

Overcoming the challenges visitor research faces in large institutions

Emma Morioka,
Historic Royal Palaces
16/03/16



Historic Royal Palaces



“Help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built”



Putting audiences first

“Audiences First...has as its overarching objective the expansion of HRP’s charitable reach and impact way beyond the 4 million visitors who we welcome to our sites each year”

(Michael Day, CEO)

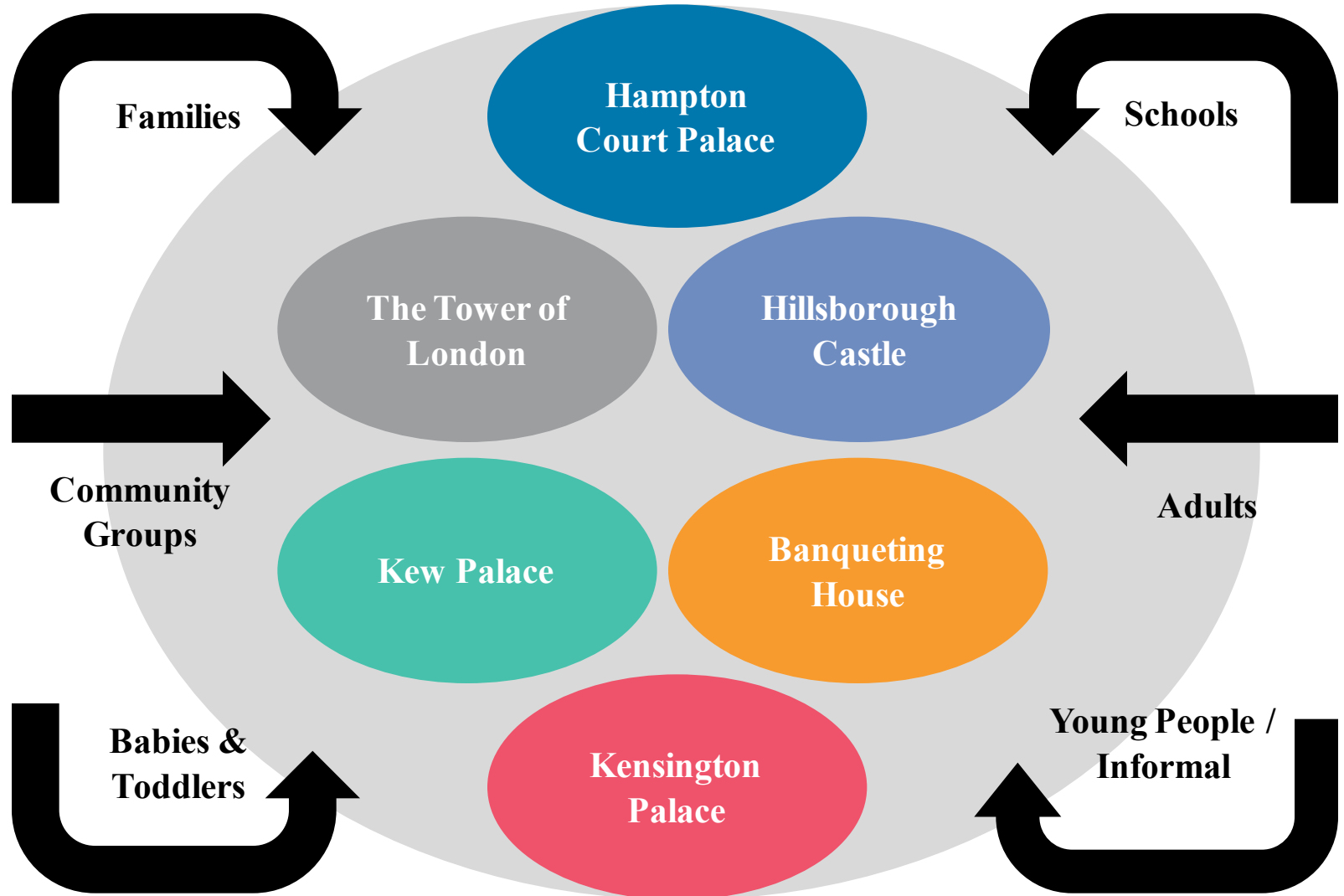


Learning and Engagement



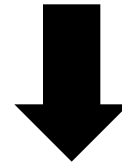
The first challenge for visitor research

**Historic
Royal Palaces**



Other challenges for visitor research

2014



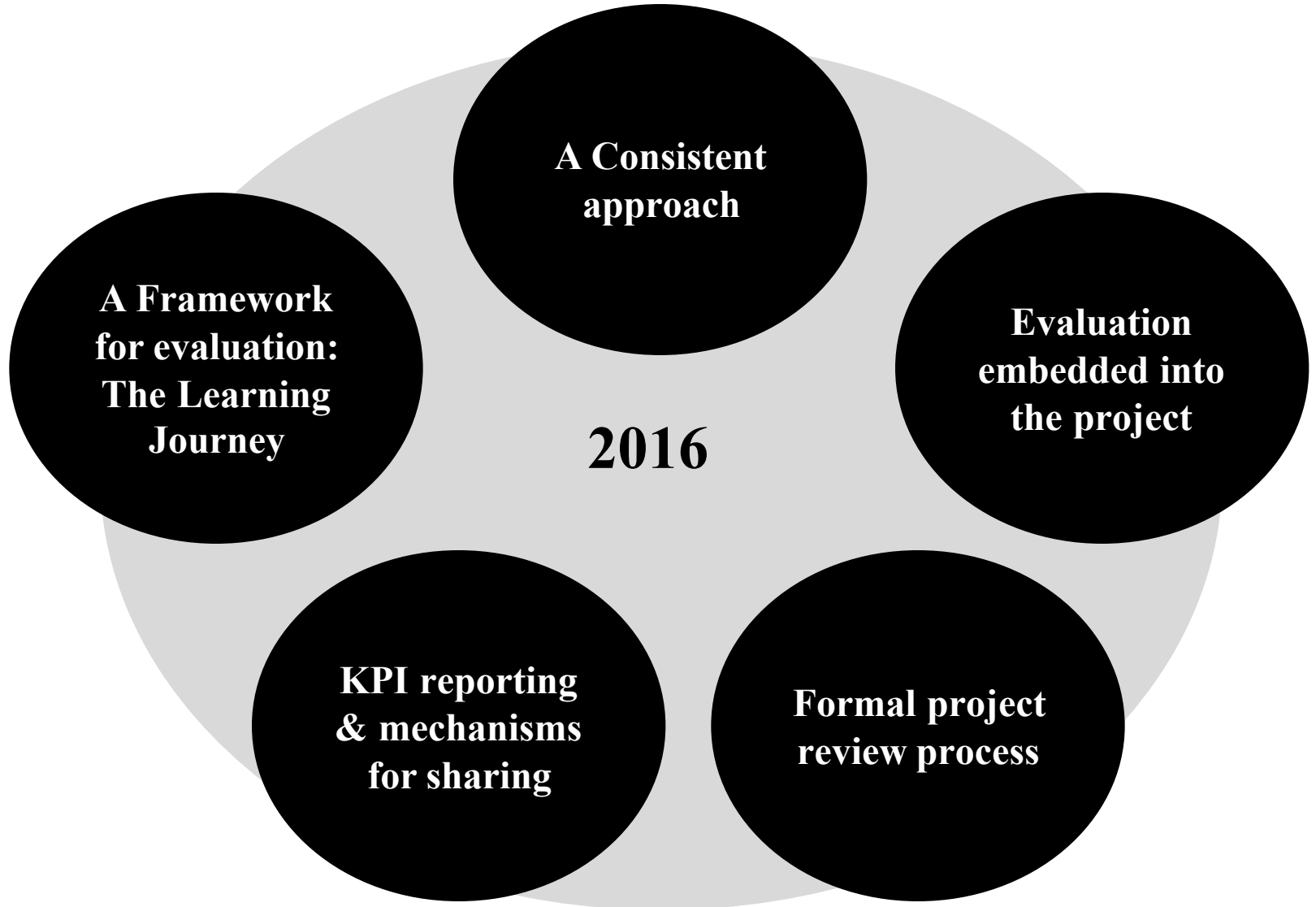
Ad Hoc

Varied

At times isolated



Meeting the challenges



Dealing with the challenges



And finding new ones!



Outputs to monitor performance and improve practice

KPIs:

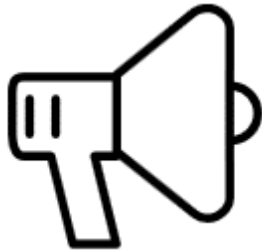
40 projects

Reach

Quality

Learning Impact

Value



3,000

responses



Visitor research to power decision-making

Families	Young People	Schools	Adults
<p>Prioritising investment for our family festivals</p>	<p>Structuring an informal learning programme for 16-24 year olds</p>	<p>Deciding where to focus our support for teacher CPD</p>	<p>Assessing the impact of our inaugural 'Pub Quiz' at the Banqueting House</p>



A framework for measuring value



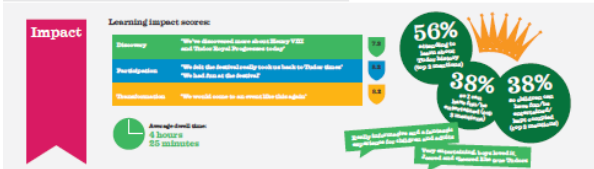
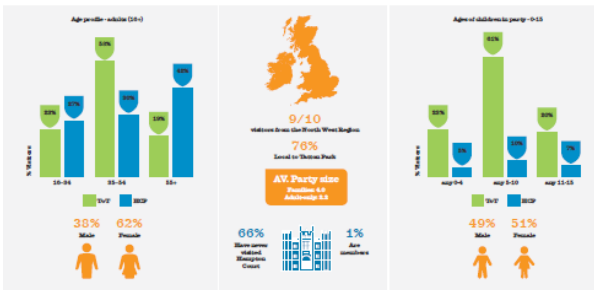
Broader impacts

Quarterly Reporting of KPIs

Tudors on Tour: Tour Highlights



Film and Vox-Pops



Infographics

Confidential. For internal use only.
Data source: TSI Evaluation, RSPG, RSPG and RSPG Surveys, 2023. Experience ratings based on all attendees (N=100). Data weighted to be representative of adult attendees, May 2023.



Using visitor research more holistically



Any questions?

Contact:

Emma Morioka,
Audience Champion

Emma.Morioka@hrp.org.uk

