

## **FACTS AND FIGURES**

### **A APRIL 2007 - MARCH 2011 FIGURES**

- 1 Visitors to the hands-on science exhibition
- 2 School/group visits to the hands-on science exhibition
- 3 Birthday parties held at The Look Out

### **B APRIL 2007 - MARCH 2011 INFORMATION**

- 1 Visitor survey statistics
- 2 Operational statistics

### **C APRIL 2007 - MARCH 2011 INFORMATION**

- 1 Presentations and shows for schools and the public
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- 3 Summary of information obtained from adult surveys
- 4 Visitor survey analysis - birthday parties
- 5 How we dealt with complaints in 2010/11 and number of days to reply
- 6 Comments from visitors
- 7 Benchmarking with other providers
- 8 The Look Out's aims and objectives
- 9 Customer promise
- 10 The Look Out's mission statement and statement of delivery to the customer

### **E TARGETS: 2011/12**

- 1 Targets for 2011/12
- 2 Planning for the future
- 3 Performance newsletter



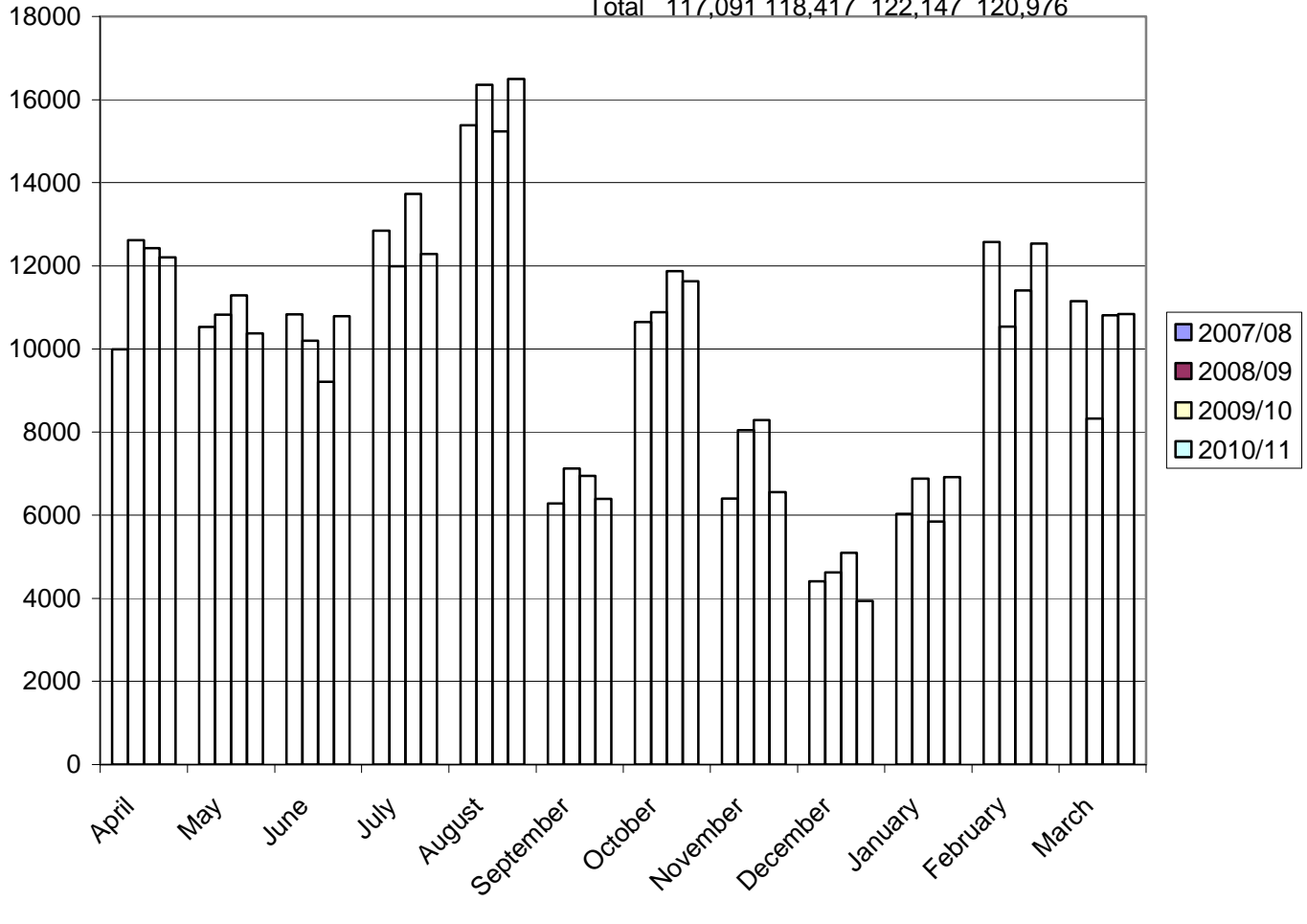
## THE LOOK OUT DISCOVERY CENTRE



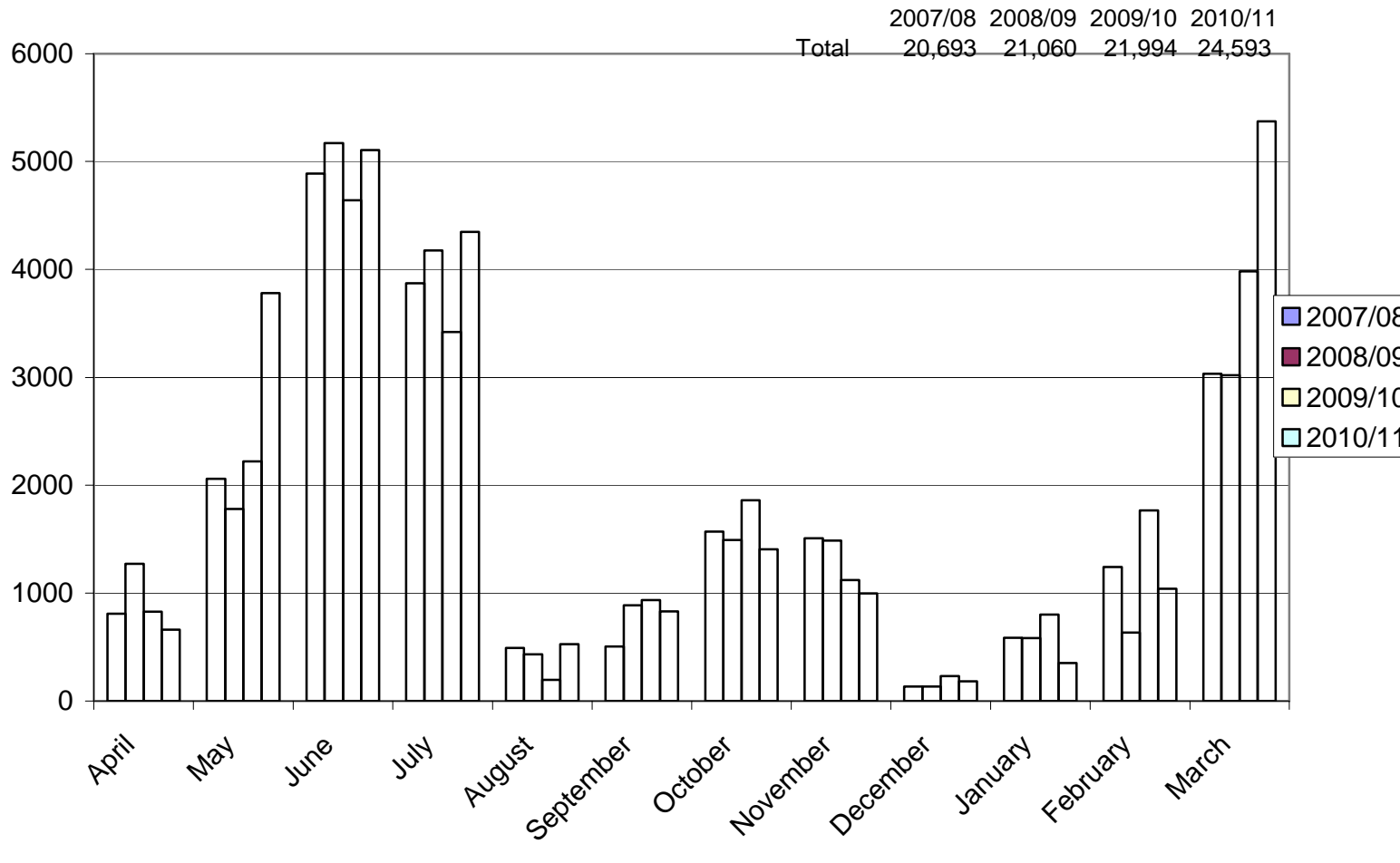
### **A APRIL 2007 – MARCH 2011 FIGURES**

**VISITORS TO THE SCIENCE & NATURE EXHIBITION 2007-2011**

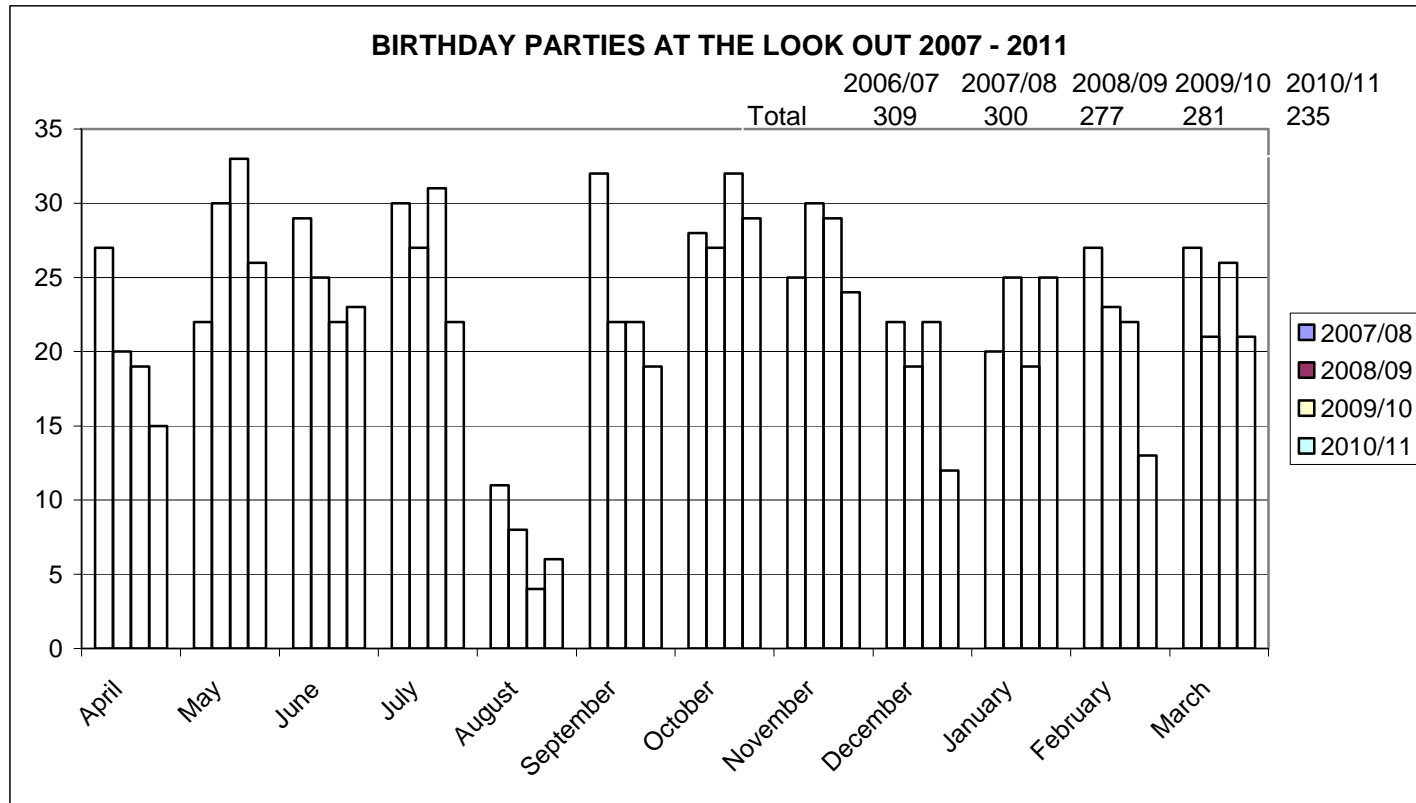
2007/08 2008/09 2009/10 2010/11  
 Total 117,091 118,417 122,147 120,976



**SCHOOL/GROUP VISITS TO THE SCIENCE & NATURE EXHIBITION 2007-2011**  
 (including The Look Out On The Road launched March 2010)



# THE LOOK OUT DISCOVERY CENTRE





**THE LOOK OUT  
DISCOVERY CENTRE**



**B APRIL 2007– MARCH 2011 INFORMATION**

## VISITOR SURVEY STATISTICS

	2007/08	2008/09	2009/10	2010/11
	%	%	%	%
Visitors who have been before	56	53	60	64
Visitors who have visited 3 or more times	49	60	55	61
Visitors who have spent more than 2½ hours at The Look Out	89	83	88	96
Children who want to visit again	100	99	94	100
Adults who want to visit again	95	95	99	84
Adults who believe the exhibition is exciting	100	100	96	97
Adults who believe the exhibition is educational	100	100	91	93
Adults who believe the exhibition is value for money	82	83	91	79
Visitors who come by recommendation	47	49	58	55
Visitors who state they will return within 3 months	59	53	38	32
Visitors who state they will return within 6 months	76	81	54	52
Percentage of day visitors who are adults	40	39	39	38
Percentage of day visitors who are children	43	44	43	42
Percentage of visitors who came on a school/group trip *includes The Look Out On The Road	17	17	18*	*20
Children who think the exhibition is brilliant	91	92	94	93

## OPERATIONAL STATISTICS

	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>
<b>Number of visitors to the centre</b>	<b>254,735</b>	<b>249,315</b>	<b>228,810</b>	<b>237,258</b>
<b>Number of visitors on site</b>	<b>668,580</b>	<b>615,340</b>	<b>662,465</b>	<b>698,610</b>
<b>Number of visitors to the exhibition</b>	<b>117,091</b>	<b>118,417</b>	<b>122,147</b>	<b>120,976</b>
<b>Number of school visitors to the exhibition</b>	<b>525 (20,693 children)</b>	<b>535 (21,060 children)</b>	<b>499 (21,994 children)</b>	<b>516 (24,593 children)</b>
<b>Number of The Look Out On The Road visits to schools (launched 30 March 2010)</b>			<b>18 (2,520 children)</b>	<b>39 (5,460 children)</b>
<b>Number of birthday parties held</b>	<b>300 (4,268 children)</b>	<b>277 (3,975 children)</b>	<b>281 (4,053 children)</b>	<b>235 (3,426 children)</b>
<b>Tourist information requests</b>	<b>412</b>	<b>377</b>	<b>263</b>	<b>344</b>
<b>Parent and toddler offer</b>	<b>2,554</b>	<b>2,485</b>	<b>2,815</b>	<b>2,733</b>
<b>Toddler days</b>		<b>1,568</b>	<b>2,293</b>	<b>2,117</b>



**THE LOOK OUT  
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**C APRIL 2007 – MARCH 2011 INFORMATION**

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

**2007/08**

	NUMBER OF VISITS	AVERAGE VISITS PER DAY
SCIENCE IN A TOY BOX		
MATHS DETECTIVE	4,346	65
BUGS & BEASITIES	5,417	110
I WANNA BE A BUG	763	29
THE SLIME SHOW	4,517	107
BECKY BUBBLES LIGHT & SOUND	2,818	39
THE BIG BUBBLE SHOW	2,556	88
WHO STOLE CHRISTMAS	578	30
MATERIALS MADNESS/ INVESTIGATE	3,170	186
THE SNEAKY SPY SCIENCE SHOW	1,762	56
<b>TOTAL</b>	<b>25,927</b>	<b>79</b>

**2008/09**

	NUMBER OF VISITS	AVERAGE VISITS PER DAY
THE SNEAKY SECRET SPY SCIENCE SHOW	1,706	36
BUGS AND BEASTIES	5,501	112
YUCKY YOU	2,031	46
PLANETS & STARS	4,727	40
LIGHT & SOUND	2,402	52
FIRE & LIGHT	1,397	51
<b>TOTAL</b>	<b>17,764</b>	<b>56</b>

**2009/10**

	<b>NUMBER OF VISITS</b>	<b>AVERAGE VISITS PER DAY</b>
<b>BUGS AND BEASTIES</b>	<b>5,355</b>	<b>107</b>
<b>BRAIN DRAIN</b>	<b>2,692</b>	<b>40</b>
<b>OURSELVES/BODY INSIDE OUT</b>	<b>2,539</b>	<b>39</b>
<b>THE BIG DINOSAUR SHOW</b>	<b>2,132</b>	<b>45</b>
<b>TOYBOX / MATHS DETECTIVE</b>	<b>5,093</b>	<b>45</b>
<b>TOTAL</b>	<b>17,811</b>	<b>55</b>

**2010/11**

	<b>NUMBER OF VISITS</b>	<b>AVERAGE VISITS PER DAY</b>
<b>BUGS AND BEASTIES</b>	<b>5,603</b>	<b>98</b>
<b>SLIME SHOW</b>	<b>4,640</b>	<b>73</b>
<b>FORCES/PUSHES &amp; PULLS</b>	<b>2,074</b>	<b>32</b>
<b>FIRE &amp; LIGHT</b>	<b>2,055</b>	<b>41</b>
<b>ELECTRICITY &amp; MAGNETISM</b>	<b>2,305</b>	<b>46</b>
<b>BRAIN DRAIN</b>	<b>1,003</b>	<b>22</b>
<b>TOTAL</b>	<b>17,680</b>	<b>52</b>



## THE LOOK OUT DISCOVERY CENTRE



### LOYALTY CARDS

	2007/08	2008/09	2009/10	2011/11
Joined	250	426	547	601
Visited	1,163	1,856	2,665	2,935

Average no. of visits – 5 per loyalty card member

### LOYALTY CARD CHARGE

£24.70	ADULT
£16.50	JUNIOR/CONCESSION
£65.70	FAMILY

Average cost per person £17.82

### NORMAL ADMISSION CHARGE

£6.25	ADULT
£4.15	JUNIOR/CONCESSION
£16.60	FAMILY

Average cost per person £4.50

£4.50 X 5 Average number of visits = £22.50

£22.50 Average admission charge

£17.82 Average cost per person for purchase of Loyalty Card

**AVERAGE SAVING TO EACH CUSTOMER £4.68  
IF COME 5 TIMES A YEAR. MORE SAVINGS ARE MADE  
IF MORE VISITS ARE MADE.**

## **CUSTOMER FEEDBACK - DID YOU KNOW?**

### **In 2010/11 from customer feedback we:**

- Increased the size of the play area and included equipment for children with disabilities
- Sent loyalty card holders information by email rather than mail
- Provided more picnic tables
- Improved the welcome and general information leaflets
- Purchased new exhibits
- Provided helper notes for schools
- New signage

### **Other improvements included:-**

- Launched our be healthy, be happy campaign
- Improved our visitor evaluation forms
- A butterfly display
- Free colouring competitions and quizzes through the holidays
- Cheaper contracts negotiated
- New trend control panel in boiler room to make more energy efficiencies
- Consultation with loyalty card holders
- The Look Out Going Greener campaign launched – recycling bins/composting/going greener corner in exhibition



## THE LOOK OUT DISCOVERY CENTRE



### AWARDS

- **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 AWARD**  
accredited by Enjoy England (held since 2006)
- **LOO OF THE YEAR**  
5 Stars (held since 1994)
- **LEARNING OUTSIDE THE CLASSROOM AWARD**  
held since 2010
- **MYSTERY SHOPPER VISITOR SCORED 82%**  
(average industry score 69%) by Quality Leisure Management



**THE LOOK OUT  
DISCOVERY CENTRE**



**D APRIL 2007 – MARCH 2011 STANDARDS**

**STANDARDS ACHIEVED FOR 2010/11**

	<b>PROJECTED</b>	<b>ACHIEVED</b>
<b>VISITORS TO THE EXHIBITION</b>	<b>122,000</b>	<b>120,976</b>
<b>INFORMATION ON ALL AVAILABLE PRODUCTS</b>	<b>100%</b>	<b>100%</b>
<b>TOILET AND BIN CHECKS</b>	<b>100%</b>	<b>100%</b>
<b>ACKNOWLEDGEMENT OF WRITTEN COMMUNICATION WITHIN 5 DAYS</b>	<b>100%</b>	<b>100%</b>
<b>QUEUING LONGER THAN 5 MINUTES</b>	<b>100%</b>	<b>100%</b>
<b>ACKNOWLEDGEMENT OF VISITORS</b>	<b>100%</b>	<b>100%</b>
<b>UNIFORM/BADGE CHECKS</b>	<b>100%</b>	<b>100%</b>
<b>NUMBER OF COMPLAINTS RESPONDED TO WITHIN 5 WORKING DAYS</b>	<b>100%</b>	<b>100%</b>
<b>98% OR ABOVE OF EXHIBITS IN WORKING ORDER</b>	<b>100%</b>	<b>97%</b>

**SUMMARY OF INFORMATION OBTAINED FROM  
ADULT SURVEYS**

**VERY GOOD / GOOD**

	<b>2007/08 %</b>	<b>2008/09 %</b>	<b>2009/10 %</b>	<b>2010/11 %</b>
<b>STAFF</b>				
Appearance	98	100	95	89
Friendliness	99	100	93	94
Helpful	99	96	93	96
<b>COFFEE SHOP</b>				
Menu Range	87	67	73	68
Quality of Food	70	62	89	68
Prices	58	30	63	68
Cleanliness	83	77	77	61
<b>GIFT SHOP</b>				
Range of items	89	67	80	86
Prices	82	56	73	69
<b>WOODLAND</b>				
Sign posting	80	81	87	80
Interesting	85	90	80	89
<b>LEAFLETS</b>				
Contents	92	87	94	91
Range	90	87	90	98
Quality	90	87	94	93
<b>CLEANLINESS</b>				
Building	98	93	97	91
Toilets	85	89	87	78
<b>Overall Impression</b>	<b>95</b>	<b>90</b>	<b>100</b>	<b>96</b>
<b>Value for money</b>	<b>85</b>	<b>75</b>	<b>91</b>	<b>96</b>

**VISITOR SURVEY ANALYSIS  
 BIRTHDAY PARTIES**

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

	<b>2007/08</b> <b>%</b>	<b>2008/09</b> <b>%</b>	<b>2009/10</b> <b>%</b>	<b>2010/11</b> <b>%</b>
<b>Entertainment value</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Staff helpfulness</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Staff friendliness</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Value for money</b>	<b>99</b>	<b>97</b>	<b>98</b>	<b>97</b>
<b>Room</b>	<b>99</b>	<b>98</b>	<b>99</b>	<b>100</b>
<b>Choice of food</b>	<b>89</b>	<b>87</b>	<b>91</b>	<b>80</b>
<b>Quality of food</b>	<b>91</b>	<b>90</b>	<b>93</b>	<b>100</b>
<b>Prompt delivery of food</b>	<b>94</b>	<b>96</b>	<b>98</b>	<b>99</b>
<b>Cleanliness</b>	<b>98</b>	<b>99</b>	<b>99</b>	<b>100</b>
<b>Overall Impression</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Percentage of people who would have another party here</b>	<b>100</b>	<b>99</b>	<b>97</b>	<b>97</b>

## **COMMENTS FROM VISITORS**

### **GENERAL COMMENTS**

The website does not do The Look Out justice – we almost didn't come, but my 12 year old had a great time.

I am a childminder and have joined as a member as its very good value and the children love it.

The play area and toddler days are fantastic.

Love the hands on exhibition and it was great to have free parking.

Excellent value for money, best place ever visited.

It's great that the play area and car park are free.

### **BIRTHDAY PARTIES**

Excellent venue with plenty of space and things to do.

The explainer was great with the children.

Friendly staff and everyone really enjoyed themselves.

Staff were excellent and very helpful.

Very well organised and the children really enjoyed meeting Eric.

## **TEACHER'S COMMENTS**

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

Staff were very helpful. Both KS1 and 2 teachers were impressed with the quality of the shows.

The pupils were very excited and interested about being in the dome and the presentation about the stars. Very good delivery by the presenter.

A very good and informative summary of the topic that revised and extended what was learnt in lessons.

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

Good practical activities which the children enjoyed participating in.

**Bracknell aged 10/11 yrs**

Although our pupils are in KS3 they all have special needs and the KS2 show is about their level. I was very impressed.

**Farnborough aged 11 yrs**

Fantastic presentation, children said it was great fun and made science interesting.

**Hayes aged 8/9 yrs**

The children were very interested and the session was interactive.

**New Malden aged 5/6 yrs**

Thanks, it was spot on, the children really enjoyed it and it was very appropriate for their age groups.

**Onslow aged 6/7 yrs**

We really enjoyed the show – it matches the National Curriculum content we teach in school, love that the children got to go up and be involved.

**Sunbury aged 5/6 yrs**



## THE LOOK OUT DISCOVERY CENTRE



### **ACTION LOG/ CUSTOMER COMPLAINTS , COMMENTS & SUGGESTIONS IN 2010/11**

	COMPLAINT/ COMMENT PASSED TO	COMMENT/ COMPLAINT	NATURE OF COMPLAINT/ COMMENT	RESOLVED HOW?	NUMBER OF WORKING DAYS TO REPLY	COMPLAINT FOLLOW UP
	<b>April 2010</b>					
1	Crown Estate	Comment	Customer requested information regarding tank traps in forest	Passed to Crown Estate	1	
2	Crown Estate	Comment	Customer suggested more signposts required in forest	No address given. Passed to Crown Estate		
3	The Look Out	Comment	Customer suggested there was insufficient parking for horse boxes	Letter sent & copied to Crown Estate	1	
4	The Look Out	Comment	Customer advised that the details on Google map were incorrect	Reply sent and Google contacted	1	
5	The Look Out	Complaint	Customer complained that a member of staff was not very helpful	Apology sent and member of staff spoken to	1	
6	The Look Out	Comment	Customer really liked The Look Out	Thank you sent	1	
	<b>May 2010</b>					

7	The Look Out	Comment	A school teacher suggested putting gates on the Woodland & Water and Sound & Communication zone	Acknowledgement sent Second letter sent advising no resources available at present	1	
8	The Look Out	Complaint	Special needs school wanted to pay 45 mins session rate after being in exhibition for an hour	Duty Manager spoke with the school and an apology was given but unable to accommodate this time	Same day	
9	The Look Out	Complaint	Customer unhappy about dogs in the picnic area	Manager spoke with the customer and the environment protection team	Same day	
10	The Look Out	Complaint	Customer unhappy with the level of service at a guest house in the accommodation guide	Letter sent	1	
	<b>June 2010</b>					
11	The Look Out	Comment	Customer said they had a tremendous day, but the felt pens in the backpacks didn't work properly	Email sent and staff to check to ensure all pens working in the backpacks	3	
12	The Look Out	Comment	Customer advised that bolts were missing from the platform on the fort.	No address given Bolts replaced immediately		
13	The Look Out	Complaint	A customer broke her sandal tripping on an uneven flagstone	Duty Manager addressed the issue with the customer on the day.		



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14	The Look Out	Complaint	A school teacher pointed out that schools have to have a ratio of 1:4 pupils and not the 1:6 ratio offered for reception children.	Email sent and The Look Out changed ratio to 1:4 for reception children.	2	Follow up sent 5/7/10
15	The Look Out	Comment	Customer suggested gates for the stairs, composting food waste and advised a key on the piano not working	Letter sent. Health & Safety inspector advised against stair gate. The Look Out do compost food waste. Piano fixed	2	
16	Refresh Cafe	Comment	Customer didn't like the change of coffee	Email sent by Managers of Refresh Café	1	
17	Refresh Cafe	Comment	Customer didn't like the change of coffee	Email sent by Managers of Refresh Cafe	1	
	<b>July 2010</b>					
18	Crown Estate	Comment	Customer advised that the mountain bike trails could be better marked out.	Email sent and passed to Crown Estate	1	
19	The Look Out	Comment	Customer suggested it would be better to space out the exhibits, lots to do but very close together	No address given. No other complaints received – to monitor		

20	The Look Out	Comment	Customer would like more to do for 9 year olds outside and thought the ticket price included Go Ape	Letter sent. All exhibits geared to 9 year olds as well as family trail outside and play area.	Same day	
21	The Look Out	Comment	A father and his 2 year old had a great time in the exhibition	Letter sent	2	
22	Crown Estate	Comment	Customer was very disappointed by signage in the forest	No address given. Passed to Crown Estate		
23	Crown Estate	Complaint	Family went on the family explorers trail and all around the first post in the forest was dog mess.	Letter sent and passed to Crown Estate. Dog mess cleared	1	
24	The Look Out	Informal Comment	A customer advised that her children got dog mess on their shoes in the picnic area	Apology and assistance given to clean shoes		
25	The Look Out	Comment	Customer requested more disabled parking spaces	Letter sent. No resources at present	1	
26	The Look Out	Comment	Customer said that there were dogs in the picnic area even though there are signs saying no dogs	Letter sent	1	
	<b>August 2010</b>					
27	The Look Out	Informal Comment	A customer reported that children were disturbing the pigeons and they were becoming distressed.	The area was checked but children had stopped. A sign was put up and staff were made aware. No address given		

28	The Look Out	Comment	The shadow box does not leave a good image and the screen appears worn.	Letter sent Panels were replaced	2	Follow up sent 1/9/10 Replied - it was a lovely surprise to receive a complimentary ticket
29	The Look Out	Comment	Customer said there were great activities for children but didn't think adults should pay	No address given	2	
30	The Look Out	Comment	A customer felt that the hand dryer in the ladies toilets was too noisy.	No address given		
31	The Look Out	Comment	Customer said there were too many exhibits not working	No address given. There were 97% of exhibits working that day		
32	The Look Out	Comment	Customer said that it was all really good but felt the slime show should be included in the entry charge	Letter sent. Show prices are deliberately kept separate as some customers do not want to visit the show.	2	
33	The Look Out	Comment	A loyalty card holder felt that the same exhibits were broken for months on end.	No address given. There were 97% of exhibits working that day		

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34	The Look Out	Comment	A customer complained that when entering in the postcode to a sat nav it didn't bring them direct to The Look Out. It took an extra 30 mins to find their way.	Letter sent. Details on website of coordinates to put into Sat Nav instead of postcode	Same day	
35	The Look Out	Comment	Customer said they had a lovely time, but the pricing should be averaged out.	Letter sent. Pricing is set out by Council	Same day	
36	The Look Out	Comment	Under cover picnic area required	No address given. No resources at present		
37	The Look Out	Comment	Customer said that on a recommendation they bought their grandchildren, and all had a marvellous time. They thought the exhibits were really absorbing for all ages and levels, the staff very friendly and helpful, the shop had an excellent selection of goods and tea and cakes were delicious	Thank you email sent	2	
38	Refresh Cafe	Comment	Customer said that the café service was excellent, the order taken efficiently and speedily, food satisfactory and generally staff very helpful when giving information.	No address given. Comments passed to Refresh Café staff.		

39	The Look Out	Comment	A customer requested more toilets and an under cover picnic area	Email sent. No resources at present	2	
	<b>September 2010</b>					
40	The Look Out	Comment	A customer suggested changing the pricing structure	Email sent	1	
41	The Look Out	Informal Complaint	Customer wanted anti-bacterial gel available for visitors within the exhibition	No address given. No resources at present. Exhibits thoroughly cleaned on a daily basis.		
42	Crown Estate	Complaint	Incident with a dog and owner whilst walking	Letter sent and passed to Crown Estate	1	
43	Refresh Cafe	Comment	Customer thought the coffee shop was very busy, slow and too small	No address given, passed to Refresh Café managers		
44	Crown Estate	Comment	Customer thought there was a lack of signs in the forest	No address given, passed to Crown Estate		
45	The Look Out	Complaint	Customer thought there were a number of exhibits out of order	Letter sent. There were 98% of exhibits working that day	3	
46	The Look Out	Complaint	Customer thought there were a number of exhibits out of order	Letter sent. There were 98% of exhibits working that day	5	Follow up sent 1/11/10. No reply received
47	The Look Out	Complaint	Customer was upset about having to pay as an additional adult to a party	Email sent explaining the policy on free adults with the birthday party and complimentary ticket given	2	

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48	The Look Out	Comment	Customer said they had a pleasant and enjoyable visit.	Thank you sent	5	
49	The Look Out	Comment	Customer thought a member of staff was unhelpful	Email sent. Member of staff spoken to.	2	
50	The Look Out	Comment	Customer thought The Look Out was a fantastic place, but the aprons in woodland & water are not waterproof	A phone message left. New aprons ordered	2	
	<b>October 2010</b>					
51	The Look Out	Comment	A customer complained about the mud in the car park	Email sent	4	
52	The Look Out	Comment	Customer thought the discovery centre was an excellent facility but it would be nice to have an indoor eating area	No address given. No resources at present		
53	The Look Out	Informal Comment	A visitor would like access to the car park early in the morning to enable her to park and walk her dogs	Telephone call to visitor and given the Crown Estate telephone number. Unable to do at present	0	
54	The Look Out	Comment	Customer was unhappy that the gift shop was selling hot air paper lanterns	Letter sent. Trading standards contacted by manager. Manager decided to sell current stock and then not restock. Follow up letter sent to customer.	5	

55	The Look Out	Informal Comment	A grandfather with his grandchildren for the first time said how fantastic the exhibits were.	No address given		
56	The Look Out	Comment	Customer said that they had a fantastic day, but thought it would be nice to have lockers to store coats etc.	Email sent. No resources or space for lockers at present	1	
57	The Look Out	Complaint	Customer complained about the horse box area being full with cars, and was unable to park trailer	Letter sent. Duty Managers to monitor area		
	<b>November 2010</b>					
58	The Look Out	Comment	Customer commented that her little boy loved the stream, the tower and the floating globe	No address given		
59	The Look Out	Complaint	Customer unhappy that there were no farm animals on the toddler days	Telephone call to customer to explain that it was a craft based theme.	Same day	Follow up sent 7/1/11. Matter was solved satisfactorily, will definitely visit again, granddaughter loves the playarea

60	The Look Out	Complaint	Request for hand sanitising stations in the exhibition	Email sent. No resources at present but. exhibits are thoroughly cleaned on a daily basis	Same day	
61	The Look Out	Complaint	Customer said that travel information on the website was purely for car drivers unless an external link followed	Email sent. It would be impossible to put directions from all places other than on an external link.	1	
	<b>December 2010</b>					
62	Refresh Café	Comment	A customer was disappointed that there were no small Christmas snacks for children eg Christmas tree/santa biscuits	Passed to Refresh Café No address given		
63	The Look Out	Comment	A customer said it was a brilliant place, but it would be nice to have somewhere to hand costs and bags	No address given		
64	The Look Out	Comment	A school helper said how impressed she was with the exhibition	No address given		
65	The Look Out	Comment	A customer suggested as part of going greener, perhaps consider urinals that do not use water	No address given No resources available		

66	The Look Out	Comment	A customer suggested have Braille stickers on the lift numbers	Investigating the possibility		
	<b>January 2011</b>					
67	<b>The Look Out</b>	Comment	A customer said they really enjoyed their visit but it would be nice to have an indoor eating area	Letter sent. No resources available at the moment	3	Follow up sent 7/1/11
68	<b>The Look Out</b>	Comment	A customer really enjoyed her visit	No address given		
69	<b>Refresh Café</b>	Complaint	A customer was very disappointed with the service received	Letter sent and passed to Refresh Café to reply	1	Follow up sent 16/2/11
70	<b>The Look Out</b>	Comment	A customer said that they had visited lots of attractions including Eureka and The Look Out was the best.	No address given		
71	<b>The Look Out</b>	Comment	A school technician said how much they enjoyed the show and thought the exhibition was excellent	No address given		
72	<b>The Look Out</b>	Comment	A customer said that it was lots of fun but main areas very cold. An inside picnic area would be good too	Telephone reply. No resources available at present	3	
73	<b>The Look Out</b>	Comment	A Customer suggested an indoor picnic area	Email repl. No resources available at present	1	

74	<b>Crown Estate</b>	Comment	A customer reported that a post was missing on the hermitage trail	Reply sent and passed to Crown Estate	1	
75	<b>The Look Out</b>	Complaint	A customer reported that the toilets required cleaning	Email reply sent. The toilets was checked throughout the day	1	
76	<b>The Look Out</b>	Comment	A customer suggested it would be good to have larger aprons with sleeves	New aprons ordered	1	
77	<b>Refresh Café</b>	Complaint	A customer reported that there were always dirty tables and floor in the café	The incident was discussed with Refresh Café management	1	Follow up sent 16/2/11. Resolved satisfactorily with voucher & apology, but reluctant to eat in café.
	<b>February 2011</b>					
78	<b>The Look Out</b>	Comment	A customer suggested having a locker room for bags & coats and a coffee machine to save queuing when busy and to get your first visit free when taking out a loyalty card	No address given		
79	<b>The Look Out</b>	Comment	A customer suggested having a bigger ball pool	Letter sent. No resources at present	1	

80	Refresh Café	Comment	A customer suggested that the café could be bigger and more modern with better variety of healthy food & drinks	Email sent. No resources to make bigger at present, will look at redecoration and passed to Refresh Café managers	1	
81	The Look Out	Comment	A young visitors suggested it would be better if everything was working	A thank you card sent with eraser, pen, pencil & badge	1	
82	The Look Out	Comment	A customer thought it was very busy in the exhibition and unable to get to the exhibits & no staff available	Letter sent	1	
83	Refresh Café	Comment	The bins in the picnic area were overflowing	Letter sent & passed to Refresh Café	1	
84	Crown Estate	Comment	No bins in the forest to depositing dog poo.	Letter sent & passed to Crown Estate	1	
85	The Look Out	Complaint	A customer advised us that she had had a confrontation with horse box owners in the parking area & they were very rude	Email sent and passed to Crown Estate	1	Follow up sent 2/4/11
	<b>March 2011</b>					

86	Refresh Café	Informal Complaint	A customer reported that a leader of a school group was rude to her when she pointed out to her that it was not good practice to take the children through the café to access the play area.	Duty Manager spoke to the customer and to the leader of the school group	0	
87	The Look Out	Comment	A leader of a school group said how much they had enjoyed their visit and she thanked the staff for a good day.	No address given	0	
88	The Look Out	Informal Complaint	A customer reported that she had had difficulty in getting to The Look Out as the post code did not bring her direct to here when put in a sat nav. Something needed to be put on the website under the address.	The Duty Manager spoke to the customer on the day. There is a note under the directions on the website with alternative directions for sat navs.	1	
89	The Look Out	Informal Comment	Teachers from two school groups visited said that they are enjoyed a great day here.	Spoke to a member of staff on the day	0	



## THE LOOK OUT DISCOVERY CENTRE



	INFORMAL COMPLAINT	INFORMAL COMMENT	COMPLAINT	COMMENT	TOTAL
THE LOOK OUT	2	5	16	47	70
COFFEE SHOP	1		3	6	10
CROWN ESTATE			2	7	9
WELLINGTON TREK					
GO APE					
TOTAL	3	5	21	60	89

### FOLLOW UP COMPLAINT FORMS SENT

SENT	RETURNED	SATISFIED	NOT SATISFIED	COMMENTS
8	3	3		It was a lovely surprise to receive a complimentary ticket. Mater was solved satisfactorily and will definitely visit again. Resolved satisfactorily with voucher and apology, but reluctant to eat in café.



## THE LOOK OUT DISCOVERY CENTRE



### THE LOOK OUT BENCHMARKING

Number Exhibits	of	Visitor Numbers	Stated Customer Standards	Cost Ticket	of	Special Needs/Ethnic Minorities	Stated Minimum Number of Exhibits working each day	Opening Times
The Look Out 100 exhibits		Centre 07/08 254,735 08/09 249,315 09/10 228,810 10/11 237,258 Exhibition 07/08 117,091 08/09 118,417 09/10 122,147 10/11 120,976	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 & safety	Family £17.60 Adult £6.60 Junior £4.40 School Child £4.05 Concessions £4.40 Under 4's free		Wheelchair ramps, disabled toilets, lift  Guide in large print Braille, Urdu, Punjabi, French, German & Spanish  Wheelchair available	98%	10am – 5pm daily
Techniquet Cardiff		07/08 187,592 08/09 181,955	Answer correspondence in 5 days	Family (2A's & up to		Wheelchairs, lift, ramps, disabled	97%	9.30am – 4.30pm Term time

## THE LOOK OUT DISCOVERY CENTRE

02920 475475 www.tquest.org.uk  130-136 exhibits	09/10 128,959 10/11 164,986	Toilets check 4 times a day Queuing less than 15 minutes Warm & courteous welcome First aider available Trained staff to provide prompt and helpful response	3C's £23.00 Adult £7 Child £5 Concession £5 (Prices include 10% donation)	toilets.  Guides in French & German Exhibit information in English and Welsh		10.00am – 5pm All other days
The Science Museum London 0870 870 4846	07/08 2,712,824 08/09 2,667,807 09/10 2,805,550 10/11 1,791,534	Excellent care for the National Collections Displays & events that are accurate, stimulating & enjoyable High quality educational & research facilities Up to date information Prompt & helpful response to enquiries Warm & courteous welcome Safe clean & comfortable museum Opening hours, which reflect customer needs Admission charges which offer value for money	Free Entry  Additional Charge for specialist shows dependant on individual show and some special exhibitions	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	98%	10am – 6pm daily
Science Oxford	07/08 6,840 08/09 13,555	None	Family £15.00 Adult £3.50	Disabled toilets, wheelchair access to all public areas	None stated	Term time (Sat.) & Local School Hols

**THE LOOK OUT  
 DISCOVERY CENTRE**



01865 728953			Child £3.50 OAP's £3.50 Under 3's free			(Mon to Sat). 10.00am – 4.00pm
Discovery Weymouth 60 exhibits 01305 789007		None	Family (2/2,2/3,2/4) £14.50 Adult £4.50 Child £3.50 Conc. £4.00 Under 4's free	Disabled toilets & lift Disabled entrance £1.50	None stated	10am-5.30pm daily (Jan and Feb – closed Mon & Tues)
Intech Winchester 100 exhibits 01962 863791 intech-uk.com	07/08 88,000 08/09 120,000 09/10 116,000 10/11 116,740	None	Family (2 & 2) £26.10 Adult £8.50 Child £6.00 Conc. £7.00	Lift Ramp Disabled toilet	None stated	10am – 4pm daily
The Observatory Science Centre, Herstmonceux, Hailsham East Sussex BN27 1RP 100 exhibits	2007 58,015 2008 54,276 2009 56,000	None	Family Groups 2 & 2 or 1 & 3 £26.50 2 & 3 or 1 & 4 £30.20 Adult £8.60	Wheelchair ramps, disabled toilets, lift  Guide in German & French		Summer (April – Sept) 10am – 6pm Winter (Oct – Jan) 10am – 5pm



# THE LOOK OUT DISCOVERY CENTRE



01323 832 731 the- observatory.org			Child £6.45 Concession £6.75 Schools £4.50 Under 3's Free			
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## **THE LOOK OUT'S AIMS AND OBJECTIVES**

### **BUSINESS OBJECTIVES**

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: 2011/12**

**TARGETS FOR 2011/12**

<b>VISITORS TO THE EXHIBITION</b>	<b>121,000</b>
<b>VISITORS TO THE CENTRE</b>	<b>235,000</b>
<b>INFORMATION ON ALL AVAILABLE PRODUCTS</b>	<b>100%</b>
<b>TOILET AND BIN CHECKS</b>	<b>100%</b>
<b>ACKNOWLEDGEMENT OF WRITTEN COMMUNICATION WITHIN 5 DAYS</b>	<b>100%</b>
<b>QUEUING LONGER THAN 5 MINUTES</b>	<b>100%</b>
<b>ACKNOWLEDGEMENT OF VISITORS</b>	<b>100%</b>
<b>UNIFORM/BADGE CHECKS</b>	<b>100%</b>
<b>NUMBER OF COMPLAINTS RESPONDED TO WITHIN 4 WORKING DAYS</b>	<b>100%</b>
<b>98% OR ABOVE OF EXHIBITS IN WORKING ORDER</b>	<b>100%</b>
<b>TO RAISE SCHOOL FIGURES FROM 20% TO 21%</b>	

## **PLANNING FOR THE FUTURE**

**In 2011/12 from customer feedback we will provide and/or investigate the provision of:**

- Improve on number of exhibits working to not go below 98%.
- To maintain Customer Service Excellence.
- Continue to improve and raise standards in the Coffee Shop.
- Continue to develop and promote schools programme, raise numbers from 20% to 21%.
- To continue to develop and promote The Look Out On the Road to schools – increase number of bookings.
- To stay within cost centre budgets cutting down costs and comparing prices.
- To achieve all Health & Safety objectives 2011/12.
- To maintain 100% of written replies within 4 working days at 100%.
- To implement customer focus groups and consultations schedule 2011/12.
- To continue to hold monthly staff meetings and to encourage involvement at all levels on all aspects of the service.
- All staff to report cleaning and maintenance jobs promptly and to pick up litter.
- Up date maintenance schedule.
- Update marketing schedule.
- Maintain OHSAS 18001.
- Produce health and safety schedule of work and meet all health and safety objectives.
- To follow up on all children's accidents and to send "Eric" certificate for bravery.
- To continue to improve the gift shop.
- Maintain Visitor Attraction Quality Assurance Scheme.
- To introduce composting, more recycling and generally going greener.
- To make energy efficiencies – recycling, lighting, waste, solar panels etc.
- To promote toddler days and special needs days.
- To benchmark with other visitor attractions.

# 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**
  - 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**
- ✧ 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 "HELP US TO HELP YOU" FORMS OR SPEAK TO A MEMBER OF STAFF.

**Thank you.**



## THE LOOK OUT DISCOVERY CENTRE



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

The Look Out Discovery Centre has a mission statement explaining our aims:

**“To provide a service that is of the highest quality and giving value for money. The service aims to stimulate interest in science and nature in an educational and enjoyable way, striving for new changing 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.”