



SHARE Museums East
a network of know how

Making the most of shared data: **Visitor Insight East**

A case study from museums
in the East of England

Amanda Burke and Christina Lister



Supported using public funding by

**ARTS COUNCIL
ENGLAND**



Visitor Insight East: The programme

- Survey
- Database
- Workshops
- Grants



VISITOR SURVEY

Please fill this in at the end of your visit

1. Today's date: ____/____/____
2. Have you visited us before today?
 No Yes: how long ago did you last visit? _____
3. Roughly, how long did you spend here today?
 30 mins 1 hour 2 hours 3 hours 4 hours 5+ hours
4. We are interested in all the ways you have heard about us. Please tick all that apply and give us all the information that you can.
 Road signs Saw the building when passing
 Tourist information Our leaflet: where did you get it / see it? _____
 Our website Other website: which one(s) _____
 Social media Newspaper / magazine: which one(s)? _____
 Someone told me Just knew about it and can't remember how I found out
 Found out another way? Please tell us! _____

5. What is your home postcode? _____ I live abroad

(This information is not used for marketing)



Please complete for a chance to win a £50 Voucher!



6. If you live in the UK, roughly, how many miles away do you live?
 0-9 miles 10-19 miles 20-29 miles 30-49 miles 50-99 miles 100+ miles

7. Why did you visit this site today? _____

8. How satisfied are you with your visit today?
Not at all satisfied 1 2 3 4 5 Very satisfied

9. How much did you pay to come in? £ _____ I did not pay

10. If you paid to come in, has your visit been value for money?
Poor value 1 2 3 4 5 Very good value

11. What did you like best about your visit? _____

12. Your comments or suggestions for improvement: _____

13. Please write the ages of everyone in your group (this is to see what types of groups people come in)
My age _____ Others in my group: _____

To enter the prize draw: Name _____ Email or phone _____

Survey development

- Focussed
- Robust
- Proven
- Three domains:
 - Visitor
 - Visit
 - Drivers

Survey delivery

- One per group. A5 card, or self-print
- Self-complete but respondent 'actively' selected by museum staff, Instructions and targets

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13. Please write the ages of everyone in your group (this is to see what types of groups visit)
 My age _____ Others in my group _____
13. OPTIONAL QUESTION (E.O. nationally, ethnicity, disability – wording to be provided)

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Sharing and comparing

- Sites agreed to share, also used national and NMAS data for comparison
- All museum are not the same! Need to compare...

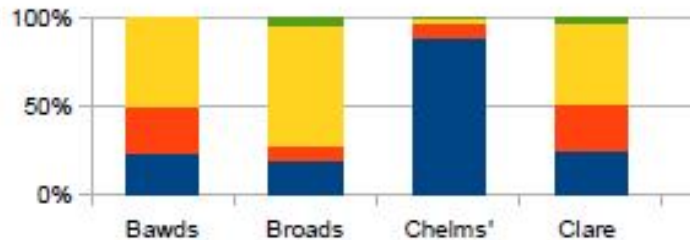
<u>Party composition</u>						
	<u>Mus'</u> <u>National</u>	<u>NMS</u> <u>Mean</u>	<u>Broads</u>	<u>Chelms'</u>	<u>Clare</u>	<u>DHAM</u>
<u>Period</u>	<u>2011/12</u>	<u>13/14</u>	<u>2014</u>	<u>2014</u>	<u>2014</u>	<u>2014</u>
<u>No. respondents</u>	10173	1951	381	139	127	435
<u>With 1+ child (u16)</u>	34%	40%	66%	87%	8%	24%
<u>With 1+ adult 60+</u>		47%	12%	18%	58%	51%
<u>Visiting on own</u>		10%	12%	8%	21%	30%
<u>Average party size</u>	2.44	2.7	2.6	3.2**	1.9	2.3

*For 85% due to how data gathered

Shared, compared and discussed

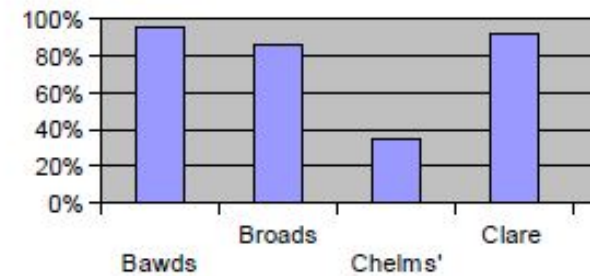
How far away do you live?

	NMS Mean	Bawds	Broads	Chelms'
<i>Period</i>	13/14	2014	2014	2014
<i>No. respondents</i>	1816	119	390	119
0-19 miles	39%	23%	19%	8%
20-49 miles	13%	27%	9%	8%
50+ miles	45%	50%	69%	3%
Abroad	3%	0%	4%	1%



Is this your first visit to this museum or gallery?

	Mus' National	NMS Mean	Bawds	Broads	Chelms'
<i>Period</i>	11/12	13/14	2014	2014	2014
<i>No. respondents</i>	10173	1844	134	391	119
First visit	41%	62%	95%	86%	3%
Repeat visit	59%	38%	5%	14%	6%



Harmonisation

‘Problem’ areas

- Definition of ‘local’, ‘day tripper’, ‘tourist’
- Definition of ‘frequent visitor’
- Assessing socio-economic status
- Age (including when using ticketing information)
- Satisfaction

Case studies

De Havilland Aircraft Museum

- Aircraft museum in Herts
- Volunteer-run
- 72% first-time visitors
- Visitors interested in aircraft > general day out
- AIMS: more:
 - Families
 - Younger visitors
 - Repeat visits



Actions

- Communicated research internally
- Used data in 2 HLF bids
- 1 free admission leaflet given to all
- Other voucher offers in ads
- Increase visiting hours in summer hols
- Rebuilt website



Please accept this voucher offer with our thanks for your interest and support of the de Havilland Aircraft Museum

This voucher is valid until 30th September 2015. The voucher is not cash transferable and is not valid for group visits or in conjunction with any other discount or promotion. Photocopies will not be accepted.

VOUCHER CODE 30092015

www.dehavillandmuseum.co.uk
01727 826400

de Havilland Aircraft Museum,
Salisbury Hall, London Colney,
Hertfordshire AL2 1BU

Outcomes and future

- 2 successful HLF bids
- 2015 best ever season
- Admissions up YoY 16%
- Family visits up 75%
- Shop sales up YoY 25%
- Repeating surveys in 2016



Lowewood Museum

- Local authority museum in Herts
- Strong family, schools & older visitors
- Only 6% of visitors were 15-25
- AIM: attract more young people



Actions

- Set up Youth Panel
- Panel of 5
- Members make decisions
- Curate 1 temporary exhibition p/a



School's Out

Curated by Lowewood Museum's Youth Panel, this awesome exhibition gathers together memories and objects from the Borough's school history. This exhibition has something for everyone to enjoy!

10 October – 23 December 2015

Free entry

Lowewood Museum
High Street, Hoddesdon, EN11 8BH
Tel: 01992 445596
www.broxbourne.gov.uk/lowewoodmuseum
@lowewood

Lowewood MUSEUM

BOROUGH OF BROXBOURNE
2015, Year of Heritage

The poster features a photograph of school-related items: a chalkboard with colorful dots, a stack of old books, and a small framed document. The background is dark, making the items stand out.

Outcomes and future

- Positive visitor feedback
- Brought in new visitors
- Panel nominated for Broxbourne Youth Award
- 2016 film project
- No visitor numbers



Other examples

- Data used in successful HLF bids
- Marketing messaging changed
- Confidence to increase pricing
- Keeping status quo
- Feeding into promotion of village
- More local advertising
- Creating a film to promote to adults

Success and lessons

- Success factors:
 - Benchmarking
 - Supported workshops
 - Key person championing
 - Organisational comms and buy-in
- Lessons:
 - Continued support for scheme
 - One-on-one support
 - Momentum to keep going



Thank you!

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