Family Arts Conference

What Now? What Next?

PROGRAMME

16 - 17 November 2021

16 NOVEMBER MORNING

Family Arts Conference

REBECCA BLACKMAN
National Director for Engagement and Audiences and Area Director for the Midlands, Arts Council England

MATTHEW SWANN
Family Arts Campaign Chair and Chief Executive of City of London Sinfonia

ANNA DEVER
Head of Family Arts Campaign

FELICITY GOODMAN
Storyteller, Writer and Community Artist

10AM - 10.45AM

Keynote: Welcome to the Family Arts Conference : what have we learnt during the pandemic?

What have we learnt about family arts during the pandemic?

Family Arts: What now? The opening keynote will feature original, bespoke family storytelling by writer and community artist, Felicity Goodman.

We also look back at the incredible work and resilience of the cultural sector during Covid-19 and consider how we can use this experience as we step into the future.

11AM-12.30PM

Re-connecting with your audiences

A practical session to help you reconnect with audiences as real people by starting with personas and empathy mapping.

ZAHIDA DIN
Digital & Marketing Consultant

HELEN DRAPER
Head of Marketing and Communications, artsdepot

11AM-12.30PM

How can the arts support health and wellbeing for families?

Three panellists explore the role of the arts in continuing to support wellbeing for families of all backgrounds.

Sharing inspiring examples, this session will showcase instrumental ways in which arts and cultural provision supported families through difficult health and wellbeing challenges during the pandemic.

ELAINE BURKE
Specialist arts and health consultant

JOSIE MOON
East Marsh United

NICKY GOULDER
CEO, Create

VICTORIA HUME
Director, Culture, Health & Wellbeing Alliance
(CHAIR)

12.30-1.15PM

CONNECT & SHARE

Discussion groups with peers on:

- Re-connecting with your Audiences
- Health and Wellbeing for Families
- Christmas Family Panto Season
- Digital Engagement
- Intergenerational Work
- Recommendations for Family Content
- Working in Partnerships to Reach Disengaged Families

Family Arts Conference

16 NOVEMBER AFTERNOON

1.15-2.20PM

Keynote: Rebuilding Family Audiences: What do families need from us now?

Family Audiences were some of the most enthusiastic adopters of digital and outdoor arts during lockdown - but many were concerned that they would be forgotten when arts organisations reopened.

Now, with the majority of cultural organisations back open, have families returned to in-person experiences? Are they still interested in engaging online? What has the experience been like for those who have returned and what do those who haven't need from us now?

Since March 2020, Indigo has been continuously gathering data directly from cultural audiences - including many Family Audiences - through a series of large scale national surveys. In this keynote session, Katy Raines and Flo Carr will present the latest data on Family Audience sentiment and consider what that tells us about the particular needs of this vitally important audience segment.

KATY RAINES
Founder & CEO, Indigo

FLO CARR
Associate, Indigo

2.35-4.05PM

Re-discovering best pricing models for family groups post-pandemic

In a post-pandemic world, what are the different ways to approach pricing for a family audience? How can you make the most of your revenue building opportunities to support your organisation whilst achieving your access goals?

You'll leave this session with practical strategies for pricing that will have a meaningful impact on your bottom line, while maintaining a balance with your organisation's specific social and access objectives.

ROBIN CANTRILL-FENWICK
CEO, Baker Richards

LIBBY PAPAKYRIACOU
Consultant, Baker Richards

2.35-4.05PM

Continuing to provide opportunities to families who require additional support: what's next?

Hear from organisations who are leading the way in their approach to provide accessible and inclusive opportunities for children and families with additional needs.

Exploring the challenges and changes to sensory experiences, the panel will provide practical next steps for how to ensure your events and activities are remaining accessible for all visitors.

Chaired by: Julia Collar, Creative Director, Collar and Cuffs

ELLIE GRIFFITHS
Artistic Director & Joint CEO, Oily Cart

BETHANY MITCHELL
Participatory Artist & Youth Programme Manager

JEMIMA SENIOR
Inclusion Coordinator, MK Gallery

SOPHIE BENNETT
Producer of Inclusion, MK Gallery

4.05-4.20PM CONNECT & SHARE

Meet with other delegates to continue the conversation from the sessions.

4.20-5PM

Keynote: Thinking about children and young people who are missing out... what's next?

This keynote will cover the context of children and young people who are furthest away from the labour market, specifically looking at looked after children and care leavers. Henrietta will speak about the role in which arts can play a pivotal role in creating cultural opportunities for young people and empowering care-experienced young people with building their own cultural capital.

The final part of the presentation will be looking at key recommendations that will enable this work to transform the lives of young people that have experienced such trauma in their lives.

HENRIETTA IMOREH
Participation Officer, Become

Family Arts Conference

16 NOVEMBER
EVENING

Fantastic For Families AWARDS

YOU ARE INVITED TO...

FANTASTIC FOR FAMILIES 2021 VIRTUAL AWARD CEREMONY

7-7.45PM

Join us as we announce the winners of the 2021 Fantastic for Families Awards!

In 2020-21, the family arts sector rose above the challenges presented by the pandemic to support families with a remarkable range of cultural opportunities. The awards celebrate the wealth of outstanding creative provision for families across the UK and the achievements of those who have made a stellar contribution to family-friendly arts and culture during the pandemic year. The Fantastic for Families Awards also celebrate the remarkable efforts to support older generations with creative and social opportunities during the pandemic.

In a live ceremony presented by Dea Birkett (Ringmaster, Circus250), we will celebrate the shortlisted arts activities, initiatives and organisations that have delighted families during the Covid-19 pandemic and announce this year's winners.

2021 Categories are:
Best Family Arts Activity
Best Age Friendly Outreach
Audience Impact & Innovation

MAKE SURE YOU REGISTER FOR THIS EVENT TO RECEIVE THE ZOOM LINK.

REGISTER: HTTPS://BIT.LY/FFFAWARDS21

Family Arts Conference

17 NOVEMBER
MORNING

DR DIRETNAN DIKWAL-BOT
Research Fellow - Talent 25,
De Montfort University

10-10.45AM

Keynote: Mediation and Making Do: Online Creative Play at Home among Parents, Carers and Early Years Children

As the coronavirus pandemic shut down arts venues of all descriptions, artists and arts organisations have turned to new forms of mediated creative delivery to connect with audiences and public participants. Likewise, the Talent 25 project, a long-term action research programme that explores the impact of arts and creative activity with early years children in Leicester, has had to 'make do' with facilitating online creative engagement between artists, parents, and their babies.

Despite a considerable amount of parental anxiety about having their children taking part in creative activities online, the project's explorations of digitally mediated play have generated surprisingly positive results. Firstly, rather than prompting babies to interact with artists via screens, Talent 25 sessions have encouraged parents to play a more prominent role in facilitating the play of their children. In other words, the role of artists has shifted from a primary focus on engaging with babies through a digital interface towards facilitating the creativity of parents whose interface with their child remains entirely physical.

In delivering creative activities for their babies, parents have been invited to reconceive their home environments as sites of creativity. Similarly, rather than relying on specialist creative tools, artists have encouraged parents to repurpose household objects as play materials. This presentation suggests that these changes in the context and material circumstances of playful creative activity may productively challenge cultural hierarchies that venerate artistic venues and specialist artistic tools. Subsequently, as the cultural sector emerges from pandemic restrictions, we seek to question whether the 'making do' approach of creative activity in home environments with everyday materials can be retained, despite the reopening of arts venues.

11AM-12.30PM

What is the post-lockdown "direction of travel" in delivering creative arts activities for early years children?

In this session, Dr. Jamie Harper, Senior Research Fellow - Talent 25, will chair a panel discussion with three arts organisations who have explored different ways to engage families with very young children during the pandemic. This panel will continue discussion from the keynote "Mediation and Making Do" and will explore practical learnings to shape the future of early arts engagement.

DR. JAMIE HARPER
Senior Research Fellow - Talent 25
(CHAIR)

ZOË CHALLENOR
Founder and Director, B'Opera

HEATHER ARMSTRONG
Head of Early Years Development, Starcatchers

VICKY ARMSTRONG
Art Therapist & Researcher, University of Dundee

SARAH DERRICK
Head of Learning, Dundee Contemporary Arts

11AM-12.30PM

Why work as a family arts network?

This session explores how organisations working together as local family arts networks can develop and strengthen their family arts offer.

Sharing examples of network working during the pandemic and how they supported local families collectively, the panel will provide their advice for those considering network-based ways of working.

Three of the Family Arts Campaign regional Ambassadors will also share their practical learnings from working as a network, the Ambassador programme to date (2019-2022) and evaluation insights from The Audience Agency.

Chaired by: Rukhsana Jahangir, Campaign Manager, Family Arts Campaign

ASHLEIGH HIBBINS
Learning and Participation Consultant, The Audience Agency

SALLYANNE FLEMONS
Project Manager, Family Explorers North East

YEMI BOLATIWA
Engagement Officer and Volunteer Coordinator, Z-Arts

HOLLI GRAHAM
Project Coordinator, Florence Arts Centre

12.30-1.30PM CONNECT & SHARE

Continue the Early Years conversation or meet with other delegates from your region

Family Arts Conference

17 NOVEMBER AFTERNOON

SHARNA JACKSON
Writer & Curator

1.30-2.05PM

Keynote: Do Black Lives *Really* Matter in Family Arts?

Sharna Jackson is an author and curator who specialises in developing and delivering socially-engaged initiatives for children and young people across culture, publishing and entertainment.

Her debut novel 'High-Rise Mystery' released in 2019 has won numerous awards and accolades including Best Book for Younger Readers at the 2020 Waterstones Book Prize and Sunday Times Book of the Week. The sequel, 'Mic Drop', was released in 2020. Sharna also develops books to encourage participation in the arts, with two activity books released with Tate in 2014 and 'Black Artists Shaping the World' in 2021. She was Southbank Centre's Imagine A Story Author in 2019/20 creating London/Londoff with over 1200 school children in the capital.

She was recently the Artistic Director at Site Gallery, an international contemporary art space in Sheffield, UK, and was formerly the editor of the BAFTA-nominated Tate Kids website.

2.25-3.55PM

Diversity and representation in Family Arts

Are family arts offers relevant and inclusive for families from the Global majority?

In this discussion, chaired by Sharna Jackson, panellists will discuss diversity and representation in arts programming for families.

This panel will continue the discussion from the keynote "Do Black Lives *Really* Matter" chaired by Sharna Jackson, Writer & Curator.

ROSALYNE NORFORD
Independent creative practitioner

TRINA HALDAR
Artistic Director, Mashi Theatre; Associate Director, The Spark Arts for Children

SHARNA JACKSON
Writer & Curator
(CHAIR)

2.25-3.55PM

Supporting age-friendly provision - what's next?

Join Dr. Virginia Tandy, Director: CADA the Creative Ageing Development Agency, to hear more about the latest research on older people's engagement with culture.

Virginia will then chair a panel discussion with some of the nominated organisations from the Fantastic for Families Age-Friendly Outreach Awards who will share their learning from working with older people during the Covid-19 pandemic.

SAM PATEL
Head of Creative Engagement, Norwich Theatre

SONYA CURLE
Creative Learning Producer, ARC

SOUTHBANK CENTRE

VIRGINIA TANDY
Director, CADA the Creative Ageing Development Agency (CHAIR)

3.55 - 4.15PM CONNECT & SHARE

Meet with other delegates to continue the conversation from the sessions.

4.15-5PM

Keynote: What's next for Family Arts? Final reflections
4.15 - 5pm

Family Arts: What next?

Over the two days, writer and community artist Felicity Goodman has been soaking up the discussions, presentations, insights and ideas, bringing together the Conference themes as she performs a final piece of storytelling to complete this year's Family Arts Conference.

In this last keynote Family Arts Campaign will also ask 'What is the future of family arts and how can the campaign support your organisation?' Sharing your responses collected throughout the conference, this is your opportunity to shape what's next...

FELICITY GOODMAN
Storyteller, Writer and Community Artist

Family Arts Campaign

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Family Arts Campaign

The Family Arts Conference is programmed by the Family Arts Campaign.The Campaign is a national Sector Support Organisation funded by Arts Council England and the Esmée Fairbairn Foundation to raise family engagement with arts and culture.

Visit familyarts.co.uk to find out more.

Supported using public funding by
ARTS COUNCIL ENGLAND

Esmée Fairbairn FOUNDATION