South West Visitor Insights is an audience evaluation and insights development programme for museums, heritage and cultural organisations. Existing participants to the SWVI programme are encouraged to apply. South West Visitor Insights has been successfully adopted by a range of cultural organisations, all of whom receive fewer than 50,000 visitors, with many attracting around 10,000 per annum. Many participant organisations operate entirely with volunteers. More information on South West Visitor insights and case studies can be found at [southwestmuseums.org.uk/what-we-do/museum-support/audiences/](https://southwestmuseums.org.uk/what-we-do/museum-support/audiences/)

In 2020, thanks to Arts Council England funding, we are able to provide twenty fully subsidised places to Accredited museums in the South West. If you wish to apply to the 2020 South West Visitor Insights programme, please complete this Expression of Interest form and submit to [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk) by **12 noon on the 16th March 2020**. We are especially interested in working with museums that have previously engaged with South West Visitor Insights and have a commitment to use the audience evaluation findings to influence their offer to visitors. We are also seeking to support museums that are working on relocation or redeveloping and need to evidence how these changes will affect their understanding of existing and new audiences. We will contact successful organisations awarded by the end of March to confirm whether your application for a fully subsidised place has been successful.

For further information on how to apply please contact [museum.development@bristol.gov.uk](mailto:museum.development@bristol.gov.uk)

**1. General information**

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

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

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

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

**2. Tell us about your current audience evaluation and how/ if you gather visitor data**

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**3. What do you want to achieve by participating in South West Visitor Insights during 2020?**

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**4. Why do you consider now is the right time to be participating in South West Visitor Insights?**

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Thank you for submitting your expression of interest, we will be in touch by the 30th March to confirm whether your application has been successful.