### ARTS EMERGENCY Ruby Ticket Scheme

#### Contents

3... ... Who are Arts Emergency

4... ... Introduction to the scheme

5... ... ... How it works

6.......Who we've worked with

7......Benefits for venues

10. ... ...Benefits for young people

11. ... ...Long term impact and goals

12. ... ... Conditions and safeguarding

13. ... ...Next steps



## Who are Arts Emergency?

If you're from an historically excluded background the odds are stacked against you becoming part of the UK's cultural workforce.

We help young people from underrepresented backgrounds break into the arts and humanities. Since 2013, we've opened up opportunities in higher education, the media and arts. We now support over 1,000 young people in London, Merseyside and Greater Manchester.

We provide guidance so they can chart their own course. We create connections to help them get ahead.

We're growing too, with plans to increase the number of young people we support by 150% to 2,500 by 2025.

372

**78%** 

2,453

creative and cultural opportunities shared in 2020

of mentees expanded their network

hours of mentoring

#### The scheme

#### Have you ever wondered, "who was that show made for?"

The Arts Emergency Ruby Ticket Scheme helps get rid of financial barriers so that young people from historically excluded backgrounds can experience art forms that would otherwise be inaccessible. It helps develop a young person's critical voice and it raises their confidence in knowing that their contribution to dialogues around culture is valued.

We want to expand and regularise the Ruby Ticket Scheme to ensure that our young people can access a more diverse array of cultural experiences in a wider range of locations, on a more predictable basis.

Today, we are reaching out to venues to set up ongoing reciprocal partnerships, to enable our young people to more easily access the arts and events that would otherwise be behind an insurmountable financial barrier.

#### How it works

- 1. Organisations and venues agree with Arts Emergency to regularly share an agreed number of tickets/passes to events, shows, exhibitions, gigs, conferences, and festivals.
- 2. Arts Emergency shares these opportunities with interested local young community members and mentors who can apply for tickets for their under-18 mentee.
- 3. Young people and mentors let Arts Emergency know they would like to attend, and Arts Emergency passes their details onto the venue.
- 4. The venue shares tickets, directions, contact info, and any other instructions with the young people and mentors.
- 5. The young people attend, and then write up their reviews and any feedback requested by the partner organisation.
- 6. Arts Emergency shares these reviews and other feedback with the venue/organiser and may post about the exchange on their website and social media.

# In 2021 the Ruby Ticket scheme achieved...

14

**50** 

**61** 

64%

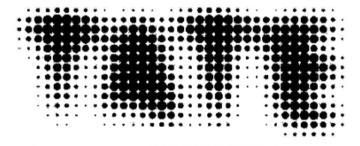
events and shows attended

individual reviews written

young people received free tickets

of young people rated the show 4-5 stars

#### We've worked with...



#### **SAATCHI GALLERY**

National Theatre





## Benefits for young people

- Young people get to access a variety of live culture that they would not otherwise be able to experience
- Young people are encouraged to deliberately develop a critical perspective on what they are seeing
- Young people have their voices and perspectives heard by culture-producers and commissioners at venues, and encouraged to feel like their experiences and reflections are valued
- Young people gain a sense of familiarity with cultural venues and spaces, and gain confidence walking in on their own
- Young people engage more with their local cultural communities, as venues are often hubs for more than just live events, performances, and exhibitions



"Through Arts Emergency, I could attend as many talks as I liked. I was able to see podcasts live, attend workshops on everything from directing to initial steps to getting funding. It has been incredibly useful in meeting other podcasters, building confidence and learning new tools and skills."

Sarah



### Benefits for venues

- Venues get access to demographics that may not be forming a positive relationship with live culture at a young age
- · Venues get tailored, honest feedback that they can use to refine their offering
- Venues get to work closely with the experienced team at Arts Emergency to deliver a safe, streamlined, and effective outreach programme that meets their unique needs
- Venues can use the scheme and the feedback to target and review their audience development goals
- Venues can build a positive reputation among young people, communicate their value, and increase the likelihood of cultivating future engaged audiences



"I absolutely loved the play more than I thought I would. I went in completely blind as to what the show was about but came out surprised at how much the narrative hits home to many South-Asian's like myself and their families. As soon as I got home I got my friend to order 5 tickets for herself and her family."

**Munira** 



# What are the long term benefits of the scheme?

Our hope for the Ruby Ticket Scheme is that, through reciprocal generosity, live culture can cultivate invigorating and reflective relationships with young people from backgrounds often underrepresented in their audiences.

We hope that our young people will be the change makers and influencers shaping the arts and humanities in the future. Through their voices and critical reflections vitality and dynamism will remain the watchwords of UK culture for a long time.

By building positive relationships and opening doors, venues can play a vital role in making sure that the arts are truly open to all.

## Conditions and safeguarding

- All Ruby Tickets should be provided in pairs
- Venues should make all their accessibility accommodations available to the young people when required, and if new access issues arise, work with Arts Emergency to prevent them becoming a barrier
- Venues should designate a specific liaison per event to facilitate efficient communication
- Arts Emergency's safeguarding team will be available to respond to any concerns that are noted during the event
- Young people who are under 18 may have their mentor apply for a ticket on their behalf, and the mentor will accompany them to the event for safeguarding purposes
- All venues must make their Covid-19 policy clear before young people attend, and have a trained first-aider on site as part of the event or security staff

### Next steps

If you would like to find out more about joining us as a Pilot Partner for the Ruby Ticket Scheme, please fill in this form.



