

**Network Sharing Seminars**  
Bradford, 11 November | London, 17 November



There are now 21 Local Family Arts Networks across England, and following the 2014 Family Arts Festival – in which many of the networks participated in one way or another – representatives from some of them came together to share what they’ve achieved and what they’ve learnt.

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## Manchester

**FAC funding:            Test Drive: £5,000**  
**Arts Award Pilot: £1,000**

The network (seven organisations – all venues: five arts and two museums) began work on a project in November 2013.

They received a share of funding from FAC for a collaborative audience development project for which they decided to focus on their teenage audience; they tied it in with a FAC/Arts Award pilot looking at young-person led activity to access another small amount of funding.

They wanted young people to help devise the project (and gain Bronze or Silver Arts Award in the process), so invited those engaged with other projects across the network members to a meeting – unfortunately not many came, and they ended up working with four young people who had already done Bronze and weren't particularly interested in completing Silver Arts Award.

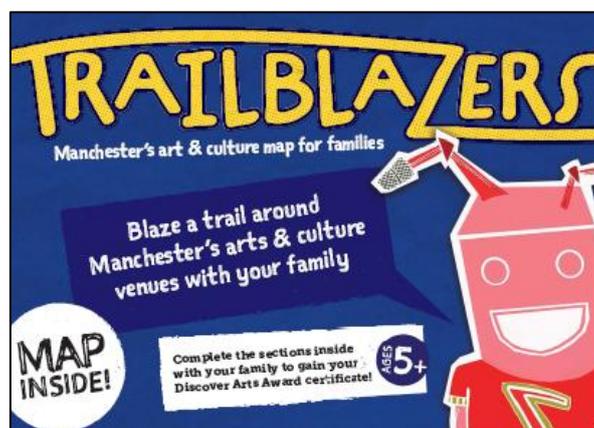
The aim was to put together a trail across the city between network member venues, working with the young people during their summer holidays, so that the maps were ready well in time for the Family Arts Festival. This timescale soon became unrealistic, with the young people not available as much as they'd anticipated over the summer.

They decided to use an illustrator, and create [two maps](#) for families with children of different ages. The version for families with younger children included Discover Arts Award.

Unfortunately, not everyone in the network liked the original designs and they had to be redone, which slowed the process and caused tension within the network – but everyone is now pleased with the final product and the process of working together on a tangible product has made the relationship between members stronger.

They did get the maps out to two Year 5 classes before half term, and they were widely distributed at network venues during the festival.

[See the Manchester Network presentation here.](#)





## Salford & Trafford

**FAC funding:      Test Drive: £5,000**

This network includes several partners from outside the arts, including heritage, leisure and shopping, which brings a different perspective to activity.

There was some activity linked to the 2013 festival, tagging activity on to pre-planned events and having initial conversations about future activity.

There was lots of activity linked to the 2014 festival, mostly in the second week (the local half-term holiday) with a focal point of one day in the last weekend.

They found that being part of a national initiative helped to bring larger partners like the BBC or ITV on board.

They organised a “Play date”, where existing family audiences of sports- or other non-arts-based partners were encouraged to visit arts partners, and vice versa. Some activity also took place in places like shopping centres, with performers from forthcoming shows made guest appearances – feedback from these performers suggests that they also liked being part of a national festival. Some partners supported in other ways: the Salford Reds provided mini buses to transport people between venues, and Smooth Radio contributed air time for an ad.

They produced and distributed maps in advance, on the day event lists, and postcards with a prize draw for data capture. Every venue mentioned it on their social media channels in the run up to the event and live tweeted on the day, and they ran competitions – for example, families were asked to share pictures when they found The Craze (from One Man, Two Guvnors) busking around Manchester.

Similarly to the Manchester network, partners found that organising this joint activity strengthened the network.

[See the Salford & Trafford Network presentation here.](#)

## **West Yorkshire**

In contrast to the two preceding networks that shared activity, partners in the West Yorkshire Family Arts Network are mostly non-venue based organisations including touring companies. They are also spread over a wider geographical area.

They've found the discussions they've had as a network to be very useful, and have focused on these rather than developing joint activity – although they would now like to explore ideas for a joint project that would strengthen the network as previously demonstrated.

## City (of London)

This network (originally called the Barbican network) formed in 2013, but had some difficulty moving forward with any activity as they didn't have a specific person driving the network forwards. However, tying in with the huge redevelopment plans in the area over the next five years, they are now meeting quarterly, reflecting the partnership ethos of the redevelopment plans.

As well as the core members, mostly based in or around the Barbican Centre, they invite other interested organisations along to meetings in the spirit of openness.

All members have signed up to Network Pledges, with regards to the Family Arts Festival and long term activity.

The network produced a joint events diary in the run up to the 2014 Festival, which they intend to produce quarterly. 6000 copies were printed and mailed and distributed to local audiences. They plan to produce an online version next time. One of their members is a Children's Library, and they've used this space to gather useful feedback on the print.

The long-term plan is collaborative programming.

They've found that working as a network has been a powerful internal and external advocacy tool.



## **Norfolk**

**FAC funding:        Test Drive: £5,000**

This network was born from the Norfolk Venues Network, which has been working together for the past three years, but also includes Norfolk Museums, from whom they are learning a lot.

They saw the 2014 Family Arts Festival as a pilot project for the network. Seven members programmed family activities; some tried new activities either in addition to their planned programme or linked to existing activity.

Some partners individually produced print with the FAF branding on it, but all worked on some collaborative marketing, with one partner leading this activity. There was a network Facebook page, and they ran some Facebook ads; there was also a joint PR call which resulted in a double-page spread in the Eastern Daily Press – a regional paper with a very high readership.

The Garage led on evaluation, producing survey cards for walk-up events and an online survey for those with box office data. They plan to use the feedback specifically to look at facilities and services.

Overall, it was a success with much learnt, and they plan to keep working together in this way.



**Around the World in 80 Days, Theatre Royal Bury**

## **Bristol**

**FAC funding:      Test Drive: £5,000**

This network is an offshoot of the Cultural Education Partnership, and started working as a Family Arts Network in time for the 2013 Festival.

They've focused network activity on the festivals, this year also producing five outreach workshops reaching unengaged families as well as programmed activity (some joint) in their venues.

They also took joint responsibility for marketing, producing a joint press release and flyer, of which 25k were printed and distributed, and cross-promotion of events on social media. The flyer included a trail for families to collect stickers, entering a prize draw to enable data collection. They jointly commissioned a photographer to document the Bristol Family Arts Festival, and asked audiences to complete a relatively long survey – which proved labour intensive but produced useful results.

The Arnolfini also hosted a showcase event at the end of the festival, bringing together elements of different network members' events and work that was produced as part of the outreach workshops, which worked really well. The Architecture Centre then went on to host a post-festival exhibition for two weeks, really extending the longevity and reach of the festival.

There is some evidence to suggest that participants from the outreach workshops then went on to attend city centre events, and there was a marked change in postcode engagement at city centre events from areas that had outreach workshops. However, transport into the city centre was an issue for some outreach participants, and the network will look again next year at either working with transport companies or programming more events in peripheral communities.

They want to capitalise next year on parent bloggers who have engaged this year; having said that, they will also place more posters in disadvantaged areas of the city, as they're very aware that not everyone has access to the internet.

They also want to focus on engaging families with teens, and those with pre-schoolers next year, rather than those with 7-11 year old children.

[See the Bristol Network presentation here.](#)



## Kent

**FAC funding:      Test Drive: £5,000**

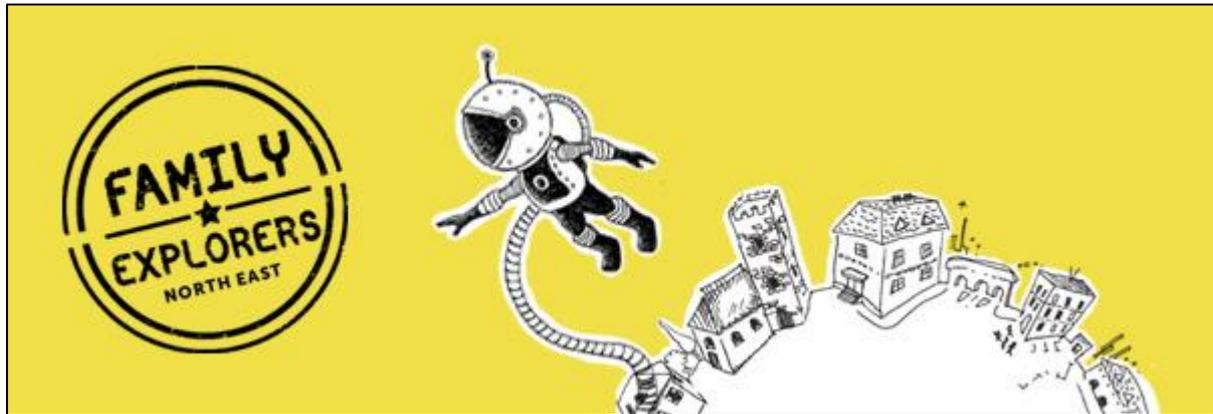
This was a new network which formed in January 2014, which grew from the Kent Theatre & Marketing Managers Association and expanded to include other art forms, museums, and Ideas Test (the CPP programme in Swale and Medway).

The network members have signed a Statement of Intent, clarifying commitment and focusing engagement.

Using the collaborative audience development funding, the network built a Kent-wide website which not only listed family events but also communicated what to expect when attending those events. A media partnership with the Kent Messenger Group enabled them to reach a wide range of non-arts attenders, supported by the “Try This” area of the website. This area listed new or add-on events to venues’ existing programmes, which families could find on the website before booking via network members’ own sites – this method was chosen to simplify the website’s building process, but did present challenges around data capture for the network.

This website will be year-round, with the next push around festive events. They hope to build on this activity as a network by creating printed material and some cross-genre workshops in the Spring half-term holiday.





## **North East – Family Explorers**

**FAC funding:      Test Drive: £5,000**

### **THE IDEA**

Family Explorers is a project that helps families in North East England enjoy a wider range of cultural experiences by:

- Recommending a small number of activities each week in an [e-newsletter](#) and [Facebook group](#) so it's easier to make choices
- Making it simpler to plan days out by providing all the practical information in one place
- Encouraging Family Explorers to share reviews of their visits so participants can see honest unbiased recommendations from families like them so feel more confident about trying somewhere new

### **THE STORY**

Family Explorers started out as a research project with a small number of selected families. The venue partners wanted to find out how families could be encouraged to try new cultural genres.

For example, could theatre-goers be persuaded to try dance? Would museum fans feel confident about seeing a live music show?

Initial research found that people felt overwhelmed by the choices around places to visit and the information they trusted most was from other families recommending where to go.

Family Explorers was designed to solve this by simplifying information and gathering honest family reviews that would be trusted and sharing them.

Initially a pilot project with a handful of families it was then rolled out to around 200 families in 2013. The year-long research project was analysed independently by [Morris Hargreaves McIntyre](#) and [Flo Culture](#).

They found there was 'a significant increase in visits to the partner venues by the project families mainly as a direct result of the project.' and that the project '...succeeded in promoting 'Cultural Confidence' amongst the families'.

[Download the Summary of Project Findings](#) and [results of the first phase](#).

Following the successful research phase, Family Explorers became a public project in July 2014 and all families in North East England are now welcome to take part.

## THE PEOPLE

The Family Explorers network includes 24 cultural [venues](#) run by 13 organisations in the North East.

All of the venues are part of the Family Arts Network and have signed up to the Family Arts Standards.

These organisations are committed to offering families a warm welcome. They welcome feedback and are pleased to improve their family offer further by acting on suggestions.

It's run day to day by communications coordinator Sallyanne Flemons and is guided by a project steering group.

The project is funded by the network members and the [Family Arts Campaign](#).

## CONTACT

The project's website can be found at [familyexplorers.co.uk](http://familyexplorers.co.uk)

Contact Sallyanne Flemons at [hello@familyexplorers.co.uk](mailto:hello@familyexplorers.co.uk) or call 07880 545269

**Sallyanne Flemons**  
**28 November 2014**



## Derby

**FAC funding:      Test Drive: £5,000**

**Who we are:** As well as being part of the of the Derby Audience Finder Cluster, we are all part of the Derby Cultural Vision Group that was established on April 2012 and which unites the main cultural organisations in a partnership that drives innovation and efficient working across the city. As part of this group our roles include developing audiences and opportunities to engage with the arts across the city.

**Who is our audience?** Derby's catchment area contains strong concentrations of Wealthy Executives, Affluent Greys, Flourishing Families and Secure Families. The catchment is generally older and more suburban and rural than those of larger cities, with less Professionals, Educated Urbanites and Aspiring Singles than the UK average.

**We worked together on the following together leading up and during the Family Arts Festival:**

- We designed a very basic accessible [leaflet](#) that included all the events taking place across the festival. 5000 leaflets in total with 3000 distributed across the art boxes in Derby with 1000 available amongst CCLG organisations/venues for individual use and 1000 through libraries in the city.
- We used a pdf version for web which we attached to our websites and for email distribution
- We were very pleased to welcome Shaun Barker, Captain of Derby County Football Club as the Derby Family Arts Festival 2014. Shaun was able to open up the festival and events to a wider non-traditional arts family audience. We launched the festival with our Patron on BBC Radio Derby.
- We worked with Shaun to look at how we could engage in further photo opps and meetings with the Ambassadors for the festival.
- We had a website page at [www.familyartsfestival.com/derby](http://www.familyartsfestival.com/derby) and proactively used #FamilyArtsFest and #FamilyFestDerby for social media to support all our events.
- We employed a Family Arts Festival Ambassador Coordinator – who is still leading on the legacy of the project. We had a Festival celebration to close the festival with the Ambassadors. It was a practical workshop which our Patron attended.



Read our post-festival press release [here](#).

## **Test Drive the Arts**

We successfully applied to deliver an Arts Ambassador scheme in the city and worked with five families.

### **What are we trying to achieve?**

After having our collective data analysed in an Audience Finder insight sharing session, we discovered that although collectively we are doing very well in attracting family audiences, there is however a family segment (post-industrial families) that is hugely underrepresented in terms of audiences for our organisations (40% index).

As a network we felt that the TMA Test Drive offered us the opportunity to explore this particular segment further, understanding in detail their motivations, barriers with the possibility to test a specific offer and activity to engage them. Although this would be pilot activity, the impact of this work could have significant repercussions for how the network engages family audiences going forward. This is something that as individual organisations we would not be able to do on our own as this segment is relatively small – however this combined test activity would make it viable.

### **What model we choose: Family Ambassadors**

As a lead up to the second national Family Friendly Festival we recruited a small panel of Family Friendly Ambassadors from the post-industrial family segment. Our proposal developed on current best practice in the city by working with a specific segment over four month period leading up to and after the Festival. The ambassadors had access to and engaged with a range of family friendly work that was already available over the summer/autumn period programmed by our arts organisations. Supported by a Family Friendly Ambassador Coordinator the ambassadors and their families were enabled to attend events and provide feedback on their experiences. The aim was three-fold, to engage more meaningfully with a segment we know we are not targeting, gain understanding to some of the barriers/opportunities to inform our marketing and audience development activity and develop confidence in a small number of families to sample a range of Derby's cultural family offer. Using the box office information from the cluster we were able to identify potential families from the Post Industrial Family Segment who we approached to be part of a small group of Family Friendly Ambassadors.

The participating arts organisations provided complimentary tickets to a range of work. There was a small fund to support transport and access costs as necessary for those families engaging. The coordinator followed up each visit to gather feedback on each attendance and asked briefly about their thoughts on the event they went to and their customer experience. The aim was to provide opportunity to talk about the festival and raise the profile and understanding of the festival. There was a closing event for the ambassadors and families to meet each other and people from the arts organisations involved with opportunities to share their thoughts about their experiences and what worked well for them or didn't.

The ambassadors are also provided a bridge between the arts organisations and our local target audience – or in other words between the organisations and actual people. The

ambassadors live in the local area and know and interact with a range people who may be outside of our audience range on a regular basis.

The coordinator also attended a number of community events, networking to talk about the work in Derby and raise the profile of the Family Friendly Festival. They used to social media platform of WhatsApp to communicate amongst each other and their friends about the festival. The coordinator is presently writing up the findings as part of the evaluation and providing feedback /attending the CVG Marketing/ Cluster group sessions to discuss the project.

We are still working with the coordinator and the ambassadors are still attending family friendly events as part of the project legacy.

**Simone Lennox-Gordon**  
**Head of Development**

## **Collaborative Social Media**

Hans de Kretser and Sophie Hicks from **Hans de Kretser Associates** gave a presentation on collaborative social media techniques.



[The presentation slides are available here.](#)

[Hans has put some further pointers together here.](#)

## **Family Arts Campaign Update**

The 2014 Family Arts Festival was a success with over 900 organisations staging more than 4500 events across the UK. The festival enabled the Campaign to gather feedback from family arts organisations - thank you to participating organisations for encouraging families to rate your events. Audience survey feedback has been passed back to those that took part and the data will also contribute to a national evaluation, which will help the arts sector expand its knowledge on family audiences.

The Family Arts Standards are growing as a voice of authority on family programming and becoming a recognisable declaration of a family friendly welcome. The Campaign is targeting organisations to sign up and encouraging use of the branding in order to strengthen the status of the Standards and increase its familiarity amongst audiences.

Planning is underway for the second Family Arts Conference, which will take place Friday 13 March 2015 at Cadogan Hall and Royal Court Theatre, London. This one-day event will be an opportunity to share good practice, launch two major pieces of research and guidance on pricing and content guidance for family arts events, and discuss the results of an employment survey to determine the family-friendliness of the sector towards its employees.

The Campaign is also currently working with AMA and The Audience Agency to produce a set of online training resources, which will be available from the Family Arts Campaign website from February 2015.

## **Family Arts Campaign 2015-16**

Planning for 2015-16 is now well underway, with a draft funding agreement with ACE in place. Similarly to the previous two years, activity will focus on a Family Arts Festival around October half term, which may be extended to begin earlier in October. Alongside this, the campaign will also continue to promote the Family Arts Standards and support the organisations signed up to them. It will also continue to work closely with the Family Arts Networks.

New activity will focus on promoting the new pricing and content guidance to the sector, as well as new case studies produced after the 2014 festival. The year will also include writing a four-year business plan and putting together an application to Creative Europe for a *Family Arts Campaign Europe*. This project looks likely to include an element of co-creation of artistic product, audience engagement perhaps through the creative use of technology, and organisational development through training and resources.

## **Arts Award Press Release** – Issued 17 October 2014

### **Family Arts Campaign and Trinity College London work together to pilot Arts Award projects across the UK**

The Family Arts Campaign and Arts Award, both Arts Council England-funded initiatives, are working together this year on innovative pilot projects looking at ways to integrate families into Arts Award activities and encourage more families to take part in arts activities.

The projects are being carried out by three Local Family Arts Networks based in Manchester, Derby and Sunderland: groups of organisations collaborating on a range of family arts initiatives in their local area. The aims of the pilot projects are to trial different ways of integrating families into the activities undertaken by young people completing their Arts Award.

The Family Arts Campaign is also working with Trinity College London on a schools' brokerage scheme, encouraging stronger relationships between schools offering Arts Award and local arts organisations. The scheme will be piloted by two contrasting Local Family Arts Networks in Cumbria and Manchester, reaching families through young people completing Arts Award at school.

Mari O'Neill, Family Arts Campaign Manager, said *"We strongly believe that taking part in arts activities as a family strengthens the experience and encourages long-term engagement with the arts. It's even more exciting when that engagement is led by the younger members of families, and we're looking forward to seeing how these very different pilot projects develop and what we and Arts Award can learn and put into practice in the future."*

Diana Walton, Arts Award Development Lead for Trinity College London, added *"We're delighted to see that Arts Award can play a role in reaching out to families and helping them to enjoy the arts with their children. We hope to involve more families with Arts Award in future, and these pilots will pave the way."*

Learning from these pilot projects will be shared with other Local Family Arts Networks in the coming months and with the wider sector at the Family Arts Conference on 13 March 2015, which will be a major event to introduce important new research and guidance and launch the next exciting stage of the Family Arts Campaign.

It is hoped that the learning will be used to develop similar projects on a wider scale in the future.

### **Notes to editors**

#### **Details of the three pilot projects**

##### ***Manchester***

A group of teenagers will work with network members led by Bridgewater Hall to develop a new paper and online cultural trail between venues. These young people will design the trail to appeal to families with children aged approximately 10-14. Participants involved in developing the trail will complete Bronze or Silver Arts Award.

Certain elements of the trail will be designed to allow young audiences (aged 5+) to complete Arts Award Discover, supported by family members. This offer will be available during the Family Arts Festival (17 October – 2 November 2014).

Families will be able to 'check in' at a Discovery Desk - based at participating network venues during the festival - for support and moderation by trained advisers. Participating young people have been trained as advisers to assist with this role, recognising the elements of the award and approving portfolios with an adult adviser available to oversee their moderations and support them in making any difficult decisions.

### ***Sunderland***

Arts Centre Washington are developing a series of family workshops, enabling children aged 5-7 to achieve Arts Award Discover with their families.

Visual arts and drama organisations across the network will work together to deliver sessions, and added value will be gained through discounted access to performances, gallery talks and guided tours which can be documented for their portfolios.

### ***Derby***

The network will work with young people with disabilities who access activities targeted at and designed specifically for them but currently without their parents. The project will enable families to be more confident to access cultural activities, to have a better understanding of the cultural provision across the city, and to be able to document and support their children's Arts Award qualifications.

The programme will consist of facilitated "Go, See, Review", participatory, and research activities; independent "Go, See, Review" and documentation activities; and support for families to develop documentation for the young people's portfolios.

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The **Family Arts Campaign** aims to support organisations in providing high-quality activities for families and in growing and broadening the number of families taking part in the arts. It has been devised in consultation with over 1,000 professionals and 2,000 families, and was an initiative of a consortium of visual and performing arts trade bodies working across the UK. It is supported using public funding by the National Lottery through Arts Council England. Welsh activity is supported by Arts Council Wales. [www.familyarts.co.uk](http://www.familyarts.co.uk)

**Arts Award** plays an increasingly significant role in supporting cultural education in the UK for young people up to the age of 25. Arts Award has five levels, four of which are accredited on the Qualifications Credit Framework (QCF). The award assesses art form knowledge and understanding, creativity and communication skills and helps prepare young people for further education and employment. Accreditation starts with Explore (Entry Level 3) and goes up to Level 3 or Gold Arts Award (35 points on the UCAS tariff). Discover, an introductory level, is now available for young children aged 5 plus. Arts Award is managed by Trinity College London in association with Arts Council England working with 10 regional Bridge organisations. [www.artsaward.org.uk](http://www.artsaward.org.uk)

**Arts Council England** champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature and crafts to

collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2010 and 2015, we will invest £1.9 billion of public money from government and an estimated £1.1 billion from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

### **Organisations involved in the pilot projects**

#### ***Manchester***

Bridgewater Hall  
Z-Arts  
Manchester Museum  
Whitworth Gallery  
The Edge Theatre  
People's History Museum  
Manchester Art Gallery

#### ***Derby***

QUAD  
Déda Dance  
Derby Museums  
Sinfonia Viva  
Derby Live  
Derby Theatre

#### ***Sunderland***

Arts Centre Washington  
Creative Cohesion  
Northern Gallery for Contemporary Art  
Sunderland Winter Gardens Museum  
Monkwearmouth Station Museum

#### ***Cumbria***

Rosehill Theatre  
Creative Futures  
Theatre by the Lake  
Kirkgate Centre  
Prism Arts  
Brewery Arts Centre