**Local Family Arts Networks –**

**Join us to access FREE support and services!**

The Family Arts Campaign is a national campaign that will run until March 2015. It forms part of the Arts Council England’s Audience Focus Commission Grants you can find out more about the strand [here](http://artscouncil.org.uk/media/uploads/pdf/audience_focus_guidance_final2_041111.pdf)

One of the key campaign objectives is to enable different local issues to be reflected and ensure that all families wherever they are in the country can access high quality family friendly arts activities.

We want to provide support to local networks, whether old or new, thereby establishing a national web of Local Family Arts Networks. We have designed this to be as light touch as possible whilst ensuring that the networks can increase their reach to engage with families and offer a range of different experiences and opportunities.

**What you’ll receive:**

* Free Network membership to Family & Childcare Trust’s [Family Friendly scheme](http://www.familyandchildcaretrust.org/) up to March 2015.
* Discounted access to Campaign conferences and training events
* Listings on the [Family Arts Festival](http://www.familyartsfestival.com) website
* 2 seminars per year to share good practice
* Free access to consultation advice about setting up your own [“test drive” programme](http://www.familyarts.co.uk/reaching-new-families/)
* And more as the Campaign develops!

**What is required of a Network?**

* The network should include a minimum of **six** ‘local’ organisations and at least **two** different art forms. You define what ‘local’ means in your context – it could be down the road or the other side of the county.
* Participate in the [Family Arts Festival](http://www.familyartsfestival.com)  (17th October – 2nd November 2014)
* You need to agree a simple delivery plan of how you are going to work together to grow and broaden your family audiences. This might include:
  + How your network is going to get the most out of the national Family Arts Festival in October 2014
  + “Test drive” activities for families not currently engaged with the arts,
  + Cross-venue offers,
  + Joint ticketing, marketing and promotions
* Use the Campaign logo and branding on all its materials related to the programme – this includes print, on-line and (where possible) in social media. We will supply guidelines.
* We would also urge networks to think about including local museums and libraries as part of their activity.

**Joining is FREE –** justcomplete the information sheet below and return it to Mari O’Neill, Campaign Manager, at [Mari@soltukt.co.uk](mailto:Mari@soltukt.co.uk)

Local Family Arts Networks – Free Joining Form

**Name and geographical spread of Network:**

**Is this an existing network, or has it been created specifically for the Campaign** (both are good!)**?**

**Name/Address/Contact details of Arts Organisation co-ordinating the Network:**

**Participating arts organisations**

(Please give name of arts organisations, contact name and email address of person in each participating organisation and address)

**Please give a brief summary of what you want to achieve by working together to develop family audiences** (e.g. new families engaging with network members, more repeat family visits, greater cross-over between venues, improved quality of experience for families, etc.)

**How will you know if you have been successful? What tools will you use to demonstrate success** (e.g. survey, focus groups, interviews, data analysis, etc.)**?**

**Please return this form to**

**Mari O’Neill, Campaign Manager:** [**Mari@soltukt.co.uk**](mailto:Mari@soltukt.co.uk)