

# Shipston-on-Stour Market Town Destination Benchmarking Survey 2017

**FINAL REPORT**

**December 2017**



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**SHIPSTON-ON-STOUR MARKET TOWN  
DESTINATION BENCHMARKING SURVEY 2017**

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## SHIPSTON-ON-STOUR MARKET TOWN DESTINATION BENCHMARKING SURVEY 2017

### Executive Summary of Results

In order to meet the objectives, a face to face questionnaire survey was carried out by a team of professional Market Research interviewers. The Shipston-on-Stour Market Town Benchmarking Survey was carried out between July and September 2017 covering some 16 days, with interviewing taking place both at weekends and weekdays. A total of 210 interviews with visitors to Shipston-on-Stour were carried out during the survey period.

Interviewing was undertaken at three locations within the town in order to gain a cross section of visitors to the town.

The following summary is based on the overall findings from the main benchmarking report.

### GENERAL FINDINGS

- Of the 210 visitors interviewed, six out of ten (60%) were day visitors from home, on a par with day visitors from home in 2012. Day visitors from a holiday base outside of Shipston-on-Stour accounted for 24% of visitors, 6 percentage points less than in 2012 (30%) but the same as day visitors on holiday in 2007.
- A sixth (16%) of all visitors were staying overnight in commercial or non-commercial accommodation within Shipston-on-Stour, an increase on the number of staying visitors in both the 2007 and 2012 benchmarking survey (10% respectively).
- Adult couples represented just over two fifths of all respondents visiting Shipston-on-Stour. Adult groups and adult(s) with children in their party accounted for 15% of respondents respectively. Visitors who were in Shipston-on-Stour on their own, accounted for over a quarter of all visitors (27%).
- Almost three quarters (73%) of visitors to Shipston-on-Stour aged over 45. Only 12% of visitors were aged 24 years and under and 15% between the age of 25-44 years.

- Almost eight out of ten (79%) of all visitors to Shipston-on-Stour were in the affluent 'ABC1' socio-economic group, whilst a sixth (16%) were classified in the C2 category. Only 6% of all visitors interviewed in the town were in the DE category.
- Warwickshire was the top supplier of all visitors to Shipston-on-Stour with three out of ten visitors originating from the parent county.
- Over half of all visitors were on a leisure trip/holiday (54%) or on a special shopping trip (29%), Day visitors from home had witnessed considerable change in the purpose of visit to Shipston-on-Stour. In both 2007 and 2012, a special shopping trip was noted by 23% and 11% of visitors each, rising to double the amount seen in 2007 to 42% in 2017.
- On average, a day visitor spent 1 hour 55 minutes in Shipston-on-Stour, less time than in 2012 where day visitors spent on average 2 hours and 2 minutes and much less than 2007 (2 hours 25 minutes).
- Visitors staying overnight spent approximately 4.9 nights in Shipston-on-Stour higher than in 2012 where the average number of nights spent in Shipston-on-Stour by staying visitors was 4.1 nights.
- 89% of visitors to Shipston-on-Stour arrived by car, with staying visitors using more public transport than all types of day visitors.
- A quarter (25%) of respondents were new visitors to Shipston-on-Stour, higher than in 2007 (21%), but lower than in 2012 (30%).
- Half (50%) of all visitors to Shipston-on-Stour have visited the town more than 5 times in the last 12 months.
- Over three quarters (76%) of overnight visitors cited staying with friends/relatives as their main form of accommodation whilst staying in Shipston-on-Stour.
- Over a third (35%) of visitors indicated that shopping/looking around the shops was their primary motive for respondents to visit Shipston-on-Stour. Other activities undertaken in the town included general sightseeing (16%) and other (16%).

- Only 10% of respondents had visited an event in Shipston-on-Stour in the last 12 months which included the Christmas Market, Christmas Lights and Beer Festival.
- Three quarters of all visitors (75%) indicated that they felt Shipston-on-Stour did not need any additional facilities or services that would have added to the enjoyment of their visit. Notable comments included; more choice of shops with longer opening hours, better parking facilities and bring back the market in the town.

## 1.0 INTRODUCTION, BRIEF & METHODOLOGY

### 1.1 Introduction

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The survey took place during the peak visitor period from the middle of July 2017 until the end of September 2017. Where possible, comparisons with the previous surveys undertaken in 2007 and 2012 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 Shipston-on-Stour 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 Shipston-on-Stour.

The findings of the visitor survey research which took place in Shipston-on-Stour are detailed in this report.

### 1.2 Objectives of the Survey

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A core output of this survey is the gathering of benchmarking data to measure visitor profile characteristics and visitor satisfaction on a range of indicators that comprise 'the visitor experience'. These include the cleanliness of streets and public toilets, provision and cost of car parking, quality of local restaurants and the friendliness of local people. Indicator scores for similar types of destination across the country are then compared to measure relative performance and identify best practice.

The overall benefit of benchmarking is that it provides a customer-focused basis on which to set priorities for action and improve the destination 'product'. Uses include:

- Identifying strengths and weaknesses, since under-performance against key competitors can be a powerful influence on decision-makers
- Securing additional resources for visitor management projects, often by identifying needs which can be met by funding from the budgets of other Council departments

- Raising the profile of the visitor management function within the Town and helping to secure political support for improvements to the town
- Influencing product suppliers and the private sector to improve, acting as a driver for Town initiatives aimed at improving standards
- Generating positive PR from benchmarking findings, playing a positive role in building civic pride
- Helping to identify best practice amongst a range of destinations which can be shared
- Demonstrating achievement through year on year improvements against baseline data to measure the impact of capital expenditure on physical products and campaigns

### 1.3 Survey Methodology

In order to meet the objectives, a face to face questionnaire survey was carried out by a team of professional Market Research interviewers. The Shipston-on-Stour Market Town Benchmarking Survey was carried out between July and September 2017 covering some 16 days, with interviewing taking place both at weekends and weekdays. A total of 210 interviews with visitors to Shipston-on-Stour were carried out during the survey period.

Interviewing was undertaken at three locations within the town in order to gain a cross section of visitors to Shipston-on-Stour as indicated in table 1.1.

<b>Table 1.1: Interview Locations</b>		<b>(210)</b>
Town Centre	66%	138
Telegraph Street Car Park	23%	49
Shipston Leisure Centre	11%	23

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



- Residents of Shipston-on-Stour within a five-mile radius of the town centre (to help the interview process, all interviewees were shown a map of Shipston-on-Stour and the five-mile radius)
- Non-residents on day visits to Shipston-on-Stour 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 10.30am, 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 Shipston-on-Stour, 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 face to face surveys are liable to under-count certain sections of the visitor market, for instance those on a coach tour, business visitors and visitors from overseas. 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.

#### 1.4 *Market Days*

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Interviews were conducted on both market and non-market days. In Shipston-on-Stour, 99% of interviews were conducted on a non-market day and only 1% on a market day.

#### 1.5 *Statistical Reliability*

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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 210 and the margins within which one can be 95% certain that the true figures in this report will lie are presented below.

<b>Findings from survey</b>	<b>95% confidence interval</b>
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%.

## 1.6 Presentation of results

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This report makes distinctions between the visitor profiling questions and more detailed benchmarking analysis. Profiling questions, such as origin, transport, etc. are dealt with relatively briefly, whilst more analysis is put into the benchmark results of indicator ratings. Generally, results are presented for all visitors. However, given the sample sizes for both day and overnight visitors' analysis of the two visitor markets are shown throughout the report.

Each factor for which an opinion is sought, is rated on a scale of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4='good' and 5= 'very good' (or the most positive response). This allows an opinion score out of a maximum of five to be calculated.

Mean scores are also compared against 'all market towns' average results which represent the combined results from all the market towns participating in the benchmarking surveys in 2007.

As a general guide, when using a five-point scale (i.e. for samples of 100-1000), there must be a difference of at least 0.2 between two mean scores for this to be significant.

## 1.7 Definitions

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For the purposes of this report, visitors to Shipston-on-Stour are divided into three main types:

- *'Day visitors from home'* - visitors who had travelled from, and were returning to, homes outside the Shipston-on-Stour area on the day of their visit.
- *Day visitors on holiday* – visitors who are away from home staying in another destination and travelling to Shipston-on-Stour for the day.
- *'Staying visitors'* - visitors staying overnight for at least one night in accommodation within Shipston-on-Stour. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

## 1.8 Notes to the reader

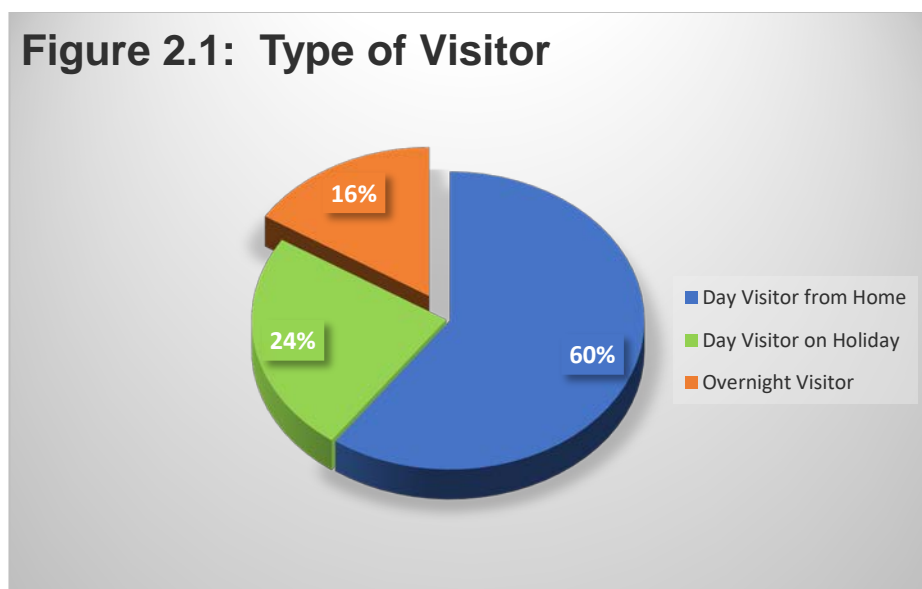
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- All percentages are rounded to the nearest whole figure so on occasions figures may not exactly equal 100%
- A “0” indicates a value of less than 0.5%
- A dash (-) indicates no value

## 2.0 VISITOR PROFILE

### 2.1 Visitor Type

Of the 210 visitors interviewed, six out of ten (60%) were day visitors from home, on a par with day visitors from home in 2012. Day visitors from a holiday base outside of Shipston-on-Stour accounted for 24% of visitors, 6 percentage points less than in 2012 (30%) but the same as day visitors on holiday in 2007.



	2007	2012	2017
Day visitor from home	66%	60%	60%
Day visitor on holiday	24%	30%	24%
Staying visitor	10%	10%	16%

A sixth (16%) of all visitors were staying overnight in commercial or non-commercial accommodation within Shipston-on-Stour, an increase on the number of staying visitors in both the 2007 and 2012 benchmarking survey (10% respectively). As a rule of thumb, it is generally agreed that visitors who stay in the area have a greater impact on the local economy as they stay longer and are more likely to spend more than visitors who are on a day visit.

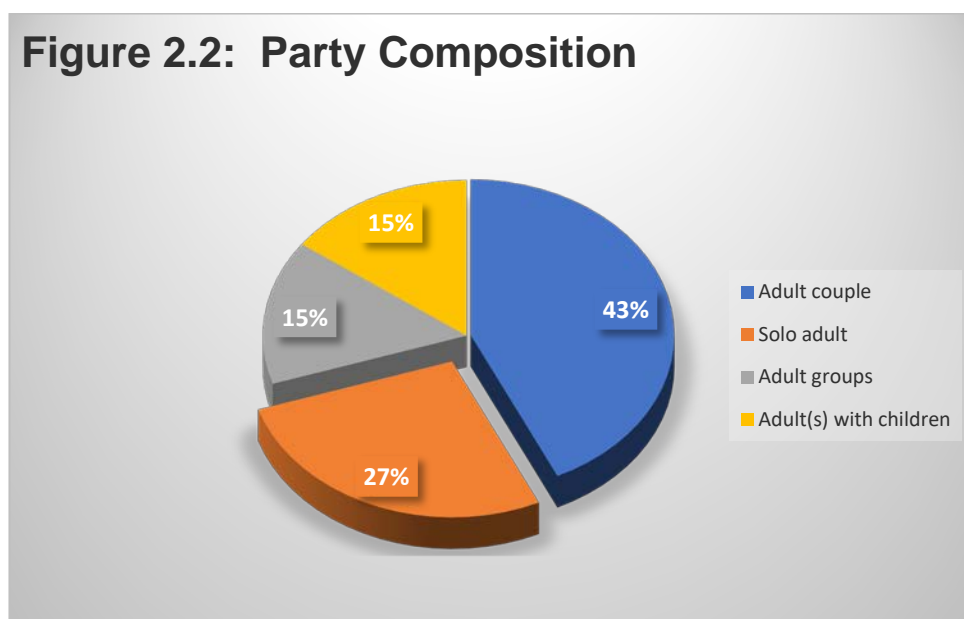
9% of respondents to Shipston-on-Stour were from overseas and therefore, where possible, analysis for this market will be shown in this report.

## 2.2 Group size and composition

A total of 210 parties of visitors were surveyed. All provided demographic data on their group. The average (mean) number of people per group was approximately 2.0 giving a total of 414 people included in the survey sample.

Adult couples represented just over two fifths of all respondents visiting Shipston-on-Stour. Adult groups and adult(s) with children in their party accounted for 15% of respondents respectively. Visitors who were in Shipston-on-Stour on their own, accounted for over a quarter of all visitors (27%).

Figure 2.2 and table 2.2 indicate the group structure of visitors to Shipston-on-Stour.



	Day visitor from home	Day visitor on holiday	Staying Visitor
Adult couple	34%	68%	42%
Solo adult	36%	14%	12%
Adult(s) with children	18%	6%	15%
Adult groups	12%	12%	30%

Day visitors on holiday provided the largest group of adult couples visiting Shipston-on-Stour (68%), double the amount of day visitors from home (34%). Day visitors from home (18%) and staying visitors (15%) had significantly more children in their group than day visitors on holiday (6%). Staying visitors had more than twice the number of adult groups than both types of day visitors.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Adult couple	37%	49%	43%
Solo adult	14%	22%	27%
Adult(s) with children	15%	9%	15%
Adult groups	33%	20%	15%

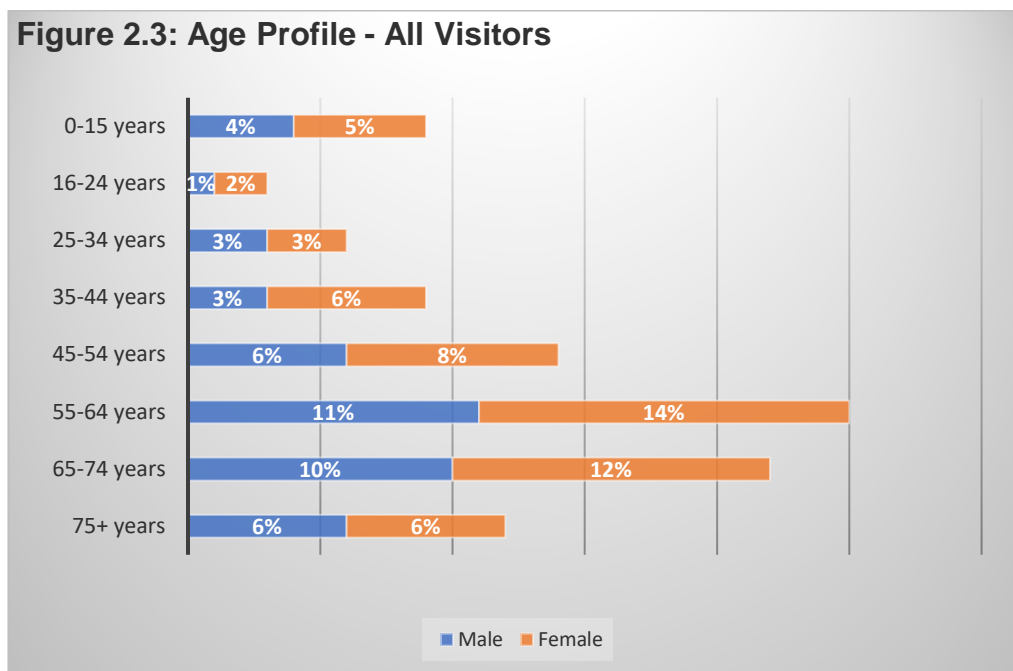
The number of people travelling as a couple to Shipston-on-Stour since 2012 has fallen during this period from 49% to 43%. The decrease in the level of adult couples has affected the number of respondents visiting on their own, up from 22% in 2012 to 28% in 2017. The number of adults visiting Shipston-on-Stour rose during 2017, back to the same levels seen in 2007 (15%). However, the number of adult groups visiting the town has continued to fall over the period under review. In 2007, adult groups provided 33% of all visitors, falling to 20% in 2012 with a further drop to 15% in 2017. Although there is no specific reason for this, it may be linked to the type of events or lack of specialised markets within the town which have decreased over the last few years and may not be attracting the larger groups of adults to the town.

### 2.3 Age Profile

Figure 2.3 and table 2.4 indicate that there is a bias towards the older age groups, with almost three quarters (73%) of visitors to Shipston-on-Stour aged over 45. Only 12% of visitors were aged 24 years and under and 15% between the age of 25-44 years.

	<b>Male</b>	<b>Female</b>	<b>Total</b>
0-15 Years	4%	5%	9%
16-24 Years	1%	2%	3%
25-34 Years	3%	3%	6%
35-44 Years	3%	6%	9%
45-54 Years	6%	8%	14%
55-64 Years	11%	14%	25%
65-74 Years	10%	12%	22%
75+ Years	6%	6%	12%
<b>Total</b>	<b>44%</b>	<b>56%</b>	<b>100%</b>

**Figure 2.3: Age Profile - All Visitors**



	<b>2007</b>	<b>2012</b>	<b>2017</b>
<i>Base</i>	251	378	384
0-15 Years	17%	6%	9%
16-24 Years	3%	4%	3%
25-34 Years	5%	4%	6%
35-44 Years	13%	6%	9%
45-54 Years	16%	14%	14%
55-64 Years	21%	27%	25%
65-74 Years	15%	39%	22%
75+ Years	9%		12%
<b>Total</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>

*NB: figures may total more or less than 100 due to rounding*

There have been few changes in the age profile of visitors to Shipston-on-Stour since 2012. However, since 2007, there have been less younger visitors to the town aged 24 and under, down from 20% in 2007 to 12% in 2017. In contrast, over the last ten years the 65+ age group has seen an increase from just over a fifth (22%) in 2007, rising to 39% in 2012 and falling back to just under a third (32%) in 2017.

## 2.4 Socio-Economic Profile

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.

- 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.



Almost eight out of ten (79%) of all visitors to Shipston-on-Stour were in the affluent ‘ABC1’ socio-economic group, whilst a sixth (16%) were classified in the C2 category. Only 6% of all visitors interviewed in the town were in the DE category.

	<b>Total</b>	<b>Day visitor from home</b>	<b>Day visitor on holiday</b>	<b>Staying visitor</b>
AB	50%	51%	42%	55%
C1	29%	28%	34%	27%
C2	16%	14%	20%	15%
DE	6%	7%	4%	3%

Staying visitors contained slightly higher levels of ABC1’s (82%) compared to both day visitors from home (70%) and day visitors on holiday (76%). Day visitors from home had the highest level of DE category visitors, 7% compared with 4% day visitors on holiday and 3% of visitors stopping overnight in Shipston-on-Stour.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
<i>Base</i>	130	183	210
AB	42%	19%	50%
C1	43%	34%	29%
C2	9%	24%	16%
DE	6%	23%	6%

Visitors classified as ABC1 in 2017 (79%) are much higher than in 2012 when only 53% were categorised in this group. The reverse is seen within the DE category, where in 2012, almost a quarter of all visitors were classified as DE (24%) compared with 6% in 2017, the same level seen in 2007.

Overall, figures for all categories in 2007 and 2017 are shown to be on an even par, whereas figures in 2012 appear to have seen the greatest changes in the social grades.

### 3.0 ORIGIN OF VISITORS

#### 3.1 UK / Overseas Visitors

Table 3.1 indicates the main origin of day and overnight visitors to Shipston-on-Stour.

	<b>All visitors</b>	<b>Day visitor from home</b>	<b>Day visitor on holiday</b>	<b>Staying visitors</b>
Warwickshire	30%	48%	2%	-
Oxfordshire	13%	18%	6%	3%
Gloucestershire	11%	16%	6%	3%
Worcestershire	6%	8%	4%	-
West Midlands	3%	3%	2%	3%
London / Middlesex	3%	1%	10%	-
Northamptonshire	2%	2%	2%	3%
Kent	2%	-	4%	6%
Australia	2%	-	4%	6%
Lincolnshire	1%	-	6%	-
Bedfordshire	1%	1%	4%	-
Devon	1%	-	2%	6%
USA	1%	-	2%	6%
Tyne & Wear	1%	-	-	6%
Lancashire	1%	-	-	6%
Leicestershire	1%	1%	2%	-
Shropshire	1%	1%	2%	-
Staffordshire	1%	-	4%	-
Cambridgeshire	1%	1%	2%	-
Surrey	1%	-	2%	3%
Berkshire	1%	-	2%	3%
Buckinghamshire	1%	1%	2%	-
Scotland	1%	-	4%	-
South Wales	1%	-	-	6%
Isle of Man	1%	-	-	6%
France	1%	-	2%	3%
Canada	1%	-	-	6%

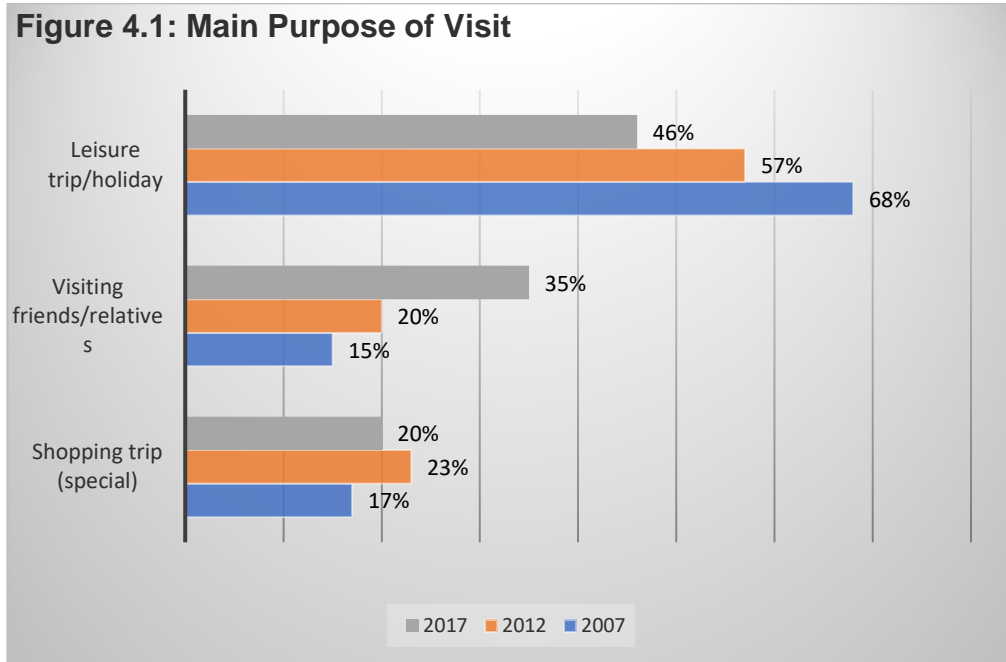
*NB: \*\*The West Midlands Metropolitan Area refers to Birmingham, Solihull and the 4 boroughs of the Black Country: - Dudley, Sandwell, Walsall and Wolverhampton*

Visitors came from far and wide to visit Shipston-on-Stour. Overall, the parent county of Warwickshire supplied three out of ten (30%) of all visitors to the town, with the West Midlands contributing four out of ten visitors (41%). Almost half (48%) of day visitors from home originated from Warwickshire, with 10% of day visitors on holiday originating from London/Middlesex. Staying visitors came from all parts of the country and from overseas. In total, 18 respondents came from outside the UK; 4 from Australia, 3 from the USA, 2 each from France and Canada and 1 respectively from Germany, the Netherlands, Ireland, Hong Kong, New Zealand, Poland and Cyprus.

4.0 CHARACTERISTICS OF VISIT

4.1 Main purpose of visit to Shipston-on-Stour

Visitors were asked the main purpose of their visit to Shipston-on-Stour on the day they were interviewed. Over half of all visitors were on a leisure trip/holiday (54%) or on a special shopping trip (29%)



For day visitors from home and on holiday, the main purpose of their trip to Shipston-on-Stour was for leisure/holiday (51% and 78% respectively). Over six out of ten (61%) staying visitors were in Shipston-on-Stour to visit their friends / relatives. Day visitors from home were more likely to visit Shipston-on-Stour for a shopping trip (42%) compared to both day visitors on holiday and those staying overnight.

	Total	Day visitor from home	Day visitor on holiday	Staying visitor
Leisure trip/holiday	54%	51%	78%	30%
Visiting friends or relatives	17%	7%	14%	61%
Shopping trip (special)	29%	42%	8%	9%

Day visitors from home had witnessed considerable change in the purpose of visit to Shipston-on-Stour. In both 2007 and 2012, a special shopping trip was noted by 23% and 11% of visitors each, rising to

double the amount seen in 2007 to 42% in 2017. However, visiting friends/ relatives with only 10% in 2007 citing this as the main reason for their visit, rising to 36% in 2012 and dropping 29 percentage points to 7% in 2017.

	Day visitor from home			Day visitor on holiday			Staying visitor		
	2007	2012	2017	2007	2012	2017	2007	2012	2017
Leisure trip/holiday	66%	53%	51%	78%	75%	78%	54%	33%	30%
Visiting friends or relatives	10%	36%	7%	16%	5%	14%	46%	-	61%
Shopping trip (special)	23%	11%	42%	6%	20%	8%	-	67%	9%

*NB: Columns may not add up to 100% due to rounding*

Since 2007, very little change had been seen with visitors who were on a day visit whilst on holiday and were primarily in Shipston-on-Stour for a leisure trip/holiday.

Over the ten-year period, staying visitors had seen some fluctuation in the main reason for their visit. In 2007, leisure trip/holiday was the main reason for visiting, changing to a special shopping trip in 2012 and changing again in 2017 to visiting friends/relatives being cited as the main reason for a visit to the town.

## 4.2 Length of Stay

### Day Visitors

On average, day visitors spent **1 hour and 55 minutes** in Shipston-on-Stour; less than in 2012, where day visitors spent on average **2 hours and 2 minutes**, and much less than 2007 (2 hours 25 minutes). The average length of stay in market towns is generally shorter due to the size of the town, however, it is surprising to see that the average trip length in Shipston-on-Stour has shortened by half an hour over the last 10 years.

On average day visitors from home spent only 10 minutes longer in Shipston-on-Stour on the day of their visit than day visitors on holiday (**1 hour and 58 minutes**) compared with **1 hour 48 minutes** respectively).

### Staying Visitors

Of all visitors staying overnight, the average number of nights spent in Shipston-on-Stour was **4.9**, higher than in 2012 where the average number of nights spent in the area was **4.1**.

## 4.3 Main form of Transport used

In rural locations such as Shipston-on-Stour, private vehicles (such as cars, vans, motorcycles and motor homes) form the main form of transport by visitors to the town (89%). This has increased since 2012, up from 83% and on a par with 2007. The use of public transport to arrive in Shipston-on-Stour (1%) has fallen considerably since 2012 (9%) and less than the use of public transport in 2007 (3%).

	<i>Total 2007</i>	<i>Total 2012</i>	<i>Total 2017</i>	<i>Day visitor from home</i>	<i>Day visitor on holiday</i>	<i>Staying visitor</i>
Car/Van/Motorhome/ Motorcycle	89%	83%	89%	93%	98%	58%
Bus / Coach Service	3%	9%	1%	1%	2%	-
Walked	4%	2%	7%	1%	-	39%
Bicycle	2%	5%	3%	6%	-	-
Train	2%	1%	0%	-	-	3%
Other	1%	1%	-	-	-	-

*N.B. Totals may add up to more than 100% as multiple answers may have been given*

The use of the car was higher amongst day visitors from home and day visitors on holiday (93% and 98% respectively) whilst use of public transport was highest amongst staying visitors (3%). Overall, there was a lack of public transport usage by all visitor types.

#### 4.4 New / Repeat Visitors

Respondents were asked if they had ever visited Shipston-on-Stour on a previous occasion. The presence of first time visitors to the town is important in terms of visitor management, presuming their lack of knowledge about the area. However, three quarters (75%) of visitors to Shipston-on-Stour had been to the town before and a quarter (25%) were making a visit for the first time.

Although it is often assumed that the repeat visitor is easier to attract, knowledge of the town and what it has to offer, for example, how long it takes to get there and what there is to see and do. It is worth noting, that being a repeat visitor does not automatically mean that the knowledge of Shipston-on-Stour and its town is comprehensive and, furthermore, repeat visitors may have pre-conceived ideas and patterns of behaviour that may be difficult to influence through marketing and visitor management.

<b>Table 4.4: New / Repeat Visitors</b>						<b>(210)</b>
	<b>2007</b>	<b>2012</b>	<b>2017</b>	<b>Day visitor from home</b>	<b>Day visitor on holiday</b>	<b>Staying visitor</b>
New	21%	30%	25%	13%	56%	24%
Repeat	79%	71%	75%	87%	44%	76%

*NB: totals may add up to more or less than 100% due to rounding*

The split of new/repeat visitors to Shipston-on-Stour has shifted slightly since 2012, with the number of new visitors falling by 5 percentage points. In 2007 there was a higher level of repeat visitors than the most recent survey in 2017. Over half (56%) of day visitors on holiday were on a first visit to Shipston-on-Stour compared with only 13% of day visitors from home and a quarter (24%) of visitors who were stopping overnight.

It would appear that Shipston-on-Stour is meeting the expectations of its visitors, with the fairly high level of repeat visitors, but is still seemingly attracting first time visitors to the town. The proportion of internal visitors (30% from within Warwickshire itself) will also affect the split of new to repeat visitors with knowledge of the area more prominent than visitors from outside the Warwickshire area.

#### 4.5 How many times have you visited Shipston-on-Stour in the last 12 months?

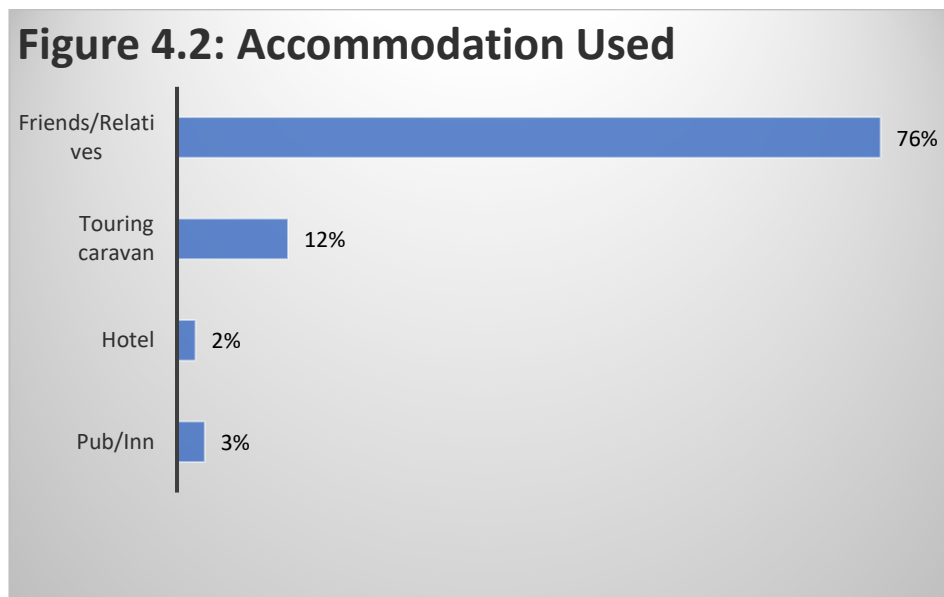
Respondents who had previously visited the town were asked how many times they had visited Shipston-on-Stour in the last 12 months. Half, (50%) of visitors to Shipston-on-Stour have visited more than 5 times in the last 12 months, a rise of 3 percentage points from 2012 but less than in 2007 when 58% of visitors had previously visited more than 5 times in a 12-month period.

	<b>2007</b>	<b>2012</b>	<b>2017</b>	<b>Day visitor from home</b>	<b>Day visitor on holiday</b>	<b>Staying visitor</b>
More than 5 times	58%	47%	50%	59%	36%	24%
2-5 times	22%	28%	20%	19%	18%	28%
Once	6%	10%	9%	8%	9%	12%
None	14%	16%	20%	14%	36%	36%

Over a third (36%) of staying visitors had not visited Shipston-on-Stour within the last 12 months. However, almost six out of ten (59%) of all day visitors from home had visited more than 5 times in the previous 12 months, considerably higher than the amount of day visitors on holiday (36%) or staying visitors (24%).

#### 4.6 Accommodation Used

33 visitors (16%) indicated they were staying overnight in Shipston-on-Stour. Of these, three quarters (76%) were staying with friends or relatives, 12% were staying in a caravan and use of a hotel and pub/inn was each mentioned by 6% of visitors.



In terms of commercial accommodation, 8 respondents and their group were using both serviced and non-serviced accommodation whilst staying in Shipston-on-Stour.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Home of friend/relative	62%	71%	76%
Serviced accommodation	24%	14%	12%
Non-serviced accommodation	16%	15%	12%

*NB: Totals may add up to more than 100% as multiple accommodation may have be used.*

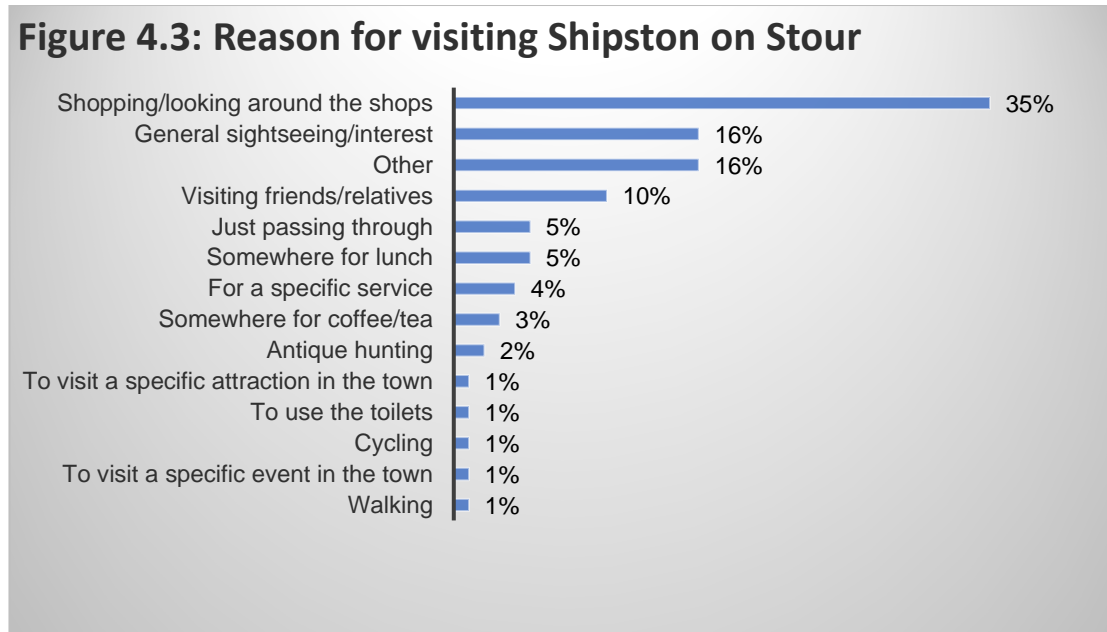
Use of commercial accommodation has fallen over the past 10 years with more visitors staying with friends and relatives than in both 2007 and 2012.



#### 4.7 Activities undertaken by visitors whilst in Shipston-on-Stour

Visitors were shown a "show card" listing a range of activities and asked to indicate which had been the **MAIN** activity that they had been involved in whilst in the town. Only one answer was given per party.

Figure 4.3 indicates that visiting shopping/looking around the shops was the **primary** motive for respondents to visit Shipston-on-Stour.



There has been a shift in the primary reason for visiting Shipston-on-Stour over the three surveys undertaken since 2007. General sightseeing was the primary reason for visiting for in 2012 and 2007, switching to shopping/looking around the shops in 2017. In 2017, the number of respondents who were in the town to visit friends/relatives has fallen 8 percentage points since 2012. In 2007, more visitors were in the town to visit a specific attraction or event than in both 2012 and 2017.

Day visitors from home primary reason for visiting Shipston-on-Stour was for shopping/looking around shops (38%). For day visitors on holiday, general sightseeing and shopping/looking around the shops was the primary reason for visiting (32% respectively). Those staying overnight in the area primary reason given was to visit friends and relatives (39%).

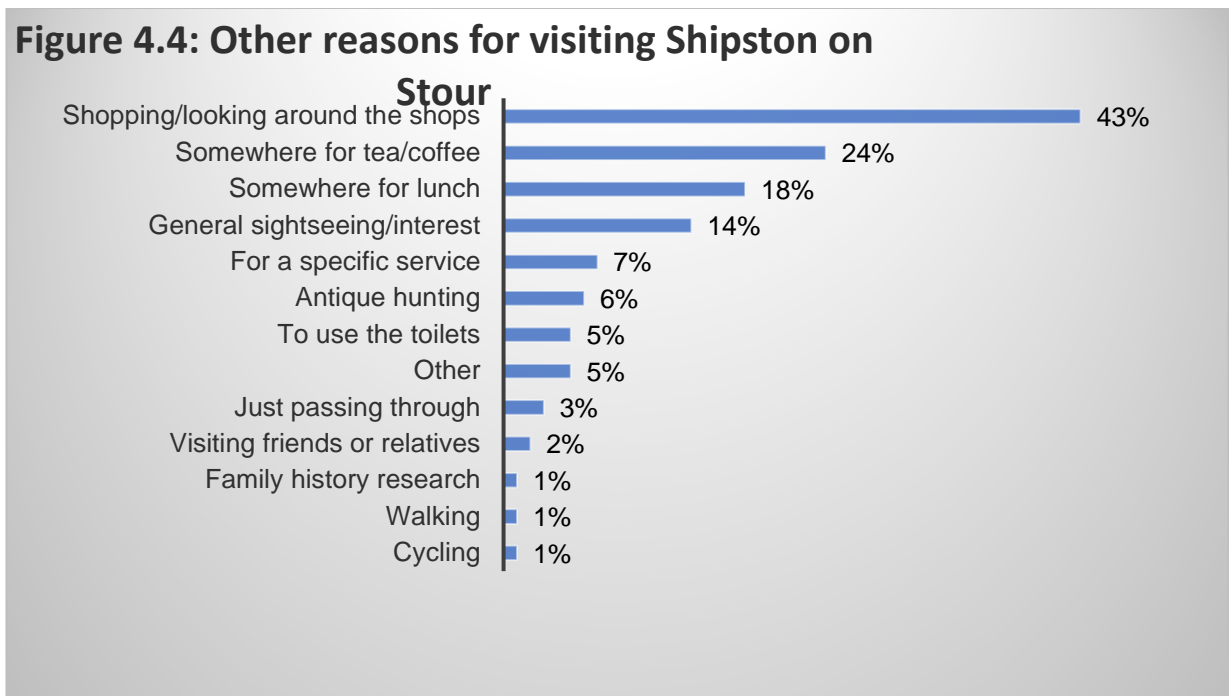
16% of visitors noted "other" as reason for visiting Shipston-on-Stour. This included; swimming, visiting the gym, bell ringing, house hunting, to go to the bank, collect something from a shop, a visit to the hairdressers, the fishing club, to go to the dress maker, collect daughter and picking up a bee frame.

	<b>2007</b>	<b>2012</b>	<b>2017</b>	<b>Day visitor from home</b>	<b>Day visitor on holiday</b>	<b>Staying visitor</b>
Shopping/looking around the shops	17%	22%	35%	38%	32%	27%
General sightseeing/interest	23%	27%	16%	9%	32%	15%
Other	3%	6%	16%	20%	10%	6%
Visiting friends/relatives	13%	18%	10%	6%	2%	39%
Just passing through	3%	7%	5%	3%	12%	3%
Somewhere for lunch	3%	5%	5%	6%	4%	3%
For a specific service	5%	10%	4%	6%	-	3%
Somewhere for coffee/tea	2%	2%	3%	3%	2%	3%
Antique hunting	3%	3%	2%	3%	2%	-
To visit a specific attraction in the town	13%	-	1%	1%	2%	-
To use the toilets	-	-	1%	2%	-	-
Cycling	-	-	1%	2%	-	-
To visit a specific event in the town	11%	-	1%	1%	-	-
Walking	2%	-	1%	-	2%	-

4.8 Other activities undertaken in Shipston-on-Stour

Visitors were again shown a "show card" listing a range of activities and asked to indicate which other activities that they had been involved in whilst in the town. On this occasion more than one answer could be given – therefore results may add up to more than 100%.

Figure 4.4 indicates that shopping/looking around shops (43%) was also the second primary reason for visiting Shipston-on-Stour as was somewhere for tea and coffee (24%) and somewhere for lunch (18%), General sightseeing/interest was also noted by 14% of visitors.



Since 2007, shopping/looking around shops has been the top secondary reason for visiting Shipston-on-Stour, although the number of visitors citing this as their other reason for visiting has fallen since 2012. In 2007, 39% of visitors cited this as the second reason for visiting the town, which rose to 75% in 2012 and fell by 32 percentage points in 2017 to 43%. The attraction of shopping is important to all market towns in terms of the economic benefit it brings. Shipston-on-Stour has an interesting selection of independent shops which continue to encourage visitors to the town.

	2007	2012	2017	Day visitor from home	Day visitor on holiday	Staying visitor
Shopping/looking around shops	39%	75%	43%	41%	32%	64%
Somewhere for coffee/tea	12%	28%	24%	31%	10%	20%
Somewhere for lunch	13%	19%	18%	14%	32%	16%
General sightseeing/interest	16%	21%	14%	9%	26%	12%
For a specific service	3%	3%	7%	8%	6%	4%
Antique hunting	4%	7%	6%	3%	6%	16%
To use the toilets	3%	1%	5%	7%	3%	-
Other	2%	5%	5%	5%	3%	4%
Just passing through	5%	6%	3%	3%	6%	-
Visiting friends/relatives	11%	2%	2%	1%	-	8%
Family history research	-	-	1%	1%	-	-
Walking	2%	-	1%	1%	-	-
Cycling	-	1%	1%	1%	-	-

Along with shopping and looking around the shops (64%), staying visitors also cited somewhere for coffee/tea (20% and somewhere for lunch (16%) as secondary reasons for visiting Shipston-on-Stour. The top secondary reason noted by both day visitors from home and those on holiday was shopping/looking around the shops (41% and 32% respectively) and 32% of day visitors on holiday cited somewhere for lunch (a further 32%). More day visitors from home (31%) stopped for a cup of tea/coffee, than both day visitors on holiday and staying visitors.

4.9 Visited event in Shipston-on-Stour in past 12 months?

Nine out of ten (90%) of visitors to Shipston-on-Stour had not visited the town for a specific event in the last 12 months.



Base: 210

Table: 4.9 Visited an event in past 12 months by type of visitor (210)						
	2007	2012	2017	Day visitor from home	Day visitor on holiday	Staying visitor
Yes	-	8%	10%	12%	6%	9%
No	-	93%	90%	88%	94%	91%

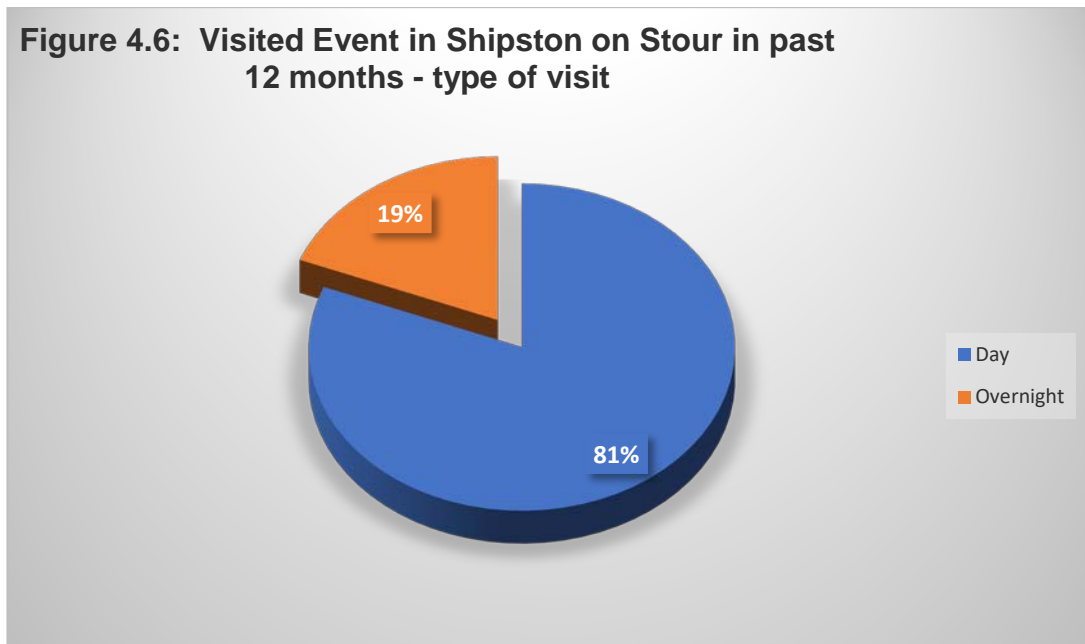
N.B. Totals may add up to more or less than 100% due to rounding

With the relatively small number of visitors (4 no) who had actually visited for an event. across all visitor markets, 12% of day visitors from home had been to an event, compared with half (6%) of day visitors on holiday and 9% of staying visitors.

Those respondents who had visited an event in the past 12 months were then asked to name the event that they had attended. The Christmas Market and Christmas Lights along with the Beer Festival were the only events mentioned by visitors.

Of the 10% who had visited an event over the past 12 months, 81% stated this was for a day visit, followed by 19% who had stayed overnight. No one had visited an event for both a day and night visit.

**Figure 4.6: Visited Event in Shipston on Stour in past 12 months - type of visit**



Base 21

## 5.0 EXPENDITURE

### 5.1 Visitor Expenditure in Shipston-on-Stour

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their stay in Shipston-on-Stour. This included expenditure incurred on behalf of others, i.e. friends/relatives. Given that visitors were being asked to recollect their expenditures and to forecast future spending the following figures should be treated as estimates. It has been found that visitors' own estimates as used in this survey, are usually on the conservative side.

Visitors were asked to give a breakdown of their total expenditure according to the following categories:

- Accommodation
- Eating/drinking out
- Shopping
- Entertainment
- Transport/fuel
- Other

The information on visitor expenditure in the local economy can be used as an indicator of the economic impact of all the visitors. The samples include those who indicated that they had or did not intend to spend anything, but exclude those who gave a "don't know" to the question. Table 5.1 shows the breakdown of all visitor segments' expenditure by sector since 2007.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Accommodation	13%	5%	9%
Eating/drinking out	36%	35%	25%
Shopping	41%	54%	56%
Entertainment	0%	0%	0%
Transport / Fuel	2%	1%	1%
Other	9%	5%	9%

Shopping dominates all visitor expenditure from 2007 to 2017 with over half (56%) of spend in 2017 attributed to some form of shopping whilst in the town. There has been a reverse in the amount spent on eating and drinking, down 10 percentage points from 35% in 2012 to 25% in 2017.

On average, all visitors (both day and overnight) in Shipston-on-Stour spent £83.11 per party. With an average party size of 1.9 people and an average number of nights of 4.9, the average expenditure rate per person is £16.73 per night.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
All Visitors	£63.98	£56.14	£83.11



## 5.2 Day Visitors

Shopping accounted for the majority of spend by day visitors in Shipston-on-Stour. Over two thirds (68%) spent money on shopping compared with 41% in 2012 and 34% in 2007, half of that spend in 2017. There has been little change in expenditure on both entertainment and fuel over the past ten years.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Accommodation	-	-	-
Eating/drinking out	37%	29%	26%
Shopping	49%	62%	68%
Entertainment	0%	0%	2%
Transport / Fuel	1%	1%	2%
Other	13%	7%	2%

On average, a party of day visitors from (home and on holiday) in Shipston-on-Stour spent £38.11. With an average day visiting party size of 1.9 people, the average expenditure rate per person is £19.23 during the day. This is higher than all day visitors in 2012 but lower than spend levels in 2007.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Day visitors – All	£27.46	£14.76	£19.23
Day visitors from home	£25.91	£16.67	£16.49
Day visitors on holiday	£28.04	£11.37	£19.91

### 5.3 Overnight Visitors

Staying visitors are those people who are on a holiday or short break and staying within the Southam area. There have been significant changes in the distribution of spend by overnight visitors. In 2017, almost half (45%) of spend was on shopping compared with only 7% in 2012 and 29% in 2007. The majority of spend in 2012 was attributed to eating and drinking compared with only 20% in 2017.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Accommodation	43%	16%	31%
Eating/drinking out	33%	59%	39%
Shopping	21%	24%	27%
Entertainment	0%	0%	0%
Transport / Fuel	4%	0%	2%
Other	0%	0%	0%

An approximate level of spend can be seen amongst the overnight party sample, staying for less than 1 month, based on all visitors using either commercial accommodation or staying with friends and relatives. This equates to an average party size of 2.3 people. A total of £177.73 was spent per party or £78.20 per person per overnight trip. With an average stay of 6 nights, spend per person per night is £5.90.

If we look at staying visitor spend by those stopping in commercial accommodation, you can see there are distinct differences. A total of £224.21 was spent per party which equates to £94.40 based on an average party size of 2.4 people or £13.49 per person per night based on an average of 7 nights.

	<b>2007</b>	<b>2012</b>	<b>2017</b>
Staying visitors - ALL	£3.89	£11.13	£5.90
Staying visitors – Commercial	£16.76	£21.67	£13.49
Staying Visitors - VFR	£1.66*	£16.73	£2.73

\*average visitor nights of 28.3

On average, a party of visitors staying with friends/relatives in Shipston-on-Stour spent £40.39. With an average visiting party size of 2.2 people, the average expenditure rate per person per night is £18.18. If we then look at this per night, excluding those staying for longer than 14 nights, the average rate is £2.73 per party per night.

## 6.0 VISITOR OPINIONS

### 6.1 Introduction

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The following section of the report presents the average opinion scores of visitors to Shipston-on-Stour on a range of factors which together comprise the 'visitor experience'. These are analysed alongside the average rating for both 2007 and 2012' to give a benchmark comparison. The maximum score achieved in relation to each factor or indicator is also shown for all three years.

### 6.2 Overview

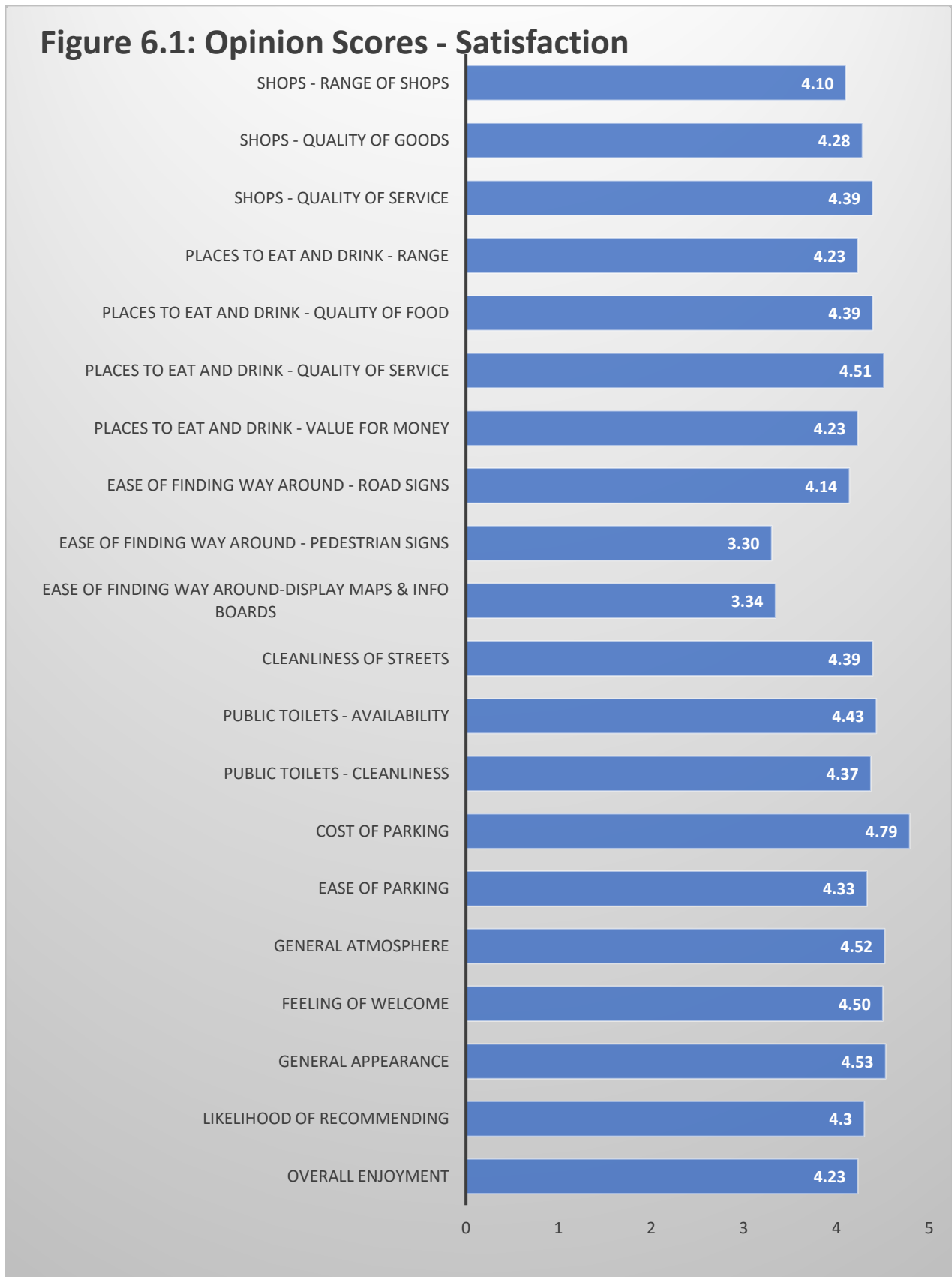
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Figure 6.1 shows the average opinion scores for all benchmarked indicators.

The majority of scores are above the 'average' of 3.00 on the five-point scale. The highest scoring indicators relate to cost of parking (4.79), general appearance (4.53) and general atmosphere (4.52) and quality of service at places to eat (4.51).

The lowest scores received were for the ease of finding way around (3.30) and ease of using display maps and noticeboards (3.34). All other scores were rated 4 and above.

Table 6.1 details these scores for Shipston-on-Stour alongside ratings for 2012 and 2007. Those scores shown in bold are where ratings in 2017 are higher than the other two years shown.

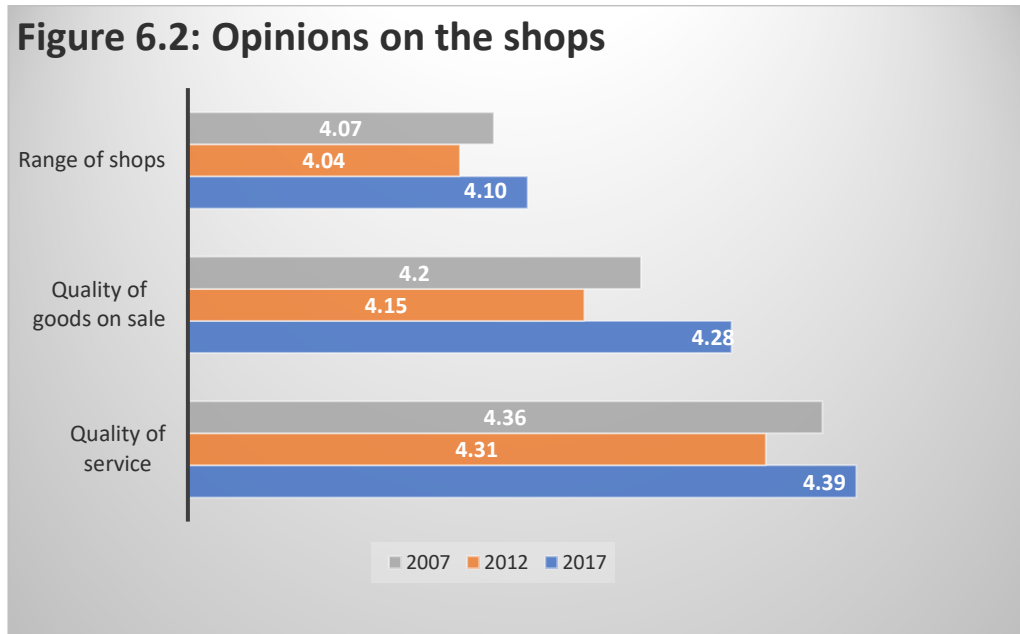


In general, the satisfaction rating for the majority of aspects in Shipston-on-Stour have improved over the last 10 years. Of the 20 rating questions for 2017 shown in table 6.1 below, only 2 were below 4, a very positive response from visitors.

<b>Table 6.1: Opinion scores - Satisfaction</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Shops – range	4.07	4.04	<b>4.10</b>
Shops – quality of goods	4.20	4.15	<b>4.28</b>
Shops – quality of service	4.36	4.31	<b>4.39</b>
Places to eat and drink – range	4.09	4.06	<b>4.23</b>
Places to eat and drink – quality of food	4.36	4.23	<b>4.39</b>
Places to eat and drink – quality of service	4.36	4.24	<b>4.51</b>
Places to eat and drink – value for money	4.11	4.04	<b>4.23</b>
Museums and other places to visit – range	3.64	-	-
Museums and other places to visit – level of interest	3.95	-	-
Museums and other places to visit – quality of service	4.42	-	-
Museums and other places to visit – value for money	4.42	-	-
Ease of finding way around – road signs	4.26	4.07	4.14
Ease of finding way around – pedestrian signs	4.09	3.86	3.30
Ease of finding way around – display maps and info boards	3.78	3.79	3.34
Cleanliness of streets	4.24	4.32	<b>4.39</b>
Public toilets – availability	4.30	4.21	<b>4.43</b>
Public toilets – Cleanliness	4.58	4.07	4.37
Ease of parking	4.43	4.22	4.33
Cost of parking	4.79	4.80	4.79
Visitor information – ease of finding	-	3.67	-
Overall impression – general atmosphere	4.54	4.38	4.52
Overall impression – feeling of welcome	4.50	4.35	4.50
Overall impression – general appearance	4.50	4.36	<b>4.53</b>
Likelihood of recommending	4.31	4.30	4.30
Overall enjoyment	4.10	4.12	<b>4.23</b>

### 6.3 Shops

Visitors were asked to rate three aspects of the shopping experience in Shipston-on-Stour: range of shops, quality of the shopping environment and quality of service.



The range of shops received the lowest rating in the shopping category (4.10), although this is still a very positive score. Eight out of ten (80%) of visitors rated this aspect as satisfied (47%) or very satisfied (33%). 17% of visitors rated this aspect as neither satisfied or dissatisfied. There was little change in the ratings received for range of shops when compared with 2007 and 2012.

Almost nine out of ten visitors (87%) rated the quality of the goods on sale as satisfied (45%) and very satisfied (42%), with an average mean score of 4.28, on a par with the previous two surveys in 2007 and 2012.

Quality of service received the highest rating in this category at 4.39. 90% of visitors rated this as satisfied (40%) or very satisfied (50%). There were no dissatisfied or very dissatisfied scores attributed to the quality of service received in the shops in Shipston-on-Stour.

All mean scores in 2017 for each aspect of opinions on the shops, were higher than the previous two surveys undertaken in 2007 and 2012.

<b>Table 6.2: Range of shops</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	30%	33%	33%
Satisfied	50%	42%	47%
Neither satisfied nor dissatisfied	16%	21%	17%
Dissatisfied	4%	3%	3%
Very dissatisfied	-	1%	-

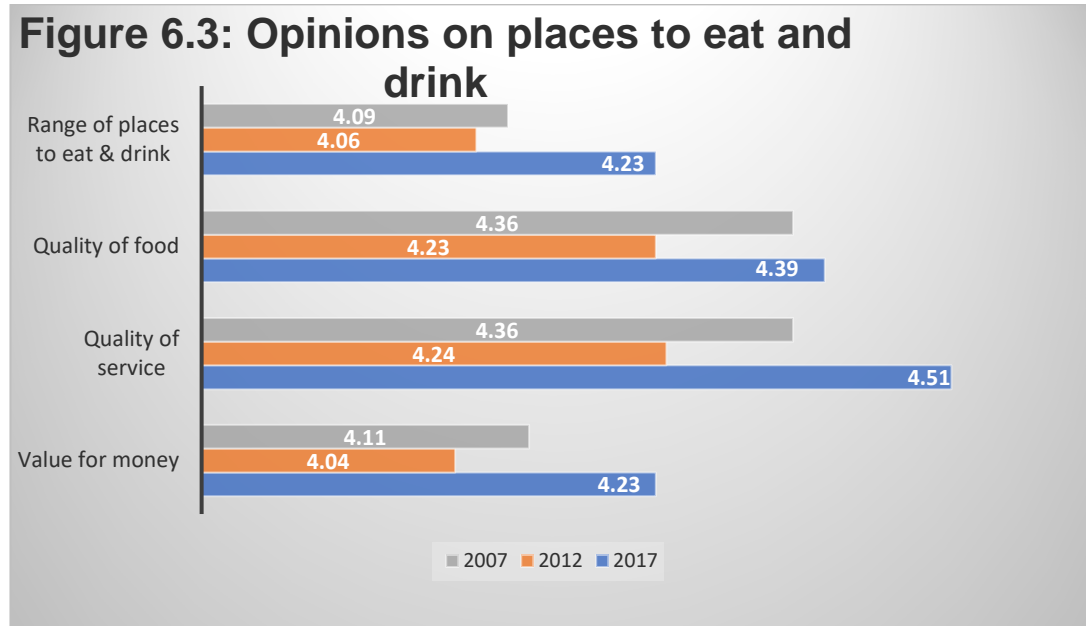
<b>Table 6.3: Quality of goods in shops</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	36%	32%	42%
Satisfied	50%	52%	45%
Neither satisfied nor dissatisfied	13%	15%	14%
Dissatisfied	1%	1%	-
Very dissatisfied	-	-	-

<b>Table 6.4: Quality of service in shops</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	47%	44%	50%
Satisfied	44%	44%	40%
Neither satisfied nor dissatisfied	9%	12%	10%
Dissatisfied	1%	-	-
Very dissatisfied	-	1%	-

Base: range 145-146

6.4 Places to eat and drink

Visitors were asked to rate three aspects of the eating and drinking facilities in Shipston-on-Stour: range of places to eat or drink, quality of food and service and value for money.



Across all aspects of places to eat and drink, the ratings for each were all very positive and higher than both 2007 and 2012.

Range of places to eat and drink was rated at 4.23, higher than both 2007 (4.09) and 2012 (4.06). Over eight out of ten (83%) of visitors rated their satisfaction (43%) or very satisfied (40%).

The quality of food at establishments in Shipston-on-Stour received an average mean score of 4.39, a small increase on 2007, (4.36) and 2012 (4.23). 96% of visitors rated this as satisfied (52%) or very satisfied (44%).

Quality of service received the highest rating in this section (4.51), with 98% recording scores of satisfied or very satisfied. As with other ratings in this category, positive scores have continued to rise since 2007.

Encouragingly, value for money was rated at 4.23. 89% of visitors rated this aspect as satisfied (53%) or very satisfied (36%). A further 10% rated this as average.



<b>Table 6.5: Range of places to eat &amp; drink</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	34%	28%	40%
Satisfied	45%	53%	43%
Neither satisfied nor dissatisfied	18%	16%	17%
Dissatisfied	3%	3%	-
Very dissatisfied	-	-	-

<b>Table 6.6: Quality of food in places to eat &amp; drink</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	44%	34%	44%
Satisfied	48%	56%	52%
Neither satisfied nor dissatisfied	8%	9%	4%
Dissatisfied	-	1%	-
Very dissatisfied	-	-	-

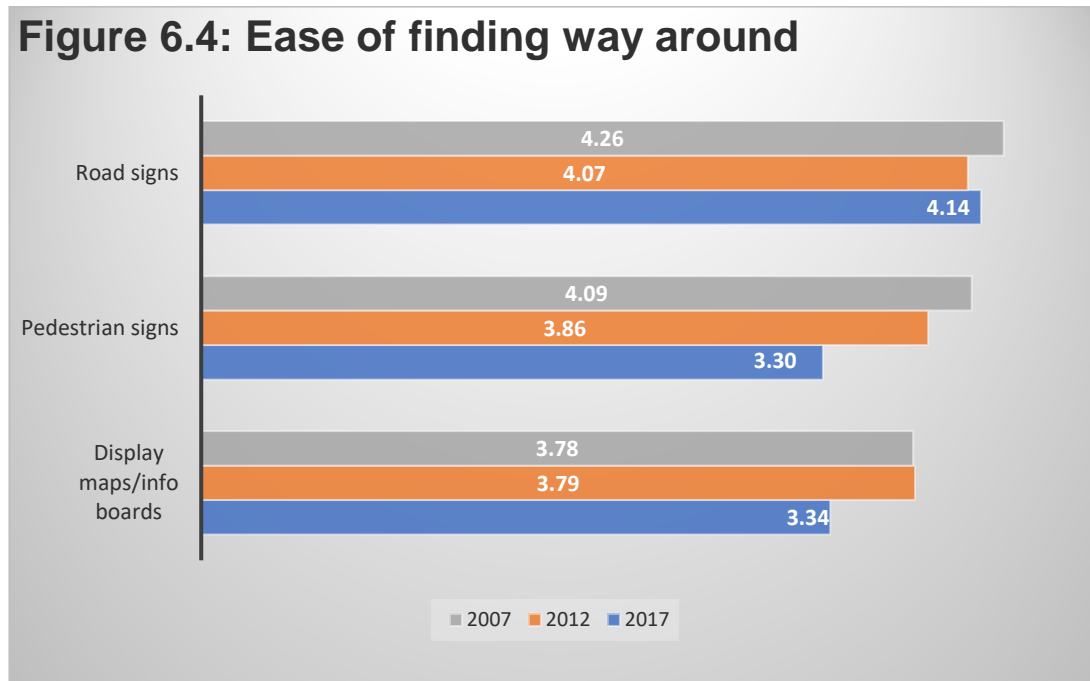
<b>Table 6.7: Quality of service in places to eat &amp; drink</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	47%	37%	54%
Satisfied	47%	51%	44%
Neither satisfied nor dissatisfied	3%	11%	3%
Dissatisfied	2%	1%	-
Very dissatisfied	2%	-	-

<b>Table 6.8: Value for money in places to eat &amp; drink</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	34%	27%	36%
Satisfied	47%	51%	53%
Neither satisfied nor dissatisfied	16%	21%	10%
Dissatisfied	2%	1%	1%
Very dissatisfied	2%	-	-

Base: 70-71

## 6.5 Ease of finding way around

Respondents were asked to rate three aspects of finding their way around Shipston-on-Stour: road signs, pedestrian signs and display maps and information boards. As with most surveys, a high proportion of visitors arrive in Shipston-on-Stour by private vehicle, quality of road signs is likely to be a very important aspect of their visit.



Road signs in Shipston-on-Stour were rated at 4.14, lower than in 2007, but higher than 2012. 84% of visitors rated the road signs as to whether they were satisfied or very satisfied with both rated at 42% respectively.

Pedestrian signs in the town were rated much lower at 3.30, with just over half (54%) rating their satisfaction as satisfied (31%) or very satisfied (23%), the lowest of all the ratings in this category and lower than both 2007 and 2012.

Display maps and information boards achieve only slightly higher scores than pedestrian signage, with an average mean score of 3.34. down on both the previous two surveys. Over half 57% of visitors rated the levels of satisfaction as satisfied (32%) or very good (25%). A further 23% of visitors gave a “very dissatisfied” rating for display maps and information boards which may need to be addressed in the future.

<b>Table 6.9: Ease of finding way around – road signs</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	42%	24%	42%
Satisfied	43%	60%	42%
Neither satisfied nor dissatisfied	14%	14%	8%
Dissatisfied	1%	2%	2%
Very dissatisfied	-	-	5%

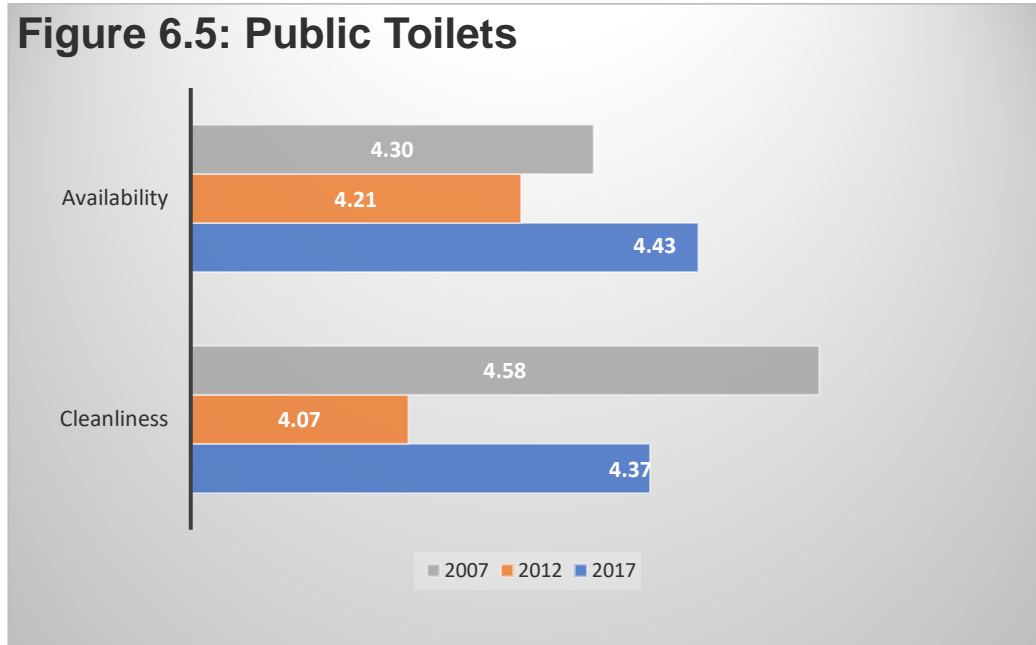
<b>Table 6.10: Ease of finding way around – pedestrian signs</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	40%	22%	23%
Satisfied	35%	49%	31%
Neither satisfied nor dissatisfied	20%	22%	21%
Dissatisfied	4%	6%	1%
Very dissatisfied	1%	1%	23%

<b>Table 6.11: Ease of finding way around – display maps</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	29%	20%	25%
Satisfied	35%	49%	32%
Neither satisfied nor dissatisfied	26%	23%	17%
Dissatisfied	3%	5%	3%
Very dissatisfied	6%	3%	23%

Base: 149-173

6.6 Public Toilets

Visitors were asked to give opinions on both the availability and cleanliness of public toilets in the town.



All respondents who had used the public toilets on their visit gave positive ratings with 57% satisfied and 43% very satisfied with the availability of toilets in Shipston-on-Stour. The average mean score was 4.43 compared with 4.21 in 2012 and 4.30 in 2007.

The cleanliness of public toilets was rated at 4.37. 94% of visitors rated the cleanliness of public toilets as good (47%) or very good (also 47%), an increase on the average mean score in 2012 but less than in 2007 when the mean score for cleanliness was rated at 4.58.

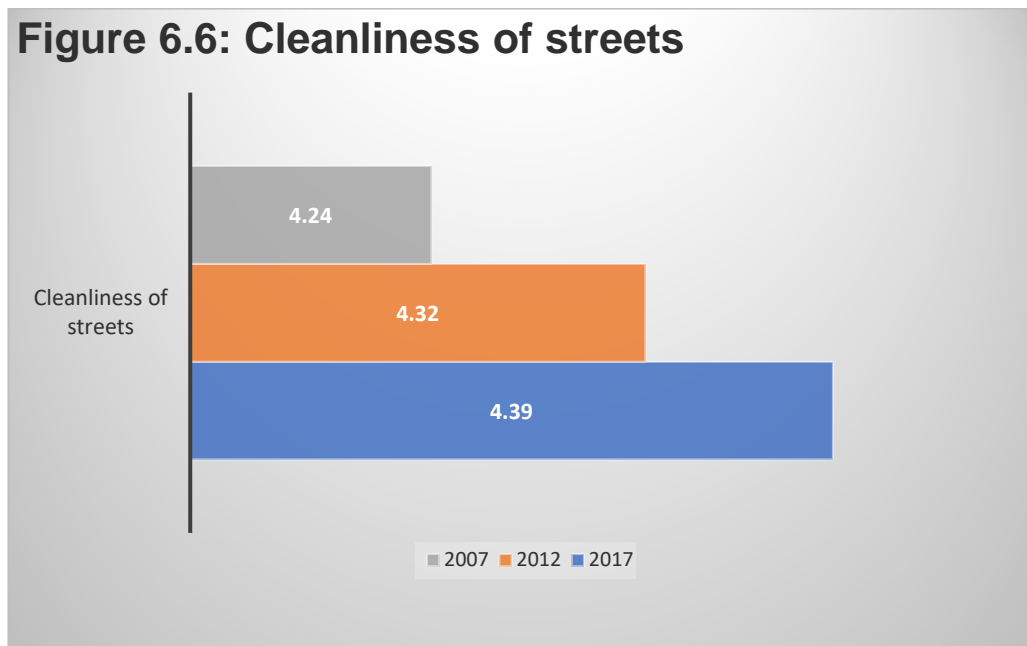
<b>Table 6.12: Visitor opinions on availability of public toilets</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	61%	41%	43%
Satisfied	24%	45%	57%
Neither satisfied nor dissatisfied	6%	7%	-
Dissatisfied	3%	7%	-
Very dissatisfied	6%	-	-

<b>Table 6.13: Visitor opinions on cleanliness of public toilets</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	68%	34%	47%
Satisfied	23%	48%	47%
Neither satisfied nor dissatisfied	10%	7%	3%
Dissatisfied	-	10%	3%
Very dissatisfied	-	-	-

Base: 30

6.7 Cleanliness of streets

Visitors opinions on the cleanliness of streets in Shipston-on-Stour town received very positive ratings.



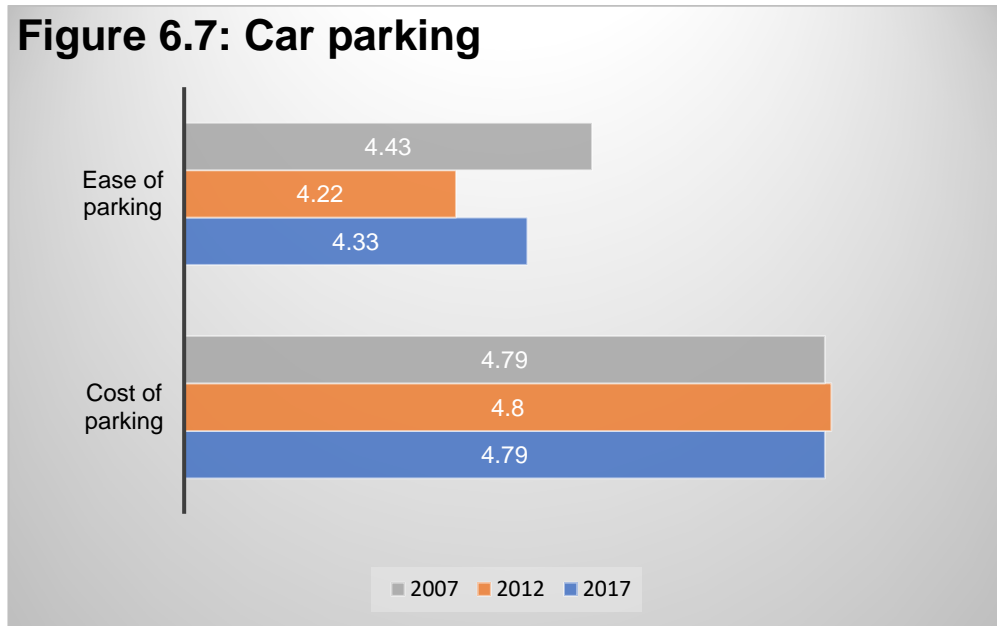
The cleanliness of streets rating of 4.39 is slightly higher than the mean score of 2012 and 2007. Generally, there has been a steady increase in satisfaction with street cleanliness over the past 10 years.

<b>Table 6.14: Visitor opinions on cleanliness of streets</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	38%	45%	47%
Satisfied	48%	44%	46%
Neither satisfied nor dissatisfied	12%	9%	8%
Dissatisfied	1%	1%	-
Very dissatisfied	-	1%	-

Base: 206

6.8 Car parking

89% of all visitors to Shipston-on-Stour arrived by private vehicle (car, van, motor home or motorcycle) and therefore parking would have been a significant factor of their visit.



Overall, 88% of visitors to Shipston-on-Stour considered it very easy (53%) or quite easy (35%) to find a parking space. The average score of 4.33 was slightly above that in both 2012 (4.22) but below the mean score achieved in 2007 (4.43).

**Table 6.15: Visitor opinions on ease of parking**

	2007	2012	2017
Very easy	63%	42%	53%
Easy	25%	45%	35%
Neither difficult nor easy	4%	9%	4%
Difficult	7%	3%	7%
Very difficult	1%	2%	1%

Base: 181

Although a much lower number of respondents commented on the cost of parking, very positive scores were achieved in 2017 and on a par with both 2007 and 2012. It should be noted that there is a proportion of free parking within the town which was recorded in 2012 but not in 2007 or 2017.

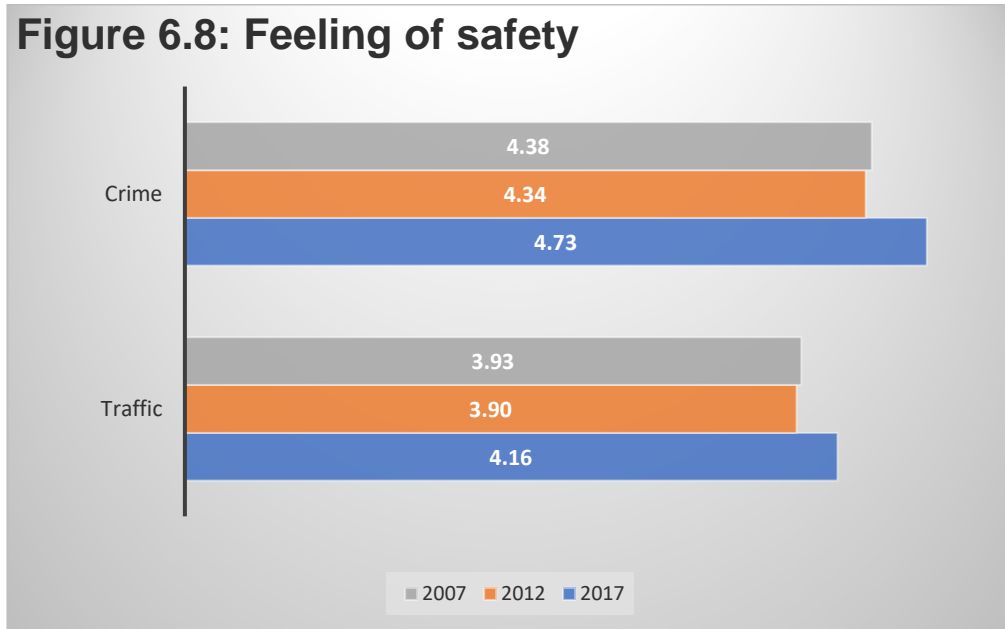
<b>Table 6.16: Visitor opinions on cost of parking</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very reasonable	85%	20%	79%
Fairly reasonable	9%	4%	21%
About average	6%	1%	-
Quite expensive	-	-	-
Very expensive	-	-	-
Not applicable (free parking)	-	73%	-

Base: 66



6.9 Feeling of safety from crime and traffic

Visitors were asked if they felt safe from both crime related incidents or traffic whilst moving around the town.



The majority (99%) of visitors strongly agreed (74%) or agreed (25%) that they felt safe from crime in the town, the highest scores across all 3 years in question.

Feeling of safety from traffic was rated highly with a mean score of 4.16, slightly higher than both 2012 at 3.90 and 2007 at 3.93. 79% of respondents agreed (32%) or strongly agreed (47%) that they felt safe from traffic whilst in the town.

It is encouraging to find that visitors to Shipston-on-Stour felt safe from both crime and traffic during their visit to the town and that the levels of both aspects of safety have seen a positive rise since 2012.

<b>Table 6.17: Visitor opinions on feeling safe from crime</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Agree strongly	45%	41%	74%
Agree	50%	53%	25%
Neither disagree or agree	5%	4%	1%
Disagree	1%	1%	-
Disagree strongly	-	1%	-

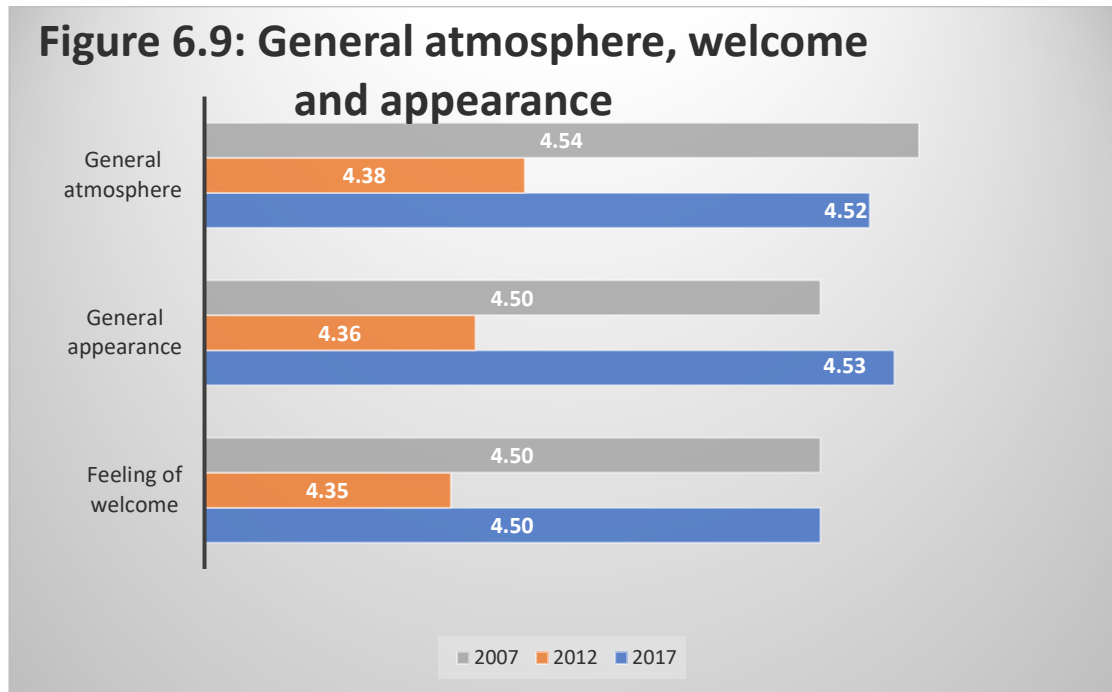
Base: 204

<b>Table 6.18: Visitor opinions on feeling safe from traffic</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Agree strongly	27%	23%	47%
Agree	49%	51%	32%
Neither disagree or agree	17%	19%	13%
Disagree	6%	7%	7%
Disagree strongly	2%	-	1%

Base: 209

6.10 General atmosphere, appearance and welcome of the town

Visitors were asked for opinions on the general atmosphere, feeling of welcome and general appearance of Shipston-on-Stour.



The general atmosphere in Shipston-on-Stour was rated at 4.52, slightly higher on scores seen 2012 on a par with 2007. Over 9 out of 10 (95%) of visitors were satisfied or very satisfied with the atmosphere in in the town.

The general appearance of Shipston-on-Stour was rated at 4.53, the highest of all aspects in this section in 2017 and on a par with 2007 and higher than in 2012. 95% of visitors rated their satisfaction as satisfied (36%) or very satisfied (59%).

The feeling of welcome in the town was rated at 4.50, on a par with 2007 but considerably higher than 2012 (4.35). In 2017, 94% rated this as satisfied (38%) or very satisfied (56%).

The high ratings received for Shipston-on-Stour in relation to the ambience, appearance and welcome given to visitors provides an excellent benchmark for encouraging more visitors to the town.

<b>Table 6.19: Visitor opinions on general atmosphere</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	58%	46%	58%
Satisfied	38%	48%	37%
Neither satisfied nor dissatisfied	4%	6%	4%
Dissatisfied	-	-	1%
Very dissatisfied	-	1%	-

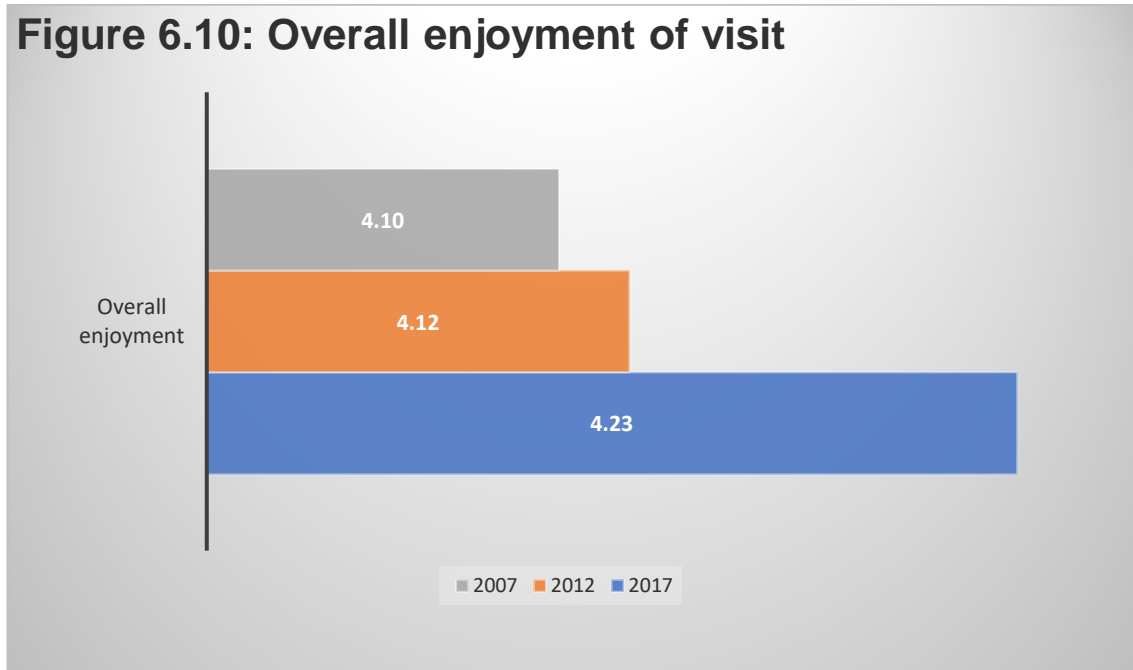
<b>Table 6.20: Visitor opinions on general appearance</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	56%	46%	59%
Satisfied	37%	47%	36%
Neither satisfied nor dissatisfied	6%	7%	5%
Dissatisfied	-	1%	-
Very dissatisfied	-	1%	-

<b>Table 6.21: Visitor opinions on feeling of welcome</b>	<b>2007</b>	<b>2012</b>	<b>2017</b>
Very satisfied	56%	46%	56%
Satisfied	38%	44%	38%
Neither satisfied nor dissatisfied	6%	9%	5%
Dissatisfied	-	1%	1%
Very dissatisfied	-	1%	-

Base: 203-204

6.11 How would you rate the overall enjoyment of your visit

Visitors were asked to rate how much they had overall enjoyed their visit to Shipston-on-Stour. This aspect of a visit is always seen as important in terms of whether a visitor would return and if they would recommend a visit to others (section 6.12).



Nine out of ten (90%) of visitors rated the overall enjoyment of their visit as very high (34%) or high (56%). There has been a steady increase in the levels of enjoyment since 2007, where 84% of visitors gave the top two ratings, compared with 81% in 2012.

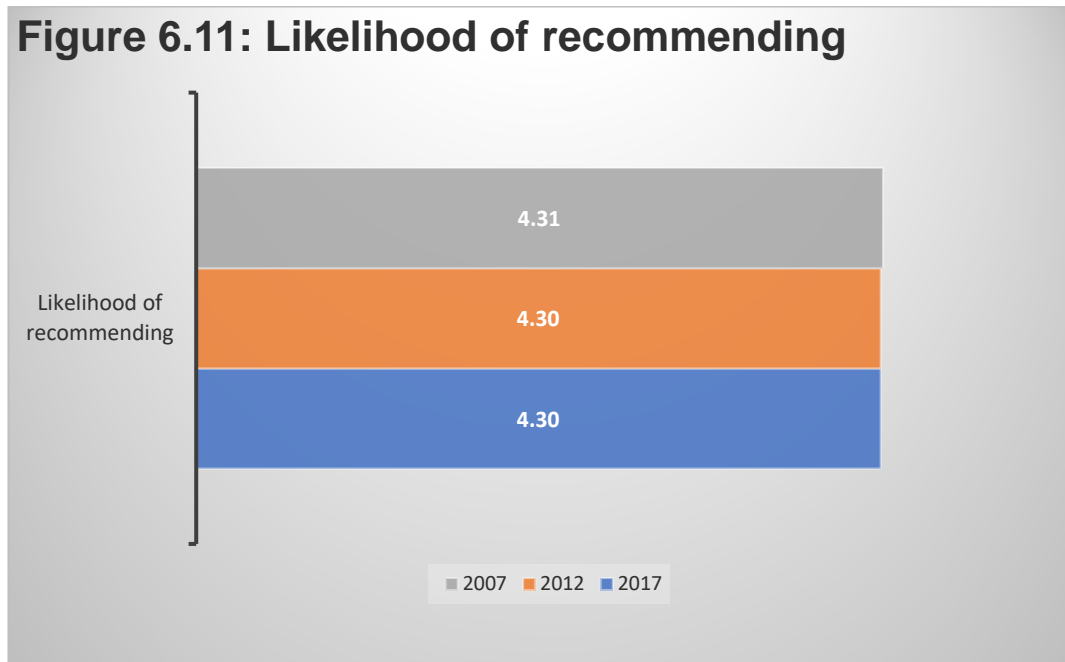
**Table 6.22: Visitor opinions on overall enjoyment of visit**

	2007	2012	2017
Very high	27%	34%	34%
High	57%	47%	56%
Average	16%	16%	8%
Low	-	3%	1%
Very low	-	-	-

Base: 206

6.12 Likelihood of recommending Shipston-on-Stour

Visitors were asked to rate the likelihood of recommending Shipston-on-Stour to others.



Over eight out of ten visitors (85%) were very likely (48%) or likely (37%) to recommend a visit to Shipston-on-Stour, with an average mean score of 4.30, on a par with both 2007 and 2012.

	2007	2012	2017
Very likely	38%	48%	48%
Likely	56%	38%	37%
Possibly	4%	10%	6%
Unlikely	2%	4%	4%
Very unlikely	-	1%	1%

Base: 200

Of those visitors who were unlikely / very unlikely to recommend a visit (11 respondents) the reasons given included: not a lot to see and do; shops not attractive/old fashioned and poor restaurants; too quiet and better towns in the Cotswolds.

### 6.13 What additional facilities or services would have added to the enjoyment of your visit?

Three quarters of all visitors (75%) indicated that they felt Shipston-on-Stour did not need any additional facilities or services that would have added to the enjoyment of their visit. Other responses included the following:

<b>Table 6.24: What additional facilities / services</b>	
Base	196
No / None / Nothing	75%
More choice of shops/longer opening hours	4%
Parking	4%
Market in town	3%
Keep it as it is	2%
New supermarket	2%
Better coffee shops/cafes	2%
Cycle parking/cycle paths	2%
Don't know	1%
Better signs	1%
Dog friendly tea rooms	1%
One-way system/pedestrian area	1%
Benches/seating	1%
Independent retailers	1%
Petrol station	1%
New primary school	1%
Information centre	1%
Longer opening hours in shops	1%
Toilets (more)	1%
Traffic management	1%
Wetherspools	1%
Garden centre	1%
Spa	1%

*It should be noted that the majority of comments received (with scores of 1% and 2%) were only mentioned by a small proportion of visitors. A full list of comments is shown in Appendix 1.*

## 7.0 PRIORITY INDICATORS

### 7.1 Importance of Facilities

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As noted earlier in this report, the benchmarking survey also requested visitors to indicate the importance of each factor to their visit, alongside their satisfaction with facilities in Shipston-on-Stour. By identifying 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 attract visitors to the town.

Table 7.1 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 visitors were most 'satisfied' with. The public toilets, and general appearance in Shipston-on-Stour were of greatest importance to visitors with an importance rating of 5.00 for the cleanliness of public toilets, 4.83 for the availability of public toilets and 4.74 for the general appearance. Other factors of importance to visitors in Shipston-on-Stour included quality of service at places to eat and drink, cleanliness of streets and general atmosphere (4.73 respectively).

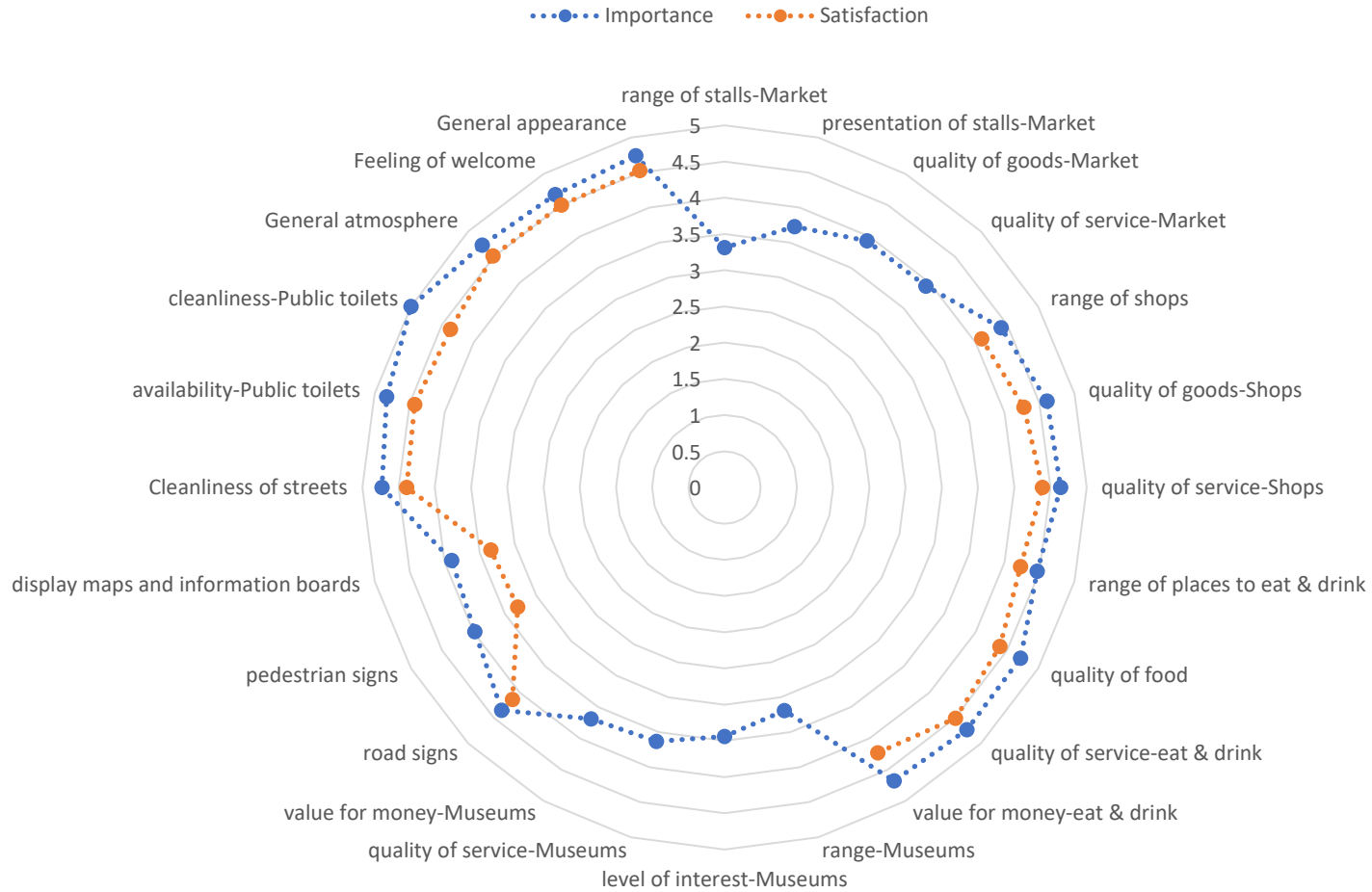
Of particular concern are the issues of high importance but relatively low satisfaction, not particularly a major issue in Shipston-on-Stour as the satisfaction ratings were fairly high and all above average. However, if we look at pedestrian signage which had a satisfaction rating of only 3.30 in contrast, the importance rating was rated at 3.90. Generally, it is worth mentioning that most of the satisfaction scores are still above average.

Figure 7.1 displays the results graphically, indicating the relationship between importance and satisfaction. The graph clearly displays the satisfaction levels for all aspects of the visitor experience against the importance levels and shows those aspects that require most attention i.e. of high importance but below average satisfaction. There is some variation amongst the issues.



<b>Table 7.1: Satisfaction and Importance Ratings for Shipston-on-Stour</b>		
	<b>Satisfaction</b>	<b>Importance</b>
Market - range of stalls	-	3.31
Market - presentation of stalls	-	3.73
Market – quality of goods	-	3.93
Market – quality of service	-	3.93
Shops – range	4.10	<b>4.41</b>
Shops – quality of goods	4.28	<b>4.61</b>
Shops – quality of service	4.39	<b>4.64</b>
Places to eat and drink – range	4.23	<b>4.47</b>
Places to eat and drink – quality of food	4.39	<b>4.72</b>
Places to eat and drink – quality of service	4.51	<b>4.73</b>
Places to eat and drink – value for money	4.23	<b>4.68</b>
Museums and other places to visit – range	-	3.19
Museums and other places to visit – level of interest	-	3.44
Museums and other places to visit – quality of service	-	3.63
Museums and other places to visit – value for money	-	3.69
Ease of finding way around – road signs	4.14	<b>4.35</b>
Ease of finding way around – pedestrian signs	3.30	<b>3.98</b>
Ease of finding way around – display maps and info boards	3.34	<b>3.90</b>
Cleanliness of streets	4.39	<b>4.73</b>
Public toilets – availability	4.43	<b>4.83</b>
Public toilets – Cleanliness	4.37	<b>5.00</b>
Overall impression – general atmosphere	4.52	<b>4.73</b>
Overall impression – feeling of welcome	4.50	<b>4.67</b>
Overall impression – general appearance	4.53	<b>4.74</b>

FIGURE 7.1: SATISFACTION VS IMPORTANCE



# APPENDICES

## Appendix 1

Additional services would have added to enjoyment of visit
A baby changing place
A bakers
A better supermarket in the town
A book shop
A clear pedestrian way on car park bridge needed
A craft shop - needlework and tapentry
A dog friendly tea room
A garden centre
A good clothes shops for non frumpy people
A good quality supermarket
A market in the town
A new primary school, a more challenging childrens playground
A nice greengrocer
A petrol station
A School shop. More parking for electric bikes
A spa
A Wetherspoons
A working parking meter, the meter just gobbled up extra money
Another supermarket, co-op has a hold on prices here
Better coffee shops
Better parking
Better parking
Better parking that is free
Better signs, never been able to find the water and car park signs here are too close to entrance, junction should be 30 yards back
Bit more life, more cafes open, more to look at
Bring back the butchers and home-made pies
Don't introduce parking fees
Don't know
Don't know
Dress maker only opened 9 till 1 so closed now
Expected more charity shops
Food festival cancelled but still came - more tourist information boards in town centre
Information centre
Is there a market here? Never been on when visiting
Jewellery and stationary shops needed and out of town supermarket and the in town supermarket staff quite surly
Just a lovely town with independent shops







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None needed
None other than longer library opening hours
Not enough facilities for dogs like water bowls
Nothing
Parking for motorcycles
Pedestrianised area / traffic and crossing roads quite dangerous
Petrol station needed
Somewhere nice to sit by the river