

culturehive[®]

small scale development programme

What is the ambition for your organisation?

If you're a leader of a small-scale arts or cultural organisation, you are almost certainly leading a company that you feel really passionate about. At the AMA, we see many inspiring, ambitious, creative organisations with a clear sense of how their work could make a real difference to the world. However, you're also likely to be wearing many hats and have a lot of competing demands on your time.

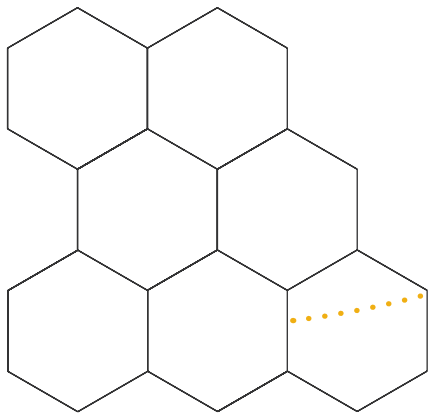
The Small Scale Development Programme has been created to provide a short, intensive programme to review how you can reach and engage more people with your work, to realise your ambitions for your company, increase engagement and drive a successful future.

Delegates gain the skills, knowledge, and tools they need to reach new audiences, improve engagement with current audiences, and increase income.

Together with our trainers, we have crafted a programme that shares the right mix of organisational, strategic, and practical skills to help small-scale organisations achieve their audience objectives.

The Small Scale Development Programme has two stages:

- Intensive two day residential to develop knowledge, skills, and your network
- Online coaching to help put plans into practice



"For me, the Small Scale Development Programme totally over-delivered on its promise to equip me with the skills, confidence and knowledge to become more strategic and effective at bringing arts and audiences together. I can't express how much I gained from participating, and how much this has helped my organisation. Overall the programme was a powerhouse of useable tools, excellently taught and immediately applicable upon my return."

Phillippa Slinger

Manager
Ledbury Poetry Festival



Image courtesy of Ledbury Poetry Festival © John Rose

"In small organisations with multi-tasking teams, it can often be especially difficult to make space to step back and ask ourselves the fundamental questions. The course was an eye-opener that has inspired me to cut through to what really matters, while also providing some very practical tools that we have already started to use to help our business planning, evaluation and audience development."

Christine Davis

Centre Manager
The Architecture Centre



Image courtesy of The Architecture Centre ©

"The intensive nature of it and the practical way in which the course was delivered meant that we were able to come away with clear objectives and action plans. For leaders of small organisations it is an invaluable experience to step up your work to the next level and step out of your comfort zone."

Steph Brocken

Artistic Director
Minerva Arts/Minerva Youth Theatre



Image courtesy of Minerva Arts ©

Asking the right questions

The Small Scale Development Programme helps leaders explore a range of fundamental questions about their organisation.

How can you start to become an audience-focused organisation?

- What is your organisation's purpose?
- Read your vision or mission statement out loud to people who don't work with you — do they understand what you do and offer?
- What difference will your organisation make to the world? How will you make that difference?
- Ask your core team to each say what difference they believe your organisation will make in 20 years' time (without looking at any written statement) — do they all match or are there major differences that are worth discussing?
- Is your organisation inter-disciplinary? Does everyone in the organisation believe it is their job to understand, think about, and satisfy audiences?
- Do you offer ways for your visitors to be involved/co-create/feel empowered?

“The wonderful facilitators managed to share a huge amount of content in a condensed way, whilst giving us all space to reflect on our own organisations. It was amazing to spend time around people in such similar positions and to share our stories. It gave me the confidence to challenge the status quo of our company and showed the incredible results you can achieve when you ask more focused questions.”

Rachael Perrin

Director
Soundcastle



How do you want your organisation to interact with the world?

- What does your organisation look like at its best?
- What does your organisation promise and what does it deliver on?
- Sharing a common purpose within your organisation can compel people to connect and engage with you.

“As the leader of a very small arts organisation at a pivotal point of its development, this course has given me the tools and confidence to pull together a comprehensive, relevant and practical marketing plan which I am certain will have a real impact on what we can achieve in the future.”

Lucy Byrne

Managing Director
dot-art



“The course tutors were very supportive and understood the challenges of working within a small arts organisation. They gave me lots of ideas from branding exercises, to new ways in capturing audience feedback all of which I have implemented since completing the retreat. I found the course hugely beneficial for my organisation, I was able to walk away having learned new skills.”

Nolly Bouameur

Producer
Interplay National Sensory Theatre



How can the AMA support you?

How can you achieve your audience objectives?

- Find out as much as you can about your visitors — the more you know about your audiences, the more you can target your limited resources effectively.
- Make sure you use what you know about audiences to communicate with them in the right way, at the right time and with the right messages.

How can you better understand your audiences?

- How often do you ask audiences what they think of you?
- What makes them tick? What are their needs, motivations, and values? Who are they?
- What role can you play in your visitors' lives?
- How can you remain relevant to your audiences?
- What do you think turns visitors off your offer and why?
- What is the number one thing you wish you knew about your potential visitors? What is the number one thing you wish they knew about you?

How can you engage audiences?

- What's the best way to reach your audiences? How and where can you find them?
- What messages do your visitors need to receive to convince them to engage with you?
- How can you build long-term relationships with your visitors?
- How and where could potential audiences first find out about you?
- If your organisation was a magnet, who would automatically be pulled towards it and why?
- Are your programmes and services able to be personalised?
- Are you focused on the outcomes for individuals?

Participants of the Small Scale Development Programme receive a complimentary annual membership. Being an AMA member gives you access to our diverse network of people working to engage the public with arts, culture and heritage.

AMA membership is about up-to-date and expert-led training. But more than that, it's about sharing insights with your peers, being inspired, and shaping the sector's future.

Share and inspire

Be introduced to fellow members, share expertise with people like you, and find peer support on current challenges and opportunities.

Grow your impact

Realise your ambition and strengthen your organisation's resilience with access to the latest thinking, best-practice resources, and inspirational learning experiences.

Build deeper relationships

Make one-to-one, long-lasting connections through the AMA mentoring scheme, dinner parties, and network meetings.

If you're interested in taking part in the Small Scale Development Programme or joining the AMA please contact debbie@a-m-a.co.uk or call **01223 578078**

Free AMA resources

Discover relevant case studies, articles, and reports on culturehive.co.uk

Search:
small-scale organisations
audience development

This booklet is available in large print, electronic format, and on the AMA website.

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