

Audiences North East
Connecting people and culture

A guide to our services

2009-10

Understand

Sustain

Reach

Develop





“Our involvement with Audiences North East has been the single most profitable thing we have done in 2008. It had paid for itself three times over within six months, fulfilling our requirements as a networking forum, supplier of great value development and training programme and as a communication tool across the region.”

ANE network subscriber

Hello!

The North East is home to some of the most vibrant cultural activity in the country. Your organisation is a vital part of that mix. Audiences North East (ANE) works with the region's cultural sector to understand, reach, sustain and develop audiences. We are regularly funded by the Arts Council, and generate further income by delivering a range of consultancy services and operating a subscription scheme.

The ANE network is of strategic importance to the region, and provides subscribers with valuable benefits including:

- Opportunities to take part in audience development initiatives
- Professional development through audience development workshops
- Online promotion through whatsonnortheast.com and webclub email database
- Networking with colleagues
- Getting information on the region's audiences
- Free advice
- Discounts on services

This year, a major challenge facing the cultural sector is the credit crunch and its potential impact on audiences. Helping our subscribers meet this challenge and thrive despite difficult conditions will be a priority. Our plans for doing this are set out here, along with details of how you can get involved.

What we do

Everything we do is aimed at getting more people more engaged in arts and culture. Our work is both customer-facing and business-to-business.

Increase recognition and understanding of audience development

ANE has developed and delivered several audience development initiatives including:

We've identified the following ways to achieve our vision:

- Increase recognition and understanding of audience development
- Improve the effectiveness of cultural organisations
- Improve the reach of cultural organisations
- Build sustainable partnerships and foster collaboration
- Act as a provider of specialist skills and knowledge

“I view ANE as a highly proactive organisation which works effectively to provide information & services for what is a diverse group of organisations.”

ANE network subscriber

Below: Mosaic-making at National Glass Centre



Audience Loyalty

Co-ordinating 15 'health checks', enabling organisations to benchmark their audience loyalty and plan for greater return on investment from their customers.

Family Friendly

A programme of research, consultation and training centring on attracting, welcoming and retaining family audiences using the Arts Council's Family Friendly Toolkit.

Maximise

An action research project focusing on testing new and effective ways of engaging audiences for Black and minority ethnic arts.

Plans for 2009-10

Open View

A high profile collaborative project offering the public exclusive, behind-the-scenes access to arts and culture.

Family Friendly

Developing a follow-up to the pilot project focusing on marketing to families and co-creation of services.

Turning Point

We will support visual arts organisations who wish to implement a new data collection toolkit to better understand their audiences.

We'll also continue to champion the audience development achievements of the region's cultural sector through public speaking, networking and PR.

“ANE and the Maximise project were excellent. They helped us deal with difficult issues in an understanding and flexible way. It was a pleasure to work with them. They were brilliant.”

Maximise project participant



Left: Bharathanatyam dance at Kalapremi's youth festival YUVA image © Tony Griffiths

Improve the effectiveness of cultural organisations

We provide free general marketing and audience development advice to our subscribers and act as a hub for best practice and expertise. We also develop and deliver professional development workshops:

Improve the reach of cultural organisations

ANE subscribers benefit from online promotional platforms:

Attendance at these half-day workshops is free to subscribers. Topics covered in the past year were 'cultural tourism', 'community engagement', 'targeting specific demographic groups' and 'new developments in marketing'. We also piloted a summer stakeholder event which focused on evaluating marketing methods.

2009-10 Professional Development Events

Personalisation and participation May 2009

How can the arts best engage the public? How far does the language of personalisation, choice and co-production aid our understanding of these challenges? What would it mean for arts organisations if they were to become much more responsive to their public?

Diversity and access July 2009

What do we mean when we talk about diverse communities? What do we know about arts attendance among Black and minority ethnic communities? How should we approach consulting and connecting with diverse communities?

The artistic urge versus the financial imperative September 2009

How do we package and sell culture during a credit crunch? How can a strategic approach help balance the scales? What low cost/no cost marketing methods are out there?

Tapping into word of mouth November 2009

What creates good (and bad) word of mouth? What methods are there for generating positive word of mouth? Where does new technology fit in?

New developments in marketing and market intelligence March 2010

Where is marketing going? What general trends do we see? Which ones do we need to pay attention to? Who's being affected most? What are the critical issues?

"I enjoyed the presentation and felt that the group discussions were very beneficial – it is so easy to forget the expertise already on your doorstep."

Attendee comment,
Evaluating Marketing Methods workshop

whatsonnortheast.com

We operate the cultural portal website which offers ANE subscribers the opportunity to include listings, features, blogs and competitions as well as providing a direct link to online ticket booking.

Webclub

A segmented email database of 2,500 interested arts attenders. We send a monthly e-bulletin featuring upcoming events, and we can send dedicated e-blasts on behalf of subscribers for a small charge.

Below: Northern Sinfonia reach new heights at The Sage Gateshead
image © Mark Savage

Plans for 2009-10

whatsonnortheast.com

We'll be working with our design partners, Sumo, to update the design and functionality of the site.

Centralised arts audience database

We plan to coordinate the development of a much larger, centralised email database for the use of our subscribers, within the data protection framework.

"What's on North East is excellent when it comes to looking for things to do with the family."

whatsonnortheast.com user comment



Build sustainable partnerships and foster collaboration

“ANE creates excellent opportunities to network and build relationships within the sector.”
ANE network subscriber

Act as a provider of specialist skills and knowledge

ANE is developing a strong reputation for delivering excellent consultancy, research and training services to the cultural sector. We offer a 25% discount on our fees to ANE subscribers.

Subscriber network

The network has grown from 12 organisations in 2004, to 45 (covering 68 venues) in 2008. Our professional development events for subscribers provide opportunities to network with peers and form collaborative relationships.

Plans for 2009-10

Subscriber network

We aim to achieve further growth in subscriptions in 2009 and provide even more valuable networking opportunities, including a summer stakeholders' event themed around diversity and access.

Media buying

We intend to coordinate a media buying partnership for subscribers.



Audience Research

We offer a range of quantitative and qualitative research services including visitor surveys, focus groups, mystery shopping and postcode analysis. Clients include Tyneside Cinema, The Bowes Museum, Wansbeck District Council, and Seven Stories.

Training

We can develop and deliver a bespoke training course for your organisation. Recent courses include PR, marketing and collecting audience data. Clients include Dance City and MLA North East.

Consultancy

Recently we've developed marketing and audience development plans for the BUPA Great North Run Cultural Programme, delivered audience development training and 1:1 support to the museums sector, produced a report on potential audiences for a live art festival in the region and conducted the evaluation of the AV Festival.

Plans for 2009-10

ANE will continue to offer a range of research, training and consultancy services to the cultural sector, which will be extended upon the appointment of a Research and Audience Development Manager in 2009.

Right: Water sculpture at The Alnwick Garden image © Jonny Taylor

We understand that budgets are particularly tight this year, so we've capped our subscription fees at last year's levels.

What does it cost?

Annual subscription rates from 1 April 2009 to 31 March 2010:

Your organisation's annual turnover/gross income*	Annual Fee
Under £250k	£100
£250k to under £750k	£250
£750k to under £1.5m	£500
£1.5m and over, local authorities and universities	£750

*Annual turnover/gross income for most recent full year of trading. For new organisations please use projected annual income.

How to join

For more information or an informal chat about subscribing or any of our services, contact us.

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Registered Company Number: 05041634
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Full house at Theatre Royal
image © Sally Ann Norman

“ANE provides an important service to our organisation. Working with ANE has been very effective and has made a difference to our organisation.”

ANE network subscriber



balletLORENT perform Designer Body

image © Ben Crompton



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Connecting people and culture



WHATSON
northeast.com