

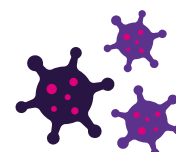
Culture Beyond Covid

October Heritage Panel Poll

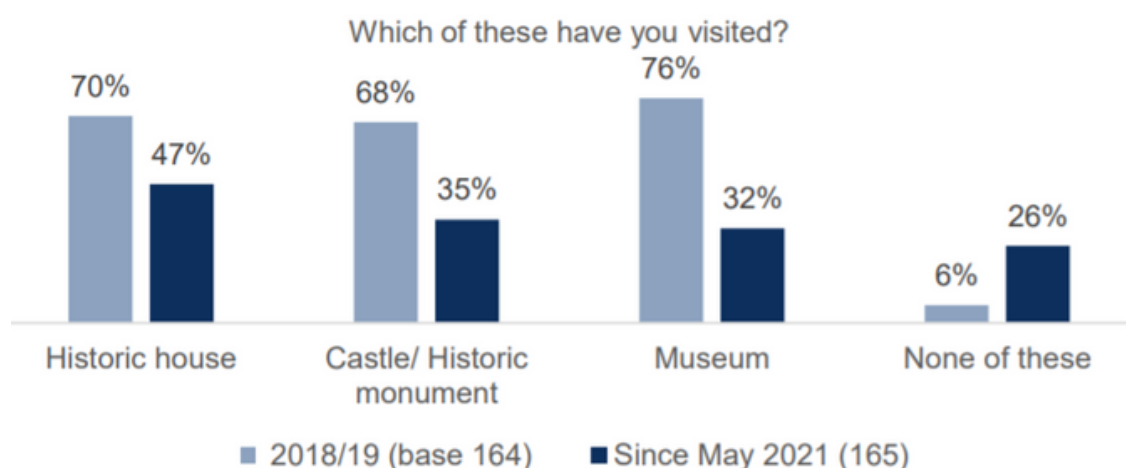
Data in this report was collected as part of the Heritage Panel, the second phase of thrive's Culture Beyond Covid for Heritage. The Heritage Panel is made of 85 heritage attenders in Northern Ireland who will be surveyed every two months until May 2022. The aim of these surveys is to track what audiences are doing, while checking in on their evaluation and attitudes towards heritage after the pandemic. The first survey ran between 26th August and 16th September 2021. In total, there were 166 responses. Culture Beyond Covid for Heritage is funded by the National Lottery Heritage Fund.

ATTENDING INDOOR HERITAGE

26% of people had not yet visited indoor heritage since May 2021. 94% of these people had visited indoor heritage prior to covid. The barriers for this group are all related to covid.



The gap between pre and post Covid attendance was biggest for museums where 76% had visited pre Covid and 32% since May 21.



EXPERIENCES WITH INDOOR HERITAGE

The majority of people (61%) had made 2+ visits to indoor heritage since May 2021.



There was strong satisfaction (95% satisfied overall) with 69% saying they were very satisfied with their visit.



When asked to drill down into the different elements of their visit experience, there was highest satisfaction with the safety measures in place (68% very satisfied) and lowest satisfaction with the availability of times to visit (53% very satisfied)



There was higher satisfaction with the general quality of the experience (66% very satisfied) than the quality of experience for children (54% very satisfied).



82% felt safe visiting with 58% feeling completely safe. There was a small number (8%) who felt unsafe

Reasons to attend indoor heritage



It's something I've really missed (23%)



To spend time with friends and family (17%)



To have something I can do with my children or grandchildren (10%)

People with children are more likely to identify spending time with friends/family and children as motivating factors (44% vs 11% with no children)



This relates to how people have attended since Covid with only 18% attending built heritage alone with the majority attending with a partner (58%).

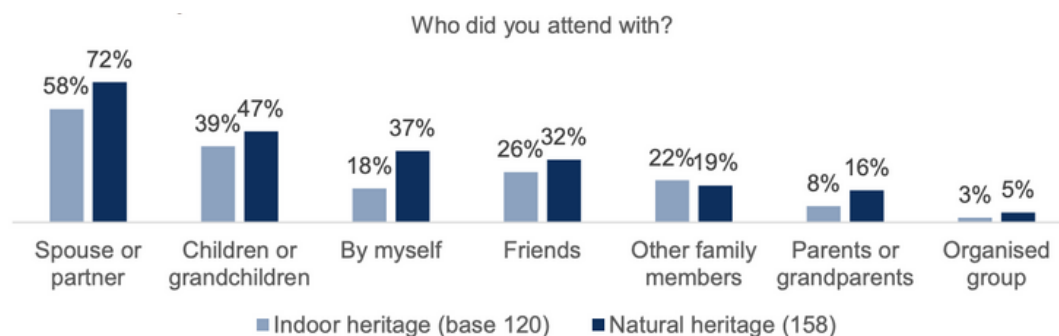


71% of people with children attended with children.

87% identify that their motivations to attend have not changed as a result of Covid.

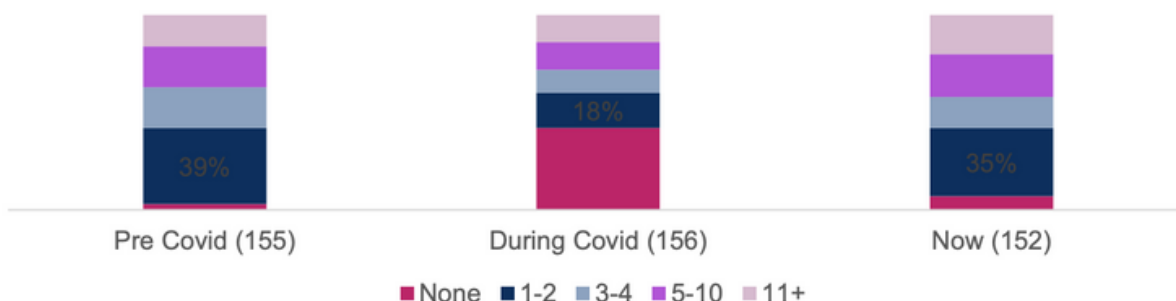
ATTENDING NATURAL HERITAGE

96% of people had attended a Natural Heritage site since May 2021 with 84% attending a forest park/ nature reserve/ country park and 80% a beach or area of natural beauty. While people tended to visit with their partner and children there were more people visiting natural heritage by themselves than for indoor heritage.



There was a sharp increase in the number of people who did not visit natural heritage sites while the Covid restrictions were in place. However, now restrictions have eased **these visits have increased** compared to pre-Covid. The mean number of visits per person has risen from **7 per month (pre-Covid) to 8 per month**.

How many times a month would you typically visit a natural heritage site?



Looking on an individual basis, a **third of people are personally making more monthly visits now** than they did prior to Covid.

MOTIVATIONS FOR ATTENDING NATURAL HERITAGE

The main reasons people were choosing to attend natural heritage sites were to spend time outdoors (17%), to spend time with friends/family (16%) and to enjoy nature (15%). Mental wellbeing and exercise were motivating factors for the majority but not the main reason



While these reasons are primarily the same as before Covid, there are more people **identifying a change in their motivations to visit natural heritage than indoor heritage**

Do you think your reasons for visiting now are different from those before the Covid pandemic?



'We now really appreciate the range of natural heritage in Northern Ireland and their proximity. It feels very important to escape to nature and celebrate its beauty.'

'I appreciate the benefits that natural heritage has on my mental wellbeing more than I did before.'

'I now appreciate my daily walks more than ever. Lock down made me realise how much I crave variety in my walks and exercise.'