

Dear Colleague

This week culture matters to us – we've had our say. Now have yours, then enter our quiz!

What matters to you?

Does culture matter to you? If it really does, then Monday 23rd January is the last chance to add your voice to the growing number of supporters who call for culture to be recognised within the nation's well-being survey. The Office for National Statistics (ONS) is seeking views on 'What matters to you?' around a set of domains and headline indicators (which don't include culture) outlined in this [discussion paper](#); the online survey is available [here](#) – we urge you to fill it in as the indicators are likely to influence future government policy. Have a look at the Museums Association [response](#). The TMA/SOLT & ITC have also produced a measurement tool for performing arts organisations to measure the impact of live performance on peoples' well-being [here](#).

It's EPIC

Audiences UK was delighted to sponsor the [2011 Epic Awards](#) from [Voluntary Arts](#). The awards, announced this week, recognise the work of amateur arts and crafts group who do excellent and innovative work in their communities throughout the UK and Republic of Ireland.

Kids in Museums

[Kids in Museums](#) campaign has launched its '[Kids in Museums Manifesto 2012 – 20 ways to make a museum family friendly](#)' which is compiled entirely from visitors' comments. 300 museums have already pledged their support.

Film Future

An independent review of the British film policy, chaired by Lord Chris Smith, has been published this week. [A Future for British Film – it begins with the audience](#), was commissioned last year by Culture Minister Ed Vaizey. Recommendations include film education in British schools and financial incentives. Not enough time? Watch the 3 minute summary by Chris Smith [here](#). Also, in case you missed them, check out the BAFTA nominations [here](#).

Digital Scotland

Creative Scotland, the Arts and Humanities Research Council ([AHRC](#)) and the National Endowment for Science, Technology and the Arts ([NESTA](#)) have just announced the Digital R&D Fund for Scottish Arts and Culture - a new £500,000 fund to help projects harness digital technologies to connect with wider audiences and explore new ways of working. More from [Creative Scotland](#) and application information from [NESTA](#).

Index in depth

The Guardian's Culture Professionals Network is releasing five detailed digests created from findings within the [Arts Index](#). The first of the five articles looks at what the Index can tell us about public funding, read it [here](#).

Request Spot

The Clore Leadership Programme is looking for outstanding cultural sector people for its 2012/13 Fellowship programme. More information and application forms [here](#). Closes 24th February.

Don't forget that if you book by 31st January you'll get an early bird discount for the AMA's 'connect, engage, inspire' Summer Conference 2012 in Brighton from 10 – 12 July. Full information and bookings [here](#).

Last newsletter's 'Arts Index' Quiz

Last week we asked you to have a look at the [Arts Index](#), where we highlighted a big mover in 2009/10 – 'Adults Digitally Engaged' in the arts. We asked what % digitally engaged adults rose by between 2008/09 and 2009/10? (answer on page 9). The totally wonderful Jubilee inspired [waving Queen](#) goes to our winner C Ogden, who hails from 'a shiny new library in Wigan', who correctly answered with 39%.

This week's 'Kids Manifesto' quiz

Using the aforementioned ['Kids in Museums Manifesto 2012 – 20 ways to make a museum family friendly'](#) – we're asking what is No. 9 in the list of 20 ways to make a museum family friendly? Any No.9 anecdotes you might like to share are also gratefully received! This week's prize is an always handy £10 Amazon voucher Deadline for entry: 5pm, Thursday 26th January. Just reply to this email with your answer.

This Week's Blog: 'Does Segmentation Matter?' by Oliver Mantell, Arts Marketing and Research Consultant

'Over the last few months, doing a mix of arts marketing lecturing and market research with arts organisations, one contrast in particular has struck me.

'Marketing textbooks are unanimous about the importance of market segmentation. For example, here's Liz Hill in Creative Arts Marketing: 'One of the most important tasks of the marketing function in an arts organization is to identify the most appropriate ways to divide up their potential audience' (for a host of more examples, see [this link](#)).

'But when I've asked arts marketers about it (and I'm talking about those from a range of places, art-forms and scales of organisation), surprisingly few have a formal segmentation in use. Most react guiltily, as if it's something they know they ought to have. Others assume that 'segmentation' just refers to Arts Council England's Arts Audiences: Insight (and whilst this model is interesting, useful

and well-made, in most cases not the only, or the most appropriate, model that they should be using).'

Click [here](#) to read the rest.

If you like Audience News please pass it on to your friends and colleagues. Or perhaps you've already been forwarded this email and want to sign up for future editions? To subscribe just email subscribe@audiencesuk.org.

It's easy to unsubscribe too, just email unsubscribe@audiencesuk.org.

Have a creative weekend.

Gerry



e: gerry@audiencesuk.org

w: www.audiencesuk.org

o: +44 (0) 8456 809 246