

Grant Writing Toolkit for Museums

Appendix 3

Potential sources to support evidence of need

Own evaluation and monitoring

This could be feedback from activities, visitor survey responses, comments books, case studies, social media engagement data

i. Local statistics

Look for data gathered by your local authority, local health authority, local tourism agency.

Tourism agencies produce a wealth of data on tourists, which is useful to research and use. If you search for your local tourism office, they often have local data and information available, for example:

- Tourism South East – Insights
<https://www.tourismsoutheast.com/industry-insights>
- Tourism South East – South East England Visitor Sentiment Tracker
<https://www.tourismsoutheast.com/insight-trackers>
- Visit Britain <https://www.visitbritain.org/official-statistics>

Local authorities often produce useful summaries of local population and demographics, for example:

- County level
https://www.westsussex.gov.uk/media/8996/01_about_west_sussex_2019.pdf<https://www.surreyi.gov.uk>
- District level
<https://www.elmbridge.gov.uk/council/population-and-demographics/>

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There is also a wealth of useful reports and statistics available from <https://lginform.local.gov.uk>.

e.g., Well-being in your area

https://lginform.local.gov.uk/reports/view/lga-research/lga-research-summary-report-personal-wellbeing-in-your-area?mod-area=E10000014&mod-group=AllCountiesInCountry_England&mod-type=namedComparisonGroup

Local health authorities, also have information available.

e.g., Health Profiles <https://fingertips.phe.org.uk/profile/health-profiles>

ii. **Heritage/ museum sector specific data**

There are several sector specific surveys' and reports available.

e.g., [Museum Audience Report, 2018](#), and DCMS [Taking Part](#)

iii. **Letters of support**

iv. **Local area profiles**

The [Audience Agency](#)'s local area profiles are a useful resource. Although you have to pay for them, they provide a wealth of useful information and can be tailored to your needs.

South East Museum Development have commissioned area profiles reports for the South East which they can send you for free.

<https://southeastmuseums.org/resource-library/engagement-area-profile-reports-2021-24/>

v. **Trip Advisor, Google reviews**

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vi. **Census**

Although the data is now old, the Office for National Statistics does undertake projections and therefore still remain a useful source
<https://www.ons.gov.uk/census/2011census/2011censusdata>

They have a wide range of different reports, including Spotlight Reports highlighting specific areas.

vii. **National reports, policies**

There are a wealth of national reports and policies relating specifically to the heritage/ museum sectors, and to sectors you may be looking to support.

Which other sectors you look at will depend on your project.

For example:

London Arts and Health's news section is a good source for the latest reports relating to health and well-being for heritage and cultural sectors <https://londonartsandhealth.org.uk/news/>

The Cultural Health and Wellbeing Alliance <https://www.culturehealthandwellbeing.org.uk> also has a good resources section and links.

It is also worth looking outside the sector, to other organisations, thinktanks etc. Such as The Kings Fund <https://www.kingsfund.org.uk/publications>.

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viii. **Academic findings**

It is worth looking at academic research, papers, and findings, again this will depend on your project. But it may be relevant to include research that supports your project's need.

- <https://www.britishmuseum.org/research>
- <https://pandemicandbeyond.exeter.ac.uk/blog/research-on-museums-and-collections-in-the-pandemic/>
- <https://ahrc.ukri.org>