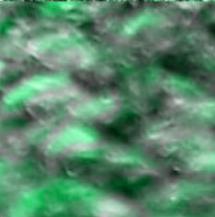


audience
spectrum

MOTIVATION
GUIDE

Up Our Street





Sociable retirees looking for inexpensive, mainstream, local leisure opportunities.



Ranked seventh for engagement



10% of UK Population

Living reasonably comfortable and stable lives, Up Our Streets engage infrequently with popular arts and entertainment, as well as museums, and are also occasional visitors of heritage sites. Many are older and have some health issues, living on below average household incomes, so access in all its forms can be an issue. Modest in their habits and means, value for money and low-risk are important factors in leisure decision making.

Up Our Street can be further segmented into these subsegments:



U1

Middle-aged inhabitants of semis on the edge of town.



U2

Older residents of terraces and flats in built up areas.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Up Our Street with your organisation...

MAIN MOTIVATIONS

Treating yourself once in a while to something special

Gaining the 'full experience' when big days out are being planned

Catching up in cafés with local friends

Going places known to support access needs and clear on how to get there

ALIGNED VALUES

It's nice to treat yourself once in a while

Community is important to staying connected with our people and places

Arts and crafts hobbies keep us busy and are a good way to meet friends

WAYS TO REACH

Coordinating with local social clubs to advertise suitable opportunities

Bus-route friendly advertising, providing clear information on times and drop offs

Partnering with local coach companies to offer 'travel and ticket' deals

Community fair or market stall pitch-ups

Local posters and brochure distribution in cafes, pubs, and churches

Advertisements and editorial coverage in The Sun and local newspapers



ITV targeted ads during regularly viewed quiz shows, soaps and news



U1s use Facebook with some frequency, more so than U2s

U1

PROGRAMME PULLS

Museum and heritage at low to no cost



U1

Outdoor music festivals (especially for U1s), carnivals, and craft exhibitions

Home-based crafts, with potential for arts and crafts exhibits and workshops

Local or social history based events or or wildlife focused work

Treat days out with grandchildren, including pantomimes and musicals

'Pay what you can' events and productions

'Wild Wednesdays' and 'Silver Screen' low cost cinema

ADDED EXTRAS

Food, drink, and gift shop opportunities all add value

Package deals for the 'whole experience'

A welcoming bar or café with adequate seating and access

Group offers, or 'bring along a friend for free' style events

Use of spaces to meet with groups on a regular basis, such as craft, knitting and crochet groups



U1

U1s spend more, and more often, than U2s for the right mainstream event

WAYS THEY SUPPORT

Cash donation boxes at museum and heritage sites

Donation asks at ticket purchase around the £2 mark

Donations to heritage or venue preservation schemes (low) £5-£10.

Volunteer for one-off craft fair days

Potential donations via gift schemes, if they are local crafts based

REACH

INTEREST

ACTIVATE

COLLABORATE

Send a 'free events this season' postcard through the post

Partner with local community centres, churches and halls to share posters and brochures

Target areas with high numbers of Up Our Streets with Facebook ads with things like specific 2for1 offers

Partner with community groups in areas with high numbers of Up Our Streets to organize events on site

Create Facebook post where they can they tag a friend to win free tickets

Post a guide to transport routes and upcoming daytime events of interest

Target them to volunteer for a local fair, especially if outdoors or arts and crafts based

Promote free spaces to meet with friends for hobbies

Partner with local community groups and Facebook pages to share content

Invite to an open day or family fun day

Share a reward-based scheme to refer a friend, or bring a friend along for free events

Invite to a private view for local arts and crafts, with purchase opportunities on the night

Target them for a low cash donation (£3-£5) after visiting with friends and family

Share and tag content from local community groups, local choirs, traditional arts and crafts makers

Work with local partners to take work to their community halls and create smaller introductory events to your programme off-site.

Target for one-off volunteering days, such as craft fairs

Encourage followers to share relevant offers to their Facebook groups

Interested in more?

Find out more about Audience Spectrum, Up Our Street, and its subsegments on The Audience Agency site

[Read more about Up Our Street 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 Up Our Street you'd like to share?

Get in touch at:

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