ALCESTER

VISITOR SURVEY 2012

FINAL REPORT

Produced by:
Stratford-on-Avon District Council
Consultation Unit

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CONTENTS

1.0 Introduction

1.1 Background

The survey took place during the peak visitor period from the middle of July 2012 until the end of September 2012. Comparisons with the previous survey in 2007 are included.

The survey took place in order to:-

- Provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Alcester to help improve understanding of tourism within the town.
- Ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored.
- Identify the main reasons why visitors come to Alcester and their particular likes and dislikes.

The findings of the visitor survey research which took place in Alcester are detailed in this report.

1.2 Sample/Methodology

In order to meet the objectives, experienced market research professionals carried out a face to face questionnaire survey. 208 interviews with visitors to Alcester were carried out during the survey period.

Interviews took place at the main visitor throughput areas in the town, namely the following locations: War Memorial / Town Hall, St Nicholas Church, Alcester Heritage Centre and the High Street.

The breakdown by time of interview is shown in the table below.

Table 1: Sample by interview time

	Sample	**%**
11.00-13.00	74	36
13.01-15.00	84	40
15.01-17.00	48	23
17.01+	2	1
Total	**208**	

The sites chosen for interview were based on the popular areas where visitors were likely to be. Residents who were stopped on the day of interview and who were on a visit to the town for normal regular household shopping would be thanked for their time but excluded from the sample.

In order to ensure this consistency with the definition of a "visitor", a filtering process in all surveys is used to exclude certain types of people from the survey, namely:

- Residents of Alcester and the immediate surrounding area
- Non-residents on day visits to Alcester for non-leisure purposes – e.g. trips concerned with their normal work, study or household shopping.
- "Other" visitor types

Because satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviewing was not conducted before 11 am, and only those who were at least half way through their visit were interviewed.

The survey was conducted on a simple random basis and interviewers asked "the next person to pass" if they would participate. If the interviewee was a resident of Alcester, the interview was terminated after question one. Questions were designed to take into account the fact that visitors could be at the middle or end of their current trip and therefore respondents were asked questions which involved making predictions for future actions, i.e. spending later on the trip, using facilities or services later on, etc.

It is acknowledged that on-site visitor surveys are liable to under-count certain sections of the visitor market, for instance coach parties, business visitors and overseas visitors. In the case of overseas visitors, under counting may occur where a problem arises in translation, in the interpretation of questions and in some cases a reluctance to become involved with what appear to be officials/government.

The term "base" in the tables and charts refer to the number of responses to a particular question.

1.3 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size and the order of magnitude of the research findings being considered. This survey obtained a sample of 208 and the margins within which one can be 95% certain that the true figures in this report will lie are presented below.

Table 2: Statistical Error

Findings from Survey	95% confidence interval
50%	+/- 6.9%
40/60%	+/- 6.8%
30/70%	+/- 6.4%
20/80%	+/- 5.5%
10/90%	+/- 4.2%

This means, for example, we can be 95% certain that if 20% of the sample is found to have a particular characteristic or view, there is an estimated 95% chance that the true population percentage lies in the range of +/- 5.5%, i.e. between 14.5% and 25.5%.

1.4 Definitions

For the purposes of this report, visitors to Alcester are divided into three main types:

Day visitors from home – visitors who had travelled from, and were returning to, homes outside the Alcester area ion the day of their visit.

Day visitors on holiday – visitors travelling to Alcester for the day while staying away from home or en route to other locations, and who were not staying overnight in Alcester, sometimes referred to as touring visitors.

Staying visitors – visitors staying overnight for at least one night in accommodation within Alcester. This includes those staying with friends or relatives, as well as those staying in commercial services or non-serviced accommodation.

2.0 Summary of Results

2.1 Characteristics of visit

Main reason for visiting Alcester town

- 70% of visitors were on a leisure trip/holiday visit, which represented an increase of 6 percentage points from the 64% recorded in 2007. Almost a fifth (18%) were on a special shopping trip. 12% were visiting friends and relations, down by 9 percentage points from the 21% registered in 2007.

Where respondents live

- Three in ten (31%) of visitors came from Worcestershire (up by 4 percentage points since 27% in 2007), 19% from the West Midlands (18% in 2007) and 14% from Warwickshire (down 4 percentage points from 2007).

Employment status

- Over half (51%) of visitors stated they were retired; 28% stated they were employed full-time; 11% part-time; 6% were self-employed; and 2% said they were unemployed.

Socio-economic groupings

- Four in ten (40%) were of the socio-economic group C1, three in ten (30%) were in C2, over a fifth (21%) were in AB, and 9% in DE. In 2007, the percentage of those in C1 was exactly the same (40%), 16% were in C2 (14 percentage points less than now), 29% were in AB (9 percentage points less than 2012), and 15% were in DE (6 percentage points more).

Type of visitor

- 65% were day visitors from home, 6 percentage points less than 2007. 23% were day visitors on holiday, a rise of 5 points and staying visitors made up 12%.

Group size and composition

- 55% were adult couples – a rise of 4 points on 2007, 21% adults in a group, 13% were adults on their own and 11% were adults with children (3 points less than 2007).

Age and gender profile

- 8% were in the 0-15 age category, with 40% aged 65 and over. There was a 42/58 split male female.

Going home following visit or staying overnight

- Over two thirds of those interviewed (68%) confirmed they had come from home today, as opposed to 32% who had not.

- 66% were returning to home today, compared to 34% who were not.

- Of those not returning home today, over a third (35%) stated they were staying overnight in Alcester, which was 24 points more than the 11% of visitors who stayed overnight in 2007.

- Over half (56%) of those staying overnight were staying at the home of a friend / relative, which represented a decrease of 9 percentage points from that recorded in 2007.

First or repeat visit

- For over a quarter of those surveyed (26%) it was their first visit to Alcester. In 2007, 28% were new visitors, 2 percentage points more than in 2012, and 72% were repeat visitors.

- Of those who had visited Alcester before, four in ten (37%) had visited two to five times in the last 12 months (26% in 2007), and 35% had visited more than five times (46% in 2007). 16% however, had not visited Alcester in the last 12 months (17% in 2007), and 12% had visited once (exactly the same as in 2007).

Length of stay

- On average, day visitors spent 2 hours and 2 minutes in Alcester, 5 minutes less than 2007.

Travelling to Alcester and parking

- Most visitors to Alcester (92%) used a car, van or motorhome as their main form of transport, which was 2 percentage points greater than the 90% who used such means in 2007.

- Nine in ten (89%) of those who travelled to Alcester by car, van or motorhome, found it either very easy or easy to park in the town. This represents an increase of 2 percentage points on the 87% who felt the same way in 2007.

- Seven in ten of those who came by car, van or motorhome (70%) did not pay for parking.

Single main reason for visiting the town

- All respondents were asked to state one main reason for visiting the town: four in ten (38%) cited shopping / looking around the shops (19 percentage points more than in 2007), and three in ten (28%) stated general sightseeing / interest, which was 4 points less than in 2007 (32%). 6% of those surveyed gave the reason of visiting friends or relatives, 11 percentage points less than in 2007 (17%). 5% said to visit a specific attraction in the town, and the same percentage mentioned to visit a specific event in the town.

Other reasons for visiting the town

- Secondly, respondents were questioned as for what other reasons they were visiting: 41% said shopping / looking around the shops (44% in 2007), 29% stated general sightseeing / interest (25% in 2007), over a fifth (21%) mentioned somewhere for coffee / tea (22% in 2007), and 19% for lunch (21% in 2007).

Events / Festivals

- 85% of those surveyed had not visited an event / Festival in Alcester in the past 12 months.

- Of the 15% who confirmed they had attended an event / Festival in the past 12 months, nearly all 97% said it was during the day.

Spending

- On average, day visitors spent an average of £10.86 each in Alcester.

2.2 Attitudes towards Alcester

The market

- Exactly half (50%) expressed satisfaction with **the range of stalls** in the market, as opposed to a quarter (25%) who were dissatisfied. This represented a fall of 10 percentage points from the 60% satisfaction rating in 2007.

- Three quarters (75%) of those surveyed were satisfied with **the presentation of the stalls**, 15 percentage points less than the 90% satisfaction figure of 2007.

- 75% were satisfied with **the quality of the goods on sale**, compared to 25% who were dissatisfied. In 2007, 90% were satisfied.

- 75% were either very satisfied or satisfied with **the quality of service** from stallholders. Again, in 2007 there was 90% satisfaction: representing a fall in satisfaction over 5 years of 15 points.

The shops

- Almost two thirds (65%) expressed satisfaction with **the range of shops** (of interest to visitors), versus 6% who were dissatisfied. Similar to the findings of 2007, this represents a single percentage point increase from 64% satisfaction. Dissatisfaction remained constant across both surveys.

- Seven in ten (72%) were satisfied with **the quality of goods on sale in the shops** which was the same in both surveys.

- Over four fifths (82%) were very satisfied or satisfied with **the quality of service in the shops**, again constant across both surveys.

Places to eat and drink

- 83% were satisfied with **the range of places to eat and drink**. Significantly, this represents an increase in satisfaction of 18 percentage points from the 65% satisfaction figure recorded in 2007.

- Eight in ten (83%) expressed satisfaction with **the quality of food**: 4 percentage points greater than in the previous survey (79%).

- Nine in ten (88%) were satisfied with **the quality of service** in places to eat and drink: again 4 points greater than in 2007 (84%).

- Over four fifths (82%) were very satisfied or satisfied with **the value for money** in places to eat and drink: 4 points greater than the 78% satisfaction rating in the earlier survey.

Museums and other places to visit in town

- So far as the **range of museums and other places** to visit in town, were concerned, one in ten (12%) expressed dissatisfaction, compared to 50% who were satisfied. In 2007, satisfaction was notably higher at 68%, 18 percentage points more than now, and dissatisfaction stood at 10%.

- 57% of visitors were satisfied with the **level of interest in museums and other places to visit** in town, versus 8% dissatisfaction. Significantly, this represents a fall in satisfaction of 29 percentage points from the 86% satisfaction figure in 2007.

- Over two thirds (69%) expressed satisfaction with **the quality of service** in the museums, etc., again much less than the 81% satisfaction rating in 2007, showing a decrease of 12 percentage points.

- 87% were satisfied with **the value for money** of the museums and other places to visit in town: 5 percentage points down on the 92% satisfaction of 2007.

Ease of finding way around

- Regarding ease of finding way around, 84% were satisfied with the **road signs**, as opposed to 5% who were dissatisfied. Current findings were 2 percentage points up on satisfaction compared to the earlier survey when 82% were satisfied.

- 85% expressed satisfaction with the **pedestrian signs** (an increase of 7 percentage points from the 78% satisfaction in 2007), versus 5% dissatisfaction.

- 83% were satisfied with the **display maps and information boards**, compared to 4% who were dissatisfied. This represents a considerable increase in satisfaction of 15 percentage points from the 68% satisfaction in 2007.

Cleanliness of the streets

- Most (94%) expressed satisfaction with the cleanliness of the streets (a single percentage point down on the 95% satisfaction in 2007).

Public toilets

- With reference to the public toilets, 4% were dissatisfied with **the availability**, as opposed to 87% who were satisfied (3 percentage points less than the 90% satisfaction rating in 2007).

- Almost three quarters (73%) were satisfied with **the cleanliness** of the public toilets, versus 16% who were dissatisfied. This represented a fall of 6 percentage points from the 79% satisfaction in the previous survey and an increase in dissatisfaction of 9 percentage points from the 7% dissatisfaction recorded in 2007.

Visitor Information

- With regard to the ease of finding Visitor Information, less than two thirds (65%) were satisfied, compared to over a fifth (21%) who were dissatisfied.

Atmosphere in Alcester town

- Significantly, 97% of those surveyed expressed satisfaction with the general atmosphere in Alcester town, up 2 percentage points since 2007.

Feeling of welcome

- 95% were satisfied with the feeling of welcome in the town with zero dissatisfaction.

General appearance

- Across both surveys, 96% were very satisfied or satisfied with the general appearance of the town, with nobody dissatisfied.

Feeling safe from crime

- Nearly all (97%) were in agreement with the statement that they felt quite safe from crime in Alcester town. This was a single percentage point more than the 96% recorded in 2007.

Feeling safe from traffic

- Over four fifths (82%) agreed or agreed strongly that as a pedestrian in Alcester they felt quite safe from traffic. 87% felt this way in 2007, representing a fall of 5 percentage points across the two surveys.

Getting around Alcester by car

- Almost three quarters (74%) agreed that they found it easy to get around Alcester by car.

Overall enjoyment

- Nine in ten (87%) rated their overall enjoyment as either high or very high, 13% said average, however, nobody stated low. In 2007, 81% rated their overall enjoyment as either high or very high, representing an increase of 6 percentage points over the 5 years.

Recommending Alcester to someone else

- 95% of those surveyed confirmed they were either very likely or likely to recommend Alcester town to someone else, and 5% said possibly. This represents an increase of 7 percentage points in those saying they are very likely or likely to recommend Alcester from the 88% recorded in 2007. 9% said possibly in 2007 and 2% stated unlikely.

3.0 Characteristics of Visit

3.1 Main reason for visiting Alcester town

All visitors were asked to give their main reason for visiting Alcester town. Seven in ten (70%) said they were on a leisure trip / holiday visit, up 6 percentage points from the 64% recorded in 2007. Almost a fifth (18%) were on a special shopping trip, and 12% were visiting friends or relatives.

Table 3

Main reason for visiting Alcester town by Year	2007 %	2012 %
Leisure trip / holiday	64	70
Shopping trip (special)	16	18
Visiting friends or relatives	21	12
BASE	*(206)*	*(208)*

A quarter of day visitors were seeing friends or relatives in the area.

Table 4

Main reason for visiting by type of visitor	Day Visitor %	Day Visitor on Holiday %	Staying Visitor %
Leisure trip / holiday	67	83	60
Shopping trip (special)	8	8	36
Visiting friends or relatives	24	8	4
BASE	*(135)*	*(48)*	*(25)*

3.2 Where respondents live

Almost a third (31%) of visitors came from Worcestershire, just less than one fifth (19%) were from the West Midlands and 14% came from Warwickshire.

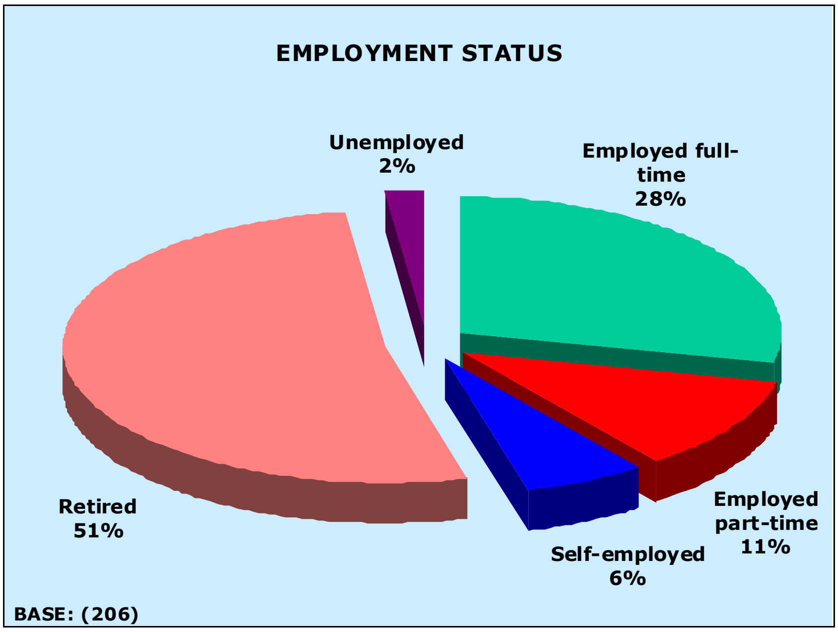
Table 5

Where respondents live	**2012 %**
Worcestershire	31
West Midlands	19
Warwickshire	14
Gloucestershire	3
Devon	2
Kent	2
Manchester	2
Nottinghamshire	2
Staffordshire	2
Australia	1
Bath / Bristol	1
Bedfordshire	1
Canada	1
Essex	1
Derbyshire	1
Lancashire	1
Leicestershire	1
London / Middlesex	1
Merseyside	1
Somerset	1
South Wales	1
Spain	1
Sussex West	1
USA	1
Yorkshire West	1
BASE	*(191)*

3.3 Employment status

Just over half (51%) of visitors said they were retired, 28% stated they were employed full-time, 11% part-time, 6% cited self-employed, and 2% unemployed.

Chart 1



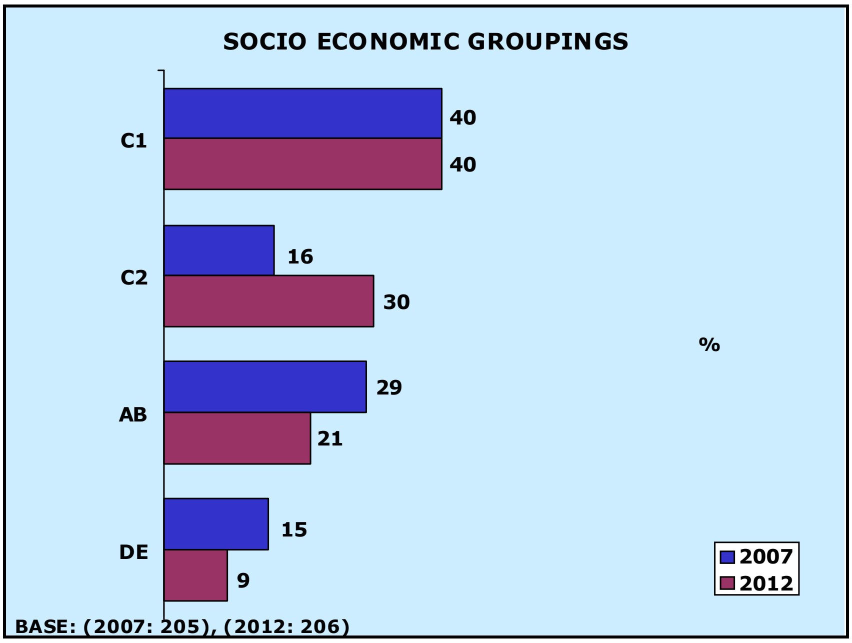
3.4 Socio-economic groupings

Based on the occupation of their household's highest income earner, visitors were categorised by socio-economic group, using the following Market Research Society standards:-

Socio-economic groupings	
AB	*Managerial, administrative or professional at senior or intermediate level*
C1	*Supervisory, clerical (i.e. white collar), junior administrative or professional*
C2	*Skilled manual worker*
DE	*Semi-skilled and unskilled manual worker, retired state pensioner, casual earner, unemployed*

As outlined in the chart below, four in ten (40%) were of the socio-economic group C1, three in ten (30%) were in C2, just over a fifth (21%) were in AB, and 9% in DE. In 2007, the percentage of those in C1 was exactly the same (40%), 16% were in C2 (14 percentage points less than now), 29% were in AB (9 percentage points less than 2012), and 15% were in DE (6 percentage points more).

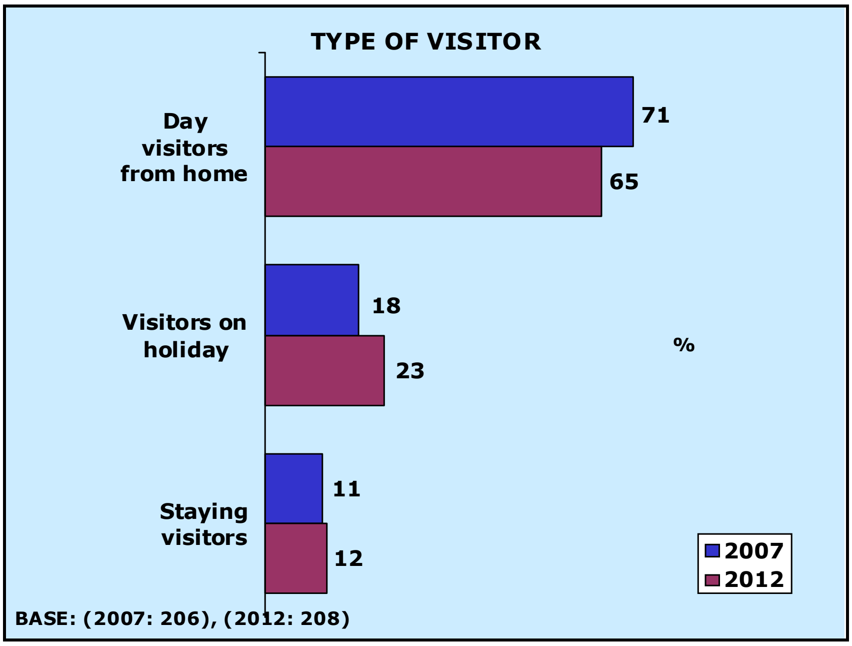
Chart 2



3.5 Type of visitor

Almost two thirds of respondents (65%) were day visitors from home, 6 percentage points less than 2007. Nearly a quarter (23%) were day visitors on holiday, a rise of 5 points and visitors staying in commercial and non-commercial accommodation in the Alcester area made up 12%.

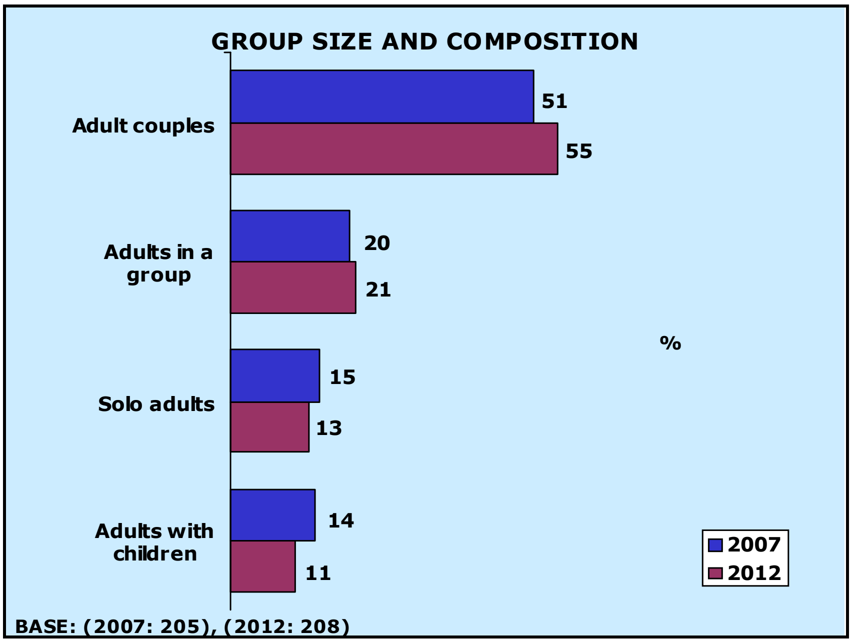
Chart 3



3.6 Group size and composition

Over half (55%) were adult couples – a rise of 4 points on 2007, just over one fifth (21%) were adults in a group, 13% were adults on their own and 11% were adults with children (3 points less than 2007). The average (mean) number of people per group was approximately 2.25.

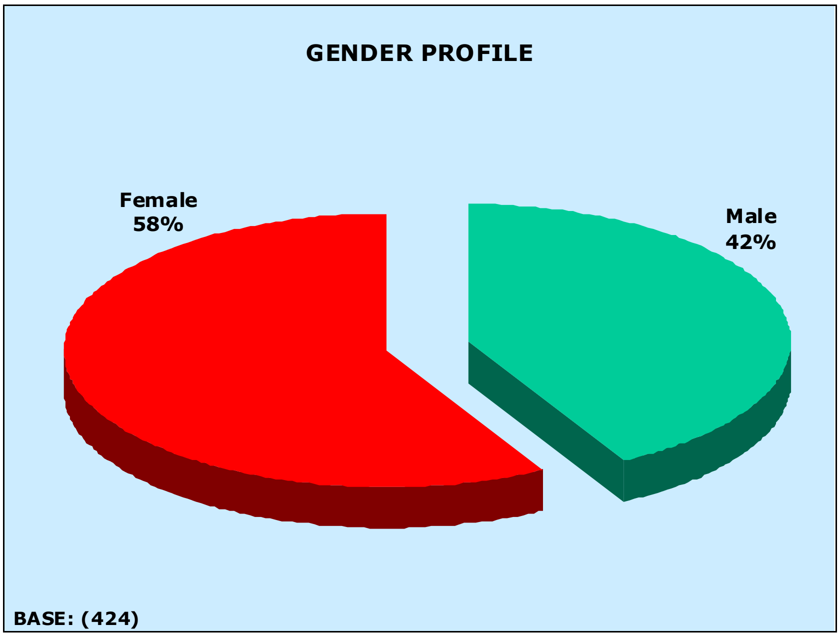
Chart 4



3.7 Gender profile

Six in ten (58%) of those surveyed were female, as opposed to 42% who were male.

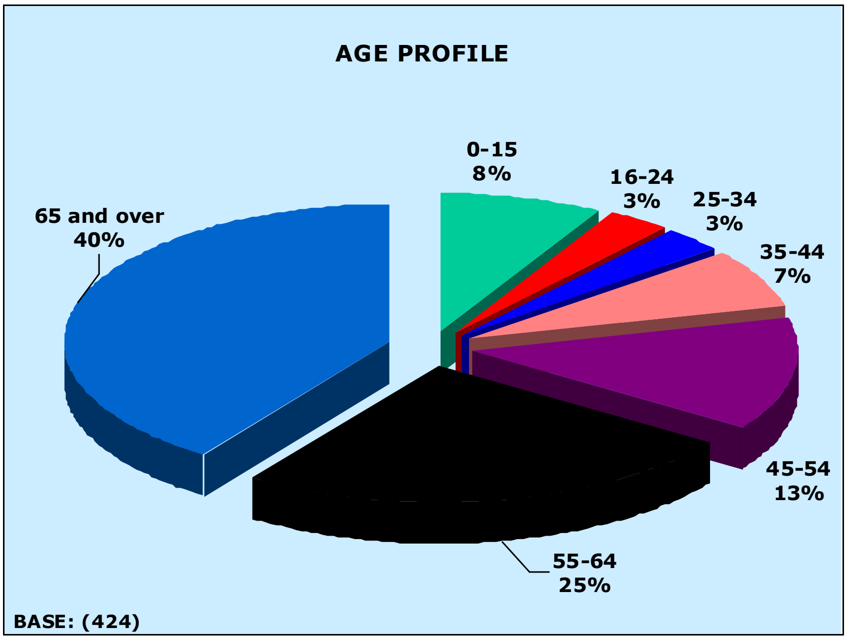
Chart 5



3.8 Age profile

There is a large bias towards the older age groups. Four out of ten surveyed were aged 65 and over, with a quarter in the 55-64 age category.

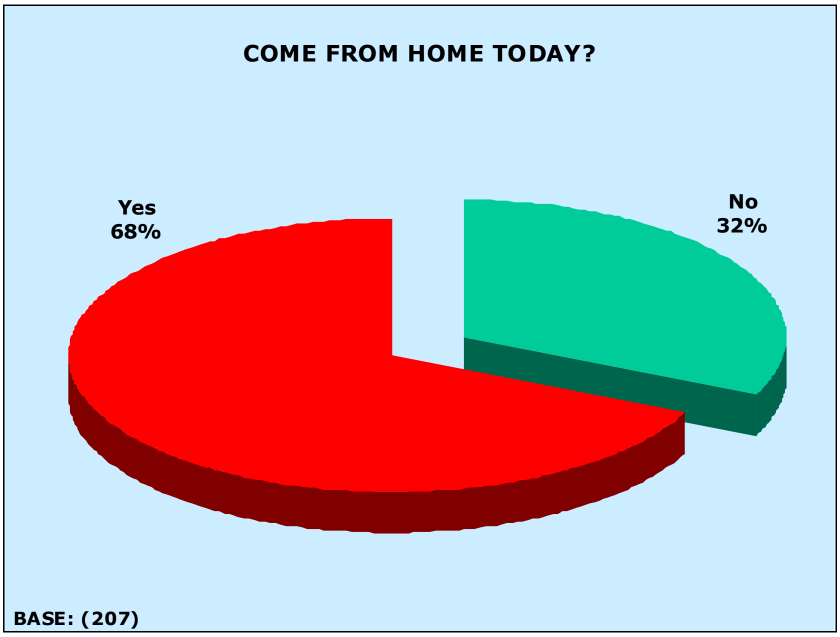
Chart 6



3.9 Come from home today

Just over two thirds of those interviewed (68%) confirmed they had come from home today, as opposed to 32% who had not.

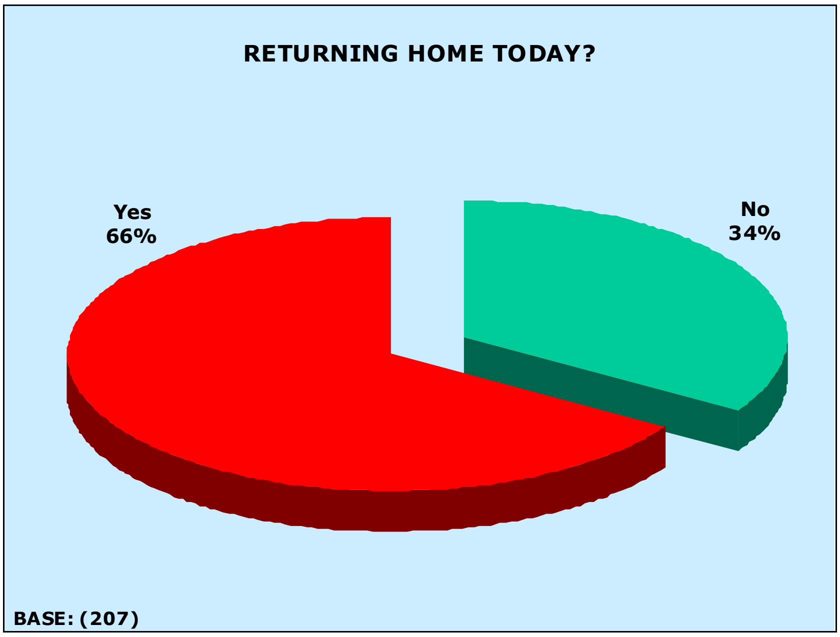
Chart 7



3.10 Going home following visit

Nearly two thirds (66%) stated that they were returning to home today, compared to 34% who were not.

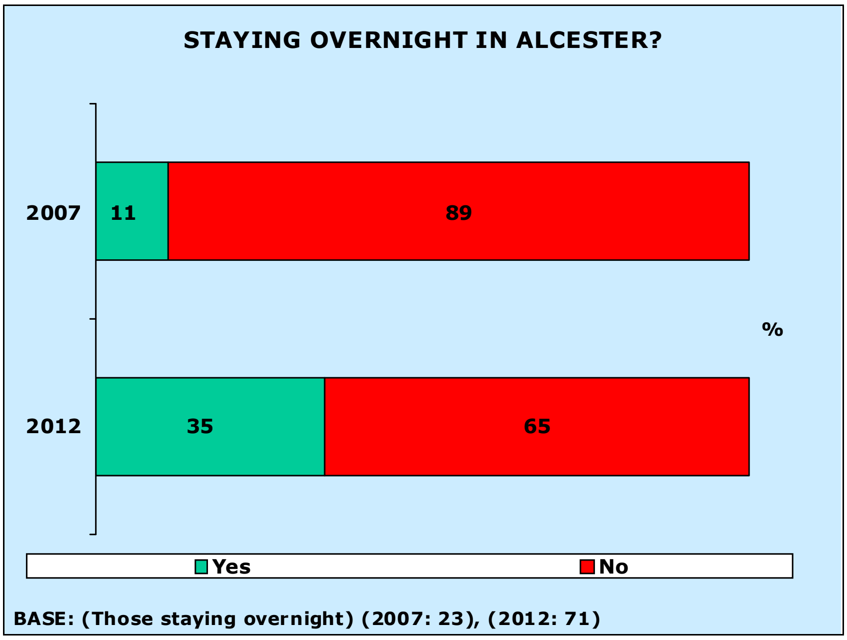
Chart 8



3.11 Staying overnight

Of those who said they were not returning home today, over a third (35%) stated they were staying overnight in Alcester, which was 24 points more than the 11% of visitors who stayed overnight in 2007.

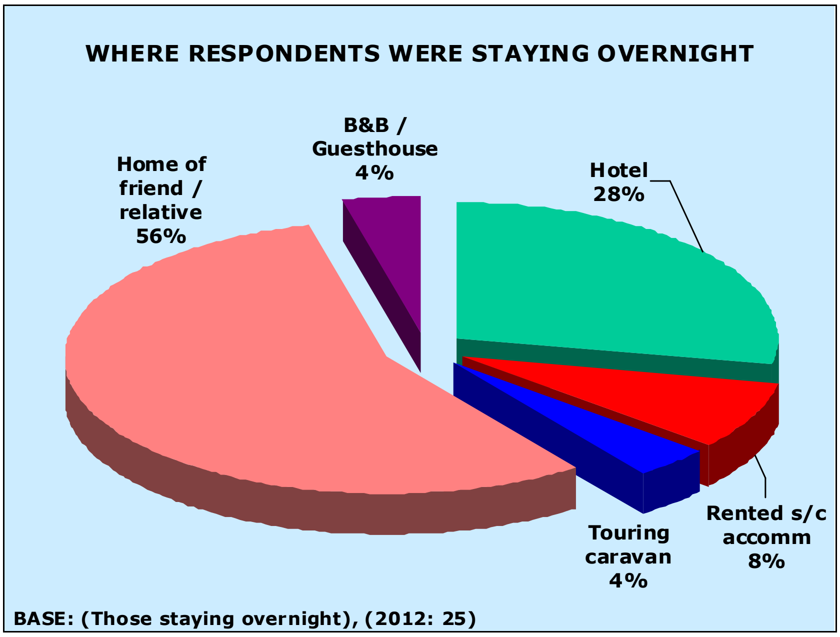
Chart 9



3.12 Where respondents were staying overnight

Over half (56%) of those staying overnight were staying at the home of a friend / relative, and three in ten (28%) stayed in a hotel.

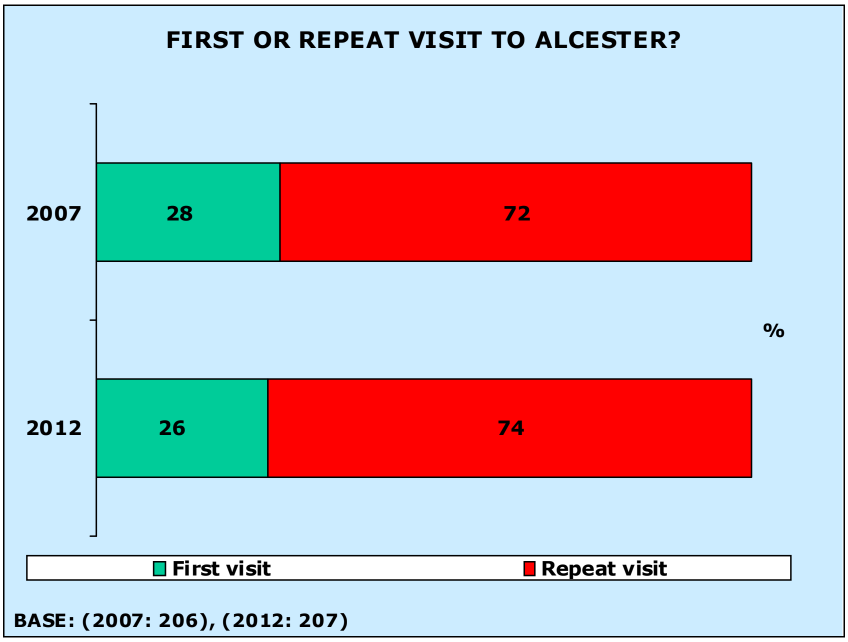
Chart 10



3.13 First or repeat visit

For over a quarter of those surveyed (26%) it was their first visit to Alcester, and 74% were repeat visitors. In 2007, 28% were new visitors, 2 percentage points more than in 2012, and 72% were repeat visitors.

Chart 11



The following table illustrates the number of times, people who have visited Alcester before, have visited in the last 12 months. Four in ten (37%) had visited two to five times in the last 12 months, up 11 percentage points from the 26% recorded in 2007. Significantly over a third (35%) had visited more than five times although this was down from the 46% in 2007. 16% however, had not visited Alcester in the last 12 months (17% in 2007), and 12% had visited once (exactly the same as in 2007).

Table 6

Number of times visited in the last 12 months	**2007 %**	**2012 %**
None	17	16
Once	12	12
Two to five times	26	37
More than five times	46	35
BASE (Those who had visited Alcester before)	*(145)*	*(153)*

3.14 Length of stay

On average, in 2012, day visitors spent 2 hours and 2 minutes in Alcester, which was 5 minutes less than in 2007.

3.15 Travelling to Alcester

The majority of visitors to Alcester (92%) used a car, van or motorhome as their main form of transport, which was 2 percentage points greater than the 90% who used such means in 2007.

Table 7

Main form of transport	**2007 %**	**2012 %**
Car / van / motorcycle / motorhome	90	92
Walked	4	4
Bus / coach service	4	2
Bicycle	1	1
Coach tour	0	0
BASE	*(206)*	*(207)*

3.16 Single main reason for visiting the town

All respondents were asked to state one main reason for visiting the town: four in ten (38%) cited shopping / looking around the shops (19 percentage points more than in 2007), and three in ten (28%) stated general sightseeing / interest, which was 4 points less than in 2007 (32%). 6% of those surveyed gave the reason of visiting friends or relatives, 11 percentage points less than in 2007 (17%). 5% said to visit a specific attraction in the town, and the same percentage mentioned to visit a specific event in the town. 13 comments were provided under other and these are listed in Appendix 1.

Table 8

Main reason for visiting Alcester	**2007** **%**	**2012** **%**
General sightseeing	32	28
Shopping / looking around shops	19	38
Visiting friends or relatives	17	6
Just passing through	5	1
For a specific service (e.g. bank/post o./chemist)	5	1
To visit a specific attraction in the town	4	5
To visit a specific event in the town	-	5
Somewhere for lunch	3	4
Somewhere for tea / coffee	3	4
Walking	-	2
Other	7	6
BASE	*(206)*	*(208)*

3.17 Other reasons for visiting Alcester

Secondly, all respondents were questioned as for what other reasons they were visiting: 41% said shopping / looking around the shops (44% in 2007), 29% stated general sightseeing / interest (25% in 2007), over a fifth (21%) mentioned somewhere for coffee / tea (22% in 2007), and 19% for lunch (21% in 2007). 8% cited to visit a specific attraction in the town which was up by 6 percentage points since the previous survey. 7 comments were supplied under other and these can be found in Appendix 2.

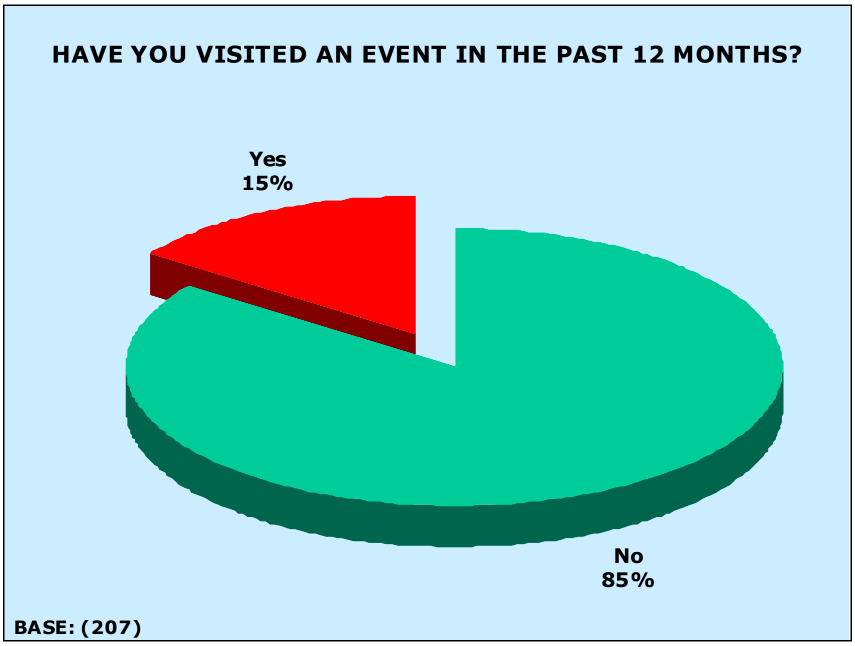
Table 9

Other reasons for visiting Alcester	**2007** **%**	**2012** **%**
Shopping / looking around shops	44	41
General sightseeing / interest	25	29
Somewhere for tea / coffee	22	21
Somewhere for lunch	21	19
Visiting friends or relatives	5	3
To use the toilets	4	5
Just passing through	4	5
To visit the TIC	3	-
The markets	2	2
For a specific service (e.g. bank/post o./chemist)	2	4
To visit a specific attraction in the town	2	8
Antique hunting	1	5
Walking	-	4
To visit a specific event in the town	-	1
Other	6	5
BASE		*(170)*

3.18 Events / Festivals

85% of those surveyed had not visited an event / Festival in Alcester in the past 12 months, as opposed to 15% who had. 30 comments were made as to the name of the event / Festival visited, as per Appendix 3.

Chart 12



Of the 15% who confirmed they had attended an event / Festival in the past 12 months, nearly all (97%) said it was during the day.

Chart 13

3.19 Spending

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their in Alcester. Given that visitors were being asked to recollect their expenditure and to forecast future spending the figures should be treated as estimates.

Expenditure on accommodation, eating/drinking out, shopping, entertainment, transport/fuel spent in the area itself and other spending. The sample does include those who indicated that they had or did not intend to spend anything.

On average, day visitors spent an average of £10.86 in Alcester.

Figures are broken down for day visitors, day visitors on holiday and staying visitors in commercial accommodation.

Table 9

Breakdown of spending	**Average Spend £ Per Person**
Day visitor	£10.86
Day visitor on holiday	£12.60
Staying visitors in commercial accommodation	£14.54

4.0 Attitudes towards Alcester

4.1 The market

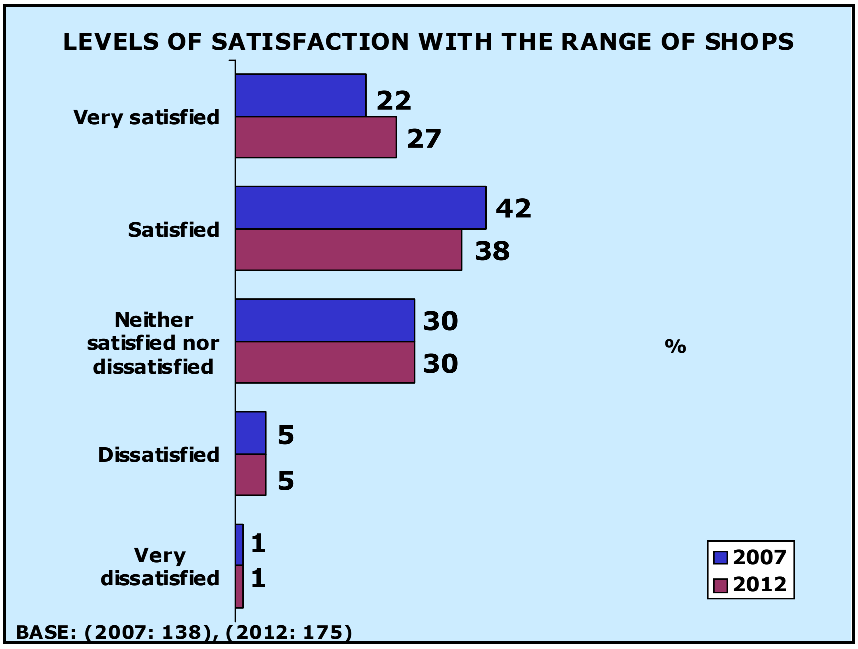
Questions on the market were asked on the following aspects:
- The range of stalls
- The presentation of the stalls
- The quality of the goods on sale
- The quality of service

As only 4 people had been to the market, the results are too small to be meaningful.

4.2 The shops

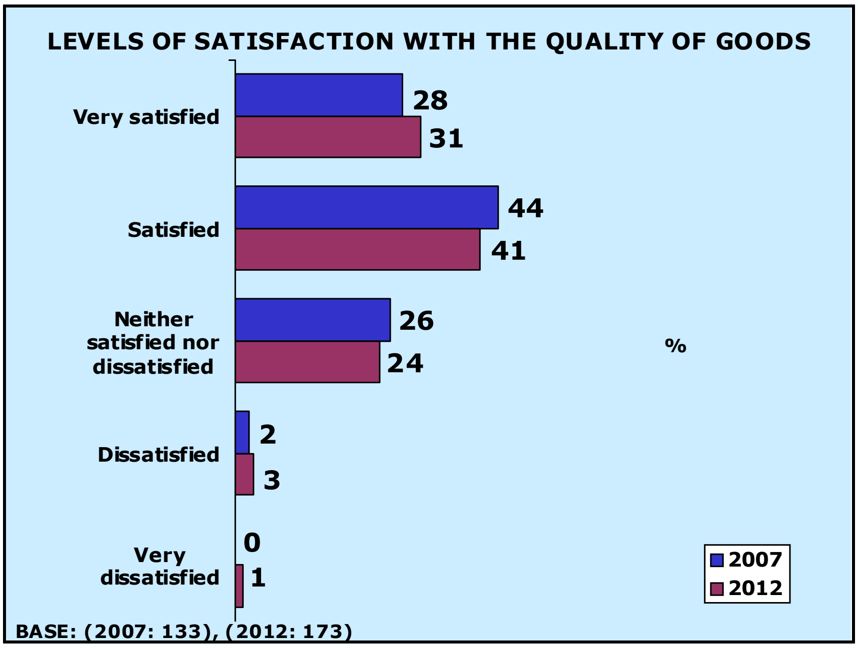
Almost two thirds (65%) of those surveyed expressed satisfaction with **the range of shops** (of interest to visitors), versus 6% who were dissatisfied. Similar to the findings of 2007, this represents a single percentage point increase from 64% satisfaction. Dissatisfaction remained constant across both surveys.

Chart 14



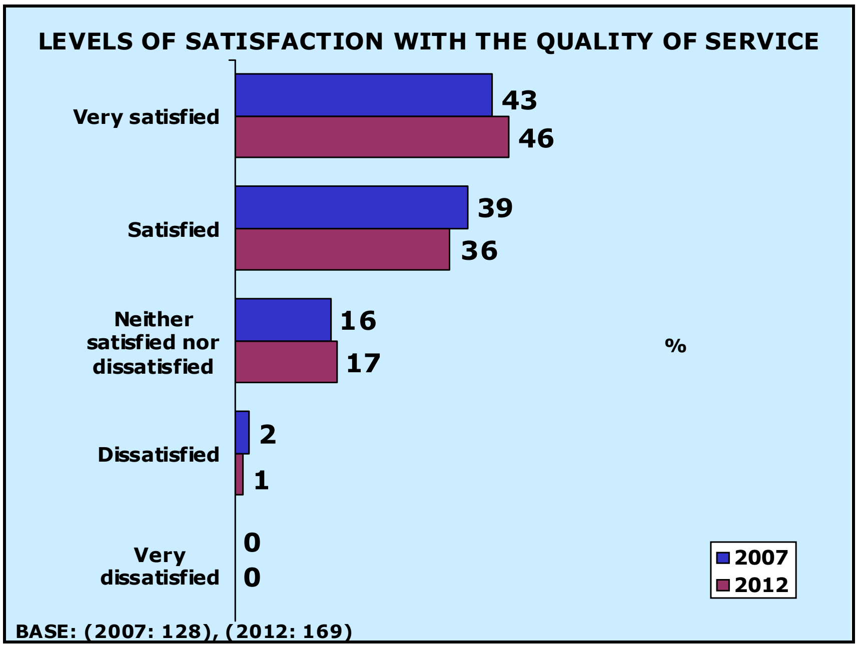
Seven in ten respondents (72%) were satisfied with **the quality of goods on sale in the shops** which was the same in both surveys.

Chart 15



Over four fifths of those surveyed (82%) were very satisfied or satisfied with **the quality of service in the shops**, again constant across both surveys.

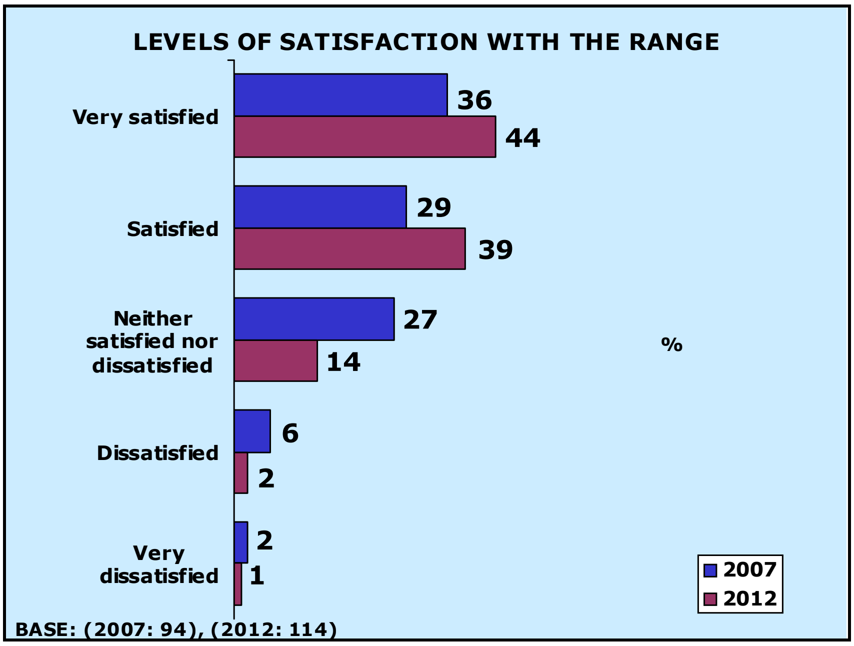
Chart 16



4.3 Places to eat and drink

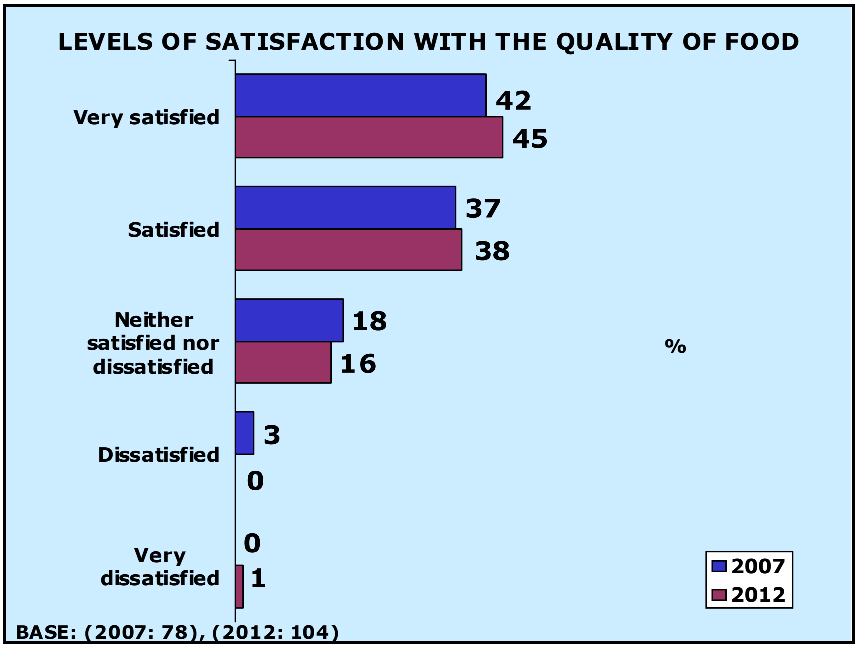
Over four fifths of those surveyed (83%) were satisfied with **the range of places to eat and drink**. Significantly, this represents an increase in satisfaction of 18 percentage points from the 65% satisfaction figure recorded in 2007.

Chart 17



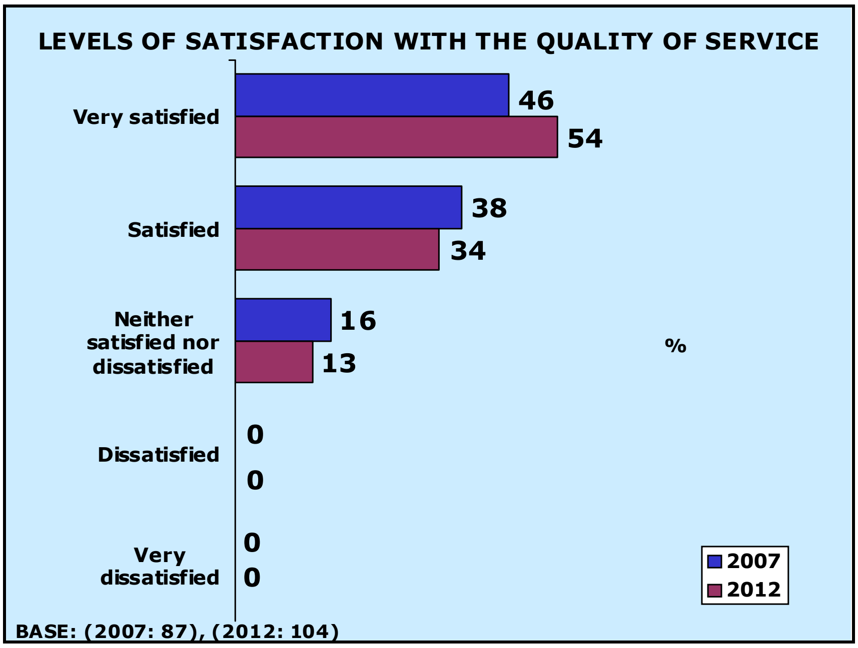
Eight in ten respondents (83%) expressed satisfaction with **the quality of food**: 4 percentage points greater than in the previous survey (79%).

Chart 18



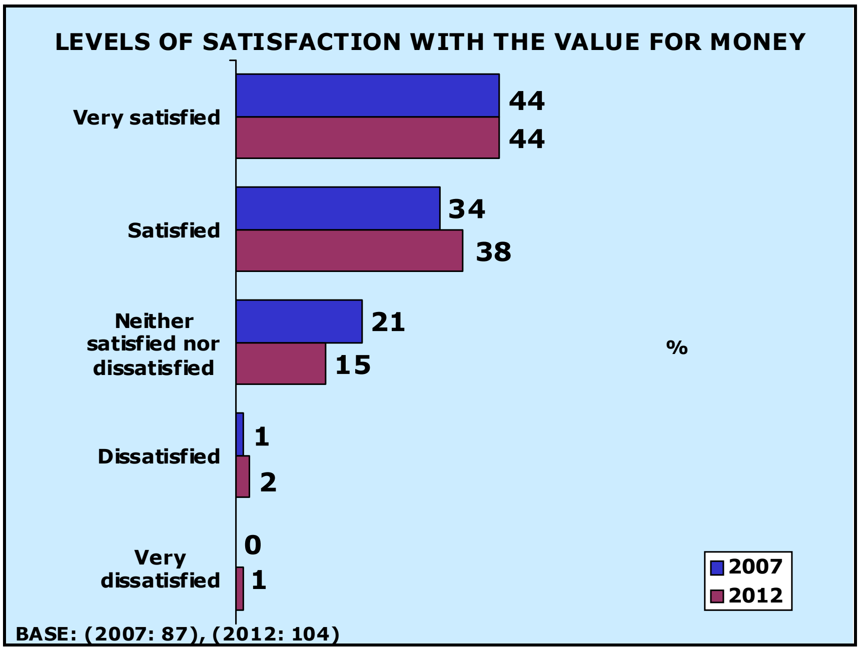
Nine in ten visitors (88%) were satisfied with **the quality of service** in places to eat and drink: again 4 points greater than in 2007 (84%).

Chart 19



Over four fifths (82%) of those surveyed were very satisfied or satisfied with **the value for money** in places to eat and drink: 4 points greater than the 78% satisfaction rating in the earlier survey.

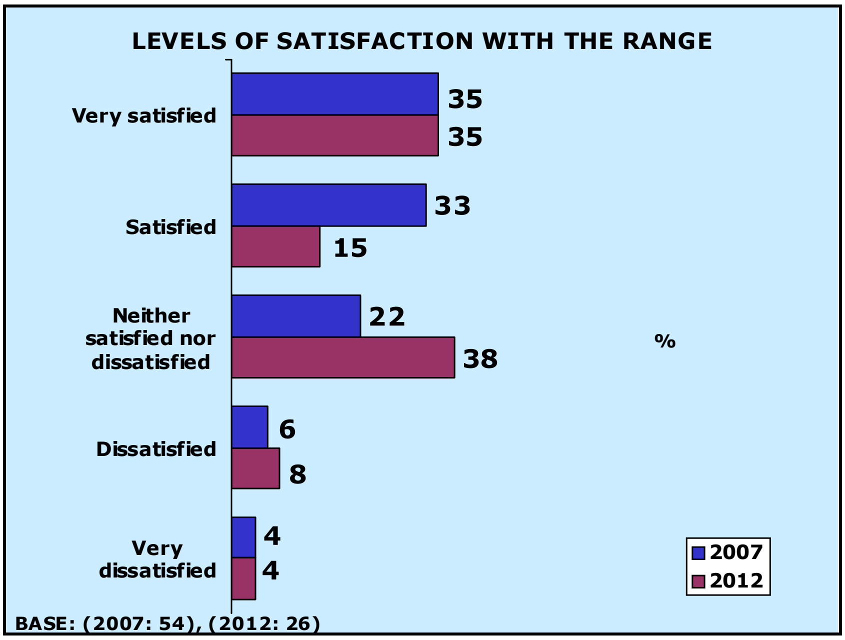
Chart 20



4.4 *Museums and other places to visit in town*

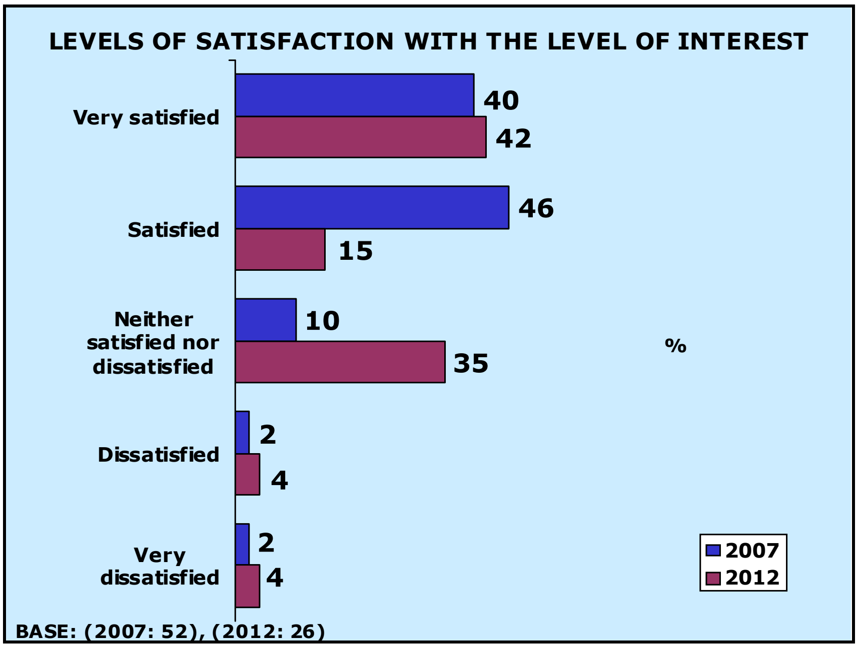
So far as the **range of museums and other places** to visit in town, were concerned, one in ten (12%) expressed dissatisfaction, compared to 50% who were satisfied. In 2007, satisfaction was notably higher at 68%, 18 percentage points more than now, and dissatisfaction stood at 10%.

Chart 21



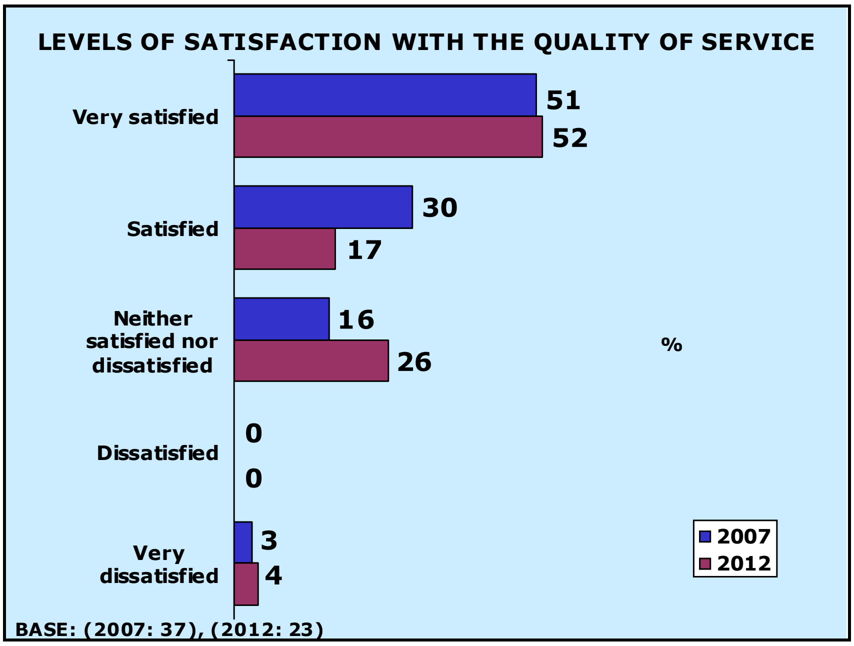
57% of visitors were satisfied with the **level of interest in museums and other places to visit** in town, versus 8% who were dissatisfied. Significantly, this represents a fall in satisfaction of 29 percentage points from the 86% satisfaction figure in 2007.

Chart 22



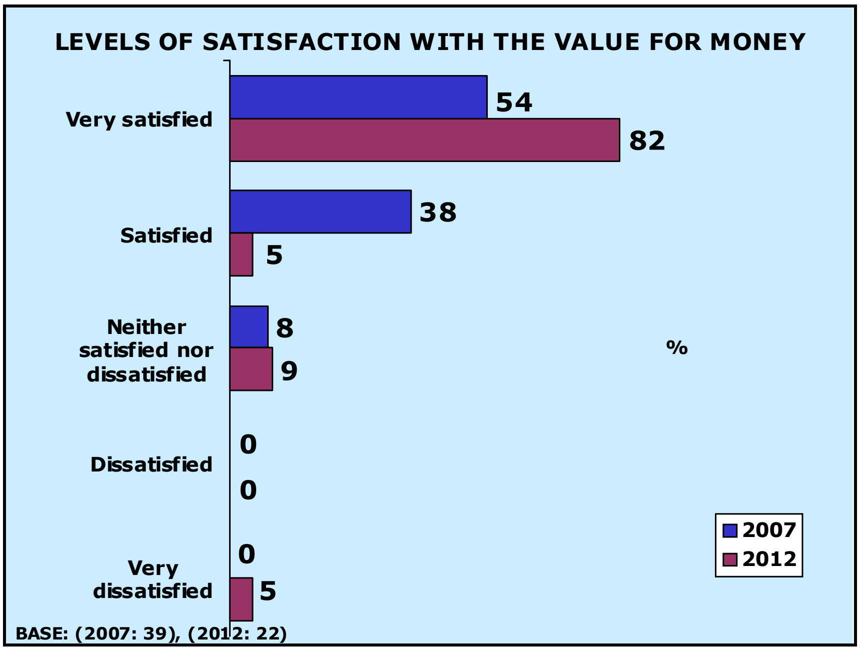
Over two thirds of those surveyed (69%) expressed satisfaction with **the quality of service** in the museums, etc., again much less than the 81% satisfaction rating in 2007, showing a decrease of 12 percentage points.

Chart 23



Nine in ten visitors (87%) were satisfied with **the value for money** of the museums and other places to visit in town: 5 percentage points down on the 92% satisfaction of 2007.

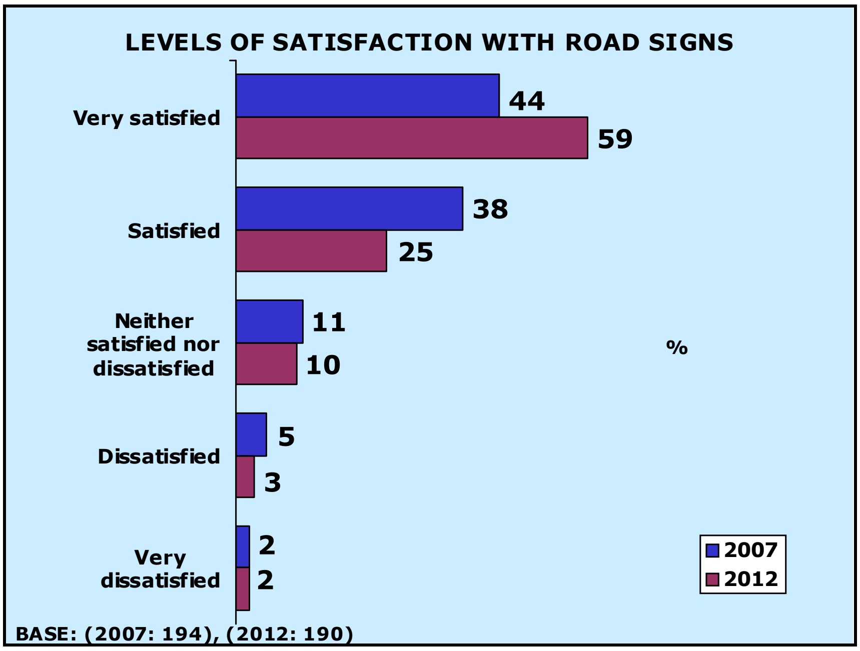
Chart 24



4.5 *Ease of finding way around*

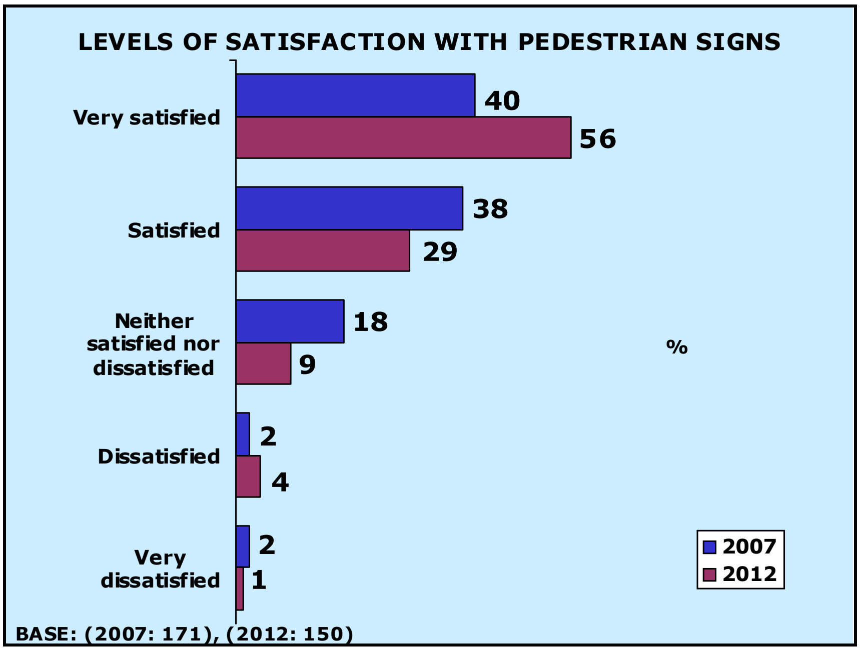
Regarding ease of finding way around, 84% of visitors were satisfied with the **road signs**, as opposed to 5% who were dissatisfied. Current findings were 2 percentage points up on satisfaction compared to the earlier survey when 82% were satisfied.

Chart 25



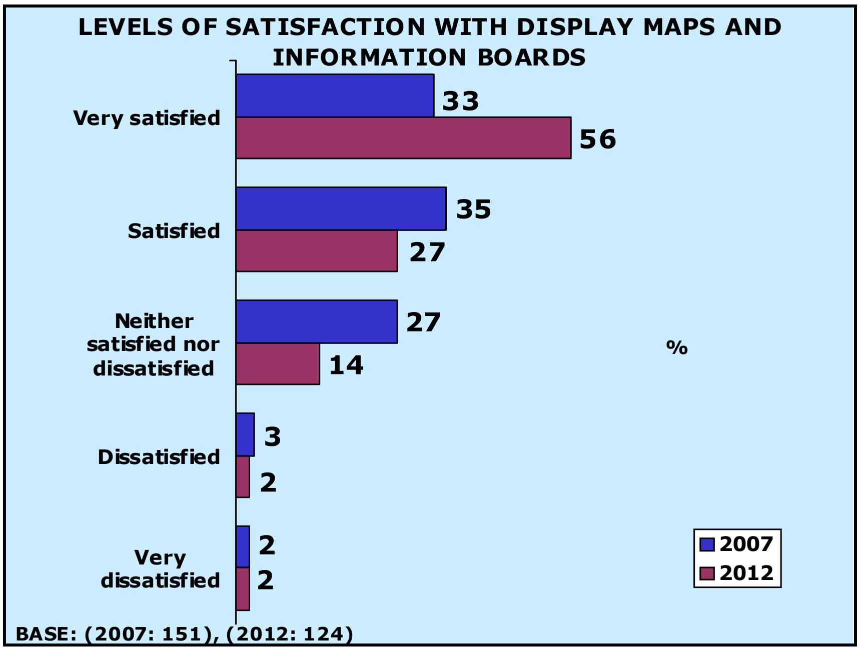
85% of those surveyed expressed satisfaction with the **pedestrian signs** (an increase of 7 percentage points from the 78% satisfaction in 2007), versus 5% dissatisfaction.

Chart 26



Over four fifths (83%) were satisfied with the **display maps and information boards**, compared to 4% who were dissatisfied. This represents a considerable increase in satisfaction of 15 percentage points from the 68% satisfaction in 2007.

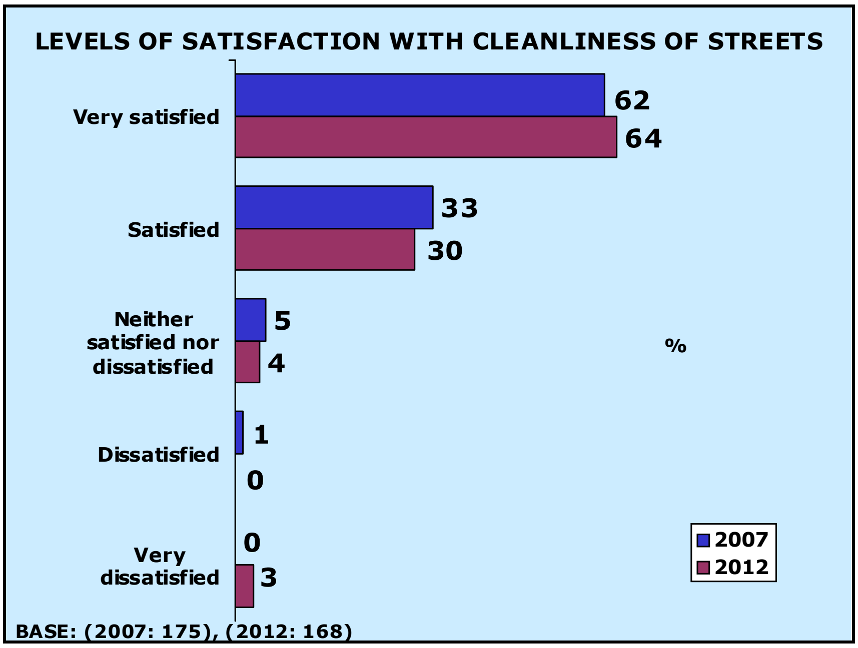
Chart 27



4.6 Cleanliness of the streets

Most visitors (94%) expressed satisfaction with the cleanliness of the streets (a single percentage point down on the 95% satisfaction in 2007).

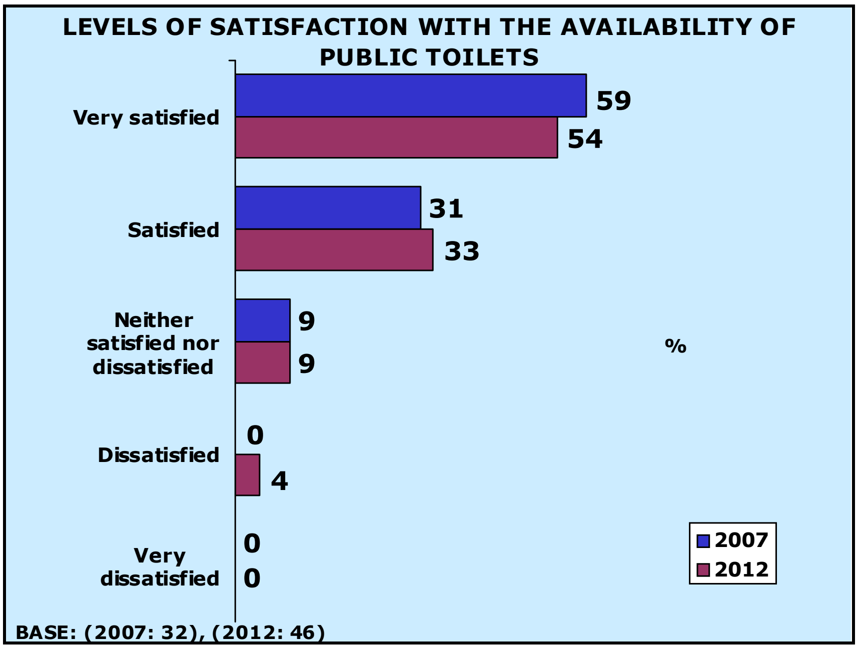
Chart 28



4.7 Public toilets

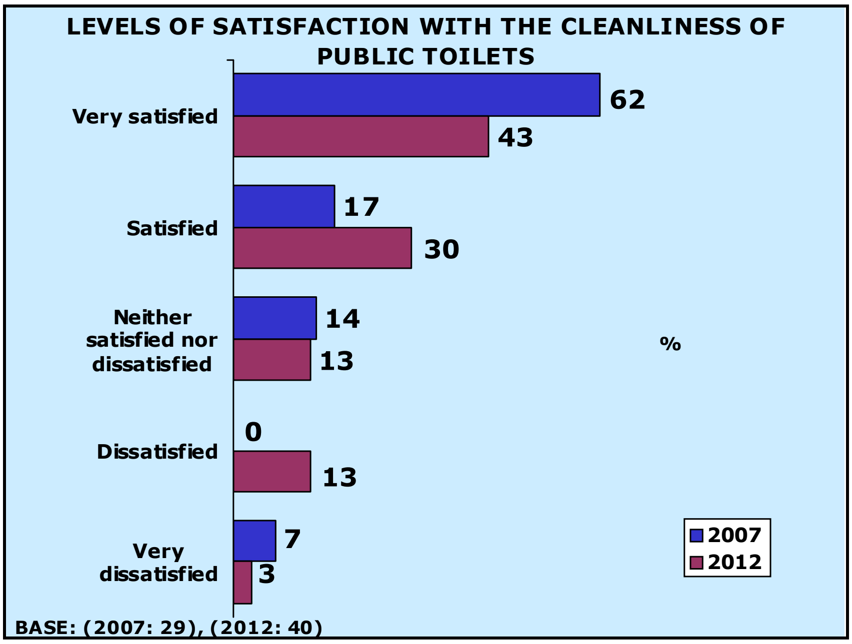
With reference to the public toilets, 4% were dissatisfied with **the availability**, as opposed to 87% who were satisfied (3 percentage points less than the 90% satisfaction rating in 2007).

Chart 29



Almost three quarters (73%) were satisfied with **the cleanliness** of the public toilets, versus 16% who were dissatisfied. This represented a fall of 6 percentage points from the 79% satisfaction in the previous survey and an increase in dissatisfaction of 9 percentage points from the 7% dissatisfaction recorded in 2007.

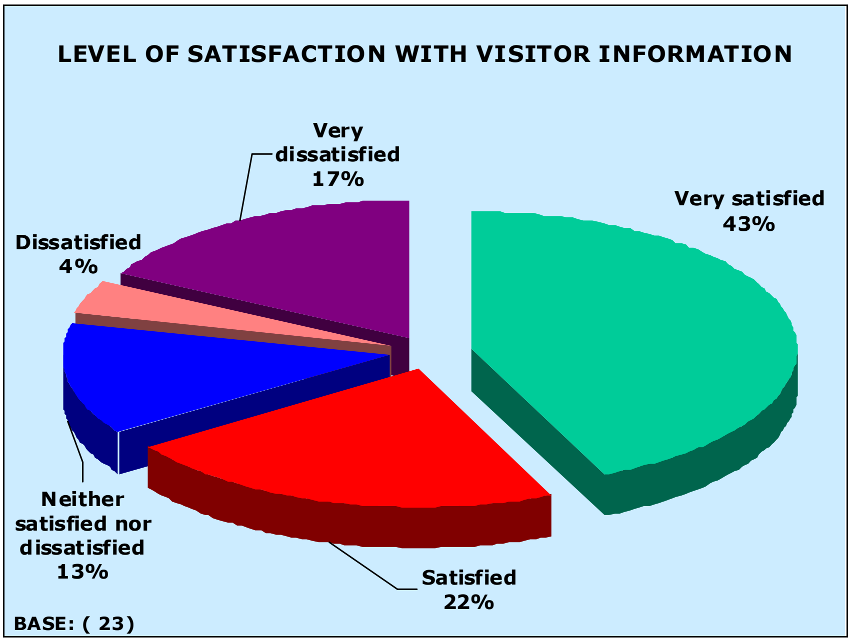
Chart 30



4.8 Visitor Information

With regard to the ease of finding visitor information, less than two thirds of those surveyed (65%) were satisfied, compared to over a fifth (21%) who were dissatisfied.

Chart 31



4.9 Parking

Nine in ten (89%) of those who travelled to Alcester by car, van or motor home, found it either very easy or easy to park in the town. This represents an increase of 2 percentage points on the 87% who felt the same way in 2007.

Table 10

Ease of parking	**2007 %**	**2012 %**
Very difficult	58	0
Difficult	29	7
Neither difficult nor easy	4	4
Easy	6	36
Very easy	2	53
BASE (Those who travelled by car/van/motor home)	*(180)*	*(191)*

Seven in ten of those who came by car, van or motor home (70%) did not pay for parking and 27% felt the cost of parking was very or quite reasonable.

Table 11

Cost of parking	**2012 %**
Very expensive	0
Quite expensive	0
About average	1
Quite reasonable	1
Very reasonable	26
Don't know	2
Not applicable	70
BASE (Those who travelled by car/van/motor home)	*(191)*

4.10 Atmosphere in Alcester town

Significantly, 97% of those surveyed expressed satisfaction with the general atmosphere in Alcester town, up 2 percentage points since 2007.

95% were satisfied with the feeling of welcome in the town, up 2 points from 2007, with zero dissatisfaction across both surveys.

Across both surveys, 96% were very satisfied or satisfied with the general appearance of the town, with nobody dissatisfied.

Table 12

Levels of satisfaction with…	**Very dissatis-fied %**	**Dissatis-fied %**	**Neither %**	**Satis-fied %**	**Very satis-fied %**
The general atmosphere (2007)	0	0	4	36	59
The general atmosphere (2012)	0	0	2	33	64
The feeling of welcome (2007)	0	1	6	33	60
The feeling of welcome (2012)	0	0	5	29	66
The general appearance (2007)	0	0	4	34	62
The general appearance (2012)	0	0	3	25	71
BASE: (2007: 205), (2012:208)					

4.11 Feeling safe and getting around

Nearly all (97%) were in agreement with the statement that they felt quite safe from crime in Alcester town. This was up by a single percentage point more than the 96% recorded in 2007.

Over four fifths (82%) agreed or agreed strongly that as a pedestrian in Alcester they felt quite safe from traffic. 87% felt this way in 2007, representing a fall of 5 percentage points across the two surveys.

Almost three quarters (74%) agreed that they found it easy to get around Alcester by car.

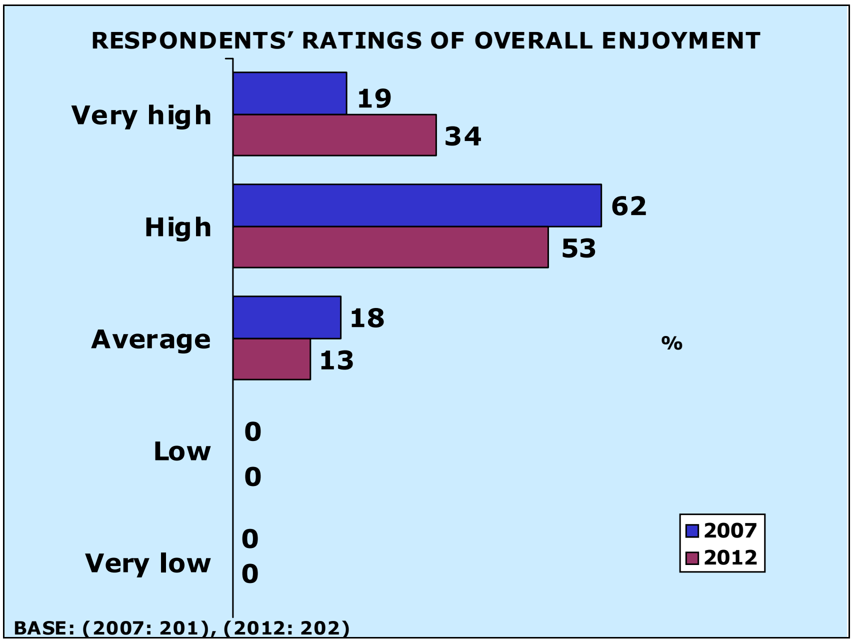
Table 13

Levels of agreement with…	Disagree strongly %	Disagree %	Neither %	Agree %	Agree strongly %
I felt quite safe from crime (2007)	0	0	4	59	37
I felt quite safe from crime (2012)	0	0	3	37	60
As a pedestrian, I felt quite safe from traffic (2007)	0	2	11	59	28
As a pedestrian, I felt quite safe from traffic (2012)	1	6	11	51	31
I found it easy to get around by car (2012)	1	10	15	42	32
BASE: (2007: 206), (2012:208)					

4.12 Overall enjoyment

Nine in ten (87%) rated their overall enjoyment as either high or very high, 13% said average, however, nobody stated low. In 2007, 81% rated their overall enjoyment as either high or very high, representing an increase of 6 percentage points over the 5 years.

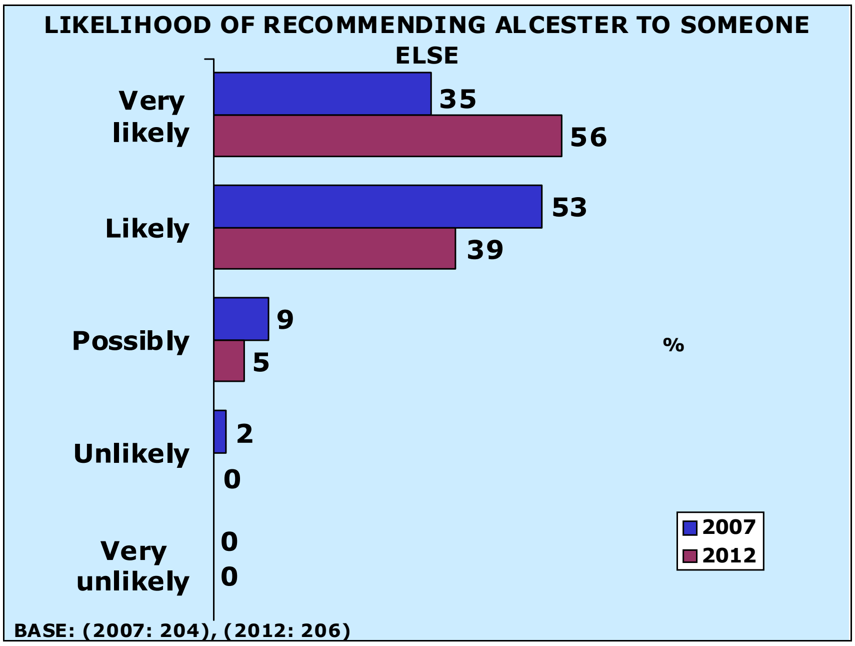
Chart 32



4.13 Recommending Alcester to someone else

95% of those surveyed confirmed they were either very likely or likely to recommend Alcester town to someone else, and 5% said possibly. This represents an increase of 7 percentage points in those saying they are very likely or likely to recommend Alcester from the 88% recorded in 2007. 9% said possibly in 2007 and 2% stated unlikely.

Chart 33



4.14 What visitors like about Alcester

Three in ten visitors to Alcester (28%) enjoyed the shops: the choice, the fact that they were individual, local and offered variety. Over a quarter of those surveyed (26%) liked the character of Alcester: the olde worlde feeling and the old fashioned side to it. Just less than one fifth (19%) of those surveyed mentioned the architecture and the buildings, as what they liked about Alcester. Other comments included "too early to say" and "transport – quiet".

Table 14

What visitors liked about Alcester	2012 Number	2012 %
Variety / choice of shops / local / individual	59	28
Character / olde worlde / traditional / old fashioned	55	26
Architecture / buildings	39	19
Nice market town	32	15
Atmosphere / ambience	31	15
Not too busy / small	26	13
Picturesque / pretty	22	11
Nice / friendly people	20	10
Good places to eat and drink	18	9
Flower display	17	8
History / heritage	16	8
Free parking / easily accessible parking	14	7
Churches / Abbey	13	6
Clean / tidy	13	6
Charity shops	9	4
The gold post box	6	3
Well kept / maintained	5	2
Nice walks / nature walks by the river	3	1
Parks / gardens	3	1
Feel safe	2	1
It's outside / open air	2	1
Waitrose	2	1
Other	2	1
BASE	*(208)*	

*will add up to more than 100% as more than one answer possible

4.15 What spoilt the visit?

Almost eight out of ten visitors to Alcester (78%) confirmed there was nothing that spoilt their visit to Alcester. 7% felt there were poor directions and too many roadworks (there were roadworks in Alcester at the time of the survey) and 5% were not happy with the difficulties to cross the main street.

Table 15

What visitors DID NOT LIKE about Alcester	2012 Number	2012 %
No, nothing	150	78
Poor directions / roadworks	13	7
Hard to cross main street/ lack of crossing / access to high street / not enough pavement	10	5
The weather / rain	7	4
Traffic	5	3
Too many charity shops	2	1
Food outlets too dear / poor variety	2	1
No decent restaurant / café poor	2	1
Could do with more shops / bakery	2	1
No bank	1	<1
Decent market would be nice	1	<1
Parking	1	<1
Drains smell	1	<1
Dog excrement	1	<1
Church disappointing	1	<1
BASE	*(193)*	

*will add up to more than 100% as more than one answer possible

4.16 Additional facilities required in Alcester

The comments made for this question are included in appendix 4.

5.0 Attitudes - Importance versus Satisfaction

5.1 Importance versus Satisfaction

The survey also requested visitors to indicate the importance of each factor to their visit, alongside their satisfaction with facilities in Alcester. By indentifying those factors considered to be of greatest importance, the impact on future development can be maximised. For instance, where both satisfaction and importance are low, these factors should be lower on a priority list of action. However where satisfaction is low but importance is high, these factors should be of higher priority.

Furthermore, issues rated as important can be most effectively used in marketing and PR activity to the town.

The following table details the average scores for all factors addressed in the survey, in terms of both importance and satisfaction. These results indicate the factors visitors feel are the most 'important' to their visit and those factors were most 'satisfied' with.

The cleanliness of street in Alcester was of greatest importance to visitors with a rating of 4.83. The general appearance (4.76), the general atmosphere (4.75) and the feeling of welcome (4.73) followed this. The quality of food and the service in places to eat and drink were also deemed important. The lowest importance rating was for the range of museums and other places to visit in the town.

Of particular concern are the issues of high importance but relatively lower satisfaction. These include the range of shops, cleanliness of public toilets, and the quality of goods on sale. However it is worth mentioning that these satisfaction scores are still average or above.

All elements surrounding museums and other places to visit received satisfaction scores higher than their importance score, indicating that although visitors were satisfied it was not as important to their visit.

Table 16: Average Scores for Alcester (on a scale of 1 to 5)

Aspect	Importance Average	Satisfaction Average	Difference
Shops – range	4.51	3.86	**-0.65**
Shops – quality of goods on sale	4.56	3.99	-0.57
Shops – quality of service	4.58	4.27	-0.31
Places to eat & drink – range	4.49	4.24	-0.25
Places to eat & drink – quality of food	4.72	4.26	-0.46
Places to eat & drink – quality of service	4.71	4.41	-0.30
Places to eat & drink – value for money	4.69	4.22	-0.47
Museums and other places to visit in the town – range	3.50	3.69	+0.19
Museums & other places to visit in town: level of interest	3.65	3.89	+0.24
Museums & other places to visit in town: quality of service	3.63	4.13	+0.50
Museums & other places to visit in town: value for money	3.73	4.59	**+0.86**
Ease of finding way around – road signs	4.50	4.37	-0.13
Ease of finding way around – pedestrian signs	4.29	4.35	+0.06
Ease of finding way around – display maps & boards	4.23	4.34	+0.11
Cleanliness of streets	4.83	4.51	-0.32
Public toilets – availability	4.63	4.37	-0.26
Public toilets – cleanliness	4.61	3.98	-0.63
Visitor information – ease of finding	4.08	3.70	-0.38
Overall impression - General atmosphere	4.75	4.62	-0.13
Overall impression - Feeling of welcome	4.73	4.61	-0.12
Overall impression – General appearance	4.76	4.68	-0.08

APPENDICES

Appendix 1 - Other main reason for visiting Alcester
13 comments

- House sitting
- Gold post box
- Concert
- To see gold post box
- Golden post box
- Gold post box
- Visit caravan dealer
- To see gold letter box
- Opticians
- House hunting
- Golden post box
- Gold post box
- Blind date

Appendix 2 - Other reasons for visiting Alcester
7 comments

- Hairdressers
- Gold post box
- The gold post office box
- Curiosity
- Special furniture shop
- Gold pillar box
- Visit golden post box

Appendix 3 - Name of the event / Festival visited in Alcester
30 comments

- Duck Festival
- Food Festival
- Town Crier competition
- Street carnival
- The Food Festival
- Can't remember / around the Jubilee, but not the Jubilee
- Jubilee Festival
- Food Festival
- Royal Wedding / Jubilee
- The Mop fayre and around Christmas
- Food Festival
- Town Crier
- Fete / Food Festival, Jubilee, Torch day
- Food Festival
- The pancake / The Mop
- The Mop
- Food Festival
- Street party
- Food Fair
- Christmas Fayre, Charity big breakfast
- Christmas markets
- Fete / street market
- Food/Jubilee
- Jubilee & Christmas Fayre
- Food

- Jubilee
- Food
- Christmas Festival
- To see them paint the golden post box
- Food fair / Olympic torch / street market

Appendix 4 - What, if any, additional facilities or services would have added to the enjoyment of your visit to Alcester Town?
186 comments

- A decent ladies clothes shop
- A few more shops, less charity shops, less cafes
- A good direction sign to WC's
- A lack of seating for disabled people
- A lot of the shops are a little bit rundown - they do need smartening up - especially Humphreys the shoe shop - it doesn't entice you in
- A market and a park and benches
- A nice cafe run by the church
- A nice park / somewhere to walk and picnic
- A pedestrian crossing on the high street
- A proper pedestrian crossing
- A swimming pool would be nice
- An antique centre
- Bakery
- Better pedestrian crossing
- Better shops
- Better signage to car parks whilst the roadworks going on / too many signs on a roundabout to read and miss turning
- Better toilet facilities
- Better toilets, have been before only 1 public toilet in the town
- Bike racks, signposting, better facilities for cyclists
- Can't say
- Can't think of anything
- Cycle paths
- Don't change it
- Everything is here I need
- Found it difficult to find visitor information
- I feel its a bit run down than a year or so ago
- If I went to the right place for the market, it didn't have enough stalls there - only a few selling plants
- Less charity shops
- Maybe a few more shops
- More accessible long stay parking
- More coffee shops
- More disabled parking would be useful
- More fashion shops
- More frequent bus service from Stratford on Avon
- More loos in high street
- More high street shops, less charity shops
- More parking
- More public seats
- More public toilets
- More restaurants
- More shops
- More shops maybe - food - like a deli would be nice
- More shops that aren't charity or eateries
- More toilet facilities
- More toilets, put the old clock back up on the wall
- More tourist information, couldn't find any tourist walks marked

- NatWest bank, better signage/directions
- None - leave it as it is, it's lovely
- Nothing x 79 **answers like this**
- Nothing - it’s quite a nice place to pop in
- Pedestrian signs showing way to the toilets
- Pedestrianised might be nice
- Perfect as it is
- Public loos
- Services like men’s and ladies hairdressers are very expensive
- Some more disabled parking, more access for disabled
- Some nice foodie shops would be nice - we haven't found many
- The crossings
- The traffic is a bit heavy on the high street - a pelican crossing would be good - when I have the children with me its hard to cross the road
- They go a bit fast up the high street - a pedestrian crossing would be a good idea
- They have everything I need here
- Toilets could be cleaner. I'd like hand washers, no hook on back of the door
- Traffic calming measures
- Traffic going through town, quite busy and difficult to cross road
- Wider range of independent shops