

Making sense of the big picture: **What happens outside the museum and why is it important**

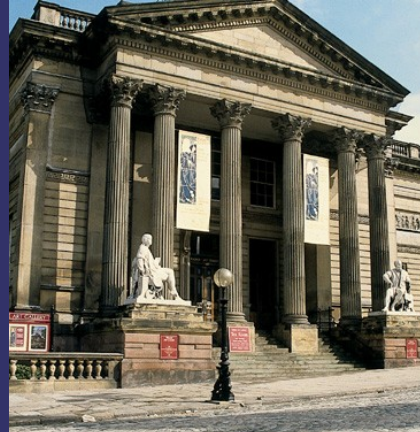
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Presentation outline

1. Mapping internal performance – who, what, why, where, when and how
3. External impact assessment: How do we collect external information and what does it look like?
5. How do we make sense of it all?

National Museums Liverpool



National Museums Liverpool

- The only national museum service in England wholly based outside of London
- Biggest cultural employer in North West of England – 600 staff
- Almost 1.7 million visitors in 2006-07, the highest visitor figure on record

Capital programme - Two new museums



3XN

The City of Liverpool in the 21st Century



- European Capital of Culture 2008
- Culture at heart of regeneration
- Regional economy is growing
- Tourism is a key development sector

Mapping project - Aims

- to map all information gathered across the organisation
- to map external information sources and identify types of information
- to design a management information framework and align it with the strategic planning process
- and ultimately for NML to become a bold and proactive organisation

Mapping Internal information

- Who?** - Who collects the information?
- What?** - The type of information
- Why?** - Why is it important?
- Where?** - Where is it reported?
- When?** - When and how often is it reported?
- How?** - The method of collecting the information

Areas of performance and key measures

Audience Development

Visitor figures and profiles
Learning outcomes
Social impact – community consultation

Venue Assessment

Customer care standards
Satisfaction levels
Complaints and praises

Fundraising

Donations
Pledges
Grants

Communications and Public Relations

Brand awareness
Marketing impact
Press and media coverage
Tourism – benchmarking

Collections Management

Loans
Research and scholarship
Conservation and maintenance

Operations

Efficiency gains in technology
Efficiency gains in use of buildings

Governance

Corporate processes
Risk Register

Workforce development

Diversity
Training
Retention and Recruitment

Finance

Cost per visit
Income and expenditure
Savings
Economic impact

External areas of information

- Benchmarking cultural participation and visitor figures and profiles
- Demographic Comparisons
- Economic Review and forecast
- Social trends
- Learning and Skills data
- Leisure and Tourism trends
- Regeneration and development – impact data
- Public value evidence and impact
- Diversity agendas
- Community development
- Government agendas (local, regional, national)
- Strategy and Policy
- Museum trends and issues
- Culture and Heritage trends

Sources of external data (1)

For demographic, economic social data

- National Statistics Website – www.statistics.gov.uk

For tourism data

- Regional and local tourism bodies
- Visit Britain Statistics Site – www.staruk.org.uk

For sector updates

- NMDC – Newsletter and reports
- Museums Association
- Arts Professional

For case studies and sector trends

- Arts Council Research reports
- Research Centre for Museums and Galleries (University of Leicester)
- DEMOS and IPPR
- www.globalmuseum.org

Sources of external data (2)

For policy and government drivers

- DCMS – Dept for Culture Media & Sport
- DFES - Dept for Education and Skills
- Government Office and local council
- Museums Libraries and Archives Council

For regional economic and cultural strategies

- Regional cultural consortium
- Regional Development agencies
- Tourism bodies

Networks and partnerships

- Regional museum networks
- Visitor Studies Group (of course!)
- ICOM and related international committees for a more global outlook

PESTLE Analysis	External factor	Impact on NML
P – Political	London 2012 Olympics and government funding	This could mean potential funding implications
E – Economic	Tourism is one of the key development sectors in the Liverpool economy	Museum of Liverpool will be a key driver in attracting more visitors to Liverpool
S – Social	Liverpool is ranked as the most deprived local authority in England	Learning works with young people from deprived backgrounds and helps develop new skills
T – Technological	New media and online communities	New opportunities – online projects with museums around the world
L – Legal	Duty to promote Equality of Gender, Race and Disability	Put in place clear performance indicators and build them into our Diversity Action Plan
E – Environmental	Global agenda of climate change	Create awareness and work towards more efficient work environment

Conclusion

Turn data into insight

Don't forget to state the obvious!

Knowledge means the power to take action

Thank you