

## **Facilitator opportunity:**

### **Work with Family Arts Campaign on its new online learning modules to support organisations to become more Age-Friendly**

The Family Arts Campaign would like to commission a facilitator to develop and lead a series of online training modules on improving family and intergenerational engagement, based on the Campaign's Age-Friendly Standards.

#### **Background:**

##### **About the Family Arts Campaign**

Originating in 2012, the Family Arts Campaign (FAC) is a national, cross-sector initiative to raise family engagement with arts and culture, promoting access to arts and culture to families of all ages.

Now managed by The Albany, the Campaign represents a consortium of arts industry bodies including the Association of British Orchestras, One Dance UK, Independent Theatre Council, Society of London Theatre, UK Theatre, Contemporary Visual Arts Network, The Audience Agency, Arts Marketing Association, Kids in Museums, and Voluntary Arts.

To date, over 800 organisations hold our Family Arts Standards accreditation, with over 300 currently signed-up to our newly-launched Age Friendly Standards. There are also over 15 Family Arts Networks in England and Wales who collaborate at local levels.

2017 saw the launch of 'Fantastic for Families' ([www.fantasticforfamilies.com](http://www.fantasticforfamilies.com)), our new, year-round listings resource and promotional campaign, developed to connect families with arts and cultural events in their local area.

The Campaign delivers a wide range of training events that invite over 3,000 professionals in the cultural sector to improve knowledge and understanding of becoming more inclusive and accessible to a range of audiences.

FAC would like to develop new ways of learning through online platforms and will launch two new series of webinars: one based on the Family Arts Standards, the other on the Age Friendly Standards. Please see separate briefing on the Family Arts Standards webinar for more information.

##### **About the Age Friendly Standards**

[The Age Friendly Standards](#) were created with support from the Baring Foundation, arts organisations and older people themselves. The Standards provide a set of guidelines which codify best practice when working with and engaging older audiences and support organisations to become more inclusive to a range of audience needs.

Each Standard focuses on a different area relating to inclusive engagement including:

- 1) Building relationships
- 2) Programming
- 3) Communication
- 4) Improving facilities, staff training and the overall welcome of an organisation

The Standards have been built to suit all art-forms (including museums and libraries) and include advice for both venue and non-venue based organisations.

FAC encourages organisations to sign up to the Standards with the endorsement of a senior member of staff to clarify that the whole organisation is adhering to each Standard, or is at least striving to meet each criteria.

Standards sign up is free, and, at present, FAC do not regulate the use of Standards and instead, offer guidelines and resources for organisations to self-assess their own provision and progress through the self-evaluation toolkit in the Standards guidance document.

We would like to introduce an Age Friendly Standards learning module through a series of webinars to help organisations understand, use and reflect upon the standards and develop a plan that will help their organisation become more inclusive to the needs of older audiences.

### **How would the Standards course work?**

We aim to host a series of 4 x webinars, with each session focusing on a different strand of the Age Friendly Standards. We are looking for a facilitator to deliver these sessions, with the support of the Family Arts Campaign.

The course will begin by inviting delegates to complete and submit a self-assessment toolkit to reflect and assess their existing provision for older audiences. The facilitator will use these self-assessments to refine already prepared content for the course to ensure that the webinars are responding to the needs of the organisations taking part.

Delegates will then take part in 4 x webinars focusing on the following:

*Session 1: Building relationships: learn about how you can actively involve older people, not just as audiences but as volunteers, ambassadors and participants within the organisation. Gain advice on running consultations with older people and find new ways to build external partnerships with key groups and services that will help to expand your reach as an organisation.*

*Session 2: Programming: find ways in which you can encourage artistic work that has the ability to inspire, articulate and celebrate life in older age and how you can avoid assumptions and stereotypes when programming for intergenerational groups.*

*Session 3: Communication: find out more about how you can engage older audiences through different platforms, and how you can ensure you are continuing to be inclusive in how you communicate as an organisation with your audiences.*

*Session 4: Improving your facilities and training your staff to become more age-friendly (for venues and non-venues) - practical advice on how to make your organisation age friendly, from the welcome given by staff through to best-practice when thinking about inclusive facilities for intergenerational audiences.*

After the final webinar, participants will be asked to complete a change-plan to outline how they intend to develop their offer to older participants as a result of attending these webinars.

On completing the course, delegates will become “Standards plus holders” and will receive a discounted ticket to the Family Arts national conference to meet with fellow delegates and update on their progress since taking part. Participating organisations will also receive Standards-plus branding to promote to their audiences that their organisation has gone the extra mile in fulfilling the Age Friendly Standards.

The Campaign will also offer each participating organisation a 30-minute follow up support session with the Facilitator or a member of the Family Arts team to provide additional help once the course has finished.

### **Timeframe for delivery**

Webinars announced and sign up open: March 2020

Webinar draft content shared with FAC: Mid April 2020

Webinars delivered: Mid-May to Mid-July 2020 (one every two weeks across an eight week period)

Follow up consultation: August - September 2020

FAC conference: September 2020

### **Who is the course for?**

The course is for any arts and culture organisation who is interested boosting audience engagement and improving visitor experience, particularly for older audiences.

They can be organisations who want to build an inclusive offer from scratch or who want to improve their existing offer by developing a more holistic approach to audience engagement

Employees from different departments can join the webinar (e.g. it does not have to be the same person for each session) to ensure that content relates to departmental specialisms.

At least 15 x organisations should take part. We would cap attendance at 25 to ensure workload for follow-up is feasible.

### **What's included in the offer for those taking part?**

Attending the webinar module will cost each participant £300+VAT which will give participants:

- 6.5 hours of specific tailored content on improving audience engagement (4 x 1.5 sessions, plus 30 minutes follow up with Campaign team or facilitator)
- Discounted ticket to attend the Family Arts conference
- Diagnostic support in assessing current levels of provision
- Bespoke advice and support on implementing change post-event with the Campaign team
- Opportunity to network and meet with course attendees at Family Arts Conference
- Completion of course will offer a new Age Friendly Standards Plus badge

### **What are the learning outcomes?**

- Better understanding of the components needed across your organisation to become more age-friendly
- Leave with a practical plan on how you will make changes across your organisation to improve access and experience for older audiences
- Be a part of a new community of specialist organisations committed to excelling in audience engagement and inclusivity

- Completion of course will give you a badge of a “Standards plus holder” to share with funders and with stakeholders and audiences to prove commitment to intergenerational engagement.

### **How do webinars work?**

Webinars are coordinated in partnership with the AMA who host a range of e-learning platforms and courses using the Webex system.

The format of the webinar will be similar to delivering a presentation with the option to use PowerPoint, show short films and facilitate discussions with online users.

The facilitator will receive training on the Webex platform and will be supported by an AMA and a Family Arts staff member whilst running the online workshop.

### **Facilitator duties**

**Total fee:** We will pay the Facilitator a total fee of £1,500 + VAT to complete the following tasks:

#### **1) Prepare content for the 4 x webinars (est. 4 x days)**

Each webinar will last 1.5 hours so the content for the webinar must be planned in advance and be shared with the Family Arts team ahead of delivery.

The content of the webinars must relate to and stem from the Age Friendly standards and provide in depth advice and understanding of the respective components.

Content should be delivered via PowerPoint and include pause points for delegates to ask questions, complete short exercises, take part in discussion etc.

The webinars should also be aware of and, where possible, respond to the diagnostic exercises completed and submitted by attendees so that the content is suitable to the needs of those taking part.

#### **2) Lead the delivery of the 4 x webinars (1 x day)**

The facilitator must be available to lead all 4 x webinars (1.5 hours each) and take part in an hour long training session with the AMA to get up to speed on using the Webex functionality.