

# Audience Development

## Brokering sustainable relationships between cultural organisations and their communities

Declining attendance is a real cause of concern for cultural settings such as museums, archives, galleries, theatres or libraries. Increasingly, cultural settings and groups are approaching us to help increase their audience numbers. This programme meets their needs in several ways:

- By creating a series of public outreach activities to increase the number of people making use of cultural settings
- Building capacity among staff to creatively engage with new audiences.

Our outreach activities open up cultural organisations' offers to non-users, and typically use one or both of the following tactics:

- Taking collections and activities from the settings to the public and creating a series of 'interventions'
- Providing open door publicity events and activities that bring non-users into the cultural settings

### Our steps to achieve this:

- Review setting's current learning offers, marketing and audience development schemes
- Design outreach programme, consulting with local communities, and deliver in public space or use the cultural setting as a venue
- Creative practitioners work with the staff of the cultural setting, equipping them to maximise their promotional activity throughout
- Provide a full evaluation of the project with statistics and recommendations for the future
- Broker sustainable partnerships with local groups and audiences



### **Success Story – Kentish Delights**

Conceived and developed by Tunbridge Wells Museum & Art Gallery, and funded by MLA Renaissance South East, Kentish Delights took museum collections to hard-to-reach groups and non-museum visitors. 34 museums across Kent donated objects which were displayed in venues including supermarkets, pubs, and football clubs. Our team of creative practitioners toured Kent with the Kentish Delights trailer, engaging the public with collections, uncovering hidden histories and producing 3 films with community groups. They worked alongside groups such as Borden Women's Institute, and Ramsgate's 'stitch and bitch' group. While the museum objects were treated like celebrities, the excitement attracted some real celebrities - Jo Brand and Vic Reeves stopped by to give their personal interpretations of parts of the collection.

"It was lovely to hear of everyone's memories of Kentish Life...It's inspired me to visit the local museum" – Member of the public



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