
Family Friendly Arts

Consultation Survey Results

DRAFT

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Methodology

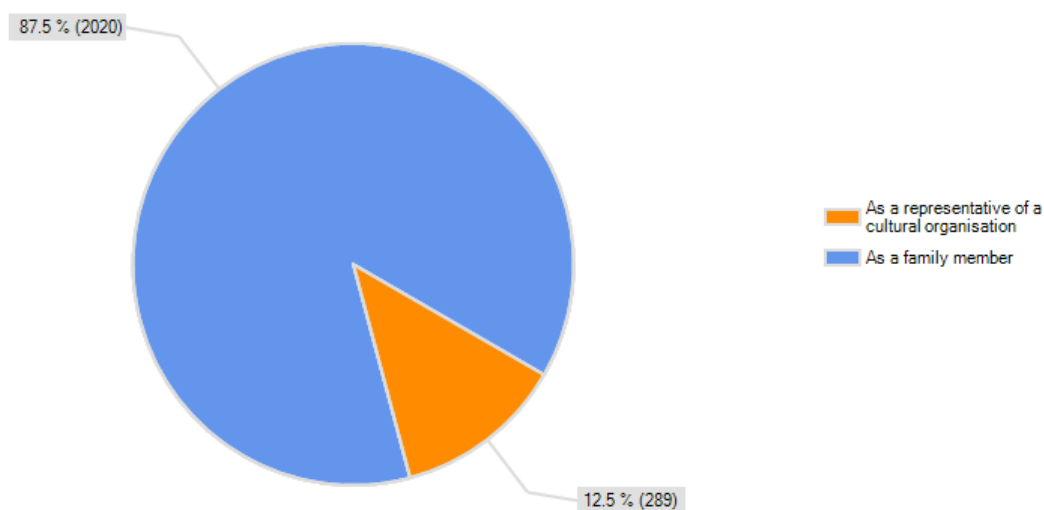
The Campaign created a single online survey for both families and representatives of cultural organisations. The survey included logic to ensure respondents were only asked questions that were appropriate to them.

The survey was promoted by email, web links and social media with a £500 prize draw incentive for both organisations and individuals. The survey was promoted:

- Through all the partner organisations
- By Arts Council England
- Through Mumsnet's Panel
- ACES Youth Project
- Black Parents Care
- Mousetrap Theatre Projects
- Twitter/Facebook accounts of participating Arts Organisations
- Action for Children's Arts
- Family & Parenting Institute Family Panel

There was a high level of response from both organisations and families:

Are you responding to this survey



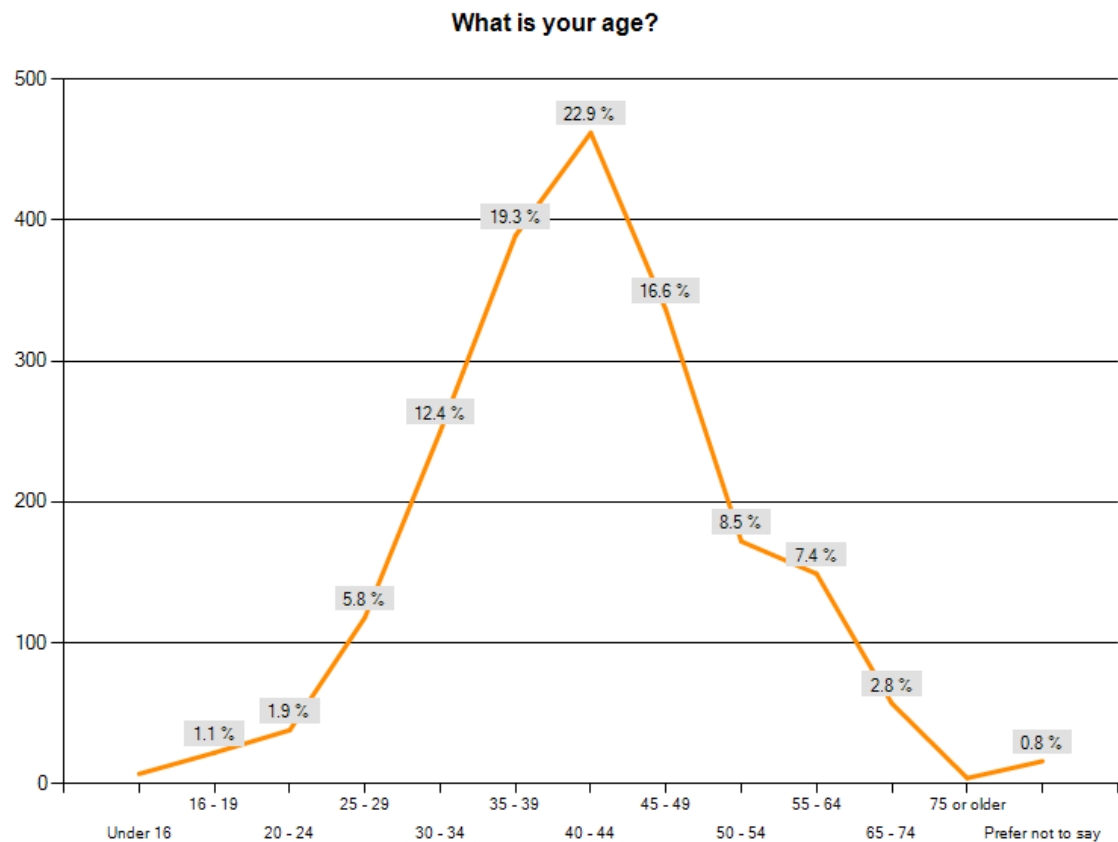
It is the nature of self-completion surveys that the sample that takes the time and effort to complete the survey does not necessarily the population as a whole. In this sample:

- **Organisations:** there were a large number of respondents with a good mix across artforms, but theatre is over-represented in the response rates. Geographically, English organisations dominate are also over-represented. It also seems likely that organisations with a particular interest and focus on family friendly activities were more likely to complete the survey.

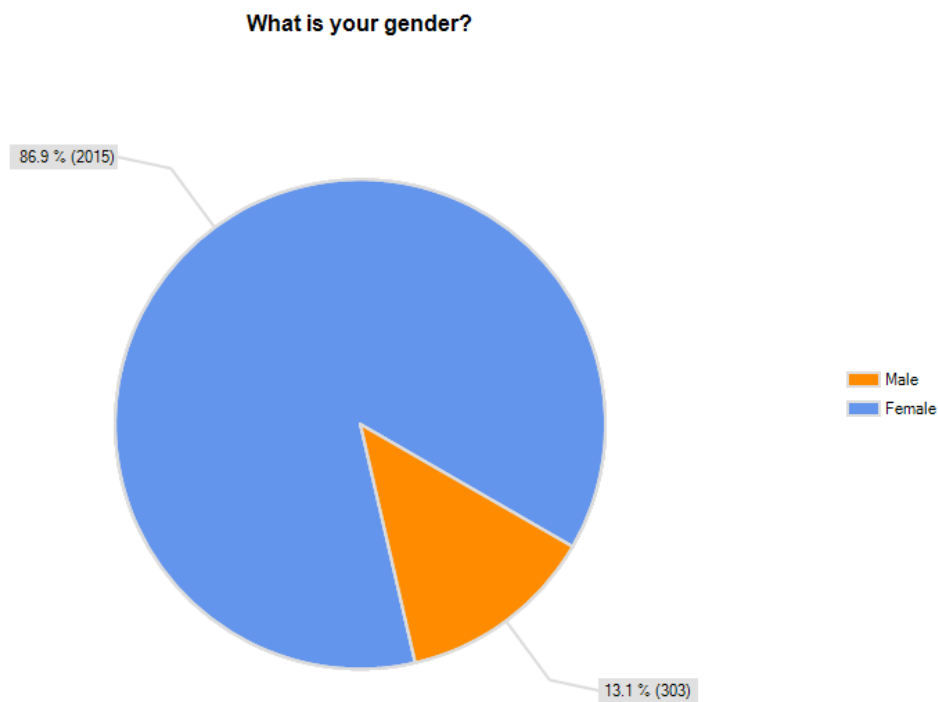
- **Families:** This is a very large and culturally diverse sample. By the nature of the data collection, all respondents had to have access to the internet. Compared to Taking Part data, respondents are generally more engaged in the arts than the adult population as a whole. Guardian readership among the sample is more than eight times higher than the population as a whole.

The Demographic and current engagement of Family Respondents

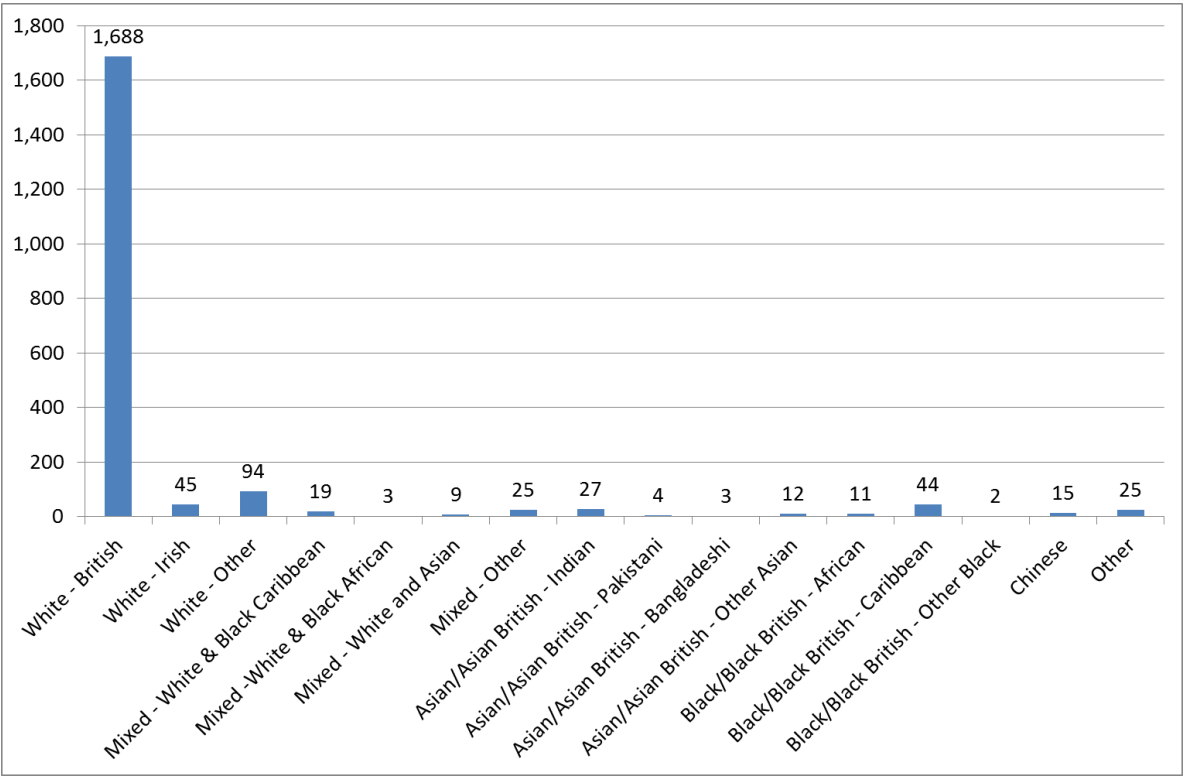
71% of respondents were aged between 30 and 49.



Less than 11% were under the age of 30. Most were female:

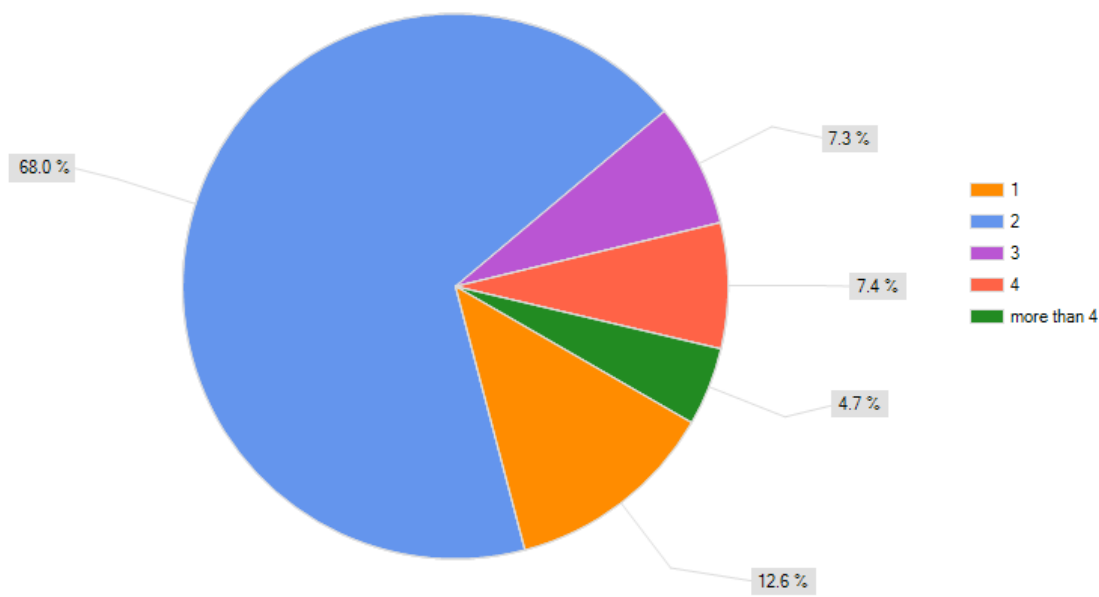


16.7% of respondents stated they were not 'White British'. This is identical to mid-2009 population estimate for England and Wales (source [ONS](#)). Compared to the population as a whole, 'Mixed' and non-British White is over-represented and Asian is under-represented.



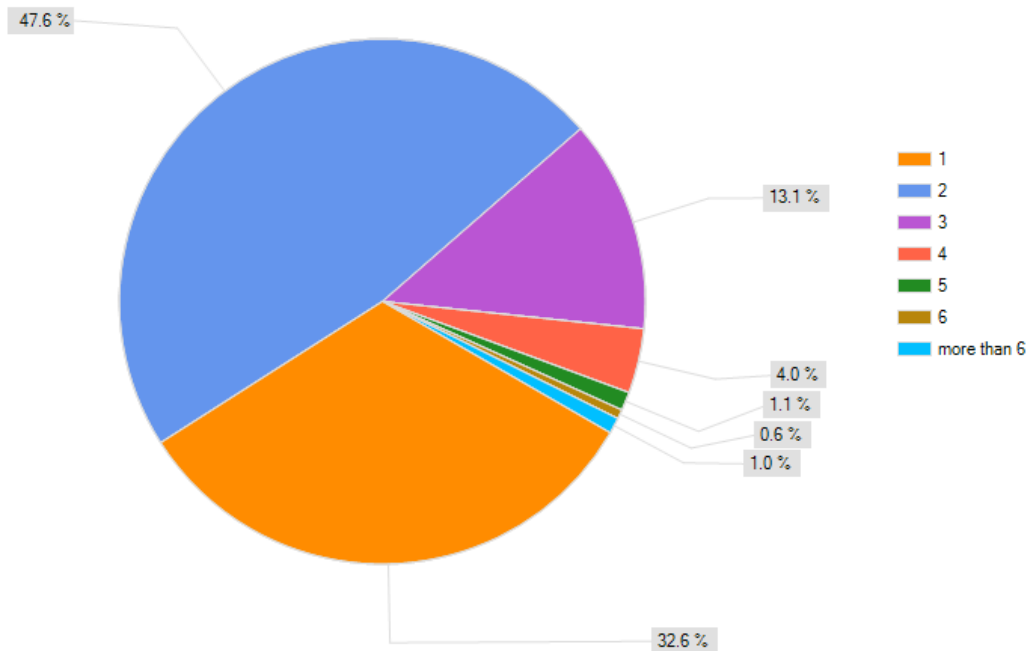
Only one in eight respondents reported a single adult normally taking part in family activities, a similar figure to those reporting four or more usually taking part.

How many adults normally take part in Family Activities in your family?



Like adults, the largest segment for the number of children taking part in family activities is two.

How many children normally take part in Family Activities in your family?

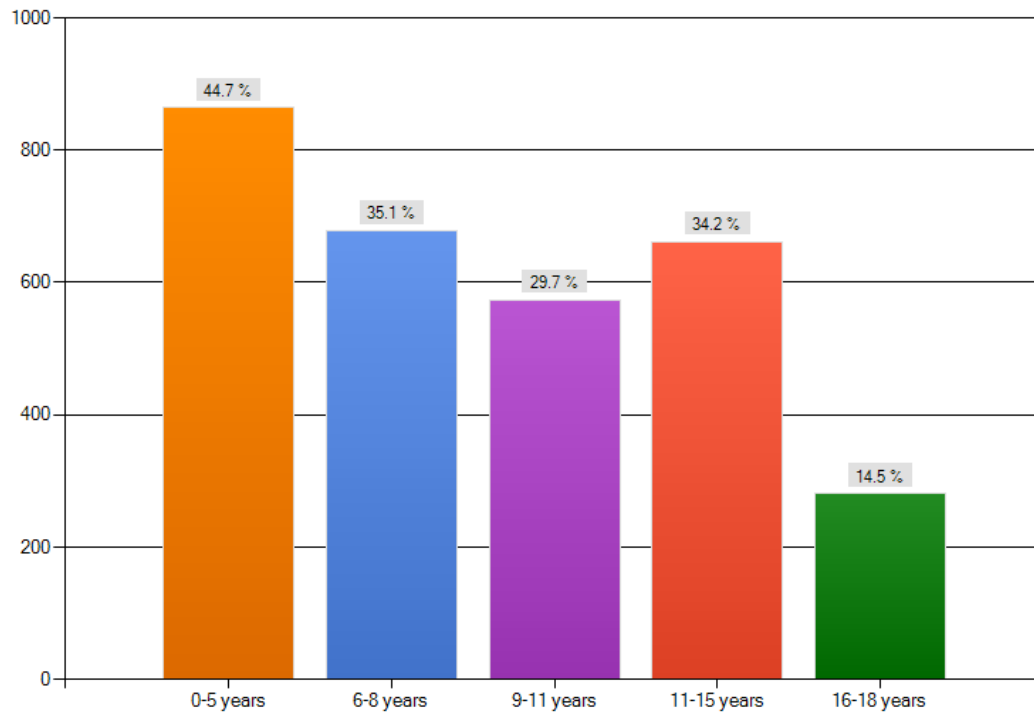


However less than 36% report family activities usually involve two adults and two children. Our respondents included almost all possible combinations of responses.

	1 adult	2 adults	3 adults	4 adults	more than 4 adults
1 child	6.31%	19.86%	4.55%	1.40%	0.52%
	122	384	88	27	10
2 children	4.91%	35.63%	1.76%	4.65%	0.67%
	95	689	34	90	13
3 children	1.03%	9.31%	0.52%	0.72%	1.50%
	20	180	10	14	29
4 children	0.21%	2.22%	0.36%	0.31%	0.88%
	4	43	7	6	17
5 children	0.00%	0.41%	0.05%	0.16%	0.52%
	0	8	1	3	10
6 children	0.05%	0.31%	0.00%	0.05%	0.16%
	1	6	0	1	3
more than 6 children	0.05%	0.26%	0.10%	0.16%	0.41%
	1	5	2	3	8
Varies/ Other	0.36%	1.55%	0.21%	0.36%	0.26%
	7	30	4	7	5

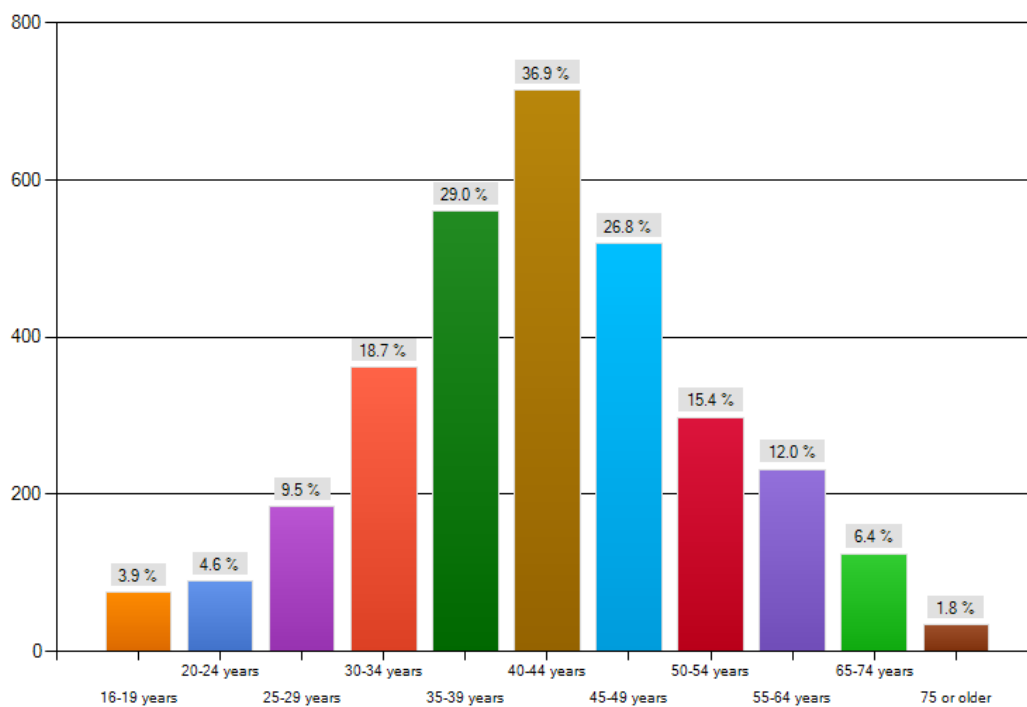
Almost half the respondents had care of children below the age of six. Only one in seven took part in activities with 16-18 year olds.

In what age ranges are the children that take part in your Family Activities? (tick as many as apply)



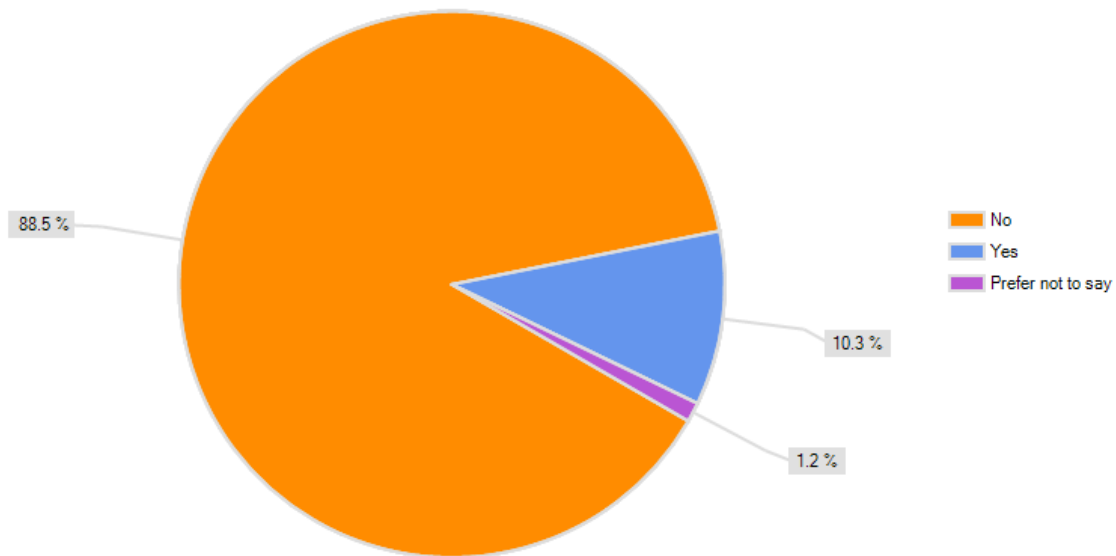
36% of the respondents family groups usually include an adult over the age of 50.

In what age ranges are the adults who usually participate in your family's activities? (tick as many as apply)



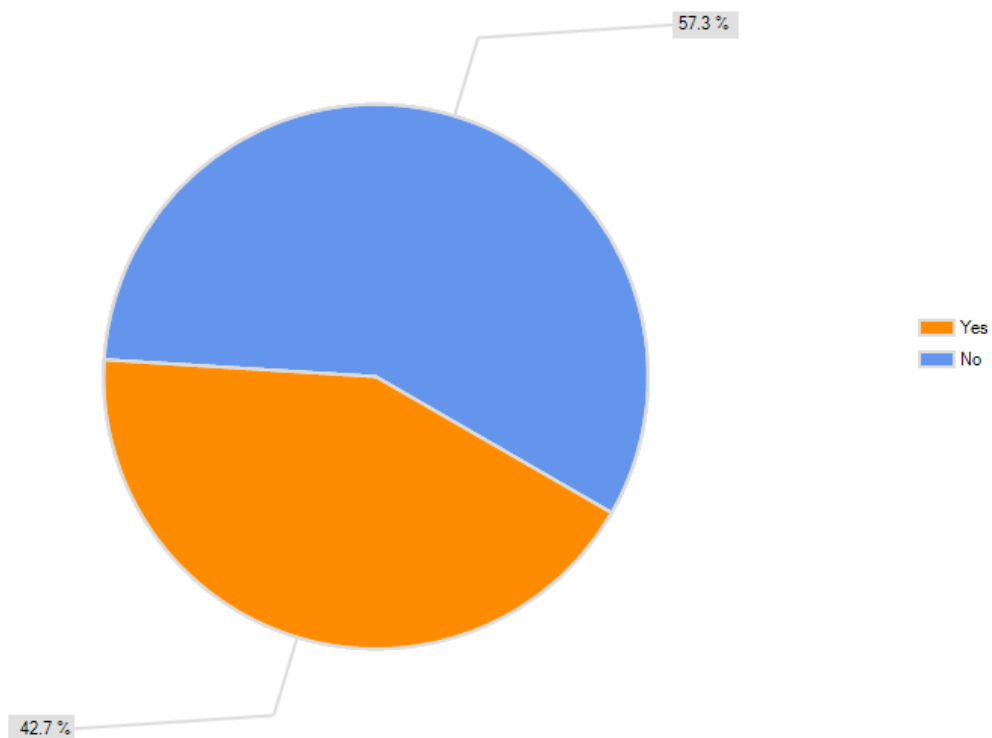
10% of respondents usually take part in family activities with someone who is disabled or requires additional support.

Are any of your party disabled or require additional support?



Less than half of respondents read a magazine on a regular basis

Do you read any magazines on a regular basis?



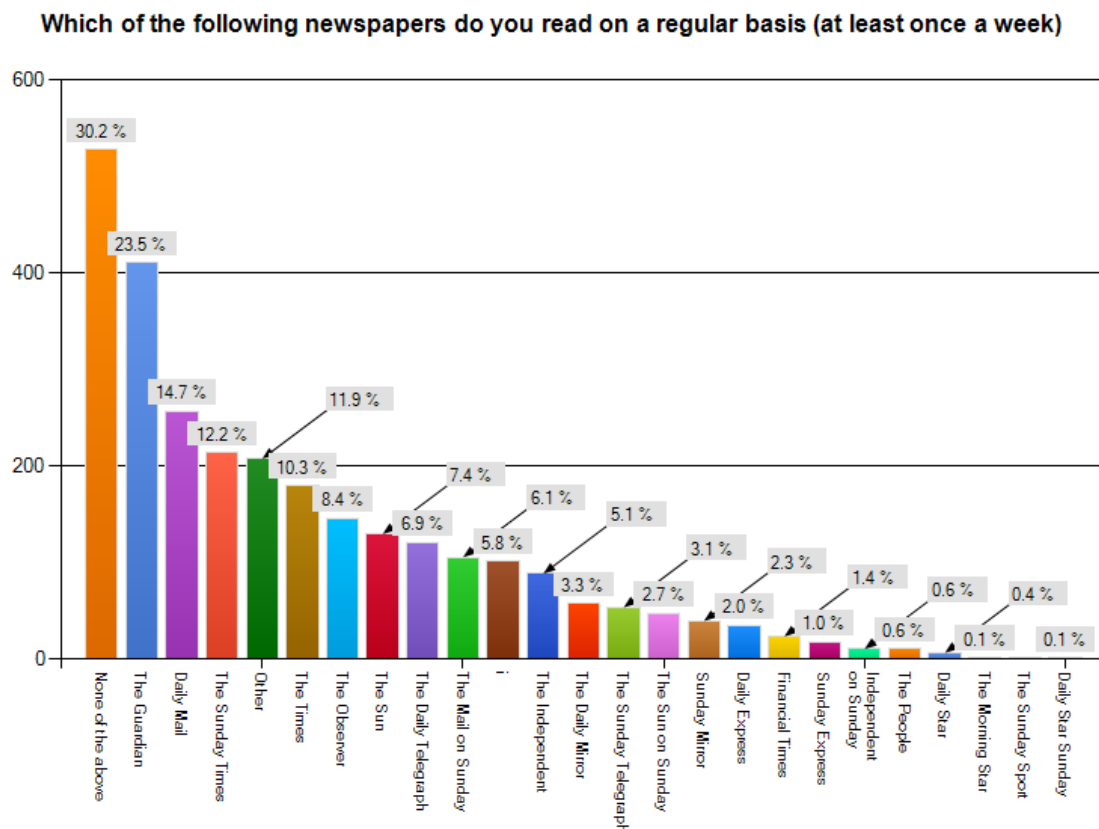
No publication was named by more than 53 respondents:

Red	2%	53
Good Housekeeping	2%	46
BBC Good Food	1%	34
Private Eye	1%	32
Grazia	1%	32
Empire	1%	27
Easy Living	1%	24
Radio Times	1%	23
National Geographic	0%	17
Economist	0%	17
Marie Claire	0%	16
Take a Break	0%	16
New Scientist	0%	14
Heat	0%	14
Hello	0%	14
Essentials	0%	13
Closer	0%	13
Ideal Home	0%	12
New Statesman	0%	9
Woman's Own	0%	9
Guardian Weekend	0%	9
Country Living	0%	8
Runners World	0%	7
Green Parent	0%	6

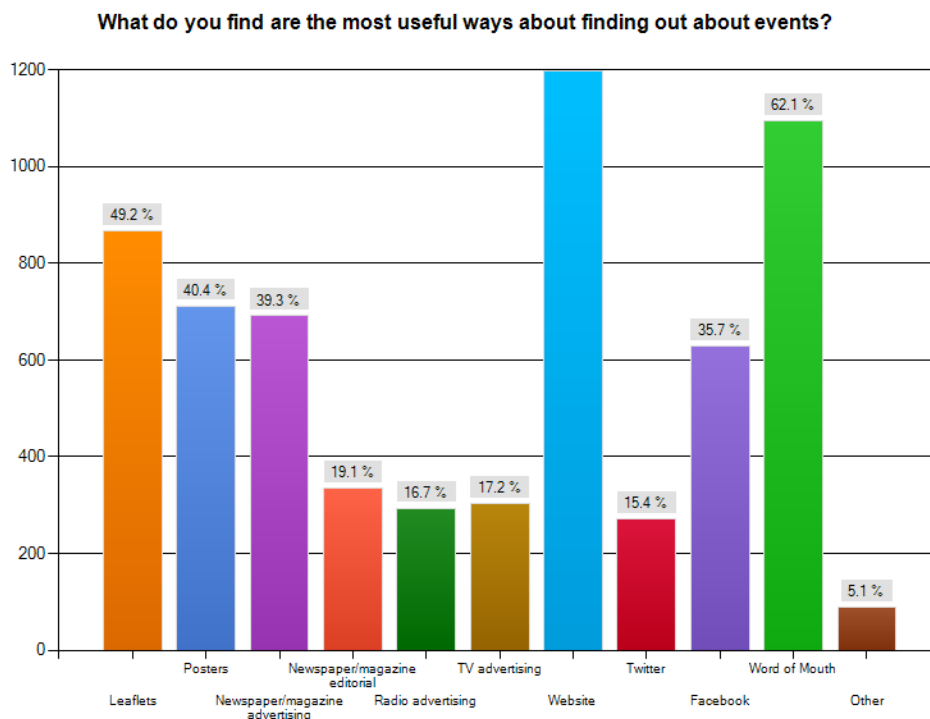
When asked what websites do you look at to find out about what is happening in your area, the most frequent response was a local website. Given the way sample was recruited, it is not surprising to find Mumsnet and Net Mums were the highest national websites

Local council, theatre, newspaper, blogs, etc.	20%	321
Net Mums/Mumsnet	16%	256
Google	12%	192
Individual Theatres	12%	189
Facebook	6%	109
National Trust	4%	68
BBC	2%	37
Ticketmaster	2%	36
Timeout	1%	27
Arts Centre	1%	18
Guardian	0%	14

The National Readership Survey estimate 2.8% of adults read The Guardian, compared to 23.5% of our sample.

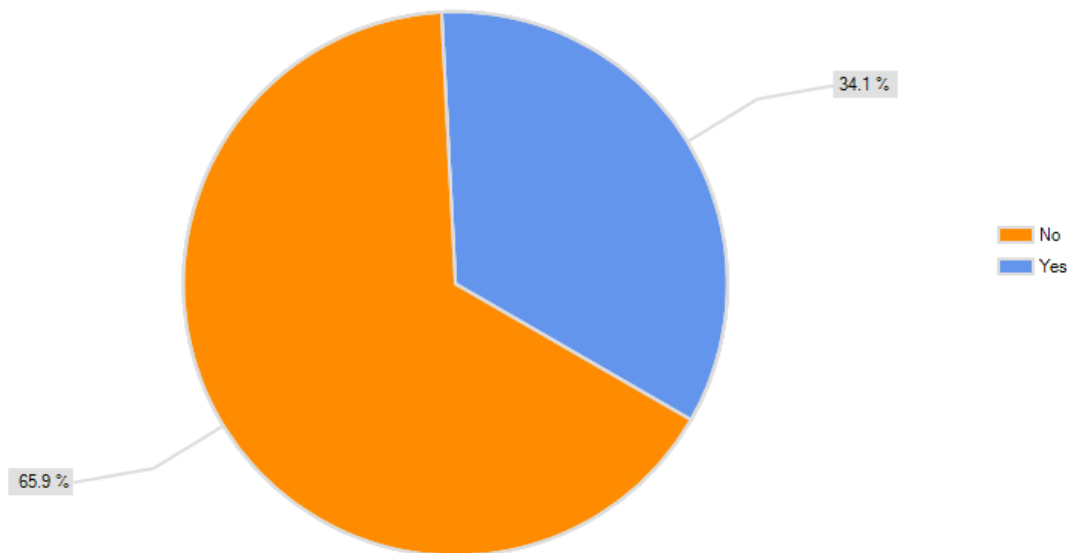


Again given the sample and the survey method, it is not surprising that 68% of respondents stated websites were one of the most useful ways of finding out about events. Over one-third also cite Facebook.



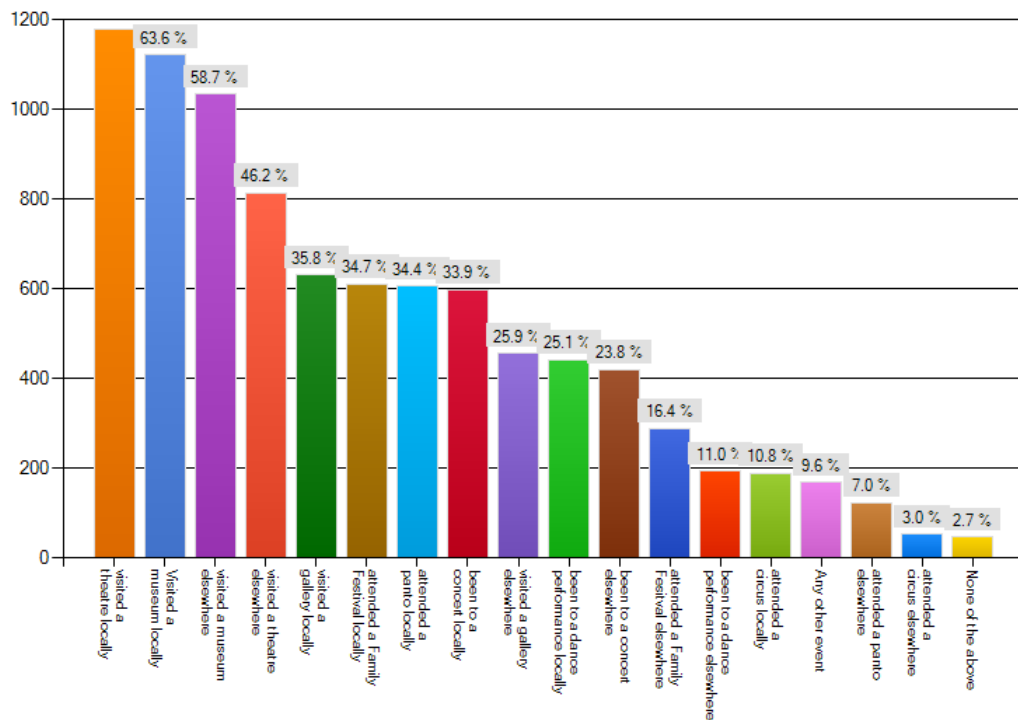
A third of respondents are part of a parenting group or network

Are you a part of any Parent group(s) or network(s)?



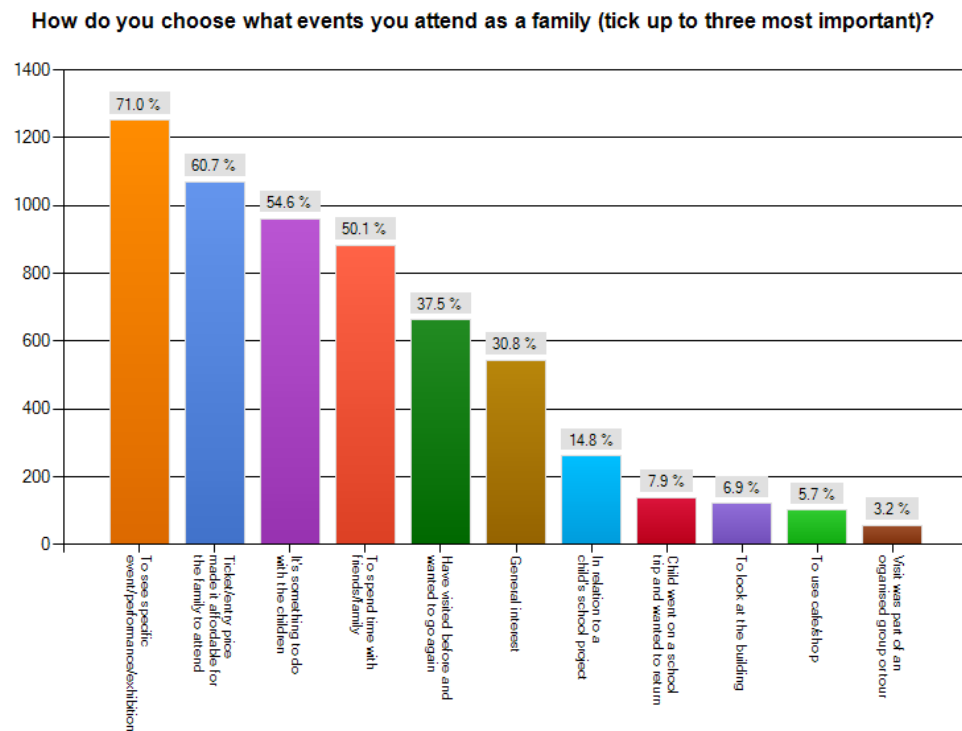
The sample is more engaged in the arts than the adult population as a whole. Taking Part data for 2010/11 shows that 29% or over 16s have visited a theatre event in the last 12 months. 67% of our sample report that they have attended a theatre locally in the past 12 months.

Which of the following activities have you done with your family in the last 12 months?

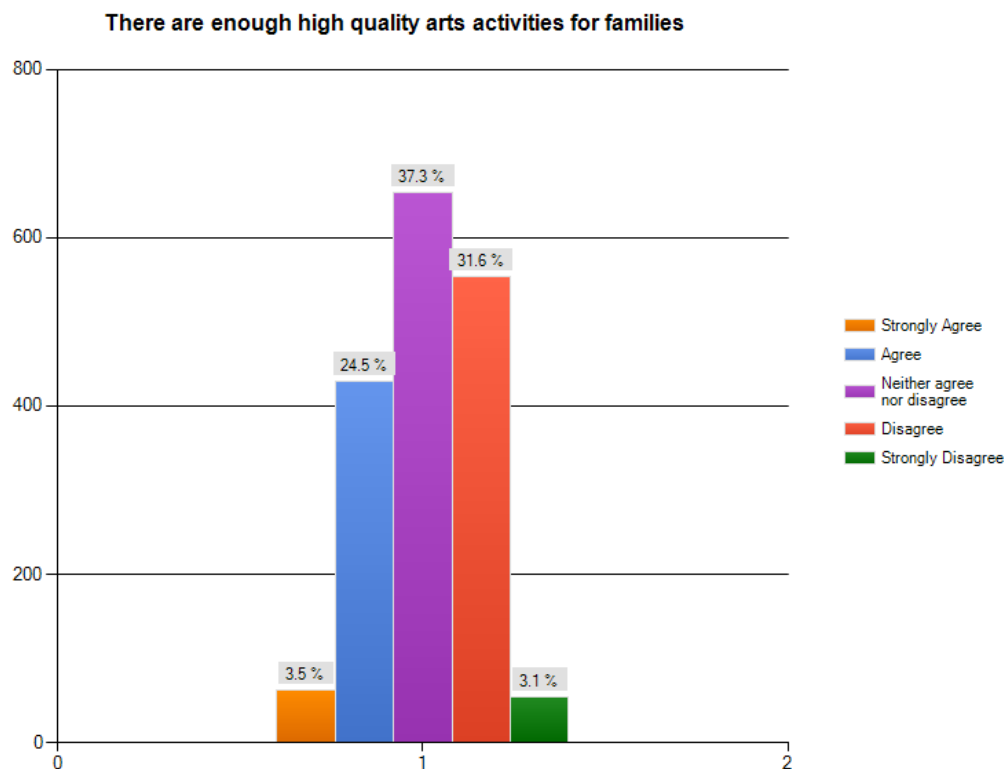


Attitudes and levers for family respondents

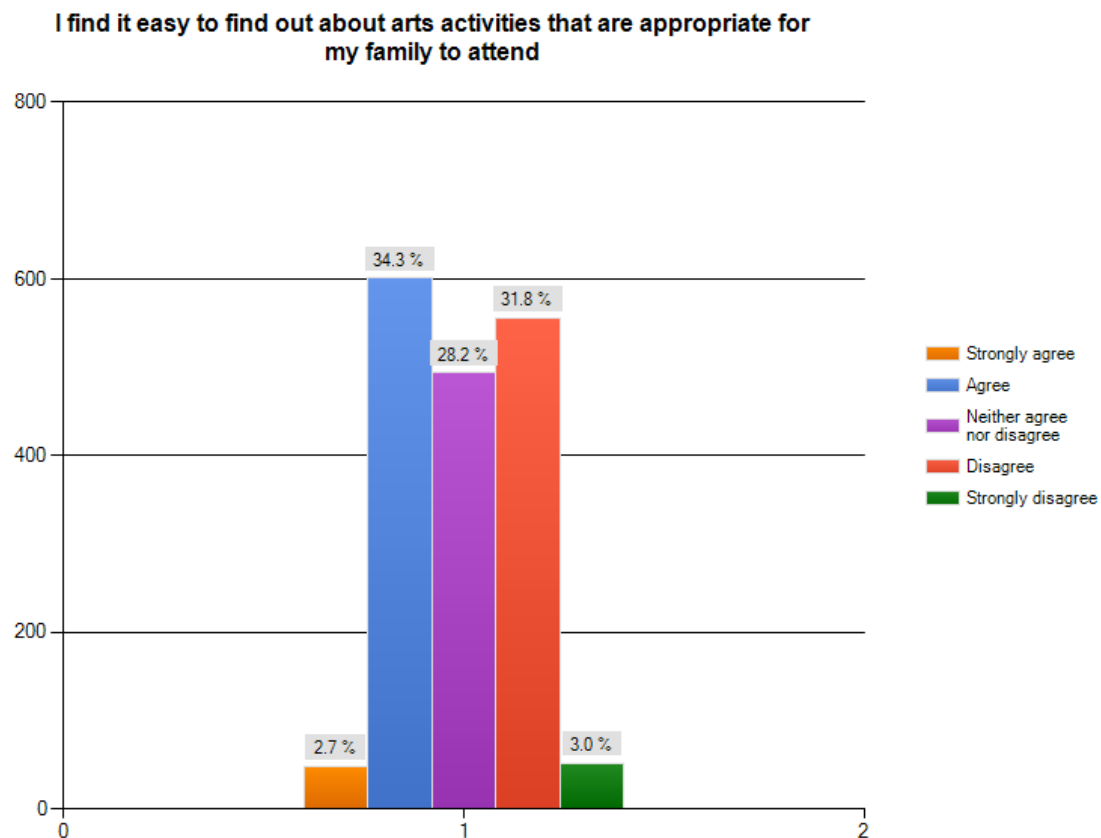
For the majority of respondents, affordability, an opportunity to engage with children and family and the activity itself are key factors in decision-making process when choosing events to visit.



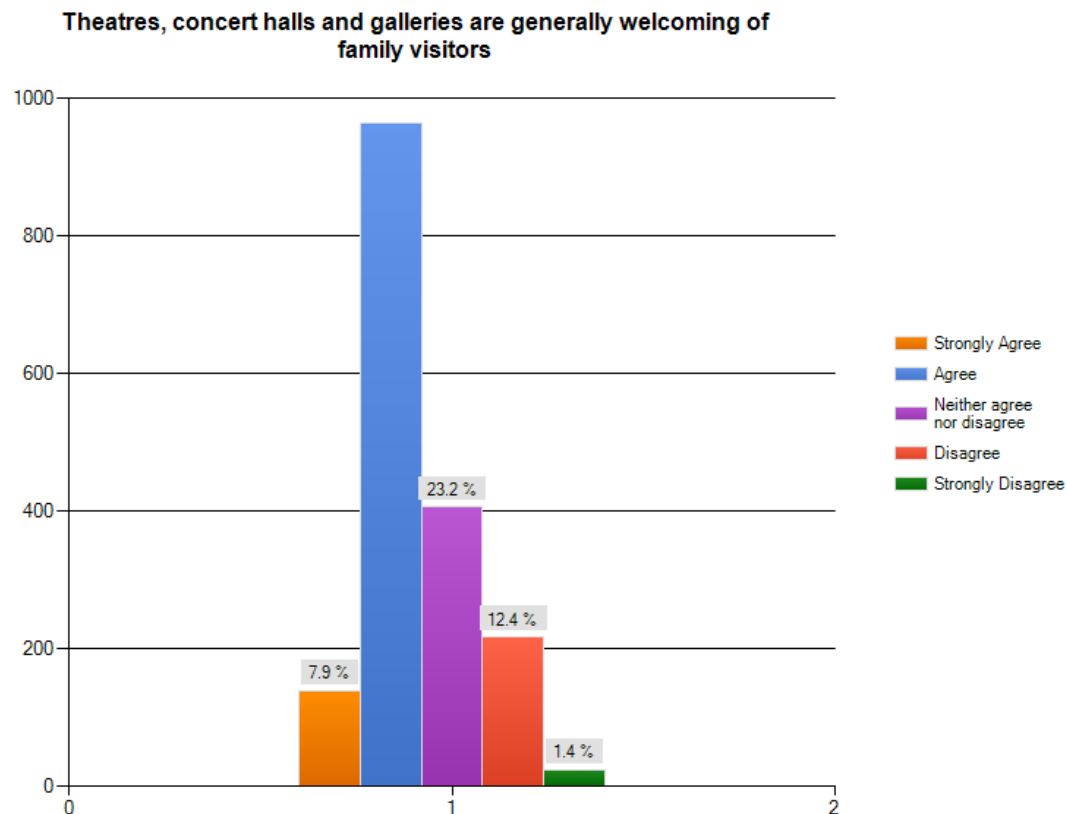
Only 3.5% of respondents strongly agreed that there are enough high quality arts activities for families. More respondents were inclined to disagree with the statement than agree with it.



35% of respondents disagreed or strongly disagreed that they find it easy to find out about appropriate arts activities

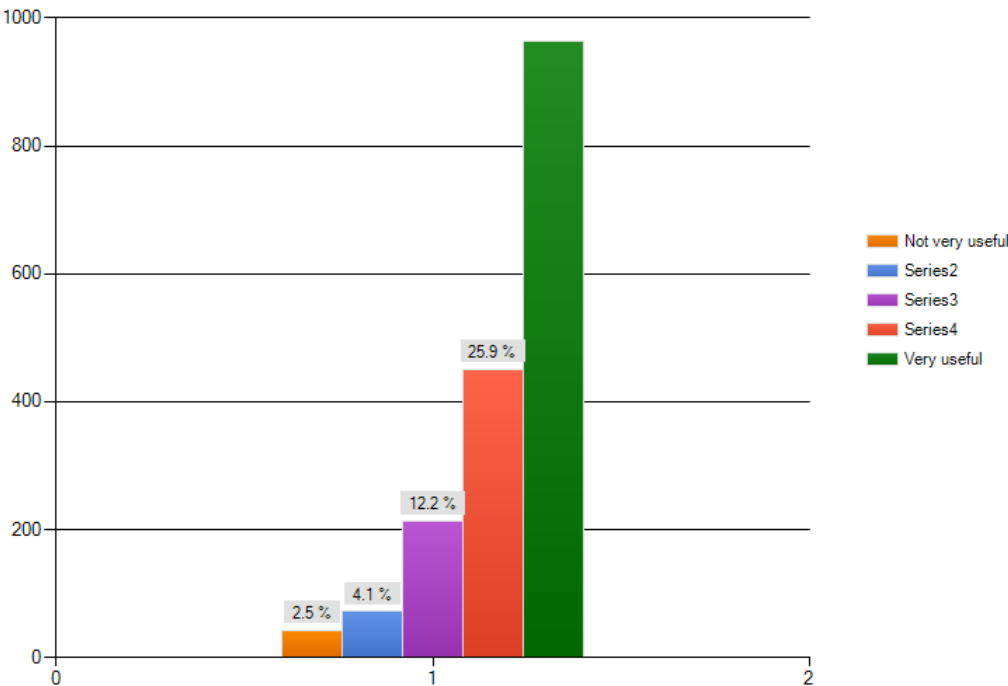


The majority of respondents agreed (55%) or strongly agreed (8%) that arts venues are generally welcoming, but over one in seven respondents disagreed or strongly disagreed.



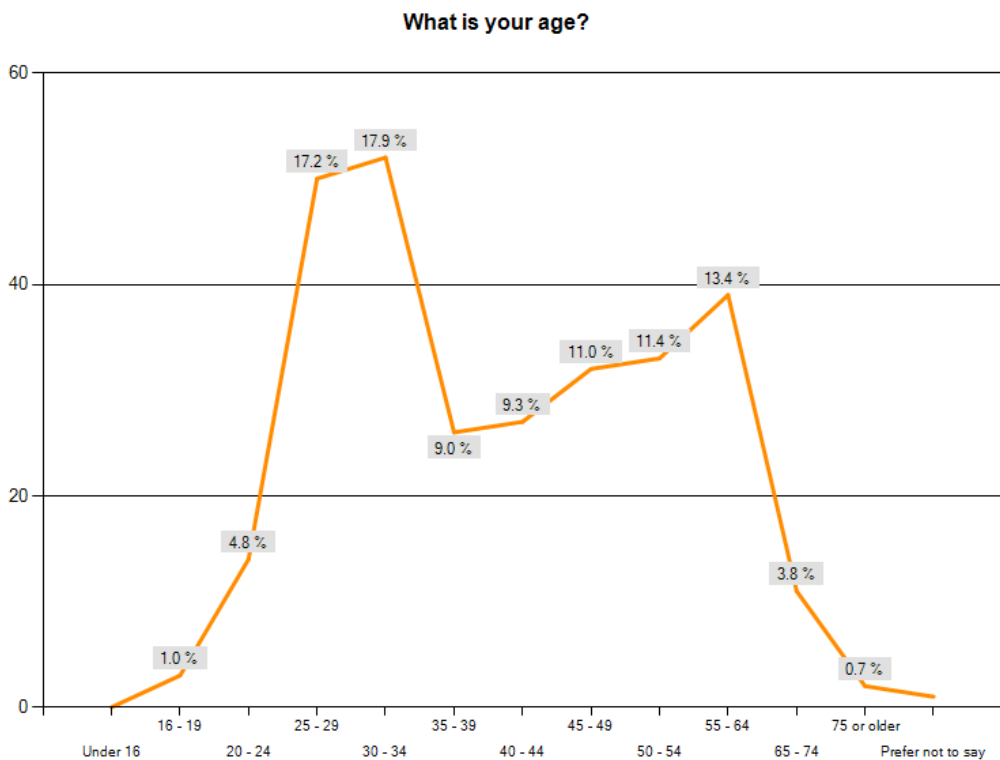
Over 55% of respondents said they would find a national website very useful.

If we were to create a website which had a search function that would enable you to find out what family friendly events were happening anywhere in the country, how useful would you find such a website?

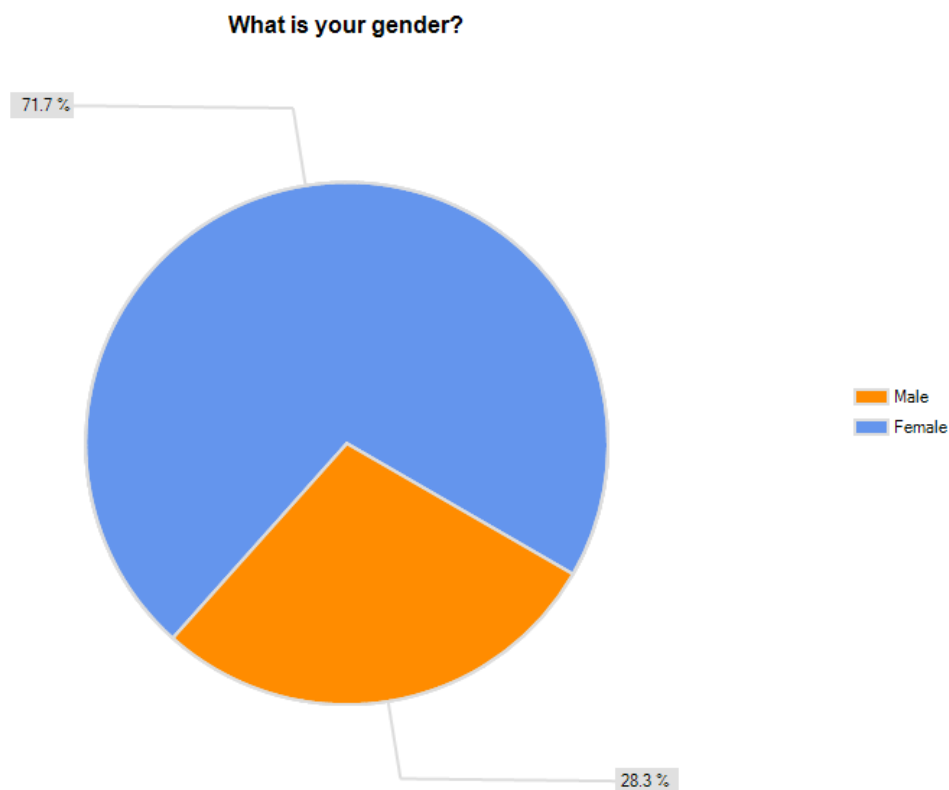


Organisations – respondents’ demographics

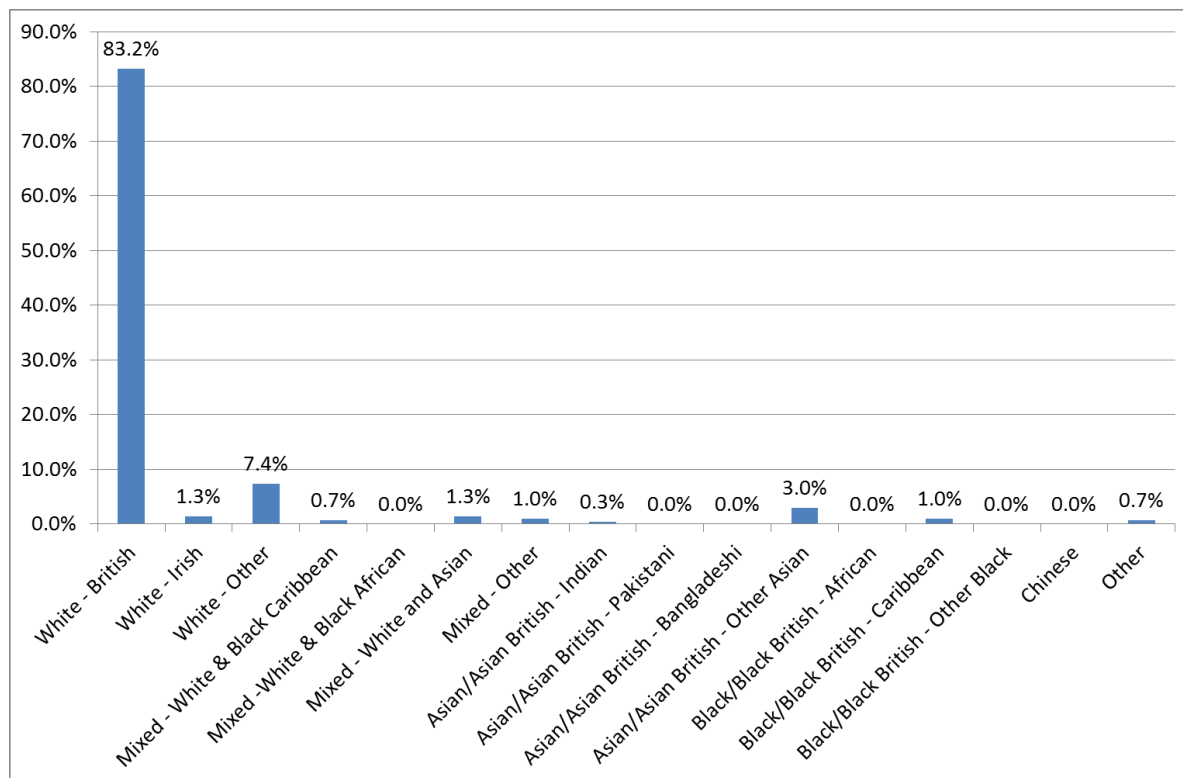
There was a good response from arts professional in early, mid and later career. 50% or respondents were under 40 and 50% were 40 or older.



More than two-thirds of respondents were female.

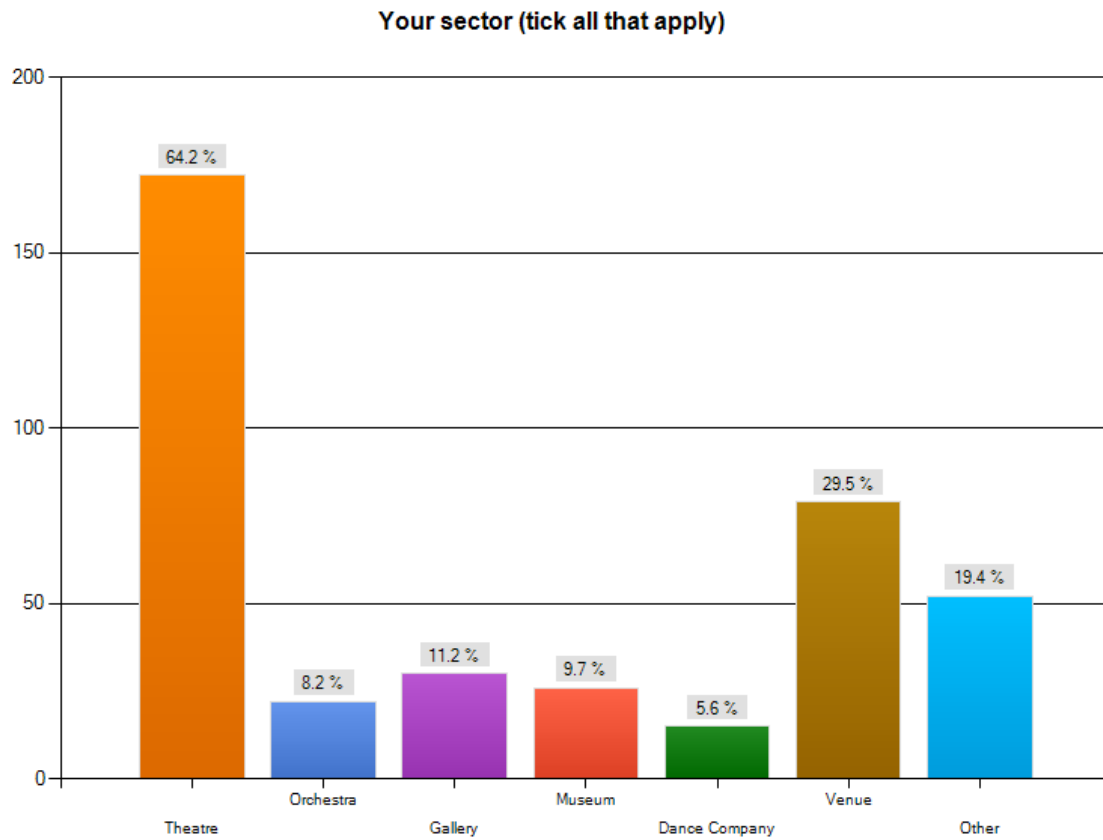


16.8% of respondents were other than White British. The majority of these were White – Irish or White – other.

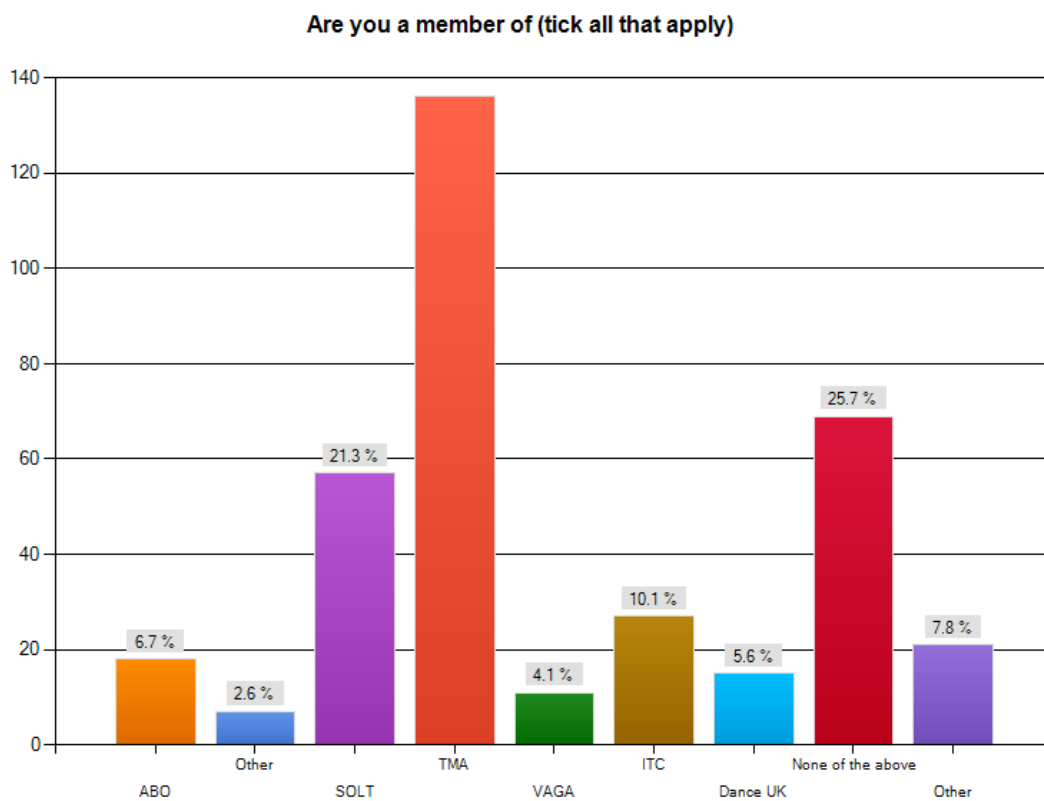


Responding Organisations' Characteristics

Most organisations classified themselves as being theatres.

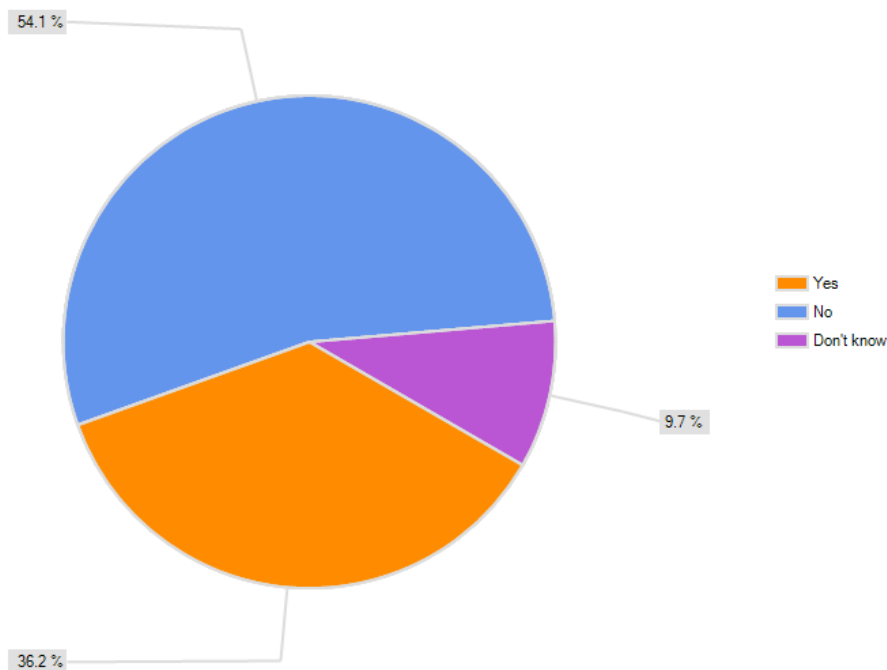


51% of respondents stated they were members of the TMA. Over a quarter did not believe they were a member of the partner organisations.



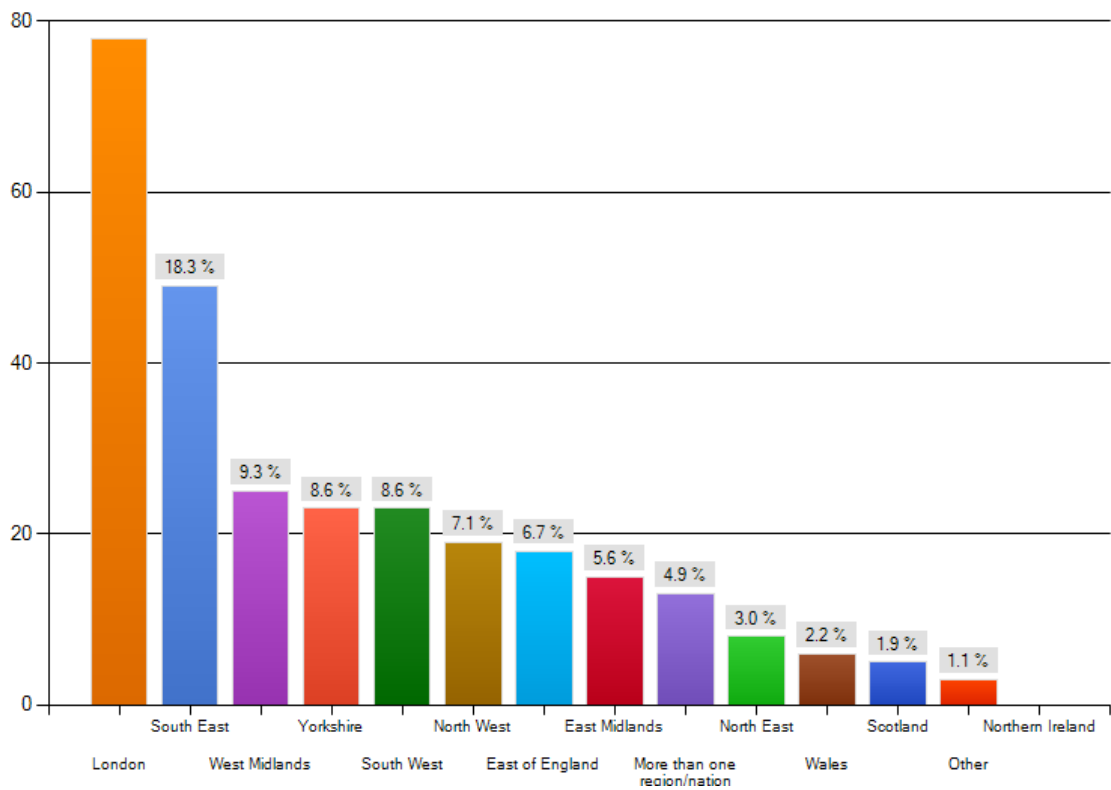
At least 36% were ACE NPOs. This figure could be higher as 10% or respondents were unsure of their status.

Are you an Arts Council England National Portfolio Organisation?



29% of respondents were London based, reflecting the concentration of artistic activity around the capital.

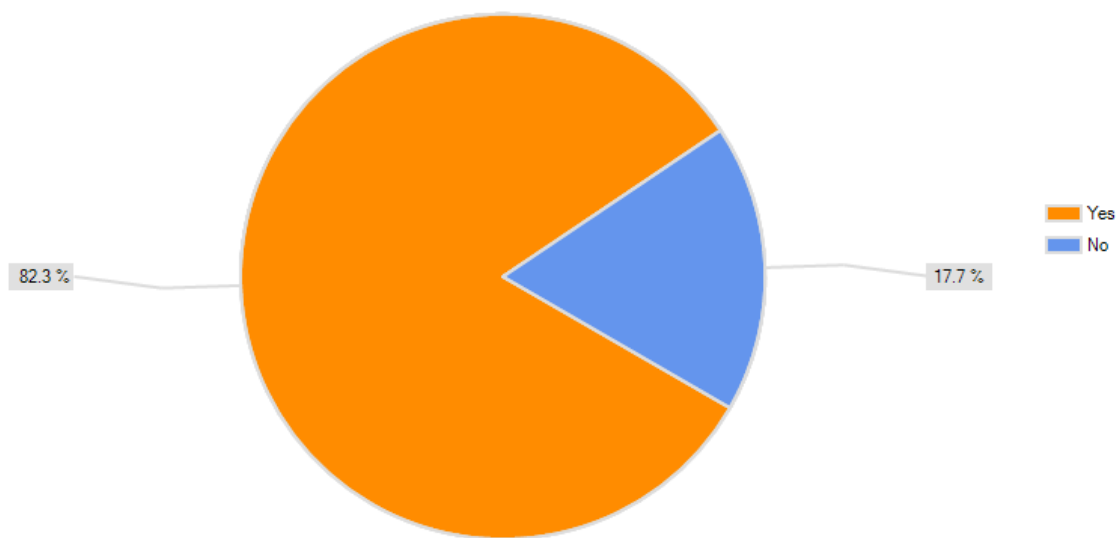
In which region/nation are you located?



Organisations' current Family Friendly activities

More than four out of five respondents did run what they considered to be Family Friendly specific arts activities.

Do you currently run specific Family Friendly activities/performances/exhibitions?

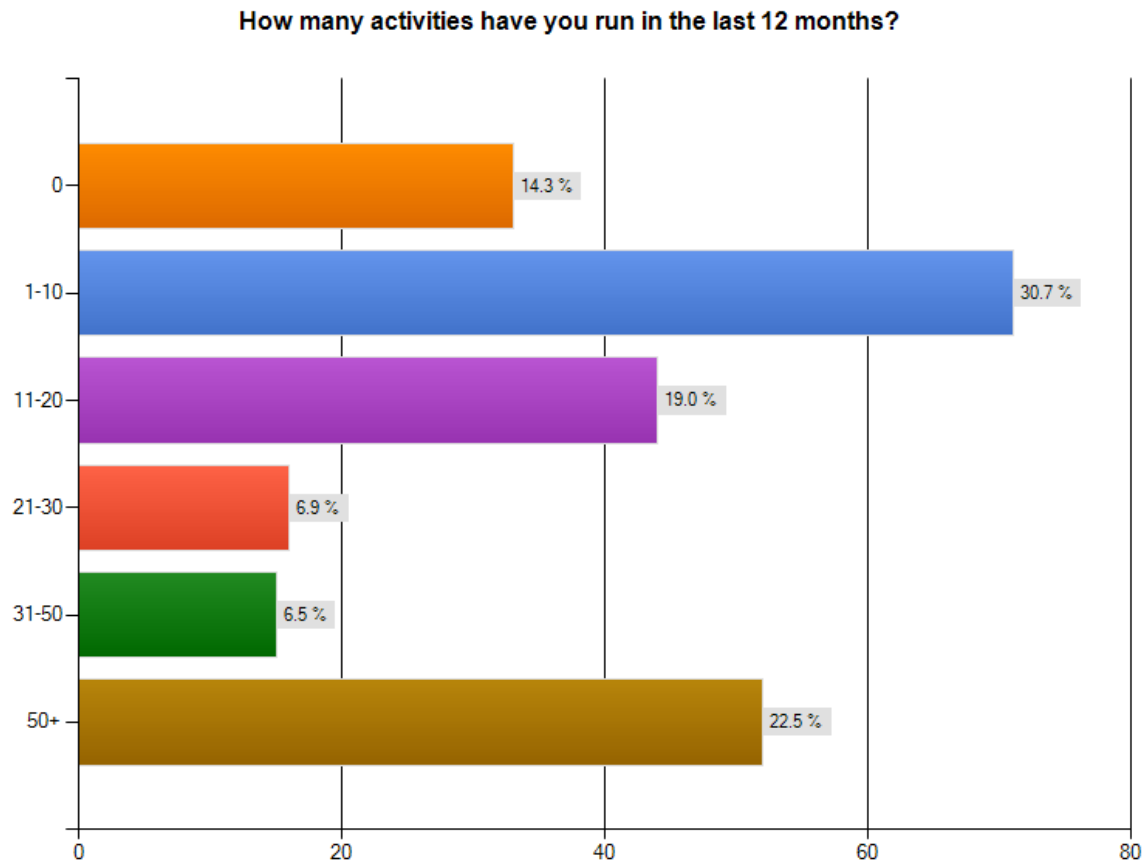


The responsibility for creating family friendly programmes was spread widely around organisations.

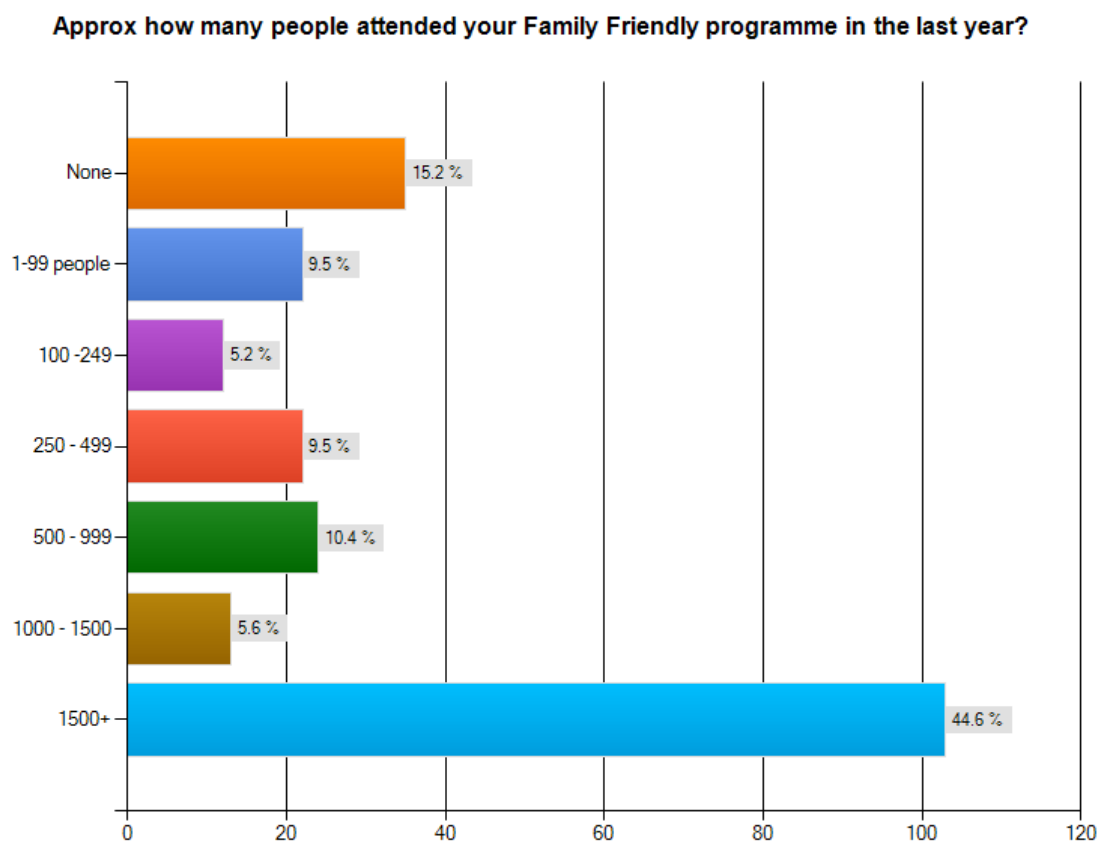
Which Department (or departments) has responsibility for creating your Family Friendly Programme?

Learning/Creative Learning	24%	57
Programming	18%	42
Education	17%	41
Marketing	15%	37
Community	3%	7
Arts Team	2%	6

Half the respondents had run 1-20 activities in the last 12 months, while almost a quarter had run over 50.

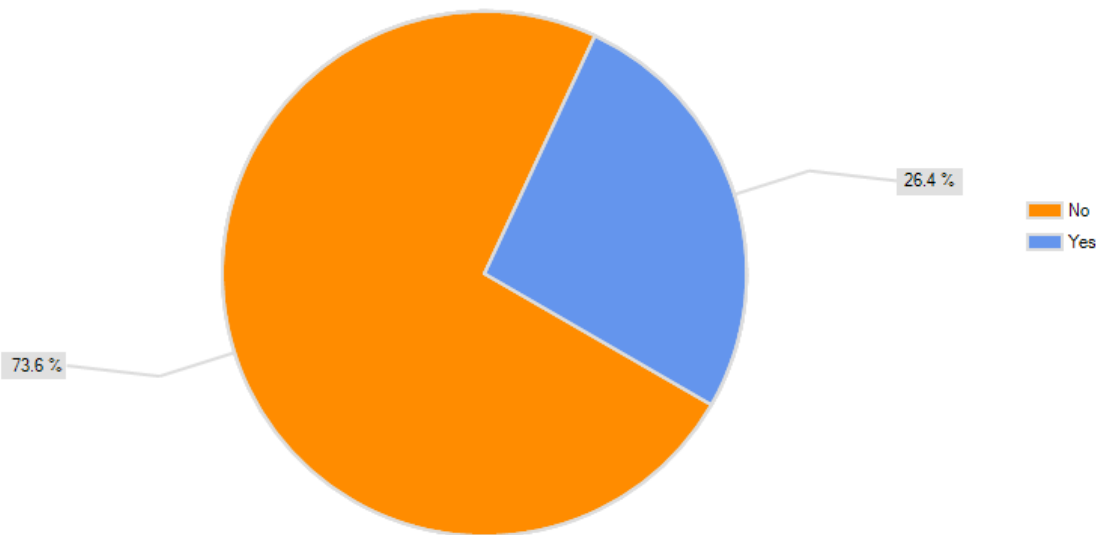


Almost half of respondents reported attendances of over 1,500 at family friendly activities last year.



Only a quarter of respondents chose a particular time of year to programme family friendly activities.

Do you run your family friendly activities at a specific time of the year? (e.g. summer holidays)

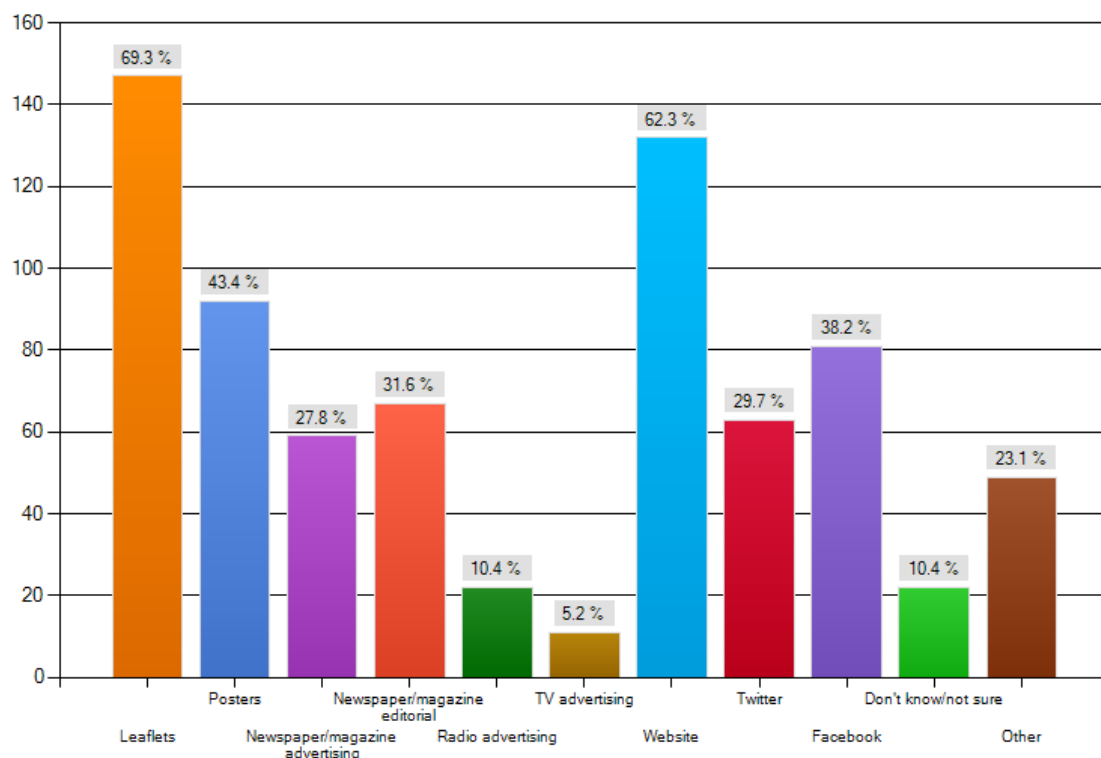


Of those, just over a half chose the summer or Christmas as times to programme

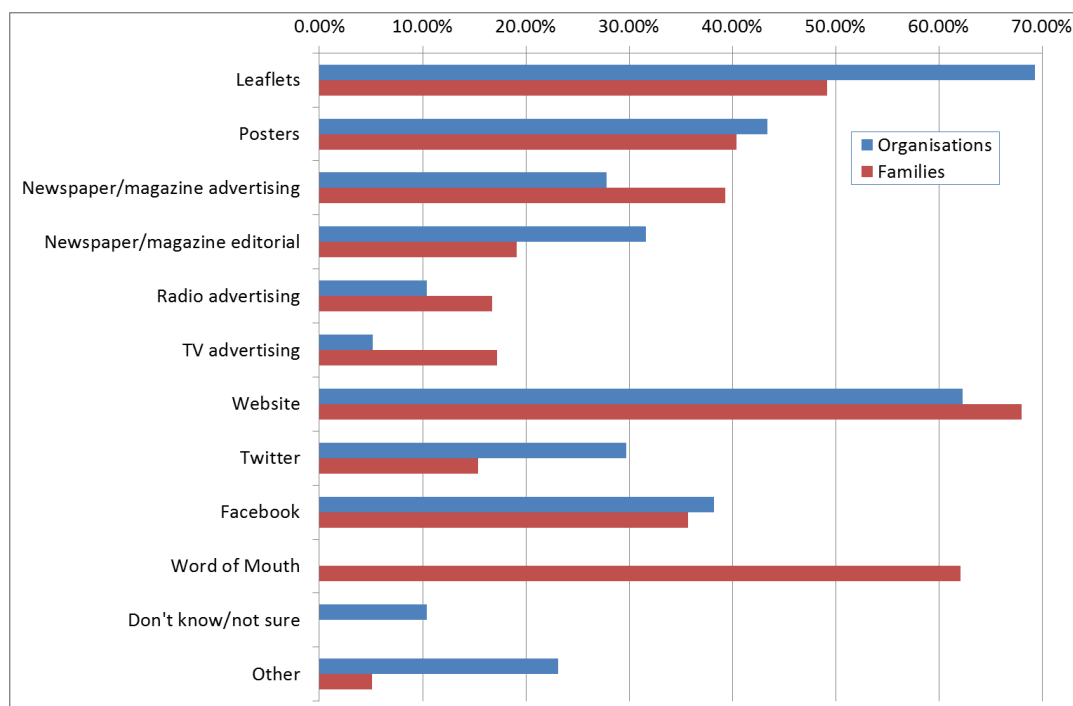
Summer	31%	18
Christmas	21%	12
Half Terms	19%	11
School Holidays	19%	11
Kids Week	3%	2
Seasons	3%	2
Autumn Spring	3%	2

Traditional print materials along with websites and social media were seen as the most effective channels by organisations.

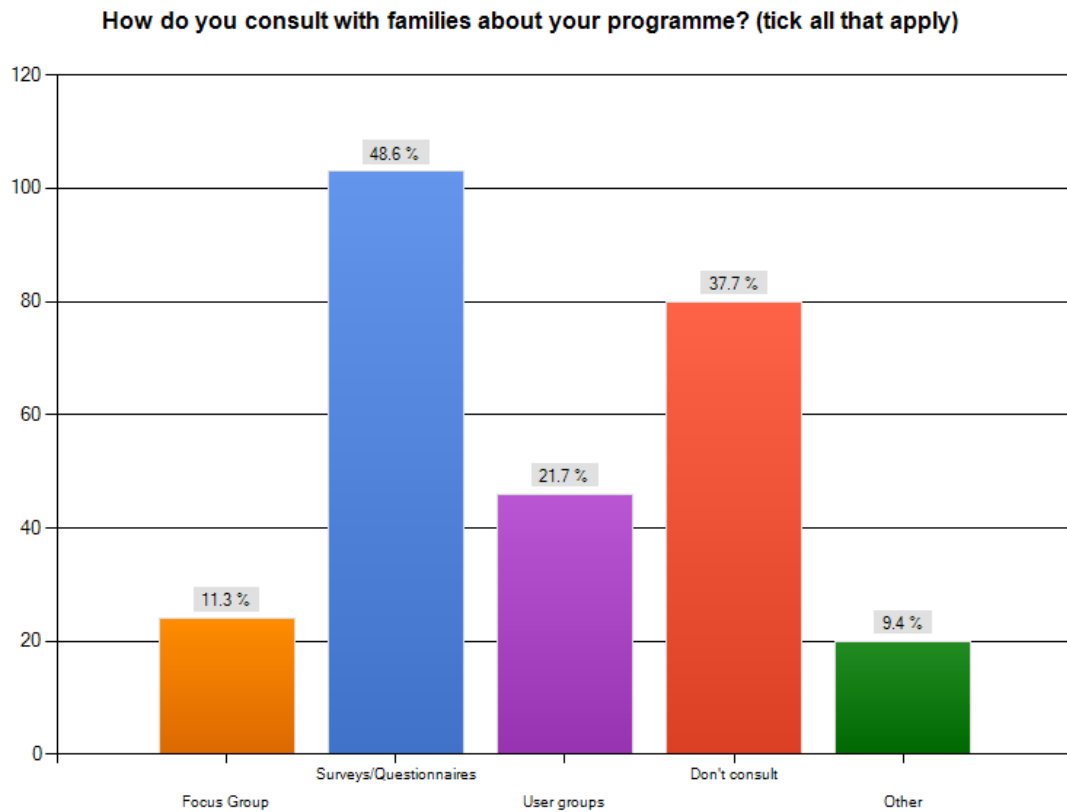
What do you find are the most effective channels for marketing your activities to families?



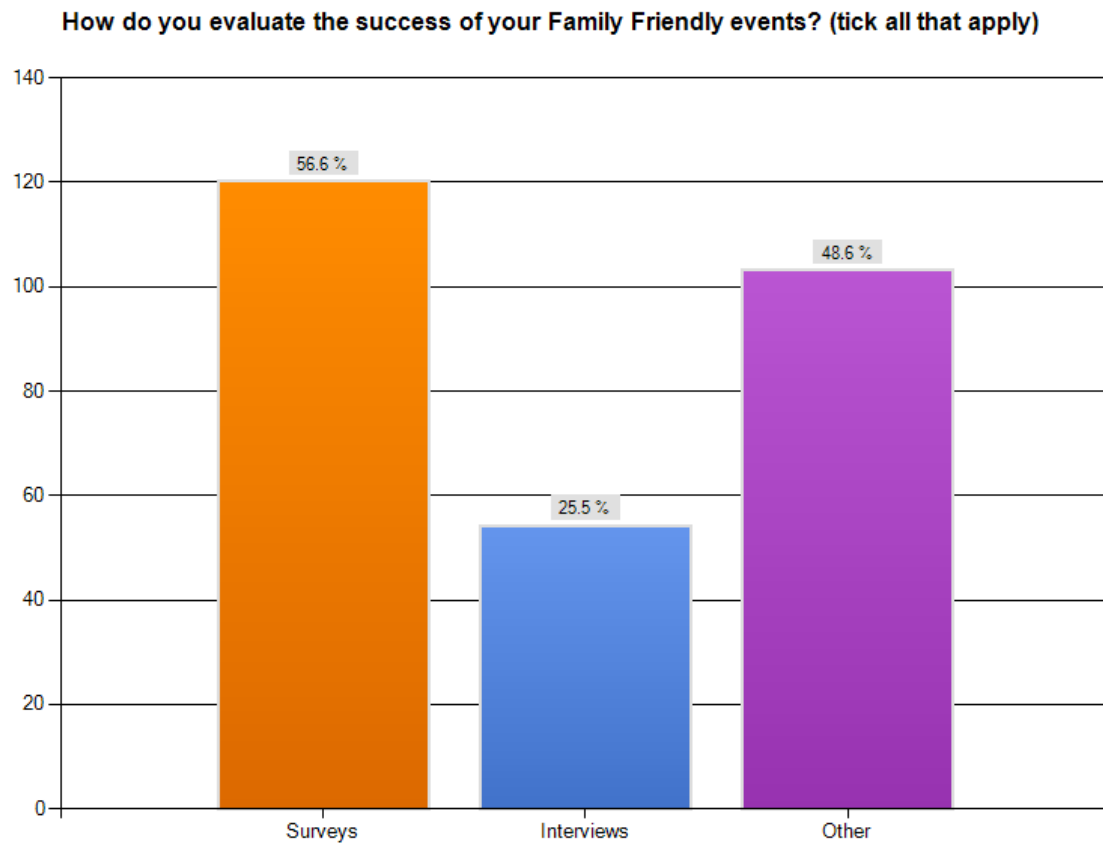
Comparing the responses of families and organisations on what channels are best, there are some clear differences. It is perhaps not surprising that this (online) survey sample find websites more useful, but less than 15% of them consider Twitter to be an important channel compared to 30% of organisations.



More than a third of respondents stated they did not consult with families. Less than a third run user groups or focus groups.

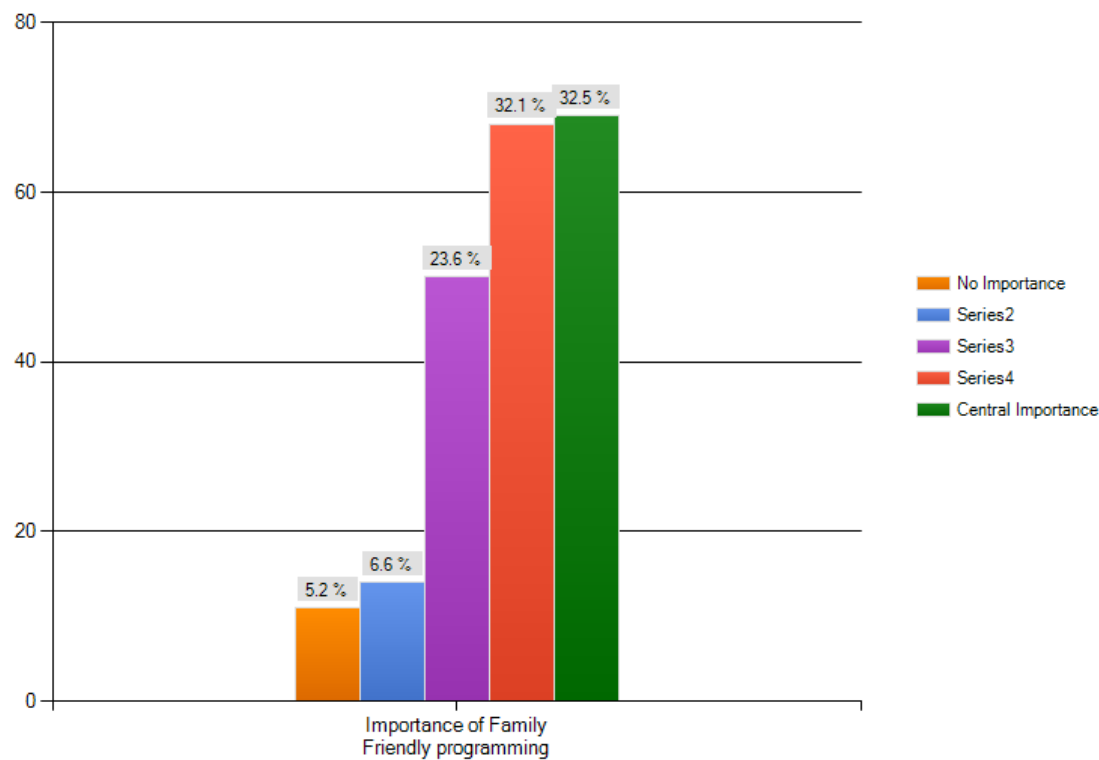


Of those who responded 'other' to how they evaluate success, most were word of mouth/anecdotal evidence.



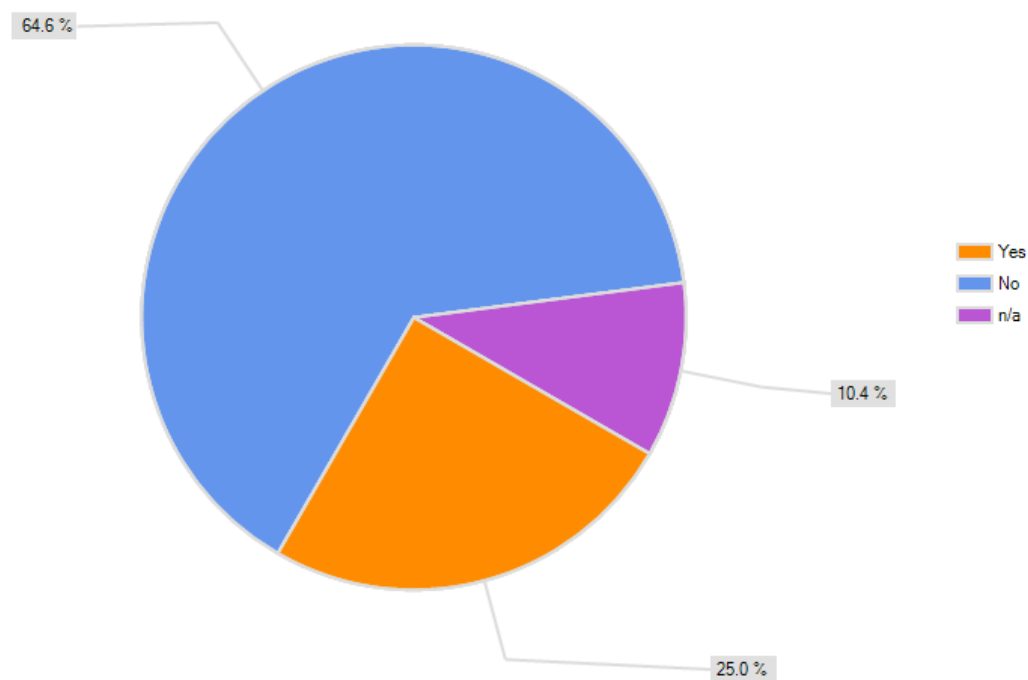
Our respondents were largely from organisations that already place a high priority on family, with two-thirds stating it was of central or close to central importance.

To what extent do you regard Family Friendly events as an important part of your programming?



Only a quarter use any specific branding to identify their family friendly activities.

Do you currently use any specific branding for Family Friendly activities?

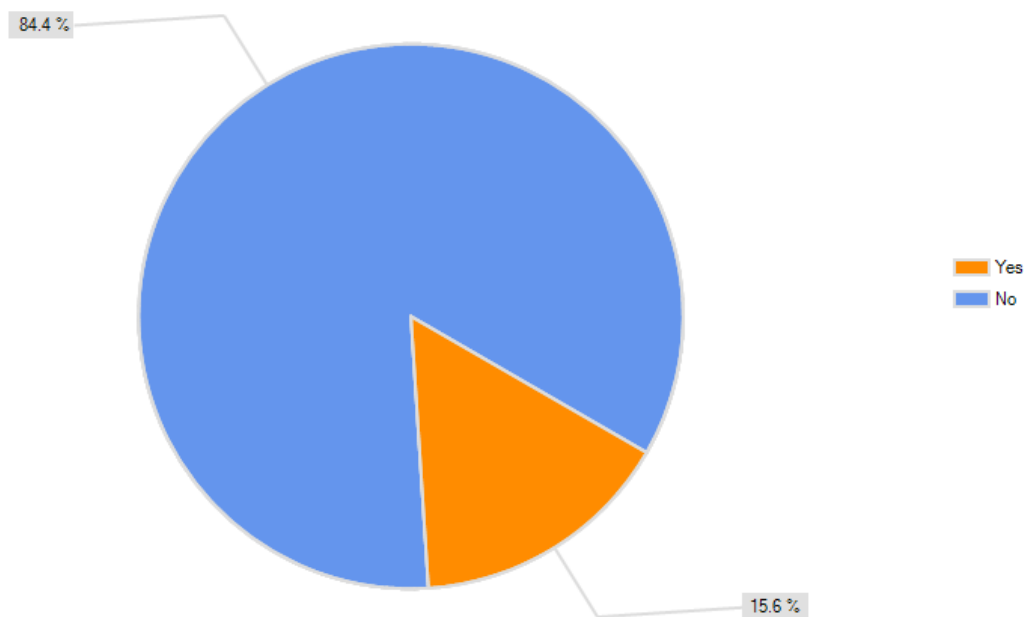


Of those 25% who do say they use some branding, an analysis of what they are using shows that many misunderstood the question and that the AAA/ACE branding is only being used by 2% of respondents:

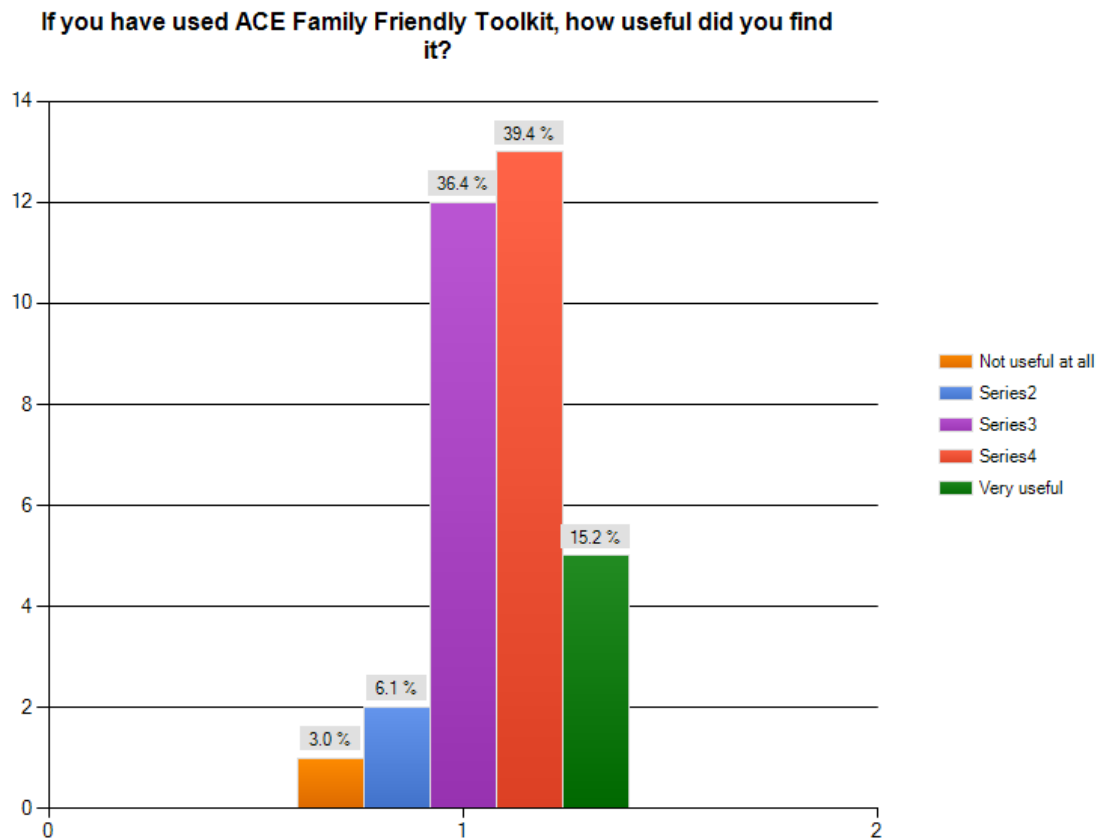
	% branding users		% all respondents
Organisation's Own logo	8	28%	3%
All About Audiences/ACE Family Friendly logo	6	21%	2%
Misunderstood question/response unclear	9	31%	3%
Other	6	21%	2%

Only 16% state they have used Arts Council England's Family Friendly toolkit

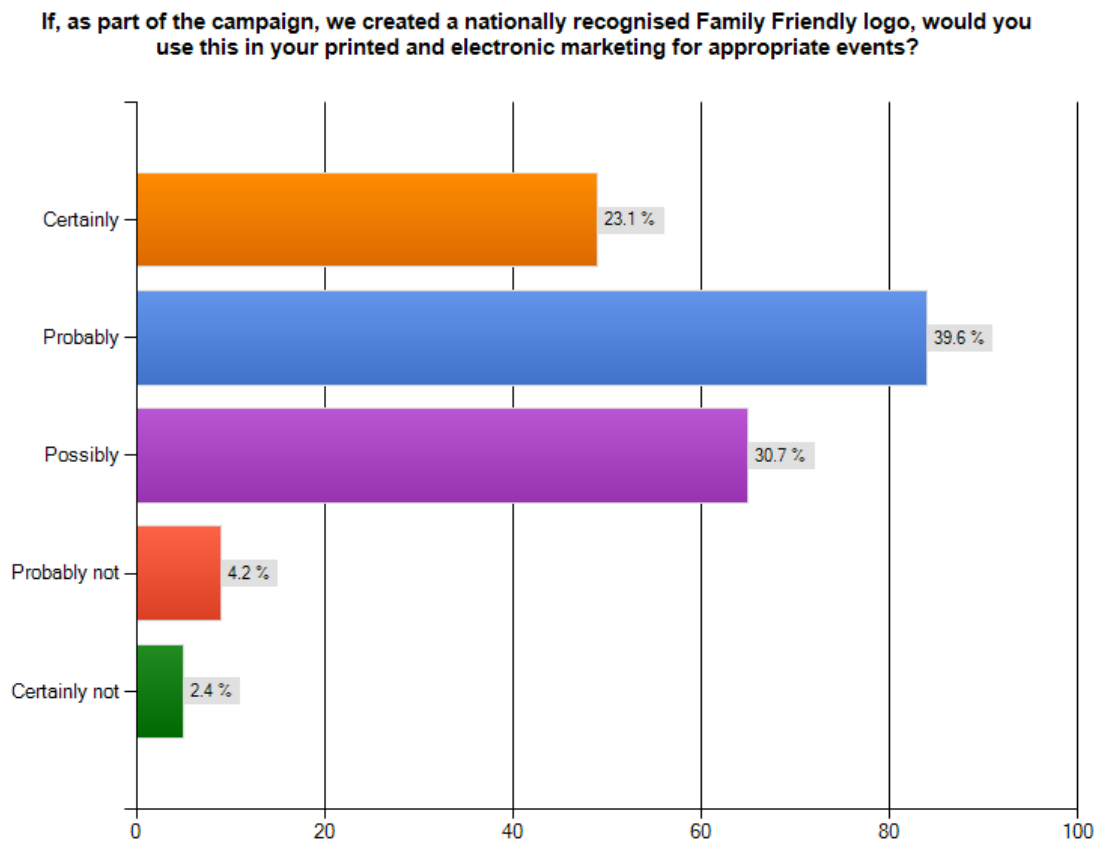
Have you used the ACE Family Friendly Toolkit?



Most respondents have used the toolkit found it moderately useful.



Over 60% certainly or probably would use a nationally recognised Family Friendly logo.

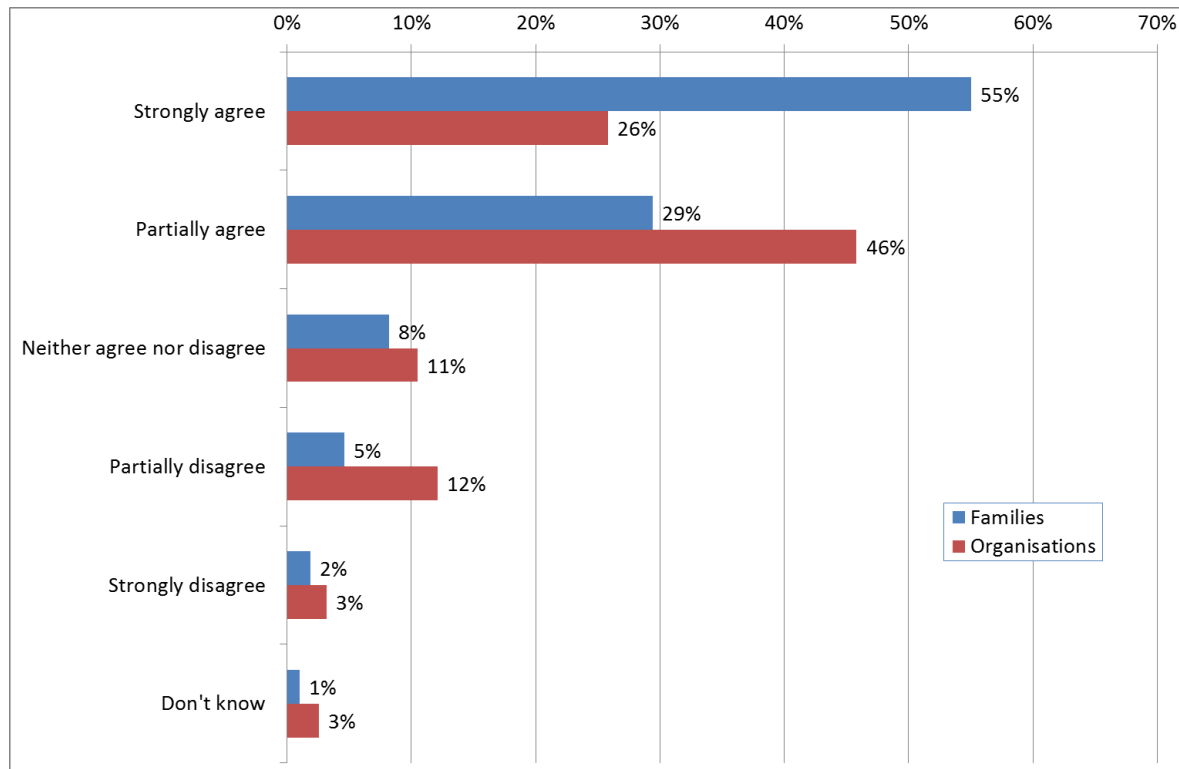


Families and Organisations comparable response to proposals

We presented both families and organisations with some background information about different proposals for the campaign and asked them to give their views.

Families were far more strongly in support of the notion of an annual focus on family arts activities, although 72% of organisations strongly or partially agreed.

Do you think that there is a need for a focus on Family Friendly Activities at a specific time of the year?



Families were asked what they thought would be particularly good and bad times. Over 50% said the holidays, with almost a third specifically stating summer.

Good

Summer Holidays	27%	446
School Holidays	23%	380
Easter	14%	226
Half Term	10%	170
Christmas	8%	136
Winter	3%	58
Spring	1%	23
Autumn	1%	22
July or August	1%	19

Bad

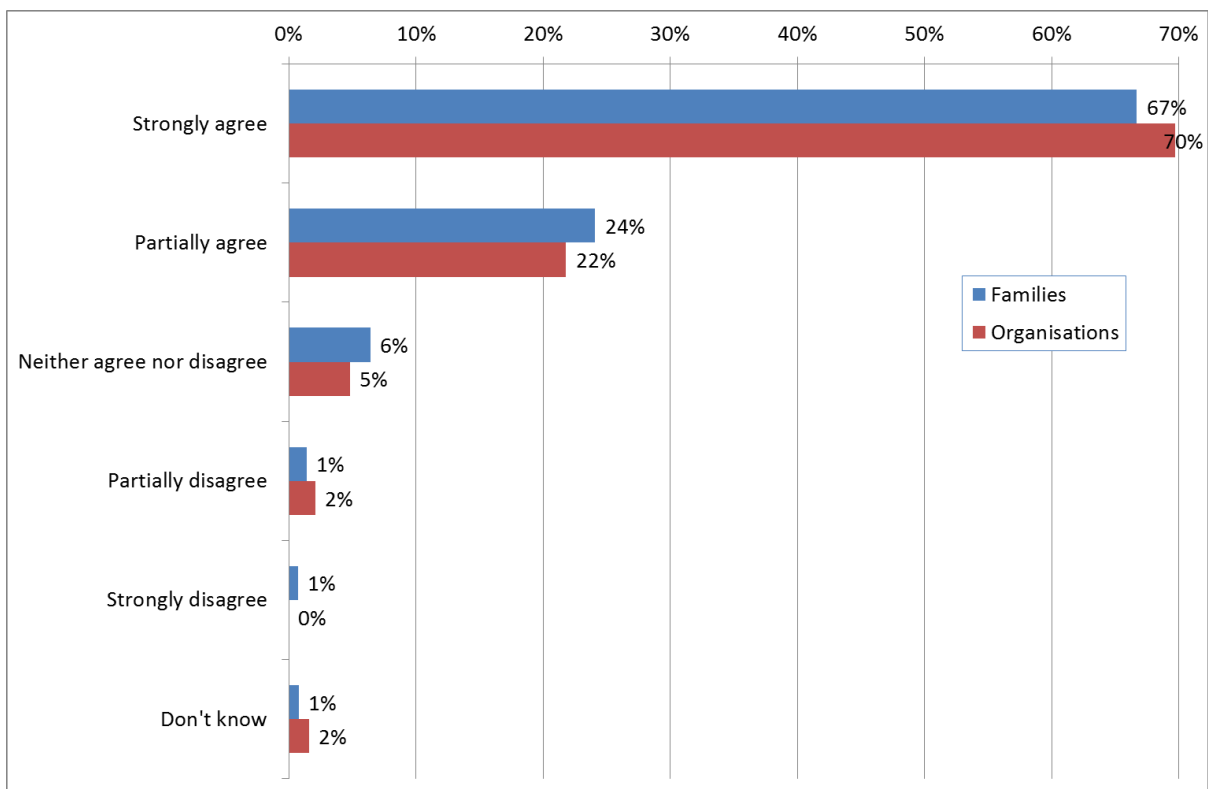
Christmas/Xmas	28%	377
Term	14%	187
Summer	5%	70
Winter	5%	67
Exam	3%	51

We asked respondents to share their thoughts on the idea of enlarging Kids Week so it is a) national and b) includes galleries, music and dance.

Summary of responses

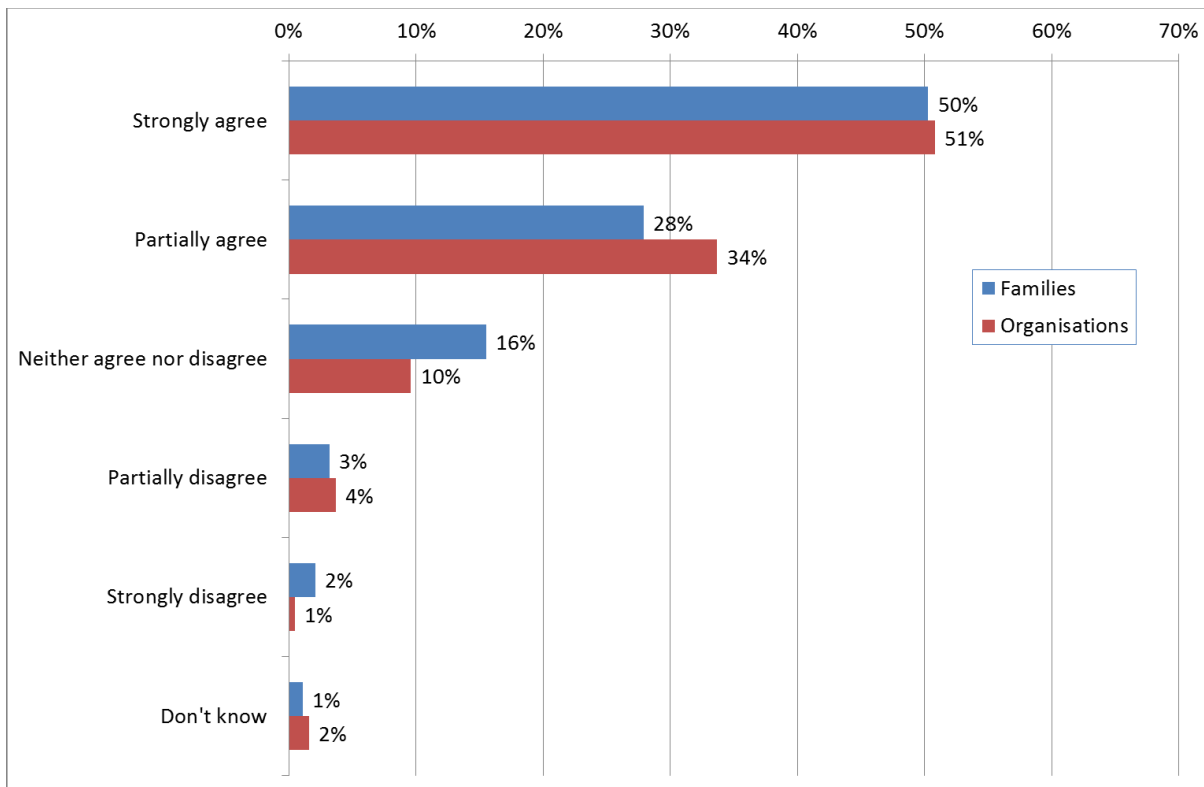
There was very strong support for work to encourage those who do not currently engage in the arts

Do you agree that there is a need for more opportunities for family groups who do not take part in arts activities to try out different family friendly activities including theatre, concerts, dance performances and visits to galleries?



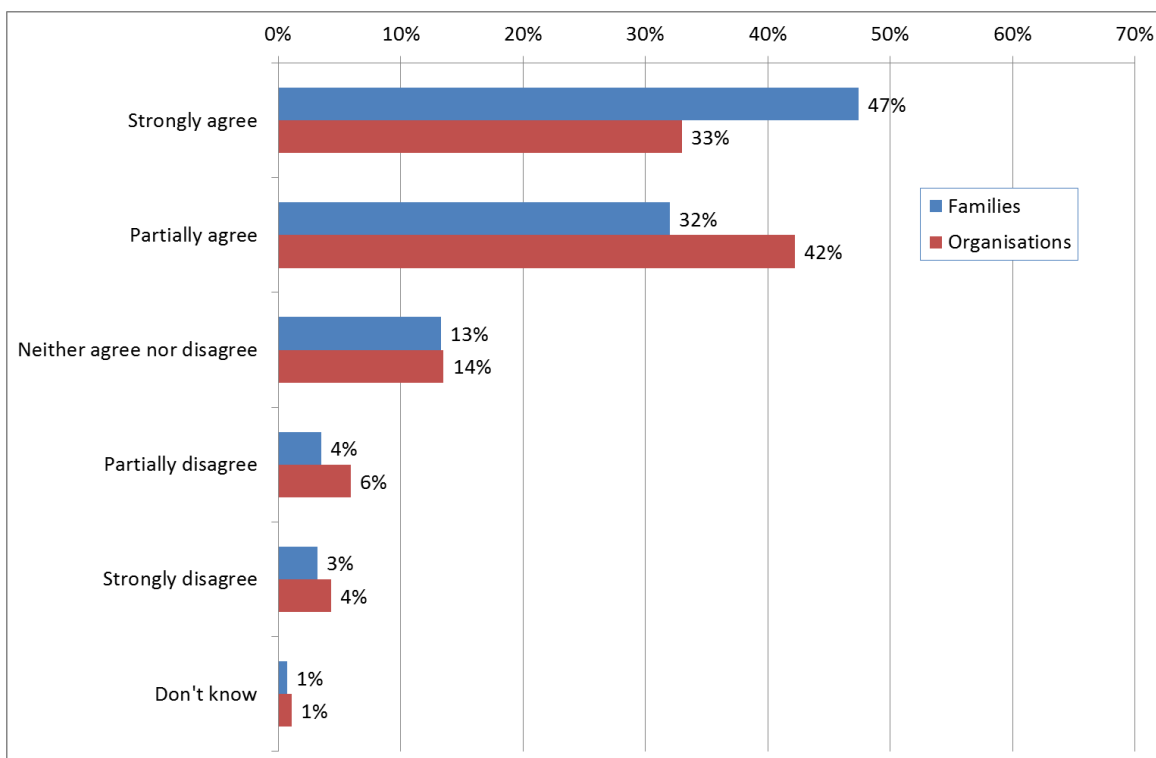
There was widespread, although less support for the notion of creating more work for older and younger people to enjoy together.

Do you agree that there is a need to create work for older people and young people to enjoy together?



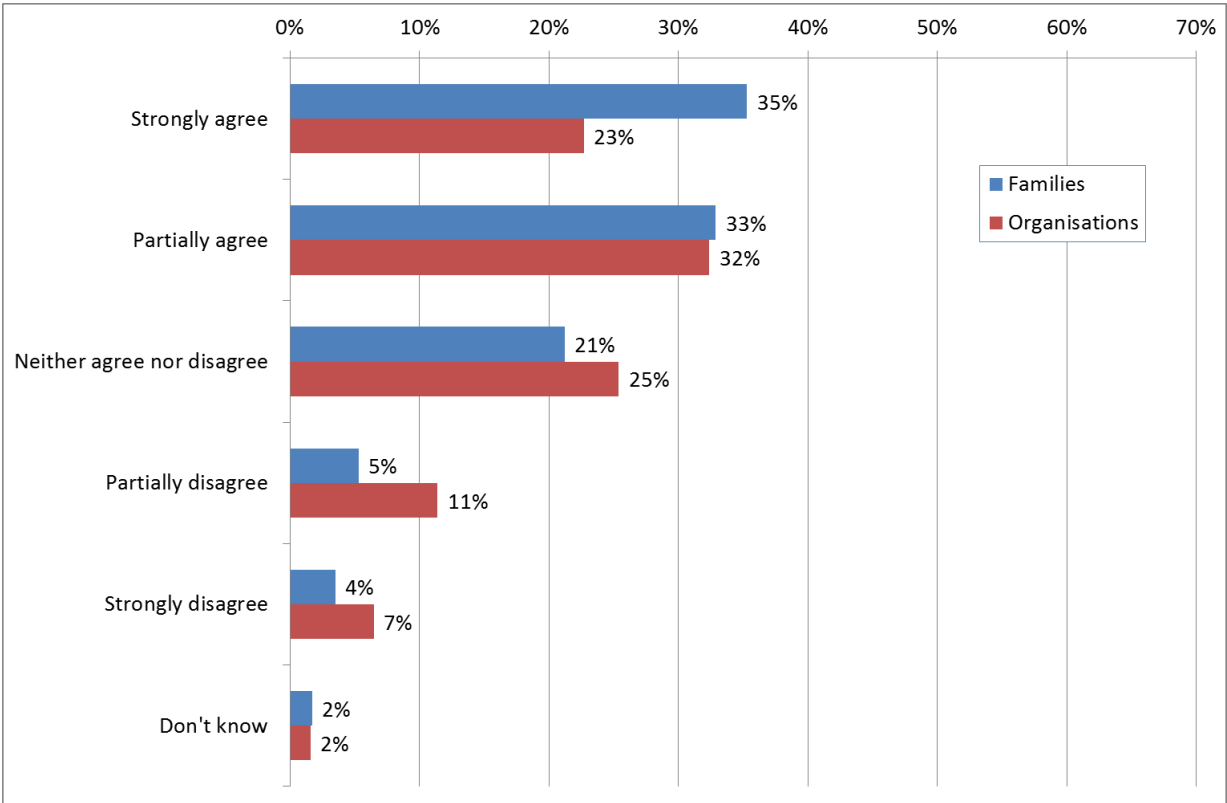
A badging scheme was more popular with families than organisations

Do you agree that there is a need for a Family Friendly badge scheme for venues, which recognises those venues that reach an agreed standard of welcome for families?



The Awards Scheme was the least popular proposal put to both families and organisations

From your perspective, would you agree that there is a need for an awards programme that celebrates best practice in Family Friendly Arts activity?



Appendix – responding organisations

Above The Title Entertainment	Customs House
Academy of Ancient Music	Dance East Academy
Academy of St Martin in the Fields	Deldont Mackintosh Theatres
aka	Derby LIVE
Almeida Theatre	Don Keller Arts Marketing
Ambassador Theatre Group	Dukes Playhouse
Ambassador Theatre Group - West End	Education Welfare Services
Anvil Arts	egg at Theatre Royal Bath
Arts Council England	English National Ballet
Arts for Health Cornwall and Isles of Scilly	English National Opera
Arts&Heritage	English Touring Theatre
artsAid	Essex Adult Community Learning
artsdepot	Fabrica
Association of Circus Proprietors of Great Britain	Fairfield Halls
Atkinson (Southport) opening 2013	Farnham Maltings
Audience Agency	Fermynwoods Contemporary Art
Aylesbury Waterside Theatre	"Festival City Theatres Trust (Edinburgh) King's and Festival Theatres"
BandBazi	Fiery Angel
Beck Theatre Ltd	Freedom Studios
Belgrade Theatre	Freelance Consultant
Birmingham REP	G Live
Birmingham Repertory Theatre	Geiffrey Whitworth Theatre
Birmingham Royal Ballet	Gransnet
Bridgewater Hall	Gulbenkian, University of Kent
Brighton Dome and Festival	Hall for Cornwall
Bristol Hippodrome	Harrow Arts Centre
Britten Sinfonia	Hertford Theatre
Cambridge & County Folk Museum	Hiss & Boo Ltd
Centre for Contemporary Art and the Natural World	HM Prison (Prisoners' families contact)
Cheltenham Art Gallery & Museum	Horse + Bamboo Theatre/ The Boo
Chester Performs	Houghton music
Chesterfield Borough Council (Pomegranate Theatre & Winding Wheel)	Hull Truck Theatre
Chichester Festival Theatre	Ikon Gallery
Chipping Norton Theatre Limited	ileto Caribbean People's Network
Churchill Theatre Bromley	John Betjeman Poetry Competition for Young People
Civic, Barnsley (Barnsley Civic Enterprise Ltd.)	Julian Stoneman Associates
CMA	Junction
Collective Responsibility	Karen Woods Inc.
Complicite	Kelmscott Productions Ltd
Courtyard	Kingston Foster Care Association
Cranleigh Arts Centre	Kirkgate Arts
Creative Ways	Knowle West Media Centre
Cumbria Tourism	KW & NB Ltd
Curve Theatre	Lakeland Arts Trust
Curzon Community Cinema	Lakeside Arts Centre

Learning & Engagement (Leicestershire County Council)
 Leeds Grand Theatre & Opera House Ltd
 Leeds Library Service
 Lighthouse, Poole
 Liverpool Empire Theatre
 LMTT
 Long Eaton Silver Prize Band
 Lyric Hammersmith
 mac
 Mark Goucher Ltd
 Marlowe Theatre, Canterbury
 Mead Gallery, Warwick Arts Centre, University of Warwick
 Merchant Adventurers' Hall
 Michael Grandage Company
 Milton Keynes Theatre
 Montgomery Arts Centre Sheffield
 Mousetrap Theatre Projects
 MumsNet
 Museum of London
 Museums Sheffield
 New Theatre Oxford
 New Theatre Royal, Portsmouth
 New Theatre, Cardiff
 New Victoria Theatre, Woking
 New Wimbledon Theatre
 New Wolsey Theatre
 Newcastle Theatre Royal
 Northern Ballet
 Norwich Theatre Royal
 Nottingham Theatre Royal & Concert Hall
 Nuffield Theatre
 Oakengates Theatre @ The Place
 Oldham Coliseum
 Opera del Mar
 Opera North
 Out of Joint
 Oxford Playhouse
 Photoworks
 Pilot Theatre
 Polka Theatre for Children
 Prince's Foundation for Children & Arts
 Princess Theatre Torquay
 Rambert Dance Company
 Rebecca Morland Arts Management
 Regent Theatre
 Regent's Park Open Air Theatre
 Richard Stone Partnership

Richmond Theatre
 RNCM
 Rose Theatre Kingston
 Royal Albert Hall
 Royal Court Theatre
 Royal Exchange Theatre
 Royal Opera House
 Saffron Walden Museum
 Sage Gateshead
 Salisbury Arts Centre
 Salisbury Playhouse
 Samuel Coleridge-Taylor Foundation
 Sandwell Arts Trust
 Scottish Ballet
 Shakespeare's Globe
 Sheffield Theatres
 Sherman Cymru
 Signed Performance in Theatre
 Sinfonia Viva
 South East Dance
 South Hill Park Arts Centre
 Southend Theatres
 Square Chapel Centre for the Arts
 Stagertext
 Stanhope Productions Limited
 Stevenage Leisure Limited - Gordon Craig Theatre
 Stevenage Museum
 Stopgap Dance Company
 Surrey Arts
 Swindon Borough Council
 Telford Culture Zone
 Theatre by the Lake (Cumbria Theatre Trust)
 Theatre Centre
 Theatre of Comedy Company Ltd
 Theatre Royal and Royal Concert Hall Nottingham
 Theatre Royal Brighton
 Theatre Royal Bury St Edmunds
 Theatre Royal Haymarket - London
 Theatre Royal Plymouth
 Theatre Royal Stratford East
 Theatre, Chipping Norton
 Tim's Travels
 Tomorrow's Warriors Ltd
 Torch Theatre Co Ltd
 Touring Consortium
 Town Hall & Symphony Hall Birmingham
 Towner Contemporary Art Museum.
 Travelling Light Theatre Company
 Turner Sims, Southampton

Ulfah arts
Unicorn Theatre
Vivacity Key Theatre
VocalEyes
Wales Millennium Centre
Watermill Theatre
Watford Coliseum - HQ Theatres
West Yorkshire Playhouse
Wigmore Hall
Wiltshire Heritage Museum
Wizard Presents

Wolverhampton Grand Theatre
Woodhorn
Worcestershire County Council
Working Title
Wycombe Swan Theatre
Wyvern Theatre
York Theatre Royal
Youth Music Theatre UK
Yvonne Arnaud Theatre
Z-arts