

Family Arts Conference

12 February 2019

The value of arts, culture and creativity for families



Conference Programme

11am – 5.30pm Everyman Theatre Liverpool

10.30 -11.00	Registration and Coffee	Street café/Theatre Bar
11.00 – 11.10	Welcome	Location
Helen Featherstone Director, Sheffield Industrial Museums Trust (Chair)	Welcome from Family Arts Campaign Chair	Auditorium
11.10-11.20	Provocation	
Everyman Theatre	Thoughts on family arts engagement from our hosts the Everyman Theatre	Auditorium
11.20 – 11.50	Keynote 1: Diversifying family audiences	
Syima Aslam Artistic Director, Bradford Literature Festival	What are the values in bringing arts and culture to more socioeconomically diverse families?	Auditorium
11.55 – 12.45	Breakout Session 1	
Chair: Terry Adams, Arts Council England Panellists: Syima Aslam, Bradford Literature Festival Ciaron Wilkinson, Manchester International Festival Everyman Theatre	Breakout 1a Diverse Family Engagement How can we ensure that arts and culture are relevant and accessible to a diverse range of families? Join our panellists who will share their experiences, successes and lessons learned when diversifying family audiences.	Auditorium

<p>Chair: Matthew Swann, City of London Sinfonia</p> <p>Panellists: Elaine Grant, Mousetrap Theatre Projects Sian Stevenson, Moving Memory Dance</p>	<p style="text-align: center;">Breakout 1b</p> <p style="text-align: center;">Exploring intergenerational activities</p> <p>What sort of benefits can be found through bringing old and young participants together through creative and cultural activities? Our panel will discuss successful approaches to intergenerational work from across the sector.</p>	<p style="text-align: center;">EV1</p>
<p style="text-align: center;">David Johnson</p> <p style="text-align: center;">Head of Programme, Arts Fundraising & Philanthropy, Cause4</p>	<p style="text-align: center;">Breakout 1c</p> <p style="text-align: center;">Fundraising Workshop</p> <p>In an increasingly competitive environment to find private funding for your work, it is essential to demonstrate your values as part of the fundraising processes in your organisation. Whether fundraising from Trusts, individuals or corporates; this session explores the key features of values-led fundraising and explores ways to embed these within your practice, as well as using them to make key decisions about how you raise money.</p>	<p style="text-align: center;">EV2</p>
<p style="text-align: center;">Maria Brewster and Susan Potts</p> <p style="text-align: center;">Independent Evaluators for the Family Arts Campaign</p>	<p style="text-align: center;">Breakout 1d</p> <p style="text-align: center;">Word Café Workshop</p> <p>Using the World Café technique Sue Potts and Maria Brewster invite delegates to join an interactive session concerning Family Arts Values. The World Café is a 'social technology' methodology which encourages creative conversations, networking and bringing forth new knowledge which can only be gained through social interaction. The session will be fun, interesting, will hopefully provoke new thinking and encourage you to make connections with delegates within your field. The session will also form part of the Family Arts Campaign's current commissioned evaluation. Delegates input is vital for the campaign's future direction.</p>	<p style="text-align: center;">Bistro</p>
12.45 - 1.45	LUNCH	Street café/Theatre bar
<p style="text-align: center;">12.45 - 1.45</p>	<p style="text-align: center;">Sector Support Organisations: Drop-in</p> <p>Arts Marketing Association: AMA helps arts and cultural professionals reach more, and more diverse, audiences.</p>	<p style="text-align: center;">EV3</p>

	<p>Kids in Museums: an independent charity dedicated to making museums open and welcoming to all families, in particular those who haven't visited before. Through an exciting range of events, partnerships and initiatives, Kids in Museums gives families visiting museums and galleries across Britain a dynamic and powerful voice. The Kids in Museums Manifesto and the Family Friendly Museum Award have been incredibly successful ways of encouraging and guiding museums and galleries across the country to make family visits engaging and enjoyable.</p> <p>Arts Fundraising & Philanthropy: AF&P's mission is to strengthen arts, culture and heritage organisations' resilience and sustainability by transforming their fundraising knowledge, skills and levels of success. Their nationwide programme empowers arts and cultural professionals across England to seize the considerable opportunities that fundraising offers them to form important relationships, develop new income streams and develop new commercial opportunities.</p> <p>IVE: the Yorkshire and Humber Arts Council funded Bridge organisation connecting the arts/cultural sector and the education/children/young people sector to work together to ensure all children & young people have access to great arts and cultural opportunities. We work with arts, cultural and education and children/young people focussed partners to develop networks of cultural provision, establishing local cultural education partnerships in each of our 15 local authorities. We support schools to achieve Artsmark and organisations to deliver Arts Award and offer Quality Principles Reflective Practice training on a termly basis.</p>	
1.45 - 1.55	Provocation	
Millicent Jones Executive Director, Liverpool Philharmonic	Thoughts on family arts engagement from Liverpool Philharmonic	Auditorium
1.55-2.25	Keynote 2: How creative content can encourage participation, interest and engagement for families	
Cheryl Taylor Head of Content, BBC Children's	This key note will discuss the BBC's creative offer for families and how to appeal to parents and carers through digital platforms.	Auditorium

2.30-3.20	Breakout session 2	
<p>Chair: Charlotte Jones, Independent Theatre Council</p> <p>Panellists: Laura Guthrie, Ramps on the Moon / Nottingham Playhouse Bethany Mitchell, MK Gallery Sarah Allen, Leeds City Museum</p>	<p align="center">Breakout 2a</p> <p align="center">Accessible Experiences</p> <p>How can we create accessible experiences for families that are supporting, engaging and welcoming?</p> <p>This panel discussion will focus on the fundamental qualities of building an inclusive offer, including new programmes for families with children with complex needs.</p>	<p align="center">Auditorium</p>
<p align="center">Debbie Richards</p> <p align="center">Director, Baker Richards</p>	<p align="center">Breakout 2b</p> <p align="center">Building Value in your Family Offer</p> <p>Conversations about pricing for family work and events rarely go much beyond "What price should we charge?" But price doesn't operate in isolation! Someone will only attend or visit if they feel the price is balanced by the value on offer - and sometimes the perception of value is affected by the price. This session will explore the key issues you need to consider when communicating your value and setting your prices, with practical takeaways.</p>	<p align="center">EV1</p>
<p>Chair: Angus Mackennie, Outdoor Arts UK</p> <p>Panellists: Vicki Amedume, Upswing Malcolm Hamilton, Mufti Games Rowan Hoban, Wild Rumpus</p>	<p align="center">Breakout 2c</p> <p align="center">Value of outdoor arts experiences for families</p> <p>Outdoor arts are a unique, liberating and effective way to engage families in a range of cultural opportunities.</p> <p>Join our panellists to explore the broad and unique scope of outdoor art family experiences from festivals to circus to life size games of battleships...</p>	<p align="center">EV2</p>
<p>Maria Brewster and Sue Potts</p> <p>Independent Evaluators for the Family Arts Campaign</p>	<p align="center">Breakout 2d</p> <p align="center">World Café Workshop</p> <p>Using the World Café technique Sue Potts and Maria Brewster invite delegates to join an interactive session concerning Family Arts Values. The World Café is a 'social technology' methodology which encourages creative conversations, networking and bringing forth new knowledge which can only be gained through social interaction. The session will be fun, interesting, will hopefully provoke new thinking and encourage you to make connections with delegates within your field. The session will also form part of the Family Arts</p>	<p align="center">Bistro</p>

	Campaign's current commissioned evaluation. Delegates input is vital for the campaign's future direction.	
3.20 – 3.40	Coffee break	Street café/Theatre bar
3.40 - 4.30	Breakout Session 3	
Chair: Carol Jones, AMA Panellists: Jane Dodson, Unicorn Theatre Sallyanne Flemons, Family Explorers Laura Rothwell, Crystalsd	Breakout 3a Effective Marketing Strategies How can we reach and engage more families through effective marketing strategies? This panel session will explore different successful approaches to building family audiences from using research and evidence, understanding trends and audiences and re-thinking wider communication and PR techniques.	Auditorium
Laura Venning Big Lottery Foundation	Breakout 3b Evaluation Seminar This seminar will provide advice and guidance to help you plan evaluation for your organisation, focused on the importance of evaluation being useful and informing change. It will highlight a number of techniques you could use for evaluation and how you can make decisions between them. It will also introduce tools available online that you can draw on, for example a shared outcomes framework. Throughout, consideration will be given to the specific implications of carrying out evaluation in the context of activity that takes place with families. The session will be interactive with opportunities for discussion with peers and to ask questions of the presenter.	EV1
Iain Simmons National Video Games Museum	Breakout 3c Digital and Gaming: playing with your audience This session explores the potential of videogames in the family arts offer. Far from being the enemy of social, expressive activity, Iain wants to show you how games (and how they are made) can be used to create exciting new kinds of opportunities within your programme.	EV2

<p>Chair: Karla Barnacle Best, Discover Children's Story Centre</p> <p>Panellists: Liz Muge, MishMash Productions Debbie Goldsmith, Tate Liverpool Denise Wright, Artist Liz Clark, Turned On Its Head</p>	<p style="text-align: center;">Breakout 3d</p> <p style="text-align: center;">Early Years Engagement</p> <p>This panel will explore different ways of engaging early-years family audiences. We'll hear from programmes such as Mish Mash's <i>Smile</i>, Turned On Its Head's <i>Shiny</i> and Tate's approach to engaging young audiences, parents and carers.</p> <p>We'll also discuss the importance of working with partners such as Library Services, and how to create inclusive participatory performances for babies and small children.</p>	<p style="text-align: center;">Bistro</p>
4.35 - 4.45	Provocation	
<p style="text-align: center;">Debbie Goldsmith</p> <p>Curator: Early Years and Families, Tate Liverpool</p>	<p>Thoughts on family arts engagement from Tate Liverpool</p>	<p>Auditorium</p>
4.45 – 5.15	Final keynote: Value of intergenerational activities	
<p style="text-align: center;">Dr Zoe Wyrko</p> <p style="text-align: center;">Geriatrician</p>	<p>Final Keynote from Dr Zoe Wyrko, geriatrician and consultant for the BAFTA-nominated Channel 4 documentary <i>Old People's Home for Four Year Olds</i>, which brought together old and young in an experiment to tackle social isolation.</p>	<p>Auditorium</p>
5.15 – 5.30	Reflections and future for family arts	Auditorium
	<p>A panel of today's speakers will reflect on learning from the Conference as well as the future of arts and culture for families.</p>	
5.30 – 6.30	Drinks and networking	Theatre bar