



## Evaluation

Whatever happens in your village venue, it is worth evaluating it.

For regular users to tell you:

- How you can improve your service
- What they most value

For audience goers to tell you:

- What they liked
- What they didn't like
- What they would like in future
- Where they've come from
- Which marketing methods have worked best
- Whether they've contributed to the local economy (hotel spend etc)

For fundraising, so you can show potential funders:

- The need for what you are proposing
- The support for it
- The involvement of end-users.

## How to evaluate

For regular users

- ✓ Ask for written feedback on an annual basis, in the form of a feedback sheet for them to complete which includes YES/NO tick boxes and opportunity for the hirer to include extra information.

For audiences

- ✓ The simplest way is to put a card on each seat
- ✓ If you gather email addresses, you can send out a survey monkey questionnaire for free

See below for examples.

This guidance sheet is to provide general guidance only. It does not constitute legal advice and it should not be seen as a complete or authoritative statement of the law. It is the responsibility of village venue trustees or event organisers to ensure that they fully comply with the law. The Council is not responsible for the content of external websites referred to in any of these guidance sheets.

**INCLUDE NAME AND DATE OF EVENT  
ON THE TOP OF YOUR QUESTIONNAIRE**

Age and where they have come from helps you see if you have got the people you expect coming to your event

1. Please tick. Are you:

Under16 | Between 16 and 24 | Between 24 and 65 | Over 65

2. What is the first part of your postcode?

To gather local economic benefit you can ask this type of question (these help if you are trying to prove a local benefit for eg Councillors, funders)

3. If you do not live locally, did you pay to stay overnight somewhere near here? YES NO

4. Apart from at this event, have you spent money locally? YES NO

5. Would you mind telling us roughly how much, and where?

Useful information about how to market your venue/event

6. How did you hear about this event? Please tick all that are relevant  
Social media | Local newspaper | Word of mouth | Performer's website  
Other – please give details

7. How did you buy your ticket?

On the door | online | at a local shop | Other – please give details

These are quality questions about your event/venue

8. Would you recommend this event to a friend? YES NO

9. Would you come again? YES NO

10. What marks would you give us out of 10? (1/10 is terrible, 10/10 is fantastic)

11. What was the best, and what was the worst, bit of this event? Please write here and overleaf.

To get more information about what events to programme, you could ask

12. Would you come to something like this again? YES/NO if NO, why not?

13 What other events would you like to see here? Please go overleaf if necessary)

Thank you very much for completing this evaluation form.

**Would you like to have your name added to our email list so we can keep you informed of forthcoming events? If so, please print here**

If you are trying to build up a mailing list you could add

**COMPLETE THIS FORM AND WIN A BOX OF CHOCOLATES! If you choose to supply your email address we will automatically enter you into a prize draw to win a box of XXX chocolates (or some other product supplied by a sponsor or made locally etc).**

We will not pass your details on to anyone else and we comply with GDPR.

**Make sure you do comply with GDPR by restricting access to these email addresses and anything that identifies individuals. Lock the paper copies in a filing cabinet and password protect any documents with names and addresses on. Shred paper copies when you have finished with them. Read the GDPR for Village Hall guidance sheet.**

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**Your evaluation sheet for a venue hirer might be**

Thank you for using our venue. We are keen to improve our service and would be grateful if you could provide us with feedback.

Was it easy to find and book the venue? YES/NO

If NO please can you give details

Did the paperwork you receive confirming your reservation tell you what you needed to know? YES/NO

If NO please can you give details

Was the venue as you expected it to be on your arrival? YES/NO

If NO please can you give details

Did you find the equipment you needed easy to access and use? YES / NO

If NO please can you give details

Would you recommend the venue to other people? YES/NO

If NO, why not?

Do you have any other comments you would like to make, including any suggestions for improvement? (Please continue overleaf)

Thank you very much for your feedback. It will be used to help us improve the quality of the venue.

What difference will it make to you or your family if these improvements go ahead? **This open question could provide you with some quotes to include with your funding application as evidence of need.**