

# Growing your audience with Art Fund

Everything you want to know about  
the National Art Pass network

# What is the National Art Pass network?

- Art Fund works in partnership with a UK-wide network of more than 750 museums, galleries and heritage sites, known as the National Art Pass network
- The National Art Pass is a card that allows Art Fund members to gain free entry or half-price admission, and sometimes discounts in the shop or café
- Art Fund promotes all partners in the network to ensure our members use their card to visit you – increasing your visitor footfall
- And the really great part – all profits Art Fund makes from sales of the National Art Pass go towards funding our grant-giving programme, enabling all our partners to do more





# Attracting visitors

Our members are looking for cultural experiences and buy the National Art Pass because they are motivated to visit museums and galleries more. Nearly 60% of our members report that they have visited more often than they did before they bought the pass – and the more they use the pass, the more likely they are to renew each year. So visiting is good for you and good for Art Fund.

**151,000** Art Fund members carry a National Art Pass

**24,500** students at UK universities across a range of subjects have a Student Art Pass

**59%** of members visiting with a National Art Pass will bring a friend or family member with them

# Generating income

Our members love nothing more than spending time in the café or restaurant at cultural attractions, as well as some well-earned retail therapy in the gift shop. On average, the secondary spend a member makes on a visit with a National Art Pass is between £11-18 per visit – which is great for your bottom line.

Average spend per visit

£11-18



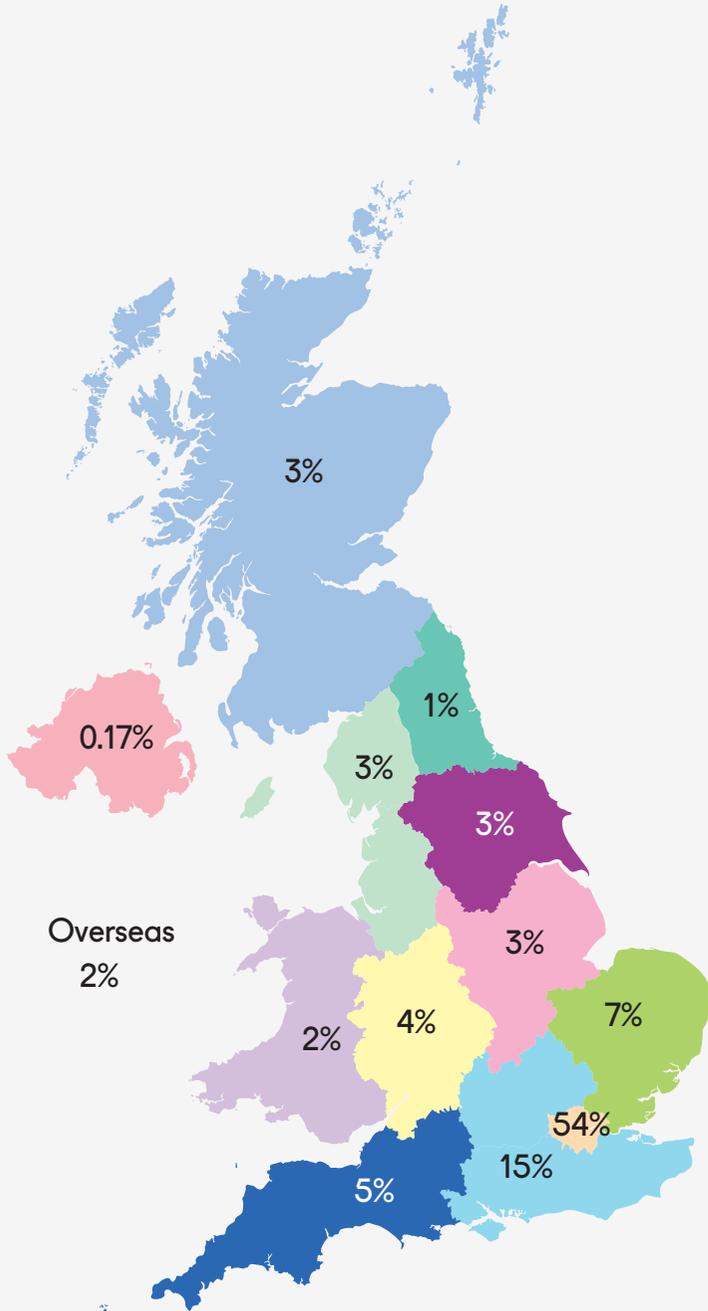
# Who has a National Art Pass?

Our members share some common characteristics, whatever their age and wherever they live in the UK. They:

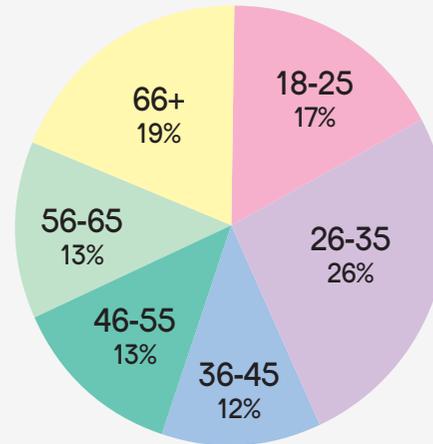
- are diverse in their range of cultural interests
- appreciate a sense of being part of a like-minded community
- like encountering new cultural places and experiences
- share their experiences with family and friends



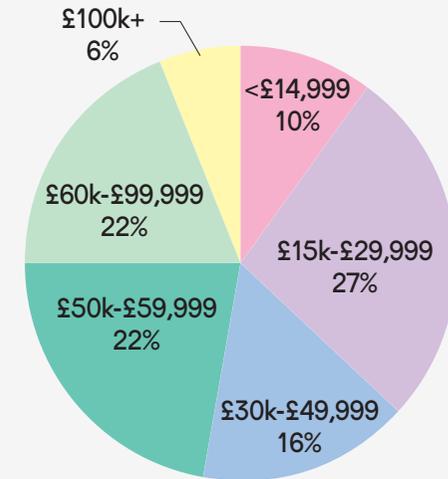
# Our key demographics



## Age groups



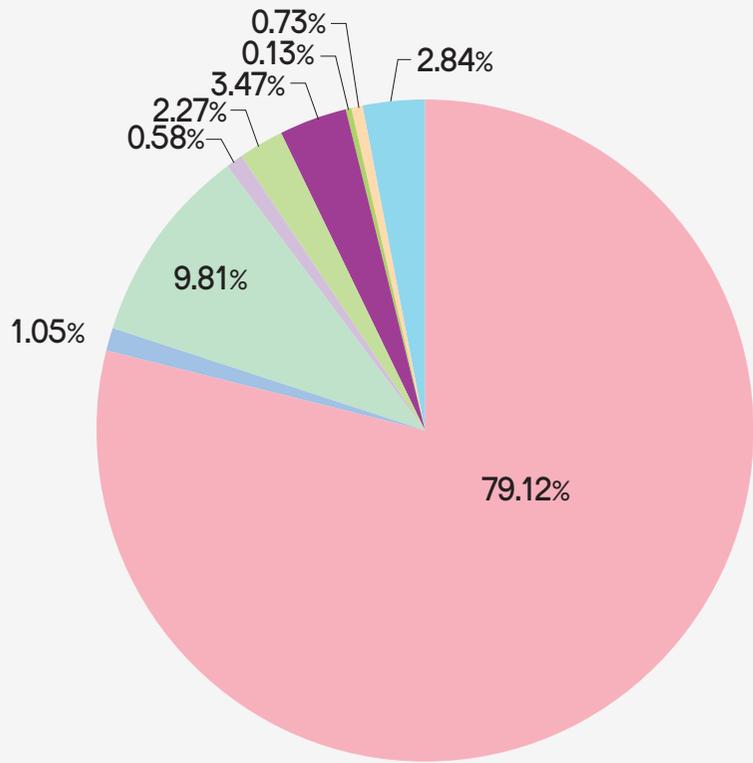
## Personal income



## Interests & Lifestyle

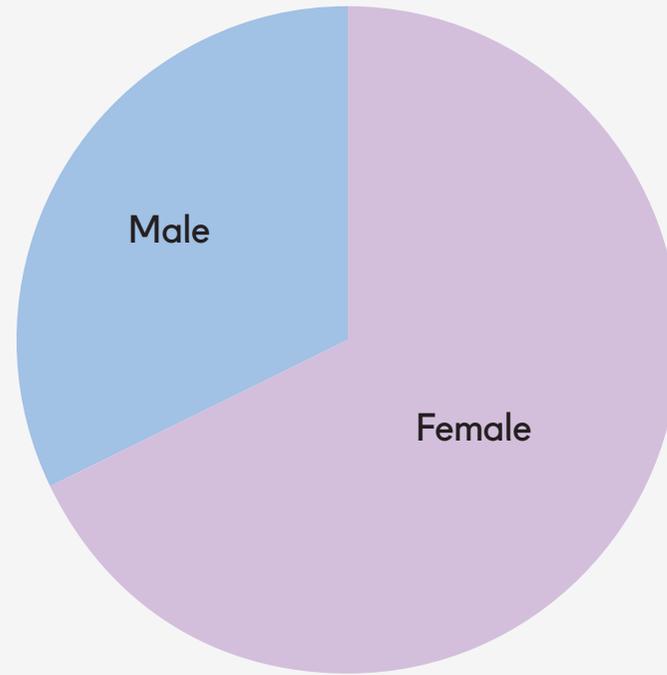
- current affairs and environmental matters
- travel, activity-based and long-haul
- theatre, films, books
- more likely to shop at Waitrose and Sainsbury's
- more likely to read broadsheet news/websites

## Diversity

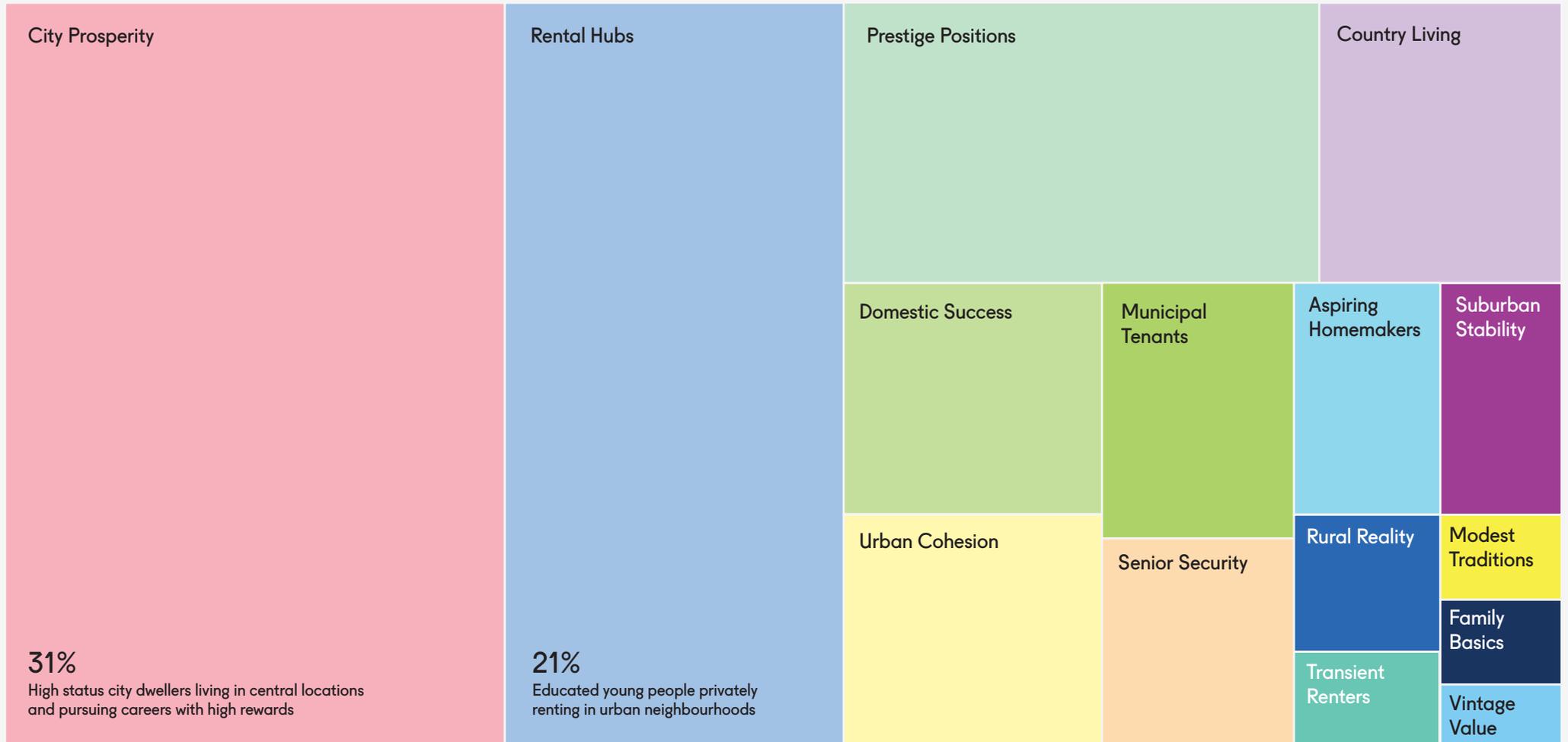


- English/Welsh/Scottish/Northern Irish/British
- Irish
- Any other White Background
- African/Caribbean/Any other Black/African/Caribbean background
- Any mixed/multiple ethnic background
- Indian/Pakistani/Bangladeshi/Chinese Any other Asian background
- Arab
- Any other ethnic group
- Prefer not to say

## Gender

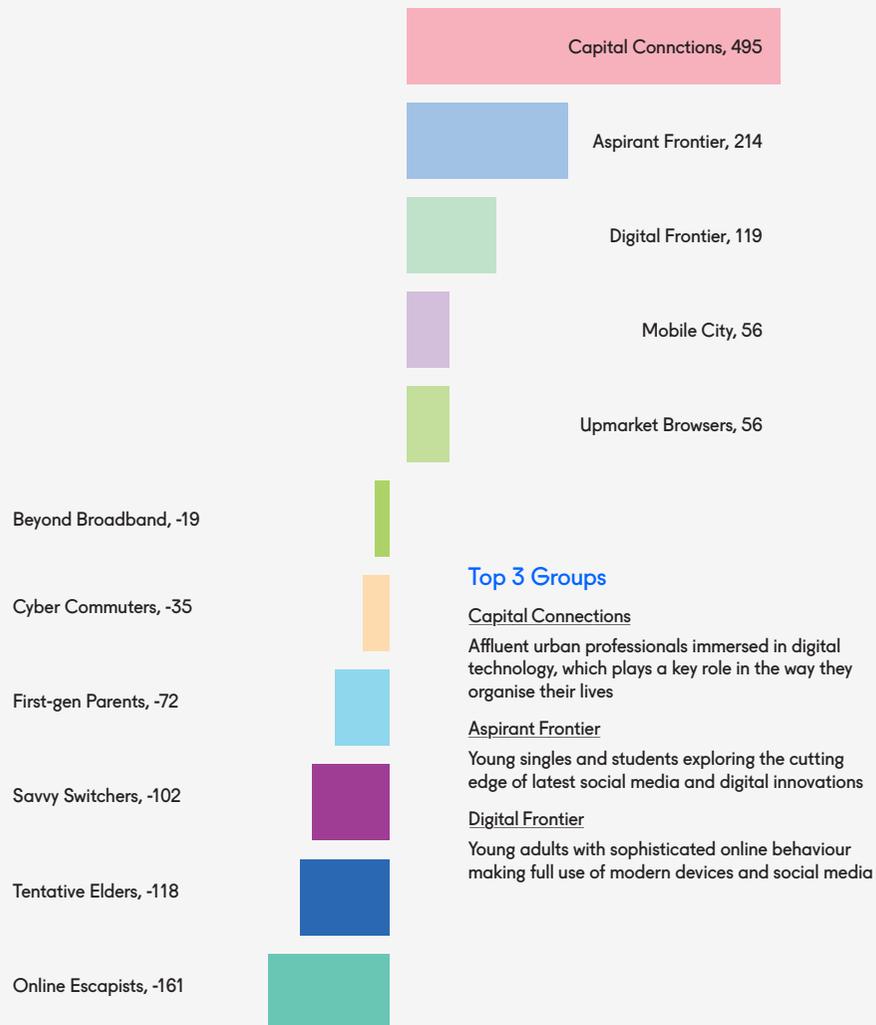


# Breakdown by Mosaic UK geodemographic classification

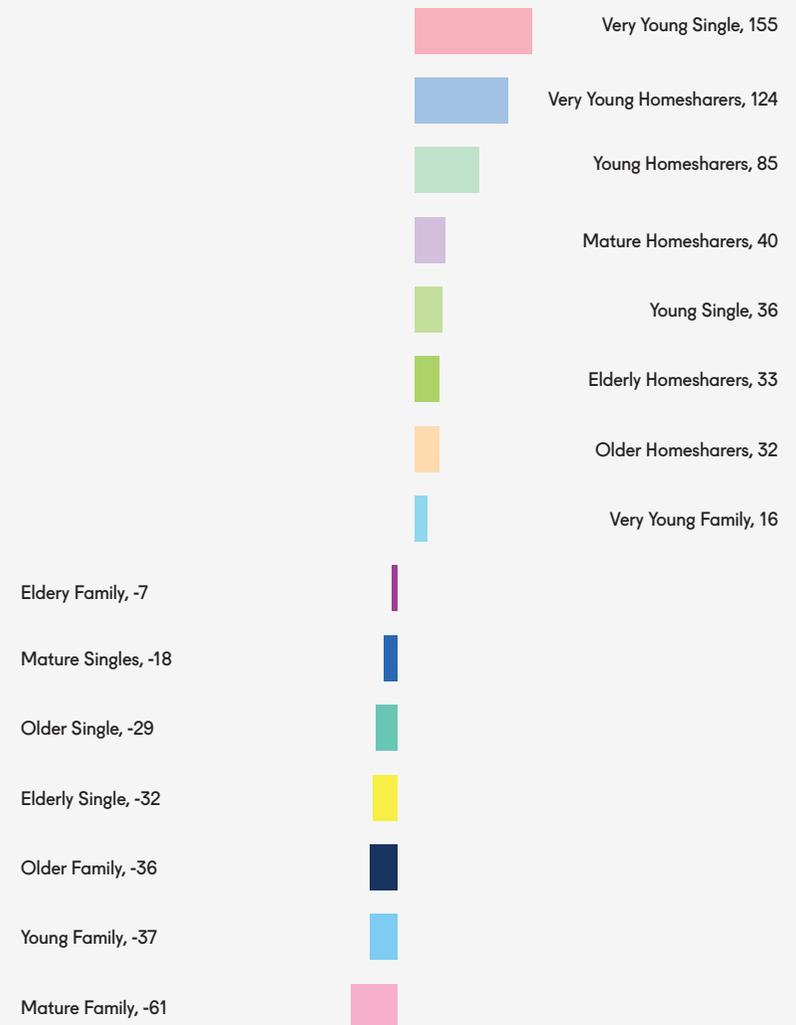


# Z Scores

## Mosaic Digital Group



## Household Composition



# Brand exposure

We promote what's on across the UK to the benefit of all partners in the National Art Pass network – museums, galleries, castles, libraries or historic houses. Whether your venue is internationally or nationally recognised or a hidden gem, we tell the story of why getting out and about to cultural venues across the UK is great to do.

*'The Art Pass represents such good value because it's widely accepted – meaning I consider visiting smaller places not in London more often than I otherwise might'*

Member, South East

*'The pass gives me the ability to explore a large number of exhibitions in a way that would otherwise be prohibitive... it means I can afford to take risks and visit things that I otherwise might not try.'*

Student member, London

Join over 750 partner venues already in the network:



## Here's some of the marketing support we can offer you:

- increased brand awareness
- bespoke or co-created content
- digital reach and promotion
- UK-wide print distribution
- networking and partnership opportunities with other venues and brands
- day-to-day support and marketing expertise
- tips, how-tos and toolkits



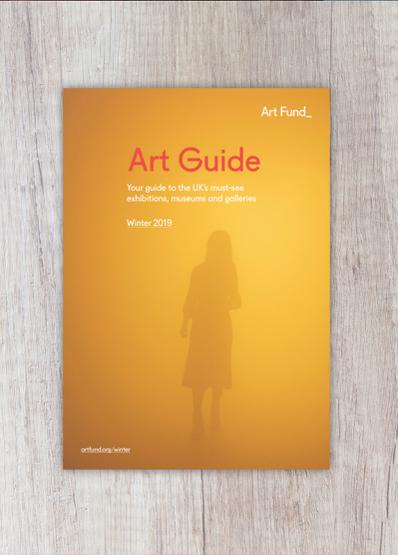


# Become a partner venue and you'll benefit from exposure across the UK

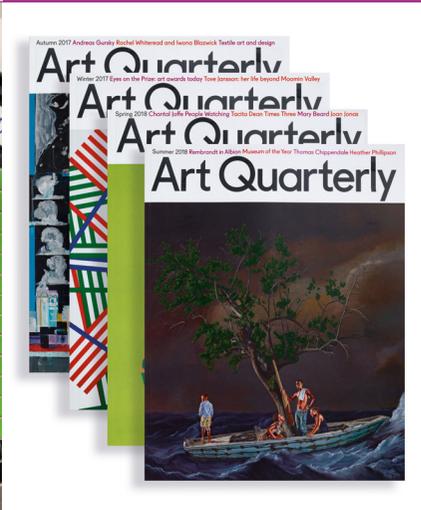
As a partner in the National Art Pass network you can benefit from a minimum of £25,000\* worth of free brand exposure across a range of print and digital media – including our award-winning marketing campaigns, our Meet Me at the Museum podcast featuring a range of celebrity voices and their friends, and our highly regarded member magazine *Art Quarterly*.

You'll also feature in our annual Art Map, a printed guide used by members to discover new places each year.

   #NationalArtPass



£25,000 of free brand exposure



\*As calculated by an independent media agency  
All images © Art Fund



## Get even more from our free digital products and services

Being part of the National Art Pass network brings with it many other benefits, including accessing our free digital products and services which are designed for museums by museums, and other helpful sector resources.

- Art Happens
- Art Tickets
- Event listings
- Online tools and resources
- Discounted National Art Pass for arts professionals



# Art Happens\_

A free crowdfunding platform, exclusively for museums and galleries.

Our support includes workshops, expertise and budget for your campaign film and rewards.

## It's about more than just fundraising...

Raise awareness of your organisation and reach new audiences, while engaging existing supporters and turning visitors from going to giving.

Get  
**100%**  
of the funds

Raised over  
**£800,000**  
since 2014

Get  
**FREE**  
campaign support

More than  
**6,000**  
donors

# Art Tickets\_

Our free ticket management system offers museums and galleries the ability to sell tickets online.

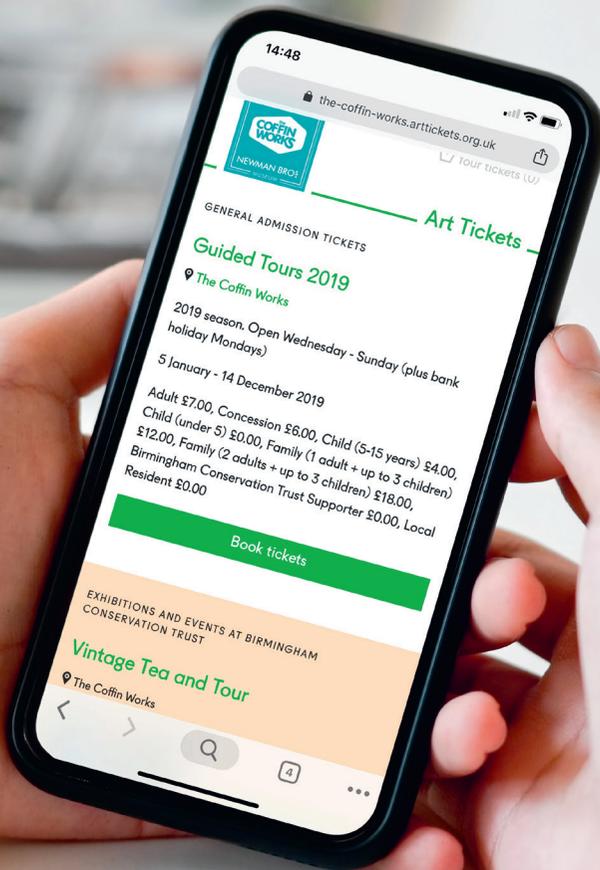
It's about more than just selling tickets...

- Completely free to use
- Designed by museums for museums
- Increase income
- Reach new audiences
- Improve visitor experience
- Reduce admin
- Support from Art Fund
- Connect with a network of other museums
- Instant promotion through Art Fund communication channels

**35%** increase in ticket sales at Coffin Works, Birmingham

*'It's allowed us to grow our visitor numbers and stabilise income which has been a real lifeline, ensuring that our future as a paid visitor attraction is secure'*

Josie Wall, operations and volunteer assistant



# Event listings

Connect with Art Fund members and the wider public through your events programme. As well as submitting your exhibition listings, you can now list your events for free on [artfund.org](https://artfund.org) using our museum self-service functionality.

Our goal is to support museums and galleries in growing participation across the UK. We will help promote your events online and through additional marketing support, encouraging more people to discover more ways to enjoy art.

# 87%

of current event listings are  
outside London



# Engage a student audience

Through the Student Art Pass we provide over 24,500 university students with opportunities to engage with museums and galleries across the UK.

We are helping to remove the cost barrier to visiting for students, alongside a programme of exclusive content, competitions, and paid opportunities in collaboration with our museum and gallery partners to help young people feel involved and included in the world of art and culture.

Since having a pass

# 50%

have visited 5+ times

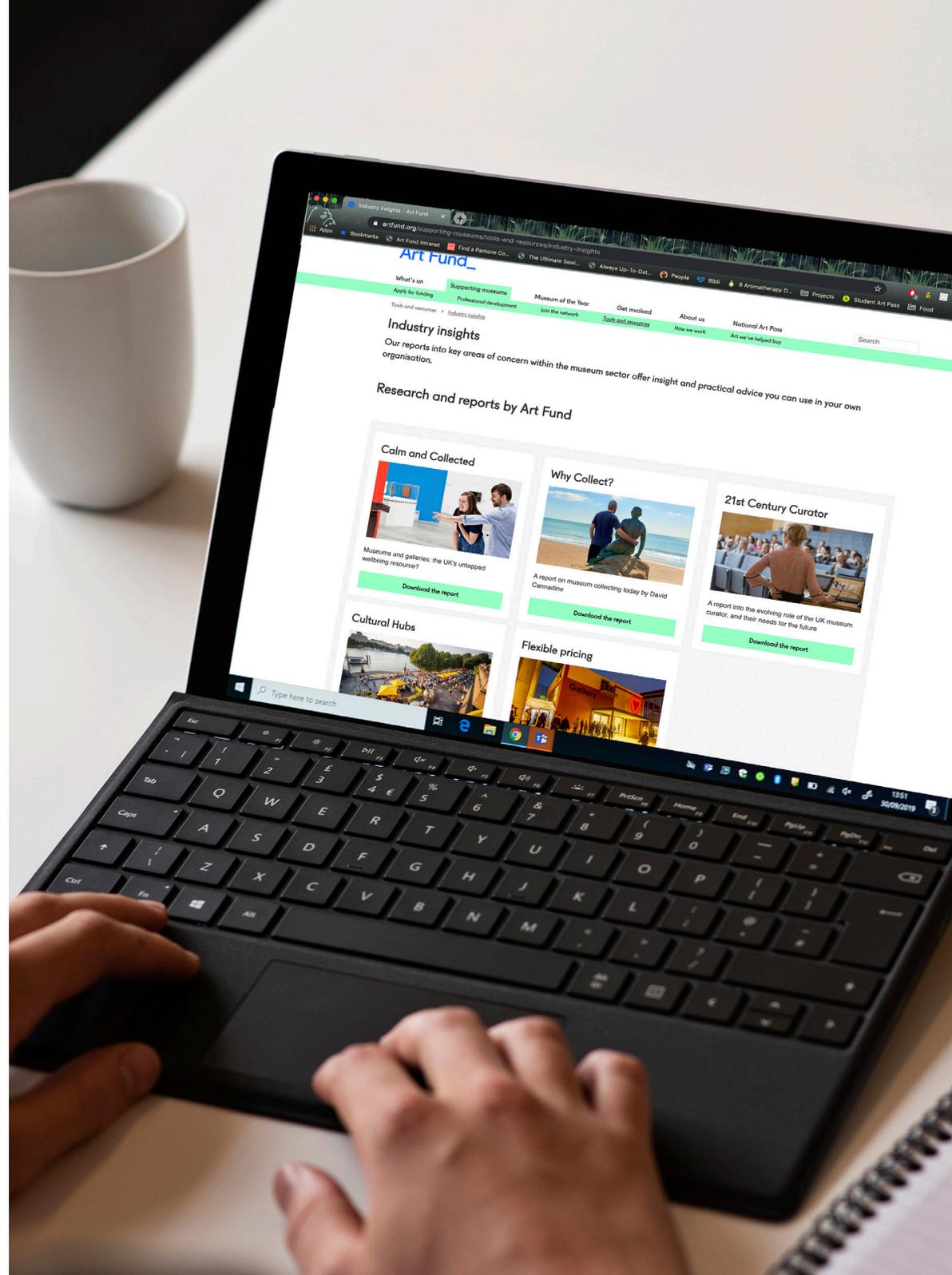
We want to help museums and galleries engage more young people and connect with our growing student community through a new programme of opportunities in 2020.



# Online tools and resources

Discover our latest Art Insights research to help you go further. Our reports into key areas of concern within the museum sector offer insight and evidence-based practical advice you can use in your own organisation.

- grow audiences with cultural hubs
- explore the opportunities of flexible pricing
- champion museums as the UK's untapped wellbeing resource



# Still not convinced...

## Did we mention the money?

As part of the National Art Pass network you'll be the first to know about our funding opportunities. We offer a whole range of support.

- grants ranging from hundreds of pounds, to hundreds of thousands
- training and career development opportunities
- fully funded events and workshops
- advocacy for the sector
- a network of over 750 museum and gallery partners across the UK



# Not sure where to start?

Pick up the phone and we'll start with  
a conversation.

Call our museum services team on  
020 7225 4870

Email:  
[museums@artfund.org](mailto:museums@artfund.org)

## See you soon

