

# **Facts & Figures**

## **April 2010 – March 2015**



**Jacky Henderson**  
**Manager**  
**May 2015**

**FACTS AND FIGURES**

<b>A</b>	<b>APRIL 2010 - MARCH 2015 FIGURES</b>	3
1	Visitors to the hands-on science and discovery exhibition	4
2	School/group visits to the hands-on science and discovery exhibition	4
3	Birthday parties held at The Look Out	4
<b>B</b>	<b>APRIL 2010 - MARCH 2015 INFORMATION</b>	5
1	Visitor survey statistics	6
2	Operational statistics	7
<b>C</b>	<b>APRIL 2010 - MARCH 2015 INFORMATION</b>	8
1	Presentations and shows for schools and the public	9
2	Loyalty cards	11
3	Customer feedback - did you know?	12
4	Social media	13
<b>D</b>	<b>STANDARDS: APRIL 2010 - MARCH 2015</b>	14
1	Awards	15
2	Standards achieved for 2014/15	16
3	Summary of information obtained from adult surveys	17
4	Visitor survey analysis - birthday parties	18
5	How we dealt with customer comments, complaints and compliments in 2014/15	19
6	Benchmarking with other providers	46
7	Comments from visitors	49
8	The Look Out's aims and objectives	51
9	Customer promise	52
10	The Look Out's mission statement and statement of delivery to the customer	53
<b>E</b>	<b>TARGETS: 2015/16</b>	54
1	Targets for 2015/16	55
2	Planning for the future	56



**THE LOOK OUT  
DISCOVERY CENTRE**



**A APRIL 2010 – MARCH 2015 FIGURES**



**THE LOOK OUT  
DISCOVERY CENTRE**



**1. VISITORS TO THE SCIENCE & DISCOVERY EXHIBITION 2010 - 2015**

	2010/11	2011/2012	2012/2013	2013/14	2014/15
<b>TOTAL</b>	120,976	120,505	128,381	142,324	152,173

**2. SCHOOL/GROUP VISITS TO THE SCIENCE & DISCOVERY EXHIBITION 2010 – 2015 (including The Look Out On The Road launched March 2010)**

	2010/11	2011/2012	2012/2013	2013/14	2014/15
<b>TOTAL</b>	24,593	25,632	27,102	28,072	27,240

**3. BIRTHDAY PARTIES AT THE LOOK OUT 2010 - 2015**

	2010/11	2011/2012	2012/2013	2013/14	2014/15
<b>TOTAL</b>	235	232	227	197	203



**THE LOOK OUT  
DISCOVERY CENTRE**



**B APRIL 2010– MARCH 2015 INFORMATION**

**1. VISITOR SURVEY STATISTICS**

	2010/11 %	2011/12 %	2012/13 %	2013/14 %	2014/15 %
Visitors who have been before	64	61	47	44	65
Visitors who have visited 3 or more times	61	63	75	39	38
Visitors who have spent more than 2½ hours at The Look Out	96	87	87	86	75
Children who want to visit again	100	100	100	100	100
Adults who want to visit again	84	95	89	98	99
Adults who believe the exhibition is exciting	97	100	94	96	100
Adults who believe the exhibition is educational	93	96	94	92	95
Adults who believe the exhibition is value for money	79	86	94	91	94
Visitors who come by recommendation	55	58	67	61	60
Visitors who state they will return within 3 months	32	35	62	29	34
Visitors who state they will return within 6 months	52	53	62	52	58
Percentage of visitors who are adults	38	39	40	39	40
Percentage of visitors who are children	42	40	39	41	42
Percentage of visitors who came on a school/group trip (includes The Look Out On The Road)	20	21	21	20	18
Children who think the exhibition is brilliant	93	100	98	100	100

## 2. OPERATIONAL STATISTICS

	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>
<b>Number of visitors to the centre</b>	<b>237,258</b>	<b>235,745</b>	<b>323,354</b>	<b>370,121</b>	<b>369,620</b>
<b>Number of visitors on site</b>	<b>698,610</b>	<b>733,145</b>	<b>565,435</b>	<b>640,910</b>	<b>650,185</b>
<b>Number of visitors to the exhibition</b>	<b>120,976</b>	<b>120,505</b>	<b>128,381</b>	<b>142,324</b>	<b>152,173</b>
<b>Number of school /groups visitors to the exhibition</b>	<b>516</b> <b>(24,593 children)</b>	<b>518</b> <b>(25,632 children)</b>	<b>483</b> <b>(27,102 children)</b>	<b>510</b> <b>(28,702 children)</b>	<b>514</b> <b>(27,240 children)</b>
<b>Number of The Look Out On The Road visits to schools</b>	<b>39</b> <b>(5,460 children)</b>	<b>42</b> <b>(6,220 children)</b>	<b>48</b> <b>(6,440 children)</b>	<b>60</b> <b>(8,715 children)</b>	<b>52</b> <b>(7,350 children)</b>
<b>Number of birthday parties held</b>	<b>235</b> <b>(3,426 children)</b>	<b>232</b> <b>(3,294 children)</b>	<b>227</b> <b>(3,154 children)</b>	<b>197</b> <b>(2,676 children)</b>	<b>203</b> <b>(2,840 children)</b>
<b>Tourist information requests</b>	<b>344</b>	<b>342</b>	<b>347</b>	<b>234</b>	<b>175</b>
<b>Parent and toddler offer</b>	<b>2,733</b>	<b>2,917</b>	<b>3,426</b>	<b>5,094</b>	<b>5,106</b>
<b>Toddler days</b>	<b>2,117</b>	<b>1,853</b>	<b>1,847</b>	<b>2,423</b>	<b>3,176</b>



**THE LOOK OUT  
DISCOVERY CENTRE**



**C APRIL 2010 – MARCH 2015 INFORMATION**



**1. PRESENTATIONS AND SHOWS FOR SCHOOLS AND THE PUBLIC**

**2014/15**

	<b>NUMBER OF VISITS</b>
LIGHT & SOUND	1,381
BOGGLING BRAIN	1,037
BUGS & BEASTIES	6,116
DINOSAUR	6,838
STARLAB – SCHOOLS	2,101
STARLAB – PUBLIC	3,631
TOYS IN TROUBLE – PUBLIC	2,195
MATHS KIT	735
TOYS IN TROUBLE – SCHOOLS	1,769
<b>TOTAL</b>	<b>25,803</b>

**2013/14**

	<b>NUMBER OF VISITS</b>
Pushes & Pulls	846
Slime Show	2,871
Bugs & Beasties	5,425
Party Science	2,207
Electricity / Electricity & Magnetism	1,872
Bubble Balloon or Bust	2,776
Light & Sound	2,755
Boggling Brain Show	1,720
<b>TOTAL</b>	<b>20,472</b>

**2012/13**

	<b>NUMBER OF VISITS</b>
LIGHT & SOUND	734
THE BIG DINOSAUR SHOW	2,572
YUCKY YOU SHOW	5,050
BUGS & BEASTIES	5,304
OURSELVES/BODY INSIDE OUT	3,407
FIRE & LIGHT SHOW	2,502
PUSHES & PULLS/FORCES	2,578
SLIME SHOW	3,068
<b>TOTAL</b>	<b>25,215</b>

**2011/12**

	NUMBER OF VISITS
BRAIN DRAIN	627
ELECTRICITY & MAGNETISM	548
BUBBLES AND BALLOONS	4,635
BUGS AND BEASTIES	5,569
MEET THE PLANETS	2,380
PLANETS AND STARS / DAY TRIP TO THE MOON	2,334
LIGHT AND SOUND	3,173
BIG DINOSAUR SHOW	2,484
<b>TOTAL</b>	<b>21,750</b>

**2010/11**

	NUMBER OF VISITS
BUGS AND BEASTIES	5,603
SLIME SHOW	4,640
FORCES/PUSHES & PULLS	2,074
FIRE & LIGHT	2,055
ELECTRICITY & MAGNETISM	2,305
BRAIN DRAIN	1,003
<b>TOTAL</b>	<b>17,680</b>

**2. LOYALTY CARDS**

	2010/11	2011/12	2012/13	2013/14	2014/15
Joined	601	549	412	417	466
Visited	2,935	2,769	2,352	1,928	2,209

Average number of visits – 5 per loyalty card member

**LOYALTY CARD CHARGE**

£28.40	ADULT
£19.40	JUNIOR/CONCESSION
£76.20	FAMILY

Average cost per person £20.67

**NORMAL ADMISSION CHARGE**

£7.10	ADULT
£4.85	JUNIOR/CONCESSION
£19.05	FAMILY

Average cost per person £5.17

£5.17 X 5 Average number of visits = £25.85

£25.85 Average admission charge

£20.67 Average cost per person for purchase of Loyalty Card

**AVERAGE SAVING TO EACH CUSTOMER £5.18  
 IF COME 5 TIMES A YEAR. MORE SAVINGS ARE MADE  
 IF MORE VISITS ARE MADE.**

**3. CUSTOMER FEEDBACK - DID YOU KNOW?**

**In 2014/15 we did the following improvements taking into account customer feedback:**

- Increased the number of visitors to the exhibition by 7%, busiest year ever.
- Maintained Customer Service Excellence – successfully achieved, fully compliant with 5 compliant pluses
- Maintained Visitor Attraction Quality Assured Award
- Maintained Occupational Health & Safety Assessment Series 18001 certification
- Held regular staff meetings and encouraged involvement at all levels
- Continued with tool box training at staff meetings
- Discussed customer feedback at staff meetings
- Produced Health & Safety schedule of work
- Risk assessments and fire risk assessments updated
- Legal compliance updated
- Safe and Unsafe Acts Schedule and internal service audits completed
- 2 Health & Safety newsletters produced
- Benchmarked with Techniquet Science Centre and At Bristol Science Centre
- Followed up children's accidents and sent "Eric" bravery certificates
- Reviewed Control of Substances Hazardous to Health assessments
- Carried out maintenance checks
- Made energy efficiencies, cost of both heating and lighting were down
- Stayed within cost centre budgets
- Shows increase from 20,472 to 25,803 by 26%
- Increased the numbers of friends on Facebook to 4,778, 71% increase
- Increased toddler days – 31% increase achieved
- Maintained Learning Outside the Classroom award
- Maintained Loo of the Year – platinum award for toilets, as well as national awards for attendant of the year and Market Sector/Leisure
- Cut down on shop breakages – 45% decrease
- Promotional vouchers used 7,267 (4,463)
- Birthday parties, 6% increase with 2,840 children



## THE LOOK OUT DISCOVERY CENTRE



### 4. SOCIAL MEDIA

**WEB SITE USERS** [www.bracknell-forest.gov.uk/be](http://www.bracknell-forest.gov.uk/be)

2010/11	2011/12	2012/13	2013/14	2014/15
322,466	379,701	428,085	568,410	641,599

**FACEBOOK** [www.facebook.com/thelookoutdiscovery](http://www.facebook.com/thelookoutdiscovery)

The Look Out set up its Facebook page in July 2011. At the end of March 2015 The Look Out had 4,778 friends, an increase of 71% compared to the previous year.

### D APRIL 2010 – MARCH 2015 STANDARDS



## THE LOOK OUT DISCOVERY CENTRE



### 1. AWARDS



## THE LOOK OUT DISCOVERY CENTRE



- **CUSTOMER SERVICE EXCELLENCE**  
(previously Charter Mark, since 1998)
- **OCCUPATIONAL HEALTH & SAFETY AWARD (OHSAS 18001)**  
accredited by the British Standards Institute (held since 2001)
- **VISITOR ATTRACTION QUALITY ASSURED**  
accredited by Enjoy England (held since 2006)
- **LOO OF THE YEAR**  
Platinum award, as well as two national category awards – Attendant of the Year and Market Sector/Leisure (held since 1994)
- **LEARNING OUTSIDE THE CLASSROOM AWARD**  
held since 2010

## 2. STANDARDS ACHIEVED FOR 2014/15

Projected	Achieved
-----------	----------

NUMBER OF VISITORS TO CENTRE	372,000	369,620
NUMBER OF VISITORS TO THE EXHIBITION	143,500	152,173
TOILET AND BIN CHECKS	100%	100%
TO CUT DOWN ON SHOP BREAKAGES	100%	Achieved, down by 45%
98% OR ABOVE OF EXHIBITS IN WORKING ORDER for 100% of the time	100%	100%
TO INCREASE SCHOOLS FIGURES	29,195	27,240
TO INCREASE BROWNIE/CUB EVENINGS	757	603
TO INCREASE TODDLER DAYS	2,665	3,176
TO INCREASE SHOWS	22,519	25,803
TO INCREASE NUMBERS OF THE LOOK OUT ON THE ROAD	9,586	7,350
TO INCREASE BIRTHDAY PARTIES	216	203
TO INCREASE NUMBERS OF FACEBOOK FRIENDS	3,074	4,778

**3. SUMMARY OF INFORMATION OBTAINED FROM ADULT SURVEYS**

**VERY GOOD / GOOD**



	2010/11 %	2011/12 %	2012/13 %	2013/14 %	2014/15 %
<b>STAFF</b>					
Appearance	89	91	100	91	90
Friendliness	94	91	94	99	95
Helpful	96	91	94	99	100
<b>COFFEE SHOP</b>					
Menu Range	68	60	60	73	70
Quality of Food	68	50	70	66	65
Prices	68	64	60	66	65
Cleanliness	61	69	70	88	80
<b>GIFT SHOP</b>					
Range of items	86	93	90	80	80
Prices	69	93	70	66	65
<b>WOODLAND</b>					
Sign posting	80	85	100	89	82
Interesting	89	92	100	96	100
<b>LEAFLETS</b>					
Contents	91	100	94	87	93
Range	98	100	94	83	92
Quality	93	93	94	91	92
<b>CLEANLINESS</b>					
Building	91	90	87	95	90
Toilets	78	85	85	76	75
Overall Impression	96	100	94	95	94
Value for money	96	95	94	90	94

**A total of 7,295 (4,463) visitors took advantage of special offers/promotional vouchers**

#### **4. VISITOR SURVEY ANALYSIS BIRTHDAY PARTIES**

**Percentage of people who indicated each category as good or very good.**

	<b>2010/11</b> <b>%</b>	<b>2011/12</b> <b>%</b>	<b>2012/13</b> <b>%</b>	<b>2013/14</b> <b>%</b>	<b>2014/15</b> <b>%</b>
<b>Entertainment value</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>98</b>	<b>100</b>
<b>Staff helpfulness</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>100</b>
<b>Staff friendliness</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>100</b>
<b>Value for money</b>	<b>97</b>	<b>98</b>	<b>99</b>	<b>98</b>	<b>98</b>
<b>Room</b>	<b>100</b>	<b>98</b>	<b>99</b>	<b>95</b>	<b>98</b>
<b>Choice of food</b>	<b>80</b>	<b>87</b>	<b>86</b>	<b>88</b>	<b>82</b>
<b>Quality of food</b>	<b>100</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>95</b>
<b>Prompt delivery of food</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>92</b>	<b>100</b>
<b>Cleanliness</b>	<b>100</b>	<b>99</b>	<b>100</b>	<b>99</b>	<b>100</b>
<b>Overall Impression</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>98</b>
<b>Percentage of people who would have another party here</b>	<b>97</b>	<b>97</b>	<b>95</b>	<b>94</b>	<b>97</b>



## THE LOOK OUT DISCOVERY CENTRE



### 5. HOW WE DEAL WITH CUSTOMER COMMENTS, COMPLAINTS & COMPLIMENTS IN 2014/15

	COMPLAINT/ COMMENT PASSED TO	COMMENT/ COMPLAINT	NATURE COMPLAINT/ COMMENT	OF	COMPLIMENT	RESOLVED HOW?	DAYS TO REPLY	COMPLAINT FOLLOW UP	PREVENTATIVE ACTION
	<b>APRIL 2014</b>								
1	Crown Estate	Comment	A customer requested better info on bike maps			Emailed and passed to Crown Estate to reply	1		
2	The Look Out	Comment	A customer reported that they had a lovely time but the parking needed improving			Email sent			Parking currently being discussed
3	The Look Out	Comment	A customer suggested a cover for the ramp			No address given			No resources available at present
4	The Look Out	Comment	A customer suggested more baby changing facilities			Email sent	1		No resources or space at moment. Accessible toilet can also be used

**THE LOOK OUT  
 DISCOVERY CENTRE**

5	Refresh Cafe	Complaint	A complaint was made regarding the food for a birthday party not being cooked properly		Customer telephoned and passed to Refresh Café		Follow up sent 2/6/14	Refresh Café sent a voucher and apology
				64 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>MAY 2014</b>							
6	The Look Out	Comment	A customer said they had an excellent day but could do with more chairs in exhibition and fence around the ball pool		Email sent	3		Chairs redispersed around exhibition
7	The Look Out	Comment	A customer said the centre was brilliant but needed more sheltered eating places for bad weather		Email sent	3		Discussions with CE re improvements to coffee shop

**THE LOOK OUT  
 DISCOVERY CENTRE**

8	Crown Estate	Comment	A customer thought the new bike map needed the route numbers		Passed to Crown Estate	2		New maps being printed
9	Refresh Café	Complaint	A customer felt they received poor customer care and was unhappy with the staff member's attitude		Email sent and passed to Refresh Café	1		
10	The Look Out	Comment	A customer reported that a school group of children were too rough with her children		Email sent	1		Staff to make sure any future incidents with school groups are investigated and the group leader made aware, where possible.
11	The Look Out	Complaint	A customer's horse box was blocked and they were unable to lower the ramp		Email sent	1		Discussions with Crown Estate over the car park & particularly horse box parking

**THE LOOK OUT  
 DISCOVERY CENTRE**

12	The Look Out	Complaint	A teacher was unhappy with the behaviour of another school's children		Email sent	1		Staff to make sure any future incidents with school groups are investigated and the group leader made aware, where possible.
13	Refresh Café	Complaint	A customer was told after queuing that it was too late for hot food		Customer spoken to & Refresh Café manager resolved the issue at the time	1		
14	Crown Estate	Complaint	A customer suggested more dog bins in the forest		Email sent and passed to Crown Estate	1		
15	The Look Out	Complaint	A customer was unable to use their credit card in the car park machines & unhappy with the service at reception		Email sent	1		Receptionists reminded to give customer money against their credit card for the parking machines
				53 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				

**THE LOOK OUT  
 DISCOVERY CENTRE**

	JUNE 2014							
16	The Look Out	Comment	A customer requested a refund as her child was ill shortly after arriving		Email sent	2	Follow up sent 22/7/14	
17	The Look Out	Complaint	A customer was disputing a parking ticket received		Email sent	1		
18	The Look Out	Compliment		A customer reported how warm & welcoming staff were and the centre was clean, organised & well monitored throughout	Email sent	1		
19	The Look Out	Compliment		22 school children said they had a super time and the best part was bugs & beasties	Email sent	1		
20	The Look Out	Compliment		A teacher sent their thanks for a great day out	Email sent	1		
21	The Look Out	Compliment		A teacher thanked a member of staff for their help	Email sent	1		

**THE LOOK OUT  
 DISCOVERY CENTRE**

22	The Look Out	Compliment		A customer sent their appreciation for the accessible toilet, an excellent facility	No address given			
23	The Look Out	Compliment		A customer said that their family had a great day out on their recent visit	Email sent	1		
24	The Look Out	Comment	A customer suggested that loyalty cards should be interchangeable between parents		Letter sent	5		Council policy loyalty card are person specific
25	The Look Out	Complaint	A customer was disputing a parking ticket		Email sent	1		
26	Refresh Café	Complaint	A customer was unhappy with the service and the food.		Email sent	1		
27	Refresh Café	Compliment		A customer said the staff were very accommodating, polite & friendly	Email sent	1		



				49 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>JULY 2014</b>							
28	The Look Out	Comment	A customer suggested an indoor eating area		Email sent	1		Marquee used and umbrellas put out over the tables in the picnic area
29	The Look Out	Comment	A customer suggested have a periscope instead of a telescope at the top of the tower		No address given			
30	The Look Out	Compliant	A customer received a parking ticket because his pay & display ticket was not displayed		Email sent	1		

**THE LOOK OUT  
 DISCOVERY CENTRE**

31	The Look Out	Complaint	A customer reported they were unhappy with the service they received		Emails sent & phone messages left, but no response	1		
32	The Look Out	Informal Comment	A customer suggested having alcohol gel pumps around the exhibition		No address given			This has been considered before. The exhibits cleaned daily
33	The Look Out	Comment	A customer suggested the dyson hand dryers were noisy for children with sensory concerns		Telephoned	1	Follow up sent 2/9/14	Use these dryers as energy efficient
34	The Look Out	Comment	A customer suggested more brown information signs required		Email sent	1		Investigated with the Traffic management dept – they won't allow anymore signs
35	The Look Out	Comment	A customer reported they had a great day, but there were dogs in the picnic area, even though prohibiting signage		Email sent	1		Signage up requesting no dogs but unable to enforce this request. Area regularly patrolled.

**THE LOOK OUT  
 DISCOVERY CENTRE**

36	The Look Out	Compliment		Two foreign visitors said what a wonderful place The Look Out is	No address given			
37	Crown Estate	Compliment		A customer loved the new bike trails but suggest the maps require the numbers on.	Email sent and passed to Crown Estate	1		
38	The Look Out	Complaint	A customer was unhappy with receiving a parking ticket		Email sent	1		
				43 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>AUGUST 2014</b>							
39	Refresh Café	Complaint	A customer reported the water was too hot and toilets were blocked		Emailed sent	1		Water temperature reduced

**THE LOOK OUT  
 DISCOVERY CENTRE**

40	Refresh Café	Complaint	A customer was unhappy with the price and quality of the food.		Email sent and passed to Refresh Café	1		
41	The Look Out	Complaint	A customer was disappointed that the car park charge was not refunded on a complimentary ticket		Email sent	1		
42	The Look Out	Complaint	A customer was disappointed with getting a parking ticket		Email sent	1		
43	The Look Out	Comment	A customer mentioned that cyclists leave their bikes in the way of cars in the car park		Email sent	1		
44	The Look Out	Compliment		A customer reported that their family had a fantastic time, so much to do and something for everyone.	Email sent	1		
45	Crown Estate	Complaint	A cyclist reported children playing on the mountain bike trails, could extra signs be put up.		Email sent and passed to Crown Estate	1		

46	The Look Out	Compliment		A customer reported they were really impressed with the cheerful and friendly staff. All the kids had a great time	No address given			
				122 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>SEPTEMBER 2014</b>							
47	The Look Out	Complaint	A customer felt that Build It was too busy and numbers should be controlled		DM dealt with the complaint on the day.	1		Parents to monitor children
48	The Look Out	Complaint	A customer came for Go Ape and received a parking ticket		Email sent	1		

## THE LOOK OUT DISCOVERY CENTRE

49	The Look Out	Comment	A customer very disappointed not to have a discount for special needs or carers.		DM dealt with the complaint on the day. The customer didn't tell reception they had a disabled child – carer admitted free.	1		
50	The Look Out	Complaint	A customer on arrival found the birthday party to be too noisy and they were taking over the exhibition		Reply sent	1		
51	Crown Estate	Complaint	Overflowing bin in the forest		No address given			Rang Crown Estate
52	Crown Estate	Complaint	Overflowing bin in the forest		Email sent & passed to Crown Estate	1		
53	Crown Estate	Complaint	Overflowing bin in the forest, it is regularly like this		Email sent & passed to Crown Estate	1		
54	Crown Estate	Complaint	Overflowing bin in the forest, rubbish & poo bags all over the ground		Email sent & passed to Crown Estate	1		

				21 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>OCTOBER 2014</b>							
55	Crown Estate	Complaint	A customer reported that the dog bin in the forest was overflowing again		Email sent & passed to Crown Estate			
56	The Look Out	Comment	A customer reported the exhibits were looking tired and worn.		No address given			TQ/TLO regularly discuss refurbishing exhibits
57	The Look Out	Complaint	A customer reported that she was asked to leave the marquee when feeding a baby		Staff member spoke to the customer at the time and offered a more comfortable & quieter area. No address given			
58	The Look Out	Complaint	A customer felt they weren't offered the best price option on visiting.		Email sent and refund of the difference given	1	Follow up sent 4/11/14	Discussed with receptionists

**THE LOOK OUT  
 DISCOVERY CENTRE**

59	The Look Out	Complaint	A customer felt that the price difference between coming with a 3 yr old and 4 yr old was a lot.		Email sent	1		
60	The Look Out	Compliment		A customer report this is such a wonderful facility.	No address given			
61	Crown Estate	Complaint	A customer reported that when their son fell off their bike on the trail and they rang the telephone number on the map, there was no reply. They received help from other visitors who also called an ambulance		Email sent and passed to the Crown Estate to reply.			Crown Estate have now allocated 2 rangers to Swinley Forest permanently.
				40 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>NOVEMBER 2014</b>							



**THE LOOK OUT  
 DISCOVERY CENTRE**

62	The Look Out	Compliment		A customer said that they had a brilliant, stress free birthday party and the member of staff was great with the children.	Email sent.	1		
63	The Look Out	Compliment		A customer said I wanted to congratulate the staff on providing such a wonderful welcome for our birthday celebration. All staff were so helpful and obliging.	Email sent	1		
64	Crown Estate	Comment	A customer expressed concern that the new cycle trail and the orienteering course overlap. He received abuse from cyclists while doing the orienteering course		Email sent and passed to Crown Estate	1		

**THE LOOK OUT  
 DISCOVERY CENTRE**

65	The Look Out	Informal Complaint	A customer was unhappy to have to pay to stay for a birthday party		DM dealt with customer on the day and gave free entry	1		Birthday parties have 4 free adults
66	The Look Out	Comment	A customer was disappointed in the show, as was unable to hear some of the information because of a crying child		Letter sent	1		
67	The Look Out	Informal Comment	A customer asked if any chemicals are in the stream as her 3 yrs old child, with sensitive skin, arms became inflamed after playing in it in the morning, but her 2 older children didn't have a problem		DM spoke to the customer and explained the chemicals are the same as in swimming pools. Readings checked for the day and within the parameters.	1		
68	The Look Out	Complaint	A customer felt that she was not given the correct information regarding the car park charges and as a result got a parking ticket		Letter sent	2		

**THE LOOK OUT  
 DISCOVERY CENTRE**

				63 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>DECEMBER 2014</b>							
69	The Look Out	Complaint	A customer felt it was too expensive		Email sent	1		Various vouchers available offering discounts
70	The Look Out	Complaint	A customer felt the baby changing pod was too cold		No address given			Heater had been turned off, put back on
71	Crown Estate	Comment	A customer felt the bike trail map should have the marker numbers added		Email sent and passed to Crown Estate	1		On reprint the marker numbers will be added.
72	The Look Out	Complaint	A customer hadn't been charged correctly in the park & display machines		Email sent and passed to Vinci	1		
73	The Look Out	Complaint	A customer wanted build it area enclosed to stop toddlers leaving and it was too cold		Email sent	1		

**THE LOOK OUT  
 DISCOVERY CENTRE**

74	The Look Out	Complaint	A customer wanted build it area enclosed to stop toddlers leaving		Letter sent	1		
75	Refresh Café	Complaint	A customer reviewed their visit on Trip Adviser and didn't enjoy their lunch in the coffee shop and wouldn't eat there again		Passed to Refresh Café	1		
				102 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>JANUARY 2015</b>							
76	The Look Out	Comment	A customer thought it would be helpful to have hand sanitizers available in each zone.		No address given			Exhibits cleaned every day.

**THE LOOK OUT  
 DISCOVERY CENTRE**

77	The Look Out	Complaint	A customer felt the Build It zone was very cold and information about this should be on the website		Letter sent	1		Information is on the website under the Woodland & Water zone and has been added to the Build It information
78	The Look Out	Comment	A customer suggested enclosing the Build It area to stop toddlers getting out		Email sent	1	Follow up sent 31/1/15	
79	The Look Out	Complaint	A customer felt there should have been signs up in car park about closure week		Email sent	1		Signs were up on the pay & display machines, website, facebook & had been on The Look Out since December
80	The Look Out	Complaint	A customer felt there should have been signs up in car park about closure week		Email sent	1		Signs were up on the pay & display machines, website, facebook & had been on The Look Out since December

**THE LOOK OUT  
 DISCOVERY CENTRE**

				76 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>FEBRUARY 2015</b>							
81	The Look Out	Complaint	A customer report that they loved it here, but the courtyard was very cold. It would really improve this attraction if this area was heated.		No address given			Financial constraints at the moment
82	The Look Out	Comment	A customer was questioning why was it that when you purchase a loyalty card, you loose the car park refund.		Email sent	1		

**THE LOOK OUT  
 DISCOVERY CENTRE**

83	Crown Estate	Comment	A customer suggested that it would be very helpful to have directions at every crossroads in the forest		Passed to the Crown Estate	1		
84	Crown Estate	Comment	A customer felt it was a shame that Swinley Forest is not really suitable for horseriders now, the tracks are becoming hazardous and it is difficult to park.		Passed to the Crown Estate	1		
85	The Look Out	Compliment		A customer came during Feb half term and was really impressed with the staff, activities and cleanliness.	No address given			
86	Crown Estate	Comment	A customer was concerned about dogs chasing the deer.		Letter sent & passed to the Crown Estate	1		
87	The Look Out	Complaint	A customer felt it was very busy and no control over the children		Letter sent	1	Follow up sent 4/3/15	



## THE LOOK OUT DISCOVERY CENTRE



88	The Look Out	Complaint	A customer felt it was too busy, too many people in		Letter sent	1		
89	The Look Out	Complaint	A customer paid for parking during closure week not enough signs to say centre closed		Email sent	1		
90	The Look Out	Complaint	A customer felt it was expensive and questioned why parents/carers have to pay.		Email sent	2		
				68 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				
	<b>MARCH 2015</b>							



**THE LOOK OUT  
 DISCOVERY CENTRE**

91	The Look Out	Complaint	A birthday party mum was disappointed with the confusion over catering for a party child with a food allergy		Letter sent	4		Notes to be kept in the diary of any changes to parties with date & initials
92	The Look Out	Complaint	A customer felt that there were not equal opportunities for all schools to visit.		Letter sent	3		
93	The Look Out	Comment	A customer had visited twice and enjoyed it both times, but more indoor eating areas would help and signs need updating when exhibits have been moved		Email sent	1	Follow up sent 1/4/15	
94	Crown Estate	Complaint	A customer was upset about the cost of horse riding in Swinley Forest		Email sent and passed to the Crown Estate to reply	1		
95	The Look Out	Comment	A customer was querying the wording on the How many like me exhibit		Email sent	2		

**THE LOOK OUT  
 DISCOVERY CENTRE**

96	The Look Out	Comment	A school who had recently visited The Look Out had received a letter regarding the behaviour of their children		Email sent, advising this letter wasn't from The Look Out and we were happy with the behaviour of their children when visiting	1		
97	The Look Out	Comment	A customer suggested we do photo or picture badges for school photo keepsakes		Email sent	2		
98	The Look Out	Comment	A customer was querying why her son on a school trip was charged when he was a loyalty card holder		Email sent	3		
99	The Look Out	Compliment		A customer emailed to express their thanks for making her son's party so successful.	Email sent	1		
100	The Look Out	Compliment		A customer reported that the website page was useful and they were able to find the information	Email sent	1		



## THE LOOK OUT DISCOVERY CENTRE



101	The Look Out	Comment	A teacher on a school trip thought that the exhibits needed updating		Email sent	1		
102	The Look Out	Complaint	A customer received a parking ticket		Email sent	1		
103	The Look Out	Compliment		A customer recently visited and loved the Toys show	No address given			
				64 compliments received from various sources eg facebook, trip adviser, show feedback, party feedback, informal comments				

	INFORMAL COMPLAINT	INFORMAL COMMENT	COMPLAINT	COMMENT	COMPLIMENTS	TOTAL
THE LOOK OUT		2	36	27	801	866
COFFEE SHOP			7		1	8
CROWN			10	7	1	18



**THE LOOK OUT  
DISCOVERY CENTRE**



ESTATE						
SWINLEY BIKE HUB						
GO APE						
TOTAL		2	53	34	803	892

**FOLLOW UP COMPLAINT FORMS SENT**

SENT	RETURNED	SATISFIED	NOT SATISFIED	COMMENTS
6	0			

**6. BENCHMARKING WITH OTHER PROVIDERS**

<b>Number of Exhibits</b>	<b>Visitor Numbers</b>	<b>Stated Customer Standards</b>	<b>Cost of Ticket</b>	<b>Special Needs/Ethnic Minorities</b>	<b>Stated Minimum Number of Exhibits working each day</b>	<b>Opening Times</b>
<p>The Look Out 100 exhibits</p>	<p>Centre 10/11 237,258 11/12 235,745 12/13 323,354 13/14 370,121 14/15 369,620</p> <p>Exhibition 10/11 120,976 11/12 120,505 12/13 128,381 13/14 142,324 14/15 152,173</p>	<p>Provide information on all available products To check toilets and bins for cleanliness 3 times a day on weekdays and 4 times at weekends All visitors to be acknowledged by staff First aider available Ensure staff are in uniform with name badges Answer the telephones within 5 rings Acknowledge written communication with 4 days Queuing less than 5 minutes Commitment to health &amp; safety</p>	<p>Family £19.45 Adult £7.25 Junior £4.95 School Child £4.50 Concessions £4.95 Under 4's free</p>	<p>Wheelchair ramps, accessible toilets, lift  Guide in large print Braille, Urdu, Punjabi, French, German &amp; Spanish  Wheelchair available</p>	98%	10am – 5pm daily
<p>Techniquet Cardiff 02920 475475 www.tquest.org.uk 120 exhibits</p>	<p>10/11 164,986 11/12 168,606 12/13 199,479 13/14 179,241 14/15 189,691</p>	<p>Answer correspondence in 5 days Toilets check 4 times a day Queuing less than 15 minutes Warm &amp; courteous welcome First aider available Trained staff to provide prompt and helpful response</p>	<p>Family (2A's &amp; up to 3C's) £25.00 Adult £7.50 Child £6 Concession £6 (Prices include 10% donation)</p>	<p>Wheelchairs, lift, ramps, disabled toilets.  Guides in French &amp; German Exhibit information in English and Welsh Hearing loop system &amp; portable induction loop</p>	97%	<p>Tues-Fri 9.30am-4.30pm Sat &amp; Sun 10am-5pm Term time  10.00am – 5pm During local school holidays and bank holidays</p>

## THE LOOK OUT DISCOVERY CENTRE

<p>The Science Museum          London          0870 870 4846</p>	<p>10/11 1,791,534          11/12 2,922,000          12/13 3,084,000          13/14 3,000,000 +          14/15 3,000,000+</p>	<p>Excellent care for the National Collections          Displays &amp; events that are accurate, stimulating &amp; enjoyable          High quality educational &amp; research facilities          Up to date information          Prompt &amp; helpful response to enquiries          Warm &amp; courteous welcome          Safe clean &amp; comfortable museum          Opening hours, which reflect customer needs          Admission charges which offer value for money</p>	<p>Free Entry          Additional charge for specialist shows dependant on individual show and some special exhibitions</p>	<p>Disabled toilets, ramps, wheelchairs, will assist people with guide dogs around.          Braille          Language booklet in French, German, Spanish, Italian, induction loop, British Sign Language events</p>	<p>98%</p>	<p>10am – 6pm daily</p>
<p>Winchester Science Centre and Planetarium          (Formally Intech Winchester)          100 exhibits          01962 863791          www.winchestersciencecentre.org</p>	<p>10/11 116,740          11/12 116,000          12/13 155,000          13/14 150,000 +          14/15 143,000</p>	<p>Toilets checked every hour          Exhibition checked hourly          Written correspondence answered within 5 working days          First aider available          Full disabled access, including the planetarium          All staff wear uniform and name badge</p>	<p>Adult £1          Child £7          Conc. £8 (prices include Gift Aid)          Family saver 10% discount on gen admission when paying for 3+          Under 3's FREE</p>	<p>Lift          Ramp          Disabled toilet</p>	<p>None stated</p>	<p>10am – 4pm Mon-Fri          10am – 5pm weekends &amp; bank holidays</p>
<p>At Bristol Anchor Road          Bristol          Avon          BS1 5DB</p>	<p>10/11 189,000          11/12 201,000          12/13 250,000          13/14 254,000          14/15 268,000</p>	<p>Toilets checked 4 times a day          The vast majority of exhibits in working order and will endeavour to fix within 10 working days or replace exhibit with an alternative</p>	<p>Family £39.50          Adult £13.90          Child £8.95          Conc. £11.70</p>	<p>Disabled toilets,          Lift          indoor eating area, baby changing facilities          prayer room, book in</p>		<p>10am – 6pm weekends and school holidays          10am – 5pm week days (term time)</p>



## THE LOOK OUT DISCOVERY CENTRE



<p>0117 909 2000 At-bristol.org.uk</p> <p>300+ exhibits</p>		<p>Staff members in presentable and easily identifiable uniforms including a name badge</p> <p>Clear and accurate signs</p> <p>Acknowledge written correspondence within 5 working days of receipt</p>	<p>(prices include Gift Aid)</p> <p>Grandparents saver £37.30</p>	<p>advance wheelchair available</p> <p>minicom system</p> <p>hearing loop on reception</p> <p>Website available in Spanish, French, Polish, German</p> <p>Lockers</p> <p>Private space for breast feeding</p>		
---	--	--	---	---	--	--



## THE LOOK OUT DISCOVERY CENTRE



### 7. COMMENTS FROM VISITORS

#### GENERAL COMMENTS

A perfect place to bring a 4 year old boy – fun exciting and educational.

The staff on reception were polite and helpful. Very impressed.

We especially liked the new build it area – it has really added to toddler value.

This week I have noticed how friendly the staff are and how cared for the exhibition is. Last week the coffee shop staff were so accommodating for the 7 toddlers we came with. I was very impressed.

#### BIRTHDAY PARTIES

Very good care of party girl who had additional needs. Thank you for taking that into account and being very good for her and showing her around beforehand.

Great entertainment and fantastic host.

The party exceeded my expectations – Alex was a perfect high energy/fun host. Many thanks.

Fantastic. We had to change the date due to Emily having her tonsils out. Staff could not have been more helpful. Absolutely brilliant.

Excellent party and really well run.



### **TEACHER'S COMMENTS**

The teacher's forms have provided valuable feedback. Comments have included:-

Fantastic visit, really got the children's attention and interest. Thanks!

A truly enjoyable experience for the children. The facilities are excellent and the workshop was perfect for our topic learning.

Thank you for a fantastic day, we all loved it!

Thank you for a lovely day. The children really enjoyed the experience. So much to do.

Risk assessment was very good. Brilliant facilities for disabled children.

Very helpful staff, nothing is a problem.

### **TEACHER'S COMMENTS ON OUR DISCOVERY TERMS HAVE INCLUDED:**

The hands on challenges were great – Maths workshop

It was perfect – Starlab

First year with new big smart screen. Excellent! – Bugs & Beasties show

Excellent, the children enjoyed it! – Light & Sound show

## **8. THE LOOK OUT'S AIMS AND OBJECTIVES**

## **BUSINESS OBJECTIVES**

1. To achieve all financial targets by encouraging the greatest possible number of visitors, including return visits to the science and nature exhibition, birthday parties, shows and presentations, the gift shop, and coffee shop.
2. To ensure that the most effective use is made of available resources
3. To provide a service that is educational and encourages tourism.
4. To create a good working environment, having a motivated and well-trained staff, being customer focused.
5. To ensure that The Look Out maintains a high profile within the local community by use of advertising and media coverage of special events.
6. To promote the centre through a quality image.
7. To facilitate access to the surrounding woodland.

## **AIMS**

**The Aims for the hands on science and nature exhibition is that it should:-**

1. Have the flexibility to change
2. Appeal to all ages, but particularly to the schools market, with the content linked to the National Curriculum
3. Be "hands on" and "interactive"
4. Attract tourists and visits from a wider catchment area
5. Encourage repeat visits

## **9. CUSTOMER PROMISE**

The staff at The Look Out Discovery Centre aim to provide a facility that is available to all those who wish to use it. To achieve this we promise:

- ✧ To provide information on all available products which is accurate and easy to understand.
  - ✧ To ensure that the facilities provided are clean and well maintained.
    - Toilets are checked for cleanliness and provisions at the following times:  
**Weekdays:** 10:00, 13:00 & 15:00  
**Weekends:** 09:00, 11:30, 13:30 & 15:30  
**& Holidays**
    - The area surrounding the main building, adventure playground and car park are checked for litter, and the play area and dustbins are inspected, at the following times:  
**Weekdays:** 09:00, 12:00 & 14:30  
**Weekends:** 09:00, 11:00, 13:00 & 15:00  
**& Holidays**
  - ✧ When exhibits are not available due to maintenance requirements, we will clearly inform potential users before entry, but aim to ensure that 95% of all available exhibits are in good working order.
  - ✧ A member of our staff will acknowledge visitors at least once on their visit to The Look Out.
  - ✧ To ensure that knowledgeable, trained staff are available to assist customers at all times. A trained First Aider will always be on duty.
  - ✧ To ensure that members of staff are easy to identify and that our customers are aware of whom they are speaking to whenever they have contact with The Look Out in person, via the telephone or in written communication.
  - ✧ To endeavour to answer telephones within 5 rings.
  - ✧ To acknowledge all written communication within 5 working days.
  - ✧ To keep queuing times to less than 5 minutes or to inform visitors of potential delays.
  - ✧ To have a planned commitment to Health & Safety and maintain high standards for all. To maintain the requirement of the British Standards Institute OHSAS 18001.
- IF YOU WOULD LIKE TO COMMENT ON THE ABOVE PROMISE PLEASE FILL IN ONE OF OUR "BE HEARD" FORMS OR SPEAK TO A MEMBER OF STAFF.**

Thank you.



## THE LOOK OUT DISCOVERY CENTRE



### 10 THE LOOK OUT DISCOVERY CENTRE'S MISSION STATEMENT

“To provide a service that is of the highest quality and giving value for money. The service aims to stimulate interest in science and discovery in an educational and enjoyable way, striving for new challenging programmes to encourage new and return visitors”.

#### THE LOOK OUT'S STATEMENT OF DELIVERY TO THE CUSTOMER

The customer should come first, and should always be aware of the quality of service they can expect, and have recourse to management if they feel that we do not meet those standards. As our response to the Citizen's Charter we have produced a “Statement of Delivery to the Customer” which is as follows:-

“Your visit to The Look Out Discovery Centre should be a relaxing and enjoyable experience. Our staff are here to provide a friendly and efficient service and promote learning through fun. We hope that you will find our facilities provide a high standard of cleanliness, easy to use and good value for money”.

We are constantly trying to improve our customer service in response to your needs, so please speak to a member of staff if at any time you feel we are not providing a high standard of service.”



## THE LOOK OUT DISCOVERY CENTRE



### **E TARGETS: 2015/16**

#### **1. TARGETS FOR 2015/16**

<b>VISITORS TO THE CENTRE</b>	<b>375,000</b>
<b>NUMBER OF VISITORS TO THE EXHIBITION</b>	<b>153,000</b>
<b>TO PROMOTE TODDLER DAYS</b>	<b>3,500</b>
<b>TOILET AND BIN CHECKS</b>	<b>100%</b>
<b>98% OR ABOVE OF EXHIBITS IN WORKING ORDER for 100% of the time</b>	<b>100%</b>
<b>TO INCREASE SCHOOLS FIGURES</b>	<b>21,879</b>
<b>TO INCREASE BROWNIE/CUB EVENINGS</b>	<b>663</b>
<b>TO INCREASE SHOWS</b>	<b>27,093</b>
<b>TO INCREASE NUMBERS OF THE LOOK OUT ON THE ROAD</b>	<b>8,085</b>
<b>TO INCREASE BIRTHDAY PARTIES</b>	<b>305</b>
<b>TO INCREASE NUMBER OF FACEBOOK FRIENDS</b>	<b>6,000</b>
<b>TO HOLD CUSTOMER FOCUS GROUPS AND CONSULTATIONS</b>	<b>38</b>

## **2. PLANNING FOR THE FUTURE**

**In 2015/16 from customer feedback we will provide and/or investigate the provision of:**

- **Maintain Customer Service Excellence and Visitor Attraction Quality Assured Scheme**
- **Maintain OHSAS 18001 and Loo of the Year**
- **To maintain Learning Outside the Classroom**
- **Continue to improve and raise standards**
- **Achieve cost centre budgets**
- **Achieve all Health & Safety objectives**
- **Hold customer focus groups and consultations**
- **Hold staff meetings and appraisals and continue with training**
- **Update maintenance schedule**
- **Update marketing schedule**
- **To make energy efficiencies**
- **Benchmark with other visitor attractions**
- **Achieve composting, more recycling and generally going greener**
- **To review and increase number of birthday parties**
- **To maintain 100% of written replies within 4 working days**