

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 146 heritage attendees 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. Photos in this report were shared by members of the Heritage Panel in our second survey to illustrate the type of places they attended and how their experience looked like.

Around half of people had attended one of a museum, historic house, castle/historic monument

"It was lovely to go and explore somewhere. It was exciting and made things feel more normal again."

"I was able to look at paintings -and actually had much more space to do so due to reduced numbers! It felt normal!"

20% had visited no indoor heritage and half had not visited a museum

"This survey has made me realise that I haven't attended any lately, plus there is a recent tourism ad campaign appearing on TV that reminds me of the places I love to go."

"Covid definitely influenced my choice to stay away from the outside world. It's a difficult habit to break, especially with Covid still present. I won't take any unnecessary risks. I would visit trustworthy places where I know there are proper PPE precautions taken."



60% were visiting indoor heritage less often than before Covid

"I haven't gone out anywhere near as much as before. My friendships have reduced in recent years, so less company to share things with. My money is spent on the increased cost of groceries and fuel rather than luxuries of social outings."

"I just don't always have them in mind as something to do because I am used in my head to everything being shut. Advertising on social platforms would be of great value for myself remembering these sites as an option and to enforce the fact that they are reopened."

Half of people who had visited indoor heritage felt completely safe

"It was really good to be able to go back to the museum again even if it did involve going through a booking process and avoiding busy times and booking a couple of days up front. Felt like part of being back more to "normal" again. They obviously had given Covid safety fairly considerable thought."

"I tend to go at quieter times to avoid crowds, to have the chance to explore and rediscover places we had visited in the past."



Everyone had visited outdoor heritage with 1 in 4 visiting more often than before Covid

"I am more keen to be outdoors, not necessarily due to Covid, more that I have found that I really enjoy my time outdoors and this is something I have realised as a result of the Covid restrictions."

"I appreciate it more. I feel more safe outdoors and I feel like it was my saviour during lockdowns. Much more appreciation for the outdoors than ever before."