

ARTS & CULTURE IN THE TIME CREDITS NETWORK



What Time Credits can do?

Time Credits enable our partners to reach a much wider section of the local community and brings them in to a network of fellow community groups and local people. Many community members may not already consider themselves traditional art consumers, and being able to use Time Credits as a way of accessing the arts breaks down the barriers and allows them to feel like they belong.

Time Credits are a great way to utilise capacity; by having a full audience, the experience is improved for everyone and the venue will benefit from secondary revenue through food and drink sales. Our members have stated that not only do they purchase from the café but they also bring along paying guests and attend as paying customers themselves for non Time Credit offers.

Time Credits also give our partners the benefit of positive PR and marketing, positioning them as local community hubs. Spice develops print and online media to promote it's spend partners. This combined with the strong word of mouth marketing draws new audiences to our arts partners. For independent arts venues, Time Credits help demonstrate the ways in which you achieve your outreach aims, aiding bids for funding grants.

Spending Opportunities

These are just a selection of the ideas which our arts and cultural partners have come up with to be included as Time Credit activities. They are open to the whole community who earn Time Credits and can be capped to preserve revenue streams.

- Admissions with the Time Credit value being based on the length of the performance.
- Backstage tours, either booked as a party or just as places on an existing tour which can be capped depending on capacity of the tour.
- Events and lectures taking place at the venue.
- Space hire. Time Credit takeovers can be one off screenings as part of community project, or simply allowing a group to hire a room or area in your building with Time Credits.

LONDON ARTS & CULTURE NETWORK



"I have been to the cinema more in the last 12 months than in 12 years before..."

-Member

"Time Credits allow our company to engage with the whole borough, digging further into the community."

-Spend Partner

