



# SCENEMAKERS

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## STAY IN TOUCH

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# BACKGROUND

Creative Scene is the Arts Council England Creative People and Places programme for North Kirklees, West Yorkshire.

We're working with local people to create a place where people not only participate in the arts, they make them happen; working together with professional artists, arts organisations, and producers. It is all about making art a part of everyday life.

A key strategy to achieve this has been to establish a group of local arts advocates - the SceneMakers. They are people who believe in the power of the arts and want to **make things happen in the places they live and work.**

# OBJECTIVES

- Develop local arts advocates to champion and promote events
- Build audiences for arts events by engaging with 'non-arts attenders' through personal networks
- Apply local knowledge to marketing tactics, to get into the places arts marketers don't usually reach
- To help us identify spaces and places to present work, engage audiences through outreach activity, for marketing activity

# THE TARGET AUDIENCE

We aim to work with a diverse bunch of people who reflect the demographics of the area and thus the audiences we are trying to reach.

SceneMakers include a solicitor, café owners, a marketing officer with a utilities company, and a local artist. Many also have voluntary roles with a local community-led event or group, such as Amateur Dramatics societies, Business Alliances, and community festivals, or connections with local schools and colleges, as ex-teachers or students. They build relationships and spread the word through their networks.

# DELIVERY OF THE ACTIVITY

SceneMakers assist with marketing by:

## **Sharing material to friends, family, colleagues, organisations and neighbours**

SceneMakers support our family friendly Children's 'On Tour' network which puts on professional theatre in local community centres and sports clubs, through their contacts in local schools. We design and deliver activity sheets to link with the show and these go out to 100's of children through the schools - this tactic has significantly increased audience numbers.

## **Promotion via social media**

SceneMakers repost, tag and comment on our social media and spread the word about productions and participatory opportunities through their networks.

## **Undertaking research trips**

A local café owner and Christmas Lights organiser visited events and festivals around the country in order to develop the ambition for the town's long-standing Illuminations events. With in-depth knowledge of local audiences, he was able to develop and commission new briefs. He also curated the night to feature professional artists alongside the traditional lights switch on to make it a full, family-friendly event.

# OUTCOMES

SceneMakers are our Brand Ambassadors. They communicate the content and purpose of our projects in language that makes sense to local people – naturally tailoring how they speak to individuals or small groups - in a way that blanket marketing can't. Our relatively small geographical area is home to approximately 180,000 residents consisting of a range of socio-economic bands and a high percentage of ethnic diversity.

SceneMakers have helped us to identify and engage with groups, organisations and their personal networks. This has contributed to us registering over 66,500 attendances at our arts events to date.

Our blog [www.makingascene.net](http://www.makingascene.net) tells the story of how SceneMakers have personally been involved in our projects.

# KEY POINTS FOR EFFECTIVE PRACTICE

- Start by looking for your community 'do-ers'. They are likely to be well-networked, have can-do attitudes and people possibly looking for new partnerships in the wake of local authority service reductions.
- Café owners make great SceneMakers – they are central to communities, and are well placed to encourage new audiences and participants.
- Local businesses – and business associations – are well networked and want more footfall in their town and so have a vested interest in seeing projects succeed.
- Take time to understand personal objectives and respond to these - this should result in higher levels of investment and enthusiasm.
- Be aware that although you ultimately want the same thing (e.g. more arts), each of you may have other aims that can complicate things.
- The biggest investment required to make this happen is time - the SceneMakers need to be a part of the programming and marketing team, not an add-on, so that there is a close fit between the work as it develops and the marketing and engagement approach.

**For more information about SceneMakers contact:  
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Visit our website: [www.creativescene.org.uk](http://www.creativescene.org.uk)

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