



## Elmbridge Museum Audience Survey

Elmbridge Museum has been running as an outreach museum since 2015, offering a range of services including changing displays at key locations in the Borough, a learning programme for schools and local community groups, and a programme of family fun events. We are now reviewing how we engage with residents and your feedback will enable us to plan for the future and meet our customers' needs. This questionnaire should take about 15 minutes to complete. If you leave your contact details at the end, you will be entered in a prize draw for a chance to win a £50 Marks and Spencer voucher, a free 1-month gym membership at Xcel Leisure Complex or a 10 free swim card. The closing date is 31 March 2019.

**Q1 Did you know that the Elmbridge Museum Team is now based at the Civic Centre in Esher?**

Yes

No

**Q2 Did you know that Elmbridge Museum is now running as an outreach museum?**

Yes

No

**Q3 From the services we offer, which ones do you know about? (tick as many as apply)**

School sessions

Changing displays at local libraries, Civic Centre and Brooklands College

Run community events

Create partnerships with local community groups, e.g. Cobham Conservation and Heritage Trust, Riverhouse Barn Arts Centre

Loan of Museum discovery boxes to schools

Local studies research facility

Family fun events

Museum website: [elmbridgemuseum.org.uk](http://elmbridgemuseum.org.uk)

Volunteering opportunities

I don't know the museum services

**Q4 Have you used any of the above?**

Yes

No

If so, which ones? (after answering this, please go to Q6)

**Q5 If you have not used some or any of the museum services listed in Q3, what do you think the reasons are?**

- I am not interested in local history
- I am not a regular user of libraries and so have not seen the museum displays
- I don't know what the museum offers
- Lack of time
- I am not really interested in museums
- I only visit the museum displays that are near me
- My children are not interested

Other, please specify

**Q6 Where have you seen Elmbridge Museum advertised? (tick as many as apply)**

- |  |   |
|--|---|
| <input type="checkbox"/> Elmbridge Museum website:<br>elmbridgemuseum.org.uk | <input type="checkbox"/> e-review (Council's online magazine) |
| <input type="checkbox"/> Museum programme booklet                            | <input type="checkbox"/> Local newspapers/magazines           |
| <input type="checkbox"/> Elmbridge Family Fun Programme                      | <input type="checkbox"/> Other museums                        |
| <input type="checkbox"/> Twitter @elmbridgeBC                                | <input type="checkbox"/> Word of mouth/friends                |
| <input type="checkbox"/> Shout! Holiday Activities Facebook page             | <input type="checkbox"/> Museum exhibition posters            |
| <input type="checkbox"/> Elmbridge community noticeboards                    | <input type="checkbox"/> Schools newsletters                  |
| <input type="checkbox"/> Elmbridge Borough Council website                   | <input type="checkbox"/> Local libraries                      |
| <input type="checkbox"/> Elmbridge Review (Council's magazine)               | <input type="checkbox"/> Other                                |

Please indicate which facebook pages or magazines you would like to see the information in.

**Q7 Do you have any comments or suggestions on how to raise awareness of Elmbridge Museum?**

**Q8 What would encourage you to participate in the museum services? (tick as many as apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> More temporary displays in community locations    | <input type="checkbox"/> Object handling sessions                              |
| <input type="checkbox"/> Larger temporary displays in community locations  | <input type="checkbox"/> Community outreach events relating to our collections |
| <input type="checkbox"/> Events related to the display in the Civic Centre | <input type="checkbox"/> Activities for children relating to library displays  |
| <input type="checkbox"/> Listening to a talk relating to a display         | <input type="checkbox"/> History walks for adults                              |
| <input type="checkbox"/> Family activities                                 | <input type="checkbox"/> Reminiscence sessions                                 |

If you would like to share ideas for activities, talks, etc., please indicate them here

**Q9 What are the themes and topics that you would like to see in the museum changing displays? (tick as many as apply)**

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Archaeology      | <input type="checkbox"/> Hobbies    |
| <input type="checkbox"/> Arms and weapons | <input type="checkbox"/> Rural Life |
| <input type="checkbox"/> Art              | <input type="checkbox"/> Souvenirs  |
| <input type="checkbox"/> Coins and Tokens | <input type="checkbox"/> Sports     |
| <input type="checkbox"/> Costumes         | <input type="checkbox"/> Toys       |
| <input type="checkbox"/> Domestic         | <input type="checkbox"/> Trades     |
| <input type="checkbox"/> Education        | <input type="checkbox"/> Transport  |
| <input type="checkbox"/> Jewellery        | <input type="checkbox"/> War        |
| <input type="checkbox"/> Natural History  |                                     |

Other, please specify

**Q10 Where would you like to see the temporary displays in the community?**

- |  |   |
|--|---|
| <input type="checkbox"/> Civic Centre              | <input type="checkbox"/> Local supermarkets |
| <input type="checkbox"/> Local libraries           | <input type="checkbox"/> Shopping Centres   |
| <input type="checkbox"/> Centres for the community | <input type="checkbox"/> Schools            |
| <input type="checkbox"/> Leisure Centres           | <input type="checkbox"/> Local cinemas      |
| <input type="checkbox"/> Heritage Days             |   |

Other, please specify

**Q11 Have you visited the Elmbridge Museum website? (if no, please go to Q15)**

- Yes  No

**Q12 How would you rate the content of the website?**

- Very good  Good  Average  Poor  Very poor

**Q13 How would you rate the design and structure of the website?**

- Very good  Good  Average  Poor  Very poor

**Q14 Which website pages did you like best? (please tick as many as apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> About Elmbridge Museum               | <input type="checkbox"/> Local studies service |
| <input type="checkbox"/> Collections/ online catalogue search | <input type="checkbox"/> Local history         |
| <input type="checkbox"/> What's On /What we're up to          | <input type="checkbox"/> Object in focus       |
| <input type="checkbox"/> Learning / Schools / Families        | <input type="checkbox"/> Blog                  |
| <input type="checkbox"/> Online exhibitions                   |  |

**Q15 Have you attended any Elmbridge Museum Family Fun events? (if no, please go to Q17)**

- Yes  No

**Q16 What format do you think our Family Fun events should take?**

- |   |  |
|---|--|
| <input type="checkbox"/> Drop-in event  | <input type="checkbox"/> Themed craft activity |
| <input type="checkbox"/> Bookable event | <input type="checkbox"/> Object handling       |

Other, please specify

**Q17 How likely are you to recommend all or any of the museum services to your friends or family?**

- Very unlikely  Unlikely  Likely  Very likely

**Q18 Do you have any other comments to make about Elmbridge Museum?**

**About you**

**Q19 Gender**

- Male  Female  
 Other  Prefer not to say

**Q20 What is your age group?**

- Under 25       35-44       55-64       75+  
 26-34       45-54       65-74

**Q21 If you have children, which age group do they belong to:**

- 3-5       5-7       7-11       12 and over

**Q22 Would you be interested in receiving information via email about Elmbridge Museum services?**

- Yes       No

Please leave your details as follows (your name will be entered in the prize draw for a chance to win a £50 Marks and Spencer voucher, a free 1-month gym membership at Xcel Leisure Complex or a 10 free swim card).

**Q23 Name**

**Q24 Email address**

The personal data provided in this survey will be used in accordance with the Elmbridge Museum Policy and the Council's online Privacy Policy, available to view at <http://www.elmbridge.gov.uk/privacy-notice/>

**Thank you for taking part in this survey**