



Visit Wales  
Croeso Cymru

# Visitor Attractions

## Self-Assessment toolkit



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

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# Introduction

## The best way to use the self-assessment toolkit

Like the Core Criteria and Quality Guidance Booklet (CCQGB), these self-assessment questionnaires are one of a number of tools from VisitWales that can be used to help enhance quality and lead to the adoption of best practice measures within the attractions sector.

The questions seem relatively simple and straightforward – but the answers are not necessarily so! This is where the CCQGB can help. The 'toolkit' is designed so that both pieces of print are used in conjunction with each other. You may consider, for example, that signs in your car park are well positioned, *but does the visitor?* What the CCQGB does is expand on the areas in question with suggestions of actions that impact on the *quality of the visitor experience*. These suggestions, along with your own ideas could feature in your comments. All the examples in the CCQGB are taken from the industry and operators have introduced them to enhance overall quality.

Attractions are very diverse – ranging from pure fun to high culture. What works for one operator may not be appropriate for another. You will find a box to mark 'Done' or 'Not Applicable'. Where an attraction does not have, for example, catering or only minimal facilities, N/A will feature. The best way to complete most of the self-assessment is during a walkabout, follow the routes your visitors will.

## Next steps


The guidance in the CCQGB is neither exhaustive nor definitive and it complements a much more comprehensive level of information and feedback that comes from a VAQAS assessment. Many attractions use the service to help to continually develop their quality. Most attractions regard at least part of what they offer as 'unique'. It may be different – but is it distinctive? The best overall quality usually is.

The best quality of visitor experience is the aim of all well run attractions as it helps to generate repeat and referral visits. VAQAS can help you achieve this.

# 1. Pre-Arrival

Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 1.1 Telephone Enquiries
- 1.2 Leaflet, Brochure and Website Content, Accuracy and Clarity

<b>1.1 Telephone Enquiries</b>	<b>Done N/A</b>	<b>Action / Comments</b>
<b>1.1.1 Live Calls</b>		
Calls answered with attraction name?		
More expansive answers provided?		
Advice given proactively (e.g. special events / facilities)?		
Staff familiar with attraction, facilities and directions?		
Directions simple to follow?		
 Advice on accessibility available?		
<b>1.1.2 Recorded Calls</b>		
Recorded information lines clear and audible?		
Basic details (FAQ's) given?		
Contact details for further advice given?		
Website address given?		
Directions simple to follow?		
Interactive recorded information lines easy to use?		
Able to return to main menu after each option?		
Able to leave a message?		

1.2 Leaflet, Brochure & Website Content, Accuracy & Clarity	Done N/A	Action / Comments
<b>1.2.1 Leaflet</b>		
Professionally produced?		
Manageable size and easy to use?		
Clear and readable?		
Images reflect style of attraction?		
Pertinent information provided (e.g. opening times, seasonal variations, events)?		
Contact details provided (telephone, website and e-mail)?		
Other useful information provided (as detailed in CCQGB)?		
Directions / maps simple to follow?		
Any limitations / restrictions explained?		
Public transport and other sustainable transport details provided ?		
 Easy to read for those with impaired vision?		
 Is Access Statement available?		
<b>1.2.2 Website</b>		
Website easy to navigate?		
Information clear, relevant and up to date?		
Site enhanced with photographs etc.?		
Photographs captioned?		
Relevant links to other internet sites provided (e.g. special interest, transport / travel etc.)?		

## 1.2 *Continued*

Done  
N/A

## Action / Comments

Directions / maps simple to follow?

All facilities described (e.g. catering, retailing etc.)?

Group and special interest information provided?

Additional useful information provided  
(e.g. PR, webcam, etc.)?

Contact details provided (telephone and e-mail)?

Download times considered?

Is access statement included?



Standard road colours used on all maps  
Car parks and drop off points for  
Disabled visitors could also be shown?




## 2. Arrival

Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 2.1 Initial Signage
- 2.2 Appearance of Initial Grounds and Buildings
- 2.3 Car Park
- 2.4 Layout and Maintenance of the Entrance
- 2.5 Welcome, Efficiency and Appearance of Staff
- 2.6 Visitor Information
- 2.7 Cleanliness

2.1 Initial Signage	Done N/A	Action / Comments
Directional signs effectively located?		
Distance to entry?		
Initial signs well positioned and easy to read?		
Signs well maintained?		
Uniform design?		
All prices clearly displayed? Age limits for concessionary prices given and all ticket criteria clearly defined?		
Additional, useful information provided?		
Foreign languages provided?		
Type of initial signs effective (e.g. finger post, orientation board etc.)?		
'You are Here' on orientation boards?		
Does all signage provide a "positive" impression?		
 Drop off points signed and all signage clear and legible for all visitors?		



2.2 Appearance of <i>Initial</i> Grounds & Buildings	Done N/A	Action / Comments
Grounds well maintained?		
Driveways and paths suitably surfaced and well maintained?		
Route to entrance obvious?		
Work areas effectively screened?		
First impressions enhanced with hard and soft landscaping?		
Initial buildings provide positive first impression (e.g. ticket kiosks etc.)?		
Wild areas managed?		
 Suitable paths for disabled visitors; highlight steep areas and steps?		

2.3 Car Park	Done N/A	Action / Comments
Suitable for size of attraction?		
Surface consistent?		
Easy manoeuvring?		
Landscaping to add interest and/or indicate parking areas?		
Signs well positioned and not obscured?		
Obvious parking bays (may be multi-spaced)?		
Calming measures effective?		
Cycle racks provided?		
Coach drop-off suitably located?		
Separate coach parking?		

Overspill parking available?

Parking managed?

Safe pedestrian flow (e.g. crossings, shuttle buses etc.)?



Spaces for disabled visitors suitably located, designed and signed?

## 2.4

### Layout & Maintenance of the *(Pedestrian)* Entrance

Done  
N/A

### Action / Comments

Entrance well maintained?

Easy visitor flow (including push chairs and wheelchairs etc.)?

Counter at suitable height?

Seating provided?

Visitor flow managed?

Entrance neat and tidy?

Suitable provision made for dogs and service dogs policy shown?

## 2.5

### Welcome, Efficiency & Appearance of Staff *(on arrival)*

Done  
N/A

### Action / Comments

Staff easily identifiable?

Staff neat and tidy?

Staffing levels sufficient?

Staff able to operate all equipment?

If entrance temporarily unmanned or dual purpose (eg shared with shop), staff easily summoned?


Staff familiar with attraction?

Staff familiar with special offers, events etc.?

Additional advice offered to visitors (eg demonstrations, next talk etc.)?



Staff trained to anticipate and recognise all visitor needs effectively?


2.6 Visitor Information (on arrival)	Done N/A	Action / Comments
Additional hand-held information available?		
Printed material of uniform style?		
Symbols used in print to indicate facilities?		
 Choice of information available to meet different markets (eg kids trail etc.)? Large print versions available?		
Information of use of audio guides efficient?		
Leaflet information points tidy and accessible?		

2.7 Cleanliness	Done N/A	Action / Comments
Entrance clean and tidy at all times?		
Regular litter sweep policy in place?		
Suitable bins provided? Recycling bins provided?		

# 3. Attraction

Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 3.1 Layout
- 3.2 Range and Quality of General Signage
- 3.3 Appearance of Grounds and Buildings
- 3.4 Range of Content
- 3.5 Quality of Presentation
- 3.6 Quality of Interpretation
- 3.7 Appearance, Attitude and Knowledge of Staff
- 3.8 Other Areas
- 3.9 Cleanliness

3.1 Layout	Done N/A	Action / Comments
Visitor flow logical or directed?		
Facilities (eg catering, WC's) conveniently located?		
Effective queue management in busier areas (eg timed tickets)?		
Effective visitor flow through exhibits?		
Visitor flow managed (to reduce effect of pinch points)?		
Special trails / routes way marked (distance and duration)?		
Seating areas provided?		
Avoid pinchpoints and manage visitor flows, allow sufficient space in resource areas?		
 Wheelchair friendly routes highlighted?		

**3.2 Range & Quality of General Signage**  
*different from interpretative signage*

**Done / Action / Comments**

Effective signage provided (eg clear sight lines, positioning, style etc)?  
consider Addition of an orientation plan to complement other signage?

Times of special events clearly displayed?

Signs of uniform design?

Temporary signs of suitable style?



Signs easy to read and well maintained?



Signs easy to see from a seated position?

Symbols used to aid understanding?

Meeting point provided?

Foreign languages used?

Sequential flow easy to follow?



Style, colour and font sizes easy to read by all visitors?

**3.3 Appearance of Grounds & Buildings**  
*within attraction*

**Done / Action / Comments**

Grounds well maintained?

Paths suitably surfaced?

Buildings well maintained?

Developmental areas interpreted?

Works areas effectively screened?

Seating areas provided?

Conservation areas interpreted as such?

Grounds enhanced with soft and hard landscaping?



Areas developed to allow access for disabled visitors with suitable paths? Seating design suitable for elderly and less able visitors?

3.4 Range of Content	Done N/A	Action / Comments
Relevant and within context of attraction?		
Comprehensive enough to reflect subject?		
Content authentic?		
Relationship between exhibits explained and illustrated?		
3.5 Quality of Presentation	Done N/A	Action / Comments
3.5.1 Room Settings		
Settings enlivened with display 'extras' (eg writing equipment on a bureau etc.)?		
Lighting levels effective to see exhibits?		
Low lighting levels for conservation reasons explained?		
Clear sight lines?		
3.5.2 Display Cases		
Cases well maintained?		
Contents easy to view by all visitors? Use of step ups? Mirrors and turntables to reveal hidden details?		
Easy to link interpretation with exhibits (see examples in CCQGB)?		
3.5.3 Static Information		
Size and location - easy to see by all users?		
Style and design - easy to read by all users?		
Format – easy to use?		
Labels in cases at suitable height, angle and font style, size, and colour?		
 Items placed at suitable height for wheelchair users, use of clear fonts for visually impaired visitors?		

### 3.5.4 Hand Held Information

Interpretation meets needs of *all* visitors?

Information clear and legible?

Where there is a sequential order  
is information numbered?

Suitable holders for information sheets provided?  
Information folders easy to use and seat and tables  
provided where needed?

Guidebooks available and promoted ?

If guidebooks intended for interpretation,  
are they easy to use?

Material/medium durable?



All materials clearly legible with suitable  
font styles, colours, sizes?

### 3.5.5 Audio Visual & Audio Equipment

Equipment of high quality?

Running times of presentations displayed?

If subtitles used, clearly visible?

Easy and comfortable to watch?

Audio guides with simple ease of use  
and easy operating instructions?

Use of headphones, sound hoods  
to prevent sound spills?



Allow space for wheelchair users,  
hearing loops available?

### 3.5.6 Touch Screen and Computers

Set at comfortable height? Seating for 2 users, slave  
screens provided for larger audience?

Operating instructions provided?

Equipment versatile  
(e.g. links to related topics, expansive)?

Computers can offer monitored web  
access for additional information?

**3.5.7 Cut-Away Sections, Interior Views**

Interior well illuminated?

Clear sight lines?

**3.5.8/9 Tableaux, Re-Constructions, Dioramas & Models**

Lighting effective?

Presentation realistic?

Use of cutaway sections and animation?

**3.5.10 Cages and Enclosures**

Enclosures suitably landscaped?

Any vantage viewing points?

Greater access to small animals if appropriate, indication of where animal may be located?

**3.5.11 Living Reconstructions, Live Demonstrations & Interaction**

Appearance and authenticity enhanced with costumes, accessories or working apparatus?

Good viewing points?

Complementary information boards provided?

Clear sound?

Times of other events advertised?

Interactivity to increase enjoyment, engagement and understanding?



<b>3.5.12 Cleanliness and Maintenance</b>		
Regular and effective cleaning schedule in place?		
Attention to windblown litter and litter trap areas. Staff encouraged to collect any litter as they see it?		
Regular and effective maintenance schedule in place?		
Interactive displays well maintained?		
If items not working, signage provided?		

<b>3.6 Quality Of Interpretation</b>	<b>Done N/A</b>	<b>Action / Comments</b>
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<b>3.6.1 Visual Interpretation</b>		
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<b>3.6.1.1 Signs and Panels</b>		
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Information relevant (factual or opinion)?		
Sufficient depth of information?		
Different levels of interpretation?		
Sequential panels numbered?		
Interpretation meeting needs of different visitors (e.g. foreign languages etc.)?		
Flexibility of information (e.g. use of whiteboards etc)?		
Viewpoints enhanced with identification charts?		
Numbered key panels accurate?		
If exhibits removed sign provided?		
Provide linked detailed interpretation in folders if labelling is succinct?		
Interpretation enhanced with diagrams (eg plans, cutaways, silhouettes etc.)?		

### 3.6.1.2 Hand Held Information

Guidebooks offering differing levels of interpretation?

Orientation plan provided?

Plan correctly orientated?

Contents page/reference key provided?

Key provided on plans?

Use of laminated sheets, bats or room folders?

Other hand held interpretation available  
(e.g. garden guides, nature trail etc.)?

Trail leaflets indicate distances or scale,  
colour coded trails clearly shown?

### 3.6.1.3 Models

Suitable size?

If cutaway, effectively coloured?

### 3.6.1.4 Tableaux, Dioramas, Re- Constructions & Authentic Settings

Attention to detail for authenticity?

Use of all senses (e.g. heat, smell, sound etc.)?

### 3.6.1.5 Demonstrations

Live demonstrations provided?

Commentary provided?

Use of anecdotes / personal insight  
to enhance interpretation?

Times and locations clearly advertised, visitor participation  
encouraged?

<b>3.6.2 Audio Interpretation</b>		
<b>3.6.2.1 Live Commentary</b>		
Live commentary provided?		
Commentator expert in own field?		
Delivery animated?		
Staff training provided?		
Advice given on other talks / demonstrations?		
Delivery pitched at right level?		
Costumed 'commentators' deliver effective performance?		
<b>3.6.2.2 Recordings – Portable</b>		
Sound clear?		
Volume controls?		
Foreign languages available?		
Audio enhanced with effects (e.g. stereo, background sounds, voice variation, music etc.)?		
<b>3.6.2.3 Recordings – Fixed</b>		
Sound clear?		
Any competing sounds/ambient noises avoided/minimised?		
Information authentic, relevant and sufficiently comprehensive?		
Commentary engaging?		
Audio points titled, described and running time shown?		

	Recording resets automatically?		
	Information on 'yesterday's witness'?		
	Sound loops installed / provided?		
	On audio visual presentations, special effects used (e.g. surround sound, stereo sound)?		
	Use of induction loops, subtitles used to avoid sound spillage?		
<b>3.6.3</b>	<b>Tactile Interpretation</b>		
	Tactile or hands-on interpretation provided?		
	Complementary interpretation provided (eg demonstrator, panels etc.)?		
	Tactile interpretation for visually impaired visitor including Braille?		
<b>3.6.4</b>	<b>Smell, Taste &amp; Sensation</b>		
	Smell, taste, temperature used to provide interpretation?		
<b>3.6.5</b>	<b>Creative Participation</b>		
	Creative participation provided (see CCQGB and Case Studies)?		
<b>3.7</b>	<b>Appearance, Attitude &amp; Knowledge of Staff</b>	<b>Done N/A</b>	<b>Action / Comments</b>
	Staff easily identifiable?		
	Staff neat and tidy?		
	Staff able to deal with all queries (equipped with information)?		
	Good knowledge of attraction?		
	Staff trained to anticipate and recognise all visitor needs effectively?		

3.8 Other Areas		Done N/A	Action / Comments
<b>3.8.1</b>	<b>Picnic Areas</b>		
	Conveniently located (indoor/outdoors)?		
	Furniture well maintained?		
	Needs of disabled visitors considered?		
	Grassed areas maintained?		
	Suitable refuse bins provided?		
	Regular litter sweeps?		
	Picnic tables accessible for wheelchair users?		
<b>3.8.2</b>	<b>Play Areas</b>		
	Conveniently and appropriately located?		
	Sufficient range of equipment?		
	Equipment all well maintained and safe?		
	Fencing and gates as appropriate?		
	Surface suitable?		
	Suitable refuse bins provided?		
	Regular litter sweeps?		
3.9 Cleanliness		Done N/A	Action / Comments
	Adequate frequency of cleaning, including prior to opening?		
	Cleaning effective, including wet waste (see CCQGB)?		
	Suitable refuse bins provided?		
	'Hidden' areas (eg refuse areas) effectively screened?		

# 4. Toilets

Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 4.1 Layout and Design
- 4.2 Fixtures and Fittings
- 4.3 Maintenance and Cleanliness


4.1 Layout & Design	Done N/A	Action / Comments
Design allows for easy use? Family friendly where appropriate with low level fixtures or step-ups?		
Lighting appropriately positioned?		
Baby changing available to both sexes? Adequate space for push chairs?		
 Facilities for disabled visitors suitably designed?		
4.2 Fixtures & Fittings	Done N/A	Action / Comments
Fixtures matching and of high quality?		
Good range of fixtures provided, including hooks in cubicles and waste and sanitary disposal bins?		
Hygienic, secure surface for baby changing?		
Suitable range of fixtures provided in baby changing rooms (see CCQGB)?		
4.3 Maintenance & Cleanliness	Done N/A	Action / Comments
Design and maintenance allows for easy cleaning?		
Attention to detail (above/below eye level)? Cleaning schedules displayed and updated?		
Well ventilated?		
Additional touches such as plants, flowers and pictures where appropriate?		

# 5. Catering


Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 5.1 Layout and Design
- 5.2 Range, Presentation and Quality of Food
- 5.3 Appearance, Attitude and Efficiency of Staff
- 5.4 Maintenance and Cleanliness

5.1 Layout & Design	Done N/A	Action / Comments
Visitors able to use facility with ease and comfort?		
Indoor areas well decorated?		
Outdoor areas landscaped?		
Self-service counters logically ordered?		
Tray slides/rests provided at counters/cutlery points?		
Self-service counters allow easy flow?		
Menus thoughtfully positioned, easy to see and read?		
 Adequate space for wheelchairs users, suitable counter heights and assistance provided at self service counters? Menus clean and legible?		
5.2 Range, Presentation & Quality of Food	Done N/A	Action / Comments
Menu offers variety, meeting needs of visitor mix?		
Menu thematic 'Freshly made', 'Home made' or 'Locally sourced' (see CCQGB)?		
Sufficient quantity of table menus available (if provided)?		
Food of fresh appearance?		
Food served at the appropriate temperature?		
Food counters or plated food presented in an imaginative manner?		

Items all clearly labelled?		
Consistent quality of crockery, cutlery and other table appointments?		
Appropriate range of sauces, dressings and other condiments provided? Items available for purchase in shop?		
 Consideration for food allergies and dietary needs?		

<b>5.3 Appearance, Attitude &amp; Efficiency of Staff</b>	<b>Done N/A</b>	<b>Action / Comments</b>
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Customer care training for all staff (including franchise operations)?		
Assistance easily summoned?		
Staff appropriately dressed?		
Staffing levels allow for efficient service?		
Staff have full knowledge of menu items?		
Staff able to work all equipment (eg coffee machines, tills etc)?		
Staff have general knowledge of attraction?		
Guidance on visitor's 'role' provided (see CCQGB)?		
 Staff trained to anticipate and recognise all visitor needs effectively		

<b>5.4 Maintenance &amp; Cleanliness</b>	<b>Done N/A</b>	<b>Action / Comments</b>
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All areas well maintained?		
Variety of seating options available?		
Indoor areas well ventilated?		
Umbrellas provided for outdoor areas?		
Lighting effective?		
All areas kept neat and tidy?		
Efficient clearing and cleaning of tables/outdoor areas?		




# 6. Retailing

Refer to the Core Criteria and Quality Guidance Booklet (CCQGB) sections on: -

- 6.1 Layout and Design
- 6.2 Range and Presentation of Merchandise
- 6.3 Appearance, Attitude and Efficiency of Staff
- 6.4 Maintenance and Cleanliness

6.1 Layout & Design	Done N/A	Action / Comments
Space for circulation and browsing?		
Pay point(s) obvious?		
Multiple pay points?		
Merchandise positioned appropriately for different needs?		
Well decorated, in keeping with style/theme of attraction?		
 Adequate space for wheelchairs and mobility aids? Alternative service if pinch points exist?		
6.2 Range & Presentation of Merchandise	Done N/A	Action / Comments
Range of merchandise suitable for visitor mix?		
Locally made products has information about artist or maker?		
Displays imaginative and well illuminated?		
Stock levels full and tidy?		
Testers/mirrors available?		
Visitor 'essentials' provided (see CCQGB)?		

6.3 Appearance, Attitude & Efficiency of Staff	Done N/A	Action / Comments
Customer care training for all staff (including franchise operations)?		
Staff easily summoned?		
Staff appropriately dressed?		
Staffing levels allow for efficient service?		
Staff able to work all equipment (e.g. credit card machines, tills etc)?		
Staff have general knowledge of attraction?		
Specialised knowledge of specialised stock?		
 Staff trained to anticipate and recognise all visitor needs effectively?		

6.4 Maintenance & Cleanliness	Done N/A	Action / Comments
General area and all fixtures well maintained?		
Effective regular cleaning (indoors, outdoors and merchandise)?		
Area behind counters neat and tidy?		
Well ventilated?		

## **Additional notes**

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