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Growing Eureka!

(aka “what we thought we knew… what we know now…. and what we’re doing about it!)
Halifax – population 90,000

The Piece Hall – Britain’s oldest cloth trading hall - 1779

Rochdale canal connections to Manchester and Liverpool from Industrial revolution

Dean Clough Mills – once the largest carpet factory in the world (1840)

Wainhouse Tower (1875) – a result of “my chimney is bigger than your chimney”
280,000 visitors per year

30,000 children on school trips

Over 7 million visitors since we opened

Self sustainable financially

The only Children’s Museum in the UK

Visitors travel from northern England for up to 90 minutes
Provide actionable insight into both the behaviour and motivations of our current and potential visitors

Create a data set which we can use to set meaningful targets and track audience behaviours and levels of engagement, showing how these link through to overall visitor number targets

Provide the framework to instil an in-depth understanding of the visitor throughout the organisation, empowering everyone to become champions of the visitor

Segment existing data to identify different customer groups enabling us to create strategies to target and grow them effectively
Eureka! had always known that our audience were northern families, on a day trip (as opposed to a holiday)... and that they would drive up to 2 hours to come to Eureka!

Right?

We weren’t entirely wrong... but this surprised us!
<table>
<thead>
<tr>
<th>Drive time Distance</th>
<th>% of Eureka! Visitors</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 15 minutes</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>15 – 30 minutes</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>30 – 45 minutes</td>
<td>28</td>
<td>53</td>
</tr>
<tr>
<td>45 – 60 minutes</td>
<td>22</td>
<td>74</td>
</tr>
<tr>
<td>60 – 75 minutes</td>
<td>12</td>
<td>86</td>
</tr>
<tr>
<td>75 – 90 minutes</td>
<td>5</td>
<td>91</td>
</tr>
<tr>
<td>Over 90 minutes</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>
MetroCulturals
Commuterland Culturebuffs
Experience Seekers

Dormitory Dependables
Trips & Treats
Home & Heritage

Up Our Street
Facebook Families
Kaleidoscope Creativity
Heydays
<table>
<thead>
<tr>
<th>Audience Spectrum Segment</th>
<th>Eureka! % of visitors</th>
<th>60 minute drive time - % of population</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metroculturals</td>
<td>1</td>
<td>0</td>
<td>210</td>
</tr>
<tr>
<td>Comuterland Culturebuffs</td>
<td>11</td>
<td>7</td>
<td>152</td>
</tr>
<tr>
<td>Experience Seekers</td>
<td>4</td>
<td>7</td>
<td>57</td>
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<tr>
<td>Dormitory Dependables</td>
<td>21</td>
<td>12</td>
<td>167</td>
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<tr>
<td>Trips &amp; Treats</td>
<td>26</td>
<td>18</td>
<td>143</td>
</tr>
<tr>
<td>Home &amp; Heritage</td>
<td>7</td>
<td>8</td>
<td>89</td>
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<tr>
<td>Up Our Street</td>
<td>9</td>
<td>11</td>
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<td>Facebook Families</td>
<td>16</td>
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<tr>
<td>Kaleidoscope Creativity</td>
<td>4</td>
<td>9</td>
<td>42</td>
</tr>
<tr>
<td>Heydays</td>
<td>3</td>
<td>7</td>
<td>37</td>
</tr>
</tbody>
</table>

An index of 100 occurs where the proportion of a group exactly matches the average size of that group within the base population. Where an index is 110 or over, this indicates that there is significantly more of this group within the data compared to the catchment area population. Where an index is 90 or under, this indicates that there is significantly less of a certain segment compared to the average.
Analysis of the Eureka! catchment area suggests that the conurbations of Greater Manchester and Leeds offer significant opportunities for market development. The qualitative stage of our research asks:

- What are the barriers to visiting Eureka!? What drives a ticketed family day out?
- How appealing is the Eureka! brand and marketing collateral in the context of other leisure destinations?

Eureka! are exploring the potential for relationships with families with children towards the older end of our age range – those aged between 8 and 11 years. Our research asks:

- What are the barriers to visiting and revisiting for families with older children?
- What are the opportunities for Eureka! to develop this audience?
What do families look for in a great day out?

- **Active day out**
- **Whole family engagement**
- **Full day out**
- **Within 90 minutes drivetime**
- **New experiences**
- **Value for money**
What are the barriers to family visits?

- understanding the offer
- cost
- value for money
- marketing messages
- word of mouth
- location
I have actually got young children, I’ve got a two year old, a three year old and a nine year old and part of the reason I wouldn’t go is because I think the nine year old would be going ‘I’m bored. I’m bored’

Will I get a full day? I don't want to be coming out after an hour and a half and then being in Yorkshire and not knowing what else to do.

I’m not sure about the age range...Whether it was appropriate for mine because mine are a little bit older.

I think if you actually questioned me what it was about I don’t think I could tell you.

I think it’s fallen off my radar or something. I also have no idea what’s inside it.
I’m definitely going there

I’d be thinking ‘oh my God they’d love this”

“They’re telling me how to play – it’s not playful”

“It doesn’t inspire me to take my children”
Family Consultation day

Their overall experience of the museum including likes and dislikes.
The age appropriateness of the galleries they visited.
Whether the experience matched their expectations and preconceptions of Eureka!
Intention to revisit and/or recommend Eureka! to other families with children aged 8-11 years.
Positive suggestions for how Eureka! could improve the experience for this age group.

Barriers to participation

Perceptions and experience of age suitability
Alternative options
Lack of understanding of the offer
Parental response

“We enjoyed it. It was fun, it was non-stop!”

“There is stuff they could touch. Nothing is out of bounds you can touch everything.”

“It was really good, really different from what we’ve been to…he enjoyed pressing buttons.”

“Good, interesting, entertaining, exciting, educational but fun at the same time.”

“Educational without being too in your face.”

“Very enjoyable, educational and child oriented”

“There is not enough to engage older children - we finished in an hour and went for a coffee.”

“I think they’ve underestimated just how advanced children of this age are.”

“The boys knew a lot of what was being taught and wanted it to be harder”

“The kids felt a bit embarrassed about things being baby-ish.”

“Kids these days are more tech savvy than they were when the museum first opened.”

“Play starts to mean something very different at that age. It’s more about gaming, tech…or sports.”

“It feels a bit analogue and it could do with being more digital.”
I visited in year two or three and I thought how much I’ve grown up… I thought it was going to be interesting ‘cause at the time I visited I really enjoyed it and today was boring. I wanted to do something different to the five year olds.

It is not very easy when there are lots of little kids running around.

I wouldn’t tell my friends at school, I would be embarrassed, I wouldn’t tell anyone.

I thought there were things for me and then I thought oh god! this is so not for me!

My parents brought me to my best memory and turned it into a nightmare!
Audience Development goals to 2020

Increase the proportion of Facebook Family visitors from 16% to 18% of our overall audience – focus on those within a 30 minute drivetime

Increase the number of Trips & Treats visitors in real terms by 4% ensuring we continue to over-index in this segment – focus on 60 minute drivetime

Increase the proportion of visitors aged 9 or above from 8% to 10% (6230)

Increase our Net Promoter Score from 7.1 to 7.3
The first temporary exhibition space at Eureka!

Host a changing programme of digital art/science exhibits

Complementary programme of digital maker activities

Programmed for 8+ audiences

New ‘Ideas United’ panel to support development
Thank you