



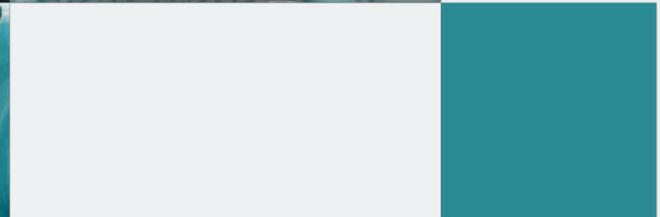
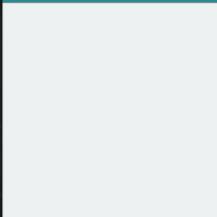
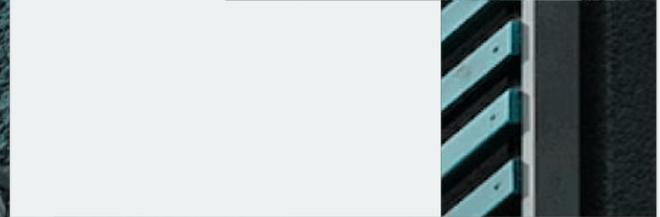
audience  
spectrum



MOTIVATION  
GUIDE



# Supported Communities





# Culturally low engaged, health poor, craft circle and church group seniors and youths.

10 / 10

Ranked tenth for engagement

4%

of UK Population

These are the least likely people to attend cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation and are excluded from lots of activities by age, health, access and resource related barriers. If they do engage, it is likely with participatory activities that allow them the chance to socialise, such as craft, knitting, painting, etc., organised by their housing, faith or community groups.

Supported Communities can be further segmented into these subsegments:



Young, immobile and hard-up, often relying on welfare to get by.



Elderly residents of sheltered housing with declining health.

Explore our motivation map and engagement phases on the following pages to discover more about how you can engage Supported Communities in your organisation...

## MAIN MOTIVATIONS

A rare treat enjoyed with the help of their support network

A chance to socialise with like-minded people and make new friends

To do something creative at home, facilitated by others, with a group that they know, like and trust

## ALIGNED VALUES

Helping the community is important

Helping those more isolated and alone is essential and much needed support

## WAYS TO REACH

Outreach programmes taking work directly to their own homes and community spaces

Coach partnerships to and from locations to venue

Local posters and brochure distribution in community centres

Door drop flyers highlighting accessible programming and routes to attendance

Posted brochures and postcards

Ads in free local arts and cultural magazines, delivered by post

TV and radio guide listings

TV ads for very specific work during regular viewing, such as soaps and daytime quiz shows



S1

S1s do use Facebook and Messenger, though not heavily

## PROGRAMME PULLS

### Free events and activities



S2

S2 may engage well with local history focused, nostalgia led content and programming.



S2

Small groups of S2s may also respond to invitations to tea dances, even as spectators.

Morning events for groups, such as 'coffee and cake cinema' with free extras

Annual visits to popular or mainstream event, such as renowned plays, murder mysteries, or TV show transfers to stage

Organisation led off-site activities in their church or community centres, such as crafts, knitting, painting, reading, printmaking, and sculpture sessions

## ADDED EXTRAS

Accessible performances, particularly captioned and signed events

Good transport links, coach partners, or ticket and travel combo packages

Group bookings, events and packages led by an ambassador

Providing talks and visits to local groups that they are already associated with

## WAYS THEY SUPPORT

Invite to be part of a working group to advise on better access needs

Outline improvements that trust and foundation bids can support

Target for a special annual donation with legacy impact (£20 max)

Introduce over 60s or 'mature patrons' schemes, or animal and nature led indicatives, such as butterfly houses

## REACH

## INTEREST

## ACTIVATE

## COLLABORATE

Create an outreach programme to identify areas with the highest numbers of Supported Communities open to engage

Partner with community groups in areas with lots of Supported Communities to organize events on site

Work with local outreach teams, councils and charities to partner on initiatives

Partner with local community centres, churches and halls to put up print flyers and posters

Visit local assisted living facilities and community centres to talk about the work you do and your programme

Organise bi-annual trips partnering with local coach companies for targeted groups, to remove access barriers

Programme relevant strands of work with low to no cost

Invite to the opening of a local town story exhibition, or social history led event, and ask for a written testimonial afterwards

Ask groups to share their memories of visiting venues and other spaces in the past with the local community

Run creative workshops with groups and then invite them to attend an open community exhibit of the work

Invite them to be interviewed and share their memories of a specific event or time period.

Invite them to participate as a community engagement lead, sharing the work you do with their local groups

Work with local community partners to take work to their community halls and create smaller introductory events to your programme off-site



s2

Ask groups for their top five bits of advice for future generations



s1

Share and tag content from local community groups, choirs and churches, as part of community highlights on Facebook

# Interested in more?

Find out more about Audience Spectrum, Supported Communities, and its subsegments on The Audience Agency site

[Read more about Supported Communities and its subsegments >](#)

## Want some help with this?

We have Audience Spectrum Persona Workshops available where we'll work with you to explore the segments most prevalent in your own audiences and how to apply this knowledge to your day to day work.

[Find out about Persona Workshops and our other Audience Spectrum Enhancements >](#)

Have a success story about working with Supported Communities you'd like to share?

Get in touch at:

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