

# Rachel Escott

## Audience Development and Communications

### Group 2

#### Target young people: First timers

People living in areas of cultural diversity, likely to be areas where many school kids have free schools meals, and the level of young people neither in school, employment or training is also quite high.

There are many areas like this in the 'Tate London local boroughs' of Southwark, Lambeth and Westminster.

These young people may be of school age – maybe up to 18 or A-level age. They might have been to a gallery or museum before – perhaps to Tate Britain or Tate Modern – but only as part of a school visit or an outreach project. However they have the possibility of visiting on their own or with friends under their own steam, and have a certain curiosity about doing so, although they haven't yet taken that step. They may already go to youth clubs or youth groups of a more general interest, or be involved in online communities. They may be studying creative subjects or starting to work creatively in their own time. For many of them, doing things with friends is very important.

The kind of thing that gets in the way of these young people accessing mainstream arts organisations is:

- Lack of knowledge – they don't really know how art galleries might be relevant to the likes of them and their interests and concerns
- If they do know about galleries eg from school visits, they have negative impressions of them (boring, full of old people, the art doesn't speak to them... Or they see them as only connected with schoolwork).
- They don't seem to hear about what's on offer.
- They may not know many galleries and museums are free – and see cost as a problem. Or the associated costs of travel, refreshment etc might put them off.
- It's not what their friends do.
- They have other interests, eg sport, or music.
- Lack of family habit – parents aren't interested or have never been, so don't take them along when they are younger.
- They may have cultural restrictions on whether they can go out and about unsupervised.
- They may have language restrictions – eg recently arrived in the UK as refugees or immigrants.
- They may have to work at times when other people are socialising.
- They feel they have to dedicate their time to studying and preparing for their futures.
- Even if they came, they're not convinced they would like it or if it would be worth their while.

#### What they might say

*"I've never thought about looking up an art exhibition to go to. It would be something I would enjoy, but I know it's something that I don't need to do. Recently all I have been doing is focusing on my career and I don't really explore things outside of that."*

*"My friend Dahlia invited me to the Teen Awards where I saw about 10 live bands – Fun, One Direction, Little Mix, Justin Bieber, Tulisa, Conor Maynard, JLS. It was packed, the atmosphere was live and dark with a disco ball and flashing lights."*

*“My mum does influence me now and then as I ask her opinions on certain pieces of my work and also she gives me advice on how I can improve something.”*

*“My friend has suggested that we try going to this new exhibition at the Tate Modern, so I might go along with her.”*

*“I never got round to doing the Big Draw 2013, mainly because of the time that is available to me at the moment. I’m applying for university at the moment and need to focus on that.”*

*“I usually go through school to museums not with my friends. Me and my friends like to go to the cinema together and swimming. We go to the skateboard park.”*

**Your task:**

Bring to life a representative person like this – as a starter, they should be someone aged c. 17, who attends Greycoat Hospital School in Westminster, a musician and gig-goer who’s had some contact with Raw Material.

The rest is up to you.

We want you to create a visual and text collage/ portrait of them. Be specific – it’s a ‘real’ person we want you to get to know and understand. Some things you might want to think about include (but aren’t limited to):

- What is their name?
- Where do they live?
- What is their home like?
- Who are their friends?
- What is their family like?
- What hopes to they have from life?
- Where do they hang out?
- What do they like to do?
- What do they listen to?
- Where do they shop?
- (Where) do they study or work?
- What or who influences them most?
- Who are their heroes?
- What’s important to them?
- What do they value?