Stephen Munn – Commercial Director
Thursday 18th July 2013 11.30am, John Montague Building, Beaulieu.

The interview will relate to the decision making process in the commercial / marketing aspect of the Abbey.

Questions concerning the processes involved in how a project is decided upon as a commercial attraction / visitor attractor will be asked.

Discussion regarding what is seen as a successful visitor interpretation at Beaulieu will be planned, including discussion on how they capture this information

Background information:

1. I would like to start by asking you about your position at Beaulieu with respect to the Abbey? (position)
2. What led you to this position? (education / work)
3. Do you have a special personal interest in this type of work / the abbey? (influence)
4. What or who has influenced your involvement in visitor attractions / tourism?
5. If you have several roles within your Commercial Director role, do you feel that there is sometimes a conflict between them? (i.e. manager, research, curator)

Visitor Interpretation at Beaulieu Abbey:

1. The abbey is the foundation of Beaulieu, when visitors come to Beaulieu, the focus generally appears to be the motor museum and / or palace house. Would you like to see the abbey engage more visitors with its heritage? Would you mind explaining this a little more for the interview?
2. What would be your vision of the perfect visitor interpretation for the Abbey?
3. And with limiting factors?
4. What do you think is the most important aspect of the abbey to portray in an interpretation for the visitor? (building/space, people, lifestyle, community or combination of all?)
5. How would you plan for visitors to engage and interact with the Abbey with future interpretations?
6. How will you know if the interpretation is successful?

Visitor Research and Measuring the Visitor Experience:

1. Can you explain, for interview purposes, the types of visitors that mostly visit the Beaulieu complex? (i.e. different demographic groups)
2. Can you tell me how you find out what the visitors 'like' when they visit the Beaulieu complex? (visitor research / feedback, interpretation design research, other site examples)
3. Do you track where they visit the most and why they visit?

4. What methods do you use to communicate with your visitors (social media, mail shots)?
5. Which method(s) have you found to be the most successful in engaging a response from your visitors?
6. How do you measure and analyse the visitor experience?
7. Do you feel this could be achieved in a better way / differently for an even more successful / engaging visitor experience?

Beaulieu Abbey and other past interpretations:

1. Have there been many interpretations presented to the public regarding the Abbey?
2. Could you describe the focus in past interpretations of the Abbey? i.e. has there been a specific item / area?
3. How successful has this been in engaging the visitor?
4. What are the processes for gauging the success of an interpretation at the Abbey?
5. How do you decide what attractions / interpretations will draw visitors to Beaulieu?
6. What influences the final decision or final outcome?

The Talking Walls Beaulieu Abbey kiosk interpretation:

1. Would you mind describing your experience of the final interpretation? i.e. did you find it an engaging experience?
2. Did you find it easy to use and explore?
3. Did you consider that there may be too much choice with the content, i.e. holding visitors up in the flow around the site?
4. Did you find – from feedback – that the kiosk was a success or hindrance in aiding visitor experience of the abbey?
5. From feedback, discussion and experience, would you consider the interpretation process in this instance, a successful collaboration process between Beaulieu, curator and designer for relaying information on the history and community of the abbey?
6. From feedback and visitor measurements, would you consider the interpretation successful in engaging visitors?

Thank you.