

Engaging more diverse family audiences

Knowle West Media Centre

- 20 years old
- Sustainable building
- Helping people of all ages
- Advocates for positive change - life/community/artwork/education
- Started with photography, but embrace new and emerging technologies, including coding/animation/graphic design
- Knowle west is a strong community of over 5500 households
- Comprised of families who are 'least likely to engage with arts and culture' e.g. Audience Finder 'Facebook Families' = young/minimal disposable income/less likely to engage in creative activity
- Creating spaces = take art to people rather than expect them to come to us = allow people to explore at their own pace
- Present an alternative narrative of the area
- Ask – Invest – Discover – Adapt – Repeat

Mousetrap Theatre Projects

- 20 access/creative learning programs
- Family first nights £6 per ticket, 1999 to present
- Work with 700 + housing associations / Social services
- Taking diverse families to the theatre
- What is the impact? Online questionnaires / focus groups / telephone interviews – all bought together as an in depth report
- 50% went on to attend again, encouraged by the low price
- Theatre/Panto particularly popular
- 2 parent families most likely to continue attending
- Complicated lives / big families / access / transport – all barriers to attending

Manchester Museum

- Autism friendly events, according to stats from November 2014 there are in excess of 700000 people living with autism in the UK, with this number set to rise
- Museum undertook autism awareness training, working with the National Autistic Society
- Understanding – quiet space – quiet time – very calm / sensory space
- Highlighted the difference subtle changes can make
- Decided to open for this group from 9:15 – 10:30am on the second Saturday of each month, providing drop in activities for children and young people aged 5-16
- Limited sound / torches / magnifiers / digital polaroid cameras
- Creative practitioners

Z Arts

- Step change in theatre programming for children
- Big Imaginations Network

East Durham Creates

- Creative people and places

- Themes = People shaping the arts / partnerships / action learning
- Delivery = New commissions / communities taking the lead / talent development
- Engaging with Audience Agency 'Facebook Families'
- Surviving – not thriving

Why People don't engage

- Don't make assumptions
- Get to know who you're trying to reach, before you try to reach them = experience the norm = What do people care about? How can we hook them in?
- Start out small – don't try to do everything at once
- Think about how you can fit into people's lives
- Give clear information
- Make a commitment to action learning
- Use FACTS

Yorkshire Sculpture Park

- Troubled families project
- Early help / intervention is key
- Held a test day
- "Do what you do with ANY family group"
- Make them WELCOME
- LISTEN to them
- KNOW and TRUST artists
- SHARE LEARNING
- Find routes in = help families connect
- Use resources people can replicate at home
- Always have other activities planned, not everything will work