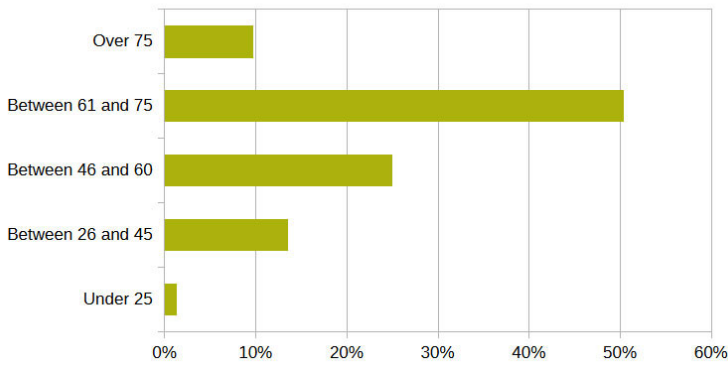




# Respondents profile

age profile



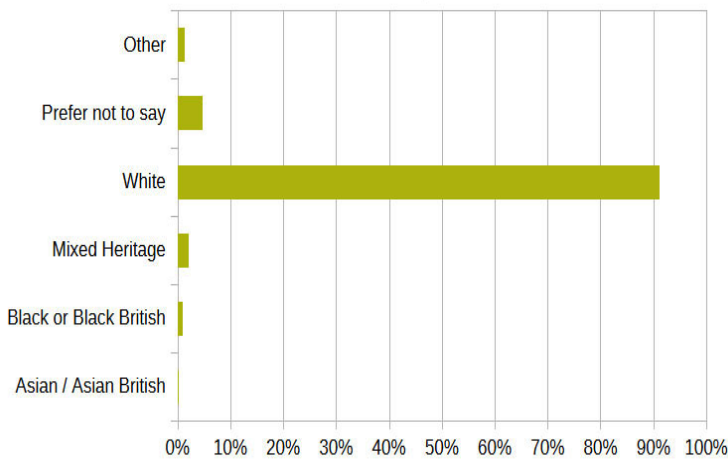
Cromer Artspace has asked the community for input into their projects and direction, as they did in 2021.

Over 330 people (200 in 2021) took part in the Cromer Artspace survey between July and October 2024. Half (66% in 2021) were over 60, 15% (8% in 2021) were under 45. In the 2021 census, the population of Cromer identified 37% as over 65, 42% as under 50.

91% of respondents identified as white (2021 census 97%).

38% (2021: 50%) lived in Cromer, 48% (2021: 42%) were frequent visitors.

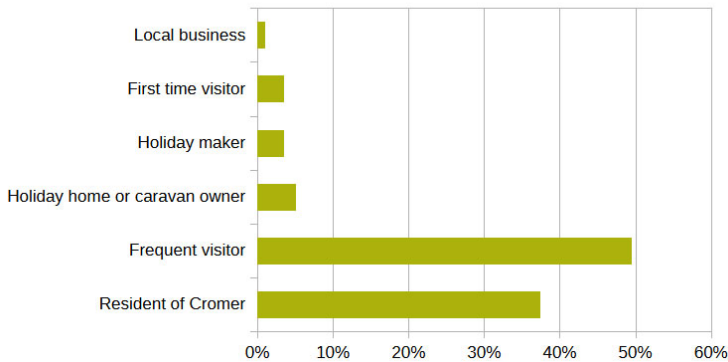
ethnic profile



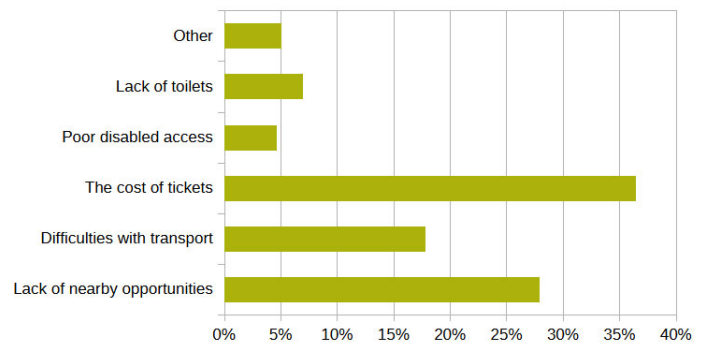
Most respondents said they would travel for an art or cultural experience, over 70% (2021: 60%) for day out, almost 50% (2012: 30%) for a weekend, and 38% (2021: 25%) for a holiday.

36% (2021: 25%) said the cost of tickets prevented their access to the arts, 28% (2021: 40%) said it was lack of nearby opportunities and 18% (2021: 24%) cited transport difficulties.

What is your connection with Cromer?

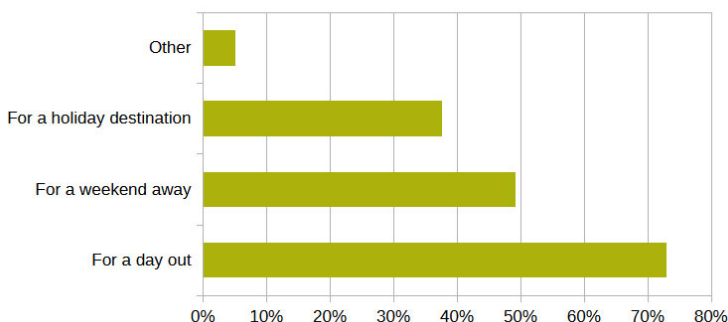


Do any of the following limit your access to the arts?



Would you travel for an art or cultural experience

(of those who answered)



# Artspace on the Prom

As well as a numerical rating, respondents were asked for comments about Artspace on the Prom.

The overwhelming message from these comments was positive, *“It is a great asset for the town”,* and a fantastic draw to bring people to Cromer *“...makes a family holiday appeal to a wider group...”*. The overall aim to bring art to Cromer was highlighted *“...an excellent venture in an area where access to more contemporary art is needed...”*

The building itself is well liked, and its location by the sea was thought to be a positive attribute *“... great use of the building...”*, although a number of comments highlighted its distance from the town being a problem. There were a large number of comments about the difficulty finding the Artspace and suggesting better signage. There were a number of suggestions that the building needed internal renovation works to remove the damp and cold.

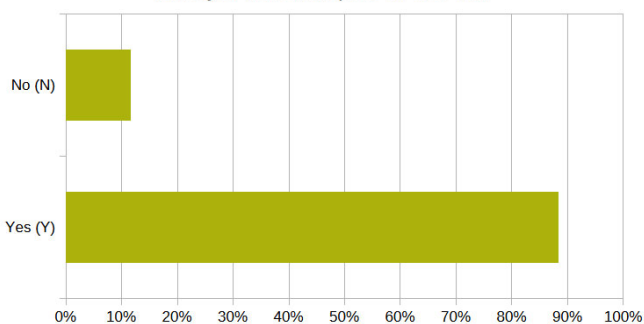
Whilst there were a number of comments saying that the addition of the access ramp was a real benefit to improve access, there were an equal number who thought its appearance spoilt the buildings look. There were suggestions of putting signage on the ramp to both help ‘hide it’ and increase the awareness of what the building is.

The range and nature of exhibitions was praised by many, *“...adventurous curating, fascinating exhibitions...”*, with some respondents making an effort to attend every exhibition. There was some suggestions to extend the range of exhibitions to include more “well known” artists, and others suggested more local artists. There were calls for more challenging art, and others for more traditional exhibitions.

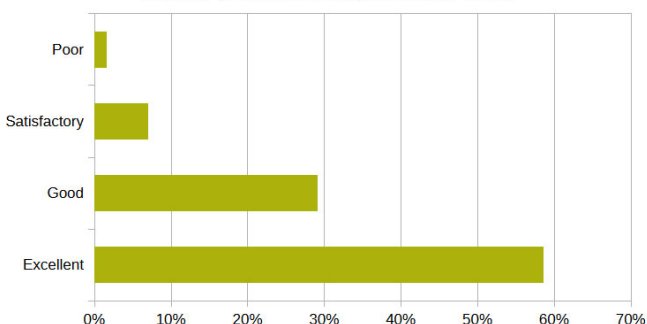
There were requests for a longer season, different opening hours (to cater for those who work during the day), and longer exhibitions.

There were some comments that the gallery seemed under-used for some exhibitions; for example the Open Call didn’t have as many works as expected. There were also suggestions to use other spaces in town to cater for larger shows.

Have you visited Artspace on the Prom



What do you think of Artspace on the Prom



..the programme is surprisingly good...

..the programme is surprisingly good...

more work needs to be done to make it better known

a lovely venture providing Cromer residents and visitors with opportunities to see non-touristy art

the location and view is phenomenal and the programme of exhibitions is carefully chosen, varied and stimulating

did not know it existed

it seems to get better and better

great idea, makes a family holiday appeal to even wider group

thanks for the ramp which makes access possible

adventurous curating, fascinating exhibitions, and a location to die for

I really like meeting the artists

very interesting art well presented

I visit every 2 weeks from Norwich

love the unpredictability

There were several comments about how good it was that art was coming to Cromer as they found it difficult to travel. It was suggested that it was made more obvious that entrance is free.

Many people said that they thought the Artspace was welcoming and thanked the many volunteers who have made it happen. Many recognised the voluntary nature of Artspace, praising those involved but some also cautioned about asking too much from volunteers.

Meeting artists at exhibitions and talks was really appreciated. People liked where there was information about the art and artists available in the gallery, and would like more of this.

Workshops were praised, but thought there were too few and this could be improved. Suggestions for activities for children in the gallery, such as “... *postcards for children to draw on...*”, would increase the appeal.

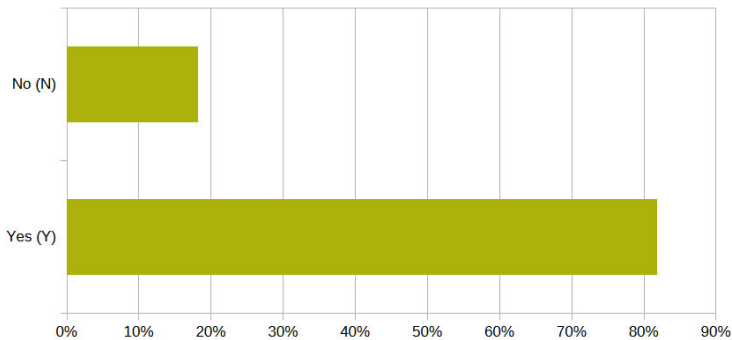
The size and dimensions of the gallery were thought appropriate for Cromer, although not suitable for 3D work as the main gallery is narrow; some commented that the space was small without stating whether that was good or restrictive. The northern aspect and windows were praised for bringing in perfect light, but a large number of people commented that reflections on glass covering framed artworks can be a problem.

There were a number of comments about awareness of the Artspace, what was on and when the space is open/ closed suggesting that improvements to publicity are required.

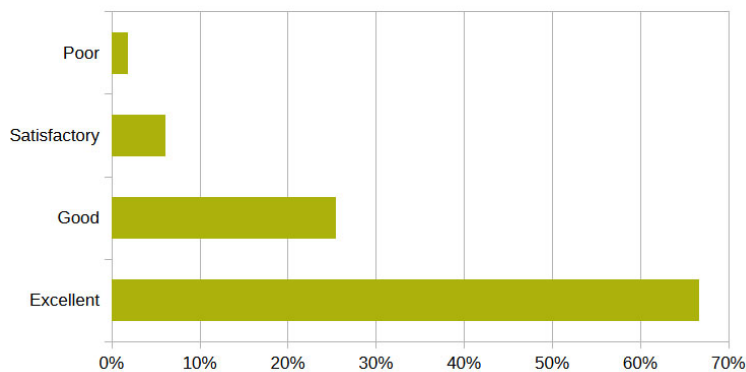


# The Bigger Picture

Have you seen any of the famous works of art around Cromer as part of the Bigger Picture or Heritage Space projects?



What did you think of the artworks on display?



Comments about the Bigger Picture, showing art reproductions around Cromer, were fully supportive of the project and its implementation; *“its an inspiring and innovative way to view art outside of galleries”*, *“brings art and discussion to people who may not otherwise see it”*, *“love seeing the art without having to go to a gallery”*.

Respondents liked the picture choice, the reproduction quality and placement of the images.

The Heritage Space boards, exhibited in conjunction with Cromer Museum, were also praised.

Some respondents found the exhibition fun, others informative and educational.

In terms of the future, there was a definite request for the project to continue. There were some suggestions to include more challenging works, art by local - or East Anglian - artists, and possibly more artworks, but the general message was that the artworks in the exhibitions were a good selection.

The project was seen as a great addition to the town, a draw to bring people to Cromer and an extra attraction for both locals and visitors, bringing a lift to neglected places; *“Good way of getting people to explore the town”*.

There was a suggestion that more activities could be arranged around the exhibition, such as lectures, trails, and fun things for families. The need for better information boards and online information were suggested by a few; an opportunity to buy postcards or prints of the works was suggested.

*“My favourite was Lotto’s Lucretia staring out next to a huge carpet sale poster and a stack of discounted rolls”*.



I always see people stop to look at them. Nice to stumble across them

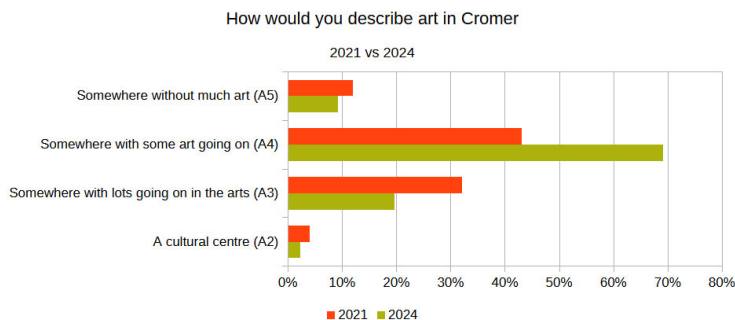
Don't stop doing it. You're introducing people to art they've never seen before



...great idea to make art available to people who cannot or don't want to travel to London

# Cromer

Almost 70% (2021: 43%) thought there was some art happening in Cromer, 20% (2021: 30%) thought there was a lot of art.

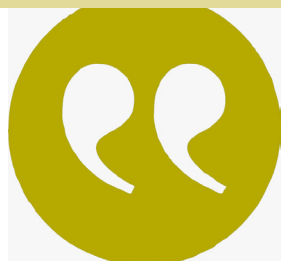


## Ideas for the future

more opportunities to participate

more workshops

more of it would encourage me to a more frequent visitor



more exhibition spaces/galleries the more similar businesses form bubbles

just keep doing it

I'd like to see more on the streets

...more spaces used for a variety of art forms...

I think it is a great idea to promote Cromer as an 'arty' town...

...a funicular railway...

get-togethers for artists

an art history group

The general message from ideas proposed is to bring more art to Cromer, using more places and with more opportunities to be creative.

There was a theme that promoting art in Cromer differentiates it from other Norfolk coastal towns.

More art workshops, more opportunities to meet and talk with artists, and forums for artists to get together are all suggestions for future priorities.

Better links across art organisations and other towns was suggested as ways to improve the art offering.

In terms of specific ideas: another art auction, longer opening hours, outdoor events, public works (sculpture or murals), art demonstrations, pop-up exhibitions, summer art festival (exhibitions, stalls, demonstrations), postcard auction, development of an arts centre, an art history group or lectures.

Additional spaces to enable more artist residencies, more classes and more general art opportunities was a general theme in responses. *"I believe Cromer could become an art hub in a unique way"; "love that Cromer is becoming a centre for the arts"*

Several respondents mentioned the need for better publicity and better use of social media. *"...the quality of work needs to be maintained to a high standard", "Cromer Artspace is doing an excellent job and is going from strength to strength".*