**Cultural Intern Scheme Placement Proposal // 2015 – 16**

**PERFORMANCES BIRMINGHAM (TOWN HALL SYMPHONY HALL)**

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| **Proposed placement period** | From: 05 October 2015  To: 25 March 2016 |
| **Address where placement would be carried out** | *Symphony Hall, Broad street, Birmingham B1 2EA* |
| **Department responsible for the placement** | *Marketing & Communications* |
| **Placement supervisor** | *Antony Pickthall, Head of Marketing and Communications* |
| **Description of the project/s to be undertaken** | ***Specific details of the project/s to be delivered, with any associated milestones and targets.***    THSH is developing a new audience development strategy across its entire programme and the University of Birmingham cultural intern will play a key role in progressing this exciting development project. This placement is a great opportunity to work between marketing/communications and programming in busy UK music venues.    ***Key responsibilities will include:***    **Audience Development mobile app**  *Pollen* is THSH’s audience discovery mobile application. The app enables the public to sign up for tickets from varied performing arts venues, helping to break down barriers to new audiences and give those not already engaged the chance to try something new. After attending events, visitors are asked to give feedback on their experience and this information is used to help incentivise a return visit. The app was developed in partnership with Birmingham Rep, The Drum, and CBSO, with a view to rolling it out across other member organisations of Birmingham Arts Partnership, a group of creative organisations seeking to strengthen every aspect of the city of Birmingham by maximising the benefits of culture.    The Cultural Intern will work closely with members of the Marketing team and colleagues across THSH to plan, implement and evaluate a series of emails to different customer groups over the 6 months of their placement. At the end of the placement the Cultural Intern will present the findings of their project to colleagues, including a recommended action plan.    **Arts Champions Audience Development Project**  The first project is to assist in the planning and delivery of activity aimed at increasing event attendances from new audience groups in Sutton Coldfield, as part of PBL’s Arts Champions project.    From April 2014 to March 2017, Performances Birmingham Ltd is the ‘Arts Champion’ for Sutton Coldfield and will be undertaking a range of education and community and audience development projects in the area. The Arts Champions scheme is run in partnership with Birmingham City Council (BCC) aimed at those living in ‘priority neighbourhoods’ in Birmingham, offering residents the opportunity to engage with the city’s arts organisations.  Priority neighbourhoods are council wards that have been identified by Birmingham City Council as falling within the worst 5% of the UK for multiple deprivations.    Working in partnership with BCC and community members, PBL delivers a range of education and community projects to our nominated priority neighbourhood, including schemes to encourage attendance at events at Town Hall and Symphony Hall.    Initial planning of the Sutton Coldfield ticket scheme is underway, but it will be for the Cultural Intern to complete the planning and launch of the scheme, working with the Marketing team and members of PBL’s Education and Community team.    In addition to their two principal projects, the Cultural Intern will also have the opportunity to work alongside members of the Marketing team across the range of marketing activities and events at Town Hall and Symphony Hall. This will give them an insight into arts marketing in a wider context which will underpin their delivery of their two main projects. |
| **Intern’s role within the main placement project** | ***Specific details of the role to be undertaken by the intern and details of the activities that the individual will undertake.***  The intern will be the lead person for taking the audience development strategy forward, working with the head of marketing & Communications and the Heads of Artistic and Commercial Programming. |
| **Purpose of the placement** | ***What will the intern gain from the placement, to be described in terms of skills, knowledge, experience , competencies and networks to be developed.***  The intern will gain valuable insight into the development of audience development strategies design to encourage new audiences from key target groups. The intern will acquire strong marketing, communications and Customer Insight skills alongside an appreciation of the role of programming.  The role will also develop the intern’s research and report writing skills. |
| **Benefit to the organisation** | ***Describe how the organisation will benefit from the placement***  THSH will be able to ensure it has the capacity to develop a new audience develop strategy and to focus some of that activity on key geographical areas e.g. Sutton Coldfield and Ladywood. |

**Training Activity Checklist**

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| **Category :** | **Training Activities** |
| Marketing and publicity | Market research |
| Marketing and promotions |
| Audience development |
| Managing or maintaining database |
| Events | Event coordination |
| Event delivery |
| Production assistance (performing arts) |
| Access and Interpretation | To deliver or assist with the delivery of education and outreach programmes |
| Population of website |
| Social media |
| Policy and Finance | Development of policy associated with audience development and the ability to target under represented audiences/participants |
| Administration and Other | Project management |
| Writing or editing |
| Organising meetings |

**Checklist of applicable Skills/Capabilities expected to be developed**

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|  | **Some relevance** | **Very relevant** |
| Oral communication (including telephone) |  | x |
| Written communication |  | x |
| Writing/editing for publication (e.g. web, promotional materials) | x |  |
| Team working |  | x |
| Finance |  |  |
| Marketing |  | x |
| Public relations | x |  |
| Social networking | x |  |
| Research skills |  | x |
| Problem solving | x |  |
| Innovation (e.g. helping organization to develop its services) |  | x |
| Entrepreneurship |  |  |
| Personal initiative |  | x |
| Use of a second language | x |  |
| IT skills |  | x |