

## Working towards an Audience Development Plan

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## What is Audience Development?

### EMMLAC (East Midlands MLAC)

- Audience development is about knowing who your users are, or aren't, and developing your service to appeal to them so that they become active, satisfied users of your service

### HLF

- Audience development is about ambition. It is a planned and managed process that involves taking proactive steps to develop audiences.

### 1. Audit stage



### 2. Assessment stage



### 3. Action planning stage



## Questionnaires

(or feedback forms)

- Ensure representative sample (more important than sample size)
- Can include closed/open questions, also multiple choice and scale questions
- Provide quantitative and qualitative data
- Always pilot questions with small sample
- Can be time-consuming to analyse
- No opportunity for follow-up

## Interviews

- Structured or unstructured
- Open or closed questions
- Quantitative and qualitative data
- Can be recorded (audio tape/digital)
- Can include other techniques such as Personal Meaning Mapping
- Opportunity to clarify/follow up
- Time-consuming

## Focus groups

- Group interview – 5-8 people
- Lasts 1-2 hours
- Can incorporate other evaluation tools and visual material
- Open-ended questions
- Opportunity to clarify/follow up
- Provides qualitative data – ideas, feelings, opinions, etc.
- Led by facilitator
- Can be recorded (audio-tape/digital) and transcribed



### Observation and tracking

- Provide quantitative data: numbers, time spent, etc.
- Provide qualitative data, e.g.. level of engagement, behaviour, conversation
- Useful to have floor plan and checklist
- Also record unexpected behaviour
- Information about what visitors really do
- Can be intrusive
- Time-consuming
- Risk of making assumptions

### Collecting comments

- Comments book, board or box
- Visitors like to see what other visitors think
- More creative responses, e.g.. pictures
- Can ask a question(s) to encourage responses
- May need to edit responses
- Can provide contact details for follow up
- Self-selecting so not representative
- Analyse by grouping into categories
- Can provide information for further evaluation

### Assessment Stage



- Review SWOT
- Identify key factors and gaps

### Action planning stage



How are you going to deal with identified issues and information gaps?