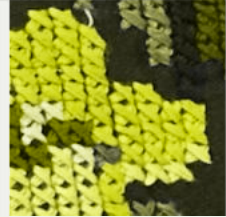
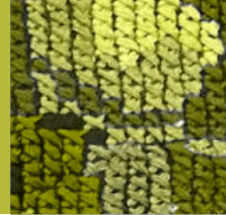
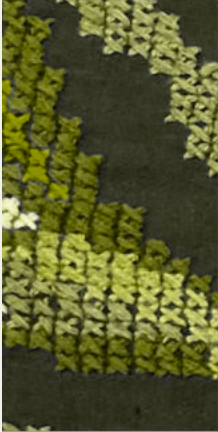
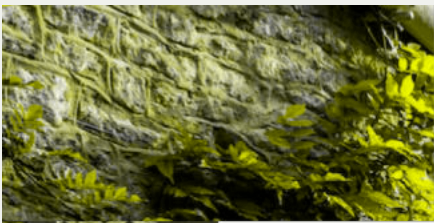
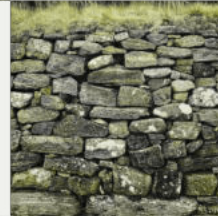


audience  
spectrum

MOTIVATION  
GUIDE

# Home & Heritage





## Rural and small town pensioners attracted to daytime activities and historical content.

6 / 10

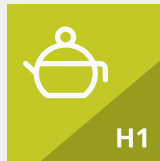
Ranked sixth for engagement

10%

of UK Population

Conservative in their tastes, this more mature group appreciates all things traditional. A large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group – partly because they are largely to be found in rural areas and small towns – they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time programming or content exploring historical events.

Home & Heritage can be further segmented into these subsegments:



H1

Settled suburban seniors.



H2

Affluent residents of rural idylls.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Home & Heritage in your organisation...

## MAIN MOTIVATIONS

Staying socially active and having enjoyable reasons to 'get out the house'

Meeting like-minded people in their own and neighbouring communities

The chance to be stimulated, educated, and engaged with local heritage

Opportunities to 'do good' and support a cause or society close to them



H1

H1s typically travel further to attend than H2s if the event ticks the right boxes

## ALIGNED VALUES

Respect for ceremony and tradition

Sharing and retaining local heritage for future generations

Care, rather than activism, for local wildlife and nature preservation

Nurturing community spirit through activities that bring local people together, such as the WI, u3a, and choirs

## WAYS TO REACH

Local newspaper weekly adverts and editorial coverage

Targetted, mailed newsletters and brochures clearly highlighting thoughtful access provision, seniors packages, and coach partnerships

The Daily Mail and/or similar tabloid ads for seniors offers and discounts

**Daily Mail**

Targeted and personalised postcards

Highly targeted newsletters focussing on more traditional programming

Brochures both posted and distributed to local cafés and community centres

## PROGRAMME PULLS

Heritage sites and historical events

Casting of well-known and established TV personalities in touring shows

Gardening talks, tutorials, and interactive workshops

Traditional theatre matinees and informal coffee morning screenings

Daytime classical music recitals

Live screenings of ballet and opera



H2

H2s are more likely to respond enthusiastically to ads for musical theatre than H1s

## ADDED EXTRAS

Quality cafés or restaurants with reasonably priced lunch offers

Accessible performances, especially captioned and signed events

Good transport links and coach partnerships or inclusive packages

Group bookings, events and discounts

Providing talks or workshops to local u3a, WI or similar groups

## WAYS THEY SUPPORT

Annual or mid-level memberships

One-off donation opportunities via cash collection points, in person or via boxes

Incentivised daytime and flexible volunteering opportunities

Volunteer assistance of heritage-forward activities, such as backstage venue or local history tours

## REACH

## INTEREST

## ACTIVATE

## COLLABORATE

Create targeted newsletter with annual and seasonal offers

Place offers in local newspaper cut out slots

Target areas with high proportions of Home & Heritage with box office telemarketing campaigns

Provide café and shop senior rate cards or discount schemes

Post an accessible events programme outline

Email pre-show access outlines of best routes, best seats, accessible support on site, etc

Target with a membership that provides early access and café discounts

Create boards displaying the history of the venue or organisation in foyers and other accessible open spaces

Invite to a casual welcome event, such as an open day or coffee morning

Hand out postal feedback forms after events

Invite to a history of the organisation or venue tour

Target them for a low price point donation to support building renovation, historic object repair, etc

Invite to provide feedback on an accessibility tour of the buildings, spaces or materials you offer, being mindful to provide all text in large format

Invite to become a distribution volunteer to local shops and community spaces near them

Request support for an outdoor space or garden improvements project, with a focus on sharing and building

Offer group talks off-site and special group (such as u3a) experiences and offers

# Interested in more?

Find out more about Audience Spectrum, Home & Heritage, and its subsegments on The Audience Agency site

[Read more about Home & Heritage and its subsegments >](#)

## Want some help with this?

We have Audience Spectrum Persona Workshops available where we'll work with you to explore the segments most prevalent in your own audiences and how to apply this knowledge to your day to day work.

[Find out about Persona Workshops and our other Audience Spectrum Enhancements >](#)

Have a success story about working with Home & Heritage you'd like to share?

Get in touch at:

[hello@theaudienceagency.org](mailto:hello@theaudienceagency.org)



[workwithus@theaudienceagency.org](mailto:workwithus@theaudienceagency.org)



[theaudienceagency.org](https://theaudienceagency.org)