

Fashion Museum and Assembly Rooms Visitor Services Standards

Analysis of Visitor Services Questionnaire 2009 Service Standards Targets

Date: Summer 2009

1 Buildings



The building was bright and welcoming 100% (target 85%)

There were clear and helpful signs in the reception areas 100% (target 85%)

Seating was available in each main area 20 % (target 85%)

Each part of the site was lit sufficiently to see the walkways and exhibits 100% (target 85%)

Any barriers were clearly visible 90% (target 85%)

The toilets were clean and adequately stocked 100% (target 85%)

Baby changing facilities were available 100% (target 85%)

Walkways and routes were clear of rubbish 100% (target 85%)

The site was clean 100% (target 85%)

Exits were clearly marked and well lit 100% (target 85%)

Average for Buildings 91% (above target)

2 Collections and displays



The displays were well lit and the captions could be read easily 35% (target 80%)

Displays and objects were placed appropriately to enhance understanding of each part of the site 46% (target 80%)

All displays had appropriate captions 35% (target 80%)

Information was comprehensive and clear 85% (target 80%)

Information was given in a variety of interesting and diverse ways 100% (target 92%)

The language used was easy to understand 85% (target 80%)

Average for Collections 64.3% (below target)

3 Services



Catering; the prices in the restaurant were fair for the quality of the surroundings and service 87% (target 80%)

The opening and closing times were clearly displayed 100% (target 85%)

Admission prices were displayed at the point of admission 100% (target 85%)

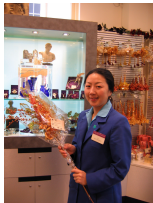
The admission price offered value for money 73% (target 85%)

Information about the site was available before the visit 79% (target 80%)

The shops were stocked with an interesting and appropriate range of products 62% (target 80%)

Average for Services 83.5% (above target)

4 Staff



Staff were efficient and effective at their jobs 100% (target 85%)

Staff were knowledgeable and able to answer queries 100% (target 85%)

Staff were readily identifiable and wore easy-to-read name badges 100% (target 85%)

Front of house staff were friendly and helpful 100% (target 85%)

All visitors were treated with dignity and in a fair and courteous manner by the staff 100% (target 85%)

Complaints and queries were dealt with promptly and satisfactorily 100% (target 85%)

Average for Staff 100% (above target)

I was satisfied with the quality of my visit 85% (target 85%, this question was first introduced in September 07)

Signed...Katie Smith

Date...25th September

Further comments

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