# Heritage Interpretation for Senior Audiences

## Site assessment Your name:

**Are you over 55?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Site:** | | | **Date and time:** | | | | | |
| **Before your visit** | | | | | | | | |
| **Expectations. What did you expect to see and experience?** | | | | | | | | |
| **When you arrived** | | | | | | | | |
| **What were your first impressions of the following? (1 = poor, 5 = excellent)** | | | | | | | | |
|  | | 1 | | 2 | 3 | 4 | 5 | Not applicable |
| External signage | |  | |  |  |  |  |  |
| Entrance | |  | |  |  |  |  |  |
| Welcome from staff / volunteers | |  | |  |  |  |  |  |
| Clear information about where to buy tickets and their cost | |  | |  |  |  |  |  |
| Orientation – maps, signage, directions | |  | |  |  |  |  |  |
| Handouts and information | |  | |  |  |  |  |  |
| Clear information about tours, guides and audio | |  | |  |  |  |  |  |
| Clear information about events and activities | |  | |  |  |  |  |  |
| Location and condition of toilets | |  | |  |  |  |  |  |
| **Any comments?** | | | | | | | | |
| **During your visit** | | | | | | | | |
| **How did you engage with the site? (tick all that apply)**  At my own pace Audio tour Guided tour  Group visit Organised event Other (please specify) | | | | | | | | |
| **What interpretation media did you experience? (tick all that apply)**  Leaflets, trail guides  Guidebook Interpretation panels / exhibit labels  Static models / dioramas Mechanical interactive exhibits  Audio guides Digital interactive exhibits  Smartphone apps Object display  Multimedia guide Other (please specify) | | | | | | | | |
| **Rate the following for senior visitors** | | | | | | | | |
|  | **What was good and why?** | | | | | | **What could be improved and how?** | |
| Interpretation that relates well to seniors’ interests and life experiences |  | | | | | |  | |
| Accessibility for visually impaired people |  | | | | | |  | |
| Accessibility for people with hearing impairments |  | | | | | |  | |
| Accessibility for people with mobility problems |  | | | | | |  | |
| Opportunities for social interaction |  | | | | | |  | |
| Ability for seniors to experience the site at their own pace |  | | | | | |  | |
| Ability for seniors to move around freely |  | | | | | |  | |
| The shop |  | | | | | |  | |
| The toilets |  | | | | | |  | |
| The café |  | | | | | |  | |
| Any other comments? | | | | | | | | |
| **Was there anything else you found helpful or innovative?** | | | | | | | | |
| **At the end of your visit** | | | | | | | | |
| **Overall, how well do you think the site is being managed for senior visitors?**  Not at all Poor Average Good Very good | | | | | | | | |
| **How well did the site meet your expectations?**  What parts were good or better?  What parts were worse? | | | | | | | | |
| **Would you recommend this site to senior visitors?**  Yes No | | | | | | | | |

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