

DAY 1: 18th MAY 2022

Pre-conference visit

Wellcome Collection

Join us for a group visit to see the Milk exhibition

This year's conference includes an optional pre-meet on 18 May from 4.30-6pm at the Wellcome Collection, with option to join us at a local pub following the visit. We value delegates having the opportunity to network, socialise and experience one of our featured institutions first hand.

183 Euston Road
London NW1 2BE

Wellcome Collection info [here](#)
Exhibition info [here](#)
Any issues on the day or finding the group, call Beth Bryan +44 (0)7340331402

DAY 2: 19th MAY 2022

Title & Abstracts	Bios
Rachel Collins, Wellcome Collection and Rebecca Green, DJS Research <i>Case Study: Taking a more inclusive approach to audience segmentation</i>	
<p>This case study will give a frank account of the development of a new audience segmentation system for Wellcome Collection, that aligns with its intention to intention to “embed AD&I into every aspect of Wellcome Collection” and reduce barriers for Deaf, disabled, neurodivergent and racially minoritised people. The session will cover how Wellcome Collection scoped and commissioned its segmentation and how the Wellcome team worked with DJS Research to gather data and develop segments in an inclusive way. You will hear from Wellcome Collection and DJS as we share our experience of embedding inclusive practice when commissioning and delivering visitor research.</p>	<p>Rachel Collins (she/her), Marketing lead at Wellcome Collection is a committed and passionate marketing communications strategist, with 21 years' experience within the cultural sector. She leads a team of marketing professionals responsible for attracting large and diverse audiences to engage with Wellcome Collection and its broad portfolio. Communicating Wellcome Collection's proposition in a way that is accessible, inclusive and engaging is always a priority. Rachel also leads on audience development at Wellcome Collection and led the project to develop their bespoke audience segmentation. Rachel holds a 2.1 BA Hons in Communications from Bournemouth University and is an active member of London's Knowledge Quarter.</p> <p>Rebecca Green (she/her), Research Director at DJS Research is a culture and heritage specialist, with over 13 years' experience of audience research for major national and international cultural institutions. She uses quant and qual research methods to help her clients understand their current and potential audiences better, develop and evaluate exhibitions, and connect better with educators and other specialist groups. She holds a BSc. (Hons) Psychology and Philosophy from the University of Nottingham and the MRS Diploma in Social</p>

	and Market Research. Outside her work with DJS Research, she tutors students for the MRS Diploma in association with the Research Academy.
<p>Katherine Alston, Imperial War Museum <i>IWM Schools Programme in Review: Ethical considerations and methodologies running a consultation with SEND students and teachers to improve accessibility</i></p>	
<p>This case study looks at the research methodology and ethical considerations from running an in depth consultation with SEND students evaluating a current IWM schools programme to improve accessibility and inclusion</p> <p>Over the course of the project, the research methodology was developed, refined, and adapted to meet both the SEND student requirements and IWM’s programme mandate and objectives. Katharine will share the process of recruiting participants, developing a (an in-depth) research methodology and conducting the consultation with a variety of SEND students and their teachers taking into account ethical considerations at all stages of the project.</p>	<p>Katharine Alston (she/her), Senior Producer, Imperial War Museums, Public Engagement & Learning is a mentor for the VSG Mentorship Programme. A public engagement and learning specialist, she is experienced with audience research in that context. For IWM, Katharine has applied the new Social Impact Strategy to run evaluation for Refugee Week, a Holocaust Education Trust event, family programming. To engage and meet the needs of new and existing audiences, Katharine is working with SEND school groups to consult on IWM’s Documentary Challenge programme, to identify how to make the programme more accessible, meeting the needs of SEND students. She has a PhD in Family Learning and Museum Interpretation, Institute of Education, UCL.</p>
<p>Sara Rayment, Amy Chang and Steve Slack, Wallace Collection <i>Case Study: Ditching the Questionnaire - New Approaches to Evaluation</i></p>	
<p>Funded by the John Lyons Charity, the Learning Team at the Wallace Collection is midway through its project to develop its SEND programme for schools and to make the Wallace Collection a more welcoming and inclusive institution. Evaluation is key for every funder, but we wanted to make it <u>key</u> to our practice. We have decided to dispense with the standard evaluation form or questionnaire and instead we have used a range of formative and summative approaches, including annotating student worksheets and booklets, staff project diaries and collating immediate oral feedback from teachers and learning practitioners. This work is</p>	<p>Sara Rayment (she/her), Formal Learning Lead Producer at the Wallace Collection. For the last three years, she has worked as a freelance evaluator for the Royal Opera House’s family programme, seeking to make its offer more inclusive. Sara’s experience as an English secondary school teacher means that she is very aware of evaluation tools used within education.</p> <p>Amy Chang (she/her), Formal Learning Producer at the Wallace Collection. She has worked at the Wallace Collection since 2016. She is currently leading the development of the Wallace Collection’s SEND programme for schools.</p>

<p>ongoing, but we would like to share with you our experience of using a new evaluation methodology.</p>	<p>Steve Slack, Interpretation and Evaluation Consultant, helps heritage and arts organisations to create visitor experiences that are as relevant to audiences as possible. He uses open-ended, questions-based planning methods, bringing people together into collaborative conversations. As a qualitative social researcher, he believes there's more to evaluation than the questionnaire or feedback form and seeks to bring creative inspiration to the process of gathering audience insight.</p>
<p>Rafie Cecilia and Theano Moussouri, UCL <i>Co-creating accessible digital images with visitors with vision impairments: an inclusive approach to audience research</i></p>	
<p>Cultural institutions use images as primary sources or 'objects' in their own rights and as contextualising media to enhance the meaning of objects and/or text. Users, visitors and researchers with vision impairments, and other accessibility-related needs, often cannot access images, due to lack of adequate textual description and accessible formatting. Over the course of one year, we met with different museum audiences with vision impairments to understand how they make sense of images, and how institutions can work creatively to address their needs. This presentation will show initial findings from the 'Creating accessible digital images' project, funded by the Centre for Critical Heritage Studies. We will present the co-creation process of working with users with vision impairment, and we will reflect on the responsibility of institutions to create inclusive and empowering ways for people with disabilities to participate in cultural activities. Additionally, we will share our reflections on the implications for audience research with audiences with other disabilities.</p>	<p>Rafie Cecilia (she/her), Associate Lecturer in Museum Studies at the UCL Institute of Archaeology Her research, funded by the Centre for Critical Heritage Studies, looks at how technology and digital innovation can improve and facilitate the museum experience of visitors with disabilities. Rafie is particularly interested in co-creation and participatory approaches as forms of inclusive and ethical research practices. She investigates issues around inclusion, with emphasis on the role of audiences as an empowering force in the sector. As part of her research and as an access and inclusion consultant, Rafie collaborates with institutions such as the Wellcome Collection, the Fitzwilliam Museum, and the British Museum, 'Curator: the Museum Journal'.</p> <p>Theano Moussouri (she/her), Professor of Museum Studies at UCL Institute of Archaeology (IoA) Her research focuses on knowledge construction, visitor experience and meaning-making and the impact of cultural experiences on different audiences, using participatory research approaches often combined with location-aware technology for automated data collection. Since 2016, she has been researching food behaviours, practices and decision-making, with an emphasis on transitioning to sustainable food systems. This research has been used to shape policy debate in Scotland, in England and Canada. She is currently on the Editorial Board of Museum & Society, the Science Museum Group Journal and Associate Editor for 'Curator: The Museums Journal'.</p>
<p>Farah Vahid Yeganeh, Aberdeen Art Gallery & Museums <i>Case Study: Science Museum Group. We are open for all; Opportunities and Challenges of Equitable practices in Museums</i></p>	

<p>“Science for all” or “science equity” is a global educational pursuit. However, the issues of inclusion and equity are challenges in the field of informal science education (ISE) institutions. Adopting Bourdieu’s concept of field driven by his theory of practice, this research examines how the concept of equity is perceived within the Science Museum Group. Based on the latest discussions in the museum sector about equity and inclusion, this study highlights the importance of understanding and practicing equity and its differences from equality. The findings of this research demonstrate how the Science Museum Group is making internal changes to its structures to modify its power relation toward being inclusive by incorporating equity as the logic of its field rather than equality; how the staff conceptualised and internalised this concept and to what extent it informed their practices.</p>	<p>Farha Yeganeh, Aberdeen Art Gallery & Museums is from Tehran, Iran. Years of working and volunteering in museums in Iran and the UK developed her interest in pursuing a master’s degree in the museum field. On scholarship, she received an MA in Museum Studies at University College London in 2019-2020. Based on her interests and what she witnessed during her volunteering and job, she chose the topics and modules that could deepen her knowledge about visitors and also how museums can attract non-visitors. Her ambition is to get involved and contribute to the democratisation of museum practices. Everyone, regardless of their sex, gender, social, cultural, and financial status has equal and equitable access to the services and opportunities the museums offer.</p>
<p>Elizabeth Woledge, Royal Crown Derby Museum <i>Case Study: Pattern on life</i></p>	
<p>This session will focus on two projects which have seen us diversify the voices who tell our story. Royal Crown Derby is collected and loved by many people all over the world. Within different communities our products have taken on their own unique significance, but historically our museum focused on the stories of commissions for wealthy clients and not the place our product has in the lives of many ordinary people from a wide range of backgrounds. The first project (funded by Arts Council) saw us collect stories from Gypsy, Romany and Traveller collectors of Royal Crown Derby and in a separate project the following year (funded by AIM and The National Lottery Heritage Fund) from British Caribbean collectors in Derbyshire. I will share how we used partnerships to reach out to communities, how we collected, collated, and curated the stories we were entrusted with, and how we now share those</p>	<p>Elizabeth Woledge (she/her), Director of the small Royal Crown Derby Museum took the role just before the pandemic which changed the context for the museum dramatically. Unable to fully reopen after the pandemic, we have been concentrating on expanding our understanding of our history in a variety of ways. As a museum about a commercial product our history is also the history of everyone who owns and treasures a piece of Royal Crown Derby. Before working at Royal Crown Derby she had roles at The Auckland Project and at Shakespeare’s Birthplace in learning and engagement.</p>

stories with our audiences. I will also talk about the challenges of evaluation, of balancing branding with authenticity and of building enduring relationships with those we work with. Delegates will be encouraged to ask questions.



Lauren Souter, Science Museum Group; Yu-Shan Chiu, The Social Investment Consultancy; Mat Barnett, Nova New Opportunities
Case Study: Experiments in equitable evaluation - working with community leaders and young people

The Science Museum Group (SMG) worked with The Social Investment Consultancy (TSIC) to conduct an equitable evaluation of Medicine: the Wellcome Galleries at the Science Museum. This session will share the case study of this evaluation project, in which for the first time, SMG applied equitable evaluation principles to offer new insights on visitor research as well as on the Galleries. Community Leaders were engaged to co-produce the evaluation, working with SMG and TSIC to refine the research questions, create methodologies and develop into the project outputs. Using innovative evaluation methodologies, the project gathered Community Leaders and young people’s feedback on the permanent Galleries.

In the session, you will hear from SMG, TSIC and a community leader. We will share our approaches to equitable evaluation, key learnings and recommendations for inclusive practice in gallery development, audience research and community partnerships.

Lauren Souter (she/her), Audience Research and Advocacy Manager, Science Museum Group oversees all audience research, including the summative evaluation of Medicine: the Wellcome Galleries. She is currently leading the Audience Research and Advocacy Team to take action to embed equity into their day-to-day research practice across 5 different work areas: research design, recruitment, data analysis, dissemination and team mindset and culture.

Yu-Shan Chiu (she/her), Senior Consultant at The Social Investment Consultancy. She has conducted 20+ impact evaluation projects with clients focused on issues such as science, education, community empowerment, participatory grant-making, and diversity, equity and inclusion (DEI). She specialises in equitable evaluation, data visualisation and social investment. Her clients include Comic Relief, British Council, OVO Foundation and British Science Association. She led the Science Museum Group’s Medicine Galleries Open for All project as part of the summative evaluation of Medicine: the Wellcome Galleries.

Mat Barnett (he/him), Head of Children, Young People & Families at Nova New Opportunities, a diverse community charity with a pioneering approach to social change. He leads the Family Programme, originally established as a direct response to the Grenfell Tower tragedy. Initially supporting 250 service users, they are now engaged annually with over 700 children and parents across North Kensington and the surrounding Boroughs. Provision is offered to support families with children and young people, from early years to age 18, and activities include workshops, training and coaching, trips, visits and sessional activities with key local partners including the Science Museum, The Natural History Museum and Imperial College London.

Rebecca Prentis, R&A World Golf Museum

Case Study: Fore! Driving Inclusivity: Engaging Audiences with The R&A World Golf Museum Collection

In its 30th year, The R&A World Golf Museum (formally The British Golf Museum) set out to consult new and existing audiences to help inform its future development. 2020 had other plans! Yet, in the space of two pandemic years, the Museum reopened with a new name, brand, galleries, and restaurant. Fast change in challenging circumstances, audience research was integral to the Museum realising its ambitions and checking its blind spots. Community consultation, focus groups, and visitor feedback helped influence creative decision-making and justify the investment.

The drive for inclusivity is an ongoing one, however. Limited resources, staff and training are only some of the internal barriers to embedding comprehensive evaluation practice. Learning from 'Fore! Driving Inclusivity' project, can evaluation bring equity to a museum, or even a sport? How can audience insights balance the business aspirations of the organisation with the needs of diverse audiences?

Rebecca Prentis (she/her), Curator at The R&A World Golf Museum Her role also encompasses the heritage of The R&A and The Royal and Ancient Golf Club of St Andrews. She works to ensure that the R&A values of courage, integrity and inclusivity are integrated within all areas of museum life. She recently managed 'Fore! Driving Inclusivity', an audience development project seeking to engage local audiences with the Collection. Prior to working in golf, Rebecca was Assistant Curator in Learning and Access at the University of St Andrews Museum Collections and Moray Art Centre in the north of Scotland.

Marie Hobson, V&A Museum

Welcoming diverse publics in our museums and methodologies

Like many museums, the V&A wants to broaden its audience mix to be more reflective of the population it serves. Over the last year, the museum has created offers to attract more gender-diverse and ethnically-diverse audiences and developed visitor experience principles to help foster feelings of welcome and belonging amongst those new visitors. Measuring the success of these endeavours required the Audience Insight team to:

- devise new demographic questions to link to our audience strategy

Dr. Marie Hobson (she/her), Senior Audience Research and Insight Manager, V&A. Having spent 15 years conducting visitor studies in national museums, including the Science and Natural History Museums, she is now growing the audience insight function at the V&A. While her previous appointments were situated in Learning teams, her current post operates within a Marketing department offering new perspectives on the role of audience research in a museum. Marie has recently completed a doctorate at King's College, London, investigating museum practitioners' understanding of research and evaluation, professionalization of visitor studies and how to increase evaluation utilisation in organisations.

- revise its terminology regarding visitors from ethnic minorities
- develop ways to measure visitor outcomes relating to feelings of welcome, belonging and inclusivity
- use new methods to conduct research with under-represented audiences.

In this talk, I will share the decisions we made, the questions we developed and the rationale behind them to spark discussion about how we, as a sector, can work towards more inclusive practice.

Panel discussion: Evaluating equity, equitable evaluation - the who, the how and the when?

As cultural institutions aspire to become places that are equitable and open to all, what does that mean for what we measure and evaluate? What are the implications for how we undertake research about our visitors and communities, who is involved, and at what stage we involve them? Wilna Fourie, Senior Producer for Communities and Neighbourhoods at the Barbican and Domenico Sergi, Senior Curator (Curating London) at the Museum of London join conference speakers Yu-Shan Chiu and Rafie Cecilia, to reflect on who gets to shape our programmes, the roles audience research can play in advancing equity, and how we might capture its impact. Panellists join VSG Committee member and data-minded engagement practitioner, Ellen Stuart.

Domenico Sergi (he/him), Senior Curator (Curating London), Museum of London

Domenico Sergi is a cisgay working-class European migrant. He leads a contemporary collecting project called Curating London, which places people's lived experience at the core of the curatorial process. He holds a PhD in museum anthropology from the Sainsbury Centre for Visual Arts, University of East Anglia. Domenico's interdisciplinary research and practice interrogates how museums can actively engage with questions of solidarity and social justice by tackling contemporary issues. His work also focuses on object-led practices with diaspora groups and refugees, which are discussed in the monograph *Museums, Refugees and Communities* published by Routledge (2021).

Rafie Cecilia (she/her), Associate Lecturer in Museum Studies at the UCL Institute of Archaeology bio page 3

Wilna Fourie (she/her), Senior Producer for Communities and Neighbourhoods, Barbican

Wilna is a mum and arts worker who thinks a lot about how organisations value the human relationships at the heart of cultural experience and exchange. Her work is iterative, challenges power dynamics and centres communities and their needs. She embraces evaluative practice that centres participant experience and leads to mutable and adaptive programmes and processes.

Yu-Shan Chiu (she/her), Senior Consultant at The Social Investment Consultancy bio page 5

Ellen Stuart (she/her), VSG Committee

Ellen has worked in engagement, communications, and learning teams in museums and human rights organisations since 2004. She has recently joined the Scottish COVID-19 Inquiry as a Public Participation and Engagement Manager, following nine years delivering audience research and engagement for the Museum of London.