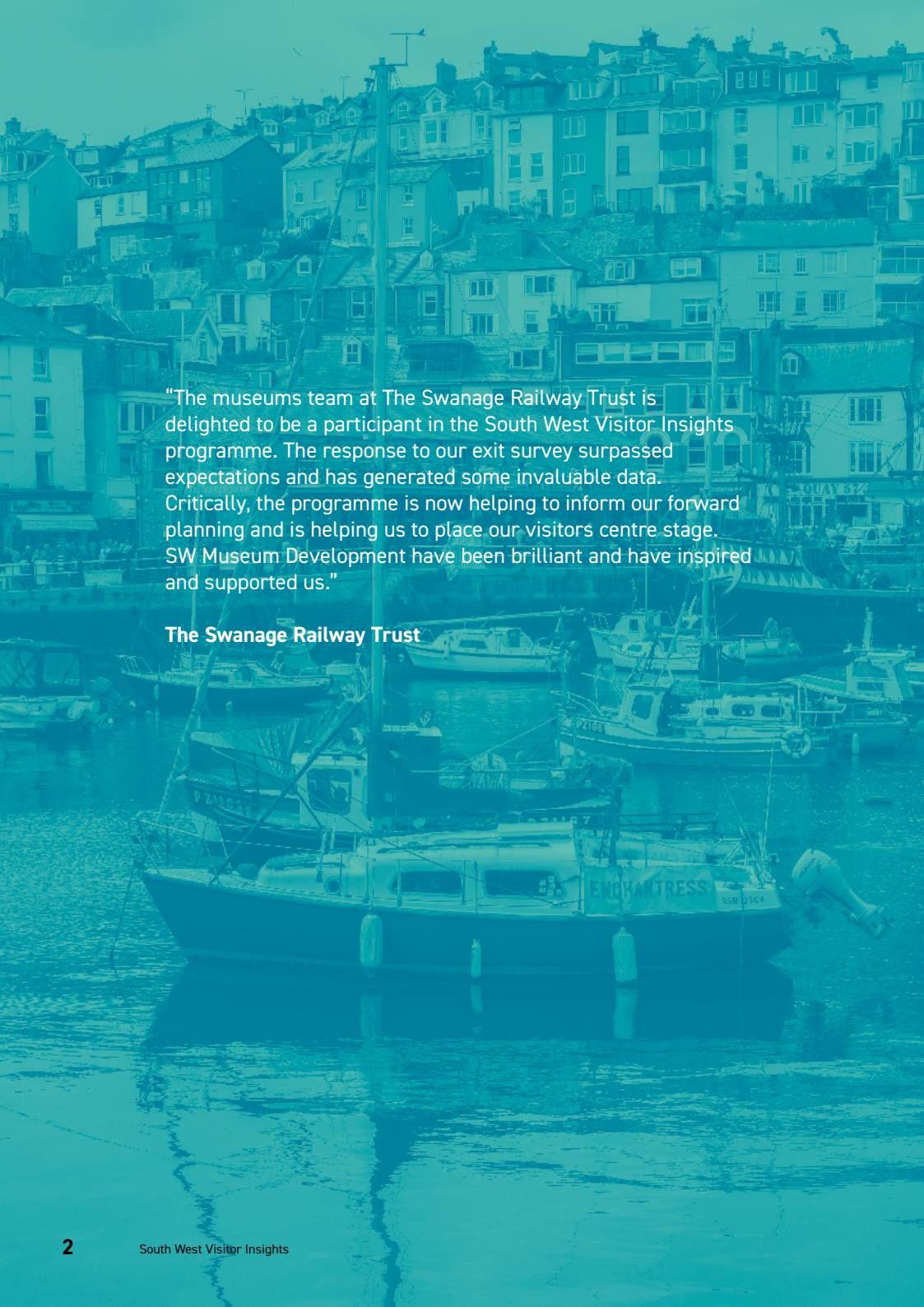


South West Visitor Insights



south west
museum
development
programme



"The museums team at The Swanage Railway Trust is delighted to be a participant in the South West Visitor Insights programme. The response to our exit survey surpassed expectations and has generated some invaluable data. Critically, the programme is now helping to inform our forward planning and is helping us to place our visitors centre stage. SW Museum Development have been brilliant and have inspired and supported us."

The Swanage Railway Trust

What is South West Visitor Insights?

South West Visitor Insights is our audience evaluation programme for museums and cultural organisations to gain an understanding of and build an evidence base of knowledge about their audiences.

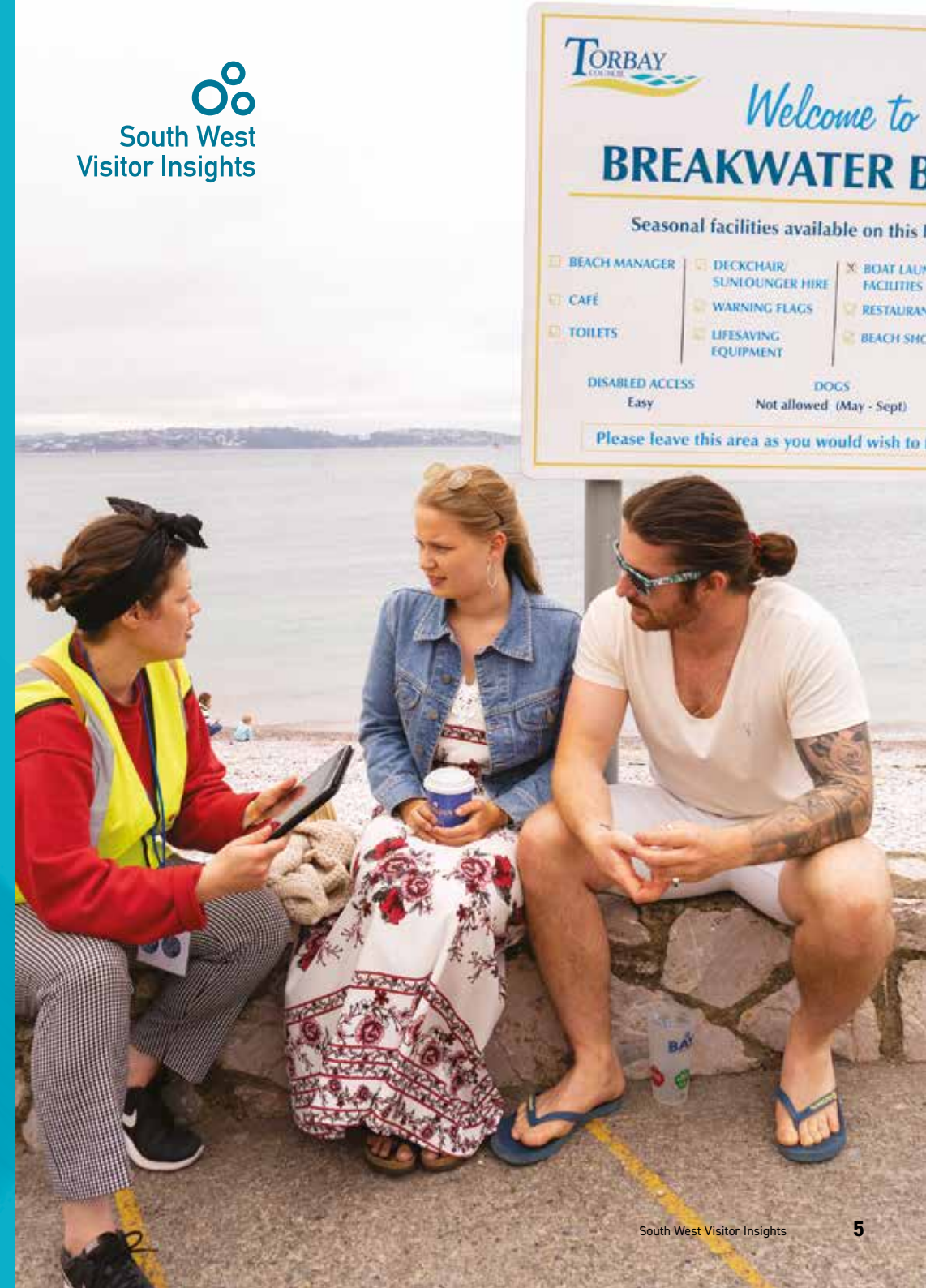
- Built in collaboration with a range of museums, heritage and arts organisations
- Provides a scalable and sustainable approach to audience evaluation that operates in harmony with your day to day operational activities
- Operates across the calendar year to put in place effective ways to capture audience data paying particular attention to how the season influences your audience
- We work both one on one and in small groups across local areas and counties. This allows for sharing good audience evaluation practice, peer to peer working and a wider insight across similar organisations in your area
- Designed and tailored to be highly effective for organisations which
 - **Have a volunteer workforce**
 - **Operate seasonally**
 - **Reach fewer than 20,000 onsite visits**
 - **Participate in events or festivals**
 - **Are located jointly with other organisations or services**

What can South West Visitor Insights do for you?

Evidence based audience evaluation is an essential tool for museums and cultural organisations and a requirement of all major funders.

Using South West Visitor Insights will help you to:

- Have a clear understanding of who your current audiences are and who your potential audiences might be
- Increase your audiences by targeting and tailoring your offer
- Write informed, evidence based funding applications
- Advocate to current and potential partners about the value and reach of your audiences
- Prioritise areas of work e.g. programming; outreach
- Spend limited marketing budgets more effectively
- Engage with new audiences locally and nationally
- Understand why people engage, their interests and what they value
- Understand the impact of tourism on your audiences



South West Visitor Insights

How it works

South West Visitor Insights is a flexible and tailored programme developed with a range of museums, heritage organisations, community festivals and cultural organisations. There are a number of key stages we will work through to find the best fit for your organisation.

As a participant you will receive:

- Onsite support that is tailored to the needs of your museum
- A menu of practical support options to choose from
- A range of reporting products designed to present data clearly and with impact
- A minimum of two sessions to meet other organisations taking part in order to share practice and common priorities, map out actions for working together and collaborate with audience data
- Dedicated audience development expertise to inform your audience engagement insights, strategies and implementation
- Dedicated digital marketing and engagement expertise to develop your online engagement priorities
- Support to frame and articulate your work to funders and stakeholders using your data as an evidence base

What we need from you:

Time and enthusiasm. We are looking to work with organisations over a minimum of twelve months

To agree a **Project Charter** which outlines this commitment and provides a timeline of key milestones, events and our reporting to your organisation.

A Trustee to sign the Project Charter and two representatives who agree to be points of contact, one of whom will need to be the lead applicant.

Your **visitor numbers** for the last year. This is so that we can agree with you on an achievable minimum number of survey responses to ensure robustness in both the approach and scale of surveying to inform your audience data.



South West Visitor Insights

South West Visitor Insights operates over a minimum of 12 months for site based cultural organisations*. There are annual cycles of support available to South West Visitor Insights museums.

Year 1 participants will have support to develop and implement the programme.

Year 2 provides an opportunity to build more features into your programme of audience evaluation as well as to review and focus on key priorities which require more in-depth or repeat data capture and analysis. *The menu shown on page 11 presents a range of essential and optional features to build your programme of audience evaluation.

Outcomes for your organisation from undertaking South West Visitor Insights

- Final report with analysis of current audience (not online)
- Inclusion of publically available data to add context to understanding of the museum's current audience e.g. Area Profile reports; Local Authority health and population data
- Identification of audience development priorities for Year 2
- Articulation of data for use in reports and funding applications, as applicable

*There are other options available for community events and festivals; please contact us to discuss these options further on museum.development@bristol.gov.uk

If your organisation has already engaged with South West Visitor Insights please contact us to discuss moving forward into the next cycle of audience evaluation on museum.development@bristol.gov.uk

1) Visitor audience evaluation on site:

Initial on site meeting to discuss options for developing on site visitor survey including options:

- Kiosk survey analysis of space and operational set-up
- Online survey functions link
- Survey design and build
- Commission loan kit to conduct surveys (optional)
- Set up and installation of loaned kit (tablet and stand or table kiosk)

2) Online Audience evaluation

- Online survey functions link
- QR code for application with marketing materials
- Survey design and build
- Team induction – sharing the project with the wider team

3) Building Skills and capacity in your team

- Project sharing –meeting with the wider team to launch the project
- Fieldworker training for Volunteers/Staff for conducting and/or operating surveys
- Volunteer Health Check to assess confidence in audience engagement

4) Capture and analysis of existing data and baseline report

- Gift Aid data
- Newsletter/Friends/membership data report
- Paper based feedback and evaluation records

5) Developing digital audiences:

- Introduction to Google Analytics and understanding online engagement
- Website analytics
- Integration of online audiences with visitor data analysis and reports and during the project:
- Summary statistics report per quarter

South West Visitor Insights: Checklist

Key factors to successfully implement audience evaluation:

- Ensure your whole team understands what you are seeking to achieve and why
- Keep everyone updated on progress. It takes a team effort to generate evaluation data and apply the insights.

Notes to accompany the questions outlined on page 13

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Here are some questions to start the process and think about whom across the team may contribute ideas and answers:

Is this the right time:

- ☐ Why it is a priority for us to understand better our current audiences over the next twelve months?
- ☐ Do we have an upcoming anniversary or milestone to celebrate?
- ☐ Are we working towards a redevelopment project or funding bid?
- ☐ Are we committed to improving our current offer and the visitor experience?
- ☐ Are we looking to review our online presence and activity?
- ☐ Are we looking to increase audiences and deliver more effective marketing?

Can we answer these questions about our visitors with confidence?

- ☐ How many visitors did we have on site last year?
- ☐ Are we able to count and project accurately our visitor numbers?
- ☐ Do we use audience evaluation data to inform and adapt our business decisions?

Can we answer these questions about our online presence?

- ☐ Do we have editorial control over our website and a direct link to the organisation which hosts it?
- ☐ How do we use Social Media? What channels...?

What information do we currently have about our audiences?

- ☐ Do we collect any ticketing data, such as Gift Aid?
- ☐ Can visitors book their tickets or attendance for an event online?
- ☐ Do we send out Newsletters or Friends/Membership reports via our Website or CRM systems?

Some operational considerations:

- ☐ How do we welcome our visitors on-site?
- ☐ Does our building have a strong WiFi connection?
- ☐ What feedback opportunities do we provided for our audience/visitors?

How we will work together on South West Visitor Insights?

Before we start to work together we will ask a few things from your organisation.

- To sign a data sharing agreement
- To sign an equipment loan agreement (if applicable)
- Evidence of your organisation committing to engage in the project. This is usually evidenced through a member of your governing body or senior manager signing the Project Charter.
- To confirm two key members of your team as the primary project contact
- To participate in a number of meetings on-site and network sharing days in the sub-region across the year
- To share your experience and learning honestly in order to contribute to the evaluation of South West Visitor Insights and the ongoing development of effective audience evaluation in the cultural sector

How to get started

Is now the right time to invest in audience evaluation?

Each year, thanks to Arts Council England funding we are able to provide up to 20 fully subsidised places to Accredited Museums in the South West.

Applications for these places are through an Expression of Interest.

South West Visitor Insights can also provide partly subsidised places for museums and heritage organisations and other cultural organisations on a consultancy basis. These have the potential to be incorporated into project grant applications.

If you wish to submit an Expression of Interest form or if you want find out more about South West Visitor Insights then get in touch with us at museum.development@bristol.gov.uk

For further information on who we are and what we do please visit our website:

www.southwestmuseums.org.uk

If you have any questions or would like to request an Expression of Interest form please contact

museum.development@bristol.gov.uk



South West
Visitor Insights