

NON-USER CONSULTATION LINKS FOR MA EVENT

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Here is a list of information resources and reference guides that I have put together ahead of a presentation I'm giving at a Museums Association event 'Getting to know you: Using visitor data intelligently' on 20 September 2017:

For accreditation and funding body guidelines:

- Arts Council England Accreditation Guidance on Users and their experience: www.artscouncil.org.uk/sites/default/files/download-file/FINAL_201406_GuidanceSection3_PrintFriendly.pdf
- Heritage Lottery Fund guide to audience development: www.hlf.org.uk/audience-development

For tools

- Online survey software: www.smartsurvey.co.uk, www.surveymonkey.net
- Research question bank: www.artscouncil.org.uk/sites/default/files/S3D3_Researchers_Question_Bank.doc
- A template for an audience research brief: <http://visitors.org.uk/wp-content/uploads/2014/08/AudienceResearchBrief.pdf>
- For free infographic websites: <http://infogr.am/>, <http://visual.ly/>, www.piktochart.com, www.visage.co/

For codes of conduct

- Market Research Society code of conduct: www.mrs.org.uk/pdf/mrs%20code%20of%20conduct%202014.pdf
- Market Research Society guidelines on a range of types of research and themes: <https://www.mrs.org.uk/standards/guidance>
- Code of practice for conducting research in town centres: www.mrs.org.uk/pdf/Code%20of%20practice%20for%20town%20centres.pdf

For data protection information

- Guide to data protection: <https://ico.org.uk/for-organisations/guide-to-data-protection/>
- To see if you need to register with the Information Commissioner's Office: <https://ico.org.uk/for-organisations/register/self-assessment/>

For statistics

- The Office for National Statistics: www.statistics.gov.uk

For inspiration

- The Museum 2.0 blog – Nina Simon's blog on the participatory museum: <http://museumtwo.blogspot.co.uk/>
- And The Participatory Museum book: www.participatorymuseum.org/read/
- Searchable articles, guides and case studies from the arts marketing sector: www.culturehive.co.uk
- The Visitor Studies Group: www.visitors.org.uk
- Museums Association's Museum Practice guide on audiences (MA membership needed to access content): www.museumsassociation.org/museum-practice/audiences

If you have any other suggestions that should be added to the list, I'd love to hear from you!