

Audience Masterclass
Convenor - Kevin Fewster

Twelve people attended this masterclass. The aims of the session were:

- to improve our understanding of audience development factors
- to devise strategies to increase audiences to our museums.

Most of the session was conducted through group work discussion and report backs. The groups were arranged according to museum annual visitation: 50,000 visitors or less per annum; 50,000 – 100,000 visitors pa; 100,000 – 200,000 visitors pa; more than 200,000 visitors pa.

Five people reported that their museums had experienced rises in visitation over the past 3 years; three reported that attendances had fallen and three described their visitation as stable.

The groups considered the following questions:.

- What are the factors and forces working in favour of maritime museums?
- What are the factors and forces working against maritime museums?
- How can we maximise the positive factors?
- How can we minimise the impact of the negative factors?

The groups then discussed strategies to meet each set of forces. Finally, each person was asked to consider which of the strategies discussed might be especially applicable to their museum and how the strategies might be applied.