



## AUDIENCE RESEARCH PROJECT BRIEF

overview for tender

### **Help build our resilient future and define Thackray's audiences**

forming part of *Insights, identity and imagination* – a series of vital initiatives funded by National Lottery Heritage Fund to propel the Thackray into its next exciting chapter

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### **Introduction**

In 2021 the Thackray Museum of Medicine re-opened following a £4m redevelopment project, principally funded by the Heritage Fund, with new galleries designed almost entirely through co-creation, alongside bright, fresh spaces for schools, community groups and many others to use and enjoy. The transformation has given us an incredible platform to place the museum as the foremost of its kind in the UK, with the potential to attract 100,000 visitors a year, acting as both a proud hub in the Harehills community as well as being a must-see Leeds cultural attraction.

To get the best out of our unique heritage, we need to better understand, grow and diversify our audiences, taking advantage of our refresh and enhancing our offer for currently underserved communities.

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### **About you**

We are looking to partner a research consultancy or agency that specialises in working with arts and culture organisations.

You will have a commitment to, and an understanding of, the Thackray's ethos of democratising our collection and working collaboratively with communities.

You will have worked with a number of high-profile culture clients who have been able to put findings from your research into practice to enable impactful results.

### **What you will do**

You and your organisation will:

- define our audiences in a wide context against the backdrop of a national audience knowledge base, including insight from those who currently attend, those who have lapsed and those who would potentially attend;

- approach Thackray's audiences with attitudinal preferences foremost;
- research our offer to build personas around our audiences and that highlight what audiences value most or least, and define the potential actions audiences might like to see take place in order to deepen their engagement and create a richer experience; and,
- use information gathered from current, lapsed and new audiences to help define a set of suggested key priorities for particular audience groups or segments.

Please note that whilst digital audiences are important to the Thackray, this research focuses on in-person engagement.

## **Deliverables**

To undertake the research, we would potentially like you to:

- devise a wide-reaching survey to the Thackray's mailing lists, contacts and stakeholders, as well as on-site and off-site in person surveys to attenders and non-attenders;
- hold focus groups, including a focus on our local community.

You will produce or deliver:

- a comprehensive audience insights report to help us define our strategies;
- an easy to understand and approachable audience overview for all staff;
- an all-staff presentation and workshop, with the potential for follow-up surgery sessions.

## **Timescales**

The Thackray anticipates that this project should not take longer than three months to complete, and wishes to start the project in March/April 2024.

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## **Express your interest**

Please write to the Chief Executive, Edward Appleyard to express initial interest or to arrange a conversation by Friday 16 February. Deadline for submitted tenders Friday 1 March.

[edward.appleyard@thackraymuseum.org](mailto:edward.appleyard@thackraymuseum.org)

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