**Application Form For**

*Audience Champions 2021*

**Audience Champions will equip museums to develop a data-driven approach to audience development by gaining in-house skills in data collection and data analysis using Audience Finder.** **Working in partnership with The Audience Agency this programme aims to support museums recovery from the Covid-19 pandemic focussing on short and medium term planning in rebuilding, increasing, or diversifying audiences.**

This is a two year programme commencing in June 2021 and supports Requirement 8: Understand and develop your audiences, of the Accreditation Standard, November 2018.

Year one will be split into four phases and delivered through a series of eight short, online workshop sessions (90-120 minutes) where you will:

* Gain a baseline understanding of your current and potential audiences
* Use data sources and segmentation models such as Audience Spectrum and Mosaic to identify and understand the behaviour of potential audiences
* Explore the implications of the pandemic on your audience development plan through using research findings
* Be signposted to best practice for data collection, including Covid secure practice
* Collect your own data, up to 380 visitor surveys\*, over 12 months
* Receive an Audience Finder group report, presenting key findings.
* Receive support to analyse your results and apply Audience Finder data in an Audience Development Plan

There will be structured tasks in between these sessions followed by ongoing West Midlands Museum Development and Audience Agency support.

*\*A sample size of 380 visitor surveys ensures you achieve robust data. The programme will support museums of all sizes in collecting visitor surveys that is appropriate to your capacity.*

All workshop sessions will be delivered via Zoom and will require participants to have access to internet and a laptop or tablet to take part.

Year two will be about embedding your research and an audience focus within the organisation and will require museums to participate fully in Audience Finder and to share your learning. You will:

* Continue to collect your own data, up to up to 380 visitor surveys, over another 12 months
* Receive a second Audience Finder group report, presenting key findings.

**Programme Timescale:**

* Submission of Application Form by **5pm, Monday 7 June**
* Successful applicants notified by **Friday 11 June**

**Phase 1 Set Up**

* Completion of skills audit survey by **5 July 2021**
* Session 1 **Introduction to the programme, to the cohort and data for strategy** (90 mins) Wednesday 16 June 10.30am-12pm
* Session 2 **Introduction to Audience Finder and Audience Spectrum** (120 mins) *Date tbc*
* Session 3 **Session 3 – Data collection** (60 mins) **digital or pre-recorded** *Date tbc*

**Phase 2 Data Collection**

* Data collection (in person) begins **July/August**

**Phase 3 – Introduction to audience development workshop**

* Session 4 **Introduction to Audience Development** (90 mins) *Date tbc*
* Session 5 **Using secondary data** (90 mins) *Date tbc*
* Session 6 **Assessing the marketplace** (90 mins) *Date tbc*

**Phase 4 Reporting**

* Session 7 **Group level report** (90 mins) *Date tbc*
* Session 8 **Audience development strategies** *Date tbc*

**Conditions of Participation**

* Priority will be given to non-NPO museums who are Accredited or Working Towards Accreditation
* Museums must commit to:
  + Providing a dedicated project lead
  + Undertaking a skills audit survey so we can tailor the programme to your needs
  + Dedicating two staff/volunteers time to attend all eight training events or agree shared attendance with other staff/volunteers
  + Collecting up to 380 visitor surveys over each 12 month period to achieve robust data (July 2021 – July 2023)
  + Creating a free Audience Finder online account following Session 1

**About you**

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| --- | --- |
| **Name:** | Click here to enter text. |
| **Email:** | Click here to enter text. |
| **Job Title:** | Click here to enter text. |
| **Organisation:** | Click here to enter text. |

**Please provide a short summary of your Museum including any seasonal opening times. (max 300 words)**

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| Click here to enter text. |

**Please provide a short summary of any audience data capture/ analysis activity (if any) at your museum site(s) pre Covid. (max 300 words)**

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| Click here to enter text. |

**What are the key things you would like to know about audiences to assist your organisations recovery? (max 300 words)**

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| Click here to enter text. |

**What have previously been the issues/ barriers to audience data collection/ analysis? (max 300 words)**

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| Click here to enter text. |

**Are you committed to fully participating in the two year programme including attendance at all workshops?**

Choose an item.

Please consider the following when answering the above:

* Is your senior management fully supportive of the organisations participation in this programme?
* Are you able to provide up to two key staff/volunteers to contribute as necessary?

**Do you or your colleagues who will be attending the online workshops have any specific access requirements?**

Choose an item.

**If yes please provide details here:**

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| Click here to enter text. |

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| **By signing this form your museum agrees to the ‘Conditions of Participation’ as outlined above and confirms that representative(s) will fully participate in the programme.** | | | |
| **Signed:** | Click here to enter text. | **Date:** | Click here to enter a date. |

**Please return completed form by email to** [**wmmd@ironbridge.org.uk**](mailto:wmmd@ironbridge.org.uk) **no later than 5pm,** 07/06/2021**.**