

Cheltenham's BIG Museum Project Feedback report 31st January – 20th April 2025



World Cultures

We asked visitors to share their opinion on the future of our world cultures collection by placing a coin in a box for the answer they most agreed with.

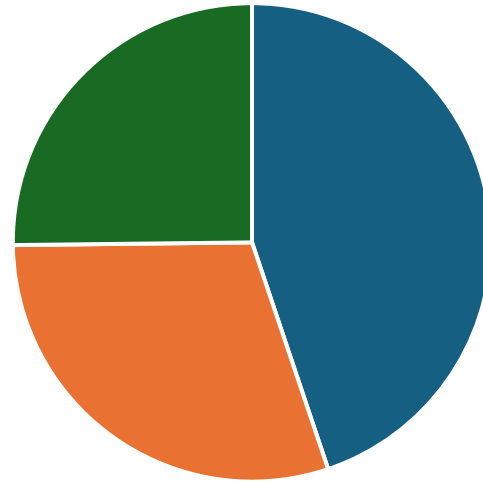
Should world cultures become integrated into other areas of the collection?

Should the world cultures collection be a part of our social history collection, outlining Cheltenham's place within the world?

Should the world cultures collection remain as it is?

2502 votes received

Responses



- It should stay as world cultures
- It should become a part of social history
- It should be integrated into all areas of the collections

Smiley face feedback counters

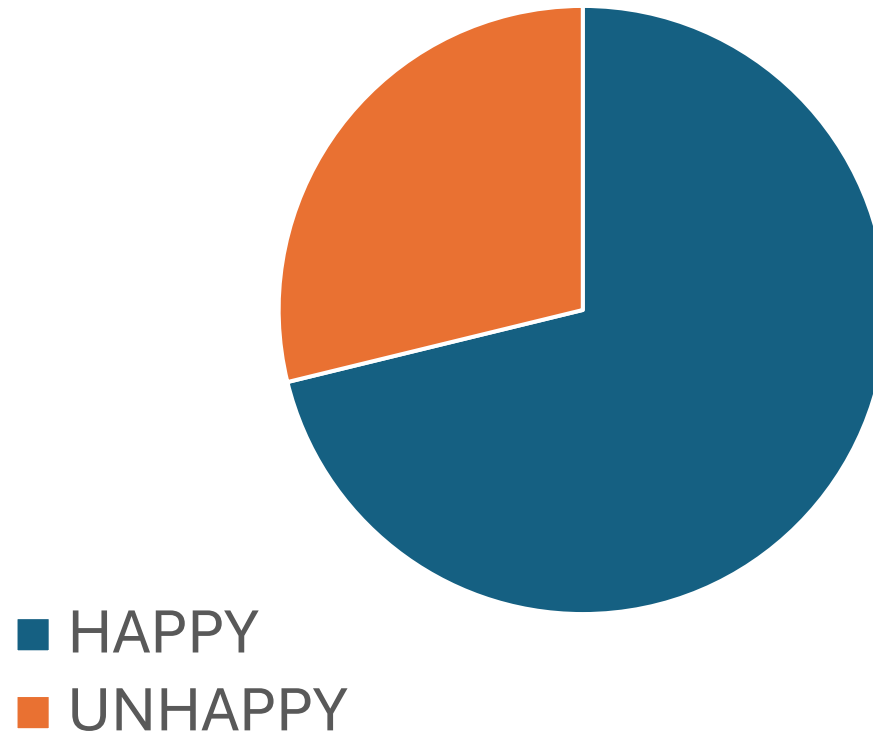
Purpose for first quarter: measure success of the exhibition as a whole



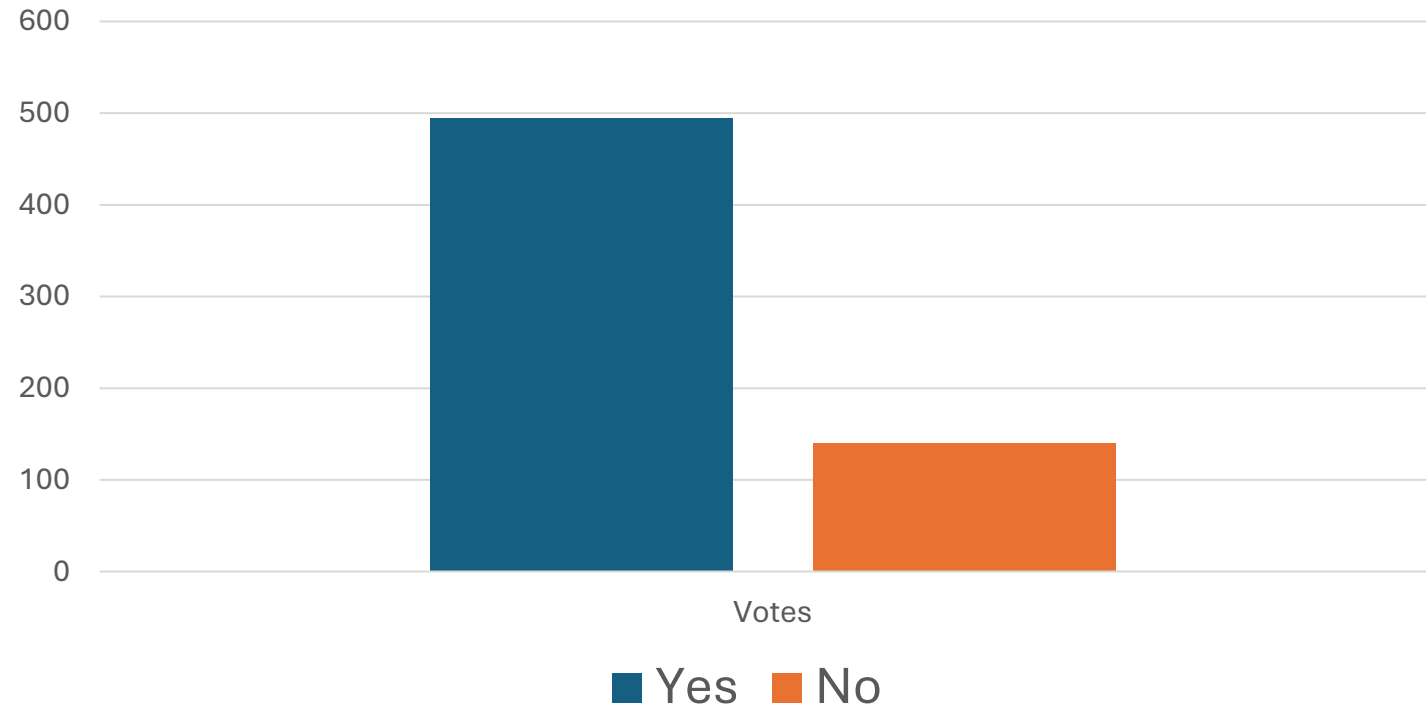
- DO YOU FEEL AS THOUGH THIS EXHIBITION GAVE YOU A GOOD OVERVIEW OF OUR COLLECTIONS?
- DID YOU HAVE FUN EXPLORING THE DISPLAYS?
- DOES THIS SPACE HELP YOU THINK ABOUT WHAT THE FINISHED MUSEUM SHOULD BE LIKE?

1916 VOTES TAKEN
1364 HAPPY FACES

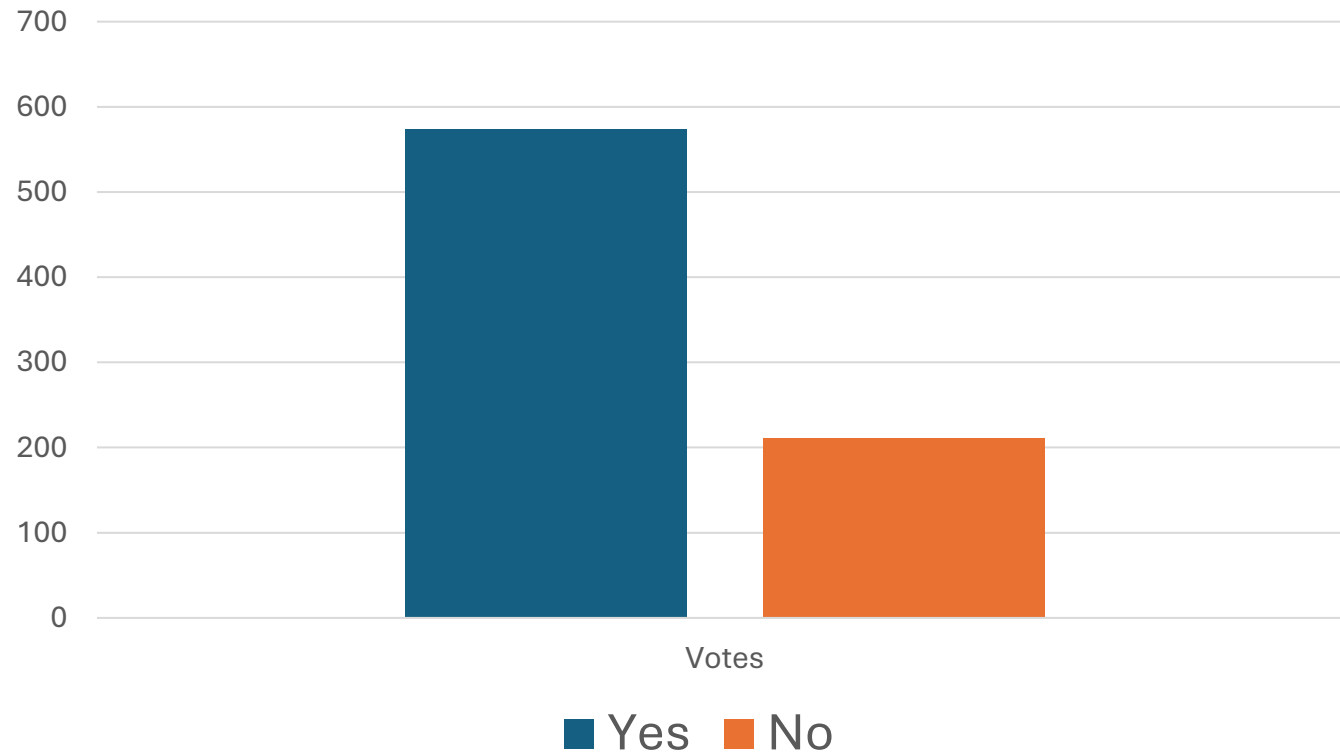
OVERALL HAPPINESS



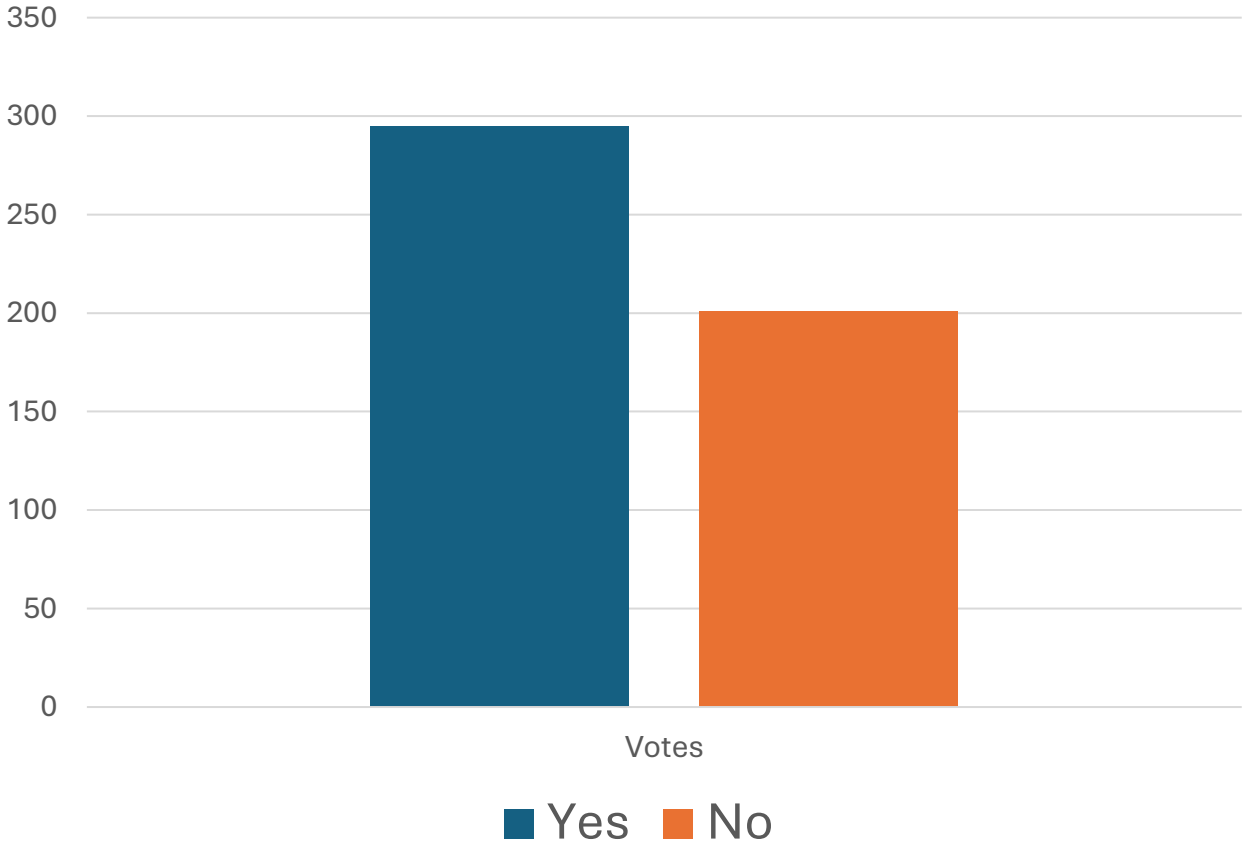
DO YOU FEEL AS THOUGH THIS EXHIBITION GAVE YOU A GOOD OVERVIEW OF OUR COLLECTIONS?



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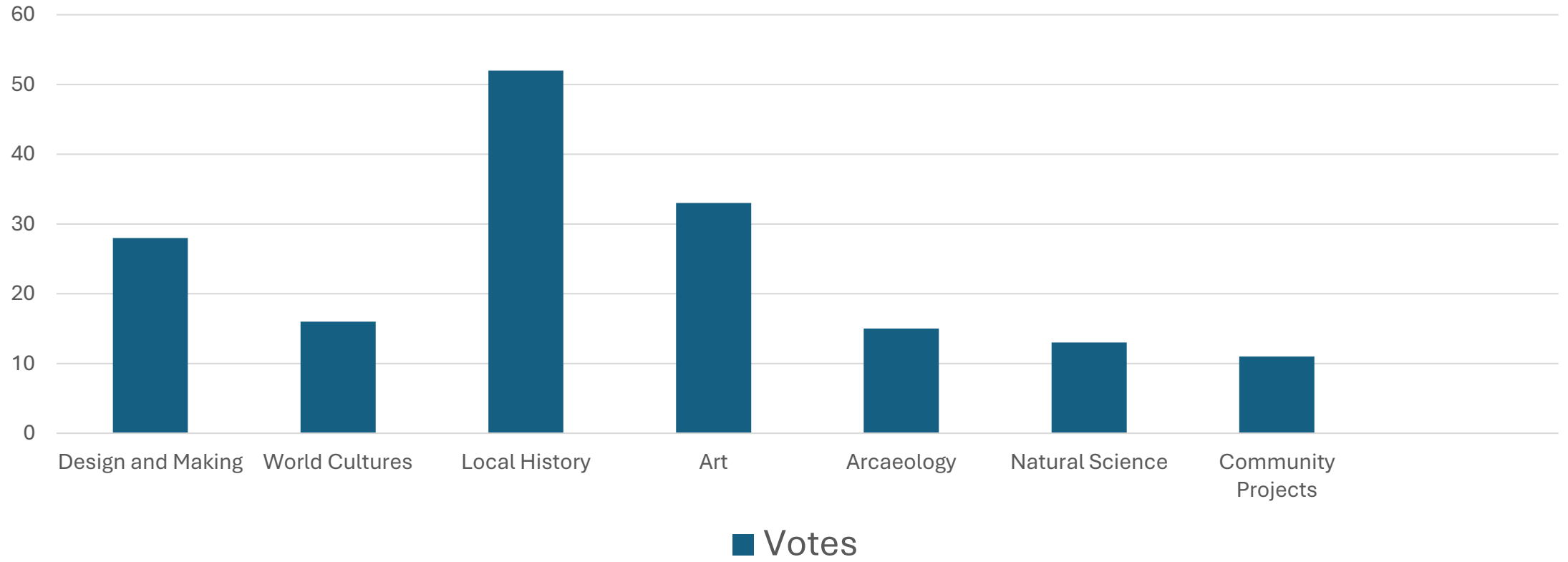
Feedback cards

Based on strategic questions developed for each area of the collection

80 responses received between 30th January – 20th April

Question	Response	Votes
What would you like to see more of?	Design and Making	28
	World Cultures	16
	Local History	52
	Art	33
	Archaeology	15
	Natural Science	13
	Community projects	11

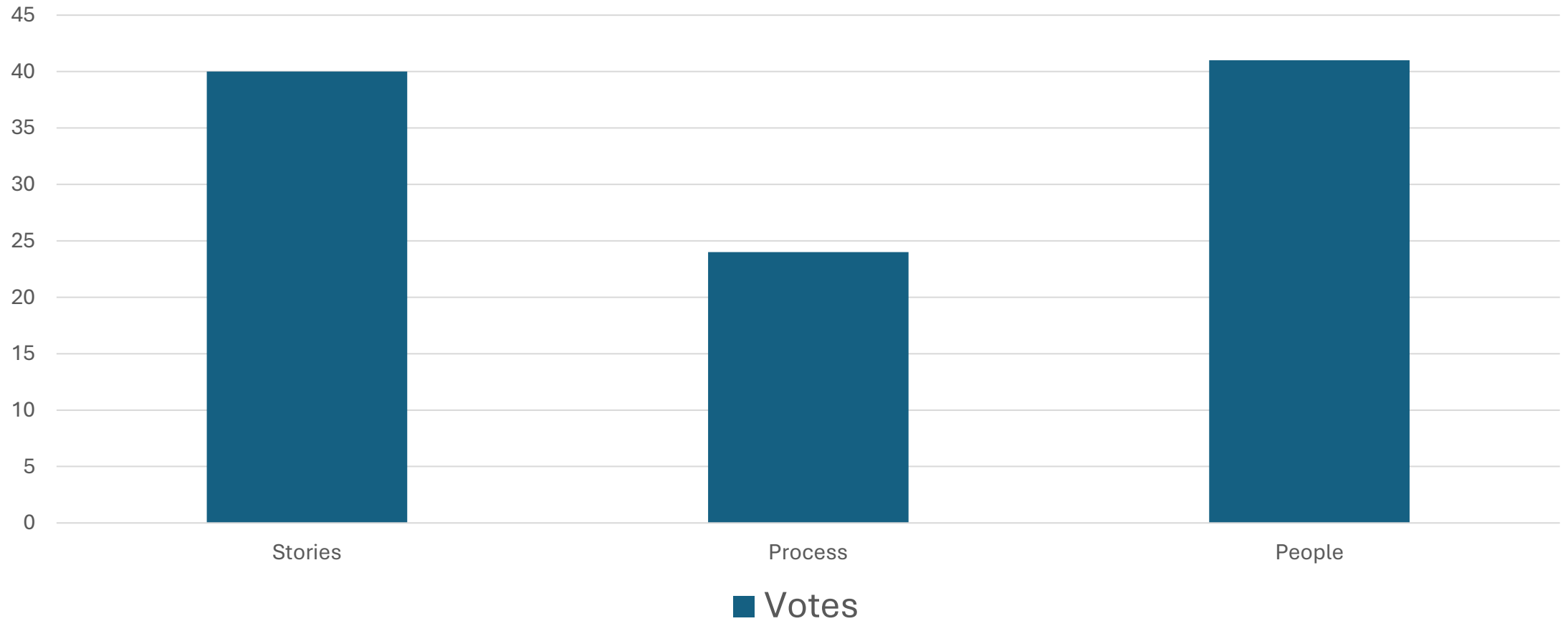
Areas of the collection people want to see more of



Design and Making

Design and Making: What would you like to know more about?	Stories behind the objects, about the makers and time periods	40
	More about the process of how they are made, and the materials used	24
	More about the people who used these objects and how they were used	41

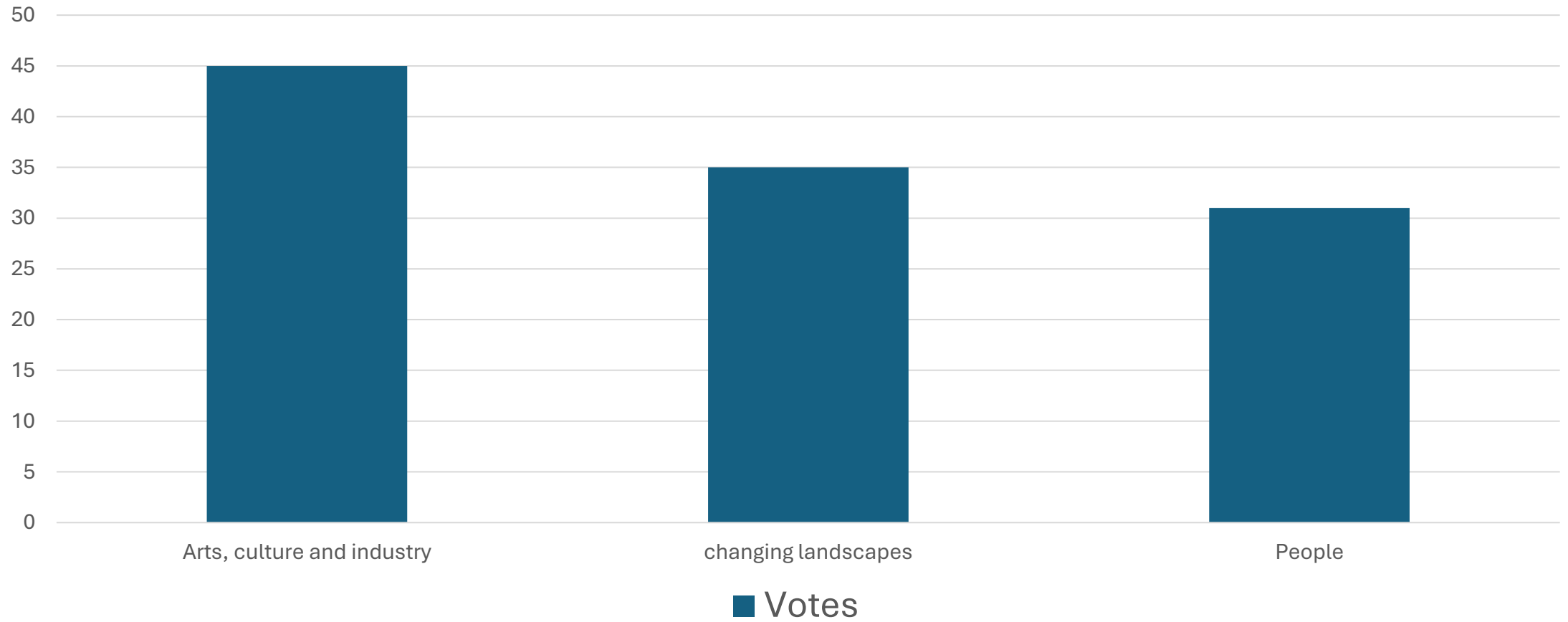
Design and Making



Local History

Local History: What interests you most?	Cheltenham's history in relation to arts, culture or industry	45
	How the local landscape has changed over time	35
	Local modern or historical figures or famous residents	31

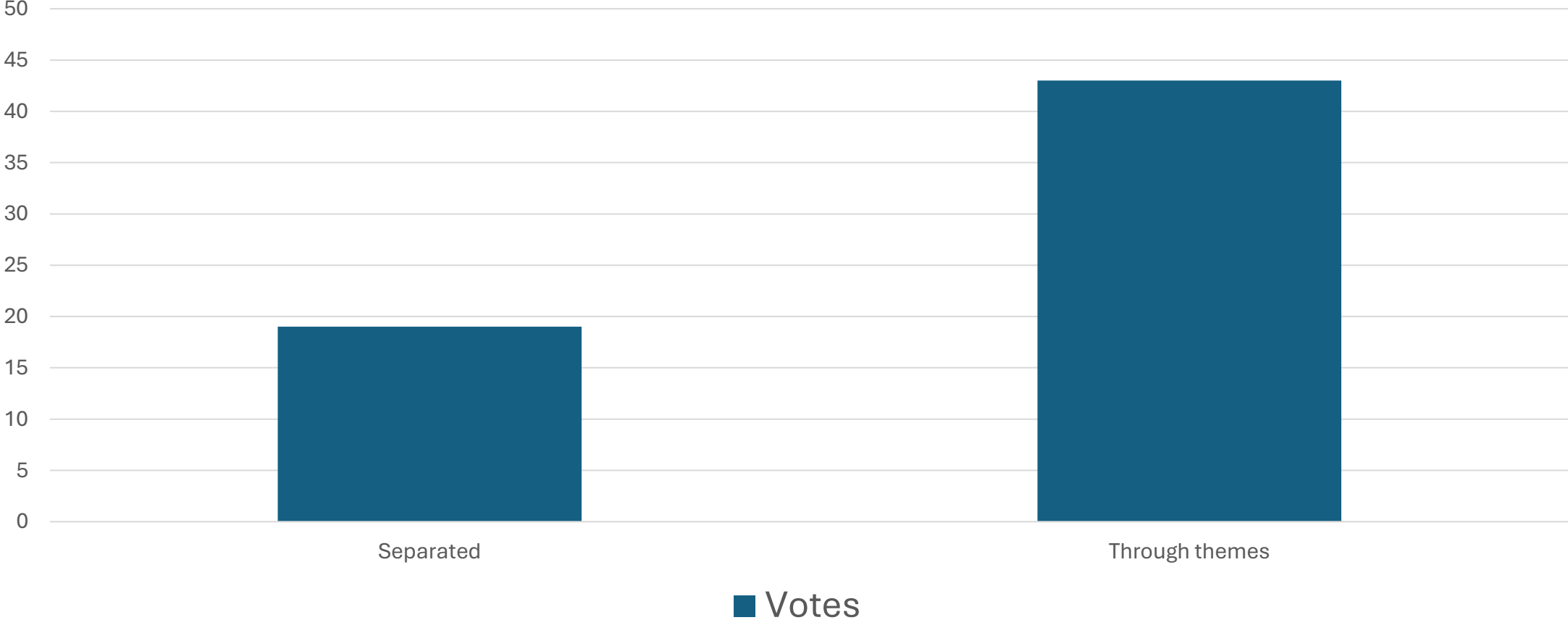
Local History



Art

Art: Should the Historical and contemporary art be separated to create chronological displays or integrated through themes?	They should be separated	19
	I like experiencing through themes	43

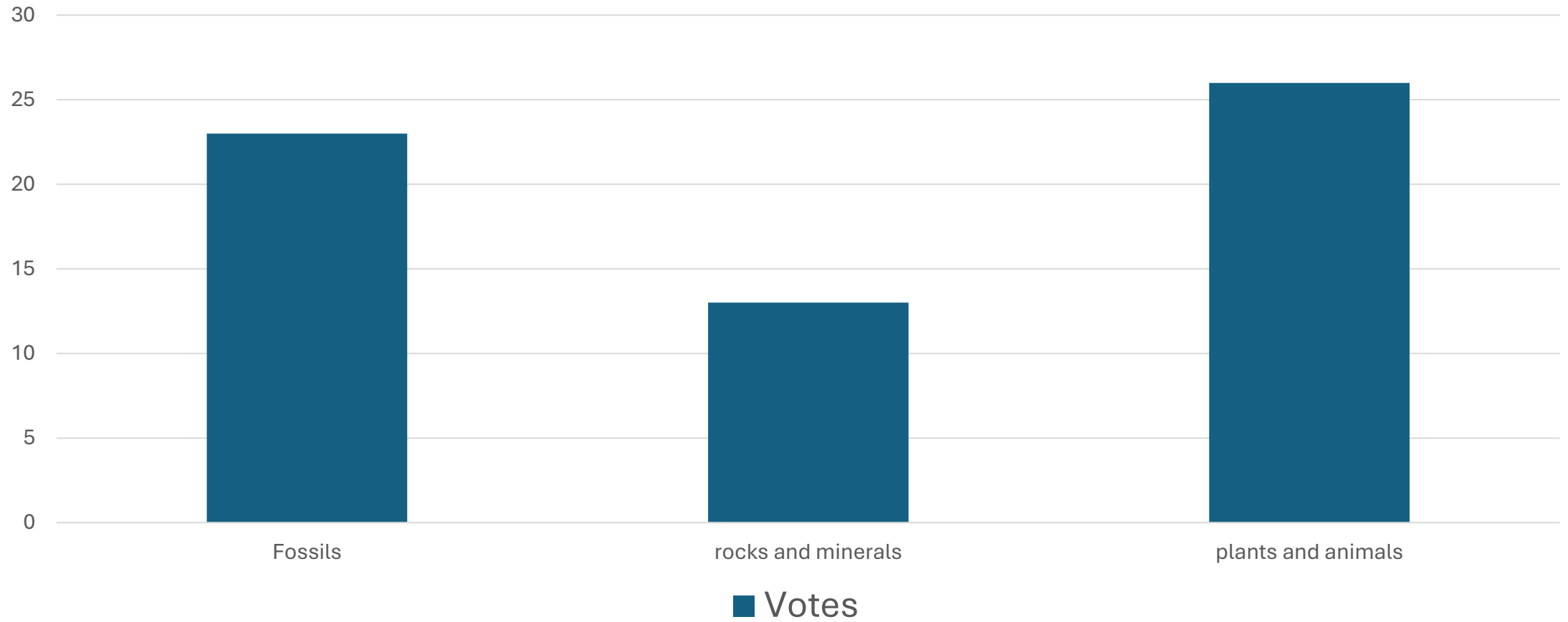
Art



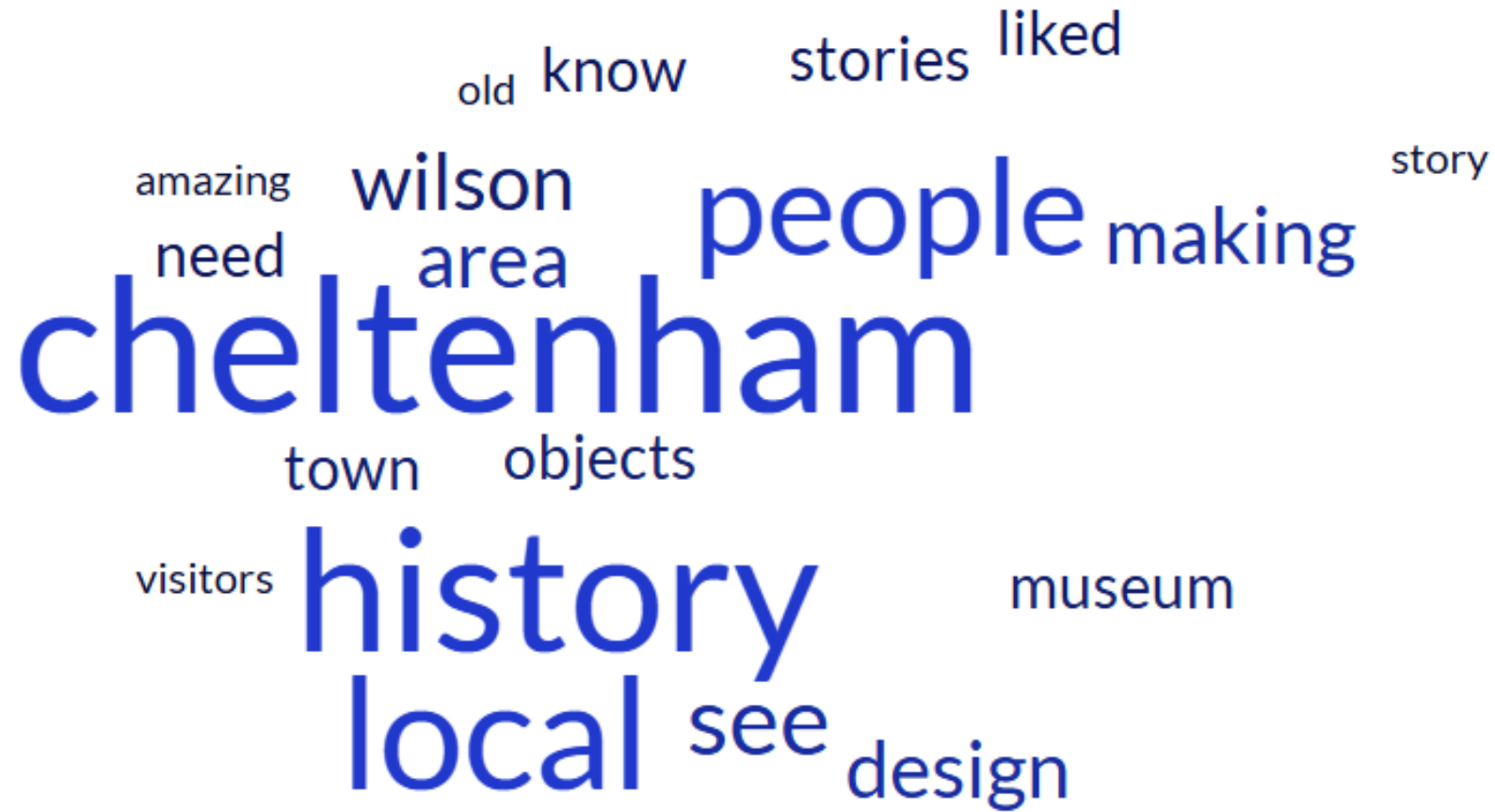
Natural Science

Natural Science: What would you like to see more of?	More fossils	23
	More rocks and minerals	13
	More plants and animals	26

Natural Science



All Comments – 77 received



POSITIVE RESPONSES WITHOUT A SUGGESTION:

A brilliant exhibition! Schools should visit- a good experience.

I enjoyed this eclectic display, lots of varied interest, much to see and learn. Thank you

I LIKE IT IN HERE!!!!

Well displayed with excellent information

Best of luck! A great start here!

Very pleasant atmosphere and lovely staff. Thank you!

The sensory bags and interactive exhibits are amazing! Very well thought out! :)

thank you for the labelling - clear and in front of/alongside each item. SO much better than the other galleries

what a great exhibition! You have done a great job here giving a good overview and making it fun for all ages!

I can't wait for it to be open! Exciting times

good sized labels for reading

We had a great time! Thank you! :)

We had so much fun in this exhibit - I love the weird and wonderful :)

COMMENTS WITH SUGGESTIONS

I remember when the museum had an amazing walk through story of cheltenham - old signs, pictures, statues from outside shops, this was fantastic and great for visitors to the town and relevant to residents of cheltenham. Please bring it back!

As a visitor to the area I prefer to see things with a connection to the area and not something you could see in any museum

local history add culture changes

PRE-SPA HISTORY - Cheltenham as a royal manor and medieval borough and market town

there are some wonderful objects in this exhibition but many of them are not tied to cheltenham itself. (eg. Were the donors cheltenham people?) The big gap is nothing before 18th century

For design and making, add how it was acquired if not local/english

Would love more people stories to bring the place to life!

I'm interested in people and their stories

Design and making - advertising and marketing as well

Interesting people of all kinds, not just famous

Local history is unique to cheltenham, other things can be seen anywhere

Bring design and making stopries to life by looking at the people who used the objects

I like the idea of lots of areas of the collection joining up with local history - design and making with a local angle

Some history of the wilson

You need to show what is special about cheltenham and the wilson

It is good to concentrate on cheltenham and its immediate area to tell the story of the town and its people. The ART work is a separate entity and important displays of which have been enjoyed here

Part of the charm of the old museum was its higgledy-piggledy nature. Please keep some of this. It is a place of learning not just entertainment

Not edward wilson

Really liked the people stories with the objects etc. Edward wilson and elsie clifford. Really liked the prompts to closer looking - can you see the platypus etc. I liked the summary labels and then more detailed labels. Do you need to say who gave it etc? not informative or interesting to visitors. for world culture - background about how it is here in cheltenham.

I don't know the history of cheltenham and I would want to know more

I came to see local history

I would like to know more about celtic history of the area

Would it be practical to change the exhibitions ever month to encourage monthly vists?

The wow gallery that was here was amazing - please bring it back

more of wilson's polar expedition

links to forest of dean

you need a community projects section in this form with more details of possible projects

I would like to see more local art and have WAY LESS café space and more exhibition space

More local history please!!

GCHQ

More art, sculpture and prints

I love art and fashion

I think you should add more paintings from a long time back! 😊

Expanding the arts and crafts collection and series could be a winner

Less art more history and science!

I would like to see more art coming out of storage and revolving the displays

Less natural science

More fashion and costume

Less taxidermy

Local history is very important to people and visitors of the town

I like natural science because I like dinosaurs

More world cultures, there isn't enough

White text on grey background is difficult to read. Don't put the labels down low

Subtitles please on any audio/visual

The flaps need to be higher up, a 3 year old might be able to play with them, but a 70 year with bi-focals cant read them easily

The labels are in too small type to read, especially the ones with white text on a dark background and the ones near floor level. The low level of lighting doesn't help

Use widget symbol communication system: used nationally and internationally for individuals with communication / SEND.

Suggest you contact the sensory trust - a british inclusive design company. Your font isn't dyslexia friendly either.

Maybe somewhat less simplistic descriptions we are not all children

Better to label them individually than number them and then label

Better lighting

Could history clubs operate for seniors? The school children are well catered for but opportunities for seniors are lacking

My great great grand father H. H Marty or great grand father W Martyn have the Broken Hymbe/Limber here

I would love to see the skillicorne portrait on display again, so that I can show my guests on tours. Cheltenham promenaders.

Get the wilson explorer stuff out

A floor map or guide to carry around with you and more information on objects throughout.

Could arranged tours be organised to see the exhibits in storage?

It should be an art gallery and museum

Plants for the magnifier please

Please use this feedback!

A tactile display to demonstrate how handling and touching can degrade exhibits.

Display related sensory items, eg. Painting - smell or sound associated with the image. Maidstone museum do this brilliantly. A quiet room for people who need time out of the galleries

It was really helpful to have staff members walk around with me and lend context to the exhibitions, if not for her I wouldn't have got anywhere near as much detail from the signage provided.

The wow gallery that was here was amazing - please bring it back