

Understanding our audiences

As part of the Renaissance Vision, we are working to get as many people involved with museums and galleries as possible. This includes ensuring groups that are underrepresented amongst our users are given the opportunity to participate and encouraging people to visit museums and galleries for the first time.

We aim to make at least 38,000 new contacts between children and our museums and galleries, and 57,000 visits by new users by the end of March 2006.

We are also working as part of a national initiative to increase the number of visitors from priority groups. These groups are defined by the Department for Culture, Media and Sport as: people with a physical or mental disability, black or minority ethnic groups and those people in socio-economic groups C2, D and E.

In order to monitor our performance and find out who our visitors are, we have commissioned visitor profile research across the Hub.

This research is being undertaken by Morris Hargreaves MacIntyre, and involves collating information from existing audiences and focus groups.

They are undertaking a Benchmarking survey and regular KPI surveys to help Hub venues obtain precise figures for informal child and family visitors and clarify socioeconomic C2, D and E profiles.

This information is helping us to support the delivery of audience initiatives and put the user at the heart of everything we do.

"Statistics are a tool rather than a chore now."
Steve Garland, Head of Museums, Bolton Museum & Art Gallery.

