

## Developing Audiences Together

**“Artlink is the ideal conduit between audience and art experience. It provides a regular, friendly point of contact for the audience building trust and understanding.” – Partner venue**

Artlink Arts Access staff have detailed knowledge of providing appropriate support to individuals who experience disadvantage or disability so that they can take part in the rich cultural life of the Edinburgh and Lothian area. We have been working in partnership with venues and arts organisations since 1984 to ensure that the experience of disabled audience members is enjoyable and barrier free.

We are aware that art venues are increasingly working to make their facilities more accessible to audiences. However our dialogue with venues makes clear that where they have made significant adaptations to facilities and programming, they are frustrated by a limited return in audience attendance. In this area Artlink can play a vital role in providing expert support to both venues and audiences and through this widening access. Artlink can offer support in the following areas:

- **Training and support to venues**

Artlink works with venues to develop and implement practical access solutions. We work with venue staff to raise awareness of audience needs and increase staff confidence in meeting these needs. Artlink can provide a range of specialist training and support the development and delivery of tailored events.

- **Targeted initiatives**

Artlink has extensive experience of delivering tailored familiarisation and educational events that address issues of promotion, interpretation and continued barriers the audience may face. By using the right networks and providing tailored information we can reach particular audience groups and support more people to make positive choices about going out.

- **Making and maintaining contact**

Our experience shows that building positive relationships between individuals and venues can make a real difference. Artlink offers a friendly and personal point of contact for audiences. We aim to make every aspect of an outing simple and enjoyable from finding out what's on and booking to arriving at the event.

If you would like to be involved in Artlink projects, discuss ideas or are interested in training, please get in touch.

**Susan Humble**

Audience Development Officer:

**0131 229 3555 – option 1 / Tynetalk 18001 0131 229 3555**

**[susan@artlinkedinburgh.co.uk](mailto:susan@artlinkedinburgh.co.uk)**