



Data-Sharing Case Study





Successful Data-Sharing with **Motionhouse**

Early 2016 saw a fundamental change in funding regulations from Arts Council England (ACE). Touring Organisations must now request personal customer data from the venues that they tour to, and venues need to have compliant and secure measures in place to do this.

Jane from Motionhouse explains how they approached the changes, hurdles they overcame and the benefits this has had to their organisation.

/ Initial thoughts

We think that the data-sharing obligations from ACE have long-term value because they encourage us as a sector to approach audience development in a joined-up way; encouraging venues and touring companies to work together towards a 'bigger picture' of developing arts audiences. They will support us as an industry to understand the advantages to pooling and sharing audience information in order to strengthen the impact of our work across the sector and to make and present work that is meaningful to audiences.

/ Concerns raised

There were quite a number of concerns at the beginning of the process. **These were mainly about complying with data protection laws and protecting customer data.** They have been eased by the creation of detailed and robust data sharing agreements and approaches by venues which clearly define the conditions under which shared data may be used. Also, many venues are making use of tools such as Data-Sharing offered by Purple Seven to securely transfer data - again, removing another area of concern in the process.

Our experience with the Purple Seven tool is that we were able to receive customer contact details really easily and securely - a huge reassurance when dealing with people's data.

/ Challenges & opportunities

We encountered some teething problems during last year, but since April 2016 most venues have now developed their own data sharing agreements and approaches, bringing clarity to the process.

Some venues have also adopted, or are considering adopting, opt-ins that are specific to the visiting company, and it will be interesting to see how these support data sharing.

All our evidence suggests that the most successful businesses in the creative industries are those that know most about their customers - who they are and what they like.

Simon Mellor
Executive Director, Arts and Culture





/ Outcomes

214

new contacts

We have added 214 new contacts to our database from data sharing since April 2016, once any 'unsubscribes' have been removed, which we think is really positive! We are now in direct contact with more of our audience members than we would have been had we not had data sharing agreements in place.

As a touring company, being able to keep in touch with our audiences to tell them about our activities and to engage with them is vital to us, as there are often substantial gaps between our visits to a particular venue or region. This helps us maintain the relationship with the people who come to see our work; to build their interest and enjoyment of what we do and encourage them to come back and see us again in the future, or perhaps to attend another arts event.

/ What does the future hold?

We are looking forward to returning to Sadler's Wells' The Peacock in April 2017 with our production Scattered. Thanks to a data sharing agreement, we will be able to directly communicate with our audiences who came to see Broken there last year whose data Sadler's Wells was able to share with us via the Data-Sharing tool from Purple Seven.

We have always worked in partnership with venues to supply them with excellent marketing materials, and to support them in any way we can to market our productions. Data-Sharing provides us with another means of supporting venues to generate large audiences for our work - something we place great importance on.

/ In Summary

The more you can communicate with the people who come and see your work, the better! We work hard to create as strong a connection as possible with our audiences and we hope this creates lasting relationships with them, in turn encouraging further engagement with us and with the Arts.

Growing our subscriber base and engaging our audiences is one of our key priorities. With data-sharing agreements in place and with access to other tools, we look forward to what the future has in store.

Jane Bailey
Communications and Development Director
Motionhouse

"Purple Seven were the first choice for Sadler's Wells, Barbican and Southbank Centre because they had all of the skills, experience and tools that we needed. Their Data-Sharing solution will benefit us and our touring partners in streamlining reporting."

Sebastian Cheswright Cater,
Marketing & Sales Director

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