



Arts Engagement in Lewisham



Introduction

This information is based on a workshop commissioned by the Arts Service at the London Borough of Lewisham and devised and delivered by Audiences London.

The workshop was prompted by Lewisham's adoption of NI 11 (NI's or National Indicators are a set of performance indicators selected by each local authority in England; NI 11 focuses on increasing engagement in the arts).

Lewisham took this opportunity to bring its arts partners together to share some new information about audiences and discuss the opportunities to work together to engage audiences based on this information.

Working from several different sources of intelligence (Snapshot, Mosaic and Arts Insight – more detailed info on the following pages), Audiences London put all the information together to help arts practitioners to re-think how they might engage different sorts of audiences.

We worked from a simple idea: Dividing residents into 3 broad groups based on how engaged they are with arts and culture:

Highly Engaged
Somewhat Engaged
Non Engaged

This helps us to differentiate their needs and to locate them in and around Lewisham.



Where does this information come from?

This information comes from a number of sources that Audiences London has combined to build a picture of Lewisham arts audiences. These sources are:

- ◆ **Arts Audiences: Insight** from Arts Council England which segments the English population into 13 different groups based on their arts attendance and attitudes towards the arts. This tool provides valuable information on why and how different groups of people engage in the arts.

www.artscouncil.org.uk/audienceinsight/

- ◆ **Mosaic lifestyle profiles:** which segments the UK population into 15 'groups' and within these 67 'types' based on postcode. This tool is really useful in identifying where potential arts attenders live.

www.audienceslondon.org/?lid=1215

- ◆ **Snapshot London:** this is an analysis of box office data from 35 performing arts organisations (theatres, concert halls, arts centres, ballet, opera and orchestras) across London, which is managed by Audiences London. Snapshot provides a very accurate picture of actual arts attendances. Snapshot includes the following Lewisham venues: The Albany, Laban, Blackheath Halls and the Broadway Theatre.

www.audienceslondon.org/?lid=147

- ◆ **Culturemap:** This online resource combines details of arts provision with population statistics and infrastructure information for each of the 33 London boroughs.

www.culturemaplondon.org



Highly Engaged

Their arts going

- ◆ Confident and eclectic; these people enjoy a wide range of different arts experiences and are open to trying new things.
- ◆ As well as attending a broad range of different arts, they also attend very frequently.
- ◆ Whilst they do attend a broad range of arts events, they particularly enjoy galleries and contemporary art forms.
- ◆ Arts attendance is motivated by two main drivers: the opportunity to learn and the opportunity to socialise.
- ◆ Some would attend even more if only they had the time.

How to reach them

- ◆ Challenge is convincing them to find time in their busy schedules.
- ◆ Clear signposting of different arts offers available, stressing the social and personal development benefits is likely to be effective.
- ◆ Arts offers that are positioned as something experimental, diverse and boundary pushing will appeal to this group.
- ◆ These people are 'early adopters' and they pride themselves on being 'the first to know what's going on' – messages around sneak previews, the latest and the newest are likely to work.
- ◆ They are sophisticated digital consumers, so using social networking, on-line booking, twitter and other tools likely to be effective.



Somewhat Engaged

Who are they?

Correspond with Mosaic Group N 'Global Fusion' (part of the 'Terraced melting pot') and ACE Arts Insight segments 'Fun fashion and friends' and 'Dinner and a show'

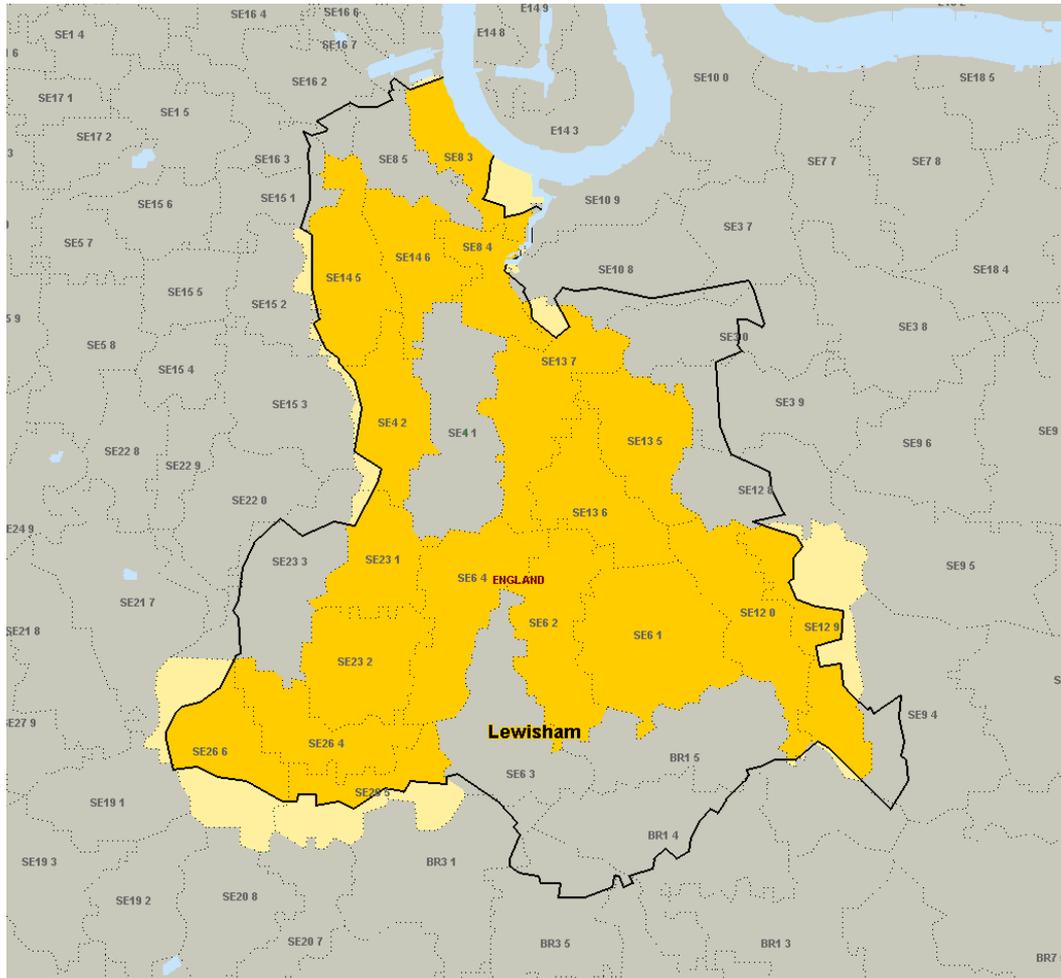
This is a very broad group and represent a large proportion of Lewisham households. They can be further divided as follows:

- ◆ Young people, mainly women, relatively well off, in the early stages of developing their career or just starting families.
(ACE Arts Insight 'Fun fashion and friends')
- ◆ Ethnically diverse young people and families. Not particularly well off but aspirational for their children and themselves. Have a strong sense of community and positive view of their local neighbourhood. Many have a strong ethical stance and eco credentials.
(Mosaic type 'Global Fusion' part of the group 'Terraced melting pot')
- ◆ Older, more established families, perhaps with children grown up, comfortably off and approaching retirement.
(ACE Insight segment 'Dinner and a show')



Somewhat Engaged

Where do they live in Lewisham?



Being such a broad group, these people can be found almost everywhere across the borough and make up the majority of the population – 74%, or 77,000 households.



Somewhat Engaged

Their arts going

- ◆ The arts do not play a key role in the everyday life of this group.
- ◆ Attending arts events is an infrequent, special occasion in their social calendar.
- ◆ They have a tendency to stick to the 'tried and tested' and have mainstream tastes: they attend live music events such as rock and pop concerts, theatre and musicals.
- ◆ Some of the people in this group attend arts events that are explicitly reflective of their ethnic background.

How to reach them

- ◆ An arts experience that uses a familiar story, well know characters or features a 'household name' will appeal; celebrity endorsement might also work.
- ◆ They are looking for an arts experience that is entertaining and offers a 'good night out', highlighting these messages will be important.
- ◆ For particular ethnic groups an explicit cultural connection with the arts offer will be important.
- ◆ For those with children, family friendly activities will appeal.
- ◆ Stressing the social aspects of your offer will be important to this group.



Non Engaged

Their arts going

- ◆ The arts are not a priority for this group, they lack both the time and inclination to get involved.
- ◆ The concept of 'the arts' is not a positive motivator for these groups.

How to reach them

- ◆ Positioning arts activities as leisure, fun, entertainment, family or community is more likely to be effective.
- ◆ Cost is an issue, free events are likely to work best.
- ◆ Rather than expecting non-engaged groups to travel to arts venues, programming arts activities in places that are part of their everyday lives – parks, high streets, shopping centres etc – has potential.
- ◆ Children's activities that are communicated as fun and entertaining will be a way to reach to younger families in this group.
- ◆ 'Localness' and capitalising on a sense of local community has the potential of engaging older people in this group.
- ◆ Existing arts communication channels are unlikely to work with this group, communications need to be informal and un-patronising, avoiding arts jargon – using word of mouth and existing networks is likely to be effective.
- ◆ Plans for engaging these groups need to be well resourced, long term, and flexible; and objectives should be realistic – many projects have the potential to make a significant impact, but on limited numbers of people.

How can I use this information?

- ◆ To set realistic audience (development) targets
 - If you are trying to reach non engaged people living in Downham you have an accurate picture of the challenges you will face.
- ◆ To plan your marketing campaigns
 - If you are trying to reach somewhat engaged young people ensure your communications (imagery and copy) stress the social aspects of the arts offer.
- ◆ In thinking about your programme
 - To reach the large numbers of somewhat engaged, can you programme something with a familiar 'hook' that will reassure potential audiences.
- ◆ To help colleagues and other stakeholders understand your audience development plans
 - Share these maps and audience profiles with colleagues.
- ◆ To think about possible partnerships and collaborations
 - Research what is happening in the local area where your target audience lives.
- ◆ As part of your overall business planning
 - Make decisions about where to focus to your resources to reach your objectives.
- ◆ To support funding applications
 - Use this information to illustrate how your arts offer has the potential to reach particular audiences.



Benefits of collaborating

◆ Collaborating with other arts organisations:

- Promote a joint offer which highlights only those parts of your programme appropriate to the target group, and which uses tailored communications that respond to their motivations, e.g. a group of organisations could assemble a selection of your most accessible performances, packaged as 'the best night out in town' for the 'somewhat engaged' group.
- Pool your mailing lists, get the postcodes analysed (by an agency such as Audiences London) and segment them into different target groups, then create a relevant offer and communications for each group.
- For both of these initiatives, if you pool your resources you can make your budgets stretch further and there may be the opportunity to apply for additional funding (eg Arts Council Grants for the Arts).

◆ Collaborating with non-arts organisations you could:

- Use your local knowledge of the cafes, bars and other social spaces used by the younger 'somewhat engaged' groups and investigate the possibility of presenting your offer in these places; recruit the staff as your advocates.
- Create a joint promotion with a local restaurant or bar to provide an all in one 'package deal' marketed to the 'somewhat engaged'.
- Establish a partnership with local housing associations as a starting point in reaching 'non engaged' groups.



Useful information from Lewisham

- ◆ **Lewisham Arts Strategy 2009 - 2015** - Outlines our vision for the arts and the values that underpin our approach to delivering this.
- ◆ **Funding** - We have information on our funding page about current Arts Service schemes and host free access to the GRANTnet search facility.
- ◆ **Exhibition, rehearsal and performance venues** - Download directories of venues for exhibiting artworks, rehearsing performances and doing music gigs.
- ◆ **Guidance and support for planning events in the borough** - Information on venues, funding and marketing, plus advice on licensing, health & safety and policing.
- ◆ **Events diary** - To publicise your arts events, add your details to the events diary.
- ◆ **Ebulletin** - All events entered on the arts events diary are compiled into the fortnightly arts ebulletin, which has a rapidly growing readership.
- ◆ **The Seer** - Get free London-wide publicity with this online directory and resource for all of London's creative organisations and individuals. The Seer is supported by London local authorities including Lewisham and the Arts Council.
- ◆ **Artspost** - Artspost is a free monthly publicity distribution service available to arts and community organisations based in the borough. Just provide us with your publicity material and we will distribute it to around 100 venues in Lewisham, including libraries, leisure centres, information centres, colleges, community and day centres and arts buildings and organisations.

Further information and links to all these resources can be found at:

www.lewisham.gov.uk/arts

