

“More exciting than meeting  
Beyonce”

Building younger, sustainable audiences –  
who, why and how?



# Who?

- Liverpool John Moores University
- Liverpool Community College
- Edge Hill University
- Hope University
- Liverpool University

# Why?



Pictures (clockwise) – Glenn Ligon exhibition, 2015; Bacon After Dark event, September 2016; A Living Museum 2053 event



**Tate**

**we have YOUR Art GALLERY**

**if YOU EVER want to see it again,**

**YOU will listen to OUR demands.**

# How?

- Working with and through the institutions not just marketing
- A network of links between Tate and the institutions including dedicated partnership managers
- Range of programmes and initiatives that appeal to a wide range of audience including students from embedded academic post we share with LJMU to attendance at Student Welcome events.
- Small, targeted opportunities to large scale invitations
- Play to our strengths of capacity and daytime venue.













L-R: LJMU Yoga Workshop for Wellbeing Week, November 2016, and Yves Klein opening PV October 2016



# The numbers so far

- ADD figs and say what years
- Overall, the 16-24 visitor age range has risen from 12% of the general audience (74,000) to 18% of the general audience (109,000), making the gallery a more vibrant and appealing destination for everybody.
- In 2015/16 student visits rose from 5% of total (30,000) in 14/15 to 8% of total visits to the gallery (49,000)

# Younger and more diverse audiences

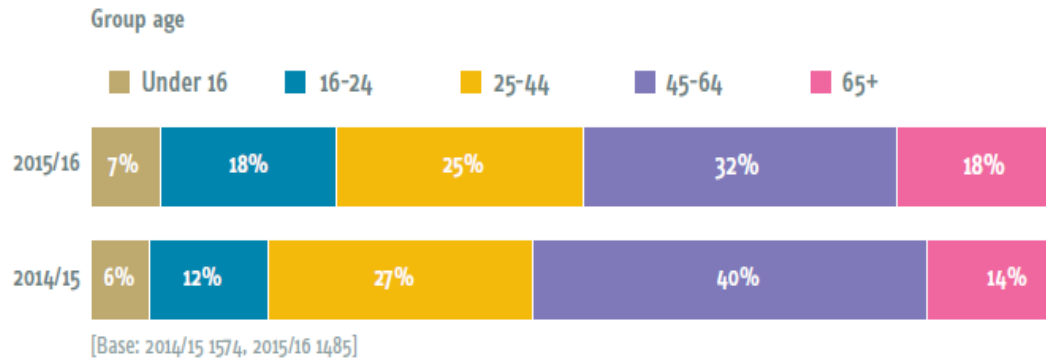
Tate Liverpool attracted in more **young people** from **Liverpool**, **students** and **BAME** visits in 2015/16.

There is a slight **decrease** in visits across all age groups except the **16-24s** and the **over 65s**, both of which now account for 18% each of all visits.

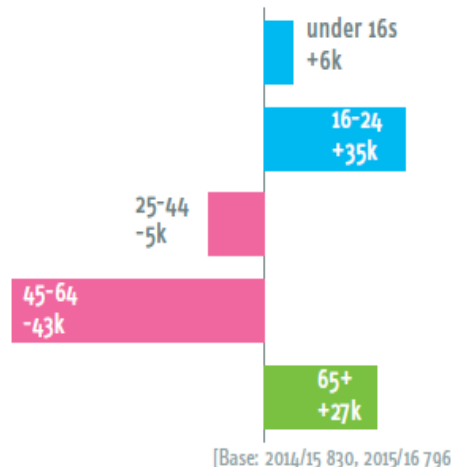
## 16-24s and over 65s up

The most significant change was in the proportion of visits from 16 to 24 year olds, increasing from 12% to 18%. A similar increase (four percentage points) was seen in those aged 65 plus. With both of these demographics each accounting for 18% of the overall visit figures, they now make up the joint largest age groups.

While this change is partially a reflection of a lull in these age groups in 2014/15, not all of the increase can be accounted for by this. 16-24 year olds were down by 10k in 2014/15 but up by 35k



## Difference in age group attendance from 2014/15



this year, and those over 65 were down 11k last year but up 27k this year.

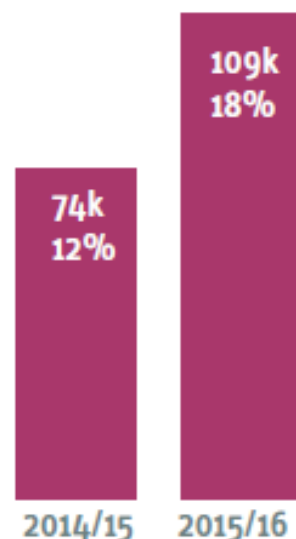
## A younger Liverpool audience

Tate Liverpool is bringing in more young, local people. 38% of visits from Liverpool were aged 16-24 in 2015/16, up from 18% in 2014/15.

These figures are supported by a 16k (three percentage points) increase in the number of full time students coming to experience the gallery.



Annual no. and % of 16-24s visits



[Base: 796, 830]

### Could local student partnerships be paying off?

Student numbers are up from 5% (30k) to 8% (49k) this year and 14% of visits from those who live in Liverpool are now students (up from 10% in 2014/15). It could be that Tate Liverpool's relationship with John Moores University is paying dividends, but a larger data set will be required to draw conclusions.

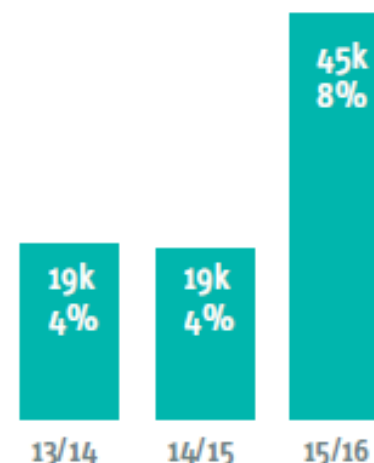
## More BAME audiences

While those identifying as white still made up the vast majority of Tate Liverpool audiences, visits from UK visitors identifying as BAME accounted for 8% of all visits, up from 4% in both 2013/14 and 2014/15. With an increase in overall visits, this represents a substantial actual increase in the number of BAME visitors.

The increase in first time visits from the Midlands could account for this with 14% visiting from this region identifying as BAME.

The younger profile of visits in 2015/16 could also play a part, with the 16-24s age group traditionally comprising a higher proportion of non-white audiences (23% in 2015/16 and 20% in 2014/15). Students this year also account for 28% of BAME visits.

Annual no. and % of BAME visits



[Base: 1640, 1574, 1485]



LJMU Journalism students meet Jon Snow at *Art Gym* “In Conversation” event, April 2016





LJMU Dance students performing with artists Pelmus and Pirici as part of *An Imagined Museum* closing weekend, Feb 2016