

**ADUK resource sheet**



**Research brief samples**

**Cath Hume, Smart Audiences**

# **SAMPLE RESEARCH BRIEF**

## **THE STABLES**

### **BACKGROUND**

The Stables is looking to commission an organisation or consultant(s) to carry out research to inform its strategic marketing and audience development plan. The strategic marketing and audience development plan will support the organisation's business plan and will aim to:

- Increase attendances
- Develop audiences for new strands of work
- Develop new audiences for the organisation as a whole

The Stables was founded as a registered charity (Wavendon AllMusic Plan) in 1969 by the world-famous jazz musicians Sir John Dankworth and Dame Cleo Laine. The Stables is a live music venue situated on the outskirts of the city of Milton Keynes.

#### Vision and Mission

The Stables vision is 'to engage the widest range of people with music in all its diversity'. The organisation's mission for the next five years is 'to develop The Stables and its brand in order to challenge perceptions and satisfy people's changing musical needs, striving for equality of access and quality of experience at all times and ensuring creative and operational integrity at its core'.

#### Programme

Over 200 concerts and musical events are presented at The Stables each year, providing a varied musical programme of all genres including pop, rock, jazz, classical, blues, soul, folk and world music. The Stables' Education Programme is central to its vision, encouraging people of all ages and backgrounds to participate in music.

#### Current Position

In October 2000 The Stables opened a new 400 seat theatre which was the result of phase one of a long term development process. Phase two is now underway and the redevelopment of an old bar / foyer into a café bar that can accommodate up to 120 people for intimate performances has begun.

### **PURPOSE OF THE RESEARCH**

#### Research Aim

The aim of this research is to provide The Stables with the information it needs to develop a successful strategic marketing and audience development plan.

#### Research Objectives and Information Needs

1. Explore current and potential visitors recommendations for programming the new space
  - What artists and groups do visitors and non visitors want to see in the new space
  - Are there other ways that visitors and non visitors would like to see the space being used
2. Complete a demographic profile of The Stables current visitors
  - The age, ethnicity, gender of current visitors
  - Where current visitors are coming from

3. Identify current visitor attendance patterns
  - What is the current frequency and turnover (churn) of The Stables visitors
  - What are the averages in terms of number of people per booking and spend per booker
  - Do The Stables visitors attend events from more than one genre – what is the current crossover
4. Identify ways for The Stables to increase attendance amongst its current visitors
  - Is there scope to increase attendance from current visitors and what will be the most cost-effective way to do this
5. Identify non visitor groups
  - Who is not visiting The Stables
  - How can this mass of non visitors be segmented into target groups
6. Explore barriers to attendance and ways to overcome them with non visitors
  - What are the inherent physical, social, intellectual and financial barriers preventing people from visiting
  - How can these barriers be overcome
7. Identify ways for The Stables to encourage non visitors to become visitors
  - Who are the potential new visitors and where can The Stables find them
  - What does The Stables need to do in order to attract new visitors

## **SEGMENTS OF INTEREST**

The organisation or consultant(s) will be expected to undertake research with:

- Visitors
- Non-visitors

They will also need to carry out analysis of data captured via The Stables ticketing system.

## **REPORTING REQUIREMENTS**

The Stables will require a written report as the output from this project. The report must be clear, manageable and user-friendly. The report will be shared with all staff and board at The Stables and Arts Council England, South East.

The main volume of the report and any appendix volumes should be produced as 5 hard copies (4 bound, one unbound) plus an electronic mail-able version.

Copyright for the report should be assigned to The Stables Theatre Ltd for the sole purpose of contributing to the marketing and audience development work and for use in funding / fundraising applications. Any other use will be subject to negotiation with the consultant.

## **TIMESCALE**

The Stables wishes the plan to be written and adopted without compromising on the quality and comprehensiveness of the document and the process of producing it. A period of four months has been allocated for this project.

## **BUDGET**

This project is being funded by Arts Council England. A sum of up to £10,000 (plus VAT) has been awarded to cover the project fee which includes research, planning, meetings, travel, mailings, stationery and other materials and resources as required.

Proposals should itemise daily or hourly rates and demonstrate how many days or hours each consultant / researcher / administrator will spend on the project and what each person's key responsibilities will be.

## **PROPOSALS**

The closing date for proposals is in one month's time from the date of this document.

Respondents are asked to outline:

- Their proposed methodology, budget and timetable
- Their relevant skills and experience
- The details of the team members including their relevant experience and professional qualifications
- Proof of professional indemnity insurance
- The details of two references

Proposals should be emailed to the Director at the email address detailed below.

Respondents will be informed of The Stables decision two weeks after the closing date for proposals. Successful respondents will be invited to an interview at The Stables.

## **CONTACT NAME AND NUMBER**

If you would like to discuss this brief prior to submitting a proposal please contact the Director using the contact details outlined below.

# **SAMPLE RESEARCH BRIEF NEW ASHGATE GALLERY<sup>1</sup>**

## **BACKGROUND**

### The Project

The New Ashgate Gallery is looking to commission an organisation or consultant(s) to carry out research to inform the redevelopment of the gallery.

### The Gallery

The New Ashgate Gallery is an educational charity which promotes contemporary visual arts and crafts to as wide a public as possible. The New Ashgate Gallery is unique within the South East region in that it is a non-profit-making Charitable Trust funding its cultural and educational remit through the sale of contemporary art and craft, thus also supporting arts practitioners from across the region and throughout the UK.

### Aims

The gallery aims:

- To be a catalyst for visual arts activity in the region; promoting, improving and advancing the arts in general and contemporary arts in particular
- To promote awareness and knowledge of the visual arts, encourage and engage audiences, offer educational opportunities and support arts practitioners on a financial and practical level

### Programme

The New Ashgate Gallery runs an all-year programme of contemporary fine and applied arts exhibitions. Work is selected on the basis of originality and quality of design whilst balancing a wide range of art forms. These include ceramics, jewellery, glassware, metalwork, painting, printmaking, sculpture and textiles. The Gallery aims to show new and challenging work by UK and international artists alongside its existing popular artists. It is also committed to developing exhibition opportunities with European galleries and artists. The newly designed and fully accessible gallery space will enable the Trust to meet these aims.

### Current Position

The New Ashgate Gallery is about to undergo a quarter-million pound, architect designed redevelopment which will create a superb, light and open space in which to exhibit contemporary fine and applied arts. The newly designed venue will demonstrate the New Ashgate Gallery's commitment to art and artists, visitors and the community as a whole through a programme of changing exhibitions, projects with artists and educational events.

## **PURPOSE OF THE RESEARCH**

### Research Aim

The aim of this research is to provide the New Ashgate Gallery with the information it needs to inform the successful redevelopment of the gallery.

### Research Objectives and Information Needs

1. To understand perceptions of and attitudes to the current building.
  - Information about the building (internal and external), layout, accessibility and ambience
2. To understand perceptions of and attitudes towards the current exhibitions.

---

<sup>1</sup> *This is not the actual brief supplied by the New Ashgate Gallery. The original brief has been adjusted for the purposes of the ADUK project.*

- Information about the range of artists, turnover of exhibitions, price of work, information available and display

## **SEGMENTS OF INTEREST**

The organisation or consultant(s) will be expected to explore the above areas of interest with:

- Non-visitors
- Visitors (including Friends and non-Friends)
- Stakeholders
  - New Ashgate Gallery trustees
  - New Ashgate gallery staff

## **REPORTING REQUIREMENTS**

The New Ashgate Gallery will require a written report and a presentation to staff and board as the outputs from this project. The report must be clear, manageable and user-friendly. The report will be shared with all staff and board at the New Ashgate Gallery.

The main volume of the report and any appendix volumes should be produced as 1 hard copy and an electronic version.

Copyright for the report should be assigned to the New Ashgate Gallery.

## **TIMESCALE**

The New Ashgate Gallery has allocated three months for the completion of this project.

## **BUDGET**

The budget for this project is £5,500 + VAT. This is to include travel and other expenses.

## **PROPOSALS**

The closing date for proposals is in one month's time from the date of this document.

Respondents are asked to outline:

- Their proposed methodology, budget and timetable
- Their relevant skills and experience
- The details of the team members including their relevant experience and professional qualifications
- Proof of professional indemnity insurance
- The details of two references

Proposals should be emailed to the Director at the email address detailed below.

Respondents will be informed of The New Ashgate Gallery's decision two weeks after the closing date for proposals. Successful respondents will be invited to an interview at The Stables.