



### The challenge

Independent from the Government, the National Trust relies on income from donations and legacies, membership fees and revenue generated from their commercial operations. The Heritage Lottery Fund (HLF) is an important way of raising finance to support important National Trust conservation work but involves a lengthy application process which must be supported by visitor feedback.

*The National Trust is a UK conservation charity with a focus on protecting historic places and green spaces whilst making them accessible to the public. There are over 3.7 million National Trust members and 61,000 volunteers supporting a range of open air and pay for entry properties across the country.*

*Quarry Bank at Styal is a National Trust site based in the North West. It is an important industrial heritage site with a working cotton mill and historic Apprentice House with stunning gardens and surrounding woodlands.*

This year Quarry Bank at Styal began developing their first stage bid for the 'Revolution and Revelation' project. The overall aim of the project is to widen the focus of Quarry Bank to include

Styal Village and develop and restore other aspects of the Quarry Bank estate.

To support their bid it was necessary to collect visitor feedback on some specific areas that would support other face-to-face visitor research. This would involve the existing audience in shaping future improvements. There were two main areas that needed to be explored – how did existing audiences use the site currently and what would they like to see in the future.

Another key challenge for the Visitor Experience (VE) team was to identify who their visitors are. Many visitors remain unseen – they may walk the dog through the grounds or may explore the Northern Woods without coming into contact with one of the staff or volunteers – so identifying these audiences and encouraging them to leave feedback would not only support the HLF bid but would allow the VE team to glean invaluable insights into these 'hidden' visitor groups.

### The datacpr solution

The deadlines were extremely tight when **datacpr** began talks with the Quarry Bank team about developing a Touchscreen Information Point which would provide an additional mechanism for collecting visitor feedback but would also enhance the visitor experience by providing information on the property and forthcoming events.

A series of research questions were put together - some supporting the HLF application and others providing insights into the general visitor experience. **datacpr** produced the first tailored



version within 3 days of the brief working closely with the VE team to ensure the brand and ethos of the National Trust were well represented in the design.

In order to drive people to the kiosk a leaflet was created with a unique code. Visitors were invited to check their code at the information point once they had completed their feedback for a chance to win a prize. A ticket would be printed to advise visitors if they had won.



Just two weeks later the Touchscreen Information Point was launched with **datacpr** on site to manage the bedding-in process.

There was no time available to assess visitor flow and the mechanisms that would work for the site and its various audiences prior to the launch date. This made it imperative that the system was highly flexible to allow the team to test and adapt different aspects of the project on-the-go. In the first few days the team trialled printing off a ticket for a recipe card as a runners up prize; however they quickly realised that their visitors perceived this as a cheap and low value proposition adding

## Case Study – National Trust

to their disappointment at not winning the major prize. Due to the adaptability of the software **datacpr** could change this immediately so that the ticket simply thanked visitors for their feedback and informed them that they hadn't won.

“The team at **datacpr** was very responsive and keen to fully understand how we wanted to use their product. It was valuable to work with someone onsite; someone that got fully immersed in our organisation. That approach ensured the Information Point does achieve our goals.”

**Rosalind Stone,**  
Visitor Experience Manager

Orientation is an on-going challenge for Quarry Bank and the kit allowed the Touchscreen Information Point to be positioned in different locations to capture optimal visitor flow. The importance of staff buy-in became apparent with some locations benefiting from staff guiding visitors to the kiosk.

Using a USB port at the Information Point the VE team could gain instant access to live data as when they needed it. The developing trends and data groups were available to assess each day allowing the team to keep everyone working on the HLF bid informed and up-to-date throughout the four week period. **datacpr** were on hand to interrogate the data offering invaluable expertise in this area.

A final PDF report was created by **datacpr** presenting the data in graphical format and using a range of parameters to provide the VE team with detailed comparative analysis of the visitor feedback. The data was then fed into the stage one HLF application and the report sent out to every head throughout the property to support improvements to the visitor experience.

For further information contact us:

Tel: 01925 714314 Email: [info@datacpr.com](mailto:info@datacpr.com) Visit: [www.datacpr.com](http://www.datacpr.com)



## Case Study – National Trust

### Core benefits

- The design, font and style of the National Trust was easily translated in the imagery used on the screens and the hardware blended well with the surroundings of the industrial revolution site.
- The software is highly adaptable and within two days the team could assess what was working and change anything that wasn't with immediate effect. This allows a property to test different mechanisms, messages and calls-to-action without the need for costly redevelopment.
- The software can be developed quickly unlike many bespoke solutions available. This allowed Quarry Bank at Styal to meet their deadline for the HLF stage one application.
- The hardware wasn't restrictive or cumbersome allowing for flexibility of location and assessment of visitor flow.
- **datacpr** took a hands-on approach keeping up continual contact with the VE team and spending quality time onsite to develop new solutions and ideas to support the project. This ensured that the solution worked well for the Quarry Bank at Styal team meeting with the HLF project goals and providing invaluable input for the VE team.
- Access to data throughout the four week process has allowed the team to produce their findings quickly. **datacpr** has supported the analysis of results manipulating the data on behalf of the team and supplying graphical representation of the comparative analysis within 24 hours of the project ending.

*"datacpr didn't say 'This is the package. You work out how you use it.' They created something very bespoke for us."*

**Rosalind Stone,**  
Visitor Experience Manager

### Success factors

- A paper-based survey using comment cards would normally provide a return of around 30-40 responses over a four week period. The Touchscreen Information Point far exceeded expectations with 100 surveys completed over one month.
- The data collated through the Touchscreen Information Point has provided invaluable support and insights for the HLF application process demonstrating the Quarry Bank team's dedication to the project.
- It has also provided useful data on the general visitor experience and provided insight into 'hidden' visitor groups which will allow the team to identify themes and address any areas for improvement.

*"I think it's taught us a lot. We've learnt a great deal about our visitors and we were able to assess quickly what works and what doesn't."*

**Rachael,**  
Visitor Experience & Volunteering

### Moving forward

Looking ahead the team can see potential for the Touchscreen Information Point as an excellent source of information for staff and volunteers and believe it has strong appeal for young people and families. With orientation a key driver for the National Trust property, the team believe the kiosk could potentially make the site more accessible, supporting the overall visitor experience.

For further information contact us:

Tel: 01925 714314 Email: [info@datacpr.com](mailto:info@datacpr.com) Visit: [www.datacpr.com](http://www.datacpr.com)