

Press release

Tuesday 27 June 2017

The Audience Agency announced as Sector Support Organisation

Arts Council England announced today that **The Audience Agency** will be funded as a Sector Support Organisation from 2018 - 2022.

Sector Support Organisations are a new category to be added into ACE's National Portfolio. Their activity focuses on offering support services to the sector. Other Sector Support Organisations include Bridge Organisations, Museum Development Providers, umbrella and networking organisations, strategic library and museum partnership bodies, and other organisations that support the arts and cultural sector as part or all of their function.

CEO **Anne Torreggiani** says:

"We're delighted by this news which means we can continue to offer services helping to build participation through Audience Finder. We've worked so hard alongside hundreds of colleagues to create a unique set of ground breaking tools with the sector, for the sector. This new SSO funding means we can continue to innovate and offer free insight to around 1,000 orgs including NPOs. Developments will include a raft of improvements co-designed with users, with an emphasis on using data confidently to inform new directions and new relationships. We are also looking forward to forging strong alliances with fellow SSOs to ensure a joined-up approach which delivers real value to the sector."

....Ends

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Notes:

The Audience Agency: The Audience Agency is a mission-led organisation, which exists to give people better access to culture, for the public good and the vitality of the sector. We hope to contribute in increasing the number and diversity of people engaging with a broad range of culture, and the depth and scope of their involvement. Our purpose is to lead insight-driven, audience-focused practice and policy. We put our knowledge and skills in creating and using insight at the disposal of the sector, as agents for positive change.

According to our intelligence, only about a third of people in the UK take part in publicly supported culture regularly, most of them infrequently. We'd like to see more people getting more involved - everyone should be able to enjoy the proven benefits. To bring about that change, our sector needs to learn more about our audiences and communities and what they need. We all need to take inspiration from that insight in the way we engage: make, curate, channel and communicate. This is what we mean by audience focus, and we think it is the key to being relevant as well as resilient. theaudienceagency.org

Audience Finder: [Audience Finder](http://audiencefinder.org) is a free national audience data and development tool, enabling cultural organisations to understand, compare and apply audience insight. Audience Finder brings together data on all UK households with data from over 800 cultural organisations: over 180 million tickets, 59 million transactions, approximately 280,000 surveys and web analytics from all the UK's major arts and cultural organisations.

This data drives tools which build and explore a clear picture of audiences locally and nationally, helping organisations to find new audience opportunities. Audience Finder is a platform for user-friendly reporting dashboards, online mapping, insight tools as well as for opportunities to work in collaborative, data-sharing groups. Through the Audience Finder dashboard organisations can also compare audiences to other cultural audiences across the country.

Audience Finder is informed by our culture-specific segmentation of the UK population - [Audience Spectrum](http://audiencespectrum.org), used to profile and locate different kinds of audiences across the country.

Audience Finder is developed and managed by The Audience Agency and is funded by Arts Council England. audiencefinder.org

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