



## Case Study

### National Memorial Arboretum 'Where our Nation remembers' – Visitor Experience Survey

Created in 1997, the National Memorial Arboretum is a special place that remembers those who have served, and continue to serve, our nation in many different ways. The Arboretum is a living tribute that will forever acknowledge the personal sacrifices made by the armed and civil services of this country. The Arboretum is based in Alrewas in Staffordshire and covers an area of 150 acres, with 200 dedicated memorials and around 50,000 trees.

The National Memorial Arboretum is the UK's year-round centre of Remembrance; a spiritually uplifting place which honours the fallen, recognises service and sacrifice, and fosters pride in our country.

The Arboretum is a charity run by staff and volunteers which is part of the Royal British Legion family. The site experiences over 300,000 visitors a year and is utilised for over 200 special events.



The National Memorial Arboretum Visitor Experience Survey consists of self completion questionnaires which are returned to the NMA for analysis. The survey is structured to provide feedback on specific areas of the visitor experience to support the development of the site and facilities.

Returned questionnaires are analysed by each topic area and question. Results are then produced by month to evaluate any trends or seasonal variations.

Oakham Research provides research consultancy services to the National Memorial Arboretum and manage the process of delivering the Visitor Experience Survey. This includes questionnaire content and design, data management, statistical analysis of the results and the production of regular monthly reporting and ad hoc feedback.

Results from the research feed directly into the planning process for the future development of the Arboretum and have to date helped to develop the on-site facilities and inform the communications strategy.

The survey has been operational for over 5 years and underpins the thinking behind the development of the site. The Arboretum is a special place which is unlike other visitor destinations in the UK. Our long term involvement with the Arboretum provides Oakham Research with a deep understanding of the philosophy and underlying ethos, which ensures that our research results are placed in context and that recommendations are realistic.

*"The National Memorial Arboretum has worked with John Poole of Oakham research for nearly 5 years and have been consistently impressed with his results and insights into our business. His work provides a firm foundation for our future strategy."*

**C Bagot Jewitt**  
CEO National Memorial Arboretum

<http://www.thenma.org.uk>