

Citizens' Panel report June 2011

Background

The Summer 2011 Citizens Panel questionnaire was sent to 2010 Citizens' Panel members. In total 873 people responded, a 44 % response.

The following tables show the responses to each question by the number (frequency) and the percentage of the total responses to that question. Where the question is 'tick all that apply' the percentage is worked out against the Base – the total respondents who could have ticked that question.

Key findings:

- ❑ Bristol Museum and Art Gallery was most visited out of all the Museums and Archives listed, in the past 12 months.
- ❑ Few respondents had visited Bristol Archives, but 34% would consider visiting in the future.
- ❑ Over a third of respondents had visited all of the Museums in the past (over a year ago), but apart from Bristol Museum and Art Gallery, a small percentage had visited in the past 12 months.
- ❑ 45% have visited Colston Hall in the past 12 months. There may be opportunities to promote the other Museums at the more frequently visited venues.
- ❑ **What did you most like about Bristol Museum and Art Gallery?**
Items that came up frequently were the Art gallery, Banksy exhibition, Free, Child Friendly, Egyptian exhibition, Architecture, the Building, Layout, Location, Natural History, Wildlife photographer of the year, variety of exhibitions and the visiting exhibitions.
- ❑ **What one thing would you change about Bristol Museum and Art Gallery?** Many comments said they would not like to change anything. Some would like the Museum to be more interactive, some found the Museum outdated, others mentioned parking and the café.
- ❑ When asked why they had not visited the Bristol Museum and art Gallery in the past 12 months, 18% of respondents felt they did not know enough about Bristol Museum and Art Gallery. 470 Citizens' Panellists requested to sign up to the Museums email bulletin so there is a desire to find out more information about it. These communications could address some of the reasons people have given for not visiting.
The main 'Other' reasons people listed were:
Not enough time/too busy.
Haven't got around to it.
Did not go due to illness or disability.

Felt there was nothing new to see.
Children had grown up.

- ❑ Many panel respondents were active cultural activities outside of Bristol in the past 12 months and over half of the panel had visited Historic houses or formal gardens outside of Bristol. 44% had visited Museums and 37% Art exhibitions.
- ❑ The Panel was most interested in temporary exhibitions on Bristol Local History, International Art exhibitions and Natural Science.
- ❑ They were least interested in Discover the World, and Local community displays and exhibitions.
- ❑ In terms of events, they were most interested in behind the scenes tours and guided tours.
- ❑ **Paying for temporary exhibitions and events:** 13% of respondents do not agree with having to pay for temporary exhibitions and events or would pay nothing. 35% would pay between £1-£3. 31% would pay £5
- ❑ **Perceptions of Museums:** Highest levels of agreement were that Bristol Museums are the best place to discover Bristol's history and treasures and are places to gain new knowledge and insight. However, respondents did not think they were used by everyone.
- ❑ A large proportion of respondents (38%) said they had not had visitors staying overnight with them as part of their holiday. Of the remaining who had visitors, 69% said visiting a Museum or art gallery would be something they might do during their stay.
- ❑ The most common ways to find out what was on in the local area were: Recommended by friends/family, the Bristol Evening Post, and picking up leaflets or brochures. Bristol Evening Post came out as the MAIN way people found out what was going on.
- ❑ Most people go to a Museum of Art Gallery to improve their knowledge and pass the time in an enjoyable way. These also came out as the MAIN reason people would go. Half the panel or more would also go to explore local history and find out what the past was like.

Have you visited or heard of the following museums? If you have not visited and do not intend to visit, please leave blank.

Base 873	Bristol Museum and Art Gallery	Blaise Museum	Red Lodge Museum	Georgian House Museum	Bristol Archives
Have heard of	357 40.9%	367 42.0%	356 40.8%	327 37.5%	304 34.8%
Visited in the past 12 months	454 52.0%	131 15.0%	65 7.4%	52 6.0%	42 4.8%
Visited in the past 5 years	219 25.1%	201 23.0%	128 14.7%	140 16.0%	40 4.6%
Visited over 5 years ago	115 13.2%	162 18.6%	153 17.5%	165 18.9%	36 4.1%
Would consider visiting in future	172 19.7%	200 22.9%	229 26.2%	223 25.5%	299 34.2%

Have you heard of the following?

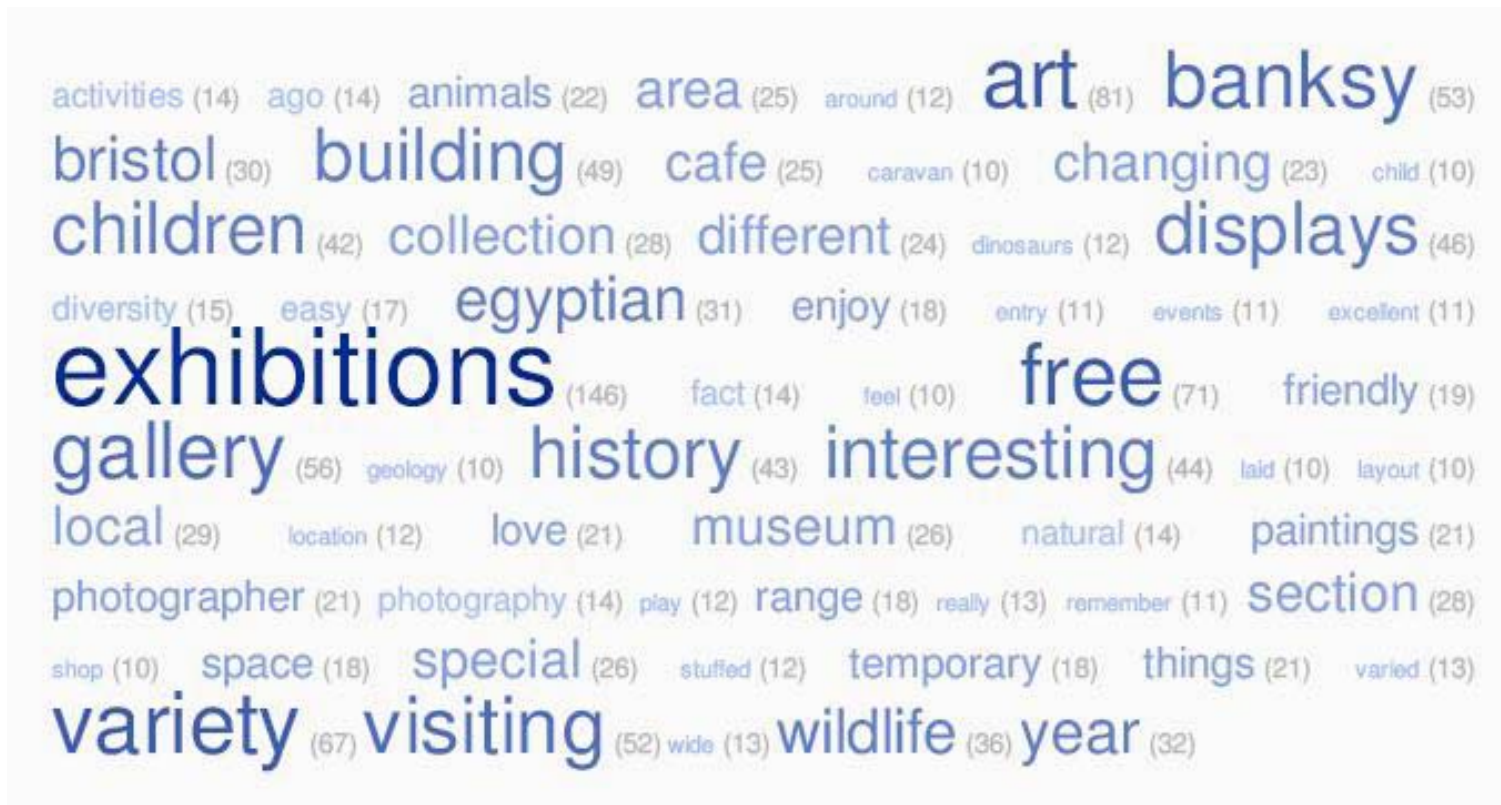
Base 873	The Colston Hall
Have heard of	348 39.9%
Visited in the past 12 months	389 44.6%
Visited in the past 5 years	182 20.8%
Visited over 5 years ago	135 15.5%
Would consider visiting in future	156 17.9%

- ❑ Bristol Museum and Art Gallery was most visited in the past 12 months.
- ❑ Few respondents had visited Bristol Archives, but 34% would consider visiting in the future.
- ❑ Over a third of respondents had visited all of the Museums in the past (over a year ago), but apart from Bristol Museum and Art Gallery, few had visited in the past 12 months.
- ❑ 45% have visited Colston Hall in the past 12 months. There may be opportunities to promote the other Museums at the more frequently visited venues.

If you have visited Bristol Museum and Art Gallery, what did you most like about it?

Items that came up frequently were the Art gallery, Banksy exhibition, Free, Child Friendly, Egyptian exhibition, Architecture, the Building, Layout, Location, Natural History, Wildlife photographer of the year, variety of exhibitions and visiting exhibitions.

You can see all the open ended comments in a separate report.



If you have visited Bristol Museum and art Gallery, what one thing would you most like to change about it?

Many comments said they would not like to change anything. Some comments would like the Museum to be more interactive, some found the Museum outdated, some spoke about parking and the café.

You can see all the open ended comments in a separate report.

Base 369

If you have not visited the Bristol Museum and Art Gallery in the past 12 months, what is your main reason for not visiting?	Frequency	Percent
I'm not interested	50	13.6%
It's not aimed at me	18	4.9%
I don't know enough about it	68	18.4%
I can't get there	28	7.6%
Other	205	55.6%

18% of respondents felt they did not know enough about Bristol Museum and Art Gallery. 470 Citizens' Panellists requested to sign up to the Museums email bulletin so there is a desire to find out more information about it. These communications could address some of the reasons people have given for not visiting.

Other: (You can see all the open ended comments in a separate report.)

The main 'Other' reasons people listed were:

Not enough time/too busy.

Haven't got around to it.

Did not go due to illness or disability.

Felt there was nothing new to see.

Children had grown up.

Base 873

Have you visited any of the following OUTSIDE of Bristol in the past 12 months?	Frequency	Percent
Art exhibition	325	37.2%
Museum	384	44.0%
Historic House or stately home	465	53.3%
Historic site	392	44.9%
Formal or landscaped garden or parks	491	56.2%

Many panel respondents were active cultural activities outside of Bristol in the past 12 months.

Over half of the panel had visited Historic houses or formal gardens outside of Bristol in the past 12 months.

44% had visited Museums and 37% Art exhibitions.

Base 873

What sort of temporary exhibitions would you be most interested in visiting?	Frequency	Percent
Bristol local history	590	67.6%
International Art exhibition e.g. Leonardo da Vinci, Picasso	477	54.6%
Natural science e.g. Wildlife Photographer of the Year, Dinosaurs	439	50.3%
Interactive Science and technology	341	39.1%
Archeology and ancient cultures e.g. Egypt	340	38.9%
Popular culture e.g. Sport, Music, Fashion	326	37.3%
Contemporary Art exhibition	287	32.9%
Discover the World e.g. Africa, Asia, Australasia, Europe	258	29.6%
Local community displays and exhibitions	248	28.4%
Other	20	2.3%
None of these	15	1.7%

Base 873

What sort of events would you be most interested in visiting?	Frequency	Percent
Behind the scenes tours	425	48.7%
Guided tours	376	43.1%
Film screenings	339	38.8%
Meet the expert	305	34.9%
Talks	299	34.2%
Theatre and Dance performances	282	32.3%
Family fun days	245	28.1%
Creative workshops	206	23.6%
None of these	40	4.6%
Other	21	2.4%

The Citizens' Panel were most interested in temporary exhibitions on Bristol Local History, International Art exhibitions and Natural Science. They were least interested in Discover the World, and Local community displays and exhibitions.

In terms of events, the panel were most interested in behind the scenes tours and guided tours.

Base 867

Are you aware that Bristol Museum and Art Gallery, Blaise Museum, Red Lodge Museum, Georgian House Museum, Bristol Archives and M Shed are free to visit?	Frequency	Percent
Yes	705	81.3%
No	162	18.7%

How much would you be prepared to pay for temporary exhibitions or events?

13% of respondents do not agree with having to pay for temporary exhibitions and events or would pay nothing.

35% would pay between £1-£3

31% would pay £5

4.5% would pay £10

4.9% said it would depend on the exhibition or event.

Some respondents would prefer a voluntary donation. Other comments included that BCC council tax payers should not have to pay but people from outside the city should, that they would be prepared to pay an amount but children should be free, there should be concessions for children, students, pensioners and disabled people. Some said there should be family tickets available at a reduced price. Some said that although they understand that some people can afford to pay an entry fee, that when you start looking at taking a family it becomes unaffordable. Some comments respondents said they would be worried this would put people off going, make it elitists and be unfair to people who are less able to afford to pay.

How much would you be prepared to pay for temporary exhibitions or events?

Base 803	Frequency	Percent
Nothing	103	12.8
50p	7	0.9%
£1	61	7.6%
£2	100	12.5%
£2.50	14	1.7%
£3	102	12.7%
£3.50	1	0.1%
£4	23	2.9%
£4.50	1	0.1%
£5	251	31.3%
£6	2	0.2%
£7	5	0.6%
£8	9	1.1%
£9	0	-

£10	36	4.5%
£15	2	0.2%
£20	2	0.2%
Depends on event	39	4.9%
Voluntary donation	5	0.6%
Other	40	5.0%

How likely are you be to visit M Shed?

Base 864	Frequency	Percent
Very likely	515	59.6%
Quite likely	207	24.0%
Neither likely nor unlikely	58	6.7%
Not very likely	40	4.6%
Not at all likely	14	1.6%
Don't know	30	3.5%

84% of respondents are likely to visit M Shed.

Perceptions of museums.

Highest levels of agreement were that Bristol Museums are the best place to discover Bristol's history and treasures and are places to gain new knowledge and insight. However, respondents did not think they were used by everyone.

- ❑ 81% agree they are the best place to discover Bristol's history and treasures
- ❑ 62% agree they are fun for families
- ❑ 56% disagree they are old fashioned, un-changing and out of touch
- ❑ 58% Agree they provide thought provoking and inspirational experiences
- ❑ 63% disagree they don't really care about or understand their audiences
- ❑ 88% agree they are places to gain new knowledge and insight
- ❑ 66% agree they are under used and under rated treasure troves
- ❑ 60% agree they provide a public service of the highest quality
- ❑ 57% agree they improve quality of life for people living, working in and visiting Bristol
- ❑ 54% disagree they are used by everyone in the community
- ❑ Are places that stimulate my own creativity – 39% neither agree or disagree
- ❑ Are places to explore and debate issues that affect people in Bristol today – 36% neither agree or disagree
- ❑ 67% agree they are welcoming and friendly

Bristol museums and Galleries include Bristol Museum and Art Gallery, Blaise Museum, Georgian House Museum, Red Lodge Museum, M Shed and Bristol Archives. Thinking about what you know or perceive of these museums, to what extent do you agree or disagree with the following statements about them?

	Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Are the best place to discover Bristol's history and treasures	852	234	459	117	18	1	23
		27.5%	53.9%	13.7%	2.1%	0.1%	2.7%
Are fun for families	839	99	420	189	47	5	79
		11.8%	50.1%	22.5%	5.6%	0.6%	9.4%
Are old fashioned, un-changing and out of touch	830	11	99	221	348	118	33
		1.3%	11.9%	26.6%	41.9%	14.2%	4.0%
Provide thought provoking and inspirational experiences	841	65	420	252	56	4	44
		7.7%	49.9%	30.0%	6.7%	0.5%	5.2%
Don't really care about or understand their audiences	832	7	51	210	389	135	40
		0.8%	6.1%	25.2%	46.8%	16.2%	4.8%
Are places to gain new knowledge and insight	846	157	583	71	18	2	15
		18.6%	68.9%	8.4%	2.1%	0.2%	1.8%
Are under used and under rated treasure troves	844	141	418	181	48	15	41
		16.7%	49.5%	21.4%	5.7%	1.8%	4.9%
Provide a public service of the highest quality	849	101	405	252	62	6	23
		11.9%	47.7%	29.7%	7.3%	0.7%	2.7%
Improve quality of life for people living, working in and visiting Bristol	851	109	379	239	82	13	29
		12.8%	44.5%	28.1%	9.6%	1.5%	3.4%
Are used by everyone in the community	843	15	90	187	353	100	98
		1.8%	10.7%	22.2%	41.9%	11.9%	11.6%
Are places that stimulate my own creativity	841	57	282	328	120	21	33
		6.8%	33.5%	39.0%	14.3%	2.5%	3.9%
Are places to explore and debate issues that affect people in Bristol today	843	39	309	306	116	26	47
		4.6%	36.7%	36.3%	13.8%	3.1%	5.6%
Are welcoming and friendly	849	93	472	200	37	5	42
		11.0%	55.6%	23.6%	4.4%	0.6%	4.9%

In the past 12 months, how many friends or relatives have stayed overnight with you as part of their holiday?

Base 864	Frequency	Percent
None	327	37.8%
Two	123	14.2%
Four	85	9.8%
Three	79	9.1%
One	60	6.9%
More than Ten	58	6.7%
Six	40	4.6%
Five	31	3.6%
Eight	21	2.4%
Ten	18	2.1%
Seven	14	1.6%
Nine	8	0.9%

A large proportion of respondents (38%) said they had not had visitors staying overnight with them as part of their holiday. Of the remaining who had visitors, 69% said visiting a Museum or art gallery would be something they might do during their stay.

Base 757

Would visiting a museum or art gallery be one of the things they might do during their stay?	Frequency	Percent
Yes	524	69.2%
No	233	30.8%

Base 873

(tick all that apply)

How do you find out what's on in your local area?	Frequency	Percent
Recommended by friends/ family	504	57.7%
Bristol Evening Post	463	53.0%
Pick up leaflets/brochures	421	48.2%
TV	370	42.4%
Banners outside venues	360	41.2%
Council newspaper 'Our City'	348	39.9%
Information received through the post	314	36.0%
Radio	303	34.7%
Banners in the city centre	301	34.5%
Local magazine	282	32.3%
Posters	257	29.4%
Other Local paper	243	27.8%
Museum leaflets	227	26.0%
Other websites	208	23.8%
Receive emails	199	22.8%
National paper	163	18.7%
The council website	162	18.6%
Bus advertising	138	15.8%
Museum websites	104	11.9%
Recommended by child after a school visit	90	10.3%
Tourist information centre	84	9.6%
Facebook	62	7.1%
National magazine	53	6.1%
Other	24	2.7%
Twitter	14	1.6%
None of these	3	0.3%

The most common ways to find out what was on in the local area were: Recommended by friends/family, the Bristol Evening Post, and picking up leaflets or brochures.

Bristol Evening Post came out as the MAIN way people found out what was going on.

Base 873

(tick one)

What is the MAIN way you find out?	Frequency	Percent
Bristol Evening Post	192	22.0%
Local magazine	79	9.0%
Other websites	79	9.0%
Pick up leaflets/brochures	72	8.2%
Recommended by friends/ family	71	8.1%
TV - What is the MAIN way you find out? (tick one)	62	7.1%
Council newspaper 'Our City'	46	5.3%
Radio	42	4.8%
Other Local paper	37	4.2%
Receive emails	29	3.3%
National paper	28	3.2%
The council website	28	3.2%
Museum websites	23	2.6%
Banners outside venues	20	2.3%
Information received through the post	19	2.2%
Banners in the city centre	19	2.2%
Posters	13	1.5%
Tourist information centre	12	1.4%
Facebook	10	1.1%
Museum leaflets	9	1.0%
Other	8	0.9%
None of these	6	0.7%
Bus advertising	5	0.6%
National magazine	4	0.5%
Recommended by child after a school visit	4	0.5%
Twitter	2	0.2%

Base 873

(tick all that apply)

Reasons I would go to a museum or art exhibition	Frequency	Percent
To improve my own knowledge	609	69.8%
It is an enjoyable way to pass the time	553	63.3%
To explore local history	525	60.1%
To experience what the past was like	437	50.1%
To see beautiful things in an attractive setting	429	49.1%
To see fascinating, awe inspiring things	408	46.7%
To go to a major attraction in the region	403	46.2%
I am interested in buildings and architecture	400	45.8%
It is a nice place to spend time with friends and family	387	44.3%
I have a personal interest in the subject	343	39.3%
To encourage children's interest in art/history/culture	326	37.3%
For peaceful, quiet contemplation	323	37.0%
To get a better understanding of other people/cultures/insight into artist's mind	298	34.1%
To be reminded of what life was like when I was younger	275	31.5%
To stimulate my own creativity	229	26.2%
To visit the cafe	206	23.6%
To visit the shop	136	15.6%
To have an emotionally moving experience	117	13.4%
For a strong sense of personal connection or identity	116	13.3%

Most people go to a Museum of Art Gallery to improve their knowledge and pass the time in an enjoyable way. These also came out as the MAIN reason people would go.

Half the panel or more would also go to explore local history and find out what the past was like.

Base 873

(tick one)

What is the MAIN reason you would go?	Frequency	Percent
It is an enjoyable way to pass the time	152	17.4%
To improve my own knowledge	119	13.6%
It is a nice place to spend time with friends and family	95	10.9%
To encourage children's interest in art/history/culture	78	8.9%
To explore local history	74	8.5%
To go to a major attraction in the region	63	7.2%
To see fascinating, awe inspiring things	60	6.9%
I have a personal interest in the subject	49	5.6%
To experience what the past was like	36	4.1%
To see beautiful things in an attractive setting	34	3.9%
To get a better understanding of other people/cultures/insight into artist's mind	28	3.2%
For peaceful, quiet contemplation	27	3.1%
I am interested in buildings and architecture	23	2.6%
To stimulate my own creativity	23	2.6%
To be reminded of what life was like when I was younger	21	2.4%
I have an academic/professional interest in the subject	13	1.5%
For a strong sense of personal connection or identity	10	1.1%
To have an emotionally moving experience	9	1.0%
To visit the shop	8	0.9%
To visit the cafe	7	0.8%

Demographics of respondents:

Ethnicity Base: 826	Frequency	Percent
White British	756	91.5%
White Irish	11	1.3%
White Polish	4	0.5%
Any other white background	14	1.7%
Black or other minority ethnic group	41	4.9%

Sexual orientation Base: 753	Frequency	Percent
Lesbian, Gay, Bisexual	20	2.7%
Heterosexual	733	97.3%
Prefer not to say	-	-

Base: 868	Frequency	Percent
Long term illness or disability	48	5.5%

Gender Base: 868	Frequency	Percent
Male	411	47.4%
Female	457	52.6%

Age Group Base: 868	Frequency	Percent
16 - 19	1	0.1%
20 - 24	35	4.0%
25 - 34	80	9.2%
35 - 44	137	15.8%
45 - 54	210	24.2%
55 - 64	211	24.3%
65 - 74	131	15.1%
75+	63	7.3%

Ward. Base: 831	Frequency	Percent
Ashley	30	3.6%
Avonmouth	25	3.0%
Bedminster	26	3.1%
Bishopston	22	2.6%
Bishopsworth	27	3.2%
Brislington East	23	2.8%
Brislington West	-	-
Cabot	31	3.7%
Clifton	24	2.9%
Clifton East	23	2.8%
Cotham	25	3.0%
Easton	27	3.2%
Eastville	34	4.1%
Filwood	11	1.3%
Frome Vale	26	3.1%
Hartcliffe	18	2.2%
Henbury	17	2.0%
Hengrove	25	3.0%
Henleaze	28	3.4%
Hillfields	24	2.9%
Horfield	29	3.5%
Kingsweston	31	3.7%
Knowle	26	3.1%
Lawrence Hill	12	1.4%

Lockleaze	14	1.7%
Redland	28	3.4%
St George East	37	4.5%
St George West	32	3.9%
Southmead	12	1.4%
Southville	22	2.6%
Stockwood	25	3.0%
Stoke Bishop	20	2.4%
Westbury on Trym	21	2.5%
Whitchurch Park	22	2.6%
Windmill Hill	34	4.1%