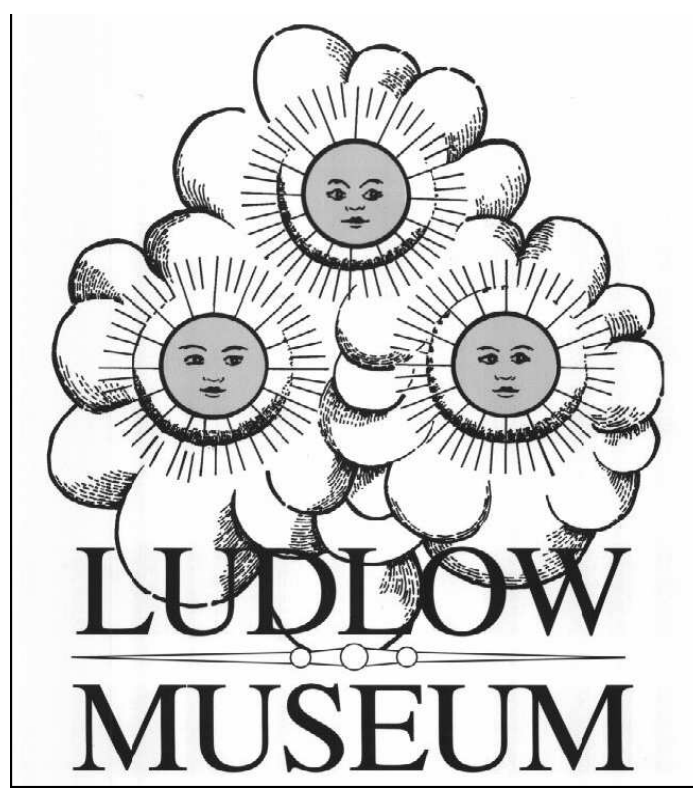


Ludlow Museum Visitor Survey 2009





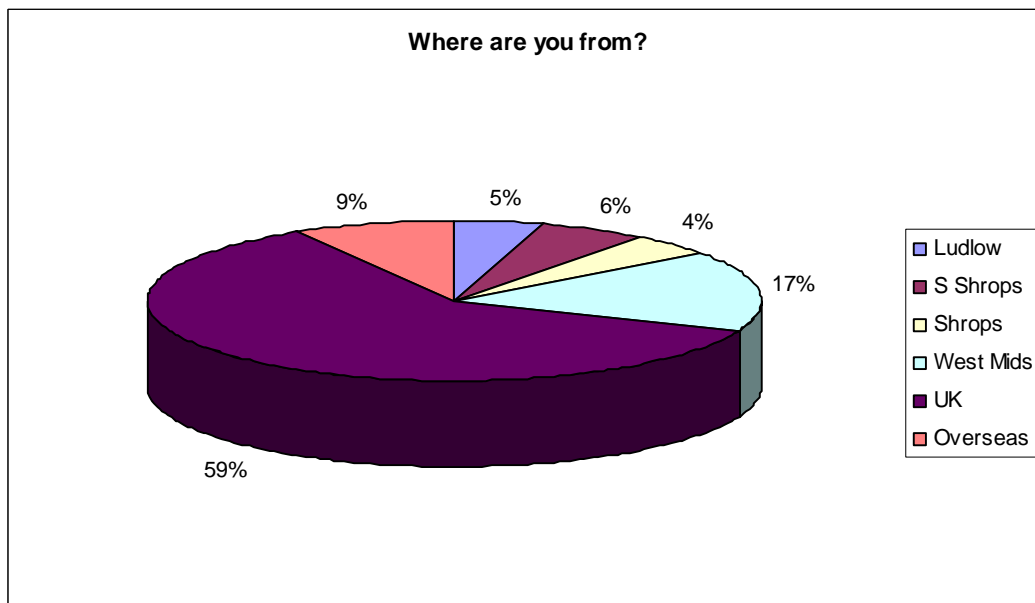
Ludlow museum has been through a redevelopment and reopened in October 2008 last year. Over this time we have made some changes to the content and displays throughout the museum.

During 2009 we have surveyed a total of 250 people over a three month period. This has given the public a chance to see what changes we have made and to provide valuable feedback on what they think of the new layout of the museum.

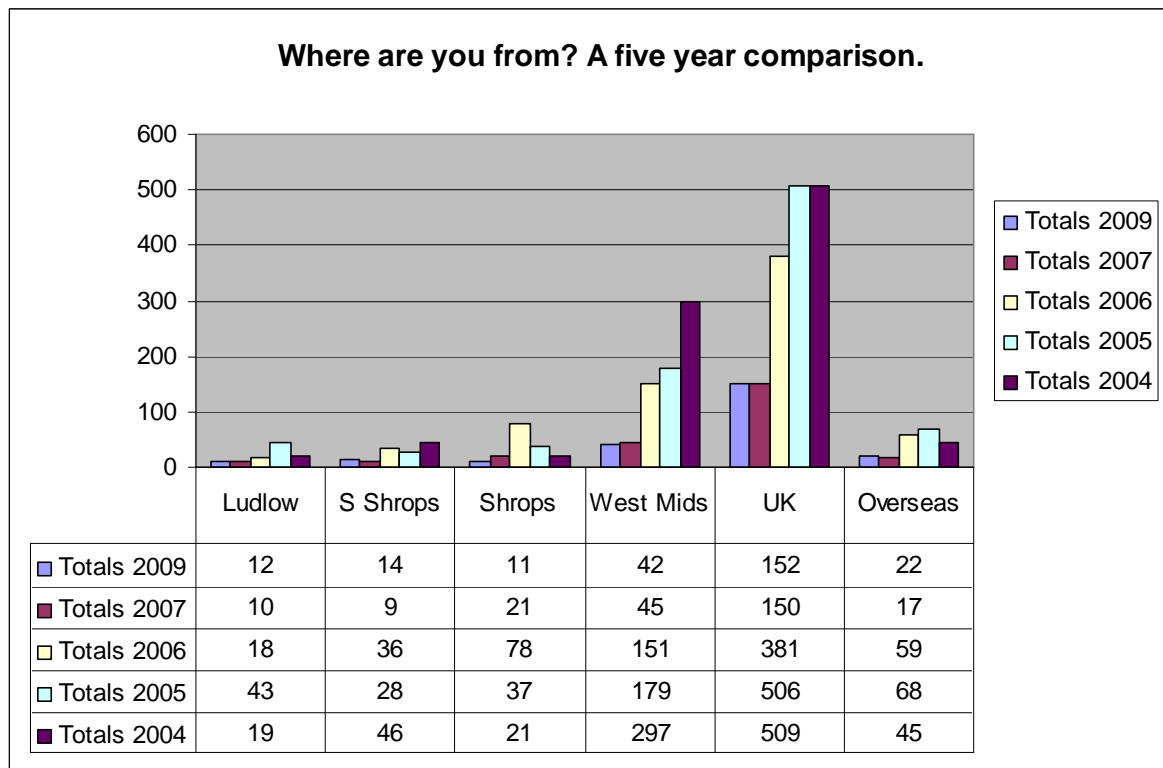
We have found the feedback from the public extremely useful and they have made very valuable comments about the museum and how we can continue to improve our service.

The following is a summary of the 2009 results.

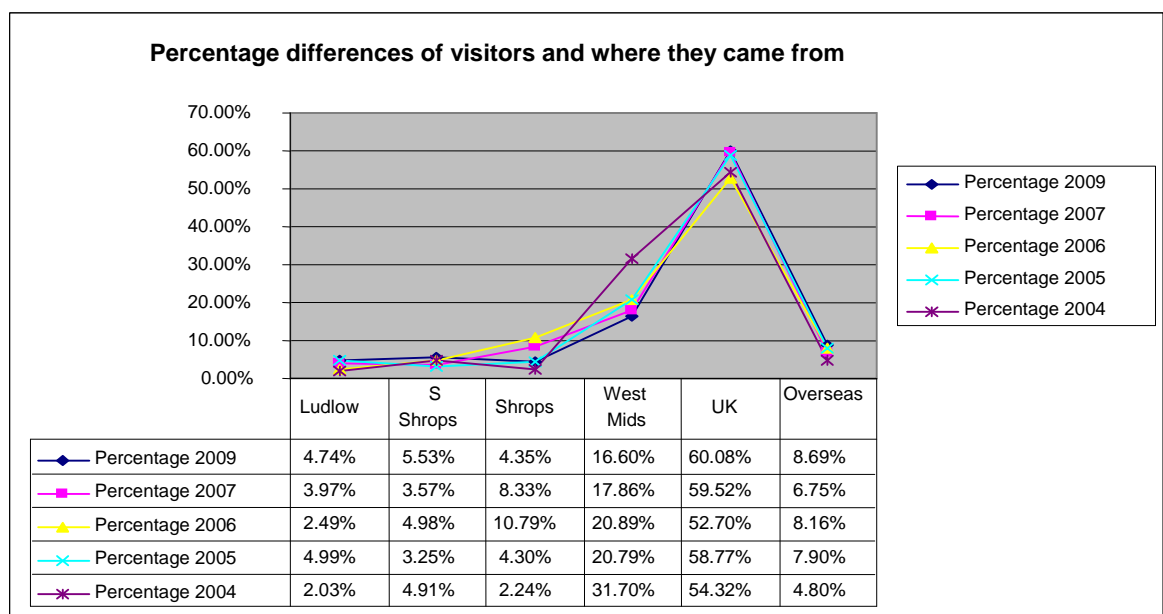
The first question we asked for this year's survey was the same as in previous years, and asks where our visitors are coming from. As in previous years the vast majority of our visitors have come from outside Shropshire, with 59% coming from outside the Midlands. Below is a chart of the results outlining our visitor's current residence.



The following graph shows where our visitors
Came from between 2004 to 2009:-

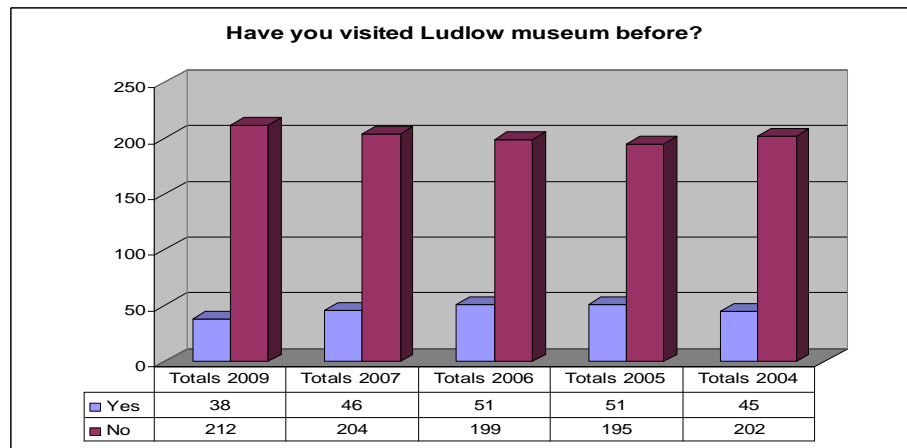


In terms of visitors it is tourists from beyond Shropshire & the Midlands, that are our main visitor source. People from the West Midlands region, overseas tourists and finally Shropshire and South Shropshire residents make up the rest.



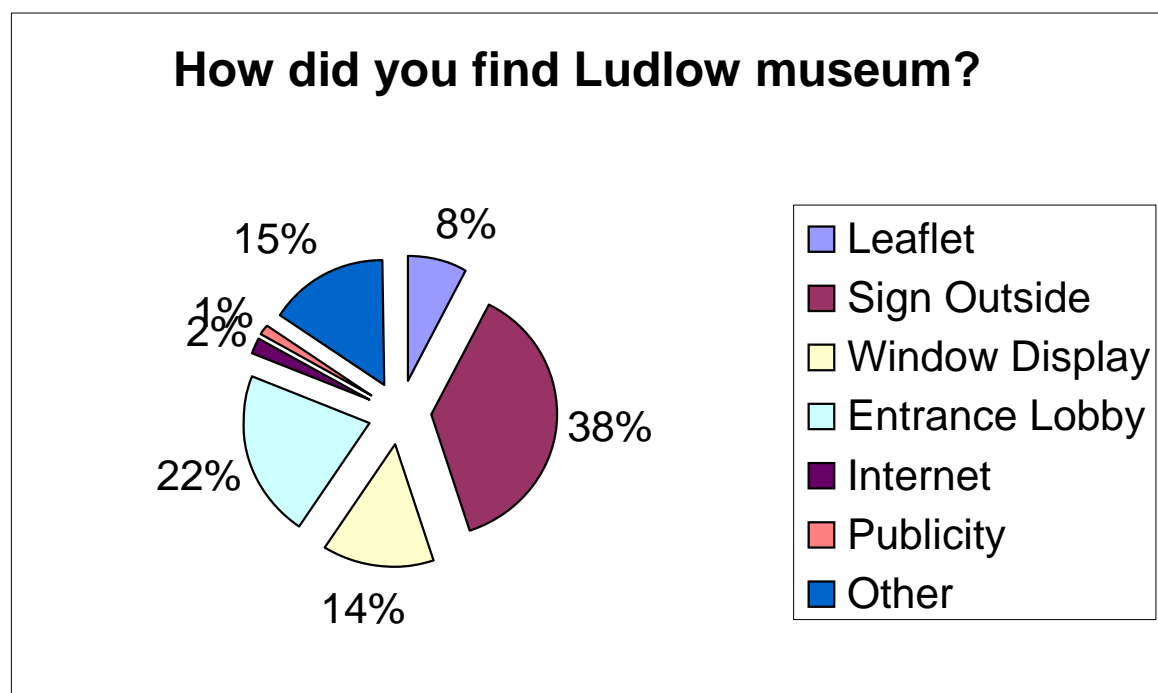
The second question asked, identified the group sizes that visitors came in, to visit the museum. The most frequent group size that people came in was pairs. People that came individually were next in frequency.

Following this we asked whether our visitors had visited the museum before. Most of our visitors this year were first time visitors with only 38 saying that they had been before. We can see in the following chart that over five years that this is relatively constant.

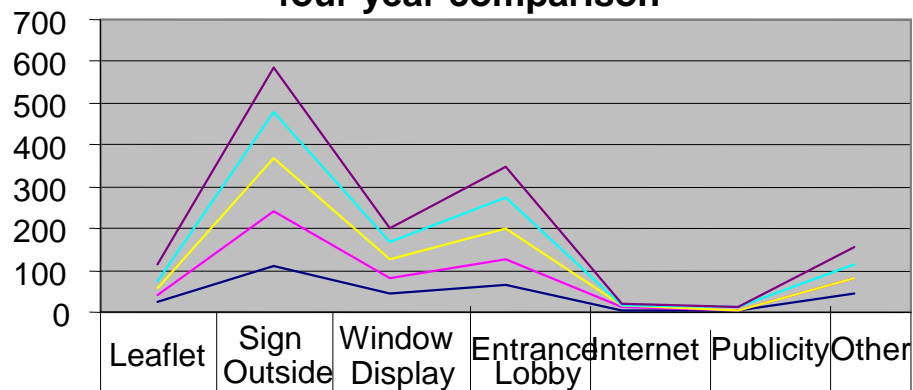


The next question that we asked was how people got to the museum; how they noticed the museum and what made them decide to visit.

The majority of people asked seem to be casual visitors to Ludlow who see the sign and decide to visit.



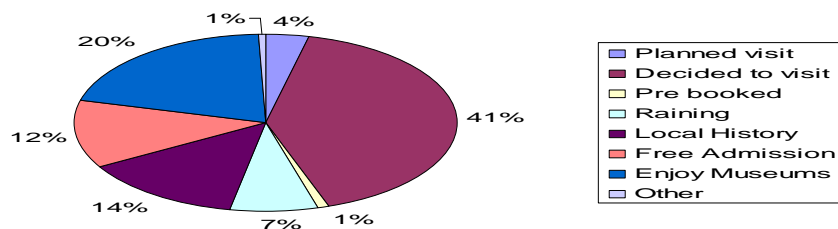
How did you find Ludlow museum a four year comparison

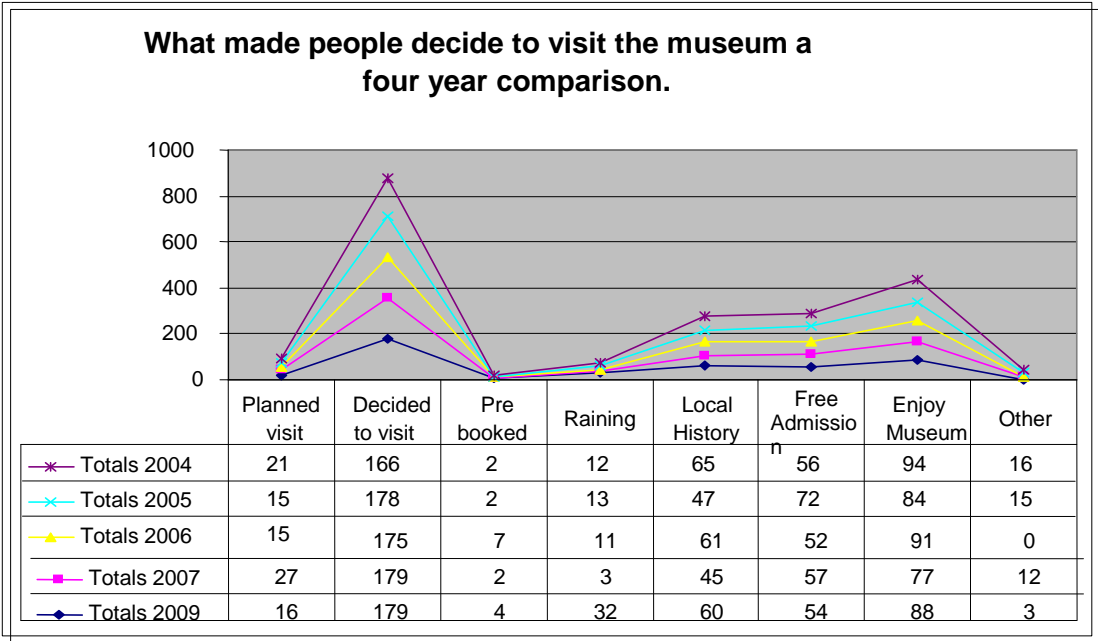


— Totals 2004	38	106	31	73	4	2	41
— Totals 2005	16	113	42	76	3	6	33
— Totals 2006	18	124	46	72	4	1	0
— Totals 2007	18	133	37	62	5	1	34
— Totals 2009	23	110	43	65	6	4	46

This indicates that the use of good signage to advertise the museum has been a successful way of getting people in to visit us. (38%) of the visitors said that this was the main way they found us. The second most important ‘draw’ factor was the entrance lobby (22%), with other methods at (15%) and the window display with (14%). The final three ways that our visitors have used to source the museum has been the use of our leaflets (8%), the use of advertising on the internet (2%), and media publicity of the museum at only (1%).

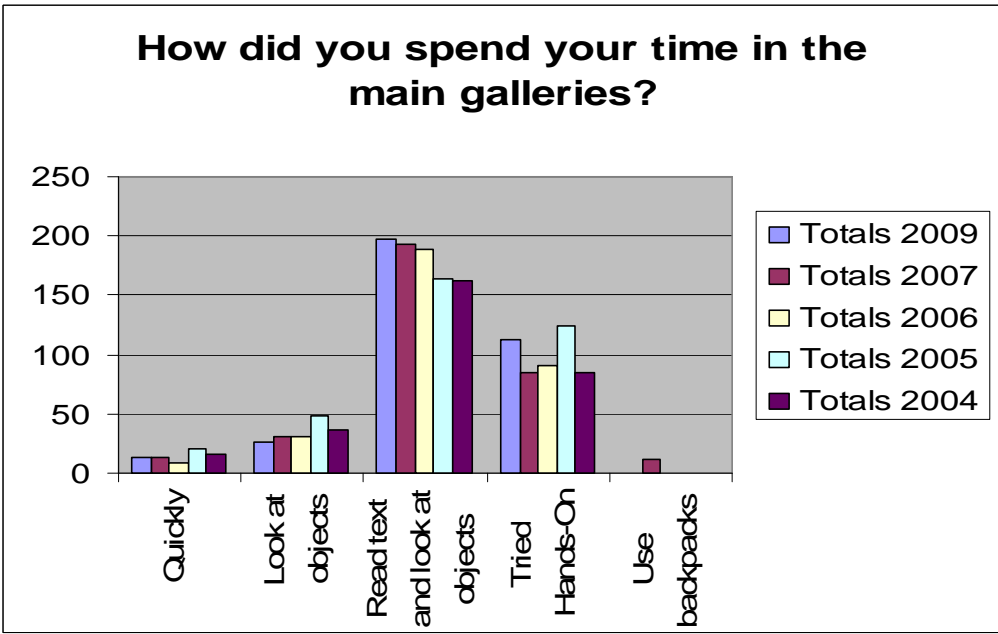
What made you decide to visit Ludlow Museum?



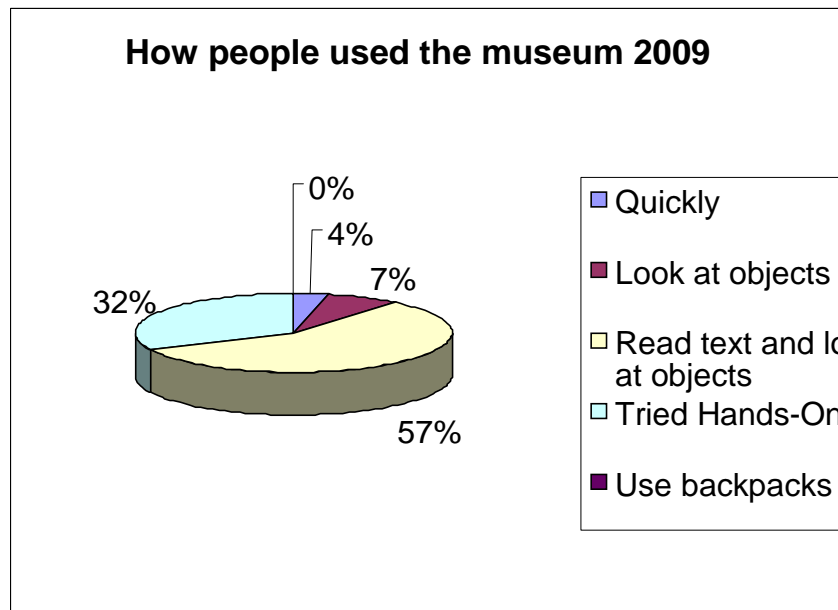


We can see that, this years experience confirms that of previous visitors who decided to visit the museum that they saw as they were passing by.

Question 6 tells us how visitors use the museum.



We can see most of our visitors throughout the years are most engaged ‘in reading the text and observing the objects closely’.



32% of visitors liked to get involved with the various hands-on activities throughout the museum.

In questions 7 and 8 we asked what were people's most and least favourite items or activities. For question 9 we asked the public what facilities or themes/ subjects they would like us to display in future. In total we had 629 replies to these three questions.

The three most liked items/activities by the public were:

1. Historical features
2. Hands on activities
3. Combination of everything

We have been able to split the comments the public have made in question 9 about things in the museum they linked into five main categories:

Favourite items:	No's:
Historical features	89
Hands on activities	64
Combination of Everything	36
Geology	34
Archaeology	23

As we can see from the table, the most popular items with the public were the historical items in the museum with 89. The least popular with the public were the archaeology with only 23. Hands on activities e.g. pulling out drawers was the second most popular choice with 64.

Moving on to the least favourite items/activities, these were:

1. Archaeology/geology
2. Reading text/displays

Again we have been able to split the least liked items/subjects in to four main categories:

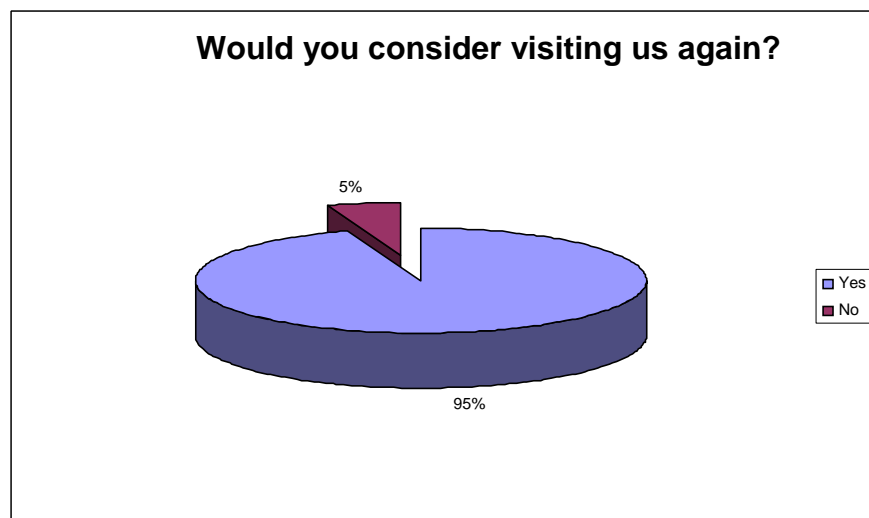
Least favourite items:	No's:
Archaeology/geology	38
Reading text/displays	17
Historical e.g. clothing	11
War/torture	4

Almost 50% of those asked had either no least favourite item or thought everything was good.

Question 9 of the survey asked the public what new facilities or themes/subjects they would like us to display in the future.

Please see the appendix at the end of the report for their feedback.

The final question asked in the survey was would you consider visiting us again in the future.



As you can see from our results in the chart overwhelmingly 95% of our visitors said that they would come back to us in the future with only 5% saying that they wouldn't. Our results are positive, but the feedback has shown that we can still improve our displays and information.