

November 2022

Invitation to quote for:

# ‘Museum Engagement Trends’

## Introduction

The East Midlands Museum Development (MDEM) and West Midlands Museum Development (WMMD) programmes are seeking a freelance individual, agency, or team to analyse the various data sets collected by both teams, with an emphasis on the training programme data for 2020-22.

## About MDEM and WMMD

WMMD, a Sector Support Organisation (SSO), was established in April 2015 and supports 139 Accredited museums and those Working Towards Accreditation across the wider West Midlands region. The programme is funded by Arts Council England and is managed by Ironbridge Gorge Museum Trust.

MDEM, a Sector Support Organisation (SSO), was established in April 2015 and supports 116 Accredited museums and those Working Towards Accreditation across the East Midlands region. The programme is funded primarily by Arts Council England and is hosted by Leicestershire County Council.

Both programmes directly support the delivery of the UK Accreditation Scheme for museums and galleries in England.

Museum Development in England is delivered by nine regional providers. It extends across the UK and forms the national Museum Development UK network. Each provider tailors opportunities for participation in schemes, training, grants programmes and networks based on an informed understanding of the context and needs of museums in their area.

### **About the Museum Engagement Trends project**

Both regions collect and monitor several data sets.

We recognise that the analysis we carry out is light touch and this is an opportunity to link the data sets together for greater insights.

MDEM and WMMD are seeking a freelance individual, agency, or team to delve into the data to deliver insights and help inform our future training programme and our joint application for the 2024-2026 Museum Development programme for the Midlands.

### **Scope of the Museum Engagement Trends project**

The project scope includes, but is not limited to:

- Delivering insights from the quantitative booking data attending training sessions since 2020
- Delivering insights from the quantitative post event surveys since 2020
- Delivering insights from the qualitative post event surveys since 2020 for the training attended and for future training requirements. For example this may involve coding open text fields but we are open to alternative approaches.
- Comparing bookings trends from the different data sources for 2018-20 to 2020-22
- Insights to be both Midlands-wide and region specific

### **Aims of the Museum Engagement Trends project**

The project aims to understand how the two museum development programmes are meeting the training needs of museums both in the short term and the longer term and to identify areas for improvement. The project findings will help inform our Museum Development 2024-26 programme application.

We'd like to know more about how factors such as museum size, the governance type, the location of the museum and the delegate experience level influence engagement with our programme, and how learning is embedded when we look at the long range evaluation.

We want to understand where there are gaps in the reach of our training and if there is more we can do to improve our training offer.

## The brief

We are looking for a candidate (or candidates\*) to carry out the data analysis, including:

- Agree final parameters at launch meeting (in person or online)
- Inform our understanding of how to get the most out of the data sets we hold
- Advise the MDEM and WMMD teams how they can clean the data before analysis
- Carry out the agreed analysis such as cutting data by key variables and coding text responses
- Provide Midlands-wide data analysis outputs, including cross tabulations
- Provide regional data analysis outputs, including cross tabulations
- Report of trends and insights Midlands-wide and for each region
- Presentation to MDEM and WMMD Programme Managers (in person or online)
- Learnings and recommendation for future data collection

*\*MDEM and WMMD will consider applications from agencies, individual freelancers or a team of freelancers if you wish to apply as a group.*

We are seeking candidates with the following experience and expertise:

- **Project management:** Track record of delivering projects to plan, on time and within budget
- **Technical skills:** Proven data analysis skills, working with multiple data sets and an ability to manipulate data using advanced Excel functions or specialist software to draw out the patterns from the quantitative and qualitative data
- **Communication:** Excellent communication skills with the ability to present the data in an understandable formats for non-data experts
- **Museum and/ or heritage sector experience and knowledge:** Desirable

## Timescales and key dates

- Invitation to quote closes: 5pm, Monday 5 December 2022
- Interviews: week commencing Monday 12 December 2022
- Successful applicants notified: by Monday 19 December 2022
- Start of contract and Initiation meeting w/c 9 January 2023
- Final report, data set and presentation: by Monday 27 March 2023 at the latest

## The Data

Principle data sources are:

- WMMD CRM system which includes
  - museum information such as address, governance type and size
  - event information such as
    - attendees/ museum
    - pre-pandemic post event survey data (not linked to delegate or museum) circa 280 surveys
- MDEM Participation spreadsheet with top level indication which elements of the regional programme each museum has engaged with for every financial year
- MDEM Excel data of attendance for each training event
  - 21-22 43 events, 421 delegates
- Booking data (example WMMD booking form <https://mdwm.org.uk/late-booking/> )
  - Number of bookings per year circa 400-450 per region
- Data from post event survey\*, ), includes 4 open text fields for analysis (example survey link <https://www.smartsurvey.co.uk/s/preview/W3PX6W/86376B5F686989EB45086FE40562A3>)
  - Number of surveys per year circa 200 per region (2020-21 and 2021-22)

Other data sources include:

- Data from long range evaluation survey\*, includes 3 open text fields for analysis (example survey link <https://www.smartsurvey.co.uk/s/preview/Q2Evaluation21-22/482D546912F93FA8A06A426FC6A8AC> )
  - WM data for 2020-21 available (82 surveys)
  - EM data for 2020-21 available (51 surveys)
- Data from Museum Organisational Health Check survey (survey link <https://online1.snapsurveys.com/interview/5ec702b0-7700-41be-8a54-56cdfc793539> )
  - WM 28 completed over 2 years
  - EM 60 in 2020
- Annual Museum Survey report regional and national <https://mdwm.org.uk/annual-museums-survey/>
- Training Needs Survey 2021 regional and national data. Museum leaders responded to a detailed survey assessing training needs across five broad themes of organisational development.

*\*WMMD uses SmartSurvey, MDEM Survey Monkey there are minor differences in the questions asked.*

## **Project budget and payment terms**

Up to £12,000, including VAT and any expenses.

Please note, as this is a freelance opportunity the successful applicant will be responsible for arranging their own National Insurance and tax.

This work is funded with public money through Arts Council England, so it is imperative that we follow 'best value' principles when appointing our consultancy partner.

### **WMMD and MDEM will offer the following support:**

- Cleaning the data as directed by the successful consultant prior to analysis being carried out
- Ongoing support with queries

## **Monitoring and reporting**

Throughout the programme MDEM, WMMD and the successful candidate(s) will have opportunity for online meetings, with the opportunity to amend the process to ensure it is fit for purpose.

The key measure of success is that the Museum Engagement Trends project is delivered on time, to budget and in line with the agreed outputs.

## **Instructions for responding to the brief**

To respond to the brief, please provide:

- An introduction to you and your credentials (or those of your organisation and/or partners)\*
- Details of the relevant experience and competency possessed by the consultant and any other personnel who will work on the project\*
- Your proposal

*\*CVs are acceptable. The first two points or CV should be no more than 2 sides of A4 in total.*

Proposals should be no longer than two sides of A4 or could take the form of a short video presentation and should include:

- Details on how you propose to satisfy the requirements of the brief with a proposed methodology
- A proposal draft delivery timetable
- Name and contact details of two recent referees

Please email your proposal to [wmmd@ironbridge.org.uk](mailto:wmmd@ironbridge.org.uk) by **5pm, Monday 5 December 2022**.

Applicants will be contacted to arrange an online interview to be held during the week commencing 12 December 2022.

**Any queries or things you would like to discuss beforehand?**

We are more than happy to discuss the project with you beforehand and answer any queries you may have.

Please email Dawn Allman [dawn.allman@ironbridge.org.uk](mailto:dawn.allman@ironbridge.org.uk) to arrange an informal phone or Zoom call.

**Prepared by:**

Dawn Allman – Museum Development Officer – Data and Comms, WMMD

Sarah Hartshorne – Museum Development Programme Officer, MDEM

Michelle Davies – Joint Programme Manager, WMMD