

TASO SURVEY MARCH 2018

The analysis below is based on 209 responses, a response rate of 42% (discounting the 15 new members). Not everyone answered every question. The figures below are based on those answering. Percentages are rounded to the nearest whole figure and therefore may not add exactly to 100%. The proportion not answering can of course be indicative of lack of interest in the question itself.

Length of membership of The Arts Society/NADFAS in total

| | |
|-------------------|-----|
| Less than 3 years | 32% |
| 3 to 6 years | 31% |
| Over 6 years | 36% |

Thinking of the monthly lectures, which of the following topics would attract you to attend?

92% gave their opinion on a score of 1 -5, where 1 was definitely not wish to attend and 5 definitely wish to attend. The table below ranks topics by their average score. It also shows the proportion whose response was 5 and the proportion responding with 5 or 4.

Named European artists were the most popular option and lectures on history of literature and textiles and embroidery the least. Almost twice as many would definitely wish to attend a lecture about a named European artist as would wish to attend one on textiles or embroidery. On the whole, the more traditional subjects were the most popular.

| | % Definitely wish to attend (score 5) | % Sum of Scores 4 or 5 | Average (1 -5) |
|---|---|---------------------------------|-------------------|
| Named European artist | 67 | 90 | 4.54 |
| A major museum/art gallery | 56 | 85 | 4.34 |
| Architecture - English country houses/churches etc | 55 | 80 | 4.28 |
| Architecture - named architect | 46 | 82 | 4.23 |
| Sculpture - European artists | 47 | 78 | 4.19 |
| Named artist from other cultures | 46 | 78 | 4.19 |
| Architecture - Renaissance/Baroque etc | 46 | 77 | 4.17 |
| Architecture - classical and ancient (eg Greek, Roman Egyptian, Assyrian) | 44 | 77 | 4.17 |
| Art of non-European cultures | 44 | 72 | 4.15 |
| Architecture - Modern/Post Modern | 47 | 69 | 4.14 |
| Other decorative art (eg furniture, ceramics, glass, metals) | 43 | 67 | 4.07 |
| Music - named composer | 43 | 69 | 4.02 |
| Music - particular genre (eg symphony, opera) | 40 | 70 | 3.93 |
| Painting/drawing techniques (eg use of colour/engraving) | 38 | 65 | 3.92 |
| Literature - particular novelist | 35 | 70 | 3.90 |
| Photography | 34 | 65 | 3.88 |
| Sculpture - artists from other cultures | 35 | 64 | 3.88 |
| Literature - history of literature | 34 | 61 | 3.77 |
| Textiles/embroidery | 35 | 61 | 3.77 |

Those who had been members of NADFAS/TAS for more than six years were generally more likely to say they would definitely wish to attend a lecture on the listed topics than those who had been members for less time. For example, 47% of this group would definitely like to attend a lecture on sculpture about artists from non-European cultures compared to 30% of newer members and 50% compared to 39% would wish to attend a lecture about a named composer.

Now thinking of Study Days, which usually contain three lectures on a particular subject, which of the following topics would attract you to attend a Study Day?

86% expressed an opinion. The most popular choices for a study day were 20th and 19th century European art. Interesting given that a recent study day on "How 20th Century art shaped the art of today" was the most difficult to fill. It did of course cover contemporary art, which is of less interest to members. The relationship of art, music and ideas in a particular era is a popular choice for a study day and worth considering for the near future. There was little difference in preferences for study days by length of membership.

| | % Definitely wish to attend (score 5) | % Sum of Scores 4 or 5 | Average (1 -5) |
|---|---|---------------------------------|-------------------|
| European Art - 20th Century | 48 | 74 | 4.07 |
| European Art - 19th century | 40 | 69 | 3.92 |
| Relationship of art, music and ideas in a particular era | 40 | 67 | 3.88 |
| Architecture | 34 | 66 | 3.84 |
| European Art - 18th century | 36 | 61 | 3.79 |
| European Art - 17th century | 35 | 63 | 3.78 |
| A major museum/art gallery | 35 | 63 | 3.77 |
| European Art - pre Renaissance | 35 | 60 | 3.70 |
| European Art - Contemporary | 35 | 59 | 3.70 |
| European Art - Renaissance to Mannerism - circa 1350-1600 | 31 | 61 | 3.68 |
| Art of other cultures (eg Chinese, Japanese) | 28 | 55 | 3.57 |
| Sculpture - European | 27 | 54 | 3.57 |
| Artists techniques at different periods | 27 | 54 | 3.51 |
| Sculpture - Other cultures | 20 | 39 | 3.22 |
| Photography | 21 | 41 | 3.22 |

Respondents were asked to state if they had other topics or specific request they would like considered for a study day. The responses to this question are listed below and attempt made to group similar items together.

Lectures on Decorative and Fine Arts is OK with me

Eastern European - Romanian, Grigorescu, Hungarian Art Nouveau, Polish painters C19

*William Morris and the Arts and Crafts Movement
Particularly 20th century art, up until 1950, European
Installation Art*

I am particularly interested in modern art, architecture, sculpture, contemporary crafts

Textiles, embroidery and fashion, - their history and variety across different cultures

*COLOUR: scientific analysis of colours in painting, spectrophotometry etc., composition of pigments used by artists
(as in the 2017 colour exhib. at Fitzwilliam), use of colour charts (as in Painting by Numbers display in Weston
Library and also a recent late night event)*

Techniques of botanical drawing/colouring

*Late 19th Century and early 20th Century music - classical, especially the Russian composers
Music.*

More music topics eg opera, jazz, musical movements

More music please. Costume. Church Architecture through the ages. Victorian church architects, Comper, Butterfield.

Relationship between music and painting-sculpture

Ballet Russe all aspects

Ballet Russe

*20th century American Art (North & South America) and Caribbean
History of American art and not just last 50 years*

European (major) galleries and US galleries

Introduction to galleries of specific cities, eg New York, Los Angeles, Chicago, Berlin, Vienna, Amsterdam

Artists: Michelangelo, Leonardo da Vinci, Guardi, El Greco; Art Collections; Art for Healing; Art of Propaganda; the Bauhaus Movement eg Le Corbusier; Artistic Movements eg Impressionism, Revolutionary Art, Romany (Gypsy) art; House design,; the buildings of Oxford; Garden Design, eg Capability Brown; cave paintings eg Lascaux; still life painting; Rodin, Moore; art collections eg Christ Church Cathedral art collection; cartoons; how painting developed over the years; frescos; art in National Trust properties

A named artist/architect, especially architect

Rouault

Muslim art and architecture

Byzantine art and architecture

Islamic art, Early Flemish, Quattrocento

Ottoman architecture with particular reference to Sinan

Eastern art influences over west over time

Israeli and Jewish Art

Silk Road

The Silk Road

Garden landscape; crafts from other nations eg Haida totem pole carvings from British Columbia; production and design of silks from the Orient

Indigenous/tribal art

History of cave painting

Stained glass

Glass ancient to modern

Pewter through the ages

Use of precious metals through the ages

Connections between different art forms in a particular period

Relationship between all the arts in a distinct period of history and how they interact and influences culture politics etc of that time

South American history

Antique collecting passions and pitfalls, eg china, books

Garden design through the ages

Craft becoming Art

History of collage and mixed media

Interested in film/drama but feel literature is well covered already in Oxford - same comment applies to monthly lectures

We organise day visits to places of interest and longer trips to places in Britain and abroad. Which of the following visits would you be interested to join?

86% expressed an opinion. The least interest was shown to the longer trips, either in this country or abroad. But nevertheless at least 60% of membership were possibly interested if one of these were offered. It is worth noting that coach trips are marginally more popular than ones where members make their own travel arrangements. It does seem however that the current visit programmes are about right. Those who had been members for less than

six years were considerably less interested in foreign trips than those with a longer membership (40% were not interested compared to 26%) . Otherwise there no significant differences in opinion.

| | % Very Interested | % Possibly Interested | % Not Interested | Average (1 - 3) |
|---|-------------------|-----------------------|------------------|-----------------|
| Visit within Oxford | 48 | 46 | 6 | 2.42 |
| Day visit further afield, by coach | 34 | 54 | 12 | 2.22 |
| Day visit further afield, arranging own travel and meeting up at site | 25 | 62 | 13 | 2.13 |
| 4/6 day-tour to other countries/foreign cities | 21 | 44 | 35 | 1.87 |
| 3/5 day-tour to places of interest in UK | 18 | 42 | 41 | 1.77 |

From time to time we organise social events/get together. Which of the type of events listed below would you be interested in attending?

23 % gave no opinion, which suggests that social events are of no particular interest to around 1 in 5 of members.

4 in 5 of those giving a view were interested in social events which included both morning and afternoon members. A summer social event (which of course achieves the same aim) was also popular. Relatively little interest was expressed in a Winter Quiz or in separate social events for morning and afternoon groups. Newer members were slightly keener on events that mixed the two groups and a slightly higher proportion of longer term members were interested in a summer event, but the differences were not great.

| | % expressing interest |
|---|-----------------------|
| Social event where morning and afternoon members can mix | 81 |
| Social event where morning and afternoon members are separate | 26 |
| Summer social event | 77 |
| Winter Quiz | 33 |

Members were asked if they had any suggestions for other social events we might consider. These are listed below, with an attempt to group similar suggestions together. It starts with a few criticisms, that need to be noted. There are some suggestions well worth considering.

Events have to be well planned. I am afraid Christmas "do" at Maison Francaise did not qualify

I would rather that there were two separate groups, each with own committee. Seems self-evident that the friendliness of the smaller group has just gone with the one huge group

Less keen on morning plus afternoon members event, because it might well be a a very large group.

A social event outside City of Oxford

Maybe discussion groups re art, around tables with possibility of moving around to vary participants at least twice in one evening, morning or afternoon

Discussions on art led by a specialist, group discussions and information exchange on galleries, collections, places of interest. Discussions/questions on major art exhibitions in Oxford and London.

Get together where members can talk about their own speciality/interests. Informal discussion to share views on arts subjects.

Wine tasting.

Garden party, summer BBQ, wine tastings.

Garden party

Picnic in parks

It would be nice if Cttee Members would invite groups of members to share lunch with them prior/post lecture each time in an Oxford location. Invitations could go to 20 different members for each of the 10 lectures. Help people meet each other and for the Cttee to keep in touch with a wider group of members.

A few years ago we had a very enjoyable dinner in one of the colleges.

A dinner in a college with a speaker

Dinner with guest speakers

A musical event, such as a piano recital followed by afternoon tea

Meet for coffee with visit/talk - as university church visit

Theatre trip relevant to a lecture - eg opera/theatre costume design (Stratford)

Theatre trips - eg by coach to Stratford (or does another society exist that does?). Could include introductory talk

Bringing pieces of art/jewellery for evaluation? Proceeds to charity

Possibly a drinks reception with le true as a Christmas event

We also run Get-to-Knows; a cross between a social event and a visit. Have you attended any?

90% responded to this question. 44% had attended a Get-to-Know. This group was asked how helpful did they find the Get-to-Know in getting to know other members, scoring 1 if not helpful through to 5 if very helpful.

Although only 2% thought it had been unhelpful, only 27% said they had found it very helpful. The average score was 3.53

How likely is it that you would recommend membership of The Arts Society Oxford to a friend or colleague?

This question has become a standard management tool used to gauge the loyalty of a firm's customer relationships and is called Net Promoter Score.

89% of respondents answered this question. The Net Promoter Score regardless of length of membership of NADFAS/TAS was 56. It was highest among those who had been members for over 6 years. The table below shows the proportions falling into the three categories as well the Net Promoter Scores.

| | All answering | Member for over 6 years | Member for 3-6 years | Member for less than 3 years |
|-------------------------------------|---------------|-------------------------|----------------------|------------------------------|
| Detractors - recorded scores of 0-6 | 9% | 9% | 9% | 7% |
| Passives - recorded scores of 7-8 | 26% | 20% | 29% | 28% |
| Promotors - recorded scores of 9-10 | 65% | 71% | 62% | 65% |
| Net Promoter Score | 56 | 62 | 53 | 58 |

Those categorised as Passives or Detractors were asked what would need to be different for them to give a higher score? Their responses are given below, grouped as far as possible by similar comments.

8 is a pretty high score!

Current programme is varied and I am happy with it thank you

I am very happy with the Society in its present form

Nothing. This is an Arts Society and should concentrate on delivering the best lectures it can

Er...dunno

Not sure

Nothing

Nothing, most of the lectures interest me but some of my friends/family are more picky and wouldn't think the cost of membership worthwhile

Not sure at the moment, have only been a member for a few months

Only just joined, and so far have only attended as a guest -so need to assess Society as a member

The person's interests

Depends on the friend

*When I joined DFAS it was a friendly group of about 250. I think that now The Arts Society is so bureaucratic I just go to the lectures and not really interested in it for any other reason. Shame really as it was a fun organisation
More welcoming attitude to new or lone members - rather too cliquey*

To get to know some members I didn't already know when I joined

There should be more opportunity for members to take part in activity other than lectures. As the number has doubled, each visits, travel, study day should also be doubled. This might even involve a separate committee for each session. Committee members should also stick to their 3 years term to give more members the opportunity to get involved

As I have given up driving ..if there are 'own transport' outings it would be nice if there was an offer of a lift/would like a lift question when filling in the form. Maybe name labels would help reconnect people who have previously met briefly..(I can't be the only one who forgets names!) and for Get to know, study days etc..if the participants were issued with a list of those who would be present, that might help 'connect' too

I am sure that there is A Lot Of History on this issue, but it seems very odd to me that there is no apparent link with the Oxford museums, libraries and galleries in the lecture programme. Xa Sturgis speaks well about running the Ashmolean, for example: why not invite him? Why don't we have have lectures, occasionally, linked to the biggest Ashmolean or Bodleian or Christ Church Picture Gallery exhibitions which are, after all, planned ages in advance? There is a wealth of material out there, and it could be exploited, from time to time, with advantage to all concerned.

More modern art and recognised speakers (probably from Newspaper jobs)

More modern talks

I think the lectures are so variable that they lack a cohesive theme

More inclusivity of topics from other cultures

Less prominence towards art

Some of the subject matter chosen has been less than inspiring. Street art

I wouldn't want to recommend becoming a member of TASO because the society membership seems full and doesn't need to grow and it is a negative experience being put on a waiting list. That's my reservation

The waiting list would need to be shorter. Why recommend something they effectively could not join?

Unavoidable restriction of meeting on a Wednesday

Lighter touch admin

Possibly more visits to museums and other buildings

That it was not a charity

A more youthful membership

To have a wider age range

As a member who lives outside Oxford, I could only recommend membership to those who would be prepared to travel in

Most of my friends live outside Oxford and find it difficult to attend and parking is such a problem. I can't recommend the society to them

More accessible lecture site, with parking

More light in the monthly lectures - I get irritated that note taking is impossible!

As a registered Charity we are developing our Arts related charitable giving. If you are aware of any local project that would benefit from our support in the future, please provide details and your name and email address.

Eight members put forward suggestions and have been forwarded to the Community Arts Project Group.

We are always wanting new volunteers to help run the Society. Would you be interested in learning more about what is involved in volunteering to help with any of the following?

42 members marked at least one area of volunteering that interested them but when it came to giving their email addresses several then stated that they were already doing it or were too busy! However there are several interesting leads to follow up.

| Expressed interest in volunteering for: | Number expressing interest |
|---|----------------------------|
| Lecture programmes | 8 |
| Visits | 5 |
| Study Days | 9 |
| Community Arts Project team | 6 |
| Reception/coffee on lecture days | 32 |
| Church Recording Group | 9 |

Details of who volunteered are listed separately for confidentiality reasons.