

## Life Science Centre

Q2 2024

Mystery Visit  
Report

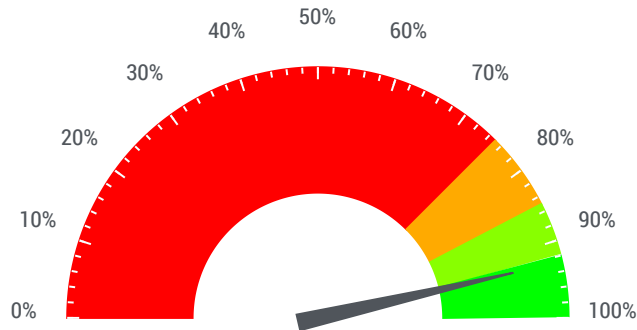
Date of visit: 17<sup>th</sup> June  
Visit type: Family visit

92.8%



YOUR PERFORMANCE:  
**OUTSTANDING**

## SURVEY SCORE



92.8%

## SECTION SUMMARY

		CURRENT	PREVIOUS	DIFF.	
PRE-VISIT	100.0%	100.0%	91.7%	8.3%	✓
ARRIVAL	91.7% 8.3%	91.7%	100.0%	-8.3%	⚠
CORE VISIT EXPERIENC	100.0%	100.0%	100.0%	-	
GUIDED TOUR/ACTIVITY	100.0%	100.0%	100.0%	-	
PRESENTATION AND CLE	100.0%	100.0%	100.0%	-	
TOILETS	100.0%	100.0%	100.0%	-	
CATERING	81.8% 18.2%	81.8%	90.0%	-8.2%	⚠
GIFT SHOP	85.7% 14.3%	85.7%	87.5%	-1.8%	⚠
GENERAL REFLECTIONS	66.7% 33.3%	66.7%	83.3%	-16.7%	⚠
Accessibility	100.0%	100.0%	100.0%	-	
Cleanliness	100.0%	100.0%	100.0%	-	
EPIC Moments	100.0%	100.0%	100.0%	-	
Navigation	80.0% 20.0%	80.0%	100.0%	-20.0%	⚠
Staff	94.9% 5.1%	94.9%	95.8%	-1.0%	⚠
Sustainability	71.4% 28.6%	71.4%	75.0%	-3.6%	⚠

■ SCORED
 ■ MISSING

CURRENT: 2024 - Q2 - MYSTERY VISITS

PREVIOUS: PREVIOUS WAVE (2023 - Q4 - MYSTERY VISITS 1 SURVEY)

## COMPARISONS TO PREVIOUS VISITS

SURVEY TOTAL

92.8% (77/83)

PRE-VISIT		100.0% (7/7)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
1.1 Did a member of staff answer the phone OR phone you back within 10 minutes if it went to voicemail?	My call went to answerphone. Although the site was open at the time of my call, the answerphone message stated that the phone was only answered during office hours, Monday to Friday. It might have been nice to have had my call answered during the weekend since this might be when guests are most likely to visit and to have queries. Opening hours of the site were also provided and this was helpful.	✓	✓	✗	N/A
1.2 Did the member of staff give their name when answering?	My call went to answerphone.	✓	!	✗	N/A
1.3 Were staff able to answer any questions you asked on the phone?	My call went to answerphone.	✓	✓	✗	N/A
1.3.1 Were staff polite and engaging on the phonecall?	My call went to answerphone.			✗	N/A
1.4 Was the website in good working order? MANDATORY PICTURE REQUIREMENT	The website was in good working order. I did not encounter any broken links and the pages loaded quickly. Information appeared to be up-to-date.	✓	✓	✓	1/1
1.5 Was the booking process quick, straightforward and user friendly?	The booking page was simple and quick. The pricing structure was clear.	✓	✓	✓	1/1

1.7 Did you receive an email confirmation of your booking within 1 hour?

I received a confirmation immediately.



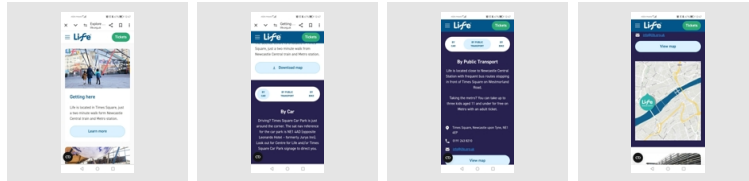
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1.8 Did the website include information on how to get to the site, including postcode and public transport links? MANDATORY PICTURE REQUIREMENT

The website had detailed information about how to get there by car, by public transport and by bike. This was all very helpful and a map was also included. The address and best postcode to use to reach the site was available on the website as well.



1/1

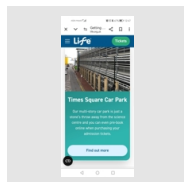


1.9.1 Did the website include information on car parking?

The website provided information about the carpark, which was detailed and helpful.



1/1

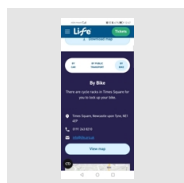


1.9.2 Did the website include information on bike racks/ bike parking?

The website mentioned that bike racks were located close to the site and it provided details for getting to these.



1/1

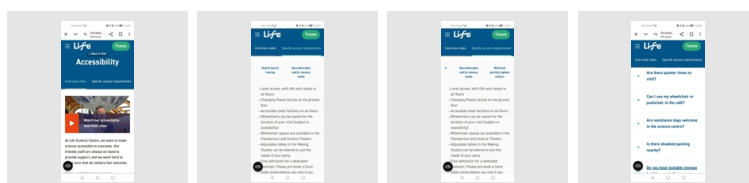


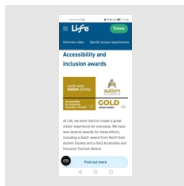
1.10 Did the website include information for people with accessibility requirements?

The Accessibility section of the website was extremely helpful. The site has received several awards for Accessibility. The website provided a video with information, a FAQ section, maps, and contact details for further information. I particularly liked that they provided a video, which felt very reassuring.



1/1





ARRIVAL		91.7% (11/12)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
2.0 Please indicate who you visited with	I visited with my husband and our two year old son.	!	!	!	
2.1 If more than one, which entrance did you use on arrival?	We entered via the main entrance.				N/A
2.2 Was the process of entering the attraction a positive one?	Entering was positive. There was no queue and the building was modern and impressive from the outside.	✓	✓	✓	1/1
2.2.1 Was the process of parking in the car park a positive one (if applicable)?	We did not park in the car park.	✓	✓	✗	N/A
2.3 Did you receive a pro-active, warm welcome from staff/volunteers on arrival?	On arrival, we were greeted by Thomas. He welcomed us and asked if we had a booking. He was professional and polite.	✓	✓	✓	3/3
2.4 Were staff/volunteers able to answer any questions you asked on arrival?	Thomas was able to answer the question we asked with professionalism.	✓	✓	✓	3/3
2.5.1 #1 Question Asked and Reply	We asked Thomas what type of shows and activities were on and he referenced planetarium shows and an activity based show.				

2.6 Did staff/volunteers offer or promote membership/annual pass or equivalent at any point during the visit?

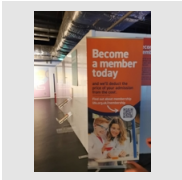
At no time did staff promote the membership to us. We saw some signage about this during our visit.

!

✓

!

0/1



2.7 Did the member of staff ask any questions to establish your relationship with the site, AND then provide information tailored to your response?

Thomas asked if we had visited before and when we said that it was our first visit, he directed us to some signs with information about what to see. He did this in a friendly and genuine way.

!

✓

✓

3/3

2.8 At the start of the visit, did the attraction make it easy to understand what you can see and how to find it? MANDATORY PICTURE REQUIREMENT

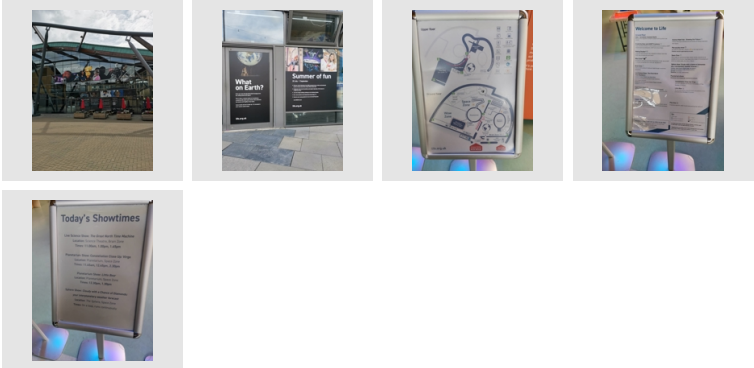
Outside, there was writing on the window to encourage visitors inside, along with pricing information. There was also an A-frame sign posting the cafe. Once inside and past the ticket barrier, there were 4 A4 signs with a map and details of the shows on that day. These were helpful but quite small. It may be worth considering a larger, permanent sign with a map of the site. Because there is so much going on, we found it a little tricky to navigate whilst being confident we were not missing anything. Colour coded zones on a map could be quite helpful.

✓

✓

✓

1/1








CORE VISIT EXPERIENCE		100.0% (17/17)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS

3.0 How busy was the site during your visit?

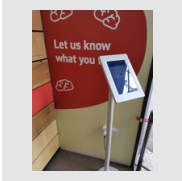
The site was very busy with a few school

✓

groups especially.

3.1.1 Do you feel there was enough information about the subject matter?	The site felt aimed at children and the information felt a little brief for an adult audience but perfect for the main audience, the children. Even if there had been more information to explain why certain interactive exhibits were there, we probably would not have had time to read it with our son running around exploring!	✓	✓	✓	1/1
3.2 Were all written explanations for the content on display easy to read? MANDATORY PICTURE REQUIREMENTS	Signage was well-maintained and well-lit within the open spaces. It was easy to read.	✓	✓	✓	1/1
<div></div> <div></div>					
5.5 Were there any examples of clever ways of communicating information at the venue?	There were lots of clever exhibits to interact with at this site. Our son especially liked the coloured pencils to draw and stick things up on the wall in the play zone upstairs. We also appreciated the QR code system with more activities to try at home.	!	✓	✓	
<div></div> <div></div>					
3.5 Did you feel there were sufficient places to rest if you needed to?	There were seat and table options throughout the site so we never felt short of places to rest. We also noticed an area for eating picnics but this was being used by school groups at the time of our visit.	✓	✓	✓	1/1
<div></div>					
3.6 Did staff/volunteers proactively engage with you personally during the visit OR did you witness proactive engagement with other visitors?	During our visit, Maria proactively engaged with us. We became separated and she remembered which way my husband had gone with my son and provided directions when she saw me looking for them. This was really kind and helpful.	✓	✓	✓	3/3
3.7 Were there staff/volunteers AVAILABLE to answer any questions about the subject matter covered at the attraction?	There were staff available throughout the site for questions. We saw 4 or 5 staff in total	✓	✓	✓	3/3

distributed throughout the exhibition spaces.

3.9 Were the staff/volunteers able to give informative responses to your questions about the subjects covered in the attraction? Or if not, direct you somewhere else for the information?	Maria was able to provide a tailored and comprehensive answer to our question, which we appreciated. She was warm and friendly.	✓	✓	✓	3/3
3.10 Were staff/volunteers child-friendly in their behaviour?	All staff we saw smiled at our son. Maria also interacted directly with him and asked if he was enjoying his visit.	✓	✓	✓	3/3
3.11.1 #1 Question Asked and Reply Received	We asked Maria which bits of the experience were best for children our son's age. She recommended the play zone on level 2 and mentioned it had a soft play area that he might like. Maria was polite and professional.				
3.11.2 #2 Question Asked and Reply Received					N/A
3.12.1 Were all parts of the experience available/in working order on your visit?	We did not see any aspects of the visit that were not fully working.			✓	1/1
3.12.2 Was the site free from any unaddressed health and safety concerns on your visit?	We saw no unaddressed hazards during our visit.			✓	1/1
3.13 Were there any opportunities to provide any feedback on your visit at any point during the experience?	At the exit, there was a sign requesting feedback and a tablet device to do this on.	✓	✓	✓	
					
GUIDED TOUR/ACTIVITY/TALK (IF APPLICABLE)				100.0% (13/13)	



QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
4.1 Did you go on a guided tour/do an activity on this visit?	We visited the planetarium show for under 7 year old during our visited. This was introduced by Jane.	✓	✓	✓	
4.3 Were you able to easily see everything the tour guide/activity leader was talking about?	The arena for the show was well structured so that the ceiling was visible to everyone. Jane spoke over the loud-speaker so it was easy to hear everything she said during the introduction at the start.	✓	✓	✓	1/1
4.4 Did the tour guide/activity leader share information in a clear and engaging way?	Jane introduced the planetarium recording and provided health and safety information. The introduction was very brief and mainly housekeeping. No attempts were made to make it especially engaging. The recording itself was very engaging and our son seemed to enjoy it.	✓	✓	✗	N/A
4.5.1 Was the information on the tour/activity pitched at a level suitable for people with no knowledge/experience of the subject matter?	The show was very suitable for my two year old. It was an animation that he enjoyed about a little bear.	✓	✓	✓	1/1
4.5.2 Did the tour guide/activity leader add variety or different techniques into the tour/activity?	The recording did a good job of telling a story of a little bear who enjoyed star-gazing. The introduction and health and safety briefing delivered by Jane was factual and professional.	✓	✓	✗	N/A
4.5.3 Did the tour guide/activity leader look after visitors/participants' welfare?	The introduction briefing provided health and safety information such as what to do in the event of a fire alarm.	✓	✓	✓	3/3
4.5.7 Did the tour guide/activity leader conduct themselves appropriately throughout?	Jane was professional and welcoming.			✓	3/3
4.5.4 Was the guided tour/activity/talk nicely paced?	Jane introduced the planetarium session at a good pace and the recording commenced. As soon as it finished, she made an announcement to stay seated while she pointed out how to leave the auditorium. The pace was good.	✓	✓	✓	1/1

4.5.5 Was the tour guide/activity leader able to give informative responses to your questions about the subjects covered in the attraction? Or if not, direct you somewhere else for the information?

Jane was able to give an accurate answer to our follow-up question.



3/3

4.5.6.1 Question Asked and Reply Received

We asked how long the longer planetarium session for older children was and Jane advised it was 25 minutes, which was an accurate answer according to the signage.

4.6 Was the transition between the tour/activity/talk and the rest of the site smooth (i.e. you knew clearly what you had to do next, where to go, etc.)?

At the end of the planetarium session, visitors exited via a different entrance back into the free flow of the exhibition space and signage showed where to go next. The transition was smooth.



1/1

PRESENTATION AND CLEANLINESS AT THE ATTRACTION		100.0% (4/4)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS

5.1 Do you feel that the attraction was clean? MANDATORY PICTURE REQUIREMENTS

The attraction felt very clean. We saw no litter and surfaces were clean and free from smears.



1/1

5.2 Was hand sanitiser readily available somewhere within the attraction?

We saw hand sanitiser dispensers by the upstairs toilets and by the exit from the centre.



5.3 Were the hand sanitiser dispensers you used well-stocked at all times?

Both hand sanitiser dispensers were functioning well when we checked.



1/1

6.1 Were all staff/volunteers you came across wearing presentable uniform or clothing?

All staff were wearing presentable clothing with branded items.



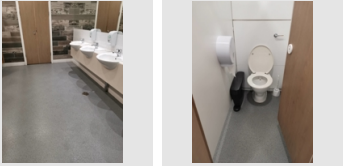

1/1

6.2 Were all staff/volunteers you came across wearing a name badge, with name on view?

All staff we saw were wearing name badges.



1/1

TOILETS		100.0% (4/4)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
7.1 Were the toilets easy to find?	The toilets were well signposted and also featured on the map making them easy to find.	✓	✓	✓	1/1
7.2.1 Were the toilets clean (i.e. free of dirt, dust, unpleasant odour)? MANDATORY PICTURE REQUIREMENTS	The toilets were clean and pleasant smelling. There was very little litter, which was commendable given the footfall through the attraction.	✓	✓	✓	1/1
					
7.2.2 Were the toilets in good condition (i.e. all items functioning well)?	The toilets were functioning well and in good condition.	✓	✓	✓	1/1
7.3 Were all items in the toilets well stocked (i.e. soap dispensers, sufficient toilet paper available etc.)?	Soap and toilet paper was well stocked and hand driers were working.	✓	✓	✓	1/1
GREEN CREDENTIALS		100.0% (2/2)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
8.2 Did the venue do its best to ensure you can recycle your rubbish? MANDATORY PICTURE REQUIREMENT	The venue had several recycling bins. We noticed bins by the picnic area, a paper bin by one of the paper-based activities and further recycling bins within the cafe.	✓	✓	✓	1/1
					

8.4 Were there opportunities to refill water bottles around the venue?

There was a water dispenser with cups in the cafe that could have been used to fill up water bottles.



8.5 Did you see any evidence that suggests that the venue is taking sustainability seriously? MANDATORY PICTURE REQUIREMENT

As well as the water dispenser, there were recycling bins throughout the centre and some items reflecting a sustainable ethos for sale within the shop. The cafe was also selling local produce.



1/1



CATERING		81.8% (9/11)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
9.1 If more than one, please state which café/restaurant you visited	The Times Square Cafe at the exit was open and we visited this.				
9.1.1 Was the café/restaurant part of a chain?	The cafe did not appear to be part of a chain.				
9.2 Was the café/restaurant you went to easy to find?	Thomas pointed out the cafe to us upon arrival and it was also sign-posted with an A-frame from the outside. The exit sign mentioned the cafe also.				1/1
9.3 What time did you visit the café/restaurant?	13:35:00				

9.4.1 Did the attraction do its best to ensure that there was a table available for you as soon as possible?

Several tables were available upon arrival.



1/1

9.5 Were tables generally clean and wiped down? MANDATORY PICTURE REQUIREMENTS

The tables were mostly clean and wiped down. We saw one member of staff during our visit to the cafe and one table was requiring to be cleaned so this felt appropriate.



1/1



9.6 Were the items on the menu and their prices easily visible?

There was an electronic menu board that displayed the food and drink prices one after the other. This was helpful.



1/1

9.8 Was there a varied and appealing range of food on offer for adults? MANDATORY PICTURE REQUIREMENTS

The menu felt varied and of a suitable range. There were hot and cold drinks, sandwiches and salads plus traybakes.



1/1



9.9 Were there easily identifiable menu options available for children?

The drinks menu had Fruit Shoots, juice cartons and milk cartons suitable for children. The sandwiches included simply ham and simply cheddar, both of which would have been suitable for children.



1/1

9.10.1 Were vegan dietary requirements catered for?

It was not clear that vegan main courses would have been provided based on the menu. None of the options listed were vegan. We did see a vegan flapjack as a sweet option.



0/1



9.10.2 Were gluten free dietary requirements catered for?

There was a gluten free chicken salad sandwich available though we did not see a gluten free sweet option.



0/1

9.11 Was there evidence that the venue is sourcing local produce for their food & beverage offering?

The bakery products were locally produced according to a sign above these. The main menu also mentioned that the venue worked with local companies to provide food.



1/1



9.12 Was the staff member serving you friendly and efficient?

Stephanie was friendly and efficient in her service.



1/1


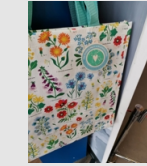
9.13 Were catering staff able to answer questions about the attraction?

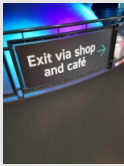
Stephanie was able to answer a question we had about whether there were any shows or events on inside at the time of our visit. She said that there were planetarium shows and she recommended speaking to the entrance desk for further information.



1/1

GIFT SHOP		85.7% (6/7)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
<p>10.2 Was it easy to move around the gift shop and easy to look at the merchandise?</p> <p>MANDATORY PICTURE REQUIREMENTS</p>	<p>The gift shop was very spacious and it was easy to move around. It may have been possible to enhance the shop and to fit in more displays.</p>				1/1
<p>10.4 Were gift shop prices easily visible for all items?</p>	<p>Prices were visible on the items.</p>				1/1
<p>10.5 Was there a varied range of merchandise on offer to cater to different tastes and budgets?</p>	<p>The shop was mainly pitched at children. We saw pens and pencils, souvenirs, toys and games, and a small range of books. However I do believe the selection was not as plentiful as might have been possible in the space available.</p>				1/1

10.6 Were staff members available to help in the gift shop in case visitors had questions?	The ticket desk staff were also overseeing the shop and available to help with queries during our visit.	✓	✓	✓	1/1
10.7 Was there evidence that the venue is selling local products in the gift shop?	We saw no obvious local products in the gift shop. This might be one area for possible improvement especially since the café seemed keen to support local products and that is something that could presumably be equally applied in the shop.	!	!	!	0/1
10.8 Do the items on sale in the shop suggest the site takes sustainability seriously? MANDATORY PICTURE REQUIREMENTS	We saw pencils made from recycled materials and bags made from recycled materials available in the shop.	✓	✓	✓	1/1
<div>   </div>					
10.9 Were staff displaying a friendly and positive attitude?	Staff were friendly and positive during our visit to the centre and this was true during our visit to the shop also.	✓	✓	✓	1/1
10.10 Were gift shop staff able to answer questions about the attraction?	We had already asked Thomas a question on the way into the centre and he was helpful.	✓	✓	✗	N/A
GENERAL REFLECTIONS		66.7% (4/6)			
QUESTION	COMMENT	2023 - Q3 - M...	2023 - Q4 - M...	2024 - Q2 - M...	POINTS
11.1 Did you feel the attraction was easy to navigate?	The site was quite complex and the plan at the entrance was small. We felt this might have benefitted from being bigger and perhaps also being colour coded. We found it difficult to locate the ramp to get onto the second floor. However, once we had gone upstairs, it was easier to get a sense of our bearings and if we were to return, it would be easier to navigate. The signs for the exit from upstairs were helpful.	✓	✓	!	0/1



11.2 Generally, how well did the visit do against your expectations and what would you suggest improving?	Our visit exceeded expectations. We had not really known what to expect but our son really enjoyed himself, especially in the play zone on level two. He also enjoyed the planetarium show, with a really nicely produced animation that mostly held his attention. There was plenty to do and the site was well-maintained.	✓	✓	✓	
11.3 Excluding membership, did any staff members proactively promote/upsell any items available for purchase during your visit?	No items were upsold to us during our visit.	!	!	!	0/1
11.4 Did you see any efforts to encourage visitors to make a donation to the attraction during your visit?	We did not see any signage encouraging visitors to make a donation during our visit.			!	
12.1 ELEVATION: Did you experience something extremely positive or surprising, which will remain with you as a positive memory?	We really liked the planetarium show and this was quite unique to our visit to the site. We will remember it fondly. The animation was well done and based around a little bear, which captured the attention of our two year old. It also offered appeal for adults since it pointed out different constellations in an informative way. Additionally, we also noted that this site was heavily geared at children and families, more so than other places we generally visit but this was a really positive thing for us - it was very family orientated and clearly being enjoyed by young people.	✓	✓	✓	1/1
12.2 PRIDE: Did you feel individually recognised as a valued visitor?	The number of staff available and the friendliness with which staff interacted with us helped us feel individually recognised as visitors. It was busy during our visit, which somewhat detracted from the attention we might otherwise have received but this was flagged in advance on the website as being a possibility during term time on weekdays. Maria especially helped foster this sense when she remembered our party and pointed out which way the other half had gone when we became separated briefly, which was very kind.	✓	✓	✓	1/1
12.3 INSIGHT: Did you experience a sense of discovery or inspiration from learning something new?	The planetarium show captured the imagination of our little one and it was enjoyable for us as adults as well. It inspired us to consider the stars in the night sky that night so it definitely provided a lasting impression. Aside from this, the centre had many fascinating activities and exhibits. We also recalled and spoke about the spaceship display	✓	✓	✓	1/1



and information after our visit, especially the videos because they felt personal.

12.4 CONNECTION: Did you feel a sense of connection at any point during your visit?

The site was possibly just a little too busy to feel considerable connection. We did notice that our two year old interacted really well with another toddler in the play zone, which was very pleasing because he is only just getting to the stage of being able to interact with other children and it felt like the soft play area and square bricks helped encourage this through play.



1/1