**Audience Finder and Impact & Insight Toolkit Funding Conditions 2020/2021 – Frequently Asked Questions**

**AUDIENCE FINDER**

**Q. What are my funding requirements in relation to Audience Finder in 2020/21?**

**A.** If you are delivering any work to physical audiences between 1 October 2020 and 31 March 2021, you should be collecting information about those audiences through Audience Finder, either via your ticketing system, the Audience Finder survey or Showstats. You need to generate an annual Audience Finder report containing this data and submit it to Grantium in July 2021. If you are not delivering any work to physical audiences between 1 October 2020 and 31 March 2021, you are exempt from this payment condition.

**Q. Can I use The Audience Agency’s Digital Audiences Survey to fulfil my funding requirements?**

**A.** No, the funding requirements relate to gathering data on in-person audiences only. If you are delivering any performances that can be attended in person, you should collect your Audience Finder survey data as normal. You are required to survey your in-person audiences using the standard Audience Finder survey.  This will enable you to produce an Audience Report in Audience Finder and submit it to the Arts Council in July.

You can use The Audience Agency’s free Digital Audiences Survey on any digital work you are presenting, but any responses to the Digital Audiences Survey will not count towards your Audience Finder survey target. You will not be able to submit the results of the Digital Audience Surveys to the Arts Council in July to meet your funding conditions.

**Q. Why can’t I use The Audience Agency’s Digital Audiences Survey if the majority of my work will be online?**

**A.** It is really important to continue to gather insight from in-person audiences wherever possible as this will help the sector as a whole understand more about the impact of Covid-19 on in-person attendances at events.

The Audience Agency’s Digital Audiences Survey was designed specifically to analyse digital audiences and is wholly separate from the Audience Finder dataset, which was designed to analyse performances where audiences attended in person, not online, so it is important to keep the two separate.

There are common demographic questions between the two surveys, which will allow you to compare the profile of your physical and digital audiences for your own research purposes.

**Q. Does that mean that I can’t meet my funding requirements if I am only delivering digital work this year?**

**A.** If you are only delivering digital work this year you will not be able to use the standard Audience Finder survey, and will therefore be exempt from supplying the Arts Council with an Audience Report in July.

You are welcome to use The Audience Agency’s free Digital Audiences Survey to understand more about your online audiences, but this is not a funding requirement.

For more information, please see The Audience Agency’s Knowledge Base article on 2020/21 Reporting Requirements for Arts Council England NPOs:  [https://support.theaudienceagency.org/support/solutions/articles/43000589221-2020-21-reporting-requirements-for-arts-council-england-npos](https://protect-eu.mimecast.com/s/anFqCk8E5hVR7wi2srfg?domain=support.theaudienceagency.org)

**IMPACT & INSIGHT TOOLKIT**

**Q. What are my funding requirements in relation to the Impact & Insight Toolkit in 2020/21?**

**A.** If you are delivering any work to physical or digital audiences between 1 October 2020 and 31 March 2021, you should be using the Impact & Insight Toolkit to evaluate at least two events, exhibitions or performances using the [mandatory core dimensions](https://protect-eu.mimecast.com/s/K5AICjZD2uLrj8CWGjkU?domain=impactandinsight.co.uk/). You should produce an [insights report](https://impactandinsight.co.uk/creating-your-insights-report-2/) from each evaluation and share it with your relationship manager. You also need to generate an annual summary report and submit it to Grantium in July 2021. If you are not delivering any work to physical or live audiences between 1 October 2020 and 31 March 2021, you are exempt from this payment condition.

**Q. Do evaluations of digital work count towards my funding conditions in relation to the Impact & Insight Toolkit?**

**A.** Yes. Evaluations of digital or online work can count towards your funding conditions in relation to the Impact & Insight Toolkit. However, you should ensure that all mandatory, core dimensions are included. If using the 'Evaluation for Online Works Template', which includes questions specific to digital and online work, you will need to add any missing core dimensions to ensure that this counts towards your funding conditions. The mandatory core dimensions can be found [here.](https://protect-eu.mimecast.com/s/K5AICjZD2uLrj8CWGjkU?domain=impactandinsight.co.uk/) Whether you choose to use the standard mandatory template or the Evaluation for Online Works template both will enable you to [produce an insights report](https://impactandinsight.co.uk/creating-your-insights-report-2/) to share with your Relationship Manager.

**AUDIENCE FINDER AND IMPACT & INSIGHT TOOLKIT**

**Q. Can I collect my Impact & Insight Toolkit and Audience Finder data through a single system?**

**A.** It is possible for some organisations to collect their Audience Finder data through the Impact & Insight Toolkit, but this is not straight forward and requires you to extract your Audience Finder data at the end of the year, reformat it and upload it to Audience Finder in order to produce your annual Audience Finder report. Any NPO wanting to do this should see [this page on our website](https://www.artscouncil.org.uk/impact-and-insight-toolkit/audience-finder-integration-trial) for more information around eligibility.