



Family Arts
Campaign

Case Study Arts Connection

Family Arts Festival 2014: Halloween families' workshop

[Arts Connection](#) ran a Halloween families workshop over October half-term for [Family Arts Festival](#) 2014, in order to engage with families and benefit from being part of the national [Family Arts Campaign](#).

The organisation looks to provide high quality participatory workshops and projects and part of that includes being part of networks and also being able to prove that we work to standards and policies, both local and national. Signing up to the [Family Arts Standards](#) gave us the opportunity to benchmark our practice, including assessing the family-friendliness of our website and also seeing how other organisations are meeting the Standards. The Standards also allow us to programme and work in line with a national initiative and to stamp our work with what is regarded as a quality mark.

It is certainly easier to involve families when you use a theme that the whole family can relate to. Halloween, for example, is a time that many families get dressed up and go trick or treating together and so we provided a space where they could get arty together. This proved a success and meant that we had one of the best turn-outs to our open access events.

Arts Connection aim to support the interests of the local community by consulting with them about activities they'd like to be involved in. We want to programme regular family events and build our audience so that we are known to provide such events within the local community.

Work for family audiences is built into our regular programming and we try to put something on that is affordable for families. We keep a clear budget and know accurate income and expenditure figures.

We monitor through taking participation figures at the event, analysing hits to our website and social media. We don't have a booking system and additional data is hard for us to capture. [Resources](#) provided by the Family Arts Campaign have also supported our current practice.

Attendance can be challenging as we're based in a rural area with little public transport and low income families. However we have learnt to use marketing strategically in order to reach particular family audience segments.

Tips to engage families:

- ensure your event is affordable
- provide refreshments or signpost where they are available to purchase
- ensure that the venue suits the needs of families

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