

FOR SMALL, ARTIST-RUN, NICHE OR OBSCURE ARTS INITIATIVES.

DIS-
CONNECTED
BODIES

ARTS MARKETING
PRACTITIONERS,
AUDIENCE ENGAGEMENT
CONSULTANTS.

CONNECTING BODIES - OVERVIEW

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01

Our Background

Art isn't an iPhone.

The arts don't need marketing,
the arts need engagement.

02

For small, artist-run, niche or obscure arts initiatives.

We exist to increase access to the contemporary arts and help support art initiatives and artist-run spaces to become more democratic and inclusive.

We partner with innovative contemporary arts and artist-led spaces that are, or want to be, **experimental, sustainable, collaborative, and accessible** to provide them a roadmap to develop their audience engagement, grow audience participation, increase reach and enrich experiences.

Our range of custom consultancy solutions have been designed with the small arts organisation in mind, seeking **Arts Council England funding, NPO status or who are required to submit ACE reporting documents.**

The arts don't need marketing,

We find audiences fascinating, and feel successful audience engagement as an emotional response. Yet search listings of 'arts marketing consultants' and you'll find a serious lack of understanding of this simple and important perspective. Still thinking in terms of marketing not engagement, many employ the same strategies and tactics for the arts as you would for Coca-Cola or an iPhone.

We're proud of our unique approach to arts engagement; a process that involves an extremely limited use of 'traditional marketing'; instead combining key elements of marketing with the unique requirements of arts engagement and audience development. We look forward to our continued research of arts audiences to develop this approach; and **optimistically move the arts industry away from being marketed.**

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The Art Sector's Problem, As We See It,

- **More needs to be done to communicate the value and relevance of art.** The sector will have to work harder to make its case.
- **The potential role of the sector in people's lives is underestimated.** The public often lack information as to what's available to them.
- **There is a need to promote the sector more, through communications and campaigns.** There is something for everyone.
- **The sector does not reflect society well enough.** In its workforce, leadership, participants and audiences.
- **Accessing the broadest range of individuals remains a key issue.**
- **Funding remains unevenly distributed.**
- **The funded and non-funded sectors remain separate.**

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Your Arts Council England requirements and NPO reporting.

All Arts Council England funding over £15,000 requires organisations, as a condition of that funding, to submit audience development and marketing plans and regular reporting documents.

Fully realised audience engagement documents also work to demonstrate the health and vision of an organisation; encouraging and reassuring other funders. By clearly demonstrating your commitment to access and inclusion alongside realistic monetary forecasts; these documents can support capital funding bids for the same reasons.

For The Arts Council, an audience development plan should show how you will fulfil their 'Goal 2: For Everyone' which can be defined as the aims to:

- Reach more people
- Increase range/social diversity
- Attract the least/less engaged
- Increase depth and quality of experience

ACE state that:

“Contributing to Goal 2 covers greater and broader access for more people; engaging the least engaged; quality of experience and use of digital technologies. An audience development plan should help most organisations to create strategies to do something relevant and appropriate towards each of these goals.

As part of an organisation’s audience development plan you should describe ongoing approaches to ensuring and demonstrating that people within any of these groups are not excluded from your activities, in alignment with the organisation’s mission and business plan and with reference to their equality action plan.”

We have worked alongside ACE guidance to train in funding, grant applications, NPO applications, requirements and monitoring. We have developed audience engagement and digital policy development planning that can be submitted as part of funding applications; demonstrating intent and commitment on the part of the organisation.

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Our team and MoMA, interactive strategies for engaging with art.

MoMA's Art and Activity: Interactive Strategies for Engaging with Art is a programme developed as a means of **educating those interested in diversifying their participating audiences**; that acts as a catalyst for building skills and understanding active engagement.

Enrolled in MoMA's education programme 2017-18, and now in an extremely fortunate position as to deliver the curriculum ourselves, inspired by MoMA's history and continued experimentation; **we now pass on our learnings to our collaborations and clients.**

Our National Arts Audience Research.

Research into the arts audience is crucial to support the industry moving forward. We pride ourselves on our knowledge of contemporary arts audiences, their changing habits and the means of connecting with them.

Our research projects have included,

- Arts Audiences: Establishing Opportunities for Engagement
- An Experimental Investigation of how Digital Engagement Can Deepen and Democratize Artistic Exchange with Audiences
- Audience Development: A Focus on Widening Participation

Launched in January 2020, our current research project, *The Diverse and Changing Needs of Arts Audiences*, requires participation from a range of small, artist-run spaces. We are actively seeking such organisations to contribute to the project in the form of audience data, experimental trials, surveys or conversation.

The finished report and findings are to be submitted to Arts Council England to support their current arts audience data and guide future strategic planning.

We welcome any enquires to participate.

In The Words of Arts Council England: The Importance of Understanding Audiences for Funding Applications.

*ACE state that all funding applications must be supported by a '**strong audience development, marketing or communications plan**'*

'ACE - "Our mission is to enable everyone to experience arts and culture that enriches their lives. We believe that 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.

We want as many people as possible to engage with arts and culture, and so every project we support must reach people in England, either in the short or long term".

Why are audience engagement plans important?

An audience development plan should show how you will fulfil 'Goal 2: For Everyone' which can be defined as the aims to:

- **Reach** more people
- Increase **range / social diversity**
- Attract the **least / less engaged**
- Increase **depth and quality of experience**

By using audience engagement planning you can improve how you serve existing audiences and find new ones. It is required you demonstrate -

- Understanding of your audience's needs and preferences.
- A focus on who you want to reach and how you will reach them.
- Deeper relationships with existing audiences, encouraging them to try new experiences.
- Outreach to new audiences, particularly people or communities you may not currently be reaching.
- Public involvement in decision making.
- Co-creation opportunities.
- Support of the public in making informed choices about the kinds of arts and cultural activities they want to attend.

Our Work

"Art without discovery moves nobody; creation must be made accessible for consumption".

Our Consultancy.

Initiates or strengthens audience relationships and increases audience access.

Supports cultural and artistic objectives to strengthen your organisation's resilience and sustainability.

Ensures your programme offering be present in conversations as the arts industry evolves.

Clarifies engagement strategies to assist in the creation, promotion and sharing of your offering.

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Our Multiverse Approach To Engagement.

Awareness

An audience's first contact with your programme; attracting them, engaging them and moving them to attend.

Choices and Decisions

The stage where audiences weigh up alternative options and considers what choosing your option will mean to them.

Emotional Journey

Moving your audience through their journey with you; providing value to them and creating a lasting impression that evokes further engagement.

Figurative Arrival & Departure

Reducing 'mental barriers to participation' that prevent attendance and ensuring audiences leave having been artistically and intellectually challenged.

Memory

The influence your programme has had on an audience, what they take away; tangible or intangible.

You'll Find Us Useful If You,

- Need to **create effective audience engagement strategies** to support your funding application or business plan.
- Want to **develop coherent audience engagement plans** for your whole programme over an extended period or for a single event, exhibition or production.
- Want to **review and refresh your approach** and ensure its effective and current.
- Wish to **grow or develop your audience** but have limited resources.
- Have **ambitious plans to contribute to the development of audience engagement in the arts sector as a whole.**

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Why You Might Say No.

- Your budget is tight.
- You don't trust us with your information.
- We don't understand your audience.

Our custom solutions have been designed with your budget, your privacy and your expertise in mind.

We work to the 'ACE artist fair pay policy' of £26/hour. Its only fair we don't get paid more than the artists you work with.

We work with the information you provide; as much or as little as you feel comfortable sharing. All information is stored in accordance to GDPR confidentiality laws.

We work with your knowledge of your audience. No one understands your audience better than you; we combine your knowledge with our engagement expertise.

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What We Can Do For You.

Increase Reach.

Giving more people the chance to take part in the arts, no matter where they live or their social, educational or financial circumstances.

Enrich Experiences.

Ensuring all audiences participating in your offering leave having been inspired, moved or challenged.

Deepen Engagement.

Developing a programme that meets your audience's self, social and societal needs.

Grow & Develop Audiences.

Giving current audiences the opportunities to become frequent attendees; advocates for your offering, and who share the value of your programme with others.

Achieve ACE objectives and help deliver improved value from public investment.

Supporting current and future partnerships with ACE and delivering NPO objectives; displaying your contribution as an arts organisation and demonstrating the tangible value the public receive from their investment in you.

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Hiring Us; a Continual Dialogue.

We take a life-long consultancy approach; meaning, past the official end of the initial commission, we remain available to provide on-going consultancy to your organisation. We value the opportunity to grow with you, and hope we move past a relationship of business-to-business. Throughout the consultancy process, we remain available to you, with no cap on the number of meetings, conversations or calls you can request. We welcome our clients to contact us whenever is needed.

Our Perfect Client.

- Chases participation, not numbers
- Seeks challenging work
- Hungry for innovation and risk taking
- Remembers why they started
- Values collaboration

Our Custom Solutions

Audience Engagement Road Map
Digital Policy Planning
Audience Engagement Consultancy Clinic

"Art organisations are only valuable to society when their work fully engages, challenges and connects with an audience".

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We aim to formalise your artistic, financial and social objectives; to produce customised and practical engagement strategies, in addition to considering your overarching **artistic mission and position within the industry;** as to contribute to your organisations' programme and ensure its place in future conversations; **building collaborations that continue past the initial commission.**

Not Only Abstract Ideas; Practical Tools.

We feel the value of formal audience engagement planning is clear; **allowing arts organisations to express their vision in a comprehensive, accessible and digestible manner** that guides future programming and demonstrates the tangible value, to funders, the public receive from you.

However, this would be valueless without the **practical tools** needed to deepen and develop audience engagement

The Consultancy Process.

- Free 30-minute Skype advice consultation.
- Free face-to-face deep-dive consultation.
- Consultancy formally agreed. Deliverables agreed.
- Continuous and unlimited dialogue via phone, email or face-to-face.
- Regular progression meetings.
- Final sign off and presentation of documents, with optional public presentation lead by dis-connected bodies.
- On-going support and continued partnership.

Audience Engagement Road Map.

Providing strategies for change, growing audiences, increasing research and enriching experiences.

Our Audience Engagement Road Map solution is a straightforward process that encourages vision, clarifies objectives and provides an actionable plan that takes the uncertainty out of audience engagement.

You are experts in audience engagement; it's an essential part of what you do. However, an Audience Engagement Road Map is more than just an expression of how you do it. It is **a forward-looking statement of intent and is key to delivering value, to staying relevant and resilient and accessing Arts Council England and NPO funding.** Despite this, few cultural organisations develop an audience plan in the same way they would a financial plan; **this lack of clarity can stifle progress in developing and diversifying audiences.**

An Audience Engagement Road Map is **a document for change, for growing audiences, increasing reach, building deeper relationships** and doing so whilst offering the highest possible value, considering available resources, and with the combined synergy of colleagues and funders.

A strong Road Map is **a sign of an organisation's health and will encourage and reassure artists, collaborators, strategic alliances and funders by demonstrating commitment to access and inclusion.** This, alongside realistic revenue forecasts, can also supporting funding bids.

If you build it, they won't necessarily come; no one is going out of their way to discover you. However uninspiring that may seem, **countless arts organisations with incredible offerings remain undiscovered** because audiences simply aren't given the means as to engage.

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Through our collaboration we,

- Define a your purpose
- Create a shared grasp of what your success looks like and a plan as to how to achieve it.
- Create a framework for your team to plan and deliver the audience offer, from programming to visitor arrival.
- Identify resources, budgets, people and skills.
- Create a naturally evolving plan that is monitored and adapted regularly.
- Understand your audiences in terms of segmentation.
- Advise on retaining current audiences and developing new ones.
- Include a plan for evaluation and monitoring to be submitted to ACE.

An Audience Engagement Road Map Should Reflect,

There is no right way to create an Audience Engagement Road Map. Every organisation is trying to reach a different segment, for different reasons, in different ways, with varying levels of available resources; and so your **plan should reflect your, scale, resources, personality and purpose.**

Customised Road Maps always,

- Focus your attention on the audience you want to reach, and **how you'll reach them.**
- Build deeper relationships with existing audiences, **encouraging them to try new experiences** or helping them get more out of their experience.
- Dissect your audiences' needs and preferences, to **ensure they receive maximum value** from your programme.
- Reach out to unengaged audiences, particularly **people or communities you may not currently be reaching.**
- Help the public to make informed choices, about the **arts they attend, visit or participate in.**

Audience Engagement Action Plans are particularly useful if,

- You need to **support your business plan** or organisational strategy.
- You want to **review your approach** and ensure it is effective and current.
- You want to **develop a comprehensive plan for your whole programme** over an extended period, rather than for a single event, exhibition or production.
- You have **ambitious aims to develop or deepen your audience** but limited resources.

Developing Your Road Map.

Our process allows for total personalisation to your organisation. By following our multiverse approach to engagement we can ensure your artistic, financial and social objectives are addressed and you receive maximum customised value from our work together.

In reality developing a useful strategy is likely to be a dynamic and changing process, involving much constructive discussion, experimentation and adjustment; we've devised a flexible planning process in which your whole organisation are involved.

Our Customised Process.

Our Audience Engagement Road Map solution always begins with a free 30-minute Skype consultation, followed by a face-to-face deep-dive consultation if you wish to explore a collaboration further. Non-committal and free of charge, **consultations allow both parties to gain a better understanding of each other and determine if working together is something that can benefit us both.** Presuming this is the case, we then move into the formal process of developing your Audience Engagement Road Map, which is as follows,

Mission - *What do you want to achieve?*

Agreeing where audiences sit in your mission and strategy and **articulating ambitions for engagement** and audience revenue.

Analysis - *What is the potential, what are the limitations?*

Using evidence to **assess the internal and external situation, audience potential and understand audience barriers** and needs.

Objectives - *What will success look like?*

Combining ambitions with SMART objectives for chosen strategies.

Strategies - *How will you achieve success?*

Choosing the main approaches likely to **meet aims, capitalise on opportunities and mitigate risks.**

Tactics - *What will you do, when?*

Planned, budgeted and resourced; a comprehensive range of activities designed to meet objectives.

Monitoring - *Is it working? What needs to be change?*

A regular review of progress and adaptation of strategies.

The Details.

Price

Quotes are provided after initial consultations.

We charge to same rate as the **ACE artist fair pay policy of £26/hour.**

To be paid in instalments as follows -

25% upon formal agreement.

10% upon completion of internal analysis. (usually 1-2 weeks after formal agreements).

20% upon reaching the half way point. (agreed by organisation).

35% upon completion and delivery. (signed off by organisation).

The remaining 10% is to be paid within 3 months of completion.

Timescale

Agreed with organisation.

Typically delivered within 4 - 8 weeks.

Refund Policy

Refunds can be requested at any point of the agreement up till the final sign-off, **with all payments (in full) being refunded** within 14 days.

To discuss working on an Audience Engagement Road Map together, please request a **free 30-minute video consultation or contact us on office@disconnectedbodies.co**

Alternatively, explore our **Digital Policy Planning** service, for digital audience engagement planning or our **Audience Engagement Consultancy Clinic.**

Digital Policy Planning

A clear statement that articulates how aligning digital with an artistic mission will be used to share an organisation's a vision and offering.

Our Digital Policy Planning is a structured means of expressing digital ambition and a frame work for digital strategies; having been developed for organisations that are ACE funded or seeking to be.

Digital in 2020 and Beyond.

Digital has had a transformative effect on how audiences engage with the arts and can be a fantastic medium for low-cost experimentation; allowing organisations to gather data quickly and inform their core approach.

But why is a digital policy important?

ACE is keen that all funded organisations have a digital policy that links to their overall vision and, importantly, **breakdowns the means of implementing that vision.**

With a digital policy an you can -

- Promote, create, distribute and share experiences with audiences online; **supporting your artistic objectives.**
- Create the **opportunities for artistic experimentation** - on and offline.
- Strengthen your organisation's resilience by **creating new revenue streams.**
- Deliver better **value from public investment.**

Considered within a Digital Policy,

- Overall mission
- Current digital position
- Creative output
- Audience experienceKey digital commitments
- Skills required
- How success will be measured

The Details.

Price

£250 incl. VAT

We charge to same rate as the **ACE artist fair pay policy of £26/hour.**

To be paid in 3 instalments of £83.33 as follows -

- Upon formal agreement.
- Upon completion and delivery.
- Within 3 months of completion.

Timescale

Agreed with organisation.

Typically delivered within 2 - 3 weeks.

Refund Policy

Refunds can be requested at any point of the agreement up till the final sign-off, **with all payments (in full) being refunded** within 14 days.

To discuss working on Digital Policy Planning together, please request a **free 30-minute video consultation or contact us on office@disconnectedbodies.co** .

Alternatively, explore our **Audience Engagement Road Map** service, for both independent artists and organisations, or our **Audience Engagement Consultancy Clinic.**

Our Team.

Pablo Colella.

Lead Practitioner

UK Ambassador for the Artist Run Alliance

www.pablocolella.co.uk

The human creative mind is incredibly awe-inspiring, often taken for granted, and often never fully utilised; suppressed, sneered on, often it's true value never realised.

I have been extremely fortunate to facilitate the work of creative minds and stimulate the belief of wider possibilities in those coming into contact with that work; using my influence to build communities and mentor new talent.

Going into 2020, I continue to see it as my life's path to be an ambassador for creative expression, reducing audience barriers of participation, professional barriers to the industry and inspiring the continuation, and upward cycle of, creative self expression.

Arts Audience Research Associate -

- Arts Audiences: Establishing Opportunities for Engagement
- An Experimental Investigation of how Digital Engagement Can Deepen and Democratize Artistic Exchange with Audiences
- Audience Development: A Focus on Widening Participation

Lucie Mullick.

Consultant

Having qualified with an Art Business MA from Sotheby's Institute of Art, I began building my career as an arts marketing consultant in parallel to exploring my own performance art. This combination lead me to a number of roles as an audience development officer within dance and theatre.

Upon joining Dis-Connected Bodies, where I explored their previous work, I came to the realisation that the arts do indeed need engagement, not marketing. Now a proud member of the converted I relish the idea of combining my business knowledge with the opportunity to contribute to the democratisation of the arts; and hope I can deepen the public's art experience.

Wider Activities.

The Podcast

The Disconnected Bodies podcast, recently launched, is a our platform for a discussion on arts audience engagement, development and participation with active arts spaces or initiatives.

The half-hour long podcast, available on all major platforms, invites those working within the arts to discuss their current audience engagement, the barriers they face, their visions for a more democratised future and to offer advice on developing and depending arts audience participation.

The podcast is hosted by Pablo Colella, Disconnected Bodies' Lead Practitioner who's specialism is Arts Marketing; having worked with Arts Council England on a number of arts audience research projects and on MoMA's *'Art and Activity: Interactive Strategies for Engaging with Art'* programme.

We are actively seeking either individuals or teams to guest on the podcast and welcome enquires.

The Zine

Our printed zine contains coverage of the recent audience engagement work being undertaken by small, artist-run spaces and initiatives.

Published approximently every six weeks and distributed to London arts spaces without cost, the zine raises awareness of the innovative audience engagement being carried out in the London area; our little contribution to the small scale arts community.

Coverage within the zine is welcomed by all, as is the request for distribution to your space.