

Respondents profile

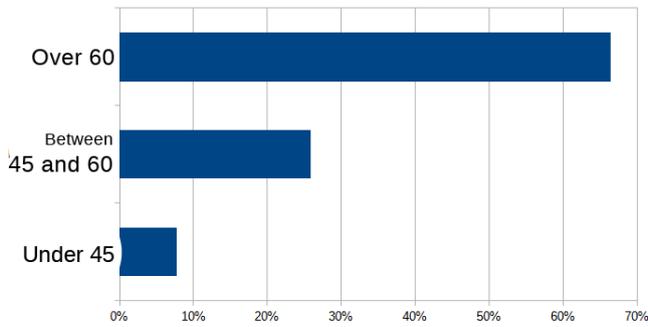
Almost 200 people took part in the survey between July and October 2021. Two thirds of respondents were over 60; whilst this reflects the local population profile (48% over 60), more work needs to be undertaken to listen to younger views.

Half of the respondents live in Cromer, with a further 40% from the surrounding area.

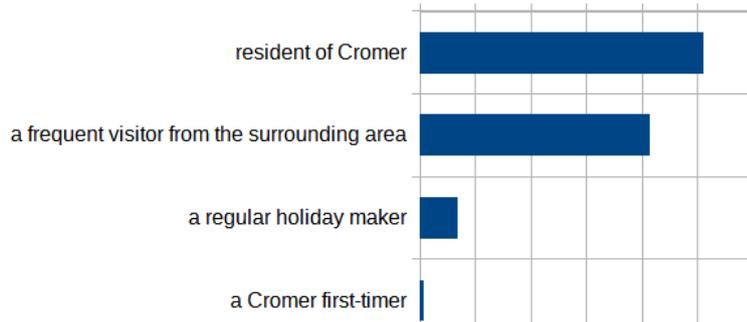
Most respondents said they would travel for an art or culture experience, 60% for a day out, 35% for an evening out, 30% for a weekend away and 25% for a holiday.

40% of respondents said that the lack of nearby opportunities restricted their access to the arts, and 25% said the cost of tickets prevented their access to art opportunities.

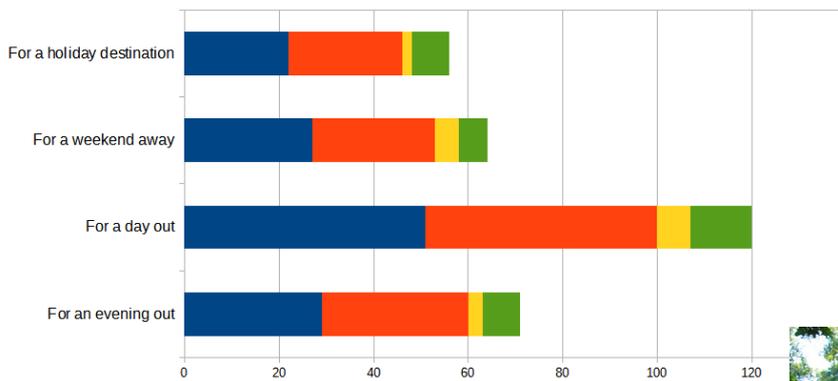
Age Profile



Connection with Cromer

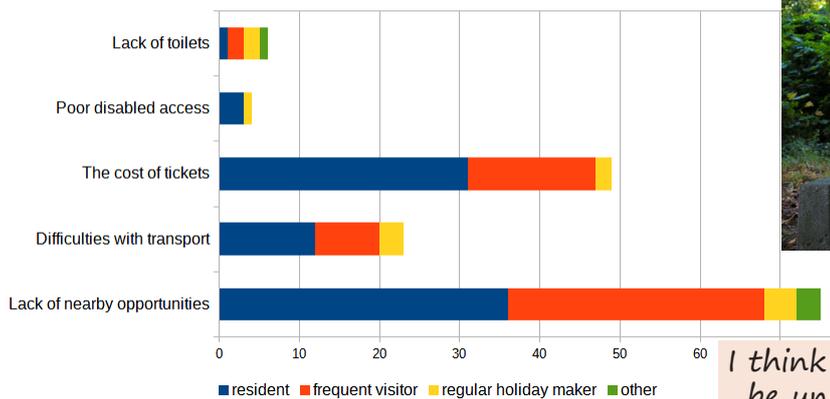


would you travel for an art or cultural experience



Have any of the following limited your access to the arts

in pre-pandemic times



I think my creativity needs to be unblocked / encouraged.

enjoy all artistic experiences as viewer not creator

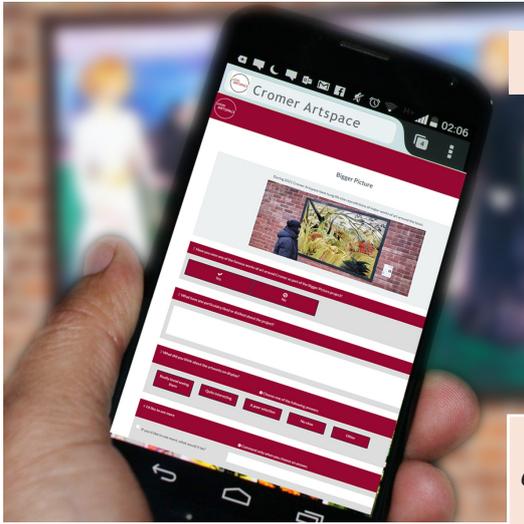
I direct theatre, play piano and cello.

This is the first time Art has come to my notice.

I produce large scale watercolour paintings which reference North Norfolk.

Somewhere with the potential to have quality art





All of it. Bring it on!

I've been writing light verse for 50 years

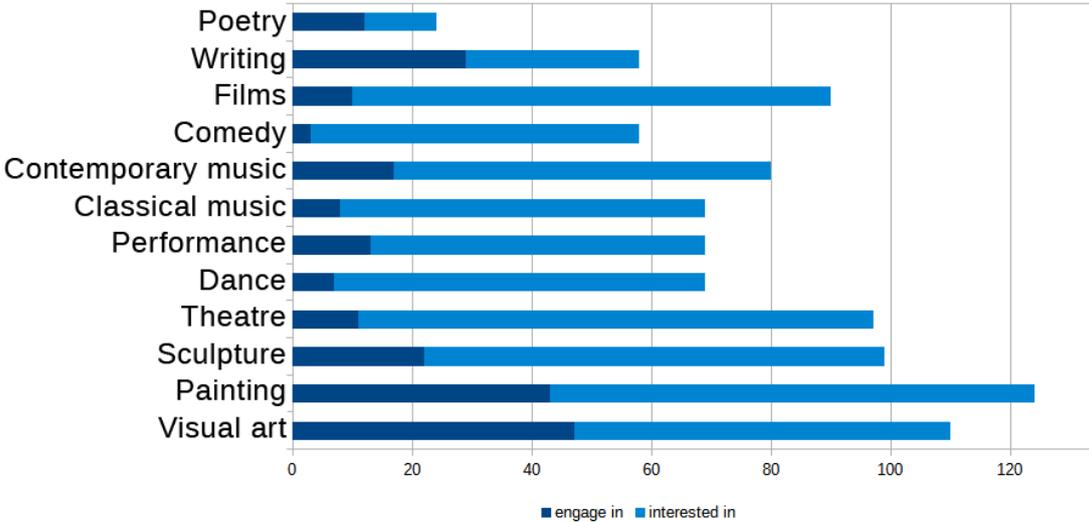


I'm an abstract expressionist painter who works in a range of mediums.

I am married to an artist and enjoy having my eyes opened. Will hopefully get more involved in retirement

"Whether it is in bringing communities together, promoting individual wellbeing, or helping towns to adapt to changing economic circumstances, the arts have an ever-increasing role to play in helping us all to live well. By supporting our cultural sector, we create happier, more vibrant communities that we can all be proud to be a part of" (Arts Council England)

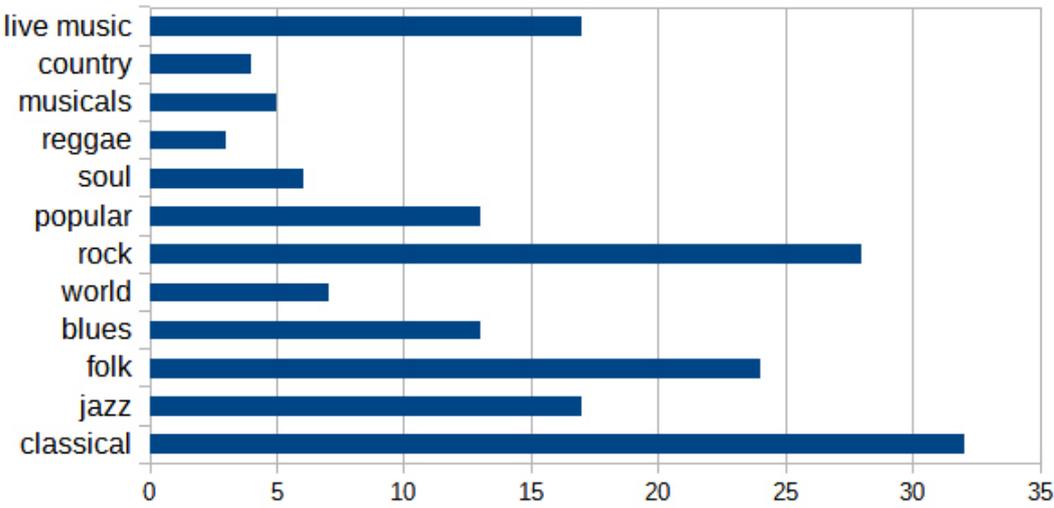
Which art forms do you engage in / are interested in



Many respondents engage in some sort of creativity, with visual arts the most popular. Most respondents are interested in many types of art, again the visual arts the most popular.

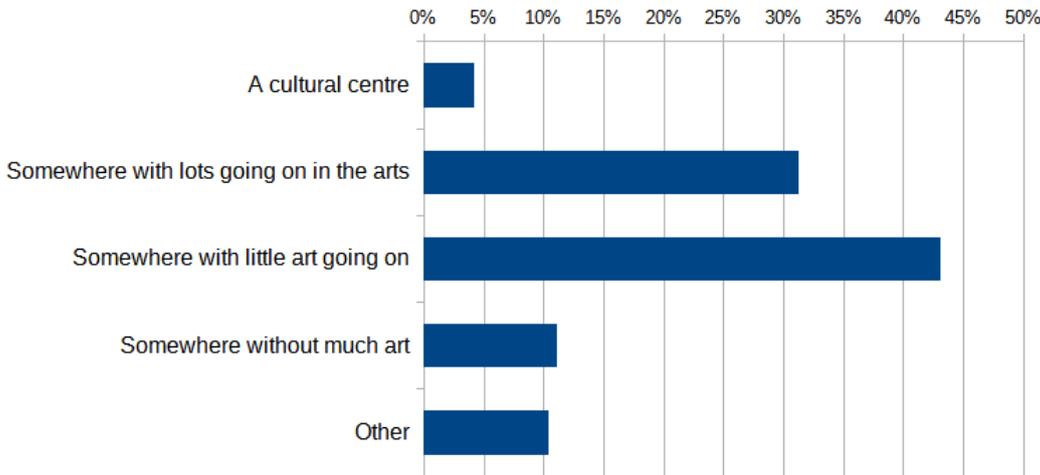
64 people engage in some form of visual creativity, and 55 performance art; 26 engage in both.

What sort of music do you like?



When asked about the types of music liked, a wide range of genres were quoted with classical the most popular

Which of these best describes Cromer?



Cromer

Most respondents thought there was a shortage of art opportunities in Cromer, with 45% thinking there was little art, and a further 10% that Cromer is a place without much art. A very small number thought that Cromer is a cultural centre.

Cromer has a soul but there could be so much more happening in the Arts in Cromer.

Like many places there will be a lot of art going on, but mostly behind doors

A published poet, I am a member of a poetry group. I was inspired by "A Cup of Tea" to write a poem!

A cultural desert



Beach! Swimming Pier and walks

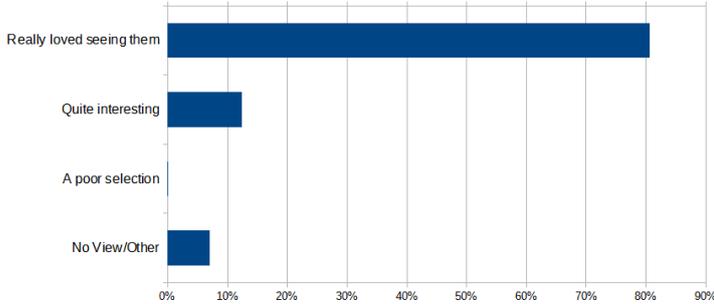
Walks along the coast line, nature inspire my creativity the skyline and artitecture of Cromer along with the residents especially the fishing community which is the heart of Cromer and of course the wonderful pier to sit and watch sun rise and sunsets. All of which get my creative juices flowing. Cromer offers so much of its self.

somewhere that has always changed and developed much to the chagrin of those who already live here who like it as it is and dunt like change





What did you think about the artworks on display?



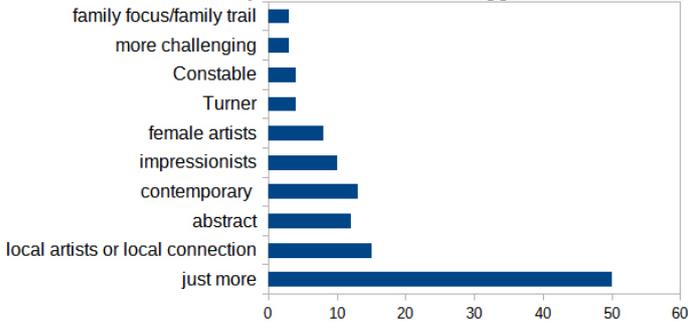
The Bigger Picture

The overwhelming response to the Bigger Picture project was positive, with most respondents wanting more.

There was a majority view for more of anything in line with the current project.

Those who expressed a desire for other styles requested more contemporary art, abstract art and art by local artists or with a local connection.

What would you like to see in the Bigger Picture?



We came upon Anna Ancher's painting in the florist's window first and thought her display was beautiful. Then found more pictures on walking through town. What a joy. Interesting labels, too. We then told lots of friends about it and gave your leaflets out, resulting in various friends going to Cromer.

I love the idea of engaging the public with art in the environment. Taking it out of galleries, which some people either view as elitist or merely "not for them"

I enjoyed taking visitors to see the pictures and giving them a tour of the town at the same time

This has engaged lots of people who wouldn't normally look at art or visit a gallery

I think the paintings on display uplift peoples views and feelings!

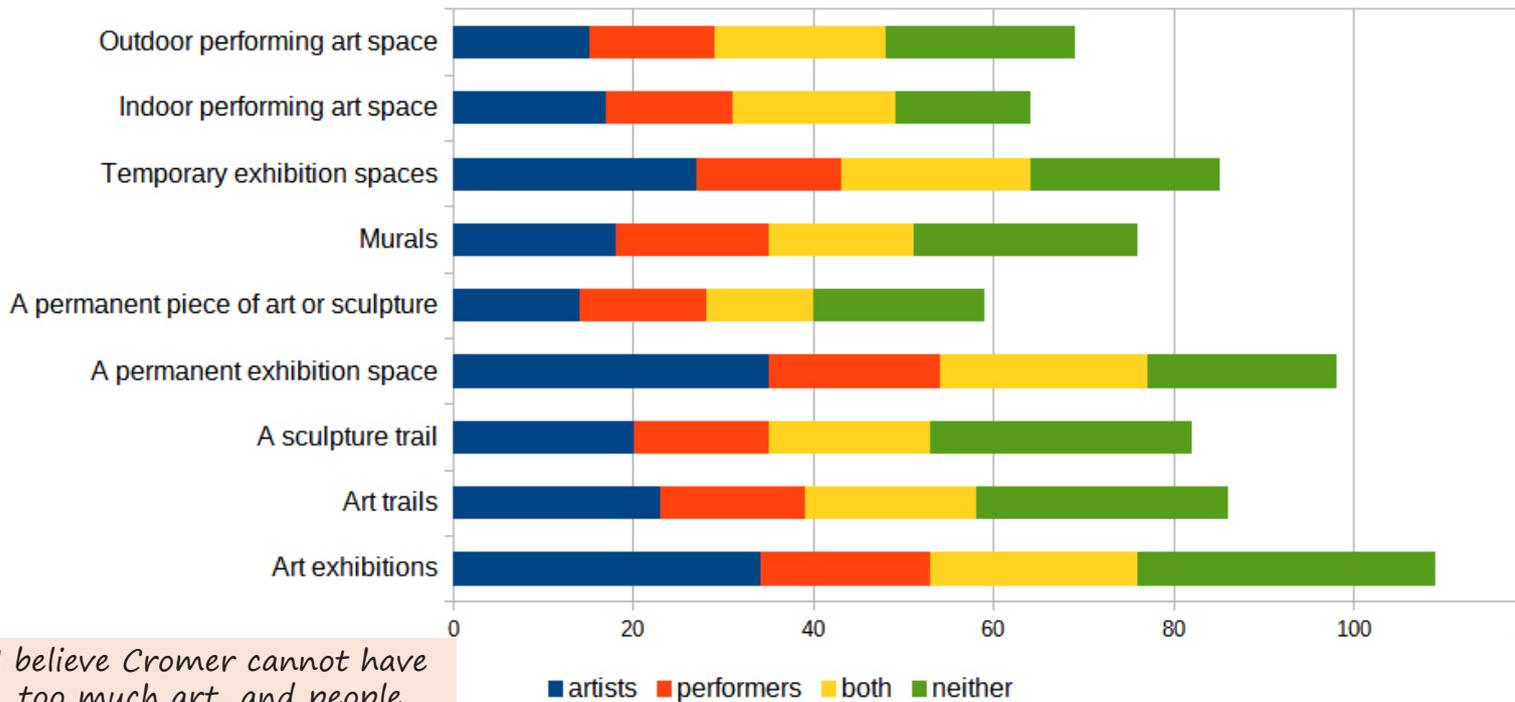


I liked the fabulous quality of the reproductions, the excitement of seeing well known pictures in unexpected places, the enjoyment and interest it has clearly given people about the town.

We loved the experience of viewing the pictures in outside free space, encouraging wellness walks in the fresh air

I took my grandchildren on a "treasure trail" to find all of them and read the comments. Very educational in a nice way

How would you like to see art in Cromer improved?



I believe Cromer cannot have too much art, and people access it differently so the more variety of ways it can be presented the better.

It would be brilliant to complete the Cromer experience by including a permanent exhibition space which would really consolidate what's already on offer.

People enjoy visiting Cromer for a day or a week. It would be great to be able to offer people a broader experience by developing art exhibitions etc. Also, the townspeople of Cromer are very proud of their home town, and art has a way of capturing peoples feelings and views.



I would love to see a high quality permanent exhibition space in Cromer featuring both UK and internationally renowned artists.

I would like to see a range of different events and activities that are accessible to, and enjoyed by, local people, and that encourage others to visit the town throughout the year.

It would be great to have a really good public gallery/art centre. Somewhere free to enter, maybe pay for exhibitions. The Yare Gallery is an example of a good new initiative. Or Groundwork Gallery in Kings Lynn. Or somewhere more ambitious and beautiful, like The Pier Arts Centre in Stromness, which is a town no bigger than Cromer.

We've enjoyed (and spent too much money) on previous Art Trails. I believe that high quality murals can improve the environment - I really like the ones on the West Prom near the Pirate Ship.

The more art in Cromer the better - clearly there is an appetite for it and the town is full of interesting people and building buildings and scenery which make it perfect for showing all kinds of art.

Make art a better recognised aspect of the town; give access to and space for local involvement in all arts, including photography

Changing displays for the benefit of the general public and visitors. Indoors added attraction for holiday makers to go on a wet day.

Must be accessible and not too expensive

The Future

There was a general theme from respondents that there needed to be improvements to the art-scape in Cromer, with Art exhibitions, a permanent exhibition space and temporary exhibition space the most quoted across all respondents