**Appendix B**

**Form A - Evaluation Form (To be returned to Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media on drawdown of funds)**

|  |
| --- |
| **Name of Institution:**  |
| **Address:** |
| **Private or publically funded:** |
| **Current opening hours:** |
| **New opening hours for the duration of this initiative:** |
| **Is this a new initiative or something already planned or rolled out previously?** |

|  |
| --- |
| **Describe each of the proposed events (description should include nature of event, date and time, costs:** |
| **1.** |
| **2.** |
| **3.** |
| **4.** |
| **5.** |
| **6.** |

|  |
| --- |
| **How many people did you employ for the duration of the scheme?** |
|  |
| **Did you open past 9pm? What time did you open until? If no – could you provide a reason?** |
|  |
| **Will you run similar events or open later in the future?** |
|  |
| **What types of events would you host in the future?** |
|  |
| **Were there any planning or licensing implications? Was alcohol served?** |
|  |
| **How did you promote and market locally?** |
|  |
| **Did you work with any local partners/promoters?**  |
|  |
| **How many artists took part in this initiative?** |
|  |
| **Have you noticed an increase in visitor numbers since the events?** |
|  |

**Form B - Visitor Survey Questionnaire**

**Survey Methodology**

Try and survey a minimum of 25% of attendee’s to achieve a large enough sample base.

Use an interviewer – if a form is left for visitors to fill in themselves only conscientious or interested parties will complete it and the return will be biased.

The survey can be conducted by anyone – there is no need to use a trained market researcher.

To ensure impartiality, use a contracted worker or a part-time member of staff to conduct the survey and record responses – expenses can be submitted as part of the scheme for this piece of work.

Choose a neutral way to select respondents – for example, every third person exiting the exhibition may be asked to do the survey.

The following questions are minimally suggested for use in the Visitor Survey. The Visitor Survey is designed to assess visitors’ level of satisfaction with all aspects of the museum experience, which includes such information as how they found out about the museum, whether signposting was effective, the welcome warm, the toilets clean, the cakes in the restaurant delicious, the contents of the bookshop worth buying, and so on. Almost all of this information feeds logically into the museum’s marketing strategy. These questions can be adapted to use with regard to the later events hosted and/or permanent and temporary exhibitions.

**Questionnaire**

Record the date and time of the survey:

Date\_\_\_\_\_\_\_\_\_\_\_ Time\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **How did you hear about us? Social Media/Web/Word of Mouth/Tourist Office etc.** |
|  |
| **Would you come to a similar late night event? (if applicable)** |
|  |
| **What type of late night events would you like to see in the future? (if applicable)** |
|  |
| **What did you like least?**  |
|  |
| **Have you any suggestions as to how we could improve it?**  |
|  |
| **Would you return for another visit?** |
|  |
| **Who have you come with and how many people in your party?** |
|  |
| **For each Visitor ascertain the age bracket*** **0 to 12 years**
* **12 to 18 years**
* **18 and over**
* **Over 65**
 |
|  |
| **Do you live locally/In the County/In the Country/Outside of Ireland?** |
|  |
| **Do you have any other feedback?** |
|  |