

<b>FORMAT</b>		
1. Name of resource	<b>Museum Impact Assessment A Practical Guide</b>	
2. Location	<a href="https://collectionstrust.org.uk/wp-content/uploads/2017/02/South-West-Museums-Libraries-and-Archives-Council-Museum-impact-assessment-A-practical-guide-Aug-2004.pdf">https://collectionstrust.org.uk/wp-content/uploads/2017/02/South-West-Museums-Libraries-and-Archives-Council-Museum-impact-assessment-A-practical-guide-Aug-2004.pdf</a>	
3. Alternative location		
4. Author[s]	C. Mercer	
5. Publisher/producer/host	South West Museums Libraries and Archives Council (SWMLAC)	
6. Year	2004	
7. Suggested citation	Mercer, C. (2004). Museum Impact Assessment A Practical Guide. SWMLAC, available at <a href="https://collectionstrust.org.uk/wp-content/uploads/2017/02/South-West-Museums-Libraries-and-Archives-Council-Museum-impact-assessment-A-practical-guide-Aug-2004.pdf">https://collectionstrust.org.uk/wp-content/uploads/2017/02/South-West-Museums-Libraries-and-Archives-Council-Museum-impact-assessment-A-practical-guide-Aug-2004.pdf</a>	
8. Languages in which available	English	
9. Geographic area resource relates to	UK, with wider relevance	
10. Does the resource relate to a specific time frame?		
11. Type	Report	
	Toolkit/Framework/Roadmap	Yes
	Sign-post to other resource (database)	
	Case studies	Yes
	Other	
12. If this is part of an initiative, what is the initiative?		
<b>COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS</b>		
13. Explicit links to collections	Yes	
14. Explicit links to museums/libraries/archives	Yes	
15. Types of institutions the resource covers	Museums	X
	Archives	X
	Libraries	X
	Other	X

16. Does the resource relate to specific disciplines?	Arts, humanities and social sciences: philosophy, psychology, religion, social sciences, law, politics, language, arts and recreation, architecture, literature, history, geography and ethnology, anthropology, archaeology	X
	Science, natural history, technology, medicine, engineering, manufacturing	X
17. If no explicit links to collections, justification for inclusion		
<b>HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT</b>		
<b>18. Collections-related activities the resource relates to (mark all that apply)</b>		
<b>Develop collections to protect and safeguard wider cultural and natural heritage more effectively</b> , for example by targeting collecting to threatened forms of heritage in strategic ways		
<b>Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively</b> , for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development and/or skills development relating to collections		
<b>Use collections to promote cultural participation/social inclusion more effectively</b> , for example by reducing barriers to participation, to ensure no-one is 'left behind'		
<b>Use collections to promote sustainable tourism more effectively</b> , for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections		
<b>Use collections to support research that contributes to sustainable development</b> (including all forms of personal and self-directed research at all levels that make use of stored collections) more effectively, for example by providing effective facilities, collections and information to meet researchers' needs		
<b>Make decisions around collections that contribute to sustainable development more effectively</b>		
i. employment (recruiting, staff training, staff safety)		
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting		

iii.	waste management and reduction of waste	
iv.	transport (forms of transport, energy use)	
v.	commercial activities including copyright and IP	
vi.	governance and management	X
vii.	security, disaster preparedness and risk reduction	
<b>Direct external leadership, partnerships and collaborations towards sustainable development more effectively</b> , for example by developing impactful partnerships		
<b>19. Does the resource relate clearly to any international conventions (mark all that apply)?</b>		
Culture conventions:		
1952, 71	Protection of Copyright and Neighbouring Rights	
1954	Protection of Cultural Property in the Event of Armed Conflict	
1970	Fighting Against the Illicit Trafficking of Cultural Property	
1972	Protection of the World Cultural and Natural Heritage	
2001	Protection of the Underwater Cultural Heritage	
2003	Safeguarding of the Intangible Cultural Heritage	
2005	Protection and Promotion of the Diversity of Cultural Expressions	
Rio Conventions:		
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)		
<b>AIMS AND CONTENT</b>		
<b>20. What issues does the resource aim to address?</b>	<b>“This Guide has been produced to help curators, Museum Development Officers and local authority community officers, assess the impact of – and make a case for – the role and contribution of smaller museums. We hope that this guide will also be useful for other museums and heritage attractions, libraries and archives in compiling evidence for community plans, performance assessment and supporting grant applications.” (p.5)</b>	
21. Intended audience of resource	“Curators, Museum Development Officers and local authority community officers.” (p.5)	
22. Process of development	Authored report	
23. Organisation/structure /contents	<b>Introduction 5</b> Who is this guide for? 5 What does this guide do? 5 How does this guide work? 6 <b>1 The key policy agendas and the knowledge base 7</b> 1.1 Active citizenship: personal and community development 7 1.2 Museums, literacy and community involvement 8	

	<p>1.3 Capital investment: human, social, cultural...and economic 9</p> <p><b>2 The top layer: what we know about museums and their impacts 11</b></p> <p>2.1 Numbers that count: the quantitative baseline 11</p> <p>2.2 Figures that add up: the qualitative baseline 12</p> <p>2.3 Using the top layer of the toolbox 13</p> <p><b>3 The middle layer: applying tools to the specific situation 14</b></p> <p>3.1 Visitor evidence 14</p> <p>3.2 Virtual visitors 16</p> <p>3.3 Market purchase evidence: direct and ancillary spending by museum visitors 16</p> <p>3.4 Recognition and profile evidence 17</p> <p>3.5 Gathering, marshalling and analysing the evidence 17</p> <p><b>4 The bottom layer: making the case in a strategic context 19</b></p> <p>4.1 The well-being factor 19</p> <p>4.2 The quality of life factor 20</p> <p>4.3 The lessons and implications: linking it locally 22</p> <p>4.4 Summary and Conclusion 25</p> <p>4.5 Checklist to quantitative and qualitative questions and indicators 25</p> <p><b>Appendices 27</b></p> <p>Appendix 1: Cultural capital and social capital 27</p> <p>Appendix 2: Social grade categories and population distribution 28</p> <p>Appendix 3: Sample expenditure questionnaire 29</p>
<b>FRAMEWORKS</b>	
24. Framework structure	The resource considers impact at three levels – top layer, middle layer and bottom layer – that can be considered as an impact.
25. Relevant policy considerations	Yes
26. Resources for implementation identified	Yes
27. Specific assessment points/indicators/miles tones/action plan for monitoring	Yes
<b>28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)</b>	
People (social sustainability)	X
Planet (environmental sustainability)	

Prosperity (economic sustainability)	X
Peace	X
Partnerships	X
<b>29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)</b>	
Gender perspectives	Yes
North and South perspectives	
<b>HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs</b>	
<b>HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE</b>	
30. SDGs and Agenda 2030 specifically mentioned?	No
31. SDGs specifically mentioned?	No
32. SDG targets specifically mentioned?	No
33. SDG indicators specifically mentioned?	No
<b>SDGs AND SDG TARGETS AND LINKAGES</b>	
34. Comments on SDG linkages	The resource is most closely related to SDG targets on management and measuring impact. These include 12.6 (adopt sustainable practices and reporting), 12.B (develop tools to measure sustainable tourism), 16.6 (effective, accountable, transparent institutions) and 17.19 (measurements for sustainable development).
<b>35. SDGs and SDG targets the resource helps advance</b>	
<b>SDG 12 Ensure sustainable consumption and production patterns</b> 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	<p>Clear visions, strategies and plans in place for all aspects of sustainability – environmental, social and economic (people, planet, prosperity)- across all areas of activity.</p> <p>Visions, strategies and plans relating to sustainability to be publicly available and incorporated into planning documents.</p> <p>Commitments to be in line with local, regional, national and/or international targets and ambitions.</p> <p>Incorporation of sustainability into reporting for funders and other stakeholders, including the public. Reporting to include commitments and progress towards targets.</p>
<b>SDG 12 Ensure sustainable consumption and production patterns</b> 12.B Develop and implement tools to monitor sustainable development impacts for	<p>Quantitative and qualitative metrics identified, collected and reported for evaluating performance of tourism in terms of social, environmental and economic benefits and impacts for:</p> <p>-jobs</p>

<p>sustainable tourism that creates jobs and promotes local culture and products</p>	<p>-promotion of local culture          -local and related products          -positive social and environmental benefits          -reduction of negative impacts of tourism, e.g. climate impacts, negative social and environmental impacts.</p>				
<p><b>SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.</b>          16.6 Develop effective, accountable and transparent institutions at all levels</p>	<p><b>16.6.2 Proportion of the population [audience/users/non-users] satisfied with their last experience of public services</b></p> <p>Access to information, and accountability policies and mechanisms, in place.</p> <p>Effective institutional arrangements, both for own working and for working in partnership with other sectors, in place.</p> <p>Plans and arrangements in place for extraordinary circumstances such as natural and human-caused disasters.</p> <p>Effective arrangements in place to fulfil legal and social obligations and responsibilities.</p> <p>Effective arrangements in place for transparent communication and reporting of institutional performance.</p> <p>Effective arrangements in place for transparent decision-making and accountability.</p>				
<p><b>SDG 17. Partnerships for the goals</b>          17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries</p>	<p>Identification and implementation of measures for sustainable development incorporating social and environmental considerations.</p> <p>Identification and implementation of both quantitative and qualitative measures of sustainable development.</p>				
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	