the audience agency

Artform Coding Update

Introduction

At the beginning of 2016 we sent out a survey to our Box Office clients to help review and understand their needs when coding events. The feedback we received was extremely useful in helping us to understand more about how you are using artform codes and the benefits they can deliver. Through this process we were able to assess areas for improvement and we have applied several changes to help with coding the first quarter of 2016/17 and beyond. Click here to see the new list of codes for 2016/17. If you have any questions about how the changes could affect your previous coding or benchmarking, please get in touch with the Data Team by emailing dateam@theaudienceagency.org

New codes

Where possible we try and keep codes as concise as possible without making them so niche that the data is diluted into too many groups. However, through your feedback we've made note of some gaps which we hope to fill with the new codes below.

- **Children & Family** – The Children & Family second tier arforms have been expanded to help give a fuller picture of the types of events our clients programme. These new codes are:
    - **C&F Literature**
    - **C&F Dance**
- **Workshops** – Workshops are the single most used artform, and so as to help further understand the large booker groups we have subdivided each Adult/Child/Family Workshop category into:
    - **Performance Skills**
    - **Creative**
    - **Formal Learning**
- **Scratch Night/Rehearsals** – This addition has been placed under *Plays/Drama* to help clients separate works-in-progress from full productions.
- **Tours/Walks** – Exploring the performances in Audience Finder, we found a large number of Walking and Guided Tour events being categorised as Heritage. Indeed, this made up the majority of all Heritage performances. We have therefore created a new

artform code for this under Other Artforms. Any Tour/Walk event under Heritage will automatically be updated for you, the remainder will be combined with our updated Museums/Heritage code.

A move for Circus Arts

After consulting with a consortium of circus-specialist clients, we have moved our Circus Art secondary code to Dance instead of Plays/Drama. This will help define performances that consist of aerial/acrobatic lead performances better and be more representative of the types of audience that attend. There will continue to be OA Circus Arts under Outdoor Arts and we have updated the definitions of Variety/Cabaret Entertainment under General Entertainment to include more big top-esque performances.

Updating names

Lastly, to help refine our artform codes and to make it easier for you to find the best code for each performance, we have made a few small changes to the names and definitions of some codes. Click here to see the new list of codes for 2016/17.

Making coding simpler

Several clients asked how to apply the artform codes within their own box office system so that these can be applied at the point of setup. For our Spektrix clients, we have already put together a guide, with the help of the Spektrix Support team, to assist with this. The guidelines can be downloaded here.

We are currently working on guides for our other supported systems and we will keep you updated when this becomes available.

Combining and splitting your codes

Have you ever wanted to view a combination of artforms distinct from the rest of your events? Say, for example, you want to understand a combined view of your performing arts audiences without the data being altered by your film event data, this can easily be accomplished by asking for a dashboard split. Explore all our Dashboard Customisations or, email datateam@theaudienceagency.org for further details.