

Bexhill Visitor Survey 2009

Final version

Prepared by Tourism South East
Leisure, culture and tourism research & consultancy

December 2009

Contents

EXECUTIVE SUMMARY	4
1. Introduction	6
1.1 Background	6
1.2 Destination Benchmarking	7
1.3 Research Objectives	8
1.4 Statistical Reliability	8
1.5 Presentation of Results and Key Findings	9
1.6 Definitions	9
2. Visitor Profile	10
2.1 Visitor Type	10
2.2 Group Size and Composition	10
2.3 Age and Gender Profile	12
2.4 Socio-Economic Profile	13
3. Origin of Visitors	15
3.1 Domestic Visitors	15
3.2 Overseas Visitors	16
3.3 Location of Accommodation – Day Visitors on Holiday	16
3.4 Accommodation Used by Staying Visitors & Day Visitors on Holiday	17
3.4.1 Visitors Staying in Bexhill	17
3.4.2 Visitors Staying Elsewhere	18
4. Characteristics of Visit	19
4.1 Main Purpose of Visit	19
4.2 Organised Group	19
4.3 Whether first visit	20
4.4 Length of Stay	21
4.5 Main Form of Transport Used	22
4.6 Whether Visitors Had Seen any Advertising, Leaflets or Promotions for Bexhill	23
4.7 Named Websites Seen Prior to the Trip	24
4.8 Influence of Factors on Decision to Visit	24
4.9 Attractions / Places of Interest Visited/ Intend to Visit	26
4.10 Whether Visited a 'Special Event' While in Bexhill	26

5.	Visitor Expenditure in Bexhill	27
5.1	All Visitor Spend – Benchmarking Comparisons	27
5.2	Day Visitors	28
5.3	Staying Visitors	28
6.	Visitor Opinions	29
6.1	Introduction	29
6.2	Visitors Satisfaction Scores - An Overview	29
6.3	Accommodation	32
6.4	Attractions and Places to Visit	33
6.5	Places to Eat and Drink	35
6.6	Shopping	37
6.7	Ease of Finding Way Around	39
6.8	Public Toilets	41
6.9	Parks and Streets	42
6.10	Aspects of the Resort	44
6.11	Choice of Early Evening Entertainment	46
6.12	Feeling Safe from Crime and Traffic	47
6.13	General Atmosphere and Feeling of Welcome	48
6.14	De La Warr Pavilion	50
6.15	Overall Enjoyment of Visit/ Recommendation of Visit	51
6.16	Likelihood of Recommending a Visit to Bexhill	52
6.17	Whether the Visit Met Expectations	53
6.18	Particular Likes about Bexhill	54
6.19	Anything that Spoilt the Visit	55
7.	Appendices	56

Executive Summary

This report presents results of a survey with a random sample of 393 visitors to Bexhill over the summer of 2009. The purpose of the 2009 survey was to update previously gathered information on the origin, profile and behaviour of visitors to Bexhill, 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 Bexhill 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 82% of all visitors, comprising of day visitors from home (47%) and day visitors from holiday bases outside Bexhill (36%). The remaining 18% of visitors were staying overnight in commercial or non-commercial accommodation within Bexhill.
- The average size of all visitor groups surveyed was 2.24 people (2.04 adults and 0.20 children).
- Eighty-nine percent of all visitor groups surveyed consisted of adults only, while 11% of all groups included one or more children. The single largest visitor group composition was 2 adults (71%).
- Visitors tended to be relatively mature in age; the highest proportion of visitors fell into the 65-74 and 55-64 age categories.
- Over half (55%) of the visitors fell into the most affluent 'ABC1' socio-economic group.
- Ninety-three percent of all visitors were domestic visitors and 7% of visitors were from overseas countries.
- The highest proportion of domestic visitors from home came from locations within Kent (28%) and Greater London (13%). A further 13% were residents of East Sussex and 7% from Surrey.
- The two main countries of origin for overseas visitors were Australia and the Netherlands. Six other countries were mentioned.
- Many day visitors on holiday were staying nearby in Eastbourne or in other locations throughout East Sussex.
- Thirty-five percent of visitors staying in Bexhill were staying in the homes of friends / relatives. Twenty-seven percent stayed in serviced accommodation (12% hotels and 15% B&B / Guest houses).

Characteristic of Visit:

- The largest proportion of visitors described their visit to Bexhill as a holiday or leisure based visit (80%). Only 9% were visiting friends or relatives.
- Ninety-three percent of visitors were visiting Bexhill independently – 7% were visiting as part of an organised group or tour.
- One third of all visitors surveyed were visiting Bexhill for the first time. Day visitors on holiday and staying visitors were more likely to be on their first visit to Bexhill than day visitors from home.
- The average length of stay for staying visitors was 7.43 nights.
- On average, day visitors were spending around 3.01 hours in Bexhill.

- Seventy-seven percent of visitors had travelled to Bexhill by private car, whilst 21% had used public transport.
- Forty-five percent of all visitors recalled seeing adverts, leaflets or promotions for Bexhill. Visitors were most likely to have heard about Bexhill through word of mouth / recommendation (24%). Twenty percent recalled seeing various websites (33%) and 10% had seen De La Warr Pavilion press on the TV.
- 'Beaches & seafront' and 'Peace & quiet' were the two most influential factors on visitors' decision to visit Bexhill.
- Two thirds of the visitors interviewed either had visited or were intending to visit an attraction or place of interest in and around Bexhill.

Expenditure:

- The average spend of visitors to Bexhill (per person per 24 hours) on commercial accommodation, eating out, shopping, entertainment and travel was £39.08.
- Day visitors to Bexhill spent an average of £17.81 per person per day and staying visitors spent an average of £43.59 per 24 hours.

Visitor Opinions:

- High levels of satisfaction were found among visitors to Bexhill on the various indicators which together comprise the 'visitor experience'. The highest scoring indicators related to: the availability of public seating, cleanliness of beach, cleanliness of the sea and upkeep of parks and open spaces.
- The lowest scoring indicators related to: the cost choice of early evening entertainment, De La Warr Pavilion – shopping and the range of shops in Bexhill.
- Ninety-three percent of visitors rated the overall enjoyment of their visit to Bexhill as 'high' or 'very high'.
- Eighty-nine percent rated the likelihood of them recommending Bexhill to others as 'likely' or 'very likely'.
- Eighty-four percent of visitors stated that the visit had met their expectations. Fifteen percent indicated that the visit had exceeded their expectations and 2% indicated that Bexhill had failed to meet their expectations.
- Particular 'likes' mentioned by visitors included: promenade / seafront, peace & quiet and De La Warr Pavilion.
- Overall, 80% of respondents stated that 'nothing' had spoilt their visit to Bexhill. A small proportion of visitors were disappointed with the weather and not enough public toilets, while a number of others indicated that they had experienced problems with the bicycles on the promenade.

1 INTRODUCTION

1.1 Background

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

This report presents the findings of 25 face-to-face survey sessions of visitors to Bexhill conducted between the 27th July and the 10th October 2009. A random sample of 393 visitors was interviewed at selected locations around the town during this period (Table 1.2).

Table 1 Monthly sample obtained

MONTH	SAMPLE
July	4%
August	37%
September	50%
October	8%

A total of 973 people were stopped to be interviewed. Thirty-eight percent of these were 'local residents' (living within a 10 mile radius of Bexhill town Centre) and therefore not eligible to be interviewed. A further 14% declined to participate in the survey and five percent had only just arrived.

In the end, 393 people were target profile 'visitors' who agreed to take part and were eligible to complete the questionnaire.

Three different locations were chosen for interviewing.

- Seafront
- Outside De La Warr Pavilion
- Old Town

Overall, 50% of all visitor interviews involved visitors contacted along the seafront. Forty-nine percent were outside the De La Warr Pavilion and only 1% were interviewed in the Old Town.

Table 2: Location of interviews

LOCATION	SAMPLE
Seafront	195 (50%)
Outside De La Warr Pavilion	194 (49%)
Old Town	4 (1%)

1.2 Destination Benchmarking

During 2009, the Regional Tourist Boards conducted surveys in 8 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 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. seaside resorts). 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 town
- 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 overleaf.

This year the average scores are based on all destinations 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 destinations:

Large Cities/Towns

Bristol (2007)
Derby (2007)
Hull (2009)
Liverpool (2008)
Portsmouth (2008)

Resorts

Bexhill (2009)
Bridlington (2009)
Falmouth (2008)
Great Yarmouth (2008)
Hastings (2007 & 2009)
Southport (2008)
Torbay (2007)
Weston Super Mare (2007)

Historic Towns/Cities

Bath (2008)
Carlisle (2007)
Chichester (2008)
Colchester (2007 & 2009)
Guildford (2007)
Lancaster/Morecambe (2008)
Oxford (2007 & 2009)
Rochester/Medway (2009)
Salisbury (2008)
Winchester (2008)
Windsor (2007 & 2009)

Section 6 provides the mean average opinion scores for Bexhill compared with the mean scores for 'all resorts' and 'all destinations'. For each indicator, the average percentages of 'very good', 'good', 'average', 'poor' 'very poor' (or the equivalent) are also shown for 'all destinations' and 'all resorts'. For Bexhill, the actual percentages are also shown.

1.3 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 Bexhill 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 Bexhill 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.

1.4 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 393 interviews in Bexhill are shown in Table 1.3 below.

Table 4: 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	184	4.3	5.8	6.6	7.1	7.2
Day visitors on holiday	140	5.0	6.6	7.6	8.1	8.3
Staying visitors	69	7.1	9.4	10.8	11.6	11.8
All visitors	393	3.0	4.0	4.5	4.8	4.9

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 +/-4.0% i.e. between 16 % and 24%.

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

1.5 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 previous visitor surveys in 2006 and 2005.

1.6 Definitions

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

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

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

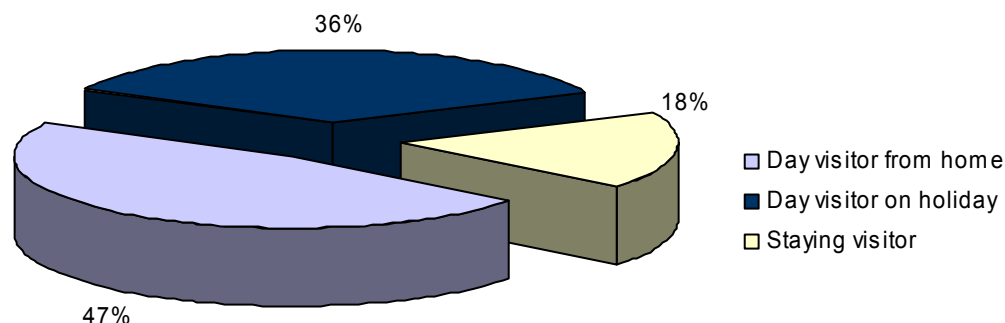
'Staying visitors' - visitors staying overnight for at least one night in accommodation in Bexhill. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

2 VISITOR PROFILE

2.1 Visitor Type

Of the 393 visitors interviewed, 324 (82%) were day visitors. The majority of these (184, 47% of all visitors) were day visitors from home, while 140 (36%) were day visitors from holiday bases outside Bexhill. The remaining 69 (18%) of visitors were staying overnight in commercial or non-commercial accommodation within Bexhill.

Figure 1: Visitor type



Bexhill has significantly more day visitors and fewer staying visitors than all resorts and all destinations in 2009, even more of a percentage difference compared with 2006.

Table 5: Proportion of day and staying visitors

	2009	2006	2005	ALL RESORTS	ALL DESTINATIONS
Day visitors	82%	76%	75%	62%	69%
Staying visitors	18%	24%	25%	38%	31%

2.2 Group Size and Composition

Overall, 882 individuals were represented in the 393 visitor groups interviewed in Bexhill. Ninety-one percent were adults and the remaining 9% children (under 16 years of age). Therefore there was an average ratio of one child to every ten adults.

Visitor groups that were interviewed in Bexhill contained, on average, 2.24 persons (2.04 adults and 0.20 children). This is slightly lower than the averages for all resorts and all destinations, and is 0.15 lower than the figure seen in 2006. Bexhill's visitor groups in 2009 contained slightly less children than the average for all resorts and destinations.

Table 6: Average Group Size:

	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005	ALL RESORTS	ALL DESTINATIONS
Children	0.20	0.30	0.36	0.51	0.43
Adults	2.04	2.07	2.20	2.27	2.10
Total people	2.24	2.37	2.55	2.78	2.54

Eighty-nine percent of all visiting groups to Bexhill contained adults only. This is six percent higher than the groups which contained only adults in 2006. Seventy-one percent of all groups contained two adults. Among groups containing children, the most frequently occurring group composition was two adults with two or more children (5% of total sample).

Table 7: Group Composition

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006
Base:	180	139	64	393	418
<u>Adults Only</u>					
One adult	12%	4%	9%	9%	18%
Two adults	72%	76%	58%	71%	53%
Three adults	6%	5%	8%	6%	8%
Four adults	3%	4%	2%	3%	3%
Five or more adults	-	-	2%	<1%	1%
<i>Sub total</i>	93%	89%	79%	89%	83%
<u>Adults & children</u>					
One adult & one child	-	-	-	-	1%
One adult & two or more children	2%	1%	-	1%	-
Two adults & one child	1%	1%	3%	2%	5%
Two adults & two or more children	2%	5%	13%	5%	6%
Three adults & one child	1%	1%	2%	1%	2%
Three adults & two or more children	1%	-	-	<1%	2%
Four or more adults & one or more children	1%	3%	5%	2%	2%
<i>Sub total</i>	7%	11%	21%	11%	17%
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 9% of visitors were children (aged 0 to 15). The age of visitors is largely concentrated towards the older ages with over half of visitors aged above 55 years. Only 4% of visitors were between 16 and 34 years.

Figure 2: Total visitors split into age categories

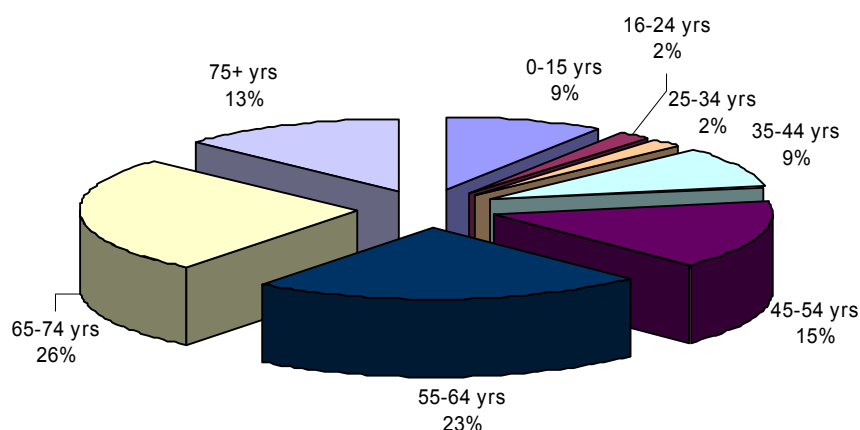


Table 8 demonstrates the split of visitors by age distribution and visitor type and also shows the comparative figures for 2006 and 2005. There was a higher proportion of older people compared to the previous two surveys although the younger categories for all three surveys have always had lower proportions.

Table 8: Age and Gender Profile

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005
Base:	386	333	163	882		
0-15 yrs	6%	10%	14%	9%	13%	14%
16-24 yrs	2%	1%	5%	2%	2%	3%
25-34 yrs	2%	2%	4%	2%	8%	4%
35-44 yrs	8%	9%	10%	9%	12%	10%
45-54 yrs	15%	14%	18%	15%	17%	15%
55-64 yrs	26%	22%	20%	23%	19%	19%
65-74 yrs	24%	32%	20%	26%	17%	21%
75+ yrs	17%	11%	9%	13%	12%	12%
Males	45%	47%	40%	47%	43%	44%
Females	55%	53%	50%	53%	57%	56%

2.4 Socio-Economic Group

Table 6 outlines the six socio-economic groups defined in the UK.

Table 9: 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

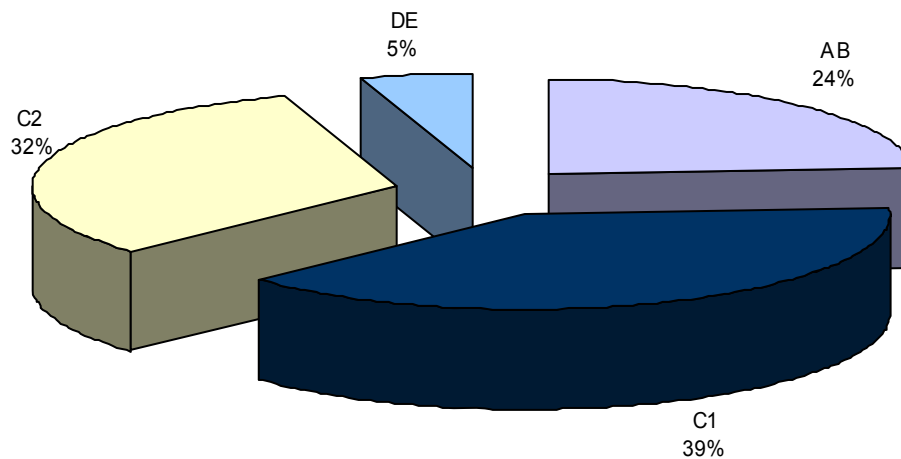
Each respondent provided the occupation of the chief income earner for their household and were assigned a social group using these classifications. Those who were retired were asked their previous occupation.

Table 10: Employment status

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005
Employed full time	136 (35%)	45%	45%
Retired	195 (50%)	40%	44%
Self-employed	24 (6%)	8%	4%
Employed part time	27 (7%)	4%	5%
Full-time living away from home	1 (<1%)	<1%	<1%
Unemployed	4 (1%)	2%	1%
Full-time student living at home	2 (1%)	1%	<1%
Total	389 (100%)	100%	100%

The highest proportion of visitors fell into the C1 classification group (39%) followed by another third in the C2 group. Just under a quarter were categorised in the AB group and the remaining 5% were in the DE classification.

Figure 3: Break down of socio-economic groups



The proportion of those visitors classified as AB was 15% lower compared to the 2006 survey finding but 10% higher to the 2005 survey finding.

Although the proportion in this category was lower compared to 2006 there were more AB classified visitors visiting Bexhill in 2009 than 'all resorts' and 'all destinations'

Table 11: Socio-economic profile

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DEST'NS
	%	%	%	Average %	Average %
AB	24%	39%	16%	14%	23%
C1	39%	29%	41%	34%	36%
C2	32%	22%	28%	34%	26%
DE	5%	10%	15%	18%	15%
Total	100%	100%	100%	100%	100%

3. ORIGIN OF VISITORS

The vast majority (93%) of visitors were domestic. The remaining 7% were visiting from overseas countries. These proportions were very similar to the proportions of domestic and overseas visitors in the previous survey (95% and 5% respectively).

Sections 3.2 and 3.3 present data on the origin of domestic and staying visitors to Bexhill.

3.1 Domestic visitors

The majority of visitors came from the South East region and London. Twenty-eight percent of domestic visitors were visiting from Kent, 13% from Greater London, 13% from East Sussex and 7% reside in Surrey.

Table 12: Origin of domestic visitors

	BASE	VISITOR TYPE		
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors
Kent	106 (27%)	44%	12%	12%
G. London	50 (13%)	13%	10%	19%
East Sussex	48 (12%)	25%	1%	1%
Surrey	25 (6%)	6%	6%	7%
Essex	20 (5%)	3%	6%	9%
West Sussex	15 (4%)	4%	4%	3%
Bucks	14 (4%)	2%	5%	4%
West Midlands	10 (3%)	-	4%	6%
Herts	8 (2%)	2%	1%	3%
Hants	6 (2%)	-	4%	1%
Staffs	6 (2%)	-	4%	-
Lancs	5 (1%)	-	2%	3%
Suffolk	5 (1%)	-	2%	3%
Derbyshire	4 (1%)	-	3%	2%
Northants	4 (1%)	-	2%	1%
Warwickshire	4 (1%)	-	2%	1%
Beds	3 (1%)	-	1%	1%
Cheshire	3 (1%)	-	1%	1%
G. Manchester	3 (1%)	-	1%	1%
Leicester	3 (1%)	-	1%	1%
Wales – North	3 (1%)	-	2%	-
Yorkshire – South	1 (1%)	-	2%	-
Middlesex	7 (2%)	1%	4%	1%
Devon	2 (1%)	-	1%	1%
Dorset	2 (1%)	-	1%	1%
Merseyside	2 (1%)	-	1%	1%
Norfolk	2 (1%)	-	-	3%
Nottinghamshire	2 (1%)	-	1%	-
Somerset (including Bristol)	2 (1%)	-	1%	1%
Wales – South	2 (1%)	-	1%	-

Continued overleaf

	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors
Wilts	2 (1%)	-	1%	1%
Worcs	2 (1%)	-	1%	-
Scotland	2 (1%)	-	1%	-
Middlesex	2 (1%)	-	-	3%
Berks	1 (<1%)	-	1%	-
Cambridgeshire	1 (<1%)	-	1%	-
Cornwall (& Scilly Isles)	1 (<1%)	-	1%	-
Gloucestershire	1 (<1%)	-	1%	-
Herefordshire	1 (<1%)	-	1%	1
I.O.W	1 (<1%)	1%	-	-
Lincs	1 (<1%)	-	-	1%
Shropshire	1 (<1%)	-	1%	-
Tyne & Wear	1 (<1%)	-	-	1%
Yorkshire – North	1 (<1%)	-	1%	-
Yorkshire – West	1 (<1%)	-	1%	-
N. Ireland	1 (<1%)	-	1%	-
Total domestic visitors	372 (93%)	183 (100%)	140 (100%)	69 (100%)

3.2 Overseas visitors

Seven percent of visitors interviewed lived overseas. This was 2% higher than the proportion found in 2006. Eight different countries were mentioned altogether. Two groups came from Australia and a further two groups came from the Netherlands. Six groups came from another six different countries.

Out of the 10 groups interviewed three groups were staying in Bexhill and seven groups were staying elsewhere but visiting Bexhill for the day.

Table 13: Location of overseas country of residence

	BASE	VISITOR TYPE	
	All visitors	Day visitors on holiday	Staying visitors
Australia	2 (20%)	-	2
Netherlands	2 (20%)	2	-
Canada	1 (10%)	1	-
USA	1 (10%)	-	1
Belgium	1 (10%)	1	-
Germany	1 (10%)	1	-
Cyprus	1 (10%)	1	-
Czech Republic	1 (10%)	1	-
Total overseas visitors	10 (7%)	7	3

3.3 Location of Accommodation – Day Visitors on Holiday

140 visitors were staying outside Bexhill and visiting for the day. Ninety-four percent of these visitors were staying elsewhere in East Sussex and five percent were staying in locations within Kent. Eastbourne was the most frequently mentioned town, by thirty-four percent of all day visitors on holiday. A further eighteen percent were staying in Battle and Hastings (9% each).

Table 14: Location of accommodation

LOCATION OF HOLIDAY ACCOMMODATION		
Eastbourne	47	(34%)
Battle	13	(9%)
Hastings	12	(9%)
St. Leonards	7	(5%)
Brighton	5	(4%)
Catsfield	3	(2%)
Alfriston	2	(1%)
Combe Haven	2	(1%)
Hertmonceux	2	(1%)
Normans Bay	2	(1%)
Pevensey Bay	2	(1%)
Robertsbridge	2	(1%)
Rye	2	(1%)

Thirty-six other locations were mentioned by one visitor. See Appendix 7.2 for the full list.

3.4 Accommodation used by Staying Visitors & Day Visitors on Holiday

3.4.1 Visitors Staying in Bexhill

Over a third (35%) of overnight visitors were staying in the home of friends or relatives in Bexhill (see Table 15 overleaf). Although this was the most common accommodation type it was 12% lower than 2006. Twenty-seven percent of visitors were staying in serviced accommodation (15% B&B's / Guest houses and 12% hotels). The proportion staying in hotels was a lot lower than 'all resorts' (30%) and 'all destinations' (31%). The 2009 survey found a higher proportion of visitors staying in rented self catering accommodation compared to 2006.

Table 15: Type of accommodation

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Hotel	12%	13%	6%	30%	31%
B&B/Guesthouse	15%	11%	9%	15%	12%
Pub/Inn	-	1%	-	-	1%
Rented self catering	9%	4%	8%	12%	6%
Touring caravan	3%	4%	6%	6%	3%
Static caravan- owned	6%	10%	-	5%	3%
Static caravan- rented	3%	2%	1%	8%	3%
Motor Home	-	-	-	-	-
Camping	2%	2%	1%	2%	1%
Youth hostel	-	-	-	-	2%
Narrow boat/boat/yacht	-	-	-	-	1%
Holiday centre	-	2%	-	3%	1%
Home of friend or relative	35%	47%	66%	12%	30%
Second home	9%	4%	-	2%	<1%
Timeshare	-	-	-	-	2%
Other	-	1%	3%	3%	1%
Total	69 (100%)	101 (100%)	93 (100%)	100%	100%

3.4.2 Visitors Staying Elsewhere

Thirty-three percent of those staying outside Bexhill were staying in serviced accommodation (25% in hotels and 13% in B&B / Guest houses). Sixteen percent were staying with friends or relatives.

Table 16: Type of accommodation outside Bexhill

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005
Hotel	25%	17%	18%
Home of friends/relatives	16%	33%	15%
B&B/guest house	13%	10%	3%
Touring caravan	13%	7%	17%
Rented self-catering cottage/flat/house	10%	6%	9%
Static caravan – owned	5%	15%	7%
Static caravan - rented	5%	2%	9%
Motorhome	4%	-	-
Holiday Centre/ Village	4%	3%	11%
Camping	2%	1%	4%
Host family	1%	-	2%
Second Home	1%	3%	2%
Pub/ inn	-	1%	1%
Timeshare	-	-	1%
Boat/ yacht/ narrowboat	-	-	-
Youth Hostel	-	-	-
Other	1%	1%	-
Total	140 (100%)	96 (100%)	99 (100%)

4 CHARACTERISTICS OF VISIT

4.1 Purpose of Visit

All visitors were asked the main reason for their visit to Bexhill on the day they were interviewed. Over three quarters of visitors to Bexhill (80%) were visiting for leisure / holiday purposes. This was a lot higher than the 2006 survey when 59% replied with the same response. The proportion of those visiting for leisure purposes was also higher than 'all destinations' but was 10% lower compared to 'all resorts'.

Nine percent of visitors were visiting friends and relatives who live in Bexhill. This was higher than the proportion for 'all resorts' but lower than the proportions for 'all destinations'.

Eight percent of visitors had come specifically to visit the De La Warr Pavilion. This was 7% lower than the 2006 survey.

Special shopping trip was the reason for only 2%, lower than both 'all resorts' and 'all destinations' but the same as 2006.

Table 17: Purpose of visit

	BEXHILL 2009				BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DEST'NS
	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors	All visitors	All visitors		
Leisure/holiday	313 (80%)	149 (81%)	117 (84%)	47 (68%)	59%	77%	90%	73%
VFR	37 (9%)	9 (5%)	8 (6%)	20 (29%)	22%	21%	6%	12%
Special shopping trip	7 (2%)	7 (4%)	-	-	2%	2%	3%	11%
Business trip	1 (<1%)	1 (1%)	-	1 (1%)	2%	1%	-	2%
Language student	-	-	-	-	-	-	-	1%
Visiting DLWP	33 (8%)	17 (9%)	15 (11%)	1 (1%)	15%	n/a	n/a	n/a
Visiting Bexhill Museum	-	-	-	-	-	-	n/a	n/a
Total	393 (100%)	184 (100%)	140 (100%)	69 (100%)	100%	100%	100%	100%

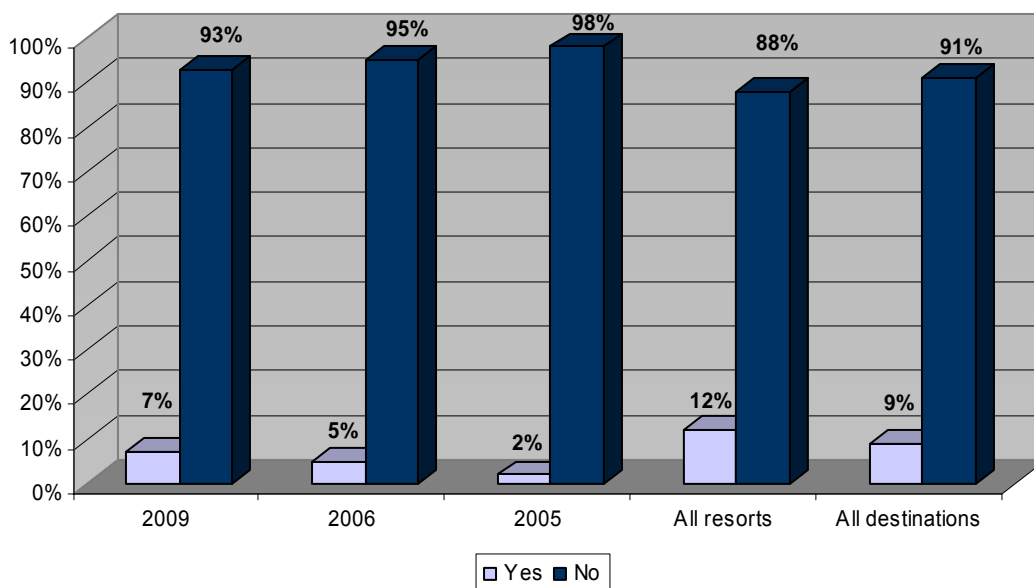
Two people responded with other reasons for visiting Bexhill. One was attending a wedding and another was visiting someone in hospital.

There were important differences in the main reasons for visiting when results are split between visitors staying overnight in Bexhill and those visiting for the day. Relatively more overnight visitors reported that their main reason for visiting was to see friends and relatives (29% compared to 5% for day visitors from home and 6% for day visitors on holiday). Interestingly, the proportion of overnight visitors staying in the homes of friends and relatives was found to be higher, around 35%, suggesting that some visitors use the homes of friends or relatives as an opportunity to take a holiday in the area.

4.2 Organised Group

Respondents were asked whether they were part of a coach party or organised group. Ninety-three percent of those interviewed were visiting Bexhill independently and 7% had come as part of a group. This was slightly lower than 2006 when 5% were visiting as part of an organised group or tour. Proportions visiting Bexhill in 2009 as part of a tour were lower than 'all resorts' (12%) and 'all destinations' (9%).

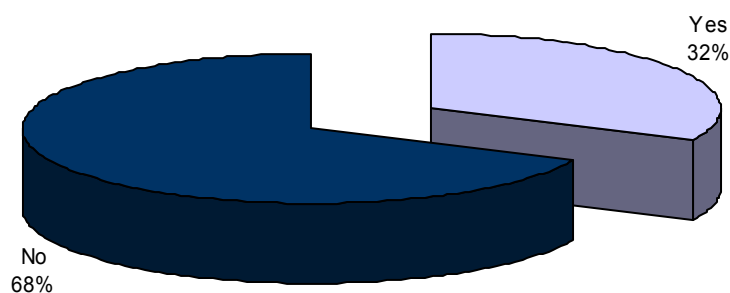
Figure 4: Organised parties



4.3 Whether First Visit

One third of visitors interviewed were visiting Bexhill for the first time, whilst 68% had visited Bexhill on at least one occasion. Compared to the 2006 survey there were more visitors who were visiting Bexhill for the first time (up 9% from 23%).

Figure 5: First time visit



Day visitors from home were least likely to be visiting Bexhill for the first time; only 19% were first time visitors, a lot fewer than the overall average. Over half of day visitors on holiday were visiting Bexhill for the first time (52%) and over a quarter of staying visitors had never previously been to Bexhill (28%).

Table 18: First ever visit

	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2009	ALL VISITORS 2006	ALL VISITORS 2005
Base:	184	140	69	393	424	370
First ever visit	35 (19%)	73 (52%)	19 (28%)	127 (32%)	23%	25%
Repeat visit	149 (81%)	67 (48%)	50 (72%)	266 (68%)	77%	75%

The overall average of 32% first time visitors was higher than both 'all resorts (19%) and 'all destinations' (25%).

Table 19: Whether first ever visit – benchmarking comparisons

	ALL VISITORS 2009	ALL RESORTS	ALL DESTINATIONS
First ever visit	32%	19%	25%
Repeat visit	68%	81%	75%

236 visitors were able to recall how many day trips they had taken to Bexhill in the previous 12 months. The average was 3.96 day trips. The number of day trips to Bexhill within the past 12 months was higher for day visitors from home – at 5.19 day trips. Staying visitors had an average of 1.69 day trips.

Overnight visitors had taken an average of 2.76 trips to Bexhill over the past 5 years.

Table 20: Number of previous visits

	BASE	NUMBER OF PREVIOUS DAY TRIPS	BASE	NUMBER OF PREVIOUS STAYING TRIPS
All visitors	236	3.96	175	2.76
Day visitors from home	145	5.19	80	0.31
Day visitors on holiday	55	2.22	49	0.55
Staying visitors	36	1.69	46	9.37

4.4 Length of Stay

The number of nights visitors stayed in Bexhill ranged from 1 to 90 resulting in an average length of 7.43 nights. Visitors were staying, on average, longer in Bexhill than 'all resorts' and 'all destinations'. They were also staying 1.15 nights longer on average than in 2006.

Day visitors were asked how many hours they were likely to stay in Bexhill on that visit. The average length of stay for day visitors was 3.01 hours. This was very similar to the 2006 (3.02) and 2005 (3.01) surveys. However it was, on average, over an hour less than both 'all resorts' and 'all destinations'.

Table 21: Average length of stay

AVERAGE LENGTH OF STAY	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Staying visitors (nights)	7.43	6.28	6.51	6.48	5.78
All day visits (hours)	3.01	3.02	3.01	4.67	4.70

4.5 Main Form of Transportation Used

Over three quarters of visitors travelled to Bexhill by car / van / motorcycle / motorhome. This is a relatively higher proportion compared to 'all resorts' (68%) and 'all destinations' (60%).

However it was 2% lower than the 2006 survey. A similar number of visitors used public transport in 2009 compared with 2006. A higher proportion of visitors used bus / coach service in 2009 (up 2%) but a slightly lower number of visitors travelled by train (2% lower). Five percent arrived with a coach tour and 1% walked. Four visitors mentioned they used other means of transport to get to Bexhill.

Table 22: Main mode of transport used to get to Bexhill

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Private vehicle (car/ van/ motorcycle etc.)	77%	79%	85%	68%	60%
Bus/coach service	8%	6%	4%	11%	14%
Coach tour	5%	2%	2%	8%	6%
Train	8%	10%	9%	7%	12%
Bicycle	-	1%	-	-	-
Walked	1%	1%	-	5%	5%
Other	1%	2%	-	2%	2%

A higher proportion of day visitors from home used a private vehicle to travel to Bexhill than both day visitors on holiday and staying visitors. Over half of visitors travelling as part of a coach tour were day visitors on holiday. The highest proportion of public transport was used by staying visitors with 16% travelling by train and 4% by bus.

Table 23: Mode of transport split by visitor type

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS
Private vehicle (car/ van/ motorcycle etc.)	77%	80%	75%	75%
Bus/coach service	8%	5%	13%	4%
Coach tour	5%	5%	8%	-
Train	8%	9%	3%	16%
Bicycle	-	-	-	-
Walked	1%	-	1%	1%
Other	1%	1%	1%	3%
Private vehicle (car/ van/ motorcycle etc.)	77%	184 (100%)	140 (100%)	69 (100%)

4.6 Whether visitors had seen any advertising, leaflets or promotions for Bexhill

All visitors were asked whether they had seen any adverts, leaflets or promotional material on Bexhill prior to their visit. Overall 45% could remember seeing at least one type of promotional material about Bexhill.

Twenty-four percent of visitors had heard about Bexhill through 'word of mouth' or had been recommended a visit to Bexhill. Twenty percent had seen promotional material regarding Bexhill on various websites.

Fewer numbers of visitors commented on seeing De La Warr Pavilion press / TV features compared to the 2006 survey (34 more visitors commented on this in 2006) or indicated they were part of the De La Warr Pavilion mailing list.

Higher proportions of staying visitors (84%) and day visitors on holiday (62%) remembered seeing promotional material compared to day visitors from home (48%).

Visitors who were visiting Bexhill for the first time had seen more adverts and promotional material (50%) compared to those who had visited Bexhill previously (35%).

Twenty-one visitors mentioned seeing 'other' types of promotional material on Bexhill prior to their trip including road signs, free parking, stayed nearby, came for a meeting, found it due to wrong turning, saw it on a map and one visitors saw an advert on the side of a bus.

Table 24: Adverts, leaflets, promotions seen

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2006	ALL VISITORS 2005
Website	35 (20%)	11 (16%)	15 (21%)	9 (25%)	29	19
Word of mouth/recommendation	43 (24%)	19 (27%)	16 (22%)	8 (22%)	19	20
Other leaflets/brochures	16 (9%)	6 (9%)	6 (8%)	4 (11%)	21	18
Hastings & 1066 Country Visitor Guide	9 (5%)	3 (4%)	4 (6%)	2 (6%)	6	12
Newspaper/magazine adverts	3 (2%)	1 (1%)	-	2 (6%)	6	4
Bexhill Guide	8 (4%)	2 (3%)	3 (4%)	3 (8%)	8	-
National Trust	2 (1%)	1 (1%)	1 (1%)	-	-	-
De La Warr Pavilion press / TV	17 (10%)	9 (13%)	7 (10%)	1 (3%)	51	-
De La Warr Pavilion mailing list	12 (7%)	6 (9%)	2 (3%)	4 (11%)	19	-
TV feature	8 (4%)	2 (3%)	4 (6%)	2 (6%)	19	8
Newspaper/magazine editorials	4 (2%)	3 (4%)	1 (1%)	-	22	2
Radio feature	-	-	-	-	-	3
Other	21 (12%)	7 (10%)	13 (18%)	2 (1%)	252	9
Total	187 (100%)	89 (100%)	87 (100%)	58 (100%)	418	82

NB: Number of visitors is used for 2006 and 2005 as comparison

4.7 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. Overall 20% of all visitors had used websites – 25% of staying visitors, 21% of day on holiday and 16% of day visitors from home.

All, but one, were able to remember the website they had consulted. Discover Bexhill was the most popular (by 38% of visitors who had used websites) followed by the De La Warr Pavilion website (27%) and the Visit 1066 Country (24%).

Table 25: Websites used

	ALL VISITORS 2009	DAY VISITORS FROM HOME	DAY VISITORS ON HOLIDAY	STAYING VISITORS	ALL VISITORS 2006	ALL VISITORS 2005
Visit 1066 Country	8 (24%)	2 (17%)	4 (27%)	2 (22%)	23%	40%
Visit Hastings	2 (6%)	-	3 (13%)	-	9%	20%
Visit South East England	11 (12%)	-	4 (28%)	-	9%	-
De La Warr Pavilion	9 (27%)	5 (42%)	3 (20%)	1 (11%)	41%	7%
Discover Bexhill	13 (38%)	6 (50%)	4 (27%)	3 (33%)	-	-
Enjoy England / Visit Britain	1 (3%)	-	1 (7%)	1 (4%)	-	7%
Visit Rye	1 (3%)	-	1 (7%)	1 (4%)	5%	-
Battle Tourism	1 (3%)	-	1 (7%)	1 (4%)	-	7%
Google	6 (18%)	-	4 (27%)	2 (22%)	-	-
National Trust	-	-	-	-	-	-
Other	2 (6%)	-	-	2 (22%)	-	-
Total	38 (100%)	12 (100%)	11 (100%)	21 (100%)	22	21

Two other websites were mentioned: South Downs Walk and Pacific Places.

4.8 Influence of Factors on Decision to Visit

Visitors to Bexhill were asked about factors that influenced their decision to visit Bexhill. 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'.

Beaches & seafront and peace & quiet were the most important influences on visitors choosing to visit Bexhill with mean scores of 3.58 and 3.37 respectively. These two factors plus scenic environment were also the top influences in 2006.

Water based activities and availability of special offers were the least influential in the decision making.

Over three-quarters of visitors (80%) rated the beach and seafront as a 'very important' factor in influencing their decision to visit Bexhill and a further 19% said it was quite important. Fifty-seven percent mentioned peace and quiet and 43% stated scenic environment as 'very important' factors in their decision making.

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

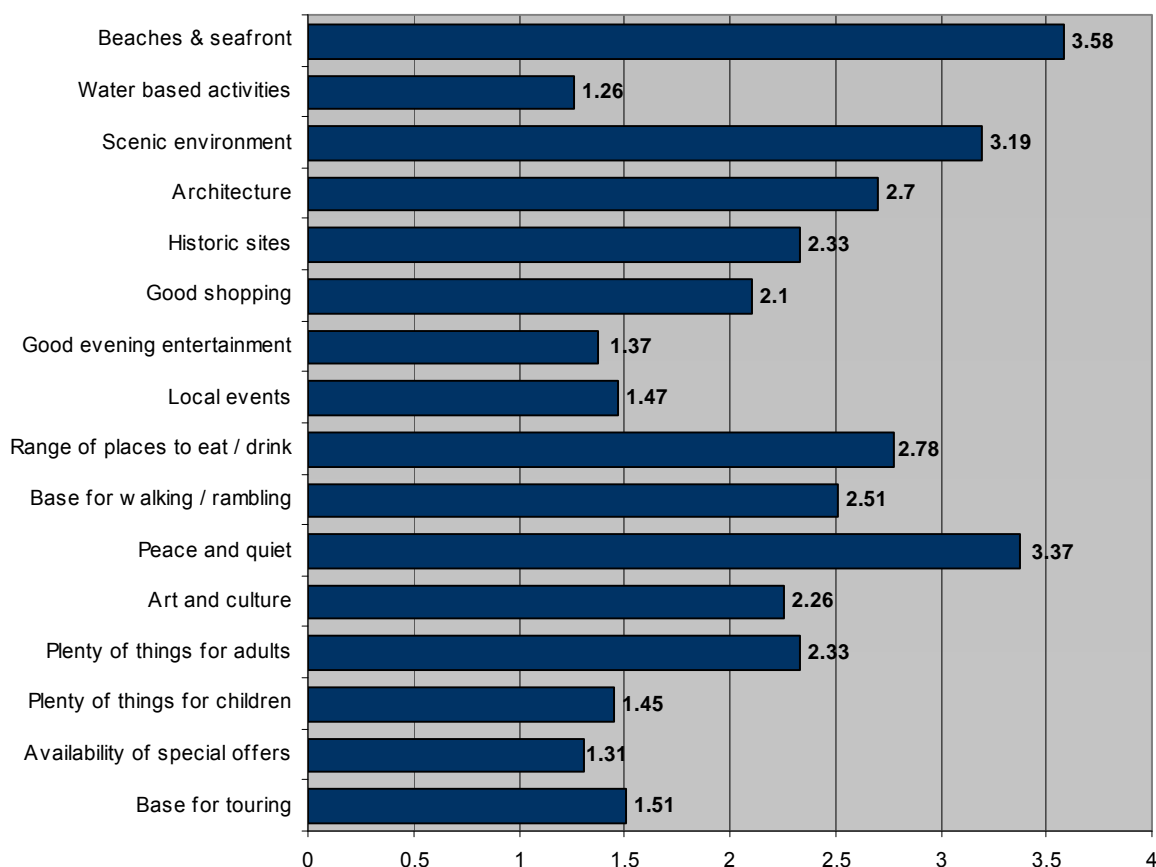


Table 26: Factors of influence on decision to visit Bexhill

	BASE	MEAN	VERY IMPORTANT	QUITE IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
Beaches and seafronts	374	3.58	80%	19%	4%	5%
Water based activities	343	1.26	4%	4%	7%	85%
Scenic environment	360	3.19	43%	43%	7%	8%
Architecture	371	2.70	31%	30%	18%	22%
Historic sites	361	2.33	23%	24%	18%	36%
Good shopping	358	2.10	17%	20%	19%	44%
Good evening entertainment / activities	350	1.37	4%	8%	9%	79%
Local events	350	1.47	4%	13%	10%	73%
Range of places to eat and drink	362	2.78	32%	34%	15%	19%
Base for walking / rambling	353	2.51	30%	22%	17%	31%
Peace and quiet	366	3.37	57%	31%	4%	8%
Art and culture	370	2.26	22%	21%	19%	38%
Plenty of things for adults to do	359	2.33	17%	30%	21%	32%
Plenty of things for children to do	352	1.45	7%	9%	6%	78%
Availability of special offers	349	1.31	3%	8%	5%	83%
Base for touring	355	1.51	8%	10%	6%	76%

4.9 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. Two thirds of visitors interviewed had or were intending to visit an attraction or place of interest. There was a wide range of attractions mentioned but De La Warr Pavilion was the most frequently mentioned (83%). Twenty percent were going to visit Battle Abbey and 17% said they were travelling on to visit Rye. Among the sample, no trips had taken place or were planned for Clambers, Norman Road or the Towner Gallery.

Table 27: Attractions / places of interest visited

	BASE	PERCENTAGE
De La Warr Pavilion	217	83%
Battle Abbey	53	20%
Rye	45	17%
Bodiam Castle	40	15%
Bexhill Museum	33	13%
Hastings Castle	21	8%
Hastings Old Town Museum	19	7%
Crazy Golf	17	7%
Alexandra Park	14	5%
Fisherman's Museum	13	5%
Hastings West Hill Lift	13	5%
Hastings Museum	11	4%
Swimming / Leisure Centre	11	4%
Smugglers Adventure	8	3%
Great Dixter	7	3%
Hastings Country Park	6	2%
Hertsmonceux Castle	6	2%
Sedlescombe Vineyard	6	2%
Amusement arcades	5	2%
Blue Reef Aquarium	5	2%
Manor Gardens, Bexhill	5	2%
Shipwreck Heritage Museum	5	2%
St Leonards Gardens	3	1%
Carr Taylor Vineyard	2	1%
Flower Makers Museum	2	1%

4.10 Whether Visited A 'Special Event' While In Bexhill.

Forty-one different visitors (10% of all visitors) attended a special event while visiting Bexhill. Nine different events were mentioned. These included:

- | | | | |
|--------------------------------------|------------|--|------------|
| • Coastal Currents | 9 visitors | • Hastings Carnival | 3 visitors |
| • Rye Arts Festival | 8 visitors | • Battle of Hastings Re-enactment | 3 visitors |
| • Bexhill 100 Classic Car Show | 6 visitors | • Hastings Seafood and Wine Festival | 1 visitor |
| • Hastings Old Town Carnival Week | 5 visitors | • Shot by the Sea Hastings Film Festival | 1 visitor |
| • Jour De Fete, De La Warr Pavillion | 5 visitors | | |

5 VISITOR EXPENDITURE IN BEXHILL

5.1 All visitor spend – benchmarking comparisons

The following section shows the average expenditure of all visitors to Bexhill (per person per 24 hours) compared with the average expenditure for 'all resorts' and 'all destinations'. Figures are broken down by category of spend –

- Accommodation (staying visitors in Bexhill 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 Bexhill.

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

CATEGORY OF EXPENDITURE	AVERAGE SPEND (£) FOR ALL VISITORS – BEXHILL 2009	AVERAGE SPEND (£) FOR ALL VISITORS – BEXHILL 2006	AVERAGE SPEND (£) FOR ALL VISITORS – BEXHILL 2005	AVERAGE SPEND (£) 'ALL RESORTS'	AVERAGE SPEND (£) FOR 'ALL DESTINATIONS'
Commercial accommodation*	£ 27.39	£ 23.89	£ 11.37	£ 21.76	£ 26.30
Eating out	£ 7.34	£ 6.67	£ 6.29	£ 8.36	£ 9.09
Shopping	£ 2.81	£ 7.43	£ 3.17	£ 7.16	£ 12.04
Entertainment	£ 0.19	£ 0.27	£ 0.25	£ 3.03	£ 3.65
Travel & transport	£ 1.35	£ 2.66	£ 1.54	£ 2.61	£ 2.89
Total	£ 39.08	£ 40.92	£ 22.62	£ 42.92	£ 53.97

* Staying visitors only.

Visitors who were staying overnight in Bexhill for one or more nights spent an average of £27.39 per person per night on commercial accommodation; more than accommodation expenditure in 2006 and 2005. This was £5.63 above the average spend on commercial accommodation for 'all resorts' (£21.76 per person per night) and £1.09 above the average spend on 'all destinations' (£26.30 per person per night).

When comparing results with the average for other destinations, 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 relatively small sample sizes.

Visitors interviewed in Bexhill spent an average of £7.34 per person on eating out, less than the 'all resorts' average of £8.36. The 2009 average for Bexhill was £0.67 higher than 2006 results.

The average visitor spend on shopping in Bexhill (£2.81 per person) was considerably lower than both the average for 'all resorts' (£7.16) and 'all destinations' (£12.04). The expenditure in 2009 was £4.62 lower to that in 2006.

Average spend on entertainment in Bexhill was very low at £0.19, which was very similar to 2006 expenditure but much lower than the average for 'all resorts' (£3.03) and 'all destinations' (£3.65).

Amount spent on travel and transport had dropped compared with the survey done three years ago. This year the average expenditure for visitors to Bexhill was below 'all resorts and 'all destinations' averages

5.2 Day Visitors

£17.81 was the average expenditure per day visitor; lower than the average for 'all resorts' and 'all destinations'. It was also lower than 2006 and 2005 expenditure, mainly due to lower shopping expenditure.

Eating out and entertainment were the two categories which had higher expenditure than 2006, although only an increase of a few pence. Shopping was considerably lower (£7.76 lower per person). Amount spent on travel had also dropped from £3.60 to £1.18 per person.

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

CATEGORY OF EXPENDITURE (£)	BXEHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Eating out	£ 6.82	£ 6.69	£ 6.60	£ 7.35	£ 7.46
Shopping	£ 2.53	£ 10.29	£ 11.48	£ 6.98	£ 11.64
Entertainment	£ 0.20	£ 0.18	£ 2.51	£ 2.84	£ 3.32
Travel	£ 1.18	£ 3.60	£ 2.58	£ 2.97	£ 3.04
Total average spend	£ 17.81	£ 22.30	£ 30.25	£ 22.38	£ 28.11

5.3 Staying Visitors

In comparison to day visitors staying visitors had a higher expenditure. However this is due to commercial accommodation included in the total sum. Excluding accommodation, staying visitors spent on average £16.20 per day which is slightly under the average spent by day visitors.

The total average for staying visitors is less than the average for 'all resorts' and 'all destinations'. Accommodation (£27.39) is the only category in which staying visitors in Bexhill had a higher expenditure than 'all resorts' (£21.76) and 'all destinations' (£26.30).

Average expenditure in 2009 was £5.90 more than expenditure in 2006 but was lower than 2005. Notably eating out and accommodation had increased in 2009 compared to 2006 but expenditure on shopping and entertainment had decreased.

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

CATEGORY OF EXPENDITURE	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Commercial accomm.	£ 27.39	£ 23.89	£ 29.62	£ 21.76	£ 26.30
Eating out	£ 9.80	£ 6.65	£ 12.38	£ 10.62	£ 13.99
Shopping	£ 4.10	£ 5.11	£ 13.79	£ 7.22	£ 13.33
Entertainment	£ 0.14	£ 0.34	£ 4.15	£ 3.57	£ 4.86
Travel	£ 2.16	£ 1.70	£ 3.26	£ 2.24	£ 2.65
Total average spend	£ 43.59	£ 37.69	£ 62.94	£ 45.51	£ 61.13

6 VISITOR OPINIONS

6.1 Introduction

Visitors surveyed at each destination were asked to express their opinions on satisfaction of a wide range of factors / indicators which together comprise the 'visitor experience'. Each factor / indicator was rated on a scale of one to five, where 1='very poor' (the most negative response), 2='poor', 3='average', 4='good' and 5='very good' (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 destinations and the average and highest ('max.') scores from all surveys conducted throughout England and the average and highest scores obtained in certain types of destination (e.g. resorts, historic towns etc.).

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 21 and Tables 28 to 58. In each case, the score for Bexhill is compared with the rolling-average score for 'all resorts', 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 resorts'.

6.2 Visitor Satisfaction Scores – An Overview

Figure 7, overleaf, shows Bexhill's average opinion scores for all benchmarked indicators.

The highest satisfaction scores were for availability of public seating (4.76), cleanliness of beach (4.72), cleanliness of sea (4.69) and upkeep of parks and open spaces (4.69).

The lowest scores related to choice of early evening entertainment (1.88), De La Warr Pavilion – shopping (3.79) and shops – range (3.83).

The rest of the indicators had a satisfaction score between 3.85 and 4.63.

Figure 7: Bexhill average satisfaction opinion for all benchmarked indicators

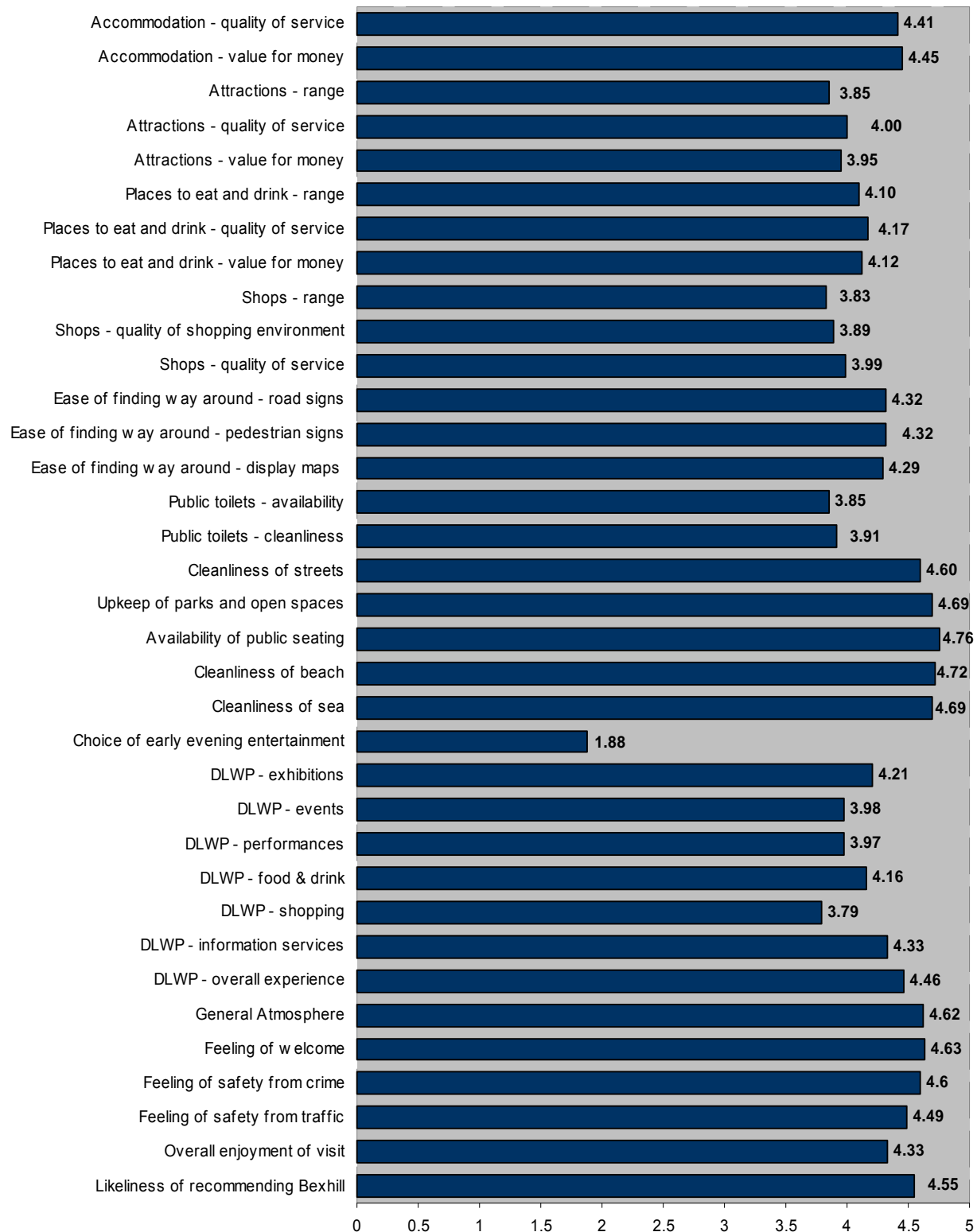


Table 31 below, shows Bexhill's average score for each indicator, in comparison with the rolling-average scores for 'all resorts' and 'all destinations'. The scores highlighted in **bold** reflect indicators where Bexhill performed relatively well in 2009.

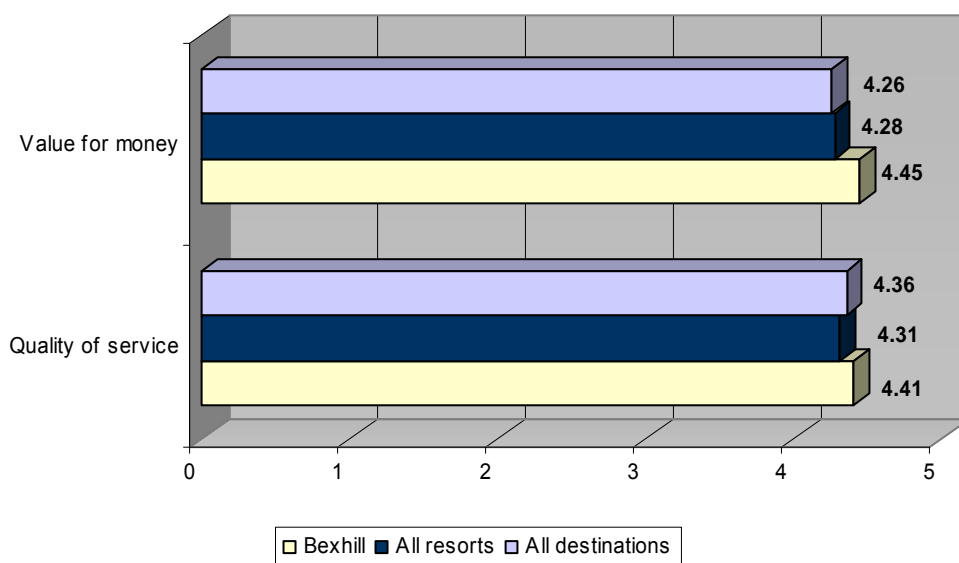
Table 31: Average benchmarking scores for Bexhill (2009), all resorts and all destinations

INDICATOR	BEXHILL 2009	ALL RESORTS	ALL DESTINATIONS
Accommodation - quality of service	4.41	4.31	4.36
Accommodation - value for money	4.45	4.28	4.26
Attractions - range	3.85	4.15	4.24
Attractions - quality of service	4.00	4.19	4.23
Attractions - value for money	3.95	4.01	4.01
Places to eat and drink - range	4.10	4.24	4.27
Places to eat and drink - quality of service	4.17	4.12	4.15
Places to eat and drink - value for money	4.12	4.05	3.99
Shops - range	3.83	4.06	4.17
Shops - quality of shopping environment	3.89	4.02	4.13
Shops - quality of service	3.99	4.07	4.11
Ease of finding way around - road signs	4.32	4.26	4.07
Ease of finding way around - pedestrian signs	4.32	4.24	4.11
Ease of finding way around - display maps	4.29	4.19	4.04
Public toilets - availability	3.85	3.79	3.58
Public toilets - cleanliness	3.91	3.84	3.72
Cleanliness of streets	4.60	4.21	4.04
Upkeep of parks and open spaces	4.69	4.31	4.37
Availability of public seating	4.76	4.41	-
Cleanliness of beach	4.72	4.45	-
Cleanliness of sea	4.69	4.16	-
Choice of early evening entertainment	1.88	3.71	3.93
General Atmosphere	4.62	4.47	4.39
Feeling of welcome	4.63	4.47	4.35
Feeling of safety from crime	4.60	4.39	4.25
Feeling of safety from traffic	4.49	4.19	4.17
Overall enjoyment of visit	4.33	4.26	4.20
Likelihood of recommending Bexhill	4.55	4.47	4.42

6.3 Accommodation

Visitors who were staying in commercial accommodation within Bexhill were invited to comment on the quality of service and value for money provided by their accommodation establishment. As shown in Figure 8, the quality of service within accommodation establishments in Bexhill was rated higher than the average for 'all resorts' and 'all destinations'. The value for money average opinion also surpassed both 'all resorts' and 'all destinations'.

Figure 8: Accommodation rating



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

Both the averages (for value for money and quality of service) of staying visitor opinions in Bexhill were slightly lower than those in 2006. Eighty-six percent of visitors described this aspect of their visit as either 'good' or 'very good'. Six percent of visitors staying in commercial accommodation rated the quality of service in their establishment as 'poor'.

Table 32: Visitor opinions on quality of service in accommodation

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	34	97		117	88
Mean	4.41	4.56	4.62	4.31	4.36
Very good	62%	64%	58%	51% (Max 68%)	54% (Max 98%)
Good	24%	30%	19%	34%	32%
Average	9%	5%	5%	11%	11%
Poor	6%	2%	1%	3%	2%
Very poor	-	-	-	1% (Max 3%)	1% (Max 4%)

The majority of survey respondents (85%) were satisfied with the value for money of their accommodation, rating it as 'good' or 'very good'. Only 3% of those staying in commercial accommodation in 2009 (1% lower than 2006) described the value for money of their accommodation as 'poor'.

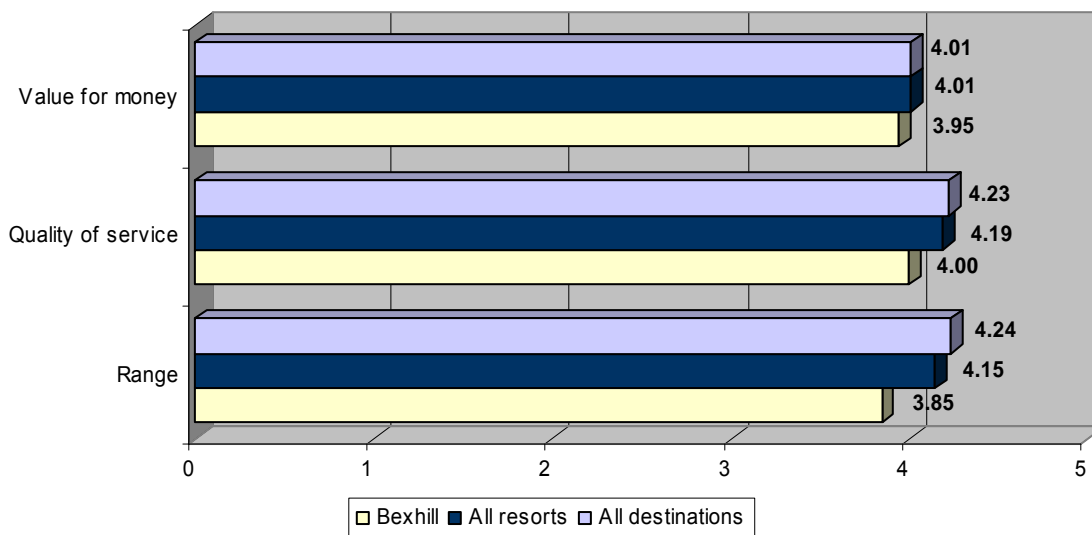
Table 33: Visitor opinions on value for money of accommodation

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	33	26		115	86
Mean	4.45	4.46	4.59	4.28	4.26
Very good	64%	58%	54%	53% (Max 66%)	49% (Max 97%)
Good	21%	23%	21%	29%	33%
Average	12%	5%	5%	14%	15%
Poor	3%	4%	-	3%	3%
Very poor	-	-	1%	1% (Max 4%)	1% (Max 4%)

6.4 Attractions & Places to Visit

Bexhill's attractions and places to visit averages were all below the 'all resorts' and 'all destinations' averages, particularly regarding the range of attractions. However all three averages had increased compared to the 2006 survey.

Figure 9: Opinions on attractions



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

Sixty-seven percent of survey respondents considered the range of attractions to be 'good' or 'very good'. The average score, of 3.85, was slightly higher than the 3.65 achieved in 2006.

Table 34: Visitor opinions on the range of attractions & places to visit

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	248	270	205	302	328
Mean	3.85	3.65	3.81	4.15	4.24
Very good	31%	12%	25%	39% (Max 54%)	42% (Max 67%)
Good	36%	48%	39%	43%	44%
Average	23%	32%	28%	15%	12%
Poor	10%	7%	6%	3%	2%
Very poor	1%	-	1%	- (Max 1%)	- (Max 3%)

Seventy-six percent of those who had visited attractions considered the quality of service to be 'good' or 'very good', resulting in an average score of 4.00 out of 5.00; below the 'all resorts' and 'all destinations' averages but just above the previous two surveys averages.

Table 35: Visitor opinions on the quality of service in attractions & places to visit

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	222	275	176	277	304
Mean	4.00	3.81	3.99	4.19	4.23
Very good	31%	11%	32%	38% (Max 49%)	38% (Max 59%)
Good	45%	61%	40%	48%	48%
Average	20%	26%	24%	13%	12%
Poor	4%	2%	2%	1%	1%
Very poor	-	-	2%	- (Max 2%)	- (Max2%)

The average score for value for money of attractions & places to visit was 3.95. This was higher than 2006 and 2005 average scores but not as high as 'all resorts' or 'all destinations'. Seventy-one percent were happy with the value for money.

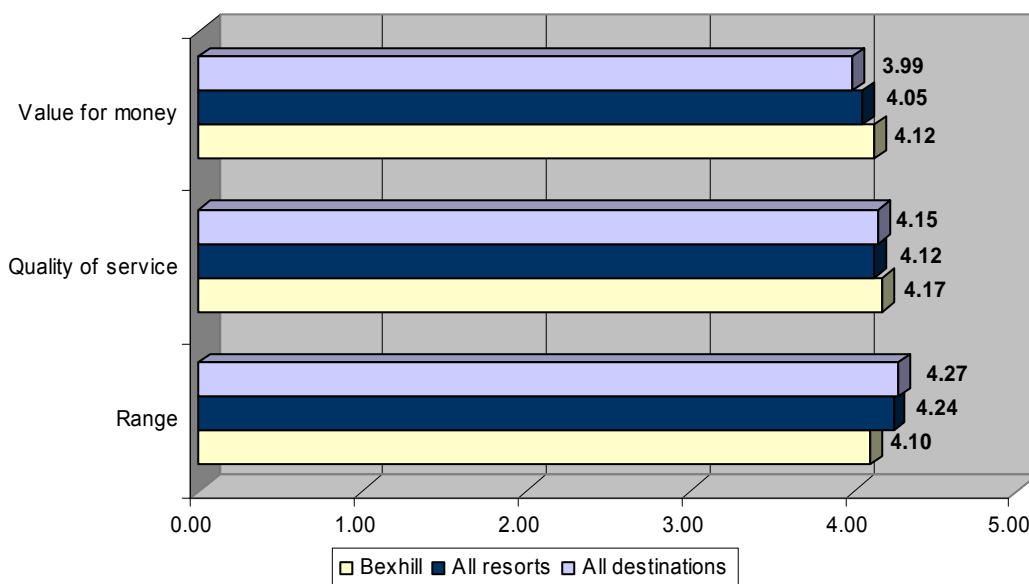
Table 36: Visitor opinions on the value for money of attractions & places to visit

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	218	270	180	291	302
Mean	3.95	3.81	3.87	4.01	4.01
Very good	30%	9%	27%	30% (Max 42%)	30% (Max 49%)
Good	41%	56%	39%	44%	45%
Average	24%	32%	30%	22%	21%
Poor	4%	3%	3%	3%	4%
Very poor	1%	-	1%	1% (Max 1%)	- (Max 3%)

6.5 Places to Eat & Drink

As shown in Figure 10, both value for money and quality of service relating to places to eat and drink compared favourably with the averages for 'all resorts' and 'all destinations'. However the average score for range of food and drink was lower for Bexhill. All the indicators have shown an increase compared with results from both the 2006 and 2005 surveys.

Figure 10: 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 4.10 out of 5.00. Three quarters of visitors in 2009 considered the range of places to eat & drink in Bexhill to be 'very good' or 'good'. Seven percent rated this aspect as 'poor'

Table 37: Visitor opinions on the range of places to eat & drink

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	266	284	293	42	49
Mean	4.10	3.81	3.81	4.24	4.27
Very good	42%	17%	24%	46% (Max 58%)	46% (Max 67%)
Good	33%	54%	43%	39%	41%
Average	18%	23%	25%	12%	10%
Poor	7%	5%	6%	3%	2%
Very poor	-	1%	2%	- (Max -)	- (Max 1%)

Forty-three percent of visitors considered the quality of service in eating places to 'very good'. This was a huge increase from 19% who rated it the same in 2006. Overall 80% seemed content with the quality of service. The average score was higher than 'all resorts' and 'all destinations'.

Table 38: Visitor opinions on the quality of service in places to eat & drink

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	261	284	289	328	326
Mean	4.17	3.98	4.11	4.12	4.15
Very good	43%	19%	38%	36% (Max 49%)	35% (Max 53%)
Good	37%	63%	39%	47%	49%
Average	14%	16%	21%	13%	13%
Poor	5%	2%	1%	2%	2%
Very poor	-	-	1%	1% (Max 5%)	1% (Max 5%)

The average rating for value for money was higher in 2009 than both 2006 and 2005. It was also higher than the averages for 'all resorts' and 'all destinations'. Seventy-seven percent of visitors in Bexhill rated the value of money for food and drink as 'very good' or 'good'.

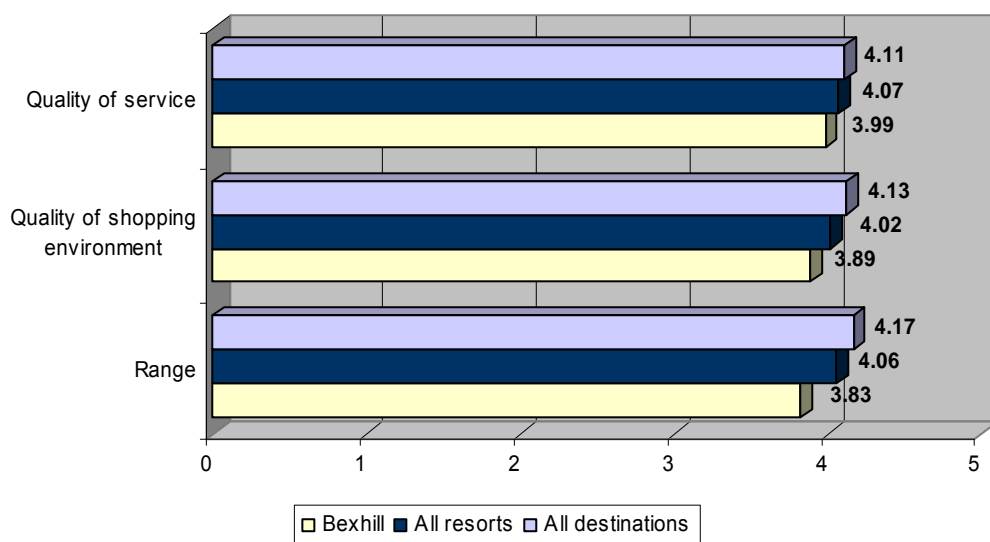
Table 39: Visitor opinions on the value for money of places to eat & drink

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	263	293	288	325	325
Mean	4.12	3.86	4.10	4.05	3.99
Very good	41%	17%	35%	32% (Max 48%)	29% (Max 48%)
Good	36%	58%	42%	47%	47%
Average	18%	22%	21%	19%	19%
Poor	5%	2%	1%	5%	4%
Very poor	1%	1%	1%	- (Max 1%)	1% (Max 3%)

6.6 Shopping

All three indicators relating to the shops and shopping rated quite low compared to 'all resorts' and 'all destinations'. However there was an increase in all three indicators compared to surveys carried out in Bexhill in 2006 and 2005.

Figure 11: Opinions on shops



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

The average score for the range of shops was slightly higher than those achieved in both 2006 and 2005. Seventy-five percent of visitors in 2009 rated the range of shops as 'very good' and 'good'.

Table 40: Visitor opinions on the range of shops

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	201	246	219	292	326
Mean	3.83	3.49	3.61	4.06	4.17
Very good	30%	12%	21%	38% (Max 69%)	41% (Max 72%)
Good	35%	40%	34%	41%	42%
Average	22%	37%	34%	16%	14%
Poor	11%	11%	8%	4%	2%
Very poor	1%	-	3%	1% (Max 8%)	1% (Max 8%)

Compared to 'all resorts' and 'all destinations', the quality of the shopping environment was rated fairly low by visitors to Bexhill. However there was a 21% increase in the numbers who thought that the quality of the shopping environment was 'very good'; indicating that 68% were happy with the quality (compared to 54% in 2006).

Table 41: Visitor opinions on the quality of the shopping environment

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	196	203	215	282	318
Mean	3.89	3.50	3.76	4.02	4.13
Very good	30%	9%	23%	34% (Max 69%)	37% (Max 71%)
Good	38%	45%	41%	44%	45%
Average	25%	37%	27%	18%	15%
Poor	6%	9%	9%	3%	2%
Very poor	1%	-	1%	1% (Max 5%)	1% (Max 5%)

Visitor opinions relating to the quality of service in shops were higher than the averages of 2005 and 2006. However it was lower than both the averages for 'all resorts' and 'all destinations'. Seventy-four percent of visitors rated the quality of service as 'good' or 'very good'.

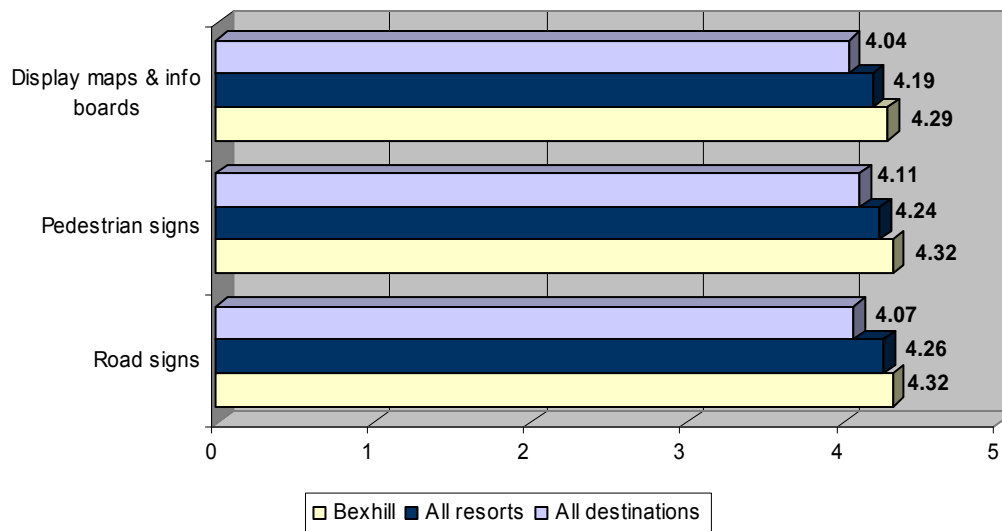
Table 42: Visitor opinions on the quality of service in shops

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	199	246	210	283	306
Mean	3.99	3.81	3.96	4.07	4.11
Very good	32%	15%	26%	33% (Max 47%)	33% (Max 64%)
Good	42%	53%	48%	48%	48%
Average	22%	29%	23%	17%	17%
Poor	4%	3%	3%	2%	1%
Very poor	-	-	-	1% (Max 5%)	- (Max 5%)

6.7 Ease of Finding Way Around

Visitor opinions relating to the ease of finding the way around Bexhill are above the average for 'all resorts' and 'all destinations'. All the averages for 2009 were higher than those of 2006.

Figure 12: Opinions on ease of finding way around



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

Over half (52%) of the respondents considered the road signs to be 'very good'. A further 34% thought they were 'good'. The average score of 4.32 was higher than the average for 'all resorts' and all destinations'.

Table 43: Visitor opinions on road signs

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	349	229	326	283	306
Mean	4.32	3.96	4.33	4.26	4.07
Very good	52%	21%	47%	44% (Max 55%)	36% (Max 71%)
Good	34%	62%	44%	43%	44%
Average	9%	14%	6%	9%	14%
Poor	4%	1%	3%	2%	5%
Very poor	1%	-	-	1% (Max 3%)	1% (Max 7%)

Visitor opinions on pedestrian signs in Bexhill compared favourably with 2006 and comfortably above the average for 'all resorts' and 'all destinations'. Eighty-five percent of visitors to Bexhill in 2009 described this as 'good' or 'very good'.

Table 44: Visitor opinions on pedestrian signs

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	333	229	324	51	73
Mean	4.32	3.92	4.27	4.24	4.11
Very good	50%	19%	44%	41% (Max 51%)	35% (Max 73)
Good	35%	62%	41%	46%	47%
Average	12%	18%	12%	10%	14%
Poor	3%	-	2%	2%	3%
Very poor	-	-	-	- (Max 2%)	1% (Max 4%)

Display maps and information boards in Bexhill were generally considered to be 'good' (33%) or 'very good' (51%) with an average score of 4.29, just below the average for pedestrian signs and road signs. This was higher than the average for 'all resorts' and 'all destinations', and higher than both the average scores achieved in 2006 and 2005.

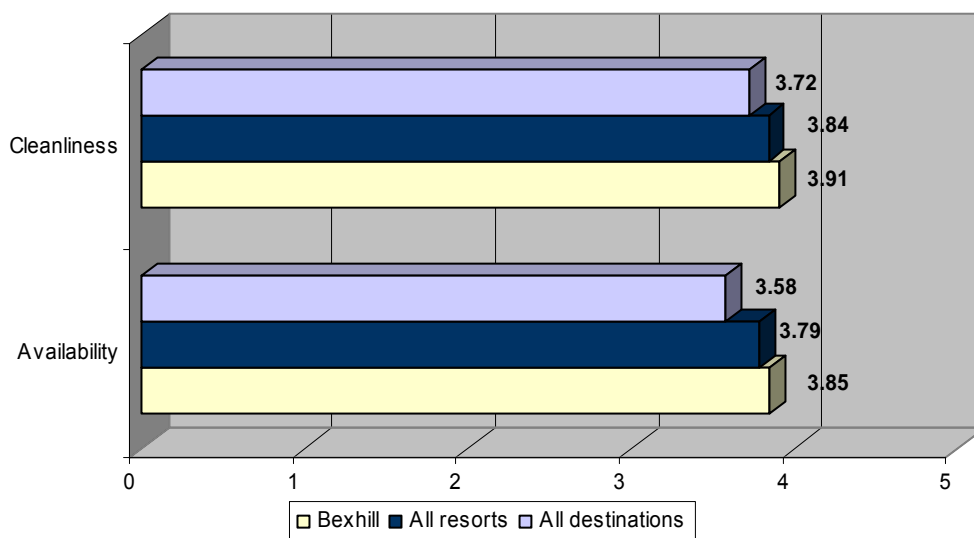
Table 45: Visitor opinions on display maps & information boards

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	307	229	286	284	304
Mean	4.29	3.96	4.25	4.19	4.04
Very good	51%	21%	41%	41% (Max 52%)	34% (Max 73%)
Good	33%	60%	46%	44%	44%
Average	11%	17%	12%	11%	15%
Poor	4%	2%	2%	3%	5%
Very poor	1%	-	-	1% (Max 2%)	1% (Max 8%)

6.8 Public Toilets

The availability and cleanliness of public toilet facilities were rated fairly low. However, the scores achieved in Bexhill in 2009 did exceed 'all resorts' and 'all destinations'. Even though Bexhill scores exceeded that of all the benchmarking data the availability of public toilets was one of the lowest scoring aspects in the Bexhill survey.

Figure 13: Opinions on public toilets



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

Sixty-seven percent of survey respondents rated the availability of public toilets in Bexhill as 'good' or 'very good' in 2009, higher than both scores of the same level received in both 2006 and 2005. Seventeen percent of visitors rated this as 'poor' or 'very poor', which was less than the average for 'all destinations' (20%) but more than 'all resorts' (16%).

Table 46: Visitor opinions on availability of public toilets

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	224	255	277	311	264
Mean	3.85	3.30	3.41	3.79	3.58
Very good	42%	9%	21%	35% (Max 54%)	26% (Max 61%)
Good	25%	39%	30%	35%	34%
Average	16%	33%	27%	14%	19%
Poor	13%	17%	14%	9%	14%
Very poor	4%	3%	8%	7% (Max 41%)	6% (Max 41%)

Fifteen percent of visitors rated the cleanliness of public toilets as 'poor' or 'very poor'; four percent more than 'all resorts' and two percent more than 'all destinations'. Over half of respondents described the cleanliness as 'good' or 'very good' and the average score for Bexhill was higher than the average for 'all resorts' and 'all destinations'. The rating of cleanliness of public toilets also showed an improvement compared with 2006 and 2005.

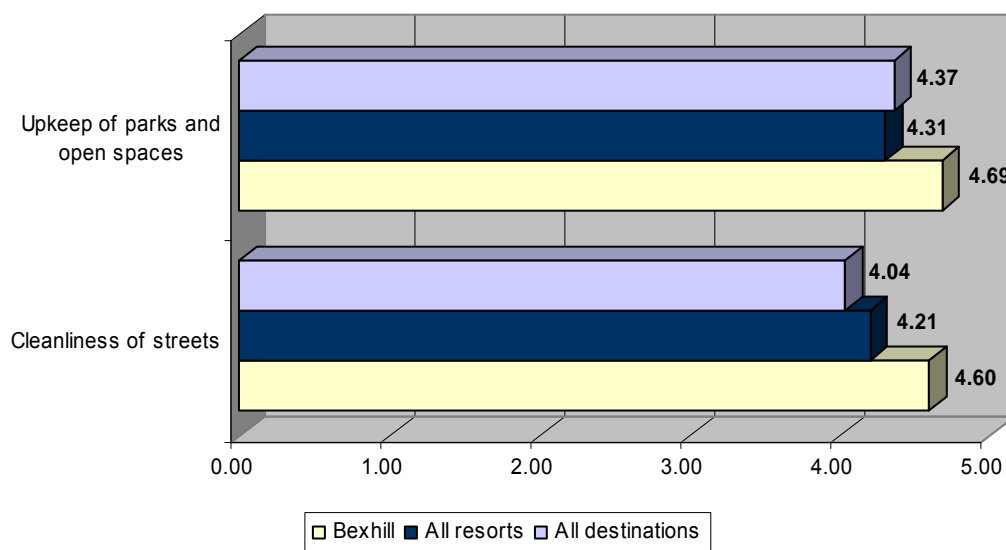
Table 47: Visitor opinions on cleanliness of public toilets

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	208	255	365	292	242
Mean	3.91	3.62	3.55	3.84	3.72
Very good	42%	14%	25%	32% (Max 54%)	27% (Max 58%)
Good	23%	45%	35%	37%	37%
Average	20%	31%	21%	20%	22%
Poor	13%	8%	11%	8%	9%
Very poor	2%	2%	9%	3% (Max 7%)	4% (Max 15%)

6.9 Parks and Streets

Bexhill rated consistently well in this area, with average scores of 4.60 for cleanliness of streets and 4.69 for the upkeep of parks and open spaces. Both of these aspects rated better than the 'all resorts' and 'all destinations' averages.

Figure 14: Opinions on parks, open spaces and streets



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

Ninety-four percent of survey respondents rated the cleanliness of Bexhill's streets as 'good' or 'very good', resulting in an average score of 4.60. This was considerably higher than the 2006 and 2005 survey. No one deemed the cleanliness of streets in Bexhill as 'poor' or 'very poor'.

Table 48: Visitor opinions on the cleanliness of streets

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	390	394	352	373	392
Mean	4.60	4.26	4.28	4.21	4.04
Very good	65%	45%	55%	43% (Max 66%)	34% (Max 66%)
Good	29%	49%	41%	43%	45%
Average	6%	5%	4%	12%	16%
Poor	-	-	-	3%	4%
Very poor	-	-	-	- (Max1%)	1% (Max 5%)

As in 2006 and 2005, the upkeep of parks and open spaces in Bexhill was highly rated – positioned in the top four of all the rated factors in 2009. Ninety-eight percent of visitors considered this aspect of their visit to be 'very good' or 'good'. The average of 4.69 was well above the averages for 'all resorts' and 'all destinations'.

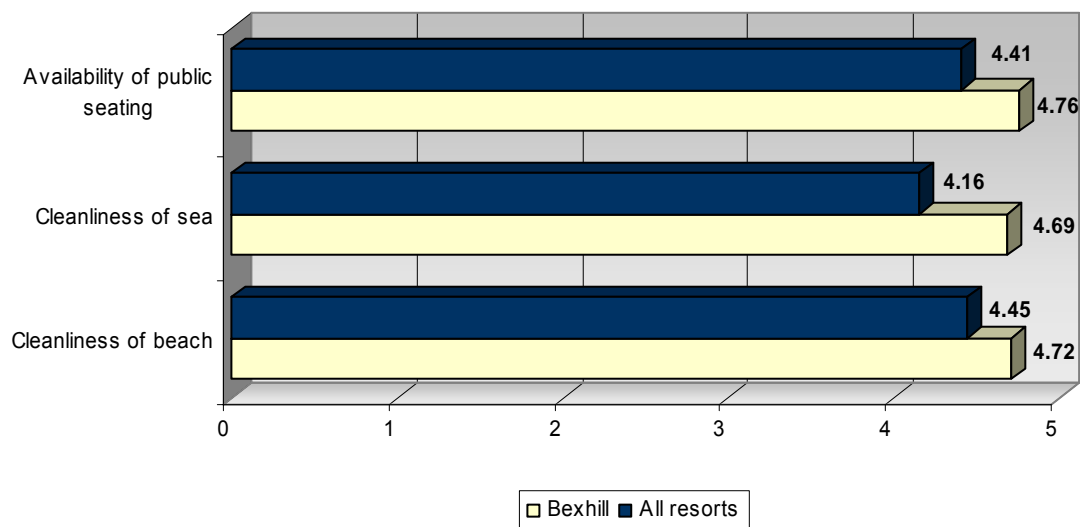
Table 49: Visitor opinions on the upkeep of parks & open spaces

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	380	394	340	345	340
Mean	4.69	4.40	4.50	4.31	4.37
Very good	71%	38%	43%	45% (Max 71%)	48% (Max 79%)
Good	27%	52%	43%	44%	42%
Average	2%	9%	12%	9%	8%
Poor	-	1%	1%	2%	1%
Very poor	-	-	1%	- (Max 1%)	- (Max 1%)

6.10 Aspects of the Resort

Visitors were asked how they rated Bexhill on the following resort-based indicators; “Availability of public seating”, “Cleanliness of beach” and “Cleanliness of sea”. Only resort towns were asked about these aspects so ‘all destinations’ averages were not included in the comparison.

Figure 15: Opinions on cleanliness of sea & beach and availability of public seating



Overall, 97% of visitors rated the availability of public seating within Bexhill as ‘good’ or ‘very good’ determining a mean score of 4.76. This was the highest rated aspect for Bexhill in the 2009 survey. The average score was well above that for ‘all resorts’ and higher than averages for both 2006 and 2005.

Table 50: Visitor opinions on the availability of public seating

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS
Base	382	348	345	356
Mean	4.76	4.64	4.57	4.41
Very good	80%	67%	67%	57% (Max 84%)
Good	17%	32%	25%	32%
Average	2%	1%	5%	6%
Poor	1%	-	1%	4%
Very poor	-	-	1%	4% (Max 20%)

Cleanliness of the beach was the second highest rated aspect in Bexhill, with an average overall score of 4.72. Overall, 99% considered this to be 'good' or 'very good'. No one responded with 'poor' or 'very poor'. The average score was higher than that received by 'all resorts' (4.45), which was also very high.

Table 51: Visitor opinions on the cleanliness of the beach

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS
Base	339	348	366	339
Mean	4.72	4.46	4.60	4.45
Very good	73%	49%	64%	53% (Max 73%)
Good	26%	48%	33%	40%
Average	1%	3%	3%	6%
Poor	-	-	1%	1%
Very poor	-	-	-	- (Max 1%)

Continuing the theme of cleanliness of the resort, all participants of the survey were asked their opinion on the cleanliness of the sea. The majority (97%) of visitors rated the cleanliness of the sea as 'good' to 'very good'. This resulted in an average score of 4.69, which was higher compared to 2006 and 2005 and it proved much higher than the average for 'all resorts'. Only 1% considered the cleanliness of the beach to be 'poor'.

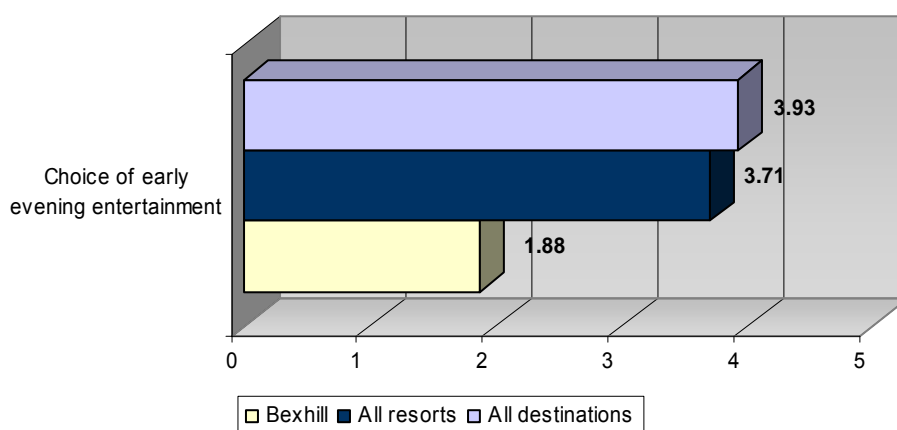
Table 52: Visitor opinions on the cleanliness of sea

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS
Base	287	348	345	253
Mean	4.69	4.39	4.58	4.16
Very good	74%	42%	62%	43% (Max 73%)
Good	23%	55%	34%	39%
Average	3%	3%	54%	12%
Poor	1%	-	-	5%
Very poor	-	-	-	2% (Max 10%)

6.11 Choice of Early Evening Entertainment

Visitors were asked for their opinion on the choice of early entertainment found within Bexhill, rating it from 'very good' to 'very poor'.

Figure 16: Opinions on choice of early evening entertainment



The average score for the perceived choice of early evening entertainment was 1.88 which was very low compared to 'all resorts' and 'all destinations'. It was clearly the lowest of all the aspects rated in Bexhill. It is important to note that this sample size was very small compared to the other aspects as many of the respondents chose not to answer the question. Only 1% responded 'very good' and a further 10% 'good'. This was a lot lower than the results of 2006 and 2005.

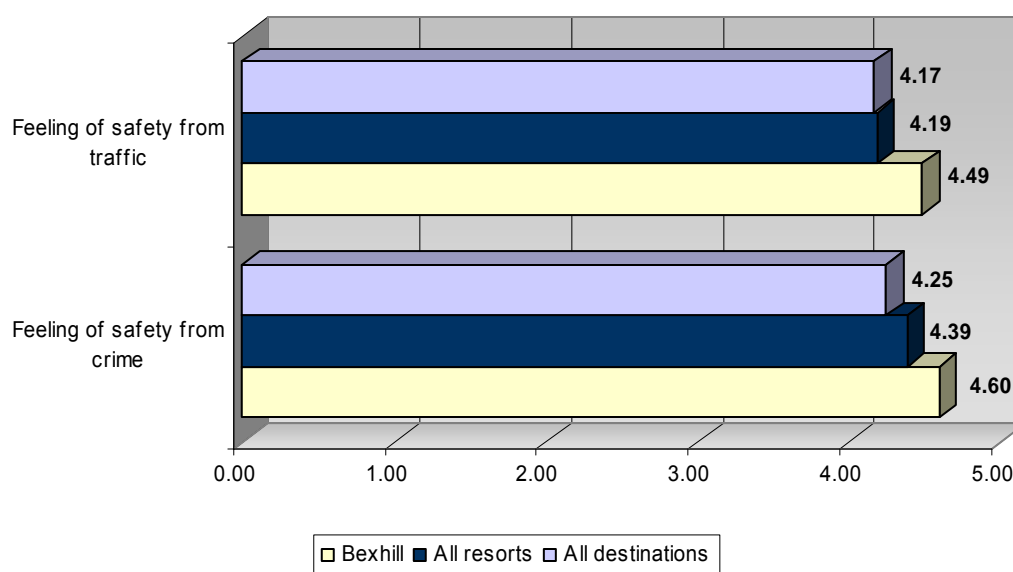
Table 53: Visitor opinions on the choice of early evening entertainment

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	80	73	127	119	112
Mean	1.88	3.12	3.11	3.71	3.93
Very good	1%	7%	28%	26% (Max 38%)	30% (Max 60%)
Good	10%	37%	17%	42%	45%
Average	20%	23%	18%	20%	18%
Poor	13%	27%	13%	3%	3%
Very poor	56%	5%	24%	9% (Max 56%)	4% (Max 56%)

6.12 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 Bexhill” and “As a pedestrian in Bexhill I felt quite safe from the traffic”.

Figure 17: 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 had increased since 2006 which had dropped below 2005 levels. The average score of 4.60 was above the average for 'all destinations' and 'all resorts'. Ninety-seven percent of respondents 'agreed' that they felt safe from crime in Bexhill, whilst a low proportion (3%) were undecided.

Table 54: Opinions on the statement “I felt quite safe from crime in Bexhill”

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	377	366	346	393	412
Mean	4.60	4.31	4.45	4.39	4.25
Agree strongly	63%	38%	54%	50% (Max 63%)	41% (Max 86%)
Agree	34%	57%	39%	39%	46%
Neither/nor	3%	4%	6%	9%	9%
Disagree	-	1%	1%	1%	2%
Disagree strongly	-	-	-	- (Max 1%)	1% (Max 4%)

Visitors appeared to feel safer from traffic in 2009 compared to 2006 and 2005. The average score in 2009 was well above the average for 'all resorts' and 'all destinations'. Only 2% of respondents 'disagreed' with the statement relating to feeling safe from traffic in Bexhill; no one 'disagreed strongly'. A high proportion of respondents (92%) confirmed this statement.

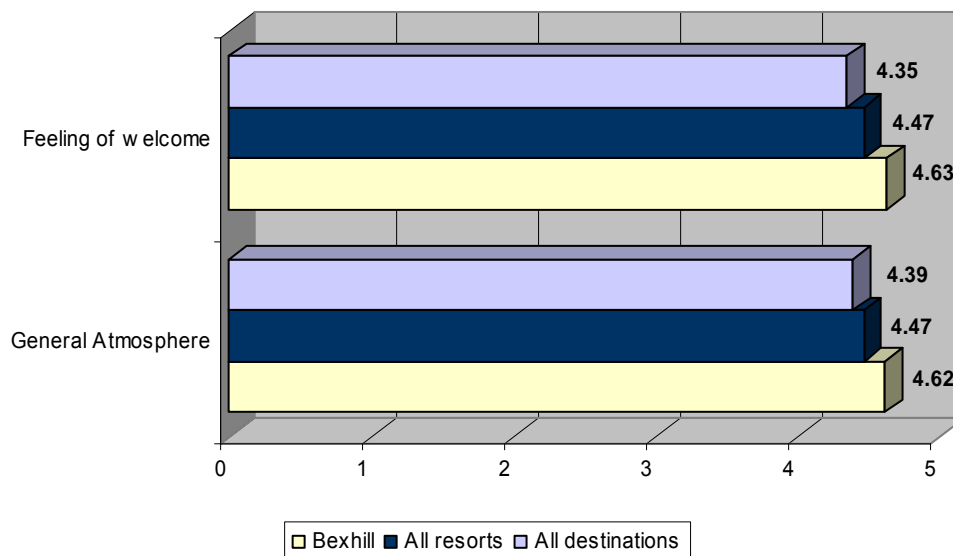
Table 55: Opinions on the statement “As a pedestrian in Bexhill, I felt quite safe from the traffic”

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	382	97	354	400	419
Mean	4.49	4.24	4.36	4.19	4.17
Agree strongly	58%	35%	52%	43% (Max 58%)	39% (Max 85%)
Agree	34%	58%	36%	40%	45%
Neither/nor	6%	5%	9%	11%	10%
Disagree	2%	2%	3%	5%	4%
Disagree strongly	-	-	-	2% (Max 8%)	1% (Max 8%)

6.13 General Atmosphere & Feeling of Welcome

Both the general atmosphere and feeling of welcome were located in the top six highest scoring aspect of Bexhill in the 2009 survey. Both aspects were clearly higher than 'all resorts' and 'all destinations' averages.

Figure 18: 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 Bexhill as 'very good' or 'good', resulting in an average score of 4.62 out of 5.00. This was higher than 2006 and 2005. 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 56: Visitor opinions on the general atmosphere

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	385	399	365	376	391
Mean	4.62	4.34	4.48	4.47	4.39
Very good	66%	39%	55%	56% (Max 73%)	51% (Max 76%)
Good	31%	56%	38%	38%	39%
Average	3%	4%	6%	5%	9%
Poor	-	1%	1%	1%	1%
Very poor	-	-	-	- (Max 1%)	- (Max 1%)

Bexhill was also rated highly in terms of the feeling of welcome. Ninety-seven percent of survey respondents rated this as 'very good' or 'good' and the average score of 4.63 was higher than the 'all destinations' average and 'all resorts'. None of those interviewed for the survey considered this to be 'poor' or 'very poor'.

Table 57: Visitor opinions on the feeling of welcome

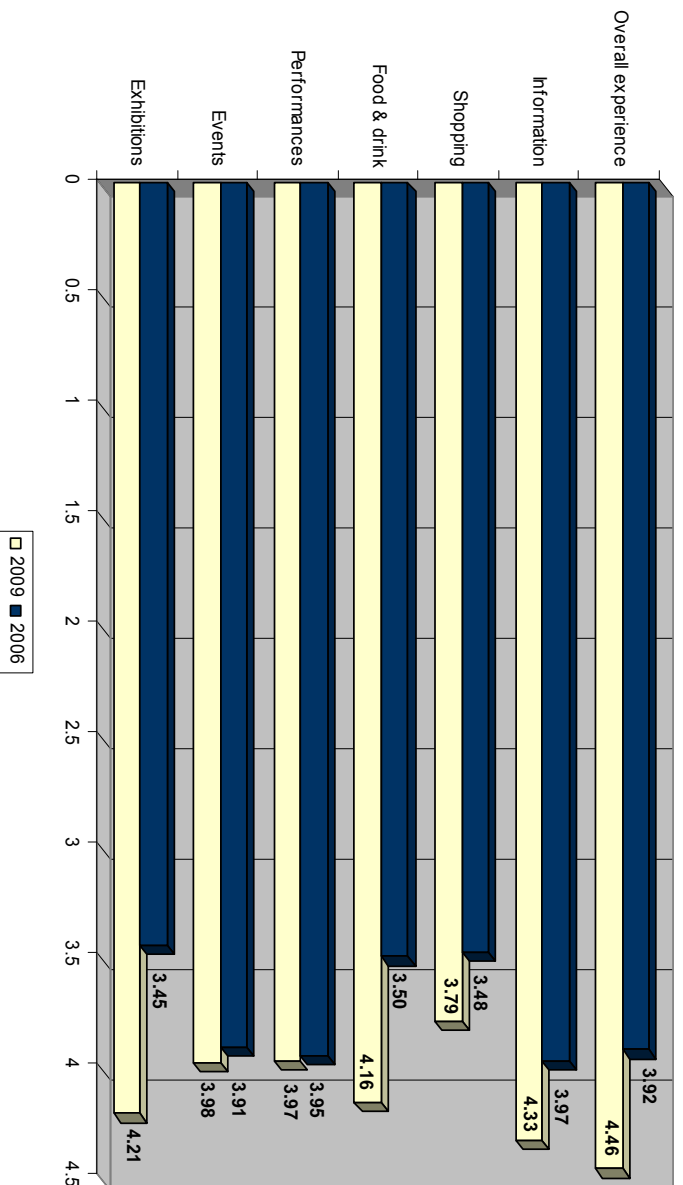
	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	386	399	367	378	396
Mean	4.63	4.29	4.48	4.47	4.35
Very good	67%	37%	56%	57% (Max 71%)	49% (Max 72%)
Good	30%	56%	35%	37%	39%
Average	3%	8%	8%	5%	11%
Poor	-	-	-	1%	1%
Very poor	-	-	-	- (Max 1%)	- (Max 1%)

6.14 De La Warr Pavilion

In 2006 some additional questions were added regarding different aspects of the De La Warr Pavilion. The questions were used again in the 2009 survey so comparisons can be made against the previous survey.

In 2009 most aspects of the DLWP were rated higher than the 2006 survey, especially the exhibitions, food & drink and the overall experience.

Figure 19: Opinions on different aspects of DLWP



Eighty-two percent of visitors rated the DLWP exhibitions as 'very good' or 'good' compared with 56% in 2006. Percentages within the same rated categories regarding food and drink also increased (by 21%), compared with 2006. Although the average scores increased the individual ratings of 'very good' and 'good' regarding events and performances actually decreased in percentages (although only slightly) in the 2009 survey (down 5% and 1% respectively).

The majority of visitors seemed satisfied with the information around the DLWP with 83% rating it as 'very good' or 'good'. Although the majority found it satisfactory, shopping was rated the lowest out of the aspects in 2009 with an average of 3.79. Twelve percent found it 'poor' or 'very poor'. The overall experience of the DLWP scored the highest out of all the aspects in 2009. It was 0.54 higher than 2006.

Table 58: Visitor opinions on exhibitions, events, performances and food & drink

	EXHIBITIONS		EVENTS		PERFORMANCES		FOOD & DRINK	
	2009	2006	2009	2006	2009	2006	2009	2006
Base	163	196	95	110	88	62	174	209
Mean	4.21	3.45	3.98	3.91	3.97	3.95	4.16	3.50
Very good	49%	19%	39%	21%	38%	23%	47%	20%
Good	33%	37%	35%	58%	39%	55%	32%	38%
Average	12%	21%	16%	12%	11%	18%	13%	21%
Poor	3%	15%	6%	9%	8%	5%	6%	15%
Very poor	4%	18%	4%	-	5%	-	2%	6%

Table 59: Visitor opinions on shopping, information and overall experience

	SHOPPING		INFORMATION		OVERALL EXPERIENCE	
	2009	2006	2009	2006	2009	2006
Base	108	156	113	186	225	275
Mean	3.79	3.48	4.33	3.97	4.46	3.92
Very good	26%	10%	56%	17%	64%	28%
Good	44%	41%	27%	65%	24%	44%
Average	19%	37%	14%	17%	8%	23%
Poor	6%	10%	8%	1%	4%	3%
Very poor	6%	2%	2%	1%	1%	2%

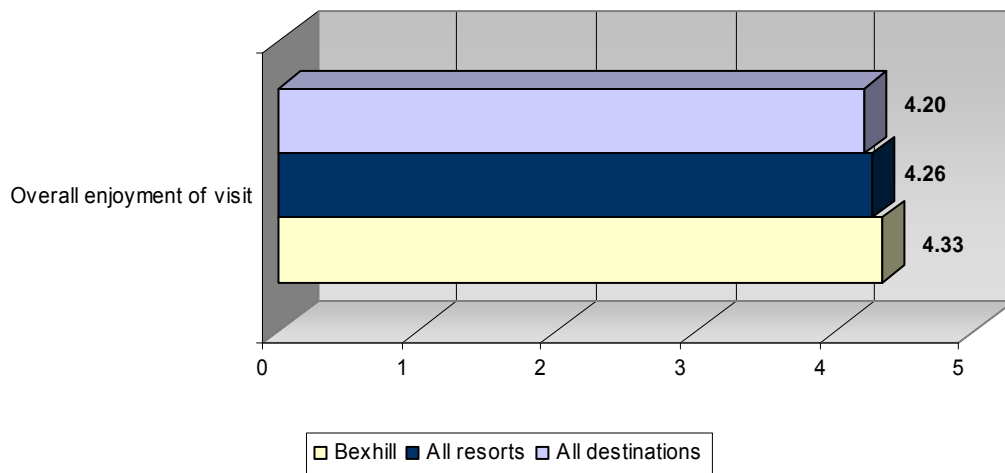
6.15 Overall Enjoyment of Visit/Recommendation of Visit

Visitors were asked to rate the overall enjoyment of their visit. The average in 2009 was higher than 2006 and 2005. The mean score of 4.33 was comfortably above the average for 'all resorts' and 'all destinations'.

Table 60: Visitor opinions on overall enjoyment of the visit

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	386	414	322	397	413
Mean	4.33	4.18	4.23	4.26	4.20
Very high	43%	29%	35%	38% (Max 47%)	33% (Max 47%)
High	50%	61%	53%	51%	54%
Average	5%	10%	11%	11%	12%
Low	1%	-	-	-	-
Very low	1%	-	-	- (Max 1%)	- (Max 1%)

Figure 20: Opinions on overall enjoyment



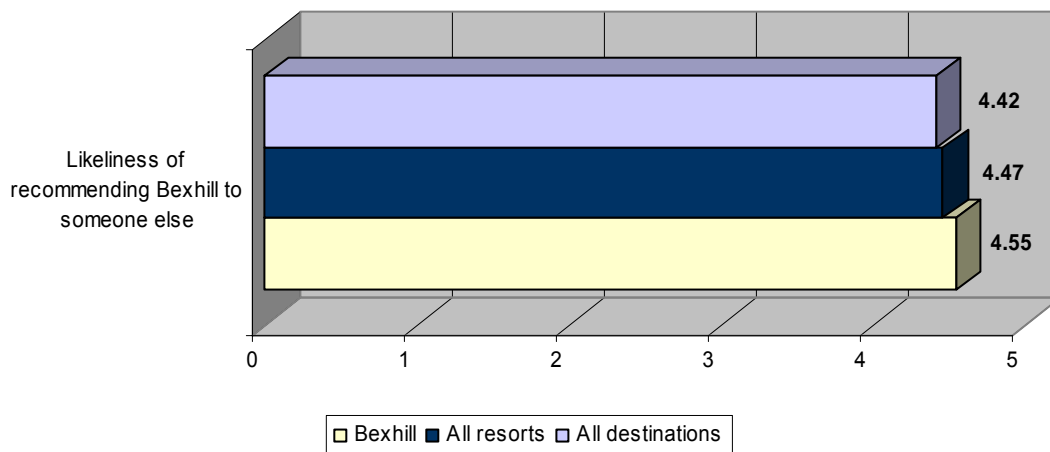
Where 1='very low', 2= 'low', 3= 'average', 4= 'high' and 5= 'very high'

Ninety-three percent of visitors described the enjoyment of their visit as 'high' or 'very high'. This was higher than 2006 and 2005 figures. Two percent of visitors did not enjoy their visit to Bexhill.

6.16 Likelihood of Recommending a Visit to Bexhill

The average score for visitors recommending a visit to Bexhill was high at 4.55 out of 5. It was slightly higher than 'all resorts' and 'all destinations' average scores.

Figure 21: Likelihood of recommending



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

In terms of the likelihood of recommending Bexhill as a visitor destination to others, the vast majority of respondents (89%) indicated that they were 'likely' or 'very likely' to recommend Bexhill. The average score achieved (4.55) was higher than the average for the 2006 and 2005 surveys. Only 2% of visitors were 'unlikely' to recommend Bexhill to others.

Table 61: Visitor opinions on likelihood of recommending

	BEXHILL 2009	BEXHILL 2006	BEXHILL 2005	ALL RESORTS	ALL DESTINATIONS
Base	387	446	359	401	415
Mean	4.55	4.36	4.37	4.47	4.42
Very likely	69%	53%	57%	61% (Max 71%)	58% (Max 91%)
Likely	20%	33%	26%	29%	30%
Average	9%	12%	14%	8%	9%
Unlikely	2%	2%	1%	1%	2%
Very unlikely	-	-	1%	1% (Max 3%)	1% (Max 3%)

Nine visitors were unlikely to recommend Bexhill to anyone and they were asked a further question of why this was the case. Seven visitors responded and their reasons are listed below:

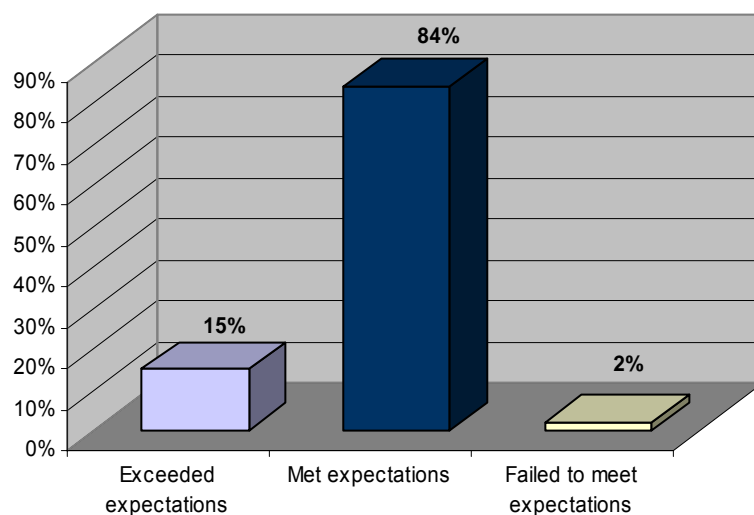
- *Nothing to do for adults* 2 visitors
- *Nothing to do for children / teenagers* 2 visitor
- *Not of interest to our friends* 1 visitor
- *Only came to visit a friend* 1 visitor
- *Don't know enough to recommend it* 1 visitor

6.17 Whether the visit met expectations

Visitors were asked to say whether their visit to Bexhill had met their expectations. Overall, 84% of visitors indicated the visit had met their expectations (2% down on 2006) and a further 15% (3% up from 2006) indicated that the visit had exceeded their expectations.

Only 2% of respondents said that the visit had failed to meet their expectations.

Figure 22: Whether Bexhill met visitor's expectations



First time visitors were more likely to indicate that the visit had exceeded their expectations than repeat visitors (a difference of 6%). A higher proportion of overseas visitors said their visit exceeded expectations compared to domestic visitors. 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:	184	140	68	127	265	381	10
Met expectations	85%	82%	84%	80%	85%	84%	80%
Failed to meet expectations	2%	1%	2%	1%	2%	2%	-
Exceeded expectations	14%	16%	15%	19%	13%	15%	20%

6.18 Particular Likes about Bexhill

Visitors were asked to comment on the factors they liked most about Bexhill. Over two thirds of visitors' particularly liked the promenade / seafront and a further 52% commented on the peace and quiet. These two aspects were also the top two 'likes' in the 2006 survey. A third of the visitors mentioned the De La Warr Pavilion and another 32% found particularly liked the laid back /relaxed atmosphere of Bexhill.

Table 63: What visitors liked most about Bexhill

	BASE	PERCENTAGE
Promenade / Seafront	253	65%
Peace & quiet	204	52%
De La Warr Pavilion	130	33%
Laid back / relaxed	127	32%
Atmosphere	112	29%
Old Fashioned	107	27%
Cleanliness / good maintenance	104	26%
The sea	103	26%
Scenery	77	20%
Other	57	15%

Fifteen percent of visitors mentioned other factors which they particularly liked about Bexhill. These included:

- | | | | |
|---------------------------------|-------------|---------------------|------------|
| • Free parking | 22 visitors | • Child friendly | 2 visitors |
| • Lack of amusements parks | 5 visitors | • Fish & chips | |
| • Friendly people / shopkeepers | 5 visitors | • Crazy golf | |
| • Not commercialised | 4 visitors | • B&B | |
| • Nice walking | 3 visitors | • Visiting family | |
| • Feel safe | 3 visitors | • Wheelchair access | |
| • Level walkways | 3 visitors | • Good for drawing | |
| • Individual shops | 3 visitors | • Space | |

6.19 Anything that spoilt the visit

Eighty percent of visitors felt that 'nothing' had spoiled the enjoyment of their visit. A few visitors were disappointed with the weather, while a number of others indicated that there weren't enough public toilets & signage or there were too many bicycles on the promenade.

Table 64: Aspects that spoiled the visit

	BASE	PERCENTAGE
Weather	26	33%
Not enough public toilets and signage	4	5%
Cycling on promenade	4	5%
De La Warr Pavilion	3	4%
DLWP café expensive / poor quality	2	3%
Dogs / dogs mess	1	1%
Road system complicated	1	1%
Other	37	48%

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

Thirty-seven visitors commented on 'other' factors which spoilt their visit to Bexhill. These included:

- Expensive parking 4 visitors
- Shops closing at 5pm 3 visitors
- Lack of things to do 2 visitors
- Seafront café poor 2 visitors
- Traffic
- No boat trips available
- Food bad in hotel
- Street names not readable
- Collectors fair not covered for rain
- Café overcharged
- No evening entertainment in DLWP
- New buildings are eyesore
- Littler
- Restaurants closed after 2:30pm
- Ice cream machine broken
- Run down
- Crazy golf closed
- Rough locals
- Threat to remove donated benches from seafront
- Screaming children
- Not much variety of places to eat
- Low range of shops

7. Appendices

7.1 Full list of location where day visitors from home were staying

LOCATION OF HOLIDAY ACCOMMODATION		
Eastbourne	47	(34%)
Battle	13	(9%)
Hastings	12	(9%)
St. Leonards	7	(5%)
Brighton	5	(4%)
Catsfield	3	(2%)
Alfriston	2	(1%)
Combe Haven	2	(1%)
Hertmonceux	2	(1%)
Normans Bay	2	(1%)
Pevensey Bay	2	(1%)
Robertsbridge	2	(1%)
Rye	2	(1%)
Brede	1	(1%)
Broad Oak	1	(1%)
Cobbs Hill	1	(1%)
Crawley	1	(1%)
Crowborough	1	(1%)
Darlington	1	(1%)
Dungeness	1	(1%)
East Hatley	1	(1%)
Fairlight	1	(1%)
Folkestone	1	(1%)
Greatstone	1	(1%)
Hailsham	1	(1%)
Haven Camp	1	(1%)
Hawkhurst	1	(1%)
Heathfield	1	(1%)
Hellingly	1	(1%)
Hove	1	(1%)
Icklesham	1	(1%)
Kingsdown	1	(1%)
Little Common	1	(1%)
Malling	1	(1%)
Martello Beach	1	(1%)
Northiam	1	(1%)
Norman's Bay	1	(1%)
Pevensey Bay	1	(1%)
Ramsgate	1	(1%)
Ripe	1	(1%)
Rolvenden	1	(1%)
Rushlake Green	1	(1%)
Seaford	1	(1%)
Sedlescombe	1	(1%)
Sidley	1	(1%)
Sovereign Harbour	1	(1%)
Tenterden	1	(1%)
Uckfield	1	(1%)
Winchelsea	1	(1%)

7.2 Copy of Questionnaire

DESTINATION BENCHMARKING – BEXHILL 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: Sea front -1 Outside De La Warr Pavilion -2 Old Town -3

Good morning/afternoon. I'm from Tourism South East. We are conducting a survey of visitors to Bexhill. 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 Bexhill 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 Bexhill?

(SHOWCARD 1 – ONE RESPONSE ONLY)

Leisure or holiday visit -1 *Go to Q4*
 Visiting De La Warr Pavilion -2 *Go to Q4*
 Visiting Bexhill Museum -3 *Go to Q4*
 Visiting friends or relatives -4 *Go to Q4*
 Shopping trip (special/non-regular) -5 *Go to Q4*
 Business/attending a conference -6 *Go to Q4*

Language student -7 Go to Q4

Shopping trip (regular/household) -8 *Close interview.*
 Work/study here -9 *Do not count to*
 Other (please specify below) -10 *quota.*

.....

4. Where do you live?

Home town.....

County/Country.....

5a. Have you come from home today?

Yes -1 No -2

5b. Are you returning home today?

Yes -1 No -2

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

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

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 Bexhill 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 Bexhill today? (24 hour clock – to the nearest hour)**

.....

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

.....

ASK ALL VISITORS**8. Is this your first ever visit to Bexhill?**

Yes -1 Go to Q10a No -2 Go to Q9

9. How many times have you visited Bexhill 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 Bexhill 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
Bexhill Guide	-3	Go to Q11
Other leaflets/brochures	-4	Go to Q11
Word of mouth/recommendation	-5	Go to Q11
TV feature	-6	Go to Q11
Radio feature	-7	Go to Q11
Newspaper/magazine adverts	-8	Go to Q11
Newspaper/magazine editorials	-9	Go to Q11
National Trust	-10	Go to Q11
De La Warr Pavilion mailing list/guide	-11	Go to Q11
De La Warr Pavilion Press/TV	-12	Go to Q11
Other (please specify below)	-13	Go to Q11

.....

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

Visit 1066 Country	-1
Discover Bexhill	-2
Visit Hastings	-3
Visit Rye	-4
Battle Tourism	-5
De La Warr Pavilion	-6
National Trust	-7
Visit South East England	-8
Visit England/Britain	-9
Google	-10
Other (please specify below)	-11

.....

11. How influential, if at all, were each of the following factors in your decision to visit Bexhill? (SHOWCARD 4)

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

Beaches & seafront	-1	-2	-3	-4
Water based activities	-1	-2	-3	-4
Scenic environment	-1	-2	-3	-4
Architecture	-1	-2	-3	-4
Historic Sites	-1	-2	-3	-4
Good shopping	-1	-2	-3	-4
Good evening entertainment/activities	-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

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

Car/van/motorcycle/motorhome	-1
Bus/coach service	-2
Coach tour	-3
Bicycle	-4
Train	-5
Walked/on foot	-6
Private yacht/boat	-7
Other (please specify below)	-8

.....

13a. Which, if any, of these attractions/places of interest in or around Bexhill have you visited/do you intend to visit DURING THIS VISIT? (SHOWCARD 5)

Alexandra Park	-1
Amusement arcades	-2
Battle Abbey	-3
Bexhill Museum	-4
Blue Reef Aquarium	-5
Bodiam Castle	-6
Carr Taylor Vineyard	-7
Clambers	-8
Crazy Golf	-9
De La Warr Pavilion	-10
Fisherman's Museum	-11
Flower Makers Museum	-12
Great Dixter	-13
Hastings Castle	-14
Hastings Country park	-15
Hastings West Hill Lift	-16
Hastings Museum	-17
Hastings Old Town Hall Museum	-18
Herstmonceux Castle	-19
Manor Gardens, Bexhill	-20
Norman Road (St Leonards-on-sea)	-21
Rye	-22
Sedlescombe Vineyard	-23
Shipwreck Heritage Museum	-24
Smugglers Adventure	-25
St Leonards Gardens	-26
Swimming/Leisure Centre	-27
Towner Gallery	-28

ONLY ASK Q13b (BELOW) IF ONE OF THE DATES IS RELEVANT TO THEIR VISIT – THEN ONLY ASK ABOUT THAT PARTICULAR EVENT. (See briefing notes)

13b. Have you attended any of the following special events during your visit to Bexhill? (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

14. We are interested in your opinion of various aspects of your visit to Bexhill. 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
--------------------------------	----	----	----	----	----	----

Choice of early evening entertainment	-1	-2	-3	-4	-5	-6
---------------------------------------	----	----	----	----	----	----

Beach/Sea: Tick if didn't use ☐

Cleanliness of beach	-1	-2	-3	-4	-5	-6
Cleanliness of sea	-1	-2	-3	-4	-5	-6

De La Warr Pavilion: Tick if didn't use ☐

Exhibitions	-1	-2	-3	-4	-5	-6
Events	-1	-2	-3	-4	-5	-6
Performances	-1	-2	-3	-4	-5	-6
Food & drink	-1	-2	-3	-4	-5	-6
Shopping	-1	-2	-3	-4	-5	-6
Information services	-1	-2	-3	-4	-5	-6

Tourism South East

Overall experience	-1	-2	-3	-4	-5	-6
--------------------	----	----	----	----	----	----

Overall impression of Bexhill in terms of:

General Atmosphere	-1	-2	-3	-4	-5	-6
Feeling of welcome	-1	-2	-3	-4	-5	-6

15. Thinking about your visit to Bexhill, 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 Bexhill	-1	-2	-3	-4	-5	-6
As a pedestrian in Bexhill I feel quite safe from traffic	-1	-2	-3	-4	-5	-6

16a. How would you rate the overall enjoyment of your visit to Bexhill? (READ LIST)

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

16b. So far this visit, would you say Bexhill has (READ OUT)

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

17. What did you like most about Bexhill?

Promenade/Seafront	-1
Peace and Quiet	-2
De La Warr Pavilion	-3
The sea	-4
Cleanliness/Good maintenance	-5
Atmosphere	-6
Laid back/relaxed	-7
Old fashioned	-8
The scenery	-9
Other (please specify below)	-10

18. What, if anything, spoilt your visit to Bexhill?

Weather	-1
DLWP café expensive/poor quality	-2
Not enough public toilets & signage	-3
Dogs/Dogs mess	-4
Cycling on promenade	-5
Road system complicated	-6
De La Warr Pavilion	-7
Other (please specify below)	-8

19a. How likely are you to recommend Bexhill to someone else? (READ LIST)

Very Unlikely	-1	Go to Q19b
Unlikely	-2	Go to Q19b
Possibly	-3	Go to Q20
Likely	-4	Go to Q20
Very likely	-5	Go to Q20
Don't know	-6	Go to Q20

IF 'UNLIKELY' ASK:

19b. Why do you say that?

- Nothing to do for children -1
 Nothing to do for adults -2
 Other (please specify below) -3

.....

ASK ALL:

20. 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 Bexhill 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 Bexhill £.....
 (including fuel, fares, car parking charges)
 Tick box if Don't know/Can't recall/Declined to say ☐

21. How many people do these amounts cover?

People

22. 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

23. Are you part of an organised group or coach party?

Yes -1 No -2

24. 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 Q25**
 Employed part-time (8-29 hrs per week) -2 **Go to Q25**
 Self-employed -3 **Go to Q25**
 Retired -4 **Go to Q25**
 Full-time student living at home -5 **Go to Q25**
 Full time student living away from home -6 **Go to Q26**
 Unemployed -7 **Go to Q26**
 Declined -8 **Go to Q26**

25. 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)

.....

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

.....

27. 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: