Southam Market Town

Destination Benchmarking Survey 2017

FINAL REPORT

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SOUTHAM MARKET TOWN

DESTINATION BENCHMARKING SURVEY 2017

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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 Southam 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 200 interviews with visitors to Southam were carried out during the survey period.

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

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

GENERAL FINDINGS

- Almost two thirds were day visitors from home (62%), a fall of 16% since 2012. Day visitors from a holiday base outside of Southam accounted for 23% of visitors, (15% in 2012). A sixth (16%) of all visitors were staying overnight in commercial or non-commercial accommodation within Southam, up from 7% when the last survey was undertaken in 2012.

- Overall, over two fifths (41%) of individuals represented were adult couples, with a further 28%, solo adults. Only 14% of visitors to Southam had travelled with children in their group.

- Almost three quarters (73%) of visitors to Southam were aged over 45. Only 9% of visitors were aged 15 years and under and 6% between the age of 16-24 years.

- Almost 7 out of 10 (68%) of all visitors to Southam fell into the affluent 'ABC1' socio-economic group, whilst a quarter (24%) were classified in the C2 category. Only 9% of visitors were in the DE category.

- Warwickshire was the top supplier of all visitors to Southam.

- 46% of respondents were in Southam on a leisure trip/holiday, with a further 35% visiting friends and relatives.

- On average, a day visitor spent 2 hours 58 minutes in Southam, less time than in 2012 where day visitors spent on average 3 hours and 3 minutes.

- Visitors staying overnight spent approximately 5.2 nights in Southam, much higher than 2012 where the average number of nights spent in Southam by staying visitors was 3.9 nights.

- 94% of visitors to Southam arrived by car, with staying visitors using more public transport than all types of day visitors.

- A fifth (20%) of respondents were new visitors to Southam, higher than in 2012 but lower than in 2007 (30%).

- Over half (59%) of visitors to Southam have visited the town more than 5 times in the last 12 months.

- Almost three quarters (74%) of overnight visitors cited staying with friends/relatives as their main form of accommodation whilst staying in Southam.

- 32% of visitors indicated that visiting friends and relatives was the primary motive for respondents to visit Southam. Other activities undertaken in the town included shopping/looking around the shops (16%) and for a specific service (11%).

- Only 18% of respondents had visited and event in Southam in the last 12 months which included the Carnival, Mop Fayre and the Christmas/French markets.

- Almost three fifths (58%) of visitors indicated that Southam did not need any additional facilities or services. Other responses included: more choice of shops; more /cheaper /better places to eat and better parking/disabled parking.

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1.0 INTRODUCTION, BRIEF & METHODOLOGY

1.1 Introduction

The survey took place during the peak visitor period from the middle of July 2012 until the end of September 2017. Comparisons with the previous surveys 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 Southam 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 Southam

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

1.2 Objectives of the Survey

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 Southam 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 200 interviews with visitors to Southam were carried out during the survey period.

Interviewing was undertaken at four locations within the town in order to gain a cross section of visitors to Southam as indicated in table 1.1.

Table 1.1: Interview Locations		**(200)**
High Street – Park Lane / Holy Well Walk	47%	94
Wood Street Car Park	24%	48
Market Hill	22%	43
High Street (Opposite Budgeons)	8%	15
Total	101%	200

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

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 Southam within a five-mile radius of the town centre (to help the interview process, all interviewees were shown a map of Southam and the five mile radius)
- Non-residents on day visits to Southam 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 11am, 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 Southam, 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, on 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

Interviews were conducted on both market and non-market days. In Southam, 75% of interviews were conducted on a non-market day and 25% on market days.

1.5 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 124 and the margins within which one can be 95% certain that the true figures in this report will lie are presented below.

Table 1.2: 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%.

1.6 Presentation of results

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. The results shown are generally 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

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

- *'Day visitors from home'* - visitors who had travelled from, and were returning to, homes outside the Southam area on the day of their visit.
- *Day visitors on holiday* – visitors who are away from home staying in another destination and travelling to Southam for the day.
- *'Staying visitors'* - visitors staying overnight for at least one night in accommodation within Southam. 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

- 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

Almost two thirds were day visitors from home (62%), a fall of 16% since 2012. Day visitors from a holiday base outside of Southam accounted for 23% of visitors, (15% in 2012). A sixth (16%) of all visitors were staying overnight in commercial or non-commercial accommodation within Southam, up from 7% when the last survey was undertaken in 2012.

Only 4% (8 interviewees) of visitors to Southam were from overseas and therefore no analysis for this market will be shown.

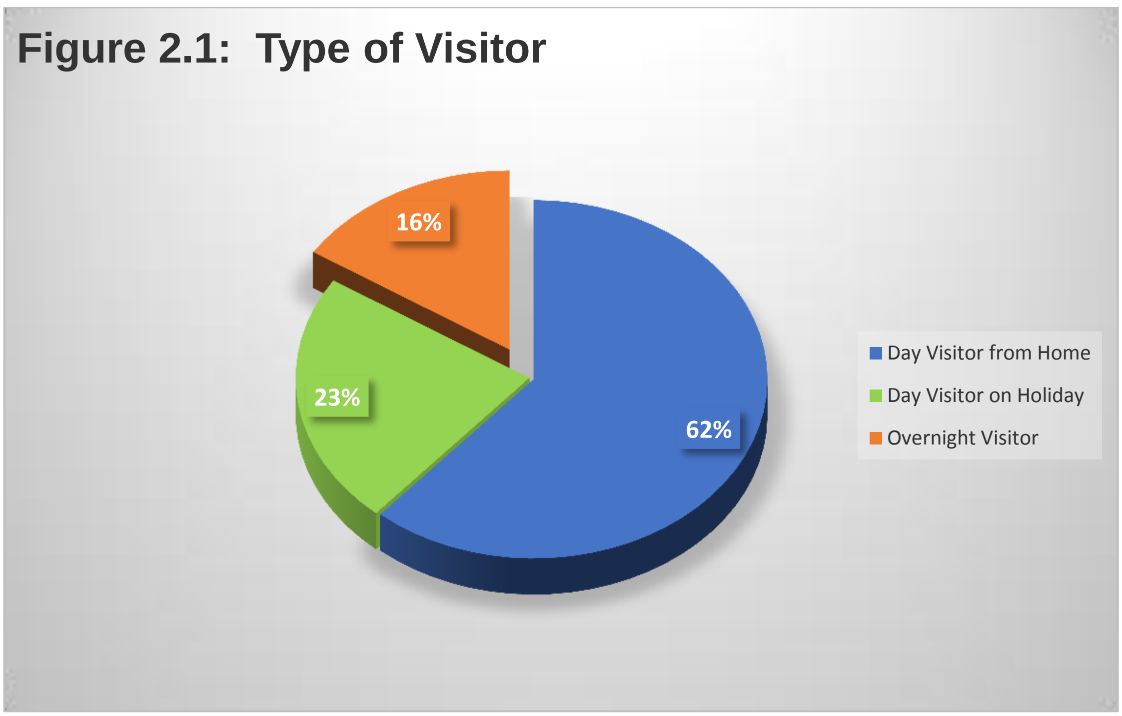


Table 2.1: Type of Visitor			(200)
	2007	2012	2017
Day visitor from home	52%	78%	62%
Day visitor on holiday	26%	15%	23%
Staying visitor	22%	7%	16%

The number of day visitors from home fell during 2017 but rose for those day visitors on holiday staying outside of Southam. However, the number of respondents staying in Southam in 2017 increased from 7% in 2012. Visitors who stay in the area are important to the local economy as they stay longer and are more likely to spend more than visitors who are on a day visit.

2.2 Group size and composition

A total of 200 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 402 people included in the survey sample.

Overall, over two fifths (41%) of individuals represented were adult couples, with a further 28%, solo adults. Only 14% of visitors to Southam had travelled with children in their group.

Figure 2.2 and table 2.2 indicate the group structure of visitors to Southam.

Figure 2.2: Party Composition

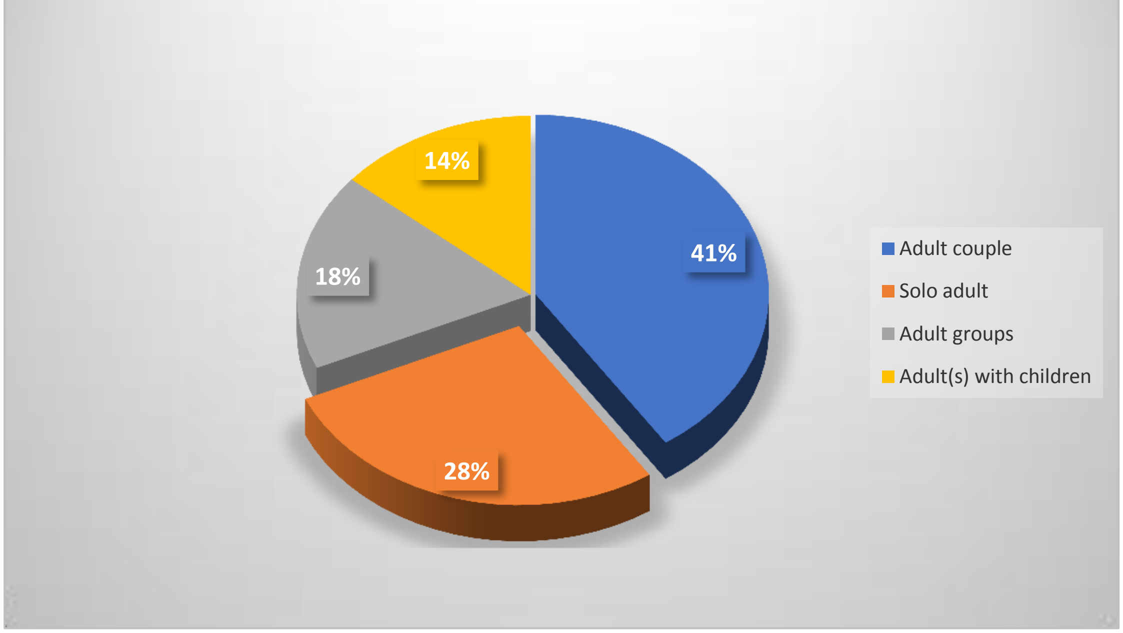


Table 2.2: Party Composition by Types of Visitor			(200)
	Day visitor from home	**Day visitor on holiday**	**Staying Visitor**
Adult couple	41%	57%	32%
Solo adult	28%	17%	29%
Adult(s) with children	14%	11%	23%
Adult groups	18%	15%	16%

Day visitors on holiday provided the largest group of adult couples visiting Southam. Staying visitors had more children in their group than both day visitors from home and day visitors on holiday. Groups of adults were similar across all types of visitor.

Table 2.3: Party Composition			(200)
	2007	**2012**	**2017**
Adult couple	44%	23%	41%
Solo adult	23%	52%	28%
Adult(s) with children	15%	13%	14%
Adult groups	19%	12%	18%

There has been a shift in the number of people travelling as a couple to Southam since 2012. Over two fifths (41%) of adult couples in 2017 travelled together, compared with only 23% in 2012, back to the levels seen in 2007 when 44% of visitors to Southam were adult couples. The increase in the level of adult couples has effected the number of respondents visiting on their own, down from 52% to 28%, almost half the number travelling on their own in 2012. There has been a consistent level of visitors travelling with children over the past ten years, whilst adult groups have increased since the last survey in 2012, up from 12% to 18%..

2.3 Age Profile

Figure 3 indicates that there is a slight bias towards the older age groups, with almost three quarters (73%) of visitors to Southam aged over 45. Only 9% of visitors were aged 15 years and under and 6% between the age of 16-24 years.

Table 2.4: Age Profile – All Visitors			**(200)**
	Male	**Female**	**Total**
0-15 Years	5%	4%	9%
16-24 Years	3%	3%	6%
25-34 Years	2%	5%	7%
35-44 Years	2%	3%	5%
45-54 Years	6%	8%	14%
55-64 Years	11%	13%	24%
65-74 Years	9%	17%	26%
75+ Years	4%	5%	9%
Total	**42%**	**58%**	**100%**

Figure 2.3: Age Profile - All Visitors

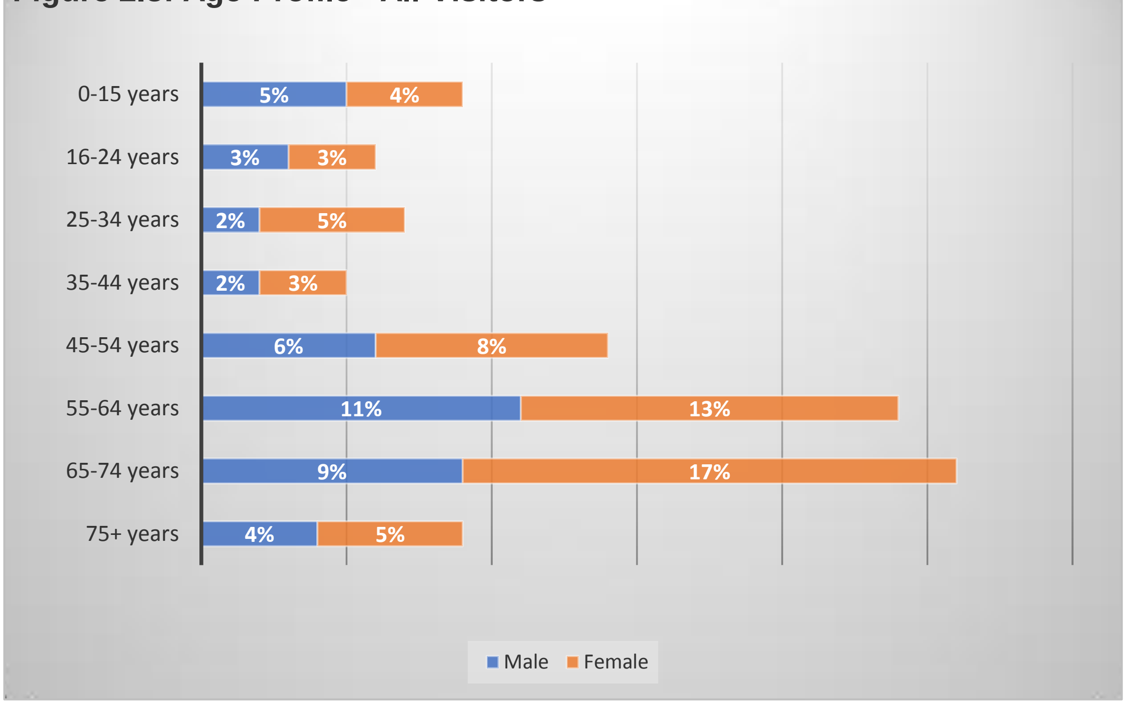


Table 2.5: Age Profile Comparisons			(200)
	2007	**2012**	**2017**
0-15 Years	9%	10%	9%
16-24 Years	6%	7%	6%
25-34 Years	8%	9%	7%
35-44 Years	14%	13%	5%
45-54 Years	17%	11%	14%
55-64 Years	22%	19%	24%
65-74 Years	18%	31%	26%
75+ Years	6%		9%
Total	**100%**	**100%**	**100%**

There has been little change in the age profiles of visitors to Southam over the last ten years with the exception of the 35-44 category where the number of visitors in this age group has fallen from 13% in 2012 to only 5% in 2017. Generally, no significant change has been seen during this period.

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 7 out of 10 (68%) of all visitors to Southam fell into the affluent 'ABC1' socio-economic group, whilst a quarter (24%) were classified in the C2 category. Only 9% of visitors were in the DE category.

Table 2.6: Socio Economic Profile				(199)
	Total	**Day visitor from home**	**Day visitor on holiday**	**Staying visitor**
AB	44%	41%	46%	50%
C1	24%	25%	20%	23%
C2	24%	23%	33%	17%
DE	9%	11%	2%	10%

Staying visitors contained higher levels of ABC1's (73%) compared to both day visitors from home and day visitors on holiday (66% respectively).

Table 2.7: Social Economic Profile Comparisons			(199)
	2007	**2012**	**2017**
AB	35%	12%	44%
C1	33%	30%	24%
C2	22%	48%	24%
DE	10%	10%	19

Visitors classified as ABC1 in 2017 (68%) are much higher than in 2012 when only 42% were catergorised as in this group. The reverse is seen within the C2 category, where is 2012, almost half of all visitors were in this group (48%) compared with 22% in 2007 and 24% in 2017.
Over the past ten years, the levels of DE visitors to Southam has remained fairly consistent.

3.0 ORIGIN OF VISITORS

3.1 UK / Overseas Visitors

Table 3.1 indicates the main origin of day and overnight visitors to Southam.

Table 3.1: Origin of Visitors				(200)
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors
Warwickshire	38%	55%	7%	6%
West Midlands	9%	11%	11%	6%
Northamptonshire	8%	13%	-	-
Oxfordshire	7%	9%	2%	3%
London / Middlesex	3%	2%	7%	-
Leicestershire	3%	3%	2%	-
Staffordshire	3%	1%	2%	10%
Yorkshire	3%	-	7%	9%
Gloucestershire	2%	2%	2%	3%
Scotland	2%	-	7%	3%
Buckinghamshire	2%	2%	2%	-
Bedfordshire	2%	-	4%	3%
Bath / Bristol	2%	-	7%	-
Devon	2%	-	4%	3%
Dorset	2%	-	4%	3%
Other Counties/Countries	12%	4%	32%	47%

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

Visitors to Southam came from a very wide range of locations across the country. Overall, the parent county of Warwickshire supplied almost two fifths (38%) of all visitors to Southam. Over half (55%) of day visitors from home originated from Warwickshire, with 11% of day visitors on holiday originated from the West Midlands. 10% of staying visitors were from Staffordshire. Only 8 respondents were from overseas; 3 from Spain, 2 from Italy, 1 from the USA. 1 from Sri Lanka and 1 from Poland. A full list is shown in Appendix 1.

4.0 CHARACTERISTICS OF VISIT

4.1 Main purpose of visit to Southam

Visitors were asked the main purpose of their visit to Southam on the day they were interviewed.

The main purpose of a visit was for leisure/holiday, noted by 46% of visitors, a higher proportion than in 2012 (37%) but less than in 2007 (50%). Visiting friends/ relatives accounted for just over one third (35%) of visits to Southam, an increase of twenty percentage points over the past ten years.

Table 4.1: Purpose of Visit			(200)
	2007	*2012*	2017
Leisure trip/holiday	*50%*	*37%*	46%
Visiting friends or relatives	*15%*	*29%*	35%
Shopping trip (special)	*34%*	*31%*	20%

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

For day visitors from home and on holiday, the main purpose of their trip to Southam was for leisure/holiday (44% and 78% respectively). Almost three quarters (71%) of staying visitors were in Southam visiting friends / relatives, a downturn of 14% percentage points since 2012. Day visitors from home were more likely to visit Southam for a shopping trip (29%) compared to all other markets.

Table 4.2: Purpose of visit by type of visitor									(200)
	Day visitor from home			*Day visitor on holiday*			Staying visitor		
	2007	*2012*	2017	2007	2012	2017	2007	2012	2017
Leisure trip/holiday	*44%*	*41%*	40%	84%	47%	78%	26%	*15%*	*23%*
Visiting friends or relatives	*30%*	*24%*	31%	16%	33%	20%	67%	*85%*	*71%*
Shopping trip (special)	*27%*	*35%*	29%	-	20%	2%	7%	-	*6%*

4.2 Length of Stay

Day Visitors

On average, day visitors spent **2 hours and 58 minutes** in Southam; less than in 2012, where day visitors spent on average **3 hours and 3 minutes,** but higher than 2007 (2 hours 39 minutes). The average length of stay in market towns is generally shorter due to the size of the town, however, a trip lasting around 3 hours or more will involve some form of spend, i.e. eating and drinking etc.

On average day visitors from home spent half an hour longer in Southam on the day of their visit than day visitors on holiday (**2 hours and 46 minutes)** compared with **2 hours 14 minutes** respectively).

Staying Visitors

Of all visitors staying overnight, the average number of nights spent in Southam was **5.2,** much higher than in 2012 where the average number of nights was **3.9.**

4.3 Main form of Transport used

Private vehicles (such as cars, vans, motorcycles and motor homes) were the main form of transport used by 94% of visitors to Southam. This has increased since 2012, up from 83%. The use of public transport to arrive in Southam (4%) has fallen by over half since 2012 (10%) but on a par with the use of public transport in 2007 (4%).

Table 4.3: Mode of Transport (200)

	Total 2007	*Total 2012*	Total 2017	Day Visitor from home	Day visitor on holiday	Staying visitor
Car/Van/Motorhome/ Motorcycle	*89%*	*83%*	94%	95%	97%	77%
Bus / Coach Service	*3%*	*9%*	3%	2%	2%	6%
Walked	*4%*	*2%*	2%	-	-	10%
Bicycle	*2%*	*5%*	1%	2%	-	-
Train	*2%*	*1%*	1%	-	-	6%
Other	*1%*	*1%*	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 (95% and 97% respectively) whilst use of public transport was highest amongst staying visitors (12%).

4.4 New / Repeat Visitors

Visitors were asked if they had ever been to Southam on a previous occasion. The presence of first time visitors to Southam is important in terms of visitor management, presuming their lack of knowledge about the area. However, eight out of ten visitors (80%) to Southam had been to the town before and a fifth (20%) were making a first visit.

It is often thought that the repeat visitor is easier to attract as they will know 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, however, that being a repeat visitor does not automatically mean that the knowledge of Southam 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.

Table 4.4: New / Repeat Visitors						**(200)**
	2007	***2012***	**2017**	**Day Visitor from home**	**Day visitor on holiday**	**Staying visitor**
New	*30%*	*18%*	20%	11%	48%	16%
Repeat	*70%*	*82%*	80%	89%	52%	84%

The split of new/repeat visitors to Southam is almost on a par since 2012. In 2007 there was a higher level of first time visitors than the most recent survey in 2017. Almost Half (48%) of day visitors on holiday were on a first visit to Southam compared with only 11% of day visitors from home. Almost one sixth (16%) of staying visitors were new visitors to Southam.

The balance suggests that Southam is meeting the expectations of its visitors, which encourages a repeat visit, yet is also appealing to those who are making a first visit. The proportion of internal visitors 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 Southam in the last 12 months?

Respondents who had previously visited Southam were asked how many times they had visited the town in the last 12 months. Over half (59%) of visitors to Southam have visited more than 5 times in the last 12 months, a drop of 13 percentage points from 2012 and slightly more than in 2007 (52%).

Table 4.5: How many times have you visited during the last 12 months (160)

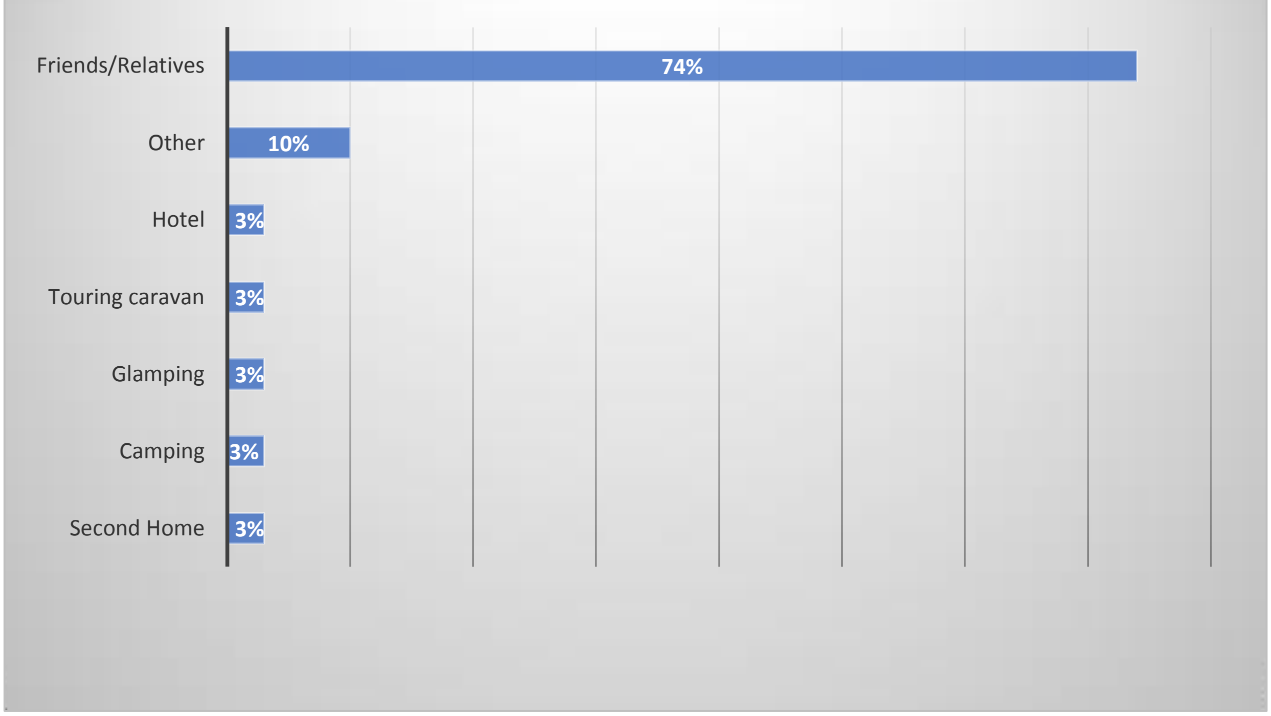
	2007	2012	2017	Day Visitor from home	Day visitor on holiday	Staying visitor
More than 5 times	52%	72%	59%	68%	25%	50%
2-5 times	27%	21%	27%	22%	46%	31%
Once	2%	4%	6%	4%	8%	15%
None	18%	3%	8%	6%	21%	4%

Over a fifth (21%) of day visitors on holiday had not visited Southam within the last 12 months. However, day visitors on holiday had visited between 2-5 times, double that of day visitors from home (22%). 68% of day visitors from home and half (50%) of staying visitors had visited Southam more than 5 times during the last 12 months.

4.6 Accommodation Used

31 visitors (16%) indicated they were staying overnight in Southam. Of these, 74% were staying with friends or relatives and 10% had stated "other". These respondents were staying on a narrowboat during their stay in Southam. 9% were staying in rented self-catering accommodation.

Figure 4.1: Accommodation Used



In terms of commercial accommodation, 7 respondents and their group were using both serviced and non-serviced accommodation whilst staying in Southam.

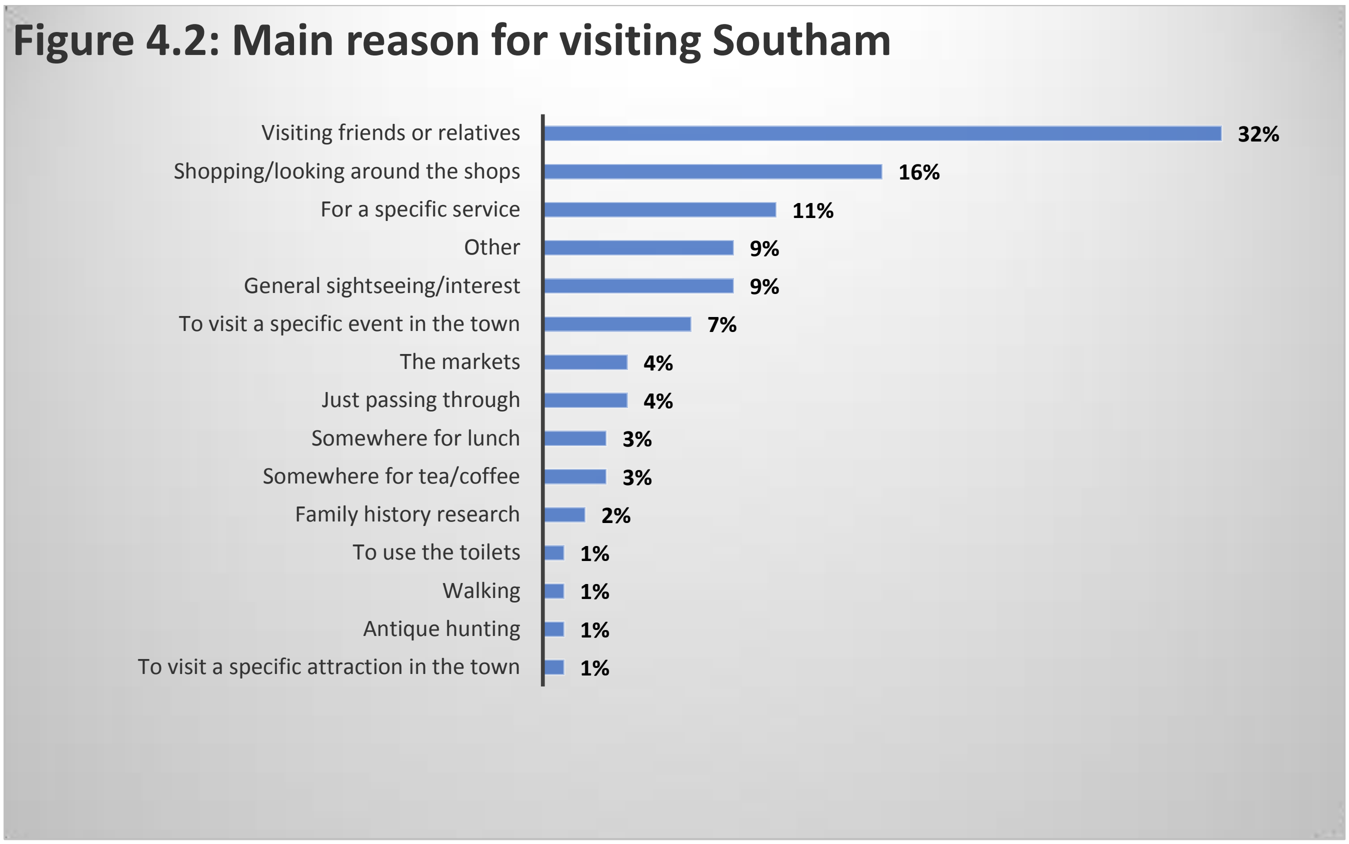
Table 4.6: Accommodation Used			**(31)**
	2007	***2012***	**2017**
Home of friend/relative	*85%*	*93%*	74%
Serviced accommodation	-	-	3%
Non-serviced accommodation	*15%*	*7%*	22%

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

4.7 Activities undertaken by visitors whilst in Southam

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 4.2 indicates that visiting friends and relatives was the **primary** motive for respondents to visit Southam



Over the three surveys undertaken since 2007, the primary reason for visiting Southam on each occasion was to visit friends/relatives. In 2017, there were more visitors in Southam to use a specific service (11%) than in 2007 and 2012.

Day visitors on holiday primary reason for visiting Southam was for shopping/looking around shops and general sightseeing/interest (20% respectively). For both day visitors from home and those staying overnight in the area, visiting friends and relatives was the primary reasons for visiting Southam.

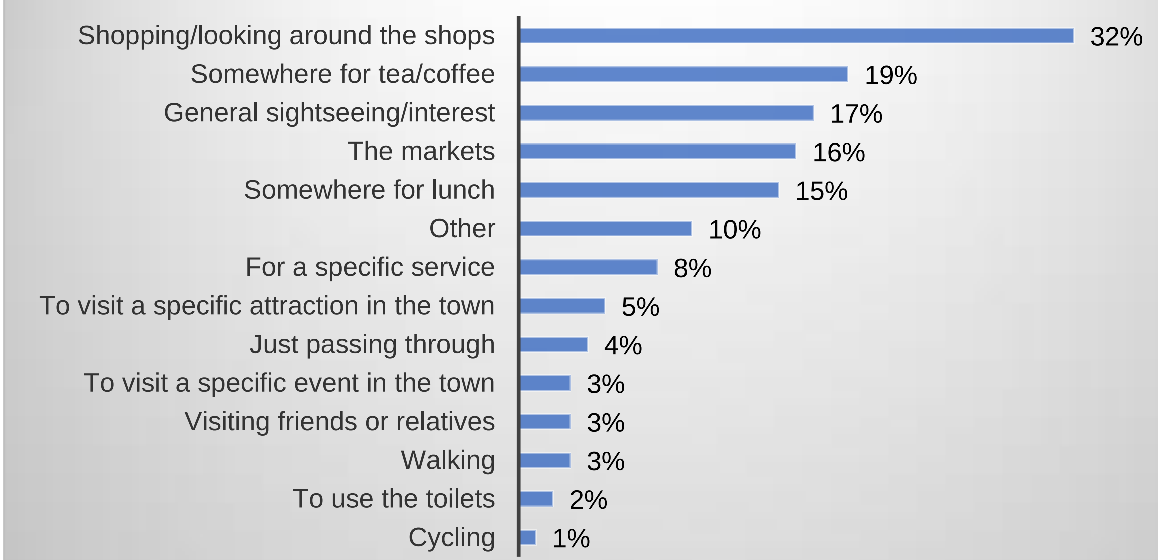
Table 4.7: Primary reason for visit by type of visitor						(200)
	2007	**2012**	**2017**	**Day Visitor from home**	**Day visitor on holiday**	**Staying visitor**
Visiting friends/relatives	31%	23%	32%	29%	15%	68%
Shopping/looking around shops	8%	23%	16%	15%	20%	13%
For a specific service	7%	4%	11%	15%	4%	6%
Other	-	13%	9%	14%	2%	-
General sightseeing/interest	10%	4%	9%	6%	20%	3%
Visit a specific event in town	-	2%	7%	7%	7%	6%
The markets	8%	7%	4%	4%	7%	-
Just passing through	4%	7%	4%	-	15%	-
Somewhere for lunch	6%	7%	3%	2%	2%	3%
Somewhere for coffee/tea	4%	5%	3%	3%	2%	-
Family history research	1%	1%	2%	2%	2%	-
Use toilets	2%	-	1%	1%	2%	-
Walking	-	1%	1%	1%	2%	-
Antique hunting	1%	-	1%	1%	-	-
Visit specific attraction in town	-	2%	1%	1%	-	-

4.8 Other activities undertaken in Southam

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 6 indicates that shopping/looking around shops (32%) was the second primary reason for visiting Southam as was somewhere for lunch (19%), general sightseeing/interest (17%) and somewhere for the markets (16%).

Figure 4.3: Other reasons for visiting Southam



Since 2007, shopping/looking around shops has been the top secondary reason for visiting Southam. In 2007, a quarter (25%) of visitors cited this as the second reason for visiting the town, which rose to 37% in 2012 and fell slightly in 2017 to 32%. The attraction of shopping is important to all market towns in terms of the economic benefit it brings. Southam has an interesting selection of independent stores which continue to encourage visitors to the town.

Table 4.8: Secondary reason for visit by type of visitor						(99)
	2007	**2012**	**2017**	**Day Visitor from home**	**Day visitor on holiday**	**Staying visitor**
Shopping/looking around shops	25%	37%	32%	33%	26%	37%
Somewhere for coffee/tea	15%	26%	19%	21%	26%	5%
General sightseeing/interest	15%	9%	17%	10%	21%	37%
The markets	5%	5%	16%	16%	5%	26%
Somewhere for lunch	16%	20%	15%	18%	11%	11%
Other	-	9%	10%	13%	-	11%
For a specific service	1%	4%	8%	10%	5%	5%
Visit specific attraction in town	1%	2%	5%	7%	-	5%
Just passing through	11%	8%	4%	3%	11%	-
To visit a specific event in the town	3%	3%	3%	2%	-	11%
Visiting friends/relatives	11%	11%	3%	2%	5%	5%
Walking	3%	3%	3%	2%	11%	-
Use toilets	5%	5%	2%	2%	5%	-
Cycling	-	1%	1%	2%	-	-

Along with shopping and looking around the shops (37%), staying visitors also cited general sightseeing/interest as a secondary reason for visiting Southam (a further 37%), followed by visiting the markets (26%). The top secondary reason noted by both day visitors from home and those on holiday was shopping/looking around the shops (33% and 26% respectively). More day visitors from home (18%) stopped for something for lunch, than both day visitors on holiday and staying visitors, 11% each.

4.9 Visited event in Southam in past 12 months?

The majority (83%) of visitors to Southam had not visited the town for a specific event in the last 12 months.

Figure 4.4: Visited Event in Southam in past 12 months

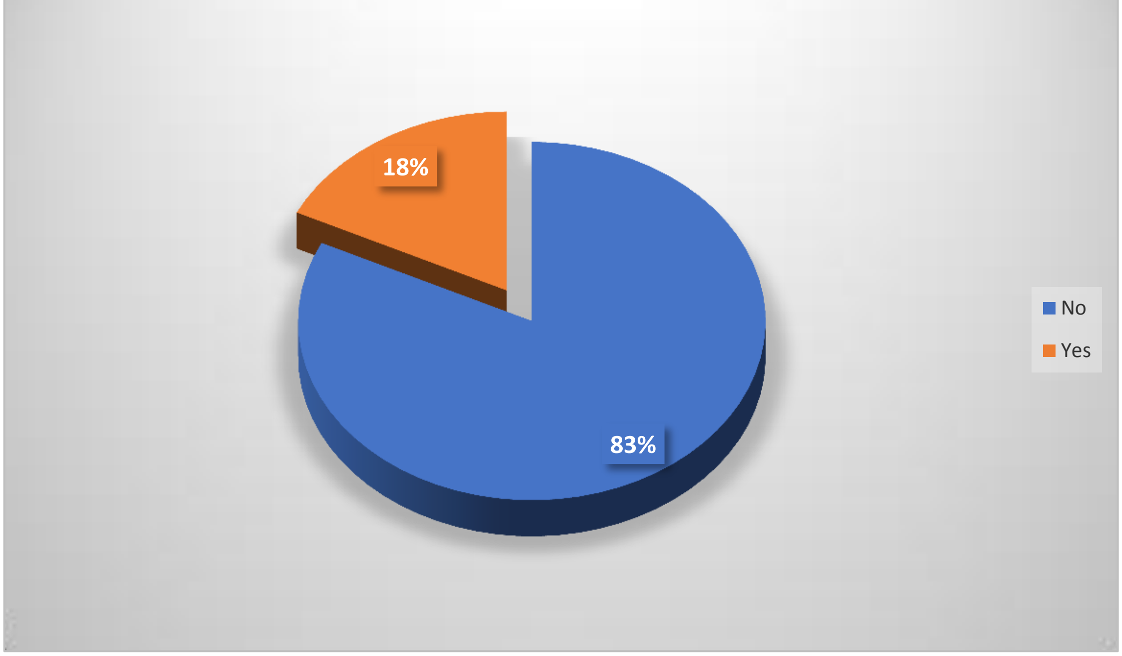


Table: 4.9 Visited an event in past 12 months by type of visitor						(200)
	2007	2012	2017	Day Visitor from home	Day visitor on holiday	Staying visitor
Yes	-	16%	18%	18%	7%	32%
No	-	84%	83%	82%	93%	68%

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

Almost a third (32%) of staying visitors had visited an event in Southam over the past 12 months, significantly more that both day visitors from home (18%) and day visitors on holiday (7%). The large proportion of overnight visitors whose primary reason was to stay with friends and relatives and those who had visited before may have an impact on this.

Those respondents who had visited an event in the past 12 months were then asked to name the event that they had attended. Over a quarter (26%) had been to the Southam Carnival, followed by the Mop Fayre (23%) and the market/Christmas market/French market (20%).

A full list of events visited is shown in Appendix 2

Of the 18% who had visited an event over the past 12 months, 71% stated this was for a day visit, followed by 26% who had stayed overnight. Only a small number (3%) had visited an event for both day and night.

Base 35

5.0 EXPENDITURE

5.1 Visitor Expenditure in Southam

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their stay in Southam. 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.

Table 5.1: Expenditure Breakdown – All Visitors (200)

	2007	2012	2017
Accommodation	9%	4%	11%
Eating/drinking out	46%	43%	24%
Shopping	31%	31%	60%
Entertainment	1%	1%	2%
Transport / Fuel	6%	5%	2%
Other	7%	17%	2%

5.2 Day Visitors

Shopping accounted for the majority of spend by day visitors in Southam. 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.

Table 5.2: Expenditure Breakdown – Day Visitors			(169)
	2007	**2012**	**2017**
Accommodation	-	-	-
Eating/drinking out	45%	29%	26%
Shopping	34%	41%	68%
Entertainment	2%	2%	2%
Transport / Fuel	1%	5%	2%
Other	18%	24%	2%

On average, a party of day visitors from (home and on holiday) in Southam 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 both all day visitors in 2012 and 2007.

Table 5.3: Expenditure Breakdown – Day Visitors – Per Person			
	2007	**2012**	**2017**
Day visitors – All	£15.46	£16.12	£19.23
Day visitors from home	£18.39	£17.95	£24.15
Day visitors on holiday	£10.01	£9.73	£7.76

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.

Table 5.4: Expenditure Breakdown – Staying Visitors (31)

	2007	2012	2017
Accommodation	15%	15%	31%
Eating/drinking out	46%	76%	20%
Shopping	29%	7%	45%
Entertainment	-	0%	1%
Transport / Fuel	9%	1%	3%
Other	0%	0%	0%

An approximate level of spend can be seen amongst the overnight party sample, staying for less than 3 months, based on all visitors using either commercial accommodation or staying with friends and relatives. This equates to an average party size of 2.0 people. A total of £160.57 was spent per party or £79.12 per person per overnight trip. With an average stay of 6 nights, spend per person per night is £26.40.

Table 5.5: Expenditure Breakdown – Staying Visitors – Per Party Per Night

	2007	2012	2017
Staying visitors - ALL	£12.45	£40.18	£26.40

6.0 VISITOR OPINIONS

6.1 Introduction

The following section of the report presents the average opinion scores of visitors to Southam 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

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

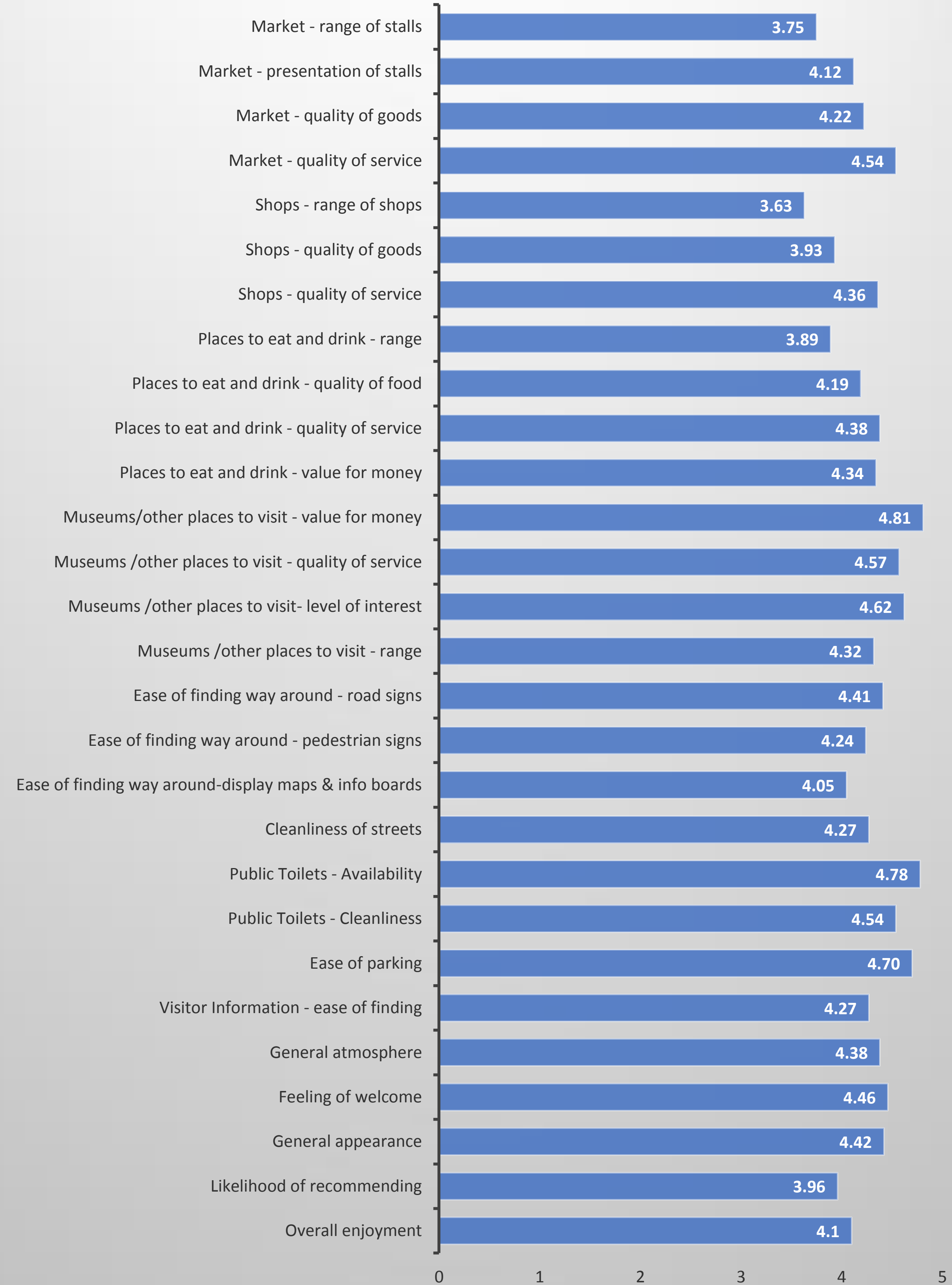
The majority of scores are above the 'average' of 3.00 on the five point scale. The highest scoring indicators relate to value for money at museums (4.81), availability of public toilets (4.78), ease of parking[1] (4.70) and level of interest at museums (4.62).

The lowest scores received were for the range of shops (3.63), quality of food at places to eat and drink (3.89), the quality of goods in the shops (3.93). The likelihood of recommending Southam as a place to visit (3.96) also received a lower score than some of the other factors.

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

1 Southam does not have a recognised TIC and visitor information is based within the Library

Figure 6.1: Opinion Scores - Satisfaction

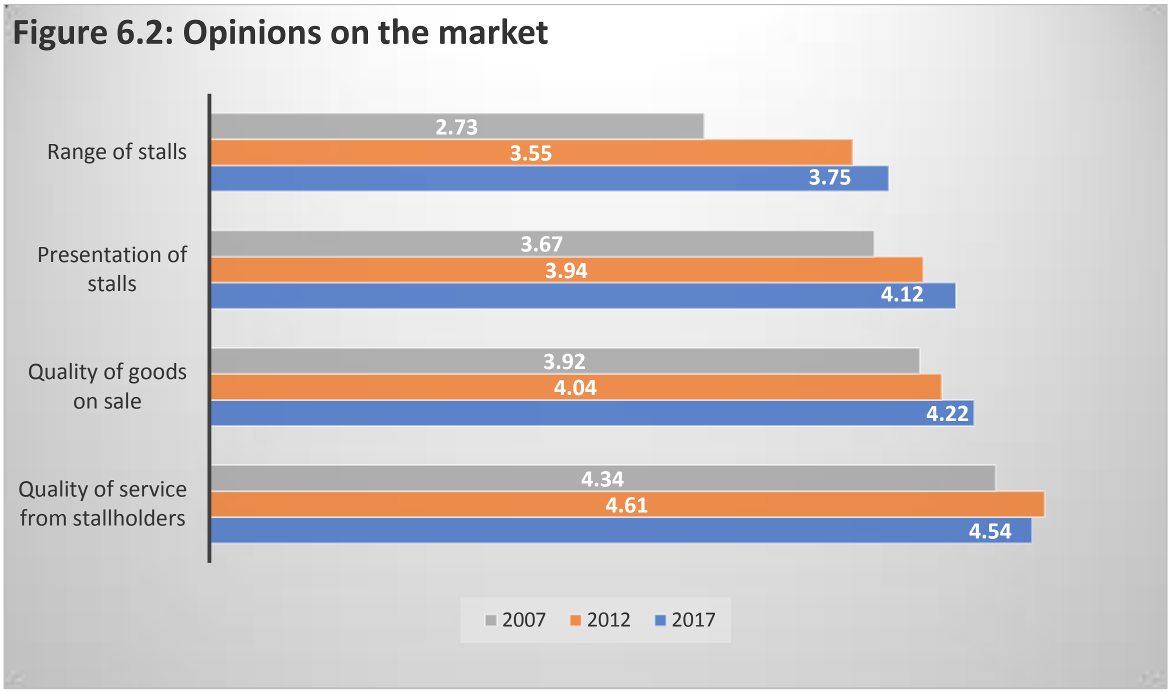


In general, the satisfaction rating for the majority of aspects in Southam have improved over the last 10 years. Of the 29 rating questions shown in table 6.1 below, only 5 were below 4, a very positive response from visitors.

Table 6.1: Opinion scores - Satisfaction	***2007***	***2012***	***2017***
Market - range of stalls	2.73	3.55	3.75
Market - presentation of stalls	3.67	3.94	4.12
Market – quality of goods	3.92	4.04	4.22
Market – quality of service	4.34	4.61	4.54
Shops – range	3.23	3.53	3.63
Shops – quality of goods	3.57	3.77	3.93
Shops – quality of service	3.87	4.21	4.36
Places to eat and drink – range	3.53	3.62	3.89
Places to eat and drink – quality of food	3.83	3.78	4.19
Places to eat and drink – quality of service	4.10	4.12	4.38
Places to eat and drink – value for money	3.96	4.02	4.34
Museums and other places to visit – range	-	3.63	4.32
Museums and other places to visit – level of interest	-	4.00	4.62
Museums and other places to visit – quality of service	-	4.25	4.57
Museums and other places to visit – value for money	-	4.25	**4.81**
Ease of finding way around – road signs	4.21	4.59	4.41
Ease of finding way around – pedestrian signs	4.15	4.42	4.24
Ease of finding way around – display maps and info boards	3.60	4.39	4.05
Cleanliness of streets	3.92	4.27	4.27
Public toilets – availability	4.21	4.17	**4.78**
Public toilets – Cleanliness	4.28	4.21	4.54
Ease of parking	4.51	-	4.70
Visitor information – ease of finding	4.27	4.32	4.27
Overall impression – general atmosphere	4.04	4.36	4.38
Overall impression – feeling of welcome	4.08	4.43	4.46
Overall impression – general appearance	4.06	4.28	4.42
Likelihood of recommending	3.28	-	3.96
Overall enjoyment	3.65	-	4.10

6.3 Markets

Visitors who used the market within Southam were asked to comment on the range of stalls, presentation of stalls, quality of goods on sale and quality of service from stallholders.



The range of market stalls was the lowest rating given for aspects of the market rated at 3.75, with

58% of visitors rating this as satisfied (33%) or very satisfied (25%). A third of all visitors rated the range of markets as neither satisfied or dissatisfied (35%).

Presentation of market stalls was rated at 4.12, with 81% of visitors rating their satisfaction as satisfied (46%) or very satisfied (35%). A further 14% rated this aspect of the market as average.

The quality of goods on sale at the market received very good satisfaction ratings with an average mean score of 4.22. Over eight out of ten (85%) of visitors rating their satisfaction (44%) or very satisfied (41%).

Quality of service from the stall holders was the highest rated aspect of the market at 4.54, with 94% of visitors considering their satisfaction levels as satisfied (34%) and 60% very satisfied.

With the exception of quality of service from stallholders, all other scores in 2017 superseded the ratings from both 2007 and 2012.

Table 6.2: Range of market stalls	2007	2012	2017
Very satisfied	8%	25%	25%
Satisfied	11%	27%	33%
Neither satisfied nor dissatisfied	38%	29%	35%
Dissatisfied	32%	12%	7%
Very dissatisfied	11%	6%	-

Table 6.3: Presentation of market stalls	2007	2012	2017
Very satisfied	17%	31%	35%
Satisfied	42%	41%	46%
Neither satisfied nor dissatisfied	33%	20%	14%
Dissatisfied	8%	6%	4%
Very dissatisfied	-	2%	-

Table 6.4: Quality of goods on market stalls	2007	2012	2017
Very satisfied	30%	36%	41%
Satisfied	43%	36%	44%
Neither satisfied nor dissatisfied	16%	24%	10%
Dissatisfied	11%	4%	4%
Very dissatisfied	-	-	-

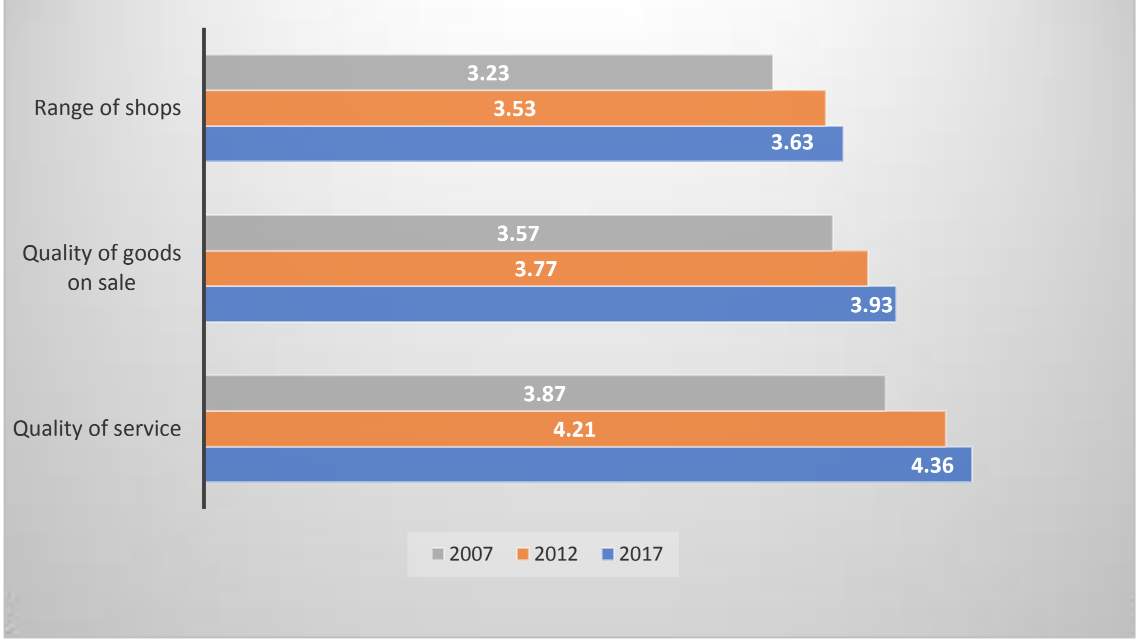
Table 6.5: Quality of service on market stalls	2007	2012	2017
Very satisfied	62%	65%	60%
Satisfied	17%	31%	34%
Neither satisfied nor dissatisfied	14%	4%	6%
Dissatisfied	7%	-	-
Very dissatisfied	-	-	-

Base 41

6.4 Shops

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

Figure 6.3: Opinions on the shops



The range of shops in Southam received the lowest rating in the shopping category (3.63). 55% of visitors rated this aspect as satisfied (36%) or very satisfied (19%). 9% of visitors rated this aspect as dissatisfied (8%) or very dissatisfied (1%). However, this was a significant improvement on satisfaction ratings in 2007 where almost a quarter (23%) were dissatisfied or very dissatisfied with the range of shops on offer.

The quality of the goods on sale was rated at 3.93, with 71% rating the satisfaction as satisfied (43%) or very satisfied (28%), with this rating almost three times higher than in 2007.

Quality of service received the highest rating in this category at 4.36. 89% of visitors rated this as satisfied (47%) or very satisfied (42%). There were no dissatisfied or very dissatisfied scores attributed to the quality of service received in the shops in Southam.

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.

Table 6.6: Range of shops	2007	2012	2017
Very satisfied	7%	20%	19%
Satisfied	35%	28%	36%
Neither satisfied nor dissatisfied	36%	39%	36%
Dissatisfied	19%	10%	8%
Very dissatisfied	4%	3%	1%

Table 6.7: Quality of goods in shops	2007	2012	2017
Very satisfied	9%	24%	28%
Satisfied	49%	39%	43%
Neither satisfied nor dissatisfied	32%	26%	26%
Dissatisfied	8%	10%	3%
Very dissatisfied	1%	1%	1%

Table 6.8: Quality of service in shops	2007	2012	2017
Very satisfied	24%	45%	47%
Satisfied	46%	36%	42%
Neither satisfied nor dissatisfied	24%	15%	11%
Dissatisfied	4%	4%	-
Very dissatisfied	1%	-	-

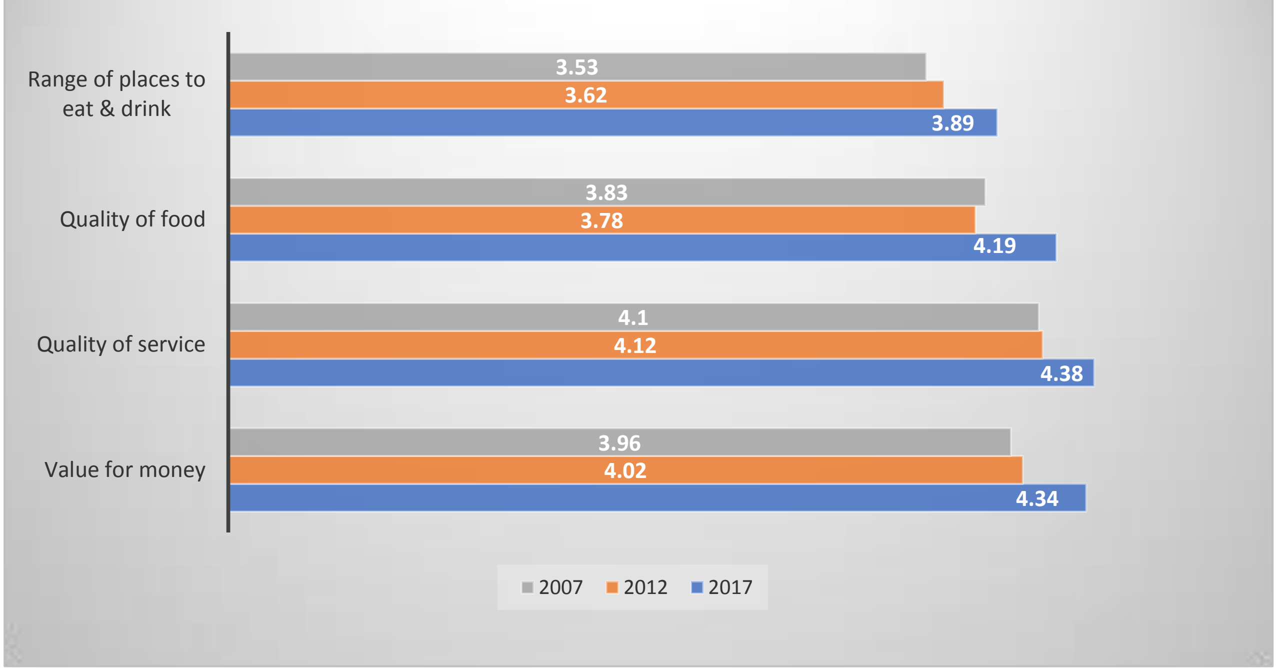
Base: range 150-168

Generally, the scoring for the shopping experience in Southam has seen a positive move since 2007, with the increase in satisfaction rising significantly during the period under review.

6.5 Places to eat and drink

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

Figure 6.4: Opinions on places to eat and drink



Range of places to eat and drink was the lowest rated aspect of food and drink establishments rated at 3.89 but higher than both 2007 (3.53) and 2012 (3.62). Almost seven out of ten (69%) visitors rated this as satisfied (37%) or very satisfied (32%).

The quality of food at establishments in Southam received an average mean score of 4.19, a significant increase on both 2007, (3.83) and 2012 (3.78). 83% of visitors rated this as satisfied (40%) or very satisfied (43%).

Quality of service received the highest rating in this section (4.38). Almost 9 out of 10 (89%) of visitors rated their satisfaction (40%) or very satisfied (49%). As with other ratings in this category, positive scores have continued to rise since 2007.

Encouragingly, value for money was rated at 4.34. 90% of visitors rated this aspect as satisfied (44%) or very satisfied (46%). A further 10% rated this as average.

Table 6.9: Range of places to eat & drink	2007	2012	2017
Very satisfied	18%	31%	32%
Satisfied	33%	22%	37%
Neither satisfied nor dissatisfied	35%	29%	21%
Dissatisfied	12%	13%	10%
Very dissatisfied	3%	5%	1%

Table 6.10: Quality of food in places to eat & drink	2007	2012	2017
Very satisfied	16%	32%	43%
Satisfied	57%	26%	40%
Neither satisfied nor dissatisfied	23%	32%	13%
Dissatisfied	3%	10%	4%
Very dissatisfied	1%	1%	1%

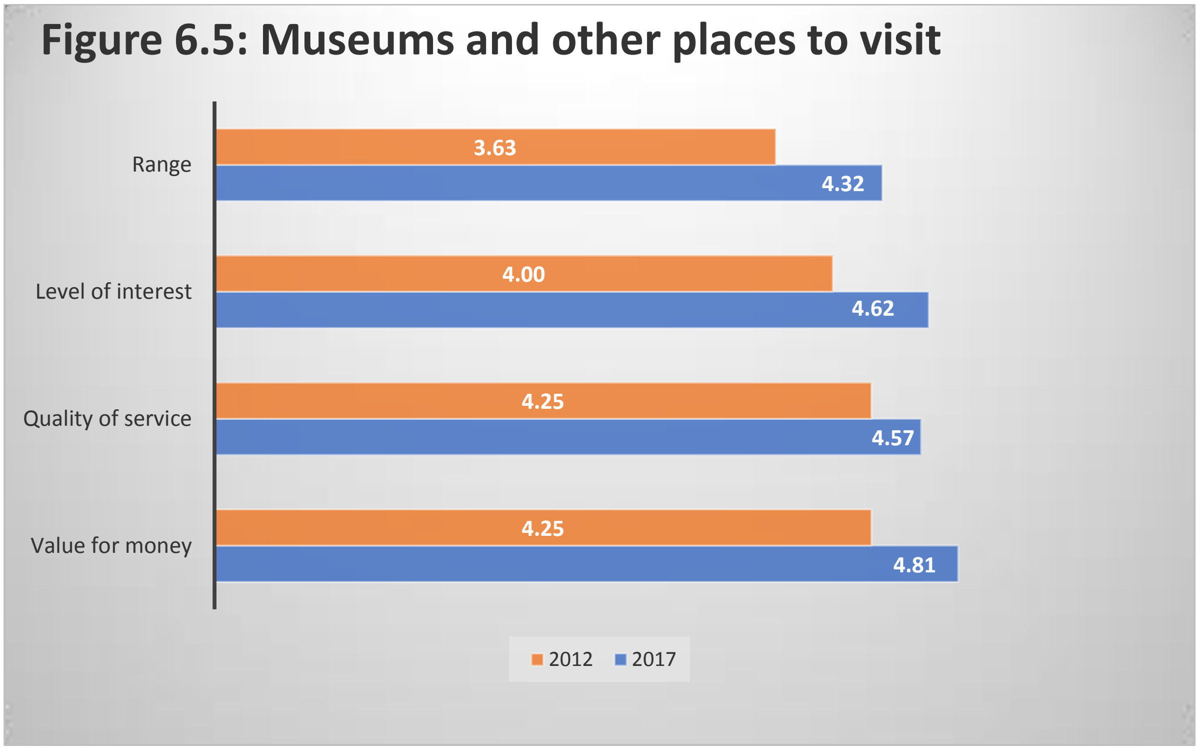
Table 6.11: Quality of service in places to eat & drink	2007	2012	2017
Very satisfied	26%	41%	49%
Satisfied	57%	32%	40%
Neither satisfied nor dissatisfied	17%	24%	10%
Dissatisfied	-	3%	1%
Very dissatisfied	-	-	-

Table 6.12: Value for money in places to eat & drink	2007	2012	2017
Very satisfied	25%	36%	46%
Satisfied	49%	35%	44%
Neither satisfied nor dissatisfied	24%	24%	8%
Dissatisfied	3%	4%	2%
Very dissatisfied	-	1%	-

Base: 128-147

6.6 Museums and other places to visit

Visitors were asked to rate four aspects of museums and other places to visit in Southam: Only a small number of visitors gave their comments on this aspect so these results should be seen as indicative rather than statistically robust. All of the scores received 4 and above. Opinion data for 2012 and 2017 is shown as museum ratings were not collected in 2007.



The range of museums and attractions received a mean score of 4.32, much higher than in 2012 (3.63). Over half (53%) of respondents who had visited a museum or attraction felt very satisfied with the range on offer.

In terms of the level of interest at museums and attractions, a mean score of 4.6 was achieved. 95% of respondents rated their satisfaction levels as satisfied (24%) or very satisfied (71%).

The quality of service at the museums and attractions also received a very positive score (4.57). As with level of interest, 95% rated this as satisfied or very satisfied.

Value for money was rated the highest aspect with a mean score of 4.81, up from 4.25 in 2012.. 19% were satisfied with the value for money with 81% very satisfied. No one gave any negative aspects for value for money.

Table 6.13 Range of Museums and other places to visit	
Very satisfied	53%
Satisfied	26%
Neither satisfied nor dissatisfied	21%
Dissatisfied	-
Very dissatisfied	-

Table 6.14 Level of interest at Museums and other places to visit	
Very satisfied	71%
Satisfied	24%
Neither satisfied nor dissatisfied	-
Dissatisfied	5%
Very dissatisfied	-

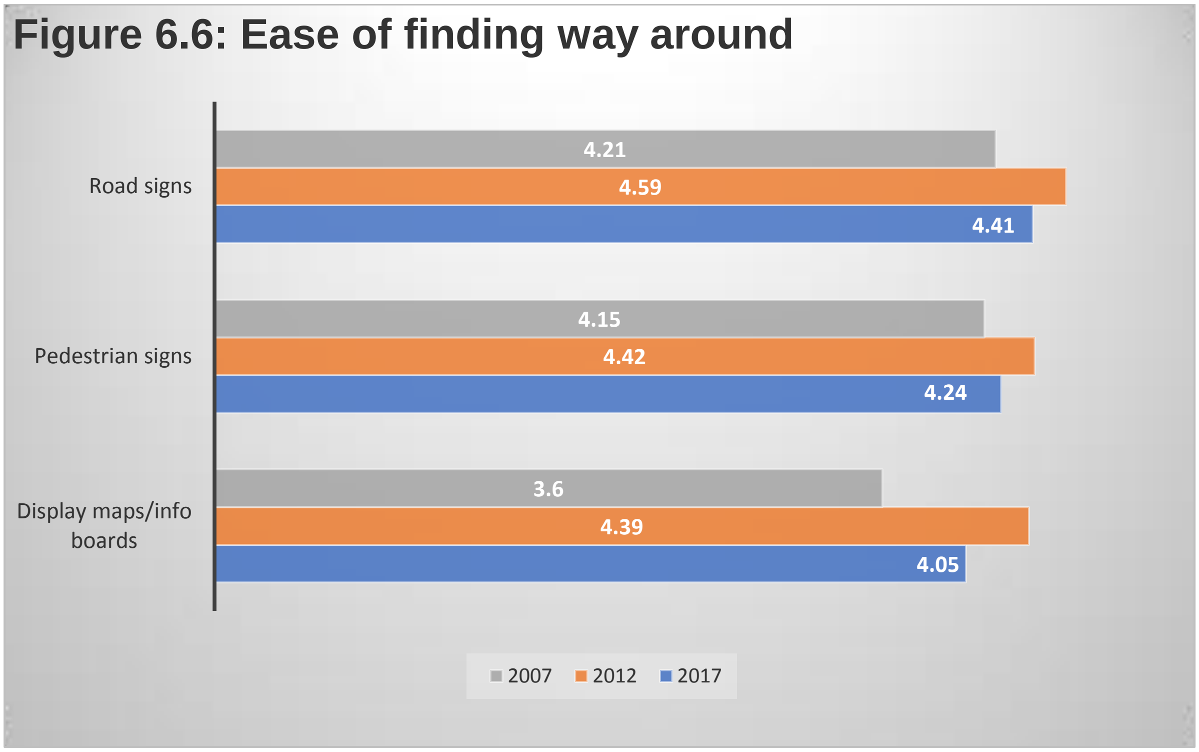
Table 6.15 Quality of service at Museums and other places to visit	
Very satisfied	62%
Satisfied	33%
Neither satisfied nor dissatisfied	5%
Dissatisfied	-
Very dissatisfied	-

Table 6.16 Value for money at Museums and other places to visit	
Very satisfied	81%
Satisfied	19%
Neither satisfied nor dissatisfied	-
Dissatisfied	-
Very dissatisfied	-

Base: 11-17

6.7 Ease of finding way around

Visitors were asked to rate three aspects of finding their way around Southam: road signs, pedestrian signs and display maps and information boards. Given that a high proportion of visitors arrive in Southam by private vehicle, quality of road signs is likely to be a very important aspect of their visit.



Road signs in Southam were rated at 4.41, lower than in 2012, but higher than 2007. 9 out of 10 (90%) visitors rated the road signs as to whether they were satisfied (39%) or very satisfied (51%).

Pedestrian signs were rated slightly lower at 4.24, with four fifths (80%) rating their satisfaction as satisfied (33%) or very satisfied (47%).

Display maps and information boards in the town was the lowest rated aspect of ease of finding way around rated at 4.05, but still a positive score. Almost three quarters (72%) of visitors rated the levels of satisfaction as satisfied (32%) or very good (40%). A further 23% of visitors rated display maps and information boards as average.

Since 2012, the overall satisfaction levels for ease of finding the way round has fallen.

Table 6.17: Ease of finding way around – road signs	2007	2012	2017
Very satisfied	36%	68%	51%
Satisfied	52%	25%	39%
Neither satisfied nor dissatisfied	10%	6%	9%
Dissatisfied	1%	2%	1%
Very dissatisfied	1%	-	-

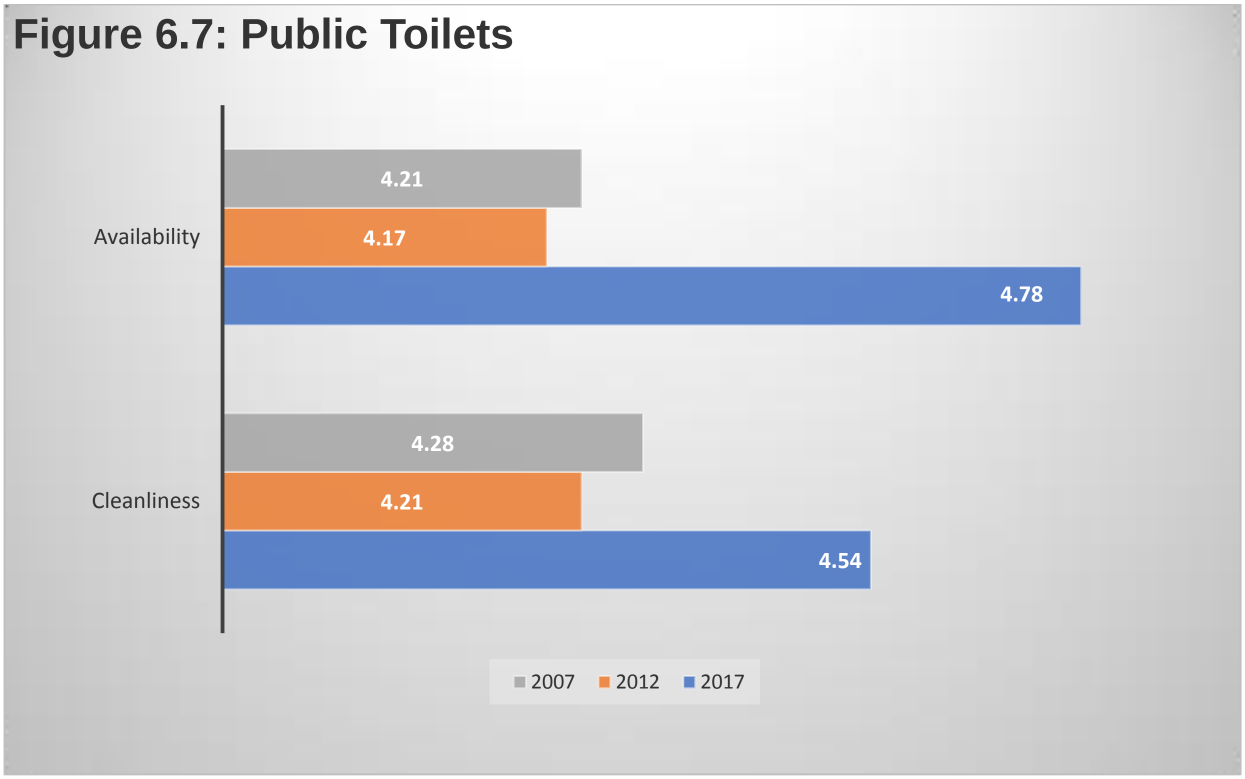
Table 6.18: Ease of finding way around – pedestrian signs	2007	2012	2017
Very satisfied	39%	58%	47%
Satisfied	43%	30%	33%
Neither satisfied nor dissatisfied	14%	8%	17%
Dissatisfied	3%	3%	2%
Very dissatisfied	1%	1%	1%

Table 6.19: Ease of finding way around – display maps	2007	2012	2017
Very satisfied	27%	59%	40%
Satisfied	29%	26%	32%
Neither satisfied nor dissatisfied	27%	10%	23%
Dissatisfied	10%	4%	5%
Very dissatisfied	6%	1%	1%

Base: 99-183

6.8 Public Toilets

Visitors were asked to give opinions on both the availability and cleanliness of public toilets in the town. Both were rated considerably higher than both mean scores in 2007 and 2012.



All respondents who had used the public toilets on their visit gave positive ratings with 22% satisfied and 78% very satisfied with the availability of toilets in Southam. The average mean score was 4.78 compared with 4.21 in 2007 and 4.17 in 2012.

The cleanliness of public toilets was rated at 4.54. 93% of visitors rated the cleanliness of public toilets as good (25%) or very good (68%), higher than in both 2007 and 2012.

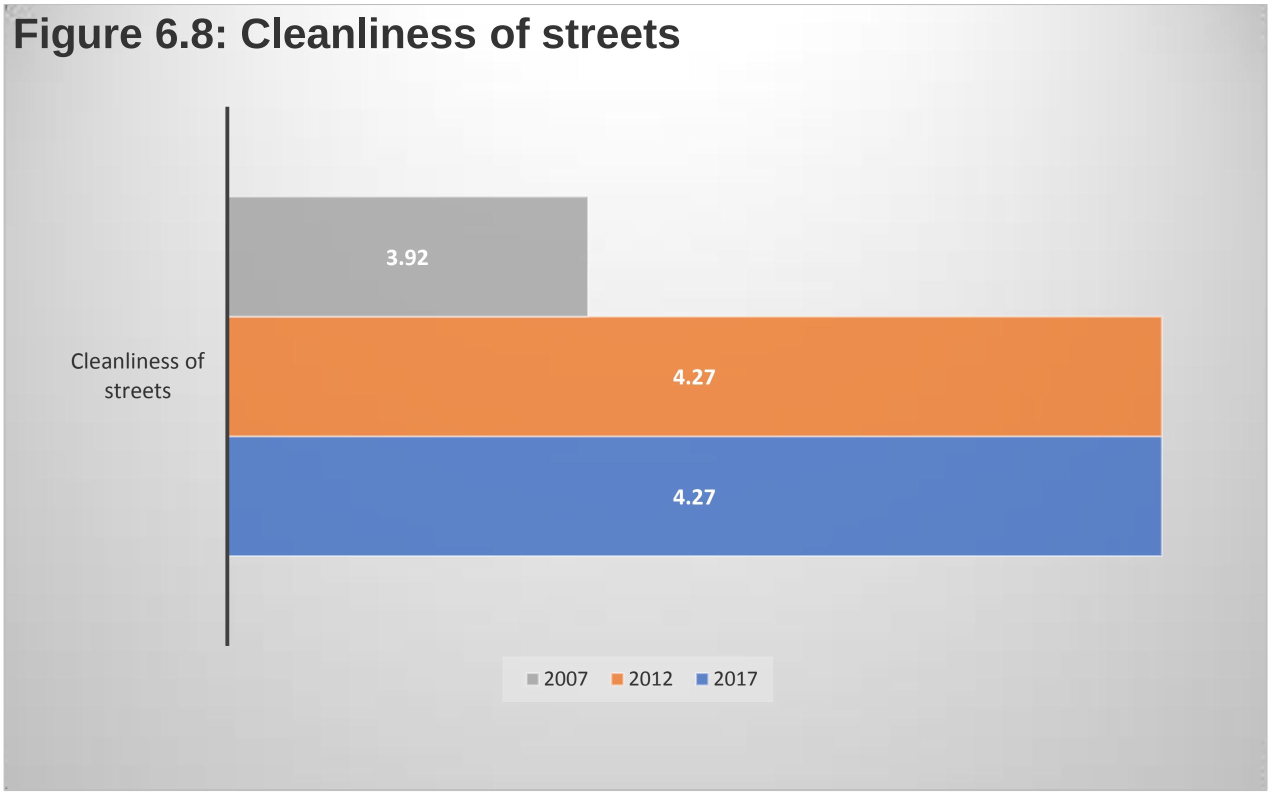
Table 6.20: Visitor opinions on availability of public toilets	*2007*	*2012*	*2017*
Very satisfied	42%	55%	78%
Satisfied	45%	20%	22%
Neither satisfied nor dissatisfied	5%	14%	-
Dissatisfied	8%	8%	-
Very dissatisfied	-	3%	-

Table 6.21: Visitor opinions on cleanliness of public toilets	*2007*	*2012*	*2017*
Very satisfied	42%	54%	68%
Satisfied	47%	25%	25%
Neither satisfied nor dissatisfied	8%	13%	2%
Dissatisfied	3%	4%	4%
Very dissatisfied	-	4%	2%

Base: 43

6.9 Cleanliness of streets

Visitors were asked for opinions on the cleanliness of streets in Southam town.



The cleanliness of streets rating of 4.27 is on a par with the mean score of 2012 and considerably higher than in 2007 when the average mean score for cleanliness of streets was 3.92.

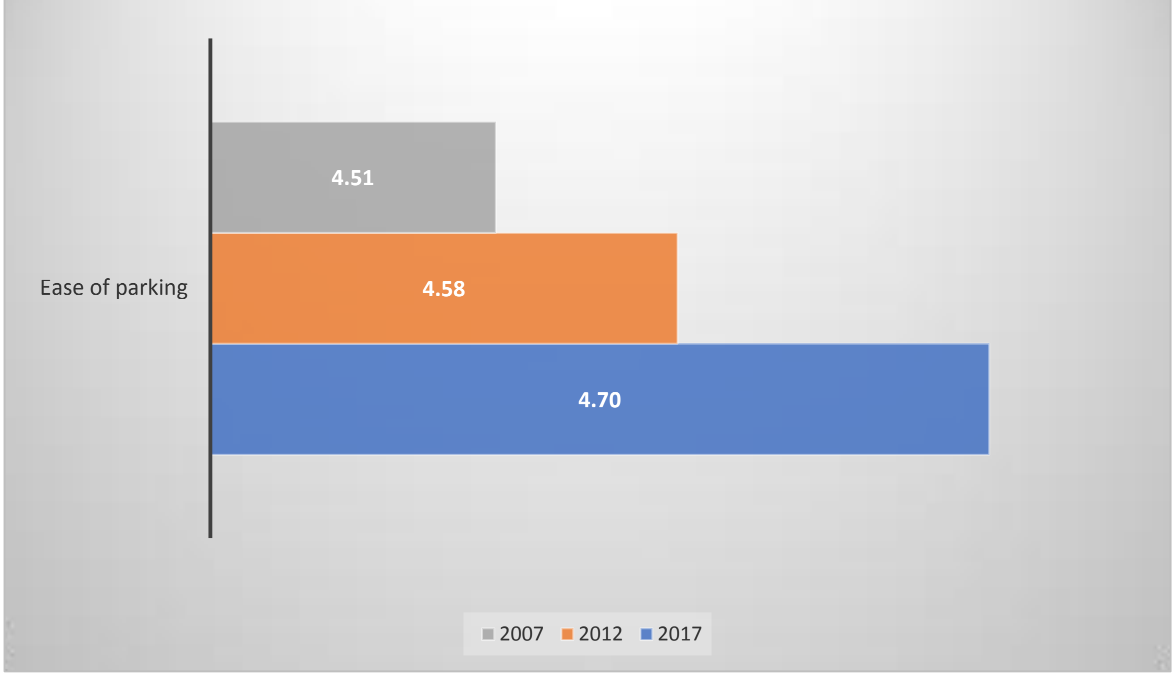
Table 6.22: Visitor opinions on cleanliness of streets	2007	2012	2017
Very satisfied	16%	61%	36%
Satisfied	66%	21%	58%
Neither satisfied nor dissatisfied	16%	9%	5%
Dissatisfied	2%	2%	-
Very dissatisfied	2%	7%	1%

Base: 200

6.10 Car parking

94% of all visitors to Southam arrived by private vehicle (car, van, motor home or motorcycle) and therefore parking would have been a significant factor of their visit. However, the majority of parking in Southam is free so the scores will reflect the satisfaction of not having to pay when visiting the town.

Figure 6.9: Car parking



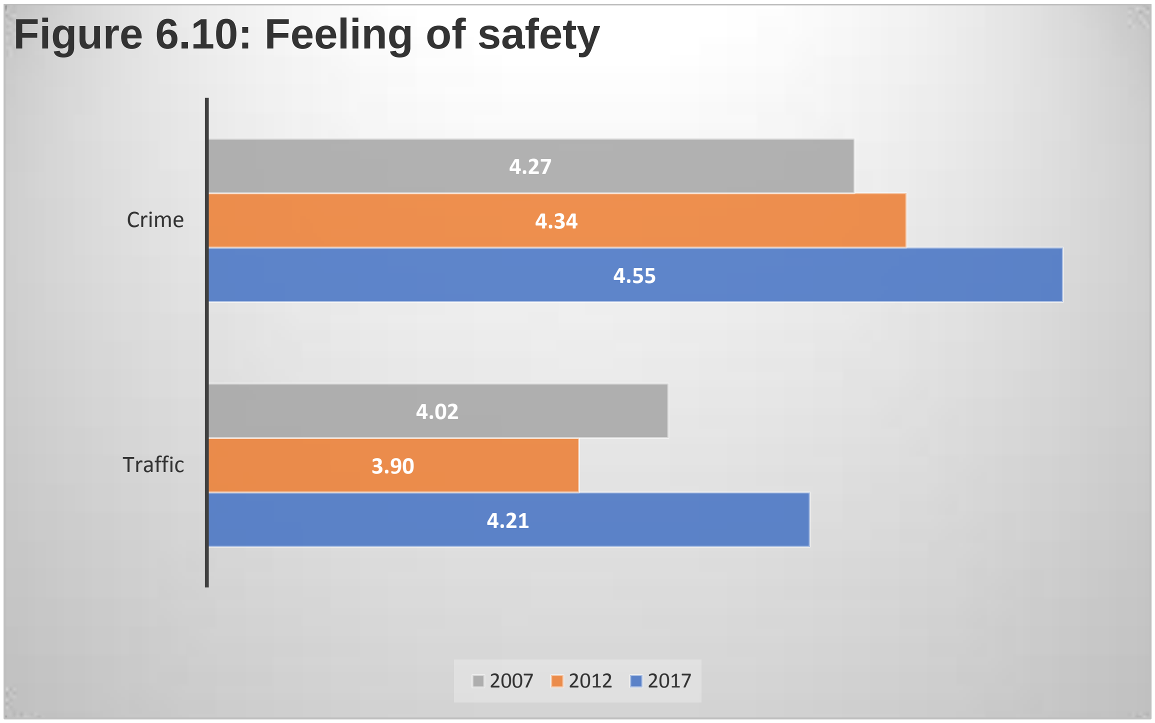
Overall, 98% of visitors to Southam considered it very easy (72%) or quite easy (26%) to find a parking space. The average score of 4.7 was slightly above that in both 2012 (4.37) and 2007 (4.51).

Table 6.23: Visitor opinions on ease of parking	***2007***	***2012***	***2017***
Very easy	75%	72%	72%
Easy	11%	20%	26%
Neither difficult nor easy	7%	2%	1%
Difficult	3%	4%	1%
Very difficult	4%	1%	-

Base: 178

6.11 Feeling of safety from crime and traffic

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



Feeling of safety from traffic was rated highly with a mean score of 4.55, slightly higher than 2012 at 4.34 and 2007 at 4.02. 86% of respondents agreed (47%) or strongly agreed (39%) that they felt safe from traffic whilst in the town.

The majority (99%) of visitors strongly agreed (39%) or agreed (47%) that they felt safe from crime in the town, the highest scores across all 3 years in question.

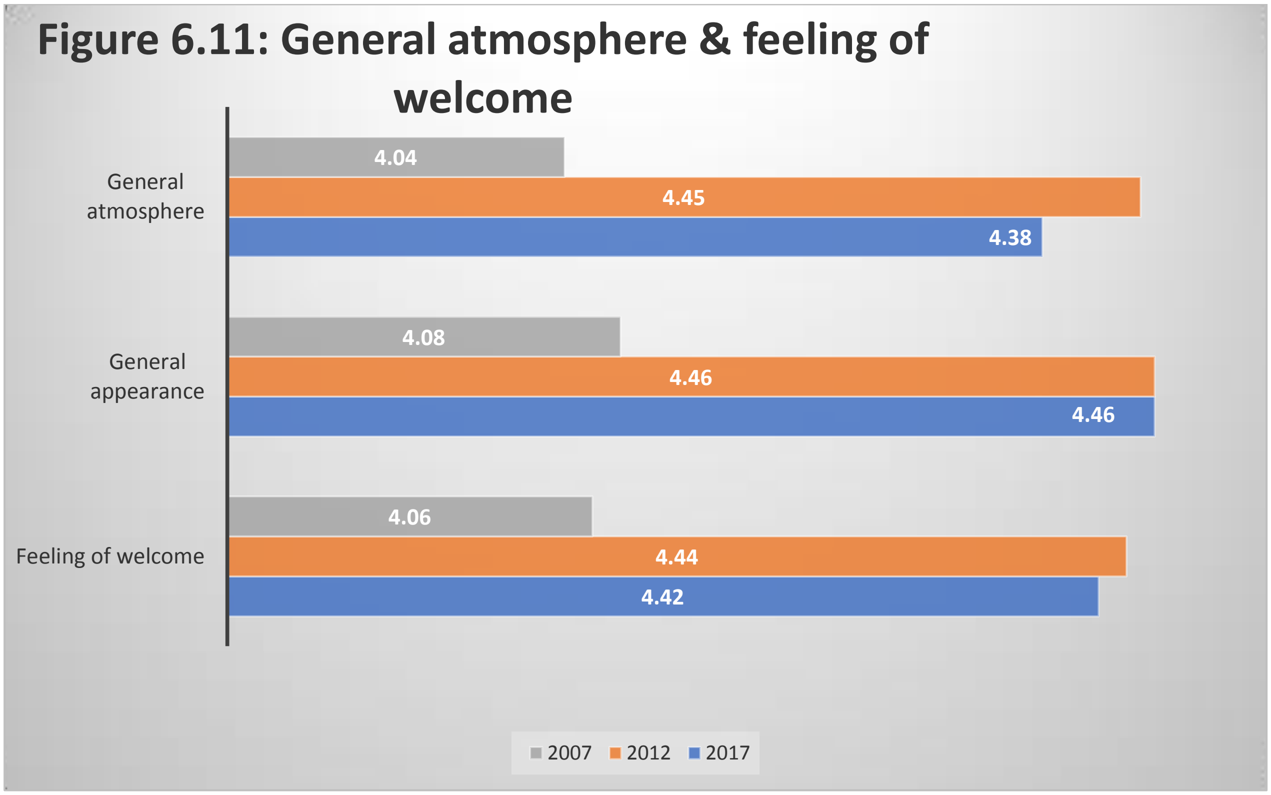
Table 6.24: Visitor opinions on feeling safe from traffic	*2007*	*2012*	*2017*
Agree strongly	22%	54%	39%
Agree	61%	36%	47%
Neither disagree or agree	12%	4%	10%
Disagree	4%	5%	3%
Disagree strongly	-	-	1%

Table 6.25: Visitor opinions on feeling safe from crime	*2007*	*2012*	*2017*
Agree strongly	36%	62%	56%
Agree	57%	34%	43%
Neither disagree or agree	6%	3%	1%
Disagree	2%	1%	-
Disagree strongly	-	-	-

Base: 200

6.12 General atmosphere & feeling of welcome

Visitors were asked for opinions on the general atmosphere, feeling of welcome and general appearance in Southam.



The general atmosphere in Southam was rated at 4.38, slightly down on scores in 2012 but much higher than 2007. Over 9 out of 10 (94%) of visitors were satisfied or very satisfied with the atmosphere in Southam

The general appearance of Southam was rated at 4.46, the highest of all aspects in this section in 2017 and on a par with 2012. 92% of visitors rated their satisfaction as satisfied (39%) or very satisfied (53%).

The feeling of welcome in the town was rated at 4.42, on a par with 2012 (4.44) but considerably higher than 2007 (4.06). In 2017, 92% rated this as satisfied (44%) or very satisfied (48%).

Table 6.26: Visitor opinions on feeling of welcome	2007	2012	2017
Very satisfied	33%	55%	53%
Satisfied	45%	35%	41%
Neither satisfied nor dissatisfied	18%	8%	6%
Dissatisfied	4%	2%	1%
Very dissatisfied	-	-	-

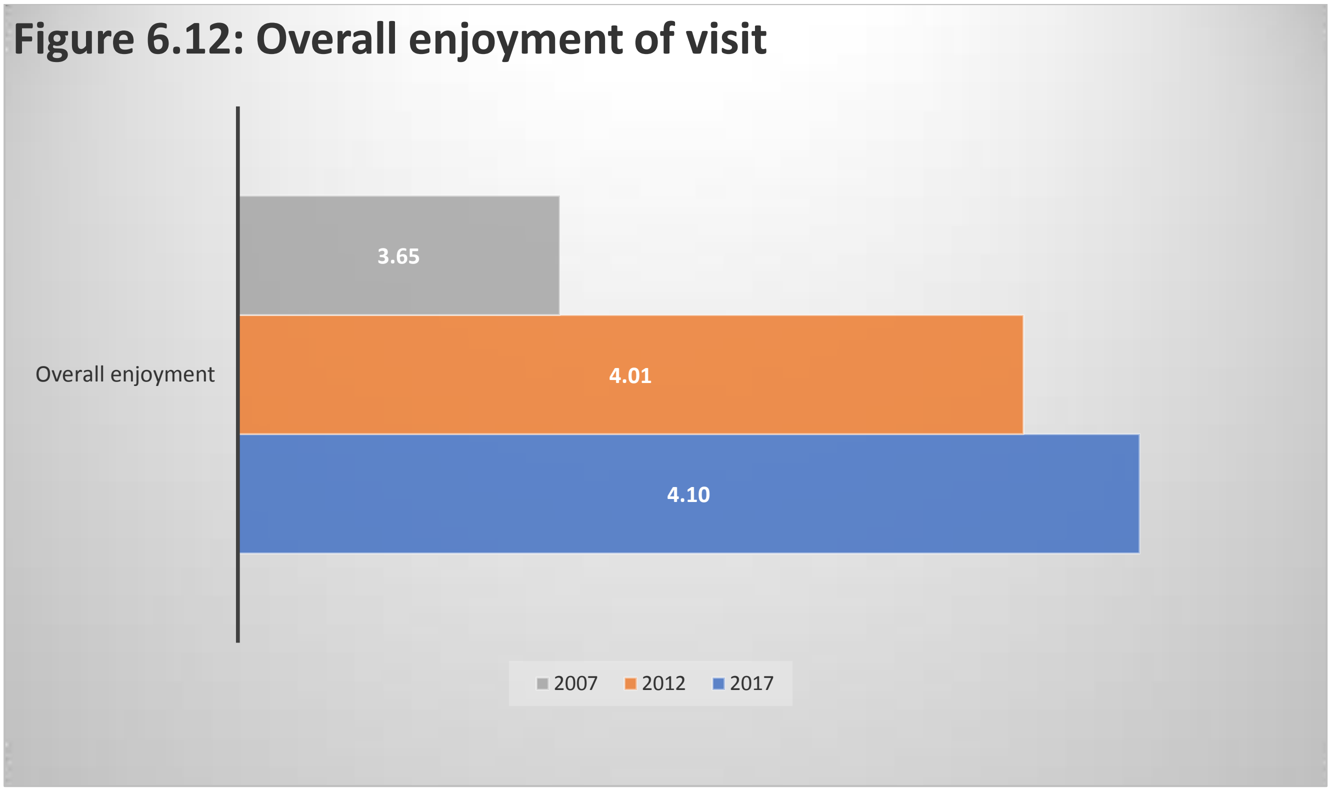
Table 6.27: Visitor opinions on general appearance	2007	2012	2017
Very satisfied	30%	46%	53%
Satisfied	50%	40%	39%
Neither satisfied nor dissatisfied	16%	12%	8%
Dissatisfied	4%	1%	2%
Very dissatisfied	-	1%	-

Table 6.28: Visitor opinions on general atmosphere	2007	2012	2017
Very satisfied	27%	51%	48%
Satisfied	50%	38%	44%
Neither satisfied nor dissatisfied	21%	8%	9%
Dissatisfied	1%	3%	1%
Very dissatisfied	-	-	-

Base: 200

6.13 How would you rate the overall enjoyment of your visit

Visitors were asked to rate the overall enjoyment of their visit to Southam.



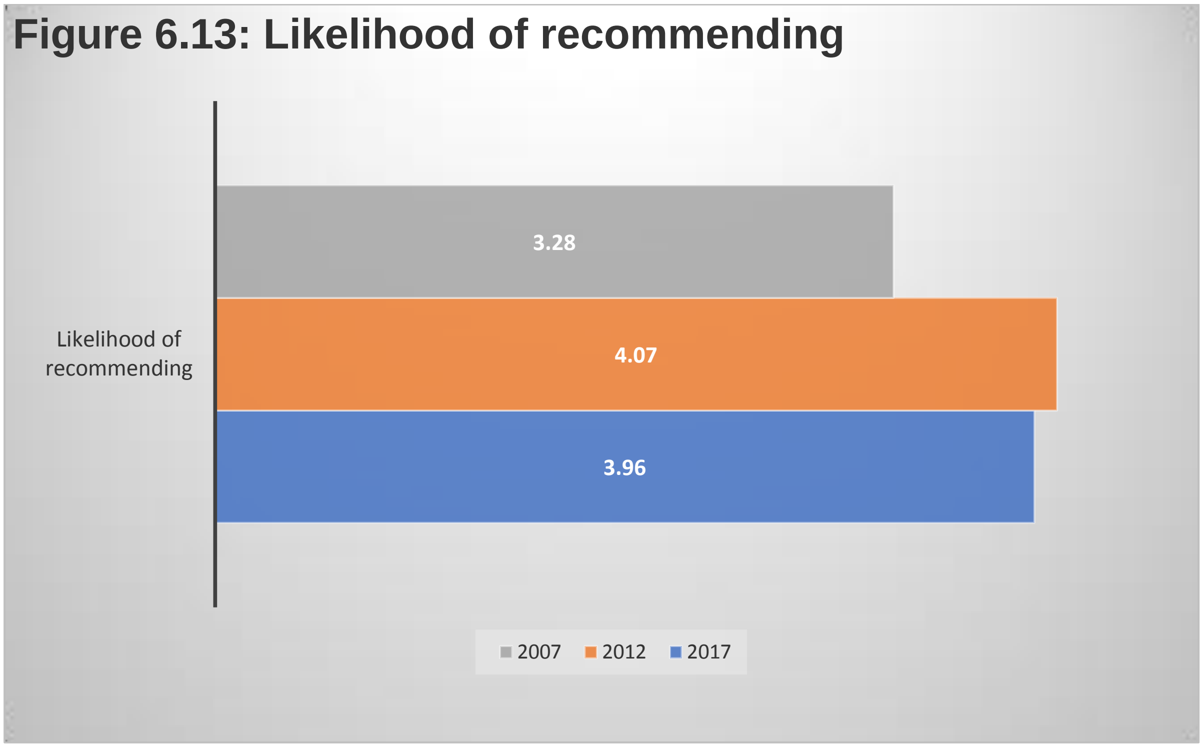
Eight out of ten (80%) of visitors rated the overall enjoyment of their visit as very high (31%) or high (49%). There has been a significant increase in the levels of enjoyment since 2007, where only 54% of visitors gave the top two ratings.

Table 6.29: Visitor opinions on overall enjoyment of visit	2007	2012	2017
Very high	11%	26%	31%
High	43%	52%	49%
Average	45%	21%	20%
Low	1%	2%	-
Very low	-	1%	-

Base: 196

6.14 Likelihood of recommending Southam

Visitors were asked to rate the likelihood of recommending Southam to others.



Seven out of ten visitors (70%) were very likely (33%) or likely (37%) to recommend a visit to Southam. This is slightly lower than 2012 when 76% of visitors would recommend a visit. Overall, the likelihood of recommending Southam to other people has increased by 22 percentage points since 2007.

Table 6.30: Visitor opinions on likelihood of recommending	2007	2012	2017
Very likely	9%	26%	33%
Likely	39%	52%	37%
Possibly	26%	21%	23%
Unlikely	21%	2%	5%
Very unlikely	4%	1%	2%

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; only came to visit relatives; more shops needed, too quiet, no community spirit or vibrancy; better places to go and don't know the area well enough.

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

Almost three fifths (58%) of visitors indicated that they felt Southam did not need any additional facilities or services that would have added to the enjoyment of their visit. Other responses included the following:

Table 6.31: What additional facilities / services	
Base	*131*
No / None / Nothing	44%
More choice of shops	15%
More / better / cheaper places to eat and drink	8%
Better parking/more disabled bays	5%
Don’t know	5%
Keep it as it is	5%
New supermarket (Tesco/Waitrose/Sainsbury’s)	4%
Longer opening hours/Sunday opening hours at café’s/restaurants	4%
Toilets/more and better baby changing facilities	2%
Traffic management/zebra crossing	2%
Bank (HSBC closed)	2%
More buses/later buses	2%
More leisure facilities (swimming pool/theatre/cinema)	2%
More / better signs	1%
Visitor Information closed	1%
Weather	1%
Benches/seating	1%
New hospital	1%
Saturday market	1%
Cleaner pavements	1%
Later opening at estate agents	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 3.

7.0 PRIORITY INDICATORS

7.1 Importance of Facilities

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 Southam. 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 places to eat and drink in Southam were of greatest importance to visitors with an importance rating of 4.94 for the cleanliness of public toilets, 4.90 for the availability of public toilets, 4.88 for the quality of service in places to eat and drink and 4.87 respectively for the quality of food and value for money at places to eat and drink. Other factors of importance to visitors in Southam included 4.86 for quality of service at the museums/places to visit and 4.84 for quality of service at the market

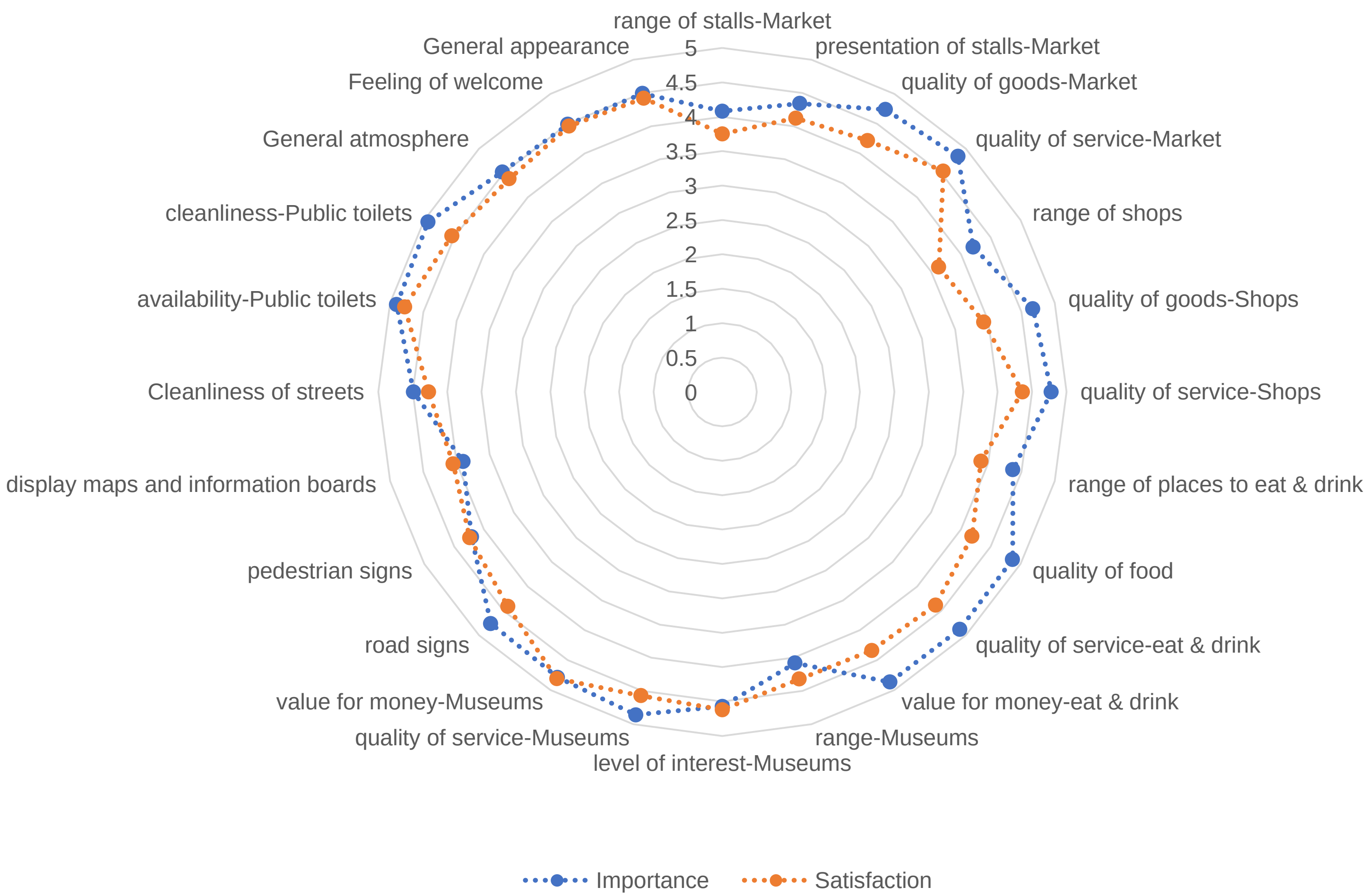
Of particular concern are the issues of high importance but relatively low satisfaction. For instance, the range of places to eat and drink was felt to be important (4.37) but the satisfaction rating was only 3.89 along with the range of shops on offer in Southam with an importance rating of 4.21 and a satisfaction score of 3.63. However, it is worth mentioning that most of these satisfaction scores are still average or above average.

Figure 17 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.

Table 7.1: Satisfaction and Importance Ratings for Southam

	Satisfaction	***Importance***
Market - range of stalls	3.75	4.08
Market - presentation of stalls	4.12	4.34
Market – quality of goods	4.22	4.74
Market – quality of service	4.54	4.84
Shops – range	3.63	4.21
Shops – quality of goods	3.93	4.67
Shops – quality of service	4.36	4.78
Places to eat and drink – range	3.89	4.37
Places to eat and drink – quality of food	4.19	4.87
Places to eat and drink – quality of service	4.38	**4.88**
Places to eat and drink – value for money	4.34	4.87
Museums and other places to visit – range	4.32	4.08
Museums and other places to visit – level of interest	4.62	4.57
Museums and other places to visit – quality of service	4.57	4.86
Museums and other places to visit – value for money	4.81	4.79
Ease of finding way around – road signs	4.41	4.76
Ease of finding way around – pedestrian signs	4.24	4.21
Ease of finding way around – display maps and info boards	4.05	3.90
Cleanliness of streets	4.27	4.49
Public toilets – availability	4.78	**4.90**
Public toilets – Cleanliness	4.54	**4.94**
Overall impression – general atmosphere	4.38	4.52
Overall impression – feeling of welcome	4.46	4.49
Overall impression – general appearance	4.42	4.49

FIGURE 7.1: SATISFACTION VS IMPORTANCE



APPENDICES

Appendix 1

Origin of Visitor		Type of Visitor		
	Base	Day Visitor from home	Day visitors on holiday	Staying visitors
	200	123	46	31
Where do you live - County/Country				
Warwickshire	38%	55%	11%	6%
West Midlands	9%	11%	7%	6%
Northamptonshire	8%	13%	-	-
Oxfordshire	7%	9%	2%	3%
London / Middlesex	3%	2%	7%	-
Leicestershire	3%	3%	2%	-
Staffordshire	3%	1%	2%	10%
Yorkshire	3%	-	7%	9%
Gloucestershire	2%	2%	2%	3%
Scotland	2%	-	7%	3%
Buckinghamshire	2%	2%	2%	-
Bedfordshire	2%	-	4%	3%
Bath / Bristol	2%	-	7%	-
Devon	2%	-	4%	3%
Dorset west and south	2%	-	4%	3%
Spain	2%	-	4%	3%
Worcestershire	1%	1%	2%	-
Shropshire	1%	1%	2%	-
Hants / Isle of Wight	1%	-	2%	3%
Dorset / Poole / Bournemouth	1%	-	2%	3%
South Wales	1%	-	-	6%
Italy	1%	-	2%	3%
Cumbria	1%	-	2%	-
Manchester	1%	-	-	3%
Derbyshire	1%	-	-	3%
Herefordshire	1%	-	-	3%
Cambridgeshire	1%	-	2%	-
Essex	1%	-	2%	-
Norfolk	1%	-	-	3%
Suffolk	1%	-	2%	-
East Sussex	1%	-	2%	-
Kent	1%	-	-	3%
Surrey	1%	-	2%	-
Berkshire	1%	-	2%	-
Hertfordshire	1%	1%	-	-

Somerset	**1%**	-	-	3%
Wiltshire	**1%**	-	-	3%
Poland	**1%**	-	-	3%
USA	**1%**	-	2%	-
Sri Lanka	**1%**	-	-	3%

Appendix 2

Name of Event Visited		Type of Visitor		
		Day Visitor from home	Day visitors on holiday	Staying visitors
Base	**35**	**22**	**3**	**10**
What was the name of the event you visited				
Carnival	**26%**	23%	-	40%
The Mop Fayre	**23%**	23%	-	30%
Market/Christmas market/French market	**20%**	14%	33%	30%
Christmas Lights	**11%**	18%	-	-
Beer festival	**3%**	5%	-	-
family research	**3%**	5%	-	-
Rotary club events	**3%**	5%	-	-
Funeral	**3%**	5%	-	-
Fireworks	**3%**	-	-	10%
National Childbirth Trust	**3%**	-	33%	-
Polo event	**3%**	-	33%	-
Museum 1st World War Exhibit	**3%**	5%	-	-
Retro Revival	**3%**	5%	-	-
A do in the mint	**3%**	5%	-	-
Cardsell Collection	**3%**	5%	-	-

Appendix 3

Additional services would have added to enjoyment of visit
Nothing more
Refreshments open on a Sunday
More refreshments and pubs
DIY being open or more shops open on Sundays
None needed
Needs a shoe shop
None
Wider car parking spaces needed like all car parks
No
Needs a newsagents. Tesco need sign posts.
Needs a late-night shop
None
A better "in town" supermarket. The idiots on the town council should never have allowed it there and so people do weekly shop out of town.
It's all here for a small town.
It's a small town so don't know.
None
No there's enough for the size of the town. Somewhere selling a long-sleeved denim shirt
Signs showing where Tesco's and petrol stations are.
Public conveniences are lacking
None
None
A few more pedestrian crossings and slower traffic
Waitrose/Sainsburys would be great!
Don't know really
Better weather, that's all!
More leisure facilities? Theatre/Cinema/Restaurants
I would have liked the estate agents to be open beyond midday!
More shops open today
To be safer for pedestrians - re speeding and appropriate parking.
Open shops on Sunday and bakery needed
A proper restaurant
No
HSBS has closed!!
No
It's ok as it is
More buses. Public transport

Visitor information should have been open and shops could have made more of the day by opening
No keep it a small town
A bakery and fresh fruit and veg shop. A B&B nearest is a bit tired.
None
None
No
We hope to move here so find it good
No
A nice restaurant/ a bit more upmarket
Nice as it is
They're doing their best to close the shops
Only one pub serves food at lunch time!! Needs more.
More disabled access and a crossing at Daventry Street needed and more restaurants.
No
Used to use Tide restaurant. Need more staff as closes at 2.30 and service slow
No
No
No
No
No
Nothing
NA
Nothing
Cheaper housing so we can move here
Nothing
A HSBC Bank
Nothing
Clothes shops, independent art / craft / Antiques collectables
Nothing
Nothing
Don't know
Nothing
More benches on both sides of the road needed
Nothing
Shops too similar, more variety needed e.g. bread / veg shops
Don't know
Don't know
Nothing
Nothing
Not sure

Perhaps a nice restaurant
Don't know
A bakery
More little independent shops
The car park where the market is only has 1 disabled parking needs more
No
No
No
Not very pram friendly as shops mainly small
No
No
No
More zebra crossing needed on main street
Needs a hospital
No
More parking needed
More car parking facilities
Later buses back tomorrow
A M&S store
Nothing
More shops and places to eat
A market on a Saturday
A good family restaurant
Nothing
Nothing
A wine shop
None
None
A mini supermarket, not co-op, maybe a little Tesco
Nothing
Nothing - we have everything
Ok as it is unspoilt
To have cafes open beyond 16:00
Nothing
Cleaner pavements
none
More places to eat on a Sunday
Better range of shops and eating establishments
Antique shop, fabric shop
Nice restaurant
A few more independent shops

A Waitrose and Aldi
Better range of shops e.g. coffee shops and clothes shops
More variety but not more food shops
More eating places
None
A swimming pool
None
None
Move of museum to Tithe Lodge would be welcome
A good quality restaurant
None
None
Better range of shops
A cinema
Room for baby changing in public toilets
None
Don't know
More disabled parking spaces
More toilets, in the park for the kids etc
None