



## Audience Connector Brief: *Second Trimester*

### Objective

To bring 80 people from the South Asian community to see *Second Trimester* during its World Premiere at Battersea Arts Centre, with a particular emphasis on the older generation (aged 60+).

### About *Second Trimester*

**An ambitious new show exploring multi-generational pregnancy stories and untold family histories.**

Four years ago, Krishna told his mum he was trying to get pregnant and she freaked out. Like, massively freaked out. Krishna didn't know why. It's rare for a fight between them to end in tears. But this one did. . . and for good reason.

Love triangles. Missing people. A pregnant son. In *Second Trimester*, trans performance artist **Krishna Isha** and his mother, **Geetha Shankar**, confront pregnancy, loss, gender, and the weight of inherited memories in this cinematic, Bollywood-inspired epic family saga.

One stage. Two generations. Endless drama. Based on a true story, *Second Trimester* asks: how well can you ever really know your parents?

*Second Trimester* is the anticipated second show in a trilogy of work, and is the first [Making Waves](#) show produced and presented by BAC. The critically acclaimed *First Trimester* was presented at BAC in 2023.

★★★★★ ‘Addictive’ **What’s On Stage**

★★★★ ‘An antidote of the age’ **Irish Times**

\*Reviews for **First Trimester**

## Target Audience

Through the work of an audience connector, we hope to invite these audiences to see *Second Trimester*:

- The South Asian community living and working in the Borough of Wandsworth and neighbouring London boroughs
- Particularly the older generation (currently defined as over 60s)
- South Asian people with their parents, carers, guardians and/or other family members from the older generation
- South Asian queer community
- We are particularly interested in reaching people/ groups who have not been to BAC before

## Person Specification

Given the community we are hoping to reach, we anticipate that our ideal audience connector for *Second Trimester* is South Asian.

However, we are open to applications from anyone who:

- feels motivated by this work;
- who understands the audience we’d like to reach;
- and who has existing networks within that community.

Desirable: prior experience of carrying out community engagement work. For example, you have hosted an event in your local community, done outreach work for an event or project, or are involved with local community activity.

During interviews we would like to understand how you would carry out this work.

## Key Responsibilities

Plan and deliver an audience engagement strategy for the allocation of around 40 free tickets, and a further 40 discounted tickets, for *Second Trimester* by Krishna Isha and Geetha Shankar at Battersea Arts Centre, targeting the audiences identified in this brief.

The precise number of free and discounted tickets will be discussed in relation to the outreach being done and what will be most effective.

Within the 80 audience members reached, the Audience Connector will arrange for 20 people to come to a 'Bring Your Folks Night' for South Asian people and their parents or family members from an older generation.

They will consult with the producers and communications manager to approve planned outreach activity. This may look like:

- Incorporating already scheduled 'wraparound activities' into the strategy for outreach such as panel discussions after the show with the creatives, and the 'bring your folks night'. Making the most of these opportunities to invite our target audience in.
- Reaching out to your existing contacts/networks via personalised communications (email, phone call, meet up) to invite them to the show.
- Recording outreach and attendance in a tracker.
- Arranging distribution of flyers at/ to suitable events and spaces.
- Securing group bookings from the ticket allocation among target audiences.
- Encouraging attendees to share the show with their neighbours, friends and networks.

After the production closes, the Audience Connector will:

- Supply a brief evaluation of the outreach strategy, including any recommendations for future audience development activity.

- Ensure that networks and contacts know how to stay in touch with BAC, are encouraged to do so, and know that BAC is a space for them beyond this show.
- Encourage attendees to fill in the feedback form post-show.

## Resources

The Audience Connector will have the following resources available to them while they carry out the brief:

- A pair of tickets to attend the opening night of *Second Trimester*
- ~ 40 free tickets for *Second Trimester* to distribute
- 20 invitations to wraparound events
- The show is Pay What You Can: audiences can be invited to come along for as little as £1 (recommended ticket price £16)
- A discount code to encourage word of mouth promotion amongst the older, South Asian community
- Print and digital flyers and posters for the show
- A small budget of £250 to use on, for example, printing flyers for distribution. At the start of the project when the strategy is agreed there will be a chance to make suggestions and agree what the available funds will be spent on.
- A discussion with the marketing team to share ideas and opportunities for outreach, as you form your strategy.
- A conversation with the artist and producers to understand the show before starting outreach.

## Fee

To carry out this work, the Audience Connector will be paid an hourly fee of £25 for a total of 30 hours work. This is a total of £750.

## How to apply

To apply, please send a cover letter of no more than 1 side of A4, or a video of maximum 2 minutes explaining: why you think you are right for this role,

your connections to the community we'd like to reach, and any relevant previous experience you have.

**Please send your application to [marketing@bac.org.uk](mailto:marketing@bac.org.uk) by 6pm on Sunday 15 February.**

## Timeline

The deadline for applications is 6pm on Sunday 15 February.

Interviews will be held during the week starting Monday 23 February.

We'd like our Audience Connector to start by Wednesday 4 March, six weeks before Second Trimester opens.

Second Trimester runs from 14 to 25 April at Battersea Arts Centre. Two 'Bring Your Folks' nights will be held on Friday 17 April and Wednesday 22 April. There will be a post-show Q&A on Thursday 23 April. The Audience Connector must be available to see the show during its first few performances (14, 15 or 16 April) and to attend both 'Bring Your Folks' nights.