



# SERVICE EXCELLENCE REPORT

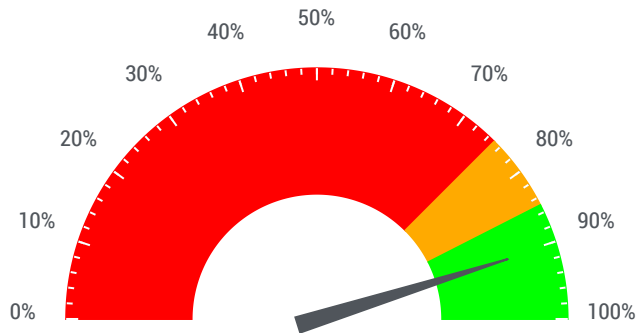
90.3%



YOUR PERFORMANCE:  
**OUTSTANDING**



## SURVEY SCORE



90.3%

## SECTION SUMMARY

		CURRENT	PREVIOUS	DIFF.
PRE-VISIT	100.0%	100.0%	-	-
ARRIVAL	71.4% 28.6%	71.4%	-	-
CORE VISIT EXPERIENC	93.8% 6.2%	93.8%	-	-
GUIDED TOUR/ACTIVITY	100.0%	100.0%	-	-
PRESENTATION AND CLE	75.0% 25.0%	75.0%	-	-
TOILETS	100.0%	100.0%	-	-
GREEN CREDENTIALS	100.0%	100.0%	-	-
CATERING	90.0% 10.0%	90.0%	-	-
GIFT SHOP	87.5% 12.5%	87.5%	-	-
GENERAL REFLECTIONS	83.3% 16.7%	83.3%	-	-
TOTAL	90.3% 9.7%	90.3%	-	-

■ SCORED ■ MISSING

CURRENT: 2023 - Q3 - MYSTERY VISITS  
 PREVIOUS: PREVIOUS WAVE (-)

## QUESTION CATEGORY SUMMARY

		CURRENT	PREVIOUS	DIFF.
NOT IN CATEGORY	95.5% 4.5%	95.5%	-	-
Accessibility	100.0%	100.0%	-	-
Cleanliness	100.0%	100.0%	-	-
EPIC Moments	100.0%	100.0%	-	-
Navigation	100.0%	100.0%	-	-
Staff	87.5% 12.5%	87.5%	-	-
Sustainability	75.0% 25.0%	75.0%	-	-
TOTAL	90.3% 9.7%	90.3%	-	-

■ SCORED ■ MISSING

CURRENT: 2023 - Q3 - MYSTERY VISITS  
 PREVIOUS: PREVIOUS WAVE (-)



## PERFORMANCE BY QUESTION

SECTIONS/QUESTIONS	CURRENT 2023 - Q3 - MYSTERY VISITS	OVERALL
<b>PRE-VISIT</b>	<b>100.0%</b>	<b>100.0%</b>
1.1 Did a member of staff answer the phone within 6 rings?	Yes	100.0%
1.2 Did the member of staff give their name when answering?	Yes	100.0%
1.3 Were staff able to answer any questions you asked on the phone?	Yes	100.0%
1.4 Was the website easy to navigate?	Yes	100.0%
1.5 Was the booking process quick, straightforward and user friendly?	Yes	100.0%
1.7 Did you receive an email confirmation of your booking within 1 hour?	Yes	100.0%
1.8 Did the website or booking confirmation include information on how to get to the site, including postcode and public transport links? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
1.9.1 Did the website or booking confirmation include information on CAR parking?	Yes	100.0%
1.9.2 Did the website or booking confirmation include information on BIKE racks/ BIKE parking? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
1.9.3 Did the website or booking confirmation include information on e-charging points?	No	-
1.10 Did the website or booking confirmation include information for people with accessibility requirements?	Yes	100.0%
<b>! ARRIVAL</b>	<b>71.4%</b>	<b>71.4%</b>
2.0 Please indicate who you visited with	With other people - children in party	-
2.2 Was the process of entering the attraction a positive one?	Yes	100.0%
2.2.1 Was the process of parking in the car park a positive one (if applicable)?	Yes	100.0%
2.3 Did you receive a pro-active, warm welcome from staff/volunteers on arrival?	Yes	100.0%
2.4 Were staff/volunteers able to answer any questions you asked on arrival?	Yes	100.0%
2.6 Did staff/volunteers offer or promote a membership/annual pass/friends scheme or equivalent?	No	0.0%
2.7 Did the member of staff proactively ask you any questions so they could better understand your visit needs?	No	0.0%
2.8 When you walked into the attraction, was there easy-to-find information on what you can see? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
2.9 When you walked into the attraction was it easy to navigate to what you wanted to see?	Yes	100.0%
<b>! CORE VISIT EXPERIENCE</b>	<b>93.8%</b>	<b>93.8%</b>
3.1.1 Do you feel there was the right amount of information about the subject matter?	Yes	100.0%

SECTIONS/QUESTIONS	CURRENT 2023 - Q3 - MYSTERY VISITS	OVERALL
3.2 Were all written explanations for the content on display easy to read? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
5.5 Were there any examples of clever ways of communicating information at the venue?	No	-
3.5 Did you feel there were sufficient places to rest if you needed to?	Yes	100.0%
3.6 Did staff/volunteers proactively engage with you PERSONALLY during the visit?	Yes	100.0%
3.7 Were there staff/volunteers AVAILABLE to answer any questions about the subject matter covered at the attraction?	Yes	100.0%
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?	Yes	100.0%
3.10 Were the staff/volunteers able to give child-friendly responses to your questions?	Yes	100.0%
3.12 Were there any parts of the experience unavailable, OR were there noticeable hazards, OR were you given incorrect information at any point during your visit?	Yes	0.0%
3.13 Were there any opportunities to provide any feedback on your visit at any point during the experience, or afterwards by email?	Yes	-
<b>GUIDED TOUR/ACTIVITY/TALK (IF APPLICABLE)</b>	<b>100.0%</b>	<b>100.0%</b>
4.1 Did you go on a guided tour/do an activity on this visit?	Yes	-
4.3 Were you able to easily see everything the tour guide/activity leader was talking about?	Yes	100.0%
4.4 Did the tour guide/activity leader share information in a clear and engaging way?	Yes	100.0%
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?	Yes	100.0%
4.5.2 Did the tour guide/activity leader add variety or different techniques into the tour/activity?	Yes	100.0%
4.5.3 Did the tour guide/activity leader look after visitors/participants' welfare?	Yes	100.0%
4.5.4 Was the guided tour/activity/talk nicely paced?	Yes	100.0%
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?	Yes	100.0%
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.)?	Yes	100.0%
<b>! PRESENTATION AND CLEANLINESS AT THE ATTRACTION</b>	<b>75.0%</b>	<b>75.0%</b>
5.1 Do you feel that the attraction was clean? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
5.2 Was hand sanitiser readily available in all areas?	Yes	-
5.3 Were the hand sanitiser dispensers you used well-stocked at all times?	Yes	100.0%
6.1 Were all staff/volunteers you came across wearing presentable uniform or clothing?	Yes	100.0%
6.2 Were the staff/volunteers you came across wearing a name badge, with name on view?	No	0.0%
<b>TOILETS</b>	<b>100.0%</b>	<b>100.0%</b>
7.1 Were the toilets easy to find?	Yes	100.0%
7.2.1 Were the toilets clean (i.e. free of dirt, dust, unpleasant odour)? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
7.2.2 Were the toilets in good condition (i.e. all items functioning well)?	Yes	100.0%
7.3 Were all items in the toilets well stocked (i.e. soap dispensers, sufficient toilet paper available etc.)?	Yes	100.0%
<b>GREEN CREDENTIALS</b>	<b>100.0%</b>	<b>100.0%</b>

SECTIONS/QUESTIONS	CURRENT 2023 - Q3 - MYSTERY VISITS	OVERALL
8.2 Were there recycling bins available in or outside the venue? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
8.3 Was it clear what items should be placed in each recycling bin?	Yes	100.0%
8.4 Were there opportunities to refill water bottles around the venue?	No	-
8.5 Did you see any evidence that suggests that the venue is taking sustainability seriously? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
<b>CATERING</b>	<b>90.0%</b>	<b>90.0%</b>
If No Cafe/Restaurant was available, click Not Available. Otherwise, tick Available to continue.	Available	-
9.2 Was the café/restaurant you went to easy to find?	Yes	100.0%
9.4.1 Did the attraction do its best to ensure that there was a table available for you as soon as possible?	Yes	100.0%
9.5 Were tables generally clean and wiped down? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
9.6 Were the items on the menu and their prices easily visible?	Yes	100.0%
9.8 Was there a varied and appealing range of food on offer for adults? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
9.9 Were there easily identifiable menu options available for children?	Yes	100.0%
9.10 Were vegan and gluten free dietary requirements catered for?	No	0.0%
9.11 Was there evidence that the venue is sourcing local produce for their food & beverage offering?	Yes	100.0%
9.12 Was the staff member serving you friendly and efficient?	Yes	100.0%
9.13 Were catering staff able to answer questions about the attraction?	Yes	100.0%
<b>GIFT SHOP</b>	<b>87.5%</b>	<b>87.5%</b>
If No Gift Shop was available, click Not Available. Otherwise, tick Available to continue.	Available	-
10.2 Was it easy to move around the gift shop and easy to look at the merchandise? MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
10.4 Were gift shop prices easily visible for all items?	Yes	100.0%
10.5 Was there a varied range of merchandise on offer to cater to different tastes and budgets?	Yes	100.0%
10.6 Were staff members available to help in the gift shop in case visitors had questions?	Yes	100.0%
10.7 Was there evidence that the venue is selling local products in the gift shop?	No	0.0%
10.8 Were there any items on sale that reflect a positive attitude to sustainability? (e.g. items made from sustainable materials (recyclable, non-synthetic materials for example), reusable bottles etc.) MANDATORY PICTURE REQUIREMENTS	Yes	100.0%
10.9 Were staff displaying a friendly and positive attitude?	Yes	100.0%
10.10 Were gift shop staff able to answer questions about the attraction?	Yes	100.0%
<b>GENERAL REFLECTIONS</b>	<b>83.3%</b>	<b>83.3%</b>
11.1 Did you feel the attraction was easy to navigate?	Yes	100.0%
11.2 Generally, how well did the visit do against your expectations and what would you suggest improving?	Exceeded expectations	-
11.3 Excluding membership, did any staff members proactively promote/upsell any items available for purchase during your visit?	No	0.0%
12.1 ELEVATION: Did you experience something extremely positive or surprising, which will remain with you as a positive memory?	Yes	100.0%

SECTIONS/QUESTIONS	CURRENT 2023 - Q3 - MYSTERY VISITS	OVERALL
12.2 PRIDE: Did you feel individually recognised as a valued visitor?	Yes	100.0%
12.3 INSIGHT: Did you experience a sense of discovery or inspiration from learning something new?	Yes	100.0%
12.4 CONNECTION: Did you feel a sense of connection at any point during your visit?	Yes	100.0%
TOTAL	90.3%	90.3%
<i>i</i> The red exclamation icon denotes those questions that most negatively impact your overall score.		
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## ATTENTION AREAS

MISSING / POSSIBLE

ARRIVAL

4 / 14

CORE VISIT EXPERIENCE

1 / 16

PRESENTATION AND CLEANLINESS AT THE ATTRACTION

1 / 4

Improving your performance on these sections would increase your score for this visit by 6.5%, giving you a total of 96.8%.



**i** The questions displayed above are those for which you received only partial or no credit, and which most negatively impact your overall score. Focusing your attention on these critical areas in the future will help increase your overall scores.





## BVA BDRC Mystery Visits Programme - 2023 - 3

Location: MV220 - Life Science Centre - Life Science Centre International Centre  
for Life Times Square, Newcastle upon Tyne, NU NE1 4EP

Date: 2023-08-23

Time: 10:00

Survey Total: 90.32% (84 / 93)

### PRE-VISIT

100.00% (12 / 12)

### Pre-Visit - Complete section before visit

100.00% (12 / 12)

#### DATE of pre-visit call

2023-08-22

#### TIME of pre-visit call

12:12

#### 1.1 Did a member of staff answer the phone within 6 rings?

Yes 1/1

**Comment:** I reached an automated message initially which detailed the centre and cafe opening times and options to press. Once I selected my option the phone was answered within 3 rings.

#### 1.2 Did the member of staff give their name when answering?

Yes 1/1

**Comment:** The member of staff was named Caitlin and she answered in a friendly manner.

#### 1.3 Were staff able to answer any questions you asked on the phone?

Yes 3/3

**Comment:** The staff member confidently answered my question without hesitation. I asked if there is any parking available at the centre. She told me that the Times Square car park is nearby and this can be pre-paid when booking on their website for £4.80. This she said this allows 5 hours of parking. The ticket can be validated at their centre reception.

#### 1.4 Was the website easy to navigate?

Yes 1/1

**Comment:** From the home page, right through to looking at the other pages of the website such as the events, cafe information, etc., I found it easy to navigate. The website was user-friendly, eye-catching with just enough text and appealing images were used.

### 1.5 Was the booking process quick, straightforward and user friendly?

Yes 1/1

**Comment:** The booking process was simple and easy. It was not at all complicated locating the "Book tickets" link. The pages I encountered required my details but it felt safe and secure. I did not encounter any issues, the process was quick and smooth. I would however have liked to use a PayPal option when completing the payment as although Worldpay is secure, I find PayPal a better option, something I am more comfortable with.

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

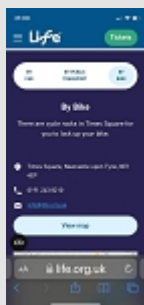
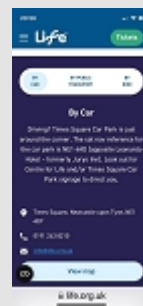
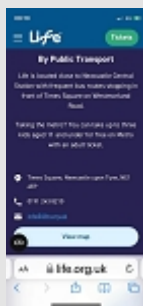
Yes 1/1

**Comment:** The email confirmation was received immediately after payment.

### 1.8 Did the website or booking confirmation include information on how to get to the site, including postcode and public transport links? MANDATORY PICTURE REQUIREMENTS

Yes 1/1

**Comment:** The email confirmation had on it a useful information section at the bottom, which included a "How to get here" button. This took me to their website with a page detailing how to get there by car, public transport and bike, with full address and postcode for both the centre and parking, including a map.



#### 1.9.1 Did the website or booking confirmation include information on CAR parking?

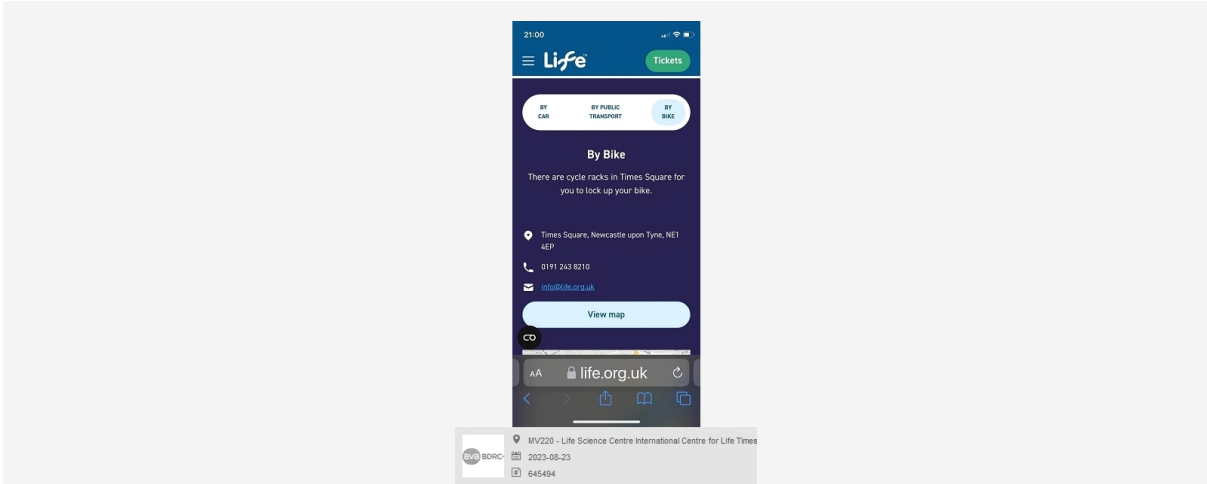
Yes 1/1

**Comment:** Whilst I was navigating the booking process, information was given regarding booking a nearby car park prior. On the booking confirmation, by clicking on the "How to get here" link and then the "by car" section I found details about the Times Square car park, with full address and post code and a map. There is a specific page also on the website "Times Square car park" which has the sat nav reference and where it is located.

1.9.2 Did the website or booking confirmation include information on BIKE racks/ BIKE parking? MANDATORY PICTURE REQUIREMENTS

1/1

**Comment:** The “How to get here” section which I clicked on from the booking confirmation email had a “by bike” section. This provided information on the cycle rack availability in Times Square where you can lock up your bike.



1.9.3 Did the website or booking confirmation include information on e-charging points? No

**Comment:** I searched the website thoroughly page by page and also used the search bar but could not find anything regarding e-charging (electric charging) points. Likewise with the email confirmation.

1.10 Did the website or booking confirmation include information for people with accessibility requirements? Yes 1/1

**Comment:** The booking confirmation email had under the useful information section at the bottom, a button stating “Visitor accessibility”. Upon clicking this button I was taken to a page which offered further information regarding the fact that the centre is accessible to everyone and staff are on hand to support. The page provides information relating to various accessibility needs such as for those who have limited mobility, are deaf, blind or have sensory needs.



ARRIVAL	71.43% (10 / 14)
Arrival	71.43% (10 / 14)

**Visit Date**

2023-08-23

**Time In**

10:00

**2.0 Please indicate who you visited with**

With other people - children in party

**Comment:** I visited with my mother and my niece (8 year old child).

**2.1 If more than one, which entrance did you use on arrival?**

**Comment:** I entered via the main "Times Square" entrance. This is as opposed to the entrance for the cafe which leads directly to the reception area also.

**2.2 Was the process of entering the attraction a positive one?**

**Yes**

1/1

**Comment:** The process of entering was very positive, there was no queue and we were let straight in once we had presented our booking confirmation.

**2.2.1 Was the process of parking in the car park a positive one (if applicable)?**

**Yes**

1/1

**Comment:** The process of parking in the car park was very positive. It has recently been upgraded and very well signed for now. Inside the car park was simple to navigate to the floors available to non-permit holders. The ticket machine was easy to use upon entering.

**2.3 Did you receive a pro-active, warm welcome from staff/volunteers on arrival?**

**Yes**

3/3

**Comment:** The staff member who dealt with us upon arrival was very friendly, welcoming, helpful and professional. As soon as we approached the reception desk she engaged with us by greeting us. The staff member was named Steph.

**2.4 Were staff/volunteers able to answer any questions you asked on arrival?**

**Yes**

3/3

**Comment:** My questions were answered confidently and thoroughly.

**2.5 Please briefly describe in the comment boxes below what question/s you asked and what reply was given to you by the team member.**

**Asking at least one question on arrival is a mandatory requirement. The only valid reason for not asking is if no staff member is present/ available. Only one question is mandatory but if possible, please aim to ask two questions.**

2.5.1 #1 Question Asked and Reply

**Comment:** I first asked what time was the café open? The staff member told me that it's open now until 5pm. She pointed to the café to the right of the reception which was named 'Times Square café'.

2.5.2 #2 Question Asked and Reply

**Comment:** My second question was if there were any tours on this morning? I was pointed to three boards nearby, one which had the times of shows on. She suggested that I take a photo so that I could refer to it.

2.6 Did staff/volunteers offer or promote a membership/annual pass/friends scheme or No 0/1 equivalent?

**Comment:** The membership was not mentioned verbally at all.

2.7 Did the member of staff proactively ask you any questions so they could better understand your visit needs? No 0/3

**Comment:** The member of staff did not ask myself nor my niece or mother any questions at all about of visit.

2.8 When you walked into the attraction, was there easy-to-find information on what you can see? MANDATORY PICTURE REQUIREMENTS Yes 1/1

**Comment:** Right from entering the centre there were ample maps, signage and boards showing where the activities and events were throughout the centre. These were all very helpful for navigation.



**2.9 When you walked into the attraction was it easy to navigate to what you wanted to see?** Yes

1/1

**Comment:** Everything was very well signed for in terms of the different zones to visit and the events hence we found it very easy to navigate.  
Clear signage made it stress-free.

## CORE VISIT EXPERIENCE

93.75% (15 / 16)

### Standard Visit Experience

93.75% (15 / 16)

**This section relates to the whole visit experience - not in the café, shop or on arrival. If the experience is only a guided tour, then please answer these questions in relation to the guided tour unless the question explicitly says not to (e.g. for staff questions). If there is a tour and other collections/experiences, please answer in relation to the experience outside of the guided tour.**

**3.1.1 Do you feel there was the right amount of information about the subject matter?** Yes

1/1

**Comment:** There was just the right amount of information about various topics, with an amazing range of areas covered. There were so many zones to choose from such as the Brain Zone, the Making Studios and the Experiment Zone, all of which were busy and I observed people enjoying themselves thoroughly.

**3.2 Were all written explanations for the content on display easy to read? MANDATORY** Yes

1/1

### PICTURE REQUIREMENTS

**Comment:** All written explanations were in areas with good lighting and visibility. Fonts used were nothing fancy (e.g., sloped, italics, etc.) and were normal and simple to read. Titles stood out as they were in a larger font.



**3.5 Were there any examples of clever ways of communicating information at the venue?** No

**Comment:** I did not identify anything in particular in my view which would be classed as a clever way of communicating information. All communication however was user friendly.

**3.5 Did you feel there were sufficient places to rest if you needed to?****Yes** 1/1

**Comment:** There were ample resting places such as seats placed around the centre, as well as in the cafe where we rested with a drink. In the theatre when watching the talk, this was also a great opportunity to rest.

**3.6 Did staff/volunteers proactively engage with you PERSONALLY during the visit?****Yes** 3/3

**Comment:** Throughout the various zones within the centre, there were a number of staff members who smiled at us and said hello.

**3.7 Were there staff/volunteers AVAILABLE to answer any questions about the subject matter covered at the attraction?****Yes** 3/3

**Comment:** There were staff available throughout.

**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?****Yes** 3/3

**Comment:** All the answers were informative and relevant.

**3.10 Were the staff/volunteers able to give child-friendly responses to your questions?****Yes** 3/3

**Comment:** The staff member said hello to my niece and she seemed to ensure the answers she gave were suitable for the child's age too.

**3.11 Please briefly describe in the comment boxes below what question/s you asked and what reply was given to you by the team member.**

**Asking at least one question during the core visit experience is a mandatory requirement for all assessments (adult and family ones). The only valid reason for not asking is if no staff member is present/ available. Only one question is mandatory but if possible, please aim to ask two questions.**

**3.11.1 #1 Question Asked and Reply Received**

**Comment:** I asked the staff member the age suitability of the Wow zone. She told me that it is suitable for those over the age of 7.

**3.11.2 #2 Question Asked and Reply Received**

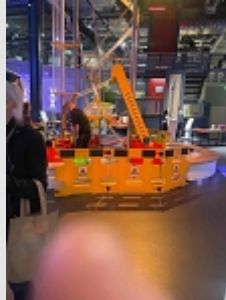
**Comment:** I asked the same staff member how long she thinks we would need for the Space zone. She told me to allow for about an hour or so.

**3.12 Were there any parts of the experience unavailable, OR were there noticeable hazards, OR were you given incorrect information at any point during your visit?**

**Yes**

0/1

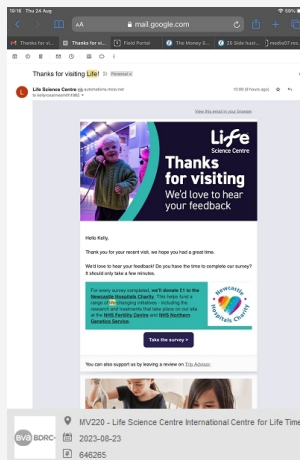
**Comment:** In the Wow Zone, there was an interesting looking machine as per the uploaded image. This was made of various levers and belts. When we approached it, the two staff members there told us it was unavailable as they were in the process of fixing it.



**3.13 Were there any opportunities to provide any feedback on your visit at any point during the experience, or afterwards by email?**

**Yes**

**Comment:** There was a screen on the way out to add feedback but there was a staff member right near to it hence I was unable to discreetly take a photo. I also received a follow-up email for feedback.



**GUIDED TOUR/ACTIVITY/TALK (IF APPLICABLE)**

**100.00% (16 / 16)**

**Guided Tour/ Activity/ Talk**

**100.00% (16 / 16)**

**This section relates solely to the guided tour/activity/talk - if you engaged in one.**

**4.1 Did you go on a guided tour/do an activity on this visit?**

**Yes**

**Comment:** We attended the 11am 'Gross and Glorious Me' live science show.



**4.3 Were you able to easily see everything the tour guide/activity leader was talking about?** Yes 1/1

**Comment:** The show was held in a theatre, with a typical seating setup. We were sat at the front and had a perfect view of the stage where the female staff member was hosting the talk. Had we been seated further back, we still would have seen well.

**4.4 Did the tour guide/activity leader share information in a clear and engaging way?** Yes 3/3

**Comment:** The talk / show was very engaging. The staff member was fun and informative, aiming the talk to both young and old. All information was shared in a clear way. Everyone in the theatre looked like that they were enjoying, including us.

**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?** Yes 1/1

**Comment:** The staff member aimed the information she gave towards everyone, no matter what age and knowledge level. She didn't use any technical terms nor jargon, hence it was easy for everyone to understand.

**4.5.2 Did the tour guide/activity leader add variety or different techniques into the tour/activity?** Yes 3/3

**Comment:** The staff member didn't just talk at the audience. She was engaging and fun, when we all first sat down she said "We are all in a battle zone", in relation to germs. This made everyone laugh and it was extremely informative but fun.

**4.5.3 Did the tour guide/activity leader look after visitors/participants' welfare?** Yes 3/3

**Comment:** The staff member ensured that everyone got up and down the stairs safely. When the show had finished she asked everyone to stay seated for their safety whilst she opened the doors first.

**4.5.4 Was the guided tour/activity/talk nicely paced?** Yes 1/1

**Comment:** The talk took around 25 minutes and was paced well, not at all rushed.

**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?** Yes 3/3

**Comment:** The staff member confidently answered my question in a friendly manner.

**4.5.6 Please briefly describe in the comment boxes below what question you asked and what reply was given to you by the team member.**

**Asking at least one question during the guided tour is a mandatory requirement for all assessments (adult and family ones) - if they allow this. Only one question is needed.**

#### **4.5.6.1 Question Asked and Reply Received**

**Comment:** I asked the staff member if they run this actual show throughout the year. She told me that the shows change regularly throughout the year so that there's always something new and fun to see.

**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.)?** Yes 1/1

**Comment:** The staff member guided everyone out of the theatre and from there it was easy to navigate to where we needed to be.

### **PRESENTATION AND CLEANLINESS AT THE ATTRACTION**

**75.00% (3 / 4)**

#### **Presentation and Cleanliness**

**100.00% (2 / 2)**

**5.1 Do you feel that the attraction was clean? MANDATORY PICTURE REQUIREMENTS** Yes 1/1

**Comment:** Throughout the whole centre it was well-maintained, clean and tidy. I did not identify any issues with cleanliness.

**5.2 Was hand sanitiser readily available in all areas?** Yes

**Comment:** Hand sanitisers were placed all around the centre. I particularly noticed one around the toilet area and near the cafe too.

**5.3 Were the hand sanitiser dispensers you used well-stocked at all times?** Yes 1/1

### **Staff**

**50.00% (1 / 2)**

**6.1 Were all staff/volunteers you came across wearing presentable uniform or clothing?** Yes 1/1

**Comment:** All staff members looked well-presented. Their uniforms looked clean and tidy, as well as professional.

6.2 Were the staff/volunteers you came across wearing a name badge, with name on view? No 0/1

**Comment:** Most of the staff members wore a name badge, however I could not find one on the staff member who hosted the talk in the theatre.

TOILETS	100.00% (4 / 4)
Toilets	100.00% (4 / 4)

It is mandatory to assess the toilets at some point during your visit and take at least 1 picture.

7.1 Were the toilets easy to find? Yes 1/1

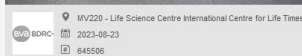
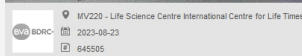
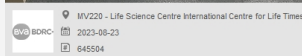
**Comment:** The toilets were well signed for.

**7.2.1 Were the toilets clean (i.e. free of dirt, dust, unpleasant odour)? MANDATORY PICTURE REQUIREMENTS**

**Yes**

1/1

**Comment:** The toilets were well-maintained, clean and tidy. No issues were found with cleanliness.



**7.2.2 Were the toilets in good condition (i.e. all items functioning well)?**

**Yes**

1/1

7.3 Were all items in the toilets well stocked (i.e. soap dispensers, sufficient toilet paper available etc.)?

Yes

1/1

## GREEN CREDENTIALS

100.00% (3 / 3)

## Sustainability

100.00% (3 / 3)

8.2 Were there recycling bins available in or outside the venue? **MANDATORY PICTURE REQUIREMENTS** Yes

1/1

**Comment:** The only recycling bin I could find was in the Times Square cafe. I could not find one anywhere else, nor outside.



8.3 Was it clear what items should be placed in each recycling bin?

Yes

1/1

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

No

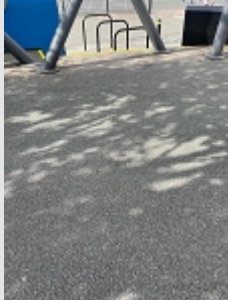
**Comment:** I looked around the centre but could not find anywhere to refill our water bottles. This also applied to within the cafe. When I asked I was told there wasn't this facility available. Water however was available to purchase in the cafe.

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

Yes

1/1

**Comment:** I found that the centre are taking sustainability seriously as I found various examples. There were bike racks just outside of the centre, there was a recycling bin in the cafe and the cups we were served our hot drinks in were recyclable. Within the cafe there were Olivia's Kitchen and the Big River Bakery Company products available, both of which are locally sourced within Newcastle.



### CATERING

90.00% (9 / 10)

### Café/Restaurant

90.00% (9 / 10)

Please visit the site's catering outlet at some point during your visit. If there are multiple cafes, please visit the main one unless otherwise specified in the summary notes.

If No Cafe/Restaurant was available, click Not Available. Otherwise, tick Available Available to continue.

#### 9.1 If more than one, please state which café/restaurant you visited

**Comment:** We visited the Times Square cafe as the other larger one was closed and directed customers to the one we actually visited.

#### 9.2 Was the café/restaurant you went to easy to find?

Yes

1/1

**Comment:** The cafe was very easy to find as it was well signed for, from both inside and outside.

#### 9.3 What time did you visit the café/restaurant?

10:44

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

1/1

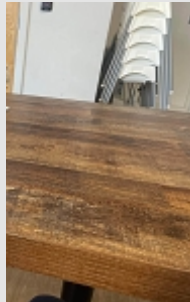
**Comment:** A table was ready for us straight away.

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

Yes

1/1

**Comment:** All tables which I observed were well-maintained, clean and tidy. It was clear to see that the staff members had wiped down the table prior to us getting there.



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

Yes

1/1

**Comment:** Our table did not have a menu on it but there was a menu at the counter which was easy to read and all prices were visible.

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

Yes

1/1

**Comment:** There was lots of delicious items available within the cafe for both adults and children. There were lots of cakes and pastries, as well as sandwiches, wraps and scones. There were meal deals for both adults and children which included items such as the sandwiches, crisps or fruit and a drink. The only reason we didn't eat there is a personal reason, as we prefer lunches such as a salad or a jacket potato and I am vegetarian. However, this menu would be perfect for the majority of people. The drinks we had were Starbucks and they were tasty and hot.



**9.9 Were there easily identifiable menu options available for children?**

**Yes**

1/1

**Comment:** The children's meal deal was on the main menu with sandwiches, pastries, etc.

**9.10 Were vegan and gluten free dietary requirements catered for?**

**No**

0/1

**Comment:** I looked at all food items and also on the menu. The only vegan item I could find was the flapjack. I could not find anything which said it was gluten free. I don't eat meat and there were no pastries which were meat free.

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

**Yes**

1/1

**Comment:** The cafe sold both Olivia's Kitchen sandwiches and the Big River Bakery company pastries. Both of these companies are based in Newcastle.

**9.12 Was the staff member serving you friendly and efficient?**

**Yes**

1/1

**Comment:** The staff member was named Steph (she was at reception when we first came in and the cafe later). She was very friendly, professional and efficient.

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

**Yes**

1/1

**Comment:** I asked the staff member about accessing the site and if it was possible to leave the centre to get something from the car and come back in again. She told me that this was fine, so long as I had my ticket with me.

**GIFT SHOP**

**87.50% (7 / 8)**

**Gift Shop**

**87.50% (7 / 8)**

**If No Gift Shop was available, click Not Available. Otherwise, tick Available to continue.**

**Available**

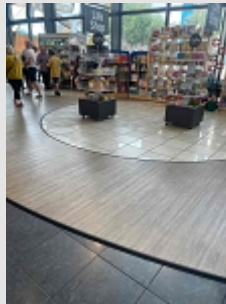


**10.2 Was it easy to move around the gift shop and easy to look at the merchandise?** **Yes**

1/1

**MANDATORY PICTURE REQUIREMENTS**

**Comment:** The gift shop had ample space to move around and even with customers passing by we didn't at any time feel squashed. It was easy to navigate around the gift shop to browse.



**10.4 Were gift shop prices easily visible for all items?**

**Yes**

1/1

**Comment:** Some items had price tags, some items had the prices underneath. We did not need to ask for help with prices.

**10.5 Was there a varied range of merchandise on offer to cater to different tastes and budgets?** **Yes**

1/1

**Comment:** There was a lot available for people with varying budgets. I particularly noticed the items within a pocket money budget. These included fidget toys, bangles, pencil sharpeners and jointed worms to play with. There were more expensive items but still affordable. It was good because they had an adult section which included bags, cups, etc.

**10.6 Were staff members available to help in the gift shop in case visitors had questions?**

**Yes**

1/1

**Comment:** There was one staff member behind the till at the gift shop who was available for customers should they have needed any help.

**10.7 Was there evidence that the venue is selling local products in the gift shop?**

**No**

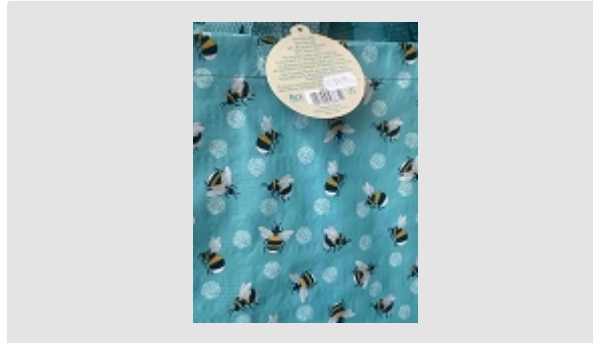
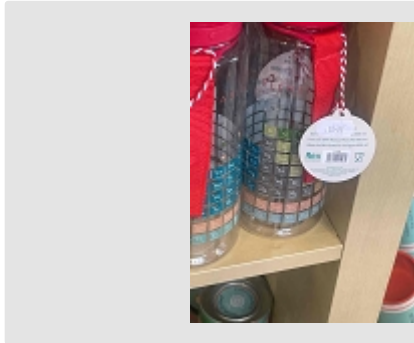
0/1

**Comment:** I looked all around the gift shop but could not find anything which was locally produced.

**10.8 Were there any items on sale that reflect a positive attitude to sustainability? (e.g. Yes items made from sustainable materials (recyclable, non-synthetic materials for example), reusable bottles etc.) MANDATORY PICTURE REQUIREMENTS**

1/1

**Comment:** I found various items which were made from sustainable materials. The bee bag was made from recycled plastic and the bottle was BPA free. It was great to see this.



**10.9 Were staff displaying a friendly and positive attitude?**

**Yes**

1/1

**Comment:** The staff member who served us was friendly, helpful and had a positive attitude. When I asked my question he was enthusiastic.

**10.10 Were gift shop staff able to answer questions about the attraction?**

**Yes**

1/1

**Comment:** I asked the staff member at the gift shop if the planetarium was near to the cafe. He gave us quick directions to get there.

## GENERAL REFLECTIONS

**83.33% (5 / 6)**

### General reflections

**50.00% (1 / 2)**

**11.1 Did you feel the attraction was easy to navigate?**

**Yes**

1/1

**Comment:** I found the site easy to navigate as there was clear signage.

**11.2 Generally, how well did the visit do against your expectations and Exceeded expectations what would you suggest improving?**

**Comment:** We had never visited this centre before and it exceeded our expectations. The centre is so informative and has lots to offer, the staff members were all clearly passionate about the centre and friendly. We learned so much today, both adults and child.

In terms of suggestions and improvements, the only thing I personally would like to see is more vegetarian and healthier options in the cafe.

**11.3 Excluding membership, did any staff members proactively promote/upsell any items available for purchase during your visit?** **No** 0/1

**Comment:** No items were promoted or proactively upsold to us whether that be in the cafe, in the gift shop or elsewhere.

#### Time Out

13:42

### EPIC Moments

100.00% (4 / 4)

**If you mark any of the questions in this section as NO, please aim to provide some suggestions on how the site can improve in order to provide the relevant experience (i.e. what could they have done to make the answer a YES?).**

**12.1 ELEVATION: Did you experience something extremely positive or surprising, which will remain with you as a positive memory?** **Yes** 1/1

**Comment:** The show which was held in the theatre today was positively amazing. This was due to informative and fun content but more importantly, the great staff member who made it that way.

**12.2 PRIDE: Did you feel individually recognised as a valued visitor?** **Yes** 1/1

**Comment:** The staff member at reception when we left made us feel valued as she thanked us for our visit. This made us feel appreciated.

**12.3 INSIGHT: Did you experience a sense of discovery or inspiration from learning something new?** **Yes** 1/1

**Comment:** We learned so much today throughout the whole experience but one thing we will most certainly not forget is the germ talk. We learned how we have eyelash mites and they sleep during the day and wake at night - such a disgusting but fun fact to know!

**12.4 CONNECTION: Did you feel a sense of connection at any point during your visit?** **Yes** 1/1

**Comment:** When we joined the germ talk, we all felt a sense of connection with the other customers, particularly the families as we all laughed together. The staff member got the kids to mix and it was great to see.

Survey Total: 90.32% (84 / 93)