**Thelma Hulbert Gallery** achieves major tourist status following recent assessment by Visit England.

**Executive Summary :**

* **Standards of presentation and display were very high; the additional space made available for the shop has enabled staff to further add to the selection of quality merchandise from local artists.**
* **The welcome from volunteers was proactive, helpful and very enthusiastic.**

**Key observations** :

*‘Staff at the Gallery work very hard to mount an interesting range of Exhibitions throughout the year. Volunteers are proactive, knowledgeable, welcoming and keen for visitors to get the most out of their tour of the Gallery.‘*

*‘Promotional material, the Website and use of Social Media all help to portray the Gallery as a Quality destination that has something different on offer.‘*

*‘The website contains all information necessary to plan a visit to the Gallery. The Home Page was colourful and contained images of artefacts from the current Exhibition’*

**Some of the comments in the report :**

‘The Gallery was well promoted. The A Board outside the Information Centre in the Dowell Street Car Park was eye catching, banners at the junction of Dowell Street were effective and the Gallery Shop sign at the entrance to the grounds stood out well.’

‘Standards of maintenance were good and the entrance had a welcoming feel to it.’

‘Learning and Activities for Children and Families are well promoted.’

‘Opening times, days and free entry were well promoted. Visitors were provided with a file of Artists’ Statements at the front desk. This was helpful and informative during the visit.’

‘Standards of display in all areas were very high, lighting quality was good... The exhibition space on the Ground Floor was particularly effective with a great deal of natural light. The range of presents on display was of very high quality but not overpriced, there was adequate space for circulation and to view in comfort; the Net Curtain effect on the windows added to the look of the exhibition.’

‘The expanded shop had a very good selection of work by local artists in a wide range of media. Standards of display are good, all merchandise was priced and standards of cleanliness very good.’

‘(The café).. was a pleasant area to sit; Thelma Hulbert paintings were displayed, there was an interesting selection of gifts, cards and work by local artists as well as free Wi-Fi for those that required it.’

‘Facebook, 144 Likes and Twitter, 962 Tweets with 840 Followers, are now used to great effect. Regular Tweets are posted on Facebook and will help to further promote the Gallery.’