



Disconnected Bodies

# AUDIENCE DEVELOPMENT INFORMATION PACK

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# ART WITHOUT DISCOVERY MOVES NOBODY

Disconnected Bodies: A social enterprise working to improve access to the arts, culture and heritage.

**Supporting innovative people and projects:** we help people choose, create, or take part in bold and brilliant arts experiences.

**Widening cultural access and democratising the arts:** the arts must remain a force for public good.

**Advising on cultural audience engagement and securing funding:** we work for those who most require the help; tackling industry gate-keeping and discriminatory practices to amplify voices.



## 19 years

Changing the face of cultural audience engagement and contributing our expertise to enabling more people to choose, create and participate in brilliant cultural experiences.



## 15 countries

Improving access to the arts and culture in 15 countries across the United Kingdom, Europe and Africa.



## 720,000 audiences

Reached in 2024. 375,000 being first time attenders.



## 2.1 million people

Engaged digitally in 2024.



## 8 national research projects

5 international research projects.



## 764 hours

Free advice provided in 2024.



“At Disconnected Bodies, we champion inclusive cultural access—empowering communities through bold engagement, free expert guidance, and equitable arts participation. Join us in transforming who the arts serve and how they connect us”.

- Pablo Colella, Founder



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# THE YEAR IN REVIEW

Over the past year, Disconnected Bodies has made significant strides in advancing cultural equity through bold, audience-led engagement.

Our work continues to centre around those often excluded from traditional arts spaces, creating access points that are responsive, locally embedded, and artistically ambitious.

While independent of Arts Council England, our approach is deeply aligned with the Let's Create strategy. Through previous commissions, internal reviews, and frontline programme delivery, we've developed a strong understanding of the strategic outcomes that shape public investment in culture.

This allows us not only to report effectively against those outcomes but to model innovative practice that others now look to as a benchmark.

Our engagement work has taken place in diverse settings, from refugee support centres to rural community hubs and large-scale festivals; proving that inclusive cultural practice is both scalable and impactful.

We've seen increased confidence, wellbeing, and creative agency among

participants - while our partners consistently cite our methods as transformative for their own work.

As the Let's Create strategy approaches its 2025 review, we remain active contributors to the evolving conversation around public engagement, cultural access, and the future role of the arts. We continue to ask: who are the arts for, and how can we build frameworks that allow more people not just to take part, but to shape culture on their own terms?

This year has reinforced our belief that equitable engagement is not an add-on; it's the foundation of a thriving cultural ecology.

Disconnected Bodies will continue to deliver standout, values-led programmes that push the sector forward and ensure meaningful participation is a right, not a privilege.

# CULTURAL RESEARCH AND EVALUATION



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# HOW CULTURE SHAPES MINDS, MOVES HEARTS, AND BRINGS US TOGETHER.

## Prove the Power of Arts and Culture

Our commitment to showcasing the impact of arts and culture—and increasing access—is central to the research and evaluation projects we support. We focus on initiatives that empower communities to take an active role.

## The Secret to Getting Real, Honest Insight

We use methods that prioritise people, encourage open dialogue, and centre fairness and inclusion—ensuring authentic findings and meaningful reflection, especially in place-making projects.

## Data That Actually Means Something

By setting clear research objectives and using tools built around real-life experiences, we highlight cultural impact, uncover areas for growth, and help clients meet funding body reporting requirements with confidence.



# Arts Council England and National Lottery Heritage Fund's mandatory reporting.

Over 15 years we've overseen the changing mandatory evaluation and voluntary reporting for all ACE and NLHF funded projects or initiatives. These include **National Portfolio Organisations, Creative People and Places, Cultural Compacts, ACE Project and NLHF Heritage Grants.**

We align all ACE projects with their **Insights and Annual Summary** reports, and **ACE Core Dimensions**; specifically Cultural Experience and Participatory categories.

Our work looks to be a triple threat; supporting ACE on the achievement of their **2020-30 Let's Create** strategy, supporting the NLHF on their **Heritage 2033** strategy, supporting clients to develop and report on their public engagement work, and ensuring that public continue to be the beneficiaries of the arts and culture industry.

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# CHALLENGING GENERIC SEGMENTATION AND PROFILING.

Pablo Colella, arts audience researcher and founder of audience engagement psychology consultancy Disconnected Bodies, has spoken out against the prevailing engagement strategies employed by major cultural venues. He argues that these strategies, based on generic segmentation and profiling, are discriminatory and fail to capture the nuanced nature of cultural audiences.

Colella states, **“grouping audiences solely through demographic data is highly presumptuous. This approach overlooks the diverse psychographics of audiences and perpetuates outdated stereotypes”.**

## When Good Strategies Go Bad

Brilliant cultural experiences are being overlooked due to inadequate engagement strategies being implemented, that seem effective on paper, but in reality miss the wants, needs and expectations of the audience. Organisations must recognise that audiences are complex individuals, even within the same demographic group. To say the entirety of a particular culture, or age group, or gender, or postcode wants the same cultural experience, to me, is discriminatory”.

## The Real Risk of Getting It Wrong

With uncertainty around future funding and the need for audience support, including through donations and memberships, the culture industry cannot afford to alienate audiences with misguided strategies and patronising views of their personal, situational, cultural, and historical circumstances”.

## Time to Ditch the Demographics

### **How can the UK’s 67 million people fit into a handful of predefined categories?**

The solution lies in collaborating with psychologists, sociologists, and arts professionals to develop strategies that truly resonate with audiences. Organisations must consider the complete audience journey, from initial engagement to post-engagement impact. Relying on fixed audience segmentation is akin to trying to fit a square peg into a round hole. Organisations must determine their own relevant audience sets and tailor approaches accordingly.

# Don't let postcode and census data lead you to an engagement dead-end.

Postcode and census data can provide some insight, but relying on them alone to shape cultural engagement is impersonal and ineffective. Audiences are individuals shaped by unique personal, cultural, and psychological factors that data can't capture. **Reducing people to demographics risks stereotyping and discrimination.**

Not everyone in a postcode is the same or wants the same cultural experience. Defining audiences by location or stats oversimplifies and ignores real diversity. To truly connect, cultural organisations must see people as individuals with distinct stories and needs—not just numbers on a map. Only then can cultural experiences become genuinely meaningful and inclusive.



# AUDIENCE PROFILING & SEGMENTATION



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# CRACK THE CODE: AUDIENCE PROFILING IN ARTS AND CULTURE.

## Powerful Profiling

This structured overview offers a clear, user-friendly introduction to audience identification and planning—ideal for projects with limited time, staff, or budget. Strong profiling lays the foundation for effective engagement, helping you reach the right people and deliver the experiences you envision.

## Decode Audience Behaviour

Our profiling frameworks break down complex audience dynamics into simple, actionable insights. By understanding the psychology of arts audiences, you can design strategies that connect more deeply and drive real participation.

## Tailored Roadmap

No one-size-fits-all approach—our models are bespoke to your project's needs. We help you map a clear path to lasting audience relationships, greater engagement, and more meaningful impact.

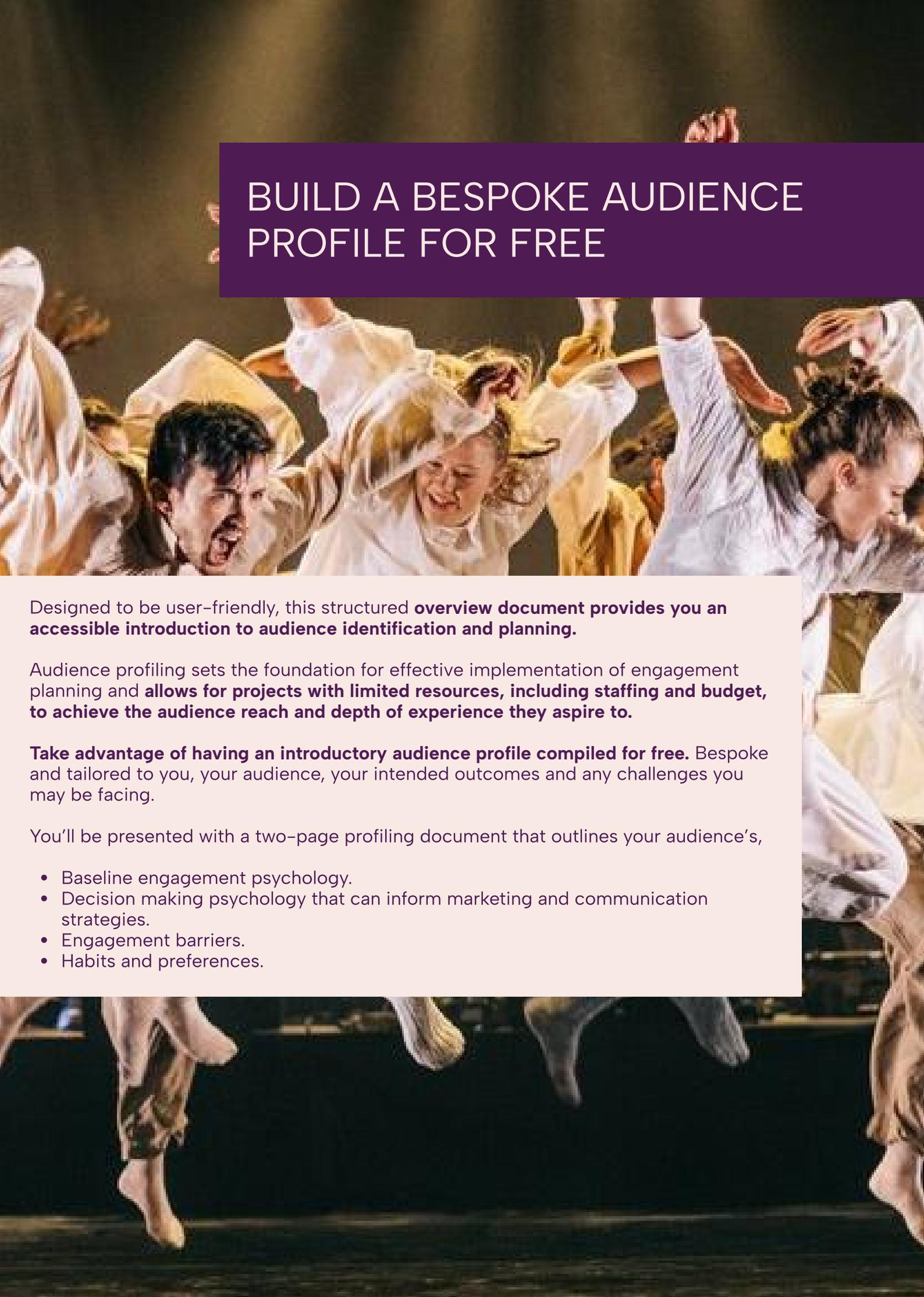
## CASE STUDY: SOMERSET LIBRARIES

Disconnected Bodies played a key role in developing audience profiles to enhance the understanding of library users in Somerset.

By leveraging our expertise in community engagement and data analysis, we utilised location-specific insights alongside a database of visitor psychology to create comprehensive profiles. This process informed the library strategy, guiding outreach initiatives, marketing efforts, and the development of tailored services aimed at raising awareness of library offerings that often go unnoticed.

Our involvement ensured that the strategy was grounded in evidence-based understanding of the community, addressing gaps in awareness and accessibility. Our recommendations also included suggestions for ongoing exploration to keep pace with evolving user needs, positioning Somerset Libraries to foster deeper community connections and increase service engagement.





# BUILD A BESPOKE AUDIENCE PROFILE FOR FREE

Designed to be user-friendly, this structured **overview document provides you an accessible introduction to audience identification and planning.**

Audience profiling sets the foundation for effective implementation of engagement planning and **allows for projects with limited resources, including staffing and budget, to achieve the audience reach and depth of experience they aspire to.**

**Take advantage of having an introductory audience profile compiled for free.** Bespoke and tailored to you, your audience, your intended outcomes and any challenges you may be facing.

You'll be presented with a two-page profiling document that outlines your audience's,

- Baseline engagement psychology.
- Decision making psychology that can inform marketing and communication strategies.
- Engagement barriers.
- Habits and preferences.

# CULTURAL VISITOR SURVEYS



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# BESPOKE SURVEYS

## What Your Visitors Really Think

Our bespoke survey service is built for arts, culture, and heritage venues seeking deeper insight into their audiences. Each survey is designed to gather actionable data aligned with your financial, social, and artistic goals.

## Ask the Right Questions

After a detailed consultation, we design questions that reveal audience behaviours and decision-making psychology—whether you're evaluating satisfaction, measuring impact, or planning future programming.

## Built for Humans

We provide strategic audience development plans, ideal for ACE NPOs, that clarify goals, broaden participation, and offer a clear, actionable road map for impactful engagement and marketing.

## More Voices, More Value

Optimised for both paper and digital, our surveys are flexible, accessible, and effective. We guide you on distribution methods—from emails to QR codes—to help you maximise response rates and real-world impact.

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# IN-VENUE DATA COLLECTION

Hire our **sector-specific trained researchers to oversee survey collection** in your venue or location.

Designed for efficiency, utilising our unique methodologies rooted in **engagement, visiting, and decision-making psychology**, our approach maximises time and financial resources while delivering in-depth, high-quality insights. By distilling down proven data collection methods, we ensure **each interaction captures valuable data without compromising the visitor experience**.

## MEASURE YOUR SOCIAL IMPACT

**Confidently showcase the broader benefits of your work, strengthen funding applications and support long-term sustainability.**

We assess key areas such as **community engagement, audience development, educational outcomes, and societal contributions**. Our process includes data collection, analysis, and the production of a formal report designed to meet the standards of funding bodies.

This comprehensive report **highlights your organisation's achievements, offering clear evidence of your impact and value to stakeholders.**



# Download a free visitor survey



Download a free visitor survey tailored for arts and culture audiences.

Uniquely designed to consider your audience’s decision making psychology, and developed to understand pre-visit motivations, in-venue experiences and after-engagement thoughts.

**Request a free template by contacting our team.**



**VISITOR SURVEY**  
HELP US UNDERSTAND WHO YOU ARE

Your age	Your gender	Your ethnicity	Do you consider yourself to have a disability?	
Group size	Your postcode	Have you brought children?	The age of any children with you	Are you a returning visitor?
How long have you spent here today?		Would you like to join our mailing list? Please provide your email		

**KNOWING HOW YOU CAME TO VISIT HELPS US IMPROVE. PLEASE PROVIDE AS MUCH DETAIL AS POSSIBLE**

Did the price of admission influence your decision to visit?	Did any travel costs or the distance to travel influence your decision to visit?
What was your reason for visiting?	Was enough visiting information provided before your visit?
How long have you been aware of what we offer?	Was your visit planned more than a week ahead?
Did reviews or personal recommendations influence your decision to visit?	Did you have to make special arrangements to visit? e.g. childcare.

How would you describe your feelings about visiting before arriving? Please circle any that are relevant  
 Uncertain | Nervous | Hesitant | Sceptical | Excited | Confident | Other:

**WAS YOUR VISIT WORTHWHILE? PLEASE PROVIDE AS MUCH DETAIL AS POSSIBLE**

Have you enjoyed your visit? Did we meet your expectations?	
Did we provide good value for money and time?	Did you feel welcomed? Would you have liked more or less contact with our staff?
Did we provide enough information? We're staff available to help?	Did you find your visit over crowded or too quiet? If at all.
Were you able to achieve your reason for visiting?	What could we do to encourage you to come back?

How would you describe your feelings about your time with us, now you're leaving? Please circle any that are relevant  
 Overwhelmed | Bored | Disatisfied | Challenged | Satisfied | Other:

**THANK YOU!**

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# CREATIVE CONVERSATIONS: OFF-THE-SHELF VISITOR SURVEYS

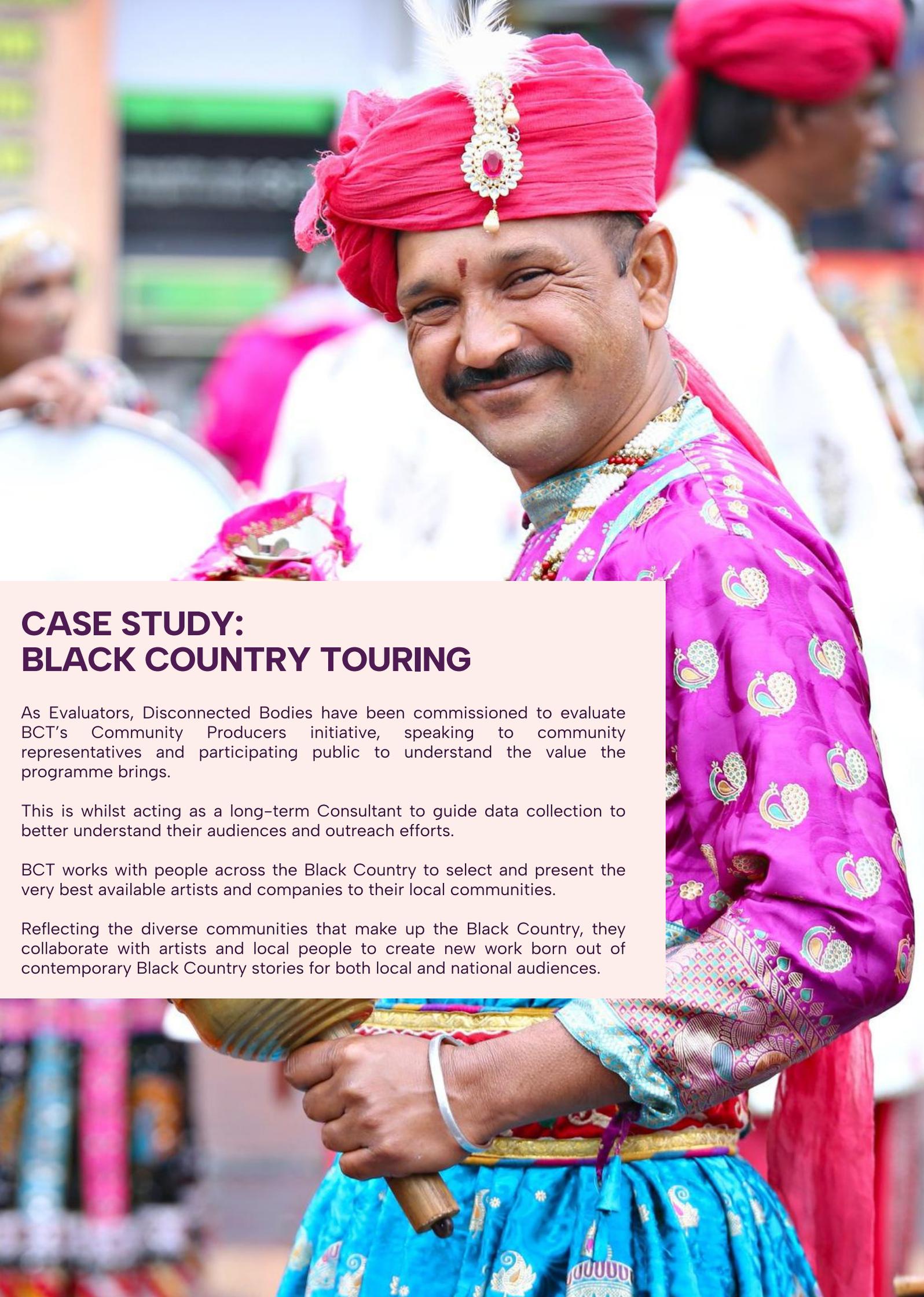
Our Creative Conversations framework is ideal for any organisation that requires **investigation and evaluation of a local audience or cultural participants, but whose budget is limited.**

We identified that by **distilling down our methodologies** we can provide a service which'll still achieve **comprehensive findings**, but at **minimal cost and a much quicker turn around**. Perfect for charities, community associations or organisations who require community outreach expertise to facilitate the investigation of participation.

- **Audience profiling and segmentation** that identifies behaviour, locations, preferences and cultural consumption patterns.
- **Resident mapping** that's relevant to your cultural activities and audiences.
- **A comprehensive strategy** for engaging identified audiences, defining clear objectives and outcomes for their engagement.
- **Audience and resident outreach activities** that are easily accessible and bespoke.
- The **opportunity for all residents and audiences to submit their own thoughts** and ideas through a range of methodologies.

## We can guarantee:

- A **greater insight** of how residents feel and interact with your arts and cultural provision, with accompanying recommendations.
- A clear overview of the **opportunities of, and gaps in, your offer.**
- A **framework for on-going audience data collection** and audience profiling.
- **Raising your profile and demonstrating the value** of your offer to your intended audience.



## CASE STUDY: BLACK COUNTRY TOURING

As Evaluators, Disconnected Bodies have been commissioned to evaluate BCT's Community Producers initiative, speaking to community representatives and participating public to understand the value the programme brings.

This is whilst acting as a long-term Consultant to guide data collection to better understand their audiences and outreach efforts.

BCT works with people across the Black Country to select and present the very best available artists and companies to their local communities.

Reflecting the diverse communities that make up the Black Country, they collaborate with artists and local people to create new work born out of contemporary Black Country stories for both local and national audiences.

# AUDIENCE DEVELOPMENT STRATEGIC PLANNING



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# AUDIENCE DEVELOPMENT STRATEGIC PLANNING

## Your Blueprint for Bigger, Better Audiences

Our Audience Engagement Road Maps help you formally identify and explore your intended audiences. This strategic document clarifies goals, removes guesswork, and turns vision into action.

## Smarter Growth Strategies

Whether you're working with limited resources or applying for funding, our Road Maps—powered by our Sandbox tools—are the gold standard for sustainable, high-impact audience engagement planning.

## Winning Stakeholder Buy-In

Showcase your commitment to access, inclusion, and artistic value. Our Road Maps support strategies for change, impress funding bodies, and give artistic and financial stakeholders confidence in your audience plans.

## Go a step further

Combine our bespoke surveys with one of our other services:

- **Audience Profiling** to inform how we build targeted engagement and outreach strategies.

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# ENGAGEMENT ROAD MAP DOCUMENT

## **Situational Analysis**

We assess your internal capacity, current audiences, and sector position—alongside funding access, untapped audience potential, and competitor activity—to build a clear, strategic picture that strengthens engagement, supports growth, and maximises your cultural impact.

## **Research**

Develop tailored audience insights using custom research methods and our Audience Sandbox tools to deepen understanding and inform engagement strategies.

## **Audience Profiling**

Identify and profile audiences, map their journey through engagement stages, and develop tailored arts offers and reach strategies to build strong, meaningful connections from initial contact to lasting impact.

## **Strategy**

Analyse and classify marketing segments, audit audience and programme data, and develop strategies for reaching current and new audiences. Build strategic alliances and implement commercial approaches to drive audience growth and enhance engagement.

## **Implementation**

Plan targeted tactics, outline marketing actions, and manage budget to effectively reach and engage your audience.

## **Measuring and Reporting**

Track engagement using a controls and monitoring planner to ensure effective oversight and continual improvement.



## CASE STUDY: CIRCUS FACTORY IRELAND

During a period of restructuring, Circus Factory Ireland commissioned Disconnected Bodies to develop a three-year strategic audience engagement plan. The aim was to better understand audiences, strengthen community connections, and shape future programming.

The process began with a review of internal operations and the local arts landscape. Disconnected Bodies then conducted audience research through surveys, focus groups, and digital analysis. This produced audience profiles—such as young families and adult learners—highlighting motivations, preferences, and access needs.

Insights fed into a three-year Audience Engagement Road Map with clear goals, a digital strategy, and hybrid programming models to increase resilience and reach.

The plan helped Circus Factory shift from reactive to strategic planning, align with audience needs, and build sustainability. It became a key tool guiding programming, communications, and partnerships.

# SANDBOX TOOLKIT



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# MASTER ARTS AUDIENCE PSYCHOLOGY AND ENGAGEMENT

## The Secrets of Arts Audience Psychology

Sandbox is our cutting-edge suite of models and frameworks designed to deliver a deep, complete understanding of how arts audiences think and engage.

## Supercharge Engagement

By breaking down the intricate dynamics of audience behaviour, Sandbox helps cultural organisations shape participation with the most comprehensive profiling and a fresh, audience-focused approach.

## The Cultural Sector's Game Changer

Born from expert collaborations and thousands of audience interactions, Sandbox is revolutionising engagement strategies—and it's only available through Disconnected Bodies.



Our standout engagement research has shaped practice and policy making, is informing the 2025 review, and contributing to the national conversation on cultural audience development.



Sandbox and Arts Council England

# HOW TO USE SANDBOX

Sandbox is a practical toolkit of 146 adaptable frameworks and models, designed to be shaped and used at different stages of the Engagement Journey, just like toys in a child's sandbox.



## Refocus existing audiences

Identify any kinks in the flow of an existing audience's journey that's causing poorer quality engagement, and be proactive in providing new access points, deepening satisfaction and extending impact.



## Audience dialogue and focus group structures

As conversation prompts that hone in on the nuance psychology of their engagement, especially useful when they find it difficult to verbalise this engagement; ensuring the complete audience journey is explored and maximum benefit is gained from time spent with audiences.



## Research methodologies

With a wide range of adaptable frameworks and models to implement and a clearly defined audience engagement journey, research planning becomes a personalised and efficient process. Methodologies become highly relevant to the intended outcome.



## Design your offer based upon audience profiling

When considering new offers Sandbox can be used as the exploration tool to determine an audience's profile around which future programming can be designed.



## Develop new or under-engaged audiences

Sandbox provides a structure to guide intuition about new or under-engaged audiences to anticipate sticking points and in turn plan engagement strategies that address these.



## Understand lived experiences

Appreciate the personal, situational, cultural, institutional and historical factors of audience groups, that may be influencing their willingness to engage.



## Structure communication and PR strategies

Be efficient despite limited resources by designing communication and PR strategies around an audience's 'engagement priming' process of awareness, contextualisation, decision making, preparation and anticipatory meaning making.



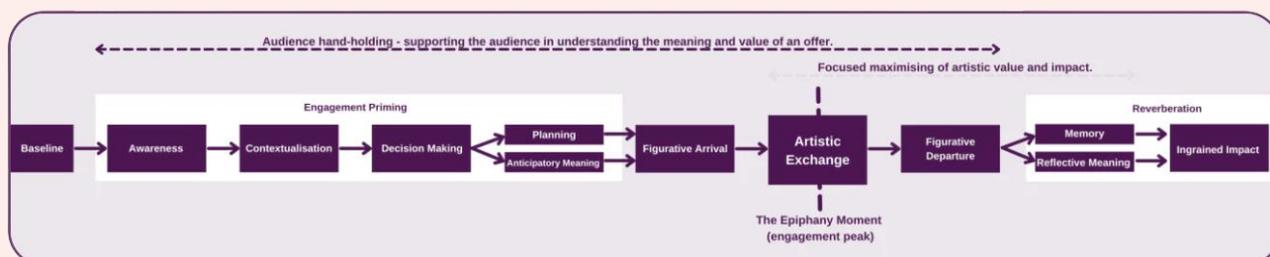
## Ensure accessibility and inclusion

Consider not only practical and physical accessibility and inclusion across the complete audience journey, but also psychological accessibility, i.e raising participation confidence.

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# THE AUDIENCE ENGAGEMENT JOURNEY

We recognise the complexity of an audience's engagement process can never be fully captured. That being said, our modelling as been developed from over three-thousand conversations with audience groups and provides us satellite perspective on the journey audiences routinely take.



## Sandbox for research and evaluation

Sandbox's value lies in **the ability to simplify the complex dynamics of researching arts engagement. It's use allows cultural organisations to better understand the impact of their work and then further influence engagement behaviour**, through the use of the most comprehensive engagement methodologies available.

Developed from collaborations with psychologists, sociologists, arts professionals and over three thousand audience interactions, **Sandbox is genuinely becoming a game changer for the wider cultural sector, and is only available via Disconnected Bodies.**

## Sandbox for reporting

Sandbox has been **designed to support publicly funded organisations and projects that require reporting and/or evaluation to take place at some point.**

We're passionate about **formalising the impact a piece of work has had on an audience**, yet have identified shortfalls in current approaches that are centred around template surveys and basic questioning which don't give either the organisation or the audience the due they deserve.

The use of Sandbox's 146 frameworks and it's design around engagement psychology provides significantly deeper levels of understanding. When presented to funding bodies Sandbox will elevate your organisation; helping secure future funding and building your legacy.

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# HAVE A LOOK INSIDE SANDBOX

Here's a sample of the contents of Sandbox. We've kept the best to ourselves. Naughty people in the past have tried passing our approach off as theirs.... tut! tut!

## Baseline Psychology

- Thinking Preference and Process
- Motivations
- Motivation Direction

## Cultural Baseline

- Visible Culture
- Invisible Culture
- Ethnocentricity
- Intercultural Competence
- Psychological Foundations of a Culture
- Stigma and Group Inequality

## Barriers

- Practical, technical, cultural, situational, personal, attitudinal and perceptual.

## Decision Making

- Speed
- Planning Style
- Influence Preference
- Stimuli

## Artistic Exchange

- Engagement Pathway
- Engagement Direction
- Entry Point
- Gamification
- Importance of Modelling
- Psychology of Meaning
- Small Group Psychology

## Post-Engagement

- Selective Remembering
- Misremembering

## Request a walkthrough of Sandbox with our team

With over 150 frameworks and models, Sandbox is best explained one-to-one where we can talk you through the full range of Sandbox' applications; tailoring each framework or model to your desired outcomes

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# CLIENTS, PROJECTS AND PARTNERS

We're proud to celebrate 19 years of delivering impactful, growth-driven projects across 15 countries. Our work reflects strong partnerships built on trust, innovation, and shared vision. As we enter our third decade, we remain committed to excellence and meaningful solutions. Thank you to our clients and partners for being part of the journey.



## Arts Council England

Recognised by ACE for our robust evaluation frameworks, we guide clients from concept to submission, ensuring alignment with priorities at every stage. We've contributed to ACE's audience and participation strategies and are involved in the independent review of its operations. Our expertise helps organisations understand audiences, create inclusive engagement strategies, and design evaluations aligned with ACE's outcomes and principles. We support the full lifecycle of ACE-funded projects, from shaping ideas to measuring impact, helping clients deliver and evidence high-quality work. As experienced bid writers and access support workers, we simplify complex funding processes.



## National Lottery Heritage Fund

Recognised for our in-depth understanding of the National Lottery Heritage Fund's (NLHF) priorities, we support clients in developing projects that align with the Heritage 2033 strategy. Our work includes helping organisations identify heritage value, engage diverse communities, and create inclusive participation and learning opportunities. We design robust evaluation frameworks that demonstrate impact and legacy, ensuring projects meet NLHF's outcomes and reporting requirements.



## Community Fund

We help organisations bring community-driven ideas to life, with a strong track record of securing support from the National Lottery Community Fund. From the earliest spark of a project to final reporting, we guide teams to centre lived experience, tackle inequalities, and design activities that make a real difference. Our approach blends practical planning with values-led thinking, helping groups build trust, deliver positive change, and show clear evidence of impact that resonates long after the funding ends.



## British Council

We've supported community outreach for international projects via British Council Arts, providing tailored engagement resources and helping secure funding for international clients to deliver impactful, culturally responsive programmes.



## MoMA

MoMA recognised our audience development research in 2010, using it to inform programme design, including their ongoing Arts and Activity initiative, shaping inclusive, intergenerational engagement strategies still in use today.



## Somerset Libraries

Supporting audience profiling to enhance community outreach efforts, helping Somerset Libraries identify target groups, tailor engagement strategies, and increase library usage through more relevant, inclusive, and effective programming and communication.



## The National Maritime Museum

We led community outreach for *Our Connection With Water*, the first Black-led exhibition of its kind, attracting diverse audiences through targeted engagement strategies and culturally relevant programming.



### The Culture Trust

Leading comprehensive evaluation of a NLHF-funded project, supporting strategic redevelopment and enhanced programme delivery across four heritage sites for lasting community impact.



### Black Country Touring

Leading the evaluation of BCT's Community Producers programme, assessing impact, strengthening community engagement, and informing future development strategies.



### This is Croydon

Collated evidence of audience and community outreach for The Mayor of London's Borough of Culture Croydon year, demonstrating engagement impact.



### Letchworth Garden City Heritage Foundation

Commissioned to support on an Arts Council England funding bid to reach the city's Sikh, Hong Kongese and Sri Lankan residents.



### Pedestrian Arts

Leading evaluation of NLHF-funded *Tell Tell Tales*, ensuring youth engagement and increased access to local folklore and heritage.



### Let's Create and Reuse

Supported securing funding for *Let's Create and Reuse*, enabling 184 contact hours in Coventry and Warwickshire, fostering creativity and environmental awareness among 560 young participants.



### Muslim Artist Academy

Supported securing funding by guiding navigation of the arts sector, amplifying underrepresented voices, and widening cultural access for impactful growth.



### Blanket Fort Club

Secured funding for The Blanket Fort Club's immersive theatre projects co-created with young children and those with complex needs, enabling therapeutic play and inclusive engagement across South Yorkshire.



### Black Boys Choir

We helped secure funding by shaping a strong case for a nurturing, creative space where Black and South Asian boys build confidence, community, and wellbeing through music.



### Bolton Contemporary

Supported securing funding for a project that facilitates community arts activities with elderly people in Yorkshire's local community spaces.



### BIMM

Supporting students in marketing their work and navigating the creative industries, providing guidance, resources, and tailored career development advice.



### Norwich University of Art

Leading student workshops on understanding cultural audiences and managed research projects, empowering students to develop effective engagement strategies and informed programming decisions.



### UAL

Supporting students to navigate the creative industries by sharing expertise, offering mentorship, and providing valuable internship opportunities to enhance practical experience.



### InDance International, Barcelona

Secured Erasmus+ funding for a dance programme connecting Spain, Hungary, and Georgia, fostering international collaboration and cultural exchange.



### Mathare Foundation, Kenya

Secured British Council funding and led community outreach for a project connecting Kenyan and British creatives, fostering cross-cultural collaboration, sharing artistic practices, and building inclusive networks between diverse creative communities.



### Circus Factory, Ireland

Developed an audience development strategy targeting new demographics, increasing engagement and accessibility within the circus arts community.



### Art Meets Culture

Invited to speak about securing funding and navigating arts funding landscape.



### We Restart

Invited to lead a workshop for recent refugees on how to access Arts Council England Develop Your Creative Practice grant.



### Hounslow Creative People and Places

Invited to talk about community outreach and how freelance artists can connect with a wider audience through project partnerships.



### Creative United

We act as advisers in audience development, providing strategic guidance to enhance engagement, diversify audiences, and strengthen programme impact.



### Artist Run Alliance

UK ambassadors for the Artist Run Alliance, promoting collaboration, sharing best practices, and supporting artist-led initiatives nationally.



### Artquest

Leading audience development workshops and one-to-one sessions, equipping participants with tailored strategies to grow and engage diverse audiences effectively.



### The Space

Advising on audience development and profiling, enabling targeted engagement strategies that grow and diversify their audiences effectively.



### A Bit of A Do Festival

Leading audience development and marketing for disability-led festival A Bit of A Do in Croydon, creating inclusive strategies to reach diverse communities and increase engagement and attendance.



### Aurora Orchestra

Leading community outreach and evaluation with Aurora Orchestra at Printworks, developing a tailored performance that enhanced accessibility and engagement for deaf and hearing-impaired audiences through inclusive collaboration.



### Creative Dance London

Supporting marketing for an over-60s dance company, increasing visibility and engagement, which led to a prestigious commission by Lacoste.



### Create Arts

Managed arts workshops for young carers, coordinating logistics, ensuring smooth delivery, and fostering supportive, creative environments tailored to their needs.



### Creative Access

Supporting young people to navigate the creative industries by sharing expertise, offering mentorship, and providing valuable internship opportunities to enhance practical experience.



### Arts Emergency

Mentoring young people to launch careers in the creative industries, providing guidance, skill development, and industry insight for successful beginnings.



## BOOK A FREE 30-MINUTE VIDEO CONSULTATION

Book a free 30-minute consultancy call and speak with Disconnected Bodies' Founder Pablo Colella.

We pride ourselves on offering free, no strings attached advice. Book a day and time that suits you then leave it to us to get you moving past sticking points and towards your goals.

**Don't want to wait? Give our team a call on 020 3633 7617**

