What other free resources can support your work on audience research?

**Guidance on audience development and marketing**

* Audience Agency’s guide to creating an [Audience Development Plan](https://www.theaudienceagency.org/resources/guide-to-audience-development-planning)
* Association of Independent Museums’ (AIM) Success Guide on [Understanding Your Audiences](https://www.aim-museums.co.uk/wp-content/uploads/2020/04/Understanding-Your-Audiences-2020-1.pdf)
* AIM’s Success Guide on [Marketing](https://www.aim-museums.co.uk/wp-content/uploads/2020/06/Marketing-Success-Guide-2020.pdf)
* AIM’s Success Guide on [Visitor Experience](https://www.aim-museums.co.uk/wp-content/uploads/2017/03/Successful-Visitor-Experience-2017.pdf)
* National Lottery Heritage Fund’s [guidance on inclusion](https://www.heritagefund.org.uk/publications/inclusion).

**Guidance on undertaking research and evaluation**

* The National Lottery Heritage Fund’s [guide to evaluation](https://www.heritagefund.org.uk/funding/good-practice-guidance/evaluation-guidance)
* SHARE Museums East’s [Evaluation Toolkit for Museums](https://www.sharemuseumseast.org.uk/wp-content/uploads/2020/05/SHARE_Evaluation_Toolkit_FINAL_WEB.pdf)
* Digital Culture Network’s guides to [making the most out of your data](https://digitalculturenetwork.org.uk/knowledge/category/making-the-most-out-of-your-data/)
* Audience Agency’s visitor questions for survey inspiration: [core questionnaire and question dictionary](https://www.theaudienceagency.org/audience-finder-core-questionnaire-for-npos)
* Arts Council England’s [research question bank for learning](https://www.artscouncil.org.uk/sites/default/files/S3D3_Researchers_Question_Bank.doc) (linked to Generic Learning Outcomes)
* Family Arts Campaign’s [Evaluation and Audience Research Toolkit](http://www.familyarts.co.uk/wp-content/uploads/2015/05/Family-Arts-Festival-Evaluation-Toolkit.pdf) – for evaluation of family arts festival events

**Analysing, reporting and using your findings**

* SHARE Museums East’s [Data Driven Museums](https://www.sharemuseumseast.org.uk/wp-content/uploads/2023/02/Data-Driven-Museums-2023-FINAL-1.pdf)
* NCVO’s guides to [analysing quantitative and qualitative data](https://www.ncvo.org.uk/help-and-guidance/strategy-and-impact/impact-evaluation/evaluation-and-impact-reporting/analysing-data/#/)
* [Canva](http://www.canva.com/)**:** free online graphic design software
* Data visualisation platform [Infogram](https://infogram.com/)
* AIM’s [Economic Impact Toolkit](https://aim-museums.co.uk/wp-content/uploads/2019/10/Economic-Impact-Toolkit-2019.pdf)
* Free software to let you [plot postcodes on a map](http://www.doogal.co.uk/BatchGeocoding) online.

**Best practice**

* [The Visitor Studies Group](https://visitors.org.uk/) brings together people working or interested in visitor studies
* UK Evaluation Society’s [Guidelines for Good Practice in Evaluation](https://www.evaluation.org.uk/app/uploads/2019/04/UK-Evaluation-Society-Guidelines-for-Good-Practice-in-Evaluation.pdf)
* Market Research Society’s [Code of Conduct](https://www.mrs.org.uk/standards/code-of-conduct)
* Centre for Cultural Value’s [Evaluation principles](https://www.culturalvalue.org.uk/our-work/evaluation/evaluation-principles/)
* Information Commissioner’s Office [Guide to Data Protection](https://ico.org.uk/for-organisations/guide-to-data-protection).

**Free sources of benchmarking and contextual data:**

* ONS Census 2021: [build a custom area profile](https://www.ons.gov.uk/visualisations/customprofiles/build/) of demographic data for your local area
* South West Museum Development’s [Annual Museum Survey 2022](https://southwestmuseums.org.uk/south-west-annual-museum-survey-2022-reporting/)
* Audience Agency’s [Digital Reports](https://www.theaudienceagency.org/evidence/covid-19-cultural-participation-monitor/digital-report)
* Audience Agency [Museums Report](https://www.theaudienceagency.org/resources/museums-audience-report) (2018)