

**Audiences Wales increases attendance and participation in the arts and is the principal source of marketing and audience development expertise in Wales.**

In 2009-2010 Audiences Wales directly supported 176 arts organisations and local authorities across our funded region and Wales as a whole. This represents an 11% increase over the past two years.

The majority of these organisations used more than one of our services including tactical support (including the What's On Wales website, print distribution, and our mailing database), services to develop individuals (including training and free advice and support) or services to develop their organisations (including research, consultancy, and box office analysis).

#### During 2009-2010, Audiences Wales:

- Provided direct services to **176 arts organisations** (an 11% increase since 2007-2008)
- Provided free detailed advice and support for **55 arts organisations** (a 22% increase from 2008-2009)
- Delivered the theatre box office analysis programme, The Knowledge, for **27 venues** and produced 47 separate reports or analysis
- Successfully completed **19** research and consultancy projects across Wales
- Held 8 training, networking and development events for **121 participants**
- Produced over **65,000** names and addresses from our public mailing database
- Delivered over **1.2 million** pieces of print throughout South Wales for 54 different organisations
- Supported **527 organisations** registered to use the What's On Wales / Golwg Ar Gymru website (a 12% increase from 2008-2009).
- Managed the What's On Wales / Golwg Ar Gymru website which attracted **106,646 visitors** making 112,091 visits
- Developed news, information and resources for the Audiences Wales website which saw **6,832 visitors** making 14,723 visits

#### Our Mission:

- To provide strategic and tactical marketing support, services and expertise to enable arts organisations to build beneficial relationships with current and future audiences

#### Our Aims:

- To build audiences through the provision of tactical and strategic support in partnership with arts organisations and other agencies
- To be the principal source of marketing and audience development knowledge and expertise in Wales
- To lead on the advancement of arts marketing in Wales
- To champion audience development within the arts industry and wider context
- To support the business performance of arts organisations in Wales

### Audiences Wales' Arts Marketing and Audience Development Services

#### Sector Learning and Development

- Skills development / training programmes
- AW: Connect (networking programme)
- Marketing Development Forums
- Learning on Demand training resources (AW website)
- Learning and Development resources (AW website)

#### Consultancy and Support Services

- Quantitative and qualitative research
- Management, marketing and audience development consultancy
- The Knowledge (theatre box office analysis programme)
- Advice and Support

#### Public Information Services

- What's On Wales website (whatsonwales.co.uk)
- What's On Wales e-newsletter
- Golwg Ar Gymru website (golwgargymru.co.uk)
- Golwg Ar Gymru e-newsletter
- Print distribution
- Public Mailing database

#### Sector Information Services

- Audiences Wales website (audienceswales.co.uk)
- Audiences Wales 'Connect' e-newsletter

*"The audience development plan you produced was described by the HLF as one of the best they have ever seen"*  
Research client

*"The Knowledge report has enabled us to develop new marketing strategies in order to achieve new audiences"*  
Knowledge subscriber

*"Using the print distribution service puts our organisation in good and appropriate company"*  
Print distribution client

*"This is a thorough and useful piece of work... thanks for all your hard work on this project"*  
Arts Council of Wales on Identifying the Potential

*"Thank you again for your strategic advice all those months ago, for the hard work completed since, and for all your support"*  
Research client

*"Good rapport, friendly informal atmosphere and nice opportunity to meet people from other organisations"*  
Training participant

For a copy of the full **Audiences Wales Annual Report and Evaluation 2009-2010** please contact Nick Beasley, Chief Executive, Audiences Wales on (029) 2037 3736 or [nick@audienceswales.co.uk](mailto:nick@audienceswales.co.uk).

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