



WARWICK TOWN CENTRE VISITOR
SURVEY
FINAL REPORT

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Version 1
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TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	2
A. THE SURVEY	5
A.1 Survey Sample	5
B. GENERAL RESULTS	5
B.1 Travel to Town	5
B.2 Length of Stay	6
B.3 Smith Street	6
C. LOCAL VISITORS - RESULTS	7
C.1 Frequency and Day of Visit	7
C.2 Activities in the Town Centre	8
C.3 Town Centre Ratings	9
C.4 Visitor Spending	13
C.5 Warwick Information and Events	14
C.6 Visits to other Towns	17
D. TOURIST VISITORS - RESULTS	18
D.1 Visit Details	18
D.2 Activities in the Town Centre	19
D.3 Town Centre Ratings	20
D.4 Visits to Tourist Attractions	22
D.5 Visitor Spending	23
D.6 Warwick Information and Events	24
E. OTHER COMMENTS	26
Appendix	29
Postcode Analysis of Interviewees	29

1. EXECUTIVE SUMMARY

Survey Background

In August 2008, 240 visitors to Warwick town centre were interviewed to elicit feedback on their views of the facilities offered in the town centre, and related issues such as length of stay, mode of transport used, shops and catering outlets visited, and spending. Of the 240 interviewees, the overwhelming majority – 200 – were regular visitors to the town and the other 40 were tourists visiting the town.

The interview sample was divided into four age groups: 18-30, 31-50, 51-60/65, pensionable age. In total, 134 females and 106 males were interviewed.

Detailed results, including some separate results for regular visitors and tourist visitors are given in the sections to follow. The Executive Summary provides a general overview of key results.

Survey Summary

Survey results suggest that most visitors to the town are satisfied with the facilities available with the exception of car parking and toilet facilities which are considered poor by many local visitors. More visitors spend time eating/drinking out in the town centre than shopping although overall ratings for the range of shops in the town are good. The demand mentioned most frequently is the need for more clothing and fashion shops and, as a large majority of interviewees also visit Leamington Spa on a regular basis, an obvious assumption is that they are currently shopping for most of their clothing and fashion needs there.

Many local town centre visitors appear to live close to the town centre and come into the centre very frequently so a wider choice of shops might encourage these visitors to stay longer in the town and spend more than the average £19 per visit that is currently spent.

Awareness of local events is high amongst the local residents but less so amongst tourist visitors. However, a significant number of both locals and tourists state that they would come to specific events if they knew more in advance about them. This suggests that more advanced publicity and perhaps wider geographical marketing of specific events in the Midlands would encourage more visitor numbers. The latter may also apply to some of the other tourist attractions in the town apart from the Castle. 80% of tourist visitors have been before and there is also a significant group of regular visitors which could be targeted with more information about events and attractions.

General Trends - Key Results

Mode of Transport

A large group of locally based visitors – 45% - walk into the town suggesting that they are based not too far away from the centre. Another significant group – 41% - come into the town centre by car. Public transport is a much less frequently used option with only 13.5% opting for this choice on a regular basis.

In contrast, the overwhelming majority of tourist visitors – 90% - travel into the town by car.

Length of Stay

Almost three-quarters of local visitors stay for less than 2 hours in the town centre on a typical visit while tourist visitors stay longer: 35% spend between 2 to 3 hours in the town and another 25% stay for more than 4 hours.

Frequency of Visits

For most local residents interviewed, visits to Warwick town centre are a frequent occurrence with 65% visiting the town more than once a week and another 20% coming into the town at least once a week.

Smith Street

A specific questions asked if visitors would be visiting Smith Street during their visit. A majority of tourist visitors – 52.5% - said that they would compared to only 22% of local visitors.

Local Visitors – Key Results

Activities

When local visitors were asked about their activities in the town centre on a typical day shopping at retail outlets is not the most important activity and, where individuals are shopping, it is often non-food shopping rather than food shopping. Eating/drinking is the most popular activity (57%) and shopping at the market (57%). However, this latter result should be treated with a little caution as a large majority of affirmative answers to this question came from interviews on a Saturday when the market was open.

Visitor Spending

Average spending in the town centre by interviewees on the day of the interviews was £19. However, this average hides a wide range of spending levels from £5 to over £200. The largest group of interviewees – 27.5% - spent between £11 and £20.

Town Centre Ratings

Local visitors were asked to rate the facilities and conditions in the town and the overall results suggest that visitors are satisfied with most facilities in the town centre and the general condition of the centre with one or two notable exceptions.

Achieving an overall rating of good or better are the choice of restaurants and cafes in the town and the tourist attractions. General security and safety in the town also scores highly and most other criteria are rated as above average.

However, two facilities are rated only just above “poor” – car parking facilities and toilets, while the choice of non-food shops is only rated as “average”.

When asked for suggestions to fill any gaps in the town centre facilities, the largest group – 27.5% - asked for more fashion and clothes shops.

Warwick Events

Awareness amongst local visitors of the key events held in Warwick is high, particularly of the Warwick Folk Festival, the regular Farmer’s Market, the French Market, Warwick Mop Fair, and Warwick Victorian Christmas Evening. The event which is least known is Warwick Words although a majority of interviewees have still heard of it.

The least popular event is the Warwick Cycle Races with 72% noting that they would not visit this event. Warwick Words and the Warwick Mop Fair also have little appeal to a majority of local visitors but all other events interest the majority.

The survey results suggest that two events in particular might benefit from more local publicity. Of the 67 people who had not heard of the Warwick Thai Festival, 66% said that they would visit the event if they knew more about it. Similarly, of the 90 people who were not aware of the Warwick Words event, 33.3% said that they would attend the event if they knew about it.

Visits to Other Towns

Most local visitors to Warwick – 87% - also visit other towns. Given its proximity to Warwick, it is no surprise that the most popular town is Leamington Spa visited by 67.5% of all those interviewed and visited by 40.5% at least once a week or more. Other towns have less of an appeal and no other town is visited by a majority of interviewees - the next most popular destination is Stratford-upon-Avon followed by Coventry and Birmingham.

Tourist Visitors – Key Results

Key results from the 40 tourist visitor interviews are:

- 80% have visited Warwick before and 25% are regular visitors.
- Overall, visitors give higher ratings for the facilities and conditions in the town centre than local visitors, and particularly ratings for access by car and car parking.
- 75% of tourist visitors will spend money on eating/drinking out in the town centre during their day visit.
- Average daily spend by a tourist visitor is £31 although the majority (64.6%) spend less than £30 per day.
- 57.5% of tourists are only visiting Warwick during their trip. The largest minority – 25% - are also visiting Stratford-upon-Avon as part of the trip.
- Only 30% are visiting Warwick Castle during their visit but half of those not visiting the castle have been there before.
- 57.5% are not visiting any other specific tourist attractions in Warwick. The most popular other attraction is the Collegiate Church of St Mary visited by 20% of tourist visitors.
- 95% would come back to Warwick again.
- As might be expected, the majority of tourist visitors have not heard of the range of events held in Warwick. However, increased awareness would encourage more visitors particularly for the French Market, Warwick Victorian Christmas Evening, and the Farmer's Market.
- The least familiar event with tourists is Warwick Thai Festival but almost half of those who had no knowledge of it state that they would visit the event if they knew more about it.

Other Comments

Additional comments made about the town centre are included in an Appendix. Key themes are:

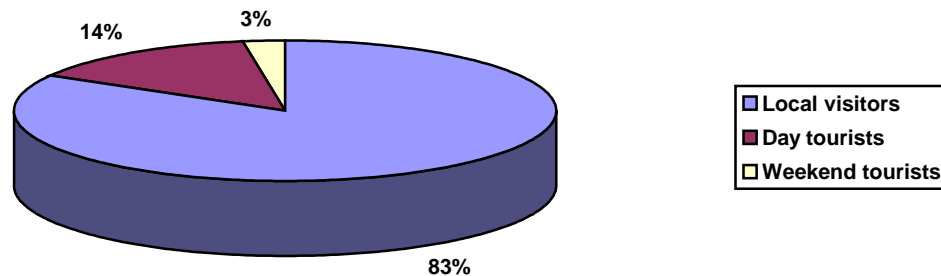
- More car parking space
- More development of the Market Square as the focal point of the town
- More publicity of local events to the local community

A. THE SURVEY

A.1 Survey Sample

The survey is based on 240 street interviews carried out in Warwick town centre on Wednesday 27th August, Friday 29th August, and Saturday 30th August. Of those interviewed 200 were regular locally-based visitors to the town centre and 40 were tourists visiting the town. The majority of the tourists – 85% - were day visitors.

Chart 1 : Interviewee Groups



Source: IRN Street Surveys, August 2008

Table 1: General Sample Size and Composition

Age	Respondents	Sex	Respondents
18-30	48	Male	106
31-50	66	Female	134
51-60/65	86		
Pensionable age	40		
Total	240		240

Source: IRN Street Surveys, August 2008

B. GENERAL RESULTS

B.1 Travel to Town

The largest group of regular visitors interviewed are based very close to the town centre and this is reflected in the fact that 45% (90) of these visitors walk into the town. Another 41% (82) of regular visitors use a car and only 13.5% (27) travel by public transport.

Almost 90% (35) of tourists arrive in the town by car and 10% (4) use public transport.

Table 2: Method of Travel to Town Centre (numbers)

	Regular visitors	Tourists
Walking	90	1
By car	82	35
By bus	26	1
By train	1	3
Cycling	1	-
Total	200	40

Question: How did you travel to the town today?

Source: IRN Street Surveys, August 2008

B.2 Length of Stay

Almost three-quarters (74.5%) of frequent visitors to the town centre stay for less than 2 hours and 30% stay for less than an hour. Only 14% stay for 4 hours or more.

Not surprisingly, tourists typically spend longer in the town. None of those interviewed spent less than an hour in the town while 25% stay for 4 hours or more. The largest single group – 35% of the total - spent 2 to 3 hours in the town.

Table 3: Length of Stay in Town Centre (numbers)

	Regular visitors	Tourists
Less than an hour	60	-
1-2 hours	89	8
2-3 hours	19	14
3-4 hours	4	8
4-5 hours	4	5
5-6 hours	4	3
More than 6 hours	20	2
Total	200	40

Question: How long are you expecting to stay/how long have you stayed in Warwick town centre today?

Source: IRN Street Surveys, August 2008

B.3 Smith Street

While a majority of tourist visitors – 52.5% - are visiting Smith Street during their stay, only 22% of Warwick's regular visitors will do the same.

Table 4: Visitors to Smith Street (numbers)

	Regular visitors	Tourists
Yes	44	21
No	147	12
Unsure	9	7
Total	200	40

Question: Have you or do you intend to visit Smith Street today?

Source: IRN Street Surveys, August 2008

C. LOCAL VISITORS - RESULTS

C.1 Frequency and Days of Visits

Warwick is clearly an important location for the overwhelming majority of local visitors with 65% visiting the town centre more than once a week and another 20.5% visiting once a week. Over a quarter (26%) come into the town centre every day

Table 5: Frequency of Visits (numbers and %)

	Number	%
Every day	52	26.0
More than once a week	78	39.0
Once a week	41	20.5
2 or 3 times a month	12	6.0
Once a month	10	5.0
Less than once a month	7	3.5
Total	200	100.0

Question: How often do you visit Warwick town centre for shopping or leisure activities during the day?

Source: IRN Street Surveys, August 2008

Most local visitors do not regularly choose a specific day to visit the town centre: 54% fall into this category. Over a third – 36% - usually visit the town centre on Saturday but this result is likely to be a reflection of the survey methodology itself as almost half of all the interviews were undertaken on a Saturday.

Table 6: Specific Days Chosen to Visit Town Centre (numbers and %)

	Number	%
Monday	5	2.5
Tuesday	6	3.0
Wednesday	5	2.5
Thursday	8	4.0
Friday	14	7.0
Saturday	72	36.0
Sunday	12	6.0
No specific day	108	54.0

Question: Are there specific days which you regularly choose to visit the town centre?

Source: IRN Street Surveys, August 2008

C.2 Activities in the Town Centre

When asked about their activities in the town centre on a typical day shopping at retail outlets is not the most important activity. More visitors are involved in non-food shopping compared to food shopping.

Eating/drinking is the most popular activity (57%) and shopping at the market (57%). However, this latter result should be treated with a little caution as 90 of the 114 answers to this question came from interviews on a Saturday when the market was open. Only 24 of those interviewed on a week day gave this answer.

Table 7: Visitor Activities in the Town Centre (number & %)

	Number	%
Food (grocery) Shopping in retail outlets	69	34.5
Non-Food Shopping in retail outlets	81	40.5
Shopping at the market	114	57.0
Eating/drinking out	114	57.0
Leisure activity – please specify	27	13.5
Other activity – please specify	50	25.0

Question: On a typical visit to the town centre, which of the following would you be involved in?

Source: IRN Street Surveys, August 2008

Interviewees were asked to name the businesses that they used most often on their trips into the town and some answered in generic terms, e.g. banks, post office, chemist etc, while

others gave specific names, e.g. Boots, Woolworths. The most popular answers are listed below.

The most often used business is a bank/building society mentioned by 38%. Other types of businesses mentioned by significant numbers are chemists (15%), restaurants/cafes (14%), and post office (13%).

No one retail or business brand is mentioned by a significant number of interviewees but the most frequently noted brands are Boots, Sainsbury's, M&S, Woolworths, WH Smith, Superdrug, and The Art Kitchen.

Table 8: Businesses used Most Often by Visitors (numbers and %)

Business Type/Brand	Number	%
Bank/Building Society	76	38.0
Chemists	30	15.0
Restaurants/cafes	28	14.0
Post office	26	13.0
Boots	18	9.0
Sainsbury's	16	8.0
M&S	15	7.5
Woolworths	14	7.0
WH Smith	14	7.0
Superdrug	11	5.5
The Art Kitchen	11	5.5
Present Days	10	5.0
Rose & Crown	10	5.0

Question: Please list the businesses you use most often (up to a maximum of 5)

Source: IRN Street Surveys, August 2008

C.3 Town Centre Ratings

The visitor survey asked various questions about the facilities in the town centre, transport access and parking, cleanliness of the centre, and safety and security during the day. Visitors were asked to give a rating from 1 to 5 for the above where 1 is very poor, 2 is poor, 3 is average, 4 is good, and 5 is excellent. For regular visitors, the ratings are likely to be based on their frequent visits to the town.

Average Ratings

For regular visitors, specific answers to each question have been aggregated to produce an overall rating for the centre according to various criteria. The results suggest that visitors are satisfied with most facilities in the town centre and the general condition of the centre with one or two notable exceptions.

Achieving an average rating of good or better (i.e. at least 4) are the choice of restaurants and cafes in the town and the tourist attractions. General security and safety in the town also scores highly and most other criteria are rated as above average.

However, two facilities are rated only just above “poor” – car parking facilities and toilets, and the choice of non-food shops is only rated as “average”.

Table 9: Overall Average Ratings of Town Centre

	Overall rating
Choice of restaurants/cafes	4.2
Tourist attractions	4.1
Security/safety in town	3.8
Cleanliness/tidiness of town	3.7
Direction signs/street signs	3.7
Access by public transport	3.6
Seating/benches in town	3.6
Choice of food shops	3.2
Overall range of shops	3.1
Access by car	3.1
Choice of non-food shops	3.0
Car parking facilities	2.4
Toilet facilities	2.4

Question: I am going to read out a list and I would like you to rate the town centre on each option on a scale of 1 to 5 where 5 is excellent, 4 is good, 3 is average, 2 is poor, and 1 is very poor.

Source: IRN Street Surveys, August 2008

An analysis of the specific ratings given by each interviewee shows that:

- A significant minority – 40% - rate the choice of restaurants and cafes as “excellent” and only 4% rate these as “below average”.
- Most are satisfied with the overall range of shops with 78% giving this a rating of at least “average” or above.
- 72% rate the choice of non-food shops as “average” or worse.
- Most of those answering the question about access by public transport – 65.1% - rate this as either “good” or “excellent”.
- There are mixed reactions to the question regarding car access with 39% rating this as “good” or “excellent” but 25% rating as “poor” or “very poor”.
- Over half of those interviewed (56.4%) rate the car parking facilities as either “poor” or “very poor”.
- Similarly, 58% rate the toilet facilities as either “poor” or “very poor”.
- Everyone is satisfied with the security and safety in the town with no one rating this as either “poor” or “very poor”.
- A large majority – 71.5% - rate the cleanliness and tidiness of the town as either

“good” or “excellent”.

- A majority also rate both the direction/signage and seats/benches available in the town as either “good” or “excellent”.

Table 10: Individual Town Centre Ratings (numbers)

	1 Very Poor	2 Poor	3 Average	4 Good	5 Excellent
Overall range of shops	8	36	91	59	6
Choice of food shops	10	38	66	69	17
Choice of non-food shops	8	46	90	46	10
Choice of restaurants/cafes	-	8	21	91	80
Tourist attractions	-	8	32	95	65
Access by public transport*	4	21	21	68	18
Access by car+	14	46	48	70	8
Car parking facilities+	30	75	54	27	-
Toilet facilities#	26	76	52	22	-
Security/safety in town	-	-	43	145	12
Cleanliness/tidiness of town	2	5	50	128	15
Direction signs/street signs	-	9	59	123	9
Seating/benches in town	-	19	50	117	14

* - answered by 132

+ - answered by 186

- answered by 176

Question: I am going to read out a list and I would like you to rate the town centre on each option on a scale of 1 to 5 where 5 is excellent, 4 is good, 3 is average, 2 is poor, and 1 is very poor.

Source: IRN Street Surveys, August 2008

Table 11: Individual Town Centre Ratings (%)

	1 Very Poor	2 Poor	3 Average	4 Good	5 Excellent
Overall range of shops	4.0	18.0	45.5	29.5	3.0
Choice of food shops	5.0	19.0	33.0	34.5	8.5
Choice of non-food shops	4.0	23.0	45.0	23.0	5.0
Choice of restaurants/cafes	-	4.0	10.5	45.5	40.0
Tourist attractions	-	4.0	16.0	47.5	32.5
Access by public transport*	3.1	15.9	15.9	51.5	13.6
Access by car+	7.5	24.7	25.8	37.6	4.3
Car parking facilities+	16.2	40.3	29.0	14.5	-
Toilet facilities#	14.8	43.2	29.5	12.5	-
Security/safety in town	-	-	21.5	72.5	6.0
Cleanliness/tidiness of town	1.0	2.5	25.0	64.0	7.5
Direction signs/street signs	-	4.5	29.5	61.5	4.5
Seating/benches in town	-	9.5	25.0	58.5	7.0

* - answered by 132

+ - answered by 186

- answered by 176

Question: I am going to read out a list and I would like you to rate the town centre on each option on a scale of 1 to 5 where 5 is excellent, 4 is good, 3 is average, 2 is poor, and 1 is very poor.

Source: IRN Street Surveys, August 2008

A specific question asking for comments on shops and facilities that interviewees would like to see introduced prompted a demand from a significant minority for more clothes and fashion outlets in the town centre. Over a quarter of interviewees (27.5%) ask for more clothing outlets. Other suggestions mentioned by more than 5 individuals are included below.

Table 12: Key Suggestions for New Shops and Facilities (numbers & %)

	Number	%
Clothes/fashion shops	55	27.5
High street chain shops	26	13.0
Shoe shops	14	7.0
Department stores	12	6.0
Greengrocers/fruit & vegetable shops	12	6.0
Cheaper food stores	12	6.0
Music shop	10	5.0
Children's/baby store	9	4.5
Hardware store	7	3.5
Cheaper cafes	7	3.5
Games/entertainment shop	6	3.0

Question: Can you give specific examples of shops/outlets/facilities lacking in the town centre that you would like to see introduced?

Source: IRN Street Surveys, August 2008

C.4 Visitor Spending

Average spend per visit by individuals interviewed is £19 but the range varies from less than £5 to more than £200. For almost 50% of those interviewed, spending is less than £10 per visit and almost a quarter spend less than £5 per visit. The largest group – 27.5% - spend between £11 and £20 during each visit.

Table 13: Spending Per Visit (numbers & %)

	Number	%
Less than £5	48	24.0
Less than £10	49	24.5
£11-£20	55	27.5
£21-£30	21	10.5
£31-£40	15	7.5
£41-£50	2	1.0
£51-£100	6	3.0
£101-£200	2	1.0
More than £200	2	1.0
Total	200	100.0

Question: How much are you expecting to/did you spend in the town centre today.

Source: IRN Street Surveys, August 2008

C.5 Warwick Information and Events

Information

Local newspapers, including free newspapers, are the single most important source of information about Warwick for local visitors. Over half use these sources while the next most popular source is newspapers used by just 9.5%.

Table 14: Sources of Information about Warwick (numbers & %)

	Number	%
Newspapers	104	52.0
Magazines	19	9.5
Radio	8	4.0
Internet	14	7.0
Tourist Information Centre	8	4.0
Other	114	57.0

Question: Where do you get information about Warwick from?

Source: IRN Street Surveys, August 2008

Warwick Events

Awareness amongst local visitors of the key events held in Warwick is high, particularly of the Warwick Folk Festival, the regular Farmer's Market, the French Market, Warwick Mop Fair, and Warwick Victorian Christmas Evening. The event which is least known is Warwick Words although a majority of interviewees have still heard of it.

The least popular event is the Warwick Cycle Races with 72% noting that they would not visit this event. Warwick Words and the Warwick Mop Fair also have little appeal to a majority of local visitors but all other events interest the majority. The most popular event is the Warwick Victorian Christmas Evening with 88.5% suggesting that they would attend this.

The survey results suggest that two events in particular might benefit from more local publicity. Of the 67 people who had not heard of the Warwick Thai Festival, 44 (66%) said that they would visit the event if they knew more about it. Similarly, of the 90 people who were not aware of the Warwick Words event, 30 (33.3%) said that they would attend the event if they knew about it.

Table 15: Awareness of, and Attendance at Warwick Events (numbers)

	Heard of	Not heard of	Yes – would visit	No – would not visit
French Market - April	176	24	155	45
Warwick Thai Festival – July	133	67	143	57
Warwick Folk Festival – July	183	17	148	52
Warwick Cycle Races – September	136	64	56	144
Warwick Words Festival of Literature – October	110	90	88	112
Warwick Mop Fair – October	171	29	95	105
Warwick Victorian Christmas Evening – November	173	27	177	23
Farmer's Market – 3rd Friday of every month	180	20	137	63

Question: I have a list of some of the events held in the town centre during the year. Can you tell me if you have heard of any of these and, if so, if any of these would encourage you to visit the town centre?

Source: IRN Street Surveys, August 2008

Table 16: Awareness of, and Attendance at Warwick Events (%)

	Heard of	Not heard of	Yes – would visit	No – would not visit
French Market - April	88.0	12.0	77.5	22.5
Warwick Thai Festival – July	66.5	33.5	71.5	28.5
Warwick Folk Festival – July	91.5	8.5	74.0	26.0
Warwick Cycle Races – September	68.0	32.0	28.0	72.0
Warwick Words Festival of Literature – October	55.0	45.0	44.0	56.0
Warwick Mop Fair – October	85.5	14.5	47.5	52.5
Warwick Victorian Christmas Evening – November	86.5	13.5	88.5	11.5
Farmer's Market – 3rd Friday of every month	90.0	10.0	68.5	31.5

Question: I have a list of some of the events held in the town centre during the year. Can you tell me if you have heard of any of these and, if so, if any of these would encourage you to visit the town centre?

Source: IRN Street Surveys, August 2008

Suggestions relating to other events that could be held in Warwick were given by 83 interviewees and the most popular replies are more live music and concerts in the Market Square, more events at the weekend, other types of music festivals alongside the Folk Festival, an Arts Festival, a beer festival, and other markets apart from the French market.

However 10 of the replies ask for the annual Warwick Mop Fair to be stopped.

Table 17: Suggestions for Future Events (numbers)

Key Suggestions	Number
More live music and concerts (especially in the Market Square)	19
Other specific festivals especially:	14
Jazz festival	6
Comedy festival	2
More events at the weekend	9
Arts festival	5
Other types of markets, e.g. German, Italian	5
Beer festival	4
Improve the carnival	3
A better Saturday market	3
More events for children	3
Other suggestions:	
More specialist festivals, e.g. craft, food	2
Classic cars	2
Use the market area for an antiques fair	1
More Fireworks	1
Heritage events	1
Mop should be more themed – it is too commercial	1
Stop the Warwick Mop	10

Question: Have you any suggestions for specific events and festivals that you would like to see in Warwick?

Source: IRN Street Surveys, August 2008

C.6 Visits to Other Towns

Most local visitors to Warwick – 87% - also visit other towns. Given its proximity to Warwick, it is no surprise that most popular town is Leamington Spa visited by 67.5% of all those interviewed and visited by 40.5% at least once a week or more. Other towns have less of an appeal and no other town is visited by a majority of interviewees - the next most popular destination is Stratford-upon-Avon visited by 23% of the sample, followed by Coventry and Birmingham which are both destinations for 18.5% of the sample.

Table 18: Main Other Towns Visited (numbers)

Town	More than once a week	Once a week	2/3 times a month	Once a month	Less frequently	Total visiting
Leamington	48	33	19	29	6	135
Stratford	2	15	10	13	6	46
Coventry	-	5	12	13	7	37
Birmingham	-	3	8	7	19	37
Solihull	2	-	8	11	8	29
Other Towns	-	4	12	6	12	34

Question: Do you visit any other towns/cities on a regular basis for shopping or leisure activities during the day?

Source: IRN Street Surveys, August 2008

Table 19: Main Other Towns Visited (%)

Town	More than once a week	Once a week	2/3 times a month	Once a month	Less frequently	Total % visiting
Leamington	24.0	16.5	9.5	14.5	3.0	67.5
Stratford	1.0	7.5	5.0	6.5	3.0	23.0
Coventry	-	2.5	6.0	6.5	3.5	18.5
Birmingham	-	1.5	4.0	3.5	9.5	18.5
Solihull	1.0	-	4.0	5.5	4.0	14.5
Other Towns	-	2.0	6.0	3.0	6.0	17.0

Question: Do you visit any other towns/cities on a regular basis for shopping or leisure activities during the day?

Source: IRN Street Surveys, August 2008

D. TOURIST VISITORS - RESULTS

D.1 Visit Details

According to the survey, Warwick is a place many tourists come back to after a first visit. The majority of interviewees (80%) have been to the town before while 25% are regular tourist visitors to the town.

Table 20: Previous Visits to Warwick (numbers & %)

	Number	%
Yes, first visit	8	20.0
No, I am a regular visitor	10	25.0
No, I have been before but I am not a regular visitor	22	55.0
Total	40	100.0

Question: Is this your first visit to Warwick or have you been before?

Source: IRN Street Surveys, August 2008

Almost a third of tourist visitors (32.5%) to the town are here for a general day out and to look around the town and its facilities. Other reasons mentioned for the visit are given below and include visiting family (17.5%) and coming to the town to specifically visit the Castle (15%).

Table 21: Reasons for Visiting Warwick (numbers & %)

	Number	%
Day out	13	32.5
Visiting family/family wedding	7	17.5
Visiting the Castle	6	15.0
Visiting St Nicholas Park	4	10.0
On way to Stratford-upon-Avon	2	5.0
On way home	2	5.0
Part of sports tour (bowling tour)	1	2.5
Visiting historical sites	1	2.5
No answer	4	10.0
Total	40	100.0

Question: Why did you choose to visit Warwick?

Source: IRN Street Surveys, August 2008

Over half of the tourists interviewed (57.5%) are only visiting Warwick during this trip. The remaining 42.5% (17 interviewees) are visiting Warwick as part of a broader trip. The largest group – 25% - are day trippers travelling to Stratford-upon-Avon as well as Warwick and another 12.5% are visiting Leamington Spa as well as Warwick. The other 5% are unsure of where they will travel to next.

D.2 Activities in the Town Centre

The only activity undertaken by a majority of tourist visitors is eating/drinking out: 75% make use of the restaurants, cafes, bars and public houses in the town during a visit.

Table 22: Visitor Activities in the Town Centre (number & %)

	Number	%
Food (grocery) Shopping in retail outlets	10	25.0
Non-Food Shopping in retail outlets	18	45.0
Shopping at the market	13	32.5
Eating/drinking out	30	75.0
Leisure activity – please specify	-	-
Other activity – please specify	6	15.0

Question: On your visit to the town centre today, which of the following would you be involved in?

Source: IRN Street Surveys, August 2008

D.3 Town Centre Ratings

Overall, tourist visitors rate the town facilities and conditions higher than local visitors although the tourist results are based on a much smaller sample. In every case, a majority of visitors rate the specific criteria as either “good” or “excellent”.

In particular:

- A majority of tourists rate the overall range of shops, choice of food shops, and choice of non-food shops as “good” or “excellent”. 80% of tourists rate the food shops as “good” or “excellent”.
- Unlike regular visitors, a majority also rate car access and car parking facilities as “good” or “excellent”.

Table 23: Individual Town Centre Ratings (numbers)

	1 Very Poor	2 Poor	3 Average	4 Good	5 Excellent
Overall range of shops	-	2	14	22	2
Choice of food shops*	1	1	4	24	-
Choice of non-food shops+	-	3	13	23	-
Choice of restaurants/cafes	-	-	10	19	11
Tourist attractions	-	2	8	21	9
Access by car#	3	7	5	20	1
Car parking facilities#	-	8	5	20	3
Security/safety in town	-	-	4	28	8
Cleanliness/tidiness of town	-	1	6	24	9
Direction signs/street signs	-	4	2	26	8
Seating/benches in town	-	-	6	29	5

* - answered by 30

+ - answered by 39

- answered by 36

Question: I am going to read out a list and I would like you to rate the town centre on each option on a scale of 1 to 5 where 5 is excellent, 4 is good, 3 is average, 2 is poor, and 1 is very poor.

Source: IRN Street Surveys, August 2008

Table 24: Individual Town Centre Ratings (%)

	1 Very Poor	2 Poor	3 Average	4 Good	5 Excellent
Overall range of shops	-	5.0	35.0	55.0	5.0
Choice of food shops*	3.3	3.3	13.3	80.0	-
Choice of non-food shops+	-	7.7	33.3	59.0	-
Choice of restaurants/cafes	-	-	25.0	47.5	27.5
Tourist attractions	-	5.0	20.0	52.5	22.5
Access by car#	8.3	19.4	13.9	55.5	2.8
Car parking facilities#	-	22.2	13.9	55.6	8.3
Security/safety in town	-	-	10.0	70.0	20.0
Cleanliness/tidiness of town	-	2.5	15.0	60.0	22.5
Direction signs/street signs	-	10.0	5.0	65.0	20.0
Seating/benches in town	-	-	15.0	72.5	12.5

* - answered by 30

+ - answered by 39

- answered by 36

Question: I am going to read out a list and I would like you to rate the town centre on each option on a scale of 1 to 5 where 5 is excellent, 4 is good, 3 is average, 2 is poor, and 1 is very poor.

Source: IRN Street Surveys, August 2008

D.4 Visits to Tourist Attractions

Only 30% of tourists are visiting Warwick Castle during their stay but this is partly because half of those not visiting the attraction have been there before. Of the 25 interviewees stating that they would not visit the castle, 13 have been before, 6 said that they did not have enough time, 4 will do it on another visit, and 2 felt that it was too expensive.

Table 25: Visits to Warwick Castle (numbers & %)

	Number	%
Yes	12	30.0
No	25	62.5
Unsure	3	7.5
Total	40	100.0

Question: Will you be visiting/have you visited the castle?

Source: IRN Street Surveys, August 2008

Other tourist attractions in the area are also only of interest to a small percentage of visitors and 57.5% do not visit any at all. The Collegiate Church of St Mary is the second most popular after Warwick Castle with 20% of visitors taking time to visit. The St John's Museum

and St Nicholas Park are each visited by 17.5% of the sample. Warwickshire Museum is of interest to 15% of the sample and Lord Leycester Hospital to 7.5%.

Table 26: Visits to Other Tourist Attractions (numbers & %)

	Number	%
Collegiate Church of St Mary	8	20.0
St John's Museum	7	17.5
St Nicholas Park	7	17.5
Warwickshire Museum	6	15.0
Lord Leycester Hospital	3	7.5
The Queen's Own Hussars Museum	1	2.5
Warwickshire Yeomanry Museum	-	-
Warwick Racecourse	-	-
No other tourist attraction	23	57.5

Question: Will you be visiting/have you visited any other tourist attractions in the town today?

Source: IRN Street Surveys, August 2008

Many of those interviewed have been to Warwick before and the popularity of Warwick amongst the sample is re-enforced by responses to the question "Would you come back to Warwick again?" Almost all of those interviewed said that they would.

Table 27: Likelihood of Visiting Warwick Again (numbers & %)

	Number	%
Yes	38	95.0
No	2	5.0
Unsure	-	-
Total	40	100.0

Question: Would you come back to Warwick?

Source: IRN Street Surveys, August 2008

D.5 Visitor Spending

Day Visitors

Average spend per day tourist visitor to Warwick is £31 but spending varies from less than £10 to more than £100 for 2 visitors. The majority of visitors (64.6%) spend less than £30 a day and the largest group of these – 29.4% - spend between £11 and £20.

Table 28: Average Spend per Day Visitor (numbers and %)

	Number	%
Less than £5	-	
Less than £10	6	17.6
£11-£20	10	29.4
£21-£30	6	17.6
£31-£40	3	8.8
£41-£50	4	11.8
£51-£60	2	5.9
£61-£70	-	-
£71-£80	1	2.9
£81-£90	-	
£91-£100	-	
More than £100	2	5.9
More than £150	-	
More than £200	-	
Total	34	100.0

Question: How much are you expecting to/did you spend in the town centre today?

Source: IRN Street Surveys, August 2008

Only 6 of those interviewed were spending a weekend in the town and the average spend per person on the Saturday of the interview is £29.

Total town spending over the weekend varies from £250 (group of 3) to £630 (group of 2).

D.6 Warwick Information and Events

Information

The most popular channel for tourists to find out about Warwick is via word of mouth from friends, relatives and colleagues: 47% of those answering this question mentioned this route. Also important are the Internet and the Tourist Information Centre, both mentioned by 27.8%.

Warwick Events

As might be expected, the majority of tourist visitors have not heard of the range of events held in Warwick. However, increased awareness would encourage more visitors particularly for the French Market, Warwick Victorian Christmas Evening, and the Farmer's Market.

The least familiar event with tourists is Warwick Thai Festival but almost half of those who had no knowledge of it (48.6%) state that they would visit the event if they knew more about it.

Table 29: Awareness of, and Attendance at Warwick Events (numbers)

	Heard of	Not heard of	Yes – would visit	No – would not visit
French Market - April	8	32	29	11
Warwick Thai Festival – July	3	37	19	21
Warwick Folk Festival – July	16	24	16	24
Warwick Cycle Races – September	15	25	16	24
Warwick Words Festival of Literature – October	8	32	18	22
Warwick Mop Fair – October	10	30	18	22
Warwick Victorian Christmas Evening – November	10	30	27	13
Farmer's Market – 3rd Friday of every month	14	26	24	16

Question: I have a list of some of the events held in the town centre during the year. Can you tell me if you have heard of any of these and, if so, if any of these would encourage you to visit the town centre?

Source: IRN Street Surveys, August 2008

Table 30: Awareness of, and Attendance at Warwick Events (%)

	Heard of	Not heard of	Yes – would visit	No – would not visit
French Market - April	20.0	80.0	72.5	27.5
Warwick Thai Festival – July	7.5	92.5	47.5	52.5
Warwick Folk Festival – July	40.0	60.0	40.0	60.0
Warwick Cycle Races – September	37.5	62.5	40.0	60.0
Warwick Words Festival of Literature – October	20.0	80.0	45.0	55.0
Warwick Mop Fair – October	25.0	75.0	45.0	55.0
Warwick Victorian Christmas Evening – November	25.0	75.0	67.5	32.5
Farmer’s Market – 3rd Friday of every month	35.0	65.0	60.0	40.0

Question: I have a list of some of the events held in the town centre during the year. Can you tell me if you have heard of any of these and, if so, if any of these would encourage you to visit the town centre?

Source: IRN Street Surveys, August 2008

E. OTHER COMMENTS

“Good clothing shops are lacking”

“We need more clothes shops and branded shops. There should be less antique shops and charity shops”

“Improved range of shops needed”

“More chain shops needed, e.g. Next, Gap”

“More chain shops”

“There should be a wider variety of shops (as long as reasonably priced)”

“There are too many antique shops”

“There are too many tourist shops”

“There are too many coffee shops”

“Shops should be closer together and have easier access for disabled”

“Very nice shops”

“I like the range of independent shops”

“Need a KFC-style restaurant”

“McDonalds should be introduced”

“Get rid of the cars going through the town”

“Stop the traffic going through the town centre”

“Traffic congestion needs to be sorted”

“Pedestrianise Smith Street”

“Parking needs to be improved”

“Improved parking is essential”

“The biggest let down is the lack of parking”

“We need more car parking areas”

“Make the car parking cheaper”

“I do not like parking meters and I would come more often if free parking for an hour”

“Open the Council car park for visitors and shoppers with maybe a limit of 2 hours”

“Parking is a real problem.. could we have 30 minutes free parking?”

“Limited parking in general but there is also only limited parking for parents with baby/toddlers”

“There are problems with road works”

“Leave Barracks St car park open at night”

“Road works are not timed well and not enough warning given about road works”

“Pedestrian area in Swan Street is needed”

“Stop traffic through Swan Street”

“They will never solve the traffic problem unless introduce park and ride”

“Bring in ring and ride”

“We need a cycle path and a bike park”

“New bus station is a waste of time”

“Get rid of the new bus station”

“Warwick should be more traditional – get rid of the new bus station”

“There should be more bus stops in the town so we do not have to walk a big distance”

“Market square is underdeveloped”

“More use should be made of the market place”

“Market square needs to be used more”

“Market square could be used for events more often”

“There are too many business frontages on the square”

“The square needs to become the focal point”

“More drop curves and more parking for the disabled”

“Council is too petty about certain things”

“It’s a bit tatty and needs cleaning”

“More litter removing and less charity muggers”

“There is a litter problem”

“Tidy up the town”

“More effort should be made to keep the streets clean”

“More flowers and improve the appearance generally to make it more attractive, i.e. like Solihull”

“Town hall is an eyesore and needs knocking down”

“Its too orientated towards tourists”

“Toilets are dreadful”

“More toilets are needed and the existing toilet block needs knocking down”

“More policing”

“More security around Lloyds at night”

“Do not think cycle races are appropriate for Warwick”

“The streets are closed with no warning for civic events”

“Concentrate on keeping Warwick much as it is and encourage local businesses to stay and more to open”

“Locals should have a monthly magazine about events”

“Advertise the local events more and the carnival”

“More advertising for events, e.g. flyers in stores”

“Events are not publicised enough to locals”

“Dates for events not specified for locals and details of events given too late”

“Café culture is a huge improvement”

“It is very nice and quiet”

“Nice place to do business”

“A nice town centre”

“Pretty, nice, and accessible”

“It is a great place”

“It is a good place”

“It has got better over the last five years”

“Only problem is that it seems to lack a clear town centre”

“It’s a pretty good town”

“Its lovely and the pedestrian area is a big improvement”

“A lovely day out”

“Nice range of shops and different types of shops”

“A civilised town but not enough pedestrian areas”

“A nice and safe town”

APPENDIX

Postcode Analysis of Interviewees

Interviewees were asked to give the first 3/4 digits of their home postcode and this data provides some indication of where visitors taking part in the survey are based.

Local Visitors

As might be expected, by far the largest group interviewed came from within the Warwick area: 158 (79%) were based in Warwick. Another 10.5% travelled from the Leamington Spa area.

Table 31: Home Base of Local Visitors Interviewed (numbers)

Home Location	Number
Warwick	158
Leamington Spa	21
Kenilworth	6
Coventry	5
Other West Midlands/Warwickshire	10
Total	200

Source: IRN Street Surveys, August 2008

Tourist Visitors

35% of the tourist visitors came from within the Warwickshire/West Midlands area.

Table 32: Home Base of Tourist Visitors Interviewed (numbers)

Home Location	Number
Warwickshire/West Midlands	14
London/South East	4
Northamptonshire	3
Other UK areas:	11
Chelmsford	
Cirencester	
Hereford	
Leicester	
Manchester	
Newcastle	
Oldham	
Oxford	
Portsmouth	
Stevenage	
Stoke on Trent	
No reply	8
Total	40

Source: IRN Street Surveys, August 2008