**Audience Finder funding conditions 2020-21 guidance**

**Overview of funding conditions**

After relaxing funding conditions for NPOs in March 2020, we will be reinstating our requirements for Audience Finder.

NPOs will be required to submit an Audience Finder Annual Report (and/or Show Stats Annual Summary, for touring companies) for the financial year 2020/21. This reporting period will cover performances/attendances during financial year 2020/21, and the Annual Report will be due in July 2021, to be submitted via Grantium.

We understand that, due to the impact of Covid-19, it may not be possible for all NPOs to meet the Annual Report funding agreement conditions in full. For example, NPOs may submit an Annual Report that contains a lower audience sample size than usual, or only includes box office *or* survey data, rather than both.

An NPO’s funding will not be at risk if they do not have financial year 2020/21 audience data to submit.

If you have concerns about your organisation’s ability to collect audience data, please speak to your Arts Council England relationship manager.

## **What do we expect?**

## **Survey Data**

Both Arts Council England and The Audience Agency recognise that collecting audience data whilst social distancing measures are still in place may be challenging.

The guiding principle is that NPOs should make the effort to gather as much audience data as they can. Even where sample targets are not reached, data from all organisations will contribute to the national dataset, which will enable us to understand audience engagement at a national and regional level. This, in turn, will aid recovery plans and help us continue to make the case for the arts.

[Set up your 2020/21 Audience Finder survey >](https://app.smartsheet.com/b/form/7d272c64dc7244b889785cfe0e2dddef)

The Audience Agency has gathered some useful resources on [Recommended Data Collection Methodologies](https://support.theaudienceagency.org/support/solutions/articles/43000583984-recommended-data-collection-methodologies) and [Undertaking Safe Data Collection](https://support.theaudienceagency.org/support/solutions/articles/43000583983-undertaking-safe-data-collection) in a post-lockdown scenario.

[View our guidance here >](https://support.theaudienceagency.org/support/solutions/folders/43000570534)

**Is the survey target still 380 responses?**

Yes, the target is still 380 responses, but we understand that you may not be able to reach that target this year and, as stated, your funding will not be at risk as a result. The standard survey response target gives you an accurate picture of your audience over a whole year. From a statistical point of view, a sample of 380 responses is still the ideal, even if your annual audience figures are much smaller this year.

Collecting as much data as you reasonably can about your organisation's audiences can be helpful to you and will tell you more than collecting no data at all. When looking at your results, however, bear in mind that they will be indicative, rather than robust.

[Read our guide on sample sizes and their effect on margins of error >](https://theaudienceagency.org/insight/good-practice-guide-to-sampling)

## **Ticketing Data**

Ticketing data extractions from box office systems have continued as normal throughout lockdown, although there has been a hiatus in live events which will be represented in the data. Please remember that Audience Finder only extracts data from matured performances, so advanced sales for future performances will not be reflected in your dashboard until the performances have happened.

### Are you selling or issuing free tickets for the first time?

Due to social distancing measures, many organisations are deploying timed-entry ticketing for the first time to manage capacity in their venue.

If your organisation is selling tickets (or issuing free tickets) through a compatible ticketing system, you might benefit from contributing data to Audience Finder.

[View a list of compatible ticketing systems >](https://support.theaudienceagency.org/support/solutions/articles/43000505438-which-ticketing-systems-does-audience-finder-support-)

[Enquire about contributing ticketing data for analysis in Audience Finder >](https://app.smartsheet.com/b/form?EQBCT=0e0ec1c0980c4895b0fffc511c0c1276)

## **Signing up for Audience Finder and Show Stats**

We know that the effects of lockdown may have resulted in staffing changes at some organisations. Therefore, you may find yourself using The Audience Agency’s tools, Audience Finder and/or Show Stats, for the first time.

There are no limits to the numbers of users that can be connected to an Audience Finder organisation dashboard, or a Show Stats organisation account, so we recommend that you sign up using your own email address rather than sharing a colleague’s account.

This is particularly important if your organisation is a venue that hosts touring productions by companies who need to report on their productions via Show Stats, as notifications of production requests will be sent via email.

[Sign up for Audience Finder >](https://audiencefinder.org/register)

[Sign up for Show Stats >](https://showstats.org/Account/Signup)

The Audience Agency’s Support Team offer free one-to-one Onboarding Sessions for new users of Audience Finder and Show Stats, regardless of how long your organisation has been contributing data. These remote sessions last approximately one hour and will give you a basic introduction to Audience Finder and/or Show Stats and the reports you can access once you start submitting ticketing and/or survey data.

[Book your Onboarding Session >](https://app.smartsheet.com/b/form/e53fa38fd7e34378a0584f3fa7b6c43a)

## **Covid-19 support from The Audience Agency**

The Audience Agency has launched “Bounce Forwards” – a Covid-19 Response Package to help you make informed decisions, with news and research services updated every week.

[Bounce Forwards | Evidence Hub](https://www.theaudienceagency.org/bounce-forwards-evidence-hub)

Regular updates into audience trends and behaviours as they change.

[Bounce Forwards | Online Workshops](https://www.theaudienceagency.org/bounce-forwards-events)

Workshop programme focussing on the challenges organisations tell us they are facing right now. Join us to learn about using data to anticipate audience behaviours, innovating in changed circumstances, and how to make digital opportunities work better for your organisation.

[Bounce Forwards | Support Programmes](https://www.theaudienceagency.org/bounce-forwards-solutions)

Fast and affordable online programmes to support your recovery planning.

**Stay up to date**

The Audience Agency newsletter keeps you in the loop with the latest practical advice, events, case studies and industry news

[Discover The Audience Agency’s newsletters >](https://www.theaudienceagency.org/newsletters)