



Report on  
Exploration of Culture Use  
Focus Groups  
for  
**For Cornwall**  
(Museums & Galleries Group)

7<sup>th</sup> May 2014

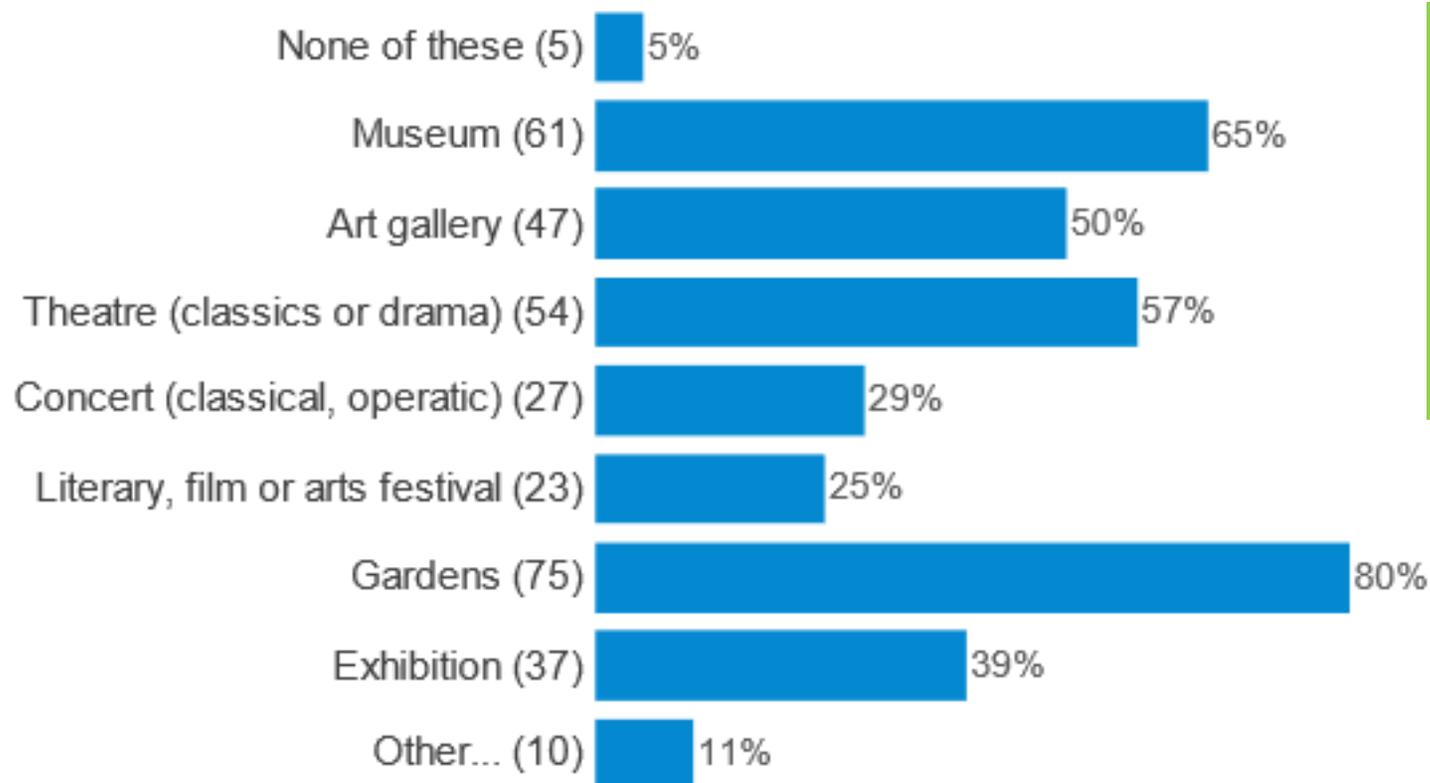
## **To explore general attitudes to culture in Cornwall, its venues and offerings:**

- Motivations in making decisions about leisure time activities
- The barriers / triggers to visiting a museum / gallery
- Local attitudes to culture
- Local attitudes to venues
- Visitor crossover
- Unprompted attitudes to the individual brands
- Gaps in marketing provision (are they not hearing the right information)



# Cultural Attractions/Events Used

Have you visited any of the following types of cultural attractions or events in Cornwall within the last 5 years? *(Tick all that apply.)*



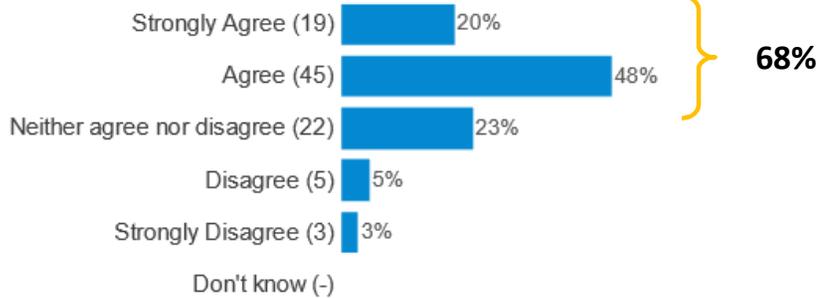
## ***Other activities enjoyed***

Walking – 88%  
Beach – 76%  
Heritage sites – 62%  
Concerts/shows etc. – 62%  
Cinema – 56%  
Shopping – 46%

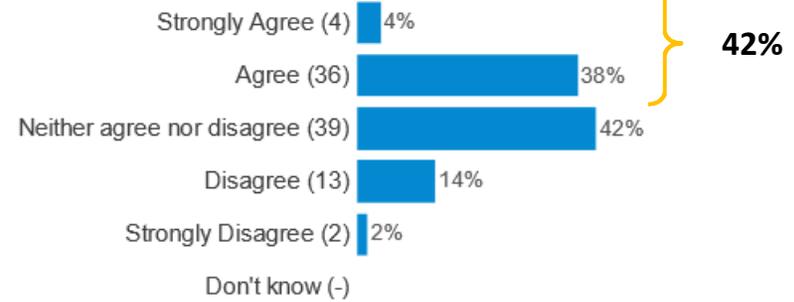
Base: All respondents; n=94

80% use more than once a year

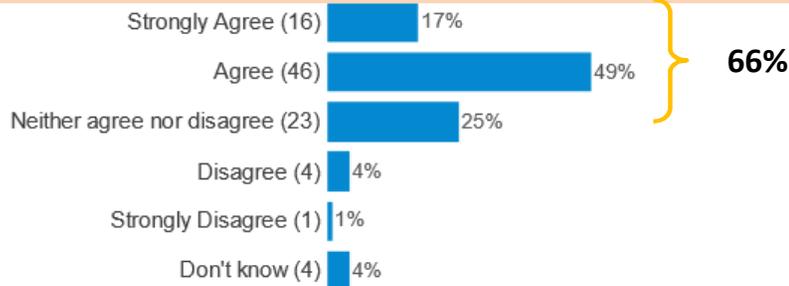
## I enjoy researching & learning about historical events



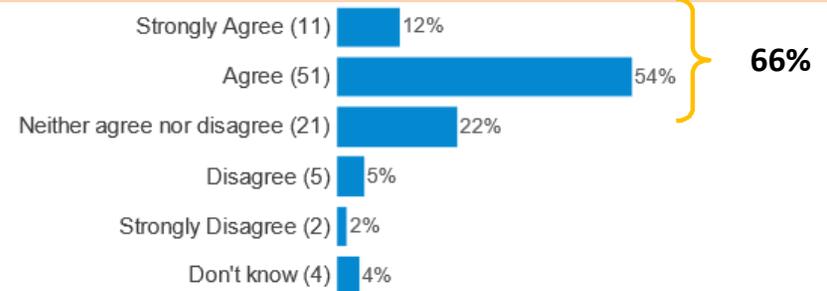
## I consider myself to be in-touch with culture



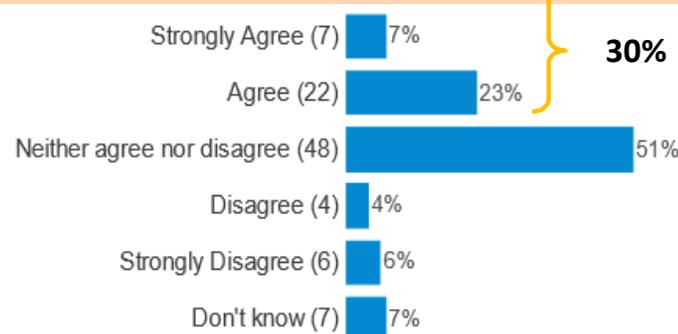
## Cornwall's museums & galleries provide a rich mix of culture



## Cornwall's museums & galleries represent a good day out



## If I visited a museum or gallery in Cornwall, I would meet other people like me



Base: All respondents; n=94

- 6 focus groups:
  - 3 “users”: visited museum/gallery <3 years
  - 3 “non-users”: visited museum/gallery >5years
- Respondents recruited from in-street interviews (Truro, Penzance, Falmouth)
- 48 participants in total attending
- Facilitated by Robert Rush, PFA Research



# Discussion Journey (Q're summary)

- **Introductions**
  - Your name
  - describe perfect experience
- **Leisure Time Motivations**
  - Best EVER day out
- **Exploring “Culture”**
  - What does it mean?
  - Who delivers it?
- **The Cornwall Experience**
  - When do you go (& why?)
  - How do you use?
  - Strengths / Weaknesses
- **Wrap-up**
  - Suggestions for marketing
  - Delayed thoughts

*“If money was no object and day-to-day commitments were removed, what would you do to give yourself a day’s experience to provide a memory that would last a lifetime”*

*“Who’s involved?”*  
*“What were the key elements?”*  
*“Can you repeat those moments?”*

*“Who or where in Cornwall is delivering culture really well?”*  
*“How do you plan your day?”*  
*“Can you enjoy it on your own?”*



# Leisure time: Everlasting Memories



- Shared experience (mostly)
- Out of the ordinary
- Spontaneous... or organised awesomeness
- Exhilaration or danger
- Being part of something bigger than yourself
- Mostly outdoors (with sunshine)
  
- Cannot recreate the same moment
- ...only the activity



# Culture is...

## Users

- For study
- Challenging
- Immersion
- History
- Evolution
- Way of life
- People

**Belongs to them**

*"I don't think galleries can give you culture. You need to gain it from the places you go."*

## Non-Users

- Intellect & learning experience
- Worthwhile learning
- Places to go
- Worldliness
- Religion
- Theatre
- Other people

**Happens to them**

*"It's about groups of people and their outlook on things like art, music, literature, food."*



## Users

- In study and thoughts
- In communities
- On the high street
- Open studios

### Find it & use it

*"We carry it with us as individuals. As we live."*

*"Lots going on around Redruth & Penzance. Not about presentations of objects against white walls – about clusters of people who make something happen."*

## Non-Users

- All around us
- Nationalism & patriotism
- Festivals & events
- Museums, galleries & theatre

### See it & experience it

*"People in a place. They can tell you about it."*

*"Culturally speaking I'm a heathen. My father was a tin miner. I went down one of the mines – I'm educated in historic culture through the environment."*



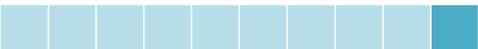
## Users

- NMMC
- Heartlands
- Eden
- Falmouth galleries
- Geological museum (PZ)
- Music & life festivals
- Newlyn Art

## Non-Users

- NMMC
- Truro (buildings & museum)
- Minnack Theatre
- Oyster Festival (& food fairs)

*“In Open Studios – you can talk to the artist.  
Museums are not an experience – they’re  
just a conveyer belt for things.”*



# The trouble with “culture” provision is...

## Users

- Having to pay
- Unnatural
- ... or gimmicky

*And then some of  
this*



## Non-Users

- Uninviting (No invitation!)
- What's on? (Or changed?)
- Contrived
- Institutional
- Unengaging
- Expensive

*“The Oyster Festival attracts lots of yuppies – they annoy me. Certain events like that will attract certain people. Cornwall loses its Cornish culture then.”*



# Motivations for a grand day out

## Users

- Often spontaneous
- Individual
- Engage with experience
- Value for money (or free)

A green bracket that spans the width of the 'Users' list, pointing downwards towards the 'Challenging' label.

### Challenging

*"Sometimes I'll just wake up and think 'oh, I'll go see', or when I'm shopping in Truro I'll just pop in [to the museum] and have a look."*

## Non-Users

- Need R.O.I for time & money
- Café / shop
- Something interactive
- Something for all

A purple bracket that spans the width of the 'Non-Users' list, pointing downwards towards the 'Entertaining' label.

### Entertaining

*"Paying puts a time frame on to it."*



## Users

- Natural multi-use
- Word of mouth
- Experimental
- Will use promotions

Slake the thirst

## Non-Users

- Little evidence of natural x-over
- Need to be informed
- Enforce R.O.I for time & money
- Limited resources

Stimulate the desire

*"I go to Padstow. You don't set out to go into art shops. You go to buy a sandwich and end up in an art shop..."*



- Tell us what's inside
- ... and what's new
- Collaboration = better together
- Communicate the value
- Special tours & guest speakers
- Anything for locals? (Ownership)
- Then, build the network:
  - consortium e-newsletter
  - Facebook
  - Leaflets

*"I want to be able to come back if I've paid once... it's good if the parking runs out."*

*"It's not marketed to anyone under 30..."*

*"Put on an offer – to give you a taste for it. An offer can be the last little incentive you need if you are thinking about going anyway."*



# And how about...



- Multi-venue tickets
- Weekly ticket cluster
- Advertise on maps (or create map)
- Promoting membership among locals
- Guest hero exhibits
- Being 'shocking' (aka Horrible Histories)
- Engage with children (enthusiastically!)

*"Advertise with.. 'next to us is XYZ – buy a combined ticket.'"*

*"Maybe something a little shocking... we get complacent about some of the exhibitions here - like the emergency services exhibition at the National Maritime Museum. Not that I want to see what I see everyday anyway. I want to see exotic and changing exhibits. Otherwise it always looks the same."*

*"Schools should do more trips. If you enjoy it, you carry it on."*



# Moving forward... think about...



How you can:

- Wake an interest
- Deliver the exotic / unexpected / extraordinary
- Enthuse & nurture future users
- Collaborate – inside & outside the sector
- Build loyal relationships beyond the visit



# Moving forward... unanswered questions?



- Quantify
  - Usage and real crossover
  - Awareness & perceptions
  - Media impact
  - Potential response / impact of promos & alternative ticketing
- Other revenue streams?
  - Importance / usage of food services
  - Memberships

