

Introduction:

Introduction1. Thank you for your interest in completing this survey. It is being run by M·E·L Research, an independent market research company working on behalf of the Association of Independent Museums (AIM), National Museum Directors' Council, Arts Council England and the Welsh Government. We want to understand how different museums and heritage organisations are using the land and outdoor spaces they manage as part of their overall strategy, to achieve their income generation, audience engagement and sustainability goals.

The survey is completely confidential, in accordance with the Market Research Society Code of Conduct. The answers you give in the survey will be combined with answers from other people who have taken part to give overall survey findings. Your responses will not be attributed back to you without your explicit consent. Your personal details will never be passed to any other third parties.

A copy of M·E·L Research's privacy statement can be found on their [website](#).

If you wish to continue with the survey, please click "next".

Section 1: Background to Museum and Land available:

We'd like to start by understanding a bit about your organisation and outdoor spaces you manage. We understand that some questions may be harder to answer if they do not specifically relate to your role or museum or heritage site, but please do your best.

B1. What is the name of your museum or heritage organisation?

B2. Which of the following best describes your museum or heritage site:

1. National museum
2. Local authority museum
3. University museum
4. Independent museum
5. Heritage sites
6. Historic property
7. Regimental museums and armouries
8. Other

B2. What is the postcode of your museum or heritage site?

If your organisation spans multiple areas, please give the postcode of your head office or primary site.

B3. How much land do you currently manage? For reference, one acre is around the size of a football pitch.

1. Less than half an acre
2. Between half an acre and an acre
3. 1- 10 acres
4. 11- 20 acres

5. 21 – 50 acres
6. 50 – 100 acres
7. 100 – 200 acres
8. 201 – 500 acres
9. 501 – 1000 acres
10. 1000 + Acres
11. Don't know

B4. What types of land does your organisation manage?

Please select all that apply

1. Managed farmland
2. Meadow
3. Scrubland
4. Heather / Moorland
5. Former agricultural land
6. Woodland
7. Urban land / concrete
8. Courtyard
9. Enclosed garden / kitchen garden
10. Open gardens
11. Grassland
12. Blue space – e.g. rivers, lakes, reservoirs, ponds
13. Former industrial land – e.g. mine
9. Other

B5. Which of the following best describes the status of your land?

1. Long-term lease – more than 25 years
2. Short Term Lease – 25 years or less
3. Owned outright by organisation
4. Gifted in trust
5. Private owner (not organisation)
6. Shared / joint ownership
7. State-owned / Local authority owned
8. Other

B6. What role do you currently hold in your organisation?

Section 2: Land Use Strategy

S1. To what extent, if at all, does your organisation have a defined land management strategy?

1. We have a formal written strategy
2. We have an informal plan and are working towards a formalised strategy
3. We have an informal plan, with no plan for a formal strategy
4. We don't have a plan; we respond to needs as they arise

Strat1. What is the intended timescale of your plan or strategy? Less than 5 years

1. 5-10 years
2. 10-15 years
3. 15-20 years
4. More than 20 years
5. Not sure

Strat2. Do you have a timescale for when you might produce a formal strategy?

S2. Was this plan developed in partnership with other organisations or independently? Please select all that apply.

1. Independently by my organisation
2. In partnership with other museum / heritage organisations
3. In partnership with consultants
4. In partnership with the local council / authority
5. With community involvement
6. With specialist oversight – e.g. from the Woodland Trust, Wildlife Trust
7. Specialists employed by the organisation e.g. ecologists, gardeners, sustainability managers, land managers
8. Specialist volunteers
9. Don't know

S3. Did you receive funding to help support any engagement, consultancy or research work that was undertaken to support your strategy?

1. Yes
2. No
3. Not sure

S4. Using the following scales, please indicate which statement most closely represents your current land management approach.

Please select one option per statement

1. We are mostly reactive in our approach <-> we are able to be proactive and plan for the future
2. The landscaping of our outdoor space needs to fit the fixed context of our site <-> We can be flexible in how we present our outdoor space
3. We focus on maintaining our existing visitor experience <-> We focus on developing new offers
4. We are more accountable to visitors <-> we are more accountable to internal interests
5. We are unable to invest in further development of our outdoor space <-> We are able to invest in the development of our open space
6. We have a knowledge gap internally in relation to the management of our outdoor space <-> we have specialists in land management internally
7. Our outdoor space presents more challenges than opportunities <-> Our outdoor space presents more opportunities than challenges

S5. Could you explain why you feel this way about the challenges and opportunities your outdoor space presents?

FUNDING

F1. Did you apply for any external funding or grants to help with your land management approach?

1. Yes
2. No
3. Not sure

F2. Were you aware of the National Lottery Heritage Fund's Landscape funding?
(<https://www.heritagefund.org.uk/our-work/landscapes-parks-nature/landscapes>)

1. Yes
2. No
3. Not Sure

F3. If you have applied for any formal funding, could you tell us about your experience?

Please describe what funding you applied for, your experience of the process and whether anything could have made the process easier

F4. To what extent did the funding you received or didn't receive affect the plan you were able to develop?

Section 3: Goals of land management

G1. You are now going to see a number of different priorities. Please select, from each list, the highest and lowest priority for your organisation.

When managing your land, which of the following were the highest and lowest priorities for your institution

1. Audience growth
2. Audience diversification
3. Income generation / sustainability
4. Environmental sustainability
5. Community engagement
6. Educational value

G2. In the final land management approach, whose interest(s), if any, were prioritised and why was this?

e.g. did certain interests align more closely with your organisational strategy or funding applications?

Section 4: Learnings

L1. Have you seen any impacts of the way you use your land so far?

1. Yes
2. No
3. Not sure

L2. What sort of impacts have you experienced?

1. Audience growth
2. Audience diversification
3. Income generation / sustainability
4. Environmental sustainability
5. Community engagement
6. Educational value
7. Other

L3. Have there been any other unexpected or unintended impacts of your land management approach?

Please provide as much detail as possible

IF L2 = 2 L4a. Could you estimate what percentage of your total income is derived from the land you own, specifically in relation to your activities within the museum sector?

How much of your total income would you like to generate from the land you own?

L5. On the scale below, please indicate which statement best represents your approach to income generation from your outdoor space?

1. We generate indirect income from our space (e.g. by renting it out) <-> we directly generate income by using our space for our own events and activities.

L6. Thinking about your experience of managing your outdoor space, is there anything that would have helped you to use your outdoor space more effectively to achieve your aims?

Please provide as much detail as possible

Consent. Would you be willing to have your responses linked back to you and your organisation in analysis?

1. Yes
2. No