Littlehampton Museum Community Survey 2024

As we move forward in 2024 and beyond, we are committed to ensuring that all our endeavours reflect the experiences and perspectives of our community. With this goal in mind, we are excited to launch the Littlehampton Museum Community Survey as part of Project Time Machine, which aims to transform how we use our collections to engage with you, our community more effectively.

Upon completing the survey, you will have the option to **enter a draw to win £100 worth of vouchers from the Supermarket of your choice.** A winner will be announced in September 2024.

This survey is conducted by Pamela Kent Consulting Ltd, in partnership with Littlehampton Museum. All questions are optional, and you may choose not to answer any you prefer not to; your responses will remain strictly confidential and will only be used to inform our internal planning documents and shared with the Littlehampton Museum team in a private and confidential manner.

Motivations and Barriers

We want to learn more about your motivations to engage with Littlehampton Museum what challenges you may encounter. Your feedback on accessibility measures will provide valuable insight for good practice and is key research that can be shared with our supporters and other funders who support access to the arts and heritage. If you have never visited the museum or visit rarely, please do tell us why.

1. How often do you visit Littlehampton Museum?

Weekly

Monthly

Up to three times a year

Once a Year

I have never visited

Other

2. If you don't visit, please tell us why.

Don't know enough about the museum

Don't have much time

Haven't seen any marketing or information on museum

Haven't had any recommendations / word of mouth

There are other events / attractions I would rather visit in the area

Nothing in the programme / exhibitions I am interested in

Difficult getting there

Other

3. If you are already a visitor of the Museum, what motivates you to come?

Please select all that apply or provide alternatives in the 'other' box provided

To support heritage and the arts

For educational purposes

To learn about the history of the town

To gain knowledge of heritage and the arts

Specific interest in collections or exhibitions

To have a social outing with friends/family

To support local artists, exhibiting work at the museum

Other

4. Which attractions in Littlehampton do you usually visit?

Please select all that apply or provide alternatives in the 'other' box provided

The Beach

Harbour Park Amusements

The Windmill Theatre + Cinema

Mewsbrook Park

East Beach Café

The Longest Bench

West Beach Local Nature Reserve

The Harbour

Other

5. Who do you typically visit Littlehampton Museum with?

Please select all that apply or provide alternatives in the 'other' box provided

I like to attend alone.

With family

With friends

With school / educational group

With colleagues

With members of a social group (U3A, WI)

Other

6. How important are the following accessibility measures to you when visiting a museum?

	Not at All	Not very	Unsure	Quite important	Very important
On-site toilets					
Accessible toilets					
Induction loop					
Captioning					
Audio description					
British Sign Language					
Wheelchair access					
Gender neutraltoilets					
Dementia friendly					
Guide / support animals					
Access trained staff					
Disabled parking					
Changing places toilet					
Large print signage					
Braille					
Seating areas / benches					

7. Are there any other access requirements you would like to add?

8. How do the following factors affect your likelihood to visit Littlehampton Museum?

	Not at All	Not very	Unsure	Quite important	Extremely
Toilet Facilities (none)					
Opening times					
Venue Access					
Travel time					
Exhibitions content					
Location					

9. What additional facilities or features would encourage you to visit or to visit more often?

Please select all that apply or provide alternatives in the 'other' box provided

A café

Toilet facilities

More comfortable seating areas

Spaces for community gatherings

Children's play area

Exhibits or displays about my community / culture

Adult workshops / creative activities

Other

Experience and Engagement

10. Which of the following types of activity at Littlehampton Museum have you engaged with?

Please select all that apply or provide alternatives in the 'other' box provided

Exhibitions

Lectures and Talks

Community Events

Digital / Online content

Children's activities

None of the above

Other

11. Which of the following collections at Littlehampton Museum are you familiar with?

Please select all that apply or provide alternatives in the 'other' box provided

Social History (e.g. the history of the Town and its people)

Documents (e.g. photos, postcards, historical newspapers)

Archaeology (e.g. Roman and Iron Age finds)

Art (paintings, drawings and prints)

Natural History (e.g. taxidermy, fossils)

Costume (eg. school and military uniforms, Victorian and Edwardian domestic clothing)

None of the above

Other

12. Which of the museum's collections would you be most interested in learning more about or seeing in an exhibition?

Please select all that apply or provide alternatives in the 'other' box provided

Social History (e.g. the history of the Town and its people)

Documents (e.g. photos, postcards, historical newspapers)

Archaeology (e.g. Roman and Iron Age finds)

Art (paintings, drawings and prints)

Natural History (e.g. taxidermy, fossils)

Costume (eg. school and military uniforms, Victorian and Edwardian domestic clothing)

None of the above

Other

13. What type of new activities or ways to engage with the museum would interest you the most?

Please select all that apply or provide alternatives in the 'other' box provided

Community-led exhibitions

Virtual exhibitions created with community

Online searchable database of collections

Pop-up exhibitions around town

History trails with audio guides and old photos

Wider use of digital technology

Interactive / educational programmes for children

Other

14. How would you rate your overall experience when visiting Littlehampton Museum?

1	2	3	4	5

Poor   Excellent

15. Consider your rating above: what main factors contributed to your experience at Littlehampton Museum?

16. After visiting Littlehampton Museum, how do you typically share your experience?

Please select all that apply or provide alternatives in the 'other' box provided

Social Media

Word of Mouth, with friends

Online Review or Blog

I don't usually share

Other

17. What does Littlehampton mean to you?

Please share any personal stories and connections you have with the town, how might the museum support sharing these stories

18. If possible, how would you prefer to support Littlehampton Museum?

Please select all that apply or provide alternatives in the 'other' box provided

Volunteering

Contributing to donation boxes at the museum

Participating in fundraising events

Making a one-time donation online

Making a regular donation

None of the above

Other

Community Perception and Peer Analysis

19. **For someone who has never heard of Littlehampton Museum, how would you explain what they do?**

20. Please rate the following local museums on their effectiveness in engaging the community and delivering innovative experiences

Consider their support for artists, the diversity of their collections, and the impact of their exhibitions and outreach

	Not at All	Somewhat	Unsure	Good	Excellent
Amberley Museum					
Arundel Museum					
Brighton Museum and Art Gallery					
Marlipins Museum (Shoreham)					
The Novium, Chichester					
Rustington Museum					
Worthing Museum and Art Gallery					
Fishbourne Roman Palace					
HorshamMuseum					
Brighton Toy and Model Museum					
The Royal Pavilion, Brighton					
Hove Museum					
Booth Museum of NaturalHistory, Brighton					
Petworth House					

21. Within the arts community, are there any other organisations / museums you attend regularly?

If so, please tell us who and what you love about their work / programme

22. To what degree to you feel the following descriptive words accurately reflect Littlehampton Museum?

	Not at All	Not really	Unsure	Somewhat	Completely
Relevant					
Interesting					
Boring					
Fun					
Old Fashioned					
Welcoming					
Entertaining					
Exciting					
Innovative					
Different					
Inclusive					
Safe					
Mainstream					
Modern					
Traditional					

23. What three words would you use to describe Littlehampton Museum?

24. **How well do you think Littlehampton Museum tells Littlehampton's story?**

1	2	3	4	5

Not at all   Extremely well

25. **Do you feel that Littlehampton Museum represents diverse voices and stories in its collections that reflect the Littlehampton community today?**

Yes

No

Unsure

Communications and Content

26. From which channels do you find out about Littlehampton Museum activity?

Please select all that apply or provide alternatives in the 'other' box provided

Website

Events when at museum

Search engine (Google / Bing)

Email Newsletter

Leaflets / Posters

Local newspapers / magazines

Social media

Word of Mouth from other attendees

Word of Mouth from other organisations

Other

27. Which social media channels do you regularly engage with?

Please select all that apply or provide alternatives in the 'other' box provided

Facebook

Instagram

YouTube

X / Twitter

Never use it

Other

28. How engaging do you find Littlehampton Museum's social media content?

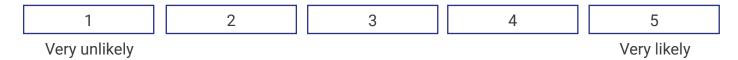| 1	2	3	4	5
Not at all				Extremely engaging

Final Thoughts

We want to capture your final thoughts on Littlehampton Museum and their mission to make their collections representative of their diverse local communities

29. How likely are you to recommend visiting and supporting Littlehampton Museum to others?

1	2	3	4	5

Very unlikely   Very likely

30. Tell us more about why you selected your rating and what more Littlehampton Museum can do?

Participating Audiences: About You

The purpose of these questions is to make sure we can build a picture of our visitors and local community and ensure our collections, exhibitions and events and how we communicate this is inclusive and accessible to all.

It will provide much needed insights and research, to support greater access and inclusivity in all the work we do.

Your individual answers are confidential and for research reporting purposes only.

Please note: Barriers can present themselves in different ways at different times in our lives, each one of us will have our own experience of representation.

This survey uses the social model of disability that acknowledges that those barriers are created by a societal framework that excludes on the basis of physical, cognitive, financial or academic factors.

31.   How old are you?

16 - 19	50 - 54
20 - 24	55 - 59
25 - 29	60 - 64
30 - 34	65 - 69
35 - 39	70 - 74
40 - 44	75 +
45 - 49	Prefer not to say

32. With which ethnicity do you identify?

Asian / Asian British - Bangladeshi

Asian / Asian British - Chinese

Asian / Asian British - Indian

Asian / Asian British - Pakistani

Black / Black British - Black African

Black / Black British - Black Caribbean

Any other Black background

Mixed Background - Asian + White

Mixed Background - Black African + White

Mixed Background - Black Caribbean + White

Any other mixed background

White / White British - Gypsy, Roma, Irish Traveller

White / White British - White British

White / White British - White Irish

Any other White background

Prefer not to say

Other

33. Disability: Do you identify as a D/deaf and/or disabled person, or have a long term health condition?

Being D/deaf and/or disabled could include progressive or autoimmune conditions,

learning difficulties

Yes

No

Prefer not to say

Prefer to self-describe, below

Other

34. Disability: Do you identify as neurodivergent?

Being Neurodivergent could include Dyslexia, ADHD, Autism, epilepsy, mental health conditions

Yes

No

Prefer not to say

Other

35. Location: Do you currently live in the UK?

We ask this question to understand the reach of activity, programmes and audiences across the UK.

Yes

No

36. Location: If Yes, please can you provide us with your postcode?

We ask this question so we can build a visual map of our geographical reach and see where our visitors currently engaged with us are based. This in turn helps us to identify areas we are currently not reaching.

37. Sex: What is your sex?

Female

Intersex

Male

Prefer not to say

Prefer to self-describe,below

Other

38. Gender: Which of the following best describes your gender?

We recognise that this list of options is not exhaustive but hope there are enough choices for everyone to feel represented or choose to self-describe.

Gender Fluid

Female

Intersex

Male

Non-binary

Prefer not to say

Transgender

Prefer to self-describe, below

Other

39. Is your gender identity the same as the sex you were assigned at birth?

Yes

No

Prefer not to say

40. Sexual Orientation: What is your sexual orientation?

We recognise that this list of options is not exhaustive but hope there are enough choices for everyone to feel represented or choose to self-describe.

Asexual

Bisexual

Gay

Heterosexual / Straight

Lesbian

Pansexual

Queer

Prefer not to say

Prefer to self-describe, below

Other

41. Which of the following most accurately describes your employment status?

Employed full-time

Employed part-time

Prefer not to say

Self-employed / Freelance

Other

This concludes our survey, thank you for your support.

The Littlehampton Museum team are offering the chance to win £100 worth of vouchers from the supermarket of your choice, as a thank you for taking part.

Please provide your email address below if you're happy to be entered into the draw and are happy be contacted to hear more about Littlehampton Museum updates and opportunities which may be of interest to you. The winner will be drawn and contacted at the beginning of September 2024.

We value your privacy and are committed to protecting your personal data. In compliance with the General Data Protection Regulation (GDPR), we request your consent to collect and store your email address. This information will be used solely for sending newsletters, project updates, support opportunities. It will be stored securely and will not be shared with third parties. You have the right to access, correct, or delete your personal data at any time. By providing your email address, you agree to our terms and privacy policy. For more information, please read the privacy policy page on the website Legal | Littlehampton (littlehampton-tc.gov.uk)

Please enter your email below

Interested to understand more about the project? Please see below

Project Time Machine at Littlehampton Museum is a groundbreaking initiative funded byan 'Unlocking Collections' grant from the National Lottery. This project aims to transform how we use our collections to engage with the community more effectively.

Through Project Time Machine, the museum will delve into Littlehampton's rich past and bring it to the forefront of our future planning. The project will explore new methods of adding to and showcasing our diverse collections, including maritime and social history, archaeology, art, and natural history, to ensure that all community members can see their history reflected.

By enhancing our understanding of these collections, we seek to create a more engaging, informative and inclusive museum that resonates with our local audience and encourages broader community involvement.

We are reaching out to collect your valuable insights on Littlehampton Museum, our collections, recent initiatives, and how we can improve our outreach and communication with you, our community.

Your feedback is crucial for shaping the future activities of Littlehampton Museum. We are eager to hear from you about your experiences with our museum, any obstacles you might encounter in engaging with us, and your interactions with our various communication channels. If you have never visited the museum or visit rarely, please do tell us why.

Littlehampton Museum is a cultural service provided by Littlehampton Town Council to promote the history and culture of Littlehampton.