

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.

Pricing guidance for family arts events

Following consultation with families and arts organisations, there is an identified need for guidance which explores different pricing models and their effect on families' perception of the value of events. Are events with tickets of a minimal value perceived more positively than those with free tickets? How effective are family tickets? Should tickets for children and adults be different prices?

This guidance should reflect the different types of families and their differing needs, as well as examine the concept of ~~tips~~ and ~~seats~~ within the family context.

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 reflect upon examples of current pricing models for family events from across the arts sector
- Identify best practice and produce case studies from within the arts sector and beyond
- Produce guidance for arts organisations on developing pricing models suitable for different situations within the arts

Research has already been carried out within the wider arts context (see Arts Council England's [Call It a Tenner](#)) and more specifically focusing on families (see Audiences London's [Family Friendly Resource Pack](#)), but how have things changed over the past few years? Are there specific examples of pricing models that could be replicated across the sector?

Deliverables

The main output for this piece of work will be a guidance document, exploring and advising arts organisations on pricing models suitable for family events within a variety of arts contexts, reflecting the myriad types of family groups in 21st Century UK.

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, 020 7557 6747.