



**Digital Culture
Network**



We Are One

**A year in the life of the Digital
Culture Network**

artscouncil.org.uk/dcn



Contents

 Just so you know, you can click the chapter you want read.

Introduction	5
Meet The Team	8
Case Study – Turner Sims Southampton	12
One-to-One Support	18
Our Events	24
Satisfaction	28
Case Study – South East Dance	32

The background image shows the Shed building at night, illuminated with blue and purple lights. Several large cranes are positioned around the building, with their booms extending upwards. The cranes are lit with various colors, including red, blue, and green. The building has a modern, industrial look with large windows and a flat roof. The word "shed" is visible on the side of the building in a stylized font.

Introduction

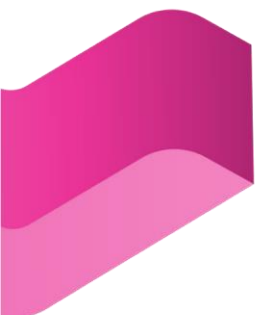


Introduction

The Digital Culture Network was launched in the summer of 2019 to develop the digital capabilities of the arts and culture sector. It helps organisations develop digital skills, find new ways to reach and engage audiences and help develop business models.

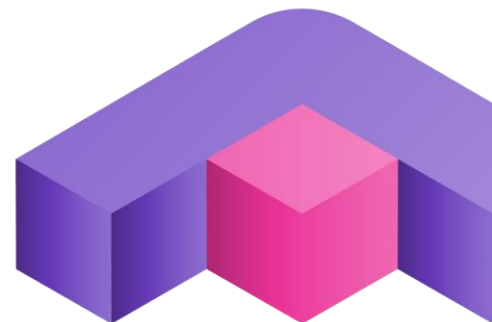
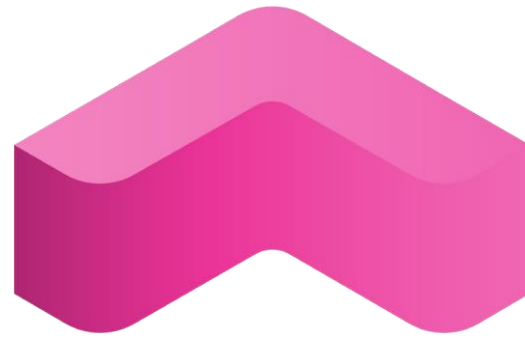
In the past year, we have provided one-to-one support to more than 700 organisations across all parts of England and all art forms. We have partnered with Google Arts and Culture to develop and deliver a series of training events and developed our own successful training events and resources.

In the following pages we look back on our first year, share some key data and you can hear from some of the organisations we have worked with.



“I would highly recommend reaching out to a Tech Champion – they’re extremely knowledgeable, friendly and committed to helping others out on their digital journeys.”

Joanne Karcheva, Head of Marketing & Communications at Manchester Collective





**Digital Culture
Network**

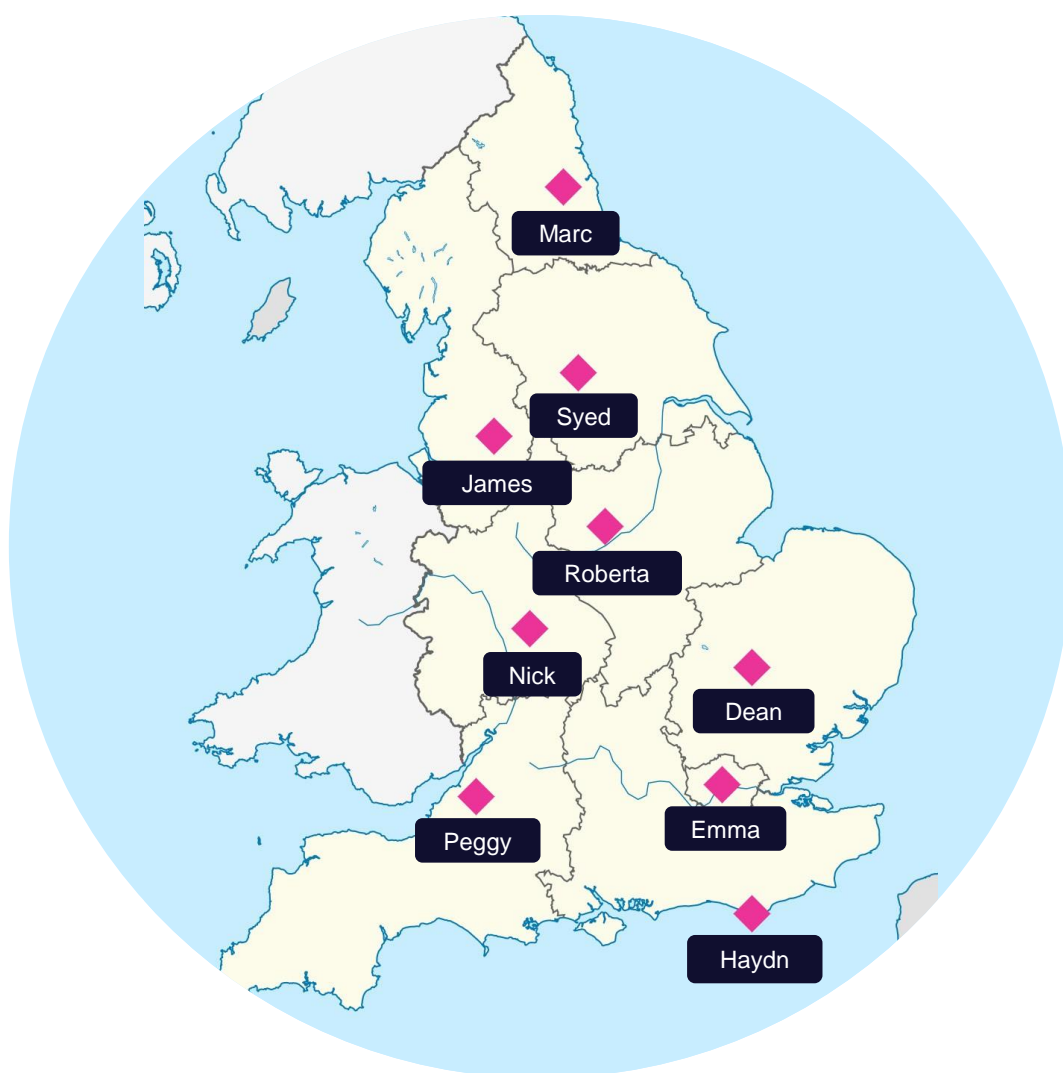


Digital Culture Network

Meet The Team

Meet The Team

The Digital Culture Network is led by nine Tech Champions based across the country. Tech Champions are digital specialists, on-hand to provide support and training for the arts and culture sector.



The Tech Champions



Dean Shaw
Video And Photo
Content
Cambridge



Emma Roberts
eCommerce and
merchandising
London



Nick Kime
Box office and CRM
Birmingham



Haydn Corrodus
Social Media
South East



Peggy Naumann
Email Marketing
Bristol



James Akers
Data and Analytics
Manchester



Roberta Beattie
Websites
Nottingham



Syed Rahman
SEO and Paid
Marketing
Yorkshire



Marc Burns
Digital marketing and
strategy
Newcastle





Case Study Turner Sims



Turner Sims Southampton

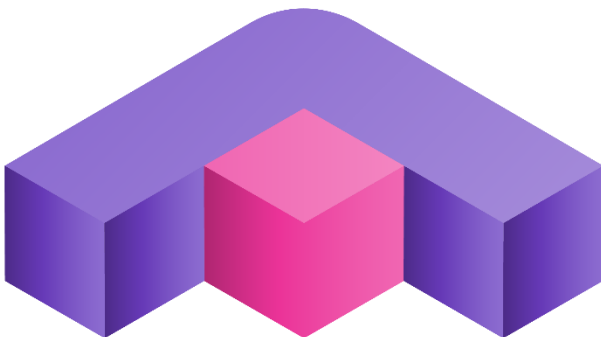
Turner Sims Southampton is a nationally renowned concert hall and live music producing organisation. With more than 75 promoted concerts a year, some devised and programmed exclusively by them with the artists involved, they are proud to contribute to the creative scene in the South of England and welcome all to discover #InspiringMusic. Turner Sims is provided by University of Southampton and gratefully acknowledges the support of Arts Council England.

Joanna Roberts and **Daniela Gerstmann** are Marketing Officers at Turner Sims, connecting the organisation with audiences, media and other organisations off- and online.

“With a clear starting point the team of champions have been patient assessing our approach and suggesting ways forward, and jargon-free in their answers.”



Joanna Roberts and Daniela Gerstmann, Turner Sims





Why did you reach out to the Digital Culture Network?

“We reached out to the Digital Culture Network (DCN) to improve our skills and knowledge regarding data analysis (Google Analytics, Facebook pixel etc). Whilst we had been doing our own research on these topics beforehand (for example, working with Facebook ads), we felt that we were not completely up to date. We wanted to better understand the behaviour of our online audience and determine how effective our online activities have been. The focus on digital outputs due to the COVID-19 pandemic has accelerated this.”

What was the process you followed when working with us?

“We worked with two Tech Champions who provided advice via online conference meetings, detailed emails and led on the following projects, which required a high level of technical expertise in:

- Auditing and configuring our Google Analytics account
- Configuring Spektrix referral exclusion, Google Search Console and Personal Identification Information exclusion to improve data quality
- Installing Google Tag Manager to facilitate advanced goal tracking
- Setting up Events and Goals in Google Analytics relevant to our objectives

A Tech Champion also liaised with our Box Office system provider, Spektrix, to set up ecommerce tracking through into Google Analytics.”

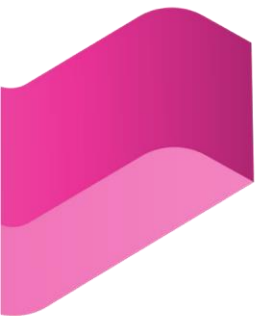


What results have you seen since working with us?

“We have increased our digital literacy and are now better able to track the impact of our digital spending. We can measure the ROI of some online advertising (but not all – yet). There is still room for improvement, which will happen over the summer. As we have no live events at the venue due to the COVID-19 pandemic, there are less online adverts to monitor. However, we are now in a better position to market and track our events, which will result in further measurable success in the future.”

What is your advice to others who might be considering reach out the Digital Culture Network?

“This has been one of our most productive engagements with an ACE initiative. Our initial brief for taking part was honest about our strengths but, more importantly, about the challenges and potential opportunities. This is key for anyone approaching DCN. With a clear starting point, the team of champions were patient, assessed our approach and suggested ways forward, in jargon-free language. Crucially, they have not only guided staff through the process, but when required, helped to progress things for us and then updated us on the results.”



**TURNER
SIMS** Southampton



**Digital Culture
Network**



Digital Culture Network

The background image shows the Shed building at night, illuminated with blue and purple lights. Several large cranes are positioned around the building, their booms extending upwards. The scene is reflected in the water in the foreground.

One-to-One Support



One-to-One Support

One of the core services we provide is our one-to-one support. We support both individuals and organisations, with everything from problem solving, advice, and signposting, to in depth technical support.

We've Supported

717

Organisations and individuals

We've Delivered

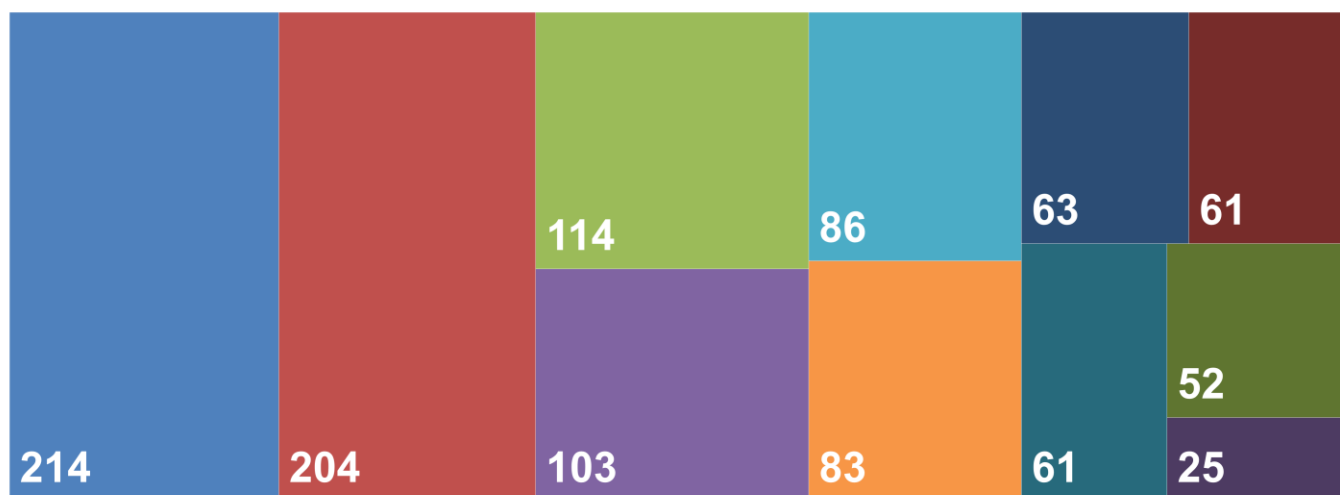
1,066

Support Cases



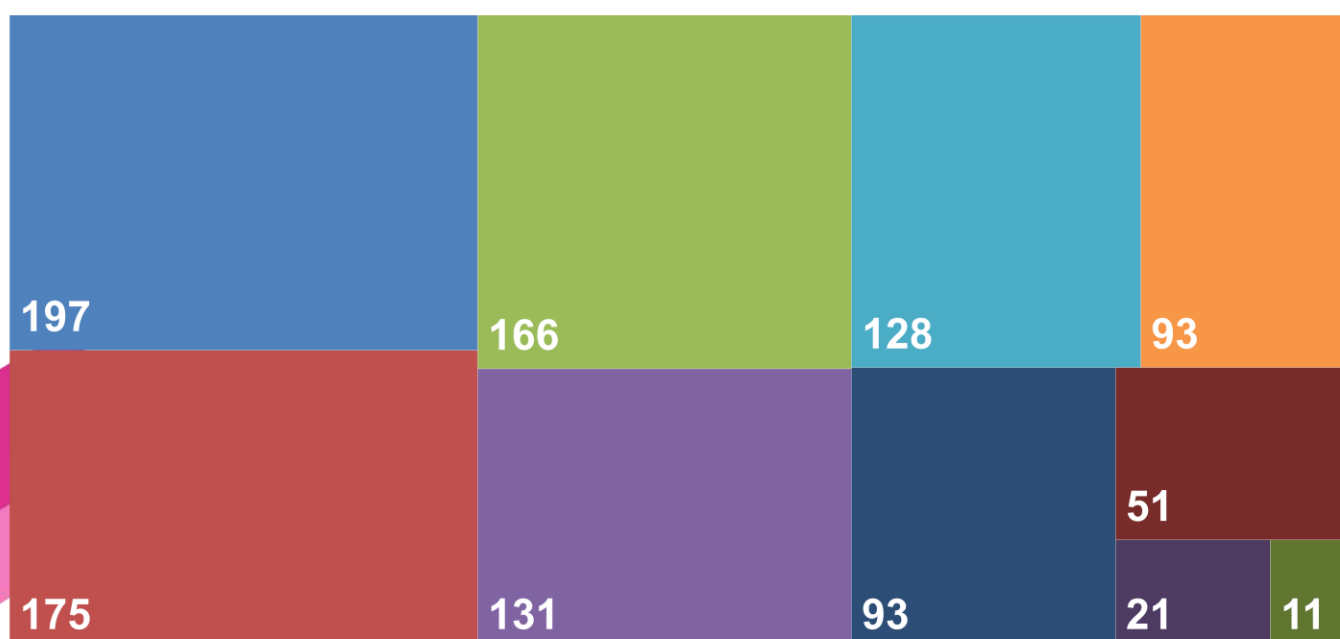
Number of Cases by Specialism

- Web Design
- Digital Strategy
- Data and Analytics
- CRM
- Box Office and Ticketing
- Other
- Digital Content
- Social Media
- eCommerce and Merchandising
- Digital Marketing
- SEO and PPC

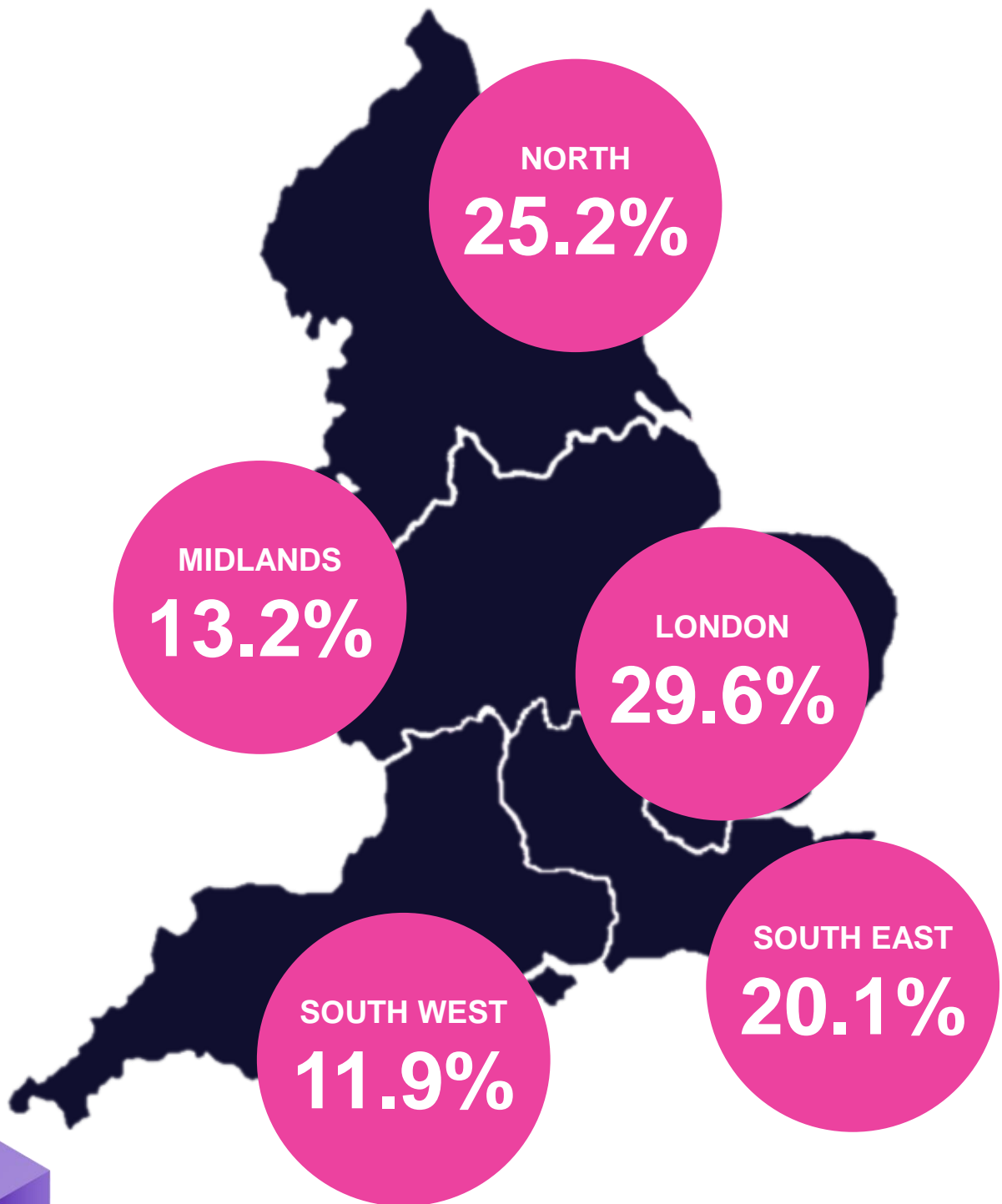


Number of Cases by Artform

- Non Specific
- Theatre
- Visual Arts
- Combined Arts
- Music
- Dance
- Museums
- Literature
- Libraries
- Other

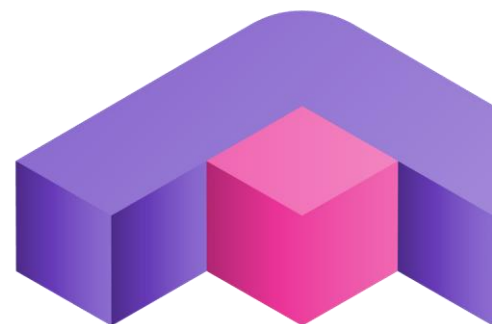
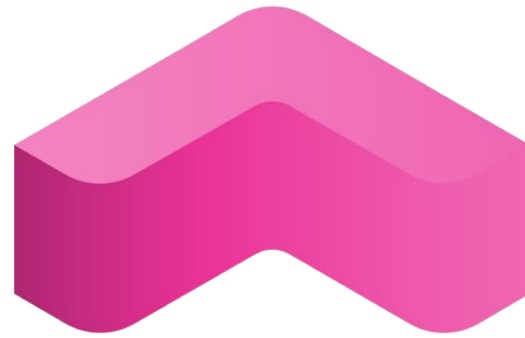


Share of Cases by Region



39%

**of NPOs have
had one-to-one
support from
the Digital
Culture Network**



The background image shows the Shed building at night, illuminated with blue and purple lights. Several large cranes are positioned around the building, with their booms extending upwards. The cranes are lit with various colors, including red, blue, and green. The building's facade is visible, with the word 'shed' written on it. The overall scene is a vibrant display of industrial architecture and lighting.

Our Events

Our Events

We've partnered with Google Arts and Culture to provide a series of digital training events across the country.



Google Arts & Culture



Our Events

We've also delivered our own successful workshops and webinars on topics as diverse as Search Engine Optimisation, Analytics and online safeguarding.

660

People attended our Events

1,024

People attended our Webinars





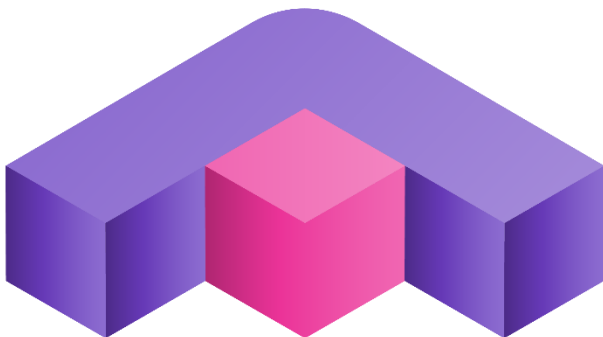
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Satisfaction

**Supported individuals and users
gave us a**

96%

**satisfaction rating in our
post-support surveys.**





89%

Were introduced to new ideas
or solutions

95%

have at least one action to
take forward as a result of the
support provided

96%

felt the information/advice
received would have a
positive impact on them/their
organisation

99%

said their Tech Champion was
knowledgeable, professional
and gave relevant and
appropriate support

98%

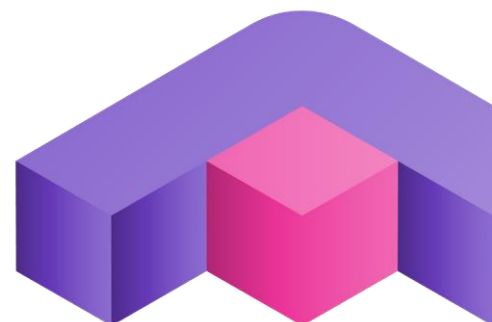
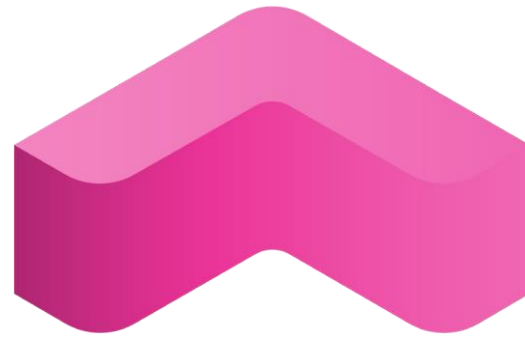
said they were signposted to
appropriate resources, events
and materials

99%

would recommend the Digital
Culture Network to a peer or
colleague

“This service is a great asset to small companies like ours: not only are the Tech Champions very knowledgeable, we know for sure that they’re batting for us.”

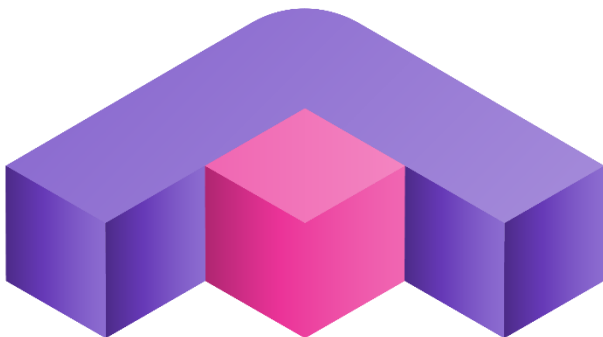
Leila Johnston, Balbir Dance Company



“DCN have been a lifeline and I’m so reassured that I have someone to reach out to for unbiased advice and help when I get stuck in the digital realms.”



**Catherine Candlin, The Quilters'
Guild of the British Isles**



The background image shows the Shed Theatre under construction at night. Several large cranes are visible, some illuminated with blue and green lights. The building's structure is partially visible, and the word 'shed' is written on a section of the facade. The overall scene is dark with some ambient lighting from the construction site.

Case Study

South East Dance



South East Dance

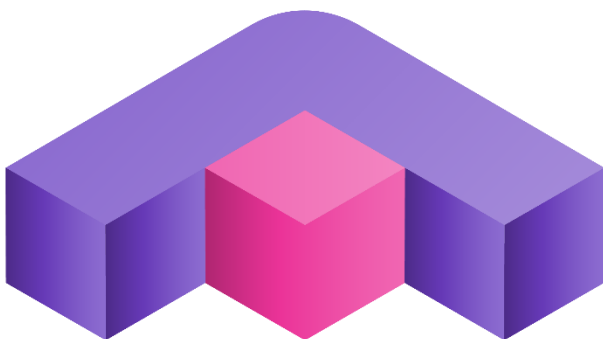
South East Dance is an arts charity based in Brighton, challenging perceptions of what dance looks like: how it's made, who it's for and what it can achieve. It supports dance artists, presents bold new work, develops the infrastructure for dance and gets more people across the South East involved in dance.

Georgina Harris is joint Head of Communications at South East Dance.

“In the 17 years that I have been working in arts marketing, the Digital Culture Network have genuinely provided the most useful, practical (and friendly!) advice I have come across.”



Georgina Harris, South East Dance





Why did you reach out to the Digital Culture Network?

“We are in the process of building a brand-new venue, The Dance Space, in Brighton. With a fairly new comms team in place and a huge organisational change on the horizon, we have begun auditing and reviewing the whole communications function. This includes looking at our overarching strategy and launching a new brand identity and website. We need to be able to take revenue for our programme activity and successfully collect and analyse data on our audiences through a new ticketing system and CRM. When first embarking on this big project, involving a lot of new ways of working and digital systems, we felt it would be great to get some expert advice to help us on our journey.”

What was the process you followed when working with us?

“I contacted our regional lead, Haydn Corrodus, and explained what we were hoping to achieve. He was really helpful and put me in touch with other relevant Tech Champions: Nick Kime to discuss ticketing systems and CRM and Roberta Beattie to help with our website development and digital strategy. Haydn has also given advice on social media strategy and using social media insights.

Most of the support has taken the form of telephone advice and the Tech Champions sharing their amazing written resources. I have also really enjoyed the resources shared on the regular newsletter and will be attending a workshop on CRM strategy in a couple of weeks.!

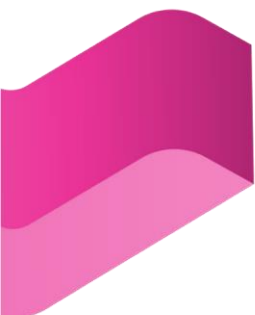


What results have you seen since working with us?

“Nick has been a brilliant sounding board through the process of choosing a ticketing and CRM system. We are now getting ready to install the new system at the end of this month. We have a website development underway and, thanks to Roberta, I feel confident about how to be testing and evaluating it. Our sessions with Haydn on social media have sparked discussion about what we want to achieve from our channels and setting ourselves measurable goals. It’s difficult to measure success at present as we are still in the early stages of making change, but I feel that the Tech Champions have given us the confidence and support to make important decisions about the way we work and the digital systems we choose.”

What is your advice to others who might be considering reach out the Digital Culture Network?

In the 17 years that I have been working in arts marketing, the Digital Culture Network have genuinely provided the most useful, practical (and friendly!) advice I have come across. They are able to tailor their help to your needs and objectives and advise on both big strategic questions and more specific issues. I wouldn’t hesitate to recommend their services.





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Thank you



digitalnetwork@artscouncil.org.uk
digitalculturenetwork.org.uk



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[#DigitalCultureNetwork](https://twitter.com/DigitalCultureNetwork)



[Digital Culture Network](https://www.youtube.com/DigitalCultureNetwork)