**Local Family Arts Networks –**

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

The **Family Arts Campaign** aims to support organisations 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 is an initiative of The Albany, Association of British Orchestras, UK Theatre, Society of London Theatre, Independent Theatre Council, One Dance UK, Contemporary Visual Arts Network, The Audience Agency, Voluntary Arts and the Arts Marketing Association. It is supported using funding through Arts Council England.

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:**

* Listings on the Family Arts B2C facing website for families
* 2 seminars per year to share good practice
* Free Family Arts Networks news and opportunities
* First access to Campaign advice & resources

**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.
* Produce/host family arts events and promote them through the Family Arts Campaign's B2C family website and marketing campaigns
* 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 central Family Arts Campaign promotion
  + “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 Anna Dever, Campaign Manager, at [anna.dever@thealbany.org.uk](mailto:anna.dever@thealbany.org.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**

**Anna Dever, Campaign Manager:** [**Anna.Dever@thealbany.org.uk**](mailto:Anna.Dever@thealbany.org.uk)