

SCRUTINY - COMMUNITIES & LOCAL SERVICES - HIPPODROME PERFORMANCE INDICATORS – DIGITAL ENGAGEMENT, EDUCATION & OUTREACH

Appendix 2

Title	Reported	What is best	2020/21 - Q1	2020/21 - Q2	2020/21 - Q3	2020/21 - Q4	2021/22 - Q1	2021/22 - Q2	2021/22 compared to 2020/21
Total number attended in person - Adult dance	Quarterly	Bigger	0	101	180	180	193	217	↑
Total number attended online - Adult dance	Quarterly	Bigger	273	273	360	505	33	0	↓
Total number attended in person - Youth dance	Quarterly	Bigger	0	184	328	328	444	429	↑
Total number attended online - Youth dance	Quarterly	Bigger	51	51	51	396	0	0	↓
Total number attended in person - Volunteer archiving group	Quarterly	Bigger	0	0	36	36	46	121	↑
Total number attended in person - Heritage engagement	Quarterly	Bigger	0	0	0	0	114	192	↑
Total number attended in person - Hippodrome Tours	Quarterly	Bigger	0	37	111	111	58	119	↑
Total number online engagement - Hippodrome Tours (Ghost & Backstage)	Quarterly	Bigger				4,973	360	509	NA
Total number attended in person - Youth Theatre	Quarterly	Bigger	0	158	338	518	255	596	↑
Total number attended online - Youth Theatre	Quarterly	Bigger	0	0	40	201	0	0	↓
Total number of - Weekly quizzes	Quarterly	Bigger				74	9	13	NA
Total number attended in person - Weekly quiz at the theatre	Quarterly	Bigger				43	0	26	NA
Total number on-line engagement / views - Weekly quiz	Quarterly	Bigger				135,479	8,755	13,683	NA
Total number attended in person - Cinema	Quarterly	Bigger	0	238	618	856	102	389	↑
Total engagement numbers online - FANE events	Quarterly	Bigger	0	0	17	34	19	29	↑
Total number attended in person - Art masterclasses	Quarterly	Bigger	0	31	63	63	0	0	↓
								Better than =	↑
								Not as good as =	↓
								The same as =	↔