

Victoria Art Gallery Visitor Services Standards

Analysis of Visitor Services Questionnaire 2009 Service Standards Targets

Date: Spring Summer 2009

1 Buildings



The building was bright and welcoming 100% (target 90%)

There were clear and helpful signs in the reception areas 93% (target 90%)

Seating was available in each main area 95% (target 90%)

Each part of the site was lit sufficiently to see the walkways and exhibits 97% (target 90%)

Any barriers were clearly visible 97% (target 90%)

The toilets were clean and adequately stocked 97% (target 90%)

Baby changing facilities were available 97% (target 90%)

Walkways and routes were clear of rubbish 100% (target 90%)

The site was clean 100% (target 90%)

Exits were clearly marked and well lit 97% (target 90%)

Average for Buildings 97.3% (above target)

2 Collections and displays



The displays were well lit and the captions could be read easily 97% (target 90%)

Displays and objects were placed appropriately to enhance understanding of each part of the site 97% (target 90%)

All displays had appropriate captions 97% (target 90%)

Information was comprehensive and clear 93% (target 90%)

Information was given in a variety of interesting and diverse ways 93% (target 90%)

The language used was easy to understand 90% (target 90%)

Average for Collections 94.5% (below target)

3 Services



Coffee machine: the prices of drinks were fair for the quality of the surroundings and service 97% (target 85%)

The opening and closing times were clearly displayed 97% (target 85%)

The complaints procedure was clear and easy to follow 97% (target 85%)

Information about the site was available before the visit 97% (target 85%)

The shops were stocked with an interesting and appropriate range of products 95% (target 85%)

Baby carriers were available at the entrance 100% (target 85%)

Average for Services 97% (above target)

4 Staff



Staff were efficient and effective at their jobs 95% (target 90%)

Staff were knowledgeable and able to answer queries 97% (target 90%)

Staff were readily identifiable and wore easy-to-read name badges 95% (target 90%)

Front of house staff were friendly and helpful 97% (target 90%)

All visitors were treated with dignity and in a fair and courteous manner by the staff 95% (target 90%)

Complaints and queries were dealt with promptly and satisfactorily 95% (target 90%)

Average for Staff 96% (above target)

I was satisfied with the quality of my visit 97% (target 90%, this question was first introduced in September 07)

Signed...Sue Lucy

Date...1st October 2009

Further comments

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