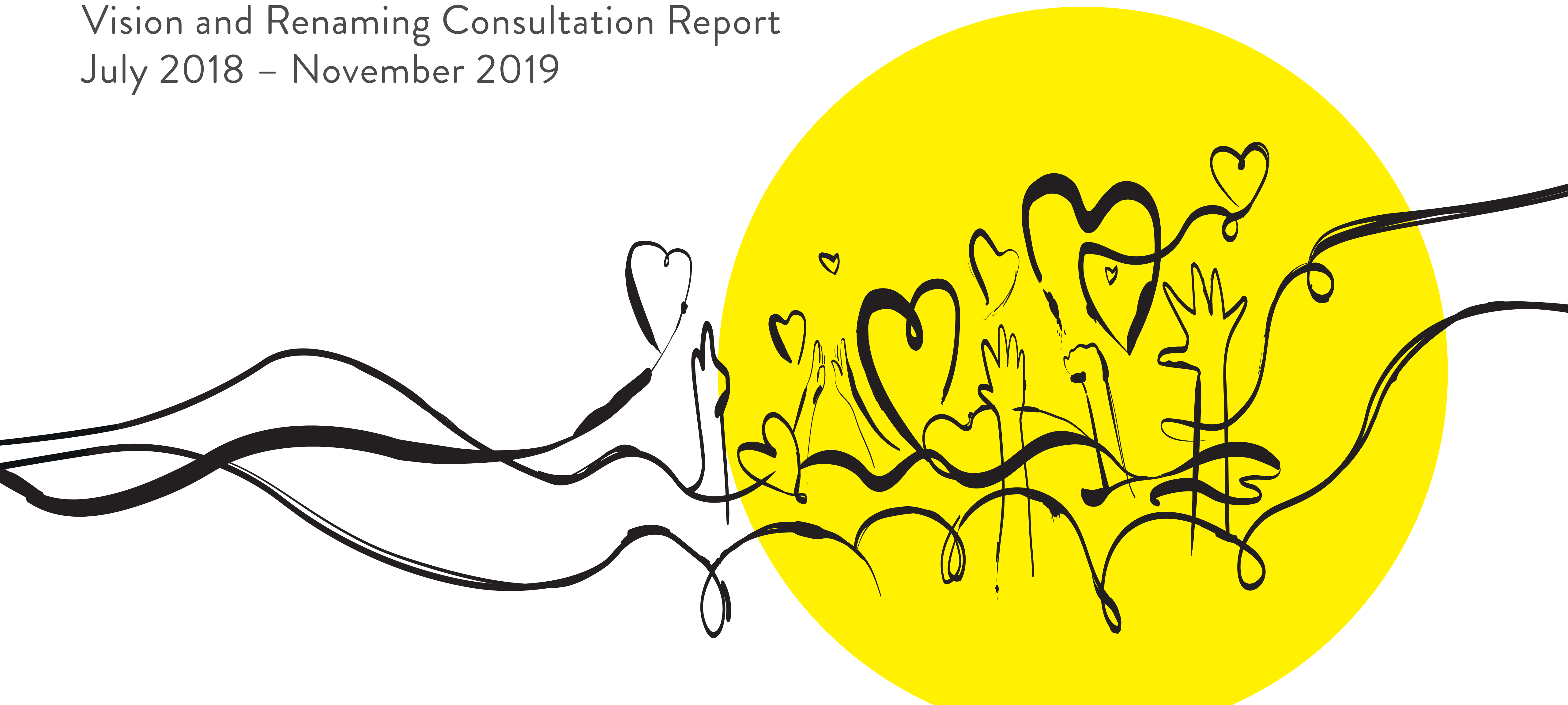


Together Through Music

Vision and Renaming Consultation Report
July 2018 – November 2019



In 2014 Bristol Music Trust launched its campaign to transform Colston Hall and raise the funds required to build a modern home of music for Bristol

In 2017 the Trust announced that as part of the transformation, the venue would be renamed

In 2018 construction work started on the largest re-development of an arts venue ever to take place in the south west and the Together Through Music Vision & Renaming consultation was launched

This is a summary of the consultation undertaken with stakeholders, audiences and communities to understand existing relationships, and inform the renaming of the Hall and our future work

Around 4,000 people have taken part in this consultation

This report is a snapshot of the types of conversations we have had and the things you have told us

The findings of this consultation have informed our new name and how we create the world-class music venue that Bristol deserves and of which the whole city can be proud



The case for change

After years of controversy, division, protest and debate, in 2017 Bristol Music Trust announced that as part of the multi-million pound transformation of Colston Hall it would be renamed, ending its association with the slave-trader Edward Colston.

Built 146 years after his death, Edward Colston was not a benefactor to the Hall and there is no material connection with the man or his wealth, which was in large part derived from the profits of trading in enslaved people.

The vision

To truly deliver on the promise of the once-in-a-generation transformation of the Hall, we wanted to acknowledge difficult parts of our past, look forward with hope towards our future and find a way to...

- Bring people together through music performance and life-long music education
- Create more music memories, for more people, that last a lifetime
- Open our doors and share live music with everyone in the city and beyond

The process

We wanted to speak to as many people as possible about how we could do this, and work together as a city to create meaningful, positive change that means our organisation truly sits at the heart of an inclusive music community in Bristol



Our consultation took the form of surveys, interviews, focus groups, and community events.
We spoke to people using the following methods...

Audience survey

Target group: those who have booked tickets for Colston Hall events in the past five years

Number of responses: **1,203**

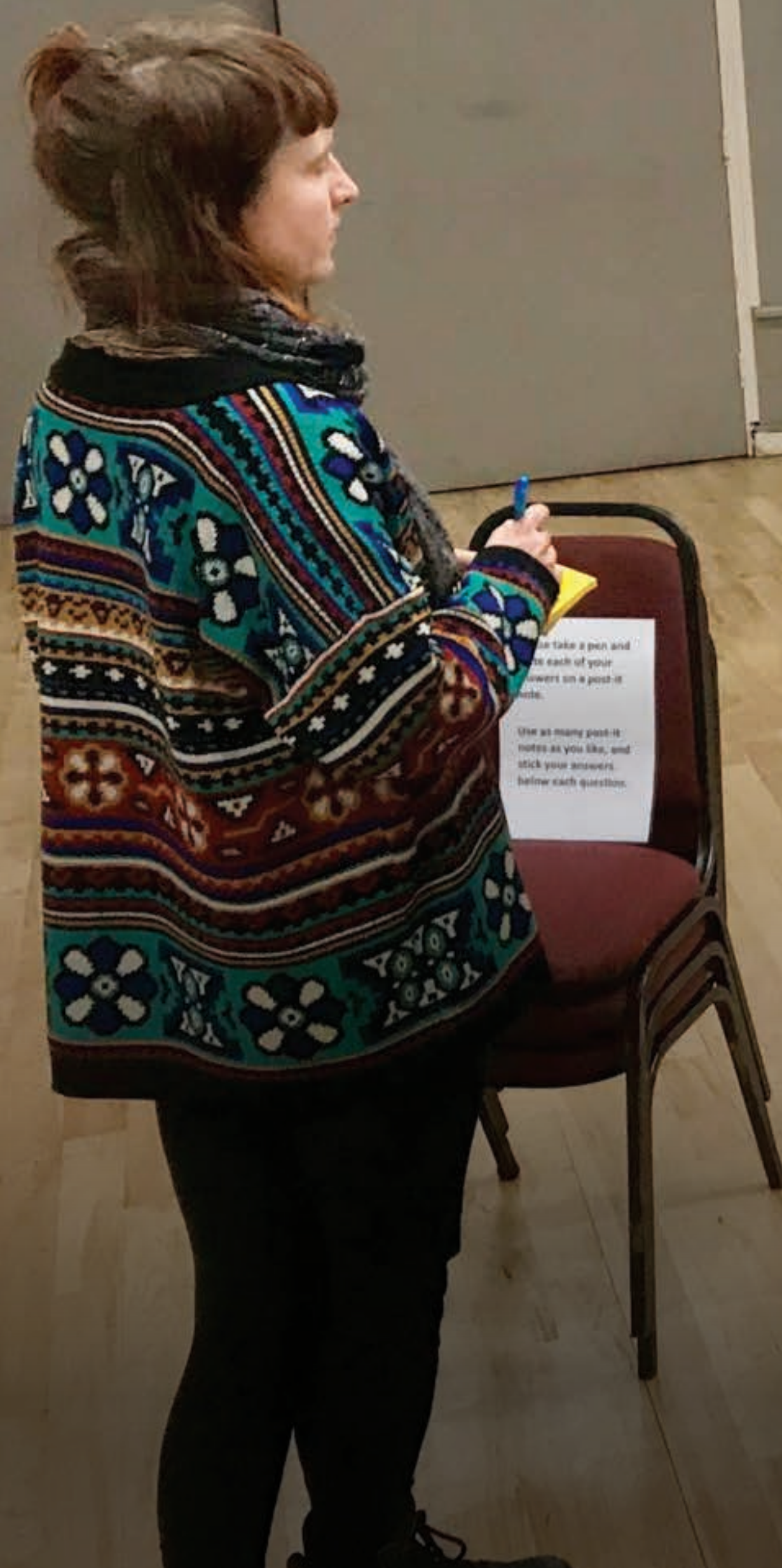
Dates undertaken: August 2018 - September 2018

Online wider public consultation survey

Target group: wider public - sent out on website/social media, via press, to parents, community partners, Members, our Access register.

Number of responses: **1,296**

Dates undertaken: November 2018 - February 2019



Colston Hall is changing its name.
*Do you understand the reasons for this change?
Do you generally agree or disagree with the change?*

Do you have any other comments or suggestions?
*What should the new name be?
How might we show the history of the Hall in the new building?*

What is your favourite music experience?
*Who did you see/hear?
Did you learn something?
How did it make you feel?*

What do you think of Colston Hall?
*Have you heard of it?
Have you been?*

Use as many post-it notes as you like, and stick your answers below each question.

Audience forum

Target group: current audience and non-attenders of Colston Hall

A range of focus groups, individual tasks and group activities

Respondents: **40** people – 20 current audience; 20 who had never attended the Hall as an adult

Date undertaken: October 2018

Stakeholder in-depth interviews

Target group: those with a professional connection to Colston Hall or civic/public position in Bristol

Sample size: **20** x Individual depth interviews, 1-hour long, by telephone

Date undertaken: June 2018 - January 2019



We're building
a world-class
music venue
for Bristol



onthehall
onhall.org



Community consultation days

Consultations took place in:
Redland, St Pauls, Easton, Southmead,
Knowle West
Attended by c. 200 people
Dates undertaken: February 2019

Schools workshops

Took place in Bristol Free School and
St Mary Redcliffe & Temple Secondary School
Attended by 30 students
Dates undertaken: November 2019

Discovery days

Events took place at Colston Hall
Attended by c. 1,300 people
Dates undertaken: March 2019 & October 2019



We asked people things like:

Do you currently visit Colston Hall?

What do you love about live music?

How can we promote and share the unity and joy of live music with everyone?

What are your hopes and suggestions for a new name?

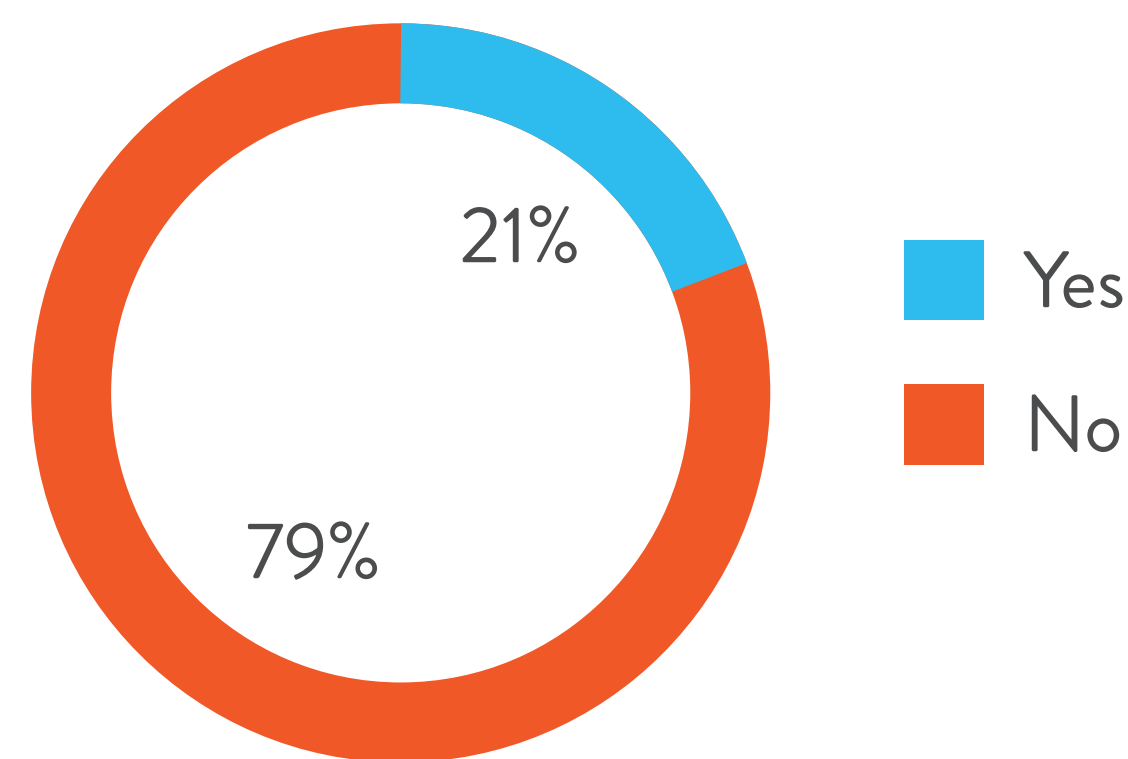
What do you hope the transformed hall will be like?

A man is shown from the waist up, wearing a dark t-shirt, with his mouth wide open in a shout or cheer. He is holding onto a steering wheel or control bar of a simulator. The background is dark, punctuated by several bright green laser beams radiating from a central point on the right. In the lower-left foreground, the back of a person's head and shoulders are visible, wearing a red shirt. The overall atmosphere is one of high energy and excitement.

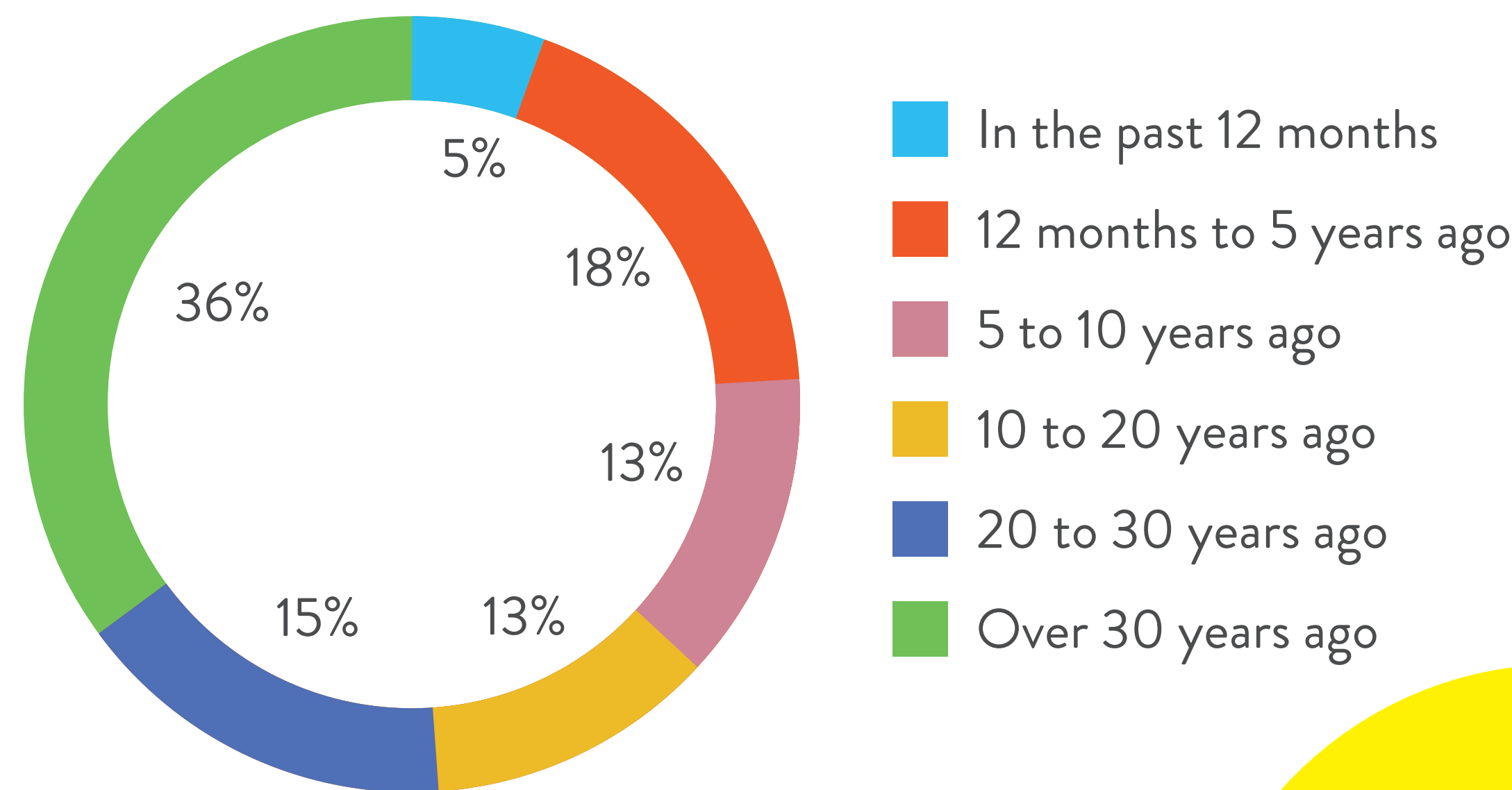
What you told us

We found out our existing audience have a long standing relationship with us

Have you ever performed at Colston Hall?



When did you first attend a performance at Colston Hall?

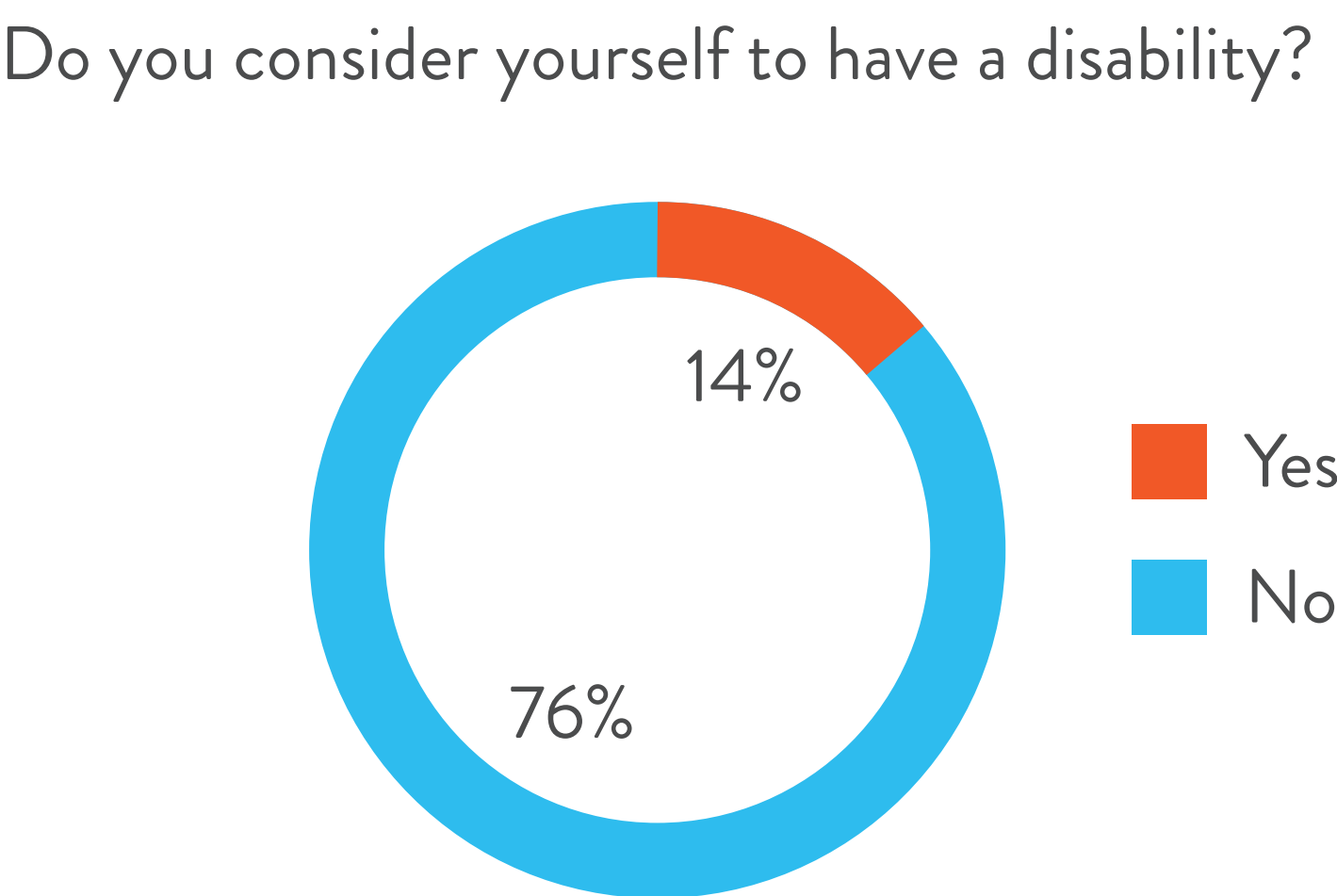
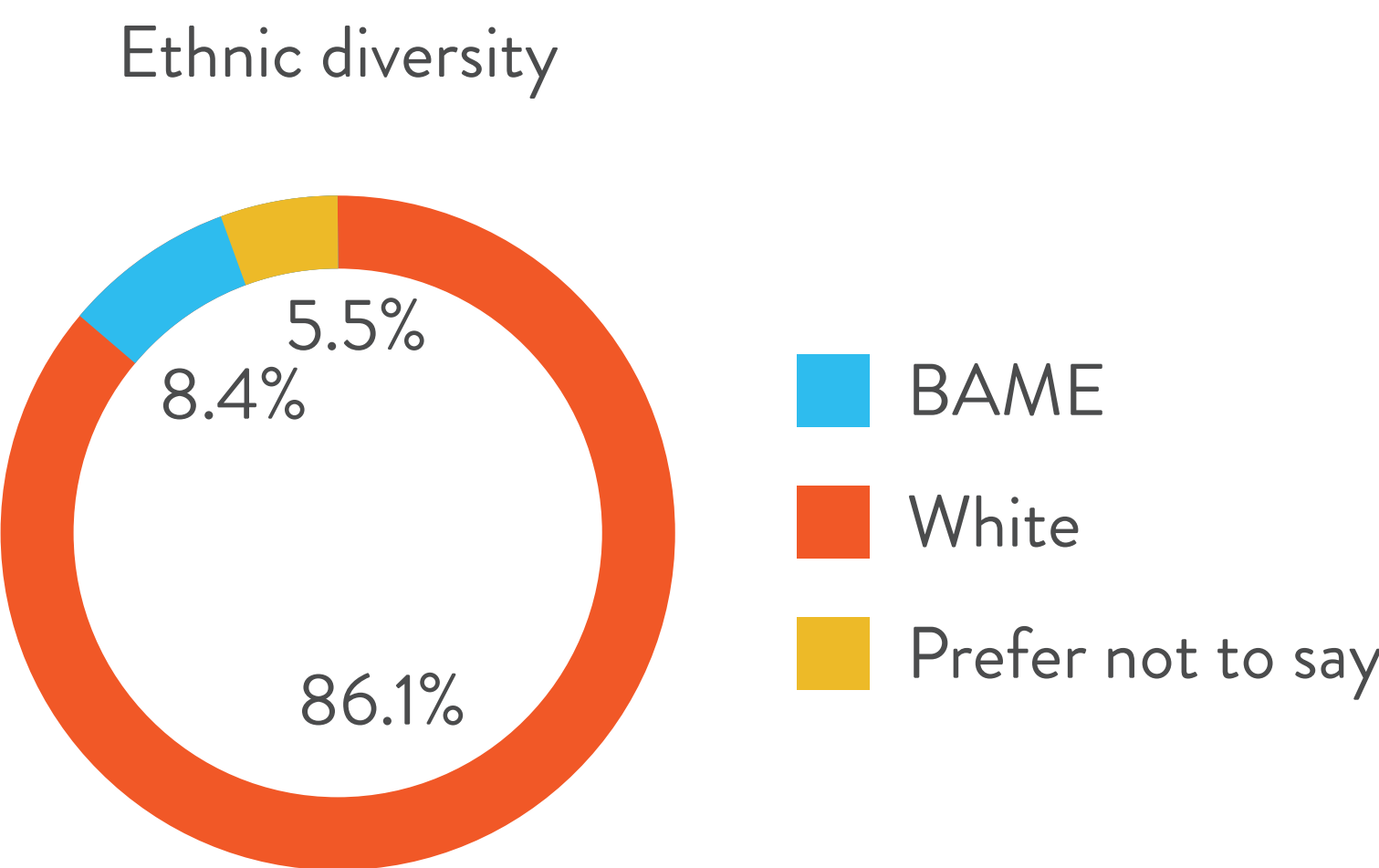


- In the past 12 months
- 12 months to 5 years ago
- 5 to 10 years ago
- 10 to 20 years ago
- 20 to 30 years ago
- Over 30 years ago

“[I first came to Colston Hall] 54 years ago having performed here. I was 12 years old. I was with the Boys Brigade [...] a big jamboree.”
Current audience member

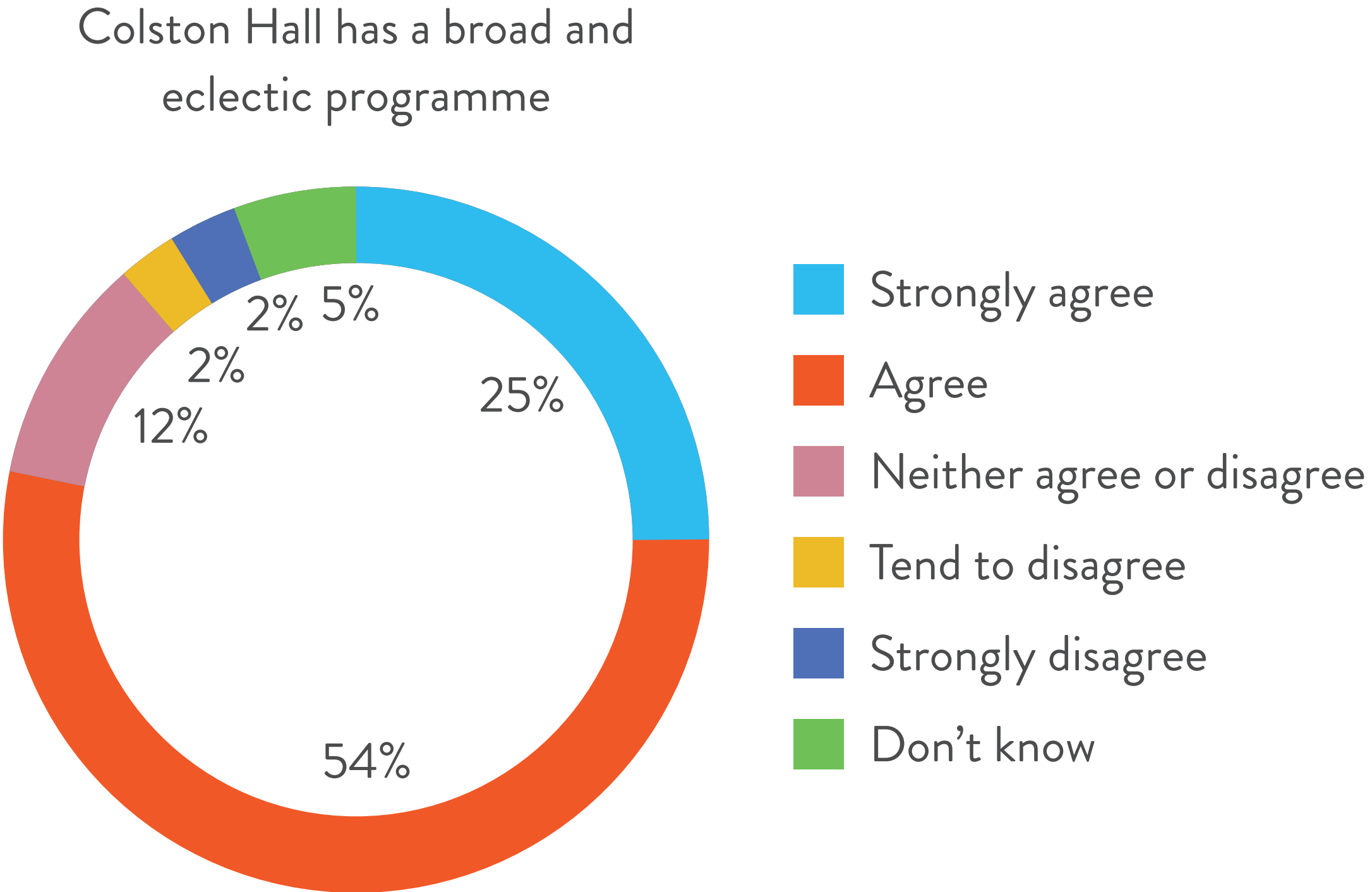
Diversity in our audience

We found out that our audience is less ethnically diverse than the overall city population, while a high proportion identify as disabled



8.4% of our audience identify as BAME vs 16% in Bristol
14% of our surveyed audience identify as disabled vs 17% of Bristol population
(Source: The Population of Bristol report, Bristol City Council)

We found out our existing audience has high regard for our programme



In summary

You have strong, long-standing relationships with us and many of you have performed here as well as being in the audience

We are making strides to share live music with more people, but we need to take more proactive steps to ensure our audience reflects the diversity of our city

Our programme is well regarded, but we should build on this to ensure it includes a greater diversity of artists



What you said about the Hall...

“[It’s] a space for Bristol’s most ambitious musical ideas... there’s something about the cohesion of activities that happen in Colston Hall that makes it into a natural hub.”

Stakeholder

“The good performance, the auditorium, the atmosphere as you come in through the door is excitement.”

Current audience member

“It’s like going home. It’s like going into my front room.”

Current audience member

“It’s actually quite a nice area in the foyer, but I don’t think you grab anybody’s attention [...] this should be everything about music. It’s not a town hall, it’s a hall where music is played, but there’s no association with music at all here.”

Non-attender

In summary

You feel at home here

It is a place full of excitement, but it could celebrate our connection with music even more

It is a 'natural hub' for people from all parts of the city to meet and we should encourage this more



What you said about live music

“There is that emotional connection of coming along and enjoying something with [other] people.”

Current audience member

“[I hope for] an enjoyable experience to remember for a lifetime.”

Non-attender

“It’s just the drift and the buzz of live music [...] It’s the physicality of it.”

Current audience member

“[Music] just lets me be free.”

Non-attender

In summary

Music allows for an emotional connection with other people

You remember your musical experiences for a long time

Music is powerful, it lets you feel free



What you said about our work

“It’s part of their job to open the door to new experiences and for people to experience new types of music.”

Current audience member

“Do they do education and outreach work?”

Non-attender

“If you’re from Bristol, born and bred, then it’s just one of those places you know of but you don’t actually know what they do, or what it’s about.”

Non-attender

“Colston Hall has become the absolute, the playground for our latest endeavours. Our latest experiments, our latest ideas. Pretty much all of them have been first tasted, experienced and proven in Colston Hall before then going on to other parts of the country and off to other parts of the world.”

Stakeholder

“[Finding out about the education work] turns it into an organisation rather than just a music venue.”

Current audience member

In summary

You want us to help open up new musical experiences for you

Bristol is an important place for developing new ideas that then travel across the country

Not everyone knows what we do – the focus on music and our education work is not clear and we could be much ‘more than a venue’



What you said about the name

“Great programming. But delighted they’re changing their name.”

Current audience member

“I will be prouder to attend gigs there [after the change].”

Public comment

“I don’t visit and the name puts me off.”

Non-attender

“[Changing the name is] a commitment to the future of the hall as a 21st century local institution; I have no doubt the new name will link to the community in a more forward thinking and inclusive way.”

Public comment

What you said about the name

“If it loses the association with a slave trader, it instantly becomes more palatable to me.”

Public comment

“I can see more musicians wanting to play at the new venue, therefore leading to me attending more often.”

Current audience member

“I think it is really positive and promotes community cohesion and equality. I would be more inclined to frequent it to support this movement.”

Public comment

In summary

You feel the current name is a barrier to attendance

You feel that a change will be a positive move for the city and our communities

You feel that a change will have a positive impact on the range of artists you will see here

What you said about the name

“I have been proud of it’s past, and want to be proud of it’s future. Name changing may not be all bad, as long as they get it right. Which will be difficult.”

Public comment

“It is not expected that all statues and venues be renamed just to remove any acknowledgement of philanthropy.”

Current audience member

“[I fear] that changing its name will mean that it loses some of its character.”

Current audience member

“Whilst I support initiatives such as the renaming of the Hall I don’t wish to see the venue discarding its heritage in a rush to be trendy.”

Current audience member

In summary

You are proud of the Hall and want to continue to be proud

There is still a mistaken perception that Edward Colston founded or gave money to the Hall

You hope that a change doesn't mean a loss of character or is being done for the wrong reasons, so we should focus on what makes us unique and be clear about why we are changing



Your hopes for the future...

“I’d like it to continue doing what it does best - delivering an eclectic programme of live music.”

Current audience member

“It should be a place where all sections of the community are actively engaged and feel welcome.”

Current audience member

“[I hope the transformed hall will be] an inclusive and welcoming space.”

Current audience member

“It needs to be a place that the whole city feels a sense of ownership of. It needs to be one of those well-loved public buildings... you’re talking about a city that is quite unequal, [Colston Hall] has got the power of culture to bring people together.”

Stakeholder

Your hopes for the future...

“[I hope it] continues to do what it does best, thinking outside the box, supporting creativity and innovation and keeping the arts vibrant and alive! Which we know it will.”

Public comment

“I think it’s a chance to relaunch the space with a new agenda, musically as much as anything else. I think if it sets out a clear enough vision about what is exciting.”

Stakeholder

“Engaging local communities, get down to Hartcliffe and Withywood, those places where people don’t leave their communities. They think [Colston Hall] is for posh people [...] they wouldn’t think of going to Colston Hall, it’s just not on their radar.”

Community consultation participant

“[I hope for] a first class venue attracting top notch artists as well as community events and opportunities for local talent.”

Public comment

In summary

You want us to keep delivering amazing live music experiences

You want us to connect with communities across the whole city

You want everyone to experience the amazing power of live music



Thank you to everybody who took part in this consultation

The things you told us have informed our new name and inspired our Transformation Promise

To find out more, visit bristolbeacon.org

We're always listening, so if you would like to get in touch, please email transformation@bristolbeacon.org

A large crowd of people is seen from behind, their arms raised in the air, facing a stage at night. The stage is illuminated with bright blue and white lights, creating a hazy atmosphere. A large white cross is visible on the stage backdrop. The stage is framed by a large, dark, tent-like structure. To the right, a tall metal scaffolding structure is visible. The overall scene is a vibrant concert performance.

**Bristol
Music
Trust**

The information in this report is drawn from the consultation carried out for Bristol Music Trust by Morris Hargreaves McIntyre as well as additional consultation by the Trust