
Battle Destination Benchmarking Visitor Survey 2005

Final Report

TOURISM
SOUTH EAST

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EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

Profile of visitors

- ⇒ With regard to visitor type, the largest proportion of visitors, around 68% were day visitors on holiday. 22% were day visitors from home and the remaining 10% were visitors staying in Battle.
- ⇒ Visiting parties contained on average 2.75 people and 71% of all visiting parties contained adults only.
- ⇒ 4% of visitors to Battle were part of an organised group.
- ⇒ 14.5% were from overseas, with the USA, followed by Australia, Germany and Canada among the most popular countries of origin. The remaining 85.5% of visitors were from a wide range of locations in the UK, with Kent, Greater London, East Sussex and Essex among the most popular counties of origin.
- ⇒ Most visitors staying in Battle were found to be staying at the home of a friend or relative.

Visit characteristics

- ⇒ Leisure and holiday purposes are the main purpose of visits for the majority of visitors to Battle.
- ⇒ The average length of stay for day visitors (both from home and from holiday bases) was found to be 0.95 hours.
- ⇒ The average length of a staying trip was found to be 5.15 nights.
- ⇒ 42% of visitors had visited Battle previously.
- ⇒ 86% of visitors travelled to Battle by private motor vehicle.
- ⇒ 39% of visitors had been to the Tourist Information Centre.
- ⇒ Hastings Castle was the most popular places visited (78.9%), followed by Hastings funicular railway (34.2%) and Smugglers Adventure (28.9%).

Destination awareness

- ⇒ The most popular websites viewed were www.battle-tourism.co.uk and www.english-heritage.org.uk
- ⇒ Historic sites were the biggest factor in the decision to visit Battle (80%).
- ⇒ The main image of 1066 Country was the Battle of Hastings (75%).
- ⇒ The Abbey was the main thing liked about Battle (33.8%).
- ⇒ The weather was the main dislike about Battle (33.3%) followed by the expense of parking and shops(17.9%).
- ⇒ Only two visitors would not recommend Battle as a place to visit.

Visitor expenditure

- ⇒ On average, a staying visitor was found to have spent £47.66 per person per 24 hours. This compares to an average staying visitor spend of £34.00 across all historic towns.
- ⇒ On average, a day visitor (both from home and from holiday bases) was found to have spent £14.16 per person per 24 hours. This compares to an average staying visitor spend of £13.53 across all historic towns.

Visitor opinions

- ⇒ Relatively high levels of satisfaction were found among visitors to Battle on the various indicators which together comprise the 'visitor experience'.
- ⇒ The highest scoring indicators related to; the cleanliness of streets, ease of finding the TIC and the general atmosphere and feeling of welcome.
- ⇒ The lowest scoring indicators related to; the value for money at places to eat and drink and feeling of safety from traffic. No indicators rated less than 3.00 ('average').
- ⇒ 88% of visitors rated the overall enjoyment of their visit as 'high' or 'very high'. 91% rated the likelihood of them recommending Battle to others as 'likely' or 'very likely'.

1. INTRODUCTION

1.1 BACKGROUND

This report presents the findings of a face-to-face survey of visitors to Battle conducted between July and October 2005.

Month	Sample
July	0
August	180
September	20
October	0

Location	Percentage of Sample
Outside Abbey	98%
High Street	2%

1.2 DESTINATION BENCHMARKING

During 2005, the Regional Tourist Boards conducted surveys in 13 market towns throughout England to obtain visitors' opinions of a wide range of factors or indicators which together comprise the 'visitor experience'.

Each factor or indicator was rated on a range 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), allowing an opinion score (out of a maximum of five) to be calculated.

A standardised methodology was used, in terms of the interviewing period and questionnaire design. This allows direct comparisons to be made between the results for individual market towns and the average and highest ('max') scores from all surveys conducted. Market towns included in the 2005 survey are shown below along with additional market towns from the 2004 and 2003 surveys.

<u>2005</u>	<u>2004</u>	<u>2003</u>
Alston	Chesterfield	Stamford
Penrith	Caistor	Alnwick
Keswick	Gainsborough	Amble
Ulverston	Market Rasen	Berwick-upon-Tweed
Ambleside	Darlington	Haltwhistle
Bowness-on-Windermere	Barnard Castle	Hexham
Morpeth	Stanhope	Rothbury
Rye	Ramsay	Seahouses
Battle	St Ives	Wooler
Dorchester-on-Thames		Cheddar
Huntingdon		Shaftesbury
St Neots		Henley
Upper Calder Valley		Wallingford
		Thame

The average percentage of people giving an answer of 'very good' (or the most positive response) and the average percentage of people giving an answer of 'very poor' (or most negative answer) is shown for all market towns. For the individual market town, the actual percentage of 'very good' and 'very poor' scores are shown. The maximum and minimum percentage of 'very good' and 'very poor' scores achieved in relation to each factor or indicator is also given for all market towns.

The average, maximum and minimum sample sizes for all market towns are also given.

Sample sizes

Mean opinion scores and percentages have been calculated using amalgamated data from surveys conducted in the destinations listed above. Each destination has been given an equal weighting.

Sample sizes varied significantly between indicators, (because visitors were more likely to use or experience, and therefore comment on, certain facilities, services or features than others) and also varied between destinations.

In almost all cases, sample sizes exceeded 50 respondents. However, in some destinations, samples relating to the following eight indicators were less than 50.

- TIC – ease of finding
- TIC – quality of service
- TIC – usefulness of information provided
- Accommodation – quality of service
- Accommodation – value for money
- Ease of parking
- Cost of parking

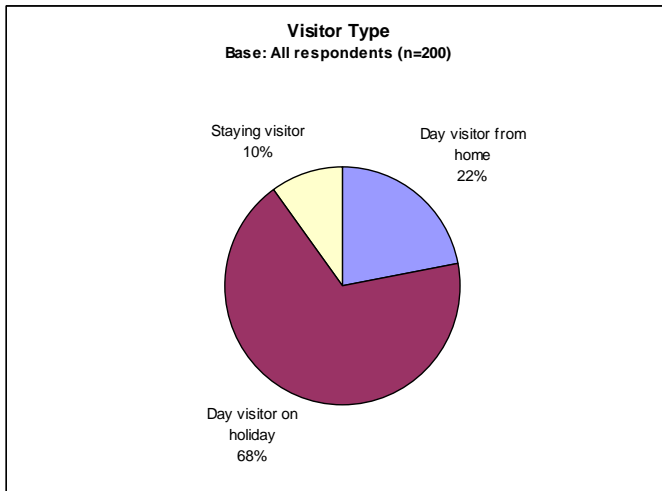
Results relating to these indicators should be interpreted with caution.

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

2. VISITOR PROFILE

2.1 VISITOR TYPE - DAY OR STAYING

Of the 200 visitors interviewed, 180 (90%) were day visitors. The majority of these (136, 68%) were day visitors on holiday from bases outside Battle, while 44 (22%) were day from home. The remaining 20 (10%) of visitors were staying overnight in commercial or non-commercial accommodation within Battle.



2.2 GROUP SIZE AND COMPOSITION

On average, visitor groups contained 2.75 persons.

TABLE (1): AVERAGE GROUP SIZE (ALL VISITORS)

	ALL MARKET TOWNS	BATTLE
CHILDREN	0.54	0.49
ADULTS	2.09	2.26
TOTAL PEOPLE	2.47	2.75

Nearly three-quarters of all visiting groups (71%) contained adults only.

Among groups containing children, the most popular group composition was two adults with two or more children (12% of total sample).

TABLE (2): GROUP COMPOSITION

	All	Day visitor from home	Day visitor on holiday	Staying visitor
One adult	8%	9%	7%	15%
Two adults	50%	48%	48%	70%
Three adults	7%	18%	4%	-
Four adults	4%	5%	4%	-
Five or more adults	2%	-	2%	-
One adult & one child	3%	2%	3%	5%
Two adults & one child	7%	5%	9%	-
Two adults & two or more children	12%	9%	14%	-
Three adults & one child	1%	-	1%	5%
Three adults & two or more children	2%	-	2%	-
Four or more adults & one or more children	6%	5%	7%	5%

2.3 PART OF AN ORGANISED GROUP?

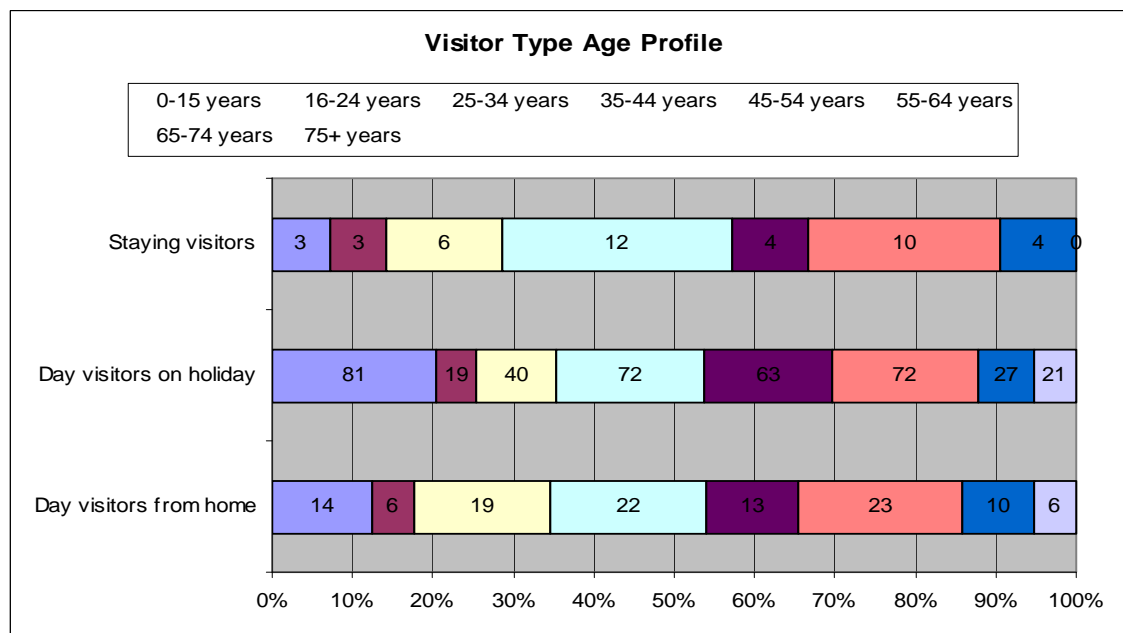
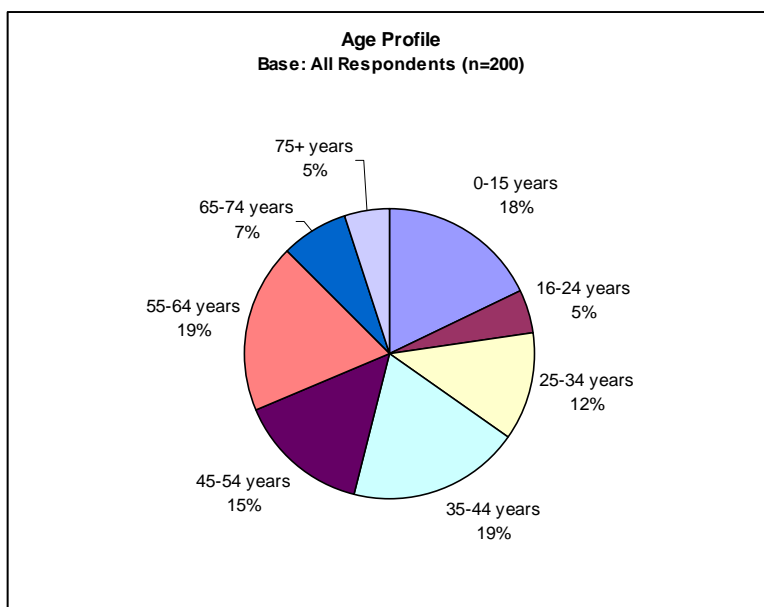
The vast majority of visitors to Battle (192, 96%) travelled independently. Only eight (4%) visitors questioned were part of an organised tour. This is similar to the result for all market towns.

TABLE (3): WHETHER PART OF ORGANISED GROUP (ALL VISITORS)

	ALL MARKET TOWNS	BATTLE
YES	5	4
NO	95	96

2.4 AGE

Given the high proportion of groups containing adults only, it is not surprising to find that only 18% of visitors are children. The age of visitors is largely concentrated towards the middle ages with 53% of visitors aged between 35 and 64 years.



2.5 SOCIO-ECONOMIC GROUP

The socio-economic profile of visitors to Battle is shown in Table 4 below. This profile is based on the occupation of the highest earner in the interviewee's household and takes into account the previous occupation of those who were retired.

TABLE (4): SOCIO-ECONOMIC PROFILE (ALL VISITORS)

	<i>ALL MARKET TOWNS</i>	<i>BATTLE</i>
AB	23	27
C1	37	42
C2	24	24
DE	17	7

2.6 ORIGIN OF VISITORS

The majority (85.5%) of visitors were domestic. As would be expected the majority of visitors are from the South East region and London. The table below shows the origin of domestic visitors.

TABLE (5): COUNTY OF ORIGIN

Kent	13.50%
G. London	10.50%
East Sussex	8.20%
Essex	7.00%
Surrey	6.40%
Lincs	3.50%
Beds	2.90%
Lancs	2.90%
Suffolk	2.90%
West Sussex	2.90%
Scotland	2.90%
Herts	2.30%
Merseyside	2.30%
Oxon	2.30%
Yorkshire - South	2.30%
Middlesex	2.30%
Cambs	1.80%
Devon	1.80%
Dorset	1.80%
Hants	1.80%
Wales - South	1.80%
Berks	1.20%
Cheshire	1.20%
Derbyshire	1.20%
Norfolk	1.20%
Somerset (including Bristol)	1.20%
Wilts	1.20%
Bucks	0.60%

Cumbria	0.60%
G. Manchester	0.60%
Leics	0.60%
Notts	0.60%
Shropshire	0.60%
Staffs	0.60%
Tyne & Wear	0.60%
Wales - North	0.60%
Wales - Mid	0.60%
Warwickshire	0.60%
West Midlands	0.60%
Worcs	0.60%
Yorkshire - North	0.60%
Yorkshire - West	0.60%

14.5% of visitors were from abroad. The table below shows the country of origin which varies between North America, Australasia and Europe.

TABLE (6): COUNTRY OF ORIGIN	
U.S.A.	20.70%
Australia	17.20%
Germany	13.80%
Canada	10.30%
Netherlands	10.30%
Belgium	6.90%
Austria	3.40%
Italy	3.40%
Sweden	3.40%
Switzerland	3.40%
Hungary	3.40%
New Zealand	3.40%

68% of visitors were staying in towns outside of Battle. The table below documents which towns these were. The majority (84.4%) of visitors staying outside of Battle were staying in East Sussex. Otherwise visitors were staying in Kent (11.9%) or West Sussex (3.7%).

TABLE (7): TOWN STAYING IN	
Hastings	19.30%
Eastbourne	13.30%
Rye	8.90%
Bexhill	5.90%
St Leonards	4.40%
Sedlescombe	3.70%
Crowhurst	3.70%
Brighton	2.20%
Staplecross	2.20%
Maidstone	1.50%
New Romney	1.50%
Lewes	1.50%
Canterbury	1.50%
Pevensey	1.50%
Peasmarsh	1.50%
Camber Sands	1.50%

Hailsham	1.50%
Worthing	1.50%
Whitstable	1.50%
Winchelsea	1.50%
Pestalozzi Village	1.50%
Rochester	0.70%
Tunbridge Wells	0.70%
Polegate	0.70%
High Halden	0.70%
Heathfield	0.70%
Westham	0.70%
Ashburnham	0.70%
Jevington	0.70%
East Grinstead	0.70%
Brede	0.70%
Lower Dicker	0.70%
Bodiam	0.70%
Elmstead	0.70%
Hove	0.70%
Patching	0.70%
Icklesham	0.70%
Hever	0.70%
Alfriston	0.70%
Westfield	0.70%
Rolvenden	0.70%
Hythe	0.70%
Chiddingly	0.70%
Kitchenham	0.70%
Hurstpierpoint	0.70%
Faversham	0.70%

2.7 ACCOMMODATION

The majority (50%) of staying visitors in Battle stay in some kind of camping or caravan accommodation. Hotels and B&Bs are the next most popular choice of accommodation. The specific types of accommodation stayed in and comparison with all market towns is shown in Table 8.

TABLE (8): TYPE OF ACCOMMODATION USED (ALL VISITORS)

	<i>ALL MARKET TOWNS</i>	<i>BATTLE</i>
<i>HOTEL</i>	13%	20%
<i>B&B/GUEST HOUSE</i>	10%	5%
<i>PUB/INN</i>	1%	5%
<i>RENTED SELF CATERING</i>	6%	0%
<i>TOURING CARAVAN</i>	9%	30%
<i>STATIC CARAVAN – OWNED</i>	9%	0%
<i>STATIC CARAVAN - RENTED</i>	3%	5%
<i>CAMPING</i>	9%	15%
<i>YOUTH HOSTEL</i>	1%	0%
<i>HOLIDAY CENTRE</i>	1%	0%
<i>HOME OF FRIEND OR RELATIVE</i>	30%	15%
<i>SECOND HOME</i>	2%	0%
<i>OTHER</i>	5%	5%

3. CHARACTERISTICS OF VISIT

3.1 PURPOSE OF VISIT

The majority of visitors (91%) were visiting Battle for leisure or holiday purposes.

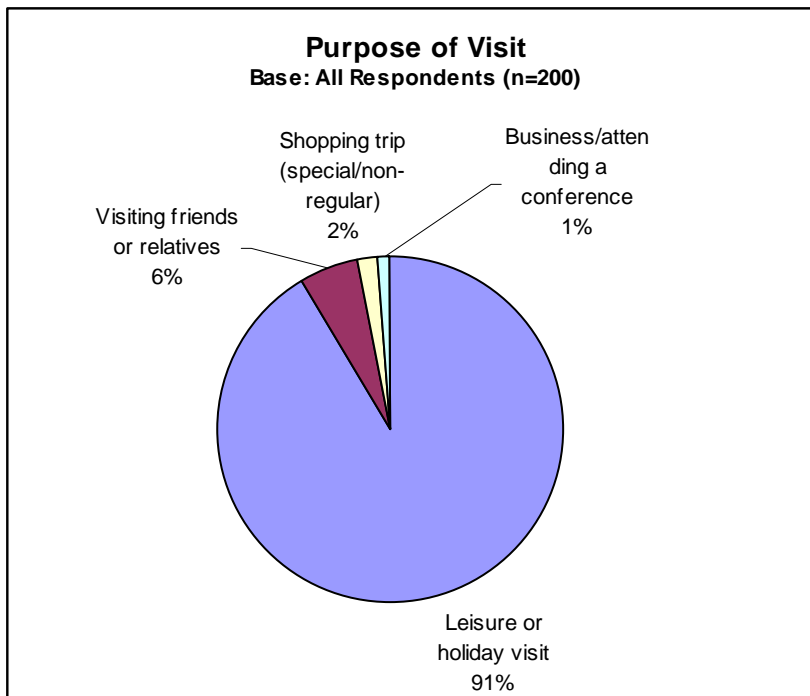


Table 9 compares Battle with all market towns. More visitors to Battle are there for leisure/holiday purposes than the average for all market towns.

TABLE (9): PURPOSE OF VISIT (ALL VISITORS)

	LL MARKET TOWNS	BATTLE
LEISURE/ HOLIDAY	75	92
VFR	11	6
SPECIAL SHOPPING TRIP	14	2
BUSINESS/ CONFERENCE	0	1
LANGUAGE STUDENT	0	0
OTHER	0	0

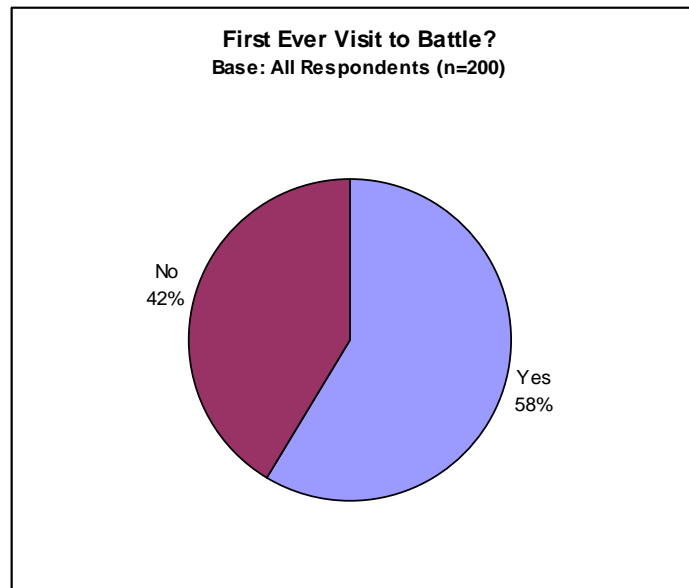
3.2 LENGTH OF STAY

For visitors travelling to Battle for a leisure day out, the average length of time spent in the district was 0.95 hours.

For visitors staying overnight in Battle, the average duration of the trip was found to be 5.15 nights.

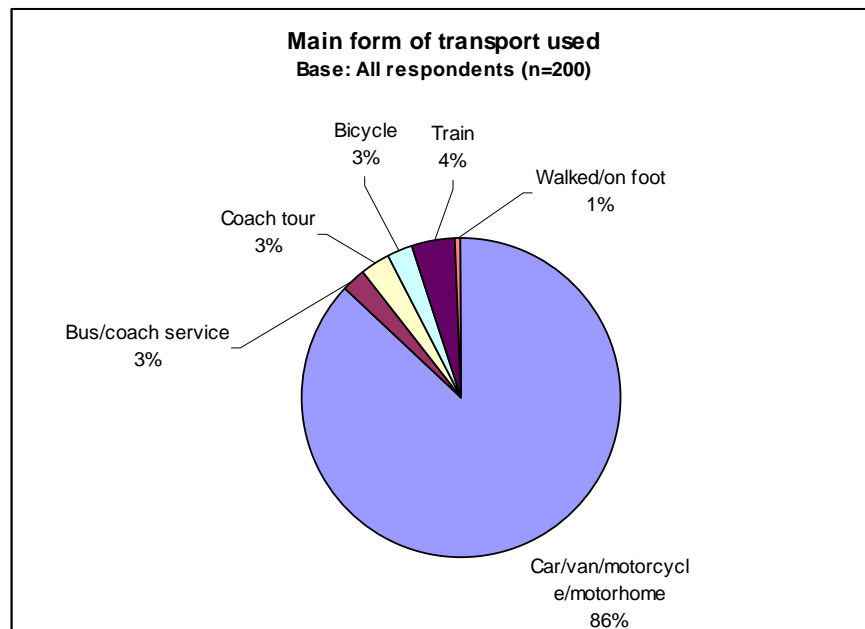
3.3 REPEAT VISIT

A larger proportion of visitors to Battle had not visited previously than those who had. On average visitors had visited for day trips 1.06 times previously and for staying visits 0.46 times previously.



3.4 MAIN FORM OF TRANSPORT USED

The vast majority of respondents travelled by car, van, motorcycle or motor-home. The use of public transport was limited.



3.5 WHETHER BEEN INTO TIC

The proportion of visitors in Battle visiting the TIC was slightly higher than all market towns.

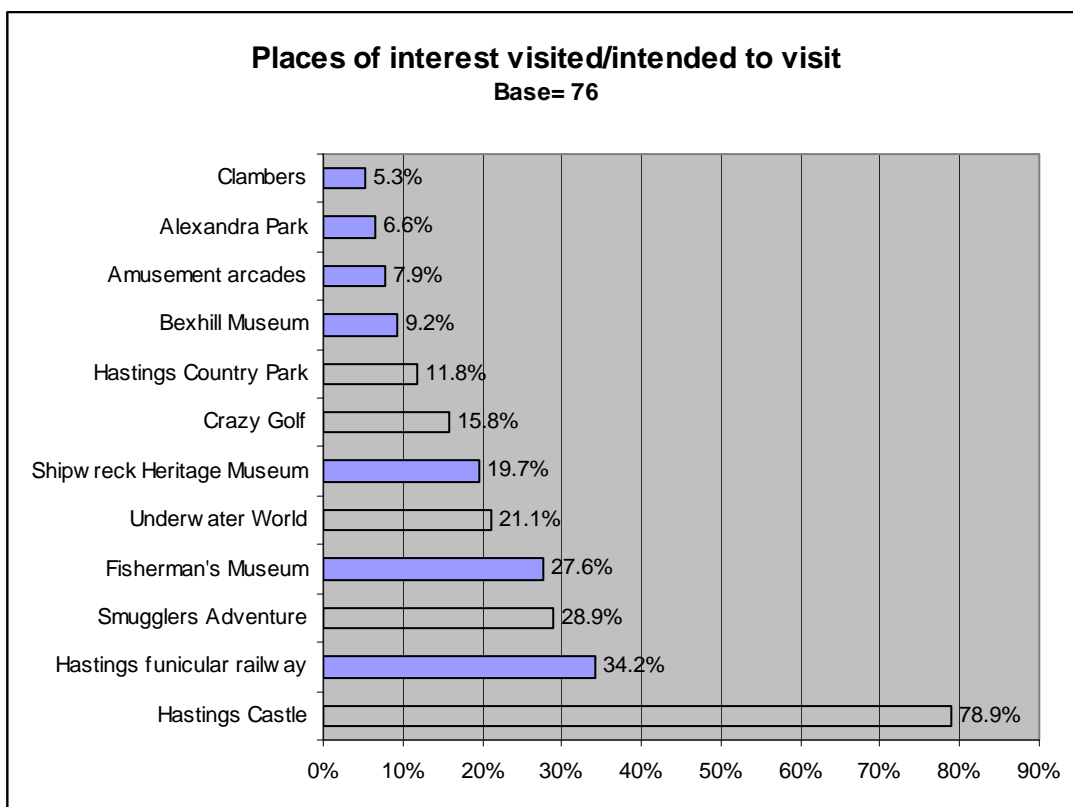
TABLE (10): WHETHER BEEN INTO TIC (ALL VISITORS)

	ALL MARKET TOWNS	BATTLE
YES	23%	39%
NO	77%	63%

3.6 VISITING SPECIAL EVENTS

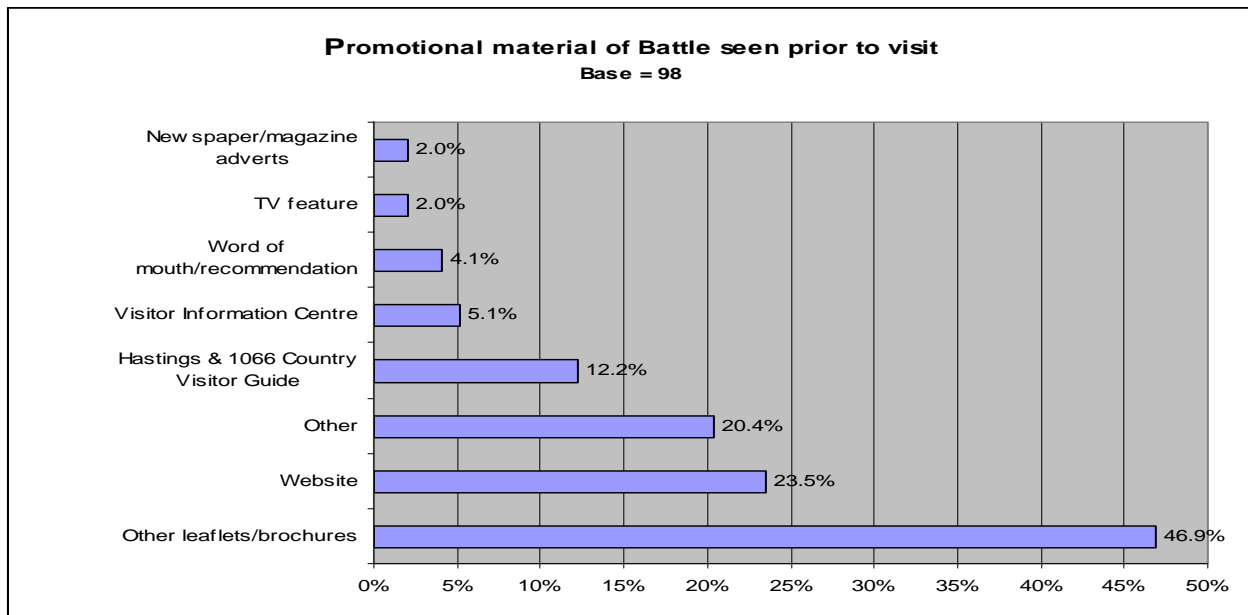
Only three respondents stated that they had visited special events whilst in Battle. Two respondents had visited the Battle Proms whilst one respondent stated Trafalgar 200 as a special event visited.

3.6 PLACES OF INTEREST VISITED



4. VISITOR AWARENESS

4.1 PROMOTIONAL MATERIAL SEEN PRIOR TO VISIT



Other types of features seen are shown in the table below.

TABLE (11):
Other type of feature, advertisement or promotion seen

English Heritage	9
Caravan Club booklet	2
Rye tourist	1
Lonely Planet guide	1
History books	1
Non-specific travel books	1
Custom motorbike club	1
Buildings of England	1
Red Letter Days	1
Sussex attractions map	1
Rough Guide	1
Walks in London and the South East	1

4.2 WEBSITES CONSULTED

The most popular website consulted prior to visits to Battle was the Battle Tourism website (31.8%)

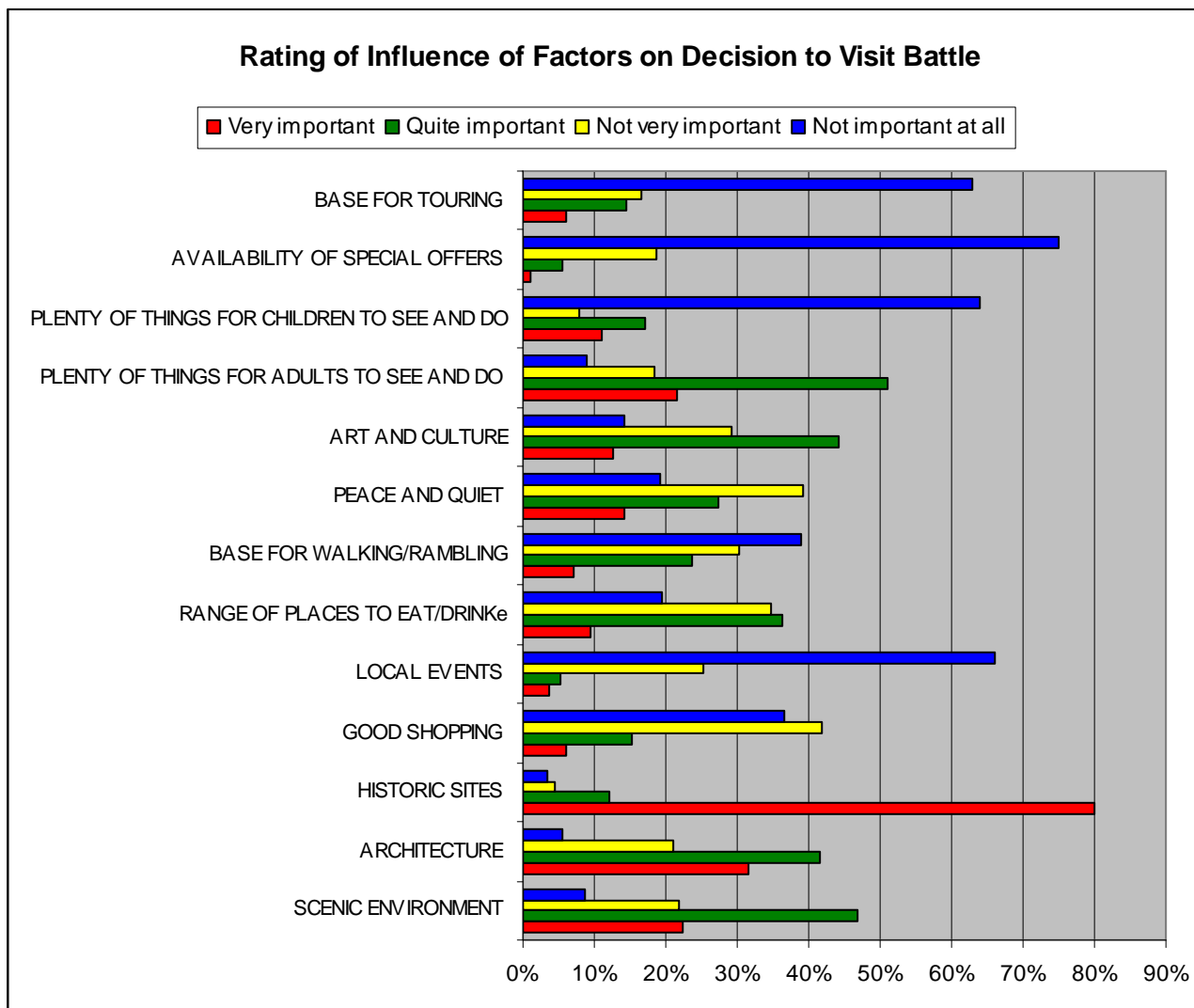
TABLE (12):
Named website seen for Battle prior to this visit

Battle Tourism	7
English Heritage	4
Visit South East England	3
1066 Country	1
Visit Hastings	1
Bexhill-on-Sea	1
Trip Advisor.com	1
Google search	1
Blue Dog (Australia)	1
Castles and abbeys.co.uk	1
Up Your Street	1

4.3 INFLUENCE OF FACTORS ON DECISION TO VISIT BATTLE

The most important factors that influenced visitors to visit to Battle were historic sites (80%).

The factors that were considered not important at all were the availability of special offers (74.9%) and local events (66%).



4.4 FEATURES OR IMAGES OF 1066 COUNTRY

Respondents were asked to give the first, second and third feature or image that came to mind when they thought of 1066 Country. The combined results are shown in the table below.

The main images and features are related to history and the Battle of Hastings.

TABLE (15): Feature or Image of 1066 Country

Base: 192

Battle of Hastings	75.00%
History	22.40%
Countryside	10.40%
William the Conqueror/Norman soldiers	8.30%
Battle Abbey	7.30%
Bayeux tapestry	7.30%
Castles	5.70%
King Harold	5.70%
Churches	2.60%
Chess pieces	1.00%
E.F.Benson	0.50%
Bodiam	0.50%
Bird watching	0.50%
English vineyards	0.50%

4.5 PARTICULAR LIKES ABOUT BATTLE

Visitors were asked what they particularly liked about Battle. The results are shown in the table below.

TABLE (17) Particular Likes About Battle

Base: 198

Abbey	33.80%
Atmosphere/Olde Worlde/quaint	28.80%
History	23.70%
Actual battlefield	22.70%
Scenery/pretty	15.70%
Flowers	11.60%
Buildings/architecture	10.10%
Tour guide/audio tour	10.10%
Speciality shops (books, bakers, etc)	9.60%
Quiet/peaceful	7.60%
Lots to see and do	5.10%
Friendly people	1.50%
Museum	1.00%
Visitor Information Centre	0.50%
Dogs allowed	0.50%
Accessibility	0.50%
Not crowded	0.50%

4.6 DISLIKES ABOUT BATTLE

Visitors were asked if anything had spoilt their visit to Battle. The results are documented in the table below.

TABLE (18) Anything that spoilt visit to Battle
Base: 39

Poor weather	33.30%
Expensive (parking, shops, etc)	17.90%
Traffic	7.70%
Shops closed	7.70%
Abbey closed due to the Proms	7.70%
Inadequate parking	5.10%
Tour around Abbey expensive	5.10%
Need maps/signs at train station	5.10%
Too many amusements	2.60%
Abbey not opening late	2.60%
Not enough to see	2.60%
Not enough to do in the evening	2.60%
Too many tourists	2.60%

4.7 RECOMMENDING

Only two respondents stated that they would not recommend Battle as a place to visit. The reasons given for this was that car parks, tours and food were expensive.

5. VISITOR EXPENDITURE IN BATTLE

5.1 STAYING VISITORS - BY CATEGORY OF EXPENDITURE

Staying visitors in Battle spend far more than the average for all market towns. This is true for all categories except for travel.

TABLE (13): Average expenditure in Battle per person - all staying visitors		
Category of expenditure (£)	Average Spend Battle 2005	Average spend 'All Market Towns'
Accommodation	£13.12	£15.11
Eating/Drinking	£12.10	£7.25
Shopping	£12.95	£8.36
Entertainment	£7.77	£1.36
Travel	£1.72	£1.92
Average spend total	£47.66	£34.00

5.2 DAY VISITORS - BY CATEGORY OF EXPENDITURE

Day visitors have a lower average spend than staying visitors. This is largely attributed to accommodation expenditure by staying visitors, but day visitors also spend less on all of the other categories, especially shopping and eating and drinking. Day visitors to Battle spend marginally more than day visitors to all market towns as shown in the table below.

TABLE (14): Average expenditure in Battle per person- all day visitors		
Category of expenditure (£)	Average Spend Battle 2005	Average spend 'Market Towns'
Eating/Drinking	£5.13	£4.28
Shopping	£3.24	£7.31
Entertainment	£3.74	£0.86
Travel	£2.05	£1.08
Average spend total	£14.16	£13.53

6. VISITORS' OPINIONS

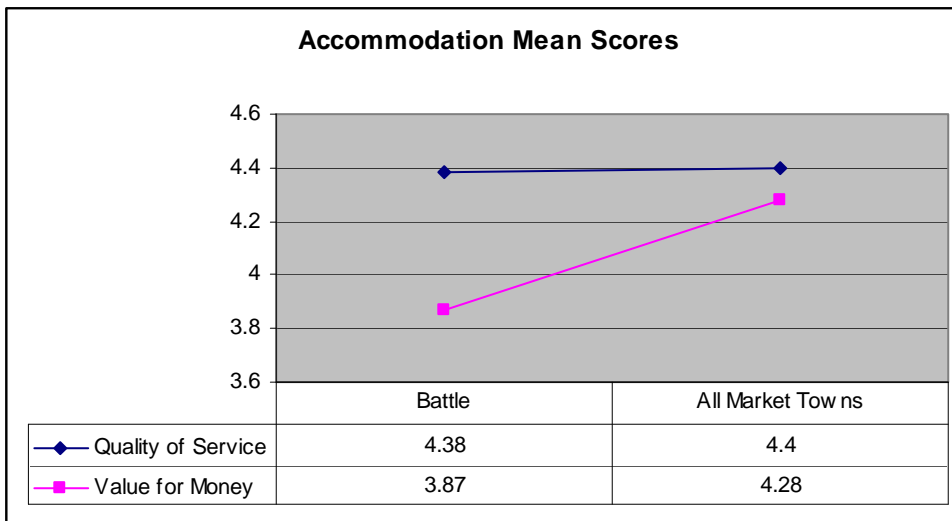
6.1 ACCOMMODATION

Visitors to Battle were fairly impressed with the quality of service at accommodation in Battle. The mean score (4.38) is very similar to all market towns (4.4).

Value for money was not considered as highly with 47% of visitors only rating this as average. Although no respondents rated it as poor or very poor, the mean score was lower than the average for all market towns.

TABLE (15): Accommodation

	Quality of Service	Value for Money
% VERY GOOD	50	33
% GOOD	38	20
% AVERAGE	13	47
% POOR	0	0
% VERY POOR	0	0



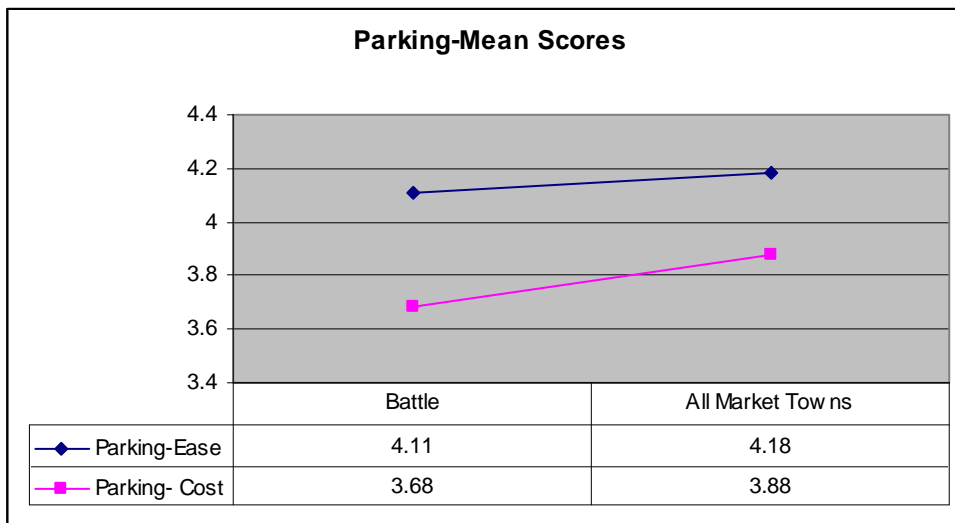
6.2 CAR PARKING

The mean score for Battle for ease of parking was lower than for all market towns. 12% of visitors answered that they found parking 'difficult' or 'very difficult'.

The responses to the cost of parking were found to be extremely variable with 12% stating that it was 'very' or 'quite' expensive whilst 54% of visitors found it to be 'very reasonable' or 'reasonable'. The mean score is lower than for all market towns.

TABLE (16): Car parking ratings

	Ease of parking		Cost of parking
Very easy	43	Very reasonable	23
Quite easy	40	Reasonable	31
Average	5	About average	34
Difficult	8	Quite expensive	11
Very difficult	4	Very expensive	1

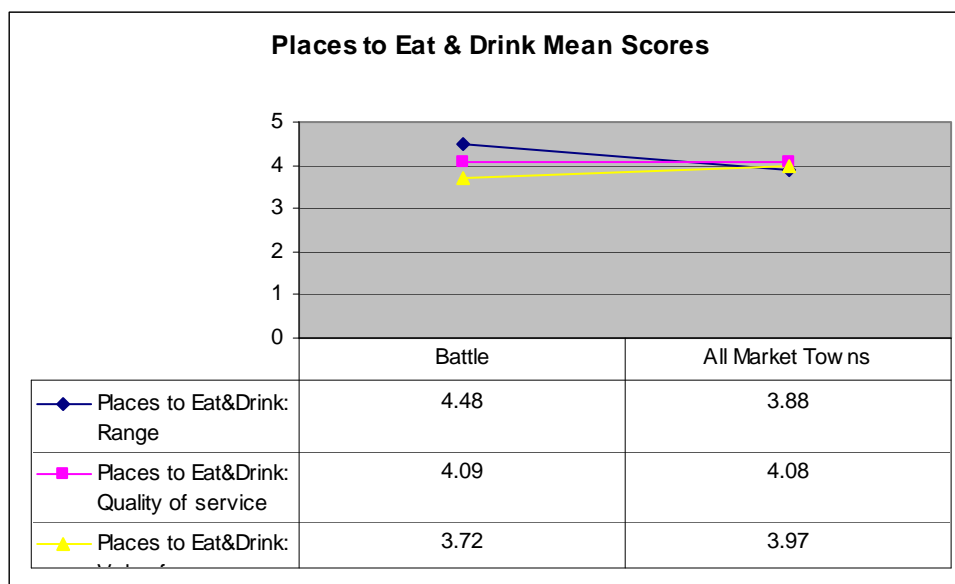


6.3 PLACES TO EAT & DRINK

Visitors' satisfaction with the range of places to eat and drink was mostly 'very good' or 'good' (74%). This was similar for quality of service (82%). The mean score for value for money was lower in Battle than for all market towns.

TABLE (17): Places to eat & drink ratings

	Range of ...	Quality of service	Value for money
Very good	53%	35%	24%
Good	41%	47%	38%
Average	6%	12%	27%
Poor	0%	5%	7%
Very poor	0%	1%	4%



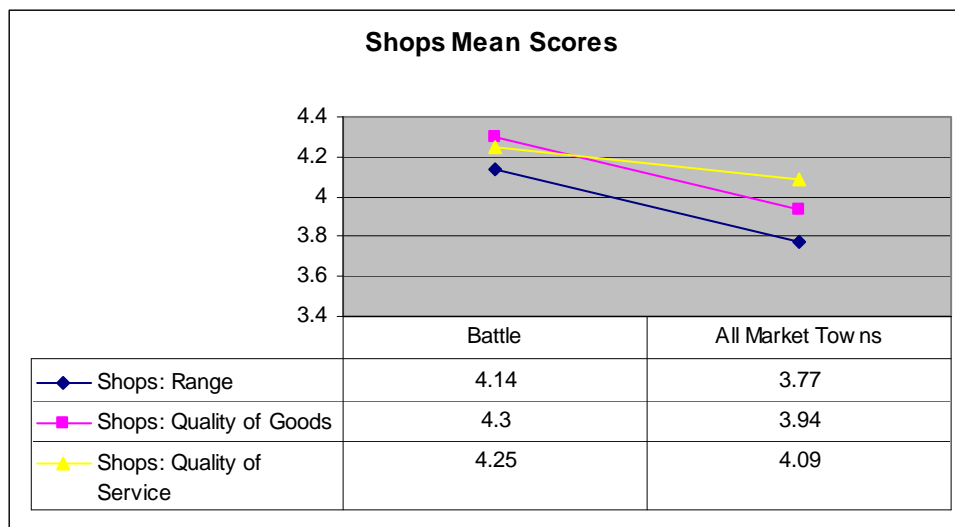
6.4 SHOPS

Visitors interviewed were asked to score Battle's shops on three areas: range, quality of the goods and the quality of service received in the shops.

The average opinion score achieved for range of shops was 4.14, with 85% rating the range as 'Good' and 'Very good'. The average score for the quality of the goods was 4.3, with 88% rating it as 'Good' and 'Very good'. 96% of those surveyed during this period considered the quality of service provided in the shops to be either 'Good' or 'Very good', providing an average score of 4.25. All three aspects rated received higher mean scores than for all market towns.

TABLE (18): Retail ratings

	Range of shops	Quality of Goods	Quality of service of shops
Very good	33%	42%	29%
Good	52%	46%	67%
Average	10%	12%	4%
Poor	5%	0%	0%
Very poor	0%	0%	0%

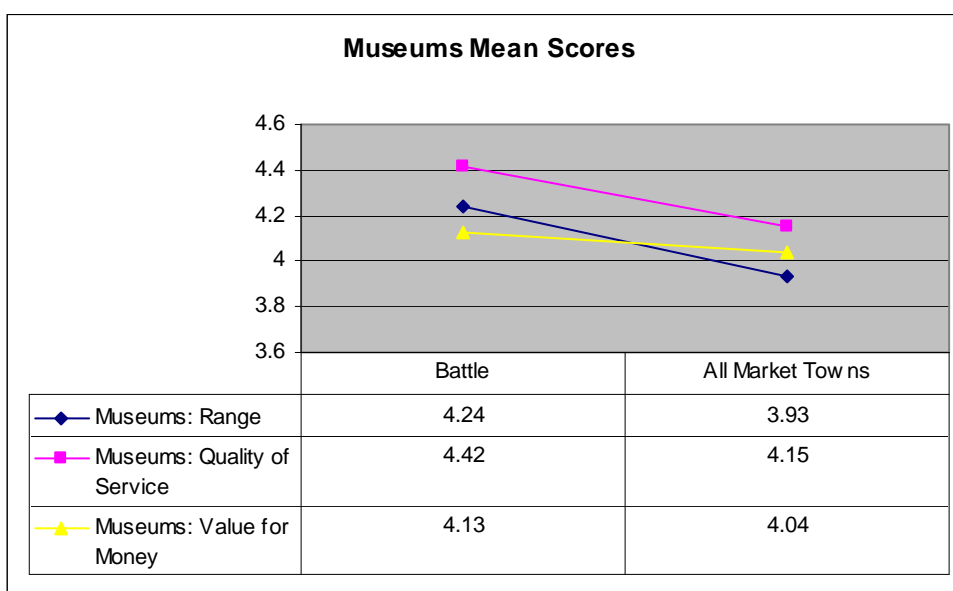


6.5 MUSEUMS

Visitors to Battle rated the Museums higher than all market towns for all categories. 87% of visitors to Battle rated the range of museums as 'good' or 'very good', providing a mean score of 4.24. The quality of service had a mean score of 4.42 with 94% of visitors rating it as 'good' or 'very good'. Similarly the value for money of museums rated higher than for all market towns with a mean score of 4.13.

TABLE (19) Museums

	Range of Museums	Quality of Service	Value for Money
Very good	38%	48%	30%
Good	49%	46%	46%
Average	12%	6%	22%
Poor	1%	0%	2%
Very Poor	0%	0%	0%



6.6 TOURIST INFORMATION CENTRE

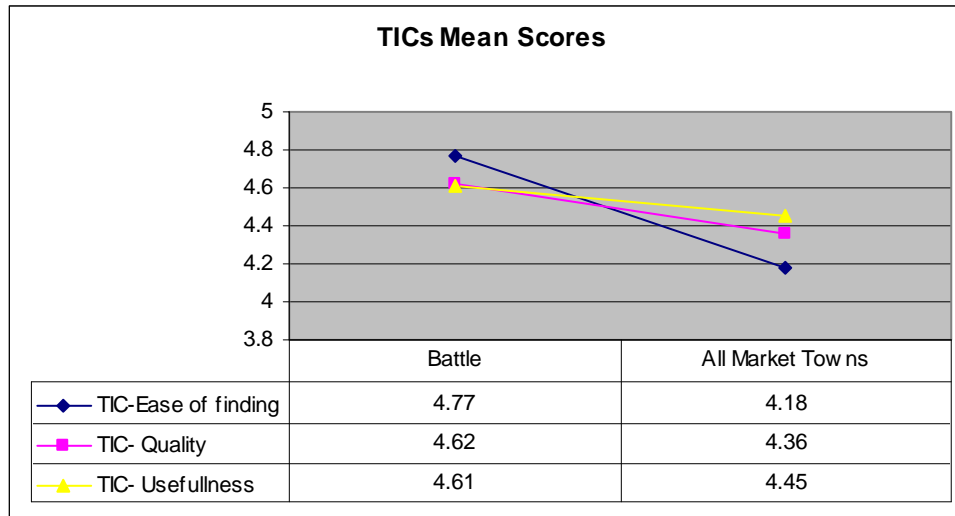
The Tourist Information Centre rates highly. 99% of visitors rated the ease of finding it as 'good' or 'very good'. The mean score is higher than the benchmarking score for all market towns.

The quality of service was also rated well. The mean score of 4.62 is slightly higher than for all market towns of 4.36.

The usefulness of information is also slightly higher than the average for all market towns with 98% of visitors to Battle rating it as 'good' or 'very good'.

TABLE (20) TIC's

	Ease of Finding	Quality of Service	Usefulness of Information
Very good	78%	66%	65%
Good	21%	31%	33%
Average	1%	3%	0%
Poor	0%	0%	0%
Very Poor	0%	0%	2%



6.7 SIGNAGE / EASE OF FINDING YOUR WAY AROUND

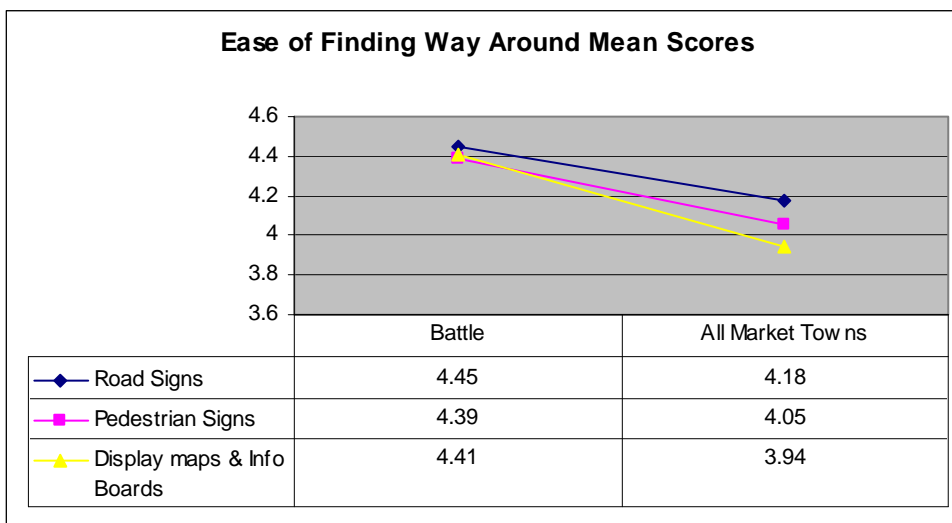
Visitors were asked about three separate aspects of finding their way around the town: road signs, pedestrian signs and display maps and information boards.

The average opinion score for road signs was a positive 4.45. The road signs were rated as 'Very good' by 92% of those who arrived by car. This score was comparable to the average score for pedestrian signs which was 4.39, and the average opinion score for display maps and information boards at 4.41. Those interviewed that had used pedestrian signs also rated them as 'Very good' (46%). 46% of visitors to Battle considered the display maps and information boards to be 'Very Good'.

On all three aspects measured - road signs, pedestrian signs and display maps & information boards, Battle's performance is higher than all market towns.

TABLE (21): Ratings on visitor signs and navigation

	Road signs	Pedestrian signs	Display maps & info boards
Very good	56%	46%	46%
Good	36%	48%	50%
Average	6%	5%	3%
Poor	3%	1%	0%
Very poor	0%	0%	1%



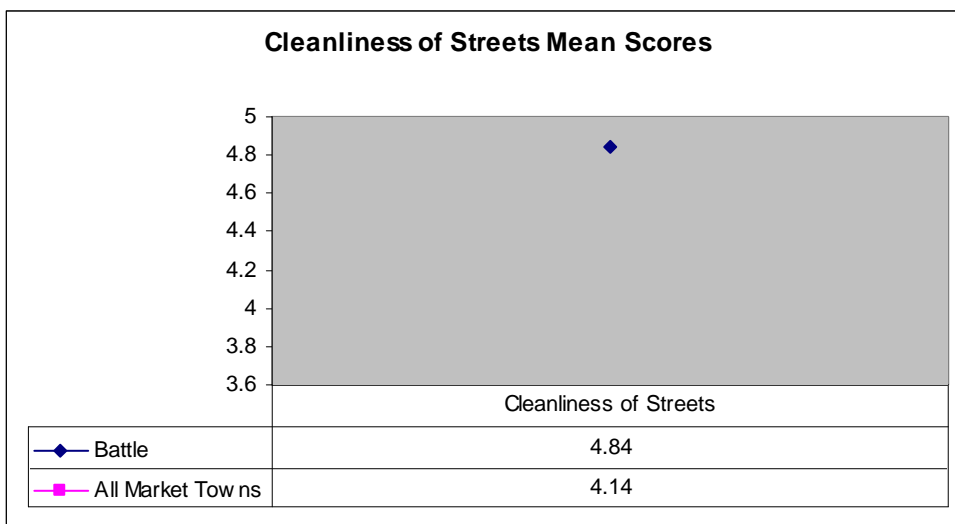
6.8 STREETS

The average score for cleanliness of streets was 4.85, with 99% of those interviewed rating the cleanliness to be 'Good' or 'Very good'. This is higher than for all market towns.

TABLE (22) Streets

Cleanliness of streets

Very Good	85%
Good	14%
Average	1%
Poor	0%
Very poor	0%



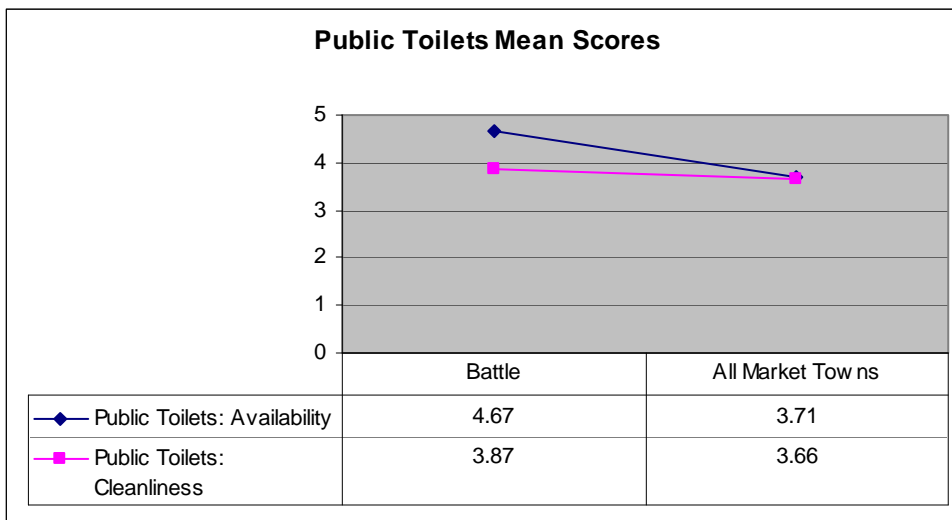
6.9 PUBLIC TOILETS

In terms of availability of public toilets, 96% of visitors rated it as 'Good' or 'Very good', providing an average opinion scoring of 4.67 which is higher than the average for all market towns.

40% of visitors rated the cleanliness of toilets as 'Good', with a further 28% rating the cleanliness of toilets as 'Very good', providing an average score of 3.87. This is a marginally higher mean score than for all market towns.

TABLE (23) Ratings on public toilets

	Availability of public toilets	Cleanliness of public toilets
Very Good	70%	28%
Good	26%	40%
Average	4%	23%
Poor	0%	6%
Very poor	0%	2%



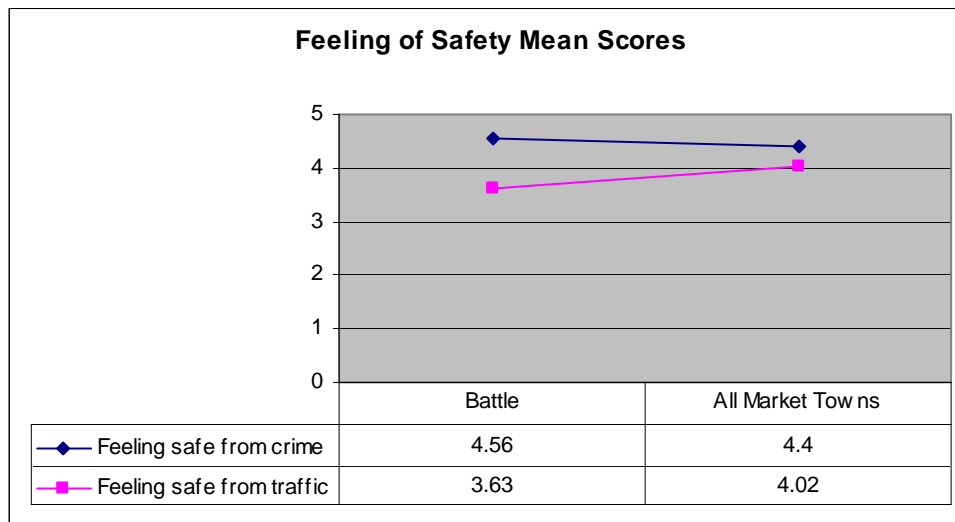
6.10 FEELING OF SAFETY

Feeling of safety from crime in Battle had an average score of 4.56, higher than for all market towns.

Feeling of safety from traffic had a lower mean score of 3.63, which is also lower than the mean for all market towns.

TABLE (24) Safety

	Feeling Safe from crime	Feeling safe from Traffic
Agree strongly	61%	12%
Agree	34%	51%
Neither disagree nor agree	4%	25%
Disagree	1%	10%
Disagree strongly	0%	1%

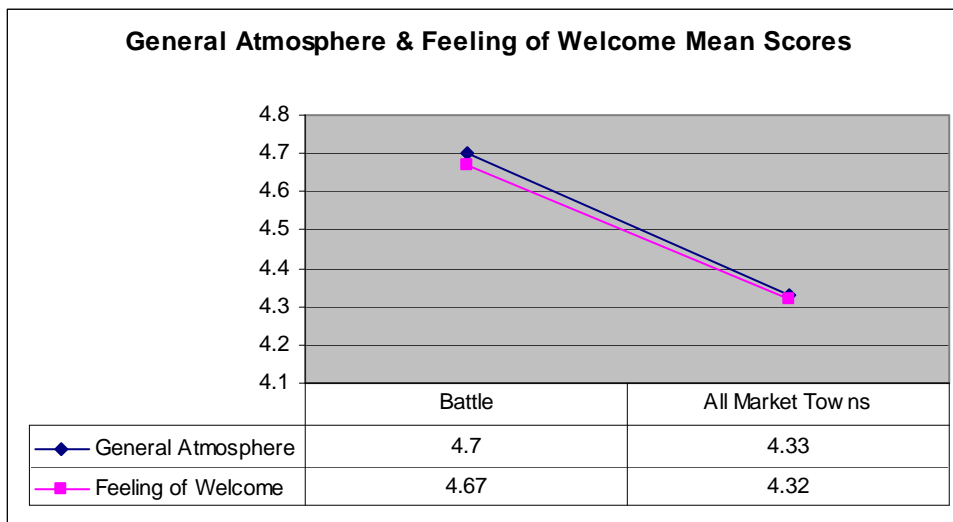


6.11 GENERAL ATMOSPHERE & FEELING OF WELCOME

The general atmosphere and feeling of welcome in Battle rated extremely well. 99% of visitors rated the general atmosphere as 'very good' or 'good'. Similarly the feeling of welcome received a higher mean score than from all market towns.

TABLE (25): Opinions on atmosphere and welcome

	General atmosphere of Battle	Feeling of welcome in Battle
Very good	71%	70%
Good	28%	28%
Average	1%	2%
Poor	0%	1%
Very poor	0%	0%



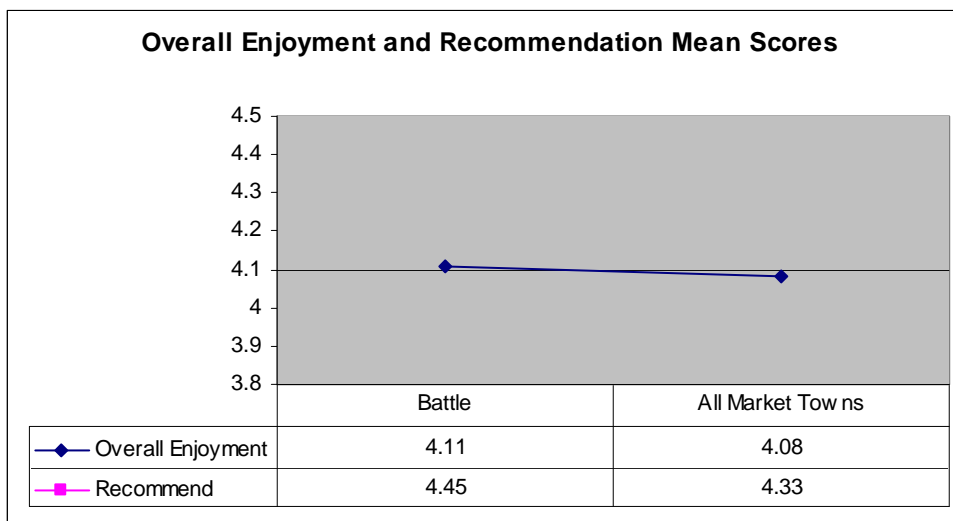
6.12 OVERALL ENJOYMENT OF VISIT/RECOMMENDATION OF VISIT

88% of visitors reported that the overall enjoyment of their visit to Battle was either 'High' or 'Very high'. This provides an average score of 4.11. This is higher than the benchmark for all market towns of 4.08.

91% of all visitors reported that the likelihood of them recommending Battle to others was either 'High' or 'Very high'. The average opinion score for recommending Battle was 4.45.

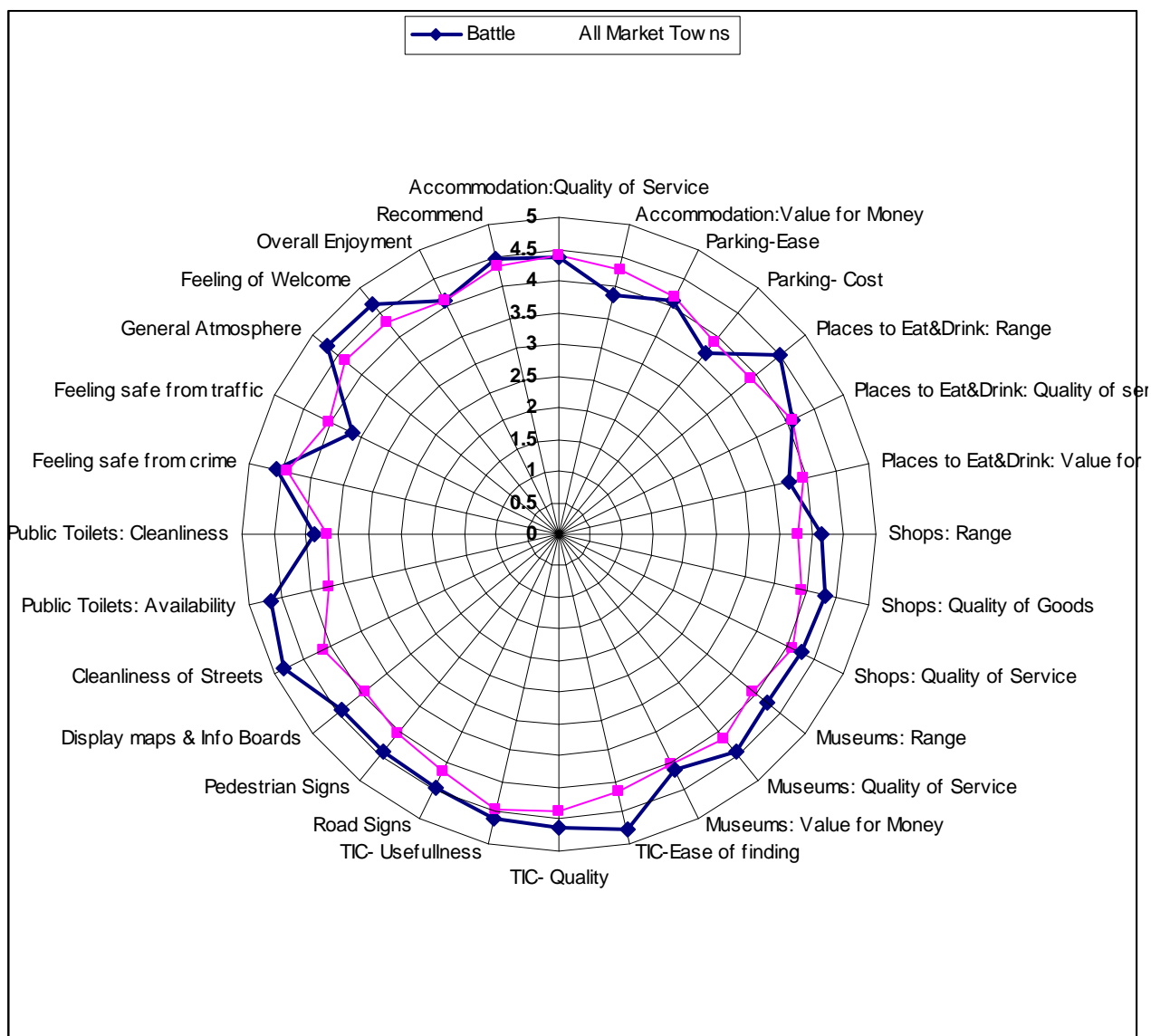
Table (26): Opinions on overall enjoyment

	How would you rate the overall enjoyment of your visit to Battle?	How likely are you to recommend Battle to someone else?
Very high	24%	55%
High	64%	36%
Average	10%	8%
Low	2%	1%
Very low	0%	1%



6.13 ALL OPINIONS

It can be seen from the diagram that Battle scores generally better than all market towns for most categories. The areas where Battle scores down are feeling of safety from traffic, value for money of accommodation and value for money of places to eat and drink. Overall however, this diagram paints an encouraging picture.



APPENDIX

DESTINATION BENCHMARKING – BATTLE 2005

Date: / /05 **Interviewer:**.....

Time: 1100-1300 -1 1501-1700 -3 **Weather:** Wet -1
 1301-1500 -2 1701+ -4 Cloudy (completely overcast) -2
 Sunny (or sunny intervals) -3

Interview location: Outside the Abbey -1
 High Street -2

Good morning/afternoon. I'm from Tourism South East. We are conducting a survey of visitors to Battle. The survey should only take about 10 minutes. Would you be willing to take part?

Refusal	1	2	3	4	5	6	7	8	9	10
---------	---	---	---	---	---	---	---	---	---	----

1. Do you live in Battle or within a 10 mile radius of the town centre?

Yes -1 **Thank and close interview. Do not count to quota. Record interview closures below**
 No -2 **Go to Q2**

Closed	1	2	3	4	5	6	7	8	9	10
--------	---	---	---	---	---	---	---	---	---	----

2. How close to the end of your visit are you? (**READ LIST**)

Just going -1
 Will probably stay a little longer -2
 About half way through -3
 Just arrived -4 → Close interview. Do not count to quota

Closed	1	2	3	4	5	6	7	8	9	10
--------	---	---	---	---	---	---	---	---	---	----

3. What is your MAIN reason for visiting Battle?
 (SHOWCARD 1 – ONE RESPONSE ONLY)

Leisure or holiday visit -1
 Visiting friends or relatives -2
 Shopping trip (special/non-regular) -3
 Business/attending a conference -4

Language student -5
 Shopping trip (regular/household) -6 → **Close**
 Work/study here -7 → **interview.**
 Other (specify) -8 → **Do not count**

..... to quota

4. Where do you live?

Home town.....

County/Country.....

5a. Have you come from home today?

Yes -1 No -2

5b. Are you returning home today?

Yes -1 No -2

IF 'YES' TO BOTH Q5A & Q5B GO TO Q7a

6a. Are you/have you been staying overnight in Battle?

Yes -1 **Go to Q6c**
No -2 **Go to Q6b**

6b. If no, where are you staying?

Nearest town..... County.....

6c. How many nights are you staying? (in Battle or elsewhere)

nights

6d. What sort of accommodation are you staying in?

Hotel	-01
B&B/Guest House	-02
Pub/Inn	-03
Rented self catering accommodation	-04
Touring caravan	-05
Static caravan –owned	-06
Static caravan – rented	-07
Camping	-08
Youth hostel	-09
Boat/yacht	-10
Holiday centre/village	-11
Host family	-12
Home of friend/relative	-13
Second home	-14
Timeshare	-15
Other (specify)	-17

.....

6e. How much have/will you and your party be spending on your accommodation for the duration of your stay (inclusive of breakfast if included in the price of your accommodation)?

£.....

Put "0" if spent/expect to spend nothing

Tick box if Don't know/Can't recall/Declined to say ☐

6f. How would you rate the quality of service provided by your accommodation establishment?

(SHOWCARD 2)

Very poor	-1
Poor	-2
Average	-3
Good	-4
Very Good	-5
Don't know	-6

6g. How would you rate your accommodation in terms of value for money?

(SHOWCARD 2)

Very poor	-1
Poor	-2
Average	-3
Good	-4

Very Good
Don't know

-5
-6

NOW GO TO Q8

ASK ALL DAY VISITORS:

7a. Approximately what time did you arrive in Battle today?
.....(24 hour clock – to the nearest hour)

7b. Approximately what time do you expect to leave Battle today?
.....(24 hour clock – to the nearest hour)

ASK ALL VISITORS

8. Is this your first ever visit to Battle?

Yes -1 **Go to Q10**
No -2 **Go to Q9**

9. How many times have you visited Battle before on a DAY TRIP (last 12 months) and/or STAYING VISIT (last 5 years)?

DAY trips:

STAYING visits:

10. Before this visit did you see any features, advertisements or promotions for Battle via any of the following? (**READ LIST – circle all that apply**)

Website	-1	} Go to Q10a
Hastings&1066 Country Visitor Guide	-2	
Other leaflets/brochures	-3	
Word of mouth/recommendation	-4	
TV feature	-5	
Radio feature	-6	} Go to Q11
Newspaper/magazine adverts	-7	
Newspaper/magazine editorials	-8	
Visitor Information Centre	-9	
Other (specify below)	-10	
.....		

10a. Which website did you use?

1066 Country	-1
<u>Accommodation in Hastings</u>	<u>-2</u>
<u>Visit Hastings</u>	<u>-3</u>
<u>Visit Rye</u>	<u>-4</u>
<u>Bexhill-on-sea</u>	<u>-5</u>
<u>Battle Tourism</u>	<u>-6</u>
<u>Visit South East England</u>	<u>-7</u>
<u>Visit England/Britain</u>	<u>-8</u>
<u>Other (specify below)</u>	<u>-9</u>
.....	

11. Can you tell me what FEATURES or IMAGES first come to mind when you think of 1066 Country? (up to 3)

1)

2)

3)

12. How influential, if at all, were each of the following factors in your decision to visit Battle? (*SHOWCARD 3*)

	Very imp.	Quite imp.	Not very imp.	Not imp. at all
Scenic environment				
Architecture				
Historic sites				
Good shopping				
Local events				
Good range of places to eat/drink				
Base for walking/rambling				
Peace and quiet				
Art and culture				
Plenty of things for adults to see and do				
Plenty of things for children to see and do				
Availability of special offers				
Base for touring				

13. What was the main form of transport you used for the longest part of your journey to Battle?

- | | | |
|--------------------------------|----|-------------------|
| Car/van/motorcycle/motorhome | -1 | Go to Q14a |
| Bus/coach service | -2 | Go to Q15 |
| Coach tour | -3 | Go to Q15 |
| Bicycle | -4 | Go to Q15 |
| Train | -5 | Go to Q15 |
| Walked/on foot | -6 | Go to Q15 |
| Private yacht/boat | -7 | Go to Q15 |
| Other (<i>specify below</i>) | -8 | Go to Q15 |

.....

14a. Have you used any of the town centre car parks today?

	<i>Yes</i>	<i>-1</i>	Go to Q14b
No		<i>-2</i>	Go to Q15

14b. How easy did you find it to park? *(READ LIST)*

Very difficult-1	Quite easy	-4
Quite difficult	-2	Very easy -5
Neither particularly	-3	Don't know -6
difficult or easy		

14c. How would you rate the cost of parking in Battle? *(READ LIST)*

Very expensive	-1	Reasonable	-4
Quite expensive	-2	Very reasonable	-5
About average	-3	Don't know	-6

15. Which, if any, of these attractions/places of interest in or around Battle have you visited/do you intend to visit DURING THIS VISIT? (SHOWCARD 4)

De La Warr Pavillion	-1
Hastings Castle	-2
Hastings funicular railway	-3
Bexhill Museum	-4
Underwater World	-5
Shipwreck Heritage Museum	-6
Fisherman's Museum	-7
Clambers	-8
Crazy Golf	-9
Amusement arcades	-10
Hastings Country park	-12
Alexandra Park	-13
Smugglers Adventure	-14

ONLY ASK Q15a IF ONE OF THE DATES IS RELEVANT TO THEIR VISIT – THEN ONLY ASK ABOUT THAT PARTICULAR EVENT. (See briefing notes)

15a. Have you attended any of the following special events during your visit to Battle? (SHOWCARD 5)

LIST ALL MENTIONED

16. We are interested in your opinion of various aspects of your visit to Battle. On this scale of 1 to 5, where 1 is 'very poor' and 5 is 'very good' (SHOWCARD 2), how would you rate your overall satisfaction with the following:-

1 = Very poor 2 = Poor 3 = Average 4 = Good 5 = Very good 6 = Don't know

Visitor attractions & other places to visit: Tick if didn't use ☐

- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6

Places to Eat & Drink: Tick if didn't use ☐

- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6

Shops: Tick if didn't use ☐

- range	-1	-2	-3	-4	-5	-6
- quality of the shopping environment	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6

Ease of finding way around:

- road signs	-1	-2	-3	-4	-5	-6
- pedestrian signs	-1	-2	-3	-4	-5	-6
- display maps & info. boards	-1	-2	-3	-4	-5	-6

Public toilets: Tick if didn't use ☐

- availability	-1	-2	-3	-4	-5	-6
- cleanliness	-1	-2	-3	-4	-5	-6

Cleanliness of streets -1 -2 -3 -4 -5 -6

Upkeep of parks & open spaces -1 -2 -3 -4 -5 -6

Availability of public seating: -1 -2 -3 -4 -5 -6

Overall impression of Battle in terms of:

- general atmosphere	-1	-2	-3	-4	-5	-6
- feeling of welcome	-1	-2	-3	-4	-5	-6

17. Thinking about your visit to Battle, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 6)

1 = Disagree strongly 4 = Agree
 2 = Disagree 5 = Agree strongly
 3 = Neither Disagree nor Agree 6 = Don't know

I feel quite safe from crime in Battle -1 -2 -3 -4 -5 -6

As a pedestrian in Battle I feel quite safe from traffic -1 -2 -3 -4 -5 -6

18. Have you been into the Visitor Information Centre in Battle during your visit?

Yes -1 **Go to Q18a**
 No -2 **Go to Q19a**

18a. How would you rate the Visitor Information Centre on a scale of 1 to 5 (SHOWCARD 2) , in terms of:

	Very Poor	Poor	Ave	Good	Very Good	Don't Know
Ease of finding	-1	-2	-3	-4	-5	-6
Quality of service	-1	-2	-3	-4	-5	-6
Usefulness of info. received	-1	-2	-3	-4	-5	-6

19a. How would you rate the overall enjoyment of your visit to Battle? (READ LIST)

Very low -1 High -4
 Low -2 Very high -5
 Average -3 Don't know -6

19b. So far this visit, would you say Battle has (READ OUT)

Met your expectations -1
 Failed to meet your expectations -2
 Exceeded your expectations -3

20. What did you like most about Battle?

.....

21. What, if anything, spoilt your visit to Battle?

.....

22a How likely are you to recommend Battle to someone else? (READ LIST)

Very unlikely -1 **Go to Q22b**
 Unlikely -2 **Go to Q22b**
 Possibly -3 **Go to Q23**
 Likely -4 **Go to Q23**
 Very likely -5 **Go to Q23**
 Don't know -6 **Go to Q23**

IF 'UNLIKELY' ASK:

22b Why do you say that?

.....

ASK ALL:

23. Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total in Battle on the following: Put "0" if spent/expect to spend nothing.

a) Eating & drinking £.....

(in cafes, pubs, restaurants, hotels etc.)

Tick box if Don't know/Can't recall/Declined to say ☐

b) Shopping £.....

(including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)

Tick box if Don't know/Can't recall/Declined to say ☐

c) Entertainment £.....

(including admissions to attractions, theatre/cinema tickets, guided tours etc.)

Tick box if Don't know/Can't recall/Declined to say ☐

d) Travel & transport in Battle £.....

(including fuel, fares, car parking charges)

Tick box if Don't know/Can't recall/Declined to say ☐

24. How many people do these amounts cover?

People

25. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? (SHOWCARD 7 – WRITE IN NUMBERS)

	Age	Male	Female
A	0-15		
B	16-24		
C	25-34		
D	35-44		
E	45-54		
F	55-64		
G	65-74		
H	75+		

Declined -1

26. Are you part of an organised group or coach party? Yes -1 No -2

27. Which of the following categories applies to the chief income earner in your household? (SHOWCARD 8)

Employed full-time (30+ hrs per week) -1 Go to Q28
 Employed part-time (8-29 hrs per week) -2 Go to Q28
 Self-employed -3 Go to Q28
 Retired -4 Go to Q28
 Full-time student living at home -5 Go to Q28
 Full time student living away from home -6 Go to Q29
 Unemployed -7 Go to Q29
 Declined -8 Go to Q29

28. What is/was the principal occupation of the chief income earner in your household in terms of:

Industry/type of company

.....

Position/job title and grade/skill level where appropriate

.....

If 'manager', how many employees responsible for

.....

IF UK RESIDENT ASK:

29. What is your postcode?

.....

30. Finally, could I have your name and home telephone number? *I should emphasise that this will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.*

Name of respondent: _____

Home Tel No: _____

THANK YOU FOR YOUR TIME

I declare that the respondent was unknown to me until the interview took place and that this questionnaire has been completed according to instructions:

Interviewer signature: