



Invitation to Tender (ITT)

## **Aircraft Carrier Experience Upgrade**

Fleet Air Arm Museum

The National Museum of the Royal Navy

RNAS Yeovilton

Ilchester

BA22 8HT

Annex A4: Carrier Feedback – broad feedback collated over last two years.

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## **Annex A4 – Carrier Feedback – broad feedback collated over last two years.**

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### **1.1 - FAAM's aircraft carrier feedback**

Feedback was taken from the current ALVA survey, the original visitor satisfaction survey and Trip Advisor. For both the original survey and Trip Advisor, data has gone back to 2018 with specific reference to 'carrier' in the feedback. The ALVA survey data stems from when we opened in August to 8<sup>th</sup> December.

### **1.2 - ALVA**

- Generally visitors are really enjoying the experience and think it's a wonderful edition to the museum with it being fun and enjoyable. Due to this it should be better utilised on the website
- Constructive feedback: normal lighting with deck vehicles, equipment and figures filling the spaces and additional displays along the rear wall.

### **1.3 - Original Visitor Satisfaction Survey**

- Visitors love the experience and think it's well done, informative, imaginative, impressive and fun

Constructive feedback:

- The main comment is that it needs updating to more modern times
- It's too dark and photos are not taken easily due to this – some have suggested having time with lights up for photo's before the next section
- More information boards inside – now addressed
- Projectors /screens are liable to breaking frequently ruining the experience
- Make it the grand finale of the museum as it's such an immersive experience
- As its quite long and noisy having more information before you enter regarding this
- Make it clean as seen as dusty and cobwebby
- Subtitles on video clips
- Ensure radars spin the right way
- Make sure we have smells inside of what it smelt like on board

### **1.4 - Trip Advisor**

- Comments from here seem to replicate the above. Visitors think it is authentic and explained well. The sights and sounds really add to the experience and it rounds off the visit perfectly. It is an element seen as 'not to be missed' and is very unique and educational. It is recognised on there that the carrier does reflect life from 30 years ago.

Constructive feedback

- Dated – make it more modern with modern technology that is in use
- More signage inside – now addressed
- Perhaps a little too long and a warning should be given before you enter
- Make helicopter take off more atmospheric – more than just a blow of cold air

- Actor in video too wooden – talks over videos and can't really hear what's going on behind it
- Ensure accessible access available at all times
- Should be the grand finale of experience
- Too dark – difficult for photos.
- More modern aircrafts to be displayed
- Colour footage instead of black and white
- The helicopter screen depicting approach to carrier be more realistic