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.
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.

**Attracting visitors**

- **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

*Hew Locke, On The Tethys Sea, IKON Gallery Birmingham, © Hew Lock. All Rights Reserved, DACS 2019 Photo © Andy Smith*
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

- 66+ 19%
- 56-65 13%
- 46-55 13%
- 36-45 12%
- 26-35 26%
- 18-25 17%
- 15-24 0.17%

Personal income

- <£14,999 10%
- £15k-£29,999 27%
- £30k-£49,999 16%
- £50k-£59,999 22%
- £60k-£99,999 22%
- £100k+ 6%

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

Experian Profiling December 2019
Breakdown by Mosaic UK geodemographic classification

City Prosperity

- 31%
  High status city dwellers living in central locations and pursuing careers with high rewards

Rental Hubs

- 21%
  Educated young people privately renting in urban neighbourhoods

Prestige Positions

- Urban Cohesion
- Senior Security

Country Living

- Domestic Success
- Municipal Tenants
- Aspiring Homemakers
- Suburban Stability
- Modest Traditions
- Family Basics
- Transient Renters
- Vintage Value

Experian Profiling December 2019
Z Scores

Mosaic Digital Group

Capital Connections, 495
- Aspirant Frontier, 214
- Digital Frontier, 119
- Mobile City, 56
- Upmarket Browsers, 56

Beyond Broadband, -19
- Cyber Commuters, -35
- First-gen Parents, -72
- Savvy Switchers, -102
- Tentative Elders, -118
- Online Escapists, -161

Top 3 Groups
- Capital Connections: Affluent urban professionals immersed in digital technology, which plays a key role in the way they organise their lives
- Aspirant Frontier: Young singles and students exploring the cutting edge of latest social media and digital innovations
- Digital Frontier: Young adults with sophisticated online behaviour making full use of modern devices and social media

Household Composition

- Very Young Single, 155
- Very Young Homesharers, 124
- Young Homesharers, 85
- Mature Homesharers, 40
- Young Single, 36
- Elderly Homesharers, 33
- Older Homesharers, 32
- Very Young Family, 16
- Elderly Family, -7
- Mature Singles, -18
- Older Single, -29
- Elderly Single, -32
- Older Family, -36
- Young Family, -37
- Mature Family, -61

Experian Profiling December 2019
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:

V&A Dundee © Marc Atkins
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
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

*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

Designs for the Colour Palace at Dulwich Picture Gallery, London, supported by 100 donors through Art Happens, © Pricegore Architects x Yinka Ilori
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 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

Jenny Holzer, ARTIST ROOMS, Tate Modern, 2018 © DACS. Photo: Janie Airey
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
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

Still not convinced...

Did we mention the money?

Meschac Gaba, Brazilian Bank, 2006, Bristol Museum and Art Gallery, Art Funded 2013, © Meschac Gaba. Photo: Robin Friend
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

See you soon