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THE LOOK OUT DISCOVERY CENTRE



A APRIL 2004 – MARCH 2007 FIGURES



**THE LOOK OUT
DISCOVERY CENTRE**



B APRIL 2004– MARCH 2007 INFORMATION

VISITOR SURVEY STATISTICS

	2004/05	2005/06	2006/07
	%	%	%
Visitors who have been before	53	57	47
Visitors who have visited 3 or more times	35	36	67
Visitors who have spent more than 2½ hours at The Look Out	95	76	84
Children who want to visit again	98	100	100
Adults who want to visit again	93	80	100
Adults who believe the exhibition is exciting	95	98	88
Adults who believe the exhibition is educational	98	92	97
Adults who believe the exhibition is value for money	93	91	88
Visitors who come by recommendation	49	48	50
Visitors who state they will return within 3 months	40	40	25
Visitors who state they will return within 6 months	75	30	25
Percentage of day visitors who are adults	39	22	39
Percentage of day visitors who are children	42	28	42
Percentage of visitors who came on a school trip	19	20	19
Children who think the exhibition is brilliant	89	90	100

OPERATIONAL STATISTICS

	2004/05	2005/06	2006/07
Number of visitors to the centre	231,784	247,709	245,342
Number of visitors on site	553,710	601,570	660,225
Number of Visitors to the Exhibition	102,006	109,183	117,071
Number of school visitors to the Exhibition	519 (19,723 Children)	576 (22,332 Children)	561 (23,157 children)
Number of birthday parties held	281 (4,023 Children)	308 (4,778 Children)	309 (4,516 children)
Tourist information request handled by centre staff	700	500	500
Parent & Toddler Offer	1,514	1,963	2,188



THE LOOK OUT DISCOVERY CENTRE



C APRIL 2004 – MARCH 2007 INFORMATION

PRESENTATIONS AND INTERACTIVE SHOWS

2004/05

	NUMBER OF VISITS	AVERAGE VISITS PER DAY
SCIENCE FROM A TOY BOX/USE YOUR MATHS	6,492	57
BUGS AND BEASTIES	5,026	120
WACKY WATER	4,701	65
FORCES	2,693	23
PLANETS & STARS	7,624	65
TOTAL	26,536	

2005/06

	NUMBER OF VISITS	AVERAGE VISITS PER DAY
PLANETS & STARS	7,624	65
BUGS AND BEASTIES	5,391	129
YUCKY YOU	766	85
SLIME SHOW	4,400	88
BECKY BUBBLES/ ELECTRICITY & MAGNETISM	3,125	48
THE BIG BUBBLE SHOW	2,826	91
WHO STOLE CHRISTMAS	558	47
OURSELVES/ BODY INSIDE OUT	3,242	58
TOTAL	27,932	

2006/07

	NUMBER OF VISITS	AVERAGE VISITS PER DAY
SPY SCIENCE	3,640	78
I WANNA BE A BUG	640	21
BUGS & BEASTIES	6,182	119
PLANETS & STARS	2,550	61
FORCES	2,449	34
PUSHES & PULLS	819	28
WHO STOLE CHRISTMAS	369	21
SCIENCE FROM A TOY BOX/MATHS DETECTIVE	3,242	43
TOTAL	19,891	

LOYALTY CARDS

	2004/05	2005/06	2006/07
JOINED	161	174	167
VISITED	514	1,057	822

AVERAGE NO. OF VISITS – 5 PER LOYALTY CARD MEMBER

LOYALTY CARD COSTS

£20.80	ADULT
£13.85	JUNIOR
£55.40	FAMILY

AVERAGE COST PER PERSON £14.29

NORMAL ADMISSION CHARGE

£5.20	ADULT
£3.45	JUNIOR
£13.85	FAMILY

AVERAGE COST PER PERSON £3.75

£3.75 X 5 (average no. of visits) = £18.75

£18.75 Average admission charge

£15.00 Average cost per person for purchase of Loyalty Card

SAVING TO EACH CUSTOMER £3.75 (AVERAGE)



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DID YOU KNOW?

In 2006/07 from customer feedback we:

- Updated teachers' notes and worksheets for Key Stage 1 and 2 Children
- Invited Santa back
- Improved the Gift Shop
- Provided parent and toddler nature trails
- Better Signage
- New Help Us to Help You forms
- Take Star Lab out to local schools
- New interpretation signs on the tower



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AWARDS

- LOO OF THE YEAR - 4 Stars(held since 1994)
- A CHARTER MARK AWARD SINCE 1998
- OCCUPATIONAL HEALTH & SAFETY AWARD (OHSAS 18001)
- ROSPA OCCUPATIONAL HEALTH & SAFETY GOLD MARK AWARD
- VISITOR ATTRACTION QUALITY ASSURED AWARD – accredited by Enjoy England



**THE LOOK OUT
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D APRIL 2004– MARCH 2007 STANDARDS



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STANDARDS ACHIEVED FOR 2006/07

	PROJECTED	ACHIEVED
VISITORS TO THE EXHIBITION	105,000	117,071
INFORMATION ON ALL AVAILABLE PRODUCTS	100%	100%
TOILET AND BIN CHECKS	100%	100%
ACKNOWLEDGEMENT OF WRITTEN COMMUNICATION WITHIN 5 DAYS	98%	94%
QUEUING LONGER THAN 5 MINUTES	100%	100%
ACKNOWLEDGEMENT OF VISITORS	100%	100%
UNIFORM/BADGE CHECKS	100%	100%
NUMBER OF COMPLAINTS RESPONDED TO WITHIN 5 WORKING DAYS	100%	99%
96% OR ABOVE OF EXHIBITS IN WORKING ORDER	99%	100%

SUMMARY OF INFORMATION OBTAINED FROM
 VISITOR SURVEYS

VERY GOOD / GOOD

	2004/05 %	2005/06 %	2006/07 %
STAFF			
Appearance	96	93	94
Friendliness	91	93	91
Helpful	96	93	94
COFFEE SHOP			
Menu Range	87	50	83
Quality of Food	80	63	65
Prices	47	70	56
Cleanliness	62	80	72
GIFT SHOP			
Range of items	92	74	83
Prices	92	58	77
WOODLAND			
Sign posting	61	84	70
Interesting	86	89	83
LEAFLETS			
Contents	92	87	85
Range	91	93	89
Quality	91	87	84
CLEANLINESS			
Building	100	95	96
Toilets	81	91	69
Overall Impression	100	95	92
Value for money	93	91	77
EXHIBITION			
Educational	98	92	97
Exciting	95	100	88
Value for money	93	91	88

**VISITOR SURVEY ANALYSIS
 BIRTHDAY PARTIES**

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

	2004/05 %	2005/06 %	2006/07 %
Entertainment value	99	100	99
Staff helpfulness	99	100	98
Staff friendliness	99	100	99
Value for money	97	96	97
Room	96	94	97
Choice of food	84	76	78
Quality of food	87	82	86
Prompt delivery of food	94	95	96
Cleanliness	97	98	99
Overall Impression	100	100	99
Percentage of people who would have another party at The Look Out Discovery Centre	98	97	96



THE LOOK OUT DISCOVERY CENTRE



COMMENTS FROM VISITORS

TEACHER'S COMMENTS

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

Many thanks for making this such a pleasant, happy and enjoyable day. Your staff treated us with the utmost kindness, support and respect – which isn't always easy given the challenges of autism.
4/11yrs NAS –West Berks Branch

As always we enjoyed spending time in the exhibition.
5/6yrs Newbury

A great day enjoyed by all. Excellent, helpful staff.
7/8 yrs Southampton

We found that there was lots to do and it was all very engaging. The activities were appropriate for the age group and the environment was safe and accessible.
5/7 yrs Byfleet

Thank you so much for a wonderful hands on child centred activity. It was brilliant for my class of MLD pupils.
10 yrs Reading

Super place – well worth the long journey. Friendly welcome and well organised.
7/8 yrs Bichester

The activities were great fun. The staff were helpful and informative without taking over. A good time was had by all.
7/10 yrs Hanworth

An excellent scientific interactive experience, which captured all our pupils attention.
10 yrs Bracknell

SCIENCE WEEK

As part of science week, in March, The Look Out offered Science in a Toy Box for Key Stage 1 children and Maths Detective for Key Stage 2 children. 705 (140) children took part.



THE LOOK OUT DISCOVERY CENTRE



TEACHER'S COMMENTS ON OUR DISCOVERY TERMS HAVE INCLUDED:

We loved all the forces demonstrated as they were fun to participate in. The children so enjoyed being involved. We thought it was pitched exactly right for this year 4 group.

8/9 yrs Bracknell

One of the best shows we've attended. Both explainers were extremely informative and lively and interested in their subject.

6/7 yrs Bracknell

The show was fantastic! Very enjoyable, interactive and appropriate to the children's age. Good coverage of National Curriculum.

5/6 yrs Guildford

The show was pitched at just the right level for year 3 pupils – building on from year 2 objectives. Eye-catching visual aids – wish we had it in school.

7/8 yrs Bicester

BIRTHDAY PARTIES

“Very well organised, kids had a fantastic time, will recommend it to others.”

“Helpful, polite, on-time – a good experience for children and adults.”

“I was very pleased with the organisation and how the party was run. The staff were lovely too.”



THE LOOK OUT DISCOVERY CENTRE



THE LOOK OUT'S AIMS AND OBJECTIVES

BUSINESS OBJECTIVES

In the April 2005 – March 2010 Business, Marketing & Operating Plan the business objectives were set as follows:-

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

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



THE LOOK OUT DISCOVERY CENTRE



E TARGETS: 2007/08



**THE LOOK OUT
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TARGETS FOR 2007/08

VISITORS TO THE EXHIBITION	110,000
VISITORS TO THE CENTRE	250,000
INFORMATION ON ALL AVAILABLE PRODUCTS	100%
TOILET AND BIN CHECKS	100%
ACKNOWLEDGEMENT OF WRITTEN COMMUNICATION WITHIN 5 DAYS	96%
QUEUING LONGER THAN 5 MINUTES	100%
ACKNOWLEDGEMENT OF VISITORS	100%
UNIFORM/BADGE CHECKS	100%
NUMBER OF COMPLAINTS RESPONDED TO WITHIN 5 WORKING DAYS	100%
97% OR ABOVE OF EXHIBITS IN WORKING ORDER	100%



THE LOOK OUT DISCOVERY CENTRE



PLANNING FOR THE FUTURE

In 2007/08 from customer feedback we will provide and/or investigate the provision of:

- To develop brownie/cub evenings – science badge
- To develop energy efficiencies eg recycling, lighting, waste
- To investigate the possibility of a recycling show for schools
- To held impromptu demonstrations in the holidays
- To implement recommendations of the action plan for Access Audit as resources allow