

# CLOA

## Local authorities as enablers of collaborative audience development

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Understand who your audiences are.  
Discover who they could be.

# Outline

- A brief introduction to TAA & Audience Finder
- Why data matters: relevance, reach, resilience
- How Audience Finder is supporting LAs as enablers
- An invitation



*The Audience Agency is a mission-led charity*

*Our purpose is to help cultural organisations  
to improve their relevance, reach and  
resilience using our national data and insight*



**Understand who your audiences are.  
Discover who they could be.**

### What we do

Research, consultancy,  
training & facilitation

### Where we work

England, Wales, UK,  
Internationally

### Who we work with

Across the cultural  
sector





# audience finder



## Purpose

- Usefully integrate data
- Opportunities for market development
- Opportunities for greater inclusivity
- Inform diversification of the cultural offer
- Enable collaboration
- Deliver impact and added value
- Promote intelligent data-culture
- Inform diversification of the cultural offer

## Audience Finder Guiding Principles

- **User-led:** R&D will always be directed and tested by users and geared towards their needs and challenges
- **Open:** we are committed to Open Data principles and will make data responsibly available to others who bring value to the sector. Audience Finder will remain open to all comers
- **Free:** the essential service (including any Arts Council England reporting requirements) will always be free to data-contributors
- **Secure & trustworthy:** we will model good practice in data protection, strive for robust results, act with confidentiality, and follow our Community Charter
- **Add value:** to users' own work and existing tools without duplicating effort, to the work of potential collaborators, ensuring interoperability with initiatives benefitting the sector.

# How Audience Finder works





# Audience Finder Data-Spine

Merged Mapping Data

**Population**

26m UK households

**Arts Survey**

400 organisations/ 300,000

**Booker API**

200 organisations/ 10m households

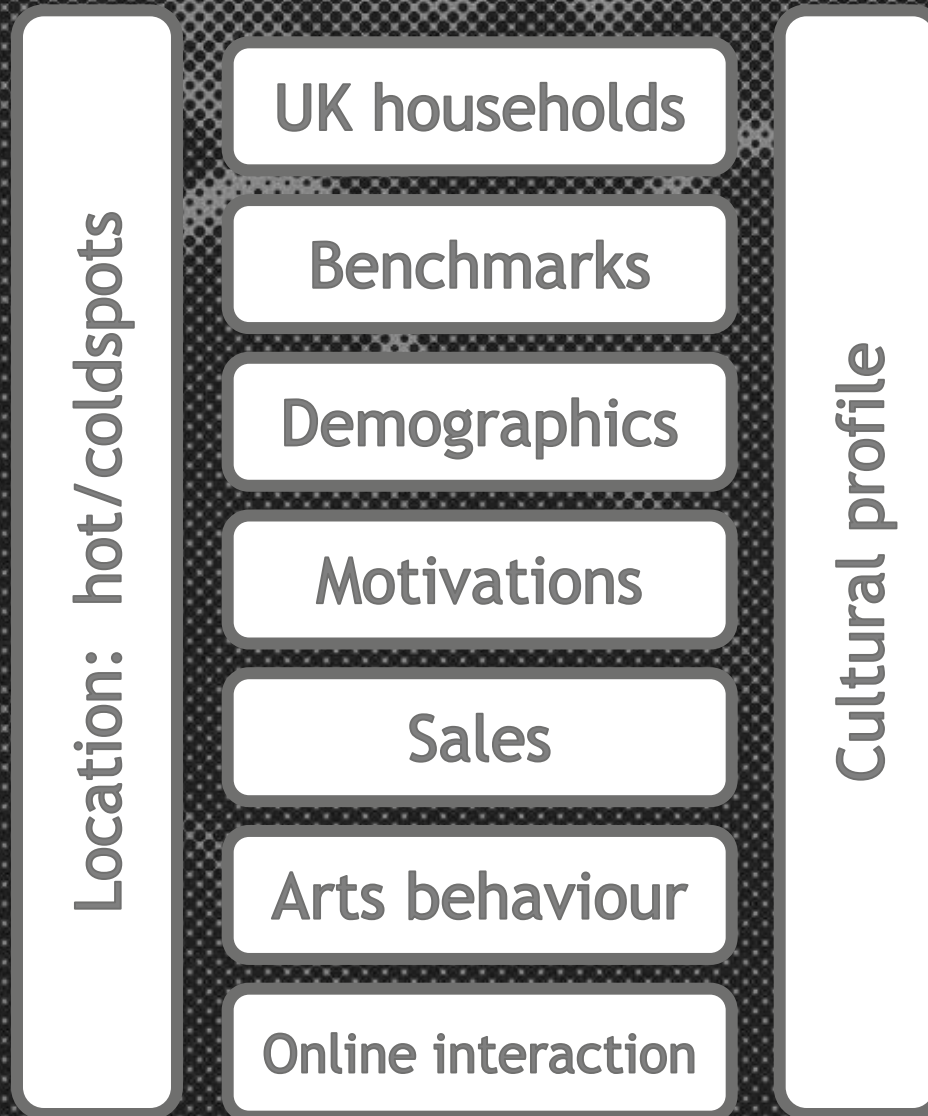
**Web Tracking**

All arts & leisure

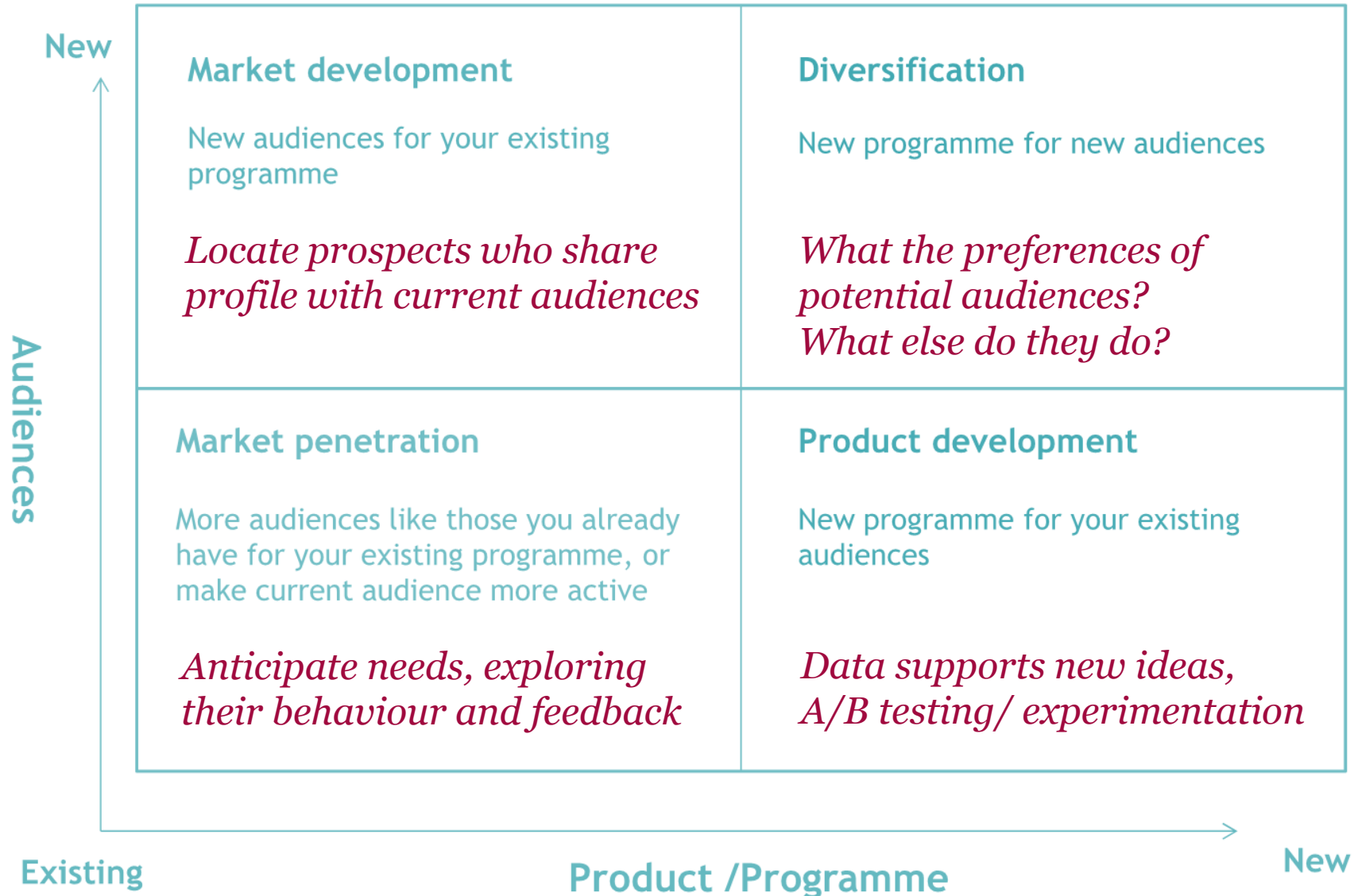
Synthesized Audience Spectrum



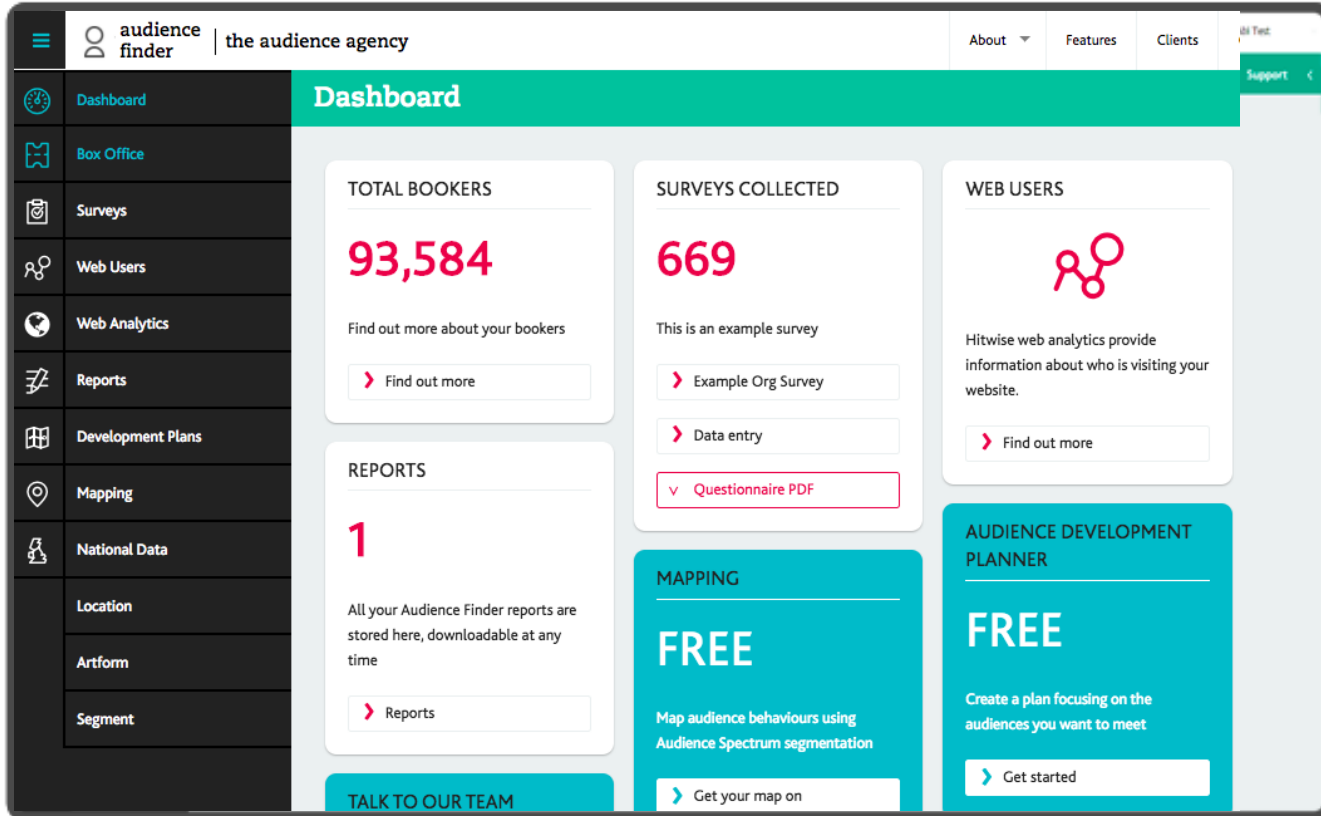
# Audience Finder Information



# Using Audience Finder for... potential







This is not my mug and I don't ♥ data



We do ♥



audience  
spectrum

Commuterland  
Culturebuffs

Experience  
Seekers

Dormitory  
Dilettantes

Trips & Treats

A population segmentation =  
10 distinct profiles, linked to household and postcode.

Helps us understand spectrum of audiences,  
plan to meet needs, and find new ones.

Unlike Mosaic, based on cultural habits and opinions  
but can link to it.

Facebook  
Families

Kaleidoscope  
Creativity

Heydays



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**





Metroculturals



Commuterland  
Culturebuffs



Experience  
Seekers



Dormitory  
Dependables



Trips & Treats



Home &  
Heritage



Up Our Street



Facebook  
Families



Kaleidoscope  
Creativity



Heydays



Metroculturals



Commuterland  
Culturebuffs

Experience  
Seekers



## 3 Highly Engaged Groups

- 22% population, 60% of audiences
  - Confident, enthusiastic, educated
  - Habits and tastes vary
- 
- North 12% population, 25% audiences
  - London 47% population, 73% audiences

Facebook  
Families

Kaleidoscope  
Creativity

Heydays

# 3 Medium Engaged

Experience  
Seekers



Dormitory  
Dependables



Trips & Treats



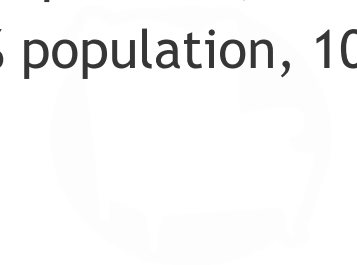
Home &  
Heritage

- 41% population, 30% of auds
- Risk-averse, not culture-averse
- Location and lifestage critical
- North 40% population, 51% audiences
- London 11% population, 10% audiences

Facebook  
Families



Kaleidoscope  
Creativity



Heydays



# 4 Less Engaged Groups

- 37% population, 10% of audiences
  - Do engage, but low proportions
  - Lack of interest AND resources
- Experience
- North 47% population, 24% audiences
  - London 40% population, 17% audiences
- Dormitory

Commuterland  
Culturebuffs



Trips & Treats



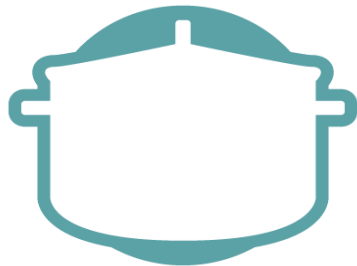
Home &  
Heritage



Up Our Street



Facebook  
Families



Kaleidoscope  
Creativity



Heydays

# Commuterland Culturebuffs

## Affluent and professional consumers of culture

< Audience Spectrum Pen Portraits



- Affluent and settled group with many working in higher managerial and professional occupations
- Keen consumers of culture, with broad tastes but a leaning towards heritage and more classical or traditional offerings
- Often mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort
- A group willing to travel and pay for premium experiences, their habits perhaps influenced by commuting
- Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children
- Tend to be frequent attenders and potential donors

## More about Commuterland Culturebuffs

+ Overview

+ Interests

+ Location

+ Preferences

+ How to engage

Download

Commuterland Culturebuffs  
statistical appendix

Engagement rank: 2

Population: 11% of English  
households

2nd group for CC:  
highest spending group

# REACH

A vibrant, low-angle photograph capturing a moment of pure joy and celebration at a circus event. The scene is filled with a dense crowd of people, their faces lit up with excitement. In the foreground, several hands are raised high, reaching towards the sky, some with fingers spread in a gesture of awe or triumph. The air is thick with a cascade of white confetti, which is captured mid-fall, creating a dynamic and festive atmosphere. The background is a blur of warm, golden light, suggesting the glow of stage lights or the setting sun, which adds to the magical and celebratory mood of the scene. The overall composition is energetic and captures the essence of a shared, joyful experience.

*Creative People & Places*  
*Bianco, No Fit State Circus, 2013*  
Andrew Billington



A close-up photograph of a man with a serious, intense expression, pointing his right index finger directly at the camera. He has short, dark hair and is wearing a dark-colored t-shirt. The background is blurred, showing another person's arm and shoulder. The overall tone is confrontational and direct.

# RELEVANCE

# THIS IS NOT FOR YOU

*Greenwich & Docklands Festival,  
Stockton Festival, 14 - 18 Nov  
This is Not For You, Graeae 2018*



**RESILIENCE**

## Local authorities as enablers?

- Promote good places and good place-making
- Provider strategic insight
- Encouraging evidence based and data-informed
- Incentivise/ co-ordinate collaboration
- Showcase and promote good practice
- Link culture to community effectiveness

# Audience Opportunities for Culture Central

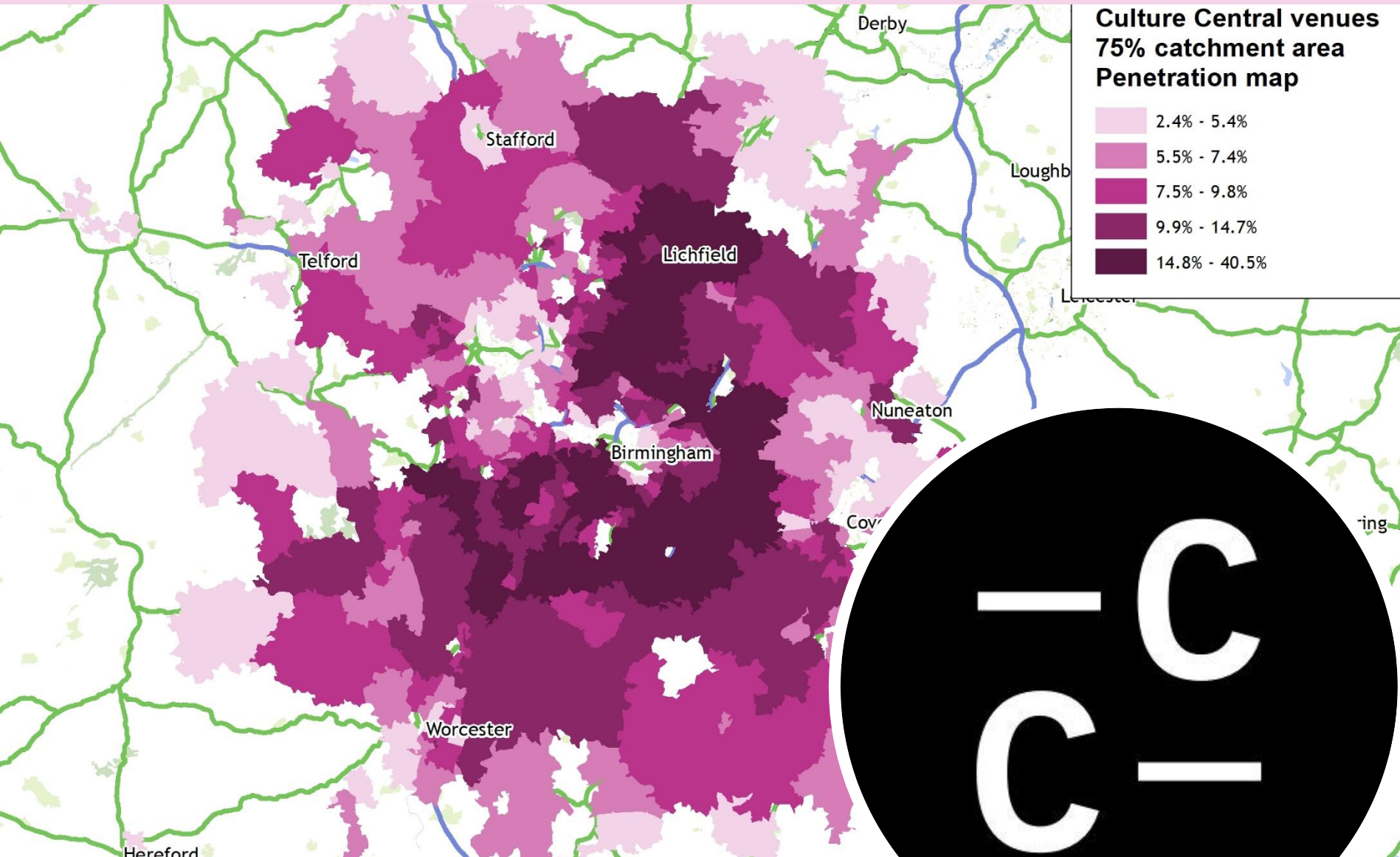


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# Audience Distribution CC

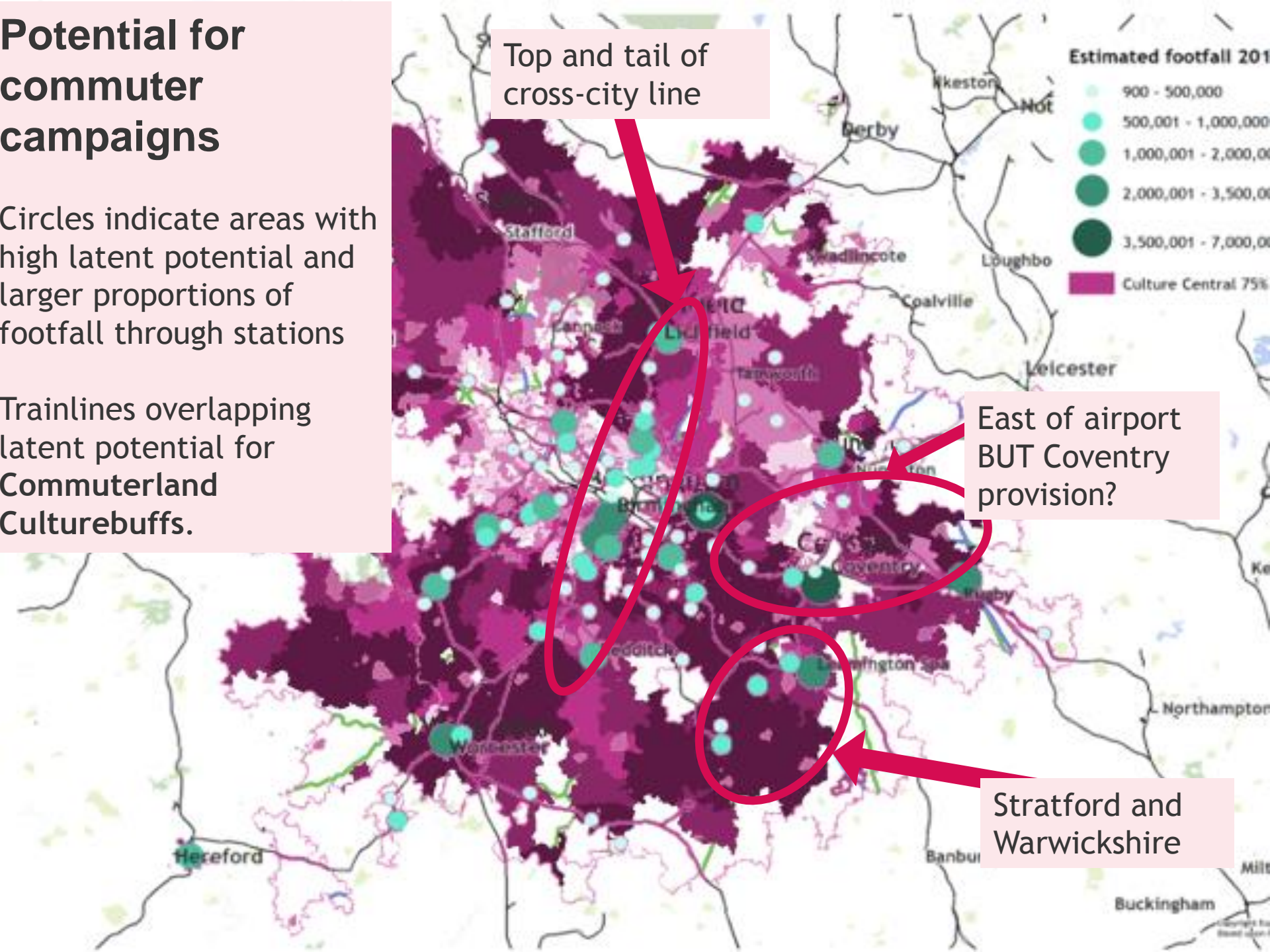
This map shows the penetration of Culture Central audiences in postal areas across the catchment area. While Birmingham itself is key to CC, there seems to be potential to develop the wider West Midlands market



# Potential for commuter campaigns

Circles indicate areas with high latent potential and larger proportions of footfall through stations

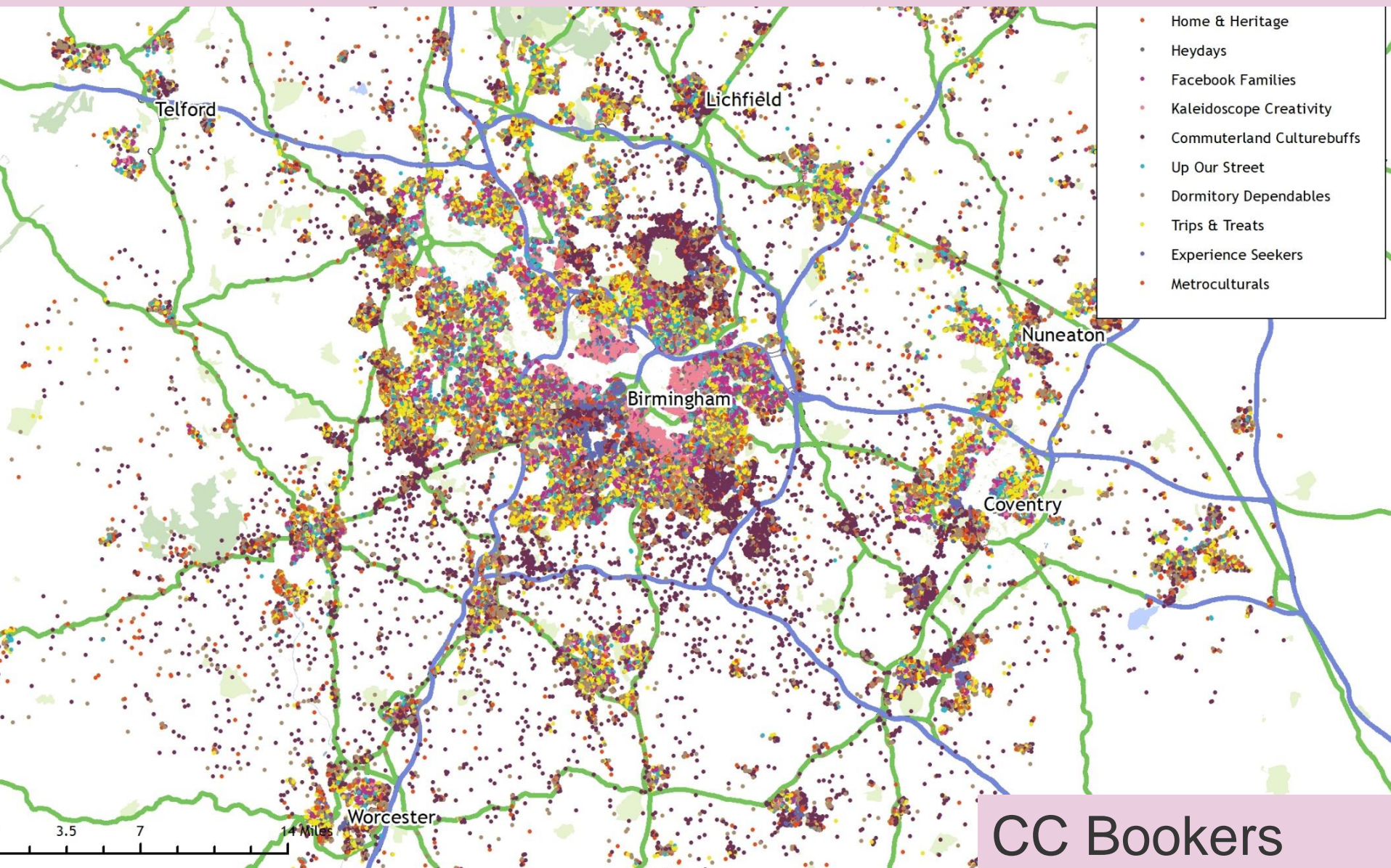
Trainlines overlapping latent potential for Commuterland Culturebuffs.





# Audience Spectrum Mapped

In comparison, this map shows the Spectrum profile of CC bookers across the region, and shows a variance in the dominant Spectrum profile in certain areas.



# Formative Research

## Manchester Cultural Destination



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# Headlines: Visitors from the UK outside Greater Manchester attending Greater Manchester cultural organisations, 2015-17



Around **a quarter** of visitors to cultural organisations came from the UK outside Greater Manchester.



For ticketed events, bookings from UK visitors from outside GM accounted for **18%** bookings and **24%** income. Their av. ticket yield was **£26.70** (higher than local bookers at £20.98).



The av. group size for box office bookings was **2.51**. Around **three fifths** of survey respondents visited with other adults and a **fifth** visited alone. **16%** in 15/16 had children in their group and **24%** in 16/17.



Av. booker frequency was **1.94** times across 2 years. Around **half** of survey respondents were first time visitors to the venue or organisation.



**A third of** bookers from the UK outside GM booked over 90 days in advance.

## UK cultural tourists visiting Greater Manchester

Core Audience Spectrum segments amongst UK cultural visitors to Greater Manchester showing potential for growth are:



### Commuterland Culturebuffs

Affluent and professional consumers of culture, includes empty nesters and families with older children at home. Large proportions visiting culture in Greater Manchester in particular from both the 45-90 minute drive time, as well as from the 90+ minute drive time.



### Dormitory Dependables

Suburban and small towns, interest in heritage activities and mainstream arts, includes both families and more mature people. Large proportions visiting culture in Greater Manchester from both the 45-90 and 90+ minute drive times.



### Trips & Treats

Mainstream arts and popular culture, influenced by children, family and friends. Prominent in Greater Manchester from the 45-90 minute drive time area.



# Headlines: **International** visitors to culture in Greater Manchester, 2015-17



Between 2015-17, **international** visitors made **2796** bookings at GM performing arts events (0.18% of bookings overall), and bought **5943** tickets (0.14%). International bookers brought in **£136,598** income (0.18%). True figures are likely higher, due to bookings via UK based tour operators and friends/relatives. International bookers had an av. ticket yield of **£22.98**.



**International** visitors accounted for **1%** of survey respondents for performing arts and multi art form centres. They made up **11%** (15/16) and **13%** (16/17) of visitors to museums and galleries.



The av. group size for box office bookings was **2.2**. However 37% booked just one ticket and around **a third** of international survey respondents visited alone. Just **12%** (15/16) and **13%** (16/17) visited with children.



Av. international booker frequency was **1.94** times across 2 years. **82%** (15/16) and **75%** (16/17) of survey respondents were first time visitors to the organisation.



International bookers booked on av. **51.5** days before a performance, however booking lead times vary greatly signifying a need for information and bookable activities well in advance, through to information via key channels during visits. **80%** booked online.

# Evaluation of London Borough of Culture



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# London Borough of Culture

Competitive programme mirroring City of Culture  
- emphasis on hyper-local co-production, improving  
joined-up services, well-being and regeneration

MAYOR OF LONDON

DO YOU LIVE  
IN THE LONDON  
BOROUGH OF...

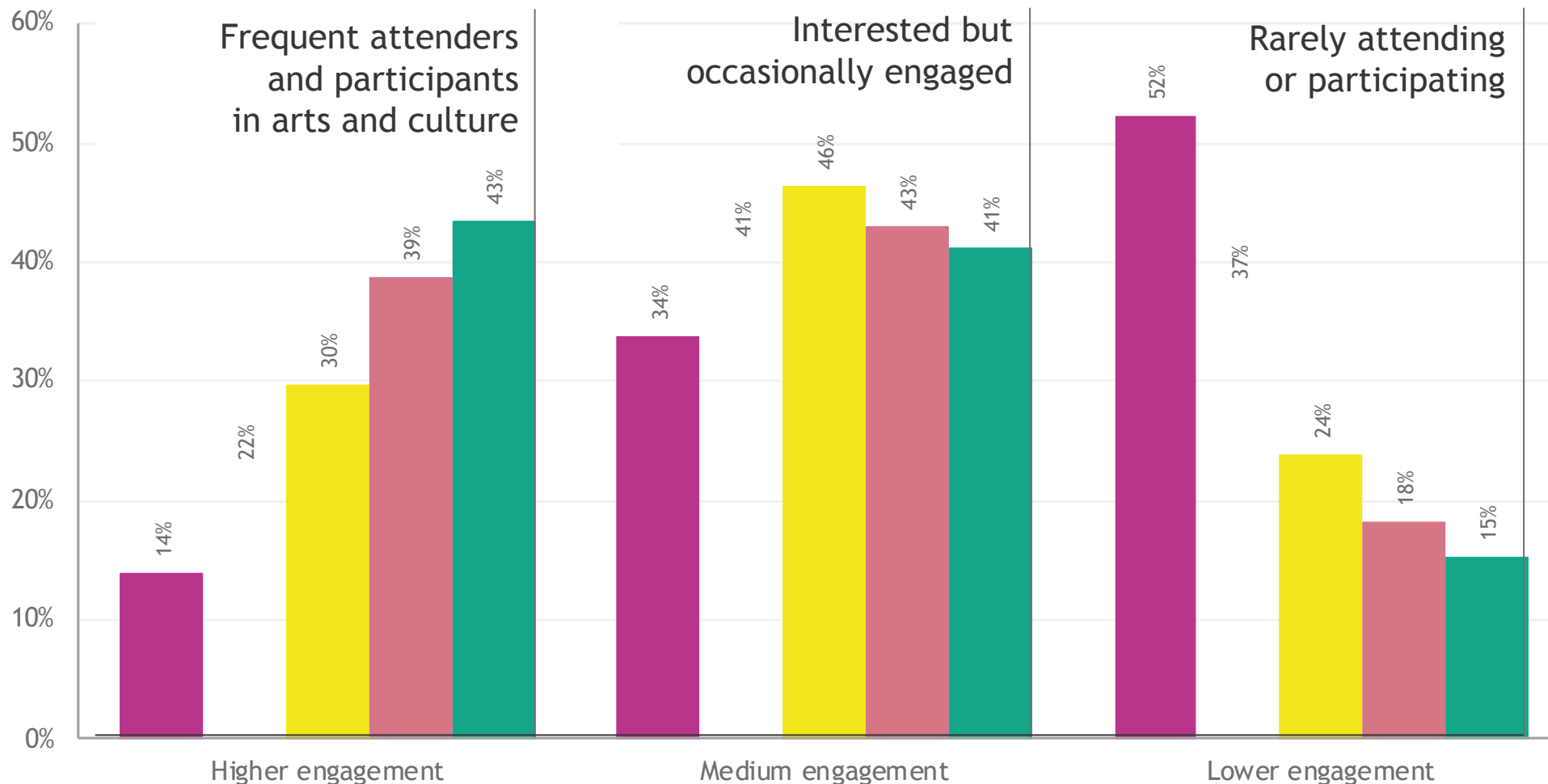


# Impact of Creative People & Places



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# English Population compared to NPO ticket-buyers, all arts NPOs, museums CPP audiences and participants 2017



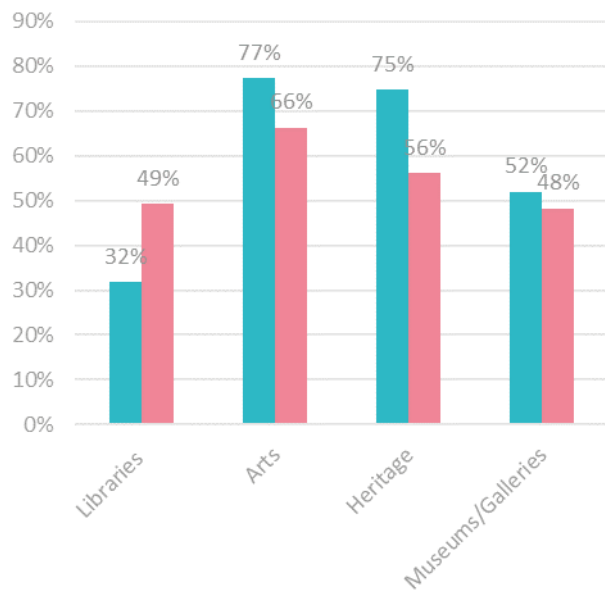
Source: Audience Finder - ticketing at 2018, arts survey 16/17, museum survey 16/17  
Creative People & Places 2017 postcode analysis of participants in 20 of 21 Places

# Library Project: scoping possibilities

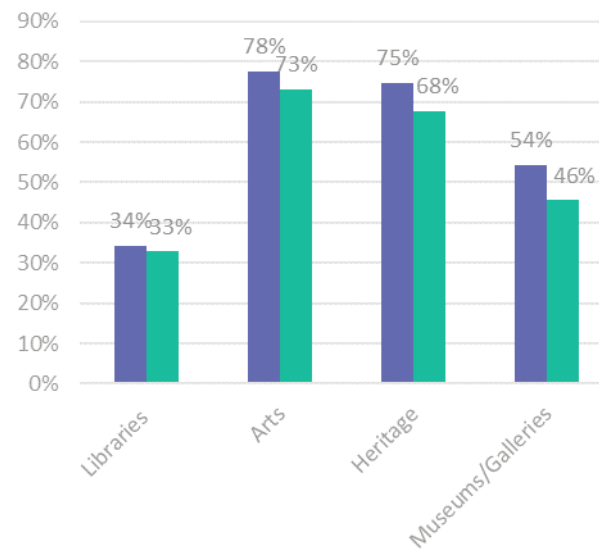


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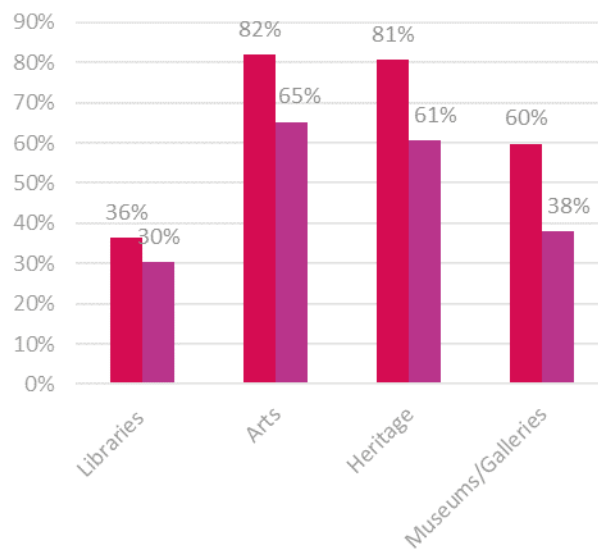




■ White  
■ Black or ethnic minority



■ No long-standing illness or disability  
■ Long-standing illness or disability



■ Upper socio-economic group  
■ Lower socio-economic group



*How could Audience  
Finder support LAs?*

Thank you  
[theaudienceagency.org](https://theaudienceagency.org)



the audience agency

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