

Non Visitors Research 2016

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REPORT



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Background and Methodology

- In September 2016, Derby Museums Trust commissioned Bluegrass to conduct research amongst Non Visitors to the Museums, to support the aim to attract larger numbers of visitors and an audience demographic that is more representative of Derby's population.
- A review of existing audience data was undertaken which identified the following profiles within the local community as under-represented within the visitor cohort:
 - Those from **Asian backgrounds** - a sizable proportion of the community, yet the least represented ethnicity across all sites
 - Those with **Low Attainment levels**, as degree level visitors make up 48-63% of the current audiences, but only a quarter of residents
- Bluegrass conducted a face-to-face quantitative survey (447 interviews) and a series of 6 focus groups with these target groups amongst residents of Derby City who had not been to any of the Derby Museum venues in the past 5 years.

Profile

- The sample contains a mix of both genders and a spread of age groups within both the **Asian** and **Low Attainment audiences**.
 - The majority of the **Low Attainment audience** are White British.
 - Amongst the **Asian audience**, just over a third have no formal qualifications and one in ten are of degree level education or above. The **Low Attainment sample** is divided amongst those with no formal qualifications, through to one in five who have achieved GCSE A-C passes.
 - A quarter of **Asian sample** falls within the higher, ABC1 social economic grouping, with the most common grade being 'D'. As might be expected, the **Low Attainment sample** is mainly found to be within the C2DE grouping, with two in five in the lowest category (E).
 - Around a third of the sample has children.
-

Current Behaviour

Visiting leisure destinations

- When asked about their leisure habits within the last year, visits to the *cinema*, *theme parks* and *library* are most common – and are the only destinations attended regularly.
- The *cinema* is used by the majority of the **Asian audience**, but over a third had *not visited any* of the listed types of destinations with very few visiting *museums* and *heritage* based attractions.
 - Free time is typically spent on non-specific activity with friends and family – shopping and drinking, taking children to the park / soft-play or visiting nearby centres such as Birmingham and Nottingham, which are felt to have more to offer than Derby.
 - Museums and Art Galleries do not figure highly in the current portfolio of activity and are perceived as a tourist activity, for people who have a specific interest in history or for school children /education. There are, however, many references to the Sikh Museum in Derby which is well-known, enjoyed and valued.
- *Cinema* trips are also popular amongst the **Low Attainment sample**, but do not dominate to the same extent, with minorities visiting *theatres*, *castles*, *music events* and *museums*.
 - Greater emphasis is put on children, and their entertainment - being outdoors, in places with a child friendly focus.
 - The availability of parks in Derby is seen as a highlight, but limitations compared to other cities are noted, with the perceived lack of funding felt to be a barrier to an improved offer.
 - References to visiting museums hark back to experiences of going 'when they were at school', with them broadly seen as boring, behind the times, static - somewhere to go once and for 'quiet people' and therefore not a good fit with this particularly family-focused audience.

Drivers for Visiting Attractions

- When asked what they look for when choosing an attraction to visit, needs are widespread. Although the two audiences have similar priorities, the emphasis placed varies.
- **Asian audiences** prioritise familiarity, with similar proportions looking for *somewhere they have been before* and somewhere that they felt they *would be with others like themselves*. *Recommendations* are also of high importance.
- Whilst a familiar and recommended destination is also key amongst the **Low Attainment demographic**, *value for money* is given greater importance. In keeping with their family-focused attitude, somewhere *entertaining for children* is a desired attribute in a leisure attraction.

Visiting Competitor Attractions

- When asked about visiting specific local attractions, many of these non visitors to Derby Museums are *not visiting any* of the listed competitors.
- Within the **Asian audience**, three in five have *not visited* a local competitor attraction within the last 12 months. *Markeaton Park* and *Alton Towers* are the most popular destinations – few have visited anywhere else.
- As for the Asian audience, *Alton Towers* is popular within the **Low Attainment sample**, and *Markeaton Park* leading the competitive set to an even more pronounced degree. Although visiting a broader spread of local attractions, nearly half *had not been* to a competitor recently.

Finding Out About Competitor Attractions

- Most rely on *recommendations* and *visibility / walking past* a venue for information - formal channels are less recalled, but *websites*, *newspapers* and *leaflets* are the more commonly used.

Perceptions of Derby Museums

Awareness of Derby Museums

- There is some confusion and vagueness regarding Derby Museums.
- Amongst the **Asian audience**, none of the Museums are part of the 'fabric' of what they do in their lives – and the locations of the venues themselves within Derby remove them from the visual landscape (in contrast to the Sikh Museum).
 - The majority *have heard of* the Museum & Gallery, although over half *only know the name* and only one in a hundred feel they *know a lot* about the Museums. Knowledge is often based on school visits by themselves or their children.
 - Half have *no awareness* of the Silk Mill at all and there is very limited knowledge of the offer, if it is a functioning museum and its current status.
 - Awareness is lowest for Pickford's House of all the venues - in fact, some had walked past it often and had not realised it was there. Only two in five say they have *heard of it* and less than one in ten *know anything about it* or have *ever visited*.
- Awareness amongst the **Low Attainment audience** is patchy and largely uninformed, with a lack of advertising and signage being widely acknowledged and bemoaned.
 - Nearly half *have been to* the Museum & Gallery at some point in the past - yet still only a very small minority feel well informed. Unprompted awareness exists of several elements of the offer (Joseph Wright, Mummies, Pottery).
 - Most have at least *heard the name* of the Silk Mill - but still only just over a quarter *know a little* or *a lot* about it.
 - Awareness of Pickford's House is poor – and considerably lower than for the other venues.

Communication channels

- *Word of mouth* is relied upon for finding out about Derby Museums (particularly for the **Asian audience**), as is *visibility* of the venues themselves within the City (particularly for the **Low Attainment audience**, who are also more likely to say *local knowledge* from growing up there).
- Few have seen anything through 'formal' communication channels and many do not remember where they have actually gained their awareness of the venues from – particularly for the Silk Mill and Pickford's House.

Who Derby Museums are for

- When asked who the Derby Museums are mainly aimed at, both target audiences focus on *educational* and *special interest* aspects. More disagree than agree that the Museums are for those looking for *fun*, or for *people 'like them'*.
- Amongst the **Asian Audience**, strength of agreement on who the Museums are for is lower. Relevance to them, and specifically to their culture and heritage, is questioned and doubted.
- With the family-focused, **Low Attainment sample**, only just over half agree that the Museums are *for those with children* and there is a recurring concern raised over the appropriateness of the environment: Would it be too stuffy? Would they make a noise and cause a disturbance?

Associations with Derby Museums

- Negative descriptors are more likely to be associated with the Museums, with many unsure of the extent to which more positive attributes can be used to describe the venues.

- The **Asian audience** associated the Museums most strongly with being *old fashioned* and *boring*. More disagree than agree that the Museums would be *interesting*, *modern* or *exciting* - and only one in four feel that they would be *welcoming*.



- Whilst being more likely to make positive connections than the Asian audience, the **Low Attainment target** still linked being *old fashioned* most strongly with the Museums, and opinions were mixed if the Museums would be *exciting*.

Barriers to Visiting

- When asked if there was anything stopping respondents from visiting Derby Museums, *awareness*, *finding the time* and *relevance* are the biggest barriers amongst both audiences.
- *Awareness* is cited as a particular barrier for the **Asian demographic**, who are also more likely than the Low Attainment target to feel that the Museum & Gallery would be *boring* and that their *children would not want to go* to Pickford's House.
- Lack of *awareness* is also a key factor for the **Low Attainment target**, but feeling that they *do not have the time* for a visit is often as much of a barrier and *personal relevance* is seen to be a particular issue at Pickford's House.

Unprompted appeal

- When asked how appealing each of the Museums is, based on what they know or imagine about them, a positive response is the minority view across both targets.
- Amongst **Asian audiences** the Museum & Gallery has most appeal, but across the venues less than a third respond positively and only 1-2% in each case said that they found the venues *very appealing*. Around two in five for each of the venues had a strongly negative perception, stating that the venues are *not at all appealing*.
- Appeal is stronger in the **Low Attainment group**; however one in five did not find the Museum & Gallery *at all appealing*, rising to around one in four for the Silk Mill and Pickford's House.

Appeal based on description

- Respondents were given further information about each of the venues, compiled from the Derby Museum's website, which was found to have the potential to increase the appeal of each of the venues - however it also raised issues with the materials.
- Quantitatively, appeal for the **Museum & Gallery** does increase upon being given more information (with strength of appeal in particular significantly increasing from the unprompted level), however movement is minimal overall and there is, in fact, a strengthening of opinion that the Museum is *not at all appealing*, indicating that the collateral is off-putting for some

Positives:

- There was some surprise over the images and descriptions – the offer is better, more interesting and has more variety than they expected, free entry is new information to many, as is the presence of the cafe
- Interest and surprise is expressed that there are mummies on show and that exhibits such as Children's TV are part of the programming

- Including the information that 'no two visits will ever be the same' is key, and challenges perceptions around the static, boring experience that many had assumed

Negatives:

- 'Interactive' elements and 'activities' sound appealing, but are felt to be missing from the main imagery, which lacks visuals of children having fun in particular. The opportunity is felt to exist to make more of some of the images – particularly that of the mummies.
 - There is an assumption amongst some that the food and drink offer will be prohibitively expensive for low income families
 - Concerns over the extent to which the offer would entertain for an extended period of time, making it worth a trip across the City for some
 - The work of Joseph Wright elicits little interest, with few having prior knowledge of the artist or his connections to Derby
 - The language used is often off-putting, with some commenting that it sounds stuck up, old fashioned and aimed at 'boffins'!
- Levels of appeal for **the Silk Mill** increased significantly after reading the description, with a significant rise in the proportion who find the Museum *very appealing*. Unlike the effect seen at the Museum & Gallery, the information provided for the Silk Mill did not have any impact on the proportion who feel that the Museum is *not at all appealing*, with this remaining static whilst a significant decrease occurred in the levels saying *not very appealing*.

Positives:

- In principle, the availability of workshops and activities is appealing when fully explained and felt to be correct in tone and relevance (e.g. Robot Wars team)

Negatives:

- The title 'Museum of Making' intrigues some, although this raises confusion over what it is that is being made and what a visit there would be like
 - The words and imagery fall short of fully explaining what is going to be on offer and who it would be for, with respondents left unclear and a little confused – and negative feedback is given around cold, empty spaces and a dull colour scheme
 - Some are sceptical of the activities that are on offer, how interesting they would be and how relevant to children they are
- The description of **Pickford's House** has the most impact of the three - whilst coming from a position of the lowest unprompted appeal, there is a significant shift in positivity seen based on the description

Positives:

- General surprise is expressed at what is on offer, given the 'hidden' nature of the venue
- Interactivity such as costumed staff, tours, experiencing how people lived, dressing up for children are of interests and war-related elements broaden appeal

Negatives:

- Confusion exists over where it is, as many know the location and are not aware of it, or feel it does not stand out

Driving Future Visits

- For 2 in 5, *there is little that would increase likelihood* of future visits...but many others feel that *knowing more about the offer* would, in fact, make them more likely to go to a Derby Museum.
- Visuals and marketing should focus on what they value as the strong points of the offer - more emphasis on interactivity, special events and temporary exhibits and reassurance that the offer is fun and appropriate for children, communicated through visuals which show active, dynamic scenes.

- Reassurance is needed that exhibits change, to challenge the belief that Museums are boring, static and only worth visiting once.
- For **Asian audiences** more knowledge about the offer is the key motivator - we know from the quantitative results that familiarity is valued when selecting leisure destinations, and qualitatively some express the requirement for details on what to expect from a visit, such as how long a visit will last, what can they do there and who goes there.
 - Increased relevance is a key driver and the possibility of introducing exhibitions about Derby's migrant communities has strong appeal amongst this audience, who are looking for something of relevance to their culture.
- The **Low Attainment sample** also feel that increasing informed awareness is felt to be the single biggest potential driver for future visits, through signage and advertising. They are slightly more receptive than the Asian audience to other incentives to visit, with special events, more 'fun', things for children to do and new exhibitions and collections all also having the potential to motivate.

Conclusions and Recommendations

Generally

- These audiences have **low expectations** of what **Derby** has to offer
- Visiting attractions is not what they do – the challenge will be to encourage new behaviours, rather than to switch preferences
- Museum visiting is perceived more as a **'tourist activity' to do in other cities and for visitors to Derby** – they need a reason to go as
- Competition comes more from local parks, restaurants, X-boxes and cinemas than from local cultural offerings or attractions

Lack of awareness, and low profile for the Museums amongst these audiences, is a fundamental issue

Raising levels of awareness, through relevant channels (local communities; gatekeepers; opinion formers; word of mouth; social media) will be key

- They are **remote** from the offer and bring strong, often **negative, perceptions** – boring; not child-friendly; old fashioned; not relevant; not welcoming
- But **increasing informed awareness** can have a **positive impact**
- Messaging needs to create awareness but also to **reassure** and **change perceptions**
- Social media could be vital in encouraging new or reluctant audiences; reaching younger audiences, creating a 'buzz'

Persuasive factors – needed in the offer and messaging

- It's **local**; it's **about your city; about people like you**; for people like you
- It stays **fresh** and new; **exhibits change; events and activities**
- It's current – new **technology**; it's **interactive**
- Not just for learning and education; not just for those with a special interest; for **fun** and **entertainment**
- **Welcoming** for children and families; not stuffy; not silent

**Important to get the imagery and tone right: diverse; welcoming ; contemporary;
relevant – show imagery of spaces being used and alive**

The Museum & Art Gallery

- Its location away from the main shopping area means people need a reason to make a detour – an **event**; an **offer**
- Existence of **cafe** could be a reason in itself and could present an opportunity – promote; tailor; hold events; align with festivals
- Description **not currently converting opinions** - imagery and comms need to **emphasise interactive, fun aspects**
- Scope for events and activities around **religious festivals** and for representation of the **diverse nature of the community**
- The **Mummies** generate interest – and may have the potential to be the stars of the show?

The Silk Mill

- The **offer** and **what to expect** from a visit need to be explained - What will you learn? Which crafts? How does the space work?
- Specific events and activities **targeting children and families**

Pickford's House

- **Signage** and **visibility** essential
- Messaging re **real experiences**; **interactive** opportunities; dressing up; experiencing how master & servant lived



Asian audience specifically

- Although this audience are **more remote** (and in some ways more **negative**), the barriers may be **easier to overcome**
- **Relevance** is key: they see little in the current offer with which they **identify** or which **reflects Derby's diverse history**
- They see much in their rich culture and heritage which is part of Derby's story and yet perceive that only the **Sikh Museum** represents this
- Some are frequent visitors to the temple, and know and value the Sikh Museum – is there an opportunity for **partnership and joint working**?
 - **Community-based activity** could be effective – taking the offer out to their neighbourhoods, temple, events, local festivals would be welcomed
 - As would including their story and **representing their heritage and culture** in the venues themselves

Low Attainment specifically

- Greater **inherent resistance** to 'museums' exists, however these are an audience actively **looking for family entertainment**
- **Tone** of communications will be important to bridge gap between 'stuffy' offer and what are seen as more **relevant, appropriate spaces**
- Word of mouth will be vital in generating buzz and recommendations
- Family and child specific activities appeal in particular, but must be seen to be **interactive, fun, hands on**
- Community-based activity again welcomed – increased **visibility** in the town centre to lure away from shops / restaurants, pop-up in parks, events in schools

Introduction and Objectives

In September 2016, Derby Museums Trust commissioned Bluegrass to conduct research amongst Non Visitors to the Museums.

Derby Museums welcomes people to discover their place in the world, delivering this vision through the values of:

- Being independent
- Fostering a spirit of experimentation
- Pursuing mutual relationships
- Creating the conditions for well-being (helping people connect with others, keep learning, take notice of the world and give back to the community)
- Proving that they are doing it

They are focused on new opportunities and as part of this want to both increase visitor numbers and to diversify the demographic of visitors to their three Museum sites. To this end, market research was required amongst the population of Derby City, in particular within groups that are currently under-represented in their audiences.

The following objectives were agreed for the research:

OVERALL...

To provide a better understanding of under-represented audiences within the current visitor profile, to attract larger numbers of visitors and an audience demographic that is more representative of Derby's population



BY...

Exploring Non Visitors current behaviours around leisure activity

Quantifying levels of awareness

Understanding perceptions of the current offer

Unpicking barriers to visiting...and what would encourage consideration / use



IN ORDER TO...

Inform a strategy which enables the Museums to more effectively plan future exhibition programmes, onsite and outreach activities and marketing

Research Methodology

Review of Existing Audience Data

Our first task was to review existing data held by Derby Museums. This was used to provide a profile of current visitors that could be compared to the population demographics using census data. Details of this can be viewed within the main body of this report.

This analysis identified profiles existing within the local community which were under-represented within the visitor cohort and informed which target audiences to focus on in the primary research:

Low Attainment Audiences

Asian Audiences

Primary Research: Quantitative Survey

Bluegrass conducted a **face-to-face survey** with residents of Derby City at various sample points across the area. Interviews were around 8 minutes in length, conducted using hand-held tablets and were undertaken by MRS trained interviewers.

Fieldwork was completed during December 2016 and January 2017, achieving a **total sample of 447 interviews**. A copy of the questionnaire can be found in Appendix 1.

The following specification for respondents was used to ensure we engaged with a relevant and appropriate sample:

QUANTITATIVE RESPONDENT SPECIFICATION

All to live within Derby City

None to have attended any of the 3 Derby Museums within the past 5 years

LOW ATTAINMENT: All to be education 'level 2' or below

ASIAN: All to be from an Asian or Asian British background

Quotas were also placed on *gender* and *age* to ensure a spread of profiles was achieved.

Primary Research: Qualitative Focus Groups

Quantitative results were used to inform a series of six 90 minute focus groups, structured as follows:

FOCUS GROUP STRUCTURE			
TARGET	GROUP	GENDER	AGE
Low Attainment	1	Mixed	18-30
	2	Mixed	31-40
Asian	3	Female	18-30
	4	Male	18-30
	5	Female	31-40
	6	Male	31-40

Recruitment for the groups was undertaken amongst respondents who had agreed to take part in further research at the point of the quantitative survey, with top up recruitment conducted on street, using a questionnaire designed to provide the following specification of respondents:

QUALITATIVE RESPONDENT SPECIFICATION
All to live within Derby City
None to have attended any of the 3 Derby Museums within the past 5 years
All to be non rejecters of attending leisure attractions within Derby
LOW ATTAINMENT: All to be education 'level 2' or below
ASIAN: All to be from an Asian or Asian British background

Significance Testing and Rounding

Statistical testing was undertaken to identify differences in quantitative results, to a 95% confidence level, between different profiles within the samples, for example between men and women. Differences between Low Attainment and Asian audiences have also been tested.

The statistical formula used to assess whether statistical differences exist takes into consideration the "margin of error": a statistically derived +/- figure. The margin of error states that if the survey was repeated 100 times, the result would lie within this range at least 95 times out of the 100.

The size of the sample and the proportion of the sample that selects a particular answer are factors when testing for statistical significance. As a result, when looking at the survey findings, when sample sizes are smaller, it is possible that some differences, even those that look substantial, may not be statistically significant.

When differences are commented upon in the report the differences are always statistically significant. Throughout this report:

- Where there is a difference between a profile within a sample this is referenced by the text *'differences between demographic groups'*
- Where there is a difference between Low Attainment and Asian audiences, the significantly higher figure is highlighted **RED**

It should be noted that, for the purposes of this report, all data has been rounded to the nearest whole figure, which should be taken in to consideration when comparing figures within charts.

Main Report

The findings from the research are presented in the following sections:

Review of Existing Audience Data

Primary Research Findings

Conclusions and Recommendations

Review of Existing Audience Data

To compare the current visitor profile to the residents of Derby, available statistics from the Audience Agency were compared with 2011 Census data.

The table below shows the profile in Derby and the visitor profile of each Museum. Under-represented demographic groups are highlighted in blue, with profiles more than 10% below the residential profile shown in dark blue.

Figure 1: Demographic comparison

		DERBY	DERBY MUSEUM		SILK MILL		PICKFORD'S HOUSE	
		City Profile	Visitors	vs. Census	Visitors	vs. Census	Visitors	vs. Census
EDUCATION	Level 4 & Above	24%	55%	31%	63%	39%	48%	24%
	Level 3 Qualifications	13%	25%	12%	16%	3%	24%	11%
	Apprenticeship	5%	5%	0%	6%	1%	5%	0%
	Level 2 Qualifications	14%	8%	-6%	7%	-7%	9%	-5%
	Level 1 Qualifications	13%	2%	-11%	2%	-11%	5%	-8%
	Other Qualifications	6%	3%	-3%	3%	-3%	3%	-3%
	No Qualifications	24%	2%	-22%	3%	-21%	6%	-18%
AGE	Age 16 - 24	17%	14%	-3%	10%	-7%	11%	-6%
	Age 25 - 34	18%	15%	-3%	23%	5%	17%	-1%
	Age 35 - 44	18%	14%	-4%	16%	-2%	16%	-2%
	Age 45 - 54	16%	16%	0%	18%	2%	13%	-3%
	Age 55 - 64	13%	23%	10%	19%	6%	18%	5%
	Age 65+	19%	17%	-2%	14%	-5%	25%	6%
ETHNICITY	WHITE	80%	89%	9%	97%	17%	94%	14%
	MIXED	3%	3%	0%	1%	-2%	1%	-2%
	ASIAN	13%	1%	-12%	0%	-13%	1%	-12%
	BLACK	3%	5%	2%	1%	-2%	3%	0%
	OTHER	1%	2%	1%	2%	1%	2%	1%
DISABILITY	Limited a Lot	9%	2%	-7%	1%	-8%	2%	-7%
	Limited a Little	10%	9%	-1%	5%	-5%	13%	3%

	Activities Not Limited	81%	89%	8%	94%	13%	84%	3%
WORK	EMPLOYED	83%	82%	-1%	81%	-2%	77%	-6%
	Full-Time Students	10%	8%	-2%	7%	-3%	9%	-1%
	Unemployed	7%	12%	5%	12%	5%	14%	7%
GENDER	Males	49%	40%	-9%	55%	6%	37%	-12%
	Females	51%	60%	9%	45%	-6%	63%	12%

The data comparison highlights the following:

- Those with **lower education levels** were under-represented within the visitor profile across all three sites, particularly those at Level 2 and below (5 O Level /CSEs GCSE passes / 1 A Level / 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2 or the equivalent)
It should be noted that full socio-economic visitor data was only available for the combined sites and, although this showed a slight bias towards more affluent demographics, the disparity was not present to the same extent as with education status
- Those of White British ethnicity were more prevalent amongst visitors than the local profile, with those from **Asian backgrounds** being both the most prevalent and least represented Non White British profile.
- Although no one age group was significantly lacking, generally **those aged under 45** were visiting in smaller proportions than is found amongst the resident profile
- Those whose activities were limited by a disability were under-represented, but make up a fairly small proportion of the population
- Gender did not represent a consistent issue across the sites

Based on the findings, our recommendations for the focus of the primary research targets were therefore:

Those from Asian backgrounds - a sizable proportion of the community, yet the least represented ethnicity across all sites

Those with low education levels, as degree level visitors make up 48-63% of the current audiences, but only a quarter of residents

As a priority of the Museum is to inform the future identity of the City, across the sample additional weight was given to those aged under 45, to ensure that the research can inform how to best engage younger generations and families.

Primary Research Findings

The following section details the findings from the main body of the research, covering the following subject areas:

- **Profile**
- **Current Behaviour**
 - Visiting leisure destinations
 - Drivers for visiting attractions
 - Visiting competitor attractions
 - Finding out about competitor attractions
- **Perceptions of Derby Museums**
 - Awareness of Derby Museums
 - Communication channels
 - Who Derby Museums are for
 - Associations with Derby Museums
- **Barriers to visiting**
- **Appeal and relevance of Derby Museums**
 - Relevance
 - Unprompted appeal
 - Appeal based on description
- **Driving Future Visits**

In each section, the overall picture for each area is presented and findings are shown in charts and tables, with a supporting commentary which highlights the important themes emerging.

Throughout the report (within charts and commentary) findings relating to the Low Attainment audience are presented in **green** and the Asian audience are in **blue**.

Where there is a difference between a profile within a sample this is referenced by the text '*differences between demographic groups*'.

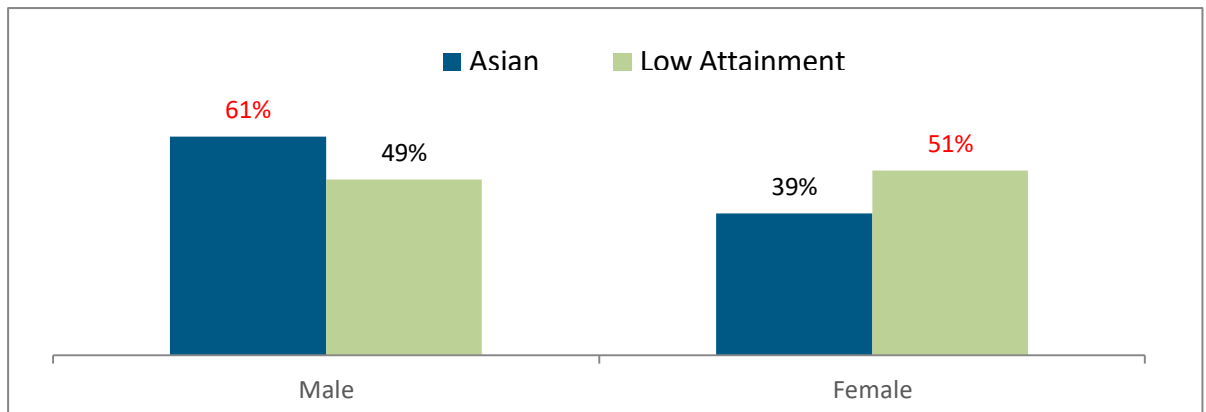
Qualitative findings and quotations from the focus groups are shown within each section, alongside the quantitative results.

Profile

Gender

For both Asian and Low Attainment audiences there were a good mix of both genders within the sample.

Figure 2: Gender



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- There is a slight bias towards *males* within the sample

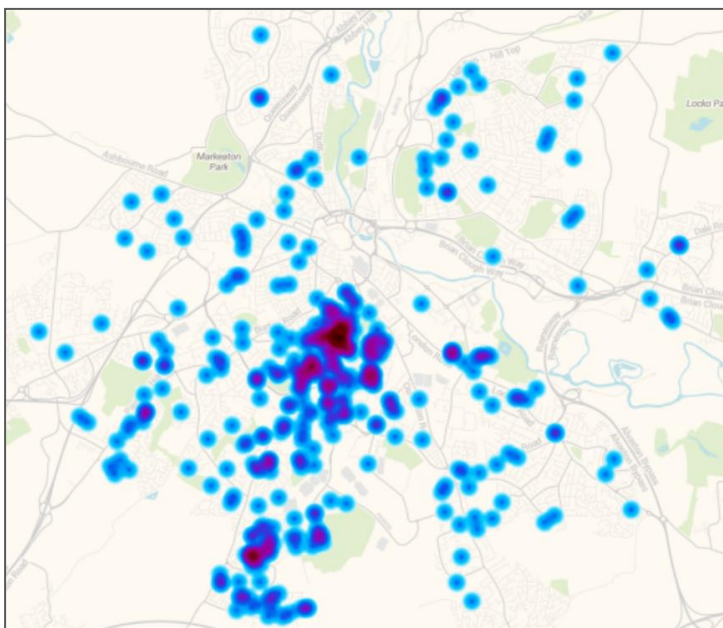
The chart shows that for Low Attainment audiences...

- There is an equal split of *men* and *women* within the sample

Location

Interviews were conducted at several points across Derby City, with respondents asked to confirm that they lived within this area. The heatmap below shows postcode distribution of those interviewed, with clusters particularly around *Normanton* and *Sinfin*.

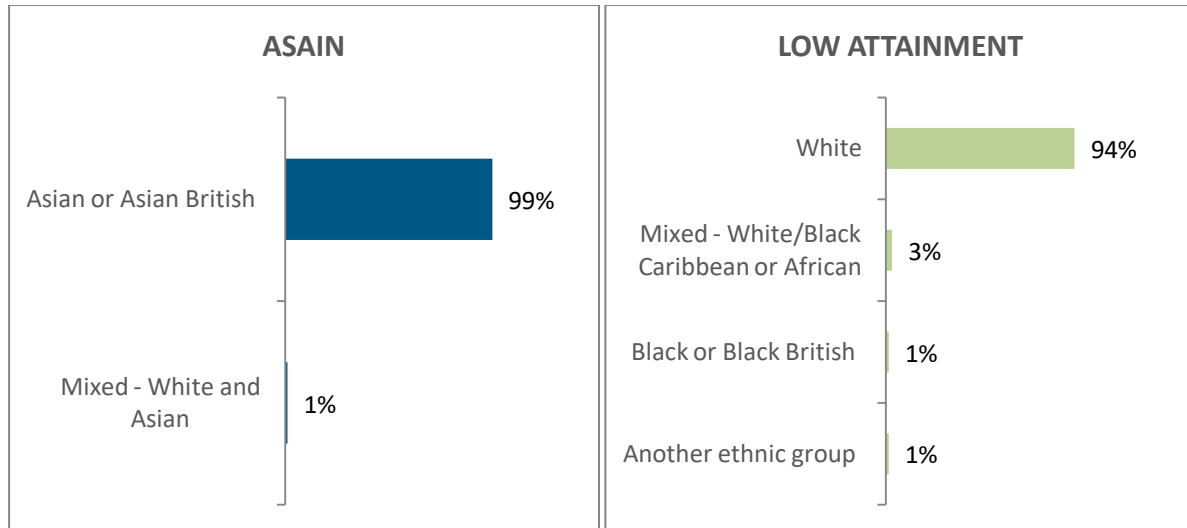
Figure 3: And please may I have your postcode?



Ethnicity

The sample was structured to address both those from Asian backgrounds specifically, and a random sample of other ethnicities within the Low Attainment sample.

Figure 4: In order to help us check that we interview a wide range of people, please tell me which of the following ethnic groups you consider you belong to?



Base: Asian (211): Low Attainment (236)



The chart shows that for Asian audiences...

- A small proportion are of *mixed White and Asian* decent



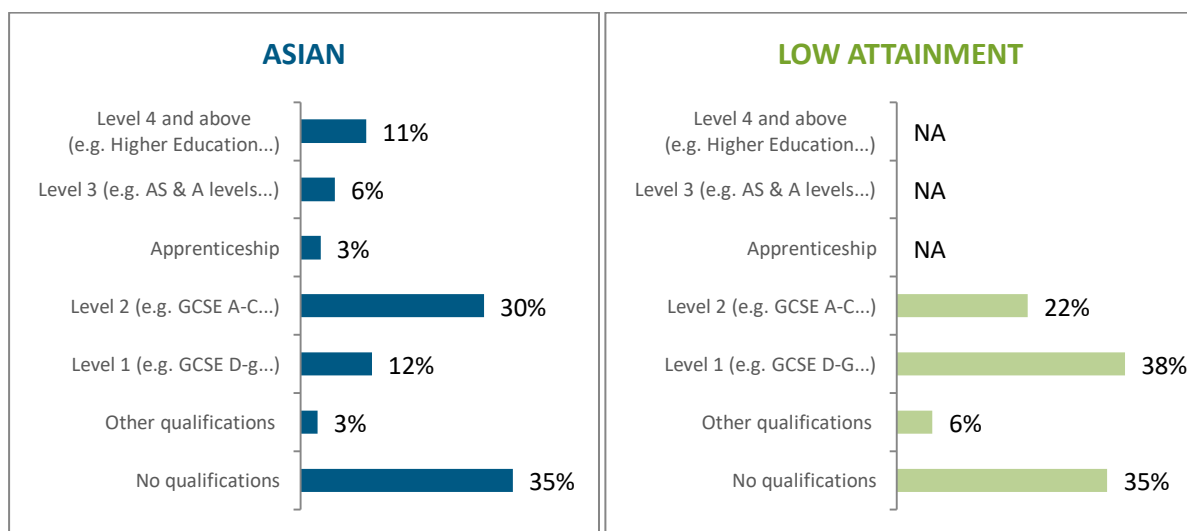
The chart shows that for Low Attainment audiences...

- The majority are *White British*, with small proportions from other backgrounds represented

Attainment

The sample was structured to address both those from low attainment backgrounds specifically (level 2 or below), and a random sample of education levels within the Asian audience.

Figure 5: Which of these best describes your highest education level?



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Whilst just over a third have *no formal qualifications*, one in five have achieved educational levels *beyond GCSEs*
- One in ten are of *degree level education or above*

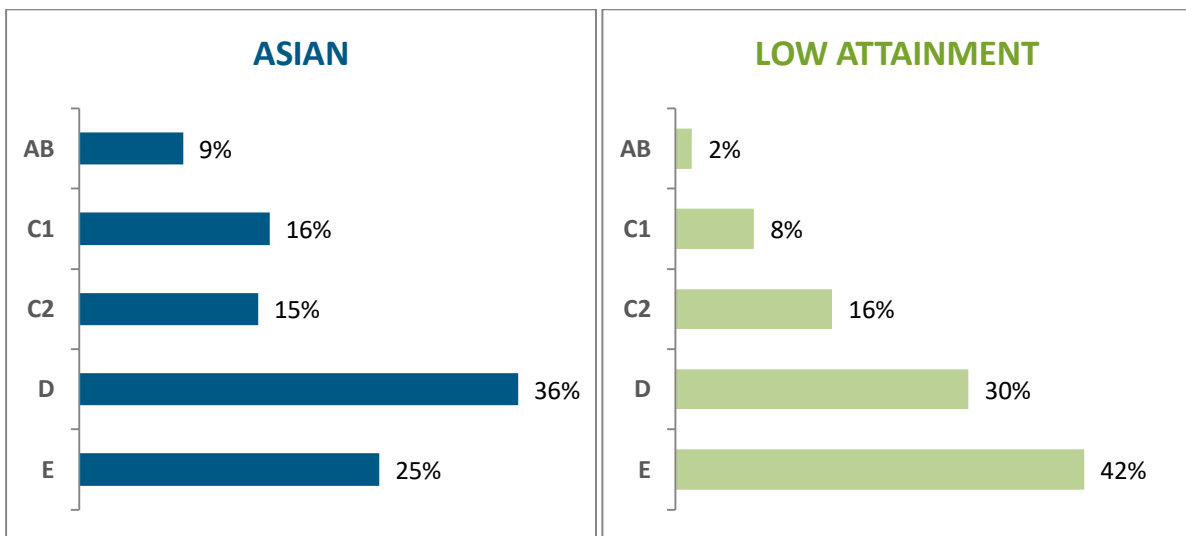
The chart shows that for Low Attainment audiences...

- Just over a third have *no formal qualifications*
- One in five have achieved *GCSE A-C passes*

Socio Economics

Occupation of the main income earner in the household was asked, in order to establish social grade. Due to the sample structure, the results from the two audiences have not been compared for differences.

Figure 6: What is the occupation of the main wage earner in your household?



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- A quarter of the sample falls within the higher, *ABC1* grouping
- The most common grade is *D*

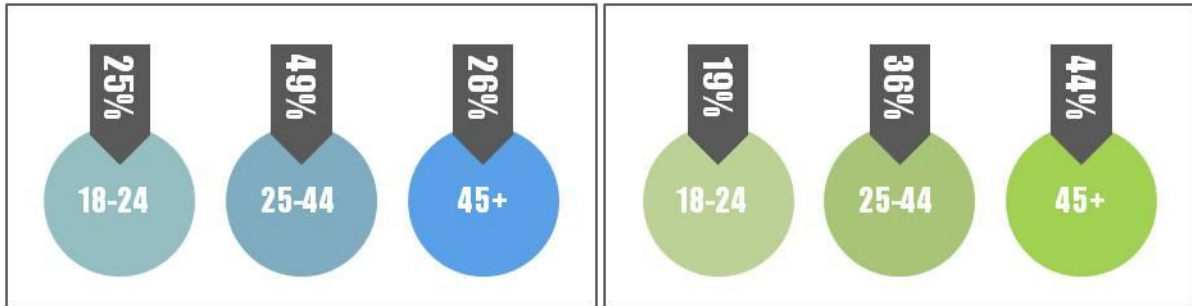
The chart shows that for Low Attainment audiences...

- As might be expected, the sample is mainly found to be within the *C2DE* grouping, with two in five in the lowest category - *E*

Age

Quotas were set to ensure a spread of ages was achieved within the sample, for the purposes of robust analysis.

Figure 7: Which age group are you in?



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- There is a slight bias within the sample towards 25-44 year olds

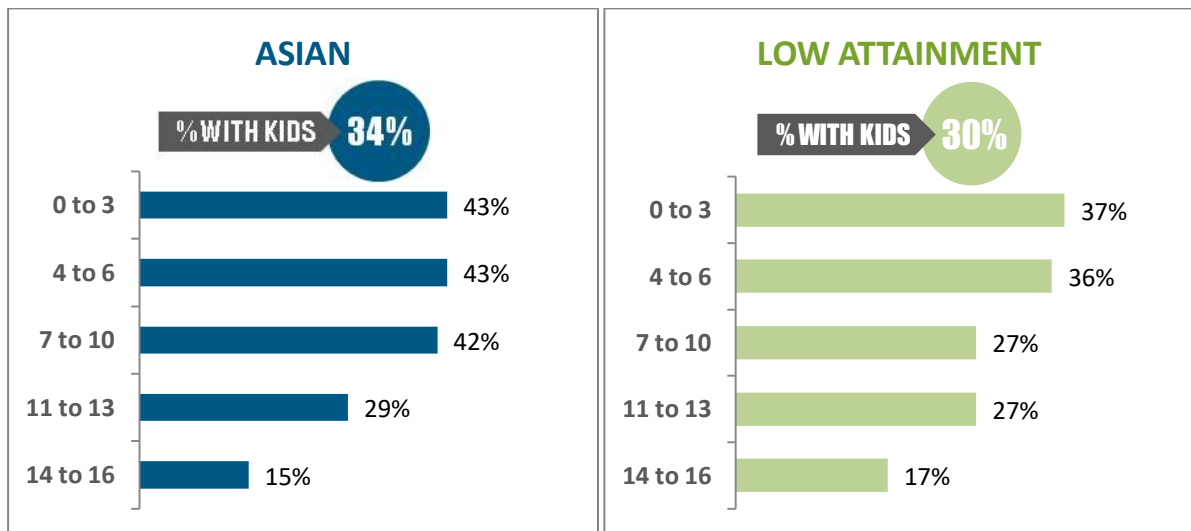
The chart shows that for Low Attainment audiences...

- There is a slight bias in the sample towards those aged 45+

Presence and Age of Children

Around a third of the sample has children, with no particular age groups dominating.

Figure 8: Do you have any children under 16? How old are your children?



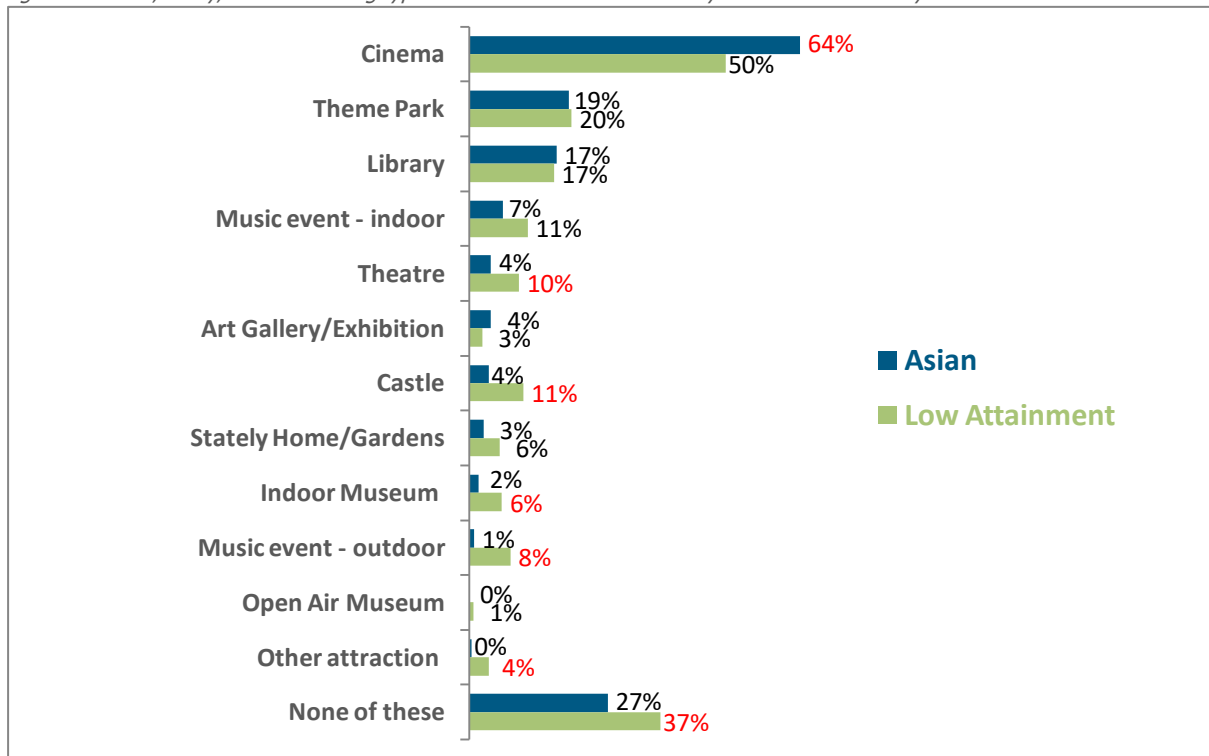
Base: Asian (211): Low Attainment (236)

Current Behaviour

Visiting leisure destinations

When asked about their leisure habits within the last year, visits to the *cinema*, *theme parks* and *library* are most common – and are the only destinations attended regularly.

Figure 9: Which, if any, of the following type of attractions or events have you visited in the last year?



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Over a quarter are *not visiting any* of these types of leisure destinations
- The *cinema* is used by the majority, with very few visiting *museums* and *heritage* based attractions

Differences between demographic groups – higher proportions of...

- ... women than men visited *libraries*
- ... 18-24 year olds visited *cinemas* compared to older age groups
- ... those aged 45+ visited *none of these* destinations. They didn't visit *theme parks* or *cinemas*, compared to younger age groups

The chart shows that for Low Attainment audiences...

- Cinema* trips are also popular, but do not dominate to the same extent as amongst the Asian audience
- Minority pockets of activity in visiting *theatres*, *castles*, *music events* and *museums*
- Art galleries* are unpopular amongst this set of destinations

Differences between demographic groups – higher proportions of...

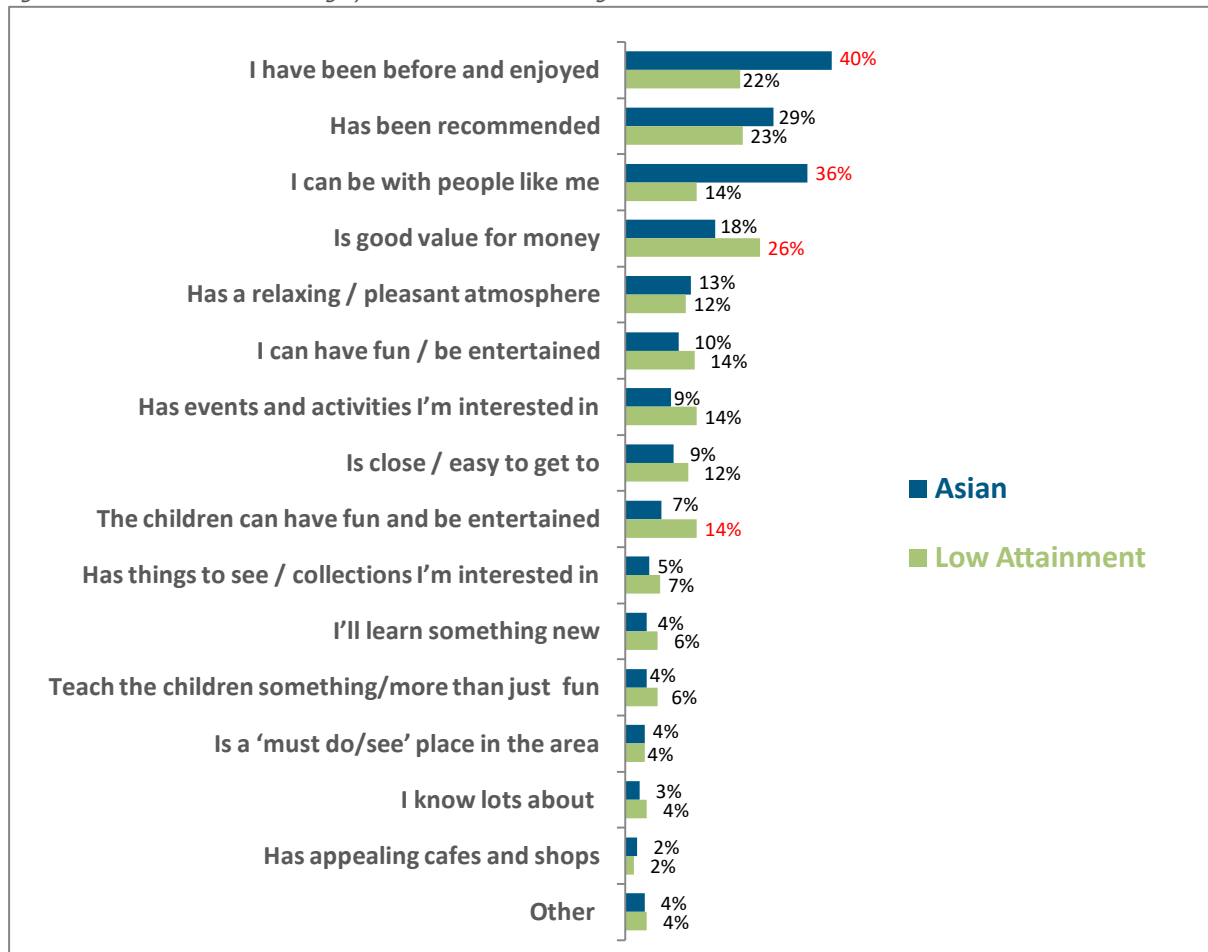
- ... women than men visited *the theatre*
- ... 18-24 year olds visited *cinemas* and don't visit *theatres* compared to older age groups

- ... 25-44 year olds than other age groups visited *theme parks* and didn't visit *stately homes*
- ... those aged 45+ visited *stately homes* and *theatres* and didn't visit *theme parks* or *cinemas*, compared to younger age groups. They were also more likely to have visited *none of these* destinations.

Drivers for Visiting Attractions

When asked what they look for when choosing an attraction to visit, needs are widespread. Although both audiences have similar priorities, the emphasis placed varies.

Figure 10: What are the main things you look for when deciding to visit an attraction?



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Most emphasis is placed on familiarity, with similar proportions looking for *somewhere they have been before* and somewhere that they felt they would be with *others like themselves*
- *Recommendations* are also of high importance

Differences between demographic groups – higher proportions of...

- ... women than men look for *a relaxing / pleasant atmosphere*, *appealing cafes and shops*, *somewhere the children can have fun and be entertained* and *will learn something*, more than just having fun

- ... **18-24 year olds** compared to older age groups look for somewhere they can *have fun / be entertained* and *they can be with people like them*. They are not as concerned about *somewhere children can have fun and be entertained*, compared to other age groups
- ... **25-44 year olds** are not as concerned about *value*, compared to other age groups
- ... those **aged 45+** look for *good value for money*, a *relaxing / pleasant atmosphere* and *appealing cafes and shops*. They are not as concerned about *somewhere they can have fun / be entertained* and *be with people like them*, compared to younger age groups.

 **The chart shows that for Low Attainment audiences...**

- Whilst a familiar and recommended destination is also key amongst this target, *value for money* is given greater precedence
- In keeping with their family-focused attitude, somewhere that would *entertain their children* is a desired attribute in a leisure attraction

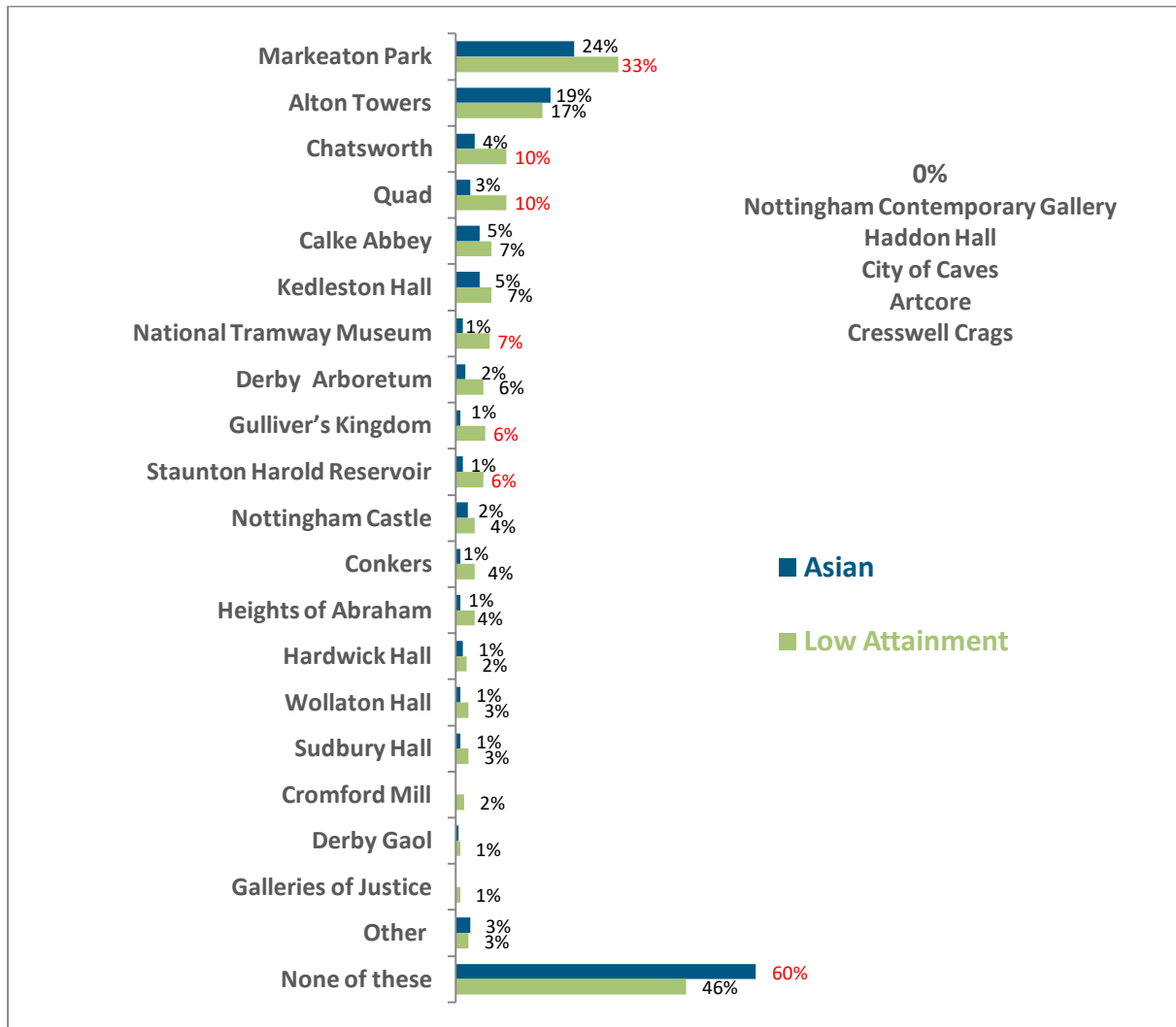
Differences between demographic groups – higher proportions of...

- ... **women** than men look for *a relaxing / pleasant atmosphere*

Visiting Competitor Attractions

When asked about visiting specific local attractions, many of these non visitors to Derby Museums are not visiting any of the listed competitors.

Figure 11: And which, if any, of the following attractions have you visited in the last 12 months?



Base: Asian (211); Low Attainment (236)

The chart shows that for Asian audiences...

- Three in five have *not visited a local competitor* attraction within the last 12 months
- Markeaton Park* and *Alton Towers* are the most popular destinations – few have visited anywhere else

Differences between demographic groups – higher proportions of...

- ... **women** than men have visited *Calke Abbey* and *Kedleston Hall*
- ... **men** than women *haven't visited any* of the listed attractions
- ... those **aged 45+** have visited the *Arboretum* and *Chatsworth House*. They are less likely to have visited *Alton Towers*

The chart shows that for Low Attainment audiences...

- As per the Asian audience, *Alton Towers* is popular, with *Markeaton Park* leading the competitive set to an even more pronounced degree

- Compared to the Asian target, this audience are visiting a broader spread of local attractions, with one in ten having been to *Chatsworth* and *Quad* in the past year
- Nearly half, however, *have not been to a competitor* in this time period

Differences between demographic groups – higher proportions of...

- ... men than women *haven't visited any* of the listed attractions
- ... 18-24 year olds have visited *Alton Towers*, compared to older age groups
- ... those aged 45+ have visited *Staunton Harold*, *Chatsworth* and *Calke Abbey*. They are less likely to have visited *Alton Towers*, *Gulliver's Kingdom* and *Markeaton Park* than younger age groups and more likely *not to have visited any* of the attractions

FOCUS GROUPS - ASIAN AUDIENCE

- Free time is typically spent on non-specific activity with friends and family...
 - socialising
 - shopping and drinking
 - taking children to the park, to soft-play
- ...Or visiting nearby centres, such as Birmingham and Nottingham, which are felt to have more to offer than Derby

"There's so much to do in Birmingham...If you want regular things like eating & drinking (in Derby) that's fine, but for special or different things you've got to go somewhere else"

Younger, Female

"Compared to Derby there are much better places around"

Younger, Male

- Museums and Art Galleries do not figure highly in the current portfolio of activity, although many good museum (and some gallery) experiences have been had in London or further afield
- Perceived as:
 - tourist activity which they do when they go to other cities / abroad or for visitors to Derby
 - for people who have a specific interest in history
 - for school children /education

"In London, you know there's going to be mummies and exciting things; there's a big massive dinosaur sculpture there"

Younger, Female

"Museums are boring because they don't change exhibits often enough"

Younger, Male

"When you're younger and you go with school, you're always told to be quiet; it's a place for learning"

Older, Female

- However, there are many references to the Sikh Museum in Derby which is well-known, enjoyed and valued

"I don't know many museums in Derby apart from the Sikh museum"

Younger, Male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- The current activity of this audience is similar to the Asian target, but with greater emphasis put on children, and their entertainment
 - being outdoors, places with a child friendly focus
 - the availability of parks in Derby is seen as a highlight
- Limitations of Derby compared to other cities is, however, noted, with the perceived lack of funding felt to be a barrier to an improved offer

"When Derby tries to do stuff big, it's all about funding. The Council don't have enough money"

Younger

"I'd rather go to other cities like Nottingham, Manchester - there's a lot more to see"

Younger

"I think there is one museum? I've lived here a long time and I've maybe been there once"

Younger

- Few visit museums and galleries – those who do tend to refer to London attractions
- References to visiting museums frequently relate to experiences from 'when they were at school'

"I think there's a few museums here, but if you've seen one you've seen them all"

Older

"I can imagine most museums in Derby are basic little glass cabinets with a bit of this and a bit of writing - you go to a London museum and there's a button you can press and it starts doing something, or one of those globes where your hair stands on end - I bet Derby ain't got none of that!"

Older

- Museums are broadly seen as:
 - boring
 - behind the times
 - static - somewhere to go once
- The 'addiction' to the internet is felt to be a big barrier to visiting (educational) attractions, particularly amongst younger audiences who search Google for any information they want

"Depends how often it changes...if it doesn't rotate, it doesn't have the wow factor"

Younger

"People like ancient things, but it's such an internet age, they don't go to Museums"

Younger

- Museums are perceived to be for 'quiet people' and therefore not a good fit with this particularly family-focused audience

"When you take the kids out, you want them to burn off their energy – you can't in a museum!"

Older

"Telling them to be quiet, having to read every little thing"

Older

"Don't touch that!"

Older

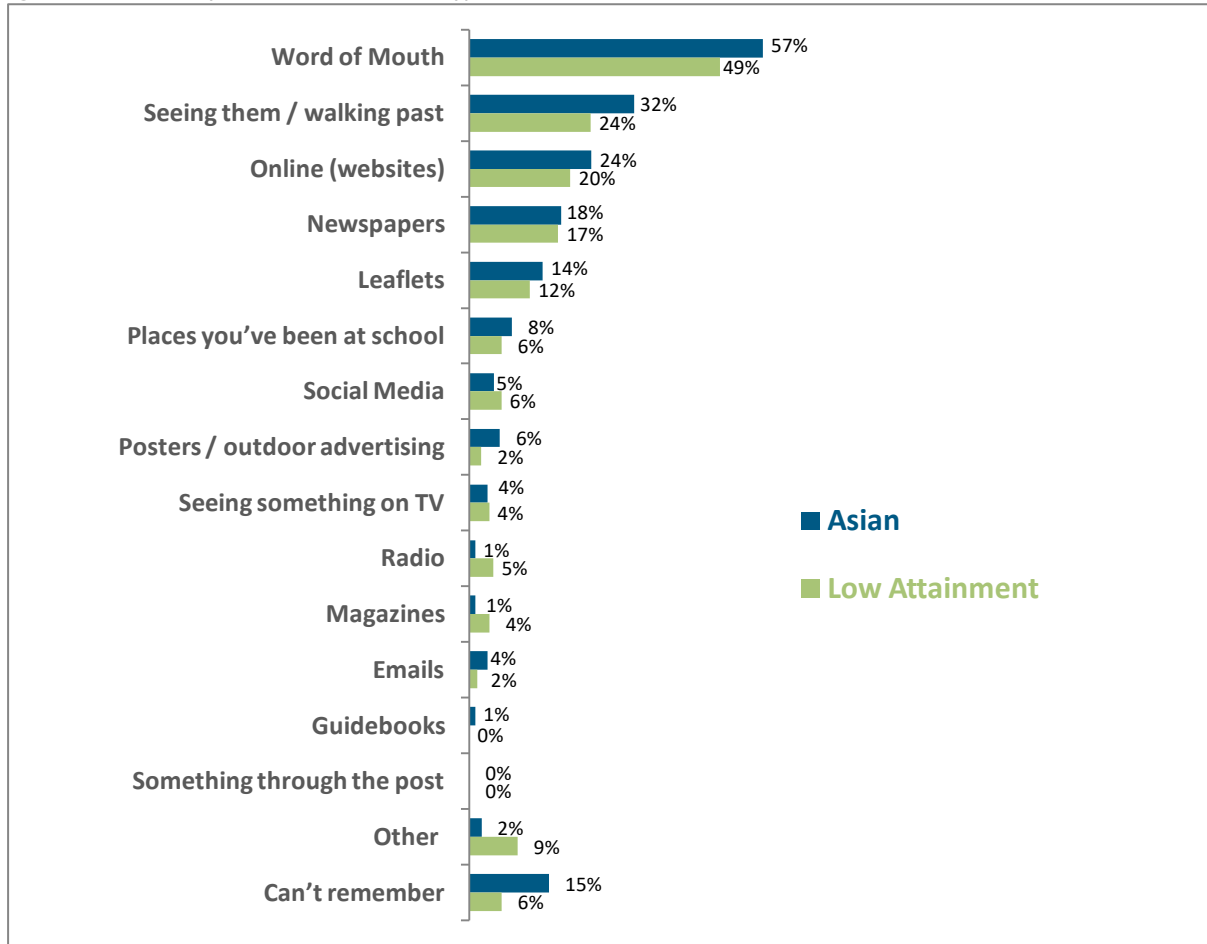
"Everything is very still, it's good for some people, quiet people..."

Younger

Finding Out About Competitor Attractions

Most rely on *recommendations* and *visibility / walking past* a venue to find out about attractions. More formal channels are less recalled, but *websites*, *newspapers* and *leaflets* are amongst the more commonly used.

Figure 12: Where did you find out about these types of leisure attractions?



Base: Those who had visited a competitor: Asian (84): Low Attainment (127)

The chart shows that for Asian audiences...

- *Word of mouth* and *visibility* of the venue are heavily relied upon, with an *online presence* also important
- *Newspapers* and *leaflets* are also amongst the more commonly used information channels

Differences between demographic groups – higher proportions of...

- ... **men** than women get information from *going when they were at school*
- ... **18-24 year olds** get information from *posters* than amongst older age groups
- ... those **aged 45+** got information from *newspapers* than amongst younger age groups

The chart shows that for Low Attainment audiences...

- The same channels are used, with *word of mouth* and *visibility* of the venue being heavily relied upon

Differences between demographic groups – higher proportions of...

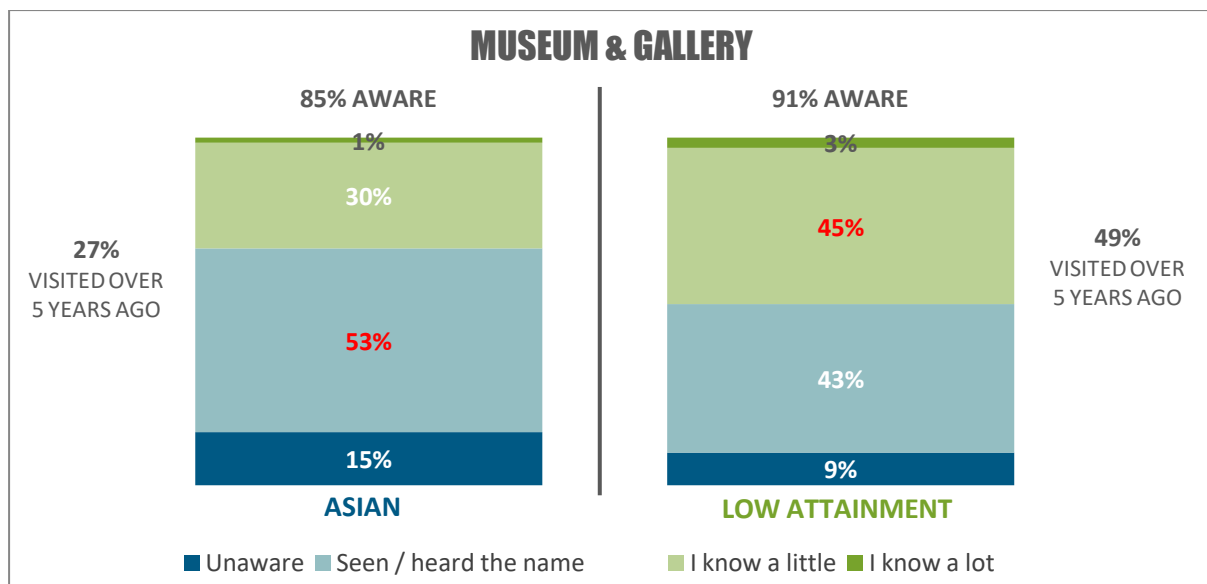
- ... **18-24 year olds** get information from *posters* than amongst older age groups

Perceptions of Derby Museums

Awareness of Derby Museums

Respondents were asked if they had ever heard of each of the Derby Museums, and if they had ever visited in the past. Although those who had been within the last 5 years were excluded from the survey, lapsed visitors were allowed to continue. All those who had heard of each venue were asked how much they felt they knew about them.

Figure 13: How much would you say you know about the following attractions? Museum & Gallery



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- The majority have *heard of* the Museum & Gallery, although over half *only know the name*
- Only one in a hundred feel they *know a lot* about the Museums, even though over a quarter *had been at some point in the past*

Differences between demographic groups – higher proportions of...

... those **aged 45+** have *never heard of* the Museum & Gallery, compared to younger age groups

The chart shows that for Low Attainment audiences...

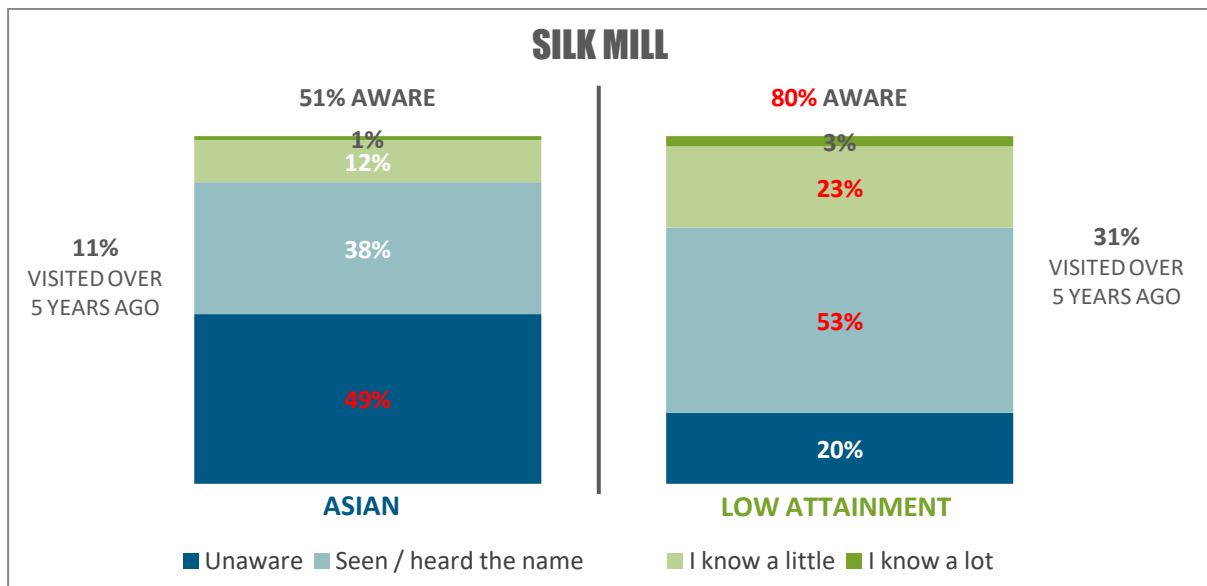
- A larger proportion of this target have an *informed awareness* of the Museum & Gallery, and nearly half have *been at some point in the past*, yet still only a very small minority feel *well informed*

Differences between demographic groups – higher proportions of...

... **25-44 year olds** have *just seen or heard the name before*, compared to other age groups

... those **aged 45+** have *visited* the Museum & Gallery in the past and *know a lot about it*, compared to younger age groups

Figure 14: How much would you say you know about the following attractions? Silk Mill



The chart shows that for Asian audiences...

- Half have *no awareness* of the Silk Mill at all
- Most of those who have heard of this venue have *just seen or heard the name only*

Differences between demographic groups – no differences

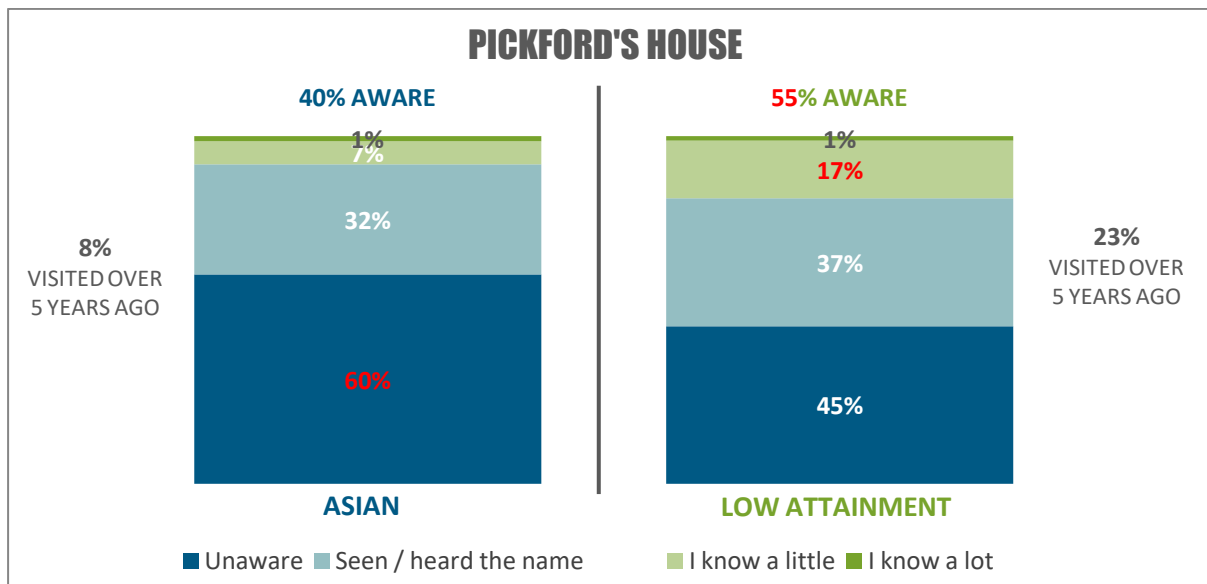
The chart shows that for Low Attainment audiences...

- Awareness is higher than amongst the Asian target, with most *at least having heard the name*
- Although levels of informed awareness are higher amongst the Low Attainment than the Asian audience, still only just over a quarter *know a little or a lot* about it
- A higher proportion have actually visited at some point in the past than feel that they know anything about it

Differences between demographic groups – higher proportions of...

... those **aged 45+** have *visited in the past* and *know a little about the Museum*, compared to younger age groups

Figure 15: How much would you say you know about the following attractions? Pickford's House



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Awareness is lowest for Pickford's House of all the venues, with only two in five saying they *have heard of it*
- Less than one in ten *know anything about it* or *have ever visited*

Differences between demographic groups – higher proportions of...

- ... 25-44 year olds *have just seen or heard the name before*, compared to other age groups
- ... those aged 45+ *have never heard of the Museum*, compared to younger age groups

The chart shows that for Low Attainment audiences...

- Awareness amongst this target is also poor – and is considerably lower when compared to the other two venues

Differences between demographic groups – higher proportions of...

- ... those aged 45+ *have heard of the Museum, have visited in the past and know a little about the Museum*, compared to younger age groups

FOCUS GROUPS - ASIAN AUDIENCE

- There is some confusion and vagueness regarding Derby Museums:
 - Is there more than one museum?
 - Where are they?
- Within the focus groups, the levels of awareness and understanding reflected the quantitative findings:
 - This was strongest for the Museum & Art Gallery, with knowledge often based on school visits by themselves or their children
 - The Silk Mill name is reasonably well-known, but there is very limited knowledge of the offer, whether it is a functioning museum and its current status
 - Pickford's House is unknown to many and, in fact, some had walked past it often and had not realised it was there

- None of these Museums are part of the 'fabric' of what they do in their lives – and the locations of the venues themselves within Derby remove them from the visual landscape
- References are made back to the Sikh Museum, which, by contrast IS felt to be very much part of regular life, being visible, relevant and interesting

"I have probably walked past it (Pickford's House) but I would have never known there was a museum in there"

Younger, Male

"More for people coming from elsewhere"

Younger, female

"I didn't even know they existed"

Younger, Male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- Awareness amongst this audience is patchy and largely uninformed
- A lack of advertising and signage is widely acknowledged and bemoaned
- Of the 3 venues, the Museum & Art Gallery is again the most recognised, with unprompted awareness of several elements of the offer:
 - Joseph Wright (amongst locals)
 - Mummies, thought to be 'Tutankhamen' by several participants
 - Pottery (although this doesn't appeal)
- One participant had awareness that the Silk Mill had links to industry

"I heard it's the biggest engine here"

Younger

- Some references to the recent TV exhibition were made, but there is little understanding of what (or where) this actually is

"Derby Museum isn't advertised much, you don't really see anything about it"

Younger

"I don't think it's on the city points, the maps"

Younger

(Pickford's House) "Is it in Derby?"

Younger

"The Silk Mill used to be a museum, but I don't know if it still is"

Older

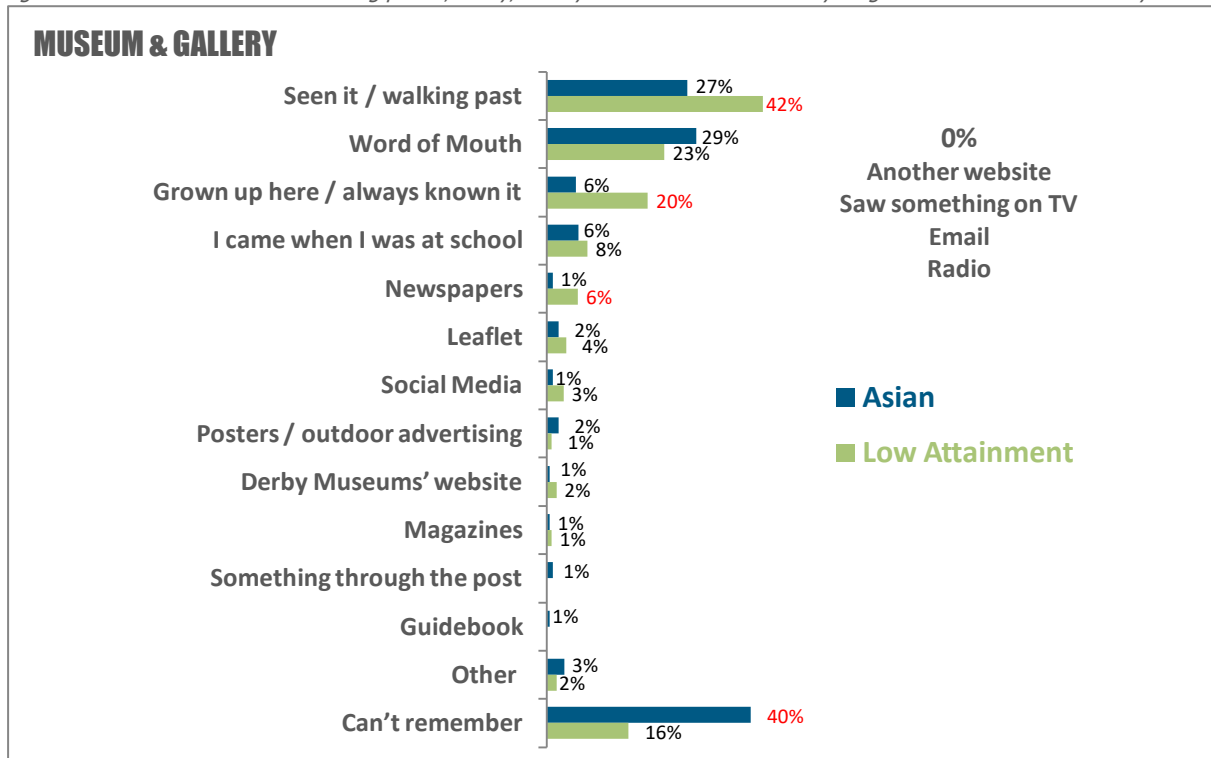
"Someone told me at the Silk Mill they're doing all the old cartoon characters or something...they had the Tellytubbies there and that pink cat, Bagpuss"

Older

Communication channels

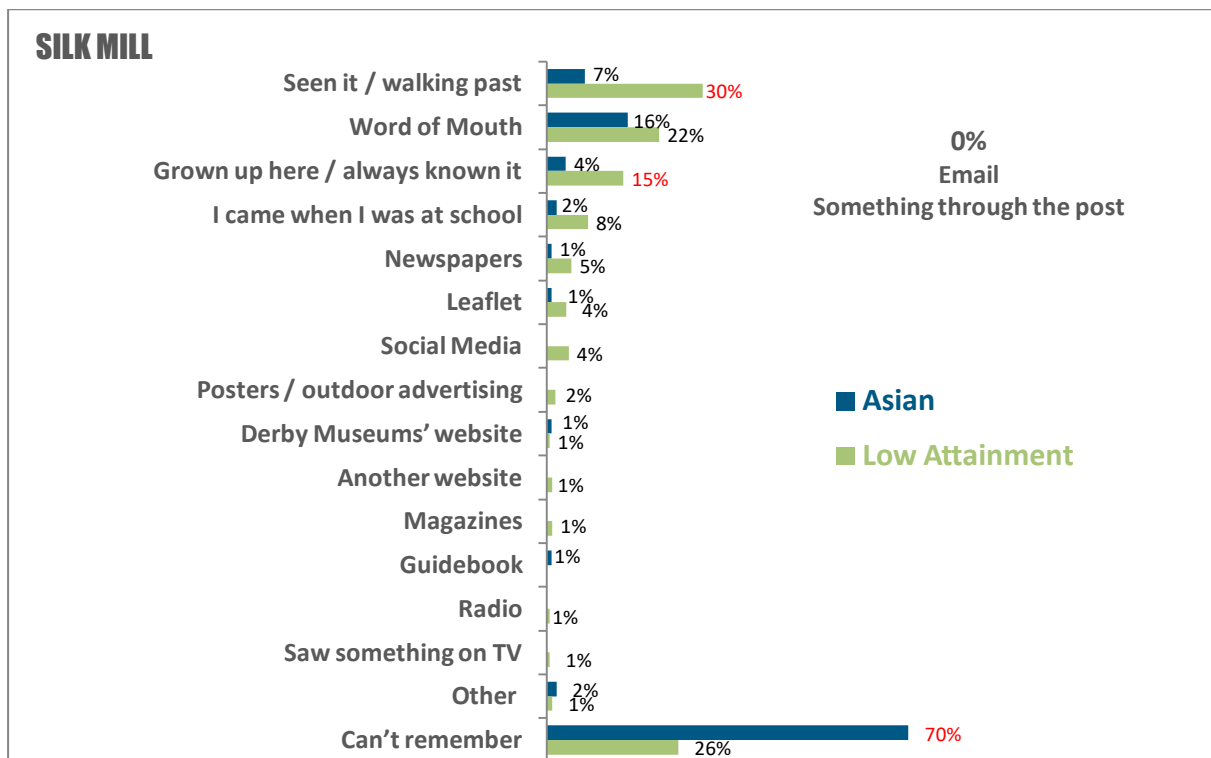
Those who were aware of each of the Derby Museums where asked in which places they had seen or heard anything about them.

Figure 16: And in which of the following places, if any, have you ever seen or heard anything about it? Museum & Gallery



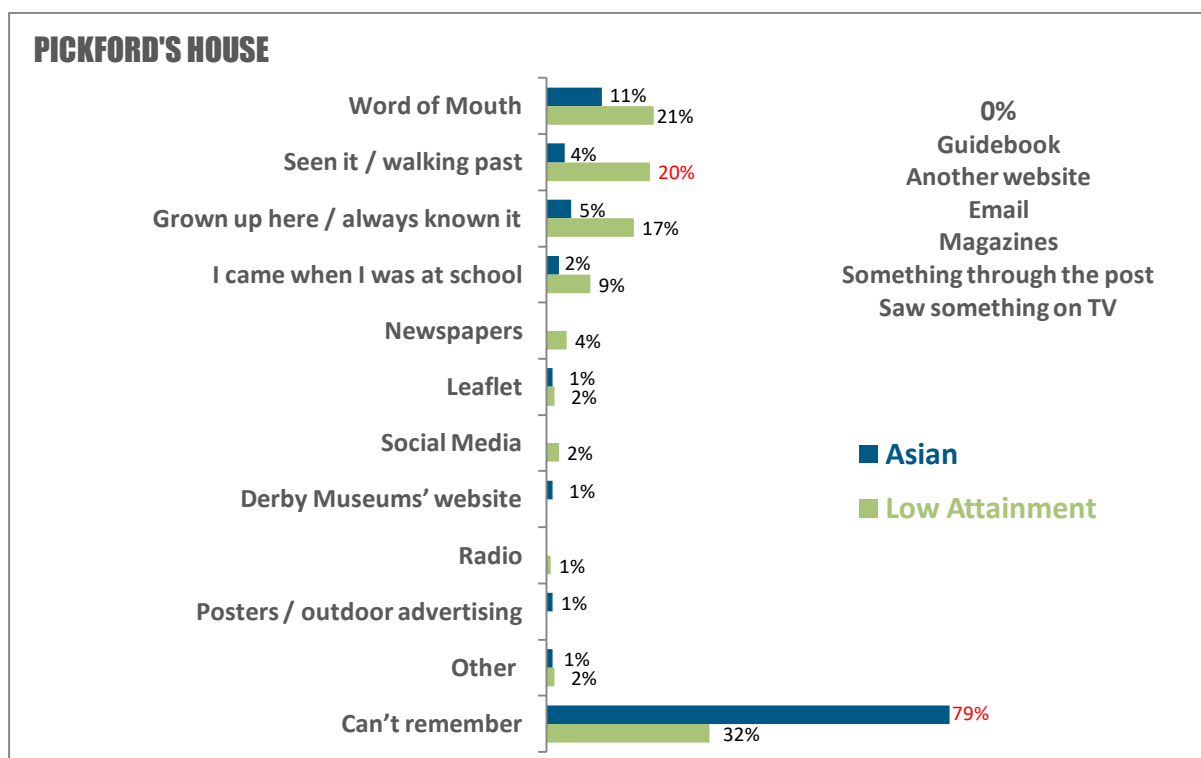
Base: Heard of Museum & Gallery: Asian (179): Low Attainment (214)

Figure 17: And in which of the following places, if any, have you ever seen or heard anything about it? Silk Mill



Base: Asian (108): Low Attainment (188)

Figure 18: And in which of the following places, if any, have you ever seen or heard anything about it? Pickford's House



Base: Heard of Pickford's House: Asian (84): Low Attainment (129)

The chart shows that for Asian audiences...

- *Word of mouth* is relied upon for finding out about Derby Museums
- Few to none have seen anything through 'formal' communication channels
- Many do not remember where they have actually gained their awareness of the venues from – particularly for the Silk Mill and Pickford's House, where most of those who are aware of the venues *can't remember* seeing or hearing anything about them

Differences between demographic groups – higher proportions of...

... those **aged 45+** remember *seeing something* about all three Museums than is found in younger audiences, who are more likely *not to remember* where they have seen or heard something. They are also more likely than those in younger age groups to have seen or heard something about the Silk Mill by *walking past* and through *word of mouth*.

The chart shows that for Low Attainment audiences...

- Although still likely to find out about these venues through *word of mouth*, this target have a greater reliance than the Asian demographic on *local visibility* and are more likely to know about venues from *walking past them*
- *Local knowledge* generally and *having grown up in Derby* are important knowledge channels – although formal communications through which they might receive messaging are not currently recalled by many

Differences between demographic groups – higher proportions of...

... **women** compared to men know about the Museum & Gallery through *going when at school* and *growing up locally*

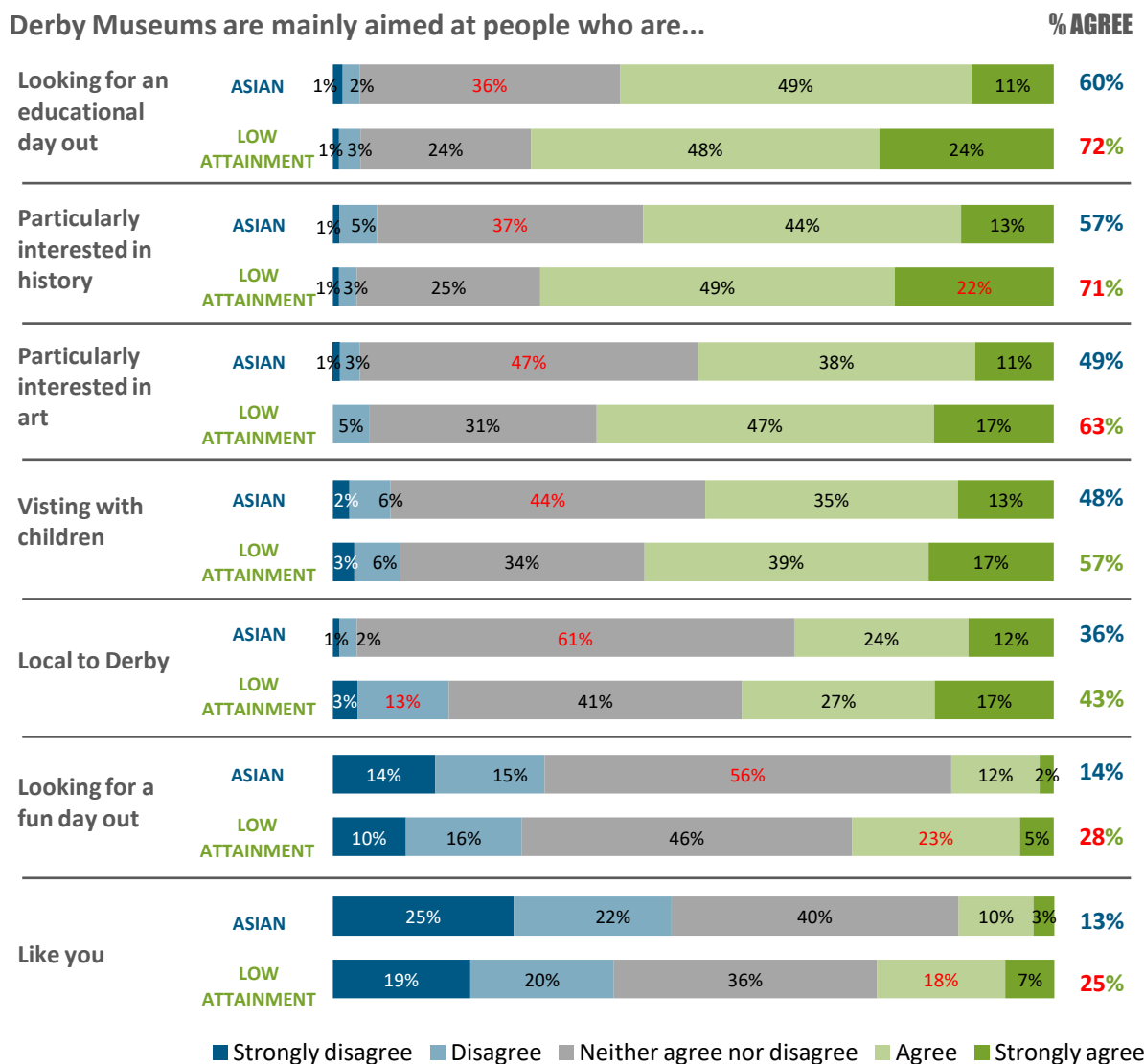
... those **aged 18-24** know about the Museum & Gallery through *word of mouth*

- ... those aged 25-44, when compared to other age groups, *can't remember* where they have seen or heard about the Museum & Gallery or the Silk Mill, and know about Pickford's House through *going when at school*
- ... those aged 45+ know about the Museum & Gallery from *growing up locally*. They are less likely than other age groups, however, to know about Pickford's House through *going when at school*

Who Derby Museums are for

When asked who the Derby Museums are mainly aimed at, both target audiences focus on *educational* and *special interest* aspects over being *for children* or for *fun*.

Figure 19: Based on anything you know or imagine, who would you say that Derby Museum and Art Gallery, the Silk Mill and Pickford's House are mainly aimed at?



Base: Asian (211): Low Attainment (236)

This chart shows that for Asian audiences...

- Strength of agreement on who the Museums are for is lower than amongst the Low Attainment audience, with many remaining neutral group in their perceptions
- Those seeking to be *educated* and with a *particular interest in history* are most likely to be perceived as the target audience
- A higher proportion disagree than agree that the Museums are for those *looking for fun*, or for those *'like them'*

Differences between demographic groups – higher proportions of...

- ... **women** compared to men feel the Museums are for *local residents*, those looking for a *fun day out*, for an *educational day out* and who are *visiting with children*
- ... those **aged 25-44** disagree / are neutral that the Museums are for *locals*, those looking for a *fun day out* and *people like them*
- ... those **aged 45+** when compared to younger age groups agree that the Museums are for *locals*, those looking for a *fun day out* and *people like them*

The chart shows that for Low Attainment audiences...

- The strongest associations are again that the Museums are for those looking for *education* and with a *specialist interest in history and art*
- Opinions are divided over the Museums being for *fun seekers* or for *people like themselves*
- Amongst this family focused audience, only just over half agree that the Museums are for those *with children*

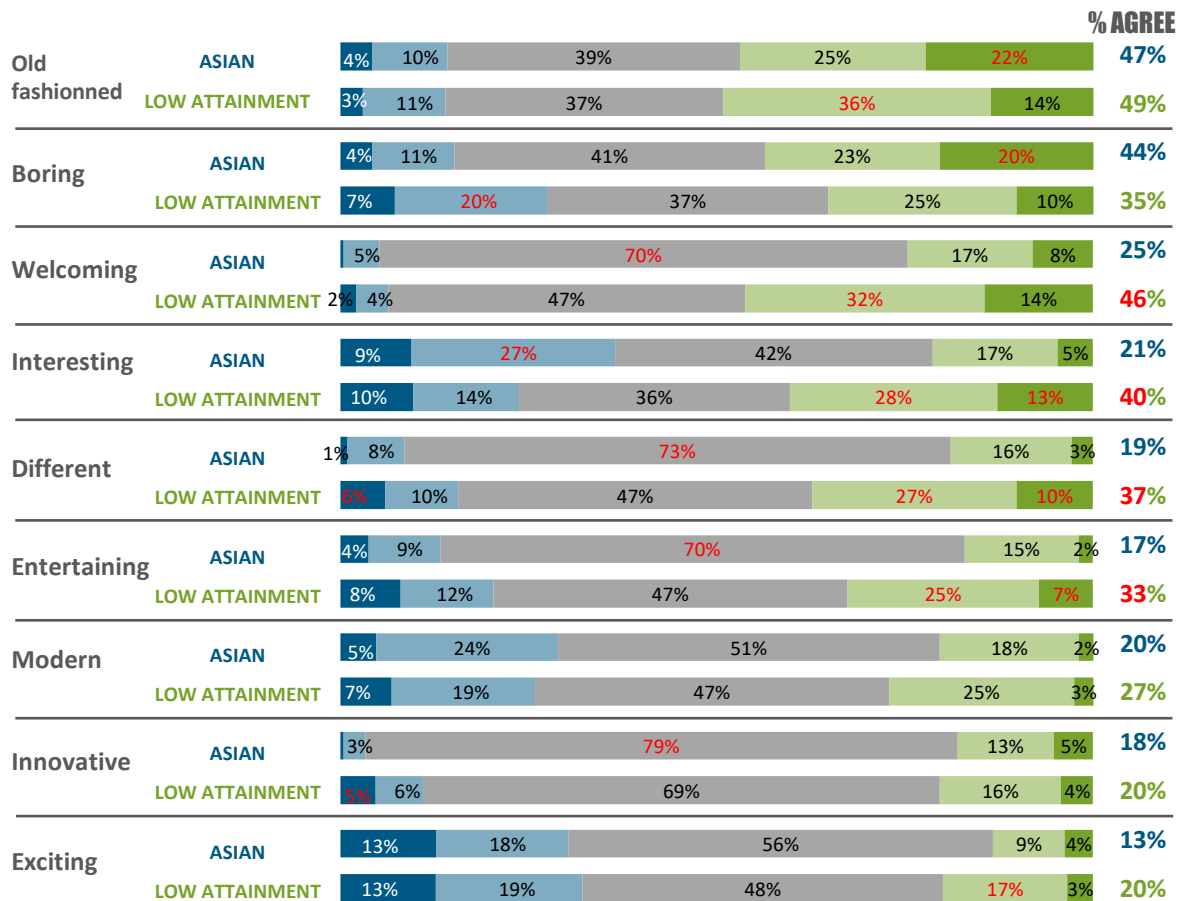
Differences between demographic groups – higher proportions of...

- ... **women** compared to men feel the Museums are for those looking for *an educational day out* and who are *visiting with children*
- ... **18-24 year olds** compared to older age groups feel the Museums are for those with a *particular interest in art*
- ... those **aged 25-44** disagree / are neutral that the Museums are for those with a *particular interest in art or history*, those looking for *an educational day out* and *people visiting with children*
- ... those **aged 45+** feel the Museums are for those *visiting with children*, when compared to younger age groups

Associations with Derby Museums

Respondents were given a list of words that could be used to describe Derby Museums and asked to rate the extent to which they agreed with them – based on whatever they know or perceived to be the case. Negative descriptors are more likely to be associated with the Museums, with many unsure of the extent to which more positive attributes can be used to describe the venues.

Figure 20: To what extent would you say that each of these words describes Derby Museum and Art Gallery, the Silk Mill and Pickford's House as you know or imagine them?



Base: Asian (211); Low Attainment (236)

The chart shows that for Asian audiences...

- The most strongly associated descriptions are the Museums being *old fashioned* and *boring*
- Larger proportions disagree than agree that the Museums would be *interesting*, *modern* or *exciting*
- Opinions are more ambivalent over the extent to which they are *different*, *entertaining* or *innovative* - and only one in four feel that they would be *welcoming*

Differences between demographic groups – higher proportions of...

- ... **women** compared to men feel the Museums are *modern* or *exciting*
- ... **18-24 year olds** than older respondents agree that the Museums are *old fashioned*
- ... those **aged 25-44** disagree / are neutral that the Museums are *modern*, *exciting*, *entertaining*, *different*, *welcoming* or *interesting*, when compared to other age groups
- ... those **aged 45+** agree that the Museums are *modern*, *exciting*, *different*, *interesting* and *entertaining*. They are less likely than other age groups to feel they are *boring* or *old fashioned*

The chart shows that for Low Attainment audiences...

- They are more likely to make positive connections than the Asian audience and, although being old fashioned is still the most linked, a fair proportion agree that they would be welcoming and interesting
- That the Museums would be exciting is the most contested adjective amongst this target

Differences between demographic groups – higher proportions of...

... those **aged 25-44** **disagree** / are **neutral** that the Museums are *different* or *welcoming*, when compared to other age groups

FOCUS GROUPS - ASIAN AUDIENCE

- Qualitatively, there is a belief that Derby Museums are likely to be boring, dull and quiet

"I don't know anyone who goes to local museums in Derby"

Older, Male

- A visit is perceived as offering an experience which is centred around education and learning, rather than fun or excitement
- Relevance to them, and specifically to their culture and heritage, is questioned and, furthermore, doubted

"These museums aren't relevant to my life; I'd rather see some traditional Afghani culture"

Younger, Male

"The Sikh museum highlights a lot of the world war regiments, but there's a lot of ethnic diversity and they've got their own history relevant to my life"

Older, male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- Visiting the Derby Museums is also imagined as an educational rather than an entertaining experience amongst this audience
- Although not necessarily seeing it as something for themselves, some have a hypothetical interest in taking their children

"It would be educational. I want to start taking my son, when he gets to an age when he can understand it more"

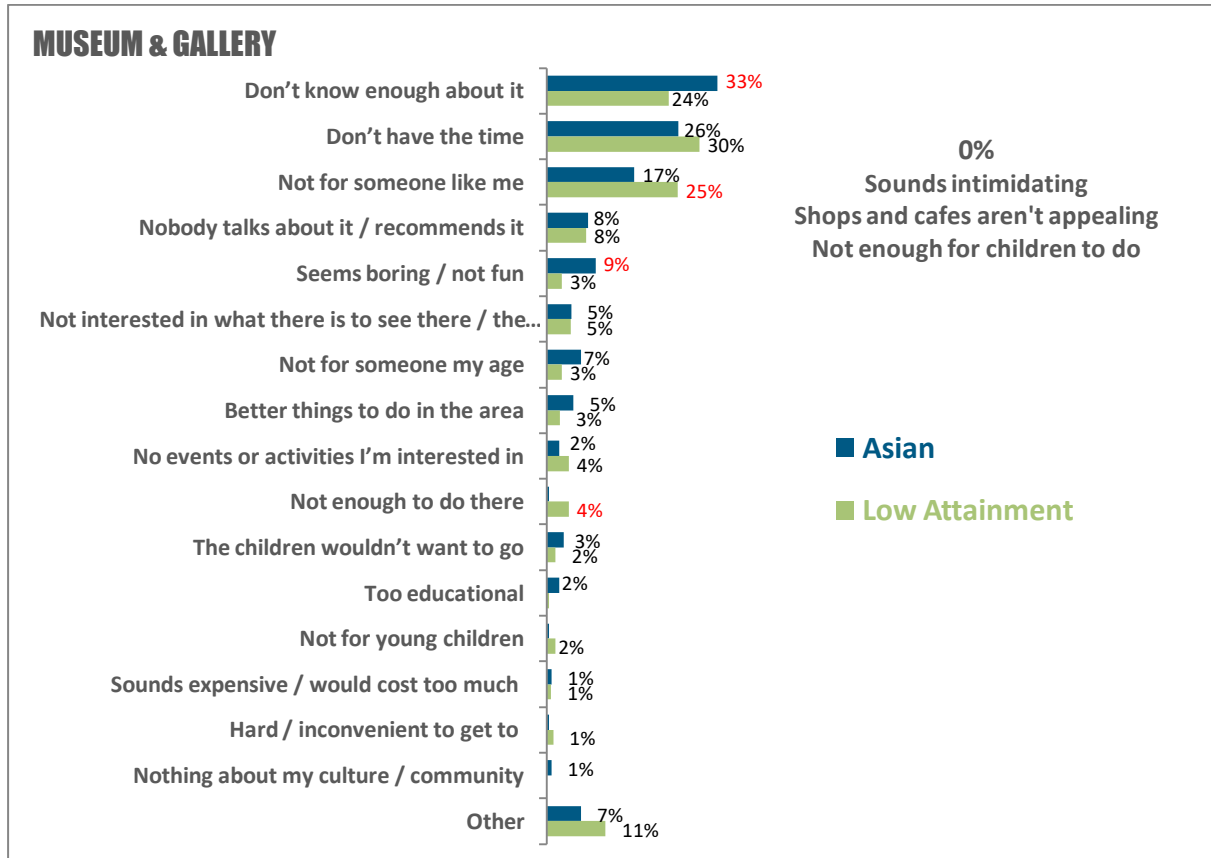
Young, lower attainment

- There is a recurring concern raised over the appropriateness of the environment for children: Would it be too stuffy? Would they make a noise and cause a disturbance?

Barriers to Visiting

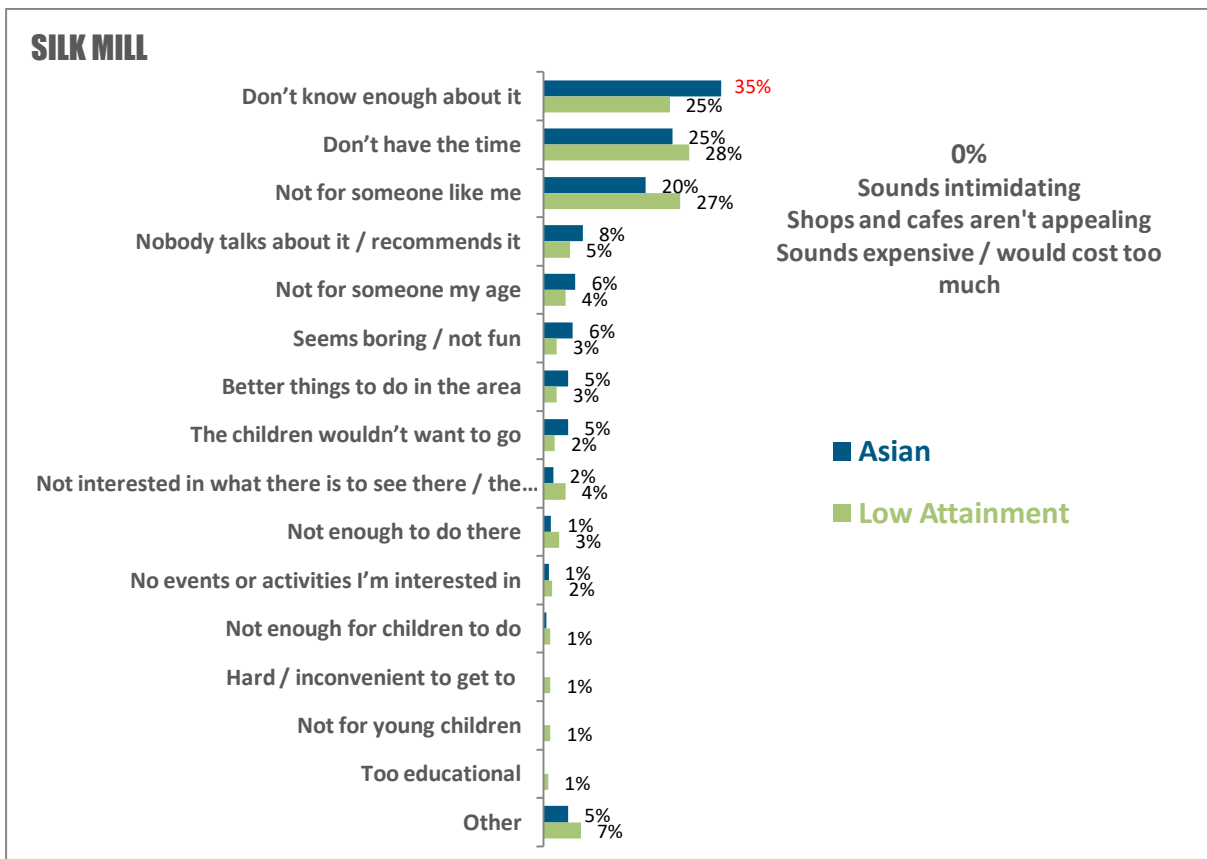
When asked if there was anything stopping respondents from visiting Derby Museums, *awareness*, *finding the time* and *relevance* are the biggest barriers amongst both audiences.

Figure 21: Are there any reasons that you haven't visited / visited recently? Museum & Gallery



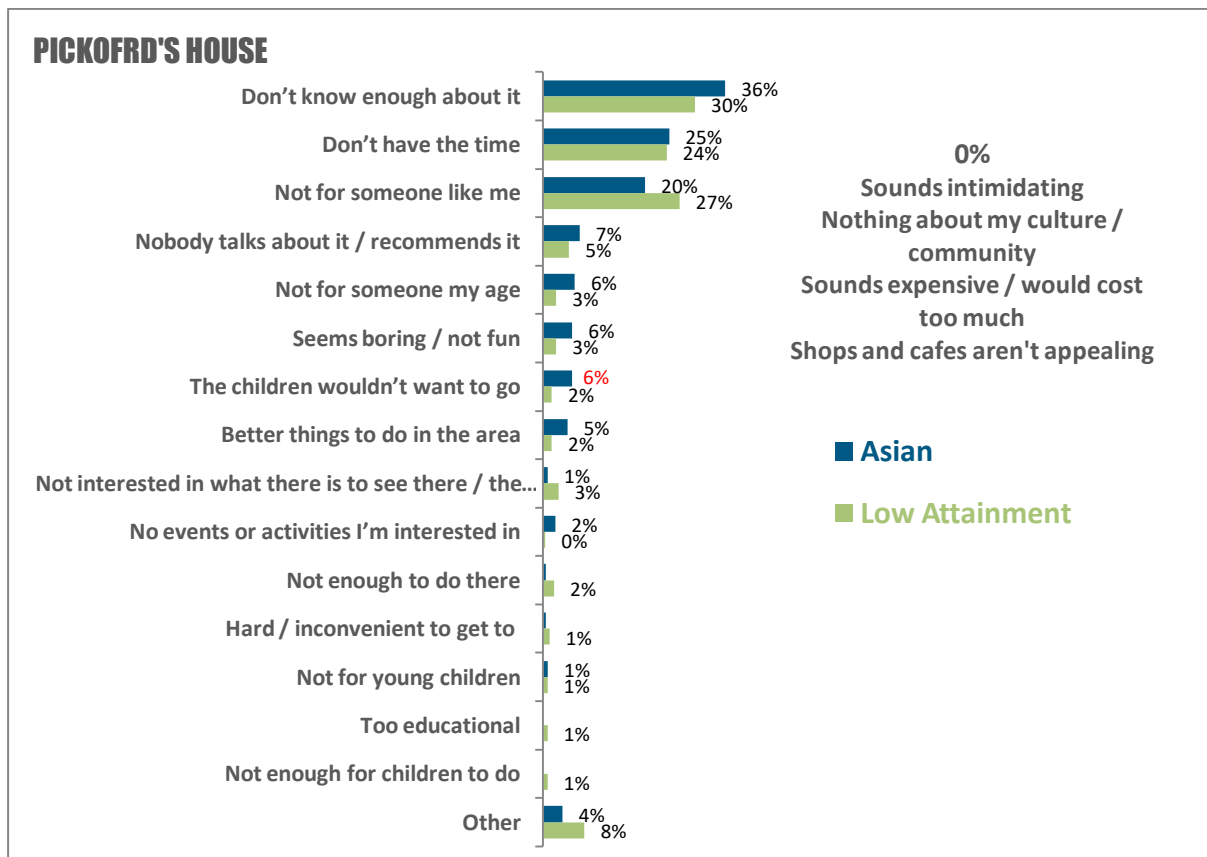
Base: Asian (211): Low Attainment (236)

Figure 22: Are there any reasons that you haven't visited / visited recently? Silk Mill



Base: Asian (211): Low Attainment (236)

Figure 23: Are there any reasons that you haven't visited / visited recently? Pickford's House



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Significantly higher proportions felt that *not knowing enough* about these venues has stopped them from visiting - although this is a main barrier for both targets
- They are also more likely than the Low Attainment target to feel that the Museum & Gallery would be *boring* and that their *children wouldn't want to go* to Pickford's House

Differences between demographic groups – higher proportions of...

- ... **women** compared to men say they haven't been to the Museum & Gallery and Pickford's House because they *don't have time*
- ... **men** compared to women don't go to all of the venues because they *don't know enough about them*
- ... **18-24 year olds** than older respondents feel there are *better things to do in the area* than the Museum & Gallery
- ... those **aged 25-44** don't go to the Museums because they *don't know enough about them* and feel that the *children wouldn't want to go*. They are less likely than other age groups to think that the Museum & Gallery and Silk Mill *aren't for someone their age*
- ... those **aged 45+** felt that the Silk Mill *isn't for someone like them* and that they *don't have time* to visit Pickford's House, when compared to younger audiences. They are less likely than other age groups to feel that they *don't know enough about the Museums*

The chart shows that for Low Attainment audiences...

- *Lack of awareness* is also a key factor, but feeling that they *don't have the time* for a visit is often as much of a barrier
- *Personal relevance* is seen to be a particular issue at Pickford's House

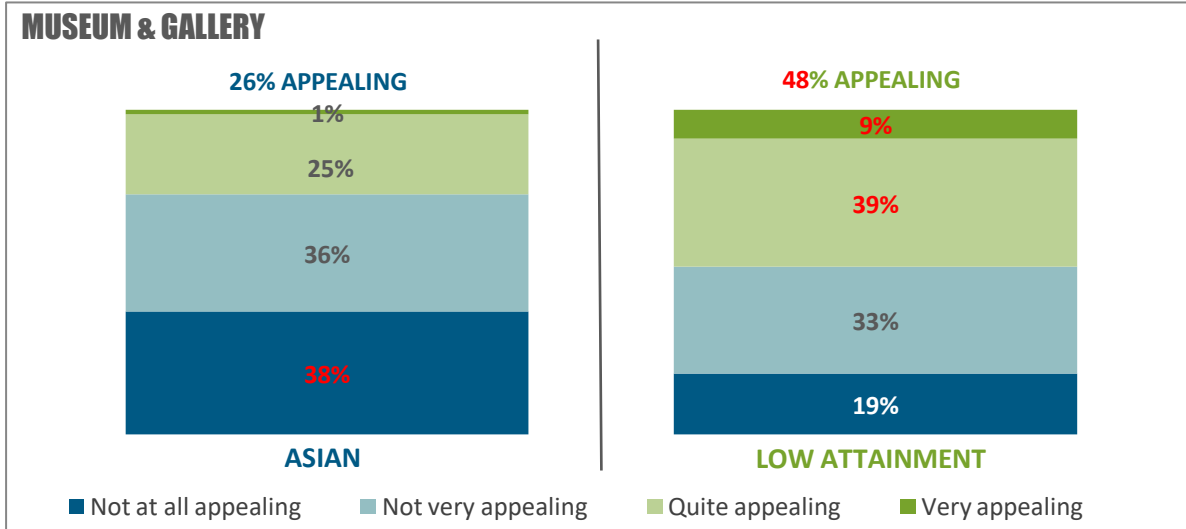
Differences between demographic groups – higher proportions of...

- ... **18-24 year olds** than older respondents feel that the Silk Mill and Pickford's house *aren't for someone their age*
- ... those **aged 25-44** don't go to the Museums because they *sound boring / not fun*. They are more likely than other age groups to not go to the Museum & Gallery because they *don't know enough about it* and to the Silk Mill because there are *no events or activities they are interested in*
- ... those **aged 45+**, when compared to younger age groups, didn't say that *not knowing enough* about the Museum & Gallery and the Silk Mill is a barrier to visiting, and that the Silk Mill sounds *boring / not fun*

Unprompted appeal

When asked how appealing each of the Museums is, based on what they know or imagine about them, a positive response is the minority view across both targets.

Figure 24: Based on anything you know or imagine, how appealing would each of these venues be to visit? Museum & Gallery



Base: Asian (211): Low Attainment (236)

Figure 25: Based on anything you know or imagine, how appealing would each of these venues be to visit? Silk Mill

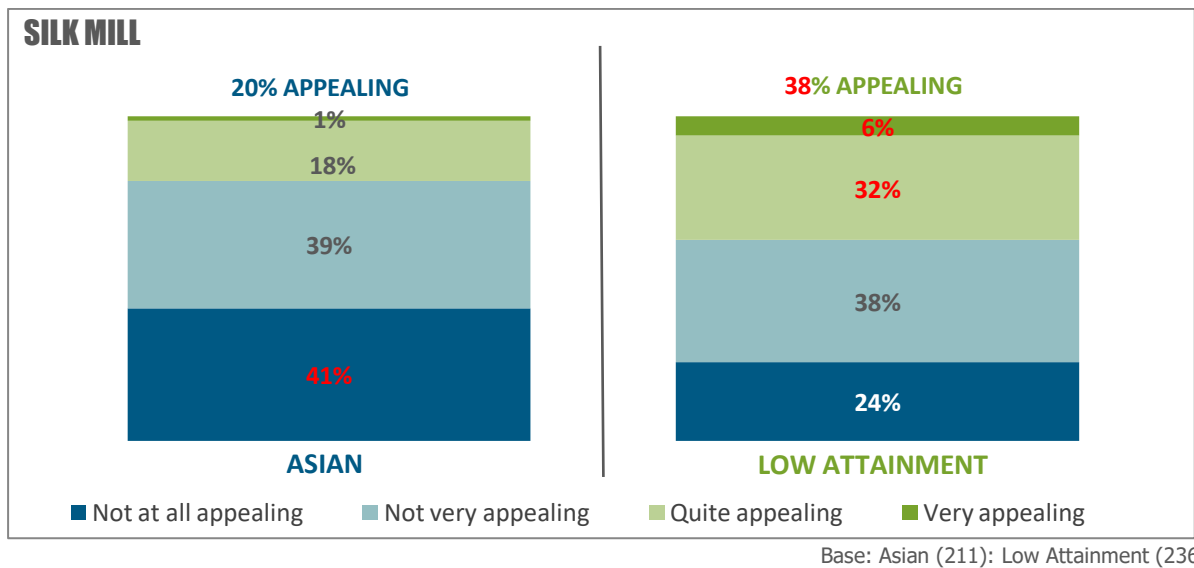
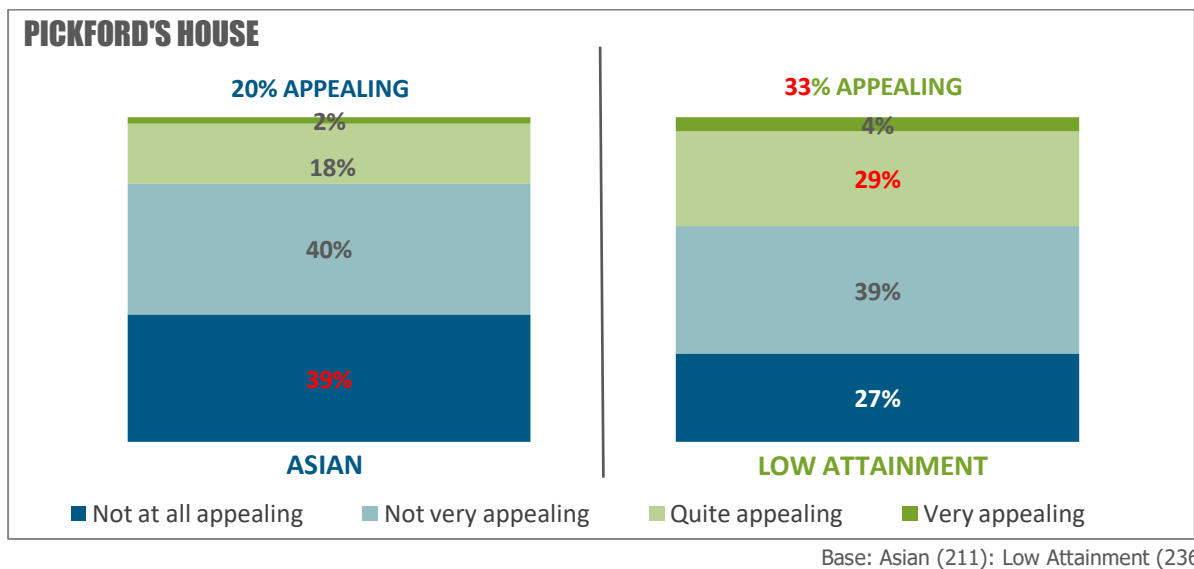


Figure 26: Based on anything you know or imagine, how appealing would each of these venues be to visit? Pickford's House



The chart shows that for Asian audiences...

- The Museum & Gallery has most appeal, but across the venues less than a third respond positively
- Only 1-2% in each case said that they found the venues *very appealing*
- Around two in five for each of the venues had a strongly negative perception, stating that the venues are *not at all appealing*

Differences between demographic groups – higher proportions of...

... men compared to women find the Museums to be *not at all appealing*

The chart shows that for Low Attainment audiences...

- Appeal is stronger than for the Asian target, with the highest level for the Museum & Gallery (perhaps linked to the fact that this is the venue for which greatest informed awareness exists)
- One in five find the Museum & Gallery *not at all appealing*, which rises to around one in four for the Silk Mill and Pickford’s House
- Amongst those who do respond positively, most say that that the Museums are *quite* rather than *very appealing*

Differences between demographic groups – higher proportions of...

... those aged 45+ find the Museums *appealing*, when compared to younger age groups

Appeal based on description

Within the quantitative survey respondents were given a short piece of descriptive text to read about each of the venues, compiled from information found on the Derby Museum’s website. They were then asked how appealing they now found the venues, based on the new information they had been given.

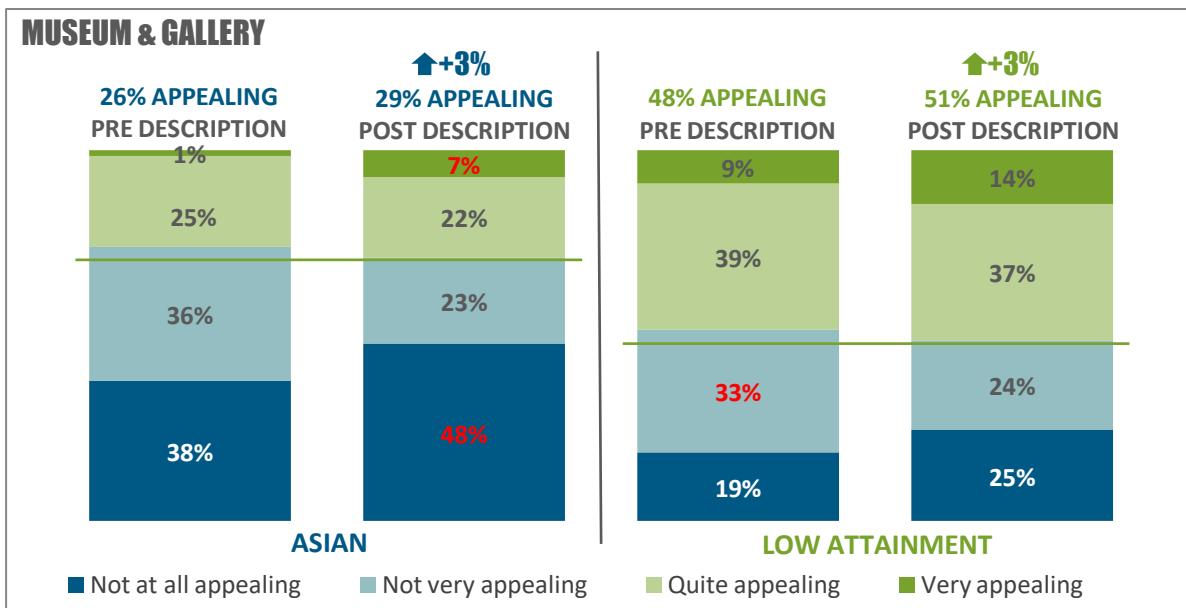
Within the qualitative focus groups a similar, but expanded approach was taken, with respondents discussing a montage of images from the website for each venue, then being read several sections of descriptive text, which were also lifted from the website.

This stimulus material can be found in Appendix 3.

Museum & Gallery

Derby Museum and Art Gallery is home to a diverse range of nationally (and internationally) important collections, including paintings by Joseph Wright, the celebrated 18th century artist from Derby, Royal Crown Derby and other porcelain and displays featuring archaeology, geology, natural history, military history and other fine art. The Museum has free entry, a cafe and WIFI.

Figure 27: Based on the description, how appealing would each of these venues be to visit? Museum & Gallery



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Although appeal does increase upon being given more information (with strength of appeal in particular significantly increasing from the unprompted level), movement is minimal overall
- The greatest shift, in fact, happens within the levels of those who *do not find the Museum appealing at all*, which significantly increases, indicating that the description is off-putting for some

The chart shows that for Low Attainment audiences...

- Appeal also increases by 3% overall, although starting from a more positive unprompted level to begin with
- Although there are indications of a similar pattern of movement, with a higher proportion of those finding the venue *not at all appealing* after the description, the shift is not significant or as marked as amongst the Asian target

FOCUS GROUPS - ASIAN AUDIENCE

- Many are pleasantly surprised by images and descriptions – the offer is better, more interesting and has more variety than they expected

"That doesn't look like what it looks like from the outside"

Younger, Female

"I didn't imagine it to be local history"

Young, Male

"I didn't know that they had such interesting artefacts"

Younger, Male

- Free entry is new information to many, as is the presence of the cafe

"I didn't know it was free or that there was a cafe"

Older, Female

- 'Interactive' elements and 'activities' sound appealing, but are felt to be missing from the main imagery, which lacks visuals of children having fun in particular
- Interest and surprise is expressed that there are mummies on show and that exhibits such as Children's TV are part of the programming

"It's got everything we just said we wanted! Like activities, free entry, events for children – but people just don't know!"

Younger, Female

- Some concerns do exist, however, over the extent to which the offer would entertain for an extended period of time, making it worth a trip across the City for some

"You go all that way, park, for a quick 20 minute look around. You'd have to fit it around the rest of the day – not make a day of it"

Older, Male

- The work of Joseph Wright elicits little interest, with few having prior knowledge of the artist or his connections to Derby

"Their unique selling point is an artist I've never heard of"

Older, Male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- This audience are less surprised by the information around what is on offer, although some (younger) participants acknowledged that there is a bigger variety within the exhibits than expected
- The opportunity is felt to exist to make more of some of the images – particularly that of the mummies, which are of interest and felt to be under represented
- Some criticise the imagery and feel it does not make a visit seem exciting, with a lack of people/families having fun / interactivity noted
- The language used is often off-putting, with some commenting that it sounds stuck up, old fashioned and aimed at 'boffins'!

"They are proper ones (mummies) - they should make more of that"

Younger

"I think a lot of the time people are put off that they are just going somewhere to look at things, rather than actually be engaged with it"

Younger

- The cafe and WIFI can appeal, but there is an assumption amongst some that the food and drink offer will be prohibitively expensive for low income families

"In one breath they're saying come in for free, but then spend £20 on cake"

Older

- Including the (surprising) information that 'no two visits will ever be the same' is key, and challenges perceptions around the static, boring experience that many had assumed

"It would make you think to go back to the Derby one, because they said they're changing"

Younger

- Respondents are emphatic about the need for visibility and advertising to showcase the new elements of information, believing that this shortcoming leads to a lack of understanding (and continued negative assumptions)
- Some suggested that this low profile leads to the Museum being forgotten and not sticking in mind

"It's hidden, there should be big signs round town, for people shopping and stuff... people don't have the time to go look for it"

Younger

"People think it will just be a gallery, just pictures. If you got in there, the stuff would be more interesting....people who've never been think it's going to be boring"

Younger

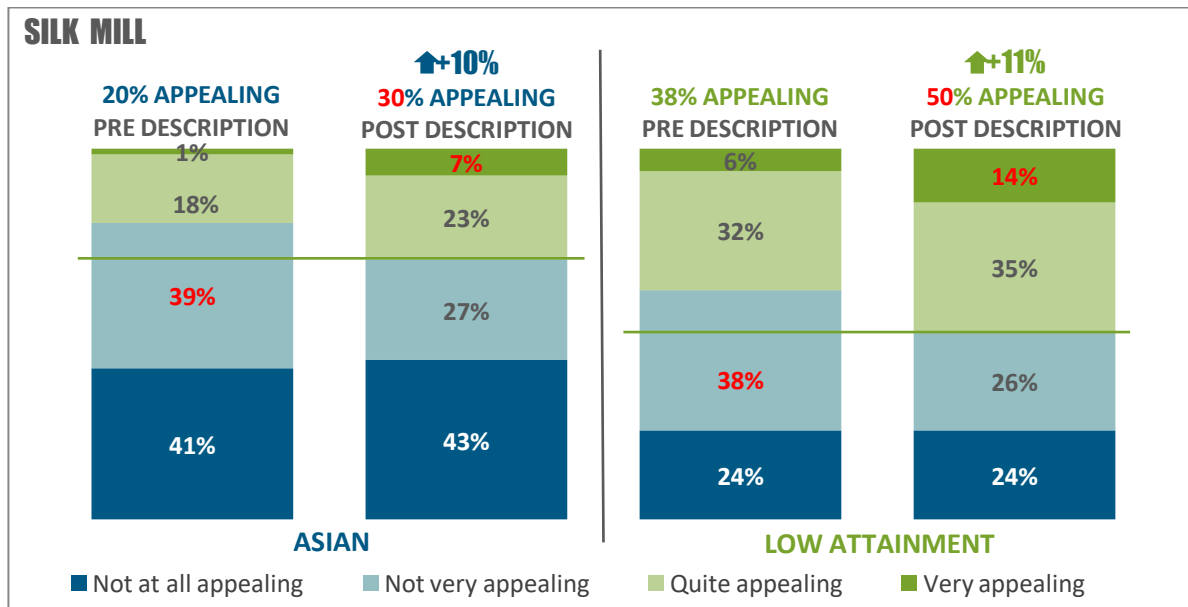
"We might walk past the Museum and say we should go there at some point, but it's always on the way to doing something else. By the time we get home we've forgotten about it already"

Younger

Silk Mill

Derby's Silk Mill building is currently being reinvented for the 21st century as the Derby Silk Mill – Museum of Making. The new museum will display items from Derby's rich industrial history, celebrating makers of the past; and will be designed for makers of the future with inspirational environments for learning and a programme of workshops and activities.

Figure 28: Based on the description, how appealing would each of these venues be to visit? Silk Mill



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- Levels of appeal for the Silk Mill increased significantly after reading the description, with a significant rise in the proportion who find the Museum *very appealing*
- Unlike the effect seen at the Museum & Gallery, the information provided for the Silk Mill did not have any impact on the proportion who feel that the Museum is *not at all appealing*, with this remaining static whilst a significant decrease occurred in the levels saying *not very appealing*
- Men in particular drive the shift in positivity

The chart shows that for Low Attainment audiences...

- The pattern of reaction mirrored that found within the Asian sample
- Women and those aged 45+ in particular drive the shift in positivity

FOCUS GROUPS - ASIAN AUDIENCE

- In principle, the availability of 'workshops' and 'activities' is appealing
- The words and imagery, however, fall short of fully explaining what is going to be on offer and who it would be for, with respondents left unclear and a little confused
- The title 'Museum of Making' intrigues some, although this raises confusion over what it is that is being made and what a visit there would be like
- The imagery used can be unappealing, with negative feedback given around cold, empty spaces and a dull colour scheme
- Some suspect that the offer is for those with a specific / specialist interest

"I still think it's targeting a very specific group of people interested in industrial history"
Older, Male

"It would appeal to students if they got an experience they could put on their CV"
 Younger, Male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- Very similar feedback is given qualitatively amongst this audience
- The images alone give little away, with the participants having to rely heavily on reading the text for understanding – some 'get' it, some don't...and many are left confused

"It sounds like it is trying to show people the inventions of the past and show people nowadays where the inspiration came from and how they achieved it. Trying to give them inspiration"

Younger

"It looks something interesting, but I'm not sure..."

Younger

"The pictures.....you don't see what is there...I don't know"

Younger

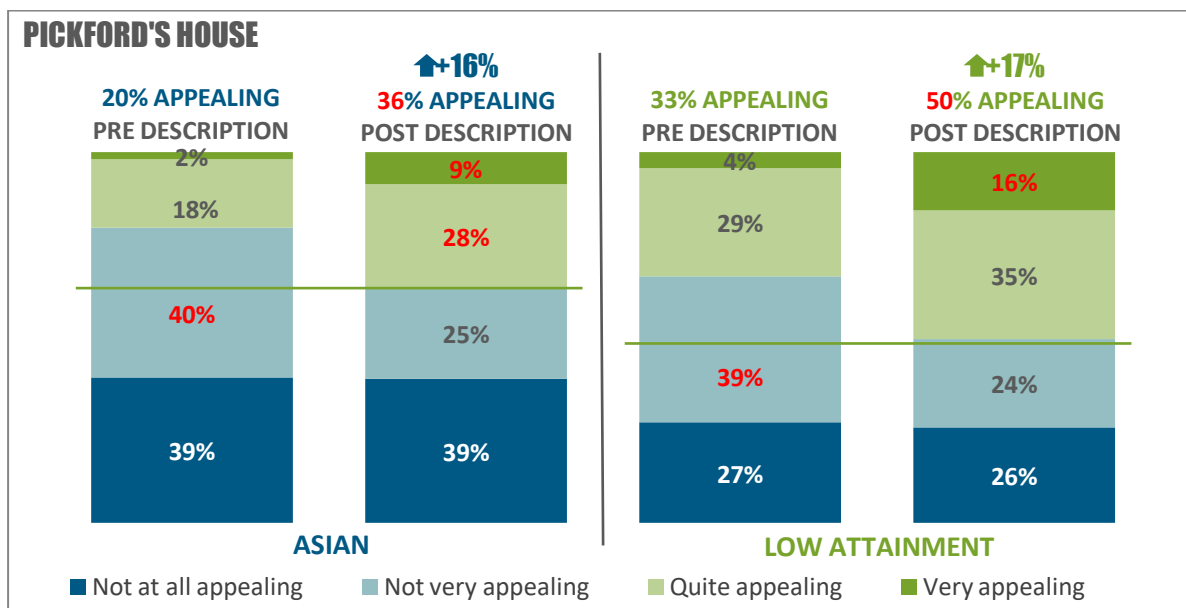
- Again, comments are made that the images give the impression of an empty, boring space and that it seems specialist - "It's about car engines"
- Some are sceptical of the activities that are on offer, how interesting they would be and how relevant to children they are
 ...although the hands on element can increase interest when fully explained and felt to be right in tone and relevance (e.g. Robot Wars team)

"Doesn't seem to be for children, more for adults"
 Older

Pickford's House

Pickford's House is a townhouse and garden from 1770, designed by Derby Architect Joseph Pickford. Rooms are as they might have been historically, including a kitchen, laundry and scullery, a garden, a basement air raid shelter and a fully-working Edwardian bathroom. There are also exhibits including a collection of toy theatres, children's dressing-up costumes and a new porcelain collection.

Figure 29: Based on the description, how appealing would each of these venues be to visit? Pickford's House



Base: Asian (211): Low Attainment (236)

The chart shows that for Asian audiences...

- This description has the most impact of the three - whilst coming from a position of the lowest unprompted appeal, there is a significant shift in positivity seen based on the description, with increases in the proportions who find the Museum both *quite* and *very appealing*
- Both genders and those aged 25 and over drive the shift in positivity

The chart shows that for Low Attainment audiences...

- A similar shift is seen, with a large increase particularly in the levels who find the offer *very appealing* once they have been given this information
- Both genders and all age groups drive the shift in positivity

FOCUS GROUPS - ASIAN AUDIENCE

- General surprise is expressed at what is on offer, given the 'hidden' nature of the venue, although it is recognised as a more specific and niche subject matter than the Museum & Gallery
- The fact that this was someone's house is appealing, though no recognition of, or particular interest in, the architect Joseph Pickford himself
- Aspects that are of interest amongst the offer:
 - master / servant lifestyles
 - experiencing how people lived
 - dressing up for children
 - cellar / bomb shelter
- Due to the nature of the offer (potentially interacting with staff and tours) going as a family could be difficult, as parents / grandparents sometimes do not speak English

"It doesn't look like a museum from the outside"

Younger, Male

"Looks interesting, seeing how they lived"

Older, Male

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- Confusion exists over where it is, as many know the location and are not aware of it, or feel it does not stand out
- The breadth of content is greater than assumed, with elements such as the bomb shelter and aspects related to the war having potential to appeal to a wider audience (particularly to men)
- Aspects that imply a level of interactivity have the greatest potential to increase interest and appeal:
 - costumed staff
 - availability of tours
 - dressing up for children
- Locals find the real life aspect interesting, evoking a sense of nostalgia and enabling them to imagine their children learning how things used to be
- The changing / refreshing of exhibits is appealing

"It seems a bit more realistic because it's actually a person's house"

Older

"That's good, see how it progressed"

Younger

Appeal Based on Description: differences between demographic groups

Higher proportions of...

- ... men compared to women find the Museums to be *not at all appealing* after the description
- ... those aged 45+ find the Museums *very appealing* after the description, when compared to younger age groups

Appeal Based on Description: differences between demographic groups

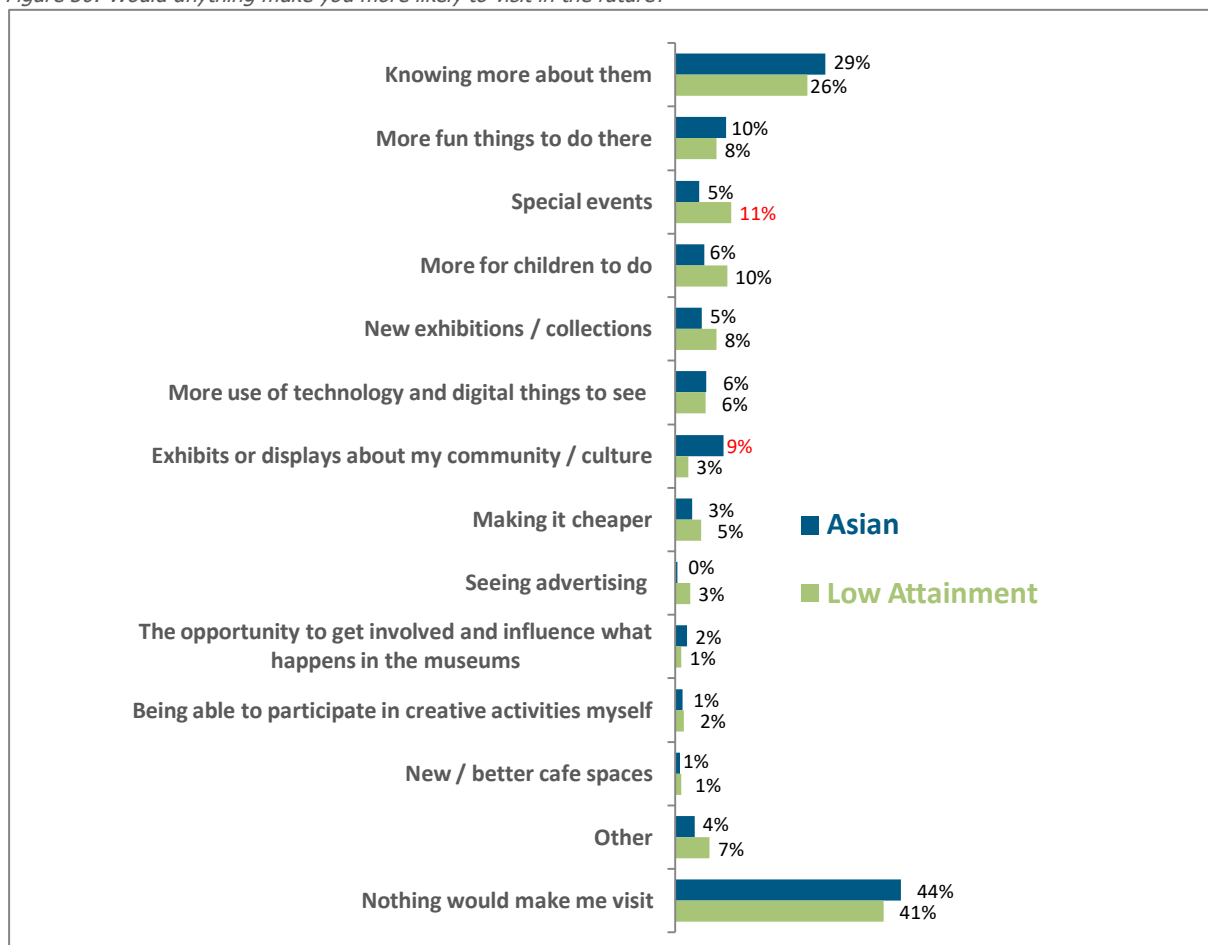
Higher proportions of...

- ... 25-44 year olds don't find the Museum & Gallery or Pickford's House *appealing* after the description
- ... those aged 45+ find the Museums *appealing* after the description, when compared to younger age groups

Driving Future Visits

For 2 in 5, there is little that would increase likelihood of future visits...but a significant amount feel that *knowing more about the offer* would, in fact, make them more likely to go to a Derby Museum.

Figure 30: Would anything make you more likely to visit in the future?



Base: Asian (211); Low Attainment (236)

The chart shows that for Asian audiences...

- *More knowledge about the offer* is the key motivator for future visits
- Feeling that a visit will be more *fun* is also important for a significant minority, as is *an increase in content relating to Asian culture and community*

Differences between demographic groups – higher proportions of...

- ... **men** than women would go in future if they *knew more* about the Museums
- ... **18-24 year olds**, compared to older age groups, say that *nothing* would make them visit
- ... **25-44 year olds** say something on this list would make them visit, and that *knowing more* would be important, compared to other age groups
- ... those **aged 45+** would like to *participate in creative activities* and *special events* and *see exhibits or displays about their community / culture*. They are less likely than younger age groups to want more *'fun'* things to do

The chart shows that for Low Attainment audiences...

- As for the Asian audience, increasing *informed awareness* is felt to be the single biggest potential driver for future visits
- This audience is slightly more receptive to other incentives to visit, with *special events* being of particular interest
- More *fun*, *things for children to do* and *new exhibitions and collections* all also have the potential to motivate

Differences between demographic groups – higher proportions of...

- ... **25-44 year olds** say that *more for children to do* would increase their likelihood of visiting in future, compared to other age groups
- ... those **aged 45+** don't say that *more for children to do* would increase their likelihood of visiting in future

FOCUS GROUPS - ASIAN AUDIENCE

- Respondents within this audience tend to be open to visiting, but, as in the quantitative findings, express a need for greater awareness of the Museums, activities and events
- We know from the quantitative results that familiarity is valued when selecting leisure destinations, and qualitatively some express the requirement for details on what to expect from a visit, such as how long a visit will last, what can they do there and who goes there
- Within the offer itself and the communication and visuals used, emphasis being placed on the experience, interactive and sensory activities (e.g. dressing up) is appealing
- Increased relevance is a key driver and the possibility of introducing exhibitions about Derby's migrant communities has strong appeal amongst this audience, who are looking for something of relevance to their culture – e.g. events to celebrate Eid, Vaisakhi, Diwali

"Multiculturalism is a big part of Derby and it needs to be celebrated!"

Older, Male

"That's why I find it boring – I'm not being offensive here, but it's always English culture. We're Muslim, he's Sikh, he's Iranian – we would rather go and see something that benefits us and our children"

Older, Asian Male

"If you did that then no doubt the whole community would advertise and know it's there. If we said in the summer holidays we were taking the children to the museums, they would enjoy it because it's about their culture"
Older, Female

FOCUS GROUPS – LOW ATTAINMENT AUDIENCE

- This audience place vital importance on raising awareness through advertising
 - signage (particularly Pickford's House) for passing visibility, city maps
 - leaflets through the doors

"They want to do something on a weekend, but they don't know what, they've got a leaflet, they go, let's just go here"
Younger

- Similarly to the Asian audience, they want visuals and marketing to focus on what they value as the strong points of the offer
 - more emphasis on interactivity
 - special events and temporary exhibits to increase urgency of a visit
 - belief that the offer is fun, and (of huge importance) appropriate for children, communicated through visuals which show active, dynamic scenes
- Reassurance is needed that exhibits change, to challenge the belief that Museums are boring, static and only worth visiting once

"With the adverts you need to let people know there are things to actually do as well, not just a place where they'll go and look at things"
Younger

"You can go once and see about the mummies, three years later and see something different- that would bring more people in"
Younger

Conclusions and Recommendations

Generally

- These audiences have **low expectations** of what **Derby** has to offer
- Visiting attractions is not what they do – the challenge will be to encourage new behaviours, rather than to switch preferences
- Museum visiting is perceived more as a **'tourist activity' to do in other cities and for visitors to Derby** – they need a reason to go as
- Competition comes more from local parks, restaurants, X-boxes and cinemas than from local cultural offerings or attractions

Lack of awareness, and low profile for the Museums amongst these audiences, is a fundamental issue

Raising levels of awareness, through relevant channels (local communities; gatekeepers; opinion formers; word of mouth; social media) will be key

- They are **remote** from the offer and bring strong, often **negative, perceptions** – boring; not child-friendly; old fashioned; not relevant; not welcoming
- But **increasing informed awareness** can have a **positive impact**
- Messaging needs to create awareness but also to **reassure** and **change perceptions**
- Social media could be vital in encouraging new or reluctant audiences; reaching younger audiences, creating a 'buzz'

Persuasive factors – needed in the offer and messaging

- It's **local**; it's **about your city**; **about people like you**; for people like you
- It stays **fresh** and new; **exhibits change**; **events and activities**
- It's current – new **technology**; it's **interactive**
- Not just for learning and education; not just for those with a special interest; for **fun** and **entertainment**
- **Welcoming** for children and families; not stuffy; not silent

Important to get the imagery and tone right: diverse; welcoming ; contemporary; relevant – show imagery of spaces being used and alive

The Museum & Art Gallery

- Its location away from the main shopping area means people need a reason to make a detour – an **event**; an **offer**
- Existence of **cafe** could be a reason in itself and could present an opportunity – promote; tailor; hold events; align with festivals
- Description **not currently converting opinions** - imagery and comms need to **emphasise interactive, fun aspects**
- Scope for events and activities around **religious festivals** and for representation of the **diverse nature of the community**
- The **Mummies** generate interest – and may have the potential to be the stars of the show?

The Silk Mill

- The **offer** and **what to expect** from a visit need to be explained - What will you learn? Which crafts? How does the space work?
- Specific events and activities **targeting children and families**

Pickford's House

- **Signage** and **visibility** essential
- Messaging re **real experiences**; **interactive** opportunities; dressing up; experiencing how master & servant lived

Asian audience specifically

- Although this audience are **more remote** (and in some ways more **negative**), the barriers may be **easier to overcome**
- **Relevance** is key: they see little in the current offer with which they **identify** or which **reflects Derby's diverse history**
- They see much in their rich culture and heritage which is part of Derby's story and yet perceive that only the **Sikh Museum** represents this
- Some are frequent visitors to the temple, and know and value the Sikh Museum – is there an opportunity for **partnership and joint working**?
 - **Community-based activity** could be effective – taking the offer out to their neighbourhoods, temple, events, local festivals would be welcomed
 - As would including their story and **representing their heritage and culture** in the venues themselves

Low Attainment specifically

- Greater **inherent resistance** to 'museums' exists, however these are an audience actively **looking for family entertainment**
- **Tone** of communications will be important to bridge gap between 'stuffy' offer and what are seen as more **relevant, appropriate spaces**
- Word of mouth will be vital in generating buzz and recommendations
- Family and child specific activities appeal in particular, but must be seen to be **interactive, fun, hands on**
- Community-based activity again welcomed – increased **visibility** in the town centre to lure away from shops / restaurants, pop-up in parks, events in schools

Appendix 1 – Quantitative Questionnaire

1. INTERVIEWER RECORD GENDER

Male

Female

SHOWCARD

2. Have you heard of or visited any of the following museums?

Derby Museum and Art Gallery

Derby Silk Mill

Pickworth's House

Visited in the last 5 years ~ CLOSE IF CODE FOR ANY

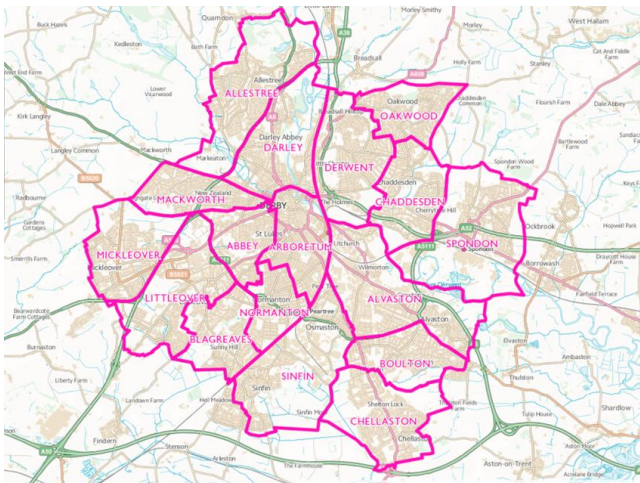
Visited longer than 5 years ago - CONTINUE

Heard of it but haven't visited - CONTINUE

Haven't heard of it - CONTINUE

SHOWCARD MAP

3. Do you live within the Derby City area, as shown on this map?



YES - CONTINUE

NO ~ CLOSE

4. And please may I have your postcode? This is for us to see where people are from and won't be used to contact you.

SHOWCARD

5. In order to help us check that we interview a wide range of people, please tell me which of the following ethnic groups you consider you belong to?

QUOTAS ON ASIAN BRITISH

White

Asian or Asian British

Black or Black British
 Mixed - White/Black Caribbean or African
 Mixed - White and Asian
 Other mixed / multiple ethnicity background
 Chinese
 Another ethnic group (write in)
 Prefer not to say

SHOWCARD

6. Which of these best describes your highest education level? QUOTAS ON LEVEL 2 AND BELOW

No qualifications	
Other qualifications	Vocational / work-related Other foreign qualifications
Level 1 (eg GCSE D-G; Foundation Diploma)	1-4 O Levels/CSE/GCSEs Entry Level, Foundation Diploma NVQ level 1 Foundation GNVQ Basic/Essential Skills
Level 2 (eg GCSE A-C; Higher Diploma)	5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A*-C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2 Intermediate GNVQ City and Guilds Craft BTEC First/General Diploma RSA Diploma.
Apprenticeship	
Level 3 (eg AS and A Levels, Advanced & Progression Diploma)	2+ A Levels/VCEs, 4+ AS Levels Higher School Certificate Progression/Advanced Diploma Welsh Baccalaureate Advance Diploma NVQ Level 3 Advanced GNVQ City and Guilds Advanced Craft ONC, OND, BTEC National, RSA Advanced Diploma
Level 4 and above (eg Higher education and Higher Diplomas)	Degree (BA, BSc) Higher Degree (MA, PhD, PGCE) NVQ Level 4-5 HNC, HND, RSA Higher Diploma BTEC Higher level, Professional Qualifications (Teaching, Nursing, Accountancy)

SHOWCARD

7. Which age group are you in? QUOTAS

18 - 19

20 – 24

25 - 34

35 - 44

45 - 54

55 - 64

65+

SHOWCARD

8. Which, if any, of the following type of attractions or events have you visited in the last year?

Cinema

Stately Home / Gardens

Theme Park

Castle

Theatre

Music concert / event - indoor

Outdoor concert / Festival

Art Gallery/Art Exhibition

Indoor Museum

Open Air Museum

Library

Other attraction (write in)

None of these

MULTIPLE RESPONSES POSSIBLE

SHOWCARD

FOR EACH VISITED

9. And how often do you visit this type of attraction or event?

Several times a week

Once a week

Once every few weeks

Once a month

Once every few months

A few times a year

Once a year or less

SHOWCARD

10. And which, if any, of the following attractions have you visited in the last 12 months?

Please select all that apply

Calke Abbey

Conkers

Alton Towers

Gulliver's Kingdom

National Tramway Museum

Heights of Abraham

Kedleston Hall

Derby Gaol

Hardwick Hall

Chatsworth

Staunton Harold Reservoir

Haddon Hall

Derby Arboretum

Markeaton Park

Galleries of Justice

Wollaton Hall

City of Caves

Nottingham Contemporary Gallery

Nottingham Castle

Sudbury Hall

Cromford Mill

Cresswell Crags

Artcore

Quad

Other (write in)

**ASK IF BEEN TO ANY
SHOWCARD**

11. Where did you find out about these types of leisure attractions?

Seeing them / walking past
Word of Mouth
Places you've been at school
Leaflets
Guidebooks
Online (websites)
Emails
Social Media
Newspapers
Magazines
Radio
Posters / outdoor advertising
Seeing something on TV
Something through the post
Other
Can't remember

SHOWCARD

12. What are the main things you look for when deciding to visit an attraction?

Somewhere that...

I know lots about
Is good value for money
Is close / easy to get to
Has been recommended
I have been before and enjoyed
Is a 'must do/see' place in the area
Has things to see / collections I'm interested in
Has events and activities I'm interested in
Has a relaxing / pleasant atmosphere
I can be with people like me
Has appealing cafes and shops
I can have fun / be entertained
I'll learn something new
Will teach the children something, more than just having fun
The children can have fun and be entertained
Other (write in)

MULTIPLE RESPONSES POSSIBLE

**ASK FOR EACH HEARD OF
SHOWCARD**

13. How much would you say you know about the following attractions?

Derby Museum and Art Gallery

Derby Silk Mill

Pickworth's House

I know a lot about it

I know a little about it

I have just seen or heard the name, and don't know anything

SINGLE RESPONSE

**ASK FOR EACH HEARD OF
SHOWCARD**

14. And in which of the following places, if any, have you ever seen or heard anything about it?

Seen it / walking past

Word of Mouth

I came when I was at school

Grown up here / always known it

Leaflet

Guidebook

Derby Museums' website

Another website

Email

Social Media

Newspapers

Magazines

Radio

Posters / outdoor advertising

Saw something on TV

Something through the post

Other

Can't remember

MULTIPLE RESPONSES POSSIBLE

SHOWCARD

15. Based on anything you know or imagine, how appealing would each of these venues be to visit?

Derby Museum and Art Gallery

Derby Silk Mill

Pickworth's House

*SCALE: Very appealing
Quite appealing
Not very appealing
Not at all appealing*

ASK FOR EACH

SHOWCARD

16. Are there any reasons that you haven't visited / visited recently?

Don't know enough about it

Sounds expensive / would cost too much

Hard / inconvenient to get to

Nobody talks about it / recommends it

Better things to do in the area

Not interested in what there is to see there / the collections

No events or activities I'm interested in

Not enough to do there

Sounds intimidating

Not for someone like me

Not for someone my age

Nothing about my culture / community

Shops and cafes aren't appealing

Seems boring / not fun

Too educational

Not enough for children to do

The children wouldn't want to go

Not for young children

Don't have the time

Other (write in)

MULTIPLE RESPONSES POSSIBLE

SHOWCARD

17. **Who would you say that Derby Museum and Art Gallery, the Silk Mill and Pickford's House are mainly aimed at?**

People who...

- Are local to Derby
- Are particularly interested in art
- Are particularly interested in history
- Are looking for a fun day out
- Are looking for an educational day out
- Have children
- Are like me

SCALE: Strongly Agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

SINGLE RESPONSE

SHOWCARD

18. **To what extent would you say that each of these words describes Derby Museum and Art Gallery, the Silk Mill and Pickford's House as you know or imagine it?**

- Modern
- Old fashioned
- Boring
- Exciting
- Innovative
- Entertaining
- Different
- Welcoming
- Interesting

SCALE: Strongly Agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

SHOWCARD

DERBY MAG

Derby Museum and Art Gallery is home to a diverse range of nationally (and internationally) important collections, including paintings by Joseph Wright, the celebrated 18th century artist from Derby, Royal Crown Derby and other porcelain and displays featuring archaeology, geology, natural history, military history and other fine art. The Museum has free entry, a cafe and WIFI.

SHOWCARD

SILK MILL

Derby's Silk Mill building is currently being reinvented for the 21st century as the Derby Silk Mill – Museum of Making. The new museum will display items from Derby's rich industrial history, celebrating makers of the past; and will be designed for makers of the future with inspirational environments for learning and a programme of workshops and activities.

SHOWCARD

PICKFORD'S HOUSE

Pickford's House is a townhouse and garden from 1770, designed by Derby Architect Joseph Pickford. Rooms are as they might have been historically, including a kitchen, laundry and scullery, a garden, a basement air raid shelter and a fully-working Edwardian bathroom. There are also exhibits including a collection of toy theatres, children's dressing-up costumes and a new porcelain collection.

SHOWCARD

19. Based on the description, how appealing would each of these venues be to visit?

Derby Museum and Art Gallery

Derby Silk Mill

Pickworth's House

SCALE: *Very appealing*
 Quite appealing
 Not very appealing
 Not at all appealing

SHOWCARD

20. To what extent do you feel that these Museums are aimed at someone like you?

SCALE: *Very much*
 A little
 Not very much
 Not at all

21. And why do you say that?

OPEN RESPONSE

SHOWCARD

22. Would anything make you more likely to visit in the future?

Knowing more about it

Making it cheaper

New exhibitions / collections

Special events

Exhibits or displays about my community / culture

New / better cafe spaces

More fun things to do there

More for children to do

Seeing advertising

More use of technology and digital things to see

Being able to participate in creative activities myself

The opportunity to get involved and influence what happens in the museums

Other (write in)

23. Do you have any children under 16?

Yes

No

SHOWCARD

24. How old are your children?

0-3

4-6

7-10

11-13

14-16

MULTIPLE RESPONSES POSSIBLE

SHOWCARD

25. What is the occupation of the main wage earner in your household?

If the main wage earner is retired and has an occupational pension or is not in paid employment but has been out of work less than 6 months, please answer for their most recent occupation.

Semi or unskilled manual work (e.g. Manual workers, apprentices for skilled trades, Caretaker, non-HGV driver, shop assistant)	D
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus / Ambulance / HGV driver, pub / bar worker)	C2
Supervisory or clerical / junior managerial / professional / administrative (e.g. Office worker, Student Doctor, Foreman, salesperson)	C1
Intermediate managerial / professional / administrative (e.g. Newly qualified doctor, Solicitor, Board director small organisation, Middle manager large organisation)	B
Higher managerial / professional / administrative	A
Student	C1
Casual worker not in permanent employment	E
Housewife / Homemaker	E
Retired and living on state pension	E
Unemployed or not working due to long term sickness	E
Fulltime carer of other household member	E
Other (please specify)	

Appendix 2 – Qualitative Discussion Guide

Introduction

Moderator introduces herself, and thanks respondents for agreeing to take part in this research. Reassure re confidentiality and anonymity. All to the Market Research Society Code of Conduct.

The subject:

We are interested in hearing about what you think of museums in general, and specifically the museums in Derby – even if you don't know them at all, just your thoughts on what they might be like and what you think the experience of visiting would be like.

Respondent intros

- First name and where you live

ICEBREAKER: Your most memorable day out with your family or friends?

Current activity

- I'd like to start with a chat about the sorts of things you choose to do in your 'free' time, leisure time. Things you might do on a day off or at the weekend?
 - Places you might visit?
 - Activities?
- What part, if any, does visiting attractions play in what you choose to do? Why? Why not?
- What types of attractions / places are there to visit in Derby / the area?
 - Is Derby a good place for attractions / places to go?
 - What type of places are there? Which ones come to mind? (*flipchart*)
- For you, which are the most appealing / least appealing attractions on this list?
 - Why? What makes them so good / bad?
 - Which types of people go to these places?
 - Do you ever go to these types of places?
 - *If yes, When? Which ones? How often? Which type of occasion?*
- I'd like you to think about your own personal favourite place to go on a 'free' or 'leisure' day and write it down on this card
 - Why have you chosen that place?
 - What makes it your favourite?
 - How often do you go?
 - Who do you go there with?

Relationship with Museums and Galleries

(Depending on how museums and galleries have appeared in previous discussion)

- What do you think about museums and art galleries?
- Who are they for? What types of people do they appeal to most?
- When did you last visit a museum? An art gallery?
 - Which museum /art gallery?

- How would you describe that experience?
- What were the highlights / low points?

Derby Museums

- Had you heard of these museums in Derby before we approached you?
 - Derby Museum & Art Gallery
 - Derby Silk Mill
 - Pickford's House
- How had you heard about this / these museums?
- What had you heard? What do you know about them?
- Do they fit into this list of places to go / things to do in Derby? How do they fit in?
- How well do you know this / these museums?
 - Ever been? When? Who with?
 - Who goes?
- In which, if any, ways is a visit to a Derby Museum different to other local attractions you might visit?
- Do you know anyone who has visited any of these museums in the last year? Who? Why?
- Why do you think you have not visited Derby Museum & Art Gallery / Silk Mill / Pickford's House in recent years?
 - Have you *considered* visiting?
 - Has anything put you off visiting? What about: cost; content; the atmosphere in there; getting there?
 - Are there any other attractions you've visited instead?
- What's a visit to Derby Museum & Art Gallery / Silk Mill / Pickford's House like / what do you *think* it's like?
 - What words would you use to describe it?
 - Best bits?
 - Worst bits?
- What do you think a visit to Derby Museum & Art Gallery / Silk Mill / Pickford's House would be about? eg Would it be about *learning* or *having fun* or *being entertained* or *something else*?
- What, if anything, would make a visit to Derby Museum & Art Gallery / Silk Mill / Pickford's House more appealing to you?
- What, if anything, would you change about Derby Museum & Art Gallery / Silk Mill / Pickford's House to make it more appealing for a visit?
- What about if items were taken out or activities were run in the community, close to where you live, would that make a difference? What types for venues could you imagine being good for this?

Reveal a montage for of each Derby Museum – images and words.

For each, explore:

- How close is this to what you expected?
- More / less appealing?
- Anything surprising?

- Which words make it sound good / put you off?
- Which images look good / put you off?
- Who would this appeal to?

Reviewing all 3 montages:

- Which is most/least appealing? Why

Comparisons

Now, let's return to the place you have written on your card – your favourite place to go when you have free time.

- How does a visit to your favourite place compare to a visit to a Derby Museum?
 - What does your favourite place give you that a Derby Museum would not?
 -and what would a Derby Museum give you that your favourite place would not?

I'd like to give each of you a 'golden ticket'. Just imagine this ticket gives you the power to change 1 thing at one of the Derby Museums to make it more appealing to you for a visit and persuade you to go there instead of your favourite place.

- Which Derby Museum would you choose?
- What single change would you make?
- How would you feel about the prospect of a visit there after your change has been made?

Appendix 3 – Qualitative Collateral

ACTIVITIES & WORKSHOPS

SPECIAL EXHIBITS

FINE ART

FREE ENTRY

NATURAL HISTORY

ANCIENT HISTORY

JOSEPH WRIGHT STUDY ROOM

LOCAL HISTORY

CAFE WITH WIFI

DERBY MUSEUM & ART GALLERY

SECRETS OF THE MUMMIES

TOTS MAKE & DO... UNDER THE SEA
 CHILDREN FAMILIES
 20 January 2017
 10am – 11.30am
 Museum and Art Gallery

TACTILE TOUCH: ARCHAEOLOGY
 EVERYONE
 24 January 2017
 1.30pm – 3pm
 Museum and Art Gallery

THE STORY OF CHILDREN'S TELEVISION FROM 1948 TO TODAY
 Exhibition celebrating the history of Children's TV.

OBJECT STORIES
 EVERYONE
 25 January 2017
 2pm – 2.30pm
 Museum and Art Gallery

ADULT DRAWING CLASS: DRAWN INSPIRATION
 ADULTS
 26 January 2017
 11am – 12pm

HANDS ON

PROJECT LAB & WORKSHOPS

LOCAL HISTORY

PAST AND FUTURE

FREE ENTRY

ACTIVITIES & WORKSHOPS

MAKING THE MUSEUM OF MAKING

HUBBUB

SUPER SATURDAYS

SILK MILL

MEET THE MAKER
 EVERYONE FAMILIES
 21 January 2017
 2pm – 4pm
 The Silk Mill

SILK MILL CONVERSATIONS: THE POWER OF PROTOTYPING
 EVERYONE
 26 January 2017
 6pm – 8.30pm
 The Silk Mill

PROTOTYPE SHOWCASE
 EVERYONE
 26 January 2017
 3pm – 6pm
 The Silk Mill

MAKING THE MUSEUM OF MAKING
 EVERYONE
 28 January 2017
 1pm – 5pm
 The Silk Mill

Be part of making the Museum of Making!

HANSON'S VALUATION DAYS
ADULTS
 1 February 2017
 10am – 12pm
 Pickford's House

SUPER SATURDAYS
FAMILIES
 4 February 2017
 12.30pm – 2pm
 Pickford's House

BEYOND THE VELVET ROPE
LIVE/PHONE
 8 February 2017
 10.30am – 12am
 Pickford's House

GEORGIAN JOLLIES: MR AND MRS PICKFORD
FAMILIES
 14 February 2017
 10am – 12pm

GARDENS

SPECIAL EXHIBITS

ACTIVITIES & WORKSHOPS

DOMESTIC LIFE

TOURS

FREE ENTRY

PICKFORD'S HOUSE

TOY THEATRE GALLERY

Pickford's House
 Georgian Museum & Garden
 01753 841982 | Open Tuesday - Saturday 10am - 5pm | Car Park at rear

DRAFT