

<b>ANNEX 2 – Audience development</b>
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Audience development is an important new priority in Creative Europe which helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organisations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them.

In some cases, developing audience development skills and capacity may be one of the aims of the project itself. In other cases, for example projects involving co-creations, co-productions, performances touring seeking to help artists/cultural professionals with their careers, projects should have a clear strategy for audience development to accompany the project, so that they do not focus solely on the "supply" side and to ensure that the activities have the largest possible impact. Similarly, projects with artists in exchange programmes and residences should seek to interact with local communities and audiences, rather than confining their mobility experience to their immediate peers. The approach to audience development will play an important role in assessing the quality of the projects and their contribution to the objectives and priorities of the programme.

In developing a strategy for audience development, some of the questions which you might consider include the following (non-exhaustive):

**Why?**

- What are your motives for working on audience development?
  - Economic necessity
  - An obligation imposed by funders
  - The conviction of the organisation of the importance of this dimension of your work

**What?**

- What is the aim of your audience development work?
  - To widen your audience (i.e. attract more people with the same profile as the current audience)?
  - To diversify your audience (i.e. attract people with a different profile from the current audience)?
  - To deepen the relationship with your current audience (i.e. to create a better experience for your current audience, such as helping them understand complex work)?

**Who?**

- Do you know who your existing target groups are?
- Which new target groups do you wish to reach and why?
- Do you research your audience and non-audience, and if not, why?

**How?**

- Is audience development integrated fully into your work? Do you have an explicit strategy?
- How do you intend to develop audiences?
  - Upstream by involving them in programming, creation or crowd-funding;
  - In the process through participatory art;
  - Downstream through dialogue about the works afterwards (eg. through physical meetings with the artists, etc., or through social media, etc.)
  - Developing partnerships with other sectors/ other cultural organisations
  - Through volunteering
- How will you attract your current non-audiences?
- Do you have staff members who are assigned specifically to audience development tasks?
- Do you have training on audience development for your staff?
- Is audience development embedded in the management of your organisation?
- Will you evaluate the progress and success of your audience development activities?