The **Impact and Insights Toolkit** is a platform that provides museums, arts and cultural organisations with a shared approach to evaluating their public programmes. The toolkit is designed to measure outcomes against the creative intentions of an organisation’s work from the people who experience it, through a series of audience, peer and self-evaluations. South West Museum Development is offering eight fully subsidised licenses for the Impact and Insights Toolkit for museums in the South West, from April 2020 – March 2022, thanks to Arts Council England. This is part of a national Museum Development Network pilot project, supported by Arts Council England and Counting What Counts, who operate the Impact and Insights Toolkit.

Expressions of Interest are invited from Fully Accredited museums in the South West with 20,000 – 50,000 visits per annum, ideally located in coastal and/or market towns, and with at least 1 FTE paid member of staff. You will already have a good understanding of the value of, and be actively capturing and utilising, audience data at your museum. Expressions of Interests are also welcomed from museums of the above criteria that have previously taken part, or are applying to take part, in the South West Visitor Insights programme.

If you wish to apply to the Impact and Insights Toolkit pilot project, please complete this Expression of Interest form and submit to [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk) with the subject line **‘Impact and Insights Toolkit Application’**, by **12 noon on Monday 16th March 2020**.

**1. General information**

Name …………………………………………………………………………………………………………………………………………

Your contact details ……………………………………………………………………………………………………………………………………….

Organisation Name …………………………………………………………………………………………………………………………………………

Organisation Address………………………………………………………………………………………………………………………………………

**2. Tell us about your current audience evaluation and how gather visitor data:**

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**3. What do you want to achieve by participating in the Impact and Insights Toolkit pilot project?**

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**4. Why do you consider now is the right time to be participating in Impact and Insights Toolkit?**

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Thank you for submitting your expression of interest, we will be in touch by Monday 30th March to confirm whether your application has been successful. For further information, or if you have any question on the toolkit or how to apply please contact [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk)