

Collecting Coventry Focused Feedback Groups

Reporting and review



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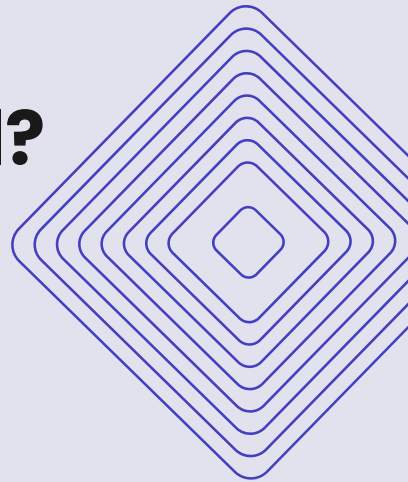
**Why are we
doing this
and why it
matters.**

Why are we asking for feedback at all?

Purpose-Driven, People-Centred, Practice-Building.

Our choice to develop focused feedback groups at the Herbert was not simply a way to gather feedback, but also a way for us to embed a reflective practice of listening and learning across the organisation.

Central to this process was the focused feedback group format—adapted, tested and iterated through each workshop session to suit different audiences, topics and contexts.



Why Focus Groups?

Deeper conversations

Focus groups allow us to have layered, reflective discussions that can give participants the chance to offer personal perspectives, discuss lived experiences, and co-develop insights in the moment.

Flexibility

This format can be highly adaptable and will support a variety of levels of participation (verbal, written, visual). This means we can be flexible to suit differing access needs.

Relationship building

This type of group discussion where we hope everyone's voice can be heard aligns with our goals of inclusivity, empowerment and trust.

Allows us to learn too

This is a new way of working for us too. Focus groups were chosen as a method where we could grow our own skills and confidence.

Why this matters to us



Scalable

These kinds of group sessions can be run with small internal teams, specific community groups or public visitors, and can be adjusted depending on time, setting and staff time.

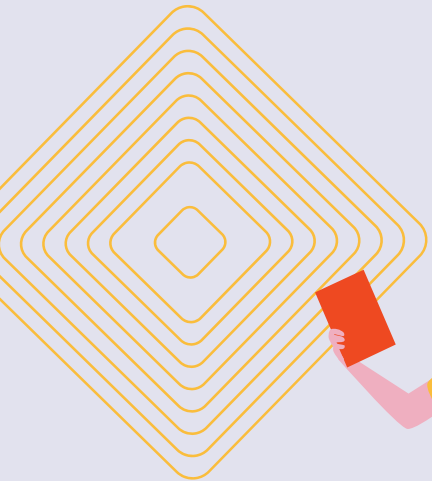
Empowering

Focus groups invite our audiences to be more than just participants—they can become co-creators of insight, and potentially of practice or policy.

Sustainable

Through this process we have gained valuable experience and developed a replicable framework, which will allow us to deliver more sessions across CV Life.





02

**What
feedback did
we get.**



People

01

Human stories are important

Especially from those who are underrepresented, eg LGBTQ+ people, migrants, refugees and asylum seekers (Chinese community mentioned in particular), homeless people, people of colour, women and disabled people.

02

More displays of significant Coventarians

Using digital content and QR codes to access this additional information.

03

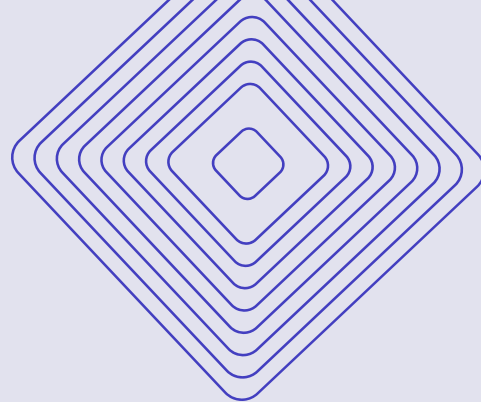
Personal connections to objects

The objects that resonated most with people were those that have a personal connection and create nostalgia, for example a Sutherland painting which reminded someone of a school visit to the Cathedral.

04

Co-curation and generational storytelling

This would allow people to come together to make, create and talk about Coventry, as well as allowing people of any age to give their voice to the museum.



Place

01

Preserving stories of Coventry's past

It is important to preserve stories like that of Coventry's manufacturing and industrial heritage since the demise of industry in the city.

02

More activities in connected spaces

Activities and feedback sessions within community hubs like sports centres, libraries, local schools and other community spaces would allow more people to have their voices heard and make them feel welcome to the museum.

03

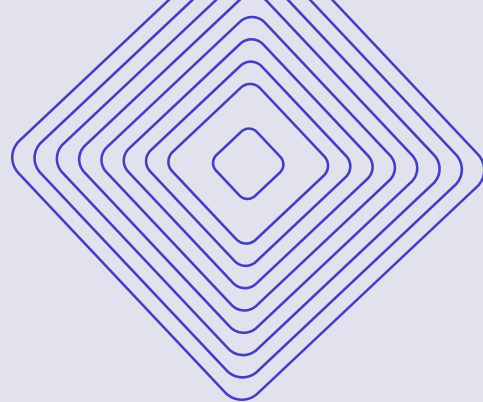
Make spaces more accessible

Specific spaces for neurodivergent people were wished for, as were resources to make the museum more accessible for those who are neurodivergent or with varied sensory needs, eg more tactile experiences like object handling.

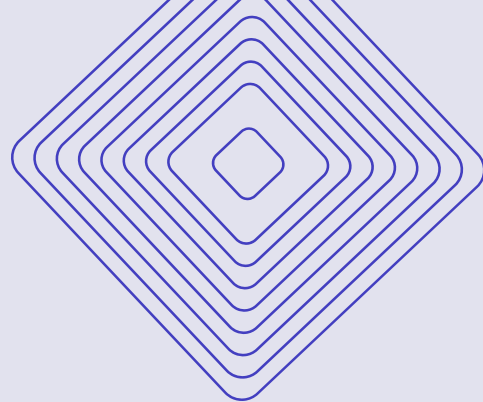
04

Make more meeting spaces

There is a need for physical spaces for people to meet casually, socialise, wait for a friend, shelter from the rain, etc without an obligation of making or doing anything – this would be a space just to be.



Partnerships



01

Integrate more communities into exhibitions

The integration of community events into Collecting Coventry programming worked well and needs to happen more in the future.

02

Promote more through other groups and services

Such as the Family Hubs, schools and the 50 Things app.

03

Make What's On more community focused

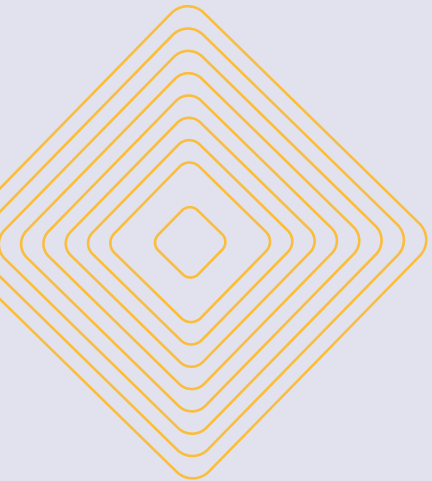
Participants in the community leader group expressed a wish for a community focused What's On guide as a better way of knowing what is happening with community programming. This would make community work more visible, and programming more accessible.

04

Keep making people feel like they belong

There is a clear and strong belief that a continuation of partnerships between the museum and diverse and varied community groups is the way to make sure more people feel like they belong at the museum.







03

**What did we
learn.**



What surprised us.

**More modern
history exhibitions
and displays.**

We need to be more dynamic and reactive to current stories that are affecting the city's present like Covid and the growth of the university and the student population.

**Celebrate the
ugly as well as
the beautiful.**

There is a lot of love for Coventry's architecture, the 'beautiful' and the 'ugly'. It all needs to be celebrated!

What challenged us



**We can
be part of the
problem.**

We are still viewed as an institution and therefore for many that barrier is too great to overcome.

**It's ok to be
uncomfortable.**

It is important to create space for conversations around controversial objects such as human remains. Rather than not show or collect them at all, where we do we should take care to give context as to why.

**We need to
be more
welcoming.**

It is important to have spaces where people can just sit and rest and take in the exhibition or have informal meetings.

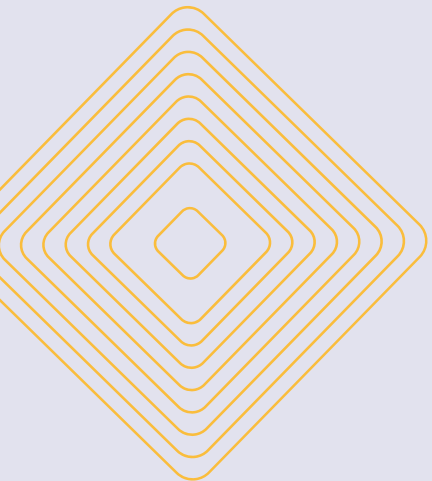
What inspired us.

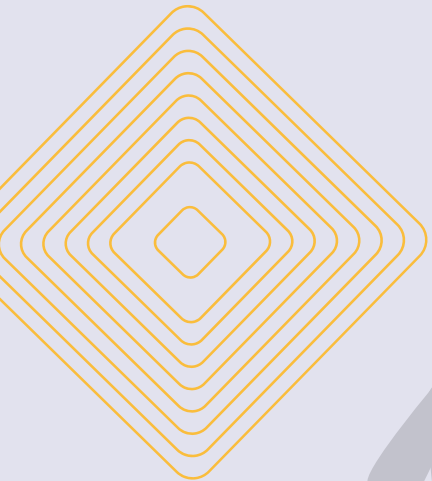
**The stories we tell
are important
and we need to
do more.**

People most connect with objects that share a personal history. We need to focus on more stories and displays that connect people to objects and objects to communities.

**Integrated
feedback feels like
an invitation for
collaboration.**

Feedback integrated into exhibitions makes it feel like giving feedback is a collaborative experience rather than a rushed and pressured demand at the end of the visit. It gives visitors time to think about what they'd like to share with us. We need to include this in more of our exhibitions and displays.





04

**How this will
change how
we work.**



Your key messages to us

- It is important for us to tell human stories and make sure that people feel their stories are being told and their voices are heard.
- The concept of holding space and belonging in the museum is a key theme reflected in your feedback.
- Collaborating and co-creating with diverse community groups is a powerful way to make sure underrepresented groups feel like a part of the museum and the city.
- The focus groups were a good way of people feeling their voices were heard, but more feedback sessions in community spaces would allow more people to be involved.



What we're doing – short term

The focus groups were a good way of people feeling their voices were heard, but more feedback sessions in community spaces would allow more people to be involved.

Making feedback inclusive and accessible for all

We want to make feedback inclusive for all our visitors, partners and friends. We promise to continue our learning on how to tailor and create new ways to access your views. We also promise to include you in that journey.

It is important for us to tell human stories and make sure that people feel their stories are being told and their voices are heard.

Embedding new ways to evaluate our projects

We are aiming to integrate focused feedback groups more deeply into our work across teams and projects. This will include collecting policy, creative programming, exhibition planning and engagement work.

Were we're doing – long term

The concept of holding space and belonging in the museum is a key theme reflected in your feedback.

Collaborating and co-creating with diverse community groups is a powerful way to make sure underrepresented groups feel like a part of the museum and the city.

Using feedback groups across CV Life

We are planning to roll out the use of feedback groups across a number of our CV Life venues as a way of gathering important information about what our visitors and customers think about our services and where we can improve them.

Sharing your views and letting it influence our work

We feel empowered by these first steps into a more inclusive and collaborative evaluation process for the Herbert. We are committed to continuing this approach in a collaborative and public manner.



Thanks

**to all those who participated in
our first feedback groups.
Your voices are helping to shape
the Herbert of the future!**

DO YOU HAVE ANY QUESTIONS?

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CREDITS: This presentation template was created by Slidesgo, and includes icons by Flaticon, and infographics & images by Freepik

This presentation was developed in consultation and collaboration with Dr Cara Courage.

