

"New,
exciting &
clever."

Visitor

GRUE 22 REPORT

WRITTEN BY **ARCADE**



WINTERCROFT

ENGAGING, EXCITING ADVENTURE

➔ Grue 2022 is the second iteration of a fantastical, immersive installation, based in the Old Parcels Office in Scarborough.

Grue was created by Artist, Steve Wintercroft, alongside members of Scarborough's community and made entirely out of recycled and repurposed cardboard.

Produced by ARCADE, this walk-through experience saw families embark on a quest to discover why strange things were happening inside the world of Grue. Visitors met characters and travelled through many different places - from the forest, to an office, a mushroom glade and more.

The installation was open for 66 hours, with the bookable slots every ten minutes.

Grue in 2022 outsold the previous year by 33%.



➔ HEADLINES

- **1415 tickets sold**
- **454 community members involved in the build, including school children, college students, Brownies, Guides, local artists, looked after children, care home residents, Youth Justice participants, retired people, and many others**
- **Regional (York Press and BBC) and local press and radio coverage, amounting to more than 2 million people hearing about culture in Scarborough**
- **34 hours of free papercraft tuition given during workshops for community members**
- **Over 1600 hours of time given by members of the community to help build**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

**G . F
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"THANK YOU! LOVED THE IMMERSIVE EXPERIENCE + IMPORTANT MESSAGE. AMAZING THAT IT IS OFFERED AT LOW COST/FREE, MAKING IT ACCESSIBLE FOR EVERYONE. I JUST LOVE EVERYTHING ABOUT IT!"

VISITOR

ARCADE



AUDIENCE

Grue did exceptionally well with local and regional press, radio, and social media, drawing attention to Scarborough's cultural offer on a national level:

- Yahoo UK News (circ 9 million)
- Scarborough News, 12 Oct (*circulation* - 10,957)
- Scarborough News, 2 Dec (*circulation* - 10,957)
- York Press, 4 Dec (*circulation* - 7,627)
- Yorkshire Post, 22 Oct (*circulation* 18,534)
- Yorkshire Post, Photo page, December (circ 18,534)
- Great British Life

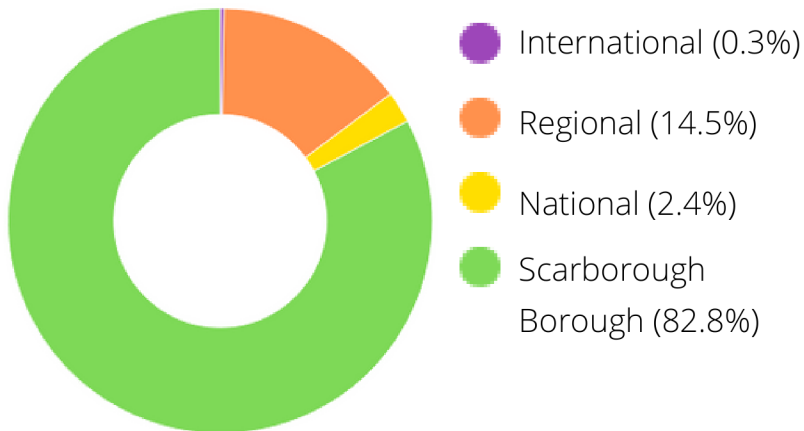
- BBC Radio York, Grue Workshop, 28 Nov (9714+)
- BBC Radio York, 7 Dec (9714+)
- This is the Coast (14,300)
- Radio Scarborough (2,500)

15,183 people reached via ARCADE Facebook over 1826 impressions on Grue website, Wintercroft Newsletter opened by 5,200 and Social media posts reached on average, 1900 people per post.

➔ NATIONAL REACH

The audience for Grue was made up primarily of Scarborough residents, with approximately 83% of ticket bookers being based in Scarborough itself, or the surrounding Borough (Whitby/Filey/Eastfield).

17% of our visitors came from outside of the Borough, representing considerable investment from their perspective, both in time and money. We know from speaking to a number of these visitors that the social media coverage is what inspired them to come.



"REALLY INTERACTIVE! A GREAT WAY TO EDUCATE ABOUT THE ENVIRONMENT!"

VISITOR

ARCADE

➔ TICKETS

Entry to Grue was 'Pay What You Can', meaning it was accessible to everyone. We suggested £3.50 donation per ticket.

18% of bookers live in areas where postcodes are ranked in the lowest 10% according to the Indices of Multiple Deprivation.

Approximately 15% of bookers opted to take the free ticket, with the majority paying £3.50 per person. This resulted in £3,048 from ticket sales.

In 2022, Grue was open for 66 hours, for groups of 6 every ten minutes. This came out to 385 total slots available to book.



➔ LOCAL BUY IN

Support from the Pupil Referral Unit meant that their students took part in free papercraft workshops, to help build pieces for Grue.

Approximately 83% of bookers had postcodes from the Scarborough Borough, suggesting Grue very much appeals to local people, in a town which often complains 'everything is for the tourists'.

➔ FUNDING

Grue was funded by Yorkshire Coast BID and Arts Council England.

We estimate the actual cost of the project should have been in the region of £50k but the support of the founding partners and many skilled volunteers, the project was able to be delivered for less.

ECONOMIC IMPACT

According to the EventImpacts website, the estimated economic impact of Grue was **£35,520**, based on the number of tickets sold.

This calculation includes estimates for secondary spend, for example, people going into town to buy lunch or staying in hotels.

We believe Grue has hit a 'sweet spot' between commercial, Christmas event and high quality art installation. It appeals to families who might not usually look for culture, as well as those who visit cultural venues regularly.

**"YOU'RE GIVING THOSE WHO CAN'T AFFORD TO ATTEND FESTIVE EVENTS A CHANCE TO DO SOMETHING FUN. IT'LL BE SO NICE TO BE ABLE TO TAKE THE KIDS TO SEE SOMETHING TRULY WORTH SEEING WITHOUT WORRYING HOW TO PAY."
VISITOR**



EVALUATION

Grue received over 386 feedback forms from visitors detailing what they thought of the experience. The following details their responses:

Did you enjoy the Grue experience?

82.5% responded 5 (very much), the highest rating available.

15.4% responded with a 4

2.1% responded 3 or lower

Did the installation make you feel any differently about the environment?

64% responded Yes

26.7% responded Unsure

9.3% responded No

Did you feel inspired to make a change in your life to help the environment?

82.9% responded Yes

13.3% responded Unsure

3.8% responded No

Would you recommend Grue to a friend?

100% responded 'Yes'.



Yes (100%)

No (0%)

Did you feel Grue was well organised?

86.5% of visitors responded with a 5 (very much), the highest rating available.

10.7% responded with a 4.

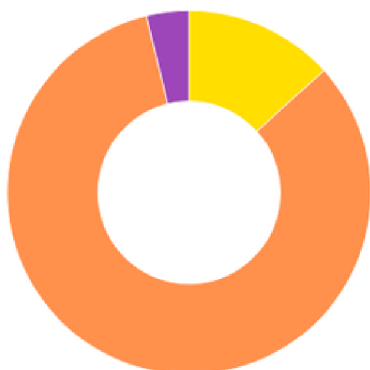
2.7% rated a 3 or lower.

Do you feel more able to start a conversation with family/friends about the environment?

68.6% responded Yes.

25.8% responded Unsure.

5.7% responded No.



No (3.8%)

Yes (82.9%)

Unsure (13.3%)

3D DIGITAL TOUR CAN BE EXPERIENCED HERE



FEEDBACK

Grue received hundreds of comments, which were overwhelmingly positive. These were received via the feedback walls and forms in the cafe space at the end of the installation. There are a selection below:

- Really enjoyed - Thank you. Our baby enjoyed the moth light :)
- It was cool and magical.
- Great to see waste used in creative and playful ways by the local community!
- You did great thank you!
- Well done ARCADE! Amazing! x
- BRILLIANT TEAM :)
- Fantastic, inspirational, lots of hard work gone into it - but very worthwhile.
- It made me happy
- It was really good and I would do it again I hope Grue returns in 2023!
- Joyful
- Excellent and so creative
- FANTASTIC
- Was Gru8!
- I loved big Tollenn ♥
- Amazing
- Great reception and support. What an uplifting experience - looking forward to next year!
- I liked the flowers.
- It was really good and all the people worked really hard to make it!
- Cardboard is fun! Paper is so useful to reuse!
- Scarborough is lucky to have this.
- WOWED! I wish it was longer
- We loved it! So creative!
- ACE
- My daughter (5) loved Grue!
- IT WAS AMAZING ARTWORK
- Inspiring
- Warm + Christmassy
- Found out some new and interesting facts and new things about Scarborough too such as the repair shop!
- It was Awesome
- LOVED IT - I ♥ GRUE
- Fab work!
- A creative, humorous take on an important topic.
- Absolutely fabulous - Tollenn was so impressive!
- Really good, slayed liked last year!
- Thank you! A wonderful experience. So thought provoking & inspiring.
- Brilliant to see it come to life again - thank you.
- The mushroom bit was epic.
- AWESOME! :) Thanks!

"Great to see an alternative to a 'Christmas Grotto' which is not based on consumerism.

Grue is not only ethically made but celebrates the idea of being entertained by simply looking and exploring. Listening, rather than 'purchasing'. I imagine this takes pressure off families too."

Visitor

Grue by Wintercroft, produced by ARCADE, commissioned by the Old Parcels Office Arts Centre Scarborough, funded by Yorkshire Coast BID and Arts Council England. Supported by GF Smith.

"MAGICAL"

VISITOR

ARCADE