

# How to collect visitor feedback – Somerset Food Trail

## **General approach**

We are collecting visitor feedback using a survey.

The survey can be printed or accessed online using a QR code or link.

You can ask people to complete the survey at the end of your event, by approaching them during your open day or when serving them in your shop or eatery.

The survey is short – it takes 5 to 10 minutes to complete depending on how much information you'd like to share.

There's also a prize – everyone who completes a survey has a chance of winning a hamper of sustainable local food. We'll announce the winner after the Trail.

To help you run the survey, we've added the following documents to the [resources](#) page of our website.

<b>Item</b>	<b>Description</b>
Phone picture – visitor feedback	Contains the QR code and link. You can save this to your phone
A4 sign – visitor feedback	Contains the QR code and link. You can print and display this
SFT visitor feedback survey	A paper version of the survey you can print

## **Step by step: at an event**

1. If you have bad mobile internet reception at your site, print out copies of the survey before your event and collect a handful of pens
2. If you have good mobile internet reception at your site, either print out the 'A4 Sign' or save the 'Phone Picture' to your mobile phone. These documents contain a QR code that you can use to direct visitors to the survey
3. At the end of your event and before you say a final goodbye to your visitors, ask them to complete the survey letting them know that
  - we'd really value their feedback on the Somerset Food Trail
  - the survey takes 5 – 10 minutes to complete
  - everyone who completes a survey is entered into a prize draw for a hamper of sustainable local food
4. Your role is to distribute the survey, not to ask the survey questions - visitors can complete the surveys by themselves. However, please encourage people to complete the survey there and then – they are extremely unlikely to complete it later

5. If you have used paper surveys, at the end of your event, please take a picture of each survey and either WhatsApp or email the pictures to Colin on 07508 870 116 or [colin.a.atkinson@gmail.com](mailto:colin.a.atkinson@gmail.com). All paper surveys should then be destroyed for data protection purposes

### **Step by step: at an open day**

#### Option 1:

1. If you have bad mobile internet reception at your site, print out copies of the survey before your open day and collect a handful of pens. Arrange a safe place where visitors can leave their surveys when they complete them – for example, in a box behind the bar
2. If you have good mobile internet reception at your site, either print out the 'A4 Sign' or save the 'Phone Picture' to your mobile. These documents contain a QR code that you can use to direct visitors to the survey
3. Ask one or a couple of people to walk around the open day inviting people to complete the survey
  - Try to do this randomly – look down, pick a direction, walk in it, ask the first person you see
  - Set yourself a target of how many people you ask – say twenty people
  - If using paper copies, let people know where they should leave them when they finish completing them
  - Your role is to distribute the survey, not to ask the survey questions – visitors can complete the surveys themselves
4. To help encourage people to complete the survey you can let them know that:
  - we'd really value their feedback on the Somerset Food Trail
  - the survey takes 5 – 10 minutes to complete
  - everyone who completes a survey is entered into a prize draw for a hamper of sustainable local food
5. If you have used paper surveys, after the event please take a picture of each survey and either WhatsApp or email them to Colin on 07508 870 116 or [colin.a.atkinson@gmail.com](mailto:colin.a.atkinson@gmail.com). All paper surveys should then be destroyed for data protection purposes

#### Option 2:

1. If you have good mobile internet reception at your site, print out some copies of the 'A4 Sign' and stick these up at some prominent places around the site
2. If you have stuck the sign up at your bar for example, ask the bar team to direct people to the sign letting them know that they can complete the survey for a chance to win a hamper full of local sustainable food
3. It's important that you task someone or a few people to point out the sign to people otherwise it's unlikely to generate any response

## **1. Step by step: at a shop or eatery**

1. If you have good mobile internet reception at your site, print out a copy/copies of the 'A4 Sign'
2. Stick one of these next to your till
3. If you are confident a customer has visited your shop or eatery due to the Food Trail, invite them to complete the survey letting them know they'll have the chance to win a hamper of delicious sustainable local food

**NB:** we recognise it is quite hard to understand who has visited a shop or eatery due to the Food Trail and are therefore not expecting many survey responses from these types of visitors – we still, however, wanted to give you the option of participating in collecting visitor feedback