



Sutton Online Residents Panel Culture Survey

January 2014

take part, take pride



Contents

Background	3
Summary of Key Findings.....	3
Recommendation.....	4
Methodology.....	4
Participant Demographic Information	4
During the last 12 months how frequently have you visited cultural venues in Sutton?.....	5
During the last 12 months how frequently have you visited Cultural venues outside of Sutton?	6
How likely is it that you would visit the following venues again?	7
What would encourage you to attend these cultural venues in Sutton?.....	8
How have you found out about cultural activities or events in Sutton?	11
Here are some opinions that people have expressed about culture in Sutton. How much do you agree or disagree with each statement?	12
What other types of cultural activities do you do in Sutton and elsewhere?	13
Is there anything else you want to tell us about cultural facilities and/or activities in Sutton?	15
Appendices.....	16
Appendix A Demographic Information.....	16
Appendix B Qualitative comments: Question 5 – What would encourage you attend these cultural venues in Sutton? (Please specify).....	18
Appendix C Qualitative comments Question 7- Do you think it is important to have these cultural venues in your local area? 20	
Appendix D Qualitative comments Question 9- Is there anything else you want to tell us about cultural facilities and/or activities in Sutton?.....	26

List of Graphs

- Graph 1: Visits in the last 12 months
- Graph 2: Visits to Cultural Venues outside of Sutton
- Graph 3: How likely is it that you would visit the following venues again?
- Graph 4: What would encourage you to attend these cultural venues in Sutton?
- Graph 5: How have you found out about cultural activities or events at the following venues?
- Graph 6: Residents who haven't heard about cultural activities or events
- Graph 7: Opinions expressed about culture in Sutton
- Graph 8: Cultural Activities
- Graph 9: Taking part in Cultural Activities in Sutton or elsewhere

List of Tables

- Table 1: More than one visit in the last 12 months
- Table 2: Things that would encourage people to attend cultural venues in Sutton
- Table 3: Do you think it is important to have these cultural venues in your local area?

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Background

The Council is currently looking at its cultural provision and whether it needs to make changes in the future to meet the needs of residents. This questionnaire was designed to find out what residents think about the current cultural provision provided by the Council and what other cultural activities residents do at the moment, or what they would like to do in Sutton.

The cultural venues that are included in this survey are those that Sutton Council manages directly and include the following:

- **The Secombe Theatre, Sutton** - A 340 seat traditional style theatre with a large foyer area and bar. The venue also has a function room with its own self contained bar.
- **The Charles Cryer Theatre, Carshalton** - This studio space based in Carshalton is ideal for smaller productions, music gigs and comedy nights. Seating is flexible and can range between 68 – 125 seats depending on the type of event. The venue also has a small rehearsal studio able to accommodate approximately 20 people, it is available for performance rehearsals, classes and meetings. This an ideal space for dance classes as it has mirrored walls and ballet bars.
- **Wallington Public Hall, Wallington** - The main hall is perfect for wedding receptions, parties, fairs, festivals and classes of all types. It has a capacity of 350 people standing or 240 for seated events. Within Wallington Hall is the Woodcote Room. This space is available for small parties, classes and meetings, with a capacity for approx. 30 people.
- **Honeywood Museum, Carshalton** - Honeywood Museum is a Grade II listed building next to Carshalton Ponds. The family-friendly museum re-opened in May 2012 after a complete refurbishment. It has beautifully restored period details including the Edwardian Billiards Room, Drawing Room and Bathroom. There are exhibitions which tell the history of the house and the people who lived there.
- **Little Holland House, Carshalton** - The former home of Frank R. Dickinson (1874-1961), artist, designer and craftsman, who built his house in the English Arts and Crafts style between 1902-4, following the teachings and philosophies of William Morris and John Ruskin. The result is a unique blend of traditional and Art Nouveau, which has featured in several recent television series on architectural history.
- **Whitehall Museum, Cheam** - Built around 1500 is a historic timber framed Tudor house museum situated in a conservation area, amidst delightful weather-boarded cottages in Cheam Village.
- **The Life Centre, Sutton** - The Sutton Life Centre is designed to improve life chances for younger people and encourage good citizenship. It provides innovative tours and experiences for Year 6 and Year 8 pupils as well as being a local community facility with a library, climbing wall, sports pitch and meeting rooms.

Summary of Key Findings

91% of residents said that it was important to have these cultural venues in their local area

68.4% of residents had visited at least one of Suttons Cultural venues during the last 12 months

39.3% of residents hadn't heard about cultural activities or events in Sutton

99.5% of residents think that it is important to have cultural offerings in Sutton

96.7% think that culture makes a difference to the area where they live

58.9% of the activities that Sutton residents take part in are outside of Sutton

Recommendation

It is clear that residents value the cultural venues in their local area. The research findings highlight that despite the importance of local cultural venues, between 5 and 30% visit the main cultural venues provided by the council. However, between 60 and 82% of residents visit cultural venues outside of the borough. This highlights that perhaps the council does not provide the cultural facilities residents want, or that the facilities provided cater for a sub section of the population. One of the key recommendations from the report is that the communications and promotions of the activities and events at these venues could be improved.

A new communications and engagement plan is being put in place for cultural services, and the team are being trained in the use of social media. Over the coming month's improvements to the way we communicate will improve the % of residents who have heard about cultural activities or events, in particular the percentages via social media and the website, which are currently at 2.4 and 5.5% respectively.

Methodology

This is the seventh Sutton Online Panel Survey using the Council's Online Opinion Suite. The survey took place between 25th November and 15th December, 2013. An email link to the survey was sent to the Online Panel members. A further email was sent to a number of new panel recruits, to invite them to take part in the survey.

To enable wider participation, a press release was issued and social media was used to let residents know that the survey was being undertaken and to invite them to take part. A further 62 residents took part in the survey, 33 of which signed up to the Online Panel.

To encourage participation, reminder emails were sent and theatre tickets for a family of four to see the seasonal pantomime production were offered as an incentive to take part in the survey.

A total of 212 residents took part in the survey. This equates to a 20.1% response rate from Panel Members. Considering the population of Sutton (Census, 2011), the data from this survey has a 7% margin of error. This means that if the survey was repeated the results could be expected to fall within 7% of the research findings within this report.

Participant Demographic Information

When registering with the Sutton Online Residents Panel, residents were asked to provide us with their demographic information. From those respondents whose demographic information has been provided:

- 58.8% were female and 41.2% were male. Compared to Sutton's demographic profile, females are slightly over represented in the survey sample.
- The largest proportion of residents who took part (23.1%) were aged 35 – 44 years old. Despite being the largest proportion of residents in the borough, the survey sample, this age group is still over represented. Residents aged 16 – 34 and 60 – 64 are under represented in the survey sample compared to the demographic information from the 2011 Census.
- 79.2% of respondents were White or White British. This is similar to the demographic profile (77%).
- 8.0% of respondents have a disability. Residents with a disability are under represented by 6% compared to the demographic information for Sutton from the Census 2011.
- 40.6% of respondents were working full time, while 23.6% were retired. While those working full time are the largest proportion of residents in Sutton, they are under

represented in the survey sample. Retired residents are over represented by 5.6% compared to Sutton's demographic profile.

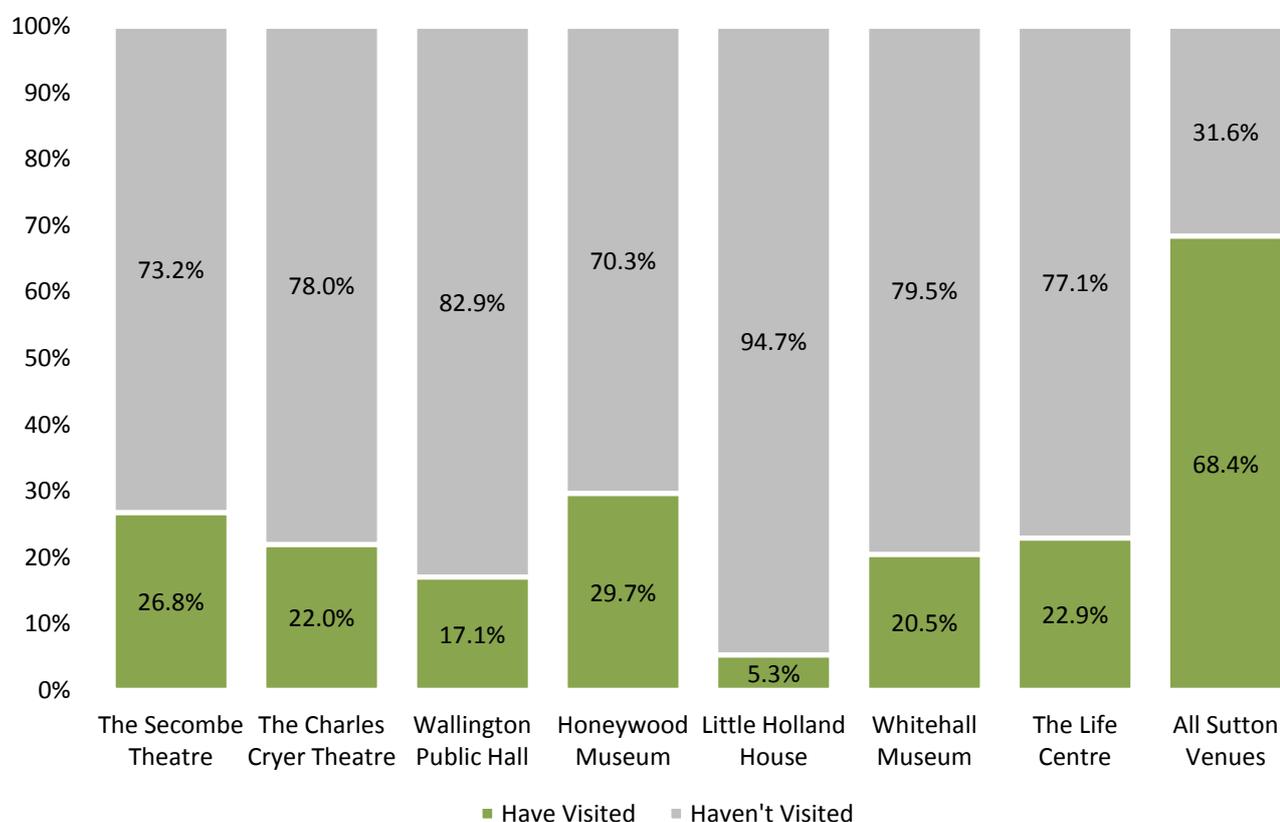
- 44.3% of respondents were buying their home on a mortgage while 34.4% owned their home outright (including the leasehold). Residents in rented accommodation are under represented in the survey sample.

Full demographic breakdown of survey respondents can be seen at Appendix A of this report.

During the last 12 months how frequently have you visited cultural venues in Sutton?

We asked residents; during the last 12 months how frequently had they visited cultural venues in Sutton. The graph below shows that almost seven out of ten residents had visited at least one of Sutton's cultural venues during the last 12 months.

Graph 1: Visits in the last 12 months



Source: Culture Survey Q1: During the last 12 months how frequently have you visited the following?

The least visited venue was Little Holland House, just 5.3% of residents. This reflects the opening hours of this venue: one afternoon each month.

From those who had visited at least one venue, the table below shows how frequently they had visited. Very low numbers of residents had made more than one or two visits.

Table 1: More than one visit in the last 12 months

	More than 4 times	3-4 times	1-2 times
The Secombe Theatre	5	3	48
The Charles Cryer Theatre	4	3	38

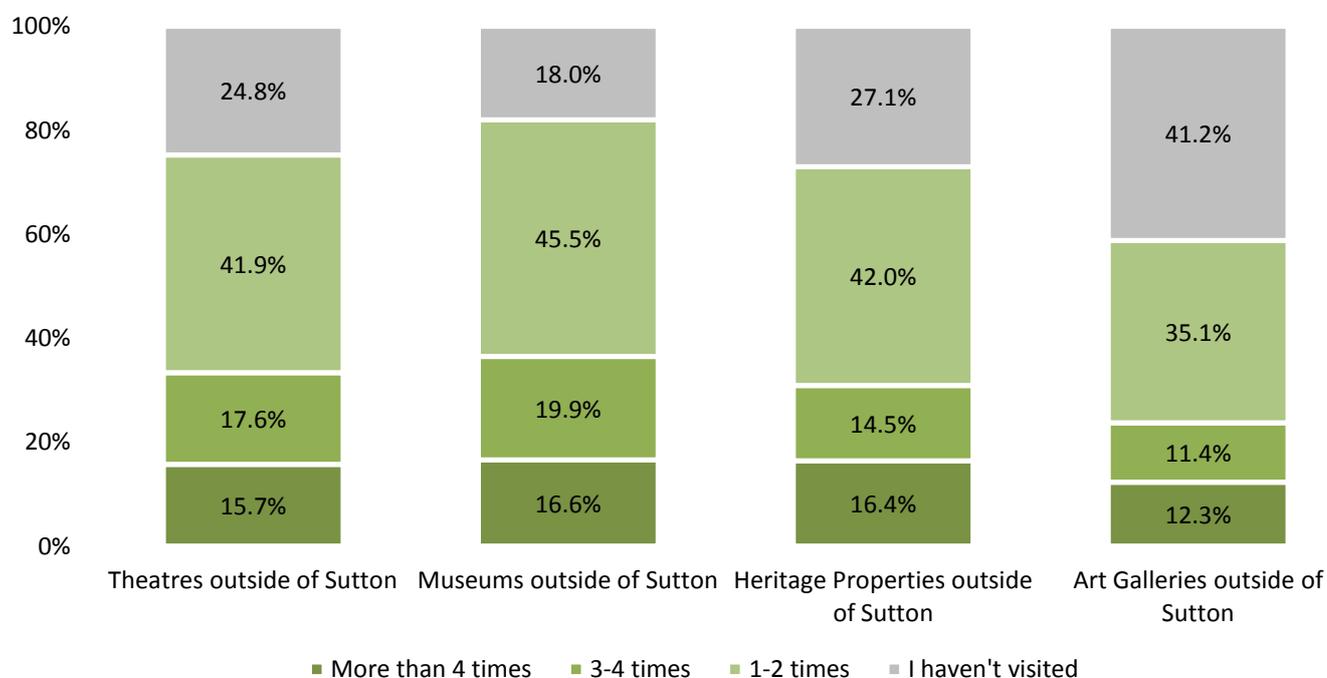
Wallington Public Hall	2	2	31
Honeywood Museum	7	11	44
Little Holland House	0	0	11
Whitehall Museum	4	1	38
The Life Centre	13	5	29

Source: Culture Survey Q1: During the last 12 months how frequently have you visited the following?

During the last 12 months how frequently have you visited Cultural venues outside of Sutton?

Residents were asked during the last 12 months how frequently they had visited cultural venues outside of Sutton. From the Graph 2 below, we can see that local residents are interested in cultural activities and have visited cultural venues outside of Sutton.

Graph 2: Visits to Cultural Venues outside of Sutton



Source: Culture Survey Q2: During the last 12 months how frequently have you visited the following?

From the graphs above we can see that:

75.2% have visited **Theatres** outside Sutton at least once in the last 12 months.

82.0% have visited **Museums** outside Sutton at least once in the last 12 months.

72.9% have visited **Heritage Properties** outside Sutton at least once in the last 12 months.

58.8% have visited **Art Galleries** outside Sutton at least once in the last 12 months.

This indicates that there is a positive cultural interest in attending cultural venues, but perhaps the cultural offerings in Sutton don't meet the needs and interests of local residents.

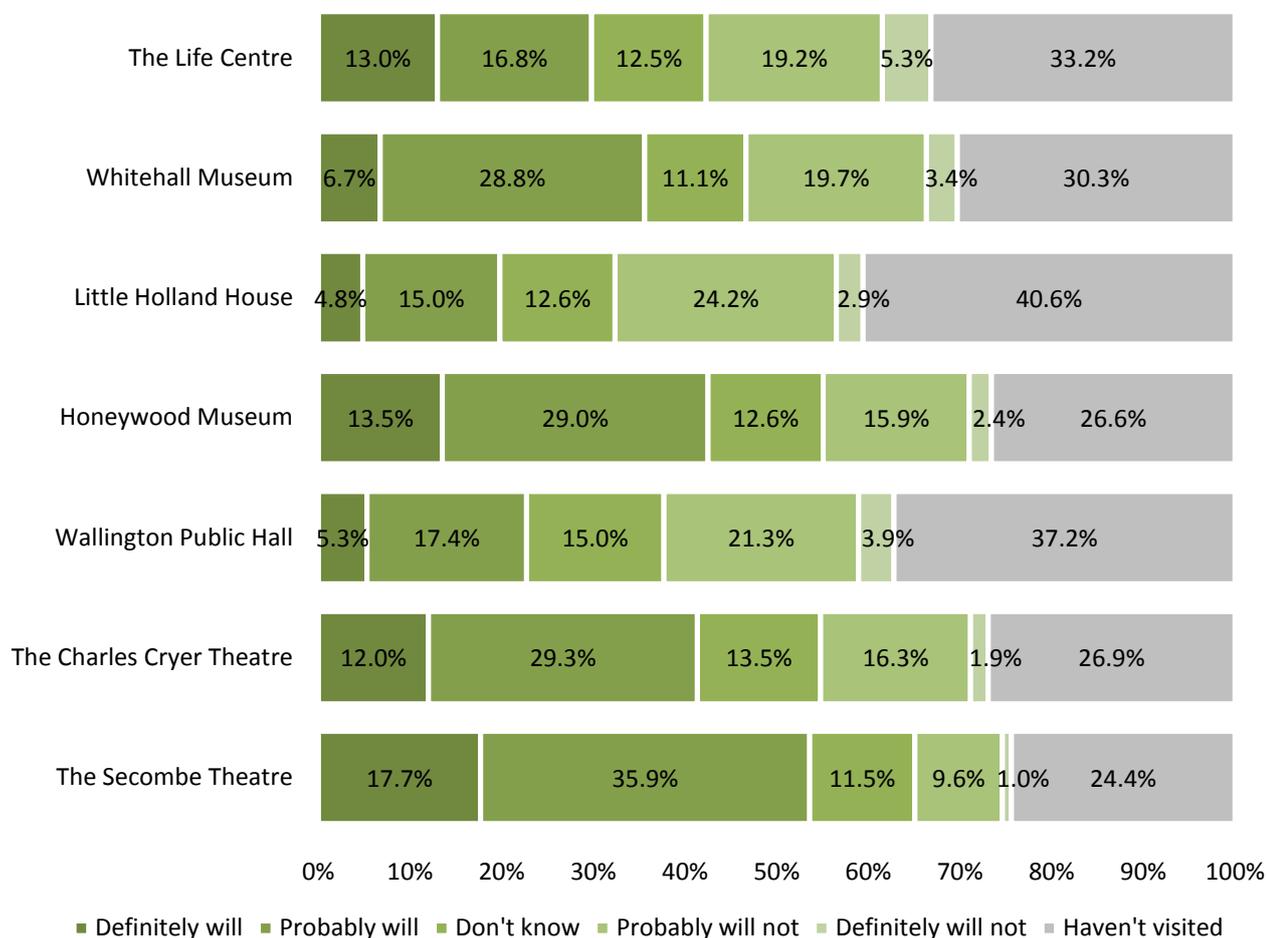
How likely is it that you would visit the following venues again?

We asked residents whether they would return to visit the cultural venues in Sutton. Not all residents had visited all the cultural venues in Sutton, but from those who had already visited, there was a definite willingness to visit again.

Graph 3 below shows that more than half, (53.6%) of the residents would visit The Secombe Theatre again. 17.7% said that they would definitely visit again. 42.5% would visit the Honeywood Museum again and 41.3% would visit The Charles Cryer Theatre again.

The smallest proportion of those who would definitely or probably visit again were for Little Holland House and Wallington Public Hall. Perhaps fewer residents could say that they would return to these venues as larger proportions of residents had not visited.

Graph 3: How likely is it that you would visit the following venues again?



Source: Culture Survey Q3: How likely is it that you would visit the following venues again?

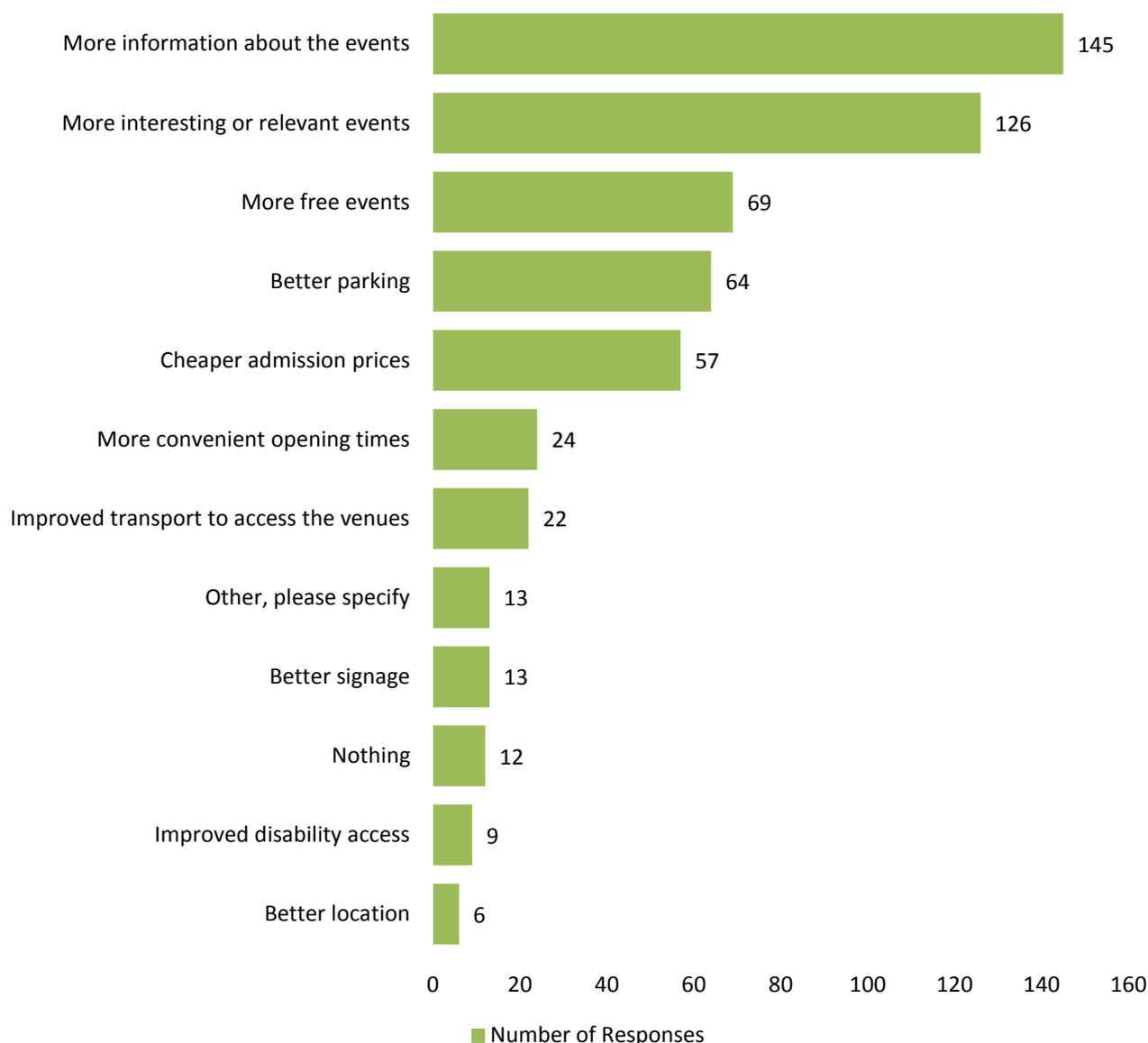
What would encourage you to attend these cultural venues in Sutton?

We asked residents to tell us about all the things that would encourage them to attend Sutton’s cultural venues. Some residents made more than one suggestion; this is why the numbers in Graph 4 (below) do not add up to the 212 sample size.

The two things that would encourage the most residents to attend cultural venues in Sutton were if they had more information about the venues and if there were more interesting or relevant events available to attend.

From Graph 4 below, we can see that the cost to attend or take part in cultural activities was also an influencing factor. A third of residents (69) said that more free events would encourage them to attend. Just over a quarter of residents (57) said that cheaper admission prices would encourage them to attend.

Graph 4: What would encourage you to attend these cultural venues in Sutton?



Source: Culture Survey Q4: What would encourage you to attend these cultural venues in Sutton?

Residents were asked to tell us about any other things that would encourage them to attend cultural venues in Sutton. Although there was a low response to this question, again information about the venues and events was a key factor in encouraging residents to attend cultural venues in Sutton. The most popular preferences are set out in the table below.

Table 2: Things that would encourage people to attend cultural venues in Sutton

	Number of responses
Better information about cultural venues	11
Better range of activities	6
Activities for young people	3
Venue improvements	3
Childcare	2
Access	2
More convenient opening times	2

Source: Culture Survey Q4: What would encourage you to attend these cultural venues in Sutton?

A sample of the suggestions that residents said would encourage them to attend cultural venues in Sutton is listed below. All comments are listed in Appendix B.

Venue improvement

The catering and bar facilities at the Secombe Theatre need to be greatly improved as well as the box office facilities (the latter relates to the Charles Cryer Studio as well).

more comfortable seating

Better range of activities

Shows for special needs children and their siblings- my daughter is autistic and cannot attend normal theatre performances.

Events with a transport theme of modern and vintage trains and buses perhaps including archive film shows.

Information

More activities at Whitehall - it's a beautiful venue. They need to set up a proper mailing list.

I wasn't aware that some of these existed!

To be honest I just didn't know about most of these places! Is there a culture page on the council website that would give details about all of these places (location, opening hours, what's on etc.)?

Opening times

Some are only open at certain times and when you're working it's difficult to get to.

Having childcare available or events that are suitable for pre-school children

Childcare

Do you think it is important to have these cultural venues in your local area?

91% of residents said that it was important to have these cultural venues in their local area.

The reasons why residents felt that it was important to have cultural venues in their local area fell into six categories. These are set out in the table below. All the comments made by residents are listed in Appendix C.

Table 3: Do you think it is important to have these cultural venues in your local area?

Category	Number of comments
Community value and local pride – sense of belonging to the area	46
Education – both general and specifically for young people	37
Heritage value	22
A good alternative to travelling to London	15
Local Access	9
A cheap day out	7

Source: Culture Survey Q5: What would encourage you to attend these cultural venues in Sutton?

Residents said:

Regardless of whether or not I have used them in the last year, these venues form part of the cultural and historical life of our locality, and need to be maintained for the benefit of the residents

It is a cheap day out that saves families having to travel into London. It also brings together the community.

I first discovered theatre in Sutton. I'm not sure I would have got into going to theatres in the West End if I hadn't

I think it gives an opportunity for local people to get together and meet each other. I think it also makes people feel part of the community, which is important.

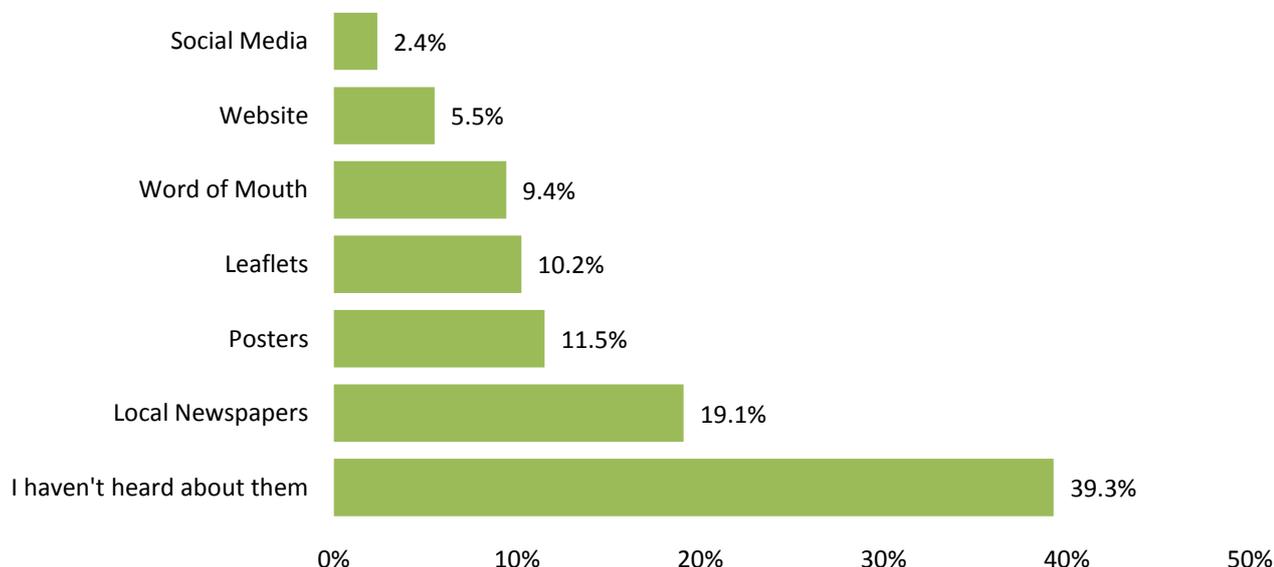
Culture contributes significantly to the attractiveness of an area.

This is a wonderful area and the more cultural venues the better it gets to live here. People take more pride in looking after their surroundings when they are happy.

How have you found out about cultural activities or events in Sutton?

We asked how residents had found out about cultural activities or events in Sutton. The results are set out below in Graph 5.

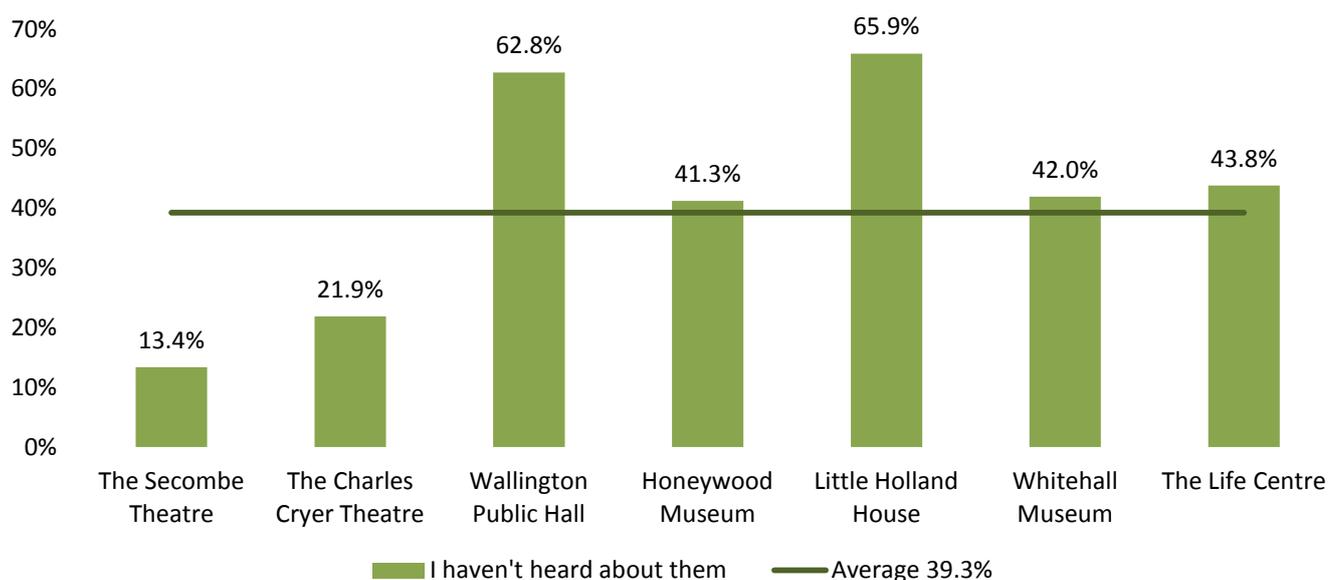
Graph 5: How have you found out about cultural activities or events at the following venues?



Source: Culture Survey Q6: How have you found out about cultural activities or events in Sutton?

The Local Newspaper was consistently the most popular way in which residents found out about the activities or events in all of Sutton's cultural venues. However it should be noted that the largest proportion, almost four out of ten, hadn't heard about activities and events in Sutton's cultural venues. Graph 6 below shows that more residents had heard about the theatres than the other venues. More residents hadn't heard about Wallington Public Hall and Little Holland House than any other venue.

Graph 6: Residents who haven't heard about cultural activities or events



Source: Culture Survey Q6: How have you found out about cultural activities or events in Sutton?

Here are some opinions that people have expressed about culture in Sutton. How much do you agree or disagree with each statement?

We presented residents with some opinions that people have expressed about culture in Sutton and asked them how much they agreed or disagreed with each statement.

From the graph below we can see that the cultural venues in Sutton are valued:

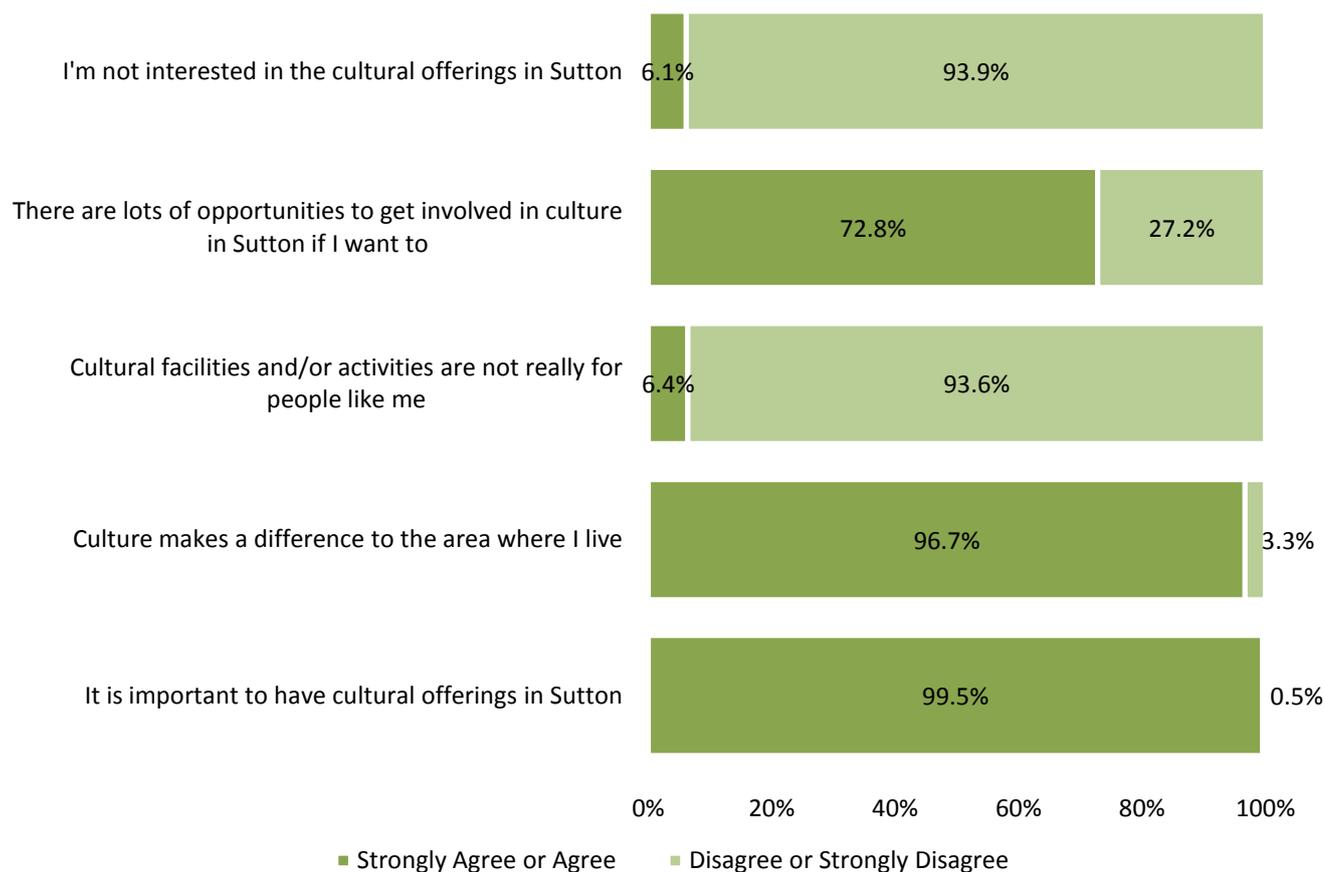
99.5% of residents think that it is important to have cultural offerings in Sutton

96.7% think that culture makes a difference to the area where they live

However only 27.2% strongly agree or agree that there were lots of opportunities to get involved in culture in Sutton if they want to. This supports the research findings that more information about events and the provision of more interesting or relevant events would encourage people to attend, also that 39.3% hadn't heard about cultural events or activities available in Sutton.

Just 6.4% felt that cultural facilities and/ or activities are not really for people like them and just 6.1% were not interested in cultural offerings in Sutton.

Graph 7: Opinions expressed about culture in Sutton

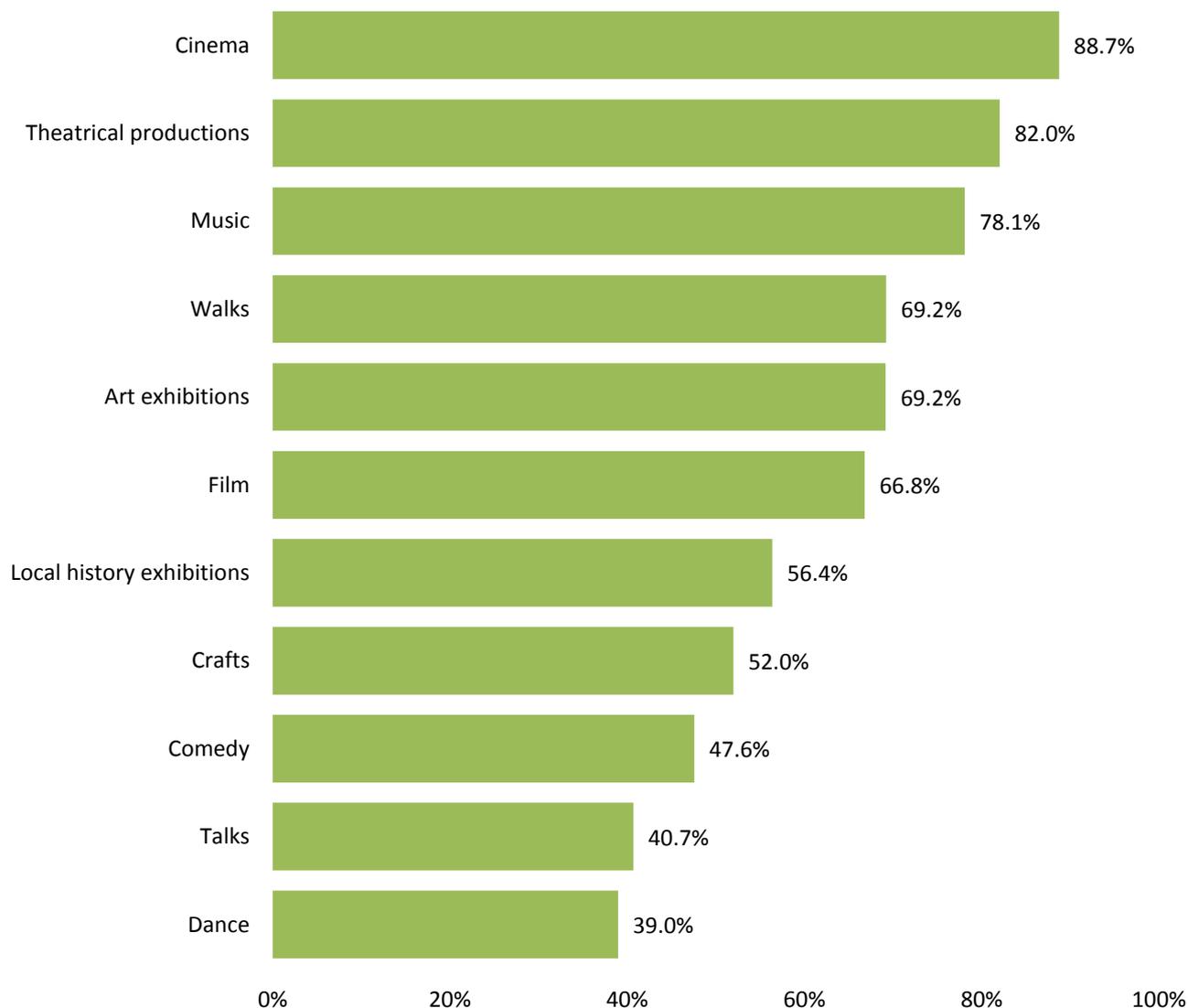


Source: Culture Survey Q7: Here are some opinions that people have expressed about culture in Sutton. How much do you agree or disagree with each statement?

What other types of cultural activities do you do in Sutton and elsewhere?

We asked residents about other types of cultural activities they did either in Sutton or elsewhere. As shown in Graph 8 below, cinema, theatrical productions and music were the most popular choices.

Graph 8: Cultural Activities



Source: Culture Survey Q8: What other types of cultural activities do you do in Sutton and elsewhere?

Graph 9 below shows where residents take part in the different activities, either inside or outside of Sutton.

While 82.0% attended or took part in Theatrical productions, just 35.6% of these were in Sutton.

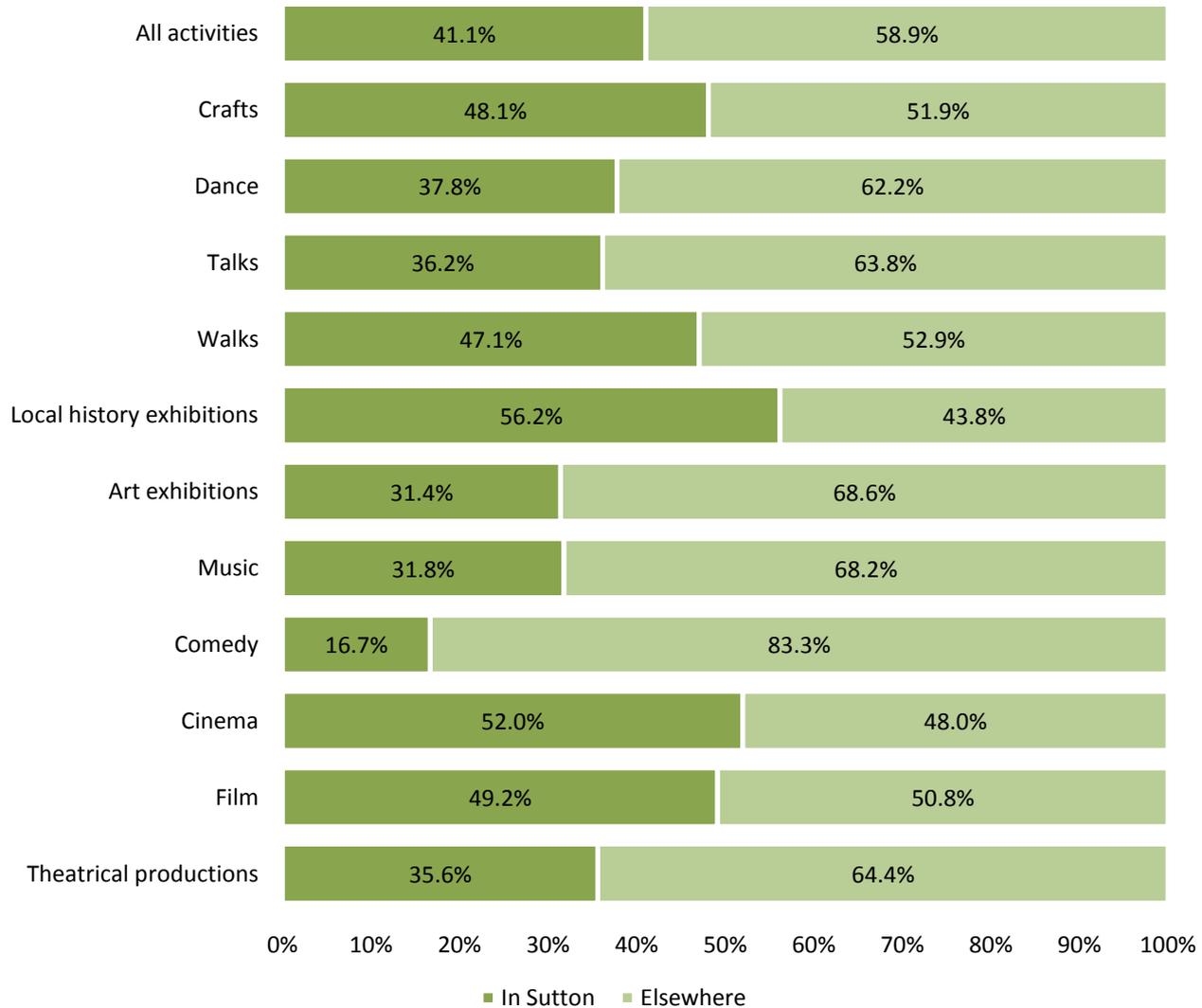
While 78.1% attended or took part in Music, just 31.8% of these were in Sutton.

While 69.2% attended or took part in Art exhibitions, just 31.4% of these were in Sutton.

While 47.6% attended or took part in Comedy, just 16.7% of these were in Sutton.

From those who took part in the activities, we asked whether they took part or attended the activities in Sutton, or elsewhere.

Graph 9: Taking part in Cultural Activities in Sutton or elsewhere



Source: Culture Survey Q8: What other types of cultural activities do you do in Sutton and elsewhere?

Considering all of the cultural activities listed we can see that **58.9%** of the activities that Sutton residents take part in are outside of Sutton.

Is there anything else you want to tell us about cultural facilities and/or activities in Sutton?

Finally, residents were asked if there was anything else they wanted to tell us about cultural facilities and/or activities in Sutton. The responses were varied and are set out in full in Appendix D.

A prominent theme reflected the desire to have access to information about the cultural facilities and/or activities in Sutton. Further to this there was a mix both of positive and negative comments made about culture in Sutton. There was recognition of the current financial climate and some residents offered suggestions with regards to the future of cultural facilities and activities in Sutton. Some of the comments are set out below for consideration.

Suggestions

It may be that Sutton in general needs a bit of a relaunch in terms of marketing, cultural activities is a good place to start.

Given the lack of cash for basic services within the community any cultural facility must be self funding as only a small percentage of the local population take advantage of them.

Not sure this survey is appropriate to this matter - but we need more bars/clubs that attract the older audience - there are far too many that cater for teenagers/in their 20's with can attract trouble.

Cinema in Sutton is so run down we now go further afield to see films. Would like a café culture in evenings instead of just pubs and would like easier, cheaper access to local theatre.

Positives

Keep up the good work; you do a wonderful job making sure the young and old in this borough are well catered for in all aspects of cultural life.

I believe we are lucky to have what we have on 'our doorstep' and having completed this survey, I feel guilty that I haven't taken advantage of all there is to offer. A situation I must rectify!

Impressed that they have managed to stay open with all the cuts (which I think is a good thing).

Negatives

Attend any of the High School concerts or shows to see there is huge potential. We have great art galleries in Carshalton and Beeches. A network of musicians connecting through Sutton Music Centre. Lots of skate boarders, wood carvers, vocalists, steel bands, poets. There are several good private dance schools, musical theatre and performing arts groups. Sutton is brimming with talented artists, comedians and musicians, but sadly the council administration is clunky, out of touch and disconnected with the public so nothing comes together.

The list of venues listed in this survey tells all. None of them are quality venues for performing arts, especially music. What we need is a decent arts venue with decent acoustics. Having to use cold uncomfortable churches with inconvenient transport links, whilst so close to London, is why people don't make more use of local facilities

I feel they are under-utilised and a bit 'stale'.

Appendices

Appendix A Demographic Information

The tables below display the demographic information about the residents who took part in the survey.

Gender	Number	Percent
Female	114	53.8%
Male	80	37.7%
Not Known	18	8.5%
Total	212	100.0%

Age	Number	Percent
16 - 24	4	1.9%
25 - 34	22	10.4%
35 - 44	49	23.1%
45 - 54	46	21.7%
55 - 59	24	11.3%
60 - 64	9	4.2%
65 - 74	30	14.2%
75+	11	5.2%
Not known	17	8.0%
Total	212	100.0%

Ethnicity	Number	Percent
Asian or Asian British	15	7.1%
Black or Black British	6	2.8%
Mixed	3	1.4%
Other Ethnic Group	1	0.5%
White or White British	168	79.2%
Not known	19	9.0%
Total	212	100.0%

Day-to-day activities limited because of a health problem or disability	Number	Percent
Yes	17	8.0%
No	155	73.1%
Not known	40	18.9%
Total	212	100.0%

Employment Status	Number	Percent
Working – Full-time (30+ hrs/wk)	86	40.6%
Working – Part-time (8-29 hrs/wk)	28	13.2%
Working – (under 8 hrs/wk)	0	0.0%
Self-employed	7	3.3%
Housewife/husband	16	7.5%
Retired	50	23.6%
Registered unemployed	1	0.5%
Unemployed but not registered	3	1.4%
Permanently sick/disabled	0	0.0%
On a training scheme	0	0.0%
Voluntary work	3	1.4%
Student	1	0.5%
Full-time carer	0	0.0%
Not known	17	8.0%
Total	212	100.0%

Tenure	Number	Percent
Buying on mortgage	94	44.3%
Owned outright (including leasehold)	73	34.4%
Rented from private landlord	13	6.1%
Rented from housing association	5	2.4%
Rented from Council/Sutton Housing Partnership	4	1.9%
Other	2	0.9%
Not known	21	9.9%
Total	212	100.0%

Appendix B Qualitative comments: Question 5 – What would encourage you attend these cultural venues in Sutton? (Please specify)

1	more comfortable seating
2	Doesn't interest me
3	Most of the events I've seen advertised do not appeal to me. It would have to be some extraordinary to entice me to visit Sutton after dark these days. I have visited Sutton during the day and I think the town has deteriorated badly. It is not a place I would choose to visit for a night at the theatre.
4	Shows for special needs children and their siblings- my daughter is autistic and cannot attend normal theatre performances.
5	Until I saw this survey I didn't know these places existed!
6	I wasn't aware that some of these existed! 'The Life Centre' Sutton, I don't know what it is.
7	Events with a transport theme of modern and vintage trains and buses perhaps including archive film shows.
8	I have been to most of these places in the past and have no reason to return.
9	more family frendly events(got 2 young grandchildren)
10	In my dealings with museums in Surrey and further beyond, I've usually discovered an energetic willingness to increase a museum's appeal. Regrettably, this isn't the case in Sutton. Whenever I've approached a curator or manager in Sutton, the initial enthusiasm has unfailingly been followed by the disappointing news that somewhere at the top of Sutton's Museums food chain, there is an unwillingness to engage. Judged against the results in Surrey, it's clear that in Sutton, many opportunities have been lost.
11	I have never heard of some of the places named in your survey as I am not originally from this area.
12	I just don't have the time at the moment, but would love to take my children more often and offer them the great experience.
13	I didn't know about most of them.
14	The local places I want to visit are rarely open, I never seem to know or be free at the right times!
15	I don't have a car so would rely on buses to get to these places. Whitehall in Cheam is easy but other places are really difficult e.g. no direct buses, stuck in traffic, long journey times etc
16	Childcare is a bit of an issue for us. We have a young daughter under the age of 2 year. Going somewhere for recreational purposes usually is out of question until she is a little older.
17	More events for young children
18	Just not got round to visiting them!
19	Have problems with walking so tend not to go to places where walking is involed
20	Professional Shows, art exhibitions etc.
21	Some are only open at certain times and when you're working it's difficult to get to. But mostly the lack of information - I'm not from Sutton and although lived here 4 years, I still find it difficult to find out about local points of interest or events.
22	More activities at Whitehall - it's a beautiful venue. They need to set up a proper mailing list.

23	Better events
24	The catering and bar facilities at the Secombe Theatre need to be greatly improved as well as the box office facilities (the latter relates to the Charles Cryer Studio as well). More needs to be done to improve the backstage facilities at both the last-mentioned venues, they are in a shocking state.
25	Having childcare available or events that are suitable for pre-school children
26	More flexible use of the theatre--for example exhibitions of local artwork.
27	More than 24 hours in the day! I haven't time to do everything I'd like to do.
28	Have been prevented by my wife not being well this year - hope that will be improved in 2014.
29	I live outside the borough and don't really hear anything about what is available. I used to work in the borough and attended events then.
30	To be honest I just didn't know about most of these places! Is there a culture page on the council website that would give details about all of these places (location, opening hours, what's on etc.)?
31	More publicity maybe through twitter / facebook pages.
32	Having some free time

Appendix C Qualitative comments Question 7- Do you think it is important to have these cultural venues in your local area?

1	Part of our heritage. Good to get children into cultural events early.
2	Not necessarily all of them, but keep the heritage ones
3	It's very important to have venues for local and amateur companies, and so that there is access to the arts for children, the elderly & disabled, can't get further afield. Smaller scale venues should also provide a platform for more experimental and community-based arts. Local museums and heritage properties are vital to promote awareness of local history, heritage & culture. Esp. important for children, and to inculcate a sense of common values.
4	It is very expensive to attend theatres in London.
5	I think the life center was a total waste of money
6	Bring people to our town. Helps children learn about their area
7	So children can access them at a local level
8	For children's information and knowledge.
9	cultural venues need to be supported
10	It is my view that these venues are important as local community centres to encourage people of all ages and backgrounds to come together to learn and appreciate the the spoken word, music and the arts, and to have access to free centres of learning and discovery. I do believe that too much emphasis is placed on highlighting cultural differences instead of encouraging what we all share in common. These facilities are important for everyone and should be maintained for the common good.
11	It helps children and families access cultural experiences locally without having to travel too far, and makes the area a more appealing place to live.
12	I'm not sure how "cultural" the venues are but I'm sure there are enough people in the catchment area who would attend if there was sufficient advertising and prices were reasonable, they were served by public transport, had enough parking spaces and most important, somewhere to have a nice coffee.
13	I think it is important for local families and other locals to have easy access to enjoyable events and activities, like shows, without having to go into London or to pay high prices
14	It is very important for local families to be able to access the arts and local history. It is also great for local schools. It is cheaper and more accessible than going into London. Local culture is very important and also, sometimes, for example, the WhiteHall in Cheam, helps bring a sense of identity to places and kee othe local history alive.
15	There are excellent theatres and music venues at nearby Croydon and Wimbledon. Sutton's facilities seem a bit pokey in comparison. Culture is not really an important function of local councils. There are many other more important issues for which we rely on the council such as rubbish collection and public toilets. I would like the culture budget transferred to reinstate all the closed public toilets which are sorely messed.
16	Each generation has lots to learn from all of the venues on offer in this area; and all of these venues cater for all ages and are very educational and a very reasonably priced day out for the family.
17	It is important to maintain reference to local history and to educate people about it
18	Encourages children to be interested in the area that they are growing up in.

19	Absolutely, need to enrich the younger generation
20	Great facilities for local schools, just not for me
21	Gives more originality to our place. As regards the theatre, we are proud to have a few theatres in our borough so that we don't always have to travel far.
22	They are very close and saves going into London. They are close to the children's school.
23	Rather have fewer of better quality
24	Enriches life in the area. More affordable and more easily accessible than taking family up to London.
25	I think it is important for young people to have these facilities available in their local area so that they are easily accessible.
26	a good day out for ALL
27	SO PEOPLE HAVE EASY ACESS
28	Of course cultural venues are important. Life without any sense of these cultural or historical foundations would be bland and empty. There is a rich and diverse range of cultural venues in Sutton - it's a great shame that they are underutilised by a pervading unwillingness to improve, change or diversify.
29	It is important that the local community has access to things of historical relevance. The theatres are important to encourage the young into exploring the arts and to provide community based access to various artistic formats otherwise not available locally.
30	It is great to expose children to the arts and culture
31	IT IS REALLY IMPORTANT FOR THE CHILDREN TO LEARN ABOUT BRITISH HISTORY AND HERITAGE AS ONE LEARN'S A LOT FROM IT.
32	It is a cheap day out that saves families having to travel into London. It also brings together the community.
33	it is good to have these venues to go and visit but more should be done to let you know what's going on .
34	Venues like this should be available to all. It shouldn't really involve a full on trip to London or other places to experience history or art.
35	Our heritage gives us our identity - even if we are incomers we need to be able to tell people about what is special/unique in our locality Re Q9 - v badly designed! the reason we do not hear is we get no free newspaper. If people don't post info on our Hackbridge community website or facebook pages, we do not know! unless we get leaflets....
36	It's always nice to have the option of using local venues
37	It's important to have a range of venues to suit the range of people that live in the Borough. Some are important parts of our heritage.
38	helps to get people out of the house and away from the rubbish on tv. limited free admission could be made available to get their interest.
39	Adds depth to an area. Nice to go somewhere that doesn't take all day to get to. But have young children and not all of Sutton's offerings are the sort of thing they would like
40	Regardless of whether or not I have used them in the last year, these venues form part of the cultural and historical life of our locality, and need to be maintained for the benefit of the residents
41	It's the soul of an area
42	local history is important.

43	They satisfy a valuable need even though I'm not all, that interested myself
44	It improves the area's profile. It also provides local residents with entertainment opportunities locally.
45	Otherwise will have to travel further.
46	I need my knowledge to encourage me to visit.
47	It's important that there are venues in the area that can showcase local culture and host events.
48	Very necessary for those who are interested in such events and perhaps don't travel much outside Sutton
49	It is just that I am a widower and going to the theatre alone is not the same as a couple.
50	Cultural venues encourage new visitors. New visitors lead to increased spending in local area. What about something for Worcester Park. Can serve Sutton and could still attract Kingston visitors.
51	Access and affordability to cultural events for everyone is the most important.
52	They encourage cultural participation especially in the young because they are convenient locally and considerably cheaper than central London or other professional theatres.
53	Our historical and cultural life is interesting and rich and we should have access to it. There are also a lot of people in the borough who could contribute their skills and knowledge.
54	It +would be nice to feel part of the community when attending
55	A fun way to encourage learning and passions in children. Important for local people to take pride in their environment. Nice to have local family days out.
56	To celebrate the local area and heritage
57	It's good to get out and see other activities and ideas
58	Something different to do with children and the family to get away from funfairs, cinemas etc
59	Although I may not use them exposure to cultural things is important in a balanced society.
60	I have not visited but it is good place for children to visit through their schools. My child has visited Secombe theater and appreciated the visit
61	Although I am not a frequent user (eg I don't much enjoy live theatre) I think that it is important that those who do want these cultural facilities should have access to them locally, especially young people. It gives them more sense of community and belonging as well as entertainment. It is important to preserve heritage properties for future generations to help their sense of history and location, although an individual resident is unlikely to visit each on many occasions.
62	Although I seldom use these venues now I have used most when younger and with my children. It is important to have the opportunities for learning and entertainment. Also for social interaction.
63	As a teacher I know schools use these frequently
64	Keep revenue in borough teach community teach children reach minorities that cannot afford (Time and money) to go out the borough
65	I have visited quite a few of the places years ago with my class when I was a junior School teacher in the borough. They are great places to take classes.

66	It is very important that take part at cultural events to me. I try to go to Museums in London everytime there is something that interests me but I wouldn't be able to tell what's happening in these venues as there is no information available.
67	Yes, because I think it gives an opportunity for local people to get together and meet each other. I think it also makes people feel part of the community, which is important.
68	I first discovered theatre in Sutton. I'm not sure I would have got into going to theatres in the West End if I hadn't
69	Somewhere local for the children to do their dance shows. They have also gone to events at the Ecology Centre, etc. Have also taken friends from outside the area.
70	Art and heritage is a very important part of life.
71	It helps promote local talent and history.
72	Its good to bring the local community closure
73	This is a wonderful area and the more cultural venues the better it gets to live here. People take more pride in looking after their surroundings when they are happy.
74	To get the younger generation involved in cultural activities at an early age when it is more difficult to travel distances
75	Because not everybody has access, or the funds, to participate in what London has to offer. Also, provincial theatres can showcase local talent.
76	Gives more options for days (or a few hours) out, for the children to learn about local history and maybe gain a wider knowledge
77	So that the community stays aware of history of the local area, and can gain some general knowledge, As well as remaining occupied and being entertained.
78	A good thing for the area
79	Culture contributes significantly to the attractiveness of an area.
80	Sutton either need to heavily invest in these sites to attract people in to the Borough. Personally, I feel that neighbouring Councils have better theatre facilities, and London is a quick trip away. I live in Sutton, and don't view it as a place to go for a 'night out', I'd rather go somewhere away from home. As far as the Heritage sites are concerned, these should be kept as part of our history. I can see no reason to keep more than one Theatre in such a small borough.
81	Because: 1) they're good for the community, 2) they bring money into the borough, 3) it's always good to learn and/or create, 4) it's fun! The Honeywood museum is brilliant for their cafe and in such a good location. And they do really fun things for kids and the community.
82	Because it brings the community together.
83	Although I haven't visited these places, I value them in our society as they build community.
84	I prefer to support the local community where possible rather than travel outside the borough to other events.
85	It makes Sutton a unique place to live.
86	These cultural venues provide information that help us residents become more aware, more involved and feel that we belong.
87	I am in an amateur theatre society so love the theatre and have a young child so like the Life Centre
88	They are an important part of the life of the area. A community needs its own cultural identity and popular venues are part of a healthy society.
89	It adds to the richness of the borough, however, what they provide should be more easily available.

90	Life enriching experiences. Cultural institutions are important to have in all towns, villages and cities.
91	It's a large part of Sutton. There are lots of activities for everyone. I run a performing arts school at the Sutton life centre and I think it's such a great centre with such a variety of activities however I don't think many people are aware Of what's going on. There should be more ways to advertise for free so that the local people can really get the most out of there town. We hold free performing arts sessions on a regular basis (at least one every 2-3 months) but spreading the word is the hard part!
92	Broadens the mind at every age
93	Yes provided they are utilised to their full potential by the local community, that events and usage is continually being monitored and evaluated and that there is a creative and vibrant input into their use. Maybe even taking a risk sometimes :)
94	Not everybody can afford West End prices so more should be done to improve the facilities (especially the quality of the seating at the Secombe and Charles Cryer sites....we need to attract more artistes and other theatrical events other than local am dram companies.
95	Because I enjoy supporting cultural events in my local area and it makes for a more interesting place in which to live.
96	It is important to be aware of the history of the area in which one lives. Culture is important to me.
97	I would like to hear more classical music concerts
98	Each area has a cultural identity which needs to have venues to express itself
99	to build a feeling of community
100	Improves the quality of the locality, and brings the community together.
101	Helps to give an area a distinct identity and offers people the chance to access cultural events without having to travel too far.
102	The mind and body both need nurturing especially as we get older
103	heritage museums give valuable insight to our area, something to feel proud of and a hub around which communities can come together
104	Art and history are vitally important and everyone should have the opportunity to visit museums, art galleries, theatres etc. My parents encouraged this, and my schools likewise. It is very life-enriching to have access to culture of this sort.
105	Even though London is a short journey away, prices for theatre, concerts etc. in London are prohibitive and generally only visited by "ordinary" people on special occasions. Having venues in the local area makes music and theatre much more accessible. It also provides somewhere for the numerous amateur groups to perform.
106	The learning process never stops and such activities as the Sutton Music Festival, just finished this week after celebrating it's Eightieth Year, are very much to be encouraged as so many young people have the opportunity to display their considerable talents even from a very early age. It is also noticeable that the Drama Section high-lighted many youngsters , often with evidence of foreign backgrounds - showing they have acquired an excellent knowledge of the English language and culture which is so desirable with many new migrants entering the country now.
107	An aid to education.

108	I think it builds community and identification with the area. I am now retired but when my children were young we attended lots of theatre and museums in the area. There aren't enough venues to take children that are free and educational. So many things they hear about cost money. Hampton Court, around me, used to be free to locals, but now I take my grandchildren and it is very expensive and my son can't afford to take them to these places.
109	It's important that people in Sutton have access to cultural venues. I believe it's good for the soul to experience culture. Not everyone is able to travel to central London venues to access this.
110	Acts as local community focal point and re-enforces local identity.
111	I generally find the cultural venues I attend enjoyable/ interesting and stimulating - and wonder why I don't go more often. It is good for the individual and for the community to share these events. The reasons I perhaps don't attend more often is time - but it would helpful if they were advertised more widely.
112	to save going to london
113	Culture and voluntary activities are important for human life and understanding of the World. They also lead to essential communication skills in people and how to get on with others and learn to be a grown up. I appreciate others have different interests than I, so all these venues may be relevant even if some are not to me.
114	I think being so close to London people are drawn to the capital rather than local events. Things like the frost and environment fairs are great. Successful Sutton has been great in organising events in the High Street and we need more bids for town centres. Also more grown up live music a comedy would go down well.

Appendix D Qualitative comments Question 9- Is there anything else you want to tell us about cultural facilities and/or activities in Sutton?

1	not a enough information
2	It's really important that a wide range of cultural opportunities are offered to children, especially in poorer areas, the elderly & vulnerable.
3	I think the Secombe Centre is a poor venue and feels very amateurish. Doesn't feel like a night out at the theatre. Charles Cryer is a much better use of an old building and creative use of space. The Life Centre is great but needs to be marketed better with more events to bring in the community. Honeywood is a fabulous local museum. More events / talks could be done at all museums on a regular basis - open up to groups.
4	no
5	Avertise them more, maybe in the high street
6	I think there is a good range of local cultural activities in Sutton
7	I guess I've been too lazy to find out what happens in Sutton coupled with the fact that I've never associated the word "culture" with Sutton.
8	More information would be useful. I work full time and don't get much time to discover what's going on.
9	I think there should be better communication of events and you should try and make cultural activities work in an integrated way with what else is going on in the borough and e.g schools Thanks
10	Even though I have lived in Cheam with my husband since April 2010 I think I have only been into Sutton twice. I shop in Kingston, mainly go the Theatre, museums and Art galleries in London and don't think of Sutton as 'the place to go' for anything. It may be that Sutton in general needs a bit of a relaunch in terms of marketing, cultural activities is a good place to start.
11	Would be helpful to have the council's definition of the range of activities that fall into the culture category.
12	Keep up the good work; you do a wonderfull job making sure the young and old in this borough are well catered for in all aspects of cultural life.
13	I think Sutton is proud of its history and cultural events
14	Given the lack of cash for basic services within the community any cultural facility must be self funding as only a small percentage of the local population take advantage of them. With London so close I do not see that Sutton is able to compete and can only deal in local niche areas.
15	ticket prices could be cheaper
16	It's about less things higher quality
17	I do not think the cultural activities are particularly well publicised, especially as the local Guardian newspaper is not delivered to my address.
18	We regularly visit & attend the fantastic activities at Honeywood - a real local gem!
19	Need to advertise in school more
20	Not sufficiently advertised. No parking facilities. These things make it difficult to do anything in Sutton.
21	Altho' I don't attend so many events in Sutton, I believe that they are an essential community requirement.
22	NO

23	<p>Aside from a general willingness to engage in a way that public museums, galleries and historic houses do, Sutton has shown a bizarre willingness to turn away assistance from the community in favour of paying for essentially the same external assistance: One Worcester Park resident has amassed thousands of images of Sutton and already scanned them into a digital format. Rather than utilise this ready made resource, Sutton Council's Outer London Fund apparently paid an external third party to repeat the process. Interestingly, the third party recognised the value of the existing digital collection and approached the resident to simply hand over their collection and unsuccessfully attempted to press the resident hand over their copyright. Sutton Heritage are well aware of both this needless expenditure and their contractor's attempt claim credit for doing work they did not do. Essentially, at best, the contractor scanned and uploaded some images, which (as Facebook shows) is child's play. Nevertheless, Sutton Heritage continue to maintain that this scandal of wasting money on something already available for free has been a success, which demonstrates carefree attitude to spending public money, alongside a carefree attitude towards engaging with issues of local heritage.</p>
24	<p>The large screen film shows that were arranged earlier this year did not seem to have been promoted and we found out about them only because we were in town. Activities arranged in St Nicholas centre are also not publicised very well. Has the council considered asking residents to provide an email address when you send out council tax bills for 2014/15? This would allow residents to opt to sign up for resident updates giving a cost effective way of publicising what is happening. An added bonus would be that bills can be emailed rather than posted and save postage costs.</p>
25	<p>I THINK SUTTON IS A WONDERFUL PLACE TO LIVE. A LITTLE MORE ON THE ADVERTISEMENT OF THESE PLACES WOULD BE WOUNDERFUL.</p>
26	<p>Free rehearsal venues</p>
27	<p>There should be bigger museums and dedicated art galleries both with provision for school groups.</p>
28	<p>In Hackbridge we are trying to draw up some local info - I have ref links to you website but they no longer link - where has all that fascinating info gone? doesn't Sutton have a special local history archive?</p>
29	<p>No</p>
30	<p>Sutton still seems quite a long way behind the rest of London in terms of online presence. More needs to be done to improve Sutton's online presence. For instance, it is not conveniently possible to obtain enough information about what's on in various theatres and galleries around Sutton. The information that is available online is usually through third parties and is often not enough to raise one's interest enough to prompt them to make further inquiries or a booking.</p>

31	Most of Sutton's venue's are tatty, ugly and poorly funded. Sutton cultural events seemed to be aimed at the elderly or minority groups. There is little on offer for teenagers or people aged 20 to 50. Most of the events organised by the council or SCOLA are lame, talentless and waste too much time trying to be inclusive and politically correct - so they aren't relevant for 99.9% of the population and most of the art or fun has been squeezed out of it. Yet the borough is hugely talented. Attend any of the High School concerts or shows to see there is huge potential. We have great art galleries in Carshalton and Beeches. A network of musicians connecting through Sutton Music Centre. Lots of skate boarders, wood carvers, vocalists, steel bands, poets. There are several good private dance schools, musical theatre and performing arts groups. Sutton is brimming with talented artists, comedians and musicians, but sadly the council administration is clunky, out of touch and disconnected with the public so nothing comes together. The best two public events are the Fireworks and the Environmental Fair (when they have live music) in Carshalton Park. Build some large pagodas/ shelters for using the park space for regular performances so they aren't rained off. Set up busking/ performing spots like they do in the parks/ towns in London and other European cities. Let Sutton be spontaneous.
32	I like the green in Sutton. We can go out to park with kids but....
33	The society mentioned previously was set up at the request of a number of Sutton residents. Otherwise, I would like to see the library return to something like its former excellence. It used to be one of the best libraries around, and is now a poor shadow of its former self. However the art exhibitions are very welcome.
34	I use Westcroft swimming pool regularly and find it an excellent facility. Also I think the Sutton Library services at the pool and Roundshaw are excellent. It is very convenient to be able to return books to either library.
35	Needs something local like a mini art house cinema.
36	Carshalton especially is beautiful and there is a wealth of history but very little seems to happen. Honeywood House is good, but once visited, there is nothing else going on.
37	Cinema in Sutton is so run down we now go further afield to see films. Would like a café culture in evenings instead of just pubs and would like easier, cheaper access to local theatre.
38	Not sure this survey is appropriate to this matter - but we need more bars/clubs that attract the older audience - there are far too many that cater for teenagers/in their 20's with can attract trouble. Also Sutton's shopping centre, I feel is not good, - with an overload of coffee shops and loan/pawnbrokers etc. There are a number of national stores that aren't in Sutton, which sends shoppers to Croydon, Wimbledon and Kingston, losing revenue for Sutton. ie Lush, River Island, La Senza, Zara, John Lewis, H&M, Cargo Shop, Gap, House of Fraser, Sainsbury's, Waitrose, Habitat, Hotel Chocolat, Lakeland, Past Times, The Apple Store and Marks & Spencer needs another floor! It is truly lacking, with empty premises (TJ Hughes) etc and promotes the area as downmarket! You need someone allocated to canvassing these stores and bring them to Sutton!
39	We need more!,
40	Sometime a lot of money is spend on these thing but they are not well attend or the value and benefits are not seen from then.
41	I would probably attend something if I knew more about it in advance. I have teenage children and would like them to be involved in their local community, but relying on the local newspaper is insufficient. A local leaflet drop might help to keep the community better informed about forthcoming events.

42	i do not have a lot of free time but i would like more folk type of entertainment
43	Impressed that they have managed to stay open with all the cuts (which I think is a good thing).
44	I believe we are lucky to have what we have on 'our doorstep' and having completed this survey, I feel guilty that I haven't taken advantage of all there is to offer. A situation I must rectify!
45	I think sutton is a beautiful town & has a lot to offer, not only do I live here but I have now chosen to transfer here for work. With three young children, one bring special needs I feel the community provides a lot of assistance, but some areas is the cinema etc needs to be improved to keep people here & not travel further afield to find better surroundings.
46	It needs to be more diverse. It is currently aimed at the older market (seniors)
47	A greater sense of promoting activities on offer at the current centres (CCST etc) at the local libraries, including the Central Library.
48	As Sutton is comprised of diverse nationalities, it would be interested to have international cultural exhibitions such as food, craft, etc.
49	I like how the Charles Cryer theatre does the occasional play (I'm not fond of musicals which is why I've only attended one play there). But I still appreciate that they're there - it would be nice to see (if not doing it already?) a Saturday morning Drama club for children, as I did that when I was younger and really enjoyed it.
50	I find Sutton a lively and multi curtrial place to live and finds it offers a range of activity's for the community to take part in
51	N/A
52	Unfortunately there is a lack of high quality productions and performances in the borough.
53	Westcroft is great but it would be lovely to have a swimming pool in Central sutton.
54	I feel they are under-utilised and a bit 'stale'.
55	I am a member of Sutton Writers and host a Workshop for writers of short stories. We are currently short of members and welcome any newcomers
56	More support and publicity is needed
57	Events in the libraries are interesting, I attend the coffee concerts in Wallington library.
58	It would be great if local groups could liaise at the early stages of planning their programmes in order to minimise date clashes between groups likely to draw from the same audience.
59	My french classes moved about over a few years then finally stopped being offered. So I now go to an adult learning class run by Croydon
60	I would like to see more activities in Wallington - usually have to travel into Carshalton or Sutton.
61	The europa gallery is leaves a lot to be desired! There is no high profile proper gallery space, although local independents add something. Honeywood is the exception, they do the best job of all. Secombe Theater space could be made available to other arts groups.
62	I am a Friend of Whitehall and visit the house often. It is a marvellous place and I like Honeywood, Carew Manor and Little Holland House too. I support the Sutton Symphony Orchestra and sing in Carshalton Choral Society and my church choir. The exhibitions at Whitehall are always worth seeing.
63	The list of venues listed in this survey tells all. None of them are quality venues for performing arts, especially music. What we need is a decent arts venue with decent acoustics. Having to use cold uncomfortable churches with inconvenient transport links, whilst so close to London, is why people don't make more use of local facilities

64	Continue to give financial support (and free premises where possible) to organisations such as the Sutton Musical Festival, which was well supported by both the Mayor and the two local MP's and other dignatories and similar cultural and educational events and occasions.
65	I belong to Carshalton Choral Society which is wonderful.
66	Nothing else.
67	One of my jobs at the moment is providing short breaks for disabled children and there is hardly anything that is suitable for disabled children in Sutton. I haven't come across any disability friendly soft play, the cinema doesn't have autism friend screenings (in fact, they don't even except the lcount card now!). I am considering setting up a coffee morning for parents of disabled children in Sutton as I have noticed this is an area of need.
68	These activities should definitely be driven by public demand and things people would be pleased to pay for with any publicly subsidised activity being very carefully assessed and targeted for value, engagement and enjoyment.
69	No
70	I think that on the whole Sutton is doing a very good job - compared to other boroughs.
71	facilities for art exhibitions in Wallington
72	More activities in the parks
73	The council offers little to no funding for arts groups or activies but is content to spend big on the life centre and Chelsea football club. Please use local money on local groups and activities.