

Complete the sentence:



Let me tell you a story about our audience.....





CONFLICT

Tell me a story

VSG examples

They are an interesting bunch! Many feel a real passion for the building and its contents. They return again and again – some almost everyday. When told the museum will be closing for refurbishment some were **up in arms** – ‘we love it the way it is’, ‘keep it the same’ they said. **But** we are missing such a large part of society we have to **change**.

They don't know who we really are, **but** that's because we don't know properly. They want to make connections, **but** struggle to make things work together. Our audiences have high expectations, **but** high expectations of what?

Older, engaged audiences are **threatened** by our focus on younger more digitally engaged audience. They feel that their home is being **invaded** by these people with phones and cameras that don't know how to behave. Little do they know that they are **united** by a love of art and a desire to find out more about artists and art.

They come to the museum for many reasons. Some come as children and return for **nostalgia** with grandkids in tow. Others use it as a public space, especially on a **rainy day**, to pass time not thinking about a hospital appointment, or as a convenient place to catch up with friends over a **cup of coffee**. Whatever their reason it's an important and meaningful space for the time/ activity.

Visitors from across the world visit Shakespeare's family homes on a '**pilgrimage**' – to **walk in the footsteps** of the world's greatest playwright. On visiting the birthplace it has been known for visitors to **break down in tears**. One couple from the USA used their **life savings** to visit Stratford-Upon-Avon.

Most families come on **rainy days** to kill time but once one of two exhibits catch their attention they wait to **lever, crank, observe and marvel** at natural phenomena and consider family time as **quality** time.



CONNECTION

Tell me a story

VSG examples

Claire didn't want to go to a war museum. She didn't like planes or tanks. She didn't know any soldiers. War didn't affect her life or impact her in any way. But her Mum said it would be "a good family day out" so along she went. But the museum wasn't about war, or the planes and the tanks. It was **about the people the war killed, the houses the planes flattened, the families tanks tore apart.** Claire heard the voices of the people who war had affected and left with the family she still had. Maybe it was a good family day out after all.

Mary the American tourist made her way towards the exit, guide book in hand and sun visor on head and attempted to push the exit bar. The door didn't move! She tried again. What was she doing wrong? "It's the door on the left" cried the receptionist. "Which is my left" thought Mary, all flustered. She moved left and pushed the door and burst out into the glorious light, straight to a bench to recover from her escape

There are young family who are looking forward to a **normal happy life.** When Deborah had her first child she was diagnosed with **a life-limiting illness.** Their whole world changed. **They were stuck inside, couldn't socialise, going anywhere was hard.** They then found out about Start Hospices programme. They were collected, taken to the theatre for a day of **memory making** with ballet dance.