

# Audiences NI Membership

**This document provides information on how to apply to become a member of Audiences NI, the Audience Development Agency for Northern Ireland, including details on membership bands, calculation of turnover, provision of services and annual fees.**

All not-for-profit arts organisations and local authorities located within Northern Ireland are welcome to apply to become members of Audiences NI, subject to the condition that their core business activity is within the field of arts and culture. Organisations based in the South, such as touring companies that perform in Northern Ireland, may also find benefits in working with us. Admission to Audiences NI membership is at the discretion of the Board.

Membership of the agency is payable by an annual fee, which is calculated by placing your organization in one of Four Bands, dependent upon your annual turnover. For the purposes of membership, turnover (as stated in most recent signed, audited accounts) includes income from:

- Ticket sales
- Grants – revenue and capital (short term capital funding agreements may be considered for exemption)
- Sponsorship
- Merchandise, programme sales and confectionery
- Advertising
- Café/bar
- Income generated by hires included and promoted in your venue programming and publicity

## FEES FOR 2010/11

<b>Band</b>	<b>Turnover</b>	<b>Annual Membership Fee</b>
1	£900k +	£5305.00 + VAT
2	£400k - £900k	£3183.00 + VAT
3	£100k - £400k	£1061.00 + VAT
4	Below 100k	£50.00 + VAT
Associate Membership	n/a	£225.00 + VAT

NB Annual membership follows the financial year i.e. 1 April 10 – 31 March 11. A pro-rata rate of 50% applies for members joining from 01 October onwards in any given year.

(Local authority membership rates may in certain instances be arranged by separate negotiation and are subject to an agreed level of service provision).

# Membership Banding

## **Membership banding, benefits and associated fees**

Upon becoming a member, arts organisations can gain access to the complete range of Audiences NI services. The Agency's services have been designed to ensure the delivery of high quality strategic and tactical support, tailored to the needs of the membership, and based on a detailed understanding of the sector's marketing and audience development priorities.

### **Band 1, 2 and 3 Membership**

Band 1, 2 and 3 members are entitled to access Audiences NI services FREE OF CHARGE for the entire year.  
(A limited number of services, such as training events, are subject to capacity).

### **Band 4 Membership**

Small professional arts organisations with a turnover of under £100k may join Audiences NI as Band 4 members upon payment of an annual fee of £50.00. Services are then accessed on a discounted pay-as-you-go rate card basis.

Community-based and voluntary arts organisations/bodies may join the Agency as Band 4 members upon payment of an annual fee of £50.00. Services are then accessed on a discounted pay-as-you-go rate card basis.

### **Associate Membership**

Representative professional bodies with members may join the Agency as Associate Members upon payment of an annual fee of £225.00. Services are then accessed on a discounted pay-as-you-go rate card basis.

### **Commercial Organisations**

Commercial organisations may also access a variety of premium Agency services on a commercial pay-as-you-go rate card basis.

### **Rebanding requests**

In the unlikely event of an organization having a query with their Membership band, a transparent appeals procedure has been provided for any membership organisation to present requests for rebanding directly to the Board, subject to submission of required financial information.

### **I want to join – what do I do now?**

If you would like to discuss the benefits of joining Audiences NI please telephone 028 9043 6480 to arrange a meeting. Once you have decided to join, we will ask you to apply in writing and submit your most recently audited accounts. We will then write to welcome your organisation on board and issue an invoice for your membership fee. You will be immediately entitled to access the full range of agency services.