



Accessible Attractions

Workshop

Information for Teachers

Introduction

'Accessible Attractions' is a workshop session at the Quilt Museum and Gallery has been designed primarily for GCSE, GNVQ, AVCE Leisure and Tourism students but can be modified for students of Leisure and Tourism/Heritage related subjects to degree level.

In this hands-on workshop students learn about the Quilt Museum as a visitor attraction. After going on a tour of the museum and behind the scenes, students will work together in groups to assess how the Museum is working with target audiences, how it tackles accessibility issues, and its strategies for marketing, interpretation and evaluation.

Curriculum Links:

AQA/Edexcel GCSE
GNVQ & AVCE Leisure, Travel & Tourism
OCR GNVQ & AVCE Leisure & Tourism
Leisure & Tourism Diploma (from 2010)
Leisure and Tourism/Heritage Management/Interpretation Undergraduate Level

Learning Objectives

- To better understand the museum environment as part of the leisure and tourism sector
- To gain an awareness of different audience groups and their specific needs
- To promote best practise in audience related projects including access and interpretation, marketing and evaluation
- To analyse strengths, weaknesses, opportunities and threats and understand how these factors can aid planning, development and delivery of public events.
- To work as a group to develop an idea for a strong, audience focussed event
- To continue improving team work, communication and planning skills

Workshop

This workshop is suitable for up to 30 pupils and lasts approximately 2 hours.

The workshop begins with a presentation about the Quilt Museum and Gallery, its past and current projects. The workshop facilitator will also discuss current policies, target audiences, and marketing/evaluation strategies at the Museum and other attractions before asking students to participate in short task prioritising key aspects of museum operations (20 minutes).

The Workshop Facilitator will feedback and introduce a second activity focussing on accessible interpretation. During this activity, students will decide between two text panels to ascertain which is the more accessible and then think of different ways in which they could interpret the same issue/theme. This might include text, images, artefacts or replica handling objects, a guide, an interactive or an activity (15 minutes).

The Workshop Facilitator will then lead students around the Museum, pointing out important aspects of accessibility before asking them to work together in small groups to complete a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for a specific audience group (30 minutes).

The group will reconvene in the Education Room to discuss the results of the SWOT analysis (10 minutes).

The facilitator will then set the groups the challenge of planning a Museum event for their audience group which must consider the following issues:

- Theme (and its relevance for the target audience)
- Audience Needs
- Accessibility
- Marketing/Press
- Practical Operations e.g. Cost, Time, Staff, Overheads
- Possible Partnerships
- Involving Volunteers
- How the event might benefit the Museum or tackle weaknesses/threats/opportunities and maintain strengths noted on their SWOT analysis

Each group will produce a poster advertising the event and a brief for staff/volunteers (30 minutes).

The session will conclude with feedback from groups and the Facilitator on each event brief and poster (10 minutes), time to answer any remaining questions and information about opportunities for volunteering experience and work placements at the Museum (5 minutes).

The Galleries

Although we do offer a short tour of the galleries as part of the workshop, you might like to book an independent gallery visit to further explore the collections on display.

The Heritage Gallery offers an exciting and ever-changing exhibition of quilts from the past whilst the Bailey Gallery offers the chance to see some contemporary quilts and learn how traditional quilting techniques and materials have developed.

Current Exhibition Trails and Teacher's Information Sheets (to KS4) are sent to all teachers who book an independent gallery visit.

Pre-visit activity suggestions

- Imagine you are a visitor from a specific audience group e.g. older adults, families with young children, wheelchair user etc... and make notes on access problems encountered in a public setting.
- Prioritise the things you might look for as a member of a specific audience group (pyramid tasks)
- Invite staff members from various leisure environments to talk about they have tackled accessibility issues in their workplace.

Follow-up activities

- Conduct a quality assessment of a visitor attraction without any staff members knowing. Look for customer service and good communication, accessibility, pre-empting barriers to enjoying a visit, etc. Ask a member of management at the attraction to come and discuss feedback from the visit.
- As a class - plan, develop and deliver a one-day event for a specific audience group. Evaluate and write-up as a report.

Your 'Accessible Attractions' notes

