

## Royal Naval Museum

# EXPERT OUTCOME

### Background

The Royal Naval Museum is embarking upon a major development at its site in Portsmouth's Historic Dockyard, to house 20th Century Naval history displays. The aim is to complete the development in time for the Museum's Centenary Anniversary in 2011. The Royal Naval Museum is applying to the Heritage Lottery Fund for a substantial contribution toward the £6million it is estimated it will need to carry out the development.

Market research is required to demonstrate how the museum is currently perceived locally, any barriers to visiting and how the proposed development will better meet the needs of its target audiences. The research will be used by the museum to inform its Audience Development Plan and Interpretative Strategy to ensure the Centenary Project encourages more visitors to the museum.



### Methodology

Because the research was to be undertaken around the Christmas period, telephone research was identified as the preferred methodology. This would overcome reluctance on the part of respondents to participate in a street survey in inclement weather and more importantly, it would be easier to target 'hard to reach' audiences in those specific post code areas identified by the Royal Naval Museum. An advantage of this type of research in-house is that we are able to provide additional information about the interviewees, e.g. tone of voice, demeanour, etc. and this helps to create more meaningful results. From databases sourced by England Marketing, 200 interviews were carried out over a three week period. 50% of these were within specific postal areas identified by postcodes and 50% within nearby regions. 70% of those interviewed were non visitors. In addition to this 20 interviews were to be attempted amongst schools and 10 Special Interest groups were to be interviewed.

### Outcomes

Following completion of the research, England Marketing was able to produce a detailed report including several recommendations aimed at raising awareness of the location, content and facilities of the museum.

The research will be used by the museum to inform its Audience Development Plan and Interpretative Strategy to ensure the Centenary Project encourages more visitors to the museum.



Working with the England Marketing team was a real pleasure. They took time to understand the needs of the Museum and came up with invaluable results.

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England Marketing  
The Barn, Fenside Road,  
Warboys  
Cambridgeshire, PE28 2XR

T: 01487 822320  
F: 01487 825840  
info@englandmarketing.co.uk  
www.englandmarketing.co.uk