



Wonderland - 'Plastic is Precious'

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Wonderland Tour: audience numbers

**Figures across 4 worksheets

General notes to accompany all figures across Sheffield and London:

The HSF team attempted to collate quantitative raw data/footfall following consultation with the evaluation team and other key members. In each location this involved a physical footfall count at regular intervals. Daily averages were calculated on these figures in order to estimate the total audience. It must be noted however that the figures below are **raw** and do not take account of repeat visits to sites as a result of students/workers/shoppers passing the location on multiple occasions in London and in Sheffield, or of return visits by regular Meadowhall visitors or of repeat transport patterns from pedestrians, bus, tram or car in Sheffield. For each calculation back up data has been stored. The HSF team can only estimate in certain cases the incidents of more engaged visitors who 'stopped and looked'. We have made an attempt below to annotate anomalies.

London College of Fashion, London 29 Jan - 29 Feb 2008

Window, Corridor and Fashion Gallery Space Visitor numbers

Actual visits to internal Gallery Space/studio lab

30 per day	24 days	720	Visits based on observation and head counts on regular basis
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Visitors (students, academics and external visitors) through the Wonderland corridor (with signage) external to Gallery Space

LCF personnel (staff and students) estimate 3000		3,000	
Visitors estimate 100/day	24 days	2,400	

People passing LCF window on John Princes Street

17,100 / week day		410,400	Calculated from regular head count on pavement outside Wonderland window
1710 / weekend		13,680	Calculated from regular head count on pavement outside Wonderland window

Visitor numbers for special events

British Council Fashion Entrepreneurs		13	
Education Day (2 sessions)		26	
Nesta Talk		25	
Creative Partnerships Northern Ireland		17	
Question and Answer events x 2		86	
Sainsbury's press event		45	
Other events	approx	200	
	total	400	

Estimated total actual visitors		430,612	
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Online visits

