

ARNOLFINI

Consultants invited to tender for Arnolfini Interaction Review

Aim

Arnolfini wishes to conduct a fundamental review of its audiences to inform its learning and marketing activity with the aim of placing interaction at the centre.

Background

Arnolfini is known for taking risks; for supporting new work and bringing international artists to Bristol. In response to a recent cultural shift, we recognise the need to look at new ways of working with audiences to make sure our programme continues to be relevant to as many people as possible. We want to explore this by working both outside and inside the building, working with artists and embracing the digital opportunities available to fully engage with new audiences.

We want to test out and understand the implications of providing a platform and resources for action, encouraging access to production, interpretation and discussion, and what the impact this has on programming and the role of the curator. Our perception is that knowledge and expertise held within the institution will be even more needed, but will be made more available and more transparent to others.

Arnolfini's strategic approach is laid out in a paper devised four years ago entitled A Space for Ideas. The strategy for 2007-2012 has five main priorities:

1. Experimentation
2. Interdisciplinarity
3. Interaction
4. Social context
5. Internationalism

An Interaction Review will enable us to understand what our audiences' needs and interests are. Not everyone will want to participate or want to debate. We need to remain open to a range of approaches whilst understanding and respecting why we are working as we are. People visit galleries for a number of different reasons and these reasons will still be applicable for those visitors.

We plan to:

- Commission a comprehensive piece of audience research, involving both quantitative and qualitative research with current and non-visitors
- Explore different ways - both inside and outside the gallery, and on the web - of working with people in a meaningful 2-way exchange.
- Explore what makes participation meaningful to people (rather than promoting it as an end to itself)
- Revisit our marketing in response to the Review findings

The Tender

We are looking for experienced consultants working in the realm of audience development and market research, with an understanding of the creative and cultural sector, to deliver a quantitative and qualitative exploration of current and potential

audience, with a particular focus on participation and how this does / could manifest itself at Arnolfini.

Tasks:

- A survey over an 8 month period looking at current visitors: who's coming, what they get out of their visit, how, why
- Observation on how people use the building
- An exploration of non-visitors, via an online survey
- A qualitative exploration of current and potential visitors, especially around participation ie through audience focus groups.
- Recommendations of changes to marketing and other communication channels

Outputs:

- April – Dec 2010 – audience research undertaken
- An interim report delivered beginning of September 2010
- A final report with recommendations and presentation by end Feb 2011

Total Fee

The fee available for this is £ 18,000.

This includes all travel costs, meetings, interim and final report, presentation to Board and staff.

To apply:

Please send a proposal of how you would approach this work, including delivery, with milestones, and breakdown of costings; and why you would wish to undertake this tender. Please include a current CV and references. Expressions of interest by **Wed 10 March 9am** (by email or hard copy) to Lisa Whiting, Arnolfini, 16 Narrow Quay, Bristol, BS1 4QA; email lisa.whiting@arnolfini.org.uk

Interviews will take place on **Friday 19 March**