

Who are your Competitors?

Using this table, start by creating a list competitors in the centre column, then fill in the left and right columns:

What can we learn from them?

e.g. staff are welcoming and engaging with children

COMPETITORS

e.g. local soft play area

How are we better than them?

e.g. hands-on educational fun activities, value for money



Rural
Proofing
Resilience



South West
Museum
Development
Programme

CORNWALL
MUSEUMS
Partnership