

# VisitEngland Visitor Attraction Quality Scheme 2016

## Commandery

You were visited by Tim Davies on Tuesday 16 August 2016

The following report relates to the recent quality assessment of The Commandery under the Visitor Attraction Quality Scheme. The report details the findings of the assessment, as discussed during the debrief on 16th August 2016 with David Nash.

**This attraction has passed its VisitEngland accreditation.**



	Score awarded	Score possible		Score awarded	Score possible		Score awarded	Score possible
Online presence	3	5	Car park & arrival areas	4	5	Ease of use & visitor flow	4	5
Leaflet / brochure	4	5	The attraction	4	5	Display units, fittings & lighting	4	5
<b>Pre-arrival total</b>	<b>7</b>	<b>10</b>	Toilets	5	5	Presentation of merchandise	4	5
	<b>70%</b>		Catering outlets	5	5	Range & appropriateness of merchandise	5	5
Car park	N/A	0	Retail outlets	5	5	<b>Retail total</b>	<b>17</b>	<b>20</b>
First impressions	3	5	<b>Cleanliness total</b>	<b>23</b>	<b>25</b>		<b>85%</b>	
Layout & entry management	4	5		<b>92%</b>		Appearance of staff	4	5
Visitor information & signage	3	5	Provision, location & layout	4	5	Admissions: customer care	4	5
<b>Arrival total</b>	<b>10</b>	<b>15</b>	Décor & maintenance	5	5	Admissions: efficiency	4	5
	<b>67%</b>		Fixtures & fittings	5	5	Admissions: knowledge	4	5
Layout & visitor flow	3	5	<b>Toilets total</b>	<b>14</b>	<b>15</b>	Guides: customer care	3	5
Range of content	2	5		<b>93%</b>		Guides: efficiency	3	5
Visitor information & signage	2	5	Layout & ease of use	3	5	Guides: knowledge	4	5
Appearance of grounds & gardens	5	5	Ambience & first impressions	4	5	Catering: customer care	4	5
Appearance of buildings	N/A	0	Decoration, furniture & fittings	4	5	Catering: efficiency	4	5
Décor & maintenance	4	5	Food: range & menus	3	5	Catering: knowledge	3	5
Presentation of displays	2	5	Food: quality & presentation	5	5	Retail: customer care	N/A	0
Quality of interpretation (fixed)	3	5	<b>Catering total</b>	<b>19</b>	<b>25</b>	Retail: efficiency	N/A	0
Quality of interpretation (other)	3	5		<b>76%</b>		Retail: knowledge	N/A	0
<b>Attraction total</b>	<b>24</b>	<b>40</b>				<b>Staff total</b>	<b>37</b>	<b>50</b>
	<b>60%</b>						<b>74%</b>	

**You have achieved 151 marks out of a possible 200 marks, which gives a score of 76%**

**KEY: 0 = unacceptable / 1 = poor / 2 = disappointing / 3 = good / 4 = very good / 5 = excellent**

In order to achieve accreditation, the attraction must score at least 60% overall and in all sections, excluding Pre-arrival. Additionally, all individual elements must score 1 (poor) or higher. A sectional or overall score below 60% or an individual element score of 0 (unacceptable) will result in a fail.

# VisitEngland Visitor Attraction Quality Scheme 2016

## Worcestershire County Museum

You were visited by Tim Davies on Tuesday 09 August 2016

The following report relates to the recent quality assessment of Worcestershire County Museum - Hartlebury under the Visitor Attraction Quality Scheme. The report details the findings of the assessment, as discussed during the debrief on 9th August 2016 with Rachel Robinson, Property & Projects Manager.

**This attraction has passed its VisitEngland accreditation.**



	Score awarded	Score possible		Score awarded	Score possible		Score awarded	Score possible
Online presence	4	5	Car park & arrival areas	5	5	Ease of use & visitor flow	4	5
Leaflet / brochure	4	5	The attraction	4	5	Display units, fittings & lighting	4	5
<b>Pre-arrival total</b>	<b>8</b>	<b>10</b>	Toilets	4	5	Presentation of merchandise	5	5
	<b>80%</b>		Catering outlets	4	5	Range & appropriateness of merchandise	5	5
Car park	3	5	Retail outlets	4	5	<b>Retail total</b>	<b>18</b>	<b>20</b>
First impressions	4	5	<b>Cleanliness total</b>	<b>21</b>	<b>25</b>		<b>90%</b>	
Layout & entry management	3	5		<b>84%</b>		Appearance of staff	3	5
Visitor information & signage	3	5	Provision, location & layout	3	5	Admissions: customer care	4	5
<b>Arrival total</b>	<b>13</b>	<b>20</b>	Décor & maintenance	4	5	Admissions: efficiency	4	5
	<b>65%</b>		Fixtures & fittings	4	5	Admissions: knowledge	4	5
Layout & visitor flow	4	5	<b>Toilets total</b>	<b>11</b>	<b>15</b>	Guides: customer care	5	5
Range of content	5	5		<b>73%</b>		Guides: efficiency	5	5
Visitor information & signage	4	5	Layout & ease of use	4	5	Guides: knowledge	4	5
Appearance of grounds & gardens	5	5	Ambience & first impressions	3	5	Catering: customer care	4	5
Appearance of buildings	4	5	Decoration, furniture & fittings	4	5	Catering: efficiency	3	5
Décor & maintenance	4	5	Food: range & menus	4	5	Catering: knowledge	4	5
Presentation of displays	4	5	Food: quality & presentation	3	5	Retail: customer care	N/A	0
Quality of interpretation (fixed)	4	5	<b>Catering total</b>	<b>18</b>	<b>25</b>	Retail: efficiency	N/A	0
Quality of interpretation (other)	4	5		<b>72%</b>		Retail: knowledge	N/A	0
<b>Attraction total</b>	<b>38</b>	<b>45</b>				<b>Staff total</b>	<b>40</b>	<b>50</b>
	<b>84%</b>						<b>80%</b>	

**You have achieved 167 marks out of a possible 210 marks, which gives a score of 80%**

**KEY: 0 = unacceptable / 1 = poor / 2 = disappointing / 3 = good / 4 = very good / 5 = excellent**

In order to achieve accreditation, the attraction must score at least 60% overall and in all sections, excluding Pre-arrival. Additionally, all individual elements must score 1 (poor) or higher. A sectional or overall score below 60% or an individual element score of 0 (unacceptable) will result in a fail.

# VisitEngland Visitor Attraction Quality Scheme 2016

## Worcester City Art Gallery and Museum

You were visited by Tim Davies on Friday 19 August 2016

The following report relates to the recent quality assessment of Worcester City Art Gallery and Museum under the Visitor Attraction Quality Scheme. The report details the findings of the assessment, as discussed during the debrief on 19th August 2016 with Angela Bishop, Museums Business Manager.

**This attraction has passed its VisitEngland accreditation.**



	Score awarded	Score possible		Score awarded	Score possible		Score awarded	Score possible
Online presence	4	5	Car park & arrival areas	4	5	Ease of use & visitor flow	4	5
Leaflet / brochure	5	5	The attraction	4	5	Display units, fittings & lighting	4	5
<b>Pre-arrival total</b>	<b>9</b>	<b>10</b>	Toilets	3	5	Presentation of merchandise	4	5
	<b>90%</b>		Catering outlets	4	5	Range & appropriateness of merchandise	4	5
Car park	N/A	0	Retail outlets	5	5	<b>Retail total</b>	<b>16</b>	<b>20</b>
First impressions	4	5	<b>Cleanliness total</b>	<b>20</b>	<b>25</b>		<b>80%</b>	
Layout & entry management	3	5		<b>80%</b>		Appearance of staff	4	5
Visitor information & signage	3	5	Provision, location & layout	4	5	Admissions: customer care	N/A	0
<b>Arrival total</b>	<b>10</b>	<b>15</b>	Décor & maintenance	3	5	Admissions: efficiency	N/A	0
	<b>67%</b>		Fixtures & fittings	4	5	Admissions: knowledge	N/A	0
Layout & visitor flow	4	5	<b>Toilets total</b>	<b>11</b>	<b>15</b>	Guides: customer care	4	5
Range of content	4	5		<b>73%</b>		Guides: efficiency	4	5
Visitor information & signage	4	5	Layout & ease of use	4	5	Guides: knowledge	4	5
Appearance of grounds & gardens	N/A	0	Ambience & first impressions	4	5	Catering: customer care	5	5
Appearance of buildings	N/A	0	Decoration, furniture & fittings	4	5	Catering: efficiency	5	5
Décor & maintenance	4	5	Food: range & menus	4	5	Catering: knowledge	5	5
Presentation of displays	5	5	Food: quality & presentation	4	5	Retail: customer care	5	5
Quality of interpretation (fixed)	4	5	<b>Catering total</b>	<b>20</b>	<b>25</b>	Retail: efficiency	5	5
Quality of interpretation (other)	4	5		<b>80%</b>		Retail: knowledge	5	5
<b>Attraction total</b>	<b>29</b>	<b>35</b>		<b>80%</b>		<b>Staff total</b>	<b>46</b>	<b>50</b>
	<b>83%</b>						<b>92%</b>	

**You have achieved 161 marks out of a possible 195 marks, which gives a score of 83%**

**KEY: 0 = unacceptable / 1 = poor / 2 = disappointing / 3 = good / 4 = very good / 5 = excellent**

In order to achieve accreditation, the attraction must score at least 60% overall and in all sections, excluding Pre-arrival. Additionally, all individual elements must score 1 (poor) or higher. A sectional or overall score below 60% or an individual element score of 0 (unacceptable) will result in a fail.