

## **Introduction**

### **Family Arts Campaign**

The Family Arts Campaign aims to support organisations across the UK in providing high-quality activities for families and in growing and broadening the number of families taking part in the arts. It has been devised in consultation with over 1,000 professionals and 2,000 families.

It was an initiative of The Association of British Orchestras, UK Theatre, The Society of London Theatre, The Independent Theatre Council, The Visual Arts and Galleries Association, and Dance UK, and is supported using public funding by the National Lottery through Arts Council England. Welsh activity is supported by Arts Council Wales.

The Campaign is focusing on three main areas of work: increasing the amount and range of high-quality content available, increasing the quality of experience, and improving marketing. There are several strands of activity, both sector- and public-facing, including the Family Arts Festival, the Family Arts Standards, Local Family Arts Networks, and training and resources.

### **Content guidance for family arts events**

Following consultation with families and arts organisations, there is an identified need for guidance which explores the information necessary to enable families to make informed decisions about attending arts events. What information about artistic content or age appropriateness helps families to decide not just whether an event is suitable for them but also whether they will enjoy it?

This guidance should reflect the needs of different types of families, and make it easier for families to find and understand this information.

## **The Brief**

Proposals are invited from individuals or organisations with an in-depth understanding of family engagement in the arts. The purpose of this activity is to:

- Identify and understand the factors taken into account by families when deciding to attend an arts event
- Identify best practice and produce case studies from within the arts sector and beyond
- Develop guidance for arts organisations on communicating this information to families

Within the film industry, the British Board of Film Classification has developed [BBFCinsight](#), giving detailed information for films beyond simple age classification. A similar approach could be explored and developed for arts events.

## **Deliverables**

The main output for this piece of work will be a guidance document, exploring and advising arts organisations on the information necessary for different types of families to decide whether or not to attend an arts event or activity.

Within this there is scope for case studies highlighting best practice from the arts sector and beyond, checklists or a framework with which organisations can develop their approach and more if deemed useful to the end goal.

We would also like a 45-minute session on this piece of work to be delivered at the Family Arts Conference on 13 March 2015 at Cadogan Hall, London. Depending on the content of the guidance document, this session could contain a presentation, Q & A session, panel discussion and/or case studies.

## **Budget and timetable**

£10,000 to include VAT and all travel and expenses. The project must be completed by February 2015.

## **The tender**

The tender proposals must clearly identify:

- The scope of the project
- Background and rationale for the proposal
- A methodology and timetable
- A budget breakdown
- Proven track record of similar projects

Tender proposals must be submitted as a single PDF document by **10am on Monday 8 September**.

Tender proposals and enquiries should be sent to Mari O'Neill, Family Arts Campaign Manager: [mari@soltukt.co.uk](mailto:mari@soltukt.co.uk), 020 7557 6747.