TOURISM SOUTH EAST

r sm S5 th East 5
40 Chamberla5ne R5 ad 5
Eastle gh, SO5 0 5JH5

Ph5ne : 023 8062 5 22 5
Fax : 023 8061 2678 5
Ema l research@t5 r smse.c5 m5

Battle Vi it S vey 2009

Final ve i n

Prepared b5 5 r sm S5 th East 5

Le sure, c5 lt5re and t5 r sm research & c5 nsultanc5 5

December 2009

INVESTOR IN PEOPLE

IQCS Interviewer Quality Control Scheme

MRS COMPANY PARTNER

Contents

Executive Summary

The purpose of the 2009 survey was to update previously gathered information on the origin, profile and behaviour of visitors to Battle, and the characteristics of their visits in order to identify emerging trends. The survey also aimed to explore views on the strengths and weaknesses of Battle as a visitor destination, and to evaluate opinions on specific aspects of the visitor experience. A summary of findings is presented below.

Visitor Profile:

- Day visitors accounted for 87% of all visitors, comprising of day visitors from home (23%) and day visitors from holiday bases outside Battle (64%). The remaining 13% of visitors were staying overnight in commercial or non-commercial accommodation within Battle.
- The average size of all visitor groups surveyed was 2.66 people (2.24 adults and 0.42 children).
- Seventy-six percent of all visitor groups surveyed consisted of adults only, while 24% of all groups included one or more children. The single largest visitor group composition was 2 adults (56%).
- The highest proportion (21%) of visitors were aged 55-64 years.
- Seventy-one percent of visitors fell into the ‘ABC1’ socio-economic group.
- Eighty-nine percent of all visitors were domestic visitors and 11% of visitors were from overseas countries.
- The highest proportion of domestic visitors from home came from locations within Kent (20%) and East Sussex (11%). A further 7% were residents of Essex and 7% from Greater London.
- The three main countries of origin for overseas visitors were USA, Germany and Australia. Six other countries were mentioned.
- Almost a quarter of day visitors on holiday were staying nearby in Eastbourne. A further 10% of visitors were staying Hastings and 8% in Rye.
- A quarter of visitors staying in Battle were staying overnight in touring caravans and 21% were staying in hotels.

Characteristic of Visit:

- The largest proportion of visitors described their visit to Battle as a holiday or leisure based visit (80%), 11% were visiting Battle Abbey and seven percent were visiting friends or relatives.
- Eighty-seven percent of visitors were visiting Battle independently – 13% were visiting as part of an organised group or tour.
- Over half of all visitors surveyed were visiting Battle for the first time. Day visitors on holiday and staying visitors were more likely to be on their first visit to Battle than day visitors from home.
- The average length of stay for staying visitors was 4.21 nights.
- On average, day visitors were spending around 2.64 hours in Battle.

- Seventy-nine percent of visitors had travelled to Battle by private car, whilst 11% had used public transport.
- Eighty-seven percent of visitors who had travelled to Battle by private vehicle used car parks located in the town centre.
- Fourteen percent of visitors had visited Battle TIC.
- Fifty-six percent of all visitors recalled seeing adverts, leaflets or promotions for Battle. Over a third of visitors had seen other leaflets / brochures promoting Battle. Thirty-two percent had read about Battle on various websites (37%). Twenty-three percent had heard about Battle through word of mouth / recommendation.
- Historic sites and architecture were the two most influential factors on visitors' decision to Battle.
- Over three quarters of visitors interviewed either had visited or were intending to visit an attraction or place of interest in and around Battle.

Expenditure:

- Average visitor expenditure for overnight visitors staying in Battle (per person per 24 hours) on commercial accommodation, eating out, shopping, entertainment and travel was £34.61 per night.
- Average trip expenditure associated with day visitors was £13.16 in 2009.

Visitor Opinions:

- 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: availability of public seating, feeling safe from crime and cleanliness of streets.
- The lowest scoring indicators related to: availability of public toilets, cost of parking and places to eat and drink – value for money.
- Eighty-nine percent of visitors rated the overall enjoyment of their visit to Battle as 'high' or 'very high'.
- Ninety-one percent rated the likelihood of them recommending Battle to others as 'likely' or 'very likely'.
- Eighty percent of visitors stated that the visit had met their expectations. Sixteen percent indicated that the visit had exceeded their expectations and 5% indicated that Battle had failed to meet their expectations.
- Particular 'likes' mentioned by visitors included: atmosphere / Olde world / quaint and the Abbey.
- Overall, 81% of respondents stated that 'nothing' had spoilt their visit to Battle. A small proportion of visitors complained about the expensive admission rates and costs of car parking and a few visitors were frustrated with the amount of traffic.

1 INTRODUCTION

1.1 Background

This survey of visitors to Battle was commissioned by the Hastings and Bexhill Economic Alliance/ Sea Space and undertaken by the Research Unit of Tourism South East between August and September 2009.

1.2 Research Objectives

The objectives of the 2009 Visitor Survey were as follows:

i) To provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Battle to help improve understanding of tourism within the town.

ii) To ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored.

iii) To identify the main reasons why visitors come to Battle and their particular likes and dislikes.

iv) Where possible, to allow emerging trends to be identified so that more informed decisions can be made in relation to future marketing and visitor provision in the town.

1.3 Methodology

This report presents the findings of 11 face-to-face survey sessions of visitors to Battle conducted between 3rd August and 12th September 2009. A random sample of 191 visitors was interviewed at selected locations around the town during this period (Table 1).

Table 1 Monthly sample obtained

MONTH	SAMPLE
August	63%
September	37%

In total 393 people were approached to be interviewed. Of these, 97 refused to participate in the interview, 67 were residents living within a 10 mile radius of Battle town centre and therefore not eligible to be interviewed, 27 people had just arrived on their visit and a further 11 people were there to work or were on a regular shopping trip, leaving the remaining 191 people that participated in the survey.

Two different locations were chosen for interviewing.

- Outside Battle Abbey
- The High Street

Seventy percent of all visitor interviews were gained outside Battle Abbey and 30% in the High Street.

Table 2: Location of interviews

LOCATION	SAMPLE
Outside Battle Abbey	133 (70%)
The High Street	58 (30%)

1.4 Destination Benchmarking

During 2009, the Regional Tourist Boards conducted surveys in various destinations 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, minimum sample size and questionnaire design (see Appendix 7.1 for an example of the questionnaire). This allows direct comparisons to be made between the results for individual destinations and the average and highest ('max') scores from all surveys conducted as well as the average and highest scores obtained in certain types of destination (e.g. market towns). Due to slight differences in questionnaire content, base size (i.e. number of destinations responding) may alter between questions.

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-performing against competing destinations can be a powerful influence on decision makers
- Securing additional resources for visitor management projects, often by influencing the budgets of other council departments
- Raising the profile of the visitor management function within the council
- Influencing product suppliers to improve
- Generating positive PR from benchmarking findings
- Helping to identify best practice amongst a range of destinations

Destinations taking part in 2009 are shown in the tables below.

This year the average scores are based on all market towns that have taken part in 2007, 2008 and 2009. By introducing this three year 'rolling average', the sample in destination types where participation in the scheme is low will increase, giving a more accurate 'benchmark' with which to compare.

Benchmarking market town locations over the past three years

Battle	Polesworth	Ross-on-Wye
Battle	Coleshill	Leominster
Keswick	Alcester	Oswestry
Penrith	Southam	Wem
Ulverton	Shipston on Stour	Market Drayton
Homesea	Eevsham	Whitchurch
Edenbridge	Pershore	Bridgnorth
Kendal	Bewdley	Ludlow
Kirklees	Stourport	Bishop's Castle
Whitehaven	Upton upon Severn	Church Stretton
Windermere	Tenbury Wells	Broseley
Leek	Kington	Much Wenlock
Cheadle	Bromyard	Newport

In Section 6, the mean opinion scores for Battle compared with the mean scores for all market towns and all destinations are provided, and for each indicator, the average percentages of 'very good', 'good', 'fair', 'poor' 'very poor' (or the equivalent) are shown for all destinations and Market towns. For Battle, the actual percentages are also shown.

1.5 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size. The margins of error associated with the sample of 199 interviews in Battle are shown in Table 3 below.

Table 3: Margins of error (%) at 95% confidence interval

	RESULT	**10% OR 90%**	**20% OR 80%**	**30% OR 70%**	**40% OR 60%**	**50%**
	Sample	+/-	+/-	+/-	+/-	+/-
Day visitors from home	44	8.9	11.8	13.5	14.5	14.8
Day visitors on holiday	123	5.3	7.1	8.1	8.7	8.8
Staying visitors	24	12.0	16.0	18.3	19.6	20.0
All visitors	**199**	**4.3**	**5.7**	**6.5**	**6.9**	**7.1**

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 +/-5.7% i.e. between 14.3 % and 25.7%.

The margins of error shown above should be kept in mind when interpreting the results contained in this report.

1.6 Presentation of Results and Key Findings

Key findings are presented under the following headings:

- Profile of visitors
- Origin of visitors
- Characteristics of visit
- Visitor expenditure
- Visitors' views and opinions

Key findings generally refer to all visitors; however commentary is provided where there is a significant difference between visitor types (e.g. day and staying visitors). Where appropriate, comparisons have been drawn with the results of a previous visitor survey in 2005.

1.7 Definitions

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

'Day visitors from home' - visitors who had travelled from, and were returning to, homes outside the Battle area on the day of their visit.

'Day visitors on holiday' - visitors travelling to Battle for the day while staying away from home or en route to other locations, and who were not staying overnight in Battle.

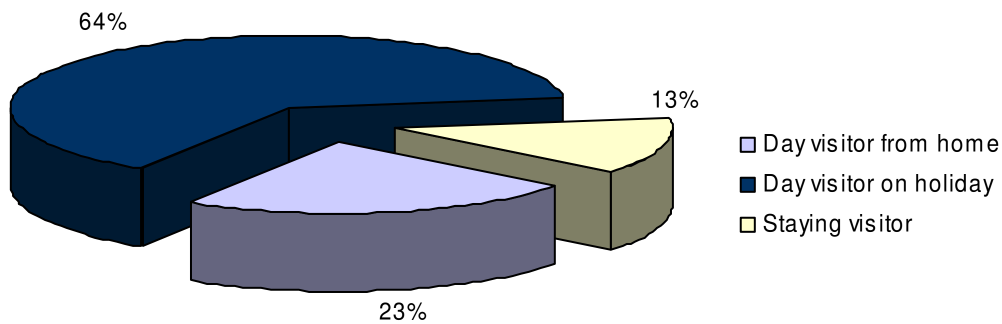
'Staying visitors' - visitors staying overnight for at least one night in accommodation in Battle. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

2 VISITOR PROFILE

2.1 Visitor Type

Of the 191 visitors interviewed, 167 (87%) were day visitors. The majority of visitors (123, 64% of all visitors) were day visitors on holiday staying outside Battle, while 44 (23%) were day visitors from home. The remaining 24 (13%) of visitors were staying overnight in commercial or non-commercial accommodation within Battle.

Figure 1: Visitor type



Battle had significantly more day visitors and fewer staying visitors than 'all Market towns'.

Table 4: Proportion of day and staying visitors

	2009	2005	ALL MARKET TOWNS
Day visitors	**87%**	90%	72%
Staying visitors	**13%**	10%	28%

2.2 Group Size and Composition

Overall, 508 individuals were represented in the 191 visitor groups interviewed in Battle. Eighty-four percent were adults and the remaining 16% were children (under 16 years of age). Therefore there was an average proportion of one child to every five adults.

Visitor groups that were interviewed in Battle contained, on average, 2.66 persons (2.24 adults and 0.42 children). The average group size was slightly bigger than the averages for 'all market towns', but was 0.09 smaller than 2005 average group size. Battle's visitor groups in 2009 contained slightly more children than the average for 'all market towns'.

Table 5: Average Group Size:

	ALL VISITORS 2009	ALL VISITORS 2005	ALL MARKET TOWNS
Children	**0.42**	0.49	0.34
Adults	**2.24**	2.26	2.14
Total people	**2.66**	2.75	2.47

Seventy-six percent of all visiting groups to Battle contained adults only. This is five percent higher than the groups which contained only adults in 2005. Over half of all groups contained two adults. Among groups containing children, the most common group composition was two adults with two or more children (13% of total sample).

Table 6: Group Composition

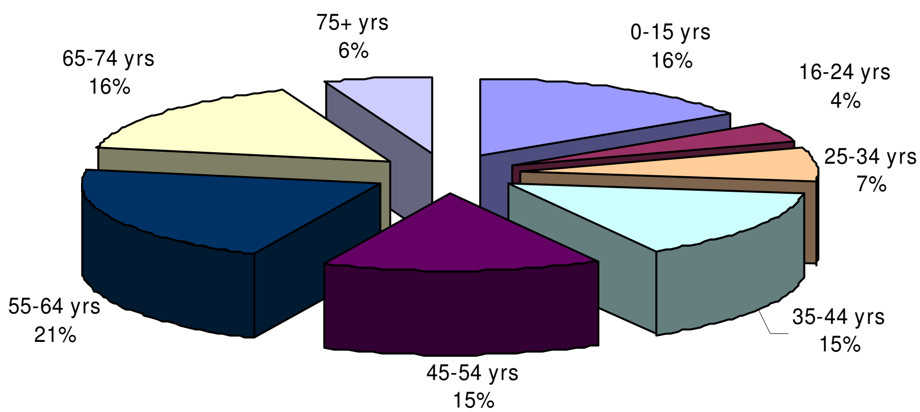
	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	**ALL VISITORS 2009**	ALL VISITORS 2005
Base:	44	123	24	**191**	200
Adults Only					
One adult	9%	7%	4%	**7%**	8%
Two adults	64%	55%	50%	**56%**	50%
Three adults	2%	4%	8%	**4%**	7%
Four adults	7%	10%	-	**8%**	4%
Five or more adults	-	-	8%	**1%**	2%
Sub total	*82%*	*76%*	*70%*	***76%***	*71%*
Adults & children					
One adult & one child	-	1%	4%	**1%**	3%
One adult & two or more children	2%	-	-	**1%**	-
Two adults & one child	5%	6%	4%	**5%**	7%
Two adults & two or more children	11%	13%	13%	**13%**	12%
Three adults & one child	-	<1%	4%	**1%**	1%
Three adults & two or more children	-	2%	-	**1%**	2%
Four or more adults & one or more children	-	3%	4%	**3%**	6%
Sub total	*18%*	*25%*	*29%*	***24%***	*29%*
Total				**100%**	100%

NB: % may not total 100 due to rounding

2.3 Age & Gender Profile

Given the high proportion of groups containing adults only, it is not surprising to find that only 16% of visitors were children (aged 0 to 15). Forty-three percent of all visitors were aged above 54 years. Only 11% of visitors were between 16 and 34 years.

Figure 2: Total visitors spilt into age categories



Visitors to Battle in 2009 appeared to be slightly older than visitors to Battle in 2005, notably the 35-44 age group had reduced from 19% to 10%. The proportion of children was also lower than 2005.

Table 7: Age and Gender Profile

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	**ALL VISITORS 2009**	ALL VISITORS 2005
Base:	105	123	24	**508**	
0-15 yrs	14%	17%	16%	16%	18%
16-24 yrs	2%	3%	13%	4%	5%
25-34 yrs	10%	5%	11%	7%	12%
35-44 yrs	10%	15%	20%	15%	19%
45-54 yrs	22%	13%	16%	15%	15%
55-64 yrs	25%	22%	13%	21%	19%
65-74 yrs	16%	17%	11%	16%	7%
75+ yrs	1%	9%	0%	6%	5%
Males	47%	49%	53%	**49%**	
Females	53%	51%	47%	**51%**	

2.4 Socio-Economic Group

Table 8 outlines the six socio-economic groups defined in the UK.

Table 8: Definitions of each socio-economic group

Grade	Socio-economic status	Occupation type
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Welfare dependant	Those entirely dependent on the state long-term through sickness, unemployment, old age; casual workers

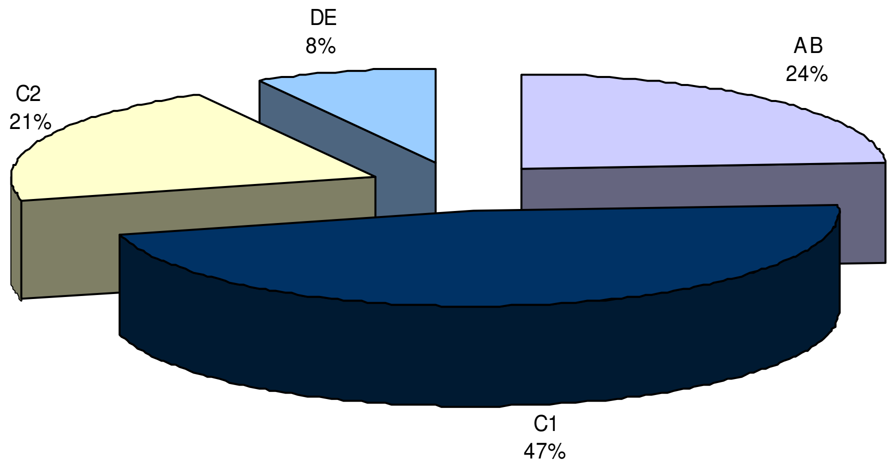
Using these classifications, each respondent who provided the occupation of the chief income earner for their household was assigned a social group. Those who were retired were asked their previous occupation.

Table 9: Employment status

	BATTLE 2009
Employed full time	**104 (55%)**
Retired	**66 (35%)**
Self-employed	**11 (6%)**
Employed part time	**6 (3%)**
Unemployed	**2 (1%)**
Full-time student living at home	**1 (1%)**
Full-time living away from home	**-**
Declined	**2 (1%)**
Total	**191 (100%)**

Seventy-one percent of visitors were located to be in the ABC1 categories. Just under a quarter were in the C2 group and the remaining 8% were in the DE classification.

Figure 3: Break down of socio-economic groups



There were lower proportions of visitors in AB socio-economic classification compared to 2005 (down 3%) and 'all market towns' (difference of 5%). However there were 5% more visitors located in the C1 category compared with 2005 and 15% more than 'all market towns'. The proportions of those in the C2 and DE categories were lower than 'all market towns'.

Table 10: Socio-economic profile

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
AB	**24%**	27%	29%
C1	**47%**	42%	32%
C2	**21%**	24%	22%
DE	**8%**	7%	17%
Total	**100%**	100%	100%

3. ORIGIN OF VISITORS

The vast majority (89%) of visitors were domestic. The remaining 11% were visiting from overseas countries. The proportion of overseas residents who were interviewed in 2009 had decreased by 2% compared to 2005.

3.1 Domestic visitors

The majority of visitors came from the South East region, Essex and London. The spread of visitors from different parts of the UK were very similar to the 2005 survey findings. In total 40 different places were mentioned by domestic visitors; of these a fifth were residents in Kent. A further 11% of domestic visitors resided in East Sussex, 7% resided in Essex and 7% resided in Greater London.

Table 11: Origin of domestic visitors

	BASE	VISITOR TYPE		
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors
Kent	**33 (20%)**	36%	12%	23%
East Sussex	**18 (11%)**	39%	-	5%
Essex	**11 (7%)**	11%	5%	5%
G. London	**11 (7%)**	7%	6%	9%
Lancashire	**8 (5%)**	-	6%	9%
Hampshire	**7 (4%)**	-	7%	-
Surrey	**7 (4%)**	5%	4%	5%
Cheshire	**5 (3%)**	-	5%	-
Greater Manchester	**5 (3%)**	-	4%	5%
Lincolnshire	**5 (3%)**	-	5%	-
Yorkshire – West	**5 (3%)**	-	5%	-
Somerset (including Bristol)	**4 (2%)**	-	4%	-
Staffordshire	**4 (2%)**	-	2%	9%
Hertfordshire	**3 (2%)**	-	2%	5%
Northamptonshire	**3 (2%)**	-	3%	-
Yorkshire – North	**3 (2%)**	-	1%	9%
Scotland	**3 (2%)**	-	2%	5%
Buckinghamshire	**2 (1%)**	-	1%	5%
Cambridgeshire	**2 (1%)**	-	1%	5%
Devon	**2 (1%)**	-	2%	-
Dorset	**2 (1%)**	-	2%	-
Norfolk	**2 (1%)**	-	2%	-
Nottinghamshire	**2 (1%)**	-	2%	-
Oxfordshire	**2 (1%)**	-	2%	-
Wales – South	**2 (1%)**	-	2%	-
Warwickshire	**2 (1%)**	-	2%	-
West Midlands	**2 (1%)**	-	2%	-
Worcestershire	**2 (1%)**	-	1%	5%
Total domestic visitors	**169 (89%)**	44 (100%)	103 (100%)	22 (100%)

NB: Locations mentioned by one visitor are found in Appendix 7.2

3.2 Overseas visitors

Eleven percent of visitors (22 individuals interviewed) lived overseas. This was 2% lower than proportion surveyed in 2005. Nine different countries were mentioned. Six groups came from USA, four from Germany and four from Australia.

Out of the 22 groups interviewed only two groups was staying in Battle and 20 groups were staying elsewhere and visiting Battle for the day.

Table 12: Location of overseas country of residence

	BASE	VISITOR TYPE	
	All visitors	Day visitors on holiday	Staying visitors
USA	**6 (27%)**	6	-
Germany	**4 (18%)**	3	1
Australia	**4 (18%)**	4	-
Belgium	**2 (9%)**	2	-
Netherlands	**2 (9%)**	1	1
Canada	**1 (5%)**	1	-
Finland	**1 (5%)**	1	-
Spain	**1 (5%)**	1	-
New Zealand	**1 (5%)**	1	-
Total overseas visitors	**22 (11%)**	**2**	**20**

3.3 Location of Accommodation – Day Visitors on Holiday

123 visitors were staying outside Battle and visiting the town for the day. Eighty-one percent of these visitors were staying in other locations throughout East Sussex and 14% were staying in various locations in Kent. West Sussex, Hampshire, Greater London and Surrey were mentioned by three or fewer visitors.

Table 13: Location of accommodation

LOCATION OF HOLIDAY ACCOMMODATION	
Eastbourne	28 (23%)
Hastings	12 (10%)
Rye	10 (8%)
Camber	8 (7%)
Brighton	6 (5%)
Bexhill	4 (3%)
St Leonards	4 (3%)
Catfield	3 (2%)
Crowhurst	3 (2%)
Burwash	2 (2%)
Hove	2 (2%)
Lydd	2 (2%)
Maidstone	2 (2%)
Peasemarsh	2 (2%)
Rochester	2 (2%)
Winchester	2 (2%)
Total	**123 (100%)**

Places that were mentioned only once are listed in Appendix 7.3

3.4 Accommodation used by Staying Visitors & Day Visitors on Holiday

3.4.1 Visitors Staying in Battle

The most common choice of accommodation in 2009 was a touring caravan (25%), which was much higher than the 'all market towns' proportion (10%). This was also the most common choice in 2005. A quarter of visitors staying in Battle were staying in serviced accommodation (21% in hotels and 4% in B&B / Guest house). Thirteen percent of visitors were staying in rented self catering and 8% were staying in a holiday centre.

Table 14: Type of accommodation

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Touring caravan	**25%**	30%	10%
Hotel	**21%**	20%	11%
Home of friend or relative (VFR)	**21%**	15%	34%
Rented self catering	**13%**	-	6%
Holiday centre	**8%**	-	-
B&B/Guesthouse	**4%**	5%	12%
Camping	**4%**	15%	7%
Motor Home	**4%**	-	-
Static caravan– owned	**-**	-	7%
Static caravan- rented	**-**	5%	2%
Pub/Inn	**-**	5%	2%
Second home	**-**	-	1%
Other	**-**	13%	7%
Total	**24 (100%)**	20 (100%)	100%

3.4.2 Visitors Staying Outside Battle

Forty percent of those staying outside Battle were staying in serviced accommodation (31% in hotels and 9% in B&B / Guest houses). Twenty percent were staying with friends or relatives and a further 16% were staying in rented self catering accommodation.

Table 15: Type of accommodation outside Battle

	BATTLE 2009	BATTLE 2005
Hotel	**31%**	23%
Home of friends/relatives	**20%**	20%
Rented self-catering cottage/flat/house	**16%**	10%
B&B/guest house	**9%**	9%
Static caravan - rented	**9%**	7%
Camping	**4%**	11%
Touring caravan	**2%**	7%
Static caravan – owned	**2%**	2%
Pub/ inn	**2%**	2%
Motorhome	**2%**	-
Holiday Centre/ Village	**2%**	7%
Second Home	**2%**	1%
Host family	**-**	-
Timeshare	**-**	2%
Boat/ yacht/ narrow boat	**-**	-
Youth Hostel	**-**	-
Other	**-**	1%
Total	**123 (100%)**	136 (100%)

4 CHARACTERISTICS OF VISIT

4.1 Purpose of Visit

All visitors were asked about the main reason for their visit to Battle on the day they were interviewed. The majority of visitors (80%) to Battle were visiting for leisure / holiday purposes. This was lower than the 2005 survey when 92% replied with the same response. However in the 2009 survey they were given another option 'visiting Battle Abbey' which would have been included in the leisure / holiday category in 2005. The proportion of those visiting for leisure purposes was higher than 'all market towns'.

The 2009 survey found that around 11% of visitors had come to Battle specifically to visit Battle Abbey.

Seven percent of visitors were visiting friends and relatives who live in Battle. This was much lower than the proportion for 'all market towns' but higher than the 2005 survey.

Special shopping trip was the reason for only 2%, lower than 'all market towns' but the same as 2006. One visitor was visiting Battle on a business trip.

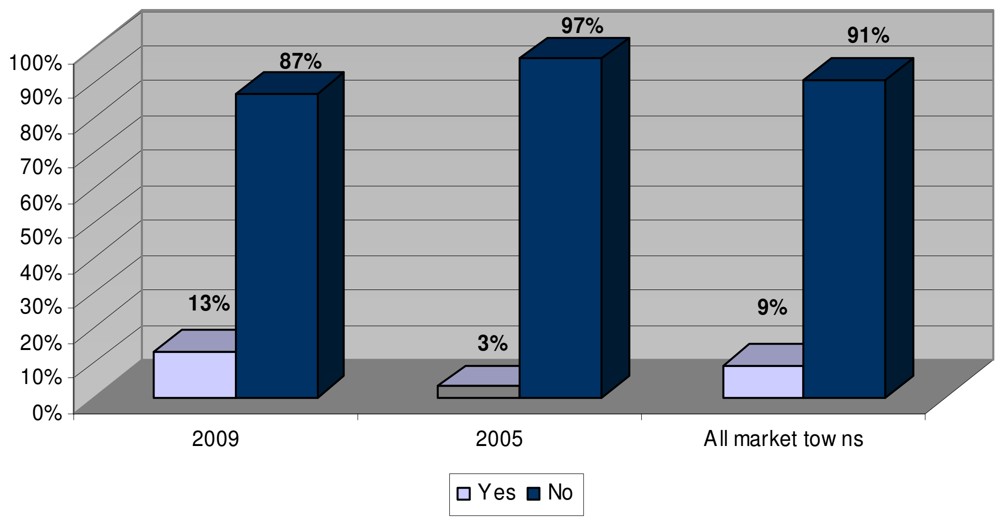
Table 16: Purpose of visit

	BATTLE 2009				BATTLE 2005	ALL MARKET TOWNS
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors	All visitors	
Leisure/holiday	**152 (80%)**	33 (75%)	102 (83%)	17 (71%)	92%	71%
Visiting Battle Abbey	**21 (11%)**	6 (14%)	14 (11%)	1 (4%)		
VFR	**14 (7%)**	2 (5%)	6 (5%)	6 (25%)	6%	16%
Special shopping trip	**3 (2%)**	3 (7%)	-	-	2%	12%
Business trip	**1 (1%)**	-	1 (1%)	-	1%	-
Language student	**-**	-	-	-	-	-
Other	**-**	-			-	1%
Total	**191 (100%)**	44 (100%)	123 (100%)	24 (100%)	100%	100%

4.2 Organised Group

Respondents were asked whether they were part of a coach party or organised group. Eighty-seven percent of those interviewed were visiting Battle independently and 13% had come as part of a group. This was higher than 2005 when 3% were visiting as part of an organised group or tour. Proportions visiting Battle in 2009 as part of a tour were higher than proportions for 'all market towns' (9%).

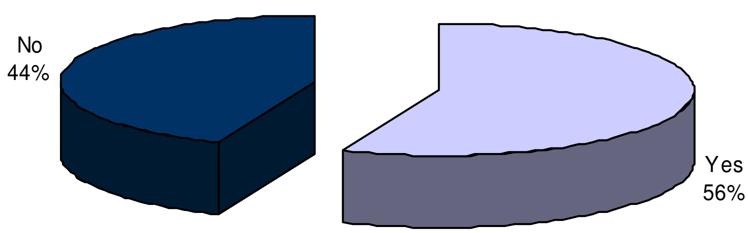
Figure 4: Organised parties



4.3 Whether First Visit

Over half of visitors interviewed were visiting Battle for the first time, whilst 44% had visited Battle previously on at least one occasion. The proportion of first time visitors was much higher than 2005 (up 14% from 42%).

Figure 5: First time visit



Day visitors from home were least likely to be visiting Battle for their first time; 27% were first time visitors, fewer than the overall average. Over half of day visitors on holiday were visiting Battle for the first time (67%) and 50% of staying visitors had never been to Battle before. The overall average of 56% for the 2009 survey was much higher than 'all market towns (9%).

Table 17: First ever visit

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	**ALL VISITORS 2009**	ALL VISITORS 2005	ALL MARKET TOWNS
Base:	44	123	24	**191**	200	
First ever visit	12 (27%)	82 (67%)	12 (50%)	**106 (56%)**	42%	23%
Repeat visit	32 (73%)	41 (33%)	12 (50%)	**85 (44%)**	58%	77%

Twenty-four visitors were able to recall the number of day trips they had taken to Battle in the previous 12 months (this excluded those who had answered with zero). For these repeat visitors, the average was 4 day trips each. The number of day trips to Battle within the past 12 months was higher for day visitors from home – at 4.60 day trips.

Only 5 visitors in total were able to respond to the question on how many staying trips they had taken to Battle over the past 5 years. Of these visitors, the average was 6.20 overnight visits. The sample, however, is too small to provide reliable results.

Table 18: Number of previous visits

	BASE	NUMBER OF PREVIOUS DAY TRIPS	BASE	NUMBER OF PREVIOUS STAYING TRIPS
All visitors	**24**	4.00	**5**	6.20
Day visitors from home	**15**	4.60	**-**	-
Day visitors on holiday	**9**	3.00	**1**	2.00
Staying visitors	**-**	-	**4**	7.25

4.4 Length of Stay

The number of nights visitors spent in Battle ranged from 1 to 14 resulting in an average stay of 4.21 nights. Visitors were staying, on average, fewer nights in Battle than the 'all market towns' group. They were also staying 0.94 nights on average less than 2005.

Day visitors were asked how many hours they were likely to stay in Battle on that visit. The average length of stay for day visitors was 2.64 hours. This was higher than the 2005 survey average of 1.95 hours. However, it was lower than 'all market towns' average for day trip length.

Table 19: Average length of stay

AVERAGE LENGTH OF STAY	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Staying visitors (nights)	**4.21**	**5.15**	**5.08**
All day visits (hours)	**2.64**	**1.95**	**3.49**

4.5 Main Form of Transportation Used

Over three quarters of visitors travelled to Battle by car / van / motorcycle / motorhome. This was 5% lower than the 'all market towns' group (83%).

The proportion of visitors who travelled to Battle by private vehicle was lower in 2009 compared with 2005 (down 7% from 86%). A higher number of visitors used public transport in 2009 compared with 2005.

A higher proportion of visitors travelled by bus / coach service in 2009 (up 4%) and a similar proportion of visitors used the train. In 2009 a higher proportion of visitors came on a coach tour (8%).

Table 20: Main mode of transport used to get to Battle

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Private vehicle (car/ van/ motorcycle etc.)	**79%**	86%	84%
Coach tour	**8%**	3%	2%
Bus/coach service	**7%**	3%	5%
Train	**4%**	4%	2%
Walked	**2%**	1%	5%
Bicycle	**1%**	1%	1%
Other	**-**	-	2%

A higher proportion of staying visitors used a private vehicle to travel to Battle compared to both day visitors on holiday and day visitors from home. All the visitors travelling as part of a coach tour were day visitors on holiday. A higher proportion of day visitors from home used public transport (14%).

Table 21: Mode of transport spilt by visitor type

	BATTLE 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS
Private vehicle (car/ van/ motorcycle etc.)	**79%**	86%	75%	88%
Coach tour	**8%**	-	8%	-
Bus/coach service	**7%**	7%	8%	-
Train	**4%**	7%	3%	4%
Walked	**2%**	-	2%	8%
Bicycle	**1%**	-	1%	-
Other	**-**	-	-	-
Total	**191 (100%)**	44 (100%)	123 (100%)	24 (100%)

4.6 Use of the Town Centre Car Parks

Of the 151 visitor groups who travelled to Battle by private motor vehicle, 87% had parked in town centre car parks within Battle. This was 4% lower than the proportion of visitors who had parked in town centre car parks in 2005 (91%).

Visitor opinions relating to the ease and cost of parking in Battle City Centre are reported in Section 6.4.

4.7 Use of the Tourist Information Centre (TIC)

Fourteen percent of all respondents had been into Battle TIC during their visit, varying between 17% of staying visitors and day visitors on holiday and 2% of day visitors from home. It appears that fewer visitors used the TIC in 2009 compared with 2005 (39%).

At 14%, the proportion of visitors who visited the TIC in Battle was lower than the average for 'all market towns' (30%).

Table 22: Use of the Tourist Information Centre

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	**ALL VISITORS 2009**	ALL VISITORS 2005	ALL MAKRET TOWNS
Visited the TIC	1 (2%)	21 (17%)	4 (17%)	**26 (14%)**	39%	30%
Not visited the TIC	43 (98%)	102 (83%)	20 (83%)	**165 (86%)**	61%	70%

Visitor opinions relating to Battle TIC are reported in Section 6.13.

4.8 Whether visitors had seen any advertising, leaflets or promotions for Battle

All visitors were asked whether they had seen any adverts, leaflets or promotional material on Battle prior to their visit. Overall 56% could remember seeing at least one type of material about Battle.

Forty percent of visitors had seen promotional material on Battle through other leaflets and brochures. Thirty-two percent had found material online via different websites. Twenty-three had been recommended a visit or at least been told about Battle through word of mouth and 12% had seen Battle advertised by English Heritage.

A higher proportion of staying visitors (67%) and day visitors on holiday (61%) were likely to remember seeing promotional material compared to day visitors from home who live nearby (19%).

Visitors who were visiting Battle for the first time had seen more adverts and promotional material (61%) compared to those who had visited Battle previously (48%).

One visitor mentioned seeing 'other' types of promotional material on Battle prior to their trip. This was in a guide book.

Table 23: Adverts, leaflets, promotions seen

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2005
Other leaflets/brochures	**40 (39%)**	8 (53%)	29 (40%)	3 (19%)	47%
Website	**33 (32%)**	3 (20%)	22 (31%)	8 (50%)	24%
Word of mouth/recommendation	**24 (23%)**	3 (20%)	18 (25%)	3 (19%)	4%
English Heritage	**12 (12%)**	4 (27%)	6 (8%)	2 (13%)	-
Newspaper/magazine adverts	**5 (5%)**	1 (7%)	2 (3%)	2 (13%)	2%
Hastings & 1066 Country Visitor Guide	**3 (3%)**	-	3 (4%)	-	12%
National Trust	**2 (2%)**	-	1 (1%)	1 (6%)	-
Battle Guide	**2 (2%)**	1 (7%)	-	1 (6%)	-
Visitor Information Centre	**1 (1%)**	-	-	1 (6%)	5%
Newspaper/magazine editorials	**1 (1%)**	-	-	1 (6%)	-
TV feature	**-**	-	-	-	2%
Other	**1 (1%)**	-	1 (1%)	-	20%
Total	**107 (100%)**	15 (100%)	75 (100%)	16 (100%)	100%

NB: Total will not add up to 100% due to multiple answers

4.9 Named Websites Seen Prior to the Trip

Visitors who mentioned seeing adverts and promotional material on websites were asked to name the websites they had viewed. Around a third of all visitors (32%) who had seen promotional material prior to their visit had used websites – 50% of staying visitors, 31% of day visitors on holiday and 20% of day visitors from home.

All visitors were able to remember the website they had consulted. Thirty-six percent of visitors had used Google to find out about Battle followed by the Visit South East England website (18%) and Battle Tourism (15%).

Table 24: Websites used

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2005
Google	**12 (36%)**	1 (33%)	8 (36%)	3 (37%)	1
Visit South East England	**6 (18%)**	-	4 (18%)	2 (25%)	3
Battle Tourism	**5 (15%)**	1 (33%)	2 (9%)	2 (25%)	7
Visit 1066 Country	**4 (12%)**	-	4 (18%)	-	1
Visit Hastings	**4 (12%)**	-	4 (18%)	-	1
Visit Rye	**4 (12%)**	-	1 (5%)	-	
English Heritage	**4 (12%)**	-	4 (18%)	-	4
Enjoy England / Visit Britain	**2 (6%)**	-	2 (9%)	-	
Battle Sussex	**2 (6%)**	-	1 (5%)	1 (13%)	
National Trust	**2 (6%)**	-	2 (9%)	-	
Other	**5 (15%)**	1 (33%)	1 (6%)	3 (38%)	
Total	**33 (100%)**	3 (100%)	22 (100%)	8 (100%)	22

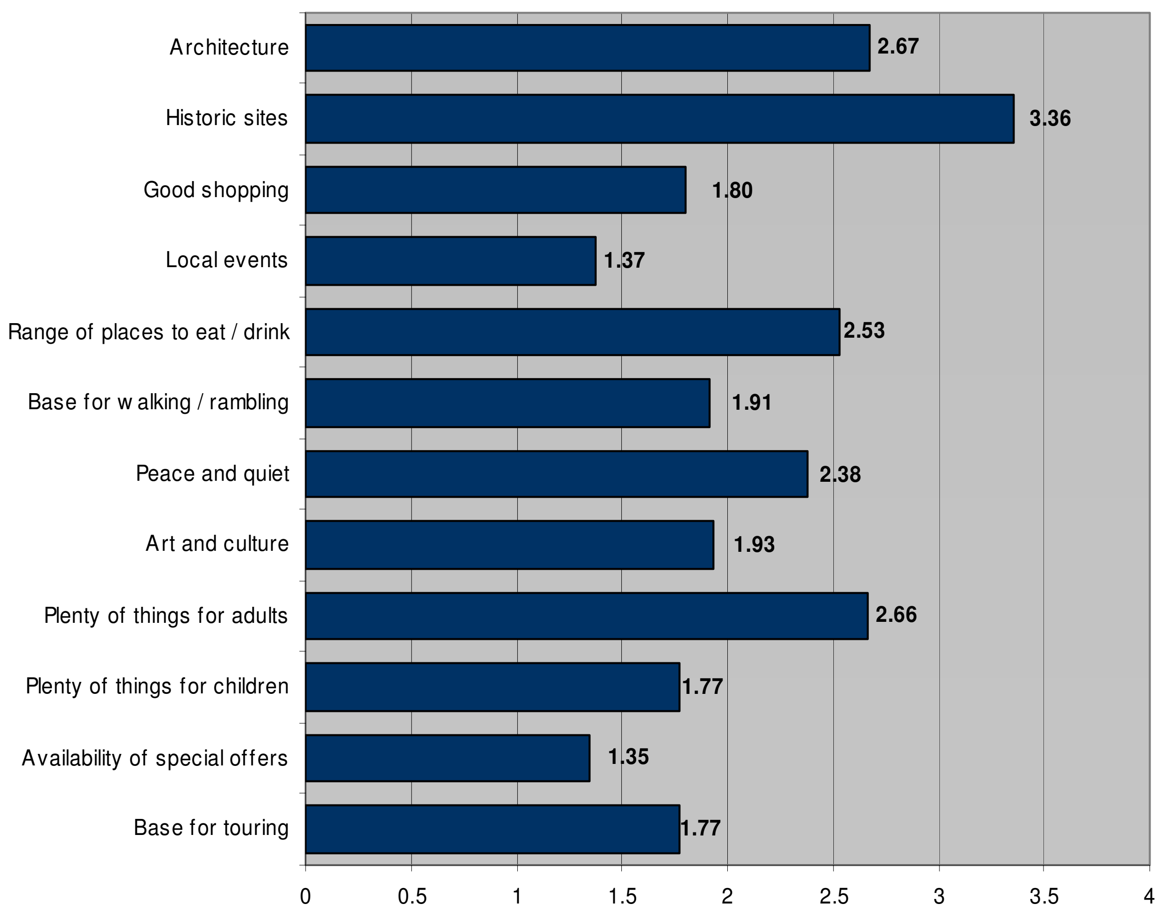
4.10 Influence of Factors on Decision to Visit

Visitors to Battle were asked about factors that influenced their decision to visit Battle. Visitors were asked to rate each factor out of 4 with 1 being ‘not important at all’, 2 ’not very important’ 3 ‘quite important’ and 4 ’very important’. Therefore the higher the score the more influential the factors were on the decision to visit Battle.

‘Historic sites’ was clearly the most important influence on visitors choosing to visit Battle with a mean score of 3.36. This factor was also the top influential factor in 2005. Architecture and plenty of things for adults to do were also fairly influential is visitors decision to visit Battle in the 2009 survey.

Availability of special offers and local events were the least influential in the decision making.

Figure 6: Ratings of how influential factors were at affecting decision to visit Battle



Ninety percent rated historic sites as ‘very important’ or ‘quite important’ in influencing them in their decision to visit Battle and 65% said the same for plenty of things to do for adults. Over half of the visitors also commented on architecture and good range of places to eat and drink playing a part in their decision to visit Battle.

Table 25: Factors of influence on decision to visit Battle

	BASE	**MEAN**	VERY IMPORTANT	QUITE IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
Architecture	180	**2.67**	28%	29%	24%	19%
Historic sites	183	**3.36**	**63%**	19%	10%	8%
Good shopping	181	**1.80**	8%	13%	28%	50%
Local events	180	**1.37**	1%	8%	18%	74%
Range of places to eat and drink	181	**2.53**	19%	39%	17%	25%
Base for walking / rambling	181	**1.91**	14%	16%	18%	53%
Peace and quiet	182	**2.38**	20%	26%	27%	28%
Art and culture	181	**1.93**	9%	21%	24%	46%
Plenty of things for adults to do	182	**2.66**	20%	45%	17%	19%
Plenty of things for children to do	180	**1.77**	18%	8%	5%	68%
Availability of special offers	179	**1.35**	5%	7%	7%	81%
Base for touring	180	**1.77**	12%	15%	10%	63%

4.11 Features or Images of 1066 Country

All visitors were asked to name up to three features or images that first come to mind when they think of 1066 Country. Almost every visitor (189) thought of at least one image about 1066 Country. However only 92 visitors thought of a second image and only 26 visitors thought of a third image.

A vast amount of responses were obtained, among which the Battle of Hastings was most frequently mentioned by seventy-five different people (61 people mentioned it as the first image they think of about the 1066 Country).

History, beautiful scenery and abbey were also frequently mentioned (see table 26 overleaf).

Table 26: Features or Images that come to visitors minds when they think of 1066 Country

	All	1st	2nd	3rd
Battle of Hastings	**75**	61	11	3
History	**37**	27	9	1
Beautiful scenery	**19**	11	6	2
Abbey	**15**	8	3	4
Harold and his eye	**10**	5	5	-
William the Conqueror	**10**	4	4	2
Castles	**8**	5	2	1
Quaint	**7**	2	5	-
Pretty	**7**	5	2	-
Seaside / beach	**5**	3	2	-
Old towns	**5**	3	1	1
Nice	**4**	3	-	1
Flat	**3**	3	-	-
Green	**3**	1	2	-
Lovely area	**3**	2	-	1
Clean	**3**	1	2	-
Woodlands	**3**	1	-	2
Hastings	**3**	2	1	-
The Bayeaux Tapestry	**3**	3	-	-
White Cliffs	**3**	2	-	1
Normans	**3**	-	3	-
Olde World	**3**	2	-	1
Shops	**3**	-	3	-
Cultural life	**2**	2	-	-
Ancestors / family	**2**	2	-	-
Too many trees	**2**	2	-	-
Churches and buildings	**2**	1	1	-
Pubs	**2**	1	-	1
War	**2**	-	2	-
Big hill	**2**	1	1	-
Architecture	**2**	1	-	1
Battlefields	**2**	1	1	-
Rural England	**2**	2	-	-
Different	**2**	2	-	-
Garden of England	**2**	1	1	-
Total	**307**	**189**	**92**	**26**

All images which were mentioned only once are listed in Appendix 7.4

4.12 Attractions / Places of Interest Visited / Intend to Visit

Visitors were asked whether they had visited or intended to visit any attractions or places of interest in or round Battle. 146 visitors (76% of all visitors) had or were intending to visit an attraction or place of interest during their visit. Two thirds of visitors (who were visiting an attraction) were going to visit Battle Abbey and 35% were planning on visiting Rye. Twenty-eight percent were intending to visit Yesterday’s World and a further 21% were going to Hastings Castle.

Table 27: Attractions / places of interest visited

	BASE	PERCENTAGE
Battle Abbey	**101**	69%
Rye	**51**	35%
Yesterday's World	**41**	28%
Hastings Castle	**30**	21%
Battle Museum	**26**	18%
Bodiam Castle	**20**	14%
Hertsmonceux Castle	**12**	8%
Blue Reef Aquarium	**11**	8%
Hastings West Hill Lift	**11**	8%
Crazy Golf	**10**	7%
Smugglers Adventure	**9**	7%
De La Warr Pavilion	**8**	6%
Hastings Museum	**8**	6%
Fisherman's Museum	**7**	5%
Hastings Old Town Hall Museum	**7**	5%
Amusement arcades	**5**	4%
Bexhill Museum	**4**	3%
Great Dixter	**4**	3%
Hastings Country Park	**4**	3%
Alexandra Park	**3**	2%
Swimming / Leisure Centre	**3**	2%
Carr Taylor Vineyard	**2**	2%
Clambers	**1**	1%
Sedlescombe Vineyard	**1**	1%
St Leonards Gardens	**1**	1%
Towner Gallery	**1**	1%
Flower Makers Museum	**-**	-
Independent Photographers Gallery	**-**	-
Norman Road	**-**	-
Shipwreck Heritage Museum	**-**	-

4.13 Whether visited a 'special' event while in Battle

Only one visitor attended a special event while visiting Battle. They were attending the Hastings Beer and Music Festival.

5 VISITOR EXPENDITURE IN BATTLE

5.1 All visitor spend – benchmarking comparisons

The following section shows the average expenditure of all visitors to Battle (per person per 24 hours) compared with the average expenditure for ‘all market towns’. Figures are broken down by category of spend –

- Accommodation (staying visitors in Battle only)
- Shopping (including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)
- Eating out (in cafes, pubs, restaurants, hotels etc)
- Entertainment (including admissions to attractions, sports/leisure, bingo, dancing etc.)
- Travel (fares, parking charges, fuel etc.) paid for within Battle.

Table 28: Average expenditure in Battle - All visitors (£/per person/per 24hrs)

CATEGORY OF EXPENDITURE	AVERAGE SPEND (£) FOR ALL VISITORS – BATTLE 2009	AVERAGE SPEND (£) FOR ALL VISITORS – BATTLE 2005	AVERAGE SPEND (£) 'ALL MARKET TOWNS'
Commercial accommodation*	£ 19.19	£ 13.12	£ 18.50
Eating out	£ 5.55	£ 5.89	£ 9.23
Shopping	£ 3.23	£ 3.70	£ 11.37
Entertainment	£ 2.97	£ 3.62	£ 1.53
Travel & transport	£ 1.69	£ 2.11	£ 2.71
Total	**£ 32.63**	**£ 28.44**	**£ 43.34**

** Staying visitors only.*

Visitors who were staying overnight in Battle for one or more nights spent an average of £19.19 per person per night on commercial accommodation. This figure is higher than the amount spent on accommodation in 2005 and is £0.69 above the average spend on commercial accommodation for 'all market towns’ (£18.50 per person per night).

When comparing results with the average for other market towns, it should be kept in mind that some destinations had lower proportions of staying visitors, and that the average visitor expenditure on paid-for accommodation may be based on a relatively small sample sizes.

Although spend on accommodation was higher in 2009 the total average spend per person was a lot less than the ‘all market towns’ average. Visitors interviewed in Battle spent a lot less on eating and drinking (£5.55 compared with £9.32 ‘all market towns’).

The average visitor spend on shopping in Battle (£3.23 per person) was lower than the average for 'all market towns’ (£11.37) and 2005 expenditure (£5.89).

Average spend per person on entertainment in Battle was higher than ‘all market towns’ but lower than 2005 expenditure.

Amount spent on travel and transport had dropped slightly compared with the survey done four years ago. This year the average expenditure per visitor to Battle was also below 'all market towns’.

5.2 Day Visitors

For day visitors, £13.16 was the average expenditure per day per person; lower than the average for 'all market towns' and lower than the average spend reported in 2005.

The biggest difference in expenditure was the amount spent on shopping in Battle compared to 'all market towns'. The average for this benchmarking group was £9.84 whereas the average spent in Battle was £6.56 lower at £3.28.

Visitors spent £4.98 on average eating out compared with £6.42 for 'all market towns' and £5.13 in 2005. Spend on entertainment was higher in Battle than 'all market towns' but travel was slightly less.

Table 29: Day visitors expenditure (£/per person/per day visit)

CATEGORY OF EXPENDITURE (£)	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Eating out	£ 4.98	£ 5.13	£ 6.42
Shopping	£ 3.28	£ 3.24	£ 9.84
Entertainment	£ 3.06	£ 3.74	£ 0.82
Travel	£1.84	£ 2.05	£ 1.92
Total average spend	**£ 13.16**	£ 14.16	**£ 19.00**

5.3 Staying Visitors

Omitting accommodation expenditure out of the equation staying visitors had a higher expenditure compared to day visitors (a difference of £2.26).

The total average for staying visitors was almost half the average total spend for 'all market towns'. Accommodation (£19.19) was the only category in which staying visitors in Battle 2009 had a higher expenditure than 'all market towns'.

Average expenditure in 2009 was £13.05 less than expenditure in 2005. Notably spend on shopping and entertainment was a lot less in 2009 compared to 2005.

Table 30: Staying visitors expenditure (£/per person/per 24 hours)

CATEGORY OF EXPENDITURE	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Commercial accomm.	£ 19.19	£ 13.12	£ 18.50
Eating out	£ 9.50	£ 12.10	£ 20.34
Shopping	£ 2.92	£ 12.95	£ 16.53
Entertainment	£ 2.33	£ 7.77	£ 3.50
Travel	£ 0.67	£ 1.72	£ 5.84
Total average spend	**£ 34.61**	**£ 47.66**	**£ 64.71**

6 VI ITOR OPINION

6.1 Introduction

Visitors surveyed at each market town destination have been asked to express their opinions on satisfaction of a wide range of factors or indicators which together comprise the ‘visitor experience’. Each factor or indicator was 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), allowing an average opinion ‘score’ (out of a maximum of five) to be calculated for each destination.

The surveys use a standard methodology in terms of the interviewing period, minimum sample size and questionnaire design. This allows direct comparisons to be made between the results for individual market town destinations and the average and highest (‘max.’) scores from all market town surveys conducted throughout England.

Scores have been aggregated into a three year rolling average in order to provide the fullest possible comparison for each type of destination. Rolling averages also have the benefit of smoothing out random year to year fluctuations, enabling clearer observation of trends.

Results for all respondents are shown in Figures 7 to 22 and Tables 34 to 71. In each case, the score for Battle is compared with the rolling-average score for ‘all Market towns’, and the rolling-average score for ‘all destinations’. The maximum score achieved in relation to each factor or indicator is also shown for ‘all destinations’ and ‘all Market towns’.

6.2 Visitors’ Opinions – Satisfaction Scores – an overview

Figure 7, overleaf, shows Battle’s average opinion scores for all benchmarked indicators.

The highest satisfaction scores were availability of public seating (4.78), feeling safe from crime (4.74) and cleanliness of streets (4.74).

The lowest scores related to the availability of public toilets (3.73), cost of parking (3.81) and places to eat and drink – value for money (3.99).

The rest of the indicators had a satisfaction score between 4.10 and 4.70.

Figure 7: Battle average satisfaction opinion for all benchmarked indicators

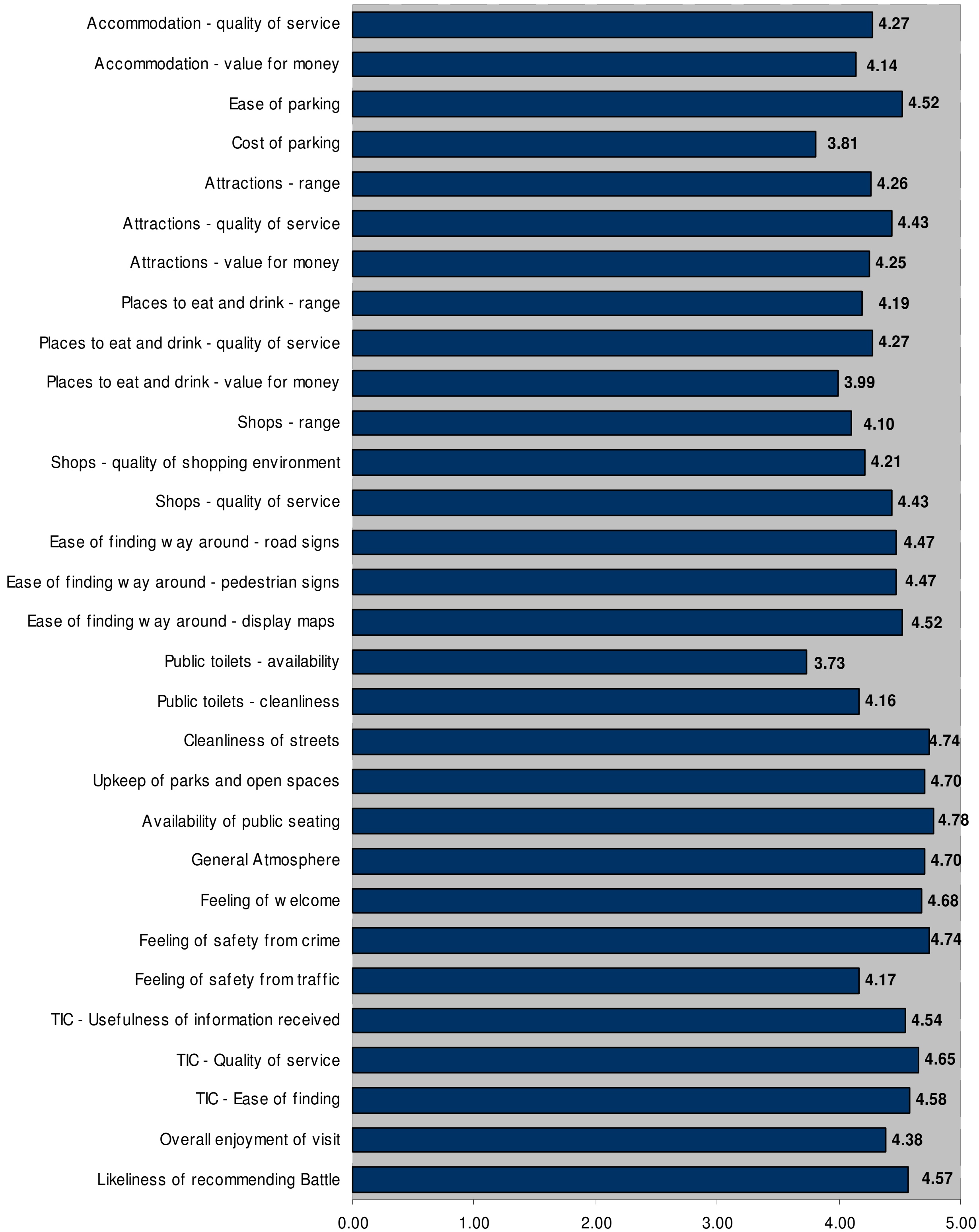


Table 31 below, shows Battle's average score for each indicator, in comparison with the rolling-average scores for 'all market towns'. The scores highlighted in **bold** reflect indicators where Battle performed relatively well in 2009.

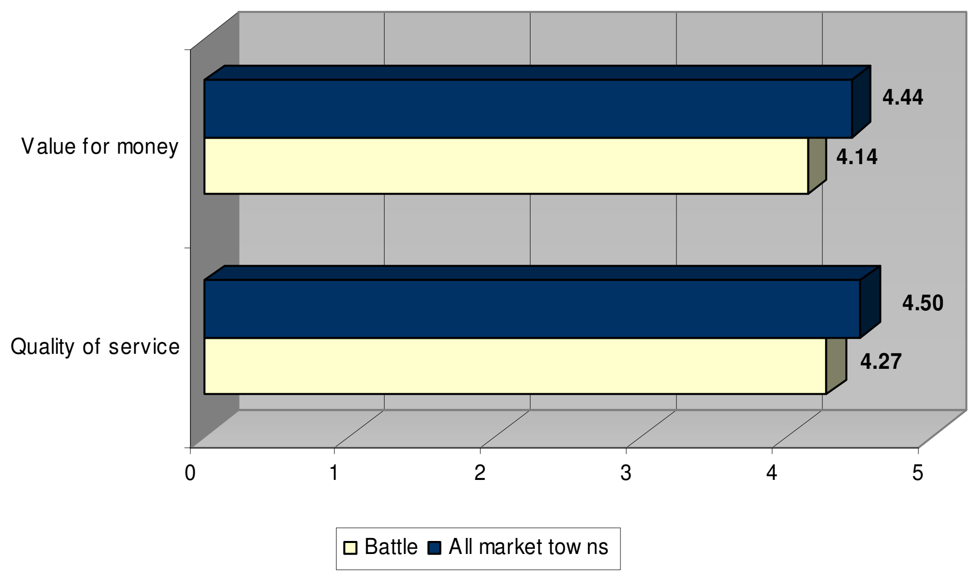
Table 31: Average benchmarking scores for Battle (2009) and 'all market towns'.

INDICATOR	BATTLE 2009	ALL MARKET TOWNS
Accommodation - quality of service	4.27	4.50
Accommodation - value for money	4.14	4.44
Ease of parking	4.52	4.25
Cost of parking	3.81	4.10
Attractions - range	4.26	-
Attractions - quality of service	4.43	-
Attractions - value for money	4.25	-
Places to eat and drink - range	4.19	4.07
Places to eat and drink - quality of service	4.27	4.29
Places to eat and drink - value for money	3.99	4.19
Shops - range	4.10	3.88
Shops - quality of shopping environment	4.21	4.06
Shops - quality of service	4.43	4.25
Ease of finding way around - road signs	4.47	4.29
Ease of finding way around - pedestrian signs	4.47	4.22
Ease of finding way around - display maps	4.52	3.99
Public toilets - availability	3.73	3.83
Public toilets - cleanliness	4.16	3.80
Cleanliness of streets	**4.74**	4.30
Upkeep of parks and open spaces	4.70	-
Availability of public seating	**4.78**	-
General Atmosphere	4.70	4.43
Feeling of welcome	4.68	4.43
Feeling of safety from crime	**4.74**	4.46
Feeling of safety from traffic	4.17	4.14
TIC – Usefulness of information received	4.54	4.49
TIC – Quality of service	4.65	4.49
TIC – Ease of finding	4.58	4.26
Overall enjoyment of visit	4.38	4.08
Likeliness of recommending Battle	4.57	4.32

6.3 Accommodation

Visitors who were staying in commercial accommodation within Battle were invited to comment on the quality of service and value for money provided by their accommodation establishment. As shown in Figure 8, both the quality of service within accommodation establishments, and the value for money of the accommodation received a slightly lower average score compared with the averages for the 'all market towns' group.

Figure 8: Accommodation rating



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Just under half of visitors staying in Battle described the quality of service in their accommodation as 'very good'. A third of visitors described their accommodation as 'good'. There weren't any visitors that were not satisfied with the quality of the accommodation they were staying in.

Table 32: Visitor opinions on quality of service in accommodation

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	15	156	27
Mean	**4.27**	**4.29**	**4.50**
Very good	47%	50%	64% (Max 100%)
Good	33%	38%	27%
Average	20%	13%	7%
Poor	-	-	1%
Very poor	-	-	1% (Max 25%)

Just under three quarters of survey respondents (72%) were satisfied with the value for money of their accommodation, rating it as 'good' or 'very good'. Twenty-nine percent of those staying in commercial accommodation in 2009 (18% lower than 2005) described the value for money of their accommodation as 'average'.

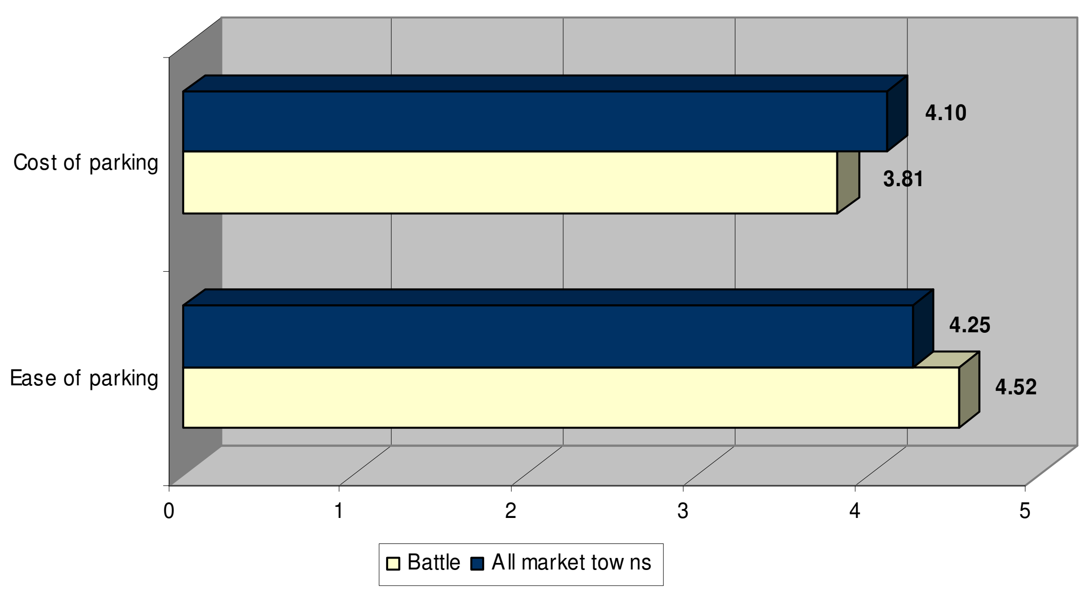
Table 33: Visitor opinions on value for money of accommodation

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	14	156	31
Mean	**4.14**	**3.94**	**4.44**
Very good	43%	33%	59% (Max 100%)
Good	29%	20%	30%
Average	29%	47%	9%
Poor	-	-	2%
Very poor	-	-	- (Max 6%)

6.4 Car parking

Visitors who used city centre car parks in Battle were invited to comment on the ease and cost of parking in the city. As shown in Figure 9, below, visitor's average score for the cost of parking is lower than the score for 'all market towns'. Conversely, visitors rated the ease of parking quite highly, providing an average score of 4.52 out of 5.

Figure 9: Opinions on car parking



Ninety percent of respondents described the ease of parking in Battle city centre as ‘easy’ or ‘very easy’, resulting in an average score of 4.52 which was well above the ‘all market towns’ average. This average was also significantly higher than the previous 2005 survey.

Table 34: Visitor opinions on the ease of parking in city centre car parks

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	130	156	182
Mean	**4.52**	**4.29**	**4.25**
Very easy	70%	43%	51% (Max 83%)
Easy	20%	40%	33%
Neither/nor	5%	5%	7%
Quite difficult	2%	8%	6%
Very difficult	3%	4%	2% (Max 9%)

The cost of parking had the second lowest mean score out of all the aspects in Battle. Visitor opinions had decreased compared with the previous survey, and remained well below the average for ‘all market towns’. However seventy-six percent did rate the cost of parking in the city as ‘reasonable’ or ‘very reasonable’, which was higher than proportions in 2005 (54%) and ‘all market towns (74%). The higher proportion of those who rated it ‘very expensive’ brought the mean score down low.

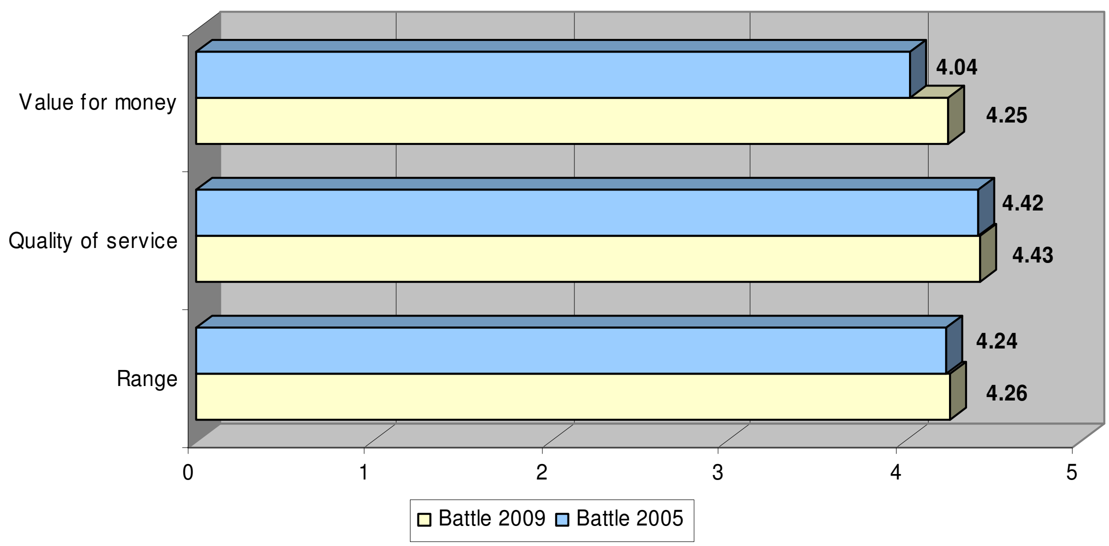
Table 35: Visitor opinions on the cost of parking in Battle’s parks

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	125	156	113
Mean	**3.81**	**3.94**	**4.10**
Very reasonable	22%	23%	45% (Max 93%)
Reasonable	54%	31%	29%
Average	12%	34%	19%
Quite expensive	6%	11%	5%
Very expensive	6%	1%	2% (Max 9%)

6.5 Attractions & Places to Visit

Nationally, attraction opinions were not collected for most market towns so 'all market towns' were not included in this comparison. The attractions and places to visit averages from the 2009 survey is therefore compared to the 2005 Battle visitor survey.

Figure 10: Opinions on attractions



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Eighty-four percent of survey respondents considered the range of attractions to be 'good' or 'very good'. The average score, of 4.26, was just above the average score achieved in 2005.

Table 36: Visitor opinions on the range of attractions & places to visit

	BATTLE 2009	BATTLE 2005
Base	140	175
Mean	**4.26**	**4.24**
Very good	46%	38%
Good	36%	49%
Average	16%	12%
Poor	1%	1%
Very poor	1%	-

Ninety-three percent of those who had visited attractions considered the quality of service to be ‘good’ or ‘very good’, resulting in an average score of 4.43 out of 5.00, just above the 2005 survey.

Table 37: Visitor opinions on the quality of service in attractions & places to visit

	BATTLE 2009	BATTLE 2005
Base	121	155
Mean	**4.43**	**4.42**
Very good	52%	48%
Good	41%	47%
Average	6%	6%
Poor	2%	-
Very poor	-	-

The average score for value for money of attractions & places to visit was 4.25. This was substantially higher than 2005 average scores. Eighty-three percent appeared content with the value for money.

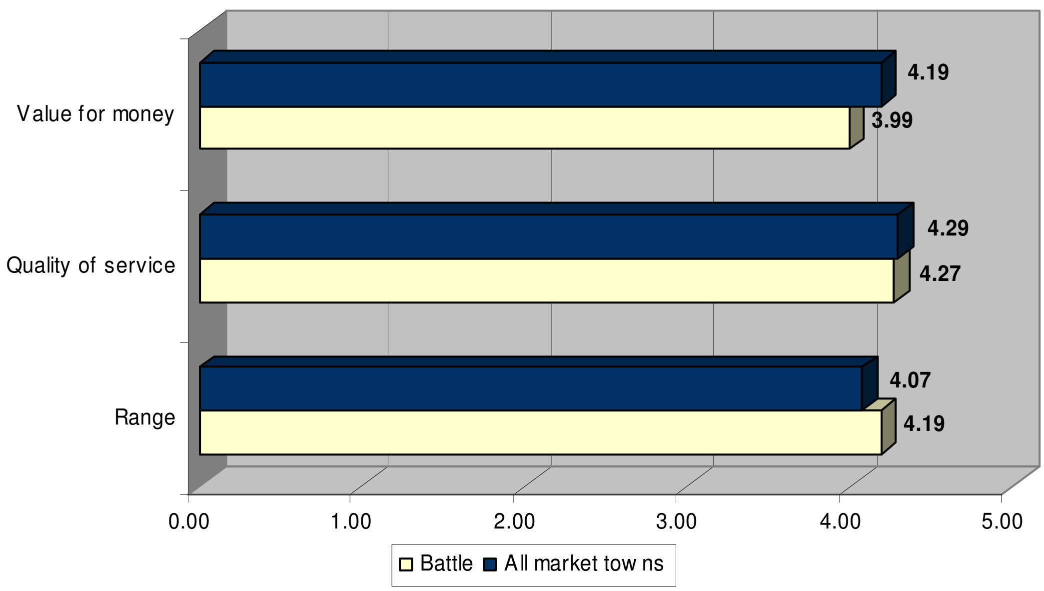
Table 38: Visitor opinions on the value for money of attractions & places to visit

	BATTLE 2009	BATTLE 2005
Base	127	163
Mean	**4.25**	**4.04**
Very good	50%	30%
Good	33%	46%
Average	10%	22%
Poor	4%	2%
Very poor	2%	-

6.6 Places to Eat & Drink

As shown in Figure 11, both value for money and quality of service relating to places to eat and drink compared favourably with the averages for 'all market towns'. The average score for the range of food and drink was lower than 'all market towns'.

Figure 11: Opinion on food and drink



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

The range of places to eat and drink had an average score of 4.19 out of 5.00. Seventy-nine percent of visitors in 2009 considered the range of places to eat & drink in Battle to be 'very good' or 'good'. Six percent rated this aspect as 'poor'.

Table 39: Visitor opinions on the range of places to eat & drink

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	110	88	165
Mean	**4.19**	**4.48**	**4.07**
Very good	46%	53%	39% (Max 75%)
Good	33%	41%	37%
Average	15%	6%	16%
Poor	6%	0%	6%
Very poor	-	0%	1% (Max 14%)

Just under half of the visitors considered the quality of service in eating places to 'very good'. This was a ten percent increase from 35% who rated it the same in 2005. Overall 86% seemed content with the quality of service and 11% considered it 'average'. The average score was slightly lower than 'all market towns'.

Table 40: Visitor opinions on the quality of service in places to eat & drink

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	95	81	161
Mean	**4.27**	**4.09**	**4.29**
Very good	45%	35%	47% (Max 86%)
Good	41%	47%	39%
Average	11%	12%	11%
Poor	2%	5%	3%
Very poor	1%	1%	- (Max 5%)

The average rating for value for money given by visitors is lower than the average for range and quality of service. It is also lower than the 'all market towns' average of 4.19 but has increased slightly since 2005 (when the score was 3.72).

Seventy-one percent of visitors in Battle rated the value for money for food and drink as 'very good' or 'good' and 11% considered it 'poor' or 'very poor'.

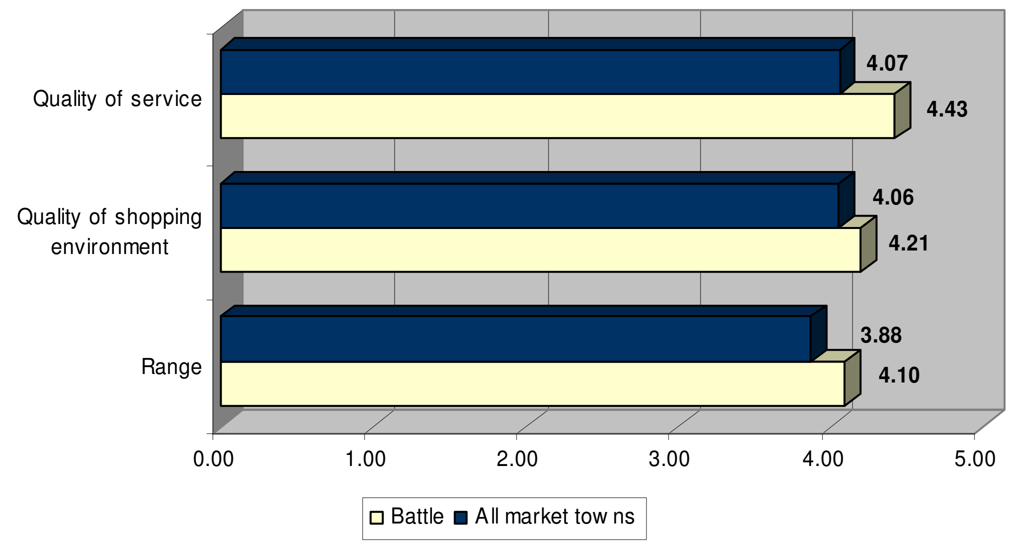
Table 41: Visitor opinions on the value for money of places to eat & drink

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	96	82	161
Mean	**3.99**	**3.72**	**4.19**
Very good	42%	24%	44% (Max 86%)
Good	29%	38%	37%
Average	18%	27%	15%
Poor	9%	7%	4%
Very poor	2%	4%	1% (Max 4%)

6.7 Shopping

Generally all indicators relating to shops and shopping scored favourably compared to 'all market towns' average scores

Figure 12: Opinions on shops



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Seventy-one percent of visitors in 2009 rated the range of shops as 'very good' and 'good'. The average score for Battle (4.10) was well above 'all market towns' average (3.88) and similar to the average score given by visitors in 2005. .

Table 42: Visitor opinions on the range of shops

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	72	87	191
Mean	**4.10**	**4.14**	**3.88**
Very good	46%	33%	28% (Max 70%)
Good	25%	52%	41%
Average	22%	10%	23%
Poor	7%	5%	7%
Very poor	-	-	2% (Max 9%)

Compared to the ‘all market towns’ group result, the quality of the shopping environment was rated fairly high by visitors to Battle. However, the average score has decreased slightly from 4.30 in 2005 to 4.21 in 2009.

Eighty-two percent of visitors were happy with the quality of the shopping environment.

Table 43: Visitor opinions on the quality of the shopping environment

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	68	83	187
Mean	**4.21**	**4.30**	**4.06**
Very good	41%	42%	32% (Max 78%)
Good	41%	46%	45%
Average	15%	12%	19%
Poor	3%	-	3%
Very poor	-	-	- (Max 5%)

Visitors rated the quality of service in shops higher than the quality of the shopping environment and the range of shops. The average score for 2009 is higher than the 2005 average score for Battle and the ‘all market towns’ average score.

Eighty-six percent of visitors rated the quality of service as ‘good’ or ‘very good’.

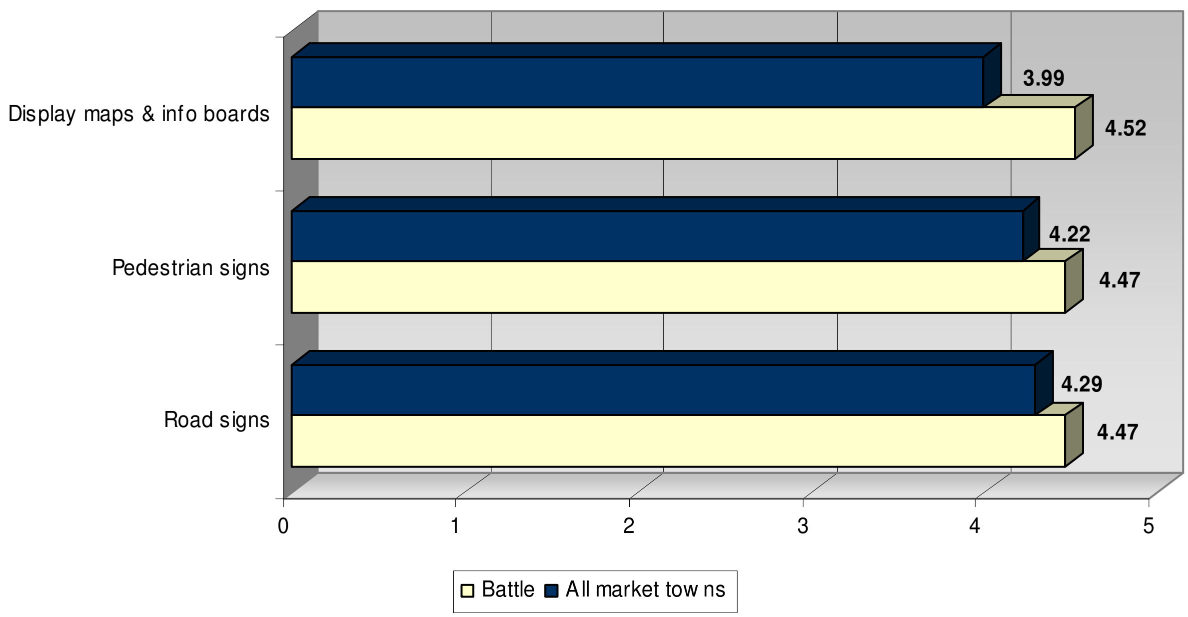
Table 44: Visitor opinions on the quality of service in shops

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	63	69	181
Mean	**4.43**	**4.25**	**4.25**
Very good	59%	29%	43% (Max 87%)
Good	27%	67%	40%
Average	13%	4%	14%
Poor	2%	-	2%
Very poor	-	-	- (Max 1%)

6.8 Ease of Finding Way Around

Visitors were very impressed with signs and information boards in Battle to help them find their way around. All three factors were rated very high compared with 'all market towns'. The mean scores for all three aspects have also increased compared with 2005.

Figure 13: Opinions on ease of finding way around



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Over half (59%) of the respondents considered the road signs to be 'very good'. A further 32% thought they were 'good'. The average score of 4.47 was higher than the average for 'all market towns'.

Table 45: Visitor opinions on road signs

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	154	179	212
Mean	**4.47**	**4.45**	**4.29**
Very good	59%	56%	50% (Max 83%)
Good	32%	36%	34%
Average	7%	6%	11%
Poor	3%	3%	5%
Very poor	-	-	1% (Max 6%)

Visitor opinions on pedestrian signs in Battle compared favourably with 2005 and comfortably above the average for ‘all market towns’. Ninety-two percent of visitors to Battle in 2009 described pedestrian signs as ‘good’ or ‘very good’.

Table 46: Visitor opinions on pedestrian signs

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	142	165	205
Mean	**4.47**	**4.39**	**4.22**
Very good	57%	46%	47% (Max 82%)
Good	35%	48%	34%
Average	6%	5%	14%
Poor	2%	1%	4%
Very poor	-	0%	1% (Max 2%)

Display maps and information boards were rated the lowest out of all the signs in Battle but were still generally considered to be ‘good’ (25%) or ‘very good’ (67%) with an average score of 4.52. This was much higher than the average for ‘all market towns’, and higher than the average score achieved in 2005.

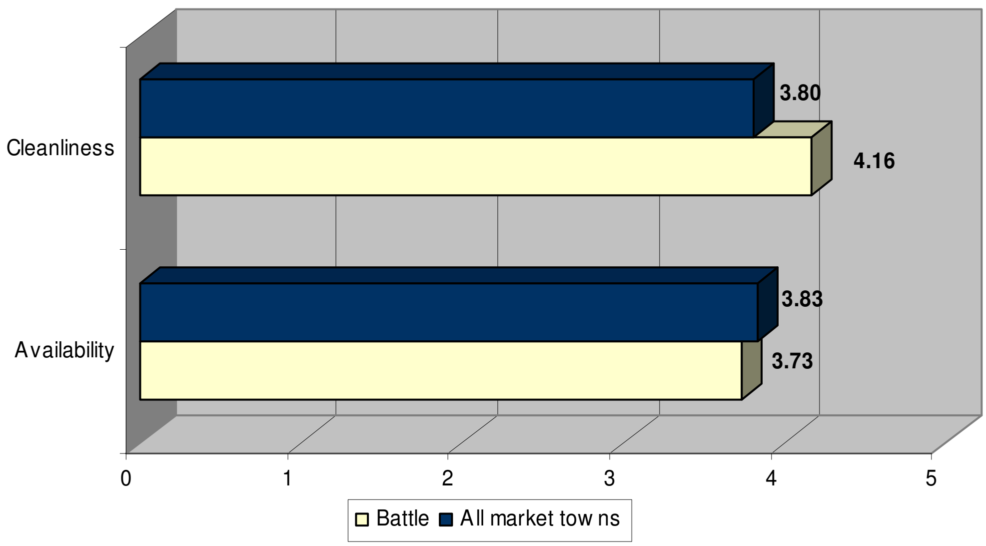
Table 47: Visitor opinions on display maps & information boards

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	111	157	183
Mean	**4.52**	**4.41**	**3.99**
Very good	67%	46%	40% (Max 77%)
Good	25%	50%	32%
Average	4%	3%	18%
Poor	3%	-	6%
Very poor	2%	1%	4% (Max 13%)

6.9 Public Toilets

The scores achieved in Battle 2009 regarding the cleanliness of public toilets exceeded the 'all market towns' average. However, visitor opinions regarding the availability of public toilets was a little lower than the 'all market towns' average.

Figure 14: Opinions on public toilets



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

The availability of public toilets in Battle received the lowest average score in 2009; dropping from an average score of 4.67 in 2005 to 3.78 in 2009.

The 2009 survey found that 29% of visitors considered the availability to be 'very poor' or 'poor'. Back in 2005, the poor options on the questionnaire received no responses. The average score of 3.78 was also lower than the all market towns' score.

Table 48: Visitor opinions on availability of public toilets

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	55	112	98
Mean	**3.78**	**4.67**	**3.83**
Very good	46%	70%	37% (Max 68%)
Good	15%	26%	31%
Average	13%	4%	15%
Poor	22%	-	11%
Very poor	6%	-	6% (Max 22%)

The cleanliness of public toilets was rated a lot higher than the availability. Seventy-three percent of respondents described the cleanliness as ‘good’ or ‘very good’ and the average score for Battle was much higher than the average for ‘all market towns’.

Nine percent of visitors rated the cleanliness of public toilets as ‘poor’ or ‘very poor’; seven percent lower than ‘all market towns’ results. The cleanliness of public toilets showed an improvement compared with 2005.

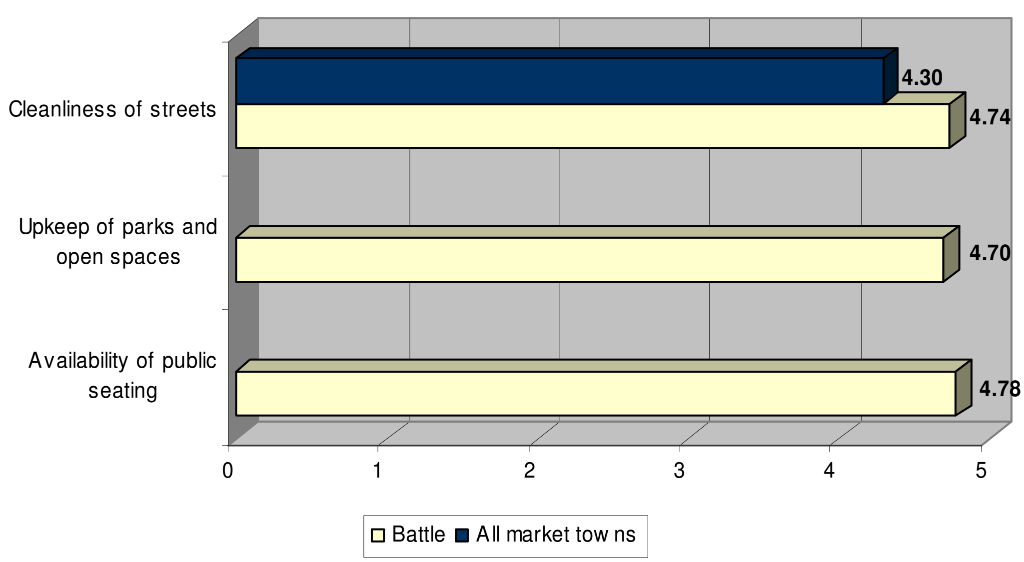
Table 49: Visitor opinions on cleanliness of public toilets

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	44	109	96
Mean	**4.16**	**3.87**	**3.80**
Very good	55%	28%	36% (Max 74%)
Good	18%	40%	31%
Average	18%	23%	17%
Poor	7%	6%	10%
Very poor	2%	2%	6% (Max 25%)

6.10 Parks, Open Spaces, Streets and Public Seating

This graph is slightly different to the others as not all the factors were included in the benchmarking data. The up keep of parks and open spaces and availability of public seating is not normally included in market towns surveys so it is only compared to the previous survey results.

Figure 15: Opinions on parks, open spaces and streets



Where 1=’very poor’, 2= ‘poor’, 3= ‘average’, 4= ‘good’ and 5= ‘very good’

Ninety-seven percent of survey respondents rated the cleanliness of Battle's streets as 'good' or 'very good', resulting in an average score of 4.74. Although this was the joint second highest factor it was lower than the 2005 survey. No one deemed the cleanliness of streets in Battle as 'poor' or 'very poor'.

Table 50: Visitor opinions on the cleanliness of streets

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	186	198	202
Mean	**4.74**	**4.84**	**4.30**
Very good	77%	85%	48% (Max 84%)
Good	20%	14%	38%
Average	3%	1%	10%
Poor	-	-	3%
Very poor	-	-	1% (Max 6%)

Ninety-seven percent of visitors considered the upkeep of parks and open spaces of their visit to be 'very good' or 'good'. This was two percent lower than 2005. The average of 4.70 was slightly lower than the high scoring average of 4.89 in 2005.

Table 51: Visitor opinions on the upkeep of parks & open spaces

	BATTLE 2009	BATTLE 2005
Base	122	188
Mean	**4.70**	**4.89**
Very good	74%	89%
Good	23%	11%
Average	3%	1%
Poor	-	-
Very poor	-	-

Overall, 97% of visitors rated the availability of public seating within Battle as 'good' or 'very good' determining a mean score of 4.78. This was the highest scoring indicator in 2009.

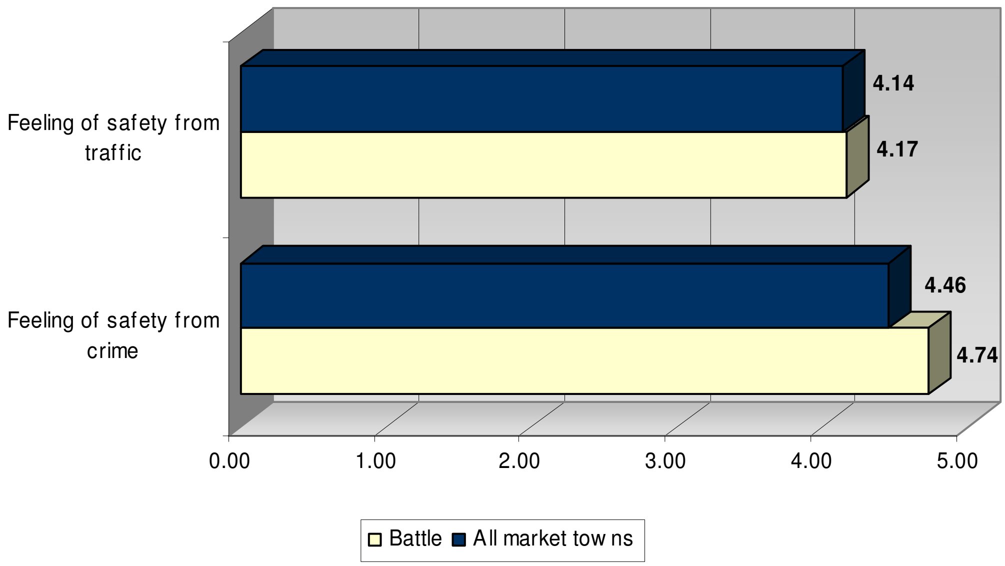
Table 52: Visitor opinions on the availability of public seating

	BATTLE 2009	BATTLE 2005
Base	169	181
Mean	**4.78**	**4.80**
Very good	83%	71%
Good	14%	29%
Average	2%	1%
Poor	1%	-
Very poor	1%	-

6.11 Feeling Safe from Crime and Traffic

Visitors were asked how far they would agree or disagree with the following statements; “I felt quite safe from crime in Battle” and “As a pedestrian in Battle I felt quite safe from the traffic”. Visitors in Battle appeared to feel safer in Battle than the average for ‘all market towns’.

Figure 16: Opinions on feeling safe



Where 1=’strongly disagree’, 2= ‘disagree’, 3= neither agree nor disagree’, 4= ‘agree’ and 5= ‘strongly agree’

Visitor perceptions relating to safety from crime has increased since 2005. No visitor disagreed with this statement in 2009. The average score of 4.74 was one of the highest scoring indicators in 2009 and was well above the average for ‘all market towns’.

Ninety-seven percent of respondents agreed that they felt safe from crime in Battle, whilst a low proportion, (3%) were undecided.

Table 53: Opinions on the statement “I felt quite safe from crime in Battle”

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	177	188	228
Mean	**4.74**	**4.56**	**4.46**
Agree strongly	77%	61%	52% (Max 87%)
Agree	20%	34%	40%
Neither/nor	3%	4%	6%
Disagree	-	1%	1%
Disagree strongly	-	0%	- (Max 2%)

Visitors seemed to feel much safer from traffic in 2009 compared to 2005. The proportion of respondents who 'agreed' or 'agreed strongly' with the statement increased by 14% from 63% in 2005 to 77% in 2009. The average score in 2009 was slightly higher than the average for 'all market towns'.

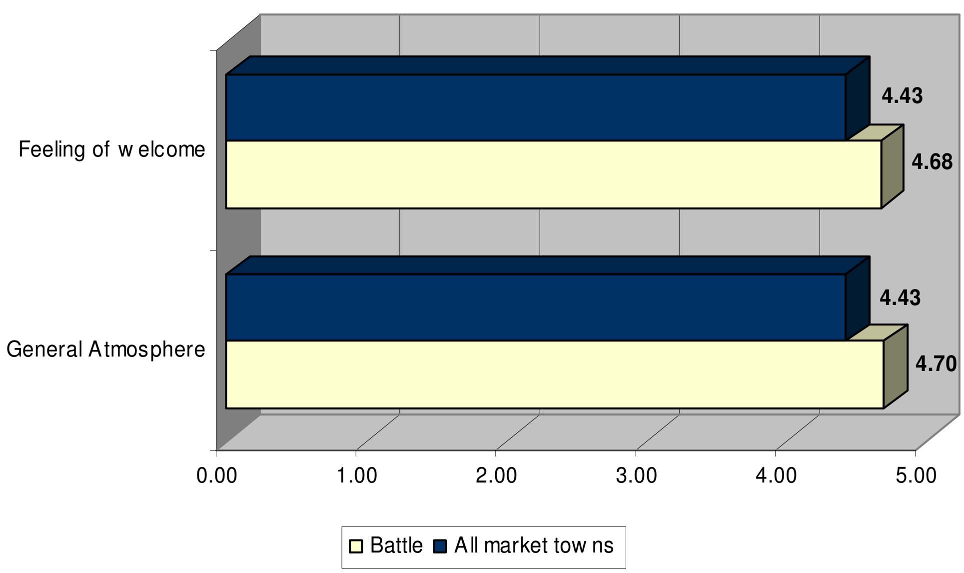
Table 54: Opinions on the statement "As a pedestrian in Battle, I felt quite safe from the traffic"

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	183	191	229
Mean	**4.17**	**3.63**	**4.14**
Agree strongly	50%	12%	39% (Max 72%)
Agree	27%	51%	43%
Neither/nor	15%	25%	10%
Disagree	17%	10%	7%
Disagree strongly	1%	1%	1 % (Max 7%)

6.12 General Atmosphere & Feeling of Welcome

Both the general atmosphere and feeling of welcome were highly rated aspects of Battle in the 2009 survey. Both aspects were clearly higher than 'all market towns' averages.

Figure 17: Opinions of general atmosphere and feeling of welcome



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

Ninety-seven percent of respondents rated the general atmosphere in Battle as ‘very good’ or ‘good’, resulting in an average score of 4.70 out of 5.00. This average was the same as the average in the 2005 survey. Three percent of those interviewed for the survey considered the general atmosphere to be ‘average’ but no one rated it ‘poor’ or ‘very poor’.

Table 55: Visitor opinions on the general atmosphere

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	179	191	236
Mean	**4.70**	**4.70**	**4.43**
Very good	73%	71%	55% (Max 86%)
Good	25%	29%	36%
Average	3%	1%	7%
Poor	-	-	2%
Very poor	-	-	- (Max 2%)

Battle was also rated highly in terms of the feeling of welcome. Ninety-five percent of survey respondents rated this as ‘very good’ or ‘good’. The average score of 4.68 was higher than the ‘all market towns’ average and almost unchanged to the 2005 average score.

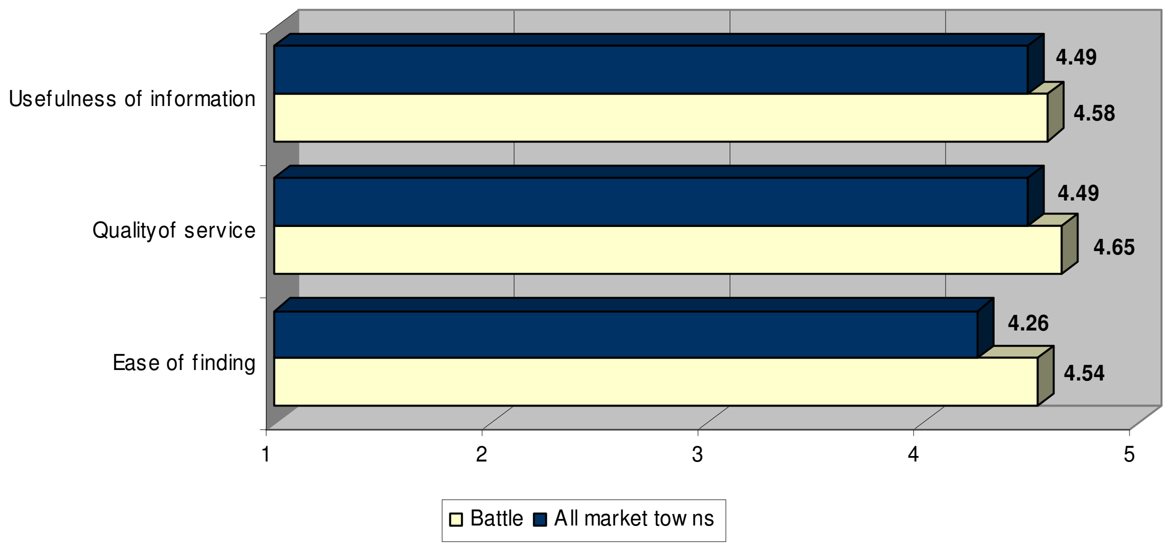
Table 56: Visitor opinions on the feeling of welcome

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	179	188	235
Mean	**4.68**	**4.67**	**4.43**
Very good	73%	70%	55% (Max 86%)
Good	22%	28%	35%
Average	4%	2%	7%
Poor	-	1%	2%
Very poor	1%	0%	- (Max 3%)

6.13 The Tourist Information Centre (TIC)

All three aspects regarding the TIC received higher mean scores than the averages for 'all market towns'. However, only a relatively low proportion (14%) of visitors surveyed in Battle had been into the TIC. This small sample size should therefore be kept in mind when analysing the results.

Figure 18: Opinions on the TIC



Where 1='very poor', 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good'

The average score for ease of finding the TIC was lower than 2005 but higher than 'all market towns'. Ninety-three percent of respondents rated this as 'good' or 'very good'. Seven percent of visitors indicated they had experienced a little difficulty finding the TIC.

Table 57: Visitor opinions on ease of finding the TIC

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	26	73	55
Mean	**4.54**	**4.77**	**4.26**
Very good	69%	78%	58% (Max 100%)
Good	23%	21%	23%
Average	-	1%	11%
Poor	7%	-	4%
Very poor	-	-	4% (Max 32%)

The quality of service received at the TIC was rated highly, with an average score of 4.65 out of 5.00. This was above the averages for 'all market towns' and slightly higher than 2005. Overall, 96% of visitors rated the quality of service as 'good' to 'very good'.

Table 58: Visitor opinions on the quality of service in the TIC

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	26	61	52
Mean	**4.65**	**4.62**	**4.49**
Very good	69%	66%	64% (Max 100%)
Good	27%	31%	26%
Average	4%	3%	8%
Poor	-	-	2%
Very poor	-	-	1% (Max 33%)

The usefulness of information received in the TIC was slightly lower than the 2005 survey but higher than the 'all market towns' average. Ninety-two percent rated the usefulness of information as 'good' to 'very good', 4% considered it was 'average' and 4% deemed it 'poor'.

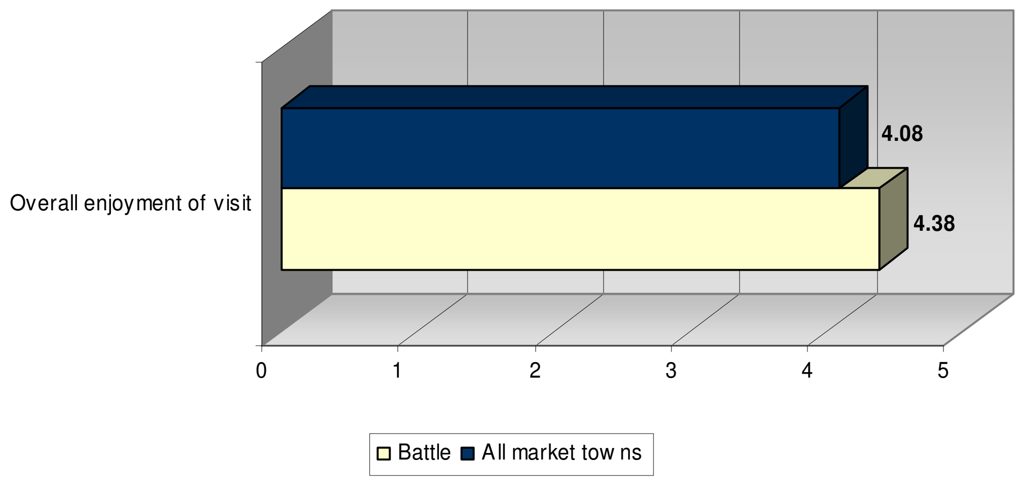
Table 59: Visitor opinions on the usefulness of information received in the TIC

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	24	66	53
Mean	**4.58**	**4.61**	**4.49**
Very good	71%	65%	64% (Max (100%)
Good	21%	33%	25%
Average	4%	0%	8%
Poor	4%	0%	2%
Very poor	-	2%	1% (Max 35%)

6.14 Overall Enjoyment of Visit/Recommendation of Visit

Visitors were asked to rate the overall enjoyment of their visit. The average in 2009 was higher than 2005. The mean score of 4.38 was comfortably above the 4.08 average for 'all market towns'.

Figure 19: Opinions on overall enjoyment



Where 1='very low', 2= 'low', 3= 'average', 4= 'high' and 5= 'very high'

Eighty-nine percent of visitors described the enjoyment of their visit as 'high' or 'very high'. This was higher than the 2005 figure. Eleven percent thought their trip had been 'average'.

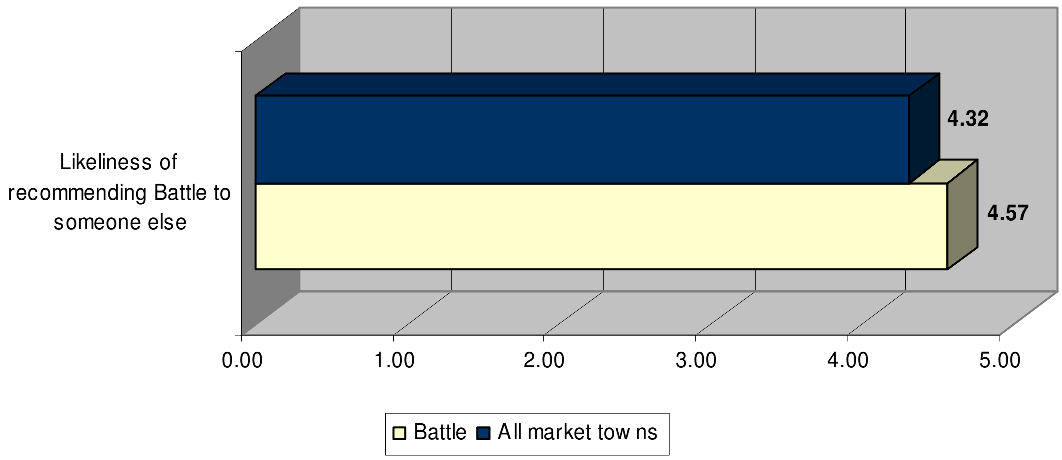
Table 60: Visitor opinions on overall enjoyment of the visit

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	181	193	221
Mean	**4.38**	**4.11**	**4.08**
Very high	49%	24%	31% (Max 59%)
High	40%	64%	48%
Average	11%	10%	21%
Low	-	2%	-
Very low	-	0%	- (Max 1%)

6.15 Likelihood of Recommending a Visit to Battle

The average score for visitors recommending a visit to Battle was high at 4.57 out of 5. It was higher than 'all market towns' average score.

Figure 20: Likelihood of recommending



Where 1='very unlikely', 2= 'unlikely', 3= 'possibly', 4= 'likely' and 5= 'very likely'

The vast majority of respondents (91%) indicated that they were 'likely' or 'very likely' to recommend a visit to Battle to someone else. The average score achieved (4.57) was higher than the average for the 2005. Seven percent of visitors responded with 'possibly' and three percent stated they were 'unlikely' or 'very unlikely' to recommend a visit to Battle.

Table 61: Visitor opinions on likelihood of recommending

	BATTLE 2009	BATTLE 2005	ALL MARKET TOWNS
Base	185	191	220
Mean	**4.57**	**4.45**	**4.32**
Very likely	70%	55%	48% (Max 75%)
Likely	21%	36%	39%
Possibly	7%	8%	9%
Unlikely	2%	1%	3%
Very unlikely	1%	1%	1% (Max 4%)

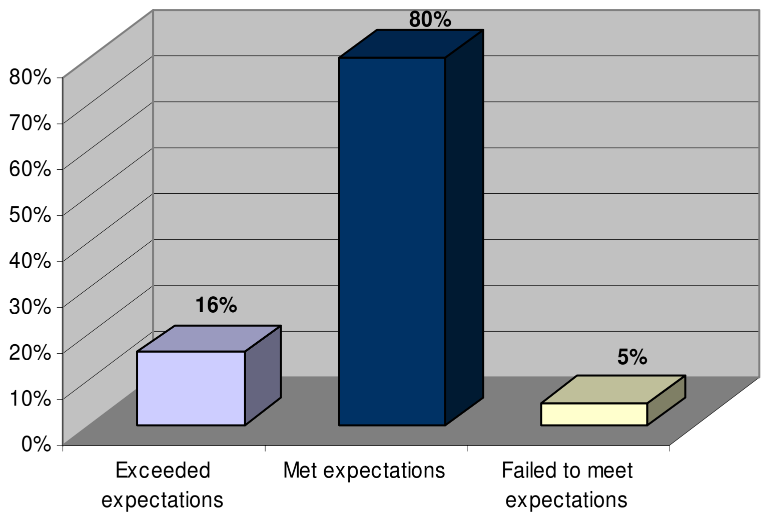
Five visitors said they were 'unlikely' or 'very unlikely' to recommend a trip to Battle. Reasons included expensive (3 visitors – one visitor particularly commenting on cost of entrance fees), need more walking areas, nothing here for a day out.

6.16 Whether the Visit Met Expectations

Visitors were asked to say whether their visit to Battle had met their expectations. Overall, 80% of visitors indicated the visit had met their expectations (8% up on 2005) and a further 16% (on par with 2005) indicated that the visit had exceeded their expectations.

Five percent of respondents said that the visit had failed to meet their expectations.

Figure 21: Whether Battle met visitor's expectations



Responses are shown by visitor type in Table 62. Almost a quarter of day visitors from home stated that their trip to Battle had exceeded their expectations. First time visitors were more likely to indicate that the visit had exceeded their expectations than repeat visitors (a difference of 3%). A higher proportion of overseas visitors said their visit exceeded expectations compared to domestic visitors (difference of 9%). There weren't any overseas visitors that indicated the trip had failed to meet their expectations.

Table 62: Whether the visit met expectations – by visitor type

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	FIRST TIME VISITORS	REPEAT VISITORS	DOMESTIC VISITORS	OVERSEAS VISITORS
Base:	43	121	22	105	81	165	24
Met expectations	70%	84%	82%	79%	80%	80%	76%
Failed to meet expectations	7%	3%	5%	4%	6%	6%	-
Exceeded expectations	23%	13%	14%	17%	14%	15%	24%

6.17 Particular Likes about Battle

Visitors were asked to say what they liked most about Battle. Forty-eight percent of visitors' particularly liked the atmosphere / Olde world / quaint town. Forty-three percent particularly liked the Abbey and just under third commented on the enjoyment of learning about the history of Battle.

Table 63: What visitors liked most about Battle

	BASE	PERCENTAGE
Atmosphere / Olde world / quaint	90	48%
Abbey	80	43%
History	57	30%
Scenery / pretty	22	12%
Buildings / architecture	18	10%
Actual Battlefield	17	9%
Speciality shops	13	7%
Quiet / peaceful	11	6%
Flowers	9	5%
Lots to see and do	9	5%
Tour guide / audio tour	7	4%
Other	18	10%

Eighteen visitors mentioned other factors which they particularly liked about Battle. These included:

- The Museum 4 visitors
- Restaurants 2 visitors
- Compact centre 2 visitors
- Weather 2 visitors
- Seating 2 visitors
- Town
- Roast dinner
- Clean
- Relaxing
- Yesterdays World

6.18 Anything that spoilt the visit

Eighty-one percent of visitors felt that ‘nothing’ had spoiled the enjoyment of their visit. Thirty-eight percent of visitors that complained about something commented that it was expensive – mentioning expensive admission cost to the Abbey, price of car park, price of visiting the Battlefield and high costs of other entrance fees. Sixteen percent of visitors complained about the traffic, not only when driving but also when walking and crossing the roads etc.

Table 64: Aspects that spoiled the visit

	BASE	PERCENTAGE
Expensive	14	38%
Traffic	6	16%
Poor weather	3	8%
Not enough public toilets & signage	3	8%
Not much to see	1	3%
Not enough to do in the evening	-	-
Other	10	27%

NB: Multiple responses permitted and % is out of those who said something, not every visitor.

Ten visitors commented on ‘other’ factors which spoilt their visit to Battle. These included:

- Tourist Information Centre signs not clear 2 visitors
- Bookshop closed
- Lack of dropped pavement
- Irregular bus service
- Poor fish and chips
- Shops not offering postcards with view
- No walking map books

7. Appendices

7.1 Origin of domestic visitors

	BASE		VISITOR TYPE		
	All visitors		Day visitors from home	Day visitors on holiday	Staying visitors
Kent	**33**	**(20%)**	36%	12%	23%
East Sussex	**18**	**(11%)**	39%	-	5%
Essex	**11**	**(7%)**	11%	5%	5%
G. London	**11**	**(7%)**	7%	6%	9%
Lancashire	**8**	**(5%)**	-	6%	9%
Hampshire	**7**	**(4%)**	-	7%	-
Surrey	**7**	**(4%)**	5%	4%	5%
Cheshire	**5**	**(3%)**	-	5%	-
Greater Manchester	**5**	**(3%)**	-	4%	5%
Lincolnshire	**5**	**(3%)**	-	5%	-
Yorkshire – West	**5**	**(3%)**	-	5%	-
Somerset (including Bristol)	**4**	**(2%)**	-	4%	-
Staffordshire	**4**	**(2%)**	-	2%	9%
Hertfordshire	**3**	**(2%)**	-	2%	5%
Northamptonshire	**3**	**(2%)**	-	3%	-
Yorkshire – North	**3**	**(2%)**	-	1%	9%
Scotland	**3**	**(2%)**	-	2%	5%
Buckinghamshire	**2**	**(1%)**	-	1%	5%
Cambridgeshire	**2**	**(1%)**	-	1%	5%
Devon	**2**	**(1%)**	-	2%	-
Dorset	**2**	**(1%)**	-	2%	-
Norfolk	**2**	**(1%)**	-	2%	-
Nottinghamshire	**2**	**(1%)**	-	2%	-
Oxfordshire	**2**	**(1%)**	-	2%	-
Wales – South	**2**	**(1%)**	-	2%	-
Warwickshire	**2**	**(1%)**	-	2%	-
West Midlands	**2**	**(1%)**	-	2%	-
Worcestershire	**2**	**(1%)**	-	1%	5%
Bedfordshire	**1**	**(<1%)**	-	1%	-
Berkshire	**1**	**(<1%)**	-	1%	-
Cornwall	**1**	**(<1%)**	-	1%	-
Derbyshire	**1**	**(<1%)**	-	1%	-
Durham	**1**	**(<1%)**	-	1%	-
Isle of Wight	**1**	**(<1%)**	-	1%	-
Merseyside	**1**	**(<1%)**	-	1%	-
Suffolk	**1**	**(<1%)**	-	1%	-
Wales – North	**1**	**(<1%)**	-	1%	-
West Sussex	**1**	**(<1%)**	1%	-	-
Yorkshire – South	**1**	**(<1%)**	-	1%	-
Northern Ireland	**1**	**(<1%)**	-	1%	-
Total domestic visitors	**169**	**(89%)**	44 (100%)	103 (100%)	22 (100%)

7.2 Location of accommodation

LOCATION OF HOLIDAY ACCOMMODATION	
Total	**123 (100%)**
Eastbourne	28 (23%)
Hastings	12 (10%)
Rye	10 (8%)
Camber	8 (7%)
Brighton	6 (5%)
Bexhill	4 (3%)
St Leonards	4 (3%)
Catfield	3 (2%)
Crowhurst	3 (2%)
Burwash	2 (2%)
Hove	2 (2%)
Lydd	2 (2%)
Maidstone	2 (2%)
Peasemarsh	2 (2%)
Rochester	2 (2%)
Winchester	2 (2%)
Ashford	1 (1%)
Bedingham	1 (1%)
Bewl	1 (1%)
Canterbury	1 (1%)
Capel-Le-Ferne	1 (1%)
Chatham	1 (1%)
Chiddingly	1 (1%)
Cooden	1 (1%)
Cowbeech	1 (1%)
Flimwell	1 (1%)
Folkestone	1 (1%)
Frenchmans Beach	1 (1%)
Greenwich	1 (1%)
Haselmere	1 (1%)
Heathfield	1 (1%)
Herstmonceux	1 (1%)
Horam	1 (1%)
Hurst Green	1 (1%)
Icklesham	1 (1%)
Lamberhurst	1 (1%)
Lingfield	1 (1%)
London	1 (1%)
Margate	1 (1%)
Normans Bay	1 (1%)
Pevensey Bay	1 (1%)
Robertsbridge	1 (1%)
Sedlescombe	1 (1%)
Tenterden	1 (1%)
Tonbridge	1 (1%)
Warehorne	1 (1%)

7.3 Full list of images

	All	1st	2nd	3rd
Battle of Hastings	**75**	61	11	3
History	**37**	27	9	1
Beautiful scenery	**19**	11	6	2
Abbey	**15**	8	3	4
Harold and his eye	**10**	5	5	-
William the Conqueror	**10**	4	4	2
Castles	**8**	5	2	1
Quaint	**7**	2	5	-
Pretty	**7**	5	2	-
Seaside / beach	**5**	3	2	-
Old towns	**5**	3	1	1
Nice	**4**	3	-	1
Flat	**3**	3	-	-
Green	**3**	1	2	-
Lovely area	**3**	2	-	1
Clean	**3**	1	2	-
Woodlands	**3**	1	-	2
Hastings	**3**	2	1	-
The Bayeaux Tapestry	**3**	3	-	-
White Cliffs	**3**	2	-	1
Normans	**3**	-	3	-
Olde World	**3**	2	-	1
Shops	**3**	-	3	-
Cultural life	**2**	2	-	-
Ancestors / family	**2**	2	-	-
Too many trees	**2**	2	-	-
Churches and buildings	**2**	1	1	-
Pubs	**2**	1	-	1
War	**2**	-	2	-
Big hill	**2**	1	1	-
Architecture	**2**	1	-	1
Battlefields	**2**	1	1	-
Rural England	**2**	2	-	-
Different	**2**	2	-	-
Garden of England	**2**	1	1	-
Small villages	**1**	1	-	-
Seaside / beach	**1**	-	1	-
Full of character	**1**	-	1	-
Attractions	**1**	-	1	-
Interesting	**1**	-	-	1
Cultural life	**1**	-	1	-
Cricket	**1**	1	-	-
Good cycling	**1**	-	1	-
Atmosphere	**1**	-	-	1
Red-tiled houses	**1**	-	1	-
Like the I.O.W	**1**	1	-	-
Under discovered	**1**	1	-	-
Coast line	**1**	-	1	-
Traffic	**1**	1	-	-
Special exhibition	**1**	-	1	-
Busy	**1**	1	-	-
Expensive	**1**	-	1	-
Holiday area	**1**	1	-	-
Medieval	**1**	-	-	1
Over touristy	**1**	-	1	-
Nothing nice	**1**	1	-	-
Fishermans Huts	**1**	1	-	-
Sussex	**1**	1	-	-
Relatives	**1**	-	1	-
Weather	**1**	-	1	-
Nice driving	**1**	-	1	-
Blood and death	**1**	1	-	-
Vikings	**1**	1	-	-
Beaten by the French	**1**	-	1	-
Kings and queens	**1**	-	1	-
School history lessons	**1**	-	1	-
Total	**307**	**189**	**92**	**26**

7.4 Copy of Questionnaire

DESTINATION BENCHMARKING – BATTLE 2009

Date: / /09

Interviewer:……………………..………..

Time: 1100 -1300 -1 1501 -1700 -3
1301 -1500 -2 1701+ -4

Weather: Wet -1
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 ***Go to Q3***
Will probably stay a little longer -2 ***Go to Q3***
About half way through -3 ***Go to Q3***
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 ***Go to Q4***
Visiting Battle Abbey -2 ***Go to Q4***
Visiting friends or relatives -3 ***Go to Q4***
Shopping trip (special/non-regular) -4 ***Go to Q4***
Business/attending a conference -5 ***Go to Q4***

Language student **-6** *Go to Q4*

Shopping trip (regular/household) -7 ***Close interview.***
Work/study here -8 ***Do not count to***
Other *(please specify below)* -9 ***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 <u>BOTH Q5A & Q5B</u> 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	***(Go to Q6e)***
B&B/Guest House	-02	***(Go to Q6e)***
Pub/Inn	-03	***(Go to Q6e)***
Rented self catering accommodation	-04	***(Go to Q6e)***
Touring caravan	-05	***(Go to Q6e)***
Static caravan –owned	-06	***(Go to Q6e)***
Static caravan – rented	-07	***(Go to Q6e)***
Camping	-08	***(Go to Q6e)***
Youth hostel	-09	***(Go to Q6e)***
Motor home	-10	***(Go to Q6e)***
Boat/yacht	-11	***(Go to Q6e)***
Holiday centre/village	-12	***(Go to Q6e)***
Host family	-13	***(Go to Q8)***
Home of friend/relative	-14	***(Go to Q8)***
Second home	-15	***(Go to Q6e)***
Timeshare	-16	***(Go to Q6e)***
University accommodation	-17	***(Go to Q6e)***
Other *(specify)*	-18	***(Go to Q6e)***

……………………………………………

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/LEAVE BLANK if don't know/cant recall/confused £……………….

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 -5
Don't know -6

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 Q10a***
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: ....

10a. Before this visit did you see any features, advertisements or promotions for Battle via any of the following?
(SHOWCARD 3 – circle all that apply)

Website	**-1**	*Go to Q10b*
Hastings&1066 Country Visitor Guide	**-2**	*Go to Q11*
Battle Guide	**-3**	*Go to Q11*
Other leaflets/brochures	**-4**	*Go to Q11*
English Heritage	**-5**	*Go to Q11*
National Trust	**-6**	*Go to Q11*
Word of mouth/recommendation	**-7**	*Go to Q11*
TV feature	**-8**	*Go to Q11*
Radio feature	**-9**	*Go to Q11*
Newspaper/magazine adverts	**-10**	*Go to Q11*
Newspaper/magazine editorials	**-11**	*Go to Q11*
Visitor Information Centre	**-12**	*Go to Q11*
Other *(please specify below)*	**-13**	*Go to Q11*

……………………………………………..

10b. Which website(s) did you use?

Visit 1066 Country	**-1**
Accommodation in Hastings	**-2**
Visit Hastings	**-3**
Visit Rye	**-4**
Battle Sussex	**-5**
Battle Tourism	**-6**
Visit South East England	**-7**
Visit England/Britain	**-8**
English Heritage	**-9**
National Trust	**-10**
Google	**-11**
Yesterday's World	**-12**
Other *(please specify below)*	**-13**

……………………………………..

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 4)*

1 = Not at all important 2 = Not very important
3 = Quite important 4 =Very important

Architecture	-1	-2	-3	-4
Historic Sites	-1	-2	-3	-4
Good shopping	-1	-2	-3	-4
Local events	-1	-2	-3	-4
Good range of places to eat/drink	-1	-2	-3	-4
Base for walking/ rambling	-1	-2	-3	-4
Peace and quiet	-1	-2	-3	-4
Art and culture	-1	-2	-3	-4
Plenty of things for adults to see & do	-1	-2	-3	-4
Plenty of things for children to see & do	-1	-2	-3	-4
Availability of special offers	-1	-2	-3	-4
Base for touring	-1	-2	-3	-4

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 *(please specify below)*	-8	*Go to Q15*

……………………………………………..

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

Yes -1 ***Go to Q14b***
No -2 ***Go to Q15***

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

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

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

Very expensive	-1
Quite expensive	-2
About average	-3
Reasonable	-4
Very reasonable	-5
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 5)*

Alexandra Park	-1
Amusement arcades	-2
Battle Abbey	-3
Battle Museum	-4
Bexhill Museum	-5
Blue Reef Aquarium	-6
Bodiam Castle	-7
Carr Taylor Vineyard	-8
Clambers	-9
Crazy Golf	-10
De La Warr Pavilion	-11
Fisherman's Museum	-12
Flower Makers Museum	-13
Great Dixter	-14

Hastings Castle	-15
Hastings Country park	-16
Hastings West Hill Lift	-17
Hastings Museum	-18
Hastings Old Town Hall Museum	-19
Herstmonceux Castle	-20
Independent Photographers Gallery	-21
Norman Road (St Leonards-on-sea)	-22
Rye	-23
Sedlescombe Vineyard	-24
Shipwreck Heritage Museum	-25
Smugglers Adventure	-26
St Leonards Gardens	-27
Swimming/Leisure Centre	-28
Towner Gallery	-29
Yesterdays World	-30

ONLY ASK Q15a OVERLEAF 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 6)*
LIST ALL MENTIONED

Hastings Beer & Music Festival **(July 2009)**	-1
Bexhill 100 Classic Car Show **(Aug 2009)**	-2
Hastings Carnival **(Aug 2009)**	-3
Hastings Old Town Carnival week **(Aug 2009)**	-4
Jour de Fete, De La Warr Pavilion **(Aug 2009)**	-5
Coastal Currents **(Aug-Sept 2009)**	-6
Hastings Seafood and Wine Festival **(Sept 2009)**	-7
Rye Arts Festival **(Sept 2009)**	-8
Battle of Hastings Re-enactment **(Oct 2009)**	-9
Shot by the Sea Hastings Film Festival **(Oct 2009)**	-10
None of the above	-11

16. We are interested in your opinion of various aspects of your visit to Battle. How would you rate your overall satisfaction with the following: *(SHOWCARD 2)*

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

Visitor attractions & other place 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 shopping environment	-1	-2	-3	-4	-5	-6
Quality of service	-1	-2	-3	-4	-5	-6
Ease of finding way around: Tick if didn't use ☐						
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:
(SHOWCARD 7)

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
Low	-2
Average	-3
High	-4
Very high	-5
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?

Abbey	-1
Atmosphere/Olde World/Quaint	-2
History	-3
Actual Battlefield	-4
Scenery/Pretty	-5
Flowers	-6
Buildings/Architecture	-7
Tour guide/Audio tour	-8
Specialty shops (books, bakers etc)	-9
Quiet/peaceful	-10
Lots to see and do	-11
Other *(please specify below)*	-12

……………………………………………..

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

Weather	-1
Expensive (parking, shops etc)	-2
Not enough public toilets & signage	-3
Traffic	-4
Not enough to see	-5
Not enough to do in the evening	-6

Other *(please specify below)* -7

……………………………………………..

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?

Nothing to do for children	-1
Nothing to do for adults	-2
Better destinations for tourists nearby	-3
Expensive	-4
Other *(please specify below)*	-5

……………………………………………..

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 8 – 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 9)*

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?

(WRITE IN NUMBER)

………………………………………………………..

29. What is your postcode? ***(IF UK RESIDENT ONLY)***

…………………………………

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: ……………………………………….…