Re-engaging with Your Audiences Workshop

13 October 2020
Christina Lister
www.christinalister.co.uk
@christinalister
Contents

• Reviewing and engaging audiences

• Framework to use

• Online and offline examples and inspiration of audience engagement from 2020

• How to reassure and encourage people to return
Takeaways

• An understanding of who your audiences are and who you would like them to be

• Clarity on the data you hold and what you may need to gather to build your audiences

• Tools to think strategically about how to engage with different audiences

• Ideas and inspiration for how to communicate with your audiences to build relationships
Who are “audiences”?

- Arts Council England: “‘Audience’ includes attendees, visitors, readers, listeners, viewers, participants, learners and people who purchase works of art.”

- National Lottery Heritage Fund: “All the people who might come into contact with your heritage […]. This includes your current users and visitors and people attending events and taking part in activities. It also includes people who could become visitors, attendees and users in the future. All of the people in your local community and the wider community you serve form your potential audience.”
What is “audience development”?

- Arts Council England: “activity which is undertaken specifically to meet the needs of existing and potential audiences and to help arts organisations to develop ongoing relationships with audiences.”
- National Lottery Heritage Fund: “taking action to put people centre-stage. It involves making an effort to understand what they want and presenting your heritage site, collection or activity in a way which is accessible, inviting and meaningful for them. It involves changing people’s perceptions of heritage and building on-going relationships to encourage participation and support from as broad a range of people as possible for the long-term.”
- The Guide to Audience Development by Heather Maitland: “Audience development involves breaking down the physical, psychological and social barriers which stop people participating in or attending the arts.”
Context

• More competition for people’s attention
• Very varied experiences of and attitudes to Covid-19
• Museums and attractions will have very different situations
• Need to manage audience expectations
• Screen / online fatigue
• Digital exclusion and data poverty
• Your organisation is not a priority in everyone’s lives
• Staff and volunteer wellbeing
• Risk of alienating/marginalising audiences not able to visit or engage online
Framework
Framework

1. Audit
2. Research
3. Plan
4. Act
5. Evaluate
1. Audit
Has 2020 changed your audiences?

- Pre-Covid audiences
- Pre-Covid target audiences
- Our recent / current audiences
- Our future target audiences
Has 2020 changed your audiences?

- Yes - it's changed who engages with us: 10
- Yes - we have changed who we are proactively targeting: 3
- No: 4
<p>| Target audience group | Audience summary | How do we ‘normally’ /pre-Covid 19 engage them? | What have we done in the past 7 months to engage them? | Did/Do/Will they visit? When? | What do they need in place before a visit? | What are their barriers to engagement/participation? | How can we reach them? | What do they need/want now from us? | What are they likely to need/want from us in 2021? | How can we meet their needs? 2020/2021? | What don’t we know or understand that we need to find out? |</p>
<table>
<thead>
<tr>
<th>Target audience group</th>
<th>Audience summary</th>
<th>How do we ‘normally’ /pre-Covid 19 engage them?</th>
<th>What have we done in the past 7 months to engage them?</th>
<th>Did/Do/Will they visit? When?</th>
<th>What do they need in place before a visit?</th>
<th>What are their barriers to engagement/participation?</th>
<th>How can we reach them?</th>
<th>What do they need/ want now from us?</th>
<th>What are they likely to need/want from us in 2021?</th>
<th>How can we meet their needs? 2020/2021?</th>
<th>What don’t we know or understand that we need to find out?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local families</td>
<td>Families within a 10 mile radius, with children aged 5-11</td>
<td>Interacts, trails, dressing up; activities e.g. workshops in school holidays</td>
<td>Some online live educational sessions; created self-guided trails around local town</td>
<td>They used to visit &amp; return (weekends &amp; school hols); some have returned this summer</td>
<td>Reassurance it would be safe and still fun; an understanding of what’s changed</td>
<td>Anxiety around Covid-19; the younger children touching things; overwhelm of online resources &amp; screen fatigue; redundancies impacting household income</td>
<td>Our family e-newsletter, our Facebook page</td>
<td>Not much at mo – our research shows some are visiting but others not interested and have enough on their plate at home; that may change with a localised lockdown</td>
<td>We’re not sure</td>
<td>Need to wait for info on what they need</td>
<td>We need to find out what they’ll want from us rest of next year e.g. reassurance about visiting; activities to do at home; activities to do outdoors; digital / hard copy activities?</td>
</tr>
</tbody>
</table>

**Audit example**
Gaps

• Where are the gaps in our knowledge and understanding?

• Where are the gaps in our provision for our target audiences?

• Which groups aren’t we engaging?
  – Which are the under-represented groups?
  – Whose needs aren’t being met in the local community?
  – Which groups are most likely to help us generate income?
  – Who could be interested in becoming volunteers?
2. Research
Research planning

**Question**
- What do we want to know?
- Why?
- How will we use this insight?

**Capture**
- What data do we need?
- Where/How will we get this?

**Analyse**
- What does the data tell us?

**Act**
- How will we use these insights?
- What will we do/change?
Research and consultation examples

- Booking and visit data
- Visitor survey
- Visitor observation
- Online survey
- Website and social media analytics
- Community group leaders and stakeholders
- Online focus group
- In-person focus group (rules permitting)
- Mini social media poll
- Hard copy survey (with SAE) in outreach packs
- Look at existing research
For visitors, it has been more about a quiet, solo experience that helps them feel like things are going back to “normal”, rather than the motivation to be social.
National Gallery re-opening visitor feedback

Those who answered the post visit reopening survey were more likely to rate ‘Excellent’ (78%) compared to annual rolling data from 2019/20 (49%).

Image from Rachel Mackay on Twitter: https://twitter.com/rachmackay/status/1289127420151377921
ALVA research (July)

Younger people are more likely to be the earliest returners, with those from older age groups less confident about a quick return – especially to indoor attractions.

Wave 4: HOW SOON do you think it will be before you visit each of these types of attraction after they re-open? (% already visited or ‘as soon as opportunity arises’)

<table>
<thead>
<tr>
<th>ALREADY / AS SOON AS OPPORTUNITY ARISES (%)</th>
<th>TOTAL</th>
<th>Aged under 35</th>
<th>Aged 35-54</th>
<th>Aged 55-64</th>
<th>Aged 65 or over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country parks &amp; nature reserves</td>
<td>38</td>
<td>42</td>
<td>38</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>Gardens</td>
<td>38</td>
<td>42</td>
<td>34</td>
<td>31</td>
<td>36</td>
</tr>
<tr>
<td>Zoos &amp; safari parks</td>
<td>25</td>
<td>28</td>
<td>28</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>Farm attractions</td>
<td>22</td>
<td>28</td>
<td>23</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Historic houses, stately homes, palaces</td>
<td>20</td>
<td>28</td>
<td>17</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Theme parks</td>
<td>20</td>
<td>24</td>
<td>17</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Castles &amp; historic monuments</td>
<td>19</td>
<td>23</td>
<td>18</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Museums / art galleries</td>
<td>17</td>
<td>22</td>
<td>16</td>
<td>13</td>
<td>15</td>
</tr>
</tbody>
</table>
Social media engagement and turn-offs, 2020

The types of content consumers want to engage with:

- **68%** Images
- **50%** Videos
- **30%** Text-based posts
- **26%** Stories
- **26%** Polls
- **22%** Live video
- **17%** GIFs
- **16%** URLs/links to brand content
- **11%** Q&As or AMAs
- **10%** UGC

Why consumers unfollow brands on social media:

- **49%** Poor quality of product or support
- **49%** Poor customer service
- **45%** Irrelevant content
- **45%** Too many ads from that brand
- **39%** Privacy concerns
- **29%** Negative press
- **26%** Corporate scandal
- **24%** Brands post too much

https://sproutsocial.com/insights/data/index/
Benefits of online engagement during lockdown

- It made me look forward to going back there: 72%
- I was impressed that they wanted to keep audiences engaged: 69%
- I learned things about their collections I did not know before: 47%
- It was nice to see spaces with which I am familiar: 41%
- I/we learned new things: 33%
- It was fun to see the museum in this way: 32%
- It made me feel happy: 29%
- It made me feel part of a community: 27%
- It made me think about visiting there in the future because I have never been there before: 18%
- It prompted me to be more creative: 15%
- It provided me with useful activities for the family: 10%
- None of the above: 3%

Base: All those who engaged with museums online during lockdown (2,719)
Family audiences (July)

• 32% of family audiences seen a reduction in income as a result of Covid-19

• Indoor social distancing rules add a layer of extra stress (can children adhere?)

• Less than half of family audiences have experienced culture online (62% general respondents)

• 75% interested in the future

• 96% would attend outdoor events in the future

Family Arts Campaign & Indigo Research: https://www.indigo-ltd.com/blog/act-2-family-audiences
YouGov poll on fears of catching Covid-19

YouGov COVID-19 tracker: fear of catching
% of people in each market who say they are "very" or "somewhat" scared that they will contract COVID-19 (coronavirus).

https://yougov.co.uk/topics/international/articles-reports/2020/03/17/fear-catching-covid-19
3. Plan and act
Segmentation

- **Aim to segment or group your target audiences**
  - break down audiences into distinct groups that behave in similar ways or have similar needs

- **Are your pre-Covid ways of segmenting still valid?**

- **How are you going to split your audiences?**
  - Geographic segmentation: e.g. local, day-trippers
  - Demographic: e.g. age, family lifecycle stage
  - Behavioural: e.g. regular / sporadic / lapsed visitors
  - Psychographic: e.g. attitude to Covid-19 / risk
Example

Local families (children 5-11) → Visiting audience
Local people (50+) → Virtual audience
Primary schools in county → Digital
Int'l language school students
Int'l people with connection to town

Virtual audience → Non-digital
## Ansoff Matrix

<table>
<thead>
<tr>
<th>Adaptation of Ansoff’s Matrix</th>
<th>Your products or offer: programming, events, exhibitions, cafe etc</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Existing</td>
</tr>
<tr>
<td>Your audiences</td>
<td></td>
</tr>
<tr>
<td>Existing</td>
<td>Market penetration</td>
</tr>
<tr>
<td></td>
<td><strong>What:</strong> Increase the visit or purchase frequency of current audiences with your current products and programmes</td>
</tr>
<tr>
<td>New</td>
<td>Market extension</td>
</tr>
<tr>
<td></td>
<td><strong>What:</strong> Attract new audiences with your current products and programmes</td>
</tr>
</tbody>
</table>
What are we going to do?

- Do we need to write a (new) audience development plan?
- What are our goals and objectives?
- Which audiences are we prioritising?
- What are we going to do for them?
- Can we apply for funding?
- Do we need to undertake more research or consultation?
- Who is going to be responsible?
- What is it going to cost?

* Remember: link to your mission and vision *
5. Evaluate
Evaluation

• Monitor regularly to ensure you’re on track and not wasting your time/money

• SMART objectives make it easier

• Make the most of the additional data from pre-booking

• Focus on evaluating key areas rather than everything – what metrics are important to you?

• Share the results

• Act on the results
Act: examples and inspiration
Examples and inspiration: online
Online educational resources for families

The Fitzwilliam Museum #LookThinkDo

Rocks at Port-Coton, the Lion Rock

Claude Monet (1840–1926)

Oil on canvas
64.8 x 81 cm

80.07–1880 (Accepted in lieu of inheritance Tax by H. M. Government and allocated to the Fitzwilliam Museum, 1982)

Monet visited the so-called 'laid coast' of Brittany for the first time in the autumn and winter of 1864; he had planned to stay only ten days, but ended up spending ten weeks, based in a tiny hamlet only five hundred metres from the rugged coastline. This is one of thirty-nine paintings made during his stay.

French writer Charles Lébeau praised Monet for his extraordinary ability to paint water; he wrote that in Monet’s paintings water was always “alive, deep, and above all real”. If you compare this painting to other seascapes by Monet, such as the Rock and Wave and Port de la Barbade, you can see how sensitively Monet responded to the different moods of the sea to paint both stillness and movement.

The idea of painting the same thing over and over again may well have been inspired by Japanese prints, which were widely circulated among artists in Paris. Monet is thought to have been influenced by the bold outlines, the inventive compositions, the relative flatness, and the fact they are drawn from everyday life. Monet’s house in Giverny has a large collection of Japanese prints.

You can find out more about Claude Monet and the other French Impressionist artists in the collection at The Fitzwilliam Museum in the online exhibition.

This resource has been developed to coincide with a Children@ArtHouse: Children’s Art Week is run by Engage, the National Association for Gallery Education and supported in 2020 by Engage Scotland, Engage Cymru and The D’Yryst Carré Charitable Trust.
Facebook poll example

Leeds Discovery Centre:

Here we look at an object with a complicated history. How can we interpret something known as a ‘cannibal fork’ without getting caught up in the colonial myth of cannibalism, used as an excuse for Empire? And why are we still interested in these objects so much that we want to make replicas, despite the truth of their use being so obscure?

---

So it’s time to vote for next week’s Museum from Home video theme. What do you fancy?

- 60% Rainforest
- 40% Rocks and Fossils

This poll has ended. 30 Votes
Two days to go!
We’re excited to announce the launch of our first online exhibition. This Wednesday at 11am, on our Facebook Live, join us in conversation with artist @LindumGreene for an online opening.
Visit museumofcambridge.org.uk from July 15th to September 1st to see it!
Join in with trends
Audience participation

#GettyMuseumChallenge

https://www.instagram.com/gettymuseum/
Online fun and games

The Cooper Gallery, Barnsley

https://www.jigsawplanet.com/BarnsleyMuseums
Inspiring creativity

Ashmolean Museum’s #IsolationCreations
Call-out for involvement

Experience Barnsley: Museum & Discovery Centre
#ShowUsYourStuff
Knebworth House: online time travel shows

https://www.facebook.com/watch/Knebworthhouse/300418854586802/?sfnsn=scwspmo&extid=HfHZ9S58Glv1ESR0
Staying on brand

The Museum of English Rural Life

FOLLOW THE NEW ONE-WAY SYSTEM

It helps everyone maintain social distancing, we have introduced a brand-new one-way system throughout the Museum galleries. Please follow it, and mean it.

The route follows a pre-planned path through the galleries and exhibition at the Wing on Walk, where visitors arrive at the welcome space. You’ll also find our ‘Staying Cleaner’ and ‘Sanitising Stations’ along the exhibition hall, and more in the refectory and café.

The one-way route will be clearly marked by signs, but if you have any questions about it, please ask a member of our team.

KEEP AN ABSOLUTE UNIT OF SOCIAL DISTANCING

As with most places, we ask you to be mindful of social distancing guidelines when moving through the Museum and to maintain a safe distance from people outside of your household or bubble. We have installed new, clear signs throughout the galleries that advise on this.

Learn more about the surprising history of this very large sheep.

GIVE US A HELPING HAND BY WASHING YOURS

We have installed hand-sanitising stations throughout the Museum – at the entrance, at the toilets, and at the doors to the garden.

Please wash your hands when you arrive and regularly throughout your visit.

https://merl.reading.ac.uk/visit-us/
Some more online ideas

- Quizzes, guess the object
- Share images from your archives / behind-the-scenes photos, videos, blogs e.g. conserving objects
- Social media takeovers
- Interviews with staff members / volunteers
- Create activities for people to do at home
- Storytime (live/recorded)
- Fundraising campaigns
- Calls for help/support: volunteer drive, contemporary collecting
What have you done online in the past 7 months that’s worked well?
Examples and inspiration: offline
Outreach with a partner

Ipswich Museum and Volunteering Matters

Taking Ipswich Museum to our Community

Posted on 30th April 2020

A pioneering new cultural partnership in Ipswich has developed 230 multi-lingual activity packs to support some of the town’s most vulnerable communities during the Coronavirus outbreak. Ella Root, Collections and Learning curator, at Ipswich Museum, tells us more.

Ipswich Museums have lots of portraits. Portraits are paintings of people.

Sometimes people are painted with things that are important to them, for example a pet, books or in special clothes.

Resources: paper, pencils

Instructions: draw a portrait of yourself in the frame.

Cut this portrait out and use it for the Mini Museum activity on the next page.
Museums working together

Summer in a Box – Suffolk Museums: 1,600 family activity packs

https://www.healthysuffolk.org.uk/projects/summer-in-a-box
Being the heart of the community

Firstsite: free meals for families in the summer holidays
Reminiscence activities

The Museum of London

Welcome to the Museum of London’s Creative and Connected activity pack

While our physical doors are currently closed, we are still here for you in these uncertain times. We are here to connect with you, to share London’s stories and to listen to your story. We hope our packs will bring joy and keep us connected.

These packs form part of our Memories of London programme, designed for people affected by dementia.

You can use this pack in the way that feels most comfortable for you. You could:

- Write, draw or paint to complete the pack
- Grab your own paper to use alongside the pack for your responses
- Go digital and create your responses using your computer, tablet or phone

About you

What name do you like people to call you?

How are you feeling right now?

Who would your perfect party guests be? It could be anything – your town or city, a friend or even a Prime Minister...


What music would you play? You’re in charge! Salsa? Pop? Non-stop power ballads? Anything else?

London Lives

We are creating a series of podcasts, ‘London Lives’, inspired by different objects from our collection. Our July podcast will feature food and drink in London, and include this 1912s milk bottle.

Did you use to receive milk at your door? Or perhaps you still do? What feelings or memories does this object evoke for you? We’d love to hear from you! If you’d like to share your story email memories@emuseumoflondon.org.uk and we will get in touch to find out more.

Chat with the artist

You can also dialphone into a zoom call with our incredible artist of the month, Luke Layton, on Wednesday 16 June, 10:30-11:30am, for a cuppa and a chat.

You can join the chat by following any of these instructions:

- This is the digital version of our pack, just click on this link: https://museumoflondon.org.uk/zoom.us/j/83670438178
- Then enter the password 5uc25.
- Or visit www.zoom.us on the internet browser on your computer, tablet or phone. Then enter this Meeting ID 836 7043 8178
- Then enter the password 5uc25.
- Or if you don’t have a computer, ring any one of the phone numbers below from your mobile or landline. Then, when prompted, key in 836 7043 8178 on your keypad. Then enter the password 5uc25.

https://www.museumoflondon.org.uk/memories/creative-connected
#HistoryatHeart

Minnesota Historical Society, partnering with Hallie Q Brown Community Centre
Providing an art fix innovatively

Lisser Art Museum in Holland: 10-minute phonecall about a piece of art

Contemporary collecting

Museum of the Home: documenting how our home lives are changing during the coronavirus pandemic
Community project

Partnership between Leeds Museums and Galleries, arts organisation Skippko and older people’s support network Armley Helping Hands
Keeping in touch with volunteers

Gressenhall Museum & Workhouse
Some more offline ideas

• Make the most of your “shop front”
• Set up a pop-up museum in an empty shop window
• Run socially-distanced tours outdoors in your locality
• Set up a trail around your local area
• Use your local media
What have you done offline in the past 7 months that’s worked well?
Encouraging people to return
# Mapping concerns

<table>
<thead>
<tr>
<th>Audience group</th>
<th>Concerns / barriers around visiting</th>
<th>What you can do to mitigate these</th>
<th>How you can show this</th>
<th>Your key message</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Mapping concerns: family example

<table>
<thead>
<tr>
<th>Audience group</th>
<th>Concerns / barriers around visiting</th>
<th>What you can do to mitigate these</th>
<th>How you can show this</th>
<th>Your key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families with young children</td>
<td>Anxiety around catching Covid-19 – a day out is seen as an unnecessary risk</td>
<td>Follow guidelines and more</td>
<td>Communicate C-19 policies</td>
<td>It’s safe to return</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Encourage reviews from visitors</td>
<td>Good to Go mark</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Track public sentiment</td>
<td>FAQs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Share how people will benefit from a visit – what will they get out of it</td>
<td>Video</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Photos</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Share reviews</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Show empathy &amp; trustworthiness</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Promote outdoor space</td>
<td></td>
</tr>
<tr>
<td>Younger children touching things</td>
<td>Decisions on key touch areas (e.g. interactives)</td>
<td></td>
<td>Communicate extra cleaning and hand sanitisers</td>
<td>It’s ok to touch things</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hand sanitiser available</td>
<td>And that you understand children may touch things</td>
<td></td>
</tr>
<tr>
<td>Lack of fun/interactive/child-friendly things to do</td>
<td>Ensure you still provide safe &amp; fun activities for them e.g. own trail</td>
<td></td>
<td>Promote these</td>
<td>We still have lots of fun things for children to do</td>
</tr>
<tr>
<td>Redundancies (actual/likely) impacting household income and spend on outings</td>
<td>Ensure you have free / low cost options Allow picnics</td>
<td></td>
<td>Promote these options</td>
<td>We have free / low cost options</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>We’re good value</td>
</tr>
</tbody>
</table>
## Mapping concerns: volunteers example

<table>
<thead>
<tr>
<th>Audience group</th>
<th>Concerns / barriers around volunteering on-site</th>
<th>What you can do to mitigate these</th>
<th>How you can show this</th>
<th>Your key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older volunteers</td>
<td>Anxiety around catching Covid-19 – volunteering on-site is seen as an unnecessary risk</td>
<td></td>
<td></td>
<td>It’s safe to return and we’re here to welcome you back if you want to return</td>
</tr>
<tr>
<td></td>
<td>Anxiety around the unknown, what to expect, how things will have changed, control over the situation</td>
<td></td>
<td></td>
<td>Find out more about our Covid-19 set-up, our policies and your options</td>
</tr>
<tr>
<td></td>
<td>Not wanting to take public transport to the museum</td>
<td></td>
<td></td>
<td>We also have some volunteering from home options; We’re here when you’re ready/able to come back</td>
</tr>
</tbody>
</table>
Encouraging people to return

- Understand your audiences
- Look at research
- Communicate as a human, show empathy, build trust
- Involve and show your team
- Authenticity and trust are more important than gloss and perfection
- Have clear information on your website
- Date and update website information
- Invite local media to take a tour
- Audit your images (no crowds)
- Signpost visitors to open green spaces
- Prepare answers to FAQs that staff/volunteers may face and brief them
- Share positive reviews
ALVA research on barriers to visiting (July)

Main barrier to visiting is still around social distancing (especially worries about fellow visitors or practical effectiveness), although this has softened slightly following the reduction from 2m to 1m+.

% of the market who spontaneously mention 'social distancing' when asked about visiting attractions

<table>
<thead>
<tr>
<th>Wave</th>
<th>12</th>
<th>18</th>
<th>28</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (20-24 April)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 2 (13-18 May)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 3 (9-12 June)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 4 (8-11 July)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12% mention specific concerns about fellow visitors or ability to enforce distancing (11% at Wave 3)

- I feel like it's a good thing that things are returning to normal but as with the opening of pubs I feel like people just can't be trusted yet so for me personally I will still be self-isolating.
- Difficult to maintain social distancing and enforcing families to stay away from others, when they want to have a good time and freedom within a attraction that paid to go into.
- I am concerned that people will forget about the social distancing measures whilst in queue and then get annoyed when someone speaks to them.
- I want to be able to visit places I love and have memberships too, but I worry about these people who haven't/bowen't follow the rules.
- My feelings are that it is too soon to visit and feel totally safe. I would worry about people not obeying the social distancing rules, and staff cannot be everywhere to make sure that this is carried out.

Q: Please tell us in your own words how you currently feel about visiting attractions once they re-open to the public. What are your hopes? What are your worries or anxieties?

Base: All respondents, Wave 3 (716)
ALVA research on barriers to visiting (July)

But there remains high anxiety around using these services at attractions, especially toilets, indoor catering and interactives.

Wave 4: Will feel more anxious or uncomfortable about using than usual at attractions (%)

| Service                                    | % change
|--------------------------------------------|-----------
| ANY INDOORS                                | 82        |
| Toilets                                    | +3        |
| Cafes / restaurants – indoor seating       | 0         |
| Interactive exhibits visitors touch        | +1        |
| Indoor events e.g. talks, shows            | +1        |
| Guided tours – indoors                     | +4        |
| Playgrounds – indoors                      | -1        |
| Audioguides / headphone tours              | +5        |
| Shops                                      | +2        |
| ANY OUTDOORS                               | -3        |
| Cafes / restaurants – outdoor seating      | +1        |
| Outdoor events e.g. concerts, cinema       | -2        |
| Outdoor kiosks selling food / drink        | +4        |
| Playgrounds – outdoors                     | -3        |
| Guided tours - outdoors                    | -1        |
| NONE                                       | -1        |

Q: At visitor attractions, which of these, if any, would do you feel more anxious or uncomfortable about using than usual after they re-open?

Base: All respondents (Wave 2: 760, Wave 3: 750, Wave 4: 716)

Outdoor banners and signage

Welcome back

We’ve missed you.
We’re doing things a bit differently
to keep everyone safe.
Please follow the blue signs and safety instructions.

Our teams are here to help.
Please ask us questions from a distance.

Your visit today is helping to keep
the story of England alive at over 400 historic sites
across the country.

English Heritage
We’re Good to Go / Know Before You Go campaigns

Seeing this mark would give 73% of people more confidence in visiting an attraction (ALVA research) *

We’re Good To Go We’ve been accredited with the UK-wide industry standard and consumer mark for adherence to government and public health guidance on Covid-19 safety, making us one of the safest places to enjoy a day out this summer. @VisitBritain #WereGoodToGo

We’re looking forward to welcoming visitors back to our Cathedral tomorrow. We’ve achieved Visit Britain’s ‘Good to Go’ status, showing that your visit will be as safe as it will be enjoyable. Read our FAQs here: bit.ly/2ZFi1pE

* ALVA research
Share your team and safety

Aren't our cafe team brilliant? This is Charlotte, about to make a perfect Americano to go with an indulgent brownie! They keep everything safe & clean for visitors & they're always smiling. Give them a big smile back next time you pop in! 😊
Stay safe

Chester Zoo

We know things are going to feel a bit different when you visit, so here is some information about the changes we’ve been making to help keep you safe.

TOILETS

All of our toilet facilities (except those within cafes and restaurants) will be open, with limited capacity to enable social distancing. Our teams will be carefully managing these areas, and so there may be a short wait to use the facilities. All of our washrooms will be cleaned thoroughly and regularly throughout the day for your safety.

Face coverings must be worn within all toilet facilities.

INDOOR SPACES

We’ve restricted capacity in our indoor animal habitats. So you can now visit the Tropical Rainforest, Realm of the Red Ape, Jaguar and Veterinary Nursing Unit and10.00am-12.00pm.

We ask that you respect our social distancing measures in these areas.

FACE COVERINGS

You’ll still be able to enjoy all aspects of the zoo, as normal. We’re asking that visitors please respect social distancing measures that are taking place throughout the zoo. If you arrive you note this is a risk and may contact us to complete your experience.

GETTING AROUND

Wheelchairs and mobility scooters can be booked with our tours team, or you can book your seats by calling
01244 386857 or emailing tours@chesterzoo.org. Please join us in the lower area of the zoo, as cars do not have access to this area.

We also have a number of one way systems to help all visitors respect social distancing. Please download a map for more information.

PRE-BOOK ONLINE

You’ll need to let us know you are visiting by booking online at least 24 hours in advance and paying for your tickets. (Please choose your day carefully, due to high demand, we won’t be able to amend your ticket booking once purchased)

PARKING

You’ll still be able to enjoy the beauty of the site, as normal. We’re asking that visitors please respect social distancing measures that are taking place throughout the zoo. If you arrive you note this is a risk and may contact us to complete your experience.

FACE COVERINGS

You’ll still be able to enjoy the beauty of the site, as normal. We’re asking that visitors please respect social distancing measures that are taking place throughout the zoo. If you arrive you note this is a risk and may contact us to complete your experience.

FACE COVERINGS

You’ll still be able to enjoy the beauty of the site, as normal. We’re asking that visitors please respect social distancing measures that are taking place throughout the zoo. If you arrive you note this is a risk and may contact us to complete your experience.
Chester Zoo: website FAQs

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILL TOILET FACILITIES BE OPEN?</td>
<td></td>
</tr>
<tr>
<td>WILL WE HAVE TO WEAR MASKS TO VISIT THE ZOO?</td>
<td></td>
</tr>
<tr>
<td>WILL THE ANIMAL HOUSES AND WALK THROUGH EXHIBITS BE OPEN?</td>
<td></td>
</tr>
<tr>
<td>WILL THE LAZY RIVER BOAT TRIP AND TREETOP CHALLENGE BE OPEN?</td>
<td></td>
</tr>
<tr>
<td>CAN I BRING A GROUP TO THE ZOO?</td>
<td></td>
</tr>
<tr>
<td>WILL I BE ABLE TO MEET FAMILY AND FRIENDS AT THE ZOO?</td>
<td></td>
</tr>
<tr>
<td>I'M A COACH OPERATOR – CAN I BOOK TO BRING A COACH PARTY?</td>
<td></td>
</tr>
<tr>
<td>IS THE LANTERNS GOING AHEAD THIS CHRISTMAS?</td>
<td></td>
</tr>
<tr>
<td>CAN I STILL USE CASH AT THE ZOO?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW WILL YOU ENSURE THAT WE CAN VISIT THE ZOO SAFELY?</td>
</tr>
<tr>
<td>IS 2M SOCIAL DISTANCING STILL IN PLACE?</td>
</tr>
<tr>
<td>ARE YOU PARTICIPATING IN THE NHS TEST AND TRACE PROGRAMME?</td>
</tr>
<tr>
<td>HOW DO I BOOK TICKETS FOR THE ZOO?</td>
</tr>
</tbody>
</table>

https://www.chesterzoo.org/faq-new/
Make the most of good reviews

Thank you to everyone who has left us a review on Trip Advisor, Facebook or Google recently: we love reading your feedback. Our new cave tours are getting brilliant reviews! We’re so happy you’re enjoying them 😊

@vpdd @VisitNotts

We’ve had some brilliant reviews of our new household/family cave tours! Thank you to everyone who takes time to write a review 😊

Book your tour now: creswell-craggs.org.uk/visit/tickets-

"We visited during a week’s holiday in the area and had a great time. The little museum is really interesting and well done, and the area is absolutely beautiful, especially the gorge. Best of all though was a tour of two of the larger caves which due to Covid restrictions was just our family. The guide was very knowledgeable but also pitched things just right for our two children aged 10 and 7."

August 2020

"All cave tours are now private due to COVID and we had a tour with John (also known as J). He was an amazing guide and we learnt so much. Nothing was too much trouble for him. All staff on site were so helpful and friendly. There was plenty of social distancing and we felt very safe visiting Creswell Crags. The museum was fascinating and the walk around the gorge was beautiful."

August 2020

Kayleigh, James and Arthur from Sheffield and Kevin, Natalie and Arthur (school friends from Felixstowe) are having a good old meet up weekend and they visited us at Crags today. We’re a great spot for halfway meets ups! Brilliant to see your lovely families 😊

#GetOutsideDay
Participant’s poll:

What tips do you have for encouraging people to return?

- Consistent messaging and being transparent
- A special exhibition that runs for a limited time period.
- We shared everything we were doing on Social media. We also gained the ‘We’re Good To Go’ mark which we displayed. Lots of pictures on Facebook showing people abiding to the new normal rules.
- Get the Good to Go mark. I also took photos of the signs up and put up the new rules on Facebook (including asking children to keep the adults under control)
- Encourage trip advisor reviews. Get some new images of people enjoying the museum safely with their masks.
- show pictures of staff and volunteers following guidelines, e.g. cleaning, wearing face masks, social distancing markers.
- Made a video with our punch and judy puppets about what to expect visiting under covid
- I am going to start making phone calls to social group secretaries/organisers to let them know we’re open and ask what they might need.
Audiences: Top tips

- Understand your audiences
- Meet their needs
- Show empathy
- Experiment and innovate
- Accept if some don’t want to engage
Questions and comments