



Audiences London: Consultation with Stakeholders Background

Audiences London's mission is to bring insight to transform the relationship between arts and heritage organisations and their audiences. Founded in 2003, Audiences London has been providing leadership in audience development and serving the needs of a wide range of cultural organisations.

We offer resources, training and events, and advice and support services to enable cultural organisations to engage more effectively with their audiences and visitors.

Our Knowledge Bank contains information about how audiences and visitors from across London engage with the cultural offer. It includes a data-set of information about actual attendees from over 300 organisations throughout the Capital (Snapshot London) which enables us to benchmark audience profiles and behaviour. Our knowledge bank also includes practical case studies, guidelines and resources demonstrating effective ways of engaging audiences. Audiences London also provides information and advice on:

- changes in marketing and audience development practice
- cultural diversity and disability arts and audiences
- family friendly programmes
- market dynamics and trends in London
- community engagement and reaching younger and older audiences
- cultural tourism
- digital development
- organisational development and change
- and more...

Services

The core services offered by Audiences London are:

- **Research, analysis and evaluation** including: primary research; data analysis; event surveys; population information; comparator information ie. desk/secondary research.
- **Audience development planning**: using our Knowledge Bank to guide strategies and action plans
- **Community engagement**: guidance in identifying, contacting and building sustainable relationships with local communities
- **Training, events and networking**: an annual programme of seminars, symposia and events, as well as in-house training

Collaborative projects

- We bring together multi-partner projects across a range of art forms and organisation types:
 - Snapshot London (analysis of 2.5m culturally active London households);
 - London visual arts data hub
 - Orchestras benchmarking
 - London Theatre Consortium
 - Shot from the Lip (live literature)
 - Dance companies and venues

Collaborative projects continued

- Outer London venues
- Outdoor festivals and events
- Circus Arts

Funded Programmes

- Reach – Local Authority Arts Officers
- NI11 data workshops
- Respond – developing diversity within organisations
- Not for the Likes of You – understanding newcomers to an organisation

- **CultureMap**: an online resource collating information about cultural provision, users and audiences in London www.culturemaplondon.org

Future Priorities

Audiences London has commissioned two external advisers, Anne Millman and Gaby Porter, to ask you about your needs and priorities. Their findings will be used to develop the services we offer, increase the value of existing relationships, and identify new ones. A programme of individual conversations and group meetings, together with an online survey, is taking place from February to April 2010.