

ESSENTIALS OF COMMUNITY

- No one size fits all.
- Funding for engagement up where other funding is shrinking.
- Ideas - empowering them + listening.
- Go + talk to people about their ideas.
- Planning evaluation before and its lovely + amazing at the time but

AUDIENCE AGENCY - was regional now national
name of title how long? why?

Section 106 - Regeneration + New ^{cross platform} projects -
Builds via council. Negotiation projects -
infra + pub art for new communities.
eg. Play Area. Synergies between
developer + art. eg. Public Art for profs

What is comm. eng?

engagement a broad term

↳ depth?
quality? DEPENDENT +
numbers? INDIVIDUAL.

audiences + communities
Diverse & Don't generalise

ENGAGEMENT - Thu 21 Nov.

Arts
Marketing
Association Tobacco Factory
Audience Agency
in partnership
with CultureHive

avoiding the 'rainbow effect' where
disappears + leaves little legacy.
national

Apprenticeship Schemes

Heritage Lottery Funds - heritage + engagement
↳ Young Roots ↳ Modern concept of heritage

involved

ideas

passion

connections

listening

inspiring

empowering

ownership.

giving people a voice.

- meeting & listening, not imposing
- ambitions, relevant but realistic
- building sustain. rships thru dialogue
- positive rships that grow with time

Positive aspiration. Time & ~~for~~ ^{targets}.
So building relas as you would
with friends.

Be honest + open in your approach.
and acknowledge the situ.
Benefits of being part of the
process so they can decide for
themselves

↑

Encouraging participation &
ownership of projects.
Dividing into:

- Depth of engagement
- Types & experience
- Based on what you want to
come out.
- Importance of building relas.
- What does 'community' mean.

* At start of process -

Define these MASSIVE
terms! *Have those difficult
dialogues*

- "Community" - what communities
do they feel part of? Ask peers.
We identify more with groups
& experiences more than cultural
community.

- Always TEST OUT YOUR
ASSUMPTIONS? Don't assume....
- They can opt in + out so you
can gauge with them.

↳ could set out principles,
values in rela to how you
work with people.

Based + dependent upon processes.
More you understand at start
about where they're coming
from more effective it will be.

Do for my 'career' plan.

ACTIONS

- Read Generate Report, 2006, Audiences London
- Kids in museums.

WHAT DO YOU DO?
 WHY ARE YOU DOING IT?
 - Be succinct - ASK someone if it makes sense!

↳ What are your hooks?!
 You don't need to be too in depth.
 Careful of language.

- Kids in Museums
- Tate Forum
- Version of events (listen!)

audiencefinder.org

cultwehive.co.uk

theaudienceagency.org

arts council nps

some is free ...

Examples of activities involved

- ⑥ Targeted programmes → defined audiences. User panels to build programme.
- ⑦ Let people in to do communications + marketing.
EG. Elec Dec + Future Prods.
- ⑧ "we know how to behave".
Inside experience. Enabling people to feed back early + use it to help you to write copy for them / new auds.
- ⑨ Reinterpretation - cultural barriers - redefining history
eg. WWI - Embark in Dagenham.
Stories + Reflections!
- ⑩ Ambassadors - strength of word of mouth marketing.
Someone they trust recommends them. (Message in trusted space)

Keeps group informed + encourage them to go out and talk promote

GLOBE - 37 plays in 37 largs
in 37 days

↳ People who spoke largs ~~and~~ → ambassadors to spread to comms.

① Site improvements - change or capital build. Involve people in changes - can be tokenistic though + needs

Discover, Stratford. - storytelly centre

↳ started with building + group continued ~~consultancy~~ group.
Building skills +
Going on to other things

↳ Support their skills.

↳ TIME BANKING + Biz giving time. (mutually beneficial engagement.)

Potential org. benefits:

↳ "passionate engagement worker ^{tho.} ~~their~~ isolated in position" → changing. Feeling that engagement is useful and here to stay.

• How ~~what~~ is YOUR WORK BENEFITTING THE ORG → POSITIVE OUTLOOK.

• Making ~~benefit~~ quick decisions dependent on benefits. So not much time

Polly → and devel. → Diversity
→ getting people in.
Georgian intm. buildings!

↳ events.

↳ Being responsive to ⁱⁿ ~~in~~
↳ Being responsive to ⁱⁿ ~~in~~

Community engagement.

- * Start with a positive egs. Appreciative Enquiries. - research.
- * People will be confused about what you do. So be clear.
- * After people come to you to ask where they can get info.

① Place-based work.

- often a subtle intervention
- New audiences

* Visual art to show place will change for olympics → things were changing + making connections. Archery + shooting. Woolwich Common estate. 5 shops in a row on an estate where not conn. to arts + cult. Single parents + unemployed. Building safety for yourself. Someone who was isolated → colored vinyl to create a diff effect. 4 strips of colour + arts activities on sat. Dying clothes at laundrette. Clothes from local food bins. / Working with visual artists /

Playful - A visual key that something diff. → Encouraged conversations.

using balconies for installations.

[The proj. grew]

Light touch for initial connection
Then go on to do ~~diff~~ proj.

Children's Centre + community garden.
Sound installation with sheds w/ arrows + shots. / Archery sculpture around estate / Private view + film screening out of a garage in the estate.

→ Intrigue people - PLAYFULNESS

⊗ Accidental audiences

contemporary dance. Orgs should share product as auds. tend to go to one dance venue. / 6 local authorities → POP UP DANCE.

9 mins approach. 9 mins dance.

Framework around performance.

"Meet me far from gravity"

One prop - Luggage tuck.

Used a simple luggage tag to give feedback. + VOX POPS

Some people going around + asking gather crowd for feedback.

→ how can you connect with people? how can you validate your achievements.

New auds - Get OUT THERE

*3 Making Art Accessible Grundy Art Gallery (N)

- demystifying art. Don't want to feel stupid eg. In front of children. Alienating pressure.
- Exploring contemp. art. A case-free → paying. 6wk - 2hrs/wk
- Getting in + helping people have a voice.
- Giving them things to help them enjoy ^{it} themselves.

* Targetted 'disconnected' auds (to test). Then people have paid - public groups.

↑ ↑ ↑ ↑ ↑ ↑
giving people critical skills.

*4 Making ops social opps: Tate Forum.

- grew out of Tate, Liverpool.
- can join once a yr. 18 - 25 yrs. 80 regular. 2wks meet. Training course @ beginning. They do target recruitment. A Mix. Voluntary.
- not nec. about new artists → less than 20% want to be artists skills they're learning.
- Voluntary - 8mths paid work to take a leadership role in events. eg 20hrs per event @ min wage. Tate Britain + Tate Modern.
- Programmed 1st 2wks of Turner's opening.
- Turning Point → 5 diff. Galleries around countries.
- * Fri nights / Sat day time events - attract adults. - high quality. blending art forms eg. musical / fashion / nail art / digital.

Mark Miller ^{Now 5 team!} convenor → GO TO THEIR EVENTS.

eg. Chris Ofelli exhib → Tate had a target 10,000 new yng people. It worked by listening to marketing dep + young producers.

how to grow - positivity.

Changers: Tate proj → not for → security wouldn't let them in.

Eg. Exchange Theatre, Man
National Portrait Gallery
Theatre Royal, York.

CROSS PLATFORM

TECH.

FREEDOM.

⑤ Open Stage. Theatre Royal Stratford ~~yng~~ East → East London. track record of attracting local community.

~~Clas~~ Lots of dif proj + progs. 28 volunteers → Research: what did people want to see? Call/selection Young Tales → emerging playwrights discussions facilitated

Responding after listening

Programming in foyer - eg. fri music in foyer as 4/5 v. popular.

Volunteers → Decision → Co-curation Route.

Front facing + letting people know in advance.

⑥ Valuing Older People in Manchester ← Creating age friendly cities - 15 cities in Eng?
Culture Champions - group of older people connected to orgs in city.

They arrange a trip - tour -
talk to staff. Timed w/ content.
Ambassadors for culture in March.
Linked to a bigger agenda →
Into + resources for future. ↘

~~~~~  
championing needs of certain  
auds / Regeneration

What else is out there that  
links to what you're doing.

### Discussion

- Taking the pressure off thru guided  
+ extra support thru experiences.  
going as a group. Feeling welcome  
in the site....
- Already engaged → networks.  
Thru Facebook - builds.  
~~Catalyst~~. Catalyst.

### Commercial World.

- Orange - Rock Corps. EG. MOBILE  
Volunteer 4 hrs → free ticket to  
concert with big acts. one off +  
group.  
Collaboration. Contained + linked.

\* Who needs who?! And the  
~~marketing~~ to marketing process.  
↳ Mobile phone industry has  
loads of info on y people.



## Emily @ THE STATION

creative Youth Network

5 sites in Bristol

- Youth 4 Youth - weekly + main event → Kingswood. Estate.
- City Centre space for young people  
Non-postcode dependent.
- Station driven @ heart of development - yps - recruited + designed. 5yrs ago.
- ~~Met with~~ Recruited from all over city - existing yps - outreach teambuilding days - making friends with them - prescriptive ideas - DEFINED PURPOSE + QS
- Prof. spec. space for yps
- Huge launch event - wk/s, bbqs, Tinchy slider, rave.  
Youth4Youth - techs + prods.
- Manmeeting ££ → Word of Mouth

- Ambassadors + truly embedded in the org + operational side.
- Using reps + existing networks  
BY-IN + OWNERSHIP.

one-stop shop for yp: (see slide).  
consortium of orgs - tenants.  
media provision.

500 yps on launch night, thanks to partnerships.

eg. Basement studio → Colston Hall - huge network + following.

Urban Arts Space

Arts for Life - NEAT  
- Prim → sec.

Youth4Youth

+ Station Drives.

~~~~~  
Conflicting issues of running
all acts. at same time.

↳ TERRITORIAL YPS.

- Radio - Film - Dance
- Being respondent to people + projects. ~~ex~~
- Getting involved with eg. St Pauls
- Take risks.

-
- Station Drivers wanted to impose a hierarchy.
 - Advising from building design to building activities.
 - Projs work well but STATION needs to have consultation
 - Recruiting again.
org. nominates 2 yps
Hard to reach comms.

W/E Youth links services.
Outreach + open access
w/ youth workers Drop-in

Youth led steering groups.
Youth Work → Professional Friends - Don't be parent or a child.

and ASK THEM WHAT THEY WANT

Partners: Police
WE CIL - dis
NEWS
Teenage Parents Project
Bn's Youth Link
Kint BUS.

↑
"Ladder" of Engagement.

- Σ open access - upstairs space
- Σ outreach - visits
- Σ social media - talk regularly
- Σ unique visits to events.
- Σ course / class

MEAN

HIGH

Artistic excellence / Gold
arts / youth led projs.

sustainability

The future comm. Engagement.

Youth programmers / critics

Conventions - local + regional

Worked → Partnership working
People who are dif -
but have the same goals

Eg. Careers Development Proj.

Brook existing + need for them.

Integrated → into building

Hasn't worked

Pots of yps not engaged
as partners have pots.

SHARE 1 THING.

↳ what can people share.

VERSION OF EVENTS

↳ took to council.

↳ consultation w/ yps
Arts orgs: what can they do.
Creative Youth Network.

KIDS COMPANY

↳ holistic approach
↳ disadvant. kids

Funding → core income from t. rent
→ Project funding
Spielmann Trust
Esme Fairbairn

Bursary
costs + £5
max price

A big Team → 70 members across
↳ 6 centres (now)
the FEU + Youth Centres

Won a contract

* what you can do thru
partnerships. If you're part of
right consortium. you can do
things big + "fast"
CREATIVE ARTS + CULTURE.

Be open - Ask Qs - Get involved.

- o CHICAGO - community eng + art.
Arnold April - "CAPE" - in leads
Lo art orgs can lead with
quality + intimidate people.
A power tension - cake + biscuits?
- o Trouble shooting things
- o Is the culture / hist. set against
you
- o Talk to people - discussion - qs

▣ What works?

- ① Address specific barriers.
 - a hook for your event? by starting small.
 - reinforcement of these barriers + find out!
- ② Content
 - "tailored"

③ Power of collab.

④ Using 'public' + dif spaces.

- coming together as a group.
- people get satis. out of claiming space in dif. ways

⑤ Lead with ideas more than art forms → mixing of art forms.

People engage with ideas + concepts more than art forms.

* Jeremy Deller Sacrilege Piece
visibly appealing thing +
v. playful

* Something you can't normally do!
* surprise

eg. Manchester Museum Early Years
babies programme → border it off.

* Ask the public what they
would like to do in the space
↓

- often less engaged people want to disrupt the space.
- letting people do the thing you're not allowed to do.

eg. Whitechapel - 4Ps allowed to destroy sculptures.

TOUCH VS NOT ALLOWED.

Kids in Museums

- o D. Birkett - Royal Acad w/ Journalist child + got thrown out.
- o Passion of getting dif. people to engage with dif. places + wks.

CONNECTING TO IDEAS + PASSION TO GROW ENGAGEMENT

Evaluation?

- Don't forget.
- Key objectives on one page. And you are working towards them.
- Collecting evidence for of what the process was like, what went well/wrong.
- Then Reflect - To appraise value of what you've done.

Find an engaging way to find out feedback from the project?!

"Eval." can be ~~an~~ unempowering way for people + make them feel CRAP!

Egs. Kilm London Project Tottenham
community based film over 3 days

Don't lose your orig. aims!

how will you get your info?!

↳ audience feedback.

- ~~eg~~ explained at the beginning.
- card is cheap + 30 secs.

↓
CREATE HEADLINES.

- mechanism proportionate to time they spent there.
- vox pops are flexible in that you can ask perms and dif qs.
- evaluation conversation with people who ran the groups.

1 PAGE

MECHANISMS.

RIGHT INFO.

Clod Ensemble: AAS Council NPO

* Swing Night - part of Lnd creativity + wellbeing wk.

- celebratory event.
- hard to talk to people.
- make evaluation part of the activities.

Pop up photo booth as part of the event.

Photo wall - email them - Collecting eval beforehand.

eg. monitoring qs.
open qs - when I dance I feel nice qualitative fdbk.

You'll be clearer about what you're looking for.

Putting together the eval → Photos + quotes

⑧ → SHARING with OTHERS.

Action Learning
Mentoring + Coaching

Being on the go, talking +
listening to people whole
time.

Hard to find time to Relax.

TIME TO REFLECT!

→ and
unwind

↓ talk to
someone diff.

Effort where effort is needed
not where things are going
well.