

## **South East Museum Development feedback and planning survey**

The survey ran between Monday 17<sup>th</sup> October and Monday 24<sup>th</sup> October 2016.  
The survey received 79 responses.

### **General Overview of Respondents**

- The majority of responses came from SEWS (30%), followed by HIOW (27%), KEN (23%) and then BOB (20%).
- The majority of responses were from museums with 9,999 or less visitors (42%), followed by 10,000 to 49,999 visitors (23%), then larger sites attracting 100,000+ visitors (20%) and lastly, museums with 50,000 to 99,999 visitors (15%). It could be assumed that the largest proportion of these respondents therefore, are from our contingent of small independent museums, which make up over half of the museums in the South East.
- From the 79 responses, only 12% stated they rarely engaged with MD or engaged once a year. The rest (88%) engage with MD at least two or more times a year, with the majority (28%) stating they engaged with MC more than once a month. However, we cannot tell whether some of these respondents counted our bi-monthly newsletters as an 'engagement'.
- 99% of respondents value being part of the South East programme.

### **Q5: Top 3 ways museums engage with MD over the past 3 years**

Of the 76 people who answered this question:

- The joint top response was receiving regular e-newsletters and attending training sessions and workshops (46 responses each)
- Then attending and participating in museum networks (37 responses)
- And third, applying for small grants for training and development projects (33 responses)
- Receiving one-to-one visits from the Museum Development team was a close fourth (26 responses)
- In the lower half of responses was relationships with mentors, including Accreditation Museum Mentors (17)
- Attending and being part of Peer Development / Peer2Peer Groups (14)
- Searching resources and case studies on the SEMDP website (9)
- Taking part in bespoke, small-scale projects led by Museum Development (9)
- The lowest response rate was facilitated support of new or existing partnership project opportunities (4)

## Q6: To what extent has the SEMDP impacted on your ability to do your work and develop your organisation?

- This question was presented in a sliding scale with 1 being 'not at all' and 5 being 'a great deal'.
- Of the 76 people who answered this question, the average is 3.8.

	Not at all (1)	2	3	4	A great deal (5)	Total	Weighted Average
Impact on your work	5.26% 4	5.26% 4	28.95% 22	28.95% 22	31.58% 24	76	3.76

## Q7: Explanation of the above answer

There were 56 responses to this question. They broke down into 6 areas, with some comments falling into more than one area:

1. Positive comments about the **professional** advice and support the MD team provide (31 responses).
2. Positive comments about MD being joined-up with the wider sector that bring opportunities, networking and partnerships where they can learn from others (20 responses).
3. Positive comments about **training and grants** received (12 responses).
4. The acknowledgment that MD is of benefit but they don't engage, or use other means, and so it has **limited impact** on them (6 responses).
5. A negative or **constructive criticism** (3 responses).
6. Other (2 responses)

## Q8: The top 3 ways you would like to continue engaging with MD

Of the 76 people who answered this question:

- The top response was applying for small grants for training and development projects (49 responses).
- The second was receiving regular e-newsletters (42 responses).
- Attending training sessions and workshops was third (41 responses).
- In fourth place was attending and participating in museum networks (37 responses).
- Receiving one-to-one visits from your Museum Development team (26 responses).

The rest of the responses break down as follows:

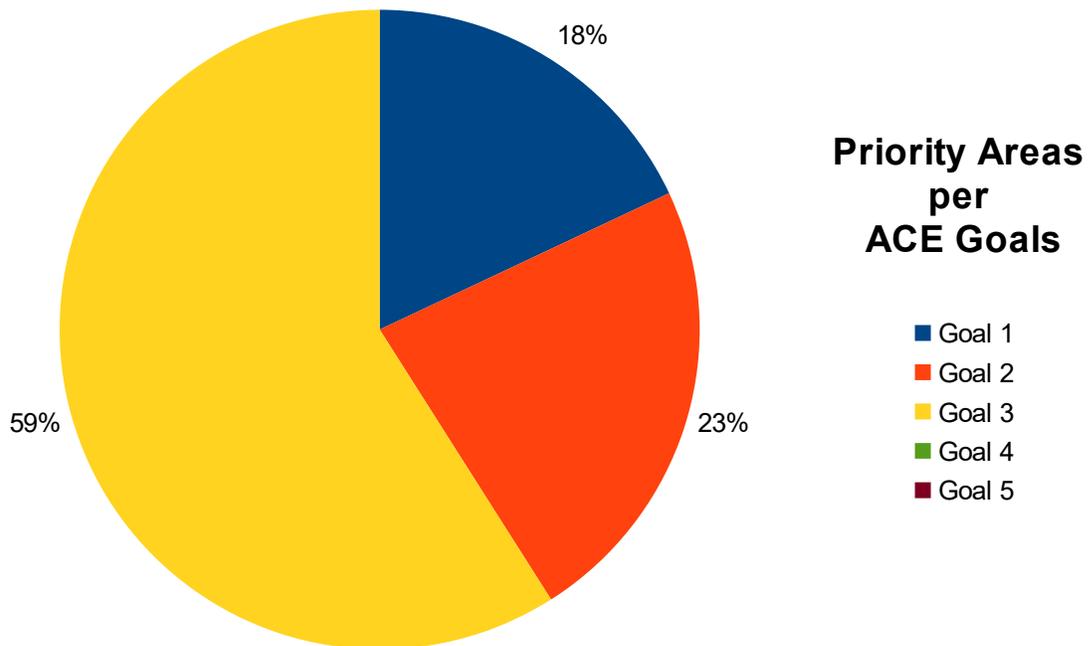
- Through relationships with mentors, including Accreditation Museum Mentors (25 responses).
- Attending and being part of Peer Development / Peer2Peer Groups (15).
- Facilitated support of new or existing partnership project opportunities (15).
- Taking part in bespoke, small-scale projects led by Museum Development (12).
- The lowest response rate was searching resources and case studies on the SEMDP website (4 responses) which indicates that perhaps museums don't know what is available on our website, or if they do, they don't know the best way to make use of them.

## Q9: Top 3 priority areas for organisations over the next 3-5 years

Of the 76 people who answered this question:

Priority Areas	Response	ACE Goal
Reaching new or existing audiences	43.42% (33)	2
Collections review and rationalisation	32.89% (25)	1
Volunteer recruitment and management	30.26% (23)	3 / 4
Improving the visitor experience	28.95% (22)	2
Museum Accreditation Scheme support	27.63% (21)	3
Business planning and diversifying your income	25.00% (19)	3
Digital engagement, social media and digitisation	18.42% (14)	1
Improving financial performance	18.42% (14)	3
Conservation and care of your collections	18.42% (14)	1
Supporting funding applications	17.11% (13)	3
Governance and Trustee/Board development	17.11% (13)	3
Refreshing and revisiting the interpretation methods of your collection	15.79% (12)	2
Partnerships with Universities and Colleges	9.21% (7)	3
Energy efficiency and reducing utility bills	3.95% (3)	3
Brokering relationships with arts practitioners and cultural organisations	3.95% (3)	3
Working internationally	2.63% (2)	1
Other - Helping us plan for the future of the museum - Moving premises from commercial rent	2.63% (2)	3

- When the 17 priority area options are organised into the 5 Arts Council Goals, the majority of responses identify Goal 3 Resilience as their priority for the next 3-5 years
- Goal 1 Excellence a second priority and Goal 2 Audiences a close third.



Please Note: For 2018-22, Accreditation is categorised under 'Resilience' as per ACE guidelines.

### Q10: Any other comments about SEMDP

There were 32 responses to this question. The majority of comments were very complimentary of the SEMDP.