**APPENDIX A6:**

**An example of a peer review approach for visitor experience**

1. Are they creating the right first impression?

(Note signage, welcome, tone of voice, cleanliness, what is the first thing you see, who is the first person you meet, is it clear what your options are today?)

1. Does the unique character of this place shine through?

(Can you tell what is at the heart of this place, what it values, is it evocative and atmospheric, does it feel unique and special, is anything getting in the way?)

1. Does the visit appeal on different levels using the IPOP model?
* IDEAS: Explain the detail (for people who want to go deeper, is there a place for them to delve more deeply into the details
* PEOPLE: Make a connection (Do you have a real conversation with anyone, do you hear stories about the people who lived and worked here?)
* OBJECTS: Catch the eye (What are the top three things to see, are they clearly highlighted?)
* PHYSICAL: Invite action (Is there an opportunity to get hands on, what can you touch and do?)
1. Does the visit appeal to different visitor group, for example families?

(Are families present in the marketing, is there anything to make them feel welcome, is there anything that would be difficult for them, are their basic needs taken care of…food, drink, toilets, can the tour/experience be altered to suit them?)

1. Less is more – what could be taken away?

(What is getting in the way, what is too much, or could be show on rotation?)

1. Are there reasons to return?

(Ask a volunteer what’s on, can they name something that will be different that would be appropriate for you to come back to?)

1. Are there opportunities for cross-promotion of the other partnership sites?
2. Are we stretching and surprising people?

(Is there anything that really surprised you on your visit, what did you learn or do that you weren’t expecting or that stands out, was there anything that linked to your life?)

Key suggestions for Quick Wins

Key suggestions for longer term planning