Support for audience monitoring and evaluation

Audience Finder
Audience Finder is run by the Audience Agency and is a national audience data and development tool, which enables you to understand who your audiences are and discover who they could be. It is a free tool with optional paid add-ons. You will need to conduct standardised visitor surveys and upload the results. The data you submit helps builds up a picture of your audience's demographics, profile, online behaviour, motivations and attitudes. Your data contributes to the national audience picture, which enables you to benchmark in your region and across the museum sector.

Evaluation Tools and Techniques
Evaluation is the structured process of assessing the success of a project in meeting its goals, it also enables you to reflect on the lessons learned and measure the impact it has had on participants, staff, the organisation and the wider community. The most comprehensive toolkit on evaluation tools and techniques is MLA East England's Evaluation Toolkit for Museum Practitioners. MLA London has produced a number of resources to support museums in the processes, techniques and skills involved in audience monitoring and evaluation. You can find the 10 factsheets on our Publications and Resources pages.

Inspiring Learning for All Framework (ILFA)
The ILFA framework was created as a self-help tool to enable museums, libraries and archives to develop their learning offer. It provides a performance improvement framework, promotes best practice, and helps organisations to assess and evidence the impact of their activities through the Generic Learning Outcomes (GLOs) and Generic Social Outcomes (GSOs). The framework contains resources, case studies, as well as information on how to develop an evaluation plan/strategy and collect evidence.

Quality Metrics
The Art Council's Quality Metrics uses self, peer and public assessment to capture the quality of arts and cultural work. They are a core set of statements developed by arts and culture organisations that are administered on a self-service platform called Culture Counts. Organisations are able to collect and analyse feedback on events, exhibitions or performances. Throughout 2015-2016 Major Partner Museums will test the framework. The information produced by the project should help organisations to evidence the quality of their work to funders and stakeholders, and help everyone to talk about quality in a more consistent and confident way.

Visitor Verdict
Visitor Verdict is a visitor survey and benchmarking service which allows you to find out demographics, triggers, motivations and what your visitors they think of their experience. Museums need to collect visitors email addresses and upload these emails to the online system. The online system then automatically sends out the visitor survey for visitors to complete. The return rate is around 25% and the results are published in real-time on your online dashboard. There is an annual subscription fee.

Visitor Studies Group
The VSG aims to champion visitor studies to encourage and create excellent visitor experiences for all audiences. There is an annual subscription fee, however you can sign up to their free email discussion list where you can ask for advice, post job opportunities and share publications. They run events, conferences and training. They publish resources on their website to keep you up-to-date with the latest practices and principals in evaluation and visitor research. This includes consultant information, articles, reports, presentations, useful links and bursary information.