Museum Development Yorkshire Visitor Experience Consortium 2018

Video transcript:

1 Welcome to Museum Development Yorkshire Visitor Experience Consortium.

Thank you for agreeing to take part in the 2018 programme.

You may have taken part in the past or this may be your first time. This briefing video will give you an outline of the programme and what you need to do.

2 What is it?

This is an informal programme for all Accredited museums in Yorkshire and the Humber which has been running now for 7 years.

Each museum that takes part sends three members of staff or volunteers to other sites as ‘mystery visitors’. That’s you.

During your ‘mystery visit’ you will complete a questionnaire which is then passed anonymously to the site you visited. The reports give valuable, objective feedback which can be used to inform service improvements, staff training or as evidence in funding applications to Museum Development Yorkshire, HLF or other partners.

As each site visited only receives three reports it is essential that each one is as good as it can be. This video will take you through the process and help you make a worthwhile, enjoyable and successful visit. Hopefully you will bring back some new ideas for your own site too.

3 What does it involve?

All ‘mystery visits’ should be done by 14 September and the fully completed questionnaire must be filled in and submitted online by 28 September.

You will also be asked to complete an online feedback form so that we can consider any changes or improvements for the programme next year.

You will be awarded a certificate for taking part as a record of your professional development.

4 Making a successful visit

Please make a comprehensive visit of your allocated site. If for any reason you are unable to visit the whole site, please indicate this on the form with notes and the reason why. Do allow time to prepare for your visit by planning your journey and completing the pre-visit questions.

During your visit please be discreet – the site may know about the programme but will not know the date of your actual visit. Remember – you are a ‘mystery visitor’! So do take notes or use your phone to record your thoughts.

Please be honest and constructive in your comments and enjoy your day.

5 The pre-visit

There are some tasks that you need to complete before you go.

First, look at their website. What does it say about them? Is the content accessible? Are they on Twitter or Facebook or any other social media?

Next, contact the site by phone **and** by email before you visit. Think about what you would like to ask. Here are some examples:

What are your access and facilities like for wheelchair users?

Is there an audio guide?

What’s on during the school holidays for families?

What is the current exhibition?

Please ask what **you** think it is useful to know. It’s your question.

Please don’t worry if you think your email address will flag you up – send the email anyway and if you feel the response was much better that you would have expected just make a note of this on the questionnaire.

6 Onto the questionnaire itself:

It is very important that you complete all the questions. Most of the questions ask for narrative comments and a rating, (very good – poor). The ratings are of course useful, but the comments help the sites understand your responses more fully so please do make time to consider what you want to say. This is an example. You may like to pause the video here and read through it.

7 Getting there

Please plan your journey in advance and record how you travelled, was the museum easy to find, could you park your vehicle and if you used public transport, how was the journey?

8 Onto first impressions

How does the site look from the outside as you approach? Is there good signage? Can you see any ‘what’s on’ information? Does the museum look inviting? Is it well-lit and is it clean both inside and out?

Are you welcomed by well-presented staff and do they explain what you need to know?

9 Next, the museum visit

This section is about the content – the displays and exhibitions, lighting, signage and interpretation – and what was your favourite part.

Please also consider how the site engages with children and families. Are there any activities included for this group? If you can take any children on your visit that would be great, but if not look at what others are doing and whether they are engaged in their visit and can access the content. Are pushchairs able to move around easily? And think about which types of visitors would enjoy this attraction the most, and why?

10 Facilities and services

Please consider what you think the experience would be like for wheelchair users and people with other disabilities. Are there changing facilities, access ramps or lifts?

What are the toilets like? Are they clean, accessible and well signposted?

Have a look around the shop/shop area. What do you think of the stock and how it is displayed. Is there a good price range?

Is there a café? What kind of refreshments does it have and are they well priced? If there isn’t a café could staff advise you of the nearest one?

Almost done!

11 Please give a summary of 2 things you really liked and 2 things you think the site could improve on.

12 Then up to 5 action points that you think the site could address.

Please transfer all your information onto the questionnaire online and e mail it back to us by **28 September.**

Thank you for watching and enjoy your visit!

Any questions, please e mail Janet Simmonds: [janet@janetsimmonds.com](mailto:janet@janetsimmonds.com)