

Survey Monkey Cobalt

Q1 How would you describe Cobalt

The majority of responses, 58% would describe Cobalt as 'all of the above' this would include music venue, arts venue, community space, nightclub and spoken word. If looked at in combination with other responses this points people being aware of more events than they may attend and aware of the variety of events and activities on offer whether they partake in them or not.

Q2 What events have you attended

82% of respondents have attended live music events 70% have attended club nights. This response level would be expected with the breakdown of programmed events with two nights per week dedicated to live music and one dedicated club night. With 33% of respondents saying they have attended open studios this highlights the importance of one off/ annual events like open studios to building the audience reach.

Q3 Is Cobalt a safe and inclusive space

70% of respondents strongly agree that Cobalt is a safe and inclusive space with a further 23% agreeing, in total this means that 93% of people agree that Cobalt is a safe and inclusive space with a further 6% neither agreeing or disagreeing, this ties in with 5% of people who responded who have never been to Cobalt or have only been once. Less than 1% of respondents felt that Cobalt was not a safe and inclusive space, suggestions for improvement and comments are below.

'Better physical access- the flappy things at the door aren't great for people with mobility impairments and some sensory impairments , bsl for events, alt text for all images website and social media, programming more work by wider visited of people, gender neutral toilets'

'as a lesbian, I feel safe there, as a woman I don't feel safe using the toilet as they are mixed. I don't want to share with men. I think it would be better to have a women only toilet and a mixed toilet if you want to be inclusive'

Q4 Please tick all of the following genres that are important to you

Genres of music that respondents rated of highest importance to them were experimental, performance art/ music and electronica all with 60-70% respondents rating them. 50-60% of respondents rated techno, female led, world, audio visual and house as important to them. 40-50% rated singer songwriter, folk and afro fusion as important to them. 30-40% of respondents rated alt folk and spoken word as important to them. Other responses are detailed below.

Jazz x3

Disco x 2

Indie x2

Musical Improvisation x1

Fuzzy Guitar x1

Alternative Country x1

Drum and Bass x1

Open Mic Jams x1

Rock x1

Punk x1

Metal x1

Community Art x1

Participatory, social art x1

Hip Hop x1

D&B x1

Reggae x1

Q5 To what extent would you say that Cobalt makes a unique offer to the city from other places

63% of respondents felt that Cobalt is a pretty unique cultural offering with little crossover in the city. 35% of respondents thought that cobalt is largely unique, together this gives 98% of respondents feeling that Cobalt has a unique offer in Newcastle. Where respondents felt there were some crossovers in cultural offerings in the city the places they felt Cobalt was similar to are detailed below.

Star and Shadow x 13

Cluny x 3

Alphabetti x 2

Cumberland x 1

World Headquarters x 1

Mushroom Works x 1

Ernest x 1

Breeze Creatives x 1

The Sound Room x 1

Q6 Please choose the answer that most fits the statement 'places like Cobalt are important for community cohesion and mental well-being'

95% of respondents agreed with the statement above with 72% strongly agreeing. 1 respondent disagreed and 5% neither agreed nor disagreed, again this ties in with the number of respondents that had never been to Cobalt or only visited once.

Q7 Ticking as many responses as they felt they agreed with responses to the following statements were

We need places like Cobalt because alternative culture matters 95%

It's good to have independent, not for profit organisations in a city 81%

Young musicians need a platform for their work 80%

We need places like Cobalt because community matters 80%

Community arts groups need more affordable spaces 76%

We need more affordable artists studios 76%

Experimental musicians need a better platform for their work 76%

Niche cultural stuff needs a platform 74%

We need places like Cobalt because alternative creative learning matters 72%

There are not enough inclusive spaces in this city 67%

We need places like Cobalt because clubbing and parties matter 65%

We don't need places like Cobalt >1%

The above statements demonstrate that cultural, inclusive, affordable arts and music venues are high priority for respondents. It demonstrates that cultural and community spaces matter to people and it can be inferred from peoples' responses that grassroots, alternative, performance and learning spaces that provide nonmainstream events and activities matter to people.

Q8 Which of the following would you describe yourself as (in relation to visiting Cobalt)

None of the respondents stated that they have heard about Cobalt but never been, it could be inferred from this that when people hear about Cobalt they find something in the programme that they then subsequently attend. The majority of people, 65%, would describe themselves as an occasional Cobalt visitor, this could be seen as a reflection of the extensive and varied programme with people picking and choosing from a variety of events and genres that suit their wants. 31% of respondents describe themselves as a Cobalt regular, and only 4% said that they had only been once.

Q9 How did you find out about Cobalt (multiple answers allowed)

The majority of people said they heard about Cobalt via word of mouth (75%) combined with people's responses about visiting Cobalt this suggests that people are hearing positive things about Cobalt and subsequently attending themselves. 45% of people heard about Cobalt through Facebook, again this implies sharing of information, events etc from people who have attended events and activities. In total 37% of people had heard about Cobalt via the programme leaflets with 32% being picked up voluntarily, showing the appeal of the programme leaflets and the value of creating seasonal programmes.

Q10 What do we do best

Themed responses to the qualitative question above

Theme	Number of responses including that theme
Great live music events	42
Great interiors/ unique space	34
Great atmosphere	37
Vegan Food/ food	15
Alternative music	5
Club nights	33
Varied/ innovative/ diverse Programming	58
Nicely stocked bar/ positive drinks comments	9
Friendly Atmosphere/ lovely staff	43
Late shows/ open studios	3
Independent/ unique vibe	7
Supportive	7
Inspirational	1
Inclusive	25
Excellent sound tech	1
Respect for performers	6
Diverse audience	4
Performance and art events	22
Safe space	22
Tailoring to community needs/ supporting communities	19
Creating collaborations	2
Affordable	8
Workshops	4
Life drawing	3
Excellent artists' studios	2
Marketing/ posters/ social media	3
Private hire	1
Commitment of the owners	4
Film nights	1
Accessible - in terms of the building	1

Key strengths highlighted

- Programming
- Live music
- Atmosphere
- The space
- Great, friendly staff
- Inclusive
- Safe space
- Supporting communities

Specific quotes

‘Club or alternative music nights in what's now a totally unique space - all other grassroots, warehouse-y, interesting reclaimed spaces have gone or been swallowed up by bigger developers, thus often losing what made them interesting in the first place’

‘Concerts of original music in a super friendly environment, where everyone gets a welcome from staff and volunteers. This approach clearly comes from the heart. Cobalt reeks of authenticity.’

‘Cheese toasties and being canny’

‘Supportive of all ideas and approaches, lots of space for performers to get inspired, nice room, performers and public feel comfortable, lovely owner and staff. Friendly and welcoming.’

‘You have hosted great live music events. The space is nice and open and a great size, the stage area is really decent, the sound guy who we have mainly had mixing our sound when we have played there does an incredible job. Was most impressed about how much the really tall gent that works there and/or co owns the place? (I'm so sorry i've forgot his name!) made an impressive stage desk/platform one gig so quickly and cleverly! (clearly showing much respect for the requests of a performer) You are so inviting and a great host (one time i thoroughly enjoyed an amazing dinner and wine pre-gig, Ill never forget that, thank you) and yeah always had a great time in the venue, the only downside is you don't stock enough stouts/porters! But that isn't too much of a problem really :)’

‘Cobalt events always tends to attract a diverse set of people, rather than the very narrow demographic you get at places like Cosmic. I think this, coupled with the layout and lovely staff, results in a unique vibe that's pretty much unmatched in the city.’

‘Unique, creative events. Give space to performance, art and events which otherwise may not have a place in the City. Friendly and inclusive. Safe space. Pushing boundaries. Friendly!’

‘Tailor to a vast proportion of community needs. Give sound to the smallest voices or smallest niches in Newcastle.’

‘I love the diversity of your programme, your team are friendly, and always seem to work with interesting people - helping shape peoples visions, or creating new collaborations. There's real heart here - and you can see it everywhere and in everything you do. Bar can be a bit slow to get served at mind!’

‘not pretentious, not corporate, genuinely believe in Ouseburn’

‘I like that I can go to the same place and do completely different things at each visit’

‘club nights and gigs are by far the most fun I've had in Newcastle, the atmosphere is very positive’

‘Allow a inclusive, age, gender, race, interest, platform to be available for anyone who'd like to join in, do exactly that ♥’

‘I'm new to the area so haven't been before. But based on your Spring Brochure I think I would go to events often. You seem to have a large variety of offerings within the creative space so there is opportunity to experience new things. There is clearly an intention behind every event which I think is really important. Events are inclusive and I would look forward to attending as a way to meet the community here.’

‘Cobalt is doing more than any other organisation in the City’

‘Help people feel connected and supported to groups and communities that are less visible or valued in mainstream venues and spaces’

‘Community spirit of the best kind. I moved to Newcastle not knowing anybody and after a night at Cobalt I found my home’

‘Inclusivity has been mentioned several times and it is where Cobalt really excel. Cobalt provide a platform that includes every genre of music and art possible making it welcoming to those with any interests. It also makes sure that every type of community member feels safe there regardless of age, sexual orientation, gender expression, race or religion and most importantly is one the extremely few completely accessible music and arts venues in the city for those with physical disabilities.’

Q11 How would you like to see us improve

Theme	Number of responses including that theme
Like it as it is, just keep going	42
More seating/ better seating	3/2
Specific club night DJ requests/ more club nights	13
More toilets/ ladies only toilets	5/1
Musical training, coaching and development	1
Cheaper bar prices/ price differences	4
Work more with local communities	4
Work more with other venues	2
Reach out to international students	1
Longer opening hours	5
More open studio style events	2
Pass it forward for tickets, drinks etc	1
Be more, have more events/ more daytime events	12/ 2
More workshops	6
Different approach to promoting events/ advertise more/ advertise sooner	21
Venue specific requests eg. More lasers	3
Greater capacity/ more rooms open for community/ art projects	3
External programming during Covid	1
Less programming to make the events have more people	1
Greater commitment to creating an inclusive space	1
Do something to reduce heat on club nights/ warm venue on other nights	3/1
Wider range of music/ specific music/ event requests	8
More food focused events	1
Working with young musicians	2
More work with the LGBTQ community	2
Utilise the back yard/ nicer outdoor space and smoking area	2/2
Chill out/ quieter space for club nights	1
More intentional outreach to the disabled community	1
Improve security	1

Key Points

- Advertising and marketing was the most commonly highlighted point with people saying they often miss out on events as they don't find out about them until later, several comments saying advertise wider and more
- Utilise the outdoor spaces more
- More events and through the day events including workshops - see Q15
- Specific event requests - see Q15
- Improvements to toilets
- Improvements to seating

'define what it actually is and create a niche following'

'more information about the mission and personality of Cobalt'

'better explanations of what to expect at a specific event'

'better advertising as often find out after events... maybe a monthly what's on email'

'I can't believe there isn't mention of the artists studios in this questionnaire? I think the cobalt 'offer' is great but lacks marketing and nobody has a 'narrative' about the 'what and why?'

'Not sure if it's possible but an event which somehow combines Ernest and cobalt spaces would be really cool'

'In the early days of Cobalt events were comparatively expensive / financially inaccessible - but this has definitely been addressed. (Which is even more impressive knowing Cobalt continues to treat musicians/artists VERY well and pay them the wages they deserve!) Keep doing what you are doing. Keep trying to get more people attending events. Be sustainable. Cobalt is great!'

'If (when things went back to normal) you did what you do on a Thursday or weekday nights too, although perhaps with a more clubby artist to end with, that might attract two different kinds of crowd. I'd also be down for supper club type events, fun lectures/ workshops, drinks and arts/crafts sessions, or anything where the audience is encouraged to interact with each other.'

'I would love to see more intentional outreach to the disabled community both in creating art and events centered around those with physical and mental as well as events specifically catering to their needs to help set an example for other spaces of how easy it is to make accommodations so everyone is included.'

'I teach electronic music and elementary computing and, pre-lockdown, I spoke to you about running similar classes and would love to look at those projects again. More art classes please, not just life drawing. I don't know of any arts venues where you're allowed to indulge yourself in more abstract qualities. Any ideas? I'd also love to see photography

workshops, and perhaps sessions related to improving images for social media. How to take better selfies or maybe bump your Instagram profiles.'

Q12 To what extent would you say that Cobalt has had a positive impact on mental wellbeing and social isolation

88% of people agreed with this statement, with 56% strongly agreeing. The remaining 12% neither agreed or disagreed.

Q13 What is your postcode

Postcode area	Frequency
NE10	12
NE39	2
NE2	21
DH1	2
Denmark	1
SR8	1
NE61	1
DL16	1
NE8	10
NE1	8
NE26	3
NE40	3
NE12	3
NE15	1
NE36	1
NE47	1
NE12	5
NE41	1
NE25	1
NE3	4
NE4	19
SR4	1
NE31	1
NE7	7
DH5	1
IP7	1

NE30	7
NE21	1
NE28	5
NE17	4
NE6	73
NE11	2
NE9	6
NE61	1
LS20	1
NE16	2
NE3	8
NE5	1
M15	1

Most frequent postcodes NE6, NE4, NE2, NE8, NE10

Q14 Please take a moment to tell us why Cobalt matters to you

Selected comments below

‘A community run venue with a diverse interesting programme and a great place to see new music’

‘Cobalt is a fantastic space, not just in size for performers and events, but a fantastic, welcoming place, that can inspire and encourage people of all ages, genders and cultures due to its inclusive, trusting, welcoming and supporting nature and ideals. I think there is only The Star and Shadow Cinema that is anywhere near close enough in size and in ambition to host a variety of events... all day and all night. All staff have been incredibly helpful and friendly, while the owners when in contact and in communication have been noting but considerate, thoughtful, warm, approachable and kind with their time. Places like Cobalt are getting few and far not just in the North East but in the UK in general. We need to help out which ever way we can and support places like Cobalt and the people behind the scenes running the place.’

‘It offers a programme of music that is cutting edge. Tickets are affordable, making it an accessible place to listen to new music. Newcastle needs cobalt!’

‘Cobalt is a vital grassroots community and platform for a wide range of people across the City and wider region. It adds significant value to the Ouseburn and wider city through its promotion and support for artists, performers and events in general.’

‘It’s the only venue I get excited to visit.... knowing what you will attend will be new, cultural, ethical and overall an exciting learnedly experience’

‘It’s integral to the development of the culture of the city to have places like cobalt that foster community, provide platforms for local people of all ages and entertainment for all. As a music venue and nightclub it has developed an international reputation for being a must-have date for touring artists from all over the world. The owners and staff are super-

friendly, welcoming and inclusive. It bridges the gap between live music venue and club DJ venue perfectly with a banging sound system, and well thought out lighting and layout. I've enjoyed performing at cobalt several times and can quite honestly say it's my favourite venue in the world. Hands down.'

'I really appreciate how the Cobalt treated me as a musician when I performed there last year. I always enjoy watching live music there, it feels a genuine place. It is probably my favourite live music venue in Newcastle'

'Unique space for weird and wonderful things to happen in'

'Cobalt matters to me because it's a space I can go to where I don't feel judged and I can go to do the things I enjoy that help me maintain my wellbeing'

'Its somewhere I would feel safe as a single woman, attending on my own, the importance of this can't be underestimated and is very rare. The variety and quality of the events offered are unparalleled in a smaller and inclusive venue'

'Always feel welcome and unhurried, no stress. Great hosts, great entertainment. It's an important Ouseburn hub.'

'There is no where else I can access consistently brilliant and diverse programming. Cobalt is a safe and inclusive space. Cobalt pays musicians/artists a fair wage. Cobalt lives to support those that are otherwise marginalised and exploited by the broken music industry.'

'I feel completely safe on a night out when at cobalt. They provide a safe space for creatives to connect.'

'As a student who dislikes studentification, I feel that Cobalt provides a safe space for productive and meaningful interactions between students and local residents. Good for community cohesion, and makes me feel part of something bigger than the restricted student community.'

'Cobalt is one of a few venues in Newcastle which I can call home'

Q15 Are there any specific performers, events or workshops you would like us to programme?

Suggestion	Frequency
Municipal	1
Vigilance State - live music	2
More musical improvisation workshops	1
Hat making	1
Sewing classes	1
Hot Glue Guns	1
Life drawing for 6 th form students	1
More world music	1
Workshops like the electronic sampler	1
Indie Bands	1

Live theatre	1
Techno	7
Intro to electronic music	1
Electronic music techniques	1
3d modelling	1
Photography workshops	1
Creative writing	2
Indoor markets	1
Christmas Crafts	1
Clay sculpting	1
Zine making	1
Hollie McNish	1
Bicep	1
Ladies of Midnight Blue	1
Kay Greyson	1
Sybil	1
Ross Sutherland	1
Open mic night	2
Folk	2
Craft classes	1
Female DJ's	1
Martha Hill	4
Space Cassettes	1
Disco	2
Nahko Bear	1
Medicine for the people	1
LGBTQ events	1
Art classes for children	1
Homecooking from the smouldering ashes	1
Zog and the Kongo brigade	1
Poly night	1
Sex positive workshops	1
Martha Tilsden	1
Dub Reggae	1

Community Organising	1
Events for 13-19 year olds - creative and musical events	1
Electronic Music	2
House	1
Storytelling	1
Dog social	1
Political events	1
Smokin Coconuts	1
World dance	1
Afrobeat nights	1
Film making	1
Motel Carnation	1
Folk get togethers	1
Dance related performances	1
Caleidh Mac	2
Anna Meredith	1
Lunch money life	1
Levitation orchestra	1
Touching bass crew	1
Hen Ogledd	1
Charity events	1
The unthanks	1
Beccy Owen	1
Du Blonde	1
Alix Alixandra	1
Any Canadian Artists	1
Onsind	1
Kae Tempest	1
Gaptooth	1
Silent discos	1
Anna Wall	1
Peach	1
Drag nights and nights like pushback	2

Amateur group music lessons	1
Burundanga, Baghdaddies style	1
Daytime events	1
Massage and Meditation	1
Bob Log	1
Half or full day life drawing/ painting	1

'I truly hope Cobalt can reopen its doors and receive much need attention financially and lovingly from the public and beyond. It would be a tragedy if such a spot were to be restricted in opportunities, and by opening hours. I know a lot people who are rooting for you and have nothing but love for the Cobalt staff, punters and owners. Its a tough, delicate and demanding time, no question. Just try and remember people care about you and will no doubt want to help you and support if you need that extra hand. Much love, stay focused...every day the light gets nearer to a more measured and hopefully safer way of being together again. Take care, Graeme.'