

CCSCCS76 SQA Unit Code H8Y7 04

Evaluate the customer, audience or visitor experience of a creative and cultural organisation



Overview

This unit is about evaluating the experience of customers, audiences or visitors to a cultural heritage organisation. It includes identifying methods of measuring whether you are achieving your organisation's overall aims and objectives in areas such as learning, diversity and enjoyment or in activities such as exhibitions or events. In cultural heritage the visitor experience is often central to the success of the organisation and for this reason evaluation of the customer, audience or visitor experience is an important process.

CCSCCS76 SQA Unit Code H8Y7 04

Evaluate the customer, audience or visitor experience of a creative and cultural organisation

Performance criteria

- You must be able to:*
- P1 identify the aims and objectives for the visitor, customer or audience experience, working with colleagues and other stakeholders
 - P2 create an evaluation plan by identifying evaluation methods suitable to the visitor, customer or audiences, objectives to measure success against, time and cost for the evaluation
 - P3 identify the purpose and use of your evaluation and tailor the level of detail accordingly
 - P4 identify whether there is any information already gathered and available to contribute to the evaluation
 - P5 determine whether the evaluation should be conducted internally or by an external specialist
 - P6 identify possible consultants and brief accordingly
 - P7 gather information in line with the methods outlined in your evaluation plan, considering the amount of information required, and frequency of collection
 - P8 analyse and quantify the results of the evaluation, recording them clearly in an appropriate format
 - P9 record findings accurately and clearly in an appropriate format, including qualitative and quantitative data
 - P10 distribute and communicate findings across the organisation and to stakeholders who are interested to inform others work
 - P11 review the suitability of the evaluation methods and make recommendations for further improvements
 - P12 ensure future activities are developed and informed by the results and findings of the evaluation

CCSCCS76 SQA Unit Code H8Y7 04

Evaluate the customer, audience or visitor experience of a creative and cultural organisation

Knowledge and understanding

You need to know and understand:

- K1 the importance of continual evaluation before, during and after
- K2 the organisation's objectives and the project or work area aims
- K3 how to design and plan evaluation for different audiences
- K4 the value of different sources of information
- K5 how to collect information and store data
- K6 the pros and cons of different methodologies of data collection
- K7 how to assess whether an information collection method is suitable and valid
- K8 how to consult with different customers, audiences and visitors
- K9 how to record the results of the evaluation
- K10 how to interpret statistics
- K11 who should be provided with the results of the evaluation and how to present and disseminate information to others
- K12 how to ensure that future activities are informed by results and findings from the evaluation

CCSCCS76 SQA Unit Code H8Y7 04

Evaluate the customer, audience or visitor experience of a creative and cultural organisation

Developed by Creative and Cultural Skills

Version number 1

Date approved December 2009

Indicative review date December 2011

Validity Current

Status Original

Originating organisation Creative and Cultural Skills

Original URN CCS76

Relevant occupations Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Archaeology and archaeological sciences; Functional Managers; Quality and Customer Care Managers; Artistic and Literary Occupations; General; Leisure and Travel Service Occupations; Conservation Associate Professionals

Suite Cultural Heritage

Key words visitors, customers, audiences, cultural heritage
