

**Evaluating the offer**  
**Recommendations from QA Research**

Providers should put mechanisms in place to capture **feedback** (formal and informal) from trip organisers and enquirers who have not gone on to book.

What can I do?

Venues should focus on improving the visit experience through more **well-defined links** to classroom work; encourage staff to take an active role in promoting their venue and what it offers and provide a tailored service which meets specific rather than pre-conceived general needs.

What can I do?

Critically review all aspects of the out of school trip offer to ensure it matches as closely as possible (or if feasible, exceeds) the checklist of **needs** and requirements of trip organisers.

What can I do?

Ensure all staff (not just those from the education team) recognise and appreciate the important role they play in delivering a positive experience and therefore repeat bookings.

What can I do?

Providers should analyse their level of **repeat business**, contacting schools who do not appear to be returning to enquire why, using the feedback to help develop a more attractive offer for this market.

What can I do?

If offering an educational experience ensure it is **clearly communicated** (for each key stage or year group) how a visit links to the curriculum and enhances what students are learning within the classroom (using the same terminology as in the curriculum guidelines).

What can I do?

Providers should ensure their **website** has easy to find and clear information for trip organisers.

What can I do?

Beyond booking information (web) pages should include a range of useful and relevant resources for organisers to download to help them with administration (i.e risk assessments) and **planning a visit**

What can I do?

Consider **compiling and providing access to a depository of lesson plans**, ideas for activities and teaching materials for use pre, during and post a visit, not only produced by the venue itself but also created by teachers who have previously visited. These could be downloadable from the teacher's pages of a venues website.

What can I do?

Venues offering visits might be able to grow the number of school visits by actively **partnering with** (other) **providers**

What can I do?

Review the amounts students are **spending on site** during a visit to determine the economic benefits of school visits are being optimised.

What can I do?