining aerialist skills with contemporary dance. Great music - bit too loud for me but set a great tone for the dance
- Great! Really enjoyed it
- Great!!
- Great, different, interesting
- Great, dynamic performance. Good mix of dance, physical theatre and circus
- Great, emotional, great story
- Great, really expressive and physical
- Great. Loved it!
- Great. Very entertaining. Was a pleasant surprise to sit in the sun. Really enjoyed the music as well.
- Gripping, captivating, fluid, moving
- Hard to form into a coherent statement! Lots to think about and engaging.
- Haunting
- Held whole family's attention including a rapt 8 year old
- Huge energy and fitness innovative and such a change to see. Really enjoyed
- I am constantly blown away by MOHO. They seem to have no limits creatively or physically
- I didn't like the music
- I enjoy watching Motionhouse as a GCSE teacher of dance. I teach this company in school. I encourage all visit to dance performance and think this was great for the community! :)
- I find it interesting and unusual
- I gave up trying to interpret it and just watched. Incredible expertise
- I have not got the words to describe it. Through dance and movement Captive was able to express feelings and experiences more powerfully than would be possible through any other medium. It was raw and utterly captivating
- I hope another performance can be shown other times
- I left my mind and all the worries. Very Good
- I liked it, the artistic interpretation of being captive. It shows what being locked up/in a desperate situation with no way out can do to a person
- I liked the contrast between calm and fast and the use of the cage was very good. Like the acrobatic elements too. Amazing!
- I liked the show, dance and acrobatic techniques. I liked the possibilities of the structure
- I liked the use of light. I lost the narrative in parts
- I love the ending that can get a reaction from the crowd as the frame tilts. Also the emotion in the dancers and how they bring the audience in was great
- I loved it. Saw Motionhouse in Ales in 2009 and thought they were every bit as good today. Fantastic

- I loved it. The movement so fluid and violent expressed fantastically by the dancers. BRAVO! Wonderful movement, very strong
- I loved the climbing frame dance routine. Very good
- I really enjoyed watching captive and found it interesting to watch. Not sure whether the moves were supposed to be in sync but still thought it was good.
- I think it was cool and very acrobatic
- I think it was hard for the children to understand. I think you need to consider this when doing a display
- I think they were very good acrobats and acting
- I thought it was an amazing, energetic piece. I loved it and would watch it again
- I thought it was brilliant, one of the best dance events I've seen
- I thought it was emotional very energetic, it demonstrated a good use of the arts. It was captivating really drew your attention to the Atmosphere!
- I thought it was good
- I thought it was really good. I liked the bit when they put their hoods up and gathered together to make a bending in circle
- I thought it was really interesting and the emotions made you feel alive
- I thought the physical theatre was great and thought it could inspire people at schools. I feel it was a bit too long in places, however you can interpret the storyline
- I want the giant climbing frame!!!
- I was indeed captivated. Incredible
- I was more emotionally the dance related to my life situation at the

moment. Fantastic! Captivated and motivated me

- I was really impressed with the movement the dancers were doing. It was unexpected, refreshing and made the audience watch
- I would like to know what the story is behind the dance
- I'd hate to be captive. Very thought provoking and amazing performance
- Impressed with the strength and feeling
- Impressive (3 responses)
- Impressive but disturbing. Superb athleticisms
- Impressive, thought provoking, clever
- Impressive, transmutive
- Impressive. Missed the beginning so you may have given some background to the theme. If not then I'd like some ;)
- Impressive. Really nice to see the ambiance of the music in a setting you wouldn't expect to see it
- Incredible energy, inspirational dance and captivating performance. Thank you very much
- Incredible show! Totally captivating. The strength and focus was amazing! - I want to see more
- Incredible skilled and talented performers
- Incredible, very moving
- Incredible. Intense and emotional. Superbly choreographed. The performers were so in time. Liquid! Loved it!
- Inspiring and beautiful. A rare treat for Wolverhampton
- Inspiring and impressive dance drama - a compelling story and an

- awesome feat of strength, control and creativity - loved it!
- Inspiring performance. Captivating
 - Inspiring, amazing fit, well done
 - Intense strength
 - Intense and articulate physicality, needed a stronger backbone of narrative
 - Intense performance. Very gripping
 - Intense, loved it
 - Interesting (2 responses)
 - Interesting and brave
 - Interesting and captivating
 - Interesting and engaging. Fantastic location
 - Interesting and exciting work. Thank you!
 - Interesting and good
 - Interesting and informative. Great to see such art in Wolverhampton for free. Thank you and good luck in the future.
 - Interesting and new
 - Interesting entertaining, thoughtful
 - Interesting to watch
 - Interesting very athletic which I enjoyed. Strong performance by the cast. I want to give it a go
 - Interesting, enjoyed acrobatics
 - Interesting, original, too much of the storyline on the floor rather than on the (??) apparatus
 - Interesting, well-acted/performed
 - Interesting. Took me through an intriguing emotional journey.
 - intriguing, imaginative and intense
 - Intriguing. Lots of emotion and powerful presentation. Loved the energy
 - It was really great. The strength of the male gymnast was incredible. Brilliant unusual performance
 - It was very entertaining - with beautiful moments of symbolism
 - It is great that projects like this are happening!
 - It really captivated me. You all stayed focused throughout the performance. You're all very talented. Well done.
 - It was a moving piece, amazing dancers. Lots of thought and technique put into it. Thank you
 - It was a really interesting piece! I felt it was a really emotive piece and you could really see the intention behind every movement. Inspirational piece!!!
 - It was a thought provoking performance, I truly enjoyed it
 - It was a very athletic and dramatic performance. I think you should enter Britain's Got Talent! Great Performance!
 - It was absolutely amazing. I love it
 - It was absolutely incredible. It was like seeing what's inside my head. It was amazing!
 - It was absolutely spellbinding. I couldn't take my eyes off the fabulous actors/dancers. I would love to see it again. Bonus. Helps with my dancing GCSE :)
 - It was amazing totally different. We need more of this in West Bromwich. It was breath-taking and enjoyable
 - It was amazing would love to do that the strength and performance was extraordinary
 - It was amazing! The level of skill an artistry was really special. Only thing I would criticise is the volume of the music (it was too loud)
 - It was an excellent performance

- it was awesome and I loved it
- It was awesome OMG!
- It was breath-taking and I could not take my eyes off the performance
- It was captivating! Amazing skill built on strong story. Everyone was moved I guessed. Congratz!
- It was captive-ating. Really enjoyed it
- It was good (2 responses)
- It was just wonderful, very entertaining and clever
- It was pretty awesome. Brilliant, visual and storytelling
- It was really good all of the emotion and expression
- It was really interesting
- It was really nice. Thanks
- It was truly amazing
- It was unique form the other Motionhouse shows I have seen before. It was wonderful even better than the first time I saw it in Leamington. Thank you so much Motionhouse
- It was very good. Very emotive. Brill
- It was very creative and really explored the dancer's capabilities whilst maintaining a strong narrative. Also the metal caging really worked for street performance
- It was very creative and you told a story through your moves
- It was very exciting
- It was very good. Very exciting and inspiring. I thought the guy was going to fall over!
- It was very interesting and well thought out. I enjoyed it
- It was very interesting to watch, enjoyed it, and would love to see it again. Intriguing.
- IT was wonderful. Very powerful. Expressive unity between body and world
- I've never been to such an event. I really liked it. Especially that girls have shown how much strength they have. We'zcie cos takiego do Polski :)
- I've never seen anything like it, I loved it!
- Just your average day playing on the climbing frame :) U must be very fit
- Kept me focussed throughout the whole performance. Thank you
- Liked the animalistic motifs - Energetic
- Love Motionhouse so much! Brilliant to see in Kendal again. Come back next year
- Love the simplicity of the performance excellent music!
- Loved it! (3 responses)
- Loved it! Can't believe their energy and ability to tell a story in such a simple setting
- Loved it! So did my 7 year old boy - he was captivated!
- Loved it. Really easy to read storyline. Great end. Lifting cage to get out is imaginative.
- Loved it. What amazing strength! Particularly enjoyed the aerial duct work. Found the facial expressions a bit much. Grace and strength combination made for an intriguing experience , an unexpected twists
- Loved the simple production values of the set making it a wonderfully transferable performance, this being the beauty of the piece - loved that it transformed the skate part in Tamworth into 'Arts for everyone'. Great that you're taking it out to the community for all to

- enjoy and develop a love of dance and the arts.
- Loved the theme. Was presented well
 - Loved the use of set and the way it was made to read in different ways
 - Lovely evening thoroughly spellbound. Thoroughly impressive routine and gifted dances with extensive fitness. V well done and thank you very much indeed. Brilliant energetic and expressive. More live performance
 - Magical!
 - Maybe need an announcer to explain/interpret during the performance. The dancers are athletic and good movers.
 - Maybe next life
 - Me and my children. 11 yrs. and 9 yrs. really enjoyed the show, even in the rain. Ha ha
 - Mesmerising - loved the fluidity of all the movement
 - Mesmerising thought provoking - just breath taking
 - Mesmerizing! I really enjoyed this performance and would love to see it again. Incredible strength and energy. I LOVED IT ;)
 - Mind-blowing, best thing we have seen so far! Where did the energy, strength come from and how did they remember it all?
 - MINT! Will use in my PE lessons
 - Moving, intense, relevant, athletic, appropriate, and brilliant. Thanks! X
 - My son really enjoyed your performance and got involved emotionally and physically - I enjoyed seeing how each performer supported the other
 - Need to perform something that is for the audience (kids in the park). My children did not understand
 - Nice concept piece - really enjoyed it
 - Nice programme but I didn't think it suitable for young children
 - Nice to see something different. Very good
 - Not sure at start but held my attention
 - OK
 - OMG just breath-taking. Beautiful to watch. Spellbinding
 - Outstanding!! Great stuff Motionhouse!
 - Physical, technical and captivating. Energy and passionate
 - Physicality, concept really enjoyable. Very captivating and enjoyable
 - Portrayed an evocative story in a way I have never experienced before. Brilliant. Thank you.
 - Powerful and stirring, impressive
 - Powerful, claustrophobic, beautiful
 - Powerful, extreme
 - Powerful, Imaginative, strength of the dancers overwhelming
 - Quite good
 - Quite marvellous. Moved me to tears. Thank you
 - Quite unusual and interesting. It quite impressed me, so it would be good to see something like this again or maybe even have a tutorial (or something like that)
 - Really amazing
 - Really amazing and I'm speechless. So many emotions
 - Really clever story - combination of artistry and athleticism
 - Really enjoyed it

- Really enjoyed myself + children. Evoked feelings of the book 'Hunger Games'
- Really enjoyed t. Interesting, different and really talented
- Really enjoyed the performance event when I couldn't follow the concept the choreography and unusual environment were engaging
- Really entertaining and beautiful to watch
- Really entertaining, lovely
- REALLY ENTERTAINING. DANCERS WERE INCREDIBLE! Fitness and stamina is jaw-dropping, choreography was thought provoking and easy to watch and follow
- Really exciting to watch
- Really fascinating
- Really good
- Really good - enjoyed the show a lot - very emotional - beautiful
- Really good enjoyed the emotion portrayed
- Really good fascinating to watch
- Really good performance (esp. in the heat!)
- Really good performance really talented dancers. Good watch
- Really good, such emotion portrayed, entranced you
- Really good. Perfect location!
- Really inspiring to watch cutting edge dance work in Nuneaton town centre for FREE! Brilliant
- Really liked it, will be looking up the poem soon
- Really really good
- Really striking! Can't believe the strength of the dancers. Love Motionhouse!!!
- Really, nice, well trained. Nice images to audience, strong performance
- Really, really, really good
- Riveting, Awesome, Captivating
- Sad they didn't actually leave when they could. Fabulous wonderful event. Thank you!
- Sensational! Captivated!
- Shouldn't be allowed!!!
- Showing how enclosure is a threat but also a protective item. A superb performance
- Simple concept but brilliant. Very entertaining
- So energetic. Just amazed
- So glad I caught this show
- So nice and interesting. Well done guys
- Something different to see on the street using bars and body movement
- Something different to watch, an excellent interpretation to the music, showing physical strength, very enjoyable
- Soul moving, heart-warming, moving, dynamic, distressing, positive
- Spellbinding, so much handwork must have gone into it
- Story came across very well, which isn't always always the case. Highly impressive. Had a primal feel that worked superbly
- Strength with grace - precision and power loved it
- Strong, athletic, emotive
- Super good! Extremely well-choreographed with a super sexy Ali
- Superb strength and artistic impression

- The audio was lacking - could have been used to give much more depth to the performance. Think about surround sound. Otherwise very enjoyable!
- The best dance thing I've ever seen
- The little children started to get bored they didn't understand it
- The orange costume hints at political imprisonment added much to the sense conveyed
- The sheer physicality is breath taking! Never seen the like before
- The strength of them!
- They were really good and very entertaining! :)
- Things happening in the square is lovely. I don't like music in general and it's difficult to have dance without music. I don't own a single record.
- This was a really great performance which looked impressive in the market square
- Thoroughly engaging
- Thoroughly enjoyed it
- Thought it was brilliant, great performance
- Thought provoking
- Thought provoking, inspiring, jaw dropping!
- Thought provoking, interesting choreography, immaculate performance. Specifically came to see MH
- Thrilling! Inventive use of a climbing frame!
- To be honest I didn't really get it but it was good
- Totally amazeballs
- Totally amazing. Such skilful performances. Really inspiring. Great concept
- Touching, emotionally so strong and amazing movement
- Tremendous - powerful, energetic, thought provoking
- Tremendously brilliant, very physical an very choreographed
- Una bellissima metafora bella condizione umana intropolata in una gabbia nel quale le relazioni diventano indispensabili e necessariamente si evolvono. A'agoniato desiderio di liberto ch e al tempo stesso spovento so perche sconosciuto rende la prigionie odiato ma anch confortevole e rassicurante grazie per questo momento disgrande verit!
- Unbelievable, incredible strength and a beautiful piece
- Unique, different
- Unique, never before have I seen something like this
- Unique, thought provoking, captivating, emotional
- Unique. Inspiring. Original
- unusual performance
- Unusual, imaginative, captivating, excellent
- Unusual. Kids really enjoyed the performance
- Unusual/different
- Utterly brilliant, completely captivating, exquisite poetry in motion. I absolutely love, love, love it
- V Cool, funny and fast
- Very agile and athletic and great performance to watch
- Very athletic and powerful
- Very atmospheric and enjoyable. Music was also very amazing

- Very beautiful and controlled. Looks very fun if you can do it. Really enjoyed watching it
- Very captivating! (2 responses)
- Very captivating, moving. Whole family enjoyed. Thank you
- Very captivating. Catches one interest of everyone to elderly and young children. Very inspiring for PE/dance teachers!
- Very captivating. Very well told story...AMAZING!
- Very clever and entertaining
- Very clever, brilliant dancing, excellent music
- Very clever, like watching form of Olympics. Shame it wasn't signposted from Market Stall area.
- Very compelling. Lovely to watch
- Very cool enjoyed it a lot
- Very cool. Expressive
- Very creative and beautiful to watch. The control of the performers was incredible. I thoroughly enjoyed it
- Very creative and exciting to watch I recommend this to everyone
- Very creative, brilliantly expressive and very strong dancers physically and emotionally. Great thanks!
- Very creative, very cool
- Very different, enjoyed it a lot
- Very different...in a good way
- Very emotional and beautifully done
- Very emotive
- Very emotive, enjoyable to watch
- Very Energetic
- Very energetic + music matched. Keeps you fully engaged throughout
- Very energetic and emotional. A captivating performance
- Very entertaining (2 responses)
- Very evocative, provocative, beautiful, moving, 'captivating'. Thank you!
- Very exhilarating
- Very expressive and emotive. Very easy to imagine a story behind it. Really, really enjoyable
- Very expressive and rather hypnotic to watch with that great soundtrack!
- Very fit participants
- Very fun to watch and I enjoyed it thoroughly
- Very good (16 responses)
- Very good - a really captivating performance
- Very good -impressive
- Very good and entertaining
- Very good and fit work hand
- Very good and good story line
- Very good and moving with emotions
- Very good and original give the content
- Very good energetic performance
- Very good indeed, dance, expressions, drama, strength
- Very good never seen anything like this really special
- Very good performance, quite realistic
- Very good show
- Very good, as I'd expect from Motionhouse
- Very good, great! Fantastic show
- Very good, made me jump in places! You should apply for Sky's Got to Dance

- Very good, smart
- Very good, you could feel their pain and what strength they all have in their bodies. Great
- Very good. Excellent dancers
- Very good. Good fun to watch. Would see it again
- Very good. Really enjoyed all the entertainment. Thank you.
- Very hard work for them! It made me feel many emotions
- Very imaginative and entertaining
- Very imaginative and thought provoking
- Very imaginative, dramatic and professional
- Very imaginative. Would be much more effective in the evening with lights to give more feeling
- Very impressed by their physicality and performance
- Very impressive
- Very impressive and great performance
- Very impressive! Physical and awe inspiring. Clearly lots of time, effort and hard work has paid off. It would be great to find a local group (South Shields) for our daughter to learn from your talents. Well done!
- Very impressive, a little long (lots of same stuff) perhaps some explanation of what the parts are about
- Very intense, creative and very dramatic. I like the set used in the piece however I wanted it to involve more of a storyline
- Very interesting and gripping entertainment
- Very interesting performance, dramatic. Thank you very much
- Very interesting. I loved it, never seen anything like that before. Thanks
- Very intriguing
- Very modern, creative, sensual and mood inspiring
- Very moving, beautiful, athletic
- Very moving, intense to skilful
- Very moving, most enjoyable
- Very nice to see
- Very passionate and engaging. My young daughter was spellbound
- Very physical and strong piece. Talented dancers. Great to see outdoor free events
- Very powerful and moving, really enjoyed it
- Very powerful and physically demanding. A great outdoor event
- Very professional, impressive. Showed lot of work and dedication had gone in t
- Very professional. Enthralling
- Very skilful and interesting. Was an interesting storyline
- Very skilful but theme was a bit dark for my young children
- Very skilled. Quite thought provoking for both adults and children
- Very strong and creative
- Very strong! A real spectacle
- Very thought provoking drama - excellent
- Very thought provoking, inspirational and enjoyable. Well worth watching!
- Very unique and different. Very good
- Very very good. Couldn't stop looking/watching :)

- Very well-choreographed and captivating to catch
- Very well done, but younger children didn't really understand the concept
- Very well done. Plenty of energy. Captivating.
- Was amazing and different
- We all thought it was fantastic and it would definitely love to see them win next year's Britain's Got Talent. WELL DONE.
- We came for coffee at Bar Angeli, it was a lovely surprise
- We could connect with it at got emotionally involved
- We don't see enough of this kind of work
- We enjoyed it. Good for 4 dancers
- We really are interested in the conversations of movement between the intimacy and distance between the dancers. The pure strength of the piece created between them
- We really liked the ending to the story
- We thought it was exceptional. The dancers were amazing and the performance really moving. We will remember this. Thanks for sharing it with us
- Weird experience but I couldn't stop watching it was so imaginative how they moved around. Never thought moving a box would be so captivating
- Well delivered
- Well our four grandchildren were a Captive audience. Brilliant acting, gymnastics and timing. Maybe a bit too long for some but not the sort of performance that can't be rushed
- Well presented, passionate about what they do, and hardworking. Would like to see more of it.
- Well thought out and performed
- What a fabulous piece of portable dance! It was a joy to have something like this come to Wolverhampton. Please come back with more! Fabulous!!
- What can I say? I have seen it twice before and I am still enthralled by it. Stunning, phenomenal, Captive reveals the animal within us all in the most thrilling way
- Wild, sensual, powerful
- Wonderful expressions and movement. Thought provoking, lively, engaging, relevant
- Wonderful, sensational, nice choreography
- Wonderful. Well practices. Precise.
- Would truly love to see more
- Wow amazing
- WOW! Guys are crazy strong! Absolutely loved it! :)
- Wow. So smooth, daring contact work. Great focus and emotions were so clear. Would love to have a go
- Wunderbar, marvellous. I was very touched by the harmony of the music movement and acting
- Yeah it was great
- YES! I want to be in the show not watching it! Amazing! Inspirational!
- You can make your own interpretation. It was fun
- You change my life - thanks
- Young children weren't sure about it

Appendix 3: Audience feedback collected from online survey

3.1 What did you like best about Captive?

- Accessibility, emotion, dance skills
- Acting, quality of dance, music, creativity
- Amazing choreography.
- Amazing energy and acrobatic quality to the performance; commitment of dancers
- Amazing tricks on the bars, they must have so much upper body strength!
- Arts for all' - the event really did tap into this philosophy. This was supported by the venue and the accessible piece that was created and performed so skilfully.
- Beautiful fluid movement gives to your own interpretation
- Beautiful work. Love that the actors were so into it.
- Captivating to watch very creative
- Climbing at the top
- Commitment and energy of performers and the story-like feel to it
- Commitment of dancers, close-up experience, watching the audience watching it
- Couldn't take my eyes from watching them. Very theatrical.
- Dynamic, compelling, powerful, expressive piece
- Energetic and different
- Energetic, acrobatic, Motionhouse dancing
- Energetic, strong, representative dance. Great dancers
- Energy and passion, different and inspiring
- Everything (2 responses)
- Fantastic and interesting performance
- Focus/energy
- How it began with the dancers integrated within the audience before the piece started. It allowed the watcher to have a more personal experience in comparison to if it was seen as a theatre production and really enhanced the concept of the dancer's being 'captive' and feeling sympathy for them. Very emotive!
- I have never been to any art show before in my life and I was on my lunch break watching this show and I didn't want to leave as the show was very intense but yet calm and emotional in so many different ways
- I like that the dancers all shared the same intention and raw emotion when dancing as they were 'captured' and it was very effective. The movement and stamina they all had was extremely impressive also
- I liked the adrenalin that was carried all the way through the dance, giving excitement to the audience.
- I liked the use of the cage; complemented the dance and gave it a bit more oomph in an outdoor environment. It was something different.

- I love the way the dancers move so fluidly, they almost seem to fly! Amazing display of ability.
- I loved the "cage" and how the dancers used it to dance, in, on and around. I especially liked the contact work in the cage.
- I loved the fact that the audience were drawn in and you felt as if you were part of the performance. You could relate to each of the dancers and their individual feelings and emotions. The dancers really portrayed the feeling of being trapped, it was very realistic combining the movement, facial expressions and breath and this increased the realism within their performance.
- I loved the way the weight balanced out the sides of the cube, and the flowing movements.
- I saw the performance at The Bristol Harbour Festival but this wasn't included on the list provided. Anyway the performance was stunning - the ability to perform to such a high degree for so long was truly amazing. To be so well coordinated individually but probably more importantly, on this occasion, as a team was inspirational. The rehearsal schedule must have been phenomenal and so exhausting. Many congratulations to all concerned!
- I thought it was really, good and has inspired me to think of different ways of choreographing other than on a stage.
- I thought the music was captivating and fitted well
- I was pleasantly surprised by the movement the dancers were doing in and around the cage. It was refreshing to see new and original movement, as well as the dancers using their bodies to do things that as an audience member you would not have expected of them.
- I was really impressed by the athleticism and grace of the dancers.
- Imaginative
- Incredible physical prowess poetically told. Great narrative - drama, love, loss, humanity....
- Ingenious
- Intensity of the performance.
- It moved me to tears actually.
- It was a captivating performance which was heartfelt and beautiful. Very impressed the dancers performed so brilliantly in the heat of the lovely sunshine.
- It was a really creative and inspiring performance piece...
- It was creative energetic and professional. Completely different to anything I've seen in a while!
- It was extremely powerful, with a lot of strong messages. The dancers were also superb actors, who carried the audience with them every step of the way.
- It was modern and 'busy'. it really kept my attention and that of my daughter (6) and son (8)
- It was unique
- It was very different and I was intrigued immediately. I loved how

the story came clear as the dance went on.

- It was very intense, wasn't really sure what was going on or what it was about but it was fascinating. Great dancers. My friend and I both admired it.
- It's incredibly hard to put it down to a singular thing, due to loving every second of it. One of the many things is how the dancers are also acting. They're not just dancing, you could see the fear and anguish when they were first trapped, the desperation to get out, the need for each other. That's what makes Motionhouse stand out from other dance companies.
- Its reduced stage appearance: the impressive cube, dancers' costumes, music; theme well interpreted; technically impressive
- Just enjoyed it
- Looking round the faces of the children sat in the front rows and seeing how captivated they were!
- Motionhouse's energy, athleticism... and how friendly Junior and Claire were when posing for photos with my kids!
- My kids could relate the story to me afterwards and were interested in it
- Presence and energy of performers, precise execution. Transmission of emotions and sensations. Not too long.
- Really enjoyed the choreography - use of the cage and the relationships between the dancers.
- Simplicity, honesty, accessibility.
- Site specific dance for local community.

- Something different
- Something very different to what I would normally do. Very gripping and enthralling.
- Stories woven into sparse set. Visceral and sweaty
- Storyline
- Strength of performance, incredible use of structure as set and music.
- The acrobatic elements (2 responses)
- The acting was great. Very organised.
- The amazing choreography
- The athleticism and interesting choreography
- The big cage was really cool and the dancers were really strong and athletic. It was cool when they put the cage on its side.
- The choreography
- The Choreography and the way it was set made it new and different from anything else. Also the way the dancers portrayed the emotion of being captive came across very well. I liked that it didn't matter where you were stood there was always something to see and if you watched it a few times you'd always get something different from the experience.
- The complexity of the routine.
- THE CONTACT WORK AND THE USE OF SCAFFOLDING
- The dancers are totes awesome. It's like 30 minutes of intense gymnastics. Are they human? I found it easy to connect with the story.

- The dancers were believable in their roles. The story telling through dance
- The dancers.
- The dancing and movements really captured the audience/ my eyes.
- The dancing was very moving, captivating and atmospheric. The dancers were very passionate and convincing.
- The dedication of the performers to the show. There was sweat dripping off their faces from the effort they were putting in but you would never have guessed from the way they were dancing or their facial expressions. I only noticed it first because they were hanging upside down and I saw the drops and thought it was starting to rain! Never once did they attempt to wipe it off even if there was a lull in the music and there was a drop right on the end of their nose. I was also really impressed by the choreography and the skill of the performers.
- The duets in the last 10 minutes.
- The emotional journey the dancers went through, and the skill involved. I loved how they explored all aspects and ways to use the space. Lovely watching such skilled movements.
- The Energy
- The energy and emotion of the performance.
- The energy and expression through dance
- The energy and talent was amazing It really reminded me of animals captured in zoos The feelings were very emotional
- The energy and timing
- The energy of it. The cage is a really good design which allows the dancers to demonstrate their versatility. Nice twist at the end.
- The excellent dance routines
- The flow around the space
- The intense atmosphere created throughout the piece
- The motion of the dancers was superb.
- The movements in the dance sequence were very emotive of the theme. The relationship and timing of the group were excellent.
- The music & the story & acting combined with the movement
- The overall performance
- The pace, the energy, the music, the passion of the dancers
- The performance was awesome to watch, the skills in which they moved round all the bars was amazing
- The piece itself was enthralling. I enjoyed the use of music and it even fitted the space well. It was interesting to see the audience's reactions to it.
- The professional presentation, the quality of the programme
- The quality of the dance
- The routine was amazing, very well put together, loved the idea of the cage, and the music went very well.
- The simplicity of the set compared to the complexity of the dance being performed. The performers

then made the effort to mingle with the audience.

- The skill and my amazement that people could remember so many sequences without colliding!
- The skill and timing of the dancers and that they told a good story.
- The skill of the dancers and the interesting story.
- The use of space within the cube and the dancer's energy! Amazing
- The use of space, rhythms created in the piece, relationships built between actors and characters.
- The use of the scaffolding was imaginative and I loved the fact that it is accessible to people who have limited access to the arts. Also loved the fact that my 20 month old could watch as there is often age limitations for theatre events.
- The way the story was told so clearly through bringing together the music, movement and the use of the box.
- The way the theme 'captive' was so meticulously portrayed through the movement material and intention of the dancers.
- The whole performance, the energy was amazing.
- The whole routine was timed to perfection. Excellent music that reflected a great passionate storyline.
- The whole thing was an accessible and easy to watch and engage with event. I wouldn't pay to see

this type of performance as it's not my usual thing and I couldn't be certain of my enjoyment but this performance brought dance to me and went a long way towards sparking an interest in attending similar events in the future

- Their originality and unique style of dance
- They made it look so easy. simplicity e.g. clothes
- The way there was always something going on in the piece and the dancers were all ways in character as never came out of that mode and you were captivated from the start and you had to watch the whole piece
- Thought provoking.
- Told a story without words
- Unusual
- Very artistic. The performers were strong and very elegant to watch. The idea of mixed emotions while trapped was created well! Beautiful
- Very creative and impressive
- Very creative, great music and dance, captivating, original.
- Very different
- Very Dynamic
- Was really good
- When the scaffold cage was tilted towards us.
- You can adapt your own story to it

3.2 Recommendations from audiences

- A bit more information about the dancers
- A chair!
- Absolutely nothing it was a perfect day for such a performance
- Additional info about the performance and performers
- Advance info??
- Allowing the audience to swing on a few bars to see how creative and hard the dancers work, understanding the commitment it takes to do their job but trying out themselves!
- An introduction?
- At the end they could have told us what they were acting and performing.
- Better crowd control so could see better
- Better sound reproduction
- BETTER SPACING AS CHILDREN AND PEOPLE WERE WALKING THROUGH THE DANCE SPACE WHILST THE EVENT TOOK PLACE.
- Costumes were a bit dreary
- Getting a better view of the stage. People stood everywhere, some blocking your view/ way.
- Hard to view due to cramped area for the large number of spectators
- Hide the technical equipment
- I don't know what could've made it better as it was my first time and I loved it and would like these sort of events around the local areas as it got the whole community involved
- I don't think so; it was great as it was.
- I feel the location and area suited the piece pretty well, so my experience walking by was perfectly fine! However, I would have liked to be more informed on upcoming events.
- I had a great experience
- I think it could have been advertised better as although the space worked well for the performance, it wasn't in a remote part of the town, therefore it only seemed to bring the people that knew about it to it.
- I think it was important to be able to see the whole space. If you weren't lucky enough to be near to the front then you would have lost a lot. Perhaps more people could have been persuaded to sit on the floor so that more people could have got fuller enjoyment.
- I think it was slightly too long and I wasn't that keen on the music.
- I think the younger children struggled to understand the concept. Maybe aim it more at families.
- I thought it was slightly long for an outdoor performance.
- If the people in front of us had sat down!
- If there was even more of it! Also I found the bit of the dance where they put their hoods up a bit creepy and weird, so maybe less of that. Note about the questions below: I probably wouldn't have come in the first place if it wasn't free, that's just what I'd pay to see it again now. I'd pay more if it were longer/there were more dances.

- Improve audio experience more information
- Info about the actors/dancers, short story prior/after performance
- It could have been better publicised. I only found out by chance that it was happening a couple of days before and still didn't know WHERE in the city centre it was happening.
- It could have been just 5 minutes shorter, it was a long time to sit on the ground!
- It was bloody freezing on Greenwich dock that day!
- It was more than what I expected completely blown away!
- It would be nice to know if this piece is always performed in an outdoor environment, as I am sure the experience could be very different if performed indoors.
- It would be nice to see the piece lit in a different environment - in the middle of the woods for example.
- It would have been nice to see more people there. I believe the location down in Market Square wasn't the best place to perform, more people would have seen it in a different locations, closer to the main town.
- Lack of rain!
- Less moaning while dancing
- Live music
- Make it a bit shorter
- Maybe performed in places where people could sit down - walls, grass, benches etc.
- More advertisements to local schools.
- More difficult moves
- More distance or perspective I was very close and it was difficult to take in the whole thing.
- More of it!
- More organised seating - very squashed and cramped. People were asked to sit down so more people could see - I did and couldn't move so got dead legs! (Difficult to concentrate and enjoy performance)
- More space to see the actual event
- My experience, no. But a bit more information about the company might be good for others who haven't seen you before (no indication that you do theatre work as well).
- No it was great (41 responses)
- Other than the weather being off - which is obviously out of your control - it was a great event.
- Perfect weather, and brilliant performers. No negatives
- Possibly a bit more variation in tempo.
- Seated perhaps
- Seating (but probably impractical with the event attended)
- Seats and possibly longer with different things
- Some information as to the background to the dancing theme
- Some sequences were a little too repetitive
- Something comfortable to sit on but obviously this is difficult in the road.

- The event and performance was fab so the only improvement would be to offer info about how other people can get involved with this type of activity.
- The site was very out-of-the-way; it would have been better if it had taken place in a busier part of Wolverhampton where many more people would have had the opportunity to see it.
- To see it again.
- Used more contrasting pieces of music
- When some acts were moving about you couldn't see them as people were crowding those, if the stewards had a cordon of rope people would see well.
- Wider publicity of the event to draw a larger crowd could have created a better vibe

Appendix 4: Data collection postcard



Enter a Prize Draw to win £100 of High Street Vouchers!

Date: _____ / _____ / _____
 Location: _____

- Did you enjoy the event? Yes No I am not sure
- Have you ever been to an outdoor event before? Yes No I am not sure
- Have you ever been to a dance event before? Yes No I am not sure
- Would you like to go to similar events again in the future? Yes No I am not sure

Thanks for your feedback. We want to find out more about your experience and will send you an online survey, which gives you the opportunity to enter into a prize draw. Simply complete the following:

Name	
Email address	
Telephone number <i>(will only be used if email address doesn't work)</i>	
Postcode - OR if you live outside the UK, what country are you from?	
Your thoughts about Captive...	

How many people are here with you today? Adults: _____ Children: _____

If you DO NOT want to receive information from Motionhouse about similar dance events/activities please tick this box

THANK YOU – WE'LL SEND YOU THE LINK TO THE QUESTIONNAIRE IN THE NEXT FEW DAYS.

All information supplied will be held by Motionhouse and will remain secure and confidential. Unless you have stated otherwise, your details will only be used for research purposes and will not be passed on to any third parties or used for marketing purposes in accordance with the Data Protection Act 1998.

*Prize draw terms and conditions: There is no alternative to prizes. Entry restricted to UK residents only. Only one entry per person. If you have any queries about this research please contact info@earthenlamp.com

Appendix 5: Online questionnaire

1. Where did you see *Captive*?

Select from list

2. How regularly do you attend arts or cultural events?

At least once a week

At least once a fortnight

At least once a month

At least three times a year

Less often than three times a year

Never

3. Do you usually attend outdoor arts events?

Yes

No

4. Do you usually attend dance events?

Yes

No

5. What made you want to attend *Captive*?

Interested in dance

Recommended by someone

Visiting and looking for things to do

I was walking past

Interested in the company/artists

Related to studies/ professional interest

Like going to local events

To do something with friends/family

I read about the event and it looked interesting

Other (please specify)

6. On a scale of 1-5, where 1 is poor and 5 is excellent, what is your opinion of:

The quality of the event

The information prior to the event

Overall enjoyment of the event

7. How did you hear about *Captive*?

Print flyer

Website

Street posters

E-newsletter

Facebook

Twitter

Other social media

Local news story

Somebody told me about it

I was walking past and decided to visit

Through my workplace

Other, please specify

8. What did you like best about Captive?

Text

9. Is there any way in which your experience could be made better?

Text

10. Would you have come to this event if it was not free?

Yes

No

11. If yes, how much would you be willing to pay?

12. Would you recommend Motionhouse/Captive to your friends or family?

Yes

No

13. If no, please tell us why?

I did not enjoy my experience

I liked it but my friends and family will not be interested

Other (please specify)

14. How would you recommend Motionhouse/Captive?

Via social media (i.e. Twitter, Facebook)

I would tell them about it

Other (please specify)

15. Give us three words to describe Motionhouse/Captive

16. What is your gender?

Male

Female

17. What age group do you fall into?

15 or under

16-24

25-34

35-44

45-54

55-64

65 or over

18. What is your ethnicity?

White British/White Other

Mixed Race

Asian/Asian British

Black/Black British

Chinese

Other, please specify

19. What is your postcode? *If you live outside the UK, tell us which country?*

20. Would you be willing to help with further research?

Yes

No

21. Would you like to join Motionhouse's mailing list?

Yes

No

Please enter your contact details to enter the prize draw. *We will not contact you again unless you have given your permission to do so.*

Name:

Address:

Postcode:

Email:

Appendix 6: Tour locations and audience figure

Date	Venue	ACE Region	Att P1	Att P2	Att P3	Total	No Of Perfs
25-May-13	Salisbury Festival	SP1 2ED	300	500	400	1,200	3
01-Jun-13	Tamworth Skate Park	B79 7ND	38	200	350	588	3
22-Jun-13	GDIF Greenwich Fair	SE10 9NN	1,250	2,300	1,600	5,150	3
23-Jun-13	GDIF Greenwich Fair	SE10 9NN	1,100	900	n/a	2,000	2
24-Jun-13	GDIF Dancing City	E14 4QA	60	220	n/a	280	2
26-Jun-13	Imagine Watford	WD17 1LN	400	450	300	1,150	3
27-Jun-13	Imagine Watford	WD17 1LN	400	70	70	540	3
05-Jul-13	Regent Court Leamington Spa	CV32 4NG	350	400	n/a	750	2
06-Jul-13	Hat Fair Winchester	SO23 9AP	200	350	n/a	550	2
07-Jul-13	Parade Leamington Spa	CV32 4BL	500	600	n/a	1,100	2
09-Jul-13	Coleshill School	B46 3EX	50	75	n/a	125	2
11-Jul-13	Spencer Yard Leamington Spa	CV31 3SY	160	n/a	n/a	160	1
13-Jul-13	Dance Days Castle Square Swansea	SA1 1JF	n/a	190	n/a	190	1
14-Jul-13	Dance Days Dylan Thomas Square Swansea	SA1 1TY	140	110	200	450	3
19-Jul-13	Chipping Campden Dance Festival	GL55 6HU	200	n/a	n/a	200	1
22-Jul-13	Pooley Coutry Park	B78 1JA	150	60	n/a	210	2
23-Jul-13	All Saints Square Bedworth	CV12 8NR	canx	200	n/a	200	1
24-Jul-13	Market Square Wolverhampton	WV3 0SW	240	320	160	720	3
25-Jul-13	Kingsbury Water Park	B76 0DY	250	350	n/a	600	2
28-Jul-13	Harbouside Festival Bristol	BS1 5DB	450	500	n/a	950	2
03-Aug-13	Stockton International River Festival	TS18 1TY	200	250	300	750	3
04-Aug-13	Stockton International River Festival	TS18 1TU	400	1,200	n/a	1,600	2
14-Aug-13	Millom	LA18 4HZ	300	n/a	n/a	300	1
15-Aug-13	Cleator Moor	CA25 5AP	Cancelled - bad weather			0	0
16-Aug-13	Whitehaven	CA28 7LR	450	n/a	n/a	450	1
17-Aug-13	Nuneaton	CV11 5JT	150	200	n/a	350	2
24-Aug-13	Sandwell	B70 7PG	50	100	n/a	150	2
24-Aug-13	Circus in the City Birmingham	B5 4TB	350	n/a	n/a	350	1
25-Aug-13	Circus in the City Birmingham	B5 4TB	300	450	n/a	750	2
31-Aug-13	MintFest Kendal	LA9 4LY	750	950	n/a	1,700	2
01-Sep-13	MintFest Kendal	LA9 4LY	600	975	n/a	1,575	2
Total			9,788	11,920	3,380	25,088	61