



**A tailored digital
consultancy service**
for cultural organisations
of all sizes



Don't know what your online audience wants?

Wonder if your digital content could be working harder?

Unsure how to measure success?

The Space's consultancy service can help.

What is it?

We will partner with your team to develop a bespoke strategy for your digital content and online audience engagement. We'll work with you to ensure you are making the most of what digital has to offer with the resources you have.

What will we get?

A tailored digital strategy with three clear areas of focus that you can put in place and share with key stakeholders. Meanwhile, your team will get the chance to work with experts to embed the strategy into their day-to-day working.

Is it for us?

Yes. You don't need to have a digital strategy already in place – though it's fine if you do – and you don't even need to have a digital team. This is about working with what you have and supporting cultural organisations to use digital tools and engage online audiences.



Coventry Libraries Project – Georgiou & Tolley



Flood, Slung Low

The service

Tailored to your organisation

01



First Stage **Diagnostic**

Kick off meetings and analysis

02



Second Stage **Strategy Creation**

Senior team input and collaboration

03



Third Stage **Empowerment**

Bespoke team training and support

You're always safe with The Space. This starts with the efficient and engaging manner in which, from top to bottom, everyone takes such personal care over each and every connection. They listen, they understand and they make you feel cherished. Above all, they seriously know what they're talking about whilst never making you feel that you don't."

*Michael Barker-Caven, Artistic Director and CEO,
The Civic, Dublin, 2016-2022*



Stages 1 and 2 should, on average, take between 3-5 weeks in total, and stage 3 will be scheduled according to the needs of your team.

First Stage Diagnostic



Kick off meetings and analysis

Includes, but not limited to:

- Gathering insights via stakeholder and staff 1-to-1s and small group chats
- Digital audit of current audience-facing offer, such as your website and social media channels
- Review of any existing digital and broader strategy documents (where appropriate)
- Review of any internal systems (where appropriate).

"Battersea Arts Centre has benefited from The Space's advice and consultancy for many years... their recommendations are always focused and practical – borne of an understanding of how arts organisations operate in practice."

*Tarek Iskander, Artistic Director and CEO,
Battersea Arts Centre*



Second Stage

Strategy creation



Senior team input and collaboration

Culminating in a half day on-site workshop with senior team and relevant colleagues (eg digital, marketing or comms – we'll work with you on this)

Key objectives and outputs:

- Agree and describe three strategic digital priorities + outline activity types in each priority area
- Understand how resource and processes might need to reconfigure to support these objectives
- Agree and plan how to use bespoke support offered in Stage Three.

Following the workshop, The Space will share a short summary strategic deck with you. This will outline key analyses and the agreed strategic direction, so you can share this internally and with the Board/other senior decision-makers where relevant.

"The Space helped us navigate the various opportunities and challenges presented by the digital space. The professional advice we received was invaluable and I would recommend their services for anyone embarking on digital projects for the first time."

Diego Fasciati, Executive Director, Irish National Opera



Third Stage Empowerment



Bespoke team training and support

Focusing on the agreed strategic priority areas, expert associates will prepare materials and spend face-to-face time with teams to help embed any changes/decisions made in the senior team workshop — answering specific questions, offering operational guidance and providing more detailed advice. This will entail 4.5 hours of face-to-face time in total.

Organisations may choose this support in different ways. However, as examples, it could be used for one of the following:

- 3 x 1.5 hour in-depth workshops/mentoring sessions, with some 1-to-1 support in the lead up/following
- A series of shorter, focused calls to answer specific live business questions with a skilled mentor over an agreed period
- A bespoke half-day training/coaching session that embeds the strategy around a specific upcoming project.

The Space will share toolkits and training materials where appropriate.

More bespoke consultant hours can be offered at this stage, if needed.



Email us to set up an informal chat about your organisation's needs

The Space is the UK's leading digital agency working in the cultural sector. Originally founded by the BBC and Arts Council England, the company supports arts, cultural and heritage organisations across the UK.

thespace.org | [@thespacearts](https://twitter.com/thespacearts)

Contact us for more information

E: contactus@thespace.org T: 0121 663 1488



Supported using public funding by
**ARTS COUNCIL
ENGLAND**