



Press Release: 8 October 2010

Audiences London services now open to all

Audiences London, the audience development agency for London, has evolved the way it offers services to the arts, cultural and heritage sectors in London, in response to client feedback and the challenging economic situation. The changes move AL from its previous membership (paid subscription) model to one where its services are open to all arts, cultural and heritage organisations in London, however funded. From October 2010, new, fixed-price packages based on the core skills of audience research, community engagement and communications will be supported by a wide range of free and self-help resources; and by 'bespoke' research and consultancy work tailored to organisations individual needs.

Customer feedback showed that arts, cultural and heritage organisations approach Audiences London (AL) with five main needs:

- To build up a detailed picture of their current audiences or visitors;
- To know more about potential new audiences and the wider market;
- To build stronger relationships and effective communications – with their audiences, their visitors, their local communities or with their members and funders;
- To think strategically about their audience development plans and how to embed them throughout their organisation;
- To gain professional development and skills support, and to network with peers.

Audiences London will meet this range of needs with three types of services:

Free resources, commentary and insights downloadable from the AL website, and through the blog, Twitter feed, e-News and YouTube presentations;

Value, cost-shared packages and services, including 'off the peg' research, analysis and advice packages, collaborative learning and research projects with other organisations, and training events;

Bespoke consultancy tailored specifically to an organisation's needs.

Audiences London is an independent, not-for-profit agency which exists to help arts, culture and heritage organisations build the stronger, larger and more diverse audiences that are the heart of a dynamic and sustainable arts economy.

Audiences London receives grant funding from Arts Council England and London Councils.



Ends

Notes for Editors

1. For more information or images, please contact Rachel Escott, Head of Audience Development Services, Audiences London, Direct Line 020 7367 0815, Main Line 020 7407 4625, rachel@audienceslondon.org

2. Examples of Audiences three service type offers:

Free Resources:

- An introduction to the new Mosaic 2009 Group and Type definitions – the new segments everyone is starting to use and the jargon you need to know.
- Guidelines on how best to evaluate or monitor your audience.
- Top Tips on tour marketing and how to build fruitful relationships between a venue and touring company.
- A digest of what the most recent DCMS *Taking Part* survey results mean for London.
- A guide to commissioning research and which methods to use to illuminate your questions.
- Case studies on setting up youth panels and ambassador schemes.

Packages and Services:

- Snapshot London, hugely valuable and useful to those organisations who subscribe and now with new features. Snapshot London lets you maximise the information locked in your booking database, learn more about your own audience data and understand how your audiences compare to a range of benchmarks from 35 other London performing arts organisations. Priced on a sliding scale from £750 pa, according to how much data you have.
- Marketing or community engagement expert surgeries: two hours of intensive advice on the topic you set, with preparation and follow-up, for £320. Or a set of three surgeries to guide you through creating a marketing plan, £750.
- Arts engagement indicator maps, helping you understand the degrees of engagement with arts and culture among people in the areas you chose, drawing on a number of information sources including ACE's *Insights* segmentation. Each map costs £770.
- Mosaic profiling and maps to help you visualise your main Mosaic groups and types or locate potential new audiences. From £570 (£415 Snapshot London participants).
- Questionnaire design helpdesk, giving you support in designing your own surveys, £400
- Field worker training, to help your staff and volunteers carry out face-to-face visitor surveys for you, £400 for the whole group.

- Training events on a range of topics, from designing your own surveys to understanding how to develop and run a youth panel.

Bespoke Consultancy and Research:

- Helping a theatre create an ongoing view of who their audiences are and how they differ from production to production and over time, through a regular e-survey mailed to attendees after each production.
- Identifying and characterising the different segments of a gallery's audience through a visitor survey and focus groups, to guide their marketing and communications as well as their programming decisions.
- Mediating between a local authority arts team and its local voluntary sector to explore how they might work together to help the arts thrive.
- Helping design a job brief, recruit for and mentor a dedicated audience development placement for a theatre.
- Developing a robust audience development strategy to support a funding bid to trusts and foundations.
- Evaluating the impact and success of a multi-arts festival.
- Designing and delivering bespoke training courses to meet organisations' own staff development needs.