



Aspirational Arts Partnerships Ltd

Sarah Bedell Sarah has worked in the arts since 1989, offering independent creative consultancy since 1999, in collaboration with different partners and groups, building the right team or approach to deliver on time and within budget.

This summary CV highlights experience in:

- **Research: planning, sourcing and writing;**
- **Consultation and facilitation: planning, recruiting, delivery and reporting;**
- **Planning and creating toolkits, resources and other materials for advocacy.**

Research

- Public Catalogue Foundation, now Art UK: researching and producing an audience engagement plan to support a major HLF bid, specifically digital tools and social media as drivers for audience engagement and participation amongst younger, diverse audiences (under 25), including a comprehensive set of campaigns and materials to support the proposed audience engagement.
- ROH Bridge Southend Libraries research into barriers to take-up and use of Library services with users and non-users aged 12-15.
- AMA: pre-ACE funding bid research into arts marketing and audience development training and professional development pathways and gaps. Also: researching arts marketing and audience development lines of responsibility for NPOs in London and Yorkshire.
- Audiences London: supporting research into subscription services for audience development agency subscribers
- Audiences London: research into attitudes to cultural learning and participation in the US
- The Arts Catalyst: qualitative, snapshot survey of current perceptions around the organisation with analysis of responses.
- Barbican Centre: research into family and schools audiences (leading to the development of the schools programme, and the cinema club); research into jazz and classical music audiences; preparation and review of materials to conduct Best Value assessment
- Camden Borough Council - Camden Education Arts Partnership consultancy to research activity, scope development and produce action plan for Camden's entry into LEAP
- Network: 'Developing a Data Culture' a review of research needs and recommendations that led to 'The Thirst for Knowledge – Audience Data in the Arts', a study to look at the way audience data is currently used throughout the arts infrastructure
- ENO – Project management from strategic communications advice to ongoing research project into first time attendance, related to ENO's post-Stabilisation programme.
- ENO: consultation with disabled attenders regarding planned refurbishment programme
- ENO: research into first time attenders, lapsed attenders and internal communications review.

Consultation and facilitation

- Art UK: Round Table discussion at Tate with leading thinkers and practitioners to discuss digital tools that effectively engage younger, more diverse audiences.
- Keynote speeches, facilitating seminars and workshops on audience development and evaluation at AMA conferences from 1994 to 2000.
- Essex County Council: investigating the scope for an arts education agency, role, purpose and services.
- Roundhouse membership scheme – facilitating discussion groups.

ROH RESEARCH BRIEF: ADVOCACY TO PARENTS AND CARERS

- Young Vic, facilitating discussions and individual interviewing of community performance participants as part of evaluation of process.
- Roundhouse Studios, facilitating in-depth discussions with participants aged 11-25 as marketing and communications research project.
- SPILL, leading in-depth interviews as part of external evaluation process for emerging festival of international live performance.
- Roundhouse Studios, facilitating in-depth discussions with participants aged 11-25 as marketing and communications research project.
- Rijksteatret, Norway, leading workshops and presenting on working with schools and audience development.
- British Council, seminar on audience development trends in the UK.
- Goldsmith's College, seminar on evaluation.
- Create KX, series of training events on self-evaluation and audience development for small creative organisations.
- Sussex Arts Marketing, presentations and surgeries on audience development and evaluation for planning to member organisations.

Creating resources, publications & reporting

The research was thorough and diligent and the resulting case studies represent an inspiring, evidence-based suite which both illustrate and advocate for effective cultural learning, not only in schools but also in other learning environments. Sarah brought a professional, enthusiastic and rigorous approach to the process. Proper attention was paid to detail, including protocols and the necessary permissions. We received regular feedback as clients. We are delighted to have worked with Sarah and would have no hesitation in recommending her to others.

Education Director, Partnerships for Schools

- Building Better Relationships with Schools: a research and publication project that tested the methods before writing them up into a practical book that was supported with a roadshow and surgeries.
- Researching and writing internal documentation for Arts Council England on: New Audiences Programme (guidelines for evaluation and information packs to assist application process).
- Roots Programme: ACSE (as was) guidelines for Regional Challenge participants.
- Turning the Tide, written by Heather Stradling and Jonathan Goodacre, edited by Sarah Bedell. The publication came about from the knowledge gained through Being Here, a four year arts regeneration project in Southend-on-Sea (Momentum Arts).
- Building Better Relationships with Schools, written by Catherine Rose with Anne Roberts and Sarah Bedell, supported by national roadshow and surgeries.
- Young People and the Arts, for Yorkshire Arts.
- Arts Marketing Association 2009 Conference: identifying, approaching and briefing speakers
- AMA Annual Visual Arts & Museums Day in 2010.
- Conference reports for 2009 and 2010 with Jonathan Goodacre.
- Sound Connections: researching, identifying case studies and reporting.
- Building Schools for the Future: researching and producing case studies illustrating effective use of creativity in new schools.